

The Innovative Case of 6th Industry of Agriculture & Rural Areas Led By Seoul National University

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Wellness(Health + Beauty) Food & Life Sciences



Well Born

Well-Growing

Well-Being

Well-Aging



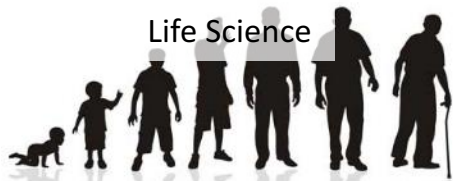
Agriculture



Convergence



Better life



Life Science



Organization



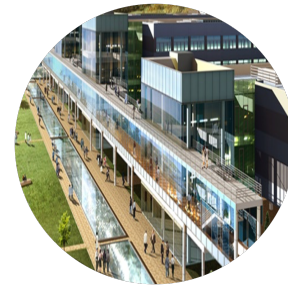
Research

- Research
- Patent
- Human Resource



Development

- Bio-Convergence Technology
- Development of Wellness Product/Service & Business model



Production

- Processing Technology
- Factories

BOBSNU

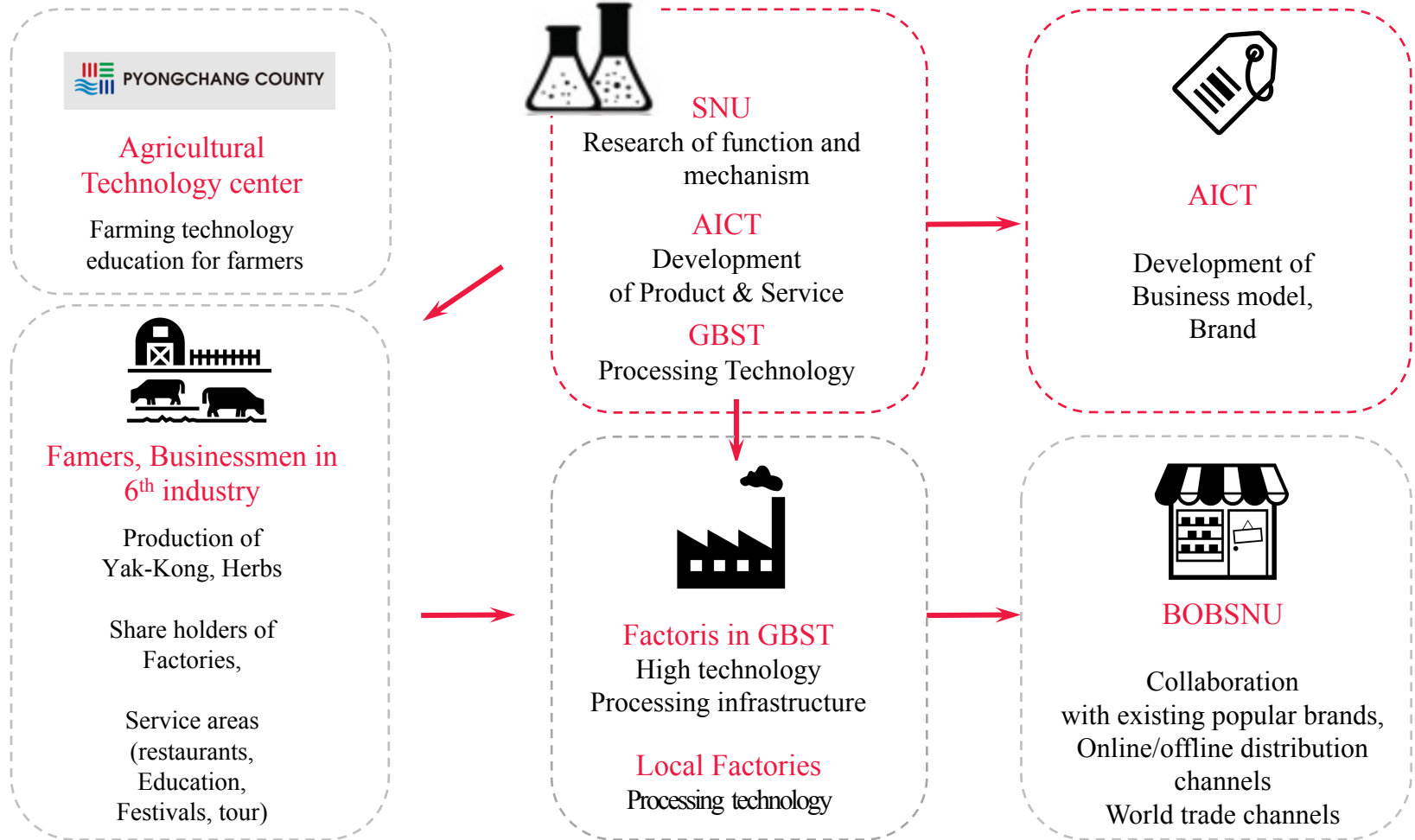
Business

Marketing
Distribution



Food Value Chain

Led by Seoul National University





Strategy

1. R&D based
Product

2. Collaboration
Brand

3. Sustainability
Human resource

Glocalized | Region, Stories

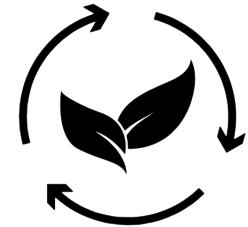
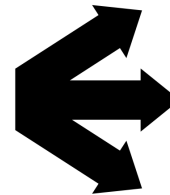
Bio-Convergence | Healthy

Technology | SNU Formula

Qualified | Certified by SNU



x





1. R&D based



GBTQ : Glocalized Bio Technology Qualified

Glocalized

Bio

Technology

Qualified

Healthy
raw material



Scientific
Evidences



Convergence
Technology



Reliable
Products





1. R&D based

GBTQ : Glocalized Bio Technology Qualified



Yak-Kong
(藥 bean)
= Medicinal bean



Herbs

- SNU campus
- Winter Olympic in 2018

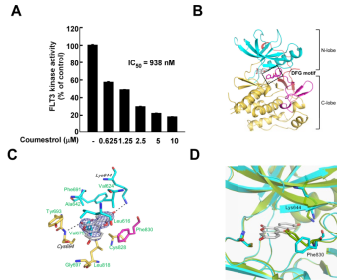
- Highland Agriculture(高冷地農業)
(600~1300m above sea level)
- High amounts of polyphenols



1. R&D based

GBTQ : Glocalized Bio Technology Qualified

- Development of natural soymilk with minimized processing and without artificial ingredients

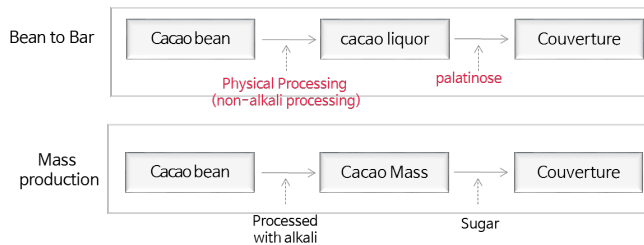


100% locally grown
Soybean + Herbs

No added sugar, artificial
flavors & colors, emulsifier



- Development of Bean to Bar chocolate without chemical processing and artificial ingredients

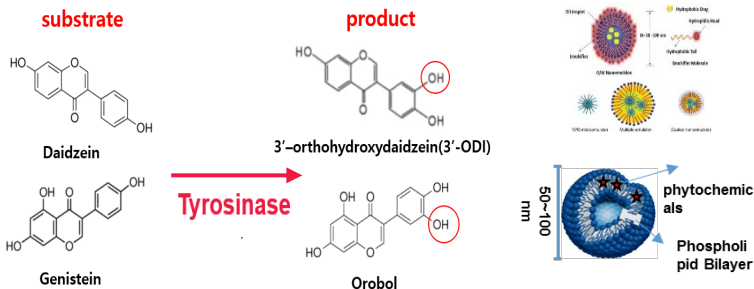


Bean to Bar chocolate,
+ Yak-Kong & Herbs

No added sugar, additives
No chemical processing



- Development of natural cosmetic product with soy-derived functional ingredients



100% natural ingredient, no
harmful chemicals

Contains 97% soybean-derived
compounds with detoxifying and
antioxidant effect





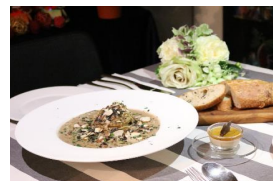
2. Collaboration

Brand & Distribution



허브나라농원

LyaSNU





Performance

Yak-Koing soy milk

- 10 of me-too products
- Domestic Ingredients
- Non-sugar, Non- additives

Double the price

Me-too Products

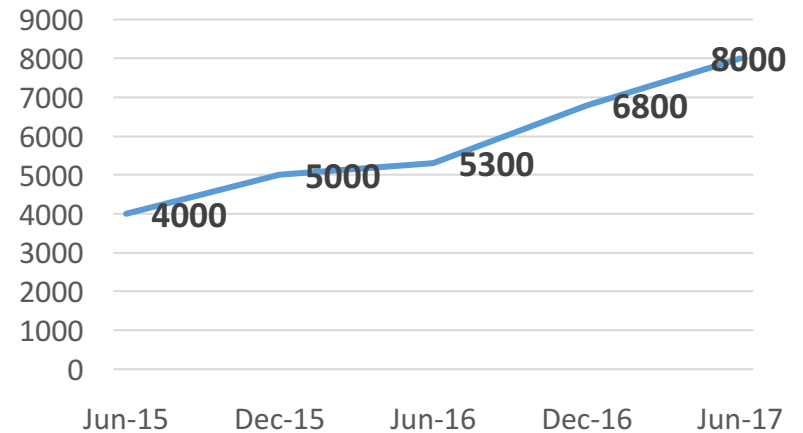
Name	BOBSNU 약콩두유	정식품 베지밀 발아약콩 두유	풀무원 ORGA 검정약콩 두유	이롬 황성주 발아약콩 두유	황교익 약콩두유	건국 약콩두유
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image



Manufacturer	한미메디케어 / (주)BOBSNU	(주)정식품 / (주)정식품	성연식품 / (주)올가홀푸드	한미메디케어 / (주)이롬	(주)자연과사람들 / (주)오즈데이	논산딸기랜드 (주) / (주)건국유업
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Price of Yak-Kong (won/kg)



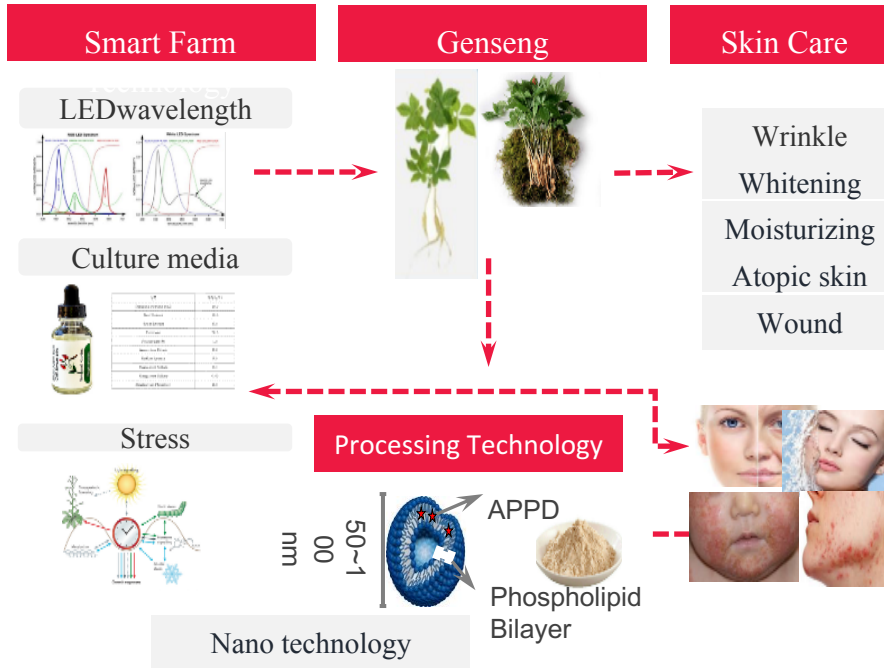


Other case : Smartfarm Ginseng

Materials

Scientific research

Products



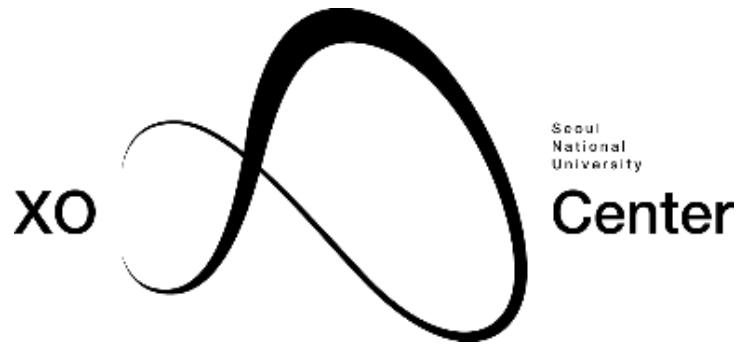
FARM CRAFT
농업회사법인 주식회사 팜크래프트

SNU + AICT + GBST



3. Sustainability

Korean wellness Leader



Je daoom
Create new value
with “je daoom”



ACE education
Korean Wellness Leader



Wellness
Healthy & Happy life

je daoom

Authenticity
Convergence
Emergence

Happiness beyond Health,
Well-being + Happiness



3. Sustainability

XO Center in SNU



BOB
SNU

XO center

Incubation

Business

Education

Convergence
Technology

Wellness
Industry

Wellness
Leader
Training

Samrt Health
Big Data
Nano
Bio-Conversion

Food value
Chain

XO Center in JeJu island





3. Sustainability

Korean Wellness Leader

— 사용된 기술: 식물성 원료 가공을 통한 계란 및 우유 대체 기술



탄수화물



단백질



지방

식물성원료 ▶ 동물성원료 상질교사

초미세분쇄기술 단백질-탄수화물 상호작용



Oil and water → Emulsified oil and water

Micelles are lipid molecules that play a role in emulsification

— 약콩마요 소개

- NON-GMO 두유액, 국내산 약콩
- 순식물성 (Egg Free)
- 칼로리 감소
- 콜레스테롤 0%
- 프리미엄미강유 사용



특허출원
*특허출원 번호: 10-2015-0081974
출원일자: 2015.08.19




약콩마요 도미 상품 3kg 약콩마요 소매 상품 220g



단독] 우리콩 사랑에 빠진 師弟 "창업대박 일냈죠"

공박사* 서울농대 이기원 교수, 약콩두유로 인기몰이
*모델 스승 따라 박사과정 양재식 씨도 창업
아토피 환자 위해 콩으로 마요네즈 만들어 위기에 빠진 농업 살리겠다"

시업력 2017.07.25 04:01:05 | 최종수정 2017.07.25 08:46:38

조그만 농업대학 실험실에서 콩으로 만든 신개념 `약콩두유`를 개발해 국내 시장에 돌풍을 일으킨 대학교수에 이어 이번엔 그 제자가 `콩으로 만든 마요네즈`를 들고나와 화제다.

대기업이 거액의 연구개발비를 투자해도 성공하기 어려운 음식 분야에서 사제시간이 잇달아 벤처 창업에 나선 것. 특히 소비량이 급감하고 있는 국내 콩 산업에 활력을 불어넣는 긍정적 효과까지 기대돼 식품업계의 주목을 받고 있다.



이기원 교수(왼쪽)와 양재식 대표.

Thank you

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