Discover K-Startup's Pavilion at VIVATECH 2025

Since Korea was selected as the "Country of the Year" at VivaTech 2023, MSS and KISED have been systematically supporting promising startups hoping to expand into Europe by organizing the K-Startup Pavillion each year, offering customized business matching and local networking opportunities.

To operate this year's K Startup Pavillion at Vivatech, KISED, Geyonggi Center for Creative Economy and Innovation (CCEI), Chungnam CCEI, Incheon Technopark Foundation, and the Seoul AI Hub signed 「Business Agreement for the Creation and Operation of the K-Stratup Pavillion」.
KISED and the five participating institutions plan to pool their startup support capabilities to provide marketing training, education on the French local market, and pre-arranged business matching for the 19 participating startups prior to the exhibition.
Furthermore, during the exhibition, in addition to business consultation at the Pavillion, they announced plans to support performance enhancement of participating startups through various side events, including K-Startup Night, by inviting local investors, accelerators, and others.

Visitors can explore cutting-edge technologies and disruptive services across AI, biotech, mobility, and more—while networking with founders driving the next wave of global impact.

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1. Ninewatt

Ninewatt is a smart city startup developing AI-based building energy analysis and optimization solutions. The company operates WATTI, a public data-driven platform that automatically diagnoses building energy performance and recommends renovation scenarios; Insight-E, an automated building energy analytics and reporting system that supports electricity tariff optimization; and SAVE-E, an energy usage visualization solution.
With a team of researchers and developers holding advanced degrees in U-City and architectural engineering, etc., Ninewatt continuously advances its technology while ensuring real-world applicability and actively expands its global presence through local partnerships and PoC projects, particularly in France, Europe, and the United States.

2. MORPHING I

Morphing I is a deep-tech company specializing in AI and robotics-based smart infrastructure diagnostics. We provide advanced solutions for inspecting and predicting issues in invisible

underground spaces such as water pipelines and industrial conduits. Our proprietary 'Morphing-BOT' autonomously collects internal video, acoustic, and environmental data, which is then analyzed by AI to detect anomalies such as leaks, corrosion, and structural damage. The system supports maintenance decision-making through 3D digital twin visualization and automated reporting. Verified through real-world deployments with Korean municipalities, Morphing I is now expanding globally with corporate entities in the U.S., Saudi Arabia, and Indonesia.

3. Foretell My Health

Foretell My Health Co., Ltd., founded in May 2022, develops platelet-derived biomarker-based software medical devices and analysis services for early ovarian cancer detection. The company plans to expand into multi-cancer screening and companion diagnostics.

Led by an experienced PI, the team includes experts such as life science PhDs, a doctor, pharmacists, and nurses. Clinical samples are collected weekly from major hospitals for ongoing research.

With the slogan "Foretelling health to protect everyday life," the company aims to lead innovation in precision medicine and early diagnostics.

4. Toonimotion

Toonimotion transforms popular webtoons into high-quality short-form animations using proprietary technology that combines AI with digital cut-out techniques. This innovation delivers market-disrupting efficiency, reducing production costs and time by up to 80% compared to traditional animation. The process has proven scalability, with episodes completed in just two weeks by a team of three, whereas traditional methods require much larger teams and longer timelines.

Toonimotion strategically leverages existing webtoon intellectual property to convert established audiences into animation viewers, significantly minimizing market risk. The content is tailored to emerging consumer trends, featuring 3-minute episodes optimized for Gen Z's digital viewing habits. It also supports flexible format adaptation, including both horizontal and vertical versions for multi-platform deployment.

The company has already secured strong revenue traction, with content distributed across major domestic platforms such as Netflix, Laftel, and leading VOD services, as well as internationally across Asia, Europe, and the Americas. With growing demand, Toonimotion is

actively expanding its distribution through FAST platforms and multiple OTT services, demonstrating strong growth potential in the global animation market.

5. StudioLAB

We are a spin-off from Samsung Electronics, building AI- and robotics-powered solutions tailored for the commerce industry. Our innovations have been widely recognized, including winning the CES 2024 Best of Innovation Award in the AI category and receiving the CES 2025 Innovation Award in the Robotics category. In December 2024, we successfully raised KRW 3.3 billion (approximately USD 2.4 million) in Pre-A funding, demonstrating strong investor confidence. Currently, we serve leading Korean fashion brands and retailers, achieving annual revenue growth of over 300% year over year.

6. CUBIG.AI

CUBIG is a platform for generating, integrating, and analyzing high-performance synthetic data that fully complies with GDPR and prevents any inference of original data. Our core technology, DTS (Data Transform System), combines differential privacy and data non-access techniques to generate high-quality synthetic data that retains up to 99% of the original performance —without ever accessing the original data. This enables safe sharing, combination, and even trading of personal and sensitive data across highly regulated industries such as healthcare, finance, and government.

7. PIA SPACE

PIAspace Co., Ltd., founded in 2021, is a startup specializing in multimodal AI video analysis technology, aiming to build a safer society through intelligent surveillance solutions. Leveraging Vision-Language Models (VLM), PIAspace developed MACS (Multi-modal AI for Camera Solution), a solution capable of detecting complex abnormal situations—such as falls, violence, fire, and intrusion—in real-time with high accuracy and contextual awareness. PIAspace's technology addresses the limitations of traditional object-detection CCTV systems and has been validated through public and private sector pilots across city halls, industrial sites, ports, and airports. With over KRW 3.5 billion raised in cumulative investments, the company is expanding globally with a Singapore branch and a demonstration project with the Khon Kaen Police Department in Thailand.

8. FliptionInc

Fliption is a company that reduces fashion brands' on-model photoshoot costs by 80% with virtual try-on AI. With just one product image, our SaaS platform automatically generates on-model content featuring diverse body types and skin tones.

9. 4DiVISION

4DiVISION is a leading company in autonomous manufacturing and smart factories, providing high-quality automation solutions with proprietary 3D sensors and on-sensor AI technology. Major clients include LG, Hyundai, and the Korea Railroad Research Institute. With its HQ in Seoul and a new subsidiary in Canada, 4DiVISION is expanding globally through partnerships with top AI experts and research institutes.

10. Woorikidsplus

Woorikidsplus offers next-generation zero-plastic sustainable solutions based on its proprietary eco-friendly material, Celluble. Inspired by the name "Woorikids," which means "our next generation," the company is committed to developing eco-conscious products that help reduce plastic pollution for future generations. We provide lightweight, portable cosmetic OEM/ODM services without plastic packaging, working with global beauty brands to shape the future of zero-plastic, zero-waste, low-carbon skincare.

11. WEDRIVE

Wedrive is a Korean mobility data-based tech startup that specializes in collecting and analyzing transportation data. This data is translated into actionable solutions that help businesses effectively manage their corporate vehicles. Through advanced mobility data analytics and behavioral change strategies, Wedrive aims to help businesses optimize their vehicular resources and promote ESG-focused performance and eco-friendly driving behavior among individuals.

12. FutureSense Co., Ltd.

FutureSense is a Blockchain and AI-driven food traceability service, visualizing the food supply chain through 'Food4Chain', our cloud SaaS platform. Our solution addresses global regulations including FDA and EU requirements, while our AI-powered inventory and loss

management solution analyzes manufacturing data to reduce costs and minimize food waste. We collaborate with both B2B food suppliers and distributors, while developing B2G traceability projects for domestic organizations, alongside 15 global partners across the US, UAE, and SEA. Our 2025 goals include establishing a US office, providing the platform in multiple languages, and achieving annual exports exceeding 1.5 billion KRW.

13. IDCITI

IDCITI is an innovative tech startup specializing in GNSS-based positioning solutions designed to overcome limitations of traditional GPS systems in both indoor and outdoor environments. Since its founding in 2020, IDCITI has established itself as a key technology provider for smart cities, developing the "uGPS" (Indoor GNSS) system capable of delivering real-time, precise location data even in GPS-shadowed areas such as tunnels, underground parking lots, and large indoor spaces.

14. TheDay1Lab

TheDay1Lab aims to develop a sustainable plastic alternative world using nature-derived polymer materials. Our research in natural polymers addresses carbon emission reduction and zero microplastic generation while protecting the environment. We will end the 130-year era of conventional plastics and lead the new era ahead.

15. SkyReve

SkyReve is a cloud-based backend technology company that enables developers to build and operate services quickly—without the need to configure complex server infrastructure. Built on a foundation of secure and automated backend architecture, SkyReve offers a highly reliable platform that standardizes key backend functionalities. This platform, which takes the form of a Backend as a Service (BaaS), features our proprietary region-free technology, allowing users around the world to enjoy fast and stable access without additional configuration—making it an ideal solution for globally-oriented services. Leveraging this platform, we successfully launched SnapOrder, a QR-based ordering and payment service, and are actively expanding into international markets, including Europe. We are also collaborating with partner L in Southeast Asia to provide backend security consulting and expand localized services. In parallel, we are developing an LLM-powered AI Agent platform that enables users to trigger agents through natural language input—automating complex AI workflows with ease.

16. MYCEL

MYCEL is a white biotechnology startup based in South Korea that develops fully biodegradable and eco-friendly materials using mycelium as a sustainable alternative to conventional animal-based products. By controlling the growth conditions of mycelium, we engineer customized physical properties to meet diverse client needs. Based on this technology, we are commercializing two flagship products—CELMURE, a high-sensitivity textile, and CELOORE, a high-performance sheet material. We manage the entire value chain in-house, from R&D and cultivation to processing, and are currently designing a large-scale production facility in Korea. MYCEL is expanding its business across Europe, North America, and Asia, working with global brands, designers, and artists in the high-end fashion, lifestyle/interior, and mobility sectors.

17. PINECO

PINECO is a climate tech company advancing sustainability in the construction sector. It develops eco-friendly technologies that reduce carbon emissions through low-carbon concrete curing systems and promote resource circularity via material recycling and reuse. ThermoCure, a key solution developed by PINECO, enhances concrete quality and early strength while reducing energy consumption by up to 79% and CO_2 emissions by 64% compared to traditional curing methods. The system is applicable to both on-site concrete construction and precast production, improving jobsite safety and supporting decarbonized building practices. With proven field performance and scalable business models, PINECO is expanding globally through strategic partnerships and real-world deployments.

18. TMEVnet

The EV industry continues to grow rapidly, but power loss during fast charging remains a key issue due to heat generated by electrical resistance. To address this, we've developed a connector cooling system that minimizes heat and power loss, while improving charging speed and efficiency. Our technology extends battery life and enhances user convenience, positioning our business as a key player in next-generation EV charging infrastructure.

19. SW Chemicals Co., Ltd.

SW Chemicals Co., Ltd. is a leading company in the nanodiamond and polycrystalline diamond industry. The company develops and manufactures nanodiamonds and polycrystalline

diamonds for a wide range of industrial applications, while also providing total solutions related to these advanced materials.

SW Chemicals supplies not only high-performance products but also technical solutions tailored to customer needs across various sectors, including abrasives, electroplating additives, hard coating additives, lubricant additives, and cosmetic additives.

In addition, SW Chemicals actively engages in collaborative research with clients to develop and support customized formulations. Through this approach, the company ensures that its cutting-edge materials continue to meet evolving demands in global markets.

Come and visit us
HALL 1, D44

Contacts for the media: Taewung Kwon (mattew.kwon@koreabridging.com)