

2025 Spring

# 2024 SICA Portfolio

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SICA 17<sup>th</sup> Presidency



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# About SICA

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## Social Innovation

### Creators' Academia (SICA)

was established in 2017 and is the sole academia of Yonsei University's Underwood International University (UIC).

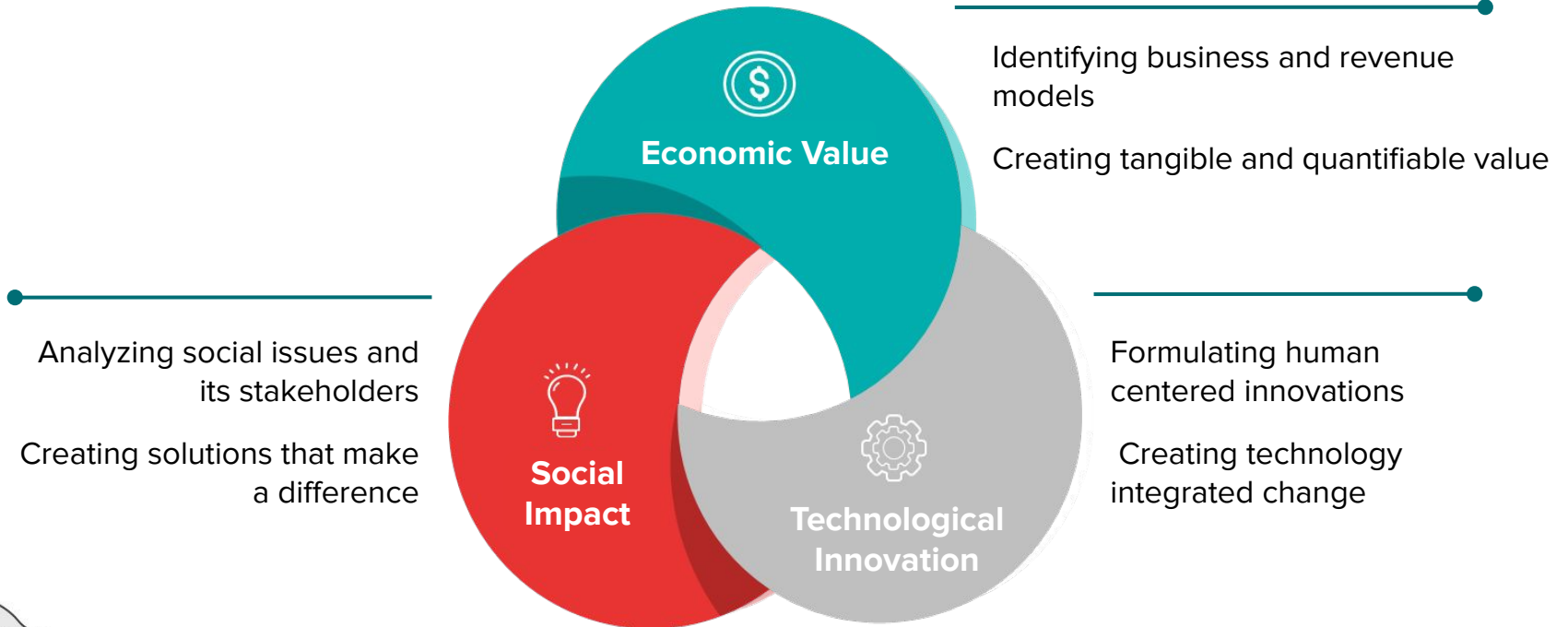
As the only academia of UIC, we strive to create a community where students with diverse interests and backgrounds make contributions to our focus areas and to achieve inter-sectoral social innovation.



“ *Incubating global social innovators* ”

# The Three Pillars

We approach social innovation through SICA's three founding pillars:





# SICA's History

- 2016** ○ Establishment of SICA
- 2017** ○ **Start of the Business Model Incubation:**  
“Aging Society, Smart City” and “ Child Education, Youth Problem”  
**Start of Workshops:** “The 4th Industrial Revolution”, “Single Society”
- 2019** ○ **Start of the Pro-Bono Consulting Projects:**  
“Sustainable Coexistence in a Growing Society”
- 2021** ○ **Spring/Fall Workshop with Makerspace i7 & IHEI**  
“Metaverse: Diving into the new age”
- 2023** ○ **Start of the Joint-Workshop with MSSA:**  
SICA x MSSA x POSCO IMP
- 2024** ○ **Spring/Fall Workshop with POSTECH MSSA:**  
“SICA x MSSA x ZUZU”, “SICA x MSSA x POSCO IMP”

# SICA's past achievements

SICA has been recognized in the past by various organizations for its achievements in pro bono consulting and startup incubation projects commenced annually.

2019



| Institute for Higher Education Innovation

2019 "Best Choice Award"

| Korea Social Enterprise Promotion Agency

2019 "The Best Pro Bono Award"

2020



| POSRI x SICA x Korea Social Enterprise Promotion Agency

"1st Public-Private Partnership Pro Bono Consulting"

| Institute for Higher Education Innovation

2020 "Social Impact Award"

2020 "MZ Choice Award"

2021



| Korea Social Enterprise Promotion Agency

2021 "The Best Pro Bono Award"

2022



| Korea Social Enterprise Promotion Agency x Ministry of Employment and Labor x Sangsangwoori

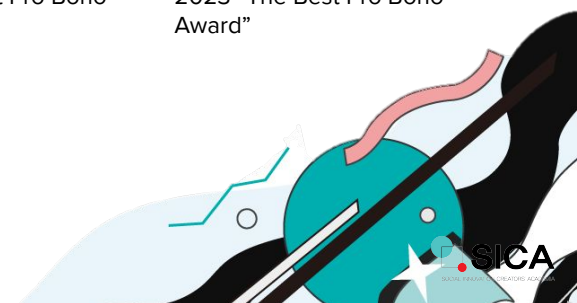
2022 "The Best Pro Bono Award"

2023



| Korea Social Enterprise Promotion Agency x Ministry of Employment and Labor x Sangsangwoori

2023 "The Best Pro Bono Award"



# Our People: Advisory Professor

Our advisory professor provides guidance to both operational and executional aspects of SICA

## Professor Michael Kim

- Ph.D. in East Asian Languages and Civilization, Harvard University, 2004
- Associate Vice President for International Affairs
- Director of Yonsei Center for Social Innovation
- Founding Member, Yonsei Underwood International College
- Associate Dean of Yonsei University Graduate School of International Studies
- Major Chair, Korean Studies Major, Graduate School of International Studies



# Our People: 17th Executive members

## Presidency



**Jonghyun Won**

CTM (23)  
President



**Seoyeon Lee**

ECON (23)  
Vice President



**Eunseo Baek**

ECON (22)  
Vice President



**Sunwoo Bu**

IS (23)  
Public Relations  
Department



**SungEun Kim**

IS (23)  
Personnel Development  
Department



**Minsuk Cho**

GRM (21)  
Finance Department



**Sumin Lee**  
SLICE - Founder



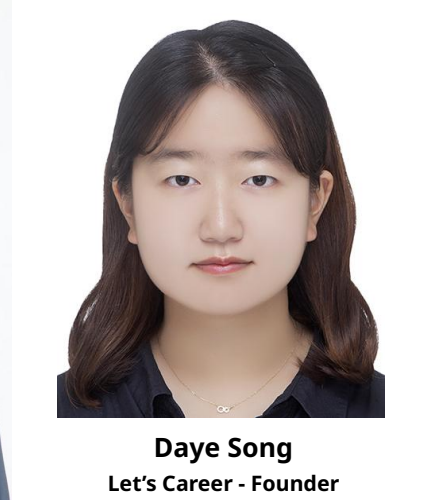
**Chiwon Lee**  
Cogito - Founder



**James H. Joo**  
William Moses Co  
Vice President



**Hyunggee Choi**  
RIGHT - Product Manager



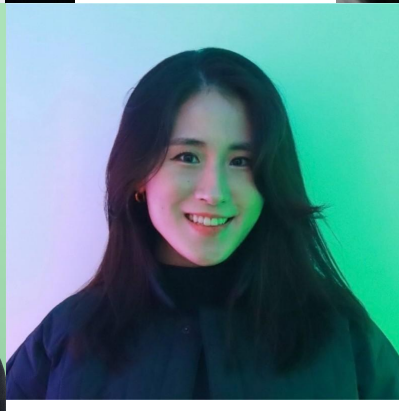
**Daye Song**  
Let's Career - Founder



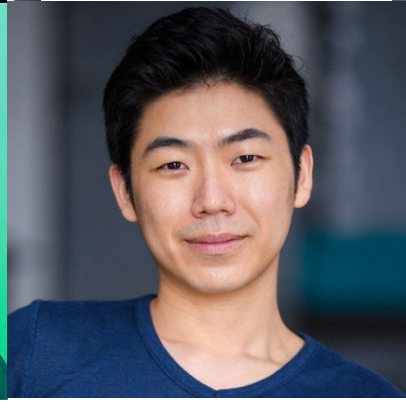
**Changwoo Choi**  
Naver Cloud  
Product Manager



**Taeho Kim**  
wrtn technologies  
Co-Founder



**Heejung Celina Jung**  
AmazeVR  
Product Manager Team Lead



**Kangsan Lee**  
Uber  
Senior Operations Manager



**Woongchan Seo**  
WFUNA  
Impact & Partnership Associate



# Our People: SICA Alumni Network

The SICA Alumni Network (SANA) network continues to grow every year. SICA Alumni are employed in a diverse range of companies where they continue to find sustainable solutions to society's problems

## SANA - Sica Alumni Network Association



### Insight Sessions

Share Career Insights,  
Project Feedbacks

### SANA Workshop

Case Study guide,  
1:1 mentoring

### Homecoming

Networking , Career  
Support

# Curriculum: Spring-Fall Program

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## Spring Startup Incubation

A project to discover and resolve specific problems of society through the creation of startups



## Fall Pro-Bono Consulting

A project to analyze and present business strategies in cooperation with domestic social enterprises

“ The two projects have different characteristics, but they are two ways to realize the **three pillars**. ”

Projects that introduce technology to solve social problems set an example for **technological innovation**.

SICA's business mindset increases the efficiency of the initiative, leading to **economic value**.

The ultimate goal of our project is to create a great **social impact** by improving the welfare of the community for those in need.

# Curriculum: Insight Sessions

Each semester, we invite different speakers from various fields to present lectures for their insights on various subjects ranging from career talks to business model innovation. Lectures are followed by an active Q&A session.

SICA

GS #1

SICA's 2024 Fall Pro-Bono Consulting Kick off Meeting



Presidency and PMs

Social Innovation Creator's Academia

SICA

GS #3

Consulting 101: Deck Building



Yoonseo Chung

Investor Relations Associate of Hanwha Life Co.

Social Innovation Creator's Academia

SICA

GS #4

Project Management



Jihee Han

Product Manager at Flipster

Social Innovation Creator's Academia

SICA

Interim

Pro-bono Consulting Interim Showcase with WFUNA



Interim Showcase

2024-2 Fall

Social Innovation Creator's Academia

SICA

GS #5

Essence of Brand Marketing and Business Managing



Yoojin Jeon

Team Lead of MyRealTrip

Social Innovation Creator's Academia

SICA

GS #6

Branding



Chungwon Allie Park

Strategic Consultant at InterBrand

Social Innovation Creator's Academia



# 2024 Spring: Startup Incubation

## “Empathy: Human-Centric Innovation in the Digital Era”

SICA has unique advantages in its expansive curriculum which connects students to experts in the industry and an expansive alumni who are willing to guide students.

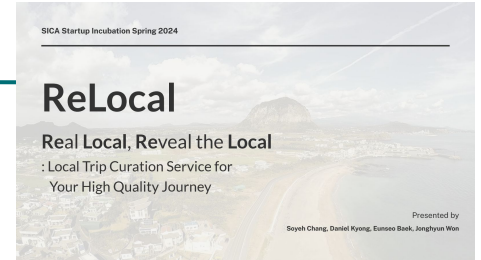


### Furfect

A platform that connects and supports animal shelters and prospective adopters.

### ReLocal

A local travel curation service that focuses on hidden-gem destinations



### WiseHands

A craft brand where handmade products created by seniors are shared by the younger generation.

# 2024 Fall: Pro-Bono Consulting

## “Co-Creation: Empowering Collaborative Innovation”

In the second half of 2024, SICA conducted a three-month pro bono consulting project for three startups through connecting with WUFNA.



2024 Fall SICA Pro-Bono Consulting  
PM | Jonghyun Won  
Members | Eunbin Song, Sungeun Kim, Sunwoo Bu, Hansung Jang

### Cookylabs

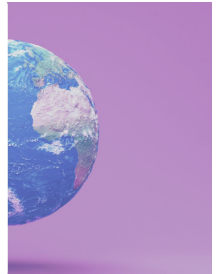
**Company:** Custom Cake Ordering Platform  
**Topic:** Strategy for Launching and Activating Platform

### BubbleShare

**Company:** Local SEO Content Services  
**Topic:** Branding and Marketing Strategy for U.S. Market Expansion

**BubbleShare**  
Marketing Strategies for B2B Services

Project Manager | Woon Na  
Project Members | Seoyeon Lee, Phuong Anh, Justin Lee



### DOOY

**Company:** Hong Kong Homemade-Style Soymilk Startup  
**Topic:** Online Marketing Strategies for Expanding the Female Customer Base

# KODEBOX ZUZU Consulting Project



SICA conducted a project on the secondary market entry strategy for ZUZU, an unlisted company shareholder management service under CodeBox.

## Market Analysis

Due to the nature of unlisted stocks, information asymmetry existed.

Currently, peer-to-peer trading of unlisted stocks is not actively facilitated.

## Solution Proposal

Proposed an initial secondary market entry strategy utilizing private investment partnerships.

Explored ways to increase peer-to-peer trading volume based on case studies.

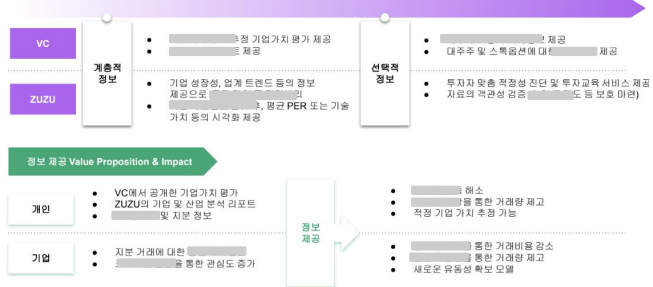
케이스 스터디 [해외] : Seeds(UK) & CrowdCube (UK)

지분투자형 크라우드 펀딩 사업 모델은 이미 해외에서 다수의 사례를 통해 검증되었다. 영국 기업 SEEDRS, CROWDCUBE를 선두로 지분투자형 크라우드 펀딩을 활용한 세컨더리마켓에서 비상장사 지분이 활발히 거래되고 있다

| SEEDRS   | crowdcube  |
|--|--|
| 2012년 개시<br>(2023)   | 2011년 개시<br>(2024)   |
| 지분투자형 크라우드 펀딩을 세컨더리마켓에 도입한 사례  | 영국의 지분투자형 크라우드 펀딩의 1위 기업으로 영국 시장의 기업을 보유                                       |
| 투자정보 멤버십   | 부가 서비스<br>개인의 주식 보유 정보 보호  |
| 거래 수수료: [ ]<br>액션 수수료: [ ]   | 수수료<br>거래 수수료: [ ]<br>액션 수수료: [ ]  |
| <ul style="list-style-type: none"> <li>매일 [ ] 상당의 거래가 세컨더리마켓에서 이루어지며 평균적으로 [ ] 수익률을 거둠</li> <li>Finance &amp; Payments 분야의 Revolut이 개인 거래횟수가 [ ]회로 가장 많았음</li> </ul> | <ul style="list-style-type: none"> <li>1300개의 스타트업에 대해서 [ ]명이 투자해있음</li> </ul> |

거래량 확대 및 활성화 방안: 정보 제공

ZUZU 서비스를 운영하며 얻은 정보들을 기업의 결정에 의한 범위에 따라 공개하는 것으로 기업에 대한 관심과 거래량을 확대할 수 있다. 이는 세컨더리마켓에서의 디스카운트를 통해 모은 트래픽을 유지하는데 핵심적인 역할을 한다



# POSCO IMP Consulting project



SICA provided promotional marketing strategies for core sector recruitment in collaboration with POSCO Idea Marketplace, a startup accelerating program hosted by POSCO.

## Market Analysis

Identified and analyzed issues after interviewing POSCO IMP.

## Solution Proposal

Conducted a presentation for POSCO IMP representatives.

Proposed solutions to pivot target audience selection and promotional methods.

Suggested strategic partnerships with local universities.

슬루션 1-1: 현 홍보 자료 내용 수정 - 경쟁사 분석 및 인터뷰 분석

경쟁사들의 홍보 문구 벤치마킹 및 마케팅 대상 인터뷰 분석을 토대로 POSCO IMP의 장점 및 프로그램을 잘 보여주는 홍보 공고를 작성해야 합니다.

**경쟁사 분석**

**핵심성공요인 (KSF)**

- 어떤 분야 스타트업에 지원하든지 명확히 표기
- 투자 등 [ ] 작성
- 네트워킹 기회 [ ] 어필
- 성공 사례 및 VC의 역할을 확실하게 알릴으로써 신뢰성 구축

**인터뷰 내용 분석**

- "지원 자격이나 [모집 대상]을 따로 작성하고 객관적인 지원 자격이나 주관적인 POSCO IMP가 원하는 [ ]의 좋을 것 같습니다"
- "포스코가 진행하던 제조업 기업이다 보니 제조업이나 관련 분야에 대한 [ ]이 있으면 좋을 것 같아요"

출처: 대학생 창업가 및 엑시트 성공 사례 인터뷰

**홍보 자료 내용 수정안 예시**

**개선사항**

- POSCO IMP에 [ ] 확실시하여 신뢰도 상승, 모집 대상 층기에 언급
- [ ] 구체적이거나 한눈에 들어오도록 수정, POSCO IMP의 특징 프로그램 언급
- 모집 대상 확실하게 작성하고 [ ] 언급하여 정보 전달 개선
- 소개하여 신뢰도 상승

Appendix 2. 창업가 인터뷰 내용 분석

POSCO IMP 모집 분야에 해당하는 스타트업들 창업 준비 중인 CEO와 엑시트에 성공한 CEO 대상으로 인터뷰를 진행 했으며, IMP의 홍보 [ ] 그리고 [ ] 대한 설명이 부족하다고 언급합니다.

**대학생 창업가**

**베르소나 프롬빌**

- 창업 지역: 한국
- 창업 계기: [ ]
- 창업 분야: 의료 기술 및 AI
- 비즈니스 운영 기간: 예비 창업가
- 창업 필수 요소: [ ]

**홍보 자료 인식**

- [ ] S, [ ] n 같은 글로벌 기업이나 CEO 소개가 될 경우 독전에 대한 정보가 부족하다.
- [ ] 지원 자격이나 [모집 대상]을 따로 작성하고 객관적인 지원 자격이나 주관적인 POSCO IMP가 [ ] 어떤 스타트업 유자에게 도움이 될 것 같다.

**POSCO IMP 참여 의의**

글로벌 진출 및 해외 수준을 보면 [ ] 인식이 되어 지원할 영투가 나지 않는다.

**임원 관련 참여 의사 및 인식**

스타트업 대표님들께 임원진이 직접 다가가고 회사에 [ ] 어떤 스타트업 유자에게 도움이 될 것 같다.

**유니콘 합병 및 Exit에 성공한 스타트업 대표**

**베르소나 프롬빌**

- 창업 지역: 한국
- 창업 계기: [ ]
- 창업 분야: [ ]
- 비즈니스 운영 기간: 11년
- 창업 필수 요소: [ ]

**홍보 자료 인식**

- 포스코가 전통적인 제조업 기업이다 보니 [ ] 나 [ ] 있다는 점에서 기대가 있지만, [ ] 등에서 높았다.
- IMP의 해외진출 배너 및 이미 [ ]에 대한 설명 및 정보가 더 들어갔으면 한다.

**POSCO IMP 참여 의의**

대기업 산하 VC들에 피칭을 진행한 적이 있었으나, 해당 기업에서 피칭이 출시된 사례가 있어 대기업 [ ]

**임원 관련 참여 의사 및 인식**

[ ]에 대한 설명 및 도움이 되기에 중요하다고 생각한다.