Wednesday, June 15, 2016 / 10:00 AM-5:00 PM
Microsoft Technology Center NYC
#KOREANSTARTUPSUMMIT

HOSTED BY
Small and Medium Business Administration

ORGANIZED BY

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NIXON PEABODY
SCHEDULE

10:00  OPENING
Mr. Hyo-Choon Yoon, Executive VP for SME Support at KOTRA
Kathleen Warner, Executive Vice President of NYCEDC
Mr. Young-Sup Joo, Minister of SMBA (Small and Medium Business Administration)

10:25  KEYNOTE
Tereza Nemessanyi, Entrepreneur-In-Residence NYC, Microsoft

10:45  STARTUPS PITCHING
Alive / Stratio / Ripple Buds / Loxoid Labs / Ufirst / Business Insight / SEWorks / Huinno

11:25  BREAK

11:30  STARTUPS PITCHING
Double Me / EOFlow / SeersLab / Everspin / Specclipse / StudioXID / JDSound

12:00  LUNCH, SPECIAL SPEAKER, & PRESENTATION BY NIXON PEABODY LLP
Patrick Chun, Founder & Managing Partner at Juxtapose
Startup Law 101: Incorporation, Fundraising, and IP Strategy for Startups
-Richa Naujoks, Partner at Nixon Peabody
-Sean Kim, Associate at Nixon Peabody

2:00  INVESTORS PANEL: LATEST FUNDING CLIMATE & TIPS FOR KOREAN STARTUPS
David Lee: Investment Director at &Beyond
Eric Kim: Vice President of New Leaf Venture Partners
Heesun Lho: Venture Partner at 500 Startups
Shawn Cheng, Principal at Vayner/RSE
Moderated by Sang Lee: President of KSE / CEO & Founder of DarcMatter

2:45  STARTUPS PITCHING
Paideia Systems / Wanted / Paper and Soap / NORY / FROTH / Tangram (Update)

3:20  KEYNOTE
Amir Orad, CEO of Sisense

3:45  RISING KOREAN ENTREPRENEURS PANEL: FROM IDEATION TO MAINTAINING A SUCCESSFUL BUSINESS
Seung Bak, CEO & Co-founder of DramaFever
Solomon Choi, CEO & Founder of 16 Handles
Sophia Sunwoo, CEO & Co-founder of Water Collective
Christine Chang, CEO & Co-Founder of Glow Recipe
Moderated by Melody Hahm - Writer & Reporter at Yahoo Finance

4:40  CLOSING REMARKS & AWARD CEREMONY

5:00  UNOFFICIAL NETWORKING AT STITCH BAR (247 W 37TH ST.)
OPENING REMARKS

MR. YOUNG-SUP JOO | MINISTER OF SMBA (SMALL AND MEDIUM BUSINESS ADMINISTRATION)

Dr. Young-Sup Joo is currently the Administrator of Small & Medium Business Administration (SMBA) of Korea. Some of his notable public and academic experiences include, Member of the National Economic Advisory Council (Constitutional Advisory Board for the Korean President), Member of the Special Committee of National Future Growth Engines, National Science & Technology Council, and Chairman of the Industry Collaboration Committee at the College of Engineering & Visiting Professor at Department of Mechanical and Aerospace Engineering at Seoul National University. Dr.Joo also has extensive corporate experiences, including President & CEO at Hyundai Autonet (Hyundai Motor Group), President & CEO of Bontec (Hyundai Motor Group), and Head of Asia Pacific Region, GE Thermometrics (GE Group), among many others.

Dr. Joo received his Ph.D. in Industrial Engineering at Pennsylvania State University, M.S., in Production Engineering at the Korea Advanced Institute of Science (KAIST), and a B.S. in Mechanical Engineering at the Seoul National University in Korea.

MR. HYO-CHOON YOON | EXECUTIVE VP FOR SME SUPPORT AT KOTRA

Mr. Hyo Choon Yoon is currently the Executive Vice President for SME Support at KOTRA. Mr. Yoon joined KOTRA in 1984 and since dedicated his professional career at KOTRA supporting and serving the needs of Korean SMEs in various parts of the world, with a special focus on India and China. He served as Director General in Chennai, India from 2003-2007, Director General of Dalian, China from 2010-2013, and China head office Executive Vice President from 2014-2015, before assuming the current position.

Mr. Yoon received a Masters in Technology Management at SUNY Stony Brook University and a Bachelor of Economics at Pusan National University in Korea.

KATHLEEN WARNER | EXECUTIVE VICE PRESIDENT OF NYCEDC

Managing Director of the Center for Economic Transformation

Kathleen D. Warner is the Executive Vice President and Managing Director of the New York City Economic Development Corporation’s Center for Economic Transformation. CET works with industry leaders to address the needs of NYC’s legacy and emerging businesses by analyzing current economic trends, developing innovative strategies, and implementing transformative programs that help businesses thrive and New Yorkers to gain access to quality jobs. Kathleen has a tremendous track record of working at the intersection of technology, innovation, and public service. As COO and founding member of the Startup America Partnership, Kathleen was instrumental in creating Startup America’s national brand, engagement and growth strategy, leading the relationships with founding sponsors, the Case Foundation & the Kauffman Foundation, its all-entrepreneur board and with its key public partner, the White House. She served as Entrepreneur-in-Residence and strategist with the venture capital firm Inspire Ventures; as District Director for Congressman Jim Himes (CT), as a Managing Director with Bear Stearns, and as a corporate lawyer with Day Pitney and Debevoise & Plimpton.
KEYNOTE & SPECIAL SPEAKERS

TEREZA NEMESSANYI | ENTREPRENEUR-IN-RESIDENCE NYC, MICROSOFT
Tereza Nemessanyi is Microsoft’s entrepreneur in residence in New York, helping high-growth startups go further and faster by leveraging the best of Microsoft technologies and channels. A seasoned media and technology entrepreneur and executive, Tereza’s breadth and depth of experience spans high-growth startups and the world’s largest enterprises. Companies she has worked with, at senior levels, include PWC, IBM, The Walt Disney Company, Unilever, Symphony IRI, Interpublic Group, and the InterAmerican Development Bank (IADB). She was a ground-floor member of a startup team which IPO’d (CETV). She’s been named a Forbes “Ten Female Entrepreneurs to Watch” (2011) and a “Top 40 over 40” (2015). Tereza is a sought-after speaker (TED, SXSW) and blogger (Reuters, Huffington Post). She holds an MBA from The Wharton School. She lives in New York with her husband and two daughters.

AMIR ORAD | CEO OF SISENSE
Amir Orad is a successful CEO, entrepreneur and Big data analytics, Cyber security and Fin-Tech thought leader. With focus on building and scaling companies, Amir has led startups to become industry leaders with hundreds of millions in revenue as well as numerous M&As. Amir is the CEO of Sisense, a fast growing Business Analytics company simplifying complex data for biz users, known for its innovative in-chip technology. Described as “A nasty shock for the big [BI] boys” by ZDNet, and as “Taking “Disruption” to the next level” by Forbes, Sisense is sending a shock wave across the business intelligence industry. Prior to Sisense Orad was the CEO of NICE Actimize the financial crime and analytics software leader monitoring billions of transactions at the world’s top institutions. Orad led the company’s business functions since it was a $30M business to a $200M run rate, first as EVP and later as President and CEO. Prior to Actimize, Orad was co-founder and EVP Product/CMO of Cyota, a cyber security and payment authentication cloud company protecting over 100 million online users, acquired by RSA Security for $145M. Following the acquisition, he was VP Marketing at RSA. Orad is also a founding board member at BillGuard and Screen and advises multiple startups. He lives in New York with an MBA from Columbia University and B.Sc in Computer Science and Management from Tel Aviv University.

PATRICK CHUN | FOUNDER & MANAGING PARTNER AT JUXTAPOSE
Patrick Chun (전광율) has spent the last decade operating, building, and investing in technology businesses. Patrick is the Managing Partner at Juxtapose, an innovative fund focused on building and investing in high-growth consumer businesses, in New York City, from the ground up. Prior to founding Juxtapose in 2016, Patrick was a partner at Thrive Capital, the NYC-based venture fund founded by Josh Kushner that has backed disruptive consumer businesses including Instagram, Spotify, Slack, Twitch, Oscar, Maple, and Instacart. In addition to investing, he spent significant time at Thrive building, hiring, and supporting companies at their earliest inception. Patrick has also held investing and operating leadership roles at Accretive, New York’s leading dedicated fund to building in-house businesses, and Bain Capital Ventures, the $850M venture arm of Mitt Romney’s private equity business. Patrick has a Bachelors degree in Economics from Harvard College, a Masters degree in East Asian studies from Harvard Graduate School of Arts and Sciences, and an MBA from Harvard Business School. While at HBS, Patrick was elected as student body president, the first Korean-American to represent the school in that capacity.
David Lee is currently the Investment Director at &Beyond, a startup studio, and leads its US operations. He focuses on finding innovative US startups and business models that have strong potential to succeed in Korea/Asia, while also creating disruptive businesses in Korea/Asia. Prior to &Beyond, he was a Strategy Consultant at Bain & Company NY, and the European market Product Champion at LGE’s Mobile Division. He has also spent time at startups that later became Unicorns, such as Coupang and Nexon. David holds an MBA from Harvard Business School, and a BBA from Yonsei University.

Eric Kim joined New Leaf Venture Partners in 2013 and is a Vice President focused on Information Convergence investments. From 2011 through 2013, Eric was an Associate at Francisco Partners, where he concentrated on diligence and company oversight efforts on the firm’s healthcare information technology portfolio. Prior to joining Francisco Partners, Eric worked for three years at McKinsey & Company as a Business Analyst in their Corporate Finance Practice. Eric received his dual B.A. in Mathematical Methods in the Social Sciences and Economics from Northwestern University.

Heesun is currently a Venture Partner at 500 Startups and is based in New York City. While in Seoul, Korea, she was Co-Founder & CEO of Vengine, a recruiting platform for startups, and did Business Development and Strategy work for CLO3D, a startup working to bring efficiency to fashion and CG through 3D virtual clothing. Previously, Heesun was VP of Projects at YouNoodle, a startup based in San Francisco building large-scale entrepreneurship campaigns around the world for universities, corporates, and government. Heesun received her M.A. in Education and B.A. in Human Biology from Stanford University, where she also served as Co-President of BASES (Business Association of Stanford Entrepreneurial Students). Heesun remains on the Board as an advisor for BASES.

Shawn Cheng is a Principal at Vayner/RSE, Gary Vaynerchuk’s venture capital firm. Vayner’s focuses early stage investments for startups in need of strategic guidance in marketing and storytelling. Prior to joining he worked in Digital Strategy, Digital Advertising, Social Media and Search at BBDO, Razorfish and VaynerMedia for 10 years. He has also been working with startups for over 5 years and helped to build dozens of brands such as, Mondelez, GE, Starwood Hotels and Victoria’s Secret. Originally from California, he now lives in Brooklyn and is currently interested in virtual reality, esports and consumer applications.

Sang H. Lee is the CEO and founder of DarcMatter, a global fintech platform that streamlines the capital raising process for asset managers and provides investors with transparent and direct access to funds in the asset management industry. He is also the founder and President of Korean Startups & Entrepreneurs (KSE), a non-profit organization seeking to cultivate and develop the technology startup ecosystem in the United States, particularly involving Korean-Americans and South Korean founded companies.
SOLOMON CHOI  |  CEO & FOUNDER OF 16 HANDLES

Solomon Choi is the founder and CEO of 16 Handles, New York’s leading frozen dessert brand with over 40 locations in the East Coast and internationally in the Middle East. He moved to NY in 2008 from California and brings 15 years of hospitality and foodservice management experience. Solomon has been featured on MSN, CNBC, Bloomberg News, ABC News, Fox Business, The Wall Street Journal and The New York Times, among many others. He is a graduate of the Marshall School of Business at USC with a degree in Marketing.

SEUNG BAK  |  CEO & CO-FOUNDER OF DRAMAFEVER

Seung Bak is the CEO and co-founder of DramaFever, a subsidiary of Warner Bros. DramaFever builds and operates a portfolio multi-platform online video services that super-serve passionate audiences for select entertainment categories. Seung led the company since its inception in 2009, including its initial sale to SoftBank in 2014 for over $100 million followed by a subsequent sale to Warner Bros in 2016. Prior to founding DramaFever, Seung was Vice President and Chief Marketing Officer for Capital IQ, a leading provider of information services to the global financial community. Seung served a variety of marketing, sales, strategy, finance, and operational roles in helping Capital IQ grow from a seed stage startup to a $400+ million revenue business. Previously, he was an investment banker at CapitalKey Advisors, the precursor to Capital IQ, where he advised venture-stage and middle-market companies. Seung is a member of the Young Presidents’ Organization NYC Chapter. Seung earned a BA in Economics from the University of Rochester.

SOPHIA SUNWOO  |  CEO & CO-FOUNDER OF WATER COLLECTIVE

Sophia is the CEO and Co-Founder of Water Collective, an organization founded to fix and prevent broken water projects in the developing world by building community ecosystems of water maintenance care. Since 2012, the organization has secured clean water for over 76,000 people in West Africa. Sophia built and sold her first company when she was 19, which had products placed in 250 retailers worldwide and was worn by celebrity clientele. She continued to manage projects over $1 million in value for Fortune 500 companies in hospitality and technology, and focused her undergraduate studies on effective market strategies to lift the resource-constrained out of poverty. Sophia holds a BBA from Parsons School of Design Strategies and the New School, and is currently pursuing her MPA in International Economic Policy at Columbia University. She was listed as a leading force in Social Entrepreneurship on Forbes’ 30 Under 30 list, awarded the Fred Alger Finance Award, and was a NY pitch finalist at ELLE Magazine’s Impact2 Awards.
Christine Chang is Co-CEO and Co-Founder of Glow Recipe, a destination for Korean innovations. Combining her passion for skincare with an extensive background in marketing, brand development and business development, Christine Chang is a uniquely bi-cultural beauty expert. Christine began her career at L’Oreal Korea and was eventually tapped to join the business development team at the Kiehl’s New York City headquarters, working with dozens of markets globally. Before she left L’Oreal, she was Assistant Vice President and category head for global skincare for Kiehl’s.

With her partner Sarah Lee, Christine co-founded Glow Recipe in 2014, with the mission to make curated Korean beauty innovations easily accessible to beauty-forward women around the world. In addition to being one of the fastest growing Korean beauty e-commerce sites, Glow Recipe uniquely functions as a brand incubator, helping to foster K-beauty brand partnerships with key US retailers such as Sephora, Ulta and Birchbox. Glow Recipe recently appeared on ABC’s Shark Tank, and has received extensive press coverage in global media outlets such as Vogue, Fortune, and Chosun Ilbo.

Christine earned her Master’s degree from Columbia University and graduated from Washington University in St. Louis. She currently lives in New York.

Melody Hahm is a reporter who covers entrepreneurship and the startup industry at Yahoo Finance. She previously worked for CNBC’s flagship show “Squawk Box,” where she was a segment and breaking news producer as well as a social media editor. Hahm graduated from Bowdoin College with a degree in Spanish literature and international relations. She is fluent in Spanish and Korean.
STARTUPS

ALIVE | Powerful Hollywood movie studio in your pocket!

BUSINESS INSIGHT | PickyPicker - the real O2O shopping guidance that leads you to the finest choice!

DOUBLEME | Provides real-time 3D performance capture technology that generates “live-action 3D models”

EOFLOW | Smart wearable drug delivery.

EVERSPIN | The world’s first dynamic security solution for mobile applications.

HUINNO | The first smartwatch to continuously, accurately, and quickly measure clinically-relevant bio-metrics.

JD SOUND | Globally innovative audio technology developer and manufacturer.

LOOXIDLABS | Eye-brain interface for the next generation hardware platform.

FROTH | Subscription-based cocktail passport to your city’s favorite bars.

PAIDEIA SYSTEMS | Become an expert reading coach for your child with the Nation’s First Smart Reading Log.

NORY | Airbnb for Kids classes.

SEERSLAB | New creative concepts of face-tracking stickers, virtual animated effects, and real-time video photoshop technology.

SEWORKS | A team of seasoned white hat hackers and security experts who provides the most powerful mobile app security solution, AppSolid.

SPECLIPSE | Catch skin cancer early with SpectraScope! -Laser-based, real-time, non-invasive skin cancer diagnostics.

STRATIO | Bringing infrared vision to the mass market.

STUDIO XID | Interaction Prototyping tool for Designers.

RIPPLEBUDS | World’s first noise blocking earbuds - SPEAK with the EAR!

UFIRST | The first neckband for the deaf and hard of hearing.

PAPER AND SOAP | Software Defined Enterprise IT Solutions.

WANTED | Refer your friend to a better job and get rewarded.

JUDGES
- DAVID TETEN, Partner at ffVentures
- JOSEPH COYNE, Investor/Principal at Samsung Global Innovation Center
- MURAT AKTIHANOGLU, Managing Director at ERA
- JOHN ASON, Angel Investor
- JESSICA PELTZ-ZATULOVE, Partner at KBS Ventures
Richa is a partner in the corporate transactions practice group at Nixon Peabody LLP. She represents clients in mergers and acquisitions, commercial transactions and capital raises, including advising on exempt offerings under U.S. securities laws. A large part of Richa’s practice is cross-border transactions, including representing startups in India, other parts of Asia and Europe seeking to raise their seed, Series A and subsequent rounds of financing in the United States. She frequently acts as outside general counsel to early-stage companies, advising them at all stages from incorporation to exit. Richa is a Co-Chair of the India Committee of the American Bar Association’s Section of International Law and heads the firm’s South Asia practice. Richa also co-heads the impact investment practice at the firm. Richa received a B.A., LLB (Hons.) from the National Law School of India University and an LL.M from the University of Washington School of Law.

Sean is an attorney in the Intellectual Property (IP) transactions group at Nixon Peabody LLP where he focuses in the areas of IP counseling, technology transactions, and corporate counseling for startups. He has experience representing clients in the technology, life sciences, and manufacturing industries, with a focus on clients for whom IP is a key asset. Sean currently represents more than a dozen startups from S. Korea, China, and Japan on a wide range of matters including business formation and structuring, angel and VC financing, and IP counseling. Sean is an active member of the startup community in New York and Los Angeles, and currently serves on the Board of Korean Startups and Entrepreneurs (KSE). Sean graduated with a J.D. from Benjamin N. Cardozo School of Law; with an M.P.H. from Columbia University; and with a B.S. in Chemistry with Departmental Honors from Stony Brook University.
COMMUNITY PARTNERS

KALAGNY
The Korean American Lawyers Association of Greater New York (KALAGNY) is a professional membership organization of attorneys and law students concerned about issues affecting the Korean American community in greater New York.

KANA (Korean Association of New York Artists)
New York City certified nonprofit art organization established in 2012, leads culture and trend in the field of visual art via various contents and platforms.

THE KOREA SOCIETY
The Korea Society is a private, nonprofit, nonpartisan, 501(c)(3) organization with individual and corporate members that is dedicated solely to the promotion of greater awareness, understanding, and cooperation between the people of the United States and Korea.

yKAN
The young Korean American Network (yKAN) is a 501(c)(3) non-profit, non-partisan organization of 1.5 and 2nd generation Korean-Americans in the New York City area. The organization consists primarily of young professionals from various job industries, as well as academic fields. All members are volunteers who volunteer their time in order to help promote and advance the Korean-American presence in American society. To get involved, check out www.ykan.org or email us at eboard@ykan.org

Japan NYC Startups
Japan NYC Startups is a new global community focused on bridging Japanese and American technology ecosystems. Our goal is to help entrepreneurs and business leaders share their collective experiences and knowledge, thus strengthening their ability to work across the US and Japanese markets. For example this community can help technologists in NYC and Japan understand key differences about business practices.
KOTRA
KOTRA (Korea Trade-Investment Promotion Agency) is a state-funded trade and investment promotion organization operated by the Government of the Republic of Korea. KOTRA was established in 1962 as a national trade promotion organization. Since then, it has facilitated Korea’s rapid export-led economic development through various trade promotion activities such as overseas market surveys, business matchmaking, foreign investment attraction and most recently, startup assistance initiatives. Currently, KOTRA maintains 123 offices in 83 countries. KOTRA New York serves as the Head Office of North America overseeing 7 other regional offices in the US and 2 offices in Canada. - www.kotra.or.kr

KSE
Korean Startups & Entrepreneurs (KSE) is a 501(c)(3) non-profit organization seeking to cultivate and develop the technology startup ecosystem in the United States, particularly involving Korean-American and South Korean founded companies. Headquartered in New York City’s Silicon Alley, KSE fosters the Korean tech community by providing unique opportunities for prominent entrepreneurs to share their experiences in fireside chats, startup pitch events, educational seminars and scholarships, and exclusive networking and social events. KSE also leverages its governmental, financial, and organizational relationships to expand markets and opportunities to and from the U.S. and South Korea, seeking to benefit relationships on both sides of the Pacific Ocean. - http://koreanse.org/

OKTA
World-OKTA is the largest Korean business network organization consisting of 135 chapters in 68 countries. Members include many CEO’s and business leaders around the world. Among all 135 chapters, OK-TA-NY was the very first chapter that started Next Generation program in order to follow the footsteps of those successful CEO’s and leaders. It is OKTA-NY’s mission to “Inspire, Educate and Connect”. OKTA-NY started GBS (Global Business School) program to accomplish such mission, and offers approximately 10 seminars and networking events every year to inspire and educate its members, and allow them to connect with each other. Become a member (OKTA NY Jr.) and connect with like-minded young professionals around the world. Please contact us at ny.okta.junior@gmail.com / okta.net

GORI
With the belief in the power of connection, GORI (고리) largely serves two goals: (1) GORI Social Club, founded in 2011, organizes specially customized networking events to bring together passionate young Korean professionals from various walks of life. It has hosted over 60 networking functions for Korean-American professionals in NYC, Boston, and Washington DC and now boasts over 2,200 membership. In 2015, it also hosted its first “K-Dream Job Festival”, designed to help Korean students and job seekers find their dream job by connecting them to talent-seeking employers within its network. It plans to host the 2nd “K-Dream” in October 2016. (2) GORI Partners is a business unit and consulting group that specializes in executing business goals for Korean startup and SME clients in New York. For more information on GORI, please visit: www.gorisocial.com
There is an old Korean saying, "백지장도 맞들면 낫다", which loosely translates to “Multiple heads are better than one”, in English. While it is not too difficult to find successful Korean-American businessman in various industries, it is difficult to galvanize successful individuals to come together to build a community and culture of sharing needs and leads.

KOTRA, KSE, GORI, and OKTA came together on April 24, 2015 in an attempt to create such a community in which Korean founders in New York would come together to build a strong support group for one another. The first inaugural event, titled, Korean Startup Showcase NYC, drew nearly 450 attendees. It was a day full of inspirations and empowerment.

The second event took place in October 2015, held concurrently with South Korean President Park’s visit to the White House. Aptly titled, Korean Startup Summit NYC, the event invited some of the best known NYC entrepreneurs, such as Miguel McKelvey of WeWork, Murat Aktihanoglu of ERA, and Charlie Kim of Next Jump, to name a few. The event saw more than 600 attendees and more than 40 investors from all over the US.

Today, the Korean Startup Summit NYC 2016 is our 3rd attempt to give the rightful visibility and voice to Korean founders. With President Park’s Creative Economy initiatives, and with a strong support of organizations like SMBA, Korea’s startup ecosystem has never been more thriving. Young Korean entrepreneurs are springing up every month and more global companies are eyeing on Korea. To give a few examples, Google’s first campus in Asia opened in Seoul in early 2015, and Israel’s largest VC fund Yozma Group chose Seoul as its first Asia office in 2014. Prominent VCs such as Sequoia and Softbank are actively making investments in Korean startups. The well-known early-stage venture fund 500 Startups even has a Korea-specific fund named Kimchi! And did we mention that Bloomberg Business chose Korea as the world’s most innovative country for 3 years in a row?

As a result, hundreds of talented and disciplined Korean founders are taking their technology and businesses to the world stage. New York is becoming one of the hubs for the gathering of the best and brightest Korean founders, as was evidenced from today’s showcase.

The organizing committee will continue to host these events going forward to provide a platform for those daring entrepreneurs ready to present the next big thing, with the hope of strengthen the Korean startup ecosystem in New York as a whole. Because we believe, truly, that “multiple heads are better than one.”

See you next time!