

Korea-LAC Startup Pitch Day 2022

Startup Selection Guideline

- **Number of participants:** 9 LAC startups total (3 startups from each country, of which at least 2 must be led by women and/or have female founders).
- **Eligible participants:**
 - 1) Incorporated startup company in the tech field, aiming to expand its businesses to the Asian Market.
 - 2) Incorporated startup company that has attracted a Series A round investment or above¹.
- **Preference-based requirements (prioritized requirements):**
 - 1) Companies that have been developing businesses ties with Korean companies or already have business partnerships such as a joint-venture, channel partner, technological partner, supplier-buyer relationship, etc.
 - 2) Companies in the tech fields, including **Digital Transformation & Digital Cities, ESG and Climate Tech**.
 - 3) Companies that are led by women and/or have female founders.
- **Selection process:**

From the application announcement to final selection, the whole process shall be conducted by each country's participating institution. Documents and interview evaluation criteria will also be independently established by each country's institution.

Method		Materials
1 st phase evaluation	Document evaluation (Focus on the eligibility)	Company's application forms Documents' list to be prepared by company, Score sheet
2 nd phase evaluation	Presentation & Interview	Evaluation factors Score sheet

- **Selection Schedule:**

Application & Evaluation	Selection and Notification
Sep. 2-7	Sep. 8-9

¹ Series A round is the name typically given to a company's first significant round of venture capital financing.

Appendix: Reference materials (suggested by Born2Global Centre)

Company Profile Information

Category	Information List
Company	<ul style="list-style-type: none"> - Company name - Establishment type - Registration number - Year of establishment - CEO name - Contact person/Position - Address/Phone/Email/Website
Product/Service	<ul style="list-style-type: none"> - Industry sector - Technology sector - Product/Service name - Product/Service type (ex. mobile app, hardware, software, platform, goods, contents, consulting, etc.) - Business type (ex. B2B, B2C, B2G, B2B2B, B2B2C, etc.) - Number of Product/Service line - Brief presentation
Founder & Team	<ul style="list-style-type: none"> - Founders' name and age - Founders' talent, expertise area and experience - Founders' foreign language skill - Team composition - Number of total employees - Number of technical engineers
Funding	<ul style="list-style-type: none"> - Funding source - The current financing round (ex. Seed/Angel / pre-Series A / Series A / Series B / Series C) - The latest investment (date, amount, name of VC) - Exit plan (ex. M&A, IPO)
Market Reach	<ul style="list-style-type: none"> - Global market entry status - Global sales promotion materials - Overseas branch - Overseas partners - Sales revenue (last 3 years) - Patents status

- **Required documents:** Certificate of legal existence, Financial statements, Pitching deck, Shareholders' list etc.

1st Phase Evaluation: Eligibility Criteria

Category	Eligibility Criteria	Eligibility / Points	
Eligibility requirements (General)	<p><i>Define eligibility requirements by the institution of each country</i></p> <ul style="list-style-type: none"> - For example, 1) No debts contracted with financial institutions, 2) No national and local tax arrears, 3) No restriction on participation in government support projects 	eligible	No eligible
Eligibility requirements (Specific)	Incorporated startup company in the selected technology sectors	eligible	No eligible
	Planning to expand its businesses to the Korean/Asian-Latin American Market	eligible	No eligible
	Incorporated startup company that has attracted a Series A round investment or above	eligible	No eligible
Preference-based requirements	Companies that are led by women and/or have female founders.	2	0
	Companies that have been developing businesses ties with Korean/Asian/Latin American companies or already have business partnerships with them, such as a joint-venture, channel partner, technological partner, supplier-buyer relationship, etc.	2	0
Additional requirements	Companies having entered the global market and acquired global customers.	1	0
	Companies having existing global sales promotion materials. (ex. website, brochure, etc.)	1	0
	Companies having established overseas branch offices.	1	0
	Companies having acquired overseas partners.	1	0
	Companies having received national/international startups awards.	1	0
	Companies having registered national/ international patents.	1	0
	Total Points	10	0

2nd Phase Evaluation: Evaluation Criteria

9 Factors	Questions to companies
Value proposition	<p>What value do you deliver to the customer? Describe the customer's problem you are trying to solve, and explain the benefits offered by your products or services to the customer.</p> <p>(For your reference)</p> <ul style="list-style-type: none"> ✓ Negative emotions, undesired costs and situations, and risks that your customer experiences or could experience before, during, and after getting the job done. ✓ Benefits your customer expects, desires or would be surprised by. This includes functional utility, social gains, positive emotions, and cost savings. ✓ How your products and services alleviate customer pains? ✓ How your products and services create customer gains?
Customer Segments	<p>Describe the different groups of customers you are reaching and serving. How many customer groups (number of company/B2B or users/B2C) have you acquired?</p> <p>(For your reference)</p> <ul style="list-style-type: none"> ✓ What is your customer profile? ✓ Who are your most important customers? ✓ What is the growth rate of customer groups, in comparison with the last year? ✓ What are the differentiation strategies, in comparison with the competitors?
Customer Relationships	<p>Through which channels are you reaching your customers? If you have established Customer Relationship Management strategies, briefly describe.</p> <p>(For your reference)</p> <ul style="list-style-type: none"> ✓ How do you communicate with and reach your customers to deliver a Value Proposition? (for example, Call Center, Email, SNS; Facebook, Instagram, Twitter, Linkedin, What's App, Live Chat, App Review, Survey form etc.) ✓ Which SNS channels are you managing and still maintaining? ✓ Do you manage Customer feedback loop?
Channels	<p>Which distribution and sales channels do you manage? Which ones work best, or on which channel are you focusing more?</p> <p>(For your reference)</p> <ul style="list-style-type: none"> ✓ How are your Channels integrated? Which ones are most cost-efficient?
Revenue Streams	Describe each Revenue Stream your company generates from each Customer Segment. Describe your business model expansion plan.
Key Resources	Describe your company's organization, team members and CEO. (Each member's expertise domain, role, and co-working experiences etc.)
Key Activities	Describe your company's technology. If your company is in R&D activities, explain the technology development roadmap and commercialization plan.

	(For your reference) ✓ Differentiation, excellence and compatibility of the technology. ✓ Technology development phase, resource plans, IP acquisition plans, etc.
Key Partners	Describe the network of suppliers and partners that makes your business model works. (For your reference) ✓ What activities are outsourced, and which resources are acquired outside the company? ✓ How are you working with your partners? How does the synergy with your partners work?
Cost Structure	Do you have any prepared or available IR materials? Describe investment attraction strategy and execution plan after attracting investment. (Amount of investment and duration of operation, etc.)

9 Factors	Evaluation Criteria	Point	
Value proposition	Clarity and specificity of customer problem solving	10	20
	Product/service innovation	10	
Customer Segments	Definition of target customers and target market size	10	15
	Target market differentiation strategy	5	
Customer Relationships	Diversity of customers access channels	10	15
	Customer relationship management (CRM) strategy	5	
Channels	Adequacy of channel, level of focus on the channel	10	15
	Level of global channel acquisition	5	
Revenue Streams	Stability and growth potential of revenue streams, scalability of business model	10	10
Key Resources	Expertise of CEO and pioneer members, adequacy of workforce (staff) composition	5	5
Key Activities	Technology differentiation, features(functions) excellency/service scalability and compatibility	5	10
	Technology development roadmap, specific technology commercialization plan	5	
Key Partners	Cooperation and partnership synergy	5	5
Cost Structure	Investment attraction strategy, Specific capital expenditure plan, IR readiness	5	5
	Total points	100	100