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The Ministry of SMEs and Startups Hosted a Conference with LG Electronics to Showcase the Achievement of the On-device AI Challenge

SEJONG -- On October 23, the Ministry of SMEs and Startups (MSS) hosted a conference to showcase the achievements of the On-device AI Challenge. This collaborative project with global companies including LG Electronics, Intel Korea, and Microsoft Korea, aims to foster innovation among AI-related startups. During the conference, participants presented their project outcomes and shared plans for commercializing AI technologies developed through the challenge.

In recent years, the global economy has been competing to lead in on-device AI technology, an emerging field within core AI innovation. To support this effort, the Ministry of SMEs and Startups (MSS) launched the On-device AI Challenge, aimed at helping AI-related startups develop cutting-edge technologies. Through this initiative, startups now have opportunities to integrate their innovations into LG Electronics' products. This partnership is expected to drive mutual growth for both large companies and emerging startups.

Kim Sung-sup, Vice Minister of SMEs and Startups, emphasized the importance of AI-related startups, stating, "Startups play a pivotal role in building new markets and creating social and economic value through their innovative technologies." He further noted, "MSS is committed to supporting promising South Korean AI startups by facilitating collaborations with large

companies. We believe that these efforts will enhance their global competitiveness and establish their leadership in technology.

Startups such as CLIKA, Gamba Labs, and Prairie Schooner are now being considered for integration into LG Electronics' newly released laptops after further collaboration and reviews. This initiative not only enhances collaboration between startups and established companies but is also expected to drive future sales growth for these startups.

About the On-device AI Challenge

The On-device AI Challenge is a collaborative initiative with global companies aimed at fostering innovation among AI-related startups. Eligible participants include startups that specialize in on-device AI technology and have been in operation for less than 10 years. Selected startups receive support in areas such as technological development, funding, and commercialization to advance their innovative solutions.