

NFLABS  
SIMPLIFYING BIG DATA

5Rocks

weplanet  
stack and share your life

MERRYWIND

memebox

knowre

hey! Bread

DoubleMe



mangoplate

TrakInvest

ZOYI

1DAY 1SONG

LATERAL  
PIONEER OF INNOVATION

StyleWiki

annuridmc inc.

domobio

BuyFi

stayer

DROPBEAT



Beacon Doctor

# COVID19 - Impact on Investments in Korea

freenters

WhaTap  
Just Tap, Always Monitoring

LOCKIN  
COMPANY

evain  
Valuable life style  
**SparkLabs**

LOANVI

piQUANT

FLOW STATE  
MEDIA

IMAGINE BEYOND IMAGINABLE

leemjungsu

Genoplan

QUBITSECURITY

WANTED

WAY

vengine

n.thing™



WATER STRIDER INC

PENTAPRESS  
www.pentapress.net

TOWN US  
urban living partners

ringu

tree planet

“Snapshot of South Korea”

highest

smartphone penetration  
in the world

highest

4G LTE penetration in the world

FIRST

Commercial 5G  
Service



## “Snapshot of South Korea”

5<sup>th</sup>

largest e-commerce  
market in the world

7<sup>th</sup>

largest personal  
luxury goods market

Home to

largest

mobile phone maker in the world  
(Samsung)  
& 7<sup>th</sup> largest mobile phone maker (LG)



## “Snapshot of South Korea”: Response to COVID-19



International  
Organization for  
Standardization

Korea's COVID-19 Response  
Model(3T: Test- Trace- Treat)  
Selected as the International  
Standard for Infectious  
Diseases

Over **600** Testing Centers

with the capacity of **15,000-**  
**20,000** tests per day



## “Snapshot of South Korea”: Response to COVID-19

**2nd** most used COVID-19 test kits  
in the world

**126** countries requested Korean  
COVID-19 test kits

over **750,000** test kits sent to  
the U.S only



# COVID19 - Impact on Investments in Korea

## Investment Trend

Overall reduction in Investment in the 1st Half by **17.3%**  
 Increase in Investment through Untact Business by **5.4%**



Division	'19 1st Half	'20 1st Half	Rate of increase/decrease from the previous year
Untact Business Investment (355 companies)	8,222	7,691	△531(△6.5)
Share of Total Investment	41.2	46.6	+5.4%p

〈 '19, '20 Untact Business Investment Status (in billion KRW, %) 〉

# COVID19 - Impact on Investments in Korea

'19, '20 1<sup>st</sup> Half Monthly Venture Investment Status (in millions \$, %)

Duration	2019	2020			Duration	2019	2020		
			+/-	Rate of +/-				+/-	Rate of +/-
January	261.8	246.3	▲15.5	▲5.9	April	385.9	244.9	▲141.0	▲36.5
February	193.3	220.1	+26.8	13.9	May	393.8	296.1	▲97.9	▲24.8
March	323.7	315.0	▲8.7	▲2.7	June	435.7	327.1	▲8.7	▲24.9
1 <sup>st</sup> Quarter	778.8	781.4	+26	+0.3	2 <sup>nd</sup> Quarter	1215.4	781.4	▲347.3	▲28.6

Q1 '20 → Similar to the Previous Year

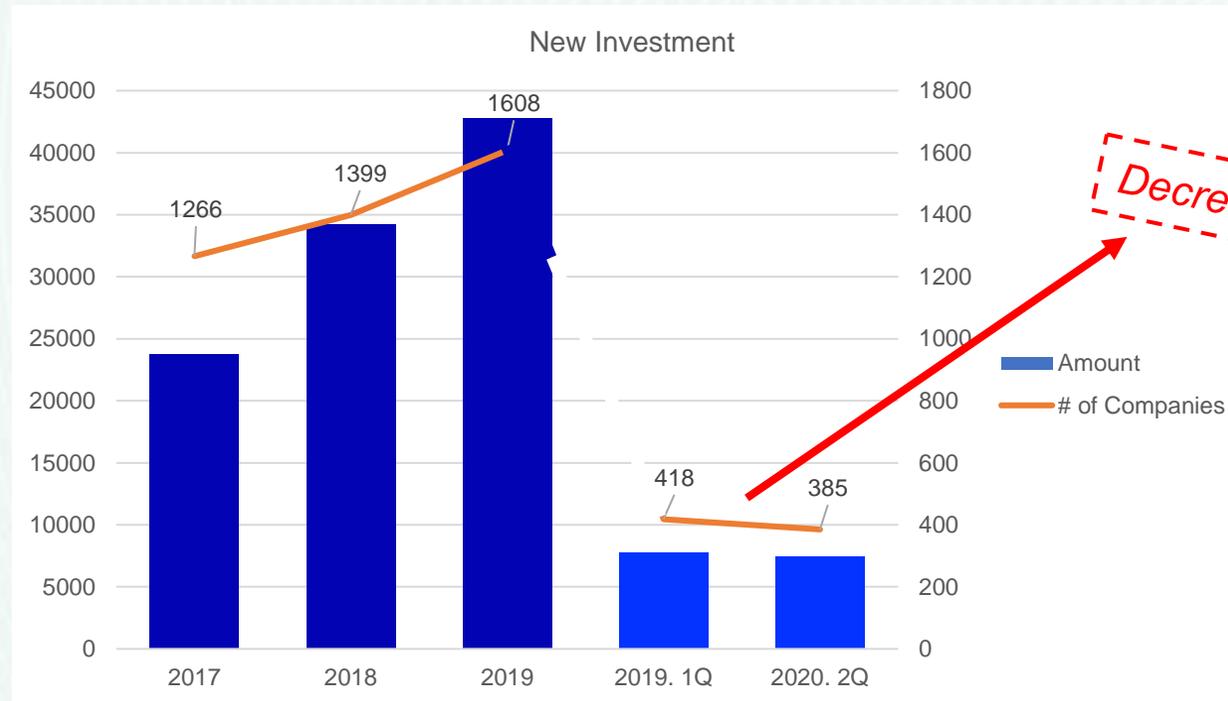
Q2 '20 → Investment fell Sharply (▲347.3 M)



*Due to Declined  
Discovery Opportunity*

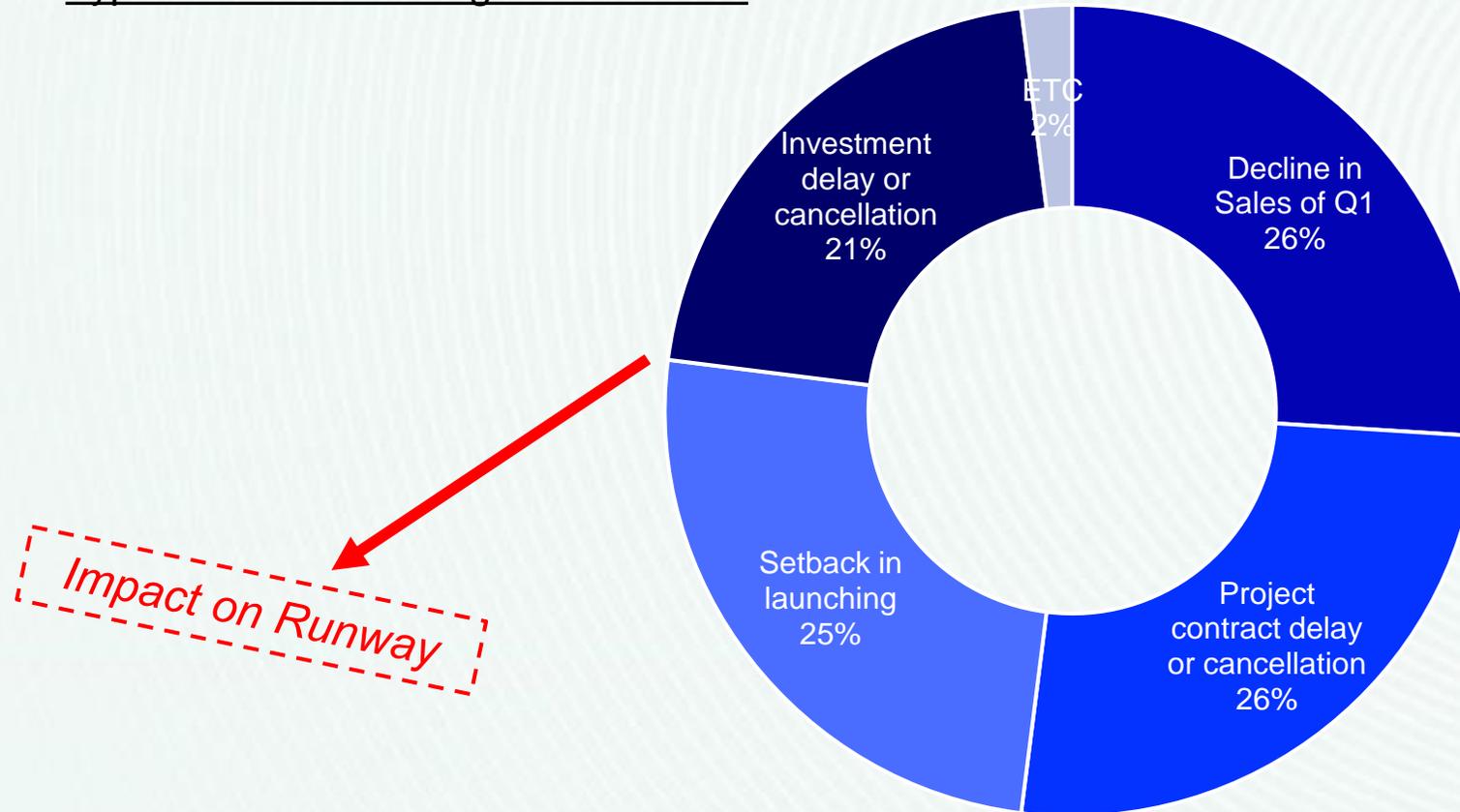
# COVID19 - Impact on Investments in Korea

## Number of New Investments



# COVID19 - Impact on Startups

## Typical Case of Damage in Business



# Government Supports for Startups

A total of 2.08 billion dollars was additionally supplied by Korea's Ministry of SME and Startups(중소벤처기업부) to about 8,400 startups and venture companies this year



Korea's Institute of Startup and Development (창업진흥원) established a "Remote Support Department" and "Remote Service Platform" as part of their plans to revive and stimulate Korea's startup ecosystem amidst the COVID-19 pandemic.

# Government Supports for Startups

Seoul City will additionally fund a total 5 million dollars to R&D for Korean startups in four categories.

사 업 명	지원규모 (단위:백만원)	주요내용
바이오·의료 기술사업화 지원사업	2,000	- 지원대상 : 서울 소재 중소기업 - 지원분야 : 방역기기(물품), 진단의료기기, 원격의료 서비스(기기) 등 - 지원규모 : 과제당 최대 2억원, 10개 과제
AI 활용 비대면 및 방역 기술사업화 지원사업	2,270	- 지원대상 : 서울 소재 중소·벤처·창업기업 - 지원분야 : 포스트 코로나 시대 대비 AI 기반 비대면, 방역 활용기술 등 - 지원규모 : 과제당 최대 3억원, 8개 과제
핀테크 기술사업화 지원사업	800	- 지원대상 : 서울 소재 핀테크 기업 - 지원분야 : 코로나19 이후 수요증가한 간편결제, 보안, 클라우드컴퓨팅 등 핀테크 기술 - 지원규모 : 과제당 최대 1억원, 8개 과제
블록체인 기술사업화 지원사업	600	- 지원대상 : 서울 소재 중소·벤처·창업기업 - 지원분야 : 포스트 코로나 시대 대비 비대면 인증 보안 등 블록체인 사업화가 필요한 기술 - 지원규모 : 과제당 60백만원, 10개 과제

## Four Categories:

1. Biotech
2. AI- based remote,  
disease-prevention  
services
3. Fintech
4. Blockchain Technology

# **COVID19 - Impact on Accelerators**



## ENTREPRENEURS **GROWING** ENTREPRENEURS

SparkLabs is a leader in Asia Tech Ecosystem, founded in 2012.

SparkLabs helps our portfolio startups to accelerate its growth in order to build success in the domestic and international markets. It helps to attract follow-on investment from Global VCs as well as Korea.

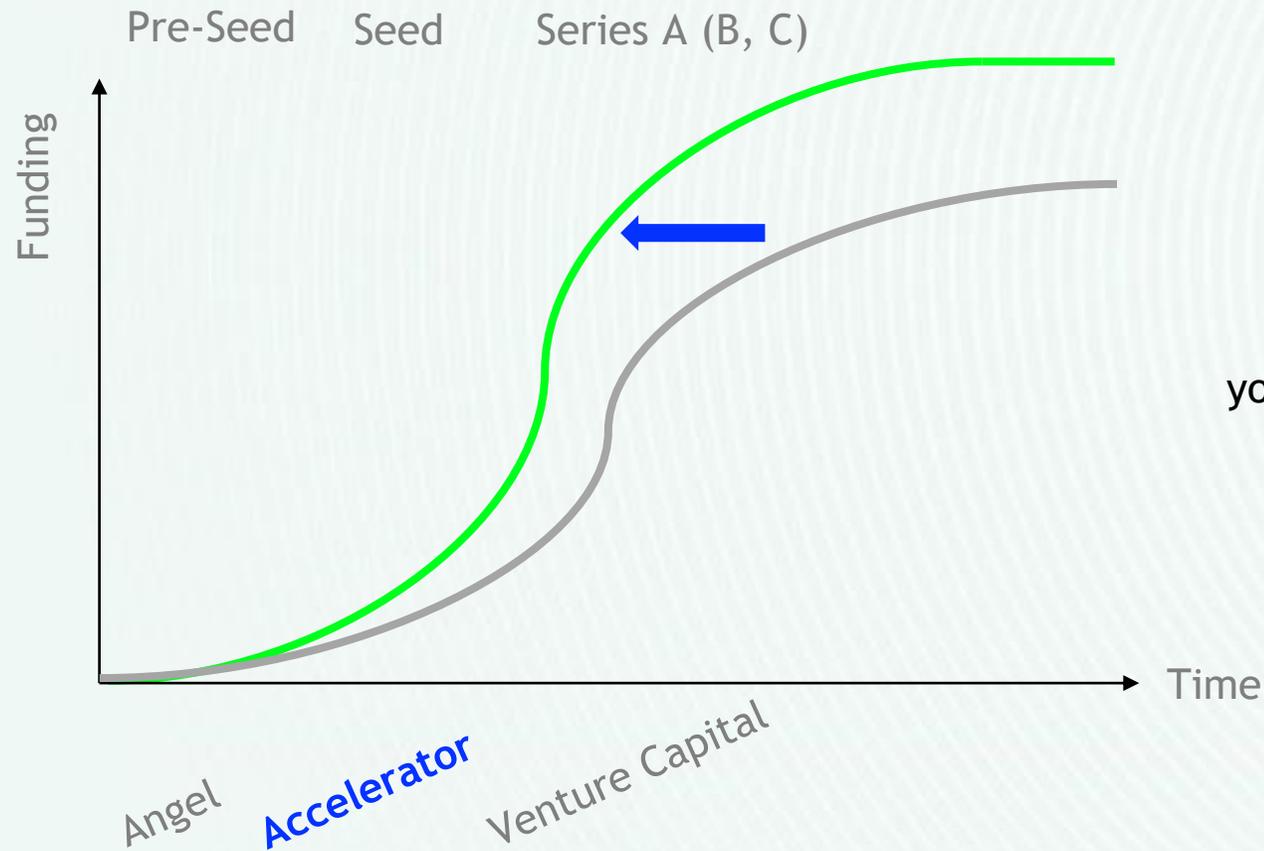
### Accelerators



### Venture Capital Funds



# WHAT IS ACCELERATOR ?



“get you to the point where you’ve built something impressive enough to raise money on a larger scale.”

- Y Combinator

# KEY ELEMENTS OF ACCELERATOR

## Seed Investment

It pays your expenses while you're getting started

Minimum \$50k,  
Up to \$100k  
5-6% Equity

## Program

Make Something  
People Want

KPI Setting, Mentoring,  
Teaching Sessions (16  
weeks)

## Network

Help founders deal  
with investors and  
acquires

Connect founders w/  
domestic/overseas  
corporates and investors

## Demoday

Startups to  
present their  
product or service  
as convincingly  
as they can for  
the stage they're  
at

## Program Goals

***“You should be either making it<sup>1)</sup> or selling it<sup>2)</sup>”***

- 1) building a product
- 2) talking to users

**SAVING TIME!!**

# KEY ELEMENTS OF

## Seed Investment

It pays your expenses while you're getting started

Minimum \$50k,  
Up to \$100k  
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## Program

Make Something People Want

KPI Setting, Mentoring,  
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Help founders deal with investors and acquires

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## Program Goals

*“You should be either making it<sup>1)</sup> or selling it<sup>2)</sup>”*

- 1) building a product
- 2) talking to users

**DELAY!!!!**

# ACCELERATOR GOING UNTACT

**SLTV** SPARKLABS TV 구독

홈 동영상 재생목록 채널 토론 정보 🔍

**스파크랩 박찬호 벤처파트너와 스타트업...**

🔒 스파크랩 박찬호 벤처파트너와 스타트업 창업가들의 Meet up!  
조회수 545회 · 2주 전

스파크랩의 벤처파트너로 활동하고 있는 한국인 최초 메이저리거 박찬호! 박찬호와 스타트업 창업가들이 한자리에 모여 사업과 인생에 대한 이야기를 나눴습니다. 😊

👉 Q&A 세션  
00:00 스파크랩의 벤처 파트너로 어떻게 활동하게 되었는지?  
18:11 유명한 중 반려동물 관련 스타트업에 관심있는 지인이 있는 자세히 알아보기

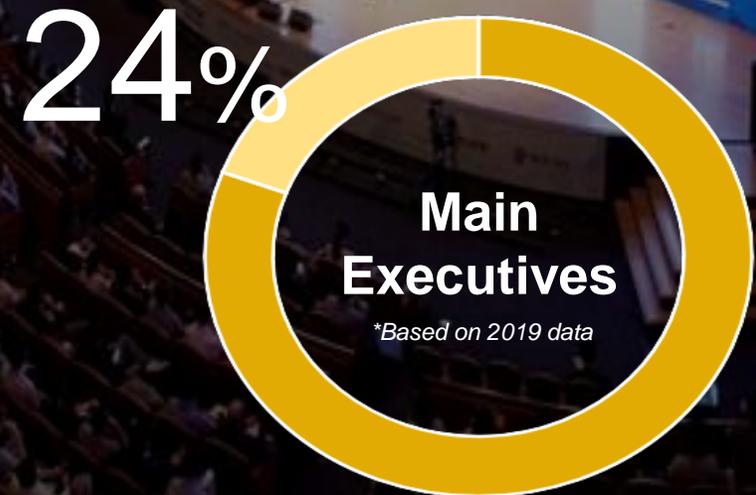
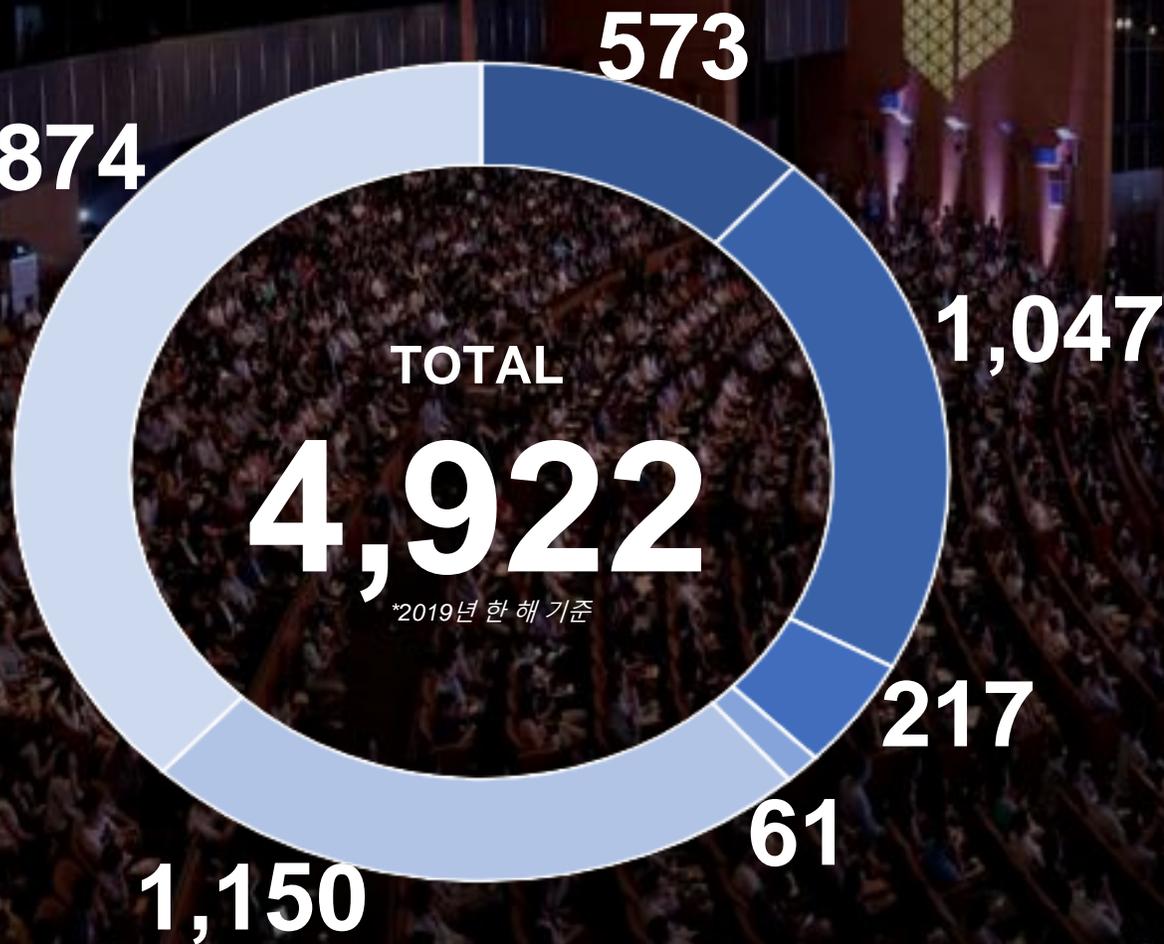
▶ 13:17 / 59:18 · 스파크랩의 벤처... > ⚙️ 📺

Events & Webinars ▶ 모두 재생

 <p><b>SHIFTING TIDES</b> from Supercities to Super... 1:04:34</p>	 <p><b>THE NEW MATRIX</b> Evolving Cyber Attacks on Enterprise Durin... 1:09:11</p>	 <p><b>Road to Sustainability</b> 1:21:55</p>	 <p><b>Innovations in Music</b> During These Uncertain Ti... 1:34:53</p>
[Webinar] SHIFTING TIDES - from Supercities to Super... SPARKLABS TV 조회수 20회 · 2주 전	[Webinar] Evolving Cyber Attacks on Enterprise Durin... SPARKLABS TV 조회수 20회 · 2주 전	[Webinar] Road to Sustainability SPARKLABS TV 조회수 15회 · 3주 전	[Webinar] Innovations in Music During These... SPARKLABS TV 조회수 47회 · 2개월 전



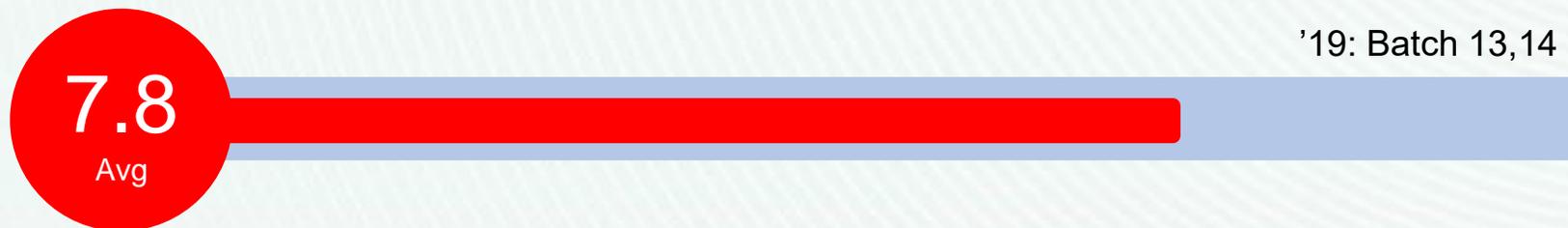
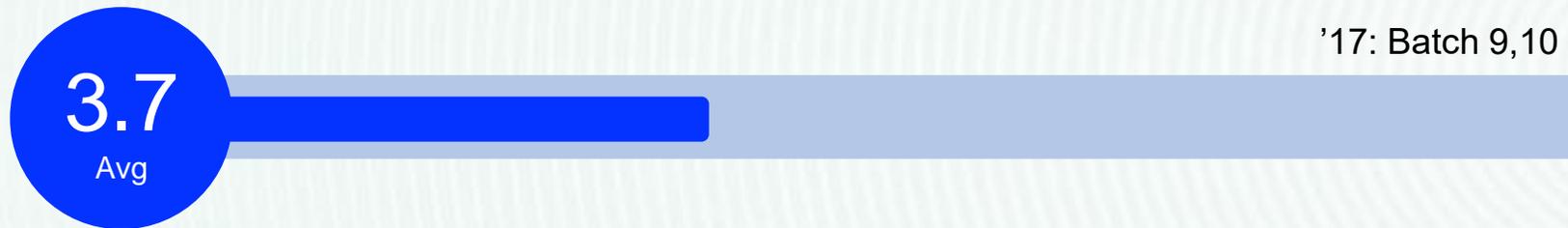
# SparkLabs DEMODAY: (used to be) the World's Largest Demo Day



- Investors
- Corporates
- Governments
- Media
- Startup
- Etc.

# Follow-on Investment

Duration of Time for Follow-on Investment after Demoday



# Building Trust became more Essential

From GAN (Global Accelerator Network)

# Remind Investors of Your Status Before COVID-19

- What products you had already deployed before COVID-19
- What products were about to be released before COVID-19
- How your revenue and cash looked before COVID-19
- What your investment forecast looked before COVID-19

# Describe Your Current Reality

- The status of the products you launched before COVID-19
- The status of products that were about to be launched before COVID-19
- How your revenue and cash look today
- How your investment forecast looks

# Share What You've done to Reinforce Your Business

- Manage cash & liquidity.
- Control your costs.
- Ensure your communication is excellent and consistent.
- Create a new business continuity plan.