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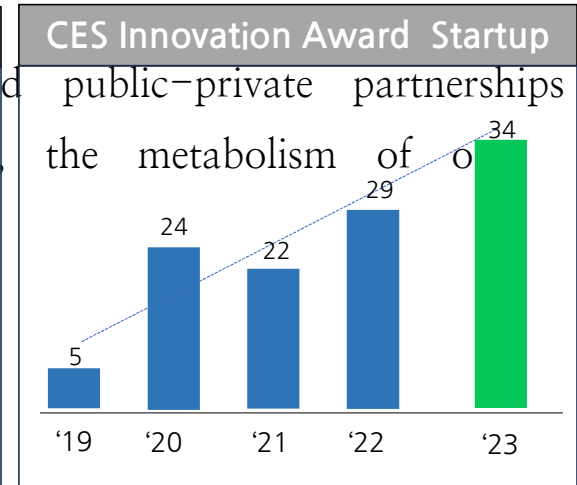
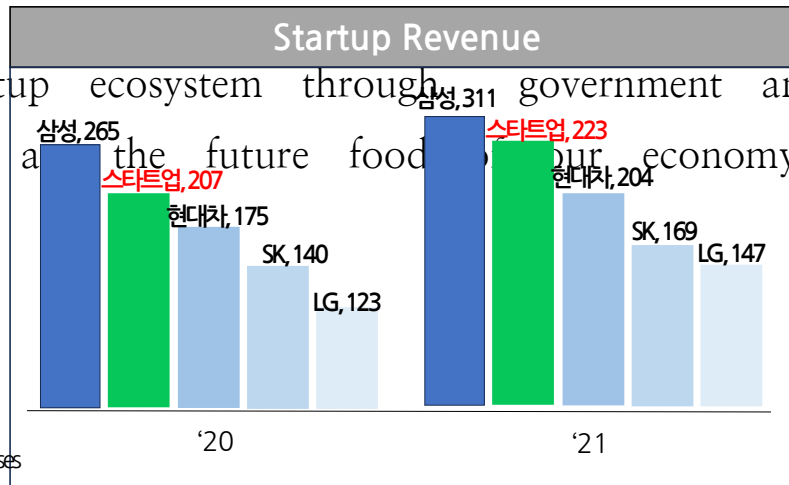
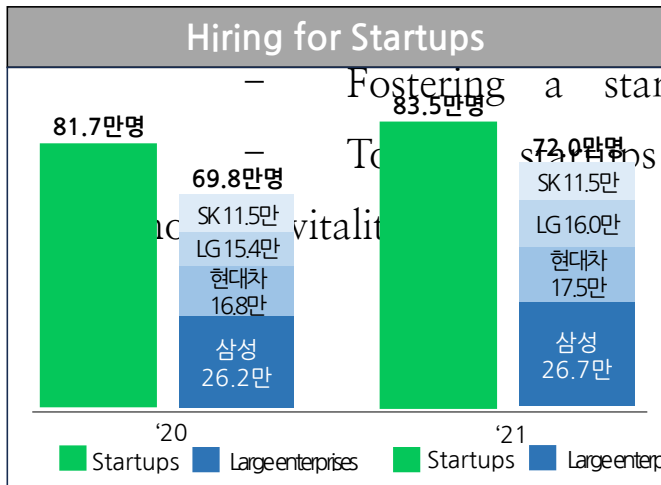
# Korea Startup Ecosystem



# 1. Korea Startup Overview

- Launching new growth engines

- Slower economic growth since the 1990s increases the need for new sources of growth
- Traditional conglomerate-led growth faces limits in the era of the Fourth Industrial Revolution
- Since the 2000s, startups have emerged as an innovative growth model for our



# 1. Korea Startup Overview

## ▪ Previous Government Startup Initiatives

- Over the past decade, the government has implemented a number of policies to support startups,

including enacting laws and improving regulations.

- Korea's startup ecosystem has grown in quality and quantity thanks to government-private partnerships



# 1. Korea Startup Overview

- Korean venture startup history



1995, 벤처기업협회 설립  
 1996, (주)코스닥 설립  
 1997, 벤처기업특별법

The rise of the second generation IT companies (KaKao, Naver)

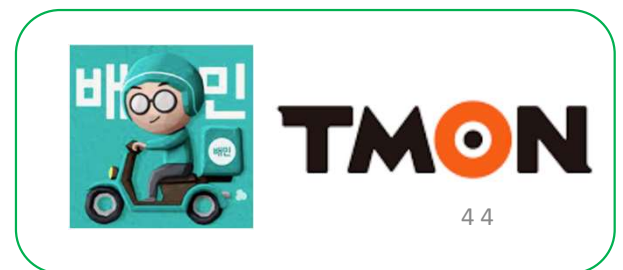


22 Unicorns and Beyond IPO

Current Unicorns



M&A



# 1. Korea Startup Overview

- With combination of strong hard and soft power, Korea has positioned itself as an attractive economy and built powerful springboard for entrepreneurs

## Hard Power

### Advanced IT Infrastructure



1st country to launch 5G networks world-wide



Global 2nd fastest Broadband internet

### Competitive Manufacturing



5th in manufacturing competitiveness



6th in quality of infrastructure

### High R&D expenditure



2nd in R&D spending as % of GDP

## Soft Power

### Highly Connected & Savvy Customers



2nd for Social Media Usage globally



4th for Mobile app Spending globally

### Global Content



3rd Largest Music market in Asia



4th largest Gaming market world-wide

### Highly-educated Human Capital



4th in human capital index

# 1. Korea Startup Overview

- Global expansion of K-Startups is Accelerating : K-Content has already proven global success
- consistently, platform players are expanding to other larger markets, and deep tech companies

Hard power driven  
Strong ties with traditional Industry

Soft power driven  
VC-backed emerging leaders

## Semiconductor/Bio/Battery and etc.

- Traditionally led by large corporates sectors
- Successfully expanding leveraging tech & manufacturing



## E-Commerce/Delivery Platform

- With proven operational excellence, Platform startups are aggressively aiming overseas expansion



## Content

- Content players achieving global success at the startup level has become abundant



## 2. The importance of startup ecosystems

- An organically connected startup ecosystem

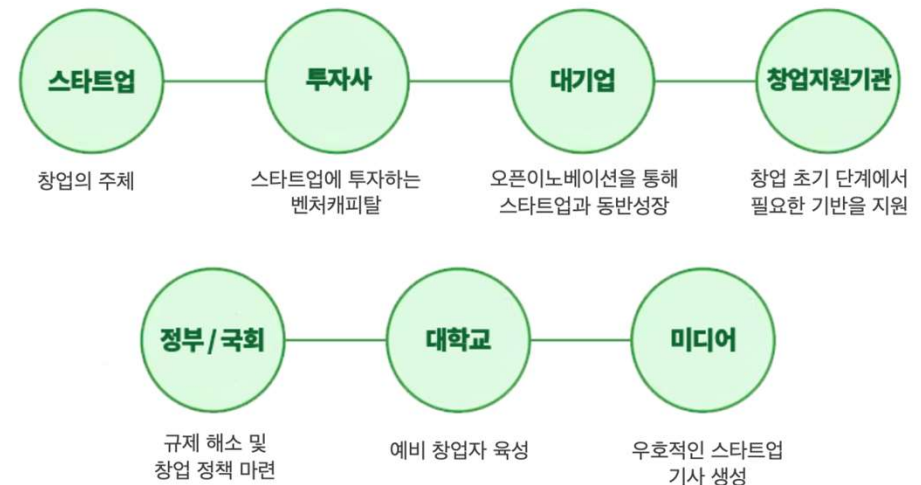
- Startup ecosystem

A collective system of actors who have the capacity to innovate, actors who need to innovate, and actors

who support or connect

- Startup support organizations

- Startup ecosystem support organi



## 2. The importance of startup ecosystems

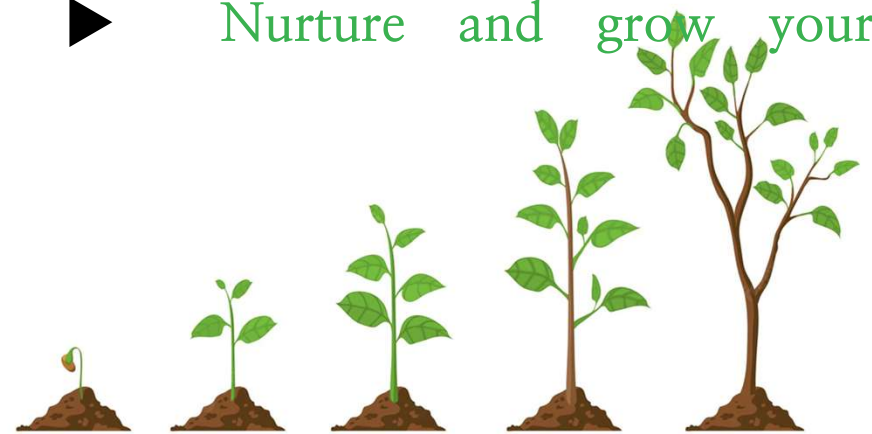
- Startup support organizations



Nurture and grow your

startup Supported list

- 1) Free office support
- 2) Mentoring
- 3) Funding
- 4) Various networking events



- Government-led startup support organization

: Center for Creative Economy Innovation



- Private startup support organization

: D.Camp, The Asan Nanum Foundation



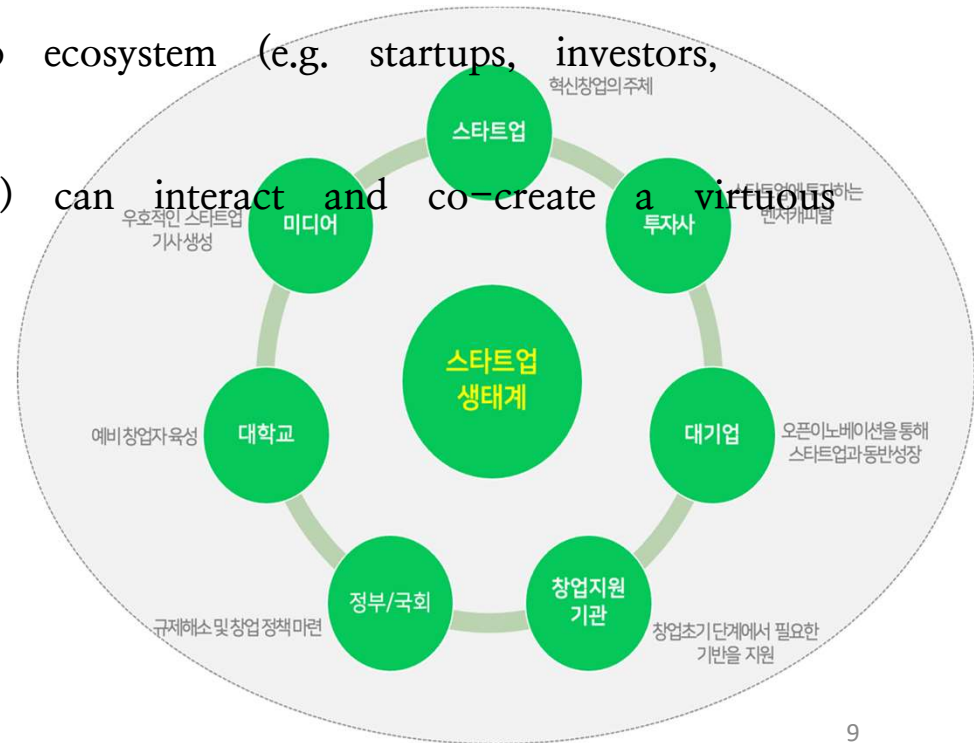


## 2. The importance of startup ecosystems

- Startup ecosystem support organization

- The Startup Alliance** is the only startup ecosystem Organization in Korea that plays various roles

- so that members of the startup ecosystem (e.g. startups, investors, universities, media, government, startup support organizations etc.) can interact and co-create a virtuous cycle to build a healthy ecosystem.



### 3. Startup Alliance

It is a non-profit startup ecosystem support organization founded in 2014 to improve the startup ecosystem in Korea.



### 3. Startup Alliance

- Keywords



**Neutrality**

Different from  
an advocacy  
group



**Flexibility**

A forum for  
exchange



**Openness**

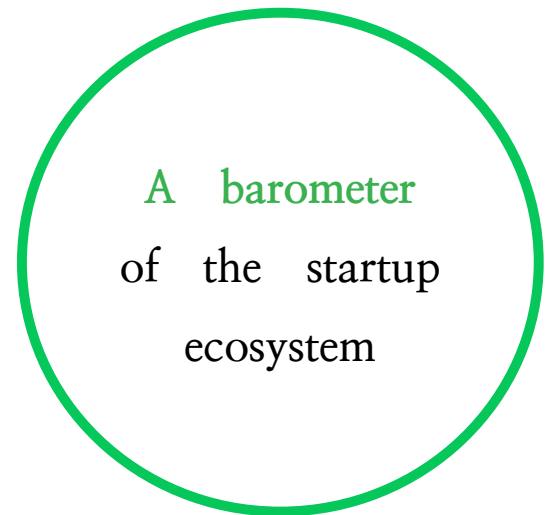
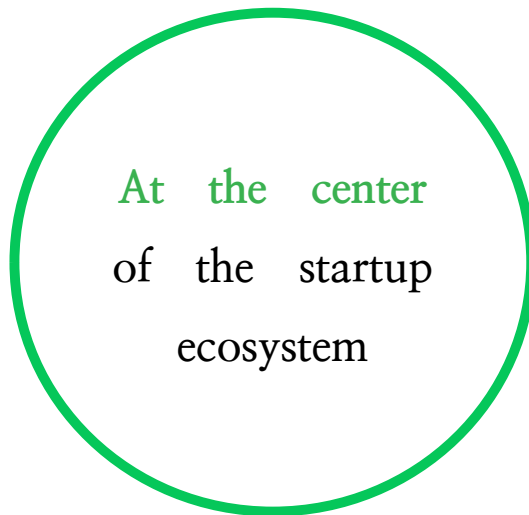
Open network

- Key Roles

- Organize a variety of events to connect members of the startup ecosystem.
- Collect and analyze information and data to study and recommend policies and regulations

### 3. Startup Alliance

- The role of Startup Alliance



### 3. Startup Alliance

- The Role of Startup Alliance : Community hubs in the startup ecosystem
  - Number of events and attendees

Cumulative number of events

513회

Cumulative Speakers

2,020명

Cumulative attendees

3만269명

2014년~2023년까지 개최한 행사 및 세미나 (2023. 9. 14 기준)

### 3. Startup Alliance

- The Role of Startup Alliance : Community hubs in the startup ecosystem

Networking & Meetups (Club Series)  
The Club Series is a casual program for everyone to get together, learn, and network.



**Coffee Club**  
Startup founders share their own stories with morning coffee

**Lunch Club**  
Explore startup trend & the latest industry trends with a lunch box

**Study Club**  
Startup Employees share their hands-on experience and tips

**Funding Club**  
Matchmaking of startups with high funding demand and an interested investor

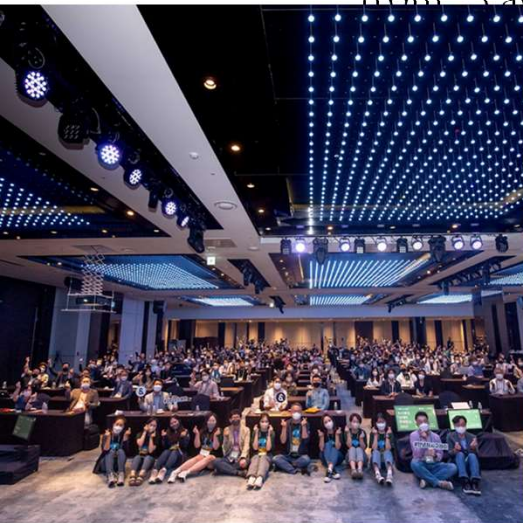
### 3. Startup Alliance

- The Role of Startup Alliance : Community hubs in the

#### startup ecosystem

Conference & Seminar

We offer a variety of opportunities for ecosystem members to share resources and experiences and to learn from each other



Startup Eco. Conference

A forum where startup stakeholders can share their own insights



Korean in Silicon Valley, Asia, Europe

Insights & Experience from Korean Entrepreneurs in Silicon valley/ Asia/Europe



Mini Conference

Trends and knowledge about the future industry delivered by startup and industry experts



Regional Startup Ecosystem Summit

Take a multifaceted view of the local ecosystem

### 3. Startup Alliance

- The Role of Startup Alliance : The center of the startup ecosystem

ecosystem

Advocacy & Research

Researching and proposing innovation trends and policies to improve stakeholder knowledge



Policy Research Forum

Policy seminars/discussions

Publication of policy briefs

Parliamentary public service

Press conference / press release

Arrange regular forums with Startup policy research experts related to startup policies

Organize seminars & discussion Publish a data book on startup policy research

Organize a study club in Parliament that focuses on startup trends and issues

Organize a study club for journalists that Organize media-startup networking event



### 3. Startup Alliance

- The Role of Startup Alliance : The center of the startup

ecosystem

Global expansion

We run programs to help startups and their ecosystems scale globally



#### Japan Boot Camp

On-site support program that helps Korean startups to enter the Japanese market

#### Vienna Startup Package

A Vienna city-backed program that helps Korean startups to enter the European market

#### Berkeley VC Academy

Spread VC trends & hands-on experience in Silicon Valley to Korea

#### Connecting with Global Communities

Connect global investors, corporations, and communities Sponsor global events

### 3. Startup Alliance

- The Role of Startup Alliance : A barometer of the Startup ecosystem  
Content and report press

Startup Trend Report

53건

Startup Investment Report

202건

Events and seminars

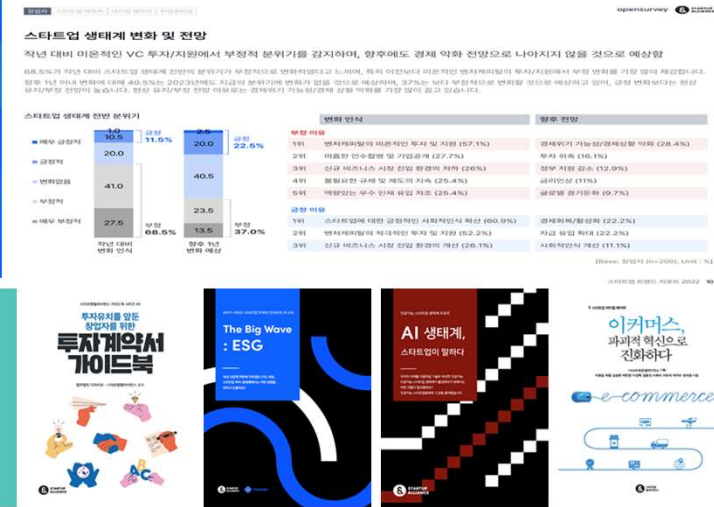
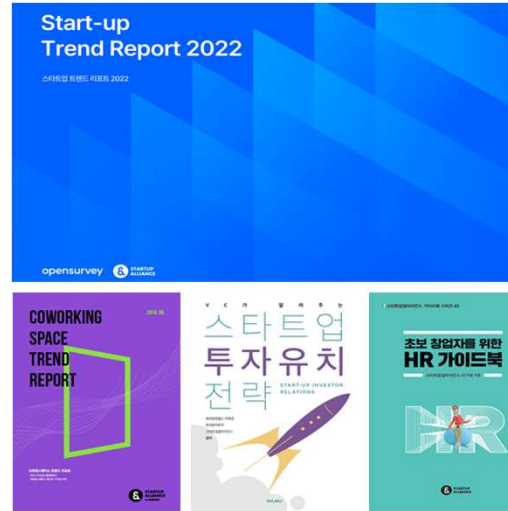
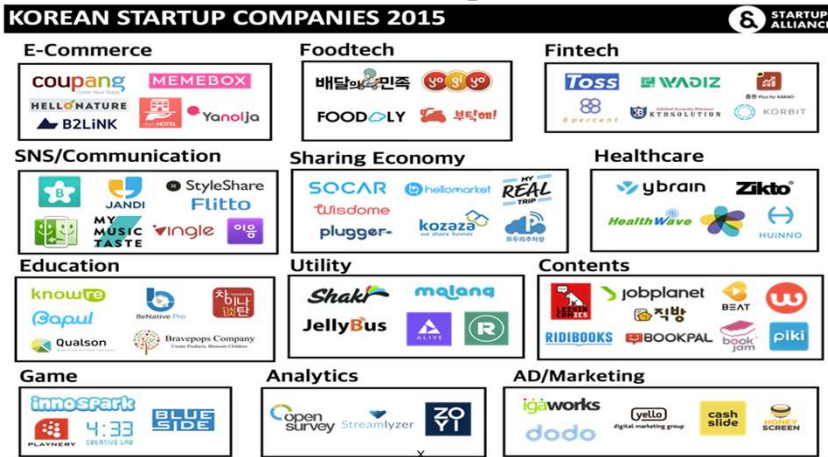
693건



# 3. Startup Alliance

- The Role of Startup Alliance : A barometer of the Startup ecosystem

Reporting & Publishing  
 We publish books for the startup ecosystem to provide useful information and share knowledge and experience.



Startup Map & Report  
 Monthly report analyzing startup funding rounds

Startup Eco. Trend report  
 Yearly report researching startup ecosystem trends

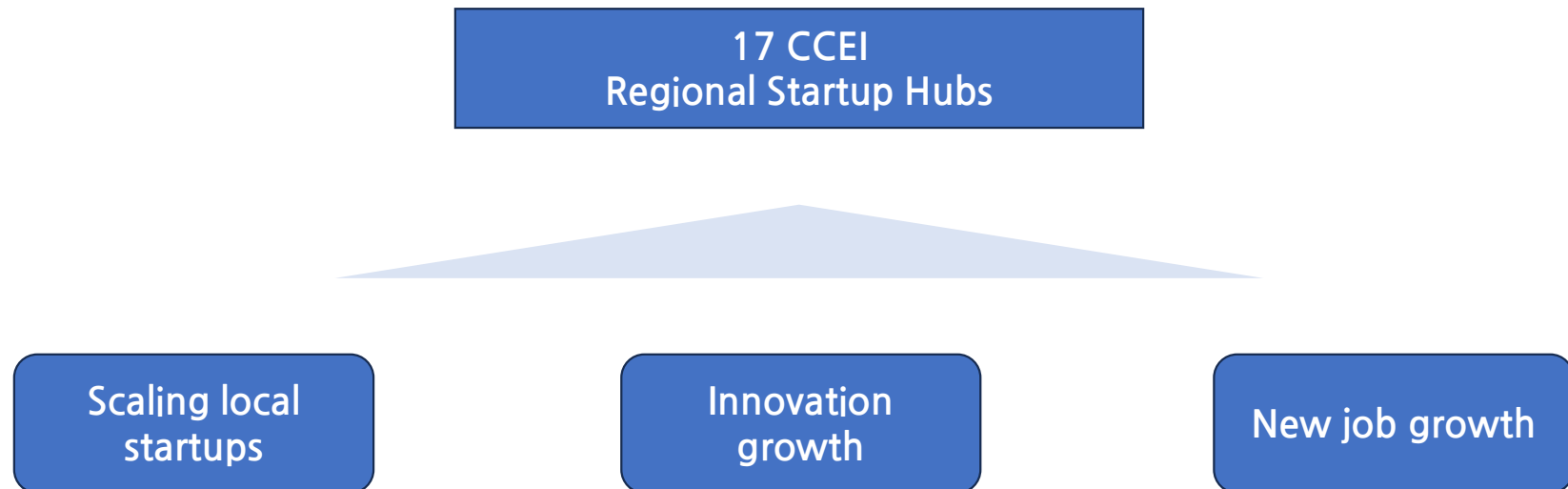
Startup Guidebook  
 Publish guidebooks for startup founders

Startup Vertical Paper  
 Covers diverse trends and industries interconnected with startups

## 4. Center for Creative Economy Innovation (CCEI)

- Background of CCEI

- It is a key platform for “realizing the creative economy”, one of the Park Geun-hye administration’s notional missions and was born through gradual regional expansion.



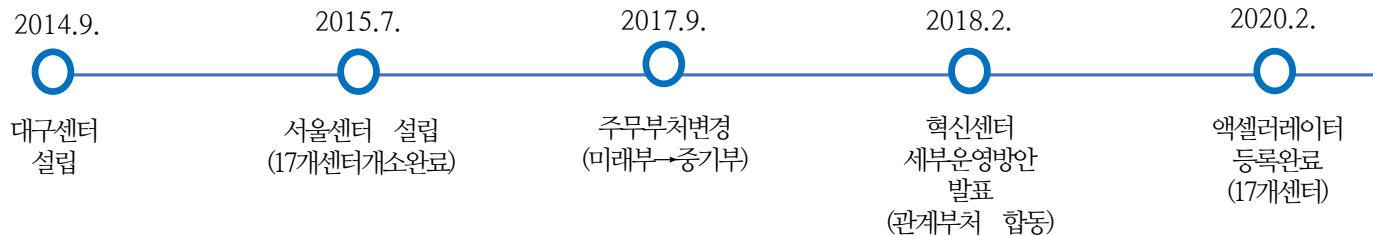
## 4. Center for Creative Economy Innovation (CCEI)

- Evolution of CCEI

- Since its launch, it has evolved from a government-centric operation to a collaboration-focused model with a variety of partner companies and municipalities.

Matching Large Companies by Region and Establishment and operation of CCEI ('14~'15)

\*Light Garam(Naju, '17.2) POSCO(Pohang, '15.1) are private self-operators



# 4. Center for Creative Economy Innovation (CCEI)

- Configuring of CCEI

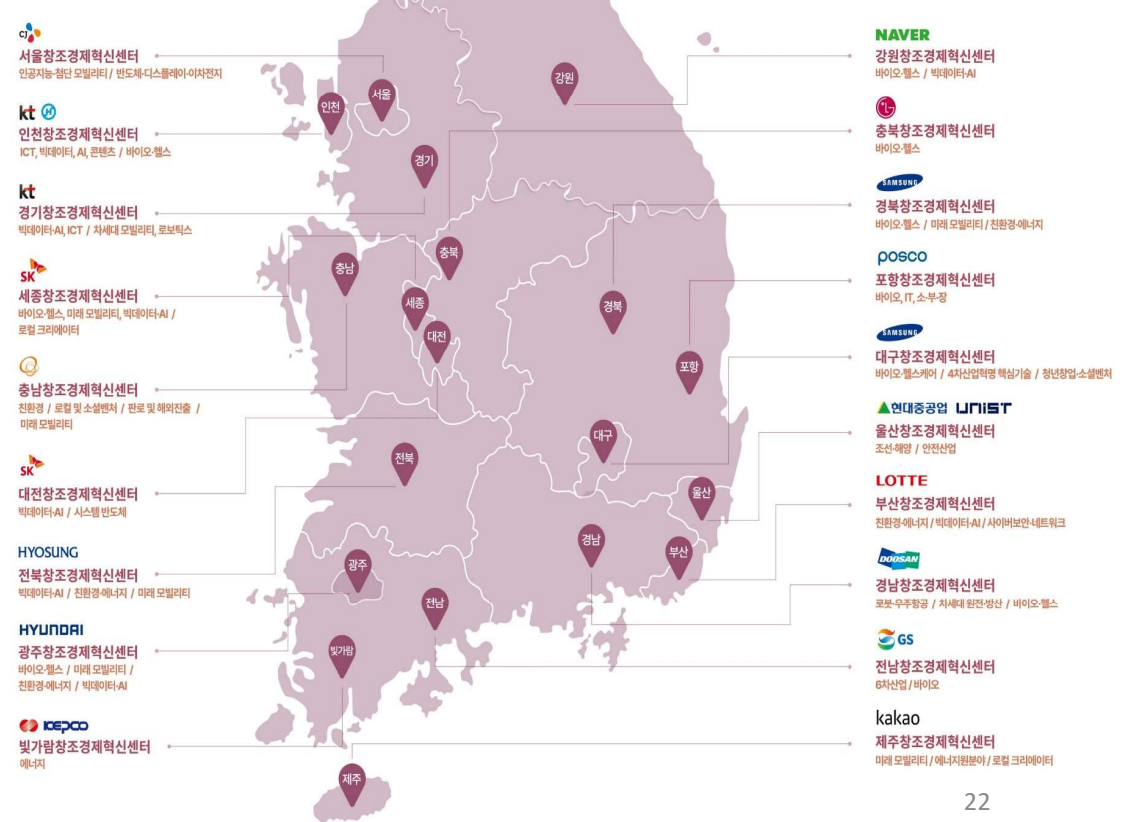
## 19 INNOVATION CENTER

CCEI,  
혁신적인  
창업 생태계를  
구축하는 곳

CCEI are

- Matching large companies in 19 cities
- nationwide
- Based on each center's area of specialization

It serves as a regional startup incubator.



## 4. Center for Creative Economy Innovation (CCEI)

- Key Features – 1

– The Innovation Center supports the creation of a local entrepreneurship ecosystem by spreading entrepreneurship culture, supporting commercialization, strengthening R&D capabilities, direct investment (investment linkage), market development, and entering new global markets.



# 4. Center for Creative Economy Innovation (CCEI)

## Key Features - 2

- Run core support programs for every stage of growth, from spreading a culture of entrepreneurship to nurturing small businesses.

☑ Acting as a public accelerator in the region (establishing a support system for each stage of startup)



<출처: 광주창조경제혁신센터 창업지원 로드맵>



## 4. Center for Creative Economy Innovation (CCEI)

- Key areas of focus

- We run open innovation and regional specialization programs through investment projects and collaboration with various partner organizations with the goal of scaling up startups.

Investment		
<b>Fundraising Size</b> (22년 말 기준(누적), 억원)		
개인투자 ·시드투자	벤처 투자조합	모태 펀드
733	15,643	192
Total Amount		16,568
Investment performance		
(22년 말 기준(누적), 건, 억원)		
구분	투자건수	투자액
계	1,460	8,405

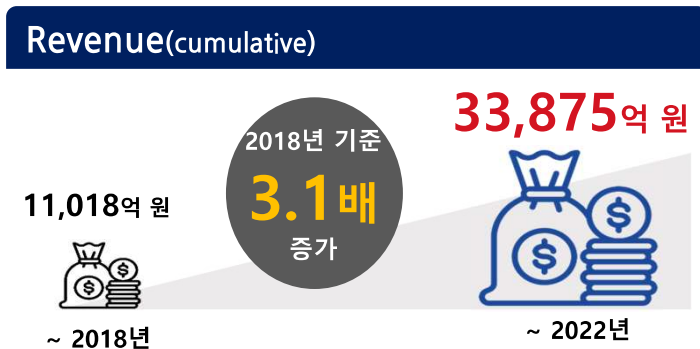
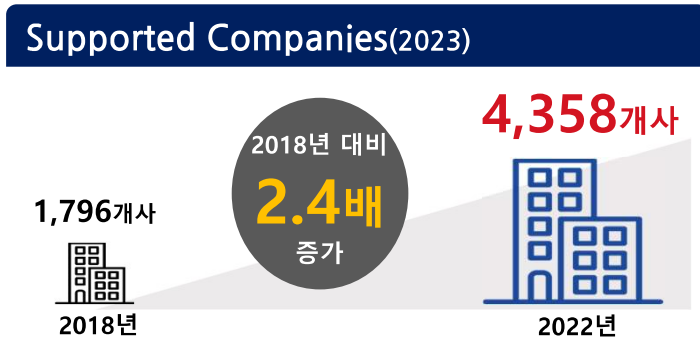
Open Innovation
<p>Extending partners (Large enterprises to local midsize businesses)</p>
<p>Partners <b>19개</b> ('17년) → <b>918개</b> ('22년)</p>

Regional Specialty Programs
<p><b>Daegu CCEI</b></p> <p><b>DASH</b> Online startup information platform 'DASH'  <small>당첨에 대비하라!</small></p> <p>대구지역 80개 창업 지원기관의 모든 지원 정보를 통합하여 전주기 창업지원 정보 제공</p>
<p><b>Chungbuk CCEI</b></p> <p>2023 Bio Benchmarking School 9기 모집</p> <p>대제약/바이오 분야 연구자 출신 창업자 비즈니스 로드맵 구축 프로그램</p> <p>첨단 바이오 의약품 개발 전략, 바이오 인허가 전략, 제약산업 아웃소싱 서비스, 비즈니스모델 방법론 등 교육 제공</p>

## 4. Center for Creative Economy Innovation (CCEI)

- Key Operational Performance

- Supported a total of 18,060 startups since opening, contributing to local startup sales, hiring, and investment.

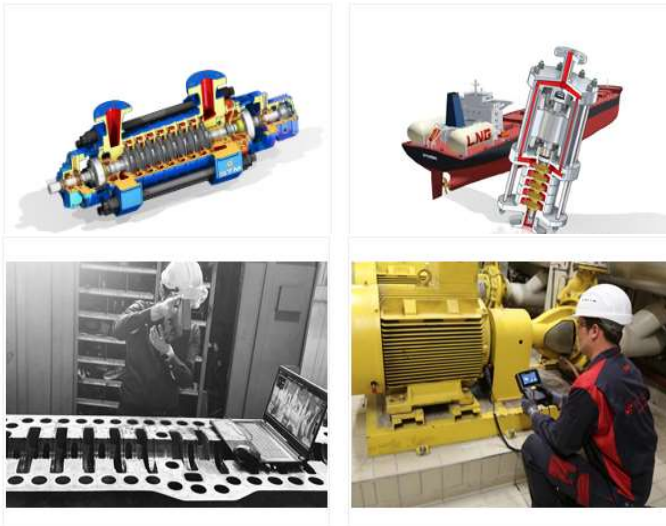


※ 2023 CES Innovation Award Winners 60 out of companies in the CCEI

## 4. Center for Creative Economy Innovation (CCEI)

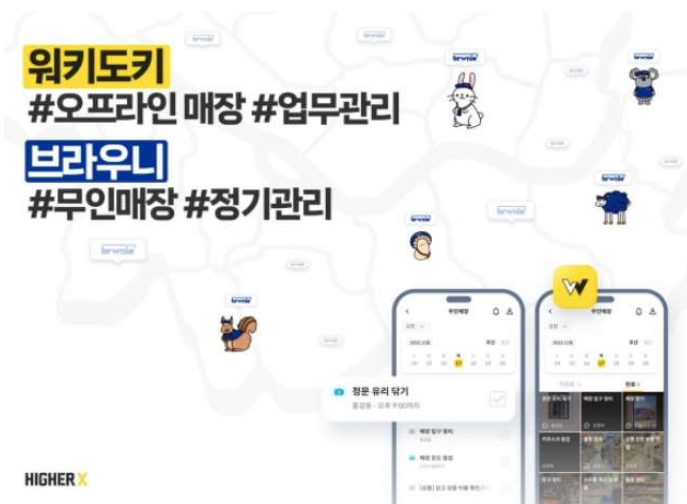
- Open Innovation Achievements
  - Accelerate your startup's scale-up through collaborative projects with dedicated large enterprises and partners, including large enterprise-startup matching and POC support.

### Open Innovation Cases



Gyeongnam CCEI - Doosan Enerbility

SHINSUNG TUBOMASTER, Startup's first large enterprise(Doosan Enerbility) internal partner



Busan CCEI - LOTTE

HIGHERX, Entered all Lotte Super stores(220) and signed an agreement to add Lotte Mart.

## 4. Center for Creative Economy Innovation (CCEI)

- Investment performance examples
  - We identify promising early-stage startups, analyze their capabilities and potential, and invest direct seed money.

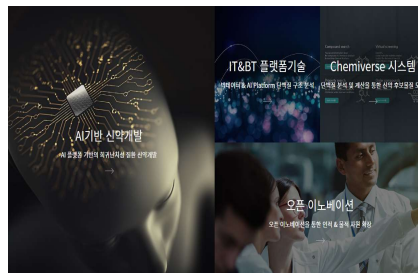
### Directed payback



Jeju CCEI -  
CONTEC

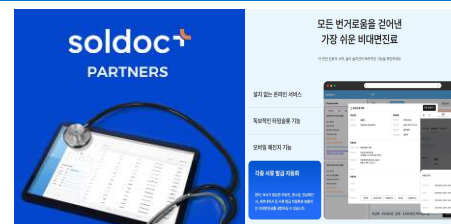
Seed Money Investment, 1400% realizing profits

### IPO



Chungbuk CCEI -  
PHAROSIBIO

First direct investment in 2017, first KOSDAQ listing



Incheon CCEI -  
SOLDLOC

Return on investment 600% realizing profits

### EXIT

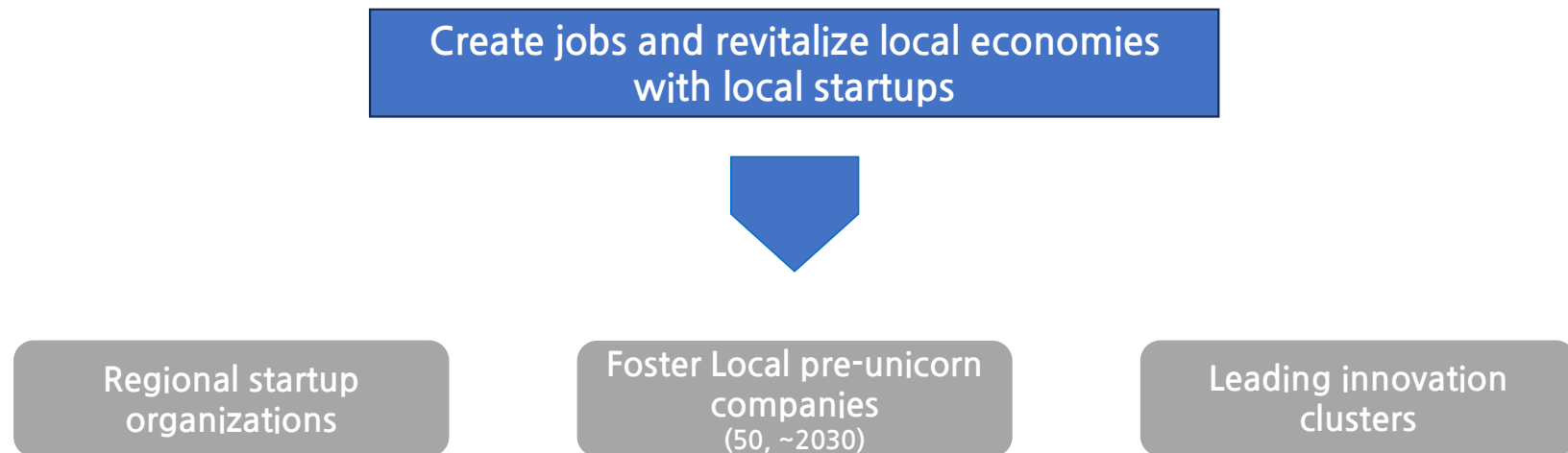


Daejeon CCEI -  
PLASMAPP

MOU with Dream Tech on Low Temperature Plasma Sterilizers

## 4. Center for Creative Economy Innovation (CCEI)

- Future Vision
  - As a leading regional entrepreneurship and scale-up organization, we aim to foster community-based pre unicorns.



**Thanks for listening**

