

CONIFER NETWORKS

Bridging Silicon Valley to Asia

Founded 2002
Technology Incubation
Strategic Business Development
Investment
M&A



SOUTH KOREA

Population 51 million
GDP \$1.376 Trillion*
The world's 11th largest economy*



Home of Samsung, LG, and Hyundai



One in four college students in Korea majors in engineering compared to one in twenty within the US.

*Source: IMF 2015

INCUBATION PARADISE

Three Defining Reasons why Seoul is a Mobile Entrepreneur's Paradise:

1. Hyper Connected – Hot Testbed

- Nearly 4 in 5 residents of Korea own a smartphone (4th in the world)
- Broadband speeds of 25.3 Mbps (1st), HK 16.3 Mbps (2nd), US 11.4 Mbps (14th)

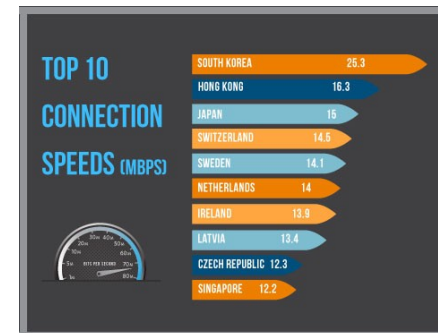
2. World Class Talent

- Undergraduates in Korea are 5 times more likely to major in engineering than their peers in the US
- One in four college students in Korea majors in engineering compared to one in twenty within the US
- KAIST, SNU

3. Investment Capital and Government Programs

- Highly concentrated wealth in Seoul
- Creative Economy
- Government in 3 years \$3.7B into startups (direct grants and initiatives)
- Innovation Centers – Google Campus, D.Camp, Maru 180
- Accelerators – SparkLabs, FuturePlay, Primer
- VC – STIC, POSCO, Formation 8, Altos Ventures and GoodWater Capital

Korea Broadband



Source: beSuccess

REVENUE COMPARISON



\$305B

(2014)

17% S. Korea GDP
1/5 S. Korea Total Export

facebook

\$18B

(2015)

Google

\$75B

(2015)



\$234B

(2015)

3 ICONIC COMPANIES

Original concepts that were launched in Korea years ahead



CYWORLD



KOREA HOT UNICORNS

The logo for Coupang, featuring the word "coupang" in a lowercase, sans-serif font. The letters are colored: 'c' is dark red, 'o' is orange, 'u' is yellow, 'p' is green, 'a' is light blue, and 'ng' is dark blue.

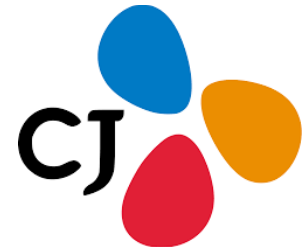
- The world's fastest growing e-commerce company
Found 2010
- CEO Kim BumSeok, HBS graduate
- The company became cash flow positive as of late 2011 and achieved monthly net profit as of May 2012
- \$1B Investment from Softbank Japan in June 2015



Food Tech
Goldman Sachs

The logo for Yello Mobile, featuring the word "yello" in a lowercase, rounded font inside a rounded rectangular border, followed by the word "mobile" in a lowercase, sans-serif font.

Mobile Services
Formation 8



Gaming
Tencent

KOREA ECOSYSTEM

AN OVERVIEW OF KOREA'S TECH STARTUP SUPPORT ECOSYSTEM



Source: Startup Alliance



KOREA LATEST TRENDS

More than ever number of startups (\$1.7B Startup Funding in 2015)

Accelerators, Incubators, Venture Builders

Opening up of Google Campus in Seoul (4th in the world and 1st in Asia)

500 Startups Seoul

SparkLabs, Primer, K Startup

Batch Processing to grow 100 horses to get one unicorn

Mentoring

Vertical Integration highly specialized

FuturePlay, Fast Track Asia, The Ventures

Venture Builders – Co founders, beta

Global scale valuation and investment

Coupang, an Unicorn \$1B investment by Softbank in June 2015

Government – “Creative Economy” in 3 years \$3.7B into startups through direct grant and initiatives

Financing

Venture Capitals, active early stage investments

Altos Ventures, GoodWater Capital, Formation 8

Seed Investment - recycling of money from successful entrepreneurs back into the ecosystems