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The Global Startup Festival 'COMEUP 2021'
kicks off on November 17th

- **COMEUP 2021 will take place for three days from Wednesday, November 17 to Friday, November 19 at the Dongdaemun Digital Plaza (DDP) in Seoul, to strengthen communication and exchanges between innovative startups, global investors, and global companies**
- **The event will provide growth opportunities for innovative startups with conferences, IR presentations by COMEUP STARS, an open innovation showcase from global companies, biz matching, etc.**
- **Startups will be given practical assistance to become global startups with special events including “Challenge! Finding the Best K-Startup” and “Global Startup Day,” biz matching, networking events for old and new startups, and many more events**

The Ministry of SMEs and Startups (Minister KWON Chil-seung, hereafter referred to as “MSS”) and the COMEUP 2021 Organizing Committee (Private Sector Chairperson, CEO AHN Seong-u of JIKBANG) announced the “COMEUP 2021 Plans”

The event was organized by the government of the Republic of Korea with the private sector to promote the ecosystem of startups worldwide and to offer overseas exchange opportunities since 2019, and it is becoming the Global Startup Festival with numbers of overseas startups and investors.

This year, the event will be held from Wednesday, November 17, to Friday, November 19, at the Dongdaemun Digital Plaza (DDP) in Seoul.

The event will be a mixture of online and offline events, and will strengthen communication and exchanges between startups, global investors, and global companies.

Programs will include conferences, IR presentations by COMEUP STARS, an open innovation showcase from global companies, biz matching, and more.

The details of COMEUP 2021 announced by the MSS are as follows

(1) Event Slogan and Brand Identity (BI)

The slogan (theme) of COMEUP 2021 is **“Meet the Future – Transformation,”** in hopes of providing startups aspiring to become unicorn companies with 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 occurred since the COVID-19 pandemic.

Also, the brand identity (BI) incorporates various colors (pink, purple, blue, etc.) to show the diversity of the startups, and portrays the “COMEUP STARS” that depict COMEUP as a rising star within the word to represent innovation and growth.

< COMEUP Brand Identity (BI) >



- (Symbol) Various colors(diversity of the startups)
Rising stars (COMEUP STARS)
- (Message) Innovation and Growth

(2) Conference

The conference will include 12 sessions on the topics of great social interest in the form of FireSide Chats* and panel discussions for in-depth talks.

* **FireSide Chat:** A friendly conversation between one guest and one host in the form of a talk show to answer questions about startups and investing in startups, rather than an official and rigid conversation (talks were given in a keynote format in 2020)

< COMEUP Conference Sessions (12 sessions) >

November 17 (Day 1)		November 18 (Day 2)		November 19 (Day 3)	
Resources		Sustainability		Enrichment	
Money	Work	Food	Environment & Energy	Culture & Media	Commerce
Property	Social	Health	Space & Mobility	Beauty & Fashion	Education

In addition, 84 distinguished speakers and panels, who are also leaders in the startup ecosystem around the world, will join to share their outlook on the future of the startup ecosystem and the global business trend.

(3) COMEUP STARS Presentations

COMEUP STARS are innovative startups chosen to represent COMEUP 2021. A total of 783 companies applied for 72 spots, resulting in a highly competitive rate of 10.9:1. This is evidence of great interest in COMEUP from startup around the world.

Selected 56 Korean startups (77.8%) and 16 overseas startups (22.2%) will be given opportunities to present themselves to investors around the world during the COMEUP event, including IR presentations, biz matching, and exhibition booths.

In addition, they will be given priority during biz matching with venture capital (VC) around the world, as well as networking opportunities with past and fellow current startups.

(4) Open Innovation Showcase

This year, the range of participants for the event has expanded to not only innovative startups and major investors from Korea, but also global companies and all members of the startup ecosystem.

There will be a showcase that introduces the business directions and detailed strategies of 18* global companies including Samsung and Google, which are actively taking part in open innovation, to discover collaborative models between startups and global companies.

* 18 companies including Samsung Electronics, CJ, GS, Naver, SKT, Hyundai Motors, NVIDIA, and Google

(5) Special and Extra Events

Special events include “Challenge! Finding the Best K-Startup” on Day 1, “Global Startup Day” on Day 2, and “Startup-Large Company Solution Finder Platform Competition” on Day 3.

Day 1’s “Challenge! Finding the Best K-Startup” is the largest startup competition with various business sectors in Korea. Twenty teams will participate in their final presentations, followed by an award ceremony.

Day 2’s “Global Startup Day” presents a total of three support programs for startups, including the Korea-Germany Startup Showcase, Korea-France Startup Meet-up, and the Asia-Africa Startup Showcase (online) to enhance the global competencies of COMEUP as a startup event.

Day 3’s “Startup-Large Company Solution Finder Platform Competition” is for large companies and startups to cooperate to solve a challenge. Startups that are selected to participate will feature their own items, and excellent examples in collaborations will be awarded to encourage shared growth.

Other extra events, including business matching between startups and investors, and networking events for past and new startups will provide practical assistance to grow to become a global startups.

Deputy minister for MSS Startup and Venture Innovation Office CHA Jung-hoon stated, “We will do our best to execute the preparations to the best of our ability. We will give our all to ensure that COMEUP 2021 will become a festival for innovative startups and members of the startup ecosystem from around the world to actively communicate and make fruitful exchanges.”

Organizing Committee Chairperson AHN Seong-u commented, “COMEUP is a festival for innovative startups that are leading the grand transformation post-COVID. It is the largest startup festival in Korea, where promising startups in various fields, including PropTech, AI, mobility, and healthcare, will come together.” He added, “We will provide all necessary support to ensure that COMEUP will contribute to closing out 2021 as a ‘year of startups.’”

- **(Purpose)** A festival for global startups to provide opportunities for Korean startups to attract investment and enter the foreign market, and provide an opportunity for communication and exchanges among members of the startup ecosystem around the world
- **Summary**
 - **(Date and Location)** Wednesday, November 17 – Friday, November 19, 2021, Dongdaemun Digital Plaza (DDP), Seoul
 - **(Participants)** Members of the startup ecosystems around the world, including startups, VCs, large companies, etc.
- **(Slogan) Meet the Future–Transformation**
 - * Examination of the world going through various changes after COVID-19, including digital transformation
- **(Directions)** With the goal to become one of the top five global startup festivals, COMEUP aims to provide a blueprint for the future of startup ecosystems and share global trends
 - Establish an open innovative ecosystem based on the integration of communication and exchanges among startups around the world, global large companies, and investors
 - * Top Four Global Startup Festivals: Slush (Finland), TechCrunch (USA), Viva Technology (France), Web Summit (Portugal)

□ **Details**

- Encourage communication and exchanges among excellent startups around the world and global investors and companies with both online and offline events that are mainly focused offline
- Provide an outlook of the future of the startup ecosystem that is going through great changes such as digital transformation post-COVID, and share global business trends
- Create a cooperative relationship with global large companies that are actively taking part in open innovation and introduce their detailed strategies and solutions to problems with COMEUP
- Provide support for the globalization of Asian and African startups, which will demonstrate the global competitiveness of COMEUP that will differentiate COMEUP from other global startup festivals