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### **Ministry of SMEs and Startups Recruits Startups for the “Collaboration Program with Global Companies”**

SEJONG – The Ministry of SMEs and Startups (MSS) has announced the recruitment of startups wishing to participate in the Collaboration Program with Global Companies for 2025. Applications will be accepted until February 26 (Wednesday).

The Collaboration Program with Global Companies is a global open innovation initiative where the government partners with leading global companies to support the growth of Korean startups and create opportunities for them to enter overseas markets. Originally launched in 2019 as the ‘Changgu’ program to support the growth of startups in the mobile services sector in collaboration with Google Play, the program has gradually expanded. By 2024, a total of 1,231 startups have participated in this collaboration program.











This year, three new partners will join the program, including Thales, a global leader in defense, aerospace, and cybersecurity; the Korean branch of L’Oréal, the world’s largest beauty company; and Air Liquide, a global industrial gas company, bringing the total number of participating global companies to 13. In addition, in collaboration with existing partner Ansys, a dedicated program for startups in the aerospace field will be established, resulting in a total of 14 programs. The scale of selection has also significantly increased compared to 2024, when 305 startups were selected. In 2025, a total of 364 startups will be chosen to participate in the program.





This recruitment announcement consists of a total of 14 programs: ① Changgu (collaboration with Google Play in mobile services sector), ② ENUP (collaboration with NVIDIA in artificial intelligence sector), ③ Majung (collaboration with Microsoft in cloud-based B2B solutions

sector), ④ Daonda (collaboration with Dassault Systèmes in pharmaceuticals, biotechnology, and healthcare sector), ⑤ ASK (collaboration with ANSYS Korea in smart mobility, high-tech, industrial equipment, and machinery sector), ⑥ Jijunghae (collaboration with Siemens in electronics, electricity, machinery, equipment, parts, and medical devices sector), ⑦ Jungle (collaboration with AWS [Amazon Web Services] in artificial intelligence and SaaS sector), ⑧ Miracle (collaboration with Oracle in cloud-based AI/ML-utilizing smart solutions sector), ⑨ IBM Quantum (collaboration with IBM in quantum computing technologies and applications sector), ⑩ Ingenious (collaboration with Intel in artificial intelligence sector), ⑪ Trust My Tech (collaboration with Thales in deep tech sector), ⑫ L'Oréal Big Bang (collaboration with L'Oréal Korea in research innovation and digital sector), ⑬ N.E.O (collaboration with Air Liquide in eco-friendly energy sector), and ⑭ ASK Space (collaboration with ANSYS Korea in aerospace sector). Companies wishing to apply for the announcement can choose one program to submit their application.

The finally selected startup companies will receive financial support from MSS, including commercialization funding up to KRW 200 million. In addition, they will be eligible for growth support programs provided by each global company, which include professional services, training, consulting, and global market development.

**< 2025 Global Company Collaboration Program Recruitment Areas and Support Scale >**

Program Name	[Changgu]	[ENUP]	[Majung]	[Daonda]	[ASK]
Collaborative enterprise	 Google Play				
Recruitment field	Mobile services	AI	Cloud-based B2B solutions	Pharmaceuticals, biotechnology and healthcare	Smart mobility, high-tech, industrial equipment, machinery
Support scale	100	35	35	30	30
Program name	[Jijunghae]	[Jungle]	[Miracle]	[IBM Quantum]	[Ingenious]
Collaborative enterprise					

<b>Recruitment field</b>	Electronics, electricity, machinery, equipment, parts, medical devices	AI and SaaS	Smart solutions utilizing cloud-based AI/ML	Quantum computing technologies and applications	AI
<b>Support scale</b>	30	30	25	5	10
<b>Program name</b>	[Trust my Tech]	[L'Oréal Big Bang]	[N.E.O]	[ASK SPACE]	
<b>Collaborative enterprise</b>					
<b>Recruitment field</b>	Deep tech	Research innovation, digital	Eco-friendly energy	Aerospace	
<b>Support scale</b>	10	5*	5	15	

In addition, to support continuous collaboration between startups participating in the Collaboration Program and global companies, and to accelerate their global expansion, a new 'Overseas Demonstration Program for Global Company Collaboration' will be established starting in 2025. This program aims to provide follow-up support for Proof of Concept (PoC) and Proof of Value (PoV) to outstanding companies from the existing program. A separate announcement regarding this initiative is scheduled for March.

Minister OH Youngju stated, “With the addition of three leading global companies from promising new industries to the Collaboration Program with Global Companies, new opportunities have been opened for our startups.” She further expressed, “MSS will continue to actively collaborate with global companies that aim to discover and nurture excellent K-startups, and we will work diligently to ensure the widespread adoption of open innovation cases.”