

Seoul
Global
Startup
Center



2016 Seoul Global Startup Center Program Guide

Purpose

As the number of Foreigners in Korea is increasing, the Seoul Global Startup Center will help them to build their startups and find their market in Korea and globally. It will provide business support, entrepreneurship education, business consulting, and office space that is both effective and convenient for the entrepreneurs.

Support (1 Year)

40-60 teams will be selected. We will provide service or a voucher worth 10 Million Won .
(This can be changed by the company's needs and plan)

Application Qualifications

- Company has not been founded or founded in Korea in the last 5 years.
- Include at least 1 Foreigner in the startup team (Resident of Korea and Core team member)
- Koreans living in Korea or Foreigners who can stay in Korea legally
- Korean Citizens with a startup that can enter the global marketplace.
- At least 1 member of the team should be fluent in English communication.

Program Time Period

First Program

August 2016

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December 2016

(Entering companies have a high probability to stay for 1st program in 2017)

Selection Ratios

Type of Business Ratio

Tech, Idea Based

- Pre-Founding: 40%
- Established: 60%

Living Needs Based

- Pre-Founding: 20%

Nationality Ratio

Priority is given to regions with existing cooperation and those with existing MOUs with the Seoul GSC management team.

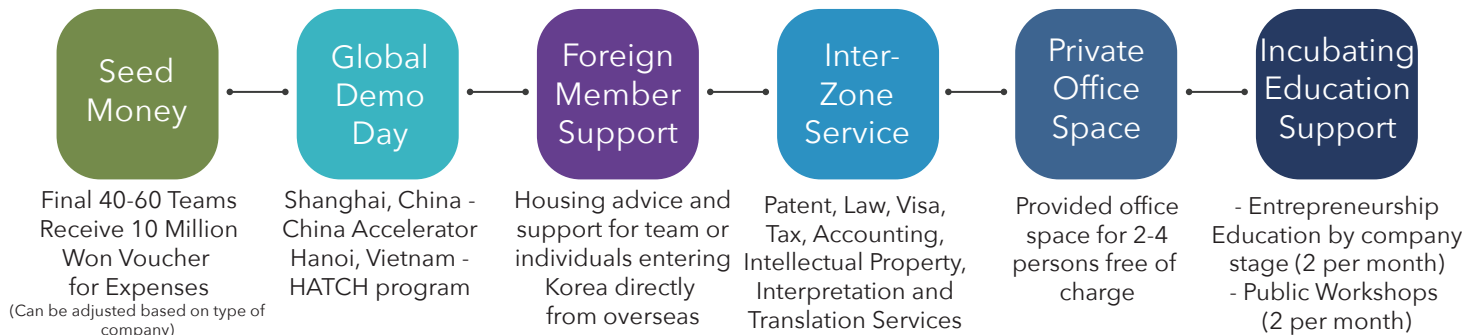
Asia 50%

North America 30%

Others 20%

*Ratios are estimates and subject to change.

Basic Support



Support Plans

Benefits	<ul style="list-style-type: none"> - Providing Free Rehoboth Co-Working Space in a Target Nation for 1 year (China, Vietnam) - Free Membership support from Rehoboth Global Network
Included Contents	<ul style="list-style-type: none"> - Product Marketing and Crowdfunding through platforms such as Wadiz, Kickstarter, Indiegogo - Access Permission to Rehoboth Global Network
Investment Support	<ul style="list-style-type: none"> - Separate support from Rehoboth investment program (RBI) - Global IR Camp Support
Alumni Organization and Support	<ul style="list-style-type: none"> - Domestic/Global Rehoboth Network participation opportunity (Lifetime) - Alumni Network organization - Seminar and Conference participation benefits

Specialized Support

Inter-zone Service

Support service from in-house and external experts for interpretation and translation, patent, marketing, capital/investment promotion, tax accounting, law, market penetration, and visa issues.

- Online Platform Service
 - Online support service in which participants or foreigners can quickly get the professional knowledge they need anytime.

- Expert Mentoring
 - Book consulting through online platform or inter-zone manager for professional advice, which is available once per week.
 - Advanced consulting support service available from expert mentors in the field.

- "Inter-zone Expert Talk Show" Service
 - Once per week "1 Day - 1 Theme" - Theme related day for supporting contents in the Inter-zone.
 - Expert Class - The experts provide intensive and concise information about one theme.
 - Counseling Case-by-Case: Providing counseling focused on the needs of the companies and foreigners in Seoul GSC
 - Networking: Networking time during the Lunch time to receive the personal information they need, which cannot be accessed during the meetings.
 - Talk Show Lecture: Before the Talkshow, a lecture by specific theme expert. After the free Talkshow, a Q&A session about the theme with the participants.

Specialized Support

Company Programs

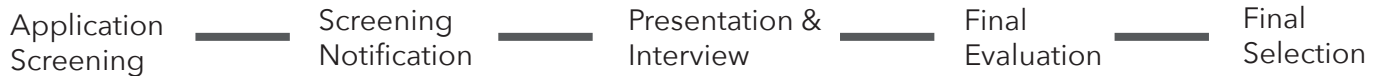
- **Specialized, Customized Course:**
Technology/Idea based, Living Needs, Service business education based on the education desired.
- **Program Process:**
1 Day / 8 Hours per day / 2 times per month
(More programs can be accessed according to needs)
- **Program Contents:**
Workshop/Networking Parties according to the needs of the Center participants. (Inter-zone is open anytime when other mentoring is needed)

Public Programs

- **Program Process**
1 Day / 8 Hours per day / 2 times per month
(More programs can be accessed according to needs)
- **Eligible Participants**
Every Foreigner/Korean who is interested in Seoul Global Startup Center and startups.
- **How to Register:**
Register on the home page of Seoul Global Startup Center

○ Business Model Development, Core Team, Item Development

Evaluation Process



Management Company (Rehoboth Business Incubator)

1st Round Screening	- Evaluate the key ability, business/technical/economic feasibility of item. - Document verification of identity, business plan & application.
2nd, 3rd Round Evaluation	- In-Person, evaluate the superiority and marketability of the business item. - Selected company passes to evaluation of funding budget and company size.

Preferential Conditions

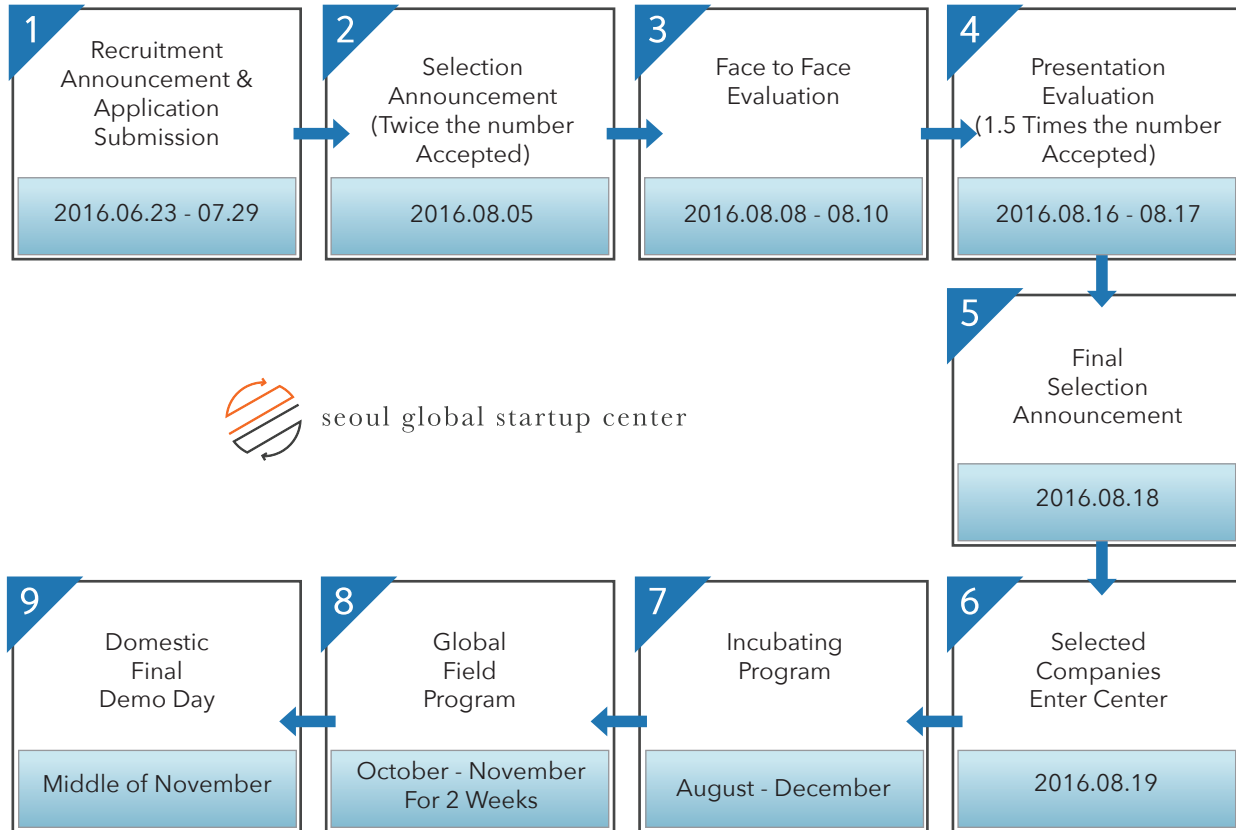
- Product/Item which focuses on the global market.
- All sectors and items given equal treatment, not only Technology.
(Example: Korea Tourism, Korean Food globalization, Korean culture)
- The greater the ratio of foreigners on the team, the greater the preference given.
- Preference given to Social Enterprises & Social Ventures
- Preference given to spouses married to Koreans.
- ICT and startups involving K-Pop, Korean culture, Arts, Promotion of Korea.

Evaluation Details

Evaluation (Managing Company)

Evaluation Criteria	Evaluation Details
1. Business Item Superiority 2. Business Item Marketability 3. Business Item Economic Feasibility	- CEO's Execution Ability - Company Item Competitiveness - Business Model Possibility - Market Attractiveness, Size, Expandability

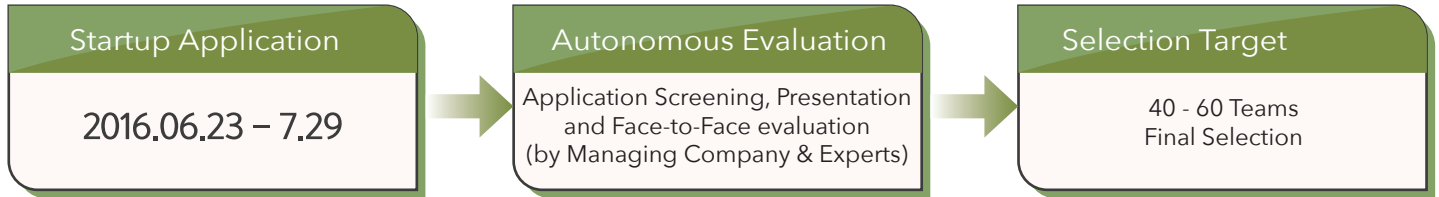
* Evaluation Criteria, Details are subject to change.



seoul global startup center

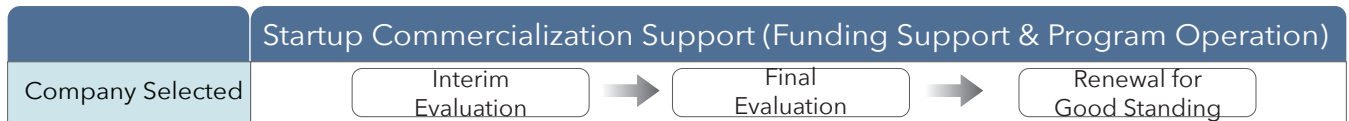
04 Program Process

Discovery & Selection



Commercialization Support

- Startup Assistance Infrastructure (Space, Manpower, Equipment), Specialized Support



- Inter-Zone Management: Solving the Difficulties of the Startups
 - Supporting Service from in-house or field experts on interpretation and translation, patent, marketing, capital/investment promotion, tax accounting, law, market penetration, visa.
- Mentoring Support: Matching with a compatible mentor
 - (Market Expert Mentoring) Startups select a mentor from an authorized market expert pool.
 - (Normal Mentoring) Using the inside and outside experts of the management company. Mentoring about the business needs of the company such as technology management and connecting to Government-supported initiatives.

○ Small and Medium Business Establishment Act: Pre-Founded and Established in previous 5 years

- Startup Recognition Period: Established Business Registration in Korea within the previous 5 years.

Pre-Founding

Pre-Founded teams with a creative and innovative item.

Individual Business

According to the commencement date on the business registration.

Incorporated Business

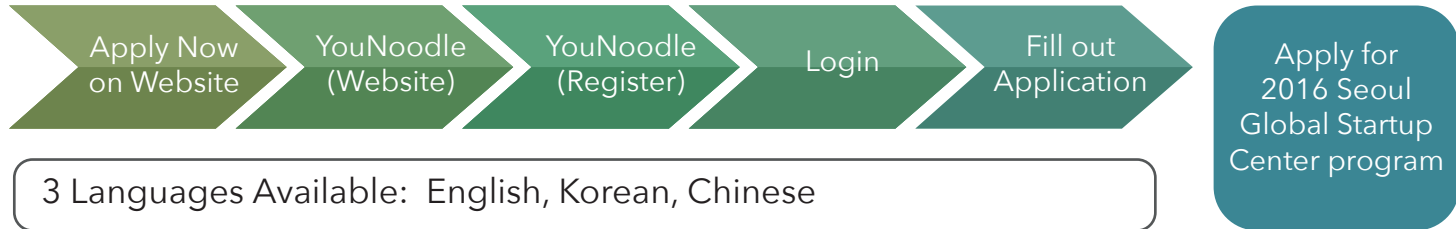
According to the registration date of the certified corporate registrar.

Others (Indiv., Corp.)

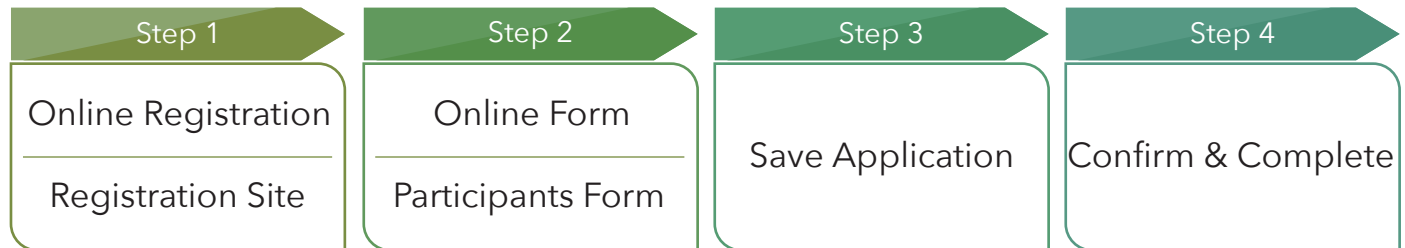
According to the commencement date on the business registration.

- Korean Founders with at Least 1 Foreigner (the Foreigner should be an Executive and Resident)
- Koreans or Foreigners who can stay in Korea legally and plan to establish a business.
- Korean startups planning to enter the global market.
- 1 member of the team should have fluency in English communication.
- Preferential Evaluation conditions
 - Innovative Item focusing on the global market
 - All sectors and industries (examples - Korean tourism, Korean food globalization, Korean culture, etc.)
 - The greater the foreigner ratio among team members, the more preference given
 - Preference given to Social Enterprises and Social Ventures
 - Preference given to Immigrant spouses married to Koreans
 - K-Pop, Arts, Culture, ICT companies related to the Promotion of Korea

- Application Period: 2016.06.23(Thursday) - 2016.07.29(Friday) Midnight
- Please note that this information can be changed according to the Managing Company
- Online Process: Apply Online at www.seoulgsc.com



Online Process and Documents for Application



* Documentary Evidence such as business license, registration document, etc, submitted when you are selected.

www.seoulgsc.com

Phone

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Program
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