

**KIGALabs**
FRANCE



www.kigalabs.com



Global Accelerator & Global Experience Program
For Korean Startups Globalization

KIGA LABS WORLD

In order to be successful in this highly competitive market, we believe **global partnership** is as important as brilliant ideas, creative thoughts and new technology.

KIGA Labs World is the **international business network** of KIGA Labs, the center that provides a launch pad for the Korean startups successfully to **land with minimal risk** into the global startup ecosystem and fully utilize the facilities and programs of proven Global Accelerators in order to become **world-class players**.

KIGA LABS WORLD - network

Working with World class global accelerators in Europe and North America, KIGA Labs can provide the best education, mentoring, access to talent, capital, market and global partnership.



OUR FUTURE MATTERS

Building the new Creative Economy



KIGALabs
FRANCE

Help start-ups and innovative SMEs launch successful global productization, development & commercialization

Work with Partners that have proven track record to accelerate growth

FRANCE MARKET CHALLENGE

Market organization is different

Partnerships have to be built

Products have to be **adapted** for new customers

Story telling have to be created

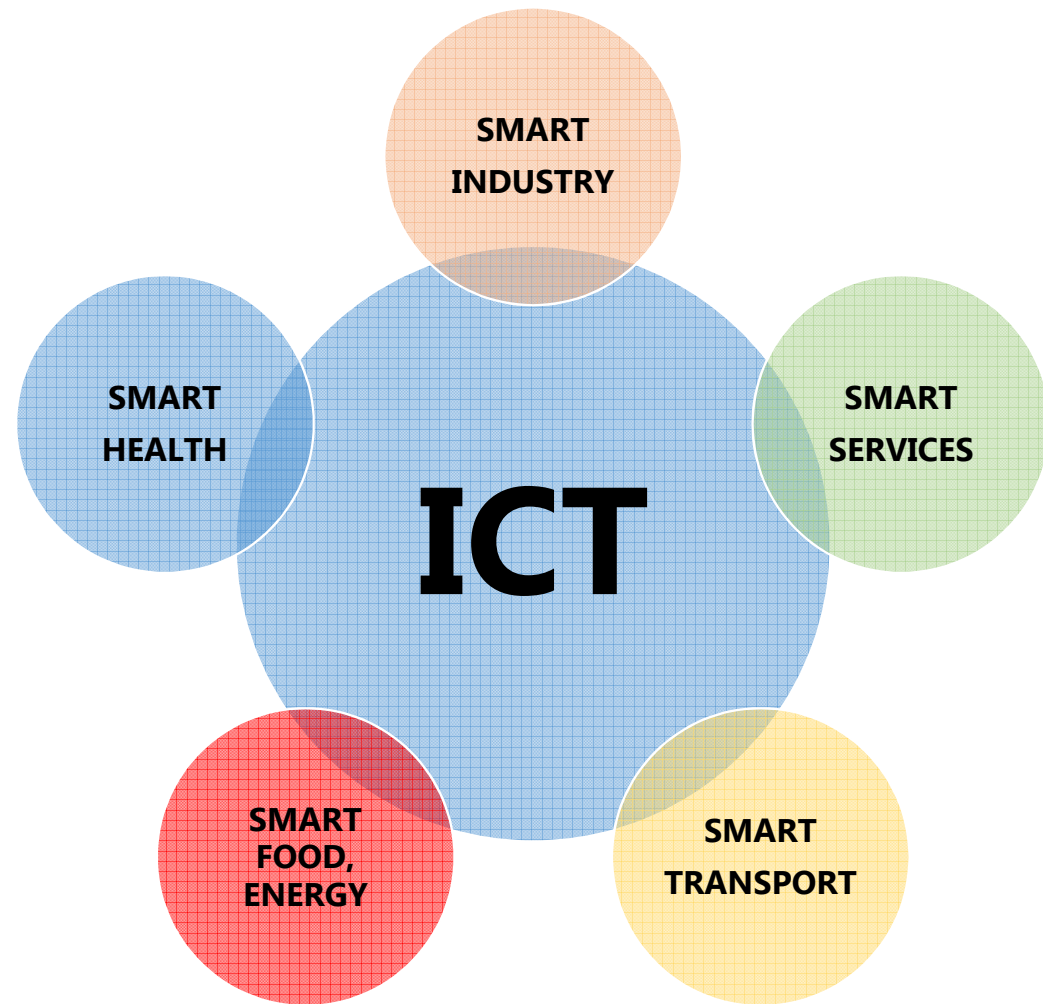
Unique Selling Proposition must be clarified for European market

Interoperability has to be ensured

Team building must be ensured for success story

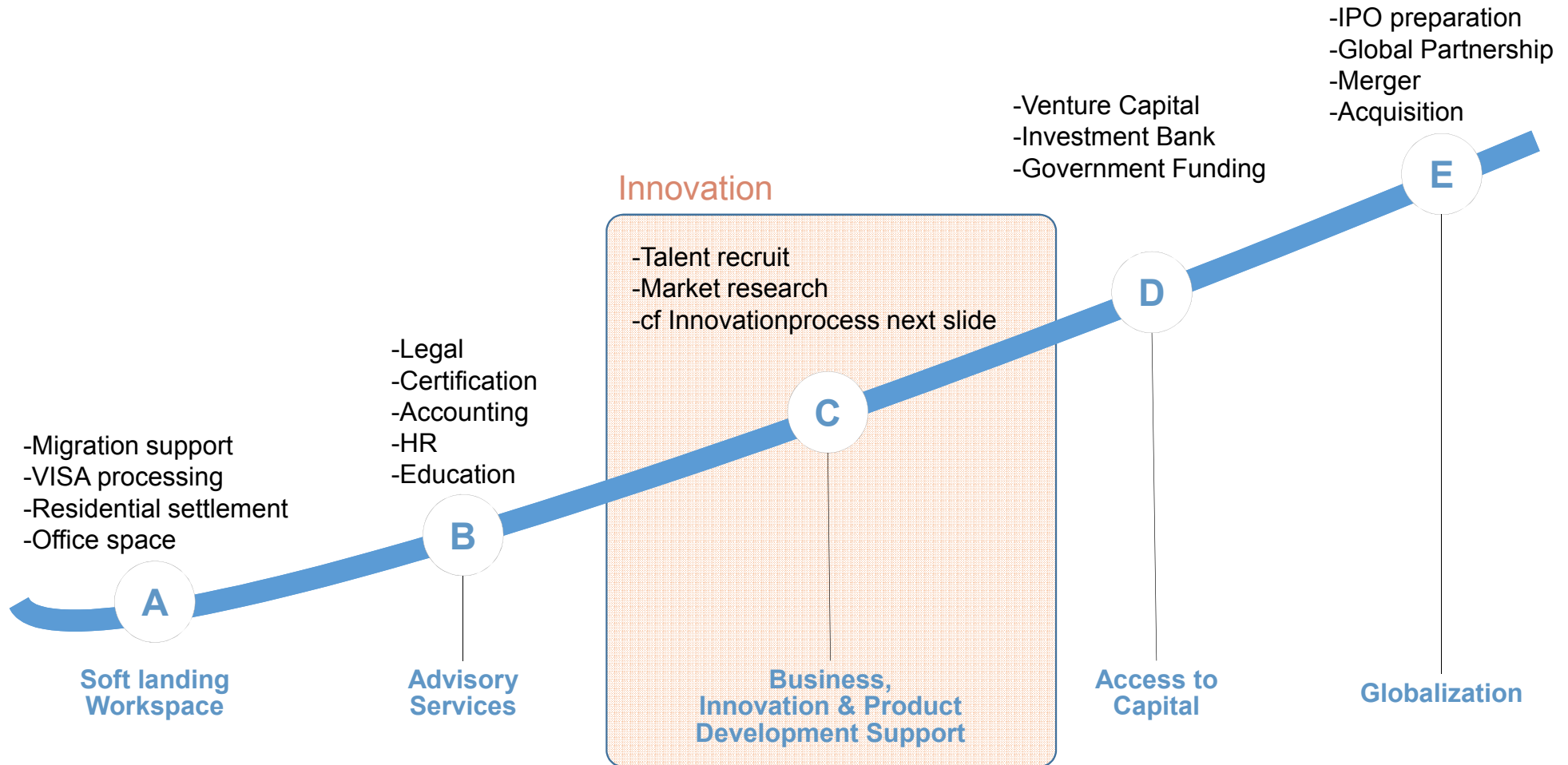
FRANCE MARKET CHALLENGE

Focus on Key sectors
through an **Innovative**
And **Digital** approach



KIGA France – Successful Globalization Steps (1/2)

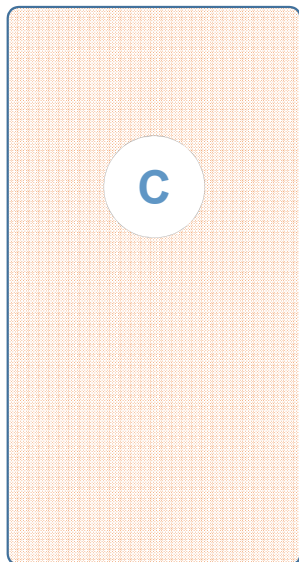
Our main offer for local settlement



KIGA France – Successful Globalization Steps (2/2)

Our main offer for market access through Innovation

Innovation



- ✓ Technology
- ✓ Business
- ✓ Usage
- ✓ Competitors
- ✓ Value Chain

- ✓ Incubators
- ✓ Team building

- ✓ Agile innovation
- ✓ User experience
- ✓ Product design
- ✓ R&D projects
- ✓ Innovation story telling

- ✓ Events
- ✓ Innovative SME club
- ✓ French ecosystem



FRANCE ASSETS

Some recognized worldwide excellence

Transport and aerospace	(TGV train, Ariane space, Airbus plane)
Security	(smartcard, cybersecurity, encryption...)
Telecom	(word telecommunication invented in Telecom Paris)
Utilities	(Veolia, Suez, Saur...)
Energy	(Total, EDF, Engie (ex GDF-Suez)...)
Civil engineering	(Bouygues, Eiffage...)
Finance	(BNP, Société Générale...)
Automotive	(PSA / Dongfeng, Renault / Nissan)

ACCESSIBLE ECOSYSTEM

Accelerators

Paris &Co

Grandes Ecoles accelerators

Legal consulting

Clusters

Systematic (Digital Ecosystem)

Picom (Commerce industry cluster)

Cap Digital (Paris Cluster)

Advancity (Smart city, Logistique)

Image & Network

French Tech...

R&D Support

Many tools mastered by the team at the national and European level

-> Academic institutions network, public R&I grants knowledge



SERVIR L'AVENIR



PÔLE DE COMPÉTITIVITÉ ET DE TRANSFORMATION NUMÉRIQUE

Région Alsace

advancity
The Smart Metropolis Hub

KIGA LABS France TEAM



Peter CHOI
BELAUS (CEO)
K↔F Institutional relations & Sales
KIGA LABS FRANCE Founder

KOVA-INKE, Paris Chapter,
KOTRA for 13 years,
KOTRA Paris for 6 years.



Philippe LETELLIER
Héphaïstos (CEO)
New value chains builder

VP ITEA European R&D Program,
Former IMT innovation director,
Former Thomson R&D GM.

Marc STURZEL
Digital innovation promoter &
entrepreneur Télécom ParisTech

Programme coordinator : EUREKA
Cluster ITEA 3 – ITEA Office (2013 – Jan'
2016) (Netherlands)
Project manager
Scientific supervisor

Valérie BOUTANT
Start-up coaching and financing
expert (equity and public)

Institute Mines-Telecom,
Former venture capital analyst,
Start-ups founder.

Dominique JOUAN
Biotech and Meditech

Project manager
Directeur Général de l'Hôpital Saint
Thomas de Villeneuve de Bain de
Bretagne(June 2016)

Let's Build the new Creative Economy Together!

Thank You!

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APPENDIX / INNOVATION COMES FIRST

EUROPEAN MARKET ACCESS

 **brings :**

Soft introduction

Partnership, ecosystem involvement

Interoperability with existing solutions

Focus on the usage demand

Agile innovation

Many rules are **different**

It is a **mature innovative** market organized by countries

Usage is predominant

Regulation is important

Big players and innovative SMEs are already present

Local employment is a major demand

KIGA FRANCE OFFER

A complete range of services embedded in innovation

1. Korea to France project definition
2. Strategical analysis (market ecosystem, optimal value chain, brainstorming)
3. Business planning and financial strategy (private and public local financing)
4. Incubators and partnerships with key players
5. Agile innovation
6. User experience
7. Product design
8. R&D projects
9. Events (technology and business)
10. Innovative SME club
11. Team building
12. Gamification

1. France to Korea project definition

Kiga France has a strong Franco-Korean culture.

Kiga France will ensure a continuous contact with the Korean SMEs to ensure the global project management.

Our strategy is to use innovation and partnership to support Korean SME to participate to the European market.

This offer is not a one shot offer but rather an offer to enter on the European market for long duration.

Output: [steps to set up and develop in France and Europe](#)

Duration: “à la carte”

2. Strategical analysis : Study (1/2)

Technology and business strategical analysis :

- Technology competitive advantages and gaps
- Market analysis in order to qualify the best segments and the way to access them
- Ecosystem analysis
- Action plan

Output: Clear positioning on the European market,
Potential innovation and partnership targets,
Action plan.

Duration: 1 month

2 Strategical analysis: Brainstorming (2/2)

On one business topic, 1 key customer stress his operational blocking points, 10 SME gathered to brainstorm on next innovation to push on the market.

Output: Better understanding of the market demand, Identification of next innovation, Identification of partners, Potential SME federation root.

Duration: 1 day

3. Business planning and financial strategy

In Europe and especially in France, a specific ecosystem exists for public financing.

Private equity firms expectations have also to be know in order to get financed by local partners.

Based on the action plan, financial strategy can be settled.

Output: Business plan,
Financial plan optimization,
Financial partners qualification and meetings
(private and public, grants, equity and banks).

Duration : from 2 to 6 month for each financing cycle

4. Incubators and partnerships with key players :

Kiga helps SMEs choose the right accelerator to settle and prepare the go between.

Kiga helps SMEs find the right people in the right organizations according to the local strategy we build together for the Korean SME:

- Business partners (Suppliers, Customers, Joint-Ventures...)
- Clusters, local public ecosystem for business

Output: [support to start the French branch of the Korean SME](#)

Duration: 18 months

5. Agile innovation

European technology sourcing to push agile approach of innovation.

Output: Quick Minimal Viable Product on the market,
European adapted MVP including the Korean added value,
Direct feedback from the market, first customers in Europe.

Duration: 1 year

6. User Experience

Kiga Lab will be user centric. Thus it is key to understand the main European trends, clarify the product position along these trends, clarify the product usage, Design a unique user experience, design the associated communication. This task is key to accelerate the innovation acceptance and to position the product as a premium offer.

Output: Main European trends concerning the product,
Design of a user experience in line with the product management team,
Design and implementation of a communication campaign.

Duration: 3 to 6 months

7. Product design

The perceived quality of a product (and thus its price) is defined by its functionalities but a lot by the design of the product. This design will reveal the simplicity of usage but also the pleasure of usage. This design approach is compatible with the agile innovation process pushed by Kiga Lab Paris.

Output: Product design,
Test and implementation.

Duration: 3 to 6 months

8. R&D projects

European and French cooperative R&D projects : introducing Korean companies in an optimal way to the ecosystem.

Output: Trust with key actors (European SME partners, Academic institutions, large integrators, large customers, regulators),
Enhancement of the Korean technology,
Interoperability with the European environment.

Duration: 3 years

9. Events: Business and Technology fair

Get new ideas for your business, find new markets and opportunities, follow latest trends and innovations in order to keep yourself up to date.

A unique way to evaluate products, suppliers and... competitors, to extend and deepen your knowledge and generate new business contacts.

Examples of Business events: sectorial fairs

Examples of Technology events : 20 technologies gathered and presented to the SMEs.

Output: **Business** : Deeper integration in the value chain
Techno : State of Art on a topic, Technology transfer potential.

Duration: 1 day to 1 week

10. Innovative SME club

Gather a set of SMEs (European and Korean) on one business target to enlarge the SME offer to the actual global demand of the users.

Output: European customers access in the name of the innovative SME club, interoperability of the different SME offers, continuous innovation

Duration: 3 years

11. Team building

A large majority of the innovative project failures are due to some team desynchronisation. It is key to ensure at the team level a vision sharing, a well balanced team, an agile project management process steered by clear deliverables.

Output: 3 days Take-off,
Agreement on the project vision, relationship clarification,
6 months deliverables plan follow up, speed up of each one on the project.

Duration: 6 months

12. Gamification

Gamified assets, tools and methods dedicated to develop concept ideas, decide what to build and measure what matters (score schemes).

Output: Enhance vision of the start up environment,
Boost productivity,
Build employee/team engagement,
Increase learning retention,

Duration: 6 months