

Institute for Startup KAIST
KAIST 창업원
iskforum.kaist.ac.kr

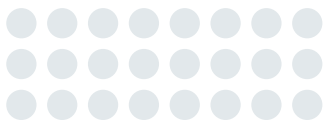


on Startup Accelerators



November 2 (Monday) - Pangyo
November 3 (Tuesday) - Daejeon





Welcome Message

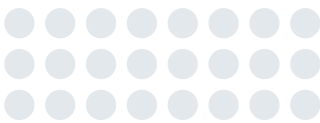


Sung-Mo "Steve" Kang,
President
KAIST

KAIST has played a major role in the spectacular growth of the Korean economy by carrying out world-class R&D's and supplying highly trained engineers. At KAIST, we believe that the growth engine of the new Korean creative economy is the entrepreneurship based on high technology. Thus, we recently kicked off the Institute of Entrepreneurship and the "Startup KAIST" movement. The essence of this movement includes nurturing entrepreneurial culture, creating ecosystem for startups and helping Korean startups go global.

The Institute for Startup KAIST is organizing a forum on startup accelerators. Startup accelerators are created to help the rapid growth of its member startups and we have seen their success stories, especially in the U.S. Now the concept of accelerators are being replicated in many parts of the world. How are accelerators for startups operated? What is the impact of accelerators on the startup ecosystems? We are inviting those who work for accelerators or startups in different parts of the world. Through presentations, panel discussions and informal interactions, participants are expected to gain insights on the operation of accelerators. We hope that this forum will help building the ecosystem that is unique to Korea.

I look forward to welcoming you in Pangyo and Daejeon.



Milton B. McColl (CEO, Gauss Surgical)

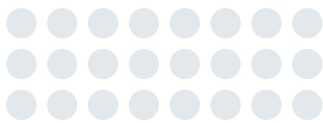


Milt McColl is a serial entrepreneur and has spent more than thirty years in the medical device industry. Milt was previously a partner with New Leaf Venture Partners, which manages over a billion dollars in Life Science investments, and has held senior management positions in Fortune 500 companies. He has been a member of the board of directors, founder and /or CEO and an advisor to more than a dozen early stage companies. Of the six early stage companies he worked in, three were acquired by large, publically traded companies and two were completed IPOs. He is currently the CEO of Gauss Surgical, Inc. based in Silicon Valley in California.

The company was formed in the summer of 2011 and subsequently co-located to the Stanford Startx accelerator where they spent more than a year developing their iPad app. The company has raised more than \$12M US and is now commercializing their product. Gauss is currently part of TMCx, an accelerator in Houston, Texas. Milt began his career as a professional football player with the San Francisco Forty-Niners from 1981 to 1988 and was a member of two Super Bowl Championship teams. He is a licensed physician in California and volunteers at the local Clinic by the Bay in South San Francisco.

The Ecosystem of Silicon Valley: Entrepreneurs (Founders!), Angels and Venture Capital (Money!) and Accelerators (Support!)

In the decade since the dot-com boom, the environment for building tech startups has changed dramatically. Conditions for creating new companies, especially nimble internet and mobile tech startups with talented teams and big ambitions, and the demand from both investors and corporate acquirors has never been greater. Traditional business incubators, which historically were “idea factories” which typically focused on developing and testing ideas that might eventually lead to an interesting product or disruptive technology, are often government-funded, generally take no equity, and focus on biotech, medical technology, clean tech or product-centric companies. Accelerators, on the other hand, can be either privately or publicly funded, focus on a wide range of industries and are typically fixed-term, cohort-based programs, that include mentorship and educational components. They frequently culminate in a public pitch event or “demo-day”. Accelerators originated in the US with the famous Y Combinator in 2005 (San Francisco, California near the “Silicon Valley”) and over past 10 years have become ubiquitous worldwide. Early evidence suggests such programs have had a positive impact on founders, helping them learn rapidly, create powerful networks and become better entrepreneurs. More importantly Accelerator Programs may be the answer for all the stakeholder’s needs serving them better than traditional incubators. This talk will focus on the different types of Accelerators in the Silicon Valley, what differentiates them, what makes them successful and how they operate within the Silicon Valley “Ecosystem.”



Hanjoo Lee (CEO, SparkLabs)



Hanjoo Lee is co-founder of SparkLabs, startup accelerator. SparkLabs helps seed-stage startups to grow by investing and accelerating

He also in an entrepreneur who has experienced the establishment, operation, and exit of the startup. In 1998, he co-founded managed hosting firm in Chicago with his colleagues. Hostway has been providing managed hosting service to one million clients through its data centers around 12 different countries. Hostway still provides cloud and IDC based total managed hosting services for the IT infrastructures of global companies such as Verizon, Disney, Comcast, Sony, Samsung Electronics,

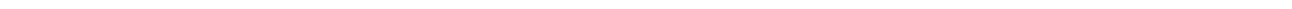
and Vodafone. Hanjoo was responsible for all the essential part of Hostway until his exit in 2014.

In 2006, Hanjoo led Hostway's expansion into India and co-founded Affinity Media, the online advertising network in India. Currently, he takes responsibility in choosing strategic direction for Affinity Media.

Hanjoo was born in Korea and moved to US when he was in middle school. He earned his BA in Biology from University of Chicago and started his business and family in Chicago. He now resides in Seoul.

Global Expansion for Startups (Nov. 2, Pangyo)

Cyworld was the first SNS platform before Facebook or twitter. Despite its domination in Korean market, it failed to see the importance of challenging the global market which led to gradual failure of the business after Facebook's entrance into Korean market. As the world become more internationalized, it becomes harder for companies to survive without expanding globally. Nexon is already globally known game company. Coupang recently raised \$1billion from Softbank to boost up their global expansion. Memebox is actively reaching out to US and Chinese market. What do these companies have that other companies don't to go into the global market? What are the key points that companies should know to be recognized worldwide? Hanjoo Lee will talk about the key issues of global expansion and the most important aspect to become successful business, the grit.





Kara Shurmantine (Director of Global Partnerships, MassChallenge, Inc.)



Kara is responsible for developing strategic partnerships with organizations around the world to help MassChallenge achieve its mission of catalyzing a global startup renaissance. Her responsibilities include managing the MassChallenge international Bridge program and developing strategies for MassChallenge expansion abroad.

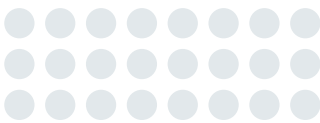
Prior to her role at MassChallenge, Kara worked for StudySync, an edtech startup based in her home state of California. Kara graduated from Middlebury College, where she received a B.A. in English & American Literatures and Spanish and was editor-in-chief of the student weekly.

Going global: Choosing an accelerator in the U.S. (Nov. 2, Pangyo)

Today's high-impact startup must be globally competitive and multinational from day one. But in a crowded, noisy global community with many competing demands and priorities, how is a high-potential startup to obtain the right resources — mentorship, partners, customers, capital — necessary to fuel its growth? This session will explore the advantages of using accelerators in the U.S. as a "soft landing" and the nuances of various models, as well as discussing challenges international startups face when expanding abroad.

Cultivating successful startup ecosystems: Pitfalls and best practices (Nov. 3, Daejeon)

Startup ecosystems are complex, dynamic systems composed of various stakeholders — startups, investors, corporations, government, universities — and their competing and collaborative interests. Startup success is widely credited for job creation and innovation-driven economic development, but how can communities create the best possible environment for early-stage, innovative businesses to thrive? In this session we will discuss the components of a healthy startup ecosystem, the attributes that make them successful, and various approaches to strengthen an ecosystem's capacity to support startups.



Jimmy Kim (CEO, SparkLabs)

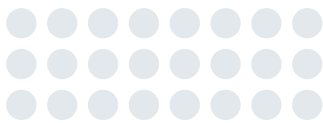


Jimmy Kim is Co-founder & Partner at SparkLabs Global Ventures. He is also a Co-founder & Partner at SparkLabs, a startup accelerator in Korea. Jimmy is Co-founder and President of N3N, an IoT platform company and Cisco's first global IoT investment. They service numerous Fortune 500 companies and governments, such as Samsung Electronics, POSCO, Port of Singapore, The North Face, and Hyundai Motors. He previously served as N3N's CEO. Previously, Jimmy was CEO of Nexonova, a game development studio of Nexon Corp that specializes in Social Network Games. Prior to Nexonova, Jimmy served as Executive Vice President of Nexon Corp, and Head of Nexon's Portal (www.nexon.com, market cap: \$5 billion) and Web Services. Nexon is one of the most successful online gaming providers, with games such as Maple Story, Dungeon and Fighter, Combat Arms, and Kart Rider. Nexon services over 20 games across 60 countries to an audience of 300 million. Jimmy was the founding investor and active deal adviser of Studio Ex, an online gaming studio that was acquired by Disney in 2012. Jimmy is sought-after speaker on online gaming and technology and has spoken at various conference such as LeWeb, Ad:Tech, and Web 2.0 Expo. Jimmy received his B.S. in Bio-medical Engineering from Northwestern University, and also a M.S. in Bio-medical Engineering from Korea Advanced Institute of Science and Technology (KAIST). Jimmy also completed the Stanford University's Graduate School of Business's Executive Management Program.

Checkpoints for Startups (Nov. 3, Daejeon)

Korea's startup ecosystem is growing rapidly. People quit their job to find their own businesses, government is showering the ecosystem with different projects, and big corporates are aggressively looking for new industries to grow. Along with Coupang's recent \$1 billion fund raise, and Fitbit's exit to IPO, Korea's unique economy is luring foreign investors into Korean startups. It is good time to start a startup! However, not everyone can have the glory of success or turn the company into so called "unicorn". Behind all the glory and success stories, there are hard times and lessons that founders had to go through to make what people envy now. SparkLabs was found by entrepreneurs who have experienced that to help the startups that want to grow into global company. Before starting a company, there are a few checkpoints that you should consider to see if you are really up for it and investors and accelerators such as SparkLabs will make sure if you have those points set before making decision whether to invest or not. James Kim will share those checkpoints to help entrepreneurs to evaluate their own businesses.





Olli Vuola (Executive Director, Aalto University)



As an entrepreneur, corporate director, board member, management consultant, and technology transfer officer, Dr. Vuola has been involved in multiple corporate ventures and spin-offs, as well as in independent growth companies in various industries to start and grow new businesses and commercialize new radical technologies and business models.

While in business, he has served as Adjunct Professor of Technology Policy and Innovation Management, and Executive in Residence at Aalto University, Finland, and as Visiting Scholar at Georgia Institute of Technology, USA, and Research Scientist at CERN, the European Laboratory

for Particle Physics, Switzerland. His academic merits include publications in leading journals such as the International Journal of Technology Management and the Research Policy. He has acted as a referee for the International Journal of Technology Management, Journal of Technology Transfer, International Journal of Product Innovation Management, Research Policy, and Research Evaluation.

Past and present positions of trust include the Government Foresight Report, the jury of the EY Entrepreneur of the Year, Boards of Directors of various companies, the European Industrial Research Management Association EIRMA, the CERN Finance Committee, Nordic Delegation to the ESRF Purchasing Committee, and the Student Parliament of Helsinki University of Technology.

Next generation startup ecosystem – case Aalto University

Global economic future depends on new scalable businesses and high-growth startups. How can we help the startups flourish? At Aalto University in Finland, there is a unique and successful startup ecosystem, in which students play a central role. It provides education, student exchange, acceleration, and events, all initiated by students. In his talk, Dr Olli Vuola will describe the Aalto entrepreneurial ecosystem, and will argue that next generation startup ecosystems are those that enable and empower students take initiative and build large-scale ecosystemic experiments.

Day 1 (Nov.2) - Pangyo

KAIST Center for Industry Outreach, Auditorium (B1 F), Global R&D Center, Pangyo Techno Valley

12:00-12:50	Lunch & Registration	Lunch will be served for all participants
12:50-13:00	Welcome Message	
13:00-14:00	Going global: Choosing an accelerator in the U.S.	Kara Shurmantine (Director of Global Partnerships, MassChallenge, Inc.)
14:00-15:00	Next generation startup ecosystem – case Aalto University	Olli Voula (Executive Director, Aalto University)
15:00-15:20	Coffee Break	
15:20-16:20	The Ecosystem of Silicon Valley: Entrepreneurs (Founders!), Angels and Venture Capital (Money!) and Accelerators (Support!)	Milton B. McColl (CEO, Gauss Surgical)
16:20-17:20	Global Expansion for Startups	Hanjoo Lee (CEO, SparkLabs)
17:20-18:20	Panel Discussion	

Day 2 (Nov.3) - Daejeon

Startup KAIST Studio(3F), W8, KAIST, Daejeon

12:30-13:00	Registration	
13:00-13:10	Welcome Message	
13:10-14:10	Next generation startup ecosystem – case Aalto University	Olli Voula (Executive Director, Aalto University)
14:10-15:10	The Ecosystem of Silicon Valley: Entrepreneurs (Founders!), Angels and Venture Capital (Money!) and Accelerators (Support!)	Milton B. McColl (CEO, Gauss Surgical)
15:10-15:30	Coffee Break	
15:30-16:30	Checkpoints for Startups	Jimmy Kim (CEO, SparkLabs)
16:30-17:30	Cultivating successful startup ecosystems: Pitfalls and best practices	Kara Shurmantine (Director of Global Partnerships, MassChallenge, Inc.)
17:30-18:30	Panel Discussion	
18:30-19:30	Dinner	Dinner will be served for all participants