
2025 KMU International Student Startup Competition Announcement

The Kookmin University Campus Town Project Team will conduct the **2025 KMU International Student Startup Competition** as follows, selecting outstanding startup ideas from international students to enhance their entrepreneurial drive and opportunities.

9th, April, 2025
KMU Campus Town

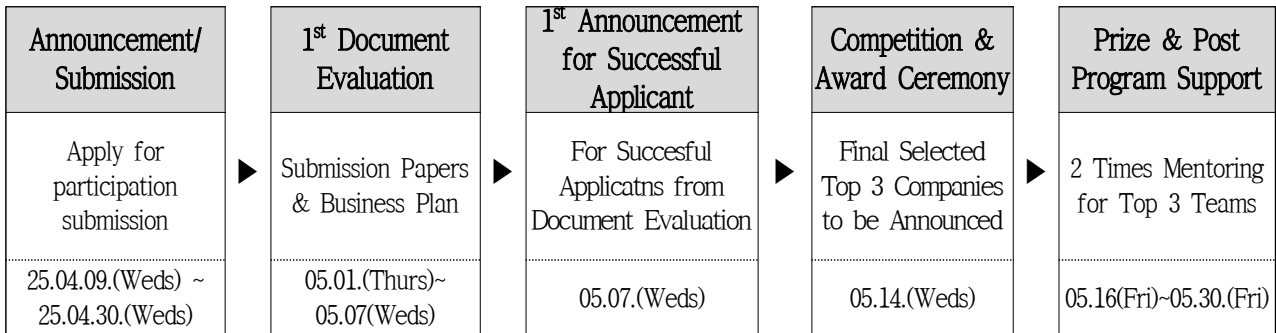
I Recruitment Overview

1. **Title:** 2025 KMU International Student Startup Competition
2. **Application Period:** April 9, 2025 (Wed) – April 30, 2025 (Wed) until 18:00
3. **Eligibility:** Foreigners residing in Korea and international students
 - Preliminary startups or startups with less than 7 years of operation
 - Overseas (preliminary) entrepreneurs operated by a representative holding foreign nationality
 - Applicants must be proficient in either English or Korean
4. **Categories:** Deep Tech, ESG Social Venture, and Innovation (Extended Reality, XR)
5. **Recruitment Scale:** Approximately 10 (preliminary) startup companies
6. **Prize Pool:** Total of 3,000,000 KRW in prize money
 - 3 teams will be awarded, each receiving 1,000,000 KRW
7. **Submission Method:** Submission via Google Form
8. **Submission Address:** ceo@thegarrison.company
 - Postal and in-person submissions are not accepted; submissions must be received by the deadline (April 30, 2025 (Wed) at 18:00)
9. **Inquiries:** ceo@thegarrison.company

II

Timeline

1. Operation Schedule



※ The above schedule is subject to change due to internal circumstances; if any changes occur, participants will be notified via email.

※ Results of the document and evaluation assessments will be individually communicated only to successful applicants; unsuccessful candidates will not receive a separate notification.

2. Schedule Specifics

- **Announcement and Application Submission**

Submission Period: April 9, 2025 (Wed) – April 30, 2025 (Wed) until 18:00

- **[Round 1] Document Evaluation and Result Announcement**

Document Evaluation Result Announcement: May 7, 2025 (Fri) at 14:00

- **Presentation Evaluation(Final Competition)**

Presentation Evaluation: May 14, 2025 (Wed) at 13:00

- **Final Result Announcement**

Result Announcement: May 14, 2025 (Wed)

- **Follow-up Support(Post Program Support):** May 16, 2025 (Fri) – May 30, 2025 (Fri)

※ The announcement of successful applicants will be posted on the Kookmin University Campus Town Blog and the Seoul Campus Town platform, and individual notifications will be provided.

III

Benefits & Supports

1. 1:1 Expert Mentoring

- Mentoring : 2 Times Mentoring provided for Top 3 Teams (Incorporation,

Tax/Accounting, IP, IT Development, Global Expansion)

- Prize for Top 3 Teams(1 Million KRW per Team)

2. Acceleration

- Schumpeter 3.0 1 Year Voucher, Corporate Innovation Trend Analyst License, MVP Development Coaching

IV Operation Details

3. Settlement Support and Internal Programs Provided from KMU

1. Announcement & Submission

- **Submission Announcement** : 9th April 2025(Weds)
- **Submission Period & Deadline** : April 9, 2025 (Wed) – April 30, 2025 (Wed) until 18:00
- **Submission Method**
 - ① Submission via Google Form
 - ② Inquiry(Email): ceo@thegarrison.company
- Submission Documents
 - Participation Application
 - Business Plan

2. Document Evaluation

- Evaluation Criteria

Num.	Category	Context	Point Distribution	
1	Problem Statement	Product Motivation & Problem Solving Ability	20 Point	Total 100 Point
2	Realization Possibility	Product Development & Commercialization Strategy	20 Point	
3	Growth Strategy	Financial Plan, Go-to-Market & Performance Strategy	20 Point	
4	Team Capacity	Founder & Team Capability	20 Point	
5	Domestic Market Strategy	Target Market Designation & Reasonable Background	20 Point	

- Evaluation Method : Document based evaluation from juries
- Final Announcement: 2025 May 7th (Weds) 14:00

※ The announcement of successful applicants will be made through contact with the representative or by posting on the Kookmin University Campus Town Blog.

3. In-Person Evaluation

- **Date:** May 14, 2025 (Wed) at 13:00 / 3rd Floor, Zero One Design Center, Kookmin University
- **Evaluation Method:**
 - **Presentation Evaluation:** 5 minutes presentation per team, followed by 5 minutes of Q&A
 - **PPT Presentation:** Format is flexible

Num.	Category	Context	Point Distribution	
1	Business Plan	1 st Document Evaluation Category	30 Point	Total 100 Point
2	Presentation	PPT Presentation	70 Point	

4. Follow-up Support

- **Support Period:** May 16, 2025 (Fri) – May 30, 2025 (Fri) 3 outstanding teams (companies) selected on-site will receive support.
- **(1:1 Expert Mentoring):** Two mentoring sessions will be provided to each of the three outstanding companies, covering areas such as corporate establishment, tax & accounting, patents, IT development mentoring consultation, and global expansion mentoring.
- **(Accelerating):** A 1-year subscription to Schumpeter 3.0, issuance of an Innovative Business Trend Analyst Certificate, and coaching for MVP development.
- **(Stabilization):** Participation in Kookmin University’s entrepreneurship programs, etc.

V Others

- The budget for this announcement will be provided by the Seoul Campus Town subsidy.

- It is our policy not to disclose the composition of the judging panel, evaluation details, or results.
- If any false information or omissions are found in the application or business plan, the selection will be canceled and the support funds will be reclaimed.
- Documents submitted by the applicant companies will not be returned.
- Please thoroughly verify your eligibility and other criteria before submitting your application.
- Any and all civil and criminal liabilities arising from imitating or plagiarizing someone else's technology or ideas will be borne solely by the applicant.
- If no suitable company is found among the applicants, no selection will be made.
- Applicants will be responsible for any disadvantages or liabilities resulting from their lack of understanding of the information provided in this announcement.

VI Inquiry

- **Inquiry** : The Garrison
 - Mail : ceo@thegarrison.company
 - Mobile : 010 2931 2595