

## 『2024 Promising Student Start-up 300+』

To discover and nurture entrepreneurial talent with an entrepreneurial mindset, we would like to invite all students (of elementary, middle and high schools, students outside the schools, undergraduates (graduate students)) to participate in “Promising Student Start-up 300+”, focusing on entrepreneurial education by growth stage and we look forward to seeing your active interest and participation.

March 29, 2024

Deputy Prime Minister and Minister of Education

### I Overview

#### Purpose

- To inspire the entrepreneurial spirit of students across the nation with innovative ideas and technologies, and to foster a nationwide entrepreneurial culture

#### Contents

- To identify promising student-led start-ups and provide them with tailored support at every stage of growth to create successful business models
  - Provide customized education and mentoring to start-up teams at different growth stages through three tracks (Value-Up Track, Grow-up Track, Preliminary Track)
  - To discover and nurture outstanding international student startup teams with domestic and foreign market-based business ideas, run a separate International Student Track within the Value-Up Track

- To discover and nurture 2-year junior college student startup teams to respond to regional extinction and lead regional economic revitalization, **prioritize in selecting students from junior colleges in the Preliminary Track**
- Select **35 promising student startup teams** for the Integrated Final of the interministerial start-up competition 『Challenge! K-Startup 2024』

※ The Value-up Track of 『2024 Promising Student Startup Team 300+』 serves as the preliminary round (Student League) of 『Challenge! K-Startup 2024』 and only teams selected from the Value-Up Track (General/International Students) will be eligible to advance to the Finals.

**Hosted and Organized by**

- (Hosted by) Ministry of Education
- (Organized by) National Research Foundation of Korea, Korea Entrepreneurship Foundation

**Recruitment Overview**

Category		Overview by Tract
Common		<ul style="list-style-type: none"> <li>▪ (Common) Qualification               <ul style="list-style-type: none"> <li>- Preliminary startup teams or startup teams established within in 3 years (since January 29, 2019) with elementary, middle and high students, out-of-school students, undergraduates (graduates) (students on leave/students completing coursework included) (participate by team (a group of 3-5 including the representative))</li> </ul> </li> <li>▪ (Additional) Qualification               <ul style="list-style-type: none"> <li>- (International student) Start-up teams led by an international student</li> </ul> </li> <li>▪ How to apply: Apply online on the website of the competition (u300.kr)</li> <li>▪ If eliminated from Value-Up Track, you can reapply for the Grow-up or Preliminary Track but duplicate applications for other tracks are not allowed.</li> <li>※ Teams already starting start-up (completed business registration) are not eligible to participate in the Preliminary Track.</li> </ul>
Value-Up Track	General	<ul style="list-style-type: none"> <li>▪ Participants: Student startup teams hoping to advance to the inter-ministerial competition, based on innovative startup items</li> <li>▪ No. of Teams to Participate : 50 teams</li> <li>▪ Deadline: April 30, 2024 (Tue.) 17:00</li> <li>▪ Note               <ul style="list-style-type: none"> <li>- Opportunity to participate in 'Challenge! K-Startup 2024' Integrated Final (30 teams)</li> <li>- Opportunity to participate in Student Startup Festival 'Value-Up Track' (General) Demo Day (10 teams)</li> <li>- Additional points (3 points) are given in the 1st-round document evaluation when a start-up team that participates in the leading laboratory-specialized start-up university project applies.</li> </ul> </li> </ul>

	<p style="text-align: center;"><b>Inter national Students</b></p>	<ul style="list-style-type: none"> <li>▪ Participants: International student startup teams hoping to advance to the Integrated Ministerial competition, with potentials to start startup in Korea</li> <li>▪ No. of Teams to Participate : 10 team</li> <li>▪ Deadline: April 30, 2024 (Tue.) 17:00</li> <li>▪ Note <ul style="list-style-type: none"> <li>- 'Opportunity to participate in 'Challenge! K-Startup 2024' Integrated Final (5 teams)</li> <li>- Opportunity to participate in Student Startup Festival 'Value-Up Track' (International Student) Demo Day (5 teams)</li> <li>- Student startup teams led by an international student registered at an undergraduate (graduate) school in Korea</li> <li>- Additional points (3 points) are given to the teams with 50% or more of the team members being international students (including the representative) or the teams completing OASIS program in the 1st round document evaluation (Duplicate extra points for preferential factors are not allowed)</li> </ul> </li> </ul>
<p style="text-align: center;"><b>Grow-up Track</b></p>	<ul style="list-style-type: none"> <li>▪ Participants: Student start-up teams hoping to grow into practical start-up teams through start-up Competence Advancement Course</li> <li>▪ No. of Teams to Participate : 250 teams</li> <li>▪ Deadline: June 5, 2024 (Wed) 17:00</li> <li>▪ Recruitment Unit: by region ((Seoul/Incheon&amp;Gyeonggi/Chungcheong/Honam&amp;Jeju/Daegu, Gyeongbuk, Gangwon/Southeast)</li> <li>▪ Note <ul style="list-style-type: none"> <li>- Provided with an opportunity to participate in the 'Grow-Up Track Product Exhibition' of student start-up festival (30 teams)</li> <li>- Additional points (3 points) are given in the 1st-round document evaluation when a start-up team that participates in the leading laboratory-specialized start-up university project applies.</li> <li>- If a startup team led by a member advancing to the Grand Final of 2023 Education Track (receiving certificate) or a team passing the document evaluation in Value-Up Track applies again, document evaluation is exempted.</li> </ul> </li> </ul>	
<p style="text-align: center;"><b>Preliminary Track</b></p>	<ul style="list-style-type: none"> <li>▪ Participants: Prospective student startup teams hoping to prepare for practical startups to resolve local issues through Business Startup 101 Course</li> <li>▪ No. of Teams to Participate : 100 teams</li> <li>▪ Deadline: June 5, 2024 (Wed) 17:00</li> <li>▪ Note <ul style="list-style-type: none"> <li>- Provided with an opportunity to participate in the 'Preliminary Track Product Exhibition' of student start-up festival (20 teams)</li> <li>- Preliminary Track is only available for pre-startup teams (All team members must not have any record of business registration.)</li> <li>- This track is for prospective student start-up teams who have ideas for solving local issues but lack of entrepreneurial knowledge and experience and 50 junior college teams (based on the team representative) will be selected first.</li> </ul> </li> </ul>	

## II

## Qualifications and Disqualifications

### (Common) Qualifications

- Teams consisting of students from elementary, middle, high school, out-of-school youth\*, college and graduate school students\*\*

(including students on leave of absence/those who completed the coursework) (a team of 3~5 member including the representative)

- Preliminary start-up teams or start-up teams founded within 3 years (after January 29, 2021)\*\*\*\*

\* “Out-of-school youth (under 19 years old)” as defined in Article 2(2) of the “Out-of-School Youth Support Act”

\*\* All universities and junior colleges in Korea (including the schools subject to the university information disclosure under the Ministry of Education) including Science & Technology specialized universities (KAIST\*, GIST, DIGIST, UNIST)

\*\*\* In the case of college (graduate school) students, enrolled students, students on leave of absence, and students who completed the coursework can all apply, but graduates cannot apply.

\*\*\*\* Start-up founder is defined with the start-up scope and business start date in accordance with Article 2, Paragraph 2 of the Small and Medium Business Startup Support Act.

## **(Additional) Qualifications**

- (Value-Up Track (International student))

Startup teams represented by an International student

## **Disqualifications**

- If it falls upon any of the disqualification criteria, the team will not be able to participate in the competition.

### < Disqualifications >

- ① A person(company) or item that has infringed on intellectual property rights such as patents and utility models of others, or is in the process of trial, such as litigation related to the infringement
- ② Entrepreneurship items of antisocial nature, such as raising speculative behavior or environmental pollution, and industries excluded from entrepreneurship under Article 4 of the Enforcement Decree of Korea's 「SUPPORT FOR SMALL AND MEDIUM ENTERPRISE ESTABLISHMENT ACT」
- ③ Award winners (including team members) or items (excluding special prize winners) at inter-ministerial start-up competition “Challenge! K-Startup Final 2016-2023, ‘King of Kings’
- ④ A person (team) who has received more than KRW 30 million in accumulated prize money in other start-up competition
  - ※ The award winning records will be checked for ‘Team Representative (excluding team members) for prospective start-ups, and the award winning records will be checked for the ‘representative’ and ‘start-ups’ for the existing founders.
- ⑤ Teams (companies) with a cumulative investment attraction that has exceeded the amount of KRW 3

billion as of the announcement date

- ⑥ For the teams participating in Value-Up Track, multiple participation in the league of other ministries in 『 Challenge! K-Startup 2024』 is not allowed (Ministry of SMEs and Startups, Ministry of Science and ITC, Ministry of Culture, Sports and Tourism, etc.)
- ※ For Value-Up Track, those (teams) advancing to the integrated final of 2024 『 Pan-Government Public Date Utilization Startup competition』 hosted by Ministry of the Interior and Safety with the same or similar items are not allowed to participate.

※ Participants who are found to have violated the qualification criteria after the competition will be **subject to disqualification and/or prize forfeiture**.

### III Application · Submission

#### □ How to Apply

- (Deadline)
  - Value-Up Track (General, International student): April 30 (Tue.) 17:00
  - Grow-up Track, Preliminary Track: June 5 (Wed.) 17:00
- (How to Apply) Apply online on Promising Startup Team 300+ website (u300.kr)

- ※ Check and download application documents on the announcement board of notice.
- ※ Membership registration is required before application (including team members), and please be advise that access to the website may not be smooth or error may occur due to excessive traffic on the date of deadline, so it is recommended that make application 2-3 days in advance. Registration can be modified before the application deadline.
- ※ **For details on how to apply, refer to the 'Online Application Manual' in the announcement on the website.**
- ※ Teams that were disqualified from Value-Up Track (but passed the document evaluation) and startup teams having those who were included in the final selection (receiving certificate) of Startup Build up Track in 2023 as a team representative will be exempted from the first document evaluation when applying for Grow-up Track and only have to submit required documents

- (Documents to be submitted and precautions when filling out)
  - **Application form:** Replaced with online application system
  - **Participation pledge:** Be sure to sign in the signature block
  - **Consent form for collecting and using personal information:** Be sure to sign in the signature block **(all team members sign in)**
  - **Certificate of enrollment or leave of absence:** Be sure to sign in signature block **(All team members sign in)**

- Certificate of enrollment or leave of absence: Only those issued after the announcement date (March 29, 2024) (submitted by all team members)
  - ※ When submitting a certificate of enrollment or leave of absence, submit the original document with the official school seal stamped on it. If the school seal is omitted, it will not be valid.
  - ※ For elementary/middle/high school students, it can be replaced with a certificate of enrollment or a photo of student ID card.
  - ※ In the case of out-of-school youth, it can be replaced with a participation consent form from a legal guardian or ‘out-of-school youth support center manager’ .
- In the case of international students of (Value-Up Track (International student)), submit foreigner identification document.
  - ※ Copy of alien registration card or passport
- Business Plan: Fill out, according to the format (Pictures and tables can be inserted) (Submission in PDF recommended)
  - ※ Submit an item(idea) introduction for ‘Preliminary Track’
- Certificate of business registration: Only the start-ups founded before the announcement date of the Integrated Final (January 29, 2024)
- Others: When applying online, “Region” must be selected based on the school of team representative.

### <Regional Segmentation>

Regional Segmentation	Area
Seoul Metropolitan Area I	Seoul
Seoul Metropolitan Area II	Gyeonggi-do, Incheon
Chungcheong	Daejeon, Sejong, Chungcheongbuk-do, Chungcheongnam-do
Honam/Jeju	Gwangju, Jeollabuk-do, Jeollanam-do, Jeju-do
Daegu/Gyeongbuk/Gangwon	Daegu, Gyeongsangbuk-do, Gangwon-do
Southeast Area	Busan, Ulsan, Gyeongsangnam-do

## □ Precautions (※Must-read)

### ① Application and Reception of the Competition

- **Participation can be done in team units (a team of 3 to 5 members including the team representative), and each person can apply for participation. with only one team.**

- ※ In the case of college (graduate school) students, enrolled students, students on leave of absence, and students who completed the coursework can all apply, but graduates cannot apply.

- ※ The finalists of 2016 - 2023 'Promising Start-up Team 300' can apply.

- (However, if applying with the same item as before, developments compared to the past must be reflected in the business plan.)

- ※ When a team composed of students (enrolled/on leave) from multiple schools applies for the Grow-Up Track, the team participates in the region of the school where the team representative's school is located.

- **Preliminary Track' can be applied only when all team members do not have business registration record.**

- Duplicate application across tracks is not allowed. However, it is possible to reapply for 'Grow-Up Track/Preliminary Track after disqualified for Value-Up Track.

- Only one business(item) can be applied for per participating team in this competition.

- The contents of the application form, such as the participating track, team name, and project item name, cannot be changed after the deadline. However, team members may be changed only in the following cases.

#### <If a team member is changed before the final selection>

1. Request for a change of team member is allowed only during the following period.

- ※ After announcing the results of document evaluation by track until the deadline for submitting materials for presentation review

2. **Deductions (5 points)** are given during the presentation evaluation if a team member is changed.

3. **After the final selection, '2024 Promising Student Start-up Team 300 Certificate (Minister of Education)' will be issued** for members on the changed list of team members and only for the participating teams in the '2023 Promising Start-up Team 300 Networking' (official offline event and virtual IPO online)

- **For participants of 'Value-Up Track', it is not allowed to participate in other**

- 『Challenge! K Startup 2024』 Ministry leagues (Ministry of SMEs, Ministry of Science and ITC, Ministry of Culture, Sports and Tourism, etc.) at the same time.

- If the application form and business plan are falsely written, all support benefits will be canceled and refunded, and participation in the project will be banned for the next three years.

- **If the submitted documents are incomplete or do not qualify for participation,** the applicant will be excluded from the evaluation without further announcement. Please strictly follow the submission form and make sure to check your eligibility. All submitted documents will not be returned.

- **PDF file recommended for submission** (※ The operating institution is not responsible for broken fonts or designs.)

## ② Selection and Evaluation

- **All business plan announcements** made during the course of the competition **must be carried out by the team representative**.
  - ※ Deductions (5 points) are given in the evaluation if a team member other than the team representative makes presentation.
- Presentation materials must be submitted in advance for presentation evaluation.
  - ※ Submitted presentation materials are used as proof of participation in the evaluation and as reference materials for the evaluation committee, and applicants may be disqualified if not submitted.
  - ※ Submitted presentation materials will be used as materials for a white paper after the competition ends.
- The judges participating in each evaluation are university start-up fund officials or venture investment experts such as AC/VC.
- 50 teams for 'Grow-Up Track(Students)' and 20 teams for 'Preliminary Track' with a female representative will be selected as the finalists.
  - ※ Additional selection may be made if it is less than the number of teams above.
- If the number of participating teams for each track is less than the No. of teams of the final selection, the recruitment period may be extended.
- The number of teams in the finals by region for 'Grow-Up Track' is based on the number of participating teams and participating schools.

## ③ Competition Operation

- All details of schedule are subject to change depending on circumstances.
- **Not attending the 2024 Promising Startup Team 300 Networking (Official offline event and online virtual IPO) after all track selections will result in disqualification from the final selection.**
- **The prize money from this competition will be paid to the team representative and the taxes and public charges should be borne by the representative.**
- **Certificate for '2024 Promising Student Start-up Team 300+' (in the name of the Minister of Education)** will be granted only to the teams that participate in 2024 Promising Startup Team 300 Networking (Official offline event and online virtual IPO) August.

## ④ Others

- Applicant him/herself should be responsible for **disadvantages and responsibilities arising from not understanding the contents of the announcement, not checking or not reading the announcement on the competition website, etc.**
- **All civil and criminal responsibilities arising from copying other people's ideas, technologies, and intellectual property rights lie with the team representative.**



- Guidance on "Claim for Exception to Disclosure of Ideas" in Korea

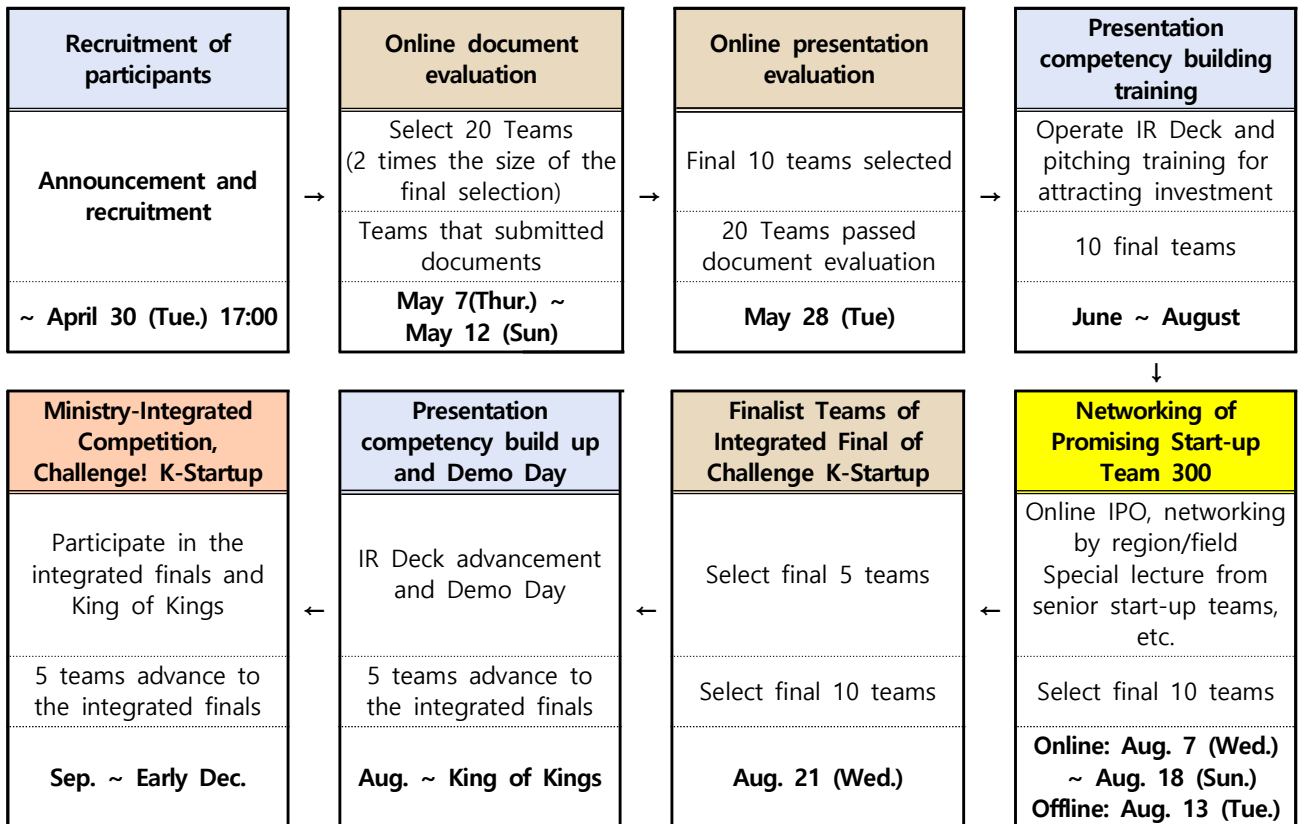
A an idea provider may obtain a patent or license in accordance with Article 30 of the Patent Act (in the case of an invention that has not been publicly announced) or Article 5 of the Utility Model Act (in the case of an invention that has not been publicly notified) **within 12 months from the time the idea is announced or disclosed**. A design application can be filed with Article 8 of the Design Protection Act (an exception to loss of novelty) within 6 months from the time when the competition is announced or published.

- **Business start date is calculated based on January 29, 2024, the announcement date of 「Challenge! K-Startup 2024」, an integrated start-up competition among Ministries.**
  - ※ Those who started business after January 29, 2024 are considered as preliminary start-ups.
- **A commendation from the head of the host organization (3 points) and incentive will be awarded to school teachers or staff who have contributed to the operation of the competition (recruitment, selection, etc.)**
- If there is a violation of the competition announcement and related regulations or false entries or omissions in the business plan, you may be subject to disadvantageous measures such as cancellation of selection and refund of prize money.
- In case of receiving subsidy with false application or fraudulent measure, it may be subject to imprisonment for up to 10 years or a fine of up to KRW 100 million in accordance with the 「Subsidy Management Act」
- Disadvantages may be applied in the evaluation if the act of causing social controversies, such as wage arrears, tax evasion, industrial accidents, unfair practices, etc is detected.
- For inquiries other than the information in the announcement, contact us through the '**Kakao Channel**' (**Channel Name: Promising Start-up Team 300**, [https://pf.kakao.com/\\_xiAyNd](https://pf.kakao.com/_xiAyNd))

## IV

# Details of Schedule by Track

- **Value-Up Track (International Student):** Track for start-up teams of international students who have the potential to start a business in Korea and hope to advance to the start-up



### ○ Details of Schedule

No.	Category	Schedule	Contents
1	Online Document Evaluation	May 8 (Tue) ~ May 12 (Sun)	<ul style="list-style-type: none"> <li>· <b>(Targets)</b> Teams that submitted the documents</li> <li>· <b>(Details)</b> <b>20 teams, twice the final recruitment size, are selected</b> through online evaluation using the submitted documents by experts such as university start-up funds and venture investors.</li> <li>※ <b>(Additional points)</b> <b>Max. 3 points to be given when meeting any of the followings</b> (Multiple entry of additional point not allowed)                             <ul style="list-style-type: none"> <li>① Teams with more than 50% international students (including representative)</li> <li>② Teams with those completing Overall Assistance for Startup Immigration System (OASIS) course</li> </ul> </li> </ul>
3	Online Presentation Evaluation	May 28 (Tue)	<ul style="list-style-type: none"> <li>· <b>(Target)</b> 20 teams that passed the document evaluation</li> <li>· <b>(Details)</b> <b>10 teams selected in the finals</b> through online presentation evaluation by experts such as university start-up funds experts and venture investors</li> </ul>

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3	Presentation Competency Building Training	June~Aug	<ul style="list-style-type: none"> <li>· <b>(Target)</b> 10 final teams</li> <li>· <b>(How to)</b> Group training and 1:1 pitching class (mentoring)</li> <li>· <b>(Details)</b> IR competency-building training to advance to the integrated finals</li> </ul> <table border="1"> <thead> <tr> <th>Category</th> <th>Description (Preliminary)</th> </tr> </thead> <tbody> <tr> <td>Startup Teams Competence Assessment</td> <td>Set the education direction by team level based on competency assessment</td> </tr> <tr> <td>Basics of IR</td> <td>Improve understanding of IR through analysis with case study</td> </tr> <tr> <td>IR Storytelling</td> <td>Organize storytelling tailored to individual factors such as business items, team composition, and business models</td> </tr> <tr> <td>IR Deck Advancement</td> <td>Establish an evidence-based pitching structure such as business model, market size, and competitor analysis</td> </tr> <tr> <td>IR Pitching</td> <td>Individual IR pitching mentoring and feedback (2 or more times per team)</td> </tr> </tbody> </table> <p>※ Training contents may change depending on the circumstances of the competition</p>	Category	Description (Preliminary)	Startup Teams Competence Assessment	Set the education direction by team level based on competency assessment	Basics of IR	Improve understanding of IR through analysis with case study	IR Storytelling	Organize storytelling tailored to individual factors such as business items, team composition, and business models	IR Deck Advancement	Establish an evidence-based pitching structure such as business model, market size, and competitor analysis	IR Pitching	Individual IR pitching mentoring and feedback (2 or more times per team)	
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4	Promising Startup Team 300 Networking Day	August	<ul style="list-style-type: none"> <li>· <b>(Target)</b> 10 final teams</li> <li>· <b>(Details)</b></li> </ul> <table border="1"> <thead> <tr> <th>Category</th> <th>Program</th> <th>Description</th> </tr> </thead> <tbody> <tr> <td>Online Aug. 7 (Wed.) ~Aug.18(Sun)</td> <td>Online IPO</td> <td>- Online exhibition of the items of the final selection team</td> </tr> <tr> <td rowspan="3">Offline Aug. 13 (Tue)</td> <td>Official Events</td> <td>- Offline ceremony to celebrate the final selection team - Award certificates and special lectures from senior start-up teams</td> </tr> <tr> <td>Networking by region/field</td> <td>- Networking by region/field with senior entrepreneurs and investment experts</td> </tr> <tr> <td>Event Operation</td> <td>- Business card exchange between start-up teams, etc.</td> </tr> </tbody> </table> <ul style="list-style-type: none"> <li>· <b>(Others)</b> <ul style="list-style-type: none"> <li>- 'Certificate by Minister of Education' awarded only to the final selection teams that participated in <b>the online virtual IPO and official offline events</b></li> </ul> </li> </ul>	Category	Program	Description	Online Aug. 7 (Wed.) ~Aug.18(Sun)	Online IPO	- Online exhibition of the items of the final selection team	Offline Aug. 13 (Tue)	Official Events	- Offline ceremony to celebrate the final selection team - Award certificates and special lectures from senior start-up teams	Networking by region/field	- Networking by region/field with senior entrepreneurs and investment experts	Event Operation	- Business card exchange between start-up teams, etc.
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5	Evaluation for Teams Advancing to the Integrated Finals	Aug.21. (Wed)	<ul style="list-style-type: none"> <li>· <b>(Target)</b> 10 final teams</li> <li>· <b>(Details)</b> Select 5 teams to advance to the integrated finals of 『Challenge! K-Startup 2024』 through presentation evaluation</li> </ul>													
6	2nd Presentation Competency Building Training	Aug~ King of Kings	<ul style="list-style-type: none"> <li>· <b>(Target)</b> 5 teams advancing to the Integrated Final</li> <li>· <b>(How)</b> Online education (1:1 mentoring)</li> <li>· <b>(Details)</b> IR competency build-up to improve competitiveness in the Integrated Final (Pitching advancement, evaluation simulation ,etc.)</li> </ul>													
7	Student Startup Festival Value-up Track Demo Day	Early Nov.	<ul style="list-style-type: none"> <li>· <b>(Target)</b> Value-Up Track (International student) excellent 5 teams</li> <li>· <b>(How)</b> 2024 Industry-University Cooperation EXPO-linked Demo Day' (presentation evaluation) and online broadcasting</li> </ul>													
8	Follow-up Support	-	<ul style="list-style-type: none"> <li>· Accelerating to follow up on seed investment attraction and other support projects</li> </ul>													

## □ Evaluation index for Document/Presentation Evaluation for Value-Up Track

Category	Items	Description
Problem Recognition	Motivation for developing the item	<ul style="list-style-type: none"> <li>- Motivation for developing of products and services by the (prospective) team for this project</li> <li>- Analysis on inconveniences due to the absence of products and services, downside of the Korean and Global market, and specificity of feasibility</li> </ul>
	Purpose and necessity of the item	<ul style="list-style-type: none"> <li>- Purpose of realizing the start-up item and degree of understanding of the needs of Korean and global markets and target customers for the products and services to be developed through this project</li> <li>- Awareness of problems and vulnerabilities of products and services suggested by consumers or experts in the field</li> </ul>
Feasibility	Strategies for commercialization of the item	<ul style="list-style-type: none"> <li>- Feasibility of the project, such as the development (manufacturing) period and production method (in-house*, outsourcing, etc.) considering the current status of product, service, and business model(BM).</li> <li>* In the case of in-house, include relevant experience or technology</li> <li>- Feasibility and adequacy of the business plan (goal and achievement plan)</li> </ul>
	Market analysis and ways to secure competitiveness	<ul style="list-style-type: none"> <li>- Details of superiority factors and differentiation strategies of the products and services in various aspects such as function, utility, ingredients, design, and style</li> <li>- Specific improvement plans for problems and weaknesses of the products and services suggested by consumers or experts in the field</li> </ul>
Growth Strategy	Funding and procurement plan	<ul style="list-style-type: none"> <li>- Specificity of funding and input plan based on the stage of commercialization of the start-up team</li> <li>- Appropriateness of required funds forecast based on sales estimation</li> <li>- Feasibility of milestone (schedule) for financing required based on government funds (R&amp;D and policy funds, etc.) and investment funds (angel investment, VC, etc.)</li> </ul>
	Market entry and performance creation strategies	<ul style="list-style-type: none"> <li>- Product (service) positioning and market(Korean and global) entry and sales strategy(distribution channel, timing, sales amount, etc.) for Korean and global market entry (expansion)</li> <li>- Preliminary Start-up Team: Specificity and the feasibility of advancement plan</li> <li>- Start-up team: Achievements in the market and capabilities (core personnel), feasibility of entry(expansion) plan]</li> </ul>
Team Composition	Competencies of representatives and team members	<ul style="list-style-type: none"> <li>- Expertise (technical skills, know-how) owned by the representative and team members and compatibility with the duties in charge to the development (production) and commercialization of the products and services</li> <li>- Preliminary Start-up Team: Specificity of the personnel plan for hiring, the number of additional employees (planned), and the appropriateness of the main responsibilities of personnel and the timing of recruitment (team composition: representatives and team members)</li> <li>- Start-up team: Review the current status of HR possessed by the representative and the specificity and feasibility of the additional (planned) employment</li> <li>- Details of the business network status and major cooperation matters of the relevant start-up team with commercialization promotion</li> </ul>

## VI

# Awards and Benefits

## □ Teams of Value-Up Track

Target	Benefits
10 teams for Value-Up Track (International student)	<ul style="list-style-type: none"> <li>· (Training) Provide mentoring for 1:1 pitching class</li> <li>· (Certificate) Issue 'Certificate for Promising Start-up Team' (Minister of Education)</li> <li>· (Integrated finals) Advance to the integrated finals (30 General teams, 5 International student teams)</li> <li>· (Others) Additional points and preferential treatment given when selected for start-up-related support programs by the host organization, providing opportunities to connect with private and other ministry projects (KDB Startup Program, IP Stepping Stone, etc.)</li> </ul>
Advance to Student Start-up Festival 5 teams for Value-Up Track (International student)	<ul style="list-style-type: none"> <li>· Provide opportunities for IR pitching and investment attraction linked to university start-up funds</li> <li>· 1 team for the Grand Prize (Prize money of RW 3 million), 1 team for the Best Award (Prize Money 2 million), 1 team for the Excellence Award (Prize money 1 million)</li> </ul>

※ 2024 Promising Student Start-up Team Certificate (by the Minister of Education) is issued only to the teams participating in the **2024 Promising Start-up Team 300 Networking (including Online IPO) (Applicable in all tracks)**

※ Not participating in the 2024 Promising Start-up Team 300 Networking (Online IPO competition and official offline events) will be regarded as withdrawal from the competition.

□ Purpose

- Promote start-up culture by discovering and rewarding promising (preliminary) start-up teams with outstanding items by holding a inter-ministerial start-up competition

□ Qualifications

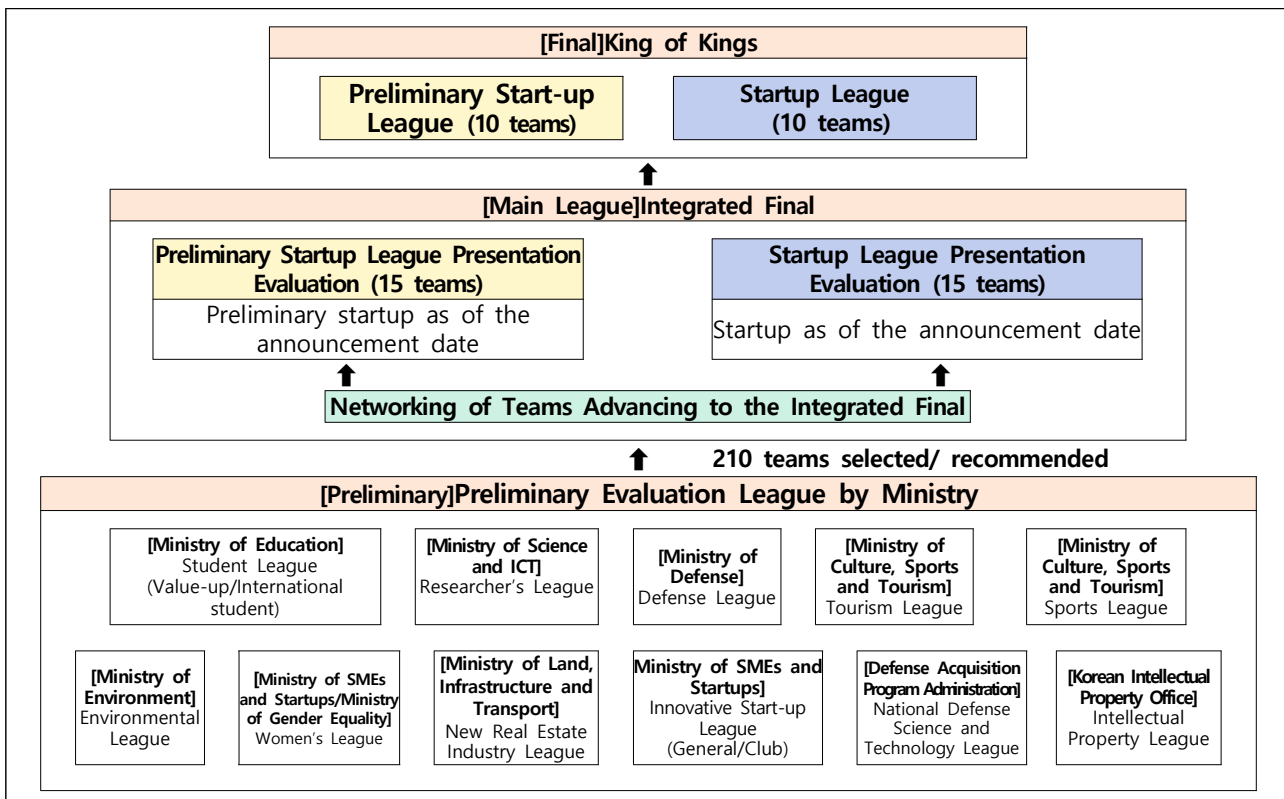
- Preliminary start-up or representative of a star-up established within 3 years as of the integrated announcement (Jan. 29, ' 24)

□ How to Operate

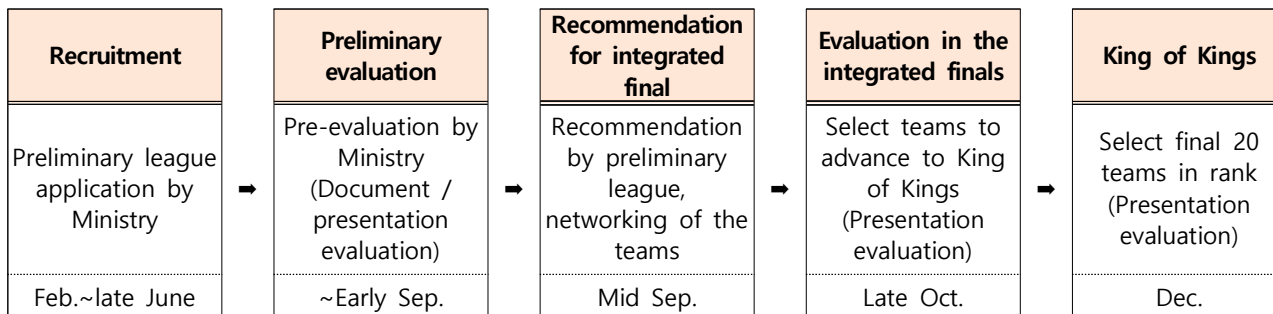
- Select start-ups with promising items from the preliminary league of each ministry and decide the final winner through the evaluation in the final round and King of Kings

※ From the stage of Integrated Final, it will be operated separately for the **Start-up League** and **Preliminary Startup League**, depending on the status of startups of the participating teams (as of the date of integrated announcement)

< Operation System of Challenge! K-Startup 2024 >



## □ Operating Schedule



\* Tournament schedules are subject to change. For details, check the detailed announcements for each preliminary league.

## Ref 2

### Information on Online Briefing Session of 2024 Promising Student Start-up Team 300+

## □ Purposes

- Introduce '2024 Promising Students Start-up Team 300+' and encourage participation of students(teams) with excellent start-up capabilities
- Provide online video training on start-up preparation, such as start-up cultivation and team building, to increase interest in student start-ups

\* Open to anyone interested in participating in Promising Start-up Team 300+

## □ How to Proceed

- Online Briefing Session: April 13, 2024 (Sat) 14:00 – 16:00
- Where to Watch: Korea Entrepreneurship Foundation Youtube Channel
  - ※ Link: <https://www.youtube.com/@KOEUF>
- (Contents of the session) Competition procedure, information on benefits for participating teams, Q&A, etc.

Contents	Note
Introduction on 2024 Promising Student Start-up Team 300+ (Application and program process, benefits, etc.)	Host Agency
Information on trade secret protection system and original certification service	Korea Intellectual Property Protection Agency

※ You can have 1:1 Q&A, on the 'Promising Start-up Team 300' Kakao channel.

- (Basic lecture for start-up preparation)

Theme	Contents
Entrepreneurship	<ul style="list-style-type: none"> <li>- What is Entrepreneurship?</li> <li>- Entrepreneurship that start-ups should have</li> </ul>
Start-up Team Building	<ul style="list-style-type: none"> <li>- Organize your team based on R&amp;R in the team</li> <li>- How to build a successful team</li> </ul>
Interview of the senior start-up	<ul style="list-style-type: none"> <li>- Start-up story, tips for competition, etc.</li> </ul>
Essential startup terminology	<ul style="list-style-type: none"> <li>- 50 essential terms for start-up activities</li> </ul>

**Participation Guide and Distribution of Lecture Videos**

- Scheduled will be published on the website of the Ministry of Education, National Research Foundation of Korea, Korea Entrepreneurship Foundation, official website of the competition and social media (Facebook).