

SEOUL STARTUP HUB

Introduction

Institution funded and invested by Seoul Metropolitan Government



We are contributing to the revitalization of the city's economy
by promoting industries in Seoul
and fostering SMEs comprehensively and systematically.



Seoul
Metropolitan
Government



Seoul
Business
Agency

Efficient promotion of Seoul's
Industrial promotion policies

Comprehensive and systematic
development of SMEs



01 Mission

"Contribute to revitalizing the Seoul economy" by promoting start-ups, growing companies, and fostering industries.

02 Vision

"World's Best Accelerator in public sector" leading innovation in Seoul's business and ecosystem.

03 Goal

Revitalizing the economy and Creating results felt by Seoul citizens, startups, and companies.

As Seoul Government's economic policy implementation agency, we are **promoting projects centered on seven policy tasks** to secure future growth engines for the Seoul economy through industrial and corporate innovation in Seoul.



Policy Task 01

Fostering Global Start-Ups

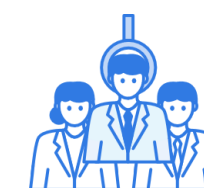
Fostering global start-ups and supporting investment through innovation in the start-up ecosystem



Policy Task 02

Support for Increase of Corporate Sales

Supporting increase corporate sales by operating an international distribution center, supporting excellent product brands and domestic and international sales channels



Policy Task 03

Cultivation of Corporate Talent and Support for Employment

Fostering innovative talent and creating sustainable quality jobs



Policy Task 04

Strengthening Corporate Technological Competitiveness

Securing intellectual property rights and support for technology development centered on innovative technologies and technology commercialization



Policy Task 05

Vitalization of Industrial Base

Creating a business ecosystem for major hubs in Seoul, such as Magok, DMC, and G-Valley



Policy Task 06

Fostering the Content Industry

Fostering the content industry, webtoons, and games, which are key future growth engines



Policy Task 07

Fostering the Beauty / Fashion Industry

Promoting the Seoul-type beauty industry in line with the paradigm shift in industries

SEOUL -
STARTUP HUB

we are promoting diverse projects for
the growth of SMEs and the creation
of good jobs in various parts of Seoul.

- 1

Headquarters of Seoul Business Agency
- 2

Seoul Animation Center
- 3

DMC Promotion Center (PLAY LAB)
- 4

SETEC
- 5

DMC Industry-University Cooperation Research Center
- 6

DMC Advanced Industry Center
- 7

Seoul Game Contents Center/ Seoul e Stadium
- 8

Seoul Partner House
- 9

Seoul Startup Hub - Seongsu
- 10

Jaemiro/Jaemirangc
- 11

International Distribution Center
- 12

Seoul Startup Hub - Gongdeok
- 13

Webtoon Partners
- 14

Makerspace G.Camp
- 15

Geumcheon Fashion Support Distribution Center
- 16

SeSAC Yeongdeungpo Campus
- 17

Invest Seoul Center (Jongno)
- 18

Seoul Startup Hub – Chang-dong
- 19

Seoul Startup Hub M+
- 20

SeSAC Geumcheon Campus
- 21

SeSAC Mapo Campus
- 22

Seoul Beauty Fashion Lounge B the B
- 23

SeSAC Yongsan Campus
- 24

SeSAC Gangseo Campus
- 25

SeSAC Gangdong Campus
- 26

SeSAC Dongjak Campus
- 27

SeSAC Gangnam Campus
- 28

SeSAC Gwangjin Campus
- 29

SeSAC Seodaemun Campus
- 30

SeSAC Junggu Campus
- 31

SeSAC Jongno Campus
- 32

SeSAC Seongdong Campus
- 33

SeSAC Seongbuk Campus
- 34

SeSAC Dongdaemun Campus
- 35

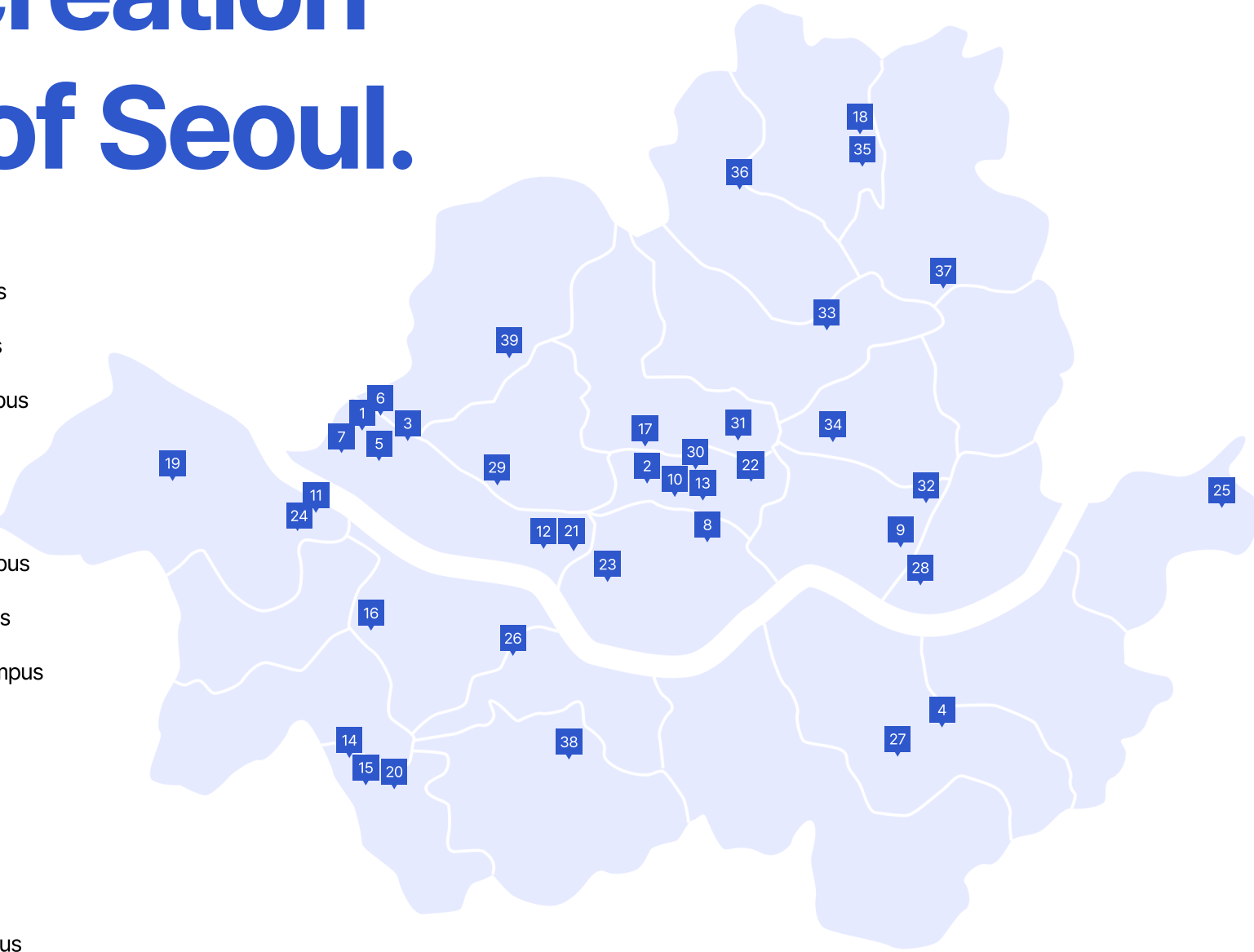
SeSAC Dobong Campus
- 36

SeSAC Gangbuk Campus
- 37

SeSAC Nowon Campus
- 38

SeSAC Gwanak Campus
- 39

SeSAC Eunpyeong Campus



Seoul Startup Hub



SETEC



Global Marketing Center



S-Plex Center



Invest Seoul Center (Jong-ro)

Startup Support System

with 5 hubs and 16 Seoul Startup Support Centers

SEOUL
STARTUP **hub**

– Gongdeok

SEOUL
STARTUP **hub**

– Changdong

SEOUL
STARTUP **hub**

– Seongsu

SEOUL
STARTUP **hub**

– M +

SEOUL
STARTUP **hub**

– Scale up Center



5 Seoul Startup Hubs

- | | | | |
|----|------------------------------|----|-----------------------------------|
| 01 | Seoul Startup Hub Gongdeok | 04 | Seoul Startup Hub M+ |
| 02 | Seoul Startup Hub Chang-dong | 05 | Seoul Startup Hub Scale Up Center |
| 03 | Seoul Startup Hub Seongsu | | |

15 Startup Support Organizations

- | | | | |
|----|--|----|--------------------------------|
| 06 | Seoul Startup Center Gwanak | 17 | Seoul Food Tech Startup Center |
| 07 | Seoul Startup Didimteo | 18 | Social Venture Hub |
| 08 | Seoul Startup Growth Center | 19 | Seoul Tourism Plaza |
| 09 | Seoul Startup Center Dongjak | 20 | Seoul Design Incubating Center |
| 10 | Seoul Global Startup Talents Hub | | |
| 11 | Seoul Upcycling Plaza Startup Support Center | | |
| 12 | G Valley Startup Cube | | |
| 13 | Seoul Fintech Lab | | |
| 14 | Seoul Fintech Lab 2 | | |
| 15 | Seoul AI Hub | | |
| 16 | Seoul Bio Hub | | |

1 Prototype Manufacturing Center

- | | |
|----|--|
| 21 | Yongsan Prototype Manufacturing Center |
|----|--|

Fostering Startups in different fields

across five hubs: Gongdeok, Seongsu, Chang-dong, M+ and Scaleup

Gongdeok

Innovation Hub Leading the Startup Ecosystem



Seongsu

Hub for ESG field



Hub M+

Specialized Center for corporate venturing based on R&D complex



Chang-dong

Hub for New Media Marketing & Technology



Scale-up Center

One-stop investment support ecosystem innovation partner



Seoul Startup Hub Key Facilities

Gongdeok



- 1 Founded : 2017. 6. 21.
- 2 Location : 21, Baekbeom-ro 31-gil, Mapo-gu, Seoul, Republic of Korea
- 3 Facility Size : Total Floor Area 24,142m² (Main Building 18,490m², Annex Building 5,652m²)
- 4 Key Facilities : Offices(106), co-working space, Kitchen Incubation, Productization support center and more



Seongsu



- 1 Founded : 2020. 7. 6.
- 2 Location : 37, Seongsui-ro 22-gil, Seongdong-gu, Seoul, Republic of Korea
- 3 Facility Size : 5,492m²
- 4 Key Facilities : Offices(24), Business Lounge, Open Innovation Center, and more

Chang-dong



- 1 Founded : 2021. 5. 3.
- 2 Location : 84, Madeul-ro 13-gil, Dobong-gu, Seoul, Republic of Korea
- 3 Facility Size : 17,745m²
- 4 Key Facilities : Offices(30), Open Innovation Center, New Media Studio , Co-working Space and more

Dongjak



- 1 Founded : 2023. 11. 6. (Reopen)
- 2 Location : 10, Noryangjin-ro, Dongjak-gu, Seoul, Republic of Korea, Floor 1-7
- 3 Facility Size : 2,887m²
- 4 Key Facilities : Offices (30), Business Lounge, Lounge

Scaleup Center



- 1 Founded : 2023. 4. 27.
- 2 Location : 22, Teheran-ro 7-gil, Gangnam-gu, Seoul, Republic of Korea, Korea Science and Technology Center 2rd
- 3 Facility Size : 2,740m²
- 4 Key Facilities : Specialized IR room, Networking space, meeting rooms, offices and more

For innovation of Seoul startup ecosystem

Incubating Promising Startups & Establishing Partnership

Discovered & Developed

2,042 promising startups

Investment Attracted

176 Million (USD)

Increased Sales

371 Million (USD)

Increased Employments

2,388 Employees

Partners

280 Organizations

81

Investment
Partners

34

Global
Partners

77

Incubation
Partners

88

Open Innovation
Partners

Growth acceleration and global market entry of promising startups

through invigorating domestic and international business networks

Strategies

Incubating**Globalization****Open
Innovation****Investment****Startup
Ecosystem**

Projects

Developing Startups with Corporations&Experts

- Discover & Develop startups
- Startup-Specialized Center
 - Productization Support Center
 - Kitchen Incubator
 - Hub Broadcasting Station

Details

Supporting Global Expansion of Seoul Startups

- Global localization
 - government institutions, global ACs
- Global technology demo (PoC)
- Global new media marketing
 - new media marketing
- Crowdfunding

Mid· Large Corporation-Startup Technology Matching

- Technology partnership
 - Discovering top startups and signing NDA
 - Gongdeok/Seongsu/Chang-dong
- ESG - Seongsu
- New Media Platform
 - Chang-dong

Collaborating with Private Investors, raising a venture fund and making Investment

- Raising City's Venture Fund
- Scale up Center Operation
 - Private / Pitching IR (Investment linkage)
 - Networking between startups and investors
- Discovering and investing in promising startups

Vitalizing on/offline Startup Ecosystem

- Startups Plus
- Startup ecosystem research
- Partners Network
 - Large Corp./Global/VC/AC/ city startup support facilities
- Company support & regulation reform
- Try Everything

Support Promising Startups to Grow

with private players from discovery to development

● Incubating promising startup of new industry · innovative technology

● Specialized Center

106

Office
Area



1

Provide access to the
Infrastructure up to 2 years

**Kitchen
Incubator**

One-stop capacity improvement for
F&B startups from menu development
to on · offline market entry



60^{Million}
USD

investment
attracted
(as of `24)



2

Investment connection
between promising Resident startups-investors

**Commercialization
Support Center**

All-in-one manufacturing support for
H/W startups from idea to first mass
production



95

Hub
Partners
(as of `24)



3

Private · Public Cooperation to
build ecosystem for fostering pre unicorns

Globalization of Seoul Startup Ecosystem

Connecting startups and global startup ecosystems

**01**

Support global market entry of startups

- Localization: support application customized for local market and commercialization of products/services
- Technology demonstration(PoC): support testbed for technology application based on local demand of target market overseas
- Open Innovation: support technology partnership with Global Corporations
- International investment attraction and connection (Invest Seoul)

* programs for 12 countries are in operation as of 2024

02

Global Network Expansion

- Expansion of Seoul Startup Hub's global network through active partnerships with startup related organizations such as International government, VC, AC, etc.
- Build base in key startup cities in Asia, Europe, etc. based on the demand of Seoul startups

Seoul Startup Hub
Support globalization of startups
with promising technology



International Organization
Support business activities
of Seoul startups in the location

* cooperating with 147 global organizations of 25 countries as of 2024

- established bases in 6 countries as of 2024: Vietnam, India, Spain, Singapore, Germany, UAE

Establish a win-win Startup Ecosystem

through matching mid • large corporations
and innovative technologies of startups

Open-Innovation



Expand Partner Corporations

- Build Win-Win mutual growth models between mid & large corporation-startups
- Host vision declaration ceremony (July 2022)



Operation of S.O.A Consultative Group

- Expand S.O.A participants, Mid large companies, organizations, AC/VC. Press, universities



Partnership with MNCs

- Expand continuous partnership with MNC Diversify overseas expansion of startups and expand global testbed



Enhance Performance

- Plans underway to promote partnership with 100 mid& large companies / Discover 1,000 startups by 2026



Vitalizing the 'Investment Ecosystem in Seoul'

As the leading public accelerator in collaboration with private sectors

01 Raising and Managing Seoul's Venture Fund

Key Objectives	Details
Investment Ecosystem Vitalizing with Private Sector	<ul style="list-style-type: none">Investing 61million(USD) in six future promising tech fields, 8,611million(USD)※ Capital structure: Municipal fund + Policy/Finance Institution+ Private LP, and more

Accomplishment
(Accumulated)

Total 114 funds

4,403 million(USD)

Six fields including DX, scale up, advanced manufacturing, First Step Partnership, Creative Industry and Bio

02 Seoul Startup Hub Scaleup Center Operation

Key Objectives	Details
High Growth Startup Building with Private Sector	<ul style="list-style-type: none">Connecting with private investors by strengthening collaboration with Seoul's startup support centerFollow up Investment through IR or networking program between startups and investors

Operational
Performance (2024)

Investment

252 million(USD)

Cooperated with total 142 institutions, 574 investors

Investment networking: 3,329

03 Discovering & Investing in Top Startups

Key Objectives	Details
Future innovative startups Finding with Private Sector	<ul style="list-style-type: none">Discovering validated companies in future innovation fields by public investors and SBAPromoting reinvestment by recovering profits from the company's growth → building virtuous cycle

Performance
(Accumulated)

Supported 162

Future innovative companies

Value Growth rate 277%

Multiple 2.6X

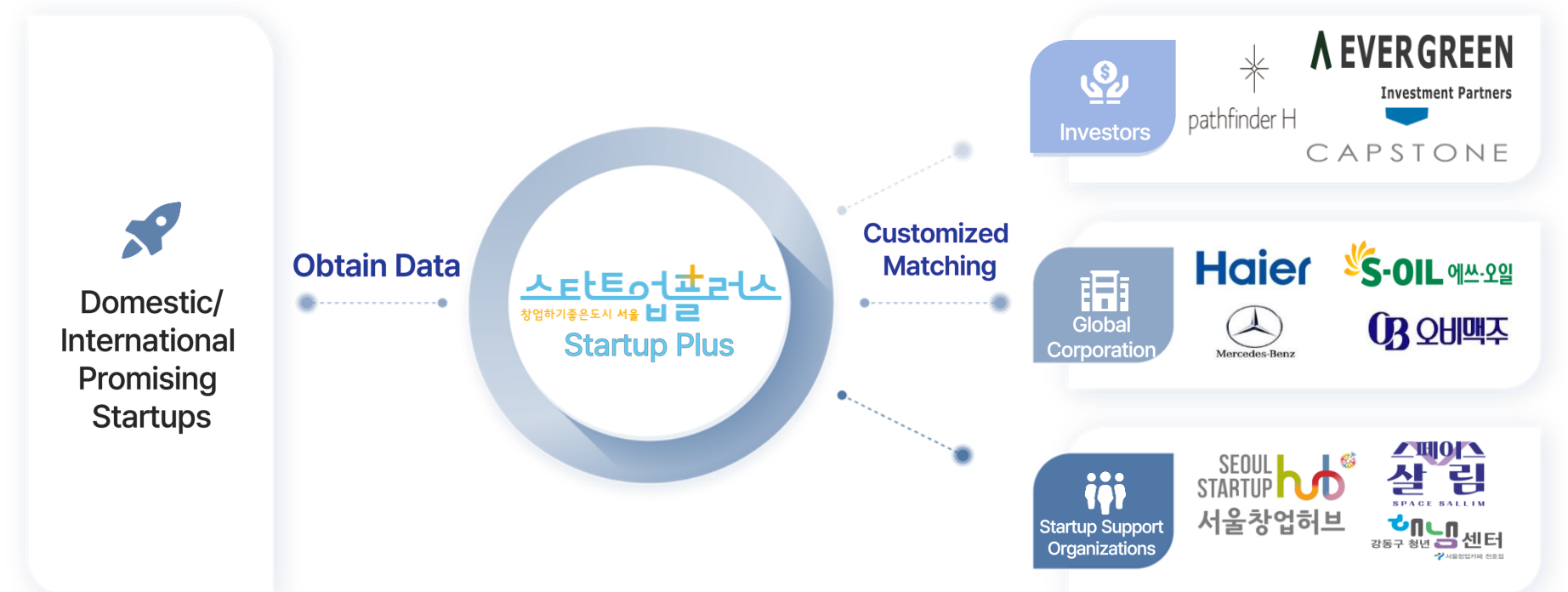
Based on data of startups · large corporations · investors · startup support organizations

Connect Every Player of Startup Ecosystem



Role of collaborative platform through matchmaking

- obtain data from startups, investors, global corporates and matching them



member	Company's participation history DB	Investment history	Technology DB
30,110	530,490 cases	4,029 cases	12,257 cases

* 2022. 4. ~ As of Feb 2025

Global Startup Ecosystem Research

- Seek ways of startup international expansion based on the global trend of startup ecosystems
- Suggest direction of improvement of the Korean startup ecosystem by comparing the current status with major global cities

Global Startup Festival

where international and private startup players actively participate

3-year achievement of global startup festival



2022 Zero to Hero: Unleashing the limits

4,486 meetups 45.4 million USD investment 62,429 visitors

2023 Now, Try Together

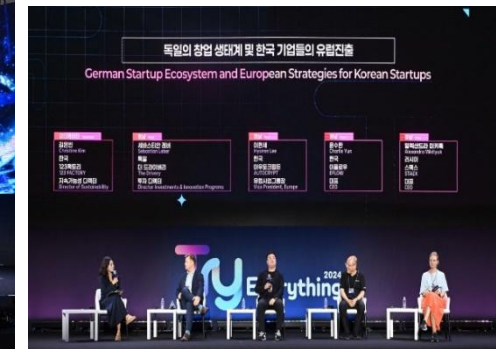
5,3836 meetups 69.2 million USD investment 69,211 visitors

2024 New Waves, New Ways

106 million USD
investment attracted

2,521 startups
5,821 1:1 meetups

75,210 visitors



A foothold for mutual growth between Mid · Large Corp. & Startups



Exhibition

exhibition for trying
new products or services
of the startups



Conference

conference for sharing
the latest global trend
and insights



1:1 Meetup

1:1 meetup for
cooperation with
startups and
investment attraction



Investment

investment attraction
and startup IR for
discovering investment
firms, reverse pitching of
investors

SEOUL
M! SOUL

마음이 모이면 서울이 됩니다

Thank you
SEOUL STARTUP HUB

