



## **Samsung Electronics Supports C-Lab Startups Applying Cutting-edge Technology to Beauty and Kids' Products**

**SEOUL, Korea – April 11, 2017** – Samsung Electronics announced that it will support five startups created by Samsung employees which are being spun off from the company's Creative Lab (C-Lab) program.

Created in December 2012, C-Lab is a startup business program that nurtures a creative organizational culture and innovative ideas among Samsung employees. Since its inception, 25 C-Lab projects have turned their ideas into businesses.

"There are already 25 C-Lab alumni startups which have hired about 100 employees after independence from Samsung Electronics," said Jaill Lee, Vice President and Head of the Creativity & Innovation Center at Samsung Electronics. "These figures demonstrate how C-Lab startups are growing at a brisk pace and nurturing a new startup ecosystem within Samsung."

The five C-Lab projects that were selected this year are applying innovative thinking and cutting-edge technology to products for beauty, kids and other daily uses. The five products honored this year include:

- Bebenefit – Baby carriers that protect infants in an easy and smart way
- chikapong – Kids' Toothbrushes that help kids develop healthy dental habits
- TagPlus – Internet-connected devices for kids that connect to toys
- S-Skin – Home skin care solutions that help analyze and care for skin at the same time
- Lumini – Portable Devices that recommend cosmetics based on skin analysis

The five teams introduced their products at ABC Kids Expo 2016 as well as CES 2017 drawing the attention of industry insiders. As the five teams become independent from Samsung Electronics, they are incorporating feedback from consumers and industry experts to improve their products.

C-Lab alumni startups have experienced tremendous success and growth in recent years. SketchOn Inc. was globally recognized as a startup with enormous potential after it was ranked fourth – the highest a Korean startup has ever achieved – at Slush 2016, the largest startup conference in Europe. In addition, Salted Venture Inc., Innomdle Lab and WELT Inc. far exceeded their targeted funding goals on the global crowdfunding platform, Kickstarter and plan to introduce their products to the market very soon.

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