

KET-NYET's On-Demand Futurizing Program™

# A World-Class Executive Education

SEOUL  
NEW YORK CITY  
BEIJING  
MACAO  
MALAYISA  
CAMBODIA  
INDONESIA  
THAILAND  
VIETNAM



**KET**  
Korea Institute of  
Entrepreneurship and Technology®



**NYET**  
New York Institute of  
Entrepreneurship and Technology®





# KET

Korea Institute of  
Entrepreneurship and Technology®



# NYET

New York Institute of  
Entrepreneurship and Technology®



# Empower the World's Future Leaders™





**KET**  
Korea Institute of  
Entrepreneurship and Technology®



**NYET**  
New York Institute of  
Entrepreneurship and Technology®

A bronze statue of a young girl with her hands on her hips, standing on a city street. The statue is the focal point on the left side of the image.

# We Believe...

# Entrepreneurship

# is the Key to Unlocking

# Human Potential and

# Accomplishments

- Dr. Edward G. Rogoff -



# ABOUT **KET. NYET.**

## **KET-NYET,**

Korea York Institute of Entrepreneurship & Technology-  
New York Institute of Entrepreneurship & Technology, 는  
혁신과 기업가정신 발현을 위한 파워하우스입니다.

**The Powerhouse for Innovation & Entrepreneurship™**

**NYET**, 는 Global HQ로서 전 세계를 대상으로 우리의 사명과 전략적  
지향점들이 실제의 세계(the real world)에서 구체적으로 행해질 수 있도록  
방향성과 방법론을 제시 합니다.

**KET** is 한국 사회 내 기업가적 혁신을 위한 파워하우스 역할을 수행합니다.  
NYET와 연계하여 한국의 기업 그리고 공공정책과 교육현장의 혁신 및  
기업가정신이, 세계적 수준으로 발현될 수 있도록, 다면적이고 깊이 있는  
전략적 대안을 제시하고 또 실행 합니다. 문제를 직시하는데 그치지 않고,  
문제를 본원적으로 해결하는 역할을 자임 합니다.

**KET-NYET**는, 기업가적 사고와 방식으로 범 세계적 활동을 펼칠  
“세계의 미래 리더십 양성 (Empower the World's Future Leaders)”  
을 사명으로 합니다.





# Our Value Responsibilities are...

## EDUCATION

“세계의 미래 리더십 양성” 사명 아래,  
자체적으로 개발한 The Immersion-Lab-based  
Experiential Learning Model™, The Hexagon Model  
for Professional Talents™, The 7 Step Model for  
Entrepreneurial Leaders™ 등의 교육체계를 기초로  
**세계적 수준의 기업가(Entrepreneurs)와  
기업가형 리더(Entrepreneurial Leaders)를 양성** 합니다.

### 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

우리의 정부 및 공공 그리고 기업 대상 연구는 결과의  
실효성 보장을 전제 및 지향 하며, 그 효과성을 극대화  
하기 위해, **공감(Empathy)과 책임성(Accountability)**을  
기초로 연구활동을 전개합니다.

과학적이고 전략적인 접근을 기초하여 클라이언트가 직  
면하고 있는 문제를 본질적으로 해결하는 것을 목표로  
하며 연구 범위는 아래와 같습니다.

- 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

우리는 클라이언트의 잠재력과 성취를 이끌어 내는 것을 목  
표로 합니다. 컨설팅 서비스는 글로벌 관점에서 효과적이고  
고유한 솔루션을 제공합니다. 우리의 **Futurizing 프로그램**은  
현재의 시각에서 현상적 문제를 바라 보는 것이 아닌, 미래  
에 실현 또는 성취한 상태에서 접근하는 방법론으로, 이를  
통해 현상적 문제 해결을 넘어 더 큰 미래를 만들어 갑니다.

실용적, 과학적, 전략적인 접근 방식을 통해 클라이언트의  
도전 과제를 해결하는 것을 목표로 하며 전문 컨설팅 서비스  
제공의 범위는 아래와 같습니다.

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



“

## A Very Worldwide Innovation & Entrepreneurship Network



## WHY KET-NYET?

### 01 World-class & broad global network

뉴욕, 베이징, 이스라엘 그리고 세계 전역의 주요 기업 및 교육 기관들과의 네트워크를 기반으로 제반 프로그램이 진행되며, 글로벌 시각에서의 차별화된 관점을 제공합니다.

### 02 In-depth knowledge & experience, and world-impact

우리의 철학, 교육자, 교육학, 인프라 및 리더십을 통해 프로그램에 참가하시는 분들이 통찰력 있는 지식과 경험을 갖추실 수 있도록 합니다. 실제의 세계(the real world)에서 문제해결을 구체적이고 실제적으로 행할 수 있도록 본질적 변혁의 결과를 만들어 냅니다.

### 03 A front-runner in state-of-art fields

우리의 프로그램은 인공지능, 블록체인 등 디지털트랜스포메이션부터, 다양한 최근의 이슈들을 다룹니다. 각 분야별 세계적 전문가 및 기관들과 협력을 통해 미래의 변화를 주도적으로 행합니다.





# Our Digital Business Programs

A World-class Executive Education

## The School of A.I. and Digital Business™

- New York City -

A World-class Executive Education

## The School of Blockchain and Digital Business™

- New York City -

A World-class Executive Education

## “경영학 비전공” 기업가와 경영자를 위한 전략경영 Mastering Program™



---

# NYET

## EDUCATION

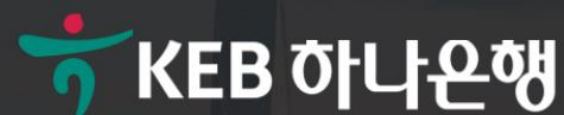
---

**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)



## NEW YORK CITY, USA





## BEIJING, CHINA





## TOKYO, JAPAN



# Rakuten



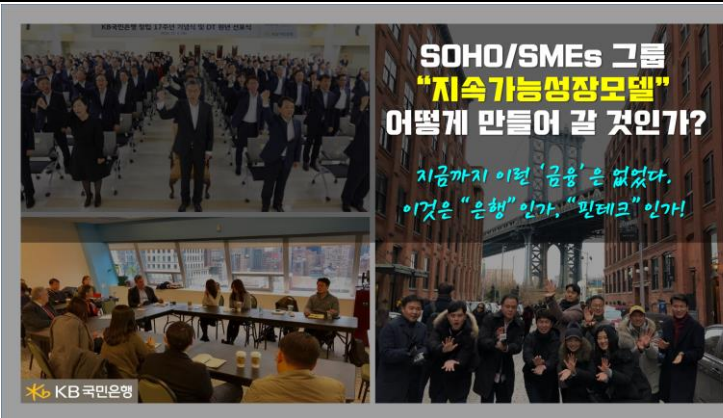
# 글로벌 금융 연수/탐방 조사 프로그램 진행 실적

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





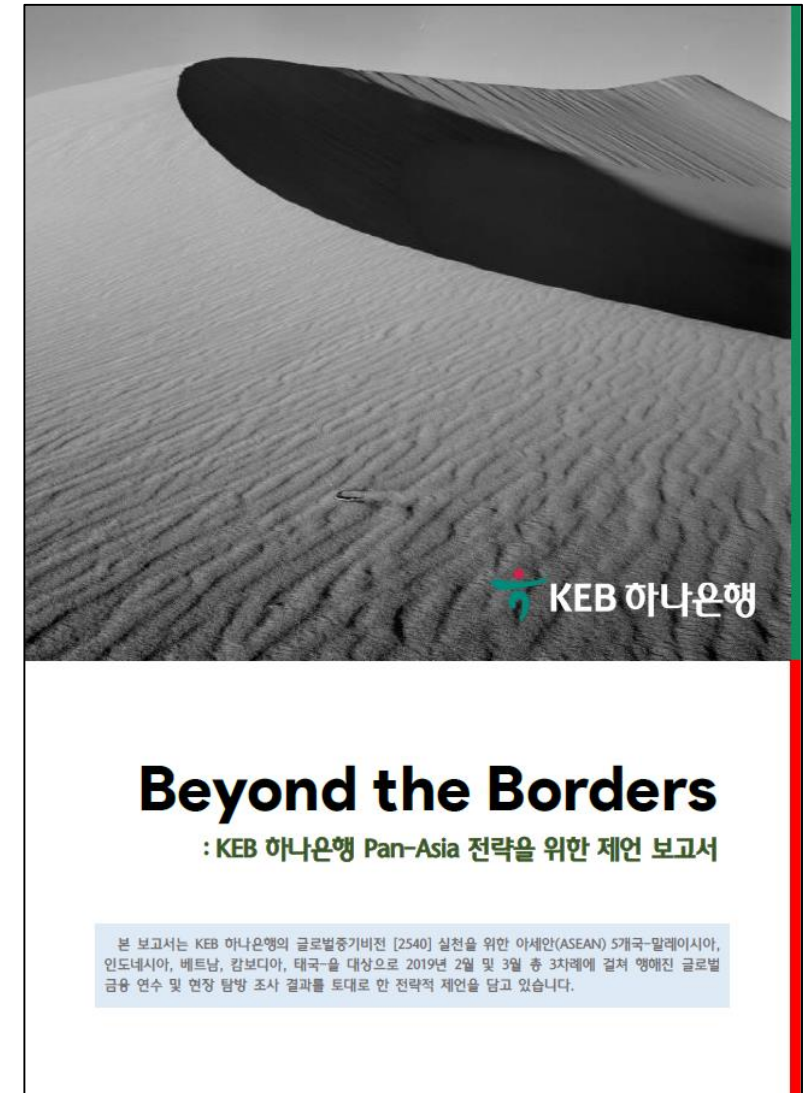
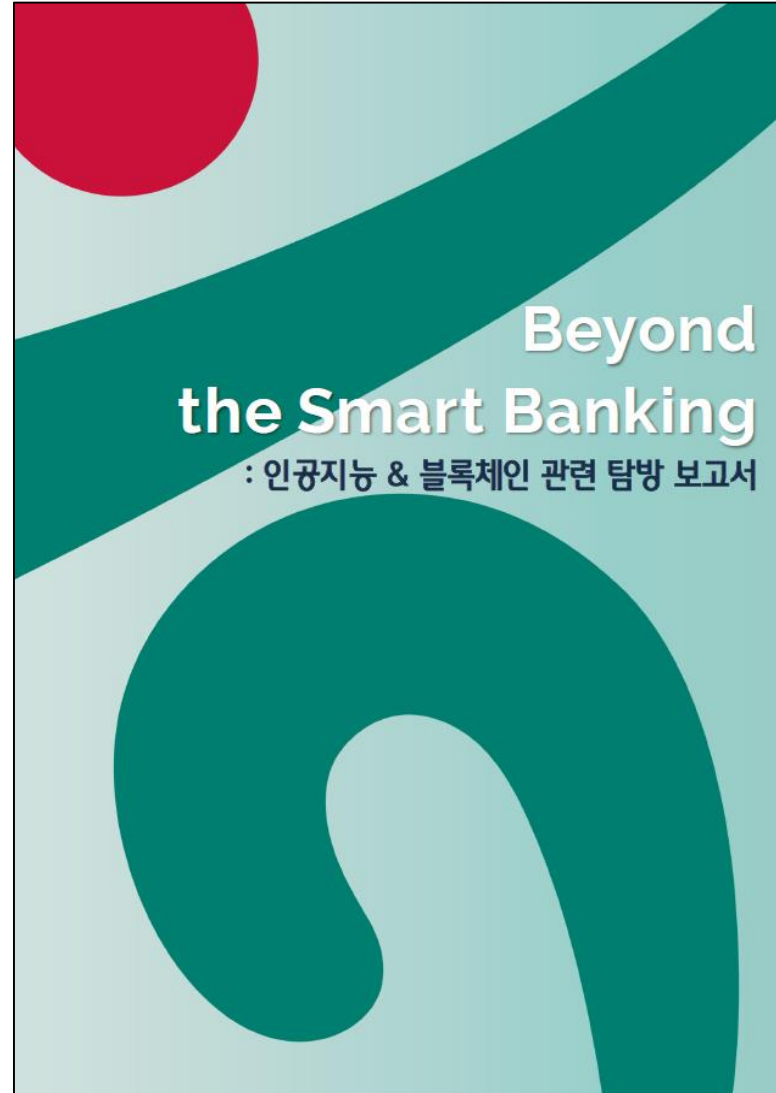
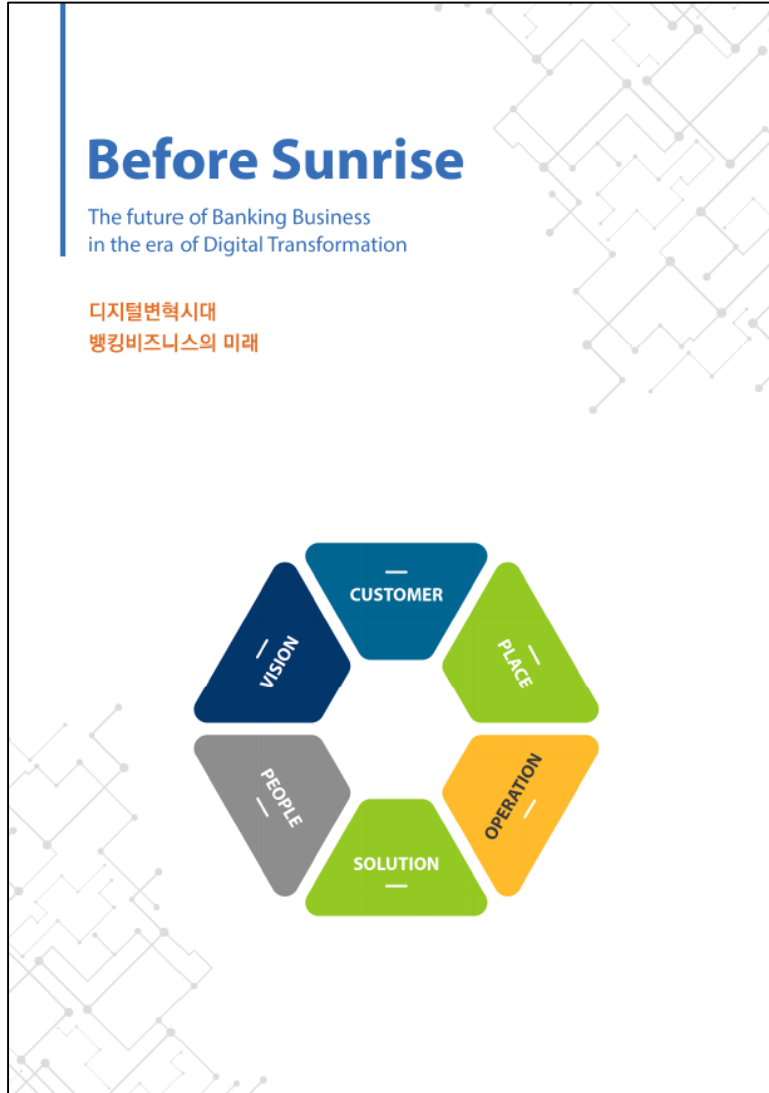
# 글로벌 금융 연수/탐방 조사 프로그램 진행 실적



- 뉴욕 선진금융연수 2회(2017.12./2018.12.)
- 임원 학습모임 강의 3회(주제-기업금융)
- 임원 워크숍 특강 1회(주제-디지털트랜스포메이션)
- 간부 워크숍 특강 1회(주제-디지털트랜스포메이션)
- 중소기업고객그룹 특강 (주제-디지털 기반 기업금융)
- Supply-Chain-Finance 상품 기획 개발 자문 예정
- 디지털 기술 기반의 위험관리 자문 예정



# 글로벌 금융 연수/탐방 조사 프로그램 진행 실적



- 심층 조사 보고서 제출 (3회) / 행내 결과 보고 세미나 (1회) / 말레이시아 중앙은행 및 주요국 중앙은행/감독기관 협력관계 구축
- 2018 K.E.Y. Platform 특별 세미나 3일(무료 제공, 30명 참석) / 2019 K.E.Y. Platform 말레이시아, 태국 핀테크협회장 초청 간담회



# OUR LEADERSHIP



**KET**  
Korea Institute of  
Entrepreneurship and Technology®



**NYET**  
New York Institute of  
Entrepreneurship and Technology®







## 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™



**KET**  
Korea Institute of  
Entrepreneurship and Technology®



**NYET**  
New York Institute of  
Entrepreneurship and Technology®



## 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 13<sup>th</sup> 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



# Empower the World's Future Leaders™

The Powerhouse for Innovation & Entrepreneurship™



**KET**  
Korea Institute of  
Entrepreneurship and Technology®



**NYET**  
New York Institute of  
Entrepreneurship and Technology®



## 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™



**KET**  
Korea Institute of  
Entrepreneurship and Technology®



**NYET**  
New York Institute of  
Entrepreneurship and Technology®



## 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™



**KET**  
Korea Institute of  
Entrepreneurship and Technology®



**NYET**  
New York Institute of  
Entrepreneurship and Technology®

## 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

The Powerhouse for Innovation & Entrepreneurship™



**KET**  
Korea Institute of  
Entrepreneurship and Technology®



**NYET**  
New York Institute of  
Entrepreneurship and Technology®

## 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™



**KET**  
Korea Institute of  
Entrepreneurship and Technology®



**NYET**  
New York Institute of  
Entrepreneurship and Technology®

## **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)





# Our Clients and Partners



중소벤처기업부  
Ministry of SMEs and Startups



Korea Institute  
for Advancement  
of Technology



서울특별시  
SEOUL METROPOLITAN GOVERNMENT



KEB 하나은행



xiaomi.com



과학기술정보통신부  
Ministry of Science and ICT



창업진흥원  
Korea Institute of Startup &  
Entrepreneurship Development



Global Inspiration  
세계속의 경기도



NH농협은행



산업통상자원부  
Ministry of Trade, Industry and Energy



서울산업진흥원



KB  
국민은행



머니투데이



Leading Innovation >>>



기획재정부  
Ministry of Economy  
and Finance



경기연구원  
Gyeonggi Research Institute



한국여성경제인협회  
KOREAN WOMEN ENTREPRENEURS ASSOCIATION



Bank of America.



문화체육관광부  
Ministry of Culture, Sports and Tourism



울산발전연구원



경기창조경제혁신센터



BARCLAYS



여성가족부  
Ministry of Gender Equality  
and Family



정보통신산업진흥원  
National IT Industry Promotion Agency



과학기술정책연구원  
SCIENCE AND TECHNOLOGY POLICY INSTITUTE



Capital One  
Bank





---

## Contact

### Seoul, Korea

507 Teheran-Ro, 14<sup>th</sup> FL. Gangnam-Gu, Seoul 06168, Korea

### Global HQ

2 Wall St., 4<sup>th</sup> Floor, New York, NY 10005, U.S.A.

+82 02-568-2033

Dr. Young-Dall Lee / Principal

+82 010-3328-6027

Soyoung Oh (Ria) / Communication Manager

**ketnyet@gmail.com**

[www.mynyet.org](http://www.mynyet.org)

[www.ket-nyet.org](http://www.ket-nyet.org)



**KET**

Korea Institute of  
Entrepreneurship and Technology®



**NYET**

New York Institute of  
Entrepreneurship and Technology®