

# KOREA DELEGATION SPARK FESTIVAL, SYDNEY PROGRAMME

16<sup>TH</sup>-18 OCT 2017

**Date:** 16-18<sup>th</sup> October 2017

**Location:** Sydney, Australia

**Organiser:** Australia Trade and Investment Commission, NSW Trade & Investment, Jobs for NSW

**Event:** Spark Festival Sydney 2017

## AUSTRALIA START UP ECOSYSTEM

Startup Muster Report attached- Detail of the Australia Start-up Community and Ecosystem.

## DELEGATION PARTICIPANTS

### **D.CAMP** <http://dcamp.kr>

The Banks Foundation for Young Entrepreneurs, funded by Korea's major 18 banks and financial institutions with USD 460M, opened D.CAMP in March 2013 as Korea's first integrated entrepreneurship hub. From the start, D.CAMP has been one of the most effective and important startup hubs in Korea. The hub creates opportunities for the startup ecosystem by combining the elements of investment, incubation, workspaces and networking. As not-for-profit with a mission to foster entrepreneurship and contribute to startup ecosystem, D.CAMP provides membership, space, and programs free of charge. The hub provides investments through different schemes. In total, as of July 2017, there has been a total of \$360.5M investments to 104 startups. 32 startups were invested through D.ANGEL investment program in the amount of \$2.35 million and another \$5.56 million was invested in matching funds and other investments to 61 startups. Another total of \$352.6 million indirect investments has been invested through specialized startup support funds such as anchor investment and fund of funds.

### **KOICA CTS** [koica-cts.com](http://koica-cts.com)

Introduction to KOICA (Korea International Cooperation Agency)

Korean International Cooperation Agency (hereon KOICA) was established in 1991 as a governmental agency dedicated to providing grant aid programs of the Korean government. Now KOICA has expanded its role to upgrading its ODA programs based on Korea's technological capacity and development experience. KOICA will add innovation and creativity into the PPP (public-private partnership) model, which engaging with a range of business players with the purpose of solving development problems of the BOP (Bottom of Pyramid). KOICA also attempts to cultivate global talents and participatory diplomacy through supporting youth experience abroad and encouraging public participation and interest in grant aid



Australian Government

Australian Trade and Investment Commission



programs. KOICA will continue its journey to tackle global challenges and promote a better image of Korea hand-in-hand with global development agencies, private sectors, and inspired individuals.

#### **Introduction to the Creative Technology Solution (CTS) Program**

Creative Technology Solution (hereon CTS) program was designed by KOICA in 2015 as means to tackle global challenges with technology derived from open innovation. CTS provides SEED money to Korean startups and entrepreneurs with innovative ideas to solve socio-economic problems in developing countries so that ideas can be transformed into viable and creative solutions through market-testing and commercialization. As of July 2017, 28 startups have received SEED money through CTS program and their materialized ideas will change lives in 15 developing countries.

#### **SEOUL START UP HUB <http://seoulstartuphub.com/>**

Seoul Start up hub is one of the 8 incubation centers run by Seoul business Agency (SBA) business support institution for SMEs and Start-ups in Seoul, run by Seoul metropolitan government. Seoul Start up Hub supports start-ups in Seoul involved in manufacturing, knowledge industries or information communication industries and research and development.

Seoul Start up Hub provides business incubation and growth support such as mentoring and consulting, distribution marketing support, networking, funding support, connection with investment(stock donation, share of acquisition) and the SBA acceleration programme.

#### **LIST OF START UPS: (TBC BY SEPT)**

Logos of attendees need to be added below table

D.CAMP

KOICA CTS

SEOUL  
STARTUP HUB

SPARKLABS

## PROGRAMME

### SPARK FESTIVAL PROGRAMME 16<sup>TH</sup> -18<sup>TH</sup> OCTOBER 2017

Monday 16 <sup>th</sup> October 2017		
Time	Agenda	Location
10:30	Startup Muster CEO Monica Wulff Startup Muster Introduction of Korea Accelerators Incubators and Start-ups Intro of Australia Startup Ecosystem Q&A	Start-up Muster:
	Distance to next location	(Taxi 10 minutes, Approx. A\$ 20)
	Restaurant for lunch	
12:00	Lunch *- Spark Festival Lunchtime panel series Sydney Angels Power Hour Series Tankstream labs: Angel Investing 101 – Justin Butterworth <a href="https://www.tankstreamlabs.com">https://www.tankstreamlabs.com</a>	TankStream Labs: 4/17-19 Bridge St, Sydney NSW 2000
	Distance to next location 2.5KM	(Taxi 10 minutes, Approx. A\$ 20)
Time TBC	Hatchery: UTS Introduction of Hatchery: UTS Intro to Intro of Korea delegation Networking of Australia Start up + Korean Start ups <a href="https://hatchery.uts.edu.au/">https://hatchery.uts.edu.au/</a>	Hatchery: UTS 622-632 Harris ST Ultimo 2007
	Distance to next location 1.4KM	(Taxi or Walk)
Time TBC	Muru D Introduction of UTS Hatchery or Muru D Intro to Intro of Korea delegation Networking of Australia Start up + Korean Start ups <a href="https://muru-d.com/">https://muru-d.com/</a>	Muru D: 175 Liverpool St, Sydney NSW 2000
	Distance to next location 2.5KM	(Taxi 10 minutes, approx. A\$ 20)
	Restaurant for Dinner	
18:30-20:00	Attend Insight in To Start Ups – <The University of Sydney innovation Hub>	University of Sydney

Tuesday 17 <sup>th</sup> October 2017		
Time	Agenda	Location
10:00	Sydney Start Up Hub + Fishburner Introduction of Sydney Start Up Hub + Fishburner Jobs for NSW Start up Plans Intro of Korea Accelerators and Incubators Networking of Australia Start up + Korean Start ups	Sydney Start-up Hub: 11-31 York Street, Sydney Fishburner: Levels 2-3, 17 York Street, Sydney
	Distance to next location 650M	Walking distance
	Restaurant for lunch	
12:00	Spark Festival Lunchtime panel series Sydney Angels Power Hour Series BlueChilli –Pitching and getting ready- David Jackson <a href="https://www.bluechilli.com">https://www.bluechilli.com</a>	Blue Chilli: 125 York St, Sydney NSW 2000
	Distance to next location 1KM	Walking distance

Time TBC	<p>Understanding the Venture Scene in Australia - Structure of VC industry How VC raise their funds, invest and exit investments Different stages of investment Networking with VC- Speaker and Korea Delegation</p> <p>Alford Lee Associates -Setting a Presence in Australia</p>	<p>Australia Private Equity &amp; Venture Association: 88 Phillip St, Sydney NSW 2000</p> <p>Alford Lee Associates: 276 Pitt St, Sydney NSW 2000</p>
	Location for Dinner Restaurant	
18:00	Attend Spark Festival event from List 4 events taking place at that time	

Wednesday 18 <sup>th</sup> October 2017		
Time	Agenda	Location
Time TBC	Spark Festival Event in Atlassian Start-up With in A Start-up	TBC
	Distance to next location TBC	
	Location for Lunch	
12:00	<p>Spark Festival Lunchtime panel series Sydney Angels Power Hour Series Cicada Innovations- Valuing Start ups –Adrian Bunter 145/4 Cornwallis St, Eveleigh NSW 2015</p>	Cicada Innovations: 145/4 Cornwallis St, Eveleigh NSW 2015
	Distance to next location 2KM	(Taxi 10 minutes, approx. A\$ 20)
15:00	Prepare for Australian Korea Start Up Networking Night	<p>Haymarket: Haymarket HQ Address: Level 2, 63 Dixon St, Haymarket 2000</p>

### < KOREA STARTUP NETWORKING NIGHT- MEET KOREA START UPS >

Wednesday 18<sup>th</sup> October 2017, 18:00-21:00

Time	Agenda	Speaker	Location
18:00	Registration		Haymarket HQ Address: Level 2, 63 Dixon St, Haymarket 2000
18:20-18:30	Opening Remarks	Austrade and NSW	
18:30-18:40	Introduction of Korean Start-up Ecosystem Panel Discussion Q&A	D.CAMP	
18:40- (5 mins each+Q&A)	Korea Start-ups - Real Stories	Korea Start ups	
19:40	Government initiatives KOICA CTS Programme Panel Discussion Q&A	KOICA CTS	
19:50	Seoul Start-up Hub International collaboration programme Panel Discussion Q&A	Seoul Start up Hub	
20:00	Networking Event	All	

## MEETING PROFILES

### AUSTRALIA TRADE AND INVESTMENT COMMISSION

The Australian Trade and Investment Commission—Austrade—contributes to Australia's economic prosperity by helping Australian businesses, education institutions, tourism operators, governments and citizens as they:

- develop international markets and promote international education
- win productive foreign direct investment
- strengthen Australia's tourism industry

Austrade's role is to advance Australia's international trade and education, investment, and tourism interests by providing information, advice and services

### NSW TRADE AND INVESTMENT

New South Wales Department of Industry creates conditions for the NSW community to prosper, ensuring we have a highly-skilled workforce, we manage our natural resources sustainably and we encourage investment and competition.

### JOBS FOR NSW

Jobs for NSW is a private sector-led and NSW Government-backed initiative which aims to make the NSW economy as competitive as possible and therefore help create new jobs across the state. The initiative will help deliver on the NSW Government's election commitment to create 150,000 new jobs in the four years to March 2019.

### AUSTRALIA PRIVATE EQUITY & VENTURE ASSOCIATION

The Australian Private Equity and Venture Capital Association Limited (AVCAL) is a national association which represents the private equity and venture capital industries. AVCAL's members comprise most of the active private equity and venture capital firms in Australia. These firms provide capital for early stage companies, later stage expansion capital, and capital for management buyouts of established companies.

### FISHBURNER

Fishburners is a not-for-profit charity dedicated to creating highly scalable Australian tech start-ups, through inspiration, collection and connection to support. Started in 2011, we're proud to have become Australia's largest community of highly scalable tech start-ups, Australia's largest host of start-up-focused events, Australia's largest funnel for new start-ups, and the largest charity in Australia dedicated to supporting startups. Every desk inside our communities is used by either a validated highly-scalable start up, or someone creating these kinds of startups. Fishburners proudly enforces a strict code of conduct for all members. We welcome enquiries from accelerators looking for space, and companies with genuine opportunities to help start-ups succeed.

### HAYMARKET HQ

HHQ exists to provide a collaborative working space and help start-ups access Asian markets by tapping into one of our competitive advantages – our network of Asia-capable people ranging from our returned expats, overseas contacts as well as our local Asian Australian community.

### MURU

Muru-D gives start-ups access to a valuable mentor network of serial entrepreneurs, corporate leaders and savvy angel investors. Our mentors support our start-ups by providing introductions, strategic and technical advice as well as advisory support and investment to help their businesses grow. Muru-D is backed by Telstra, a global ICT company focused on innovation. The breadth, depth and scope of Telstra's connections and support bring tremendous value to the program.

### STARTUP MUSTER

At Start-up Muster, we're passionate about measuring and publishing the progress, challenges, and opportunities within the Australian start up ecosystem. By showcasing these aspects of the local start up community, we aim to demonstrate and accelerate impact. Founded in 2013 by Murray Hurps and Monica Wulff, Start-up Muster has grown thanks to the support of the Department of Industry, Innovation and Science, Google, and The University of Technology Sydney. Our values of transparency, honesty,

and collaboration allow us to ensure the information regarding start-ups is representative of (and highly useful for) the start-up ecosystem.

### **UTS HATCHERY**

UTS: Hatchery+ supports early stage ventures founded or co-founded by UTS students and recent graduates. This is done by providing start-up teams with a collaborative and supported co-working space and a 3 month accelerator program that includes mentorship with leading experts from the start-up ecosystem, alongside relevant workshops and master classes.

### **CONTACT:**

Austrade Sydney- Luke Deacon  
Luke Deacon  
Manager, Landing Pads (a/g)  
Australian Trade Commission (Austrade)  
T +61 2 9392 2103 | F +61 2 9392 2052 | M +61 4322 13759  
[www.australiaunlimited.com/landingpads](http://www.australiaunlimited.com/landingpads)

Austrade Seoul- Sang ah Yun  
Sangah Yun | Business Development Manager, Seoul  
Australian Trade and Investment Commission (Austrade)  
Australia Embassy, 18th Floor Kyobo Building, 1 Jongro, Jongro-gu Seoul 03154 South Korea  
T +82 2 398 2806 | F +82 2 734 5085 | M +82 10 3839 1103  
[Sangah.yun@austrade.gov.au](mailto:Sangah.yun@austrade.gov.au) | [www.austrade.gov.au/korea](http://www.austrade.gov.au/korea)

NSW Trade & Investment - Helen Oh | Japan & Korea Team  
Department of Industry | NSW Trade & Investment  
Level 43 | MLC 19 Martin Place | Sydney NSW 2001 T: +61 2 8222 4113  
E: [helen.oh@industry.nsw.gov.au](mailto:helen.oh@industry.nsw.gov.au)  
W: [www.industry.nsw.gov.au](http://www.industry.nsw.gov.au)

Jobs for NSW- Melissa Golledge, Manager Advocacy  
Level 43 | MLC Centre | 19 Martin Place, GPO Box 5477 | Sydney NSW 2001  
T: +61 2 9399 3295 M: +61 438 419 031 E: [Melissa.golledge@jobsfornsw.com.au](mailto:Melissa.golledge@jobsfornsw.com.au)

### **USEFUL INFORMATION IN AUSTRALIA**

#### **Hotel**

Mantra 2 Bond Street- Sydney  
Address: Cnr George St & Bond St, Sydney NSW  
Website: <http://www.mantra.com>

**Taxi services in Australia:** 131 008

**Ambulance, Police & Fire Emergency:** dial 000

**For weather conditions in Australia:** [www.bom.gov.au](http://www.bom.gov.au)

**DISCLAIMER:** Austrade does not endorse or guarantee the performance or suitability of any introduced party. Please use commercial discretion to assess the suitability of any business introduction or goods and services offered when assessing your business needs. Austrade does not accept liability for any loss associated with the use of any information and any reliance is entirely at the user's discretion.

Anti-bribery laws operate in Australia and any act of bribery involving a public official can attract extraterritorial sanctions. Austrade will report any credible evidence of bribery.