



Artificial Intelligence · Mixed Reality

illuminate the new story world
for digital-native kids

illuni.com
storyself.com

CEO
Byung-Hwa Park Ph.D.



Market Problem

Which type of Content is needed for Young Digital-Native?



Market Problem

(Kid) Content
Platform
Progress

Passive
(Video)



Active
(limited Interactive)



Immersive
Interactive·Intelligence

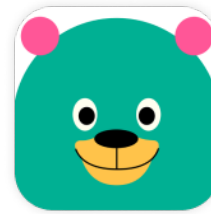
Global
(Open-type
Business)



YouTube Kids



Vooks



Khan Academy Kids



None before
STORY SELF

Korea
(Closed-type
Business)



U+ 아이들나라



웅진북클럽



SKT
살아있는 동화



None

Why there was no immersive storybook content platform for kid?

Customer Analysis

Kid : End User

Creativity



Role-play

Emotional Connection



Read with Parent

How we can transfer these children's favorites to immersive storybook contents?

Customer Analysis

Parent : Purchaser

〈Reason for Smart Media Child Exposure〉

Reason	
To have own time without being disturbed by the child	31%
To appease the child	28%
Child likes it	27%
For education	7%
Habitual use	4%
Others	3%

〈Reason for Not Using a Smartphone for Child〉

Reason	Freq.	Ratio(%)
Smart media addiction	172	70.2
Negative effect on social and cognitive ability	132	53.9
Negative effect on physical behavior	125	51.0
Harmful content	87	35.5
Children don't like it	12	4.9
Others	7	2.9

Want to let child use smart device for their free time but worry about emotional negative effect

How we can satisfy these parent's need?

Solution

STORY SELF

Platform

Storybook

Interactive

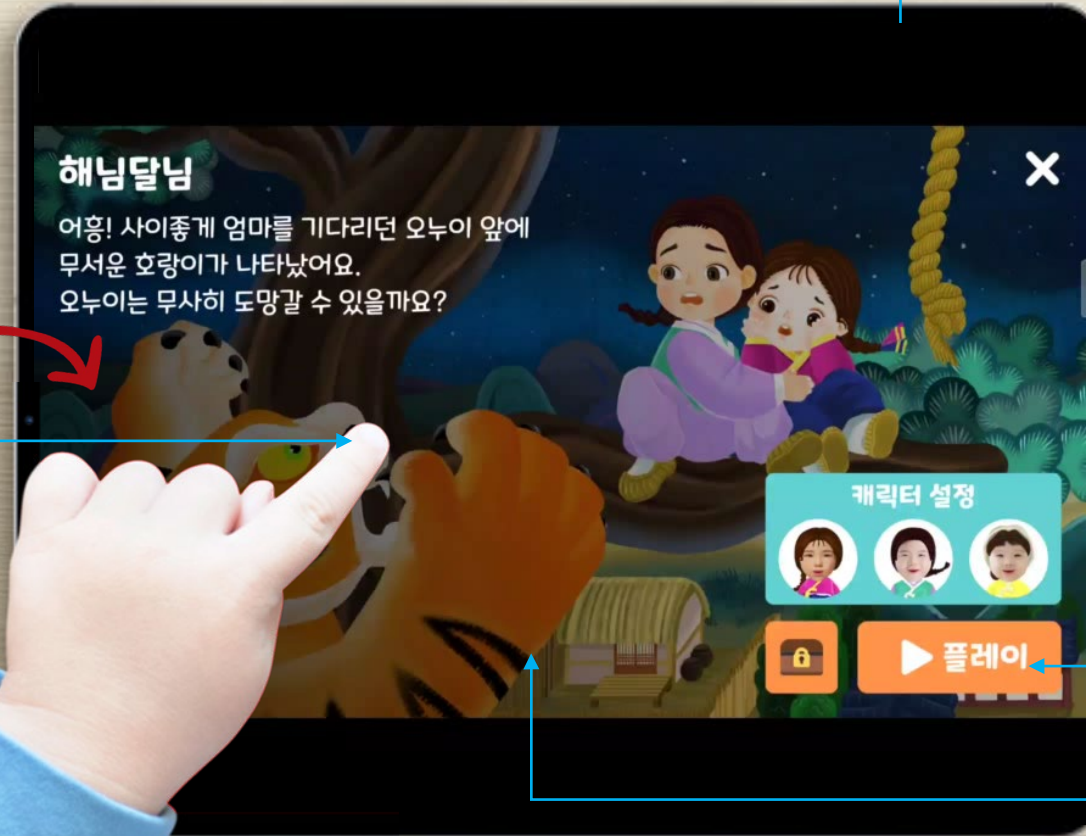
Immersive

Whole family
(Role) play

Parent
reading exp.
via voice
recording

English
Interactive
Storybook

Click
Video



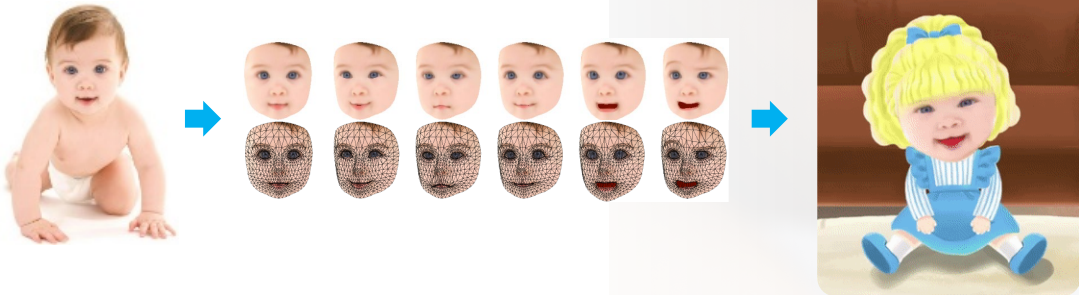
Solution



Click
Video



1. Immersive Content Production GUI Program



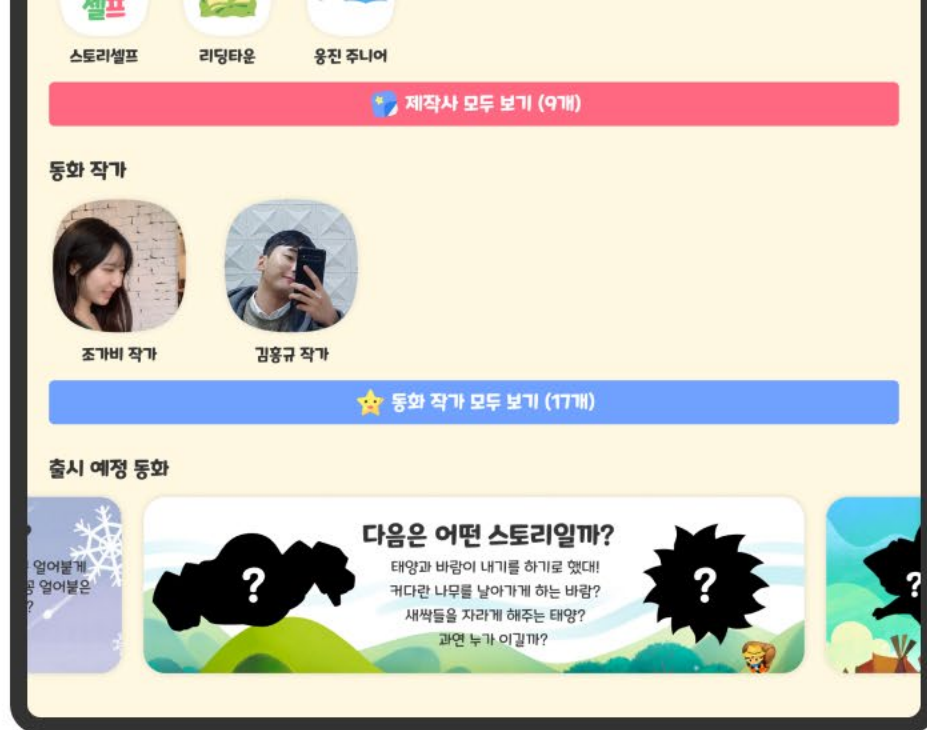
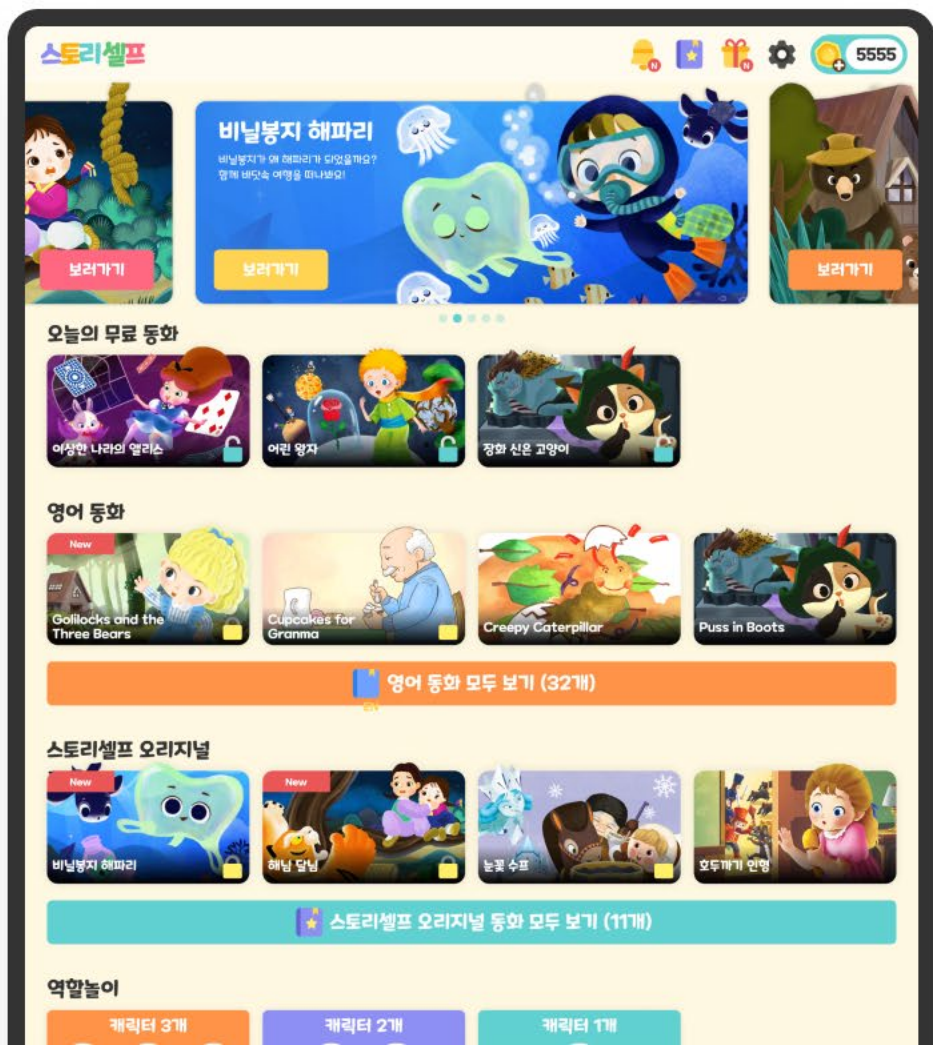
2. User Photo-Realistic Face Character Technology



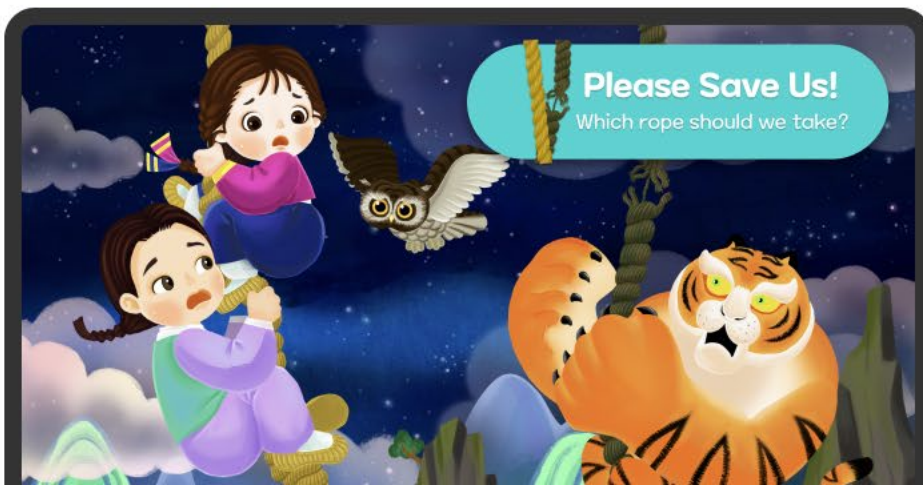
illuni's face
analyzing solution
is published via
unity asset store

Contents

StorySelf Original Contents 12+



Various Interactive Missions



Famous Story



Traditional Story



Dramatized Story



Creative Story



None Text Story



English Story

Collaborative Contents

웅진 주니어

Woongjin Junior

An interactive and realistic storytelling
of the famous fairy tale writer, Yeorim Yoon's works.



ReadingTown

ReadingTown

Good Servant Inc, which has fairy tale contents optimized for
children's (English) language education
at 25+ language schools in 8 countries and Korea, 1560+ in Korea



We are always trying to find contents partners

StorySelf Custom Sticker Book

makes children become a protagonist of a story not only in digital abut also in printed book



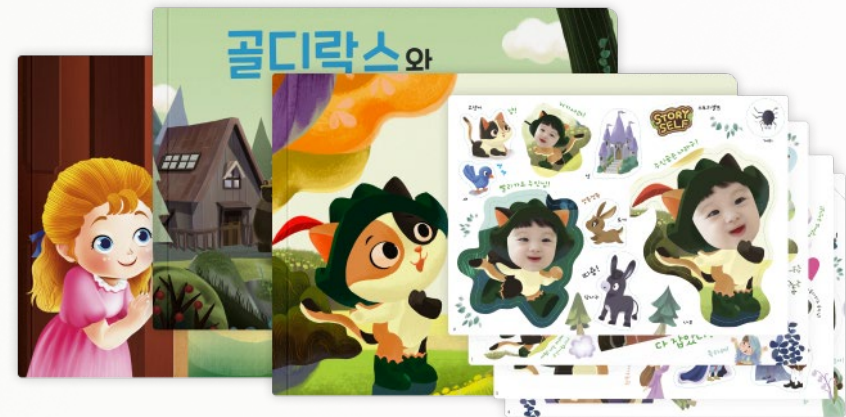
Business Model



Contents

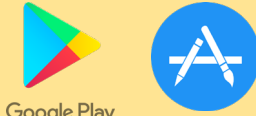



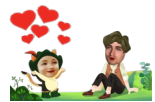



In App Contents



Custom Face-sticker
Story Book

Plan

	2021 2Q	2021 3Q	2021 4Q	2022 1Q
StorySelf Launching	 <p>Google Play Korea market launching</p>	 <p>Australia /Thailand launching</p>	 <p>USA launching</p>	
StorySelf Key Functions	 <p>MVP (Interactive / Face Charac)</p>	<p>Try shaking it up and down this time.</p> <p>Read-along- Watching</p>	 <p>Page Sticker for customize storybook</p>  <p>Branch/ Conditional Progress</p>	
StorySelf Original Contents	12+	13+	15+	20+
Collaborate Contents	3+ <div>Reading Town / Woongjin Junior</div>	25+	50+ <div>Content Partnership 5+</div>	60+
Download	1500+	5000+	20000+	50000+

Team

13+ Full time Member



Hye-Young Shin

20 years+ experience in
Children's Storybook Editor
(Woongjin)

Children's Edu. Story Partner



Soon Jung

20 years+ experience in
Children's Storybook Editor
(Kyowon)



Ig-Jae Kim

KIST IMRC
한국과학기술연구원
Korea Institute of Science and Technology



Se-Young Oh

POSTECH CITE / EEE
POSTECH

Technology Partner



Byung-Hwa Park Ph.D.

CEO / AI·MR Researcher

9+ years experience on AI
Ph.D. on AI (POSTECH)
Physics / Mechanical Eng.
(POSTECH)

"illuminate the new story
world for kids"



KunSang Jung

Server Developer

10+ years experience on
Programming

RealFarm (NeoGames)
StoryPick (Day7)

"storyself is really beautiful
project for kids"



GaBee Jo

Illustrator / Animator

10+ years experience on
children's story book

SQToys
KnowledgeEmotion#

"I'm drawing story
illustrations for next-gen
kids"



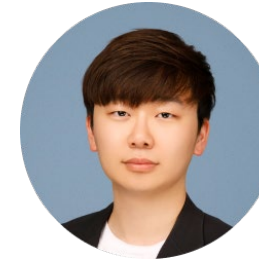
KiBong Kim

Engine Developer

7+ years experience on
Programming

KOG

"More scalable, more
efficient interactive story
contents making program for
better artistic work"



YoungJun Kwon

Product Designer

2+ years experience on UXUI
Designing

"storyself can change the
future of children's
education"



Byung-Jin Park

White Hacker /
Infra Engineer

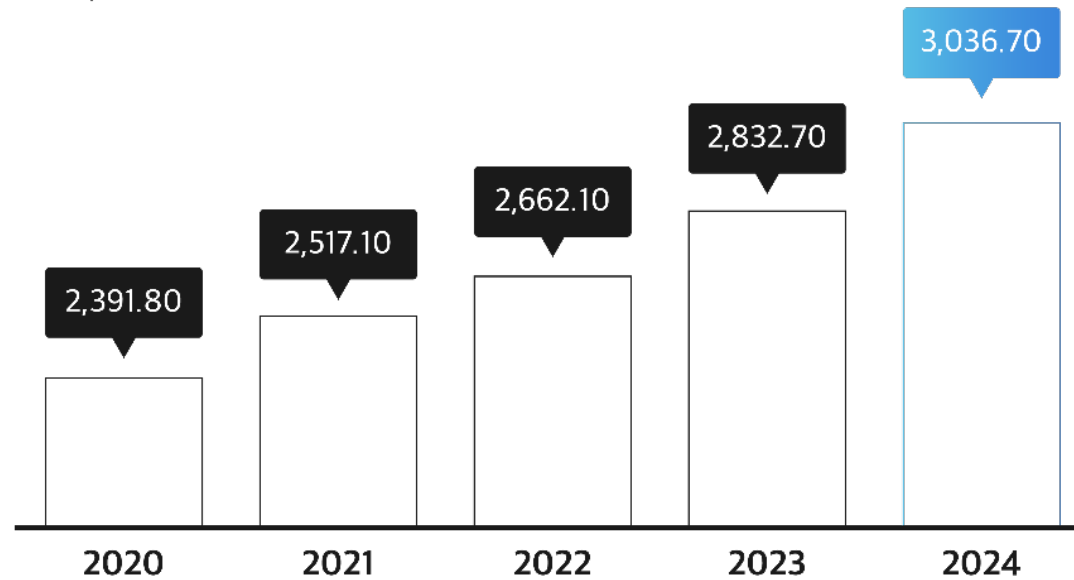
9+ years experience on
Startup
Computer Science in
POSTECH
CARPLAT/OMNIUS/KASA
Carrot Market/Carrot Pay

"More reliable infra for
startup's new business"

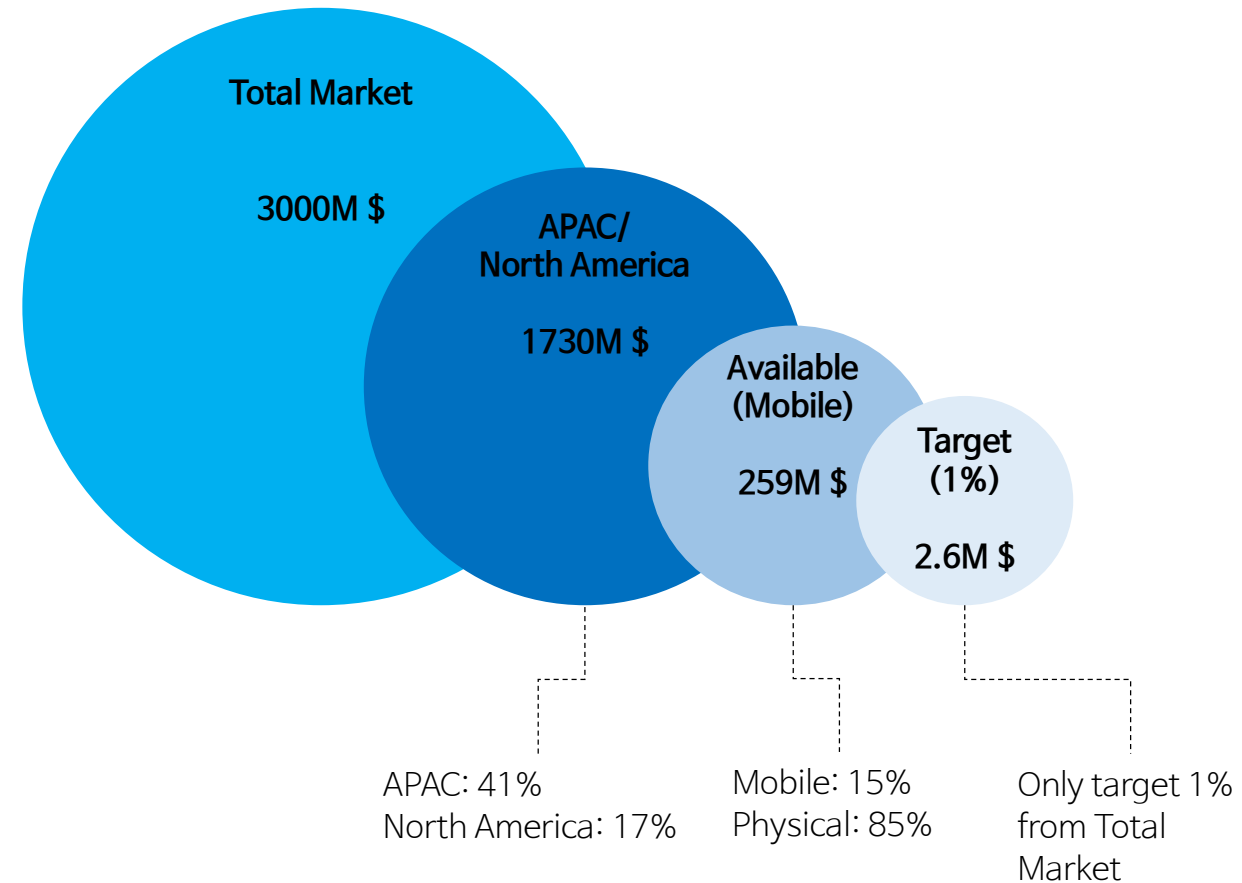
Market

Global interactive children's books market

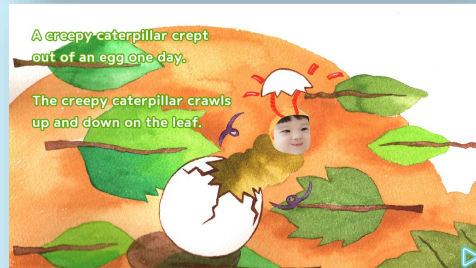
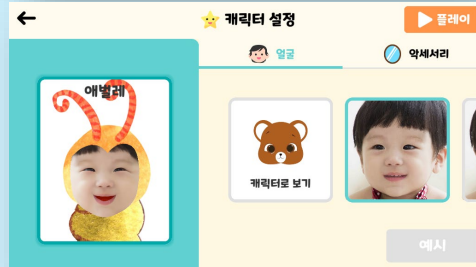
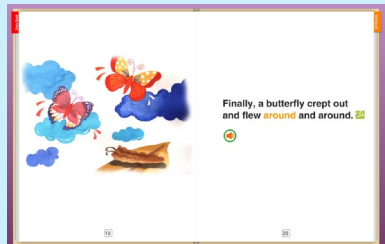
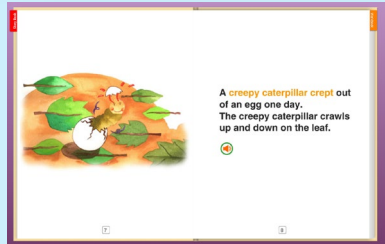
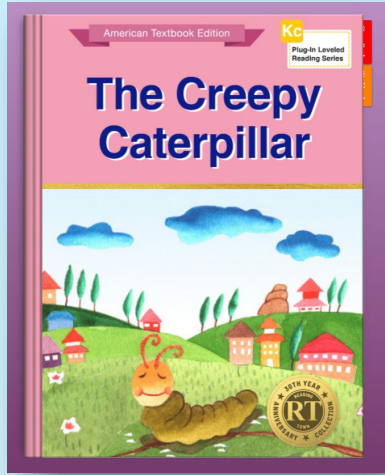
Unit: \$millions



Revenue Projection from Market Size



We are looking for content partners



We can make children's kids story contents become

Interactive and Immersive

Let's make more immersive children's story contents world together!

Example

Thank you!

Illuminate the New Story World for Kids



Artificial Intelligence · Mixed Reality

www.illuni.com

www.storyself.com

CEO

Park, Byung-Hwa, Ph.D.

bh@illuni.com

010-9007-1843

Market Problem

Target

Child

Alpha Generation

They who want to enjoy digital content as they **grow up experiencing technological advances** such as AI and robots from an early age.

Parent

Millennial Generation

They know that **digital media is convenient** because of proficiency in IT such as mobile and SNS . There are also **concerns about digital addiction** in children.

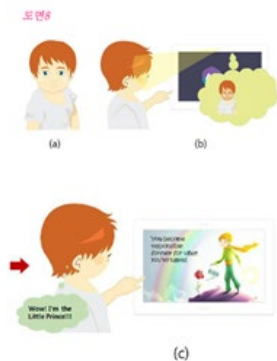


Comparative Differentiate

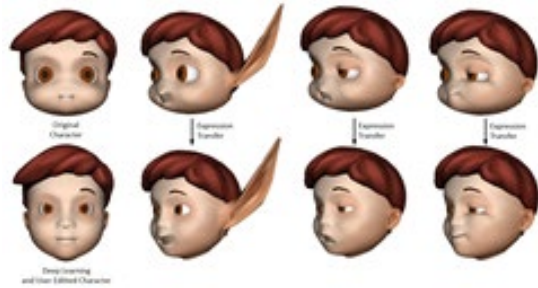


							
illuni StorySelf		SKT 살아있는 동화		LG U+ 아이들 나라		VOOKS	
<ul style="list-style-type: none"> ◆ Recognize user's face with AI and create 3D model of facial expression. ◆ Natural facial character synthesis via pose/expression conversion. ◆ Immersive story content makes whole family become protagonist 		<ul style="list-style-type: none"> ◆ Recognize a face photo by rendering it larger than the character's face ◆ No face pose change. ◆ It's awkward because it's always entered as a frontal photo only. 		<ul style="list-style-type: none"> ◆ A vast collection of over 350+ books ◆ Various cooperative partnerships with Woongjin Book Club, Pinkfong, Pororo, etc. 		<ul style="list-style-type: none"> ◆ Series B startups in the US (cumulative investment of \$38.8M) ◆ The fairy tale version of Netflix 	
Smart Device	O	△ (SKT IPTV contents)		△ (LGU+ IPTV contents)		O	
User Protagonist Face Character	O	△(overlay)		X		X	
Photo-Realistic Face Character	O (deep learning)	X (face cropping and overlay)		X		X	
Face Pose/Expression	O	X (only frontal face)		X		X	
interactive	O (mission, condition, branch etc)	X (story video)		X(story video)		X(story video)	
Interactive mission	O	X		X		X	
Voice recording	O	X (simple effect sound)		X		X	
Developed by GUI program(scalable/efficient)	O	X (기존 동화를 영상화 및 기존 동화 영상 위에 덮어쓰기)		X		X	
Business Model	Open IAP	Closed IPTV Service		Closed IPTV Service		Open Subscription	

Intellectual Property(Patent)



스토리텔링 콘텐츠 툴 제공 단말기 및
스토리텔링 콘텐츠 제공 방법
(10-1902553호)(한국 등록)



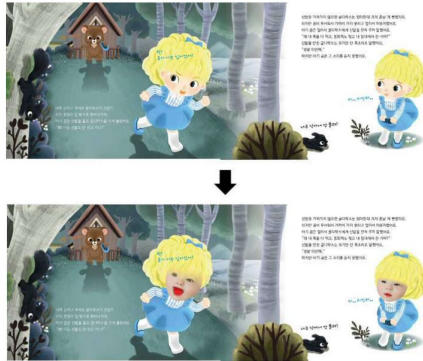
3차원 움직임 모델 생성 방법 및 장치
(10-2023633호)(한국 등록)



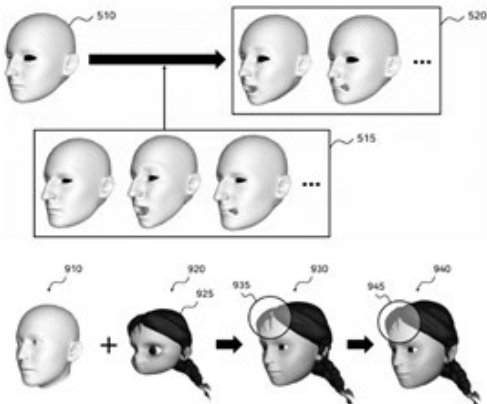
2차원 배경으로의 3차원 움직임 모델
투영 방법 및 장치 (10-2087917호)(한국
등록)



사용자의 플레이에 기초하여
재프로그래밍되는 인터랙티브 콘텐츠
제공 방법 및 장치(스토리셀프 앱) (10-
2020-0059105)(한국 등록, 미국 출원,
인보 추의)



사용자의 얼굴을 캐릭터에 반영하는
스티커 제공 스토리북 생성 방법 및
장치(스토리셀프 스티커북, 국내, 10-
2020-0153730)(한국 출원, 미국 출원,
인보 추의)



변형가능한 3D 움직임 모델을 생성하는
방법 및 시스템
(10-2019-0163989호)(한국 출원)

Intellectual Property(Patent)



- **보유 지재권 - 등록[특허]**

- 스토리텔링 콘텐츠 톨 제공 단말기 및 스토리텔링 콘텐츠 제공 방법 (10-1902553호)
- 3차원 움직임 모델 생성 방법 및 장치 (10-2023633호)
- 2차원 배경으로의 3차원 움직임 모델 투영 방법 및 장치 (10-2087917호)
- 사용자의 플레잉에 기초하여 재프로그래밍되는 인터랙티브 콘텐츠 제공 방법 및 장치(스토리 앱) (10-2020-0059105)
- 표정연습시스템 (2015-0166728)

- **보유 지재권 - 출원[특허]**

- 변형가능한 3D 움직임 모델을 생성하는 방법 및 시스템(10-2019-0163989호)
- 사용자의 플레잉에 기초하여 재프로그래밍되는 인터랙티브 콘텐츠 제공 방법 및 장치 (10-2020-0059105)
- 사용자의 얼굴을 캐릭터에 반영하는 스티커 제공 스토리북 생성 방법 및 장치(스토리셀프 스티커북, 국내, 10-2020-0153730)
- 사용자의 플레잉에 기초하여 재프로그래밍되는 인터랙티브 콘텐츠 제공 방법 및 장치(스토리셀프 앱, pct, PCT/KR2020/017396)
- 사용자의 얼굴을 캐릭터에 반영하는 스티커 제공 스토리북 생성 방법 및 장치(스토리셀프 스티커북, pct, PCT/KR2020/017409)
- 사용자의 플레잉에 기초하여 재프로그래밍되는 인터랙티브 콘텐츠 제공 방법 및 장치(스토리셀프 앱, 미국, 0537-000004/US)
- 사용자의 얼굴을 캐릭터에 반영하는 스티커 제공 스토리북 생성 방법 및 장치(스토리셀프 스티커북, 미국, 0537-000003/US)
- 사용자의 플레잉에 기초하여 재프로그래밍되는 인터랙티브 콘텐츠 제공 방법 및 장치(스토리셀프 앱, 일본, 100121728)

Intellectual Property(Design/Trademark)



인증	국가	구분	등록(출원)번호	내용
상표	한국	등록	40-2017-0154317	StorySelf (서비스명)
해외 상표	미국	등록	5,635,153	StorySelf (서비스명)
해외 상표	일본	등록	1393201	StorySelf (서비스명)
해외 상표	중국	등록	1393201	StorySelf (서비스명)
해외 상표	유럽	등록	1393201	StorySelf (서비스명)
상표	한국	출원	40-2019-0178172	 (StorySelf의 대표 캐릭터)
디자인	한국	등록	30-2019-0054901	 (StorySelf의 대표 캐릭터)
상표	한국	등록	40-1438598	illuni (회사명)
해외 상표	미국	등록	88612217	illuni (회사명)

StorySelf: Tuna Virtual YouTuber Project



Entering the YouTube market and Marketing StorySelf through a virtual YouTuber (StorySelf's main character, TTuna)

- Currently, YouTube is growing rapidly in the media field.
- YouTube is also growing out of existing video content and interactive broadcasts that provide 'interactive' with channel subscribers.
- The virtual YouTuber market is growing with motion capture technology using face analysis and motion analysis technology.
- illuni plans to enter the virtual YouTuber market based on StorySelf promotion and motion capture by developing the StorySelf representative character, Tuna, into a virtual YouTuber

<https://www.youtube.com/watch?v=WWyphyWuSm0>

Baby Bear Illustrator/Writer Virtual YouTuber: TTUNA

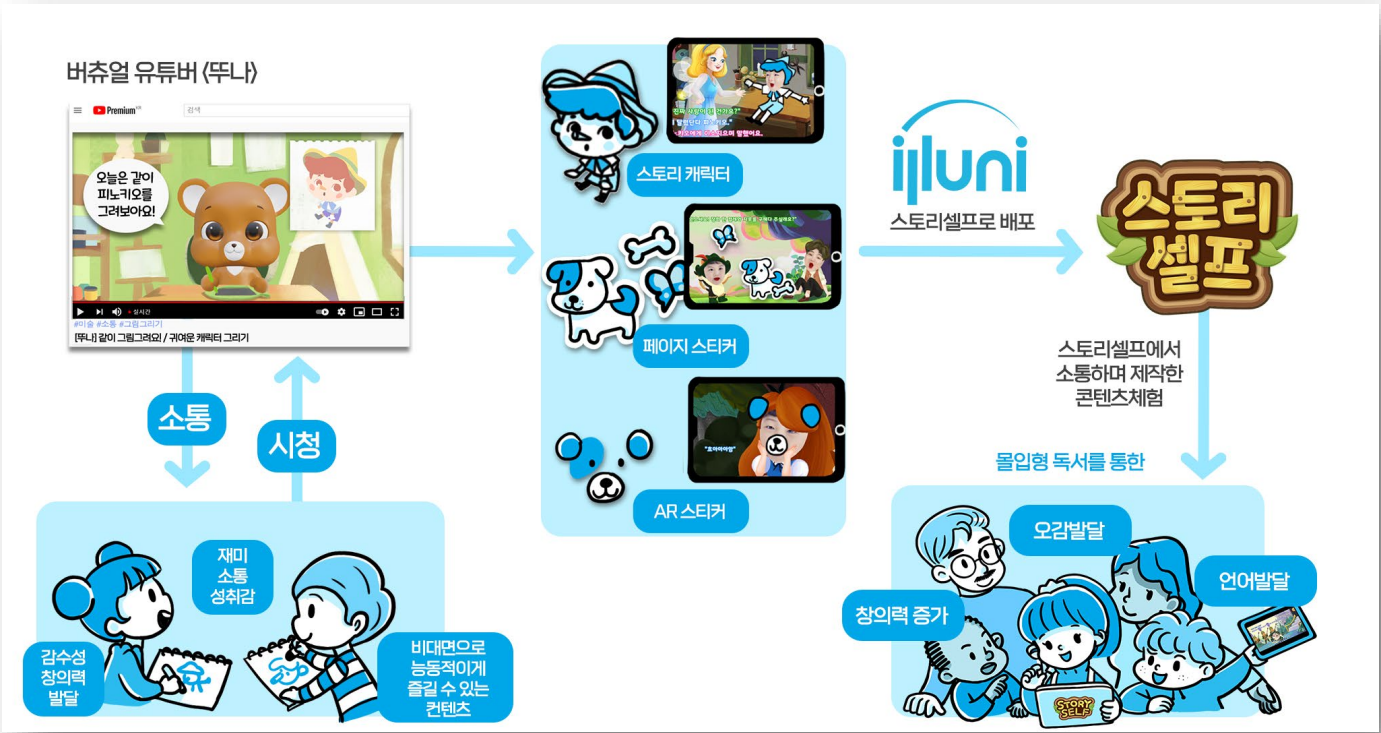
- TTuna (Baby Bear) is a baby bear that appeared in StorySelf's Goldilocks and the Three Bears.
- By designing Tuna with the concept of a illustrator/writer, TTuna plans to open a channel to communicate with children and draw pictures.
- If TTuna draws fairy tale contents, the channel will be linked with StorySelf in a way that the work can be enjoyed on StorySelf.



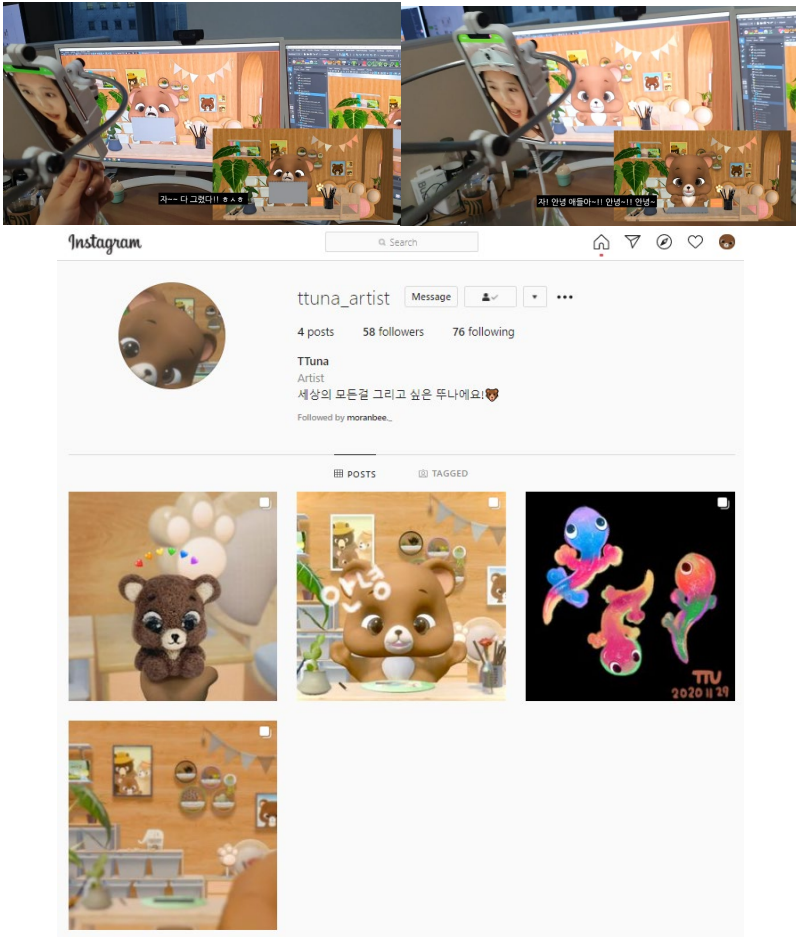
Goldilocks and the Three Bears

StorySelf x 뚜나 버추얼 유튜버

<https://www.youtube.com/watch?v=WWyphyWuSm0>



Interactive immersive story content, business ecosystem
by linking Story Self and ‘TTuna Virtual YouTuber’



Virtual YouTuber TTuna shooting video
example and operating Instagram example