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## **Launch of the COMEUP 2021 Organizing Committee to Host the Global Startup Festival**

- The COMEUP 2021 Organizing Committee Inauguration Ceremony serves as an opportunity to provide a blueprint for the successful organization of COMEUP, Korea's largest global startup festival
- Jigbang CEO Ahn Sung-woo Appointed as Chairperson of the Private Sector Organizing Committee
- COMEUP to discover domestic and global "Next-generation Unicorn" companies that will become the leader of the post-COVID-19 world to become a leading festival in the trend of innovation within the global ecosystem

\* COMEUP : Realizing the diverse potential of startups

The Ministry of SMEs and Startups (Minister Kwon Chil-seung, hereafter MSS) hosted the COMEUP 2021 Organizing Committee Inauguration Ceremony at DreamPlus (Gangnam-gu, Seoul) on Wednesday, May 26, 2021 to announce the official preparation for and success of this year's COMEUP festival.

COMEUP is a global communication and exchange festival for innovative venture companies and startups to share the startup ecosystem of Korea with the world and provide an opportunity for K-Startups to enter the global market. The first COMEUP festival was held in 2019.

For a successful COMEUP 2021, which will mark its third year, the MSS has assembled an Organizing Committee with experts from the private sector related to the four major categories that make up the Korean startup ecosystem. (List of members of the COMEUP Organizing Committee, Attachment)

- \* 4 Categories : ① Startups, ② Investors such as Venture Capitalists (VC)
- ③ Large Enterprises ④ Media

The COMEUP 2021 Organizing Committee has 21 members with Ahn Sung-woo, CEO of Jigbang, and Cha Jung-hoon, Deputy minister for Office of Startup and Venture Innovation of MSS, as the two joint Chairpersons. 19 experts from the private sector were appointed as committee members, who will work in three departments.

< COMEUP 2021 Organizing Committee Organizational Chart >

- **(Role)** Decide on issues such as: basic plans for the festival; detailed programs; key lecturers
- **(Members)** 21 experts in the Korean startup ecosystem (2 Chairpersons, 19 Members)

Organization Committee	Roles by Department									
<div style="border: 1px solid black; padding: 5px; margin-bottom: 10px;"> <p><b>Chairpersons</b> (2: 1 Private Sector, 1 Public Sector)</p> </div> <div style="display: flex; justify-content: space-around;"> <div style="border: 1px solid black; padding: 5px; text-align: center;"> <p><b>Program Department</b></p> <p>Conference</p> </div> <div style="border: 1px solid black; padding: 5px; text-align: center;"> <p><b>Support Department</b></p> <p>Program</p> </div> <div style="border: 1px solid black; padding: 5px; text-align: center;"> <p><b>Public Relations Department (New)</b></p> <p>Global</p> </div> </div>	<table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="text-align: center;">Department</th> <th style="text-align: center;">Key Roles</th> </tr> </thead> <tbody> <tr> <td style="text-align: center;"><b>Program</b></td> <td>Plan and manage the topics and sessions for the conference, invite lecturers and panels</td> </tr> <tr> <td style="text-align: center;"><b>Support</b></td> <td>Select COMEUP STARS and investors, organize support programs</td> </tr> <tr> <td style="text-align: center;"><b>Public Relations</b></td> <td>Invite global firms and create partnerships</td> </tr> </tbody> </table>	Department	Key Roles	<b>Program</b>	Plan and manage the topics and sessions for the conference, invite lecturers and panels	<b>Support</b>	Select COMEUP STARS and investors, organize support programs	<b>Public Relations</b>	Invite global firms and create partnerships	
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The COMEUP 2021 Organizing Committee will plan the event for the next six months with the cooperation between the private and the public sectors to make full use of the experience and expertise from the private sector.

Jigbang CEO Ahn Sung-woo, who was appointed as Chairperson, founded “Channel Breeze” in 2010 and participated in the MSS’s KOSME Program in 2011 to learn the ins and outs of startups and management to successfully launch Korea’s first real estate platform Jigbang in 2012.

Ahn is a pioneer in the PropTech (IT-based real estate services) industry. With his journey to make Jigbang a unicorn company, a startup with a value of 1 trillion won, his startup career and investment in promising startups serve as an inspiration to young startup aspirers. In this regard, he was considered qualified to be the leader of the COMEUP festival.

Other newly added members of the COMEUP 2021 Organizing Committee include: Paek Seung-uk, Executive Chairman of Lunit, a company selected in the Top 100 AI Global Companies by CB Insight in 2017; Kim Seo-jun, CEO of Hashed, a blockchain accelerator; Lee Su-in, CEO of Enuma, a Silicon Valley-based edutech startup; and Kim Tae-yong, CEO of EO Studio and the creator of a YouTube channel with 4 million subscribers. They will be contributing their creative ideas from various areas of expertise to the COMEUP festival.

At the inauguration ceremony on May 26th, Jigbang CEO Ahn Sung-woo represented the COMEUP 2021 Organizing Committee to receive the Certificate of Appointment from the Minister of SMEs and Startups Kwon Chil-seung. Ahn then proceeded to present the overarching direction of the COMEUP 2021 Festival and provided explanations on the detailed plans with the three departments.

\* Three Departments (Heads) : **Program Department** (FuturePlay CEO Ryu Jung-hui), **Support Department** (Bluepoint Partners President Lee Yong-kwan), **Public Relations Department** (Korea Startup Forum Executive Director Choi Seong-jin)

In hopes for a successful COMEUP 2021 Festival, the past COMEUP Organizing Committee Chairpersons Kim Bong-jin, CEO of Woowa Brothers (1st Chairperson, 2019) and Kim Seul-a, CEO of Market Kurly (2nd Chairperson, 2020) shared their greetings and support with a video.

The theme of COMEUP 2021 will be “Meet the Future – Transformation,” in hopes to provide startups aspiring to become unicorn companies an opportunity to discuss the flow of the times and meet with one another in preparation for the upcoming future amidst the rapid changes that have risen since the COVID-19 pandemic.

In addition, the event will provide an opportunity for Korean startup companies to become successful on the global stage with biz-matching to improve their network and a focus on cooperative programs with innovative startups and global companies from all around the globe.

< Direction for COMEUP 2021 >

**① Slogan (Theme): “Meet the Future – Transformation”**

✓ Based on the goal to highlight digital transformation and other various changes that have occurred in the post-COVID-19 world, and provide the opportunity to prepare for the future

**② Conference (Academic Conference): 12 Sessions based on Areas of Great Public Interest**

✓ Academic conference to discuss the future prospects and ideas on the change in the startup ecosystem, and the future of global technology and business models

### **③ COMEUP STARS Selection**

- ✓ **Provide global networking** opportunities for Korean and global innovative startups such as biz matching for promotion and investment, and opportunities to enter the global market

### **④ Open Innovation – Schedule Meet-ups**

- ✓ Organize programs that introduce the major areas of cooperation among innovative startups and global companies and other meet-up opportunities such as biz matching.

In his keynote speech, Minister Kwon Chil-seung mentioned, “COMEUP celebrates its third year this year. I hope it can provide an opportunity for all of us to recognize the capabilities of innovative venture companies and startups, that will become the leaders in the future transformation of society in the post-COVID-19 world. COMEUP should serve as a guide for the daring startups venturing into the business world to make sure they do not get lost in the wild.”

Committee Chairperson Ahn Sung-woo stated, “With its success for the past two years, COMEUP has become Korea’s leading innovative startup festival. This year, COMEUP will introduce Korean and global ‘next-generation unicorn companies’ to lead the post-COVID-19 world and become an event that leads innovation within the global ecosystem.”

COMEUP 2021 will take place from Wednesday, Nov. 17 to Friday, Nov. 20, 2021 at Dongdaemun Design Plaza (DDP) in Seoul. More information will be available on the COMEUP official website ([www.kcomeup.com](http://www.kcomeup.com)).

## List of Members of the COMEUP 2021 Organizing Committee (21 Members)

No.	Department	Affiliation	Title · Name	Notes
1	Chairpersons (2)	Ministry of SMEs and Startups	Head Cha Jung-hoon	Public Sector Organizing Committee Chairperson
2		Jigbang	CEO Ahn Sung-woo	Private Sector Organizing Committee Chairperson
3	Program Department (7)	FuturePlay	CEO Ryu Jung-hui	Department Head
4		MashupAngels	CEO Lee Taek-gyeong	
5		Kakao Ventures	CEO Jeong Sin-a	
6		Hashed	CEO Kim Seo-jun	
7		Lunit	Executive Chairman Paek Seung-uk	
8		Platum	CEO Jo Sang-rae	
9		Plannery	CEO Lee Na-ri	
10	Support Department (6)	Bluepoint Partners	President Lee Yong-gwan	Department Head
11		Korea Venture Investment Corp.	Director Jang Nam-jun	
12		KB Investment	Director Lee Ji-ae	
13		Enuma	CEO Lee Su-in	
14		EO Studio	CEO Kim Tae-yong	
15		Voithru	CEO Lee Sang-heon	

16	Public Relations Department (6)	<b>Korea Startup Forum</b>	<b>Executive Director Choi Seong-jin</b>	<b>Department Head</b>
17		Korea Institute of Startup & Entrepreneurship Development	President Kim Yong-mun	
18		GS SHOP	Managing Director Lee Seong-hwa	
19		TIMEWISE Investment	CEO Kim Do-han	
20		Signite Partners	Director Im Jeong-min	
21		Hanwha Life DreamPlus	Managing Director Mun Hyo-il	