Transplanting HighTech Business from Asia

Z60 Ventures™

이경훈 (Ken Rhie)
Ken Rhie’s Passion

- “Silicon Valley Launch” Strategists
  - “Jungle Guide”
  - Trans-Pacific Launching of high quality Asian technologies

- “Zero to 60”
  - Strategy and vision enhancement
  - Fundraising and successful positioning
  - Management recruitment
  - Branding and company launch
My ThinkFree Experience

Case Study

• With 2% Change, A Brand New Positioning in the US
• US Management
• Rebuilt a Company
• $22M raised
• Grew to 100+ Employees
• Great Press Coverage
Incubation Is Not Enough

Hands-on Management

- Effective Execution (funding, recruiting)
- Professional Resource (marketing, sales)
- Coaching, Training by the Experienced

Networking, Introduction

- Seminar, Referral Database, Information Library
- Facility, Legal, Accounting, Operations
Fund Raising

• Asian Seed
• Internal Funding
• Value-add US Series A
  – One out of 100 business plans
  – Six out of 1000 reviews go IPO
• People (84%), Prospects (84%), Proximity (71%), Product (55%), Pie
• Lacks People, Positioning, Differentiation, Proximity
# A Difficult, but Critical Choice

<table>
<thead>
<tr>
<th>Korean</th>
<th>Korean American (10 – 20 years)</th>
<th>American</th>
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<tbody>
<tr>
<td>Relevant Experience</td>
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<tr>
<td>Cultural Adaptation and Networking are Hard Barriers</td>
<td>Very Hard to Find the Right Person</td>
<td>Difficult Communication and Diverging Mindset</td>
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<td>Experienced in other fields</td>
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<td>Cost of Mistake too high</td>
<td>Lacks Networking and Trench Experience</td>
<td>Slow Learning Curve and difficult communication</td>
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Add 2% Differentiation

• **Product Positioning**
  – Pain-killer Product
  – Technology vs. Business Leap
  – Benefits, not Technology
  – Differentiate Against Competition
Personal Rewards

• Uncover a hidden gem
• Equity upside
• Bridge US marketing and Asian Tech
• Expanding networking
• Diversified portfolio
• But, very costly....
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