Investment Highlights

- **Sports facilities and sports booking service platform** – The company developed a booking program for various sports facilities and sports based on big data. Not only does it provide customized services but also integrated solutions covering operation, settlement, advertising, and online/off-line consulting to facility operators. Moreover, it secured the largest database on the nation’s sports facilities and secured competitiveness with excellent developers.

- **O2O service market** – As of 2019, the size of the domestic O2O (online to off-line) service market reached KRW 97 trillion, of which the real estate, mobility, and food-related sectors account for 85%, while those related to sports, such as lodging and leisure, accounts for 2%. In addition, the global O2O service market continues to grow as the usage of mobile devices increases—the global O2O market in 2017 is USD 250 billion and is expected to grow 37.3% annually to USD 335 billion in 2025. In Korea, the size of the O2O market is expected to be KRW 7.6 trillion (based on commission income) in 2025, and the size of the sports-related market is expected to be KRW 152 billion.

Products and Services

**Product and Technology**

- **Key features of core technology**
  For facility users – It is a system that allows users to search, book, and pay for facilities. Big data and location-based sports facility recommendation solutions enable customized facility recommendations that reflect the users’ preferences and locations.
  For facility operators – It provides a specialized operation/management system for each sports activity with software that enables not only facility reservation and operation but also settlement management.

- **Competitiveness of core technology** – The company has the largest sports facility database in Korea and has technology for big data analysis programs using its unique algorithms. As such, it can diversify the profit structure by providing online and off-line consulting related to facility management using big data and easy-to-use UI/UX to facility operators. Moreover, the company provides services that are highly competitive over its competitors.

Brief History

- February 2019: Incorporated
- May 2019: Selected as the 4th GSC by Seoul Global Startup Center
- September 2019: Selected as a Seoul Innovative Challenge
- October 2019: Selected as a K-Startup project
  - Selected as an excellent case at the Cultural Data Utilization Context
  - Won the second prize and selected as an excellent case at the Spatial Information Startup Strategy Camp
- November 2019: Won the Participation Prize on the Demo Day for Sports Startup of Kookmin University
- January 2020: Launched the landline booking service
Company Profile

- Date of Establishment: February 2019
- Record of Inward Investment: N/A
- Whether Listed or Not: No
- Patents and Certificates: N/A

Financial Figures

<table>
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<tr>
<th>Particular</th>
<th>2017 (Unaudited)</th>
<th>2018 (Unaudited)</th>
<th>2019 (Unaudited)</th>
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<tr>
<td>Sales</td>
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<td>Operating Income</td>
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<td>EBITDA</td>
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Business Plan

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<td>R&amp;D</td>
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<td>0.82</td>
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- **Sales plan** – The sales consisting of reservation fees charged to customers using the platform and “platform users big data” fees charged to the government and companies will reach USD 6 million in 2022.

- **Investment required** – To achieve the sales target through platform development, marketing, and R&D, the company plans to invest USD 3.3 million in facilities, USD 2.0 million in working capital, and USD 1.6 million in R&D.

Investment Requirements

- **Investment Structure**: All available
- **Amount**: USD 0.5 million
- **Region**: North America

For more details of the Teaser Memorandum and other information, please contact the Project Manager below.
Real Estate / Tour / Leisure PM: ikmp@kotra.or.kr