

K-Scouter is an 5-month inbound acceleration program for foreign startups backed by Korea's Ministry of SMEs and Startups.

The **2026 K-Scouter: The Innovators** is designed to identify, support, and accelerate innovative international startups seeking to enter the Korean market and expand into Asia through Korea by providing comprehensive market entry and expansion support.



APPLICATION PERIOD  
~ July 10th 15:00 KST



PROGRAM PERIOD  
Online: August – November 2026  
Offline: December 2026



PROGRAM FORMAT  
Hybrid (Online & Offline)



SELECTED STARTUPS  
8 High-Potential Global Startups

JULY 2026 Applications Review

AUGUST – NOV 2026 Business Matching  
(Customers, PoC, investors)  
Korea's Business Learning



DECEMBER 2026 On-site Market execution

## Your Fastest Path Into the Korean Market.

# K-Scouter with The Innovators

Your Fastest Path Into the Korean Market.

### Have Questions?

-  [k-scouter-connect.replit.app](https://k-scouter-connect.replit.app)
-  [ba@theinnovators.zone](mailto:ba@theinnovators.zone)

Apply Now



# | Onboarding in 4 Steps

From application to your first Korean customer meeting — here's how we get you ready.

## STEP 1 Product-Market Fit



Work with experts to refine your business direction for the Korean market. Identify target customers and strategic partners aligned with your market entry goals.

## STEP 2 Korea Business Learning



Learn Korea's startup ecosystem, business culture, practical know-how, and key risk points through seminars and mentoring.

## STEP 3 Pre-landing Structuring



Engage in continuous business matching and explore PoC opportunities with Korean companies before landing.

## STEP 4 Land & Execute



Arrive in Korea with visa, entity setup, and business opportunities aligned — then move directly into market execution.

# | Why Korea?



## World-Class Testbed

A hyper-connected, tech-savvy market ideal for validating B2B solutions and scaling rapidly.



## Corporate Demand

Top-tier conglomerates and mid-caps are actively seeking foreign deep-tech and AI innovations.



## Government Support

Strong backing for foreign startups, including visa, legal entity setup, and financial incentives.



## APAC Expansion Gateway

Build a Korean reference case and use it as a springboard for expansion into the broader Asia-Pacific market.

## Who should apply?

- Foreign-founded companies ( $\leq 7$  years,  $\leq 10$  for deep tech)
- AI, B2B SaaS, Deep Tech, Healthcare, Robotics, Manufacturing, ESG
- B2B or B2B2B business models preferred
- Teams committed to entering Korea, with dedicated members available for long-term local execution

# | Why The Innovators?

K-Scouter: **The Innovators** goes beyond soft-landing support.

We prepare each startup's Korea market entry before arrival by designing the right strategy, customer targets, partner structure, and PoC opportunities.

With The Innovators, market entry is managed as one execution pipeline — from landing and entity setup to customer meetings, PoC, contracts, and revenue.

## The Difference



## What You Get

- ⊙ Pre-landing business development design
- ⊙ 5 - 10 business matching before arrival
- ⊙ Visa & Korea entity setup support
- ⊙ Participation in COMEUP, global startup festival

*Our partnership will go beyond the program — continuing with you as you build, grow, and scale in Korea.*

**Start in Korea with K-Scouter: The Innovators.**

**Grow in Korea with The Innovators.**