방송통신위원회
KOREA COMMUNICATIONS COMMISSION

October 17, 2012 (Wed)

Global K-Startup finalizes selection of future global Internet companies and is now moving toward a global IT venture.

- **15 excellent service teams including the winner 'KnowRe' selected.**
- **Teams received startup support and funds (KRW 6 million ~ KRW 100 million).**
- **6 teams will be linked to Google and travel to London and Silicon Valley in November.**

The Korea Communications Commission (KCC, Chairman Kye-Cheol Lee) has selected 15 teams that it deemed to have excellent potential for commercial success from among the 30 teams that participated in Global K-Startup 2012. The teams were awarded startup funding, consulting and some essential business support. The award ceremony was held at Lotte Hotel in Sogong-dong at 11:00 on October 17.

The KCC, in cooperation with Google, local portals (Naver, Daum and SK Communications) and mobile network operators (KT, LGU+),

announced its plan on February 15 for the Global K-Startup 2012 program to identify and foster domestic Internet companies with innovative ideas, and help them grow into global enterprises. Then, from a large pool of applicants, the KCC selected an initial short list of 30.

This program provided the selected startups with service development funds (KRW 600,000 a month), essential support and professional mentoring to raise the quality of service, gave them professional education on technology and management, and supported them with their patent applications for 6 months so that trials and errors could be minimized. As a result, 17 teams started their own business, and 10 teams launched service.

<Global K-Startup support process>

Select ideas through an idea contest (~March)
-Target participants: students, citizens, enterprises, etc.
-30 teams are selected.

Service development support (April~September)
-Development support funding (KRW 600,000 a month)
-Expert mentoring
-Education (management, technology, PT, etc.)
-Securing intellectual property rights and providing development servers, etc.

Select excellent services and provide them with startup money (October)
-15 outstanding projects are selected
 Award ceremony (grand prize, etc.)
-Startup money (up to KRW 100 million)

Support with commercialization and global advancement (November)
-IR support for excellent projects
-Support with overseas advancement (5 teams)
 Local IR in Silicone Valley, etc.
-Link to programs like TWiSt
-Operating the IT Business Designer Team

At the award ceremony, ▲ the grand prize (KCC Chairman's award) went to the 'KnowRe' team that developed a mathematics learning service that uses a computer algorithm to analyze a student's level of mathematical knowledge and then instantly provide customized mathematical instructive content. ▲ Top prizes went to 'iClinic' (Medit Plus), a service that explains dental counseling and treatment procedures easily to patients, and 'Watcha' (Frograms), an app that recommends movies of the viewer's preference.

▲ The excellence awards were given to three teams: 'Malang Studio' that developed an alarm service featuring storytelling, 'Classting' that developed a learning management system combined with social media, and 'Magic Echo' that developed a cloud smart robot platform.

The grand prize winner received KRW 100 million and Top Prize winners received KRW 70 million. Excellence Award winners received KRW 30 million. KRW 20 million was given to the winners of the Participation Prizes, and KRW 6 million was awarded to the winner of the Endeavor Prizes. The total amount of prize money given out as startup money and business support amounted to KRW 440 million.

Also, the 6 teams, whose growth potential was recognized by the overseas advancement review group recommended by Google, received a special Google award.

▲ KnowRe, Frograms, Malang Studio, Classting, Brain Garden

and FigtreeLabs each received the special Google award, which means they will be given an opportunity to pitch their ideas to venture capital firms and angel investors in both London and Silicon Valley. The road show will go for two weeks from November 5. While abroad, they will also meet with local management and technical experts to learn how to advance into the global market.

"I hope that all prize-winning teams will move forward toward the global market with creativity, a spirit of challenge and tenacity," said Mr. Kye-Cheol Lee, Chairman of the KCC. "In an age when everything is connected to the Internet and everyone carries the Internet in their hand, the Government will take care to formulate policies to create an entrepreneurial ecosystem like Silicon Valley and make it easier to start a business."

Representatives of local portal companies as well as domestic and foreign investors attended this event. The KCC will continue to seek investment from venture investors and support global advancement through startup programs both at home and abroad.

Attachment 1: List of prize-winning teams at Global K-Startup 2012
Attachment 2: Description of the Global K-Startup program

Terrestrial analog TV ends in 2012 and the age of digital TV broadcasting begins!

[Attachment 1] List of prize-winning teams at Global K-Startup 2012 (Shaded area: special Google award)

Prize	Team name	Service name	Description
Grand prize (1) (KCC Chairman award)	KnowRe	KnowRe	o This online learning service uses a computer algorithm to analyze a student's level of mathematical knowledge and provide customized mathematical instruction instantly.
Top prize (2)	Medit Plus	iClinic	o This video-based patient management and counseling support service explains medical (dental) counseling and procedures to patients in plain language.
	Frograms	Watcha	o This service recommends content like movies of your preference with only a few clicks without having to search
Excellence prize (3)	Malang Studio	Alarmmon	o This alarm service expands the alarm function of your smartphone by providing various stories and sounds along with fun characters.
	Classting	Classting	o This service combines a learning management system and social media platform for cohorts of students to support communication among classes as well as international exchange.
	Magic Echo	Cloud-based "smart robot" platform	o Software platform and Appstore development that makes it possible to connect to various devices and toys by using smartphones and the Cloud, and also make it easy to create and utilize new functions.
Participation prize (4)	Brain Garden	Brain Garden	o This mobile social learning service helps users learn English through a social game that features gardening.
	BDrive	BDrive	o This service allows users to use their own devices as a personalized Cloud, and share files with friends and groups on PCs and mobile devices.
	Magic Search	Magic Search	o This universal search algorithm can provide search results even if there are grammatical errors or the keywords are incorrect.
	Team Talk	Team Talk	o This service makes it easy to manage various meetings like study groups.
Endeavor prize (5)	FigtreeLabs	Whatugot	o This service allows users to share items they possess (products, music, movies, books, food, etc.) with friends, and evaluate them so that reliable purchasing information can be provided.
	Dodol	Dodol	o This service backs up and manages personal

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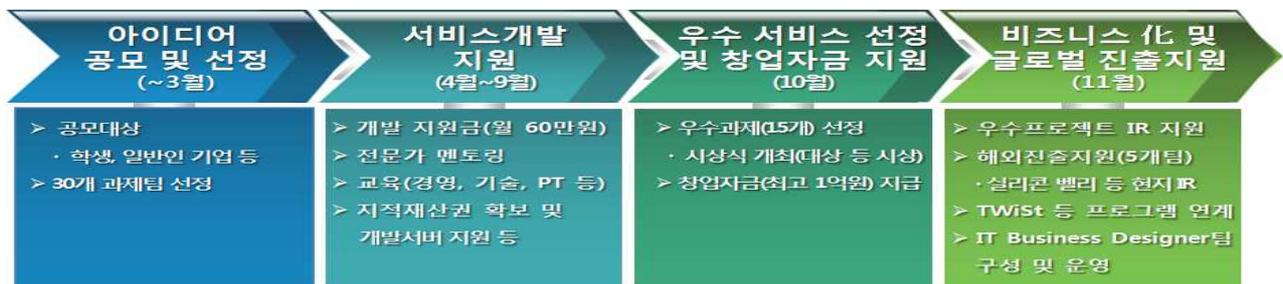| | | Cloud | information like calls and text messages by connecting Android phones and PCs. |
	Real Font	Real Font	o This service allows users to use smartphones to make their own fonts, and share the fonts with other users.
	Music Media	Music Media	o This vocal diagnosis service will have a professional vocal trainer evaluate and diagnose sound sources uploaded by users, and give advice on practice methods and songs to practice.
	Texture Lab	into.it	o This cultural content-based SNS service recommends users with similar cultural consumption patterns, e.g. movies and concerts, and allows users to record their cultural experiences and share them with other users.

[Attachment 2] Outline of Global K-Startup 2012

☐ **Background**

o The KCC cooperates with Google, domestic portals (NHN, Daum, and SK Communications) and mobile network operators (KT, LGU+) to find innovative Internet companies, support startups, link them to venture capital, and help them with commercialization and globalization.

☐ **Details**

아이디어 공모 및 선정 (~3월)	서비스개발 지원 (4월~9월)	우수 서비스 선정 및 창업자금 지원 (10월)	비즈니스化 및 글로벌 진출지원 (11월)

➢ 공모대상
 · 학생 일반인 기업 등
➢ 30개 과제팀 선정
	➢ 개발 지원금(월 60만원)
	➢ 전문가 멘토링
	➢ 교육(경영, 기술, PT 등)
	➢ 지적재산권 확보 및
	  개발서버 지원 등
		➢ 우수과제(15개) 선정
		 · 시상식 개최(대상 등 시상)
		➢ 창업자금(최고 1억원) 지급
			➢ 우수프로젝트 IR 지원
			➢ 해외진출지원(5개팀)
			 · 실리콘 밸리 등 현지IR
			➢ TWiSt 등 프로그램 연계
			➢ IT Business Designer팀
			  구성 및 운영

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o **(Selection method)** Entrepreneurs of any background, be they students, citizens or businesses, are openly invited to participate in an idea contest covering four key areas of Internet service

Terrestrial analog TV ends in 2012 and the age of digital TV broadcasting begins! (business, education, entertainment and lifestyle)

- A total of 246 ideas were received within a month of the open contest (February ~ March) from which a total of 30 teams were selected (11 of which consisted of students) (March 29)

o **(Provided support)** Starting April, the teams were provided with essential business services, professional consulting and basic funding (KRW 600,00 a month) to turn their ideas into real commercial enterprises.

- From the pool of 30 teams, 15 were selected to receive a larger tranche of startup money (KRW 6 million ~ KRW 100 million).

o **(Global advancement)** Startups deemed to have high potential for global expansion will be selected and linked to Google, and receive opportunities to travel to London and Silicon Valley to pitch their ideas to venture investment firms and angel investors.