

# Start a new business in Silicon Valley with no money

(실리콘 밸리 창업 돈 없이 도전하기)

Global Startup Strategy by AIBrain, 5 Year Startup in Silicon Valley

- (실리콘 밸리 진출 5년 AIBrain 이 보는 글로벌 스타트업 전략)



AIBRAIN, INC  
THE INTELLIGENT COMPANY

# Share our story of How AIBrain picked as Top 20 AI company



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# AIBrain

## Silicon Valley 5y (2012.2-2017.3) Good and Bad

2017.3.22

CEO 신홍식  
Richard H Shinn, Ph.D.



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# 2012.2-2017.2: 5Y Plan & Performance (Good & Bad)

	Plan	Good	Bad
2012	<ul style="list-style-type: none"> <li>5 Brilliant Minds</li> <li>True Venture as an American co</li> </ul>	5-9. Ray Perrault, Dir AIC, SRI (AIBrain website)	Failed to find Lawyers: LLC → C-Corp (L visa problems)
2013		7. PhD, MIT, Marvin Minsky's Student 9. Found 1 (PDDL Planner) 10. Co-Founder, Siri 10. Innovation Award, CES 2014	(L visa renewal every 2 year after 1 <sup>st</sup> y)
2014		?? >100 Stanford appl's	Delayed mfg Tyche 10. SMILE failed to award CES Inno Failed earn revenue
2015		10. Kickstarter Tyche (Half done) ?? >200 Stanford appl's	Failed to earn revenue ?? . Daimler, Huawei
2016		6/7/8. Million AI Startups → Dr. Steve Omohundro, Advisor 8. Futur: Top 30 Google Indie Game 9. Top 20 AI Company	Failed to ship Tyche (Kaesung) Delay Mfg. Tyche (Cn) Failed to earn revenue (Sony)
2017			>\$5M Cash spent (Cosmo \$2M) HR Mgmt: Poor

# 5Y Plan (2012)

- 5-10명만 있으면 할 수 있다
- (Ref. Marvin Minsky, 2003, it's hard to get 10 capable people.)
- **Why A.I. Is Brain-Dead**
- **If AI's brain-dead, aren't you partially to blame?**  
Minsky: No. I've been continually working on the problem. I'm trying to put a new project together, but it's hard to get 10 capable people. It would take five or ten years, and nobody wants to put that kind of time in – people want to double their money overnight.

**글로벌 백작 되기**

**How Can You be a Founder & CEO?**

**Super Sales Secret**

# Super Sales Secret

# Ask & Listen

Pain Question:

Search

“잘” 찾아야: Intelligent Search > Blind Search

# Super Sales Secret

# Practice

but “Best” Practice

**B/L/T (Benchmark/Learn/Transfer)**

Watch YouTube

3000번 Practice

Ex 1. K-Pop rehearsal



# **Super Sales Secret**

# **Sales Pitch**

# Present – Pitch

- 15 Sec “Elevator” Pitch
- 3 Min Pitch
- Ex 1. [Sequoia Capital](#) – 3 min 44 sec (Select 1/100 Business Plans)
- 2가지 극복
  - 표현 – 자신감은 comes after 3,000 Practices
  - English presentation
- 1. Local – 백작 스쿨 (+ AI Ventures)
- 2. Silicon Valley: at Plug and Play, Y Combinator
- 단번에 된다? Auditions 10번, 100번 실패
- In the World: Plenty of good opportunities!
- Challenge!
  - Ex 1. Open Future - Telefonica
  - Ex 2. Pioneers Festival <https://pioneers.io/festival2017/pioneers500/>
  - Open Innovation
  - Open Innovation Challenge

# How To Pitch To Investors In Under 2 Minutes

- 15 sec pitch: set a hook, Need to be bold, stand out – Ask Pain Question
- AIBrain's Story; 감동적 이야기 (Use Case)
- Middle
  - 1. What is your Product/Service?
  - 2. What is your Market?
  - 3. How will you make money? (ROI)
  - 4. Who is behind the company?
  - 5. Who are your competitors?
  - 6. What is your competitive advantage?
- Close
  - Ask (what they need)
  - Show Passion/Enthusiasm
  - (I would like to leave you with ----) (Figure out your Colombo clause)

(Memorize your two minutes, rehearse it –  
record it and play back to listen over and over again – it pops out of your head)

# AIBrain: A Global AI Company at 5 Hubs



**누구나 백작 될 수 있다**

# “자기 것” 찾기

Act. 자기 찾기 – 누구나 백작 될 수 있다

Can be a Founder & CEO

Grit: Passion & Perseverance

# 듣는 사람 입장에서

- Memory is very limited
- They remember only a few words

# Conclusion

- Ask “Pain Question” & Listen
  - Intelligent Search
- “Best” Practice
  - Benchmark/Learn/Transfer
- Present – Pitch
  - 15 Sec “Elevator” Pitch
  - 5 Min Pitch
  - CEO’s job = Report
- Act “자기” 찾기
  - 누구나 백작 (Founder & CEO) 될 수 있다
  - Grit: Passion & Perseverance



# 5천만의 지혜를 찾는다

## (가칭) AI 벤처스

Vision: 7 Billions' Wisdom

The Intelligent Company: Be Intelligent in Every Aspect



AIBRAIN, INC  
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**AIBrain: A Global AI Company at 5 Hubs  
to benefit 7B Earth Humans**

## **AIBrain: Home for Universal Humans**

**AIBrain Inc**  
(Menlo Park, CA)



**AIBrain AG**

[aibrain.eu](http://aibrain.eu), [aibrain.ch](http://aibrain.ch)  
(Switzerland)  
(Germany)

**에이아이브레인(주)**  
(AIBrain Seoul, Korea)

**A I ブレイン株式会社**  
**AIBrain Japan**

**非凡智慧科技深圳有限公司**  
(AIBrain Shenzhen, China)

# AIBrain

## Vision 2020: Top 10 AI Company

**AIBrain AG**  
(Switzerland, 2018)

**AI Robots for All**



**Futurable**



**AI Game for Future Simulation**

**A+I**  
(Augmented  
Intelligence)

**AIBrain Asia**

非凡智慧科技深圳有限公司 (AIBrain Shenzhen, China 2017)

A I ブレーン株式会社 (AIBrain Tokyo, Japan 2017)

에이아이브레인(주) (AIBrain Seoul, Korea, 1997)

**AIBrain Inc**

(Palo Alto/Menlo Park, 2012)

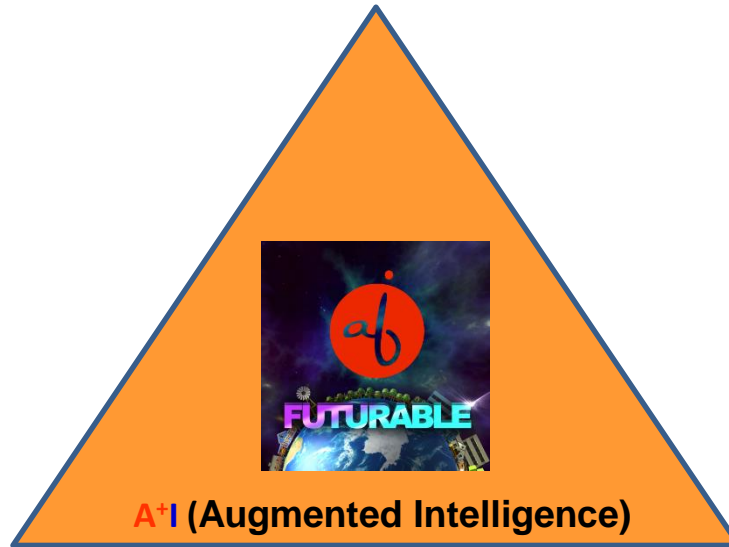


**AIBRAIN, INC**  
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As the greatest creature in the whole Universe,  
every Human can deserve a life of beauty.

Value: Build Your Own Lifetime Business

Vision: Virtually Organizing Million AI Boutiques (2030)



**Million A+I School (Seoul)**  
**Million A+I Startups (Palo Alto)**

**A+I School of the Future (2017)**  
**AI Learning for All**  
(Advisor: Dr. Steve Omohundro)

**The best AI Practice for All**  
**Build your own lifetime business!**  
(Advisor: Dr. Cirrus Shakeri – Mentor, Plug & Play)

백만 청소년을 위한 **A+I** 스쿨  
(1 Million Global Young Leaders, 2030)

만인을 위한 AI창업학교 **백작 스쿨**