

# 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.



Efficient promotion of Seoul's  
Industrial promotion policies

Comprehensive and systematic  
development of SMEs



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.**

## 01 Mission

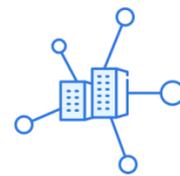
"Contribute to revitalizing the Seoul economy" by promoting start-ups, growing companies, and fostering industries.

## 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.



### 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

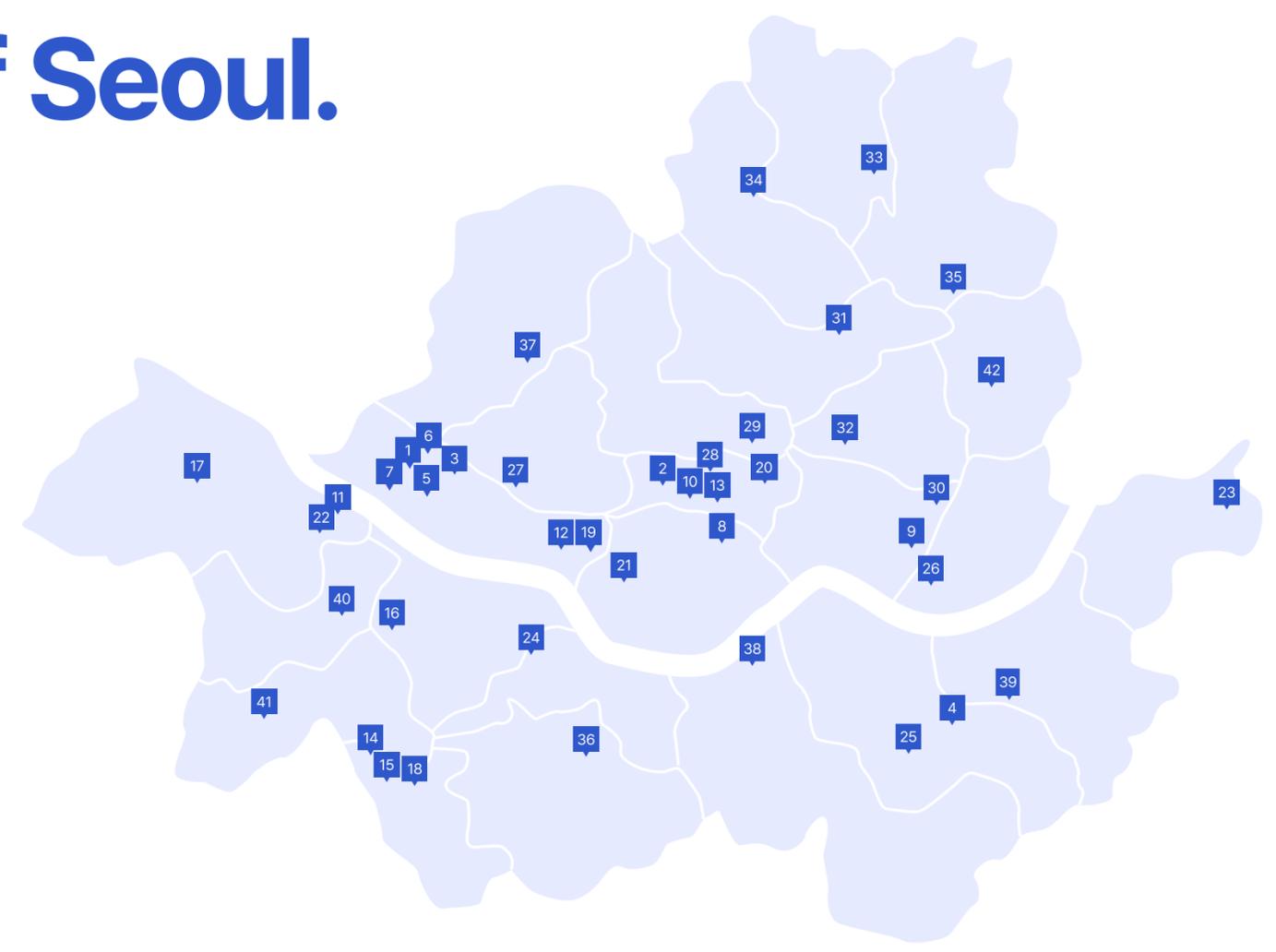
#### Fostering the Beauty / Fashion Industry

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               | 15 Geumcheon Fashion Support Distribution Center | 29 SeSAC Jongno Campus     |
| 2 Seoul Animation Center                              | 16 SeSAC Yeongdeungpo Campus                     | 30 SeSAC Seongdong Campus  |
| 3 DMC Promotion Center (PLAY LAB)                     | 17 Seoul Startup Hub M+                          | 31 SeSAC Seongbuk Campus   |
| 4 SETEC   | 18 SeSAC Geumcheon Campus                        | 32 SeSAC Dongdaemun Campus |
| 5 DMC Industry-University Cooperation Research Center | 19 SeSAC Mapo Campus                             | 33 SeSAC Dobong Campus     |
| 6 DMC Advanced Industry Center                        | 20 Seoul Beauty Fashion Lounge B the B           | 34 SeSAC Gangbuk Campus    |
| 7 Seoul Game Contents Center/ Seoul e Stadium         | 21 SeSAC Yongsan Campus                          | 35 SeSAC Nowon Campus      |
| 8 Seoul Partner House                                 | 22 SeSAC Gangseo Campus                          | 36 SeSAC Gwanak Campus     |
| 9 Seoul Startup Hub - Seongsu                         | 23 SeSAC Gangdong Campus                         | 37 SeSAC Eunpyeong Campus  |
| 10 Jaemiro/Jaemirangc                                 | 24 SeSAC Dongjak Campus                          | 38 SeSAC Seocho Campus     |
| 11 Global marketing Center                            | 25 SeSAC Gangnam Campus                          | 39 SeSAC Songpa Campus     |
| 12 Seoul Startup Hub - Gongdeok                       | 26 SeSAC Gwangjin Campus                         | 40 SeSAC Yangcheon Campus  |
| 13 Webtoon Partners                                   | 27 SeSAC Seodaemun Campus                        | 41 SeSAC Guro Campus       |
| 14 Makerspace G.Camp                                  | 28 SeSAC Junggu Campus                           | 42 SeSAC Jungnang Campus   |



Seoul Startup Hub



SETEC



Global Marketing Center



S-Plex Center



SeSAC Campus

# Startup Support System

with 5 hubs and 16 Seoul Startup Support Centers

- Gongdeok
- Changdong
- Seongsu
- M +
- Scale up Center



## 5 Seoul Startup Hubs

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

## 17 Startup Support Organizations

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

## 1 Prototype Manufacturing Center

- 21 Yongsan Prototype Manufacturing Center



# Fostering Startups in different fields

With Gongdeok, Seongsu, M+, Scaleup and Dongjak

## Seoul Startup Hub Gongdeok

Innovation Hub Leading the Startup Ecosystem



AGE-TECH & ESG  
Innovation Hub

Seoul Startup Hub  
**Seongsu**



Specialized Corporate  
Venturing Center based on  
R&D Convergence Complex

Seoul Startup Hub  
**M+**



One-Stop Investment  
Support & Innovation  
Partner

Seoul Startup Hub  
**Scale up**



Specialized Center for  
Senior Technology-based  
Startups

Seoul Startup center  
**Dongjak**

For innovation of Seoul startup ecosystem

# Incubating Promising Startups & Establishing Partnership

Discovered & Developed

**2,132** promising startups

Investment Attracted

**340** Million (USD)

Increased Sales

**400** Million (USD)

Increased Employments

**2,402** Employees

Partners

**278** Organizations

**67**

Investment Partners

**23**

Global Partners

**100**

Incubation Partners

**88**

Open Innovation Partners

# Growth acceleration and global market entry of promising startups

through invigorating domestic and international business networks

Mission

Strategies

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

Projects

## Developing Startups with Corporations&Experts

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

## Supporting Global Expansion of Seoul Startups

- Performance-driven Milestone Scale-up
  - **Global Accelerating**
  - Global PoC
  - Business Development & Test-bed Solutions

## Mid· Large Corporation-Startup Technology Matching

- Technology partnership
  - Discovering top startups
  - signing NDA
  - Networking Day
- ESG - Seongsu

## 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
- Try Everything

Details

# Support Promising Startups to Grow

with private players from discovery to development

● Incubating promising startup of new industry · innovative technology

● Specialized Center



1 Provide access to the Infrastructure up to 4 years



2 Investment connection between promising Resident startups-investors



3 Private · Public Cooperation to build ecosystem for fostering pre unicorns



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



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



# 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
- Business Development: Sourcing Key Customers for Global Business Pipeline Expansion

\* programs for 14 countries are in operation as of 2025

## 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.
- Expanding Global Openness of Seoul's Startup Ecosystem through Soft-landing Support for International Startups

Seoul Startup Hub  
Support globalization of startups  
with promising technology



International Organization  
Support business activities  
of Seoul startups in the location

\* cooperating with 167 global organizations of 25 countries as of 2025

\* 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
<b>Investment Ecosystem</b> Vitalizing with Private Sector	<ul style="list-style-type: none"> <li>Investing \$87M in Six Emerging Tech Sectors to Create a \$1,495M Fund</li> <li>* Capital structure: Municipal fund + Policy/Finance Institution+ Private LP, and more</li> </ul>

### Accomplishment (Accumulated)

Total 127 funds  
**\$4,976M**

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
<b>High Growth Startup</b> Building with Private Sector	<ul style="list-style-type: none"> <li>Providing Tailored Private Investor Matching by Strengthening Ties with Seoul's Startup Support Facilities</li> <li>Follow up Investment through IR or networking program between startups and investors</li> </ul>

### Operational Performance (2025)

Investment  
**\$378M**

Cooperated with total 177 institutions, 617 investors

Investment networking: 2,291

## 03 Discovering & Investing in Top Startups

Key Objectives	Details
<b>Future innovative startups</b> Finding with Private Sector	<ul style="list-style-type: none"> <li>Discovering validated companies in future innovation fields by public investors and SBA</li> <li>Securing Reinvestment Funds by Sharing and Recouping Corporate Growth Profits to Establish a Virtuous Cycle</li> </ul>

### Performance (Accumulated)

Supported **167**  
 Future innovative companies

Value Growth rate 277%

Multiple 2.8X

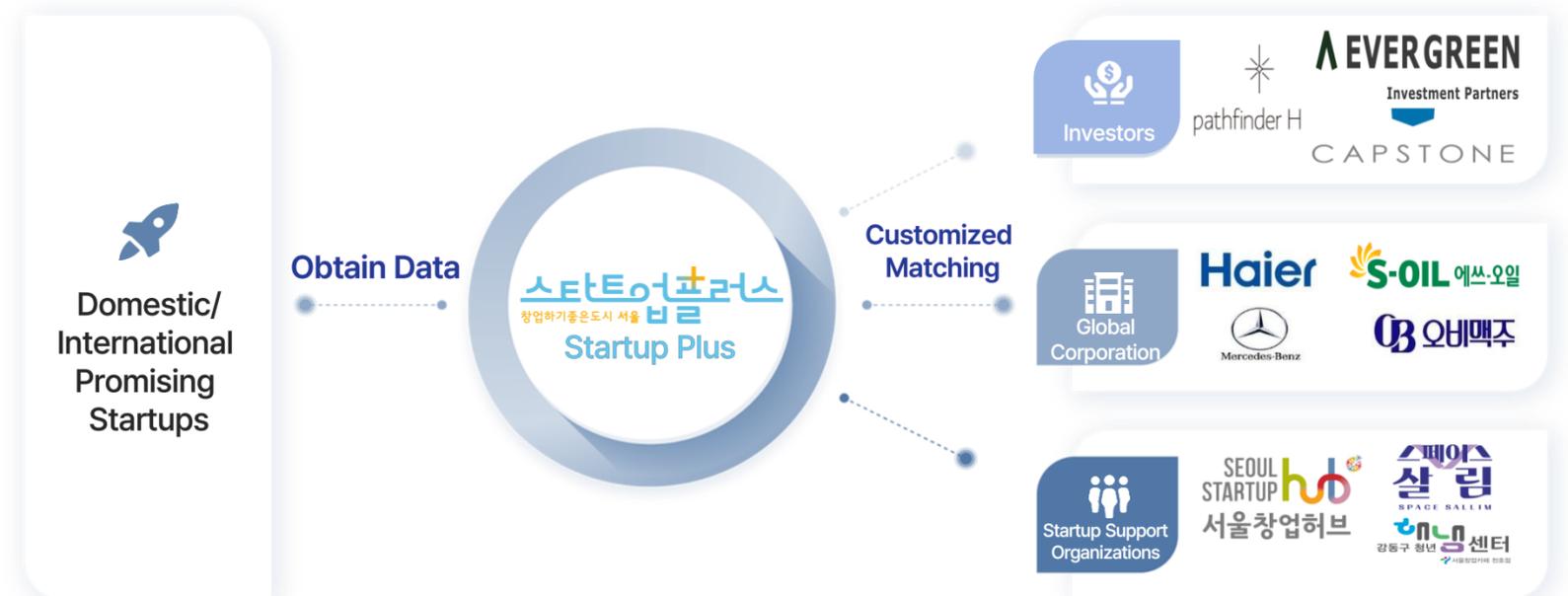
Based on data of startups · large corporations · investors · startup support organizations

# 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
35,199	587,683 cases	6,309 cases	20,921 cases

\* 2022. 4. ~ As of 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



## Global Startup Festival



2022 Zero to Hero: Unleashing the limits

2023 Start Now, Try Together

2024 New Waves, New Ways



## 2025 Dive Deep, Fly High

Visitors	Startups booths	1:1 meetups	Conference
<b>7,729</b>	<b>120</b>	<b>541</b>	<b>33</b>

**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

SE♥UL  
M!SOUL

마음이 모이면 서울이 됩니다

**Thank you**

SEOUL STARTUP HUB

