

# Invest KOREA Market Place

Invest KOREA Market Place (IKMP) is an online business matching platform available on Invest KOREA's website with information on approximately 300 Korean companies seeking to partner with foreign investors. This month, we introduce some outstanding companies in Korea's high-tech industry.

## COMPANY A



K-Biobank



3 businesses based on the COCD platform

Investment Requirement		Company Profile	
<b>Amount</b>	USD 6 million	<b>Patents and Certificates</b>	12 patents registered, including one for a device generating disease-specific risk gene mutation information through disease-associated gene mutation analysis
<b>Investment Structure</b>	Equity Investment, Joint Venture, M&A	<b>Financial Performance</b>	(Sales in 2022) USD 0.35 million

### Investment Highlights

- **R&D expenditure in the pharmaceutical industry continues to increase, but the number of new drugs is gradually decreasing.**

The market size of the pharmaceutical industry exceeds KRW 250 trillion, and it is expected to reach about KRW 300 trillion by 2026, while the pharmaceutical industry's R&D expenditure continues to increase worldwide. However, compared to the growth of the market size, the number of new drugs that have succeeded in R&D and released into the pharmaceutical market is decreasing, meaning that investment efficiency is low.

- **Potential for expansion of AI-based drug development market**

The AI-based drug development market targeted by the company is intended to minimize the time and cost spent on new drug development, and the market size is expected to expand from about KRW 800 billion in 2022 to about KRW 5 trillion in 2027. Currently, the FDA recommends referring to genetic information when approving a new drug, and the success rate of clinical trials of new targets and new drug candidates considering genomic data is higher than that of clinical trials conducted using existing methods.

## COMPANY B



Real Time Experience (RTX)  
Optimized operation solution of voice & content streaming quality



Smart Tutor Console (STC) Automatic & intelligent management of tutors



Learning Intelligent System (LIS)  
Recommendation-based personalized learning

Investment Requirement		Company Profile	
<b>Amount</b>	USD 10 million	<b>Patents and Certificates</b>	4 patents registered, including on demand mobile tutoring service device and method
<b>Investment Structure</b>	Equity Investment	<b>Financial Performance</b>	(Sales in 2022) USD 9.39 million

### Investment Highlights

- **Global Ed Tech market estimated at USD 295 billion (about KRW 354 trillion won) as of 2022**

Since Covid-19, the proportion of online learning has been increasing rapidly. Particularly in language learning, the proportion of online learning is rapidly growing by 25.6% per year, and this is expected to accelerate further in the future. Among them, the English learning market, which accounts for the largest proportion, is expected to be USD 43 billion (about KRW 52 trillion) by 2025.

- **Mobile 1:1 learning platform that allows to meet tutors with personalized curriculum**

The platform offers a 1:1 foreign language conversation learning service that allows students to learn at their desired time in real time without reservation 365 days a year/24 hours a day. With the introduction of AI learning services, it secures consistency in class quality and customer satisfaction by reducing deviations in class quality that may differ between human tutors. In the long term, the company plans to diversify the market by expanding the current conversation centered education into comprehensive foreign language education including reading, writing, and grammar through AI tutors.

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