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| ※ Please delete the table of contents for business plan page (p. 1) before submitting the application for the support program. |

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| **FOREIGNER STARTUP COMMERCIALIZATION SUPPORT PROGRAM**  **Table of Contents for Application Form** | | |
|  | | |
| **Item** | | **Details** |
| **□ General Status** | | - General status of representative and startup company |
|  | | |
| **1. Startup Items** | **1-1. Overview and Competitiveness of Startup Items**  - Motivation that led to the development of products/services, and overview of products/services  - Differentiation with similar products/services/enterprises | |
| **1-2. Business Model (BM)** | |
| **1-3. Analysis of Target Market and Entry Strategy**  - Size, situation and characteristics of the Korean market and other target markets, current position, competitive strength, future prospects (growth potential), key customer characteristics, etc. | |
| **2. Upgrade of Startup Items** | **2-1. Upgrade Plan for Startup Items**  - Define the final deliverables of the products/services to be upgraded during the term of the Agreement  - Upgrade method of the products/services, upgrade phase at the time of application for support program, etc.  - Technology protection plans to prevent technology leaks after upgrading of the products/services, etc. | |
| **2-2. Implementation Plan for Support** program  - program implementation plan and timeline during the term of the Agreement (Sept. 2024 – March 2025) | |
| **3. Corporate (Team) Capabilities** | **3-1. Status and Capabilities of Representative**  - Capabilities of the representative in implementing and selling startup items, etc. | |
| **3-2. Team Composition and Capabilities**  - Capabilities related to the entity’s startup items, current personnel status, and future recruiting plan, etc.  - Status and capabilities of business partners, etc. | |
| **3-3. Revenue and Investment Attraction Status, etc.**  - Revenue and status of funding  - Need to procure additional capital other than government-supported program costs, and detailed procurement plan, etc. | |
| **4. Plan to Enter Korea** | **4-1. Entry and Expansion Plan for Korean Market**  - Analysis of competitors in the Korean market, status of establishment of a Korean entity, entry into and settlement in the Korean market, plan on securing Korean partners/customers, and plan on expansion into other Asian markets | |

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| **Business Plan for Foreigner Startup Commercialization Support Program** |

* **The text should be about 15 pages, excluding the table of contents (p. 1).**
* **The formats and tables must not be changed or deleted (rows can be added in tables, but maintain the blank if not applicable), but photos (images) and tables can be added.**
* **When filling out the form, delete the instructions in blue and enter the content in black for submission.**

**□ General Status**

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| **Title of Startup Items** | | *\_\_ products/services with \_\_ features (providing \_\_ benefits) that apply \_\_ technology, etc.* | | | | | |
| **Deliverables**  (to be delivered during the term) | | *Mobile application (1), website (1)*   |  | | --- | | * Describe the form, quantity, etc. of the final product to be produced and developed during the term | | | | | | |
| **Company Name**  (CEO Name) | | *[Company Name]* | | | **Date of Opening**  (Date of Incorporation) | |  | | --- | | * Individual: date of opening; corporation: date of incorporation | | |
| **Business Category**  (as of submission deadline) | | *Sole proprietorship / Corporate entity* | | | **Business Address**  (Head office (Branch)) | *[Address]* | |
| **Business Reg. No.** | |  | | | **Corporate Reg. No.** |  | |
| **Status of Business Participants** | | | | | | | |
| **No.** | **Name** | | **Responsibilities**  Title | **Capabilities**  **(Career/Academic Background)** | | | **Status** |
| *1* |  | | *Head of S/W development* | *Ph.D. in \_\_; professor of \_\_ (\_\_ years)* | | | *Recruited* |
| *2* |  | | *International sales* | *BS in \_\_; \_\_-related experience (\_\_ years)* | | | *To be recruited* |
| *...* |  | |  |  | | |  |

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| **1. Startup Items** |  |

**1-1. Overview and Competitiveness of Startup Items**

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| * Overview of current products and services and how they are differentiated and competitive with those of other startups. |

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<Startup Item Image>

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**1-2. Business Model (BM)**

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**1-3. Analysis of Target Market and Entry Strategy**

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| * Describe the size, situation and characteristics of the Korean market and other target markets, current position, competitive strength, future prospects (growth potential), key customer characteristics, etc. |

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| **2. Upgrade Plan for Startup Item** |  |

**2-1. Realization/Upgrade Plan for Startup Items**

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| * Upgrade plan for items |

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**2-2 Implementation Plan for the Program**

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<Support program Implementation Schedule (all program phases)>

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| **Implementation Period** | **Tasks** | **Details** |
| *1H of \_\_\_ year* | *Identify domestic customers* |  |
| *From \_\_\_\_ to \_\_\_\_* | *Launch new products* |  |
| *1H of \_\_\_ year* | *Execute domestic purchase agreement* |  |
| *From \_\_\_\_ to \_\_\_\_* | *-* |  |

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| **3. Corporate (Team) Capabilities** |  |

**3-1. Status and Capabilities of Representative**

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| * Describe the capabilities of the representative (management skills, career/academic background, technical skills, know-how, human networks, etc.)   \* Competency: ability to implement and sell startup items  \* Including similar/relevant training, and relevant awards, etc. |

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**3-2. Team Composition and Capabilities**

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**<Team Composition and Employment Status>**

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| **Current Employees**  **(excluding representative)** | | | *\_\_* | persons | **Future Recruiting Plan**  **(during the program)** | *\_\_* | persons |
|  | | | | | | | |
| **No.** | **Job Title** | **Responsibilities** | | | **Capabilities**  **(Career/Academic Background)** | | |
| *1* | *Joint Representative* | *Head of S/W development* | | | *Professor of \_\_ (\_\_ years)* | | |
| *2* | *Manager* | *Publicity and marketing* | | | *Majored in \_\_; \_\_-related experience (\_\_ years)* | | |
|  |  |  | | |  | | |
| *...* |  |  | | |  | | |

**3-3. Revenue and Status of Funding, etc.**

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| --- | --- |
| **4. Plans to Enter Korea** |  |

**4-1. Entry and Expansion Plan for Korean Market**

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| * Analysis of competitors in the Korean market, status of establishment of a Korean entity, entry into and settlement in the Korean market, plan on securing Korean partners/customers, and plan on expansion into other Asian markets |

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| **CONSENT TO COLLECTION/USE OF PERSONAL INFORMATION**   |  | | --- | | **Korea Institute of Startup & Entrepreneurship Development** would like to obtain your consent to the collection and use of personal information as follows in accordance with Article 15(1)1 of the Personal Information Protection Act in connection with the **2024 Foreigner Startup Commercialization Program.** |   **◈ Collection and Use of Personal Information**  **□ Purpose of Collection and Use of Personal Information**  **○** Selection and management of applicants for the **2024 Foreigner Startup Commercialization Support Program**,guidance and operation of the program, follow-up management after the end of the support, history management related to the support program, utilization of data, etc.  **□ Personal Information to be Collected**  **○** Personal information  - (Required) name, affiliation, date of birth, mobile phone number, email  **□ Period of Retention and Use of Personal Information**  **○ 5 years; to be destroyed immediately upon fulfillment of program objectives**  **□ Right to Refuse Consent and Penalties for Refusing Consent**  **○** You have the right to refuse to consent to the collection of personal information for the required items. However, please note that if you refuse to give consent, you will not be eligible to apply for the 2024 Foreigner Startup Commercialization Support program.  **□ Do you consent to the collection and use of your personal information as described above?**   |  |  | | --- | --- | | Required | □ Agree □ Disagree |   **[Date]**  **Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ (Seal or Signature)** |