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**2018 MYSC  
ANNUAL REPORT  
8th MERRY YEAR**

**INNOVATORS  
FOR INNOVATORS**



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## Opening Words

Seagulls, as you know, never falter, never stall. To stall in the air is for them disgrace and it is dishonor. But Jonathan Livingston Seagull, unashamed, stretching his wings again in that trembling hard curve – slowing, slowing, and stalling once more – was no ordinary bird. Most gulls don't bother to learn more than the simplest facts of flight – how to get from shore to food and back again. For



## 2018 Remembrance and Resolution

What do our jobs mean to us, as place where adults and members of society spend most of our days? Larry Fink, chairman of BlackRock, the world's largest asset management company, received keen attention at the beginning of 2019 when he sent out his annual letter to shareholders and investment firms under the title "Purpose & Profit."

<Jonathan Livingston Seagull> is a story about a group of ordinary seagulls and a different seagull, Jonathan Livingston. One could live a comfortable life by snatching the periodic flying bread crumbs and fish heads being thrown away at the fish market staying by the pier, but Jonathan Livingston did not halt his dangerous challenges.

He refined his skills on things that did not exactly help him with eating and surviving, such as diving, flip-flops, flying low, spinning upside down, pinwheel circling, and so on. Jonathan Livingston understood that seagulls have wings not simply to find food to survive but to fly freely, fly the highest and see the farthest.

For the members of MYSC, also known as intrapreneurs, 2018 was a challenge like that of Jonathan Livingston's. The members of MYSC needed to become innovators in order to properly help innovators and innovative organizations struggling in various fields. This meant continuously taking on obscure and uncertain challenges, at times even gathering the courage to make innovative attempts that may not succeed.

I would like to introduce to you the story of 2018, MYSC's 8th Merry Year, titled "Innovators for Innovators". In the midst of it all, you will be able to discover which various "flight skills" of social innovation our MYSC intrapreneurs have refined. We have described this has the dynamic image and rhythm of "jazz."

In addition, we reaffirm MYSC's support for the 10 principles of the UN Global Compact. The 8th Merry Year also includes reports on how MYSC's business strategy, culture, and daily operations are being integrated and improved with the Global Compact.

In particular, MYSC has publicly announced that it has joined the innovative journey for the sustainability of humanity by participating in the "CEO Statement of Support for the Sustainable Development Goals", the environmental contribution initiative "1% for the Planet" and "RE100" for the promotion of renewable energy. Furthermore, as impact investors, we are actively seeking and fostering social ventures that have clear goals to achieve Sustainable Development Goals. To that end, we will create and implement impact funds for Sustainable Development Goals in the future. Thank you.

Yours truly,  
Jeongtae Kim

# 8th Merry Year Impact Summary

## Financial Performance

MYSC was able to attempt more significant social innovations and create a stable business environment through remarkable financial growth.

- Sales in 2018 increased by 103.6% compared to the previous year.
- Business profits in 2018 increased 267.1% compared to the previous year.
- Ability to design customer-orientated, integrated value propositions were strengthened through the establishment of subsidiaries in a variety of specialized fields.
  - Extra-mile Communications (digital marketing/preliminary social enterprise), Favor Design (interior design), MYSF (F&B social franchise).

## Social Performance

Focusing on SDGs (Sustainable Development Goals), MYSC was able to impact the following social issues.

- Goal 8
  - Empowering young changemakers
- Goal 9
  - Corporate social innovation
  - Open innovation
- Goal 10
  - Poverty Resolution
  - Empowering vulnerable groups to resolve polarization
  - Creating jobs for people with disabilities
- Goal 17
  - Strengthening partnerships (collective impact)



## Ecological Responsibility

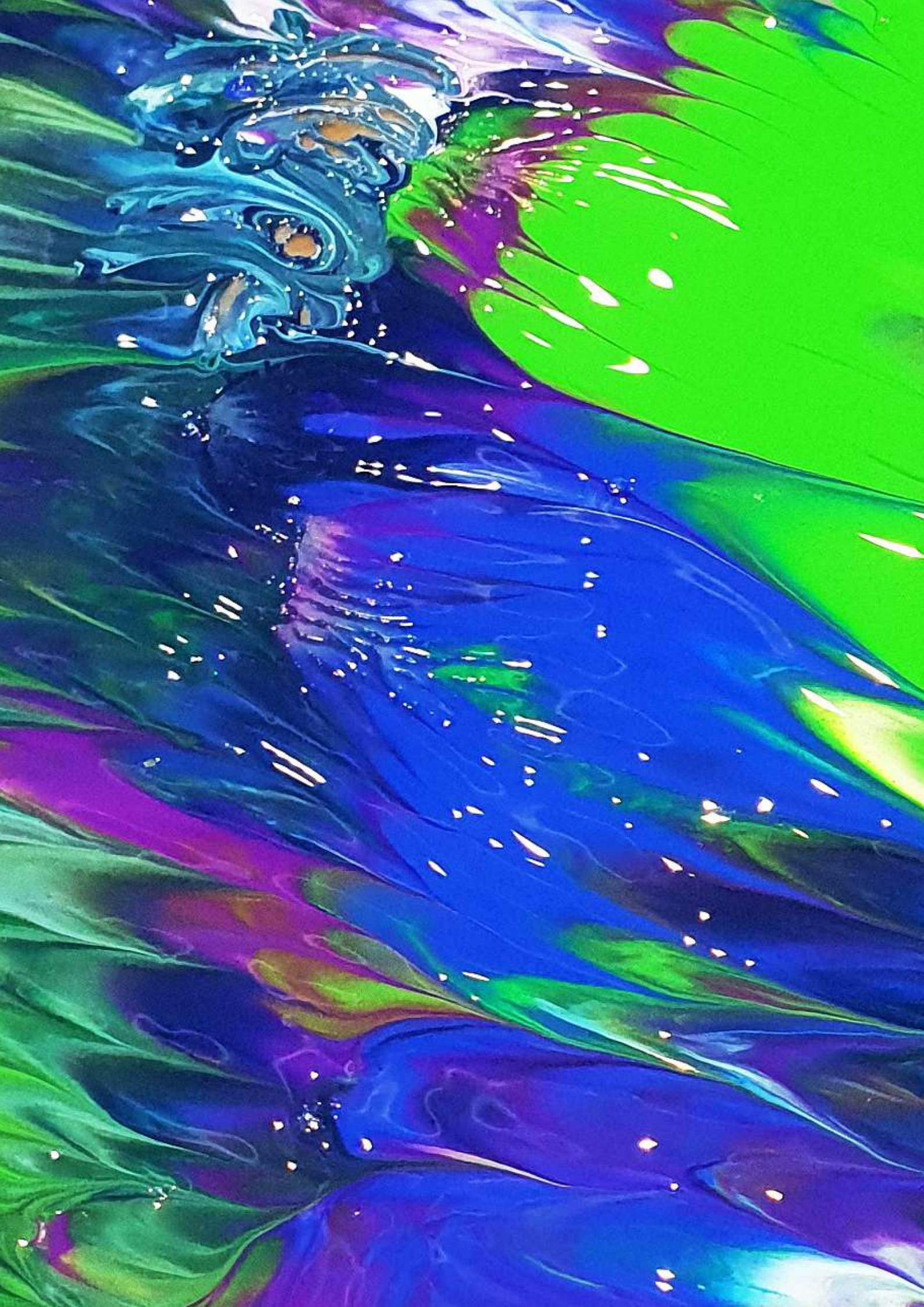
Striving to become a responsible leader for all to grow into an even healthier social innovative eco-system together, MYSC participated in the following programs in 2018.

- Participation in the establishment of the corporation B Lab Korea
  - Supported the establishment of a non-profit corporation that will lead the initiative of expanding the B Corp culture movement in South Korea.
  - To promote sustainable management in the private-sector so not only B Corp certified business, but also people who want to create social and environmental values through business can participate.
- Participation in "1% for the Planet" and launching "1% Alliance"
  - Joined the "1% for the Planet" initiative, where members donate 1% of their annual revenue to non-profit environments organizations to contribute to the environment.
  - Launched 1% Alliance with domestic partners moving in a similar direction and want to share incentives (Patagonia Korea, D'LIGHT Law Group, Root Energy, etc.).

## Global Alliance

MYSC has formed a global alliance with partners from various countries and has provided a positive influence to the global trend of social innovation. We also encouraged as many members as possible to participate in overseas business trips in order to provide opportunities to contribute to the global alliance through fostering and developing international senses.

- Vietnam (KOICA Social Enterprise Acceleration and Impact Investment) / Anna Kang, Jungho Park, Jeongtae Kim, Jihyun Hong, Junghwan Bae
- Singapore (AVPN Conference) / Jeongtae Kim, Jungho Park, Yeji Lee, Anna Kang
- Philippines (Asian B Corp Leadership) / Jeongtae Kim
- Chile (Global B Corp Partner Assembly) / Jeongtae Kim, Jungho Park
- Italy (GSVC Finals) / Sunmi Kim
- United States of America (SOCAP18 Conference) / Jain Yoo, Jiyeon Jeong, Saeun Kim
- Japan (Hana POWER ON CHALLENGE: Frontier Overseas Study) / Yeji Lee, Eunjin Lee, Miso Na, Hyewon Kim, Yonghwa Park
- Japan (Design Overseas Insight Trip) / Jihyun Kim, Deokyu Kim, Miso Na, Yonghwa Park
- Nepal (Design Thinking Research with Hana Financial Group) / Anna Kang, Wonhee Kim, Jihyun Kim, Deokyu Kim, Hongil Kim, Miso Na





### 1) MYSC Value Proposition

MYSC is an innovative company that helps innovation.

The “merry year” in MYSC (Merry Year Social Company) stands for a world where social polarization no longer exists and all people can live decent lives. MYSC is putting into action the spirit of ‘merry year’.

MYSC, as a partner to all organizations that want to contribute to social change through innovation, is creating social innovation through business. As social issues become another source of innovation, we help enterprises fulfill business innovations based on social issues. We also spread the leading indicators of social impact by accelerating and investing in social ventures that seek to solve social problems.

MYSC believes that, as an intrapreneur organization, the growth and maturity of our members becomes the growth and maturity of the organization as well. Based on the ability of members to innovate and develop concepts, we are helping to advance and sustain the innovation of the innovator.

## 2) MYSC's Three Innovative Strategies

Here are the three innovative strategies used to achieve the aforementioned MYSC value proposition.

### **Tri-sector Collaboration Innovation**

In order to solve the root of social problems, cooperation is needed between the public, corporate, and social sectors, rather than having separate approaches. MYSC plans and operates various cross-sector projects through consulting, incubating, training, and investing, while understanding the inherent language and value of each sector.

### **Human-centered Approach Innovation**

In order to develop sustainable solutions to social problems, there is a need for human-centered approaches that put the person directly concerned and stakeholders at the center, instead of skill or program-based solutions. MYSC provides consulting services to help clients redefine problems and develop human-centered solutions based on human-centered approaches, such as design thinking.

### **Shared-value Creation Innovation**

In order for social problems to become the basis for new opportunities in the future society, shared values need to be operated between the for-profit and nonprofit entities involved in social problems. MYSC provides consulting and investing in large corporations and social ventures pursuing both financial value and social impact



### 3) MYSC Intrapreneur Introductions





**Jeongtae Kim, CEO**

80% of cultivating intrapreneurs is about happily embarking on the path of adventure without losing your faith. The remaining 20% is to embark on that journey with amazing colleagues. MYSC is a time and place that allows me to go on this thrilling adventure with outstanding partners day after day.



**Yeji Lee, Principal Consultant (Social Innovation Lab 2)**

Just as people depend on the firm axis of a compass to find the way, I want to maintain balance while continuously seeking for the righteous way. I will strive to be an intrapreneur who shares that direction with those around me as I work in the midst of an organization that grows and changes with each year.



**Saeun Kim, Consultant (Sustainability Solution Lab 1)**

Each day, I learn and grow with every step. I will make an effort for each small accomplishment I make in my position to permeate into our society and bring about virtuous growth. I will work towards converting each moment of my concerns and efforts into meaningful actions for others.



**Jain Yoo, CFO (Business Planning Team)**

I would like to be an ascendable hill rather than a high soaring mountain. In that way, I will support small attempts that work towards creating a society where all can live happily together.



**Jiyeon Jeong, Managing Consultant (Social Innovation Lab 1)**

“Each problem we have has the ability to be solved. There just needs to be one person who devotes their life to solve that problem.” I work to discover opportunities out of problems and restore values that have disappeared from the world.



**Miso Na, Designer / Senior Researcher (Design Solution Lab 2)**

I will create a beautiful world through design, not for my own life, but for the lives of others. I hope to be used as a designer that helps people to their feet and communicate love to others through design.



**Jihyun Kim, Creative Director (Design Solution Lab 1)**

When one finds their own self, their proper place, that is when they shine. I want to be a person who helps others find their true colors and shine in their daily lives. I will become a companion to help find your lost self, emotion, and place.



**Eunjin Lee, Senior Researcher (Social Innovation Lab 3)**

I learn and continue to learn how to resolve various complicated social issues by meeting various stakeholders. I want to be able to manage the tasks assigned to me while treating people and work with sincerity.



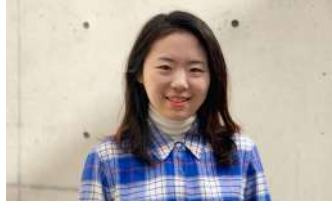
**Jungo Park, CSO (Sustainability Solution Lab 1)**

Like a cup of coffee that has been served with sincerity, I want to present small solutions that create change in society. I look forward to these solutions becoming movements and points of change in society. Therefore, in the future, I dream that this world will be a place just as good, if not better, for my two daughters to live in.



**Hyewon Kim, Manager  
(Business Planning Team  
/ Content Planning Team)**

I want to do valuable work. I want to do work that is valuable to many people. As I eagerly await the day that these values change the world, I want to extend my small, but helping, hands.



**Hoiyoung Lee,  
Senior Researcher  
(Design Solution Lab1)**

I believe that making the obvious not so obvious, and a heart that doesn't settle for familiarity can incite change. I will accompany efforts to create innovation by questioning, testing, and taking on challenges.



**Wonhee Kim, Researcher  
(Social Innovation Lab 1)**

I try to be a person who thinks more about the "why" rather than the "how." I try to be a person who draws meaning from life. This being the main principle of my life, I will actively move with each moment.



**Sunmi Kim, Senior Researcher  
(Social Innovation Lab 2)**

Having faith in people and society, and pursuing the value of togetherness, I want to create change with others. I will be a sincere person to whomever, whenever.



**Deokyu Kim,  
Branding Strategy Team Leader  
/ Senior Consultant  
(Design Solution Lab 2)**

There are many restaurants in Japan that have been loved by the public for over 100 years. I believe that is a gift only brands that have found their identity can have without instilling the idea of having to look good just for the time being. I want to create a loving and beloved brand that is sustainable for over 100 years.



**Hongil Kim, Service Designer  
/ Senior Researcher  
(Social Innovation Lab 2)**

I strive to create appropriate designs for people by having a deep identification and understanding of them. By accumulating those designs, I desire to create a better culture and a better world.



**Anna Kang, Consultant  
(Sustainability Solution Lab 2)**

I eagerly await for sustainable changes, through social innovation and impact business, to occur in the lives of everyone I meet and work with. I hope to live a life that satisfies the needs of others and society by cultivating my resources and strengths. While being thankful for each day that is given to me, I will explore, entertain, and encourage all the more every day.



**Jungsun Lee, Manager  
(Business Planning Team)**

I have met warm-hearted people at a warm place where their objective is people over money. I will be a reliable supported encouraging all of MYSC's valuable work to create an even warmer world for us and our children to live in.



**Yonghwa Park, Designer  
(Design Solution Lab 2)**

Proper insight is needed when solving a problem. Without doing so, the output of a product, time, or space cannot solve the problem. I want to create human-centered design by having the proper insight of a problem.



**Jihyun Hong, Researcher  
(Sustainability Solution Lab 2)**

Nevertheless, I do what I can at this moment here to make tomorrow a little better world than today.



**Hyeonjung Jung,  
Senior Researcher  
(Social Innovation Lab 2)**

As a supporter of changemakers who are solving social issues through business, I will take part in the innovation journey. "Don't open an umbrella today for rain that will fall tomorrow."



**Inhyo Ko, Researcher  
(Social Innovation Lab 3)**

There are people who discover the numerous issues and needs that exist in the world and think and actually create ways to solve them. I will help and support them do that "work" more excitedly and "well."



**Jungeun Kim, Staff  
(Business Planning Team)**

I want to help more social values to be fulfilled and more social issues to be resolved. Walking along with others who have take the correct, yet rough path, I will become a lamp that shines brightly along the way to prevent others from tripping over rocks along the way.



**Hyojin Park, Researcher  
(Sustainability Solution Lab 1)**

I believe sustainability is to look far and wide, but to also act now. I would like to act now for the sustainability of myself and others.



**Junghwan Bae, Researcher  
(Sustainability Solution Lab 2)**

I become one who ceaselessly thinks about what is an important value, and to fulfill that value through my actions. I believe that when proper vision and actions come together, the world can change.



**Yunji Ha, Senior Researcher  
(Social Innovation Lab 1)**

Dreaming of a world where people, nature, and various members of society can like harmoniously, I continue on the journey of social innovation. I encourage all individuals and organizations that raise their voices and take action to resolve social issues.



**Jaewoo Jeong,  
Senior Consultant  
(Social Innovation Lab 2)**

"It is not us that do great work, but doing small works with great love, a small but steady push to the end, that is the path of the greatest life." – Nohae Park Working along wonderful people to create a better world, I will start with the small works I can do with small but steady pushes to the end.



**Seungwon Oh,  
Senior Consultant  
(Social Innovation Lab 3)**

I want to give a small contribution to creating a happier, better world. Although it will not be an easy journey, I will continue to steadily walk on, step by step, with vigor.







## MYSC Innovation Groups

Using “innovation” as a way of business, MYSC is comprised of groups such as the Social Innovation Group, Design Innovation Group, Sustainability Innovation Group, and Business & Investment Innovation Group. Each group has the status of company-in-company, and they operate under the principles of responsibility and autonomy.

MYSC innovation groups fulfill social innovation. To create social impact, these groups handle consulting, accelerating, design, investment, and other various fields with corporations, government, civil society, and all sectors within the country, as well as crossing borders to work globally.

Within the MYSC innovation groups are subdivisions of labs that experiment the various hypotheses of social innovation, and teams that help execute specific tasks or help test those hypotheses for social innovation.

## 1) MYSC Innovation Groups



### Social Innovation Group

As the companion to the innovation journey, the Social Innovation Lab joins the client at the front lines of innovation. For clients taking their first steps towards social innovation, they will work together with the Social Innovation Lab to create and experiment various innovation hypotheses they have never attempted to before, as well as internalize learning and growth from the Innovation Journey.

#### Social Innovation Lab 1

#openinnovation #collectiveimpact  
#corporatesocialinnovation

#### Social Innovation Lab 2

#socialventure #accelerating  
#socialcontributionprojects

#### Social Innovation Lab 3

#socialvalue #jobcreation #regionregeneration #CSV

### Design Innovation Group

As the developer for the innovation experience, the Design Solution Group shows a specific experience to the vague innovation their clients face. The Design Solution Group creatively displays innovation through design and branding, strengthens communication with stakeholders, and helps clients reproduce innovation.

#### Design Solution Lab 1

#servicedesign #socialdesign #designresearch

#### Design Solution Lab 2

#visualdesign #branding #UX

## 1) MYSC Innovation Groups



### Business & Investment Innovation Group

As the investor of Innovation Capital, the Business & Investment Innovation Group invests innovation capital, which includes financial capital, human capital, and social capital, needed to carry on the innovation of clients and MYSC's company-in-company.

#### Business Planning Team

The Business Planning Team funds the project plans and the business objective establishment in order that the experiments and verification of each lab at MYSC can be concretely put into action. They are also responsible for financial accounting and performance management.

#financialaccounting #performancemanagement #HR

#### Impact Investment Team

The Impact Investment Team is responsible for the whole process of impact investment, including deal sourcing, due-diligence, evaluation, and post-management. They are also responsible for managing invested companies, as well as the creation (GP & LP) and operation of large-scale impact funds.

#IR #dealsourcing #fundoperations

#### Content Planning Team

The Content Planning Team plans and publishes various content to help make social innovation become a more universal language. They are responsible for the supply and development of social innovation fields, such as design thinking and social corporations, and they are working on the dispersion of the social innovation language through various plans like magazine publication.

#socialinnovationlanguage #publication  
#socialinnovationcontent



### Sustainability Innovation Group

As the facilitator to the innovation culture, the Sustainability Innovation Group constructs and strengthens their client's sustainable business foundation. They help lead a longer term and positive change to the clients through an organization culture that strengthens sustainability and social impact measurement.

#### Sustainability Solution Lab 1

#sustainable business #BCorp  
#impactmeasurement #CSR

#### Sustainability Solution Lab 2

#developmentcollaborationsocialventure  
#SDGs #globalsocialinnovation

## 2) MYSC In-house Committees

In order for MYSC to become a healthier and sustainable organization that provides value through social environments, there are various active in-house committees that members have voluntarily proposed initiatives and lead action plans with the organization.



### Happiness Promotion Committee (alias “Haengchuwui”)

As MYSC’s oldest committee, this group cultivates an organizational culture to create a happier workplace for all members. They celebrate the birthdays of members and holidays, prepare MTs (Membership Training) to promote teamwork, operate a “happiness box” to work out the difficulties members may have, plan group improvement workshops to discuss ways to create a healthier organization, as well as other several activities.



### Respect for Gender Committee (alias “Jongenwui”)

As a committee to promote gender rights, the role of this group is to discover and improve the areas of discrimination the organization and members miss, and to create an institutional-cultural foundation where people respect and are considerate of each other’s differences regardless of gender. Activities such as making a diagnosis of the group’s current situation through a cooperation of related agencies and events within the company to practice respect and consideration are being operated.

## 2) MYSC In-house Committees



### **Social Environment Committee (Social Contribution Task Force + Environment Task Force)**

Based off of the voluntary motive to not only propose social values to clients, but to also implement them firsthand, the Social Contribution TF is primarily responsible for performing voluntary work and giving donations to welfare centers, non-profit organizations, and other social corporations to help those left in the welfare "blind spot." On the other hand, the Environment TF, which began with each member's sense of responsibility to participate in the issue of the global environmental crisis, began by joining "1% for the Planet," where 1% of the company's sales are donated to an organization related to helping the environment. The members of this committee are planning larger-scale impact by taking the lead on environment protection campaigns, and organizing consultative groups with partners working in a similar direction.

### **Ethical Management Subcommittee**

As the most recently formed committee, they have begun the work of giving shape to MYSC's tacit code of ethics into principles that anyone can distinctly agree to. In particular, this committee has led a workshop where all members of the company participated. They used the methodology of design thinking to define issues user-centered approach to raise the awareness of the members.

# Impact Quantification Index

88

Accelerated Social Ventures

25

Public Institution Clients

7

Invested Social Ventures

25

Private Institution Clients

1,607

Participants in Directly-organized  
Social Innovation Education and  
Design Thinking

49

Newly Created Jobs through  
Direct Contribution

162

Participants in Directly-Organized  
Conferences and Forums

171

Social Innovation Content Publication  
(Book and Blog Publications)

13

Intrapreneur Accelerating  
Program Graduates  
(Prospective Intrapreneur  
School 1~2 Class, Prospective  
Leader School 1 Class)

## Awards-Certifications and Socially Responsible Activities

### Best for the World 2018

– Selected Honoree in the  
“Best for Workers” Category

MYSC has been chosen for two years in a row since 2017 to be the best B Corp in the world in the “Workers” category, which is evaluated by B Lab. This is a symbol of encouragement given to B Corps who provide a sound organizational culture, fair hiring · promotion policy, pro-active support towards building members’ capabilities, and much more. MYSC continues to ceaselessly reflect on the social responsibility we have on our members so they can continue to grow in a better environment.





## Awards·Certifications and Socially Responsible Activities

### Registration as an Accelerator (Startup Management Agency) by the Ministry of SMES and Startups

MYSC's registration as a professional social venture accelerator was officially finalized in December of 2018 by the Ministry of SMES and Startups. Through the accelerator qualification, MYSC has secured opportunities to participate in various accelerator management programs of public institutions. In particular, MYSC has acquired the qualification to create and operate the impact funds of the fund of funds through formation of private investment.

등록번호 : 제2018-78호



### 엑셀러레이터 등록증

1. 회사명 : 주식회사 엠와이소셜컴퍼니
2. 대표자 성명 : 김 정 태
3. 소재지 : 서울특별시 성동구 독성로1나길 5, 지402  
(성수동1가, 헤이그라운드)

「중소기업창업 지원법」 제19조의2제1항  
및 같은 법 시행규칙 제9조의2제5항에 따라  
위와 같이 등록하였음을 증명합니다.

2018년 12월 19일

중소벤처기업부장관



## Participation in the UNGC Commitment

10 Principles of the UNGC	Communication on Progress (COP)
<b>Human Rights</b>	<p>Principle 1 : Business should support and respect the protection of internationally proclaimed human rights</p> <p>MYSC operates an employee benefits system to respect human rights, which includes meal expenses for overtime work during the week, meal expenses for working on holidays, self-authorized vacation days, alternative holidays, expenditure for the congratulations and condolences of employees, support for transportation expenses, family allowance, etc. We also operate a sperate grievance committee, composed of key executives and members, that provides a system to officially handle business-related issues that occur.</p>
	<p>Principle 2 : Make sure that they are not complicit in human rights abuses</p> <p>In MYSC's code of ethics, which internally prevents the infringement of human rights, all considerations regarding human rights are included and intended to be applied to all business activities. The company will verify the areas to be managed and will continue to improve them based on ISO 37001, UNGC risk assessment guideline, international standards, and other means.</p>
<b>Labour</b>	<p>Principle 3 : Business should uphold the freedom of association and the effective recognition of the right to collective bargaining</p> <p>MYSC actively supports the activities of the Labour Management Committee (applicable to the Pursuit of Happiness Committee), and regular meetings are held to collect the opinions of the Labour Management Committee (support for committee activities, regular evaluation meetings between key executives and Labour Management Committee, etc).</p>
	<p>Principle 4 : The elimination of all forms of forced and compulsory labour</p> <p>MYSC is unending in including the forced labour prohibition article (Act 64) in our employment regulations. MYSC also guarantees the work efficiency and the work-life balance of company members by adopting flexible and remote working, and reduced working hours in months of extreme heat (two months) and cold (two months) for a total of four months.</p>
	<p>Principle 5 : The effective abolition of child labour</p> <p>MYSC includes the prohibition of child labour article (Act 64) in our employment regulations, and exhaustively eliminates child labour from all company work and direct and indirect businesses.</p>
	<p>Principle 6 : The elimination of discrimination in respect of employment and occupation</p> <p>An article regarding respect of diversity (Act 5) is included in MYSC's employment regulations. When it comes to recruitment and hiring staff, no difference is made due to gender, age, race, skin tone, religion, social status, native region, alma mater, political affiliation, marital status, pregnancy, sexual orientation, disability, and medical history.</p> <p>The Respect for Gender Committee was formed within MYSC, and they work to try to eliminate any sexist elements from communication between company members, company culture, and other areas. The ease of work for members with children is also guaranteed through parental leave and flexible work hours.</p>
<b>Environment</b>	<p>Principle 7 : Businesses should approach a precautionary approach to environmental challenges</p> <p>Through the voluntary formation of the Social Environment Committee within MYSC, an effort is to continue social contribution activities that support vulnerable classes and effectively protect the environment.</p>
	<p>Principle 8 : Undertake initiatives that promote greater environmental responsibility</p> <p>MYSC created an environmental management policy in 2018 to decrease unnecessary environmental burden through company activities (workspace energy reduction, resource reduction, purchase of environmentally friendly items, etc.), and to increase the environmental sensitivity of company members. Beginning January 1, 2019, MYSC has joined "1% for the Planet," and will donate at least 1% of company sales to an environmental organization.</p>
	<p>Principle 9 : Encourage the development and diffusion of environmentally friendly technologies</p> <p>MYSC has included an article related to environmental business policy to increase investments towards social ventures that provide solutions for environmental protection like climate change, energy reduction, and reduction of hazardous waste in the environment.</p>
<b>Anti-Corruption</b>	<p>Principle 10 : Business should work against corruption in all its forms including extortion and bribery</p> <p>MYSC restricts the usage of entertainment expenses outside of company business purposes through the Code of Ethics and expense user guides. Even if expenses are used for business purposes, and what is spent for business purposes are only allowed within a fixed range. Also, the expense range for the special events of company clients and sponsors are strictly regulated to prevent corruption. The financial status of the company is also transparently disclosed to all members of the company each year, and an external audit of accounts are done each year to completely block off any corruption of the company's finances.</p>

## Awards-Certifications and Socially Responsible Activities

### Social Contribution Activities through the Social Contribution TF

MYSC has been pushing forward social contribution and environmental activities since the formation of the Social Environment Committee in 2018. The Social Contribution TF, which is taking the initiative towards activities especially for vulnerable classes, visited Seong-Su Social Welfare Center, Seongdong Social Welfare Center, and Seongdong Welfare Center for the Disabled to provide voluntary services (bazaar events and cooking classes), and donate and delivery commodities.



# Awards-Certifications and Socially Responsible Activities

## 1% for the Planet Membership

Under the mission of “we bring dollars and doers together to accelerate smart environmental giving,” 1% for the Planet is an environmental initiative that recruits businesses who want to donate at least 1% of their year’s sales to grassroots environmental organizations, and connects the organizations to them. As a registered member of 1% for the Planet, MYSC will donate 1% of their sales from 1 year to environmental organizations and environment-related initiatives beginning 2019.







# 8th Merry Year Impact Story

We introduce to you a portion of the projects  
MYSC has done in 2018.

## **Consulting**

- Social Value Creation Modeling
- Service Design
- Branding
- Open Innovation
- B Corp Certification Consultation
- Collective Impact

## **Accelerating**

- Social Venture Discovery
- Social Venture Accelerating
- Social Venture Sustainability Enhancement

## **Impact Investment**

- Social Venture Investment

## **Content Planning & Distribution**

- Social Innovation Insight
- Social Innovation Content and Methodology Presentation

## Consulting : Social Value Creation Modeling

### SK Telink Social Value Business Model Innovation Proposal

**Project Introduction** : SK Telink's vision and brand was set from a social value perspective and their business model was redesigned so that a basic foundation could be provided for the company to be established as an innovative company that is sustainable and beneficial to the world.

**Client Company · Partner Company** : SK Telink, Korea Productivity Center

**Project Period** : 2018.10 ~ 2018.12

**Project Members** : Jungho Park, Saeun Kim, Hyojin Park, Jeongtae Kim





## Public Sector Social Value Creation Forum

**Project Introduction** : An open forum was held for three days to acquire basic concepts for social value creation in the public sector, and to explore alternatives of the future by sharing practical cases and methodologies.

**Client Company · Partner Company** : Center for Social Entrepreneurship Studies

**Project Period** : 2018.06 ~ 2018.12

**Project Members** : Junggho Park, Saeun Kim, Jihyun Hong



## Consulting : Social Value Creation Modeling

### Social Innovation Program for University Students, “H-Social Creator (4th Term)”

**Project Introduction :** A program was operated where university students became the principle agent in suggesting creative ideas by discovering social issues firsthand through design thinking. In keeping with the proposed direction of Hyundai Motors, they took the subject of “eco-friendly / growth generation / culture and arts / transportation safety,” and they newly defined social issues and formed fresh ideas.

**Client Company · Partner Company :** Hyundai Motors

**Project Period :** 2018.05 ~ 2018.12

**Project Members :** Sunmi Kim, Hongil Kim



## SDGs X Design Thinking Convergence Education in Preparation for Unification from the Korean Peninsula and International Perspective

**Project Introduction :** Through SDGs and design thinking, issues regarding future unification from the Korean peninsula and international perspective were discovered, and a storybook containing preparation ideas for the future unification was made.

**Client Company · Partner Company :** UniKorea Foundation

**Project Period :** 2018.05 ~ 2018.09

**Project Members :** Hoeyoung Lee, Wonhee Kim



## Consulting : Service Design

### Design Thinking Enhancement 3C Innovation Program

**Program Introduction :** This is a customized innovation program that supports the design thinking empowerment of small and mid-sized manufacturing companies and design specialists to develop and implement sustainable growth models. With design thinking as the foundation, they pursued the 3Cs of Collaborative Project, Creative Business, and Collective Impact.

**Client Company · Partner Company :** Ministry of Trade, Industry and Energy / Korea Institute of Design Promotion

**Project Period :** 2018.07 ~ 2018.11

**Project Members :** Jihyun Kim, Eunjin Lee, Yonghwa Park



## Samcheok Energy Shared Value Creation Service Design

**Project Introduction :** Research was done using the service design methodology to create an “energy innovation village” where residents of Gangwon Province could produce and utilize renewable energy and return the shared value of the village.

**Client Company · Partner Company :** Ministry of Trade, Industry and Energy / Korea Institute of Design Promotion

**Project Period :** 2018.12 ~ 2019.02

**Project Members :** Jihyun Kim, Hoeyoung Lee, Inhyo Ko



## Consulting : Service Design

### SK Telecom Flagship Store Design Research

**Project Introduction :** Service design was done to create a flagship store that embodied the SK Telecom brand identity. Using the design thinking process, vast data collected through consumer observation, in-depth focus group interviews, domestic and international flagship store case studies, global trends surveys, and competitor surveys was analyzed with various stakeholders to propose a solution in the most suitable form.

**Client Company · Partner Company :** SK Telecom, SM C&C, BrandArchitects

**Project Members :** Jihyun Kim, Jeongtae Kim, Deokyu Kim, Hongil Kim



## Our Neighborhood's Heart Living Lab Project

**Project Introduction** : Neighborhood-based social service “Our Neighborhood’s Heart” uses a model where neighbors can give and take help from one another based on time through a mobile device. This project was one that searched for a point of discussion and improved the service of the mobile app “Our Neighborhood’s Heart Living Lab,” which was a prototype created by the service owner, provider, professionals, and other stakeholders.

**Client Company · Partner Company** : Ministry of Health & Welfare, Seoul Media Institute of Technology

**Project Period** : 2018.09 ~ 2018.12

**Project Members** : Jihyun Kim, Hoeyoung Lee, Inhyo Ko



## Consulting : Service Design

### Juan Media Culture Festival Service Design (Citizens Policy Design Group)

**Project Introduction :** The "Media Culture Festival," which is the representative regional festival of Michuhol-gu, Incheon, was planned by the Citizens Policy Design Group (a group that works with citizens to solve issues through a consumer-centered methodology called service design) and local residents to reflect the needs and circumstances of the younger generation. The festival was redesigned through the unique concept of "Michuholic" and participant-centered programs.

**Client Company · Partner Company :** Michuhol-gu Incheon Metropolitan City District Office, Monster Record, Meader

**Project Period :** 2018.05 ~ 2018.11

**Project Members :** Jihyun Kim, Hongil Kim, Hoeyoung Lee





## Our House Energy Electricity Saving Bank Service Design (Citizens Policy Design Group)

**Project Introduction :** Through the Citizens Policy Design Group activity of “an energy saving bank business that can save energy through the use of IoT devices and apps,” led by the Gangwon-do District Office, this project was operated to improve the service. After a total of 10 service design workshops, Our House Energy Saving Bank UX improvement, a resident community vitalization plan, and marketing strategy was established.

**Client Company · Partner Company :** Gangwon-do District Office

**Project Period :** 2018.05 ~ 2018.11

**Project Members :** Jihyun Kim, Hoeyoung Lee, Inhyo Ko



Consulting : Branding

## Amsa-dong Café “Two Space Place” Branding & Interior Design

**Project Introduction :** “Two Space Place” is a private café in Amsa-dong, Gangdong-gu. Its identity, naming, and key visuals were created through design thinking, and its interior design was done as a identity and value-centered café.

**Client Company · Partner Company :** Two Space Café, Favor Design

**Project Period :** 2018.06 ~ 2018.09

**Project Members :** Deokyu Kim, Yonghwq Park



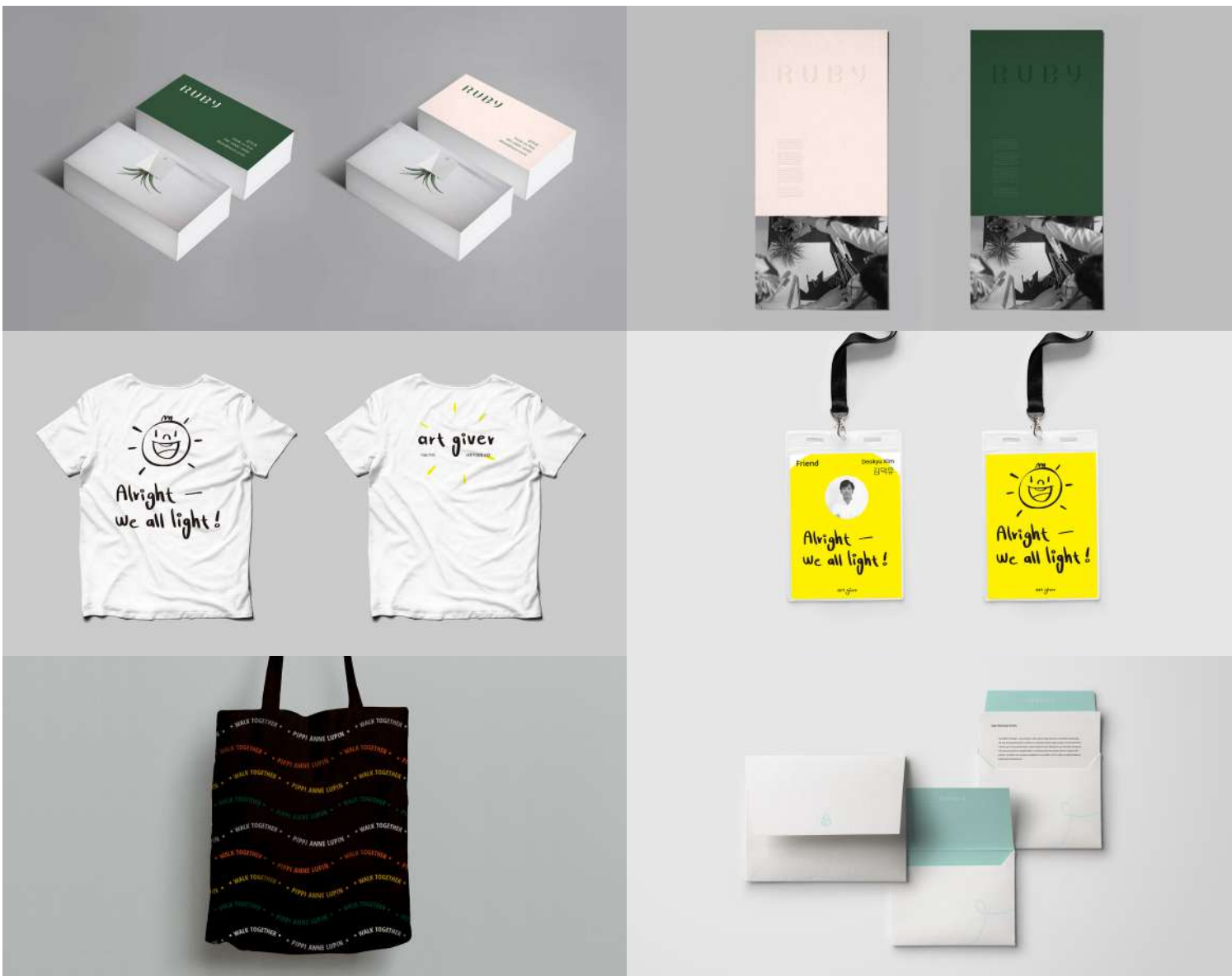
## Social Venture Branding

**Project Introduction :** MYSC supported the branding of social venture that wanted to fulfill social values. Social ventures that had a social mission, but had difficulty in establishing a clear direction for their business were interviewed. Then their identity was established and their BI, BX was established through branding workshops.

**Client Company · Partner Company :** Color Stick, Ruby, Farmskin, art giver, Pippi Anne Lupin

**Project Period :** 2018.01 ~ Present (2~3 months per project)

**Project Members :** Deokyu Kim, Miso Na, Yonghwa Park



Consulting : Branding

## Jeju Social Economy Social Venture Support Project “Nanggeneul” Branding

**Project Introduction :** The Jeju Social Economy Social Venture Support Project “Nanggeneul” is a program that contributes to the social economy of Jeju Island and supports the growth of Jeju-style social ventures that can create impact beyond the region, both domestically and internationally, through innovative solutions. MYSC visually expressed the philosophy and values of “Nanggeneul” after establishing them to help spread the social innovation of Jeju hence-forward.

**Client Company · Partner Company :** Jeju Free International City Development Center (JDC)

**Project Period :** 2018.11 ~ 2019.12

**Project Members :** Deokyu Kim, Miso Na, Yeji Lee, Sunmi Kim

# 낭그늘



## Startup Support Project “AIA Group Open Innovation”

**Project Introduction :** “AIA Group Open Innovation” was planned with the objective of accomplishing mutual growth between conglomerates and startups and creating shared values. Various projects were operated through a collaboration between the AIA Group and seven promising startups in the healthcare, InsurTech, and HR fields to created social values.

**Client Company · Partner Company :** AIA Group

**Project Period :** 2018.04 ~ 2018.11

**Project Members :** Jeongtae Kim, Hoeyoung Lee



## Consulting : B Corp Certification Consultation

### B Corp Certification Consultation for Businesses

**Project Introduction** : MYSC is currently providing consultation to conglomerates, small and medium-sized businesses, and social ventures to supplement their social environmental impact and improve their sustainability while assessing the current situation of businesses interested in getting their B Corp certification and becoming the best for the world.

**Client Company · Partner Company** : B Lab Korea, Companies desiring B Corp Certification (tella, OYORI ASIA, etc.)

**Project Period** : 2018.01 ~ Present (about 3~6 months per project)

**Project Members** : Jungho Park, Saeun Kim, Hyojin Park, Anna Kang



## Korea Health Industry Development Institute Collective Impact Consultative Body Management

**Project Introduction :** MYSC has created an innovation ecosystem of the health industry field through sustainable methods to contribute to solving the various social issues in the health industry field and discovering ideas for improving regulations by establishing a social venture-type collective impact consultative body.

**Client Company · Partner Company :** Ministry of Health and Welfare / Korea Health Industry Development Institute

**Project Period :** 2018.09 ~ 2018.11

**Project Members :** Jiyeon Jeong, Wonhee Kim



## Consulting : Social Venture Discovery

### Social Venture Forum “A!ventures”

**Project Introduction :** As a venture competition for young adults to resolve domestic and international issues through innovative business models, this program goes beyond the standard competition by providing professional mentoring for ventures to find their business’ objective and make their business one the world needs.

**Client Company · Partner Company :** FWIA, CCF, THE WELLS INVESTMENT, Dongkook Pharmaceutical, MERIDIAN DNI, MAGNA INVESTMENT, GYUNGDO CHEMICAL, SPARKLABS, MEDISENSOR INC, ACCESSBIO, G&M Foundation, CGNTV, KUKMINILBO, etc.

**Program Period :** 2018.05 ~ 2018.11

**Project Members :** Eunjin Lee, Wonhee Kim





## Jeju Social Economy Social Venture Support Project “Nanggeneul”

**Project Introduction :** Through an innovative solution for resolving social issues in the Jeju Region, this is an accelerating program that supports the growth of Jeju social ventures that create social economic jobs and creates domestic and global social impact.

**Client Company · Partner Company :** Jeju Free International City Development Center (JDC), JEJU SE HUB, Jeju Center for Creative Economy & Innovation

**Project Period :** 2018,11 ~ 2019,12

**Project Members :** Yeji Lee, Sunmi Kim, Jihyun Kim, Hyeonjung Jung



## Accelerating : Social Venture Acceleration

### Job Creation for the Youth Project “Hana Power On Challenge : Social Innovation Frontier”

**Project Introduction :** MYSC created jobs by connecting twelve beginner designers to twelve social venture that needed to hire designers in order to grow. MYSC also helped create the value of the businesses from a designer's perspective.

**Client Company · Partner Company :** Hana Financial Group, Korea Institute of Design Promotion

**Project Period :** 2017.12 ~ 2018.12

**Project Members :** Yeji Lee, Eunjin Lee, Jeongtae Kim



## Social Venture Acceleration Support Project “Hana Power On Challenge : Social Innovation Entrepreneur” (SVCA)

**Project Introduction :** SVCA (Social Venture Competition Asia), the nation’s first and longest social venture head-to-head competition, along with Hana Financial Group, supported ten social ventures that were established for less than three years and ten social ventures still in the idea stage. Promising social ventures were then selected to compete at the 2019 GSVC (Global Social Venture Competition), which will be held in the United States.

**Client Company · Partner Company :** Hana Financial Group, Gyeonggi Creative Center for Economic Innovation, SEN, UC Berkeley Haas School of Business

**Project Period :** 2018.05 ~ 2018.11

**Project Members :** Yeji Lee, Sunmi Kim, Jeongtae Kim



## Accelerating : Social Venture Acceleration

### Social Venture Growth Support Project “Hana Power On Challenge : Social Innovation Changelogemaker”

**Project Introduction :** MYSC supported the growth and the creation of social value of businesses by aiding the social projects of five social ventures that completed the Pre-A and Series A stage of business model verification with the amount 1.2 billion won for operation costs and participation in AVPN (Asia Venture Philanthropy Network).

**Client Company · Partner Company :** Hana Financial Group

**Project Period :** 2018.04 ~ 2018.11

**Project Members :** Yeji Lee, Sunmi Kim, Jeongtae Kim



## Job Creation Project for People with Developmental Disabilities “Hana Power On Impact 2”

**Project Introduction :** This was a program that supported the projects of social ventures wanting to solve the job issues of people with developmental disabilities by developing new positions and sustainable recruitment all on the foundation of collective impact.

**Client Company · Partner Company :** Hana Financial Group, Social Economy Promotion Center, Seoul Vocational Training Center for the Developmentally Disabled, Career Plus Center

**Project Period :** 2018.04 ~ 2018.12

**Project Members :** Jieyong Jeong, Eunjin Lee, Hoeyoung Lee



## Accelerating : Social Venture Acceleration

### KOICA Global Social Enterprise Accelerating Program

**Program Introduction** : Unlike the traditional domestic development cooperation projects, this project discovers, accelerates, and invests in social businesses in developing countries (Vietnam, Indonesia) with an innovative model. MYSC regularly presents role models of social businesses from each country, and pushes forward businesses with the objective to build a sustainable social business ecosystem.

**Client Company · Partner Company** : KOICA, Crevisse Partners, CSIP, UnLtd Indonesia

**Project Period** : 2017.01 ~ 2020.03

**Project Members** : Jungho Park, Jeongtae Kim, Anna Kang, Jihyun Hong



## Accelerating : Social Venture Acceleration

### 2018 Social Venture Accelerating Project “EMA (Extra-Mile Acceleration)”

**Project Introduction :** Under the philosophy of “going the extra mile” and doing more than what someone has asked, this project, based on platform business, provides and fosters six beginning social ventures with abundant resources for speedy growth.

**Client Company · Partner Company :** Seoul Metropolitan Government

**Project Period :** 2018.05 ~ 2018.12

**Project Members :** Jain Yoo, Hyeonjung Jung



## Accelerating : Social Venture Acceleration

### 2018 Project to Develop a Social Economic Resource Creation Model in the Culture and Arts Field

**Project Introduction :** As a resource creation model development project to increase the sales and procure supplemental resources for ten social economic organizations in the culture and arts field, MYSC contributed in increasing the sustainability of these organizations to help them grow to a higher level.

**Client Company · Partner Company :** Ministry of Culture, Sports and Tourism / Korea Arts Management Service

**Project Period :** 2018.06 ~ 2018.11

**Project Members :** Jain Yoo, Hyeonjung Jung, Jeongtae Kim





## Accelerating : Social Venture Sustainability Enhancement

### Social Venture Sustainability Acceleration Program “HSB (Helping Sustainable Business) Season 1”

**Program Introduction :** As a program to help the sustainable growth of domestic social ventures, it supported the financial · non-financial enhancement of social ventures in the target business of fashion (clothing, merchandise, textile, distribution, etc.).

**Client Company · Partner Company :** HSBC Korea

**Project Period :** 2018.04 ~ 2018.11

**Project Members :** Junggho Park, Saeun Kim



## Impact Investment : Social Venture Investment

### Impact Investment (Equity Investment) : Extra-Mile Communications, inc.

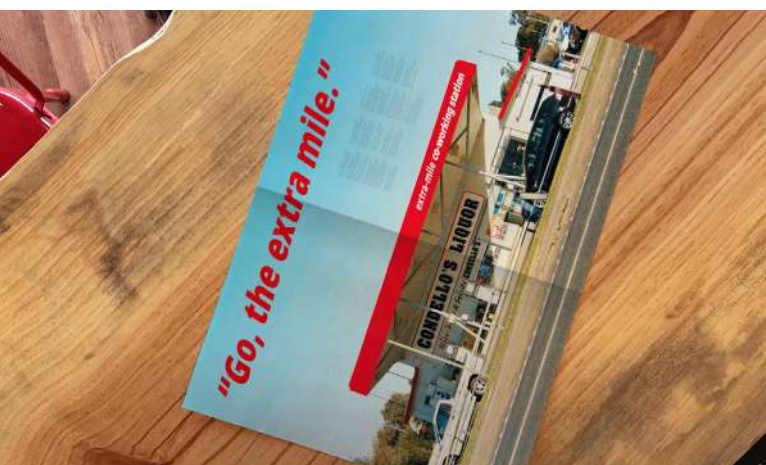
**Project Introduction** : Extra-Mile Communications supports social ventures through digital marketing and video production. Not only was the company designated as an early social enterprise with a business model of a social venture support service and education in September 2018, it is continuing to create social values through projects such as creating jobs for people with developmental disabilities (Keyword Search Company).

**Client Company · Partner Company** : SK Innovation, HUMANAID, etc.

**Program Period** : 2018.05

**Project Members** : Jain Yoo, Jeongtae Kim

# *extra-mile* *communications*



## ART+IMPACT+

### Impact Investment (Equity Investment) : ART IMPACT, inc.

**Project Introduction** : ART IMPACT distributes products from social economic organizations · young designers · artists through shops and popup stores. They are also a social venture that contributes to creating a value chain by helping the product planning · design · production · market opening of partner brands they work with. MYSC anticipates providing social ventures the opportunity to grow, the opportunity for them to choose to create a better world, by expanding the value-consumption market through ART IMPACT.

**Project Period** : 2018.09

**Project Members** : Jain Yoo, Jeongtae Kim



### Impact Investment (Equity Investment) : WEHUDDLING, inc.

**Project Introduction** : WEHUDDLING is a social venture that contributes to the formation of proper eating habits. They provide an eating habit care service through IoT and their chatbot "Ato." Through WEHUDDLING, MYSC anticipates helping busy young adults, office workers, and modern people form proper eating habits, and contribute to increasing the basic level of health, increasing the quality of live, and decreasing medical expenses.

**Project Period** : 2018.09

**Project Members** : Jain Yoo, Jeongtae Kim

## Impact Investment : Social Venture Investment



### Impact Investment (Equity Investment) : Imagtor

**Project Introduction :** Imagtor, an image editing company located in Hanoi, is a company that was accelerated and invested in through the KOICA Global Social Enterprise Accelerating Program. They create jobs so people with disabilities who have completed a computer program can grow into healthy members of society and have a stable work life. Through Imagtor, MYSC stands on the forefront of resolving the issue of the employment for the vulnerable class in Vietnam, and supports a higher growth through the cooperation of domestic institutions and connections to investment opportunities.

**Project Period :** 2018.11

**Project Members :** Junggho Park, Anna Kang, Jeongtae Kim

*air  
order.*

### Impact Investment (Equity Impact) : Air Order, inc.

**Project Introduction :** Air Order is a platform based social venture with the objective of utilizing cafés at the ease of people with disabilities to help the survival of cafés and employment of the vulnerable class. They provide an app service (bidaemyun) where people can order and pay from anywhere anytime without waiting. Through Air Order, MYSC anticipates securing the competitiveness of small merchants (privately owned cafés), stabilizing the employment of the vulnerable class, and reducing discrimination from the ordering process.

**Project Period :** 2018.09

**Project Members :** Jain Yoo

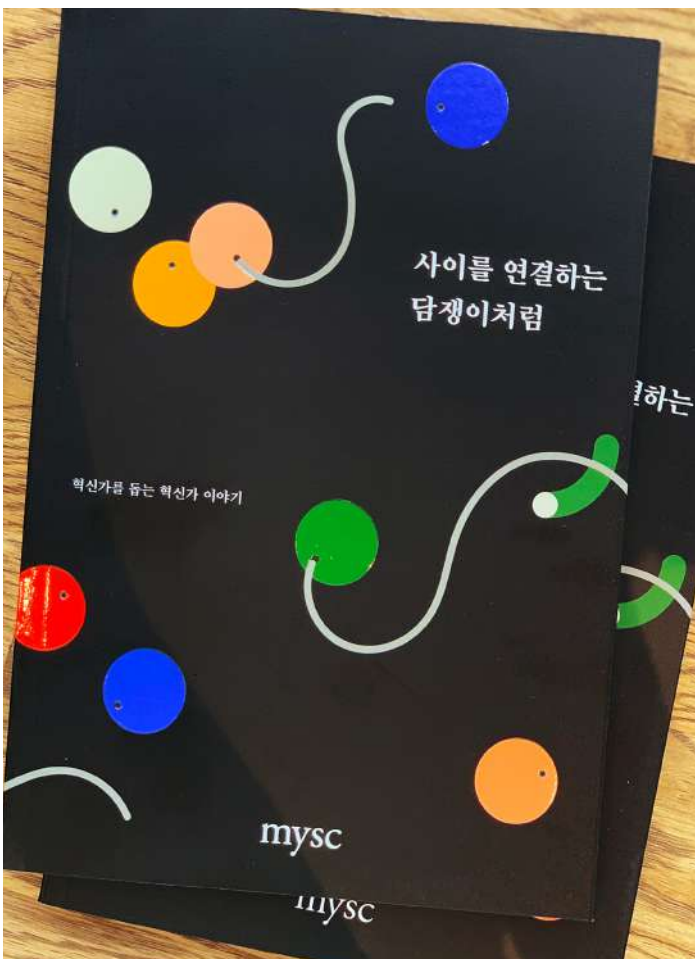
## “Connecting Relationships Like Ivy : The Story of Innovators helping Innovators” Book Publication

**Project Introduction :** Woven together with interviews of MYSC members, who help innovators, this book introduces MYSC by focusing on “the people” and not “the business.” It illuminates the meaning of social innovation from various angles through the honest stories of MYSC members, and conveys “the society in which people live like people” that MYSC members dream of in a simple language.

**Client Company · Partner Company :** In-house planning

**Project Period :** 2018.02

**Project Members :** Hyewon Kim, Saeun Kim, Miso Na, Wonhee Kim



**Content Planning & Distribution :**  
**Social Innovation Content and Methodology Presentation**

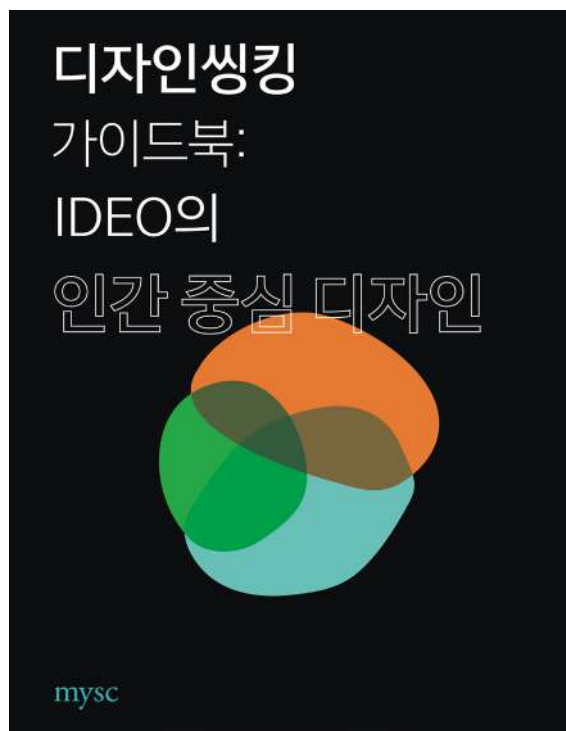
**“Design Thinking Guidebook :**  
**The Field Guide to Human-Centered Design” Book Publication**

**Project Introduction :** Translated from the contents published by the global innovation company IDEO, this book introduces various design thinking methodologies by steps in order to be utilized in the field. MYSC hopes to spread the social innovation language through the translation and publication of quality content published overseas.

**Client Company · Partner Company :** IDEO.org

**Project Period :** 2018.08

**Project Members :** Hyewon Kim, Miso Na



Content Planning & Distribution :  
Social Innovation Content and Methodology Presentation

**‘Community Designer Training Manual’ for Solving Regional Health&Welfare Problem with Public-Private Partnership**

**Project Introduction** : Discovering social issues based on the deep understandings of the region and benefit targets and turning them into opportunities of innovation, this manual was developed for community designers leading regional innovation projects based on collective impact with various stakeholders.

Content Planning & Distribution : Social Innovation Content and Methodology Presentation

**Client Company · Partner Company** : Ministry of Health & Welfare, Korea National Council on Social Welfare / CSR Center

**Project Period** : 2018.10 ~ 2018.12

**Project Members** : Hyeonjung Jung, Eunjin Lee, Jiyeon Jung



# Media Coverage

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## **December 26, 2018, The Bell MYSC Registers as the First ‘Social Impact Specialized’**

MYSC, a social venture consulting firm and impact investment agency, finished their registration as an accelerator. By utilizing their work in the field of social impact, they plan on taking on the challenge of becoming an operator. MYSC also plans to participate in the new fund of The Wells Investment, the manager of the “Social Impact Investment Project” recently announced by K-Growth (Korea Growth Invest Corp.), as an LP. MYSC plans on contributing about 5 Billion Won to this fund. Jeongtae Kim, CEO of MYSC, said, “it has become important to receive the accelerator certification in connection with fund of funds or growth funds in order to promote social impact investment activities”. He also commented that “there are plans to invest directly or indirectly while acting in the role of LP and GP, along with the continuous investment in equity accounts.”

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## **December 14, 2018, Joongang Ilbo Company Sales Increase as the CEO is Called by Nick-name in Book Discussions**

Heyground of Ttukseom Station, Seoul. Social ventures and startups, as well as investors who help them reside there. MYSC is a social venture company that fits the building’s characteristics perfectly. Jeongtae Kim CEO said, “To do this kind of work, members not only have to know well what business and innovation is, but they must also know society and understand corporate physiology. I believe there is nothing like reading that can cultivate those skills.” While operating a strong reading program each career cycle, the focus is on unlearning; to dispel everything that has been learned. It means to discern and throw away any fixed ideas or prejudices that already exists within your knowledge. Of course, books and discussions are the tools in doing so. Kim and the five other members that participate in the meetings upload their book reports on the company blog (blog.naver.com/blogmysc) in advance. Although it is called a book report, they are actually high-density reports. One cannot help but think the discussion content is anything other than meaningful.

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## **October 30, 2018, Chosun Ilbo We are in the Process of a “Good Job” Experiment**

They are experimenting by radically reducing the work week to 30 hours, as it has been universally in Europe. MYSC (Merry Year Social Company), a social innovative professional consulting company, implemented a 30-hour work system as a trial for six weeks in the summer. All of MYSC’s members worked from 10 am to 5 pm from

mid-July to the end of August. They worked six hours a day except one hour for lunch, but their salary was paid just as before. CEO of MYSC, Jeongtae Kim said, “talks about work and life balance were in full bloom around the time the 52 hour work week began to be enforced, and overtime work is frequent for us being a consulting company, so we thought there was a need for improvement.” CEO Kim and his members discovered that there were off- and peak-seasons after analyzing three years of work patterns. Work was relatively less in the summer. As the saying goes, strike when the iron is hot, so they immediately set out on a 30-hour work week experiment.

Member responses were great. A survey was taken after six weeks and positive feedback was given, such as “I watched an evening drama with my parents for the first time,” “the subway at 5 pm was like heaven,” and “working effectively within a short amount of time allowed me to think about the value of my work.” On the other hand, there were responses such as “work had to be done at work when it could not be completed within the hours,” and “in the instance of leader level members who had frequent external meetings, it was hard to leave work at 5 o’clock.” MYSC plans to conduct a second test next year in January to supplement issues, and they plan on implementing a 30-hour work week for five months of the year during off-season. The salary and benefits of members will remain the same.

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## **October 13, 2018, The Bell MYSC will expand the “Connectivity of Social impact and Capital market”**

MYSC plans on emphasizing mainstream capital market connectivity more for the growth of social ventures. CEO Jeongtae Kim said, “the success of social ventures is a meaningful indicator that social impact can generate sufficient profits and is necessary for corporate perpetuation”, Kim also stated that “large corporations have already emphasized the value of co-prosperity.” Kim continued, “large companies have begun to gain inspiration and collaborate through social ventures, which are their leading models,” and “MYSC works to connect them to one another, allowing them to spread their influence.” He said, “Companies will receive management reports as ‘a double bottom line (D-BL)’ that combines financial benefits and social impact,” “... because now is a generation that consumes thinking about the image of a company and the product they purchase.”



## Media Coverage

### October 18, 2018 The Leader from Money Today Companies' future assignment, B Corp is the answer

The Korean committee for B Corp was organized in 2017 and Chung Eun-sung took the lead to promote B Corp. Chung Eun-sung, who served as co-chairman of the Serotonin Culture and director of Enactus, currently serves as the head of 'Everyoung Korea', which is a social company employs 500 seniors. Chung accepted the chairman because of the philosophy of B Corp which is 'Best for the world'. He said, "The more I learned about B Corp, the more I was eager to spread it to companies who is struggling with their future business." The Committee is led by its chairman and Merry Year Social Company (MYSC) as a B Corp Ambassador, which is the nation's first social innovation consulting and impact investment agency. Jeongtae Kim (MYSC), who is a secretary-general of the Korean Committee for B Corp, serves as the special vice president of the Korea Venture Business Association. He is also a partner of all institutions who want to contribute to social innovation, a partner in the innovation journey, an architect of innovation experience and a facilitator of innovation culture based on entrepreneurship.

### October 18, 2018, Korea News System 13th Social Venture Competition Asia (SVCA) leads the change of global market

The Northeast Asia Round of the 13th Social Venture Competition Asia (SVCA) will be held on October 23 at Heyground in Seongsu-dong, Seoul. SVCA has been held annually since 2006 and is also called the gateway to discovering social innovation enterprises who create financial and social values at the same time. Hana Financial Group, an official sponsor, planned 'Hana Power on Challenge: Social Innovation Entrepreneurs' as a special edition. Social Enterprise Network (SEN) and the Gyeonggi Center for Creative Economy and Innovation are Co-host of this event. In addition, Merry Year Social Company (MYSC), a consulting and impact investment agency specializing in social innovation, and Korea Impact Investment Network (KIIN) will participate as partners for cooperation.

### July 1, 2018 News Prime MYSC's 1st Platform-Oriented Social Venture Accelerating Program

The social ventures to be selected this time are 'platform-oriented' social ventures with high social value amplification effect in each sector and will be actively helped upgrading its value through subsequent impact

investments and resources link to large companies. The accelerating program will be joined by the Seoul Metropolitan Government's 2018 project to support and nurture social ventures through collaboration with the private sector, including MYSC, with a budget of 1 billion won. MYSC was selected as the performance agency for the project and provide various programs such as providing basic education needed for social ventures, strengthening business models, marketing support, mentoring by sectors and follow-up investment links. In addition, through Social Progress Credit (SPC), incentives are provided based on the social performance generated by participating companies and help them create more social values.

### June 11, 2018, Kyosu News (Korean Professors' Newspaper)

**The role of new science-technology and companies is to be "user-centered" and include "maximization of the shared value".**

"Science is not my expertise, but I think technology gives what we need," said Jeongtae Kim, CEO of MYSC, during his speech (The Role of Organizations in Social Economy in Solving Social Problems with Science-technology). He also referred to a paradigm shift saying, "In the 20th century, (the) company's goal was to maximize shareholders' interest. However, in the 21st century, the goal is to maximize shared value." He added, "It is important to be the best company for the world, rather than the best company in the world."

### May 25, 2018 News 1 Attention to Adidas and Patagonia for Vitalizing the Social Economy in Jeju

On May 25, "A Seminar for Vitalizing Social Economy in Jeju" was held by Jeju Free International City Development Center(JDC), in the conference room on the 4th floor of the JDC building. Jeongtae Kim, CEO of Merry Year Social Company(MYSC) suggested that the whole region of Jeju should turn into an "Innovation Lab of Social Economy" by applying Sustainable Development Goals(SDGs) of the UN to create Jeju's social value. (MYSC was the first organization that specialized in social innovation consulting and impact investing in Korea.) Presenting on "Social Innovation and Social Value," he said, "Jeju is an island with opportunities to apply all 17 SDGs on ocean, forest, tourism, water resources, energy, economy, peace, and so on." He also added, "SDGs are a worldwide common language, so it can connect hundreds of partners such as public institutions and enterprises."



This annual report uses 100% recycled paper without cutting down trees. It's made from echo paper, and it's also printed with soy oil ink that is safe from the risk of damaging chemicals to the Earth and people.

MYSC tries to embrace social value during the annual report production process.

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