

Company Builder's Role in Korea

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Beyond the Lab, Faculty Develop Entrepreneurial Skills

Stanford eCorner

- *“In academia, you can only build the individual parts, and show that your solution is better than what anyone has done before you. But you can never really put the whole system together.” - Gill Bejerano*
- *“ Faculty can greatly extend their reach to impact the lives of millions around the world by understanding how to turn lab discoveries into actual products and technologies.” – Jennifer Cochran*

Key Questions for Start-ups

People : team building

Resources : fundraising and exit plan

Process : value chain analysis

Customer & Market : environmental analysis and customer analysis

Financial : financial plan

Who, What, Why, Where, Whom

vs.

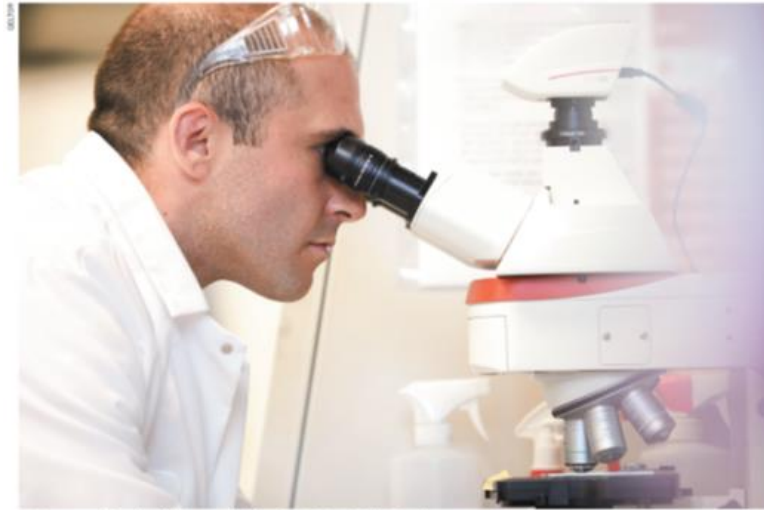
How

WIND DOWN

Why start-ups fail

The technology data-analysis company CB Insights in New York City reviews post-mortem reports by founders, investors and journalists. Here are the most common reasons that it cites for start-up failures:

- No market need
- Ran out of cash
- Not the right team
- Was out-competed
- Pricing or cost issues
- User-unfriendly product
- Product without a business model
- Ineffective marketing
- Customers were ignored
- Product was mistimed

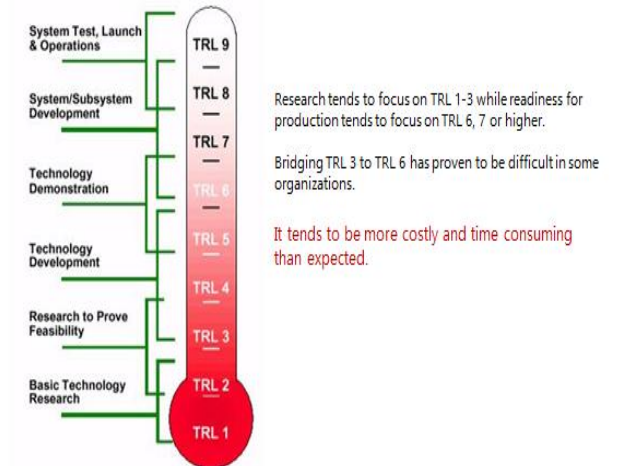


Selling a commodity can lead to failure, says Alex Lorestani, co-founder of biotechnology company Geltec.

On the rebound

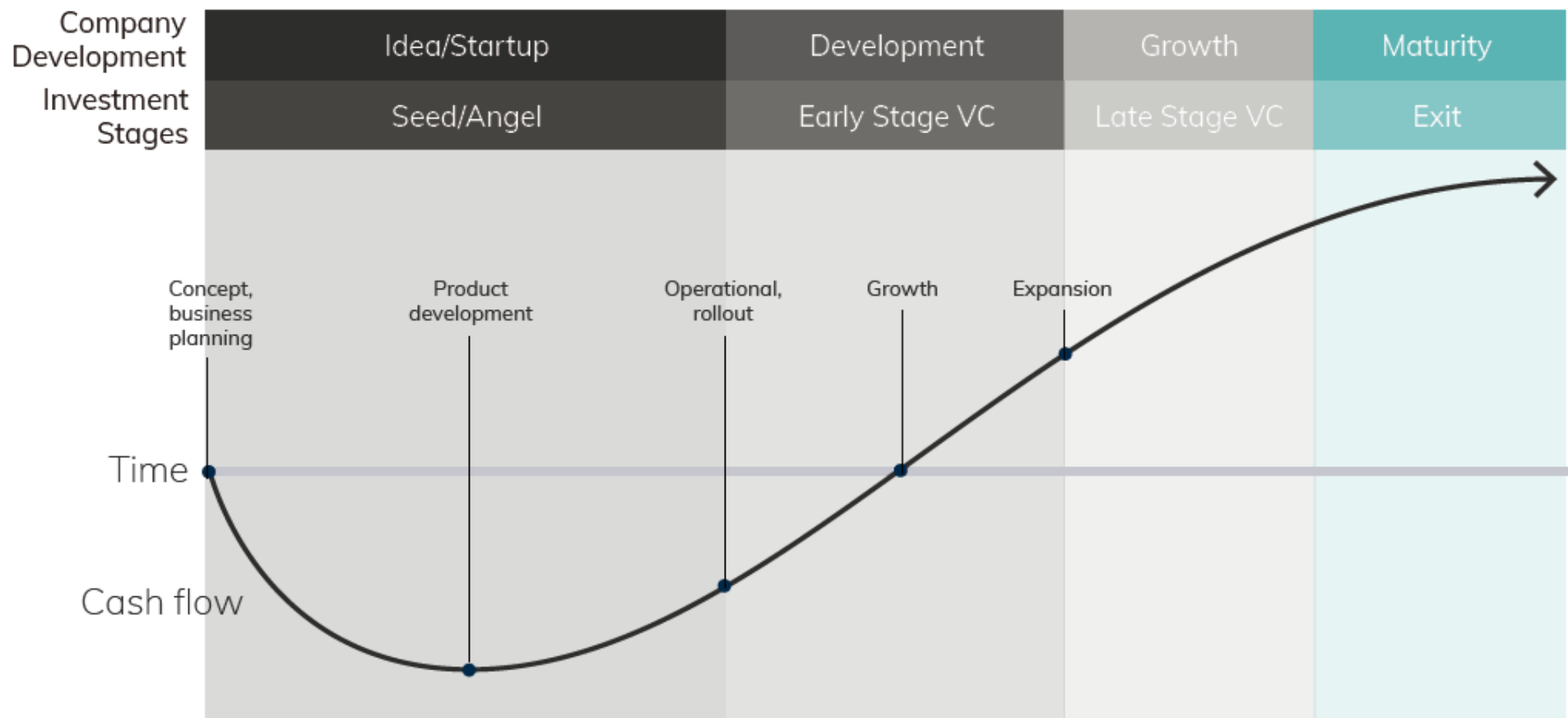
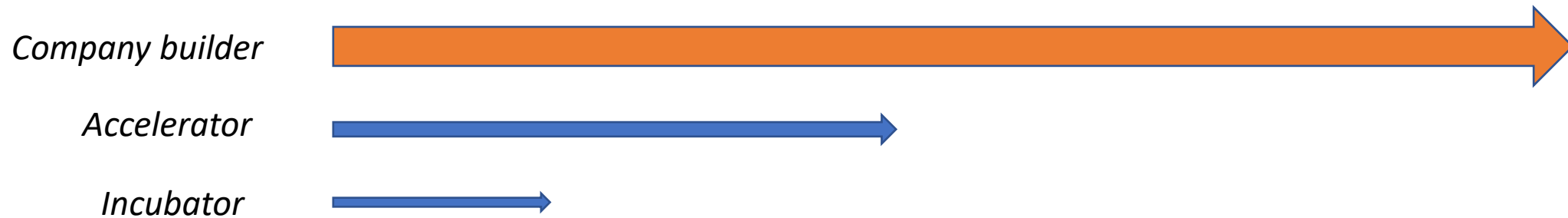
Entrepreneurs whose start-ups have flopped can learn from such failures to try again.

Applying NASA Technology Readiness Levels



How To Be Successful ?

Incubator vs. Accelerator vs. Company builder



Sources of funding: VCs, angel investors, incubators, accelerators, strategic investors (corporate groups), growth equity investors, private equity firms, debt investors

By definition,

Company Builder

- Focus their business on creating start-ups
- Build several start-ups following a repetitive process
- Build an infrastructure that enables an efficient venture building process

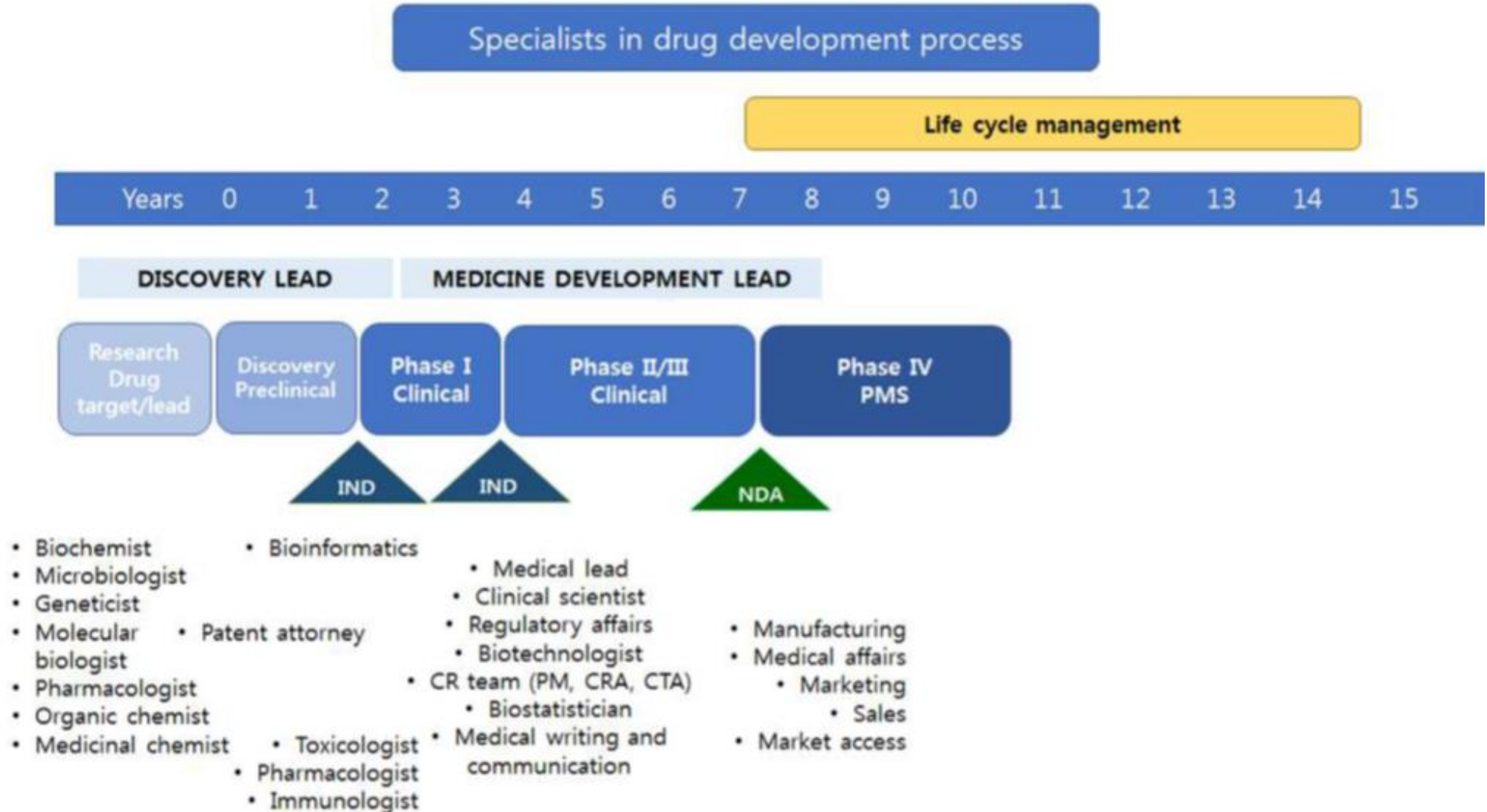


What Can We Offer?

Through our previous working experiences

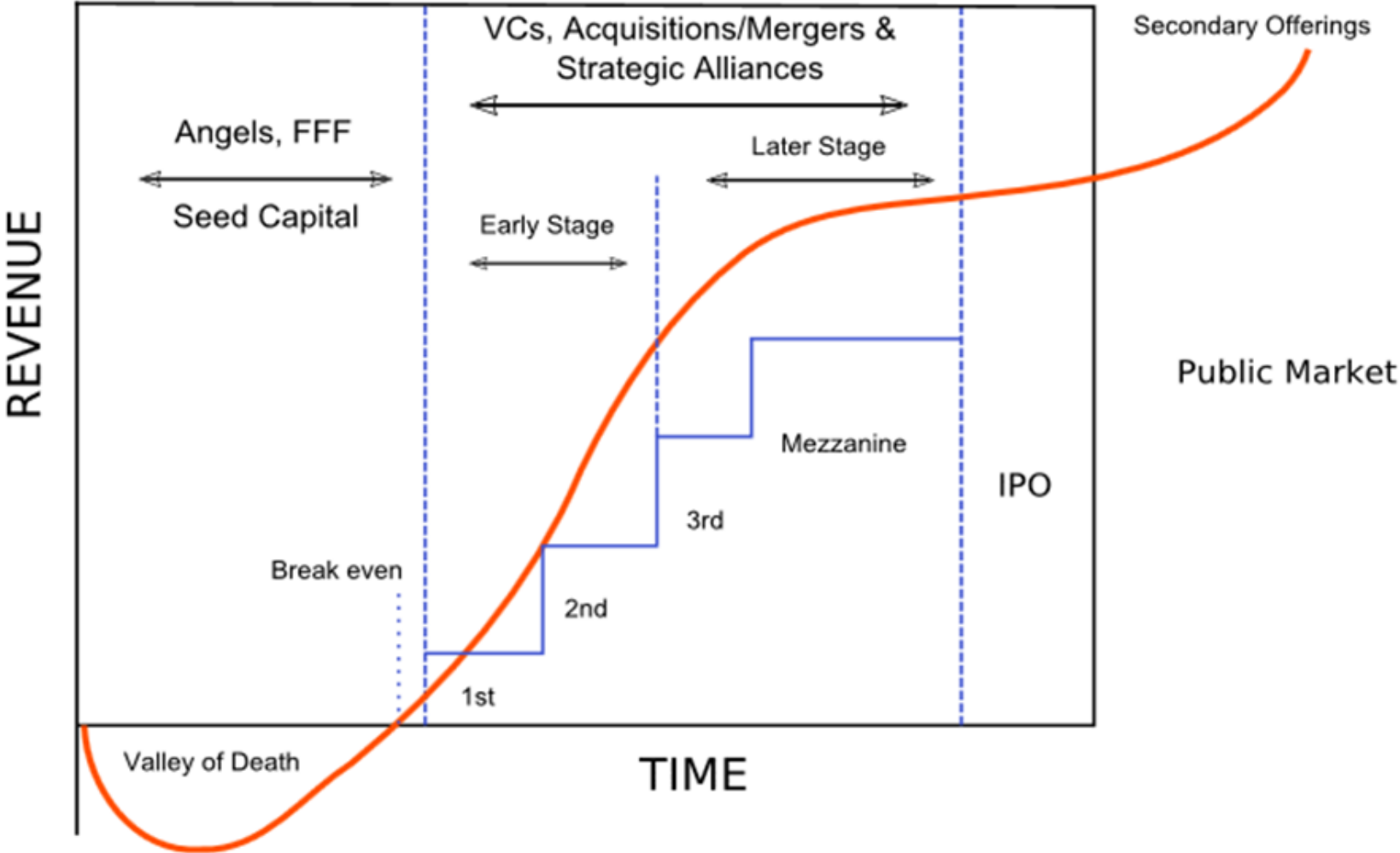
- People
- Asset
- Money
- Networking
- Information
- What you needs

Specialists in Each Steps

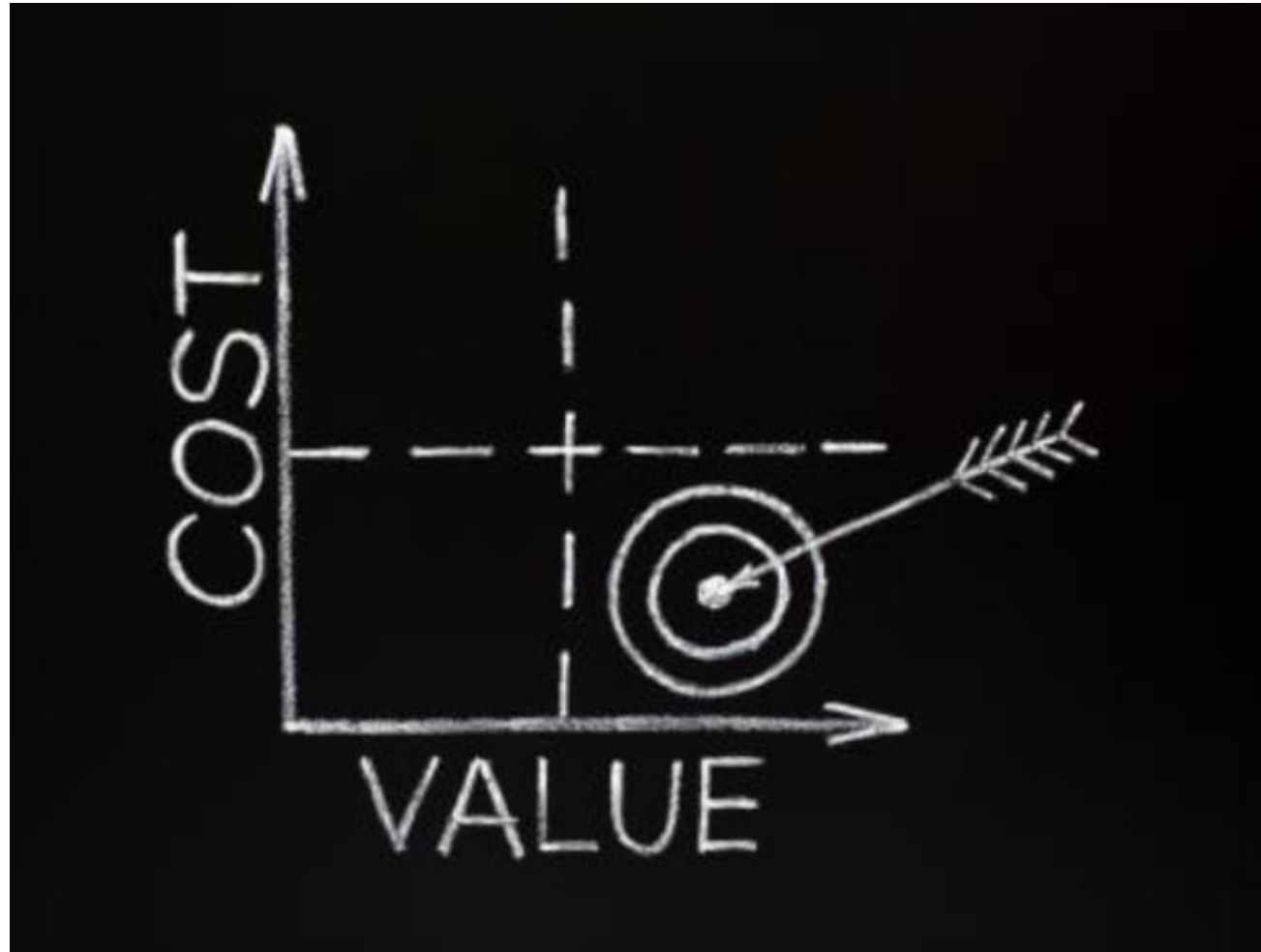


Right Money in Right Time

Startup Financing Cycle



Operational Excellence/ Value for Money





Networking and Collaboration



Our first start-up company

- Established Dec 2020 by

Scientific Founder



Bruce Beutler, MD

- Nobel Prize in Medicine, 2011



Regental Professor, UTSW Medical Center
Director, Center for the Genetics of Host Defense

- Research and Development

ImmunoDesigners
First-In-Class
Drug Dev

SYNERGY

Beutler Lab
UT Southwestern
Novel Target
Discovery

Biodesigners
Insight network

- Core Values

INNOVATION

INSPIRATION

BETTER TOGETHER

Make Dreams Come True Together !!!

