

Hanyang University

Startup Support Foundation



HANYANG UNIVERSITY

HISTORY

2009

- Launched the Preparation Committee to establish the Center for Entrepreneurship
- Held an agreement ceremony for donating the foundation fund of the Center for Global Entrepreneurship (USD 1 million)
- Established the Center for Global Entrepreneurship
- Opened undergraduate lectures on entrepreneur education
- Held an Entrepreneur Forum

2010

- Held an Entrepreneur Camp
- Co-hosted the YES Leader Entrepreneurship competition

2011

- Held a National Technological Commercialization competition for Undergraduate and Graduate Students

2012

- Established the Hanyang Startup Academy
- Integrated with the Center for Business Incubation
- Selected as the hosting institution for the campus CEO fostering program

2013

- Selected as the hosting institution for startup academy program for the general population and university students
- Selected as the BI cooperating institution for the global market-type startup R&D support program
- Selected as the hosting institution for the global startup education program
- Won the "Hanyang Startup Academy" excellence award at the Industry-University Cooperation EXPO

2014

- Selected as the hosting institution for the University Enterpriser Center program
- Selected as the hosting institution for Smart Creative Place program
- Held the Lion Cup Competition

2015

- Established the center for entrepreneurship office in Silicon Valley, New York and Shanghai
- Established and ran the entrepreneurship course
- Selected as the hosting institution for the Idea Factory program
- Selected as the hosting institution for a customized startup support program
- Founded Venturing Space Sponsored by Alumni
- Selected as the best university for startup education (The Minister of Education Award)
- Selected as the hosting institution for the SK Youth Rising program

2016

- Participated in CES 2016 and ran Hanyang University Startup Support Foundation booth
- Held the 2016 Up-Cycling 3D Printing Design Award
- Selected as the best university for startup support in Korea (Korea Economic Daily)
- Selected as No.1 university for producing student entrepreneurs in Korea (2016 University information Announcement)
- Selected as the best university for Youth Dream best practice startup

2017

- Participated in CES 2017 and ran Hanyang University Startup Support Foundation booth
- Selected as the hosting institution for Startup Leading University Foster Project
- Center for Global Entrepreneurship expanded to Startup Support Foundation as part of University headquarter organization
- Held faculty startup forum
- No.1 in the number of student entrepreneurs (2017 University Information Announcement)
- Launched the first global startup mentor group at Silicon Valley
- Established and ran graduate school Department of Entrepreneurship

2018

- Participated in CES 2018 and ran Hanyang University Startup Support Foundation booth
- Opened COMMAX Startup Town
- Opened 247 Startup Dorm
- No.1 in the number of student entrepreneurs (2018 University Information Announcement)
- Selected for Lab Startup Leading University Support Project
- Launched the second global startup mentor group at Silicon Valley
- Opened a hub office in Hanoi, Vietnam for ASEAN promotion support
- Signed Collaboration MOU with 34 global startup accelerators
- Won the Venture Startup Promotion Merit Awards in 2018 (presented by the Prime Minister)
- Won the Minister of Employment and Labor Award in Youth Dream best practice startup support

2019

- Participated in CES 2019 and ran Hanyang University Startup Support Foundation booth
- Selected as the hosting institution for Pre-Startup Package Support Project
- Selected as the hosting institution for Campus CEO Foster Project
- Selected as the hosting institution for Learning by Doing program
- Held the Global Accelerators Conference & Startup Pitch for the 80th anniversary of HYU
- No.1 in the number of student entrepreneurs (2019 University Information Announcement)
- Completed the 13th and 14th courses of Hanyang Startup Academy

GREETING

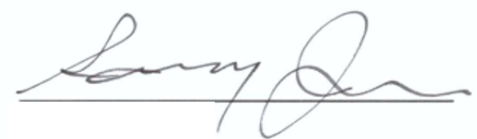
For young people living in an era of 120-year life expectancy, entrepreneurship education is an essential life skill to prepare for a new future. It is also an opportunity for students to design a life of challenge and purpose, pursue their set goals, and experience immersion in meaningful work.

Fostering the highest number of startups, Hanyang University has played a pivotal role in developing Korea's economy by nurturing talent. The Startup Support Foundation is the first among Korean universities in 2009 to meet the demands of a new era through creation and startups. Our role builds on Hanyang's inheritance and tradition as a "CEO training school." By providing education on entrepreneurial fundamentals and field-centered practical training, our center strives to increase the success rate of startups. In addition, we prepare technological startup entrepreneurs by passing on the wisdom and practical experiences of successful alumni.

Since the establishment of the Startup Support Foundation, Hanyang University has been the role model for domestic universities' startup education and a leader in youth startup culture. Recently, it has strengthened its status as the "CEO Training School" by being selected as the top university for startup education, the best university producing venture entrepreneurs and student entrepreneurs. We have built an education program for startup training, networking, startup incubation, and global expansion that provides 40 startup lectures a year, serving more than 8,500 students every year. Moreover, by opening the Department of Entrepreneurship in the undergraduate school and general graduate school, it has organized a customized and systematic education system for startups. In addition, global startup centers have been opened in Silicon Valley, New York, USA; Shanghai, China; and Hanoi, Vietnam, among other locations. These supporting centers are uniquely situated to actively support the overseas market expansion of startup companies.

In the 21st century, where there is no lifetime workplace or job, everyone will face an entrepreneurial opportunity more than once. While a single idea or technology can start a business, systematic education and training are the best path to achieve sustainable success. One must draw on knowledge from various fields and acquire skills through practical experience.

Through the Startup Support Foundation, we hope that more students can acquire the wisdom of living in an era of 120-year life expectancy, enabling them to grow as entrepreneurs and become the leaders of global development. Thank you very much.



Sang-Gyung JUN

Director of the Startup Support Foundation
Professor of Department of Financial Management

ABOUT

The Startup Support Foundation at Hanyang University was established to imbue prospective entrepreneurs with sound entrepreneurship principles, pass on the practical wisdom of alumni, and cultivate prepared technological entrepreneurs.

Vision

- Produce 30,000 startup companies
- Achieve 30% of GDP for alumni company sales

Mission

Foster prepared technological startup entrepreneurs by providing systematic education to achieve the skills, mind-set, and fundamental business knowledge that startup entrepreneurs need to succeed.

Improve the success rate of startups and cultivate sustainable management ability through field-centered practical education and training rather than merely delivering knowledge

Discover excellent prospective entrepreneurs to support startups and foster them systematically through connections with our alumni infrastructure

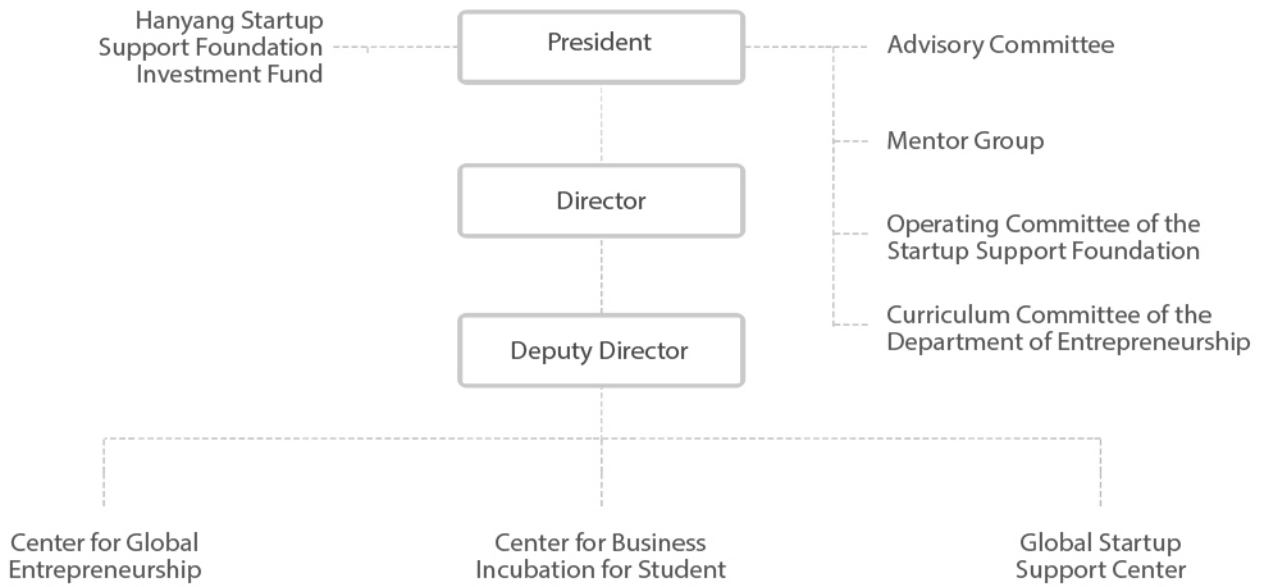
Ensure inheritance and development of the pragmatic learning atmosphere and founding philosophy of Hanyang University that has played a pivotal role in national development

Create jobs and contribute to the structural advancement of the industry by reviving entrepreneurship and imbuing a startup mind-set



The Startup Support Foundation has built a one-stop total incubating system encompassing startup education, startup training, networking, startup incubation, and entrepreneurship research and cooperation, providing comprehensive and systemized support.

Organization



ABOUT

The Startup Support Foundation has built a one-stop total incubating system encompassing startup education - startup training - networking - startup incubation - entrepreneurship research and cooperation, providing comprehensive and systemized support.

Core Themes

Education

- Undergraduate Major in Entrepreneurship
- Graduate Department of Entrepreneurship
- Global Startup CEO Course
- Hanyang Startup Academy

Networking

- Startup forum, Faculty startup forum
- Mentoring café, Lunch mentoring
- Senior-junior mentorship program, etc.

Research and Cooperation

- Research and program implementation to spread entrepreneurship
- Exchange and joint program promotion with domestic and overseas institutions

Training

- Startup competition
- Startup camp/internship
- Startup festival
- Survey customer response, Explore enterprises, etc.

Incubating

- Startup discovery and support
- Startup club and student entrepreneur discovery
- Startup Investment, Investor Relations(IR)
- Expand startup infrastructure



The Startup Support Foundation of Hanyang University has built a support system for the entire startup cycle from the preparation stage, implementation, to the EXIT stage. The Startup Support Foundation of Hanyang University has built a support system for the entire startup cycle from the preparation stage, implementation, to the EXIT stage.

Startup Infra

| Startup Preparation

1 Basic Education	Startup lectures	Entrepreneurship major (undergraduate), Division of entrepreneurship(graduate), Hands-on startup lectures
	System	Startup-friendly education system (credit replacement for startup, credit exchange program)
2 Idea Creation	Program	Startup competition, Tech startup founder fostering program, Startup camp, Startup festival, Global entrepreneur cultivation program
	System	Tech startup scouter, Global startup internship
3 Business Verification	Program	Market response survey report, Patent research report
	Prototype manufacturing	Equipment use support, such as 3D printer, laser cutting machine, CNC

| Idea Execution

4 Early Stage	Infrastructure support	Center for Business Incubation, COMMAX Startup Town, Startup Zone, Hanyang Startup Sauna, 247 Startup Dorm (Dormitory-type startup space)
	Program	Hanyang Startup Academy, Hanyang Startup Forum, Faculty Startup Forum, Business Hub Day, One-Stop Mentoring Platform
	System	Leave of absence system for startup
5 Funding	Funding support	Hanyang Angel Fund, Hanyang Startup Support Foundation Investment Fund, TIPS, University Startup Fund, Global cloud funding, Global startup fund, Kibo Venture CAMP, Startup NEST

| Startup Growth

6 Growth Support	Program	Startup growth promotion (scale-up) program
7 Global Expansion	Infrastructure support	Global startup base centers operation (Silicon Valley, New York, Shanghai, Hanoi)

| EXIT

8 IPO/M&A	Program	Support the growth of potential startups regarding university holding companies and provide customized consultation services on startup M&A
-------------------------	---------	---

HANYANG STARTUP PROGRAM



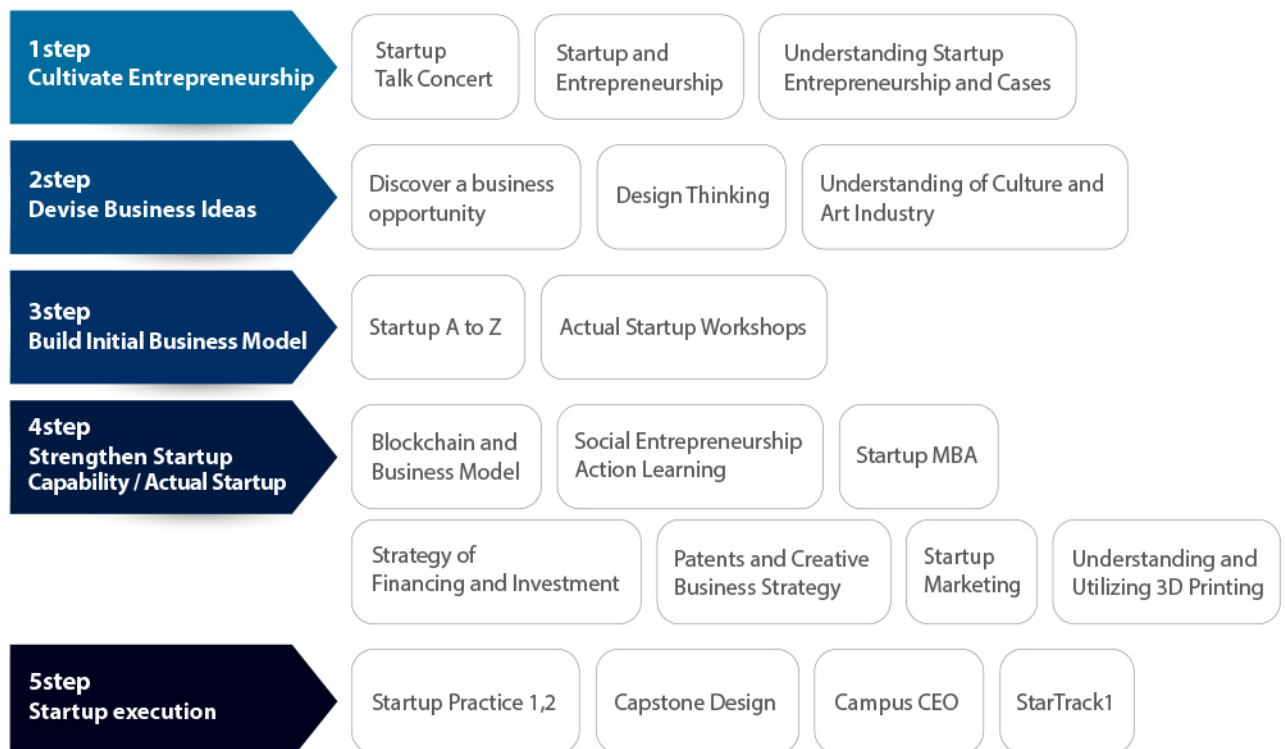
Education

01 Student startup education: undergraduate courses

Startup Lectures

- **Objective:** Foster prepared technological entrepreneurs by providing a systematic education to obtain the mind-set, attitude, and competence essential for startup entrepreneurs

Courses and Subjects Offered



Major in Entrepreneurship

Objective: To foster talented individuals of creative convergence and expertise by integrating the specialization of a major with the curriculum of a startup education

Degree awarded: Bachelor of Science

Credits required: 36 credits of entrepreneurship lectures including compulsory major course 21 credits.

※ For students who signed up before 2016, 39 credits are required.

※ Global startup CEO course: A minor course for Chinese students enrolled through Red-Lion global CEO admission, which is expected to boost global startups through the synergy of Korean students and Chinese students

Startup-friendly education system

Leave of absence system for startup: Students can take one more year off in addition to a year of absence if the startup purpose is acknowledged by the school. (A one-time extension is allowed; two years maximum)

Credit replacement for startup: If educational goals are attainable through startup or preparation of startup, credits are acknowledged. (Long-/short-term startup field training and startup practice 1, 2 lectures)

Startup scholarship: Award a scholarship to prospective startup founders selected who have been active in startup activities for a year

Credit exchange program: Course credits are accepted when students take classes from other universities with credit exchange agreement.

02 Student Startup Education: Graduate Course

Department of Entrepreneurship

- **Objective:** To produce practical entrepreneurs and foster experts in the venture startup field through systematic and professional technological startup education
- **Eligibility:** (Prospective) entrepreneurs preparing for startups and domestic and overseas applicants aiming to become startup experts with a four-year undergraduate degree or higher
- **Degree awarded:** Master of Entrepreneurship
- **Recruitment period:** May and October of every year
- **Advantages**
 - Teaching staff are CEOs of medium-sized companies listed on KOSDAQ and Ph.D. holders in entrepreneurship
 - Scholarship for excellent students and research expenses support
 - The curriculum consists of actual startup track / Startup research (education) track
 - Supports actual startup founders in connection with the Startup Support Foundation programs of Hanyang University

03 Alumni Startup Education

Hanyang Startup Academy

- **Objective:** To support a successful startup by educating prospective tech startup founders about basic management capacity as well as startup practice
- **Details:** Exploration of ideas, Business model, Management, Marketing, Fund-raising, Investment attraction, etc.
- **Eligibility:** Enrolled students, students on a leave of absence and alumni of Hanyang University, prospective entrepreneurs, and entrepreneurs of early-stage startup
- **Educational benefits**
 - Issues certificates with the name of the President of Hanyang University
 - Provides opportunities to join the networking of the Hanyang Startup Academy alumni
 - Connects excellent entrepreneurs with investment funds and startup support programs from Hanyang University
 - Provides mentoring services when needed on patent, laws, accounting, marketing, opportunities for new markets, etc.

HANYANG STARTUP PROGRAM



| Training

01 Startup Competition

Lion Cup Competition

Startup competition to select the most innovative item from all the winners of the year's startup competitions.

Venture Startup Competition

Nationwide startup competition to discover and foster undergraduate and graduate students' creative, innovative business models

Campus CEO Startup competition

On-campus startup competition where startup lecture students present their novel business ideas during the semester

Startup competition in connection with businesses

Business-associated startup competition to explore excellent and innovative ideas from the corresponding business sectors and produce new business models for the companies.

Global startup competition

Startup competition to explore global startup items and strengthen entrepreneurs' capacity and networking in cooperation with overseas universities and institutions.

02 Startup Camp

I am the CEO

Actual startup camp to verify business items such as intensive mentoring of business plans and development of business models



03 Startup Internship

Domestic Startup Internship

Experience startup practice in domestic startup companies by utilizing the knowledge accumulated through startup education

Global Startup Internship

Experience the global startup process by performing missions such as local market research and discovering business opportunities with foreign entrepreneurs

04 Global Challenge

Hanyang Startup Global Challenge

- Runs "Hanyang Startup booth" at global-scale exhibitions such as CES and MWC
- Exhibits innovative startup products and advises overseas buyers regarding export

Global Accelerating Program

- Provides mentoring services and feasibility analysis in connection with overseas accelerators
- Provides excellent startups with opportunities to participate in business meetings and accelerating programs overseas

05 Others

Startup Festival

A startup and culture festival for local residents, youths, regional economy-activated ICT, and social venture companies

HANYANG STARTUP PROGRAM



| Networking

Startup Forum

An issue-focused seminar participated by senior enterprisers, professors, and prospective entrepreneurs to provide a place of exchange and knowledge sharing to promote cooperation among companies

Global Startup Mentor Group

- Mentors group of alumni consisting of global enterprises employees, entrepreneurs, and investors (Silicon Valley, Shanghai, Hanoi)
- Operates a global platform for employment and startup support and provides online/off-line lectures, seminars, and mentoring services

One-Stop Mentoring Platform

(Step 1) Lunch mentoring

One to many mentoring to find out mentoring topics beforehand

(Step 2) One-stop counseling for startup

One-on-one mentoring with the teaching staff of the Startup Support Foundation about the development of business models and the process of commercialization

(Step 3) Mentors-on-call

Online/off-line one-on-one mentoring with specialists regarding technical advice, laws, etc.





| Incubating

Startup Club

- A team of three students enrolled or on a leave of absence in Hanyang University who have novel ideas and are willing to establish a startup
- Recruits members twice a year (first/second half)
- Supports startup activities expenses and provides education, exclusive mentoring service, and office space

247 Startup Dorm

- Dormitory-type startup space for students dreaming of a startup available 24/7
- Discovers and nurtures innovative entrepreneurs through special education and exclusive mentoring

COMMAX Startup Town

- Open-type creative space for student entrepreneurs, a two-story building with a total area of 302.53m²
- Consists of open co-working space, office area, one-stop counseling office, and resting space

Hanyang Angel Club

University-based angel investment club organized by Hanyang University CEOs and companies listed on and exited KOSDAQ to discover venture companies and startups with promising future growth

HYU Holdings Co., Ltd.

Supports innovative startup investment in connection with HYU Holdings Co., Ltd., which possesses TIPS, University startup funds, and Angel Fund of Funds

HIGHLIGHTS

Major Startup Milestones



No.1 in the number of student entrepreneurs
(four consecutive years)



No.1 in the number of startup companies
(five cumulative year)



No.1 in the sales of alumni CEO companies
(approximately KRW 573 trillion, 33.1% of GDP)



No.1 in the number of early-stage startups, lower than seven years
(three consecutive years)



No.1 in the number of alumni CEO companies



No.1 as the best university for startup education
(two consecutive years)

Results of Producing Entrepreneurs

Production of Student Entrepreneurs

Results of discovering and nurturing student entrepreneurs
(2016–2018)



Number of startups
154



Annual sales KRW
19.36 billion
(2018)



Investment attraction KRW
13.8 billion
(cumulative)

Production of Alumni Entrepreneurs

Results of alumni entrepreneurs from Hanyang Startup Academy
(2012–2018)



Number of alumni entrepreneurs
658



Number of startups
348



Number of employees
1,350



Accumulated sales KRW
243.9 billion

(as of December 2018)

Status of Major Entrepreneurs

Nam Dae-kwang
(Economics & Finance 05)

Blank Corporation
Sales KRW 126.3 billion
Media commerce

Seo Jeong-min
(Business Administration 02)

BRAND1
Sales KRW 15.3 billion
Fashion, Shopping

Jo Kwan-je
(Economics & Finance 08)

PURPLELINK
Sales KRW 11.9 billion
Media commerce,
Cosmetics

Lee Jong-hun
(Electronics Convergence Engineering 11)

Mathpresso
Investment Attraction KRW 25.6 billion
AI character recognition-based service

Kim Jae-hyeok
(Industrial Engineering 13)

LetinAR
Investment Attraction KRW 6.8 billion
Smart lens for eyeglasses using optical technology

Na Seong-su
(Computer Engineering 11)

TEAM42
Sales KRW 4 billion
Developed an online, mobile reasoning game mafia42

Yu Kwang-yeon
(Business Administration 00)

Dukkubisesang
Sales KRW 3.4 billion
Direct deal platform for real estate

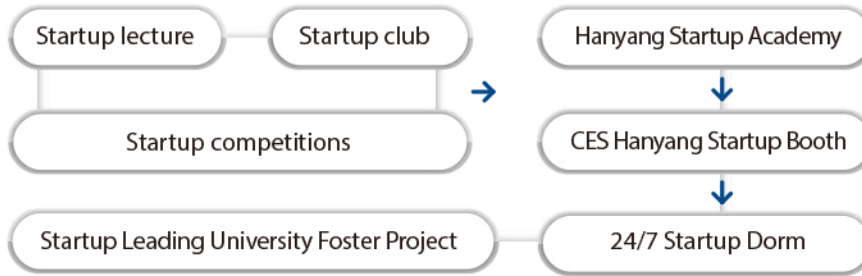
Son Jih-ho
(Mechanical Engineering 11)

Algorithm LABS
Investment Attraction KRW 500 million, Sales KRW 1 billion
Online and off-line algorithm education service

Best Practices for Nurturing Student Entrepreneurs



Kim Jae-hyeok (Industrial Engineering 13)
LetinAR / Smart lens for eyeglasses using optical technology



Investment Attraction KRW 6.8 billion from Naver, Kakao Investment, etc.

LetinAR



Jo Kwan-je (Economics & Finance 08)
PURPLELINK / Operates media commerce and cosmetics brand

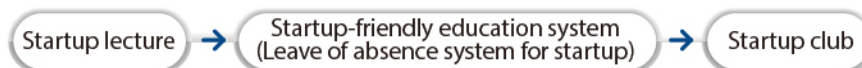


Achieved annual sales of KRW 11.9 billion and 150 million views of contents

PURPLELINK



Lee Jong-hun (Electronics Convergence Engineering 11)
Mathpresso / AI Character recognition-based service

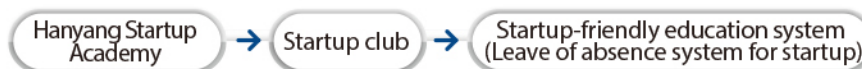


Investment Attraction KRW 25.6 billion from Softbank Ventures, etc.

MATHPRESSO

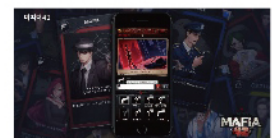


Na Seong-su (Computer Engineering 11)
TEAM42 / Developed an online, mobile reasoning game 'MAFIA 42'

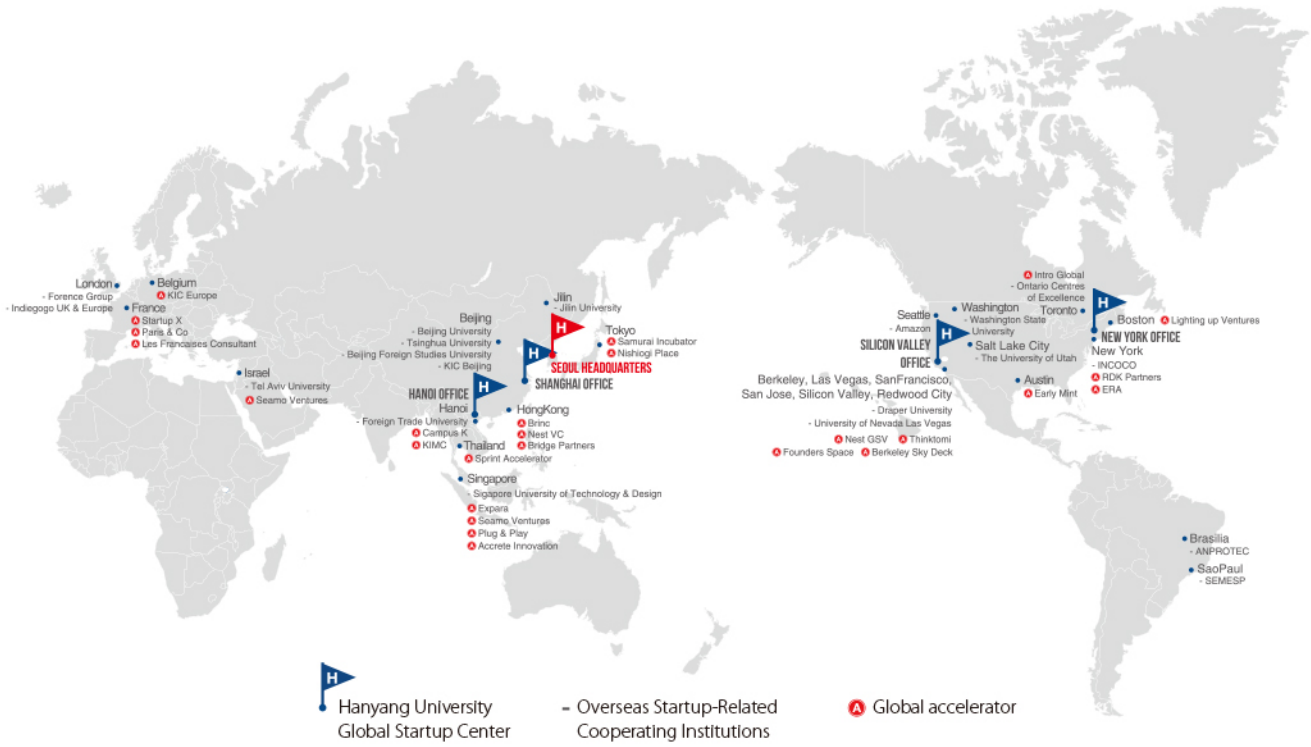


Achieved annual sales of KRW 4 billion and 7 million of accumulated downloads

TEAM42



GLOBAL NETWORK



Global Cooperation Network

Shared Network	
America	
Europe	
Asia	
University	

Need some help for startup? Check out ways to get support from us.



1:1 coaching from the teaching staff of the Startup Support Foundation during the entire startup cycle from selecting a business item to commercialization

One-Stop Startup Counseling

Located on the second floor of COMMAX Startup Town. Contact us at
한양스타트업톡톡



한양스타트업톡톡

Hello. This is Hanyang Start-up Talk-Talk. We will answer your questions as soon as possible. Thank you.

Ask Question to Talk-Talk

Request Counseling

FAQ



Online counseling service for Hanyang students dreaming of startup



한양스타트업톡톡

Search **한양스타트업톡톡** at KakaoTalk!

“ **HANYANG UNIVERSITY**
Startup Support Foundation ”



HANYANG UNIVERSITY

Hanyang University
Startup Support Foundation

#103, HIT, Hanyang University, 222 Wangsimni-ro, Seongdong-gu, Seoul, 04763

startup.hanyang.ac.kr/en