



Solving Seoul's Urban Issues with Start-ups

Dr. Jung-Woo Lee, Seoul Digital
Foundation

Pillars of Seoul Smart City



- 1 The best ICT infrastructure which connects and empowers citizens
- 2 Open Government focused on communication, participation and sharing
- 3 Strong public-private partnerships for sustainable development
- 4 Adoption of latest technology such as bigdata, IoT, GIS & Cloud to solve urban issues
- 5 Sharing Seoul's smart solutions with the world

Smart City Seoul

New Connectivity, New Experience



Social City



Diginomics



Digital Social Innovation



Global Digital Leadership

Citizen-oriented Digital City



Citizen-driven Digital Governance

Participation

Cooperation

Digital Economy

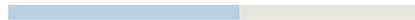


Business Incubation

Digital Platform

Convergence

New Citizen Experience



Solving Urban Challenges with Digital Tech.

Improving Citizen Value

Global Digital Leading City

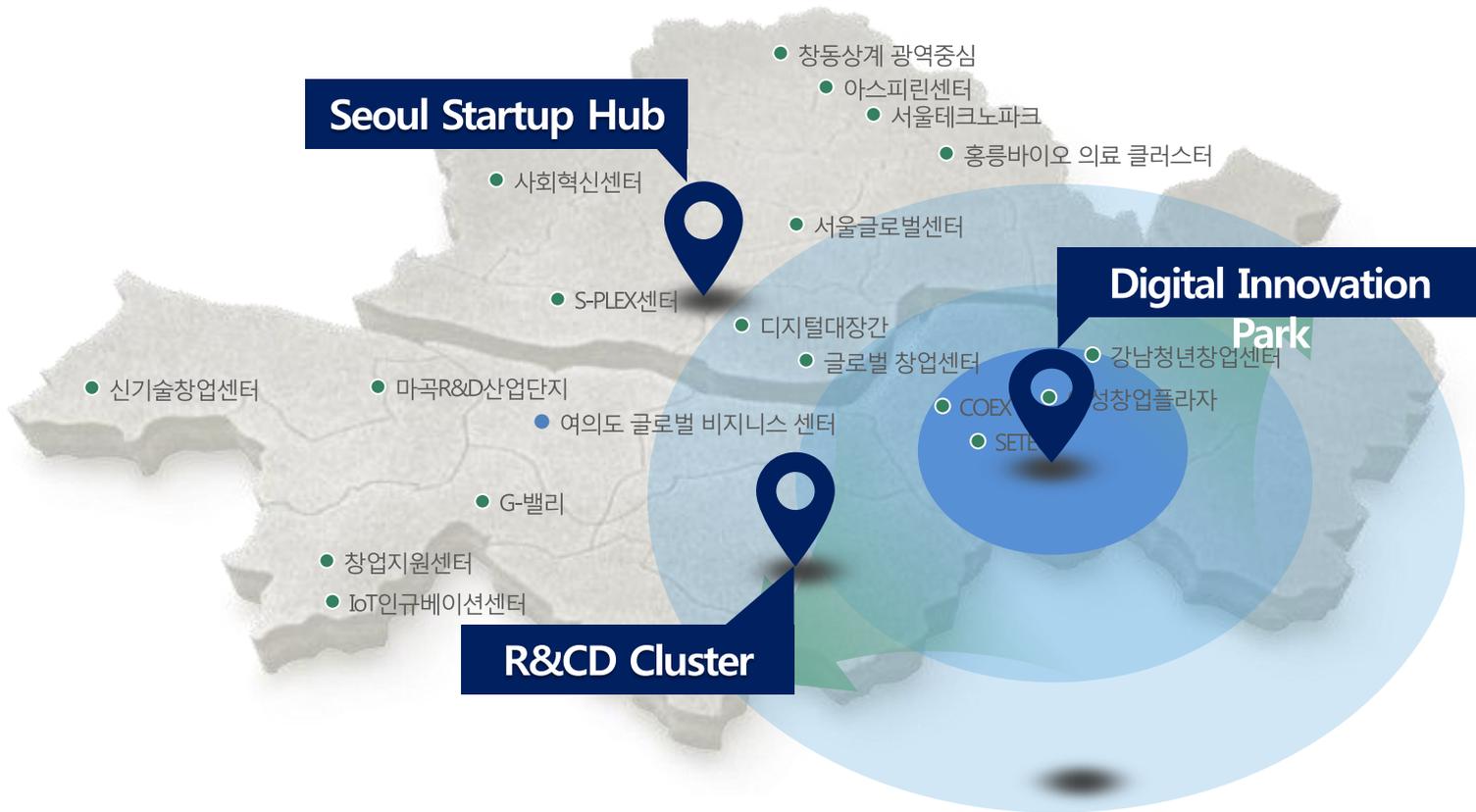


Infrastructure

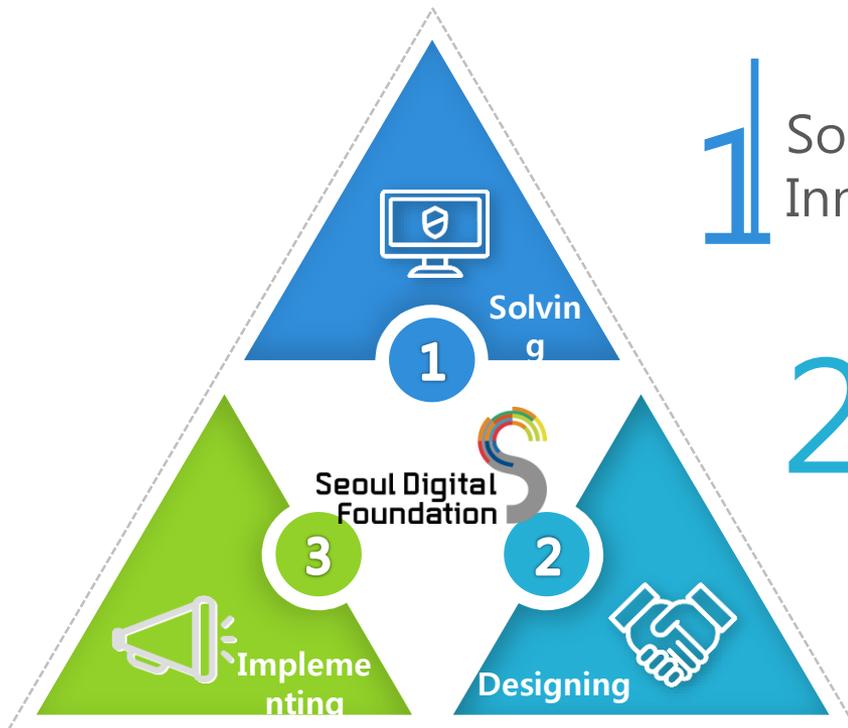
Digital Business Ecosystem

Digital Events

Innovation Cluster



A nexus for exciting city-wide digital innovations in Seoul

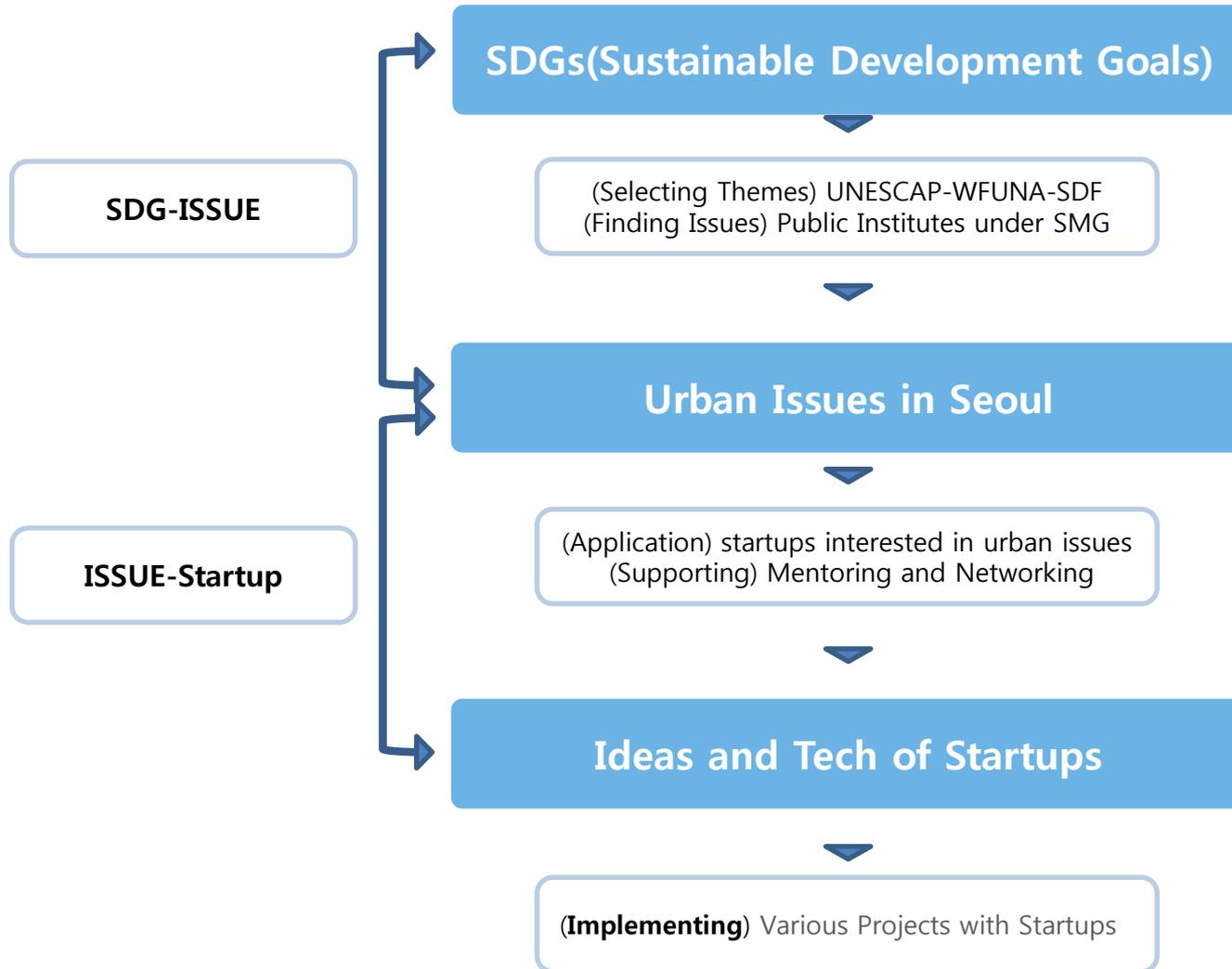


1 Solving Urban Issues with Innovative Startups and Citizens

2 Urban Policies for Seoul

3 Various Projects Using Cutting-edge Technology

Innovation with Startups



Urban Issues in Seoul

Urban Issues in Seoul

'06-'17, 10years
160,317 cases

Traffic	Parking, Fare system
Environment	Food waste,
Culture	Tourist, Tourism programs
Health	Hygiene, Hospitals
Safety	Traffic, Disaster,
Economy	Payment, Unemployment
Women & Family	Parenting, Education
Welfare	Ageing, Retirement
Housing	Real estate, New-town



Green Energy

Fine Dust
New Regeneration Energy



Urban Mobility

Road Traffic
Toll System



Social Protection

Ageing Issues
Women and Family Issues
Road and Public Facility Safety

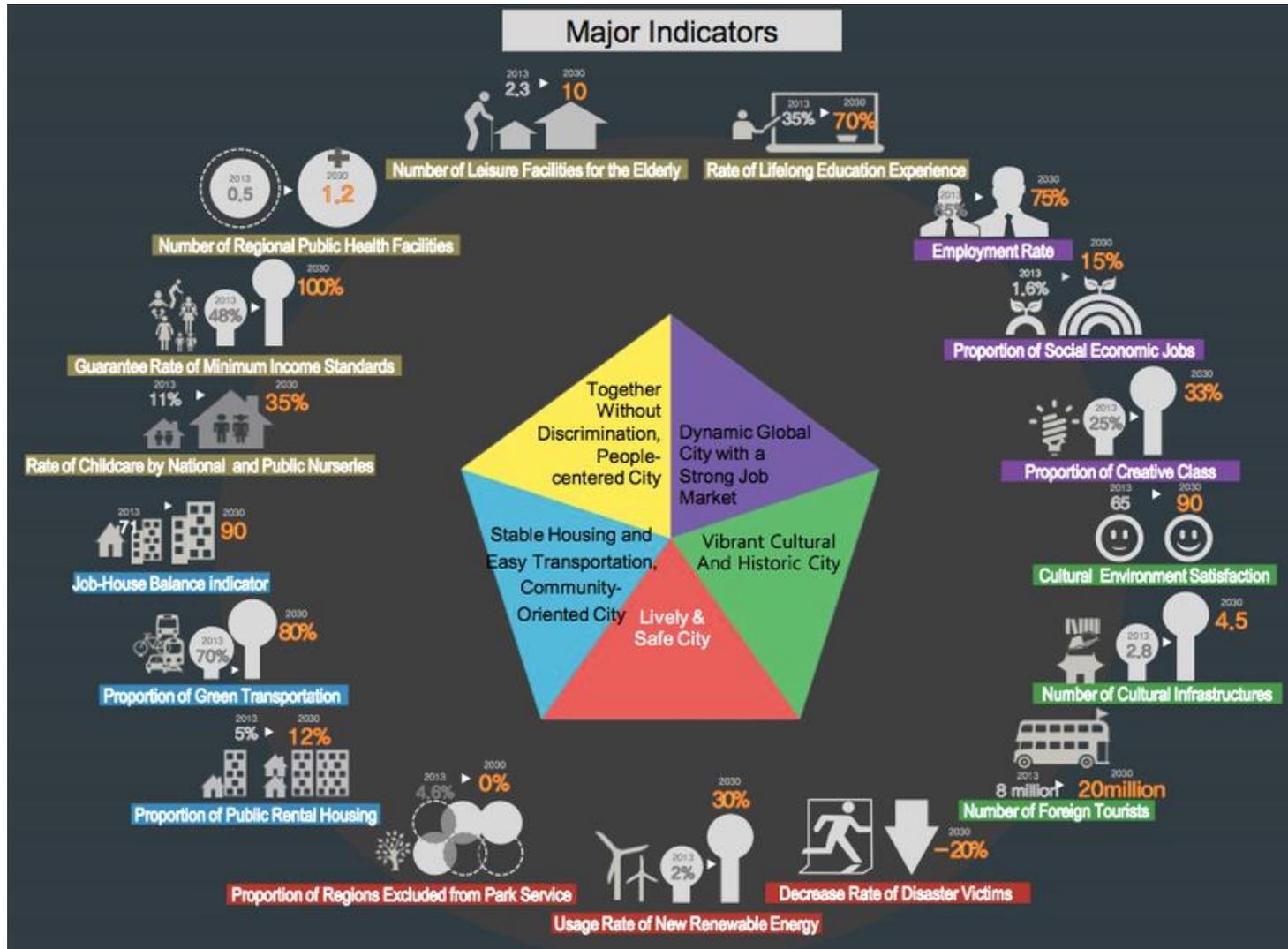
Source: Seoul Digital Foundation

Approach to Solve them with Digital



Source: Korea Joongang Daily(2017.6.18)

2030 Seoul Development Plan



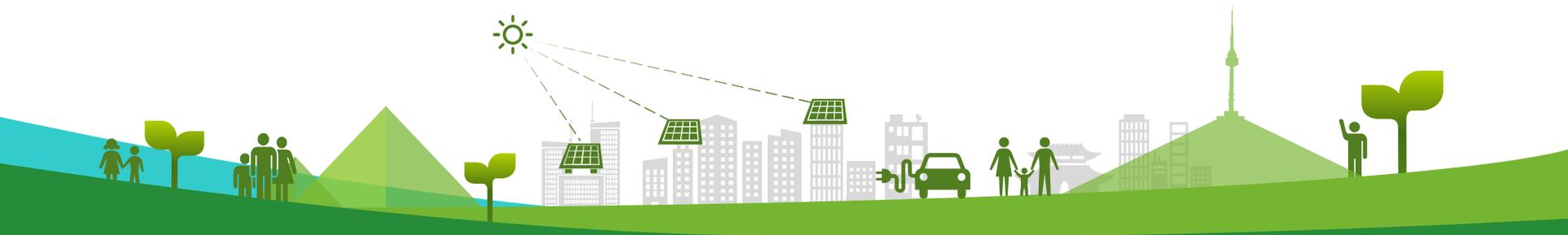
Source: <http://english.seoul.go.kr/policy-information/urban-planning/urban-planning/1-2030-seoul-basic-urban-plan/>



Thank you 😊

leejw@sdf.seoul.kr

URBAN INNOVATION CHALLENGE: CITYPRENEURS -GREEN ENERGY-



1 Green Energy

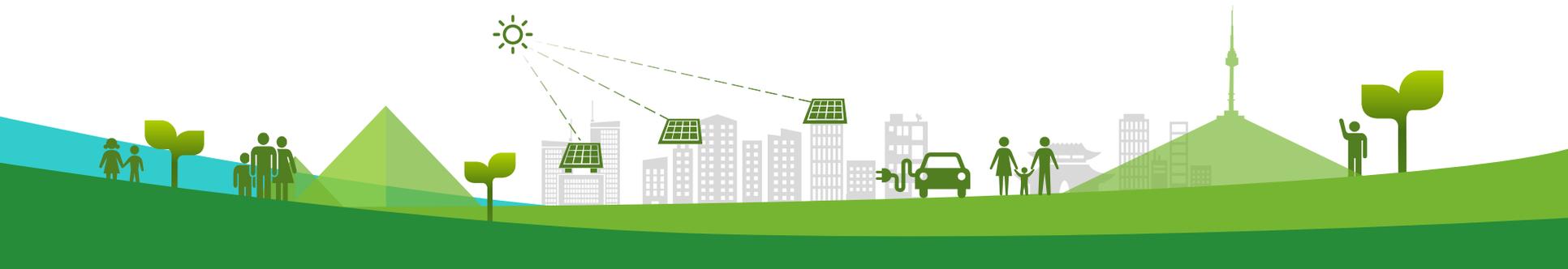
Expansion of renewable energy supply with Citizen

2 Recycling

Waste management

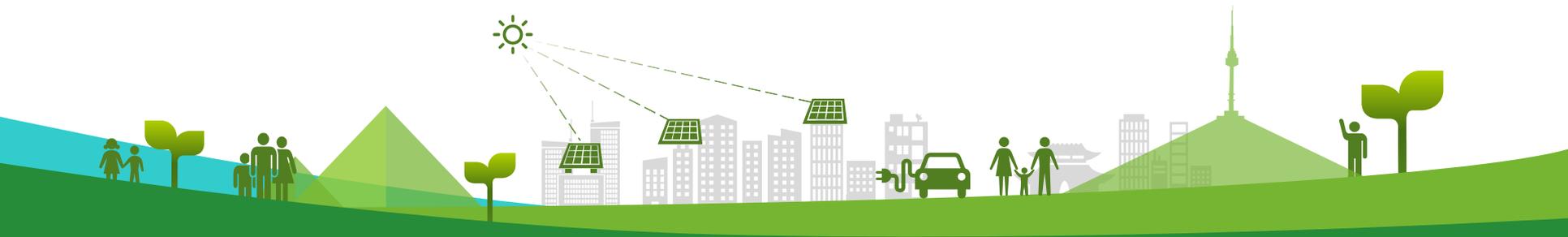
3 Smart Energy City

Smart energy management for energy independence



1 Green Energy

Expansion of renewable energy supply with Citizen





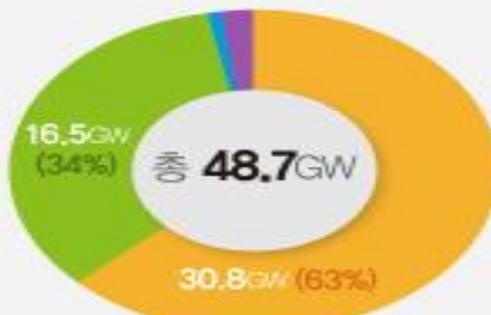
Renewable Energy 2030

Solar Energy Wind Power Water power Bio Waste Other

2017년



신규 (2018~2030년)



95% 이상 청정에너지로 공급

2030년



2030년까지 재생에너지 발전량 비중 20% 달성 목표 (8차 수급계획 기준)

자료: 산업통상자원부
17.12.20 뉴시스 그래픽: 전진우 기자 618blue@newsis.com

NEWSIS

“Social economy enterprises (cooperatives) and providing incentives for citizens' fund type projects

“New development of resident participation type business model”





Supply to 1 million households in Seoul



Solar Energy Capacity Achievement of 1GW

Solar industrialization

Preparation of Public territory

Improving the system and more citizen participation

Types of Mini Solar power plants_Veranda



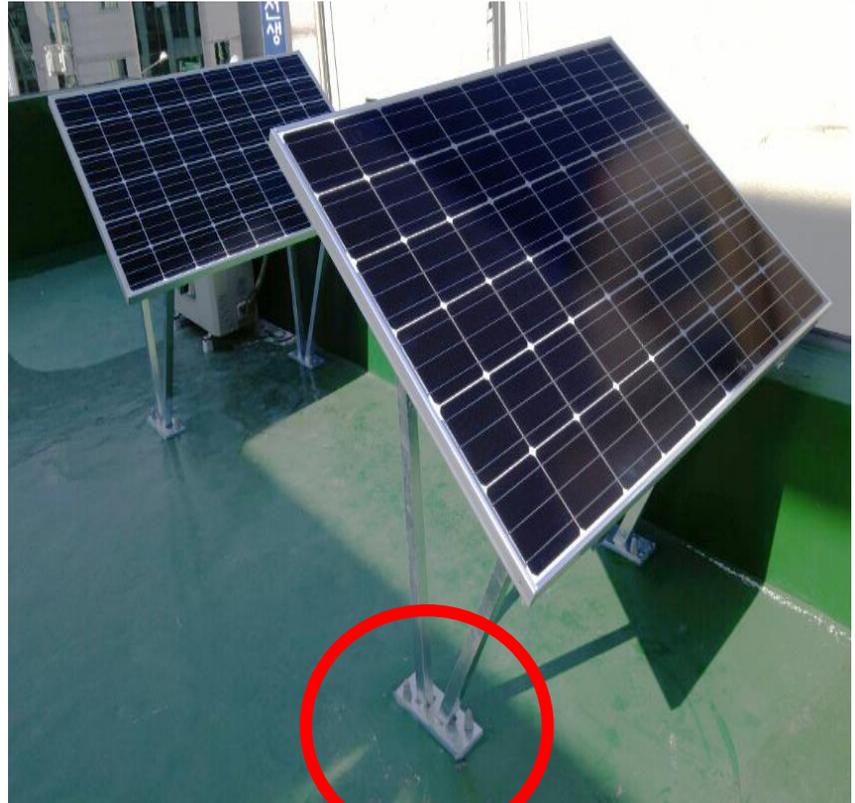
Types of Mini Solar power plants_House



Types of Mini Solar power plants_Buildings



Mini Solar energy plant- Console, Anchor type



Console type

Anchor type

Waste Crisis in Seoul



How the waste reducing policy retreated

2008.3 Abolishment of Disposable cup deposit agreement

6. Permission of offering free paper bags,

Abolishment of restraining disposable resin measure

**2009. 7. Permission of disposable toothpaste, toothbrush,
shampoo at accomodations**

**2010. 1 Easing packaging regulations on powdered detergents
Reducing costs of SME plastic producers**

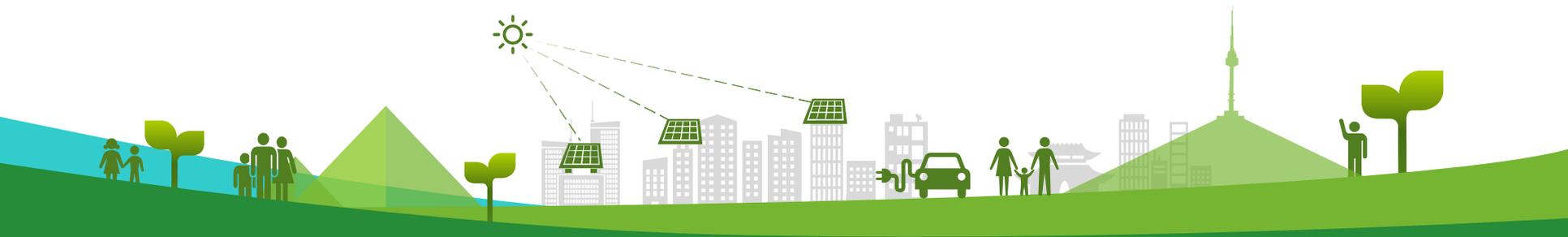
2016. 1. Easing yearly reduction of resins in package

10. Easing regulations on packaging of cosmetics and drinks



2 Recycling

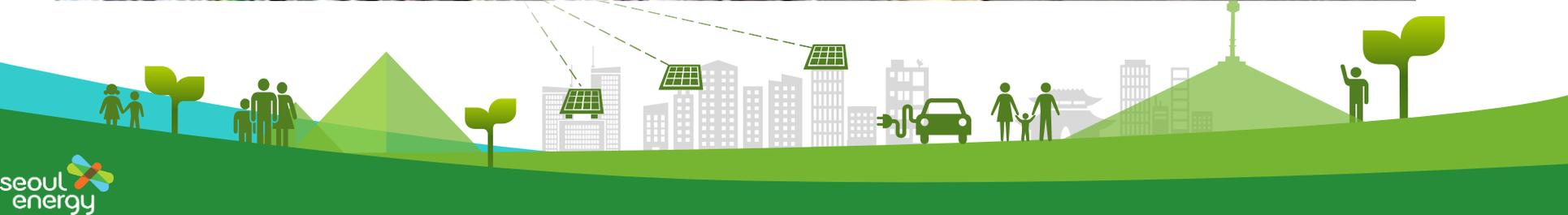
Waste management



Measures to Improve Waste Management

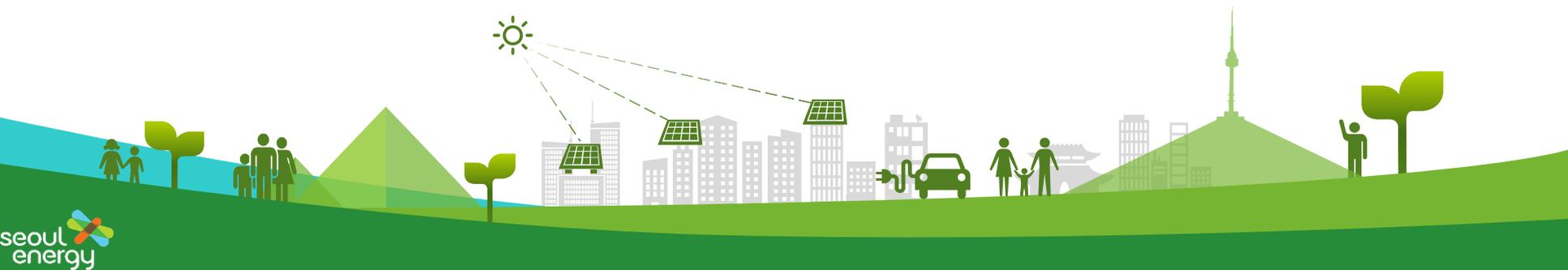
2003year, 3956.4t 40%  2016year 5445.6t

“Reduce plastic waste by 50% by 2030”



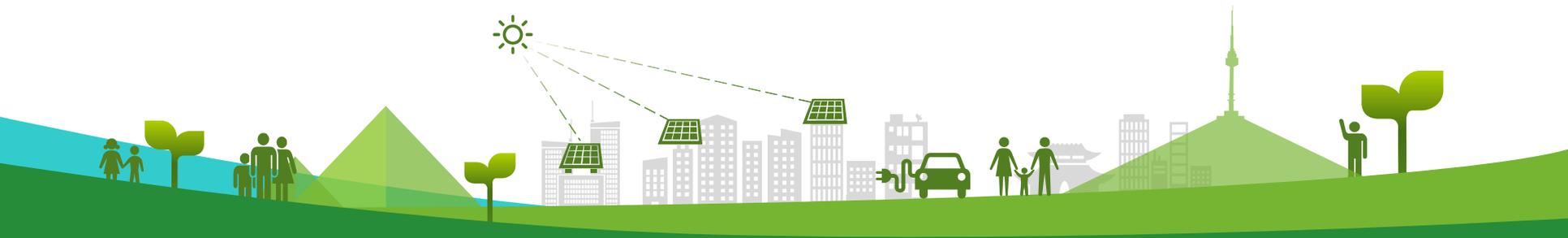
Waste utilization methods

- o Reduce
 - Save resources and minimize environmental pollutants
- o Re-use
 - re-used items
- o Recycle
 - Sustainable consumption through recycling used items
- o Upcycling
 - Add design to the abandoned resource or change the way it is used

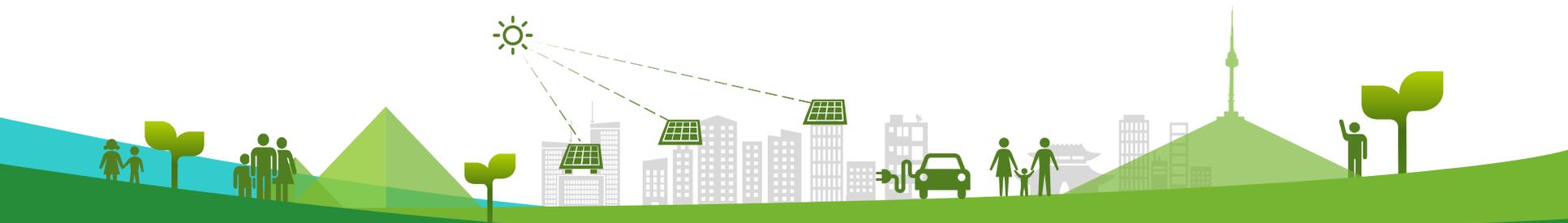
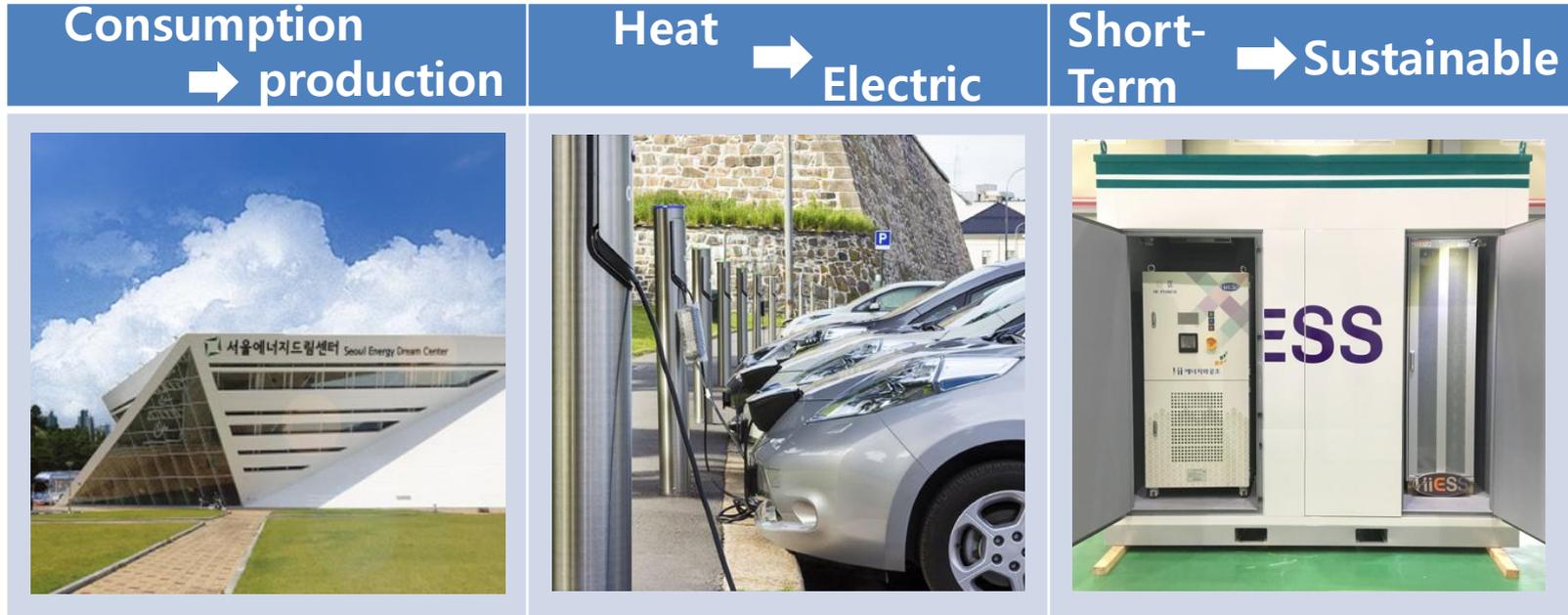


3 Smart Energy City

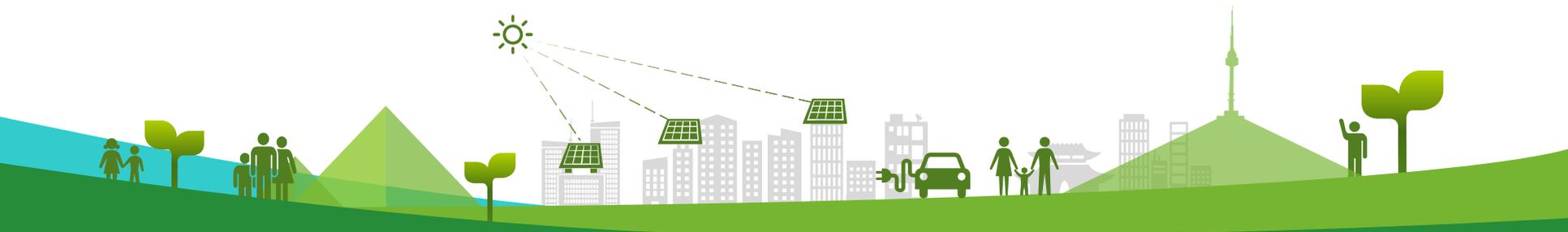
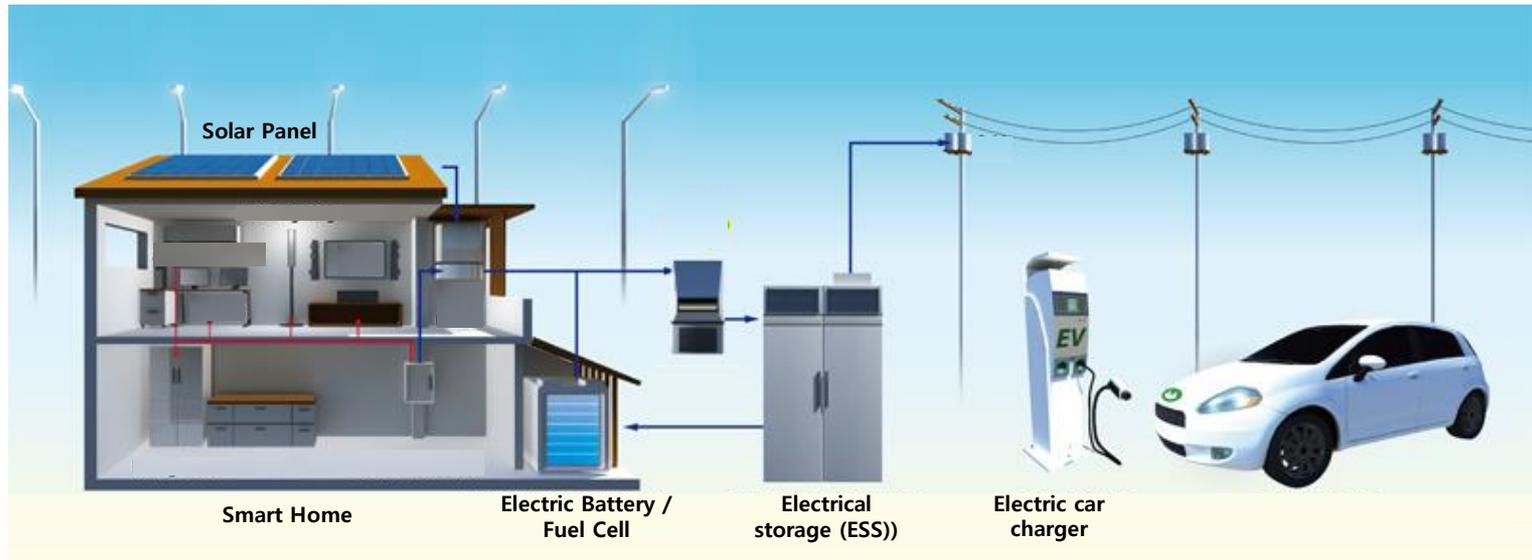
Smart energy management for energy independence



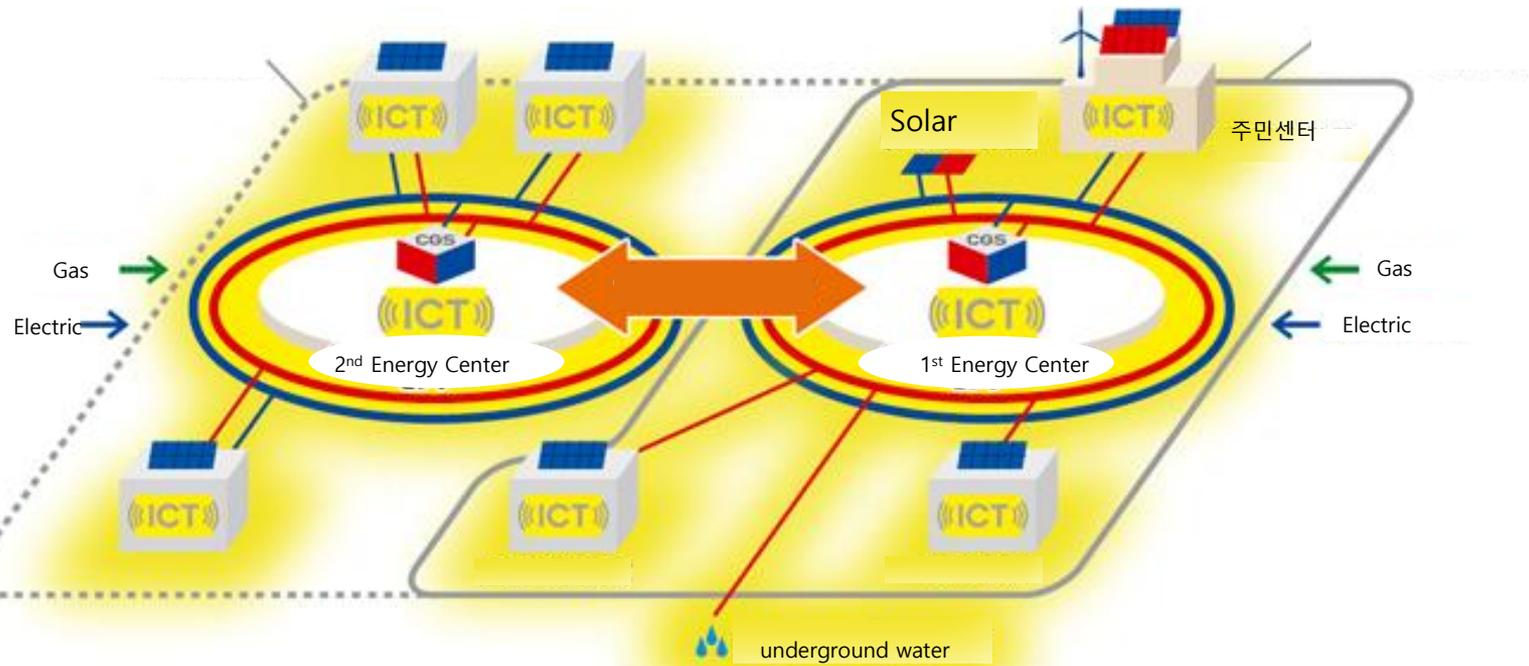
1. Energy paradigm



2. Smart Home

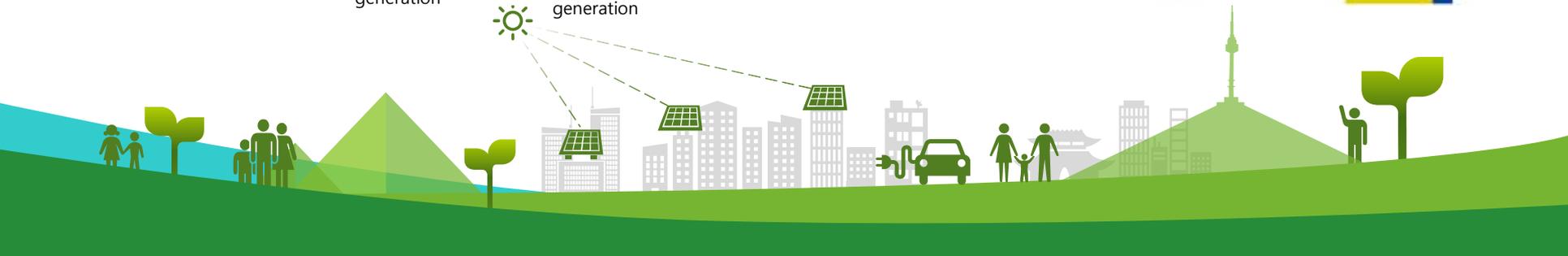


3. Energy Management

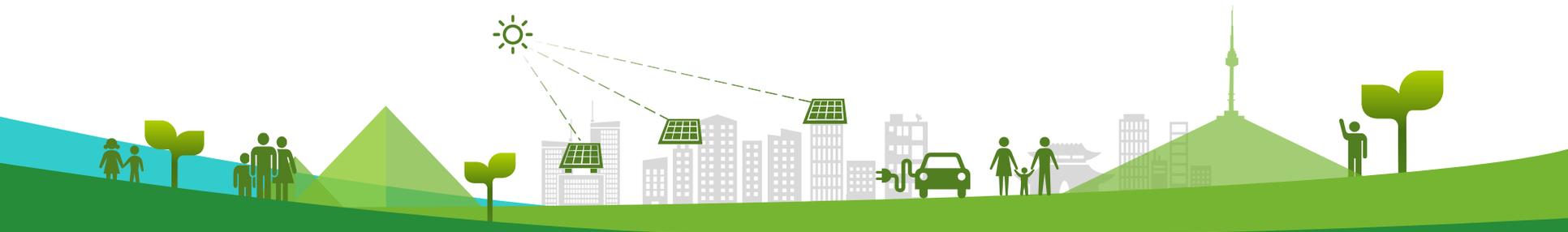
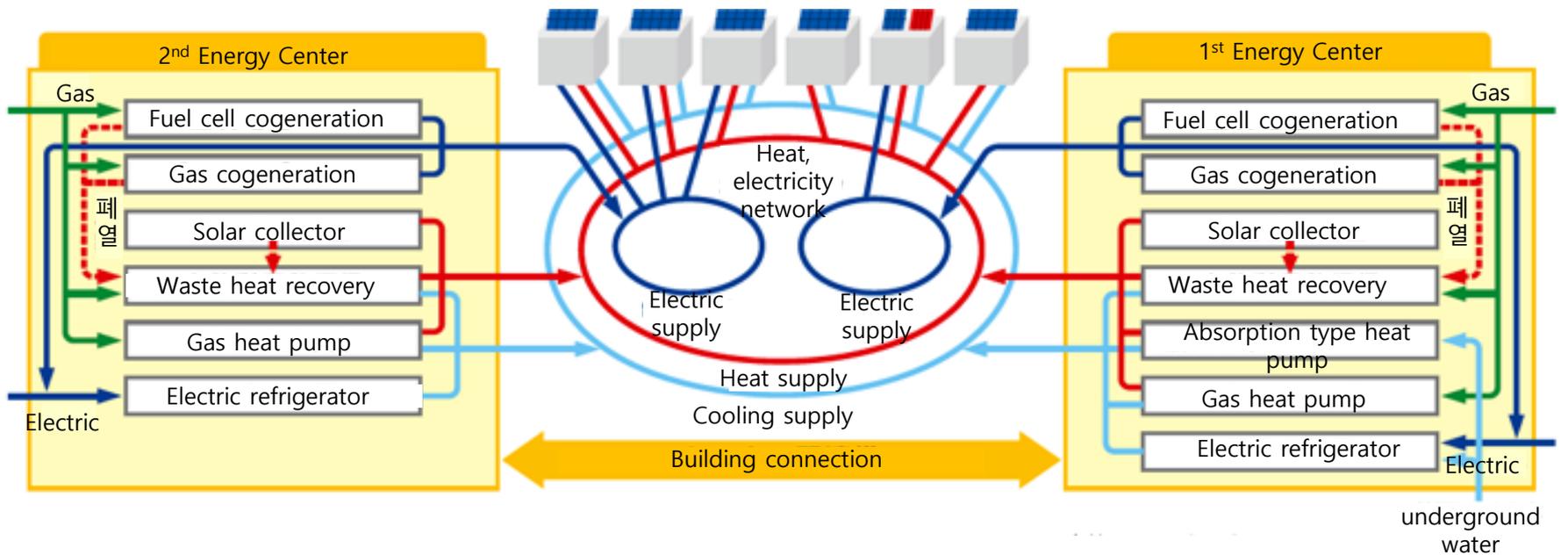


Legend:

- Solar collector
- Solar power generation
- Gas cogeneration power generation
- Thermal network
- Electrical network
- ICT

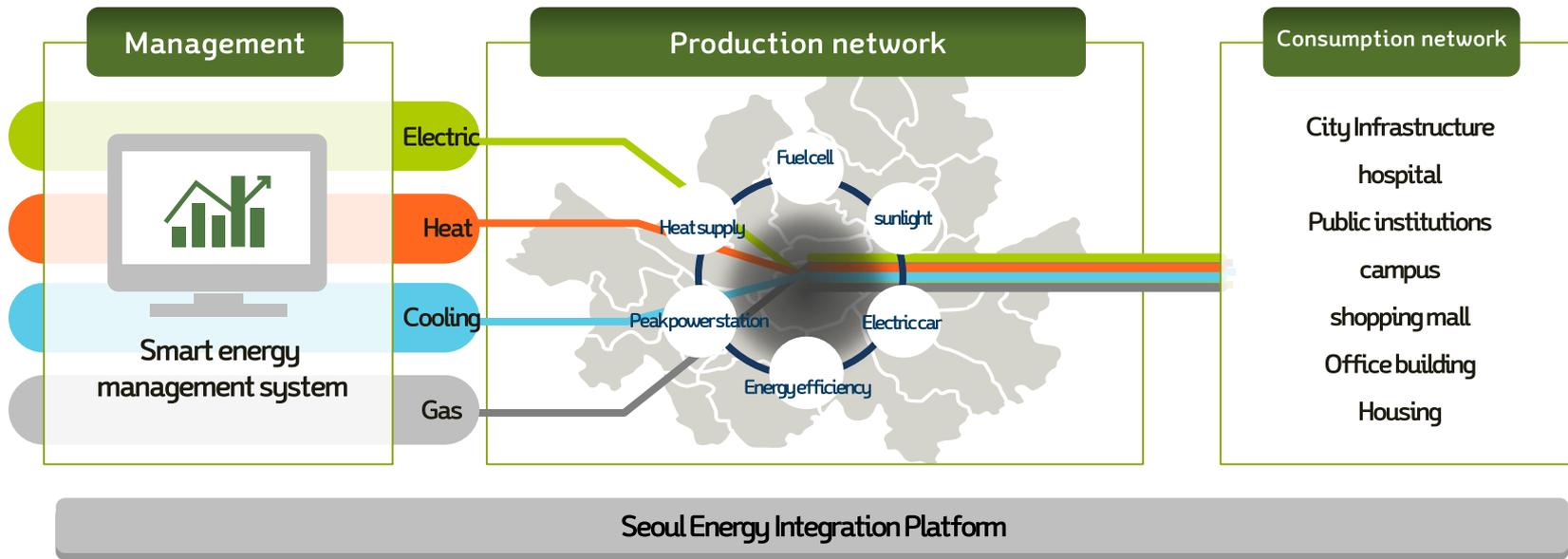


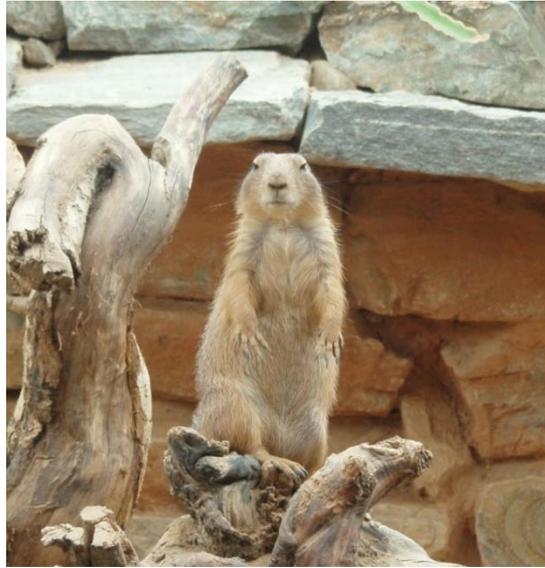
4. Energy Management



5. Integrated management of thermal energy

To save energy 5-10% energy consumption with ICT





Thank you





Using Digital Techniques to Establish a Road Junction Cut-in Prevention System

2018. 6. 25.

Seoul Facilities Corporation

Road Management HQ: Current Projects

Limited Access Road Management

Safe Roads

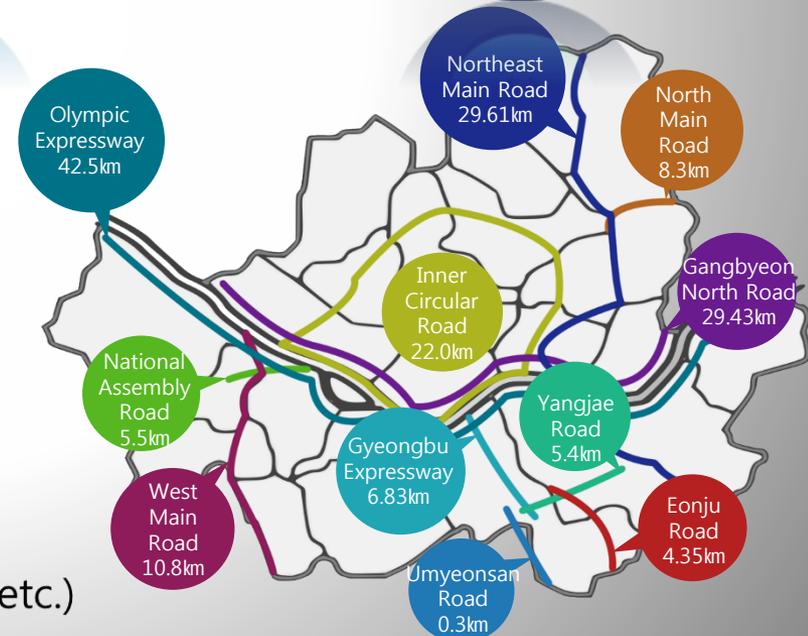


- Establishment of Road Fixtures & Management of Electric Generator Facilities
- Traffic Data Collection & Dissemination
- Street Sweeping & Greenbelt Management
- Limited Access Road Patrol & Inspection
- Disaster Management (Storm Damage, Snowfall, etc.)

Convenient Roads



Pleasant Roads



Traffic Data Offerings

Naebu Expressway, Gangbyeon N. Road, 9 Limited Access Road Routes, Namsan Tunnel Traffic Data Collection, Data Dissemination

- Image detector: 812 locations
- Loop detector : 459units
- CCTV : 157 locations
- DSRC : 60 locations

Data Collection

- Central System, Management Server
- Communication Equipment, Other Systems

Data Processing/Analysis

- Variable Message Signs: 339 locations
- Homepage (including mobile)
- Twitter

Traffic Info Offered

Traffic Data Collection Equipment

- video image detector ● loop detector



● CCTV

● DSRC



CPU Room (Public Corp. 19th floor)



Situation Room (Public Corp. 20th floor)



Mediums Providing Information

- Variable Message Signs



- Smart Phone
- Internet



- Twitter



Current State & Problems

Essential Causes of Stagnation in Limited Access Roads

- Limited Access Roads → Arterial Highway Expansion, Heavy Traffic and Highway Signal Influence on Traffic Jam Occurrence

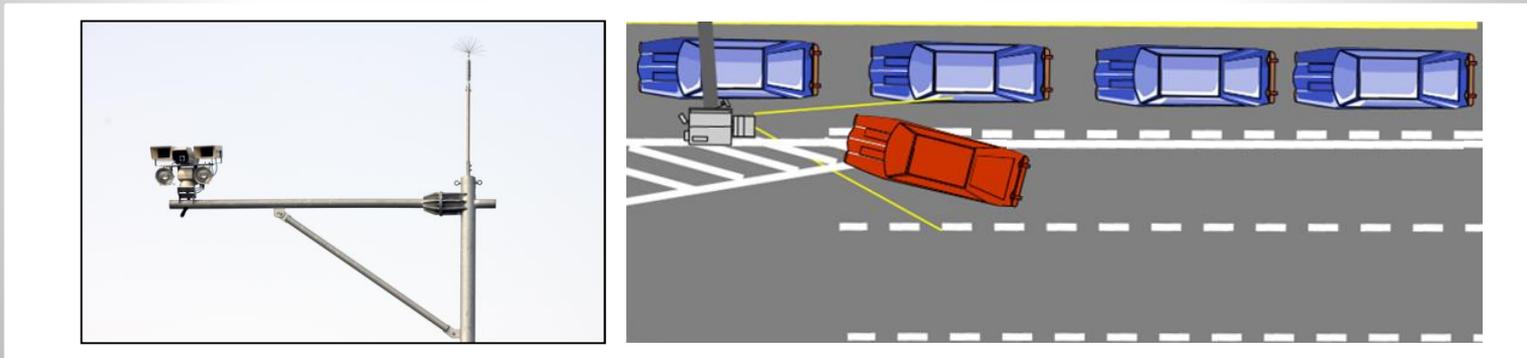


- Cut-in Occurrence Leads to Rise in Inter-Vehicle Interruption & Traffic Jams
- Illegal Cut-ins Result in Civil Complaints from Road Users & Rising Accident (collision) Rates

Cut-in Guidance Broadcast Operation Example

Installation Summary

- Installation Period : April 2007
- Quantity Installed : 2 (Dongbu Expressway Expansion, Entrance to Bundang/Suseo)
- Configuration : Camera, Speaker, Control Dept., Rural Areas etc.
- Function: Inspects for vehicles cutting-in through forbidden passing sections. Broadcasts are automatically transmitted after examination.



Operational Limitations

- Nearby Residents may Complain about the Noise of the Guidance Broadcasts (if the volume is too low, drivers wouldn't hear it)
- Difficult to Enforce Authority through a Simple Guidance Broadcast Alone

Requested Issues

Proposal for Entrance Route Cut-in Prevention Measures

Technical Approach

- Digital technology is used to Detect illegal cut-in occurrences
- Specific Technology for Illegal Cut-in Vehicles (Automatic collection of license plate info)
- Other technical approaches to prevent cut-ins (prevention, promotion, control)

Other Considerations (Review) Issues

Category	Guidance (Prevention / Publicity)	Control
Operating Body	NHIC or National Police Agency	National Police Agency (not applicable to corporations)
Considerations	<ul style="list-style-type: none"> · Driver Guidance Method (without causing excessive inconvenience to drivers and residents) · Ease of system operation & maintenance 	<ul style="list-style-type: none"> · Flexible operating environment (both manual and automatic vehicles) - Manual transmission : use of evidence of cut-in violations, Road management agency requires National Police Agency to dispose · High vehicle detection accuracy ※ Legislation for automatic transmission still needs to be enacted.

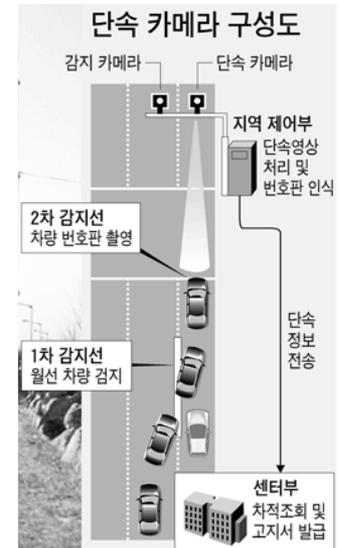
Deployment Process



[Reference] Example of Cut-in Control System Operation (National Police Agency)

Installation Overview

- Installation Date : 2008 (Seoul Metropolitan Police Agency)
- Quantity : 2(Gangbyeon North Road Youngdong Bridge, Olympic Expressway South End of Hannam Bridge)
- Configuration : Detection camera, control camera, control



- Function: Camera tracks the vehicle making a cut-in, records the vehicle's license plate number, and sends it to the operation center.

Operational Limitations

- Difficult to control without formal relevant traffic regulations.



Automation of Congestion Toll Exemption Screening

Congestion Tolls

- **Grounds for Collection** : The Urban Traffic Improvement Promotion Act Article 35 and Ordinances of Congestion Toll Charge in Seoul Metropolitan City
- **Purpose** : To alleviate traffic congestion by reducing the use of private cars
- **Location** : Namsan 1st and 3rd Tunnel
- **Hours** : 7am ~ 9pm Weekdays (except weekends and public holidays)
- **Toll Charge** : 2,000KRW
- **Current Status**

(2017, Unit: 1,000 cars)

(Unit: 1,000 cars)	Traffic (24hours)		Toll Collection Hours (7am ~ 9pm)				Daily
	Annual	Daily	Annual			Daily	
			Total	Charged	Exemption		
Total	37,460	103	19,546	7,849	11,651	46	80
Namsan 1st	23,791	65	11,989	4,772	7,188	29	49
Namsan 3rd	13,669	38	7,557	3,077	4,463	17	31



Congestion Toll Exemption and Reduction Conditions

Exemption	Disabled drivers, low emission vehicles (Type 1-2), vehicle with 3 or more passengers , light van, vehicle with more than 11 people, etc.
Reduction (50%)	Light cars, low emission vehicles (Type 3), vehicles registered for use only on specific days.

Current Status and Problems

1. Problems with Various Exemption Requirements Verification Process

- Among vehicles passing congestion toll, in the case of disabled driver, low emission vehicle or vehicle registered on specific days, exemption or reduction of toll charge follows automatically through RFID license plate recognition
- In the case of vehicle with 3 or more passengers, the toll operator **directly checks inside** the vehicle after inducing the passenger to stop or slow down
- When the toll operator holds back the vehicle for checkup, smooth passage is restricted, and this leads to complaints related to accident risk
- Toll operators subjectively identify penalties, which means that **the accuracy of checking exemption conditions is low, resulting in complaints about mistaken toll charges**



Current Status and Problems

2. Controversy over tolls exemption for vehicles with 3 or more passengers

- When the passing vehicle is not thoroughly checked, there may be cases where the toll operator cannot identify the number of people inside due to vehicle's fast speed or window tint
- In this case, the vehicle is imposed a fine because it is classified as a non-paid vehicle, due to its unconfirmed exemption condition(3 or more passengers). However, drivers rise complaints against such fines because 3 or more passengers were on board at time of transit.
- To identify the number of passengers inside the vehicle in transit, a thermal camera was being used but it was impossible to check the exact number due to window tint or radiation

Request

- Request to prepare a plan to automatically identify the number of passengers inside a vehicle in transit

Social Protection

Hazardous Obstruction Management in Underground Shopping Malls using Digital Technology

(Boundary Line Enforcement, Disaster Prevention Facilities, Hazardous Obstruction Alert, etc.)

Seoul Facilities Corporation

Headquarters of Welfare & Economy

Emergency Exit Obstruction (Media Coverage)

[국가안전대진단]'대형화재에도 정신못차렸다'...비상구폐쇄·적치 여건

행안부, 자치단체별 주요 위험시설 분석·평가 발표
 점검 결과 시정조치 1만400개소·행정조치 4890개소
 과태료 부과 1232개소, 지난해보다 9배 이상 증가

백민욱 기자 | mkbae@newsis.com

등록 2018-05-10 14:00:00



[서울=뉴스시스]김선웅 기자 = 김부겸 행정안전부 장관이 10일 오전 서울 종로구 정부서울청사에서 2018년 국가안전대진단 추진 결과를 발표하고 있다. 2018.05.10. mangusta@newsis.com

【서울=뉴스시스】백민욱 기자 = 공공시설의 소방시설의 관리상태가 여전히 미흡한 것으로 나타났다. 제천·밀양화재 참사에서 지적됐던 비상구 폐쇄, 물건 격치, 방화문 훼손 상태 방지 등이 여건했다.

행정안전부(행안부)는 10일 이낙연 국무총리 주재로 열린 제37회 국정현안점검조정회의에서 확정된 2018년 국가안전대진단 추진결과를 발표했다.

국가안전대진단은 지난 2월5일부터 4월13일까지 실시됐다. 당초 29만8580개소가 계획됐으나 이보다 4만7766개소가 추가된 34만 6346개소를 점검했다.

매일경제 강남 지하쇼핑·백화점... 비상구 막은 상품더미들

2018년 1월 9일 화요일 A01면 종합

제천 참사에도 안전의식 실종

8일 오후 서울 동대문구 한 백화점 지하 1층에서 비상계단으로 이어지는 복도. 하루 유동인구 10만명의 이 백화점은 화재 때 불과 유독가스가 비상계단으로 번지는 것을 막는 방재문 앞에 상품 재고를 담은 박스 등이 성인 남성 키를 훌쩍 넘길 정도로 쌓여 있었다. '상품 적재 금지'라는 문구와 함께 "방화문 주변 상품 적재 시 임의 이동 조치하겠다"는 방재실 측 경고문이 무색할 정도였다. 백화점 고객에게 이곳은 재고 상품을 보관하는 창고처럼 보일 뿐 유사시 비상통로로 향하는 복도라는 사실을 알리기 어려워 보였다.

지난5일 오후 서울 지하철 2호선과 신분당선 환승역인 강남역 지하쇼핑센터. 하루 유동인구 20만명이 이곳에서 여성용 스타킹·레깅스 등을 판매하는 한 점포는 방화셔터 연동제어기가 설치된 장소 앞에 판매대를 설치하고 옷가지를 잔뜩 쌓아놓고 있었다. '소방시설 앞 상품 적치 금지'라는 경고 문구에도 아랑곳하지 않고 그 주변으로 의류들 빼곡히 진열해 유사시 참사를 막을 제어기 진입을 원천적으로 가로막고 있었다. 인근 현대론 매장에 근무하는 직원에게 방화셔터 제어기 위치를 묻자 당황한 기색이 역력했다. 29명의 목숨을 앗아간 지난달 21일 충북 제천 스포츠센터 화재 참사 19일째인 8일, 2층 여자 목욕탕에서 가장 많은 희생자가 나온 원인으로 비상문 주변의 불법 적재가 지적된 지 오래지만 대한민



8일 오후 서울 동대문구 한 백화점 지하 1층에서 비상계단으로 이어지는 복도 쪽에 있는 방재문 앞을 일고된 상품 박스가 가로막고 있다. <한주영 기자>

국은 막대한 희생을 치르고 얻어낸 교훈을 학습하지 못하고 있었다.

매일경제가 지난 5~8일 강남역, 명동, 영등포로터리 등 서울 소재 25개 지하도상가와 대형 백화점 등을 점검한 결과다. 소화전 등 비상소화장치 앞에 판매대가 부분별하게 진열돼 있거나 비상통로 안전을 확보하는 방재문 앞에 물건이 쌓여 있는 등 화재 발생 시 대형 인명 피해를 초래할 수 있는 안전불감증이 심각한 수준인 것으로 확인됐다.

이날 오전 서울 영등포로터리 지하쇼핑센터. 제각기 참사 준비로 분주한 상인들에게서 역시 안전의식은 찾아볼 수 없었다.

A29면에 계속 <양연호·류영록·강인선 기자>

Emergency Exit Obstruction (Problem)

Fire



Obstruction

Disaster

Emergency Exit Obstruction (Reality)



Real-time
Monitoring
Needs

Emergency Exit Obstruction (Challenge)

Current Status and Problem

- Regular vigilance on boundary lines (delineating where goods may be placed)
- Safe design utilization, managing obstructed emergency fire facilities
- However, the current system lacks real-time visibility

 Obstruction problems continuously occur around emergency exits and fire facilities

Challenge

- Real-time visibility to check hazardous obstruction (Real-time Monitoring)
- Boundary line compliance (Hazardous obstruction alert and warning system)

Thank you

The Current State of Middle-Aged Population in Seoul • Related Issues and Startup Cases



서울시50플러스재단
Seoul 50 Plus Foundation



T A B L E O F C O N T E N T S

- I. Current state of Aging in Korea and the Job market
 - II. Issues surrounding the middle-age group in Korea
 - III. Cases of middle-age startups
-

Current state of Ageing in Korea

The fastest ageing country

Aging Society → Super Aged Society

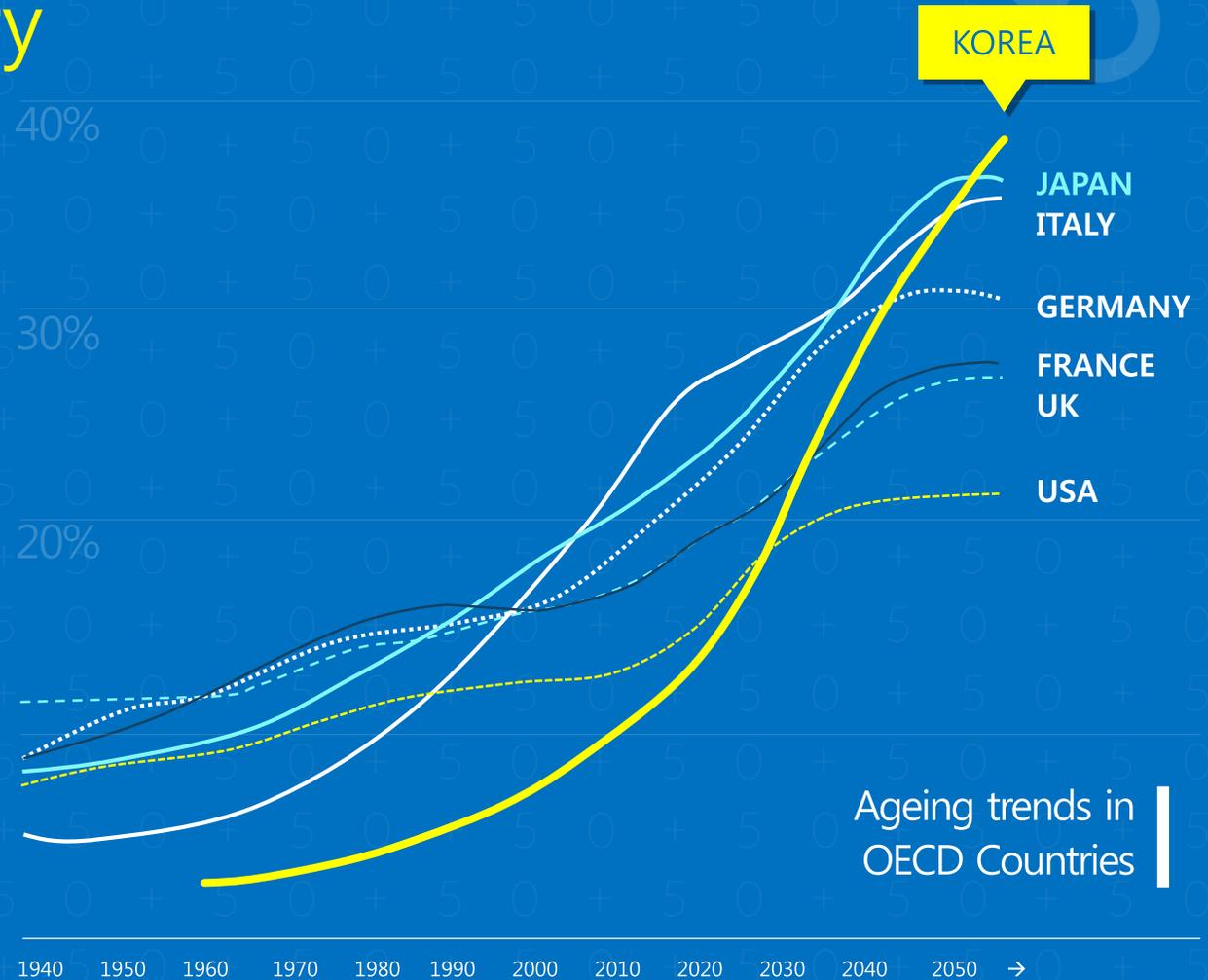
USA 94Years

JAPAN 36Years

Germany 77years

France 154Years

ROK 26Years



50+ Generation*

(This term is used by the 50+Foundation to refer to their target client group: middle-aged people between 50-64 years old.)



The first generation to live up to 100

HOMO-HUNDRED A New Life Cycle
(50+, The Third age, active senior)

50+ Generation: between 50 and 64 years old

One-fifth of Seoul population is in the 50+ generation?

The biggest percentage of Seoul population.



Children(below 14)
1.20mil



Elderly(Above 65)
1.26mil



Baby-Boomer Population Distribution



Expected rise of Retirement of Baby-Boomers within 30Years

* 2009 <UN report - World Population Ageing>

** 50+ generation is also called as the baby-boomers, the active-senior, the third-age, etc.

Who are the 50+ Generation in ROK?

Highly Educated & Experienced Workers
70% have received more than a secondary education

The Biggest contributors of
Industrialization & Democratization

50+

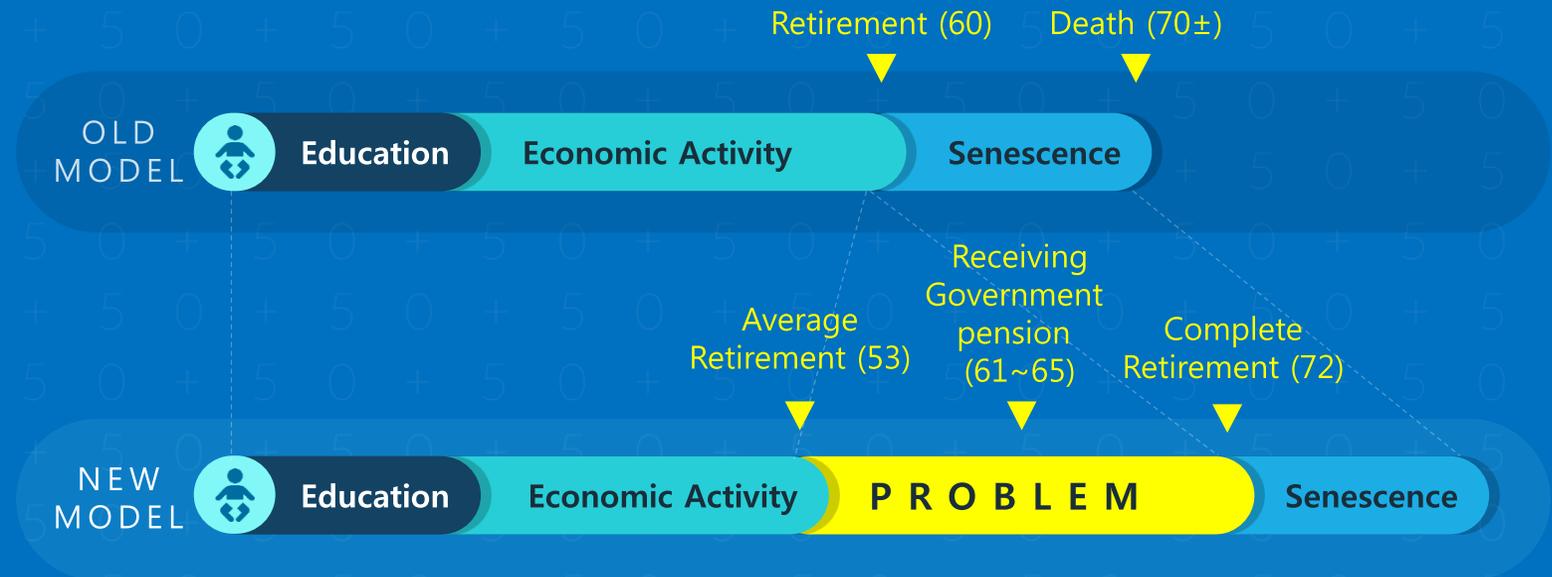
Supporting the whole family tree
Crutch Generation
(Financially supporting both younger and older generations)

Average Retirement Age **52.6**

Transition of Retirement Model in ROK

Early-retiring trend+
Baby boomer
retirement=

Problems in the
Ageing Society
are rising



	Life Expectancy	Happylife ¹	GAP
Korea	83.1	74.6	8.5
UK	82.3	76.6	5.7
GER	81.8	77.6	4.2

Happylife Index ?

Korean term defined by Seoul National University and Life Insurance Social Contribution Committee Korea. Measured by four indicators: Health, Economic, Personal Relationship, Engaging in social and leisure activities. (Happylife Index - 2017.10)

During this period of ones life, they are expected to be more socially engaged & have less economic problems.

Normal Pathways For the Second Career



Extension of Retirement Age

Clash between Generations in the Job market
Only 7.6% retire at the appointed retirement age → Raises Question in the effectiveness in lengthening the retirement age



Looking For Second Career

Low re-employment rate, job quality is lowered : 60% are part-timers or day laborers
Wage is lowered to 1/3: 5.93mil won/mo. → 1.84mil won/mo.



Self-employment

Many start their own business after retirement , but self-employed seniors earn less than 1.5mil won/mo. on average. (54% of the 50s, 65% of the 60's) Within Three years, Half of the Businesses shut down.



Venture Startup

Very low success rate. Less than 1% are listed on the stock market, Only 2.5% get private investment



Taking up farming, Exiting Cities

30% of the population exiting urban cities were the 50+age group in 2016
Decrease in Income, Job Crunch, Trouble Harmonizing with the locals

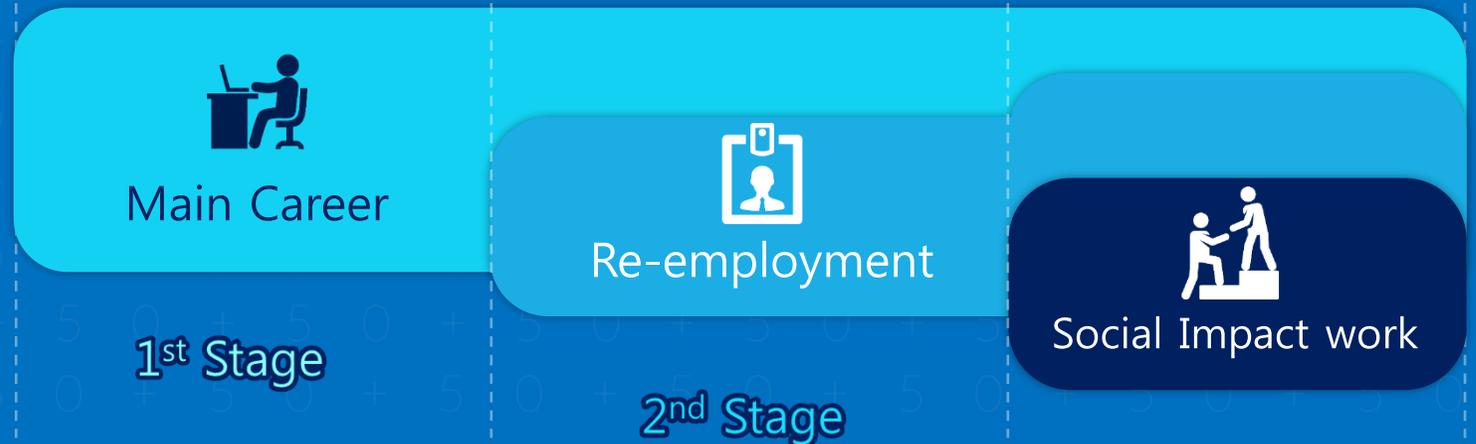
Need for
Introduction of
Effective
Policies
and Projects
Alternatives
for the 50+
Generation

Three-Stages of Life for the 50+ Generation

New approaches to tackle social issues of the Ageing Society

The New Middle-Age:

1/4 of the whole population, 1/3 of the working age population. (50 to 69)



Start of Career
(30)

First Retirement
(50)

Pension
(61 to 65)

Retirement
(72)

3rd Stage

50+ Generation: Problem or Opportunity?



Different from the traditional Senior group

- Highly educated
- Higher income
- Lifeline of the household



Facing Life Transition

- Family structure + change of life patterns
- Another phase of life

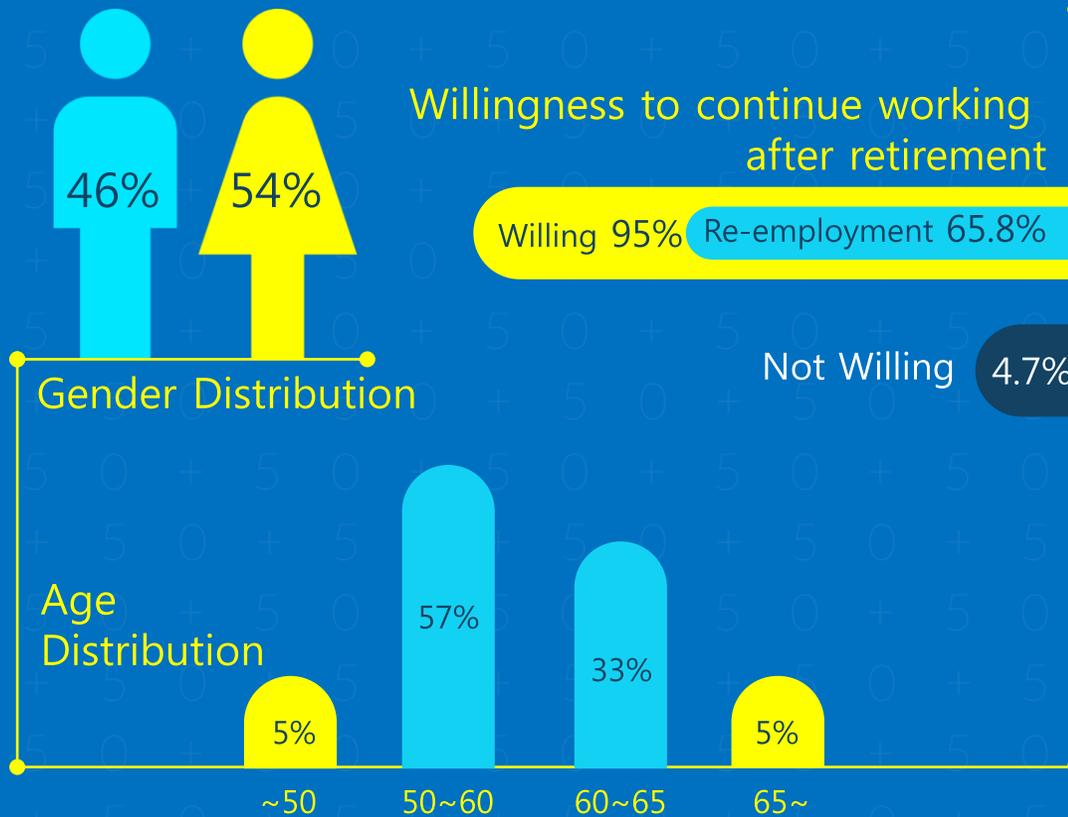


Blind spot for social security

- High spenders
- Gap between retirement and receiving pension

Subjects of the Social Support System, yet still **Contribute to the Economy**

Need for Building On/Offline Career Infrastructure for 50+ Generation



Considerations for re-employment

Commute Convenience
37%

Shared Social Value
48%

Opportunity To show capability
46%

Working Hours
43%

Considerations for Affiliated Group

Non-profit Org
28%

Self-employment
29%

Cooperative Union, Social Enterprise
43%

(Respondents n=555)

What are the characteristics of the 50+ Generation?





Issues surrounding 50+ Generation and their Needs

50+ (Re-employment, startup)

Innovative models for 50+ work is needed

- Providing Low entry-barrier work opportunities
- 50+Talent discovering
- Providing digital education sessions (computer, Social Media, Application)
- Developing new careers which inoculate work and leisure (laughing therapies, physical activities, meditation)
- Intern programs for seniors to enter a new career sector

An effective supportive system to help 50+ make a social impact is needed.

- Support programs for seniors who look after their grand children.
- Building labor database for those who want to contribute to philanthropic activities (field of interest, area)
- Running an Incentive system for social contribution.
- Providing socially contributing jobs at the community service center and public institutions within their neighborhood.



Issues and Needs surrounding 50+ Generation

Providing leisure activities for 50+

- 50+ Governmental support for leisure activities
- 50+ Setting role models for 50+ and giving them rewards.

Fostering 50+ education programs and instructors

- Establishing Database for 50+ instructors
- Expanding 50+ institutions nationwide
- Running various educative programs of cultural sciences and democratic system
- Running Academies for caregivers for 50+

Community spaces for 50+

- Opening up public spaces for 50+ community

Developing Programs for knowledge & wisdom transfer from seniors to younger generations

- Innovative activities for information exchange among different age groups



Issues and Needs surrounding 50+ Generation

50+(finance, health, social relationship etc.)

Supporting Positive Family Culture

- Providing spaces for Family reunions in public places
- Merging Senior house with Daycare centers, Co-raising
- Transferring new parenting trends to 50+

Service Center for improving 50+ living spaces

Finance education for 50+

- Educating for finance risks for 50+ and nurturing finance consulting experts
- Utilizing 50+ retired professionals to provide financial consulting services to local businesses.
- 50+ community for managing finance

50+ House sharing

Job-pool system within the village

- Recording the expertise of each villager in the system so they can collaborate when needed.

50+ Generation Startup Competition Cases

Team	Startup item	Company Status
Life telling	- Creating Lifebooks and running a podcast, "Life is Book" (Lifebooks are in magazine format celebrating seniors' lifetime achievements)	sole proprietorship
Legal Document (구,로,킵)	- Building a web platform to help seniors prepare legal documents (supplication, petition, statement etc.)	Founded
Housing Management Forum	- Integrated management system service for small apartments (call center→management, cleaning, security)	Founded
Sangam-dong Apartment Assoc.	- 50+Generation Landscaping and Gardening of Small Apartments	Founded
Prune Economy Community Health Center	- Economic education and financial consultations for socially disadvantaged - Promoting senior life consultants (economics, credit, etc.)	Founded
Our Neighborhood Veterans Association	- Home care service for veterans	Founded
10000makers	- Manufacturing and selling interior lighting with 3D printers	In preparation
Lucky Encounter	- Storytelling Tourism in Seoul (walking tour)	In preparation
Casa&Hisup	- Senior professionals search engine service	In preparation
GoRi	- Combining Travel with Hospital Visits Tour Clinic	In preparation
Cracker	- Art Collaboration Site	In preparation
Code Green	- Preventing Information Leaks through Screen Security	In preparation
Senior Board Cooperative Union	- Coding Board Game	In preparation
Golden Needle	- Launching Korean Traditional Hanbok Brand	In preparation
Life starts from 60	- Youth concept café geared towards 60+ Generation customers	In preparation

50+ Generation Talent Supporters ; Mixed Generation Startup Campus

Developing a platform to match a middle-age talent with a youth startup. The goal is to provide continuous support for team building to help the middle-aged talent accommodate himself with the startup company, while helping the company to stabilize their business.



Liberabit Ltd.

Liberabit Ltd. participated in the <2017 Middle-age Talent Supporters>. They provide services to change manual wheelchairs into automatic wheelchairs.



50+ Generation Talent Supporters; Guidance to Youth Startups

The Ministry of SMEs and Startups runs 'Mixed Generation Startup Campus' project, 50+ generation's activities to support youth. (Monetary incentives are given during the projects.)

The major organizer for 'Mixed Generation Startup Campus' project in Seoul and surrounding area 'Rehoboth Business Incubator Center' and Seoul 50+ Foundation Signed MOU in April, to cooperate in educating and supporting the matched startups.



7 Matched teams of <2017 Middle-age Talent Supporters>

Teams	50+ talent (Age/Capacity, Career)	Young startups (the Age of the Founder, Startup Business Item)
A	61/Marketing, Investment, Finance/Korea Development Bank, Board director of aerospace	28/Housekeeping Community Service
B	74/Veterinarian, Lecturer	31/Pet food based on big data
C	51/Engineer, Developer, Information Technology/Ssangyong Computer, KOICA, etc.	27/Content platform for Overseas Studying
D	54/Marketing, Investment/KOR-ASEAN Center, LG Electronics, etc.	27/Online platform for Korean cosmetics targeting overseas customers
E	49/Marketing Promotion/Cheil Marketing, KCDF, Banks, Hotels 등	28/ Visual Content development based on traditional Korean art
F	55/Engineer, Developer/Samsung Advanced Institute of Technology, Samsung Electronics Lab	38/prevention, reaction service for Medical accidents
G	56/Marketing, CS, Marketing, Management/Shipping Industry	29/Eyewear from natural materials