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| 2021 Global Acceleration Program for StartupApplicant’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** |
| 1 |  |  |  |  |
| 2 |  |  |  |  |
| … |  |  |  |  |
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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.**