



CASE STUDY

COUNTRY OF ORIGIN

France/Canada

FOUNDED DATE

2011

LAST FUNDING DATE

April 2019

FUNDING STAGE

Series B

TOTAL FUNDING

\$17.7M

HIGHLIGHTS

Raised \$13M to scale the Canadian market in 2019

FOUNDING TEAM



Charles Thou
Co-founder & CEO

Charles is one of the three co-founders of Agorize. He began his studies at HEC, where he set up a charity which produced films for NGOs around the world – V'idéaux, where he worked for a year, after attending secondary school in the Basque Country and university preparatory studies in Paris. This experience encouraged him to specialize in digital technology, and he obtained a master's degree in management and new technologies in partnership with Télécom ParisTech. There he met his two current associates, with whom he founded Agorize, a startup that specializes in organizing online open innovation challenges in 2011.



Aurelie Wen
Founder & CEO, NA

Aurelie Wen is CEO APAC at Agorize. She's fascinated by how crowds can foster innovation and solve problems. Her company connects big businesses with internal and external innovators through an online collaboration platform, engaging a community of 5 million employees, students, and startups in 185 countries.

DESCRIPTION

Agorize designs online communities that help organizations create, host, broadcast, and manage innovation challenges. It offers Studyka, a student challenges platform that allows organizations to access a community of international students, communicate their initiatives, and identify innovative ideas.

OUR CONTRIBUTION

Agorize first connected with the MTB team during our 2018 program organized to help European founded scaleups to expand overseas, called [Startup Europe Comes to Silicon Valley](#). Agorize was selected among the TOP EU Scaleup ready for an international expansion. At that time the company was already active in developing the Canadian country with their Founder, Aurelie Wen.

We supported Aurelie in getting exposed for a week of activities to high-level executives in the Silicon Valley startup ecosystem, such as New Enterprise Associate, VMware, LIME, Stripe, and Autodesk.

“

I have met great people, and made great connections

- Aurelie Wen

CASE STUDIES



CASE STUDY

COUNTRY OF ORIGIN

South Korea

FOUNDED DATE

2016

LAST FUNDING DATE

**December
2020**

FUNDING STAGE

Pre-A

TOTAL FUNDING

\$1.4M

HIGHLIGHTS

Raised \$1M to scale the South Korean Market in 2021 and expand globally (US and EU)

FOUNDING TEAM



Dong-Hoon Lee
Co-founder & CEO

Donghoon Lee is CEO of QSTAG. He studied biosensors at Sungkyunkwan University and obtained a doctorate. He has developed biosensor development capabilities by writing various SCI papers and patents. He started QSTAG in August 2016 based on his research during his Ph.D. He is running his business to achieve his goal of creating a world where everyone can live a healthy life.



Cheong (Lucas) Shin
CSO, South Korea

Cheong(Lucas) Shin is CSO of QSTAG. He graduated from Yonsei University with a major in chemistry and received a master's degree from KAIST with a major in nanotechnology. He joined QSTAG as an early member to study the healthcare startup ecosystem in depth. He is in charge of planning QSTAG Investment and overseas business.

DESCRIPTION

QSTAG provides a self-health monitoring platform to cover the current medical system of high costs and time-wasting. The products allow customers to manage their daily health at home in a cost-effectively and efficient way. The main product, QSCHECK, is based on the immunological electrochemical biosensor technology. Doctors and patients can check pathological conditions and possible diseases, and the results are automatically sent to the hospital. With this, the company can offer a hospital-level diagnosis informing patients about health condition or potential disease.

OUR CONTRIBUTION

QSTAG first connected with the MTB team during our Shinhan Scaleup Program-2021 organized to help Korean founded scaleups to scale and expand overseas. QSTAG was selected among the Korean Scaleups ready for an international expansion. When started the program, the company already launched his product on the Korean market and wanted to expand into European and US Market. We supported Cheong in defined the go-to-market strategy and to understand how to raise the next funding round with international investors. We also introduced the startup to some relevant players in the Healthcare ecosystem, both in EU and US .

“

We had meetings with product design, insurance and funding experts and we received advice and feedback from them. I also gained 500 followers during this program... which was a personal goal of mine!

- Cheong (Lucas) Shin



CASE STUDY

COUNTRY OF ORIGIN

South Korea

FOUNDED DATE

July 31, 2020

LAST FUNDING DATE

December 2020

FUNDING STAGE

Seed

TOTAL FUNDING

\$200K

HIGHLIGHTS

Built offline language learning community of 140k people. Launching app Feb 2021

FOUNDING TEAM



David Woodworth
Co-founder & CMO

Originally from Canada, David has been in Korea for 6 years now. He focuses on performance marketing, growth strategies, and product management. He co-founded the events company, Global Seoul Mates (GSM) in 2015, the Terrace cafe chain in 2017 and HiLokal Edu-Tech company in 2020.

Marcus Yun
Co-founder & CEO

Cheong(Lucas) Shin is CSO of QSTAG. He graduated from Yonsei University with a major in chemistry and received a master's degree from KAIST with a major in nanotechnology. He is also enrolled in Sungkyunkwan University Professional MBA to improve his management competence. He joined QSTAG as an early member to study the healthcare startup ecosystem in depth. He is in charge of planning QSTAG Investment and overseas business.

DESCRIPTION

HiLokal is a mobile app that makes native speakers productive. Our p2p network gives language learners and teachers the opportunity to learn and earn. With one touch, users get on-demand access to students or teachers. Once connected, users enjoy subtitles & translations, voice corrections, and a customized experience. As a social network, the best teachers rise to the top and acquire student followers. There is no compelling creator's marketplace for language learning on the market. We are building it now. The online foreign language industry is booming and now is the time to enter the market. Existing platforms in this space are using old technologies and methods. We are employing emerging speech-to-text, and AI driven Natural Language Processing technologies. Our team has 4 years experience working together, 30m USD exit total, and 140,000 user database from an existing language community business. Our team is our unfair advantage.

OUR CONTRIBUTION

Mind the Bridge was able to connect HiLokal with 6 high-level people (in ~3 weeks) in the areas of focus expressed and shared by their co-founder David: UX/UI Design, AI/Machine Learning/Deep learning, Marketing and Fundraising. We managed to put them in front of 1 of the best accelerators on earth (500 startups, and planning to introduce them to LAUNCH) for them to get more insights before deciding whether to apply or not. We recommended a # of different accelerators and explained who is best known and for what. We supported them on a daily basis "advisors" style for the period of the program and guided them through the different meetings as well as potential channels of work. We helped them with a 100% makeover of their pitch deck discussing also which annexes to add for different potential conversations. We gave details on the pros and cons of getting funded by the government VS getting funded by VCs.

“ I have met great people, and made great connections”

- David Woodworth



CASE STUDY

COUNTRY OF ORIGIN

South Korea

FOUNDED DATE

November 2015

LAST FUNDING DATE

September 2020

FUNDING STAGE

Pre- Seed/Grant

TOTAL FUNDING

\$275k

HIGHLIGHTS

The 1st 3D-printed snoring-treating oral device recognized by Ministry of Health in Korea in 2019

FOUNDING TEAM



Jay Park
Co-founder & CFO

Jay graduated from Stanford University in California and is an Executive Director at Lone Star Funds (a private equity firm) in NYC. He has an extensive experience planning/forecasting financials and interacting with investors. He has been managing/planning the finance of Pasamedi since 2018. Also, as a seasoned investment professional, he is organizing and producing all outside investor communication and marketing materials.

Chris Park
Co-founder & CEO

Chris graduated from Beijing University of International Business and Economics. He has assumed the role of CEO for Pasamedi since 2018. Initially, Chris developed/improved the manufacturing process of the 3D-printed oral device. As a trained marketing professional (Chris owns a separate medical marketing company), he is focusing on marketing / business expansion initiatives in Korea.

DESCRIPTION

Pasamedi produces a customized oral device ("Pasa") treating snoring/sleep apnea. Pasamedi sends a home-kit to patients directly and they can build their own dental impression models following included guide video and manual. Pasamedi designs the product based on dental impressions/jaw alignment models received from consumers using a proprietary 3D design/printing technology. The direct to consumer "D2C" model launched in Feb 2020 and Pasamedi just started FDA clearance to launch the business in the U.S in 2021. It has been clinically tested with more than 5,000 patients in Korea life to date.

OUR CONTRIBUTION

Through our Shinhan Scaleup Program 2021, Mind the Bridge conducted 6 successful meetings to help Pasamedi get ready to enter US market. By communicating 1-2 times weekly, we pinpointed Pasamedi's needs and connected to mentors and experts in the Healthcare industry. These meeting were focused to help build a branding strategy, advise on their sales strategy, regulatory and compliance related work for the US. We also connected them with Technical and Product experts to understand what technologies can be incorporated at the hardware and software level to drive meaningful sales, understand design principles for better user-acquisition in the US. Pasamedi was able to improve their pitch deck and messaging, they also received consultation offers for building their brand, and operate regulatory activities. They were also introduced to local players like CVS and Walgreens.

"...it has been quite a solid experience for me. For us, we hit the target of what we wanted to get out of the program..."

- Jay Park

BUSINESS CANVAS

CASE STUDY

COUNTRY OF ORIGIN

South Korea

FOUNDED DATE

July 6, 2020

LAST FUNDING DATE

January, 2022

FUNDING STAGE

Seed

TOTAL FUNDING

\$7.5M

HIGHLIGHTS

Typed brings together knowledge from different websites and applications into one single digital workspace.

FOUNDING TEAM



Woojin Kim (Andy)
Co-founder & CEO

Andy is CEO of Business Canvas. He finished his bachelor from Paris School of Business and acquired Master's degree from London School of Economics and Political Science. Before founding Business Canvas, he worked as M&A consultant at Deloitte.



Seungmin Yoo (Clint)
Co-founder & Head of Business

Clint is Head of Global Business and co-founder at Business Canvas. Previously, he worked at Greenberg Traurig and Kim & Chang law firm. He holds political science degree from Yale University and now he covers business development and operation to US and EU market.

DESCRIPTION

Business Canvas, founded in 2020 by CEO Woojin Kim, Brian Shin, Seungmin Lee, Dongjoon Shin and Clint Yoo, is hoping to solve the challenge that every knowledge worker and writer faces: spending more time on research and file organization than the actual content output they need to create.

Through their service 'Typed', an easy-to-use workspace that transforms scattered information into user's knowledge, they solve challenges faced by people who are tasked with ingesting information and producing writing or decisions based on that: lawyers, entrepreneurs, researchers, students and communications workers like journalists among them.

Since the launch of the closed beta test in February 2021, Typed has seen significant user growth, with 25,000 files uploaded and 350% month-over-month active user growth. It does not disclose active user numbers, but said that it currently has more than 10,000 users on the waitlist.

OUR CONTRIBUTION

Mind the Bridge was able to connect Business Canvas with 6 high-level people in the areas of focus expressed and shared by their co-founder Clint: Branding in US, and Media PR.

We managed Business Canvas to have 1 branding and communication contract with Penati & Partners and able to help them to be featured on TechCrunch as part of their press release after raising their pre-seed round of \$2M in Korea.

Moreover, through utilizing MTB's network, Clint was able to have meetings with number of experts including Vice President at Evernote, Head of EMEA at Canva, and more.

“ Phenomenal program prepared by phenomenal people at Mind the Bridge ”

- Clint Yoo





CASE STUDY

COUNTRY OF ORIGIN

United States

FOUNDED DATE

Nov, 2017

LAST FUNDING DATE

January, 2022

FUNDING STAGE

Series A

TOTAL FUNDING

\$7M

HIGHLIGHTS

Globaleur provides digital infrastructure driven by AI for companies in Travel & Hospitality and Mobility

FOUNDING TEAM



David Lee
Co-founder & CEO

David is Co-founder and CEO at Globaleur (Previously Explore.io). He graduated his bachelor at Emory University and earned Master's degree at Stanford University.

He previously worked at Deloitte and PWC consulting as Management consultant

He not only contribute his experty in his own business but also share his profession to early stage startups and young entrepreneurs through participating as mentor at MassChallenge and IASR Foundation.

DESCRIPTION

Globaleur, founded in 2017 by David Lee, is an American multinational technology B2B company that specializes in AI-powered digital solutions for travel companies, which include global destination contents API, personalized itinerary recommendation engine, and global travel inventories comprised of flights, accommodations, tours, and activities.

Globaleur help their partners grow through providing APIs, White Label, and Enterprise solution.

Even during Covid 19 when tourism sector negatively impacted, Globaleur has been successfully reaching 4x YoY growth every year with developing their clients not only limited to conglomerates but also to national government agencies.

OUR CONTRIBUTION

Mind the Bridge met Globaluer when they are preparing for Series A. Their main purpose was to raise capital, and Mind The Bridge was able to connect Globaleur to 10+ investors around the world.

Through in-depth assessment of Globaleur, Mind The Bridge was not only able to help Globaleur close their Series A but also led them to have POCs with international corporates.

Globaleur was able to have meetings with Amadeus, Ambassador Hotel Group, Yellow Ballon (Korean OTA), SK telecom, Hana Financial Group, AJ Capital Partners and more.

David, CEO of Globaleur, truly enjoyed our program and even having a weekly call with his assigned scaling manager from MTB.

“ MTB was instrumental on our startup journey to fundraise our Series A round. ”

- David Lee



CASE STUDY

COUNTRY OF ORIGIN

South Korea

FOUNDED DATE

Aug 12, 2019

LAST FUNDING DATE

December, 2021

FUNDING STAGE

Pre-A

TOTAL FUNDING

\$2M

HIGHLIGHTS

Everex proposes a new paradigm to the musculoskeletal rehabilitation market.

FOUNDING TEAM



Chan Yoon (Alex)
Co-founder & CEO

Chan is CEO and Co-founder of EverEx. Chan graduated from KAIST university (Top tier University in Korea) and earned MD and MS at Seoul National University.

Prior founding EverEx, he work as a orthopedic doctor at SNU Hospital and Seoul Bumin Hospital. While working at two different hospital, he recognized he recognized there is lack of continuous monitoring or rehabilitation protocol in knee musculoskeletal disorder rehabilitation and decided to solve such problem through founding EverEx.

DESCRIPTION

EverEx, founded in 2019 by Chan Yoon, provides effective and affordable knee disorder rehabilitation at home for patients.

EverEx's main product MORA and KneeEx provides daily personalized rehabilitation program based on user demographic data collection, user knee functional data and disease status evaluation.

EverEx's product has been recognized worldwide even before they finalized user test. Everex got into acceleration program from Samsung, NVIDIA Inception PProgram, TIPS, STP, Kibo, and Mind The Bridge.

OUR CONTRIBUTION

Mind the Bridge was able to support EverEx during KISED (One of the biggest startup supporting government agency in Korea) and MTB Global Acceleration Program for Startups. As regulations for digital therapeutics are strict in Korea, EverEx wanted MTB to help them to soft land in US market.

MTB was able to connect EverEx with 9 global leaders in med-tech field. Chan met 3 C-level executives from Med-tech scaleups, 1 Biotech VC, 1 Healthcare Insurance company in EU, 1 PR marketing expert, and 1 entity specialist lawyer.

“ Learned a lot! Now it's time to apply.”

- Chan Yoon



CASE STUDY

COUNTRY OF ORIGIN

South Korea

FOUNDED DATE

July 2019

LAST FUNDING DATE

Feb 2021

FUNDING STAGE

Seed

TOTAL FUNDING

\$700K

HIGHLIGHTS

CloudHospital's mission is to revolutionize healthcare access for everyone through technology, innovation, and devotion to our clients.

FOUNDING TEAM



Suleyman Nazarov,
CEO & Founder

Originally from Turkmenistan, Suleyman has an MBA from Hanyang University Management School. He has an extensive experience in M&A and PE. He is organizing and producing all outside investor communication and funding strategies.

DESCRIPTION

Founded in Seoul, South Korea in 2019, CloudHospital is an online platform helping patients around the world find the best providers for their needs regardless of where they are located. By investing in technology that takes the complexities out of world-wide medical services, cloudhospital can seamlessly connect millions of patients around the world to excellent medical services, both from the most demanding surgeries to the most accurate health checkups as well as the world's most advanced cosmetic procedures. CloudHospital enables hospitals and clinics around the world reach their global audience efficiently. The platform is available in English, Chinese and Russian and offers the best medical hospitals and clinics, including the best respected doctors in their field of expertise. CloudHospital offers 24/7 customer support.

OUR CONTRIBUTION

Through our Shinhan Scaleup Program 2021, Mind the Bridge conducted 6 successful meetings to help CloudHospital get ready to enter US market. By working together with the CEO we chose 3 main areas of focus: a) US Center of Excellence like UCSF b) Digital platforms like Airbnb and Expedia c) Western Insurances like AXA, BNP and Unipol. We also connected them with two prestigious accelerators in the US, 500 startups and NEMIC. All those conversations helped CloudHospital expanding their network and helped the CEO to learn about important aspects of the business in the USA. CloudHospital was able to improve their pitch deck and messaging, they achieved potential introduction to AXA and UCSF, both equally important for their business growth.

“
... it was very productive, we have learned how to approach initially the USA market...
”

- Suleyman Nazarov



CASE STUDY

COUNTRY OF ORIGIN

Italy

FOUNDED DATE

November 2013

LAST FUNDING DATE

June 2019

FUNDING STAGE

TOTAL FUNDING

ACQUIRED BY

TeamSystem

FOUNDING TEAM



Daniele Ratti
Founder & CEO

Daniele Ratti founded Fatture in Cloud after completing a degree in Informatics Engineering. He has founded multiple IT companies and has experience working as a developer.

DESCRIPTION

Fatture in cloud was founded in 2013, with the goal of providing cloud based invoice software to SMEs. The company disrupted the invoicing market in Italy by making all documents and data easily accessible by users anytime, anywhere. The platform also provides freelancers, startups and small business with deadline notifications and analytics about their business productivity. With tools for electronic invoicing, purchase management, mail delivery and tracking as well as consultants available in real time, it is no wonder why they have over 350,000 users today.

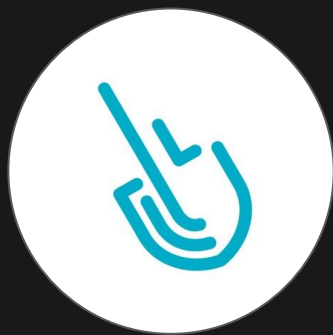
Fatture in Cloud was acquired in September 2015 by Team System for \$1.5m. Daniele Ratti maintains his position as CEO and continues to grow the company.

OUR CONTRIBUTION

Fatture in Cloud joined the Mind the Bridge Startup School Program in March 2015.

“What was my best experience in San Francisco? Mind the Bridge obviously! It was a great opportunity to understand Silicon Valley and I have learned to make great pitches. “

- Daniele Ratti



CASE STUDY

COUNTRY OF ORIGIN

United States

FOUNDED DATE

2013

LAST FUNDING DATE

Apr 28, 2021

FUNDING STAGE

Series F

TOTAL FUNDING

\$379.5M

HIGHLIGHTS

Unicorn

FOUNDING TEAM



Loris Degioanni
CTO & Founder

Loris is originally from a small village in Italy, where he began his journey as an entrepreneur, eventually leading him to Silicon Valley. Prior to Sysdig, Loris founded Cace Technologies, exited in 2010 to Riverbed for \$30M. In 2013 he founded Sysdig in his backyard and today the company has grown to become a market leader. With a background in computer engineering, Loris is currently the CTO of Sysdig and a role model for Italian entrepreneurs.

DESCRIPTION

Sysdig, Inc. is an open source company that helps organizations move to the cloud for digital transformation. Today the Sysdig Secure DevOps Platform uniquely addresses the challenges of securing containers, Kubernetes, and public cloud infrastructure. This way, it's trusted by hundreds of leading enterprises, including Worldpay by FIS, Yahoo Japan, IBM, and JW Player to confidently run modern cloud applications while managing security risks and meeting compliance requirements. Their latest round of financing positioned them as a Unicorn, with a valuation of \$1.19 billion. The financing was led by Premji Invest & Associates and Third Point Ventures. They are planning to use this latest round of funding to expand their global sales team and marketing to ensure continued growth.

OUR CONTRIBUTION

Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book. It has survived not o

"You should be thankful for something like Mind the Bridge, because I didn't know what I was doing and I didn't have anyone who could teach me what to do"

-Loris Degioanni