

Invaluable importance of getting to know oneself to prepare for self-employment

Youth self-employment: what do we need to do?

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Presenter Introduction



Jaemy Park(29)

- B.S. in MGT/CSE at UNIST
- M.S. in Industrial Engineering at UNIST
 - Research for AI-based anomaly detection
- CEO at THYROSCOPE INC.

Company introduction

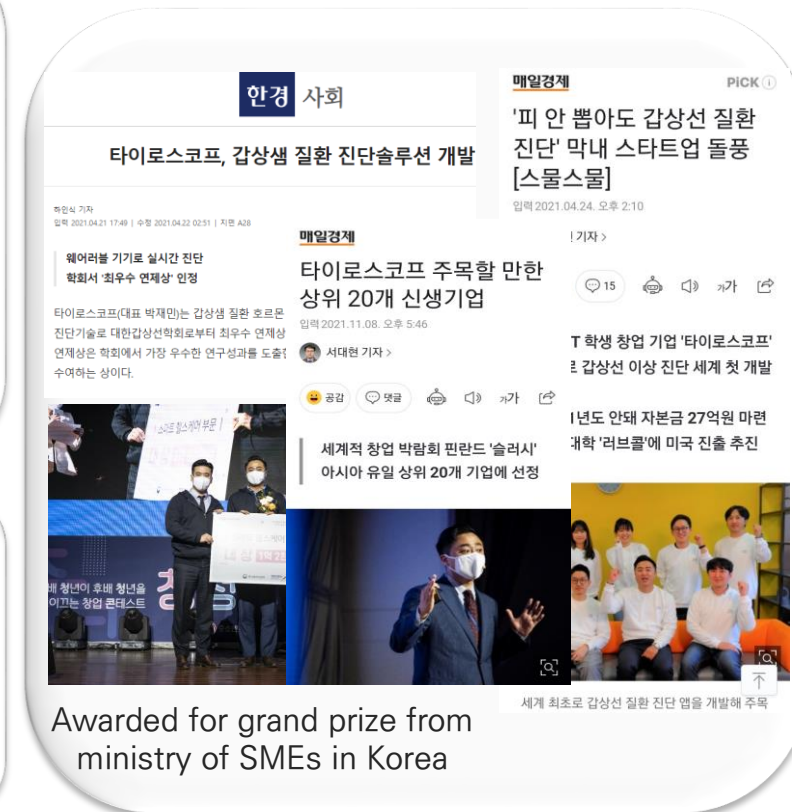
THYROSCOPE INC. founded in Apr. 2020.

➤ Performance & Funding

- ✓ Attracted 3 VC investments
- ✓ Conducting 4 National R&D Projects
- ✓ Grand prize in startup competition at digital healthcare area for 20s held by the Ministry of SMEs in Korea
- ✓ Passed 2021 Slush Semi-final round

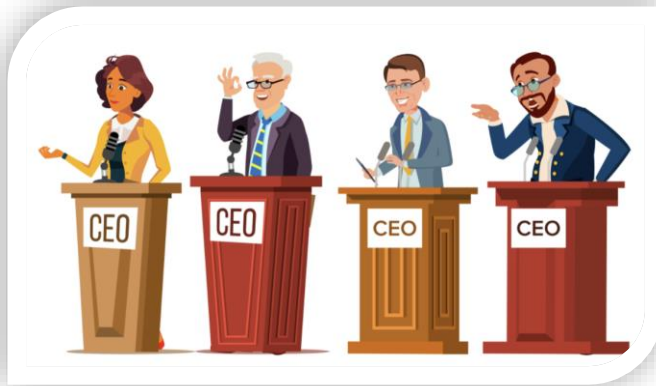
➤ Technology Development

- ✓ 6 Research publications and presentations
- ✓ 9 Patents registration & application in 5 regions
- ✓ US FDA and MDFS(Korean) approval procedures



Awarded for grand prize from ministry of SMEs in Korea

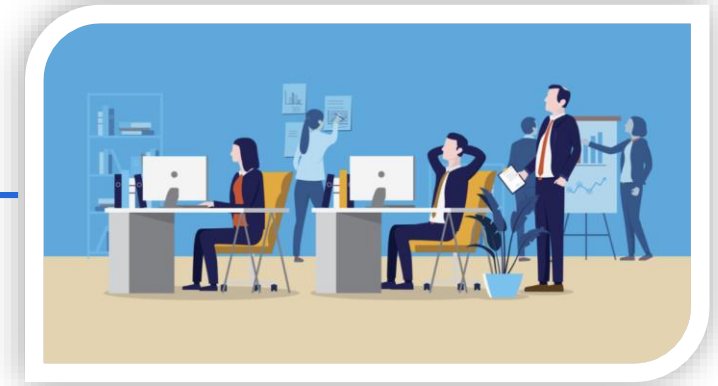
The Learning from Working as a CEO at a Startup



Meeting diverse startup founders & CEOs



Common characteristics of CEOs



Experiences of running a startup



Sharing two things which I learned throughout startup experiences

- 1) How did make CEOs decide to start businesses?
- 2) What was helpful for working as a CEO at a startup?

Concerns of Beginning a Startup

Can I manage people?
Can I run a business?
Can I be a CEO?



➤ When having difficulty of whether to go or not,
an answer might be ‘do it, and regret it’, rather than ‘not do it and regret it’!

Common Characteristics of CEOs



How did make CEOs
decide to start businesses?



How different are
their decision makings
from how I made the decision?



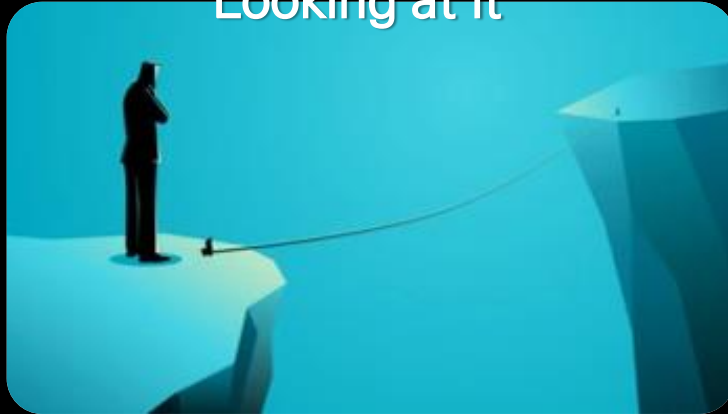
- Joining diverse startup events
and meeting diverse CEOs
from startups of early to late stages

Common Characteristics of CEOs

1) How did make CEOs decide to start businesses?

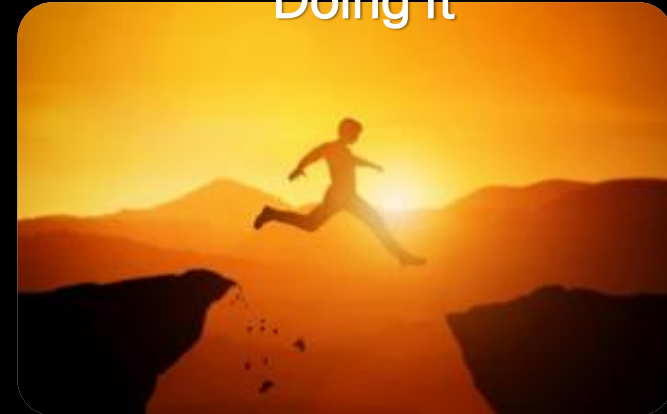
Most of the CEOs who I have encountered have no special differences to start businesses.

Looking at it



or

Doing it



- The answer I found lies on whether they did or not.
- Nothing really special for making the decisions, but they **just took actions** for what they want to do.

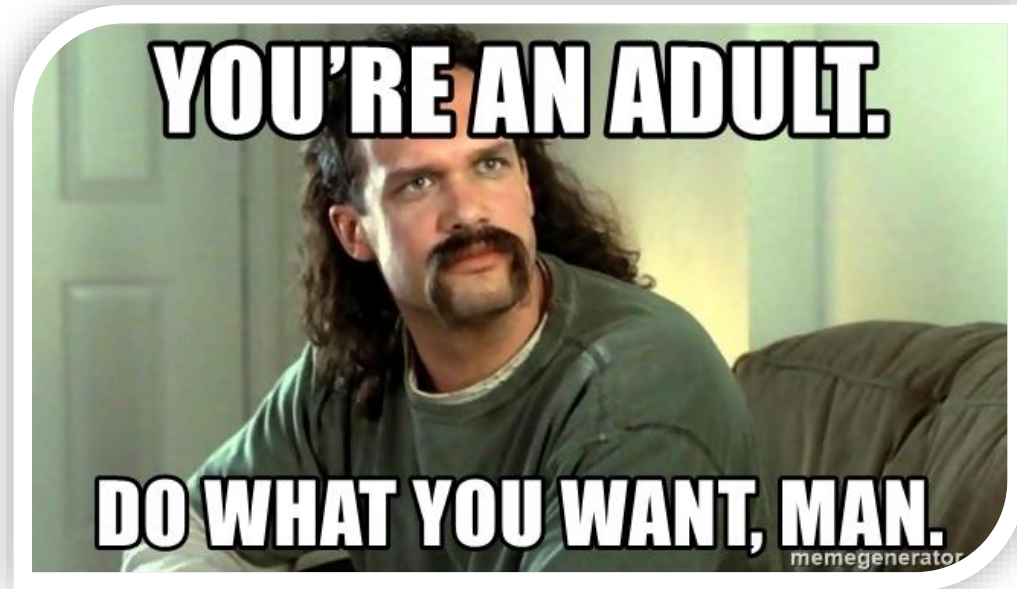
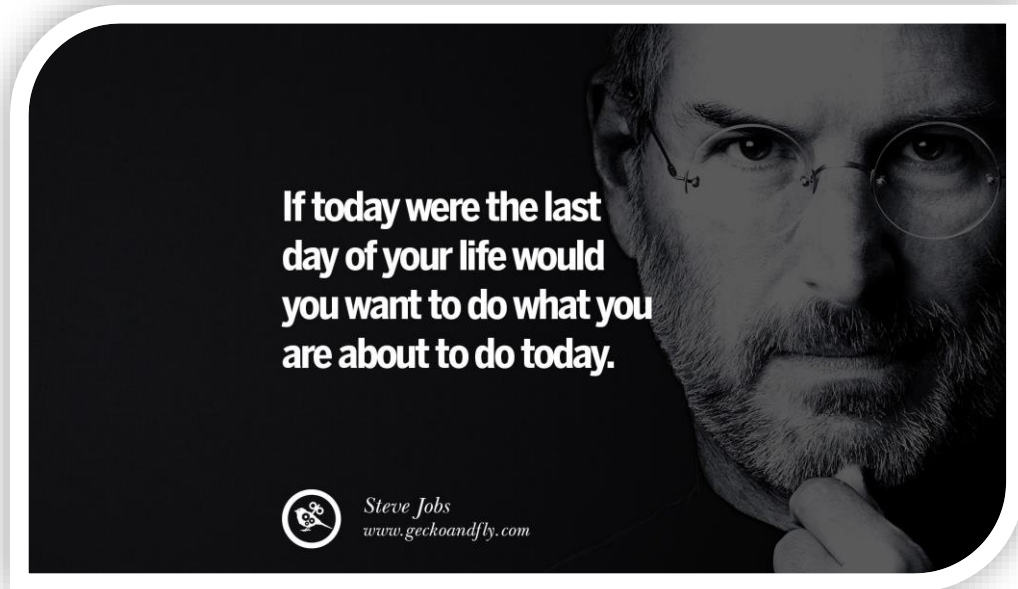
A General but Essential Problem

- ✓ 2nd Learning from Working as a CEO at a Startup: “ Trials and Errors ”



- As I have grown up, I had contemplated on **what I will do for jobs.**
- In reality, there are numerous sayings regarding how to select a job.

What I Want to Do?



...

- Truly inspiring words... “But I don’t get what I want to do?”
- ✓ What I had tried was: “So, let’s try what I like to do one by one”

Trying What I Wanted to Do



1) Fashion

I liked fashionable people, and being dressed up.

- Trying fashion designs
- But I realized I do not really have sense of it.



2) Education

I was good at private tutoring, and wanted to develop an education system.

- Participating in developing education system
- Different from what I expected



3) Stock investment

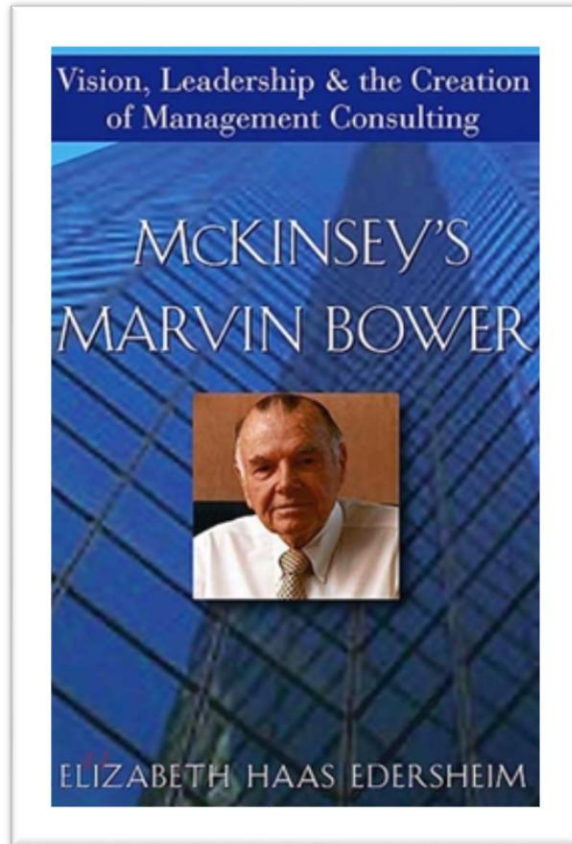
I liked to learn macro-economic forecasts.

- At the beginning of the investments, I earned 250% profits.
- With the Brexit at that time, I closed it with -50%.

➤ Even though they were just trials and errors,

I could expand the scope of learning, and eliminate what I do not want to do, thanks to them.

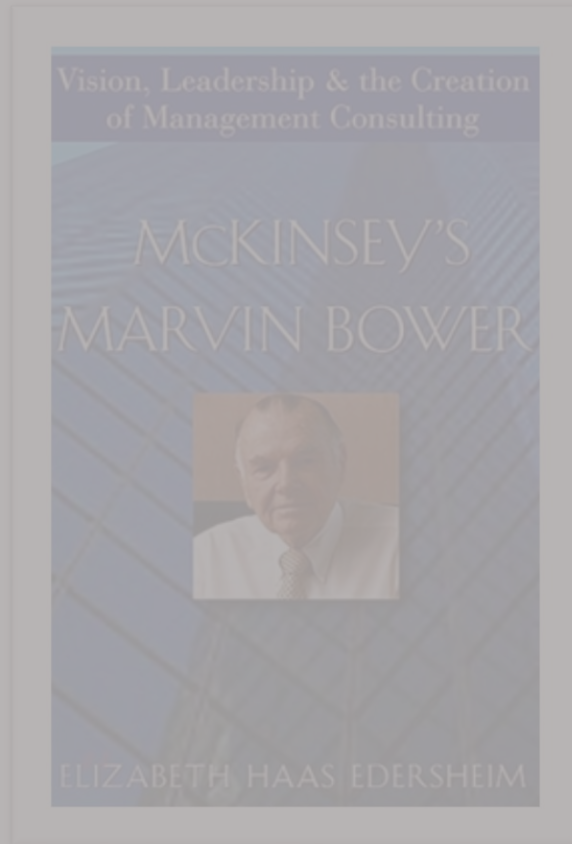
Trying What I Wanted to Do



4) Consulting

- I happened to know the McKinsey & company, and read the book by chance.
- Truly hooked up with the consulting
 - For every field with any problems, even for US government, the consultants were involved in the project and developed solutions for the situations.

Trying What I Wanted to Do



I truly want to experience consulting projects!

I happened to know the McKinsey & company, and read the book by chance.

→ Truly hooked up with the consulting

→ For every field with any problems, even for US government, the consultants were involved in the project and developed solutions for the situations.

Trying What I Wanted to Do



Establishing UNIST Consulting Association(UCA) which is connected to other universities abroad

- UNIST had run student consulting program with UIUC, KTH, Nanyang Tech Univ.
- Established more **consolidated student-led consulting association**, with advisory professors from each university.
- Attracted consulting projects from a hosting university for each of the semesters.
- Conducting **business consulting projects** with **company's C-level officers** from all over the world.

Major clients:

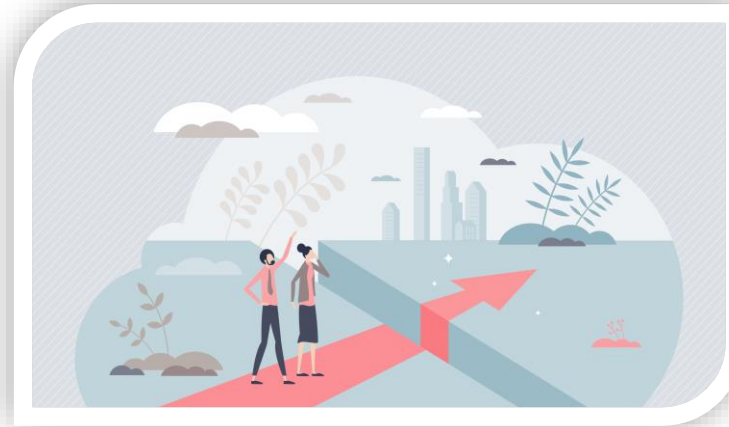


JOHN DEERE

CSL Behring
Biotherapies for Life®

The 2nd Learning from Working as a CEO at a Startup

Trying What I Wanted to Do



Learning useful frameworks
for handling business problems

Limitations of the role in
providing directions not actions

Starting the startup

“ Even though I turned to the startup, experiences of consulting projects were truly helpful for diverse problems and solving in startups. ”

Importance of Trials and Errors

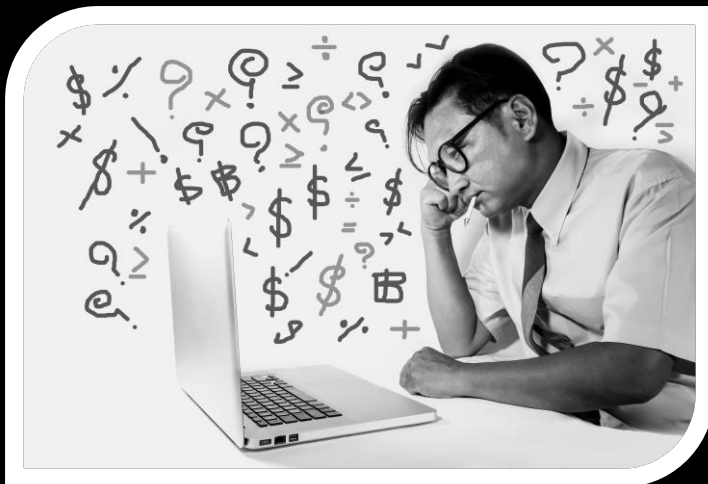
Numerous Problems
encountered

Can I manage people?

Can I run a business?

Can I be a CEO?

⋮

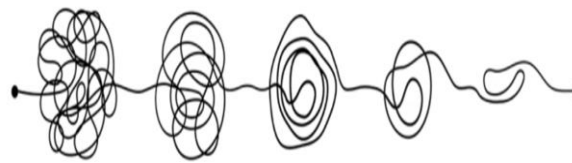


Previous experiences
of trials and errors



- Fashion
- Education
- Investment
- Consulting

...



Trials and errors laid foundations for
approaching problems which are
encountered as the CEO.



Importance of Trials and Errors

Numerous Problems encountered

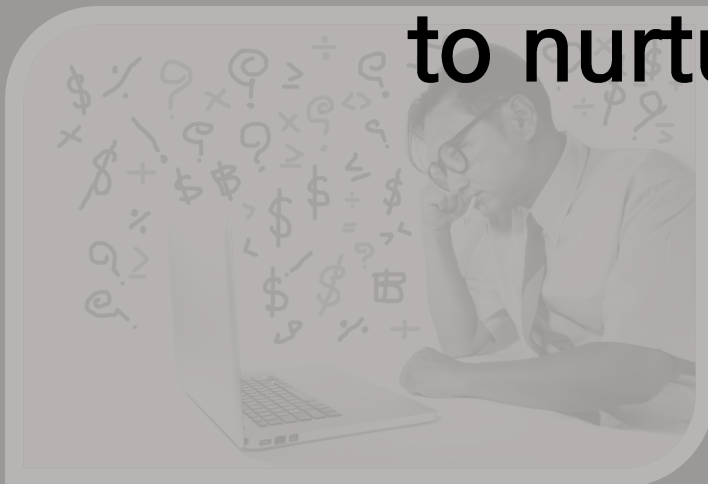
Can I manage people?

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⋮

The trials and errors truly helped to nurture “ Problem-solving skill ”



Previous experiences of trials and errors

- Fashion
- Education
- Investment
- Consulting
- ...

“ Experiences have become the ways of approaching problems which are encountered as the CEO. ”



A silhouette of a person in mid-jump, crossing a gap between two dark, rocky outcrops. The background is a bright, hazy orange and yellow sky, suggesting a sunset or sunrise. The person's shadow is cast onto the ground below them. The entire image is framed by a white border with rounded corners.

Many of the risks are mitigated by various support systems.

- The nurtured startup business environments in Korea and wide perception of it will lead to steady increases in self-employment in Korea.

Consulting-based Learning

Inventors of Consulting-based learning
for Entrepreneurship

UNIST
ULSAN NATIONAL INSTITUTE OF
SCIENCE AND TECHNOLOGY



Prof. Sung Chul Bae

UNIVERSITY OF
ILLINOIS
URBANA-CHAMPAIGN



Prof. Yoo Seong Song



Alumni of UCA

- Starting own business

THYRSCOPE

PURIMEDI



INTERX

NeeMo

- Working in startup ecosystems

mashup
angels

당근마켓

kakaoventures



Utilizing **Business consulting projects**
for **nurturing students' entrepreneurship**

- Great way of learning Business Problem-solving skills and preparing for starting own businesses



Thank you

If you have any questions, please feel free to contact us.

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