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

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Seoul National University
Wellness (Health + Beauty) Food & Life Sciences

Well Born  Well-Growing  Well-Being  Well-Aging

Agriculture

Life Science

Convergence

Better life
Organization

Research
- Research
- Patent
- Human Resource

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

Production
- Processing Technology
- Factories

B.O.B.SNU

Business
Marketing Distribution
Food Value Chain

Led by Seoul National University

Agricultural Technology center
- Farming technology education for farmers

Famers, Businessmen in 6th industry
- Production of Yak-Kong, Herbs
- Share holders of Factories,
- Service areas (restaurants, Education, Festivals, tour)

SNU
- Research of function and mechanism

AICT
- Development of Product & Service

GBST
- Processing Technology

Factoris in GBST
- High technology Processing infrastructure

Local Factories
- Processing technology

BOBSNU
- Collaboration with existing popular brands,
  Online/offline distribution channels
  World trade channels

AICT
- Development of Business model, Brand
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
* 

1. R&D based

**GBTQ : Glocalized Bio Technology Qualified**

<table>
<thead>
<tr>
<th>Glocalized</th>
<th>Bio</th>
<th>Technology</th>
<th>Qualified</th>
</tr>
</thead>
<tbody>
<tr>
<td>Healthy raw material</td>
<td>Scientific Evidences</td>
<td>Convergence Technology</td>
<td>Reliable Products</td>
</tr>
</tbody>
</table>
1. R&D based

**GBTQ**: Glocalized Bio Technology Qualified

- SNU campus
- Winter Olympic in 2018
- Highland Agriculture (高冷地農業) (600~1300m above sea level)
- High amounts of polyphenols

Yak-Kong (藥 bean) = Medicinal bean

Herbs
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
## Performance

### Yak-Koing soy milk

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

### Double the price

<table>
<thead>
<tr>
<th>Name</th>
<th>BOBSNU 양콩두유</th>
<th>정식품 배지밀 발아양콩 두유</th>
<th>풀무원 ORGA 청양양콩 두유</th>
<th>이롬 황성주 발아양콩 두유</th>
<th>황교익 양콩두유</th>
<th>건국 양콩두유</th>
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**Price of Yak-Kong (won/kg)**

```
Jun-15   Dec-15   Jun-16   Dec-16   Jun-17
4000     5000     5300     6800     8000
```

**Image**
- Me-too Products
- Domestic Ingredients: Non-sugar, Non-additives
- Double the price chart
**Other case: Smartfarm Ginseng**

<table>
<thead>
<tr>
<th>Materials</th>
<th>Scientific research</th>
<th>Products</th>
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</thead>
<tbody>
<tr>
<td>Internet of Things</td>
<td>Smart Farm</td>
<td>Genseng</td>
</tr>
<tr>
<td>LED wavelength</td>
<td>Culture media</td>
<td>Stress</td>
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<tr>
<td>50~1,000 nm</td>
<td>Phospholipid Bilayer</td>
<td>Wrinkle</td>
</tr>
<tr>
<td>Nano technology</td>
<td>Whitening</td>
<td>Moisturizing</td>
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*SNU + AICT + GBST*
3. Sustainability

Korean wellness Leader

Core Value
Je daoom
Create new value with “je daoom”

Vision
ACE education
Korean Wellness Leader

Mission
Wellness
Healthy & Happy life

Authenticity
Convergence
Emergence

Happiness beyond Health, Well-being + Happiness
3. Sustainability

XO Center in SNU

XO Center in JeJu island

Education
Wellness
Leader Training

Convergence Technology
Samrt Health
Big Data
Nano
Bio-Conversion

Wellness Industry
Food value Chain
3. Sustainability

Korean Wellness Leader
Thank you

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