

## K-startups take to global stage

Proving global unicorn potential at 23rd World Korean Business Convention



OKA Commissioner Lee Sang-duk (6th from L) takes a commemorative photo with the winners of the K-Startup Competition after holding the awards ceremony during the closing ceremony of the WKBC held in Atlanta, U.S., on April 20.

The Overseas Koreans Agency (Commissioner Lee Sang-duk) announced that the 23rd World Korean Business Convention (WKBC) Startup Competition, held at Magnolia Hall in the Gas South Convention Center in Atlanta, U.S., concluded with huge success on April 18.

The Startup Competition, which has been promoted as a core program of the convention since 2022, provides an opportunity for promising domestic startups to take the global stage. This year, about 200 startups participated in the preliminary round for participation in the Atlanta convention, and 20 domestic startup teams in cutting-edge fields, such as AI, batteries, bio and robotics, advanced to the final round and gave presentations online and offline.

The participating teams competed fiercely with 10 minutes each to present, showcasing their innovative technologies and global market entry strategies. In particular, many solutions aimed at solving practical problems in various industries were introduced, receiving positive responses from on-site attendees and judges.

As a result of the judging, the first place in the offline presentation group was awarded to EverEx, a digital health care company that introduced AI-based rehabilitation and correction solutions. The first place in the online presentation group was awarded to Morphing I, a company that stood out in the AI and IoT fields for introducing the

Morphing Bot, a smart inspection robot that detects defects in water pipes using AI and multiple sensors.

The judging panel, which consisted of local venture capitalists (VCs), selected the companies for excellence through a comprehensive evaluation of ▲ Technological innovation, ▲ Marketability, ▲ Market entry strategy and ▲ Global growth potential. The winning companies will be awarded prize money, along with a plaque. The first- and second-place winners of the offline presentation group were awarded the OKA Commissioner's Award, and the first- and second-place winners of the online presentation group were awarded the Minister of SMEs and Startups Award, while the third-place winners of the online and offline presentation groups were awarded the Korea Federation of SMEs Award.

"The startup competition is an important venue for startups with new technologies and ideas to challenge themselves to enter the global market," OKA Commissioner Lee Sang-duk emphasized. "The potential of Hansang will be maximized as our young and innovative startups participate in the network."

Meanwhile, the 23rd WKBC was attended by approximately 4,000 Korean businesspeople from 26 countries around the world, and various programs, such as the G2G Forum, corporate exhibition, startup competition and 1:1 business meeting, were held. 🇰🇷