



CASE STUDY

COUNTRY OF ORIGIN

Korea

FOUNDED DATE

October 2014

LAST FUNDING DATE

June 2019

FUNDING STAGE

Series B

TOTAL FUNDING

\$5M

HIGHLIGHTS

20% YoY
Revenue Growth

FOUNDING TEAM



Jinwook Lee
Co-founder & CEO

Jin has co-founded Brich to bring his passion to life, helping small classy retails to grow and sell globally. His career kicks off in eBay Korea where he was strategy manager. Since 2014 Jin brought Brich to the top 5 fashion ecommerce in Korea.



Sungyong
Co-founder & COO

Sungyong is co-founder of Brich and Jin's right hand. He has a very operational background and attitude. Definitely helped Brich reaching

DESCRIPTION

Brich provides a platform to small clothing stores which enables them to improve visibility and marketing in ways that traditional marketing and audience penetration methods don't allow for.

Brich gives enterprises the ability to connect with influencers, create an in-store experience digitally, and gives them online branding opportunities.

Today Brich is recognized as one of the top 5 fashion ecommerce in Korea with a team of over 50 people based in Gangnam-gu (Center of Seoul) and backed by investors of the caliber of Hyundai Technology and POSCO (a \$800M fund based in Korea with over 60 portfolio companies).

OUR CONTRIBUTION

Brich joined together with a group of South Korean organizations selected by Mind the bridge and our partner KISED (Korea Institute of Startup & Entrepreneurship Development).

They were selected out of an initial selection of 60 startups. Definitely one of the most advanced companies we worked with and very well recognized in their home country (top 5 fashion e-commerce in South Korea).

We helped them revamp their pitch, effectively for US investors, as they were preparing to fundraise their Series B. They closed their round a year later in South Korea of \$2.5M with investors like Hyundai Technology Investment and POSCO Technology.

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We got connected to many people able to help us when we are ready to expand into the US market.

- Jinwook Lee

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