

Recruitment of Born2Global Channel Partners

Born2Global Centre (B2G) hereby announces the recruitment of professional Channel Partners (CP) in the fields of Legal, Patent, Accounting, and Creative Marketing which have capabilities to effectively support innovative technology companies in the Republic of Korea expand to and compete on the global stage.

□ Eligibility

○ Essential

- Qualified professional staff/personnel possessing the required qualifications and capable of providing the specific services required in each respective field of Legal, Patent, Accounting, and Creative Marketing in relation to ICT and Convergence technologies.

* If the Contracting Entity is a domestic company, it is classified as a domestic CP, and if it is a foreign company, it is classified as an overseas CP. If the overseas CP has a domestic office (branch office, etc.), they can receive the consulting support fee to the domestic office after submitting the business registration certificate.

- A global network of professionals and expertise required for supporting global expansion of businesses
- Financially and structurally stable for continuous provision of services

○ Preference

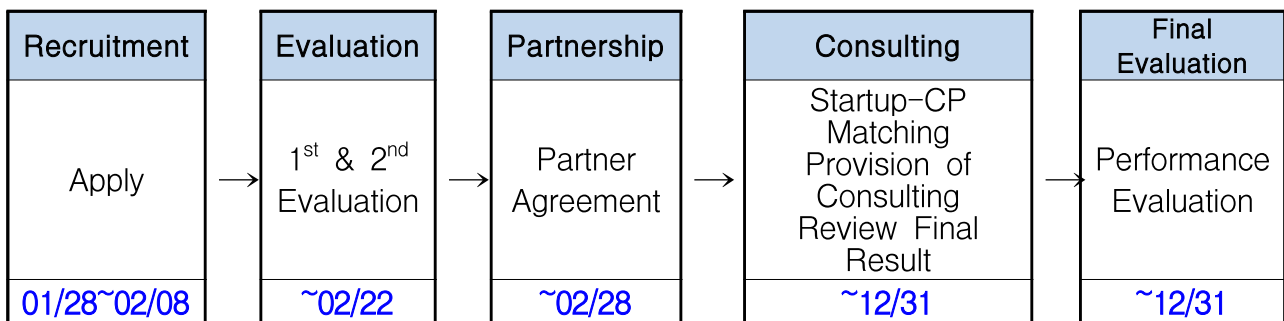
- Relevant professional experiences in the provision of consulting services related to global expansion of businesses
- Relevant professional experiences in the provision of consulting services to small and medium-sized companies, including startups, in each respective field of Legal, Patent, Accounting, and Creative Marketing

□ What you will do

○ Professional Consulting Services

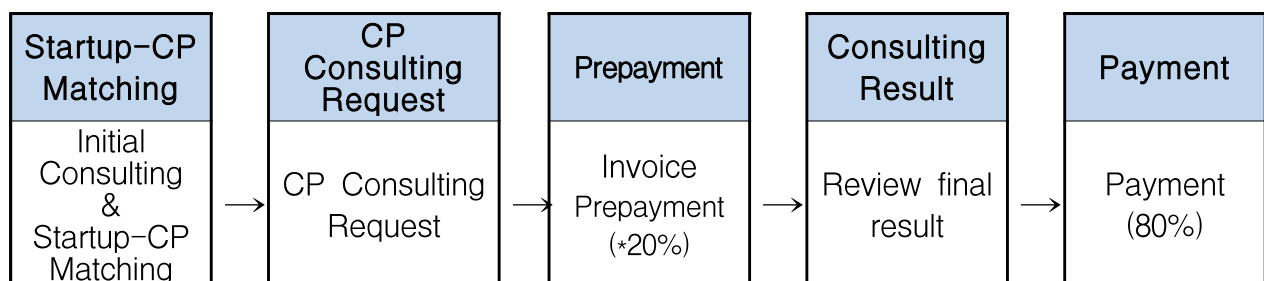
- Provision of professional consulting services in support of startups' global expansion in the areas of ICT and Convergence technologies.
- CPs shall provide the relevant professional consulting services to startups, subject to an initial consultation and assessment of B2G internal experts in the respective field of Legal, Patent, Accounting, and Creative Marketing (B2G will support 80% of the consulting services fee)
 - * 2019 support fee limit : Up to 100 million won (KRW) per each startup
 - * 2019 support fee in each professional consulting service shall not exceed 50 million won (KRW).

○ Recruitment Procedure



- * 1st Evaluation : Written evaluation
- * 2nd Evaluation : Interview via video conferencing (Only for the newly applying applicant in 2019)

○ Consulting Procedure



- * Prepayment will be made by a startup.
- * After reviewing final result, B2G will make payment.

□ Recruitment Field

○ Legal

Category	Description
Overseas Incorporation & Corporate Governance	<ul style="list-style-type: none"> ○ Establishment of an entity in foreign countries (USA, China, Japan, etc) ○ Advice on operations and corporate governance of overseas entities
Overseas Business Contract Review & Legal Advice	<ul style="list-style-type: none"> ○ Business contracts review and legal advice relating to overseas business activities
Legal Risk Management	<ul style="list-style-type: none"> ○ Legal review and advice to minimize legal risk relating to overseas business activities
Investment/Financing Contract Review & Legal Advice on Corporate Restructuring	<ul style="list-style-type: none"> ○ Investment/Financing contracts review and legal advice on various forms of corporate restructuring
Legal Review on M&A	<ul style="list-style-type: none"> ○ M&A contracts review and legal advice

○ Creative Marketing

Category	Description
PR	<ul style="list-style-type: none"> ○ Strategic Counsel(Brand strategy, Content strategy, Messaging & Positioning) ○ Media Relations(Media outreach, Print/radio/television/online press relations, Press Releases, Proactive story generation, Relationship building & maintenance, Product Reviews programs, Press & social coverage; opinion tracking, analysis and recommendations) ○ Content Creation(Create editorial calendars and themes, Ghostwrite byline articles, expert opinion pieces, blogs, white papers, etc.)
Digital Marketing	<ul style="list-style-type: none"> ○ Social Media(Platform strategy, Social advertising, Social media profile, Copywriting, Social media channel management, Social listening, Measurement & Analytics) ○ SEO(Search Engine Optimization) Marketing, Influencer Marketing, Conversation Marketing, Email Marketing, Content Marketing, Advertising Marketing

o Patent

Category	Description
Overseas patent application	o Overseas patent applications (including PCT international stage), OA
IP Risk Management	o Review infringement of patents / design patents / trademarks, respond to warning letters, protect overseas intellectual property, and advise on overseas intellectual property litigations, etc
IP R&D Strategy Consulting	o Prior art search, new IP development, IP strategy establishment, IP valuation o Advise on standard-essential Patent(SEP), Intellectual property Analysis, New Excellent Technology (NET) Certification
International Trademark / Design patent / Copyright	o Consultation on overseas trademark application, overseas design patent application and copyright

o Accounting

Category	Description
Accounting	o Audit, review and agreed upon procedure o Financial statements settlement o Other accounting consultation
Taxation	o International tax review o Tax compliance o Other tax consultation
Valuation	o Corporate Valuation
M&A	o M&A tax review o Due Diligence o Corporate valuation for M&A
IPO	o Establish internal control system o IFRS GAAP conversion o Valuation on rights and options

□ **How to register**

- Period : 2019.01.28.(Mon) ~ 2019.02.08.(Fri), until 13:00
 - * KST(Korea Standard Time, based on server time)
- Online Application : <https://formstack.io/F8D58>
 - Applying Domestic Channel Partner : <https://formstack.io/C46AA>
 - Applying Overseas Channel Partner : <https://formstack.io/F8D58>
- Required documents : Introduction materials, Service Price List, Documents Certifying the Proper Registration of Business

□ **Contact**

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