URBAN INNOVATION CHALLENGE: CITYPRENEURS

YOUNG SDGS START-UP COMPETITION IN SEOUL
CITYPRENEURS in 2018

Young SDGs Start-ups Competition in Seoul

- Info Session: 1st June - 15th August
- Applications: 25th June
- Workshop: Sep-Oct
- Consulting: Sep-Oct
- Mentoring: Sep-Oct
- Final Pitch: 31st October
Themes of Citypreneurs

Young SDGs Start-ups Competition in Seoul

- Green Energy
- Urban Mobility
- Social Protection
## Urban Issues in Seoul

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

<table>
<thead>
<tr>
<th>Traffic</th>
<th>Parking, Fare system</th>
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<tbody>
<tr>
<td>Environment</td>
<td>Food waste,</td>
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<tr>
<td>Culture</td>
<td>Tourist, Tourism programs</td>
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<td>Health</td>
<td>Hygiene, Hospitals</td>
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<td>Safety</td>
<td>Traffic, Disaster,</td>
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<td>Economy</td>
<td>Payment, Unemployment</td>
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<tr>
<td>Women &amp; Family</td>
<td>Parenting, Education</td>
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<tr>
<td>Welfare</td>
<td>Ageing, Retirement</td>
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<tr>
<td>Housing</td>
<td>Real estate, New-town</td>
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</tbody>
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### Seoul Energy Corporation
- **Green Energy**
- Fine Dust
- New Regeneration Energy

### Seoul Facilities Corporation
- **Urban Mobility**
- Road Traffic Toll System

### Seoul 50 Plus Foundation
- **Social Protection**
- Ageing Issues
- Women and Family Issues
- Road and Public Facility Safety
CITYPRENEURS

SEED TRACK(20)

- Target & Themes:
  - Early stage
  - 3 Themes
  - +Issues from Seoul

- Reward:
  - Prize of 24 million KRW
  - Awards from UN High Officials, SMG
  - Publication in investment magazines and reports

GROWTH TRACK(10)

- Target & Themes:
  - 3+ years
  - 3 Themes

- Reward:
  - Investment Reserve Fund
  - Private Demo Day
  - Publication in investment magazines and reports
## APPLICATION DOCUMENTS

| A. Company/Team Information | 1) Team name  
2) Date of Incorporation  
3) Theme selection related Product or Service/Idea  
4) Applying Track  
5) Site of the company  
6) No. Employees  
7) Capital & Revenue |
|----------------------------|--------------------------------------------------|
| B. Leader Information      | 1) Name  
2) Title  
3) Nationality |
| B. Business Proposal       | 1) Apply for Airfare Support (for overseas participants)  
2) Required Consent |
| C. Others                  | 1) Apply for Airfare Support (for overseas participants)  
2) Required Consent |
EVALUATION

Step 1. Document

Step 2. 1st Pitch

Step 3. 2nd Pitch

Compatibility

Plausibility Capability

Profitability Scalability
STATISTICS in 2017

Status of applicants in 2017

- Domestic: 73
- Overseas: 49

Status of themes in 2017

- Health: 34
- Education: 40
- Transportation & Environment: 21

RESULTS OF 1ST EVALUATION IN 2017

- Feasibility
  - Total: 4.59
  - Average of the selected: 7.46
  - Average of applicants: 4.59

- Profitability
  - Total: 12.62
  - Average of the selected: 17.5
  - Average of applicants: 12.62

- Compatibility
  - Total: 60
  - Average of the selected: 48.3
  - Average of applicants: 35.05

Cut-score: Compatible 45, Profit 10, Feasible 6
1st EVALUATION for the SEED

Compatibility (60)

Impact on Citizen needs and Seoul’s urban problems (30)
Impact on UN’s SDGs (30)

Plausibility (20)

Managerial competence and team member expertise (10)
Feasibility of business plans (10)

Profitability (20)

Originality and differentiation of business item (10)
Market size and attractiveness of business item (10)
1st EVALUATION for the GROWTH

Compatibility(50)

- Impact on Citizen needs and Seoul’s urban problems(25)
- Impact on UN’s SDGs (25)

Plausibility(25)

- Managerial competence and team member expertise(10)
- Feasibility of business and investment plans(15)

Profitability(25)

- Originality and differentiation of business item(15)
- Market size and attractiveness of business item(10)
2nd EVALUATION for the SEED

- **Compatibility (55)**
  - Impact on Citizen needs and Seoul’s urban problems (30)
  - Impact on UN’s SDGs (25)

- **Capability (25)**
  - Applicability and usability of the prototype (15)
  - Feasibility of business and investment plans (10)

- **Scalability (20)**
  - Current market size and potential for demand creation of the business model (10)
  - Market competitiveness of product / service (10)
2nd EVALUATION for the GROWTH

Compatibility(50)

- Impact on Citizen needs and Seoul’s urban problems(25)
- Impact on UN’s SDGs(25)

Capability(25)

- Applicability and usability of the prototype(15)
- Feasibility of business and investment plans(10)

Scalability(25)

- Current market size and potential for demand creation of the business model(15)
- Market competitiveness of product / service(10)
Thank you 😊

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