

Investment Highlights

- **One source multi use (OSMU) content** – By producing K-pop music videos from text-type English textbooks, the company changed the paradigm of learning English with increased interest and memorization effects just by listening to and singing along. The company can also produce textbooks and English education content around the world. In addition, the production team of the company, which it prides on being the best content production team in Korea, consists of members who have the most experience in educational songs learned at elementary, middle, and high schools.
- **Non-face-to-face online education market** – According to Research Nester, a market research firm, the domestic online education market is expected to grow 12.68% annually from 2020 to 2028, and the global online education market is expected to form a USD 283.3 billion market in 2027 from USD 155.7 billion in 2018. As such, the company plans to upgrade its contents to develop K-pop friends-character IP and animation, and launch educational K-pop music videos to enter the global market. Led by the character animation-based kids and elementary English education market, the company is expanding its business to the Asian education market by setting up a subsidiary in Singapore in October 2019.

Products and Services

Product and Technology



Textbook in music video format



Three-minute patterned English music video

- **Key features of core technology** – The company revolutionized education by replacing 1 hr classes with 3 min music videos and produced K-pop music videos with key contents of textbooks, including English, mathematics, science, and social studies, to provide excellent memorization effects. Original content can be created directly in all production processes, and the company's textbook specialist team can make high-quality bulk production. In addition, the company can self-produce both educational animation and digital book convergence content using five convergence content IPs (i.e., trademarks, characters, music, animation, and digital books). In Korea, the contents of the company, including elementary-level English vocabulary and Korean history under the "Raptong" brand, have already become bestsellers, gaining massive popularity among students and teachers at more than 1,000 schools. Moreover, the company's content technology is verified by more than 1 million views on its educational videos shown on YouTube.
- **Competitiveness of core technology** – The company has the expertise to produce all the relatively long elementary, middle, and high school textbooks around the world with the addictive, sophisticated K-pop music, not just traditional and simple kids songs. It is also competitive in producing content in the blue ocean market. In addition, the company can exploit the global market as it can convert K-pop, the teens' favorite around the world, into educational songs. With the vision of becoming "Netflix in education," the company will provide fee-paid streaming platform services on a subscription basis and develop a platform that recommends educational music videos to students based on big data and AI.

Brief History

- February 2020 – Changed the business registration
 - Produced the trial version of K-pop songs for English conversion and mathematics in Chinese
 - Inward investment under discussion with Global China Accelerator SOSV
 - Selected to participate in the overseas entry accelerating program by Zephyrus Lab
 - Concluded contracts with global partners, including MetaX (China), Edvec (Japan), and Bifrost (Singapore)

Company Profile

Date of Establishment	• February 2020
Record of Inward Investment	• N/A
Whether Listed or Not	• No
Patents and Certificates	• Registered five trademarks related to the K-pop English content producing technology • Registered a character copyright and a video copyright

Financial Figures

(Unit: USD million)

Particular	2017 (Unaudited)	2018 (Unaudited)	2019 (Unaudited)
Sales	N/A	N/A	N/A
Operating Income	N/A	N/A	N/A
EBITDA	N/A	N/A	N/A

Business Plan

(Unit: USD million)

Particular	2020 (Forecast)	2021 (Forecast)	2022 (Forecast)
Sales	0.90	7.28	56.44
Capex	0.04	0.17	0.49
Working Capital	0.04	0.79	3.14
R&D	0.33	1.57	12.56
Others	0.08	0.79	6.28

- **Sales plan** – The company has B2B partnerships with content media companies, including MetaX, CTV, CCTV, and BTV in China, Japan's EDVEC, Singapore's Bifrost, and Thailand's Mono Film. Sales are also expected from paid subscribers of the company's B2C platform streaming service. As the company has the knowledge in the recruitment of 30,000 paid members within a year of launching the Raptong content in Korea, the number of paid subscribers on the web/app platforms is expected to increase to 10,000, 30,000, and 300,000 from 2020 to 2022. Among them, the largest number of services and sales are expected to occur from the K-pop music video content and smartphone OTT platform with the English textbook for kids and elementary school students aged five or above. In particular, it is estimated that the company will achieve sales of at least USD 56.44 million since the explosive inflow of subscribers, and sales are expected from 2022 when K-pop idols directly participate in video production, attracting fandom composed of more than 300,000 teenagers around the world.
- **Investment required** – The company plans to invest USD 4.67 million, 14.46 million, and 7.15 million in facilities and working capital, R&D, and others, respectively, for the next three years for the production and marketing of animation videos and digital books in the form of K-pop music videos for global English education from the content seasons 1 to 6.

Investment Requirements

Investment Structure	• All available
Amount	• USD 1 million
Region	• North America, China, Europe, Japan, Singapore