An aerial view of San Francisco at dusk. The Golden Gate Bridge is visible in the upper left, spanning across the water. The city skyline is filled with numerous skyscrapers, many of which are illuminated with warm lights. The sky is a mix of blue and orange, suggesting the time is either early morning or late evening. The overall scene is a vibrant and detailed representation of the city.

# **Go Global “INSIDERS”**







**Episode No. 01.**

**San Francisco Bay Area Project**

**Introducing.**

**INSIDERS(based in Seoul, Korea) is a joint entrepreneurship network started in 2011 by students dreaming of starting their own business.**

**Running for more than 12 years, the total corporate value of INSIDERS Mafia has now exceeded \$2.5Billion, and includes the following companies**

 <b>LINER</b>	Asia's first AI Agent that highlights discovery engine to collect, manage and develop insights
 <b>Okestro</b>	Gold Member of OpenInfra Foundation
 <b>Innovaid</b>	Connecting dentists and labs for digital dentistry
 <b>Voithru</b>	AI-based crowdsourcing subtitle platform
 <b>Sparta</b>	2022 Brand of the Year #1 in coding education
 <b>Planfit</b>	An app providing personalized AI coaching as well as recommendations for workout routines

**Why global?**

Within our network, we now have more than 50 successful venture companies.

However, most of them are still at the domestic level and while they aspire to enter the global market, many face challenges due to differences in the market.

### *So we started to question*

- 1) Why aren't there any Global Unicorns like Noom, Sendbird & Moloco within us yet?
- 2) Why aren't there any Startups like Marqvision(YC S21) and Syncly(YC W23), aiming for larger markets and growth from day one, within us yet.

Furthermore, considering that only about three Global Unicorns have been originated from Korea, we realized that this isn't the issue that we alone are experiencing.

Reflecting on the achievements of Korean entrepreneurs within the domestic market, we believe that the limited emergence of more global unicorns isn't due to a lack of capability.



A mid-core/casual mobile game company with annual sales of 36.2 million USD. With a valuation of 12 million USD, the subsidiary Supercent stands as Google's sole joint business plan partner in Asia.



A cloud B2B SaaS company selected as a pre-unicorn company. With a cumulative investment of 91.5 million USD and annual sales of 30.5 million USD, it has succeeded in securing 76 million USD worth of Series B investment.



A personalized AI company ranked as one of the top 100 promising companies in Forbes Asia. With 90% of service users being global, it is selected as one of the 2022 Top 10 Global Trending Extensions in Google Chrome Web Store.



An AI-based translation/subtitle production company, conducting M&A as a subsidiary of Kakao. Focused on media content expertise, it plays a pivotal role in technically facilitating the global expansion of K-content.

**We believe that for talented and passionate Korean entrepreneurs to achieve outstanding results in the global market, they should adopt a global approach from Day One.**

(Startups already established in the domestic market can be hindered by differences in market, culture, and other environmental factors when they attempt to expand overseas)

To make our vision into reality, **we believe that the environment for young entrepreneurs to go global from Day One should manifest.** Environment here includes not only physical presence but also network development or overcoming cultural differences.

We believe that, when such an environment is established, **Korean startups can succeed in the global market by gaining a competitive edge.**

(Much like Sendbird succeeded by employing skilled engineers at a low cost to reduce operational expenses. )

**Why us ?**



INSIDERS holds **extensive networks within diverse startup ecosystems** and is actively expanding its reach ceaselessly. In the process of the GO GLOBAL PROJECT, we have further expanded our network, both domestically and in Silicon Valley.

Entering the global market becomes challenging if companies miss their timing in their early stages. That's why we are dedicated to **nurturing young entrepreneurs with a vision to go global right from Day One.**

Driven by the exceptional **capabilities and passion** of our young members, combined with **a robust network**, INSIDERS stands as an organization positioned to serve as **a long-term catalyst for the emergence of a GLOBAL UNICORN in Korea.**

# Positioning of INSIDERS in Korean Startup Ecosystem

## FORUMS



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

## VC Houses



## Other Organizations



SNUSV.NET



STARTUP ALLIANCE



DREAMPLUS

**GO GLOBAL**

**(Dream big & Start small)**

## **[01. Dream Big]**

Drawing inspiration from existing programs from Draper University and Plug and Play, our goal is to craft a practical acceleration program to foster skills essential in managing a successful startup. This program aims not only to empower startups with hands-on experience but also to provide valuable insights by arranging domain-specific meetups and providing an enriching environment for Korean entrepreneurs seeking global expansion.

## **[02. Start Small]**

Having established a network in Silicon Valley, we plan to offer mentorship to teams aspiring to go global. This will include lectures from key local figures and team-specific conference calls.

# **01. Dream Big .**

**"We are Ready to Work Hard No Matter What"**

**In addition to simple product design & management, there exists multiple factors to be considered in order to reduce the probability of failure in the extreme uncertainty of start-ups, such as corporate culture, decision-making, and other differences between global start-ups and Korean start-ups.**

**However, many areas exceed the scope of knowledge from books and can only be grasped by listening to the experiences of those immersed in the field.**

**Therefore, we are not only ready but are actively strategizing a comprehensive "End to End" acceleration program designed to offer meaningful insight to our young entrepreneurs.**

## 02. Start Small .

While it may seem like a small initiative, we are committed to planning this project independently. Unlike other programs, which can be expensive and often have limited content, we believe that managing the project ourselves allows us to broaden our experiential scope and delve deeper into specific subdomains.

### **Lectures**

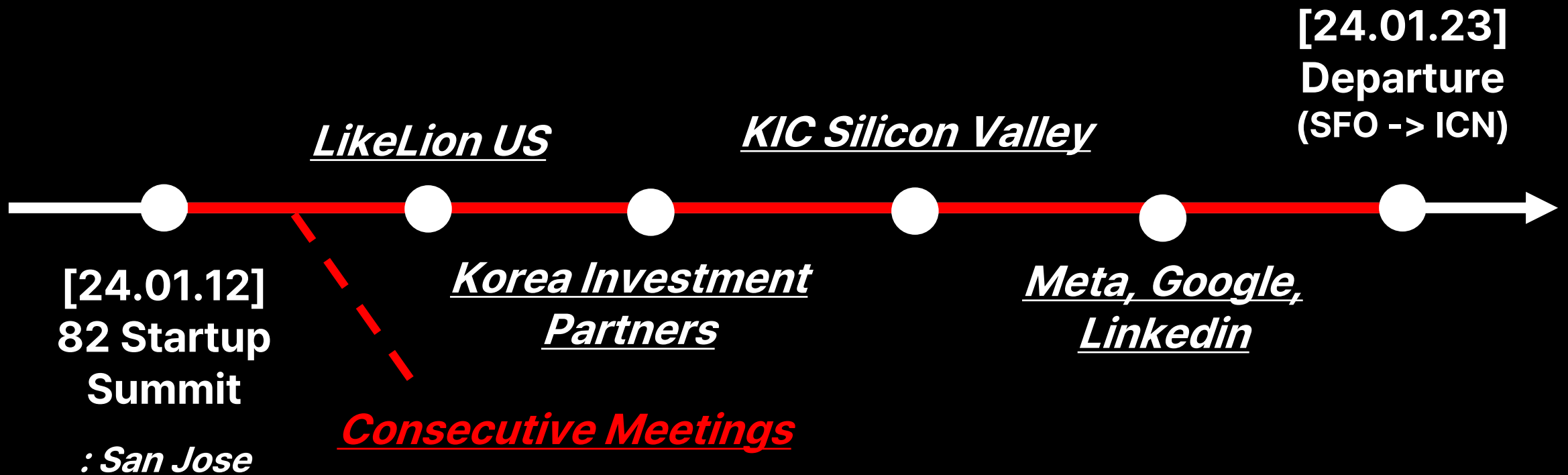
While videos easily found online offers abundant content, it often lacks in-depth insights. Whether online or offline, we believe there is significant value in gaining a more comprehensive understanding of the company's internal workings through lectures delivered by local entrepreneurs.

### **Mentoring**

Early-stage founders, who have not yet ventured overseas, lack the opportunity to experience the vivid stories from the field. Our approach involves one-on-one mentoring for selected teams, ensuring a personalized and enriching learning experience.

**What we need**

During the project planning phase, we engaged in online discussions with key figures in Silicon Valley. However, given the challenges of sustaining in-depth conversations in a non-face-to-face setting, we've made the decision to visit Silicon Valley from January 11th to January 23rd. During our visit, we aim to hold meaningful meetings, enhance the project plan, and actively promote our initiative to a bigger audience.





Throughout our journey, we've dedicated ourselves to expanding our network to the fullest, resulting in the establishment of valuable connections.

Yet, many questions remain unanswered, like:

- 1) What type of Koreans entrepreneurs are there in this area?
- 2) Are there additional acceleration programs beyond those we're familiar with?
- 3) Whom and where should we meet during our visit?

With this in mind, we kindly request your assistance in **connecting us with entrepreneurs and individuals working at local startups**. We are fully committed to maximizing the value of the network, effort, and time you've generously provided to us.

# Special Thanks to...

PRIMER SAZZE



82STARTUPS





**INSIDERS**

**where global unicorns will spring.**