

GLOBAL STARTUP COMMUNITY PLATFORM

SPLASH 2022

TECH X HUMANITY

Let's make a splash to the world

SPLASHKOREA.COM

SEP. 5-6, 2022 KIMDAEJUNG CONVENTION CENTER REP. OF KOREA

What matters in Gwangju for Startups?

Hub of Digital Contents and the Metaverse

Gwangju has long enjoyed a reputation as the city of art and culture, and has cultural contents as a key industry. Accordingly, the city has a variety of internationally renowned facilities and events related to art and culture. The National Asia Culture Center (ACC), which is an international arts and cultural exchange organization; the 28-year-old Gwangju Biennale; and the Asia Content Entertainment Fair (ACE) are a few examples. Thanks to the development of technologies such as AI, AR/VR, and 5G, Blockchain, Gwangju's cultural industry is newly evolving and expanding its scope through convergence with other industries.

There are more than 1,000 companies in the cultural contents industry. The Gwangju Information and Culture Industry Promotion Agency (GICON) plays a pivotal role in support from startups to Unicorn through funding, legal advice, distribution, and marketing as well as renting production facilities and equipment. Target accelerating areas are media content design and creation, content planning and producing, game and interactive content, content and ICT convergence, and mobile web among others. The 3rd Asian Culture Center City Promotion Fund worth 33.3 billion KRW (28 million USD), a regional-specialized fund, was recently launched to grow the high-tech culture and tourism contents industry in Gwangju.

Korea's Unique AI-Integrated Complex

Artificial intelligence (AI) technology is gaining in importance because it enables human capabilities to be undertaken by software effectively, efficiently, and at low cost. AI solutions are already being applied in virtually every industry, with excellent results. Gwangju is implementing four strategic initiatives to provide the best business environment as a national AI-integrated complex.

First, it has building AI infrastructure including a data center with 88.5PF of computing power and 107PB of storage space. The center will support AI R&D computing resources, SaaS, inference verification, and others.

Second, Gwangju promotes commercialization by installing and operating demonstration equipment in three fields: 25 types in the automotive sector, including connected cars; 26 types in the healthcare sector; and 26 types the in energy sector.

Third, together with the Gwangju Institute of Science and Technology (GIST), a top-tier science and technology research and educational institution, and four other universities, they have produced about 400 AI experts each year.

Fourth, in order to vitalize the business ecosystem, the city is supporting AI startups with R&D projects as well as funding. An AI investment fund totaling 740 billion KRW (616 million USD) will be formed by 2030, and 62.5 billion KRW has already been invested in 11 companies.

Energy Industry Valley of Korea

Korea's government-run energy-related companies, such as KEPCO, KEPCO, KDN, and the energy industry-specific industrial complex, are located near Gwangju. With the opening of the Korea Institute of Energy Technology this year, which is billed as the Korean version of MIT, it is strengthening its position as an energy industry valley linking to industry, universities, and research. The incomparable advantage is that academia, startups, SMEs, research institutes, and demonstration equipment as well as buyers of future energy technologies are gathered in the valley.

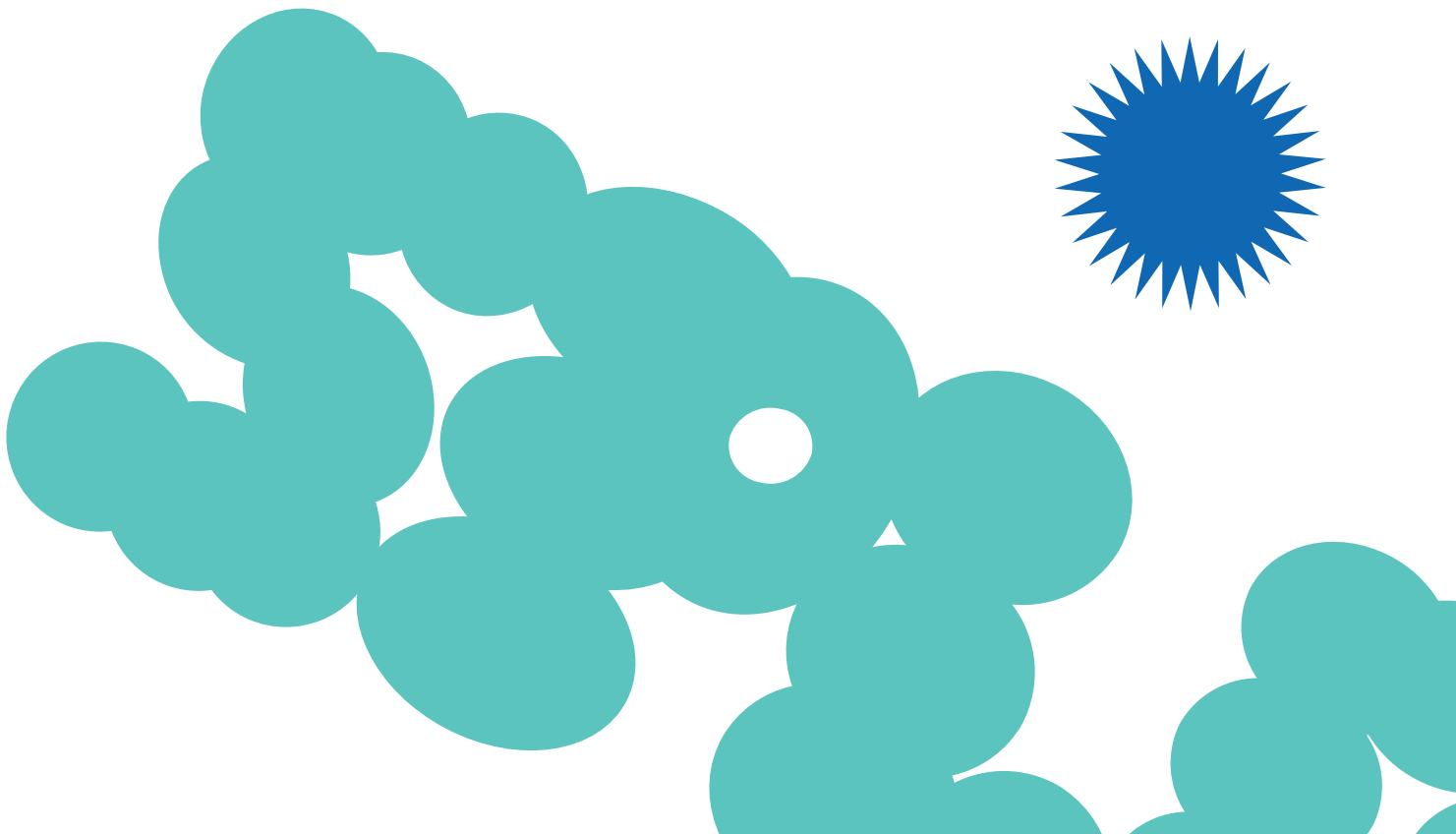
Emerging Center for Future Mobility Industry

Gwangju is the only city that manufactures two cars brands from Kia and Gwangju Global Motors (Casper). The city is speeding up to become a center for the future mobility industry by constructing an eco-friendly car parts cluster. Taking advantage of its strength as a leading AI city, not only has Korea's only eco-friendly vehicle parts certification center recently opened but also investments in the automotive electronics industry, including batteries, are presently being produced. Another advantage for startups is that various support agencies such as the Institute of Green-Car Advancement (GIGA) and Gwangju Techno Parts are backing business activities from R&D to testing and demonstration, marketing, and investment with special funds.

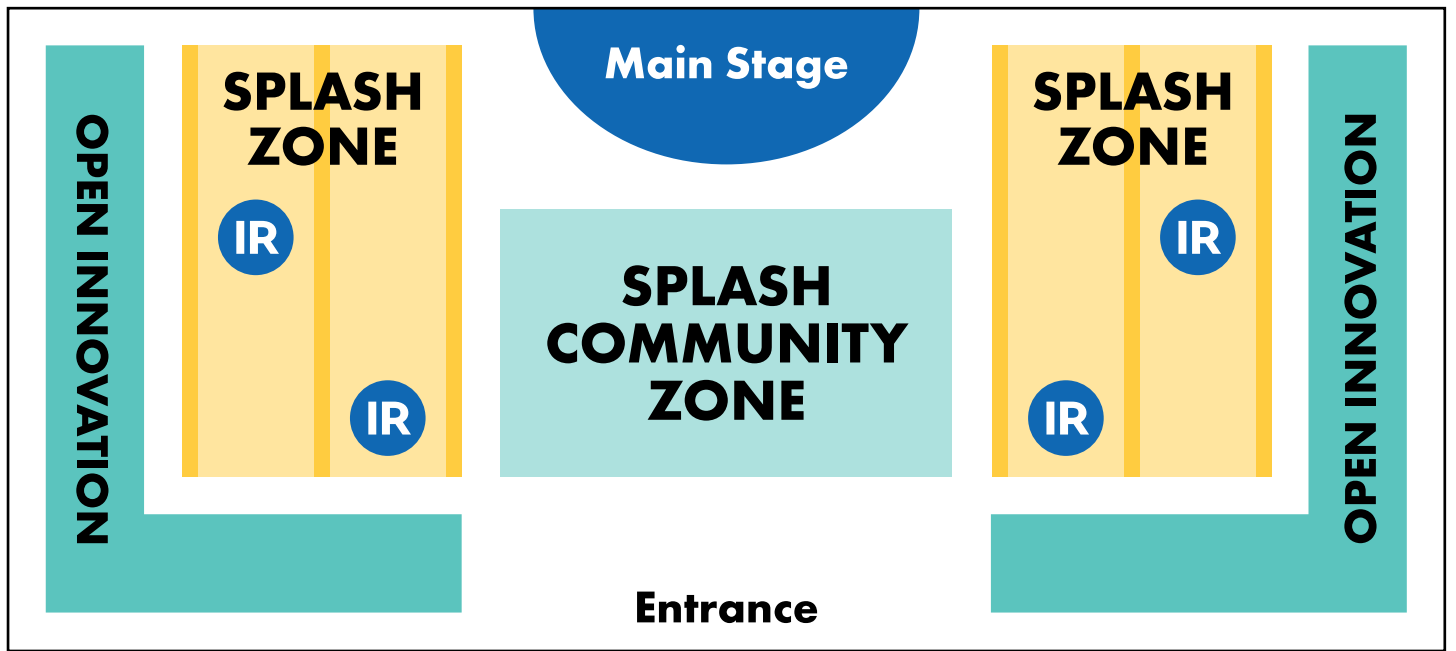
Overview

Title	Splash 2022 (Global Startup Community Platform)
Theme	Tech x Humanity
Dates	Sep. 5 th ~6 th , 2022
Venue	Kimdaejung Convention Center, Gwangju, Rep. of Korea
Size	10 Countries / 100 Investors / 200 Startups+
Organization	Gwangju Creative Economy Innovation Center, Gwangju Free Economic Zone Authority (GJFEZA), Korea Trade-Investment Promotion Agency(KOTRA), Kimdaejung Convention Center
Partners	Korea Startup Forum, Challenge and Sharing, KIURI, ARCTIC 15(Finland)
Website	www.splashkorea.com
Official Language	Korean/English
Categories	AI-based TECH industry

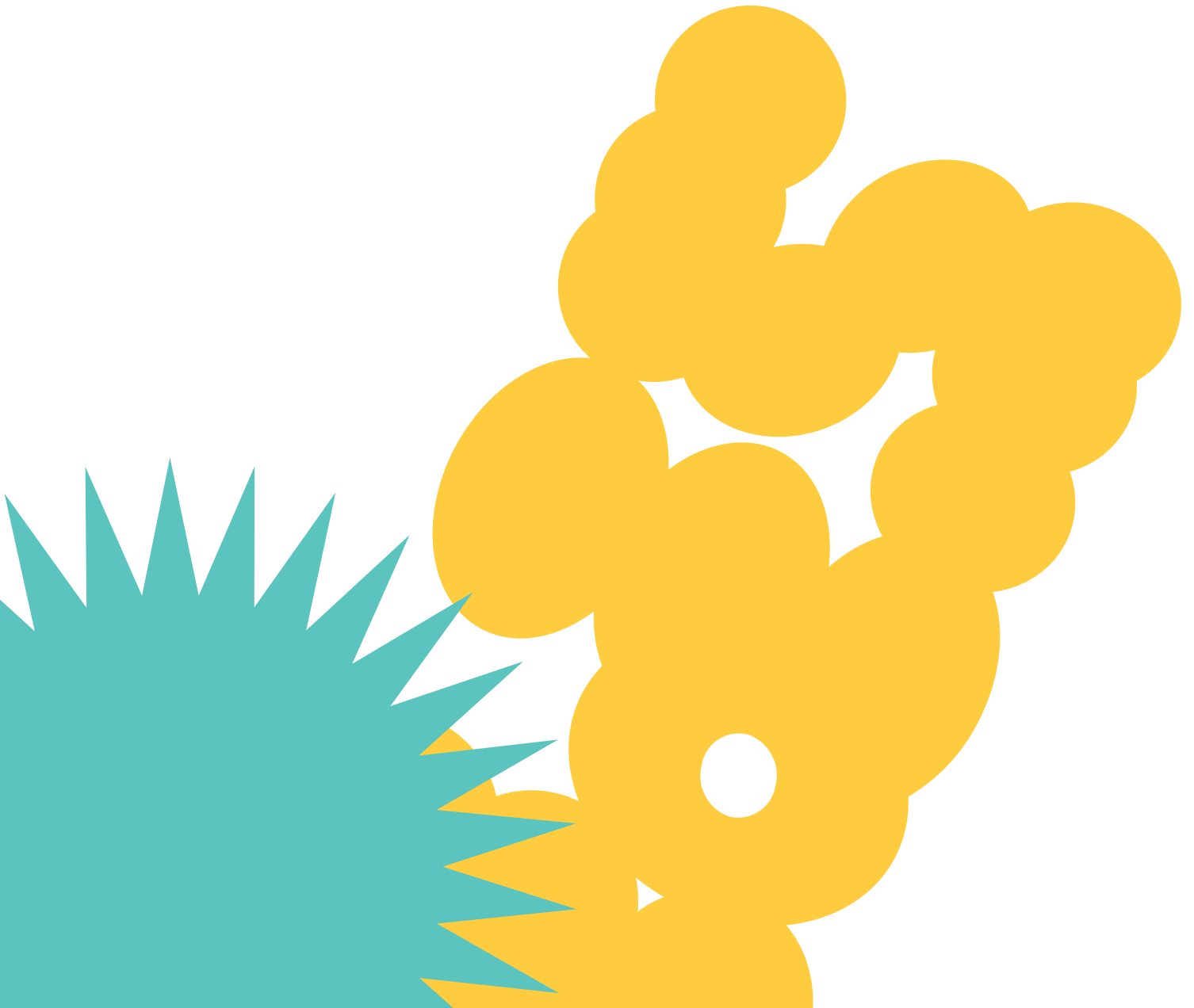
Category	Industrial field
Energy	Renewable Energy, Eco-friendly, Climate Change, Carbon-Neutral, Circulatory Agent, Water technology, etc
Manufacturing, logistics, and distribution	Smart Factory, Logistics Platform, IoT, Smart Farm, Battery, 5G, Self-driving Mobility, etc
Smart Healthcare	Telemedicine, Medical Care, Wearable Device, Bio, Pharmaceutical, Platform, etc
Contents	Metaverse, NFT, AR, VR, Game, Video Content, SNS, Big Data, etc
Financial Services Business	Fintech, Smart Finance, Remote Work, Smart Business, Blockchain, etc
Life Service	Edu Tech, Security, Online Lecture Platform, Household Consumption, Online Sales, Alternative Foods, Smart Stores, Tour, etc



Floor Plan



※ The above plan can be changed depending on the situation.



Programs

● Global IR Pitching Challenge

Final SPLASH FINAL 12 of 80 selected startups

Categories	Contents	Date
SPLASH IR preliminary round	<ul style="list-style-type: none">● Preliminary round● Online & written application (select a total of 80 companies)<ul style="list-style-type: none">※ Application due date : July 15th※ This application form will be considered as an IR Pitching application form.	Application Review July 15 th ~Aug. 17 th Result Announcement Aug. 19 th
SPLASH IR 80	<ul style="list-style-type: none">● The final round a total of 80 companies by group● IR pitching and evaluated by experts	Sep. 5 th ~6 th
SPLASH IR FINAL 12	<ul style="list-style-type: none">● Final round of top 6 startups from each group, total 12 startups● Decide final ranking through IR pitching and mock investment from investor on the main stage	Sep. 6 th
SPLASH IR awards ceremony	<ul style="list-style-type: none">● Top 3 startups from each group will be awarded.<ul style="list-style-type: none">※ Total KRW200,000,000 of winning prize 1st(KRW50,000,000)/ 2nd(KRW30,000,000) /3rd(KRW20,000,000) for each group※ Support for participation in other related exhibitions and oversea programs	Sep. 6 th

※ The above plan can be changed depending on the situation

● Conference (Splash Con)

- Content: Speeches by world leading speakers, cutting-edge tech start-up panel discussions, and etc
- Theme: Tech X ESG
- Live on Youtube

● Open Innovation

- Participants: Global major companies
- Objectives: Discover the startup innovation business models to expand business fields and derive problem-solving measures for company

● Demo Showcase

- Participants: Investment companies, angel investors and startups
- Objectives: Individual stand for investment counseling and meet-up for investors and startups, and play promotional videos of startups in each industry zone

● Networking

- All day networking
Date/Location : Sep.5th(Mon) ~ 6th(Tue), F&B Networking Zone
- Beer Festival in Gwangju
Date/Location : Sep.5th(Mon) ~23:00, Kimdaejung Convention Center

Participation Guide

<p>Step 1</p> <p>Register and submit application form on website</p> <p>Application Deadline</p> <p><u>Startup</u> July 15th, 2022</p> <p><u>Investor</u> Aug. 12th, 2022</p> <p><u>Attendee</u> Aug. 30th, 2022</p>	<p>Step 2</p> <p>Deposit</p> <p>Send 50% of the participation fee as a deposit via wire transfer</p> <p>Due in 5 days</p> <p>from the date confirmation letter issued</p>	<p>Step 3</p> <p>Payment of balance</p> <p>Pay the remaining balance via wire transfer</p> <p>Due Date</p> <p><u>Startup</u> July 15th, 2022</p> <p><u>Investor & Attendee</u> Aug. 30th, 2022</p>	<p>Step 4</p> <p>Let's make Splash</p> <p>Date</p> <p>Sep. 5th to 6th, 2022</p>
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Participation Fee

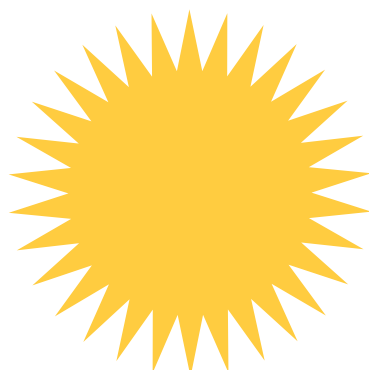
Type	Startup	Investor	Attendee	Open Innovation (Corporation)	(VAT excluded)
Domestic	KRW1,000,000	KRW500,000	KRW300,000	Premium Booth*	Raw Space
				KRW3,800,000/9m ²	KRW2,000,000/9m ²
Overseas	USD1,000	USD500	USD300	USD3,800	USD2,000

※ Premium booths can be applied from 2 booths (18m²) and booth specifications will be notified separately.

Discount details for Attendee

Type	Rate	Remark
Early Bird	First	50% Until June 30 th , 2022
	Second	30% Until July 31 th , 2022
Group	50%	Group of 6 or more
Student	50%	Student ID is required

※ Discounts above cannot be duplicated.



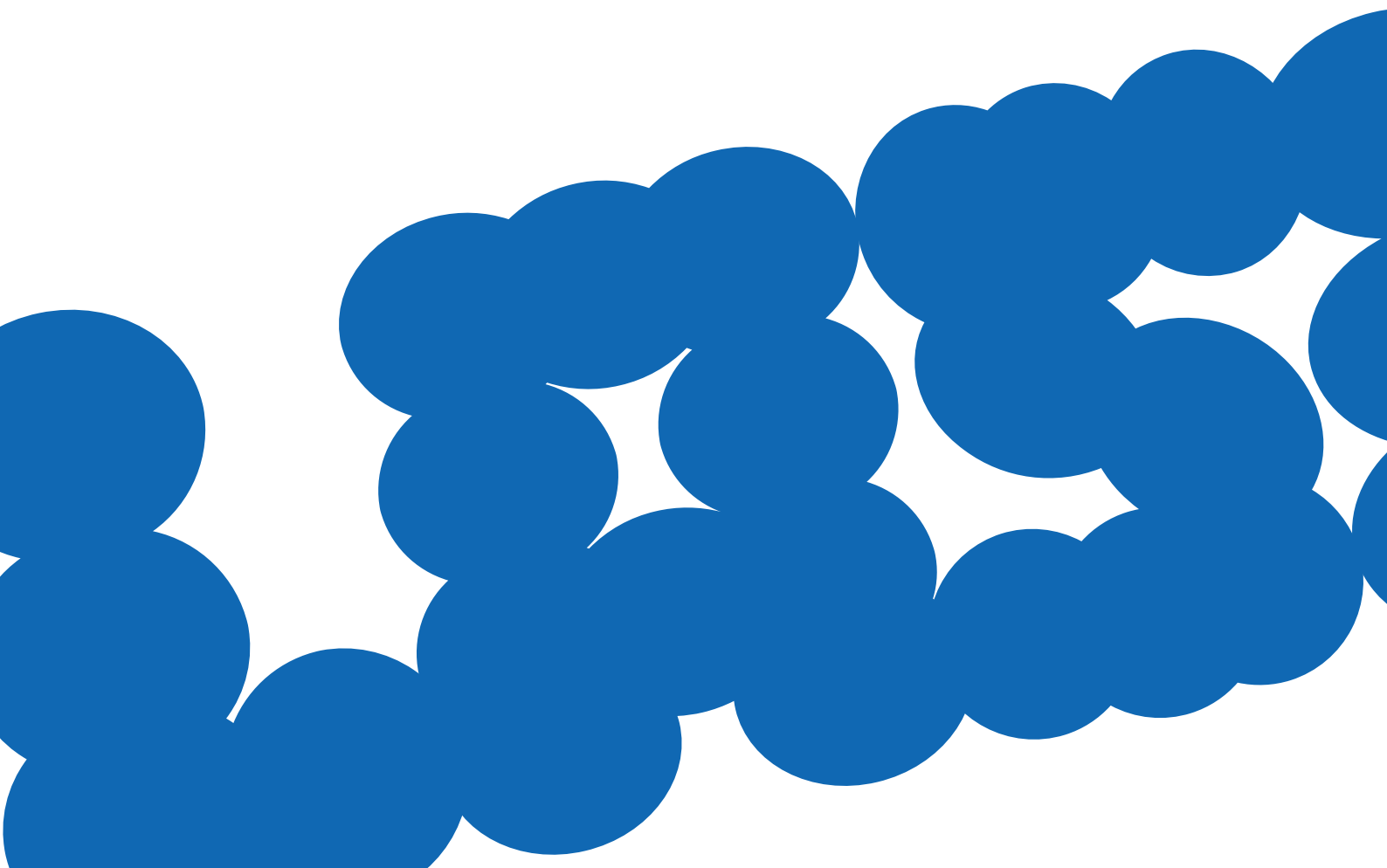
Features for Participants

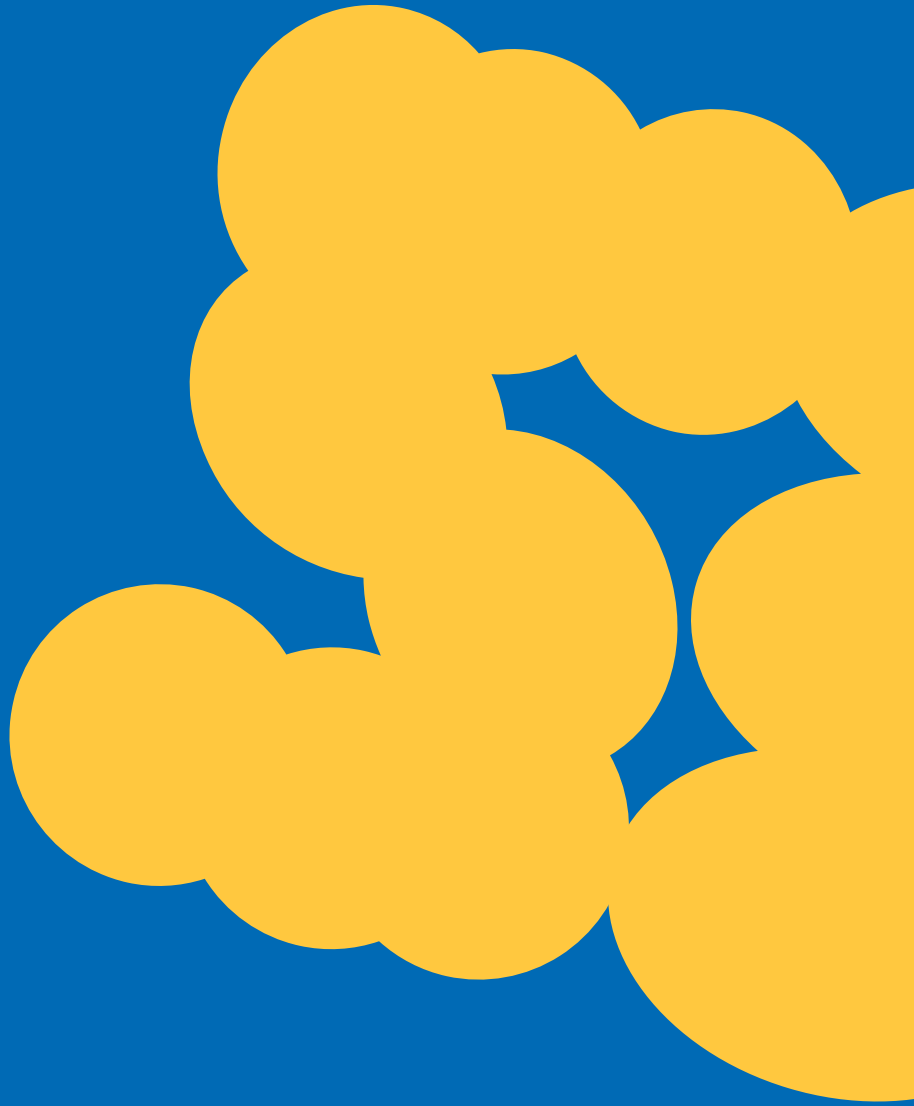
Features	Attendee	Investor	Startup
Attend conferences and free meetings	○	○	○
Play promotional videos in each industrial zones on your choice	-	-	○
Meet-up on your choice	-	5Times	3Times
Pre-online PR and access authority	-	○	○
Individual stand	-	○	○
No limit on the number of participants	-	○	○
IR Pitching Challenge	-	-	○
Open Innovation Pitching	-	-	○
Support for participation in other related exhibitions and overseas programs. (ex. AI4Good, AI tech+ etc.)	-	-	○

Features for Oversea Participants

- Support promotion such as a presentation of attracting investment of country when participating in the national pavilion booth
- Airfare and accommodation support

Categories	Air Fare	Domestic Fare	Accommodation
SPLASH VC	100%	100%	Date of participation + 1 night
SPLASH startup	-	100%	Depends on the date of participation





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