

## Seoul Business Agency, The GAIN, and Unicorn Incubator sign an MoU to establish collaboration

SBA Seoul Startup Hub, The GAIN, and Unicorn Incubator sign a memorandum of understanding to establish a partnership for jointly discovering and fostering Seoul's excellent startup enterprises for global expansion.



**Bengaluru, Karnataka May 26, 2022 (IssueWire.com)** - SBA is a business support institution for SMEs in Seoul, run by the Seoul metropolitan government. The GAIN is a global accelerator focused on impactful innovation driven by an impactful entrepreneurial ecosystem. Unicorn Incubator is an accelerating company for startups in Korea looking to enter the Indian market. The 'India Market Entry' is an initiative of The GAIN to bring startups from different sectors from leading Innovation Economies like Israel, South Korea, and other ecosystems to access Indian Markets.

'For the past several years, Korea has been amongst the Top 5 countries in the Innovation Ranking published by the World Economic Forum. Similarly, in the past decade, India has emerged as the Tech Talent Capital of the world. The partnership between SBA, The GAIN, and the Unicorn Incubator will leverage the hi-tech competencies of Korea and the Tech talent of India to accelerate innovations in the market' said Mr. Varad Krishna, CEO of The GAIN.

The acceleration program for the first cohort under this partnership commenced in April 2022. The first batch comprises five start-ups from South Korea working on various innovative technologies in the health-tech sector. The program is championed by the finest industry veterans and several subject matter experts, with a spotlight on Go-To-Market and PoC implementation, making it one of the best programs for international startups looking for expansion in the Indian market. This MoU will strengthen

the efforts to induce cross-pollination of innovative ideas and explore business transactions with the broad Indian Innovation ecosystem, especially in the startup sector.

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