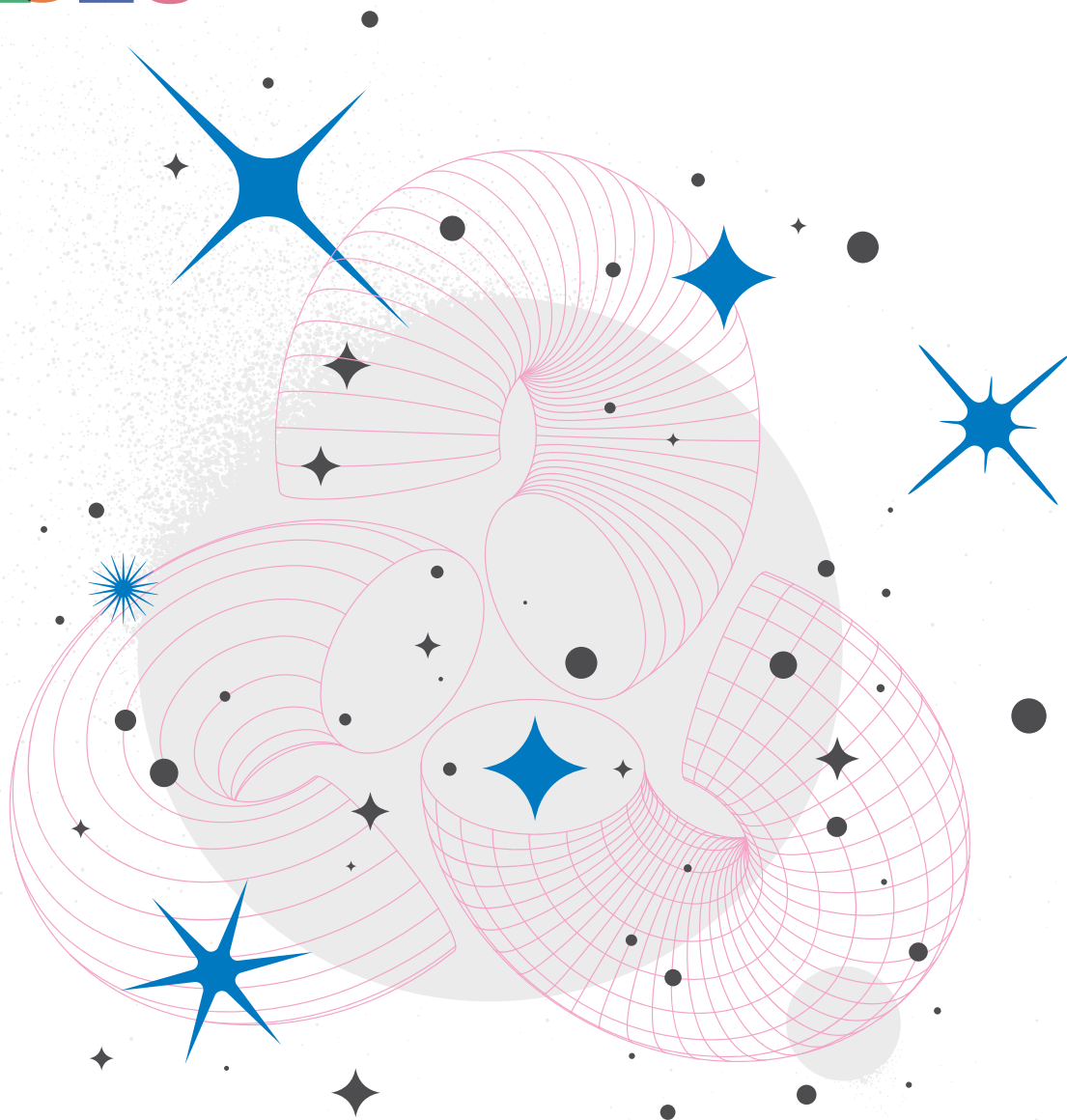


K-STARTUP GRAND CHALLENGE 2025

Your **Challenge To Venture** Into Korea

April 29 ————— June 13(3PM KST), 2025



KSGC - Key Organizations

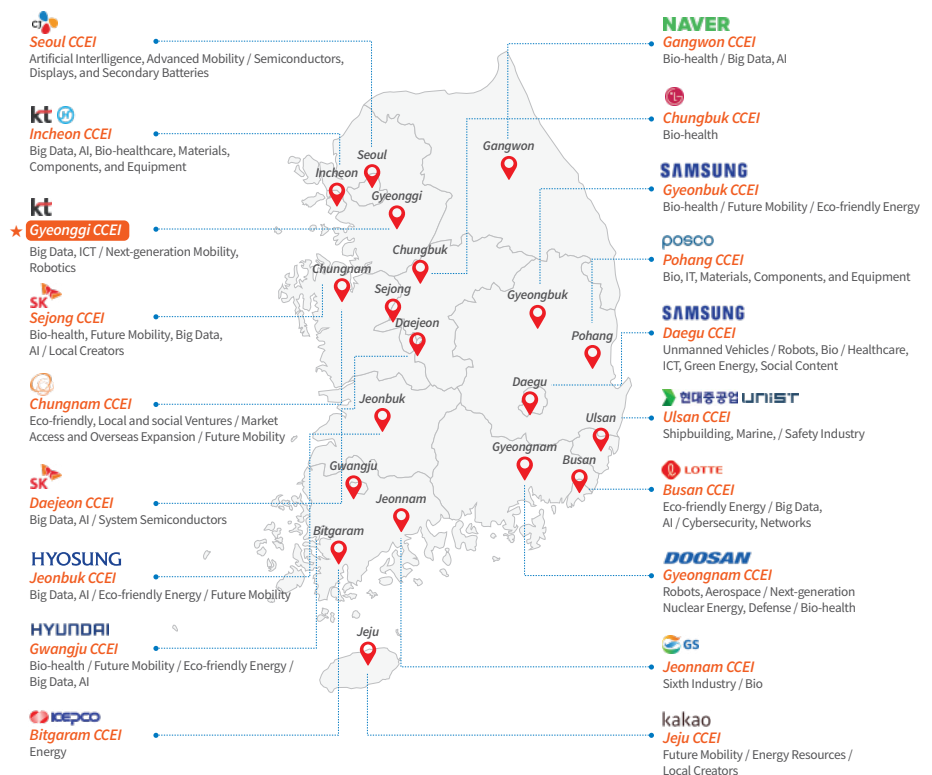


19 CCEI Networks

Based on the Korean government's Creative Economy driven strategy, Gyeonggi CCEI was established in collaboration with the central government.

Gyeonggi Province and KT(Korea Telecom) having mission to accelerate innovative startups and to become the Global Hub to promote such startups to global markets with 18 other Innovation Centers in South Korea.

Through the partnerships of the 19 CCEI across the country, connections with Korea's major companies can be expected.



K-STARTUP GRAND CHALLENGE 2025

K-Startup Grand Challenge (KSGC) is a government-backed accelerator program that helps non-Korean startups expand into the Korean and Asian markets through business support, funding, and networking opportunities



2016-2024

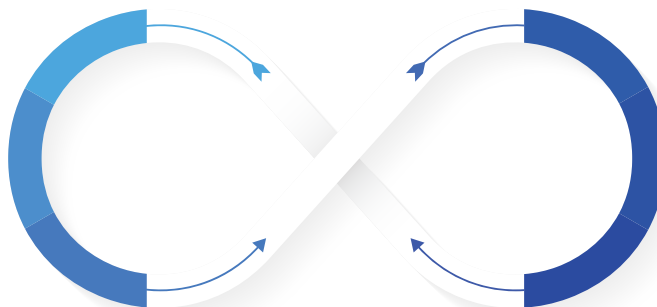
Your **Challenge To Venture** Into Korea

2024

Application
18,911 total

Participation
449 teams

Incorporated
233 startups



Application
1,716 submitted

Competition
43:1

Countries
114

Who is it for?

Non-Korean tech-based startups or pre-startups, less than 7 years old,
wish to expand to Korean market & to utilize Korea as their Asia business hub



| New industry business startup (8 years to 10 years) |

New Industry Business Startup Sector

Artificial Intelligence

Self driving vehicle

Smart home

Big data

Electric, hydrogen car

Renewable energy

5G+

Bio

Secondary battery

Blockchain

Medical device

Carbon capture, utilization,
and storage (CCUS)

Service platform

Functional foods

Resource recycling, energy reuse

Realistic contents

Drone, personal mobility device

Aerospace

Intelligent robotics

Future fleet

Next generation Nuclear power

Smart manufacturing

Disaster and safety

Quantum

System semiconductor

Smart city

Cyber Security

Program Timeline

Supporting non-Korean (pre-)startups expand into the Korean/Asian market

Phase 1	Title	Teams	Duration	Key Activities
Exploration	"Is Korea the right market for us?"	80 selected teams	3 weeks (online)	<ul style="list-style-type: none"> - Understand Korean customers - Validate your business idea - Build entry strategies with mentors
Phase 2	Title	Teams	Duration	Key Activities
Entry	"Test your product. Enter the market with support"	40 selected teams	3.5 months	<ul style="list-style-type: none"> - Run real user tests in Korea - Refine your business model - Receive hands-on launch support
Phase 3	Title	Teams	Duration	Key Activities
Growth	"Scale with partners and funding"	20 top teams	3.5 months	<ul style="list-style-type: none"> - Expand with corporate partners - Pitch to Korean investors - Access government support programs

The program follows a competitive **tournament-style process**



Phase 1 Exploration of Korean Market

· Focus on building basic understandings and planning market entry strategies

Item	Details
Target	80 startups
Method	Online (Video conferencing)
Contents	<ul style="list-style-type: none"> - Introduction to the Korean startup ecosystem - Sessions by alumni startups who successfully entered Korea - Guidance on market expansion and localization strategies

2025 K-Startup Grand Challenge

Phase 2 Exploration of Korean Market

- Focus on real business meetings, fundraising, and physical presence in Korea

Item	Details
Target	Top 40 startups selected after Phase 1 evaluations
Method	Online & Offline (remote-enabled on-site program)
Contents	<ul style="list-style-type: none"> - Matching with Korean business partners via professional managers - Participation in fundraising IR events - Visa acquisition support (Startup Preparation Visa, D-10-2, six-month stay) - Support for incorporation in Korea (virtual office, admin help) - Office space provided (up to 2 persons/team) - Grants for visit and stay (up to KRW 4M per startup)
Key Events	<ul style="list-style-type: none"> - APEC Showcase : September 2-3, 2025 (APEC, Jeju) - KSGC Demo Day : December 10, 2025 (COMEUP, Seoul)

APEC Showcase @Jeju

At the APEC (Asia-Pacific Economic Cooperation) event held in Jeju, Selected companies will have the opportunity to pitch their business activities in Korea in front of their home country's leaders and begin their journey with the support of provided corporate booths

Australia	Brunei Darussalam	Canada	Chile	People's Republic of China	Hong Kong, China	Indonesia
Japan	Republic of Korea	Malaysia	Mexico	New Zealand	Papua New Guinea	Peru
The Republic of The Philippines	The Russian Federation	Singapore	Chinese Taipei	Thailand	United States	Vietnam



Demo Day @COMEUP

At COMEUP, Korea's largest startup event, 20 teams will be selected from the 40 teams that have passed Phase-2. Top 20 teams will receive prize benefits and an opportunity to advance to Phase-3.



Phase 3 *Scale-up in the Korean Market*

- Focus on solidifying Korean market presence and scaling up with public and private support

Item	Details
Target	Top 20 startups selected after Demo Day
Method	Online & Offline (remote-enabled on-site program)
Contents	<ul style="list-style-type: none">- Intensive acceleration programs- Matching with government-supported programs- Visa acquisition support (Startup Visa, D-8-4, two-year stay)- Dedicated professional manager for each startup- Grants for commercialization success (different levels)

Grants for Scale-up

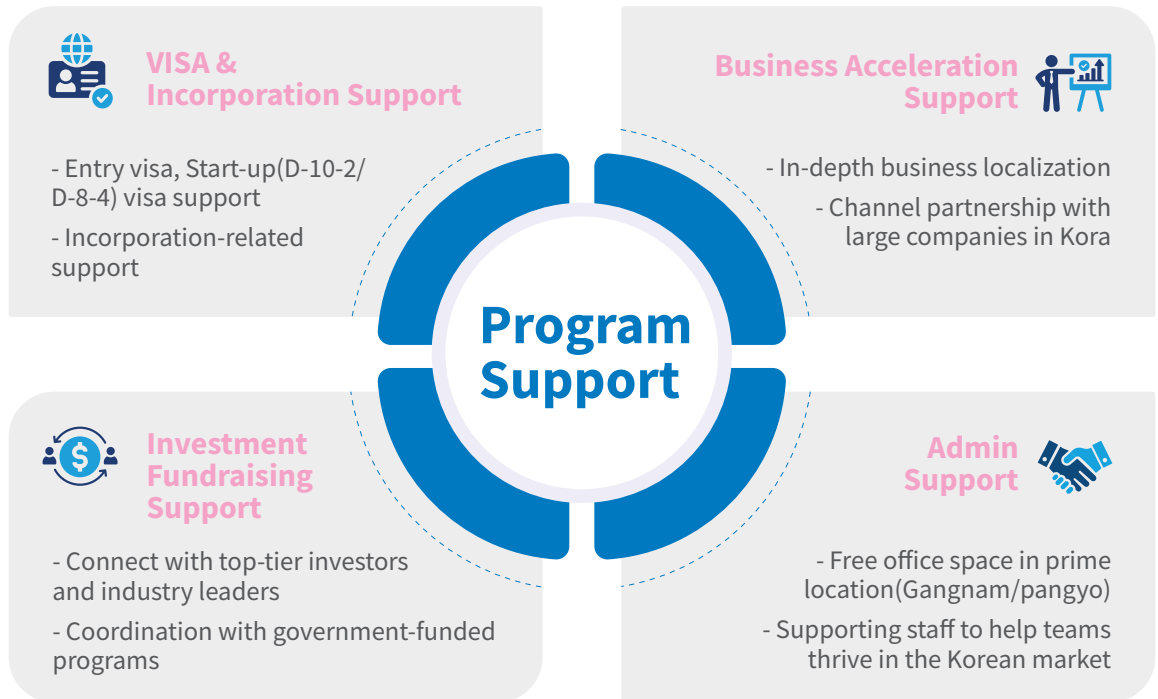
Level	No. of Startups	Grant Amount
Tier 1 (Excellent)	2 Startups	KRW 50M each
Tier 2 (Great)	3 startups	KRW 30M each
Tier 3 (Good)	3 startups	KRW 20M each

Financial Support

Category	Amount	Recipients	Payment Period
Travel Expense Grants	KRW 4M per team (Up to 2 times)	40 teams	During Phase-2
Prize Money	KRW 5M - 100M	Top 20 teams	End of Phase-2
Scale-up Grants	KRW 20M - 30M	Top 8 teams	End of Phase-3
Total	KRW 950M (633,000 USD)		

Exchange rate : KRW 1,500 = 1 USD

**K-STARTUP
GRAND
CHALLENGE
2025**



apply@ksgc.global
k-startupgc.org

Scale **Fast**
Start in **Korea**
Start with **KSGC**