

## 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

