Bass Investment Meeting
March 14th, 2018

Agenda

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

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

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
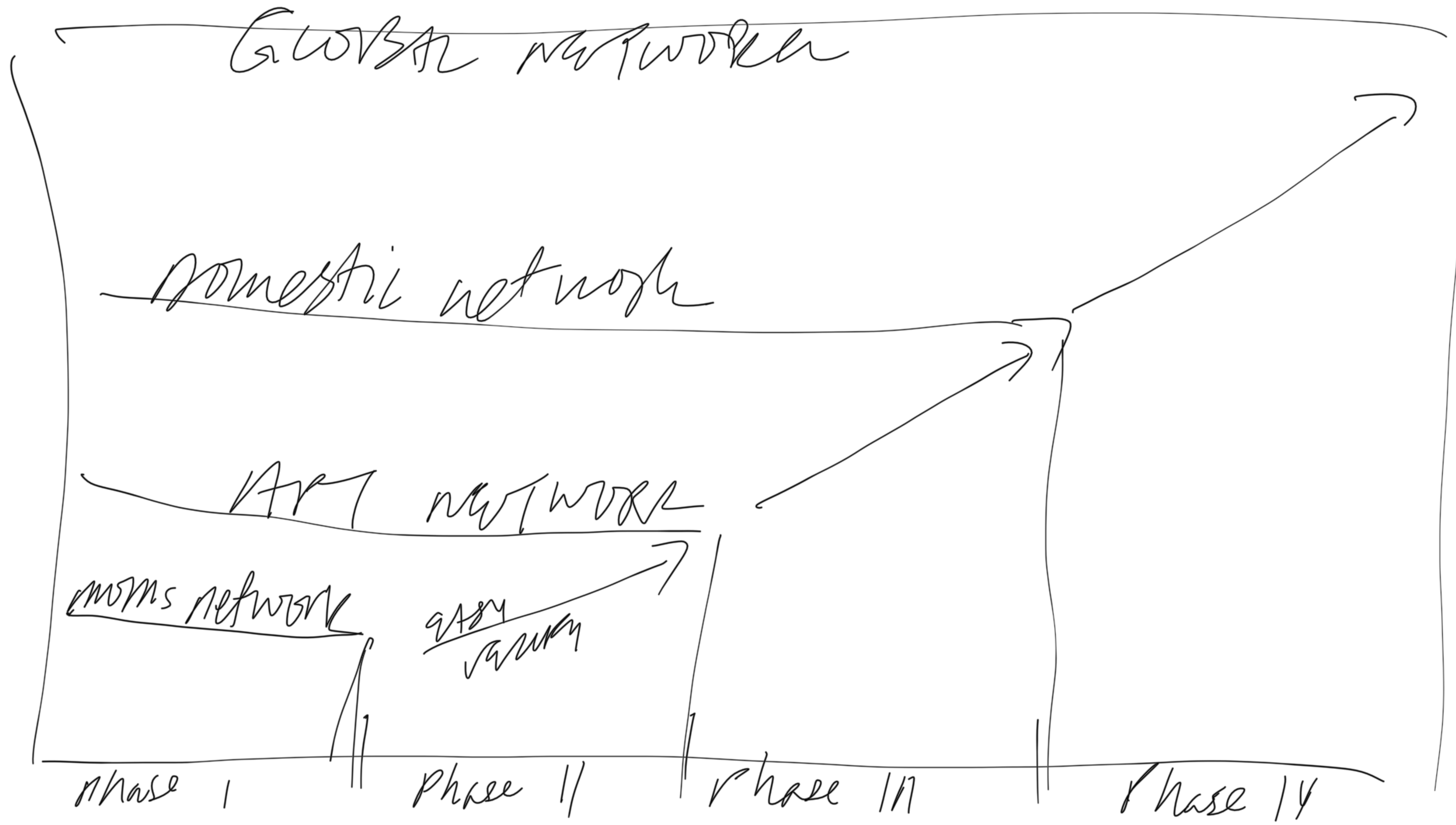
Education

Incheon National University

B.S. in Computer Science

B.A. in Visual Design

Moms Network

Reminder: Moms only initial target group

GLOBAL NETWORK

domestic network

ART NETWORK

moms network

easy various

Phase I   Phase II   Phase III   Phase IV

Jax:

-Timing Opportunity
-Moms Link + KaKao Story
-Content they Create&Consume

Jax needs to make slide about Moms Link & KaKao Story learnings about Moms

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

결국

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

Our opportunity

30-40여성들 사이에서 목적이 분명한 비지인 네트워크에 대한 요구가 높아 지고 있음
또한 30-40 여성들은 지역 기반 서비스 주 사용자
 - 지역 맘 카페
 - 지역 중고 거래 서비스

하지만 여전히 우리 이웃간의 네트워크는 부족한 상황

JohnH: How will get moms?

Focus first 3 GUs, Focus inside 28 Apt Complexes

1. HOA. If yes, then Sign Up, the Moms flow.
   If no, then On-site Promo
2. Mailbox to Resident: Shared Purchase Postcards
3. Side Dish Cookie
4. Switch Moms Cafes & Meetings
5. Others ideas we'll test aggressively

Monetization
Product Development
Opportunity

Monetization (Richest RPU)

Perfect fit:

부동산

↓

Neighbors (Apt owners)

Demand
Generation

Demo/Geo
National Targeting

Hyperlocal
Targeting

Demand
Fulfillment

Product Demo

Jax Overview Zeplin
JohnK Flows InVision

Thank you

tite

Second Product is Next-Gen SMS

Largest Market Disruption

SNS → SMS
Largest Market Expansion

SNS → SMS

Largest Market Expansion

Domestic Market 50M
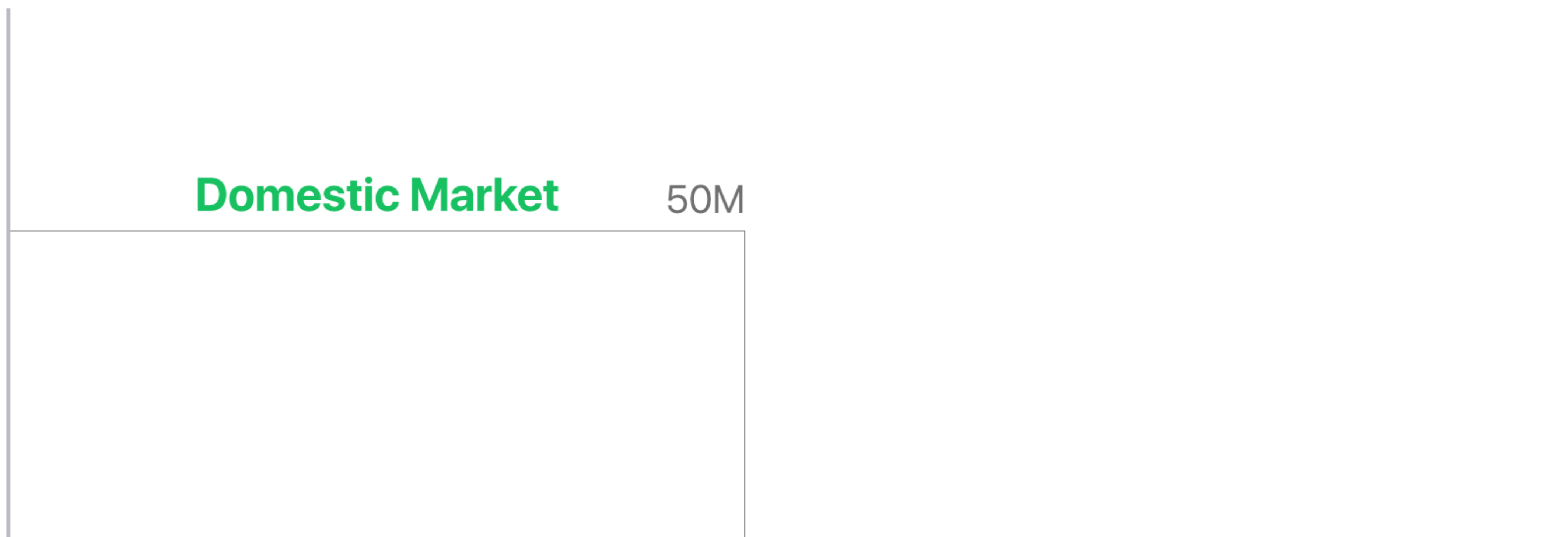
SNS → SMS
Largest Market Expansion

Domestic Market   50M

neighbors

Moms Network

Phase I

SNS → SMS
Largest Market Expansion

2B WW

Global Market

Domestic Market   50M

neighbors
Moms Network

tite

Phase I

Phase II
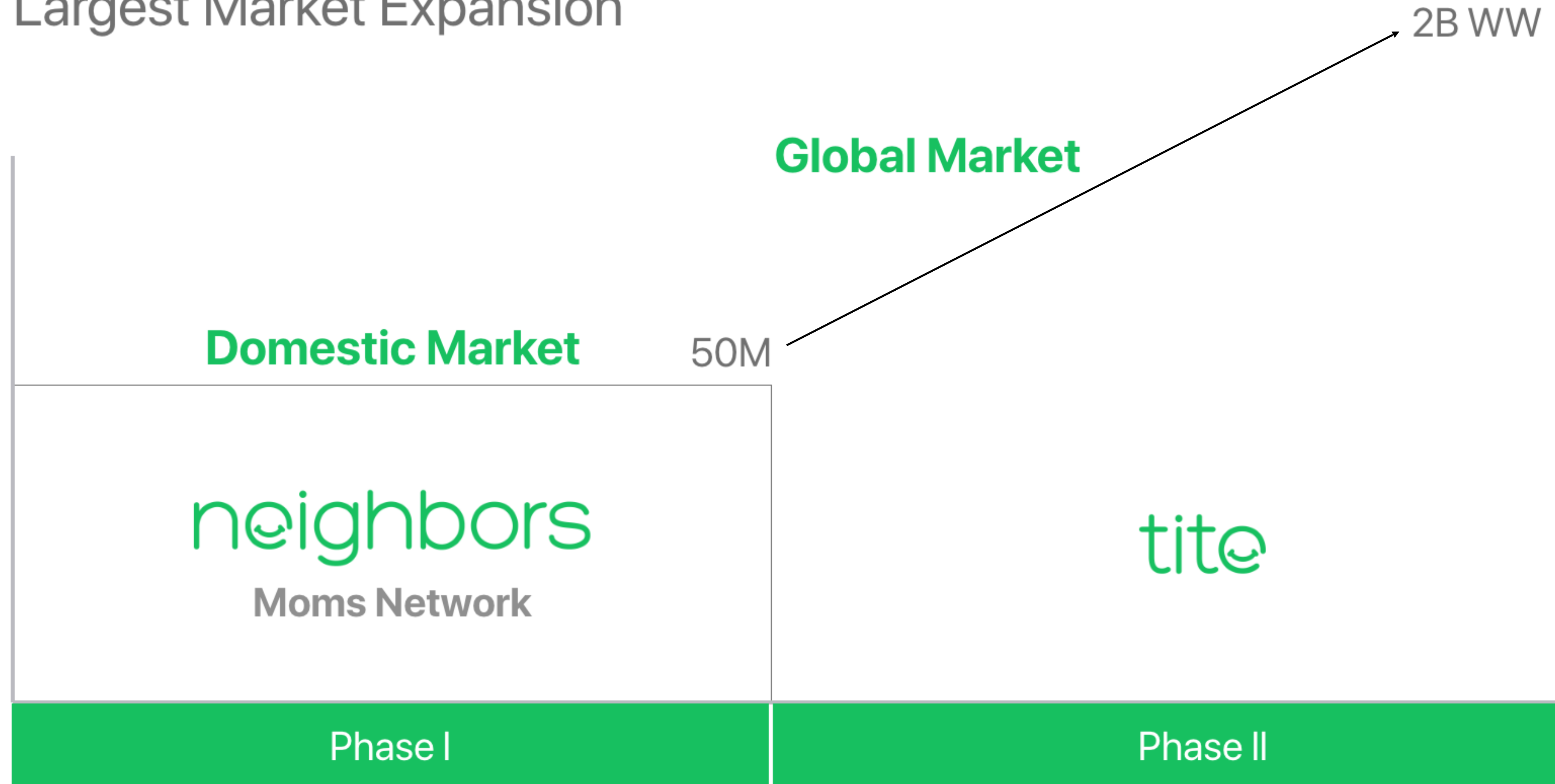
Seed Financing

Tite, Ltd.

10-20억
Lead Investor
Use of Proceeds: Salaries & Launch
Align on date for term sheet.

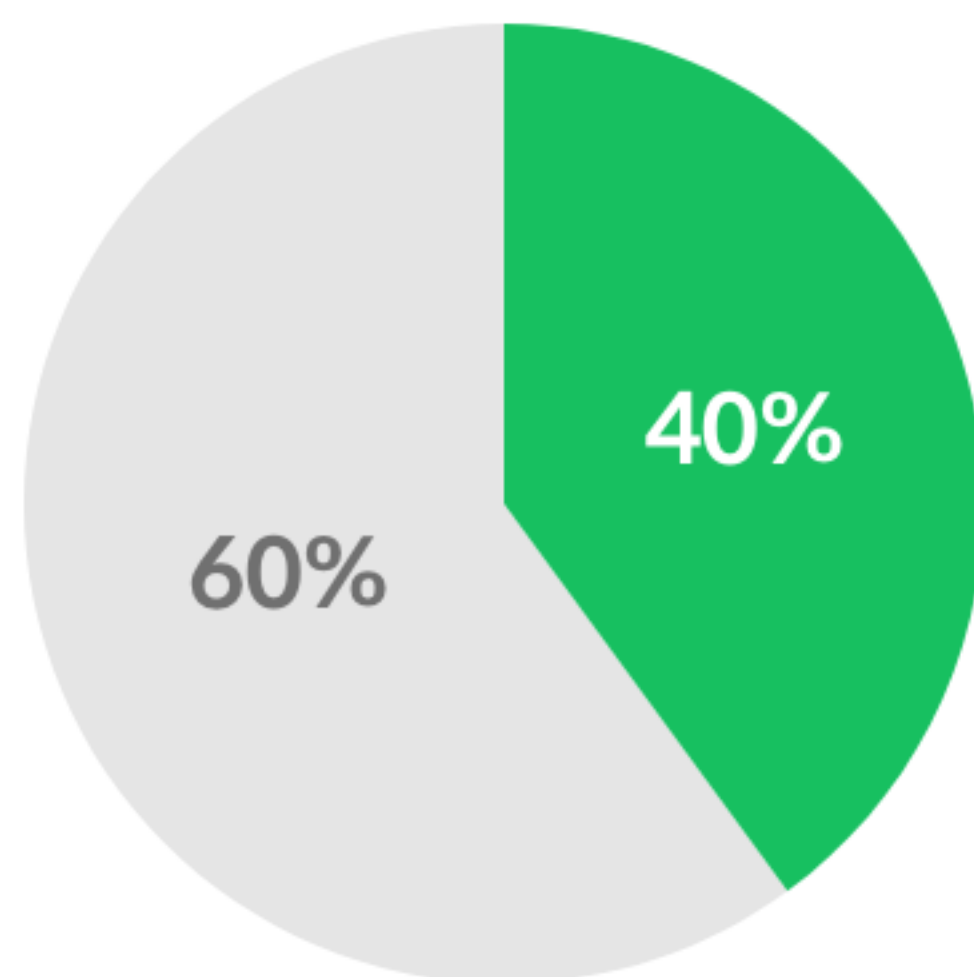We are going after the largest market step-by-step. Join Us!

neighbors

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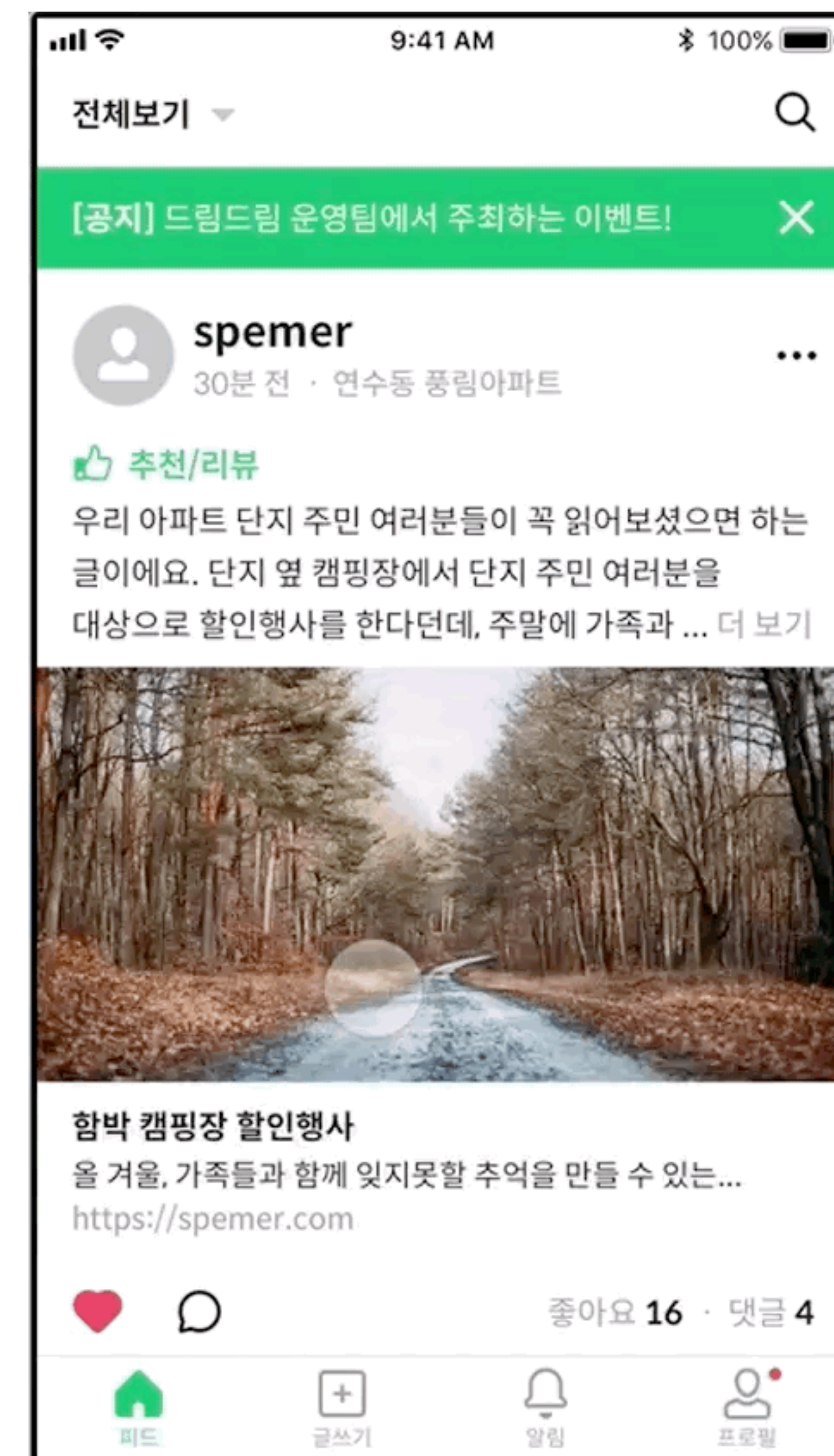### with **7-to-1** Localization Strategy

Comic Books: **중고나라**

Kid's Bicycle: **Neighbors**

neighbors

Apartment Complex

Same Socioeconomic Class

→

Walking Distance

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

→

전체보기 ▾

모아보기 나눔/거래 추천/리뷰 일상/공유 뉴스/정보

alexkim
16분 전 · 연수1동

📢 **뉴스/정보**

드디어 우리 아파트 단지에도 식목원이 생겼어요! 우리
아 파트 입주민들의 오랜 숙원사업이었는데, 이번에 단지
예산 이 충분히 남아서 108동 옆 오솔길을 중심으로
수목을 조성 한다고 하더라구요. 이제 아이들과 산책하러
멀리 나가지 않 아도 되니깐 너무 좋네요 ... 더 보기

좋아요 **16** · 댓글 **4**

피드 글쓰기 알림 프로필