



# [1주차] 소프트웨어기술창업1



한양대학교

2020. 09. 04(금), 컴퓨터소프트웨어학부 백필호

# s o f t w a r e



**Software**

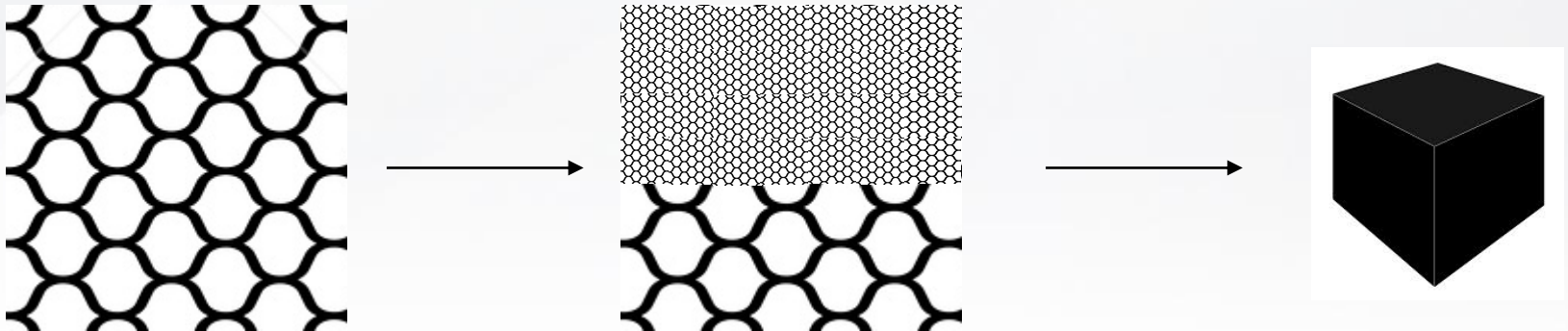


**R&D**



**Start-Up**

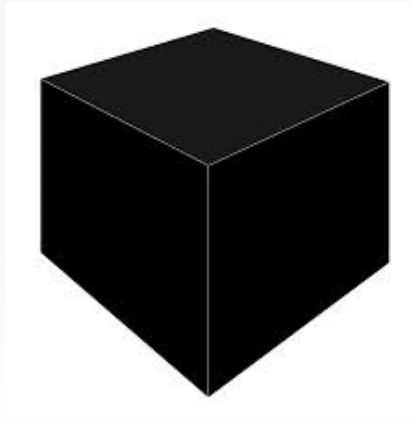
## ■ Net · Work(그물망) : Black Box



### net·work

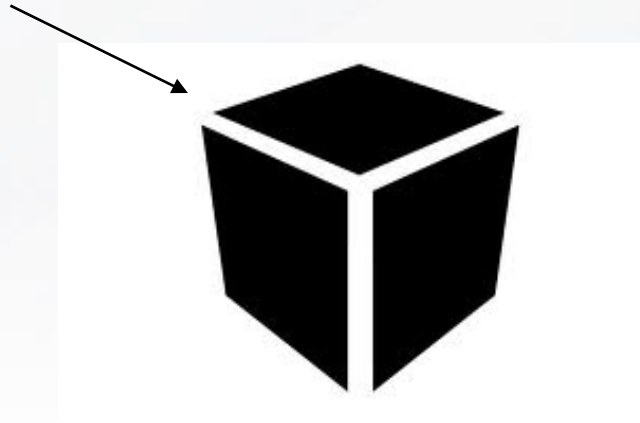
- 1.(그물처럼 얹혀 있는 도로신경 등의) 망
- 2.(긴밀한 사람기업체 등의) 망
- 3.컴퓨터를 연결하다.

■ **Black Box : one-size-fits-all approach**(평균을 기준으로 한 접근법)



**학문(學問, disciplines)** 학자들이 연구활동한 결과를 축적해 놓은 지식체계  
(신학-철학-심리학-경제학-경영학)

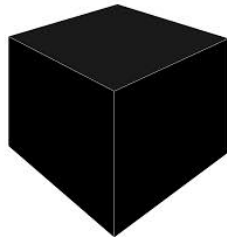
## ■ Precision Box : personalized approach(개별화된 접근법)



**4P** : Predictive, Preventive, Personalized, Participatory  
(예측-예방-맞춤형-참여)

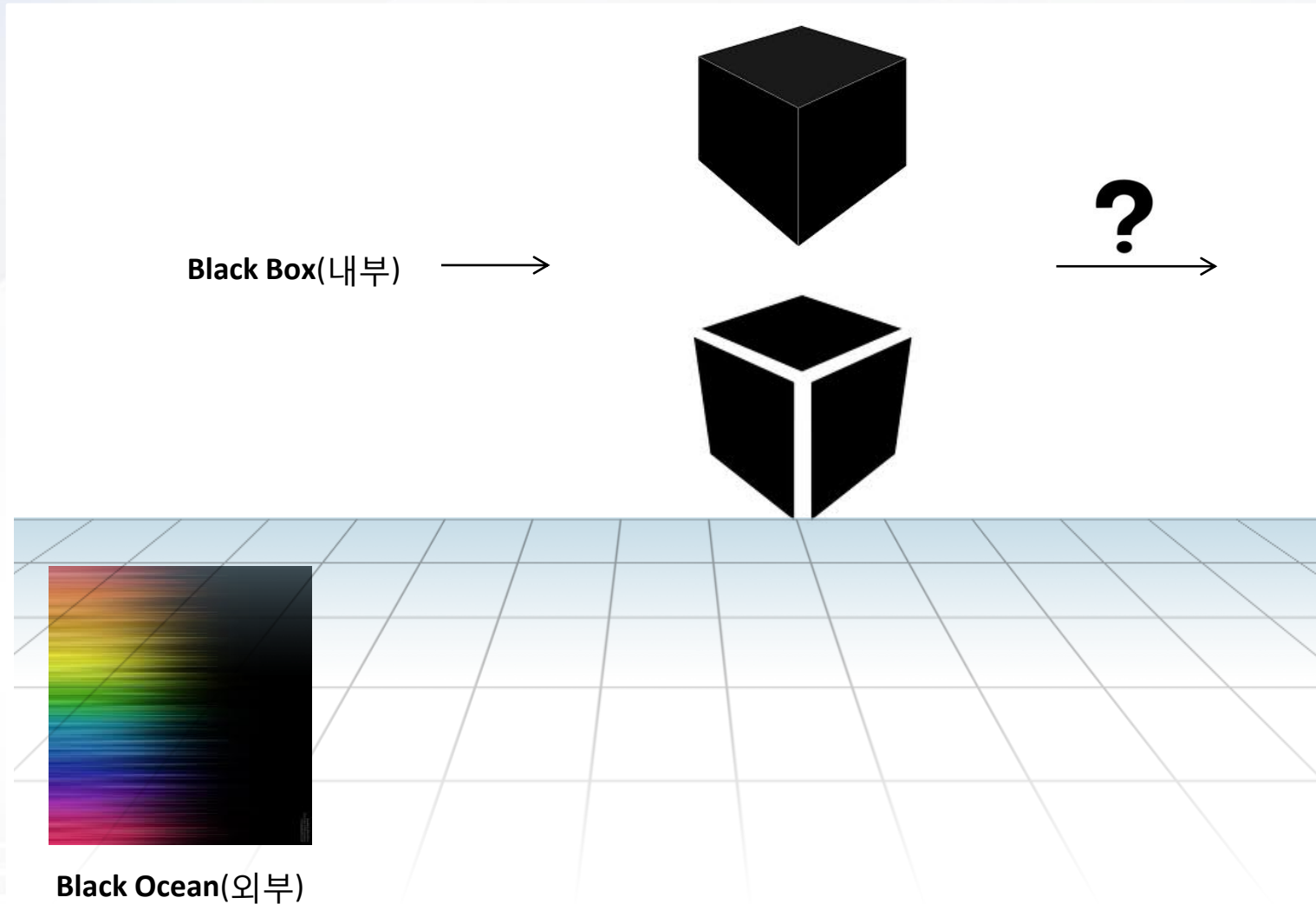
## ■ Power of Access(접근&경험)

Black Box(내부)

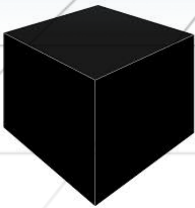


Black Ocean(외부)





Black Ocean(외부) →



Black Box(내부)



**창조(創造)**  
전에 없던 것을 처음으로 만들

**창의(創意)**  
**처음으로** 의견을 생각하여 냄

창업(創業)  
사업 따위를 처음으로 이루어 시작함



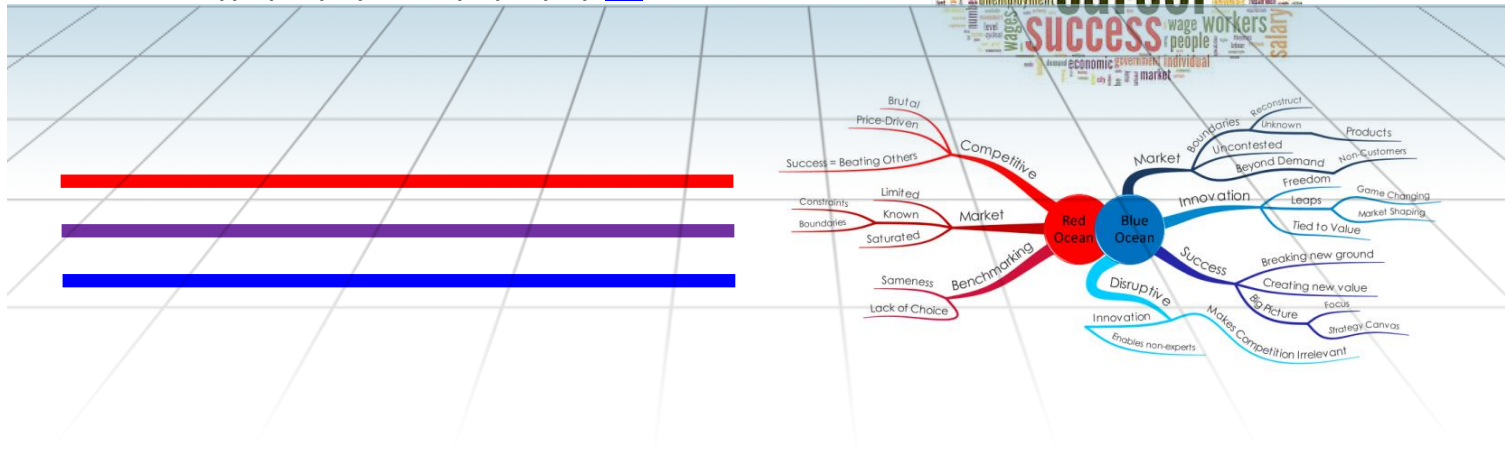
# 3-업(經, Up)

## 창조, 창의, 창업 & 경제, 경험, 경력

경제 (經濟)  
생산 · 분배 · 소비하는 **활동**

경험 (經驗)  
자신이 실제로 해 보거나 **겪음**

경력 (經歷)  
겪어 지내 온 여러 가지 **일**



startupall.kr/map

## KOREAN STARTUP COMPANIES

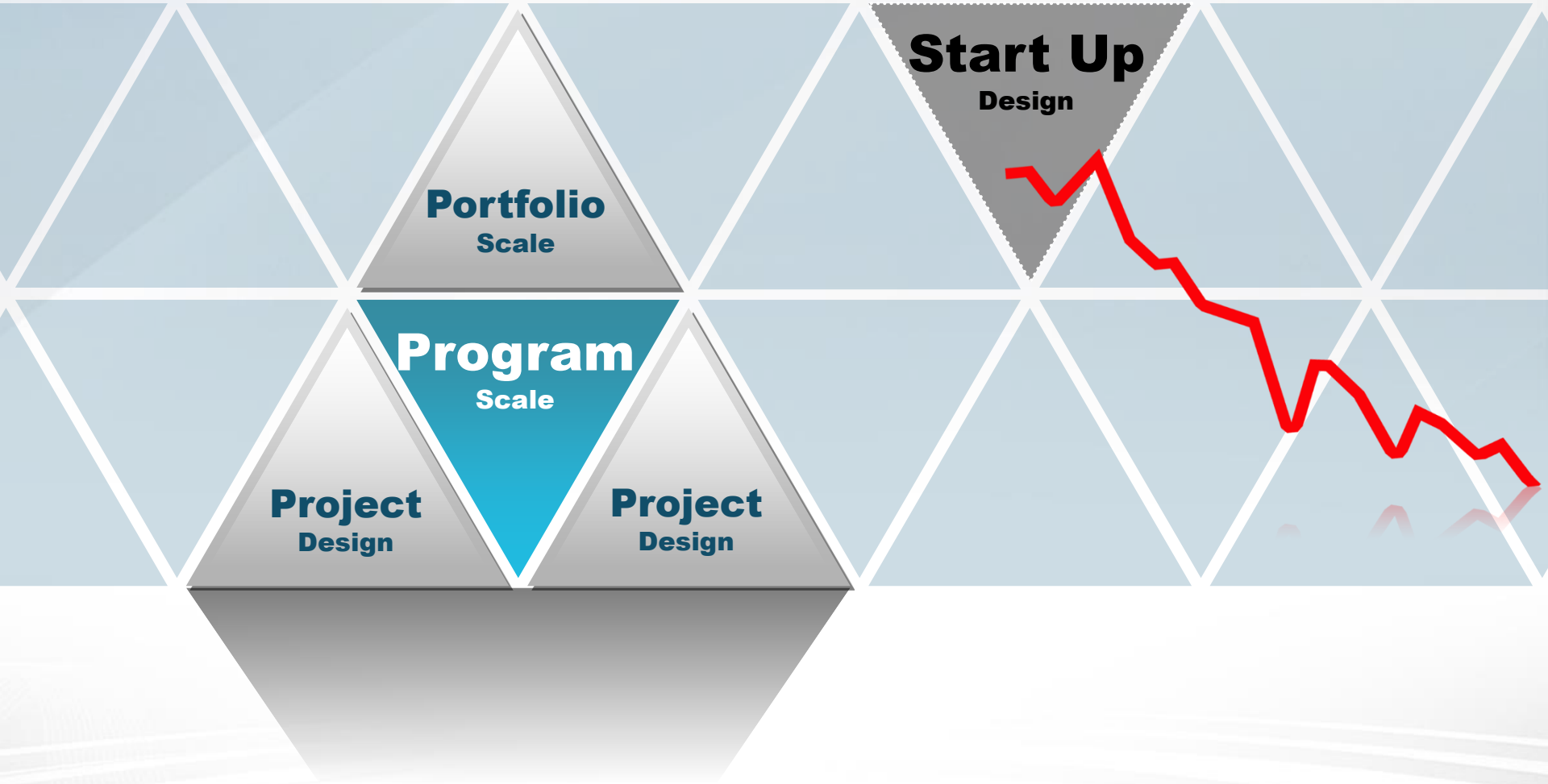
Ver. 4.3  
Last Updated on Sep 3, 2018

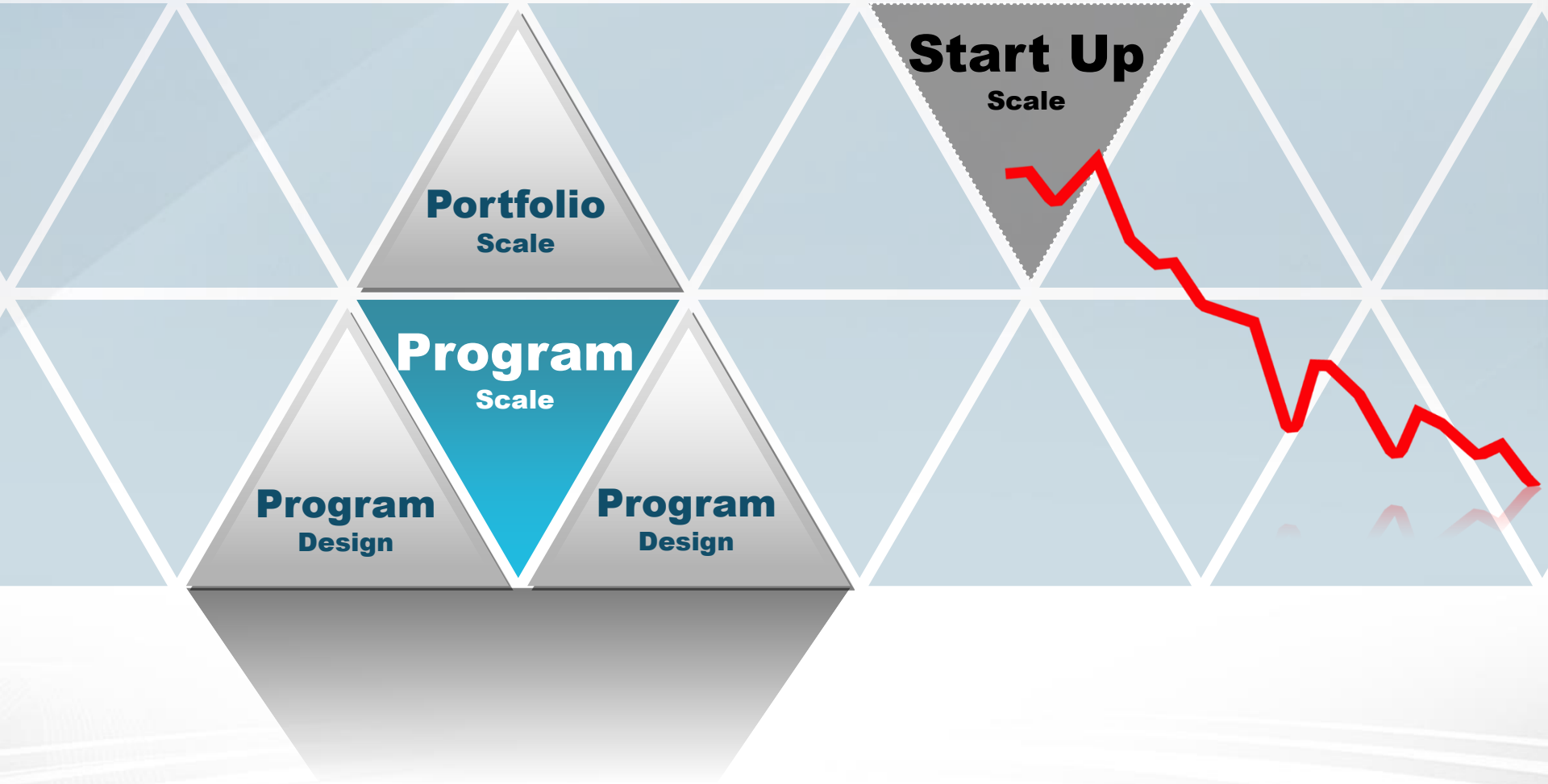
STARTUP ALLIANCE  
by NAVER

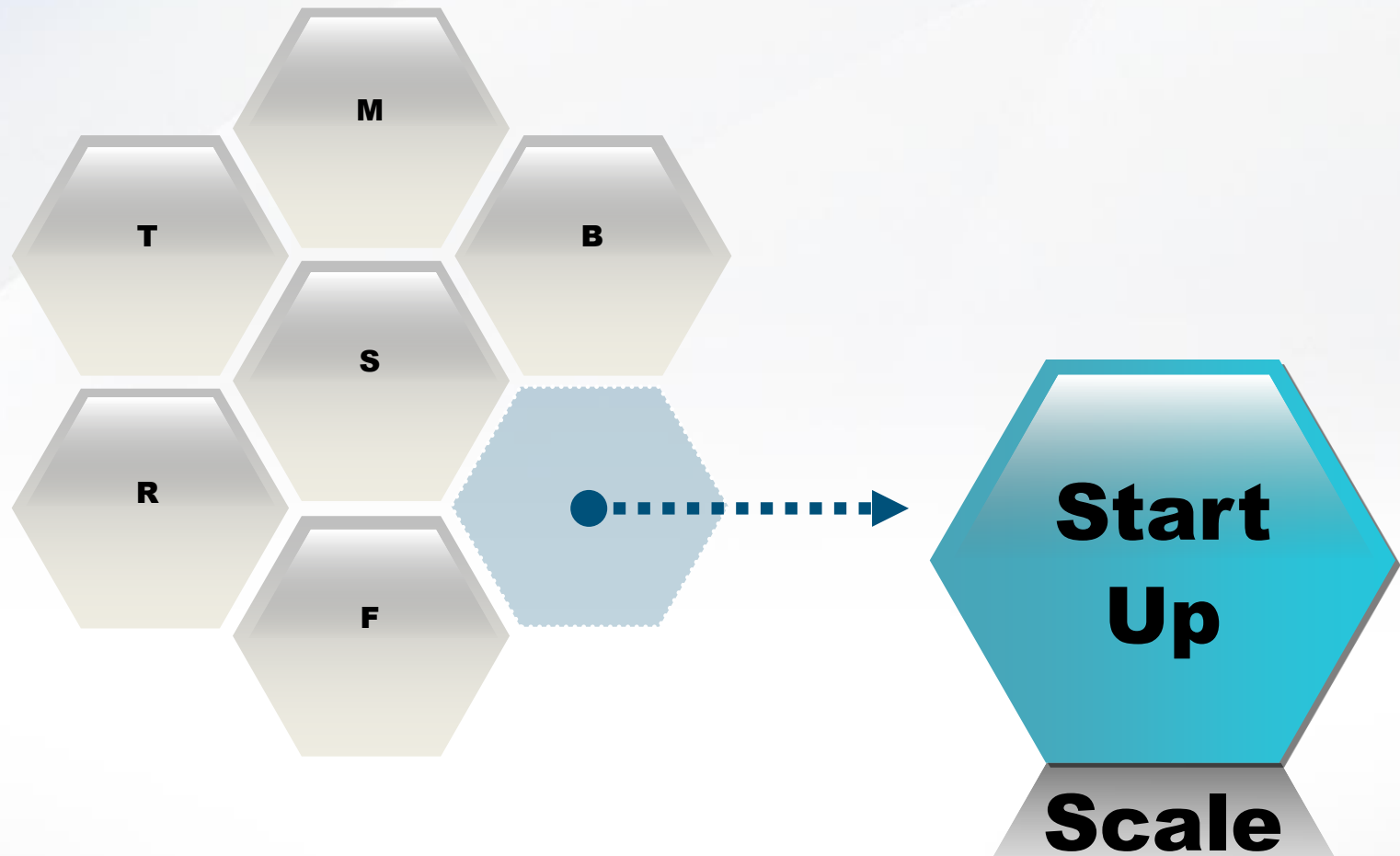
E-Commerce	Contents	SW/Utility
<p>LINKSHOPS B2LINK 위메프 MakeShop coupage PUBLOG</p> <p>byee R2SQUARE MEATBOX kmonz smileconz</p> <p>BEUEART Family TAMON mannabox BLUZZZ</p> <p>이동통신 직방 다방 네모 Joongo M Rael</p>	<p>Blank Live &amp; Company</p> <p>jobplanet BOCKPAL Pkicast COPIA ONOFFM</p> <p>bookjams WANTED WATCHA YOUTUBE</p> <p>PUBLIC COFFEE MEMOR</p> <p>Story YOUNICES TREASURE HINTER MAKESTAR</p>	<p>VOICELOCO SendBird taggle JANDI collabz</p> <p>Flitto Rubeba HYPERCONNECT idecca JACOOS majana</p> <p>cizioh ASD Technologies naim Shakti TRADLINK</p> <p>Secu Letter TANNY acryl HFXST</p> <p>GAUDIO LOCKIN WhatTap Jobis ATTORRESEARCH</p> <p>SWINGVY JellyBus SEWORKS ealbam SLIDE</p> <p>EVERSPIN ProtoPie dabble BESPIN GLOBAL XBRAIN</p> <p>WiseMobile sendanywhere TimeTree CLOUDCAST</p> <p>MINDs Lab IRIS ID allgonize SkelterLabs loplat</p> <p>SenSare JARM-LA vialand camp BUZZPOLE SOLUGATE</p> <p>AMARU NORMA MAKINA ROCKS STRADVISION</p>
Fintech	Healthcare	AD/Marketing
<p>fount AIM tumbbug ROOF FUNDING bithump</p> <p>coinplug coinone FUNDA FINDA LENDIT</p> <p>banksalad 마이리얼트론 Toss BLOCKO</p> <p>한국NFC SODIT Wadiz hf HonestFund UBERPLE</p> <p>TRUE balance bankware global bomapp peoplefund</p> <p>8PERCENT TERA FUNDING SENTBE QARA mobidoo</p>	<p>BBB LifeSemantics NEOFECT Plasmapp HUINNO</p> <p>ViroCure UBcare DEEPIO petdog Infit rpealpie</p> <p>ORUM noom Genoplant Lunit</p> <p>Lemomex Inc. Sky Labs JLK INSPECTION</p> <p>3billion Tomocube vuno KOBILABs CANELABS</p> <p>THE WAVE TALK GENECAST GAGABO LINEWALKS</p>	<p>ADOP Touching ydm CROSSSTREET GENE WORLD igaworks</p> <p>MARKETIT mobidays NO.1/BUSKING CAULY CENTER dodo</p> <p>ADPICK</p>
Education	Food	Home service
<p>VITRUV Fast campus GYBUN CLASSTING oodigm</p> <p>edupong 2iii! Qualson ST Unites enuma</p> <p>STUDYMAX</p>	<p>DININGCODE plating foodtech HELLOWORLD</p> <p>MANGO LATE COLIN GREEN poing 배달의민족</p> <p>REDTABLE REDTAP LABNOSH. DR. KITCHEN</p> <p>piena</p>	<p>이샤모아 Urbanbase HOMEMASTER 청소연구소 대리주방</p> <p>BUCKET PLACE washon Dr. Haus</p> <p>miso WAHOME Apart:mentary</p>
Fashion/Beauty	Leisure	Sharing Economy
<p>우먼스톡 Hey beauty ZIGZAG</p> <p>AL THEA WAYSKIN HUMAJOR Brandi</p> <p>ppbstudios CITYBREEZE OMNIOUS LATELY</p>	<p>creatrip TLX PASS myrealtrip ONDA allstay</p> <p>MYLO DAILY ONDA allstay</p>	<p>KOZAKA CARSSUM wisdome</p> <p>모두의주차장 애중 GreenCar</p> <p>SOCAR 블로마켓 A-TEAM VENTURES</p> <p>stays sweet+spo FIVE</p>
Hardware	Game	Analytics
<p>Musio AWAR dalworks ZIKTO dot</p> <p>ENCORED CQV neuromex BYROBOT Luxorbo</p> <p>STRONGHOLD UMB LINKFLOW BOUD INGINE</p> <p>YOLK Vutalab Stratio nthing BRUNT Lineable</p> <p>sgnl this is engineering ORFEO FURIOSA LetinAR</p>	<p>433 BLUE SIDE highbrow</p> <p>GPM: innospark Sway OPAG BEATRIN</p> <p>koromo saltab AN GAMES</p> <p>PARANOID JOY DAGELCODE V8 iteHiku</p> <p>KONGDOO BIGPICTURE</p>	<p>Open Survey ZEPL loplat</p> <p>CREDOWAY</p> <p>TG360 Streamlyzer NEWS JELLY</p> <p>BAUM bitline 마이셀릭스</p>

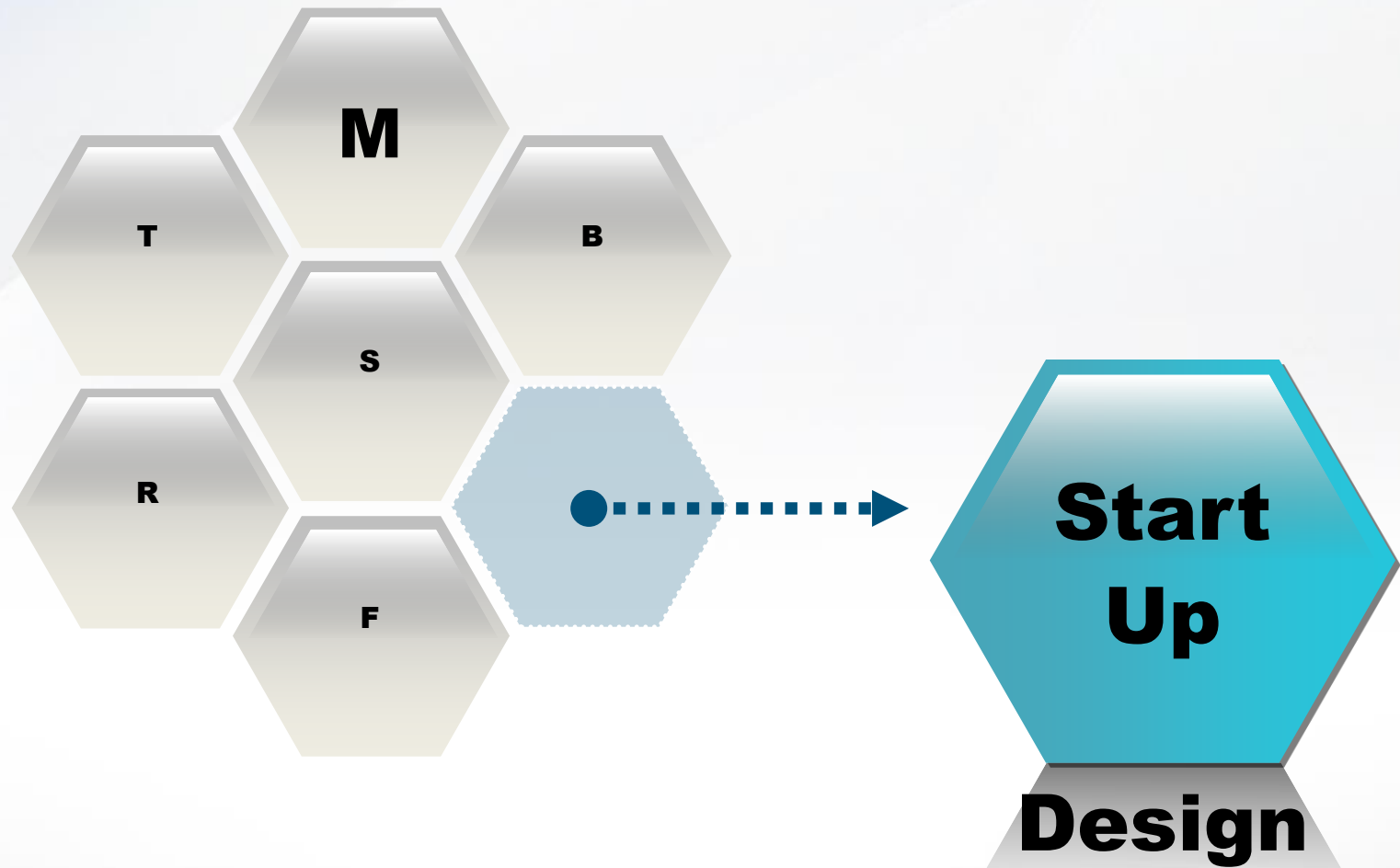
포함 기준: 시리즈 A 투자 이상의 pre-exit 스타트업 • 로고를 클릭하면 해당 기업의 홈페이지로 이동합니다 • 지도 보러가기 : startupall.kr/map

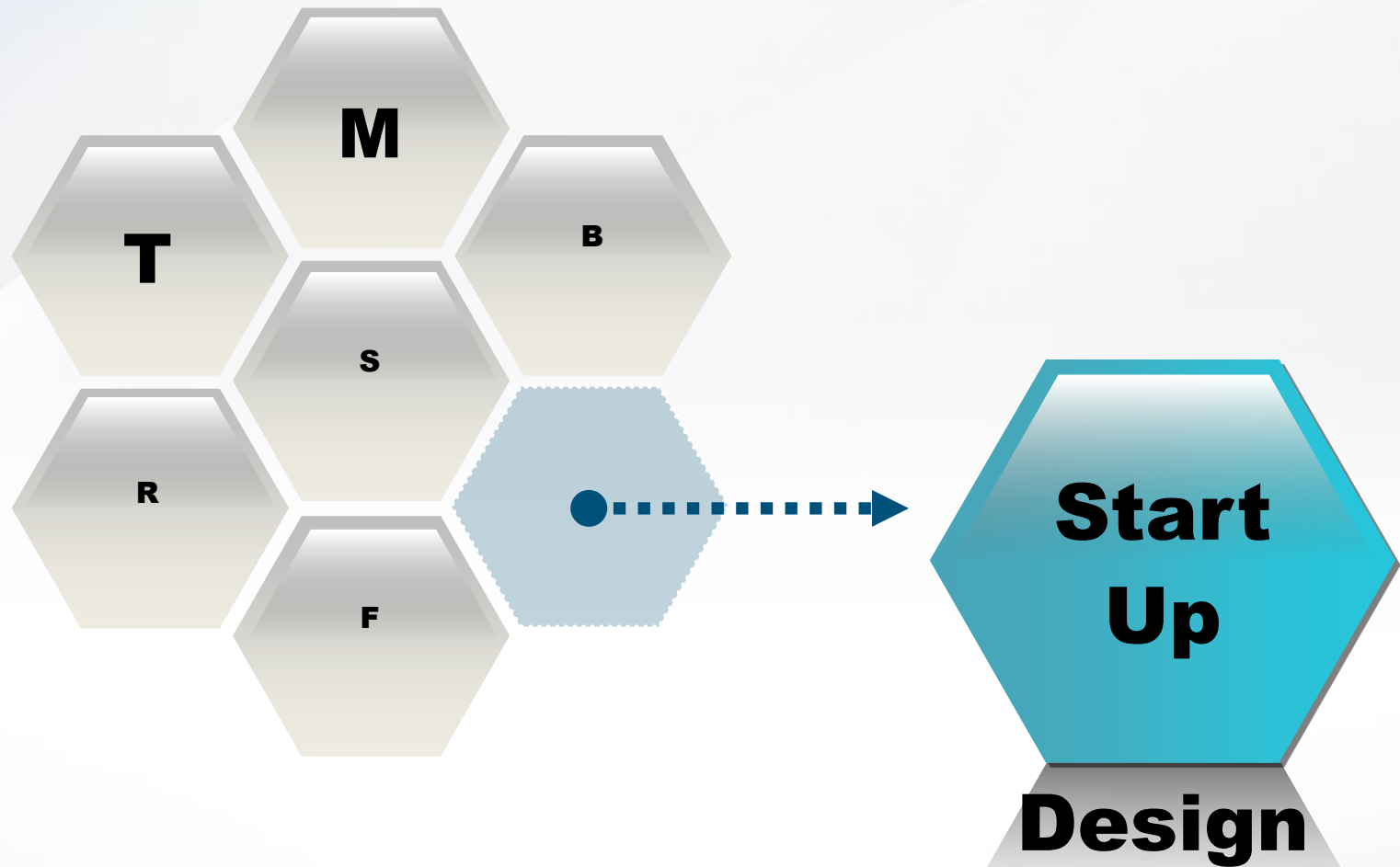
포함기준 QUIZ? 시리즈 A 투자 이상의 pre-exit 스타트업



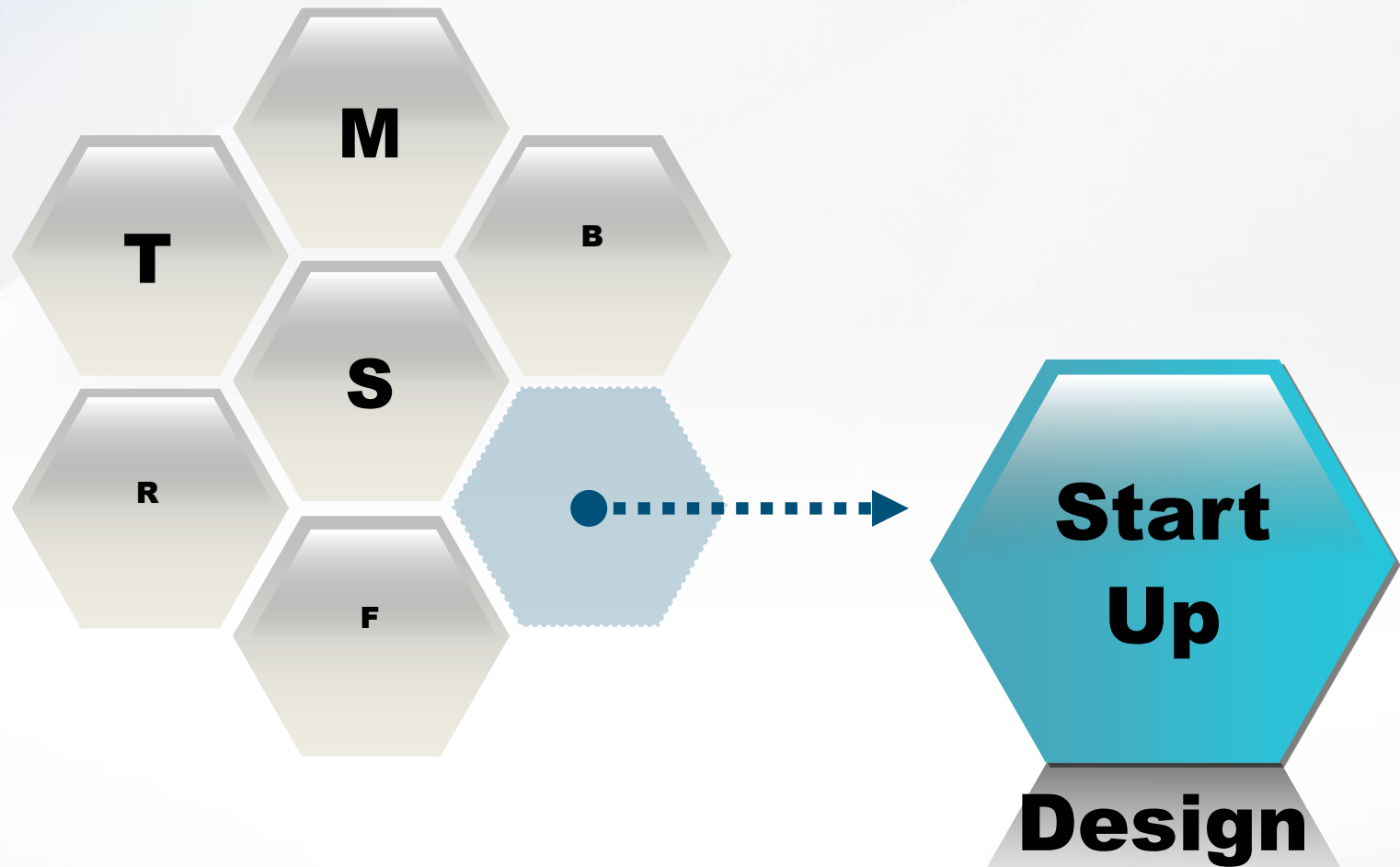


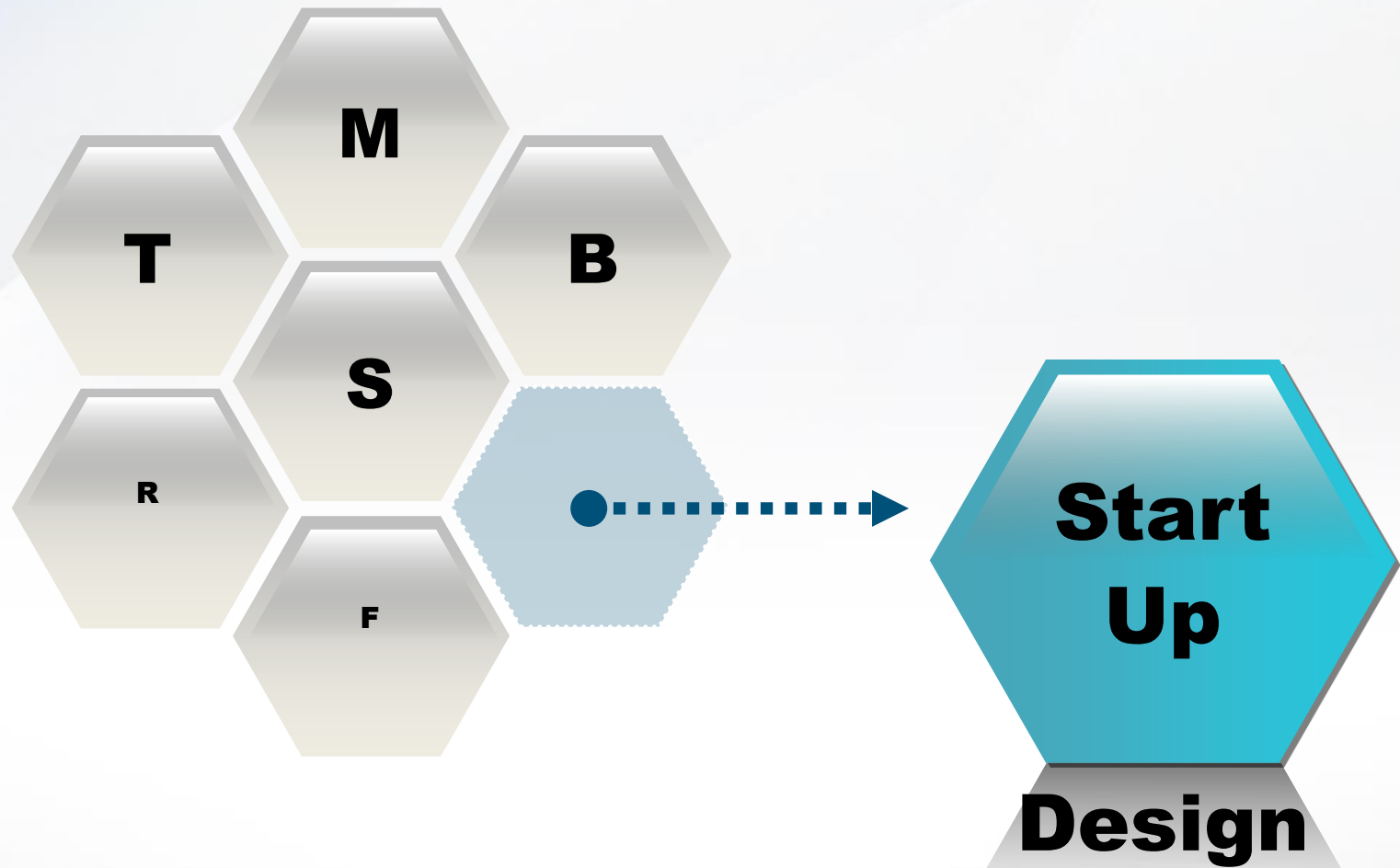


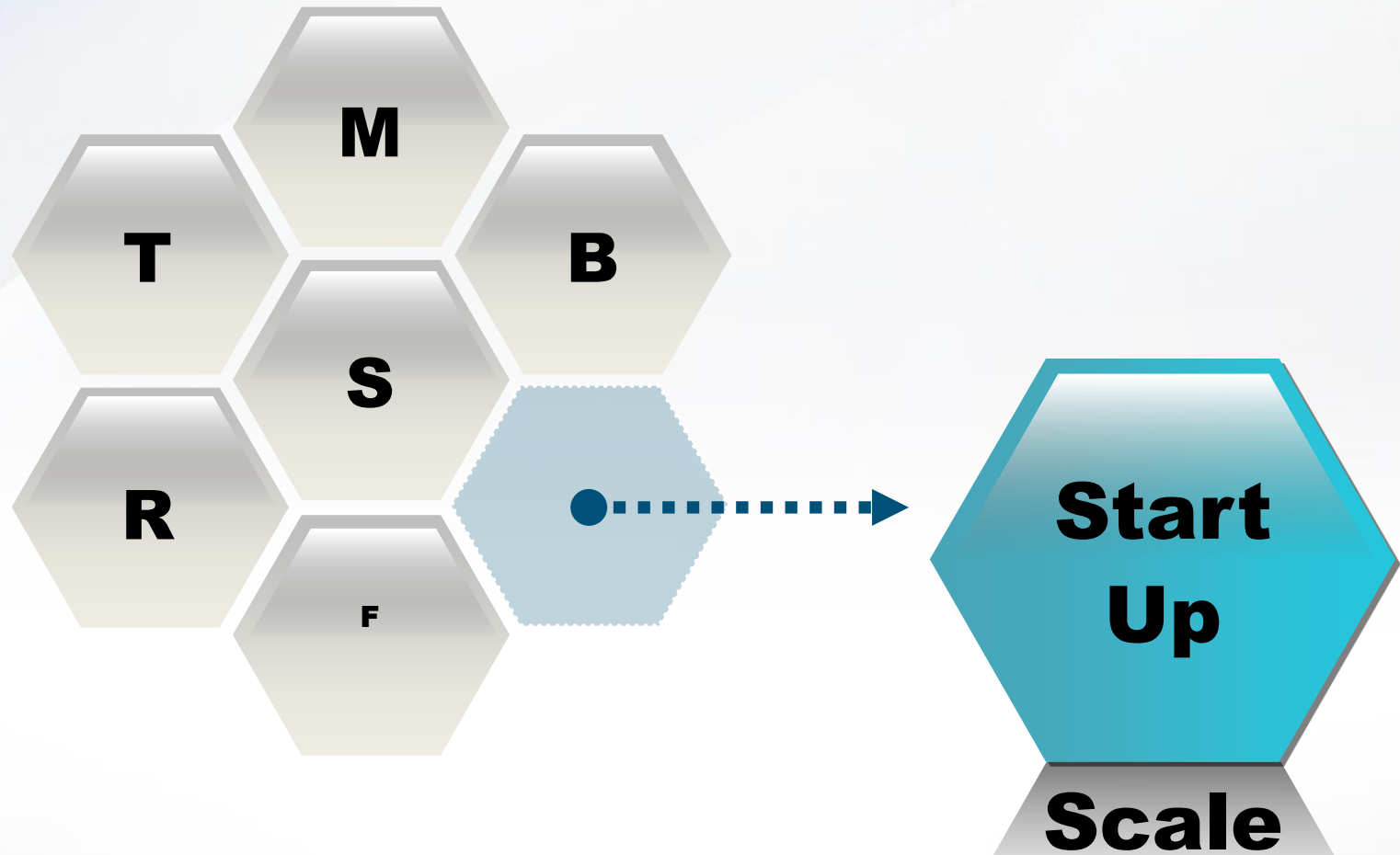


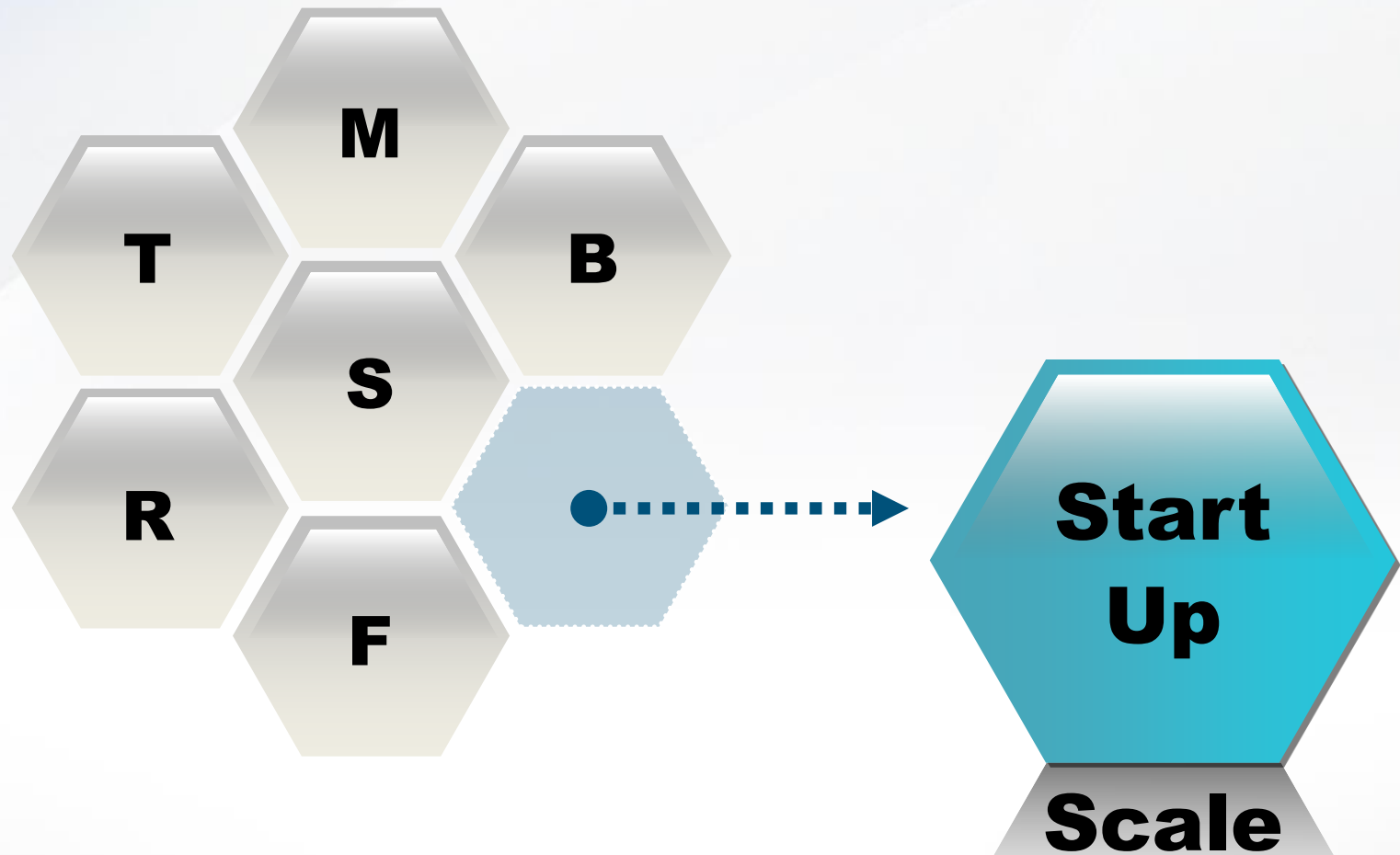












■ 중간(20%) 및 기말(30%) 발표물 평가

■ 출석(30%) 및 과제제출(20%) 평가

**과제** - M T S B R F.HWP<1장>

**중간** - 사업요약서.HWP<3-5장>

**기말** - 사업계획서.PPT<7-10장>

**Error 0%**

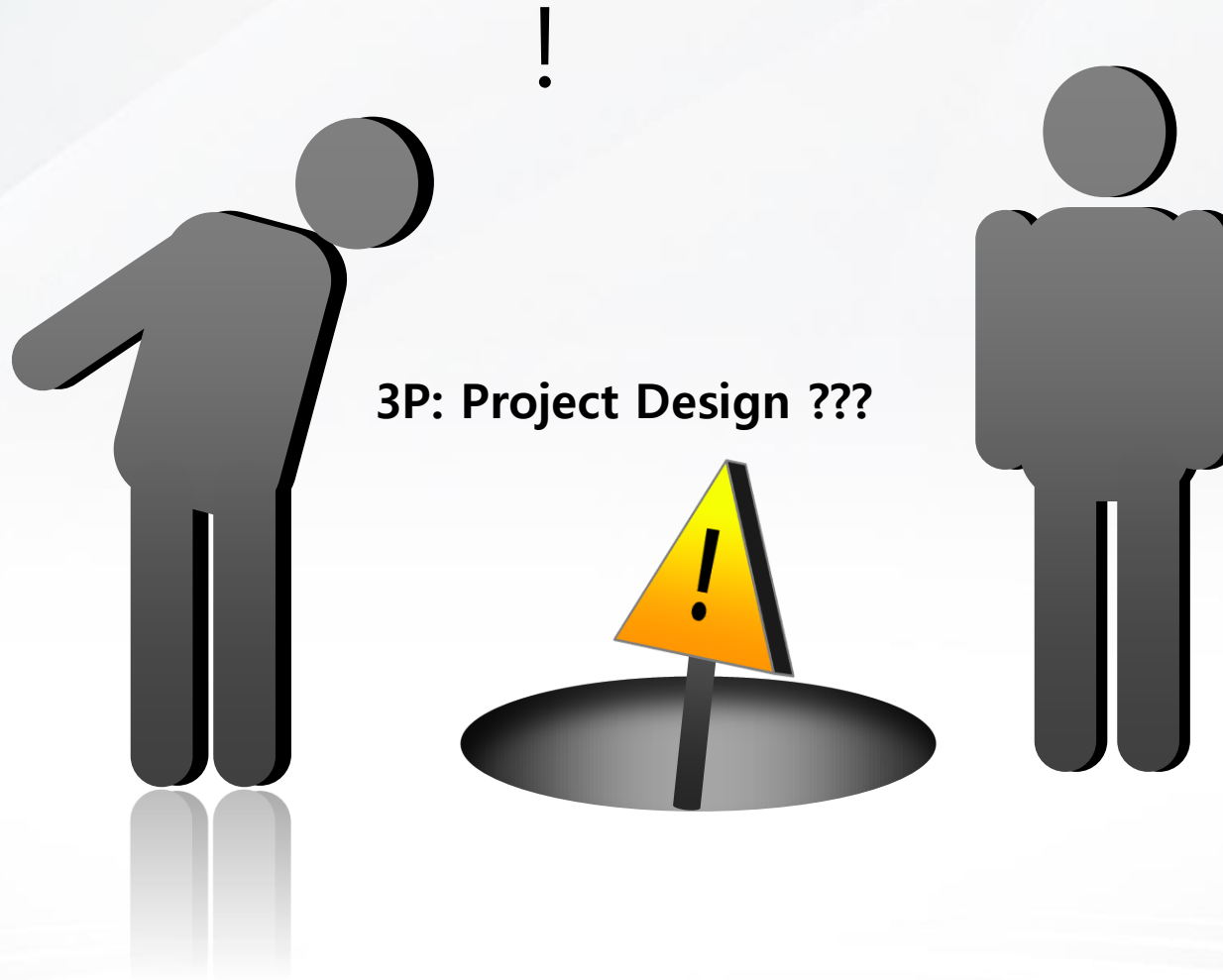
**Positive + Careful**

**$x, F(x)$**

**내부 = 공부**

**외부 = 경험**

**3P: Project Scale, Program Scale, Portfolio Scale**



**3P: Project Stage, Program Stage, Portfolio Stage**





**(Team Building)**  
**M TSB R F**

**1명 + 1조**

- I SW : 주관교수 강의
- II SW : 주관교수 멘토
- III SW : Start-Up 발표



**pillhopack@hanyang.ac.kr**

**010-8000-0024**