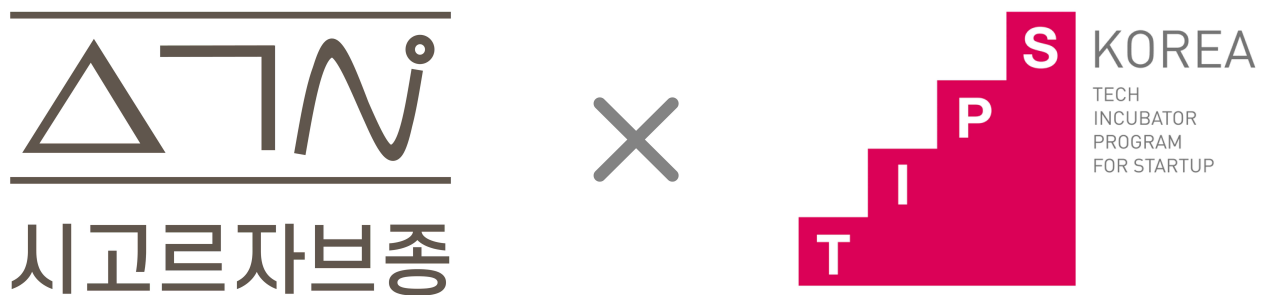


GIST student start-up company Sigorjavjong, selected as 'TIPS' by the Ministry of SMEs and Startups

- Operates 'Doggly', a shopping platform that analyzes the size of a dog through photos and recommends products
- Received up to KRW 700 million in support for 2 years... "Efforts such as advancement of computer vision technology within the platform"



GIST student startup company Sigorjavjong Co., Ltd. (CEO Joo-young Hong), which operates the artificial intelligence (AI)-based dog clothes recommendation shopping platform 「Doggly」, was finally selected as a target company for TIPS*, a technology startup support program hosted by the Ministry of SMEs and Startups in 2022.

* Tech Incubator Program for Startup (TIPS): A private investment-led technology startup support program created by the Ministry of SMEs and Startups to support early stage startups. When a private investor discovers a start-up and invests a certain amount, the Ministry of SMEs and Startups provides comprehensive start-up support such as R&D funds and commercialization support.

* Doggly website: <https://doggly.co.kr>

「Doggly」, which was officially released on July 20th by Sigorjavjong Co., Ltd., is equipped with a photo-based size analysis function. When a user takes a picture of a dog and uploads it to a shopping platform, the dog's body size is automatically analyzed and a suitable dog clothing size and product can be recommended for purchase.

「TIPS」 is a 'private investment-led technology start-up support' program that selects and intensively nurtures startup teams with innovative technologies. With this selection, Sigorjavjong Co., Ltd. has been recognized for its originality and technological prowess, and it can receive up to 700 million won in R&D funds and overseas commercialization funds for two years.

CEO Joo-young Hong said, "The selection of TIPS has laid the foundation for growth as a promising global startup in the future. In the future, we plan to focus on hiring additional AI developers and advancing computer vision technology within the 「Doggly」 platform, while aiming to expand our services to overseas markets such as the United States in the long term."

In April this year, Sigorjavjong received a seed investment of 100 million won from Mirae Science and Technology Holdings, which was jointly invested by four science and technology institutes (KAIST, GIST, DGIST, and UNIST). It is a

promising startup for science and engineering college students who have been selected for the 12th Daejeon Youth Entrepreneurship Academy, which is a data voucher project and public technology-based laboratory startup support project.

