



DEMAND RESPONSE SEARCH (DRS)

OPPORTUNITIES FOR DIRECT ACCESS TO HUNDREDS OF COMPANIES SEEKING
NEW OR INNOVATIVE TECHNOLOGIES



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DRS IS:

A sniper-targeted campaign to reach a pre-defined audience, enabling technology suppliers to get engaged directly with the decision-makers of technology seekers and/or investors. This approach ensures that target audiences get the right message/offer precisely at the right time and place ensuring that no shots are wasted in the process.

A micro-targeting approach to creating “Expression of Interest (EOI)”, which arranges a B2B meeting in person between technology suppliers and seekers. Particularly DRS is quite popularly used for prior promotional schemes to invite more technology seekers to technology supplier’s booths.

FOR TECHNOLOGY PROVIDER

Provide an efficient way to access Korean companies, enabling technology providers to get enhanced communication and collaboration skills through DBN's services

SERVICE INCLUDES

- 01 Intensive search in targeted business area
- 02 Discover the company`s technology request
- 03 Create all activity report

OUTPUT

- Long-list: 50ea, list of candidate companies who are related to the targeted business area
- Short-list: 20ea, list of potential partners who are interested in the provider's technology
- EOI (Expression of Interest): 3~5ea, provide e-B2B meeting with support for the first meeting interpretation service and summarize the business talk
- Activity report: Write up the history of all activities for DRS services

OVERVIEW



SOLUTION PROVIDER

1357	Soft-Zion Co., Ltd.
	http://
1356	In The Tech Co., Ltd.
	http://inthetech.co.kr/pg/
1355	MTEG CO., Ltd.
	http://www.mteg.co.kr/
1354	Top Tooling Systems Co., Ltd
	http://cjet-tts.com
1353	AMPERE MATERIALS Co., Ltd.
	http://www.amperematerials.com
1352	L&D Tech Co., Ltd
	http://www.lnd-tech.com/
1351	O2NATURE Co., Ltd.
	http://www.o2mate.co.kr
1350	THE SISTERS
	http://www.thesisters.nl/
1349	SWISS PRESTIGE COSMETICS SA
	http://www.swiss-prestige.com
1348	Steinfels Swiss
	http://www.steinfels-swiss.ch

CRM DATA BASE



INNOVATION SEEKER



OI INTERMEDIARY



- Technology Offer Promotion
- Network (Email/Phone Call)
- OI Data Base



OI PORTAL



- Expression of Interest (Eoi)
- Virtual Meeting
- Mentoring: Deal flow

SERVICE ACTIVITIES

DEMAND RESPONSE SEARCH (DRS): PARTNER SEARCH	TOUCH MAINTENANCE PROGRAM (TMP): SUPPORT	INTERPRETATION: ONCE	MENTORING BUSINESS DEVELOPMENT: ONCE
SERVICE PRICE:		INBOUND (INT > KR): USD3,000 OUTBOUND (KR>INT): USD5,000	

NETWORK PARTNERS



+17 Countries

PERFORMANCE OVERVIEW



LEMON HEALTHCARE (KR) & SOTATEK (VN)



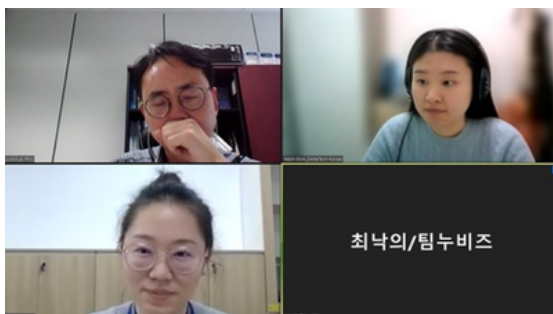
ROWAN (KR) & SUNWAH GROUP (CN)



BREATHINGS (KRC) & HANOI HOSPITAL (VN)



NEOFECT (KR) & SUNWAH GROUP (CN)



TEAM NUBIZ (KR) & YAOHAI BIO (CN)



WANNABE CHAIN (KR) & CLOUDYBOSS (US)

THANK YOU



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MARKET INTERNATIONALLY