



Lighters , Light us

Focusing on the **unique relationship** between K-POP artists and their fandom, Lighters Company is an **entertainment tech company** providing a platform service that allows free and secure communication interactions.



“ Lighters Company utilizes all K-POP interactions to create value. ”

KPI

KPI Status

- 2019.08 Selected for Pre-Startup Package
- 2019.10 Selected as CCEI Incheon Business Incubator
- 2020.03 Selected as KOTRA Export Support Project & Global Jump 300 of North America region
- 2020.04 Selected as ShinhanCard X SFAC Online Performance Enterprise
- 2020.05 SKKU Campus Town Startup Competition Champion
- 2020.07 Selected as SKKU Commercialization Support Enterprise
- 2020.06 Selected as KISED Global Eccelerating Enterprise of North America region (Silicon Valley Draper University)
- 2020.08 Selected for 7th Kibo Venture CAMP
- 2020.09 Selected as KOCCA LaunchPad for Japan region
- 2020.10 Business Incorporation
- 2020.11 Japan Start up GoGo ! National Pitch Competition Finals Winner (*The only Korean team*)
- 2021.01 Broadcasted through KBS World 'Inside Economy' to 11 countries
- 2020.12 Andriod, IOS service launched
- 2021.01 Live Fanmeeting service launched
- 2021.02 Service distributed in 12 different languages
- 2021.03 Selected as SXSW Outstanding Contents Startup



Professional capability in both Entertainment and Technology

CEO



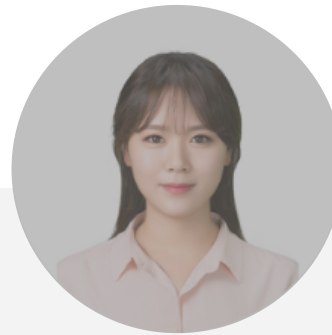
Hami KIM

Yongin Foreign HS Chinese Major
SKKU Bachelor in Psychology/Statistics
7 years as a composer · singer · producer
(artist name: SWELL)

Marketing • Sales • Strategy Planning
Investor Relations

Business level English·Chinese·Japanese

CTO



Jiyoung WANG

MyungDuk Foreign HS Chinese Major
HUFS Bachelor in German/Advertising & PR
KAIST Master of Science in Information
Management

5 years as a big data analyst

System architecture design
Project management

Business level English·Chinese·German

6
teammates

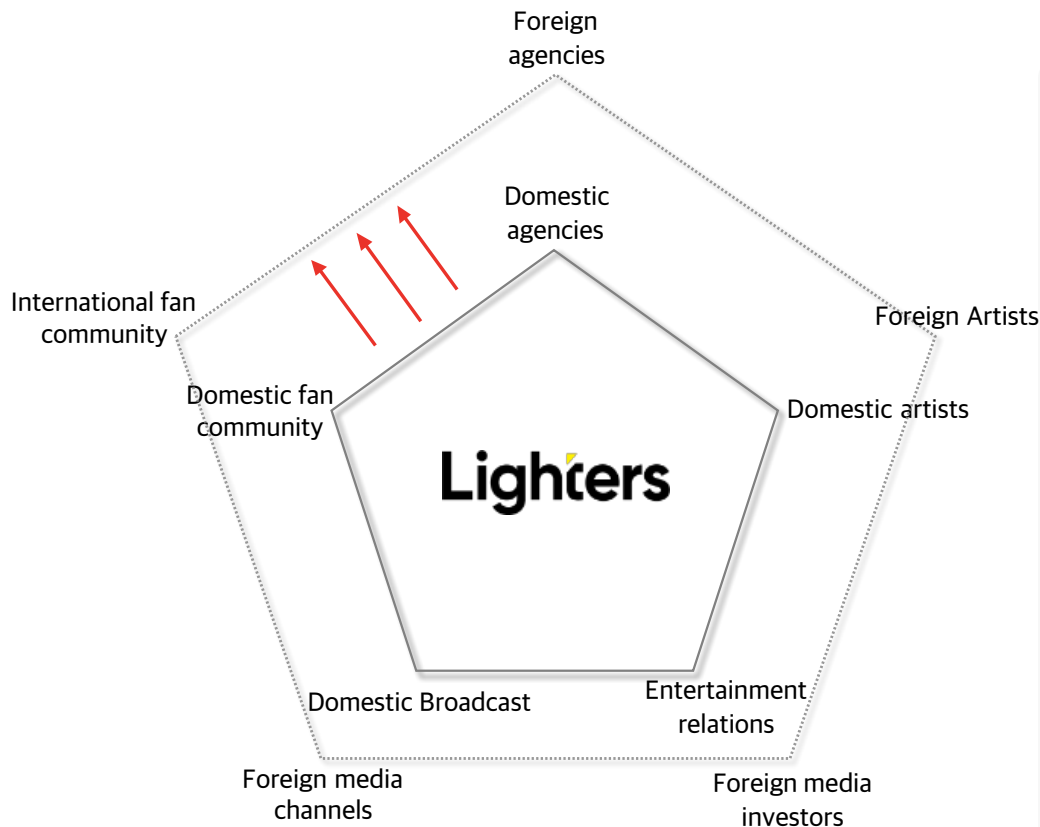
Team

2 Developers
2 Marketers
2 Designers
all social insured

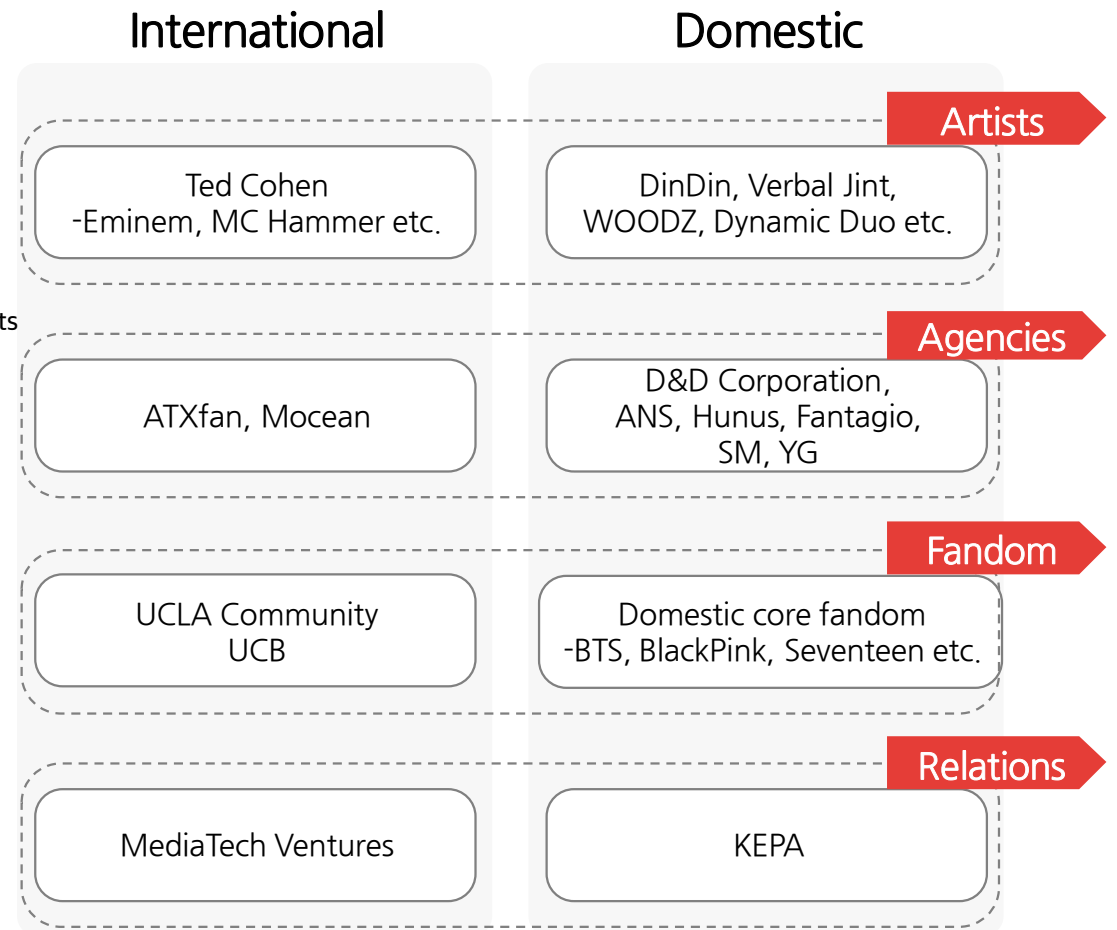
flexible HR management



Stable Domain Network

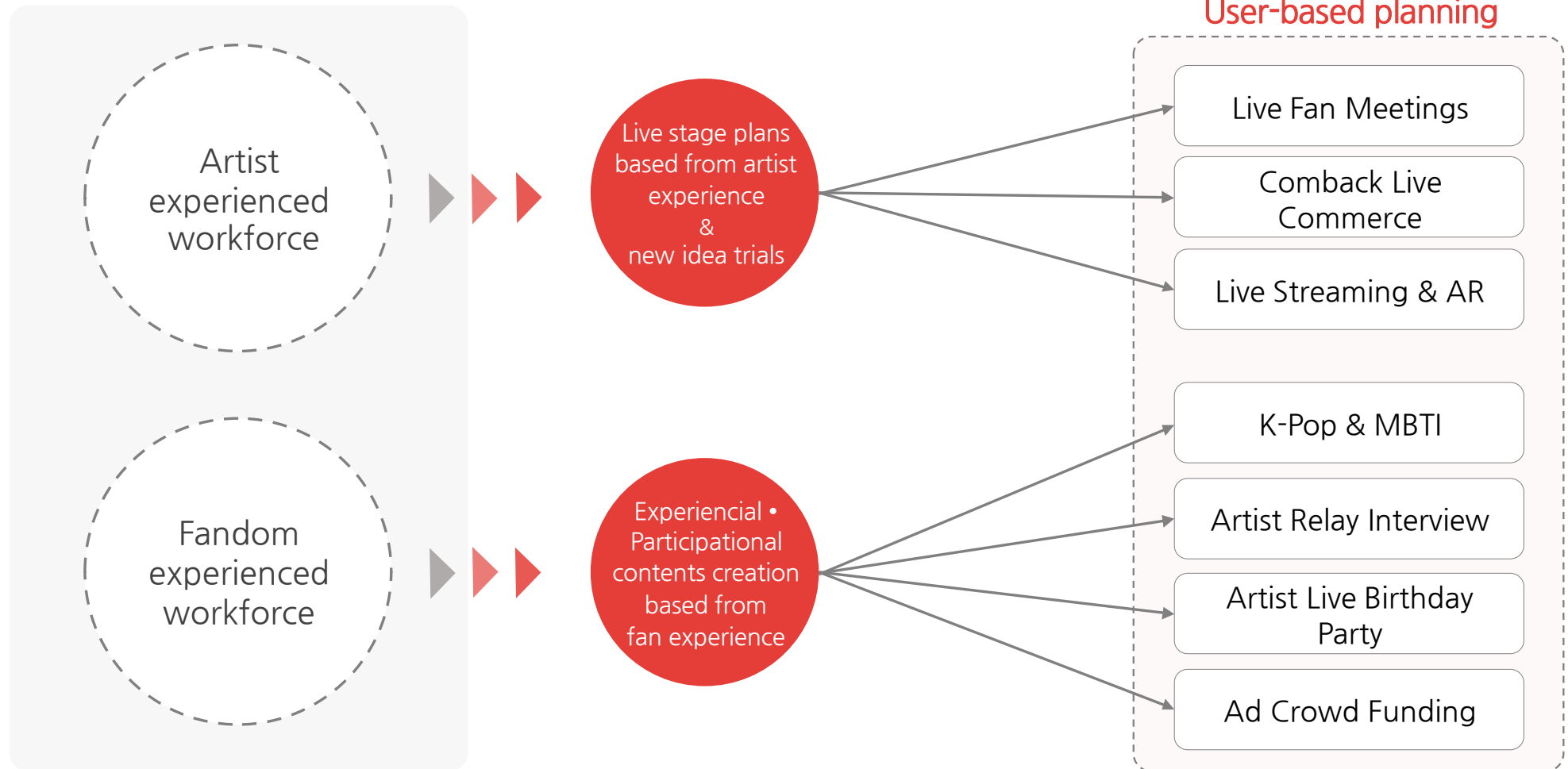


Multidimensional network retained



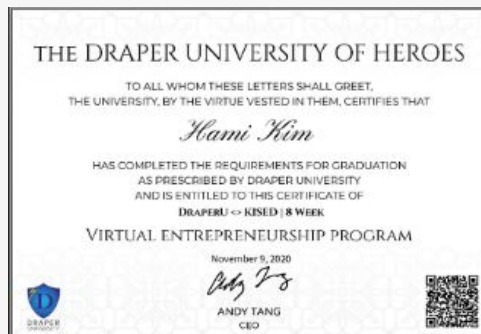


Strategic planning based from experience





Attention in Overseas Markets



Enterprise certified at
Silicon Valley, US

Started seeking partners after being nominated at the 2020 KISED Global Eccelerating Program by Draper University

団体賞・企業賞一覧

Award	Startup	Benefits
九州電力賞	ゲンビ	JCBギフトカード2万円分
マイクロソフト賞	I'm beside you	Microsoftのクラウド利用特権メンタリング
AVIS賞	Sportip	Echo spot 1分
FCG賞	Pecutus	コワーキング1年分利用権 Co-Working Space 1 year free membership
天神COLOR賞	lighters	天神COLOR8か月間使用権

Nominated as finalists
at the **Japan** Gogo Start Up
Pitch Competition

Planning to collaborate with SAIKY from
the Japanese market through Japan
Gogo Startup Demo Day.

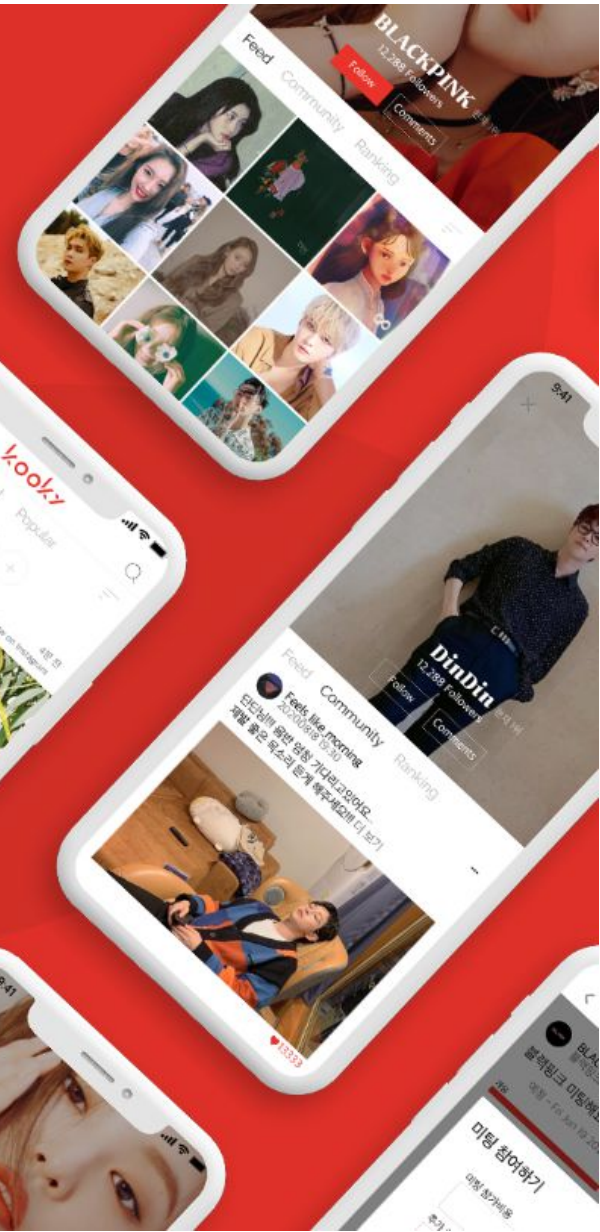


Nominated as Texas, US
SXSW outstanding startup

Participated as a Startup in the largest
interactive entertainment event, SXSW.
Discussing collaboration/investment with
Ted Cohen, a leading individual in the
North American music industry.

K-POP Global Fandom Platform

A live interactive service connecting K-POP, **KOOKY**





The fastest developing market: K-POP

150M

Exponential increases of fandom size

190 countries worldwide, over 150M fans

❖ Top 5 countries with largest fandom



1. US



2. Japan



3. S. Korea



4. Indonesia



5. Philippines

Expanding Market Size

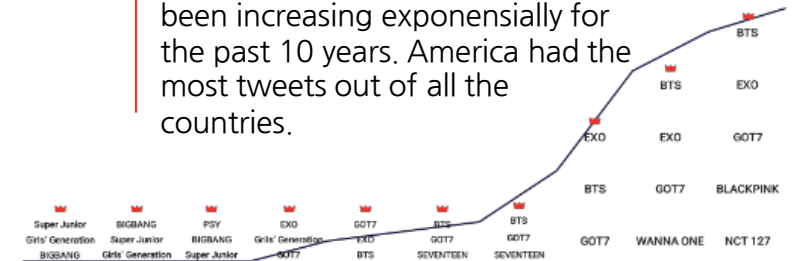
The K-POP market increased **+44.8%** in 2020, making it the fastest expanding music market worldwide. Out of this, 55% is the size of the fandom market.

\$7.9B \$15B

6.1B
Tweets

Social media trends

Mentions on K-POP in Twitter has been increasing exponentially for the past 10 years. America had the most tweets out of all the countries.





Unique characteristics of K-POP fandom





Low satisfaction levels of international fans



Lack of communication
between domestic &
international fans

Absence of platform to
facilitate communication:
limited chances of
encounter various artists



K-POP channels'
information overload

Inconvenience of having to
consume contents from
each individual channel



Language Barriers

Language is the priority barrier
international fans wish to
overcome

| We provide



Innovative communication channel and contents reproduction service



Communication platform

Optimized service for fans

- Domestic/international fans' communication channel
- Direct fan↔artist channel



K-POP information curation

All-inclusive dashboard for K-POP channel traffics.



K-POP contents reproduction

Not just simple translations, but K-POP contents reproduction for international fans.

| We provide



Fulfill all international fans' needs ✓ through one platform



All-in-one
fan activity service

Live fan meetings
Online concerts
Live commerce



Combined dashboard for
following artists

Combined contents from
various channels



Fandom community

Unified global fandom
community



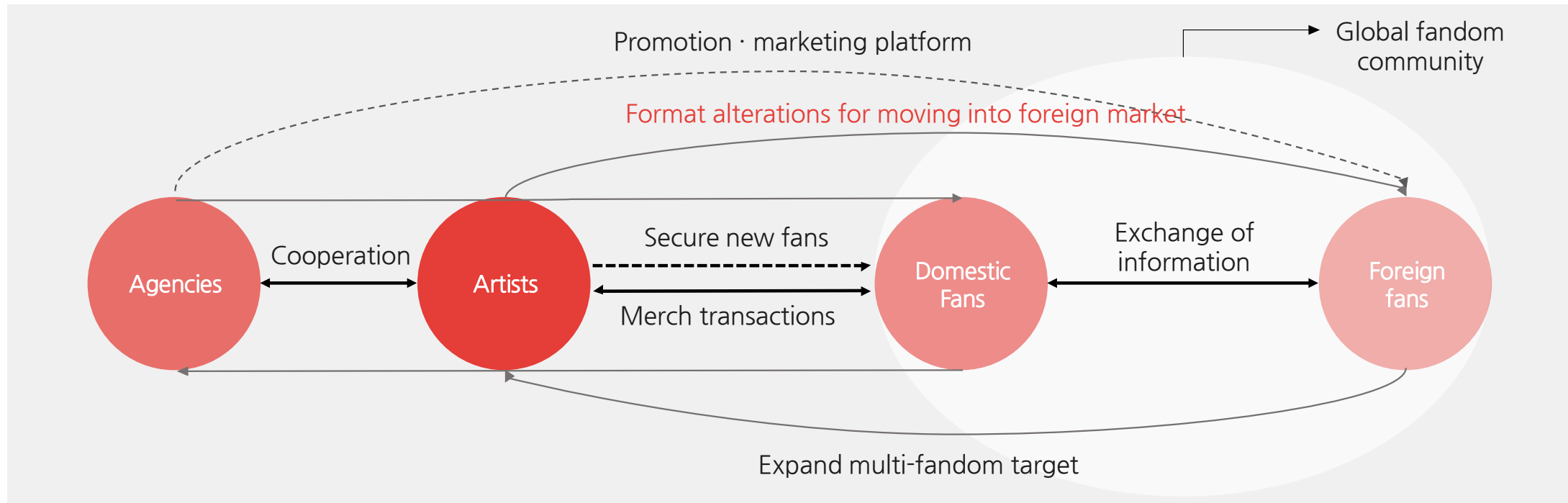
Service provided in 30
different countries

Service provided in countries'
native language in 30 different
countries such as US, Canada,
China, Japan, Thailand,
Indonesia etc.



Systematic relationship development between K-POP users

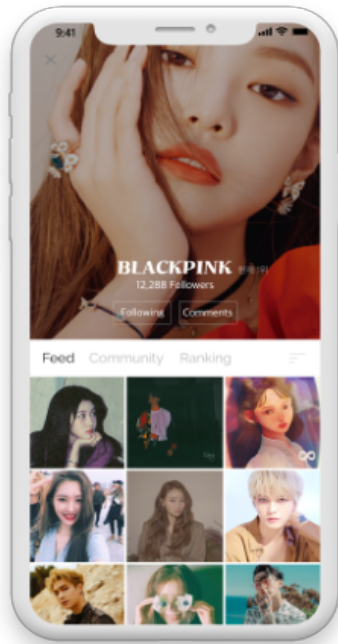
Interactions between K-POP market associates
creating a league of our own



| We provide



All-in-one fandom platform : KOOKY



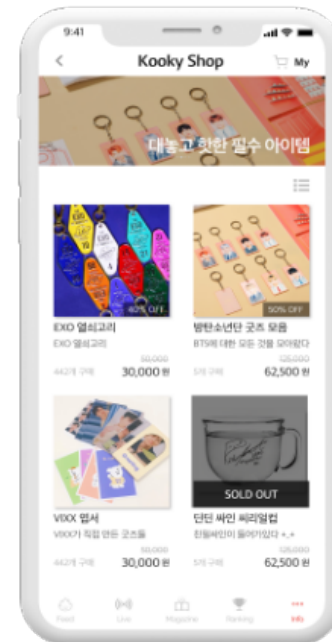
Combined feed curation

See artists' contents from different channels all in one place



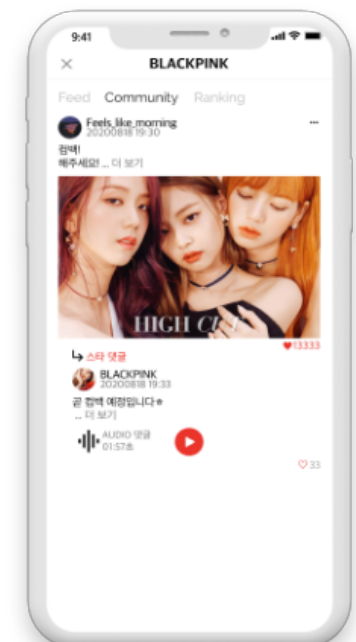
Live interactive channel

Live online fan meeting service
fan↔artist vocal/chat message



Fandom commerce platform

Fan art transactions (fan↔fan)
Artist merch transactions (fan↔artist)



Fandom community

International fans satisfy curiosity through domestic fans' collective intelligence

We provide



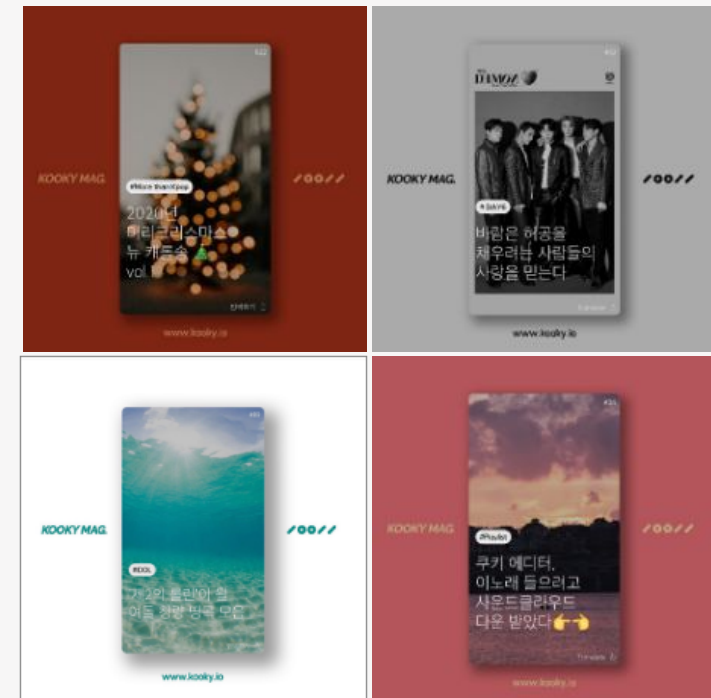
Self-produce contents wanted by fans

WWW.KOOKY.IO



Fan experiential content

Self-produce contents that fans can actually experience
→ Finding your best match K-POP star - MBTI quiz



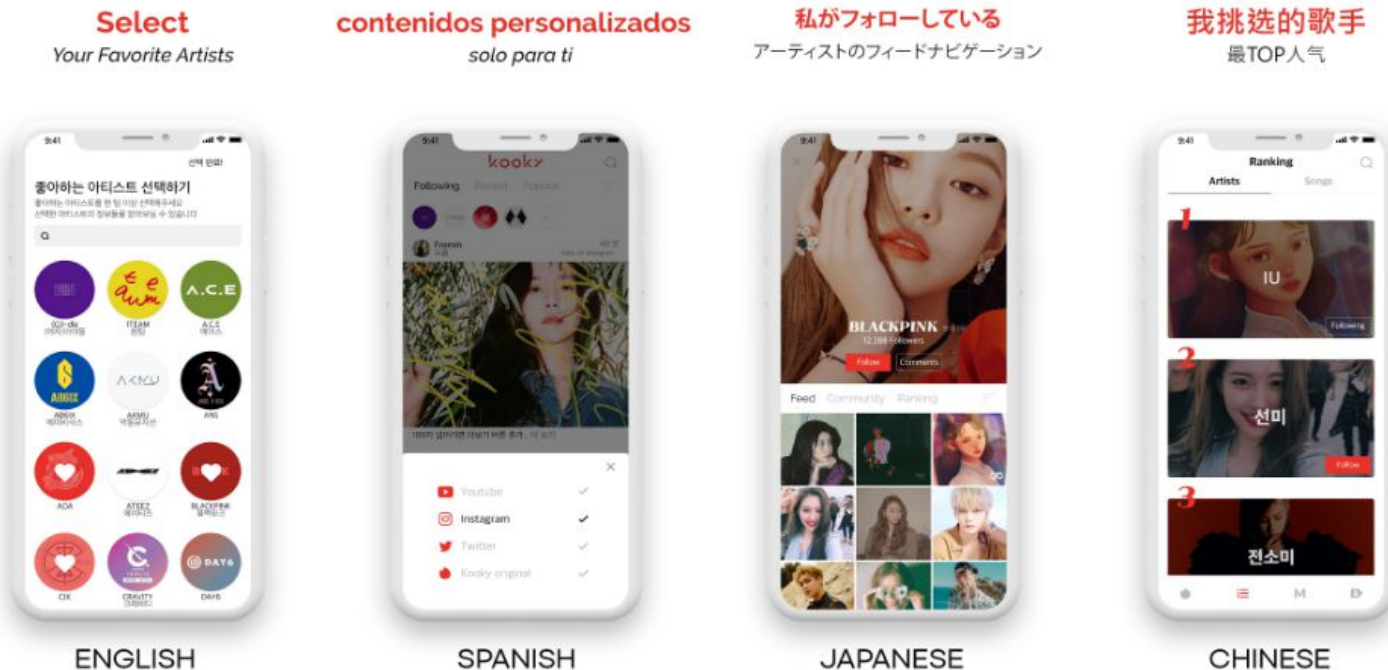
Periodical literature production

Daily K-POP contents article posts
→ Introduce rookie artists, seasons special magazine

We provide



Multiple language & real-time translation service



Worldwide service available

Distributed in native languages for US, Canada, Japan, China, Thailand, Indonesia, Vietnam, Taiwan, India, Germany, Brazil, Spain, France.

Real-time contents translation service available.



K-POP supply · demand game changer



Innovative communication channel

Open platform where artists, even rookies, can meet international fans
Lower the barrier for international expansion



Improve artist monetization structure

Enhance financial independence through international fan base expansion & continuous support for creative activity



K-POP overseas expansion format modification

Supply various artists to match the segmented K-POP market
Modification of the overseas expansion format that was originally for major capitals

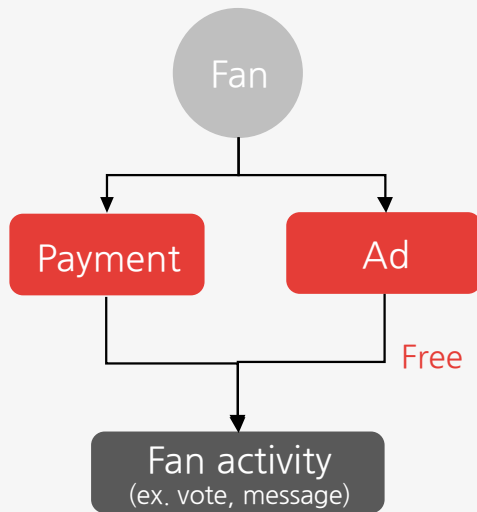


Continuous expansion of the K-POP industry

Diversification of supply and demand allows industry to be less dependent on a few major artists

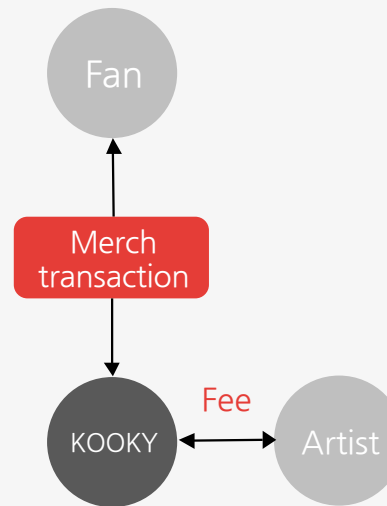


Ads + E-Commerce + Fees



Profits raised through fan activities

- Support fees
- Ads



Live-commerce merch transaction platform

- transaction fees
- platform ad profit








Function as an agency helping overseas expansion

Fees as a marketing agency for international fans (B2B)



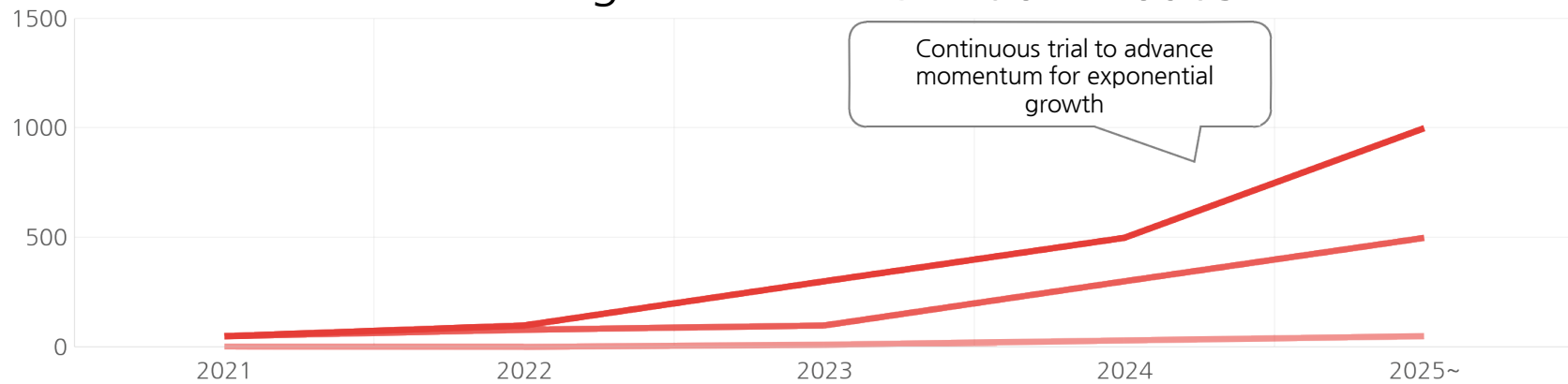
Fan base service platforms

Difficulty casting big stars and capitals compared to competitors,
but KOOKY is the perfect fan based service matching the practical needs of fans

					
Artist-user scope	All artists	Limited to particular artists	All artists	Limited to entertainments' artist	Limited to entertainments' artist
Fan-user scope	K-POP global fan base	Limited to artists' fan base	Unspecified public	Limited to artists' fan base	Limited to artists' fan base
Online fan community	O	Comments on videos	Comments on videos	O	O
Self-produced contents	KOOKY articles	X	X	O	O
Monetization for artists	Monetization of Kooky's points	X	Ads/Superchat	O	O
Live fan meeting	O	O	O	X	X
Merch sales	All artists	X	X	Limited to entertainments' artist	X
2 way communication with artists	O	X	X	O	AI



Expand to provide local language service to **50 countries**
within 5 years,
aiming to achieve **5M downloads**



— Member (K) — Profit (M) — MAU(K)

	2021	2022	2023	2024	2025 ~
Member (K)	50	300	1000	3000	5000 ~
MAU** (K)	20	80	500	2000	600 ~
Profit (M)	1	7	12	20	50 ~
Local language serviced countries	S.Korea, Japan, US		China, Thailand, Indonesia, Vietnam, Taiwan, India, Germany, Brazil, Spain, France Planning to expand into Southeast Asia including Malaysia, Philippine, Singapore, and Middle East countries.		

**MAU(Monthly Active Users): indicator of how many users use the app for a month



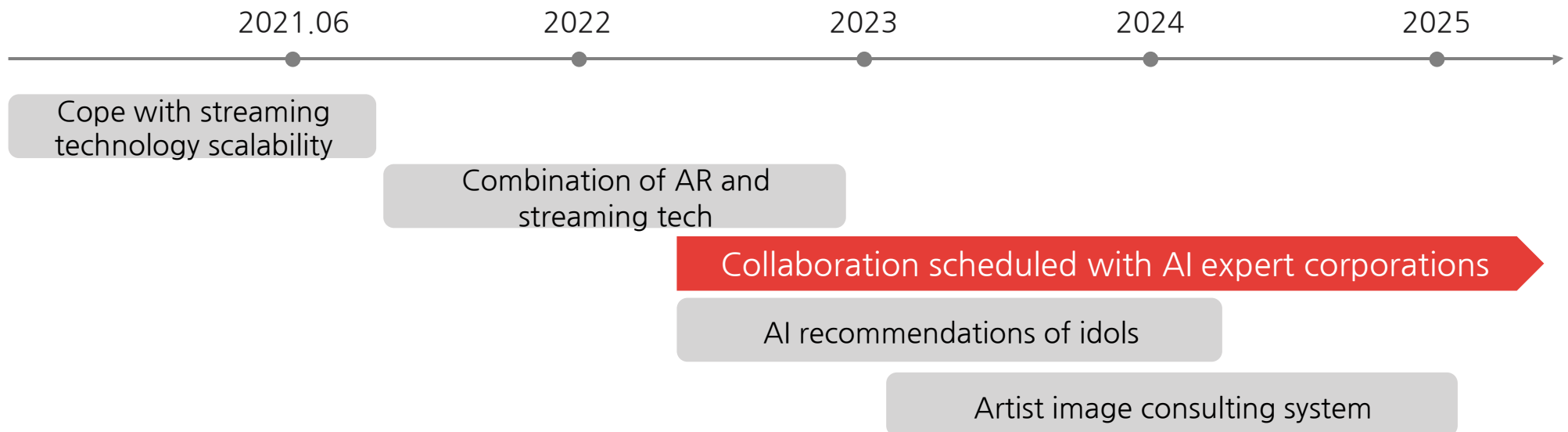
International marketing strategy





Implementation of new technology through affiliations with expert firms

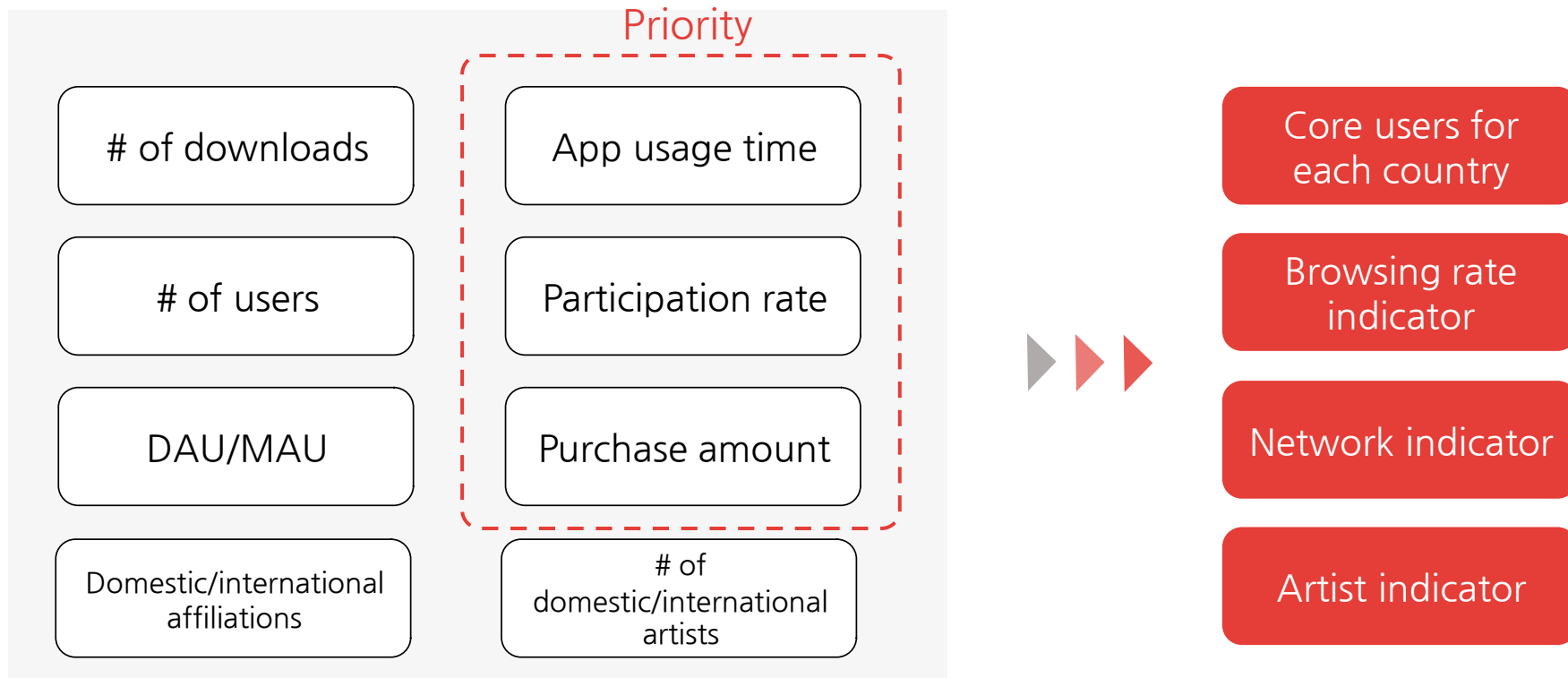
Planning to work with external corporations, outside of our own developers team, for AI and AR development





Continuous KPI monitoring focused on primary users

Main KPIs





Live fan meeting example - DinDin (2021.3.16)

Pilot project



Widely known artist with few big fans
DinDin

SNS followers : 620K

International fan proportion : 20% (*expected*)

Primary foreign country of fan base :
Indonesia (70%)

Voluntary user sign
ups from 20 countries

Increase↑ in app
downloads
264% increase from prior month

Upsurge↑ of DAU
About 900% increase

Voluntary purchase
of KOOKYs

Confirmation of fans'
purchase pattern



Future projects - Majors (2021.4 expected)



Artist with vast foreign fan base
Majors

International fan base size : 500K (*expected*)
International fan proportion: 90%
Primary foreign country of fan base : China (80%)

Interactive activities
for fan bases

Live concerts

Merch events

Live streamings
for each member



of downloads

of users

DAU/MAU

Access users per
country

App usage time

Foreign fans'
reaction



Future projects - Verbal Jint (2021.5 expected)



Artist with large fanatic fan base
Verbal Jint

SNS followers : 41K
International fan proportion :
2~3% (*expected*)

Interactive activities
for fan bases

Live concerts

Comeback album
live e-commerce

Daily life live
streams



of downloads

of users

DAU/MAU

App usage time

Event
participation rate

Access users
compared to # of SNS
followers

A nighttime photograph of a city skyline, likely New York City, viewed from across a body of water. A bridge with many pillars is in the foreground. The skyline features several tall buildings, some with lights on. The sky is dark with a few clouds.

Create a new TYPE OF Connection IN K - Culture

Lighters

Lighters Company
02-706-0077
www.kooky.io
hello@kooky.io

Thank You