



# Growth Financing Forum

High-growth technology business forum  
28 October 2021

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## Growth Financing Forum October 2021

**Overall Series Moderator (North America)**



**Dana R. Colarulli**  
Executive Director  
Licensing Executives Society  
International

*The "Growth-financing" forum highlights the key role played by IP (intellectual property) portfolios and strategy in attracting investments and increasing company value.*

*The featured case study will be discussed from the perspective of both founders and investors.*

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## High-growth technology business initiative

### Aim:

- To provide IP “know-how” relevant for business
- To enlarge the community of business decision-makers and IP professionals

### Join us to:

- Stay updated on recent developments
- Get access to training materials
- Learn about our upcoming events



### Stay tuned!

[www.linkedin.com/company/htbinitiative](https://www.linkedin.com/company/htbinitiative)



European Patent Academy

High-growth technology business forum

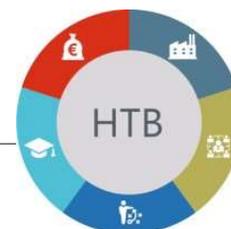
2021

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## High-Growth Technology Business (HTB) Forums

*EPO-LES/ Co-Sponsored Webinar Series*



**30 September 2021**

### Licensing Forum

*Featured Success Story: Unilab, Inc. (Joey Ochave)*

**28 October 2021**

### Growth-financing Forum (Today!)

*Featured Success Story: Plasmapp Co. Ltd (SeungJin Han)*

**18 November 2021**

### Build-to-sell Forum

*Featured Success Story: Dr. Paul Atherton*



European Patent Academy

High-growth technology business forum

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## Upcoming forums

### Build-to-sell

18 November 2021 - 17.00-18.30 hrs (CEST); 08.00-09.30 hrs (PST)

- ✓ The “Build-to-sell” forum is specifically for business decision makers who either want to or are required by their investors to eventually sell their business.
- ✓ The featured guest **Dr. Paul Atherton** is one of the most successful serial technology entrepreneurs from the UK with several successful exits.
- ✓ Optional Q&A session will follow the case study session to meet the speakers.

Register here: [epo.org/business-forum](https://epo.org/business-forum)

Deadline for registration: 15 November 2021

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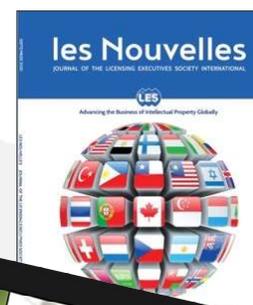
## Who is LESI?

The **Licensing Executives Society International (LESI)** is an umbrella association of 33 national and regional Member Societies in more than 90 countries serving more than 6500 individuals.

- A global network of businesses and professionals for 50 years
- 33 member societies in more than 90 countries
- Creating, protecting, and commercializing innovation, and managing and monetizing IP
- Business leaders, IP managers, licensing executives, financiers, licensing companies, brokers
- Experts in law, valuation, protection, transfer, and enforcement of IP
- Advancing the business of intellectual property



*LESI: Advancing the Business of Intellectual Property Globally*



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## Proud Partner with EPO

Updated MOU, Nov. 2020

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**LES International Annual Conference 2022**  
Venice, 8-10 May 2022

Join us in Venice!  
#LESi2022

"In Venice, even Litigation is a pleasure."

[www.lesi2022.org](http://www.lesi2022.org)

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# Growth Financing Forum October 2021

## Expert panel chair



**Willem Bulthuis**  
 Founder and CEO of Corporate  
 Ventures Advisory GmbH  
 Munich, Germany

## Expert panel representative Europe



**Benjamin Erhart**  
 Partner at UVC Partners  
 Garching by Munich, Germany

## Live case study presenter



**SeungJin (Aiden) Han**  
 CSO/CLO, Plasmapp Co.,Ltd.  
 Attorney at law (Member of  
 New York and Korean Bars)  
 Seoul, Korea

## Expert panel representative Asia



**Sung-wook Kim**  
 Partner Attorney, NAM & NAM  
 Seoul, Korea

## Expert panel representative Americas



**James E. Malackowski**  
 Co-Founder and CEO  
 of Ocean Tomo, LLC,  
 a Past President of LES International  
 Chicago, USA



# Growth Financing Forum

High-growth technology business forum

28 October 2021

Recording... LIVE on Custom Live Streaming Service You are viewing Aiden Han (Plasmapp)'s screen View Options

**STERLINK**  
 Your most effective surgeries with STERLINK sterilizer system  
 (The first non-US plasma sterilizer approved by US FDA)

510(k) clearance for STERLINK sterilizer system of Plasmapp  
 (K212200 / K212193 / K212198)

14L  
 43cm x 61cm x 46cm

STERLOAD  
 Tyvek Pouch  
 Industrial (1-1000)

plasmapp

C Company	136€
B Company	152€
A Company	83€

Participants

- Harald Pichlhöfer (EPO)
- David Robert Collaure (L...)
- Willem Bulthuis (Corpo)
- Aiden Han (Plasmapp)
- Benjamin Erhart (UVC)
- Sungwook Kim (Nam&N)
- Harald Pichlhöfer...
- Harald Pichlhöfer (EPO)

Unmute Stop Video Security Participants Chat Share Screen Pause/Stop Recording Breakout Rooms Reactions Leave



# Growth Financing

*IP strategy and fund-raising*

Plasmapp Co., Ltd.

2021. 10.





# Plasmapp, we are pioneers in the global medical field

“The Most Efficient Surgery With US”



Innovative  
Technology makes  
who we are



Zero-tolerance  
for safety of our  
products



If product is not  
easy to use, it is  
our fault



The world is our  
playground



**Youbong Lim**  
KAIST PhD  
(CEO)

BA / MA / PhD, KAIST  
LG Production Engineering  
Research Center  
Hanwha TechM



**Seung Hun Lee**  
KAIST PhD  
(CTO)

BA, POSTECH  
MA / PhD, KAIST  
National Fusion Research  
Institute



**Tony Lee**  
Patent Attorney  
(CIPO)

MIP MS/MA, KAIST  
Managing Partner at  
Motivus IP & Law  
Partner at OLIM IP & Law



**Youngjin Lee**  
Operation Expert  
(COO)

MBA, Aalto University  
LG Production Engineering  
Research Center (15 years)  
Former COO of Robostar



**Aiden Han**  
Attorney(NY/Korea)  
(CSO/CLO)

BA / JD Yonsei University  
LL.M. UW School of Law  
Attorney at Kim & Chang  
Consultant at BCG



# What we have achieved



1



Founded at KAIST Lab in 2015,  
Korean Government selected as a **“Soon-to-be Unicorn”**

2



**Patent Protected** Innovative Technology (128 patents)  
**Top 16 National Technology** (Samsung, Hyundai, LG, etc)

3



**Globally Approved** sterilization solution (14 FDAs)  
Soon to be approved by **U.S. FDA** before 4Q 2021

4



**Global Presence** in more than 50 Countries

5



Total Funding: **~\$50M**  
(major investors: **Samsung, KDB, etc**)



# Major Products



**Medi-DSPTM**  
(Direct Sterilization with Plasma)



**Bio-RAPTm**  
(Regenerative Activation by Plasma)

Blade



Razor



# \* Status prior to pre-IPO funding



Won multiple ministerial awards



Ministry of Science and ICT

“Top 100 National R&D Achievements”



Ministry of SMEs and Startups

“A soon-to-be unicorn”



Ministry Of Trade, Industry and Energy

“Grand Prize for IP Management”

“Top 16 National Technologies”

Approved by the FDAs of 14 countries

2018



2019



Health Canada



MHLW JAPAN



2021. 4Q



U.S. FOOD & DRUG ADMINISTRATION

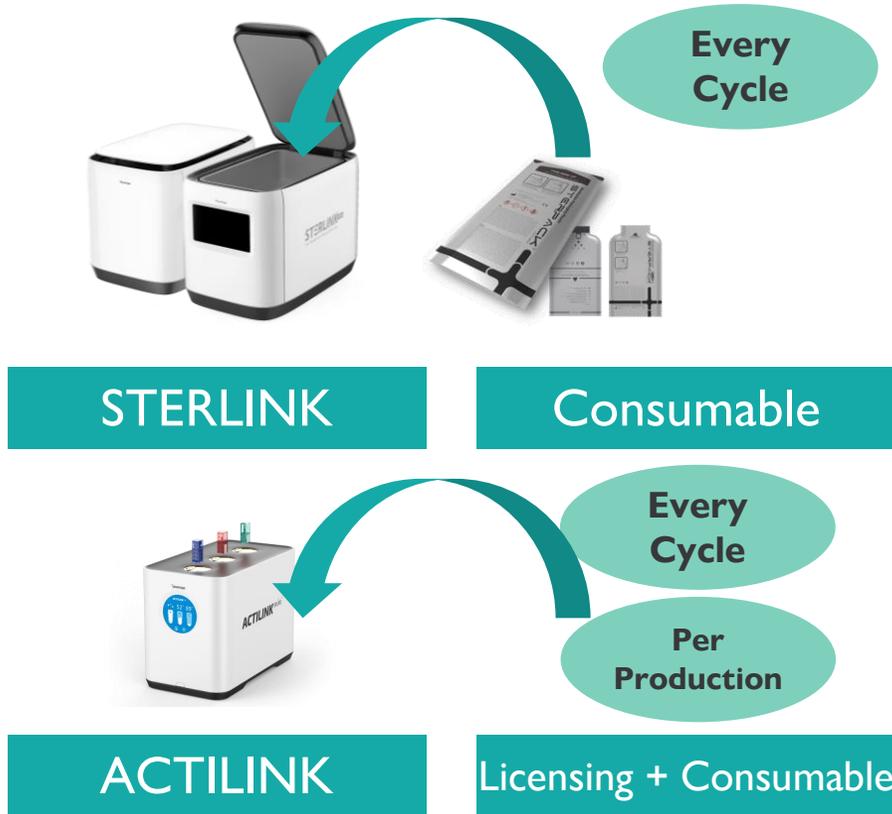
First non-US company in the field (4th in the world)



# Step 1: Business Model

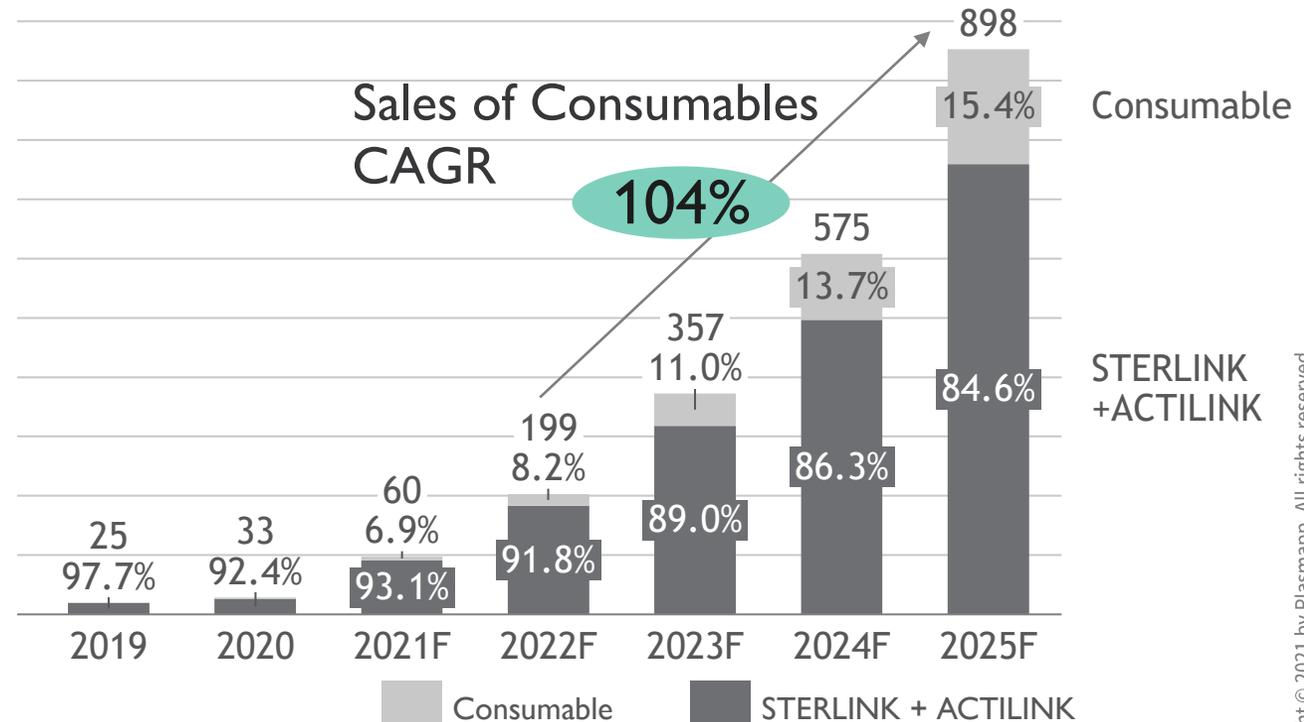
Profit generation by selling the paired consumable goods or through the licensing fees for each production cycle or every shipment (The razor-blade model)

STERLINK and ACTILINK have the profit-generation cycle where increases in sales lead to the accumulative growth of the sales of related consumable goods.



## Sales of Sterilization by Product Type Forecast

(Unit: KRW 100 M )



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# Step 2: Partnership Strategy

	Step 1: Domestic Partner	Step 2: Global Partner	Step 3: Innovative Approach
Objective	Market Test	Global Expansion	Quantum Jump
Sterilizer 	 (ODM in Korea Dental)	 (ODM in Japan Dental)  (Distributor in US VET)	 (Global ODM) Product Testing  (Lease Partner) Initial Negotiation
Implant Surface Treatment 	 (ODM in Korea Orthopedic) <i>Trial Sales, Market Test</i>  (ODM in Korea Dental) <b>Signed \$5M Supply Contract</b>	 Potential Orthopedic Partner  Potential Dental Partner	 Developing the brand identity as an intermediate-good company  Developing the brand identity as an intermediate-good company



# Step 3: IP & Technology Leveraging 3<sup>rd</sup> party evaluation & Media

## Summary of Technology Evaluation

Name	Plasmapp Co., Ltd.			Technology Evaluation Grade
Reg. No.	160111-0395297	Business Reg.	770-86-00063	
CEO	Youbong Lim	Date of Birth	1981. 04. 20.	
Date of Establishment	2015. 03. 31			
Company Type	Small-medium-sized Company			
Address	Bio-venture Center 111, 125 Gwahak-ro, Yuseong-gu, Daejeon, Republic of Korea (Eoeun-dong, KRIBB)			
Phone No.	042-716-2115	FAX	042-716-2116	
Korean Standard Industrial Classification	(C27199) Manufacture of other medical and surgical equipment and orthopedic appliances			
	(C28909) Manufacture of other electrical equipment			
Key Products (Business)	Low temperature plasma sterilizer for medical equipment			
	Surface treatment device for dental implants			
Applicant	Plasmapp Co., Ltd.			
		Date of Grade Issuance	2021.04.06	
		Date of Referenced Balance sheet	2020.12.31	

# A

예비 유니콘 '플라즈맵', 기술상장특례 기술평가 A등급 획득

2021.04.09 13:55



일류본 플라즈맵 대표와 자재 개발한 의료기기 멸균기기 스타팅크 (대전장조경제혁신센터)

[에일드경제=구본혁 기자] 대덕특구 벤처기업 플라즈맵은 예비 7등급을 획득했다고 9일 밝혔다.

멸균기 전문기업 '플라즈맵', 예비 기술상장특례 평가 'A등급'

입력 2021.04.09 09:58 | 수정 2021.04.09 09:58

"앞으로 임플란트 기술에 큰 변혁 불러올 것"



플라즈맵을 이용한 생물학적 재배 활성 표면처리기 '액티링크' (사진=플라즈맵)  
의료용 플라즈마 멸균기 전문기업인 '플라즈맵'이 전문 평가기관인 '나이스디앤비'를 통해 진행된 예비 기술상장특례 기술평가에서 A등급을 받았다고 9일 밝혔다.

실시간 인기

1. 현대엔지니어링, 코스피 4
  2. 혁신 기업 재약 5분 만에
  3. '8TS' 때문에 적어보 상한다
  4. '우주대자' 집값 90%까지
  5. 김부선 '이재명' 발원 허구
- "모 없애라" 신용등급 상  
"역류성식도염, 명치답답"

국민기초 공동구매

100명 이상 1  
베스트 국민:  
할인 쿠폰 중

이 시각 관심상

- 포스트 999원지, 포스트에게 실어
- 포스트용지 '뒷면' 꼭 확인해라
- 롯데 000원지 디자인은 '10'

## Owner of 128 patents + Earned the grade based on the evaluation of its know-how / production / commercialized technologies & marketability



# \* Back-bone of Evaluation: IP Strategy



- Monthly New IP
- Acquiring & Expending IP
- Analyzing IP



- In-depth Analysis on Core Patent
- Pre-study for any possible IP dispute (Claim Chart)



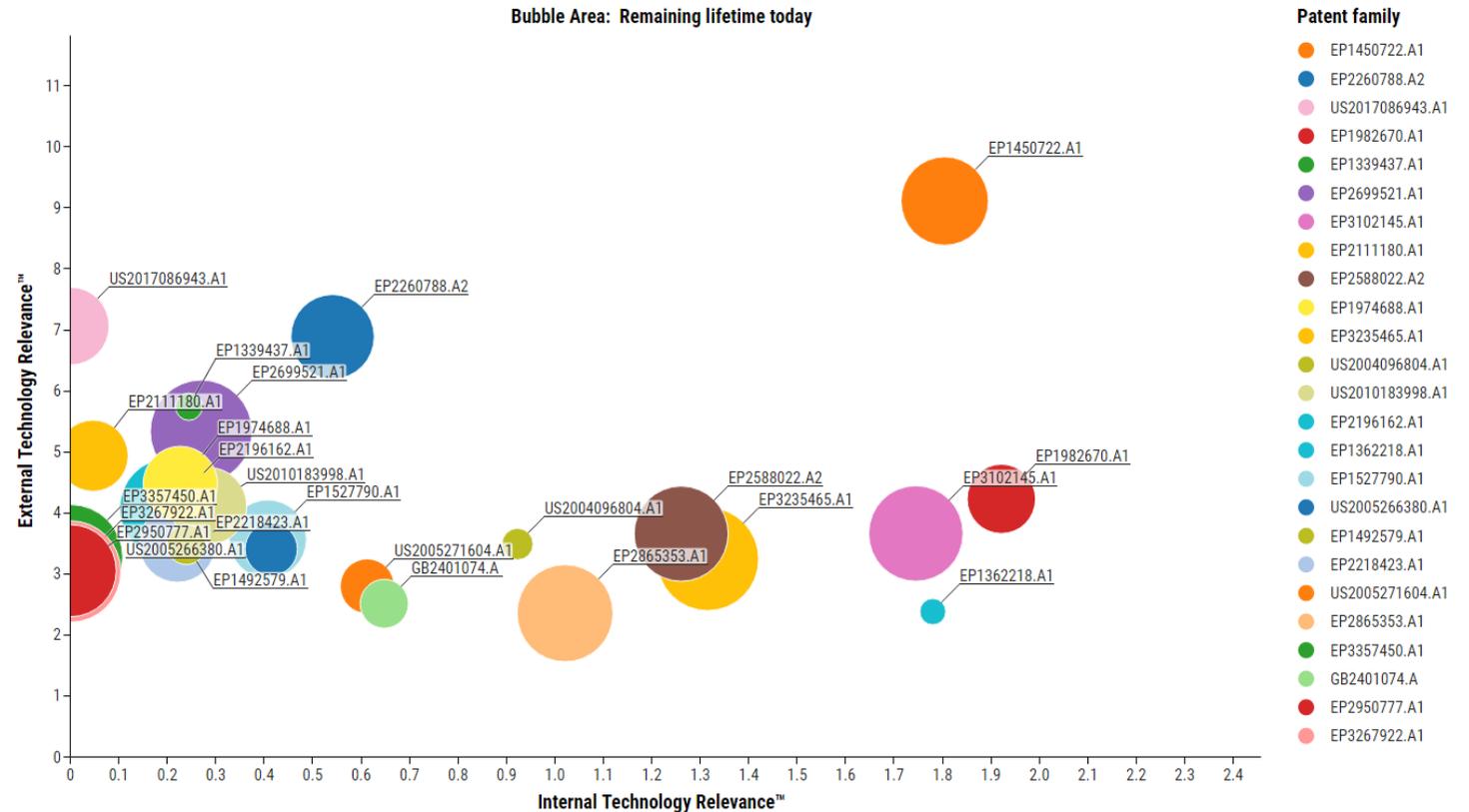
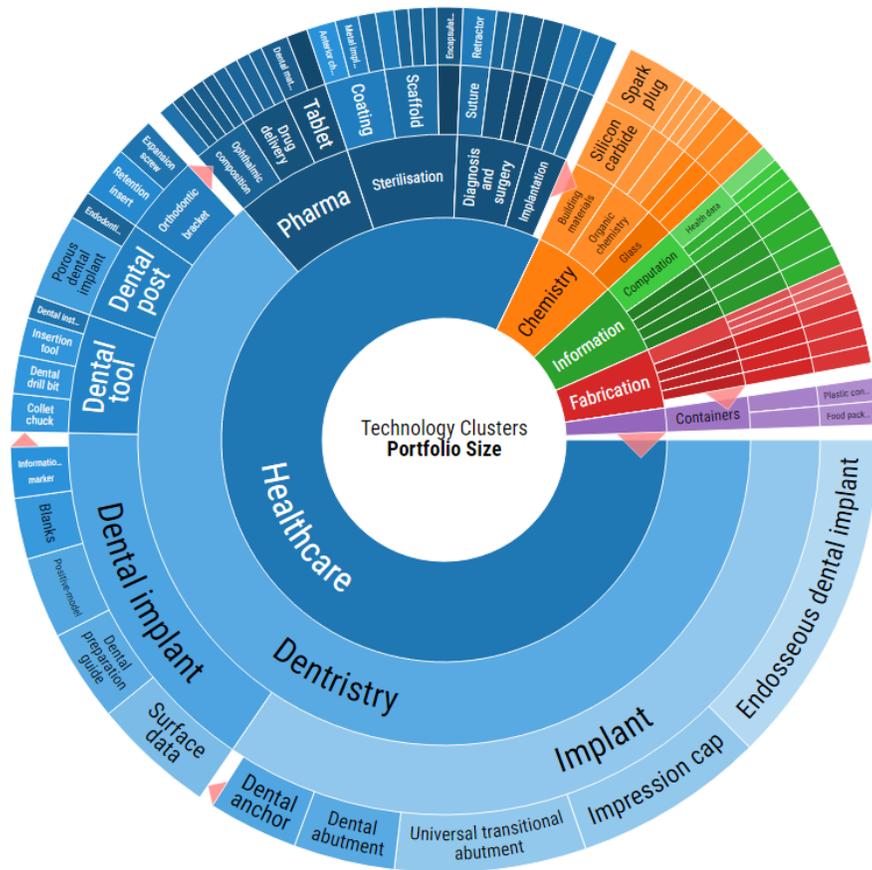
- Training Designated IP personnel
- Systemized IP management

System of IP strategy and structure for  
**Technology based Global Unicorn**



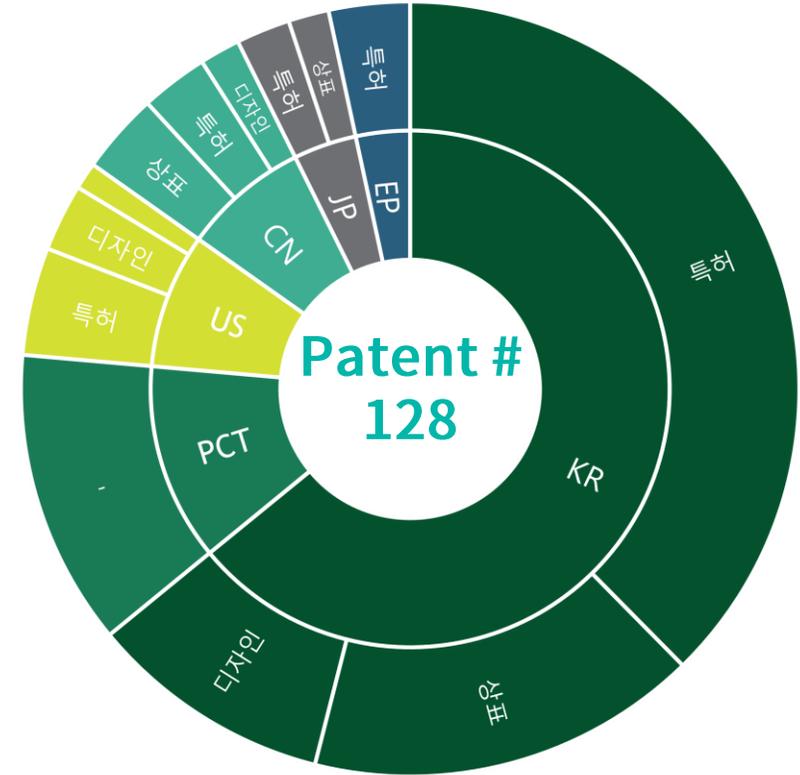
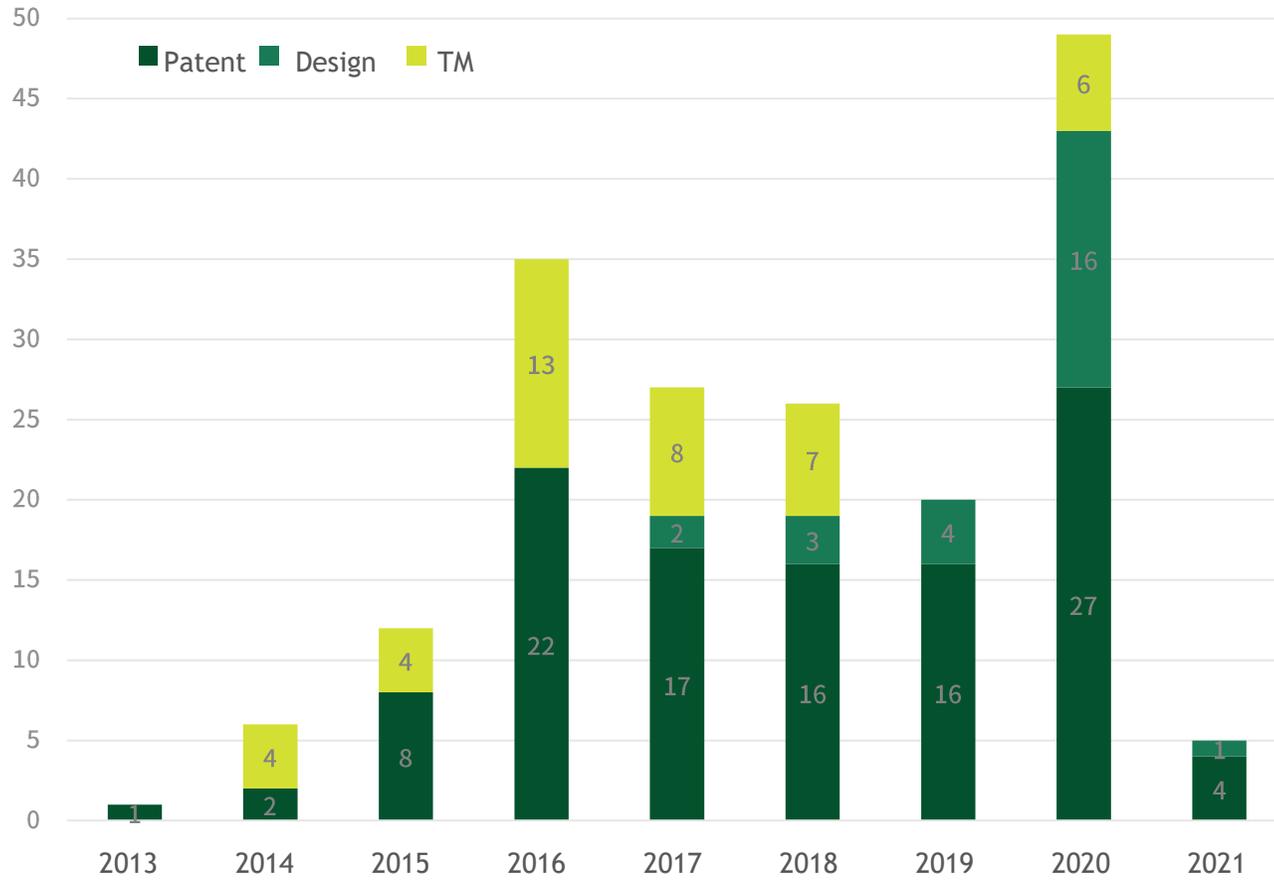


# Define Key-player & Competitor, Analyze them, and Set the Strategy



# Technology Management Case

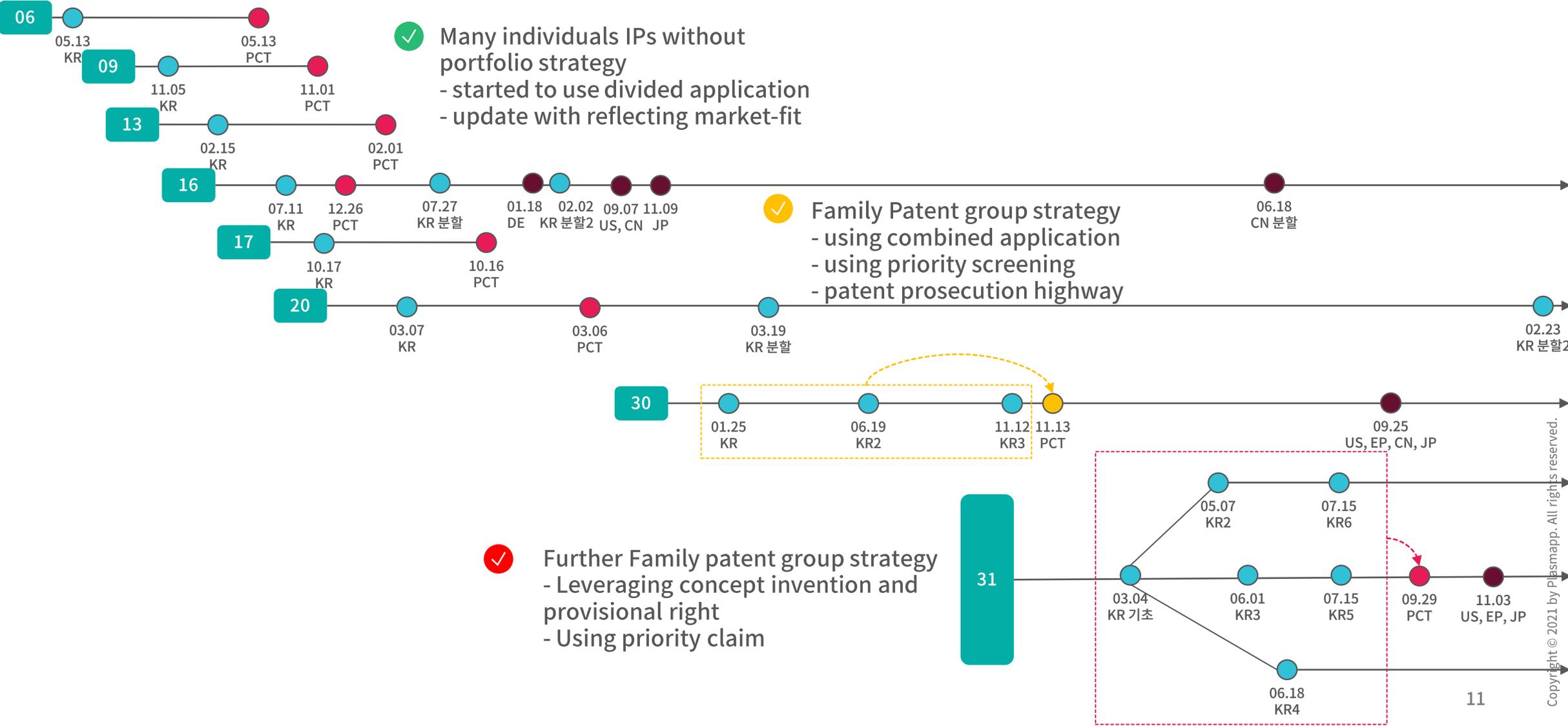
## New IP Expansion





# IP Portfolio Strategy

2015 2016 2017 2018 2019 2020 2021





# Pre-IPO Fundraising Objectives

## Fundraising Timeline

- 2015 \$4M Series A (Valuation: 8M USD)
- 2017 \$9M Series B (Valuation: 30M USD)
- 2019 \$12.4M Series C (Valuation: 66M USD)
- 2021 \$22.2M Pre-IPO (Valuation: Pre 95M USD)
- 2022 IPO **MIRAE ASSET** 미래에셋대우 Estimated Valuation by the underwriter: 260-340M USD



**Tech. based Special Listing Track:**  
 Require A & BBB Grade for technology value evaluation  
 Plasmapp already **graded A** for preliminary evaluation

## Major Investors



KDB Bank



NICE투자파트너스 주식회사



\*plasmapp