



Business Idea Summary: Global Photo Booth (GPB) Concept

Objective

To introduce a globally accessible photo booth experience, similar to the '인생네컷' (Life Four Cuts) concept, allowing users worldwide to easily take and print photos with customizable frames and features.

Core Concepts

QR Code Integration for Personal Devices

- **Mobile Access:** Users can scan a QR code at any participating location, connecting them to the store's server. This enables them to download or print their photos directly to their mobile devices.
- **Collaborations with Local Icons:** Partnering with local famous personalities or events (e.g., school football stars) to create custom frames or themes. This approach attracts more customers and provides a unique, localized experience that resonates with the community.

In-Store Photo Booth Installation (Hardware/Software)

- **Custom Booth Development:** Creating both the hardware (photo booth setup) and the software to operate it. The booth will feature:
 - High-quality cameras
 - Touch screens
 - Customization options for frames, filters, and other settings
- **Growth and Expansion:**
 - Scaling the business by installing booths in various locations.
 - Continuously improving software to meet customer needs, including:
 - Social media sharing options
 - Video recording capabilities

- Mobile app integration for seamless photo access

Market Opportunity

The global popularity of photo booths for events, parties, and social media experiences creates a strong potential for growth. By offering an innovative and mobile-integrated solution, this concept can appeal to a wide audience, from casual users to those seeking personalized, localized photo experiences.

Key Benefits

- Provides a fun, interactive way for people to capture memories and share them instantly.
- Versatile product for a variety of venues, including:
 - Malls
 - Schools
 - Tourist attractions
 - More

Summary

This business idea leverages technology and creativity to create a unique, customizable photo booth experience that bridges global trends with local charm. Its scalability and adaptability make it a promising venture for diverse markets.