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**Small Business Owners! Improve Your Businesses  
with Customised Consulting Sessions**  
**- Applications for Small Business Owners Stable Management and  
Entrepreneur Fostering Consulting Sessions (March 28-) -**

- Small business owners facing business difficulties and prospective entrepreneurs will be provided management, brand and design, and digital transformation consulting services to enhance competitiveness
- Customised consulting sessions for startups and transitioning or expanding business models, as well as management improvement vouchers will be provided to nurture creative small business owners to become entrepreneurs

The Ministry of SMEs and Startups (Minister LEE Young) will provide the “Small Business Owners Empowerment Consulting Project” to afford customised support to management innovation, alleviate difficulties, and help realise creative management improvement ideas.

There are two tracks to the “Small Business Owners Empowerment Consulting Project”: the existing “Stable Management Consulting Sessions” and the new “Entrepreneur Fostering Consulting Sessions.”

① The “Stable Management Consulting Sessions” provide customised consulting sessions with professional consultants to alleviate burdens or difficulties related to management, brand and design, legal affairs, technology, digital transformation, and intellectual property. It will cover 90% of the costs for such consulting.

Depending on the assessment results of the business, business owners will receive consulting sessions for one to four days. This year, there will be focused support for group consulting sessions by sector (management and legal affairs, etc.) to mitigate the complex management difficulties of small business owners.

Approximately 3,200 businesses will be supported. There will be no screening; rather, businesses will be supported as quickly as possible after their eligibility is reviewed.

<b>Support Sector</b>	<b>Major Details</b>	<b>Days</b>
<b>Management</b>	Marketing, business promotion, franchise, finance and staff management, legal affairs, etc.	1-4 days
<b>Brand and Design</b>	Implement and enhance branding and design	
<b>technology</b>	Product and menu development, sharing of expertise, etc.	
<b>Digital Transformation</b>	Digitalisation of sales and management methods, moving online	

② The “Entrepreneur Fostering Consulting Sessions” include consulting sessions and vouchers for creative small business owners with creative ideas to improve their business and develop into entrepreneurs. A total of 1,600 businesses will be supported.

Consulting sessions include support regarding the purpose of the idea to improve the business, problem assessment, and directions to implement the idea (KRW 600,000, 100% government-funded).

The vouchers include up to KRW 3 million to fund costs related to enhancing product quality, strengthening design or marketing, and smart transition (80% government-funded, 20% paid by the beneficiary).

<b>Support Sector</b>	<b>Major Details</b>	<b>Provided Funds</b>
<b>Product Quality Enhancement</b>	Branding, design development, product and menu development, product planning, etc.	Up to KRW 3 million
<b>Entering Sales Routes</b>	Social media marketing, entering online stores (delivery apps), smart transition, etc.	
<b>Management and Technology Innovation</b>	Building management strategies, improving business structure, acquiring certifications, testing products, etc.	
<b>Store Improvements</b>	Signs, store remodelling, safety and health system, etc.	

Minister LEE Young stated, “One of our political goals is to discover and foster creative small business owners with great growth potential through the new entrepreneur consulting sessions. We will move away from the antiquated notion that we should only protect small business owners, and instead strengthen our policy support to ensure that creative small business owners can grow to be a vital and fundamental element of the economy.”

Applications will be received on the 2023 Small Business Owner Empowerment Project website ([con.sbiz.or.kr](http://con.sbiz.or.kr)).

Applications for “Stable Management Consulting Sessions” will be received from March 28 until such time as the budget is exhausted, and applications for the “Entrepreneur Fostering Consulting Sessions” will be received from March 28 to April 17. The submitted business proposals will be reviewed, and selected ideas will be supported.