

We can lift  
your *Passion*

Market Driven Program **Y&ARCHER**

Rule Changer | Innovative Partner | Entrepreneurship Pace Maker





## Professional Global Business Accelerator Company

To enable a  
start-up to be  
loved in the  
global market

Y & Archer aims to introduce Asian companies to the global market as a stepping stone that can be engraved in many people's mind.

Equipped with venture capitalists, consultants, marketers and experts in various areas, Y & Archer keeps growing and centering around the HQ in Korea, Guangzhou in China and Philadelphia in the U.S. as a specialized accelerator designated by SMBA.

All members of Y & Archer will continue to stretch its hand to help venture companies and start-up companies achieve growth as a pace maker that leads changes, pursues innovation and strengthens entrepreneurship and an accelerator prepared based on differentiated thinking and actions.

**Y & ARCHER**  
CEO **Jin-o Shin**

## History Of Y & Archer

### Oct. 2015

Established Y & Archer

### Dec. 2015

Established Busan Gyeongnam Creativity Fusion Promotion Center (Dongseo University/Surim Venture Capital)  
 Established business partnership with related to Dongseo University/Surim Venture Capital  
 Established business partnership related to Society of Young Korean American (SYKA)'s advance into the U.S. market

### Jan. 2016

Operated Start-up IDEA Booster Camp for university students in Seoul

### Feb. 2016

Operated Start-up Investment Strategy Camp for Yonsei University and Yonsei Technology Holdings and established business partnership to support Sonokong Startup

### Mar. 2016

Established business partnership with Dongbu Securities Co., Ltd./KNET Investment Partners/Timewise Investment

### Apr. 2016

Selected as 2016 Technology Commercialization Take-off Platform-Facilitated BD by the Ministry of Trade, Industry and Energy

### Jun. 2016

Selected as 2016 K-Global Accelerator by the Ministry of Science, ICT and Future  
 Invited 1<sup>st</sup> Y-Pump Batch  
 Selected as an implementer of collaborative projects linked to private start-up support institutions in Seoul

### Sept. 2016

Conducted analyses on performance of Seoul Bio Fund  
 Selected as a consultancy in charge of mentoring programs for corporate service R&D projects by Korea Venture Capital Association  
 Held Demo Day in Philadelphia/New York  
 Published Asia Herald, a specialized accelerator medium

### Oct. 2016

Held Demo Day in Guangzhou/Beijing  
 Launched VC-matching application 'Hello VC'

### Nov. 2016

Held Y-Pump Batch Demo Day/Seoul Youth Accelerating Demo Day

### Dec. 2016

Held Investor Road Show in Guangzhou, China  
 Opened Guangzhou Branch Office in China

### Jan. 2017

Operated Soongsil University Mentoring Camp linked to investment in China  
 Registered as 'Accelerator' designated by SMBA (The Korea Small and Medium Business Administration)  
 Selected as a consultancy for KITIA (Korea Core Industrial Technology Investment Association)

### Apr. 2017

Expected to open Philadelphia Office in the U.S.

#### ■ The current state of accelerating in 2016

The number of explored companies

Preliminary start-up companies: 5  
 Initial start-up companies: 40  
 Series A or higher: 5

Investment/linked investment companies

10 investment companies

#### ■ Accelerating support companies



## Y & Archer Business Domain

In an effort to serve as strong reinforcements for Asian companies, Y & Archer plays an essential role in matching corporate needs with requirements of the times through omnidirectional programs for corporate support in the entire process ranging from diagnosis on startup ideas and planning to corporate support by point in time in cooperation with experts in various areas.

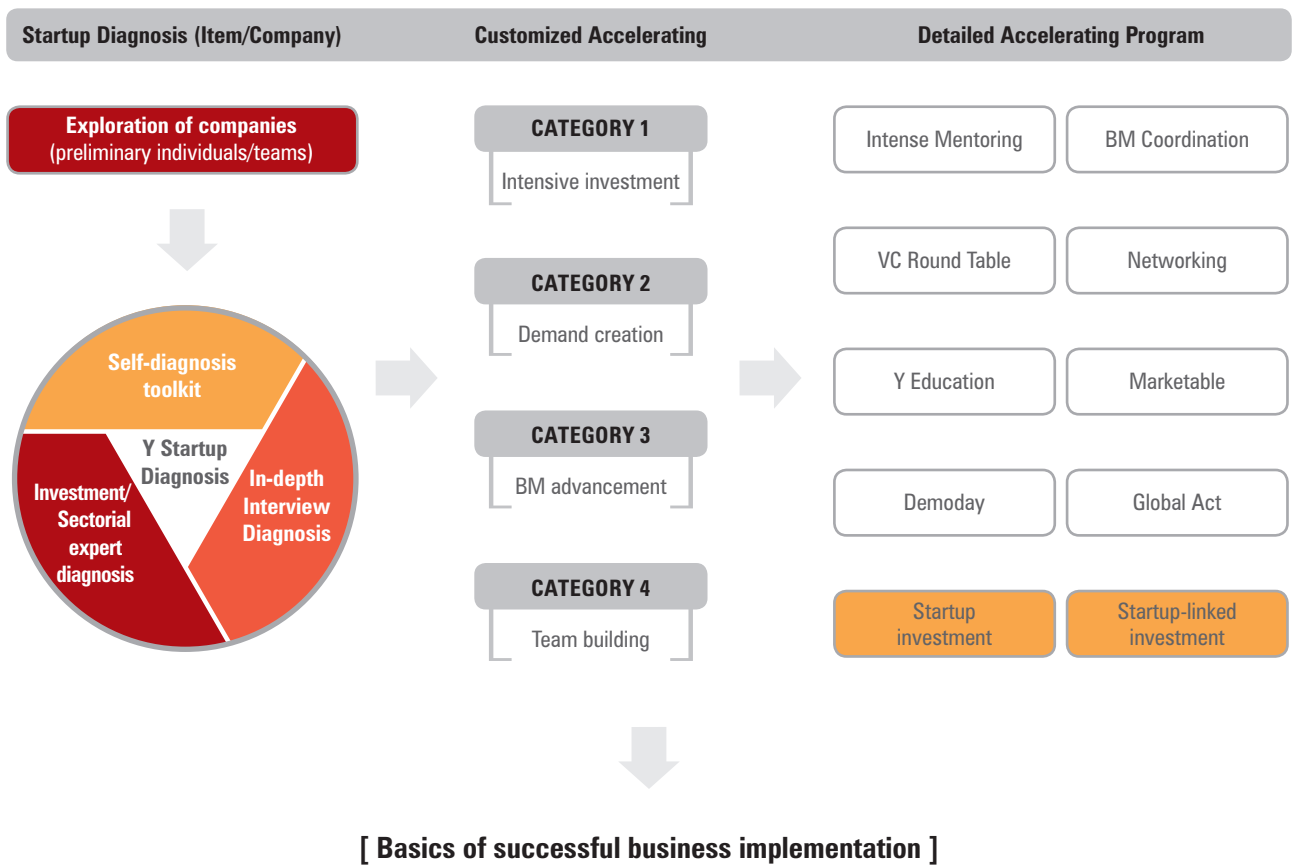
In particular, it introduces new business models and technologies to the new markets through specialized accelerating programs for startup companies and endeavors to emerge as the best partner that can help startups make a success in advancing into desired markets based on idea-oriented business models, specialized education for startup companies and media & marketing solutions through consulting, market research and survey on reaction.



# Business Accelerating

Y & Archer Market Driven Program (MDP), a market demand-type program aimed to diagnose corporate items, managerial systems and processes, generate issues and provide customized solutions, helps startup companies more successfully advance into the desired markets.

## Archer's Accelerating Map



## Y & A Accelerating Domain

Y-type / self-batch	Planning batch	Agency batch
<ul style="list-style-type: none"> <li>Autonomous corporate exploration &amp; batch</li> <li>Generation of the 1st batch in 2016 (A total of 10 companies/3.5 billion won)</li> <li>Expected to generate the 2nd batch in July 2017</li> </ul>	<ul style="list-style-type: none"> <li>Accelerating through collaboration with companies and institutions with specific goals (Implemented by category)</li> <li>6 companies in 2016 (Korea Venture Capital Association)</li> <li>Planned implementation based on adjustment</li> </ul>	<ul style="list-style-type: none"> <li>Exploration and accelerating of startup companies according to corporate and institutional needs so that they can be linked to client companies</li> <li>Selection and development of companies on behalf of enterprises that need new projects and expansion of them into M&amp;A in the future</li> </ul>

# Consulting

The company conducts consulting business applicable to startup companies and venture businesses through general consulting and specialized consulting based on such strategic domains as new business/investment/marketing/task planning/global projects in line with an ecology startup and venture industry.

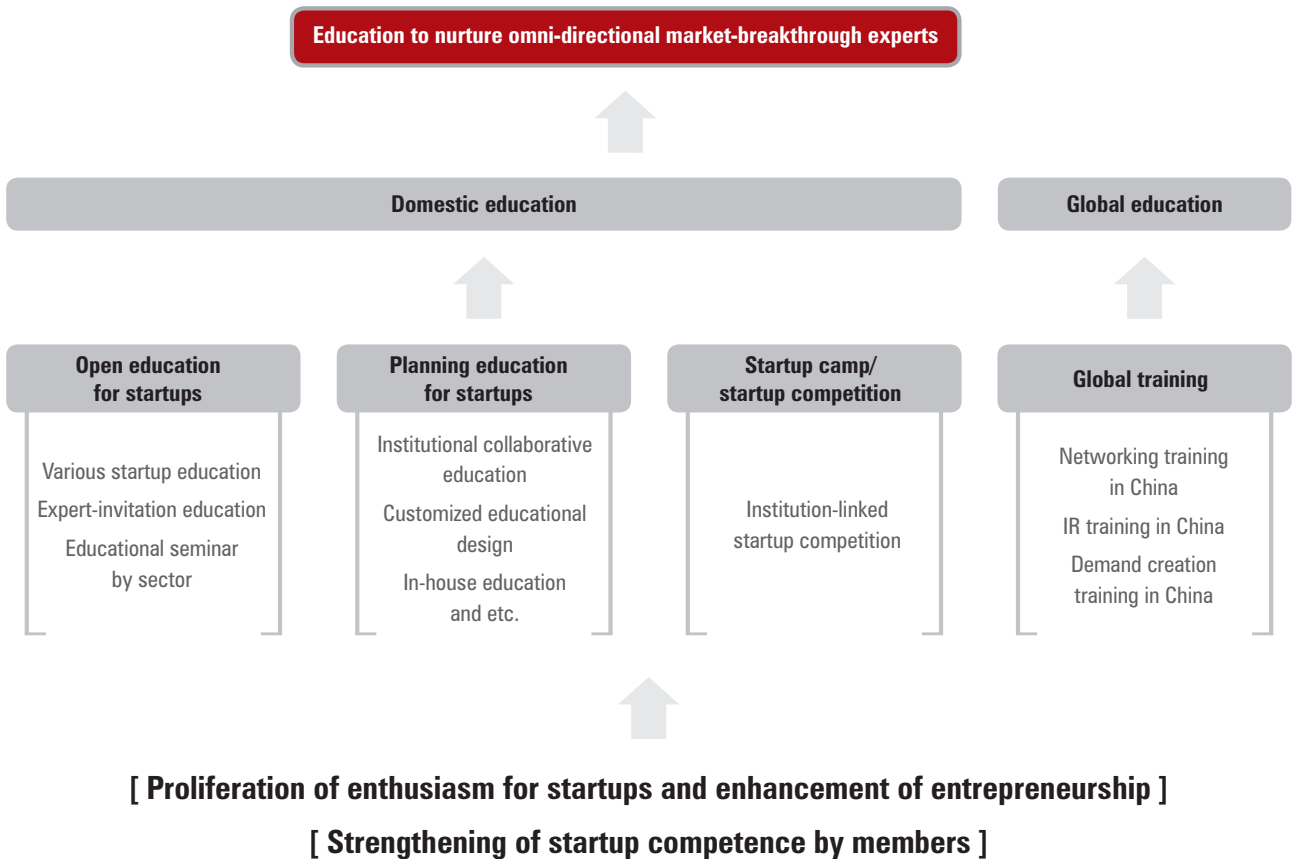


## Y & A Characterization Consulting Domains

<p><b>IR Run</b></p> <ul style="list-style-type: none"> <li>• Startup IR strategy consulting</li> <li>• Provision of IR data and opportunities for growth of startup</li> <li>• IR data redesign/consulting/IR simulation (Demo Day)</li> </ul>	<p><b>Medici Impact</b></p> <ul style="list-style-type: none"> <li>• Creative solution consulting</li> <li>• Differentiated consulting by experts in various areas</li> <li>• Workshop/consulting</li> </ul>	<p><b>Marketable</b></p> <ul style="list-style-type: none"> <li>• STP-based consulting aimed to meet demand in the market</li> <li>• Research/consulting</li> </ul>
<p><b>M&amp;A Strategy</b></p> <ul style="list-style-type: none"> <li>• Strategic corporate consulting for corporate M&amp;A or additional investment</li> <li>• Consulting/exploration of client companies</li> </ul>	<p><b>Archer's MVP</b></p> <ul style="list-style-type: none"> <li>• Commercialization strategy for development of minimum operation products/new product strategy consulting</li> <li>• Demand forecasting/price forecasting</li> </ul>	

## Learning & Development

The company is doing its utmost to develop specialized startup manpower through diversified education featuring open education/planning education/global education/training/startup competitions focused on nurturing omni-directional marketbreakthrough experts.



## Media & Marketing

Hello VC (Startup VC matching application) and Asia Herald, a specialized global startup medium, deliver various issues and agendas on changes and innovation, provide support to startups and venture companies and spread news. They also play a part in creating startup ecology by continuously publishing books on startup and investment.



## Biz Organizer / Support Group

Y & Archer works together with accelerating L&D part, strategic consulting part and management supporting part. Each part organically fulfills its obligations to improve quality by responding to market needs and systemizing process by business area.



## Domestic Network

Y & Archer is establishing network through partnerships with mentors, specialized organizations and institutions in various areas in an effort to act as corporate reinforcements.

Tiered investment-linked support	Network demand group	Business support
<ul style="list-style-type: none"> <li>• KNET Investment Partners</li> <li>• Surim Venture Capital</li> <li>• Timewise Investment</li> <li>• Dongmun Partners &amp; 30 venture capital companies</li> </ul>	<ul style="list-style-type: none"> <li>• Sonokong</li> <li>• YAP Company</li> <li>• Dongbu Securities</li> <li>• Yonsei University Technology Holdings</li> <li>• TechCode Korea</li> </ul>	<ul style="list-style-type: none"> <li>• Muil Patent &amp; Law Office</li> <li>• Sky Patent &amp; Law Office</li> <li>• Dowon Accounting Firm</li> <li>• Seoul National University of Science and Technology</li> <li>• Dongseo University</li> <li>• Soongsil University and others</li> </ul>

## Global Network

Y & Archer is laying the foundation for startups and companies desiring to advance into the overseas markets with personal/physical network based on global branch offices in Guangzhou in China and Philadelphia in the U.S.

Country	Institution	Collaboration
The U.S.	SYKA	<ul style="list-style-type: none"> <li>• Angel investment/mentor pool &amp; provision of market information</li> <li>• Linkage of influencers</li> <li>• Pitching &amp; material consulting &amp; provision of co-working space</li> </ul>
	INCOCO	<ul style="list-style-type: none"> <li>• Support for infiltration into the distribution market in the U.S.</li> <li>• Support for strategic investment linkage and retailer linkage</li> <li>• Support for mentoring and influencer</li> </ul>
China	Demo space	<ul style="list-style-type: none"> <li>• Support for angel investment/BI</li> <li>• Beijing-centered marketing support</li> </ul>
	Chongdong Home	<ul style="list-style-type: none"> <li>• Support for angel investment/BI</li> <li>• Support for Beijing-related investment</li> </ul>
	Guangzhou Scientific Technology Finance Facilitation Conference	<ul style="list-style-type: none"> <li>• Support for investment/BI</li> <li>• Space-related support in Guangzhou</li> </ul>
	Gwangju University Students Startup Research Center	<ul style="list-style-type: none"> <li>• Support for BI in Guangzhou</li> <li>• Serves as a linkage influencer</li> </ul>
	Oho Space	<ul style="list-style-type: none"> <li>• Support for BI</li> <li>• Support for investment in Guangzhou and space</li> </ul>

# **Y&ARCHER**

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**Y & Archer is creating new value along with venture/startup companies through change, innovation and entrepreneurship.**