

<b>Name of Company</b>			
<b>Country</b>		<b>Industry/Sector(s)</b>	

**1. Contact Information**

<b>Representative</b> (Contact Point)	Name: <i>(Mr., Ms., Dr., etc.)</i>		
	Department:		Position:
	E-mail: CC:		WhatsApp:
<b>Company Address</b>			

**2. Company Information**

<b>Company Introduction</b>	<i>History and vision</i>
<b>Website</b>	
<b>Year Founded</b>	
<b>CEO</b>	Name: <i>(Mr., Ms., Dr., etc.)</i>
<b>Personnel</b>	<ul style="list-style-type: none"> <li>• # of Founders:</li> <li>• # of Staff:</li> </ul>
<b>Management Profile</b>	• <i>Name / Position / Experience</i>
<b>Shareholding Structure</b>	• <i>Founders / Employees / Investors etc.</i>
<b>Investment History and Plan</b>	<ul style="list-style-type: none"> <li>• <i>Year, Investor, Amount</i></li> <li>• <i>Plan:</i></li> </ul>
<b>Key financials</b> (Revenue)	• <i>Revenue for the past 3 years: 2019, 2020, 2021</i>

**3. Product and Market Information**

<b>Product/Service Introduction</b>	
<b>Differentiation</b>	• <i>What makes your product/service special?</i>
<b>IP and awards</b>	• <i>If any</i>
<b>Business Model</b>	
<b>Marketing plan</b>	
<b>Market &amp; Customer Analysis (local &amp; global)</b>	<ul style="list-style-type: none"> <li>• <i>Market analysis (including market size &amp; competitors)</i></li> <li>• <i>Target customers</i></li> </ul>

**4. Networking/Matching Needs**

<b>Desired Partner matching</b>	<ul style="list-style-type: none"> <li>• <i>Tech synergy? (ex. tech matching for upgrade or expansion)</i></li> <li>• <i>Market synergy?</i></li> <li>• <i>Other? (ex. venture capitalist, accelerator etc.)</i></li> </ul>
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<b>Name of Company</b>	GSIL		
<b>Country</b>	Republic of Korea (ROK)	<b>Industry/Sector(s)</b>	Smart city, infrastructure, AI

**1. Contact Information**

Representative (Contact Point)	Name: Mr. JC On	
	Department: N/A	Position: CTO
	E-mail: <a href="mailto:jcon@gsil.com">jcon@gsil.com</a> CC: <a href="mailto:jwlee@gsil.com">jwlee@gsil.com</a> (CEO)	WhatsApp: +82 10 1234 5678
Company Address	408 Startup Campus 3, 20 Pangyoro 289 gil, Seongnam-si, Bundang-gu, Gyeonggi-do Korea	

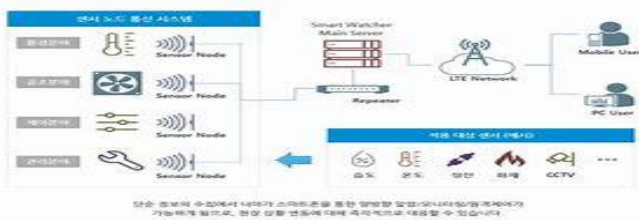
**2. Company Information**

<b>Company Introduction</b>	GSIL has been found in April 2013 after successfully developing DSRS system for DOOSAN ENC with DNV Korea. Long-term objective is to expand into public energy, traffic and other related field that will provide safely features to smart city.		
<b>Website</b>	<a href="http://www.gsil.com">www.gsil.com</a>		
<b>Year Founded</b>	April 2013		
<b>CEO</b>	Name: Mr. JW Lee		
<b># of Founders</b>	3	<b># of Staff</b>	8
<b>Management Profile</b>	<ul style="list-style-type: none"> <li>JW Lee / CEO / Doosan DSRS</li> <li>JC On / CTO / Fuji Xerox Korea</li> <li>SH Bae / CSO / LGCNS, KT</li> </ul>		
<b>Shareholding Structure</b>	<ul style="list-style-type: none"> <li>Founders 80%</li> <li>Employees 10%</li> <li>Big Bang Angels 10%</li> </ul>		
<b>Investment History and Plan</b>	<ul style="list-style-type: none"> <li>2016 / Big Bang Angels / 100,000 USD (seed)</li> <li>The company does not have the experience of fund raising but is looking to raise KRW1bn. The fund will be utilized for operations that will be needed in between contracts and payment periods, as well as hiring new teams to implement machine learning system and to analyze big data.</li> </ul>		
<b>Key financials</b> (Revenue)	<ul style="list-style-type: none"> <li>2019: 50,000 USD</li> <li>2020: 200,000 USD</li> <li>2021: 250,000 USD</li> </ul>		

**3. Product/Service Information**

<b>Product/Service Introduction</b>	<p>Safety management and employee management in construction sites are still largely done through analog method in contrary to its importance. Thus, 1) locating the exact location of employee after an accident, 2) safety inspection of construction equipment, 3) communication system between site, middle management and head quarter related to the accident, 4) monitoring system post completion of construction are still inefficiently managed. The communication between the management with regards to locating on-site employee needs to be done more quickly, and the system needs to be improved immediately.</p> <p>Safety management system of smart construction developed by GSIL is the solution designed specifically to prevent accident, support safety inspection and provide real time monitor of</p>
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Submit Registration Form and introductory material to [ybjn@aseankorea.org](mailto:ybjn@aseankorea.org) with copy to [izniza.albakri@asean.org](mailto:izniza.albakri@asean.org) by **Aug 5, 2022**.

	<p>construction site. This solution consist of sensor that can be easily attached to the safety helmet along with web or app based software. Construction workers' exact location, humidity, temperature and related environmental information can be managed through location tags even in areas where communication is difficult. Push alarm will be notifying the related personnel during accident or when workers press the emergency button. Efficient safety management can be achieved through risk matrix, which has been constructed based on variety of data, prioritizing locations on where safety management is needed.</p>
<b>Differentiation</b>	<p>The key differentiation is that it's specialized to the construction site. The company has been in cooperation with Halla Co., Ltd as well as Doosan ENC for 2 years since the company's establishment in 2013 to collect on-site feedback as the basis for the solution development.</p>  <p>Thus, on-site opinion has been largely reflected compared to any other solution. Perhaps the experience and clientele references the company has gained through multiple years of collaboration are also considered to be the key advantage. Not only limited to Doosan ENC, Halla Co., Ltd, Samsung engineering, Hanyang Co., Ltd, Daelim industrial Co., Ltd and Korea Rail Network Authority, Kangwon branch and many others are also included as our key clientele.</p> <p>Technical differentiation includes the in-house Risk Matrix. Based on vast variety of data that have been extracted from the site, it will provide integrated management of the site, equipment, process, and environment, System engine will rate the level of risk and prioritize the risk location, which will result in efficient management.</p>
<b>IP and awards</b>	<p>4 patent registered, 2 oversea patent applied, 5 domestic patent applied 2016. 11. Smart city exposition grand prize by the Minister of Land, Infrastructure and Transport</p>
<b>Business Model</b>	<p>Providing safety management solution in ASP form to the construction site is our profit model. Installation cost ranging from KRW20~200mil depending on the size of the construction site will be applied at the initiation of the project, and monthly maintenance fee ranging from KRW1~5mil will be applied. Normally 3~5 years will be the project duration for SOC business.</p>
<b>Marketing plan</b>	<p>On-site visit sales have been conducted during the development phase of the solution, but top-down solution advertisement and marketing has been done directly to construction agencies, communication providers and public government agencies since the completion of solution development.</p>
<b>Market &amp; Customer Analysis (local &amp; global)</b>	<p>First targets are the domestic construction corporation and government agencies that are related to civil engineering. The company plans to expand into plant market after sufficient reference has been collected. Industry safety management cost is around 2%, which equates to approximately KRW300bn, but they are inefficiently being utilized. Approximately KRW3.5trn of target market exists if 2% of the overall construction cost is assumed.</p>

#### 4. Networking/Matching Needs

<b>Desired Partner matching</b>	<ul style="list-style-type: none"> <li>• Would like to partner with a startup from Korea that specializes in constructing cloud-based data management systems to upgrade our current technology.</li> <li>• Although the company is healthy financially, we would also like to meet with investors (VCs), especially those that have invested in smart city or infrastructure startups.</li> </ul>
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