Seoul welcomes you to explore opportunities in the city of Technology. Innovation. Talent.

◆ Invest Seoul Center

The Invest Seoul Center is a primary investment support organization powered by the Seoul Metropolitan Government in order to promote foreign investment into Seoul and help create a business-friendly environment for international entrepreneurs.

Our main objective is to connect international investors with innovative startups based in Seoul with a focus on building relationships and finding the right fit with an extensive database of promising startups.
We help you with access to the resources and players in Seoul's startup ecosystem which match your investment objectives.

We are presenting 10 most innovative tech startup exhibitors at MWC 2021 Barcelona you want to look out for.

If you would like to discuss further on connecting with our Seoul-based startups, please feel free to contact Michelle Kang at **michyk@sba.seoul.kr.**

◆ Our primary services include

· A database of Seoul's 1,000 startups with global competitiveness

· Open innovation platform that invites startups and global companies

· Practical support for cross-border exchange between innovative entrepreneurs

Apptest.ai

AI | Cloud | App Testing   StarWest | Korea AI Award

Apptest. AI

Industry : AI
Date of Establishment : October, 2002
No. of Employees : 17
Target Market : North America, Europe, Asia, Middle East

Main Product : Apptest. AI (AI-based automated app testing cloud service available on various mobile devices)

Company Description :
Apptest.ai has been providing AI-based fully autonomous app testing cloud service since 2018 in order to solve problems many companies may experience in finding error and bugs in their mobile services. By providing 'fast AI testing without human intervention' on the top of our mobile device cloud, we can offer state of art and continuous AI-First QA service to businesses in short of IT professionals.

Homepage : https://apptest.ai
Investment Round : Series A

SSenStone Inc
Simple & Sensible Stone

Cyber Security | OTAC | Authentication   Europas Award l CyberTech 100 l Accenture Fintech Innovation Lab

SSenStone

Industry : Cybersecurity
Date of Establishment : November, 2015
No. of Employees : 20
Target Market : North America, Europe, Asia

Main Product : OTAC (One-Time Authentication Code)
swIDch Auth SDK which works even in the off-the-net environment

Company Description :
We aim to lead the innovation of authentication on cybersecurity by providing a One-Time Authentication Code (OTAC) to keep users safe from hacking and leakage. OTAC algorithm generates a single dynamic code that both identifies and authenticates the user without a network connection . OTAC technology enables uni-directional authentication even in off-the-net environment, authentication code not to duplicate, and sufficient to identify a user which allows to be applied in various industries and product that requires authentication or identification process. SSenStone provides two products in the market, OTAC with its core technology/business development and 'swIDch Auth SDK'. 'swIDch Auth SDK' includes FIDO, mOTP and OTAC log-in which can deal with various methods for its performance.

Homepage : www.ssenstone.com
Investment Round : Series A

SALTED

Salted

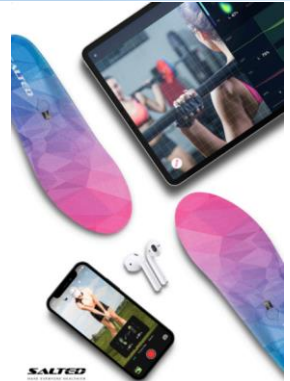**Industry :** IoT
Date of Establishment : September, 2015
No. of Employees : 21
Target Market : North America, Europe, Asia, Middle East

Main Product : SALTED Smart Insole

Company Description :
SALTED is an IoT based digital sports and healthcare solution company, which develops an IoT wearable device called 'SALTED Smart Insole'. Based on the foot pressure and the weight shift data, SALTED software application provides healthcare and sports training solutions for both fitness and athletic fields and individual users.

Homepage : www.salted.ltd
Investment Round : Series A

KNOWCK

Knowck

Industry : Big Data, Cloud, IoT, AR/VR/XR
Date of Establishment : November, 2011
No. of Employees : 19
Target Market : North/South America, Europe, Asia, Middle East

Main Product :
MediaShake Immersive Media Solution,
CloudCast (Smart Signage Solution) / CloudVision (Integrated Control Tower)

Company Description:
We specialize in building digital experience media systems. Knowck's core competitiveness lies in its content creation capabilities based on our expertise in various digital media technologies. Based on our strong visual creative competence and our ability to converge various digital media technologies and contents, we provide you the TOTAL SERVICE that encompasses master planning/content planning, production design/system design, construction/space design, and construction/operation and production. To this end, our top experts with various competencies, such as planning/direction, visual design and business development, collaborate to create unrivaled results.

Homepage : www.knowck.com
Investment Round : Series A

HelloFactory

Industry : Big Data, Cloud, IoT, Fintech
Date of Establishment : June, 2015
No. of Employees : 12
Target Market : North America, Europe

Main Product : HelloBell

Company Description :

Our main product HelloBell delivers predefined messages from customers through the device installed on the table, to the employee's smart device with the processing status being monitored by the synchronized receiving device. It is possible to prevent redundant services in advance as the information is shared among employees.
In addition, the company's HelloOrder function enables customers to not only call an employee, but also make a direct request for particular services (e.g., ordering) using their smartphones. It offers incredible convenience and improved productivity in the business operation by reducing a 4-stage customer attendance process of "Call from customer – Ordering – Preparation – Delivery" to the 2-stage process of "Customer ordering – Delivery of service."

Homepage : www.hellofactory.co.kr
Investment Round : Series A

Wayne Hills Ventures

Industry : AI
Date of Establishment : May, 2019
No. of Employees : 15
Target Market : North America

Main Product: Software / Wayne Hills A.I

Company Description:

We aim to overcome the difficulties of 'text communication' by developing an AI software that automatically converts / produces text data into digital video contents. The core of the solution is to provide text as digital contents through automatic video production software based on artificial intelligence as a way to catch consumers' fatigue with reading text information with Pain-Point.

Homepage : www.waynehills.co
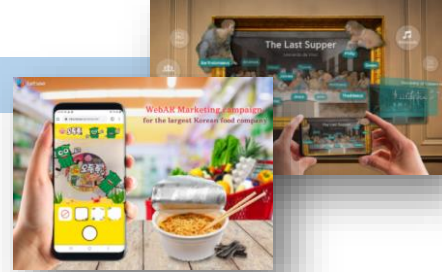**Investment Round :** Series A

Letsee

Industry : AR/VR/XR
Date of Establishment : July, 2014
No. of Employees : 15
Target Market : North America, Europe, Asia

Main Product : Web-based augmented reality software development platform

Company Description :

Letsee's augmented reality software development platform WebAR SDK allows the playback of AR content using an existing mobile browser without installing a separate app for the task. Among other web-based AR development platforms, Letsee WebAR SDK is the only technology compatible with HTML APIs and can immediately convert the web content to 3D.
Our technology can solve customers' pain points by helping customers build an AR application without spending too much time and money or hiring AR professionals.

Homepage : www.letsee.io
Investment Round : Pre A

NEUBILITY

Neubility

Industry : AI
Date of Establishment : November, 2017
No. of Employees : 14
Target Market : Asia

Main Product : Neubie, a robot food delivery service

Company Description:

Neubility develops autonomous robot driving technology that enables camera-based map generation and location estimation on urban sidewalks without attaching a radar to the robot by maximizing the advantages of cameras.
We aim to bring down food delivery service fees and operating costs and solve the abnormal structure of the current food delivery service industry by utilizing self-driving robots technology.

Homepage : www.neubility.co.kr
Investment Round : Pre A

JD SOLUTION

JD Solution

Industry : Speaker
Date of Establishment : July, 2009
No. of Employees : 24
Target Market : North America, Europe, Asia

Main Product: SOUNDIC / A directional speaker that transmits sound only in a desired area/spot
DIXXEN / High power sound transmitter for safety broadcasting disaster notification, crowd control, surveillance of boarder areas

Company Description:

We provide a directional speaker that transmits sound only in a certain section and does not generate sound outside of the use section, which can be used as a personal speaker without physical contact such as earphones and space separation through sound.
It is no longer limited to listening to music. It can inform people through sound, provide enjoyment, and present a variety of experiences to users.

Homepage : **www.jdsol.co.kr/**
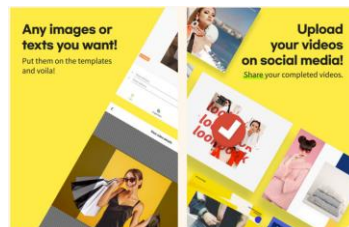**Investment Round** : Series A

VIDEO MONSTER

VideoMonster

Industry : Video
Date of Establishment : September 2015
No. of Employees : 15
Target Market : Asia, Middle East

Main Product: Short-Form Video Making Platform

Company Description:

VideoMonster is an online short-form video-making service provider, aiming to make its clients' video-making experiences 'affordable and efficient.'
Short-form video production has largely been in the realm of design experts. But VideoMonster changes this dynamics. With its solution, anyone can create professional videos with simple drag and drops.
With the next project coming this Q4, an automated AI-Based long-form video editing tool, VideoMonster strives to become Asia's No.1 video tech company, encompassing all types of videos.

Homepage : https://videomonster.com
Investment Round : Pre A