

U.S. Government Market Entry Program

Pishon's US Government Market Entry Program is a custom tailored program for Korean IT companies to learn all aspects of business globalization, especially to the US government market. Our program focuses on providing baseline training for participants to "soft land" successfully in the US Government market with the help of industry experts from our own resources and our network of mentors and advisors.

WHAT YOU'LL EXPERIENCE

Doing business with US government requires different set of critical knowledge and experiences. Government procurement process is totally different than commercial sector. Pishon team understands these challenging requirements, and our proven programs foster these requirements by creating custom tailored US Government Market Entry Program. Our US Program focuses on three things: **Learn, Network and Develop**. These focuses are well distributed into our 3 week program: **Training, Mentoring, and Networking sessions**.

Education: 3 weeks in Mason Enterprise Center, Fairfax, Virginia

During our 3 week program, our program instructors will transfer their experiences and expertise to the participants.

- **You will understand US Government Procurements and how you can adjust your strategies accordingly.**
- **You will be able to find your Target Agencies: the ones who are planning to buy your product / service that you are selling.**
- **You will be able to find your Target Contact: The person(s) who are involved in the requisitioning and purchase of your product / service.**
- **You will know how to succeed in US Government market.**

Mentoring: One-on-One & Group Mentoring (Ongoing, both in Korea and US)

Our program is more focused on equipping Korean companies with hands-on knowledge of US government procurements and sharpen your skills in developing business lead, sales and marketing.

Each company will have access to 25 hours of mentoring/counseling during the program.

- ❖ Pre-arrival to US: 5 hours
- ❖ During the program in US: 20 hours

- **You will meet not one mentor but a team of our mentors. Our mentors work with you to assist them in engaging in business development meetings with potential customers and/or partners, over the course of program.**
- **You will have practical business guidance from the experienced industry experts: How to customize your products, How to build strategic business alliances successfully.**
- **You have far greater opportunities to learn from experience when you meet a team of mentors than one-on-one mentoring.**
- **Our mentoring sessions are led by George Mason University professors, Pishon staffs, and other Washington DC area entrepreneurs who has extensive experiences in government contracts.**

Networking: With Potential Buyers & Partners during the 3 Week Program

One of the immediate challenges Korean companies will face is connecting to the right person to contact. One of the great strength of our program is networking opportunities. You will have opportunities to meet with Government Procurement officials, government contractors, local entrepreneurs, and industry experts and professionals in Washington DC metropolitan area, which may include networking event with:

- Local Governments
- US Federal Government Agencies
- Government Contractors



Make Every Opportunity Count!

Our goal is to help you to identify target markets, create sales, increase revenue growth, and ultimately to establish successful U.S.-based Korean businesses. You do not have to have current business in US market. If you do, then you already know that you have to be seen. Especially now. You have far greater opportunities when you meet one-on-one. Showcase what makes your company stand out, whether it's through new innovation, tried and true products & services, or unbeatable pricing.

Seoul Program: Free Open Seminar

When? September 3rd (Wednesday) 2014, 9:30 am – 5:00 pm

Topic: * Pishon's US Government Market Entry Program Introduction

- * Understanding the US Government Market & Competition
- * Starting Business in US

Where? NIPA, Nuritkum Square, in Digital Media City, Seoul, Korea

US Program: 3 week Program

When? October 6th – October 24, 2014

Topic: * Soft Landing & Understanding US Government Market

- * Developing Sales & Marketing Strategy for Government Market
- * Aligning Business Strategy & Developing Action Plan

Where? George Mason University, Mason Enterprise Center in Fairfax, Virginia USA (4301 University Drive, Suite 100, Fairfax, Virginia 22030).

US Program Schedule: The proposed program curriculum and the suggested instructors.

Week 1:

- 1: Adjusting US Market Entry Strategy – Stephan Ku (Pishon)
- 2: Effective Marketing Strategy for US Government Market– Fransis Toth (GMU PTAC)
- 3: Identifying Target Market and Competition – John Casey (GMU)
- 4: Key Success Factors in Soft Landing – David Miller (GMU)
- 5: Industry Days: Networking with Local governments
– Coordinated by Jun Lee (Pishon), Susan Henson (GMU PTAC)

Week 2:

- 6: Effective Government Sales Strategy – Jeremy Arensdorf (Jefferson Consulting)
- 7: US Government Contracting – Susan Hanson (MEC), Robert Gahagan (GMU PTAC)
- 8: Building Effective Relationship – Robert Gahagan (GMU PTAC)
Guest Speaker Series: Program Manager, Department of Homeland Security
- 9: Utilizing Network & Resources – David Miller (GMU), Francis Toth (GMU PTAC)
- 10: US Government Procurements – Mike Bressler (Pishon),
Allan Burman (Jefferson Solutions)

Week 3:

- 11: How to make Best Deals – John Casey (GMU)
- 12: Survival Strategy – Stephan Ku (Pishon), Chan Ahn (Rexahn)
- 13: Networking Event with US Government Officials
– Coordinated by Mike Bressler (Pishon)
- 14: Fine Tuning for the Right Market
– Coordinated by Keith Segerson(MEC) & Stephan Ku (Pishon)
- 15: Finalizing Action Strategy – Stephan Ku (Pishon)

GO DEEP WITH OUR BEST AND BRIGHTEST MENTORS

One of the great strengths of Pishon's US Market Entry Program is our extensive network of mentors and business advisors. They are the best and the brightest entrepreneurial minds around, and they go deep on your company. Their networks are enormous and valuable. Each of our mentors has more than 20 years of experience in government business. They've been there and done that, and they're here to help your company succeed. Here are the biographies of a few selected members of our mentor team.

Allan V. Burman, Ph.D., President, Jefferson Solutions

Dr. Burman is President of Jefferson Solutions, the government consulting practice of the Jefferson Consulting Group. Prior to joining the firm, Dr. Burman had a lengthy career in the Federal government, serving in policy positions in the Office of the Secretary of Defense and in the White House's Office of Management and Budget (OMB) under Presidents Reagan, Bush and Clinton. Dr. Burman also served as Administrator for Federal Procurement Policy in OMB, a Senate-confirmed position.

Dr. Burman advises firms, Congressional committees, federal and state agencies and international bodies on acquisition matters. He has testified before Congress over forty times on a variety of management issues. Dr. Burman has worked with numerous agencies, including, among others, the Departments of Commerce, Defense, Education, Energy, Homeland Security, Housing and Urban Development, State, Treasury and Veterans Affairs.

Dr. Burman is a Fellow of the National Academy of Public Administration (NAPA), Chair of the Procurement Round Table, a Fellow and Member of the Executive Advisory Council of the National Contract Management Association, a member of the Partnership for Public Service and an Honorary Member of the National Defense Industrial Association (NDIA). He is also an adjunct professor at George Mason University and at the International Law Institute where he is also a member of its Procurement Advisory Board. He served on the White House Acquisition Advisory Panel established by the Services Acquisition Reform Act and co-chaired the performance-based acquisition subcommittee of the panel. In 2009 he received a Federal 100 award in recognition of his contributions to the Federal information technology community.

Dr. Burman holds a PhD from The George Washington University, a master's degree from Harvard University, was a Fulbright Scholar at the Institute of Political Studies, University of Bordeaux, Bordeaux, France, and graduated Summa Cum Laude, Phi Beta Kappa from Wesleyan University.

Chang Ahn, Ph.D., Chairman & Founder, Rexahn

Dr. Chang Ahn is an internationally recognized drug development expert with over 20 years of experience in the fields of pharmacology and biotechnology. He founded Rexahn in 2001, and currently serves as the company's Chairman and Chief Scientist. From 2001 to February 2013, Dr. Ahn also served as the company's CEO. Prior, Dr. Ahn held dual positions as both Expert Regulatory Officer and Laboratory Chief at the FDA's Center for Drug Evaluation and Research.

While at the FDA, Dr. Ahn represented the agency in the fields of Antisense Oligonucleotide Therapeutics and Multi-Drug Resistance, and served a key role as both author and co-author of several FDA guidance documents. Dr. Ahn organized and chaired the U.S.-Korea Bio Business and Partnership Forum, of which Maryland State and Montgomery County are partners. He has also served as president of the Society of Biomedical Research since 2000.

David J. Miller, Ph.D., Director, Innovation & Entrepreneurship Lab, George Mason University

Dr. Miller teaches entrepreneurship and develops and manages entrepreneurship and innovation programs across campus and in the DC Metro, including Startup Mason, the Mason Innovation Lab, the Social Innovation Program, Hack Mason, and Venture Camp.

Dr. Miller has been part of multiple new ventures. He was the founder and CEO of an online platform for family-friendly football, FamilyFantasySports.com. He co-founded the Creative Class Group (CCG), leading business development, new product and service creation, and firm strategy. He also served as the Director of Operations and Strategy for MachineWeb.com and managed ecommerce and digital music for Rollingstone.com. Mr. Miller has served as an advisor to many new ventures, existing organizations, and regional policy makers.

Dr. Miller earned an MBA from the University of Chicago's Booth School of Business (Entrepreneurship, Finance, & Strategic Management). He also has an MSc in the International Politics from the University of London's School of Oriental and African Studies, and a BA in International Relations from the University of Michigan-Ann Arbor. Mr. Miller received his PhD from Mason's School of Public Policy in 2014.

Stephan Ku, Ph.D, President & CEO, Pishon Technologies

Dr. Ku has over 30 years of business development, strategic planning and management consulting experience in the information technology sector. He has advised many early-stage technology companies in his career.

Dr. Ku worked at multinational companies such as American Management Systems, Anderson Consulting, Planning Research Corporation, Battelle Memorial Institute, and PriceWaterhouseCoopers (PWC). As a Managing Director and Managing Partner at PWC, he helped clients building new organizations, reorganizing troubled operations and establishing collaborative partnerships with private and public sector organizations both domestically and internationally. During his tenure at Battelle as a Director of Federal Consulting Division, he oversaw multi-billion dollar projects for various US federal government agencies.

Prior to Pishon, Dr. Ku co-founded and managed three Korean venture companies, Handysoft USA, Ableclick and Glonet Systems, where he establishes offices in San Jose, California and Seoul, Korea. Dr. Ku received his Ph.D. and Master's degree from University of Illinois, BA degree from the Hankuk University of Foreign Studies in Seoul, Korea.

Robert B. Gahagan, Adjunct Government Procurement Counselor, George Mason University Procurement Technical Assistance Center

Mr. Gahagan has over 45 years of experience in proposal consulting, proposal management, business development, mentoring & coaching of proposal team members, speaking skills development and procurement & systems training. He worked at IBM for 25 years. He provides counseling, coaching and mentoring on government procurement, business development, priming vs. subcontracting approaches, and strategy planning (almost 2000 companies to-date).

Mr. Gahagan provided the US government procurement consulting since 1992. He has expertise in bid planning and strategy, proposal, competitor analysis and ghosting strategies, and executive and employee training. Mr. Gahagan also has extensive experiences in communications and team building, project & program management, supplier partnering, subcontract program management, enterprise systems development, and new product & systems development.

Mr. Gahagan's clients have included companies bidding to DOD, US Army, US Navy, US Air Force, FAA, DOI/US Forest Service, DHS, NGA, NIH, Pentagon, and the FCC, National Park Service, IRS, and USDA. Mr. Gahagan is a frequent guest speaker at conferences and seminars. He recently presented a topic on: **"Proposal Writing: Tips and Best Practices Toward a Winning Proposal"** at the 5th Annual National Veteran Small Business Conference and Expo. He also was an invited speaker and panelist on the seminar sponsored by the Korean Government. His topic was "Introduction to the US Government Market."

John B. Casey, Adjunct Professor of Management and Entrepreneur-in-Residence, George Mason University

Mr. Casey focused on new venture creation, university technology commercialization, and social entrepreneurship. He works with a variety of university-affiliated programs, including the Mason Small Business Development Center, the Mason Simulation and Game Institute; and the Mason Center for Social Entrepreneurship.

Before joining the faculty of GMU, John helped start and grow a number of software companies during his career in the software and information technology industry. Between 1990 and 2000 he had operational roles (CEO/VP/Director) in a number of software companies, including Caucus Systems, Baranof Software, and Corporate Software. Since 1984 he has also been an independent consultant, advising companies on strategy, management, marketing, venture capital, international sales, business development, and mergers and acquisition (M&A) alternatives. He currently serves on the advisory board of several software companies.

Mr. Casey holds a Master of Science in Information Technology from The George Washington University and a Bachelor of Arts from Colgate University.

Michael A. Bressler, Vice President of Federal Consulting, Pishon Technologies

Mr. Bressler has a more than 35 years of experience working with corporate America and the Federal Government. His specialty is corporate representation to the United States Department of Defense contracting sources and promoting technology transfer in support of American combat soldiers in peace or war.

Mr. Bressler was nominated to be the Assistant Secretary of the Army during the Reagan Administration, 1980. During his government career, he worked at The Army Material Command (AMC) and the U.S. Army Security Assistance Command (USASAC), Missile Defense Agency (MDA), and the Aviation and Missile Lifecycle Management Command. Mr. Bressler is a West Point Graduate.

Jeremy Arensdorf, Senior Vice President, Jefferson Consulting Group

Mr. Arensdorf supports federal agencies on a host of acquisition and management initiatives. Mr. Arensdorf provides acquisition assistance and assessments to federal agencies and provides procurement expertise, proposal support, and orals coaching to Jefferson's commercial clients.

Mr. Arensdorf assists industry clients in developing business development strategies, identifying and tracking opportunities, and providing proposal support and orals coaching. He assists industry clients in strategic growth through market assessments for clients new to the federal market, as well as perception assessments to assist clients in marketing, branding and contract recompetete efforts.

Mr. Arensdorf received a Bachelor of Arts degree with high distinction from Hastings College. He is Project Management Professional (PMP) certified, and is a member of the Association of Proposal Management Professionals (APMP). He is actively involved in the Industry Advisory Council (IAC) and TechAmerica.

Keith B. Segerson, Assistant Vice President for Economic Development at George Mason University and Executive Director of the Mason Enterprise Center

The Mason Enterprise Center – a university outreach providing professional business assistance consulting and training services for over 15,000 business entrepreneurs each year from 32 different physical locations across Virginia.

Mr. Segerson has an extensive professional background in business development, business incubation/acceleration, regional and international economic development and in the high-tech market having overseen large and diverse domestic and international information technology operations and business incubator/ accelerators in both corporate and higher education environments.

Mr. Segerson received his BBA degree in Marketing & Management from Ohio University and MS in Computer Science Management from Houston Baptist University, MS in Information Technology Management from George Mason University.

Susan Henson, Regional Manager at Mason Enterprise Center

Ms. Henson has over twenty years of experience in tactical business advising, innovative program development, training, human resources, customer service, operations, retail management and apparel manufacturing.

Prior to joining MEC, Ms. Henson worked at the University of Missouri Extension, Small Business and Technology Development Centers in Kansas City. By developing and coordinating impactful training programs, identifying high potential clients and providing targeted coaching she consistently delivered top results in business starts in the state.

Ms. Henson offers clients valuable marketing solutions, operational and expansion tactics and links them to broad-based resources to positively impact their business success. In Ms. Henson's role with the Mason Enterprise Center in Leesburg, she will oversee all operations, planning, community outreach, marketing, client support and staff supervision for this newest MEC location. This includes promoting the benefits of the incubator to the business community and sharing the facility with potential tenants. She is an alumna of Virginia Tech University, in Blacksburg, Virginia for both her M.S. and B.S. degrees.

Fransis Toth, Procurement Counselor, George Mason University Procurement Technical Assistant Center

Mr. Toth has more than 40 years of experience in US government procurement and contract administration. In Mr. Toth's role with the George Mason University Procurement Technical Assistant Center, he provides one-on-one counseling to small business entrepreneurs focusing on government information sourcing, subcontracting procedures, developing business plans, marketing and best practices. He also helps small business entrepreneurs to reach out to government contracting officials and small business directors within several Federal agencies.

Jun Lee, Vice President, Pishon Technologies

Mr. Lee has more than 25 years of experience in management consulting, information technology consulting, and venture capital financing. Prior to joining Pishon, he worked at Unisys Corporation as a Director of Asian Region. In that capacity, Mr. Lee oversaw Unisys's business development in Asian countries including Korea and Japan. He also founded his own enterprise, VOGO Group, which provided management consulting and investment consulting to Korean start-up companies. Mr. Lee received his BA and Master's degree from George Washington University.

Leonard Kim, CIO, The National Academies of Sciences, National Research Council

Mr. Kim has over thirty years of increasingly responsible and diverse experience in technology management, project management, business development, contract/P&L management, and strategic IT planning for Fortune 100 companies, leading IT consulting firms, and not-for-profit organizations. Mr. Kim currently is the CIO at the National Academy of Sciences. Prior to his current position, Mr. Kim was the Executive Director of Management Information Systems for Litton-PRC and he has earlier held positions with Booz, Allen and Hamilton, AT&T and Honeywell Defense Systems.

Mr. Kim is active in a number of national and local technology management forums. He was a co-chair of CIO Forum for the Northern Virginia Technology Council and is an active member of the Federally Funded Research and Development Corporations (FFRDC) CIO forum. He was also a board member of an online distance learning company called Click2School and a telecommunications equipment company called LACOM. Mr. Kim has also served as an external technical advisory board member for the Brookings Institution.

Christine Lee, Program Manager, Science & Technology Directorate

US Department of Homeland Security (DHS)

Ms. Lee is a Program Manager at the Department of Homeland Security (DHS), Science & Technology Directorate. Prior to coming to DHS, Ms. Lee served as a technical expert within HQ Army Materiel Command (AMC), G-3/5, Deputy Chief of Staff Operations, Strategy and Concept Directorate.

Ms. Lee has worked with numerous US federal government agencies including: Deputy Division Chiefs for Architecture Division and Business Division and also Transient Team

Lead/SBIR Program Manager of Joint Program Office (JPO); Deputy Program Manager for U.S. Humanitarian Demining Research and Development Program Office, US Army, Tank and Automotive Research, Development, Engineering Center, US Department of Defense; and also Materials Engineer for Naval Mine Warfare Engineering Activity in US Army.

Ms. Lee's awards include the SIAP JPO Semi-Annual "Outstanding Joint Government Civilian" Award; AMC Top Ten Outstanding Personnel of the Year; Communication and Electronics Command Top Ten Outstanding Personnel of the Year Award; and numerous Achievement Medals for Civilian Service, Achievement Awards, Special Act/Service Awards, Recognition Certificates, and Exceptional Performance Awards.

General Assumptions and Recommendations

The following assumptions and recommendations were used and for the program:

1. The training program will be conducted in English and a translator(s) will not be provided. Therefore, Participating companies should only send representatives who are absolutely fluent in English, or, at the own expense, provide a translator.
2. Five companies will be accommodated during the US program. Each company will send a minimum of one person and a maximum of two people. The companies must send at least one of the company's senior management or decision makers who can make final decision on US business.
3. In general, all training will be conducted during the morning periods, leaving mentoring sessions to take place during the afternoons.
4. The Program needs to be notified of the participating companies with detail information on participants including brief biography at least three weeks prior to their arrival. This will allow sufficient time to recruit additional mentors, and allow the mentors enough time to prepare their companies before they arrive in US.



5. Before leaving Korea, participating companies must have completed a PowerPoint presentation that is appropriate for an English speaking audience. NIPA will provide, if necessary, the companies with a presentation template as a guide, prior to their departure.
6. Participating companies should bring their products and solutions to demonstrate to the mentors and counselors, and to the potential business partners and customers.

BUILDING YOUR BUSINESS WITH US LETS YOU COLLABORATE WITH OTHER ENTREPRENEURS AND CORPORATE PARTNERS, SO YOU GET EARLY ACCESS TO MORE OPPORTUNITIES, INVESTORS, CUSTOMERS, AND CHANNELS TO MARKET

Your Global Business Starts Here

Expand your Global Business with

US Government Market Entry Program