

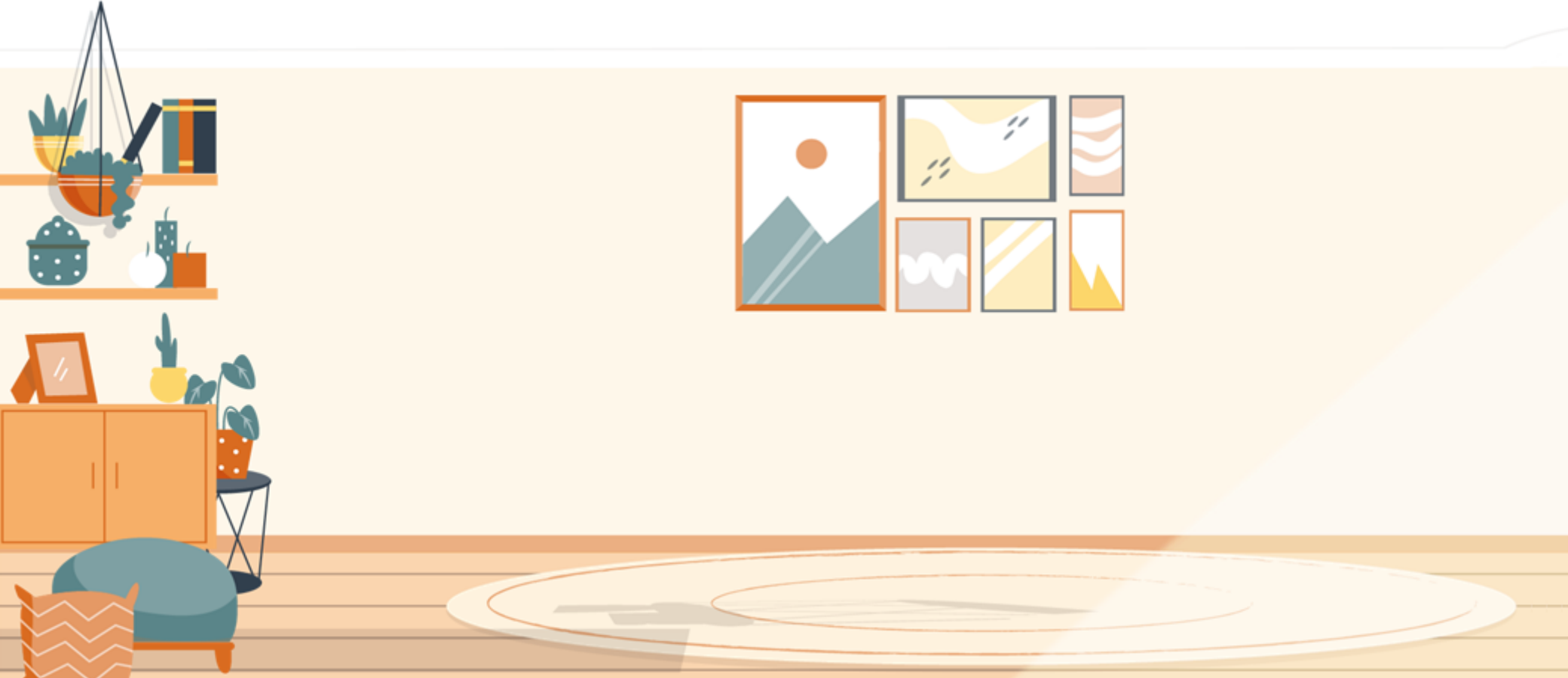
# BALLET CONTENTS

With Mom together Ballet at home

Creative Ballet SOYES



CREATIVE BALLET SOYES



### Creative Ballet SOYES Program

- Soyas Ballet is based on Laban movement analysis , Verbal communication, Creative Ballet 'SOYES' Program.
- Providing level programs according to children ages.
- Watch the monitor at home and train for motion base on the app
- To train for development of creativity, attention, emotional stability and cognitive ability with Ballet

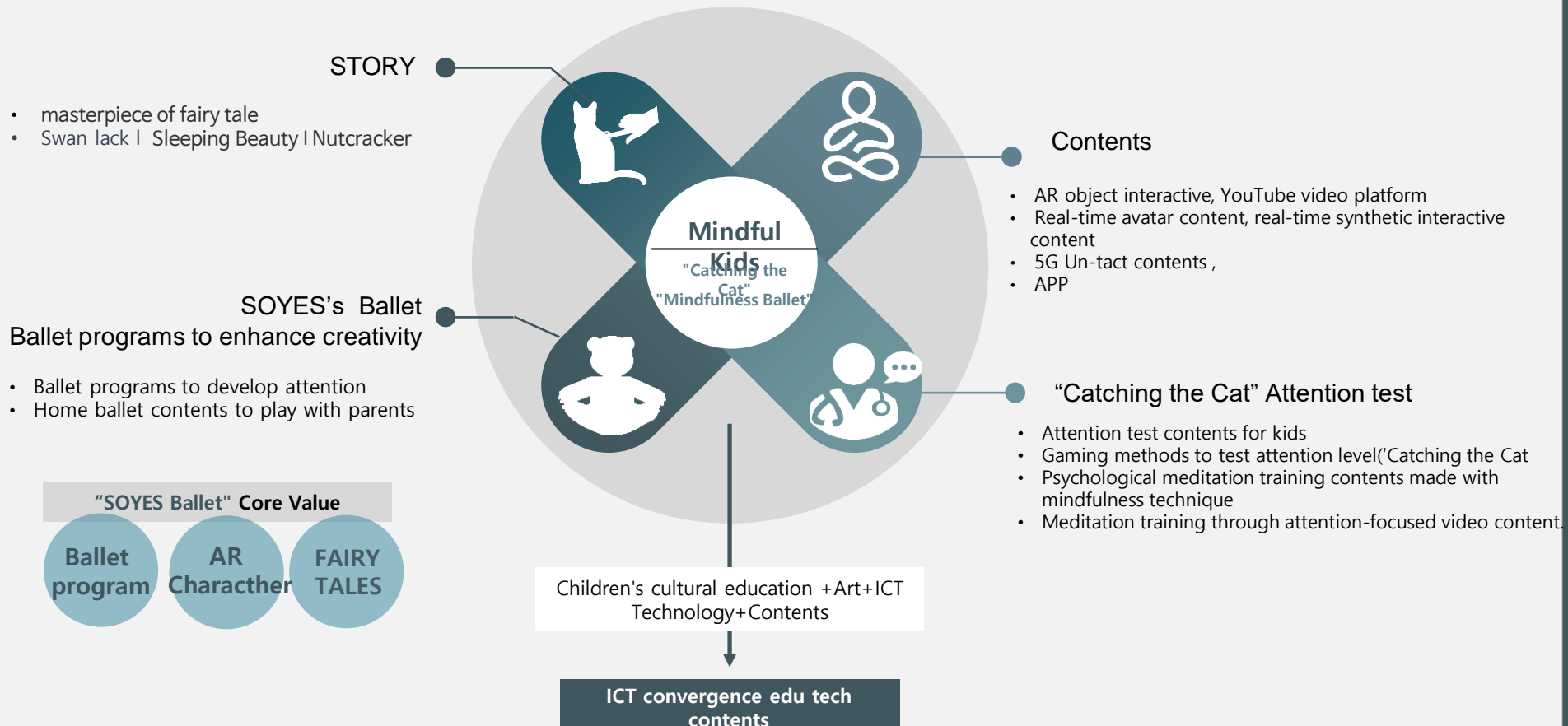
# Backgrounds of SOYES Company

Innovative paradigm in psychological development for Children

“

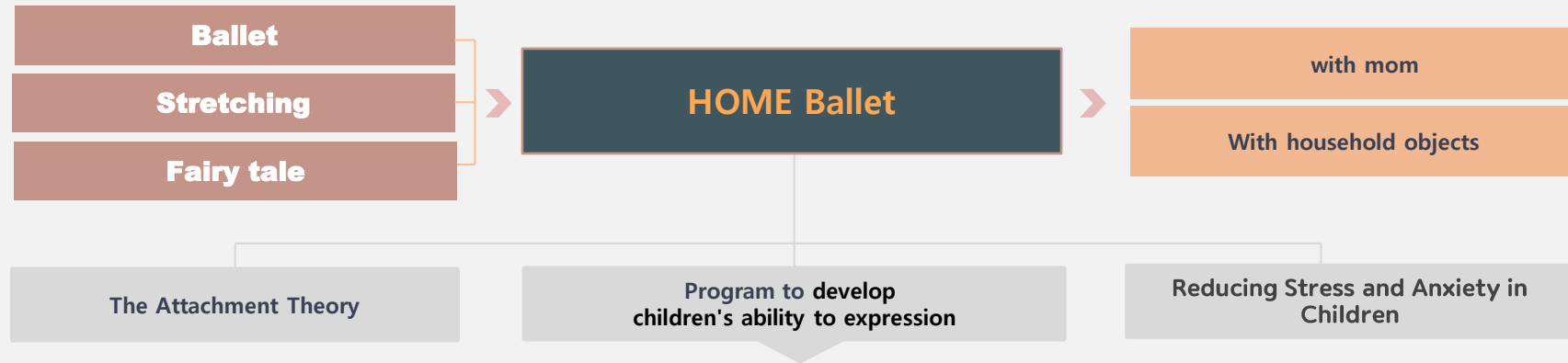
Activities to ballet with mom to increase creativity  
**ICT based NEW Edu-Tech contents**

”



# What is Creative Ballet SOYES ?

Our services are providing the child's body activity programs by using the applications



Untact comunity, you can enjoy the ballet dance & home training at home with your kids

Offering 'Playing' Programs which is streching by using ballet movement listening music with your kids at home.

Focusing on the requesting continuous services by causing interest on the class by playing with mother.



## Market target

- ✓ Mothers thinking about how to spend time with their children.
- ✓ Parents in an environment where they should refrain from going out.
- ✓ Parents who how to play at home with their children.



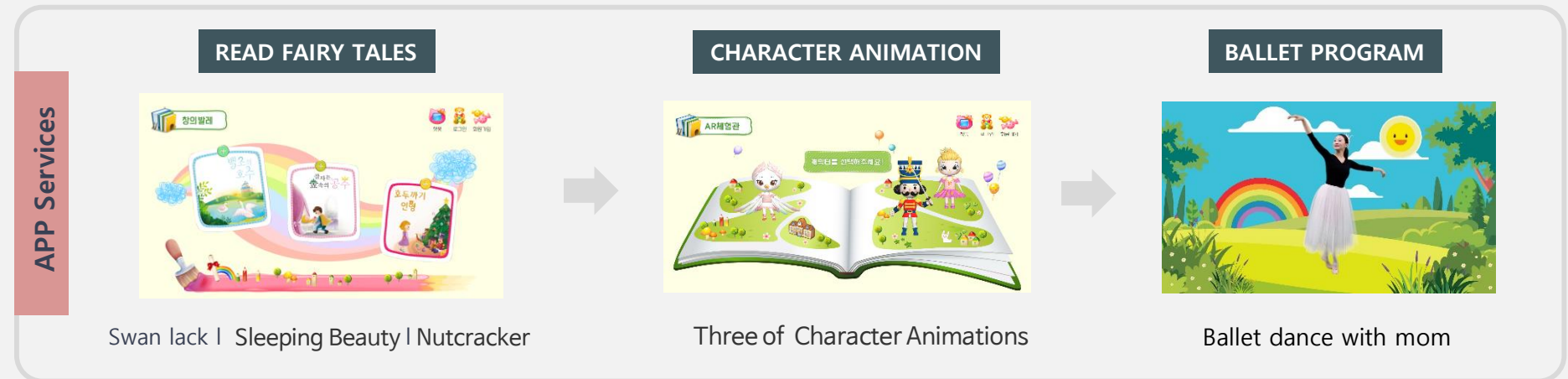
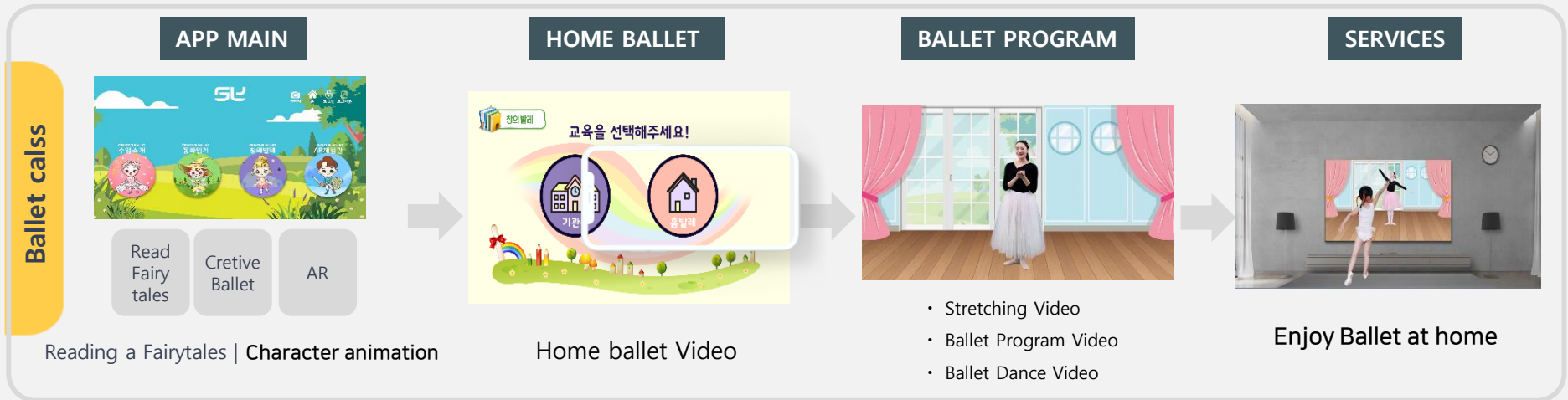
## Expectation effectiveness

- ✓ To develop children's ability to think
- ✓ Reducing Stress and Anxiety in Children
- ✓ promote growth and development
- ✓ Building a trustworthy attachment to your mother.
- ✓ Curiosity Improvement Program

# GET NOW 'CRETIVE BALLET SOYES' APP

## ✓ How to Practice Home Ballet ?

You can do SOYES Ballet App with your mom at home through APP videos, and if you have an APP overseas, you can follow it



# WHAT A HOME BALLET PROGRAM?

The contents of ballet & home training game that mothers and children can enjoy together at home.

## ✓ Program Introduction

- A program that leads children to be active by doing and learning ballet(Do & Learn)
- A program that can release stress and improve body movement through playing at home.
- A ballet program that provides natural interacting with mom
- A program that provides an opportunity for moms to comfortably play with kids
- A ballet program that enhance child's physical and mental ability while induce kids responses by playing

### BALLET PROGRAM

#### Step 1 STRETCHING

- |   |                          |
|---|--------------------------|
| 1 | Growth exercise for kids |
| 2 | Side&up Train Stretching |

#### Step 2 DANCE

- |   |                                  |
|---|----------------------------------|
| 3 | Rock-paper-scissors Ballet dance |
| 4 | Cleaning Ballet dance            |
| 5 | Rollpaly Ballet dance            |
| 6 | Alphabet Ballet dance            |

#### Step 3 BALLET

- |    |                      |
|----|----------------------|
| 7  | Home training Ballet |
| 8  | Superman Ballet      |
| 9  | Jump-Jump Ballet     |
| 10 | Heart Ballet         |



## Business Model

- Goal of the public education market, such as children's psychology centers, children's hospitals, kindergartens, elementary schools, etc.
- Entry into overseas markets through MOU and Google Play in China
- Korea's first attention-checking functional content
- Effective functional content with both interesting elements and psychological functionality of art

# Business Model



## Ballet video production

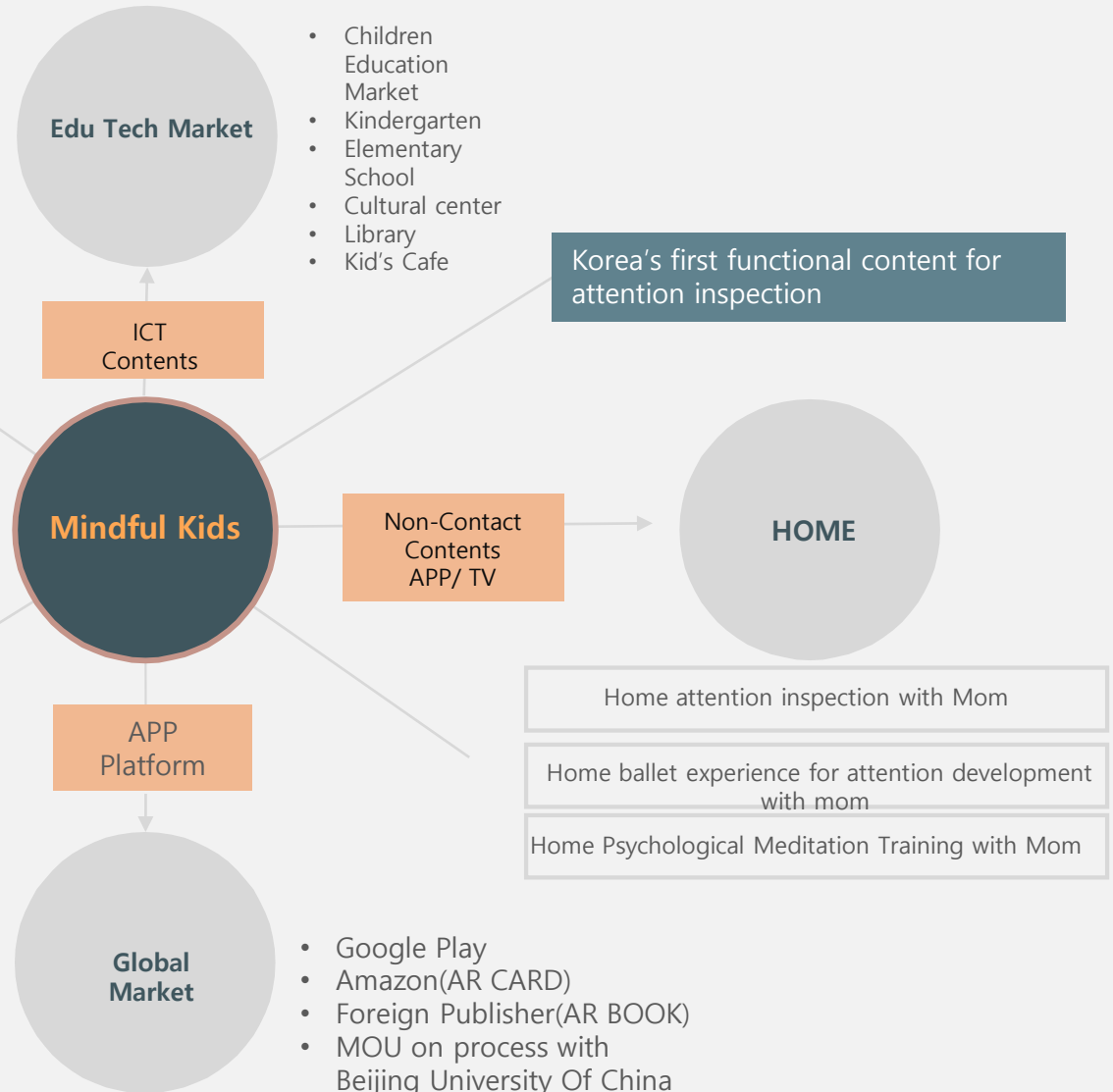
5G based media lab studio platform



Ballet game at home using App platform



Studio based national 5G education service





# Competitiveness (Top Expert Engagement )

"SoYES" and "Saram gwa Saram" - Joint research and development of attention examination and attention development programs by signing MOU in July 2020



## Psychological Counseling Institute Saram gwa Saram(people with people)

Research and development of Attention test /Counseling service

### Warden: kim Ki Hwan

- Ph.D. in Psychology, Seoul National University
- (Currently) Professor, Department of Counseling Psychology, Seoul Digital University
- Written: separate anxiety disorder, etc.

### Researcher: Park Sun Yeong

- Ph.D. in Psychology, Seoul National University
- (Currently) Professor, Department of Counseling Psychology, Cha Medical University and Graduate School of Clinical Counseling Psychology
- Written: 8 years old Psychology etc.

### Researcher: Park Se Ran

- Ph.D. in Psychology, Seoul National University
- (Currently) Professor, Department of Counseling Psychology, Seoul Digital University
- Written : Dialectical psychotherapy etc.

### Researcher: Jeong Ji Hyun

- Ph.D. in Psychology, Seoul National University
- (현)서울불교대학원대학교 상담심리학과 교수 등
- 저서: 조금 다른 내 아이 특별하게 키우기 등



## Creative Ballet SOYES Institute

Research and development of mindfulness ballet program

### Warden: Baek Hyang Eun

- Sungkyunkwan University Dance Studies Ph.
- (Currently)CEO of Creative Ballet SOYES

### Researcher: Lee Young Eun

- Dance Doctoral Program in Sungkyunkwan University
- (Currently)Director of Creative Ballet SOYES

### Researcher: Hong Sang Eun

- Dance Doctoral Program in Sungkyunkwan University
- (Currently) Yangsan Children's Sports Culture Director

### Researcher: Ha Ji Ahn

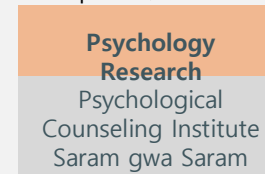
- Graduated from the Department of Dance, Kyung Hee University
- (Currently)Team leader of Creative Ballet SOYES



MOU Signing pledge ceremony



Joint research and development



### Attention test measurement study

Attention test measurement research and development  
Attention test content development

### Attention Development Ballet Program

Attention development ballet program development  
Mindfulness Ballet

### Psychological Counseling Solution

Counseling Q&A  
Online consultation solution

# Competitiveness (Patents and Papers)

Development of Korea's first APP-based attention test content as a core content of Mindful Kids' competitiveness

## ✓ 2020. Two cases of Patent registration

- Number 10-2186607
- Number 10-2196275
- Ballet performance system and method through augmented reality
- Ballet-related content program and provision method and device for improving creativity

## ✓ 2019. 05 Applied two patents

- Application number 10-2019-0060203
- Application number 10-2020-0077115
- Creative ballet class system and method using project mapping
- Ballet-related content program and storage units keeping the data

## 2019. 05 Paper presentation

- ✓ - Gunsan Winter Conference
- Convergence and mutual development of academics, 'Kindergardners Creative Ballet Program Model Design' announced
- Registered "Designing of Ballet Movement Program for Children's Creativity Improvement" in the research section of education-based convergence multimedia thesis for arts, humanities and society

## ✓ Copyright status

- Copyright registration of 6 types of Characters and 12 songs



# 2021- Mindful Kids

Edu- Tech contents for children containing art, education, and psychology



- ✔ **Artistic, educational, psychological Technology-Convergence and Integration Contents**
  - Convergence functional contents with both artistic interest-inducing elements and psychological functionality
  - Attention test for Children with counselling & psychic consultant solution platform
  - Art education ballet contents developed with various ICT technologies for children's attention enhancement programs

# 2021- Project Mindful Kids

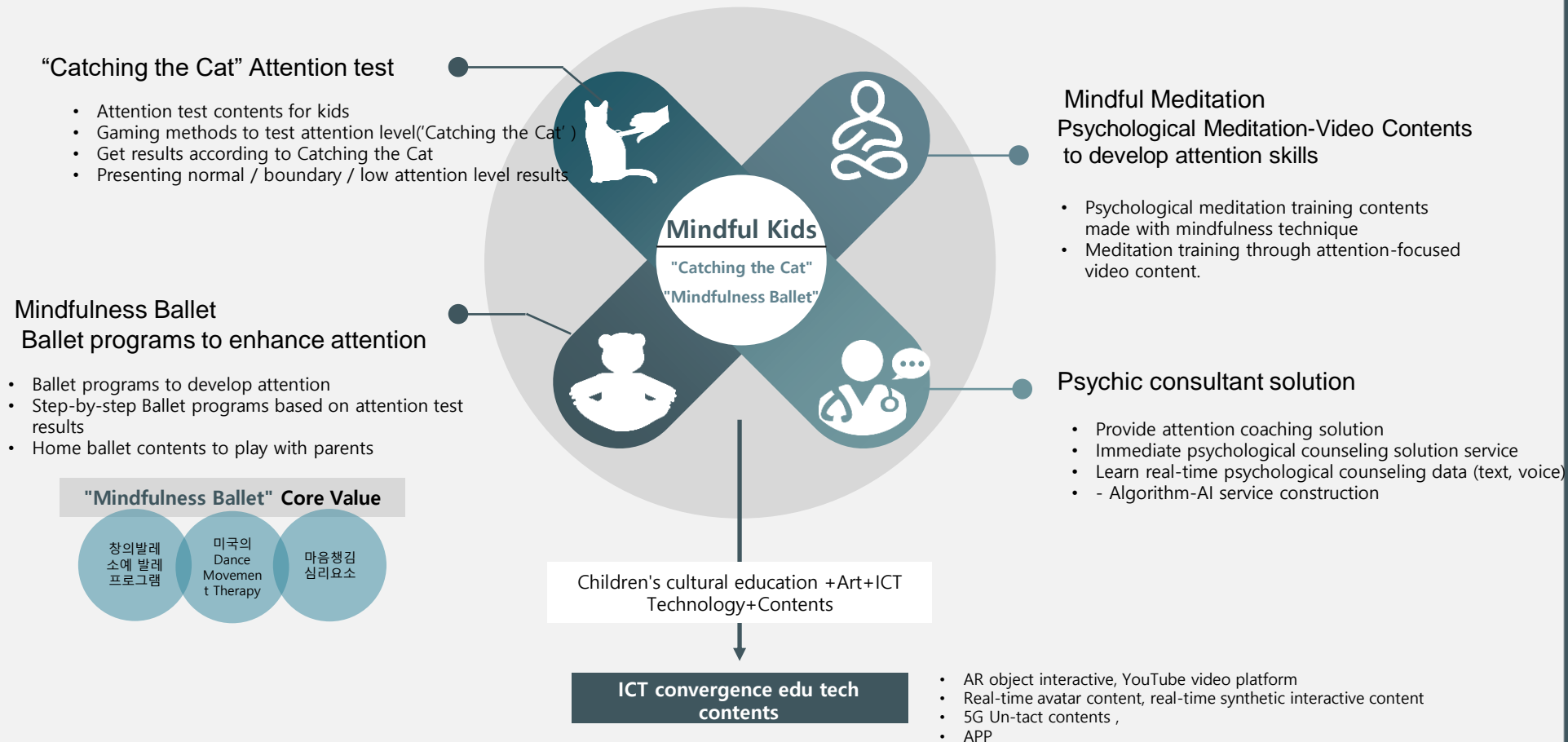
Innovative paradigm in psychological development for Children

“

Activities to check attention level and play ballet with mom to increase attention

”

## ICT based NEW Edu-Tech contents

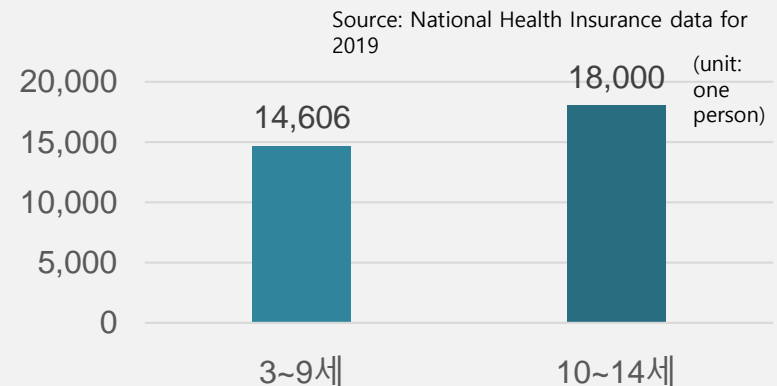
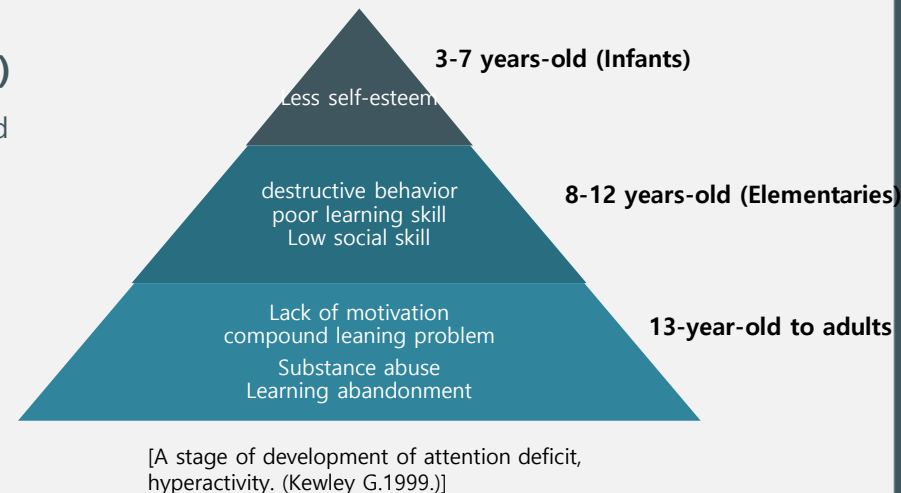
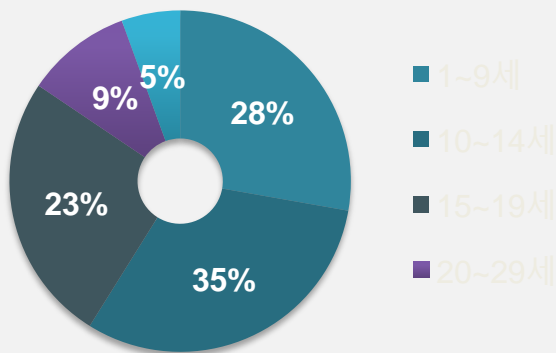


# Mindful Kids Background

## ✓ The problem of kids in modern society (Lack of Attention)

- Increasing numbers of kid showing difficulties in cognitive, emotional, social and various issues
- Increasing numbers of delayed growth kids because of mental and movement problem
- Increasing number of kids who are obsessed with the game, cell phone, and TV
- Low attention span and excessive
- Increasing numbers of kids who is unable to socialize because of lack of society
- Increasing numbers of kids who has difficulty of study performing because of delayed growth
- Increasing numbers of kids with poor learning motivation and decreased confidence

Percentage of people treated with attention deficit hyperactivity disorder by age



Number of Attention deficit hyperactivity disorder patients treated(2019)

# Mindful Kids Background

## ✓ Increasing numbers of domestic patients with attention deficit hyperactivity disorder

- Recent 10 years' ADHD treatment patient percentage from health certificate institution data

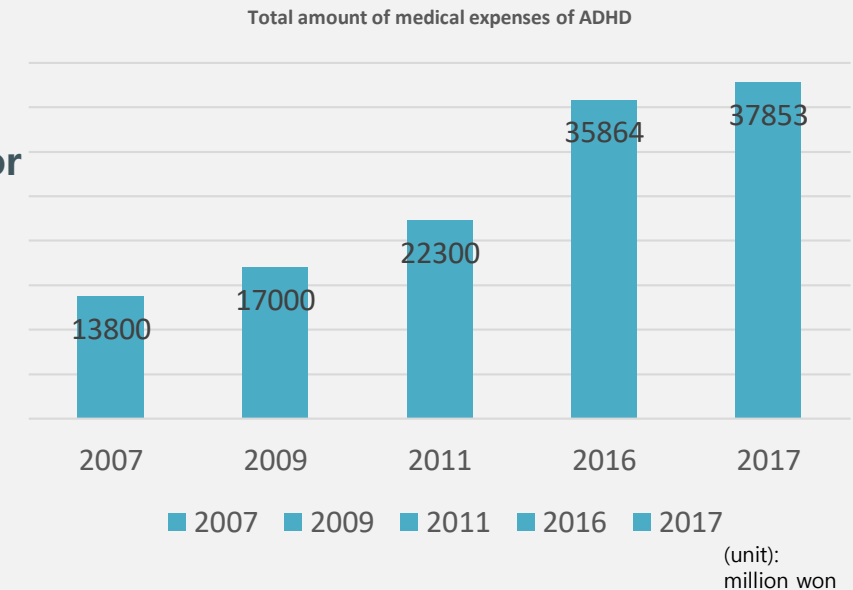
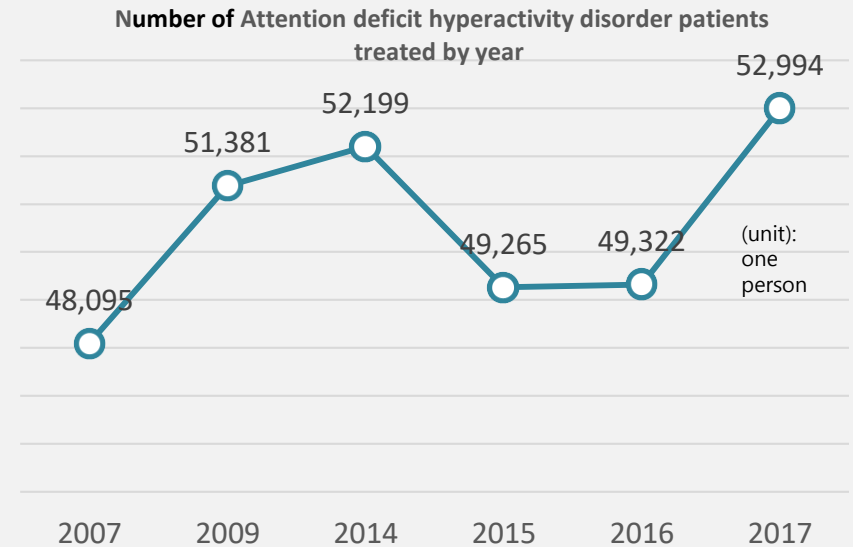
**Yearly average increased 23.4% increased rate compared to last year 7.4% has appeared**

- young adolescent Attention deficit hyper disorders (under 14 yrs.), in 2009

1,111 numbers of people to 32,284 in 2017 approximately **2 million cases increased in 3 years**

## ✓ Increased domestic lack of attention excess behavior disorder treatment tax fee

- ADHD treatment is 138 billion in 2007 to 378 billion in 2017 **approximately 24 billion cases has increased in 10 years**, yearly increased rate is approximately 16.2% has appeared



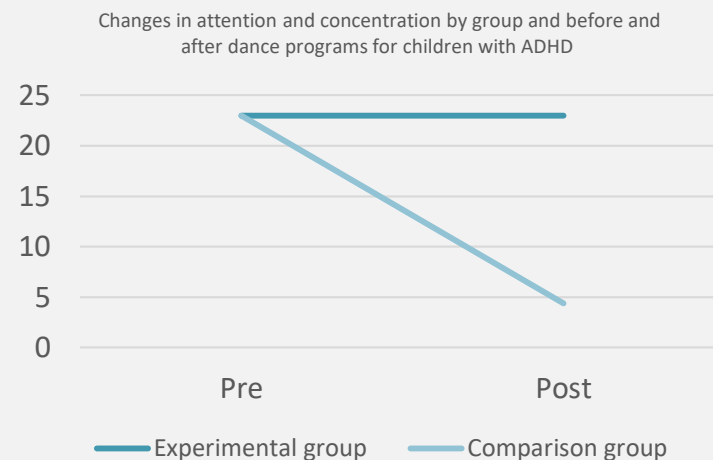
# Necessity of Mindfulness Ballet

## ✓ Psychological movement and Ballet, Correlation with child attention development

- Research and paper announced with proved about Dancing learning and psychological exercising help attention development affective to children

(Reference : The effect of dance/movement programs on children's attention span, 2015, Hanyang University)

- Prepare 2021 research paper about mindfulness & fulness ballet about relation with children attention development (CEO : Baek hyang Eun)



(Reference : The effect of dance/movement programs on children's attention span, 2015, Hanyang University)

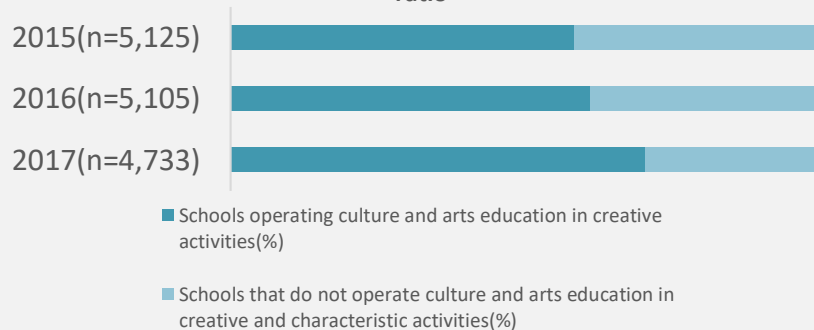
## ✓ Mandatory art education program ( Emphasis on the necessity of art education )

- creative curriculum included cultural art class in elementary school is yearly increasing ( In 2017, 20% cases is increased compare to 2 years ago).

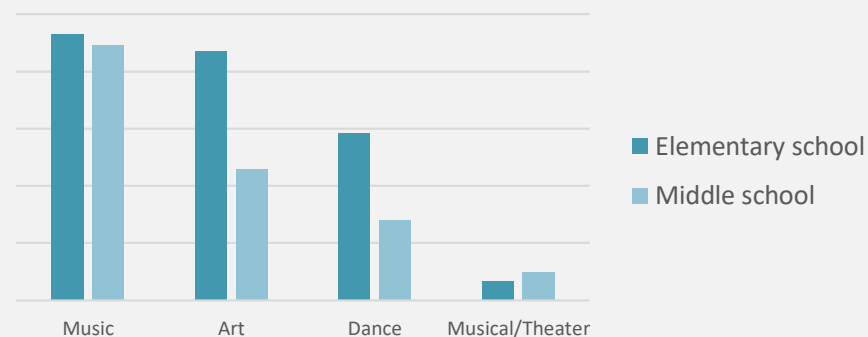
(Reference : 2017 Korea Culture and Arts Education Survey Korea Culture and Arts Education Promotion Agency)

- As the importance of creative education for talented students is emphasized in the 2015 revised curriculum, 58.3% of dancing convergence education classes is ongoing in elementary schools.

Creative characteristic activities, culture and arts class operation ratio



After-school culture and arts program operation ratio



# The Purpose of Mindful Kids



## Platform based Attention test "Catching the Cat"

- APP based platform for parents who are concerned of going to hospital or check children's attention level at home
- Providing attention development coaching solutions, consulting services with experts
- Korea's first functional attention test content
- Fun game-type test method and contents specialized in child psychology for attention training through video content



## "Mindfulness Ballet" Ballet program specialized in children's attention enhancement

- The first domestic kids attention development ballet program, mindfulness ballet program
- Mindfulness psychological factor + American dance movement therapy + creative ballet 소예 Program
- Platform based education learning program that available at home, abroad, in kindergarten.
- interactive contents, In real time avatar contents, AR contents etc - child ballet experience learning program through various contents



## The new child psychological culture edu-tech contents in Quaternary industry

- Professional attention development program to children for South Korean public education activation
- At home, school, in kindergarten, Attention exam through App experiential
- Attention exam from the children, result suggestion, training, development program, Platform-type functional content that enables consultation solutions on one platform
- parents and children's counseling data based AI psychological solution build purpose (2022 years)



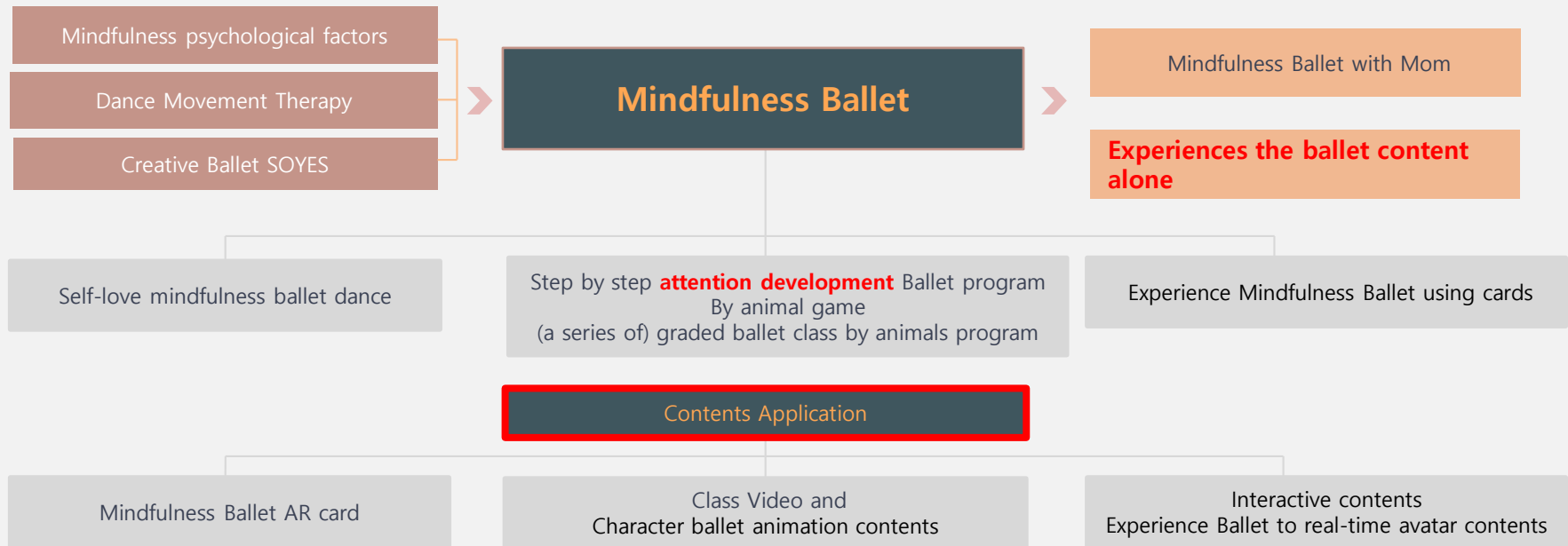


### ✓ Mindfulness Ballet Program

- Consist of mixture of Mindfulness psychological component and Dance Movement Therapy, Creative ballet SoYES program
- Provides a program that suits your level according to Attention test result
- Movement training at home by Application watching monitor
- **Attention development through Mindfulness Ballet**, emotional stability, cognitive skills, etc skills.

# Mindfulness Ballet

The Program that improves child concentration with Dance Movement Therapy , Mindfulness, and Ballet dance



## ※Mindfulness Factors

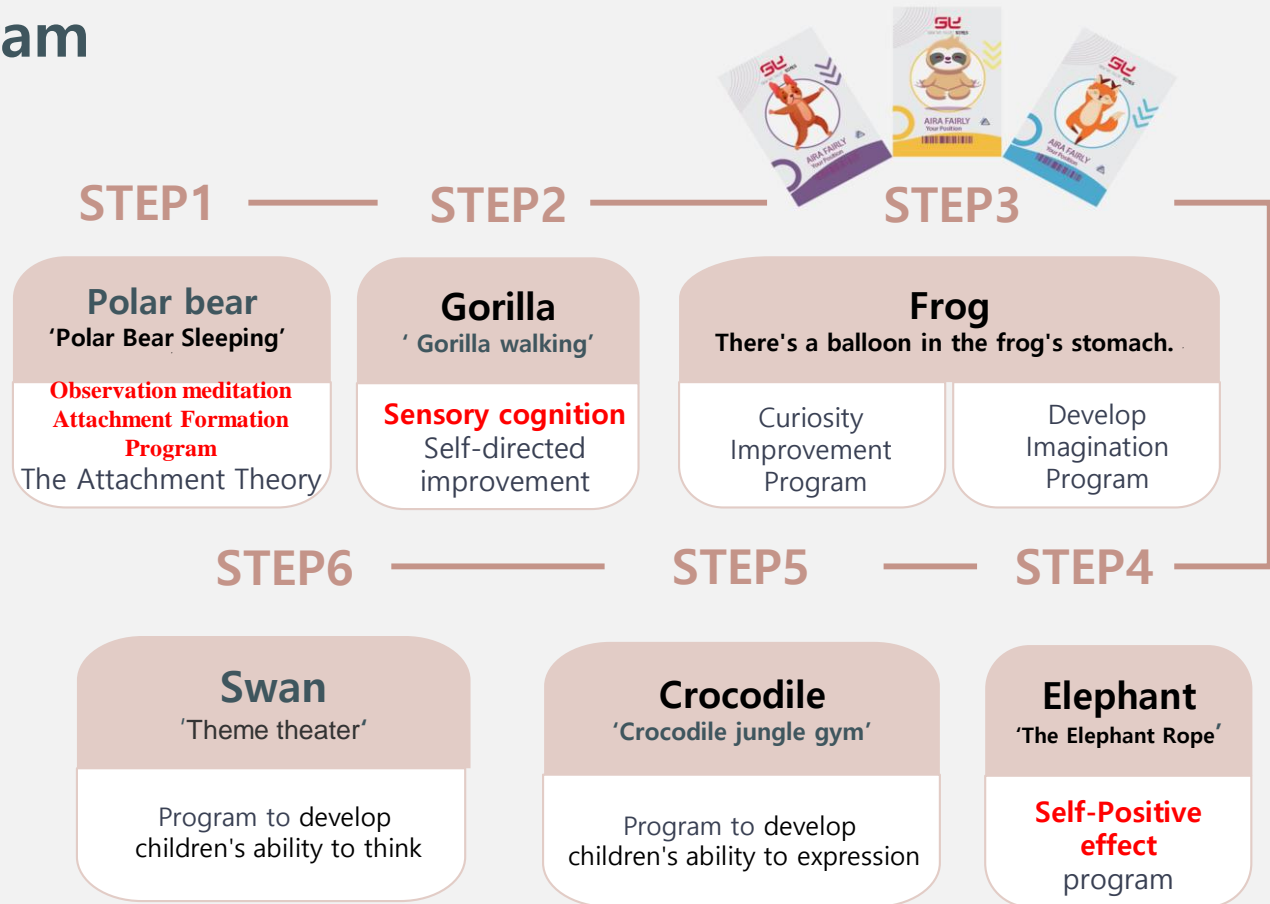
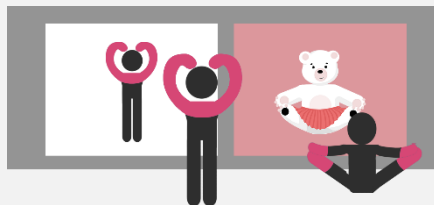
Awareness	Focusing	Non-judgemental acceptance	Observation	Decentering
Immediate and clear awareness of the experience	Focus completely to be 'here and now'	Accept experiences without judging	Observe emotion, behavior, reactions as they are	Compare objective reality and subjective interpretation to understand yourself

## ※ Dance Movement Therapy

Physical gesture	nonverbal communication	Movement skills	problem-solving technique
------------------	-------------------------	-----------------	---------------------------

# Mindfulness Ballet Program

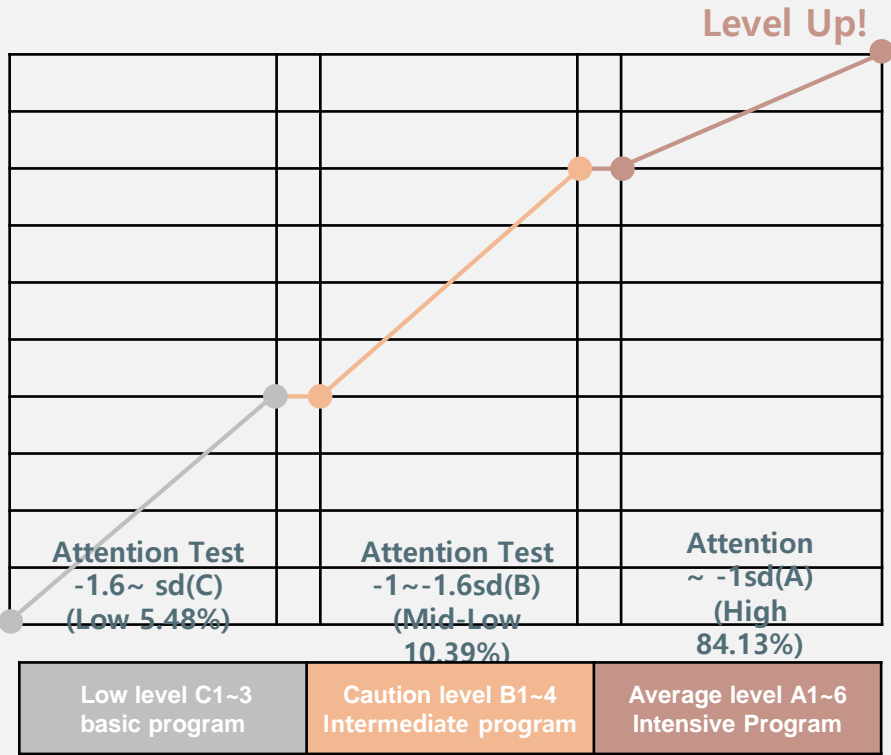
- ✓ **Self-love ballet dance**
  - The program that recognizes the body one by one to improve self-development and confidence.
- ✓ **Animals Ballet dance**
  - Animals dance for kids to get them up and grooving! And Show us how many animal dance moves you can do! Jump up and bounce along with Mindful ballet program.
- ✓ **AR ballet card**
  - The mindfulness ballet card that expresses the diversity motions by using the emotional card, motion card, and animal cards.
  - 3D motion animation appears into the mobile by Augmented Reality (AR) marker.
- ✓ **Fairy Tale Ballet Content**
  - The interactive experimental contents of real time composing technology of the learner and avatar to provide virtual excursion of fairy tales.



# Mindfulness Ballet curriculum

## Attention enhancement level up-program With systematic learning method

- The program that learns step by step on the result of the attention check.
- The program that gives psychological stability and confidences to child.



## Mindfulness Ballet curriculum

Intensive Butterfly program	A1	Balance : breathe & body scan
	A2	Position : perform correction of posture by ballet position
	A3	Jump Improvement of expressive movement ability
	A4	Turn : Learn Rhythmic breathing with movement
	A5	Mime : visual and tactile communication by gesture
	A6	Mindfulness : Improving personal expression and healthy self-image
Intermediate Peaceful Program	B1	Balance Rapport building
	B2	Position : perform correction of posture by ballet position
	B3	Mime visual and tactile communication by gesture
	B4	Turn : Learn Rhythmic breathing with movement
basic Larva Program	C1	Balance: Rapport building
	C2	Mime : visual and tactile communication by gesture
	C3	Mindfulness : A healthy self-image improvement



## ✔ Functional Contents

- Attention test platform provided by Application
- Gaming test methods like "Catching the Cat", "Kitty finding a way(Children's Color trained test-CCTT)-
- The first domestic game type attention exam First
- attention development exam can control in kindergarten with functional contents platform

# Contents Product Composition

Products are composited with Mindful Kids (children attention test, Attention Development Ballet Program, Psychological meditation, counselling solution), CARD contents, video contents, Fairy tale ballet-experiencing interactive contents included

## ✓ "Mindful Kids" APP

- Kids attention exam, attention development ballet program, counseling solution contents, Psychological meditation

## ✓ Experience fairy Ballet interactive contents

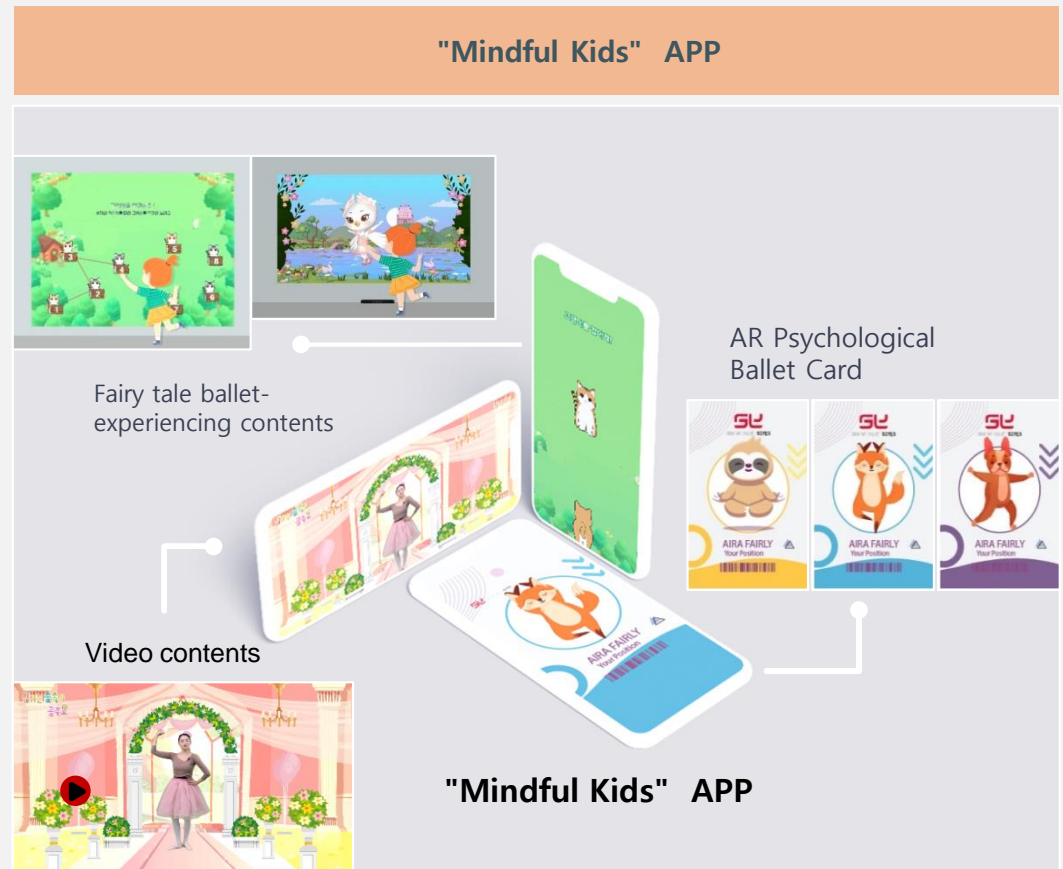
- real-time avatar ballet experience play contents through a large screen
- Psychological exam contents through a large screen

## ✓ Video Contents

- Attention Development Mindfulness Ballet video contents

## ✓ CARD Contents

- Psychological Meditation Card(Mindfulness)
- AR 3D Animation Ballet Card
- Emotion Card
- Animal Card



# Contents Solution

## ✓ Screen type based touch type interactive contents

- Attention exam contents through screen touch
- Enjoying the content on the screen mindfulness ballet

인터랙티브 콘텐츠

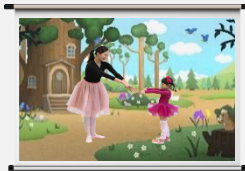
### Screen Touch Type Attention Exam



Protection Attention Decline

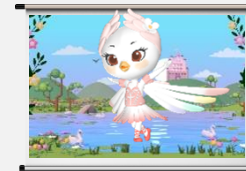
### Contents-1

Real-time compose Contents



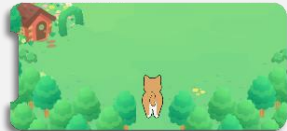
### Contents-2

Real-time character avatar contents



APP

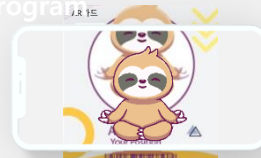
### Screen Touch Type Attention Exam



Protection Attention Decline

Catching Cat | 고양이 선(색) 연결하기

### Attention Development Ballet Program



Mindfulness Ballet Program Video Contents

### Psychological Meditation

Attention Concentration Training



• 촛불 끄기(이완하기)등

### Counseling Coaching Solution

Education and Counseling Solution



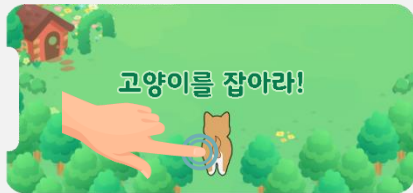
- 생활환경 교육 Q&A
- Real-time Chatting Coaching Solution
- 원격 상담 서비스



# APP Platform based "Mindful Kids"

## ✓ Ballet with mom at home

You can do Mindfulness Ballet App with your mom at home through APP videos, and if you have an APP overseas, you can follow it



Attention Test



Mindfulness Ballet



Consulting Solution



Psychological  
Meditation

## ✓ Catching the Cat

Catching the Cat etc /Attention exam through games

## ✓ Mindfulness Ballet Video

- Good / Fair / Poor Depending on the difference in Child Attention Concentration Training
- Attention Development Ballet Movement configuration with mother or alone

## ✓ Consulting solution

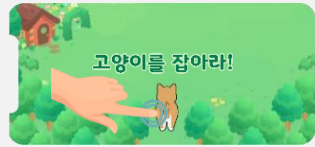
- Mail / Real-time text / Face time etc psychological counseling with expert
- Providing Coaching Solution from Parents and teachers to attention lacked children training

## ✓ AR card play

- Learning mindfulness movement with mom through various cards in APP
- attention concentration training through child psychological meditation card



# "Mindful Kids" APP Configuration Diagram



1

## Attention Test (Catching the Cat)



Cat, Dog, fox's face  
Randomly appears(for  
0.2 sec)

Animal's face  
appears(visual)  
Animal's face  
appears(auditorial)

Touching  
cat

Doing  
approximately 5  
minutes / 150 times  
and animal  
disappears  
(1.8 seconds)

Results

average  
(upper than standard  
deviation -1 )

caution  
(standard deviation  
-1~-1.6)

Poor  
(Less than standard  
deviation -1.6)



2

## Attention Development Ballet Program(Mindfulness Ballet)



**commune Ballet  
Program**  
(self-loving ballet)

Mindfulness Ballet  
Level 1~6 Program

Mindfulness Ballet  
Level 7~10 Program

Mindfulness Ballet  
Level 11~12 Program



혼자서하는 발레 체조



엄마와 함께하는 발레 체조



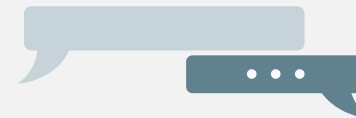
3

## Psychological meditation Solution (Mindful Solution)

# Q&

## A 1. Q&A

(Animation Description about  
Common Question)



## 2. Real-time Chatting and Mailing

( Coaching Solution through chatting and mail 1:1 counseling service for personal question or chatting contents)



## 3. Face-time

counseling service with an expert through  
Face-time



4

## Attention Concentration Psychological meditation(Mindful Meditation)

Attention Concentration  
Psychological  
Meditation

Blowing Candles / Blowing  
Balloon

Copying one's self-expression

Drawing MANDARA

AR Psychological  
Card

Observing Constellations

Expressing emotions

Nature meditation

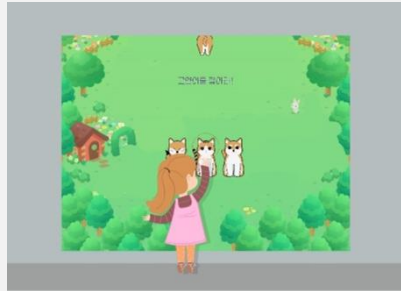
# Experience Ballet Fairy "Mindful Kids"

## ✓ Experience Ballet Fairy Interactive game contents

Mindfulness Ballet available in kindergarten, cultural center, and studio etc.

Interactive contents using wall's censor, screen, and TV's camera

Various contents development using a project mapping skill at the bottom, and wall's sense



"Catching the Cat" for Attention test Screen



Real-time avatar and interactive contents using a screen



## ✓ Sense skill

Interactive contents using the sense from the wall and the bottom  
Attention test from touching wall's cat

## ✓ Real-time learner and avatar synthetic skill

Using kinnect and Web-camera, Appearing Real-time learner and Real-time Avatar synthetic skill  
I can be a swan(character) and able to follow the ballet moves

## ✓ Project mapping skill

Using various mapping skills' contents for the bottom and the wall  
When you step on a stone across a valley on the bottom, the learner disappears from the screen with a splash

※ contents skill patent 2 type  
registration and 2 type appearance

# Mindful AR CARD

## ✓ Enjoying various contents "Mindful AR CARD"

Animal's psychological ballet movement through AR card / doing AR psychological meditation



### ✓ AR animal card

AR animal gymnastics ballet leaning through the video recognizing animal 마커리스



### ✓ Mindfulness card

10 daily cards to do mindfulness in daily life  
Moving slowly / hugging / praising (appreciating) / observing

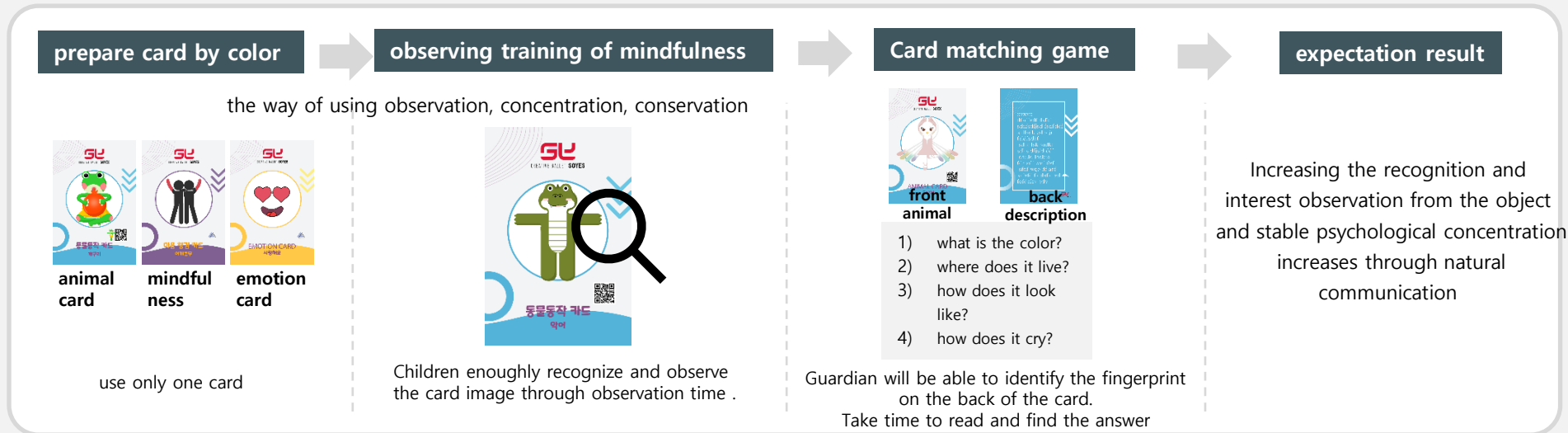


### ✓ Emotion card

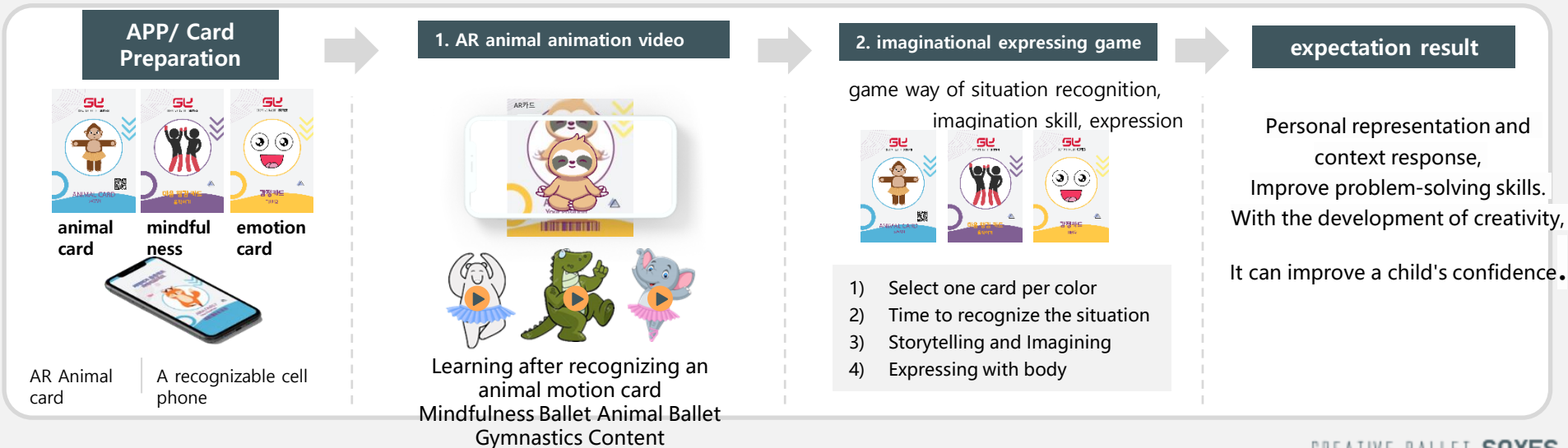
Recognizing and expressing 10 kinds of emotion card  
Happy/Sad/ Mad/Love/ Shy/  
Curious/jealous/tired/curious/confident

# Mindful AR CARD

## mindfulness card game



## Mindfulness Ballet Card game



# Video based Platform

- ✓ **Mindfulness Ballet video production**
- ✓ **5G based media lab studio platform**



Ballet game at home using App platform

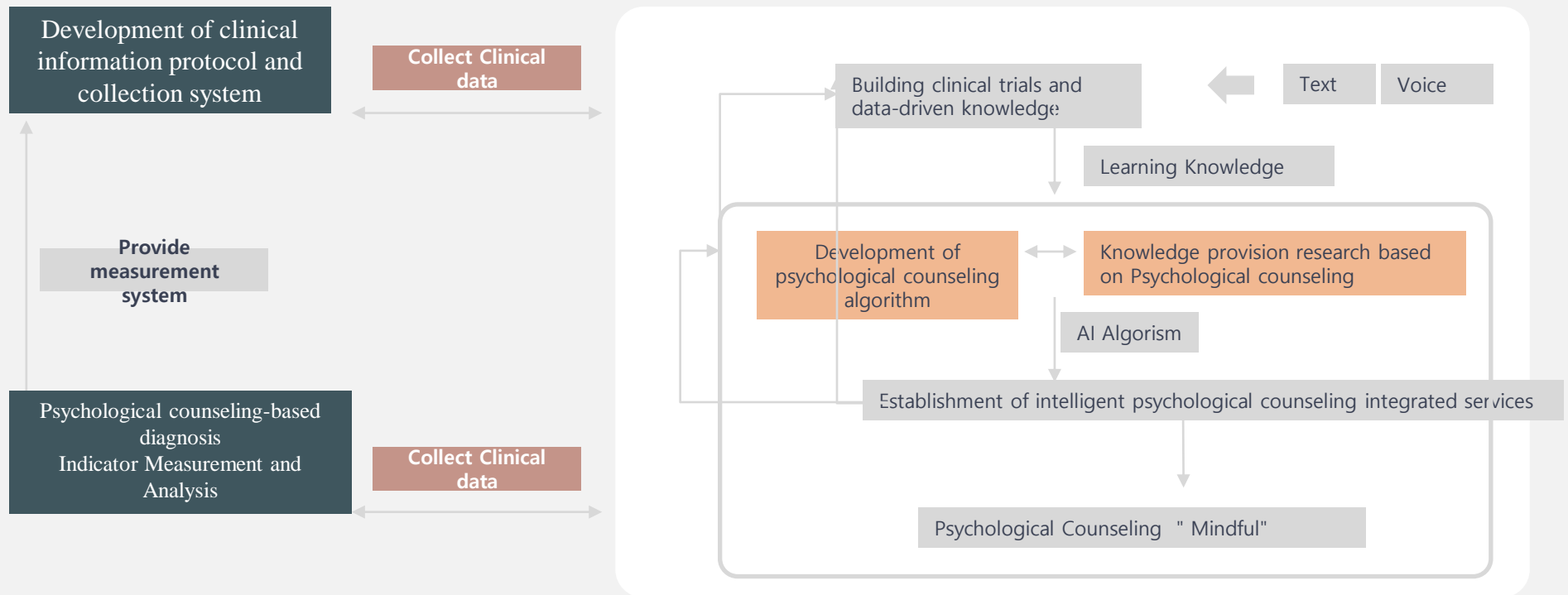


Studio based national 5G education service

- ✓ enjoyable contents service with mom at home through APP
- ✓ Real-time non-contact education class from 5G-based areas (farming and fishing villages, etc.) based on studios
- ✓ Kindergarten, elementary school, library, etc. by establishing a studio platform national public institution and kids cafe services

# AI Counseling Solution Service

Goal of AI Psychological Counseling Service based on data learned in 2022



# Mindful kids Detail Content



- **Platform based Attention test**
- Measure attention through gaming test "Catching the Cat"
- Validity inspection through game content "Cat lining and coloring"



## Validity Inspection & Result

- Classifying as Good/Warning/bad based on Validity Inspection
- Measure Inspection accuracy after standardization study



## Psychological Counseling Solution Service

- Solution coaching service based on attention level
- Call resolution through Live Chat
- Professional Counseling by Facetime



## Mindfulness Ballet Program

- Developing professional attention developing ballet program "Mindfulness Ballet"
- Ballet program based on attention level



## Video Ballet Program

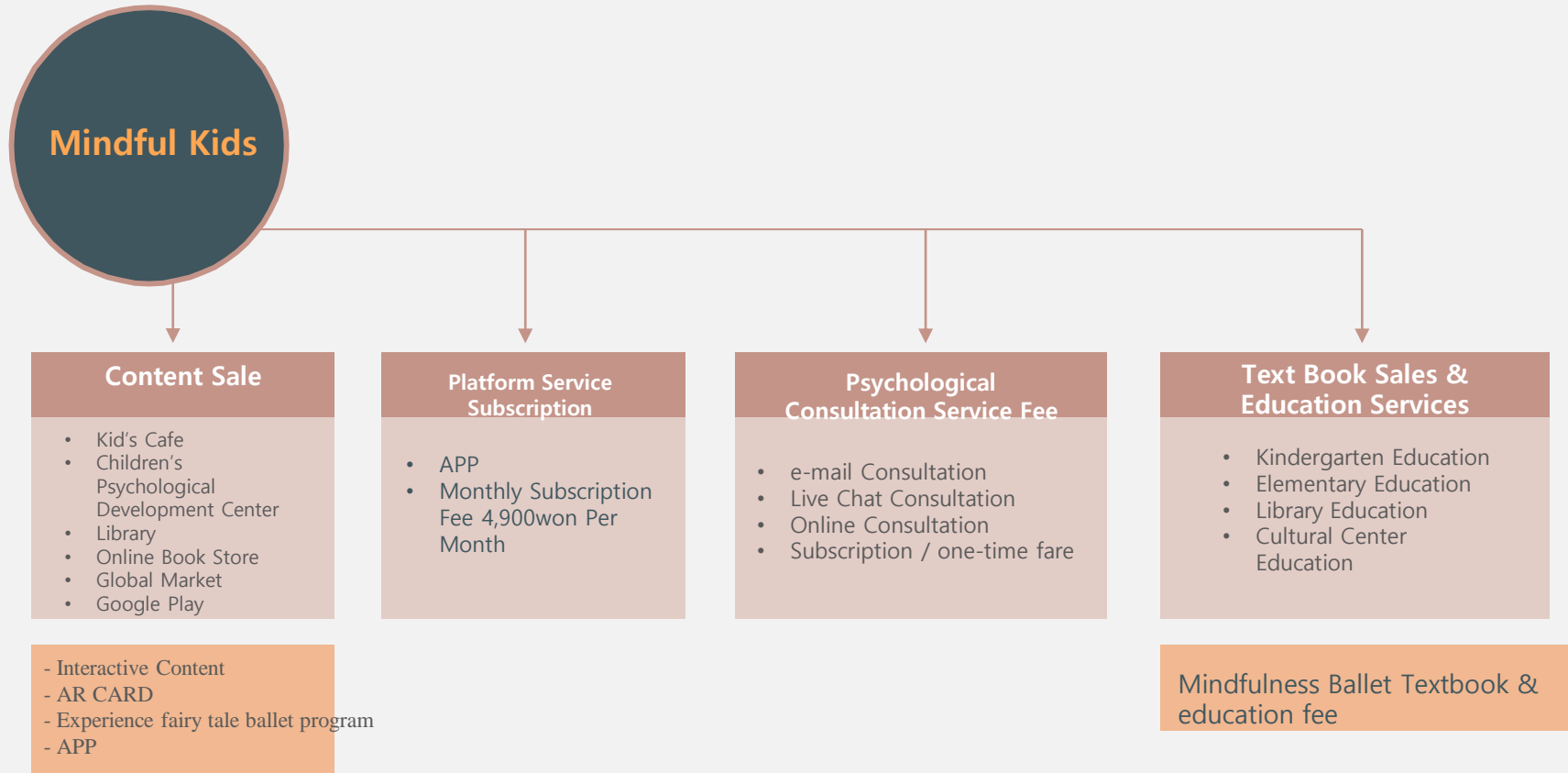
- Home attention developing ballet video with Mom
- Ballet movement that mimic the animal's movement individually



## Psychological Meditation

- Attention Concentrating training by Psychological Meditation
- Training through tension & relaxation
- Create interesting video for children as a content

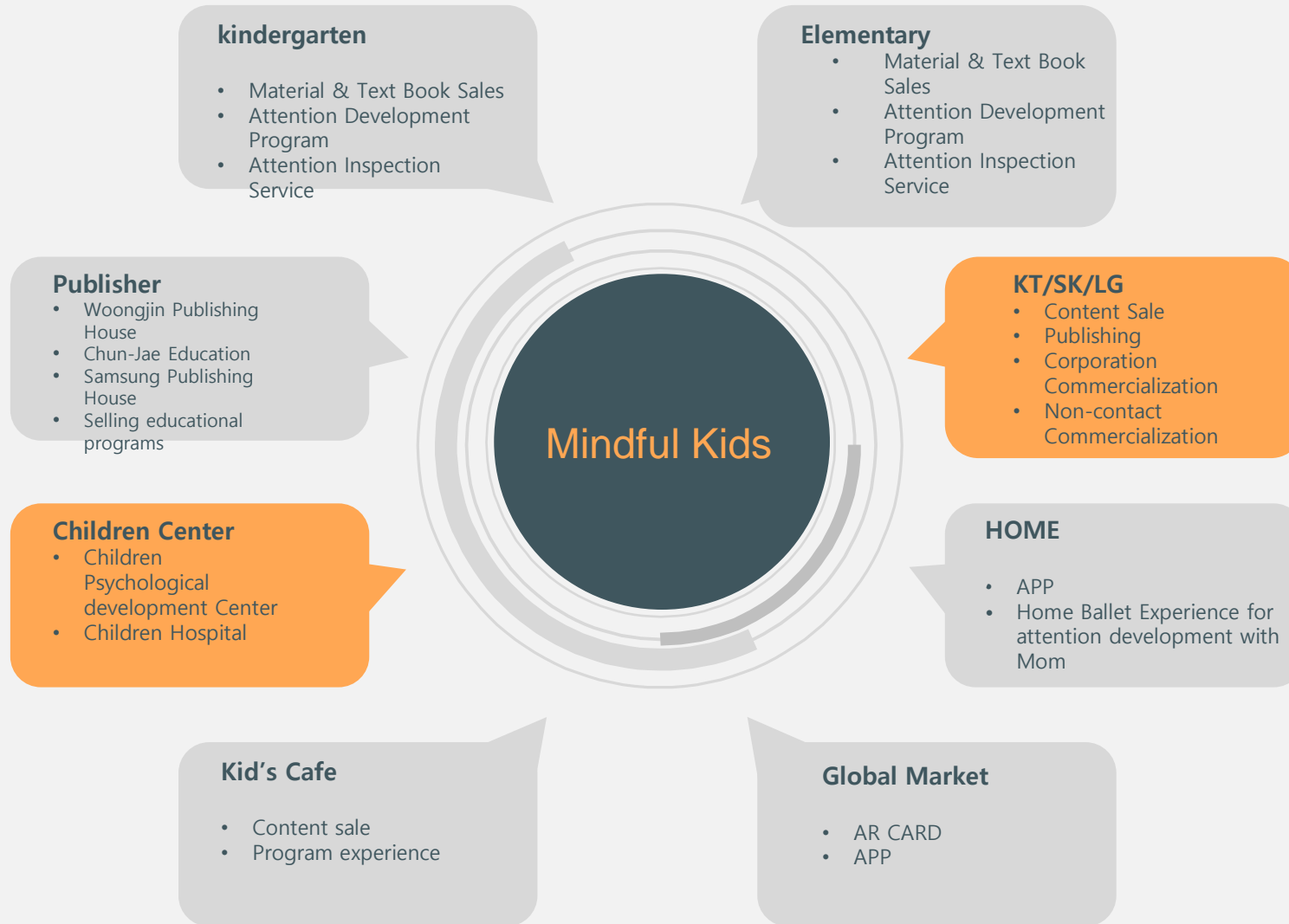
# Revenue Structure





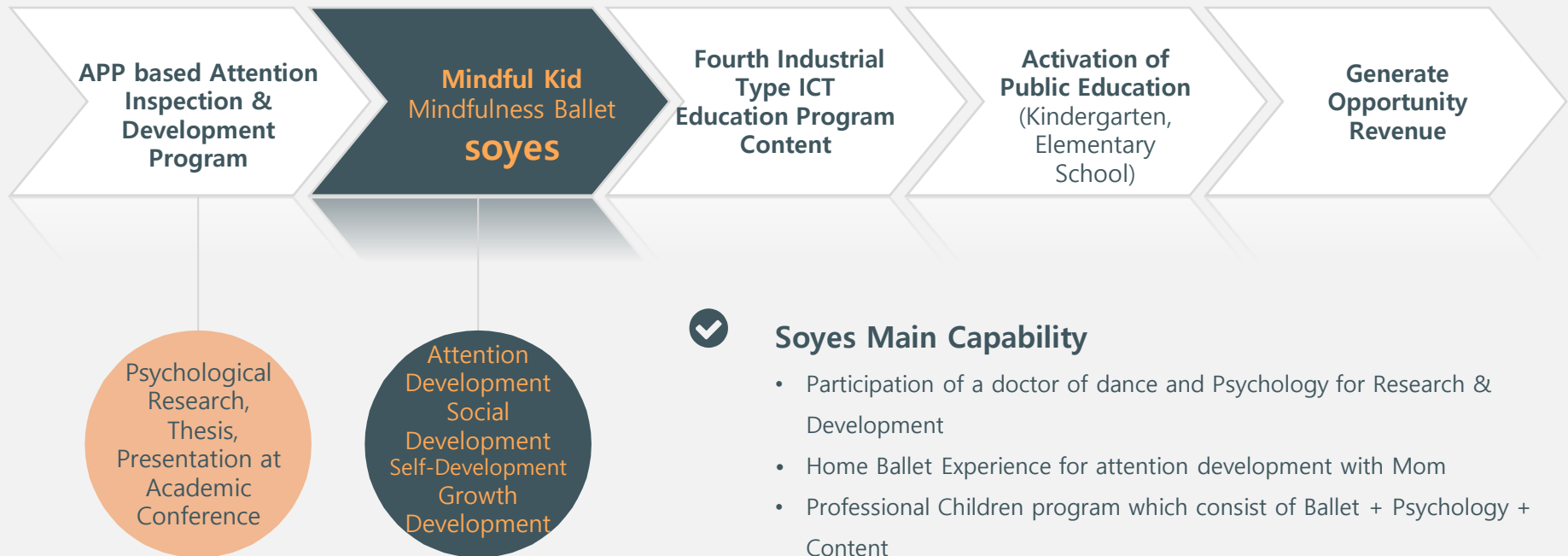
# Target Market

Commercialization of one-source multi-content, targeting the market for children aged 5 to 10



# Opportunity Revenue

## Business Service



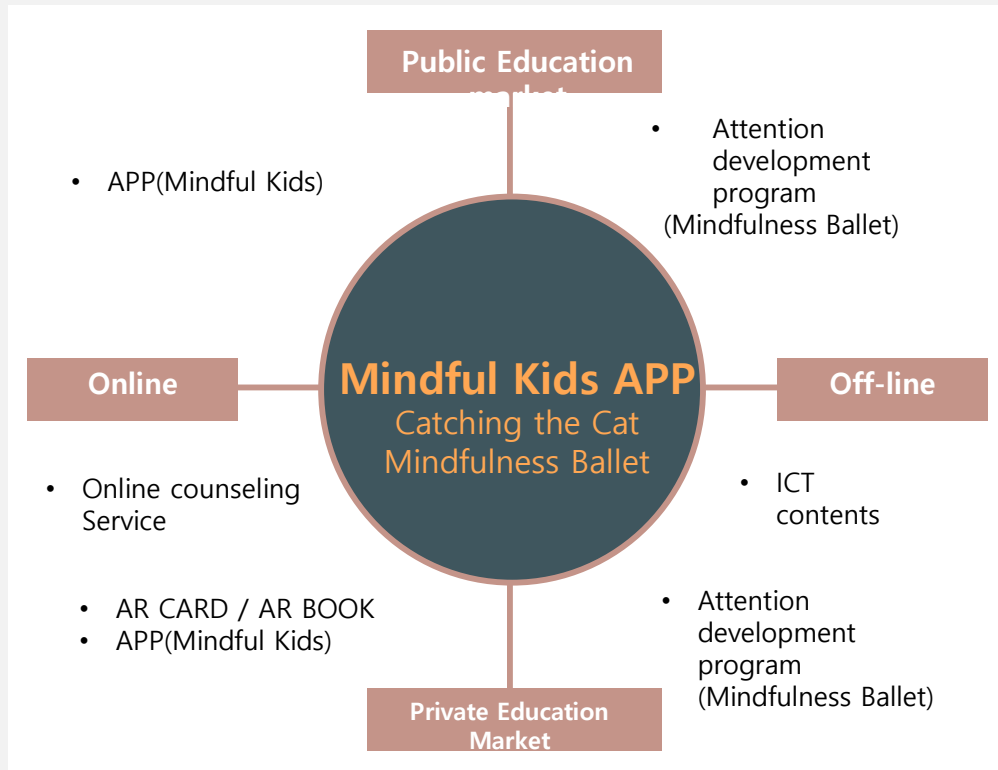
## Soyes Main Capability

- Participation of a doctor of dance and Psychology for Research & Development
- Home Ballet Experience for attention development with Mom
- Professional Children program which consist of Ballet + Psychology + Content
- First Attention Inspection of Korea
- Home Attention Inspection & Development Program, Psychological Counseling Service Solution

# Mindful Kids Position and swot Investigation

Innovative Services for Children's Art Education Content in the Fourth Industry

## ✓ Mindful Kids Position



## ✓ SWOT Investigation

### STRENGTH

- Development of APP-based attention measurement tools
- 4th Industry Innovation Education Content
- Korea's First Psychological Examination Content
- Professional Ph.D. Participation
- a home-based attention test
- diversification of goods

### WEAKNESS

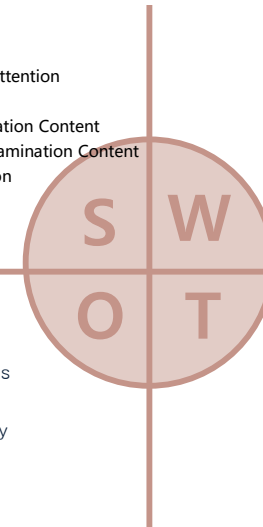
- lack of development capital
- lack of marketing

### OPPORTUNITY

- Private education market is increasing
- the development of tertiary industrial technology
- Exclusive market expectations
- Non-contact generation Content
- Franchise commercialization
- Expectations for entry into overseas markets

### THREAT

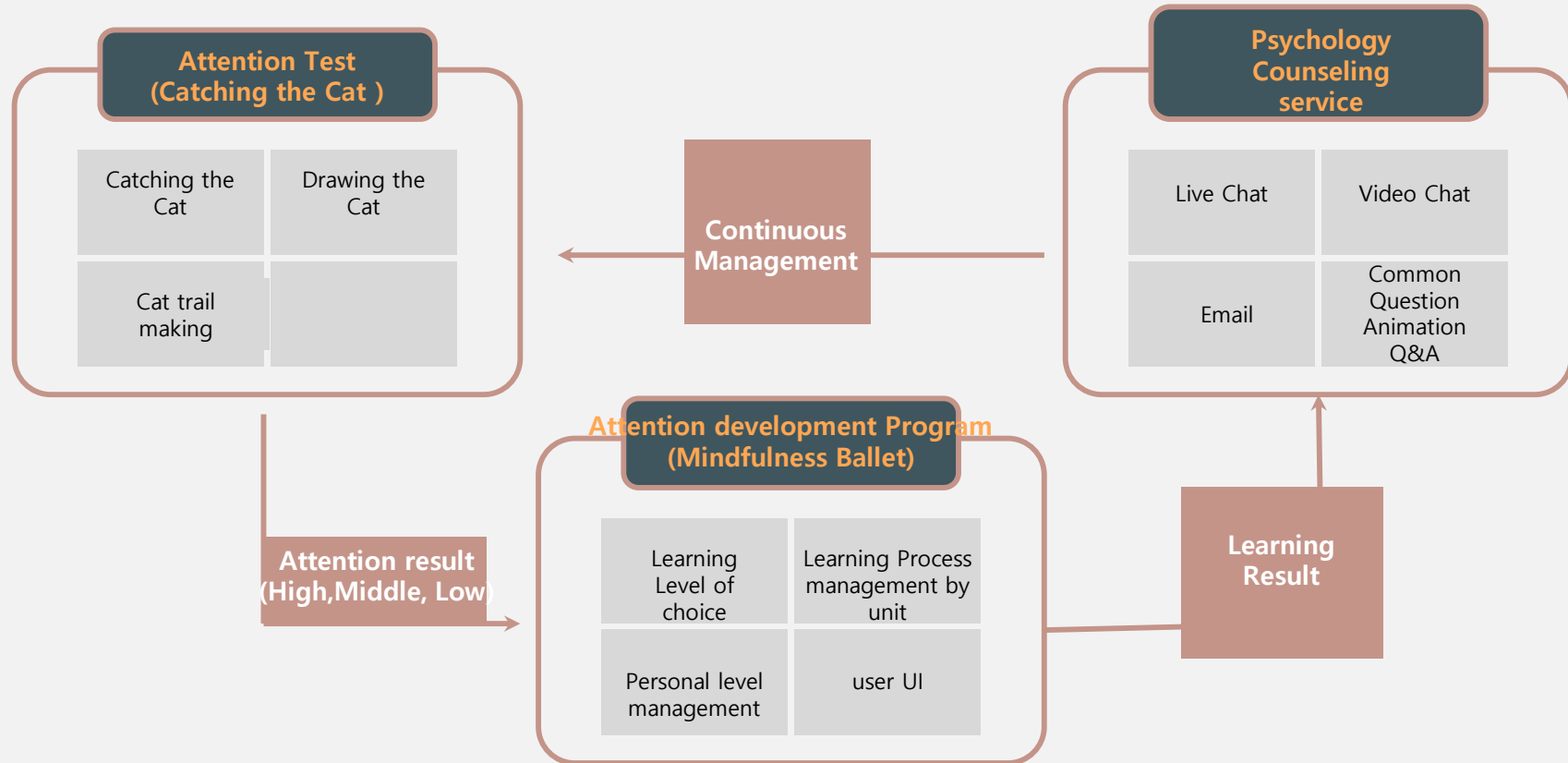
- High barriers to overseas entry to Corona



# Competitiveness (System Configuration Chart)

Mindful kids' core competitiveness is Korea's first APP based Attention exam Functionality Contents

## ✓ Attention Test - Attention development Program - Psychology Counseling Solution



## ✓ First domestic/foreign attention test functional content

- Development of functional contents for the first attention examination in Korea (No overseas cases found)
- Introduction of interference auditory attention measurement for the first time - Expecting a more detailed attention measurement than the previous exam
- Continuous performance test that can be used at home in addition to hospitals/centre (Continuous Performance Test): High Accessibility



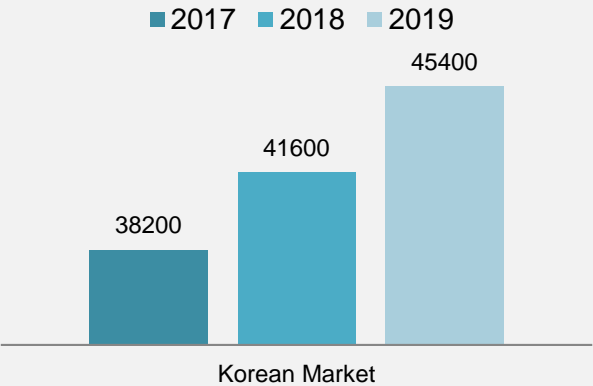
## ✓ Market Research

- Effective functional content with both interesting elements of art and psychological functionality
- A standardized study for the development of contents for children's attention examination and the establishment of a platform after the feasibility study
- Development of Various Functional Ballet Contents for Children's Attention Development Program

# Detailed Size of Domestic Market

## ✓ Edu-Tech Market and Private Education Market for Children

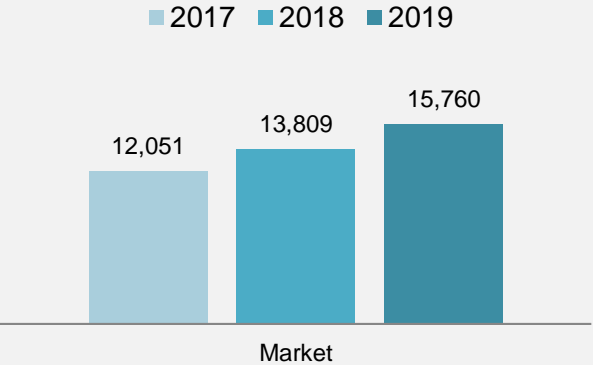
Edu-tech market



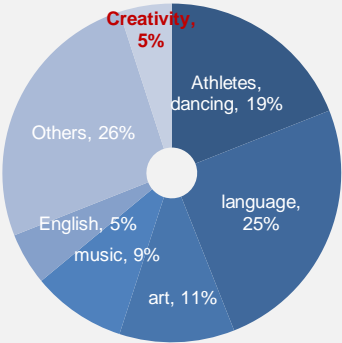
Division	2017	2018	2019
Korean Market (billions)	38,200	41,600	45,400

Kisti report information

Kindergardners private education expenses(unit:billion)



private education expenses based on 5 years old(2019)



Parenting Policy Research Institute

3,783  
Billions of  
Market  
formation

- The size of the private education market is based on the age of five.
- Physical education, dance, and creative markets accounted for 24 percent of private education.
- Private education cost market is KRW 1576 billion in 2019
- Based on private education expenses in 2019, the core market (24%) is worth 378.3 billion won.

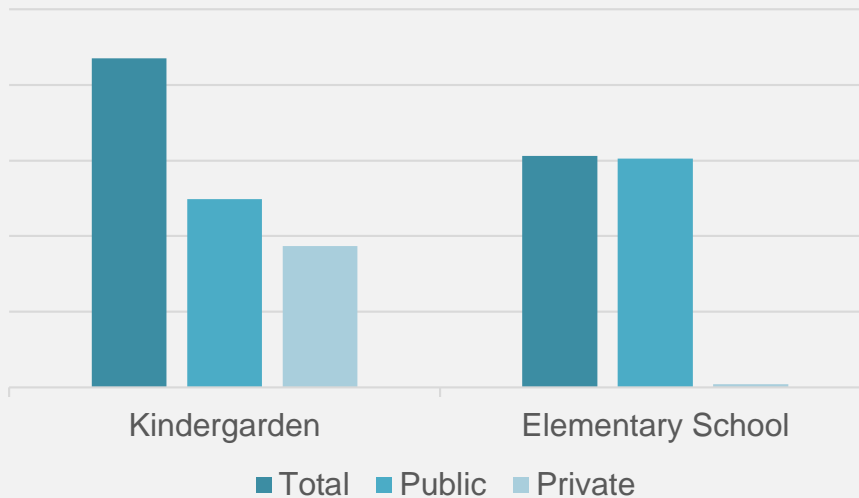
# Market Detail Scale

## Market Target



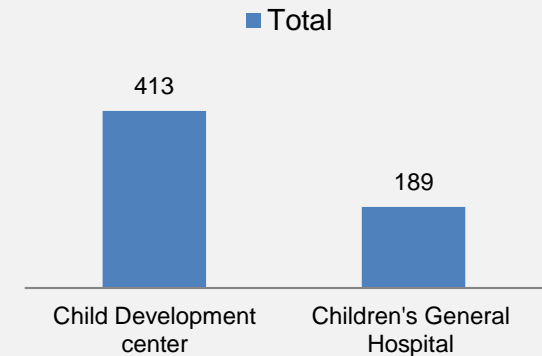
(Children's Psychological Development Center , Children's Hospital, Library, Cultural Center, Kindergarten, ,Elementary)

### Kindergarden and Elementary school

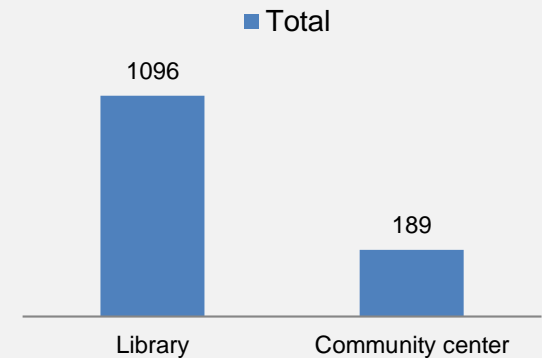


division	Total	Public	Private
Kindergarden	8705	4976	3729
Elementary school	6120	6046	74

### Child development center and Hospitals



### Library and Community center for Kids



# Economic Analysis (Expected Sales Target - Domestic Market)

✔ Target of sales in primary market (psychological development center, children's hospital, kindergarten, elementary school, library, cultural center)

Sortation	2021	2022	2023	2024
Market Size	16,712	16,712	16,712	16,712
Target Market Penetration rate	0.1%	1%	5%	10%
Sales Target	16,000,000	160,000,000	835,000,000	1,600,000,000

※ Mindful Kids APP + Mindfulness ballet education services = 1,000,000won

✔ Second Market Sales Target (Edu Tech and Private Education Market for Infants)

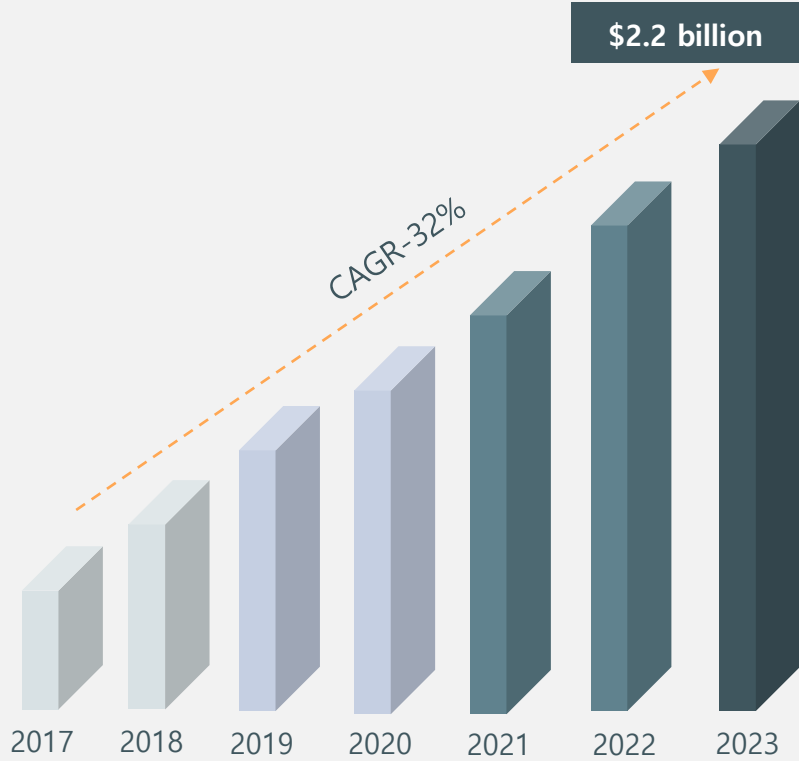
Sortation	2021	2022	2023	2024
Market Size (2019 yr/억원)	3,780	3,780	3,780	3,780
Target Market Penetration rate	0.000000001%	0.00000001%	0.00000005%	0.0000001%
Goal of number of Download	378	3,780	18,900	37,800
Sales Target (won)	22,226,400	222,264,000	1,111,320,000	2,222,640,000

※ Mindful Kids APP = 4,900won Monthly / 58,800 Yearly



# Economic Analysis (Expected Sales Target - International Industry Market)

## ✔ International Industry Psychological Content Market & Sales Objectives (Psychological Content Market )

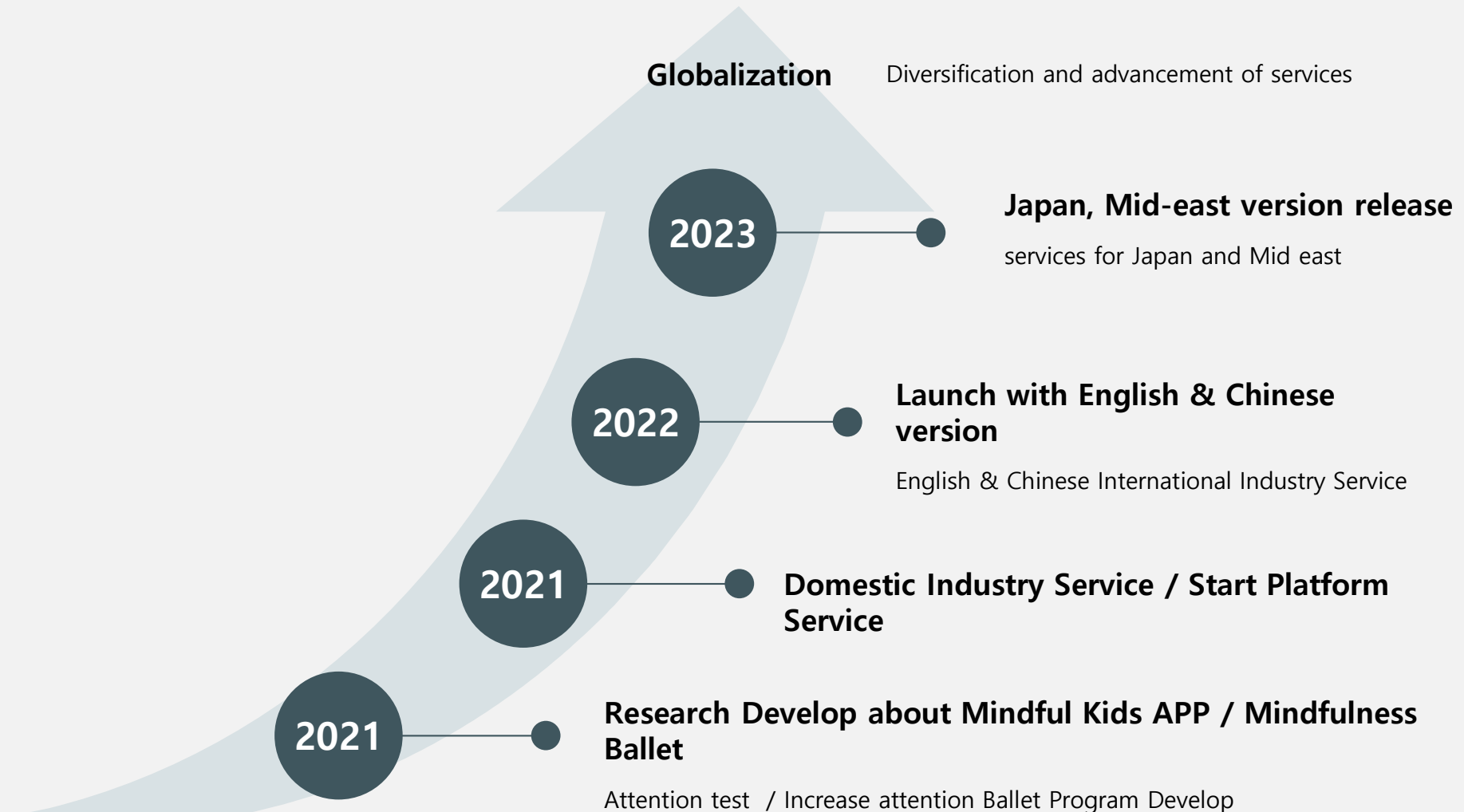


- The global market for psychological content is expected to grow 511% annually to reach about \$2.2 billion by 2022 (Marketdata Enterprises , 2020)

- Step 01** Goal of English and Chinese version commercialization service by 2021
- Step 02** Target of commercialization service for Japanese and Southeast Asian Version by 2022
- Step 03** Worldwide Psychological content sales target of \$2.2 million by 2023

# Promotion Strategy

## ✓ Goal of entry into domestic market and overseas market



An orange line graphic consisting of a horizontal line at the top, a vertical line on the left, and a horizontal line at the bottom, forming a partial frame around the first text block.

Learn ballet at home by playing together with family

An orange line graphic consisting of a horizontal line at the top, a vertical line on the right, and a horizontal line at the bottom, forming a partial frame around the second text block.

Download the app now!