
해외사무소(뉴욕) 파견을 위한 사전 출장 결과

(출장지역 : 미국(뉴욕))

☐ 기 간 : 2025.04.17(목)~05.01(목), 15박 15일

2025. 5.

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출장 개요

□ 추진목적

- 뉴욕대학교 AI 혁신 액셀러레이터(AIIA) 프로그램에 대한 업무 협의 및 상반기 프로그램 운영을 위한 준비
- 해외사무소(뉴욕) 주재원 파견*을 위한 현지 조사 및 제반 사항 준비
 - * (추진배경) 뉴욕대학교 협업 프로그램 협력 및 글로벌 AI 프론티어랩 공간 활용을 위해 협력기관(정보통신산업진흥원(NIPA)-뉴욕대(NYU)-정보통신기획평가원(IITP)간 체결('25.2.24)된 MOA(합의각서)에 근거하여 관련 프로그램 운영 및 파견

□ 출장개요

- 출장기간 : 2025. 4. 17.(목) ~ 5. 1.(목) / 15박 15일
 - * 출장 일정 이후, 국내 귀국없이 해외사무소 파견 근무(2025.5.2.)로 전환
- 출 장 지 : 미국(뉴욕)
- 출 장 자 : 조목은 수석

성명	직급	주요업무
조목은	수석	<ul style="list-style-type: none"> ■ 뉴욕대학교 AI 혁신 액셀러레이터 프로그램 업무 협의 및 관련 사항 준비 ■ 주재원 파견을 위한 제반 사항 준비

* 동반가족(배우자 및 자녀2, 총3인)의 경우, 별도 일정(5.3)으로 미국 입국

□ 주요 내용

- 뉴욕대학교 AI 혁신 액셀러레이터 프로그램(AI Innovation Accelerator Program) 세부 사항 논의 및 관련 사항 준비
 - 커리큘럼 등 프로그램 조정, 기업 서비스 분석 등 사전 준비, MBA 펠로우 선정, 컨설팅 계획 등 뉴욕대 경영대학(STERN) 관계자 실무 회의 중심
 - 프로그램 운영 외 별도 온라인 세미나 개최, 본원 AI사업 연계 등 협력 방안 논의
- 계좌 개설, 주택 계약 등 해외사무소(뉴욕) 주재원 파견 제반사항 준비

<참고 : 뉴욕대학교 AI 혁신 액셀러레이터 프로그램 구성>

1. Prep Phase (Week 1-2) : 온라인

- a. 초기 문의 및 요구 사항 파악: 설문 조사 및 인터뷰 실시, 참가 기업의 구체적인 목표, 과제 등
- b. 프로그램 조정: 커리큘럼, 멘토 과업 및 컨설팅 계획 등
- c. MBA 펠로우 온보딩: 스타트업에 맞춤형 연구 및 컨설팅 서비스를 제공할 MBA 펠로우 선정 등

2. In-Person NYU Program Kick-Off (Week 3) : 오프라인

- a. 대면 목표: NYC/미국 환경 교육, NYU 및 일반 NYU 커뮤니티와의 관계 구축
 - i. 워크숍: NYU 교수진, 업계 리더를 통해 참가자의 시장 준비도 심화
 - ii. 현지 기업 방문: 주요 미국 기업 및 고객사 방문을 통 현지 시장 운영 및 실행 교육
 - iii. 네트워킹 이벤트: 유통업체, 채널 파트너, 기술 협력업체를 포함한 미국에 있는 이해 관계자 연결

3. Virtual Phase(Week 4-7) : 온라인

- a. 콘텐츠 웨비나: 미국 시장 전략, IP 보호, 문화적 현지화, 윤리적 AI 관행 교육 등
- b. MBA 펠로우 참여: MBA 펠로우의 시장 진입 연구 및 전략적 권장 사항 교육
- c. 멘토링 세션: 각 스타트업의 요구 사항에 맞게 조정된 NYU 교수진 및 산업 전문가의 일대일 지도

4. NYU Program Conclusion (Week 8) : 오프라인

- a. 대면 목표: 미국 시장 진출을 위한 주요 관계자 미팅 및 관계 심화
 - i. 워크숍: NYU 교수진, 업계 리더가 참가자의 시장 준비도 심화
 - ii. 현지 기업 방문: 주요 미국 기업 및 고객사 방문을 통 현지 시장 운영 및 실행 교육
 - iii. 데모 데이: 유통업체, 채널 파트너, 고객, 사상적 리더 및 투자자 피칭
 - iv. 네트워킹 이벤트: 유통업체, 채널 파트너, 기술 협력업체를 포함한 미국에 있는 이해 관계자 연결

5. 후속조치 (Week 9-12) : 오프라인

- a. 기업별 네트워킹 강화 및 성과 도출 활동 지원
- b. 현지 사무공간 제공

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출장 일정

일자	주요일정
4.17.(목)	· 이동(인천(19:30) → 뉴욕(21:20))
4.18.(금)	· NYU 출입 등록 등 글로벌 AI 프론티어 랩 사무공간 마련 * 출입 등록, 기업 공유 오피스 공간 배정, 이용 방법 등 · 현지 계좌 개설 등 파견 제반사항 준비
4.19.(토)	· 주재원 주택 임차, 차량 등 현지 제반 사항 조사
4.20.(일)	· 주재원 주택 임차, 차량 등 현지 제반 사항 조사(계속)
4.21.(월)	· NYU J-1 Arrival Form 작성 및 등록(보험 등 각종 서류 포함) · IITP 사업 간 연계 방안 협의(기업 & 연구가 간담회, 행사 공동 개최 등) · 주간 업무 보고, 일자리 창출 자료 작성 등
4.22.(화)	· 해외사무소 영상회의 참가 · 해외사무소(뉴욕) 파견직원 해외여행자 보험 가입 계획 보고 · 해외사무소(뉴욕) 파견직원 임시숙소 임차 계획 수립
4.23.(수)	· AIIA 프로그램 계약서 최종 조율 및 선금 지급 방식 등 논의(NYU) · 미국의 민간국가 지정에 따른 AI 공동 연구 등에 미치는 영향 조사 · 커리큘럼, 멘토 과업 및 컨설팅 계획 등 프로그램 조정
4.24.(목)	· 참여기업 사전 제출자료 요청, Pre-Phase 및 Kick-Off Week의 세부 일정, 운영 계획 등 뉴욕대학교 AI 혁신 액셀러레이터 프로그램 운영 방향 논의(NYU) · AIIA 프로그램 계약서 확인 및 서명 방식(DocuSign) 등 협의
4.25.(금)	· 참가 기업별 서비스 및 현황분석, NIPA 참여사업 등 AIIA 프로그램 선발 기업 조사 · AIIA 프로그램 계약서 최종 확인 및 서명 프로세스(DocuSign) 진행
4.26.(토)	· 해외사무소(뉴욕) 파견직원 임시숙소 임차
4.27.(일)	· 해외장기체류자보험 처리, 이사 등 파견 제반사항 준비
4.28.(월)	· 뉴욕대 AIIA 프로그램 선발 기업 정보 공유 및 필요사항 확인 · AIIA 프로그램 계약 체결 완료 · '26년 예산 요구자료 작성 · 글로벌 AI 프론티어랩 국제연구과제 정기 세미나 참가
4.29.(화)	· 계약 체결에 따른 선급금 지급 준비 · 글로벌 AI 프론티어랩 내 기업 사무공간 사용 계획, 연구과제 참여진 및 특화프로그램 참가 기업간 협업 방식 등 논의(IITP)
4.30.(수)	· 특화 프로그램 진행 상황 업무 보고 · 온라인 웨비나 방식, MBA 펠로우 선정 등 프로그램 Prep Phase 준비논의(STERN)
5. 1.(목)	· 뉴욕영사관, 현지 여행사 등 관계자 네트워킹 등 · 해외사무소(뉴욕) 파견을 위한 사전 출장 복명 작성 · 뉴욕대 용역 선급금 지급 결의

참고1

AI · 디지털 비즈니스 파트너십 구축 사업

□ 추진배경

- 대통령 美 순방 시 NYU-KAIST-IITP-KOSA간 체결된 AI·디지털 비즈니스 파트너십 MOU의 후속조치로 NYU와 실질적 협력사업 추진('23.9)
- 뉴욕대학교 프로그램 협력 및 글로벌 AI 프론티어랩 공간 활용을 위해 NIPA-NYU-IITP간 MOA 체결('25.2) 및 특화 프로그램 운영 추진

□ 사업개요

- (사업목적) 국내 우수 디지털 혁신기업의 글로벌 진출 기회 발굴, 현지 사업화 지원 등을 통해 AI 및 디지털 기술 기반 유망 융합 서비스의 글로벌 성장지원 기반 마련 및 해외시장 진출 성과 확대
- (기간/규모) '25~계속 / '25년 3,000백만원
- (시행주체) NIPA(전담기관) : 사업기획, 자원 조달 등 사업 총괄
 - KOSA(수행기관) : 프로그램 운영, 기업 모집·관리 등(정책지정 1,300백만원)
 - NYU(협력기관) : AI 혁신 액셀러레이터 프로그램 운영(용역 1,200백만원)
 - IITP(협력기관) : 글로벌 AI 프론티어랩 인프라 공유 등



□ 사업내용

o 뉴욕대학교 경영대학(STERN) 협업을 통한 국내 AI·디지털 스타트업의 글로벌 경쟁력 강화 및 미국 동부 시장 진출 기반 마련

- (특화 프로그램) 기업별 맞춤형 美 동부 진출전략 수립 및 현지 네트워크 구축 등 비즈니스 확장을 위한 뉴욕대 특화 프로그램 지원

< 뉴욕대 AI 혁신 액셀러레이팅 프로그램(안) >

구분	기간	세부 내용
Preparation Phase (사전준비)	2주 (온라인)	· 참여 기업별 요구 사항 파악 및 구체 목표 설정 · NYU 멘토단 및 MBA 펠로우 온보딩
Acceleration Phase (액셀러레이션)	1주(오프라인) 4주(온라인)	· Stern School of Business 주관 AI 비즈니스 전략 워크숍 · NYU 멘토단 비즈니스 모델 및 진출 전략(GTM) 컨설팅 · NYU 멘토단 PMF(Product-Market Fit) 진단
Business Connection Phase (사업확장)	1주 (오프라인)	· 데모데이 및 투자자 미팅, 멘토단 1:1 비즈니스 미팅 · 미 동부 AI 생태계 핵심 관계자 네트워킹 리셉션
Post Phase (후속 지원)	4주 (하이브리드)	· 투자자·파트너 및 멘토 피드백 활동 수행 · 네트워킹 및 후속논의

- (인프라 제공) ‘글로벌 AI 프론티어랩*(美 뉴욕대)’ 내 기업지원 공간 및 지원체계 구축, 기업 상시 지원 및 네트워킹 구심점 등 제공

* 주소 : 1 Metrotech Center, 22nd Floor, Brooklyn, NY 11201(Jay St-MetroTech역 근처)



Workstation (기업 사무공간) 20석



Meeting room (소회의실)



Event Space (이벤트홀)



Kitchenette (휴게실)

글로벌 AI 프론티어랩 개요

- ▶ **(목적)** 세계적인 연구진이 AI 연구를 함께하는 북미 AI 공동연구 전진기지(韓美 AI R&D 교두보)
- ▶ **(지원)** 과기정통부가 5년 간('24~'28년) 총 450억원(R&D, 목표)을 투입하고, NYU는 이에 맞춰 현물자원·인력·인프라 등을 투자(총 3,150만 USD 수준)
- ▶ **(설치)** 글로벌 AI 프론티어랩의 물리적 위치를 美 NYU에 신설하여, 공동연구에 참여하는 국내 연구진들이 해외파견 형식으로 현지 상주·수행토록 지원
- ▶ **(연구)** 韓美 우수연구진간 ① 원천 AI, ② 신뢰 AI, ③ 의료·헬스케어 AI 분야 공동연구
※ ①Fundamental Research on AI, ②Trust and Responsible AI, ③AI for Medical and Healthcare



□ 지원내용

- (지원대상) 국내 AI·디지털 기술 기반 기업으로, 미국시장(동부 중심) 진출을 추진하는 스타트업 및 중소기업
- (지원규모) 총 20개 기업(상·하반기 10개사 선발·지원)
- (지원조건) ①AI 및 AI 응용분야 디지털 혁신기업, ②투자단계 Series A 이상 기업, ③프로그램 전 과정 2인 이상 참여 필수

□ 기대효과

- (단기) 파트너십 및 계약 체결 등 미국 시장진출 성과 창출 및 네트워크 확장을 통한 기업 글로벌 경쟁력 강화, NYU 협력을 통한 기술사업화 지원 기반 조성
- (중장기) 미국을 기반으로 브랜드 인지도 제고 및 지속 가능한 성장 기반 구축, 스타트업과 연구진 간 매칭으로 시장 수요 기반의 연구개발 체계 구축 및 연구성과의 실질적 사업화 촉진

□ 추진경과 및 계획

- NIPA↔KOSA 위탁 협약 체결('25.3월)
- NIPA↔뉴욕대학교 용역 계약 체결('25.4월 중)
- 상반기 프로그램 참가 기업 모집 및 선정('25.4월 말)
 - * 상반기 참가 기업 모집 기간(3.21~4.11) 및 평가(4.17~18)
- 상반기 프로그램 운영 및 데모데이 행사 개최('25.5~7월)
 - * 상반기 프로그램 데모데이 행사(7.18)
- 하반기 프로그램 참가 기업 모집 및 선정('25.6월)
 - * 하반기 참가 기업 모집 기간(6월 중) 및 평가(6월 말)
- 하반기 프로그램 운영 및 데모데이 행사 개최('25.9~11월)
 - * 하반기 프로그램 데모데이 행사(10.24)
- 프로그램 결과 점검, 참가 기업 만족도·성과 조사, 결과보고('25.12월)
 - * 프로그램 참가 기업중 성과 발생이 예상되는 경우, 별도의 후속 지원 지속 예정

참고2

NYU AIA 프로그램 계약서

<p>NYU STERN Executive Education</p> <p>New York University Leonard N. Stern School of Business Executive Education Agreement with National IT Industry Promotion Agency April 25, 2025</p> <p>Client: National IT Industry Promotion Agency</p> <p>Program: NYU AI Innovation Accelerator Program. Please see <u>Attachment A</u> for a preliminary Program outline.</p> <p>Delivery Dates: There will be a Spring 2025 Cohort and a Fall 2025 Cohort. The Dates are as follows:</p> <p>Spring Cohort: May - July 2025 (10 startups, 20 participants)</p> <ul style="list-style-type: none"> Week 1 Prep: May 27 Week 2 Prep: June 2 Week 3 NYU Kick-Off: June 9 Week 4 - 7 Virtual Phase: June 16, June 23, June 30, July 7 Week 8 NYU Conclusion: July 14 <p>Fall Cohort: September - November 2025 (10 startups, 20 participants)</p> <ul style="list-style-type: none"> Week 1 Prep: August 25 Week 2 Prep: Sept 2 Week 3 NYU Kick-Off: Sept 8 Week 4 - 7 Virtual Phase: Sept 15, Sept 22, Sept 29, Oct 14 <ul style="list-style-type: none"> Please note, there will be no class the week of October 6 due to the Korean holidays. Week 8 NYU Conclusion: October 20 <p>Location: New York University Leonard N. Stern School of Business 44 West 4th Street New York, NY 10012</p> <p>Global AI Frontier Lab 1 MetroTech Center Brooklyn, NY 11201</p> <p>Participants: The fees set forth below include a maximum of 20 participants (a maximum of 2 individuals per startup).</p> <p>Additional Participants beyond the number outlined above must be agreed upon by Client and NYU Stern as set forth in a written amendment to this Agreement. Additional participants will be charged \$12,000 per additional participant and any more than 10 startups per Cohort will incur a further</p> <p>(NYU/STAR/AIA)</p>	<p>applicable cost to be determined by NYU Stern upon receipt of any such request by Client. Client and the Korean Software Industry Associate may each have up to 2 representatives attend the Program at no cost.</p> <p>Program Fee: The Program Fee is \$860,000. Please see <u>Attachment B</u> for a detailed list of what is and is not covered by the Program Fee. All amounts are in US dollars and net of any taxes owed.</p> <p>Additional Fees: At the request of Client or if circumstances warrant, additional costs not included in the Program Fee may be incurred. NYU Stern will obtain Client's written approval prior to incurring any additional costs.</p> <p>Payment Terms: 70% deposit (\$602,000) of the Program Fee will be invoiced upon the signing of this Agreement. The remaining 30% of the Program Fee and any pass through, additional, or other unpaid fees will be invoiced in July or August 2025 in advance of the Fall 2025 Cohort. All payments are due 30 days from date of invoice.</p> <p>Please see <u>Attachment C</u> for additional payment details.</p> <p>Cancellation or Postponement: If Client wishes to cancel or postpone the Program, Client shall provide NYU Stern a written notice signed by an authorized person of Client. Subject to the Program Cancellation or Postponement Fees set forth below, cancellations and postponements are not considered confirmed until NYU Stern acknowledges receipt of such cancellation or postponement request in a written notice to Client signed by an authorized person of NYU Stern.</p> <p>Program Cancellation or Postponement Fees: The following fees will be payable to NYU Stern in the event of the cancellation or postponement of the Program:</p> <table border="1"> <thead> <tr> <th>Timeframe for Cancellation or Postponement</th> <th>% Program Fee</th> </tr> </thead> <tbody> <tr> <td>> 16 weeks in advance of Delivery Date</td> <td>10%</td> </tr> <tr> <td>13 - 16 weeks in advance of Delivery Date</td> <td>25%</td> </tr> <tr> <td>9 - 12 weeks in advance of Delivery Date</td> <td>50%</td> </tr> <tr> <td>4 - 8 weeks in advance of Delivery Date</td> <td>75%</td> </tr> <tr> <td>Less than 4 weeks in advance of Delivery Date</td> <td>100%</td> </tr> </tbody> </table> <p>A request by Client to change the Delivery Dates for a Cohort that is made within one month of the Delivery Date will not incur any program cancellation or postponement fees if agreed to in writing by Client and NYU Stern. Client acknowledges that changes to the Delivery Dates for a Cohort typically need to be made at least one month in advance given the timelines for NYU Stern to secure speakers, vendors and program sites and as a result NYU Stern may not be able to accommodate last minutes requests.</p> <p>(NYU/STAR/AIA) 2</p>	Timeframe for Cancellation or Postponement	% Program Fee	> 16 weeks in advance of Delivery Date	10%	13 - 16 weeks in advance of Delivery Date	25%	9 - 12 weeks in advance of Delivery Date	50%	4 - 8 weeks in advance of Delivery Date	75%	Less than 4 weeks in advance of Delivery Date	100%
Timeframe for Cancellation or Postponement	% Program Fee												
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9 - 12 weeks in advance of Delivery Date	50%												
4 - 8 weeks in advance of Delivery Date	75%												
Less than 4 weeks in advance of Delivery Date	100%												
<p>NYU Stern's recommendation is to reach out to stakeholders two months in advance. If changes are requested within one month, we anticipate it will be much more difficult to secure ideal partners (company engagements, faculty leads, vendors, etc.). Further, any changes within a month from paid vendors do typically incur a fee per and that fee will be paid by NIPA if it cannot be resolved. NYU will work in good faith to try to eliminate any fees but cannot set an amount nor anticipate vendor cancellation terms. NYU will communicate these deadlines in advance.</p> <p>Use of NYU Stern Name and Faculty: Client will not use the name, logo, trademark or other designation of NYU, NYU Stern or any affiliate of NYU, or any of their respective schools, colleges, divisions, departments or other units, for any purpose, including without limitation in any marketing, advertising or publicity materials, without the prior written consent of NYU Stern.</p> <p>For a period of up to three years following the completion of the Program, Client will not engage the faculty director and/or other faculty or instructors for any educational program separate from, or in addition to, this Program without the prior written consent of NYU Stern.</p> <p>Use of Client's Name: NYU Stern will not use the names NIPA, or any name, logo, trademark or other designation of NIPA for any purpose, including without limitation in any marketing, advertising or publicity materials, without the prior written consent of Client.</p> <p>Use of NYU Stern Program Materials: Client and Participants will have the right to use for their internal purposes any program materials that are expressly created by NYU Stern or its faculty that NYU Stern provides to the Participants as part of the Program. NYU Stern and its faculty will retain their intellectual property rights to the program materials. NYU Stern may use such program materials for any purpose but will not use the name of Client or any of the Participants.</p> <p>Force Majeure: Neither party will be responsible for a failure or delay in performing any obligation under this Agreement (except with respect to any obligation to pay money) due to causes beyond its reasonable control and not resulting from its fault or negligence, including, without limitation, acts of God, war, governmental orders or restrictions, natural catastrophe, power outages or labor disputes, provided that the party affected by such force majeure event provides prompt written notice thereof to the other party, uses commercially reasonable efforts to mitigate the effect of such force majeure event and resumes performance as soon as possible. Either party will have the right to terminate this Agreement if a force majeure event delays or prevents the other party's performance for a period of more than thirty (30) days.</p> <p>(NYU/STAR/AIA) 3</p>	<p>General Third Party Indemnification: Each party (an "Indemnifying Party") will indemnify and hold harmless the other party or parties, their affiliated entities and their respective trustees, directors, officers, employees, agents, assign and representatives (each, an "Indemnified Party" and together, the "Indemnified Parties") from and against all claims, demands, suits, proceedings, investigations and any other action of any kind ("Claims") and any resulting loss, liability, expense, damage, settlement, judgment, interest or penalty of any kind, including court costs and reasonable attorneys' fees, resulting from or arising out of (i) the negligence or willful misconduct of the Indemnifying Party or any of its employees, officers, directors, agents or representatives in connection with the Program and this Agreement or (ii) breach by the Indemnifying Party of any of the terms of this Agreement or any applicable law or regulation.</p> <p>The Indemnified Party will provide the Indemnifying Party with prompt written notice of any Claim subject to indemnification under this Agreement. The Indemnifying Party will have the right to control the defense of any such Claim. In defending such Claim, the Indemnifying Party will keep the Indemnified Party informed of all material matters relating to the defense of such Claim and will not agree to any compromise or settlement of such Claim without the Indemnified Party's prior written consent. The Indemnified Party will provide reasonable cooperation to the Indemnifying Party in the defense of such Claim. The Indemnified Party will be entitled to participate in the defense of such Claim and in negotiations relating to any compromise or settlement of such Claim at its own expense and with counsel of its own choice.</p> <p>Terms of Agreement: The term of this Agreement begins as of the date first stated above and continues until November 21, 2025 or receipt by NYU Stern of the final payment due under this Agreement, whichever comes later.</p> <p>Either party may terminate this Agreement upon written notice if (i) the other party fails to cure a material breach of any term of this Agreement within thirty (30) days after receiving written notice of the breach, or (ii) the other party is declared insolvent or bankrupt by a court of competent jurisdiction, files a voluntary petition of bankruptcy in any court of competent jurisdiction or assigns this Agreement for the benefit of its creditors. Upon any termination hereunder, Client will be obligated to pay the fees for services rendered by NYU Stern in accordance with this Agreement through the effective date of termination.</p> <p>Survival: Each party's obligations under the following provisions will survive the expiration or earlier termination of this Agreement: <u>Use of NYU Stern</u></p> <p>(NYU/STAR/AIA) 4</p>												

<p><u>Name & Faculty, Use of Client's Name, Use of NYU Stern Program Materials, General Third-Party Indemnification, and Survival</u></p> <p>Governing Law: This Agreement and all matters arising out of or relating to this Agreement shall be governed by and construed in accordance with the laws of the State of New York, without regard to principles relating to conflict of laws.</p> <p>The courts of the State of New York in New York County and the United States District Court for the Southern District of New York will have exclusive jurisdiction over the parties with respect to any dispute, controversy, or claim between them arising out of or relating to this Agreement and, by execution and delivery of this Agreement, the parties to this Agreement submit to the jurisdiction of those courts.</p> <p>Notices: All notices or communications pertaining to this Agreement will be given in writing either by personal delivery, by nationally recognized delivery service (such as UPS or FedEx) or by certified or registered U.S. mail, return receipt requested. The effective date of any such notice or communication will be: (i) if personally delivered or delivered by nationally recognized delivery service, the date of such delivery, or (ii) if delivered by certified or registered U.S. mail, return receipt requested, seven (7) days after the date on which such notice or communication is deposited with the U.S. Postal Service. Notice will be provided as follows:</p> <p>Sarah Ryan NYU Stern School of Business 40 West 4th Street New York, NY 10012 Email: sarah.ryan@stern.nyu.edu Tel: 212-998-0592</p> <p>With a required copy to:</p> <p>New York University Office of the General Counsel 70 Washington Square South, 11th Floor New York, NY 10012 Attention: General Counsel</p> <p>All notices to Client shall be made in writing by courier delivery to the attention of:</p> <p>National IT Industry Promotion Agency Global Strategy Team 10, Jeongdong-ro, 5th Floor, Deoksan-cup, Jinchon-gun, Chungcheongbuk-do, Korea, (27872) Attention: Team Leader</p> <p>(SIC2006-01) 5</p>	<p>Email: hclm@nipa.kr Tel: +82439315510</p> <p>With a required copy to:</p> <p>Mok Eun Cho Email: mecho@nipa.kr Tel: +821021171517</p> <p>Miscellaneous Provisions: The parties will work together in good faith to avoid disputes. In the event of any dispute, controversy, or claim arising out of or relating to this Agreement, the Party wishing to commence litigation will first serve notice on the other party or parties that a dispute has arisen. The parties will attempt in good faith to resolve any dispute within sixty (60) days of such notice by negotiation, and, if such dispute remains unresolved after such 60-day period, a party may initiate litigation.</p> <p>Nothing herein contained shall create or be construed as creating a partnership, joint venture, or agency relationship between the parties and neither party shall have the authority to bind the other party in any respect.</p> <p>Any appendices, schedules, riders, exhibits, or other attachments attached to this Agreement are a part of this Agreement as if fully set forth in the text of this Agreement.</p> <p>This Agreement constitutes the entire agreement of the parties regarding its subject matter, and it supersedes any and all prior and collateral negotiations, agreements and understandings between the parties, whether written or oral, regarding the subject matter.</p> <p>Each party agrees to comply with applicable laws in connection with this Agreement.</p> <p>This Agreement may be executed by the parties in separate counterparts, each of which when executed and delivered will together constitute one and the same instrument.</p> <p>(SIC2006-01) 6</p>
<p>IN WITNESS WHEREOF, an authorized representative of each of the parties has executed this Agreement as of the date first written above.</p> <p>NATIONAL IT INDUSTRY PROMOTION AGENCY</p> <p>Dr. Sang Ho Weon Vice President of Global Business Department</p> <p>NEW YORK UNIVERSITY, ON BEHALF OF ITS LEONARD N. STERN SCHOOL OF BUSINESS</p> <p>JP Eggers Acting Dean NYU Stern School of Business</p> <p>(SIC2006-01)</p>	<p>Attachment A</p> <p><i>All revisions, faculty and company engagements are subject to confirmation.</i></p> <p>NYU AI Innovation Accelerator Program Plan</p> <p>1. Executive Summary</p> <p>The NYU AI Innovation Accelerator (AIIA) is a groundbreaking program launching in 2025 with two cohorts of ten post-Series A Korean AI startups each, beginning in May and September. Over 8 weeks, this hybrid initiative combines personalized mentorship from NYU Stern MBA Fellows, cutting-edge resources, and access to a dynamic network of industry leaders and academic experts. Through a 1-week NYU Kick-Off, 4 weeks of virtual programming (pending any major holidays) followed by a 1-week NYU Program Conclusion, participants will gain actionable insights to refine market strategies, navigate regulatory frameworks, and adapt their products to U.S. cultural and business norms.</p> <p>Key program features include:</p> <ul style="list-style-type: none"> Tailored Mentorship: One-on-one guidance from seasoned industry experts as well as NYU Stern MBA Fellows. Comprehensive Curriculum: Workshops and seminars covering U.S. market strategies, regulatory compliance, financial planning, and advanced AI use cases. Immersive In-Person Experience: A two-week immersion at NYU, featuring advanced workshops, site visits to key U.S. businesses, and a Demo Day connecting startups with investors and potential partners. <p>This program leverages NYU's interdisciplinary strengths, drawing on expertise from the Stern School of Business, Tandon School of Engineering, NYU Law, and NYU Steinhardt School of Culture, Education, and Human Development, as well as resources from the NYU Entrepreneurial Institute and Future Labs. By integrating academic insights with practical industry applications, the accelerator provides startups with the tools and connections to achieve scalable growth in the U.S.</p> <p>As part of the inaugural cohort, participating startups will not only refine their business strategies but also form strategic partnerships that drive long-term success. This program supports broader goals of fostering economic and cultural exchange between the U.S. and Korea, positioning NYU as a leader in global innovation and collaboration.</p> <p>2. Program Description</p> <p>The NYU AI Innovation Accelerator is designed to equip post-Series A Korean AI startups with the critical skills, knowledge, and connections needed to scale their businesses in the U.S. market. The program is built around four core focus areas, each addressing essential aspects of market entry and growth:</p> <p>(SIC2006-01)</p>

1. **U.S. Operations, Legal & Compliance:** Address key regulatory and compliance challenges, including intellectual property protection, industry-specific regulations, and operational scalability in the U.S. market.
2. **U.S. Finance & Fundraising:** Develop financial planning skills, refine valuation strategies, and connect with potential funding sources to support business growth.

Program Highlights:

- **Tailored Mentorship:** Each startup is paired with an NYU Stern MBA Fellow, who provides customized support in refining market strategies, identifying key partnerships, and overcoming challenges specific to U.S. market entry.
- **Expert-Led Webinars:** Industry leaders and NYU faculty deliver targeted sessions on critical topics such as legal insights, leadership, and advanced market penetration strategies.
- **In-Person Immersion:** A two-week experience at NYU includes advanced workshops, company treks, networking events, and a Demo Day where startups showcase their innovations to potential investors, clients, and partners.

The program's curriculum integrates academic expertise with practical industry insights, featuring guidance from prominent mentors and thought leaders, including (subject to availability):

- **Kyunghyun Cho:** NYU Professor and pioneer in natural language processing and machine learning, co-creator of the widely used GRU (Gated Recurrent Unit).
- **Greg Coleman:** Tech Board Advisory Member, Entrepreneur-in-Residence at Lerer Hippeau Ventures and prev. President of BuzzFeed, HuffingtonPost.com
- **Anindya Ghose:** Academic Director of the MS in Business Analytics and AI program at NYU Stern.
- **Yasmin Ibrahim:** Leading entrepreneurship professor, former entrepreneur, prev. US strategy team lead at American Express.
- **Yann LeCun:** Chief AI Scientist at Meta and Turing Award winner, renowned for his contributions to deep learning and AI innovation.
- **Jihoon Rim:** Former CEO of Kakao Corp. and NYU Stern Professor.
- **Melissa Schilling:** Director, Fulton Center Tech Innovation Initiative at NYU Stern.
- **Amy Webb:** Quantitative futurist teaching Strategic Foresight at NYU Stern.

The broad and integrated NYU and Stern alumni network allows us to tap into key industry experts who can provide real-world insights to best-in-practice theory. A sample of relevant Stern alumni is included in Appendix G.

By blending personalized mentorship, targeted training, and hands-on experience, the NYU AI Innovation Accelerator ensures that participating startups are prepared to overcome the complexities of the U.S. business environment and achieve sustainable growth.

Program Schedule:

- Spring Cohort: May - July 2025 (10 startups)
- Fall Cohort: August - October 2025 (10 startups)

(RECIPIENT A)

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Each cohort includes 4 weeks of virtual programming as well as 2 weeks of in-person immersion at NYU.

3. Program Objectives

The AIA program aims to achieve the following objectives:

1. **Prepare Startups for U.S. Market Success:** Equip Korean AI companies with the knowledge, tools, and strategic insights needed to navigate the complexities of the U.S. market, including regulatory frameworks, cultural adaptation, and customer engagement.
2. **Facilitate Strategic Partnerships:** Connect participants with key stakeholders such as distributors, channel partners, technology collaborators, and potential customers to accelerate their business development efforts and market integration.
3. **Support Sustainable Growth Models:** Guide startups in refining their business models to ensure scalability and long-term sustainability in the competitive U.S. landscape.
4. **Address Compliance and Legal Challenges:** Provide actionable guidance on U.S. regulatory and compliance requirements, intellectual property protection, and industry-specific legal considerations.
5. **Enhance Market Readiness:** Enable startups to develop tailored U.S. go-to-market strategies, sales pipelines, and pitch materials while fostering their ability to localize products for U.S. audiences.

4. Startup Eligibility Requirements

To ensure the success of the cohort and alignment with the program's goals, participating startups must meet the following minimum requirements:

1. **Established International Operations:** Startups must have an established business presence outside the U.S. and be actively seeking to scale their operations within the U.S. market.
2. **Funding Maturity:** Participants must have reached the post-Series A funding stage, demonstrating proven business models and market traction.
3. **Program Commitment:** Startups must dedicate up to two personnel, including at least one C-Level executive, for the full 8-week hybrid program, including two weeks of in-person programming at NYU.
4. **English Proficiency:** Participants must have a working knowledge of English to actively engage in program activities, including workshops, mentoring sessions, and networking events.

These requirements ensure that the program delivers maximum value to startups ready for growth and provides a robust foundation for scaling in the U.S.

5. Program Personnel

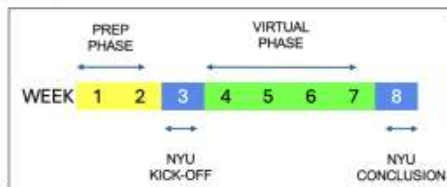
The program's success is built on a team of dedicated professionals, including mentors, MBA Fellows, consultants, and event managers, working together to ensure comprehensive support for participating startups.

(RECIPIENT A)

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1. **Program Director:** Oversees the entire program and ensures its successful execution.
2. **MBA Graduate Fellows:** Provide hands-on business development support to participating startups (i.e. defining target markets, user profiles, US distribution strategy, US sales projections, sales pitch, build-out client outreach list). Fellows can also assign useful homework to startups to increase engagement and participation. They meet at least once/week with each startup and attend all the events.
3. **Mentors:** Offer personalized guidance and expertise to the startups throughout the program. These individuals would preferably have experience in the markets that are being targeted by the startups. Minimum of 5 meetings/startup. We discussed leveraging Adjunct Faculty, although other candidates in different departments and Centers across NYU and Tandon could be used.
4. **Consultants:** Deliver specialized expertise to address US-based GTM and PMF strategies. Minimum of 1 meeting/startup.
5. **Event Managers:** Includes speakers that lead webinars and seminars by delivering key presentations to educate and inspire participants. Also could be panel moderators, workshop leaders.

6. Proposed Program Timeline



1. **Prep Phase (Pre-Cohort: 2 Weeks)**
 - a. **Initial Inquiries and Needs Assessment:** Conduct surveys and interviews to identify participants' specific goals, challenges, and needs.
 - b. **Program Refinement:** Customize curriculum, mentor assignments, and consulting plans based on collected insights.
 - c. **MBA Fellow Onboarding:** Select and onboard MBA fellows who will provide tailored research and consulting services to startups.
2. **In-Person NYU Program Kick-Off (Week 3):** A sample schedule is provided in Appendix B.
 - a. **In-Person Goal:** Immerse the founders in the NYC / US landscape and focus on building relationships with NYU as well as the general NYU community.
 - i. **Advanced Workshops:** Delivered by NYU faculty and industry leaders to deepen participants' market readiness.
 - ii. **Client Treks:** Visits to key U.S. businesses for hands-on insights into local market operations and practices.

(RECIPIENT A)

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- ii. **Networking Events:** Opportunities to connect with U.S.-based stakeholders, including distributors, channel partners, and technology collaborators.
3. **Virtual Phase (Cohort: Weeks 4-7)**
 - a. **Content Webinars:** Cover topics such as U.S. market strategies, IP protection, cultural localization, and ethical AI practices. See Appendix A for a partial list.
 - i. Please note, we will plan for webinars to take place from the range of 8 pm - 11 pm EST / 9 am - 12 am KST, from Tuesday to Friday. Exact times and dates will be subject to faculty availability, but will take place within that range.
 - b. **MBA Fellow Engagement:** Ongoing research and strategic recommendations by MBA fellows to support U.S. market entry.
 - c. **Mentorship Sessions:** One-on-one guidance from NYU faculty and industry experts tailored to each startup's specific needs.
 4. **NYU Program Conclusion (Week 8):** A sample schedule is provided in Appendix B.
 - a. **In-Person Goal:** As the program concludes, this will be the opportunity to deepen relationships, pitch key contacts and drive towards impactful partnerships.
 - i. **Advanced Workshops:** Delivered by NYU faculty and industry leaders to deepen participants' market readiness.
 - ii. **Client Treks:** Visits to key U.S. businesses for hands-on insights into local market operations and practices.
 - iii. **Demo Day:** Showcase innovations to a curated audience of potential distributors, channel partners, clients, thought leaders and investors.
 - iv. **Networking Events:** Opportunities to connect with U.S.-based stakeholders, including distributors, channel partners, and technology collaborators.

While certain program elements may be adjusted due to timing and availability, these modifications will be made thoughtfully to ensure the overall mission of equipping Korean AI startups for success in the U.S. market remains fully intact. Prior to the implementation of each program, a detailed program plan shall be shared with NIPA sufficiently in advance. The timing of such prior sharing shall be mutually agreed upon by NYU and NIPA to ensure the smooth operation of the program. In addition, in order to verify the outcomes of each program, NYU shall submit a program-specific outcome report. The outcome report shall be submitted within fourteen (14) business days from the end date of the respective program. If necessary, the submission deadline may be adjusted upon mutual agreement between NIPA and NYU.

7. Expected Outcomes and KPIs

1. **Expected Outcomes:** The NYU AI Innovation Accelerator aims to deliver tangible, measurable results for participating startups and stakeholders during the program, ensuring participants are equipped to scale effectively in the U.S. market. Expected outcomes include:
 - a. **Enhanced Market Readiness:** All participating startups develop a U.S. go-to-market strategy tailored to their business needs, leveraging insights from workshops, mentorship, and consulting sessions.
 - b. **Refined Business Presentations:** Startups complete investor-ready pitch materials, incorporating feedback from program mentors and consultants.

(RECIPIENT A)

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- c. Regulatory Preparedness: Participants gain actionable knowledge of U.S. regulatory frameworks, intellectual property protections, and compliance requirements.
- d. Strategic Connections: Startups engage directly with investors, buyers, and collaborators through facilitated meetings, Demo Day presentations, and networking events.
- e. High Satisfaction and Engagement: Participating startups rate program components, including workshops and mentorship, as highly valuable, demonstrating the program's immediate impact.

2. **Key Performance Indicators:** To assess program success and ensure accountability, the following KPIs will be tracked and measured during the program:
- a. Startup Engagement Metrics:
 - i. 100% attendance in all scheduled workshops and webinars. At least one of the two personnel present for all scheduled workshops and webinars.
 - ii. Completion of at least 5 one-on-one mentorship sessions per startup & submit result reports.
 - iii. Delivery of 1 tailored consulting session for each startup on Product-Market Fit (PMF) or Go-To-Market (GTM) strategies & submit result reports.
 - b. Deliverable Completion Metrics:
 - i. 100% of startups submit a draft U.S. go-to-market strategy by the program's end.
 - ii. All startups complete an investor-ready pitch deck, reviewed and finalized through the program.
 - iii. Each startup demonstrates understanding of U.S. regulatory requirements through active participation in compliance workshops.
 - iv. Webinar performance shall be tracked as part of the KPIs, including attendance, satisfaction, and post-event reporting.
 - c. Event and Networking Metrics:
 - i. 100% participation in Demo Day, with each startup presenting their pitch to a curated audience of stakeholders. At least one of the two personnel present for all scheduled events and networking.
 - ii. Facilitation of at least 3 targeted meetings per startup with investors, buyers, or potential partners during in-person program phases & submit result reports.
 - iii. Proposal or Pilot Discussion Rate – 40% of startups engage in targeted meetings that result in a request for a proposal, pilot program, or exploratory partnership discussion. This metric will be measured across all 20 startups that participate in 2025 programming with the goal of 40% of startups achieving this KPI and submit result reports.
 - iv. Creation of Local Partnerships – Number of companies forming local partnerships (MOU, NDA, MOA, LOI, etc.). This metric will be measured across all 20 startups that participate in 2025 programming with the goal of 20% of startups forming local partnerships and submitting results report.
 - d. Feedback and Satisfaction Metrics:
 - i. Average satisfaction score of 4.5/5 or higher for workshops, webinars, and networking events.
 - ii. 90% of startups provide feedback, with at least 85% rating their mentorship and consulting sessions as highly valuable.
 - iii. Program completion rate of 90% or higher across all participating startups. This is defined as one individual from the startup attending each session. Progress against the specified Key Performance Indicators (KPIs) shall be reported at the following milestones: prior to the payment of the remaining contract balance (August), upon completion of the Spring cohort (late July), and upon completion

(BUDNMAA.1)

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of the Fall cohort (early November). The timing of such reporting may be adjusted upon mutual agreement between NYU and NIPA, if necessary.

B. Budget

The following budget outline represents an estimate of required funding for the program. Detailed cost allocations and payment schedules will be outlined elsewhere.

Estimated Funding Requirements: \$400,000/cohort, \$800,000/year.

(BUDNMAA.2)

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Attachment B

The Program Fee includes:

- NYU Stern programming as set forth in Attachment A.
- An Academic Director who is responsible for Program design, curriculum development and integration and is available to respond to Program feedback.
- NYU Stern cannot guarantee specific Company Visits or Practitioner Presentations but will make every effort to arrange suitable learning experiences as part of the delivered program.
- A dedicated program manager who will provide the following services:
 - Check in and welcome Participants each day.
 - Organize, prepare and send out pre-program reading materials to the assigned Client point person for distribution to Participants, as mutually agreed.
 - Organize the preparation of classroom teaching materials (faculty handouts, slides, etc.).
 - Organize Program functions and Program events, as agreed and determined by Program design, in conjunction with Client.
 - Tally and distribute evaluations upon completion of the Program.
- Catering:
 - Daily break/tea and lunch
 - Mentor Kick-Off Dinner
 - NYU x AI Networking Night
 - Scaling in the US: Panel Discussion & Networking Night
 - Immersion Celebration
- Materials: Pre-existing cases, duplication of faculty handouts and slides. Materials may include instructor presentations, case reprints, relevant mass media and journal articles and other handouts.
- Facilities: classrooms, seminar and breakout rooms, audio-visual equipment.
- Networking materials including, but not limited to: stanchions, name badges and name tents.
- Certificates of attendance.
- NYU branded gift for Participants.

The Total Program Fee does not include:

- Translation: Translation equipment throughout the program, if needed.
- Interpreters: Client will provide interpreters to perform simultaneous translation during the program, if needed.
- Due to scheduling variability, some company visits may preclude the opportunity to provide catered meals or breaks. NYU Stern will inform Client of any anticipated changes to catering in advance of the affected program day.

(BUDNMAA.3)

- Fees do not include instrumentation or outside speaker fees beyond those identified above. Client will organize and compensate any external speakers directly.
- The use of additional NYU Stern faculty, facilities or additional hours beyond those included above will be an additional charge to Client.
- Computers.
- Vehicle transport will not be included for offline events taking place in New York City during in-person programming, but NYU will provide MetroCards for the founders.
- Airfare, room, board, accommodations and other travel related costs for Participants.
- Travel, health or other insurance for Client or Participants.
- Evening sessions that are not included in the current schedule.
- Any additional expenses (e.g., personal expenses, medical expenses, etc.) incurred by Client or Participants.

(BUDNMAA.4)

참고3 NYU AIIA 프로그램(1기) 참가 기업 조사

연번	구분	기술 분야	주요 솔루션	NIPA 사업 참가
1	플리토 (Flitto)	AI 솔루션	AI 실시간 음성인식 및 동시통역	<ul style="list-style-type: none"> o 2024년 아마존웹서비스(AWS) 리인벤트, 국내 서비스형 소프트웨어(SaaS) 기업관('24.12) o K-Global@실리콘밸리 2024' 행사 참가('24.9) o '2024 자이텍스 아프리카(2024 GITEX Africa)' 참가('24.5) o 일본 수출마케팅 지원 사업을 통해 재팬 IT 워크 스프링 2024 참가('24.4) o 'ASEAN-Korea AI Link Program : Creating Innovation Beyond Borders'을 통해 초청받은 한-아세안 AI 청년 페스타' 경진대회 입상 아세안 AI 스타트업 3개사 플리토 방문('23.12) o NIPA 디지털 전환 우수기업 24곳 선정('22.12) o 인공지능(AI) 바우처 지원사업 참여('21.2) o NIPA ICT CEO 포럼 참석('19.4)
2	맥킨리라이스 (McKinley Rice)	AI 플랫폼	AI 기반 글로벌 HR 자동화 플랫폼	<ul style="list-style-type: none"> o 2024 Blockchain for All(B4A) 참가('24.10) o 2023NIPA블록체인산업콘퍼런스 참가('23.12)
3	누비랩 (Nuvilab)	스마트 제조	급식 식단 AI 인식 및 품질관리 솔루션	<ul style="list-style-type: none"> o K-디지털그랜드챔피언십('24.12) - CVC, 기금사 대상 IR o K-Global@실리콘밸리 2024('24.9) o K-Global@실리콘밸리 2023('23.9) o 2020 사물인터넷 비대면 해외로드쇼('20.12)
4	엑소시스템즈 (EXOSYSTEMS)	의료기기	AI 기반 근기능 분석 디지털 치료 기술	-
5	더슬립팩토리 (The Sleep Factory)	디지털 헬스케어	AI 기반 코골이 분석 및 개인맞춤 수면장치	-
6	베슬에이아이코리아 (VESSL AI KOREA)	AI 솔루션	머신러닝 작업 중심 AI 운영 플랫폼	<ul style="list-style-type: none"> o K-디지털그랜드챔피언십('24.12) - CVC, 기금사 대상 IR o K-Global@실리콘밸리2024('24.9) o K-Global@실리콘밸리2023('23.9)
7	퀀티 (Quantit)	핀테크	금융 투자 자동화 AI 에이전트	<ul style="list-style-type: none"> o K-솔루션페어(핀테크 페스티벌('22.11) o 2021년 핵심산업클라우드플러그인프로젝트(클라우드인중)
8	퓨리오사에이아이 (FuriosaAI)	AI 제조업	데이터센터용 AI 반도체 개발	<ul style="list-style-type: none"> o 두바이AI 주간' 한국공동관 참가('25.4) o 2023 NIPA파트너스데이 우수 파트너 선정('23.12) o AI반도체팜(Farm) 구축 및 실증사업('23.11) o 2021년 글로벌 정보통신기술(ICT) 미래 유니콘 육성 사업
9	스트라티오코리아 (STRATIO KOREA)	스마트 제조	스펙트럴 센서 기반 AI 분류 솔루션	<ul style="list-style-type: none"> o 2024년 글로벌 정보통신기술(ICT) 미래유니콘 육성사업 선정('24.6), 싱가포르 데모데이('24.11) o K-Global@실리콘밸리2023('23.9) o K-Global@실리콘밸리 K-피치('22.11) o 2021 디지털대전환엑스포('21.11) o AI융합 불법 복제품 판독 시스템 사업('21.8~'23) o MWC 한국공동관('19.2) o 2016 다국적 스타벤처 데모데이 최우수상('16.12) o 2016K -GlobalStartup스마트 디바이스 공모전 결선진출('16.10)
10	디자인노블 (Designovel)	AI 패션	AI 패션 분석 및 생성, 기획 지원 챗봇	<ul style="list-style-type: none"> o AI 바우처지원사업(글로벌 분과), K-클라우드유망SaaS 지원사업 및에 비고성장SW 클럽 참여('24) o 인공지능(AI) 바우처 지원 사업('20)