
Discovery and Support for Promising Startups

Direction

- **Seoul aims to invigorate its startup ecosystem by discovering and nurturing promising startups with outstanding technology.**

Discovering and Nurturing Promising Startups

- **As of April 2024, the Seoul Metropolitan Government has identified startups with outstanding technology through 24 startup support facilities. These startups are provided with office space, expert mentoring, assistance in attracting investments, and refinement of their business models.**
 - Annually, over a thousand startups are discovered and supported through these facilities. Additionally, startup support facilities focusing on advanced industries such as biotech (Seoul Bio Hub), AI (Seoul AI Hub), and fintech (Seoul Fintech Lab) are also in operation.
- **Furthermore, Seoul operates Startup Plus, an integrated startup platform. It collects and aggregates public and private startup support projects, information on startups and investors, facilitates online investor-startup matching, and provides online technical advisory and transactions for outstanding technologies.**
 - Since its inception in April 2022, the platform has accumulated 350,000 instances of startup-related information, completed 2,700 investor-enterprise matches, and facilitated 320 technology transfers and consultations.
 - As of March 2024, the platform has been upgraded to incorporate AI and big data-driven automatic investor-startup recommendations and matching features, as well as English services, to improve platform accessibility for global companies and investors.
- **Seoul City plans to expand startup infrastructure, such as the Seoul Startup Hub in Guro and Gwanak, and the Unicorn Startup Hub, to discover and nurture startups with exceptional technology. Additionally, Seoul will work on increasing the influx of startups, investors, and global companies into Startup Plus and promoting platform usage by enhancing ecosystem information.**