



Ministry of Science and ICT



대전광역시
DAEJEON METROPOLITAN CITY



How to Break Into Venture Capital and Think Like an Investor

May 10th, 2019

Seung-hyun Kim 300PARTNERS Inc.

[300PARTNERS Inc.]

***Customer Development, Prototyping/MVP Development,
Business Model Development, Business Plan Development,
IR Pitching Strategy, Growth Hacking Strategy***



CEO Seung-hyun Kim

- ***Founder & CEO , 300 PARTNERS Inc.***
- ***2018 I-Corps Program, NSF (National Science Foundation)***
- ***Co-Founder/CSO(Chief Strategy Officer), SMARF (Ag-Tech)***
- ***Hedge Fund Manager, TAURUS***
- ***Hedge Fund Manger, BOAZ***
- ***Department of Electronic Engineering, Sogang Unviversity***

스타트업 빅뱅
창업 신들의 배틀

대한민국을 바꿀
5,770개 스타트업의
치열한 아이디어 전쟁!

총상금 1.8억

10월 31일 수요일 저녁 6시 30분 첫 방송!

스타트업 빅뱅
창업 신들의 배틀

매주 수요일 저녁 6시 30분
창업 신들의 배틀
『스타트업 빅뱅』
왕좌를 향한 참가자들의
도전이 펼쳐집니다





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- 
- 1. Pitching ?***
 - 2. Silicon Valley Demo Pitching***

1. Pitching?

VC ?

1. Pitching?



1. Pitching?



1. Pitching?



1. Pitching?

CURRENT FACT

1. Pitching?

HYPOTHESIS

1. Pitching?

HUMAN

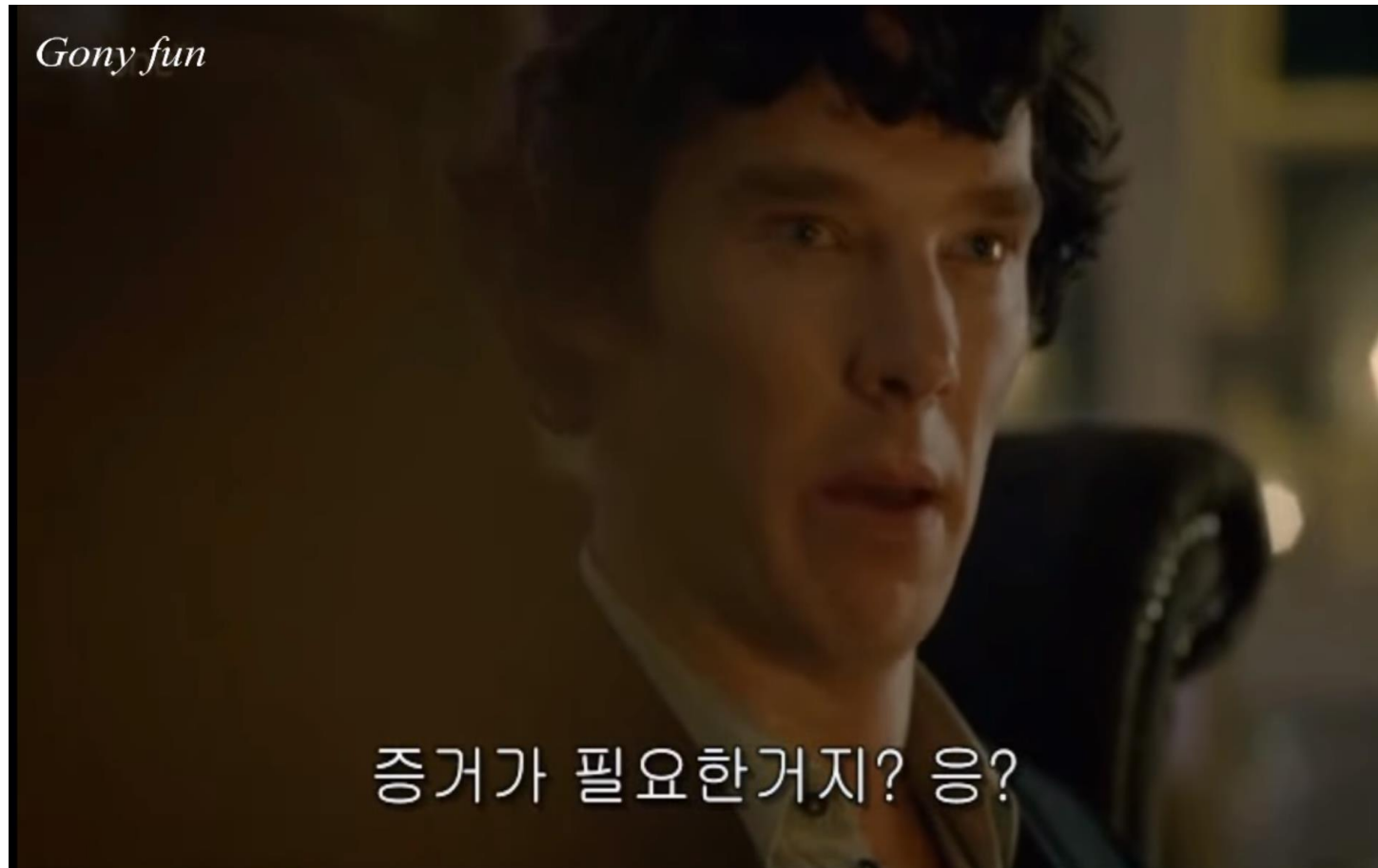
1. Pitching?

EXPERIMENT

1. Pitching?

EVIDENCE

1. Pitching?



1. Pitching?

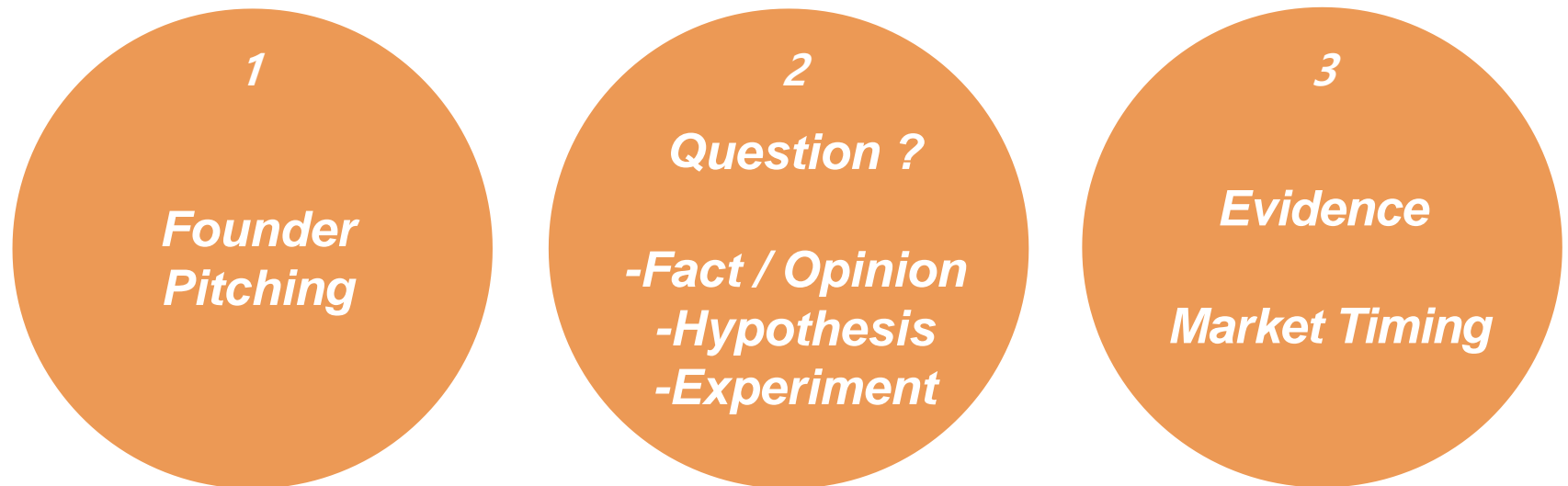
EVIDENCE Based Pitching

1. Pitching?

Direction

1. Pitching?

Early Stage Startup Pitching



KSF (Key Success Factor)
KPI (Key Performance Index)

1. Pitching?

SITUATION

300 seconds

PRODUCT/SERVICE

INVESTOR

1. Pitching?

SITUATION

The Curse of Knowledge

1. Pitching?

COMPARISON



1. Pitching?

COMPARISON

Startup Map v4.9 (190208) 1/14

KOREAN STARTUP COMPANIES

Ver. 4.9
Last Updated on Jan 16, 2019

STARTUP ALLIANCE
by NAVER

E-Commerce

LINKSHOPS, B2LINK, SREES, MakeShop, COUP24, PUBLOG, kmona, RSQUARE, HEATBOX, snilecon, BBUZART, TMAN, mannabox, BUZZIN, Oompo, wishket, kukka, CNScripts, LogSpot, MADOROSS, 0.BL

Contents

jobplanet, BOOKAL, PikaCast, onoffm, amazer, bookjam, wanted, WATCHA, PUBLI, Social Network, FUNPL, WORKS, vingle, Demand, illie, People Story, TOWNICE, TREASURE, HITE, MAKESTAR, FORCE TELLER, 몰라넷

SW/Utility

VOICELOCO, SendBird, toggle, JANDI, collabee, Filto, Rubio, HYPERCONNECT, idecca, JOCOS, cizloh, me2ang, STORE Camera, ASD technologies, naim, Shok, TRADLINK, Secu Letter, TIKINNY, acryl, visual camp, HUBKIST, BOSCONCEPT, GAUDI, LOKELIN COMPANY, Whatapp, Jobis, ATTORRESEARCH, SWINGVY, JellyBus, SEWORKS, albam, lptat, XBRAIN, EVERSPIN, ProtoPie, dabZZO, BESPIN GLOBAL, LOOKID, WISEMOBILE, sendanywhere, TimeTree, CLOUDCAST, XONO, MINDS Lab, IRIS ID, organize, BUZZPULE, SPEROME, Skelter Labs, JINTECH, MIRKIN ROCKS, SOLUGATE, STRADVISHIN, Humanscape, NORMA, COWORKS, HARU, M.LTIME, SMOOTHY

Fintech

fount, cumbulbug, ROOF FUNDING, Toss, coinplug, coinone, FUNDA, FINDA, LENDIT, banksalad, 마이리얼트론, BrilliantFS, DAYLI, BLOCKO, SODIT, Wadiz, Hf, Honest Fund, mojn, QARA, true balance, bankwareglobal, tndn, QRAFT, C&TECH, sodatransfer, HANPASS, OpenTrade, peoplefund, TERAFUNDING, 8PERCENT, SENTBE, mobidoo, emmental, IoTTrust, bomapp

Healthcare

LifeSemantics, NEOPECT, HUINNO, ViroCure, petby, infit, UBcare, NOOM, Genoptia, NGeneBio, VUNO, Lem, nex Inc, Sky Labs, JLK INSPECTION, 3billion, Tomocube, GENECAST, THE WAVE TALK, NEUROPHET, KOBIDLABS, linealks, CAYELADS, COBIO, EYEPIA

Education

VITRUV, fast campus, CLASSTIME, iitid, ST Unites, oedigm, Quaison, enuma, MATH-PRESSO, santa, STUDYMAX, elice, JARAN, CATCHIT PLAY, OPENKNOW

Food

DINING, plating, foodtech, MANGO PLATE, COLIN GREEN, pping, RED TABLE, HELLOWORLD, INTAKE, DR. KITCHEN, piensa, Labnosh, BROWN, creatrip, TLX PASS, myrealtrip, MYLO

AD/Marketing

ADOP, Touching, MOOOVR, Dable, Airbridge, mobidays, ADPICK, dodo, MADUP

Home service

Urbanbase, HOMEMASTER, 청소연구소, ZIGZAG, HUMANOR, CLO
















1. Pitching?

COMPARISON



1. Pitching?

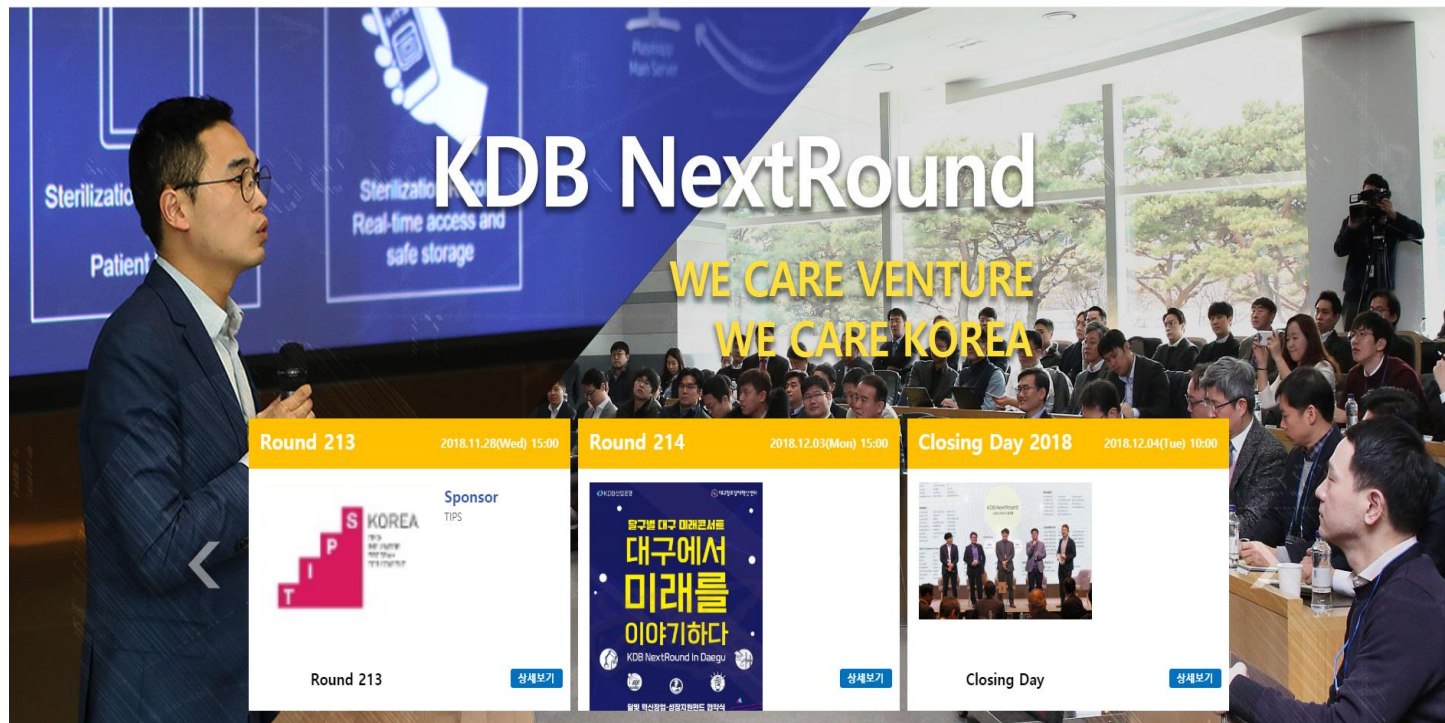
COMPARISON

	Search...			
2018	 Brain Gear Inc. 브레인기어	 MEDI HUB 메디허브	 Allercuris 알러큐리스	 PurrSongWriter INC. 꿀꿀송작곡가
2017	 Alchemyth 알케미스	 Mentoreet 멘토릿	 당신의집사® 리호즈	 MANDARIN robotics 만다린로보틱스
2016	 이젤	 WALDLUST 발트루스트	 MIDAS H&T FROM TECH TO VALUE 마이다스에이치엔티	 BIOT 바이오토코리아
2015				
2014				
2013	 Cleanin'sTime		 SOUND ...	

1. Pitching?

COMPARISON

[KDB NextRound](#) [NextRound is](#) [IR Round](#) [Partners](#) [Contact us](#)



[영남첨단내](#) [개인정보처리방침](#) [보안센터](#)

[▶ KDB NextRound](#)

1. Pitching?

COMPARISON

뉴스레터신청 | Home | Sitemap | English | 회원가입 | 로그인

KOSDAQ
코스닥협회

알림정보 | 성장지원센터 | 홍보/IR | 코스닥 교육센터 | 자료실 | 사회공헌센터 | 협회소개

혁신성장과 4차산업의 중심, 코스닥!

지금의 코스닥시장은 코스닥기업들의 뜨거운 열정이 있었기에 가능했습니다. 코스닥협회는 그 '열정'의 가치를 소중히 여기며, 더욱 키워나갈 수 있도록 함께 하겠습니다.

- 회계담당 임직원 등록
- 세미나 설명회
- 증권법규
- 대한민국 코스닥대상
- 주주총회 방문상담
- 신규회원사
- 내 주변 코스닥기업
- 발간자료
- 주주총회 분산 자율준수프로그램

< 2019년 4월 >

KOSDAQ 갤러리

1. Pitching?

COMPARISON

대한민국 기업정보의 창 **DART** 로그인 | 마이페이지 | 공시업무 | DART소개 | 오픈API | RSS | 사이트맵

최근공시 | 공시서류검색 | 공시정보활용마당 | 기업개황 | 공모게시판 | 최근정정보고서 | 최근삭제보고서

신속하고 투명한 공시! 세계속의 초일류 자본시장을 만들어 나갑니다.

회사명: 최종보고서

기간: -

정기공시 |
 주요사항보고 |
 발행공시 |
 지분공시 |
 기타공시 |
 외부감사관련 |
 펀드공시 |
 자산유동화 |
 거래소공시 |
 공정위공시

통합검색

오늘의 공시 [2019-04-23 09:08] 오늘의 공시는 30초 단위로 갱신됩니다.

전체	(14)	유가증권	(7)	코스닥	(0)	코넥스	(1)	기타	(6)	5%-임원보고	(5)	펀드공시	(14)
09:04	유가증권시장	삼성증권	일괄신고추가서류(파생결합증권-추가연계증권)										
09:02	유가증권시장	삼성증권	일괄신고추가서류(파생결합사채-추가연계파생결합사채)										
09:02	기타법인	한국주택금융공사	[변경등록]채권유동화계획의등록신청서[한국주택금융공사]										
09:02	기타법인	한국주택금융공사	채권유동화계획의등록신청서[한국주택금융공사]										
08:51	기타법인	명성환경	연결감사보고서										
08:48	유가증권시장	호텔신라	투자설명서										
08:37	유가증권시장	국도화학	투자설명서										
08:36	기타법인	우리카드이천심팔의일유동...	[기재정정]자산양도동의등록신청서										

많이 본 문서 1 2 3 4

순위	회사명	보고서명
1	현대약품	분기보고서
2	하이글드...	영업(잠정)실적(공...
3	매직마이...	주요사항보고서(유...
4	동양물산...	최대주주등소유주...
5	유틸렉스	투자판단관련주요...

정기보고서 제출기한 다보기 >

공모게시판 [2019-04-23 09:08] 공모게시판은 30초 단위로 갱신됩니다.

지분증권	(20)	채무증권	(59)	파생결합증권	(256)
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QUICK
오늘 본 문서
(총 0건)
모바일전자공시

1. Pitching?



2. Silicon Valley Demo Pitching



[About](#) [Companies](#) [People](#) [YC Continuity](#) [Startup School](#) [Blog](#) [Resources](#)

Apply for **S2019** batch.

[Apply](#)

About

Y Combinator created a new model for funding early stage startups.

Twice a year we invest a small amount of money (**\$150k**) in a large number of startups.

The startups move to Silicon Valley for 3 months, during which we work intensively with them to get the company into the best possible shape and refine their pitch to investors. Each cycle culminates in Demo Day, when the startups present their companies to a carefully selected, invite-only audience.

But YC doesn't end on Demo Day. We and the YC alumni network continue to help founders for the life of their company,



2. Silicon Valley Demo Pitching

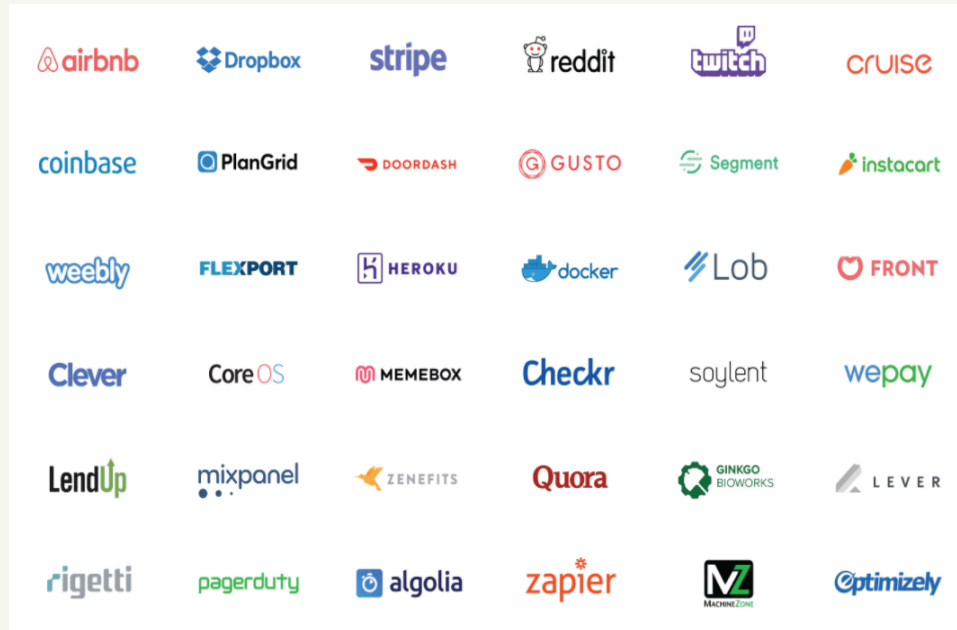
Y-Combinator

Startups

Since **2005**, we've funded over **1,588** startups.

Y Combinator is a community of over **3,500** founders.

Our companies have a combined valuation of over **\$80B**.



[See all companies](#) ▶ [Work at a YC company](#) ▶



Paul Graham
Y COMBINATOR

It's better to make a few people really happy than to make a lot of people semi-happy.

#STARTUPQUOTE · 04

STARTUPQUOTE.COM

2. Silicon Valley Demo Pitching

The screenshot shows the YC Apply website interface. At the top left is the YC logo (an orange square with a white 'Y'). At the top right, a red-bordered box contains the text '300Partners · Logout'. Below the header, the main heading reads 'Welcome to YC Apply' with 'Summer 2019' underneath. On the left side, there are three green buttons: 'Recommend a Startup' (with a star icon), 'Apply Late as Startup' (with a document icon), and 'Apply Late as Non-Profit' (with a document icon). A red circle with 'OR' is positioned between the two bottom buttons. On the right side, a white box titled 'Application' contains a bulleted list: 'You have NOT created an application.' and 'Create an application by applying as a startup or non-profit.' At the bottom right of the page, there is a blue link that says 'Need Help?'.

2. Silicon Valley Demo Pitching

IDEA Why did you pick this idea to work on? Do you have domain expertise in this area? How do you know people need what you're making?

What's new about what you're making? What substitutes do people resort to because it doesn't exist yet (or they don't know about it)?

Who are your competitors, and who might become competitors? Who do you fear most?

What do you understand about your business that other companies in it just don't get?

Contents

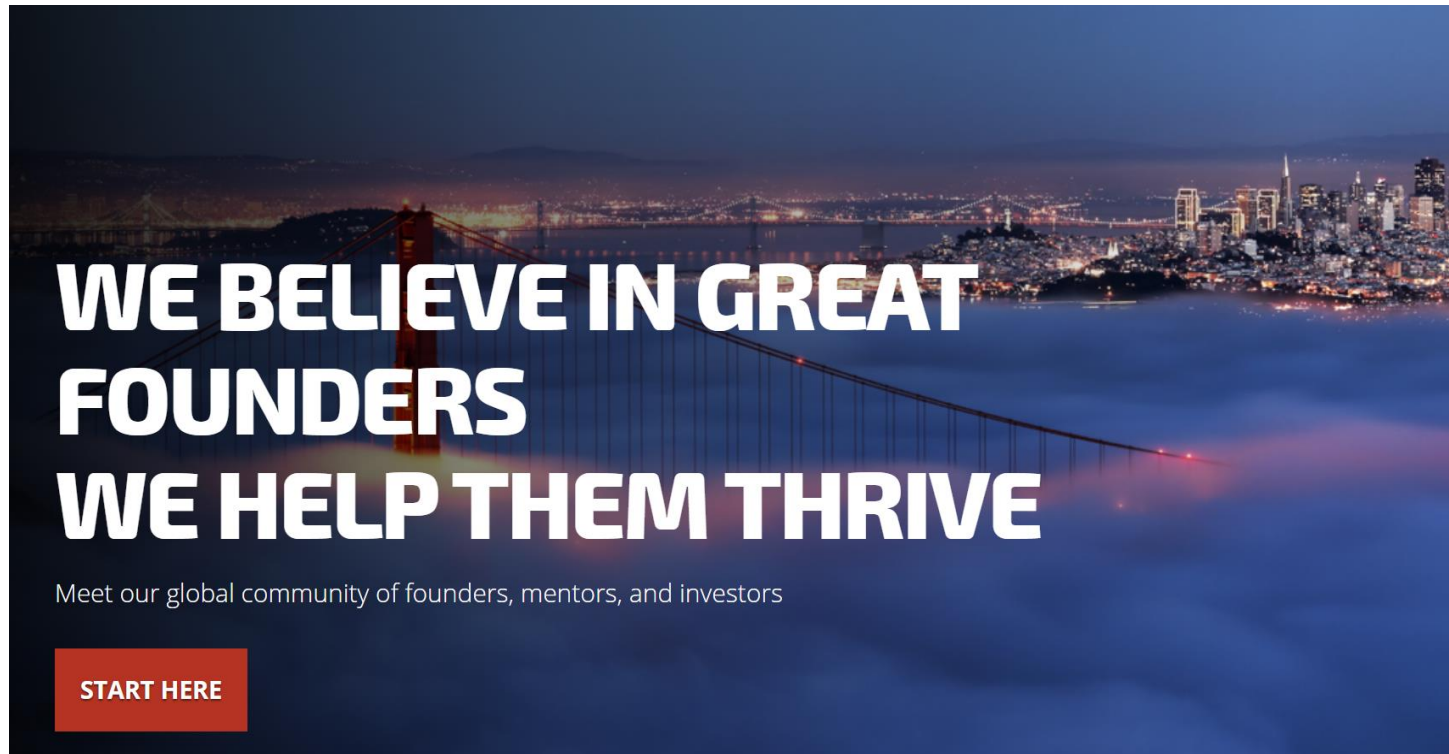
1. Company
2. Contact
3. Founders
4. Category
5. Progress
6. **Idea**
7. Equity
8. Legal
9. Others
10. Curious

Elsewhere

- [How to Apply Successfully](#)
- [Frequently Asked Questions](#)
- [About Y Combinator](#)

2. Silicon Valley Demo Pitching

500Startups



**WE BELIEVE IN GREAT
FOUNDERS
WE HELP THEM THRIVE**

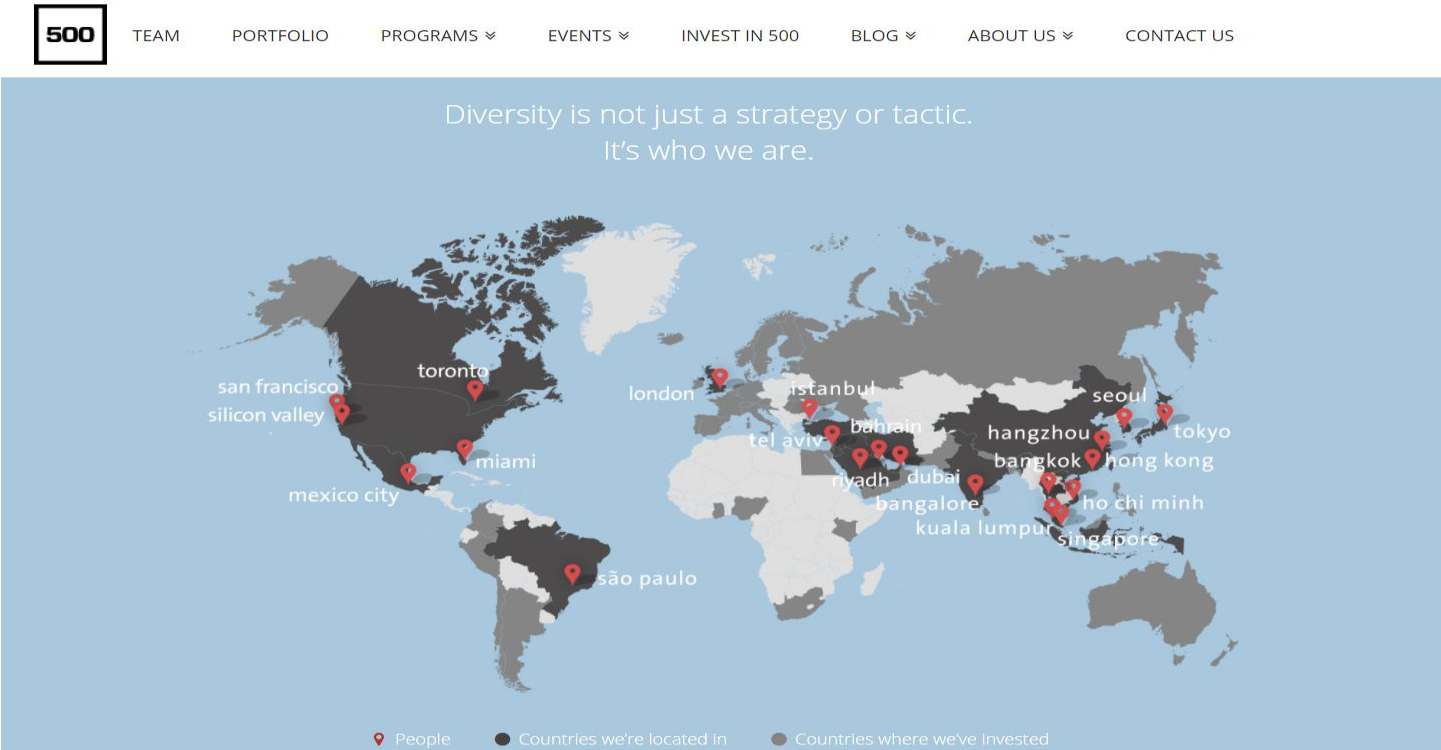
Meet our global community of founders, mentors, and investors

[START HERE](#)

2. Silicon Valley Demo Pitching

500Startups

500 Kimchi – regional fund focusing on Korea



2. Silicon Valley Demo Pitching

500Startups


BLOOME

Jaranda

 KOREABOO

 comento

PUBLY

 82
MORNING RECOVERY

 GHOST KITCHEN

hush.


CNCCOMPANY
Beauty & Health Ent.

 myBOX

 REALITY REFLECTION

 tapas

Shakr

 SPOON

Vungle



 TimeBlocks


PASARNYA ITEM



WAHOME


DANO

2. Silicon Valley Demo Pitching

500Startups

Contact's Email Address

300@300partners.kr

REQUIRED

What is your company's AngelList web address? (ex: <https://angel.co/500startups>)

REQUIRED

Have you launched your product?

YES NO

When did you launch your product (month and year)?

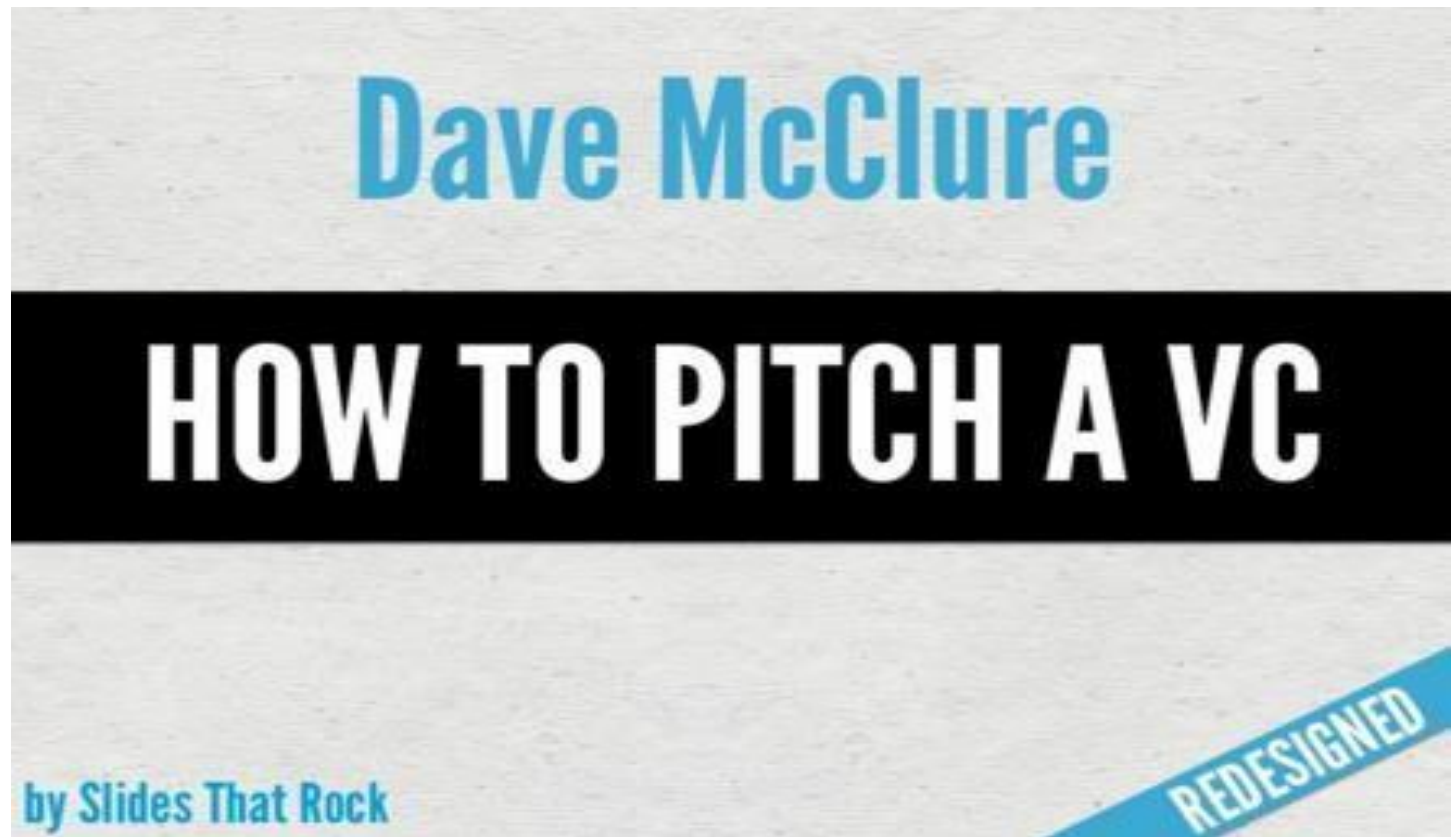
REQUIRED

Briefly describe your product. If you have a video and/or presentation deck, please include the links here.

REQUIRED

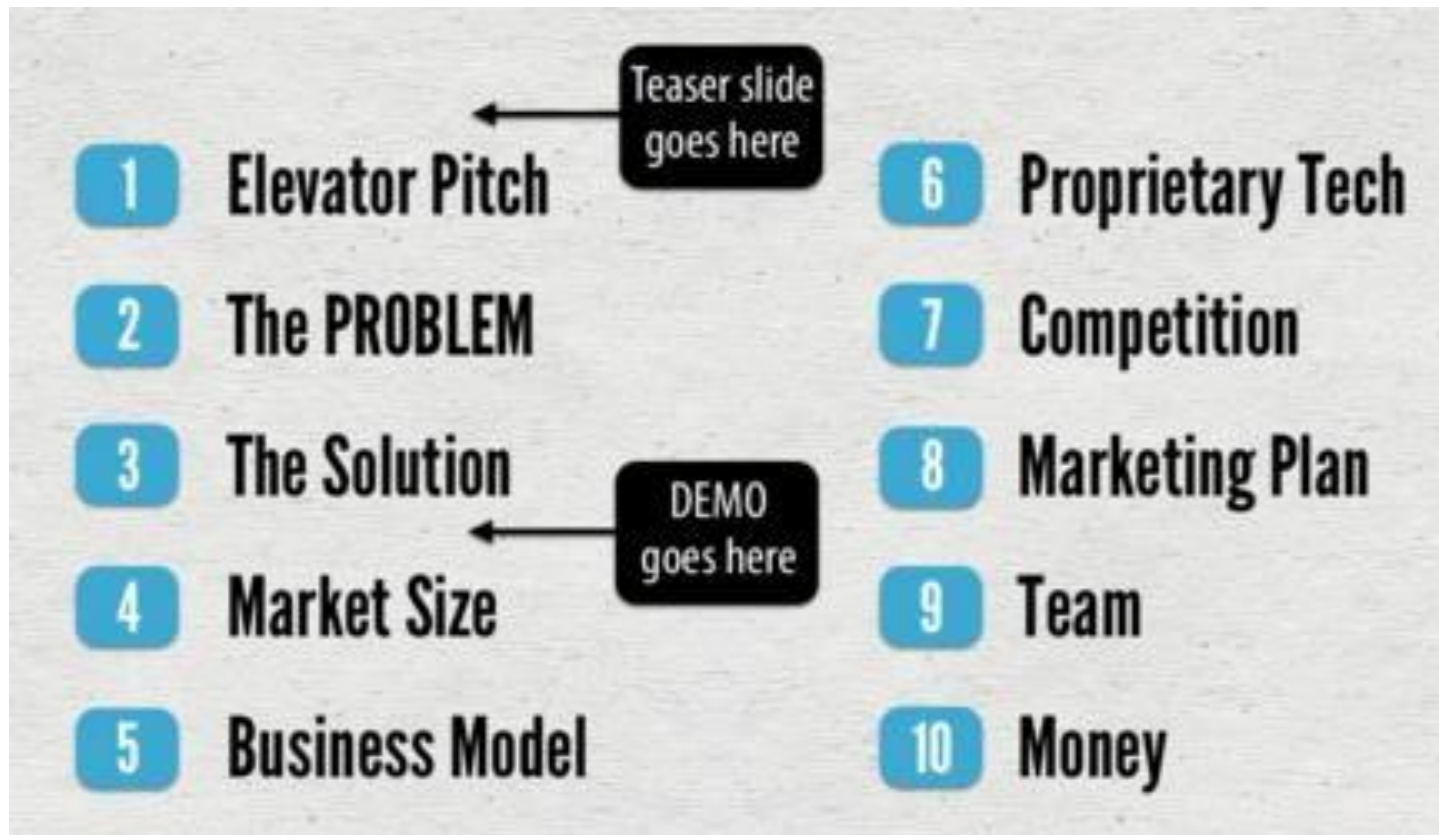
2. Silicon Valley Demo Pitching

500Startups



2. Silicon Valley Demo Pitching

500Startups



Thank You.
Q&A

300PARTNERS Inc.

CEO Seung-hyun Kim

Mobile : 010-7574-7709

E-mail : 300@300partners.kr