



MINGU LEE

Evaluator
DISC Type : cds

Board Observer at bemyfriends
Washington DC-Baltimore Area, United States

Overview

Dr. Mingu Lee is the Managing Partner at Cleveland Avenue, where he spearheads the CA Tech Fund, concentrating on disruptive technologies like AI, robotics, and digital experiences. A Ph. D. graduate from George Washington University, he is described by colleagues as a creative deal maker with an extensive network.

One of Mingu's passions is fostering global communities, demonstrated by his founding of XSamsung, an independent alumni network. He frequently organizes events that bring together innovators, investors, and leaders to explore diverse career journeys and discuss emerging technology trends.

Unique fact: Mingu was recognized as one of the "Top 100 Diverse Leaders in Tech" for his significant contributions to the industry.

👉 Personality Overview

Fast But Analytical **Hard To Convince** **Thorough Evaluator**

They have a unique set of diverse traits where they are decisive and methodical but can sometimes be extra cautious and skeptical. They are not very likely to become strong advocates of your product or service. They focus on the results, but can still be quite procedural and analytical about how to get there.

👉 Topics They Care About

AI & Robotics
Leads a venture fund investing in AI and robotics. He serves on the boards of pioneering robotics companies like Bear Robotics and Aigen.

Venture Investing
Actively invests in and advises tech companies. His portfolio includes AI semiconductors, global gaming, EV charging, and next-generation alternative foods.

Building Communities

He is the founder and chair of XSamsung, a global alumni community, and actively organizes networking events and fireside chats in major tech hubs like Silicon Valley and NYC.

Startup Ecosystems

Hosts and participates in events that bring together alumni, investors, and innovators, including startup pitch sessions and panels at major tech conferences like SXSW.

Agentic AI

Recently highlighted the keynote on agentic AI at the Adobe Summit as a particularly thought-provoking session, indicating a keen interest in the future of AI applications.

Leadership Development

Organizes fireside chats and panels focused on candid leadership journeys, career pivots, and industry transitions, showing an interest in professional growth stories.



Media Appearances

Mingu has no verified media appearances

Work History

- 3-2026
Board Observer at bemyfriends
- 2-2026
Board Observer at The Believer Company
- 5-2025
Board Observer at Bear Robotics
- 3-2024
Member of the Board of Directors at NeuReality
- 1-2024 - 5-2025
Member of the Board of Directors at Better Foods

Education

- Ph.D from The George Washington University
- Advanced Management Program from Harvard Business School

More Information

Social Presence :



Prographics :

Exp : **27** Location : **Washington DC-Baltimore Area, United States** Job Level : **Leadership**

Designation : **Board Observer at bemyfriends**

Insights For Selling To Mingu

👉 During A Call Or A Meeting

DO's

- Help them weigh the risks by sharing objective proof points instead of anecdotes and examples
- Help them see both - the 'big picture' impact and the ROI of the investment
- Showcase your competitive superiority clearly when possible or address it at the minimum

DONT's

- Avoid making strong statements, instead invite them to agree with you by asking them questions
- Avoid self-deprecating references or general informality, it could decrease their trust in you
- Avoid too much small talk, just a few formal pleasantries should be fine

👉 When Cold Calling

Insights

Pattern Interrupt: Speaking in a slightly hesitant manner, and seeking their permission at the start through a negation can get you a chance.

Pace: Speak slightly fast, especially if you tend to be calm and confident. Sound like a 'knows their domain' person.

Tone: Keep your tone slightly apprehensive, as if you are a little unsure about calling them.

Tactics To Win: Use of negations, giving full information

Mistakes To Avoid: Use of superlatives, overusing social proof

Making The Ask: Use negations, it is extra effective with them. It gives them a chance to say no, they like doing that.

Subconscious Driver: They believe they know a lot, so it needs to make sense as well as make them curious. They need to think that it is something worth investigation.

Script

Greeting: Hi Mingu, this is [user_fname] at [user_companynamewordstwowords].

Opener: You probably don't want to be on this cold call, would it be a problem if I asked for 30 seconds of your time?

Introduction: My company has leveraged 30+ years of research to build an AI that can predict anyone's personality, behavior and decision-making style before you even spend a minute with them.

Ask: Companies like [abc], [xyz] have been able to move [KPI1] by X% and [KPI2] by Y%. Would it be too much to put 15 minutes on your calendar to share why this could be high ROI for you?

Close: Can I suggest [time1] on [date1]? Or would you prefer any other slots? And [prospect_email] would be the right email ID for you?

👉 When Writing An Email

Subject: To the point, measured

Example: Will this work?', '6.2% revenue impact' etc.

Salutation: No

Example: Skip 'Hi', 'Hey' etc., use only the first name

Greeting: No

Example: Skip usual lines like 'I hope you are doing well'

Emojis/GIFs:

Bullet Points: Could use

Closing Line: Clearly state your ask

Example: Something like 'Can we get on a call tomorrow at 1100 hours and finalize this?'

Complimentary Close: None or standard

Example: Something simple like 'Thanks', 'Regards', or nothing at all.

Tone of Words: Confident, direct

Overall Messaging: Focused on measurable results

Length of Mail: Very Short

Example: Less than 100 words

👉 While Negotiating & Closing

The secret to closing fast with Mingu is

- *ROI matters the most to them, followed by process and finally proof of results*

Will you ever get a clear answer from Mingu

- *They might hesitate a little, but will go ahead and say no when necessary (or asked)*

Insights For Deal Planning

How Fast (Or Slow) Will Mingu Move?

- *They are unlikely to move very fast, especially when it comes to new products or services*

Can Mingu Take Some Risk Or Not?

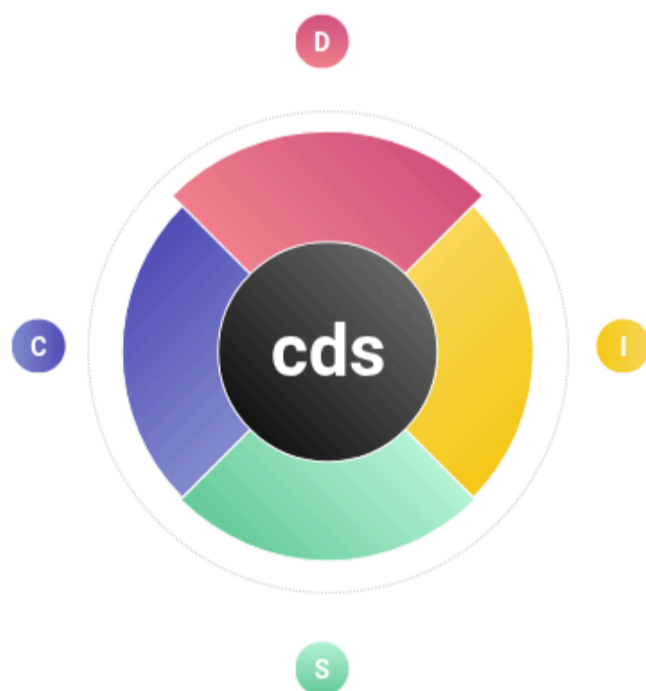
- *They have relatively low risk-appetite and are not very likely to go for something unproven and risky*

You And Mingu

Personality Compatibility

Not enough data to show compatibility comparison

DISC Profile : Mingu's Key Traits



CALCULATIVENESS

Calculativeness(C) reflects the degree to which a person is likely to be cautious, systematic and analytical. Those scoring high tend to emphasise quality and accuracy, enjoy showing off their expertise or challenging assumptions but can sometimes overanalyze things and be overcritical.

DOMINANCE

Dominance(D) reflects how goal and task oriented a person is and her ability to accomplish results, irrespective of how demanding the circumstances might be. Those scoring high tend to be motivated by winning, competition and success and can be described as direct, demanding and strong willed.

STEADINESS

Steadiness(S) reflects the degree to which a person is likely to focus on cooperation, support and taking everyone along. Those scoring high tend to be consistent and calm, are excited about the opportunity to collaborate and partner and could sometimes be indecisive or overly accommodating.