

A win-win for sellers and customers

Video review platform

voguma

Whitepaper(version 0.8)



NAVER Search for 'Voguma' on Naver for more information

April 2024

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Define market opportunities, customer problems, and solutions

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01

Problem & Solution

Define market opportunities, customer problems, and solutions

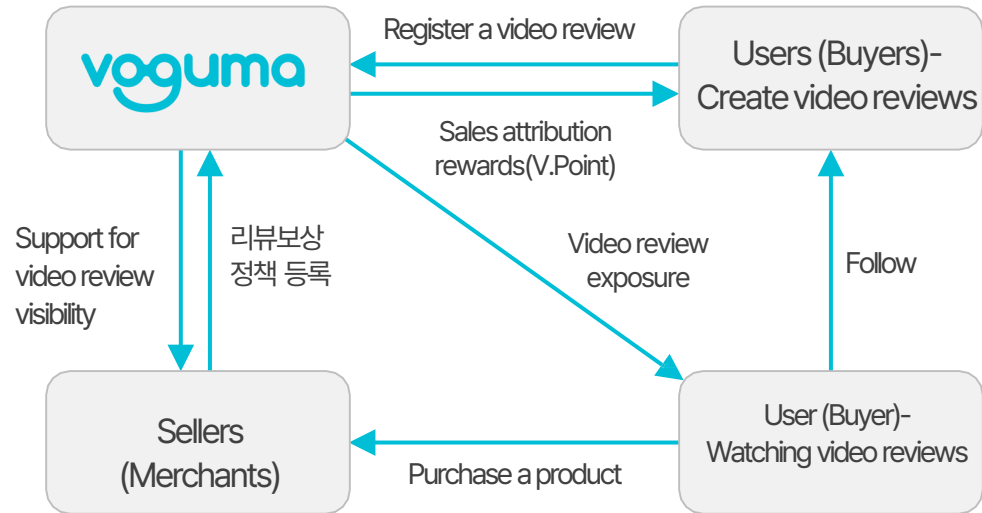


Unlike existing online general malls and open market platforms, Fun Lab's 'Voguma' is an open market service that maximizes the fun of posting video reviews by buyers.



Review content-based open marketplace (AS-IS)

An open marketplace platform that rewards reviewers when sales are generated through video reviews posted by users (buyers).



The most fun open market (TO-BE)

A comprehensive open marketplace platform with the most entertaining video reviews on the market and a fun shopping experience for customers.

Review Content Based Open Market (AS-IS)

Reviewer Co-Marketing Matching platforms (TO-BE)

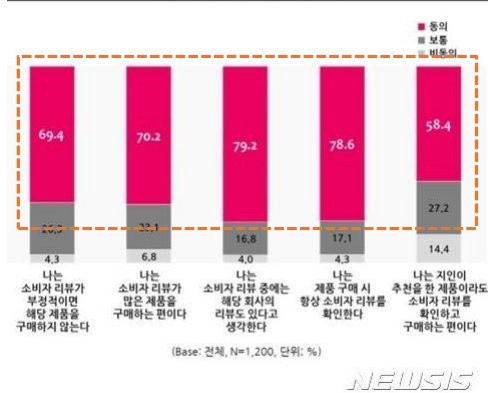
Location-based instant delivery Commerce services (TO-BE)

Screensaver Retargeting Content/Advertising (TO-BE)

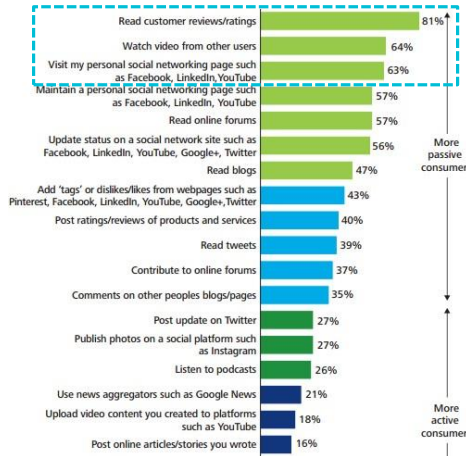


Due to the nature of online shopping, where goods and services are purchased without checking them out in person, it's nothing new that reviews from other buyers/users are important for buyers to purchase products online.

소비자 리뷰 관련 전반적인 인식 평가



비사용 경험 제품 온라인 구매 시 참고 정보



Female customer

(30s, married, 1 child, Gmarket/Curlly)

"When I buy something, I look at the reviews, and sometimes they're not very informative. but I search as much as I can before making a purchase."

"When I buy things like appliances or electronics, I turn to Instagram and YouTube for sound and sensory information."



Male customer

(30s, single, mostly shopping on Coupang/Naver)

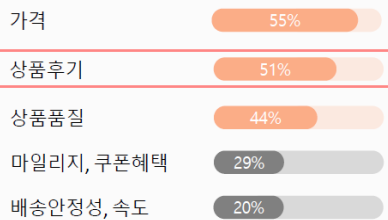


Female customer

(20s, single, social media marketplace)

"I've found trendy items in shorts or lululemon and bought them."

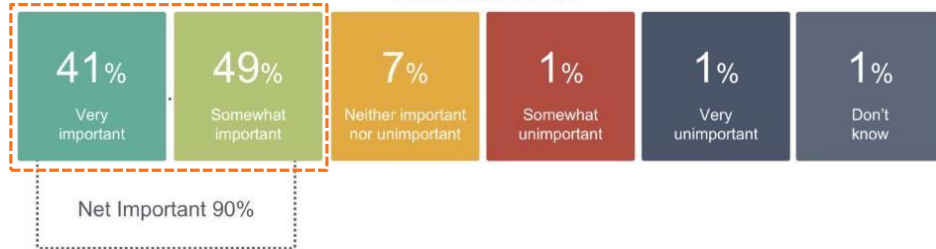
/ 쇼핑채널 선택시 가장 중요한 것 (복수응답) /



나스미디어 연간 리포트, 2019

Shoppers consider review content before making a purchase decision

Shopper perceived importance of review content
% who read online reviews



*Excerpts from our own customer interviews

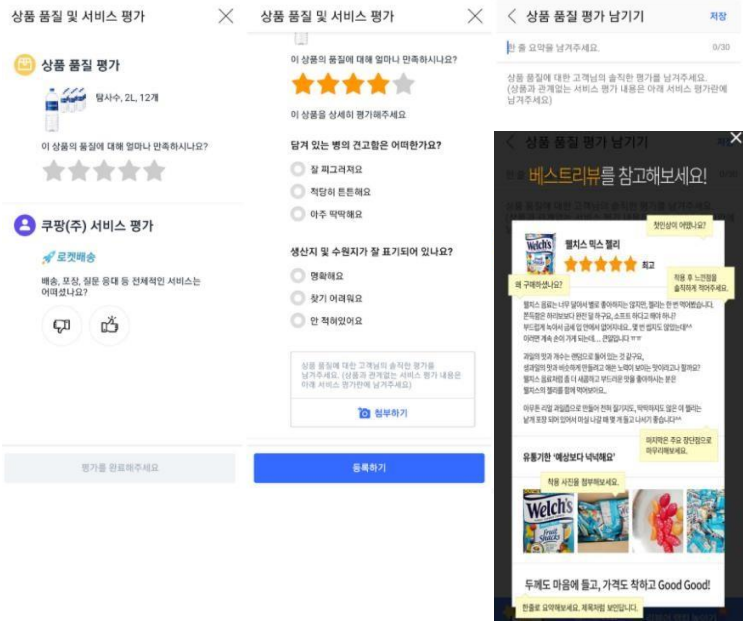


Leading commerce platforms such as Naver Shopping, Coupang, and 11street have already recognized the importance of customer reviews and are making efforts to turn review content into a differentiating competitive advantage.



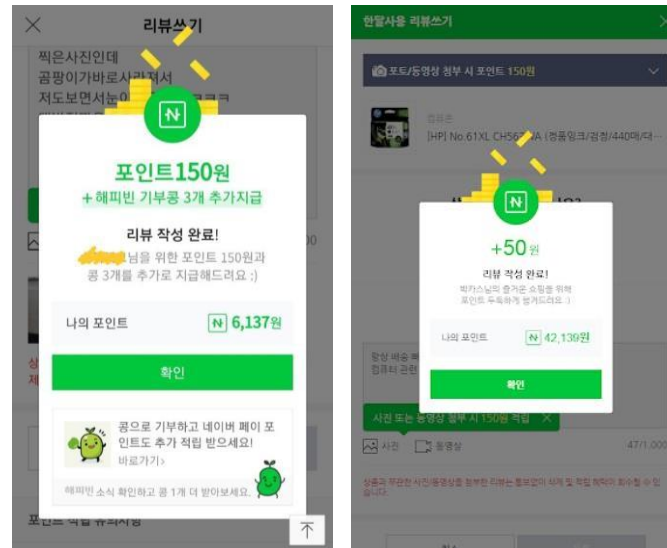
Coupang offers a friendly user review guide

Encourage content-rich reviews with detailed product-specific questions and guides, not generic article editors



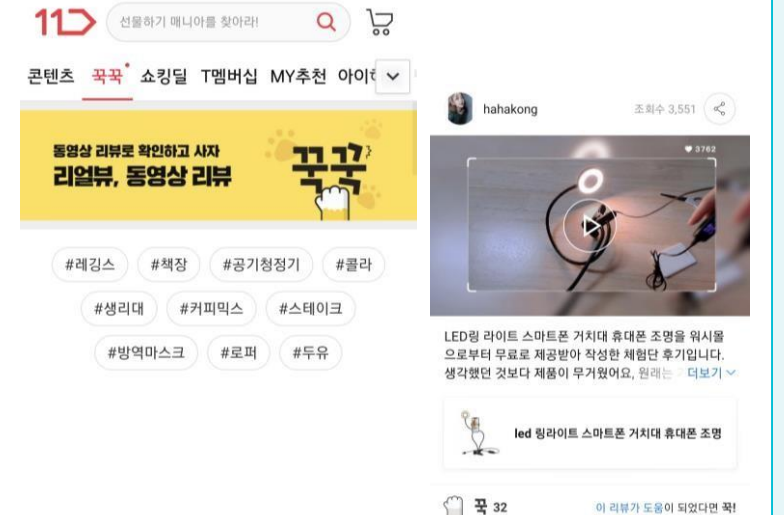
Naver rewards user review

Naver Shopping, Purchased via Naver Pay Encourage shoppers to write reviews with push notifications (50 won for basic, 150 won for image/video)



11 ways to boost your video review content

- Dedicated video review menu (chugging) to focus on video review content exposure/creation
- See PV spikes for products with video reviews





However, with the exception of a few operators, such as Coupang and Naver Shopping, most general malls and open marketplaces still treat consumer reviews as a basic feature rather than a valuable asset, and have not innovated from a customer perspective.

- Regardless of the size of open market and commerce, most shopping malls' review UIs are similar in the form of assortment rather than showing innovation from the customer's perspective.
- Most reviews are short, with very little information/content that can be referenced from the customer's perspective other than the overall review rating.

Gmarket

프리미엄 상품평 1 인기순

김사합니다
선택;없음[1개]
잘받았습니다 11개가와야하는데 10개입니다 문의했습니다

작성지: lah*****
등록일: 2021.04.09
조회수: 39

일반 상품평 2 상품평은 구매완료 후 소위회원에서 작성하실 수 있습니다.

적극추천 선택;없음[1개] 작성지: man*****
배송비평 적극추천 합니다. 배송이 빠릅니다. 등록일: 2021.04.10

추천 선택;없음[1개] 작성지: lah*****
배송비평 김사합니다 등록일: 2021.04.09

INTERPARK

상품리뷰(525)

9.0 726명 참여

★★★★★

추천 91% | 배송 89% | 가성비 91%

최신순 | 추천순 포토리뷰만 보기

★★★★★ 구매옵션: 선택1 / 접이식 7.5 권(방수속커버증정제외) | 선택2 / 접이식 에스토그레이 jm7*** 2021.04.06

만족
생각했던거보다 좋아요^^

댓글 이 상품 리뷰가 도움이 되었나요? 네

★★★★★ 구매옵션: 선택1 / 밀도 90 7.5권 | 선택2 / 에스토 그레이 gobd**** (40대,여) 2021.03.05

만족합니다.
먼저 쓰던 것도 델라텍스였는데 만족했었고 이번 역시 만족합니다.

AUCTION.

168개의 후기가 있어요

사진만 모아보기

인기순 | 최신순 | 별점별 보기

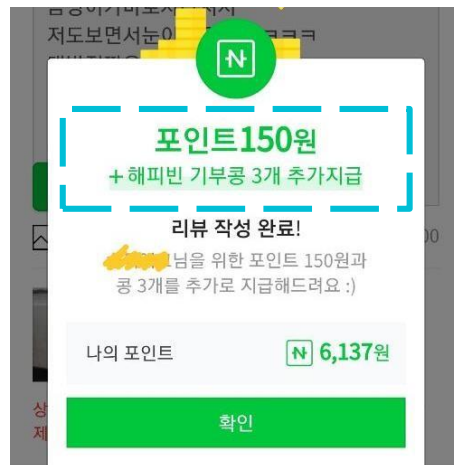
★★★★★ sdsu*** 2021.04.05 스마트회원 도움이 되었나요? 0
배송이 잘 사용하고 있어요 !!

★★★★★ 78h*** 2021.04.02 스마트회원 도움이 되었나요? 0
그냥 가격이 다른곳보다 비싸요 사은품도 없고ㅠㅠ

“ While review content provides a differentiating competitive advantage for commerce operators, no one is really rewarding the customers who "produce" reviews (especially video reviews) and making them inherently fun. ”

Platform Low or no financial rewards for quality reviews

- Naver is the only one that offers cash rewards for reviews, but it's usually 50-150 won per review.
- Most commerce platforms encourage reviews, but without financial rewards



- 50 for a regular review, 150 for attaching an image or video
- You can add a '1 month review' 1 month after purchase, but same reward
- Reward 50 to 300 wons per review

Seller One-time review rewards

- Sometimes, there are events that reward buyers with 3,000 to 5,000 won for writing a review, but there is no way to know how much your review contributed to the seller or how much additional reward you received afterward.



포토후기 이벤트
포토후기 작성하면
탐앤탐스 아메리카노 100% 증정!

이벤트 내용: 본사리뷰 회원님이 6월 1일부터 구매 후 포토후기 작성하시면 100% 탐앤탐스 아메리카노를 증정합니다.
이벤트 기간: 2017년 6월 1일(목)부터 ~ 6월 30일(금)까지 한달간
참여 대상: 본사리뷰 회원 누구나 참여 가능 (한인사이드 회원 제외) / 사외인 사원 불가
당첨자 발표: 2017년 7월 7일(금) 오후 6시 이벤트 게시판
김사 선물: 탐앤탐스 아메리카노 Tall사이즈 1대
BONABITS
X
TOM N TOMS COFFEE

*본행사 리뷰는 1인당 1회만 가능하며 중복 당첨은 불가합니다.
*당첨 대상자 및 추첨 결과는 본사리뷰 게시판을 통해 공지합니다.

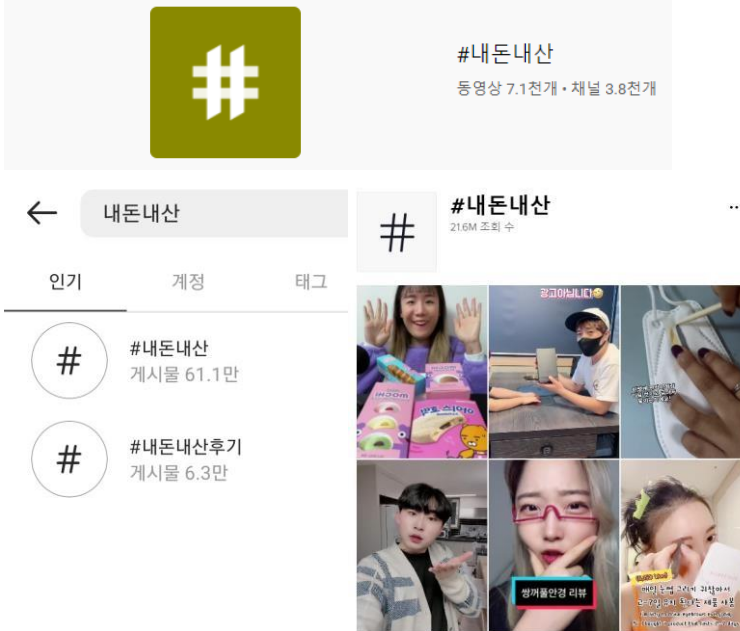
“

Voguma's core target audience is Generation MZ, who enjoy self-expression on social media such as Instagram and TikTok, and are characterized as prosumers who actively consume and produce video review content.

”

01 One content theme where reviews express themselves

다음 검색어에 대한 결과 포함: 내돈내산



*내돈내산 해시태그량 (유튜브, 인스타그램, 틱톡)

02 Consume reviews while actively producing them (To maximize self-gratification)

이제 리뷰의 역할이 변하고 있습니다.

모두가 보상을 받기 위해 리뷰를 작성하는 것은 아닙니다.



리뷰를 쓰고 제공되는 보상을 받으려고 77.3%

사람들에게 정보를 알려주려고	70.2%
-----------------	-------

▶ 40, 50대가 특히 정보를 공유하고 싶어합니다.

개인적인 기록을 위해	13.1%
-------------	-------

재밌어서	4.1%
------	------

취미로	1.4%
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[Base: 리뷰 작성 경험자, N=366, 1+2순위, 단위: %] 2018년 10월

*출처: 오픈서베이 (2018)

03 Some comments from users of video review apps

근데 사실 제 개인적으로...이 앱을 제가 자주 이용하게 되는 이유는 리워드 수익금 3%가 아니라, 다른 유저들이 말해주는 좋은 코멘트예요 ㅋㅋㅋ

댓글 기능으로 다른 유저들이 각자의 동영상에 말해주는 말들이 너무 예쁘고 기분 좋아져요

정수님 말씀대로 앱 이용하는 크리에이터나, 리뷰 보는 구독자나... 둘 다 MZ세대들이라 그런지 타인이 만드는 콘텐츠에 대해 굉장히 존중하는 자세를 취해요

“ A typical seller who joins an open marketplace is someone who already sells on a variety of open marketplace platforms. and are feeling the cost burden and fatigue of running various promotions to boost sales. ”

Increased costs and fatigue due to excessive marketing (performance) activity

- Run various paid marketing programs to promote your own shopping mall and increase sales
- Social media impression ads on Facebook, Instagram, Tiktok, etc. Search engine keyword ads on Naver, Google, etc.
- Execute marketing for category top placement in open marketplaces, etc.
- Not just the cost, but also the fatigue of the entire process of creating and executing a marketing strategy.

<https://m.mtn.co.kr> > news > news_view ▾

머니투데이방송 MTN 모바일

2015. 9. 9. — 오픈마켓 판매수수료는 8~12% 수준이지만 실제 광고비를 감안하면 백화점 수수료 (평균 28.32%)보다 높아진다고 판매자들은 입을 모읍니다.

"Advertising is advertising, but it's also about creating creative, registering and running ads according to Google and Facebook. Honestly, I've had a lot of training, but I still don't understand it."



Open market sellers

*Excerpts from our own customer interviews

Lack of a content management system for merchant-specific sales enhancements

- "Customer reviews" are effective for new sales, but you don't have a system for systematically writing, aggregating, and managing them
- If your product details, reviews, etc. are locked to a specific platform, other sellers can use them indiscriminately without exclusivity.



“

You want to maximize the fun of posting video reviews by allowing them to be seen by a large audience, receive helpful feedback, and even be financially rewarded if they lead to a sale.

”

User video reviews, respond properly! | Emotional



- Maximize customer "engagement" with personalized thank-you notes, feedback, and promises of product improvements in response to users' video reviews.

★★★★★ 5

종량/용량: 캐소클 500g | 상품주문번호: 20210
상품명: 볶음 캐소클 200g/500g

잘 받았습니니다. 지퍼백이면 더 좋겠습니다.

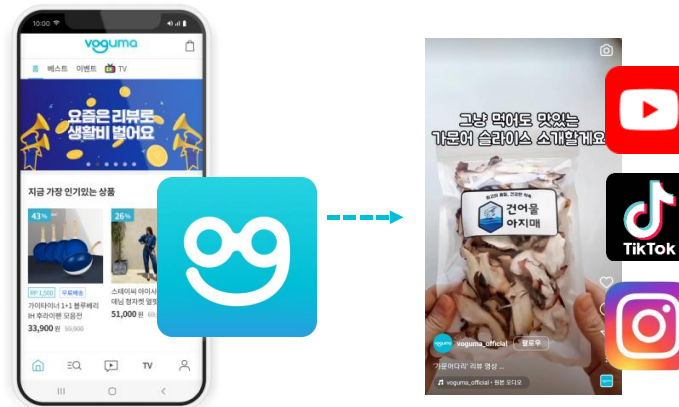


Examples of using customer feedback in reviews to plan and improve products (Minced garlic, zipper bag complement)

User video reviews, Let's get the word out! | Social



- Video reviews are visible on and off the platform without any effort on the part of the reviewer (customer) or seller, allowing customers' video reviews to be seen by as many people as possible.



User video reviews, We reward you! | Economic



- Reward customers who write reviews with points if their video review results in an actual sale.
- 3-5% reward based on final payment (seller discretion)
- Points can be redeemed like cash on the open market instantly or by direct deposit after tax withholding.
- A kind of 'review pension' is possible for avid users—Based on an average monthly earnings of \$1 per review, -100 reviews = 1 million won per month-200 reviews = 2 million won per month

“

In Voguma, shoppers can fully experience the emotional, social, and economic rewards of their video review content, allowing them to enjoy the joy of shopping and content creation, and ultimately experience the most enjoyable shopping life as a video review content creator from a simple shopping mall user.

”

Voguma's customer journey from simple buyer to video review content creator





Provide a unified dashboard for monitoring and managing review content, including video reviews, so that reviewers can see how much interaction and actual revenue their review content is generating and diagnose/analyze/improve traffic if desired.



내가 쓴 리뷰 & 통계

개요 총 누적된 데이터입니다.

관료워	조회수	평균 조회수	리뷰 동영상
80만 ▲ 0.4%	1.52억 ▲ 0.12%	125.24만 ▲ 0.22%	230

2021. 4. 16 기준

포인트 수익

동영상 리뷰를 통해 발생한 수익을 살펴볼 수 있습니다.

어제 수익	최근 7일 수익	이번 달 수익
71,500원 ▼ 21,600	152,610원 ▼ 25,000	1,525,335원 ▲ 21,600

2021. 4. 16 기준

2 View overall/individual traffic to review content and provide analytics/insights

간별 상세

2021. 4. 16 금

날짜	요일	조회수	좋아요	포인트 수익
전체	전체	150,567	10,211	1,500,567
2021-04-16	금	10,567	2,502	240,500
2021-04-15	목	12,212	1,854	63,000
2021-04-14	수	9,420	686	120,360
2021-04-13	화	20,561	5,504	34,000
2021-04-12	월	15,656	1,233	450,120
2021-04-11	일	11,500	1,067	100,500
2021-04-10	토	18,365	1,232	48,000

내가 쓴 리뷰

리뷰작성일: 오늘, 일주일, 15일, 1개월, 3개월, 전체

리뷰타입: 전체, 동영상 리뷰, 포토 리뷰, 텍스트 리뷰

구매일/작성일	상품/리뷰내용	리뷰종류	영상리뷰
2020-09-09 / 2020-09-09	벤타 공기 청정기 기화식 가습 LW15 블랙 / 화이트 사이즈(S) / 색상 (Blue) ★★★★★ 5 제품이 2번인데 커서서 흔들거려요. 내용: 스티로폼 상자와 아이스크림 포장용 폼이나 포장용 테이프	도움이 되었어요 재정수 1,502 좋아요 1,200 구매완료 0	영상리뷰
2020-09-08 / 2020-09-09	벤타 공기 청정기 기화식 가습 LW15 블랙 / 화이트 사이즈(S) / 색상 (Blue) ★★★★★ 5 제품이 2번인데 커서서 흔들거려요. 스티로폼 상자와 아이스크림 포장용 폼이나 포장용 테이프	도움이 되었어요 재정수 1,502 좋아요 1,200 구매완료 0	영상리뷰
2020-09-08 / 2020-09-09	벤타 공기 청정기 기화식 가습 LW15 블랙 / 화이트 사이즈(S) / 색상 (Blue) ★★★★★ 5 제품이 2번인데 커서서 흔들거려요. 스티로폼 상자와 아이스크림 포장용 폼이나 포장용 테이프	도움이 되었어요 재정수 1,502 좋아요 1,200 구매완료 0	영상리뷰

Monitor the overall revenue generated by video reviews

View/manage content, including user reactions to individual review content and sharing on their own social networks

“

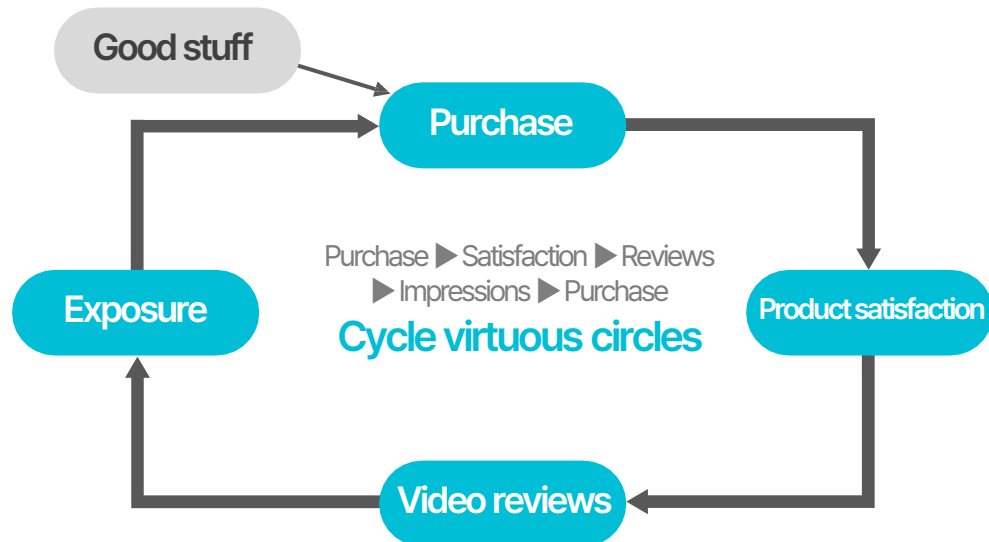
If the product is good, it will naturally attract reviews, spread, and lead to actual sales.

It's a virtuous cycle that allows us to focus on our core business of sourcing good products for our customers without the need for promotion/promotion.

”

Productivity alone can create a virtuous cycle of continuous growth

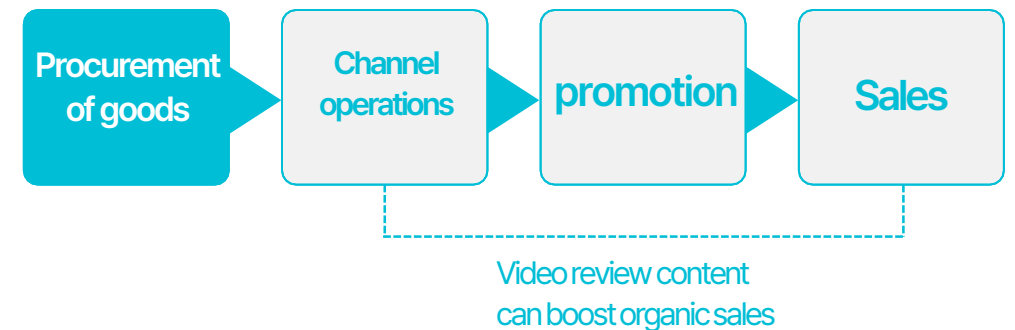
- Video reviews are voluntarily left by buyers who have had a great experience with a product to other potential customers, leading to purchases, and other satisfied customers leaving video reviews, which in turn leads to more sales of the product.



Focus on being a seller, sourcing and improving products

- Good products create buyers on their own, minimizing promotion/promotion efforts
- Get specific feedback on products from real users so you can focus on improving existing products and sourcing good ones

Focus on sourcing and improving what customers want



02

Problem & Competition

Analyze key service features and competition, define differentiating competitive advantage

Voguma features a video review system that allows sellers to offer rewards for product-specific video reviews, and when a customer's video review results in an actual sale, the seller is rewarded with points (usually 3-5% of the purchase price).

Voguma's Video Review Reward Structure

Points for first-time product purchases (varies by seller, general purchase credit system) and points for text reviews (similar to Naver Shopping review rewards)
 Earn points for creating a video review (varies by seller) or a percentage of the checkout (varies by seller, typically 3-5%) when a prospect who watches a video review purchases a product (perpetual, with no limits).



아주푸드 >

세모찜닭 찜닭 밀키트 2~4인용 / 간장 고추장 옛날찜닭 간단 한 캠핑 집들이 요리 음식 추천

원산지 : 상세페이지 참고

22% 18,000원 23,000원

◎ 최대 적립 포인트		380원
구매 적립		180원
텍스트 리뷰 작성 시		50원
포토 리뷰 작성 시		160원
동영상 리뷰 작성 시		200원
🔗 V.Point+ >		+최대 2,040원/건
나의 영상 리뷰에서 구매발생 시		1,324원/건
공유한 영상 리뷰에서 구매발생 시		716원/건

One-time payout
(payout points vary
by seller)

Continue to pay per purchase

Voguma's video review reward example

Unit price 30,000 won, V.Point 1,500 won
(based on 5%) ▶ Reward 15,000 won
for 10 sales (1P = 1 won)

Based on 100 video reviews, you can
earn KRW 15,000 per review and gen
erate an income of KRW 1.5 million
per month

On product detail pages with video reviews, you can organize the product's introduction and the actual video review at the same time with a convenient UI that allows video reviews to directly contribute to the product purchase decision.

로그인 | 회원가입 | 고객센터 | 셀러전용

voguma 검색어를 입력하세요

카테고리 베스트 신상품 무료배송 이벤트 TV

홈 > 식품 > 가공식품 > 쿠팡박스 > 조림/찜

아주푸드 >
세모찜닭 찜닭 밀키트 2~4인용 / 간장 고추장 옛날찜닭 간단 한 캠핑 집들이 요리 음식 추천
원산지 : 상세페이지 참고
22% 18,000원 23,000원

최대 적립 포인트 380원

V.Point+ +최대 2,040원/건

나의 영상 리뷰에서 구매발생 시	1,324원/건
공유한 영상 리뷰에서 구매발생 시	716원/건

카드혜택

배송정보
배송비 무료
도서산간 배송비 추가
05/26(금) 이내 도착 예정

영상리뷰 작성만 해도 3000원? →

1

2

1

2

SEE BOX List

1 Video review content playback space : SEE BOX

- (PC) Pin to right side of screen
- Randomly play different video reviews
 - ▶ Go to the desired product
- Prioritized display/playback for video reviews on product pages

2 SEE BOX List

- Display thumbnail, review highlights, views, and likes
- Randomly update the list when multiple video review content is in the list

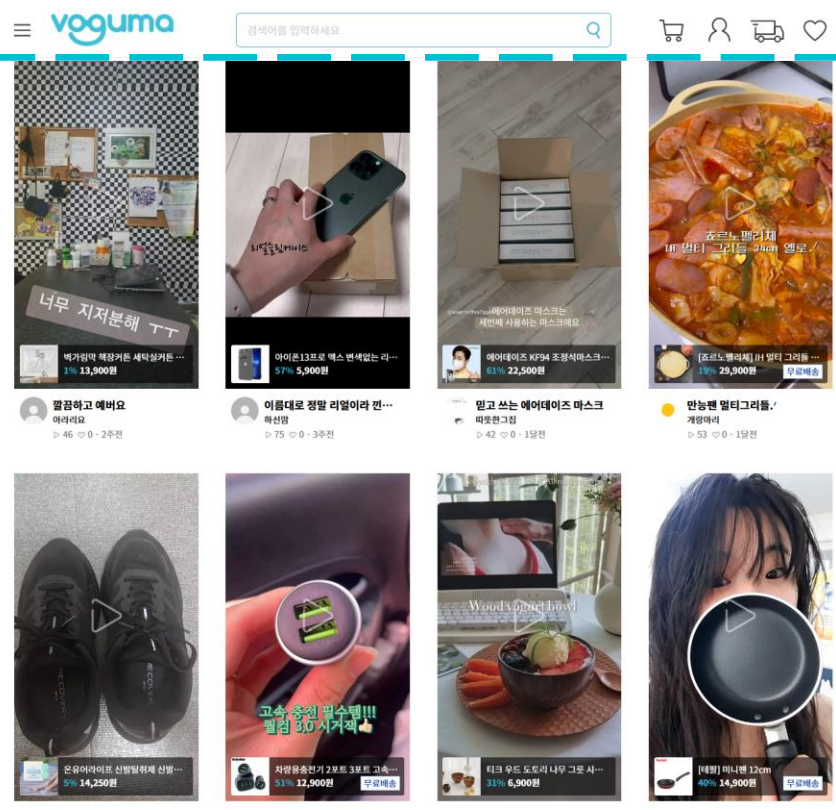
By randomly playing entertaining video reviews like a jukebox, it gives users something to watch even if they don't plan to buy anything, keeping them on the site for a long time and giving them a "serendipity" experience.

1

Center of the main

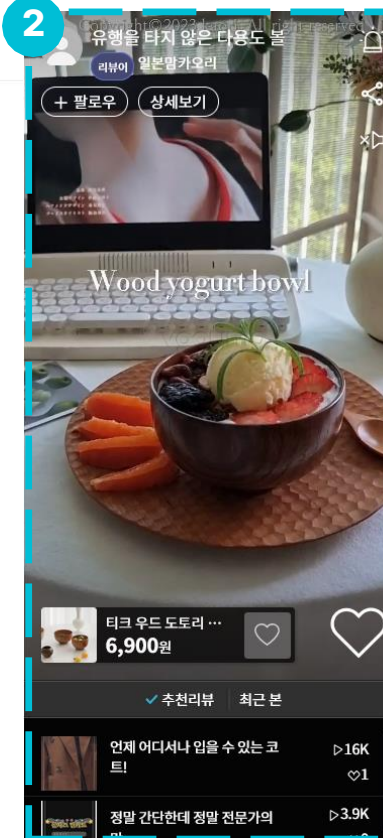
- Curate recent video reviews or ones that match your preferences

1



* 보구마 메인 화면 영상 리뷰 모음 부분

2



2

SEEBOX

- Randomly play video reviews tailored to user preferences when on site or mobile
- Maximize your shopping experience

“ To facilitate customized collaboration between reviewers and sellers, Review Market provides a one-stop shop for everything needed for collaboration (reviewer search, e-contract, third-party guarantee, etc.) so that reviewers and sellers can focus on working with each other. ”

Review Market | Reviewer Page

Focusing on video reviews naturally leads to consolidating and managing individual offers from sellers that fit the reviewer's personality.

전체 2	제안번호	만료일자/최초제안일	상태
 [seller2]님에게 보낸 제안 더센 차량용 청소기(블루/레드)	BA11JV3I5XUANKM	2021.04.28 2021.04.21	보냄
 [seller2]님에게 받은 제안 실크드레스	QAZ9V8VNGIC8M6D	2020.11.30 2020.11.23	만료

제안번호 [BA11JV3I5XUANKM]

제안 > 보낸 제안



더센 차량용 청소기(블루/레드)

35,900원 59,000원 **39%**
유료

5.0/5 (1) | 16개 구매 | 최대 359P

COLOR : RED


팔로워 0

홈으로 가기

RP포인트 ① 359 P	발송유형 ① 회수형	상품발송예정일 3 일 이내	리뷰작성기한 ① 3 일 이내	얼굴노출 ① 자유	계약기간 ① 21.04.30 까지
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Review Market | Seller Page

인기 리뷰어




구김스핀지퍼해오세요
팔로워 10

최신영상




울트라맨
팔로워 5

최신영상




샤벨스
팔로워 4


최신영상



제안하기




팔로워 많으신
누적 조회수순
누적 좋아요순




Small현
팔로워 3

최신영상



김세훈
팔로워 3

최신영상




Big히니1
팔로워 2

최신영상

Filter the best reviewers based on your own criteria, such as number of followers, number of views/likes, etc.

Offer review promotions with different conditions for individual reviewers and manage

상품선택



플리브 플랑크 프릴 블라우스
₩ 16,900 ₩ 30,000 **44%**
조건부 무료

3.0/5 (1) | 36개 구매 | 최대 1500P

free

RP포인트 ①

발송유형 ①

상품발송예정일

리뷰작성기한 ①

얼굴노출 ①

계약기간 ①

500 P (기본 RP포인트 500P)

회수형 회수형 재공형

3 일 이내

3 일 이내

노출 미노출 자유

일 까지



By making it easy to earn money just by consistently posting video reviews, we want to position ourselves as the most "cool side hustle" for Gen MZ.
(Cool side hustle with high return on investment/effort)



Featured services	① Investment costs	② Commitment time	③ the rate of return	④ Marketing/CS	⑤ ETC
Voguma Video review rewards	★ 0 Won	★ 30 Minutes or Less/ Create a video review	3-5% of sales(Varies by seller, no maximum)	★ Extra effort X (Help drive video review traffic on your platform)	Make writing reviews fun (Views, reputation, seller feedback, and more)
Direct commerce operations	more than 1 million won (Depending on the size of your initial product acquisition)	4 to 12 hours per day on average (It depends on the size)	★ 5% to 20% of sales (Depending on the item)	Perform Marketing/CS Directly	Business registration (reporting of mail order business) required
Consignment sales operations	★ Around 1 million won (Shopping mall page development, web hosting, domain, etc)	4 to 12 hours per day on average(depending on scale)	5-10% of sales(Depending on the item/competition)	Do your own marketingDo some CS (However, some outsourcers also do CS for you)	Business Registration(Mail order business filing) Required
Affiliate	0 Won	1-3 hours / content creation	2-3% of sales	Direct marketing for content exposure	Must have channels up and running for marketing (homepage,social media, etc.)



As long as the product is good enough for the seller, it enables organic growth, making marketing more ROI than any other marketing solution.



(Paid Marketing and Marketing Agency options can be combined for initial immediate results)

Featured services	㉠ Methods	㉡ Marketing fixed costs	㉢ Marketing variable expenses	㉣ Expected ROAS	㉤ ETC
보구마 영 Voguma Video review rewards	Determine your reward policy for reviewers → Reward reviewers for reviews and purchases	★ 0 Won	★ Between 3-5% of sales (percentage determined by seller)	★ 2,000(Based on V.Point 5%, assuming no additional marketing)	Video reviews continue to accumulate as their own content
Paid Marketing Direct operations	Execute advertising directly to advertising media such as Facebook, Google, etc	Cost of creative materials	50 to \$1,000 per month (depending on the size of your ad spend)	300~1,000% (대개 500% 내외 목표)	Requires dedicated marketing staff
performance marketing agency	Run ads directly on Facebook, Google, and other advertising media	Create or support creative materials	500~2,000 KRW per month (Includes 15-20% Markup)	300 to 1,000 (usually aim for around 500%)	Issues with finding a trusted agency
Influencer marketing	Find influencers and run PPL on live commerce or content	Approximately 5 to 5.5 million (including planning and placement fees, depending on influencer level)	Paying for impressions after content creation	Not measurable	Especially helpful for brand awareness



In particular, we're seeing growth from other providers, such as NAVER Shopping, Coupang, and 11th Avenue, which are showing growth compared to other providers.




NAVER

- Review rewards on NAVER Shopping
Differentiating policies
- Text Review Rewards
(50Won vs 200~500P)
- **(Voguma)** Continuous rewards when sales are generated through video reviews (150 won vs. reward per sale)



coupang

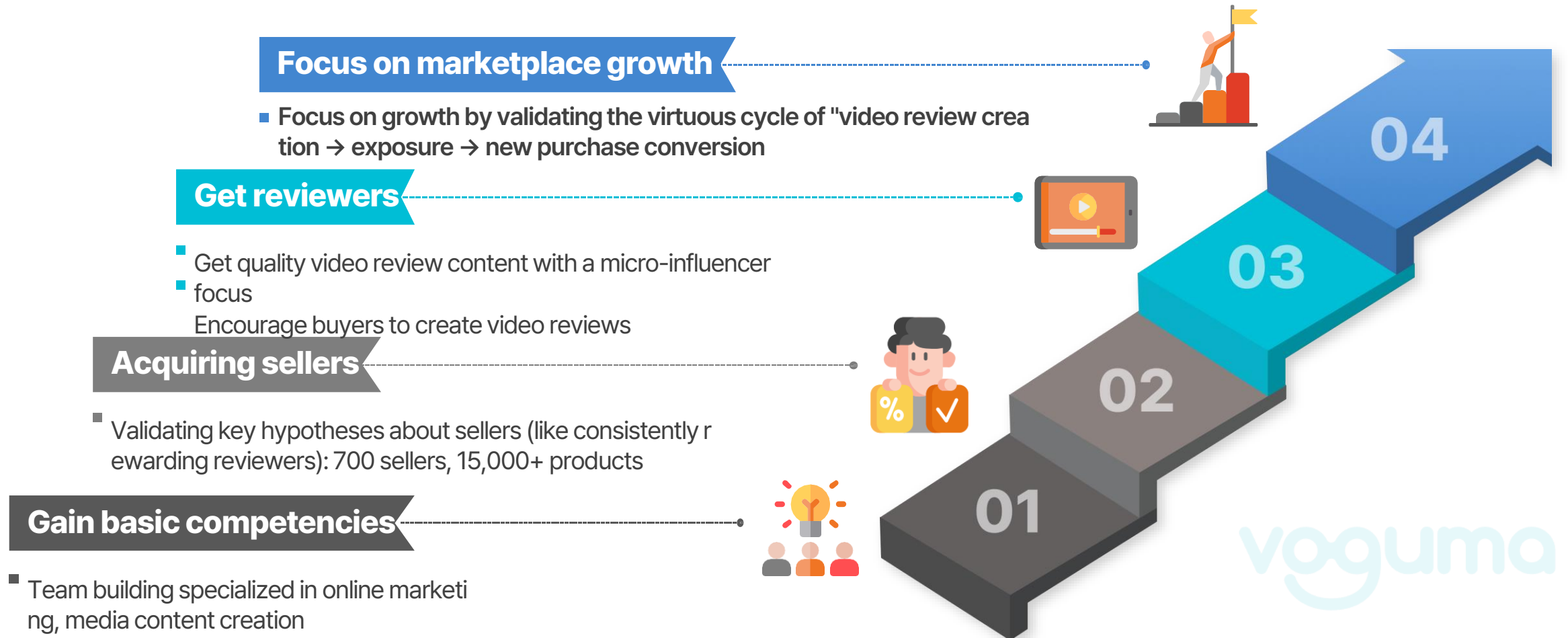
- Increase indirect rewards for review content
indirect rewards for content
- For 'Coupang Experience Corps', only experience products are offered
- **(Voguma)** Enabling the Review Market feature to enable greater scope for collaboration between reviewers and sellers



11th Avenue

- Focusing on video reviews with 11th Avenue 'nukes'
- **(Voguma)** Differentiate with rewards for creating and contributing video reviews

“ We have 700 sellers and more than 15,000 products (23 years old) based on a prototype that fleshed out the service concept, We will validate our core hypothesis that quality video reviews can generate traffic and eventually convert into sales. ”

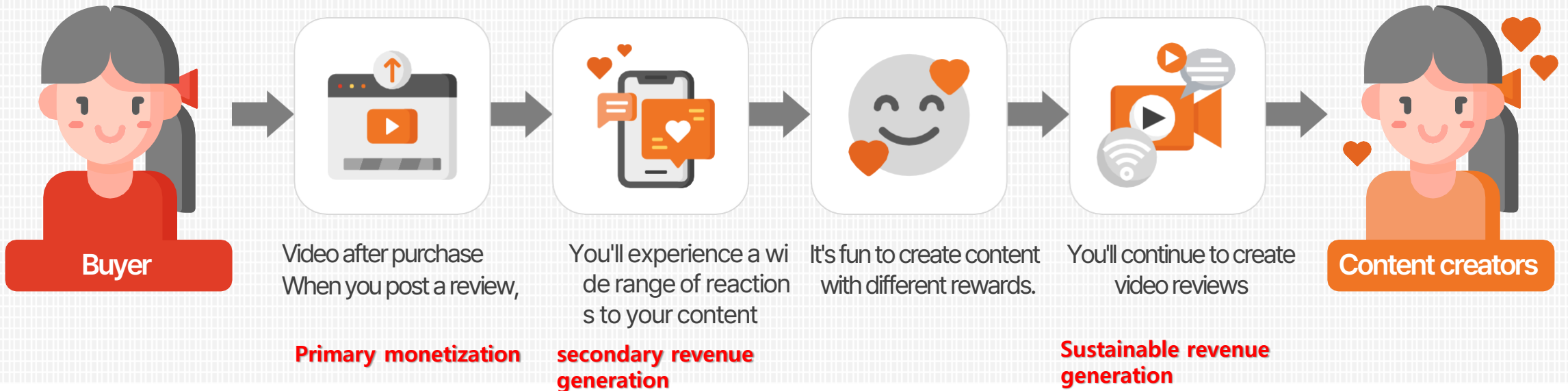


03

Token Ecosystem

“ Voguma Service recognizes video reviews created by customers as digital assets, We aim to realize the video review ecosystem (digital asset ecosystem), which means that the reasonable value and appropriate rights (ownership, etc.) of video reviews as digital assets are returned to customers, and through this, video review customers can start their journey as content creators while earning revenue. ”

Voguma, The customer journey from simple buyer to video review content creator

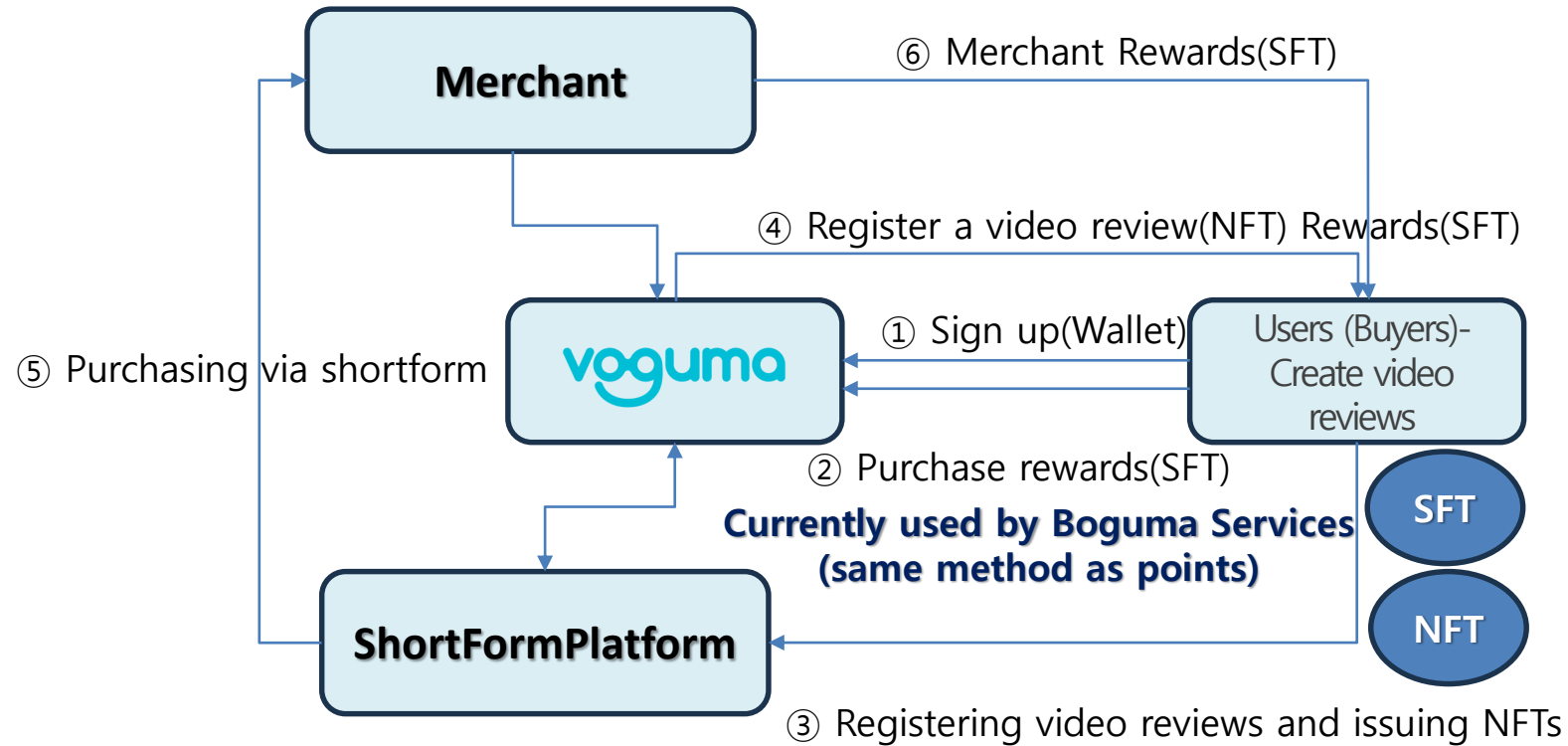




First, Boguma Service issues the cryptocurrency **SFT (Shortform Token)** and utilizes it as the basic asset of the video review ecosystem, We will issue video review content as **a digital asset(NFT : Non-Fungible Token)** and gradually build **a short form NFT marketplace** to utilize the video review itself as a digital asset.

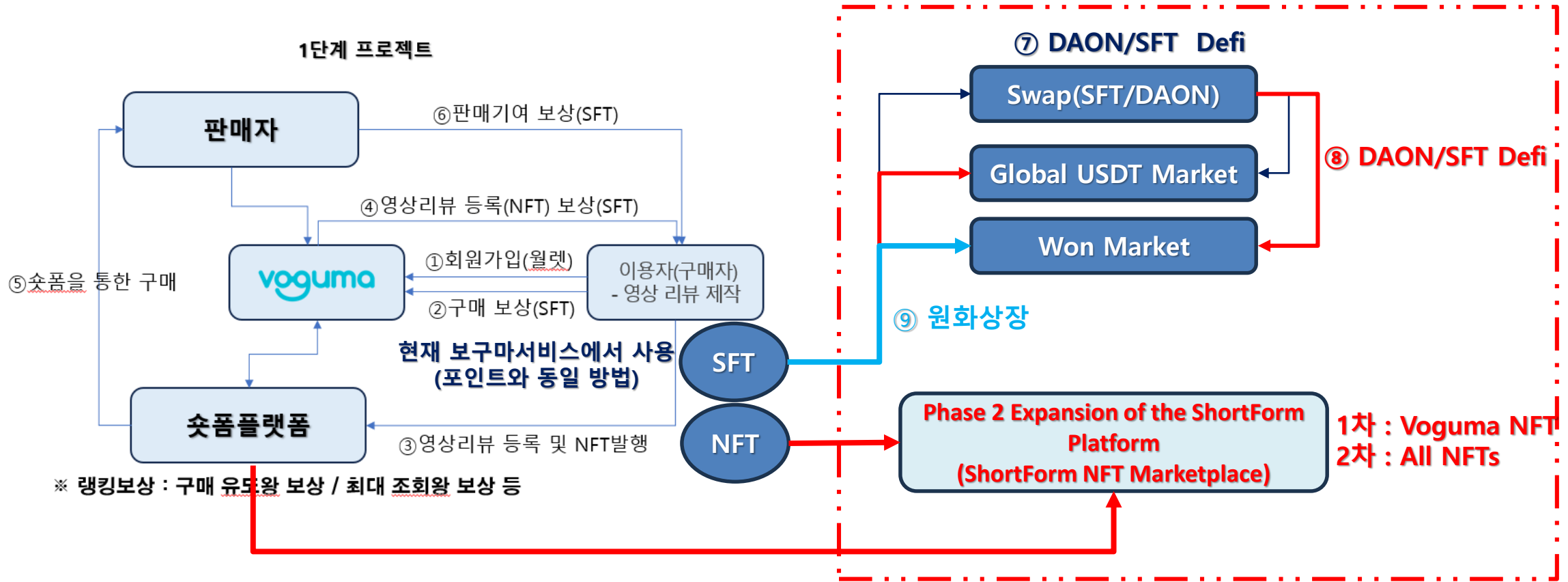


- Total Supply: 1 Billion
- Issuance method: Korea's only public permissionless blockchain and token on EarthChain (ARC-20)
- Cryptocurrency name: SFT (ShortForm Token)
- Distribution policies
 - ⇒ Teams and team members : 8%
 - ⇒ Partner : 7%
 - ⇒ PR & Marketing : 20%
 - ⇒ Development Costs : 15%
 - ⇒ Rewards : 20%
 - ⇒ Public sale : 30%



※ Ranking Rewards: Reward for driving purchases / Reward for most views, etc.

※ SFT : Shortform Token, NFT : Non-Fungible Token



"Enhancing cash-out support" and "Maximizing the use of digital assets (NFTs)"

※ SFT : Shortform Token, NFT : Non-Fungible Token

04

Market Size & business plan

Market size and go-to-market plans



The primary target market is 1,000 content-producing members who post at least 10 video reviews per month, and we want to capture the e-commerce market with an annual transaction volume of around 100 to 150 billion won.



Domestic e-commerce markets | 210 trillion won per year
(A growing market with a CAGR of around 20% through 2023)

Primary target market for Voguma

1,000 enthusiastic reviewers (average of 10 reviews per month)

Sales per review around 1 million won

1,000 (person) x 10 (person) x 12 (months) x
1,000,000 won = 120 billion won

SOM

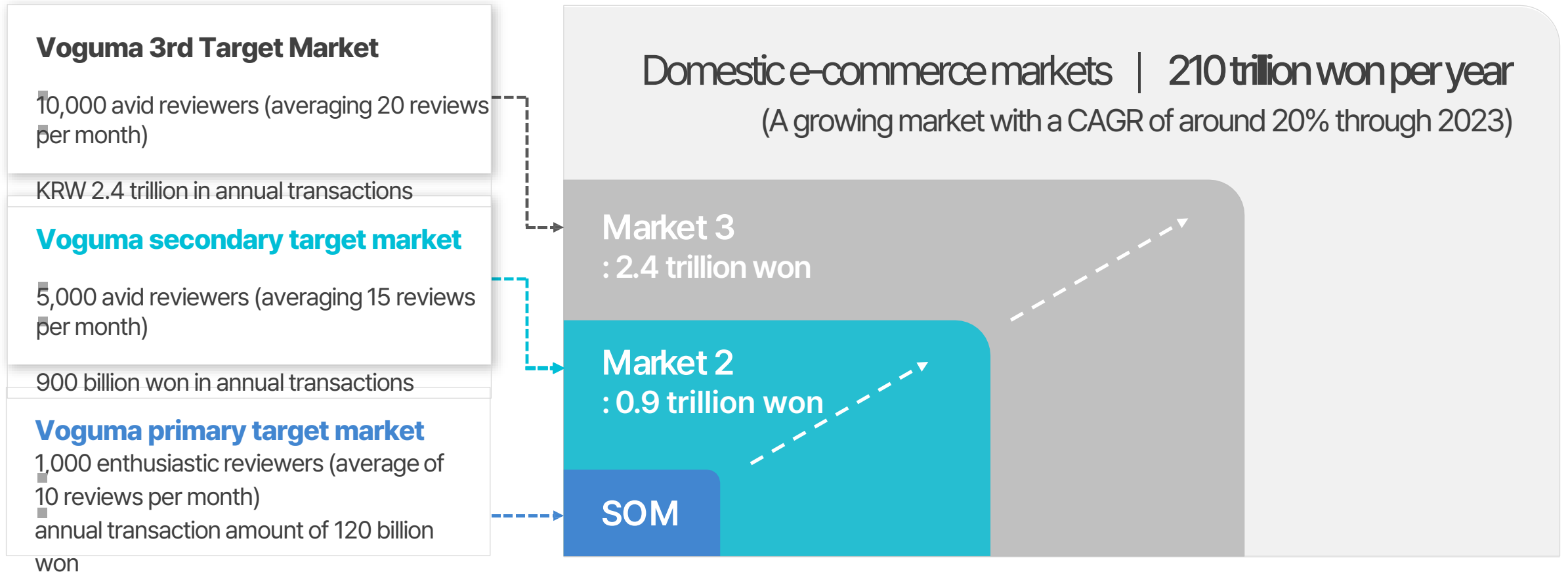
120 billion won

Market size All markets (Total Addressable Market)

“

Ultimately, as a commerce platform with the most things to see, we want to grow into a comprehensive open market platform that has the most video reviews in Korea and brokers 2-3 trillion won per year.

”



“

In the early days, reviews are particularly influential in purchasing decisions in some categories, such as beauty, fashion, and household goods

”

We want to acquire early adopter-centered early users while securing high-quality review videos to see and creating traffic.

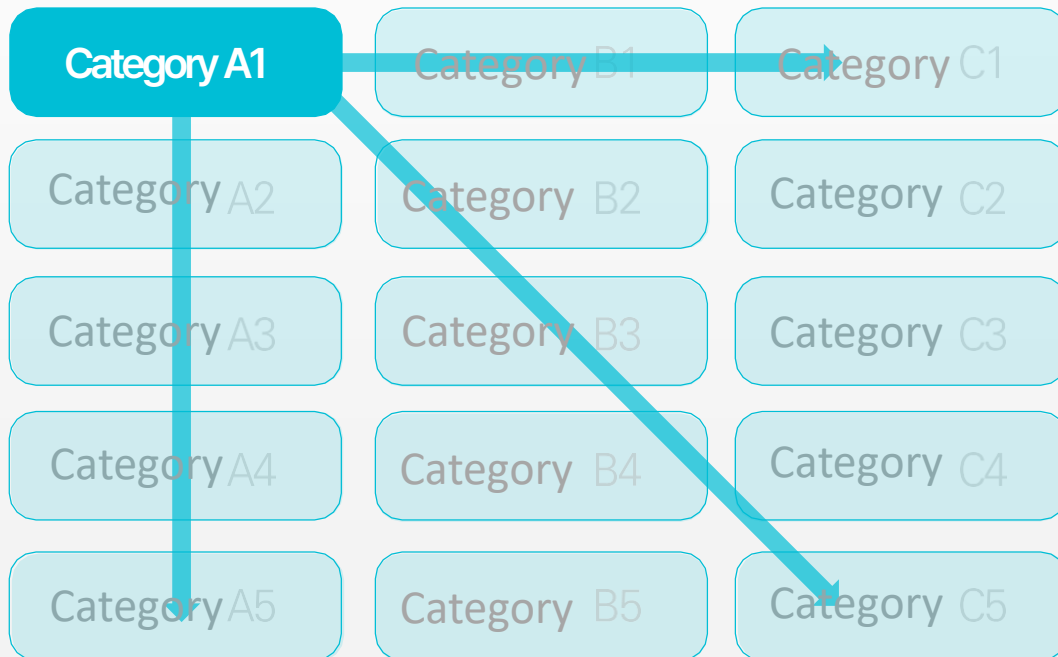
(Making and reselling of consignment products)



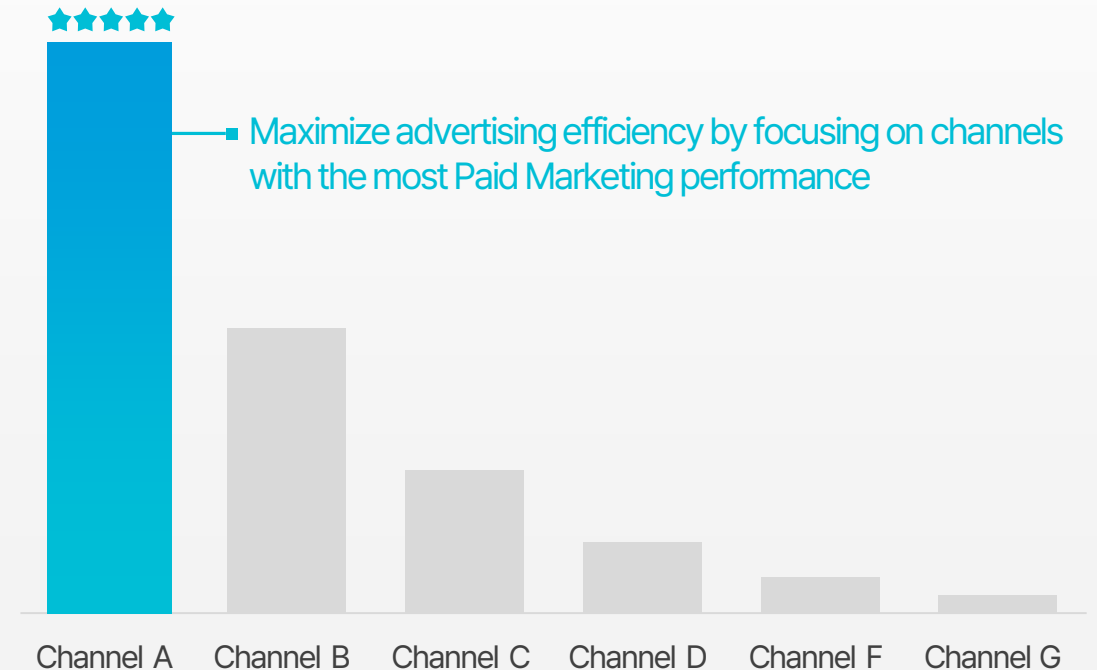
Focusing on categories where reviews are the primary influencers of purchase decisions, we want to create video reviews of various content and styles. You want to enter the market with initial customer acquisition through acquisition/exposure and discovering/learning the optimal customer acquisition/activation process.

“ After verifying/securing a certain size of customers, review content, and transactions in a small number of categories, we want to gradually expand our transactions with users by focusing on category expansion and proven Paid Marketing methods. ”

① Expansion of products and contents through expansion of adjacent categories



② Maximize customer acquisition efficiency through customer acquisition channel selection and concentration





In order to supply and demand high-quality video review content in the initial specific category, we actively discover/apply producers who actively produce review content, while improving our capabilities so that we can easily share existing video reviews.



Get your own video review content (maximize efficiency)

Securing review video content for the same product as the store product, recruiting professional content producers (micro influencer) and encouraging content production, and creating reviews of private products using their own content production teams

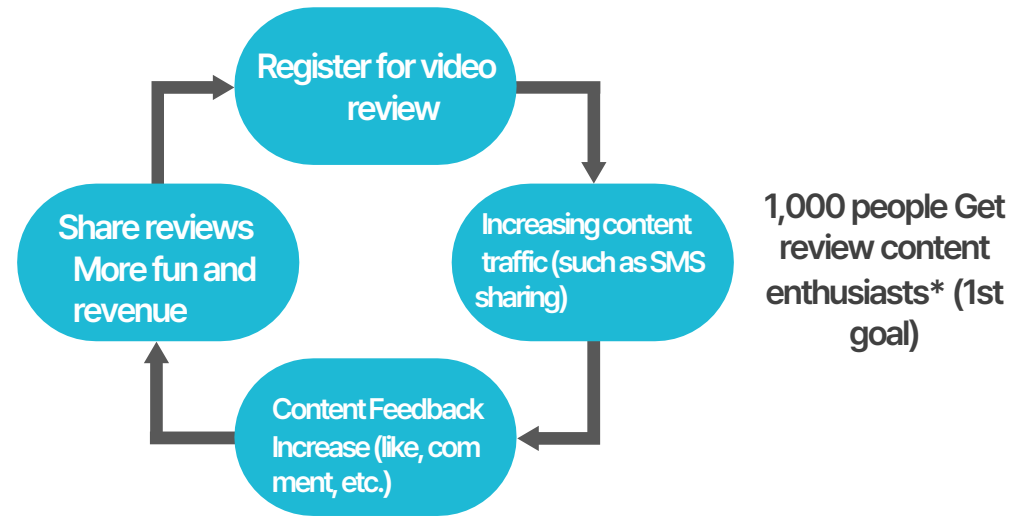
- Existing Video review**
 - Check the video review by searching for the product name of the store
 - After contacting the video producer Register video on Voguma platform
- micro influencer**
 - Securing micro influencer for around 50 people
 - Payment of 300,000 won to 500,000 won based on 10 video reviews per month (studio support)
- self-production**
 - Produce your own video only for products that you buy and sell directly (More than 200 per month)

1,000 per month ideal goal



Focus on encouraging actual buyers to create and register video review content

Encourage product buyers to create video review content by guiding compensation policies for video review production and improving UI related to the first video review production



* Users who post more than 5 video reviews every month

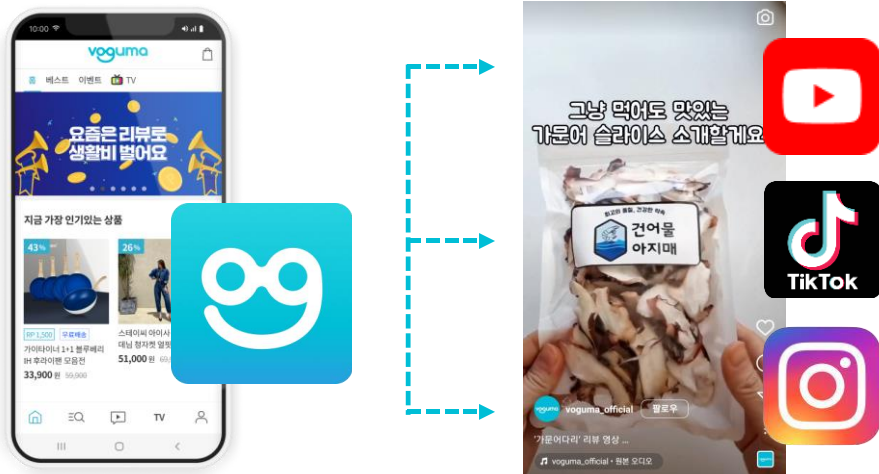
“

In order to bring more customers' video review content to the site, we are exposing registered content on Voguma to YouTube, Reels, and TikTok, and we want to encourage customers to share video reviews on their social media accounts, such as Instagram and Twitter.

”

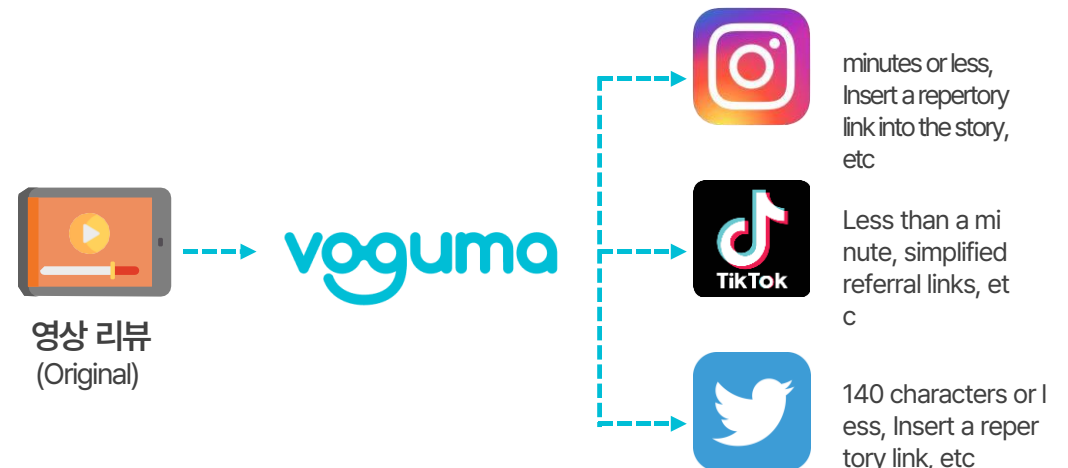
Help increase user's video review traffic

- On Voguma's own channel, video review content is constantly exposed on YouTube, Reels, and TikTok

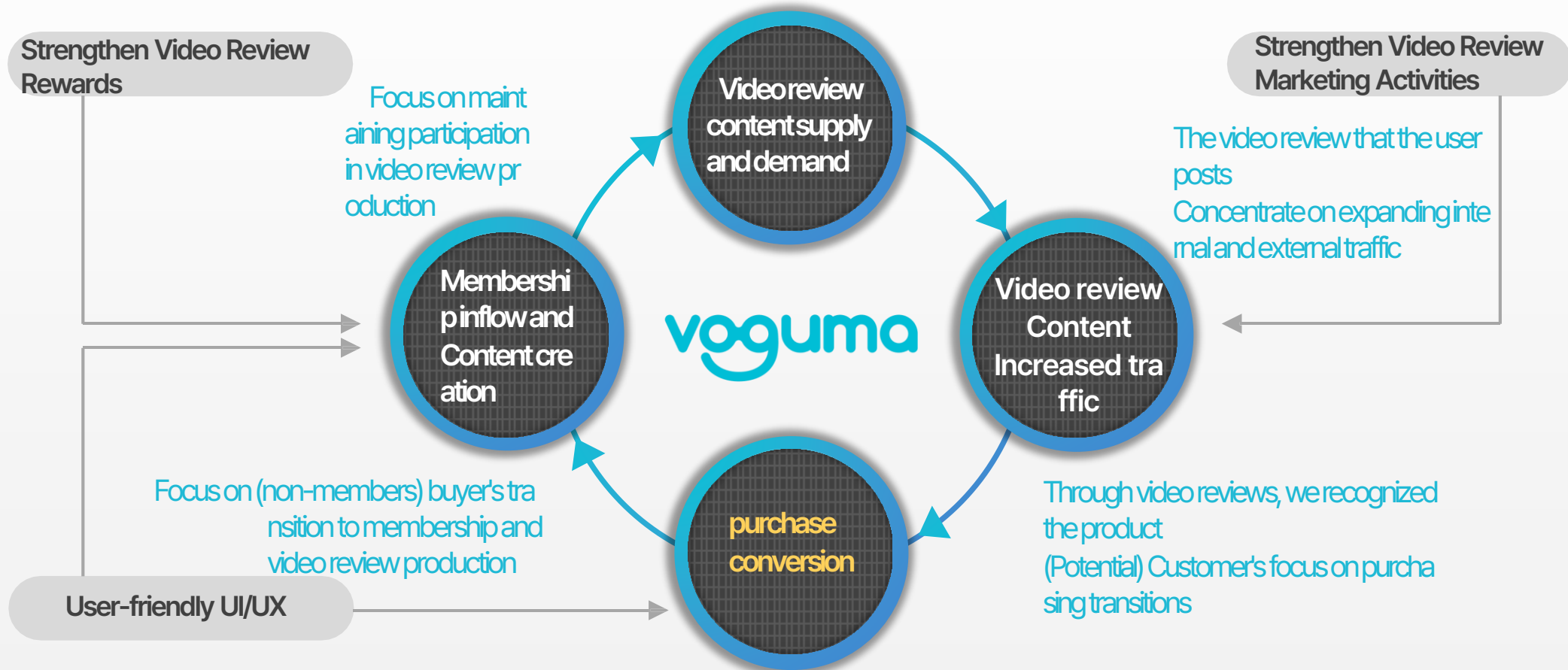


Users' video reviews are shared according to each SNS channel standard

- Voguma is a kind of video review content CDP (Content Delivery Platform) First, after registering video review contents, we plan to support users to share them according to the standard on their SNS channels such as Instagram, TikTok, Facebook, and Twitter



“ To sum up our organic growth strategy, we build a kind of growth flywheel as an organic growth engine that attracts new customers and produces video reviews based on video review content to watch. ”



Growth milestones and key goals KPI

“ First of all, the first milestone will be to achieve the target transaction amount of KRW 3.6 billion in 2024 based on securing an average of more than 1,000 video reviews per month, In order to achieve 410 billion won in transactions by 2027, we will focus on the number of members, video reviews, and traffic spread. ”

	2023	2024	2025	2026	2027
Number of members	2,274	132,521	6,222,410	20,825,753	45,063,290
Number of new video reviews	10	12,254	250,028	665,984	1,395,638
Number of transactions	143	122,538	2,500,280	6,659,843	13,956,383
Transaction amount (billion won)	0.03	36.7	750	1,997.9	4,186.9
Sales (billion won)	0.004	4.4	90	239.7	502.4
Operating profit (billion won)	(0.4)	(6.6)	23.6	95.5	221.9

05

Teams and Partners

Define team and core competencies

“

Both our CEO and COO have been in the online/mobile marketing market for a long time and have the ability and experience to grow their commerce business faster than anyone else based on a high understanding of the online commerce and performance marketing industry as a whole.

”



Choi Seung Hyun
CEO

a major career

- 7 years of related experience
- Interesting Research Institute Foundation and CEO (General operation of AD Fun Lab and flux image business units)
- Heeil Co., Ltd. Start-up and CEO (2005 ~ present)

Key references

- Have various experiences and track record related to content planning and production
- Daum Video Sponsor Product Planning
- Planning and Operation of Tom & Toms Advertising Contest
- Environment Minister Award, National Assembly Member's Yoo Seung Min Commendation Award, etc



Park Jae Hyun
COO

a major career

- 14 years of related experience
- Interesting Research Institute COO (General operation of Bogum a Business Division)
- Head of the Daegu Gyeongbuk LP Center in eBay Korea (2016)
- Start-up and CEO of H Communications Co., Ltd. (2008-2017)

Key references

- Organizational organization, scale-up, and experience in the e-commerce industry
- Previous start-up companies achieve annual sales of KR W 35 billion
- Experience in managing 130 employees of previous start-up companies
- Have previous experience in Exit for start-up companies



We already operate performance marketing agencies and video content production businesses, and we already have the organizational capabilities needed to develop and operate open market platforms.



manager of development

- * a cryptocurrency exchange
- * Point Promotional System
- * Blockchain-based viewpoint verification service
- * Distributed identity information management platform
- * Consultation Management System
- * Image Transfer Solution

Choi Se-woong



Kang yucheon

Development



Lee Sun-hoo

Online advertiser



service planning

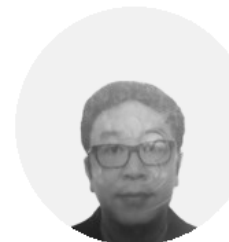
- *Planning a search advertisement for tree communication
- *Café 24 Business Planning
- *Online search company level 1

Kim Nam-jeong



Song In-cheol

MD



Lee Jae-seok

Publisher



MD General Manager

- *Very Food CEO
- *Heeil Communication Strategy Planning
- *Hantee Rest Area Customer Operation Team Manager

Lee Aju

“

We are with ANDUS Co., Ltd., which runs ANDUS Chain, which was created by Park Sung-joon, director of the Blockchain Research Center at Dongguk University, Korea's top blockchain and cryptocurrency expert.

”



Current) Director, Blockchain Research Center, Graduate School of International Information Protection, Dongguk University

Current) Professor, Graduate School of International Information Protection, Dongguk University (Cryptology and Blockchain)

Current) CEO of Andus Co., Ltd. (Creator of the fair public blockchain Andus chain)

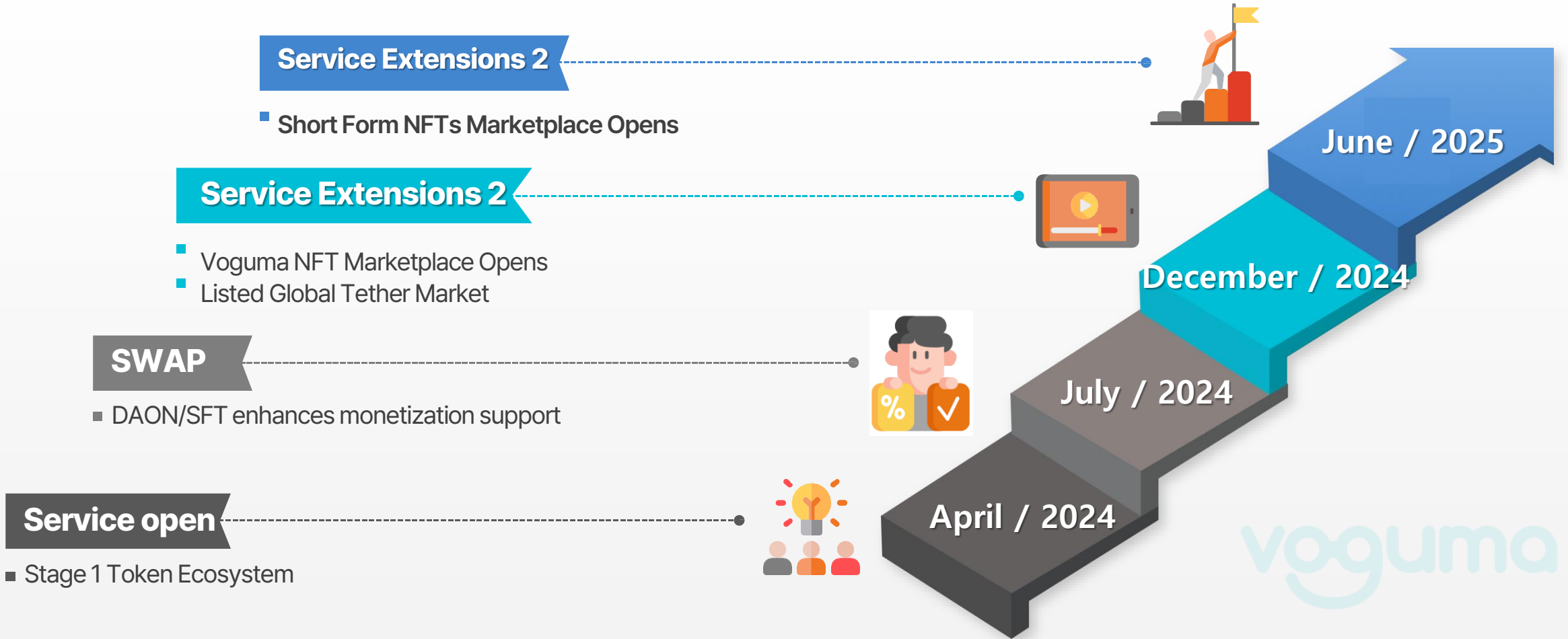
Former) Head of the Korea Internet & Security Agency (KISA)-based technology team

Former) Senior Researcher of National Security Research Institute (NSRI)



06

Roadmap



07

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This white paper is designed to provide information on the new business model, status, and team of the blockchain-based rewards integrated management platform that Voguma Service intends to promote. You unconditionally and irreversibly state and guarantee to Voguma Service that you agree to the following information in accessing this document and the information set forth in this document.

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Thank you.

THE END OF DOCUMENT

COO Park Jae-hyun

010-4524-9715

Email | funlab79@daum.net
