

Startup Trend Report 2017



KOREA EXPOSÉ



This report is co-published by Open Survey, a mobile research platform, and Startup Alliance, a non-profit organization sponsored by NAVER.

- Open Survey : designed this project, carried out the analysis and drafted the report.
- Startup Alliance : provided contact details of startup founders and reviewed the final report.
- Korea Exposé : translated this report from Korean to English.

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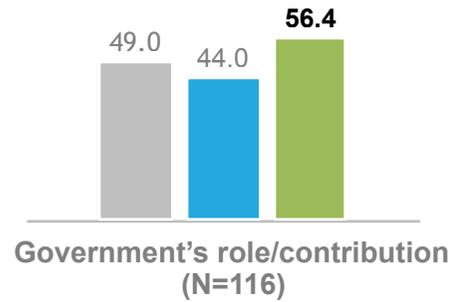
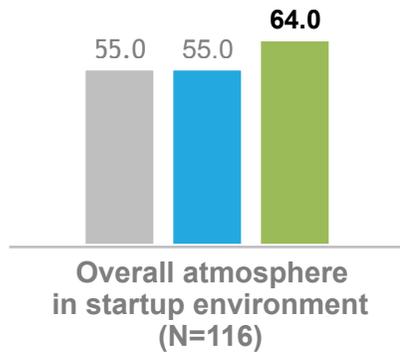
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A. Survey Abstract

Title	Startup Trend Report 2017
Purpose	To understand the perception and reality of those who are participating in South Korea's startup scene, with a focus on the IT/knowledge service industry
Survey Subjects	<p>1) 116 founders</p> <ul style="list-style-type: none"> - Industry : information technology, knowledge service - Subjects : founders/co-founders (CEO/executive/department head levels and up) - Experience level: 19 people within a year of founding, 50 people within 1-3 years, 47 people with more than 3 years of running startups <p>2) 500 employees of large corporations</p> <ul style="list-style-type: none"> - Affiliation : Those working for the top 10 corporations (Samsung, Hyundai Motors, SK, LG, Lotte, Hyundai Heavy Industries, GS, Hanjin, Hanwha, POSCO) - Subjects : employees to executives <p>3) 200 college seniors</p> <p>4) 200 current employees at IT/knowledge service startups</p> <ul style="list-style-type: none"> - Subjects : current employees below the CEO level <p style="text-align: right;">Total 1,016</p>
Survey Period	September 4, 2017 - September 11, 2017 (8 days)

B. Summary of survey results

(Unit:point)



Countries one most hopes to expand to (N=81)

	2015	2016	2017
1st	SE Asia	China	SE Asia
2nd	the U.S.	SE Asia	the U.S.
3rd	China	the U.S.	China

Organizations that startups hope to rely on or receive investment from (N=116)

	For office space/ support	Early stage Investment	VC investment
1st	• D2 Startupfactory (Naver)	• Primer	• SoftBank Ventures
2nd	• Campus Seoul (Google)	• BonAngels Ventures Partners	• Altos Ventures
3rd	• Contents Korea Lab (Ministry of culture, sports, and tourism)	• K Cube Ventures • MashUp Angels	• Korea Investment Partners

Fastest growing startups (according to perception)

	Founders (N=116)	Employees of big Corporations (N=500)	College seniors (N=200)	Startup employees (N=200)
1st	• Woowa Brothers (Baedal Minjok)	• Kakao	• Coupang	• Woowa Brothers (Baedal Minjok)
2nd	• Viva Republica (Toss)	• Coupang	• Kakao	• Kakao
3rd	• Coupang/Kakao /Hyperconnect	• Woowa Brothers (Baedal Minjok)	• Woowa Brothers (Baedal Minjok)	• Coupang

B. Summary of survey results

Founders' thoughts

- The overall mood within the startup ecosystem improved markedly from 55 points last year to approx. 64 points. The more positive perception comes as the public perception of the industry and individual entrepreneurs' abilities improved. The perception that **next year's atmosphere will improve (approx. 48.3%)** also showed a year-on-year increase (Y/Y +25.0%). The government's role and contribution scored 56 points, showing a 12-point increase from last year (44 points). Deregulation was considered the most urgent task.
- **69.8% were positively considering overseas expansion, doubling from 31.3% the year before.** Interest in SE Asia and the USA in particular showed growth. **KISED (Korea institute of startup & Entrepreneurship Development)** was selected as the government agency most active in its support for domestic startup activities. **Naver** was selected as the corporation most supportive of domestic startups. Naver's **D2 Startup Factory** and Google's **Campus Seoul** were selected as the most preferred startup assistance centers to move into. **Primer** was the most preferred early-stage investment company. **Softbank Ventures** maintained its position as the most preferred venture capital while in unaided questions **Altos Ventures** scored highest in level of recognition.

Thoughts of employees at large corporations

- **44.0%** of employees at big corporations viewed the idea of founding a startup positively, at **an increase of 4.4% from last year (39.6%)**. When asked whether they would work for a startup, **76.9% responded that they were more positive than in the year before**, indicating that the perception of startups is improving. The positive views were **based on the possibility of "rapid growth" and gaining "a sense of mission from doing something valuable."** The biggest reason for negative views towards working for a startup was "concerns about wage and benefits."

College seniors' thoughts

- The percentage of college seniors who seriously considered working for or founding a startup was smaller than that of employees at big corporations. However, **74.4% responded that they had more positive views of the startup scene than in the year before**, showing that perceptions of startups are improving. **"Rapid growth"** and **"a quick and flexible decision-making structure"** were cited as reasons for positive views while lack of job security was a major reason against working for startups.

Current startup employees' thoughts

- **50.5% of the current startup employees were satisfied with the startup lifestyle**, showing a 9.0% increase from last year. Two big factors for the satisfaction were **"a quick and flexible decision-making structure"** and "organizational culture." An average day was made up of **8.9 hours** of work and more than 45.0% of the respondents **received benefits such as meals/snacks and flexible hours.**
- 63.0% saw these benefits as helpful for enhancing job performance.

Survey responses (1) Founders

- Survey size: 116
- Industry: information technology, knowledge service
- Subjects: founders/co-founders (CEO/executive/department head levels or above)
- Experience level: 19 people within a year of founding their companies, 50 people who founded them within 1-3 years, 47 people with 3+ years of experience after founding startups



C-1. Survey responses from founders

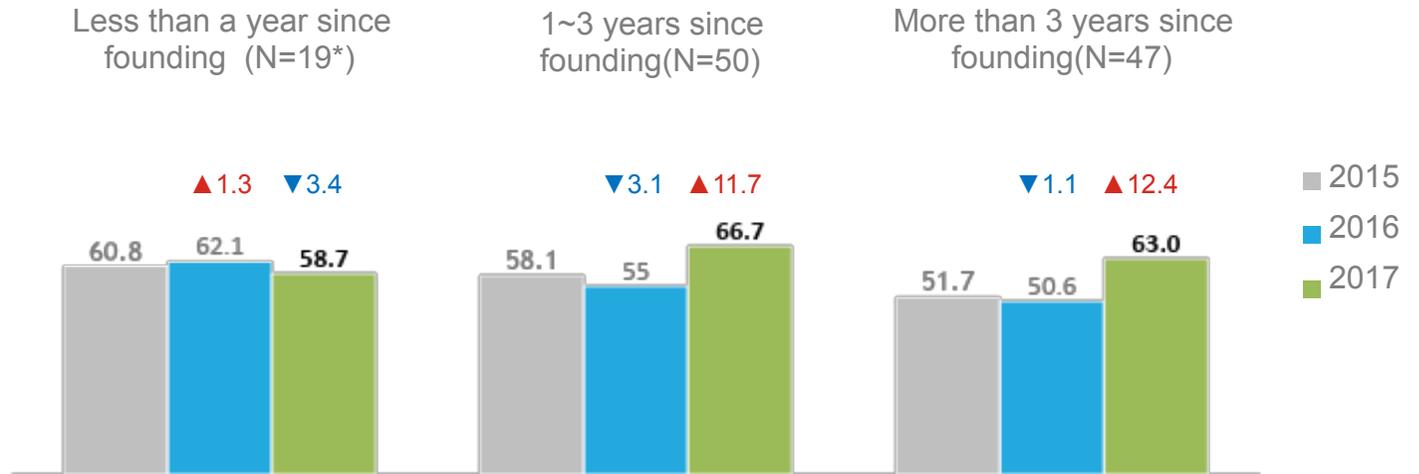
The mood within the industry has improved year on year; most positive for startups within 1~3 years since founding

The overall average was 63.9 points. This was a huge increase from the previous year's response, measured at 54.8 (Y/Y +9.1). The optimism was especially strong among those who were within 1~3 years after launching their startups (66.7), with a sizeable year-on-year increase (Y/Y +11.7).

By contrast, founders of startups that have been in existence for less than a year expressed the least amount of optimism (58.7, Y/Y -3.4), showing that the respondents experienced the greatest hardships during the early stages of starting a business.

Total average
: 63.9points

(2016: 54.8)



*Small base

Q. How would you grade the recent atmosphere of the start-up ecosystem out of 100?

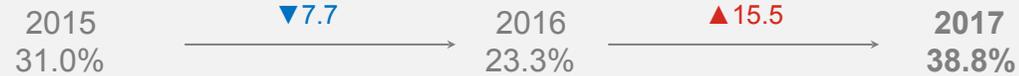
C-1. Survey responses from founders

Improvement in society-wide perception had the most positive impact on the mood within the startup ecosystem

38.8% responded the mood had improved compared to the previous year, at an increase of 15.5% from the previous year. The main reason for optimism was "improvement in society-wide perception."

The main reason for pessimism was "lack of merger and acquisitions (M&As) and initial public offerings (IPOs)."

Optimistic mood within the startup ecosystem



Reasons for optimism (n=45)

Reasons for pessimism (n=28*)

	Reasons for optimism (n=45)	Reasons for pessimism (n=28*)
1st	Improvement in society-wide perception (53.3%)	Lack of mergers and acquisitions / initial public offerings (35.7%)
2nd	Improvement in abilities of founders (28.9%)	Lack of competence in founders (28.6%)
3rd	Active support from venture capitals (15.6%)	Lukewarm support from venture capitals (14.3%) Failure of government policies (14.3%)

*Small base

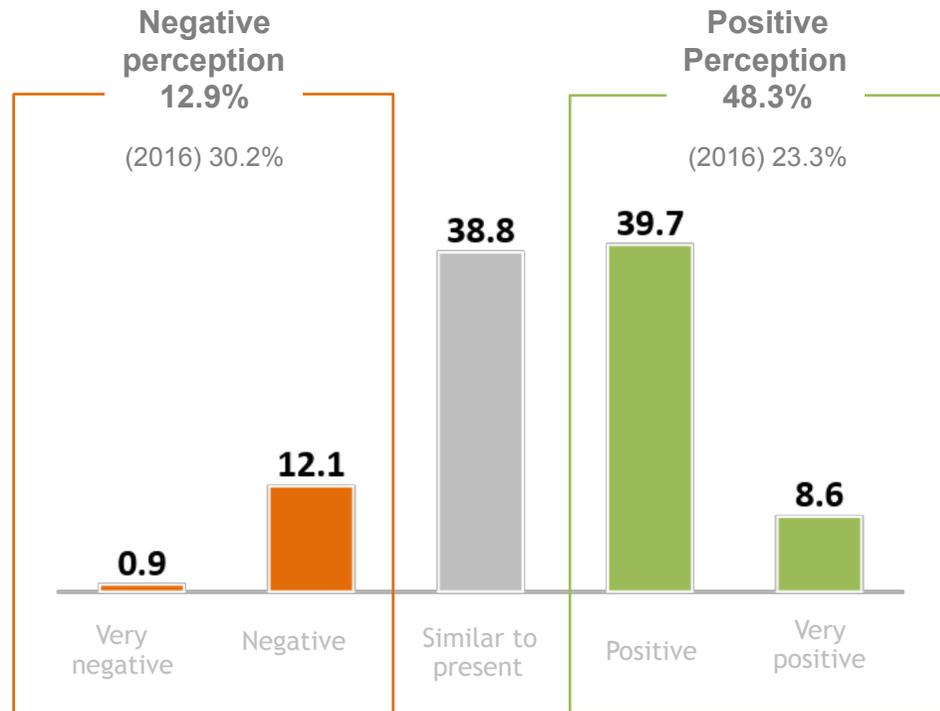
Q. Compared to one year ago, how do you think the mood within the startup ecosystem has changed overall?

Q. What is the reason for your optimism/pessimism? Please select the top two reasons for your view.

C-1. Survey responses from founders

A big rise in the belief that the situation will improve even more next year

The ratio of those expecting a more positive environment (48.3%) had a year-on-year increase (Y/Y +25.0%). Such optimism appears to have been influenced by reasons such as “improvement of society-wide perception” and “the emergence of successful start-ups.”



Q. How do you think the mood in the startup ecosystem will change a year from now?

Q. What is the reason for your positive/negative view? Please say it in detail.

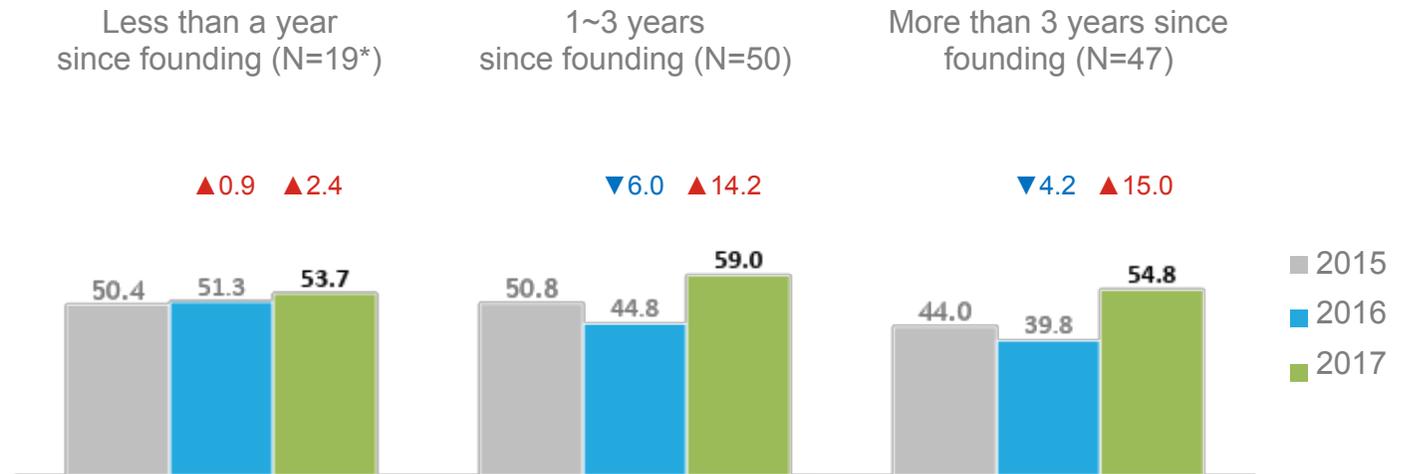
C-1. Survey responses from founders

Assessment of the government's role in the vitalization of the startup ecosystem: 56.4 points (Y/Y +12.4 points)

The assessment of government's role has become more positive (Y/Y +12.4), like that of the mood within the startup ecosystem. The most positive perception of the government support came from entrepreneurs who were within 1 to 3 years after starting their businesses (59.0), at an increase of 14.2 points from the previous year.

Total Average
: **56.4 points**

(2016: 44.0 points)



*Small base

Q. How would you grade the government's role in vitalizing the start-up ecosystem when scoring it out of 100?

C-1. Survey responses from founders

Founders believe deregulation is most urgent

In 2016 startup founders identified obtaining initial capital as the most urgent task for the development of the startup ecosystem. In 2017 they found deregulation to be the area that requires foremost attention. After deregulation, “obtaining initial capital” and “encouraging M&A/IPOs” came next as important tasks for startup founders.

	2015 (N=204)	2016 (N=177)	2017 (N=116)
1st	Obtaining initial capital / increasing investment (56.9%)	Obtaining initial capital / increasing investment (47.7%)	Deregulation (changing the Electronic Commerce Act, etc.) (43.1%)
2nd	Deregulation (changing the Electronic Commerce Act, etc.) (31.9%)	Deregulation (changing the Electronic Commerce Act, etc.) (38.6%)	Obtaining initial capital / increasing investment (42.2%)
3rd	Securing excellent talents (22.1%)	Improving society-wide perception of startups (25.0%)	Encouraging M&A/IPOs (32.8%)

Q. What two things need to be most urgently reformed for the current startup ecosystem to get better?

C-1. Survey responses from founders

Founders said that wage subsidies, creation of venture funds, etc. would be the most useful measures the government can take to help startups

“Wage subsidies” were considered the most helpful government measure for vitalizing the startup ecosystem.

“Creation of venture funds” was widely perceived to be the most helpful policy among those the current government is pursuing.

	Helpful government measures for vitalization of the startup ecosystem	The current administration's most helpful policy	Expectations for additional government assistance
1st	Wage subsidies (reduction and exemption of income tax, etc.) (32.8%)	Creation of venture funds (approx 1.3 trillion KRW) (75.0%)	<p>“Investment funds should be expanded and policies that actively encourage big corporations’ M&A with startups are necessary”</p> <p>“Startups are not properly structured so even though labor is necessary, hiring too many people can be burdensome. Despite reducing SG&A (Selling, General, and Administrative Expenses) costs, labor costs take up more than 80%”</p> <p>“Deregulation and regulation reform that take into consideration the startup industry’s size and specific situation”</p>
2nd	Offering office space (Center for Creative Economy & Innovation, etc.) (27.6%)	Creation of the MSS (Ministry of SMEs and Startups) (15.5%)	
3rd	Initial direct investment (24.1%)		

Q. What government policy was most helpful for vitalizing the startup ecosystem?

Q. What do you consider to be the most helpful policy of the current administration in relation to the startup ecosystem?

Q. What additional roles should the government play to vitalize the startup ecosystem?

C-1. Survey responses from founders

Three components of entrepreneurial success: Business planning/product development, raising capital, and experience in business/exit

Business planning and product development were seen as the most important element of successfully founding a startup. This was seen as the most important factor for all founders regardless of how many years have passed since they founded their companies.

Overall criteria

Business planning/product development 29.3%



Experience in business/exit 18.1%



Raising capital 15.5%

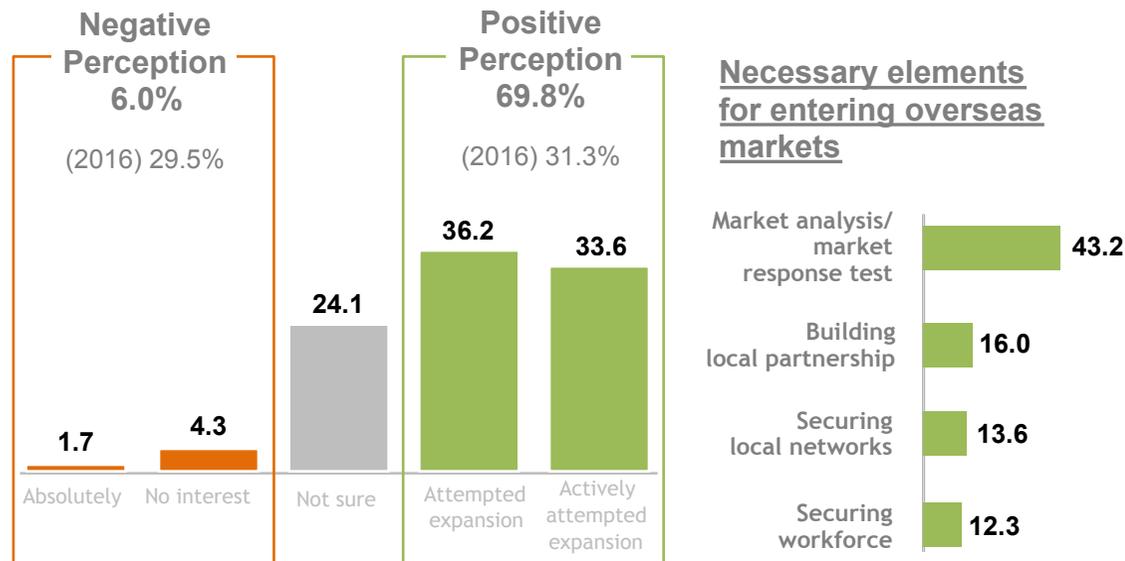
	Experience level: Less than 1 year (n=19)	Experience level: 1-3 years (n=50)	Experience level: Over 3 years (n=47)
1st	Business planning/product development (26.3%)	Business planning/product development (34.0%)	Business planning/product development (25.5%)
2nd	Experience in business/exit (21.1%)	Specialized knowledge in a relevant field (22.0%)	Experience in business/exit (21.3%)
3rd	Raising capital (15.8%) Specialized knowledge in a relevant field (15.8%)	Experience in business/exit (14.0%)	Raising capital (19.1%) Team management (19.1%)

Q. What do you think is the most important ability that determines an entrepreneur's success? Select the top three abilities you think are the most important.

C-1. Survey responses from founders

Interest in overseas expansion increased, especially in the SE Asian and the U.S markets

Interest in overseas expansion increased by 38.5 points from the previous year to 69.8%; when expanding overseas, 'market analysis/market response testing' were seen as the most important skills. In terms of region, interest in SE Asia and the United States has grown and interest in China has declined.



Preferred countries for expansion (N=81)

	2015	2016	2017
1st	SE Asia	China	SE Asia
2nd	the U.S.	SE Asia	the US
3rd	China	the U.S.	China

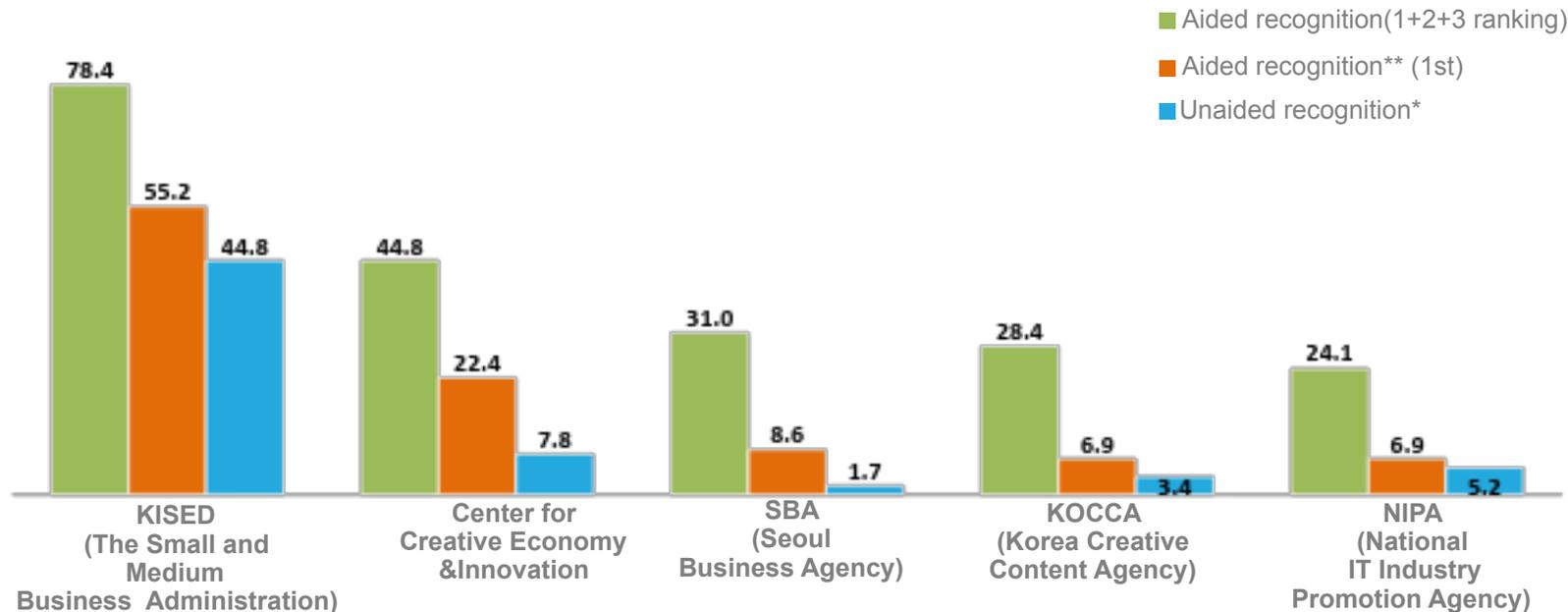
Q. Are you currently considering overseas expansion?

Q. If so, what region/country are you considering? If you are considering several regions, pick the region that is the most central to your business plan.

C-1. Survey responses from founders

Founders picked the KISED (Korea Institute of Startup & Entrepreneurship Development) as the most active government agency

Startup founders picked KISED as the government agency that most actively supports startups. Second in running were the Center for Creative Economy & Innovation and the SBA (Seoul Business Agency). (Based on 1st, 2nd, 3rd ranking in aided recognition)



Q. Which government agency most actively supports domestic startup activities?

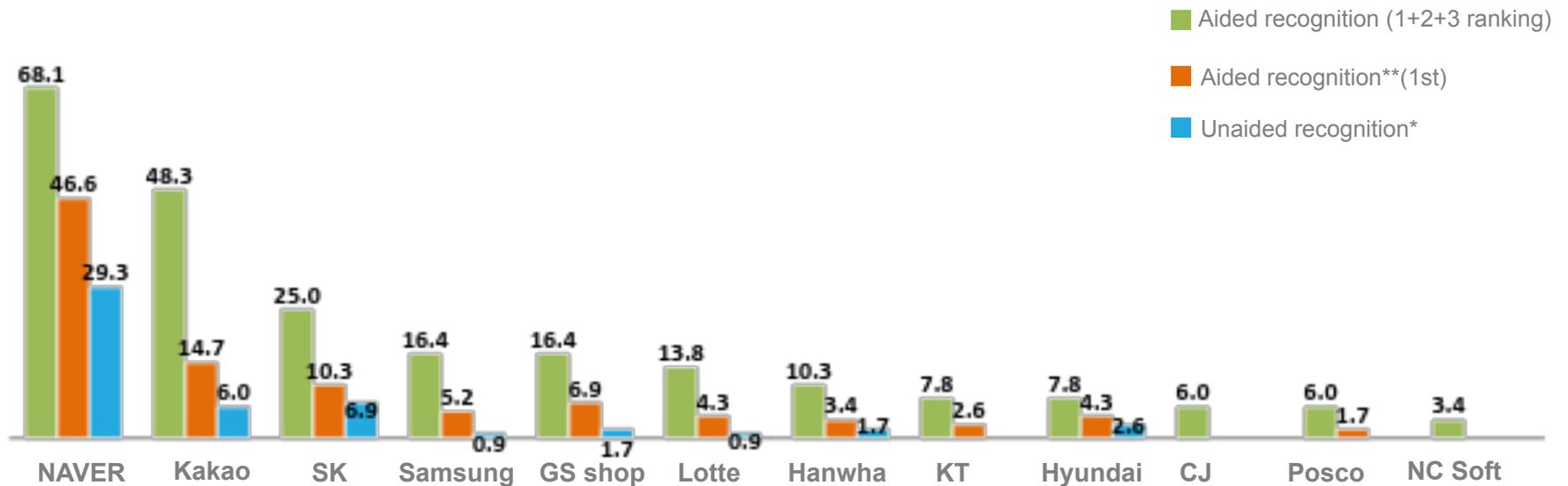
* Unaided recognition – free form response without example

** Aided recognition - multiple choice

C-1. Survey responses from founders

NAVER, Kakao, SK are perceived to actively support startups

NAVER, Kakao, SK, Samsung, and GS Shop were seen as most active companies in their support of startups.



Q. Which domestic company most actively supports startup activities?

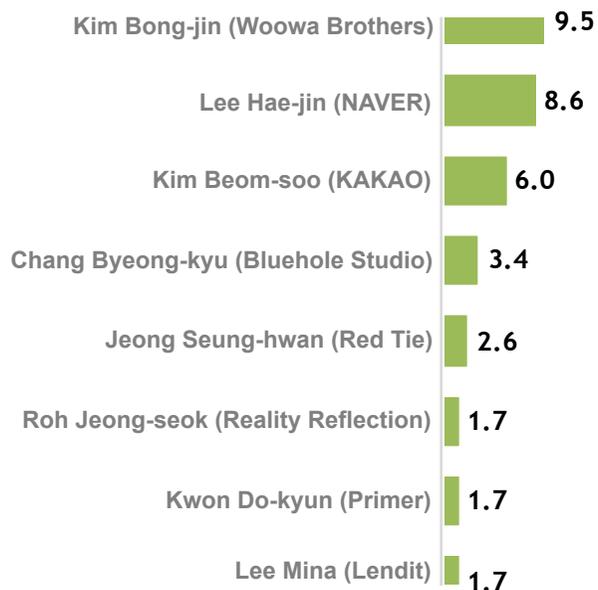
* unaided recognition – free form response without example
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C-1. Survey responses from founders

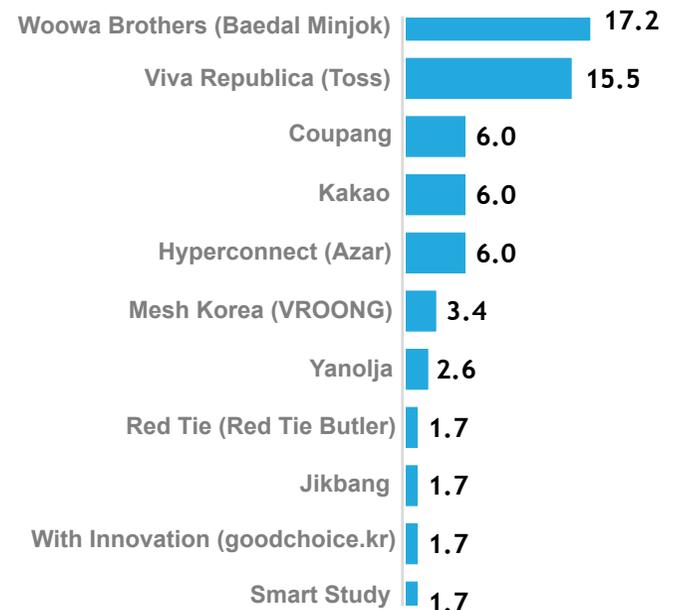
Positive views of entrepreneurs Kim Bong-jin and Lee Hae-jin; and companies Woowa Brothers and Viva Republica

Startup entrepreneurs Kim Bong-jin and Lee Hae-jin were picked as the most desirable to work with; Woowa Brothers (Baedal Minjok), Viva Republica (Toss) were cited as the fastest growing startups.

The startup entrepreneur one wants to work with



The fastest growing domestic startup (by perception)



**Company (Service): a company has a different name from its service.*

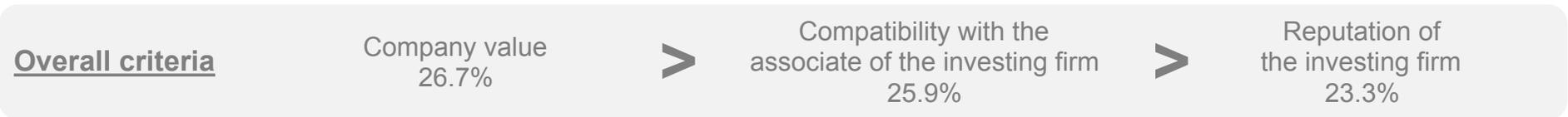
Q. Which startup entrepreneurs would you like to work with the most?

Q. What do you think is the most rapidly growing domestic startup?

C-1. Survey responses from founders

Founders think the company value and investment amount are the two most important factors in fundraising

When selecting a venture capital, founders consider "the value of my company," "compatibility with the associate of the investing firm," "the reputation of the investing firm" as the most important factors. But founders with 1-3 years of experience tended to prioritize "compatibility with the associate of the investing firm" and "amount of investment" more than "the value of my company." They seem to be more sensitive to money because they are at an important juncture when the business must achieve growth.



	Experience: Less than 1 year (n=19*, 1st)	Experience: 1-3 years (n=50, 1st)	Experience: Over 3 years (n=47, 1st)
1st	Company value (36.8%)	Compatibility with the associate of the investing firm (28.0%)	Company value (29.8%)
2nd	Compatibility with the associate of the investing firm (26.3%)	Amount of investment (24.0%)	Reputation of the investing firm (27.7%)
3rd	Reputation of the investing firm (15.8%)	Reputation of the investing firm (22.0%)	Compatibility with the associate of the investing firm (23.4%)

Q. In selecting venture capital investors, what are the most important factors to consider? Select the top two in order of importance.

C-1. Survey responses from founders

The first place to come to mind when thinking of aid to startups is the Center for Creative Economy and Innovation. The two most desirable places to move into are the D2 Startup Factory and Campus Seoul

The Center for Creative Economy and Innovation scored highest on level of recognition but support centers managed by corporations like Naver’s D2 Startup Factory, Google’s Campus Seoul scored relatively higher in preference for office space/utility. (Note: The conclusion is based on a small data set.)

	Unaided recognition (N=19*)	Aided recognition (N=19*)	Preference for office space/utility (N=19*, 1st Choice)
1st	D-Camp (Banks Foundation for Young Entrepreneurs) (21.1%) Center for Creative Economy & Innovation (21.1%)	D2 Startup Factory (Naver) (73.7%) Center for Creative Economy & Innovation (73.7%)	D2 Startup Factory (Naver) (31.6%) Campus Seoul (Google) (31.6%)
2nd	Maru180 (The Asan Nanum Foundation) (5.3%) Open Contents Lab (The Circle Foundation) (5.3%)	D-Camp (Banks Foundation for Young Entrepreneurs) (68.4%) Campus Seoul (Google) (68.4%)	Content Korea Lab (Ministry of Culture, Sports, Tourism (10.5%)

* unaided recognition – free form response without example
 ** aided recognition – multiple choice
 *** question to respondents with less than a year since starting business (N=19*, Small base)

- Q. Write one place that comes to mind when you think of startup assistance center.
- Q. Pick three places in order of the most desirable startup assistance centers to move into.

C-1. Survey responses from founders

‘Primer’ ranked highest on level of recognition and preference when thinking of an early-stage investment company

Primer ranked highest in level of recognition and also on preference for an early-stage investment. Next in line for level of recognition and preference for investment were BonAngels Venture Partners and Kakao Ventures (Formerly Known as K Cube Ventures).

	Unaided recognition (N=50)	Aided recognition (N=50)	Preference for investment (N=50, 1st choice)
1st	Primer (28.0%)	Primer (90.0%)	Primer (24.0%)
2nd	BonAngels Venture Partners (16.0%)	BonAngels Venture Partners (84.0%) Kakao Ventures (84.0%)	BonAngels Venture Partners (22.0%)
3rd	SparkLabs (6.0%) Mashup Angels (6.0%)	TheVentures (80.0%)	Kakao Ventures (10.0%) Mashup Angels (10.0%)

* unaided recognition – free form response without example

** aided recognition – multiple choice

*** Question to respondents with 1~3 years since starting business (N=50)

Q. Write one place that comes to mind when you think of an early-stage investment company.

Q. Pick the top three early-stage investment companies you would like to attract investment from.

C-1. Survey responses from founders

Altos Ventures and Softbank Ventures scored highest on level of recognition and preference

Altos Ventures and Softbank Ventures scored highest, placing 1st and 2nd in level of recognition and preference.

	Unaided recognition (N=47)	Aided recognition (N=47)	Preference for investment (N=47, 1st choice)
1st	Altos Ventures (19.1%)	Softbank Ventures (95.7%)	Softbank Ventures (40.4%)
2nd	Softbank Ventures (10.6%)	Altos Ventures (91.5%) Capstone Partners (91.5%)	Altos Ventures (29.8%)
3rd	Korea Investment Partners(6.4%) LB Investment (6.4%) KTB Network (6.4%)	Korea Investment Partners Co. (85.1%)	Korea Investment Partners (10.6%)

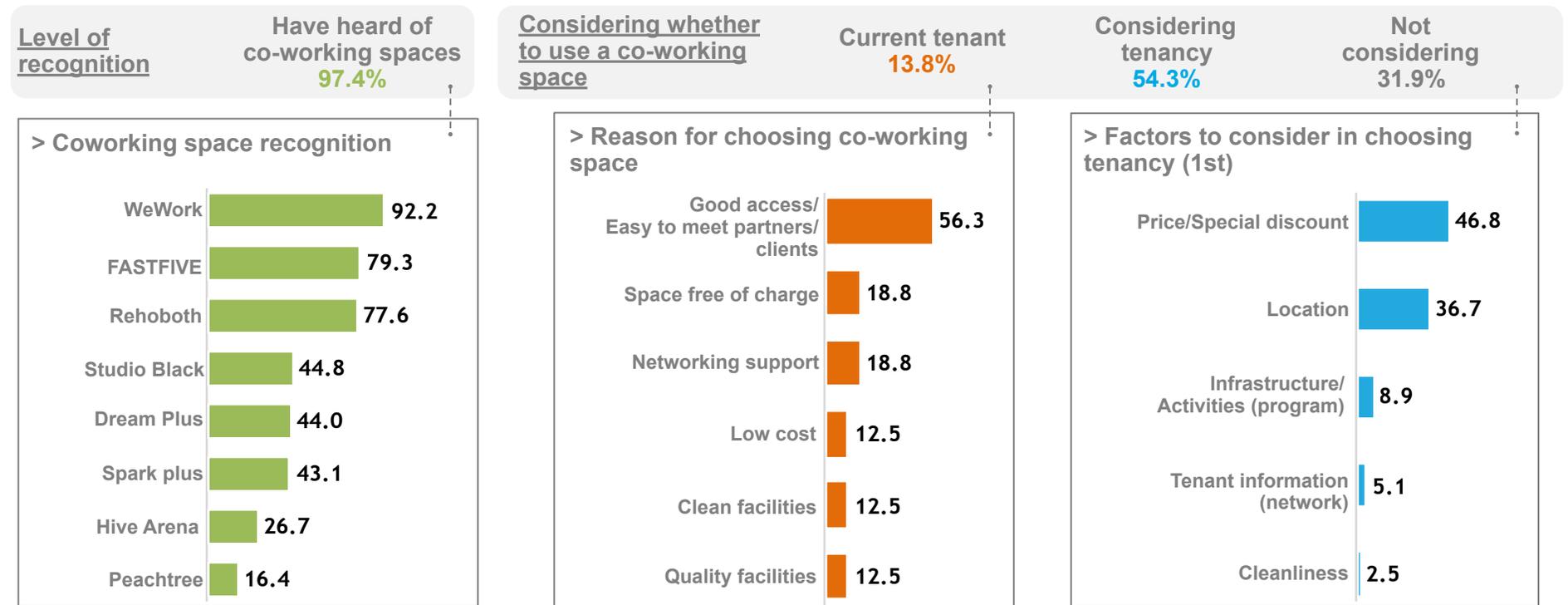
* Unaided recognition – free form response without example
 ** Aided recognition - multiple choice
 *** Question for respondents with more than three years of experiences since founding their companies (N=47)

- Q. Write one place that first comes to mind when you think of a venture capital.
- Q. Write the top three venture capitals you would like to attract investment from.

C-1. Survey responses from founders

Awareness of co-working spaces is high; co-working spaces are picked based on price/special offers, location

97.4% of the founders are aware of co-working spaces, and especially familiar with 'WeWork', 'FASTFIVE', 'Rehoboth'. 13.8% of the respondents were using co-working spaces, and the main reason for their choices was location. When thinking about whether to use a co-working space, price/special discounts and location were the main factors that influenced the decision.



- Q. Pick all the coworking spaces you know.
- Q. Have you considered moving into a coworking space?
- Q. When you consider moving in, what is the most important factor?
- Q. Why did you decide to use your current office space.

Survey Responses

(4) Current startup employees

- Survey size: 500 (Male: 280/Female: 220)
- Affiliation: Those working for the top 10 corporations
(Samsung, Hyundai Motors, SK, LG, Lotte, Hyundai Heavy Industries,
GS, Hanjin, Hanwha, Posco)
- Subjects: employees to executives

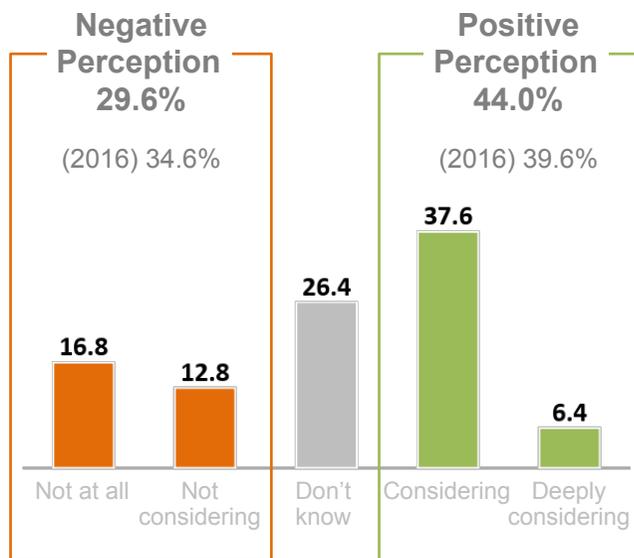


C-2. Survey responses from employees of large corporations

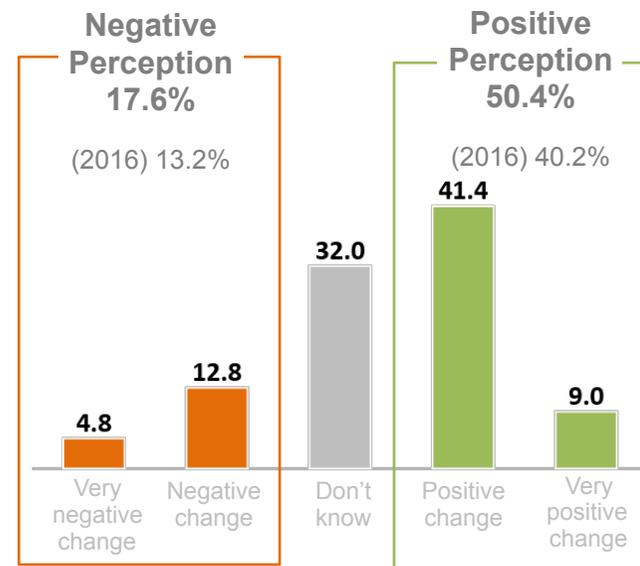
The percentage of respondents who were open to founding a startup increased from last year to make up more than a half of the total (50.4%)

The percentage of those that view the idea of founding a startup positively (44.0%) had a year-on-year increase of approximately 4.4 points. Also, the percentage of those who considered founding a startup increased by 10.2 points from last year to 50.4%. Overall, the perception of starting a business is improving.

How much do you think about starting a business?
(N=500)



How has your view of starting a business changed?
(N=500)



Q. To what extent are you considering whether to start a business?

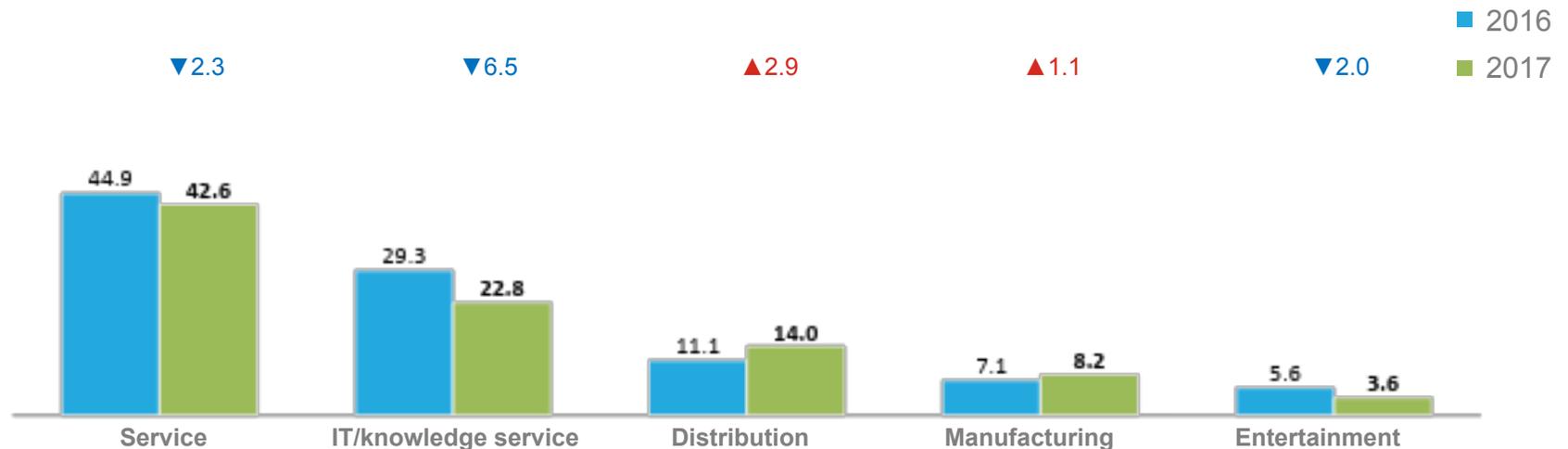
Q. How does this compare with your view last year?

C-2. Survey responses from employees of large corporations

Among current employees of big corporations who think about founding a startup, 22.8% have the IT/knowledge service industry in mind

Among the employees at large corporations who think about founding a startup, the service industry (food, accommodations, etc.) was most preferred. The IT/knowledge services industry came second.

From the year before, preferences for the service industry and the IT/knowledge services industry decreased and preferences for the distribution and manufacturing industries increased.

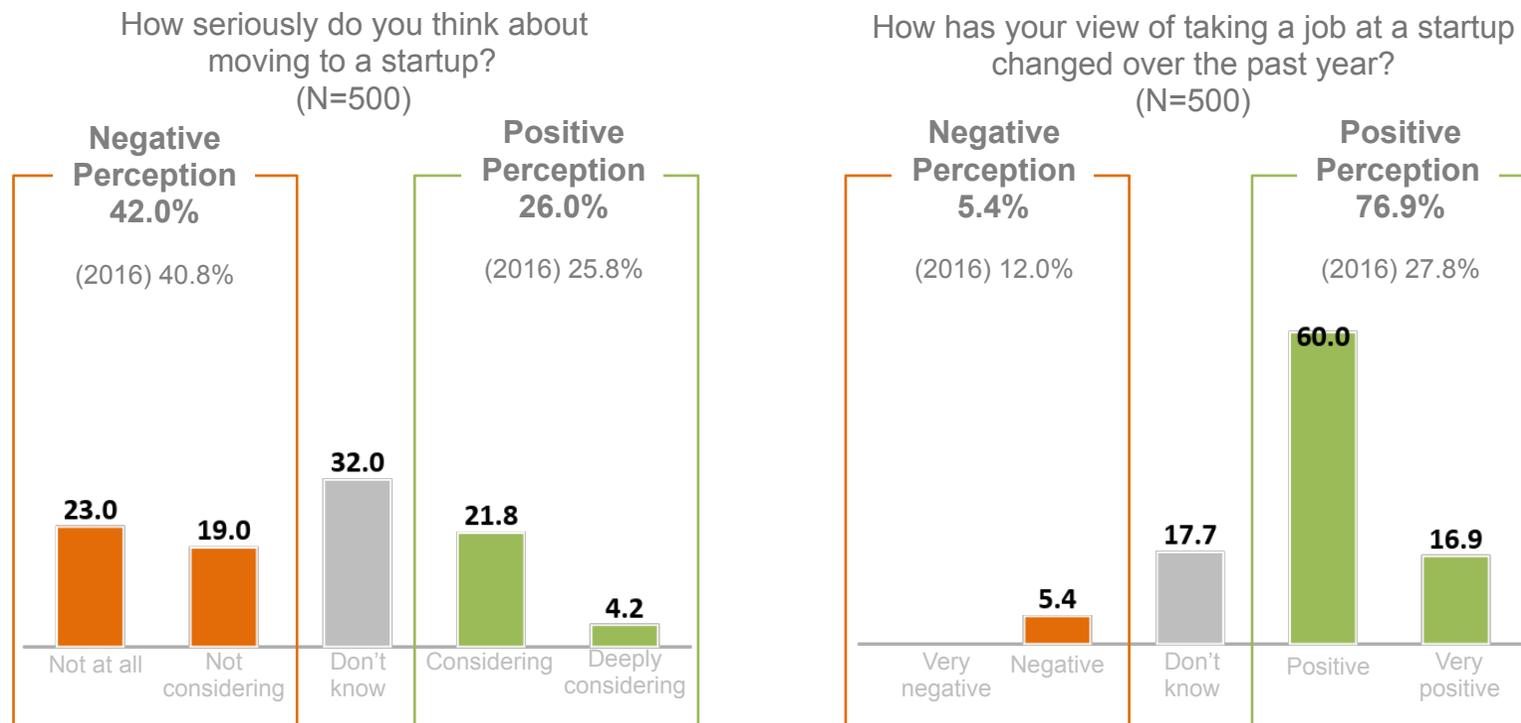


Q. If you are thinking about founding a startup, what industry do you have in mind?

C-2. Survey responses from employees of large corporations

Not many employees of large corporations are considering the possibility of working for startups. But the level of openness has seen a big increase

26.0% of employees of large corporations were open to the idea of moving to startups while 42.0% said they were not open. However, 76.9% of respondents said their views of the possibility had changed for the better, at an increase of 49.1 points from the year before (27.8%). This shows that the perceptions of startups have changed immensely for the better.



Q. To what extent are you are considering changing to a startup job?

Q. How do you think your view of taking a job at a startup has changed since last year?

C-2. Survey responses from employees of large corporations

Employees of large corporations cited “a sense of achievement from rapid growth” when asked about why they would switch to a startup

The group that views changing to a startup job positively picked "a sense of achievement from rapid growth" (34.6%) as the main reason. By contrast, negative reasons for changing to a startup job were driven by opinions such as "concerns about reduction in wage and benefits" and "lack of job security."

	Reasons for positive consideration (n=130)	Reasons for negative consideration (n=210)
1st	A sense of achievement from rapid growth (34.6%)	Concerns about reduction in wage and benefits (42.9%)
2nd	A sense of mission from doing something valuable (22.3%)	Anxiety about job instability (40.5%)
3rd	A quick and flexible decision-making structure (21.5%)	Lack of role models/leaders (5.7%)

Q. If you are considering/against taking up a job at a startup, pick the biggest reason.

C-2. Survey responses from employees of large corporations

The best-known startups were Kakao and Baedal Minjok

When asked to name startups, employees of large corporations thought of Kakao (47 respondents), Woowa Brothers(Baedal Minjok) (30), Coupang (23), and Naver (22). Some mentioned large corporations; some could not answer.

This indicates that interest in startups is still low.

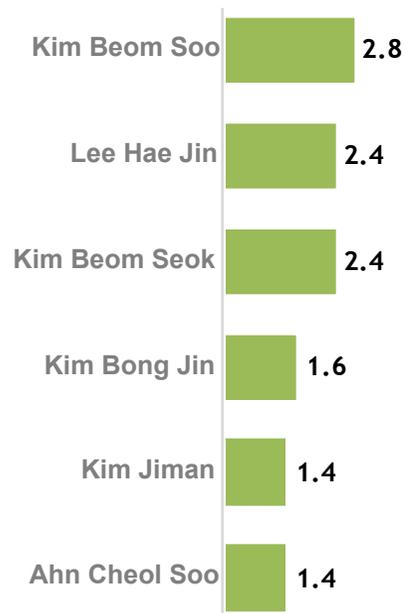


C-2. Survey responses from employees of large corporations

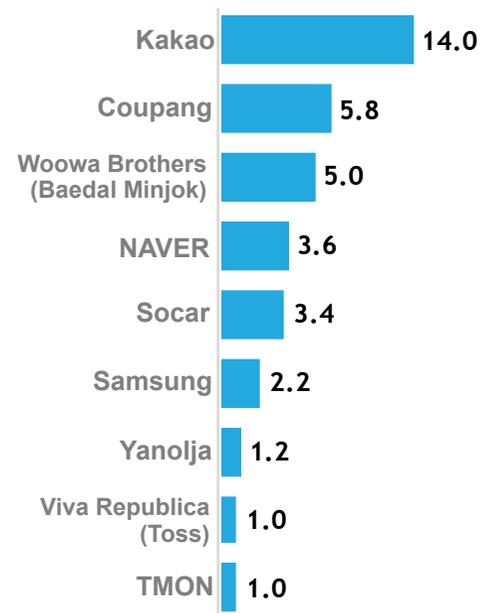
Positive perceptions of entrepreneurs Kim Beom Soo, Lee Hae Jin and Kim Beom Seok; of companies Kakao and Coupang

For startup entrepreneurs they'd like to work with, current corporation employees chose Kim Beom Soo(Kakao), Lee Hae Jin(NAVER), Kim Beom Seok(Coupang), etc. When asked to name the most quickly growing startups, respondents mentioned Kakao, Coupang, Woowa Brothers(Baedal Minjok), etc.

The startup entrepreneurs one wants to work with



The fastest growing domestic startup (by perception)



- Q. Among startup entrepreneurs, who do you want to work with?
- Q. What company do you think is the fastest growing startup in South Korea?

Survey Responses (3) College Seniors

- Survey size: Total of 200 (Male: 92/Female: 108)
- Subjects: Upcoming university graduates/university students in their 4th year or higher

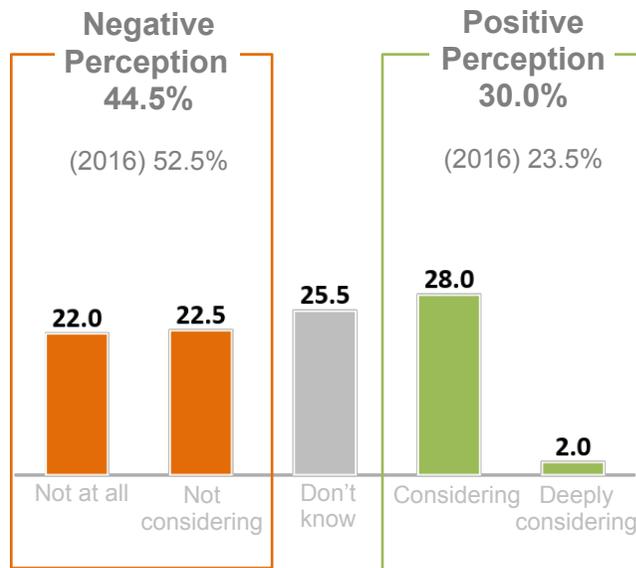


C-3. Survey responses from college seniors

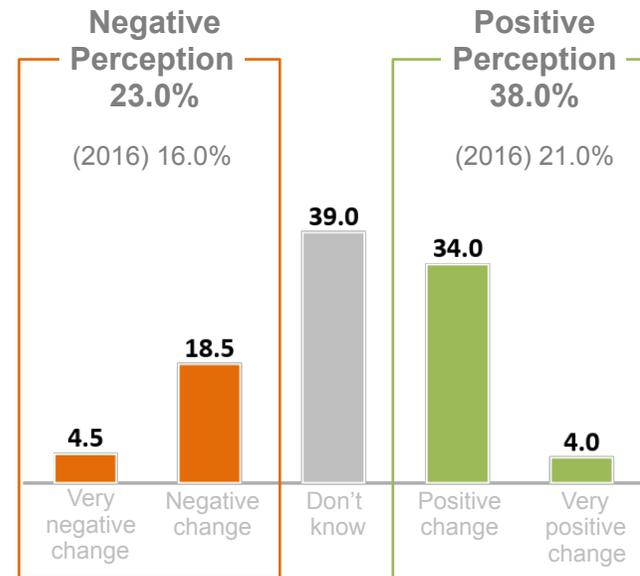
30.0% of college seniors are open to founding a startup

The percentage of college seniors who were open to founding a startup (30.0%) is lower than the percentage of employees of large corporations (44.0%). However, the percentage of those who viewed startup founding positively (38.0%) showed an increase of 17.0 points from the year before.

How much are you considering founding a startup? (N=200)



How has the level of interesting in founding a startup changed in the past year? (N=200)

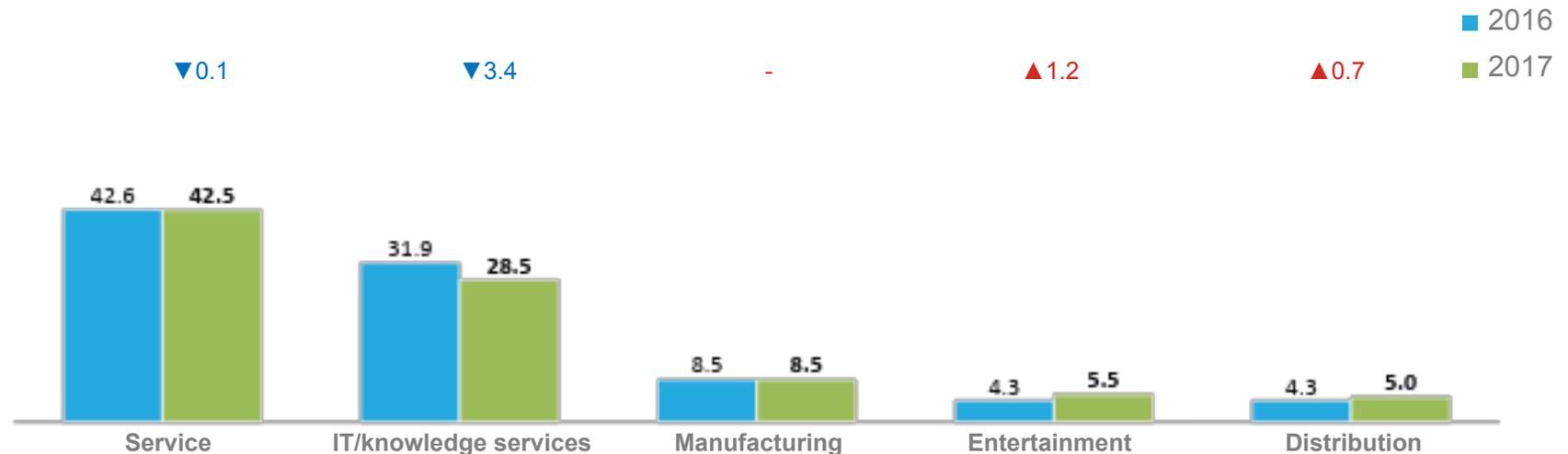


- Q. To what extent do you think about founding a startup?
- Q. How has your level of consideration changed compared to last year?

C-3. Survey responses from college seniors

28.5% of college seniors have the IT/knowledge service industry in mind

Most college seniors were interested in the service industry. The percentage of those who were interested in founding startups in the IT/knowledge service industry was higher than among employees of large corporations, at 28.5% to 22.8%. However, compared to the year before, the percentage of those who were interested in the IT/knowledge service industry decreased and the percentage of those considering the entertainment industry increased slightly.

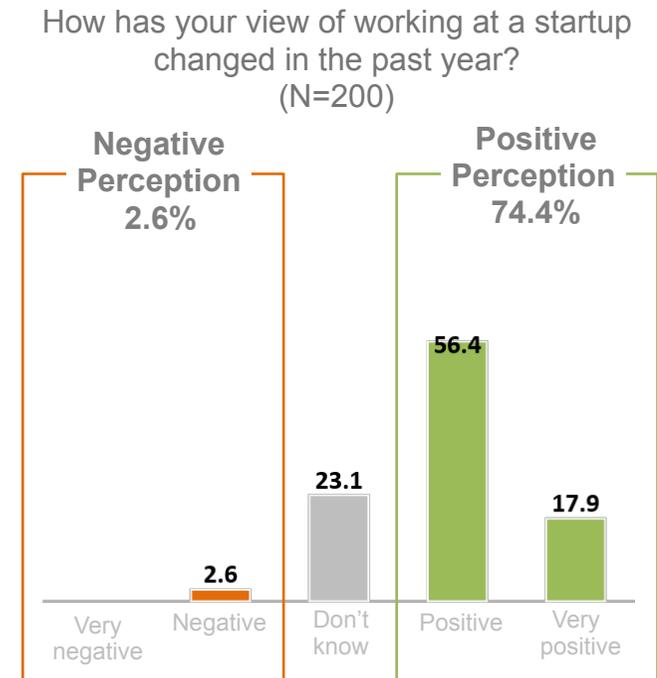
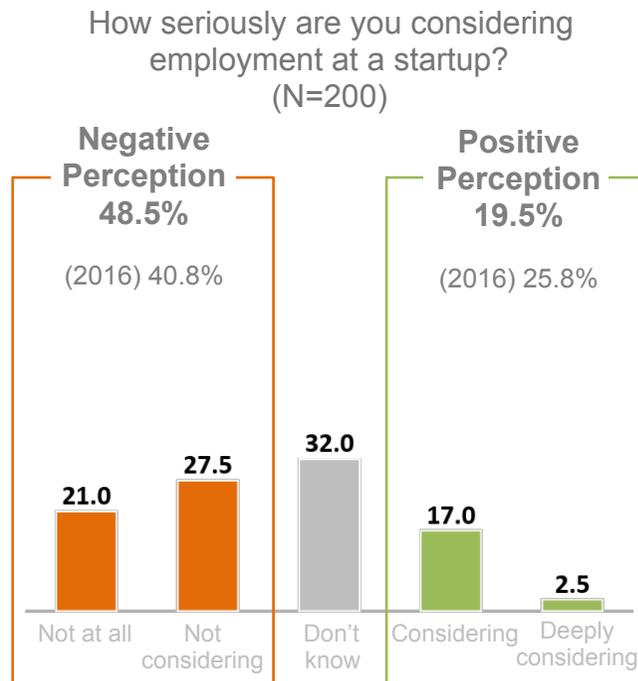


Q. If you are thinking about starting a business, what industry do you have in mind?

C-3. Survey responses from college seniors

The percentage of respondents who were considering immediate employment at startups was low but opinions were positive

The percentage of college seniors who were not actively seeking employment at startups (48.5%) increased slightly from 2016 (40.8%). However, 74.4% of respondents said their views of working at startups had become more positive. Even though these respondents were not planning to seek employment at startups right away their perception of working for startups seemed to be positive.



- Q. How much do you think about working at a startup?
- Q. How has your feeling toward working at a startup changed from one year ago?

C-3. Survey responses from college seniors

The reasons for college seniors' positive views are "rapid growth and quick decision-making"

The reasons for being open to working at startups were "a sense of achievement from rapid growth" and "a quick and flexible decision-making structure" while the main reason for being against working at startups was "anxiety over job instability."

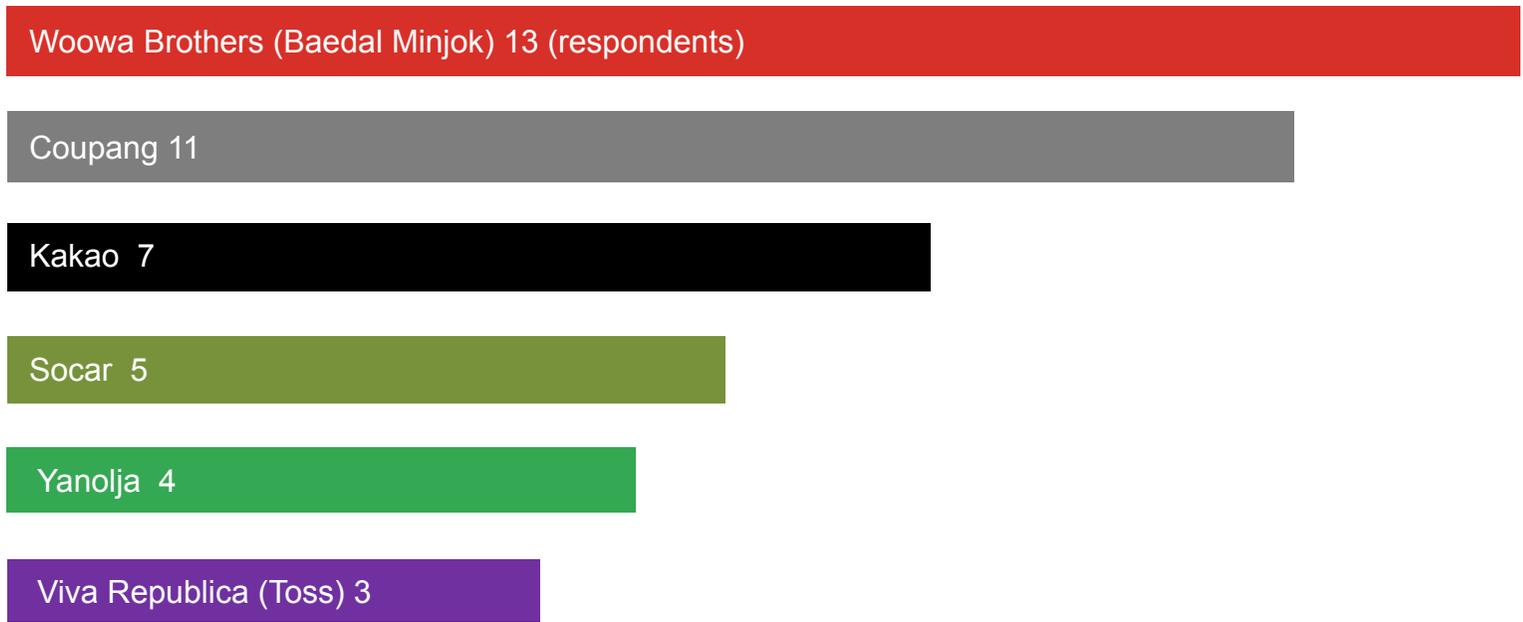
	Reasons for positive consideration (n=39)	Reasons for negative consideration (n=97)
1st	<ul style="list-style-type: none"> A sense of achievement from rapid growth (33.3%) A quick and flexible decision-making structure (33.3%) 	<ul style="list-style-type: none"> Anxiety over job instability (59.8%)
2nd	<ul style="list-style-type: none"> Anticipation of profit from stock options, etc. (15.4%) 	<ul style="list-style-type: none"> Concerns about reduction in wage and benefits, etc. (21.6%)
3rd	<ul style="list-style-type: none"> A sense of mission from doing something valuable (12.8%) 	<ul style="list-style-type: none"> Lack of role models/leaders (7.2%)

Q. If you are considering working at a startup, give one reason that influenced you.

C-3. Survey responses from college seniors

The best-known startup was Baedal Minjok

When asked to name startups, respondents chose Woowa Brothers(Baedal Minjok) (13), Coupang (11), Kakao (7), Socar (5), Yanolja (4), Viva Republica(Toss) (3), in that order. Like employees of large corporations, college seniors mentioned some large corporations or failed to mention any startup at all, indicating that interest in startups is still low.

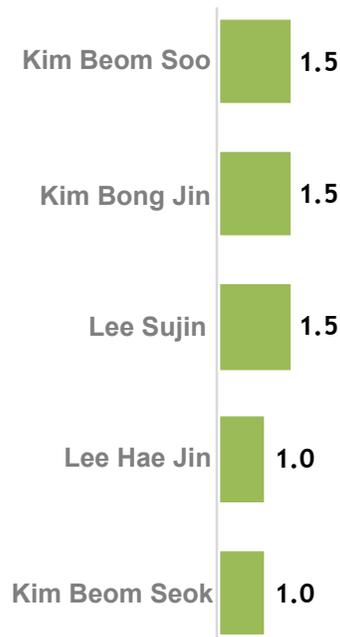


C-3. Survey responses from college seniors

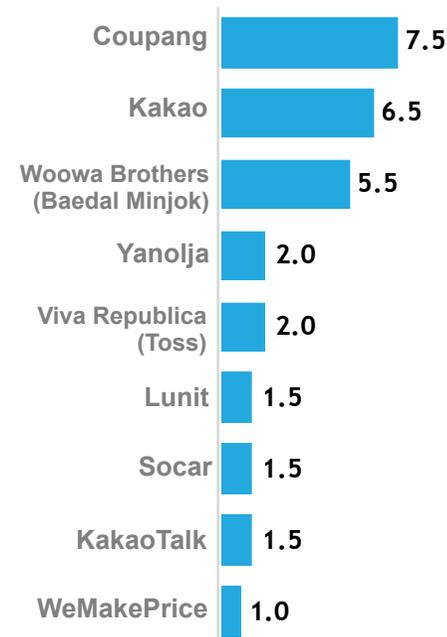
Positive perceptions of entrepreneurs Kim Beom Soo, Kim Bong Jin, Lee Sujin; companies Coupang, Kakao

For startup entrepreneurs they'd like to work with, college seniors chose Kim Beom Soo, Kim Bong Jin, Lee Sujin, etc. When asked to identify the most quickly growing startups, respondents named Coupang, Kakao, Woowa Brothers(Baedal Minjok).

The startup entrepreneur one wants to work with



The fastest growing domestic startup (by perception)



- Q. Among startup entrepreneurs, who do you want to work with?
- Q. What do you think is the fastest growing startup in South Korea?

Survey Responses

(4) Current startup employees

- Survey size: Total of 200 (Male:123 / Female:77)
- Subjects: Current startup employees

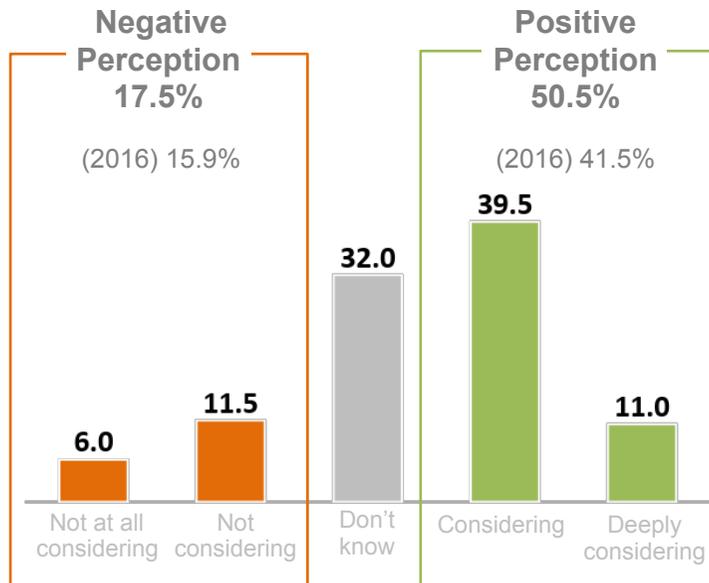


C-4. Survey responses from current startup employees

50.5% of current startup employees are satisfied with the start-up lifestyle, showing a year-on-year increase

50.5% of respondents were satisfied with the work at startups, at more than double the percentage of those who were dissatisfied (17.5%). The percentage of satisfied employees showed an increase of 9.0 points from the year before. The high level of satisfaction was influenced by a "quick and flexible decision-making structure" and "corporate culture," whereas "anxiety over job instability" and "lack of leaders/role models" were causes of dissatisfaction.

How satisfied are you with the startup lifestyle?
(N=200)



Causes of satisfaction/dissatisfaction among current startup employees (N=200)

	Causes of satisfaction	Causes of dissatisfaction
1st	A quick and flexible decision-making structure (34.5%)	Anxiety over job instability (34.5%)
2nd	Corporate culture (21.5%)	Lack of leaders/role models (24.0%)
3rd	A sense of accomplishment from rapid growth (14.0%)	Difficulty of career planning (21.0%)

- Q. How satisfied are you with your current lifestyle as a startup employee?
- Q. What gives you the greatest satisfaction as a startup employee?

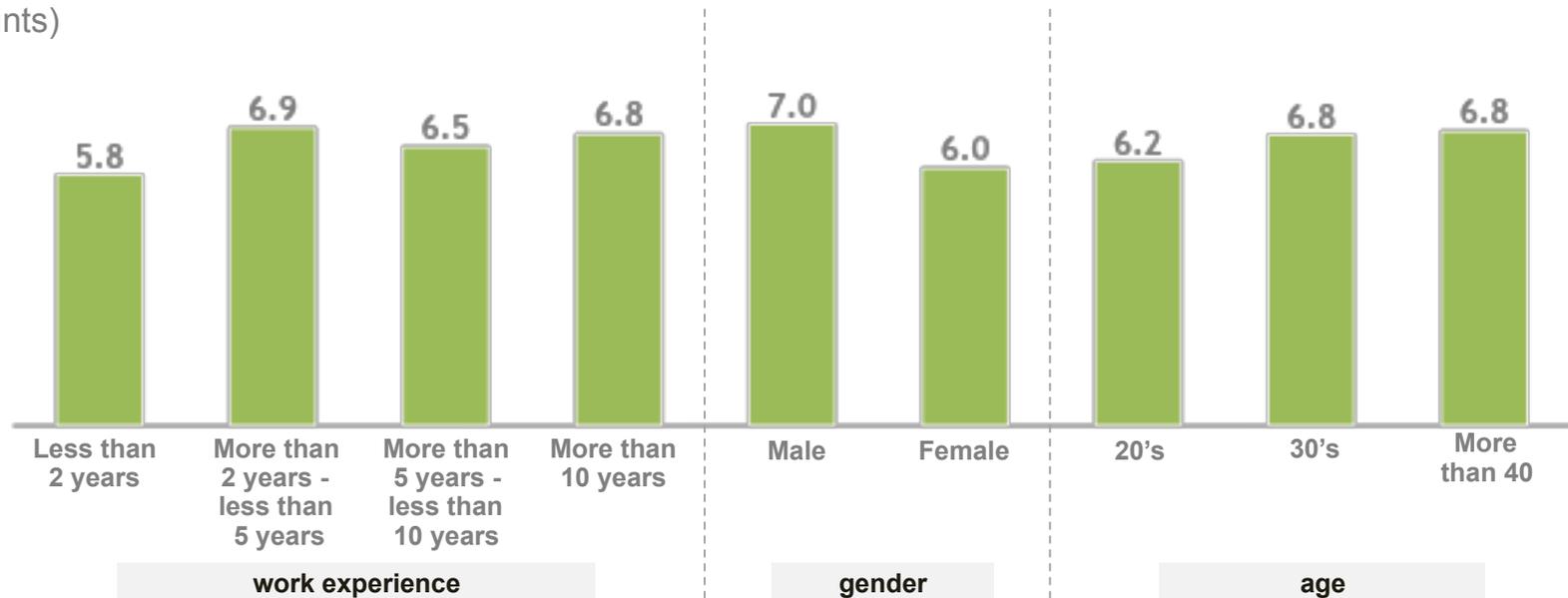
C-4. Survey responses from current startup employees

The average score current startup employees gave their CEOs was 6.6 out of 10

Current startup employees gave an average of 6.6 out of 10 when asked to grade their CEOs. This was approximately an increase of 0.2 point from the year before. Those who had work experiences of 2 to 5 years, were male or were in their thirties and forties were more likely to score their CEOs highly.

Total average : 6.6 points

(2016: 6.4 points)

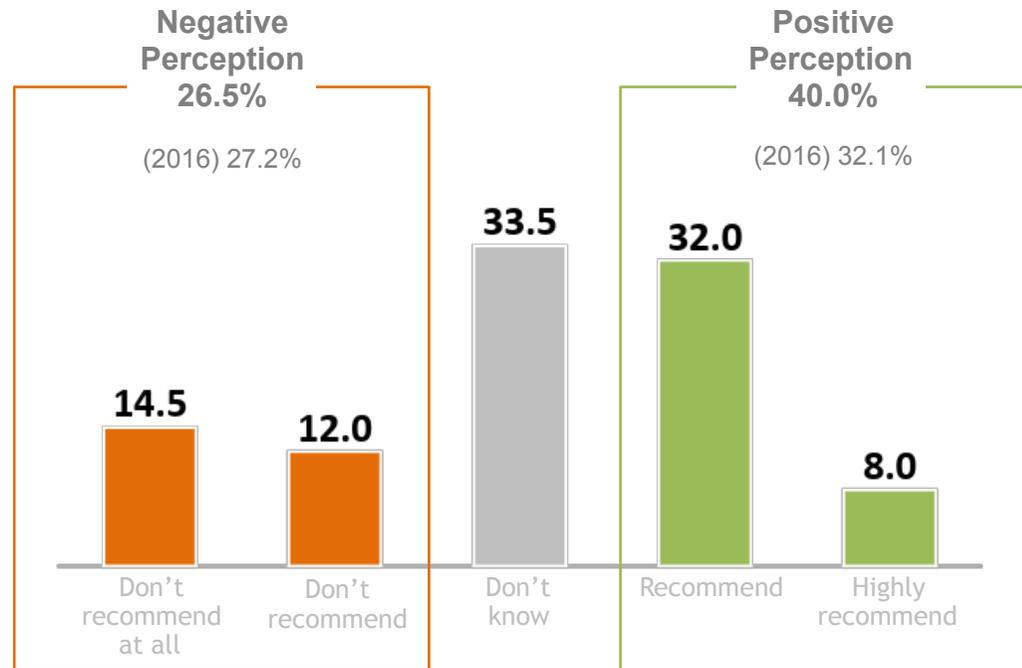


Q. How would you grade your company's CEO, out of 10? (1: unqualified, 10: excellent)

C-4. Survey responses from current startup employees

1/3 of current startup employees would recommend their employer to acquaintances

40% of current startup employees would recommend their own company, showing approximately an increase of 7.9 points from the year before. The reasons given were “open corporate culture,” “future growth,” “benefits,” etc.



- Q. Would you recommend the company you are at to your acquaintances?
- Q. What is the reason for your answer?

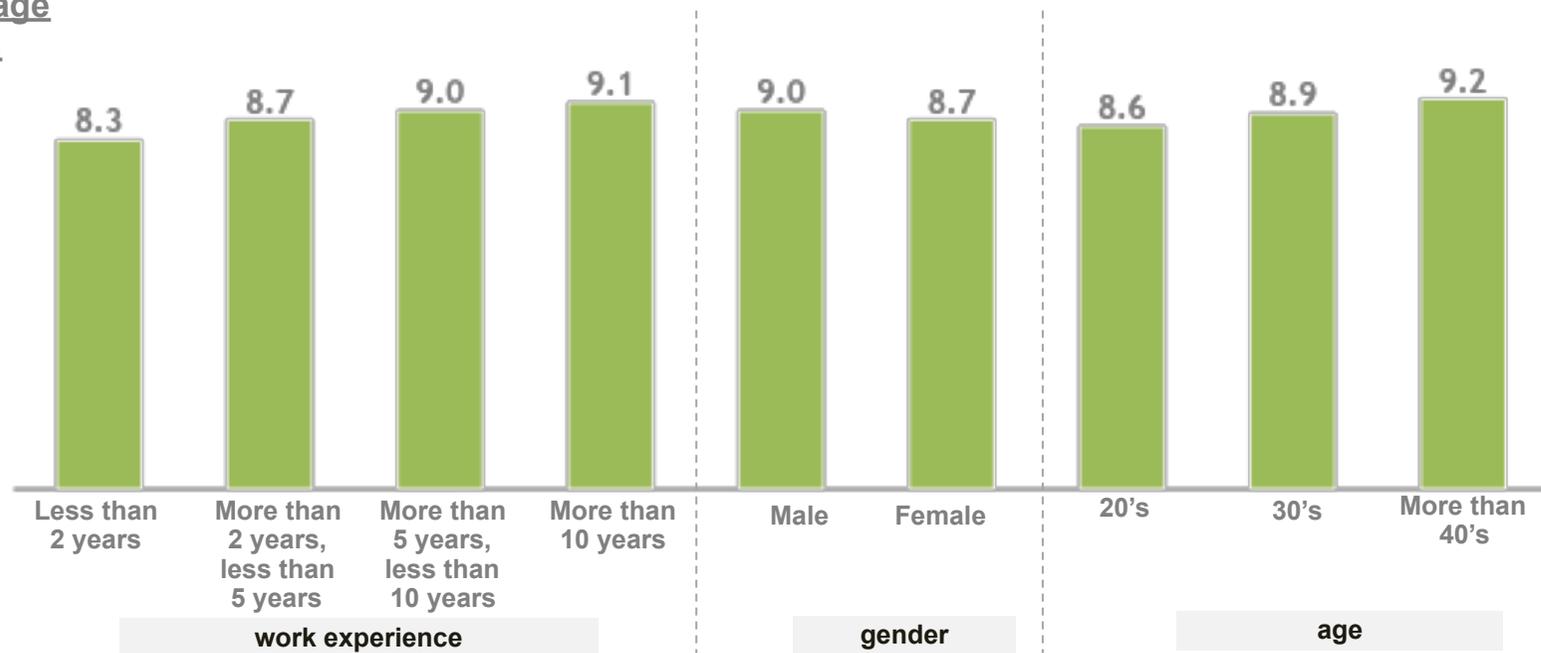
C-4. Survey responses from current startup employees

Korean startup employees work 8.9 hours per day on average

Answers show that Korean startup employees work 8.9 hours per day on average.

The average work time increases slightly if the respondent is male, has greater work experience, and/or is older.

Total Average
: 8.9 hours



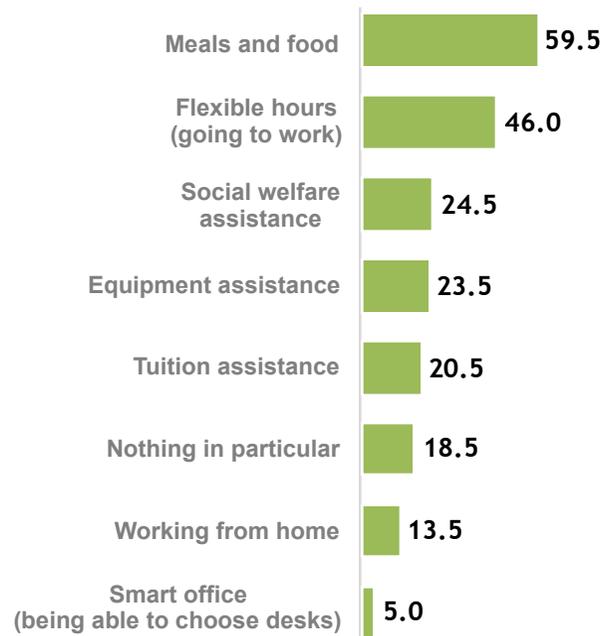
Q. On average, how many hours do you work per day?

C-4. Survey responses from current startup employees

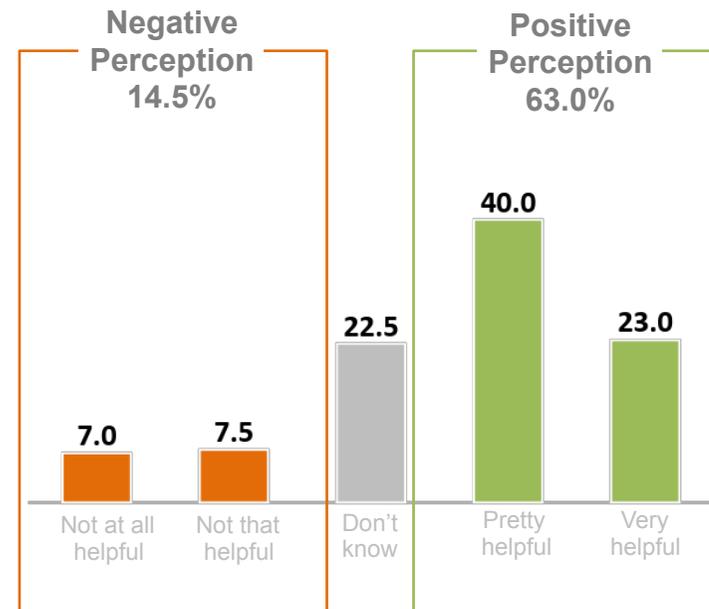
The most frequently offered benefits at start-ups are meals/snacks and flexible hours

The benefits that startups provide the most often were meals/snacks and flexible hours. Given that 63.0% responded that benefits enhance workplace performance, it appears that such benefits command a significant influence.

What benefits are provided? (N=200)



How helpful are benefits in enhancing job performance? (N=200)



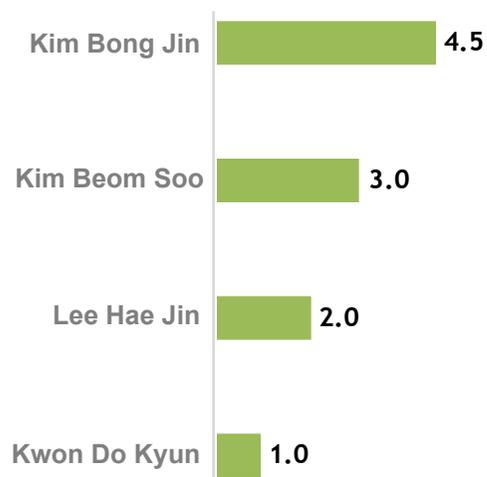
- Q. Does the company you work at provide additional benefits for employees' well-being?
- Q. How helpful are the company's benefits for enhancing job performance?

C-4. Survey responses from current startup employees

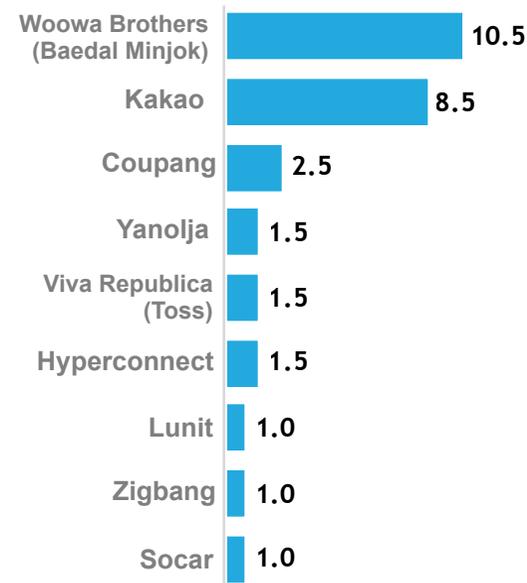
Positive perceptions of entrepreneurs Kim Bong Jin, Kim Beom Soo and Lee Hae Jin; and companies Baedal Minjok and Kakao

The survey shows that the most desirable entrepreneurs to work with were Kim Bong Jin, Kim Beom Soo, etc. and the startups with the fastest growth were seen as Woowa Brothers(Baedal Minjok), Kakao, etc.

The startup entrepreneur one wants to work with



The fastest growing domestic startup (by perception)



Q. Among startup founders, who would you most like to work with?

Q. What do you think is the fastest-growing startup in South Korea?

Startup Trend Report 2017



KOREA EXPOSÉ



For further inquiry on the report and related data

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