

KIC TECH FRONTIER PROGRAM 2020







Innovate | Incubate | Integrate

WELCOME

t's our honor to announce the opening of this year's KIC Tech Frontier U.S. program, teaming up with George Washington Office of Innovation and Entrepreneurship, where you can show your passion in the Washington D.C. area.

Despite a short period to prepare KIC Tech Frontier Program this year, Mr. James Chung at the G.W. Innovation and Entrepreneurship Center and all staff at G.W. Innovation Center was a great help. So, our special appreciation goes to Mr. James Chung and all members at G.W. Innovation and Entrepreneurship Center.

The KIC Washington D.C. Center is a government-backed incubator established by the Ministry of Science and ICT of Korea to support Korean startups and technology companies to advance into the global market. Over the past five years, about 500 Korean startups have searched for opportunities to enter the global market through KIC Washington D.C. Center. Many startups have achieved remarkable growth both in Korea and in the U.S. region. With the success of those Korean startups in both Korea and the U.S., KIC Washington D.C. Center is relentlessly doing the best to incubate more Korean startups and technology companies for their sustainable success and growth.

The 2020 KIC Tech Frontier program is designed to select the best Korean young entrepreneurs and companies to grow and become global market players. This program is the first step to commercialize the technologies developed in universities and laboratories in Korea. Through this program you have entered, you will follow a similar path where well-known companies have become global businesses. You will learn various advanced methodologies and get one step closer to the goal that you are pursuing.

I wish all the program participants to make a solid foundation of your technology development, grab your opportunity, and spread your products worldwide.

Jung H. Moon, Director General & Staff from Korea Innovation Center Washington D.C.



KIC TECH FRONTIER PROGRAM 2020

COURSE SYLLABUS

COURSE SYLLABUS				
FACULTY				
Program Director	Jim Chung			
Program Administrator	Liliana Zigo			
Teaching Assistant	Janssen Keiger (Lead)			
	Flight 1 - Bob Smith, Bob Storey, Stuart	Levy, Thor Ernstsson		
Instructors	Flight 2 - Dave McCarthy, Bob Storey, S	tuart Levy, Grant Warner		
	Flight 3- Bob Smith, Bob Storey, Stuart	Levy, Grant Warner		
	David Powell (Lead - All Flights)			
	Flight 1 - Bill Suffa, Bob Gordon, Donita Prakash, Floortje Blindenbach- Driessen, Gary Grenter, Irfan Ali, Josh Green, Qyana Stewart			
Mentors	Flight 2 - Gary Evans, Greg Miller, Karl G Laura Clark, Lokesh Dani, Neil Agate	Grover, Kinneret Rand, Larry Dell,		
	Flight 3 - Bill Suffa, Bob Gordon, Donita Prakash, Floortje Blindenbach- Driessen, Gary Grenter, Irfan Ali, Josh Green, Qyana Stewart			
	Flight 1 - Michael Choi, Julia Park, Ru K Geun Lee, Nancy Kim, Sarah Lee	im, Daniel Kwon, Harene Jun, Wang		
Mentor Interns	Flight 2 - Judy Kim, Taejin Yoo, Jinny Ry Julia Park, Sarah Jeong	·		
	Flight 3 -Jinny Ryu, Nancy Kim, Ru Kim, Geun Lee, Jun Jeon, Sarah Lee	Daniel Kwon, Harene Jun, Wang		
	- FLIGHT ONE -			
Pre-Flight Mentor Meetings	Week of October 5, 2020			
Opening Session and Korea Insights/US Discovery Plans	Tuesday, October 13 8am-10:30am, KST	Monday, October 12 7pm-9:30pm, EST		

Pre-Flight Mentor Meetings	Week of October 5, 2020		
Opening Session and Korea Insights/US Discovery Plans	Tuesday, October 13 Monday, October 12 8am-10:30am, KST 7pm-9:30pm, EST		
Lessons Learned One	Saturday, October 24 8am-10:30am, KST	Friday, October 23 7pm-9:30pm, EST	
Lessons Learned Two	Saturday, October 31 8am-10:30am, KST	Friday, October 30 7pm-9:30pm, EST	
Lessons Learned Three/Closing	Saturday, November 7 8am-10:30am, KST	Friday, November 6 6pm-8:30pm, EST	

- FLIGHT TWO -				
Pre-Flight Mentor Meetings	Week of October 26, 2020			
Opening Session and Korea Insights/US Discovery Plans	Tuesday, November 3 8am-10:30am, KST	Monday, November 2 6pm-8:30pm, EST		
Lessons Learned One	Saturday, November 14 8am-10:30am, KST	Friday, November 13 6pm-8:30pm, EST		
Lessons Learned Two	Saturday, November 21 8am-10:30am, KST	Friday, November 20 6pm-8:30pm, EST		
Lessons Learned Three/Closing	Saturday, December 5 8am-10:30am, KST	Friday, December 4 6pm-8:30pm, EST		

- FLIGHT THREE -				
Pre-Flight Mentor Meetings	Week of November 16, 2020			
Opening Session and Korea Insights/US Discovery Plans	Tuesday, November 24 8am-10:30am, KST	Monday, November 23 6pm-8:30pm, EST		
Lessons Learned One	Saturday, December 5 8am-10:30am, KST	Friday, December 4 6pm-8:30pm, EST		
Lessons Learned Two	Saturday, December 12 8am-10:30am, KST	Friday, December 11 6pm-8:30pm, EST		
Lessons Learned Three/Closing	Saturday, December 19 8am-10:30am, KST	Friday, December 18 6pm-8:30pm, EST		
Course Mgmt S/W: Launchpad Central: https://launchpadcentral.com GW Box: https://www.box.com/home				

COURSE DESCRIPTION

This course is part of the KIC Tech Frontier Lean Startup & Customer Discovery program sponsored by the Korea Innovation Center (KIC) and Korea Entrepreneurship Foundation (KoEF). Although it is not an official US National Science Foundation Innovation Corps (NSF I-Corps) program, the curriculum is based on their program. You will have completed the pre-orientation and preliminary customer discovery interviews in Korea prior to arriving at GW. Our expectation is that you have successfully completed the requirements of that program, and have a thorough understanding of the components of the Business Model Canvas and how to conduct Customer Discovery interviews. We also assume that you are proficient in English. Your challenge is now to apply what you have learned to potential US customers. We will help guide you through this process through several different resources:

- **1. Classroom Instructors** Experienced Lean Startup instructors will provide feedback every class on your business model canvas and lessons learned presentations. They will also provide feedback on your customer discovery interviews on Launchpad Central throughout the program. They are all very experienced entrepreneurs or venture capitalists who have received extensive training through an NSF I-Corps Node or Site program.
- **2. Program Administrator/Teaching Assistants** The teaching assistants will be your primary program coordinators, responsible for logistics and communications. If you have any questions about what you are supposed to do or where you need to be, they can help you.
- **3. Program Directors** The program director will be available to troubleshoot any unforeseen problems that might arise. Feel free to raise any questions or concerns with them.
- **4. Mentors** Mentors are available to provide more personalized guidance on finding, conducting, and analyzing your customer discovery interviews. They are all experienced entrepreneurs and/or business executives that have extensive networks and a keen interest in helping you make sense of the customer discovery process. Every mentor is assigned to 3-4 teams, and will be attending each classroom session. They will also be available outside class for advice and guidance through the Launchpad Central platform, email, and/or other method as arranged with them.
- **5. Mentor Interns** Mentor Interns, will work with the teams at the instruction of their mentor to assist their teams in the customer discovery process. The Mentor Interns will also schedule office hours with the Mentors.
- **6. Korean Instructors** part of the mentoring team, they will work beside the US Mentor and Mentor Interns to provide additional help to teams and to augment the instructional process. They can help answer questions about the customer discovery process, assist in developing good interviewing strategies and help to coordinate with the US Instruction Team to ensure teams get the most out of this program.

COURSE CULTURE

The instructors have limited time, so they push, challenge, and question teams in the hope that they will quickly learn. Instructors are direct, open, and tough – just like the real world. They hope that teams can recognize that their comments aren't personal, but part of the process. Instructors also expect the teams to question them, challenge their point of view if they disagree, and engage in a real dialog with the teaching team. This approach may seem harsh or abrupt, but it is all part of our wanting the teams to learn to challenge themselves quickly and objectively, and to appreciate that as entrepreneurs, they need to learn and evolve faster than they ever imagined possible.

Your assigned mentor is there to support and guide you on a more tactical basis. Your mentor and team interns are there to assist you logistically. They will be your support when the challenges posed by the course and teaching team seem insurmountable. What you will be asked to do may seem daunting, but thousands of teams have successfully gone through the process in the past. If you take it seriously, you will find yourself and your business model transformed in the end.

We do our absolute best to start and end on schedule, so we are very strict about timing. Pay attention to how much time is scheduled for your presentations. There is little tolerance for tardiness or excuses for coming unprepared. You must utilize the Launchpad Central platform on a daily basis to input your interview notes, revise your business model canvas, and communicate with the instructors and mentors. All sessions are mandatory. The only excuse for not attending a session, besides severe illness, is if you have scheduled a critical customer discovery interview that cannot be scheduled at any other time. Such an absence must be approved in advance by a program director or instructor in consultation with your mentor.

COURSE LOGISTICS

This course is about getting out of the building. Teams will be spending a significant amount of time conducting customer discovery interviews outside the classroom, testing their hypotheses about what they want in products and services. Class time will be spent on the teams' key learnings from talking to customers, not what they already knew coming into the course. Teams should be striving for at least **40 interviews** by the end of the course.

We suggest beginning to schedule potential customer discovery interviews before the

We suggest beginning to schedule potential customer discovery interviews before the program begins, but any interviews you conduct in the US prior to the course opening will not count toward your target.

You have already been using Launchpad Central while in Korea. It is even more important that you use this tool while you are in the US. Especially with potential language barriers, written communications may be more effective in some cases than verbal.

GW uses the web application called Box which will be our file sharing tool where you will save your assignments/presentations and access any course materials (e.g. lectures, presentation templates, assignment templates, campus maps, etc.). You will get an invitation link from GW Box before the course. Once you join the box link and accept the invitation, you can continue to access and login to Box through this link: https://www.box.com/home. For each assignment, you will upload a PDF of your presentation and/or assignment to the appropriately dated and titled Session Upload folder. You will be required to upload your presentation/assignment for Session 1 to the "Session 1 Upload" folder in GW Box as a PDF titled by the naming protocol TeamNumber_TeamName_Session#. For example, if I was on team A03 and my team name was WiFi Cats, my presentation for the opening session presentation would be saved as a PDF named A03_WiFi Cats_Session1. If you have more than one assignment that week, name each file appropriately, such as A03_WiFi Cats_Session 1_PPT and A03_Wifi Cats_Session 1_CDAssignment. All documents must be uploaded as PDFs. Make sure you do not edit the templates in the files, or delete any files. ALL ASSIGNMENTS ARE DUE MIDNIGHT THE NIGHT BEFORE THE FOLLOWING SESSION (11:59PM KST).

Teams will be required to make comments on other teams' presentations in Launchpad Central in real-time.

MENTOR GROUP

Each team will be assigned to a mentoring group that they will work with during their time in the cohort. This team will consist of at US Mentor, Mentor Intern and a Korean Instructor. This group will act in coordination to assist teams and to reinforce the instruction materials and lessons. Teams will meet with their Mentor Group the week prior to participating in the program. During this time, the Mentor Group will get to know each participant team in their group. They will learn about the team's technology and progress to date in their Korean program. The Mentor Group will also review each team's presentations for the opening session and their prospective call lists. Each week during the program, teams will meet with their Mentor Group to review lessons learned and plot strategies for getting the next set of interviews. Korean Instructors will also be available to assist team in their understanding of the program concepts and instructor direction. The Mentor Group together will help provide guidance, and some logistical help if needed, to obtain and schedule interview calls in the US

Each flight will be divided into one of four groups identified by breakout room and mentor group. Please note your assignments in the following table:

- FLIGHT ONE -			
Program Director: Jim Chung Lead Mentor: David Powell Lead Instructor: Bob Smith Program Administrator: Liliana Zigo Lead TA: Janssen Keiger		jimchung@gwu.edu dpowell@dlpibc.com bobsmithajh@gwu.edu lzigo@gwu.edu jkeiger@gwu.edu	
BREAKOUT ROOM A Instructor: Bob Smith Email: bobsmithajh@gwu.edu	BREAKOUT ROOM B Instructor: Bob Storey Email: bstorey@mvrco.com	BREAKOUT ROOM C Instructor: Stuart Levy Email: slevy@gwu.edu	BREAKOUT ROOM D Instructor: Thor Ernstsson Email:
Mentor: Bill Suffa Email: wsuffa@commbiz.com Korean Instructor: CheolHan Kim Mentor Intern: Michael Choi	Mentor: Qyana Stewart Email: qmstewartgftc18@email.gwu.edu Korean Instructor: Seungjeong Do Mentor Intern: Ru Kim	Mentor: Floor Blindenbach-Driessen Email: fblinden@ organizing4innovation.com Korean Instructor: Heungshik Lee Mentor Intern: Harene Jun	Mentor: Irfan Ali Email: iali@lopsys.com Korean Instructor: Kyoodong Choi Mentor Intern: Nancy Kim
A1. No Doubts	B1. D.B.D(Day-Buy-Data)	C1. DeepAR	D1. SEMM
A2. G-Lab	B2. Looko	C2. New Eye	D2. CM by CM
A3. Solarinno	B3. Team ISLAND	C3. Sportling	D3. Research equipment sharing platform
A4. Shift Mirror	B4. SCVs (Smart Construction Vision system)	C4. Medicos	D4. Egg Money!
Mentor: Bob Gordon Email: bobgordon@gmail.com Korean Instructor: NakOak Song Mentor Intern: Julia Park	Mentor: Gary Grenter Email: gary.grenter@alpha-flow.net Korean Instructor: JeongBae Park Mentor Intern: Daniel Kwon	Mentor: Josh Green Email: jgreen45@gmu.edu Korean Instructor: Sungll Kim Mentor Intern: Wang Geun Lee	Mentor: Donita Prakash Email: donitap@gmail.com Korean Instructor: Budher Song Mentor Intern: Sarah Lee
A5. Petsome	B5. Nano Energy	C5. Ant	D5. 3S (Sungkyunkwan Smart System)
A6. 3W	B7. Aldaver (Alive Cadaver)	C6. Visionize	D6. PET DO
		C7. Value	D7. Grinder
		C8. Nano fiber	

- FLIGHT TWO **Program Director:** Jim Chung jimchung@gwu.edu Lead Mentor: David Powell dpowell@dlpibc.com **Lead Instructor:** David McCarthy dmccarthy3@gwu.edu Program Administrator: Liliana Zigo lzigo@gwu.edu Lead TA: Janssen Keiger jkeiger@gwu.edu **BREAKOUT ROOM A BREAKOUT ROOM B BREAKOUT ROOM C BREAKOUT ROOM D** Instructor: Instructor: Instructor: Instructor: Dave McCarthy **Grant Warner Bob Storey** Stuart Levv Email: Email: Email: Email: dmccarthy3@gwu.edu bstorey@mvrco.com slevy@gwu.edu g_warner@howard.edu **Mentor:** Kinneret Rand Mentor: Karl Grover Mentor: Laura Clark Mentor: Gary Evans Email: Email: Email: Email: laura.g.clark@gmail.com karl.grover@ gary.evans@axcel.us kinneret@ seetruetechnology.com brandreservoir.com **Korean Instructor: Korean Instructor:** Sunall Kim Korean Instructor: Korean Instructor: **Budher Sona** RiBin Seo JunaHee Lee Mentor Intern: **Mentor Intern: Mentor Intern:** Mentor Intern: Tina Lam Julia Park Judy Kim Jinny Ryu A1. StemDen D1. SOAP (Self-Orientated Alginate B1. Light town Electronics C1. Peptigel Prescription A2. Red Blood B2. SilverRoad C2. Twingkle D2. I-battery Designs A3. Color Wear C3. SEA (Solar Energy B3. Re-Fume D3. CERAMICIA Application) Mentor: Greg Miller Mentor: Lokesh Dani Mentor: Larry Dell Mentor: Neil Agate Email: Email: Email: Email: lokeshdani@gmail.com larry.dell2@gmail.com nagate@4gatesllc.com millergd@comcast.net **Korean Instructor: Korean Instructor: Korean Instructor: Korean Instructor:** CheolHan Kim **Kyoodong Choi** Heungshik Lee Andrew Junchul Cha **Mentor Intern:** Mentor Intern: Mentor Intern: Ru Kim **Mentor Intern:** Taejin Yoo Eric Chuna Sarah Jeong A5. Real-time Intelligent B4. Sample C4. U-sink D4. COMMA **Indoor Positioning** Technology Team A6. Matex B5. MFCA C.5 Future Innovation D5. Kidwake

Convergence Technology Team

C6. maemmelier

D6. Dagong Dagong

B6. Plasmace

- FLIGHT THREE -				
Program Director: Jim Chung Lead Mentor: David Powell Lead Instructor: Bob Smith Program Administrator: Liliana Zigo Lead TA: Janssen Keiger		jimchung@gwu.edu dpowell@dlpibc.com bobsmithajh@gwu.edu lzigo@gwu.edu jkeiger@gwu.edu		
BREAKOUT ROOM A Instructor: Bob Smith Email: bobsmithajh@gwu.edu	BREAKOUT ROOM B Instructor: Bob Storey Email: bstorey@mvrco.com	BREAKOUT ROOM C Instructor: Stuart Levy Email: slevy@gwu.edu	BREAKOUT ROOM D Instructor: Grant Warner Email: g_warner@howard.edu	
Mentor: Bill Suffa Email: wsuffa@commbiz.com Korean Instructor: CheolHan Kim Mentor Intern: Jinny Ryu	Mentor: Qyana Stewart Email: qmstewartgftc18@email. gwu.edu Korean Instructor: Seunghyun Kim Mentor Intern: Ru Kim	Mentor: Floor Blindenbach-Driessen Email: fblinden@ organizing4innovation.com Korean Instructor: Heungshik Lee Mentor Intern: Harene Jun	Mentor: Irfan Ali Email: iali@lopsys.com Korean Instructor: Kyoodong Choi Mentor Intern: Jun Jeon	
A1. PLOVEETH	B1. Hi-Fiber	C1. Your life-care	D1. MEDIS	
A2. OptiTime	B2. EVA-TM	C2. Sell Your Voice	D2. Greedi	
A3. FlexOne	B3. Reminiscent	C3. CherryBox	D3. SAM-DOS	
		C4. DeepChem	D4. NDSP (Neurodegenerative Disease Screening Platform)	
A4. Food Biomedical Science Lab				
Mentor: Bob Gordon Email: bobgordon@gmail.com Korean Instructor: GyeongSoo Shim Mentor Intern: Nancy Kim	Mentor: Gary Grenter Email: gary.grenter@alpha- flow.net Korean Instructor: Chung Min Park Mentor Intern: Daniel Kwon	Mentor: Josh Green Email: jgreen45@gmu.edu Korean Instructor: Sungll Kim Mentor Intern: Wang Geun Lee	Mentor: Donita Prakash Email: donitap@gmail.com Korean Instructor: Andrew Junchul Cha Mentor Intern: Sarah Lee	
A5. Green Light	B4. Ji-Yeon	C5. Furotein	D5. ForCatMung	
A6. Silver Lining Studio	B5. ARCT (Advanced Robotics Component Technology)	C6. LaCar	D6. copycat	
A7. Nex-Gen Technology	B6. HELPER ROBOTICS	C7. Ulink	D7. Future Intelligence Lab	
A8. Multiscale Transport Laboratory	B7. T_CORE		D8. rePEEL	

PRE-ASSIGNMENTS

Prior to the beginning of the program, teams are required to have a preliminary meeting with their assigned mentor. Mentors will reach out prior to the beginning of the program. If you do not receive any contact, please reach out to the Program Administrator. During this time, the mentor will get to know each participant team in their group. They will learn about the team's technology and progress to date in their Korean program. The mentor will also review each team's presentations for the opening session and their prospective call lists.

For the opening session, you will be presenting your business model canvas and lessons learned presentation for feedback to the instructors. Your lessons learned presentation will be based on what you have learned so far from the customer discovery in Korea, but you must be prepared to present your assumptions and hypotheses about how these may be different in the US market. You will be explicitly asked to discuss how your business model may be different in the US, and how you intend to test your hypotheses. Please prepare for 12 minutes of presentation including instructor feedback. There are presentation templates for all assignments that will be available in the Box folder in the respective session folders. Upload your final presentation to GW Box by midnight (11:59PM) the night before the opening session as a PDF titled by the naming protocol TeamNumber_TeamName_Session1_PPT.pdf.

As a part of this program, you will be required to conduct 40 customer discovery interviews. It's worth repeating that we suggest beginning to schedule potential customer discovery interviews before the program begins, but any interviews you conduct in the US prior to the course opening will not count toward your target. To make sure you are working towards this goal, we have created a spreadsheet template for you to fill out regarding 20 potential target customers you want to interview in the US. This template is in the Session 1 Upload folder titled "Potential Target Customers". Please list 20 new target customers for potential customer discovery using the template and upload to GW Box by midnight (11:59PM) the night before the opening session as a PDF titled by the naming protocol TeamNumber_TeamName_Session1_20Customers.pdf.

LESSONS LEARNED AND FINAL PRESENTATIONS

Presentation templates for your lessons learned and final presentations will also be available in the Box folder. Please make sure to follow the templates for the Lessons Learned presentations closely. You will have more flexibility with the final presentations. The template will have a number of suggested slides that you may use, for example, market sizing, customer workflow, etc., but it is not required that you use these slides. You should put together the slide deck that best tells your full story of customer discovery in the US. **Do not wait until the last day to start making your final presentation.** You should be getting a good idea of your major learnings in the last week, and thinking about the most important points you want to make in the closing session.

PROGRAM SCHEDULE

- FLIGHT 1: Opening Session and Korea Insights/US Discovery Plans			
Date / Room	Time (KST/EST)	Торіс	Description
	7:45am-8:00am/ 6:45pm-7:00pm	Registration/Surveys	Zoom testing (audio and video), and teams finish their pre-course surveys.
	8:00am-8:30am/ 7:00pm-7:30pm	Orientation/Introductions	Course Mission/Logistics and Introductions to Staff.
Opening Session Class 1: (KST/EST)	8:30am-9:00am/ 7:30pm-8:00pm	Customer Discovery with an MVP	Lecture on customer discovery strategies with an MVP.
Tuesday, October 13 (8am-10:30am) / Monday, October 12, 2020 (7pm-9:30pm)			Presentations by teams on previous customer discovery in Korea and plans for US customer discovery. See presentation template in Box.
Virtual Zoom Room	9:00am-11:30am/ 8:00pm-10:30pm	Korea Insights & Plans for US Customer Discovery	Each team has up to 10 minutes to present, including instructor feedback. Instructors will be given time to record comments and grade presentations after each presentation.

- FLIGHT 1: Lessons Learned 1			
Date / Room	Time (KST/EST)	Topic	Description
	7:45am-8:00am/ 6:45pm-7:00pm	Registration	Roll Call.
Lessons Learned #1 Class 2: (KST/EST) Saturday, October	8:00am-9:00am/ 7:00pm-8:00pm	Lessons Learned/ Feedback	Presentations by teams on customer discovery from the previous week. See presentation template in Box. Each team has up to 12 minutes to present, including instructor feedback. Instructors will be given time to record comments and grade presentations after each presentation.
24 (8am-10:30am) / Friday, October 23, 2020 (7pm-9:30pm)	9:00am-9:10am/ 8:00pm-8:10pm	Break	
Virtual Zoom Room	9:10am-10:20am/ 8:10pm-9:20pm	Lessons Learned/ Feedback	Presentations by teams on customer discovery from the previous week (continued).
	10:20am-10:30am/ 9:20pm-9:30pm	Recap/Q&A	Instructors provide group guidance for upcoming week based on the day's presentations. Opportunity for questions from the teams.

- FLIGHT 1: Lesson Learned 2			
Date	Time (KST/EST)	Topic	Description
	7:45am-8:00am/ 5:45pm-6:00pm	Registration	Roll call.
Lessons Learned #2 Class 3: (KST/EST) Saturday, October 31 (8am-10:30am) / Friday, October 30, 2020 (7pm-9:30pm) Virtual Zoom Room	8:00am-9:00am/ 6:0pm-7:00pm	Lessons Learned/ Feedback	Presentations by teams on customer discovery from ALL previous weeks. See presentation template in Box. Each team has up to 12 minutes to present, including instructor feedback. Instructors will be given time to record comments and grade presentations after each presentation.
	9:00am-9:10am/ 7:00pm-7:10pm	Break	
	9:10am-10:20am/ 7:10pm-8:20pm	Lessons Learned/ Feedback	Presentations by teams on customer discovery from ALL previous weeks (continued).
	10:20am-10:30am/ 8:20pm-8:30pm	Survey/Graduation	Exit survey and presentation of certificates.

- FLIGHT 1: Lesson Learned 3 Closing Day			
Date	Time (KST/EST)	Topic	Description
	7:45am-8:00am / 5:45pm-6:00pm	Registration	Roll call.
Closing Session Class #4 (KST/EST) Saturday, November 7 (8am-10:30am) / Friday, November 6,	8:00am-9:00am / 6:0pm-7:00pm	Lessons Learned/ Feedback	Presentations by teams on customer discovery from ALL previous weeks. See presentation template in Box. Each team has up to 12 minutes to present, including instructor feedback. Instructors will be given time to record comments and grade presentations after each presentation.
2020 (6pm-8:30pm) Virtual Zoom Room	9:00am-9:10am/ 7:00pm-7:10pm	Break	
	9:10am-10:20am / 7:10pm-8:20pm	Lessons Learned/ Feedback	Presentations by teams on customer discovery from ALL previous weeks (continued).
	10:20am-10:30am / 8:20pm-8:30pm	Survey/Graduation	Exit survey and presentation of certificates.

FLIGHT 2: Opening Session and Korea Insights/US Discovery Plans			
Date / Room	Time (KST/EST)	Topic	Description
	7:45am-8:00am/ 5:45pm-6:00pm	Registration/Surveys	Zoom testing (audio and video), and teams finish their pre-course surveys.
	8:00am-8:30am/ 6:00pm-6:30pm	Orientation/Introductions	Course Mission/Logistics and Introductions to Staff.
Opening Session Class 1: (KST/EST)	8:30am-9:00am/ 6:30pm-7:00pm	Customer Discovery with an MVP	Lecture on customer discovery strategies with an MVP.
Tuesday, November 3 (8am-10:30am) / Monday, November 2, 2020 (6pm-8:30pm) Virtual Zoom Room	9:00am-11:30am/	Korea Insights & Plans for	Presentations by teams on previous customer discovery in Korea and plans for US customer discovery. See presentation template in Box. Each team has up to 10 minutes
	7:00pm-9:30pm	US Customer Discovery	to present, including instructor feedback. Instructors will be given time to record comments and grade presentations after each presentation.

- FLIGHT 2: Lesson Learned 1			
Date	Time (KST/EST)	Topic	Description
	7:45am-8:00am/ 5:45pm-6:00pm	Registration	Roll call.
Lessons Learned #1 Class 2: (KST/EST) Saturday, November 14 (8am-10:30am) / Friday, November 13, 2020	8:00am-9:00am/ 6:0pm-7:00pm	Lessons Learned/ Feedback	Presentations by teams on customer discovery from ALL previous weeks. See presentation template in Box. Each team has up to 12 minutes to present, including instructor feedback. Instructors will be given time to record comments and grade presentations after each presentation.
	9:00am-9:10am/ 7:00pm-7:10pm	Break	
	9:10am-10:20am/ 7:10pm-8:20pm	Lessons Learned/ Feedback	Presentations by teams on customer discovery from ALL previous weeks (continued).
	10:20am-10:30am/ 8:20pm-8:30pm	Survey/Graduation	Exit survey and presentation of certificates.

- FLIGHT 2: Lesson Learned 2			
Date	Time (KST/EST)	Topic	Description
Lessons Learned #2 Class 3: (KST/EST) Saturday, November 21 (8am-10:30am) / Friday, November 20, 2020 (6pm-8:30pm) Virtual Zoom Room	7:45am-8:00am/ 5:45pm-6:00pm	Registration	Roll call.
	8:00am-9:00am/ 6:0pm-7:00pm	Lessons Learned/ Feedback	Presentations by teams on customer discovery from ALL previous weeks. See presentation template in Box. Each team has up to 12 minutes to present, including instructor feedback. Instructors will be given time to record comments and grade presentations after each presentation.
	9:00am-9:10am/ 7:00pm-7:10pm	Break	
	9:10am-10:20am/ 7:10pm-8:20pm	Lessons Learned/ Feedback	Presentations by teams on customer discovery from ALL previous weeks (continued).
	10:20am-10:30am/ 8:20pm-8:30pm	Survey/Graduation	Exit survey and presentation of certificates.

- FLIGHT 2: Lesson Learned 3 Closing Day			
Date	Time (KST/EST)	Topic	Description
	7:45am-8:00am/ 5:45pm-6:00pm	Registration	Roll call.
Closing Session Class #4 (KST/EST) Saturday, December	8:00am-9:00am/ 6:0pm-7:00pm	Lessons Learned/ Feedback	Presentations by teams on customer discovery from ALL previous weeks. See presentation template in Box. Each team has up to 12 minutes to present, including instructor feedback. Instructors will be given time to record comments and grade presentations after each presentation.
5 (8am-10:30am) / Friday, November 6, 2020 (6pm-8:30pm)	9:00am-9:10am/ 7:00pm-7:10pm	Break	
Virtual Zoom Room	9:10am-10:20am/ 7:10pm-8:20pm	Lessons Learned/ Feedback	Presentations by teams on customer discovery from ALL previous weeks (continued).
	10:20am-10:30am/ 8:20pm-8:30pm	Survey/Graduation	Exit survey and presentation of certificates.

- FLIGHT 3: Opening Session and Korea Insights/US Discovery Plans			
Date / Room	Time (KST/EST)	Topic	Description
	7:45am-8:00am/ 6:45pm-7:00pm	Registration/Surveys	Zoom testing (audio and video), and teams finish their pre-course surveys.
Opening Session Class 1: (KST/EST)	8:00am-8:30am/ 7:00pm-7:30pm	Orientation/Introductions	Course Mission/Logistics and Introductions to Staff.
	8:30am-9:00am/ 7:30pm-8:00pm	Customer Discovery with an MVP	Lecture on customer discovery strategies with an MVP.
Tuesday, November 24 (8am-10:30am) / Monday, November 23 2020 (6pm- 8:30pm) Virtual Zoom Room	9:00am-11:30am/ 8:00pm-10:30pm	Korea Insights & Plans for US Customer Discovery	Presentations by teams on previous customer discovery in Korea and plans for US customer discovery. See presentation template in Box. Each team has up to 10 minutes to present, including instructor feedback. Instructors will be given time to record comments and grade presentations after each presentation.

- FLIGHT 3: Lessons Learned 1			
Date / Room	Time (KST/EST)	Topic	Description
Lessons Learned #1 Class 2: (KST/EST) Saturday, December 5 (8am-10:30am) / Friday, December 4, 2020 (6pm-8:30pm) Virtual Zoom Room	7:45am-8:00am / 6:45pm-7:00pm	Registration	Roll Call.
	8:00am-9:00am / 7:00pm-8:00pm	Lessons Learned/ Feedback	Presentations by teams on customer discovery from the previous week. See presentation template in Box. Each team has up to 12 minutes to present, including instructor feedback. Instructors will be given time to record comments and grade presentations after each presentation.
	9:00am-9:10am/ 8:00pm-8:10pm	Break	
	9:10am-10:20am / 8:10pm-9:20pm	Lessons Learned/ Feedback	Presentations by teams on customer discovery from the previous week (continued).
	10:20am-10:30am /9:20pm-9:30pm	Recap/Q&A	Instructors provide group guidance for upcoming week based on the day's presentations. Opportunity for questions from the teams.

- FLIGHT 3: Lessons Learned 2			
Date / Room	Time (KST/EST)	Topic	Description
Lessons Learned #2 Class 3: (KST/EST) Saturday, December 12 (8am-10:30am) / Friday, December 11, 2020 (6pm-8:30pm) Virtual Zoom Room	7:45am-8:00am/ 6:45pm-7:00pm	Registration	Roll Call.
	8:00am-9:00am/ 7:00pm-8:00pm	Lessons Learned/ Feedback	Presentations by teams on customer discovery from the previous week. See presentation template in Box. Each team has up to 12 minutes to present, including instructor feedback. Instructors will be given time to record comments and grade presentations after each presentation.
	9:00am-9:10am/ 8:00pm-8:10pm	Break	
	9:10am-10:20am/ 8:10pm-9:20pm	Lessons Learned/ Feedback	Presentations by teams on customer discovery from the previous week (continued).
	10:20am-10:30am/ 9:20pm-9:30pm	Recap/Q&A	Instructors provide group guidance for upcoming week based on the day's presentations. Opportunity for questions from the teams.

- FLIGHT 3: Lessons Learned 3 Closing Day			
Date / Room	Time (KST/EST)	Topic	Description
Closing Session Class #4 (KST/EST) Saturday, December 19 (8am-10:30am) / Friday, December 18, 2020 Virtual Zoom Room	7:45am-8:00am/ 6:45pm-7:00pm	Registration	Roll Call.
	8:00am-9:00am/ 7:00pm-8:00pm	Lessons Learned/ Feedback	Presentations by teams on customer discovery from the previous week. See presentation template in Box. Each team has up to 12 minutes to present, including instructor feedback. Instructors will be given time to record comments and grade presentations after each presentation.
	9:00am-9:10am/ 8:00pm-8:10pm	Break	
	9:10am-10:20am/ 8:10pm-9:20pm	Lessons Learned/ Feedback	Presentations by teams on customer discovery from the previous week (continued).
	10:20am-10:30am/ 9:20pm-9:30pm	Recap/Q&A	Instructors provide group guidance for upcoming week based on the day's presentations. Opportunity for questions from the teams.

TEACHING ADDITIONAL RESOURCES

The following resources are to provide refreshers to supplement the learnings from the previous training you received before joining this course.

1) These short videos from Steve Blank provide helpful tips and examples for preparing for your customer interviews:

- Pre-Planning Pt. 1 (4:55)
- Interviews Pt. 1 (5:40)
- Interviews Pt. 2 (3:49)
- Asking the Right Question (2:37)
- Assuming you know what the customer wants (1:56)
- Understanding the Problem (the right way) (3:22)
- Customers Lie (2:37)
- The Distracted Customer (3:12)
- Engaging the Customer (3:37)
- Customer Empathy (2:25)
- The User, the Buyer & the Saboteur (2:24)
- Death by Demo 1 (2:18)
- Death by Demo 2 (1:45)

2) For a more detailed explanation of Customer Development and the Lean Startup, here are some short videos of Steve Blank from the Kaufmann Founders School.

- http://www.entrepreneurship.org/Founders-School/The-Lean-Approach/Getting-Out-of-the-Building-Customer-Development.aspx
- http://www.entrepreneurship.org/Founders-School/The-Lean-Approach/Customer-Development-Data.aspx
- http://www.entrepreneurship.org/Founders-School/The-Lean-Approach/Minimum-Viable-Product.aspx

3) Textbooks

VALUE PROPOSITION DESIGN

Value Proposition-Design . Alexander Osterwalder, Yves Pigneur, Greg Pernarda & Alan Smith

 A free download of the first chapter of the book is available at https://strategyzer.com/ value-proposition-design?_ga=1.152090042.2059273423.1389715841

TALKING TO HUMANS

Giff Constable

 A free download of the book is available at http://www.talkingtohumans.com/

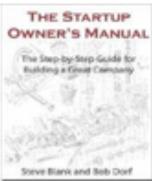
BUSINESS MODEL GENERATION - PAGES 14-51

Alexander Osterwalder & Yves Pigneur

 A free download of the first chapter of the book is available at http://businessmodelgeneration.com/book



• THE STARTUP OWNER'S MANUAL – PAGES 195-199 Steve Blank & Bob Dorf



• 12 TIPS FOR EARLY CUSTOMER DEVELOPMENT INTERVIEWS Giff Constable

 A free download is available at: http://giffconstable.com/2010/07/12-tips-for-early-customer-development-interviews

- 4) Register for the free Udacity online course "How to Build a Startup" at (https://www.udacity.com/course/ep245) and watch the following lectures:
 - Lesson 1: What We Now Know
 - Lesson 2: Business Models and Customer Development
 - Lesson 3: Value Proposition
 - Lesson 4: Customer Segments



Jim Chung is the Associate Vice President for Research, Innovation and Entrepreneurship at George Washington University, and a Co-Principal Investigator for the NSF Innovation Corps Node in Washington DC (DC I-Corps). He was previously the Director of the Mtech VentureAccelerator and the Founding Director of the Chesapeake Bay Seed Capital Fund at the University of Maryland. Prior to Mtech, he served as a Director for New Business Development at the Corporate Executive Board. He was also Vice President at Cherington Capital (now Intervale Capital), a middle market private equity firm in the oilfield equipment and services industry.

Jim started his private sector career as an early stage venture capital investor, most recently at incTANK Ventures, where he was the managing

PROGRAM DIRECTOR | ALL FLIGHTS

Jim Chung
Associate Vice President for Research,
Innovation, and Entrepreneurship
The George Washington University

director. Some previous and current investments include Agamatrix, Nexaweb, Ulterra, Zymetis (now Aemetis), FlexEl, FiscalNote, and TravelBank. Before becoming an investor, Jim was an academic researcher studying how business, government, and academia work together to create new innovations in high technology industries. He has been a researcher at MIT, Harvard, University of Tokyo (Fulbright Fellow), ETRI (NSF EAPSI Fellow), STEPI (Korea), and KAIST. He was named in 2015 and 2017 by Washingtonian Magazine as one of the Top 100 Tech Titans in DC and by Hot Topics as one of the Top 100 Entrepreneurship Professors worldwide.

Jim received his Bachelor's and Master's degrees from Stanford University and was a Ph.D. candidate at MIT.



Robert "Bob" Storey is Managing Director of The MVR Company, which focuses on the assessment and creation of new ventures, with an emphasis on medical technologies. He is also the Managing Partner of The LaunchPort™ in Baltimore, Maryland, an innovative manufacturing accelerator for early stage medical device companies entering the regulatory approval process and preparing for commercial adoption. He is Chairman and

Mr. Storey is currently on assignment as a Portfolio Executive for NIH's Rapid Acceleration of Diagnostics (RADx) Program dealing with the US's SARS-CoV-2 testing crisis.

Board Member for a number of early stage life

sciences companies.

He is currently serving on the External Advisory Board for the Johns Hopkins Center for Biomedical Innovation and Design, the Strategic Advisory Board for Johns Hopkins Laboratory for Computational Sensing and Robotics, the JHU Applied Physics Lab Technology Commercialization Panel, the Investment Review Committees for the Bisciotti Fund, and is the Johns Hopkins advocate for medical device and engineering investment submissions to the Maryland Innovation Initiative.

INSTRUCTOR | ALL FLIGHTS

Robert "Bob" Storey
Managing Director
The MVR Company

He is appointed to the State of Maryland's Life Sciences Advisory Board and has been active in efforts of collaboration between the FDA, Payors, Device companies and Providers to develop a high value medical device demonstration hub in Maryland. He is the Medical Device expert for the National Institute of Health's I-Corps @ NIH™ program, is a Nationally Certified Instructor for the National Science Foundation's I-Corps™ and was a founding instructor in the development of the NIH NCATS/CTSI I-Corps program. In addition to his roles at the national level, he is the principal instructor for life science lean innovation programs at Johns Hopkins University and the University of Miami Biomedical Engineering/ Miller School of Medicine. He has led international cohorts in the Lean Start-up area in Asia/Pacific. Middle East, South America and Africa.

After earning degrees in chemical engineering and chemistry at the University of Arkansas, Mr. Storey joined Exxon Corporation in Houston, where he worked in performance materials technology, business planning, mergers, and acquisitions for close to 15 years.



Stuart Levy, MBA, PhD is an associate teaching professor of management and tourism studies at The George Washington University School of Business. Stuart has over two decades of experience in teaching, consulting and research within a range of organizations -- entrepreneurial and established businesses, consulting firms, government and academia.

At George Washington University, Stuart teaches graduate and undergraduate courses in entrepreneurship, digital marketing,, and event

INSTRUCTOR | ALL FLIGHTS

Stuart LevyAssociate Teaching Professor
of Management and Tourism Studies
GW School of Business

and hospitality management. He also leads consulting courses abroad focused on customer experience management. His record of scholarship includes over 20 refereed presentation and 12 peer-reviewed publications in business journals including the Cornell Hospitality Quarterly, Journal of Business Ethics, and Journal of Travel Research. Stuart is particularly passionate about experiential learning and educational travel. Stuart is a member of the DC Public Schools Hospitality Academy industry advisory board.



Bob Smith is the Director of I-Corps at GW, where he manages the strategic direction of GW's I-Corps and Global Lean Startup programs. Prior to joining GW, he was director of Virginia's Innovation Commercialization program (ICAP). There he worked with universities, accelerators and local startup ecosystems throughout the commonwealth, assisting in their new venture development initiatives by providing instruction and counseling programs based on the Lean Startup method of business model development. He's also an instructor with the NSF's I- Corp program's DC node. He's also a Mentor-in- Residence at George Washington University.

INSTRUCTOR | FLIGHT 1 & 3

Bob Smith *Director, I-Corps at GW*GW Office of Innovation and Entrepreneurship

Bob has 30+ years of experience in innovation and entrepreneurship. He is currently the Chairman of CollegeFactual.com, a leading college rankings website. He's held senior management positions at Congressional Quarterly and America Online in business development, marketing and new product development and was the founder and CEO of the first nation-wide online city guide, Digital City. He also launched one of the nation's first accelerators. As an executive, angel investor and advisor he has helped companies e-commerce, e-government, in identity management, publishing, geospatial analytics, data science and media move from ideas to favorable exits



Thor is a serial entrepreneur and investor. During COVID he founded Strata to help executives build authentic relationships and add an intelligence layer to their email, calendar, and networks.



After successful startups at RunFast.net (online multimedia training) and WindRose Media (webcasting technology and original content development), Dave founded Potential Energy DC - the only DC-area incubator fully devoted to developing energy, efficiency, and sustainability companies. Dave is also a recognized expert in angel investing in the DC region.

As the Associate Director I-Corps at GW, Dave is focused on helping community-based research teams successfully bring their work from the labs to the marketplace. The goal of the new Phase

INSTRUCTOR | FLIGHT 1

Thor ErnstssonFounder
Strata (strata.cc)

Prior to Strata, Thor Founded Alpha, the ondemand insights platform used by over a quarter of Fortune 100 companies, and Rally Health, a healthcare company in DC that was acquired by United Healthcare.

INSTRUCTOR | FLIGHT 2

Dave McCarthy
Associate Director, I-Corpsat GW
GW Office of Innovation and
Entrepreneurship

O / I-Corps Go program, that Dave is leading, is to improve funding and commercialization success rates for communitybased research teams. In this role, Dave will be leveraging the Office of Innovation and Entrepreneurship's I-Corps experience commercializing university intellectual property over the past five years.

Dave went to UVA where he studied Systems Engineering with a computer science minor. Dave lives in McLean with his wife and two growing sons.



Grant M. Warner is the Director of Innovation for the College of Engineering and Architecture on Howard University's campus. In that role, he has deployed campus-wide programming in innovation, including the Bison Startup and Bison Accelerate courses, in which students are guided through the process of founding technology startups.

He also directs the Howard University -Hampton University I-Corps Site which focuses on commercializing university research from HBCUs in the DMV area. Dr. Warner is a certified

INSTRUCTOR | FLIGHTS 2 & 3

Grant M. Warner *Director of Innovation*Howard University College of Engineering and Architecture

Lean Launchpad Educator and a nationally trained ICorps Instructor. He is the co-founder of ConnectYard, a social analytics platform integrated into leading learning management systems and elearning platforms. He is also the acting Executive Director for the Marathon Foundation, a non-profit which provides coaching for startups. He received a B.S. degree from Cornell University, an M.S. degree from Penn State University, and a Ph.D. from Columbia University all in Mechanical Engineering.



David Powell is Principal of DLPIBC, LLC, an international consulting firm, helping companies to promote their products and services in new markets and to increase revenue share in existing markets. In 1990, David joined Coherent Communications Systems Ltd. in the UK as Managing Director EMEA, where he established partnerships with emerging mobile operators to market echo cancellation products.

In 1994, David became President and Chief Operating Officer for the parent company, Coherent Communications Systems Inc, which had just completed an IPO, relocating to the USA. David redirected the company's sales strategy, focusing on global channel and OEM sales efforts and streamlining operations, resulting in significant cost efficiencies. David increased global sales by establishing joint ventures in China and France, OEM partnerships in Finland, the UK, and the USA. For four consecutive

MENTOR | ALL FLIGHTS

David PowellPrincipal
DLPBIC, LLC

years, Coherent Communications was listed in Fortune Magazine's "America's 100 Fastest Growing Companies."

In 1998, Coherent Communications was acquired by Tellabs for \$1.075 billion (10 x revenue). David led the newly combined team as Senior Vice President for five years, integrating two different telecommunication technologies and business cultures, winning the mindset of the global sales team as part of a \$3.5 billion company.

In 2003, David became Chief Operating Officer and Managing Director International of a start-up company focused on marketing the company's powerline communication (PLC) products in the USA and Europe, establishing direct and reseller sales channels, focused mainly on the hospitality market place.

In 2006, David established his international consulting firm - DLPIBC, LLC.



Bill Suffa is the founding principal of William Suffa Consulting, which advises clients on capital & investment, strategy & strategic planning, M&A, start-ups, integration, and operational matters. He is also a senior advisor to Worldwide Antenna Systems and a board member at CSR, Inc.

Bill has a successful 30+ year career in a wide range of companies from start-ups to Fortune 500 in technology, media & entertainment and defense. He is known for lean start-up, effective capital investment, strategy & business planning, market research, operations, financial management, and corporate development/M&A. Bill has deep experience in multiple entrepreneurial ventures, and developed strategic plans and ventures for large companies.

He was CEO of Piranha Branding, a start-up company focused seed-stage investments. He was co-founder and vice chairman of LifeCycleVC, and served as a board member for several entities.

Bill was Director of Strategic Development engaged in M&A and technology licensing for a division of Raytheon. Before joining Raytheon, he served as Executive Vice President, Corporate Development & Chief Operating Officer as a founding partner in ExecutiveAction, where he raised capital, managed operations, created strategies and led M&A.

MENTOR | FLIGHT 1 & 3

William "Bill" Suffa Founding Principal William Suffa Consulting

He served as Senior Vice President. Capital Management with Clear Channel Communications (now iHeart Media) & as VP, Strategic Development for a predecessor company, a global media, advertising, services and entertainment company. He led business investment for all businesses worldwide. His focus was ensuring that business units had effective growth strategies, used capital efficiently, realistically budgeted capital expenses, funded development of corporate structure, extracted maximum revenue from capital assets, and oversaw technology strategy.

Together with partners, Bill also established, grew, and ran a premier Washington-based consulting firm that provided strategic, management, regulatory support and other professional consulting services to a variety of media and public-sector clients.

Bill is a mentor for students & entrepreneurs at the George Washington University and frequently participates as a judge for MBA business case competitions. He is a mentor for the Maryland Tech Council and has been invited guest lecturer on entrepreneurship at George Mason University, University of Maryland, and American University. He has mentored team in the NSF iCorps program.

He holds an MBA from the George Washington University's Executive Program, as well as a BS in Electrical Engineering from Virginia Tech. He is a licensed Professional Engineer in Virginia and holds a commercial pilot's license.



Bob Gordon is a serial entrepreneur with over 15 years of experience commercializing innovative technologies in consumer, government, and business markets. Bob has started SaaS, mobile, personal services, healthcare, marketplace, and social impact businesses. Most recently, he developed an online marketplace in the local group fundraising space. Some of his accomplishments, include:

- Founded and bootstrapped Healthcare
 Horizons, a web-based practice management
 solution for physicians. Through acquisition
 and organic growth, it grew to hundreds of
 providers, and a successful exit.
- Developed an innovative mobile app taking it from whiteboard to the market. By assembling a top team, developing the IP, and gaining traction the business attracted VC seed and A round funding.

Earlier as Chief Executive, Bob led businesses through their industries' start-up and growth phases, including:

MENTOR | FLIGHT 1 & 3

Bob GordonFounder and CEO Grouprally

- Leading the launch and expansion of Cingular to \$4B in revenue in the eastern United States while achieving ubiquitous brand awareness.
 Cingular was the last new national wireless launch, now AT&T.
- Building the highest performing US Cable TV multiple system operator (MSO), among the 25 top MSO's, as measured by financial and service KPIs. It delivered a value double and \$1.2B to investors at exit.
- Turning around Cellular One Washington/ Baltimore a \$500MM major market wireless carrier. As the market deregulated the company faced four new competitors. It went from worst in JD Powers measured sales and satisfaction to first, growing to over 1MM customers.

Bob started as a door to door salesperson while earning his BA in Political Science from George Washington University. Besides his own, Bob has invested in, and advised startups. He mentors business founders and critiques seed funding plans for grantmaking and investment organizations.



Donita is CEO of Other Division LLC, a small, womanowned, strategic marketing consultancy. She has been a founding team member of a biometric payments company which sold for 16x revenue and an HSBC backed AI software company offering corporate banking solutions. In addition to starting three businesses of her own, she has built and led highly functional teams delivering innovative products to market on time and on budget at brands such as Wells Fargo Bank, MCI, Gartner, and AOL.



Dr. Floortje Blindenbach-Driessen is the founder of Organizing4Innovation LLC, a firm that offers tailored online guidance to innovation teams in the workplace.

For the past 20 years, Dr. Blindenbach has worked on addressing the innovation challenges of service organizations, first as a practitioner, then as an academic, and since 2014 as the founder of Organizing4Innovation. In the process she has advised many organizations and mentored well over a hundred innovators and

MENTOR | FLIGHT 1 & 3

Donita Prakash *CEO*Other Division, LLC

Donita's primary competencies are: Global market access strategy and execution, Strategic alliance and channel development, Business development and sales enablement.

Donita mentors entrepreneurs through innovation programs based on the NSF I-Corps methodology at George Washington University, George Mason University and University of Maryland and has advised numerous startups on go to market strategies.

MENTOR | FLIGHT 1 & 3

Floortje Blindenbach-Driessen Founder Organizing4Innovation, LLC

entrepreneurs, resulting in millions of dollars in newly generated revenues.

Her research focuses on innovation management in the professional services and has appeared in Research Policy, IEEE Transactions on Engineering Management, the Journal of Medical Practice Management, the Journal of Product Innovation Management, and the Product Development Management Association Essentials.



Mr. Grenter founded Alpha-Flow Management Consulting to provide guidance to companies and organizations by applying his expertise in the application of LEAN Principals and building high performance organizations and developing leaders. His services include Strategic Planning, Organizational Development and Team Building.



With an extensive record in the field of technology, Irfan Ali has a unique combination of executive management, technical and marketing skills. A professed technologist, he has a passion for bringing new, innovative technology to the market in the form of products and solutions that address complex, contemporary problems.

Irfan prides himself on his ability to bring together diverse, talented individuals into a single, focused, effective team with a common purpose. He has

MENTOR | FLIGHT 1 & 3

Gary GrenterFounder
Alpha-Flow Management Consulting

Before Mr. Grenter founded his consulting company, Alpha-Flow Management Consulting LLC, he founded 3 companies in the Medical Device Field and held Senior Executive positions in several other companies.

Mr. Grenter holds a B.S. in Production Management from Northern Illinois University and an M.B.A. in Management from the Rochester Institute of Technology.

MENTOR | FLIGHT 1 & 3

Irfan Ali Executive Chairman Technology Rivers

a proven track record of raising capital, and building global businesses involving a number of innovative, emerging technologies. Based on his comprehensive executive experience to date, Irfan excels in all aspects of corporate operations and governance, including full P&L management.

His success spans multiple markets including, telecommunications, high-performance computing & networking, software development, information management and technology, energy and cleantech.



Josh Green is a mentor and entrepreneur whose primary focus is on business and organizational development. He is currently the Director of the Innovation Commercialization Assistance Program (ICAP) – a program of George Mason University and the Virginia SBDC. ICAP works with early-stage technology companies to validate their market on their path toward venture investment and scaling. For the past 12 years, he has advised private companies and nonprofit organizations across the United States in a wide array of industries.



Dr. Gary Evans' career spans roles in a wide range of both public and private sector organizations and academic institutions. With a background in chemistry, physics, and software development he has led the commercialization of new technologies in the private sector, having been involved in the creation of more than fifteen companies, and has also served in economic development roles focused on innovation and the development and growth of knowledge-based industries.

He is CEO of Axcel Innovation LLC, a consulting and program management company focused on innovation and entrepreneurship, working with clients spanning Europe, the US, the GCC

MENTOR | FLIGHT 1 & 3

Josh Green
Director of ICAP
George Mason University and Virginia SBDC

Josh is also a founding member of a startup that produces a high-performance and environmentally safe hydraulic fluid, as well as an aerospace startup that manufactures next-generation unmanned systems.

Josh received his undergraduate degree from the University of Arizona and an MBA from the University of Nevada.

MENTOR | FLIGHT 1 & 3

Gary Evans CEO Axcel Innovation, LLC

countries of the Middle East, and Africa. He has also been a Visiting Professor at the University of Virginia Darden School of Business and at the Robert Gordon University in Scotland, and serves as a mentor for several accelerators, and as an advisor to a number of early stage companies.

He also serves as President of a non-profit organization, The Center for Innovation, Technology, and Entrepreneurship, that undertakes research into, and supports the implementation of effective methodologies for supporting entrepreneurs, and is a board member of The Launch Place – a non-profit organization that provides services to entrepreneurs and manages associated investment funds.



Greg Miller has over 35 years of business experience, primarily in hospitality, senior care, and information technology.

Greg has held senior leadership positions at Marriott, Manor Care, and other companies, including roles in information technology, finance, strategic planning, and product management.



Greg Miller *CEO*Greg Miller & Associates Consulting

Greg holds a BA from Yale University, an MA from Harvard University, and an MBA from The George Washington University.



MENTOR | FLIGHT 2

Karl GroverChief Operating Officer
BRAND reservoir

Achievement oriented executive with broad business experience and a long track record of success in companies ranging from start-ups, established and Fortune 500. Currently, serving as Chief Operating Officer for three TEDCO portfolio companies focusing on accelerating sales and operational excellence.

Previously had served as a TEDCO loaned executive growing sales from \$2,000/month to \$22,000/month in six months which facilitated the company to raise outside funding. The foundation of success was laid while leading various businesses of ever-increasing size and

complexity with Marriott International. As the leader of the Residence Inn and TownePlace Suites franchise businesses, a sustained and excellent record of success was delivered. The success was defined by consistent growth in sales from \$700M to \$1.8B, profitability from \$40M to \$94.6M, the highest RevPAR Index in the industry 128+, among the highest guest satisfaction scores in the industry 85%+ and capped off by an unprecedented 98% owner satisfaction. The results were achieved through collaboration with internal and external groups, alignment on the agreed upon path and appropriate system and process design to deliver the results.



Kinneret Rand Founder and CEO

SeeTrue Technology

MENTOR | FLIGHT 2

Kinneret Rand, Ph.D., is the Founder and CEO of SeeTrue Technology, a women-owned startup. The company's mission is to revolutionize the established transgenic microinjection sector through the introduction of simple yet powerful needle-tip design innovations that have the potential to dramatically improve the technique's precision and efficacy.

The product-market-fit of the startup was validated by an indepth consumer discovery activity performed through participation in the NSF I-Corps programs under the George Washington University Node, in the National I-Corps program under the Southwest Node, and in the NSF Beat-the-Odds Bootcamp national program. Over 150 customers and stakeholders have been interviewed from the microinjection ecosystem, which validated our customer segments, their pain points, and the types of solutions they are searching for.

She is a PhD scientist with extensive experience across a diverse range of platforms from transgenic manipulations, antibodies and protein biochemistry to cell biology and cellbased assays. Following her academic studies, Dr. Rand went into industry and developed considerable expertise in product development redevelopment, assay and systems development, and product transfer from R&D to manufacturing. She is an expert on process, quality, and productivity improvements, in GLP and GMP environments. As a staff scientist at Thermo-Fisher Sciences. Dr. Rand served as a technical product development and manufacturing leader on cross-functional teams comprised of research scientists and regulatory, quality, manufacturing, marketing, and business professionals. During her time managing clinical trials at the Medimmune, Cardio-Vascular and Metabolic Disease Group, Dr. Rand gained familiarity with clinical trial operations/procedures, FDA regulatory submission documentation processes, and clinical trial risk assessment protocols.

Supported by an NIH SBIR Phase-1 award, NSF Phase-I STTR award and Phase-I MIPS award, her bwTech@UMBC incubator company is currently developing its first MVP micro-needles.



Larry Dell

MENTOR | FLIGHT 2

Executive Director
M&A Leadership Council

Lawrence Dell (Larry) is a serial entrepreneur with global business experience, especially in Asia. He serves as the Executive Director of the M&A (merger & acquisition) Leadership Council, a prominent business organization with a global mission to train corporate executives and professionals to achieve a successful outcome with their M&A activity.

Prior to joining the Council, Larry was the co-founder and CEO of Capital Expert Services (CapEx), a network of 250 experts (business, government, academic) at the top of their field in 20 countries, providing solutions to complex problems in business and society. He was also a founding member of the CapEx Innovation Council.

Larry co-founded E-KNOW, Inc., one of the earliest developers of SaaS-based M&A management software platforms. During his tenure, the company added a number of prestigious Fortune clients who utilized the platform to execute large and complex domestic and cross-border M&A transactions. Larry has also held a number of executive roles during his 14 years at Dow Jones / The Wall Street Journal, in Tokyo, Hong Kong, Singapore, New York, Chicago, and Detroit.

Larry is a graduate of Northwestern University and holds certificates from Columbia Business School Executive Education and Harvard Business School Executive Education (Entrepreneurship Essentials 2020).



MENTOR | FLIGHT 2

Laura Clark
VP, Brand Development
MeatMe Pet Food, Gentle Harvest

Laura Clark is an experienced entrepreneur and executive. She founded Wylie Wagg, a regional retail chain, and was the company's CEO until its acquisition by a large national retailer in 2016.

Prior to Wylie Wagg, Laura worked with both start-ups and Fortune 500 companies in technology and energy, specializing in internal and external communications and branding.

Since 2017, she has been an Entrepreneur in Residence for Georgetown University. She has also served as a mentor for the NSF I-Corps Program at George Washington University and for the Union Kitchen food accelerator. Currently, Laura is focusing on manufacturing, heading up a start-up in the pet industry.

She has a BA in Communications from Wake Forest University.



Lokesh Dani is the Founder and CEO of Xopolis, a small business providing research and development services for workforce and

economic development.

Lokesh has a PhD from George Mason University in Public Policy and his core research revolves around the Future of Work, Entrepreneurial Ecosystems, and Small Business Economics. Lokesh models his business strategy around Lean





Lokesh Dani Founder and CEO Xopolis

Innovation. He was the Entrepreneurial Lead in the National Science Foundation's Innovation Corps program in 2018 where he conducted 117 in-person Customer Discovery interviews in 6 weeks, an experience that laid the foundations for his entrepreneurial ventures. Since its inception Xopolis has successfully developed and launched products for both public and private clients, and has engaged in large research projects aimed having real impacts on public policy.



Mr. Agate is President of Four Gates, LLC, a company he founded in 2004. Four Gates provides a wide range of technology and strategic solutions that focus on their client's business needs and provides software services relating to the design, development and implementation of collaborative and workflow application for clients around the world.

MENTOR | FLIGHTS 2 & 3

Neil Agate President FourGates, LLC

Prior to starting Four Gates, Mr. Agate served in management positions at Kinergy Health, Health Pathways, Ikimbo, ClinicMax Health Systems, Desysion Health and Sussex Systems, Inc.

An avid horseman Mr. Agate is President of the Maryland Horse Council, a co-founder of the Congressional Polo Club in Montgomery County, and serves on the Board of Directors of the British American Business Association.

GW BIOS



Entrepreneur, Software Product Manager, Skilled **Project** Manager, **Social-Justice** Advocate, Educator, Speaker, and Awardwinning Philanthropist - these are all titles Qyana M. Stewart proudly holds. As an entrepreneur, Qyana serves as the CEO & {rincipal Consultant for GlobalForce Tech Consulting (GFTC), a company she founded in 2018. At GFTC, Qyana guides her clients to success by providing innovative, cuttingedge, and secure technological solutions. From mobile to cloud-based applications, she is successfully carving out her own niche of a rapidly growing industry and doing so by upholding GFTC's core beliefs: People. process. Safe and Secure Products. In 2013, the EnVest Foundation, a social philanthropic organization, named her

Qyana continues to advance her entrepreneurial efforts by focusing on the growth of GFTC and ensuring the company can continue to support and uplift women of color and women in technology by providing employment opportunities and a safe space for tackling complex issues impacting communities of color via innovative technology. With a focus on continued growth and development, she has

as a "40under40" award recipient, for her

charitable and philanthropic efforts.

MENTOR | FLIGHT 1 & 3

Qyana M. StewartCEO & Principal Consultant
GlobalForce Tech Consulting

been honored and humbled to be invited into several prestigious entrepreneurial programs including DigitalUndivided's highly regarded Tech Incubator Accelerator Program. She also was a Top ten Growth Stage finalist in the 2019 HERImpact Pitch Competition, became a Mentor-in-Residence at The George Washington University's Office of Innovation & Entrepreneurship, holding the University's first-ever Mobile App Design & Development workshop, and proudly mentors teams for the New Venture Competition. In 2020, she was invited into the spring cohort for The Georgetown Law Center's Law, Entrepreneurship, and Social Innovation Practicum and accepted positions as Adjunct Instructor for KIC and ICAP programs. Additional, out of a desire to continuously give back and reconnect with her nonprofit roots, she founded GlobalForce for Girls, Inc. A 501(c) (3) nonprofit that works to eradicate barriers for women and girls of color in the STEM workforce by providing education, training, and empowerment.

She holds as Master of Science degree in Information Technology, a Graduate Certificate in Project Management for the University of Maryland, and a Bachelor of Science degree in Psychology from Howard University.

GW BIOS



Liliana Zigo is the Program Associate for GW's Office of Innovation and Entrepreneurship. She supports the I-Corps and International Lean Startup programs serving as a teaching assistant (TA) for programs domestically and internationally. She also assists with marketing, finances, grant management, data and evaluation, and mentorship.

PROGRAM ADMIN | ALL FLIGHTS

Liliana Zigo
Program Associate
GW Office of Innovation and
Entrepreneurship

Liliana has a background in nonprofit education and outreach. Liliana received her B.S. in Public Health and her B.A. in Psychology from American University. In fall 2019, she started her course work towards her Master's in Public Health in Epidemiology at The George Washington University Milken School of Public Health.



Janssen Keiger is a Master's candidate at George Washington University's Graduate School of Education and Human Development, studying higher education policy and finance. In this track, Janssen hopes to create more innovative and effective pathways to college access for marginalized communities. He also hopes to study the effect of experiential learning on student success in higher education.

TEACHING ASSISTANT | ALL FLIGHTS

Janssen Keiger Graduate Fellow GW Office of Innovation and Entrepreneurship

While working for this office, Janssen will assist the I-Corps team with their programming, help manage social media, and be a leader in creating an instructional video series for the DC I-Corps region.

Janssen graduated cum laude from Butler University with a B.A. in Strategic Communication and minors in Public Relations and Education Studies.



Dr. Cheolhan Kim is a professor of Computer engineering, Daejon university. He is also a director of "Innopolice Campus" program which promotes technology-based startup. His main interests are Business Model & Strategy, R&D Planning & Technology strategy, Business Process Modeling, and Technology commercialization. He developed

FLIGHTS 1-3

Dr. Cheolhan KimProfessor, Computer Engineering
Daejon University

Korean I-Corps program when he worked as a Program manager of technology commercialization at NRF (National Research Foundation). From 2017, he participated in Korean I-Corps program as an instructor.



Since earning a Master of Science in Mechanical Engineering from the Korea Advanced Institute of Technology in 1998, Sungil Kim has been teaching business models and customer development for startups and business communications at universities and organizations.

FLIGHTS 1-3

Sungil Kim *Founder*Biznication

He has many years of experience in a role as a senior engineer at Samsung Electronics along with international customers and suppliers - Apple, Dell, HP, IBM Lenovo, and Israeli one as an engineer. After serving various stages of leadership courses at Toastmasters International and also from Dale Carnegie, Sungil Kim is confident in delivering leadership and communication skills to aspiring young entrepreneurs.



Prof. Heung-shik Lee is currently serving as the head of the Department of Automotive Systems Engineering at Joongbu University and the head of the Startup Education Center.

He worked on research and development of micro and nano device fabrication processes at the University of Texas at Dallas from 2010 to 2011. Based on this, he co-founded M3Tech company in 2011 to develop thermal insulation materials containing nano pores. He has experienced the process of commercialization.

After joining Joongbu University in 2016, he was selected as a public-technology foundation entrepreneurial exploration team and participated as a PI in I-CORPS training program



Kyoo Dong has over 35 years of business experience in global companies, and 7 years of teaching experience of Entrepreneurship in SKKU University.

FLIGHTS 1-3

Heung-shik Lee

Head of the Department of Automotive Systems Engineering, Joongbu University Head of the Startup Education Center

for 4 weeks from July to August. During the 4 weeks, 102 interviews were conducted and the Lean-Startup Business Model was created.

From the second semester of 2016, he has been running two courses related to customer discovery every semester.

In the winter of 2017, I visited Israel and made an effort to analyze and introduce the successful operation cases of various institutions for the promotion of startups.

He supports researchers and entrepreneurs with deep insights into business model development and customer discovery, and contributes to creating a high-end, performance-driven enterprise ecosystem within the university.

FLIGHT 1 - 3

Kyoo Dong Choi *CEO*

Corent Technology Korea

Dong has held senior leadership positions at Hewlett Packard Asia, Oracle Korea, and other companies, including Parametric Technology and BARCO.

In recent 7 years, he spent most of his time spending teaching and accelerating young entrepreneurs and startups by experiencing customer discovery processes.





Nah-Oak Song

Adjunct Professor for Institute for IT Convergence, Korea Advanced Institute of Science and Technology (KAIST)

Nah-Oak Song is the Adjunct Professor for Institute for IT Convergence at Korea Advanced Institute of Science and Technology (KAIST) in Korea.

Nah-Oak received the B.S. and M.S. degrees from Yonsei University, Seoul, Korea, and her Ph. D. in the Department of Electrical Engineering; Systems from the University of Michigan, Ann Arbor.



FLIGHT 1

Jeongbae Park

Chief Consultant, ORBIT HR
Adjunct professor, Hanyang University

Mr. Jeongbae Park founded ORBIT HR, an educational consulting firm, and he is working on organizational diagnosis and developing HRD contents.

He is a adjunct professor at Hanyang University and teaches business for start-ups. He continues to discover and grow several start-up companies, and some have achieved a lot in the UK and Asian markets.

He completed the I-Corps TTT program at GWU in 2018. He has been working as an instructor in Korea.



FLIGHT 1

Sung Jeong Do

Professor of Venture & Global e-Business Entrepreneurship Graduate School of Global Entrepreneurship KEIMYUNG University

Sung Jeong. Do is Professor, Department of Venture & Global e-Business, Entrepreneurship Graduate School of Global Entrepreneurship on Keimyung University.

He has over 20 years of business experience, primarily in Information Technology. Sung hold a Ph. D in engineering from Sungkyunkwan University. His majors are Management of Technology, and his specialty is Technology Commercialization, Global Business, Entrepreneurship, strategy for Start-up & new Business, and Business Model Development. Currently, he serves as a mentor or instructor for start-ups in various fields as well.



FLIGHTS 1 & 2

Budher (Jung-hyun) Song

Founder, Garage.M Founder & Technology Commercialization Agent, Techo Ventures

As a Startup Builder & Accelerator & Entrepreneurship Trainer, Budher Song is specialized in developing entrepreneurial programs and building new products and services (MVP).

He holds a Bachelor's in Mechanical Engineering from HanNam University and a Master of Entrepreneurial Management from ChungAng University. He is now a founder of Garage.M. He enjoys hacking some products and brands in free time!



FLIGHTS 2 & 3

Andrew Junchul Cha Senior Researcher, KAIST CEO, UTKorea

Andrew Junchul Cha is CEO of UTKorea and part-time Senior Researcher of KAIST in Korea, helping Korean SME's to grow and get into international markets. He has been involved in many startup programs, trainings and camps with government agencies and institutions.

He studied Master's degree at KAIST(Korea Advanced Institute of Science and Technology) and Tech Commercialization course at University of Texas at Austin.



FLIGHT 2

Junghee Lee Co-founder & CEO Kickstartinvestment

Junghee Lee is co-founder and CEO of Kickstartinvestment company that is a start-ups accelerating company.

The company run a training program, business consulting, and investment for early stage start-ups.

She is Mentor of Ministry of SMEs and Startups. She hols The Korea women-startups Forum.



Ribin Seo has joined the Pohang University of Science and Technology since January 2018 after working as a research fellow at the Manchester Institute of Innovation Research. He earned his doctorate in innovation strategy and management from the University of Manchester with sponsorship of the Alliance Manchester Business School and the Research and Development Management Association. He completed his master's degree at the University of Illinois at Chicago.



Chungmin Park is a professor at the Korea University of Science and Technology, located in Daejon, Korea, teaching Entrepreneurship and Startup based on innovation.

FLIGHT 2

Ribin SeoAssistant Professor
Pohang University of Science
and Technology

Winning several best paper and research awards, Ribin published articles covering specific subjects on entrepreneurial innovation management, including technological entrepreneurship, innovation strategy, industrial clustering, social capital, organizational learning-which are his focal research interests. He also published books entitled, 'Strategic Business Innovation for Corporate Entrepreneurs' and 'Startup Fundraising Strategy: The Conditions for Investment-graded Company.

FLIGHT 3

Chungmin ParkProfessor
Korea University of Science and Technology

He has over 15 years' experience in the business development field and venture capital / private equity fund industry. He is experienced in the new business development and execution in LG Electronics and expertise in private equity fundraising, negotiation, customer persuasion, valuation, and post-management.



Worked for innovative ICT & multimedia technology leaders and/or global companies with successful sales and management path - Specialized in Multimedia Telecommunication and its' technology fields.

18 years of commercial fields and business experiences at Vidyo (relevant company of google hangout+), Logitech Inc., LifeSize Communication, and SEETOWN+ (merged by Korea Polycom Communication).

John is working at Korea University as a professor of Industry Cooperation and also playing the role of Chief Technical Officer (of TTO) at Korea University Research and Business

FLIGHT 3

Gyeongsoo (John) Shim Professor and Instructor Technology Startup

Foundation since 2015. Leading IPR licensing and commercialization business team for ramping up IP business model thru small business innovation research, technology transfer, and tech startup. Involved in several govt. led IP policy relevant projects and/or business like as BRIDGE+, LINC+, TMC, Industry-University Cooperation businesses as an industry cooperation professor and project leader(CTO) at Korea University Research and Business Foundation. Also working for Korea University as a professor and teaching tech based startup classes (CAMPUS CEO / R&D CEO / Tech Startup courses for undergraduate and graduate students.

COHORT 1 TEAM LIST

A-01 Aldaver (Alive Cadaver) (Alive Cadaver) Jin-Oh Kim EL kimjinoh123@kaist.ac.kr KAIST A-34 Nano Energy Sang-Hwa Lee EM-1 sanghwa55@kaist.ac.kr SKKU A-34 Nano Energy Naga Bandi Jayab Abu EM-1 nagabandi.jay@khu.ac.kr SKKU A-35 Petsome Minhyeok Bae EM-1 nywca15984@naver.com SKKU B-01 No Doubts Hyung-Goog Seo EL hyunggoog.seo@kaist.ac.kr KAIST B-02 Grinder Sang-Hun Park EM-1 reversi@kaist.ac.kr KAIST B-02 Grinder Tae-Yoon Kim EM-1 reversi@kaist.ac.kr KAIST B-03 DeepAR Byeong-Ho Gim EL clallenseo@kaist.ac.kr KAIST B-03 DeepAR Byeong-Ho Gim EL bhgim@etitre.kr KAIST B-04 Egg Money! Tae-Gyun Rho EL terrytosel@naver.com KAIST B-05 PET DO Chul-Yong Kim EM-1 sung12022002@hammail.net KAIST B	Team #	Team Name	Name	Title	Email	Node
A-34	Λ_01	Aldaver	Jin-Oh Kim	EL	kimjinoh123@kaist.ac.kr	KAICT
Nano Energy	A-01	(Alive Cadaver)	Sang-Hwa Lee	EM-1	sanghwa56@kaist.ac.kr	KAIST
Maga Bandi Jayab Abu EM-1 nagabandi jay@khu.ac.kr	A 24	Nama Francis	Jonghyeon Yun	EL	jonghyeon.yun@khu.ac.kr	CKKII
A-35 Petsome Minhyeok Bae EM-1 ywca15984@naver.com SKKU B-01 No Doubts Hyung-Goog Seo EL hyungoog.seo@kaist.ac.kr KAIST B-02 Frinder Su-Yeon Kim EM-1 reversi@kaist.ac.kr KAIST B-02 Grinder Su-Yeon Kim EM-1 tykimseoul@kaist.ac.kr KAIST B-03 DeepAR Byeong-Ho Gim EL bhgim@etri.re.kr KAIST B-04 Egg Money! Tae-Gyun Rho EL bhgim@etri.re.kr KAIST B-04 Egg Money! Tae-Gyun Rho EL terrytosel@naver.com KAIST B-05 PET DO Chul-Yong Kim EM-1 sung12022002@hanmail.net KAIST B-05 PET DO Chul-Yong Kim EM-1 godqhr565@naver.com KAIST B-06 PET DO Chul-Yong Kim EM-1 godqhr565@naver.com KAIST B-07 Sora An EL l.can do.it. 9@naver.com KAIST B-19 Scora An EL l.can do.it. 9@n	A-34	Nano Energy	Naga Bandi Jayab Abu	EM-1	nagabandi.jay@khu.ac.kr	SKKU
			Myungchul Kang	EL	mckang1020@gmail.com	
Hyung-Goog Seo	A-35	Petsome	Minhyeok Bae	EM-1	ywca15984@naver.com	SKKU
B-01 No Doubts Sang-Hun Park EM-1 reversi@kaist.ac.kr KAIST			Yohwan Kim	EM-2	eltlwm97@naver.com	
Sang-Hun Park EM-1 reversi@kaist.ac.kr	D 01	No Doubto	Hyung-Goog Seo	EL	hyunggoog.seo@kaist.ac.kr	KAICT
B-02 Grinder Tae-Yoon Kim So-Yeong Yun EM-2 lovelife@kaist.ac.kr tykimseoul@kaist.ac.kr KAIST B-03 DeepAR Byeong-Ho Gim EL bhgim@etri.re.kr KAIST B-04 Egg Money! Tae-Gyun Rho EL terrytose1@naver.com KAIST B-05 Egg Money! EM-1 sung12022002@hanmail.net KAIST B-05 PET DO Chul-Yong Kim EM-1 godqhr565@naver.com KAIST B-05 PET DO Chul-Yong Kim EM-1 godqhr565@naver.com KAIST B-09 Sora An EL asr7581@g.skku.edu Sora An EL asr7581@g.skku.edu SKKU B-19 SCVs (Smart Construction Vision system) Donghwan Lee EL ycleedh@skku.edu SKKU B-22 SCVs (Smart Construction Vision system) Donghwan Lee EL jaewon.choi@3watt.co SKKU B-25 Jaewon Choi EL jaewon.choi@3watt.co Injae Hwang EM-1 hij1995@naver.com SKKU B-25 Jang-Yun Choi EL jaewon.choi@3watt.com SKKU C-01 Ant Sang-Yoon Lee EM-1 si2820@kaist.ac.kr KAIST Somi Jung EM-3 somi.jung@3watt.com Somi.jung@3watt.com SKKU C-01 Team ISLAND EM-	B-01	NO DOUDIS	Sang-Hun Park	EM-1	reversi@kaist.ac.kr	- KAIST
B-02 Grinder			Su-Yeon Kim	EL	callmesoo@kaist.ac.kr	
B-03 DeepAR Byeong-Ho Gim EM-2 joominkyung@kaist.ac.kr Min-Kyeng Ju EM-3 joominkyung@kaist.ac.kr Min-Kyeng Ju EM-3 joominkyung@kaist.ac.kr KAIST	D 00	0	Tae-Yoon Kim	EM-1	tykimseoul@kaist.ac.kr	KAIOT
B-03 DeepAR	B-02	Grinder	So-Yeong Yun	EM-2	lovelife@kaist.ac.kr	KAIST
B-03 DeepAR			Min-Kyeng Ju	EM-3	joominkyung@kaist.ac.kr	
B-04 Egg Money Tae-Gyun Rho EM-1 jhroh86@snu.ac.kr EL terrytose1@naver.com Eu-Sung Park EM-1 sung12022002@hanmail.net Sun-Hwa Shin EL Lcan_do_it_9@naver.com KAIST	D 00	D AD	Byeong-Ho Gim	EL	bhgim@etri.re.kr	KAIOT
B-04 Egg Money Eun-Sung Park EM-1 sung12022002@hanmail.net Sun-Hwa Shin EL Lcan_do_it_9@naver.com Chul-Yong Kim EM-1 godqhr565@naver.com MAIST	B-03	реерак	Jun-Hyug Noh	EM-1	jhroh86@snu.ac.kr	KAIST
B-05 PET DO	D 0.4	5 M	Tae-Gyun Rho	EL	terrytose1@naver.com	KAIOT
B-05 PET DO	B-04	Egg Money!	Eun-Sung Park	EM-1	sung12022002@hanmail.net	KAIST
B-19		PET DO	Sun-Hwa Shin	EL	I_can_do_it_9@naver.com	KAIST
B-19 New Eye	B-05		Chul-Yong Kim	EM-1	godqhr565@naver.com	
New Eye			Dong-Gil Oh	EM-2	donggiloh@outlook.kr	
B-19			Sora An	EL	asr7581@g.skku.edu	014141
SCVs (Smart Construction Vision system)	D 10	_	Soohyun Kim	EM-1	londucky@g.skku.edu	
SCVs (Smart Construction Vision system)	B-19	New Eye	Jiho Seo	EM-2	sjh122212@naver.com	SKKU
B-22 Construction Wingeon Cho EM-1 raonik6713@skku.edu SKKU			Minchae Kang	EM-3	kangmc5653@gmail.com	
Vision system Mingeon Cho EM-1 raonik6713@skku.edu	R-22	Construction	Donghwan Lee	EL	ycleedh@skku.edu	SKKII
B-25 3W Injae Hwang EM-1	D-22		3			SKKO
Sooyoung Kim						
Sooyoung Kim	R-25	3///	Injae Hwang		hij1995@naver.com	SKKII
C-01	D-23	344	Sooyoung Kim	EM-2	sooyoung.kim@3watt.com	JIKKO
C-01 Ant Sang-Yoon Lee EM-1 sl2820@kaist.ac.kr KAIST Suk-Joo Hong EM-2 sukoo.hong.@kaist.ac.kr KAIST Hyun-Chul Kim EM-3 hyuchl@kaist.ac.kr Sang-Bum Choi EL danielsejong55@gmail.com Hyeong-Seok So EM-1 robotronic0694@gmail.com Dae-Ho Kim EM-2 kimdahok@gmail.com So-Yeong Park EM-3 skddke1@gmail.com Hea-Sin Ko EL seagod.ko@etri.re.kr Won-Gyu Jung EM-1 xippie@kaist.ac.kr			Somi Jung	EM-3	somi.jung@3watt.com	
C-01 Ant Suk-Joo Hong EM-2 sukoo.hong.@kaist.ac.kr KAIST C-02 Team ISLAND Team ISLAND Sang-Bum Choi EL danielsejong55@gmail.com Hyeong-Seok So EM-1 robotronic0694@gmail.com Dae-Ho Kim EM-2 kimdahok@gmail.com So-Yeong Park EM-3 skddke1@gmail.com Hea-Sin Ko EL seagod.ko@etri.re.kr Won-Gyu Jung EM-1 xippie@kaist.ac.kr KAIST			Jong-Yun Choi	EL	jongyunchoi@kaist.ac.kr	
Suk-Joo Hong EM-2	0.01	A mat	Sang-Yoon Lee	EM-1	sl2820@kaist.ac.kr	KAICT
C-02 Team ISLAND Sang-Bum Choi Hyeong-Seok So EL danielsejong55@gmail.com KAIST Dae-Ho Kim EM-2 kimdahok@gmail.com KAIST So-Yeong Park EM-3 skddke1@gmail.com Hea-Sin Ko EL seagod.ko@etri.re.kr Won-Gyu Jung EM-1 xippie@kaist.ac.kr	C-01	Ant	Suk-Joo Hong	EM-2	sukoo.hong.@kaist.ac.kr	KAIST
C-02 Team ISLAND Hyeong-Seok So EM-1 robotronic0694@gmail.com KAIST Dae-Ho Kim EM-2 kimdahok@gmail.com KAIST So-Yeong Park EM-3 skddke1@gmail.com Hea-Sin Ko EL seagod.ko@etri.re.kr Won-Gyu Jung EM-1 xippie@kaist.ac.kr KAIST			Hyun-Chul Kim	EM-3	hyuchl@kaist.ac.kr	
C-02 Team ISLAND Dae-Ho Kim EM-2 kimdahok@gmail.com KAIST So-Yeong Park EM-3 skddke1@gmail.com EL seagod.ko@etri.re.kr C-03 Looko Won-Gyu Jung EM-1 xippie@kaist.ac.kr KAIST			Sang-Bum Choi	EL	danielsejong55@gmail.com	
Dae-Ho Kim EM-2 kimdahok@gmail.com	0.00	Tooms IOL AND	Hyeong-Seok So	EM-1	robotronic0694@gmail.com	KAICT
C-03 Looko EL seagod.ko@etri.re.kr Won-Gyu Jung EM-1 xippie@kaist.ac.kr KAIST	C-02	ream island	Dae-Ho Kim	EM-2	kimdahok@gmail.com	KAIST
C-03 Looko Won-Gyu Jung EM-1 <u>xippie@kaist.ac.kr</u> KAIST			So-Yeong Park	EM-3	skddke1@gmail.com	
			Hea-Sin Ko	EL	seagod.ko@etri.re.kr	
Ki-Jun Yun EM-2 <u>infinityk@kaist.ac.kr</u>	C-03	Looko	Won-Gyu Jung	EM-1	xippie@kaist.ac.kr	KAIST
			Ki-Jun Yun	EM-2	infinityk@kaist.ac.kr	

C-04	Research equipment sharing platform	Mi-No Yang	EL	yangmino@kbsi.re.kr	KAIST
0.10	N/Colonia	Yonghyun Kim	EL	kyh39612@gmail.com	OKKLI
C-19	Visionize	Jungho Lee	EM-1	leejungho@skk.edu	SKKU
		Jeongkeun Lee	EL	jklee.ssu@gmail.com	
C-20	G-Lab.	Seungjun Lee	EM-1	tellyouwhat@naver.com	CIVIVII
C-20	G-Lab.	Seungu Lee	EM-2	whiteday26@gmail.com	SKKU
		Jieun Lee	EM-3	wldms9924@naver.com	
C-21	D.B.D(Day-	Sunggi Jo	EL	whtjdrl410@naver.com	SKKU
C-21	Buy-Data)	Chungheon Lee	EM-1	yi940715@gmail.com	SKKU
	CM by CM (Construction	Yije Kim	EL	yije89@gmail.com	
C-24	Management by Computing	Inchae Kim	EM-1	k8i9c@skku.edu	SKKU
	Management)	Hyeonseok Cho	EM-2	whgustjr55@naver.com	
		Joowon Hong	EL	ghdwn6687@gmail.com	SKKU
C-25	Sportling	Junhyung Lee	EM-1	makk7201@gmail.com	
		Woojin Jun	EM-2	junwoojinjin@gmail.com	
D-01		Seung-Won Hong	EL	ggongeya@kaist.ac.kr	KAIST
		Beom-II Kim	EM-1	beomil0907@kasit.ac.kr	
D-02	Solarinno	Hun-Kyun Pak	EL	pak@etri.re.kr	KAIST
	Value	Su-Min Lee	EL	estee0217@naver.com	
D-06		Min-Kyeong Cho	EM-1	jomk2221@naver.com	KAIST
		Kwan Yun	EM-2	20171176.dame@edu.hanbat. ac.kr	
		Jin-Seo Lee	EL	dlwlstj97@naver.com	
D-08	Medicos	Jeong-Hwa Kim	EM-1	rlawjdghk329@naver.com	KAIST
		Gwang-Won Lee	EM-2	eecl308@naver.com	
		Jaejin Lee	EL	jjking1443@naver.com	
D 06	Object Minner	Sangwok Bae	EM-1	Ifcbae007@khu.ac.kr	OKKLI
D-26	Shift Mirror	Sunghyun Yim	EM-2	steadysung@gmail.com	SKKU
		Junghye Yoon	EM-3	hyeyunj346@gmail.com	
D-27	3S (Sung-	Hyunho Seok	EL	dddsjk@skku.edu	
	kyunkwan	Seokjun Hong	EM-1	hsj3414@skku.edu	SKKU
	Smart System)	Jinil Cho	EM-2	whwlsdlf94@skku.edu	
	, ,	Gunhoo Woo	EM-3	dnwhddms12@skku.edu	
		Hyeonhee Roh	EL	hyeonhee@khu.ac.kr	_
D-30	Nano fiber	Suthiri San	EM-1	suthirisan@khu.ac.kr	SKKU
		Nay Yee Win Zaw	EM-2	nayyeewinzaw@khu.ac.kr	

COHORT 2 TEAM LIST

Team #	Team Name	Name	Title	Email	Node
	StemDen	Eunjin Seo	EL	ejseo01@pusan.ac.kr	
A-43		Younghwan Kim	EM-1	abc1d@naver.com	TU
		Eunji Lee	EM-2	lej08211@gmail.com	
		Eunjin Kim	EL	mickey970415@gmail.com	
A-44	Red Blood	Sejeong Park	EM-1	inje20172792@gmail.com	TU
		Yeonjeong Lee	EM-2	duswjdaos33@naver.com	
	SOAP (Self-	Soonjong Roh	EL	nsj3928@hanmail.net	
A-45	Oriented	Sunbeen Choi	EM-1	sunbin116@naver.com	SMWU
7. 40	Alginate Prescription)	Youngri Ryu	EM-2	dudfl35@naver.com	- OWWO
A-46	Peptigel	Young-Eun Jeon	EL	jun24600@naver.com	SMWU
A-40	Peptigei	Hyewon Kim	EM-1	hyewon8514@naver.com	SIVIVU
B-29	U-Sink	Jongheon Lee	EL	jhleee930@gmail.com	GIST
D-29	U-SITIK	Yeojin Kim	EM-1	kimyj123@gist.ac.kr	GIST
		Hyeonghun Park	EL	bakhh@gist.ac.kr	GIST
D 00	I-battery Designs	Jihun Kim	EM-1	ransaver@gist.ac.kr	
B-30		Seokho Suh	EM-2	seok2659@gist.ac.kr	
		Geumyong Park	EM-3	keumyong@gist.ac.kr	
	Light Town Electronics	Pyeunghwi Choi	EL	cph0618@gist.ac.kr	GIST
D 00		Yongpyo Kim	EM-1	yongpyo@gist.ac.kr	
B-32		Gyejung Lee	EM-2	lkj@gist.ac.kr	
		Suhyun Park	EM-3	psh0621@gm.gist.ac.kr	
	Twinkle	Eunkyeong Na	EL	re5096@hanmail.net	
B-34		Minji Hwang	EM-1	vormd@naver.com	GIST
		Hyeonju Kim	EM-2	keemduu@gmail.com	
		Youngjin Park	EL	yujin_pyj@daum.net	
B-37	COMMA	Jae-Yun Jeong	EM-1	meriel0515@naver.com	— TU
D-37	COMMA	Hyeongryool Park	EM-2	parkhyeongryool@gmail.com	
		EunJi Lee	EM-3	25eunji@gnu.ac.kr	
	Future Innovation	Yujin Ko	EL	asnmli2@naver.com	
B-38	Convergence	Eunseok Kim	EM-1	weart0822@naver.com	TU
	Technology Team	Jihu Lee	EM-2	abc7111258@naver.com	
		Li-Ye Yoo	EL	lyyoo38@gmail.com	
B-43	SilverRoad	Jun-Hyoung Lim	EM-1	cupidljh@gmil.com	SMWU
		Ye-Rim Yoo	EM-2	yry95@naver.com	
		Ji-hyun Lee	EL	ljh611704@naver.com	
B-44	Color Wear	Seung-hwa Song	EM-1	thdtmdghk4@naver.com	SMWU
		Han-seul Lee	EM-2	dltmf298@naver.com	

Team #	Team Name	Name	Title	Email	Node
	Kidwake	Jaeyun Baek	EL	baekjaeyun@gmail.com	
B-45		Soyeon Kwon	EM-1	ksy991213@naver.com	SMWU
	Ridwake	Sohyun Kim	EM-2	ksh990914@uos.ac.kr	
		Junyoung Kim	EM-3	22191500@inha.edu	
C-29	Sample	Seongsu Kim	EL	joonhong47@naver.com	GIST
C-29	Sample	Junho Ko	EM-1	kjhkjh2153@gmail.com	GIST
	Real-time Intelligent	Hocheol Lee	EL	calmtot@gmail.com	
C-35	Indoor Positioning	Labinghisa Bony	EM-1	blabinghisa@yahoo.com	TU
	Technology Team	Cheolmin Lee	EM-2	captaink7428@naver.com	
		Yeseul Kim	EL	hidayys@changwon.ac.kr	
C-40	MECA	Suhyun Choi	EM-1	tngus9591@naver.com	- TU
0 40	IVILO/	Seunghang Shin	EM-2	wsh9108@changwon.ac.kr	
		Jaemin Lee	EM-3	wpals212@naver.com	
	maemmelier	Soomin Ko	EL	entsomin@gmail.com	SMWU
C-43		Jin Lee	EM-1	lejin21c@sokmyung.ac.kr	
0-43		Gyeongji Kang	EM-2	noconim@gmail.com	
		Haerim Yang	EM-3	hly1013@naver.com	
D-32	Matex	Jinhoon Yang	EL	jhyang1221@gist.ac.kr	GIST
D-32	Matex	Seungmin Lee	EM-1	leesm1126@gist.ac.kr	GIST
	Plasmace	Jongwoon Kim	EL	kimjw@jbnu.ac.kr	
D-35		Mauchauffe Rodolphe	EM-1	r.mauchaufle@jbnu.ac.kr	GIST
		Donghyun Kim	EM-2	kqw5029@naver.com	
		Juhui Kim	EL	juhui48@naver.com	
D-37	CERAMICIA	Wonwoo Jo	EM-1	jww1395@naver.com	TU
D-37	CLIVAIVIICIA	Seungwoo Ha	EM-2	yaru2525@gmail.com	
		SeongJin Mun	EM-3	aass21000@daum.net	
		Minsoo Kim	EL	alstn1991@changwnon.ac.kr	
D-39	Re-Fume	Jinju Woo	EM-1	wjj6438@changwon.ac.kr	_ TU
ט-39	Re-Fullie	Soongil Lee	EM-2	tnsrlf8601@naver.com	10
		Minji Shin	EM-3	tnscjfdl0379@naver.com	
		Seohyeon Jee	EL	seohyeon@sm.ac.kr	
D-40	Dagong	Jiwon Kim	EM-1	wldnjs2x3@gmail.com	CNAVALL
D-40	Dagong	Suhyeon Park	EM-2	qkrtngus0706@sm.ac	SMWU
		Suin Jang	EM-3	suin@sookmyung.ac.kr	
	SEA (Solar	Hyeonjeong Kim	EL	hfkseh123@gmail.com	
D-42	Energy	Somin Oh	EM-1	tutitutituti@naver.com	SMWU
	Application)	Kyuri Cho	EM-2	kyuritzzi99@gmail.com	

COHORT 3 TEAM LIST

Team #	Team Name	Name	Title	Email	Node
	Ji-Yeon	Jaeyeon Lee	EL	romanavet@postech.ac.kr	
A-07		Hyeonji Kim	EM-1	ghj901017@postech.ac.kr	POSTECH
		Jaeyun Kim	EM-2	jkim413@postech.ac.kr	
		Hyehyeon Han	EL	hhhappy@postech.ac.kr	
A-08	ForCatMung	Seongjong Kim	EM-1	sjkim1382@postech.ac.kr	POSTECH
		Wonchan Park	EM-2	mlblucky@postech.ac.kr	
	NDSP (Neuro- degenerative	Dongsung Park	EL	dpark7047@gmail.com	
A-14	Disease Screening Platform)	Hongrae Kim	EM-1	kong9882@korea.ac.kr	KU
A-15	Hi-Fiber	Dong-Jin Lee	EL	flyshot7@naver.com	KU
A-13	HI-FIDEI	Jun-Mo Kim	EM-1	<u>rlaensah@naver.com</u>	KU
	Food	Jihyun Jeong	EL	embroider13@naver.com	
A-16	Biomedical	Halim Lee	EM-1	hagurim94@naver.com	KU
	Science Lab	Inroung Rhee	EM-2	lee3231817@naver.com	
	PLOVEETH	Yuri Cho	EL	jyulee0628@kist.re.kr	- KU
A-17		Youtak Kim	EM-1	ytak96@naver.com	
A-17		Hyunjeung Kim	EM-2	midgw1179@naver.com	
		Jihwan Park	EM-3	iowabrian@korea.ac.kr	
A-18	Furotein	Eunyoung Oh	EL	oheuy0725@korea.ac.kr	KU
A 10	ruioteili	Youngkyun Yoon	EM-1	akaak1162@korea.ac.kr	
		Kyubeen Kim	EL	rbqls0927@yonsei.ac.kr	
A-21	Your life-care	Myeongki Cho	EM-1	mango_cho@yonsei.ac.kr	KU
		Mingyu Sang	EM-2	sangmg315@yonsei.ac.kr	
		Jun-Won Yoon	EL	blurry94@korea.ac.kr	
A-25	MEDIS	Si-Woo Lee	EM-1	siu951206@naver.com	KU
A 23	WIEDIO	Kyung-Min Kim	EM-2	kielfse@korea.ac.kr	
		Ki-Taek Hong	EM-3	househopper@naver.com	
		Seung-Jun Lee	EL	zldeja75@naver.com	
A-26	EVA-TM	Ye-Jin Park	EM-1	jinne1021@naver.com	KU
A 20	LVATIVI	Seongmin Roh	EM-2	rsm8068@hanmail.net	
		Yujin Jung	EM-3	uejin8109@naver.com	
		Junhyun Park	EL	jun0620@postech.ac.kr	
B 00	Sell Your Voice	Hyunwoo Ha	EM-1	hyunwooha@postech.ac.kr	POSTECH
B-09	Sell foul voice	Jonghyun Park	EM-2	jonghyun0921@postech.ac.kr	PUSTEUR
		Hoyoung Kim	EM-3	cskhy16@postech.ac.kr	
		Ingyo Jeong	EL	jungingyo@gmail.com	
B-10	OptiTime	Nanhee Lee	EM-1	nanylee@postech.ac.kr	POSTECH
		Donghyung Kim	EM-2	dongh5290@postech.ac.kr	

Team #	Team Name	Name	Title	Email	Node
	LaCar	Seongwon Yoon	EL	seongwonyoon@postech.ac.kr	
B-12		Jiho Ryoo	EM-1	yoopata@postech.ac.kr	POSTECH
	LaCar	Yije Kim	EM-2	yije0350@postech.ac.kr	FUSIEUM
		Jinmo Kim	EM-3	jmkim1012@postech.ac.kr	
	ARCT(Advanced	Bong-Ki Kang	EL	gangbongi@korea.ac.kr	
B-14	Robotics	Da-Woon Jung	EM-1	downj11@korea.ac.kr	KU
<i>D</i> 14	Component technology)	Mun-Yu Kim	EM-2	mykim5595@korea.ac.kr	- KO
		Bongwoo Kim	EL	kbo2009@korea.ac.kr	
B-15	Green Light	David Sunghwan Lee	EM-1	dlee0322@korea.ac.kr	KU
D-13	Green Light	Hyongjoon Lee	EM-2	hyong424@korea.ac.kr	_ KU
		Yunmi Song	EM-3	yunmi2679@korea.ac.kr	
		Jae-Won Choi	EL	team_atopos@naver.com	
B-16	HELPER	Chi-Woon One	EM-1	wonzzang9230@naver.com	KU
D-10	ROBOTICS	Ji-Hae Lee	EM-2	start2@gmail.com	
		Hae-Ran Kang	EM-3	kange@naver.com	
		Geun-Yeol Yu	EL	rgyen@postech.ac.kr	POSTECH
C-07	CherryBox	Su-Bin Park	EM-1	parksbn812@postech.ac.kr	
C-07		Tae-Hyun Yoo	EM-2	yth1209@postech.ac.kr	
		Ye-Song Ko	EM-3	twirl@postech.ac.kr	
	copycat	Jung-Su Han	EL	saw1515@postech.ac.kr	
C-09		Min-Jae Kim	EM-1	aingo03304@postech.ac.kr	POSTECH
		Yeong-Hwan Jang	EM-2	hp5313@naver.com	
		Sung-Young Moon	EL	moosy42@gmail.com	
C-10	Greedi	So-Eun Kim	EM-1	rkwhr1400@gmail.com	POSTECH
C-10	Greedi	Ju-Hee Song	EM-2	juhee8653@naver.com	POSTECH
		Da-Hyeon Jeong	EM-3	21600634@handong.edu	
	Cilver Lining	Ha-Youn Choi	EL	21500760@handong.edu	
C-12	Silver Lining Studio	Yeh-Bin Park	EM-1	21700278@handong.edu	POSTECH
	Studio	Se-Na Choi	EM-2	21700727@handong.edu	
C-14	Future	Sejun Yoon	EL	yoonsejun@hanyang.ac.kr	KU
C-14	Intelligence Lab	Yeongjo Cho	EM-1	hy2020@hanyang.ac.kr	KU
		Sangmin Kim	EL	ksmh1652@naver.com	
C-15	Ulink	Sangil Choi	EM-1	sich0313@naver.com	KU
		Daehyun Park	EM-2	daehyunpark6@gmail.com	
		Geongyu Lee	EL	dhehdrlf17@naver.com	
C-17	SAM-DOS	Seohyun Park	EM-1	seohyunPark95@hotmail.co.kr	KU
		Yongjae Lee	EM-2	201704147@cs-cnu.org	
		Kwansoo Kim	EL	ks9138@korea.ac.kr	
C-18	FleyOne	Donggyu Jung	EM-1	kalitthma@gmail.com	KU
C-18	FlexOne	Yeongjun Kim	EM-2	colson@korea.ac.kr	- KU
		Yeongjun Kim	EM-3	careforu_@naver.com	

Team #	Team Name	Name	Title	Email	Node
		Jinwoo Lee	EL	jinulee@postech.ac.kr	
D-09	T CORE	Eunji Lee	EM-1	ejlee0315@postech.ac.kr	POSTECH
D-09	I_CORE	Chaehyeon Sim	EM-2	schyeon78@postech.ac.kr	POSTECH
		Hwanjung Chang	EM-3	hjchang@postech.ac.kr	
		Jieun Lee	EL	lee2262@dgist.ac.kr	
		Jihyun Kim	EM-1	hyunii0307@dgist.ac.kr	
D-11	rePEEL	Kyoungmin Lee	EM-2	kyoungmin@dgist.ac.kr	POSTECH
		Sieun Chae	EM-3	ewh74223chae@dgist.ac.kr	
	DeepChem	Minhi Han	EL	fkfajsl@korea.ac.kr	
D-16		Joonyoung Francis Joung	EM-1	joonyoungsun12@gmail.com	KU
		Minseok Jeong	EM-2	jms794@korea.ac.kr	
	Multiscale Transport Laboratory	Daehyeon Kyeong	EL	bspeid@korea.ac.kr	
D-17		Jaemin Lee	EM-1	jmlee3025@korea.ac.kr	KU
		Woosung Kim	EM-2	ws227@korea.ac.kr	
D-18	Reminiscent	Taesoon Kim	EL	will9159@korea.ac.kr	KU
D-10	Reminiscent	Hyeonsu Park	EM-1	hyeonsupark93@korea.ac.kr	NU
		Munsu Lee	EL	munsu@skku.edu	
D-23	Next-Gen	Sun-Ik Na	EM-1	happy8earth@gmail.com	CKKI
D-23	Technology	Seongyun Park	EM-2	pb7008@naver.com	SKKU
		Jinhyeong Park	EM-3	pig25t@naver.com	

EMERGENCY CONTACTS

- KIC 연락처				
대표전화	(571) 405-6220			
대표 이메일 주소	kic@kicdc.org			
문정환 센터장	(408) 300-8979			
군정된 센니장	jmoon@kicdc.org			
김용범 팀장	(202) 999-5105			
	ykim@kicdc.org			
한봉준 팀장	(717) 602-3454			
20T 80	bhan@kicdc.org			
이준서 매니저	(240) 917-6207			
이문지 배티지	jlee@kicdc.org			
 윤훈주 매니저	(217) 904-9976			
프문구 테디지	hyun@kicdc.org			
김기백 매니저	(415) 728-2712			
[10 기 후 메니시	kkim@kicdc.org			

- GW 관계자 연락처				
Jim Chung (Program Director)	jimchung@gwu.edu			
Robert Smith (Lead Instructor Flight 1&3)	bobsmithajh@gwu.edu			
Dave McCarthy (Lead Instructor Flight 2)	dmccarthy3@gwu.edu			
David Powell (Lead Mentor)	dpowell@dlpibc.com			
Liliana Zigo (Program Administrator)	lzigo@gwu.edu			
Janssen Keiger (Teaching Assistant)	jkeiger@gwu.edu			

- KOREAN INSTRUCTORS					
Cheolhan Kim	010-2011-2561				
Cheoman Kim	chkim@dju.kr				
SUNG-IL Kim	010-3702-3075				
SUNG-IL KIIII	ceo@biznication.co.kr				
Heung-shik Lee	010-3353-9540				
neurig-strik Lee	jsheung@joongbu.ac.kr				
Kyoo-Dong Choi	010-9150-4303				
Ryoo-bong Choi	kyoodong@gmail.com				
Nah-Oak Song	010-9825-1714				
Nati-Oak Solig	nsong@kaist.ac.kr				
Jeongbae Park	010-6797-4600				
Jeoliguae Faik	ceo@allbit.kr				
Sung-Jeong Do	010-5385-3890				
Sulig-seolig Do	sungjdo@gmail.com				
Budher Song	010-5455-5897				
budner 30rig	dr.budhersong@gmail.com				
Andrew Junchul Cha	010-9715-7300				
Andrew Juliciui Cila	andrew.jc.cha@kaist.ac.kr				
Junghee Lee	010-4905-6821				
Julighee Lee	leejh0318@kickstartinvest.kr				
Ribin Seo	010-7414-5506				
RIBITI SEO	<u>ribinseo@postech.ac.kr</u>				
Chung-Min Park	010-5394-4535				
Oliding-Ivilli Faik	parksyjy@ust.ac.kr				
Gyeongsoo Shim	010-5701-2265				
Gyeongsoo Silili	gsshim@korea.ac.kr				



WASHINGTON, D.C.

1952 Gallows Road • Suite 305 Vienna, VA 22182 • USA

571.405.6220

kic@kicdc.org • www.kicdc.org

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