



## 'StartupTogether', a Senior Advisory Service for Startups & SMEs

Prepared by Michael Hansang JO, StartupTogether



- Preface : 'No One Left Behind' is all about 'Human'

'No one left behind', an issue of social protection for the aging '50+ generation' as well as young startups and SMEs

SDG



- StartupTogether linking 15yrs industry experienced seniors with young startups and SMEs views a 'Sustainability' is all about 'Human' with dignity and recognizes 'decent work' is a key foundation supporting one's dignity in his life.



- Korea facing an era of super aged society and preparing for the retirement of baby boomers does not seem to ready to provide secured 2<sup>nd</sup> career for retirees enough, which becomes growing concern.



- This is an idea of feasible approach to the aging issue providing 'decent work' utilizing one's existing career as well as getting respected as an expertized senior in a society.

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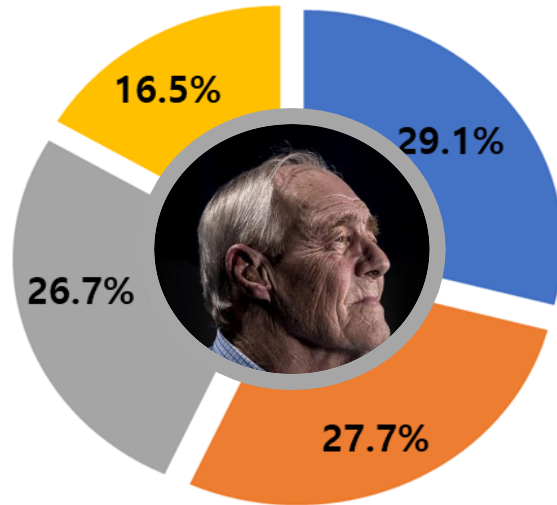
# Environment : Aging Society & Social Issues, Chicken restaurants after 20years career?

KT's retirement plan announcement triggers Harim's stock price to surge up



Chicken restaurants, mostly selected by retirees annually opened up 7,000 and closed 5,000  
<http://www.labortoday.co.kr/news/articleView.html?idxno=124697>,  
 2014.04.11

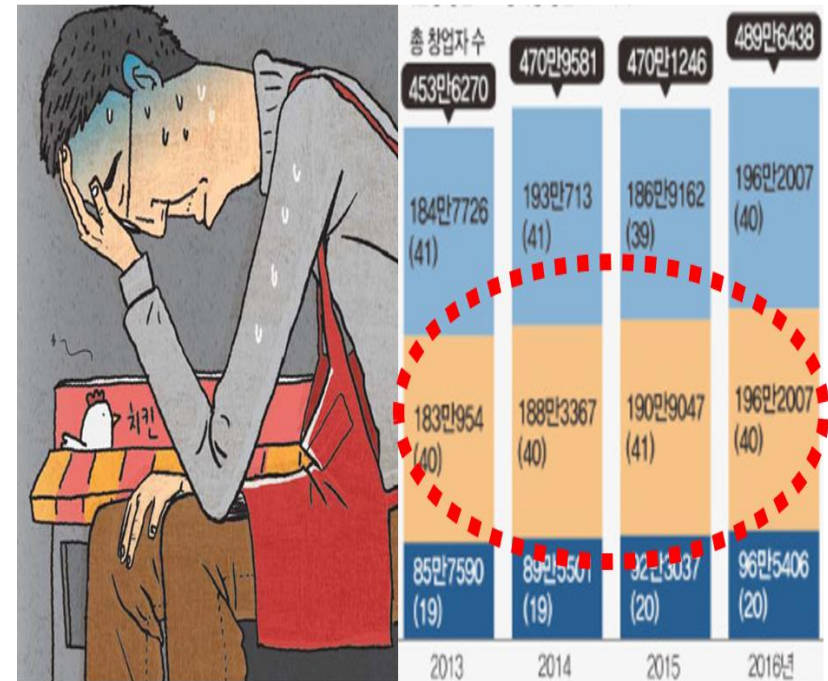
ONLY 27.7% of retired seniors has 'Secured Job'



■ Temporary ■ Permanent ■ Self Employed ■ Contractual

• Close to 50% of the retired seniors working in 'unsecured job' (2014.09)

Why do seniors open chicken restaurants left away their careers?

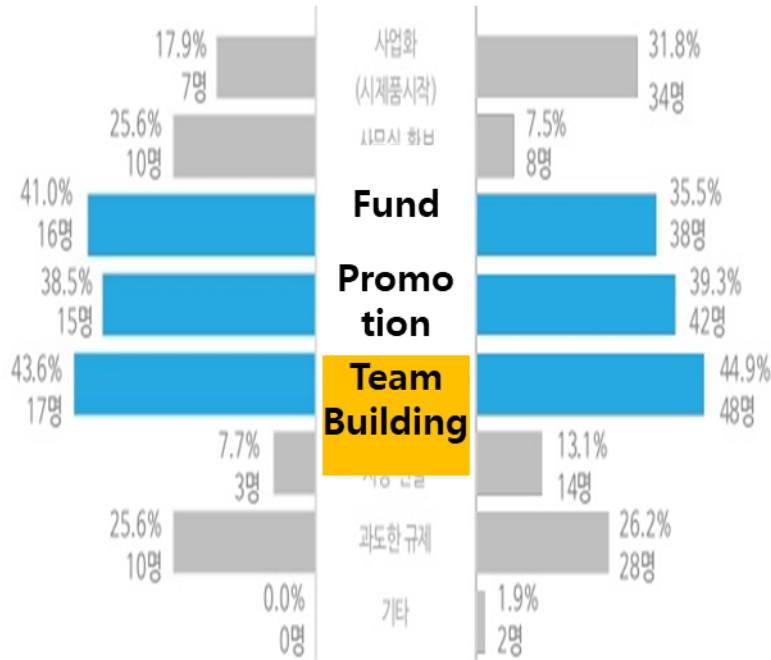


40% of retirees older than 40s identified opened up survivor business including chicken restaurants  
<http://m.kmib.co.kr/view.asp?arcid=0923980407#kmibhd>,  
 2018-07-16

• Korea and '50+ generation' is not ready for the upcoming 'super aged' society.

# Innovation : Identified Opportunity and Idea, Startups are in difficulty and looking for 'experienced' members

## 'Recruiting', the number one difficulty



• 'Recruiting and Team Building' is the number one difficulty for the all startups younger than 1year or older than 3years' (2015)

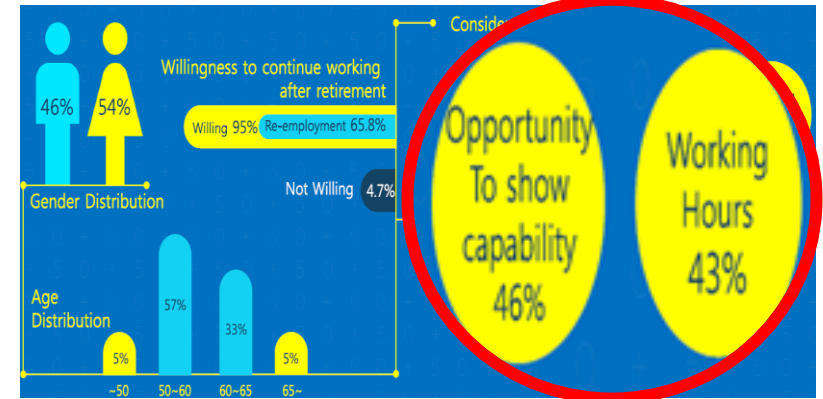
## '7 matched teams' in 2017

Teams	50+ talent (Age/Capacity, Career)	Young startups (the Age of the Founder, Startup Business Item)
A	61/Marketing, Investment, Finance/Korea Development Bank, Board director of aerospace	28/Housekeeping Community Service
B	74/Veterinarian, Lecturer	...
C	51/Engineer, Developer, Information T...	...
D	54/Marketing, Investment/KOR-ASE...	...s targeting overseas customers
E	49/Marketing Promotion/Cheil Marketing...	...based on traditional Korean art
F	55/Engineer, Developer/Samsung Advanced Institute of Science and Technology, reaction service for Medical accidents	...
G	56/Marketing, CS, Marketing, Management/Shipping Industry	29/Eyewear from natural materials

**50+ Foundation Is working on it**

• 50+ foundation starts taking care of this issue and has matched 7 teams in 2017. (2017)

## StartupTogether



• StartupTogether provides Business Development and Project Management service together !!!!!

• How can we facilitate the cases and processes effectively?

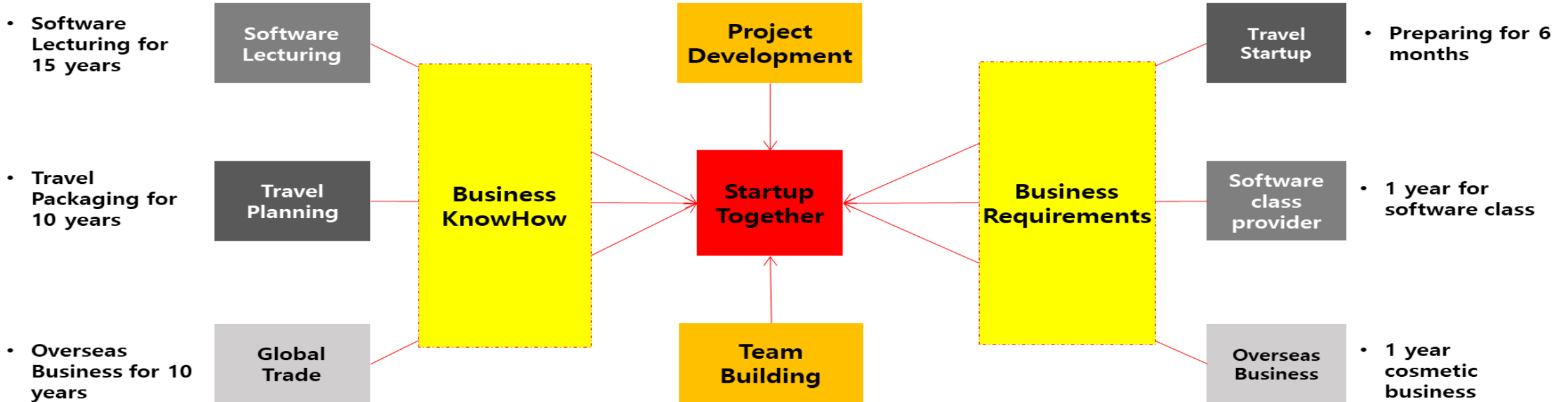
# Contributes to SDGs : Potential, Progress and Plan, 'Platform and Service Design'

## 'StartupTogether' presents Conceptual Overview

### Seniors

### Project Development & Team Management

### Startups & SMEs

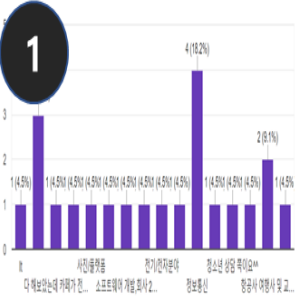


• Invite Seniors with professional knowhow and skills

• Recruit to Startups and SMEs with sincere to their business

# Contributes to SDGs : Potential, Progress and Plan, Willingness to advise on business development for 'Young Startup' and SMEs extending their career

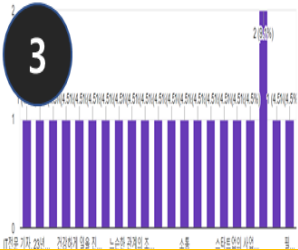
Many seniors expressed their service willingness considering 'flexible working conditions'.



44% has ICT career more than 10 years.

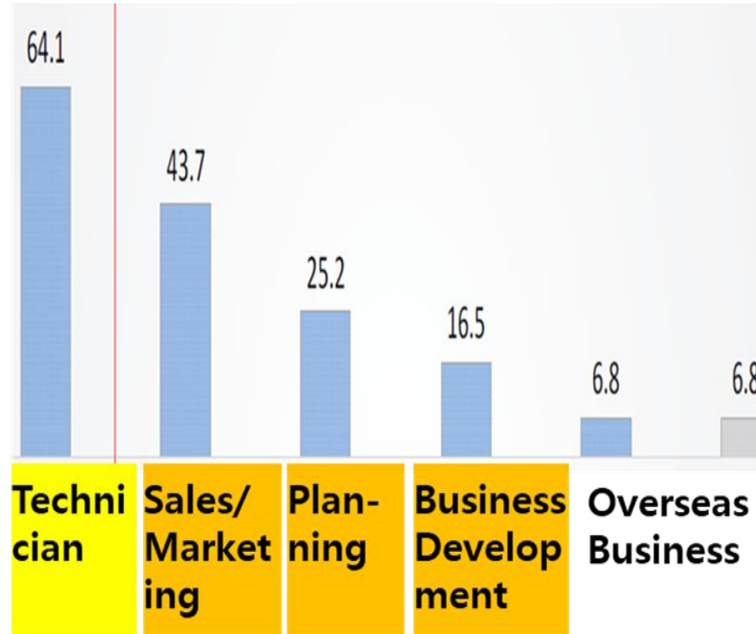


56% has business development and planning more than 10 years.



36% is willing to advise on the overall business and business development.

Strong demand for 'Technicians and Sales'



High demand for technician including software programmers has been identified since many of startups are in ICT service business.



- Promote sustainable, productive employment and decent work for all generation



- Ensure healthy lives and promote well-being for all at all ages



- Make cities and human settlements inclusive, safe, resilient and sustainable

• Good opportunities for all generations' win-win

## StartupTogether's Members



- Started from June of 2018, about 50 seniors and 20 startups expressed active interest for last 4 month
- Currently focus on 1) PR to improve service recognition , 2) pilot project development and 3) system development
- Michael JO
  - Founder, Idea lover, Business Developer
  - 15year career of business advisory service, mostly for business development, project management and consulting
- Bonki KOO
  - Senior Partner, Profound Industry Expert
  - 27year career of global electronics company, mostly for business development, and open innovation with SMEs.
- Sohee KWON
  - Partner, Active Coordinator with Startups
  - 2<sup>nd</sup> year of University, Active participation in various social startups including 5<sup>th</sup> market verification activity of smart creator program as a leader

• Good opportunities for all generations' win-win