2019 MIT Startup Showcase in Seoul - Fintech | Digital Transformation | AI

October 14, 2019 8:15 am - 2:00 pm

8:15am	Registration and Light Breakfast
9:00am	Welcome Remarks - Hyundai Card Jae Jun Lee Vice President, Hyundai Card/Capital

Jae Jun Lee
Vice President
Hyundai Card/Capital

Jae Jun is the head of Digital New Business Division and responsible for Ideation, Strategy planning, Product Management and Development of new digital business beyond conventional card and financial services. He establishes differentiated business models based on new technologies such as Fintech, Payment, AI and Blockchain.
His division is also responsible for establishment of open innovation ecosystem in Korea and abroad through Studio Black, and management of investments in several different VCs including Softbank.

Prior to joining Hyundai Card/Capital, Jae Jun Lee was the head of both the Cloud Platform R&D group and Product Management team within the Samsung Mobile Communications Business.
As the leader of the Product Management team, Jae Jun was responsible for the product roadmaps and strategy, priorities and operations for all Samsung Mobile global services including Samsung Pay, Knox, Samsung Health, Galaxy Stores, and Bixby.

As the driving force behind the Cloud platform group, Jae Jun oversaw the development of cloud infrastructure services for all Samsung cloud-based services and led the operations team that provided 24x7 global production and support services.

Jae Jun led the Samsung Knox and Samsung Pay R&D teams and has led global R&D and Operations teams in Suwon, South Korea; Mountain View, California; Vancouver, Canada; and Bangalore, India. He personally led the effort to establish the R&D and operations sites in Vancouver from its inception in 2013.
Prior to joining Samsung in 2012, Jae Jun held various technical and management positions at Yahoo!, Motorola, Oracle and Bellcore in the U.S.

Jae Jun holds both BS and MS degrees in Computer Science from MIT in Cambridge, Massachusetts. He has been married to Helen for 23 years and has three children – Sarah, Enoch and Jeremiah.

9:05am   MIT Innovation Ecosystem & ILP Overview
          Jewan Bae
          Director, MIT Corporate Relations/Industrial Liaison Program

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Jewan John Bae comes to MIT Corporate Relations with more than 20 years of experience in the specialty chemicals and construction industries. He facilitates fruitful relationships between MIT and the industry, engaging with executive level managers to understand their business challenges and match them with resources within the MIT innovation ecosystem to help meet their business objectives.

Bae's areas of expertise include new product commercialization stage gate process, portfolio management & resource planning, and strategic planning. He has held various business leadership positions at W.R. Grace & Co., the manufacturer of high-performance specialty chemicals and materials, including Director of Strategic Planning & Process, Director of Sales in the Americas, and Global Strategic Marketing Director. Bae is a recipient of the US Army Commendation Medal in 1986.

9:20am   The Truth Machine: The Blockchain and the Future of Everything
                Michael Casey

                Senior Advisor for Blockchain Opportunities, Digital Currency Initiative (DCI)
                MIT Media Laboratory

                Michael Casey is a senior advisor at the MIT Media Lab's Digital Currency Initiative and a
                senior lecturer at MIT Sloan School of Management. He and his colleagues are seeking to
                build awareness around digital currencies and their underlying blockchain technology,
                helping shape scholarship around the topic and exploring dedicated research projects that
                use this emerging technology to achieve social impact goals.

                Before joining MIT, Michael was a senior columnist covering global finance at The Wall
                Street Journal, where he culminated a two-decade career in print journalism that spanned
                various roles and stints on five continents. He also hosted online TV shows for WSJ Live
                and frequently appeared on various networks as a commentator, including CNBC, CNN, Fox
                Business, and the BBC. He recently revived his involvement with media, taking on a role as
                Chairman of the Advisory Board at blockchain news outlet CoinDesk and this year founded
                his own media company, Streambed Media, which focuses on themes of innovation and
                society.

                Michael is the author of five books on the digital economy and Internet culture. In 2015, he
                and co-author Paul Vigna published the critically acclaimed *The Age of Cryptocurrency: How
                Bitcoin and Digital Money are Challenging the Global Economic Order* and three years later
                published its sequel, *The Truth Machine: The Blockchain and the Future of Everything*. He
                has also collaborated with documentary filmmakers on the same topic and is frequently
                called on to speak about these issues at conferences and other public events.

                Michael has written three other books: *The Social Organism: A Radical Understanding of
                Social Media to Transform Your Business and Life*, which he co-wrote with social media
                entrepreneur Oliver Luckett, *The Unfair Trade: How our Broken Global Financial System
                Destroys the Middle Class*, an analysis of the global dimensions of the 2008 financial crisis,
                and *Che's Afterlife: The Legacy of an Image*, about the famous photo of Ernesto "Che"
                Guevara by Alberto Korda.

                A native of Perth, Australia, Michael is a graduate of the University of Western in Australia
                and has higher degrees from Cornell University and Curtin University.

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                As once-trusted institutions are ever more brazenly compromised, Casey lays out a case for
                blockchain, citing its potential to restore control over data, assets, and personal identities;
                disrupt industries from finance and tech to legal and shipping; and grant billions of people
                access to the global economy.

10:00am   Data Play of Hyundai Card
                       Kyoung-Hwa Bae
                       Head of AI Business Division, Hyundai Card•Capital

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Head of AI Business Division
Hyundai Card•Capital

Kyoung-Hwa Bae the head of the AI Business Division in Hyundai Card and Capital. He has twenty years of experience in the search, big data and data science fields working as a development and data scientist. Since joining Hyundai Card in 2017, he has generated results in the card business utilizing predictive modeling, and currently, is responsible for the AI, machine learning and big data platform as the leader of the AI Business Division. In addition, he is creating a strategy to connect technology and business to be leveraged in super-customization marketing.

Previously, Kyoung-Hwa was head of the Data Intelligence & Analytics Division in SK Planet, head of the Big Data Platform Group in Samsung Electronics, worked in Microsoft and Yahoo in the US developing advertisement systems and search engines, and many other companies in a variety of related areas.

Kyoung-Hwa has an MSc in Advanced Computer Science (Machine Learning & Data Mining) from the University of Bristol in the UK.

10:30am	AI Driven Decisions Within Clicks

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Devavrat Shah
Andrew (1956) and Erna Viterbi Professor, [MIT Department of Electrical Engineering and Computer Science](#)

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Devavrat Shah is Andrew (1956) and Erna Viterbi Professor of AI and Decisions at MIT where he is currently the faculty director of Deshpande Center for Technology Innovation as well as founding director of Statistics and Data Science Center. His research focuses on algorithms for Statistics and Machine Learning. He is a Kavli Fellow of National Academy of Sciences, distinguished alumni of his alma mater IIT Bombay. Previously he co-founded retail analytics start-up Celect which is now part of Nike since 2019. Currently, he is focused on making AI functionalities accessible. Towards that, he co-founded Ikigai Labs in 2019 with the mission of enabling the use of AI with the ease of spreadsheets.

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We have access to all sorts of data that can help make better decisions: financial transactions data for compliance, customer data for better serving them, human resources and organizational data for efficiency, product data for improving quality and more. Currently, the process of data driven decisions using AI involves messy data engineering and annoying data cleaning followed by ingenious modeling and predictions, and if possible pie-in-the-sky "what if analysis". In this talk, I will present a new approach to achieve all of this within clicks driven by AI. In short, anyone in the organization who can use Excel, should be able to use AI to make data driven decisions. We will go through examples including financial audits, email marketing, claims processing involving unstructured data and efficiently manage supply chain to name a few.

11:00am	Networking Break

11:30am

Operationalizing AI
Nick Meyer
Entrepreneur-in-Residence and Lecturer, Martin Trust Center for MIT Entrepreneurship;
Chief Product Officer, Relativity6

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Chief Product Officer
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Nick Meyer is an Entrepreneur-in-Residence at the Martin Trust Center for MIT Entrepreneurship, Senior Lecturer at MIT, and Chief Product Officer at Relativity6. He is a serial co-founder having been the lead engineer for software companies across several industries.

The predictive power of AI and ML continues to grow, but if the humans on the front line of your organization can't do anything with the predictions nothing is going to change. In Operationalizing AI we talk about the framework we use at Relativity6 to make sure we ask the right questions early, so humans and AI work together to drastically increase revenue and operational creativity.

MIT Startup Exchange Program Overview
John Roberts
Executive Director (Interim), [MIT Corporate Relations](#)

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[MIT Corporate Relations](#)

John Roberts has been Executive Director of MIT Corporate Relations (Interim) since February 2022. He obtained his Ph.D. in organic chemistry at MIT and returned to the university after a 20-year career in the pharmaceutical industry, joining the MIT Industrial Liaison Program (ILP) in 2013. Prior to his return, John worked at small, medium, and large companies, holding positions that allowed him to exploit his passions in synthetic chemistry, project leadership, and alliance management while growing his responsibilities for managing others, ultimately as a department head. As a program director at MIT, John built a portfolio of ILP member companies, mostly in the pharmaceutical industry and headquartered in Japan, connecting them to engagement opportunities in the MIT community. Soon after returning to MIT, John began to lead a group of program directors with a combined portfolio of 60-80 global companies. In his current role, John oversees MIT Corporate Relations which houses ILP and MIT Startup Exchange.

Sofia Ikauniks

Program Director
MIT Corporate Relations Industrial Liaison Program

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Sofia Ikauniks joined the Office of Corporate Relations (OCR) as a Program Director in September 2019.

Sofia comes to Corporate Relations with more than fifteen years of experience working for international companies in account management and business development roles. She has served as a bridge between complex organizations and institutional investors, and has in-depth knowledge about European and Asian corporations across a broad range of industries. Ikauniks has hosted numerous foreign senior management teams during investor roadshows in the United States and abroad to create and nurture high-level, strategic relationships between capital allocators, C-level executives, and industry research teams. Most recently at UBS, Ikauniks was Executive Director, International Equity Sales where her clients included the top asset management companies in Boston. Before that, Sofia was VP, European Equity Sales at leading European investment banks. Sofia has traveled extensively in both professional and personal capacities, and brings broad multi-cultural expertise to her role at OCR.

Sofia earned her B.S. at New York University majoring in Speech Communication and minoring in Chemistry. She earned her M.B.A. at the Stern School of Business (NYU) majoring in Finance and Social Innovation & Impact. Sofia has many interests including sailing and marine diesel engines, serves on the board of various non-profits, and is an active member of 100 Women in Finance.

MIT Startup Exchange actively promotes collaboration and partnerships between MIT-connected startups and industry. Qualified startups are those founded and/or led by MIT faculty, staff, or alumni, or are based on MIT-licensed technology. Industry participants are principally members of MIT's Industrial Liaison Program (ILP).

MIT Startup Exchange maintains a propriety database of over 1,700 MIT-connected startups with roots across MIT departments, labs and centers; it hosts a robust schedule of startup workshops and showcases, and facilitates networking and introductions between startups and corporate executives.

STEX25 is a startup accelerator within MIT Startup Exchange, featuring 25 "industry ready" startups that have proven to be exceptional with early use cases, clients, demos, or partnerships, and are poised for significant growth. STEX25 startups receive promotion, travel, and advisory support, and are prioritized for meetings with ILP's 230 member companies.

MIT Startup Exchange and ILP are integrated programs of MIT Corporate Relations.

12:20pm   Startup Lightning Talks
Karan Kashyap
Cofounder, Posh

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Posh

Karan Kashyap is cofounder and CEO at Posh, a Boston-based conversational AI startup focused on powering contextually aware bots for enterprises. Kashyap graduated from MIT with both a Bachelor's and Master's degree in computer science, where his research focused on AI and natural language processing.

John Wass
CEO, Profit Isle

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John Wass is CEO of Profit Isle. He is the former Senior Vice President of Staples and CEO of WaveMark, an RFID company recently acquired by Cardinal Health. Wass was also a key senior executive during Staples growth from three stores to over 1,000 nationwide. He is a graduate of Princeton and MIT.

Paul Nemirovsky
Co-founder & CEO, dMetrics

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Paul is the cofounder and CEO of dMetrics, a company that places AI in the hands of every business user. Paul leads dMetrics' strategic development and oversees the company's commercial efforts. Supported by a team of award-winning natural language processing (NLP) experts, dMetrics serves some of the world's largest pharmaceutical, banking, and insurance firms. Prior to dMetrics, Paul has launched and led many projects in the field of Human Computer Interaction, in startups, at MIT, and in partnership with Fortune 500 companies. He is the author of 15 academic publications, 3 book chapters, as well as numerous musical compositions and interactive exhibits. His work has been exhibited at Centre Pompidou, Decordova Museum, and other venues. Paul received his doctorate from MIT, where he focused on machine learning and information retrieval with applications to audio, video, and text.

Arjun Mendhi
CEO, MTonomy

Startup Lightning Talks (cont'd)
Abhi Yadav
Founder & CEO, Zylo Tech

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Abhi Yadav, Co-Founder and CEO of Zylotech is a passionate AI technologist who loves to solve problems and build products that sit at the intersection of data, decision-making, and marketing. He has worked with numerous enterprise brands across the retail, technology and financial industries over the last decade to solve their Customer 360 view & customer-tech category problems while building innovative products and teams. He is an engineer with an MBA from MIT Sloan School of Management. A frequent speaker and writer on AI/ML, Customer Tech and Agile Marketing, follow him on LinkedIn or Twitter at @abhishekyd.

Zylotech is a Self Learning Customer Intelligence company, venture-backed enterprise software firm, also one of the Top 5 key vendors of the Customer Data Platform category, featured with numerous analyst firms including Gartner and Forrester including Forrester wave of CDP 2019.

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YJ Min
CEO & Co-founder, Konolabs (kono.ai)

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YJ started her career as a programmer, the 7th employee of Daum(Currently Kakao), the IPOed Internet search company. She led several mega hit web and mobile services at Daum and after getting her MBA from MIT, she mainly worked as an executive role leading corporate strategy, strategic partnerships, and internal venture company acceleration. she came out of working for Daum on the Sep 30, 2014 in order to start Konolabs. YJ formed a team with mainly data scientists, full stack engineers and product builders and closely working with labs of KAIST and Korea University. Konolabs was selected from Silicon Valley based accelerators such as 500Startups and Techstars, and commercialized AI driven scheduling bot service, Kono.ai.

Yeonjoo Lee
Marketing Manager, Moin

1:10pm	Lunch with Startup Exhibit
2:00pm	1:1 Meetings & Adjournment