



# COM&UP

GLOBAL STARTUP FESTIVAL 2024

## Future Talk

Future Talk is a startup conference for everyone, from aspiring entrepreneurs taking their first step to seasoned founders seeking profound insights. With the vision that “anyone can change the world through entrepreneurship,” Future Talk explores the future of startups.

## Startup Valley

COMEUP 2024 Startup Valley is a flagship startup pitching session led by the distinguished COMEUP Stars, showcasing groundbreaking ideas and transformative technologies on the global stage. The event is structured into three dynamic leagues — Rookie League, Runners League, and Rocket League — where a curated selection of promising startups from various industries present their visionary ideas and compete for top recognition.

## Open Innovation

This is a platform for exploring open innovation cases from around the world and fostering dialogue across diverse ecosystems and industries. Through two key components—the Use Case Track and the Matchmaking Track—we aim to drive growth within the open innovation ecosystem and deliver tangible business outcomes.

## COMEUP X

COMEUP X is a program where leading domestic and international partners in the startup ecosystem come together. Through programs prepared by each partner, it offers a unique opportunity to explore the latest trends and innovative ideas shaping the ecosystem.

## Global Community

Global Community is a program where outstanding startups, selected by startup-related organizations from around the world, come together to showcase innovative technologies. Here, you can explore diverse ideas through pitching competitions and booth exhibitions while gaining insights into the latest trends in the global startup ecosystem.

## Business Meeting

We connect founders with investors to support the startup scene in a substantial way.



# INNOVATION BEYOND BORDERS

December 11-12, 2024, COEX



Delicious Eats Near COEX



Cozy Bars & Nightlife Spots



Halal Restaurants



Vegan Restaurants



Restaurants with Gluten-Free



# Timetable

DAY 1				
	Hall D			
	STAGE 1	STAGE 2	STAGE 3	STAGE 4
09:00				
09:30				
10:00	Opening Ceremony			
10:30				
11:00	Future Talk Keynote "Innovation Beyond Borders: Wa'ed X Rebellions"			Global Community (Pitch Competition) Colombia
11:30		Startup Valley Rookie League Pitch #1		
12:00	Future Talk Ministry of SMEs and Startups (MSS) "SIS Special Session"			Networking with Colombia Startups & Interested individuals
12:30			COMEUP X <Asan Sanghoe 6th Demo Day> Asan Nanum Foundation	
13:00	Future Talk Tech Talk 15 "Shaping the Future of Autonomous Driving: Korea at the Helm"	Startup Valley Rookie League Pitch #2		
13:30	Future Talk UAE Special Session "Your Gateway to Thriving Business Opportunities"			Global Community (Pitch Competition) UAE
14:00	Startup Valley Rocket League Fireside Pitch #1	Startup Valley Rookie League Pitch #3		
14:30	Future Talk Beginner "Taking on Deep Tech in Their 20s: A Bold and Fearless Journey"			Global Community (Pitch Competition) India
15:00	Future Talk Tech Talk 15 "2025 Cybersecurity Roadmap for Startups"			
15:30	Startup Valley Rocket League Fireside Pitch #2	Startup Valley Rookie League Pitch #4		Global Community (Pitch Competition) Africa Tech Startup Forum(ATSF)
16:00	Future Talk Expert "Artists vs. Founders: How Each Sees the GenAI Era"		Side Event KSGC	
16:30	Startup Valley Rocket League Fireside Pitch #3			Global Community (Pitch Competition) Senegal
17:00	Future Talk Tech Talk 15 "Putting a 'Brain' in Tires! BANF's Smart Tire Solution"	Startup Valley Rookie League Pitch #5		
17:30	Future Talk Founder "The Local Uprising: From Deep Tech Startups to IPO"			Networking with India, ATSF, Senegal & Interested individuals
18:00	Startup Valley Rocket League Fireside Pitch #4			
18:30	Future Talk Founder "Fail Fast, Rise Faster"	Startup Valley Runners League Pitch #1		
19:00	Startup Valley Rocket League Fireside Pitch #5			
19:30		Startup Valley Runners League Pitch #2		
			Runners League Pitch #2	
				Networking Event

DAY 2				
	Hall D			
	STAGE 1	STAGE 2	STAGE 3	STAGE 4
09:00				
09:30				
10:00	Future Talk Keynote "To Space and Beyond: Launching Towards Tomorrow"		Future Talk KSA Special Session "Exploring Saudi Arabia Startup Ecosystem"	Global Community (Pitch Competition) Africa Tech Startup Forum (ATSF)
10:30	Future Talk Beginner "Yes, You Can Be an Entrepreneur!"	Startup Valley Rookie League Final Pitch	Global Community (Pitch Competition) Saudi Arabia	
11:00	Startup Valley Rocket League Fireside Pitch #6			
11:30	Future Talk Expert "Selling the Invisible: How to Market Products No One Knows About"			Global Community (Pitch Competition) Uganda
12:00	Future Talk Tech Talk 15 "Revolutionizing Education in the Age of Generative AI"		Global Community (Pitch Competition) Austria, Switzerland, Denmark, Germany, Sweden	
12:30	Startup Valley Rocket League Fireside Pitch #7	OI Ground "Reverse Pitching" "Empowering Climate Tech Startups: Open Innovation Programs and Success Stories"		Networking with ATSF, Uganda & Interested individuals
13:00	Future Talk Founder "Globalization Guidebook 1: Mastering U.S. & European VC"		Networking with Saudi Arabia, Europe & Interested individuals	
13:30	Future Talk Beginner "The Global Playbook of a YouTuber with 400 Million Views Across 22 Countries"			Global Community (Pitch Competition) UAE
14:00	Startup Valley Rocket League Fireside Pitch #8	OI Ground "Success story sharing"		
14:30	Future Talk Expert "2025 Tech Trends You Can't Afford to Miss"	"L'Oréal Korea 2024 Bigbang Program Awards"		
15:00	Future Talk Founder "Globalization Guidebook 2: Penetrating the Asian Market"			Global Community (Pitch Competition) Japan
15:30	Future Talk Tech Talk 15 "The Future of Smart Sleep Solutions"	OI Ground <Fireside Chat(1)> "L'Oréal Open Innovation"		Global Community (Pitch Competition) India
16:00	Startup Valley Rocket League Fireside Pitch #9			
16:30	Future Talk Founder "The First Step Towards the Global Market: Starting from global Startup Hubs"	OI Ground <Panel Talk(1)> HYUNDAI ZEROiNE "Collaboration between Hyundai Motor group and startups"		Global Community (Pitch Competition) Southeast Asia
17:00	Future Talk Founder "Tech Marches Toward the 22nd Century, Regulations Are Stuck in the 20th?"	OI Ground <Fireside Chat(2)> MUSINSA Partners INNOBRIDGE PARTNERS	Side Event Challenge! K-Startup	
17:30	Future Talk Expert "Humanoid Robots: The Future's New Co-Workers?"	OI Ground <Panel Talk(2)> CVC CLUB "Open Innovation at the fullest : What CVCs think"		
18:00	Startup Valley Rocket League Fireside Pitch #10			
18:30	Future Talk Founder "Inside Story: What's It Like Living as a Founder's Family?"	Startup Valley Award		
19:00	Future Talk Tech Talk 15 "Revolutionizing HealthTech: Precision 3D Printing & Virtual Surgery"			
19:30				Networking Event

DAY 1		DAY 2	
Conference Room E		Conference Room E	
#1	#2	#1	#2
09:00		09:00	
09:30		09:30	
10:00		10:00	
10:30		10:30	
11:00	COMEUP X <AWS Jungle X ASAP showcase: accelerating SaaS Startups> AWS	11:00	COMEUP X <Oracle's Miracle Program Startup Showcase> Oracle
11:30		11:30	
12:00		12:00	Side Event Challenge! K-Startup
12:30		12:30	
13:00		13:00	
13:30		13:30	
14:00	COMEUP X <Blockchain & Security IR Demo Day> Korea Internet & Security Agency(KISA)	14:00	COMEUP X <BEYOND Local: The Present and Future of Global Startups> GNU Startup Centric University
14:30	Side Event Challenge! K-Startup	14:30	
15:00		15:00	
15:30		15:30	
16:00		16:00	
16:30		16:30	
17:00	COMEUP X TRADITION NOW Startup Ceremony> Korea Craft and Design Foundation(KCDF)	17:00	COMEUP X <Mark&Company InnoForest Awards & Growth Showcase> Mark&Company
17:30		17:30	
18:00		18:00	
18:30		18:30	
19:00		19:00	
19:30		19:30	