

# **Bass Investment Meeting**

March 14th, 2018

# Agenda

1. Meet the Team
2. Moms Network
3. Product Demo
4. Business Model
5. Q&A

FIT OWN SUPER  
BETTER AWKWARD  
LITTLE'S

# Team



# John Ham

Founder, CEO

Ustream #1 in Consumer Streaming  
Founder, CEO & Chairman  
Acquired by IBM for \$130M in cash

## Experience

### Ustream

Founder, CEO & Chairman

Acquired by IBM for \$130M in cash

Lead and managed a team of 300 FTEs worldwide across 5 offices in SF, LA, HU, JP and SK, with 2 JVs and \$75M raised investments over 3 rounds (angel, series A, series B). Localized Ustream for Korea with KT Execs

### Deep Advertising and Paid Monetization Experience:

- Ad model from remnant, premium to brand advertising from agencies to direct to brands
- Proven ad formats to experimental based on impression or conversion for CPM demand generation to CPA conversions
- Paid one-time and on-going subscription via freemium models

Will get Twitter Jack Dorsey as advisor for Neighbors

## AD Expertise

## Education

West Point Graduate, 2000

# **Product Development**



# Jax Moon

## CTO

KakaoStory SNS Server-side  
Naver Search Engineer

### Experience

**Kakao Corp**

Software Engineer

2013 - Present

KakaoStory SNS Server-side

- News Feed System : Action Graph DB Design and Implementation
- Implementation of recommendation feed for coldstart users
- Renovation of search system: Design and implementation of advanced search and ranking model

### Mobile Ad Platform

- Mobile ads for KakaoStory : Front & Back end

**AD Expertise**

**NAVER**

Software Engineer

2008-2012

Search Development Center

- Integrated search auto completion service
- People search
- Top search words
- Collection ranking for integrated search engine
- Ranking system and censoring system for blog, café, and document search

### Education

The Catholic University of Korea

M.S. in Computer science



# Daniel Yoon

Android Engineer

## Experience

**Kakao Corp**  
**Software Engineer**

2014 - Present  
KakaoTV Live Android app & player SDK  
tvPot, Kakao hello, Solgit Android app

**CJ E&M**  
**Software Engineer**

2011 - 2014  
Mnet App development  
Clone-Platform Project, KPOP Hub, Voice of Korea2, MAMA 2013, KPOP Photo, Cronos Library 2.0

**SK Communications**

**Software Engineer**  
2010 - 2011  
NateOn Talk and UC 2.0  
Nate Open SDK

**Soribada**  
**Software Engineer**

2007 - 2010  
Soribada Android App  
Soribada Music Search Engine, recommendation system, and API



# Rath Hwang

iOS Engineer

## Experience

**Kakao Corp**  
Software Engineer

2017 - Present  
KakaoTalk message platform iOS development  
KakaoTalk chat bot TF

**Electronic Arts (EA)**

Senior Developer  
2015 - 2016  
Test automation platform development

**SK Planet**

Professional Consultant  
2011 - 2012

**NCSOFT**

Software Developer  
2007 - 2009  
Messaging tools, browser plugins, API development

## Education

Hanyang University  
B.S. in Computer Science



# Juno Jang

Server Backend

## Experience

**Kakao Corp**

Software Engineer

2015 - Present

KakaoStory Server Development

KakaoMusic Server Development

**Samsung Electronics**

Software Engineer

2012 - 2015

KNOX Server Development

Samsung WatchOn Server Development

**Samsung Electronics**

Software Engineer Internship

2011 - 2012

Developed and Experienced various projects under the sponsorship of Samsung Electronics

## Education

Korea Aerospace University

B.S. in Computer Science



## John Kim

Product Manager

Jr. Product Manager

### Experience

Tite Ltd.

Neighbors Product Manager

2017 - Present

Working directly with Head of Product (Founder CEO) defining all details of product

Management of product backlog and roadmap

Product Development with engineering team and designer to ensure product is delivered according to product vision and roadmap

Local & Regional news agency

Product Manager

2014 - Present

Mobile app for sports

Web based news consumption service for automated sports news

News distribution system for news agency subscribers

Global R&D Collaboration Center

Next-gen mobile & console game Product Manager

2008 - 2009

Collaboration project with UC Irvine and Korea IT companies to develop next generation mobile & console games

### Education

Keimyung University

Ph.D. in Management Information Systems

UC Irvine

B.S. in Information and Computer Science



# Harry Seo

## UI/UX Designer

### Experience

#### Tite Ltd.

Neighbors UX/UI Designer

2017-Present

Work with PM to identify and create best UX flows

Design asset creation and design guideline definition

Brand identity design (BI/CI)

#### Incheon National University App Center

UX/UI Designer

2017 - Present

Mobile UI Designer & UX Researcher

Product management

#### Onestopnature NYC

Graphic Designer

2016 - 2017

Established overall visual identity for top distribution company in New York City

### Education

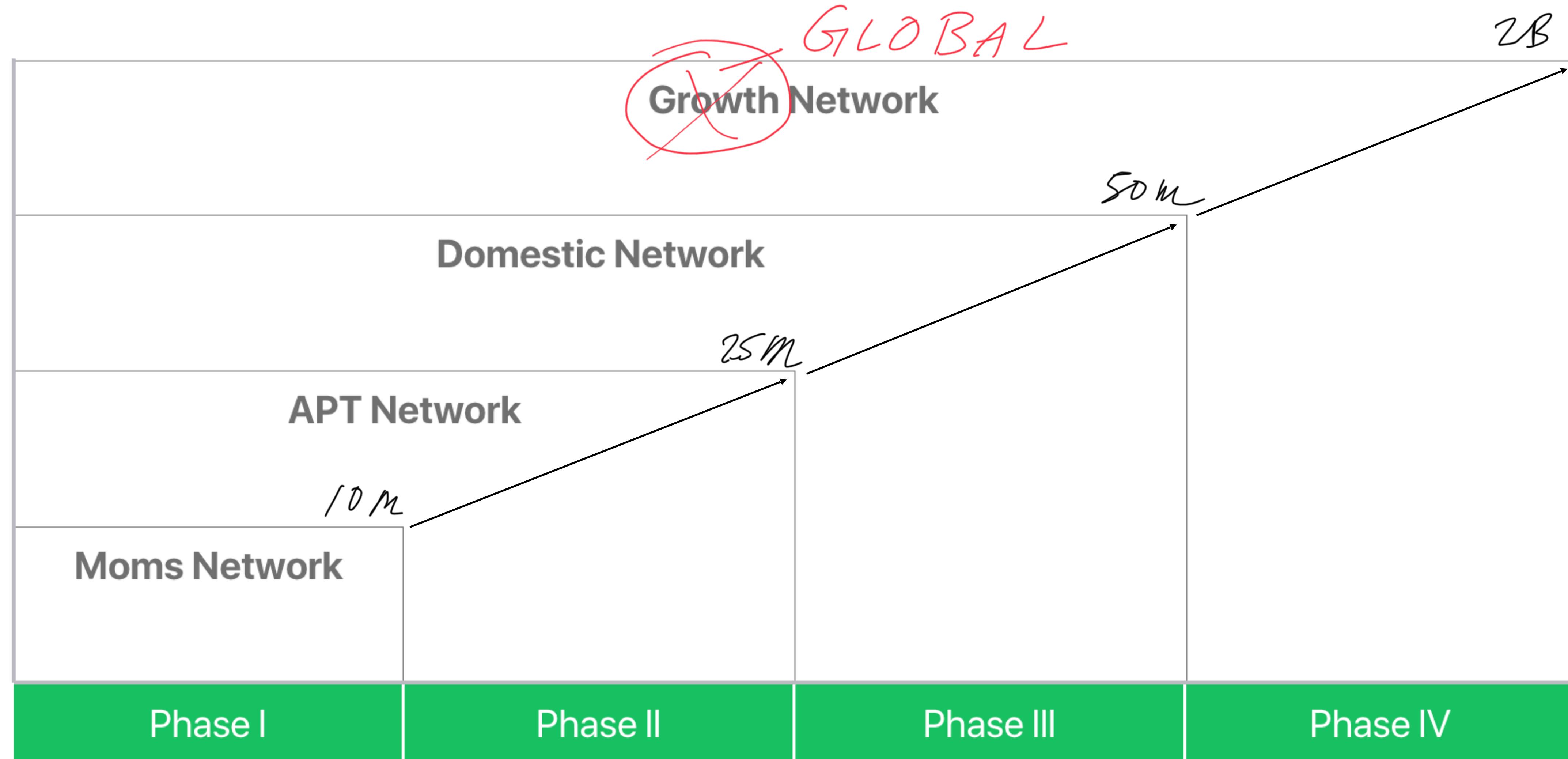
Incheon National University

B.S. in Computer Science

B.A. in Visual Design

# Moms Network

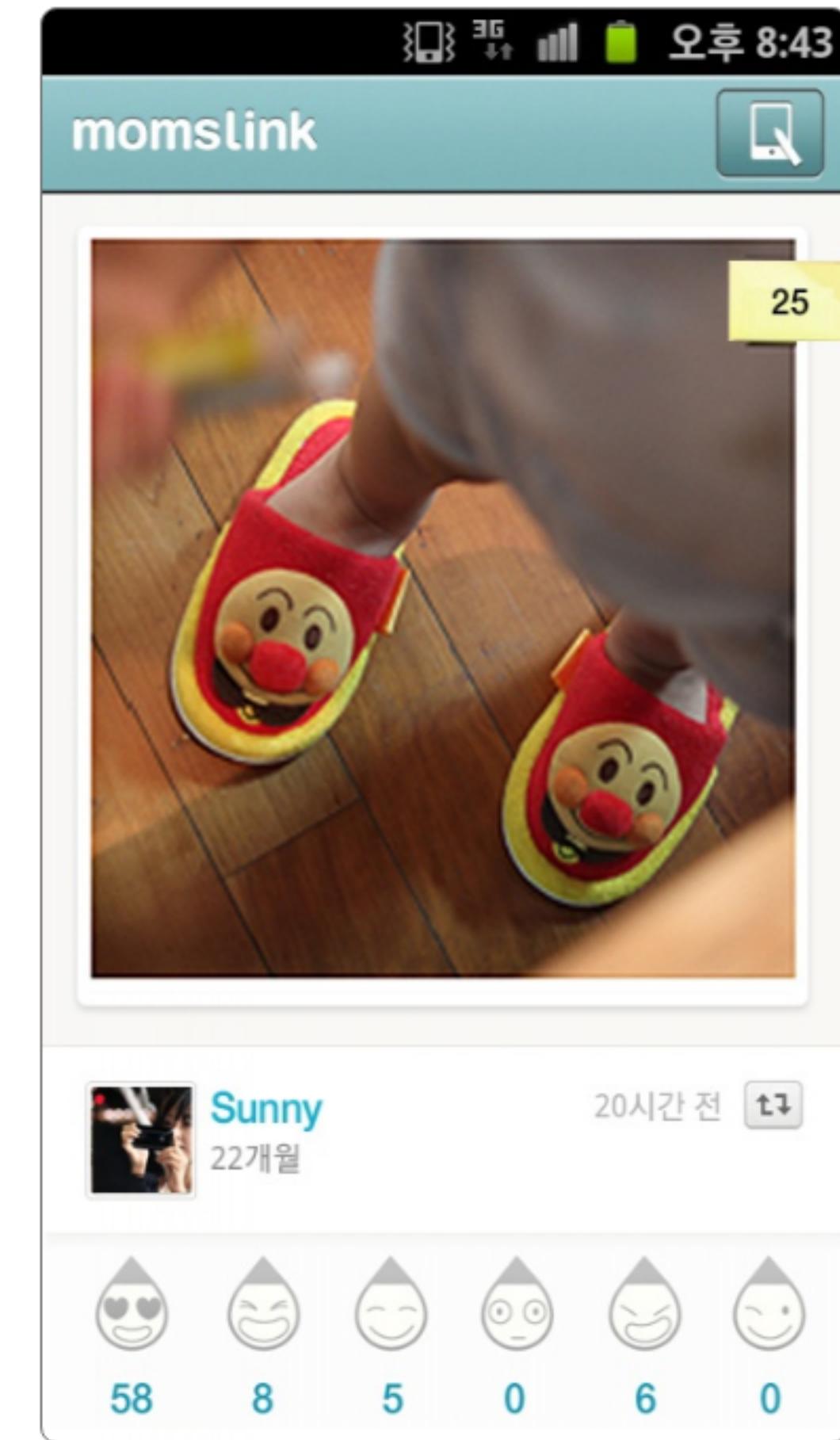
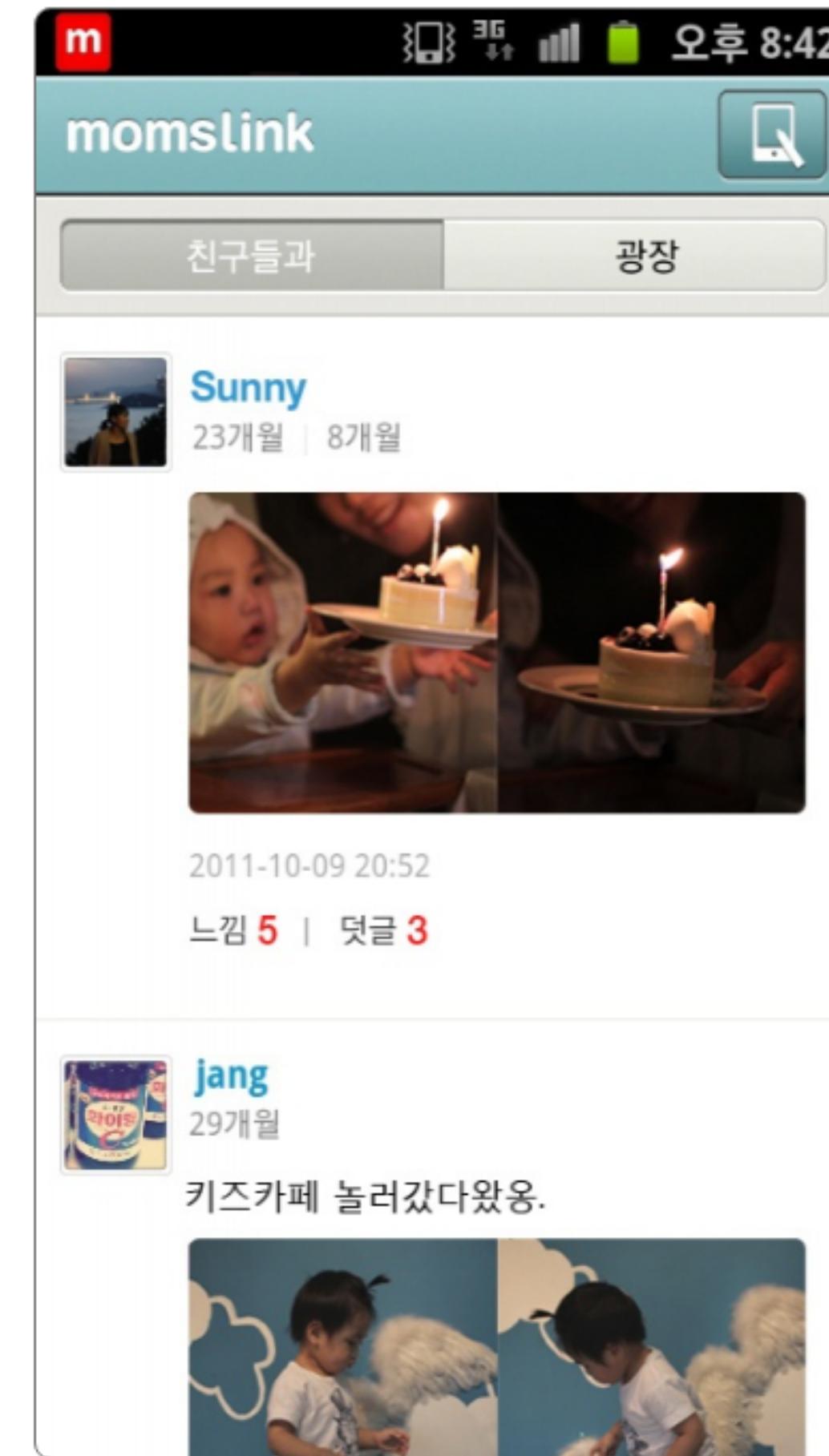
# Reminder: Moms only initial target group



# Momslink 2011.10



Baby photo  
Flea market  
Q&A



# LEARNINGS

1. APT MOMS share DAILY NEIGHBORHOOD USE NEARBY APT ADVS

2. Solve 2 problems

NEIGHBORS + NEIGHBORHOOD FEATURES/FEED = "neighbors"

3. Examples of "DAILY NEIGHBORHOOD USE w/ NEARBY APT MOMS"

Shows LIST

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{

~~OPPORTUNITY : TIMING is perfect~~

## ~~Network Beachhead (Organic Cell)~~



### 카카오스토리

- 주 사용층인 **30-40 여성**(전체 유저의 30%)
- 연락처 기반의 Private Network의 관계 피로도 증가 (시어머니 이슈)
- 주요 컨텐츠가 지인의 소소한 일상 사진이다 보니 다양한 정보를 얻는데 한계가 있음
- 무분별한 광고 채널의 범람

↳  
SNS  
Market



### 결국

- 2016년 Naver Band에게 SNS카테고리 1위 빼앗김
- 2017년 30-40여성들 Instagram으로 대거 이탈



OP  
C

# ~~Our opportunity~~

30-40여성들 사이에서 목적이 분명한 비지인 네트워크에 대한 요구가 높아지고 있음

또한 30-40 여성들은 지역 기반 서비스 주 사용자

- 지역 맘 카페
- 지역 중고 거래 서비스

하지만 여전히 우리 이웃간의 네트워크는 부족한 상황

# MOMS ACQUISITION

1. FIRST FOCUS ON MOST STRATEGIC AND GRAB WHICH IS 3 GULLS WITH 28 APT COMPROMISES
2. ATTACK 2X2 (INTRA x INTEL) METHODS

## INTRA

1. HOT IF YES, THEN SIGN UP, THEN MOMS.  
IF NO, THEN ONSITE PAMPHLET

2. MAILBOX SHARED PURCHASE BY BUILDING POSTCARDS  
INTRA/INTER COMPLEX GROWTH

## INTEL

1. VIBRATOR

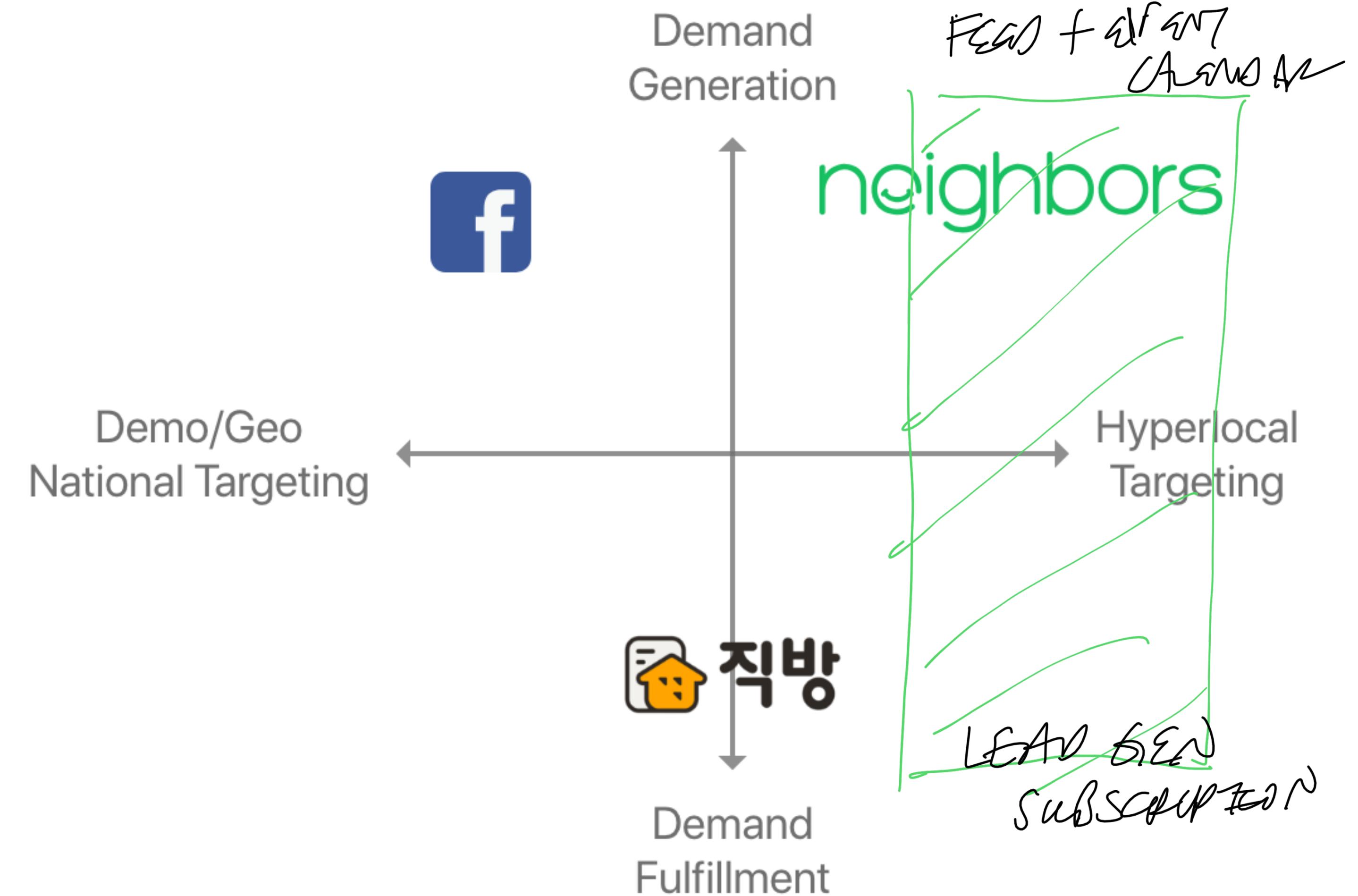
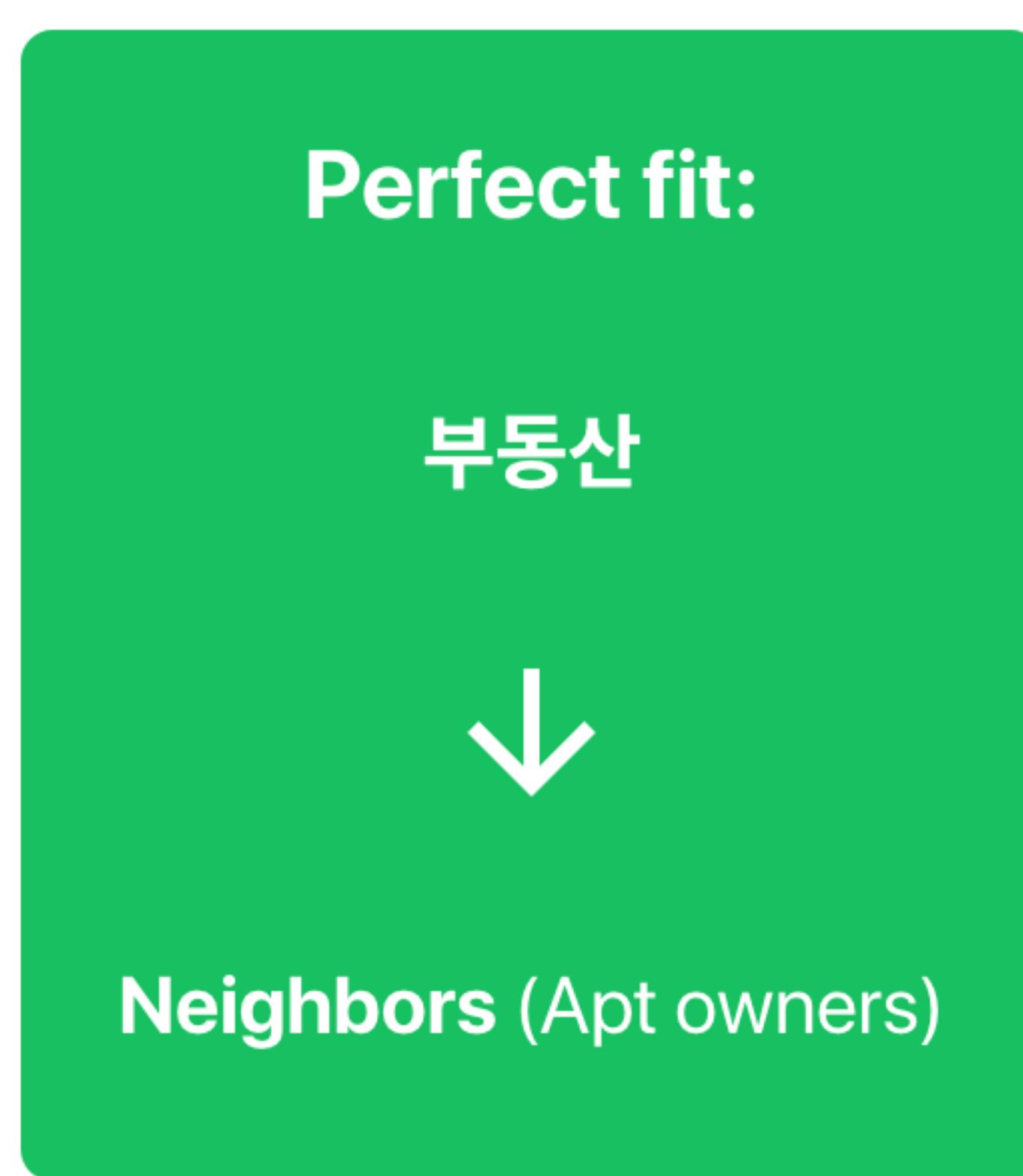
HTZT 77 | KAKAO SHARING

2. MOMS CARE AND APPS

SEARCH AND SHARE

# Monetization Opportunity

# Monetization (Richest RPU)



# Product Demo



# Thank you

tite

**Second Product is Next-Gen SMS**

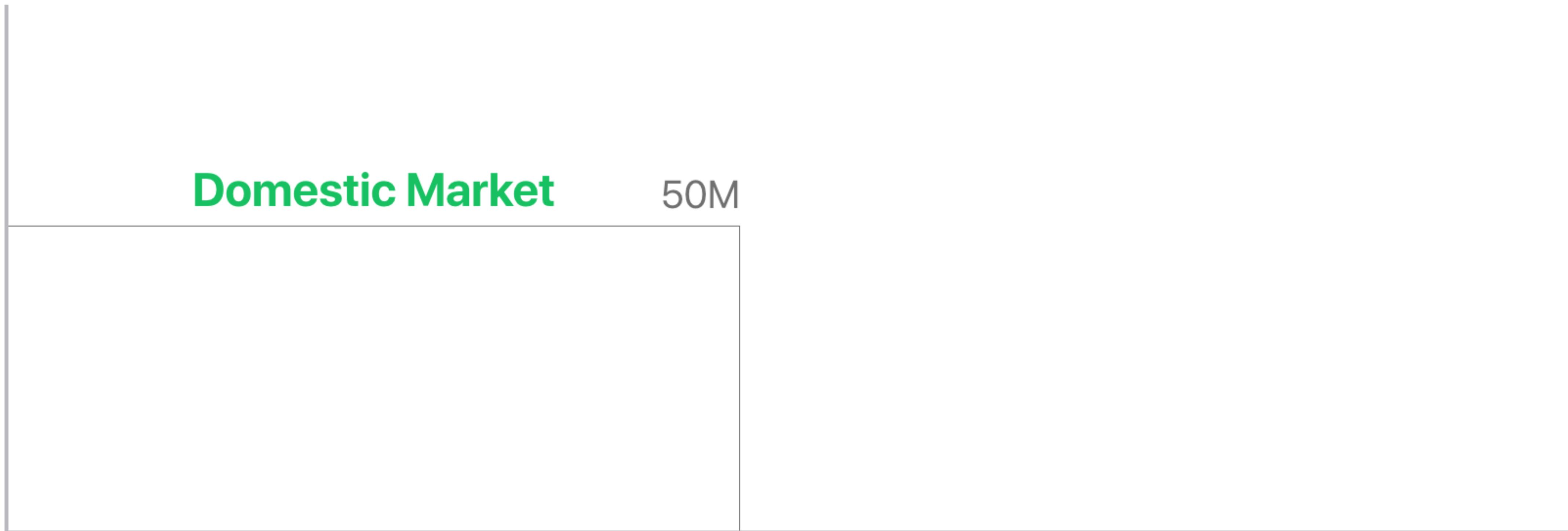
Largest Market Disruption

# SNS → SMS

Largest Market Expansion

# SNS → SMS

Largest Market Expansion



# SNS → SMS

Largest Market Expansion

**Domestic Market**

50M

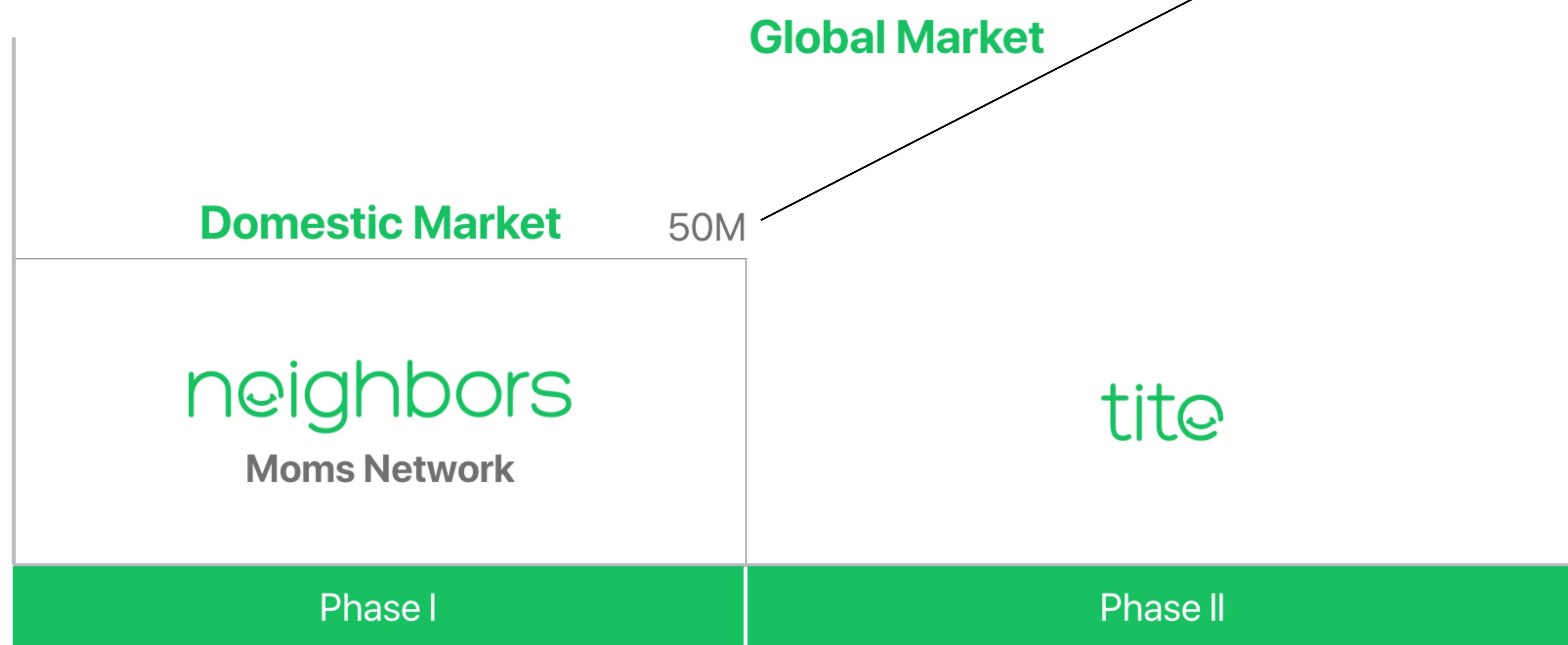
**neighbors**

Moms Network

Phase I

# SNS → SMS

Largest Market Expansion



# Seed Financing

**Tite, Ltd.**

10-20억

Lead Investor

Use of Proceeds: Salaries & Launch

Align on date for term sheet.

We are going after the largest market step-by-step. Join Us!

neighbors

**First Product is the Nextdoor of Korea**  
with 7-to-1 Localization Strategy

# Localization Example (1 of 7)

Apartment Complex



Walking Distance



Same Socioeconomic Class

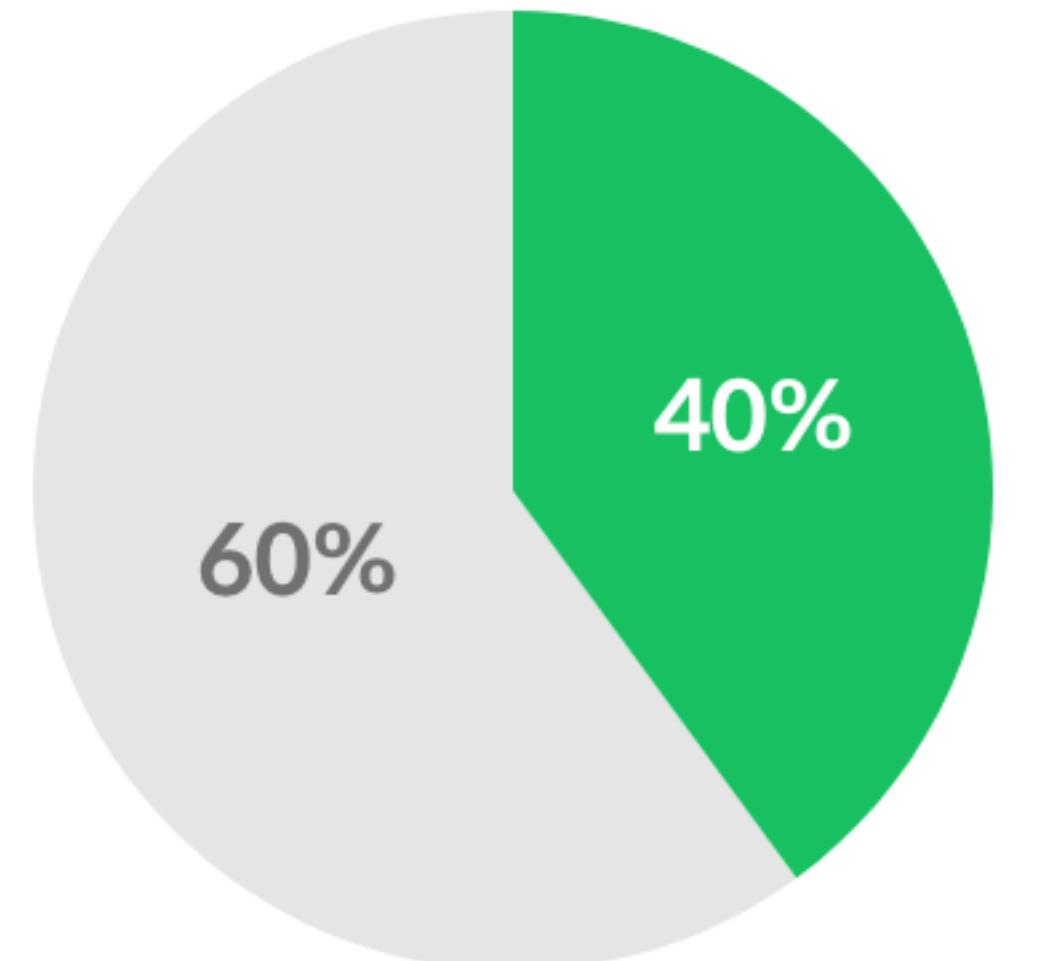
**Neighbors Reviews;**  
80% of men at Hillstate like  
'Bulgogi Brothers'



# Localization Example (2 of 7)



● Comic Books: 중고나라



neighbors



● Kid's Bicycle: Neighbors



A screenshot of a mobile application interface. At the top, there are signal strength, time (9:41 AM), and battery level (100%) icons. Below that is a green header bar with the text '[공지] 드림드림 운영팀에서 주최하는 이벤트!' (Notice) and a close button. The main content area shows a profile picture of a person named 'spemer' with the text '30분 전 · 연수동 풍림아파트'. Below the profile is a '추천/리뷰' (Recommendation/Review) section with a thumbs-up icon and the text: '우리 아파트 단지 주민 여러분들이 꼭 읽어보셨으면 하는 글이에요. 단지 옆 캠핑장에서 단지 주민 여러분을 대상으로 할인행사를 한다던데, 주말에 가족과 ... 더 보기'. Below this is a photograph of a paved path through a forest. At the bottom of the post are interaction metrics: '좋아요 16 · 댓글 4' (Likes 16 · Comments 4). At the very bottom are navigation icons for '피드' (Feed), '글쓰기' (Write), '알림' (Notifications), and '프로필' (Profile).





# Juno Jang

## Server Backend

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