

2024 Promising Student Start-up Team 300+

Guideline for Mock IPO

(Networking Day_Online)

- **Submission Period : ~ 8/8(Thur.) 15:00**
- **Operation Period : 8/9(Fri.) ~ 8/18(Sun.) 23:59**

Networking Day

Networking Day	Date/Venue/Period	Note
<p>[Offline] Networking Day</p>	<p>(Date) Aug. 13th(Tue.) 13:00 ~ 17:00 (Venue) aT Center, Exhibition Hall 2 (Address) 27, Gangnam-daero, Seocho-gu, Seoul</p>	<ul style="list-style-type: none"> - At least one member per team is required to attend the event. - Further information will be provided later.
<p>[Online] Mock IPO</p> <p>http://festival.u300.kr/ * The website is provided in Korean. Please use the 'Chrome' Browser for the automatic translation feature.</p>	<p>(Submission Period) ~ Aug. 8th(Thur.)</p> <p>(Operation Period) Aug. 9th(Fri.) ~ 18th(Sun.)</p>	<ul style="list-style-type: none"> - The main purpose of this event is to promote and spread the excellence of student start-up teams and a positive entrepreneurial culture among the general public. - The student start-up teams will have an opportunity to introduce their business items and conduct a survey on appropriate pricing to the general public. - The prize will be awarded to the top 30 teams that conduct the most surveys on appropriate pricing.(Engagement Event)

The Minister of Education certificate will be issued only to the teams participating in BOTH the offline networking event and the online IPO event.

Guidelines for Submitting Materials for Mock IPO

Submitting Materials for Mock IPO

- **(Submission Period)** ~ Aug. 8th(Thur.) 3PM
- **(How to Submit)** Please submit the materials to (cmchae@koef.or.kr).

Material to Submit

- **(1)** Write the item description within 30 characters.
- **(2)** One photo representing the business (Recommended image ratio is 16:9).
- **(3)** Submit the business introduction and a brief overview.
 - The file should be submitted in PPT format.
 - The materials will be made public to the general audience, so please modify the contents to ensure they can be publicly shared.
- **(4)** Please specify the price for the appropriate pricing survey aimed:
 - 1) Minimum Price
 - 2) Price increment unit: e.g., 10,000 KRW / 1,000,000 KRW

Note

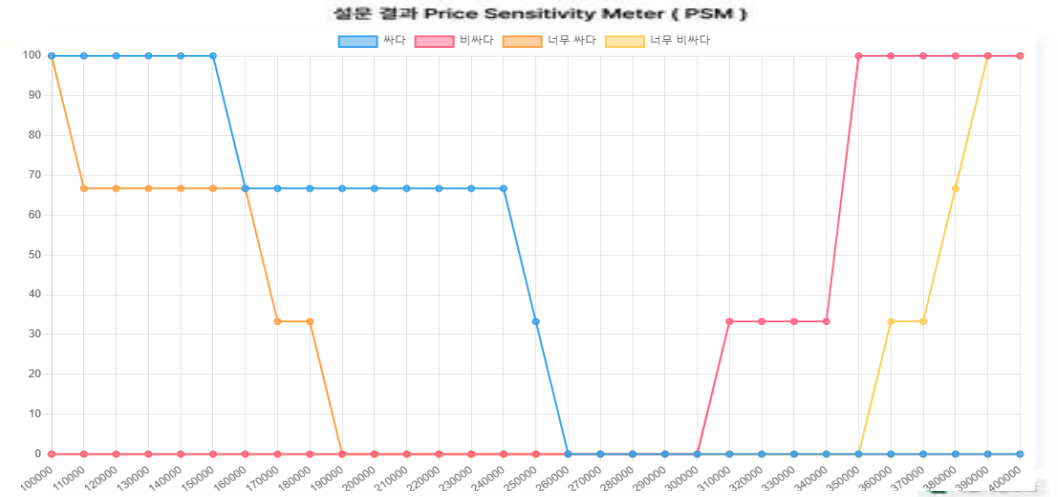
- **You can check the materials of the teams from previous years on the website.**

(Link) http://festival.u300.kr/cms/process/invest_2023/list.asp?c_show_no=186&c_check_no=108&c_relation=1035&c_relation2=1053&c_festival_type=2

How to Check Results

- The business will be introduced to the general public, and the opinions on appropriate pricing will be collected from the general public.
- **(How to Check Results)** When you log in with the team representative's account, you can check and download the survey results from the IPO website.
- **(Access Period)** Aug. 9th ~ Aug. 18th

Example of Survey Results



PMC Point of Marginal Cheapness

226,154 원

- PMC는 '너무 싸다'와 '비싸다' 그래프가 교차하는 지점입니다.
- 이 가격 이하로 설정하면 소비자가 제품을 구매할 가능성이 높아져, 판매량을 극대화 할 수 있습니다.
- 따라서 PMC 지점보다는 높은 가격을 책정하는 것이 좋습니다.

PME Point of Marginal Expensiveness

250,000 원

- PME는 '너무 싸다'와 '비싸다' 그래프가 교차하는 지점입니다.
- 이 가격 이상으로 설정하면 소비자가 구매를 포기할 가능성이 높아지므로, 적정 가격 범위를 설정하는 데 유용합니다.
- 따라서 PMC 지점보다는 높은 가격을 책정하는 것이 좋습니다.

PPP Penetration Pricing Point

232,308 원

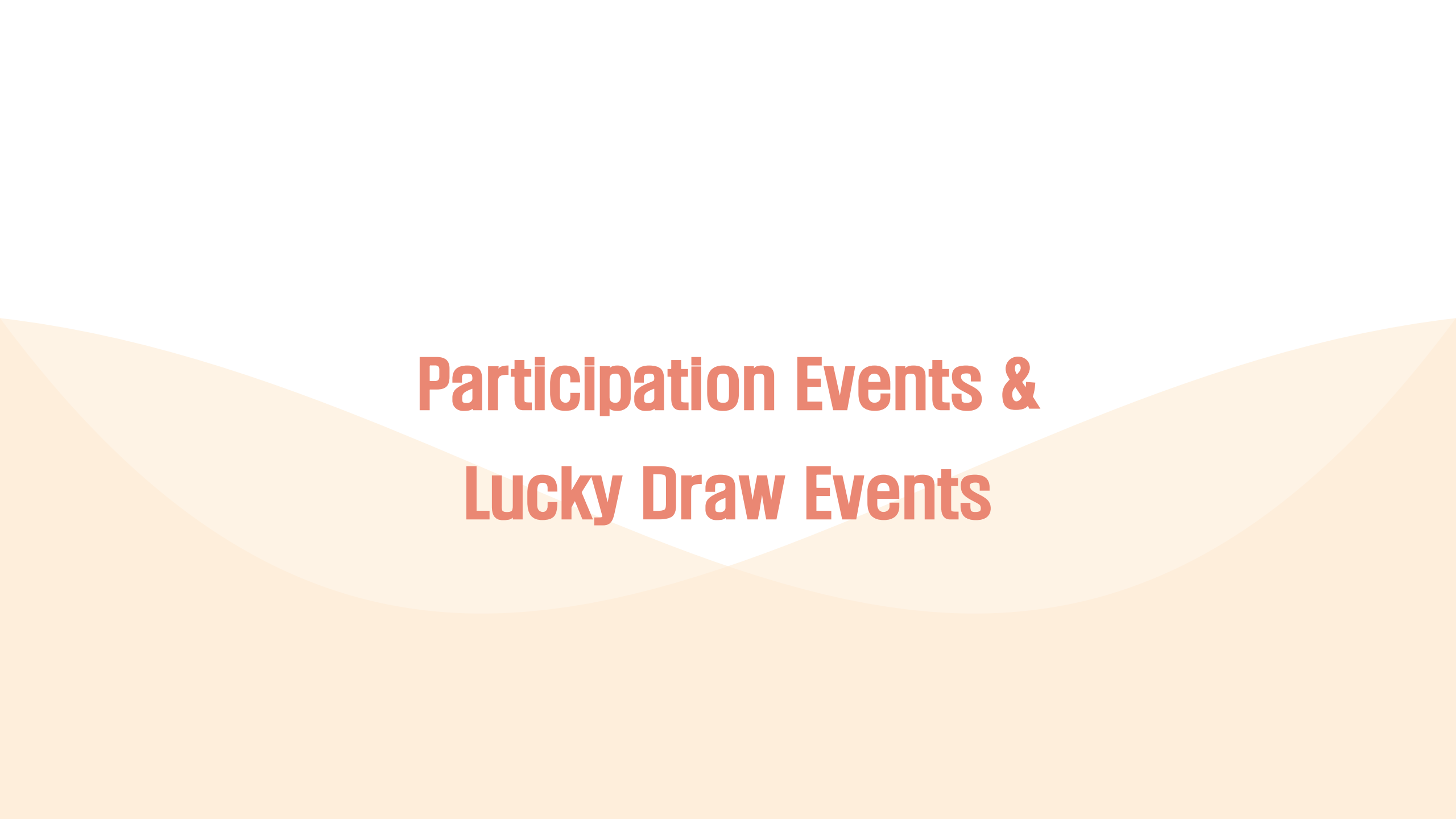
- PPP는 '너무 싸다'와 '비싸다' 그래프가 교차하는 지점입니다.
- 낮은 가격으로 시장 점유율을 빠르게 확보하고, 장기적으로 고가 기반을 확립할 수 있습니다.
- 이 지점을 OPP (Optimal Price Point) 최적가격이라고도 부릅니다.

IPP Indifference Price Point

241,429 원

- IPP는 '싸다'와 '비싸다' 그래프가 교차하는 지점입니다.
- 이 지점에서 제품이 비싸다고 생각하는 소비자와 싸다고 생각하는 소비자 수가 같아집니다.
- 이 지점은 가장 균형 잡힌 이미지를 가질 수 있는 가격이며, 보통 해당 카테고리의 평균 시장가와 비슷한 경우가 많습니다.

이와 같은 분석을 바탕으로 적절한 가격 책정을 위해서는 PMC, PME, PPP, IPP 등의 지점을 고려해야 합니다. 대략적인 가격선의 범위는 PME와 PMC 사이인 것을 고려해야 합니다. PME-PMC의 차이가 줄수록 소비자들의 가격에 민감하게 반응하는 경향이 있어 가격정책에 특히 유의해야 합니다. 특히 PPP (OPP)는 판매량 극대화를 위한 최적의 가격 지점이 될 수 있습니다.

The background features a white upper section and a lower section with overlapping, wavy, light orange shapes that create a sense of depth and movement.

Participation Events & Lucky Draw Events

Participation Event / Lucky Draw Events

Event	Target audience	Description	Prize
Engagement Event	Participating Student Start-up Teams	The top 30 participating teams that received the most surveys responses will be awarded.	100,000 KRW gift card for Baedal Minjok
Referral Event	Whoever signs up for the website	Enter the referrer ID in the popup window. The top 5 individuals who encouraged the most sign-ups will be awarded.	iPad Air 11, Dyson Supersonic Hair Dryer, Nintendo Switch, etc.
Participation Draw	Whoever participates in the Mock IPO survey at least once	A draw will be held for 5 participants who have participated in the Mock IPO survey at least once. <ul style="list-style-type: none"> Raffle tickets will be issued according to the number of times a participant engages. There is no limit to the number of times you can participate in Mock IPO survey. 	AirPods Max, Marshall speaker, etc.
[Find 'U300' Mark] Draw	Whoever signs up for the website	A draw will be held for one person among those who click on the randomly appearing 'U300' Mark on the website five times or more.	SONY Headphones (WH-1000XMS)
Supportive Comments Draw	Whoever signs up for the website	A draw will be held for 200 participants who leave supportive comments for the participating teams.	10,000 KRW gift card for Starbucks