| 안 내 | 스웨덴 Epicenter Stockholm 신청방법 |

※ 스웨덴 선택시 반드시 **두 가지 방법**으로 모두 신청 해주시기 바랍니다.

① Epicenter Stockholm 별도 신청링크에 영문신청서 직접 제출

- 신청링크 : http://bitly.kr/jkYZEfvh

① 프로그램 설명 확인	② 기본정보 입력

A partnership between

Ministry of SMEs and Startups　　epicenter STOCKHOLM　　kised Korea Institute of Startup & Entrepreneurship Development

ACCELERATE

Apply to participate in the Epicenter Accelerate Program 2020 - KSC cohort - with tailored content specifically for Korean startups to grow internationally!

KOREA STARTUP CENTER (KSC) @ EPICENTER STOCKHOLM!
"Unfair advantages for Korean startups to grow and scale into the Nordic market"

- APPLICATION FORM NOW OPEN -
Please make sure to send in your application before Wednesday the 29th of April 2020.

- INTRO & BACKGROUND -
Innovation with impact happens when there is an attitude, supported by a vision and a clear strategy. At Epicenter Stockholm we focus on building an ecosystem to get the best conditions for both large corps, scaleups and startups to "innovate with impact" alongside each other.

The basics - tell us about your company

The more accurate info you provide us with, the easier our job of evaluating your application gets, so we encourage you to be as specific and precise as possible. Naturally we treat all your information with confidentiality!

Company *

11

Website *
NOTE: You need to enter http:// before your URL. If you don't have a website, put in the link to your Linkedin profile

http://kised.or.kr

Elevator pitch (text based) - Maximum 500 characters *
Don't worry, we will handle your pitch with confidentiality.

③ 보육희망 내용 기재	④ 설문조사 응답

What are you looking for

Being a kick ass startup, selected ones can get access to our portfolio of features, functions and help.

Our handpicked mentors and expert are normally either serial entrepreneurs that knows better than anyone what it takes to start and run companies, or experts and thought leaders in a certain field. Or both. They can give you hands on help with advice, contacts and network as well as resources.

So in order for us to get an even better understanding of your business and how we can help you, please answer the following questions:

Stage *
Tell us the stage of your business

○ Early stage (Beta invitational)
○ Live Beta
○ Live & kickin
○ Ready to scale
○ International expansion

Finish

Just two last things before you send in your application:

Inspiration, Knowledge and Perks - interested? *
Even if you won't make it all the way to get selected and become a part of the next batch of Epicenter Accelerat - KSC Cohort, there's always something for everone. For example, we host sessions within both Inspiration & Knowledge (like Founder Stories & Master Classes) that we will keep open for everyone. And sometimes our partners offer perks to startups in our community, things like credits for cloud solutions, discounts on services etc Please let us know if you want invitations to sessions and perks like that.

선택　　▼
⊘ 필수 질문입니다.

How did you hear about Epicenter Accelerate - KSC Cohort? *
○ Via KISED
◉ From a friend
○ Via Facebook

② K-STARTUP에서 신청

⇒ 신청링크 : www.k-startup.go.kr

⇒ 신청자의 자격요건 검토를 위한 기본정보를 제출해주셔야 합니다.

  * **영문 사업계획서를 제외**한 국문신청서, 사업자등록증 등 나머지 서류 모두 제출

감사합니다.

Apply to participate in the Epicenter Accelerate Program 2020 - KSC cohort - with tailored content specifically for Korean startups to grow internationally!

KOREA STARTUP CENTER (KSC) @ EPICENTER STOCKHOLM!
"Unfair advantages for Korean startups to grow and scale into the Nordic market"

- APPLICATION FORM NOW OPEN -
Please make sure to send in your application before Friday the 24th of April 2020.

- INTRO & BACKGROUND -
Innovation with impact happens when there is an attitude, supported by a vision and a clear strategy. At Epicenter Stockholm we focus on building an ecosystem to get the best conditions for both large corps, scaleups and startups to "innovate with impact" alongside each other.

In 2019, Korea and Sweden celebrated 60 years of diplomatic relations. The year have seen a number of business-related activities aimed at strengthening the ties between Korea and Sweden. In June President Moon Jae-in visited Sweden with a large business delegation. As the top event celebrating this important anniversary, Team Sweden was proud to announce the Innovation and Startup Tour to South Korea that will create an ideal platform for startup and innovation leaders, for connecting with Korean counterparts and stakeholders.

One of the initiatives presented in during the business delegation is the launch of a joint partnership around lowering the barriers for Korean startups to enter the Nordic Markets, by establishing Korea Startup Center (KSC) at Epicenter Stockholm (including the tech ecosystem around it).

So we are very proud and happy to launch this application window, and open up for Korean Startups to apply to become a part of the first ever Epicenter Accelerate - KSC cohort. This new Accelerate program is created and tailored especially for Korean Startups with an ambition to grow their business internationally.

We try to bring a lot more than the stuff that money normally can buy, which is why we call it "Unfair advantages".

WHAT IT IS:
Spring 2020:
- One batch of a 1 week "Pre Program" for 20 startups.
- The "Pre Program" works like an intro to the Scandinavian market and what to expect from the longer "Regular Program".
- A chance for startups to get to know the market, and to learn more from what to expect from the longer "Regular Program" for the fall.

- A testing period for Epicenter to evaluate the matching conditions for each startup.
- This will be followed by a period of intense funnel work of creating the short list of final 10 teams that will get get selected for the "Regular Program" during the autumn.

In the summer of 2020:
- OKR workshops in Seoul for the final lineup of 10 startups, as a preparation for the autumn.

In the Autumn, Sep-Nov 2020:
A 10 week structured program that takes place at Epicenter Stockholm, where the selected teams will be provided with "Unfair Advantages" to reach commercial success! That means a combination of things, including stuff that money normally can´t buy. Some examples:
-    Space
-    Service & Functions (like legal, marketing etc)
-    Active matchmaking to other Epicenter members
-    Personal intros to investors
-    A red carpet to role out internationally

This is free of charge for the startups that makes it into the program.

Then we enhance the program even more, by adding a mentorship program, designed to support the growth of startups within a partner community through one-on-one engagement with advisors from the entire Epicenter Ecosystem. Both from our bespoke partners like Microsoft for Startups, Google for Startups, Oracle, AWS and more, as well as our highly well reputated member network, represented by some of the largest companies in Sweden like:
- Banks
- Telcos
- Medtech giants
- Insurance companies
- Food giants
- and more...

Not to mention some of the fastest growing companies in the world, born and created in "Stockholm the Unicorn Factory", as members or very close friends to us at Epicenter. Companies like:
- Spotify
- iZettle
- Klarna
- King
- Mojang
- Skype
- Fishbrain
- Starstable
- Einride
- Northvolt
- and more...

None of the above is accessible for others to "buy", it´s only available through this program!

WHO CAN APPLY?

Our mission is to help Korean tech driven startups to grow, so that means that anyone and everyone with a great tech startup and an ambition to grow internationally can apply.

However, since we can´t bring everyone in we try to select teams we believe we can impact the most, by giving access to, and deploying the accumulated power of the entire Epicenter Stockholm ecosystem

So a typical phase for Korean startups to become a part of our program is normally:
- Post "Seed funding"
- On their way to "Series A"

And since active matchmaking is a vital part of our program we primarily look for startups in industries where we have natural touch points in our ecosystem. So right now we primarily look for startups with technology within, or other connections to, these industries/areas:
- AI
- FinTech

But also
- MedTech & Health
- Media & Communication
- IoT
- FoodTech

But we're a dynamic ecosystem that constantly changes in a tremendous pace, so we really encourage everyone to apply, even if you don´t fit the exact formula as of above.

TIMELINE & IMPORTANT DATES:
- Launch of Application form: Monday March 30th
- Closing of Application form: Friday April 24th
- Final selection of teams for "Pre-Program" made by mid May
- "Pre-Program" in Stockholm between 8-12th of June
- OKR workshop late June
- "Regular Program" in Stockholm between Sep-Nov 2020.

GOOD LUCK!
We estimate that it will take you maximum 5-10 min to fill in this Application Form correctly... maybe the best invested minutes you'll spend :-)

Good luck with your application!
*Obligatorisk

The basics - tell us about your company

The more accurate info you provide us with, the easier our job of evaluating your application gets, so we encourage you to be as specific and precise as possible. Naturally we treat all your information with confidentiality!

1.   Company *

_____

2.   Website *
NOTE: You need to enter http:// before your URL. If you don´t have a website, put in the link to your Linkedin profile

_____

3.   Elevator pitch (text based) - Maximum 500 characters *
Don´t worry, we will handle your pitch with confidentiality.

_____

_____

_____

_____

_____

4.   Product video
Upload your product video or pitch if you have one (optional).

_____

5.   Founder / Founding partners *
Please use comma separator for multiple names

_____

6.   Email address *
Enter an e-mail adress to the main POC for this application.

_____

7.   Phone number
      Use the following example format: +46 70 123 45 67

      _____

8.   Industry *
      What industry do you mainly belong to/operate within?

      ( ) AI

      ( ) FinTech

      ( ) Health & MedTech

      ( ) Media

      ( ) IoT

      ( ) FoodTech

      ( ) Logistics & Transportation

      ( ) E-commerce

      ( ) Security & Privacy

      ( ) Fashion tech

      ( ) EdTech

      ( ) None of the above. My industry is (fill in the next block below)

9.   If none of the above, this is our industry:

      _____

10.   What is your current YoY revenue? *

( ) No revenue yet

( ) 1 - 100 000 Euro

( ) 100 001 - 250 000 Euro

( ) 250 001 - 500 000 Euro

( ) 501 000 - 1 000 000 Euro

( ) 1 000 001 - 2 500 000 Euro

( ) 2 501 000 - 5 000 000 Euro

( ) 5 001 000 - 10 000 000 Euro

( ) 10 000 001 Euro or more

11.   What is your current MRR? *
Please give us your answer in Euro, and only use numbers.

_____

12.   What is your current number of Clients *
Please only use numbers when you answer.

_____

13.   What is your current number of Users *
Please only use numbers when you answer. If the question doesn't really apply to your business, please just answer and add some info in the "Personal Message" in Step 3.

_____

14. **What is your current number of Employees** *

Please only use numbers when you answer. Everyone that's on your payroll counts, even if they don't work full time. / please don't forget to include all Founders, even if you're not formally getting any salaries. Please exclude passive founders though.

What
are
you
looking
for

Being a kick ass startup, selected ones can get access to our portfolio of features, functions and help.

Our handpicked mentors and expert are normally either serial entrepreneurs that knows better than anyone what it takes to start and run companies, or experts and thought leaders in a certain field. Or both. They can give you hands on help with advice, contacts and network as well as resources.

So in order for us to get an even better understanding of your business and how we can help you, please answer the following questions:

15. **Stage** *

Tell us the stage of your business

◯ Early stage (Beta invitational)

◯ Live Beta

◯ Live & kickin

◯ Ready to scale

◯ International expansion

16.   Funding now *

What´s your current funding situation? Choose the option that best describes what type of funding you've done so fa
Note, we are primarily looking for companies between "Seed funding" and "Series A". But if you are a kickass startup
outside that scope, please continue anyway, we might be able to help you anyway...

⬭ None, we´re bootstrapping

⬭ Some smaller investments from friends & family

⬭ Seed funding from one or more business angels

⬭ Late seed round

⬭ Series A

⬭ Series B or later

17.   Funding next stage (amount) *

Choose the option that best describes the amount of funding you'll be looking for in the next stage:

⬭ None, we are fully funded!

⬭ 50 000 Euro

⬭ 100 000 Euro

⬭ 250 000 Euro

⬭ 500 000 Euro

⬭ 1 000 000 Euro

⬭ 2 500 000 Euro

⬭ 5 000 000 Euro or more

18.   Funding next stage (time) *

When are you planning to raise the next round of financing?

( ) We´re raising capital right now

( ) We´re preparing to start the round within the next 3 months

( ) Within the next 3-6 months

( ) Within the next 6-12 months

( ) Approx 12 months from now or later

( ) TBC

19.   Mentoring *

What type of mentoring are you looking for/would you benefit the most from? Please use text to describe skills rathe then a specific person.

20.   Functions *

What type of functions, services and features would you benefit from? You can pick multiple choices.

☐ Cloud based web services

☐ Legal

☐ Marketing

☐ Web development

☐ Apps development

☐ Backend development

☐ Mobile development

☐ Branding

☐ Storytelling

☐ Funding

☐ Sales

☐ Go international

☐ Human Resources

☐ UX

☐ Graphical Design

☐ Prototyping

☐ Adwords

☐ Analytics

☐ Hardware

☐ Business innovation & Development

☐ Engineering & Product Management

21.   Partnerships *

Name 3 larger corporations/companies that would be the dream partners for you to accelerate your business throug

_____

22.   **Personal message**

If there´s something important we should now about you, your company or your pitch, please let us know!

_____

_____

_____

_____

_____

23.   **Affiliate code**

If you have one, please enter a valid affiliate code to identify the source of your application. If not, just leave blank.

_____

Finish

Just two last things before you send in your application

24.   **Inspiration, Knowledge and Perks – interested?** *

Even if you won't make it all the way to get selected and become a part of the next batch of Epicenter Accelerat - KS
Cohort, there's always something for everone. For example, we host sessions within both Inspiration & Knowledge (I
Founder Stories & Master Classes) that we will keep open for everyone. And sometimes our partners offer perks to
startups in our community, things like credits for cloud solutions, discounts on services etc Please let us know if you
want invitations to sessions and perks like that.

( ) YES - Please add me to your send list for sessions and/perks like that!

( ) NO - Not interested

25.   How did you hear about Epicenter Accelerate - KSC Cohort? *

   ◯ Via KISED

   ◯ From a friend

   ◯ Via Facebook

   ◯ Via Twitter

   ◯ Via Epicenter

   ◯ Via Business Sweden

   ◯ Via Microsoft or Microsoft for Startups

   ◯ Via Google or Google for Startups

   ◯ From a blog

   ◯ From media

   ◯ Other