



Crowd Funding of KOREA

Creating a New Business Possibility

2016.06.28

Lee So Young, Ph.D
CEO of SEAHYUNKOREA



So Young Lee

- 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 Korea 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 ~ CEO Mentor of K-ICT Start Up, Ministry of science, ICT and Future Planning
- 2015.01 ~ Korea Science & Technology Budget council of Ministry of science ICT and Future Planning
- 2015.04~ 2015. 07 Korea Excellent New Technology 100 selection committee, Ministry of science ICT and Future Planning
- 2016.04 ~ Korea Excellent New Technology 100 selection committee, Ministry of science ICT and Future Planning
- 2016.05 ~ Representative mentor for K-Girls day of Women's Science & technology, Ministry of Commerce, Economy, and Industry



What We Want To Do For My Present & Future In The Earth's Network?



<http://tvcast.naver.com/v/450019>



Let's Get Beauty ! & We Want To be Beauty



Wearable Skin Diagnostic Tool : IoT

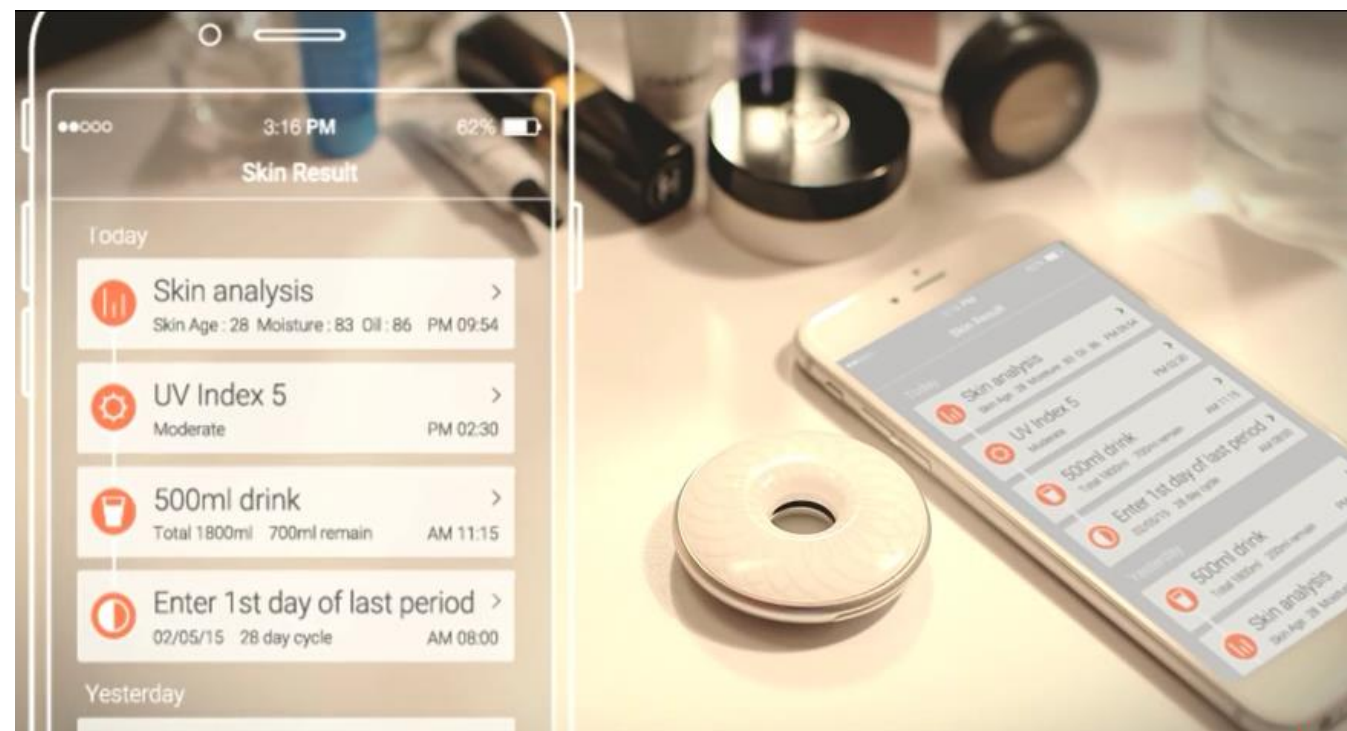
<http://www.indiegogo.com/projects/way-your-personal-skincare-companion#/>

- Way
- Skin diagnostic tool store on their own skin condition through Smart phone
 - Future Plan : IoT - bigdata based of Healthcare, Diet, Beauty, Fresh food etc

INDIEGOGO

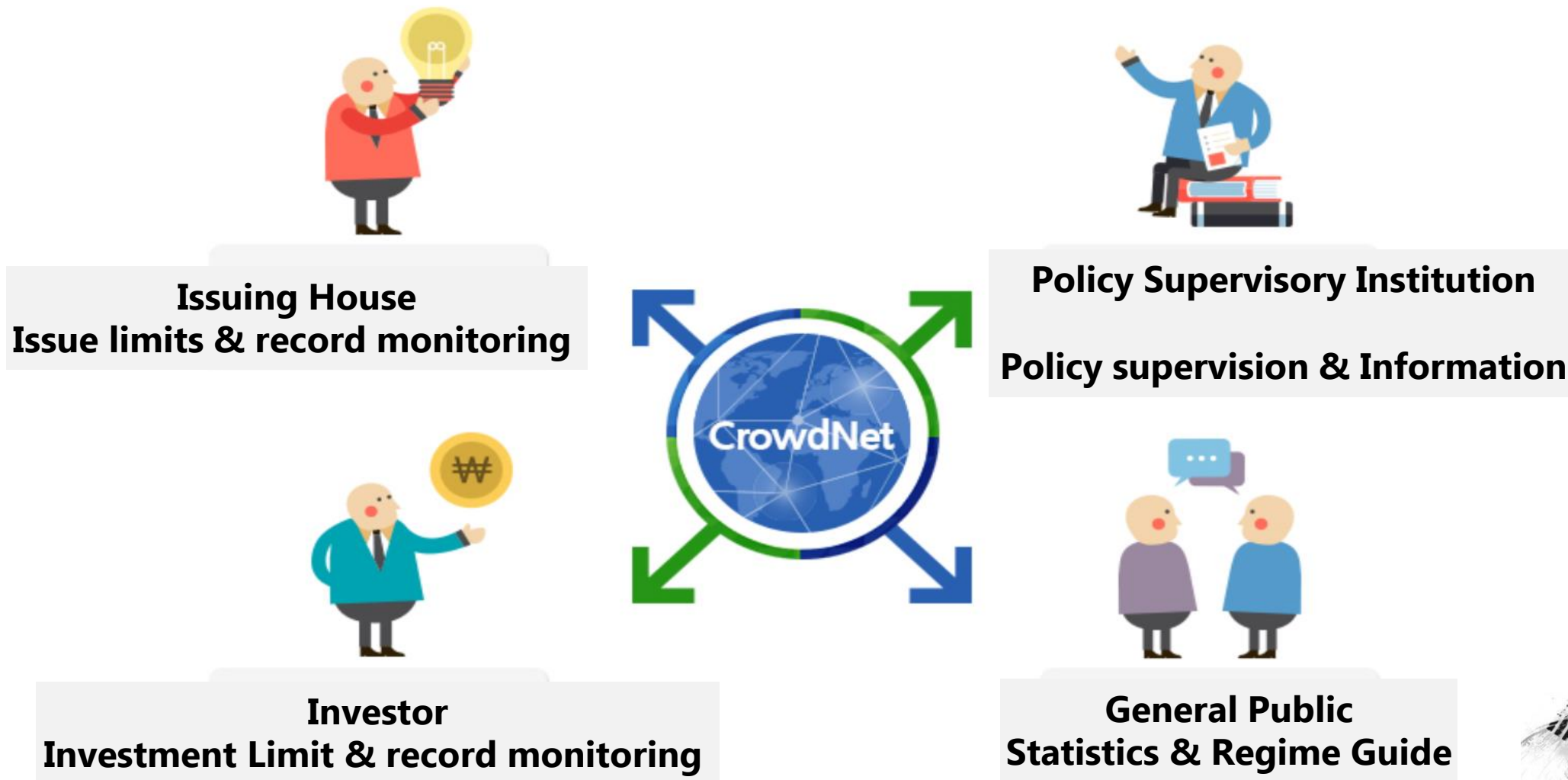
Crowd funding

June 30, 2015



Korea Crowd Funding Platform Service Control Tower

"Crowd Net" - www.crowdnet.or.kr



Investing Volume of Business Type : by crowd

net or kr

Crowd Funding Company



Jan. ~ June. 2016

Type		Normal Investor		Income gurantee investor		Professional Investor		Total amount	
		Subscript.amount	Invest. amount	Subscript. amount	Invest. amount	Subscript. amount	Invest. amount	Subscript. amount	Invest. amount
Manufactring business	Total	626,632,000	624,352,800	122,008,200	122,008,200	1,122,281,500	1,093,531,500	1,870,921,700	1,839,892,500
Wholesale & retail	Total	456,952,794	451,429,831	39,781,578	39,781,578	996,165,740	995,940,740	1,492,900,112	1,487,152,149
Press, Image, ICT service	Total	250,343,000	244,282,000	81,341,000	81,341,000	1,051,153,000	998,153,000	1,382,837,000	1,323,776,000 (22.37%)
Profeesioanl Science&Tech. service	Total	245,060,036	216,585,036	83,652,000	33,652,000	469,567,000	465,367,000	798,279,036	715,604,036 (12.1%)
Finance & Insurance	Total	389,500,000	389,500,000	50,000,000	44,500,000	66,000,000	66,000,000	505,500,000	500,000,000
Real estiate&Rent	Total	23,100,000	23,100,000	10,000,000	10,000,000	18,500,000	16,900,000	51,600,000	50,000,000
Summary		1,991,587,830	1,949,249,667	386,782,778	331,282,778	3,723,667,240	3,635,892,240	6,102,037,848	5,916,424,685

IoF : Internet of Farm – connected smart farm



Mannabox: IoF to fast & fresh delivery service

<http://www.wadiz.kr/web/ftcampaign/detail/379>

<https://www.wadiz.kr/web/ftcampaign/detail/379>

Wadiz

Crowd funding

August. 08 2016

public open



Solution for Food waste : Prediction of Group Food order

[http:// platum.kr/archives/35653](http://platum.kr/archives/35653)

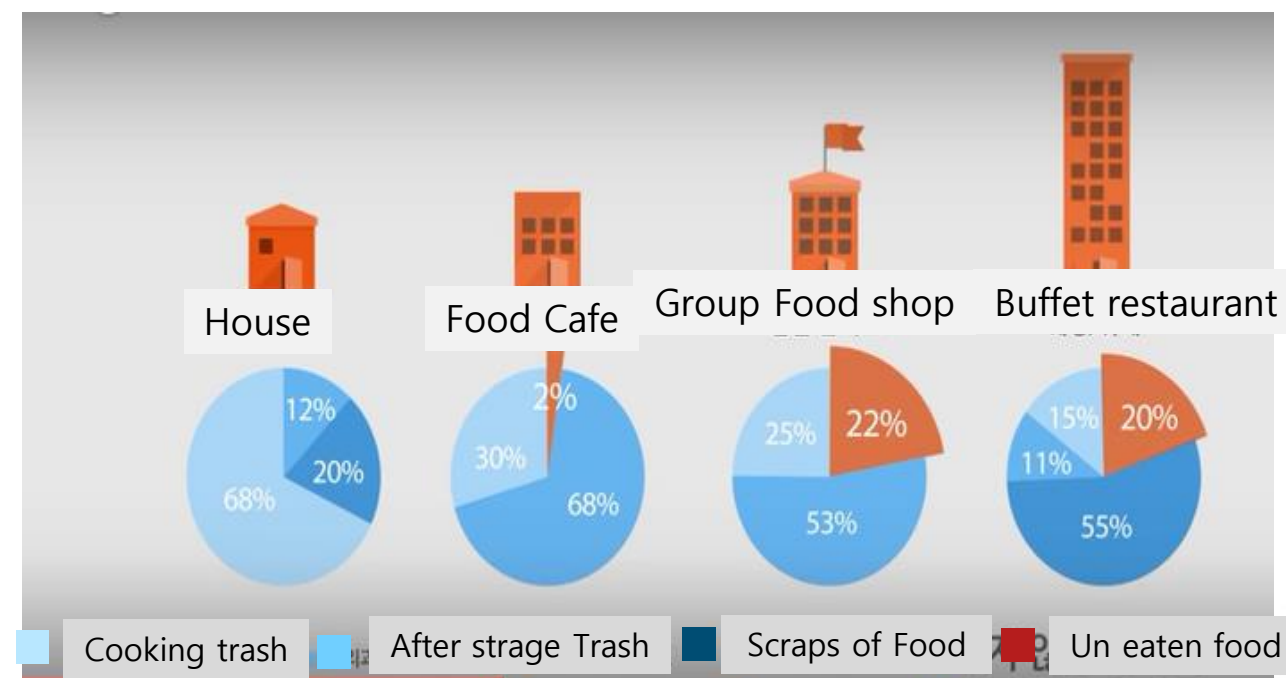
UMVEN company – “Mergulau”

- Group feeder – Prediction – reduce food waste networking service (O2O)
- Grand Prize of Women Venture start up Award
- 2015. 03 Crowd funding 202%

OpenTrade

Crowd funding

March. 2015



Portable Hair Role with USB heating

<http://www.wadiz.kr/web/campaign/detailBacker/>



Wadiz

Crowd funding

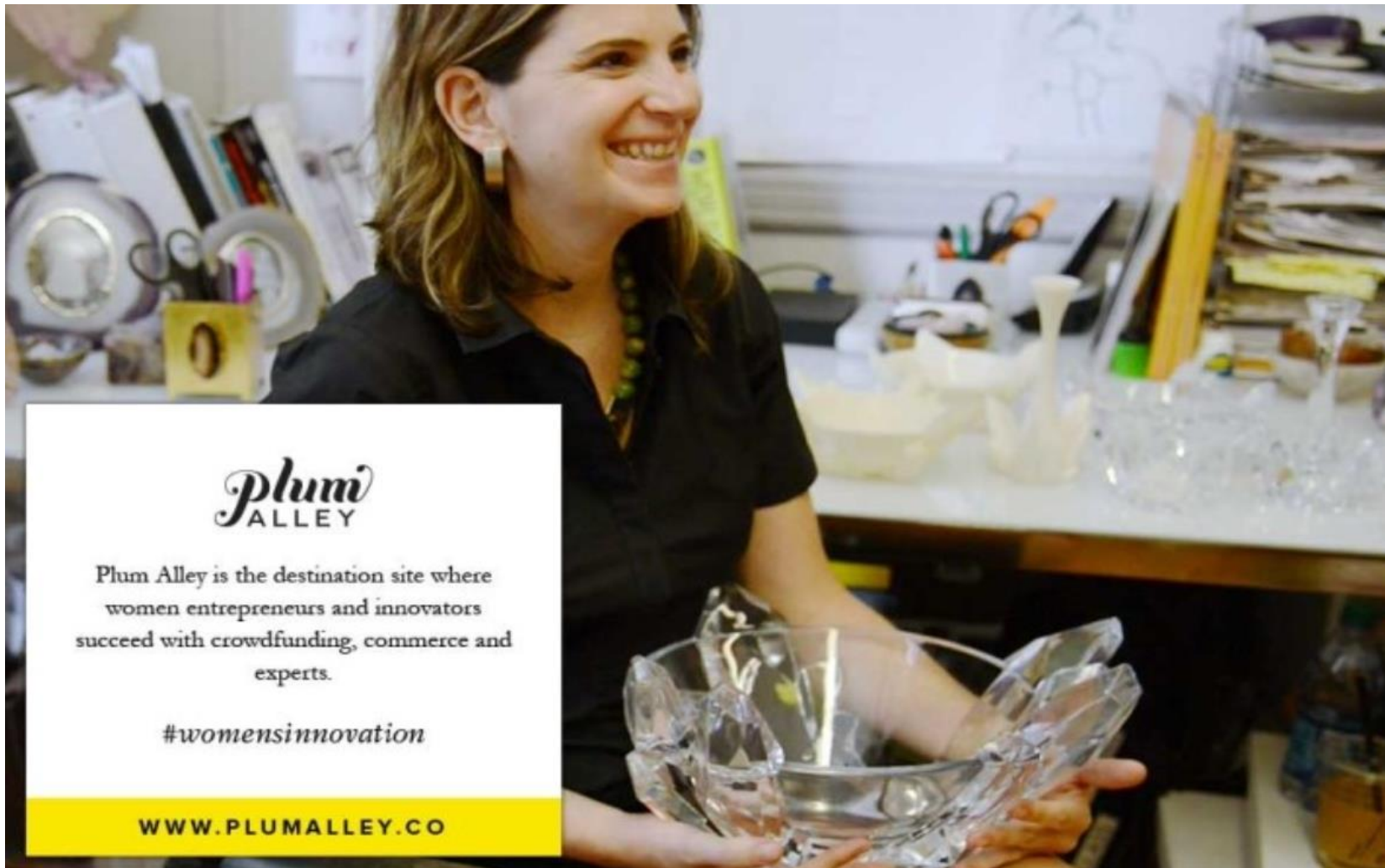
August 2016 public open



Portable Hair Role with USB heating

- By Sang Dae Choi CEO Mentor of K-ICT Startup Mentoring center @laowdao@gomentoring.or.kr -





Plum
ALLEY

Plum Alley is the destination site where women entrepreneurs and innovators succeed with crowdfunding, commerce and experts.

#womensinnovation

WWW.PLUMALLEY.CO



Plum Alley – Connecting Women With Money



ENTREPRENEURS



ART



PHOTOGRAPHY & FILM



FASHION



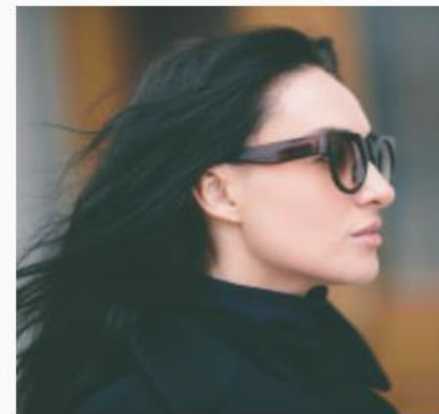
PERFORMING ARTS



FOOD & HEALTH



CAUSES & EDUCATION



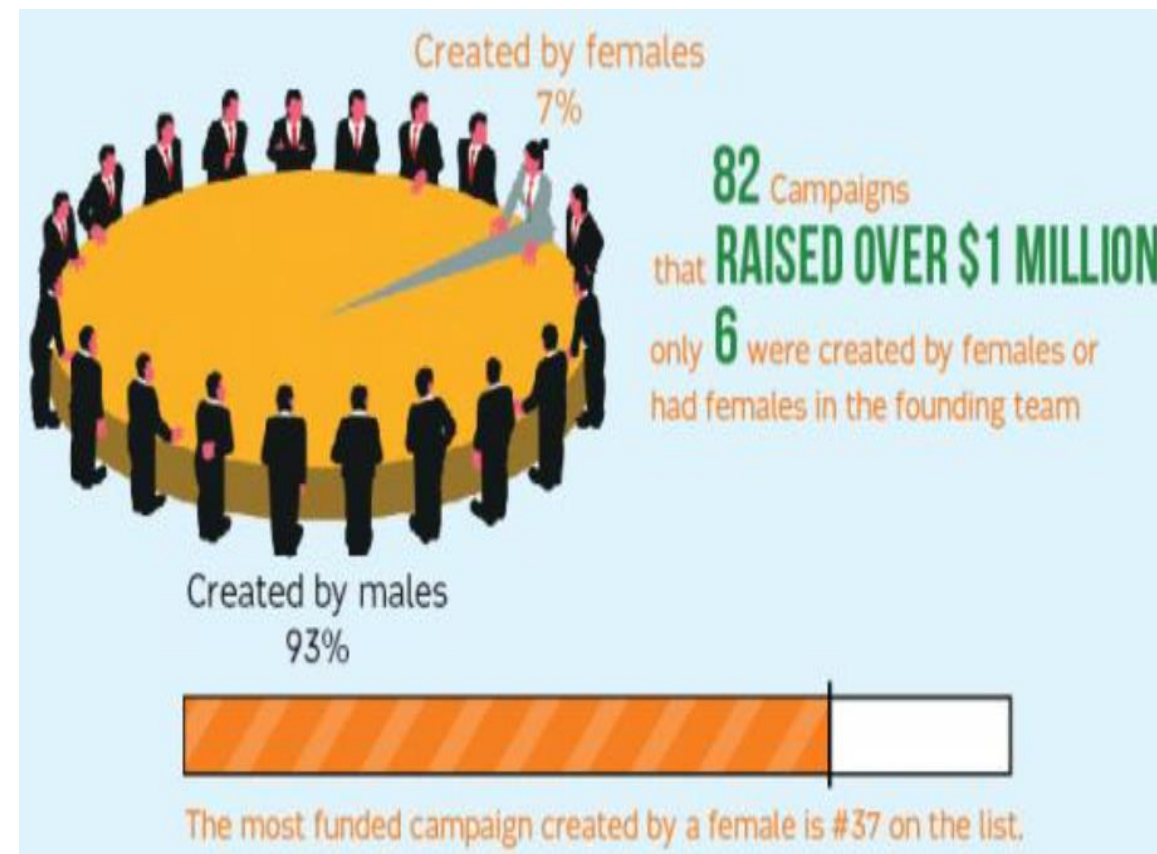
IMPACT INVESTING



What members are
saying

*“Gender matters,
money matters,
and how we leverage
our voices makes all
the difference!”*

- Gwen Edwards
Executive / Early Stage Investor



O2O Crowd Funding Supporter of Korea

**Participate in
Networking
Day**

- Keep up mentor and Investment Consultation monthly
- Expand personal exchange and network

**Organize and
Support
Mentor
Group-entered
Angel
investment**

- Find, Train and Support Excellent item success cases

**Train and
Recommend
Startup
Education
instructor**

- Lead Mentors with excellent ability of education to start consulting business and Recommend them as expert instructors

**Support
Co-founder
R&D funds
Investment**

- Support connection to R&D policy funds of Government

**Support
Overseas
expansion of
Co-founder
Team**

- Support Business connecting to Global Startup support centers

KIBWA & K-ICT Start up Mentoring centre & GWIN

**K-Global
Mentoring Support**

**Provide
Successful Startup
Network**

**Co culture
ICT, SW Women
Entrepreneur**

**Overseas Women's
Valuable Network**



KIBWA: Women ICT business Culturing

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



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
- 2007. 06 - Held the Global IT Women's Conference & IBWA mentoring project
- 2009. 11 - Held the first IBWA conference
- 2010. 05 - Open IT Help Desk
- 2010. 12 - Held the first competitions for creative problem-solving to bring up creative talents
- 2011. 11 - Held the 3rd IBWA Conference & 10th KIBWA's anniversary
- 2012. 04 - Appointed Ms. Kim Hyun Ju as the 7~8th Chairperson
- 2016. 04 - Reappointed Ms. Kim Hyun Ju as the 9th Chairperson

※ The 6th chairperson(Ms. Kang Eun Hee)



KIBWA do to revitalize small & medium sized IT business, and to manage IT convergence mentoring projects for female student in science and engineering section for elevating their career courses finding job or making new venture company.

K-ICT Start up Mentoring centre's Role



Mentoring for ICT Creative Company (for 5-6 months)

- Management Know-how:**
 - Entrepreneurship, Business plan, Human resource & Labor management, Accounting, Functional management
- Technology Know-how :**
 - Original Technology, Patent & Intellectual Property, R&D Project, S/W Development, Contents Development, Information Technology Equipments
- Funding Know-how:**
 - Apply for IR & Announcement, Attraction of Investment(Angel investors, VC),Policy funds, Other Financing
- Marketing &Sales Know-how**
 - Marketing Plan & strategy, Domestic Sales, Overseas Sales



Networking Day

- Personal Exchange, Technology Exchange
- Exchanges between mentees
- IR for Mentee to attract investment
- Finding business cooperation ways
- Cloud funding process support
- Open mentoring



Startup, Management, IR Education (Frequently)

- IR Education from Mentors
- THE U.S Kauffman Foundation PEV Education (Plan to Start Venture)
- Education through each field experts

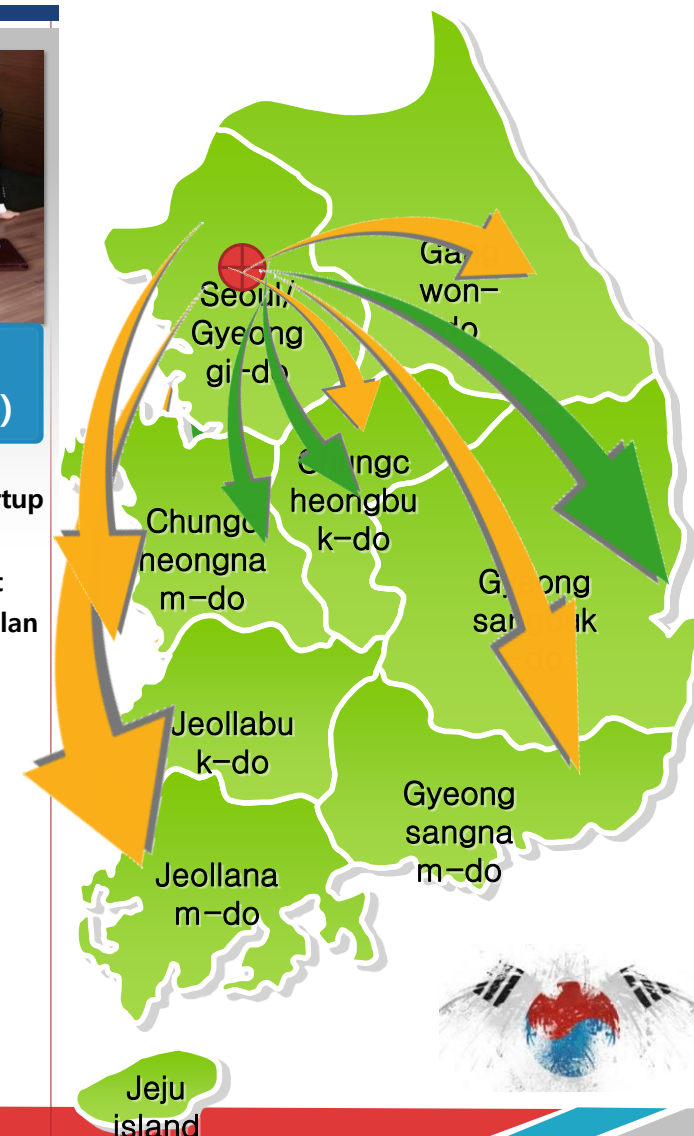


Overseas Marketing Support (Frequently)

- Connection with Global Startup Support Centers
- Overseas Technology Patent
- Overseas Marketing, Sales plan & Strategy



Startup can get some advices about overall business difficulties in management, finance, marketing & sales by CEO Mentor, who are senior entrepreneurs of ICT,SW convergence industry



Global Women's ICT Network



Global Women's ICT Network(GWIN) was established in December 2013 with the objective of promoting women's usage of ICT and smart technology in the global region.

Built on the knowledge and experience of the APEC Women's e-Biz Center and Asia Pacific Women's Information Network Center(APWINC) regarding women's economic empowerment through ICT, GWIN has had close partnership with APWINC for research, training, policy supporting and community building for women in underdeveloped and developing countries in Asia Pacific, Africa and Middle East.

GWIN has organized GWIN-Korea(Dec 2013), GWIN-Indonesia (Jan 2014) and GWIN-USA(Jan 2014). GWIN will establish more network in Singapore, the Philippines, Canada, Africa and Latin America.

The four functions of GWIN are research, training, policy forum and community building on Gender&ICT and innovative ICT. As a global ICT network for women, GWIN provides an excellent platform where the knowledge on Gender&ICT and innovative ICT is shared.

Objectives

- ▶ To provide gender-equal innovative ICT educational training on three levels: dissemination, specialization and globalization
- ▶ To promote gender-equal usage of appropriate technology and advanced technology
- ▶ To build a global network through on-site training, symposium and research on smart technology
- ▶ To enhance gender-equal participation in the digital economy, smart economy, and creative economy by facilitating enabling environment.

website : <http://www.gwin.or.kr> / email : gwinkorea@gmail.com



21C's Smart Technology for Mankinds



Digital
Innovation

+

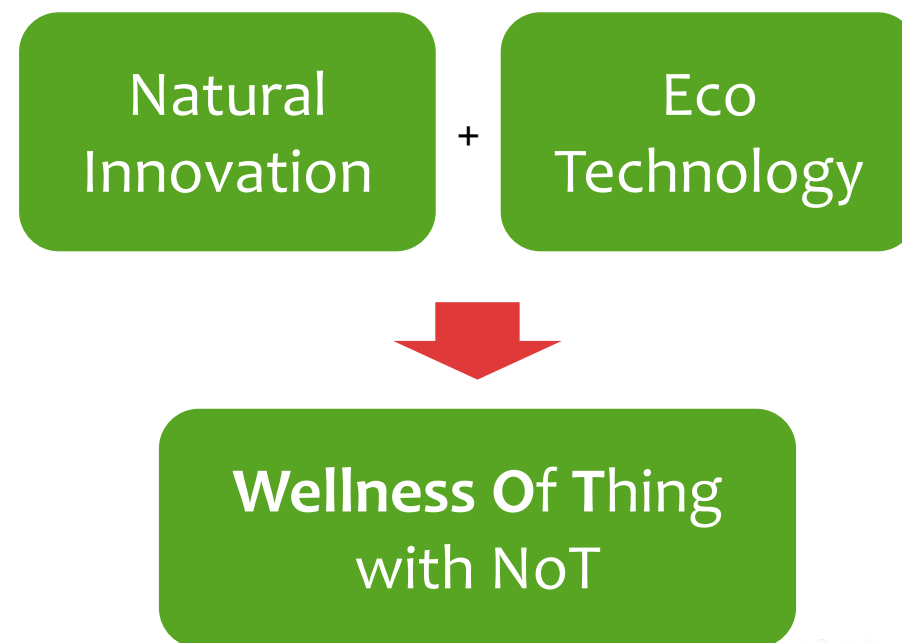
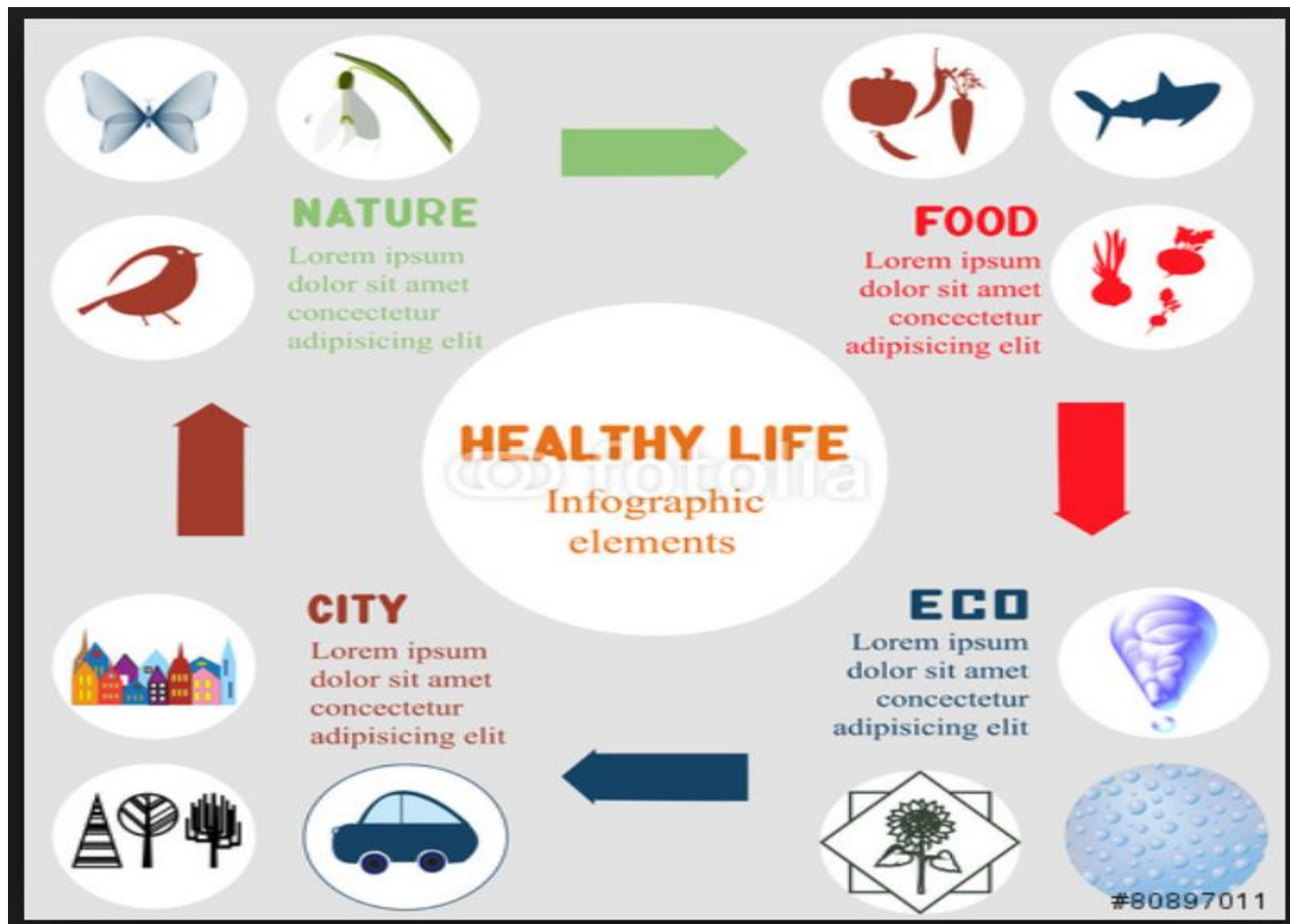
Smart
Technology



Service Of Thing
with IoT



Edge Smart Technology for Women



Keep Smart life in Eco APEC Women's network

Digital
Eating

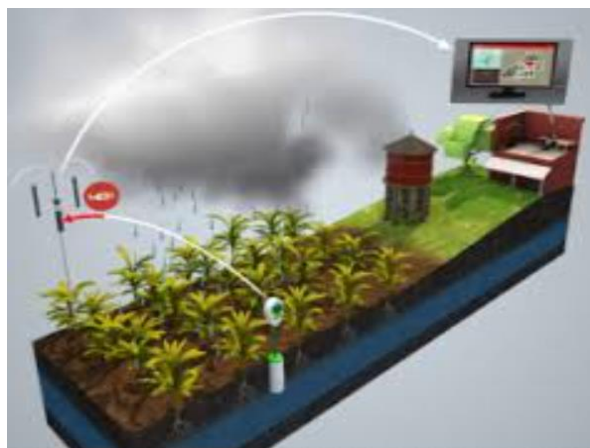
+

Smart
Eating/ Connect
farming

Digital
Aging

+

Smart
Aging /Cell
reprogramming

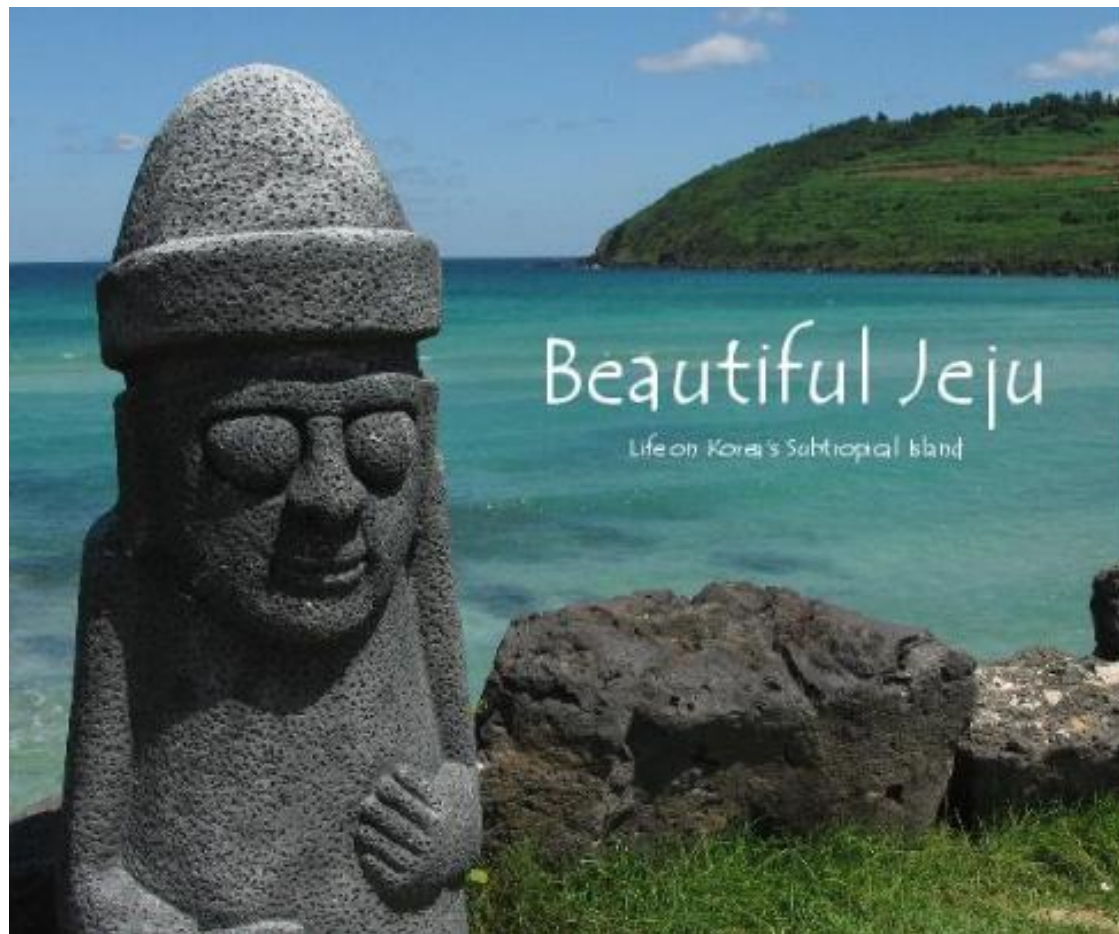


APEC Crowd Funding for APEC Women's Eco life

- How do we prepare for Eco APEC Women SME's growth and Success?

Smart Naturalization & Eco Network with Women





THANK YOU!

MUCHAS GRACIAS!

