

Announcement of recruitment of Overseas Accelerators for the 2021 Global Acceleration Program for Startups

January 18, 2021

Minister of SMEs and Startups

□ Program Background

The Ministry of SMEs and Startups (MSS) and the Korea Institute of Startup & Entrepreneurship Development (KISED) have been operating the “Global Acceleration Program for Startups” (GAPS) to help prospective Korean startups to explore the possibilities of global markets and localize their business solutions, and as part of this, they are recruiting overseas accelerators for the year 2021.

MSS is the ministry responsible for small and medium-sized enterprises, venture companies, and startups in Korea and exercises supervision over business affairs regarding the support, protection, and fostering of such businesses. KISED is a public organization specialized in providing support for more than 5,000 startups annually through entrepreneurship education programs, financial support for commercialization, and support for global expansion.

KISED is looking for overseas accelerators based in six regions; Silicon Valley in the U.S., Beijing and Shanghai in China, Hanoi in Vietnam, London in the United Kingdom., and Berlin in Germany. Selected accelerators will be responsible for directly evaluating Korean startup candidates for participate GAPS program, for the operation of the regional acceleration program online for four weeks during the period from June to July 2021, and operating GAPS program offline in each of the above locations for six weeks during the period from August to October 2021.

For those startup accelerators desiring to operate GAPS, please submit an application by February 14, 2021 at 5 p.m. (Korean time).

□ Recruitment Overview

- **(Number of accelerators to be selected)** Eight accelerators based overseas* in five appointed regions

< Number of Accelerators to be Selected (Draft) >

(Countries: Listed in alphabetical order)

No.	Country	Region	Number of accelerators to be selected	No.	Country	Region	Number of accelerators to be selected
1	China	Beijing	1	4	U.K.	London	1
2		Shanghai	1	5	U.S.	San Francisco (Silicon Valley)	3
3	Germany	Berlin	1	6	Vietnam	Hanoi	1

* Applicants should submit a business registration certification of their head office (or the local office) based in the region above.

- **(Recruitment period)** January 18 (Mon.), 2021 – February 14 (Sun.), 2021 5 p.m. (Korean time)
- **(Number of startups to be accelerated)** +/- 10 Korean startups to be fostered per accelerator.
- **(Responsibilities)**
 - ① Participating in the selection of candidate startups.
 - ② Running a workshop for enabling startups to set their GAPS participation goals (key performance index (KPI)).
 - ③ GAPS program planning and operations (online for four weeks and onsite for six weeks)
 - ④ Reporting of plans for the online and onsite GAPS program operations and the final results.

※ If it is impossible to run GAPS on the site due to the COVID-19 pandemic, one or more accelerator managers shall visit Korea and operate GAPS domestically.

Application Requirements

- Two or more managers dedicated to managing Korean startups during the GAPS program.
 - Managers are required to have at least three years of experience in startup and the venture investment field.
- Managers shall carry out their daily responsibilities, giving top priority to GAPS as they would be in charge of managing support activities for Korean startups (informing them of notifications, identifying startups' achievements during the program, and responding accordingly to startups' difficulties and regularly communicating with KISED).
- Accelerators shall have the necessary experience of incubating startups from various countries including Korean startups within the last three years (2018-2020).
 - E.i. accelerator based in Germany assisting U.S. startups in entering the German market.
- If a Korean startup takes part in GAPS on the site, available office space shall be provided to the teams. (more than 2 people per startup)

Application

- **(Application deadline)** February 14 (Sun.), 2021 5 p.m. (Korean time)
- **(Documents required)** ① Application form, ② business registration certificate, ③ dedicated managers' resumes, and ④ Accelerator's introduction package (including a brochure, a intro deck and a promotional video)

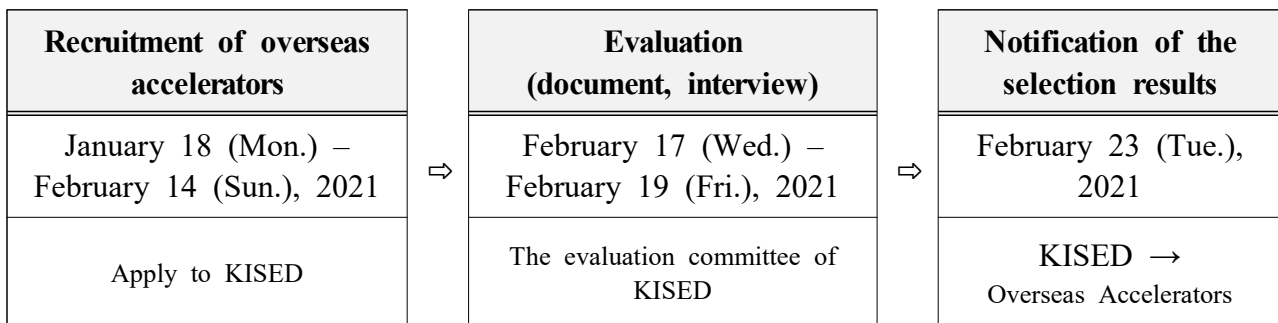
- **(How to apply)** Submit required documents to the email address below.
 - **(Email)** dream2@kised.or.kr
 - **(with the following title)** [2021 GAPS] Country / Region / Accelerator Name

※ The required documents submitted may be disclosed to the outside parties for the purpose of recruiting startups and promoting GAPS program.

Evaluation process

- **(Evaluation process)** Final selection is made after conducting a two-step evaluation process consisting of ① evaluation of documents → ② online interview evaluation.
 - * If the number of the applications per region received is less than twice the number of accelerators to be selected, a evaluation of documents shall be omitted.

< Evaluation Process and Schedule (TBD) >



* The evaluation schedule may be adjusted in the process of carrying out the evaluation procedure.

- ① **(Documents evaluation)** Applicants about twice the number of accelerators to be selected shall be chosen as interviewees.
- ② **(Interview evaluation)** Accelerators have 30 minutes for presentation their GAPS program plan and Q&A.

※ Please note that each interview will be carried out according to Korea Standard Time.

- **(Evaluation items)** A through evaluation of the applicant's capabilities and willingness to participate in the program, excellence in the program composition and network of the applicant, and the operating costs.

< Evaluation Items (TBD) >

Evaluation items	Key details
<p>Willingness to participate in GAPS and capabilities</p>	<ul style="list-style-type: none"> ▶ Does the applicant have a full understanding of KISED's GAPS (including the operating system thereof and the characteristics of Korean startups)? ▶ Is the applicant quite willing and ready to participate in GAPS? ▶ Are the applicant's dedicated manager and infrastructure (including office space) appropriate to support startups in branching out into overseas markets?
<p>Excellence in the Program composition</p>	<ul style="list-style-type: none"> ▶ Has the applicant presented specific goals for startup support and formulated a support plan to achieve these goals? ▶ Has the applicant planned GAPS according to the schedule requested by KISED? ▶ Has the applicant organized online and onsite GAPS operations according to their purpose? ▶ Is GAPS program organized by the applicant specific and feasible? ▶ Does the applicant understand that if it is impossible to run GAPS on the site, it shall operate GAPS in Korea, and has the applicant presented a specific plan for such a case?
<p>Applicant's network</p>	<ul style="list-style-type: none"> ▶ Does the applicant have a various network including governments, large corporations, research institutes, universities, and investment organizations? ▶ Does the applicant plan to properly use its network for GAPS to support the startups?
<p>Operating costs of GAPS</p>	<ul style="list-style-type: none"> ▶ Has the applicant drawn up a budget according to GAPS operation plans? ▶ Do GAPS operating costs, presented by the applicant, have a competitive edge over those of other applicants based in the same region?

□ **MOU and Payment of Costs**

○ MOU

- Accelerator shall sign an MOU with KISED within 14 days after KISED confirms the number of startups to be selected for the program.
- If any accelerator does not sign an MOU by the deadline, KISED may cancel the selection and sign an MOU with the runner-up accelerator to operate program timely.

○ GAPS operating costs by country

- Overseas accelerator shall suggest its program operation cost and the details refer to the below.

* the number of startups to be selected may be adjusted based on the number of applicants.(about 10 startups per accelerator)

< GAPS Operating Costs for 10 Startups >

(Countries: Listed in alphabetical order, Unit: KRW)

No.	Country	Region	GAPS operating costs	No.	Country	Region	GAPS operating costs
1	China	Beijing	Up to KRW 100 million	4	U.K.	London	Up to KRW 150 million
2		Shanghai	Up to KRW 100 million	5	U.S.	San Francisco (Silicon Valley)	Up to KRW 150 million
3	Germany	Berlin	Up to KRW 150 million	6	Vietnam	Hanoi	Up to KRW 60 million

- **(Payment currency)** The GAPS operating costs will be paid based on Korean currency(KRW).
- **(Payment timing)** Costs will be paid in two installments (in April and November 2021)
- **(Advance payment)** 70% of costs shall be paid after the selection of participation startups.

- **(The balance)** 30% of costs will be paid after KISED confirms the accelerator's final report and audit report.
- **(Audit report)** An audit report written by an accountant firm and evidential documents related to the costs shall be submitted to KISED.
- The cost items, expenditure purposes, expenditure dates, and expenditure amounts shall be listed accordingly, and evidential documents on these costs shall be submitted on a case-by-case basis.

< Cost Item-specific Evidential Documents (Example) >

Cost items	Evidential documents
Personnel costs	The statement of wages, etc.
GAPS operating costs	(Tax) invoices, lecture materials, reports of mentoring results, etc.
Meeting costs (business promotion expenses)	(Tax) invoices, credit card receipts, etc.
Travel costs	(Tax) invoices, credit card receipts, airline tickets, etc.
General and administrative (G&A) costs	(Tax) invoices, credit card receipts, etc.

※ If any cost are spent for any purpose other than the operation of GAPS program or if any accelerator fails to submit appropriate documentary evidence on any of the cost, KISED deduct the relevant costs from the balance.

※ Detailed method of calculating the GAPS operating costs shall be separately presented to the selected accelerators.

Accelerators' Roles

1 Evaluation and Selection of Startups

- **(Target of evaluation)** Korean startups who want to enter the global markets.
- MSS and KISED will recruit Korean startups and pass on their information to the accelerators.

- **(Evaluation period)** Early April 2021.
- **(Evaluation procedure)** ① A evaluation of documents (1 week) → ② presentation evaluation (1 week) → ③ final selection.
- **(Evaluation Committee)** An expert evaluation committee shall be composed so as to thoroughly evaluate the marketability and technical expertise of each startup.
- **How to evaluate**
 - ① **(Evaluation of documents)** Overseas accelerators shall evaluate documents submitted by startups and select about 1.5 times the number of startups to be selected as finalists.
 - ② **(Presentation evaluation)** Overseas accelerators shall conduct interviews with startups in order to select those showing a clear goals of entering overseas markets and a strong willingness to participate in GAPS program.
 - If any of the overseas accelerators visit Korea in order to carry out a presentation evaluation, such accelerators may submit a quarantine exemption application to KISED.
- **(Reporting of the Evaluation Results)** After completing the evaluation of documents and presentation evaluations of startups, overseas accelerators shall report the results to KISED.
 - Evaluation report shall contain the selected startup list, evaluation committee participants and detailed evaluation table for each startup.
 - KISED will directly notify startups of the results (overseas accelerators shall not directly inform startups of the final results.)

② **Goal (KPI) Setting Workshop**

- **(Purpose)** The purpose of running the workshop is to enable overseas accelerators to organize online and onsite program operations according to the needs of startups.
- **(Workshop period)** The workshop shall be conducted after completion of the startups' selection (in April 2021).
- **(Workshop Format)** Startups will be asked deliver to overseas accelerators their goals (KPI) that they want to achieve during the program and their expectations for the accelerator.
 - After reviewing startups' goals, plans, and needs, the accelerators shall prepare adequate goals and workframes.

③ **GAPS (Global Acceleration Program for Startups)**

- ① **(Online Program)** Online program, consisting of lectures (seminars) and 1-on-1 mentoring with exclusive mentors and experts, shall be operated for four weeks during the period from June to July 2021.
 - Lectures (seminars) : fundamental information and practices preparing for entering into the relevant overseas market, including the local startup ecosystem and market analysis methodologies.
 - Mentoring with exclusive mentors : support in refining strategies for the local market, conducting pre-inspections of companies with which startups will meet during the onsite program and network connection with potential partners.
 - On-demand expert consulting on the local market, technologies, and certification
- ② **(Onsite Program)** GAPS program shall be made up of parts, customizable to the needs of startups, including business meetings,

networking events, and demonstration, and shall take place for six weeks during the period from August to October 2021.

- Local business space (including office space and meeting rooms) and office supplies shall be provided to startup teams.

※ If it is difficult to run GAPS on the site due to the COVID-19 pandemic, one or more managers shall visit Korea and operate GAPS domestically.

※ If a quarantine exemption is required for any overseas accelerator, accelerator may submit a quarantine exemption application to KISED.

- ③ **(Startup Management)** Managers shall regularly check the attendance of startups and the achievement of their goals(KPI) and support the startups' whenever needed.

④ **Reporting the plans and results**

- **(Online program)** Plan of online program shall be submitted 2 weeks before the online program starts.
 - Result of online program shall be submitted within 2 weeks after the online program ends.
- **(Onsite program)** Plan of onsite program shall be submitted 3 weeks before the onsite program starts.
 - Result of onsite program shall be submitted within 2 weeks after the onsite program ends.
 - A report of the onsite program results shall include startups' goals (KPI), whether they achieved the goals or not, and their achievements in participation.

Remarks

- If overseas accelerators are found to have submitted previously unidentified false information during the evaluation procedure or after their selection, they will be eliminated from the evaluation or their selection may be cancelled.
- Any overseas accelerator shall faithfully accept necessary requests by MSS and KISED including those for submission of necessary documents and materials for five years from the year following the end of the MOU between accelerator and KISED.

Briefing session of GAPS 2021

- Online briefing will be given to overseas accelerators that are interested in the 2021 GAPS operation.
- **(Session Registration)** Please sign up via this link
<https://forms.gle/CpNAuvTyq6NP4MB39>.

* A direct link to access the online briefing will be sent directly to such registrants.

< Date and Time and Key Details (TBD) >

Classification	Presentation date and time (KST)	Key details
First briefing	January 27 (Wed.), 2021 10:00-11:00 a.m.	<ul style="list-style-type: none">▪ Guideline on 2021 GAPS, recruitment of overseas accelerators, and applicant evaluation.▪ Guidance on how to complete the application form and Q&A session.
Second briefing	January 27 (Wed.), 2021 at 4:00-5:00 p.m.	

Contact Points

- MSS Global Growth Policy Division: iamhyein@korea.kr
- KISED Global Startup Division: dream2@kised.or.kr