

# START-UP SHOWCASE at Ygnite 2020

## ABOUT YGNITE

Ygnite is a 3-day technical and leadership conference for emerging scientists, engineers, healthcare professionals, academics, start-up professionals, and industry professionals from Korean and Korean-American backgrounds. Each year, over 200 individuals are selected to showcase their expertise and network with fellow students and leaders from diverse fields. The 16th annual Ygnite conference will be held in Seattle, WA on **January 10th - 12th, 2020**. For more information, please visit: <https://yg.ksea.org>

## ABOUT START-UP SHOWCASE

**Start-up Showcase** provides an avenue for aspiring and early-stage entrepreneurs to share their technology-based venture ideas, network with like-minded entrepreneurs and acquire mentorship from established professionals in the field. Selected finalists representing South Korea and the United States will come together to participate in a **pitch competition** as well as **workshops** where they will hear from venture capitalists and seasoned entrepreneurs. This avenue provides a wealth of information for new start-ups on how to grow their business as well as an opportunity to pitch to a diverse audience at an international level. **The core objective of the program is to:**

- Promote the entrepreneurial culture within the young generation communities
- Educate and facilitate the development of young generation novice entrepreneurs by providing them with relevant workshops, and mentorship
- Discuss strategies for early start-ups to infiltrate US-market
- Help aspiring entrepreneurs to network with other young professionals specializing in STEM

## TENTATIVE PROGRAM OUTLINE

*\* Details are subjected to change closer to the conference date.*

### FRIDAY, JANUARY 10<sup>th</sup>

9:30 – 10:30AM	Opening Ceremony
10:45 – 11:45AM	Networking Sessions
12:00 – 1:00PM	Banquet Lunch
1:30 – 2:45PM	Start-Up Workshop I
3:00 – 4:00PM	Start-Up Workshop II
4:15 – 5:45PM	Poster Session
6:30 – 8:00PM	Dinner & Plenary Talk

### SATURDAY, JANUARY 11<sup>th</sup>

9:00 – 1:00PM	Leadership Activities & Lunch
1:30 – 3:45PM	Pitch Competition, Start-Up Discussion Forum
5:00 – 9:00PM	Gala Dinner & Keynote Speech



# CALL for START-UP SHOWCASE PARTICIPANTS

**Venue:** Seattle Airport Marriott Hotel. 3201 S 176th St, Seattle, WA 98188, USA

The start-up showcase within Ygnite aims to celebrate emerging start-up community in South Korea and the United States by inviting highly qualified personnel in entrepreneurship, science and technology, and offering an avenue to exchange ideas, pitch in front of audiences/judges at an international level, and learn the “know-hows” of accelerating early-stage start-ups.

By participating in the Start-up Showcase program, participants will:

- Provide **5-minutes start-up pitch** followed by 2-minutes Q & A session. Through participation in the pitch competition, you will be competing with other participants and will receive constructive feedback from expert panelists.
- Engage in **interactive discussion forum** to exchange ideas between aspiring, early-stage and established entrepreneurs.
- Participate in **start-up workshops** where established entrepreneurs, industry professionals and venture capitalist will provide valuable insight and guidance
- Participate in **Ygnite conference program** as a whole to network with some of the future leaders of science & technology.

**PITCH-COMPETITION FINALISTS** are expected to prepare a presentation showcasing the company’s innovative solution, idea, and/or technology. Participants are evaluated by content, content delivery, organization, and ability to answer questions. Finalists will be assessed by a dedicated panel of judges comprised of industry professionals and established entrepreneurs, and the winner will be announced during the Gala.

## ELIGIBILITY & APPLICATION

### ELIGIBILITY

- Have **less than 3 years** of experience in being an entrepreneur
- Be a part of **YG/YP demographics** (undergraduate, graduate student in science and engineering) at a recognized academic institution, or **young professional** (recent graduate or early-stage professionals)
- The start-up company must have **less than \$100K funds raised**

### HOW

- **US-based participants** – visit <https://yg.ksea.org/>
- **Others** (participants from South Korea)  
– refer to guidelines set by the designated agency.

### SCHEDULE

- **DEADLINE – OCTOBER 20<sup>th</sup>, 2019**
- **CONFERENCE SCHEDULE – JANUARY 10 – 12<sup>th</sup>, 2019**
  - **PITCH COMPETITION – January 11<sup>th</sup>, 2019**
  - **AWARD CEREMONY & GALA – JANUARY 11<sup>th</sup>, 2019**

### APPLICATION

