

# Women's Economic Empowerment and ICT: Capacity Building for APEC Women Entrepreneurs in the Age of the 4th Industrial Revolution

Korea IT Women's Best Business Models

So Young Lee  
September 28, 2017



Ministry of Gender Equality  
and Family



SOOKMYUNG  
WOMEN'S UNIVERSITY



APWINC  
ASIA-PACIFIC WOMEN'S INFORMATION NETWORK CENTER



Kibwa  
(사)IT여성기업인협회



GWIN  
Global Women's ICT Network

# Contents

## **1. Introduction of KIBWA & Seahyun Korea as a CEO**

- Shinheung Telecommunication Co., Ltd
- SEAHYUN Korea Co., Ltd

## **2. Introduction of startup company as a Mentor** ( supported by K-ICT startup mentoring center)

- Re start up : KIDS IT Co.,. Ltd
- Start up : LILLYCOVER Co., td
- Start up : Styleshare, kipping
- Collabo Start up : Carboneplay Co, Ltd

## **3. Policy proposal**



## Who am I?

I'm a CEO ,  
a CEO Mentor  
a Professor,  
& a mother with 3c  
hildren & husband

2002 Korea – Japan World Cup



1<sup>st</sup> Sun, 3<sup>rd</sup> , 2<sup>nd</sup> daughter & niece

# 4<sup>th</sup> industrial Revolution ! Is it real opportunity for Female?

## Past 200 years of Korea



~ 1800 ~ Agricultural society

1945 ~ 1953 Liberation, 건국, 한국전쟁  
1910 ~ 1945 Japan aggression



~ 2000 ~ Hightech Industry



~ 1980 ~ Democratization



~ 1970 ~ Heavy chemical industry



~ 1960 ~ Light Industry



[by Google & AIRI(Jin Heayoung Kim)]

# KIBWA: Women ICT Business Culturing

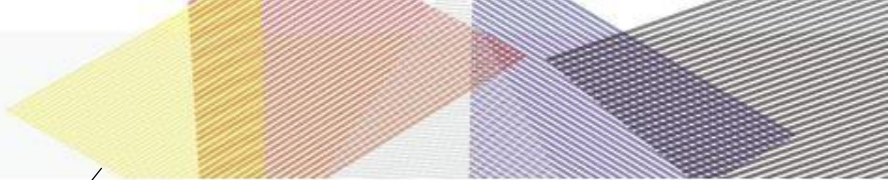
- To revitalize small & medium-sized business in the IT & 4 th Industry sector/ to make sound market environment
- To secure national competitiveness through discovery and development of outstanding workforce & entrepreneurs of women's in the IT sector



Member: 300 ICT Women companies  
& 4,000 Science & Engineering Women students  
Budget Support : 1.5 billion (by Ministry of Science & ICT)

- o **2001. 09** - Inaugurated the Korea IT Business Women's Association (KIBWA)
- o **2006. 03** - Established the KIBWA Daegu/Gyeongbuk Branch
- o **2006. 08** - Established the KIBWA Gyeonggi Branch
- o **2007. 06** - Held the Global IT Women's Conference & IBWA mentoring project
- o **2009. 11** - Held the first IBWA conference
- o **2010. 05** - Open IT Help Desk
- o **2010. 12** - Held the first competitions for creative problem-solving to bring up creative talents
- o **2011. 11** - Held the 3rd IBWA Conference & 10<sup>th</sup> KIBWA's anniversary
- o **2012. 04** - Appointed Ms. Kim Hyun Ju as the 7~8th Chairperson
- o **2017. 04** - Appointed Ms. Jang Hae Won as the 9th Chairperson

# [1] To support a strengthen competitiveness for Women's IT Business

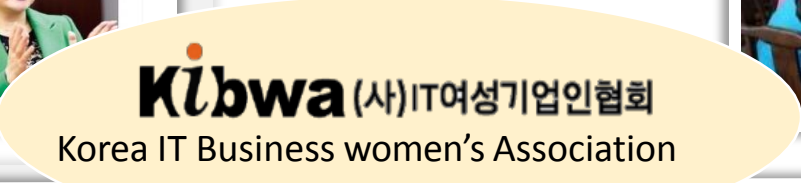


01 Using External Press Release Activities  
Policy proposal and promotion

02 For empowering ICT based R&D New technology for sustainable growth



For Main members



03 Through Policy Related Institutions Women's business problem Release

04 Through Member's workshop Strengthen cooperation



\* 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. (since 2007)

01 Share Successful experiences



For Female students & pre-start up



02 Project team Agreement (Member & Students)



03 Final results Demonstration for Evaluation of results



Korea Nationwide Female universities student team's ICT Project mentoring with KIBWA members : 2016 Final result presentation of 45teams

# 2017 K-Girl's Day , representative Mentor



# 2017 Career Break Women's startup mentoring





# President of KIBWA , Jang Hye Won



## Company name

- Shinheung Telecommunication Co., Ltd



## CEO

- Jang Hye Won



## Specializing business fields

- Telecommunication construction, system integration business (IS), overseas construction, value-added telecommunication, and outdoor advertisement production and agent business



## Address and contact

- Main office : 301, 336, Olympic-ro, Songpa-gu, Seoul	(05542)	T. 02-2192-7000 F. 02-2202-2061
- Seoul office : 301, 336, Olympic-ro, Songpa-gu, Seoul	(05542)	T. 02-2192-7272 F. 02-458-6300
- Gyeonggi office : 30, Suseong-ro 350beon-gil, Jangan-gu, Suwon-si, Gyeonggido	(16271)	T. 031-235-1600 F. 031-235-3344
- Busan office : 23, Jaseonggongwon-ro, Dong-gu, Busan	(48745)	T. 051-583-7000 F. 051-625-0459
- Chungnam office : 72, Goejeong-ro, Seo-gu, Daejeon	(35291)	T. 042-525-3488 F. 042-525-3489
- Chungbuk office : 12, 1sunhwan-ro 1063beon-gil, Seowon-gu, Cheongju-si, Chungcheongbuk-do	(28799)	T. 043-283-0685 F. 043-297-9912



## Home page

- [www.shtel.co.kr](http://www.shtel.co.kr)

# Network business Introduction

## Business fields

- Optical cable facility construction
- Communication duct construction
  - Communication line grid construction for downtown, etc.
  - CATV network construction
- Network design (backbone and company networks)

Communication  
line construction

Transmission  
system construction

## Business fields

- ITS communication construction
- HFC facility construction
- XDSL
- FTTH facility construction
- FTTC facility construction
- FTTO facility construction

## Business fields

- Private portable communication
  - WiBro
  - WCDMA
  - PCS
- Mobile broadcasting service
  - Ground-wave DMB
  - Satellite DMB

Wireless station  
system construction

Public facility  
U-Service

## Business fields

- Public facility improvement project
  - Public facility advertisement (LCD, LED)
  - U-city service
- Public bicycle rent system
  - Rent system construction
  - Monitoring solution development
  - N/W construction

# CEO of SEAHYUN KOREA



So Young Lee, Ph.D  
Lucia Lee



KNU IT college adjunct professor(Mar.2005~)



CEO & Founder Seahyun Korea(Nov.Mar.2006~)



Top Vice President of KIBWA(Feb.20014~)



K-ICT 창업멘토링센터  
K-ICT Startup Mentoring Centre

Mentor K-ICT Startup Mentoring center(Mar.2014~)

# 1. Startup motive



## As Women CEO

01

To survive as a research-oriented, long-lived company without being overwhelmed by capital. (1<sup>st</sup> 2001 foundation but lost M anagement control toss male owner)

02

To to grow into a small but strong R & D oriented company that has original technology and continuous research and development

## As Women CEO Mentor

01

To discover and nurture women start-up for sustainable , successful growth

02

To cultivate next generation women entrepreneurs for the national prosperity

## 2. Business Model

IT

Human – Infinite life – space age  
ICT, SW – Industry – 4<sup>th</sup> Innovation  
Children – Mother – Family

Bio

## 2. Business Model- IT

### Electro Hypersensitivity on the health effects of EMR

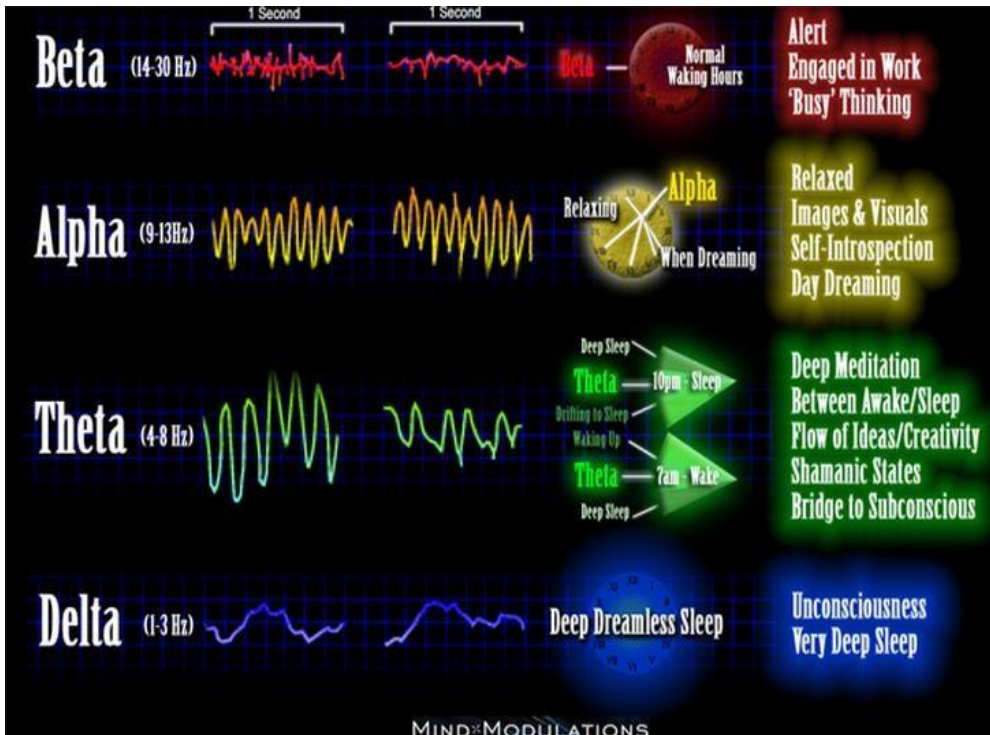
- Recent studies have reignited the debate on the health effects of Internet penetration and the increased use of smart phones all over the world. Researchers suggest that the **electromagnetic radiation** from Wi-Fi, mobile phones/towers, ipads, smart metres and many other



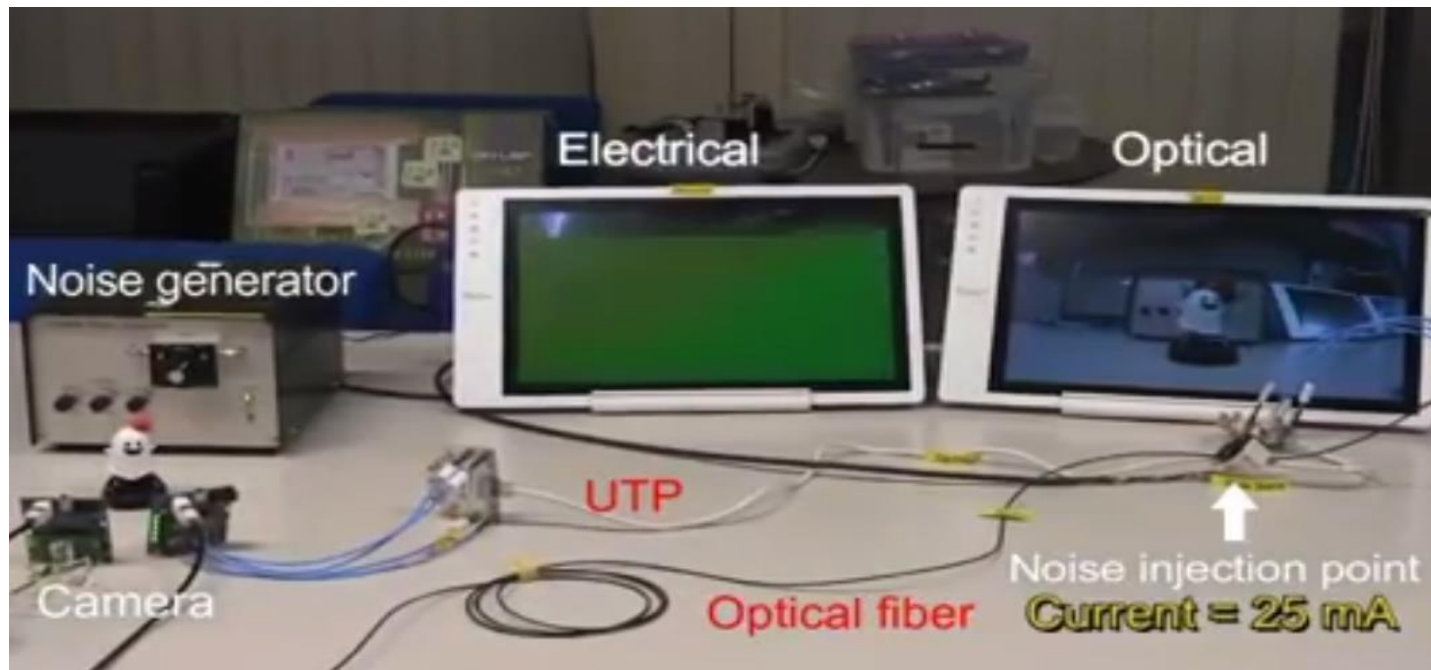
# How we do protect Electromagnetic stress?

## ELECTROMAGNETIC STRESS

[http://en.wikipedia.org/wiki/Extremely\\_low\\_frequency](http://en.wikipedia.org/wiki/Extremely_low_frequency)



**POF – Electromagnetic and Water Immunity “ No effect”  
\*Natural Network for Human healthcare  
on IoT of Smart & Connected Sciocety**



[https://www.youtube.com/watch?v=oiRwthNdU\\_g](https://www.youtube.com/watch?v=oiRwthNdU_g)

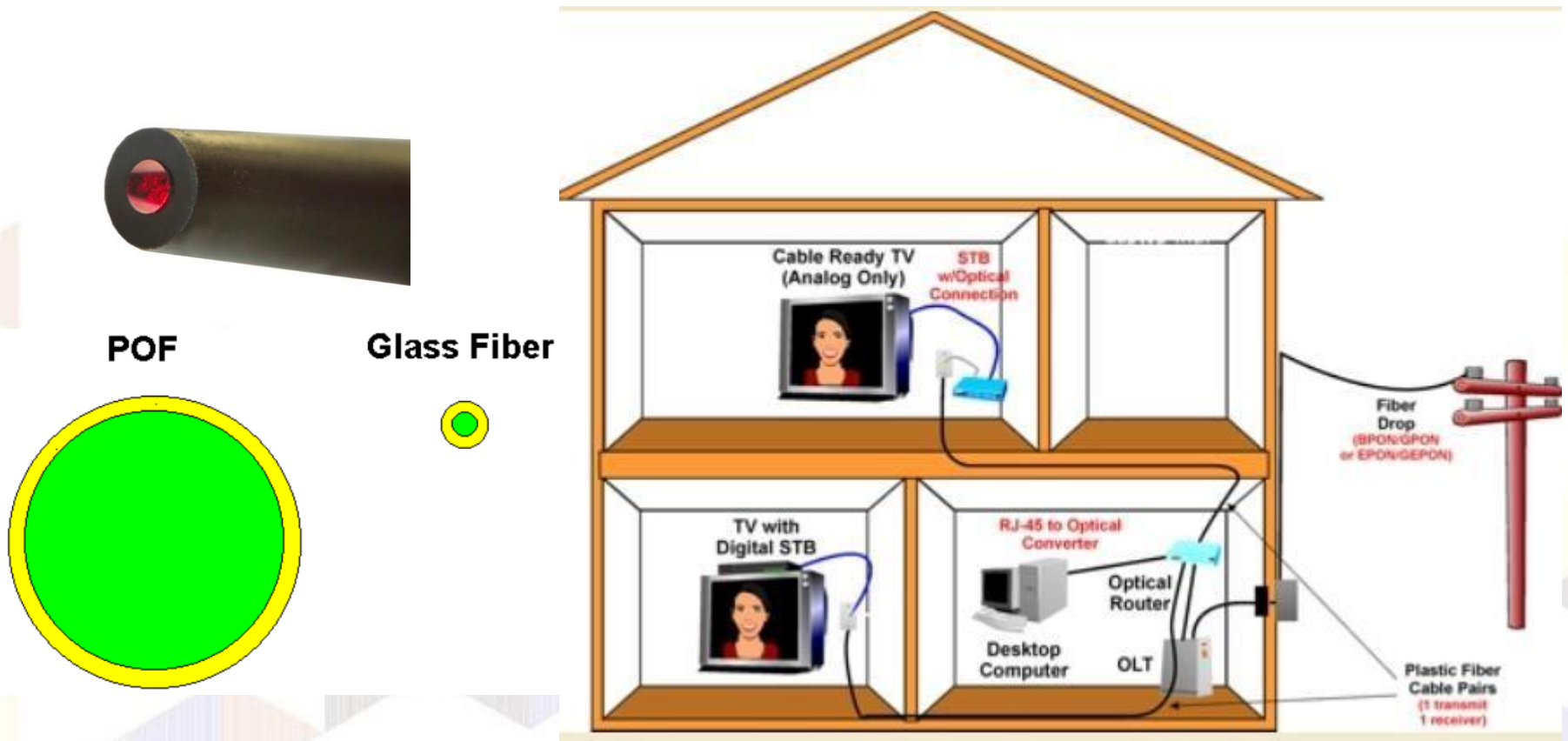


Óscar Ciordia

게시일: 2016. 9. 23

(Plastic Optical Fiber Electromagnetic and water immunity)





a home optical system can be setup and used in a home  
 In the home over plastic optical fiber. Each optical cable contains two fiber pairs, one for transmitting and one for receiving.




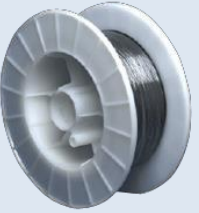
### **IPTV Optical Distribution using Plastic Optical Fiber at Home**

posted May 3, 2011, 8:17 AM by Valter Foresto [ **updated May 3, 2011, 8:51 AM** ]

## 4. Business solution or product : SEAHYUN KOREA

Mid, long distance : Glass Optical fiber based Ultra bandwidth- data transmission

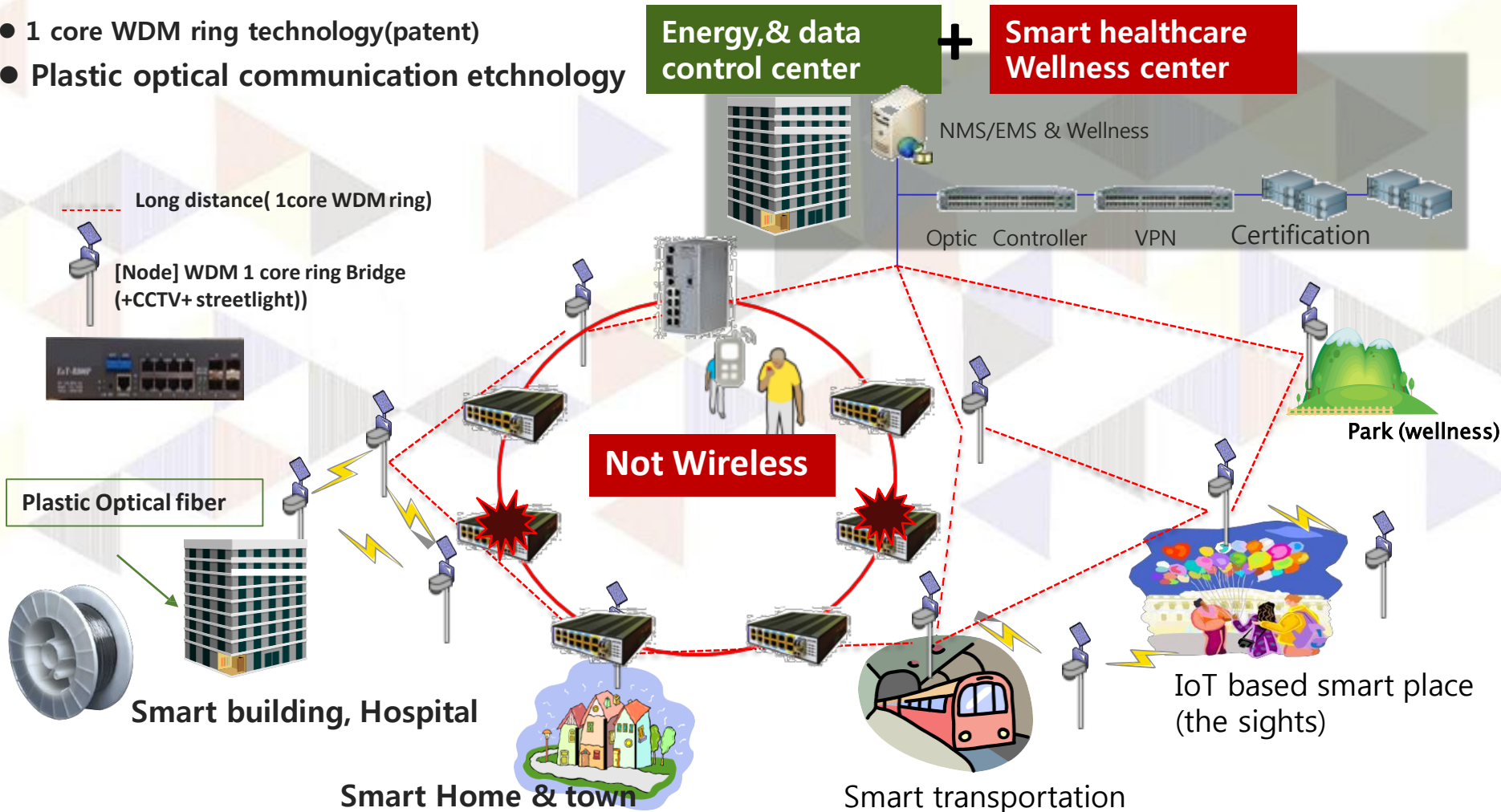
Short distance (<50m) : Plastic Optical fiber based data transmission, replace of copper & wireless

Model	Glass Optical fiber system (GOF)		Plastic Optical Fiber system(POF)		
	ONU R2012MB	Hybrid ONU	POF Transceiver	POF USB	POF cable
photo					
	Optical bypass	GOF+POF+UTP	100Mbps	USB 2.0	POF (SI, GI type)
Spec.	IEEE802.3/3u/3ab/3z 1 core ring WDM , Layer 2 switch (optical Ethernet )		POF based 650nm Optical transmission		
Application	Replace of Copper/Wireless all optic system (u-city, CCTV, ITS, security, smart building/home/factory/ auto-control etc)				
Data Rate	1Gbps	1Gbps	100Mbps	300Mbps	1Gbps
Transmission distance	20Km~120Km	20Km~80Km	~80m	~80m	~50m

# [1] All Optical Network for restoration of Natural Ecosystem (POF, GOF)

- Naturalistic network without harmful electromagnetic waves
- Replacement of natural resource copper resources
- Minimize carbon emissions, High capacity, low power
- Minimizes installation and maintenance costs

- 1 core WDM ring technology(patent)
- Plastic optical communication etchnology



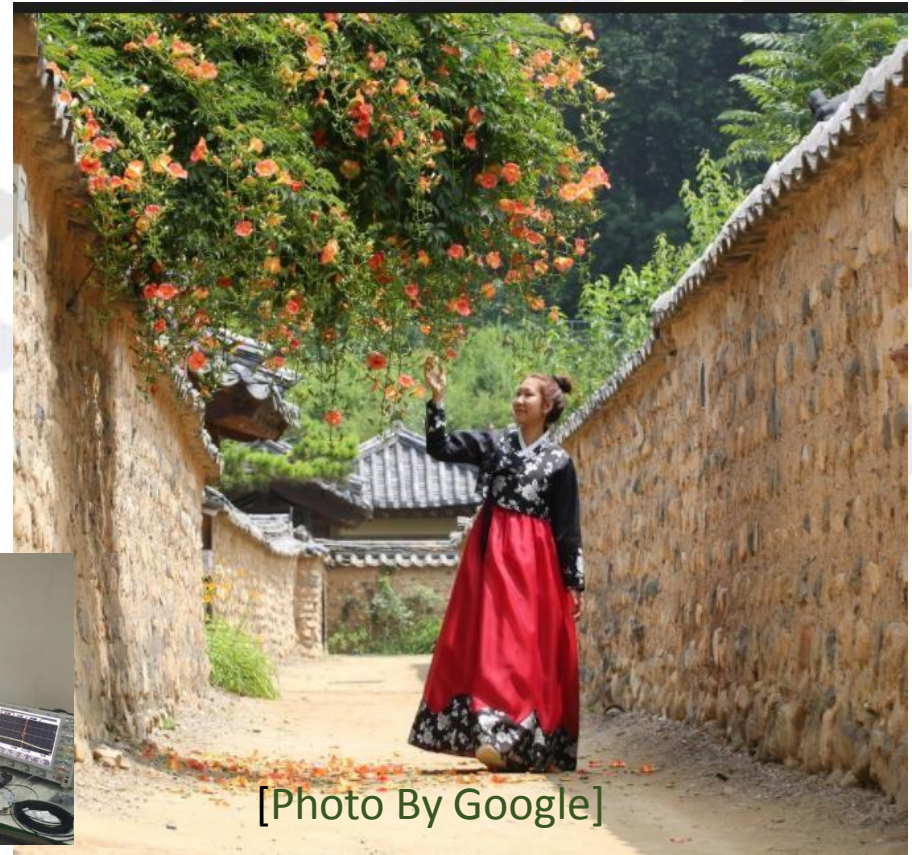
## 5. Current Progress – target position

- Jan. 2008 ~ 1 core WDM ring technology : Smart city of Korea
- April 2016 : Korea subway network, POF Korea standardized of Subway inner network
- August 2017 Overseas Smart home network, replace copper & wireless



**01** To Build a smart connected Mobility  
Smart home, office, school. Town etc

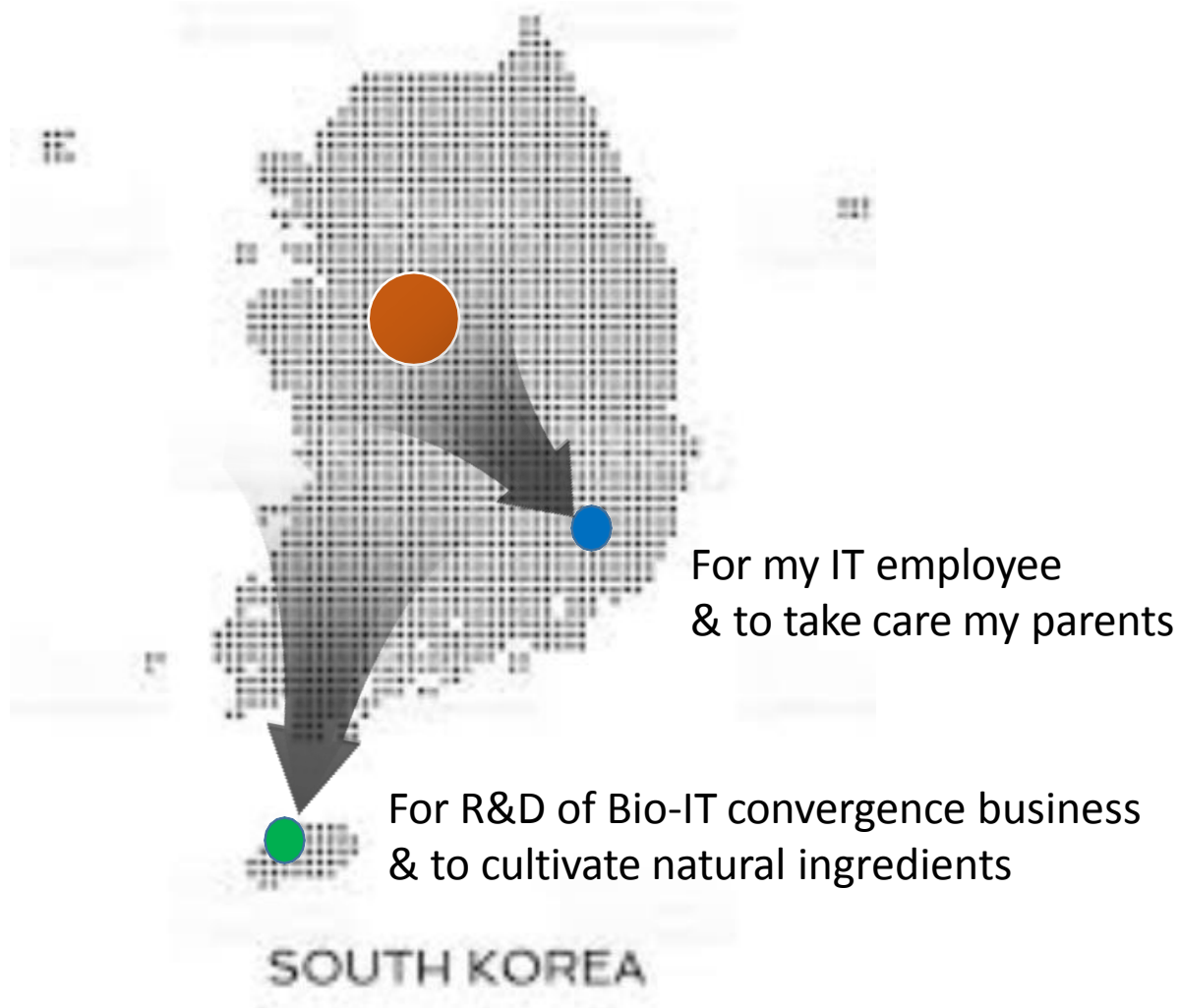
**02** To Cultivate traditional naturalistic industrial park with all optical technology



[Photo By Google]

## 5. Current Progress – target position

- Dec. 2015 ~ Main Office move to Jeju Island for finding & breeding natural material



[R.O.K Map By Google]

# Focus Nature & Bio



Healthy, organic natural ingredients for cell re vitalization



Natural ingredients (Film/Liquid/Beads type)

# Skin type information gathering & analysis

PLAZMA Optic(LED) Ultra vibration Cell activation Support In deep skin



IoT based Beauty care (Diagnosis/care)



[Photo By WAY]

Beautycare Information



[Photos By WAY, Google]



# Nature



[Photo By Google]



But.....



Owing to a **active oxygen**,  
**Aging is progressing rapidly**



**Excess Active  
Oxygen generation**



**Cell Damage  
DNA Transform**



**Fatigue Aging  
Disease occur**

[Photo By Google]

# Causes of **active oxygen**

Stress

UV-rays Eati

ng habits

Intense exercise



Is that all?

Is any one else?

**We have a strong problem**

**On digital, smart, connected world**

**On 4<sup>th</sup> Industrial Innovation era**



Plastic optical fiber  
Network for IoT

📁 Electro Hypersensitivity, General Reports, Reports: Wi-Fi, Studies: Cellphone Towers 📅 September 8, 2016

## Natured plants



Nature + Social network +  
IT H/W & S/W +  
Mechanical +Bio+ Chemical + ....etc

AI + Bigdata +

Without office  
Without time & space limitation

?

[Photos By Google]

## Water pollution- serious & original problem



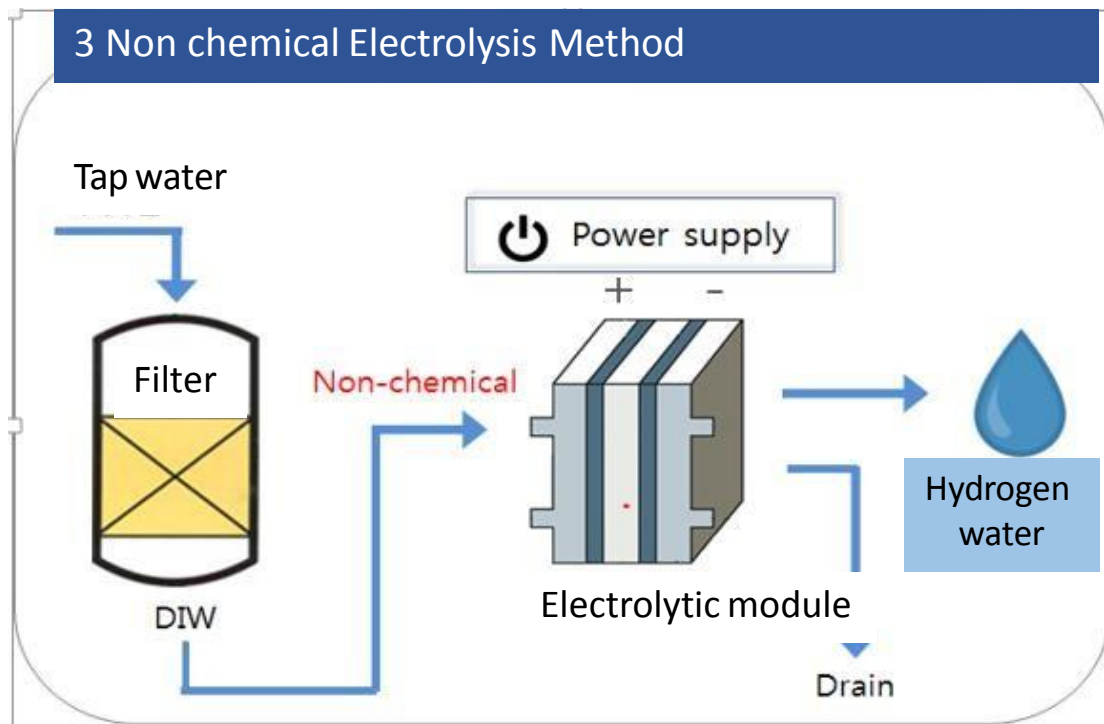
[Photo By Google]

# Bio-IT for Medical care with natural material & Hydrogen water collaboration.

- Natural material without harmful chemical elements
- Skin & Muscle Re generation – cell activation R&D and co operation with related factory (Hydrogen water, stem cell ingredients, Temperature Sensitive hydrogel)

## Hydrogen water

- ① On non-chemical status, Electrolysis of water
- ② 95°C High Temperature, Dissolved Hydrogen Maintenance technology
- ③ Without electrolyte to electrolysis until ultrapure water



[By Google &  
E-analyzer company]



**Natural Ingredients + Horse oil**

**Plasma care device + App**

**Hydronic water**

1st

beauty care cosmetics + Hydronic water

2nd

Medical care cosmetics + Hydronic water





How we do get  
these new & versatile technology?

# Successful Women Mentee case of K-ICT Startup Mentoring Center's

As Mentor

## 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

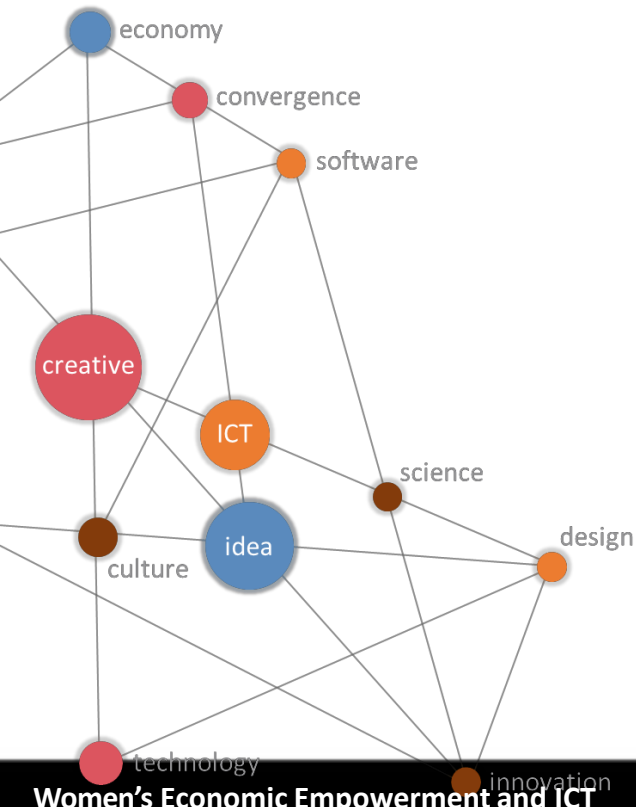


**Startup can get some advices about overall business difficulties in management, finance, marketing & sales by CEO Mentor, who are senior entrepreneurs of ICT,SW convergence industry**

K-ICT Startup Mentoring Centre For Training ICT Creative Human Resource



# Developing Creative Human Resources of Daegu Center for Creative Economy & Innovation



Jan 2017



# Daegu & Samsung Creative Economy Complex

Promoting Startup Innovation Park which combines innovative start-up, technology, culture, and design



- 위치 : 대구광역시 북구 침산동
- 규모 : 지하1층, 지상 1~5층(총 16동)
- 대지면적 : 90,199m<sup>2</sup> (27,285 평)
- 연 면 적 : 36,474m<sup>2</sup> (11,033 평)

# The Base for The Future Technology Start-up (Developing HR)

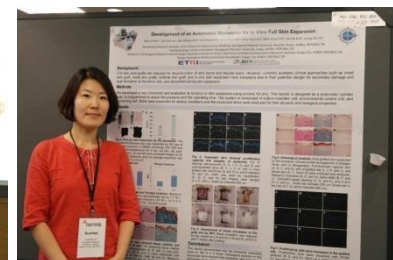
Pre C-Lab → C-Fab → d-Lab → C-Lab → Post C-Lab → C-Corridor

## C-LAB

- Supporting mentoring, consulting, prototyping, investment, and overseas expansion of start-up with Samsung
- **6 times**, Raising and supporting **95 companies** (4,500 applications received)
- **Recruiting the 6<sup>th</sup> C-LAB was completed: 13 companies** (from July 2017 to March 2018, 9 months)
- **Total investment: 21 billion won, Total sales: 15 billion won, New recruitment: 143 people**
- **(Curriculum)**
  - Educating Tax, Patent, Management and etc. through CN Day
  - IR Pitching Training



# LILLYCOVER



## SunHee An, CEO

- Jun 2016.~ CEO & Founder of Lillycover, Inc.
- Apr. 2006 ~ Feb. 2016. Hyungpook National Hospital, Clinical Support Team Leader
- Sep. 2001 ~ Feb. 2004. LG Electronics Researcher

# 1. Motives for startup

As a clinical support team leader  
at Kyungpook National University Hospital for 10 years

To understand how close to healthy skin and confidence / sociality are

**Let's Provide easy-to-use skin diagnosis and management solutions for everyone**





## 2. Business Model & Applying ICT Smart Technology

Using Atmospheric plasma technology, Massage function



Considering Skin Intensity  
Three-stage massage mode



Through camera & sensor  
Multiple skin diagnosis



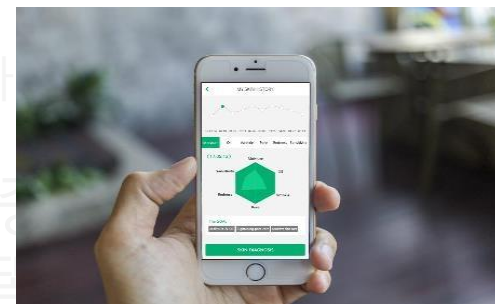
60x magnification with built-in camera lens, pore / wrinkle / flushing analysis



Through Mobile App  
Real-time skin care service



Notification of UV index and when to apply sunscreen products



36 Skin Type Analysis  
Provides customized skin care





### 3. Current Progress – Overseas marketing



By Amazon.com  
Primary vendor  
B2C Sephora 등  
distributing

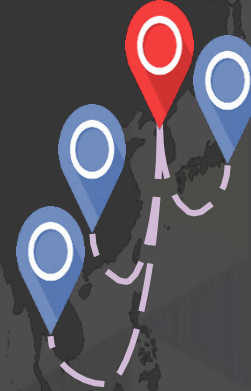


Overseas local partners  
skincare shop branch possession  
University of Sao Paulo (USP) Hospital  
Clinical application of dermatology



L'ORÉAL  
PARIS

Shenyang, Guizhou, Xian,  
Shenzhen 4 cities  
K-Beauty marketing



Panasonic

Sol Beauty Academy & skincare  
shop branch (marketing root)



# 5. Success Factor



## Global Business Target

Established US corporation (Jan. 2017) Silicon Valley & Brazil Sao Paulo alliance Establishing a bridgehead for North and South America

## Technological & Business Validation

Global Innovator Festa Award(Nov.2016) Global Sources Best Technology Award (April,2017) Korea BI Technology Commercialization Association Excellence in overseas market entry (Jun.2017)2017 Women Entrepreneurship Competition Best award( Sep. 2017)

## Patent registration

3 patent  
1 preparing patent  
**Continuous technology transfer**

## Investment and partnership

Domestic : Samsung Overseas: UDA Silicon valley VC, Angel  
China VC Group Alliance:  
Panasonic, LG Life health

## Purchase & Market

Domestic : All for skin Dermatology specialty hospital  
Overseas: Vietnam, China  
(Sol Beauty Academy & skincare branch)

## 6. Hardships and Overcoming Hardships

Support of Daegu Creative innovation center & K-ICT start up mentoring enter  
For financing and business progress mentoring

## 7. Advice to women entrepreneurs or people considering founding a new business

Need a persistence and commitment to overcome When the unfortunate adversity comes.  
What to do for a careful approach and a practical plan must be established.

## 8. Suggestion

It is strictly male oriented for IR, Business evaluation  
Viewing a female entrepreneur's difference, to approaches business items & financing,  
mentoring etc.



Re-start up business



# CEO of KIDS IT Lee Yeon Keoyung

## History

- Current) CEO of KIDS IT Co., Ltd
- Aug 2008 – July 2014 Brain Factory Institute
- Jan 2000 – Aug 2016 NORI Education Institute Director
- Nov 1998 – Jan 2000 HABA Principal of Kindergarten

## Career

Professional at developing elementary education curriculum.  
Provides consulting and solutions for all areas of early childhood education  
From textbook, teacher’s guide, and program design.



# 1. Motives for startup

## CODING EDUCATION PLATFORM for Cultivating creative talents.

### 4<sup>th</sup> Industrial Revolution

The advent of the age  
of the second  
information revolution  
based on Intelligence  
information technology



### Programming Education

Preparing for the age  
of information  
revolution /  
Designated as  
compulsory education  
in middle school and  
high school in 2018

CODING? Process for creating a command of a digital program

Developing 3-stage coding education  
Platform for 5 – 7 years old to cultivating  
Creative talents and convergent thinking

“ Everyone should know  
How to program a computer,  
Because it teaches you  
how to think. ”



## 2. Business Model

### Integrated Solution for Creative Coding Education

1



Unplugged Coding Education Textbook

Tutorial with Story Telling Concept

2



Teacher's guide

Teacher's guide for using workbook

3



Cami-Robot

Physical Computing for child

4



Coding Block

Coding block printed with AR Marker

5



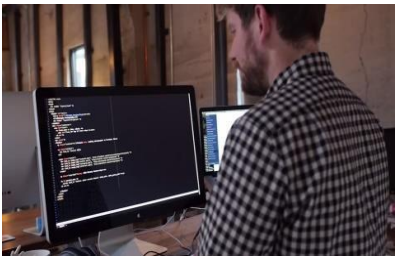
Application

Application embedded with contents by theme

Product Components (Coding Block + Application + Robot + Textbook + Teacher's guide)  
Organically Form one curriculum.

# 3. Applying ICT Smart Technology

## Original Coding Method



1 Unfamiliar method for children  
(Operating coding program)

2 Lack of variety and extension potential  
(Limited Contents)

3 For course completed professionals  
Unsuitable for educating children

Method Simplification



Hold the advantage in freely changing and widening the contents in the future



1

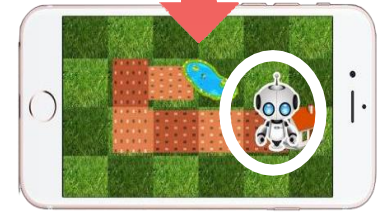
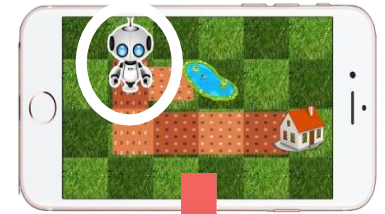
Refer to the monthly workbook and assemble coding blocks to accomplish the mission (i.e. Taking robot to home)

2

Turn on the App and put the marker in order then the command is entered

3

Entity(robot) in the App moves according to the entered command



Develop digi-log augmented reality coding education platform for children from 5 to 7

Can easily understand the concept of coding through simplified coding method and platform design suitable for children

# 4. Business solution or product



**5세 6세 7세**

**누리메이커 구성**  
 원아용 활동교재 12권  
 원아용 도구재 12개  
 교사용가이드 12권  
 증강현실 체험프로그램 6가지 제공  
 특별교구재 : 증강현실 동물체험카드

**코딩블럭**

Cooking  
 Recipe  
 Baking  
 Plating

**카미봇**

- 코드 레시피 : 주변의 이야기들에서 재료를 구하고 코딩 레시피를 만들어 보세요
- 코드 쿠킹 : 다양한 재료와 코딩 블록을 이리저리 나열 해 코드를 쿠킹 해 보세요
- 코드 베이킹 : 코딩 오븐을 이용해 코드를 베이킹 해 보세요
- 코드 플레이팅 : 내가 상상한 코드 이미지를 눈으로 느껴보세요.



## 4. Business solution or product – CODE & CRAFT



<https://www.youtube.com/watch?v=2TEVYlp7dd0&feature=youtu.be>

# 5. Current Progress – Domestic Commercialization

## Commercialization



(Coding textbook, Coding block, Teacher’s manual, and Online video)  
Included Integrated Coding Education Solution Package

**B to B**  
Booklets monthly provided as teaching materials

**B to C**  
Divide into 3 different levels of teaching materials

## Source of Demand



**B to B**  
Children education institutes

**B to C**  
Merchandise by distribution network

## Expected Unit Price



**B to B**  
Yearly 180thousand won per person  
(Kindergarten/Pre-Kindergarten/Institution)

**B to C**  
Approx. 700thousand won per package

**2017 1<sup>st</sup> Quarter**

**2017 2<sup>nd</sup> Quarter**

**2017 3<sup>rd</sup> Quarter**

**2017 4<sup>th</sup> Quarter**

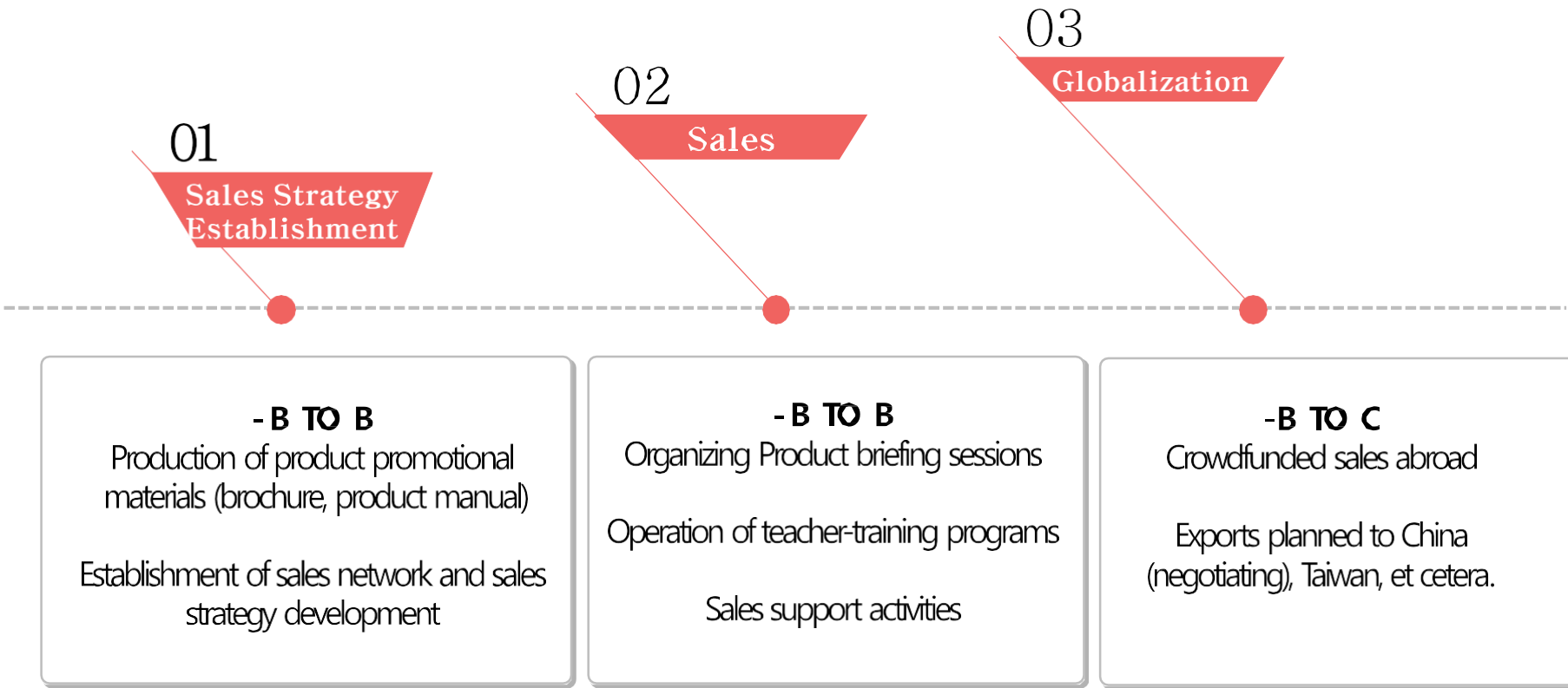
Select education institution for usability test

2018  
Start to commercialize developing Stembaker/Nuribaker

Beta Test(Usability Test) of Stembaker/Nuribaker With 7 institutes. Exhibited in Daegu EXCO

Submitted in 2017.10 Hongkong Autumn Electronic Exhibition Sales in Domestic Children education institutes

# 5. Current Progress – Globalization



## 6. Emphasis



### ‘People are the most delicate Androids in the world’

In preparation for the 4<sup>th</sup> industrial revolution in which ‘people’ hold the utmost priority, we support children in cultivating the power to think and craft creatively, and to share such abilities with others to collaborate so that they can lead their lives independently.

Hence, in team building, we include teachers from the early childhood education field, program development specialists, women with disconnected career due to parenting, and researchers currently parenting their children, et cetera to enlarge the educational range to include not only children but also teachers and parents.

## 7. Success Factor

In search for needs in the ICT education industry for 4<sup>th</sup> industrial revolution, we developed **NURI MAKER** and **STEM BAKER** in a joint development with AR specialist firm **INSOL M&T INC.** We have now recruited over 50 branches domestically and are ready to launch in 2018 with further plans to expand to domestic early childhood education institutions, China and Thailand.

Our success factor is in shortening production period through sharing and cooperation and establishing an environment in which spot inspections can be conducted to assess the program’s usability. In addition, through responsive and continuous revisions, we have developed more complete programs that let us stand in the lead out of competitors.

## 8. Hardships and Overcoming Hardships

- First to establish '놀이 학교 (playing school)' system in Korea to stimulate creativity through children's playing.
- In the process of creating other institutes for franchise management, our leased building went through eviction lawsuits, and we had to swipe out '노리 교육 연구소 (NORI educational institute)', early childhood education institute, in 2008 as a result of such financial difficulty.
- The biggest reason for business' failure was the eviction lawsuit. However, we had learnt that building educational institutes require high-costs, rendering it a high-entry-barrier franchise. Furthermore, we learnt that target customers had low distribution ability because of high-cost offline private tutoring's obstructive nature.
- As a result, we have put emphasis on outsourcing program development business until now. We established AR-based program for educational institutes, **NURI MAKER**, and coding program for educational institutes, **STEM BAKER**, through collaboration and decided to establish these as our own brand.
- In addition, as a part of government-supported-business, we are preparing the launching of an individual online subscription service named 'CODE & CRAFT'.

## 9. Advice to women entrepreneurs or people considering founding a new business

- Having whatever you like as your job
- Enjoyable teambuilding through ceaseless communication and self-development.
- Share yours, and have others' shared to you through cooperation



## CEO of KiPPiNG company

**Su Jin Kim**

2014 .07.01 Set up business

2017. 02 Gain profit

2017.07 Smart Venture Campus 5<sup>th</sup>

2017.07 DIP Global Accelerating Program – Founders Space IR

2017.07 K-Global Startup Mentoring Centre 9<sup>TH</sup> 201

7.05 Gyeong Buk Content Korea Lab Award – 3<sup>rd</sup> 201

6.07 Gyeong Sang Buk-Do Young CEO

2014.12 Gyeong San si Young CEO

The logo for KiPPiNG, featuring the word in a stylized, teal, blocky font with a 3D effect. The letters are interconnected and have a slight shadow, giving it a modern, tech-oriented appearance.

# Business motivation



Working at this company  
(hospital promotion)

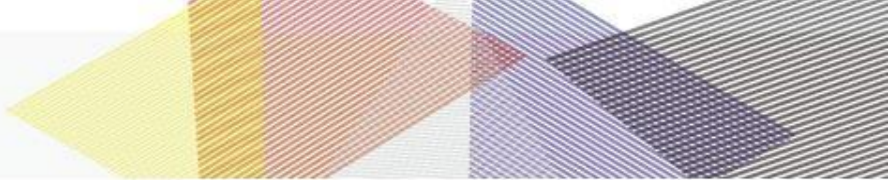
Write on a blog.

|

Art & Culture Class  
Information

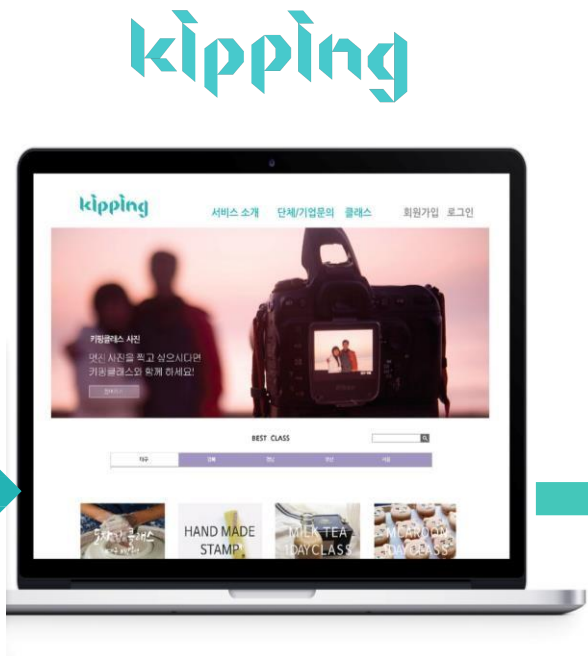
Gain profit

# Business Model



**Training  
Manager**

**\$2,000  
Avg Class**



**20~40%  
Commission**

**\$400 - 800**



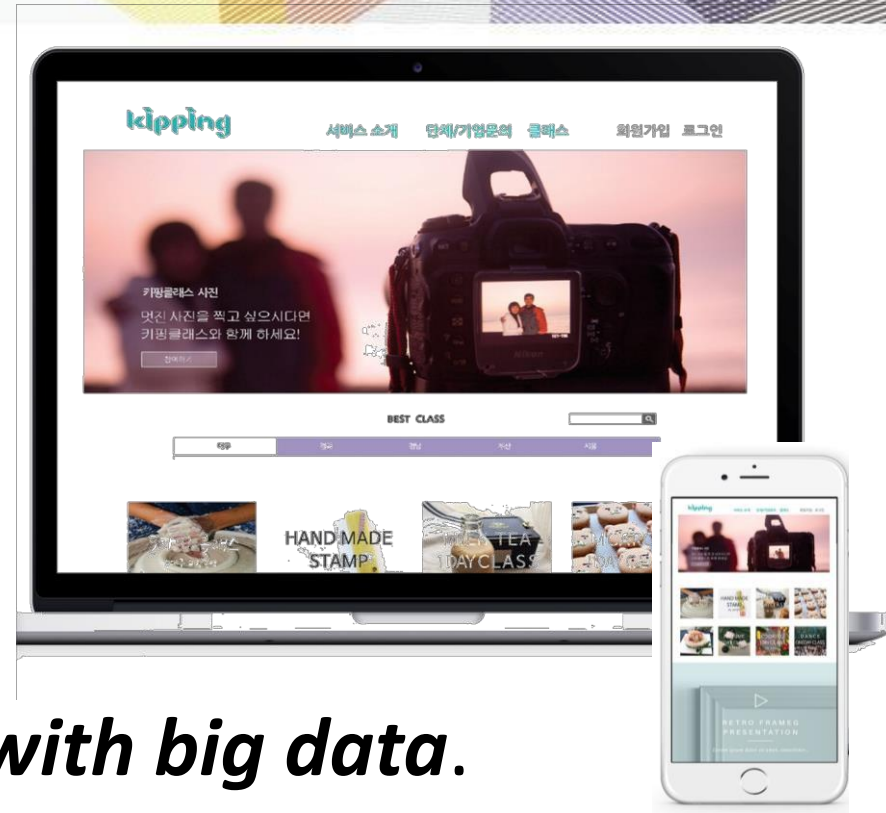
**Arts teachers**

**\$1,200 - 1,600  
Per Class**

**60~80%**



# kippling



1. *for your refined search with big data.*
2. *Search to close classes.*
3. *Have communication through messenger*



- 1. Convenient to find suitable instructors**
- 2. Need one platform has all information.**
- 3. Few reliable teacher we have**

# Success factor

*sincerity* : Write on blog for 3years

**CUSTOMERS**

**4 corp.**

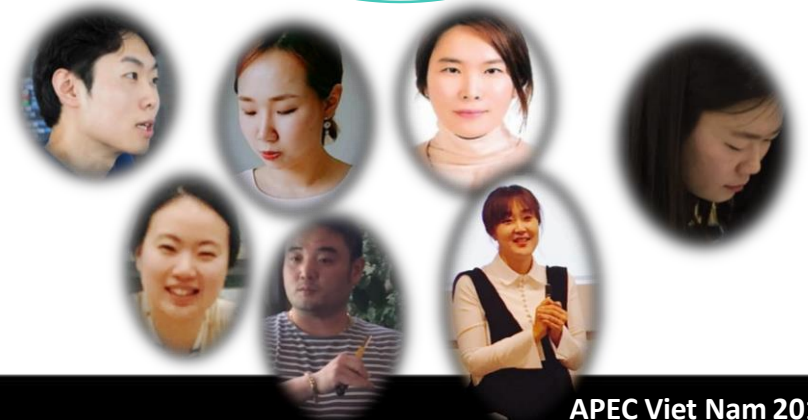
400 employees

+

**1100 individuals**

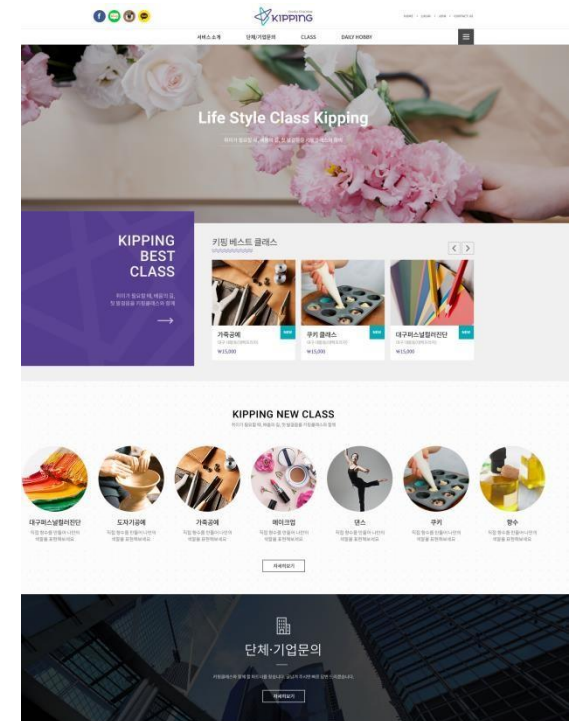
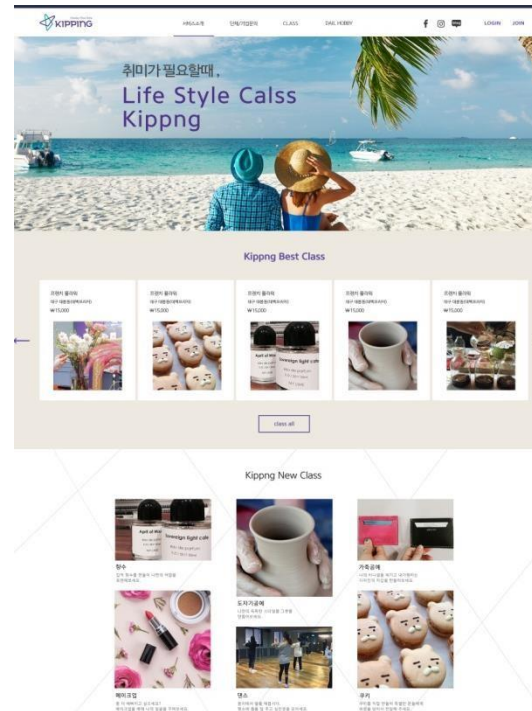
**TEACHERS**

**500**



# Adversity & Overcome adversity

## Develop homepage



1. To tell someone your business and ask for advice.
2. Create Your Account (SNS)



# Support of the policy for women & *businessman*

1. TAX CUT & EDUCATION
2. INTERNSHIP PROGRAM

# Styleshare



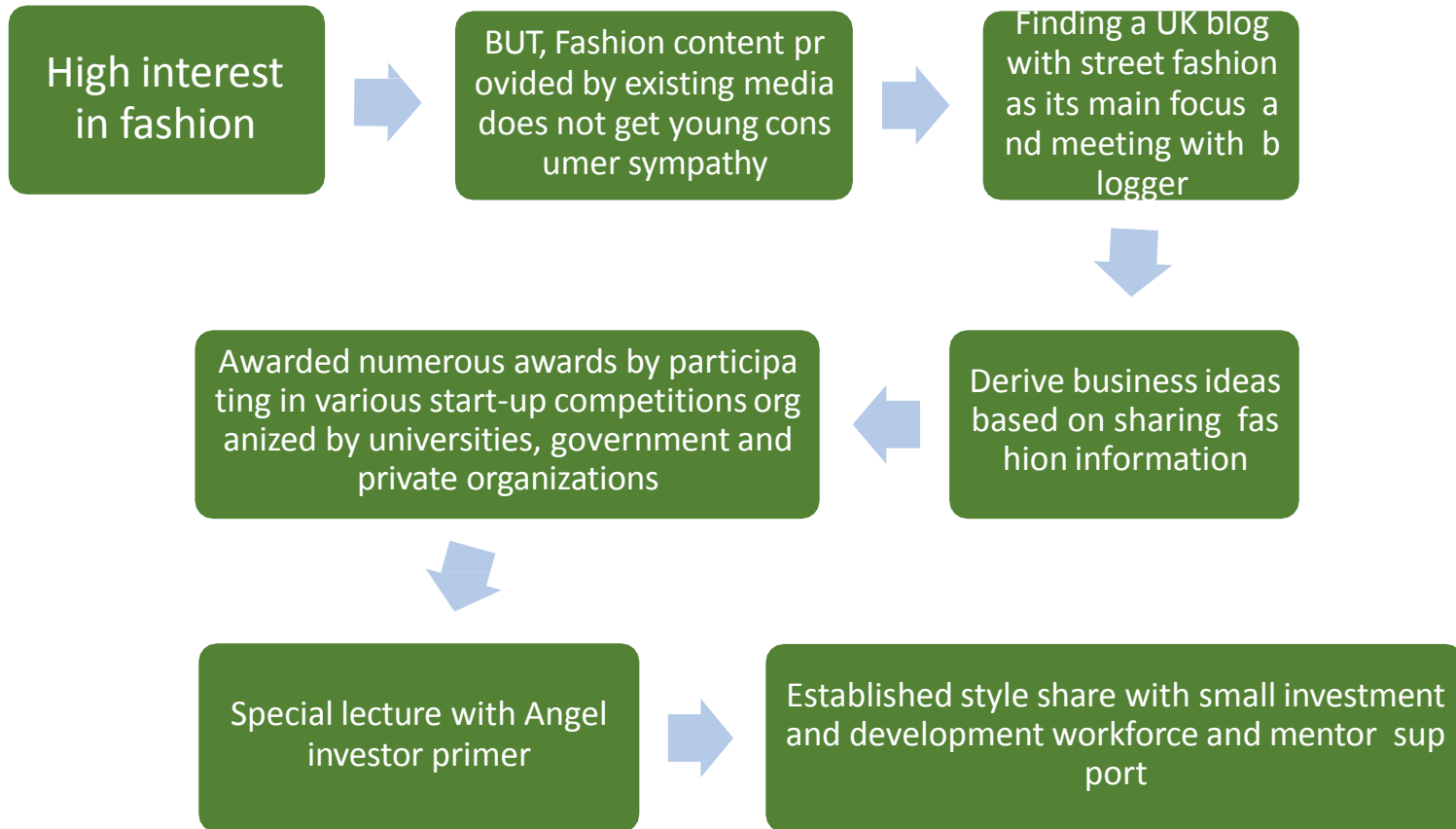
- Fashion platform
- Established in 2011 and 45 employees
- As of 2017, only six years after its establishment
  - 2.8million total member, 85% of all members are under 23
  - Monthly Average User is 600,000 members
  - From April 2016 to April 2017, Annual turnover total \$100 million
  - Now enterprise values of \$ 40million, that is 1,600 times more than the initial capital of \$ 25,000
- Styleshare's CEO is a young female entrepreneur who is attracting attention from the world.
  - Global Vogue Editor Susan Mann Kiss visited the styleshare in 2015, then she said  
" styleshare is called a strong team that changes the landscape of the fashion industry"
  - Forbes Asia was selected as one of the youngest 30 Asian leaders in 2016, CEO of Styleshare
  - Invited as a representative of Korea at "GLOBAL ENTREPRENEUR SUMMIT" Planned by president Obama in 2016



# Who is CEO of Styleshare



- Yoon Jayoung
- 2011 ~ CEO of Styleshare
- 20      Yonsei University, 전자공학과, 심리학 전공







## 궁금했던 누군가의 일상 패션, StyleShare

StyleShare는 일상 속 패션, 뷰티 등 스타일 정보를 실시간으로 공유하는 플랫폼입니다.

페이스북으로 가입하기

또는 나만의 계정 만들기

ID

비밀번호 (최소 3자)

다 했어요

## <주간 오버롤 팬츠 랭킹> 너 왜 이렇게 귀여워?

아메카지 스타일부터 귀여운 데님까지, ...

### 우리반이 제일 예뻐♥ ...

체육대회 시즌이 다가왔어요.  
가장 먼저 준비해야 할 건 바로 반 티셔츠~

우리반 친구들과 잇을... 더 보기

스타일
팔로워

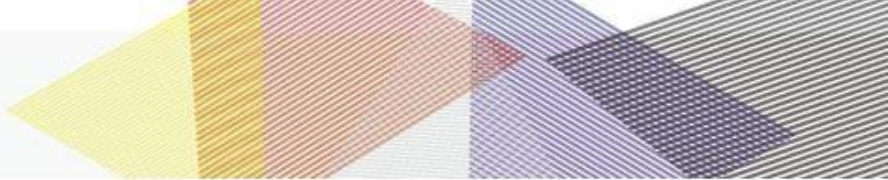
### 제 신발 좀 봐요 ♥ ...

"오늘은 무슨 신발을 신지?"  
매일 아침 신발장 앞에서 서서 고민해요.  
항상 정답은 어디에나 잘 어울리는 Keds! 더 보기

스타일
팔로워

- 당신의 뮤즈가 되어 줄...  
by 스타일쉐어 씨름
- 봄 데일리 메이크업 로...  
by 박세일
- 옷 입기 애매한 봄 날...  
by 오늘뭐입지
- <4월 마지막 주 세일...  
by 금주의세일봇
- 향기 스타일링 상담은...  
by 오직스웨
- <주간 맨투맨 랭킹> 봄...

# How are they doing business?



## Fashion SNS ( 2011~ )

- Fashion SNS
  - Users uploading their own styles
  - Purchasing information (product name, brand, price review, shopping mall)
  - Sharing real-time information and generate responses (follow, likes, alarm, comments)
  - Style feed(update in second, latest real-time trend information)

Member : 300,000

## Market Place (2013~ )

- Off-line flea market
  - “ market fest” has been held annually since 2013
  - Models, Designers, Brands shopping mall (Participant)
  - 40,500 people participated in this year
- Advertising system development and advertising

Member : 1,000,000 up

## Commerce platform (2016~)

- Breakeven Achievement
- Online store open in 2016 April
  - Cumulative annual turnover \$10million
  - as of 2017, 6,000 apparel brands, 300 shoe and bags brands, 300 beauty brands
- Joint marketing with fashion company
- Development of styleshare own brand product

Member : 2,800,000 up

# How did they procure the necessary funds?

- Establishing a company as an external resource
- The key to attracting external resources was initially business ideas, enthusiasm, and teaming
- After that, it is a substantial achievement related to business growth potential.

*Business Idea, Passion, Team*

*Business performance,  
Global growth potential,  
high customer loyalty*



- Startup contest prize (office, facility)
- Series A (\$800,000)
- Series A (\$2.5 million)
- Series A (\$1 million)

Angel investor(\$20,000)  
Small & Medium Business Administration (\$70,000)  
Korea young entrepreneur Contest (\$50,000)

evaluation of venture capital for style share

AVERAGE (score)	
Technology	75
Uniqueness	80
Marketability	88
Expandability	84
Teaming	83

# Who has been with ?



- One of the biggest challenges of start-up is securing and retaining the right human resources
- The biggest difficulty of the CEO is that in the second year of the company's foundation, five out of seven team members quit at once.
- Constant self-learning : In the early days of the company's start-up, all team members spent four months in the start-up accelerator program Mass Challenge in the United States
- Having a great mentor from Angel Investor
- Aggressively recruit talented people. (More than two-thirds of the current workforce consists of experienced workers)
- Explore and utilize available government support policy(military service exception system)

# How was ICT applied?



- In 2011, Mobile application developed for iOS and Android
- Utilizing open source for all development including homepage and service
  - Economy
  - stability
  - Performance
- Installing the server in Japan and Amazon Web Server
  - Traffic  
(Weekly average revisit rate 78%, Upload 10,000 content a day 900 million cumulative contents)
  - Global service

# Success factors



- **Marketable business idea**
- **Competitive Services (User-centered UX, UI)**
- **CEO's Passion, Tenacity, Confidence**
- **Utilizing various business start-up support programs and networking**
- **Substantial business performances management**

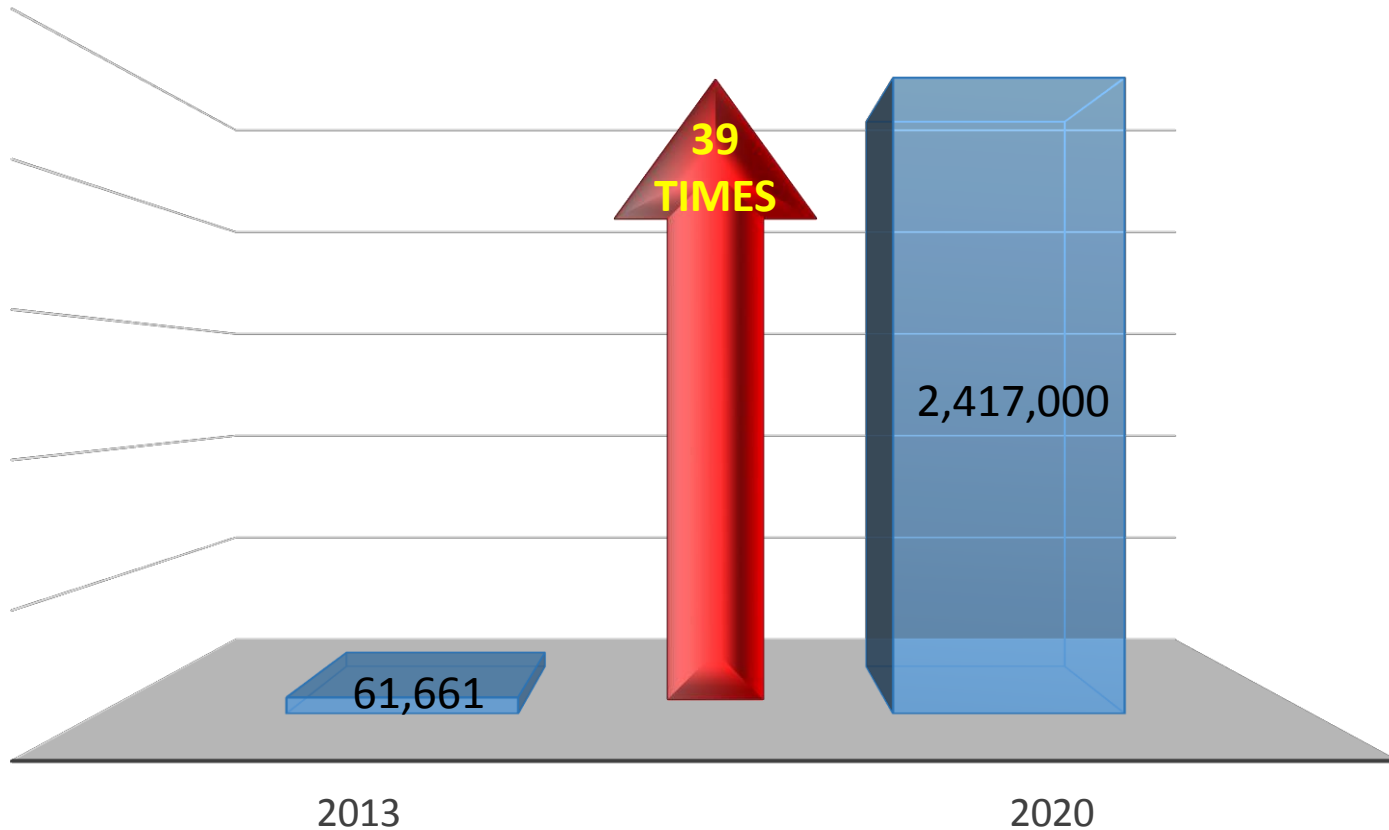


## CEO of ANTCLABS Inc. Kyung-yeon Lee (Paris)

- **2015. 05.**      **Invented BLTouch (Auto Bed Leveling sensor for 3D printers)**
- **2015. 09.**      **Launched BLTouch at Indiegogo**
- **2015. 09.~**     **CEO of ANTCLABS**
  
- **Awards**
  - November, 2014    Two Gold Prizes, Seoul International Invention Fair
  - November, 2014    Grand Prize, Korean Intellectual property office
  - June, 2016        Gold Prize, Korea International Women's Invention Exposition
  - June, 2016        Prize of Minister of Science, ICT and Future Planning Republic of Korea

# Business Model (BLTouch :: Auto Bed Leveling Sensor for 3D Printers)

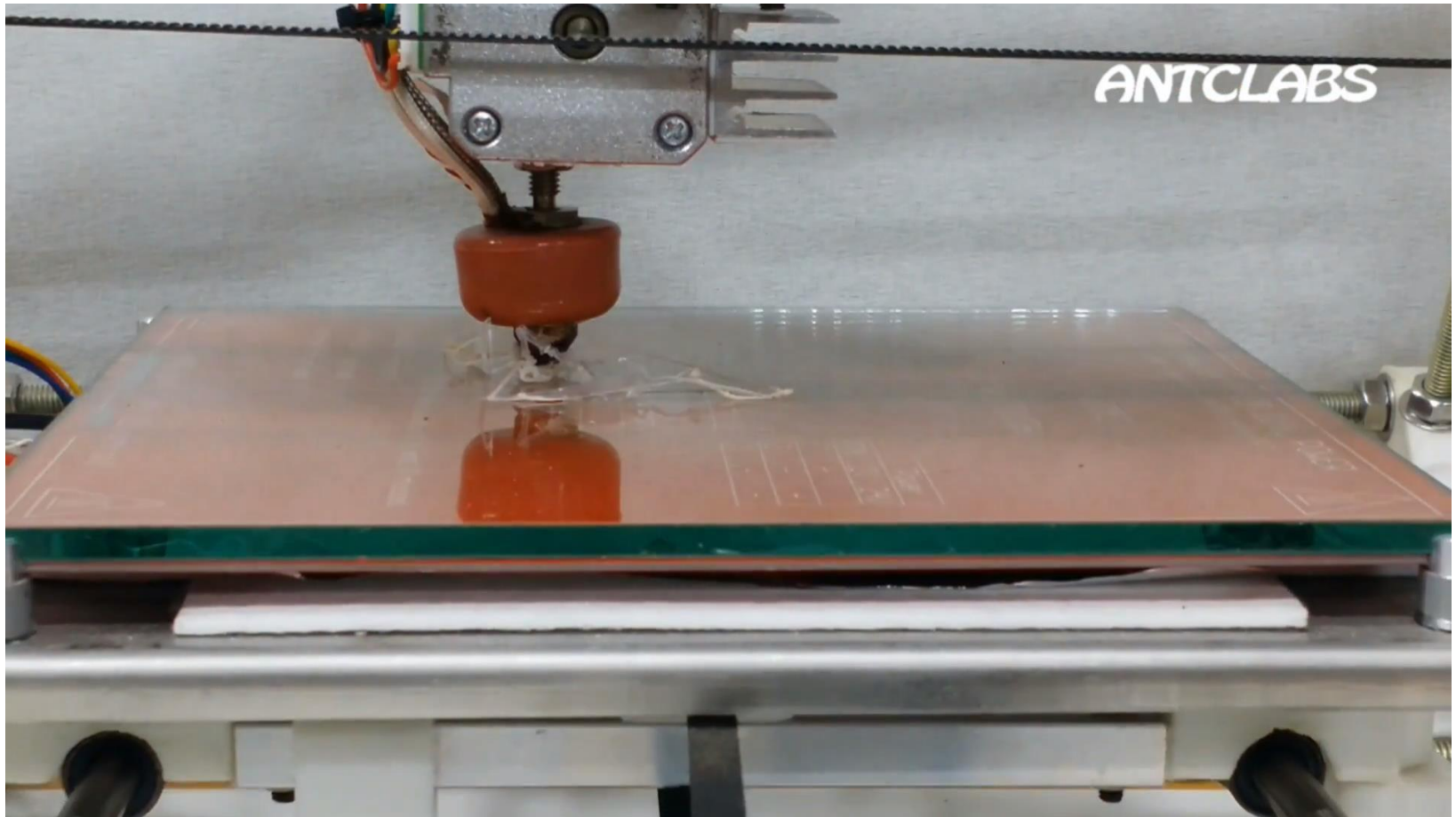
## Demand of 3D Printer



2016, Gartner

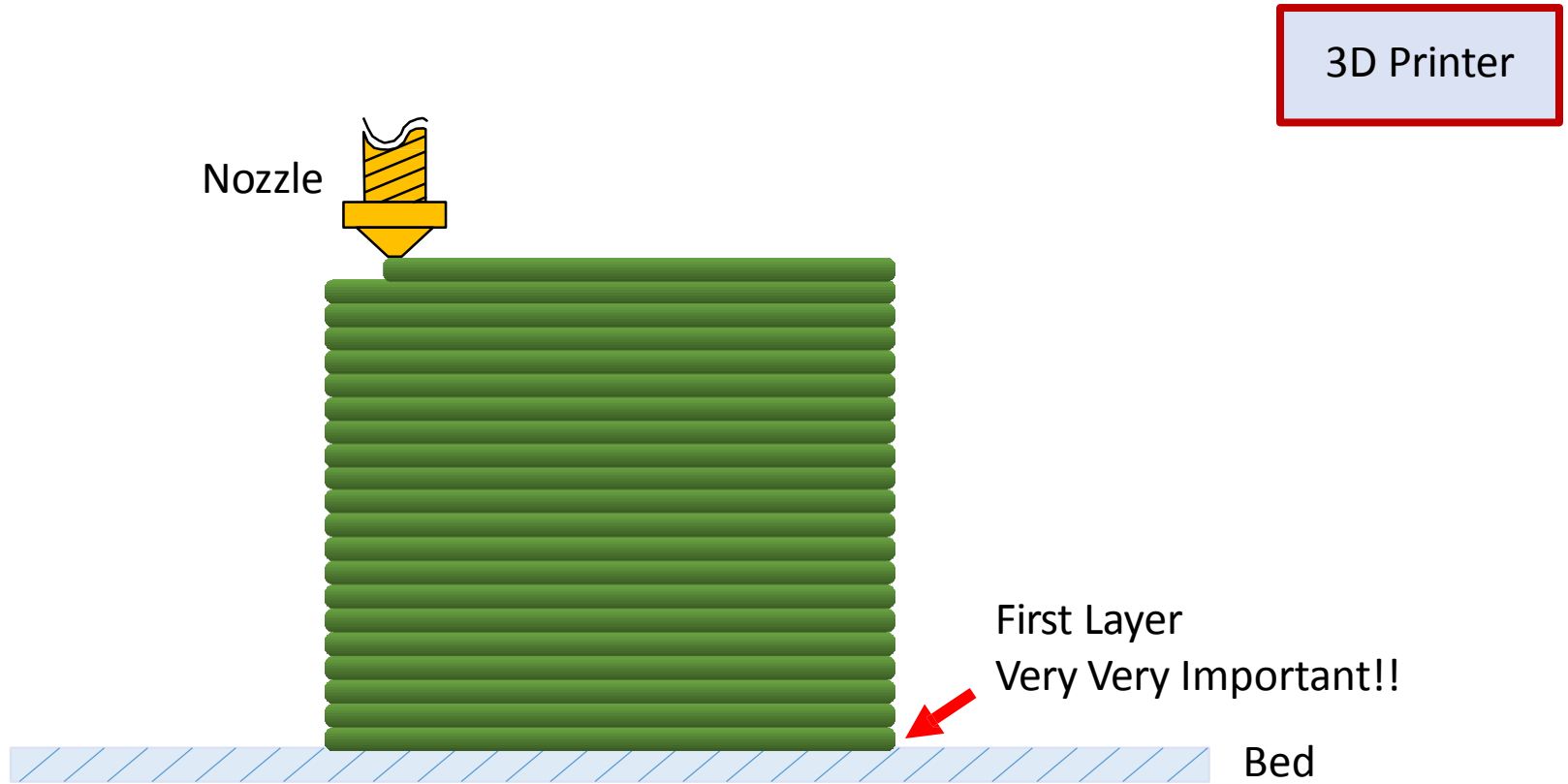


# Business Model (BLTouch :: Auto Bed Leveling Sensor for 3D Printers)



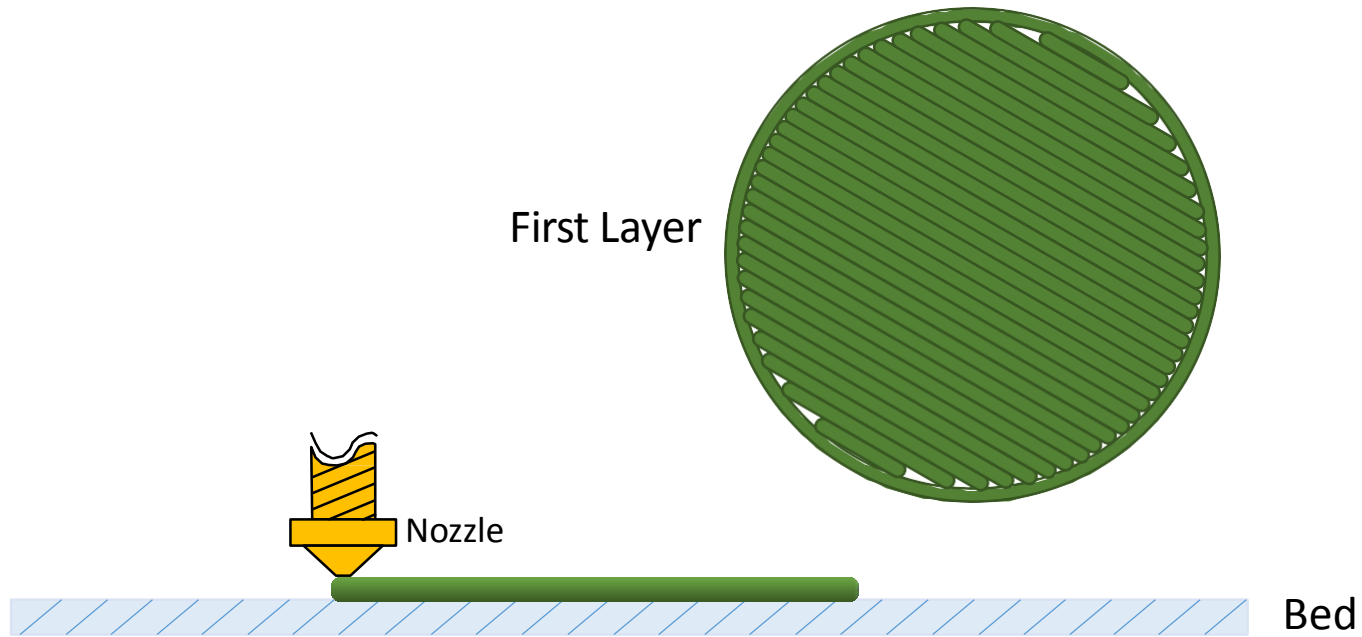
**Bed Leveling is one of the most difficult things at 3D Printing.**

# Business Model (BLTouch :: Auto Bed Leveling Sensor for 3D Printers)



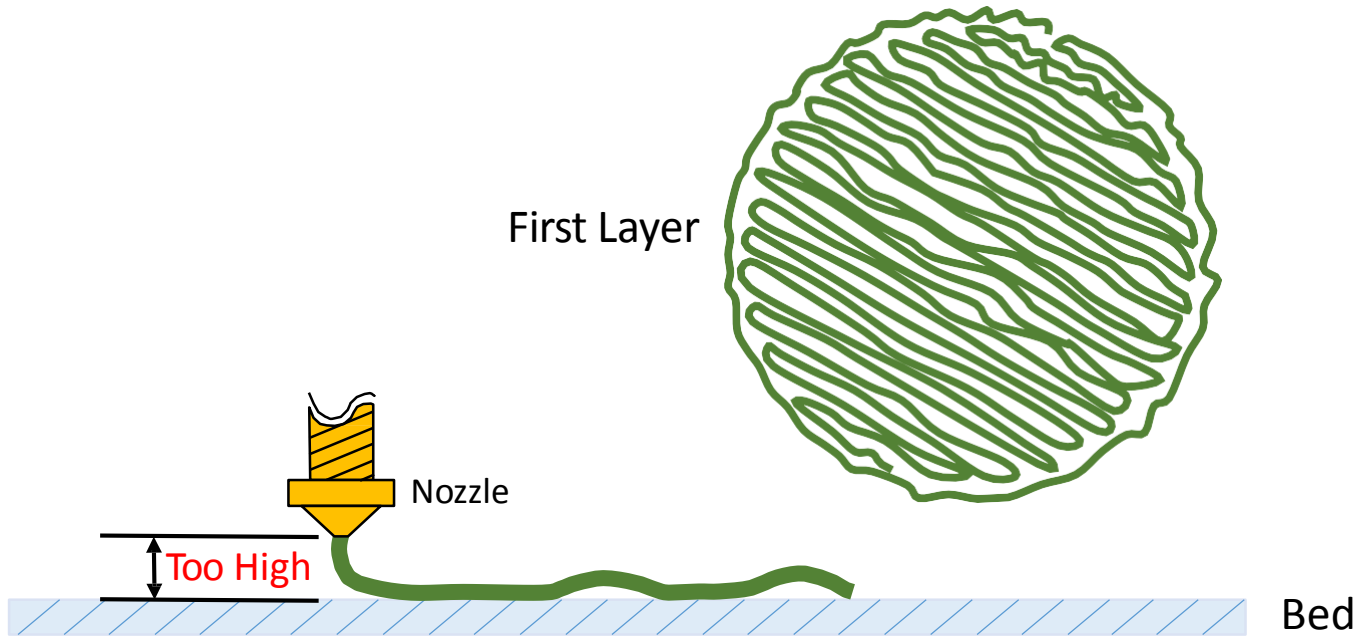
# Business Model (BLTouch :: Auto Bed Leveling Sensor for 3D Printers)

3D Printer



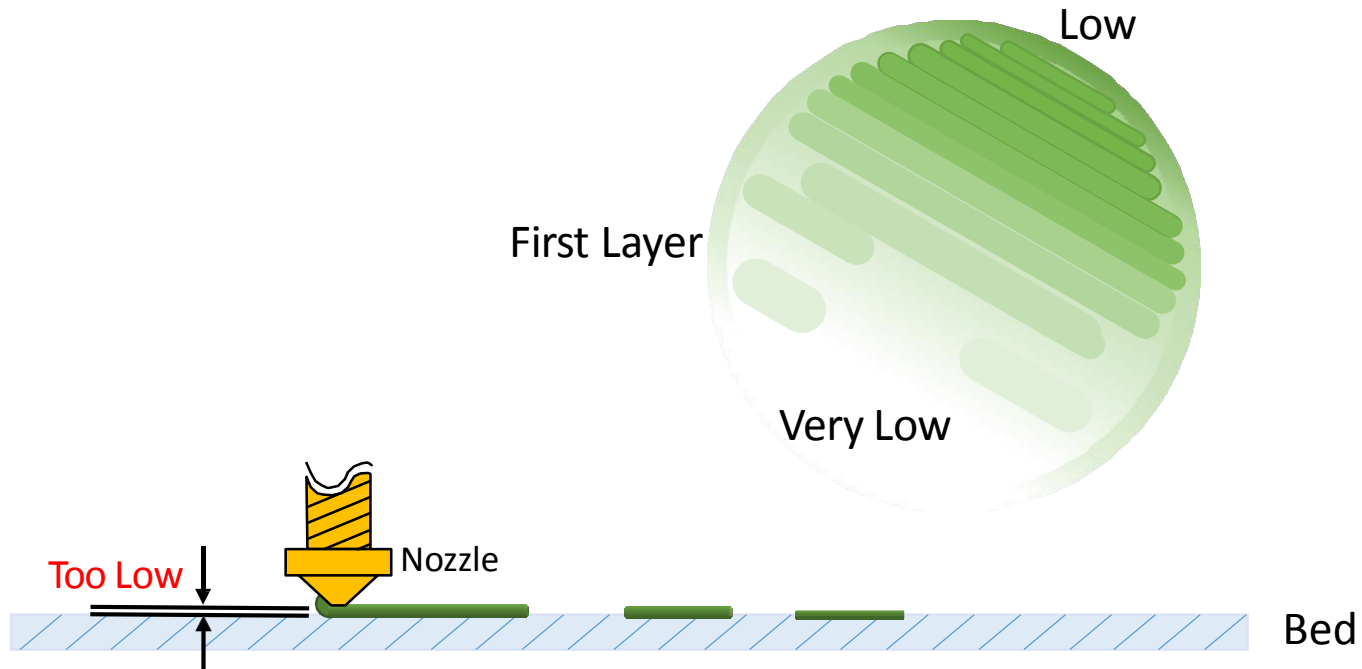
# Business Model (BLTouch :: Auto Bed Leveling Sensor for 3D Printers)

3D Printer



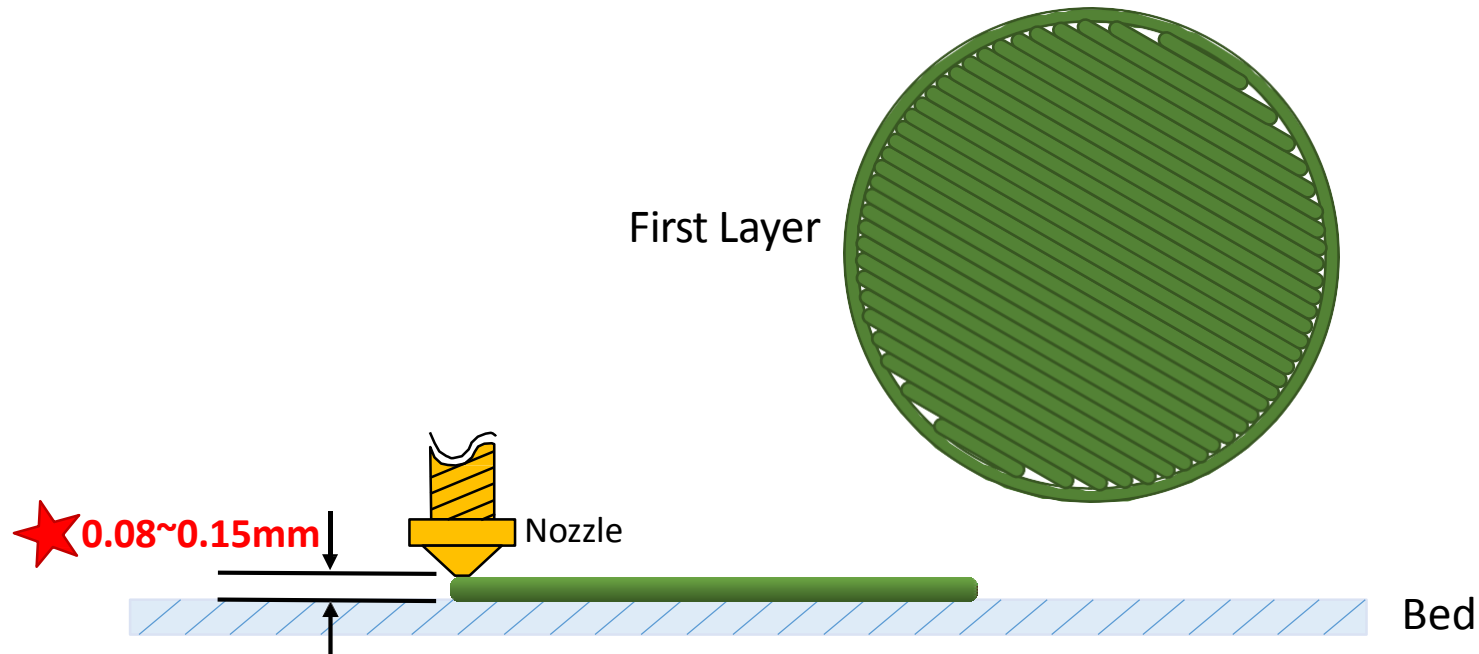
# Business Model (BLTouch :: Auto Bed Leveling Sensor for 3D Printers)

3D Printer



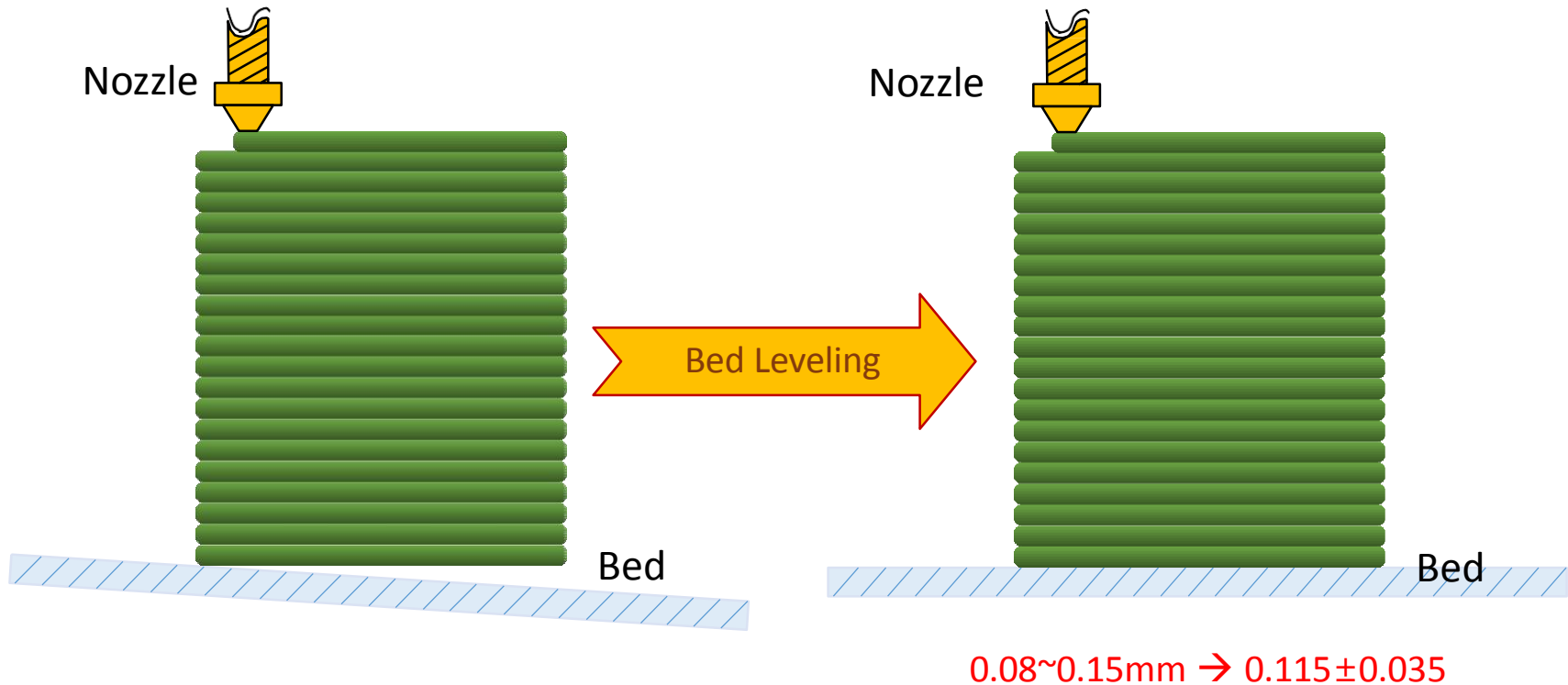
# Business Model (BLTouch :: Auto Bed Leveling Sensor for 3D Printers)

3D Printer



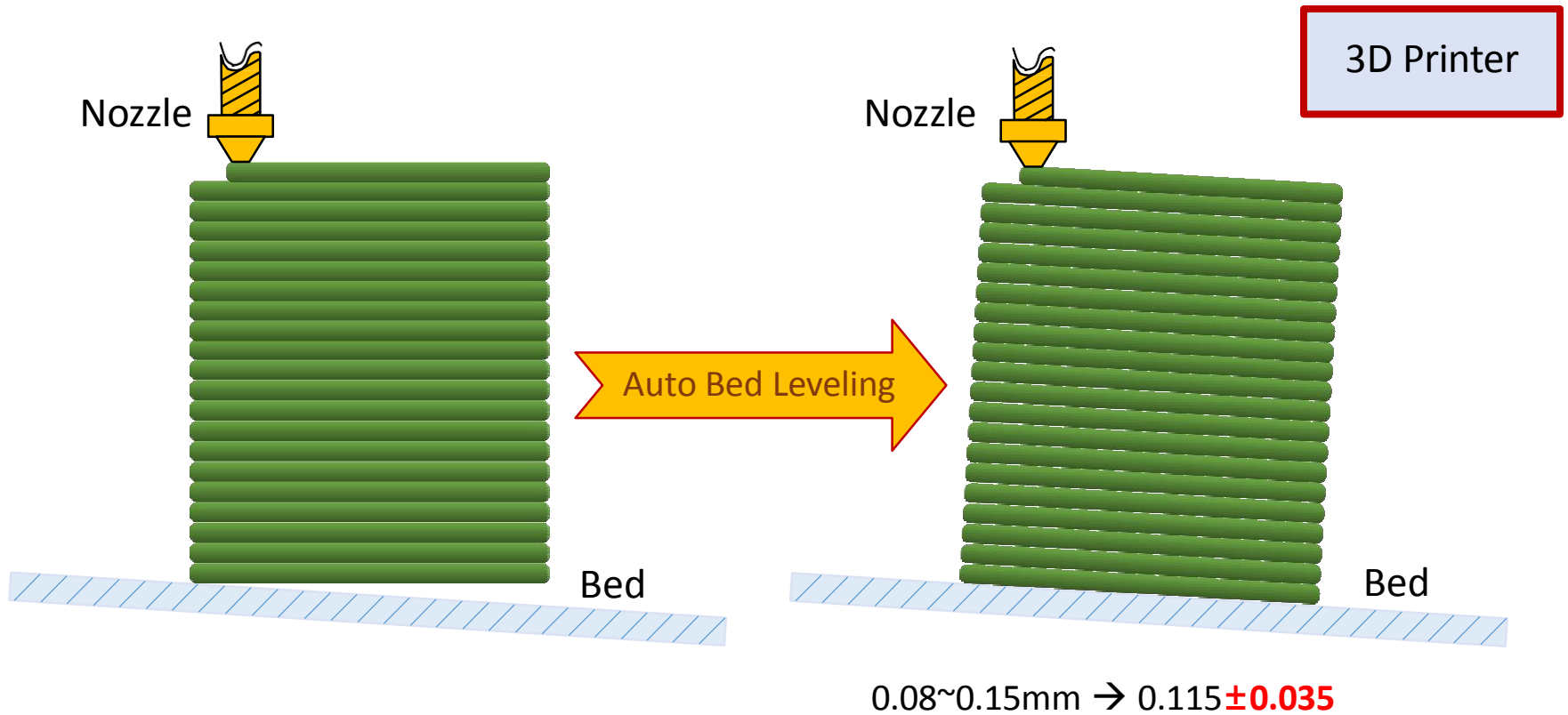
# Business Model (BLTouch :: Auto Bed Leveling Sensor for 3D Printers)

3D Printer



<Hand-operated Bed Leveling system>

# Business Model (BLTouch :: Auto Bed Leveling Sensor for 3D Printers)



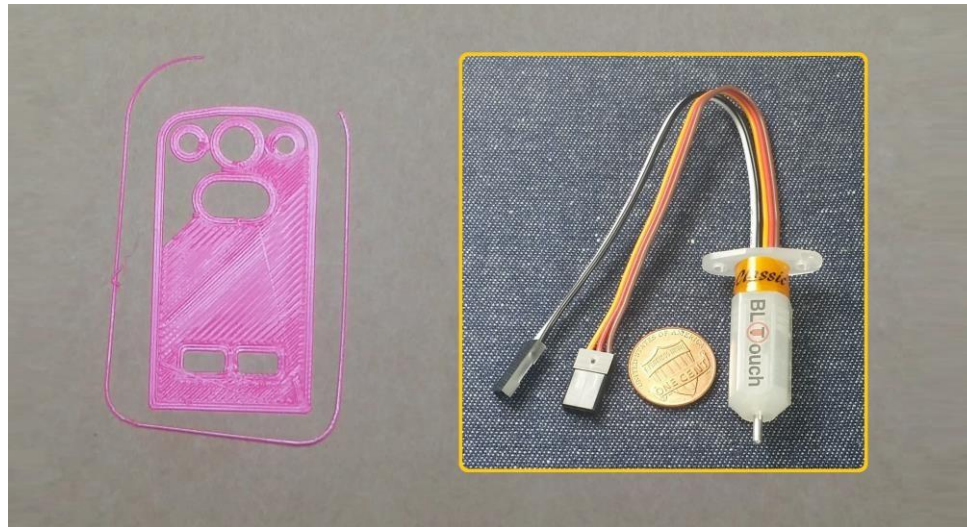
## <Auto Bed Leveling system>

For doing auto bed leveling, we need a sensor which one can detect accurately under  $\pm 0.03 \text{mm}$ . Users want under  $\pm 0.01 \text{mm}$  for good quality, but at 3D Printer environment, there wasn't before.



# BLTouch :: Auto Bed Leveling sensor for 3D Printers

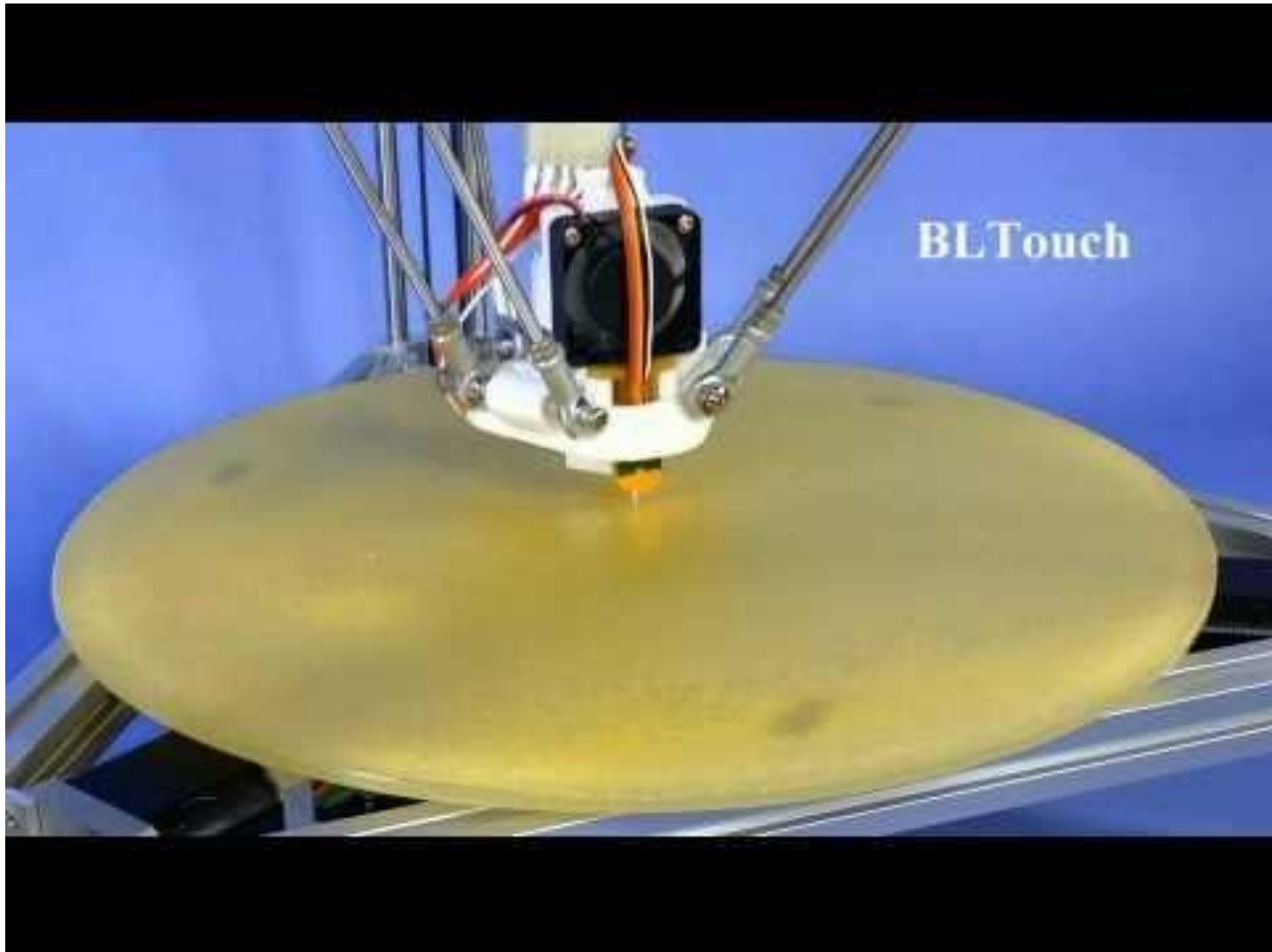
✓ business solution or product



## BLTouch :: Auto Bed Leveling sensor for 3D Printers

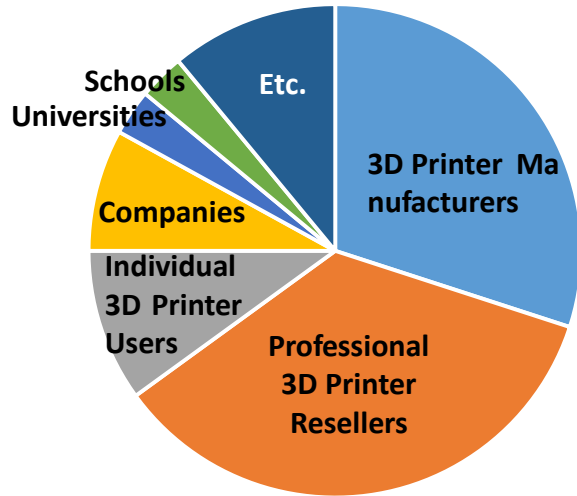
- Standard Deviation : 0.001~0.01mm (Including Hall sensor)
- Working well at every bed material (Glass, metal, wood etc.)
- Smart, Simple, Small, Silence
- Launched at Indiegogo in September, 2015.
- Selected as one of the options at Marlin firmware (Most of 3D Printer users use Marlin for their 3D Printer firmware)
- \$38 USD

# Business Model (BLTouch :: Auto Bed Leveling Sensor for 3D Printers)



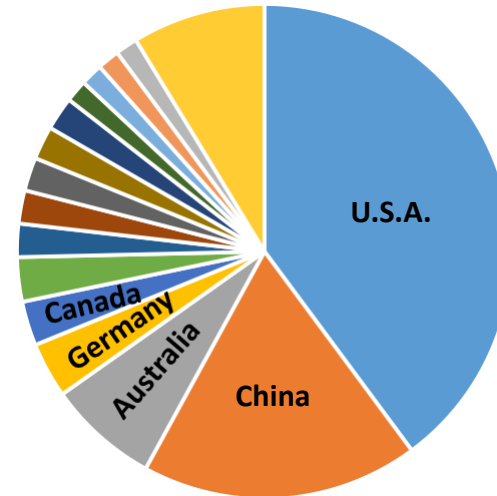
# Business Model (BLTouch :: Auto Bed Leveling Sensor for 3D Printers)

Who Purchase BLTouch?



- 3D Printer Manufacturers Professional 3D Printer Resellers Individual 3D Printer Users Companies
- Universities
- School
- Etc. (Governments, agencies, armies, etc.)

BLTouch is loved by over 80 countries in the world



- U.S.A.
- Australia
- Canada
- New Zealand
- Spain
- Denmark
- South Korea
- Singapore
- China
- Germany
- United Kingdom
- France
- Italy
- Russia
- Japan
- etc.

# Business Model (BLTouch :: Auto Bed Leveling Sensor for 3D Printers)

*With BLTouch,  
your 3D Printing can be much more lovely and exciting experience!*

# Carboneplay Co., Ltd



## AnySeok & Jae Up Ryu, Co founder, CEO

- June 2017.~ CEO & Founder of Carboneplay , Inc.
- Apr. 2017 ~ 6 month challenge fund award of Jeonbook Creative Innovation center
- jan 2016 ~ K-ICT start up mentoring center's ddicated mentoring

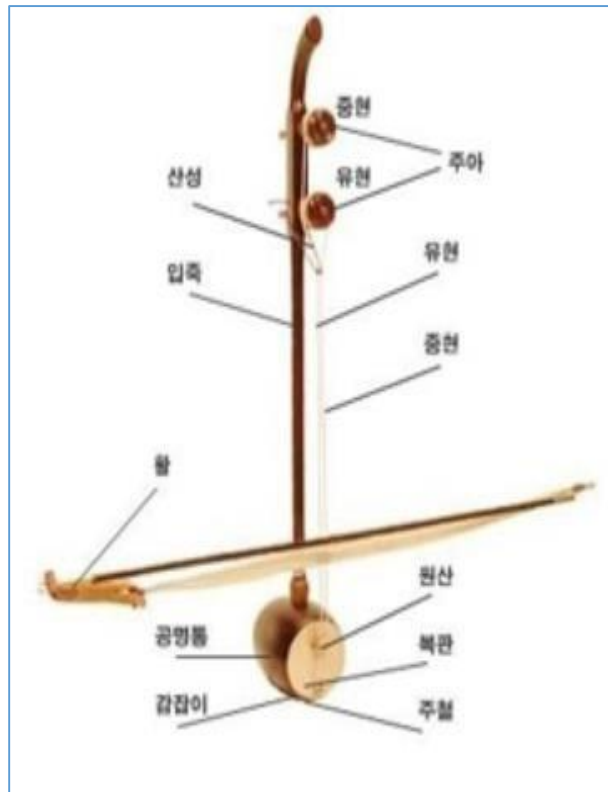
# 1. Motives for startup

## Oriental stringed instruments comparable to Western stringed instruments



## 2. Business Model – find problem

### Korea Traditional String Instrument “Haegum”



### Limitation of Popularization & Globalization

**Natural wood material** – Easily broken

Difficult to keep and manage

Long production period (**34days**)

Difficult to maintain

**Uneven quality**

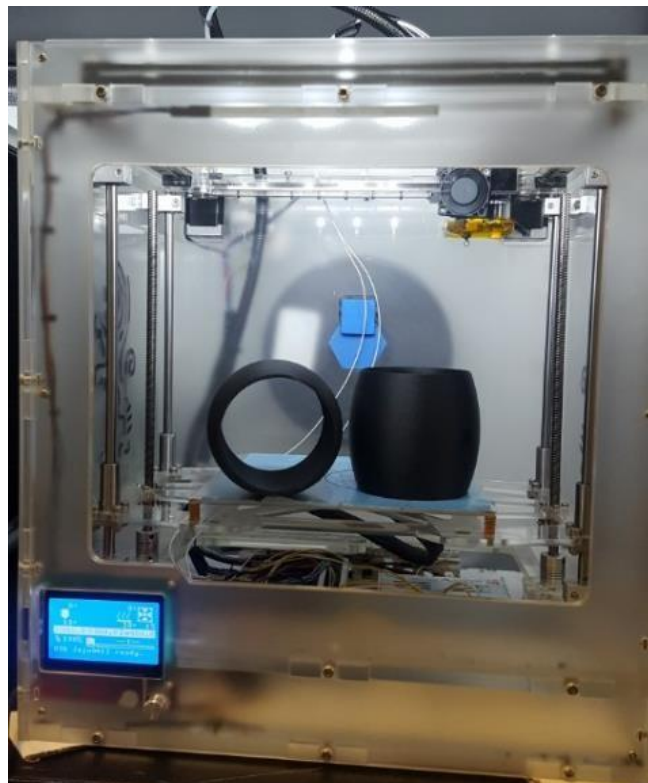
**Mass production impossible** (high price)

Fixed playing with fixed Sound facility

### 3. Applying ICT Smart Technology



Carbone, Molding + 3D printing + Electronicize + Traditional lacquer



JeonbukCenterforCreativeEconomy&Innovation (CultivatedbyJinSooKim,SooYoungLee,ChungYealRyu) Co-mentoringwithHongJinRyu,YongPilKum



# 34. Current Progress – First concert

Sep. 25, 2017 in Hall of Korean Culture of Korea

**Carbon-electric Haegum**

**Lead Popularization & Globalization**



**Carbon material - Excellent durability**

**Molding, 3D printing (3days)**

**Self keep and manage Quality**

**y uniformity guarantee**

**massive production(Ensure price competitiveness)**

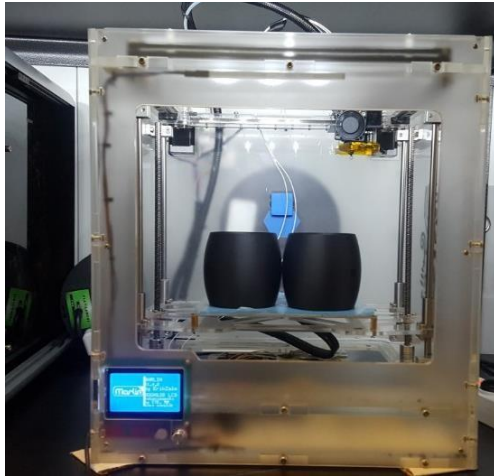
**Sound control – Dynamic performance**



Gaegum : Carbone + IT Pl  
ay case : IT convergence

- Two wide speaker
- 4 channel E.Q
- USB port
- Bluetooth for Mobile
- Reberve (nose limitation)

Mass production  
By 3D printing



Carbone electronic Ha  
eGum's player cultivation



Yun Sol Lee, 3<sup>rd</sup> grade elementary school

Carbone electronic  
HaeGum Performanece

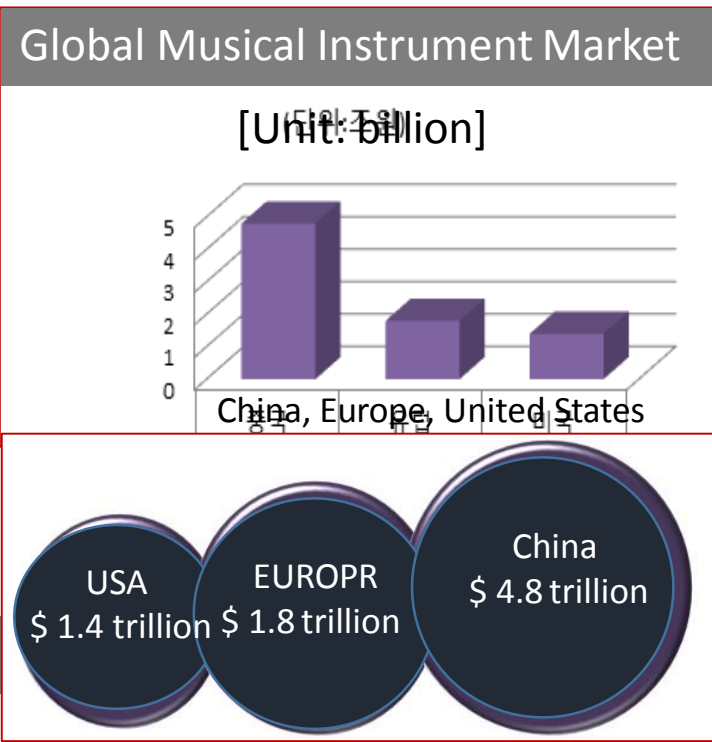


Ueon Hean Go HaeGum player

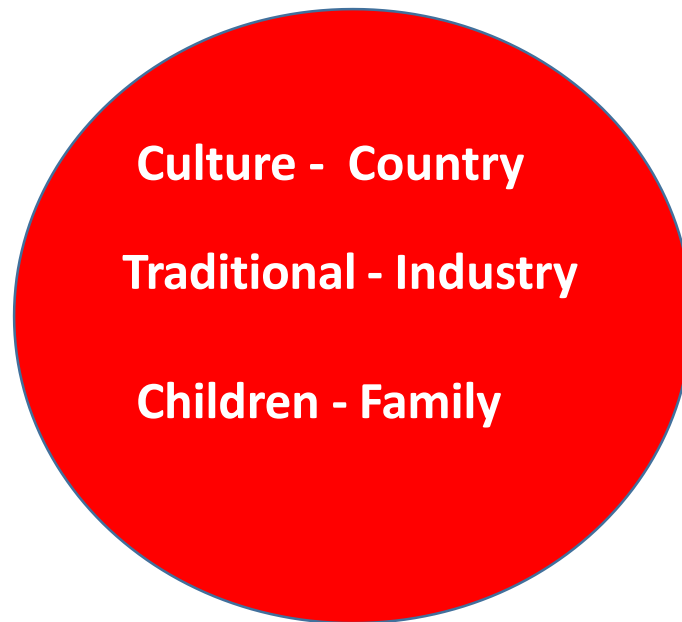
# 34. Current Progress – Overseas marketing start

## Carbon Musical Instrument Market Size

Global Carbon Musical Instrument Market  
: 2 ~ 3% of the composite market  
▶ About 1 trillion



Culture



Economy

To cultivate and encourage for APEC Business Women  
And to make offline networking opportunity

## 2017 APEC BEST AWARD hosted by Russia



2017 The APEC Best Award's winner - Rika Yajima of Japan

## 6. Success Factors

I am not success!

Just to be successful women entrepreneur, I hope to be...

I'm R&D start up continuously

- **Always looking for new things**
- **Not tied to one source & one technology**
- **Find new application areas of source technology + IT**
- **Be accustomed to making concessions and waiting**

## 7. Advice to start a business or give to women entrepreneurs

- Never giving up in any difficulty
- To meet an expert for entrepreneurial spirit development

However,

**Must have an insight to judge whether the expert is genuine or not.**



## 8. Policy Suggestion

- Advice to women entrepreneurs or people considering founding a new business
- **To make business's collaboration support policy for APEC's female companies**
- **To Excavate and cultivate mentors for 4<sup>th</sup> Industrial business APEC's women start up**
- **- Support APEC WEF ' VR interactive campus community with APEC WEF R&D platform**

# No. Dream. No. Future



## 2002 Korea – Japan Worldcup in held Korea



My 1<sup>st</sup> sun, 3<sup>rd</sup> & 2<sup>nd</sup> daughter & niece, before 15 years