

Y&A Global Inbound Program

For Innovation Agency Lithuania



General Company Introduction

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I

Overview

1. Specialized Areas
2. Program Goal
3. Expectations



I 1 Specialized Areas

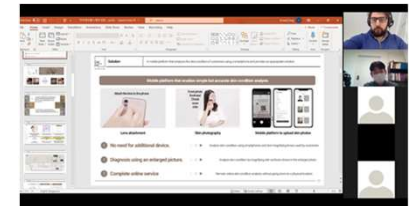
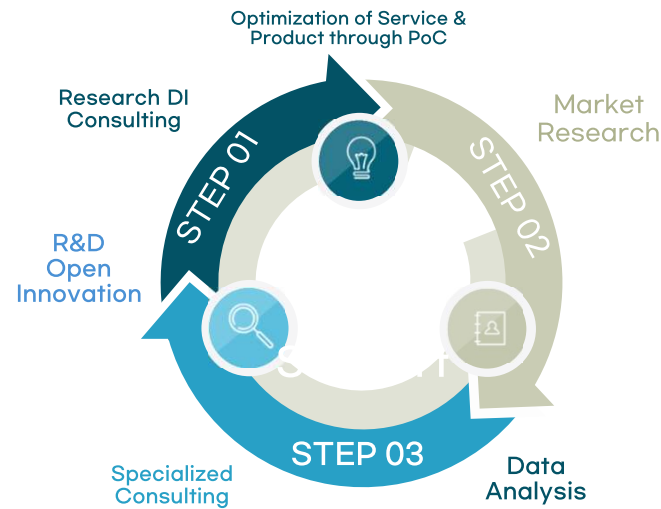
1:1 Consulting



Business Matching



Global Scale-Up Support



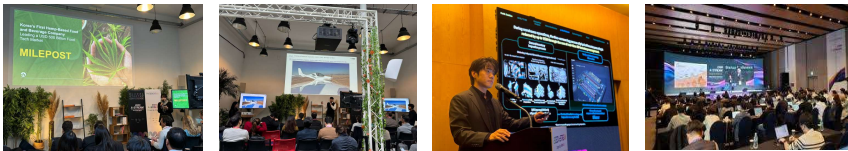
Startup Hub Visits



Consultant Feedback

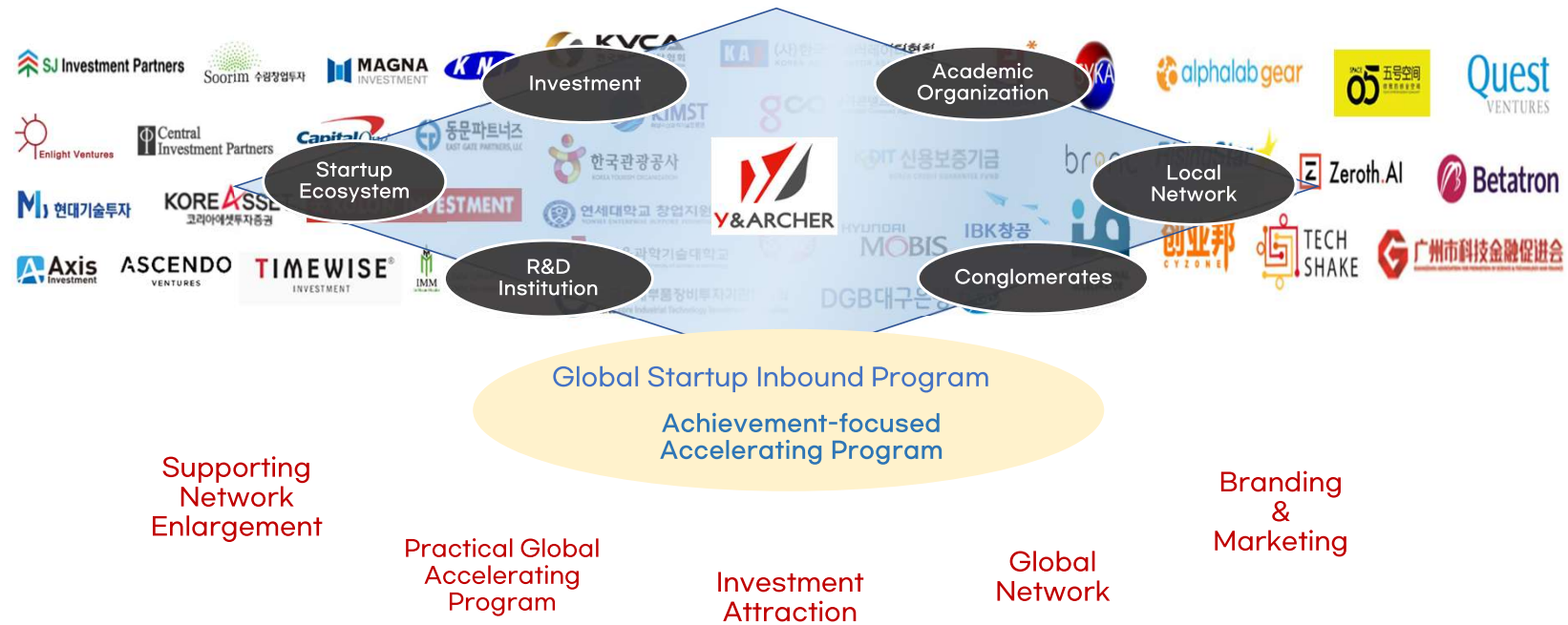


Global Demo Day



Operating Global Specialized Program, correspondingly with Global Market Research and Partnership Assistance
Potential Investment for the successful participating Startups up to 100K USD

I 2 Program Goal



Through the Y&Archer's Local Network Pipeline,
Establishing Achievement-focused supporting system, Contributing toward the Creating Global Unicorn Startup

I 3 Expectations

Creating a new opportunities for the promising **Lithuanian Startups** through the program

Growth through the **Investment opportunities** and **Expansion of the Global Network**



Y&Archer

- Global Network
- Investment
- Diversification of Global Startup Ecosystem

Innovation Agency Lithuania

- Global Investment Opportunities
- Local Reputation & Organizational Promotion

Social / Economics

- Establishing Global Startup Acceleration Infrastructure
 - Creation of Global Employment
- Global Startups' Growth and Flourishment

Startups

- Global Business Scale-up
- Investment Opportunities
- Local Network

II

Company Profile

1. General Information
2. Corporate History
3. Dedicated Specialists
4. Y&Archer's Strengths
5. Investment Fund Overview



II 1 General Information

Company Name	Y&Archer	
Date of Establishment	Oct 19, 2015.	
CEO	Jino Shin, Hojae Lee	
Services Offered	Startup Acceleration and Investment, On/Offline Education Platform Market Expert Match-Making Platform, and Others	
Capital	KRW 3,601 Million (2023)	
No. of Employees	60	
Address	(Headquarter) 202, 22 Teheran-ro 7-gil, Gangnam-gu, Seoul	
	(Regional Branch) Daegu : 111, Oksan-ro, Buk-gu, Daegu Gwangju : 17, Gyeongyeol-ro 143beon-gil, Seo-gu, Gwangju Jeju : 330, Cheomdan-ro, Jeju-si Pangyo : 20 Pangyo-ro 289beon-gil, Seongnam-si	
	(Overseas) Malaysia : Common Ground BB Sdn Bhd, Kuala Lumpur Thailand : WeWork SpringTower, Bangkok	
	(Research Center) 111, Oksan-ro, Buk-gu, Daegu	
	Phone	02-2690-1550
	Fax	02-6918-6560
Email	info@ynarcher.com	

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1st Place in 2017
K-Global Accelerator
Demoday



Winner of 2020
Accelerator
Batch Award

신진은 액셀러레이터협회장 취임..."스타트업 생태계 발전에 기여"



Chairman of
Korea Accelerator
Association

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II 2 Corporate History

Since 2016, We Have Accumulated a Wealth of KNOW-HOW in Startup Acceleration through Acceleration Programs Focused on the Global Market

2022

- Registered as TIPS operator
- Organized 2022 Global Tech Startup Acceleration Project
- Organized BIG3 Innovative Industry Startup Package Project
- Organized LG U-Plus Corporate Venture Program
- Organized National IT Industry Promotion Agency's K-Global Acceleration Program
- Organized Korea Creative Content Agency's "Aesthetic Scale-up Program"
- Organized Technology & Information Promotion Agency for Korea SMEs "TIPA Value-up Program"
- Organized Korea Tourism Organization's "Acceleration Program"
- Organized "Young Entrepreneurship Academy" in Jeju
- Organized Jeju Innovation Growth Center's "Accelerator Program"
- Organized 2022 Sports Accelerating Program"
- Organized Innopolis "Daegu Special Zone Acceleration Support Project"
- Organized Daegu Tourism Bureau's "Contest and Acceleration Program"

2021

- HQ moved to Gangnam
- Organized Kolon Group's "Future Talent Develop Program, DreamWorks"
- Co-Organized "Global Venture Forum" with Samsung Securities
- Organized "Sports Industry Re-start Support Project" of the Korea Sports Promotion Foundation
- Organized "Global & Domestic Accelerating Program" of Korea Tourism Organization
- Organized "Accelerating Program specialized Contents" of the Korea Creative Content Agency
- Organized the Korea Startup Non-face-to-face Start-up Business Develop Project
- Organized "K-Global Accelerator 4th Program" of Ministry of Science and ICT
- Organized Technology & Information Promotion Agency for Korea SMEs "TIPA Value-up Program"
- Organized "Start-up Package on Innovation Field" of Gumi Electronics & Information Technology Research Institute
- Operated "Investment Attraction Program" of Korea Environmental Industry & Technology Institute

2020

- Registered Corporate Venture Accelerator
- Organized Kolon Group & Lotte Construction "Overseas Training Program"
- Organized the Ministry of Land, Infrastructure and Transport's "Projects to support utilization of research results of land transportation"
- Organized The Korea Sports Promotion Foundation's "Accelerator Project"
- Organized Korea Credit Guarantee Fund's "Start-up NEST 7th & 8th Batch"
- Organized Korea Creative Content Agency's "Aesthetic Scale-up Program"
- Organized KIMST Marine Fisheries "Accelerator Program"
- Organized Korea Tourism Organization's "Acceleration Program"
- Organized "Young Entrepreneurship Academy" in Jeju
- Organized Jeju Innovation Growth Center's "Accelerator Program"
- Organized Chungbuk CCEI "Start-up Business School 7th & 8th Program"
- Organized Innopolis "Daegu Special Zone Acceleration Support Project"
- Organized Daegu Tourism Bureau's "Contest and Acceleration Program"

2019

- Organized The Korea Sports Promotion Foundation "Accelerator Project"
- Organized "Start-up NEST 5th & 6th Batch" of the Korea Credit Guarantee Fund
- Organized Jeju Innovation Growth Center "ICT Convergence Startup Hub"
- Organized Chungbuk CCEI's "Startup School 6th Program"
- Organized Gyeonggi Content Agency's "Advanced Startup 1st Program"
- Co-Organized "Switzerland Demo day" with KVCA
- Held YS&Archer's Asia Startup Conference, "A-Stream in Shenzhen"
- Co-GP Fond on "Education Account" with Daegu Gyeongbuk Tech. Holdings
- Organized Gyeonggi Content Agency's "Advanced Startup 1st Program"
- Organized Gyeonggi Content Agency's "Advanced Startup 1st Program"

2018

- Individual Investment Account Management Company with Korea Fund of Funds
- Conducted an "Accelerator Project" of the Korea Sports Promotion Foundation
- Operated "K-Global Accelerator 3rd Program" of Ministry of Science and ICT
- Organized "Start-up NEST 3rd & 4th Batch" of Korea Credit Guarantee Fund
- Organized Hyundai Mobis's "In-house Start-up Acceleration"
- Organized Korea Institute for Advancement of Technology's "Consulting on Development of Humanity Convergence Products (Services)"
- Organized Korea Environmental Industry & Technology Institute's "Investment Capacity Build-up Program"

2017

- Registered as an Accelerator by Ministry of SMEs and Startups
- Organized "Mapo 1st Accelerator Project" of IBK Industrial Bank of Korea
- Conducted an "Accelerator Project" of the Korea Sports Promotion Foundation
- Operated "K-Global Accelerator 2nd Program" of Ministry of Science and ICT
- Organized "Start-up NEST 1st & 2nd Batch" of Korea Credit Guarantee Fund
- Organized "Start-up and Venture R&D Support Project" of Korea Industrial Technology Association

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II 3 Dedicated Specialists

Executing **Professional Acceleration** From the Specialized Team
with **Extensive Networks** in Diverse Fields
(Marketing/Investment/Global Market Entry)

Y&Archer Dedicated Specialists



Director
Charles Kim

- Director of Global Strategy Division
- Tourism MBA
- Responsible for Completion of the Program and Budget Management



Principal
Minsoo Chung

- Principal of Global Strategy Division
- Global Inbound Open Innovation Program Manager
- Responsible for on-site events support and first-hand counteraction in case of emergency



Associate
Yeni Yang

- Associate of Global Strategy Division
- Former Consultant in Global Trading Firm
- Responsible for managing accommodations / working spaces



CEO
Hojae Lee

- Co-CEO.
- Former consultant
- Responsible for extending business network



Director
Hyunjung Park

- Director of Investment Strategy Division
- Former consultant
- Responsible for budget managing



Director
Changyu Hwang

- Director of Acceleration Center
- Former Rep. of Online Newspaper company
- Responsible for Advertising and Promotion

Internal Support

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II 4 Y&ARCHER Strength_1_Domestic Network

Leveraging Y&Archer's network, we provide customized services such as: Corporate Venture PoC, Technology Consulting, Business Model Development, Investment Consulting, and Business Matching



01. Corporate Network

02. Academia Network

03. Governmental Organization Network

II 4 Y&ARCHER Strength_2_ Global Network

Partnership & Active Cooperation with
87 Organizations from 22 Nations Worldwide



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Europe

- 1) MIXX&Company
- 2) Technopark Luzern
- 3) Founders Foundation
- 4) Creative Valley
- 5) Silicon Allee
- 6) Amarapura
- 7) Foundry Europe
- 8) 123 Factory
- 9) Schoolab
- 10) NR2
- 11) SkyinQ
- 12) Tenity
- 13) Lingg Venture
- 14) Persist AI
- 15) ETH Zurich
- 16) South Ventures
- 17) Vertical Finland
- 18) Innovation Agency Lithuania
- 19) BMW Startup Garage
- 20) La French Tech
- 21) leAD Sports Partners
- 22) DB MindBox
- 23) Ghent University
- 24) L'Oréal
- 25) Norrsken Foundation
- 26) Stanford Angels
- 27) Betahaus X
- 28) Hack40

Middle East & Asia

- 1) Flat6Labs
- 2) The Circle FC

East Asia

- 1) Creww
- 2) Tokyo University of Science Innovation Capital
- 3) TechShake
- 4) Plug and Play Japan
- 5) PKSHA Capital
- 6) Headline Ventures
- 7) Freakout
- 8) Global Initiative
- 9) University of Tokyo Edge Capital Partners
- 10) Kiraboshi Bank
- 11) Make 064
- 12) TH Capital
- 13) Lightcone Asset Management
- 14) FEW Investing
- 15) Faster Capital

North America

- 1) Mind The Bridge
- 2) Startup Junkie
- 3) The Vault
- 4) Schoolab
- 5) S'Hampagne
- 6) Bundesliga International
- 7) Government of Quebec

Africa

- 1) Africarena

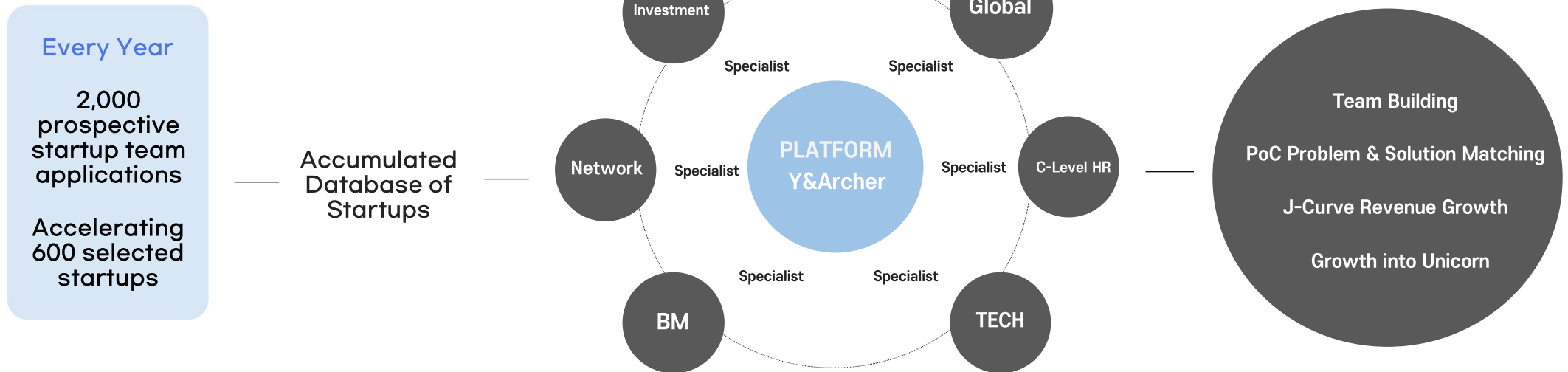
South East Asia

- 1) TechShake
- 2) Ignition
- 3) Penbrothers
- 4) Viisa
- 5) KILSA
- 6) Campus K
- 7) Quest Ventures
- 8) Digiteer Creative Studio
- 9) Thai Startup Association
- 10) VISUP Thailand
- 11) Capital Plus
- 12) Vertex Ventures
- 13) Novo Holdings
- 14) Kejora Capital
- 15) Gobi Capital
- 16) 1982 Ventures
- 17) BNI Ventures
- 18) Endeavor Indonesia
- 19) TAO Startup
- 20) QF Capital
- 21) Plug and Play SG
- 22) Seed Ventures
- 23) Cocoon Capital
- 24) Transfong Venures
- 25) Bank of Singapore
- 26) Capital Plus
- 27) Altara Ventures
- 28) Nanyang Technological University
- 29) Antler Singapore
- 30) Investigate VC
- 31) JDI
- 32) M Venture Partners
- 33) VulpesInvest

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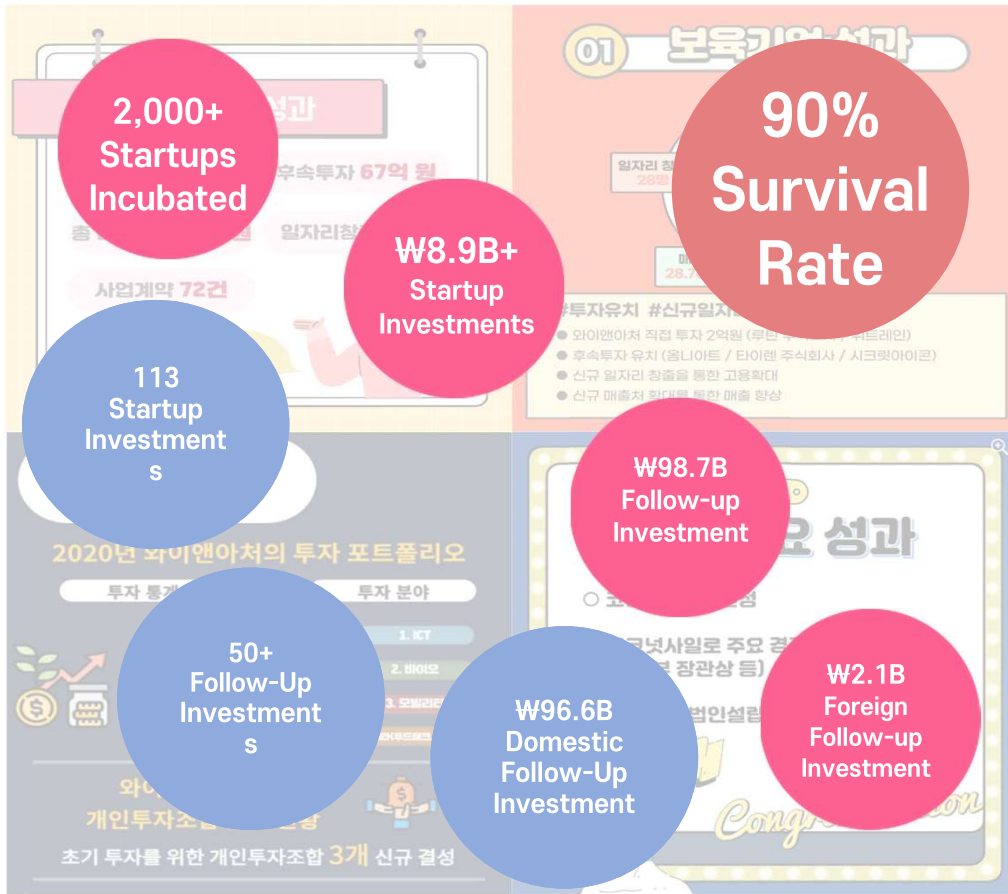
II 4 Y&ARCHER Strength_3_Database

Leveraging Y&Archer's **Accumulated Database** of 5000+ Startups, Providing **Ideal Combinations of Experts & Business Models & PoC Solutions** to Accelerate Growth into Unicorn Startups



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II 5 Y&ARCHER Investment Fund Overview



Type	Fund Name	Total Capital	Invested Capital	Investment Target
PEF	Y&A Startup PEF #1	240	230	Prospective/Early Stage Startup
FoF	Y&A Startup PEF #2	2,000	1,742	Prospective/Early Stage Startup
FoF	Daegyung Dynamic PEF #1 (Co-GP Daegyung Technoloy Holdings)	5,050	2,841	Daegu/Gyeongbook Early Stage Startups
PEF	Y&A Fintech PEF #1	111	105	Early Stage Fintech
PEF	Y&A VNPf #1	527	506	Bio Project Fund 1
PEF	Y&A VNPf #2-1	653	620	Bio Project Fund 2
PEF	Y&A VNPf #3-1	619	600	Bio Project Fund 3
PEF	Y&A C&R PEF #1	120	113	Bio Project Fund 4
PEF	Y&A Delight PEF #1	364	300	Contents Project Fund 1
PEF	Y&A Delight PEF #2	500	460	Bio Project Fund5
PEF	Y&A Jubilee PEF #1	158	130	Construction Project Fund 1
PEF	Y&A Startup PEF #3	988	170	Prospective/Early Stage Startup
PEF	Y&A Build-Up PEF #1	340	296	Construction Project Fund 2
PEF	Y&A Delight PEF #3	306	270	Contents Project Fund 2
PEF	Y&A Delight PEF #4	350	300	Contents Project Fund 3
PEF	Y&A Startup PEF #4	1,000	200	Prospective/Early Stage Startup
FoF	Y&A Heroes PEF #1 (e)	4,500	-	Early Stage Sports Startup
PEF	Y&A Delight PEF #5 (e)	595	-	Bio Project Fund 6
FoF	Y&A Local Pump-Up PEF #1 (e)	5,000	-	Regional Startups with Angel Funding
PEF	Y&A Startup PEF #5 (e)	1,000	-	Prospective/Early Stage Startup
PEF	Y&A Space PEF #1 (e)	1,000	-	Aerospace Startup
Total		₩25,421M	₩8,883M	

III

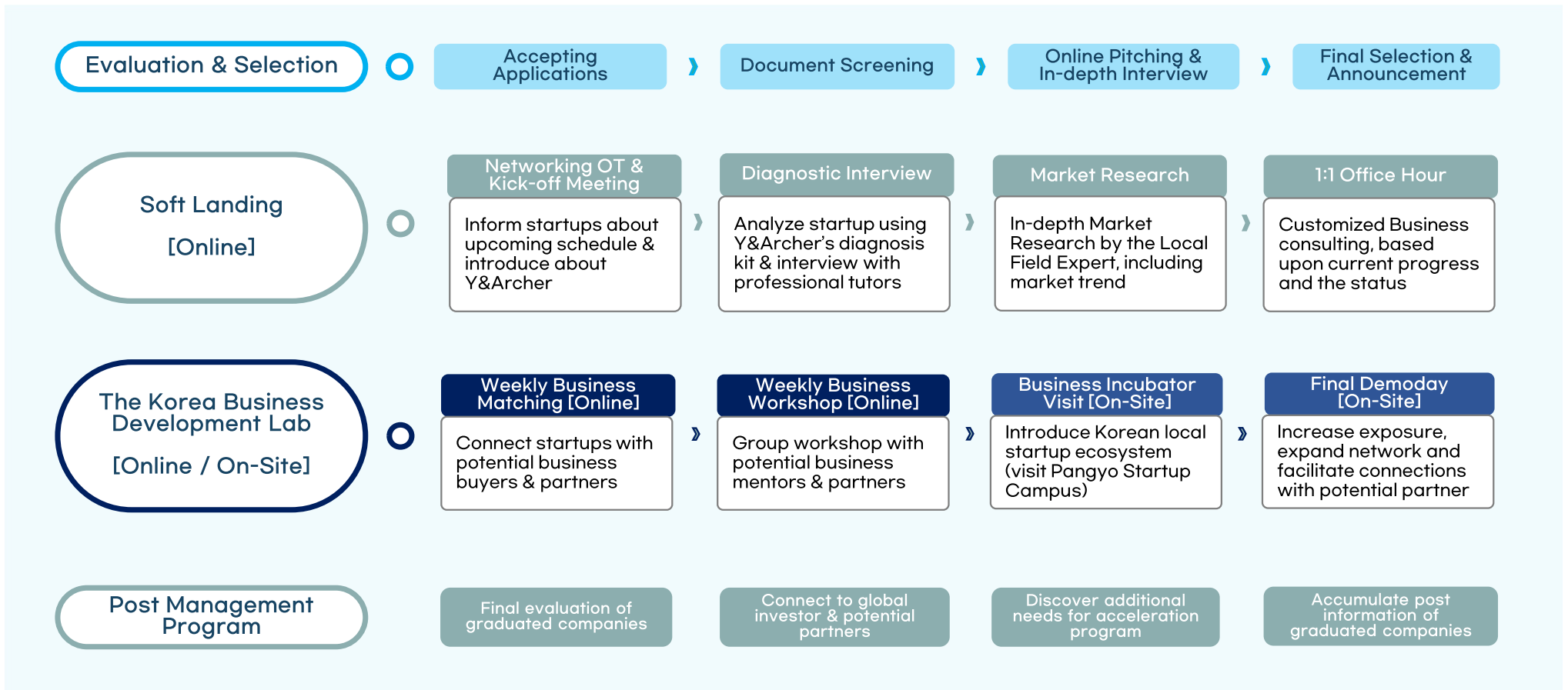
Program Plan

1. Program Contents
2. Program Details





1 Program Contents



III 2 Program Details_Advertisement

Promotion of “Global Inbound Program” with Global Startups, through article publishment and the social media posts.

Advertisement

Article Publishing



SNS Posts



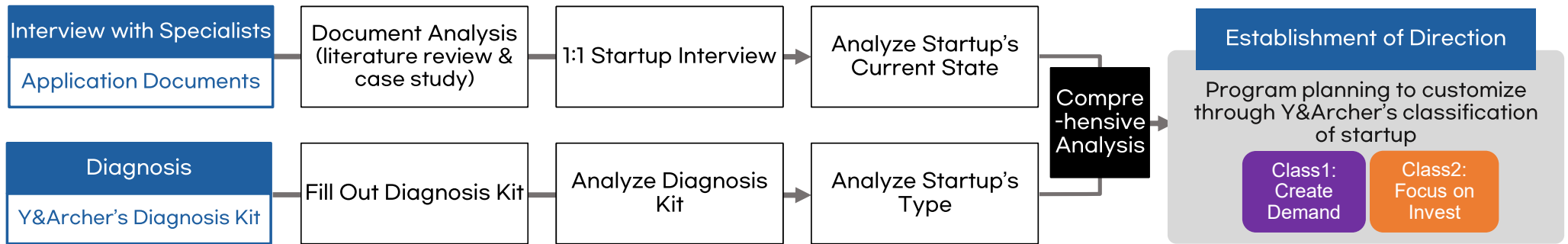
- Aims to expose on search engine such as Google, Naver (One of the most influential Search Engine Portal in South Korea)
- Post article using Y&Archer's own newspaper publishing company “ASIA Herald”

- Post on Y&Archer's Facebook page, Blog, etc.
- Continuous event posting from the beginning of program

III 2 Program Details_Diagnostic Interview [Online]

Analyze Startup using Y&Archer's **Diagnosis Kit & Interview** with Dedicated Specialists

Duration • 2 Days



Diagnostic Items and Contents

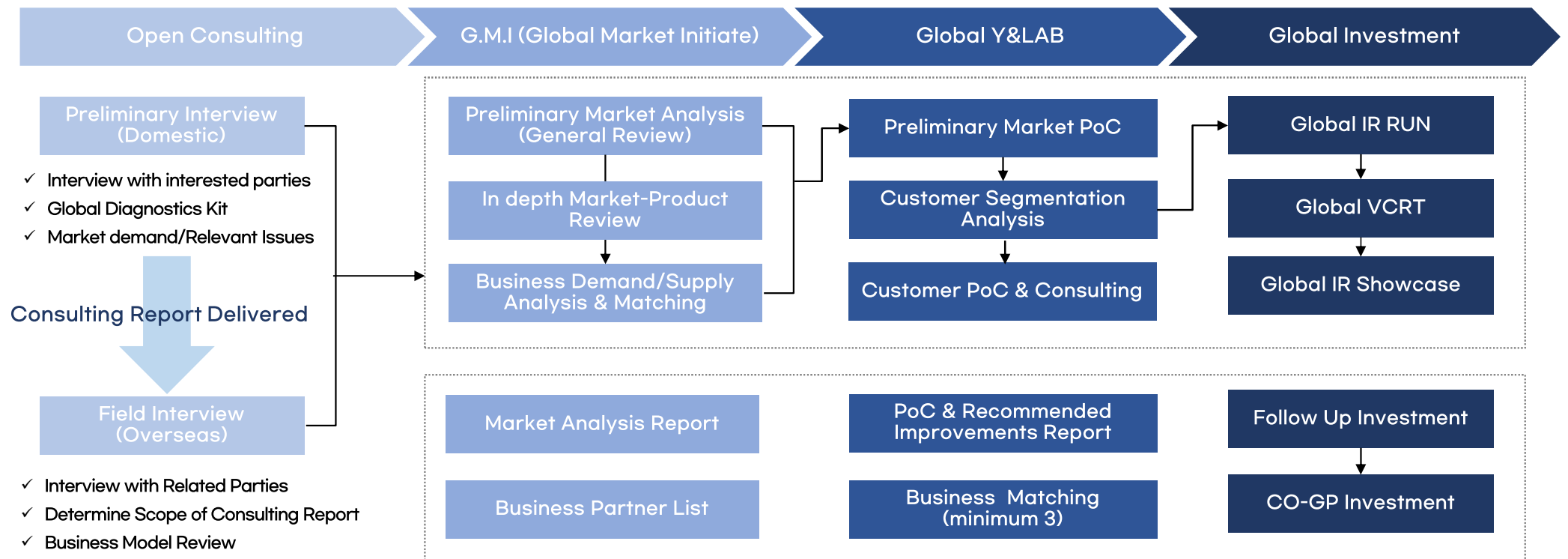
General	Characteristic of Corporate	Technology Intensity	Market Driven	Financial Status	Needs for this program
Startup Overview & Current Status	Corporate Competence	Excellence of Technology	Consumers Data Driven	Short & Long Term Financial Plain	Needs & Goals on This Program

Y&Archer's Diagnosis Kit Example

The examples show the '사업화 실증 진단 KIT' (Commercialization Realization Diagnostic Kit) cover, a detailed checklist of diagnostic items, and two summary reports. The reports include bar charts for '시장 점유율' (Market Share) and '기술 수준' (Technology Level), and radar charts for '1.000' and '1.000' metrics.

III 2 Program Details_ Y&Lab In-Depth Market Research [Online]

Customized Global Market Research and Local Customer PoC for the Strategic Market Entry



III 2 Program Details_Final Demo Day [On-Site]

Y&Archer's Demo Day Provides an Opportunities for Growth in Global Capabilities and Investment Attractions, Securing Domestic and Foreign Investment Networks

Demo Day

Program Objective

- Providing startups, the opportunity to demonstrate their business ideas to distinguished investors and other major stakeholders

Program Period

- Final Week of the Program Duration
- Place: Korean Federation of Science and Technology Societies IR Room
- Participants: More than 50 Stakeholders

(More than 5 Korean investors, including a related organization)

Major Investors & Organizations



<Y&Archer Demo Day>



<A-Stream in Jeju Global Conference>



III 2 Program Details_Final Demo Day [On-Site]

Y&Archer's Demo Day Provides an Opportunities for Growth in Global Capabilities and Investment Attractions, Securing Domestic and Foreign Investment Networks

A-Stream Startup Conference

Conference Detail

- One of the largest International Startup conferences in Asia, operated by Y&Archer, promotes a global network between both domestic and overseas Startups, along with investment attraction

Achievements

- Investments: 776 Million USD+ (Domestic 620 Mil. / Overseas 156 Mil.)
- Branch Incorporation: 78+ (Overseas 78+)
- Partnerships: 178+ (Domestic 95 / Overseas 83)
- Participants: 3000+ and 550 Domestic/Overseas VCs

Major Investors & Organizations



<A-Stream in Jeju Startup Conference>



<A-Stream in Europe Global Conference>



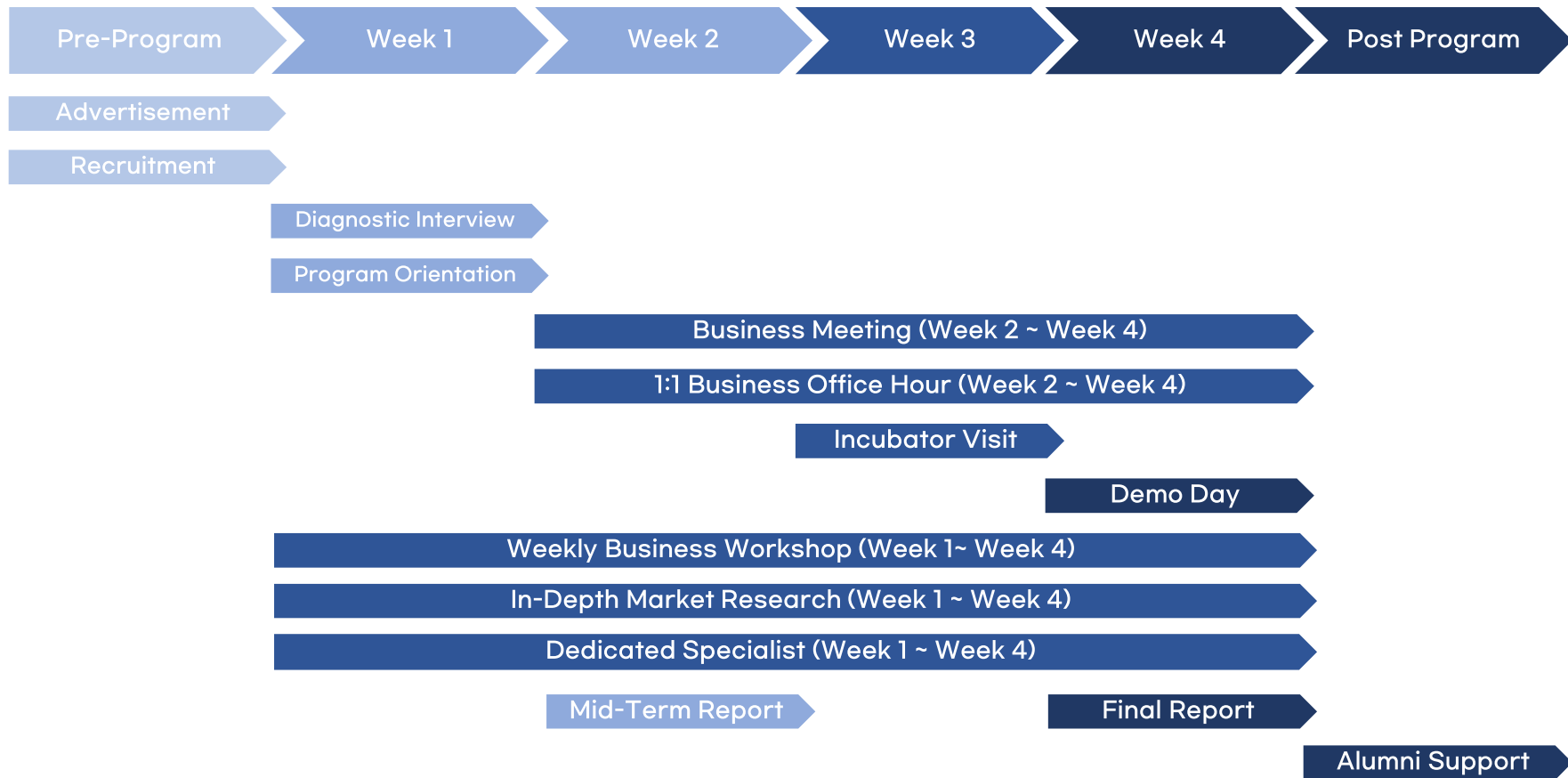
IV

Program Operation

1. Timeline
2. Key Performance Indicator
3. Post-Program
4. Additional Support
5. Reporting System



IV 1 Timeline (4 Weeks Program)



IV 3 Post-Program

Continuously Checking the Startup's Status After the Program, Maintaining Social Impact to International Startup Eco-System

Monitoring

- Quarterly checkup for startups (Google Form)
- Checking status/progress of startups
- Monitoring Medias(Investment, M&A, IPO, etc...)



Sending events invitation regularly

Advertising

- Article publishing by Y&Archer's own media channel 'Asia Herald'
- Promotional support by social medias
- Using Korea accelerator association's channel to upload related news of startups



Investment Round Promotion

- Long term support for investment round of startups by sharing Investors (VC, Angel investors, Accelerators, Incubators) network
- Cold mailing service



Promotional booklet distribution

Consulting & Education Support

- Sharing open-source lectures to startups by using Y&Archer's own education platform 'WACAVIEW'
- Complimentary web space rental service for online meetings of startups
- Updating educational clips of market trends specifically targeting Korean markets



Global Market Entry Support

- Recommendation for global startup conference conducted by Y&Archer's global partners
- Discount for Y&Archer's own global startup conference 'A-Stream'



IV 4 Additional Support (1)

Providing support packages to the startups that can be applicable in various fields (Google Cloud, AWS, Crunch Base, KG INISIS)

Google Cloud Service

- Service of Google Cloud Platform, including Computing, Storage, Networking, Big data, Machine learning sectors
- ▶ **Benefits**
- Credits offering based on the growth stage of startups
- After using all the free credits, if startups apply for additional support, they can get more credits (Max. 20,000 USD) after several steps of screening
- Offer free application programming interfaces (12 at the most)

Amazon Web Service (AWS)

- Business Development / Business Sales / Business Architecture Program
- ▶ **Benefits**
- AWS Service Credits (Max. 2 years)
- Business Support (Premium technical support plan)
- SA(Solutions Architecture) Office Hour (1:1 Meeting)

Crunch Base

- Business information platform about private and public companies. It provides intelligent prospecting software powered by live company data.
- ▶ **Benefits**
- 20% discount of membership

KG INISIS

- Payment gateway service company

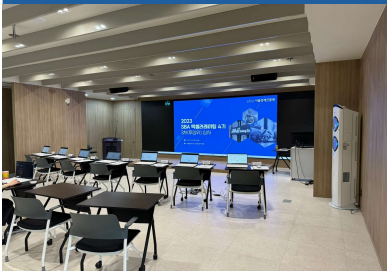

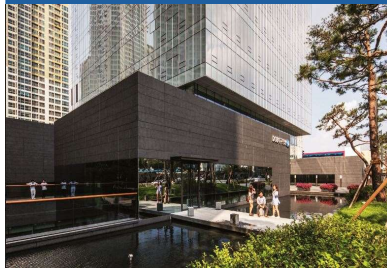


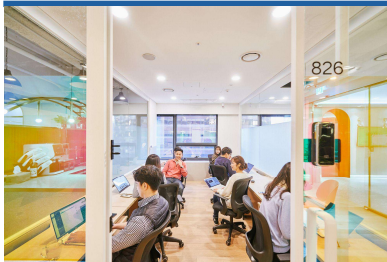
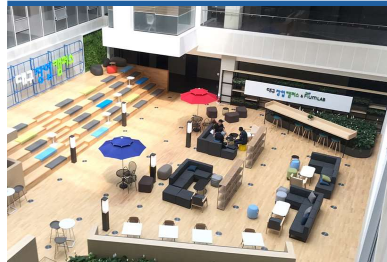

▶ Benefits

Eligibility	Limits of use	Annual fee	Others
Standard Startups, ① that are using shared offices ② that are getting national support	Basic limit 20M KRW + Additional collateral (*4times of value)	Free of Charge	Can be charged with preferential transaction fee depends on business types
Investee Startups ① If the startup can prove the investment attraction history ② Venture & Unicorn company	Basic limit 50M KRW + Additional collateral (*4times of value)		



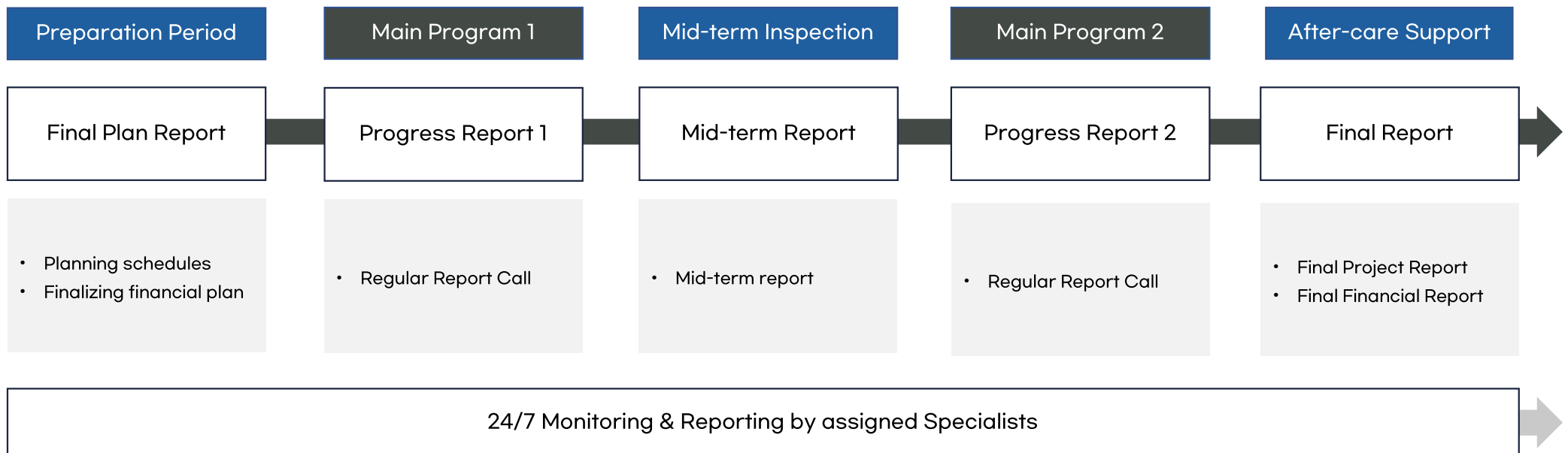
IV 4 Additional Support (2) – Working Spaces [Optional]

Offering Offices and Facilities in Innovation Hubs in Korea to make Efficient Working Environment for the Startups

Y&Archer I	FastFive I	Inno Hub I	Science Park I	Location
				<p>Y&Archer & FastFive Seoul</p> <p>Inno Hub Daegu</p> <p>Science Park Jeju</p>
Y&Archer II	FastFive II	Inno Hub II	Science Park II	Facility Information
				<ol style="list-style-type: none"> 1. Projector 2. Screen with Speaker 3. Relaxing Zone 4. Meeting Rooms (Max. 12 People)

IV 5 Reporting System

Reporting Structure & Schedule





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