

GISC 2025

Global ICT Standards Conference 2025

Global Standards Strategy Seminar II

Introduction to TTA's ICT Standardization Support Program for SMEs

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TTA

ICT Standards and Intellectual Property:
AI for All

Standards, The Ultimate Bridge from R&D to Market

✓ Perceived Lack of Support for SME Standardization Activities

▶ Key Barriers to Standardization: Short-Term Revenue Pressure & Resource Scarcity

▶ R&D outcomes often fail to translate into commercialization

* Despite SMEs comprising 97.7% of the ICT industry, their participation in standard development remains low.

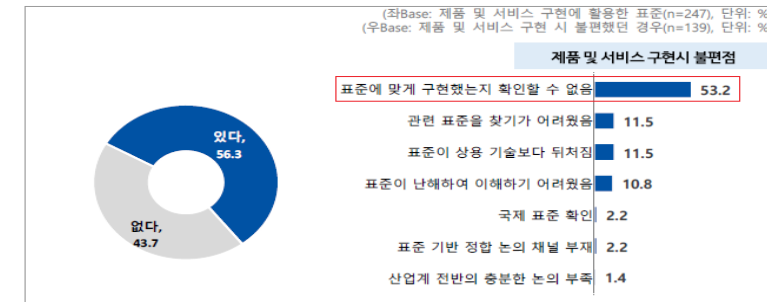


Business Benefits and Effects of Standardization
[출처] BSI, Best Practice, Next Practice

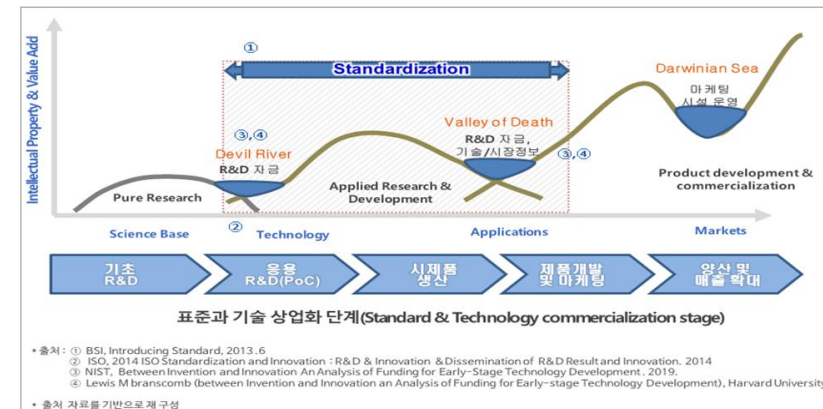
✓ Challenges for SMEs: A Support Gap in Standardization and Market Entry

▶ 56.3% face challenges in implementing the standard into their products

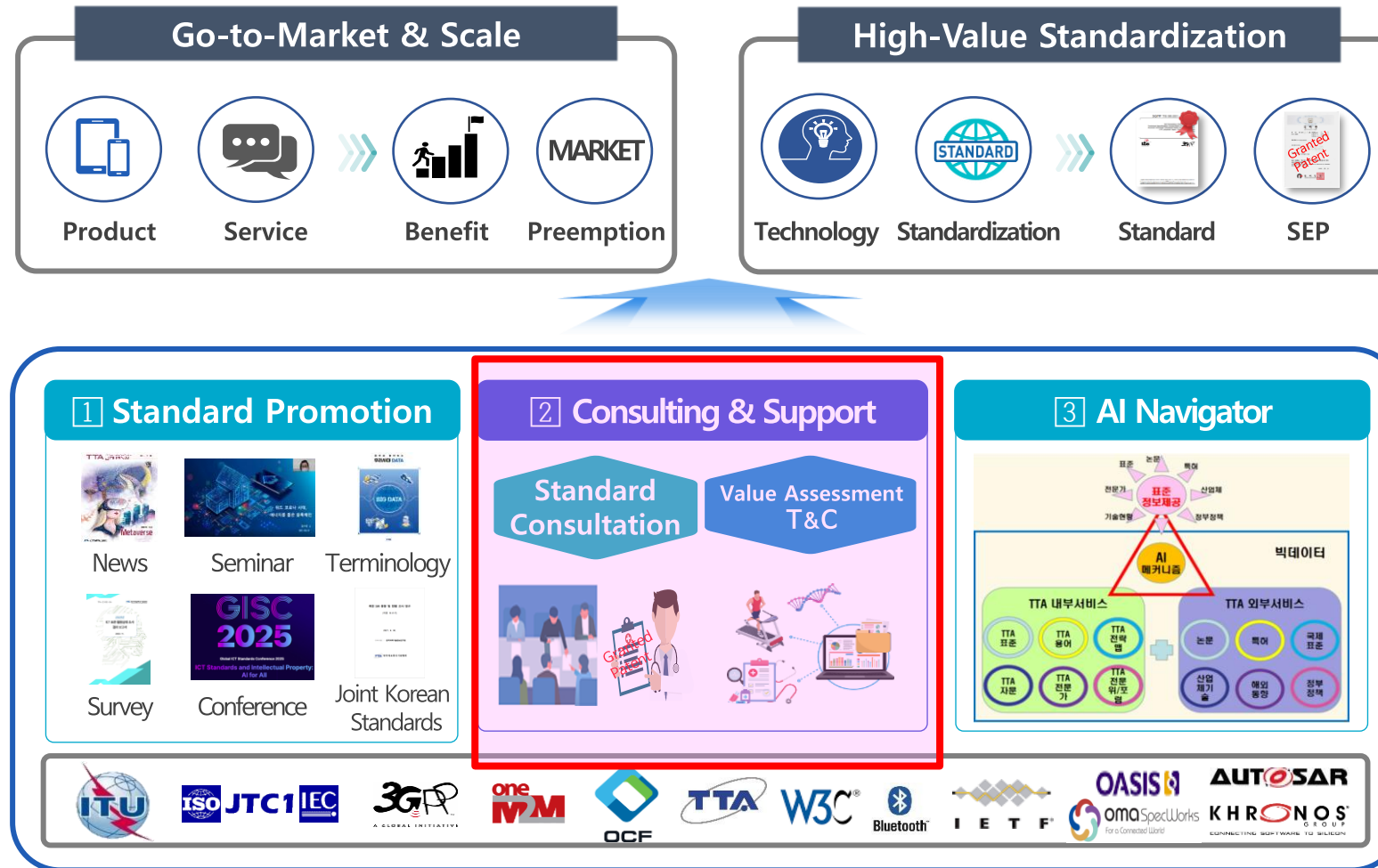
* Uncertainty in Confirming Standard-Compliant Implementation



▶ Insufficient Support for the Commercialization Phase of Private R&D



Enhancing R&D Capabilities and Competitiveness through ICT Standards



I. Standard Consulting Service Overview

Enhancing SME Global Competitiveness through ICT Standards Consulting

consulting.tta.or.kr



Standards experts provide on-site consultations to SMEs to address their challenges in R&D and standardization

Connecting Experts with SMEs

Consulting

- ✓ Technology and Standard Trends
- ✓ Standard Application Technical Advice
- ✓ Product planning
- ✓ Patent consulting



Delivering expert guidance on standardization, specifically designed for varying situations and desired outcomes

1:1 Consulting



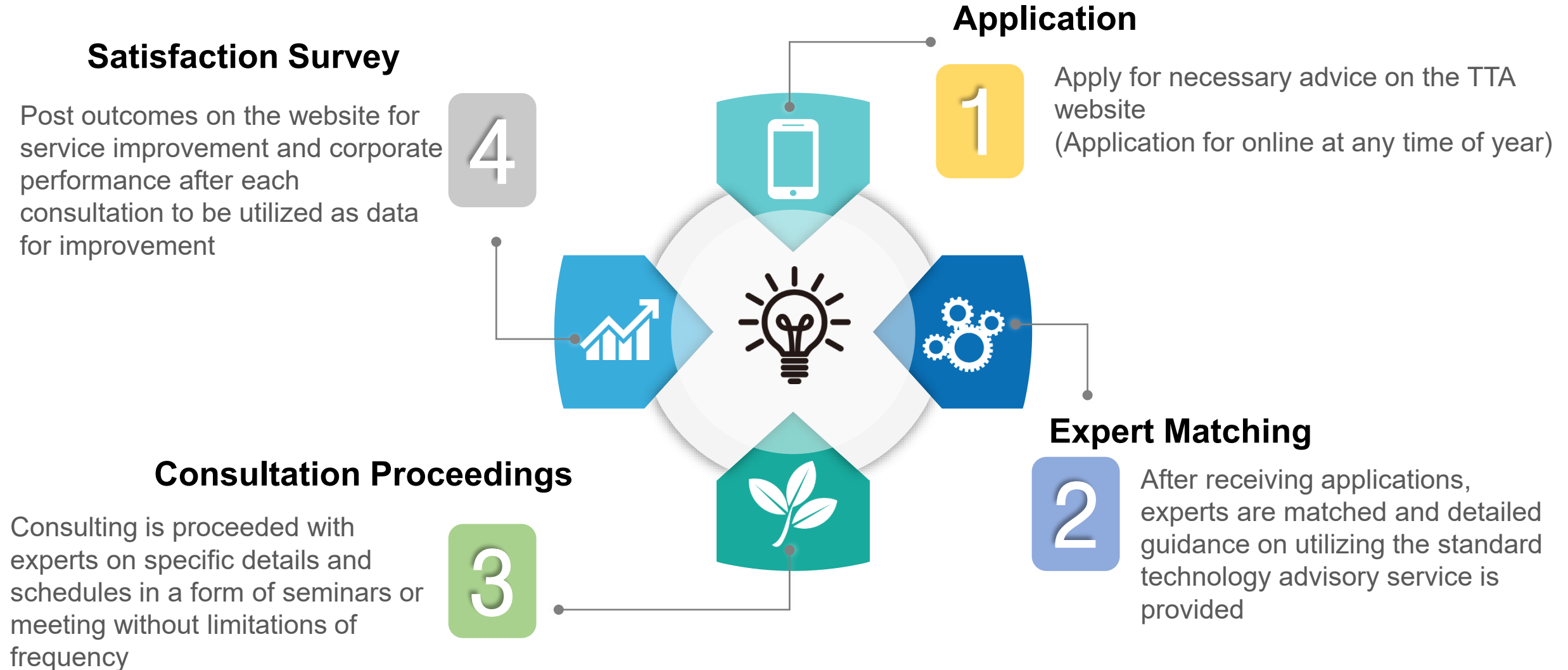
Group Consulting



Seminar



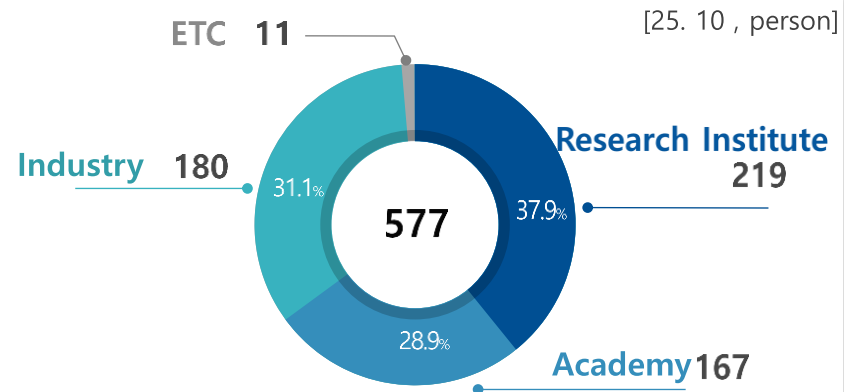
I-1. The Service Procedure



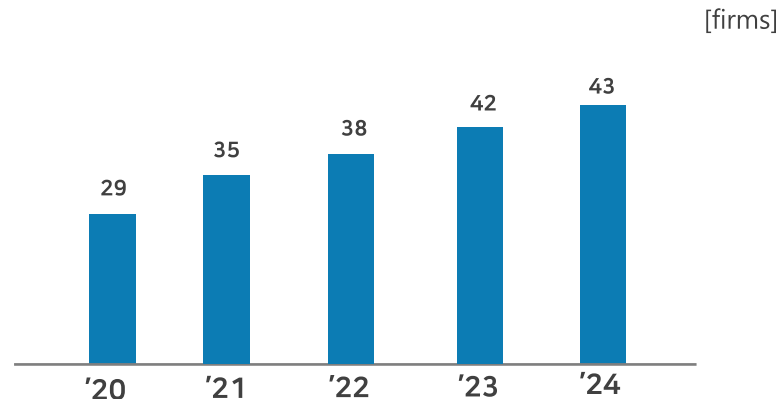
I-2. Status of Standard Consulting Services

Service Status

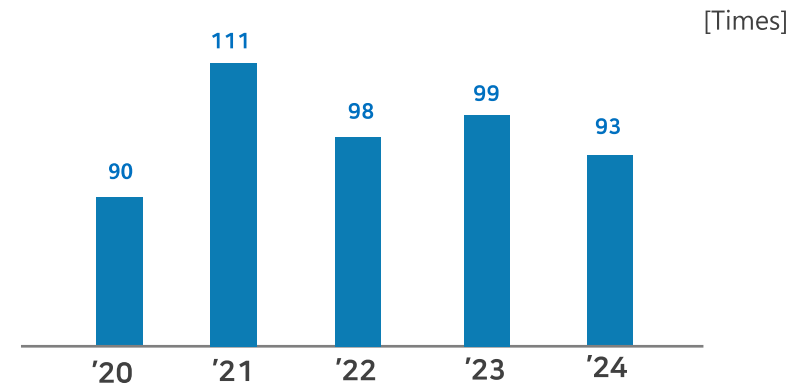
Consulting Expert Pool



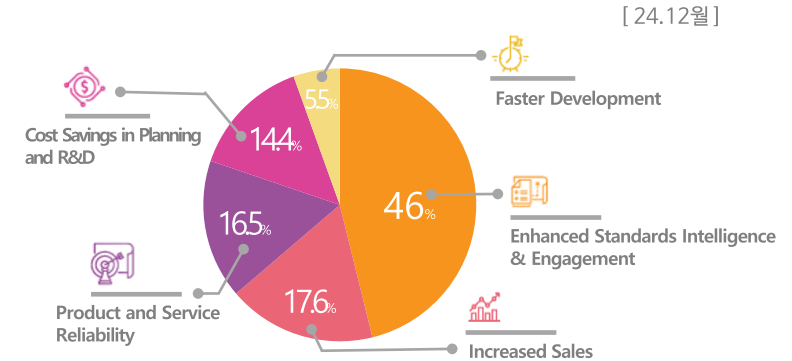
Number of Consulted Firms (187 firms)



Number of Consultations (491 times)



ICT Standards Consulting Satisfaction



II. Financial Support for Standard Technology Valuation

Enhancing Commercialization of Standard Technologies through Valuation

1. **Selection of Candidates** for Standard Technology Valuation and Market Competitiveness Assessment
2. **Conducting 'Standard Technology Valuation'** through Accredited Institutions
3. **Financial Support** for Standard Technology Valuation
4. **Assessment and Consulting** for the Tech-Track IPO Program
5. **Issuance of Financial Guarantees** Based on Appraised Value

	Technology Valuation	Standard Technology Valuation
Technology Aspect	Technology registered as Intellectual Property (IP)	Technology based on a consensus of industry needs
Marketability	Lacks compatibility and interoperability	Ensures compatibility and interoperability
Business	Commercialized by the company holding exclusive rights	Highly implementable and can be commercialized by anyone

**Stage 1
Selection**

Selecting standard technologies with future market potential and high marketability through a dedicated committee.

**Stage 2
Valuation**

Assessing the economic value of the standard through accredited technology valuation institutions

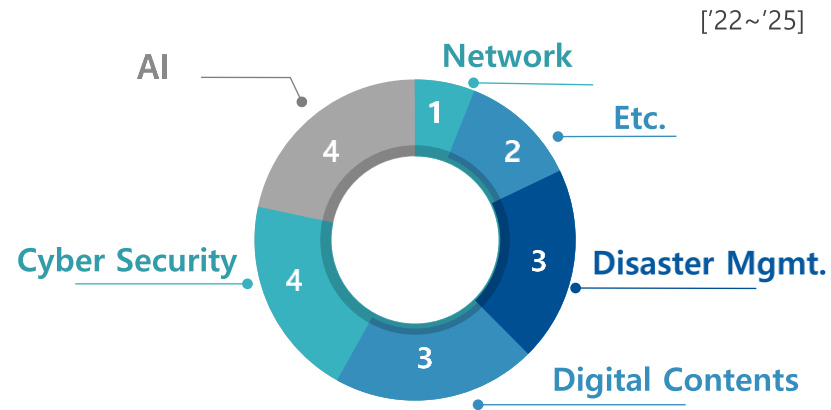
**Stage 3
Results**

Facilitating technology transactions and attracting investment

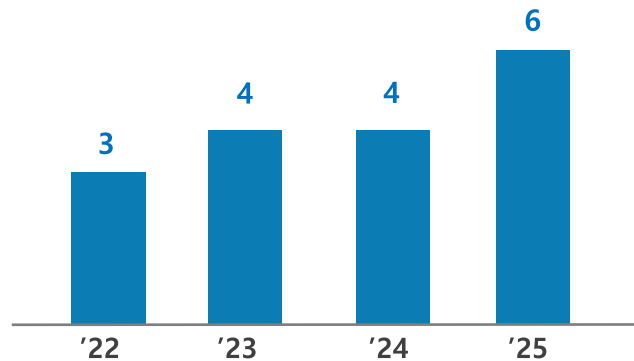
II-1. Status of Standard Technology Valuation

Standard Technology Valuation

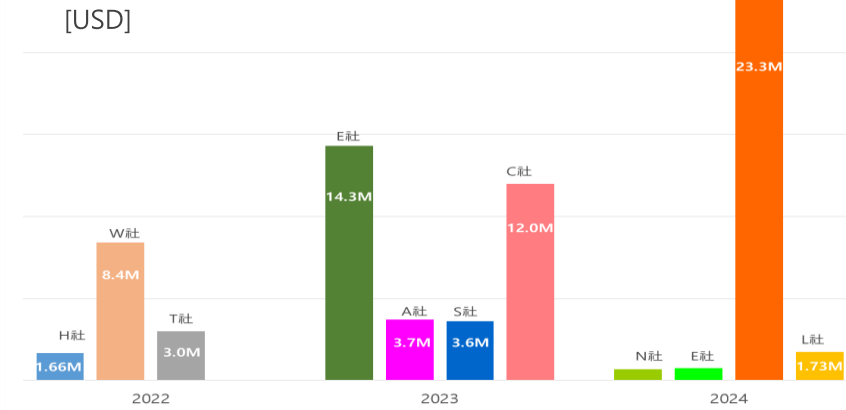
Target Technologies



Number of Supported Companies



Valuation Amount of Standard Technology



III. Testing and Certification Support for ICT Standard-Based Products and Services

- ▶ **Objective:** To promote the adoption of ICT standards by facilitating the market entry of standard-compliant products and services.
- ▶ **Approach:** Providing subsidies for the testing and certification essential for go-to-market.
- ▶ **Scope:** Funding for Testing & Certification costs for standard-based products and services (approx. 3,700 USD per case).
- ▶ **Criteria:** Necessity, Standard Relevance, Technology, Marketability and Expected outcomes etc.



matter



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- Thank you -

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