

「K-Startup Center 2021」  
Reannouncement of Recruitment of Accelerators  
from 4 Countries(USA, India, Israel and France)

March 4, 2021

Minister of SMEs and Startups

**1. Program Background**

The Ministry of SMEs and Startups (MSS) and the Korea Institute of Startup & Entrepreneurship Development (KISED) is operating the K-Startup Center in order to promote the entry of **Korean growth-stage startups** into overseas markets and to support them in settling into the new markets. MSS and KISED are recruiting accelerators to run local K-Startup Center programs in seven countries in 2021.

Ministry of SMEs and Startups (MSS) is the ministry responsible for policies regarding small and medium-sized enterprises, venture companies, and startups in Korea and oversees not only policy planning, but also support, protection and fostering programs. Korea Institute of Startup & Entrepreneurship Development (KISED) is a public institution under MSS, specializing in providing support to over 5,000 startups annually through entrepreneurship education programs, financial support for commercialization, and support for global expansion.

KISED will select accelerators in 4 locations: Seattle (USA), New Delhi (India), Tel Aviv (Israel) and Paris (France). The selected K-Startup Center program's accelerators will be responsible for directly evaluating and selecting Korean startups to participate in their program. Startups shall be recruited by KISED, with the focus on leading specialized industries in each country. Upon startups' selection, the accelerators are responsible for conducting a Pre-program (online) in May 2021, followed by a KPI workshop in June and an on-site regular program(or online program) between July and October.

Accelerators wishing to participate as K-Startup Center accelerators are asked to submit their applications by no later than March 17th (Wed), 2021 at 5pm KST (Korea Standard Time).

## **2. Recruitment Overview**

- ☐ **Goal of Recruitment** : To support successful localized scale-up of Korean startups by selecting specialized organizations to operate K-Startup Center programs in seven countries in 2021.
- ☐ **Number of accelerators to be selected** : 4 Accelerators
  - Accelerators that have experience supporting startups and have appropriate professional networks in each indicated specialized industry (1 per country, 4 organizations in total)
  - Considering each country's unique startup ecosystem and Korean startups' preferences for market entry, up to two specialized industries per country is designated.

Country	USA (Seattle)	Sweden (Stockholm)	Singapore (-)	India (New Delhi)	Finland (Helsinki)	Israel (Tel Aviv)	France (Paris)
Specialized Industries	Autonomous driving	AI	Fintech	EduTech	AR,VR,XR	Bio Healthcare	Culture contents
	Retail	Green Industry	Smart City	AgTech	Smart Energy	Defence Industry	Contact-less Industry

\* Recruitment of accelerators in Sweden, Singapore and Finland was completed.

☐ **Application Open** : January 28th (Thur) ~ March 17th (Wed), 2021, 5pm KST (Korea Standard Time)

☐ **Startup Company Matching**

- The selected accelerators shall directly select the startups to participate in each program, and the number of selected startups will vary by country.
- Each accelerator may select a maximum of 20 startups for the pre-program and maximum 10 startups for the regular program.

☐ **Contract Period(Between KISED & Selected Accelerator)**

- From Date of signing contract agreement with KISED until November 30th, 2021

☐ **Responsibilities of Accelerator**

- 1) Evaluation & selection of startups
- 2) Operation of a 2-week pre-program
- 3) KPI workshop (including visiting Korea)
- 4) Operation of a 8-week local-based regular program
- 5) Reporting of program result & budget expenditure etc.

※ If due to COVID-19 situation it is impossible to operate a regular program on site, at least two overseas accelerator's personnel shall come to Korea to run the program in Korea

## ☐ Program Budget

- KISED will estimate the budget of pre-program and regular programs for each country and will pay the amount in KRW after signing the program agreement with the selected accelerators.

### <Program Budget per Accelerator Program>

(Unit : KRW)

Country	Startup Quota	Program Expenses	Country	Startup Quota	Program Expenses
<b>USA Seattle</b>	(pre) 20 (regular) 10	Max 310,000,000	<b>Israel Tel Aviv</b>	(pre) 12 (regular) 6	Max 186,000,000
<b>India New Delhi</b>	(pre) 20 (regular) 10	Max 120,000,000	<b>France Paris</b>	(pre) 16 (regular) 8	Max 248,000,000

\* The accelerators must show in their application a detailed expense breakdown within the range of maximum budget stated in above table

## 3. Application Requirements

## ☐ Requirements

- Candidate accelerator must have a network of at least 10 experts and mentors specialized in the specific industries, and must be able to assign at least two dedicated staff to run the operations for the length of the program.
- The dedicated staff of KSC program must have at least three years of experience in the field of startup mentoring, consulting, business growth education, or the venture investment industry.

- Responsibility of dedicated staff

- ① **Korean startups support management** : Continuous and regular communication with startups: informing of the program-related schedule updates, conducting programs for the startups and tracking the participants' performance
- ② **Communication with KISED**
  - Maintain regular communication with the program coordinator from KISED regarding all the program processes, such as contract agreements, program curriculum, settlement of project expenses etc.
  - Refrain from informing the startups of program details, without prior consultation with KISED, as well as about disclosing the startups' information to 3rd party organizations.
- ③ **Meeting Deadlines** : Comply with the deadlines and timeline set by KISED, such as selection evaluation and submission of the final results report. Any delays will need to be sufficiently justified.
- ④ **Others** : K-Startup Center's program should be set as a top priority task for the participating accelerator and its dedicated staff members.

- Candidate accelerators must present a history of investment or acceleration in **at least 5 overseas startups**
- For conducting of the local regular program, the accelerator must be able to provide access to public space: office space, meeting rooms seminar rooms for at least 10-20 people\*.

\* Regular program's selected startups x 2ppl team members = maximum 20ppl

☐ **Accelerator's Role (obligations)**

- ① **Startup Company Selection** : Selection Committee composed by three or more experts in specialized industry(investors, mentors, etc.) shall be assembled to select startups who will participate in pre-program and regular program.
- **Step 1. Startup recruitment** : KISED will directly recruit Korean startups with investment records and present all candidate applications to the accelerators.

### <K-Startup Center Startup Recruitment Overview>

- ☐ **Application requirements** : Startups established within 10 years, with previous investment records
- ☐ **Application Open** : Mid of February ~ March, 2021, about a month for application submission
- ☐ **Application process** : KISED posts startup recruitment announcement → Online application → After the application deadline, transfer of all the application documents to the accelerators

- **Step 2. Pre-program startup selection** : The accelerator shall evaluate written applications and interviews of 1.5~2 times more startups than the program quota.

- ☐ **Selection committee** : consisting of 3 persons or more: investors, industry experts (required to include 2 external experts)
- ☐ **Evaluation period** : (Written Application Evaluation) within 10 days of application deadline for startups (Interview Evaluation) within 7 days of confirming document evaluation finalists
- ☐ **Selection quota** : 12~20 startups (specified per country)
- ☐ **Selection criteria** : Accelerator's own criteria, such as technology innovation, size of the local market, team building etc.

- **Step 3. Regular program startup selection** : Accelerators shall select startups based on pre-program participation results, growth potential in the local market, etc.

### <Startup Company Selection Quota per Country>

Program/ Region	USA (Seattle)	Sweden (Stockholm)	Singapore (-)	India (New Delhi)	Finland (Helsinki)	Israel (Tel Aviv)	France (Paris)
Pre-program	20 startups	20 startups	20 startups	20 startups	12 startups	12 startups	16 startups
Regular program	10 startups	10 startups	10 startups	10 startups	6 startups	6 startups	8 startups

\* Recruitment of accelerators in Sweden, Singapore and Finland was completed.

## ② **Pre-Program Composition & Operations**

- **Goal** : Establish a local network appropriate for the selected startups' industry and growth stage, and consult on effective strategies for entering the local markets
- **Program Duration** : 10 working days (2 weeks) in May ~ June, 2021
  - Specific operation schedule shall be finalized in consultation with KISED before confirmation of pre-program startups, and the accelerator shall detail the remote program execution in the application form
- **Selection Quota** : 12 ~ 20 companies per country
- **Program Contents** : Setting up adequate business meetings and improving the understanding of the local market by analyzing the target market, customer-base size, competitors, etc
  - After the selection evaluation, receiving a list of institutions and organizations that startups want to match with, determining whether the matches are possible, and setting up meeting schedules before beginning of the program.
  - Providing **at least five(5) business meetings** per startup (**Mandatory**) with local conglomerates, venture capitals, professional associations, etc. with focus on specialized industries
  - Mentoring startups' expansion plan based on consultation with active industry experts, with specific guidance on pivoting and the appropriate target amount of investments.

### **<Pre-program Composition>**

Item	Contents
<b>1:1 Business Meetings</b>	① Pre-program research into each startup's list of desired matchings ② Before the beginning of the program, secure a pool of relevant organizations, partners etc. that are available for meetings ③ Provide 5+ business meetings per company
<b>Local ecosystem understanding</b>	Increase overall understanding of the business culture, startup ecosystem
<b>Group seminars</b>	Detailed market analysis, corporate partnerships, branding/marketing workshop, B2B, B2C, case studies of pitch-deck of each funding round, etc.
<b>Setting expansion roadmap</b>	Coaching focused on establishing and implementing a 3-5 year expansion roadmap that includes securing funding, brand launching, and building strategic partnership
<b>Industry-specific regulations</b>	Identifying regulations and barriers against market entry in each specialized industry

- **Selection** : Based on pre-program participation results, growth potential in the local market, etc. and 1-on-1 interview, the accelerators shall select companies that will participate in the regular program
  - Selection Committee : consisting of 3 persons or more: investors, industry experts (required to include 2 external experts)
  - Evaluation Period : within 10 days of the end of the pre-program
  - How to select : (online) 1-on-1 interview with each startup
  - Selection Quota : 50% of pre-program participation quota (i.e. : 20 companies→10 companies)
  - Selection Criteria : Participation in the pre-programs, degree of business model's localization, mentoring·business matching results, estimated tractions within 2021 etc.



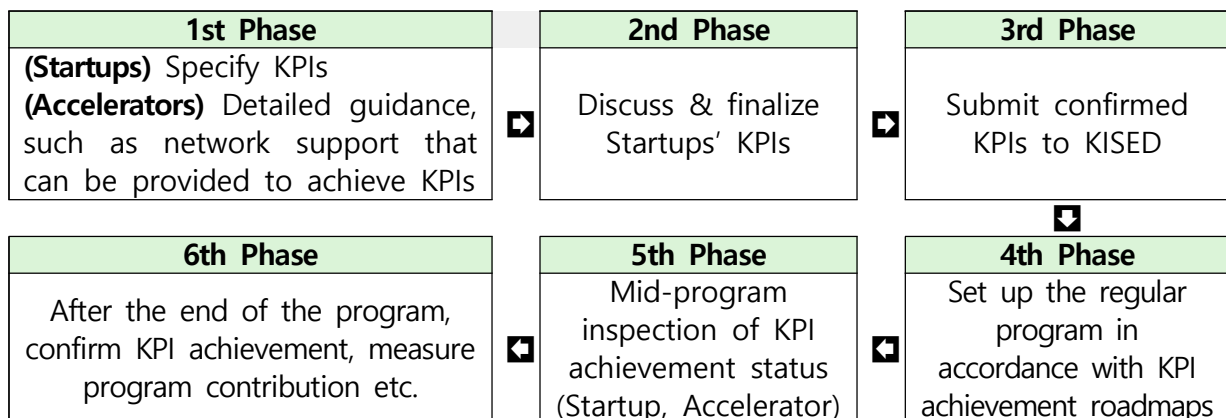
- **Result Report** : Within 1 week from the end of the selection evaluation, the accelerator should prepare the mentoring results, list of matched institutions and organizations, selection results, etc. for each startup and submit them to KISED

### ③ **KPI Workshop**

- **Goal** : Finalizing local market expansion KPIs for each participating company, through one-on-one discussions between the startup team and local accelerator, based on program participation goals and detailed execution plans before the start of the regular program.
- **Period** : June 21st (Mon) ~ 25th (Fri)
- **Location** : Seoul, Republic of Korea. Precise location to be announced by KISED
  - Accelerators shall **visit Korea\*** in order to conduct at least three 1-on-1 meetings with selected companies and shall submit finalized KPIs to KISED

\* Accelerator representative, program's dedicated staff should come to Korea

- **Participants** : Accelerators representing 7 countries, total 60 companies selected for the regular program



#### ④ **Regular Program Composition & Operations**

- **Goal** : Supporting market expansion through expanding the demand-base with PR and marketing activities and growing sales with local partner corporations, leading to setting up on the local market
- **Program Duration** : 8 weeks between July and October, 2021
  - Detailed schedule shall be presented in the application form, specifying when the accelerator can and cannot operate, including public holidays and holiday season(s)
- **Selection Quota** : 50% of pre-program participant quota
- **How to operate** : Conducted on-site (8 weeks), after the end of the pre-program, from July 2021 onwards
  - That being said, if the local COVID-19 situation does not considerably improve within 1 month before the beginning of the regular program, the accelerator representatives shall come to Korea to operate the program in Korea<sup>\*</sup>
- <sup>\*</sup> Dedicated staff or mentors should stay in Korea for minimum 2 weeks to operate the program
- Accelerator shall provide a remote operations plan of the regular program in the proposal and, if needed, shall quickly re-organize itself and apply it.
- **Program Contents** : Customization of all processes necessary for market entry like opening mobile services, online or offline product sales points, branding, marketing, etc.

- Through professional networks secured during the pre-program, accelerators shall customize the entry processes to help startups launch and expand their businesses
- Based on the participants' growth stage, build a **program on an advanced level** rather than basic, focusing on meeting the startups' satisfaction and performance indicators

#### **<Regular Program Composition>**

Item	Contents
<b>Group seminars</b>	Workshops on different subjects, such as detailed market analysis, partnerships with corporates, branding/marketing etc. for better understanding of the local business scene (history, language, food, business culture)
<b>1-on-1 business meetings</b>	Partner meetings for each startup with investors, government institutions, startups, corporates etc.
<b>1-on-1 mentoring</b>	Each startup to have a designated mentor with whom it analyzes KPI achievements.
<b>(If needed) Demo Day</b>	For startups wanting to attract investment, inviting interested investors and providing an investor relations event

- ※ When creating the program, **Israeli accelerator** must include a support program for **connecting US Startup ecosystem**

#### ⑤ **Submitting the Reports (Accelerator → KISED)**

- **Program Report** : Accelerator is to submit a report on the achievement of KPIs by each participating company and its' operational results, within 1 week from the end of the pre-program and within 2 weeks from the end of the regular program
- **Expense Report** : Accelerator is to submit details of program budget execution and expense proof documentation within 2 weeks from the end of the regular program
- \* Accelerators shall faithfully comply with any requests for additional data requested by KISED (according to due date)

## 5. Application & Selection Procedures

- ☐ **Application Open** : January 28th (Thur) ~ March 17th (Wed), 2021, 5pm KST (Korea Standard Time)
- ☐ **How to apply** : Please submit required documents via email (to [sjlee@kised.or.kr](mailto:sjlee@kised.or.kr)) in a ZIP file or in form of an accessible Google Drive link.
- ☐ **Required Documents for application**

No.	Document	Contents	Remarks
1	Application Form	KPIs for operating pre/regular programs, detailed plans for industry-specific programs, support for startups and management measures etc.	<b>Attached 1</b>
2	Statement of Expense Breakdown	Based on Pre/Regular programs' allocated budgets, provide details of expense breakdown for operating the programs	<b>Attached 2</b>
3	Resumes of designated staff	Confirmation of designated staff members' experiences in supporting ventures-startups or in investments	-
4	Business Registration Certificate	Submission of overseas headquarters business registration certificate	-
5	Introduction Materials	Materials presenting the organization's activities and achievements, in form of a PR video, brochure etc.	-

- ※ **Failure to complete the application honestly and truthfully, may result in not being selected for the interview evaluation.**
- ※ **Please refer to the key items and details for the selection evaluation of overseas accelerators.**

### ☐ Selection Method

- **Evaluation procedure** : ① Document evaluation  
② 1-on-1 interview evaluation

- All candidate accelerators are required to participate in 1-on-1 interview evaluation. The interview schedule will be announced individually to accommodate different time zones.

Accelerator Recruitment		Document/Interview Evaluation		Result Announcement
January 28 (Thu) ~ March 17 (Wed) 2021	⇒	March 19 (Fri) ~March 23 (Tue), 2021	⇒	~Mar 25(Wed), 2021
Application submitted through email		Selection Committee organized by KISED		KISED→ Selected accelerators

- **Interviews** : March 19th (Fri) ~ March 23rd (Tue), 2021
- **Interview time** : 30 min between 9:30 am and 7:00 pm KST (Korean Standard Time) \* Details will be announced individually

※ Interviews are to be conducted between March 19(Fri)~March 23(Tue) at Korea Standard Time (KST, UTC+9). However, please be understanding as in some cases it may be difficult to reflect different time zones in the interview scheduling.

- **Jury** : A Selection committee consisting of experts, assembled by KISED, will select accelerators based on evaluation of submitted documents and 1-on-1 interview

## □ Selection Criteria

No.	Criteria	Details
1	Acceleration capabilities	<ul style="list-style-type: none"> <li>▶ Experience &amp; expertise of industry-specialized mentors, dedicated staff members</li> <li>▶ Confirmation of access to each countries' specialized industries' appropriate professional networks</li> <li>▶ Organization's reputation/track record in supporting corporates with programs and collaborations, press releases etc.</li> <li>▶ Availability &amp; accessibility of office space &amp; commodities</li> <li>▶ In case of accelerators who participated in the 2020 program, comparison of current performance to 2020 - program improvements, enhancements, differentiators etc.</li> </ul>

No.	Criteria	Details
2	<b>Specifics of program composition</b>	<ul style="list-style-type: none"> <li>▶ Understanding of K-Startup Center and having a willingness to participate in the program</li> <li>▶ A detailed contingency plan to operate the regular program in Korea, should it prove impossible to run the program on-site</li> <li>▶ Specification of pre/regular program operational plans and detailed plans to achieve companies' KPIs</li> <li>▶ Efficiency of a proposed remote program plan (consideration for time differences with Korea, executing 1-on-1 matching etc.)</li> </ul>
3	<b>Appropriateness of program expenses</b>	<ul style="list-style-type: none"> <li>▶ A detailed breakdown of program expense that is task-appropriate and within the given budget.</li> <li>▶ Program cost competitiveness compared to other accelerators in the same country</li> </ul>

## 6. Post–Selection procedures

### 1 Signing program agreement with KISED

- ① KISED will present the program agreement document to the accelerators, along with the official announcement of selection of accelerators for each country.
  - The agreement shall be prepared **in English** and be signed in two copies by the heads of both parties, and the total amount on the agreement (programs' operational expenses) shall be calculated in **Korean Won (KRW)** and be paid to the accelerator within the timeline indicated by KISED.
- ② **Accelerators** are asked to submit three documents requested by KISED **within 7 days** of the date of the announcement of the selection : 1) Detailed pre-regular program plans, 2) Program expenses' calculation details 3) Startup selection criteria

- The above documents shall supplement the application documents submitted by the accelerators and reflect the feedback of the selection committee members.

③ After reviewing the documents mentioned in ②, if there are no other issues, KISED and each accelerator will be obliged to complete the signing of **the program agreement** by no later than **March 31, 2021**(Signed by both heads of the organizations, via electronic signature)

- If the signing of the program agreement is delayed due to the submission of unfaithful data or failure to comply with the deadlines, KISED may cancel the selection for the given accelerator. In such cases, KISED may sign the agreement within the runner-up.

## ② **Payment of Program Operational Expense Fee by Country (Region) (KISED→Accelerator)**

- After signing an agreement between KISED and the accelerator, the accelerator shall submit to KISED an invoice for an advanced payment of the operational expenses fee, bank account number etc.
- Program operational expenses will be paid in the currency of each country based on the exchange rate against Korean Won (KRW), and the burden of interbank brokerage fees will be borne by the accelerator
- **Advanced Payment** : Payment of 50% of program agreement amount within 2 weeks of signing the agreement

- **1st tranche** : Payment of 20% of the program agreement amount within 2 weeks from submission of the result report for the pre-program and KISED's approval
- **2nd tranche** : Payment of 30% of program agreement amount within 2 weeks from KISED's final settlement of program expenses

<Program Operational Expense Payments Example – **Sweden**>

Agreement Amount (KRW)	Program Operational Expenses (C)	
	Pre-program (A)	Regular Program (B)
330,000,000	60,000,000 (KRW 3M×20 companies)	270,000,000 (KRW27M×10 companies)
	☞ <b>Advanced Payment</b>	KRW 165,000,000(50% of C)
	☞ <b>1st tranche Payment</b>	KRW 66,000,000(20% of C)
	☞ <b>2nd tranche Payment</b>	KRW 99,000,000(30% of C)

### 3 Settlement of Program budget

- Accelerators will submit to KISED program execution details and eligible document evidences of pre, regular programs' operational expenses.
- The expense items, expenditure purposes, expenditure dates, and expenditure amounts shall be listed accordingly, and eligible evidence documents for these expenses shall be submitted on a case-by-case basis

< **Expense Item-specific Evidential Documents (Example)** >

Item	Evidential Documents
Labor cost	The statement of wages, work time report, performance log etc.
Program operational expenses	Invoices, seminar materials, mentoring reports etc.
Meeting expenses	Credit card receipts etc.
Business travel expenses	Credit card receipts, Air tickets etc.



- If during a specialized audit, an inappropriate execution of operational expense management is found after reviewing the accelerator's final submission documents, the final balance will be paid minus the relevant disputed amount.

- ※ If any cost are spent for any purpose other than the operation of the program or if any accelerator fails to submit appropriate documentary evidence on any of the expenses, KISED may deduct the relevant costs from the tranches.
- ※ Detailed method of calculating the program budget shall be separately presented to the selected accelerators.

## 5. Precautions

- ☐ The applicant is responsible for not having the knowledge of all the contents of the official program notice.
- ☐ If unconformable or false information is found during or even after the selection, the accelerator may be excluded from the process or de-selected.
- ☐ The selected accelerators must act according to the '**Accelerator Roles**' specified in the page 5 to 11 during the period of agreement with KISED.
- ☐ The selected accelerators shall dedicate **at least 2 staff members**, or mentors to support and manage startups.
- ☐ The selected accelerators shall faithfully comply with any necessary requests, such as submission of data from the Ministry of SMEs and Startups and KISED, for up to 5 years from the year after the termination of the program agreement.

## 6. Program Schedule

Procedure	Details	Schedule
Recruitment of 4 Accelerators	▶ Accelerators should submit application form to KISED (via email)	Jan 28~ Mar 17
	▶ Selection committee composed by KISED will evaluate the applicants of each country	Mar 19~23
	▶ KISED to inform via email to selected organizations of the selection results	~Mar 25
Signing Agreement	▶ KISED and each accelerator will sign agreement	~Mar 31
Advanced payment of program budget	▶ Advanced payment of 50% of combined Pre and Regular program operational expenses	Within 2 weeks from the date of signing agreement
Recruitment of Startups	<ul style="list-style-type: none"> <li>▶ MSS and KISED will recruit startups wishing to join KSC program.</li> <li>▶ Each startups should choose 1 country/region among 7</li> <li>▶ After the application deadline KISED to provide the accelerators with relevant information/application documents of startups</li> </ul>	Feb 8~Mar 23
Selection process	<ul style="list-style-type: none"> <li>▶ Accelerators should conduct document &amp; 1-on-1 interview evaluations and submit the evaluation results to KISED</li> <li>▶ KISED to inform the startups of evaluation results</li> </ul>	~Apr 15
Pre-program (Virtually)	<ul style="list-style-type: none"> <li>▶ It should be offered remotely</li> <li>▶ For sussfull launching local business of each startup, accelerator should offer necessary network for them.</li> </ul>	10 days (End of May)
KPI Workshop (in Korea)	▶ Workshop for discussion between accelerators and participating companies about setting participation goals and program KPIsetc.	June 21-25
Submission detail plan of regular program	▶ Accelerators to submit to KISED a detailed operational plan, based on selected companies' KPIs, set during the KPI workshop	2 Weeks before starting the regular program
Regular Program (On-site)	<ul style="list-style-type: none"> <li>▶ Accelerators to provide the startups with a on site accelerator program</li> <li>▶ In case of not being able to run on-sitethe program ue to COVID-19, reflect it accordingly in program execution</li> </ul>	8 weeks between July to Oct

Procedure	Details	Schedule
Submit Program Report & Expense report	▶ KISED to confirm the accelerators' results of the on site program and to settle the operational expenses	Within 2 weeks from the end of the program
Tranche payment of program budget	▶ After completion of the settlement, transfer of 30% payment	~End of Nov

\* Above schedule may change due to various circumstance

## 7. Inquiries

### ☐ Contact Points

Organizer of KSC Program		Contact Details	
MSS	Global Growth Policy Division	<a href="mailto:iamhyein@korea.kr">iamhyein@korea.kr</a>	
KISED	Global Startup Division	+82-2-3440-7324 +82-2-3440-7329	<a href="mailto:sjlee@kised.or.kr">sjlee@kised.or.kr</a> , <a href="mailto:hjmoon@kised.or.kr">hjmoon@kised.or.kr</a>

### ☐ Online Briefing Sessions

- KISED plans to run online briefing sessions on K-Startup Center program's details such as application process, selection procedures, program operations etc.
- Sign-up URL : <https://forms.gle/dVKLX8upNWSvRnrs5>
- Date & Time : (1st) March 11(Thu), 10am~11am (KST)  
(2nd) March 11(Thu), 5pm~6pm (KST)

\* Both sessions will cover the exact same contents, so it's advisable to just attend one

**Attached 1****Guideline of Application form**

Item	Instructions
<b>1. Accelerator Overview</b>	
1) Accelerator's status	Give a comprehensive overview of the accelerator by providing information such as establishment date, CEO/founder, history, infrastructure, available funds, status of operated acceleration programs, number of annually supported companies, startups' exit etc. other success cases.
2) Status of Team members	The status of the team and dedicated staff that will be cooperating with KISED and run the K-Startup Center program as well as the experience of the dedicated managers etc.
3) Experience in startup acceleration	Experiences and results of startup acceleration programs (including global market expansion programs) operated directly during the last 3 years
<b>2. K-Startup Center program</b>	
1) Program Goals	Present both quantitative and qualitative goals & objectives * After the program, KISED may evaluate whether the accelerator achieved its goals or not.
2) Selection Criteria for Startups	A list of evaluation key considerable criteria to be used in the selection process(both document and interview phase)
3) Plan of Pre-program (online)	Preparation of a detailed overview of operations on Weekly, monthly, per theme, per program basis
4) Plan of Regular program - It will take place on-site or in Korea	
5) Measures for support and management of startups	A detailed step-by-step management and support plan for startups for the duration of the program, including specific criteria for measuring each startups' achievements.
<b>3. Network</b>	
1) Network status	Preparation of an overview of a diverse network of various entities suitable for specialized industries' connection, such as the government institutions, corporates, research institutes, universities, investment companies, etc.
2) Plans for utilizing the network	Preparation of an overview of how the accelerator will utilize its network in the program, such as through mentor matching
<b>4. Dedicated Staff Information who will join KSC Program</b>	
Contact information of dedicated staff	

## Attached 2

## Application format

### 2021 K-Startup Center Accelerator Application(Summary)

<b>1</b>	<b>Accelerator Overview</b>				
Accelerator Name			Representative Name		
Date of Establishment			Website URL		
Address of Head office					
Applicant's Country			Number of accelerating companies		
Status of Team Members	Name & Position		Major Responsibilities		
<b>2</b>	<b>Summary of K-Startup Center Program</b>				
Goal					
Proposed amount of program budget	KRW : In case of : Pre-program (online), Regular Program (on site)				
	KRW : In case of : Pre-program (online), Regular Program (in Korea)				
Selection Criteria for Startups					
KPI Workshop	Number of ppl coming to Korea	Oppl			
Pre-program	Operating Dates	May 10~21, total 10 days			
	Main Contents				
Regular Program	Operating Dates	August ~ October, total of 8 weeks			
	Main Contents				
<b>3</b>	<b>Network(Mentors, Partners, Advisors)</b>				
Status	How many mentors/partenrs/advisors from Venture capitals, Universities and public organizations you can match with startups?				
How to utilize the network					
<b>4</b>	<b>Dedicated Staff Information who will join KSC Program</b>				
Name	Position	Duties	Email	Phone Number	

# 2021 K-Startup Center Accelerator Application (Full version)

## 1. Accelerator Overview

- 1) Describe yourself
- 2) Please explain your team members and their roles.
- 3) How many startups have you accelerated or invested in? Is there overseas startups? Please explain details of your portfolio.

## 2. Operational Plans for Pre-Regular Program

- 1) What is your goal Program Goals
- 2) Startup selection criteria
- 3) Pre-program (online) detailed operational plan
- 4) Regular program (on site) detailed operational plan
- 5) Regular program (in Korea) detailed operational plan
  - ※ 5) should include alternative measures if 4) conducting the program on site is impossible
- 6) Measures for support and management of startups

### **3. Network**

- 1) Please list names and expertise of your mentors, partners and expert advisors
- 2) How will you utilize those mentors, partners and advisors for startups in KSC program?

### **4. Dedicated Staff of KSC Program**

Who will you designate for dedicated staff for KSC program in your team?

※ You should provide their resume separately.

**Attached 3****Statement of program expense breakdown**

※ Please state in separate excel sheet

☐ Guideline

- ☞ Detailed and relevant budget calculations, considering of the pre and regular program operations in each country, and the maximum allocated amount
- ☞ Total amount of budget shall not exceed maximum budget as below

**<Program Budget per Accelerator>**

(Unit : KRW)

Country	Startup Quota	Program Expenses	Country	Startup Quota	Program Expenses
<b>USA Seattle</b>	(pre) 20 (regular) 10	Max 310,000,000	<b>Israel Tel Aviv</b>	(pre) 12 (regular) 6	Max 186,000,000
<b>India New Delhi</b>	(pre) 20 (regular) 10	Max 120,000,000	<b>France Paris</b>	(pre) 16 (regular) 8	Max 248,000,000

\* The accelerators must show in their proposal a detailed expense breakdown within the range of maximum budget stated in above table



☐ In case of : Pre-program (online), Regular Program (on site)

Catagory	Item		Calculation Details	Operational Expenses		
				Unit of currency (€, \$,)	KRW	Ratio
Fixed Costs	Pre program	Labour cost	<ul style="list-style-type: none"><li>■ (Dedicated staff 1) <math>KRW\ y \times y\ months \times Participation\ rate\ 100\% = KRW000</math></li><li>■ (Dedicated staff 2) <math>KRW\ y \times y\ months \times Participation\ rate\ 100\% = KRW000</math></li></ul>	000,000	000,000	00.0%
		Offie space	<ul style="list-style-type: none"><li>■ Computer, Technology, Office &amp; Admin</li></ul>	000,000	000,000	00.0%
	Reg ular program	Labour cost				
	Variable Costs	Pre program	Mentor ing		000,000	000,000
Market ing				000,000	000,000	00.0%
Reg ular program		Traveli ng expens e	<ul style="list-style-type: none"><li>■ (Biz trip to Korea) <math>KRW- x -pp/ x -days = KRW-</math></li></ul>			
		Demo day		000,000	000,000	00.0%
Profit Margin						
Total				0,000,000	0,000,000	100%

\* Changing & adding items is permitted

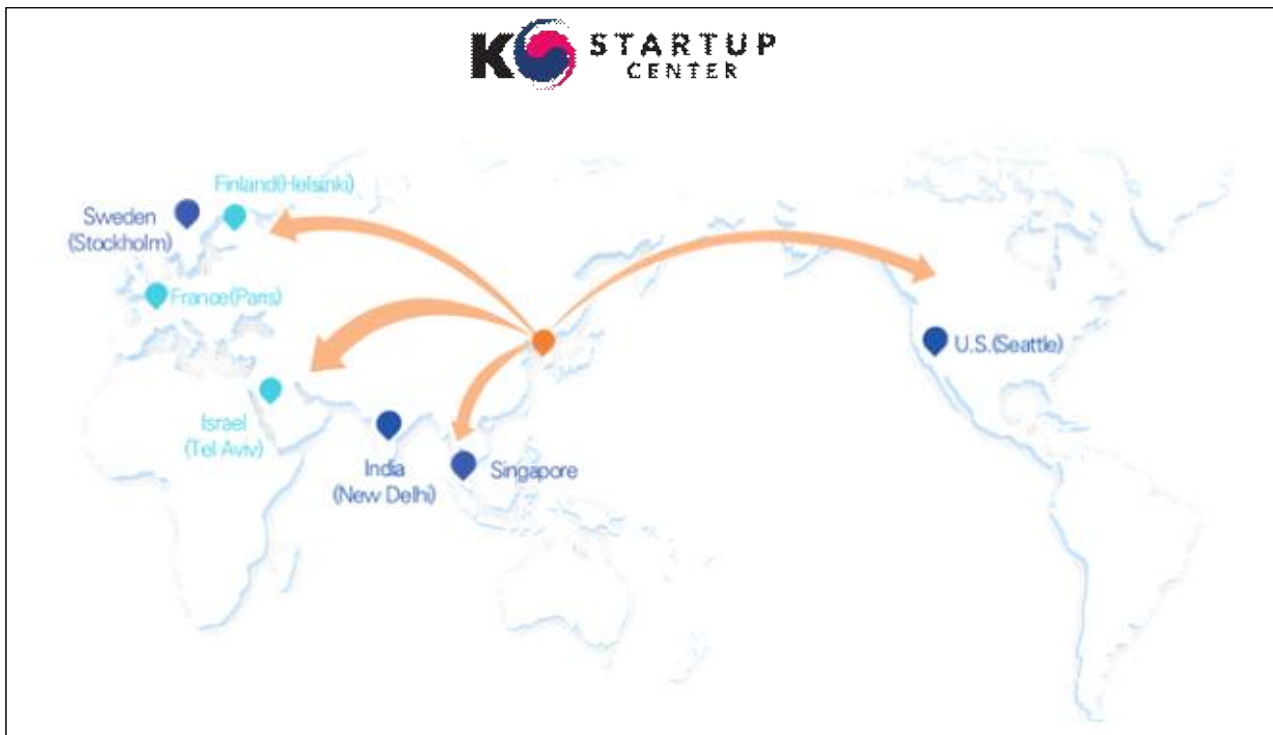
□ In case of : Pre-program (online), Regular Program (in Korea)

☞ Traveling expense of dedicated staffs or mentors to Korea for at least 2 weeks should be included

Catagory	Item		Calculation Details	Operational Expenses		
				Unit of currency (€, \$,)	KRW	Ratio
Fixed Costs	Pre program	Labour cost	<div>■ (Dedicated staff 1) <math>KRW\ y \times y\ months \times Participation\ rate\ 100\% = KRW000</math></div> <div>■ (Dedicated staff 2) <math>KRW\ y \times y\ months \times Participation\ rate\ 100\% = KRW000</math></div>	000,000	000,000	00.0%
		Offie space	<div>■ Computer, Technology, Office &amp; Admin</div>	000,000	000,000	00.0%
	Reg ular program	Labour cost				
Variable Costs	Pre program	Mentor ing		000,000	000,000	00.0%
		Market ing		000,000	000,000	00.0%
	Reg ular program	Traveli ng expens e	<div>■ (Biz trip to Korea) <math>KRW- x -pp/ x -days = KRW-</math></div>			
		Demo day		000,000	000,000	00.0%
Profit Margin						
Total				0,000,000	0,000,000	100%

\* Changing & adding items is permitted

## K-Startup Center Overview



- ☐ A platform for promoting global scale-up of Korean startups by providing comprehensive support in form of programs, thresholds, capital, networks, and local scale-up since 2019.
- ☐ **Organized & Managed by** : Ministry of SMEs and Startups(MSS) and Korea Institute of Startup & Entrepreneurship Development(KISED)
- ☐ **Program** : Support of the globalization efforts step by step, specializing in major industries unique to the entry countries (cities)
- ☐ **Established Countries** : 7 countries
  - USA (Seattle), India (New Delhi), Israel (Tel Aviv), Sweden (Stockholm), Finland (Helsinki), Singapore, France (Paris) (new since 2021)