

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 cultural content industry.

COMPANY
A



Top Gun: Maverick



Categorized Hashtags

Investment Requirement		Company Profile	
Amount	USD 4 million	Patents and Certificates	- Registered 9 patents, including a method for processing big data-based user preference information using base attribute analysis - Applied for 18 patents and 4 designs
Investment Structure	Equity Investment	Financial Performance	(Sales in 2022) - USD 6.21 million

Investment Highlights

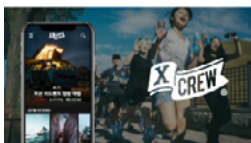
• **OTT Market**

The OTT market is growing rapidly as it is possible to consume video content through mobile devices such as smartphones from consuming video content through terrestrial TV, paid cable broadcasting, and IPTV, etc. in the past. Domestic and foreign OTT operators have developed metadata as a strategy to strengthen their competitiveness, but there is a need for a system that can compensate for the limitations of processing various languages, the time required to process large-scale data, and the difficulty of maintenance due to the updating of new information.

• **A metadata generator that provides recommendation, search, and curation of VOD content with LLM based prompt engineering**

The company is an AI developer for AI curation and AI service applications through self-developed solutions. It plans to use a large-scale language model (LLM) for an automated meta-information extraction system developed in-house and extract hashtags for each category of content through prompt engineering. It is aggressively introducing and internalizing AI technology, including 5 technology transfers, R&D projects, and contract, etc. with Korea University and KAIST, which have the highest level of AI technology in Korea. In 2021, the company signed an agreement with Korea University the Human-Inspired AI Research Institute to establish a contract center for industry-academia technology cooperation.

COMPANY
B



Global Tour & Activity O2O Platform



Diverse Activities

Investment Requirement		Company Profile	
Amount	USD 1.1 million	Patents and Certificates	- Registered trademark for the Activity Guide Program. - Company-affiliated research institute completed venture company certification
Investment Structure	Equity Investment	Financial Performance	(Sales in 2022) - USD 0.77 million

Investment Highlights

• **Lifestyle market based on activities**

After COVID-19, there has been an explosive increase in interest in a healthy lifestyle and leisure activities. As a result, the number of hikers, cyclists, campers, and park visitors has been steadily rising. There is an increasing need for personalized tours and activities with clear individual interests, tastes, and objectives. It is estimated that the leisure time of office workers in Korea after work is about 3.5 hours, and social media is not an easy way to find activities or clubs to join. This is due to the lack of a structured activity platform, which makes it expensive for both providers and consumers to provide the desired activity experience or to experience a new activity.

• **Activity platform for office workers after work**

The company's platform that provides about 10,000 crew members with a variety of activity experiences based on their diverse talents, and guides consumers to experience healthy leisure activities. It proposes activities specialized in the area, such as sights, activities, and food, and aims to grow into a global community where multinational crews and participants exchange languages and cultures together. Currently, there are about 50,000 tours and activities offered by crews, and the number of subscribers has increased by about 11 times from the first half of 2021 to November 2022.