

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, we introduce some outstanding companies in Korea’s ICT industry.

COMPANY
A



Non-identifying data advertising effectiveness measurement solution



Mobile smart outdoor advertising media (DalgoT)



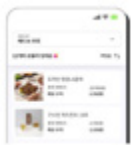
Smart outdoor media and advertiser brokerage platform (Recommendation of the location of the medium, valuation results to advertisers)

Investment Requirement		Company Profile	
Amount	USD 2.5 million	Patents and Certificates	- 2 registered domestic patents such as an advertising system using means of transportation - Applied for 3 domestic patents and 4 overseas patents
Investment Structure	Equity Investment, M&A	Financial Performance	(Sales in 2022) USD 0.1 million

Investment Highlights

- **Outdoor advertising market:** The size of the global outdoor advertising market has grown from USD 29.3 billion in 2020 to USD 32.5 billion in 2022 with a CAGR of 4.6%. It is expected to reach USD 433 billion in 2023 and grow at a CAGR of 5.4%, reaching USD 36.1 billion in 2025. The existing CMS technology has a structural limitation that can only select and transmit advertisements according to the rules set in the form of hard coding. Statistics that have been attempted offline to measure advertising effectiveness is difficult to convey the meaning clearly when combined with online metrics.
- **A business model that is the core of the digital transformation of outdoor advertising:** The company’s business model consists of 3 parts: an advertising effect measurement solution based on actual data, the operation of smart outdoor advertising media equipped with the solution, and a platform that connects media and advertisers based on the valuation of the media. The effect measurement solution has obtained regulatory sandbox approval from the government because it can be free from privacy issues by using non-identifying data (pose data) rather than images. This is expected to create a technical preemption effect. Media products are expected to be able to reap high profits by equipping additional smart functions, and as the valuation data of the media is accumulated through the collection of actual data of the operating data, it is expected to attract advertisers and lead to media platform business.

COMPANY
B



Kemi – Online Shopping Mall



Provision of Single Seller Market Optimized Statistics



Professional Manager Customer Management

Investment Requirement		Company Profile	
Amount	USD 1 million	Patents and Certificates	Patent registrations and applications for an industrial control system using artificial intelligence and its control method, a facility control system and method using deep learning algorithm
Investment Structure	Equity Investment, M&A	Financial Performance	(Sales in 2022) USD 11.3 million

Investment Highlights

- **Single seller market:** The single seller market is a relatively new market formed after the maturity of social media (late 2010s), and it is a rapidly growing market at a 123% CAGR and the market size is expected to be about KRW 10 trillion in 2023. E-commerce is rapidly evolving online, especially discovery-type consumption is moving from brick-and-mortar road shops to home shopping and from home shopping to social media. Influence is being dispersed to multiple influencers active on multiple social media. The single seller market works differently from other ecommerce markets in terms of products, sales schedules, and CS, requiring a different approach from existing distribution solutions. Wired Company was founded in 2018, at the beginning of the single seller market, and has been growing steadily until now.
- **Launched a single seller market distribution solution for social sellers by automating existing distribution services:** The company provides a distribution service that sells by matching single seller market social sellers that sell goods through social media and brands. Its solutions provide automatic shopping mall building, product sourcing and matching, sales management, quality control, CRM, etc. The company plans to expand its lineup of PB products, which contributes to profits by 30% on average, to increase profitability and secure a diversified product portfolio. Based on K-influencers, products, and platforms, it plans to expand globally with a focus on the APAC region.

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