

The Powerhouse for Innovation and Entrepreneurship™



NYET

New York Institute of
Entrepreneurship and Technology®



NYET

New York Institute of
Entrepreneurship and Technology®

Empower the World's Future Leaders™



NYET
New York Institute of
Entrepreneurship and Technology®

We Believe...

Entrepreneurship
is the Key to Unlocking
Human Potential and
Accomplishments

- Dr. Edward G. Rogoff -

ABOUT NYET[®]

NYET, New York Institute of Entrepreneurship & Technology, is **The Powerhouse for Innovation & Entrepreneurship™**

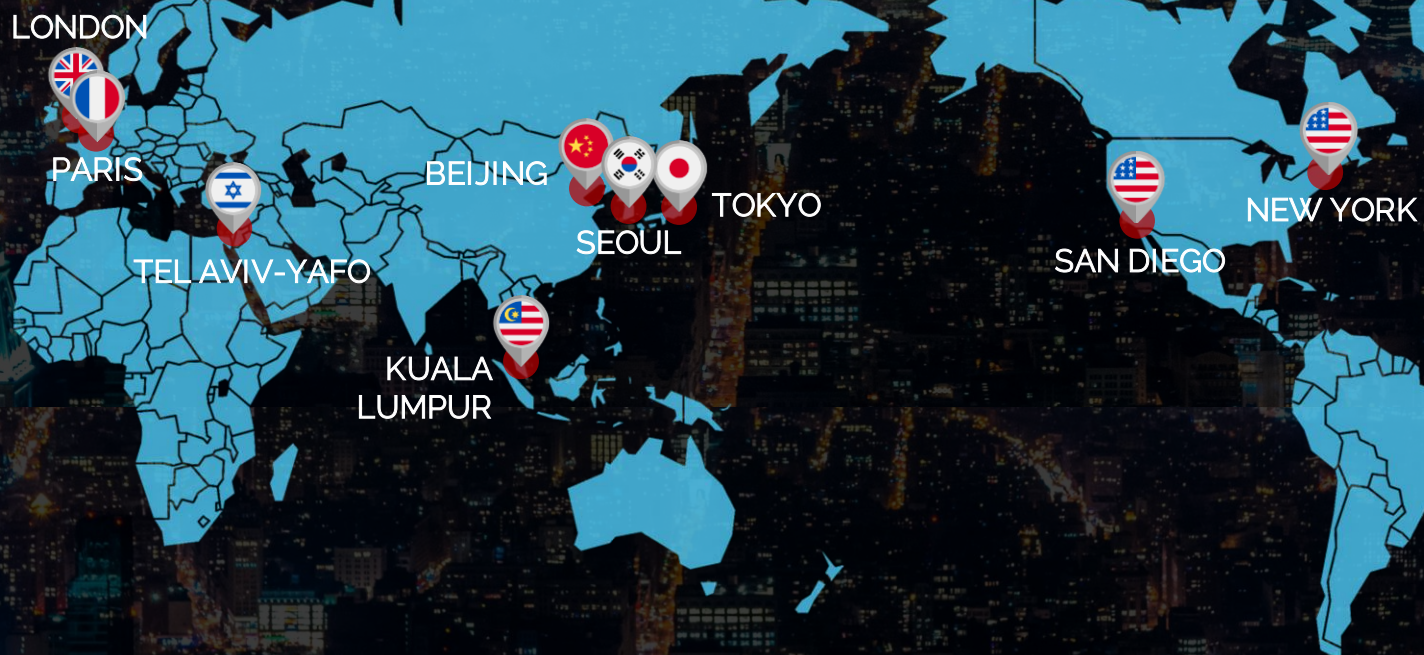
NYET, as the Global Headquarter of our international presences, presents directions and methodologies to achieve our mission and strategic goals in a detailed manner across the globe. We play a key-role to solve the essential and fundamental problems in our society with scientific and strategic approaches.

KET is the Powerhouse for Innovation and Entrepreneurship™ for Korean communities. With NYET together, we present and implement multifaceted and in-depth strategic ways of innovation and entrepreneurship so that the entrepreneurial ecosystem of the country, cities, companies, and schools can be achieved at a world-class level.

We aim to
Empower the World's Future Leaders™



Our Global Presences



Our Value Responsibilities are...

EDUCATION

We Empower the World's Future Leaders. With independently developed concrete pedagogues including **The 7 Step Model for Entrepreneurial Leaders™**, **The Hexagon Model for Entrepreneurial Experts™**, **The Immersion-Lab-based Experiential Learning Model™**, we aim to empower Entrepreneurs and Entrepreneurial Leaders.

A World-Class Supplementary Education

- The Future Academy™ (Pre & Kindergarten)
- The Future College™ (Primary-Secondary)
- The Prime College™ (Undergraduate)

A World-Class Executive & Professional Education

- The School of Entrepreneurship™ (for Executives / Entrepreneurs)
- The Professional School™ (for Young Professionals)
- On-Demand Global Executive Education™

RESEARCH

A research work for governments and businesses should ensure the effectiveness of the results. **Empathy and Accountability** are our keys for the effective research.

We aim to **solve the structural problems our clients are facing through a scientific and strategic approach.**

- Entrepreneurial Ecosystems & Public Policy at Country / City / Corporate / University & College level
- National / Regional Innovation System
- Economic Development
- Consumer & Market Research
- Regulations, Constrains, and Political-Economic Environments

CONSULTING

We aim to unlocking clients' potential and achievement. Our consulting services provide and enable effective and unique solutions from a global perspective. Stay away from the status quo. Our Futurizing program facilitates our clients' way of building a greater future.

Our consulting areas that aim to solve our clients' facing challenges through a very practical, scientific, and strategic approach are as follows.

- Product & Business Model Innovation
- Global Positioning & Expansion
- Strategic Renewal
- Corporate Turnaround Management
- Financial Restructuring
- Re-Capitalizing
- Mergers & Acquisitions
- International Partnership & Alliance

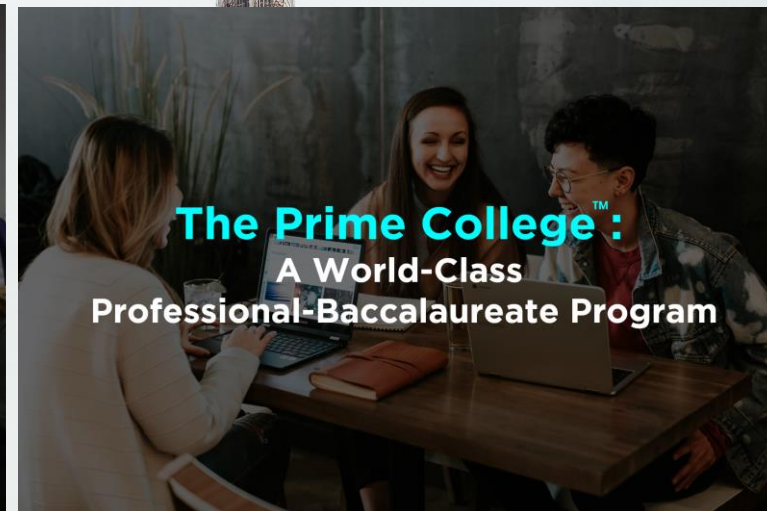
NYET[®] EDUCATION



The Future Academy[™] :
A World-Class Kindergarten Education



The Future College[™] :
A World-Class
Collegiate-Supplementary School for
Primary and Secondary Students



The Prime College[™] :
A World-Class
Professional-Baccalaureate Program



The Professional School[™] :
A World-Class
Professional School for
Young Professional Leaders



**The School of
Entrepreneurship[™] :**
A World-Class
Entrepreneurship School for
Entrepreneurs and Executive Leaders



- The Mission -
Empower the World's Future Leaders[™]



01

Areas of Work

EDUCATION

A World-Class Educational Futurizing™

The Future
Academy™

Pre &
Kindergarten

The Future
College™

Primary-
Secondary

The Prime
College™

Undergraduate



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“ Education forward to the future™”

- ✓ We empower the world's future leaders with our futurizing pedagogues. We present the "Personalized Education" for each student to get prepared their future lives in detail.
- ✓ Instead of offering the alternative education which replaces the current education system, we provide the futurizing education which can harmonize and help our students to have the self-directed life in the real world.

01

Areas of Work

EDUCATION

A World-Class Educational Futurizing™

The
Advanced
Academy™

for Executives /
Entrepreneurs

The
Professional
School™

for Young
Professionals

On-Demand
Global
Executive
Education™

“

Education forward to the future™

Executive Education, Reimagined

- ✓ It is designed to provide basic and advanced knowledge & experiences regarding Digital Transformation such as Artificial Intelligence, Blockchain, Cloud, and etc. from a strategic perspective.
- ✓ In Seoul, New York, Beijing, we give you cutting-edge knowledge, skills, professional networks, and strategic business insights with the professionals and faculties from technology, business, and academia.

NYET[®]

EDUCATION

**A World-Class
Executive &
Professional
Education™**



KB Digital Transformation

(2018.12 '기업금융' & 2017.12 'Digital Leadership' @ New York)



Hana Bank Digital Innovation Expedition Project

(2019 & 2018 & 2017 Digital Banking @ New York City,
Beijing, Malaysia, Indonesia, Vietnam, Cambodia, Thailand)



The NH Digital Expedition

(2018.12 '디지털 금융' & 2017.12 'Digital Leadership' @ New York)

A World-Class Executive & Professional Education™

NEW YORK CITY, USA



A World-Class Executive & Professional Education™

BEIJING, CHINA



A World-Class Executive & Professional Education™

TOKYO, JAPAN



Rakuten

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A World-Class Executive & Professional Education™

ASEAN (Malaysia, Indonesia, Thailand, Vietnam, Cambodia)



01

Areas of Work

EDUCATION

Creating Shared Value



Empower the
World's Future
Leaders™

“

Education forward to the future™

- ✓ Accumulated books – material – methodologies by NTET's future education are shared with our society in a way of CSV.
- ✓ Also, various scholarship programs for underprivileged children in our society will be available to share NYET's future education.
- ✓ NYET students and teachers gather together to think about creating and accomplishing shared values in our society.

02

Areas of Work

RESEARCH

01

Entrepreneurial Ecosystems & Public Policy

- A Diagnostic Tool Kit for the Personalized Entrepreneurship Education, *ICSB World Conference, New York & New Jersey, U.S.A.(2016)*
- Entrepreneurial Morass and Serial Entrepreneurship: An Exploratory Study of Korean Entrepreneurs' Self-Reported Impeding Factors on Their Serial Entrepreneurship, Young-Dall Lee & Myung-Soo Lee, *ICSB World Conference, Dubai, U.A.E.(2015)*
- The Corporate Turnaround Supporting Initiative and New Entrepreneurial Ecosystem in Korea: How the policy influences a dynamics of the enterprise ecosystem, Young-Dall Lee, Choon-Woo Lee, and Myung-Soo Lee, *ICSB World Conference, Dublin, Ireland(2014)*

- Corporate Ecosystem and Company Law, Young-Dall Lee, *Ministry of SMEs and Startups (2018)*
- **Best Paper Award** A Comparative Study of Entrepreneurship Ecosystem International Evaluation Model, Young-Dall Lee & Sun-Mi Lee, *The Korean Society of Business Venturing Spring Conference (Seoul National University) (2015)*

02

National / Regional Innovation System

- A Study on System and Policy Improvement Plan for Virtuous Cycle Growth of Science and Technology-based Venture Enterprise Ecosystem - Comparative Study on Korea / US / Japan, Young-Dall Lee, *Ministry of Science and ICT (2017)*
- A Plan for Rehabilitation Business Revitalization , Gyu-Soo Ha & Young-Dall Lee, *Ministry of SMEs and Startups (2017)*
- A Study of Entrepreneurship Ecosystem on the National Level, Young-Dall Lee, *A Korean Association of Small Businesses Studies, Entrepreneurship Research Association (2016)*
- A Study on the Improvement for World Bank's Startup Environment Evaluation, Gyu-Soo Ha & Young-Dall Lee, *Korean Institute of Startup & Entrepreneurship Development (2015)*
- A Comparative Study of Venture Start-Up Policies of Major Countries, Young-Dall Lee, *Korean Venture Business Association (2015)*
- A Study on the Introduction of University Entrepreneurship Evaluation Model in Major Developed Countries, Young-Dall Lee, *Ministry of SMEs and Startups (2013)*

03 Economic Development

- The Direction for the Trade Investment Development in Transition and the Tasks of TPO, Young-Dall Lee, *KOTRA (Korea Trade-Investment Promotion Agency) (2017)*
- A Plan for Revitalization of Business Rehabilitation, Gyu-soo Ha & Young-Dall Lee, Ministry of SMEs and Startups (2017)
- [Start + Scale Up, Korea] Theme Presentation, Young-Dall Lee, *2016 Fall Conference for Korea Venture Business Association (Kookmin University), (2015)*
- A Study on the Integrated Model of Productive Entrepreneurship Ecosystem, Young-Dall Lee, Edward G. Rogoff, Myung-Soo Lee, *Fall Conference of Korea Venture Business Association (2015)*
- A Study on the Entrepreneurial Competence Diagnosis Model for Enhancing the Effectiveness of Entrepreneurship and Startup Education, Young-Dall Lee, *2015 Spring Conference of Korea Venture Business Association (Seoul National Univ.)*
- The Emergence and New Paradigm of Silicon Alley, Young-Dall Lee, *Fall Conference of Korea Venture Business Association (2014)*

- A Review on the Business Rehabilitation Policy Process and Effectiveness, Chun Woo Lee & Young-Dall Lee, *Ministry of SMEs and Startups (2014)*

04 Consumer & Market Research

- Beyond the Smart Banking, A Research Report of Artificial Intelligence and Blockchain in terms of Technology and Business – OO Bank (2018)
- Before Sunrise, The Future of Banking Business in the era of Digital Transformation. – OO Bank (2017)
- Minimalism in Digital Banking – OO Bank (2017)
- IoT, Global Market Research - OOO, Inc. (2015)
- FinTech, Global Market Research – OOO, Inc. (2015)

03

Areas of Work

CONSULTING



List of **consultations** in last five years:

- **[OO Bank]** Digital Strategy Advisory (2017~Present)
- **[△△Bank]** Digital Strategy (Artificial Intelligence / Block Chain) Advisory (2018~Present)
- **[OO Media]** Digital Strategy Advisory (2017)
- **[OOO Beauty Expert Group]** Digital Strategy Advisory (2017)
- **[OO Electronics]** Consultation on the global expansion strategy (2015-2016)
- A number of management consulting for small and medium-sized enterprises (Talent donation, 2015 ~ present)
- **[An IoT Company]** Consultation on new business development and new product development (2014-2015) – with *Ministry of SMEs and Startups & Ministry of Science and ICT*
- **[A Fintech Company]** Consultation for global expansion strategy (2015)
- **[A Car Sharing Company]** Consultation for growth strategy and capital procurement advisory (2015)
- And more ...

OUR LEADERSHIP





Dr. Young-Dall Lee

Principal of KET-NYET

- Board Member, DGIST (Daegu Gyeongbuk Institute Of Science And Technology), Korea
- Dean and Professor of International Affairs, Life University, Cambodia
- Former Professor of Entrepreneurship & Strategy at Graduate School of Business, Dongguk University, Seoul, Korea
- DBA & MS from Baruch College of the City University of New York, NY, USA
- Ph.D. & MBA from Hanyang University, Seoul, Korea
- Industry-Backgrounded in NYC, Moscow, and across the globe
- A member of the Committee of the Future Talents of the Presidential Advisory Council on Science and Technology, Korea
- A member of the Committee of the Women Entrepreneurship Initiative of Ministry of SMEs and Startups

Empower the World's Future Leaders™

The Powerhouse for Innovation & Entrepreneurship™



Dr. Edward G. Rogoff

Chair of the Advisory Board, NYET



- Professor and former Dean at Long Island University Business School, Brooklyn, NYC, USA
- Former Professor & Department Chair of Management at Baruch College of the City University of New York – Developed #4 under and #9 graduate Entrepreneurship in the US
- Doctoral Research at Columbia University within the Supervision from Dr. William Vickrey, awarded the 1996 Nobel Memorial Prize in Economic Sciences
- Board Member of NYC Research Foundation
- Review Panel Member, National Science Foundation (NSF)
- Entrepreneurship Educator of the Year 2010, USASBE
- Entrepreneurship Consultant at the World Bank
- Columnist at New York Times, Forbes, and Newsday
- BA, MA, MBA, & Ph.D. in Economics and Management from Columbia University in the City of New York



Dr. Jung-Hwa Han

Chair of the Advisory Board, KET



- Professor & Dean(former) at Hanyang University Business School, Seoul, Korea
- The 13th Administrator of the SMBA (Ministry of SMEs and Startups), Korea
- Principal, Korea Venture Research Institute
- The Chair, The Committee of Assessment of KOSDAQ
- Chairperson at Several Key Korean Academic Societies in Business
- BBA from Seoul National University, MBA & Ph.D. in Strategic Management & Entrepreneurship from the University of Georgia, GA, USA

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Dr. Myung-Soo Lee

Global Initiative / Marketing

- Deputy Chair of the Advisory Board, NYET
- Ph.D. in Marketing from the State University of New York
- MBA in Marketing / MS in Statistics from the State University of New York
- Former Dean & Professor at Zicklin School of Business of Baruch College of the City University of New York
- Vice Provost for Global Initiative at Baruch College of the City University of New York



Mohammad Ridzuan Aziz

Principal of
The Futurizing Campus & Resort

- President of the Fintech Association of Malaysia
- CEO of Sedania As-Salam
- Bachelor of Science in Economics, majoring in Accounting and Finance from University of Wales, Aberystwyth
- MBA in Management Information Systems, International Islamic University Malaysia
- Former Director/Co-founder, RHT Compliance Solutions
- Former Head of Monitoring and Surveillance for Asia Pacific, Nomura Securities
- Prominent Enterprise of The Year at Malaysia Fintech Awards 2018



Dr. Chan Lee

Human Resource Development
& Digital Labors

- Advisory Board Member of KET
- Professor of Human Resource Development (HRD) at Seoul National University
- Ph.D. & MA from the Ohio State University, OH, USA
- LG Electronics USA & LEGO Korea
- Industry-Backgrounded in the US and Korea

Our Faculty Members

The Powerhouse for Innovation & Entrepreneurship™



Dr. Edgar Troudt

Artificial Intelligence & Machine Learning

- Associate Vice President of Academic Affairs, Vaughn College of Aeronautics and Technology
- Former Professor at Baruch College, City University of New York
- Former Assistant Dean for Research and Strategic Partnerships at Long Island University, Brooklyn
- He will intensively introduce technical analysis of 'Amelia', an artificial intelligence banker, who performs bank teller functions for the first time in the world.
- Bachelor's, Master's, and Ph.D. in Computer Science from The City University of New York.



Savvas Mavridis

Blockchain & Cryptocurrency

- C-level executive having served various tier-one investment banks as CTO / COO in capital market trading.
- Executed digital transformation strategies, restructuring, and implementation programs derivatives, structured products, and lending businesses.
- Lehman Brothers (post-bankruptcy) restructured all technologies for asset wind-down.
- BS from New York University, Graduate Certificate from Columbia University, and MBA from Baruch College of the City University of New York



Shyam Nagarajan

Blockchain

- Director and Partner, Go To Market Blockchain Networks at IBM Services
- Former IBM Global Sales Director
- Former Chief of Staff, Office of GM, IBM Hybrid Cloud Sales
- Former IBM Global Sales Leader - Application Platform, IT Operations and Pure Application Systems
- Executive Education from Columbia University (Leading Strategic Growth and Change, Essentials of Management)
- Bachelors in Computer Science Engineering from Madurai Kamaraj University

Our Executive Officers

The Powerhouse for Innovation & Entrepreneurship™



Lee, Martin

- CIO & Legal Counsel
- Attorney at Law (NSW, Australia)
- LL.B Law, LL.M International Law (University of Technology, Sydney, Australia)
- BA. Applied Science. MRT (University of Sydney, Australia)

Dr. Kwon, Hyejin

- CPO & Innovation Counsel
- Consumer Science Lab Leader at LG Electronics
- BA, MS, & Ph.D. in Consumer Science (Seoul National University)

Park, Rain

- Dean of the Future College
- Channel Manager at Oracle University
- Team Manager of Education Center at the Electronic Times
- Adjunct Professor at Nam-Seoul Univ.
- B.S., M.E. (Seoul National University)
- MBA-MOT (Sogang University)

Our Executive Officers

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Kim, Jimi

- Partner & Legal Counsel
- Korean Bar Association, Seoul Bar Association
- Korean Patent Attorneys Association
- Supreme Court Counsel (2014 ~ current)
- Attorney at Seoul District Attorney's Office (2015 ~ present)
- Seoul Public Service Lawyer (2017 ~ present)
- Korea Fire Law Firm Legal Support Team (2015 ~ present)
- BA in Law (Yonsei University)

Choi, Young-Jip

- Auditor
- KICPA
- Partner at PWC
- Internal Auditor, Samsung Group
- BBA in Accounting (SKKU, Sungkyunkwan University)

Members of the Advisory Board & Faculties

The Powerhouse for Innovation & Entrepreneurship™



Dr. Ahn, Chang-Won

- Electronics and Telecommunications Research Institute, Korea
- Ph.D. in Industrial Engineering (KAIST)

Dr. Cho, Sung-Hwan

- CTO at NanoCollect Biomedical Inc., USA
- Ph.D. in Bio-MEMS (University of California - San Diego, USA)

Dr. Ha, Kyu-Soo

- Professor of Entrepreneurship at Hoseo University
- JD (Touro College Jacob D. Fuchsberg Law Center, NY, USA)
- Ph.D. in Business (Hanyang University)
- Attorney at Law (NY, USA)

Dr. Kim, Do-Hyeon

- Professor of Business(Entrepreneurship) at Kookmin University
- Ph.D. in Aerospace Engineering (Seoul National University)
- Ph.D. in Business (Warwick University, UK)

Dr. Kim, Jae-Gu

- Professor of Business(HR) at Myongji University
- Ph.D. in Business (Seoul National University)

Dr. Kim, Sun-Jin

- Professor of Digital Media at Kyung Sung University
- Ph.D. in Journalism & Media (Korea University)

Dr. Ku, Sam-Ok

- Korea Aerospace Research Institute.
- Ph.D. in Aerospace Engineering (KAIST)

Dr. Kwon, Hyeog-Ug

- Professor of Economics at Nihon University, Japan
- Ph.D. in Economics (Hitotsubashi University)

Dr. Kwon, Soo-Ra

- Professor of Business(Strategy) at Hanyang University
- Ph.D. in Business (Yonsei University)

Dr. Shin, Sung-Hee

- Professor of Education at Queens College of the City University of New York
- Ph.D. in Education (Columbia University in the City of New York)

Dr. Sohn, Jeong Lak

- Korea Institute of Machinery and Materials.
- Ph.D. in Mechanical Engineering (KAIST)

Dr. Song, Chisung

- Korea Institute of Machinery and Materials.
- Ph.D. in Mechanical Engineering (Seoul National University)

Dr. Yoo, Byungjoon

- Professor of MIS at Seoul National University
- Ph.D. in Business (Carnegie Mellon University, USA)

Ji, Jungwoo

- Principal, EUS+ Architects
- Master of Architecture (Cornell University, USA)

Nam, Keonsoo

- Perkins Eastman Architects
- Master of Architecture (Massachusetts Institute of Technology-MIT, USA)

Suh, Minwoo

- Principal, EUS+ Architects
- Master of Architecture (Cornell University, USA)

Son, Ikchan

- Attorney at Law, Korea
- Juris Doctorate (Seoul National University)



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Our Clients and Partners



중소벤처기업부
Ministry of SMEs and Startups



Korea Institute
for Advancement
of Technology



서울특별시
SEOUL METROPOLITAN GOVERNMENT



KEB 하나은행



IP SOFT



小米
xiaomi.com



과학기술정보통신부
Ministry of Science and ICT



창업진흥원
Korea Institute of Startup &
Entrepreneurship Development



Global Inspiration
세계속의 경기도



NH농협은행



DOMETOM



Baidu 百度



산업통상자원부
Ministry of Trade, Industry and Energy



서울산업진흥원



KDI



KB
국민은행



MT 머니투데이



TOSHIBA
Leading Innovation >>>



기획재정부
Ministry of Economy
and Finance



경기연구원
Gyeonggi Research Institute



한국여성경제인협회
KOREAN WOMEN ENTREPRENEURS ASSOCIATION



Bank of America.



CJ



Rakuten



문화체육관광부
Ministry of Culture, Sports and Tourism



울산발전연구원



경기창조경제혁신센터



BARCLAYS



AMOREPACIFIC



여성가족부
Ministry of Gender Equality
and Family



nipa 정보통신산업진흥원
National IT Industry Promotion Agency



STEP
과학기술정책연구원
SCIENCE AND TECHNOLOGY POLICY INSTITUTE



Capital One
Bank



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