



# URBAN INNOVATION CHALLENGE : CITYPRENEURS

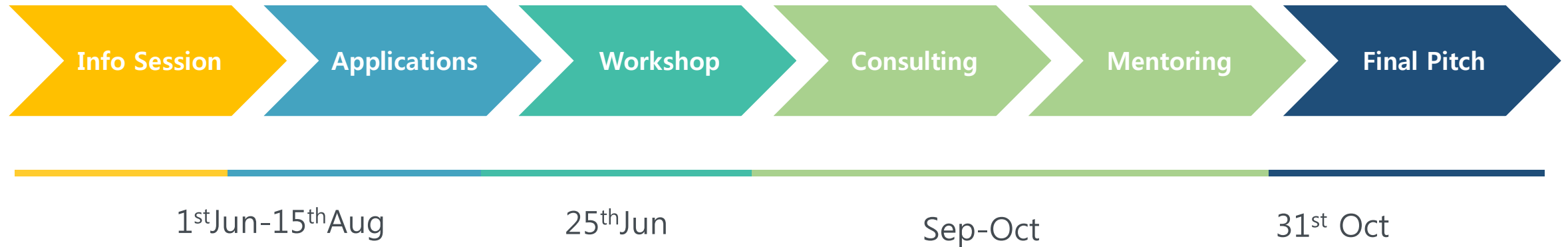
YOUNG SDGS START-UP COMPETITION IN SEOUL



# PROGRAMS

## CITYPRENEURS in 2018

Young SDGs Start-ups Competition in Seoul



## Themes of Citypreneurs

Young SDGs Start-ups Competition in Seoul



Green Energy



Urban Mobility



Social Protection

# CITYPRENEURS

## Urban Issues in Seoul

'06-'17, 10 years  
160,317 cases

<b>Traffic</b>	Parking, Fare system
<b>Environment</b>	Food waste,
Culture	Tourist, Tourism programs
Health	Hygiene, Hospitals
<b>Safety</b>	Traffic, Disaster,
Economy	Payment, Unemployment
Women & Family	Parenting, Education
Welfare	Ageing, Retirement
Housing	Real estate, New-town



**Green  
Energy**

### Seoul Energy Corporation

Fine Dust  
New Regeneration Energy



**Urban  
Mobility**

### Seoul Facilities Corporation

Road Traffic  
Toll System



**Social  
Protection**

Seoul 50 Plus Foundation  
Seoul Foundation of Women & Family  
Seoul Facilities Corporation

Ageing Issues  
Women and Family Issues  
Road and Public Facility Safety

# CITYPRENEURS

## SEED TRACK(20)

### Target & Themes



Early stage

3 Themes

+Issues from Seoul

### Reward



Prize of 24 million KRW

Awards from UN High  
Officials, SMG

Publication in investment  
magazines and reports

## GROWTH TRACK(10)

### Target & Themes



3+ years

3 Themes

### Reward



Investment Reserve Fund

Private Demo Day

Publication in investment  
magazines and reports



# APPLICATION DOCUMENTS

## A. Company/Team Information

- 1) Team name
- 2) Date of Incorporation
- 3) Theme selection related Product or Service/Idea
- 4) Applying Track
- 5) Site of the company
- 6) No. Employees
- 7) Capital & Revenue

## B. Leader Information

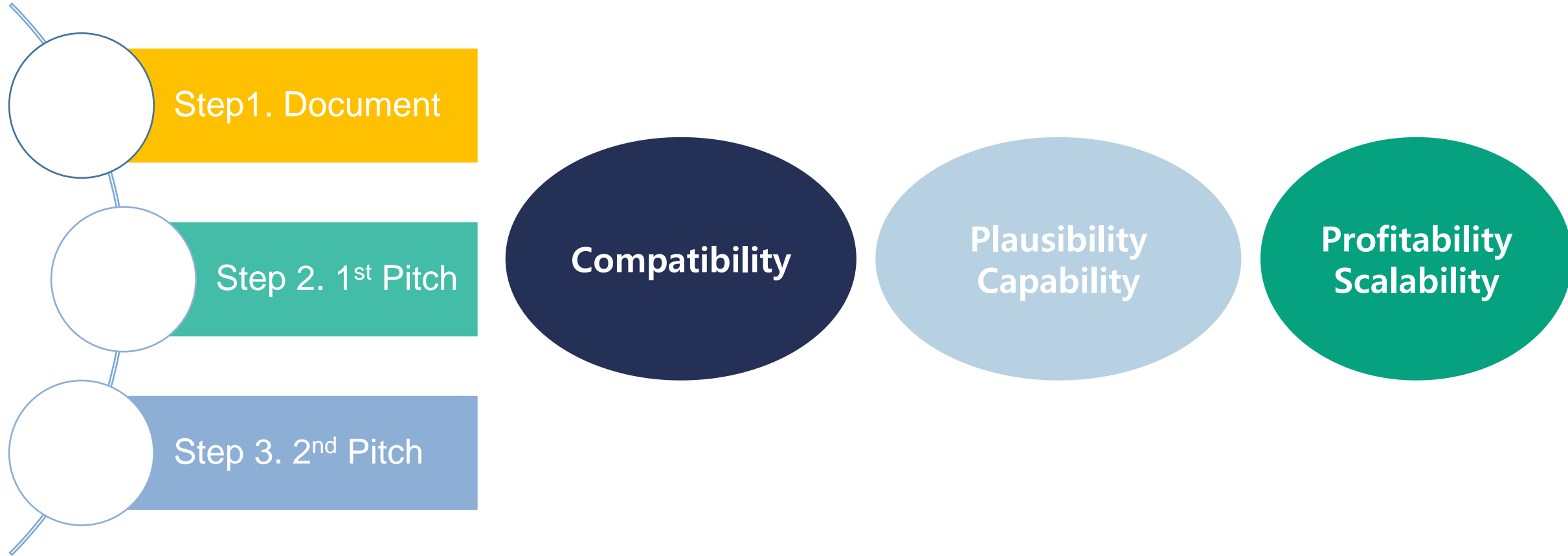
- 1) Name
- 2) Title
- 3) Nationality

## B. Business Proposal

## C. Others

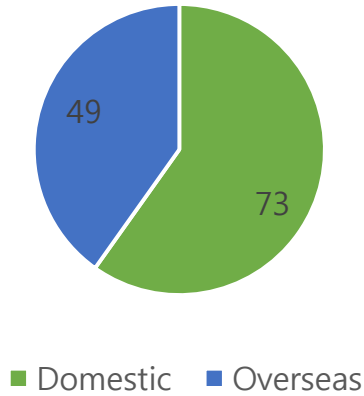
- 1) Apply for Airfare Support (for overseas participants)
- 2) Required Consent

# EVALUATION

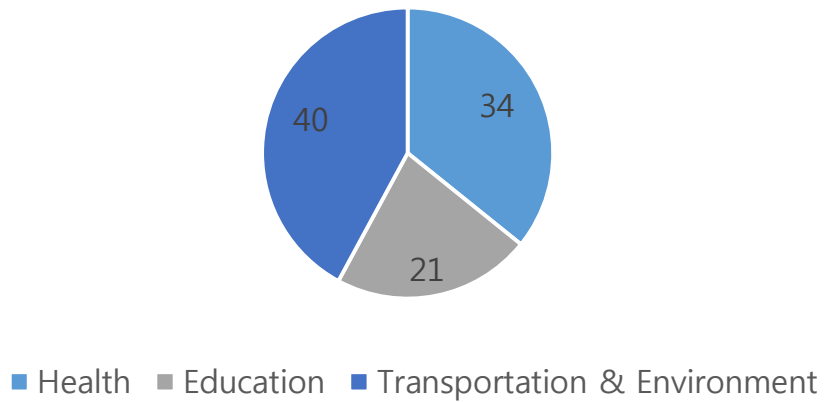


# STATISTICS in 2017

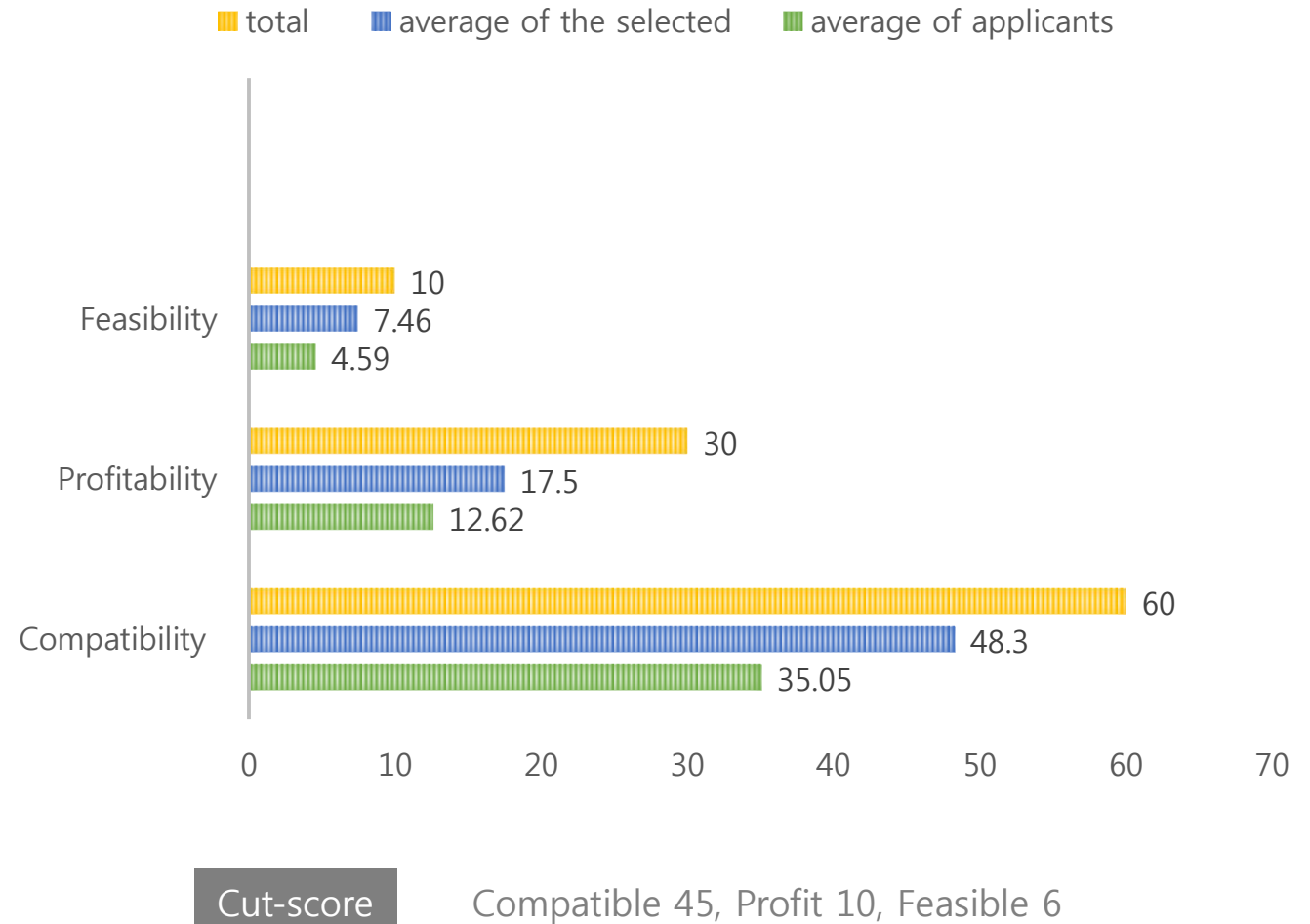
## Status of applicants in 2017



## Status of themes in 2017



## RESULTS OF 1<sup>ST</sup> EVALUATION IN 2017





# 1<sup>st</sup> EVALUATION for the SEED

## Compatibility(60)

Impact on Citizen needs and Seoul's urban problems(30)  
Impact on UN's SDGs (30)

## Plausibility(20)

Managerial competence and team member expertise(10)  
Feasibility of business plans(10)

## Profitability(20)

Originality and differentiation of business item(10)  
Market size and attractiveness of business item(10)

# 1<sup>st</sup> EVALUATION for the GROWTH

## Compatibility(50)

Impact on Citizen needs and Seoul's urban problems(25)  
Impact on UN's SDGs (25)

## Plausibility(25)

Managerial competence and team member expertise(10)  
Feasibility of business and investment plans(15)

## Profitability(25)

Originality and differentiation of business item(15)  
Market size and attractiveness of business item(10)

## 2<sup>nd</sup> EVALUATION for the SEED

### Compatibility(55)

Impact on Citizen needs and Seoul's urban problems(30)  
Impact on UN's SDGs (25)

### Capability(25)

Applicability and usability of the prototype(15)  
Feasibility of business and investment plans(10)

### Scalability(20)

Current market size and potential for demand creation of the business model(10)  
Market competitiveness of product / service(10)

## 2<sup>nd</sup> EVALUATION for the GROWTH

### Compatibility(50)

Impact on Citizen needs and Seoul's urban problems(25)  
Impact on UN's SDGs(25)

### Capability(25)

Applicability and usability of the prototype(15)  
Feasibility of business and investment plans(10)

### Scalability(25)

Current market size and potential for demand creation of the business model(15)  
Market competitiveness of product / service(10)

Thank you 😊

CHOI Hyomin, Senior Manager  
hyomin@sdf.seoul.kr