

KOREAN VENTURE MARKET

US-Asia Technology Management Center Stanford

KOREA IS LEADING INFORMATION TECHNOLOGY or claims to be leading



DISPLAY

- #1 LCD (50+%)
- #1 PDP (50+%)
- #1 OLED (80+%)

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SEMICONDUCTOR

- #1 DRAM (65+%)
- #1 NAND (50+%)
- #1 PRIDE IN SEMI

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CONTENTS

- #1 GAME: CROSSFIRE (3+M CONCURRENT USER)
- #1 ASIAN ENTERTAINMENT: K-POP
- #1 FREE TO PLAY ITEM BASED MODEL

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CONNECTIVITY

- #1 MOBILE PHONE SHIPMENT (30+%)
- #1 BROADBAND SPEED
- #1 MOBILE BROADBAND DEPLOYMENT (WIBRO)



TESTBED FOR EMERGING TECHNOLOGY

the companies leveraging it

Qualcomm	Korea was the first country to deploy risky CDMA technology in early 1990s
Android	Korea was the largest Android market in the beginning of Android deployment
Electronic Arts	Korea's Neowiz developed online version of FIFA
Yahoo! Answer	Naver Knowledge Search
Zynga	Nexon's item-sales and Neowiz's Avatar

WHERE KOREA IS GOOD AND BAD searching for what they lack in US



Hardware	Software
Product	Service
Consumer	Enterprise
Online & Mobile Game	Social Game
On Premise	Cloud
Korean	English

STARTUP-VC ENVIRONMENT

exit drives everything



M&A (90%) & IPO (10%)

Growth

Same Lockup

Diversified Ownership

Board of Directors

Partnership

Lead & Syndicate



IPO (95%)

Profit

Largest Shareholder Lockup

Controlling Ownership

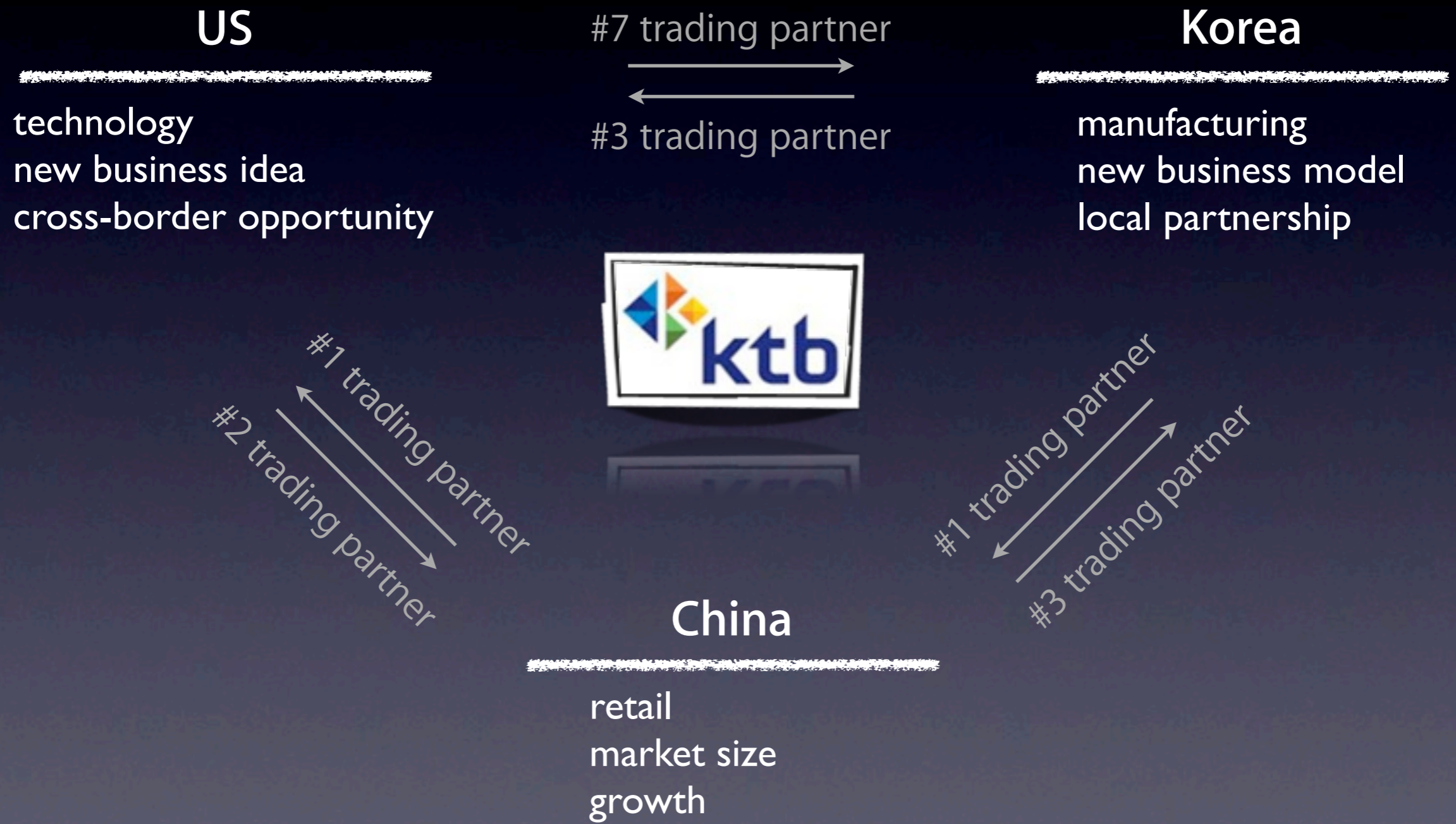
Founder

Monitoring

Individual

KTB'S GLOBAL STRATEGY

bridging local expertise between local markets



KTB'S INVESTMENT STRATEGY

cross-border approach

Influence



Investment

	Korea	US	China
Korea	SNU Precision Tera Semiconductor Com2Us	Internet Auction JobKorea	Ndoors
US	Beceem Inphi Stoke Brightstorm	Meebo	Spreadtrum
China	Xueersi	Tudou Focus Media	Sino Forest



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