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| 2021 Global Acceleration Program for Startup  Applicant’s Business Plan |

□ Overview of Applicant ※국문양식에 작성하신 내용을 영어로 기재해주세요

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| **Company Name** | | |  | | **Founder** | |  | | |
| **Registration date** | | |  | | **Website** | |  | | |
| **Apply Country/City** | | |  | | **Apply Accelerator** | |  | | |
| **Introduction of Company** | | |  | | | | | | |
| **Item(Service) Overview** | | | | | | | | | |
| **Item(Service) Name** | | |  | | | | | | |
| **Item(Service) Summary** | | |  | | | | | | |
| **Sector** | | |  | | | | | | |
| **Item Status** | | |  | | **Type of Sales** | | |  | |
| **Major Performance** | | | | | | | | | |
| **Overseas corporation** | | |  | | **Overseas corporation**  **Details** | | |  | |
| **Funding Stage** | | |  | | | | | | |
| **Investment(Total)** | | |  | | **Main Investor** | | |  | |
| **Number of Employee**  **(2021. March)** | | |  | | **Sales**  **(Including export)** | **2018** | |  | |
| **2019** | |  | |
| **2020** | |  | |
| **2021**  **(estimated)** | |  | |
| **Core Team** | | | | | | | | | |
| **No.** | **Name** | **Position(Role)** | | **Career(Background)** | | | | | **Linkedin profile** |
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□ Expansion

◦ **Why are you applying to this program? and What do you hope to get out of the programme?**

◦ **Why do you want to expand to the country you choose?**

◦ **When are you planning to expand your business to the country you choose and how?**

- If you are currently doing business in the country you choose, please write the status and future plan.

◦ **Please fill out the target you want to have meeting with.**

- You can find the accelerator’s network pool at the ‘(붙임3) 액셀러레이터별 참고자료’ and you can write others you want to meet.

| **Category** | **Name** | **The reason why you want to meet** |
| --- | --- | --- |
| *mentor* |  |  |
| *incorporation* |  |  |
| *startup* |  |  |
| *...* |  |  |
|  |  |  |

□ Product / Service

◦ **Please describe your product and what it does.**

- Describe the details about core technology, status of the product, and the current commercialization stage?

◦ **Why did you pick this idea to work on? What problem are you solving and how do/will you solve it?**

◦ **What is the unique selling point/new/different/interesing about your product/service?**

◦ **Please describe your business/revenue model.**

◦ **If possible, please provide a URL to a 1-minute video demo of your product/service.**

□ Customers & Market

◦ **Who are your potential customers? Please describe your target customers.**

◦ **How do/will you find customers?**

◦ **Who are your competitors or substitutes for your product or service? and what is your product competitive advantage?**

◦ **How do you know people need your product/service and what steps have you taken to validate your idea in the market?**

□ Traction

◦ **Please let us know your business traction in Korean and overseas.**

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| **[Traction example]**  **Patents, Letters of Intent, MoU, Partnership, Sales and export, User Growth, prize, Funding, Other Accomplishments.**  · How many total customers or users (as applicable) does your company have currently?  - If any customers, users, or partners are particularly notable, please share the context.  · If you’ve launched, what is your monthly growth rate in revenue?  · If you’ve launched, what is your monthly growth rate in users?  · Have you already incorporated/formed any legal entity? when?  · Have you ever received funding that was not from one of the founders? from whom and when? at what valuation? |

□ TEAM

◦ **Please give all founders’ name, background and highlight specific experience of interest.**

◦ **Please give team members’ name, background and highlight specific experience of interest.**