

MARU is the Asan Nanum Foundation's incubation center for doers who turn their potential into impact and expand their entrepreneurial spirit. It fosters new changes in the innovation ecosystem by providing various opportunities.

MARU180 opened in April 2014 for startups that aim to transform the world 180 degrees. MARU360, launched in November 2021, offers an opportunity for startups to expand their potential and make a 360-degree impact.

MARU°

🏠 maru.org
📷 @maru180_360
📘 @maru180ANF

Space Support

Providing various spatial infrastructures for budding entrepreneurs, early-stage startups, accelerators, and global investors, to practice and spread entrepreneurship.

MARU Growth Zone MARU Seed Zone
MARU Pass MARU Tour MARU Collect
Global Investors' Zone Event Hall/Seminar Room
Cafe Studio Kids Zone

Growth Support

Offering services to accelerate growth such as mentoring, investment, PR, and recruitment.

MARU Connect MARU Benefit MARU Reboot
MARU IR Matching MARU Fireside Chat
Promotion Support

Community Support

Forging a community where members of the startup ecosystem grow together through interaction and communication based on a pay-it-forward culture.

MARU Townhall MARU Gathering
MARU Meetup MARU Club MARU Workshop

🏠 www.asan-nanum.org/eng/
📺 youtube.com/asannanumfoundation
📖 blog.naver.com/asan_nanum
📷 @asannanum_official
📘 facebook.com/TheAsanNanum
🌐 linkedin.com/company/asan-nanum-foundation



“Anyone who believes they can do anything will be able to accomplish everything.”

Asan Chung Ju-yung, Hyundai founder

The Asan Nanum Foundation is a nonprofit foundation established in October 2011 to commemorate the 10th anniversary of Hyundai founder Chung Ju-yung's death.

The Asan Nanum Foundation conducts various support programs to spread entrepreneurship, which inherits Asan's creative spirit, throughout society.

VISION

A world where if you believe it, you can achieve it.

MISSION

Empowering entrepreneurs and social innovators to change the world by taking on challenges, learning by doing, and sharing their capabilities.

Spreading Entrepreneurship

01

We provide various educational programs and content to foster entrepreneurship in future generations

Asan Youth-Preneur

Semester-long entrepreneurship education programs for elementary to high school students to cultivate entrepreneurial mindset through problem solving projects

Asan Teacher-Preneur

Entrepreneurship expert training program for middle and high school teachers

Entrepreneurship Let's Go

Special entrepreneurship lectures for teachers, education officials, and parents

Asan Entrepreneurship Review

Case studies for university students to learn about startups' challenges and decision-making process, with gaining business insight

Startup Career-up

A program targeting university students and job seekers to provide information on career development in startups

Support for Startups

02

We help aspiring entrepreneurs start a business, and grow rapidly through the community

Chung Ju-yung Startup Competition

An all-inclusive acceleration program spanning eight months including education, networking, mentoring, prize funding, and a demo day

Asan Voyager

A program designed to assist Korea's startups entering the U.S. market by providing acceleration, coaching, community learning, and long-term residency support

Asan Sanghoe

A startup support program for North Korean defector entrepreneurs will lead businesses in a unified Korea in the future

Asan UniverCT

A program that collaborates with universities to raise awareness of climate tech entrepreneurship and foster young entrepreneurs in the climate tech industry.

Asan Doers

A short-term intensive training program providing college students with entrepreneurship theory and practical experiences to become young entrepreneurs and social innovators

Promoting Social Innovation

03

We support social innovations to make a better future, based on the spirit of entrepreneurship-for-all

Asan Frontier Academy

A specialized training program nurturing the next generation of social innovation leaders equipped with entrepreneurship, leadership, and management skills

Asan Nonprofit Startup

An acceleration program for innovative nonprofits to amplify their social impact through entrepreneurship and startup growth strategies

Asan Leadership Coaching

A coaching program for entrepreneurs aimed at enhancing leadership and resilience

Enhancing Innovation Ecosystem

04

We contribute to the creation and vitality of an innovation ecosystem through research, advocacy, grant-making, and investment

Innovation Ecosystem Partnerships

Providing grants to various programs and communities in the startup and social innovation fields to enhance self-sustainability and build up the whole innovation ecosystem

Chung Ju-yung Angel Investment Fund

Investing in the venture capital fund and the accelerators as a catalyst capital to enhance the diversity of Korea's early-stage investment ecosystem

Startup Ecosystem Activation Research

A research on policy and regulatory improvements to activate the startup ecosystem and foster a healthy startup environment in Korea
