

# Korea IT Business Women's Association

*"Create new era with IT business Women"*

## Conquer IT!

## We have control over a global world!

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Lee So Young



# Who is KIBWA!



- To revitalize small & medium-sized women's business in the IT sector / to make sound market environment
- To secure national competitiveness through discovery and development of excellent women's IT resource & entrepreneurs



- Support using IT for small & medium-sized women's business
- Manage Mentoring projects for female student in science & engineering section

## History

- 2001. 09 - Inaugurated the Korea IT Business Women's Association (KIBWA)
- 2006. 03 - Established the KIBWA Daegu/Gyeongbuk Branch
- 2006. 08 - Established the KIBWA Gyeonggi Branch
- 2009. 11 - Held the first IBWA conference
- 2010. 12 - Held the first competitions for creative problem-solving to bring up creative talents
- 2011. 11 - Held the 3rd IBWA Conference & 10<sup>th</sup> Kibwa's anniversary
- 2012. 04 - Appointed Ms. Kim Hyun Ju as the 7th Chairperson
- 2013. 10 - Held the 4th competitions for creative problem-solving to bring up creative talents
- 2013. 10 - Held the 6th IBWA conference for project mentoring result
- 2013. 11 - Held the 5th IBWA Conference & Exhibition of business solution for women
- 2014. 04 - Reappointed Ms. Kim Hyun Ju as the 8th Chairperson

※ The 6<sup>th</sup> chairperson(Ms. Kang EunHee),  
Executive vice chairman(Ms. Kwon EunHee)

# Dr. Lee So Young



Lee So Young

- 2005.03 ~ Kyungpook National University IT college adjunct professor/Ph.D
- 2006.11 ~ CEO of SeahyunKorea Co. Ltd.
- 2008.03 ~ Board director of Korea federation of women's science & technology association
  - 2009.03 ~ 2011. 02 IT member of the presidential advisory future strategy committee
- 2012.01 ~ 2014. 02 Chairman of Geoyunggy province of Korea IT Business women's association
- 2012.09 ~ Operation committee member of Seoul business association's business incubator
- 2012.07 ~ Geoyounggy science & technology committee member of Korea
- 2013.04 ~ Geoyounggy small business assist fund deliberation member of Korea
- 2013.08 ~ Chairman of rail information & communication research group of the Korean society for rail
- 2013. 11 ~ Head of IBWA-G cloud welfare-IT convergence center
- 2014.02 ~ Small & medium business corporation's regulation council member
- 2014.03 ~ Top vice chairman of Korea IT business women's association
- 2014.03 ~ Mentor of venture 1st mentoring center of ministry of science, ICT and future planning

# We are locked in virtual network platform



Reluctantly, global cloud platform make us  
ICT industry' s slaves over the world

✓ Cloud computing platform



[source] : <http://blog.naver.com/4900789/140167478314>

We are longing for new world



**New idea**

**New technology**

**New network**

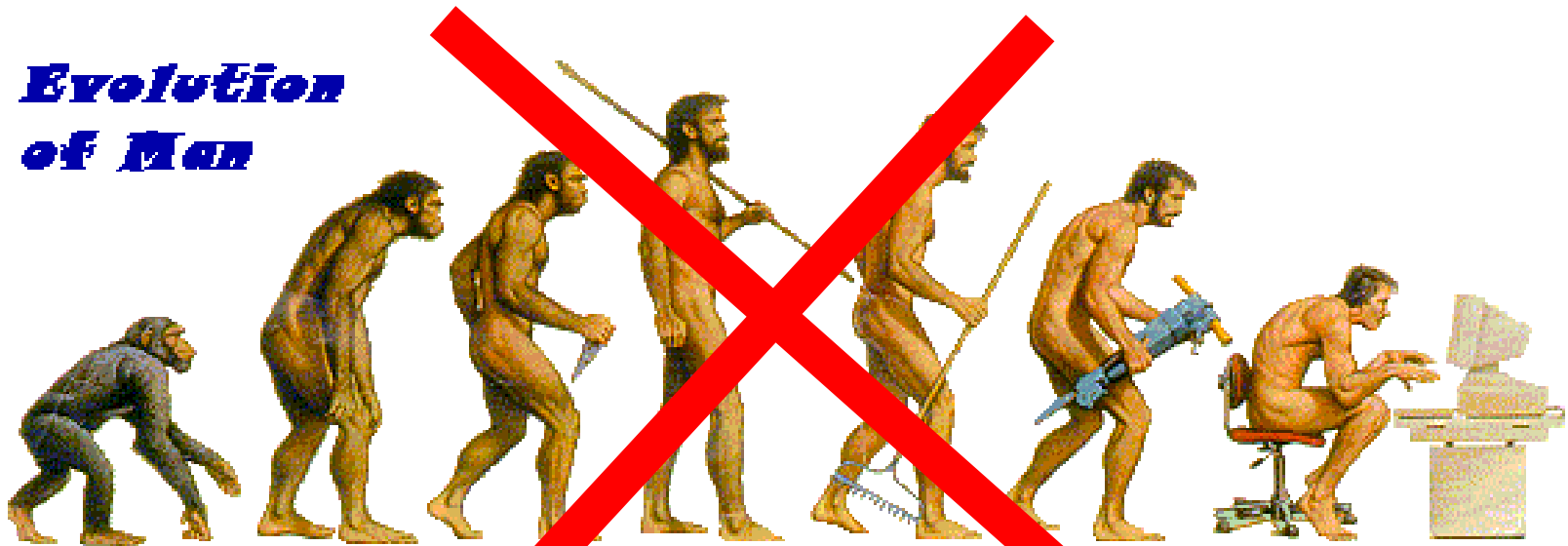


# Does man evolve only?

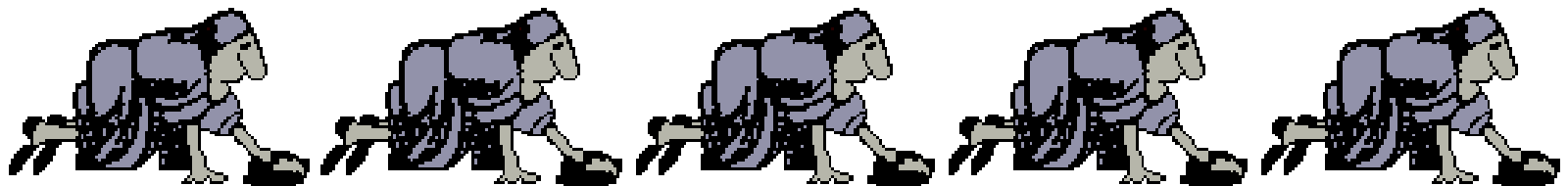


## Man      Women

*Evolution  
of Man*



*And Woman ....*



# Women...madam...child's mother.. Kitchen maid?



**Men expect women to take all the decisions:  
What to wear, what to eat, why to buy - even where to live**

<source: <http://www.dailymail.co.uk/femail/article>>

# IT evolves endlessly!



~ .

!

?

Mass production  
IT Replication

Custom made production  
IT Convergence

Collaboration production  
IT Co-evolution

Personal  
Computer

Internet



Smart Green



Co-Evolution



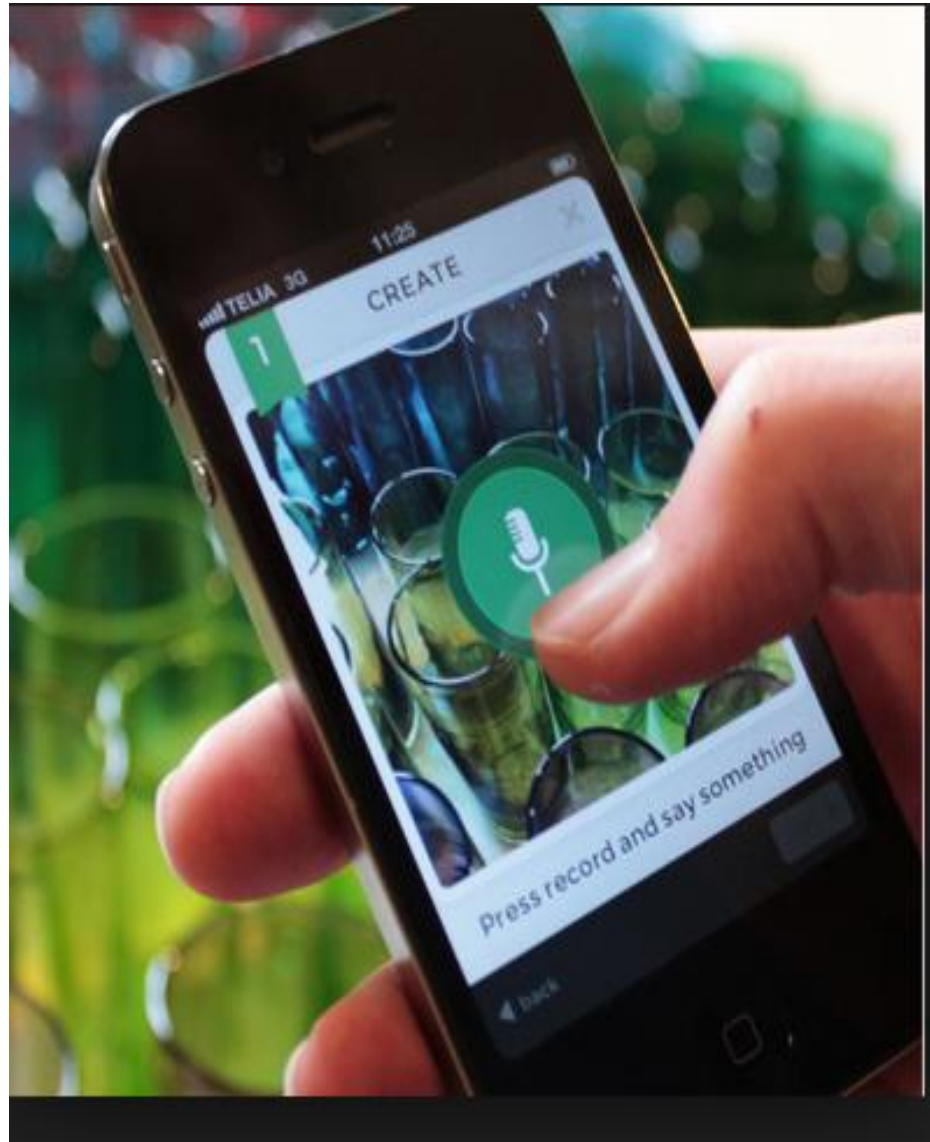


# What is a creation technology for the future...



source: [www.bitrebels.com](http://www.bitrebels.com)

# Does it make the creation by this touch?



?

# Korea SBS Drama " You are on another planet" highlight

SBS [별에서온그대] - 하이라이트 영상



Caption Select



## 국민 여배우의 첫사랑



07:45 / 08:50



480p



What is Caption Battle?

CAPTION BATTLE

INSTRUCTION MANUAL

URL

2. Request for subtitling you want to see

YouTube

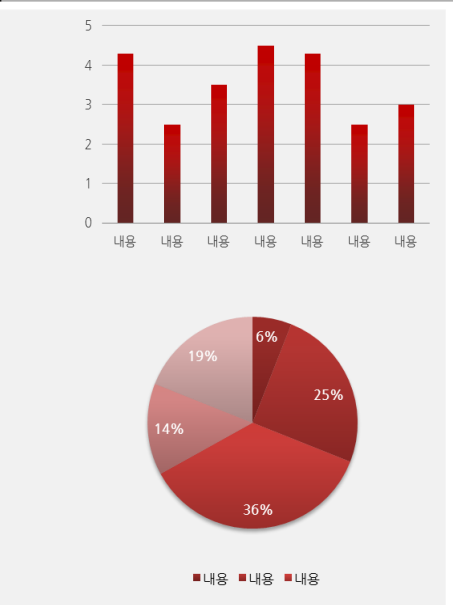
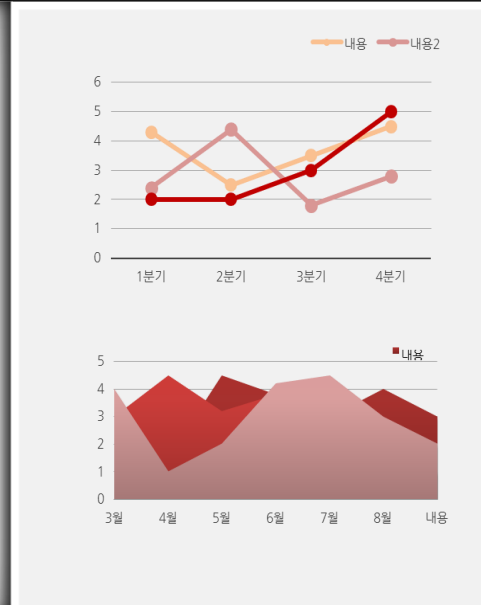
00:21 / 00:58 480p

CAPTION BATTLE

INSTRUCTION MANUAL

CAPTION BATTLE Page Link URL

**Post Share Enjoy!**



# What women does on a virtual world?





# We're the one with social network platform



Nate on, MSN of Korea ~ QQ of China~~

KakaoTalk of Korea ~ Wechat of China~~



# We don't need human assistants anymore !



## **10** TOP TIPS! **FOR WORKING WITH VIRTUAL ASSISTANTS** **- WHAT EVERY ENTREPRENEUR NEEDS TO KNOW!**

- 1 FIRST THINGS FIRST, BE REALISTIC ABOUT THIS!**  
Outsourcing is not a quick-fix magic pill that you can 'pop' and expect everything to work perfectly from day one. So, don't expect too much from your VA right out of the gate.
- 2 LEVERAGE YOUR TIME - YOU KNOW IT MAKES SENSE!**  
The number one benefit of working with a VA is saving time, gaining more time and ultimately becoming more productive as an entrepreneur yourself.
- 3 WHY ENTREPRENEURS SHOULD LOVE FREELANCED VIRTUAL ASSISTANTS**  
Hiring home based virtual assistants generally cost 50% less than working with a solutions provider.
- 4 DON'T MAKE ASSUMPTIONS!**  
"Assumptions make an ass out of you and me" Give very clear, distinct instructions on the tasks you're asking your VAs to perform for you.

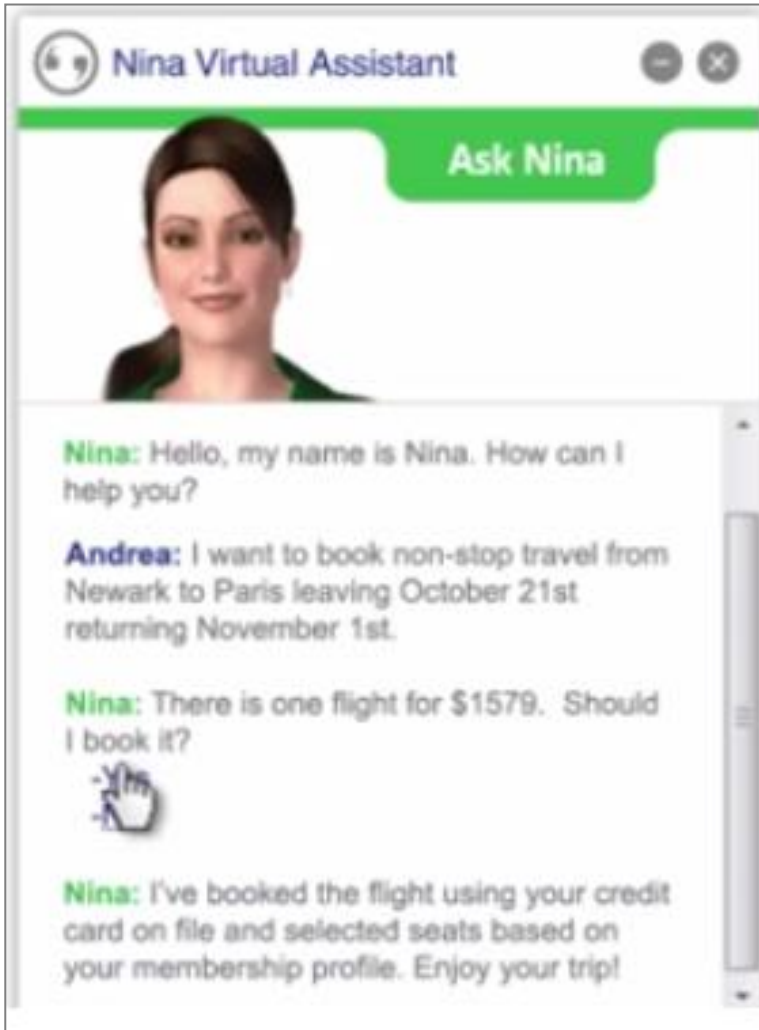


**50% CHEAPER**

- 1. \_\_\_\_\_
- 2. \_\_\_\_\_
- 3. \_\_\_\_\_



# Is it worth trading-in your secretary?



Whether hired through an open application or a virtual staffing website, virtual assistants aren't able to make you coffee or pick up your dry cleaning,

but they can make travel arrangements, shop, return phone calls, and organize meetings.

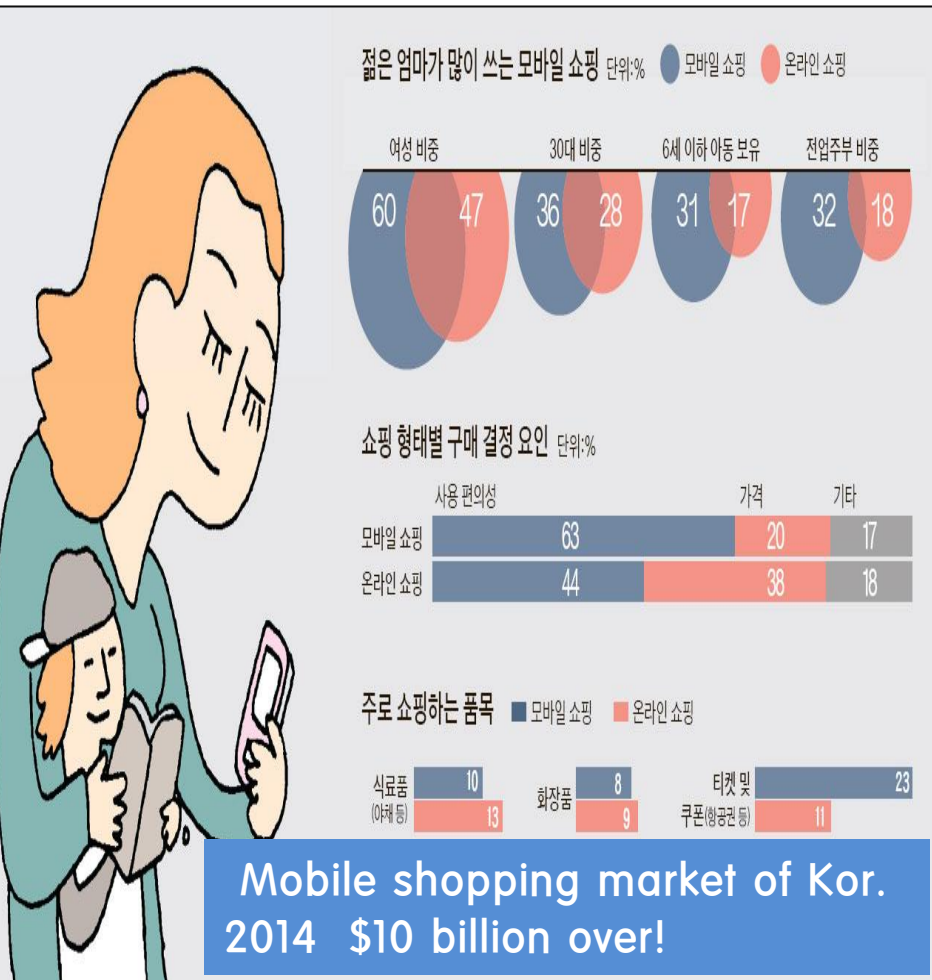
They won't arrange Lakers tickets, schedule dinner or kick unwanted patrons out; diminutively speaking, your entire office world shrinks to your personal desk located inside the Hyatt, or in Phuket.

# Misses & Madam are the win of Mobile shopping



Can't go out for child care & afford to turn on computer 30s mom

Strolling with baby carriage or put a baby to sleep on mom's hand



**Mobile shopping market of Kor. 2014 \$10 billion over!**

- ◆ Shopping class analysis
- ✓ Mobile maniac: women - 60%
- online maniac(47%)
- ✓ Full time mom : 32%
- more than twice online group(18%)
- ✓ With children under 12 - 31%
- online group(17%)
- ✓ Age group range : 30s(36%) is most

- ◆ Shopping pattern analysis
- ✓ Online maniac: 64% search engine user
- easy to use : 44%
- a competitive price : 38%
- ✓ Mobile maniac : 62% fast connection
- Fast & easy by App: 63%
- a copetitive price : 20%
- set importance on access convenience (>3)
- ✓ Mobile maniac loyalty : ignore price

**WOOZOO HOUSE**

지점안내



**WOOZOO人**

입주신청



**CO-WORKING**

집주인 안내



**CONTACT**

연락하기







1. Find 中-韓 women's IT based collaboration model "R&D. Business"

1. Create women's business network platform between 韓-中 on mobile



[http://www.youtube.com/watch?feature=player\\_detailpage&v=WkK2ed8f9ew](http://www.youtube.com/watch?feature=player_detailpage&v=WkK2ed8f9ew)

# ✓ 中-韓 Women's creative ICT business assistant platform



**Create business -> Match job's finder  
& Educate employer & employee**



Say that study hard  
for finding a dream...

Say that learn major field  
for overcoming a problem...

And now...  
we say that do our best  
for meeting a aim...



# Co evolve! by emotional IT technology

**Kibwa**  
IT 여성기업인협회  
**Growth**



# KIBWA's vision

- Establish a consultative group of IT women enterprises
- Build human network for female IT professionals and IT women enterprises
- Establish role model of IT women entrepreneur & set a foundation of policy proposals

Beginning

Take-Off

- Support enterprise and IT women entrepreneurs to develop strategy of new growth basis
- Provide competitiveness for vulnerable groups of women to enter into creative knowledge industry
- Create IT-related job for female students of engineering

**Kibwa**

Maturing

Emerge as a global association of IT women entrepreneurs

**" Promote World class Enterprises"**

Strengthening long-term R&D competitiveness for IT women enterprise

**" Establish foundation for sustainable growth"**

Nurture strategy for next IT women generation

**"Lead of IT women in creative knowledge industry "**