" 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**
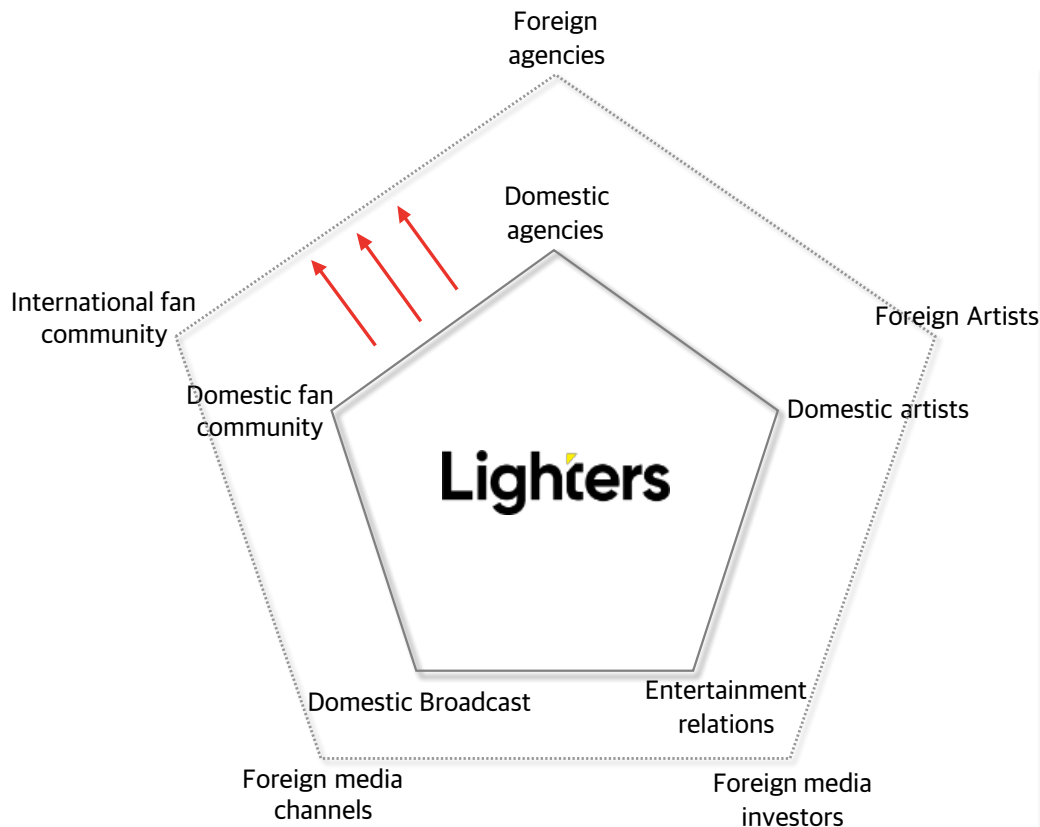
Business level English·Chinese·German

6 teammates

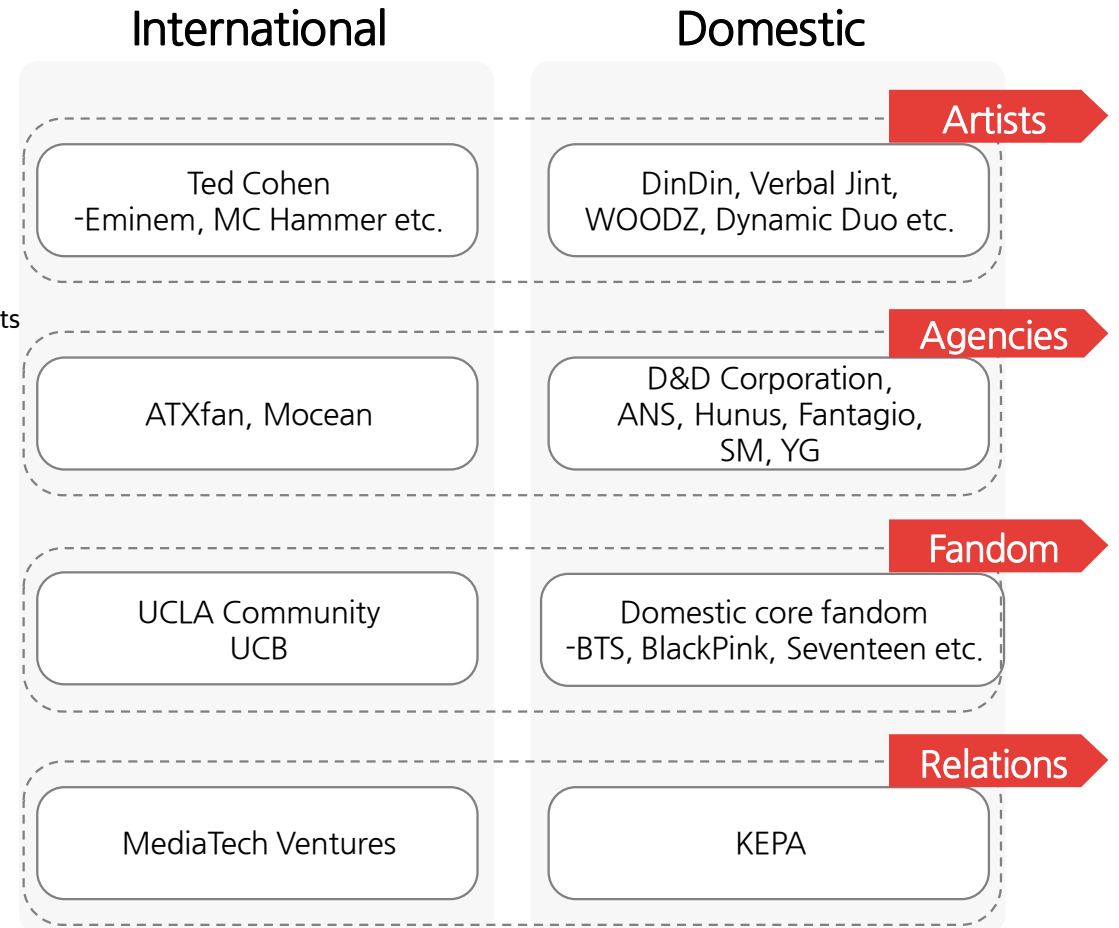## Team

2 Developers

2 Marketers

2 Designers

all social insuranced
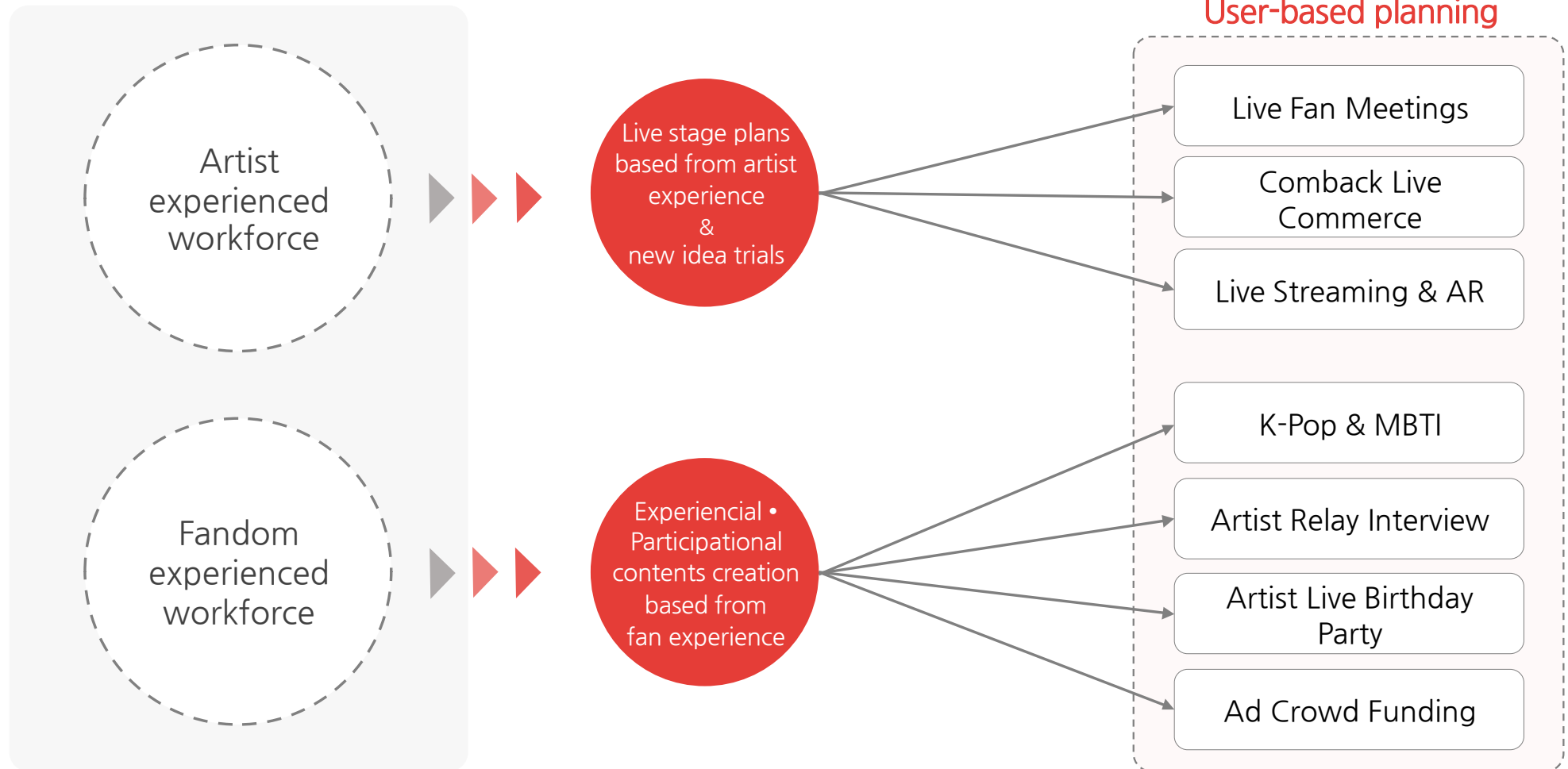
flexible HR managment

Stable Domain Network

Multidimensional network retained

Foreign agencies
Domestic agencies
International fan community
Foreign Artists
Domestic fan community
Domestic artists
Lighters
Domestic Broadcast
Entertainment relations
Foreign media channels
Foreign media investors

	International	Domestic
Artists	Ted Cohen -Eminem, MC Hammer etc.	DinDin, Verbal Jint, WOODZ, Dynamic Duo etc.
Agencies	ATXfan, Mocean	D&D Corporation, ANS, Hunus, Fantagio, SM, YG
Fandom	UCLA Community UCB	Domestic core fandom -BTS, BlackPink, Seventeen etc.
Relations	MediaTech Ventures	KEPA

Strategic planning based from experience

User-based planning

Artist experienced workforce

Fandom experienced workforce

Live stage plans based from artist experience & new idea trials

Experiencial · Participational contents creation based from fan experience

Live Fan Meetings

Comback Live Commerce

Live Streaming & AR

K-Pop & MBTI

Artist Relay Interview

Artist Live Birthday Party

Ad Crowd Funding

Attention in Overseas Markets
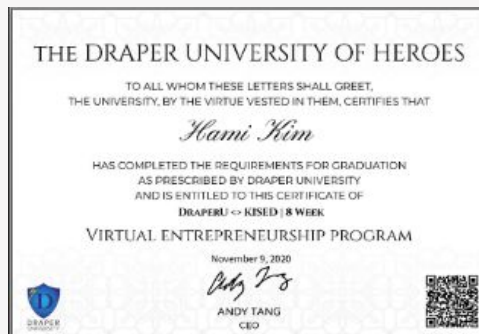
Enterprise certified at
Silicon Valley, US

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

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

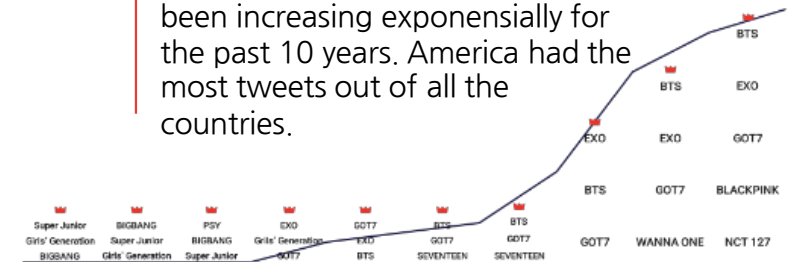1.US   2.Japan   3.S.Korea   4.Indonesia   5.Philippines

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 exponensially for the past 10 years. America had the most tweets out of all the countries.

Super Junior	BIGBANG	PSY	EXO	GOT7	BTS	BTS	BTS	BTS
Girls' Generation	Super Junior	BIGBANG	Girls' Generation	EXO	GOT7	GOT7	BTS	EXO
BIGBANG	Girls' Generation	Super Junior	GOT7	BTS	SEVENTEEN	SEVENTEEN	EXO	GOT7
							GOT7	BLACKPINK
							GOT7	WANNA ONE	NCT 127

Unique characteristics of K-POP fandom

High loyalty

Unconditional support

High willingness to pay

Multi-fandom trend

Domestic fans

High loyalty towards individuals

Overseas fans

General interest towards K-POP
Strong multi-fandom tendency

Low satisfaction levels of international fans

Lack of communication between domestic & international fans

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

K-POP channels' information overload

Inconvenice of having to consume contents from each individual channel

Language Barriers

Language is the priority barrier international fans wish to overcome

** Draper University 해외 팬덤 인터뷰(2020)

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.

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

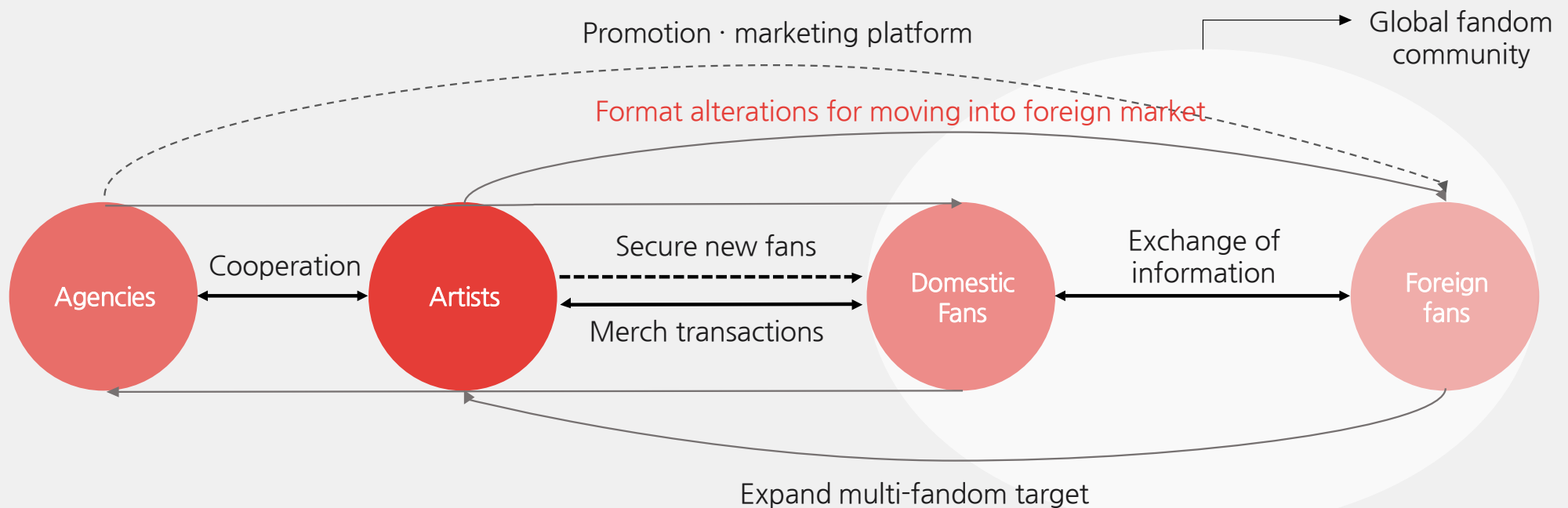### Fandom community

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

Promotion · marketing platform

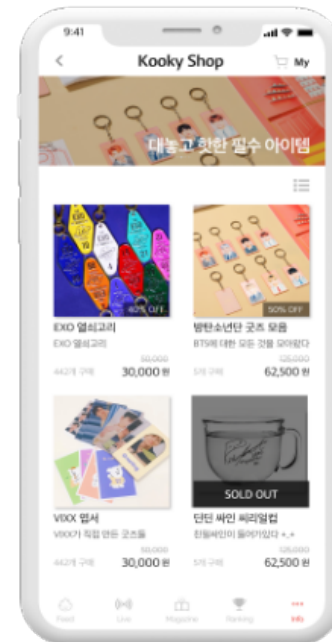Global fandom community

Format alterations for moving into foreign market

Agencies

Cooperation

Artists

Secure new fans

Merch transactions

Domestic Fans

Exchange of information

Foreign fans

Expand multi-fandom target

kooky

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)
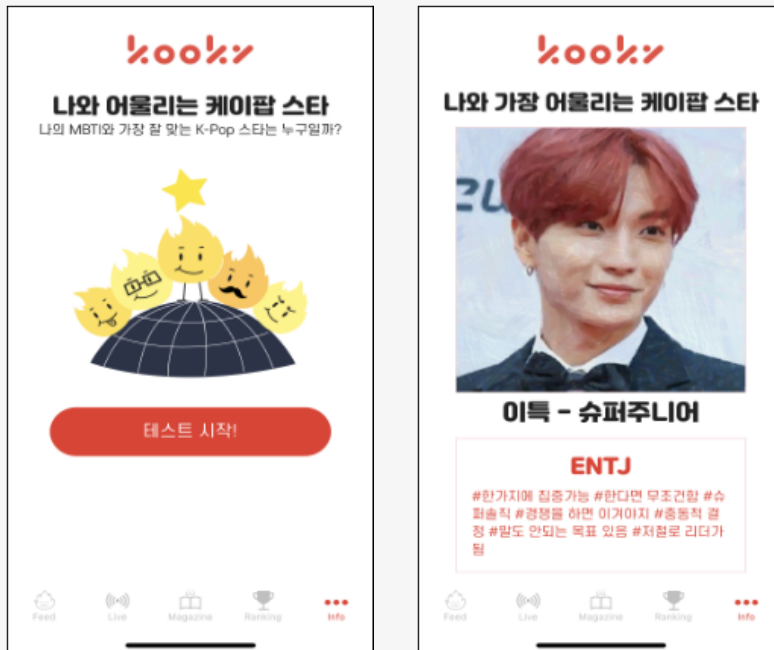Artist merch transactions (fan↔artist)

Fandom community

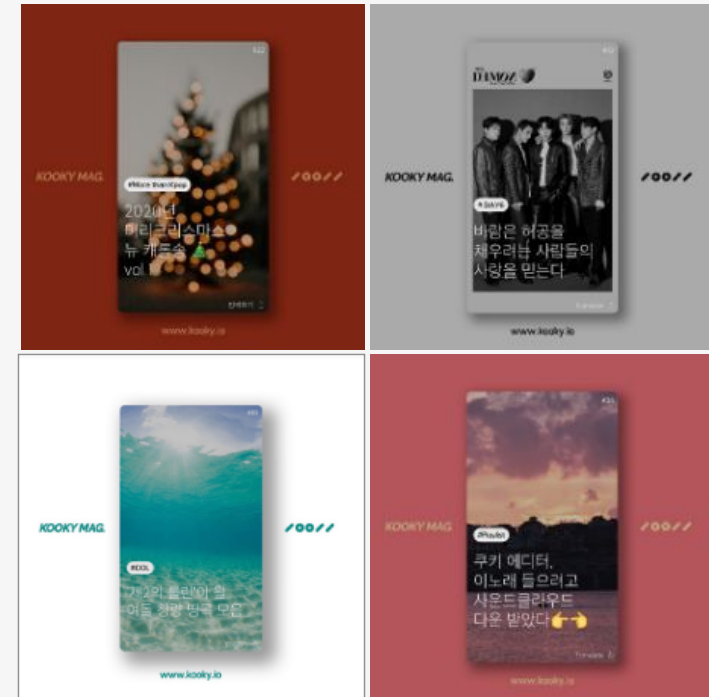International fans satisfy curiosity through domesitc fans' collective intelligence

Self-produce contents wanted by fans

Fan experiencial content

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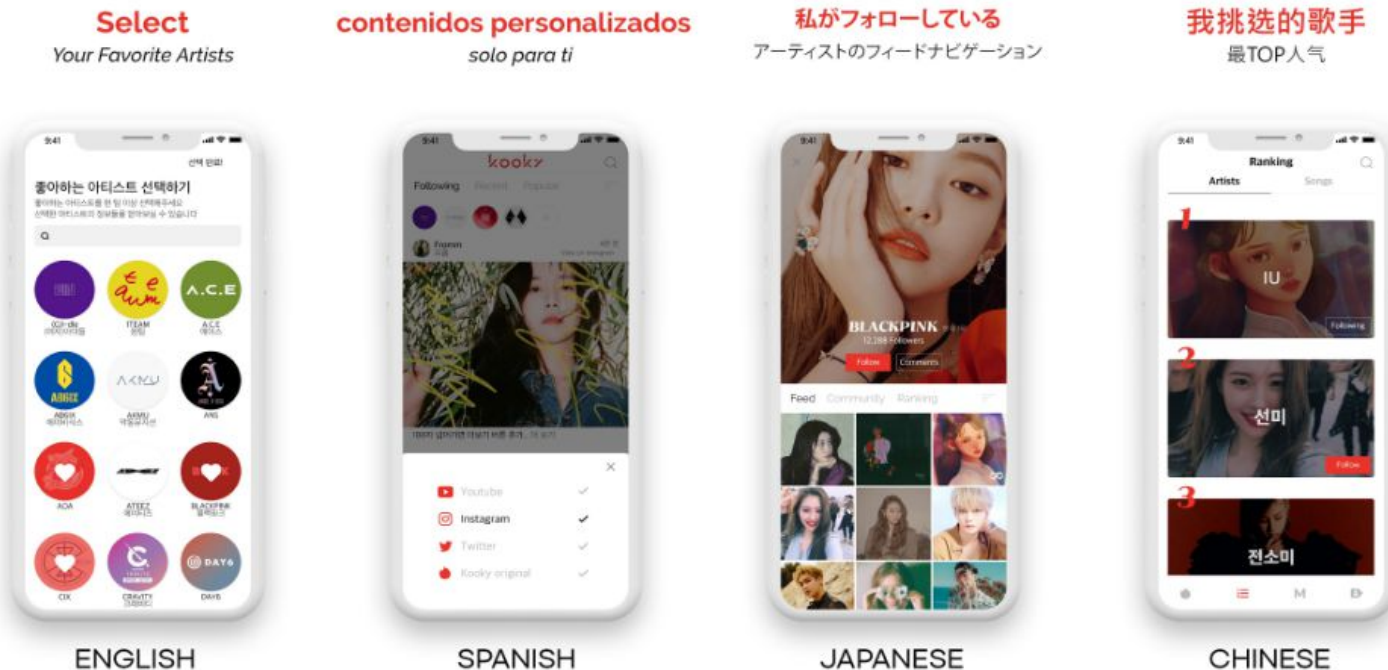→ Finding your best match K-POP star - MBTI quiz

Periodical literature production

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

Multiple language & real-time translation service

Select
Your Favorite Artists

ENGLISH

contenidos personalizados
solo para ti

SPANISH

私がフォローしている
アーティストのフィードナビゲーション

JAPANESE

我挑选的歌手
最TOP人气

CHINESE

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 oversea expansion format modification

Supply various artists to match the segmented K-POP market

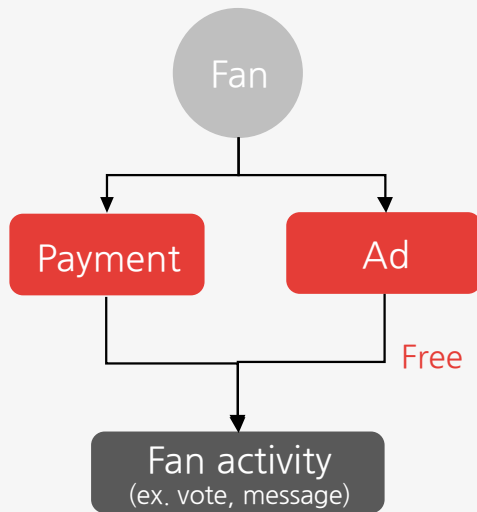Modification of the overseas expansion format that was originally for major capitals

Continuous expansion of the K-POP industry

Diversification of supply and demand allows industry to be less dependent on a few major artists
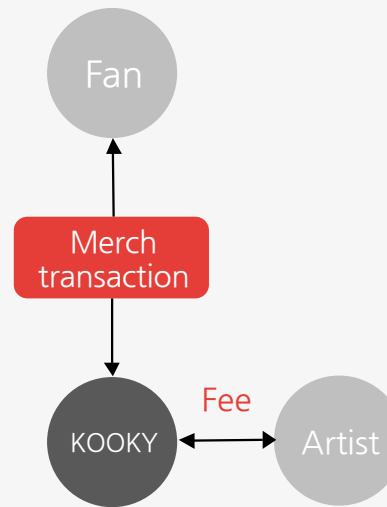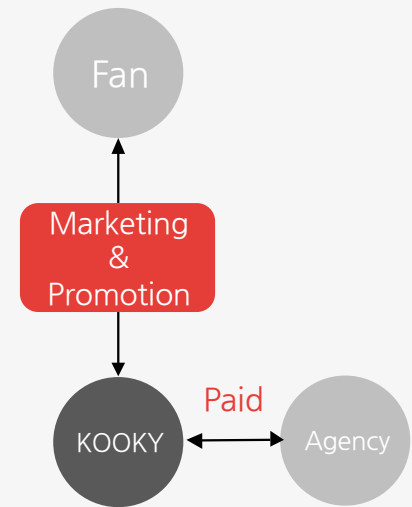
Ads + E-Commerce + Fees

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

	KOOKY	VLIVE+	YouTube	weverse	UNIVERSE
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**

Continuous trial to advance momentum for exponential growth

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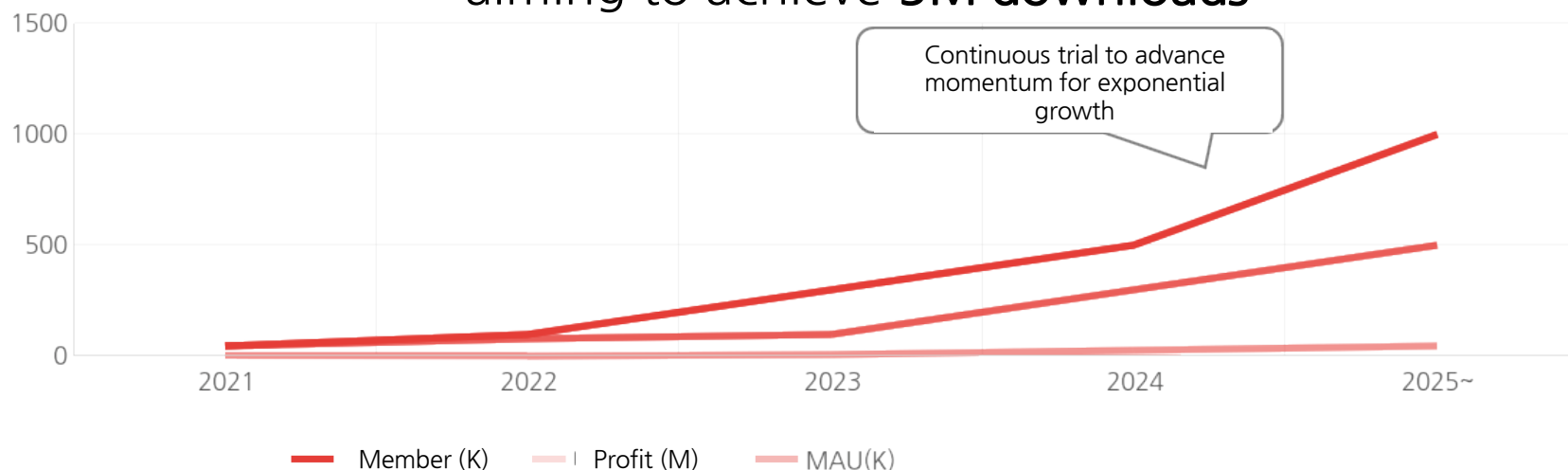
	2021	2022	2023	2024	2025 ~
Member (K)	50	300	1000	3000	5000 ~
MAU** (K)	20	80	500	2000	600 ~
Profit (M)	1	7	12	20	50 ~
Local language serviced countries	S.Korea, Japan, US	China, Thailand, Indonesia, Vietnam, Taiwan, India, Germany, Brazil, Spain, France	Planning to expand into Southeast Asia including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

SNS marketing

Utilize network

Domestic celebrity marketing
(D&D, ANS, HUN, SM)

SM ENTERTAINMENT · ANS ENTERTAINMENT · HUNUS Entertainment

Domestic

2021.06   2022   2023   2024   2025

Foreign

Participate in foreign startup shows (SXSW, RISE)

SXSW↙

Ted Cohen
American digital industry executive
EMI Music, Warner Bros. advisor
Grammy's co-chair

ATX. MUSICFAN
LOCAL MUSIC. LOCAL AUSTIN.

Foreign partners affiliation (Ted Cohen, ATXfan, Mocean)

Overseas SNS target marketing (Twitter, Reddit)

International fandom target marketing (UCLA, UCB)

North American market
(Media Ventures Accelerating Program)

Plans to enter 5 of top ranking markets
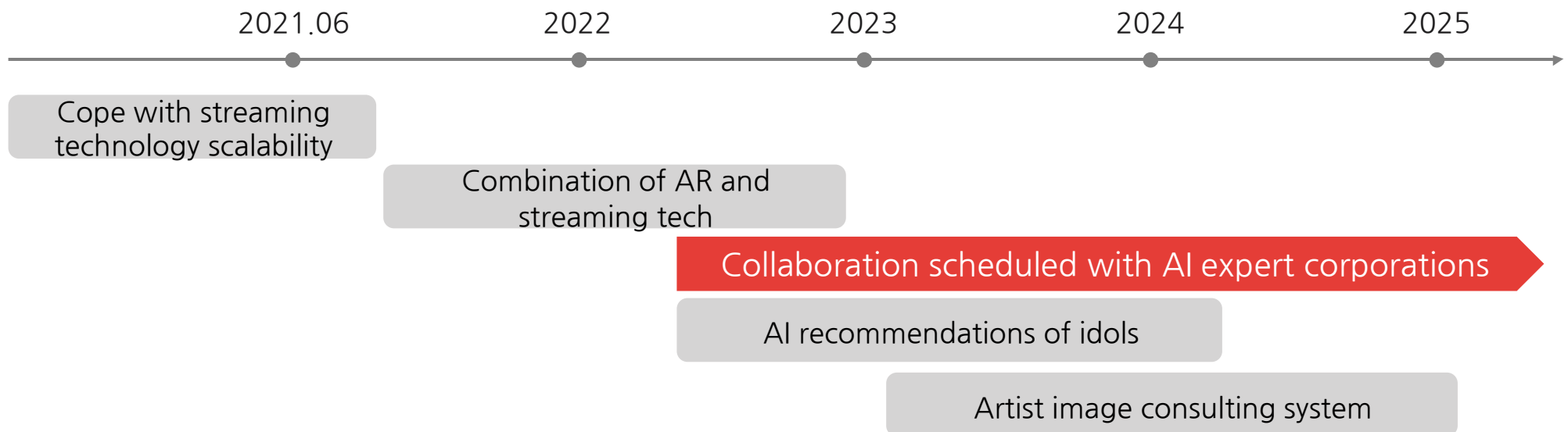
Implementation of new technology through affiliations with expert firms

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

2021.06   2022   2023   2024   2025

Cope with streaming technology scalability

Combination of AR and streaming tech

Collaboration scheduled with AI expert corporations

AI recommendations of idols

Artist image consulting system

Continous KPI monitoring focused on primary users

Main KPIs

Priority

Main KPIs	Priority	Indicators

# of downloads

App usage time

Core users for each country

# of users

Participation rate

Browsing rate indicator

DAU/MAU

Purchase amount

Network indicator

Domestic/international affiliations

# of domestic/international artists

Artist indicator
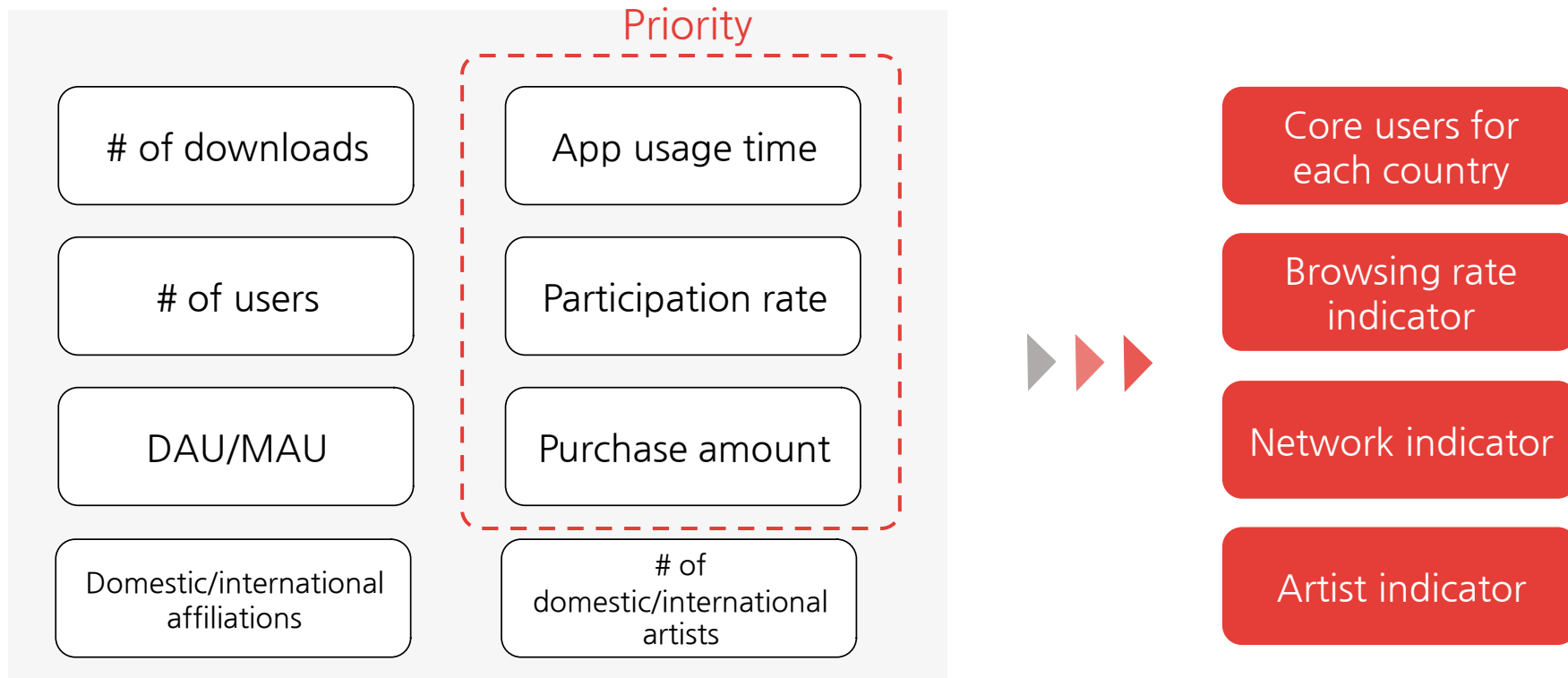
Live fan meeting example - DinDin (2021.3.16)

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 (2021.5expected)

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

Create a new TYPE OF Connection IN K - Culture

Lighters

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

Thank You