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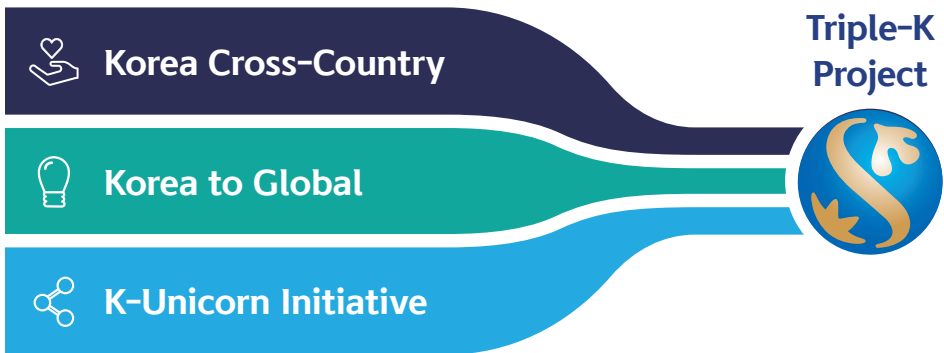
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Shinhan Financial Group, a leading financial group in the Republic of Korea, proceed the **<Triple-K Project>** to contribute to enhancing national competitiveness and to create an innovative ecosystem for growth led by finance.

For this purpose, the Group has changed its business management paradigm to “a company that invests,” and has been committed to **systematically growing and supporting** startups that will lead the growth of national industries, going beyond the boundaries of financial support.



Harnessing its past experience of cultivating and investing in startups, **Shinhan Financial Group** has founded and operated 『**S² Bridge**』(**Shinhan Square-bridge**), a growth platform that comprehensively mobilizes the steps of incubation, accelerating, and open innovation, in combination with global network.

S² Bridge = Shinhan x Start-up + Bridge

A platform to bridge between Shinhan Financial Group and startups for building ecosystem for innovative growth, global expansion and promotion of growth of startups into unicorns

S² Bridge alumni

300 +

Attracted funds

130 billion won +

Corporate value increased

350 billion won +



With 『S² Bridge』, Shinhan Financial Group is determined to discover startups armed with innovative technologies and grow them into innovative startups that lead the Fourth Industrial Revolution until they emerge as new global unicorns.

『S² Bridge Seoul』 supports the scale-up of enterprises based on its know-how of fostering startups in various sectors, accumulated during the four years of experience that started in Shinhan Do Dream Space in 2018.



SEOUL

Open Innovation



Specialized program
(11 weeks)



Startup expert assignment



Occasions to collaborate

Match “legacy and mid-sized businesses” that need innovative technologies with “startups” that need a stepping stone into business expansion, and support the scale-up of startups.

Incubation



6 months program



Result analysis and strategy build-up



Help pull investments

With our support program, we pick startups looking for investments and provide suited incubation programs to help them grow and self-support through sale increases and investment attractions.

Startup festival



Culture festival with startups and artists

Festival startups collaborated with cultures including, concerts, lectures, and experiences.

Startup Networking



Hold regular “Monthly Find” to facilitate the networking in startup communities

Networking sessions provided every month as a chance to meet, share insights and collaborate with other startups, various experts, and investors.

『 **S² Bridge Incheon** 』 supports the growth of startups by establishing a system of fostering all funding stages of startups and creating dedicated funds, from early-stage startups in the build-up stage to global startups trying to expand into overseas market.



INCHEON



Provide fostering system for startups in all funding stages



Provide substantiation and open innovation by creating clusters of innovation



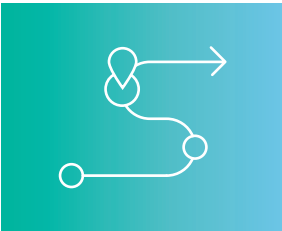
Create an innovative investment ecosystem through domestic AC&VC linkage and operating exclusive funds for 『S² Bridge Incheon』



Support expansion of global contents and networking



Offering free space including office and studio



Incubation Membership (Build-up)

We provide startups at the build-up stage with tailored care and education programs based on growth level (demonstration support, consulting, and business support funds) to strengthen their business capabilities.



Accelerating Membership (Scale-up)

We provide startups at the scale-up stage with accelerating programs and the investment examination and links of startup-only funds to help their advanced growth.



Global Membership (Global Expansion)

Support for global partnerships such as startups' entry into domestic and overseas target markets, investment attraction, overseas expansion of domestic startups (outbound), and domestic expansion of overseas startups (inbound).

『S² Bridge Jeju』 supports various projects carried out to resolve social problems in Jeju and to raise the values of environment, resources, and agriculture in the manner of Collective Impact joined by startups with innovative technologies, the public sector, and private companies.

Collective Impact : Collective impact is the commitment of a group of actors from different sectors to a common agenda for solving a specific social problem, using a structured form of collaboration.



JEJU

Eco



Resolving environmental problems of Jeju

Generate value through upcycling, develop renewable energy, etc

Resource



Boost local economy with Jeju's resources

Secure national /global markets through professionalized producing and distributing system

Agriculture



Raise the potential and diverse Jeju's agriculture

Premiumization of current crops



Startup Growth Package

- Provide project funds and expertise needed for business growth
- Provide regular financial consulting (Shinhan Bank, Jeju Bank)



Networking in Jeju

- Linked to startup resources cooperated by JDC
- Networking with Jeju public/private institution partnered with Shinhan Financial Group Hope Foundation



『S² Bridge』 Space

- Provide priority opportunity to use the space for networking / meeting / coworking
- Support startup events utilizing the space

『S² Bridge Vietnam』 facilitates cross-border and cross-sector partnerships for Korean startups to create shared value in the Vietnam community.



The selected Korean startups aiming to enter the Vietnam market may get support on

- Engaging with potential consumers by accessing the Vietnam Living Lab
- Chances for localized product design and scale-up



People Pipeline Building for Business

- Vietnam youths, handicapped, and women selected for labor-market driven job training such as date labeling and emoji design.



Barrier-free Smart City

- Cafes & restaurants, schools, non-profits, and the government sector are mobilized to build the Barrier-free Smart Community for the visually handicapped.

* **Barrier-free: disabled-friendly**



Tech-based school community for rural area kids

- Build a tech-embedded school community for academic achievements.

『S² Bridge Youth』 supports the employments by matching specialized high schoolers and youth with startups.

Students are to improve needed skills through job training, and startups are expected to create social values through job matching and business support.



Job consulting

- Provide 1:1 customized consulting through AI analysis
- Help making portfolio based on personal features and quality
- Provide job analysis consulting based on the latest trend



Working experience

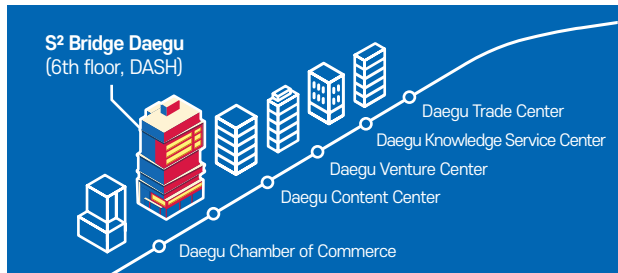
- Provide apprenticeship and internship at favored startups
- Issue a certificate of internship
- Opportunities to participate in job-related projects



Job training

- Job training and matching provided
- Help to improve understanding of the job (with working mentors)
- Provide startup-person matching based on the job training

『S² Bridge Daegu』 (to be founded in the first half of 2022) aims to establish an innovative growth ecosystem for startups that pursue “environmental” and “social values.”



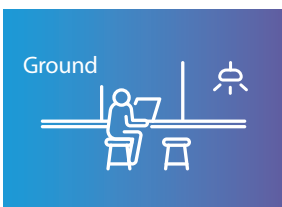
Fostering Startups with Eco-Friendly Business Models

- Main target: water industry, water tech enterprises
- Secure support network through national water industry cluster connection



Support Social Startups

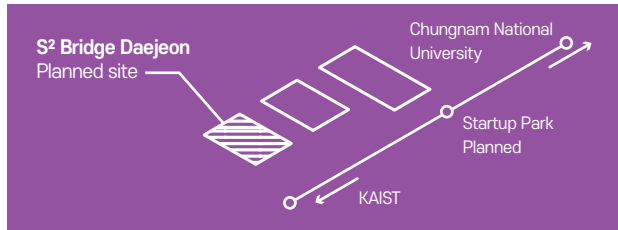
- Foster social startups more specialized in social values creation and local restoration than with efficient economic-value business model



Space Provided for AC-Investment

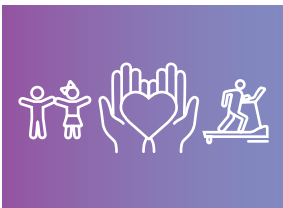
- To use 660m² space on the 6th floor of Daegu Scale-up Hub (DASH) operated by the Daegu Center for Creative Economy & Innovation

『S² Bridge Daejeon』 (to be founded in the second half of 2022) expects to achieve socioeconomic values through the growth of tech-based startups by forming a cooperative system with Daejeon city with the nation's best technologies and human talents.



Business Model

- Develop a model to demonstrate /commercialize innovative technologies
- Provide entrepreneurship education and consulting



Improvement Welfare

- Establish a high-efficiency system to concentrate on startup tasks
- Provide Silicon Valley startup/AC-level support (improvement in early-phase conditions)

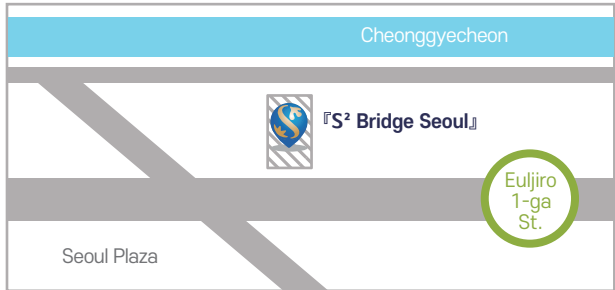


Global Investment

- Support for market globalization and attraction of foreign investment
- Partnership with global AC and support for entry into markets

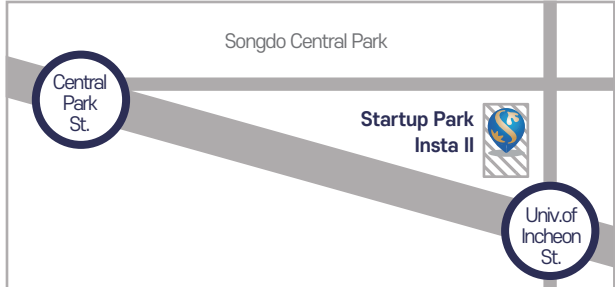
『S² Bridge Seoul』

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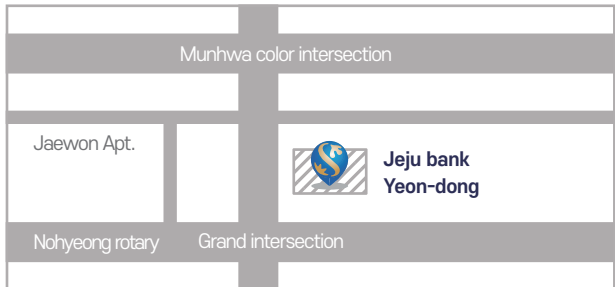
『S² Bridge Incheon』

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Yeonsu-gu, Incheon



『S² Bridge Jeju』

49, Shingwang-ro,
Jeju-si, Jeju-do



Hope. Together.

Shinhan Financial Group will do its best to make S² Bridge Asia's leading startup hub and to take the lead in creating an innovative ecosystem for the growth of Republic of Korea.

『S² Bridge』 will always be there for startups of Korea.



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