

# KIMUSTUDIO<sup>😊</sup>

KIMUSTUDIO breaks the boundaries of the world through content.

## : Vision

### “Equal opportunity for sharing artistic talent”

Artists with developmental disabilities receive equal opportunities and participate in various projects as professional designers using their talents.



2019  
**Brand Design**  
BREWGUTU  
x KIMU

2020  
**Collaboration**  
KOMSCO  
x KIMU

2020  
**Collaboration**  
FERRERO ROCHER  
x KIMU

2020  
**Collaboration**  
SAMSUNG  
x KIMU

## : Business Model

**KIMUSTUDIO<sup>😊</sup>**

B2B Service  
for ESG Management

1. Trendy ESG Campaign

Collaboration	Exhibition
Branding	Marketing
Goods	Campaign
2. Total Processing Capability
3. More than doubles in size every year

**KIMU BRIDGE**

B2B Service  
for Disability Employment

1. Corporate, disabled, KIMU Win-Win recruitment partnership
2. Stable fixed revenue generation in a clear market
3. Creating an Impact
4. Extensibility for global market

*KimStudio*  
ART.SIGNATURE

B2C Artwork  
Sales Service

1. Product-Market Fit in the Low-End Art Market
  - 10 sales per month – steady sales growth
2. Art Management Business
  - Expanding into a platform business that connects collectors, fans, and artists

## : Solution

### Job Training System



#### Discovering a Talent

1. Meet with developmental disabilities worldwide, in person
2. Research on artistic talents by Disability type (intellectual disability, autism, down syndrome...)



#### Enhancing Skills

1. Job Etiquette Education
2. Enhancing Skills through KIMU's Curriculum
3. Tailoring Job Opportunities to Artistic Traits



#### Becoming a Designer

1. Growing into a professional designer.
2. Collaborating with non-disabled designer.

### Work Collaboration System



Designer Kim



Designer Jeong



Designer Kwon



Designer Seo



Designer Song



Designer Lee

Art  
Directing



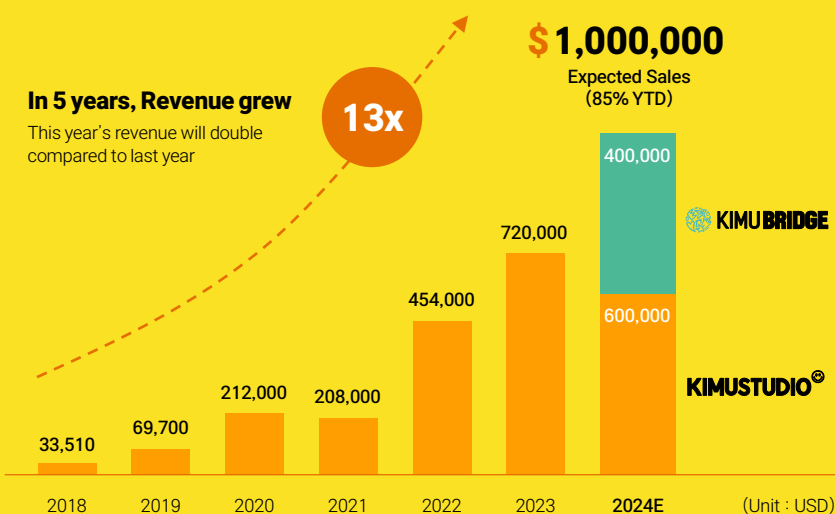
Kimu  
Bank



## : Business Status

### In 5 years, Revenue grew

This year's revenue will double compared to last year



## : Team



### Jangwon Nam \_CEO

- Kookmin Univ. Bachelor in Ceramics
- Social Campaign Creative Director
- Former CEO of design agency Goodis
- 10 years of design education for people with developmental disabilities



### Jinju Park \_COO

- Dankook Univ. Bachelor in Creative Writing
- Former Head of the Child Abuse Prevention Campaign of the Ministry of Health and Welfare
- Former CEO of Marketing Agency J&Communications
- Awarded the 2021 Presidential Cup Entrepreneurship Competition

Creative Lab

Creative Design

Marketing  
& Content

Bridge

Education

## Briphy's Mission



**Quality is no longer a subjective factor with Briphy**

## Competitive Edge

1.



### EXCLUSIVE PARTNERSHIP:

Briphy is the exclusive partner of Gushcloud, SEA's largest influencer marketing agency.

2.



### NETWORK / INFRASTRUCTURE:

Top entertainment/production/offline infrastructure network

3.



### GLOBAL TEAM:

Experts from US, SEA, and Korea

## Global Business Solution

BUSINESS FOR BRANDS & PROMOTERS

For Brands

Brand Ambassadorship

Celebrity Booking

Video Production

Photography

Content Marketing

Sponsored Event

For Promoters

Concert

Festival

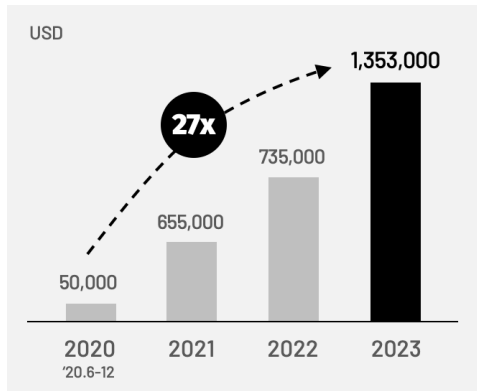
Fan Meeting

Sponsored Event

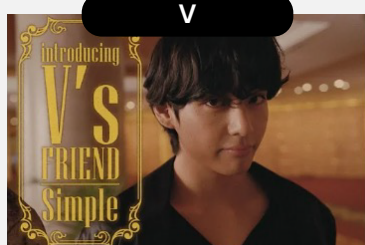
Sponsorship Arrangement

## Performance

### REVENUE STREAM



### PORTFOLIO



### SEA CLIENT LIST



## Team



### Andrew Shin Co-founder & CEO

Studied at Northwetsern Univ. Former associate of APAC Investors and SeAH Steel Holdings, a conglomerate in Korea



### Kevin Seo Co-founder & COO

Former PD from TvN, a major broadcasting station in Korea



### TK Kang CBO

Studied at Indiana Bloomingtonm. Led Goodoc, a healthcare platform, to go public through an IPO as CBO



### Hugh Han CTO

Directed Samsung project for past 10 years in a major SI company in Korea

### Carl Chung PM

Former COO of Wattsign, electronic signature SaaS service

### Matt Chung PM

Former director of Motz, a major offline agency in Korea

### Daniel Ka PM

Studied and worked in Singapore as a former associate of a K-pop offline agency's Singapore office



# Your Playlist, Your Asset

## Mission

### Building a global community of independent artists and music enthusiasts

Production Gogoom began with the goal of bridging the gap between various music genres and the public.

Expanding its reach to include music distribution(SOUND PRESS) and entertainment, striving to contribute to the diversity of Korean popular music and the global success of artists across different genres.

With the increasing purchasing power and loyalty of K-POP fans abroad, we plan to launch SOUND POUCH, an investment platform for sound recording rights that enables fans to support their favorite idols/artists and receive returns, with our initial target being the Asian market.

## Competitive Edge



### Freedom in Global Music Investments

SOUND POUCH offers a service where international investors can freely invest in Sound Recording Rights worldwide.



### Direct Contracts and Simplified Settlements

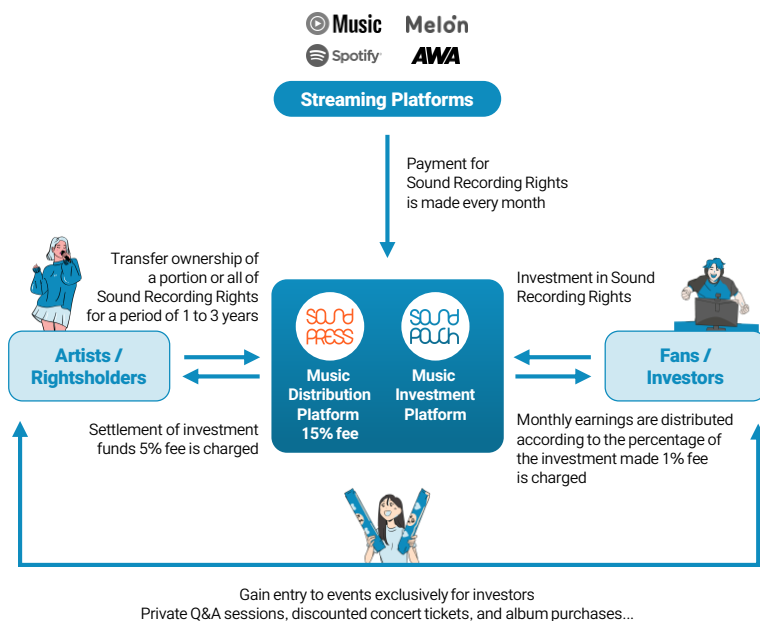
Through direct agreements with platforms like Melon and Genie, we efficiently handle royalty payments, eliminating unnecessary processes and duplicate fees to provide predictable monthly earnings.



### Short-Term Music Investments

Reflecting current trends favoring short-term liquidity investments, SOUND POUCH introduces a different form of music investment compared to traditional long-term strategies.

## Business Model



### Go beyond the limitations of the Composition Rights Investment BM

#### Higher Returns

SOUND POUCH distributes profits from high-yield **Sound Recording Rights** of music copyrights, yielding over **four times the income of Composition Rights**.

#### Boundless

Investment in **Sound Recording Rights** is **independent** of copyright associations, thus not bound by their regulations.

**Easily invest in global music Sound Recording rights through SOUND POUCH.**

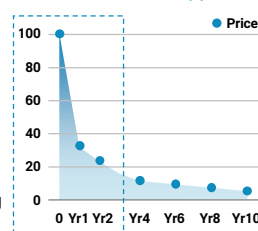
Currently holds **7,000 music assets**.

#### Initial Investment

The existing **Composition Rights investment market** focuses on music that have already been released, typically **trading at a point where profits decline after reaching their peak**.

SOUND POUCH offers the opportunity for **early investment in the potential of upcoming new music releases**.

Graph displaying album's virtual revenue by year



#### Direct

**Direct operation of content distribution and exchange** eliminates unnecessary processes and fees through direct contracts with service providers.

#### Global

**K-pop fans worldwide can freely invest:** global Hallyu fans total **178 million**, including Japan where donation culture is natural in fan communities.

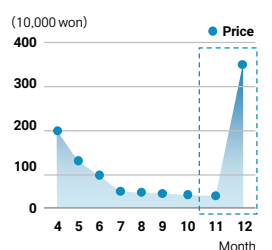
A creative economy ecosystem where global musicians and fans can circulate through "**profitable donation-based music investment products**."

#### Marketing

**Cross-business synergy effects**

Production Gogoom provides music promotion and marketing that helps increase investment returns.

Marketing in progress



## Performance

### Sales

KRW

2021 254,329,478

2022 510,408,044

2023 1,145,759,758

### Fundrasing

KRW

110,611,040

2020

75,788,400

2021

130,719,800

2023

## Team

### Jonghun Jo / CEO

- Korea National University of Arts - Korean Traditional Arts'  
- The Academy of Korean Studies - Musicology  
- Judging panel member for the Edaily Culture Awards from 2020 onwards

### Dongwon Cho / Branch CEO (Tokyo)

Intelligence Asia Inc

### Changyub Han / CTO

### Suji Koo / COO

Sangmyung University Department of Music/Education

### Yuna Seo / Planning

Western Sydney University - Bachelor of Arts

### Ryunkoo Koh / Artist Management

Yonsei University - Social Physical Education

### Hadong Pyo / Operation

Sun Moon University - Japanese Studies

### Hyejin Ahn / Marketing

Hanyang University - Chinese Studies

### Seulbi Gu / Finance

Dong-Eui University - Intl. Tourism Management



# REALWORLD!

No.1 Experiential content platform that brings people together and make them protagonists of the story

! Mission & Vision

Mission

We offer players unique experiences, give creators the chance to turn imagination into reality, and create a new world that connects them.



Uniquegood

Vision

No.1 Playable Content Platform  
We make people connect, thrive, and overflow!

! Competitive Edge

Innovative Immersive Interactive storytelling with mobile solutions, providing user-driven experiences and shared environments. Providing more than 21 types of rich interactive immersive technologies such as AR, NFC, BGM, Phone-calling to achieve a stronger sense of immersion

Unique authoring solution 'Realworld Studio' to create playable content and creator's community: anyone creates content visually like assembling Lego blocks and sell instantly and we have already 7,000+ Creators and 10,000+ content

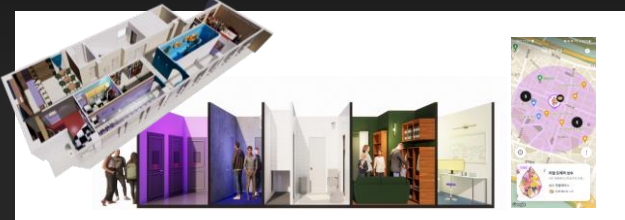


Performance to attract 150,000 visitors to a 300-square-meter space. and six times more profit revenue model generating compared to conventional space methods. We have world Guinness-book records about scavenger-hunting

Quite strong content structure to expand business model into various fields such as movies, travel, games, and marketing and real estate using playable content

! Business Model

As-Is



- Flagship space model attracts 150,000 visitors annually
- Selling IP to partners seeking to draw in crowds
- Large scale outdoor tourism solution (world-Guinness record)
- Experiential marketing solution business

To-Be

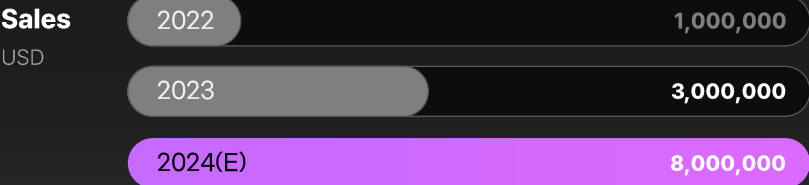
Transforming over 10,000+ traditional board game cafes, karaoke rooms, escape rooms worldwide into real-world experiences by M&A and franchising

Creating next-generation theme park spaces with over 3,300 square meters of playable content areas

Aim to create a 1 trillion won market by distributing content created by creators through real-world spaces worldwide

The leading name in the theme park market without rides and go public through an IPO

! Performance



Fundraising KRW



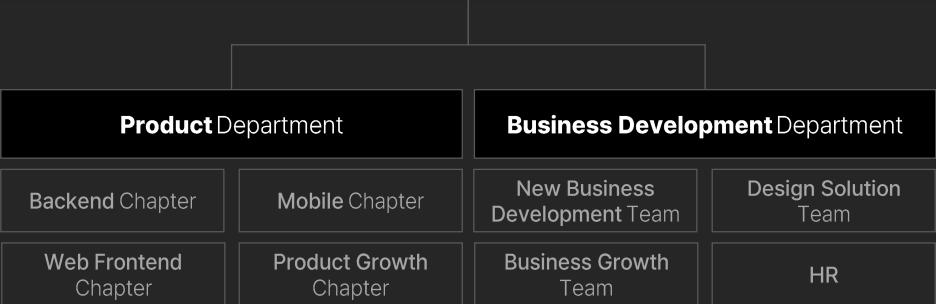
! Team

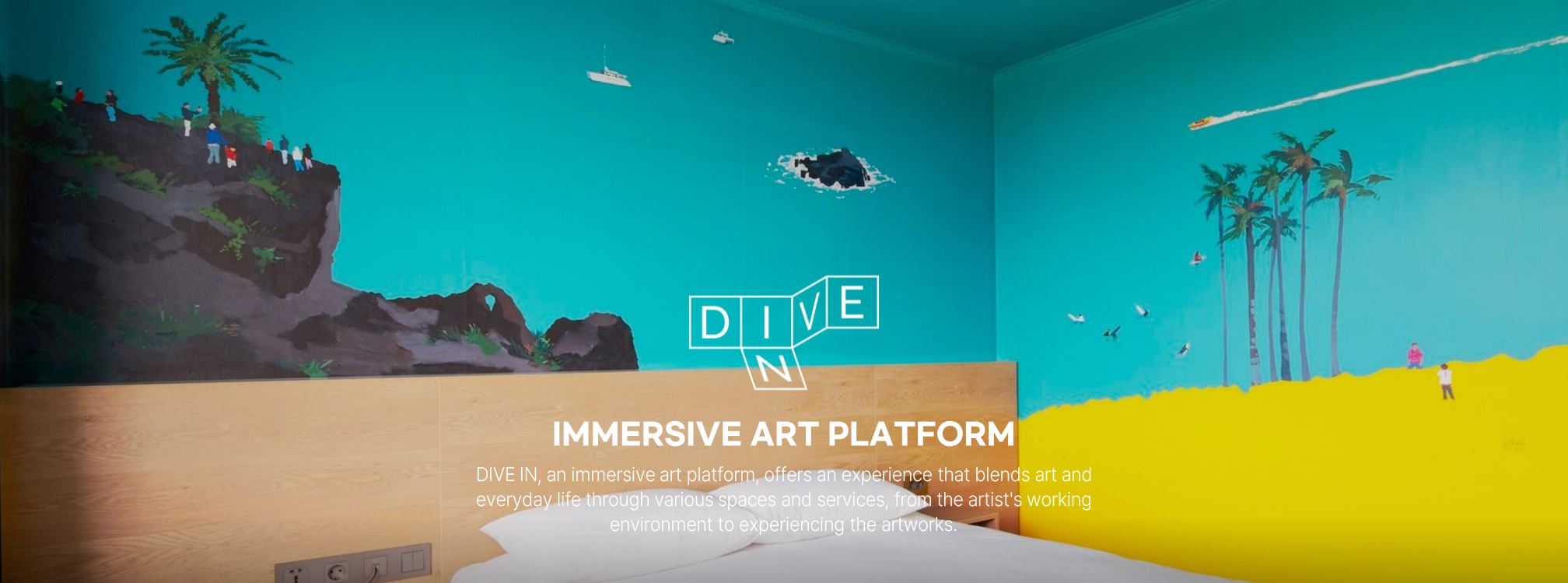


Inhyuk Song  
CEO / Platform Strategy  
M.S. in Computer Science, KAIST  
SW Dept. at Samsung Electronics



Eun-young Lee  
CEO / Business Growth  
Business Administration at HUFS  
HR Manager at Shinsegae E-Mart





DIVE

## IMMERSIVE ART PLATFORM

DIVE IN, an immersive art platform, offers an experience that blends art and everyday life through various spaces and services, from the artist's working environment to experiencing the artworks.

Promoting the **value of artists,**

Mission  
DIVE

Proposing an **artistic life** that inspires contemporaries.

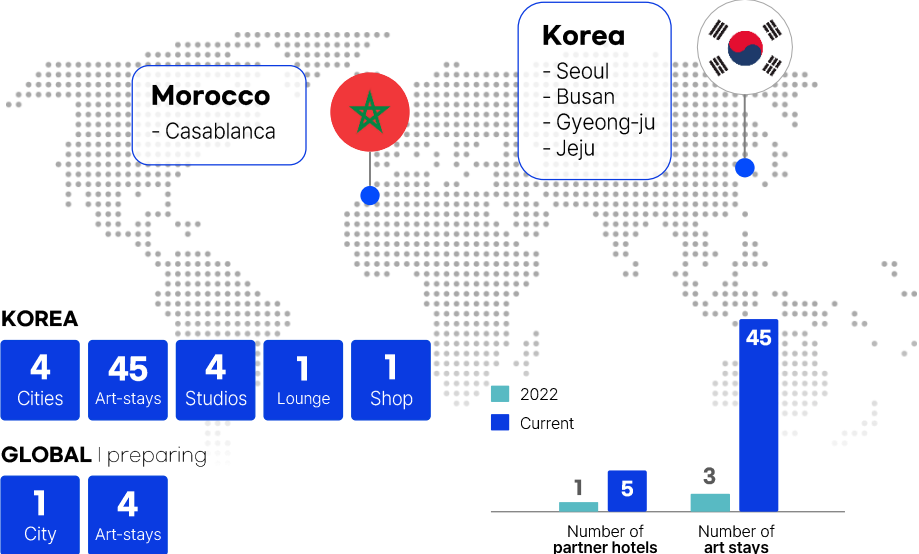
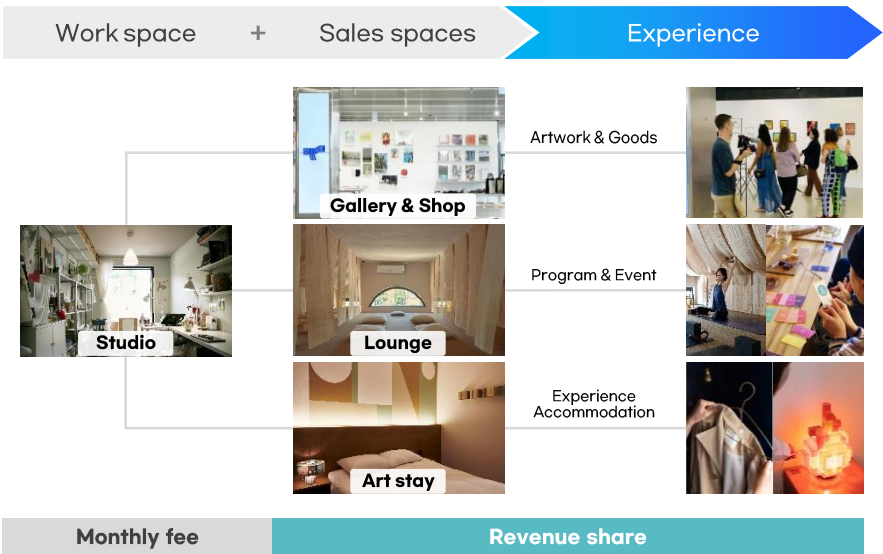
### Competitive Edge

- 1 Dive-in transforms hotel rooms into art-filled spaces in collaboration with artists.
- 2 Dive-in supports artists in creating, exhibiting, and selling their artworks.
- 3 Diverse partnerships with hotel, artist, brand, art foundation, ...
- 4 Curating trend contents & Customize to fit the space

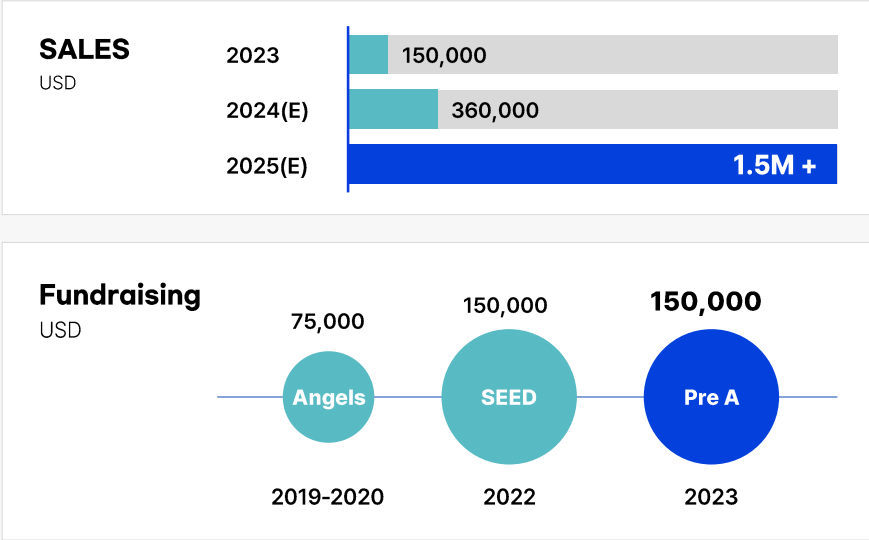
### Spaces as a Service

Provides spaces and services from studios to modules where can experience and purchase artworks.

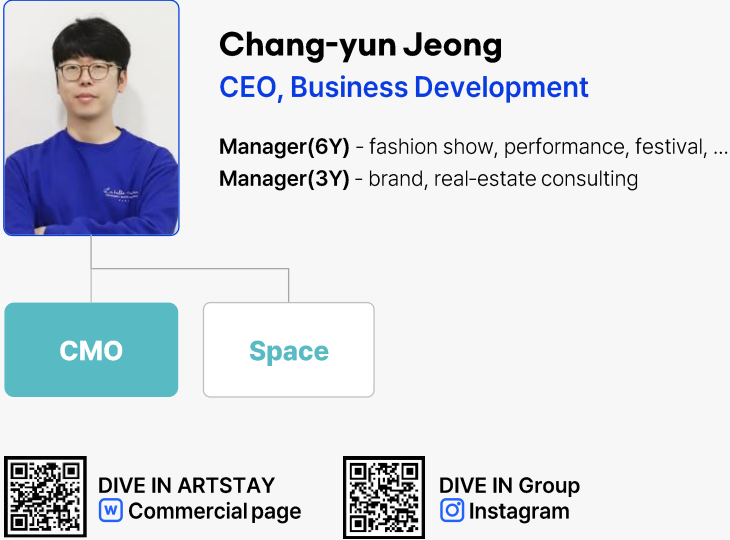
Main partner categories(real-estate) : Hotel



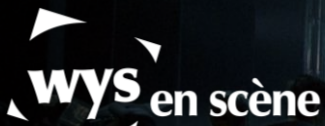
### Performance



### Team







## What. You. See. On. Stage:

/noun/ a collective that captures the emotions, the music, and inspiration of the stage and invites others to take part in the ever-changing future of the performing arts.

## Work Area



### Digital Production Service

Premium quality production service that transforms stage productions such as musicals and concerts by utilizing cinema storytelling techniques.



### Global Distribution Service

Cinema and VOD distribution of K-performance content on a global scale. Domestic distribution of popular overseas performance content.



### Performance Content OTT

An OTT platform that is a collection of popular international performance content as well as a wide variety of theme-related documentaries and masterclass series.



### Performance IP OSMU Biz

Development of new revenue streams based on performance IP content, with license deals occurring both domestically and internationally.

## Competitive Edge

### Cinema Post-Production Workflow

Collaboration with studio film crews and the implementation of ACES used by Hollywood studios and Netflix

### Global Distribution Network

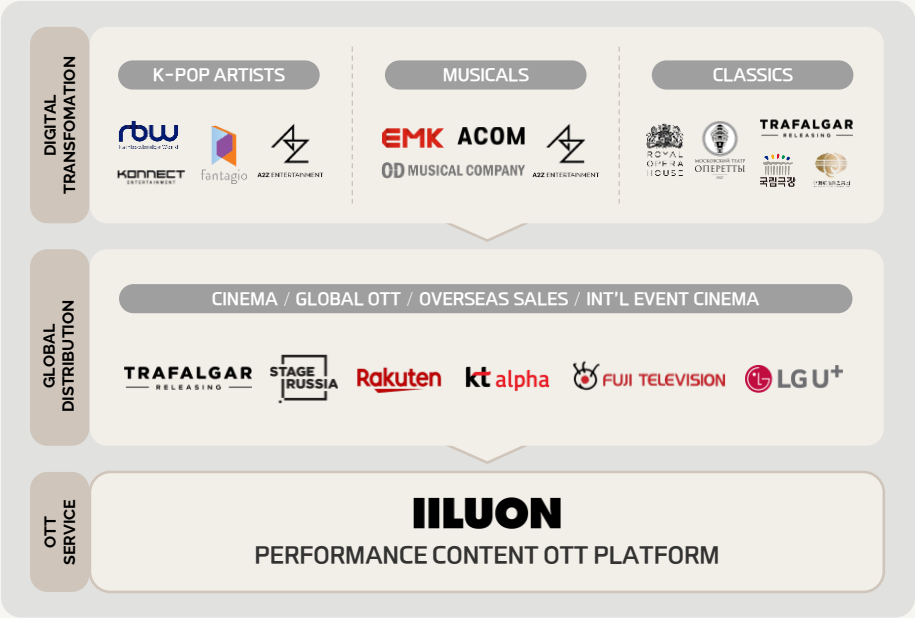
Sales in over 80 countries through a network of partner distributors with an expertise in performance content

### OTT Platform "ILLUON"

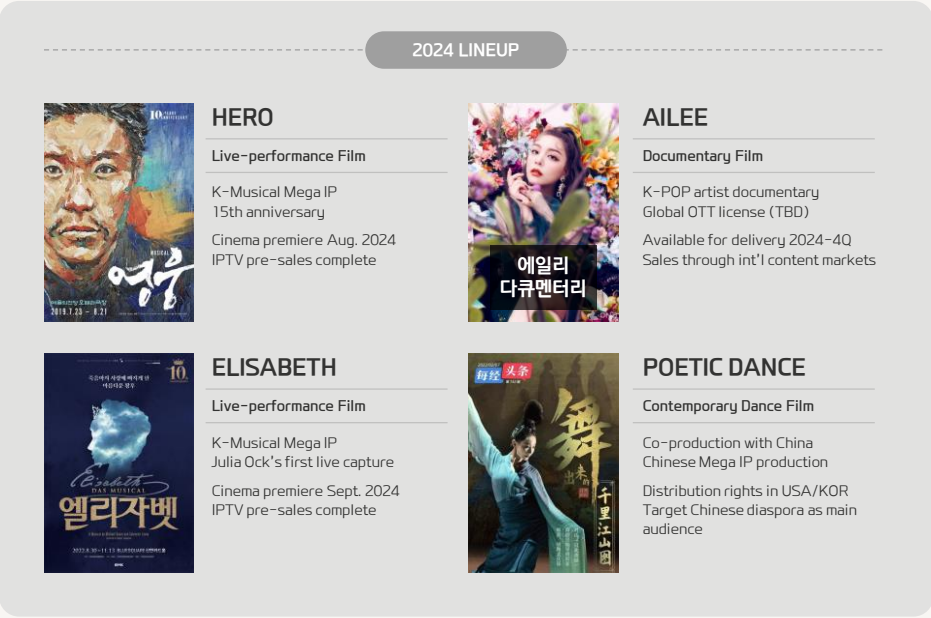
Sustainable revenue stream through "ILLUON," a performance content platform developed in collaboration with OnDemand Korea

## Business & Digital Transformation of Performance IP

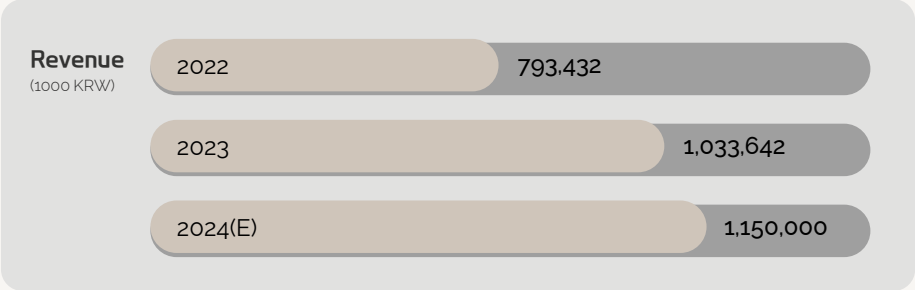
## Business Model



## Product



## Performance



## Team

