



Everything 2026

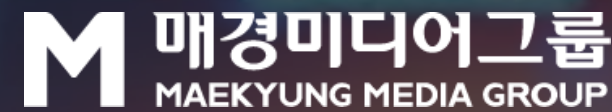
A dark, atmospheric photograph of a conference or event. In the foreground, the silhouettes of an audience are visible, looking towards a stage. On the stage, a large screen displays a blue-toned abstract graphic with a central square and radiating lines. A person is standing on the stage to the right of the screen. The lighting is dim, with some blue and red ambient lights.

Event Overview

AI Changes Everything. Now Try Everything: Where Global Startup Innovation & Investment Come Together

Date | Venue Sep 9 (Wed) – Sep 10 (Thu), 2026, 10:00–18:00 | DDP, Seoul

Hosted | Organized by



200+
Exhibitors



600+
Meetups



9,000+
Participants

AI Changes Everything. Now Try Everything: Where Global Startup Innovation & Investment Come Together

Try Everything 2026 Core Programs

Exhibition

- **Corporate Pavilion:** CJ CheilJedang, Samsung Financial Networks, Hyundai Home Shopping, Hyundai Motor Group Robotics Lab
- **Global Zone: 15 organizations from 10 countries**
 - Americas: Plug n Play(US), SOSV(US), Mangusta Capital(US), WV x LG Nova(US)
 - Europe&Middle East: Goodthings(UK), Inovexus(FR), Tallinn Strategic Management Office(EE), Investment and Development Agency of Latvia(LV)
 - Asia: 01Booster(JP), City of Nagoya(JP), Antler(SG), Embassy of Australia in KOR(AUS), Hong Kong Trade Development Council(HK)
- **Startup booths: 80+ global tech venture startups**
- **Domestic VC Pavilion: 5 leading VC/CVC across various investment stages**
- **K-Trend Zone: Showcasing Korean beauty, food, and content trends**

Conference

- **Global Expansion:** Market entry case studies and expansion strategies
- **Investment:** Investment insights from global VCs for startups
(America, Europe, Middle East, Africa, and Asia)
- **Open Innovation:** Partnerships between large corporations&startups
- **Startup Culture:** AI trends and next-generation talent development
- **Seoul Unicorn Challenge:** A global IR pitching competition
(total prize pool of KRW 120 million ABOUT \$81.6K USD)

Networking

- **Sweat Equity Networking (D-1)**
: Approximately 20 participants, including overseas VCs/ACs and domestic startups
- **Business Crawl Networking (D-1)**
: For overseas startups and representatives from Korean companies and institutions
- **Lunch Networking (Day 1 & 2):** Hosted by Plug and Play (Day 1) and 01Booster (Day 2)
- **VIP Night (Day 1):** Exclusive networking event for 120 participants, including domestic and international VCs, large corporations, and overseas startups
- **Open Networking (Day 2) :** Open networking session for all participants in collaboration with Mind the Bridge

Meetup

- **Participants:** 300+ organizations, including global VCs/ACs, large and mid-sized corporations, and overseas expansion support agencies
- **Pre-matching:** Autonomus matching (startups ↔ investors ↔ institutions)
- **On-site Meetups:** Online pre-registration opens in July
*On-site walk-in registration available on September 9–10

1st 2021

Jump Up! Scale Up!

2nd 2022

Zero to Hero
: Unleashing the limit

3rd 2023

Start Now, Try Together

4th 2024

New Waves, New Ways

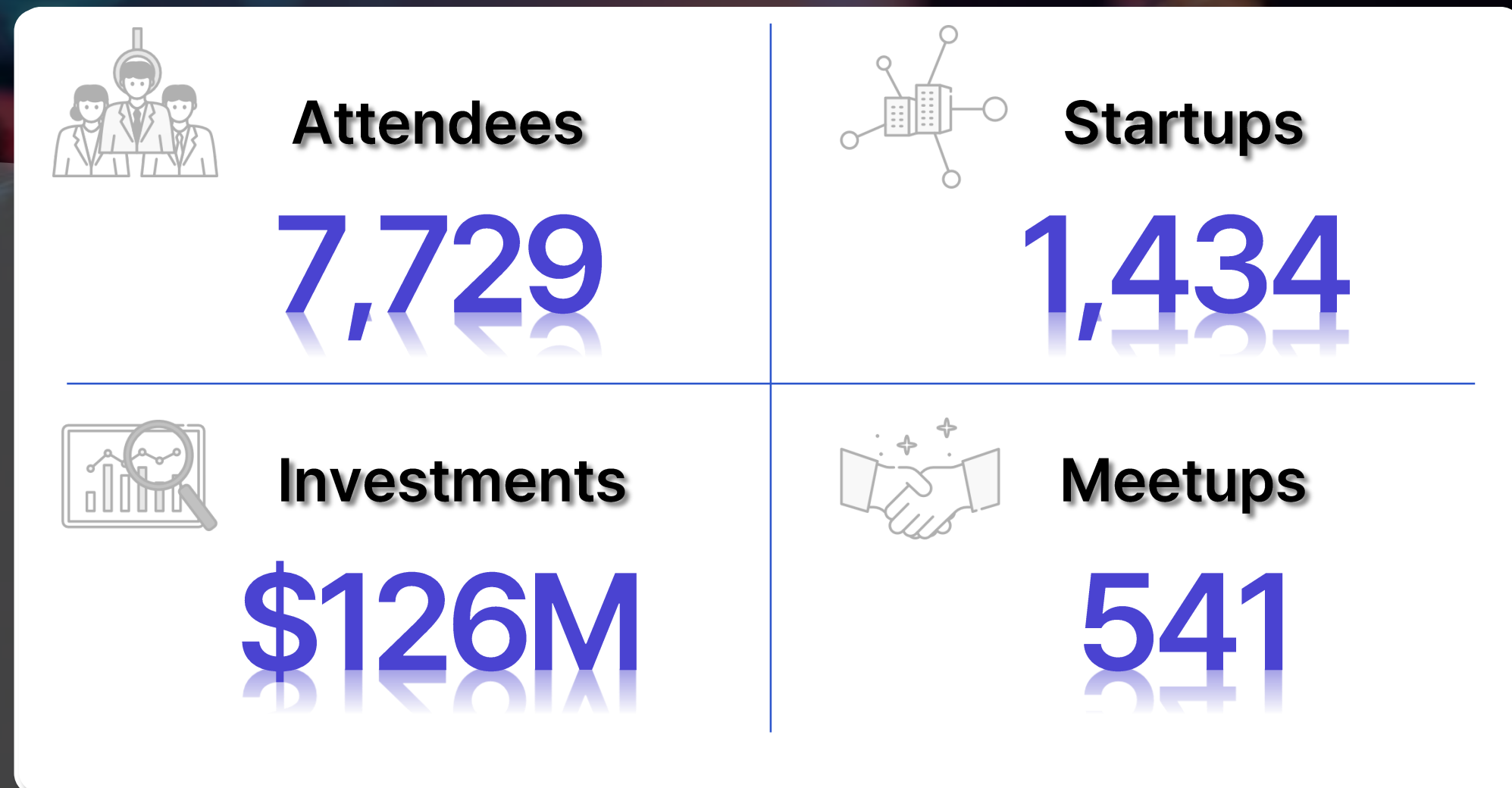
5th 2025

Dive Deep, Fly High

6th 2026

AI Changes Everything.
Now Try Everything

Seoul Metropolitan Government and Maekyung Media Group have been co-hosting, and Seoul Business Agency (SBA) has been organizing, "Try Everything", a global startup festival, since 2021 to support startups in scaling up and entering global markets, vitalizing the startup ecosystem.

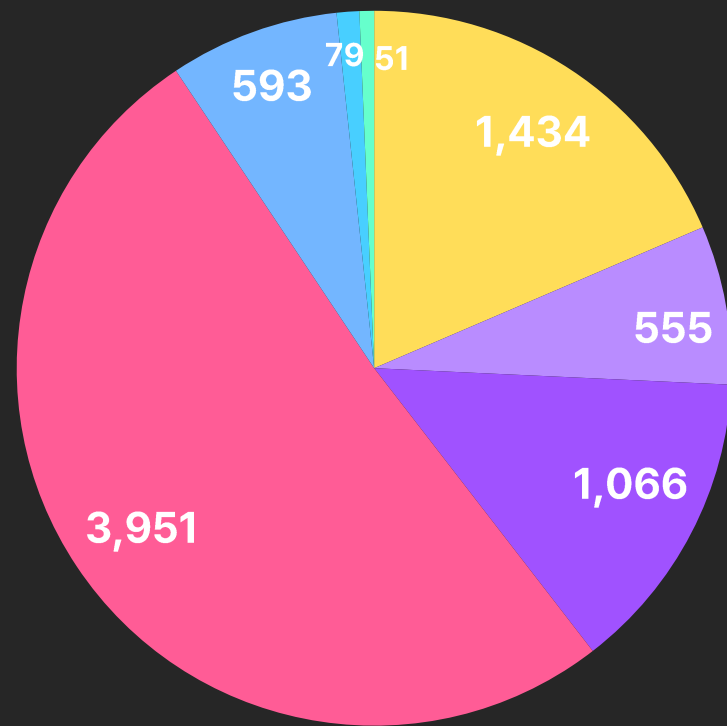


2025 Accumulated Performance

Participants 2025

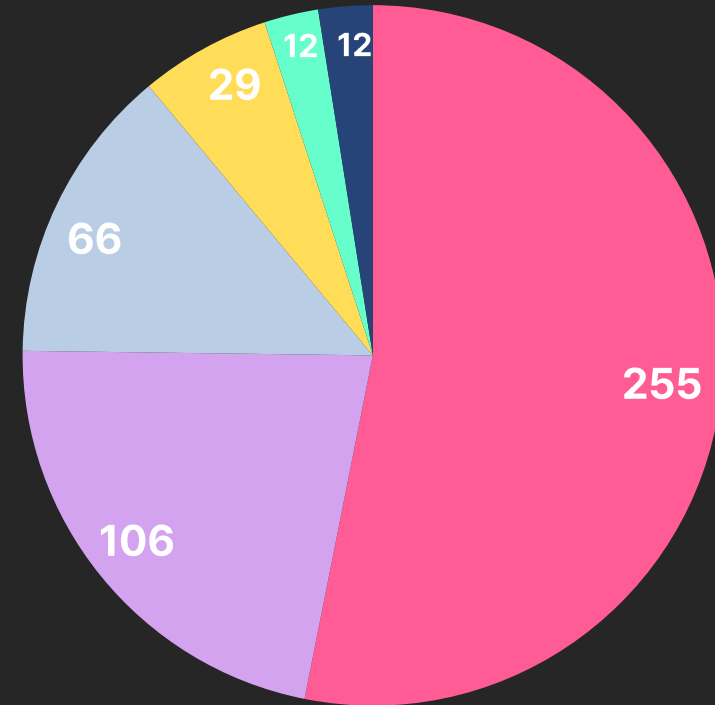
Total Participants

7,729



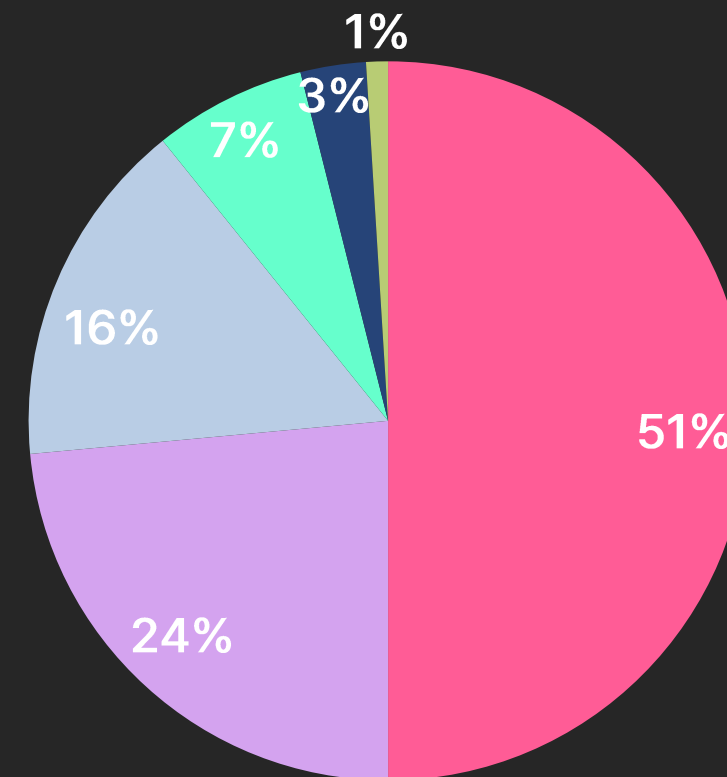
International Participants

480 participants from 62 countries



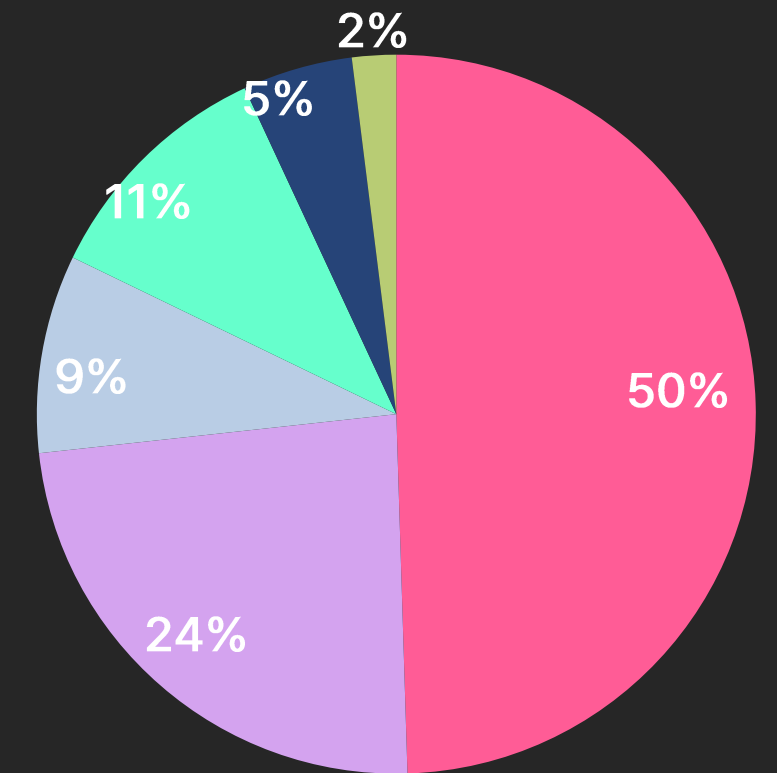
International Investors & Companies

110 participants from 26 countries



International Startups

129 participants from 43 countries



- Startups
- Investors
- Related Organizations/Companies
- General Participants
- Students & Faculty
- Media
- Staff

- Asia
- Americas
- Oceania
- Europe
- Middle East
- Africa

- Asia
- Americas
- Oceania
- Europe
- Middle East
- Africa

- Asia
- Americas
- Oceania
- Europe
- Middle East
- Africa

Event Highlights

September 11 (Thu) - 12 (Fri), 2025



Dongdaemun Design Plaza (DDP), Seoul

Partners (As of April)

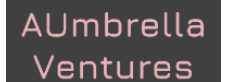
Corporates



Corporates (Open Innovation)



Investors & Institution



Partners 2025

International Investors & Institutions



Domestic Investors & Institutions



Participating Companies 2025

Major Korean Corporations & Mid-sized Enterprises



Korean Institutions



Conference



- **30+ sessions**
(Art Hall 1 & 2, Conference Hall)
- **Keynote speech, Forum, Panel discussion, IR Pitching, etc.**

Exhibition



- **120+ startups booths (Korean/International)**
- **Experience of startup technologies & services**

Meetup



- **600+ Meetups**
- **1:1 meetups between startups and VCs focused on investment and business collaboration**

Opening Ceremony & Key Speakers 2025

2025
Opening Remarks



Sehoon Oh

Seoul Metropolitan Government
Mayor

2025
Keynote speaker



Martin Eberhard

Tesla
Co-Founder



Zack Kass

Ex-OpenAI
Former Head of Go-To-Market



Opening Remarks
- Mayor of Seoul



Beyond the Prototype:
Scaling Revolutionary Ideas
- Martin Eberhard



Congratulatory Remarks
- Chairperson of the Seoul
Metropolitan Council



The Next Great Company
- Zack Kass



Key Speakers by Session 2025



PVP
Songyee Yoon



500 Global
Christine Tsai



Greycroft
Dana Settle



Ironclad
Jason Boehmig



Yanolja Cloud
Jeff Kim



Startup Genome
JF Gauthier



Antler Korea
Sa-eun Jung



GFT Ventures
Jay Eum



GFT Ventures
Jeff Herbst



Boustead APEX
Marcuz Tan



TwelveLabs
Yoon Kim



DeepAI
Kevin Baragona



HKTDC
Billy Lee



AWS Startup Ecosystem
Kihyuk Lee



Raffles Capital
Charlie In



01Booster Inc.
Takeru Kawashima



Pen Ventures
Keith Lee



Shinhan Financial Group
Jongyun Choi



Samsung C&T
Hyejeong Cho



DMCC
Belal Jassoma

Speaker Lineup 2026
Coming Soon



Key Session Programs 2025

Global Expansion



Australian Startup Ecosystem & Case study
(Australian Embassy)

+
Austrade, NSW State, Investible, DeCarice, PerformID



The 2nd Korea-India Startup Ecosystem Forum
(Indian Institute of Technology)

+
Unicorn Incubator, Embassy of India, Otra



Creating Global Success in the Era of AI-Emerging startup successes and insights
(Startup Genome)

+
IMM, Tokyo AI, Sionic AI, Friendli Ai

Fundraising



The 18-Month Journey to a US IPO
(Raffles Capital)

+
Boustead APEX, 500 Global



The state of US Venture Capital
(Greycroft, Collaborative Fund)



Korea Regional Investment Ecosystem Forum
(STPI)

+
MYSC, PEN Ventures, Chungchung Angel Investment Hub

Key Session Programs 2025

Open Innovation



Seoul Open Innovation Insight Day (Samsung C&T Capital) + Shinhan Financial Group, Hyundai Homeshopping, SBA



Startup Journey with Microsoft (Microsoft Korea) + SMB Azure, Quantus, Allganize, lablup



AI & Global: Driving the Future of Open Innovation (AWS Startup Ecosystem) + Hyundai Motor Group, Samsung Securities, LOTTE Engineering & Construction, SBA, KITA, KIDP, Adobe, L'Oreal, Mizuho Bank, FOBECON, CITYEYELAB, Feat

Startup Culture



Global Student Startup IR (BanaNano, Lychee, Mogo Mogo, Mother c., NextGen)



Try Everything 2025 Awards (Startups from the Unicorn Challenge, Leading Venture Capital Firms)



Go Beyond, Scale Global (Korea Youth Startup Association) + ADV Korea, Dcircle, Samyang Chemical, Principal Investment, Incredible

Global Competition

Seoul Unicorn Challenge

Domestic & International Startups

Selection Process

Application

(May 19~June 30)

Preliminary Round 1
(Document Screening)

Initial selection of **14** companies
('26 Domestic 6, Global 8
'25 Domestic 8, Global 6
(July 6~16)

Preliminary Round 2
(Pitch Presentation)

7 companies for the final round
('26 Domestic 3, Global 4
'25 Domestic 4, Global 3
(Jul 20~24)

Final Round
(Pitch Presentation)

Final ranking determined
among **7** companies
(Sep 10)

Application Process

[Domestic] Apply via 'Startup Plus' (www.startup-plus.kr)

[International] Apply via Google Form

Awards & Benefits

1 Seoul Mayor's Award Prize
Total \$81.6K USD
(KRW 120M,
exchange rate of KRW 1,470/USD)

Grand Prize
\$34K USD
(₩50,000,000)

Excellence Prize
\$13.6K USD
(₩20,000,000)

Special Prize
\$13.6K USD
(₩20,000,000)

Outstanding
Prize (2)
\$6.8K USD
(₩10,000,000)

Encouragement
Prize (2)
\$3.4K USD
(₩5,000,000)

2 Participation in Try Everything 2026 and provision of an individual exhibition booth

3 Grand Prize winner will be granted tenancy eligibility at Seoul Startup Hub Gongdeok

4 Naver Cloud Credits: Support of up to \$13.6K USD (KRW 20M) per company, along with security consulting services

Winners 2025

Grand Prize



BeringLab



Excellence Prize

portlogics



Special Prize



MotionsCloud



Outstanding Prize

DATA ALLIANCE



OX+



Encouragement Prize

Konnect



BEYOND HONEYCOMB



Global Competition

Global Student IR Pitching Day | Domestic & International University Students

5 teams from 5 countries participated, 3 teams awarded

<p>Participating Teams 2025</p>	<p>★★★ Grand Prize</p> <p>🇨🇳 Lychee</p>	<p>★★ Best Prize</p> <p>🇵🇭 Mother c.</p>	<p>★ Excellence Award</p> <p>🇵🇰 Mogo Mogo</p>
	<p>No Award</p>	<p>🇮🇩 BanaNano</p>	<p>🇫🇷 NextGen</p>



International Youth Entrepreneurship Olympiad – Final Round

| High School & University Students

10 teams from 3 countries participated, 10 teams awarded

Winners 2025

🥇 Gold Award	AI Killers (Hankuk Academy of Foreign Studies)
🥈 Silver Award	Mappers (Geokkuro Campus) WoodPrint (Korean Minjok Leadership Academy)
🥉 Bronze Award	Miri (Geokkuro Campus) Axira (Cheongna Dalton School) DH Labs (🇺🇸 Portola High)
	Bridging Box (Big Heart Christian School, Fayston Preparatory for the Arts & Language)
	Varn Industry (🇮🇩 HighScope Indonesia Bali)
	BaliNest (🇮🇩 HighScope Indonesia Bali)
	ACTION (Korean Minjok Leadership Academy)



2026 Session Schedule (Tentative)

Sep 9 (WED) 10:00 – 18:00

Art Hall 1

Opening Ceremony
(VIP Attendance)

Luncheon Networking
(Plug n Play_US)

Fundraising Strategy Session (1)
(Plug n Play_US)

Fundraising Strategy Session (2)
(f4ge_US)

Fundraising Strategy Session (3)
(Goodthings_UK)

Fundraising Strategy Session (4)
(Inovexus_FR)

Industry Trends Session (1)
(IQM_FI)

Art Hall 2

To Be Announced

Conference Hall

**Seoul – Financial Investment Association (K-OTC)
Joint Scale-up IR**

(Seoul Metropolitan Government, SBA Investment Support Team, and Korea Financial Investment Association)

Open Innovation (1) : Seoul Open Innovation Insight Day
(SBA Scale-up Team2, Mark & Company)

Open Innovation (2)
(LG Nova × State of West Virginia_US)

Global Expansion (1)
(Israel)

Global Expansion (2)
(Tallinn, Estonia)

Industry Trends Session (2)
(Genspark_US)

Age Tech Insights
(SBA Startup Hub Team 2)

2026 Session Schedule (Tentative)

Sep 10 (THU) 10:00 – 18:00

Art Hall 1

Art Hall 2

Conference Hall

Unicorn Challenge Final Round 2026
(SBA Scale-up Team 2)

Luncheon Networking
(01 Booster_JP)

Global Expansion (4)
(01 Booster_JP)

Global Expansion (5)
(Embassy of Australia in Korea_AUS)

Industry Trends Session (2)
(Select Star_Kor)

Try Everything Awards 2026
(Startups from the Unicorn Challenge,
Leading Venture Capital Firms)

To Be Announced

Startup Culture (1) : Global Student Startup IR Day
(Korea Entrepreneurship Foundation)

Global Expansion(6) : Upstart 2026 Seoul Qualifier
(Embassy of India in Korea, IIT_IND)

Startup Culture (2)
(Startup Genome)

Global Expansion (7) : Unlocking Opportunities in Hong Kong
(Hong Kong Trade Development Council_HK)

Open Innovation (3)
(SBA High-Growth Company Development Team)

Open Innovation (4) : Seoul Open Innovation Global Day
(Mind the Bridge_US)

Open Networking
(Mind the Bridge_US)

☑ Global Zone

Organizations & VCs by country

① Americas

: Plug and Play(US), SOSV(US), Mangusta Capital(US), WV X LG Nova (US)

② Europe & Middle East

: Good Things(UK), Inovexus(FR), Tallinn Strategic Management Office(EE), Investment and Development Agency of Latvia(LV)

③ Asia & Oceania

: 01Booster(JP), City of Nagoya(JP), Antler(SG), Embassy of Australia in Korea(AUS), Hong Kong Trade Development Council(HK)

* More partners to be announced (up to 15 total)

☑ Major Corporate

① Leading Open Innovation Corporations

- CJ CheilJedang (FoodTech, AI)
- Samsung Financial Networks (AI, Finance, FinTech)
- Hyundai Home Shopping (AI, Marketing, Living)
- Hyundai Motor Group Robotics Lab (AI, Mobility)

② Each corporates will bring 3–5 startups.

☑ Domestic VC

5 Leading VC firms
(including IMM Investment)

* Currently being selected



☑ Startup Booths

Content

- ① About 80 individual booths
- ② Featuring Seoul Unicorn Challenge winners & promising startups
- ③ Showcasing innovative startup products & services

Sectors

- AI Robotics ICT Aerospace
- Energy/Climate tech Bio/Health
- Smart Life/Food tech Beauty/Fashion

① Product & Service Demonstrations Opportunities

② Booth Setup Assistance

: Financial assistance for basic booth equipment & installation

③ On-site Networking Service

- : 1:1 meetups arranged through online pre-matching
- : Enhanced networking facilitated online

④ Access to Top Developers

: Meetings with highly qualified developers vetted through SeSAC (Seoul Software Academy)



..... 2025 Venue Layout

* 2026 layout to be added

Venue Layout	3	84	8	3	12	15	4	1	5	3
	Stage	Start-ups	Experience Booth	Corporate Zone	Global Zone	Meet-ups	F&B Zone	Lounge & Exhibition Zone	VC Meetup	Institutional Promotion

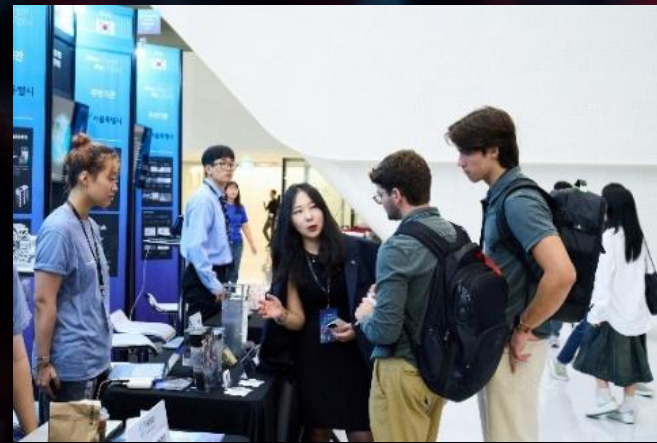


Exhibition Startup Booths

('26) 40 international startups and 40 domestic startups

('25) 33 international startups and 43 domestic startups

Positive feedback received for providing diverse company information, including industry sector, investment stage, recommending organizations, and expected impact



Conference

Exhibition Booths

Meet Up

Exhibition

Global Zone, Corporates, Domestic VC Zone, Interactive Zone

Global Zone

15 organizations from 10 countries



2025 Appearance : 12 organizations from 9 countries



Corporate Zone

Each corporation will be accompanied by 3-5 startups



CJ CheilJedang



Samsung Financial Networks



Hyundai Home Shopping



Hyundai Motor Group Robotics Lab

2025 Appearance : 4 companies across 3 pavilions



Conference

Exhibition Booths

Meet Up

Exhibition

Global Pavilion, Corporates, Domestic VC Pavilion, Interactive Zone

Domestic VC Pavilion

5 venture capital firms

Interactive Zone

Interactive Exhibition Content Pavilion & Promotional Pavilion



K-content

Naver Cloud X Megazone Cloud



MobED

Mark & Company

Meetup Outcomes 2025

Number of Meetups: 541 (Pre-matched: 458, On-site: 83) * 600+ expected this year
Participants: 56 VCs, 16 ACs, 19 Large & Medium Enterprises, 13 Startup Support Organizations

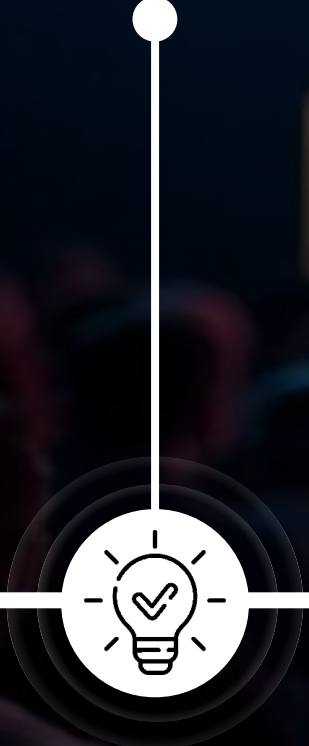
Investment Reviewed: USD 126M

Investment Review by Global Investors:
78 companies reviewed by 33 global investment firms, including IMM Investment and Plug n Play



Schedule

Final Selection of Exhibiting Companies



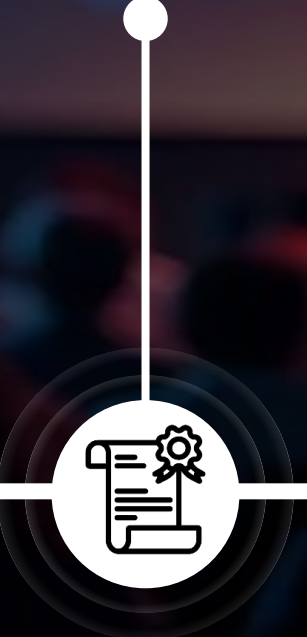
June/July

**Meetup Matching
(VCs/Major corporations - Startups)**



Mid-Late July

Pre-registration for Event Participation



~Sept 8

Event dates



Sept 9~10



TRY Global Start-up Festival Everything 2026

Sep 9-10

@DDP, Seoul

See you in September 2026 in Seoul

www.tryeverything.or.kr
ask@tryeverything.or.kr



Homepage



Information



Highlights

