

# Korea Startup Center (KSC) at Epicenter Stockholm

*“Unfair advantages for Korean startups to grow and scale into the Scandinavian market”*

*First cohorts with extra focus on A.I., Fintech and Gaming*

*Curated programming for superstar startups*

*A partnership between*



Ministry of SMEs  
and Startups



ACCELERATE

kised  
Korea Institute of Startup &  
Entrepreneurship Development







# Epicenter Stockholm - Digital House of Innovation







- ✓ 500 companies
- ✓ 6 000 people
- ✓ 30 000 square meters
- ✓ Event spaces (up to 300 people)
- ✓ Private offices
- ✓ Studios
- ✓ Co-working desks
- ✓ Knowledge memberships

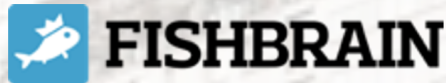




# Mix Of Digital Fast Growers & Corporates



*Some of our 500+ member companies originating from a broad variety industries and segments*





## INSPIRE

- ✓ Create an environment where people can dare to reach their dreams, and that attracts and convince aspiring entrepreneurs to take the step.
- ✓ For every individual that "quits their day job" and starts a company we are happy.
- ✓ We do this via Founder Stories & Fireside Chats with the most bespoke and experienced serial entrepreneurs we know, and by sharing entrepreneurial successes created within the Epicenter ecosystem.



## GROWTH

- ✓ Create an environment where startups become scale ups
- ✓ For every startup that grows their business we are happy.
- ✓ We do this via hands on help through mentorship, service and functions. We do it ourselves as well as with the help of our dear partners and friends.



## INCLUSION

- ✓ Create an environment where every part of our society are welcome to join:
  - Women & Men
  - Young & Old
  - "Swedes" or Koreans or Newly arrived, all are welcome and included.
  - And everything in between
- ✓ In short, we want to make difference.



# EPICENTER ACCELERATE



## FOR WHO?

Our mission is to help enable and grow more impactful digital startups and companies from **Korea**, with **Stockholm** as a spring board.

A typical phase for 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 for the first ever **Epicenter Accelerate – Korea Startup Center cohort**, we will primarily look for startups with technology within, or other connections to, these industries/areas:

- AI
- FinTech
- Gaming

On the other hand, we're a dynamic ecosystem that constantly changes in a rapid pace, so we really encourage everyone to apply, even if you don't fit the exact formula as of above. Other industries we're normally strong within are:

- MedTech & Health
- Media & Communication
- IoT
- FoodTech
- FashionTech



# EPICENTER ACCELERATE

- First, 20 Startups will come to Stockholm for a one week intro to Epicenter and our ecosystem, during the summer of 2020.
- After that 10 startups will be selected as the final lineup of teams, to come back for a 10 week program during the autumn 2020



**A place to  
work from**



**Service  
&  
Functions**



**Coaching  
&  
Mentoring**



**Active  
Matchmaking**



**A network  
of investors**



**Go  
Global**

# I WEEK PROGRAMMING SUMMER 2020 – Curriculum\* and topline overview of content

A 1 week intro for 20 Korean Startups – Summer 2020

Monday	Tuesday	Wednesday	Thursday	Friday
<b>Intro &amp; Culture</b> <ul style="list-style-type: none"><li>• Onboarding to Epicenter, and how to get the most out of this week</li><li>• Workshop on the differences between our countries, and how to do business here</li></ul>	<b>Stockholm, the Unicorn Factory + Legal</b> <ul style="list-style-type: none"><li>• A lecture on why Stockholm is nr 2 on the list of cities globally to produce Unicorns, after Silicon Valley</li><li>• The things you need to know before you establish a business entity in Sweden.</li></ul>	<b>Tailored Match Making</b> <ul style="list-style-type: none"><li>• Meet n greet with the Epicenter ecosystem, through active match making.</li></ul>	<b>Tailored Match Making</b> <ul style="list-style-type: none"><li>• Meet n greet with the Epicenter ecosystem, through active match making.</li></ul>	<b>Tailored Match Making</b> <ul style="list-style-type: none"><li>• Meet n greet with the Epicenter ecosystem, through active match making.</li><li>• Wrap up, summaries, share learnings and preparations for 10 week program.</li></ul>

\* Please note that the suggested sessions are TBC, and might change over time if both parties agrees upon the changes.



# 10 WEEKS PROGRAMMING AUTUMN 2020 – Curriculum\* and topline overview of content

A 10 week program for 10 Korean Startups – Autumn 2020

## WEEK 1-3

- Intro & Onboarding
- Funding
  - Storytelling, selling your company is something else than products and services
  - How Investors Evaluate B2B/B2C startups
  - Alternative ways to fund your startup
  - Find the right investors (not any investor)
  - Term sheets
  - Financial pitfalls
- Legal
  - Shareholder agreements, why & how
  - Intellectual Property
  - Trademarks
  - Patents
- Matchmaking
  - Meet n greet with the Epicenter ecosystem, through active match making

## WEEK 4-7

- Team & HR
  - How to build the best teams
  - How to find and attract talent
  - How to build and keep create your culture over time
  - Team communication, tools and tricks
- Product
  - Biz dev
  - Agile
  - Core vs partnerships
- Scale
  - Growth hacking
  - Go international
- Matchmaking
  - Meet n greet with the Epicenter ecosystem, through active match making

## WEEK 8-10

- Marketing
  - Analytics
  - Adwords
  - SoMe
- Sales
  - Online
  - Sales force
  - Pricing
- Entrepreneurship
  - How to manage your time
  - When and how to pivot
- Matchmaking
  - Meet n greet with the Epicenter ecosystem, through active match making

MATCH MAKING TOWARDS INDUSTRY SPECIALISTS AND EPICENTER ECOSYSTEM IS A CONSTANT PART OF THE PROGRAM

# PERKS & EXTRAS FOR ALL ATTENDING STARTUPS

## PLATFORM & CLOUD PARTNERS

All participating teams and startups will get access to better support and extra beneficial credits from our "platform & cloud partners".



## ALUMNI

All participant teams and startups will also be a part of the Epicenter Alumni Network



\* Please note that our partners may vary over time, so some partners might not be applicable during all of 2020, and some new partners might be added.



# SOME SHAMELESS BRAGGING

*Epicenter Accelerate 2017-2019*

- ✓ PHYSICAL TOUCH POINTS AND DIALOGS VIA FOUNDER STORIES – APPROX **3000 PEOPLE**
- ✓ PHYSICAL TOUCH POINTS AND DIALOGS VIA MASTER CLASS – APPROX **600 PEOPLE**
- ✓ NR OF STARTUPS BEING A PART OF EPICENTER ACCELERATE – **60+ STARTUPS**
- ✓ NUMBER OF THESE COMPANIES WITH (OR PARTLY WITH) FEMALE FOUNDERS – **17 STARTUPS**
- ✓ TAILORED MATCH MAKING WITH LARGE CORPS IN THE EPICENTER ECOSYSTEM – **50+ STARTUPS**
- ✓ NR OF COMPANIES FUNDED – **40+ STARTUPS**
- ✓ AMOUNT OF FUNDING RAISED – approx **70 MUSD**
- ✓ NR OF HIRED PEOPLE – **186 PEOPLE**





*"The Epicenter Accelerator program and its connection to Google for Startups really helped TVM get into the Google Cloud and transform from startup to scaleup!"*

Tom Yates  
Co-founder & CTO at TVM

*"We are so happy we got the opportunity to join the Epicenter Accelerator program supported by Google for Startups. Together with our mentor and other great people within Google we managed to set some new key targets for our business that has made a great impact for our current growth"*

Johan Strömberg  
Founder & CEO, PodMe

*"Epicenter Accelerate has really provided Hubbster with a supportive, creative and business driven ecosystem to help us evolve and grow our business"*

Anna Bloth Karling  
Founder & CEO, Hubbster

*"The Epicenter Accelerator program and the GFS network have helped us reach places like London, South Africa, Ghana, Kenya and Silicon Valley! We will never ever forget the endless support from you guys!"*

Mohamed Bedri  
Founder & CEO at Asaduro

*"Having been part of Epicenter's Acceleration program has been extremely valuable and enriching in so many ways. We've gained so much support and exposure through their network, and we couldn't be any happier to be part of the community."*

Hamza Qadoumi  
Founder & CEO, Ecobloom

