

Hanyang University

# Hanyang Institute for Entrepreneurship



**HANYANG UNIVERSITY**



## GREETING

For young people living in an era of 120-year life expectancy, entrepreneurship education is an essential life skill to prepare for a new future. It is also an opportunity for students to design a life of challenge and purpose, pursue their set goals, and experience immersion in meaningful work.

Fostering the highest number of startups, Hanyang University has played a pivotal role in developing Korea's economy by nurturing talent. The Institute for Entrepreneurship is the first among Korean universities in 2009 to meet the demands of a new era through creation and startups. Our role builds on Hanyang's inheritance and tradition as a "CEO training school." By providing education on entrepreneurial fundamentals and field-centered practical training, our center strives to increase the success rate of startups. In addition, we prepare technological startup entrepreneurs by passing on the wisdom and practical experiences of successful alumni.

Since the establishment of the Institute for Entrepreneurship, Hanyang University has been the role model for domestic universities' startup education and a leader in youth startup culture. Recently, it has strengthened its status as the "CEO Training School" by being selected as the top university for startup education, the best university producing venture entrepreneurs and student entrepreneurs. We have built an education program for startup training, networking, startup incubation, and global expansion that provides 40 startup lectures a year, serving more than 8,500 students every year. Moreover, by opening the Department of Entrepreneurship in undergraduate school and general graduate school, it has organized a customized and systematic education system for startups. In addition, global startup centers have been opened in Silicon Valley, New York, USA; Shanghai, China; and Hanoi, Vietnam, among other locations. These supporting centers are uniquely situated to actively support the overseas market expansion of startup companies.

In the 21st century, where there is no lifetime workplace or job, everyone will face an entrepreneurial opportunity more than once. While a single idea or technology can start a business, systematic education and training are the best paths to achieve sustainable success. One must draw on knowledge from various fields and acquire skills through practical experience.

Through the Institute for Entrepreneurship, we hope that more students can acquire the wisdom of living in an era of 120-year life expectancy, enabling them to grow as entrepreneurs and become the leaders of global development. Thank you very much.

*Changwan Ryoo*

**Chang-Wan RYOO**

Director of the Hanyang Institute for Entrepreneurship  
Professor, Department of Interdisciplinary Industrial Studies



# ABOUT

The Hanyang Institute for Entrepreneurship was established to imbue prospective entrepreneurs with sound entrepreneurship principles, pass on the practical wisdom of alumni, and educate prepared technological entrepreneurs.

## Vision

- Produce 30,000 startup companies
- Achieve 30% of GDP for alumni company sales

## Mission

Foster prepared technological startup entrepreneurs by providing them with systematic education to achieve the skills, mindset, and fundamental business knowledge

Improve the success rate of startups and cultivate sustainable management ability through field-centered practical education and training rather than merely delivering knowledge

Discover excellent prospective entrepreneurs to support startups and foster them systematically through connections with our alumni network

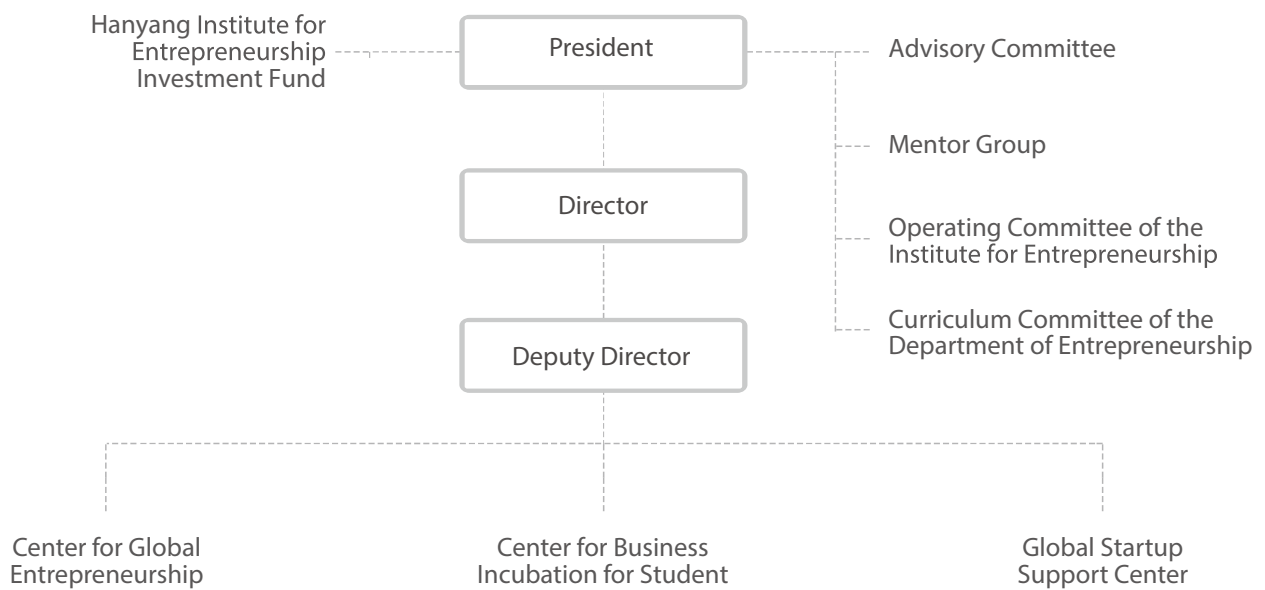
Ensure inheritance and development of the pragmatic learning atmosphere and founding philosophy of Hanyang University that has played a pivotal role in national development

Create jobs and contribute to the structural advancement of the industry by reviving entrepreneurship and imbuing a startup mind-set



The Hanyang Institute for Entrepreneurship has built a one-stop total incubating system encompassing startup education, startup training, networking, startup incubation, and entrepreneurship research and cooperation, providing comprehensive and systemized support.

## Organization





# ABOUT

The Hanyang Institute for Entrepreneurship has built a one-stop total incubating system encompassing startup education - startup training - networking - startup incubation - entrepreneurship research and cooperation, providing comprehensive and systemized support.

## Core Themes

### Education

- Undergraduate Major in Entrepreneurship
- Graduate Department of Entrepreneurship
- Global Startup CEO Course
- Hanyang Startup Academy

### Networking

- Startup forum, Faculty startup forum
- Mentoring café, Lunch mentoring
- Senior-junior mentorship program, etc.

### Research and Cooperation

- Research and program implementation to spread entrepreneurship
- Exchange and joint program promotion with domestic and overseas institutions

### Training

- Startup competition
- Startup camp/internship
- Startup festival
- Survey customer response, Explore enterprises, etc.

### Incubating

- Startup discovery and support
- Startup club and student entrepreneur discovery
- Startup Investment, Investor Relations(IR)
- Expand startup infrastructure



The Hanyang Institute for Entrepreneurship has built a support system for the entire startup cycle from the preparation stage, implementation, to the EXIT stage.

## Startup Infra

### | Startup Preparation

1 <b>Basic Education</b>	Startup lectures	Entrepreneurship major (undergraduate), Division of entrepreneurship(graduate), Hands-on startup lectures
	System	Startup-friendly education system (credit replacement for startup, credit exchange program)
2 <b>Idea Creation</b>	Program	Startup competition, Tech startup founder fostering program, Startup camp, Startup festival, Global entrepreneur cultivation program
	System	Tech startup scouter, Global startup internship
3 <b>Business Verification</b>	Program	Market insights report, Patent research report
	Prototype manufacturing	Support for using an equipment, such as 3D printer, laser cutting machine, CNC

### | Idea Execution

4 <b>Early Stage</b>	Infrastructure support	Center for Business Incubation, COMMAX Startup Town, Startup Zone, Hanyang Startup Sauna, 247 Startup Dorm (Dormitory-type startup space)
	Program	Hanyang Startup Academy, Hanyang Startup Forum, Faculty Startup Forum, Business Hub Day, One-Stop Mentoring Platform
	System	Leave of absence system for startup
5 <b>Funding</b>	Funding support	Hanyang Angel Fund, Hanyang Institute for Entrepreneurship Investment Fund, TIPS, University Startup Fund, Global cloud funding, Global startup fund, Kibo Venture CAMP, Startup NEST

### | Startup Growth

6 <b>Growth Support</b>	Program	Startup growth promotion (scale-up) program
7 <b>Global Expansion</b>	Infrastructure support	Global startup base centers operation (Silicon Valley, New York, Shanghai, Hanoi)

### | EXIT

8 <b>IPO/M&amp;A</b>	Program	Support the growth of potential startups regarding university holding companies and provide customized consultation services on startup M&A
-------------------------	---------	---

# HANYANG STARTUP PROGRAM



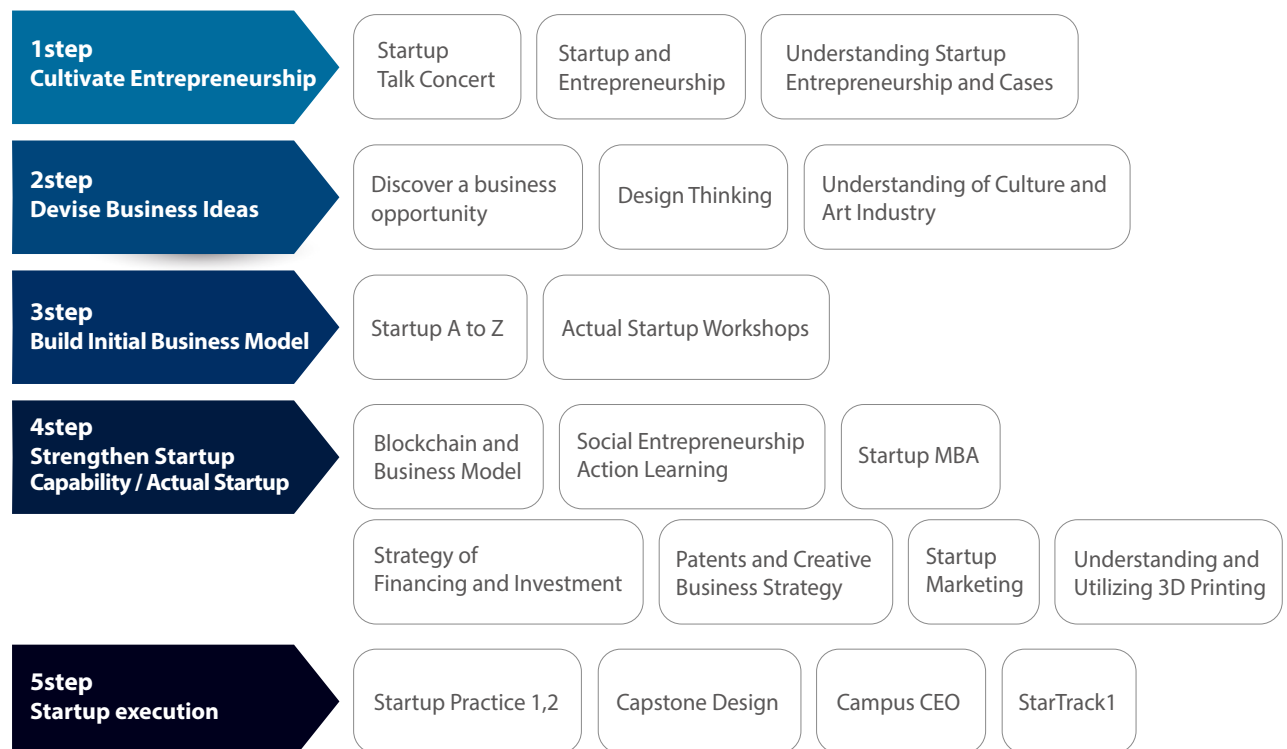
## Education

### 01 Student startup education: undergraduate courses

#### Startup Lectures

- **Objective:** Foster prepared technological entrepreneurs by providing them with a systematic and essential education to obtain the midset, attitude, and competence.

#### Courses and Subjects Offered



**Major in Entrepreneurship**

**Objective:** To foster talented individuals of creative convergence and expertise by integrating the specialization of a major with the curriculum of a startup education

**Degree awarded:** Bachelor of Science

**Credits required:** 36 credits of entrepreneurship lectures including compulsory major course 21 credits.

※ For students who signed up before 2016, 39 credits are required.

※ Global startup CEO course: A minor course for Chinese students enrolled through Red-Lion global CEO admission, which is expected to boost global startups through the synergy of Korean students and Chinese students

**Startup-friendly education system**

**Leave of absence system for startup:** Students can take one more year off in addition to a year of absence if the startup purpose is acknowledged by the school. (A one-time extension is allowed; two years maximum)

**Credit replacement for startup:** Students can get credits for running a startup or preparation for it (Long-/short-term startup field training and startup practice 1, 2 lectures)

**Startup scholarship:** Award a scholarship to prospective startup founders selected who have been active in startup activities for a year

**Credit exchange program:** Course credits are accepted when students take classes from other universities with credit exchange agreement.

## 02 Student Startup Education: Graduate Course

### Department of Entrepreneurship

- **Objective:** To produce practical entrepreneurs and foster experts in the venture startup field through systematic and professional technological startup education
- **Eligibility:** (Prospective) entrepreneurs preparing for startups and domestic and overseas applicants aiming to become startup experts with a four-year undergraduate degree or higher
- **Degree awarded:** Master of Entrepreneurship
- **Recruitment period:** May and October of every year
- **Advantages**
  - Teaching staffs are CEOs of medium-sized companies listed on KOSDAQ and Ph.D. holders in entrepreneurship
  - Scholarship for excellent students and research expenses support
  - The curriculum consists of actual startup track / Startup research (education) track
  - Supports actual startup founders in connection with the Institute for Entrepreneurship programs of Hanyang University

## 03 Alumni Startup Education

### Hanyang Startup Academy

- **Objective:** To support a successful startup by educating prospective tech startup founders about basic management capacity as well as startup practice
- **Details:** Exploration of ideas, Business model, Management, Marketing, Fund-raising, Investment attraction, etc.
- **Eligibility:** Enrolled students, students on a leave of absence and alumni of Hanyang University, prospective entrepreneurs, and an early-stage entrepreneurs
- **Educational benefits**
  - Issues certificates with the name of the president of Hanyang University
  - Provides opportunities to join the Hanyang Startup Academy alumni network
  - Connects excellent entrepreneurs with investment funds and startup support programs from Hanyang University
  - Provides mentoring services including patent, laws, accounting, marketing, opportunities for new markets, etc.



# HANYANG STARTUP PROGRAM



## | Training

### 01 Startup Competition

#### Lion Cup Competition

Startup competition to select the most innovative item from all the winners of the year's startup competitions.

#### Venture Startup Competition

Nationwide startup competition to discover and foster undergraduate and graduate students' creative, innovative business models

#### Campus CEO Startup competition

On-campus startup competition where startup lecture students present their novel business ideas during the semester

#### Startup competition in connection with businesses

Business-associated startup competition to explore excellent and innovative ideas from the corresponding business sectors and produce new business models for the companies.

#### Global startup competition

Startup competition to explore global startup items and strengthen entrepreneurs' capacity and networking in cooperation with overseas universities and institutions.

### 02 Startup Camp

#### I am the CEO

Actual startup camp to verify business items such as intensive mentoring of business plans and development of business models



### 03 Startup Internship

#### Domestic Startup Internship

Experience startup practice in domestic startup companies by utilizing the knowledge accumulated through startup education

#### Global Startup Internship

Experience the global startup process by performing missions such as local market research and discovering business opportunities with foreign entrepreneurs

### 04 Global Challenge

#### Hanyang Startup Global Challenge

- Runs "Hanyang Startup booth" at global-scale exhibitions such as CES and MWC
- Exhibits innovative startup products and advises overseas buyers regarding export

#### Global Accelerating Program

- Provides mentoring services and feasibility analysis in connection with overseas accelerators
- Provides excellent startups with opportunities to participate in business meetings and accelerating programs overseas

### 05 Others

#### Startup Festival

A startup and culture festival for local residents, youths, regional economy-activated ICT, and social venture companies



# HANYANG STARTUP PROGRAM



## | Networking

### Startup Forum

An issue-focused seminar participated by senior enterprisers, professors, and prospective entrepreneurs to provide a place of exchange and knowledge sharing to promote cooperation among companies

### Global Startup Mentor Group

- Mentors group of alumni consisting of global enterprises employees, entrepreneurs, and investors (Silicon Valley, Shanghai, Hanoi)
- Operates a global platform for employment and startup support and provides online/off-line lectures, seminars, and mentoring services

### One-Stop Mentoring Platform

#### (Step 1) Lunch mentoring

One to many mentoring to find out mentoring topics beforehand

#### (Step 2) One-stop counseling for startup

One-on-one mentoring with the teaching staff of the Institute for Entrepreneurship about the development of business models and the process of commercialization

#### (Step 3) Mentors-on-call

Online/off-line one-on-one mentoring with specialists regarding technical advice, laws, etc.







## | Incubating

### Startup Club

- A team of three students enrolled or on a leave of absence in Hanyang University who have novel ideas and are willing to establish a startup
- Recruits members twice a year (first/second half)
- Provides financial supports, education, exclusive mentoring service, and office space

### 247 Startup Dorm

- Dormitory-type startup space for students dreaming of a startup available 24/7
- Discovers and nurtures innovative entrepreneurs through special education and exclusive mentoring

### COMMAX Startup Town

- Open-type creative space for student entrepreneurs, a two-story building with a total area of 302.53m<sup>2</sup>
- Consists of open co-working space, office area, one-stop counseling office, and resting space

### **Hanyang Angel Club**

University-based angel investment club organized by Hanyang University CEOs and companies listed on and exited KOSDAQ to discover venture companies and startups with promising future growth

### **HYU Holdings Co., Ltd.**

Supports innovative startup investment in connection with HYU Holdings Co., Ltd., which possesses TIPS, University startup funds, and Angel Fund of Funds

# HIGHLIGHTS

## Major Startup Milestones



**No.1 in the number of student entrepreneurs**  
(four consecutive years)



**No.1 in the number of startup companies**  
(five cumulative year)



**No.1 in the sales of alumni CEO companies**  
(approximately KRW 573 trillion, 33.1% of GDP)



**No.1 in the number of early-stage startups, lower than seven years**  
(three consecutive years)



**No.1 in the number of alumni CEO companies**



**No.1 as the best university for startup education**  
(two years / '15, '21)

## Achievements of Producing Entrepreneurs

### Production of Student Entrepreneurs

Key stats of discovering and nurturing student entrepreneurs  
(2010–2020)



Number of startups  
**347**



Annual sales KRW  
**165.5 billion**  
(2020)



Investment attraction KRW  
**38.5 billion**  
(cumulative)

### Production of Alumni Entrepreneurs

Key stats of alumni entrepreneurs from Hanyang Startup Academy  
(2012–2021)



Number of alumni entrepreneurs  
**966**



Number of startups  
**562**



Number of employees  
**2,220**



Accumulated sales KRW  
**353.8 billion**

(as of December 2021)

## Status of Major Entrepreneurs

**Nam Dae-kwang**  
(Economics & Finance 05)

Blank Corporation  
Sales KRW 126.3 billion  
Media commerce

**Seo Jeong-min**  
(Business Administration 02)

BRANDI  
Sales KRW 15.3 billion  
Fashion, Shopping

**Jo Kwan-je**  
(Economics & Finance 08)

PURPLELINK  
Sales KRW 72.7 billion  
Media commerce, Cosmetics

**Lee Jong-hun**  
(Electronics Convergence Engineering 11)

Mathpresso  
Investment Attraction KRW 120 billion  
AI character recognition-based service

**Kim Jae-hyeok**  
(Industrial Engineering 13)

LetinAR  
Investment Attraction KRW 14.8 billion  
Smart lens for eyeglasses using optical technology

**Na Seong-su**  
(Computer Engineering 11)

TEAM42  
Sales KRW 11.49 billion  
Developed an online, mobile reasoning game mafia42

**Yu Kwang-yeon**  
(Business Administration 00)

Dukkubisesang  
Sales KRW 3.4 billion  
Direct deal platform for real estate

**Son Jih-ho**  
(Mechanical Engineering 11)

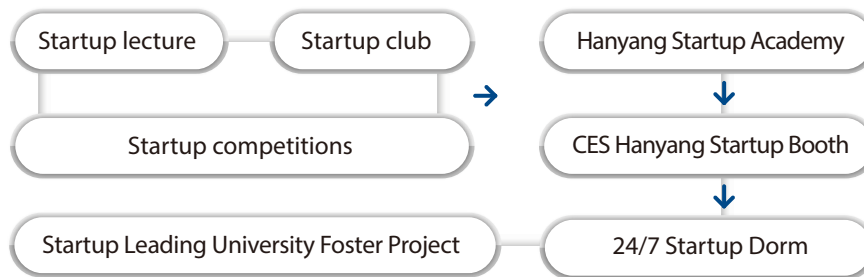
Algorithm LABS  
Investment Attraction KRW 500 million, Sales KRW 1 billion  
Online and off-line algorithm education service

## Best Practices for Nurturing Student Entrepreneurs



**Kim Jae-hyeok** (Industrial Engineering 13)

LetinAR / Smart lens for eyeglasses using optical technology



**Investment Attraction KRW 6.8 billion from Naver, Kakao Investment, etc.**

**LetinAR**



**Jo Kwan-je** (Economics & Finance 08)

PURPLELINK / Operates media commerce and cosmetics brand



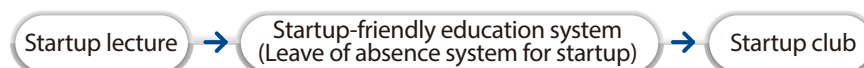
**Achieved annual sales of KRW 11.9 billion and 150 million views of contents**

**PURPLELINK**



**Lee Jong-hun** (Electronics Convergence Engineering 11)

Mathpresso / AI Character recognition-based service



**Investment Attraction KRW 25.6 billion from Softbank Ventures, etc.**

**MATHPRESSO**



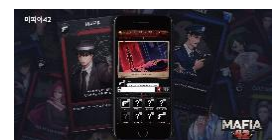
**Na Seong-su** (Computer Engineering 11)

TEAM42 / Developed an online, mobile reasoning game 'MAFIA 42'



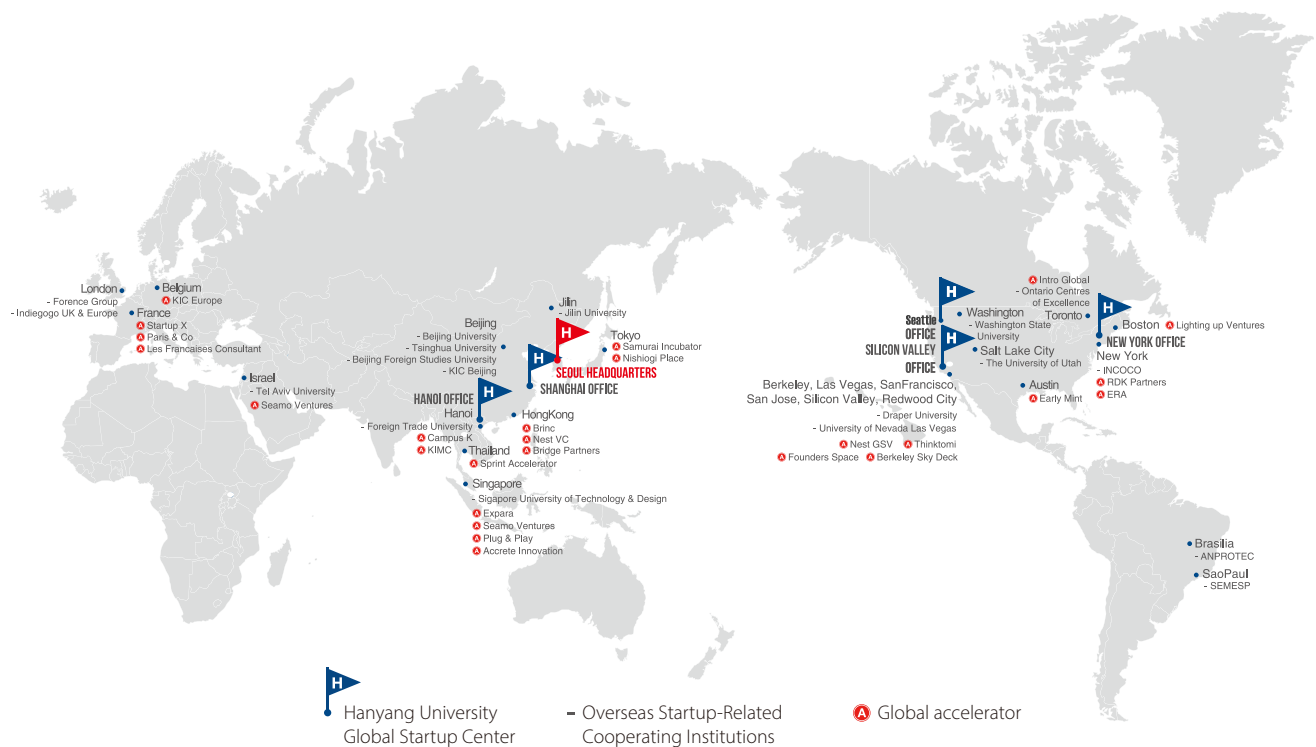
**Achieved annual sales of KRW 4 billion and 7 million of accumulated downloads**

**TEAM42**





# GLOBAL NETWORK



## Global Cooperation Network

### Shared Network



### America



### Europe



### Asia



### University



## MEMO-

## MEMO-



## Need some help for startup? Check out ways to get support from us.



1:1 coaching from the teaching staff of the Institute for Entrepreneurship during the entire startup cycle from selecting a business item to commercialization

### One-Stop Startup Counseling

Located on the second floor of COMMAX Startup Town. Contact us at  
**한양스타트업톡톡**



### 한양스타트업톡톡

Hello. This is Hanyang Start-up Talk-Talk. We will answer your questions as soon as possible. Thank you.

Ask Question to Talk-Talk

Request Counseling

FAQ



Online counseling service for Hanyang students dreaming of startup



**한양스타트업톡톡**

Search **한양스타트업톡톡** at KakaoTalk!

“ Hanyang Institute  
for Entrepreneurship ”



**HANYANG UNIVERSITY**

**Hanyang Institute for Entrepreneurship**

#103, HIT, Hanyang University, 222 Wangsimni-ro, Seongdong-gu, Seoul, 04763

[startup.hanyang.ac.kr](http://startup.hanyang.ac.kr)