

Invest Korea Market Place

Invest Korea Market Place (IKMP) is an online business matching platform available on Invest KOREA's website with information on approximately 300 Korean companies seeking to partner with foreign investors. This month, Invest Korea introduces some outstanding companies in Korea's e-commerce industry.

COMPANY
A



A customized infant care guide and product recommendation app

Investment Requirement		Company Profile	
Amount	USD 2.6 million	Patents and Certificates	1 domestic patent application, 3 domestic trademark rights, and 3 overseas (Indonesia) trademark rights
Investment Structure	Equity investment (minority)	Financial Performance	(Sales) USD 0.13 million (in 2020, Unaudited)

Investment Highlights

- **Infant care content platform** - Company A offers a platform that dramatically reduces the dispersion and low reliability of infant care contents and products. The company provides a service that gathers dispersed infant care information in one place for optimum information search and purchase. It also offers integrated infant care contents in cooperation with infant care experts, and has applied an algorithm that recommends infant care products based on users' search keywords.
- **Infant care information market** - Infant care-related markets are continuously expanding while fertility rates are decreasing and women's economic power is increasing globally. The size of the Asian infant care market targeted by the company is USD 198 million. Among Asian countries, Indonesia's infant care market is forecast to be worth around KRW 5 trillion at a CAGR of 18% by 2023.

COMPANY
B



Exclusive SNS account management

Investment Requirement		Company Profile	
Amount	USD 2 million	Patents and Certificates	3 domestic patents including "A method of influencer matching and a search service"
Investment Structure	Equity investment (minority)	Financial Performance	(Sales) USD 1.80 million (in 2020, Unaudited)

Investment Highlights

- **Online marketing service aimed at the Chinese market** - Company B provides the only total marketing solution in Korea that connects digital marketing business in China, Southeast Asia and the US with MCN. The company has adopted a strategy for localizing customer brands in China, conducts and analyzes the results of Wang Hong (Chinese influencer) marketing campaigns, and provides performance marketing solutions designed to increase commercial sales.
- **Influencer marketing platform market** - The size of the marketing platform market based around influencers is growing every year, as communication technology advances and the SNS market grows rapidly around the world. In particular, Asian countries, including China, are showing the fastest growth in the world due to rapid urbanization, the growing younger population, the increase in disposable income, technological advancement, and the increase in purchasing power.

For more information please e-mail ikmp@kotra.or.kr, or visit the Invest Korea Market Place page on www.investkorea.org.