



THE WORLD'S LEADING CENTER FOR
GLOBAL COMMERCIALIZATION

KAIST Global Commercialization Center

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Director of KAIST GCC
MUNKEE CHOI

In order to accomplish global commercialization of domestic ICT and Science & Technology for developing countries, the Global Commercialization Center (GCC) was established at KAIST.

KAIST GCC plans to construct a global cooperative network between Korea and developing countries to provide systematic support for global technology transfer and commercialization. While building a global cooperative network, KAIST GCC collaborates with KAIST ITTP and SNU ITTP - Global IT Technology Program of KAIST and International IT Policy Program of Seoul National University, which are IT-customized international scholarship program for foreign countries.

KAIST GCC will support many domestic institutes and companies to connect with partner companies in developing countries and open a new era of hope and happiness for our global development of international society through innovative technology commercialization.

PROFILE OF DIRECTOR

- Former President of ETRI, Korea
- Former Minister of Ministry of Science, ICT and Future Planning, Korea
- Professor, Dept. of Business and Technology Management, KAIST

VISION

Creating innovative economic value through the global technology commercialization

MISSION

Transferring technology for commercialization into value
Bridging the R&D Institutes, SMEs, Ventures to the demands

CORE VALUE

Focusing on partner countries' demand and needs
Revitalizing the ICT R&D performance of Korea into value creation

STRATEGY

Pursuing strategic cooperation among R&D Institutes, SMEs, Ventures, KAIST ITTP program, and developing countries



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GCC

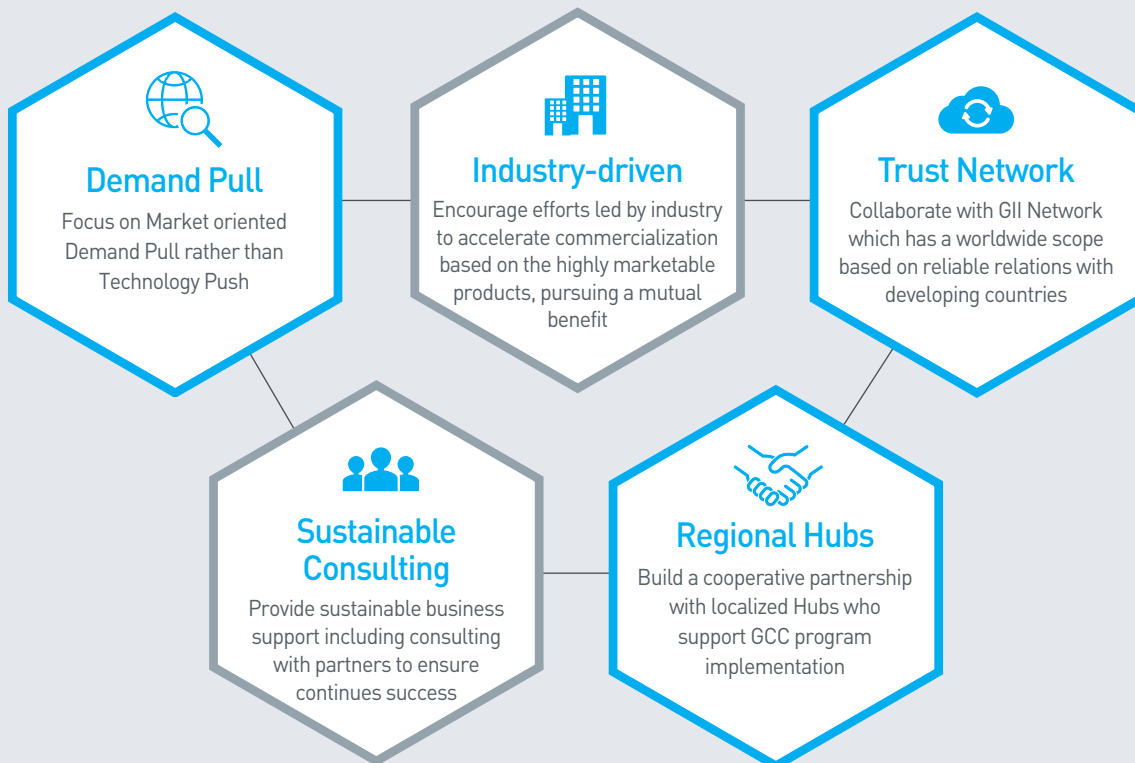
2015 Global Commercialization Conference for Innovative Development



NO.1 GLOBAL COMMERCIALIZATION SYSTEM FOR DEVELOPING COUNTRIES

KAIST GCC is a Global Commercialization Center established in 2015 to promote technology commercialization between Korea and developing countries. KAIST GCC focuses on ICT and scientific technology fields and provides global commercialization opportunity to domestic as well as foreign research institutes, SMEs and venture firms.

Five Key Strategies: Critical Success Factors



Case Study: Costa Rica

Technology Demand Survey: Digital Government and Carao Ventures

- Technology demand survey was conducted through government agencies, SMEs, and start-ups
- For the Latin American and Caribbean region, government agencies in Guyana, Peru, and Mexico were also considered.
- 17 specific technology fields are requested to KAIST GCC

Target and Matching Technologies

- After the analysis processed by GCC/ITTP, 19 technologies presented to Costa Rica
- Finally 7 technologies derived through the matching process between Costa Rica and KAIST GCC



THE MOST EFFECTIVE COMMERCIALIZATION PROCESS

KAIST GCC has established the most effective global commercialization process composed by three phases: technology targeting, matching and business enabling. KAIST GCC continues to develop integrated process including technology demand survey, technology matching, technology transfer, business model development and consulting with regard to global commercialization.

How to do Commercialization Process



01 PHASE Target Tech

- Constructs a cooperative network between KAIST GCC and regional hubs
- Conducts Technology Demand Survey through GII Channel
- Searches tech & demand in Korea (KAIST, ETRI, etc)

02 PHASE Matching Tech

- Identifies Target Tech at business and product level
- Derives Matching Tech based on technology demand
- Constructs DB for Target and Matching Tech (GCC technical information DB)

03 PHASE Business Tech

- Selects partner companies based on Matching Tech
- Commercializes Business Tech in local community
- Suggests business model
- Offers consulting service

Technology Classification Table & Survey Recipient Group

▶ To rapidly uncover more appropriate Matching Technology, the ICT technology classification table provided by MSIP in Korea was used.

- Classified 10 major categories in ICT technology fields

▶ Taking into consideration technology interest amongst target agents, conducted surveys to three different type of entities.

- Government Agencies
- SMEs
- Start-Ups

10 major categories

- Convergence ICT
- Mobile Communication
- Network
- Radio and Satellite
- Broadcasting
- Information Security
- Generic S/W and Computing
- Convergence S/W
- Smart Service
- Digital Contents

Technology Commercialization Method

Preferred mechanisms technology commercialization was composed by three different types of mechanisms:

Product Localization (PL)

There is an ICT product or service, however it requires support for the commercialization process in the domestic or foreign market -either in Korea, Asia, Africa, Latin America, for example. A joint business model is developed where profit is shared between the parties.

Co-Project (CP)

Looking for a "partner" with sufficient technical expertise to collaborate in order to commercialize a product or service. A collaboration initiative is started where the parties work together to develop a business product or service and commercialize it.

Technology Transfer (TT)

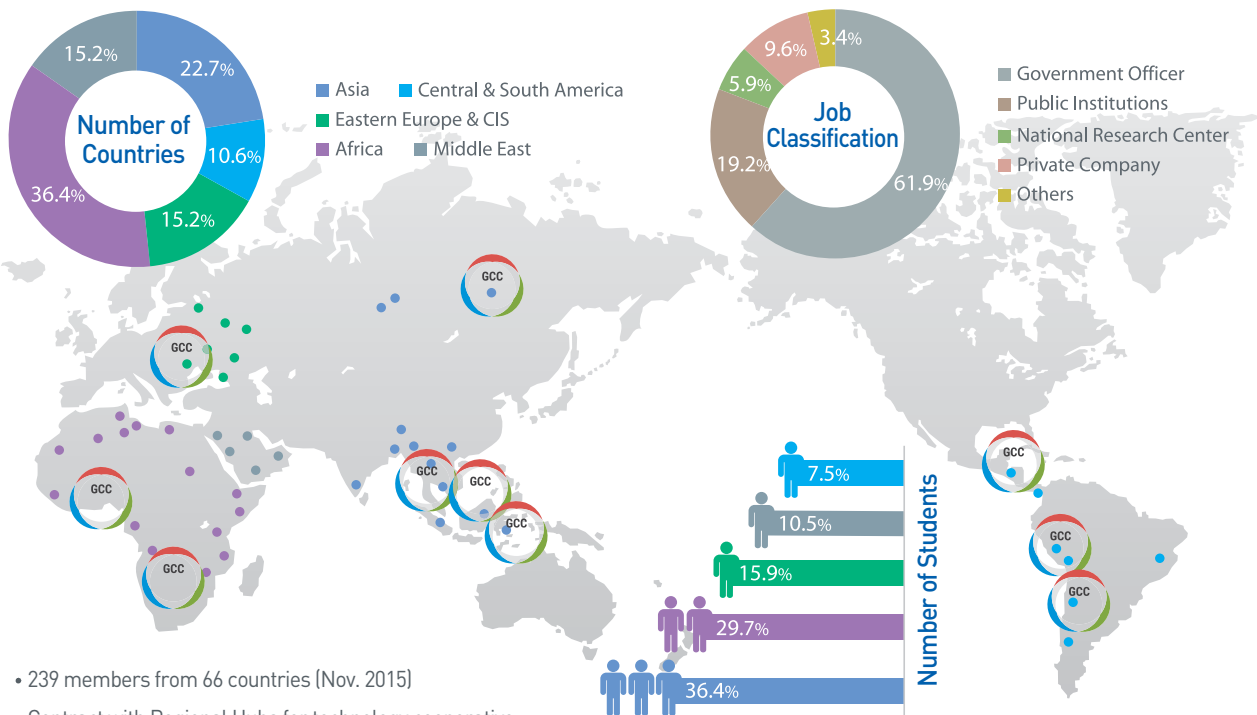
There is a business idea that requires some specific technology. Developing countries may receive the technology or intellectual property as well as training to develop a product or service in their country.

GLOBAL COOPERATIVE NETWORK FOR TECHNOLOGY TRANSFER

Using the network of international IT Leaders members of the GII (Global ICT Innovation) Network, KAIST GCC builds a cooperative network between Korea and developing countries to provide systematic support. KAIST GCC will serve as an enabling bridge to find, initiate and sustain technology commercialization opportunities.

Who are Regional Hubs and Windows in developing countries

※ GII Network, <http://gii.kaist.ac.kr>



- 239 members from 66 countries (Nov. 2015)
- Contract with Regional Hubs for technology cooperative network between Korea and target regions.

Case Study: Mongolia

Technology Demand Survey: MeGO (Mongolian E-Government Center)

- Mongolian SMEs participated technology demand survey through MeGO
- Initially, 14 specific technology fields are requested to KAIST GCC
- After the site visit, additional 7 technologies requested, total of 21

Target and Matching Technologies

- After the analysis processed by GCC / ITTP, 30 technologies presented to Mongolia
- Finally 10 technologies derived through the matching process between MEGO and KAIST GCC





KAIST (Korea Advanced Institute of Science and Technology) <http://www.kaist.ac.kr>

KAIST GCC (Global Commercialization Center) <http://gcc.kaist.ac.kr>

KAIST ITTP (IT Technology Program) <http://ittp.kaist.ac.kr>



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