



Gwangju Institute of Science and Technology  
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## GIST hosts preliminary start-up package IR pitching competition to revitalize start-ups in the field of artificial intelligence

- GIST (Gwangju Institute of Science and Technology, President Kiseon Kim) Business Incubator (Director Byung-kwan Jo) held an online IR pitching competition on March 15, 2021, as an investment promotion briefing session to revitalize start-ups in the field of artificial intelligence.
  - In 2020, the GIST Business Incubator organized the 'IR Capacity Building Program' to improve investment potential of start-up companies as well as a 'marketing program' to strengthen awareness and competitiveness of start-up.
- The IR capacity building program includes △ analysis of start-up items and concrete concepts through mentoring (2 times) △ providing presentation scenarios for IR pitching and mentoring and △ the IR pitching competition was conducted in order to gain practical experience through IR pitching and Q&A while receiving expert evaluation.
  - Seven companies participated in the IR pitching competition ▲ the grand prize was won by Deep Farm Co., Ltd., which provides artificial intelligence



CCTV service with the function of detecting estrus of breeding cattle ▲ the best prize was won by Future Skills, which provides an artificial intelligence learning content platform through problem solving and ▲ the Excellence Award was won by Noris, which provides an office work automation program (Noris Engine) using AI technology. The grand prize received the GIST Business Incubator Award and 500,000 won in prize money, and the Best and Excellence Award received 300,000 won and 200,000 won in prize money, respectively.

- The CEO of Deep Farm Co., Ltd., Liu Wei, who received the grand prize, said, "Through the IR presentation, I learned how to effectively communicate the characteristics of a product or service. I am grateful to all the people who helped me to gain practical experience through this good opportunity."
- GIST Business Incubator Director Byung-kwan Jo said, "Last year, the preliminary start-up package was able to find prospective start-ups with innovative ideas and support specialized quality programs. In the future, we will provide systematic support through a variety of programs to actively identify management difficulties for successful start-up companies and help solve them."
- GIST Business Incubator was selected as the organizer of the 2020 preliminary start-up package support project (AI) by the Ministry of SMEs and Startups to support specialized programs for business growth of prospective start-up items and advanced technologies.
  - In the 2020 preliminary start-up package specialization (AI), 11 best companies and 20 outstanding companies were selected, with excellent results such as KRW 4.8 billion in sales, 94 employees hired, and KRW 6.9 billion in investment during the period. In particular, it operated various specialized programs and education such as △ IR capacity building program △ marketing program △ AI-related start-up education, maximizing the effect of start-up support in connection with start-up related organizations.

