



# INSIDERS

YONSEI University X KOREA University  
Entrepreneurship Society

# DARE TO BE DIFFERENT!

- INSIDERS is a joint entrepreneurship society founded by students from Yonsei University and Korea University, both of which are highly esteemed institutions.
- In the latest QS World University Rankings 2024, Yonsei University secured the impressive position of #76, while Korea University closely followed at #79.
- With the collective talents and ambitions of our students, we are dedicated to establishing the most exemplary youth start-up network in Korea.

# INSIDERS HISTORY

Founded on November 8<sup>th</sup>, 2011

- Companies produced: **40+**
- INSIDERS members: **300+**
- Competition Awards: **50+**
- INSIDERS Mafia Cumulative Startup Enterprise Value: **\$2 Billion+**

# INSIDERS

## MAFIA ALUMNI



LINER

Asia's first AI Agent that highlights discovery engine to collect, manage and develop insights



Okestro

Gold Member of OpenInfra Foundation



Salady

#1 fast food salad franchise in Korea



Voithru

AI-based crowdsourcing subtitle platform



Sparta

2022 Brand of the Year #1 in coding education



Kim Caddie

An app providing information and reservation for indoor screen golf centers

# INSIDERS

## MAFIA ALUMNI



Voithru



OKESTRO

SentBiz



Planfit



BOLT & NUT  
하드웨어 아웃소싱 플랫폼

YOUNIV

바른생각

stayer

mealligram



[c.]  
constant

SPARTA

슈퍼멤버스



Labnosh.

FIVELINE

# MISSION



Connect the gap between entrepreneurship learning and business execution by turning ideas into real businesses

Demonstrate how to navigate and network within the entrepreneurial ecosystem

Cultivate young entrepreneurs

# VISION



INSIDERS aims to establish the most exceptional student-led youth entrepreneurial ecosystem in Korea.

# CORE VALUE



Entrepreneurial Mindset  
Executive Power

# THE *goal* OF 25<sup>TH</sup> INSIDERS IS...

To expand the INSIDERS MAFIA network by focusing on  
its essence as "an incubator for start-ups"

## [ Internal Goal ]

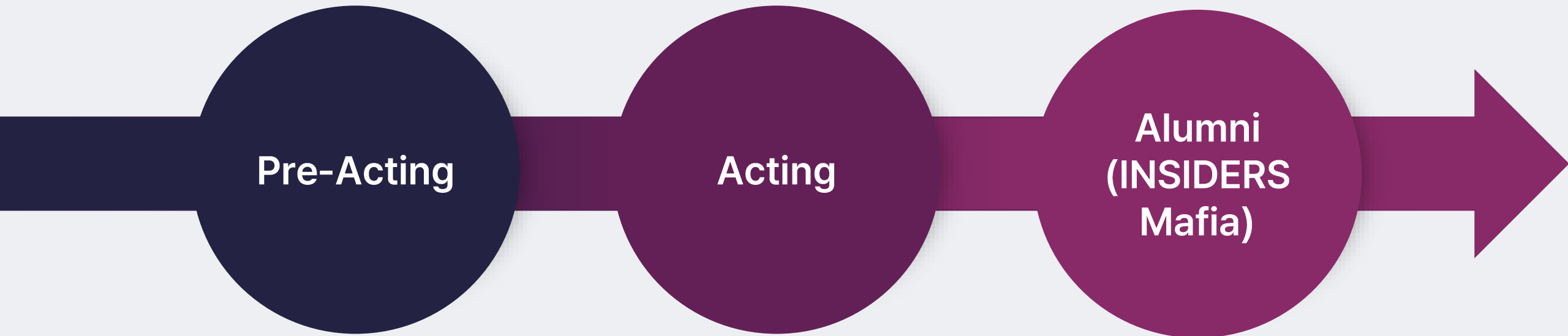
Planning a variety of regular and special sessions

Scaling up existing events to provide a solid foundation for our members to develop into a successful entrepreneur.

## [ External Goal ]

Establishing INSIDERS as a reputable and enduring brand.

# *M*EMBER **SYSTEM**



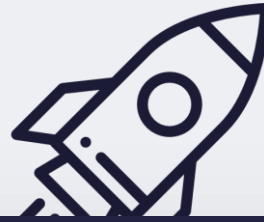
Pre-Acting

Acting

Alumni  
(INSIDERS  
Mafia)



- **The \$50 Challenge:** This project draws inspiration from Stanford University's "the \$5 Challenge." Its objective is to generate maximum profit with a starting capital of \$50.
- **Global Startup Benchmarking Session:** We use case studies of successful overseas startups to develop new strategies tailored for the domestic environment.
- **BUSINESSthon:** Within three hours, we create business items after defining the problem and identifying their target market within a designated topic. In the subsequent three hours, we focus on completing the IR deck and enhancing the specificity and realism of the generated items.
- **Lean Startup Session:** We launch items in a lean manner and constantly pivot based on customer feedback and performance marketing to achieve the Product-Market Fit (PMF).



## MVP Project

We develop Minimum Viable Products with the goal of initiating an actual startup and participating in INSIDERS Demo Day.

Members gain hands-on experience in the initial startup process, drawing upon their competence acquired from previous sessions.

### Speaking Events

entrepreneurially-minded speakers from diverse industries and backgrounds (founders, alumni, venture capitalists)

### Company Visits

Exploring start-up companies and networking with the founder

**Weekly  
Coffee Chat**

**Various  
Networking Sessions**

## Homecoming Day



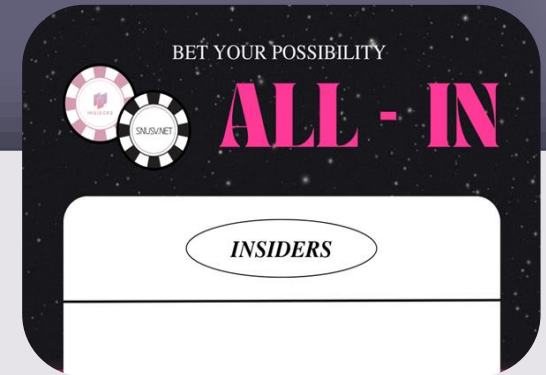
This event commemorates the establishment of INSIDERS and serves as a platform for fostering connections between senior and junior members, thus enhancing the cohesion of our INSIDERS network.

## INSIDERS Demo Day



This event introduces the journey of the MVP project. Building on the success of our 24th Demo Day, our first-ever Open Demo Day, we aspire to broaden our impact and foster a thriving environment within the student startup ecosystem.

## Joint Demo Day



A joint demo day is to be held with SNUSV, Seoul National University's Entrepreneurship Society. We receive valuable feedback from esteemed judges and strengthen the network between the two societies.

# SPECIAL EVENTS

## Acting period is for practical experience.

After the Pre-Acting period, members will choose one of the following activities to venture into the entrepreneurship ecosystem:

- 1 Continuing or Initiating Entrepreneurial Ventures:** Members can either continue working with their MVP teams or begin individual entrepreneurial endeavors. They will share updates within the members through official sessions.
- 2 Startup-related Organization Internship:** Participants will gain hands-on experience in active and growing startups, observing and contributing to their growth.
- 3 INSIDERS Executive Team:** Serving as part of the INSIDERS team, these members will support the entrepreneurial activities of fellow members and contribute to fostering the entrepreneurship ecosystem.

# POSITIONING OF INSIDERS

## IN KOREAN STARTUP ECOSYSTEM

### FORUMs



Korea Startup Forum  
Korea Venture Business Association (KOVA)  
Entrepreneur's Organization (EO)

### VC Houses



BASS Investment / Strong Ventures  
Mashup Angels / Bon Angels  
Spring Camp / Future Play / D2SF by Naver  
Bluepoint Partners / Partners Investment

### Other Organizations



SNUSV.NET



EO Studio / Seoul National University Student Venture Network (SNUSV) / Yonsei University IHEI Workstation / Korea University Crimson Startup



# INSIDERS 25<sup>TH</sup> EXEECTUVIES

Organizational  
Development Manager

Strategy  
Manager

Partnership  
Manager

Treasurer

Co-Presidents



# Thank you



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Entrepreneurship Society