

Startup

4차산업혁명 ?

창업과 융합

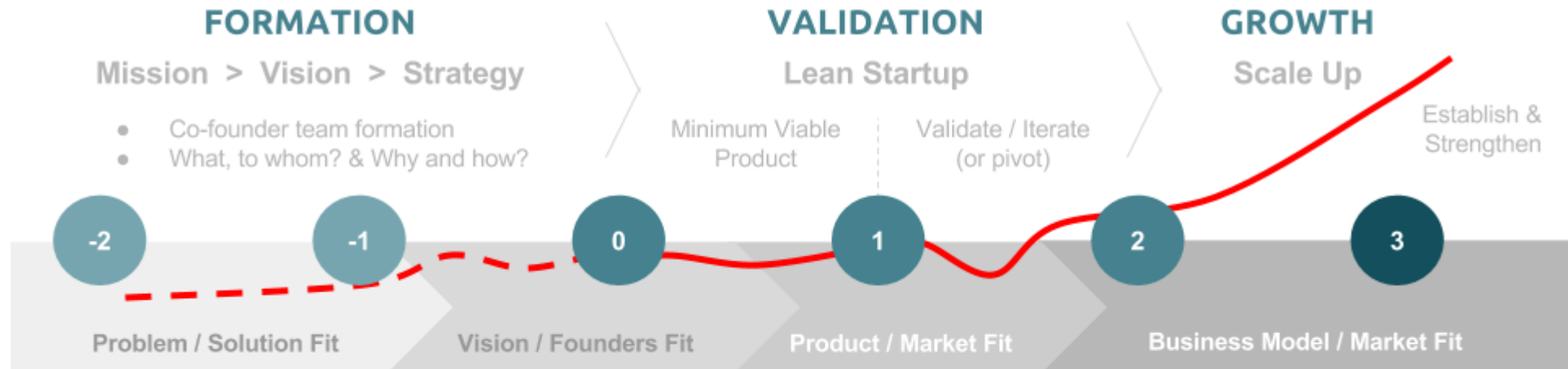
과학 → 기술 → 산업



왜 **스타트업**인가 ?

- 기존 사업모델로는 빠른 변화에 대처하기 어렵다
 - 사업구상-제품개발-투자확보-시장개척-이익실현
 - 대기업, 대량생산의 한계
- 고용확대는 소기업이 유리
- 새로운 사업 사이클 채택이 쉽다
 - 미완성 아이디어로 창업
 - 모험투자-큰 이익실현
 - 이익실현 : IPO, M&A 등
- 스타트업 성공조건
 - 훌륭한 아이디어가 많을 것
 - 훌륭한 투자환경이 있을 것
 - 훌륭한 회수시장이 존재할 것
 - 실패에 대한 걱정이 없을 것

스타트업 사이클



Ideating

Entrepreneurial ambition and/or potential scalable product or service idea for a big enough target market. Initial idea on how it would create value. One person or a vague team; no confirmed commitment or no right balance of skills in the team structure yet.

Concepting

Defining mission and vision with initial strategy and key milestones for next few years on how to get there. Two or three entrepreneurial core co-founders with complementary skills and ownership plan. Maybe additional team members for specific roles also with ownership.

Committing

Committed, skills balanced co-founding team with shared vision, values and attitude. Able to develop the initial product or service version, with committed resources, or already have initial product or service in place. Co-founders shareholder agreement (SHA) signed, including milestones, with shareholders time & money commitments, for next three years with proper vesting terms.

Validating

Iterating and testing assumptions for validated solution to demonstrate initial user growth and/or revenue. Initial Key Performance Indicators (KPIs) identified. Can start to attract additional resources (money or work equity) via investments or loans for equity, interest or revenue share from future revenues.

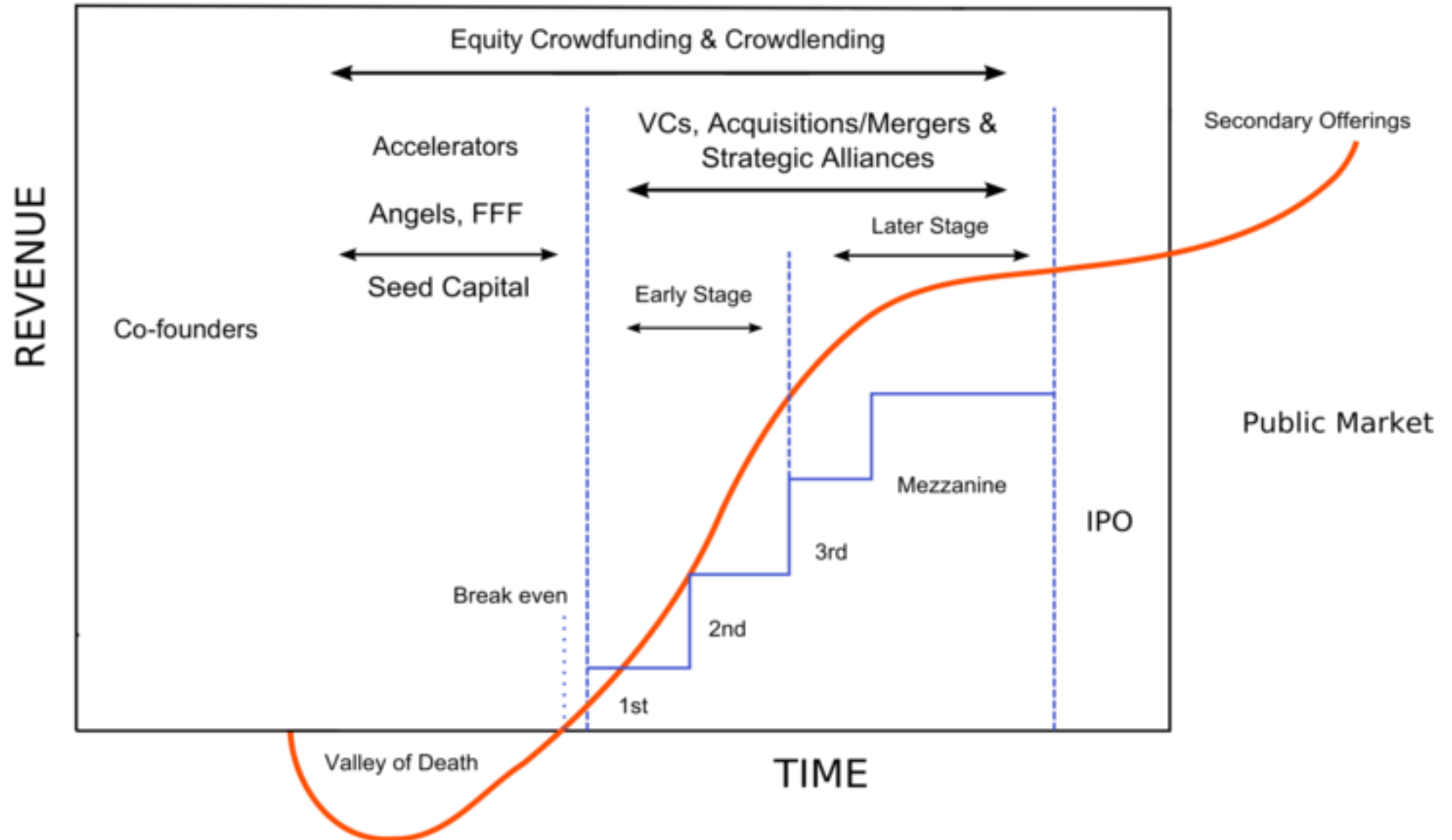
Scaling

Focus on KPI based measurable growth in users, customers and revenues and/or market traction & market share in a big or fast growing target market. Can and want to grow fast. Consider or have attracted significant funding or would be able to do so if wanted. Hiring, improving quality and implementing processes

Establishing

Achieved great growth, that can be expected to continue. Easily attract financial and people resources. Depending on vision, mission and commitments, will continue to grow and often tries to culturally continue "like a startup". Founders and/or investors make exit(s) or continue with the company.

Startup Financing Cycle

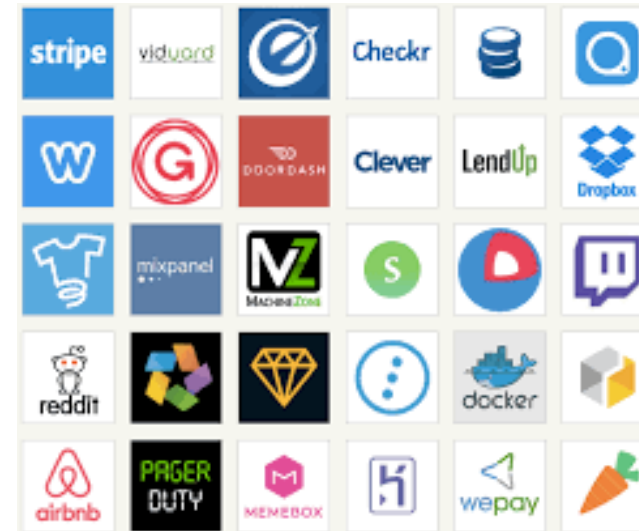


Accelerator

- 경쟁으로 우수 아이디어 선발
- 단기간 집중 육성, 멘토링
- 공개 pitching, demo day
- 작은 초기투자 금액 제공
- 공공 – 지분 참여 없이 지원
- 기업 – 지분을 대가로 요구
 - 순수 accelerator
 - Corporate accelerator
- Y Combinator
- Techstars
- 500 Startups

Y Combinator

- 매년 2번, 3달씩 운영
- Seed money (12K\$), 자문, 인맥 제공
- Demo Day
- 2005 창업 이후 1588개 창업 지원
- 창업자 3500명
- 창업회사 가치 : 80B\$



Investing rounds

The first round is called **seed round**.

The seed round generally is when the startup is still in the very early phase of execution when their product is still in the prototype phase.

At this level **angel** investors will be the ones participating.

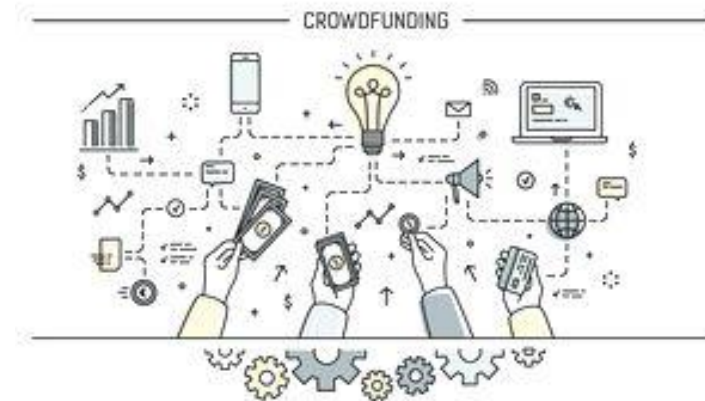
The next round is called **Series A**.

At this point the company already has traction and may be making revenue. In Series A rounds **venture capital** firms will be participating alongside angels or super angel investors.

The next rounds are **Series B, C, and D**. These three rounds are the ones leading towards the **IPO**. **Venture capital firms and private equity firms** will be participating.

Crowdfunding

- Reward-Based Crowdfunding
 - people can **pledge money** to a new creative art project, a novel technology product in development, or a music artist producing a new album
 - 300B\$ business
 - [Kickstarter](#), [Indiegogo](#)
- Peer-to-Peer Lending
- Donation-Based Crowdfunding
- Equity Crowdfunding



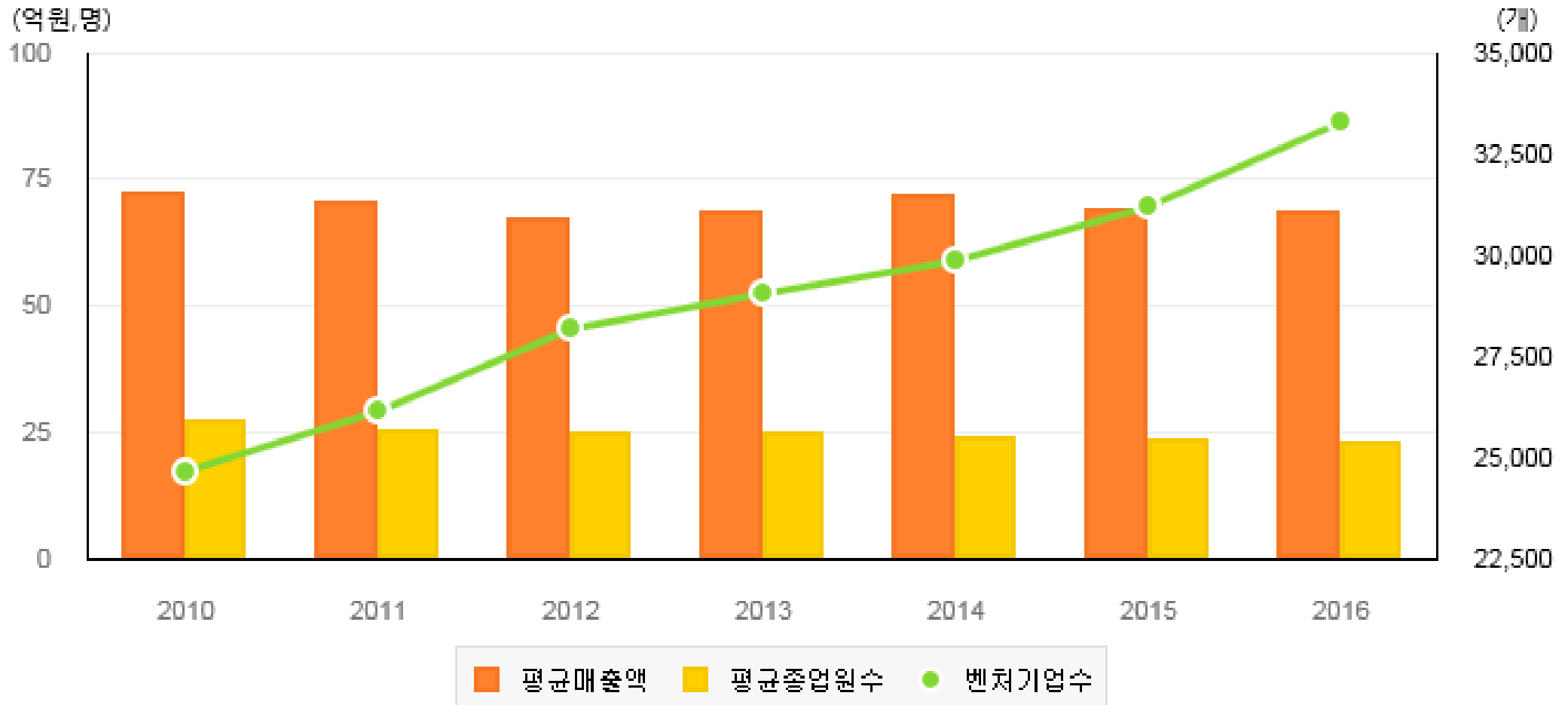
VC PEER RANKINGS 2016

- 1 Sequoia : Assets under management \$10B
- 2 benchmark capital
- 3 Accel
- 4 Greylock Partners
- 5 Andreessen_Horowitz
- 6 Union Square Ventures
- 7 First Round Capital
- 8 Bessemer Venture Partners
- 9 KPCB
- 10 NEA

THE MOST ACTIVE CVCs IN 2017

1	GV
2	Intel Capital
3	Salesforce Ventures
3	Qualcomm Ventures
5	GE Ventures
6	Legend Capital
7	Microsoft Ventures
7	K Cube Ventures
7	Fosun RZ Capital
10	Samsung Ventures

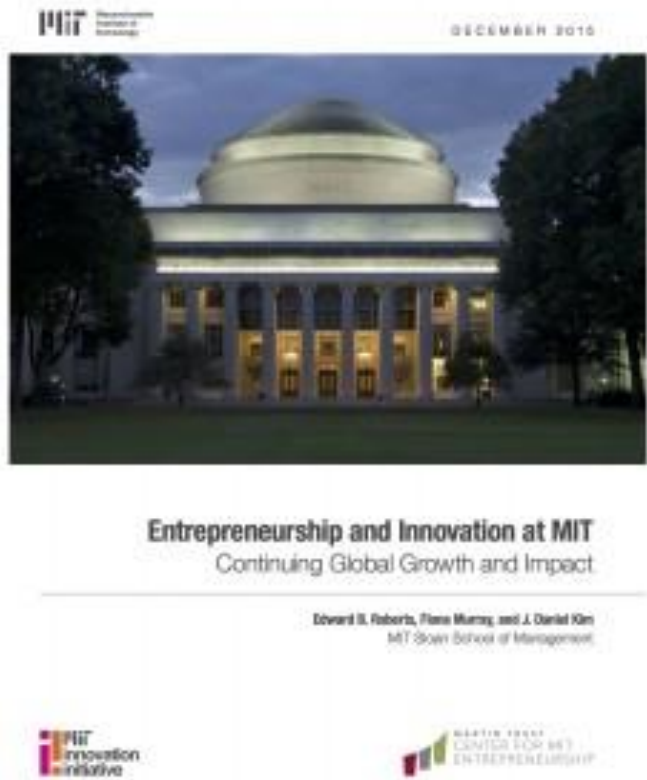
벤처기업 현황



출처 : 중소기업청 「벤처기업 정밀실태조사」

<https://www.slideshare.net/StartupAlliance/korea-startup-map-v35-171114>

Entrepreneurship at MIT



As of 2014, the report estimates, MIT alumni have launched **30,200 active companies**, employing roughly **4.6 million people**, and generating roughly **\$1.9 trillion** in annual revenues.

That revenue total falls between the world's ninth-largest GDP, Russia (\$2.097 trillion), and the 10th-largest, India (\$1.877 trillion), according to 2013 data on those and other countries from the International Monetary Fund.

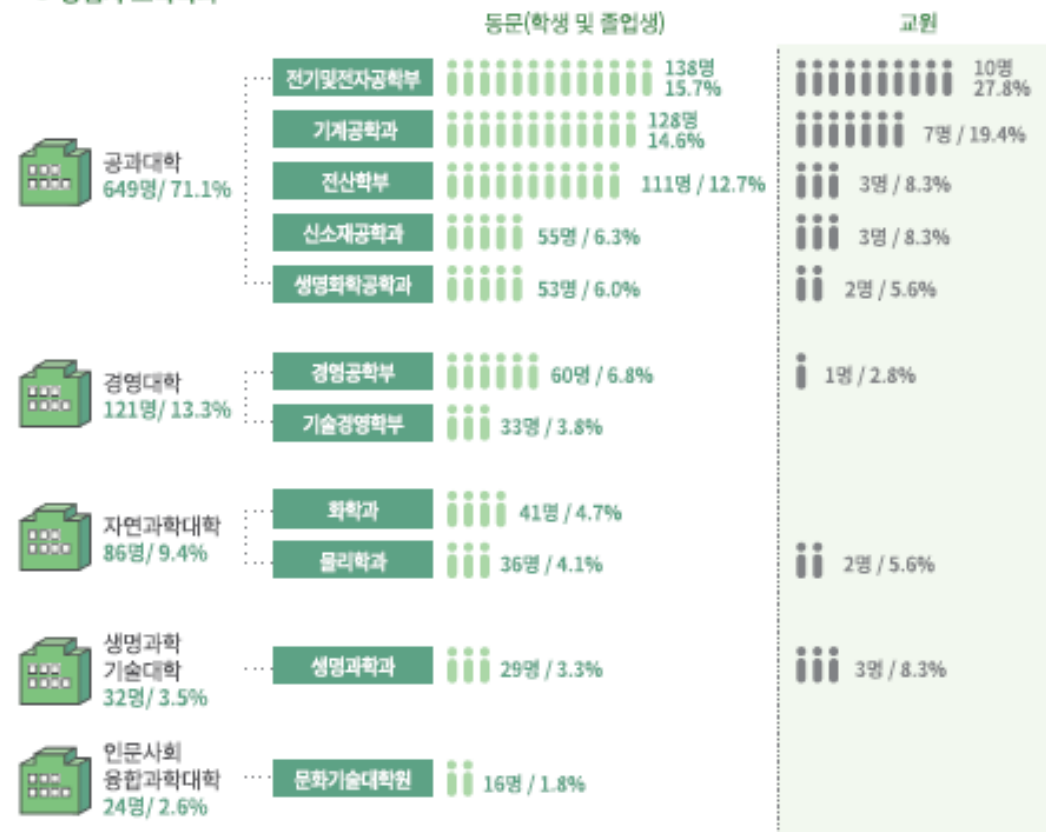
Entrepreneurship at Stanford



A 2012 study estimated that companies formed by Stanford entrepreneurs generate world revenues of **\$2.7 trillion** annually and have created **5.4 million jobs** since the 1930s. Stanford alumni and faculty have created **39,900 companies** since the 1930s

2016 KAIST 창업기업 성과조사

● 창업자 소속학과





벤처 인증을 받은 서울대 졸업생 수는 503명

교내 창업 기구

1. 창업보육센터

- 창업 입주 공간 제공
- 관악, 연건, 수원캠퍼스에 총 5개소 위치

2. 크리에이티브팩토리 사업단(32-1동)

- 창업 공간 제공, 학생 교육

3. 아이디어팩토리 사업단(39동)

- 창업 공간 제공, 기술 보조

4. 벤처경영 기업가센터(58동)

- 창업 실습실 제공 및 학생 창업 네트워크 관리

본부 및 학생 주도 프로그램

1. Be the rocket

- 산학협력단과 기술지주회사가 주도
- 3개월간 장비 제공 및 창업 전문가 지도

2. The beginning

- 크리에이티브팩토리 사업단에서 실시
- 예비창업자 대상 창업 아이템 발굴 지원

3. 녹두.zip

- 청년 창업 스타트업 활동 지원 및 공간 제공

4. SNUSV

- 학내 유일의 학생 주도 벤처창업동아리
- 창업 세미나 개최, 창업 프로젝트 수행

Science-based Startups





BIG DATA LANDSCAPE 2017







Solar Energy
(161 Companies)

Wind Energy
(57 Companies)

Geothermal Energy
(21 Companies)

Hydropower Energy
(34 Companies)

Bioenergy
(42 Companies)

Traditional Energy Enhancements
(38 Companies)

**Energy
Technology**

Venture Scanner

Contact info@venturescanner.com
to access the full landscape report
and database with all 722 companies

Consumer Energy Efficiency
(96 Companies)

Energy Infrastructure
(157 Companies)

Energy Storage
(85 Companies)

Carbon Management
(37 Companies)

Energy by Product
Management
(21 Companies)

Fuel Cell Technology
(26 Companies)

MARKET MAP OF 80+ ROBOTICS STARTUPS



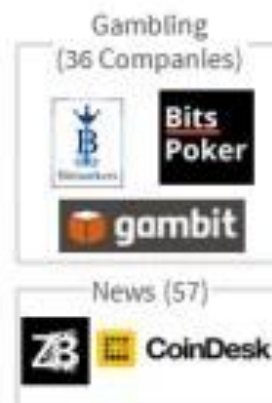
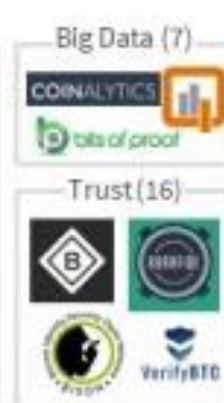




Bitcoin/Blockchain

Venture Scanner

Contact info@venturescanner.com
to access the full landscape report
and database with all 892
companies



Clinical Administration (138 Companies)   	Health Communities (41 Companies)  	Genomics (74 Companies)    	IoT Fitness (144 Companies)    	Health Insurance (79 Companies)  	teleHealth (134 Companies)  
Patient Engagement (90 Companies)  	Doctor Search (94 Companies)    	Health Technology  Venture Scanner Contact info@venturescanner.com to access the full landscape report and database with all 1612 companies		IoT Healthcare (189 Companies)   	Remote Monitoring (70 Companies)    
EHR/EMR (100 Companies)   	Mobile Communication (30 Companies)   	Digital Med Devices (174 Companies)   	Healthcare Marketing (22 Companies) 	Health Destination (42 Companies)   	Nutrition Innovations (80 Companies)      
Doctor Networks (38 Companies)   	Gamification (32 Companies)   	Healthcare Robotics (12 Companies)   	Medical Big Data (90 Companies)  	Fitness/Health Apps (114 Companies)   	Population Mgmt (68 Companies)     





Virtual Reality Venture Scanner

Contact info@venturescanner.com
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and database with all 573 companies

