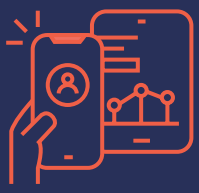
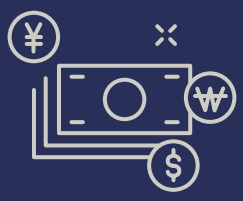




서울핀테크랩
SEOUL FINTECH LAB

SEOUL FINTECH LAB

서울핀테크랩
2023

서울특별시
SEOUL METROPOLITAN GOVERNMENT

SEOUL FINTECH LAB

THE KOREAN CRADLE OF FINTECH STARTUPS

CREATED BY SEOUL METROPOLITAN GOVERNMENT

Fully funded by the Seoul Metropolitan Government, the Seoul Fintech Lab is a supporting institution that provides incubator and accelerator programs to fintech startups. Located in Seoul's vibrant Yeouido financial district, the lab was established in 2018 with a mission of promoting global competitiveness. Successful participants are offered office space for up to 3 years and have access to tailored support services designed to meet the various needs of each startup. Starting with just 14 startups in 2018, the program has now successfully grown to a grand total of 78 startups as of 2022, with no plans to stop

INSTITUTION TITLE	LOCATION	NUMBER OF STARTUPS	AREA
Seoul Fintech Lab	4F, 5F, 6F, 8F, 17F, 19F, O2 Tower, 83 Uisadang- daero, Yeongdeungpo- gu, Seoul, South Korea (07325)	78	2,845.65 square meter

STATUS OF 2022

As of November 15th, 2022

STARTUPS	REVENUE	INVESTMENT	HIRING	R&D PROJECTS	GLOBAL EXPANSION
78	90M USD	43.1M USD	646	84	*13 Countries by 8 startups* 8 startups

GOALS

Bridge the Gap
Connect various institutions at the government/public and private sectors to increase fintech business opportunities

Support Big Ambitions
Enhance the global competitiveness of each startup by offering customized educational programs and granting them access to a large network of institutions

Promote the Growth
Support every startup's growth needs for the opportunity to bring them to the next level via our customized accelerator programs

HISTORY

2018

- 04. Opening of Seoul Fintech Lab #1 in Mapo, Seoul Supporting 14 startups

2019

- 06. MOU with Copenhagen City
- 07. Opening of Seoul Fintech Lab #2 in Yeouido, Seoul Supporting 16 startups
- 10. Opening of merged Seoul Fintech Lab in Yeouido, Seoul Supporting 70 startups

  MOU with Financial Supervisory Service, Korean Intellectual Property Office Opening of a branch office within Seoul Fintech Lab
- 12. Startups in Seoul Fintech Lab achieved total revenue of KRW 27.6B, total investment attraction of KRW 30.8B and total hiring of 125 persons.

2020

- 05. MOU with Korea Credit Guarantee Fund Partnership to promote fintech startups

  MOU with Business School of Sungkyunkwan Univ. Internship program & academic-industrial partnership
- 07. MOU with Hyundai Marine & Fire Insurance

  MOU with Hana Finnancial Group
- 10. Expanded the capacity to support total 100 fintech startups
- 12. MOU with KB Financial Group, Korea Growth Investment Corp, Hongik University Cooperation for the development of the fintech startup industry

  MOU with Singapore FinTech Association (SFA)

  MOU with Danal

2021

- 01. MOU with Ahnlab
- 02. MOU with DB INSURANCE
- 03. MOU with Korean Banking and Financial Law Association
- 04. MOU with HANWHA LIFE INSURANCE
- 06. MOU with F10 Singapore, Findec(Sweden) KK Fund(Singapore)
- 07. MOU with AFIN(ASEAN Financial Innovation Network)
- 09. MOU with Seoul National University Entrepreneurship Center
- 11. MOU with Soongsil University Career Center
- 12. MOU with Greater Zurich Area AG

2022

- 02. MOU with beSUCCESS

  MOU with Venture Square
- 03. MOU with Platum
- 04. MOU with Comento
- 06. MOU with CODESTATES
- 08. MOU with Hyphen Corp.
- 11. MOU with IMM Investment
- 11. MOU with FTA(Fintech Academy Singapore)
- 11. MOU with D'LIGHT Law Group

ACCELERATING PROGRAMS

INSIGHT 1

FOCUS 2

BLENDING 3

UPGRADE 4

	Seminar	Financial Regulatory Resolution Support Program	Mingling with Gradutated
	Conference		
	Workshop		Government Institutions Financial Companies VCs
	Startup Education	Expert Mentorship	

ACADEMY	MENTORING	NETWORK
Fintech customized training by professionals	1:1 professional mentoring according to the needs of startups	Meeting with various members of the financial industry

IMPLEMENT

5

2022
IR Week

Demo Day by
Themes/Stages

Monthly
Demo Day

FEEDBACK

6

Investment
Course

Marketing
Course

SCALE-UP

7

Overseas IR

Participation in
overseas exhibition

Pre-Accelerating

INVESTMENT	GROWTH SUPPORT	INTERNATIONAL
Experts' evaluation for the advances in startups' business models	Growth expediting via customized diagnosis	Step-by-step accelerating programs for entering foreign markets

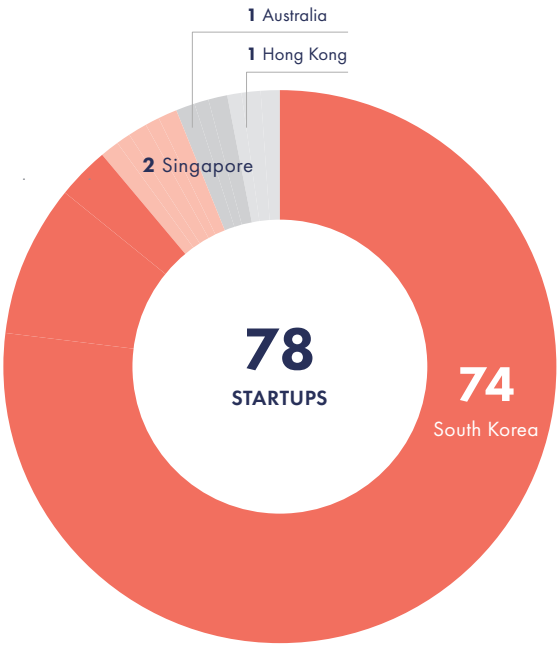
STATUS OF STARTUPS
UNDER SEOUL FINTECH LAB

As of November 15th, 2022

1. COUNTRY OF ORIGIN

The number of domestic startups : 74(95%)
The number of foreign startups : 4(5%)

South Korea	Singapore	Australia	Hong Kong
74	2	1	1

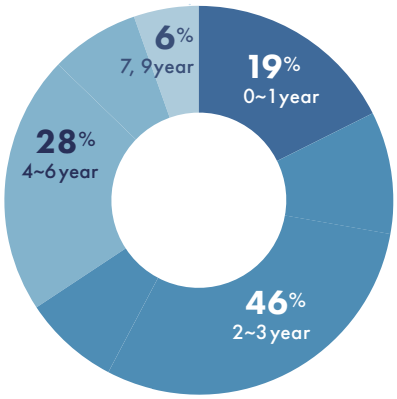


2. AREA

Payment	Banking	Digital Lending	Wealth Tech
16	1	6	30

InsureTech	Capital Markets Tech	Others
8	8	9

3. AGE



less than 1 year	1 year	2 year	3 year	4 year
5	10	18	18	10

5 year	6 year	7 year	9 year
5	7	4	1

Payment

Company	Introduction	Contact
Allink Co., Ltd.	We provide virtual reader and scanner solution for mobile services to connect freely with terminals	contact@allink.io
CRAFTA	You can sell your own product within one second without any license via TMM - Take My Money	admin@takemm.com
FiNovus Lab	BNPL service provider using machine learning-based alternative credit scoring system analyzing financial and non-financial big data	contact@paymonths.co.kr
Flipper Corporation	No code App development servece 'Hitbim'. We connect Fintech with non-developers	info@hitbim.com
Happy to see you	Children's fintech platform service that makes and manages pocket money and learns economics and finance from life	hello@happytoseeyou.co.kr
Korea Payment Data Co.,Ltd.	Based on payment data accumulated in the food tech industry, we analyze various purchasing patterns of consumers to create additional value for payment services	contact@paydatakr.com
Liche Co.	BNPL SaaS (Buy Now Pay Later Software as a Service)	coolshot@liche.co.kr
MOIN Inc.	MOIN is overseas money transfer solution that fast, low cost and easy to use for everyone	business@themoin.com
Openull Inc.	SSOMEE is an alternative installment service(Buy Now Pay Later) based on our own credit scoring system	daniel@openull.com
PAYHADA Co., Ltd.	Global Foreign Exchange Platform	info@payhada.com
PaymentInApp Inc.	The innovative DX & fintech solution creator	info@paymentinapp.com
Paywork Inc.	A smart paperless tool for small businesses.	start@paywork.io
Recycle Ledger	A recycling blockchain platform that records and rewards recycling transactions	ryan@recycleledger.com
Roborus	Blockchain enabled deep learning bio-metric authentication payment and smart membership	dhkim@roborus.ai

Company		Introduction	Contact
샵체인	**Shopchain Co., Ltd.**	Non-contact ordering & payment integrated platform service	help@somunnanshop.com
STEP PAY	**STEPPAY**	Subscription-Specialized Platform	contact@steppay.kr

Banking

AI ZEN	**AIZEN GLOBAL**	AI Banking-as-a-Service powered by ABACUS(AI Financial Platform)	contact@aizen.co

Digital Lending

Cubici	**Cubici Inc.**	Cubic i is an innovative financial platform service that provides financial services for small businesses based on its own credit rating system	hrchoi@cubici.co.kr
MOUDA	**MOUDA**	Medical financial platform that connects medical professionals to investors	hello@mouda.kr
N	**NurseConnect,Co.,Ltd**	'DaRi' is a web platform that connects foreign-educated nurses and U.S. hospitals. 'DaRi' includes e-learning, H/R, and financial service features for nurses	info@nurseconnect.co.kr
SCM SOLUTION	**SCM Solution**	Supply chain financial services through sales analysis of e-commerce sellers	scm@sellerline.co.kr
WINKSTONE PARTNERS	**WINKSTONE PARTNERS**	The Game Changer of SME Loan Market (Financial Platform based on data for SME)	hschoi@winkstone.com
worksMate	**WorksMate**	GADA, Construction Job & Worker matching Platform	kim@worksmate.co.kr

Wealth Tech

Company	Introduction	Contact
Alchemi Lab LLC	Self Recipe is an alternative trading window that will boost your trading win rate to more than 70%. The tech is based on behavioral finance and probabilistic deep learning	sam.kim@alchemilab.com
Bigwavv	All-on-one platform to prepare pre-death and after-death including inheritance planning, will draft and asset management	kelly@bigwavv.com
Billionaires	The best social investment service	info@therich.io
Buen Camino, Inc.	A financial goal-based wealth-tech platform that provides a savings purpose recommendation function for beginners in wealth management	support@buencamino.io
CB Financial Solution	Managing saving account safely and conveniently	ceo@cyberbank.kr
Chain Partners Inc.	Digital asset aggregation protocol that allows users to trade any tokens at once	support@chainpartners.net
Connectfit Inc.	Recommend financial instrument based on salary data of gig workers	support@connectfit.co.kr
Funble Inc.	Digital Asset Securities Trading Platform for Real Estate Investment	contact@funble.kr
Funderful	K-contents Project Fundraising & Marketing platform	info@funderful.kr
Hanul Company	Unstructured and alternative data based AI Investment Insight & asset management solution	alvin@hanul.io
Indexmine Co., Ltd.	Stock trading service providing the "BEST" customer loyalty program	info@indexmine.com
InfiniteBlock Corp.	Blockchain-based digital asset custody service and management system	contact@infiniteblock.kr
INSUDEAL Inc	Trading platform through annuity insurance analysis	company@insudeal.co.kr
IntelliQuant	Market-type Robo-advisor based on Algorithmic Investment Platform	info@intelliquant.net

Company	Introduction	Contact
MOFIN Co., Ltd.	An effective AI automated asset investment Platform for sustained profit	admin@mofin.kr
Money Station	Moneystation is a social media platform for global investors	james.lee@moneystation.net
Mosaic Inc.	Personalized tax saving management service for salaried-workers	contact@taxmiin.com
Myorange Inc.	See all your donations at a glance and manage them in one place. Enjoy a smart donation life at Myorange	hello@myorange.io
Privé Technologies	API-enabled, modular platform for B2B total wealth management solutions	david.lee@privetechnologies.com
PROJECT TEAM ATR	Development and sales of business utilizing user-customized carbon data and carbon data applicable in various industrial fields, Provide carbon data DB that consumers (government, corporations, and institutions) can directly or indirectly use for business	info@atr-pt.com
Quantit Inc.	Asset management solutions and services based on Big Data and AI technology	info@quantit.io
QVEST Technologies	DIY fractional investment platform for easy portfolio fitted for you in your hand	info@qvest.ait
Soteria Inc.	Specializing in artificial intelligence processors and artificial intelligence systems, we have been incubated at Georgia Institute of Technology in the US, build a collaborative system, and are co-developing with global Fintech companies in Europe and North America. We design semiconductor chips and system software	info@soteria-sys.com
SQR Corp	Robo-advisor service providing outstanding returns to investors via mathematical and statistical analysis techniques	mgmt@snowqr.com
STOCKEEPER	"Bancow," a service Korean beef asset platform that connects farmers and consumers to fintech	contact@stockeeper.co
TainAI, Inc.	TainAI developed and maintains Community, content-driven investment platform 'Oreurak'	support@tain.ai
W.A.I	As a company specializing in artificial intelligence data analysis, it is a company that develops asset portfolio composition and stock price prediction solutions based on AutoML solutions	davidjung@waikorea.com
WealthGuide Co., Ltd.	The pension platform is based on our patented 'Online Asset Planning System', which provides a comprehensive 4A (Aggregate, Analyze, Advice, and Act) service by using pension account information scattered across financial institutions	help@wealthguide.co.kr

Company		Introduction	Contact
wecover	**Wecover Platforms, Inc.**	AI powered risk modeling and automation in insurance and asset management	manager@wecoverai.com
ZIPFUND	**Zipfund Co., Ltd.**	Data driven B2B and B2C real estate services: an RPA solution for mortgage lenders and a PFM service	biz@zipfund.co

InsureTech

finders	**Finders Co., Ltd.**	Transforming insurance customer's journey with Finaple App and Insure-Chatbot. Finaple App is a platform for sharing and certifying personal insurance experiences. Deep learning-based Insure-Chatbot enhances customer experience in insurance industry	hi@finaple.co
KRG GROUP	**KRG group Co.,Ltd**	KRG Group is an insurance technology company that replaces the deposit and guarantees monthly rent to the lessor for the duration of the contract	kimjy@krggroup.co.kr
Openplan	**OpenPlan Inc.**	Provide lifestyle-based, on-demand insurance	openplan@openyourplan.com
펫핀스	**Petfins Co., Ltd.**	Petfins App is a life finance platform for supporting pets.	junwon.sim@petfins.net
SAGOLINK	**SAGOLINK Co., Ltd.**	Financial consumers get the right compensation from insurance company	boss@sagolink.com
스타따러 가자	**STAR PICKERS**	Precision UBI service to solve insurance problems of μ-M (motorcycle, e-scooter, etc.)	byuldda@starpickers.com
TOBECON	**Tobecon Inc.**	Digital healthcare platform based on personal healthcare big data	business@tobecon.net
ujura	**UJURA COMPANY Co., Ltd.**	Ethology & AIoT based, disease prediction technology for pets	shim.yongju@ujura.com

Company		Introduction	Contact
Capital Markets Tech			
antock	**Antock Co., Ltd.**	Antock Co., Ltd. is a financial big data AI analysis solution provider that uses big data technology to digitalize domestic corporate ecosystem and provides more sophisticated and discriminatory evaluation output using various analytical techniques	contact@antock.com
BRIDGE[CODE].	**Bridgecode**	Makes the better financial tax environment by IT technology	contact@bridgecode.kr
FinInsight	**Fin Insight Co., Ltd**	Fin Insight provides solutions and training to make data-driven investment decisions	contact@fins.ai
NIC COMPANY	**NIC Company**	Real?ATS: analysing and automated categorising the financial TEXT data in bank statements	nic@niccompany.co.kr
PRISM39	**Prism39 Inc.**	PrismStudio: Financial data enablement from data onboarding to strategy generation	info@prism39.com
the spot	**The Spot Inc.**	Digital forensic solution development	cs@thespot.kr
TRU.	**Tru Technologies Co., Ltd.**	Sec. Finance technology solutions improving efficiency and productivity	support@trufintech.io
VanillaBrain	**VanillaBrain Inc.**	E-Commerce data analysis service	hello@vanillabrain.com
Others			
CJYK	**CJYK Inc.**	A tech device subscription service that aims to establish a sustainable consumer culture	support@beellee.com
hooxi partners	**Hooxi Partners**	Climate fintech SaaS (CaaS) that companies and individuals can use to measure, reduce and report greenhouse gas emissions, and engage carbon emissions markets	daniel@hooxipartners.com
infoplus	**Infoplus**	Providing various financial services that financial south east asia consumers desire through API	bestwillchoi@infoplusvn.com
KEVIT EV Solution	**KEVIT**	Easy to charge and payment with the KEVIT app	kevit@kevit.co.kr

Company		Introduction	Contact
Perform ID	**PerformID Pty., Ltd.**	Deliver frictionless card linked shopping rewards for financial institutions	alex@performid.com
pinzle.	**PINZLE**	"Art Vertical Platform' that exclusively owns the IP of global star artists and supplies them with works, goods, NFTs, licenses, etc	jin@pinzle.net
PITTER PETTER	**Pitter Petter Inc.**	Genetic testing services for pet health care	contact@pitterpetter.com
wedipse	**WECLIPSE Co., Ltd.**	Metaverse social platform that connects Next Gen investors to collaborate on investment ideas and economic topics following the financial market trend	support@dealingroom.co.kr
ZIEN	**ZIEN Inc.**	IoT Security Vulnerability Automated Analysis Solution of Information Collection Module Method	support@zi-en.io

COOPERATING INSTITUTIONS

ACADEMIC INSTITUTIONS	GLOBAL NETWORK	FINANCIAL INSTITUTIONS	GOVERNMENT INSTITUTIONS
SUNG KYUN KWAN UNIVERSITY	Copenhagen Fintech	Hana Bank	Korean Intellectual Property Office
Where Industry Meets Arts HONGIK UNIV.	SFA Singapore Fintech Association	KB Financial Group	FINANCIAL SUPERVISORY SERVICE
Soongsil University	FIO	Hyundai Insurance	KORFIN
		DB Insurance	KODIT
	FINDEC	한화생명	한국성장금융 K-Growth
	APIX	신한 FUTURE'S LAB	한국핀테크지원센터 Fintech Center Korea
	HKTDC	IBK 1st LAB	
		DS ASSET	

FUNDING ENTITY

SEOUL METROPOLITAN GOVERNMENT

SEOUL METROPOLITAN GOVERNMENT

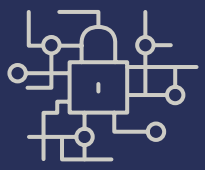
Seoul FinTech Lab is Korea's largest Fintech startup support space set up by Seoul Metropolitan Government in Yeouido

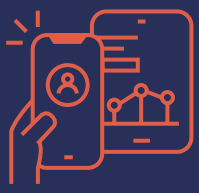
OPERATING COMPANY

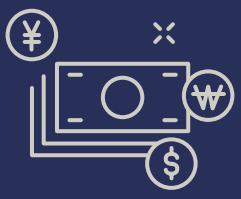
ground up ventures

GROUND UP VENTURES

'We Are a Leading Startup Booster in Korea' GUV(Ground Up Ventures) was established with the purpose of solving the difficulties of early-stage startups







ADDRESS.
4, 5, 6, 8, 17, 19F, O2 Tower, 83 Uisadang-daero, Yeongdeungpo-gu, Seoul, South Korea (07325) (Operator Office: 8F)

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