



AI-powered consulting platform for retail entrepreneurs

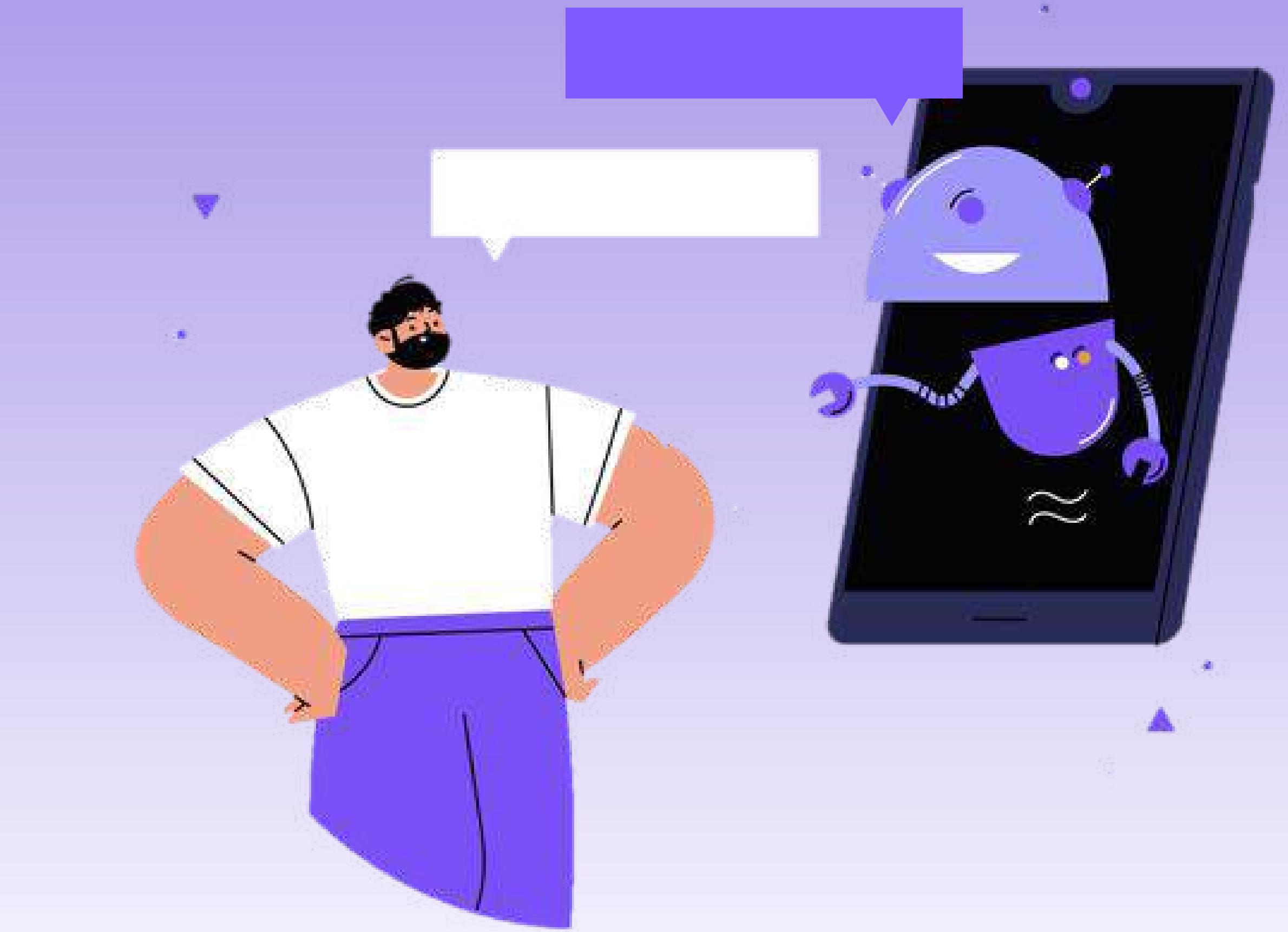


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Problem

There's plenty of information for starting a business but finding the right answer for me is difficult

One-way Information Provision

"I went to a commercial district analysis site and there's a lot of data... but what's important for my restaurant to succeed?"

점포수	전분기 대비 +73 개	매출액 (점포당 월평균)	전분기 대비 -14 만원	유동인구 (3개월간 인구수)	전분기 대비 -153 명
2025년 2분기 1,151 개		2025년 2분기 534 만원		2025년 2분기 31,132 명/㏊	
전년 동분기 대비 +55 개		전년 동분기 대비 -14 만원		전년 동분기 대비 -372 명	

나의 등수 10/15위 나의 등수 15/15위 나의 등수 12/15위

- Existing commercial district analysis services are provided focusing on quantitative indicators, lacking detailed analysis
- There's no interactive communication channel to answer individual entrepreneurs' specific questions, leaving them with the burden of making their own judgments from vast amounts of information

Complex Commercial District Comparative Analysis

"Area A has cheap rent, B has high foot traffic, and C has fewer similar businesses... how do I compare these to make a decision?"



- The process of comprehensively comparing multiple indicators and determining the optimal business type and location is very complex
- Each indicator has different sources and standards, causing confusion, and it's difficult to determine which information should be prioritized based on specific situations

Limited Access to Professional Consulting

"I want to get advice from an expert, but it costs 4 million won... It's also not easy to coordinate schedules with experts..."

예상 비용	주요 내용	평균 컨설팅 비용
3,500,000원 부터	상권 분석, 인테리어, 메뉴 개발	200만~500만 원
운영 최적화	매출 분석, 고객 서비스 개선	300만~1,000만 원
마케팅 & 브랜딩	SNS 홍보, 브랜드 포지셔닝	200만~700만 원

- Professional startup consulting has high entry barriers with costs ranging from tens of thousands to millions of won
- There's a tendency to avoid it due to not only financial burden but also psychological distance and time constraints regarding expert consultation

This results in location selection and supply-demand mismatches that hinder success, Early-stage entrepreneurs need a customized startup partner that anyone can approach without burden

Survey & User Voice

We conducted surveys and in-depth interviews to deeply examine the problem

Survey

127 store startup preparers and early-stage entrepreneurs surveyed
Self-conducted survey period: 2024.07~09



Are commercial district data complex
and difficult to interpret?



"Consulting involves time and cost burdens, but with an AI chatbot,
I could ask anytime conveniently, so I think I'd use it frequently."

-32/Female/Cafe Owner



"I tried visiting commercial district sites but didn't know how to analyze
them and they were too complex, so I gave up. It would be nice to have a
chatbot that guides step by step by industry."

-29/Male/Retail Entrepreneur

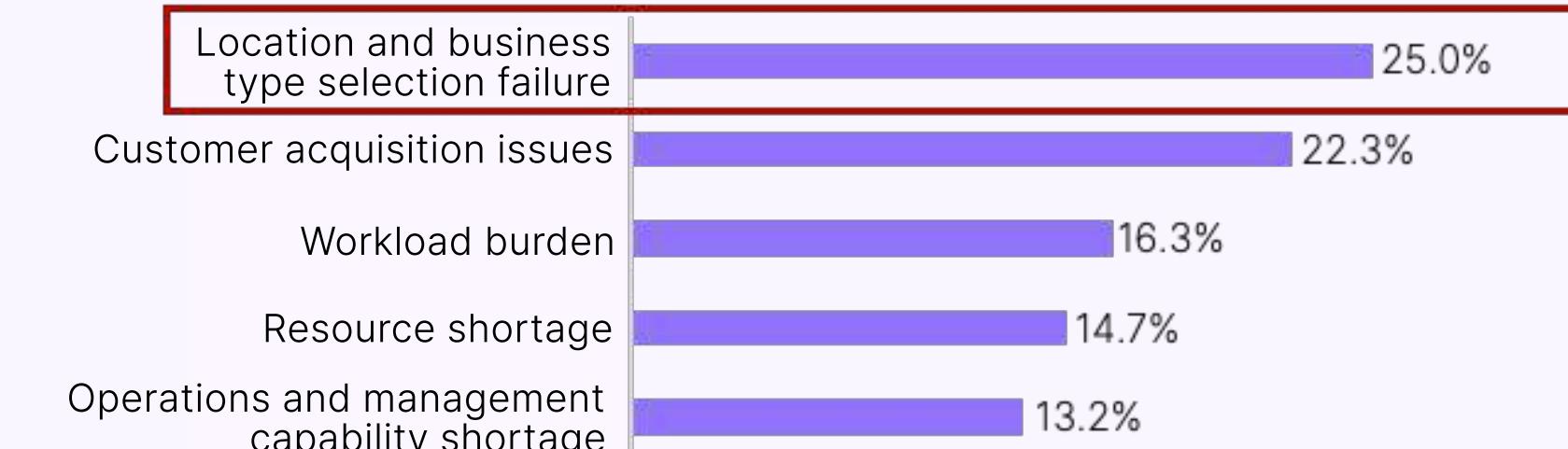


Are you willing to use a startup
consulting chatbot?

Research

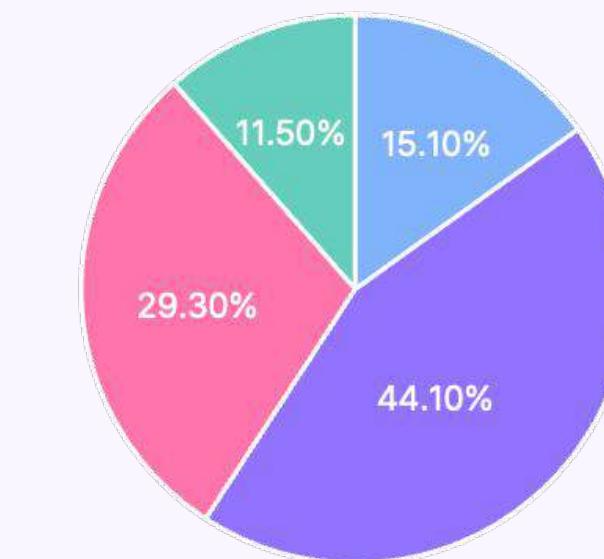
Source: Finda, OpenUp users (1,840 respondents)

Why did retail entrepreneurs failed?



⋮

Retail owners preparing for re-startup



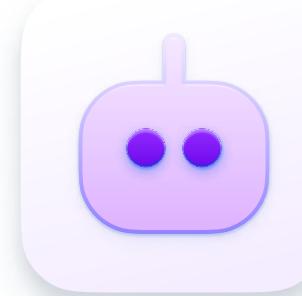
- Completed optimal commercial district and location selection
- Unable to make final decision
- Just started analyzing commercial districts and locations
- Not prepared at all

84.9% of re-entrepreneurs have not completed location selection,
indicating that systematic commercial district analysis remains
difficult even with previous business closure experience

Solution

ReRelease Agent solves the problems entrepreneurs face with interactive AI chatbot

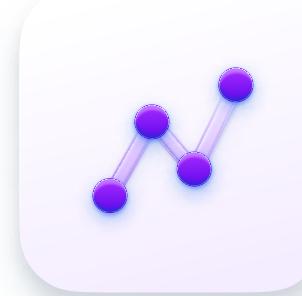
One-way Information Provision



Customized Interactive Consultation

Instead of indicators provided unilaterally by public services, the chatbot provides answers tailored to their specific situation

Complex Commercial District Comparative Analysis



Data-driven Comparative Analysis Support

The chatbot lists suitable commercial district and location alternatives and explains pros and cons together, helping with decision-making in a format that even beginners can understand

Limited Access to Professional Consulting



Accessible Consulting

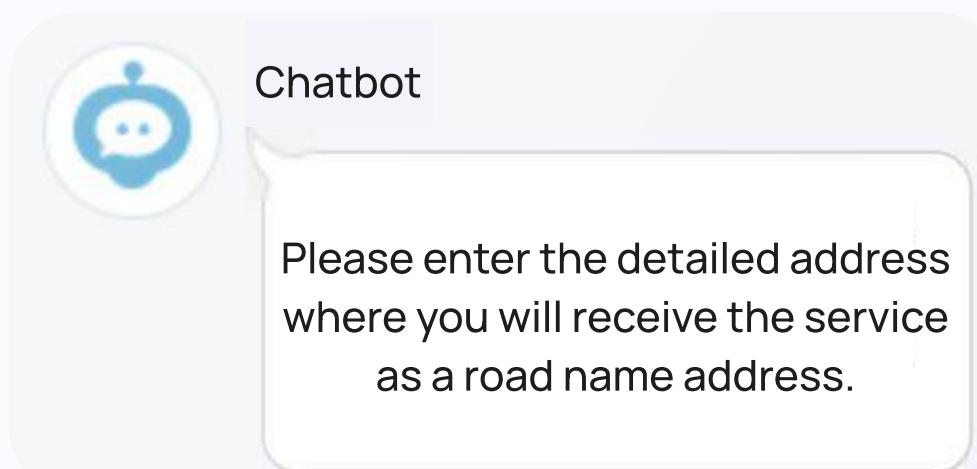
Instead of expensive expert consultations, you can ask unlimited questions at your preferred time at low cost through a 24/7 accessible chatbot

Solution

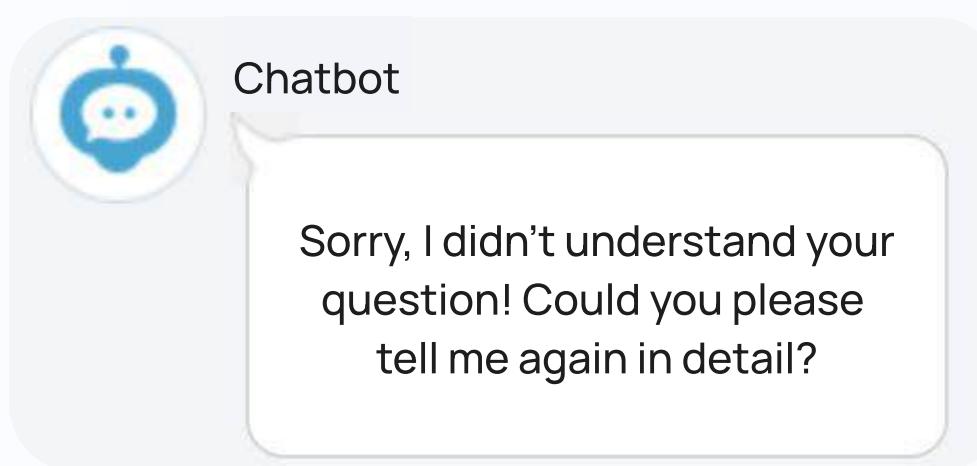
ReRelease Agent chatbot is different from existing chatbots

Existing Chatbots

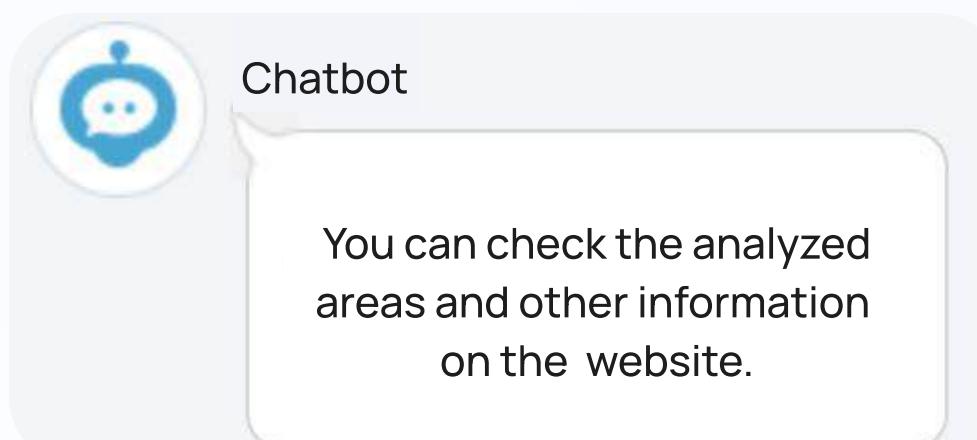
The reality of existing chatbots has been a series of frustrations



Limited functionality with simple address input only & one-way guidance



Unable to handle additional questions or conversations beyond built-in menus



Cannot show analysis results within the chatbot, leading to service disconnection

ReRelease Agent Chatbot

ReRelease Agent answers like an expert



Context-based Response

Provides advanced consultation by understanding previous conversation flow and entrepreneur's initial conditions



Free Q&A

Responds to questions beyond built-in menus, allowing entrepreneurs to freely ask questions and engage in conversation



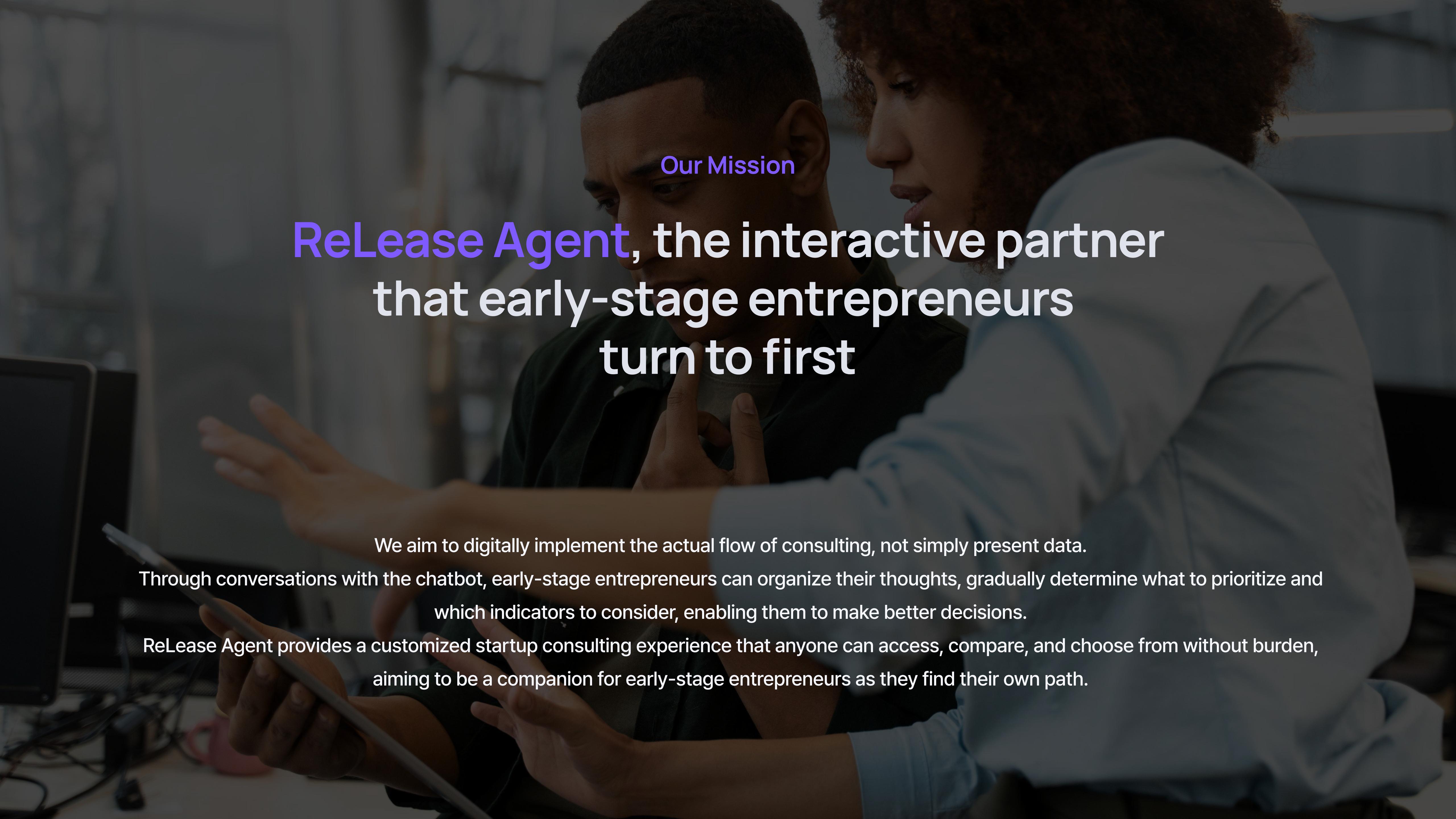
Data / Map Integration

Links public and private commercial district data in real-time and supports map-chatbot interaction through map connectivity



Comparative Analysis Support

Lists business type/commercial district alternatives within the chatbot and helps with optimal selection through comparative analysis

A black and white photograph showing a group of people in what appears to be a workshop or office environment. In the foreground, a person's hands are visible holding a tablet. Behind them, several other individuals are engaged in discussion, with one man in a green shirt gesturing with his hands. The scene conveys a sense of collaborative work and technology use.

Our Mission

ReRelease Agent, the interactive partner that early-stage entrepreneurs turn to first

We aim to digitally implement the actual flow of consulting, not simply present data.

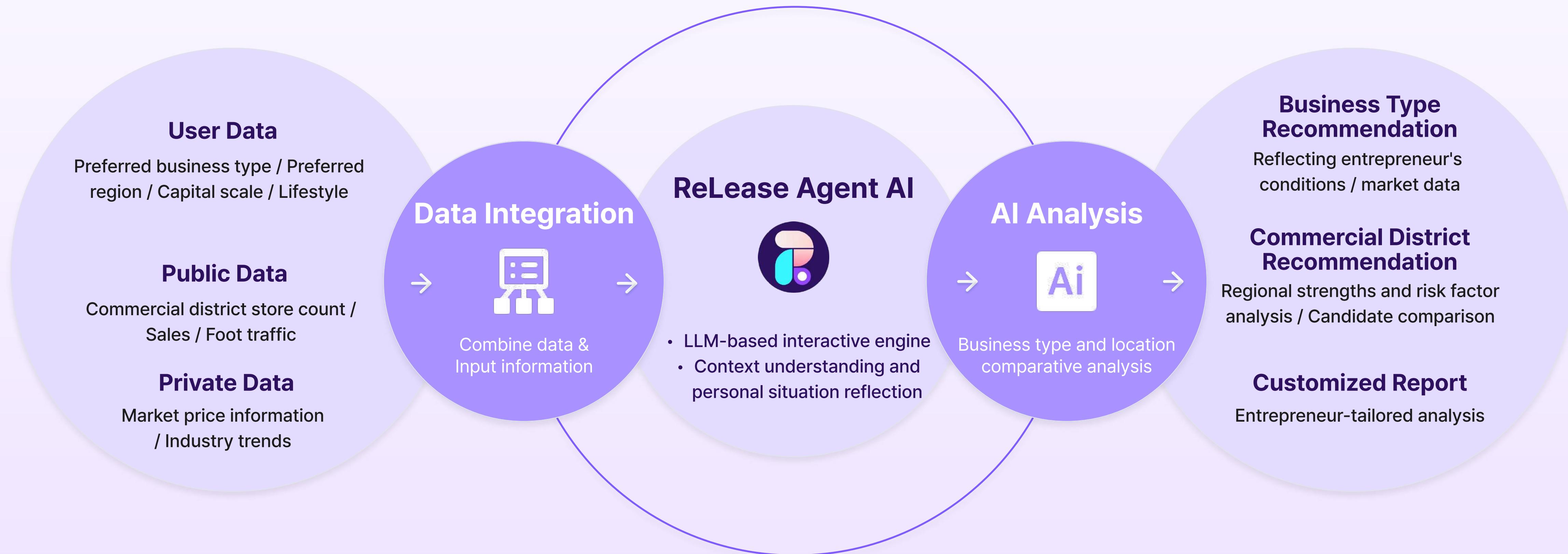
Through conversations with the chatbot, early-stage entrepreneurs can organize their thoughts, gradually determine what to prioritize and which indicators to consider, enabling them to make better decisions.

ReRelease Agent provides a customized startup consulting experience that anyone can access, compare, and choose from without burden, aiming to be a companion for early-stage entrepreneurs as they find their own path.

Solution Overview

ReRelease Agent provides an interactive solution that combines data-driven analysis with consulting experience

We provide customized insights that are not identical for everyone by considering both entrepreneurs' conditions and market data together



Check out our 5-step service for startup preparation and consulting at a glance



- Input entrepreneur's personal situation (budget, business type interests, etc.)
- Simple interactive questions
- Customized business type suggestions reflecting user's tendencies and conditions
- Business type recommendations and feasibility analysis
- Commercial district insights based on public and private data
- Commercial district candidate presentation and analysis
- Automatically organize business type and commercial district analysis results into reports
- Provide entrepreneur-customized summary
- Provide customized consultation for detailed questions
- Real-time Q&A support

Designed as a 5-step journey reflecting the questions and flow of startup consulting, so entrepreneurs can naturally organize their situation and obtain necessary information

Our Service

STEP 1 : Customized consultation start reflecting entrepreneur's situation

01 Basic Information

Input basic information including startup experience, motivation, business type of interest, capital scale, preferred region, etc. through simple surveys and interactive questions.

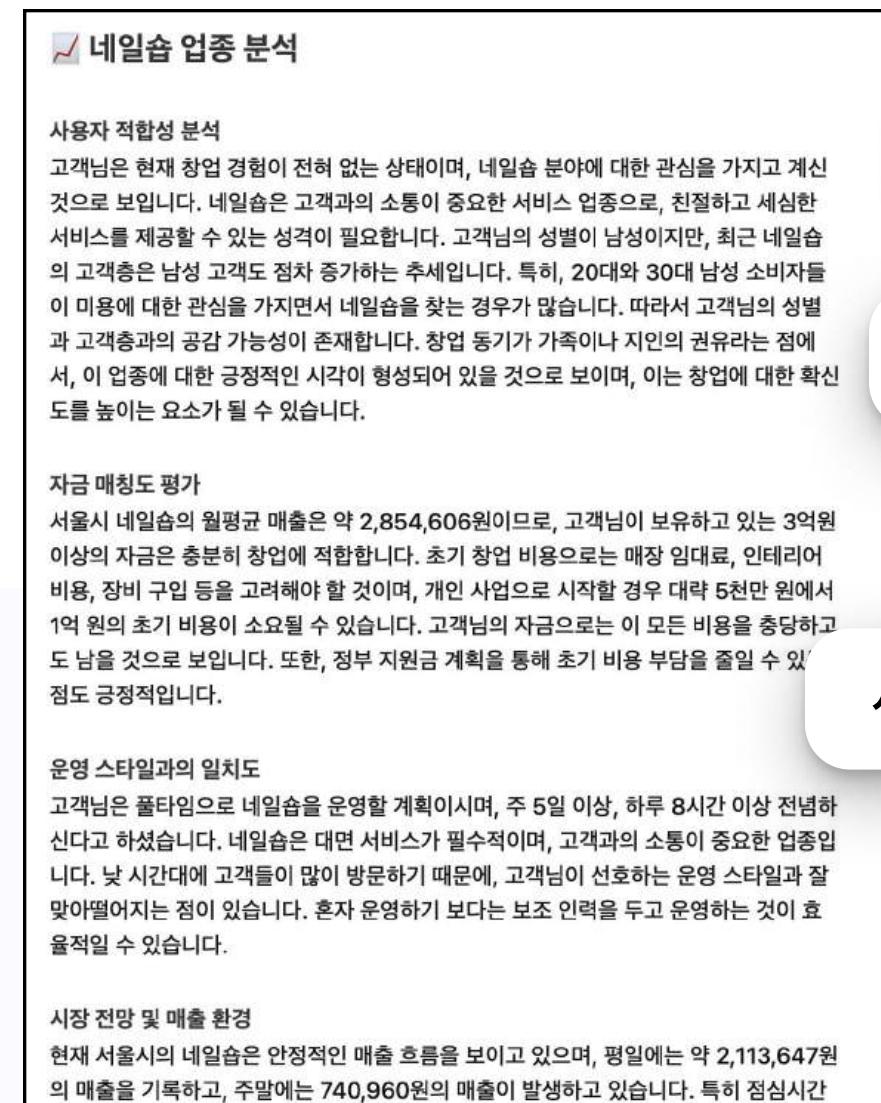
Information collected at this stage is customized and reflected in subsequent business type recommendations, commercial district analysis, and report generation.

The screenshot shows a mobile application interface for collecting basic information. At the top, there is a navigation bar with four steps: 1. 기본 질문 (Basic Question), 2. 업종 분석 (Business Type Analysis), 3. 상권 분석 (Commercial District Analysis), and 4. 보고서 작성 (Report Generation). Below the navigation bar, there is a button labeled '생산 / 기술적 / 운전' (Production / Technical / Transportation). A large white callout box contains a question: ★ 창업을 통해 어떤 삶을 살고 싶으신가요? (What kind of life do you want to live through entrepreneurship?). Below this, another callout box asks 창업 경험이 있으신가요? (Do you have entrepreneurial experience?) with two options: 네, 창업 경험이 있어요 (Yes, I have entrepreneurial experience) and 아니요, 처음 창업해요 (No, it's my first time). A third callout box asks 창업을 결심한 가장 큰 이유는 무엇인가요? (What is the main reason you decided to start a business?) and provides examples: 예시 (Examples): 직장생활이 맞지 않아 나만의 일을 해보고 싶었어요 (I wanted to try running my own business because the workplace didn't fit me), 가족과의 시간을 더 갖기 위해 시간 유연한 일을 찾고 있었어요 (I was looking for a flexible job to spend more time with my family), and 오랫동안 꿈꿔온 베이커리를 직접 해보고 싶었어요 (I wanted to run my own bakery). It also includes a section for 가이드라인 (Guidelines) with the following points: 언제부터 어떤 계기로 창업을 생각하게 되었는지 (When and why did you start thinking about starting a business) and 어떤 상황, 감정, 계기에서 출발했는지 자유롭게 적어주세요 (Please write freely about the situation, emotion, or occasion where you started). At the bottom, there is a text input field with the placeholder '답변을 입력해주세요.' (Please enter your answer) and a send icon.



Our Service

STEP 2: Exploring suitable industries reflecting entrepreneur's tendencies

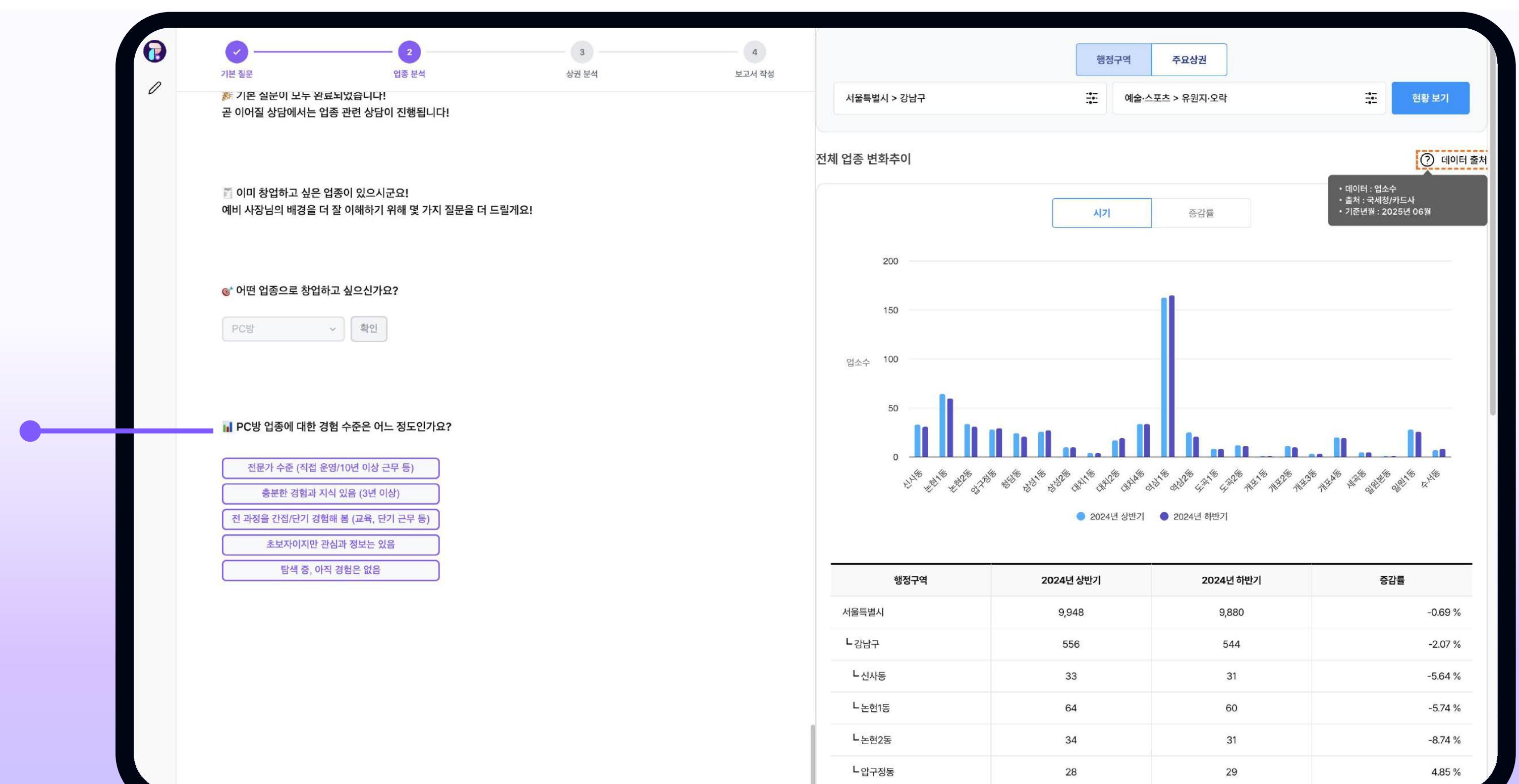


If you have a business type in mind, we provide in-depth analysis of that business type.

If the business type is not decided, customized business type recommendations are made through conversations with the chatbot.

02 Industry Analysis

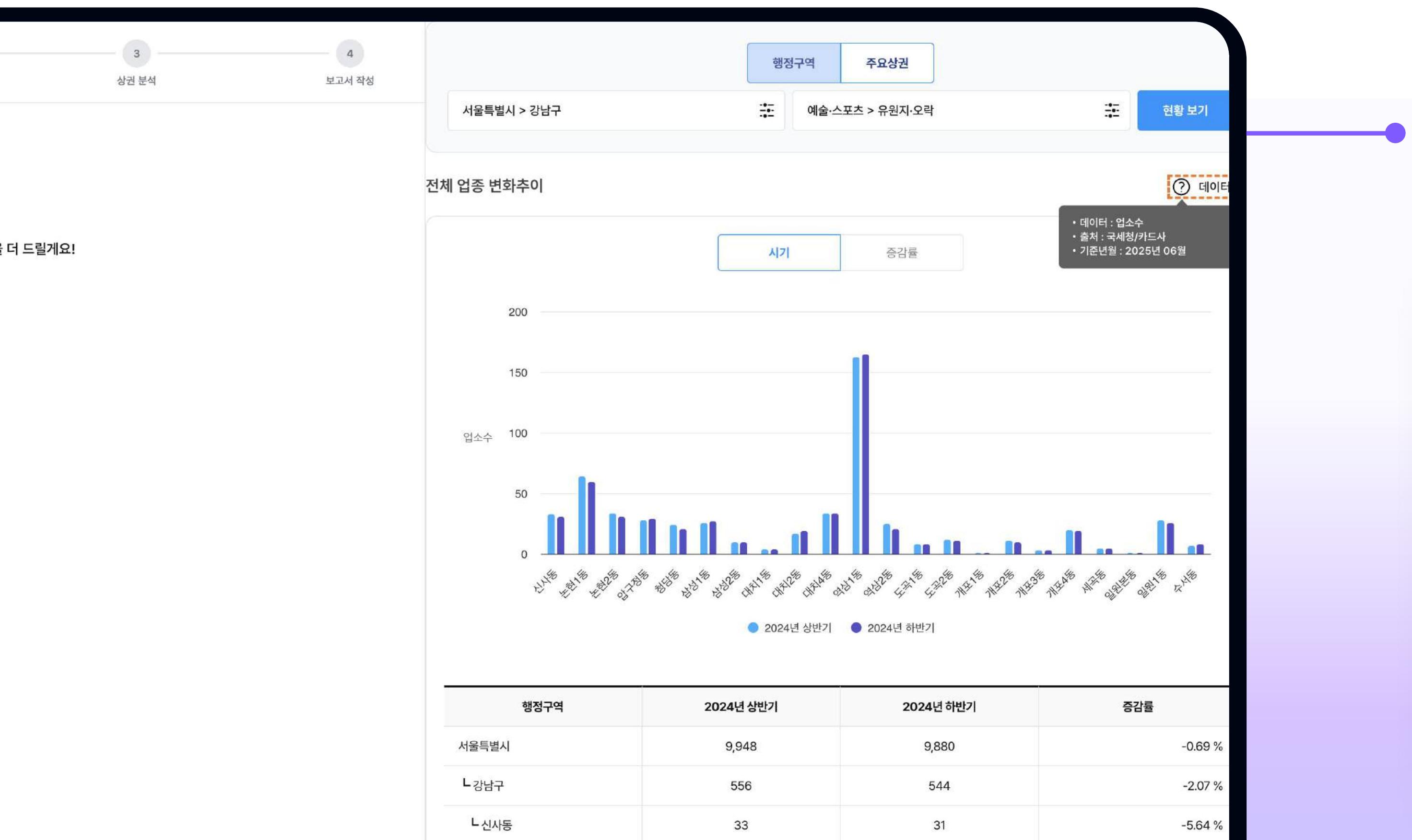
Based on the input basic information, we recommend suitable business types for entrepreneurs and analyze market potential, growth prospects, and risk factors of each business type. Through this, you can objectively review business types that match your tendencies and conditions.



Our Service

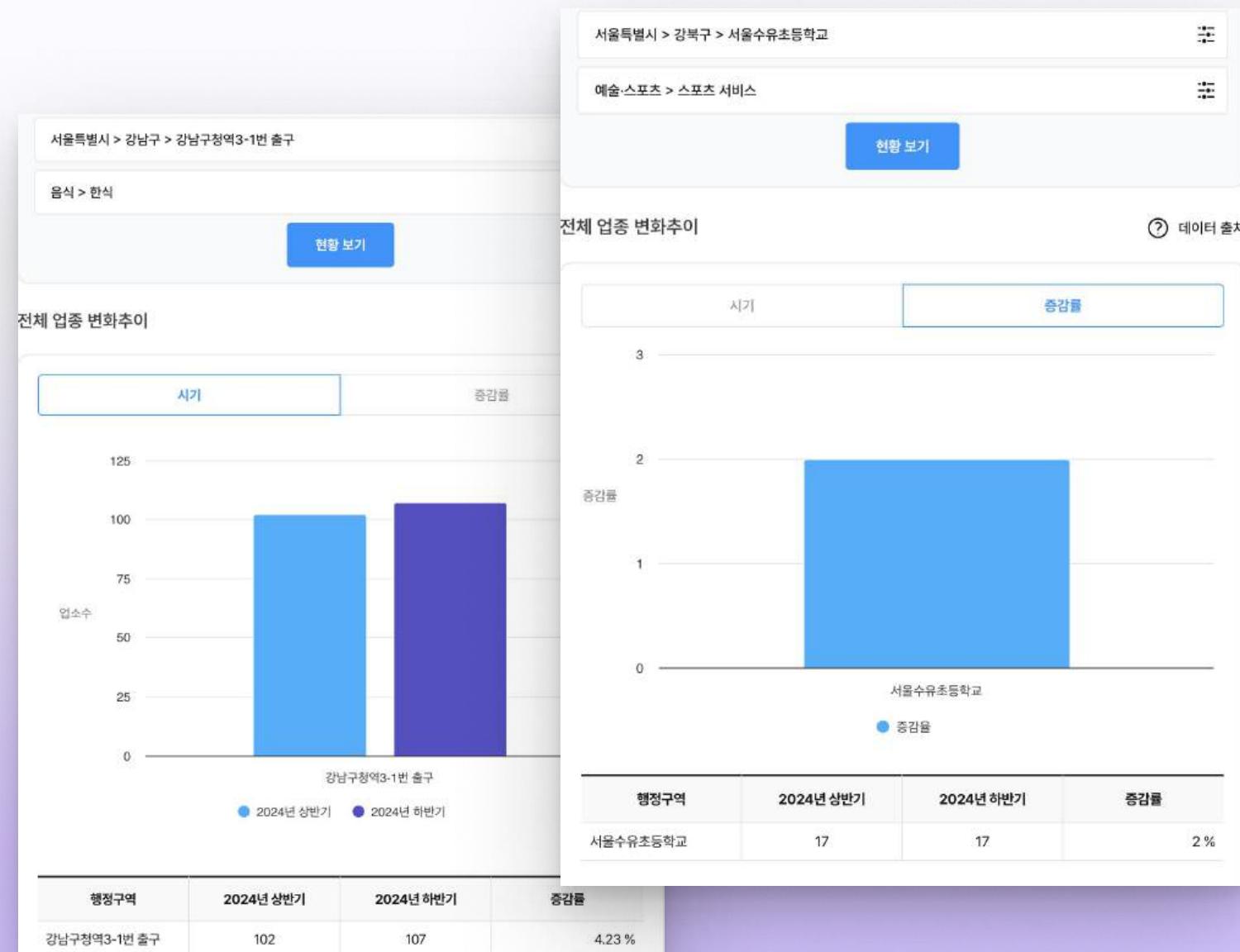
STEP 2: Exploring suitable business types reflecting entrepreneur's tendencies

02 Industry Analysis



You can check the number of stores and growth rates by industry, administrative district, and commercial area by time period.

Entrepreneurs can continue conversations with the chatbot while examining data-driven market conditions on the right side, enabling decision-making that considers both personal judgment and objective indicators.



STEP 3: In-depth review of location candidates based on data

03 Commercial District Analysis

When you input your desired area or commercial district of interest, we present candidate locations that meet those criteria.

If you're already considering a specific area, we provide in-depth analysis of that area, and if you haven't decided yet, you can explore commercial districts that match your conditions.

The map on the right is integrated, allowing you to select commercial districts of interest, preferred districts, etc.

Our Service

STEP 3: In-depth review of location candidates based on data

03 Commercial District Analysis

COMMERCIAL DISTRICT CANDIDATES

Automatically presents candidate locations that match entrepreneur's conditions by combining public and private data

COMMERCIAL DISTRICT SELECTION AND FURTHER EXPLORATION

You can select commercial districts that appeal to you from the suggested options or explore further

SELECTED COMMERCIAL DISTRICT DETAILED ANALYSIS

Detailed customized analysis is provided for the selected commercial district

The screenshots show the following details:

- 候选地選択**: Shows a list of commercial districts: 강남구청역, 신사역, 역삼역, and 세종역. The last one is highlighted in green.
- 詳細分析**: Shows detailed analysis for the selected district (e.g., 신사역). It includes sections like 'User Compatibility Analysis', 'Customer Demographic Analysis', 'Location Specificity and Positioning', 'Proximity and Transportation Analysis', and 'Lease and Usage Analysis'.

STEP 4~5: Summary report and QnA that entrepreneurs can use immediately

8. 단계별 실행 계획 및 성공 지표	
5. 창업 실행 전략	8.1 단계별 실행 계획
5.1 초기 마케팅 전략	<ol style="list-style-type: none">1. 시장 조사 및 상권 분석 (1개월): 유동인구 및 경쟁업체 분석, 고객 니즈 파악.2. 프랜차이즈 계약 및 초기 자금 조달 (2개월): 대출 및 프랜차이즈 계약 체결.3. 점포 계약 및 인테리어 (3개월): 적합한 점포 임대 및 인테리어 진행.4. 마케팅 및 홍보 (3개월): SNS 및 온라인 광고를 통한 초기 고객 유치.5. 운영 개시 (3개월): 점포 오픈 후 고객 피드백 수집 및 서비스 개선.
5.2 서비스 차별화 전략	
특화된 게임 서비스 및 이벤트를 개최하여 고객 유입을 극대화하는 전략이 좋습니다. 예를 들어, 특정 테마의 게임이나.	
6. 잠재적 위험 요소 및 대응 방안	8.2 성공 지표
6.1 고정비용 부담	<ul style="list-style-type: none">• 최소 월 매출 목표: 600만 원 (PC방 평균 매출 기준)• 고객 재방문률: 30% 이상• 소셜 미디어 팔로워 수: 오픈 3개월 내 1,000명 이상 확보
6.2 계절성과 경쟁 심화	계절성과 경쟁 심화에 따라 마케팅 전략을 유연하게 조정할 필요가 있습니다. 고객의 선호도가 변화할 수 있으므로 지속적인 시장 조사와 서비스 개선이 필수입니다.

04 Report Generation

Automatically organizes results derived from industry analysis and commercial district analysis into customized reports.

The report contains explanations of selected industries and candidate locations, key indicator summaries, and insights tailored to the entrepreneur's situation, ready for immediate use in decision-making.

05 QnA

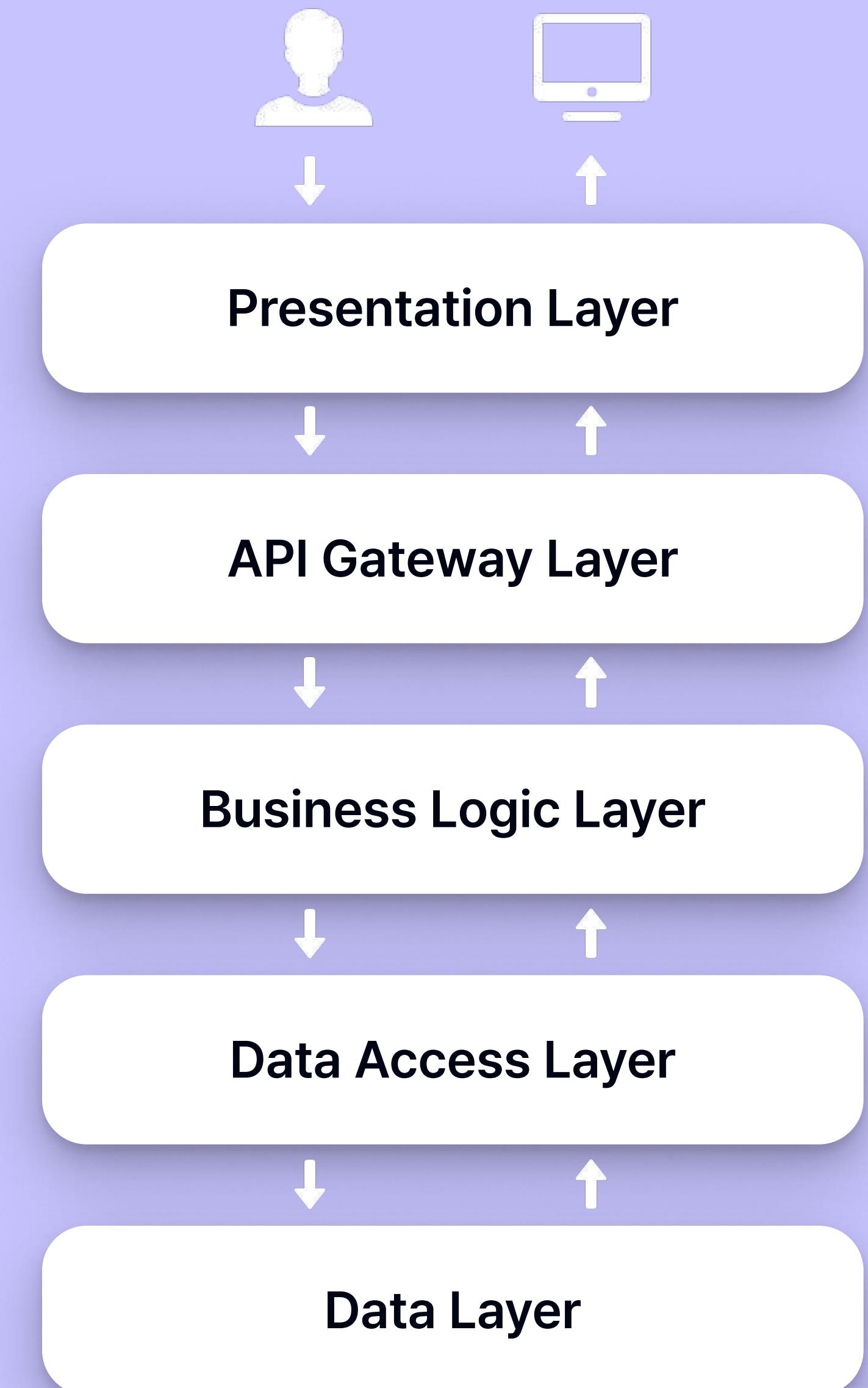
Entrepreneurs can freely ask questions about any concerns they have afterward.

Beyond industries and commercial districts, they can receive real-time consultation and supplementation for concerns throughout the entire startup process.

ReRelease Agent has already completed an enterprise-level business service system

Key Achievements

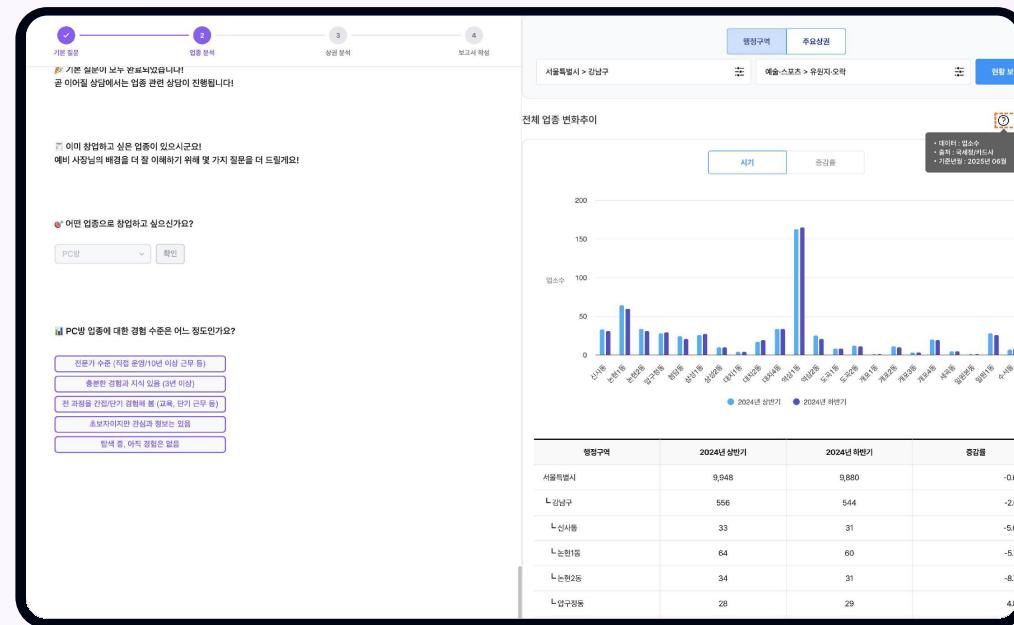
-  We have secured system stability and maintainability through clear separation of responsibilities at each layer based on Layered Architecture.
-  Through the application of MVC Pattern, we systematically and efficiently handle user requests while achieving both high stability and flexibility.
-  We have maximized scalability and operational efficiency by introducing Microservices Pattern to the core business logic layer, configuring independent service components by domain



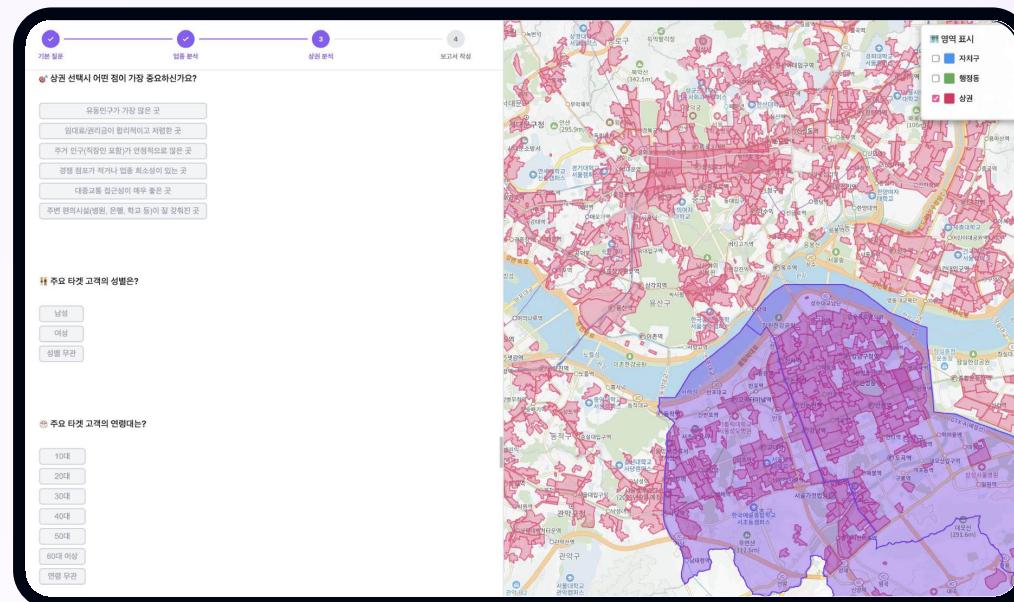
Technology_Presentation Layer

Our Presentation Layer is an intelligent interface

Precisely designed for users to communicate easily and most effectively



The left side of the screen provides a conversation interface, while the right side offers data visualization (maps, statistics) to maximize immersion



Provides optimal UI such as forms and interactive maps tailored to question types, guiding everyone to easily follow complex processes

Technology_Business Logic Layer

Different specialized AI agents work as a team to provide answers

Basic Stage

Collects basic information such as entrepreneur's capital scale, experience, and motivation. Input from this stage becomes the foundation for subsequent customized analysis.

Industry Stage

Confirms interest in industries and provides industry recommendations or conducts in-depth analysis as needed. Provides optimal industry insights to entrepreneurs by reflecting market data and trends.

Commercial District Stage

Conducts in-depth analysis of commercial districts chosen by entrepreneurs based on detailed indicators. When commercial districts are not determined, recommends and compares candidate locations that meet the conditions.

Technology_Business Logic Layer

Industry Recommendation Crew



Financial Analyst

Defines realistic business scale and scope by considering initial investment costs, expected operating costs, break-even points, etc.

Provides financial guidelines



Client Analyst

Gains deep understanding of users based on their information (experience, tendencies, values, etc.)



Trend Analyst

Captures latest market and trends by searching news, social media, etc.

Captures latest market and trends by searching news, social media, etc.

Provides profile reports and market & trend analysis reports



Industry Consultant

Recommends 3-5 most suitable industries for users and presents key consulting points for each recommended industry

Industry Analysis Crew



Data Analyst

Analyzes sales and technical statistical data by industry



Competitor Analyst

Empirically analyzes strategies, strengths, weaknesses, market share, etc. of major competitors within industries

Provides industry data reports and competitor analysis reports



Financial Analyst

Analyzes industry profitability, cost structure, initial investment costs, expected revenue models, etc.

Handles additional user requirements / rework requests when re-recommendation required



Marketing Analyst

Analyzes technology and products to discover differentiation points and presents ways to improve existing issues

Provides financial feasibility reports, business reports, legal risks of relevant businesses and regulatory reports



Regulatory Analyst

Reviews laws, regulations, licensing requirements, policy changes, etc. related to industries

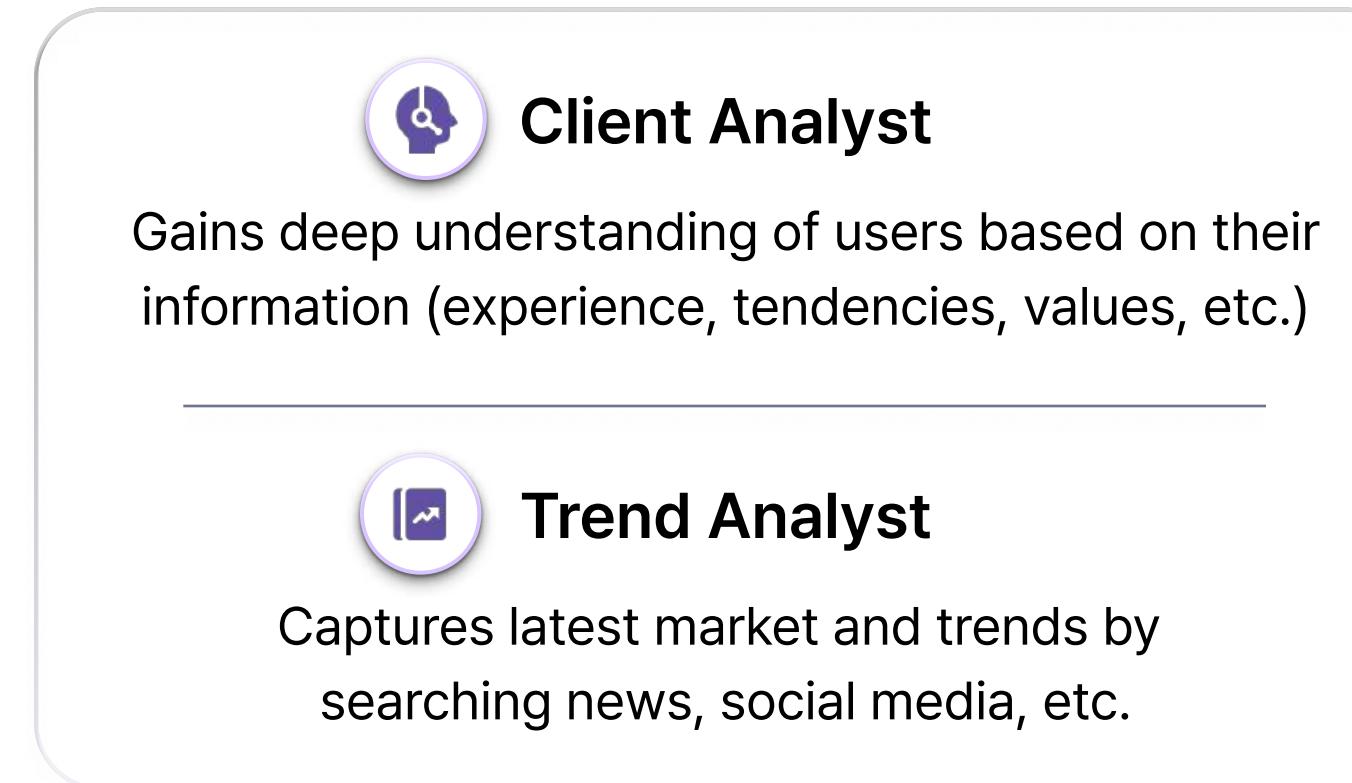


Industry Consultant

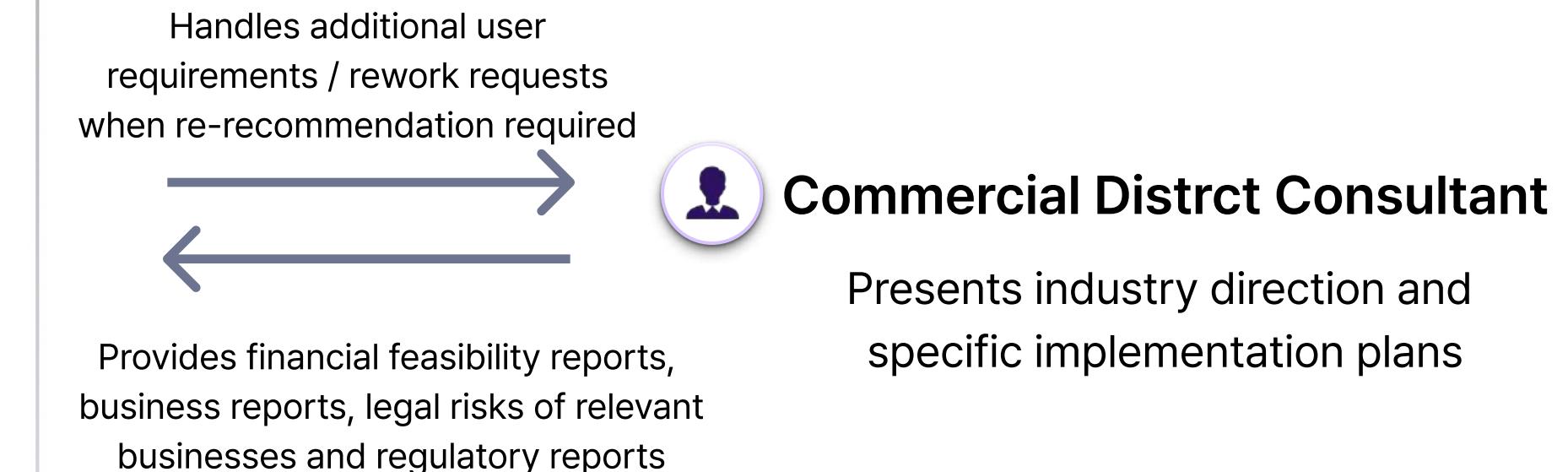
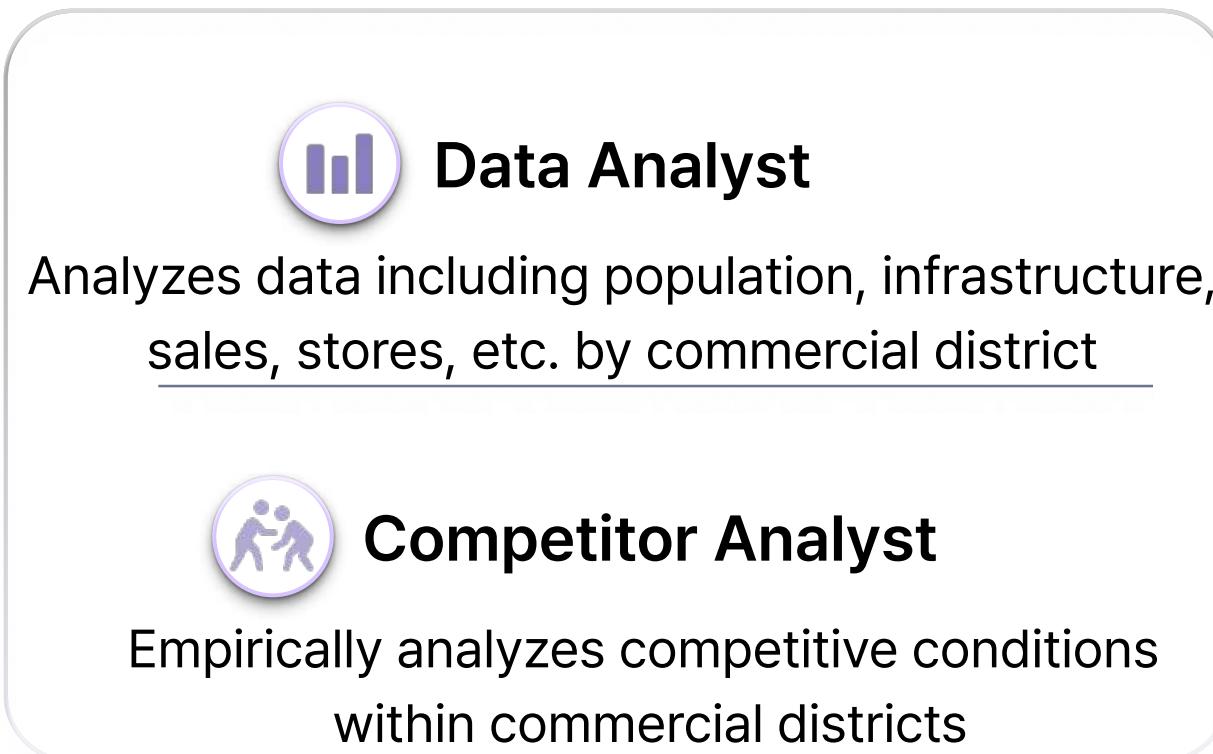
Presents industry direction and specific implementation plans

Technology_Business Logic Layer

Commercial District Recommendation Crew



Commercial District Analysis Crew



Technology_Data Layer

Data infrastructure utilizing Seoul commercial district APIs and DB

We integrate 13 commercial district-related APIs and databases provided by Seoul City for industry and location analysis



Data APIs

Seoul City Boundary Data

Administrative Dong Boundary Data

Industry Sales Data

Commercial District Apartment Data

Commercial District Resident Population Data

Commercial District Income-Consumption Data

Commercial District Store Data

Administrative Gu Boundary Data

Commercial District Boundary Data

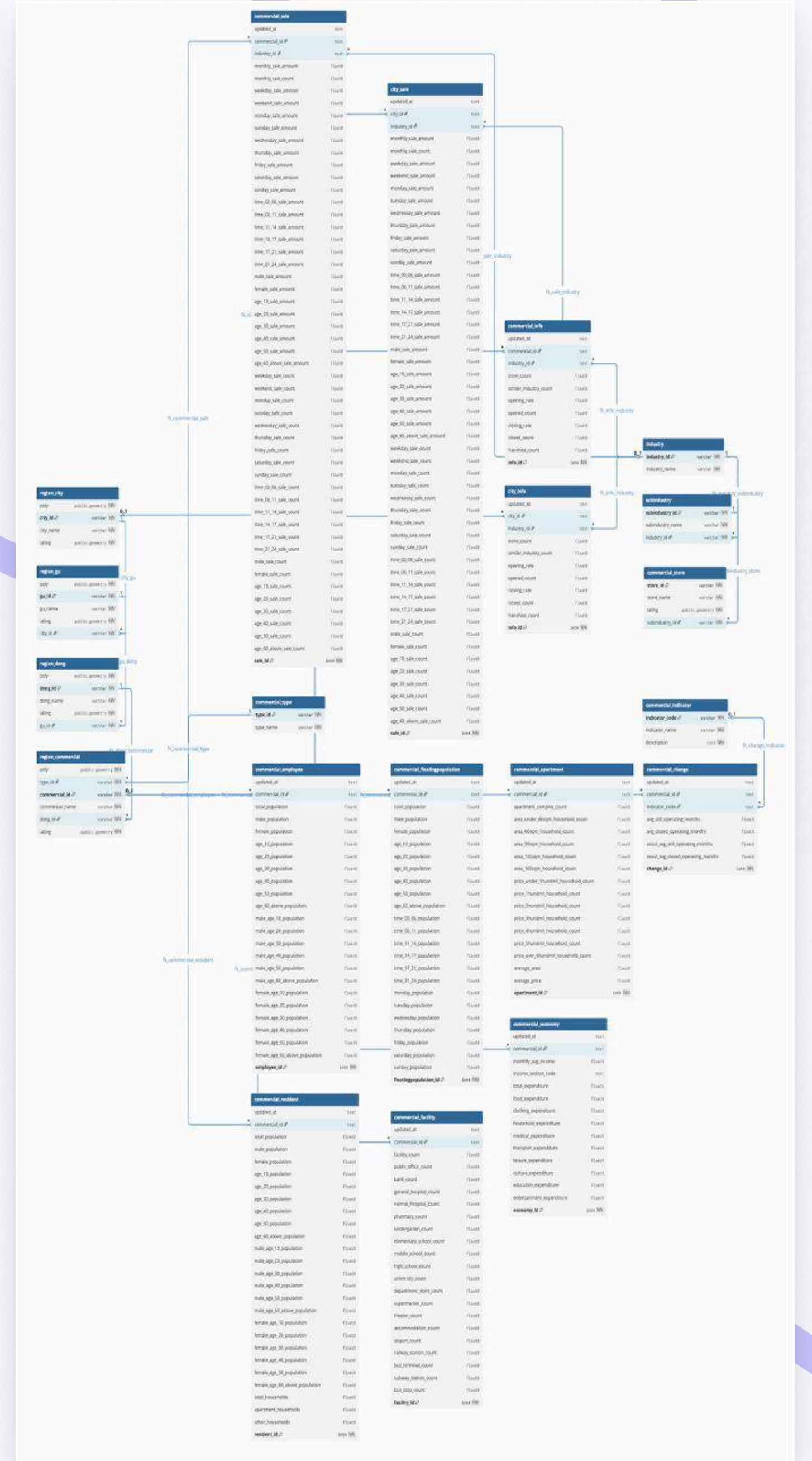
Industry Store Data

Commercial District Attraction Facility Data

Commercial District Working Population Data

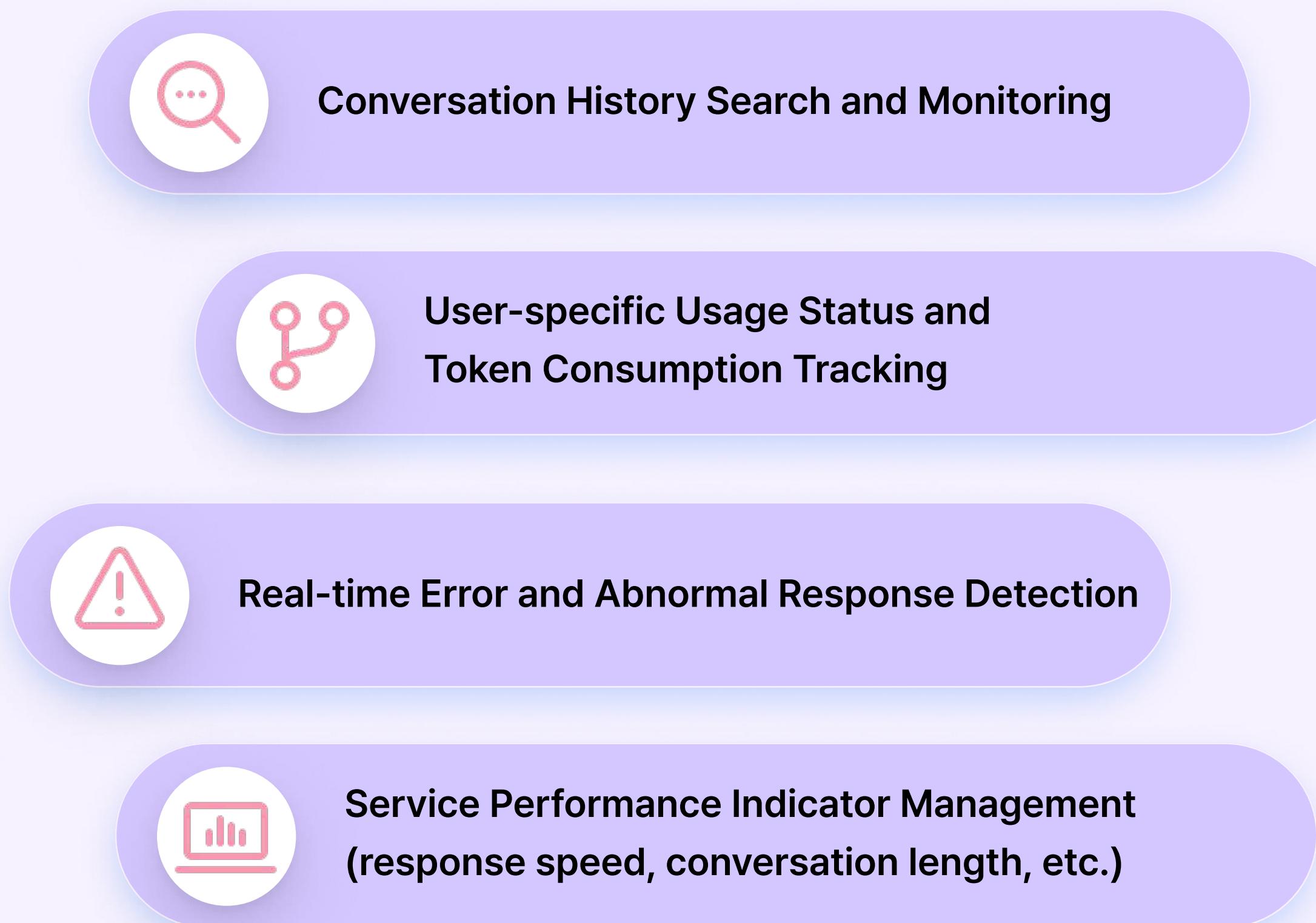
Commercial District Sales Data

DB Diagram



For real-time monitoring and stability assurance, we built an integrated dashboard to strengthen service quality management

We monitor conversation logs and service metrics in real-time through an operator-dedicated dashboard. We verify chatbot response quality and detect errors early to provide stable services



릴리스 대시보드

대화 내용 (ID: 9ca9d264-ca9e-48b7-817f-0b6f17642f1e)

대화 검색

Conversation ID로 검색
Conversation ID를 입력하세요.
입력하세요...

최근 대화에서 선택

최근 대화 목록:
9ca9d264-ca9e-48b7-817f-0b6f17642f1e...

안녕하세요, 릴리스 팀입니다! 😊
성공적인 작업 준비를 위해 몇 가지 질문을 드릴게요! 🤖 이 답변들은 맞춤 상담의 기초 자료가 되니 신중하게 답변 부탁드려요. 🤗
① 2025-09-14 22:24:23 | % system | 0 tokens

▶ 현재, 간단한 정보부터 시작하겠습니다. 예비 사용자의 배경을 이해하면 더 정확한 업종 추천이 가능해요!
② 2025-09-14 22:24:24 | % system | 0 tokens

💡 나의를 알려주세요!
③ 2025-09-14 22:24:25 | % system | 0 tokens

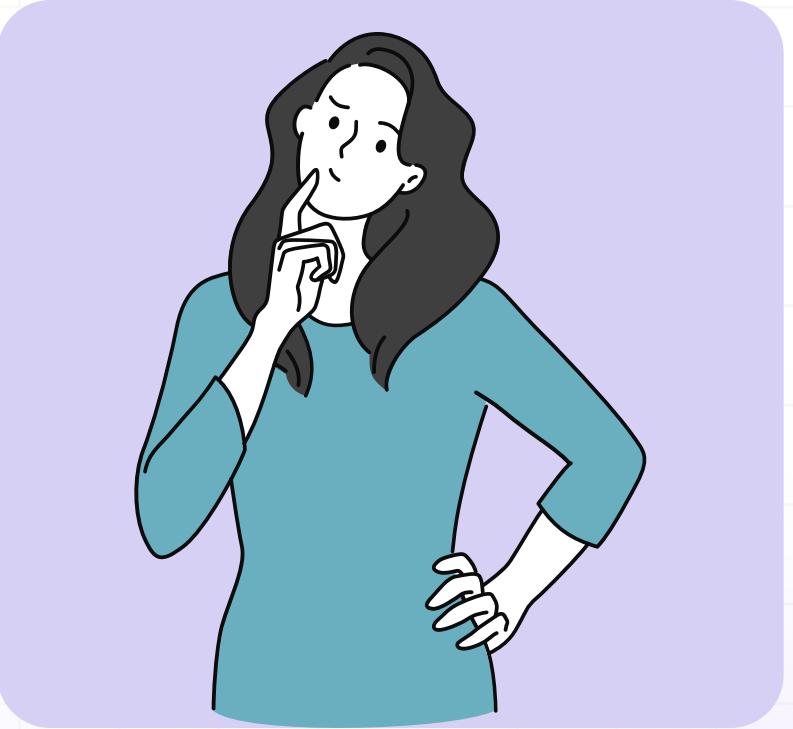
⌚ 21세
④ 2025-09-14 22:24:27 | % user_input | 0 tokens

✉️ 성별을 선택해주세요!
⑤ 2025-09-14 22:24:27 | % system | 0 tokens

남성
⑥ 2025-09-14 22:24:28 | % user_input | 0 tokens

Target Users

Customized solutions that various stakeholders can utilize



Prospective entrepreneurs at the starting line

Reduces uncertainty through industry recommendations and commercial district analysis, providing systematic support

Tip: While organizing direction through chatbot conversations, confirming through actual market cases or direct commercial district exploration is effective



Re-entrepreneurs who want to supplement failure factors

Can review past failure factors and reduce risks in new businesses through data-driven analysis

Tip: Organize points of caution based on previous failure and supplement strategies by comparing and verifying chatbot analysis results with your own thoughts



Consultants who need data-driven consultation

Reduces consultation preparation time by pre-reviewing reports and provides updated consulting based on latest data

Tip: It's effective to review reports in advance before consultation and present supplementary points by checking latest data during consultation

Anticipated Benefits

The expected benefits through collaboration represent a paradigm shift in startup support systems

Systematization of Startup Preparation Process



Transforms difficult startup preparation into systematic data-driven analysis. Goes beyond individual capacity and process-oriented industry analysis to increase startup success rates and reduce failure risks.

Innovation in Startup Consulting Process



Reduces consultation time through preliminary analysis and allows focus on in-depth discussions. Through standardized analysis, can support more entrepreneurs with various types of consulting quality within budget.

Enhanced Commercial Districts and Policy Effects



Achieves revenue balance through precise commercial district analysis and guides industry distribution suited to regional characteristics. Maximizes practical effects of public policies through balanced regional characteristics.

Meet the ReRelease team



Jimin Moon

CEO & Co-Founder



Hakhyun Kim

CTO & Co-Founder



Yonsei University
Startup Foundation
Competition Award

Korea University Startup
Support Team
Grant and Mentoring

Korea University Startup
Competition Award

Korea University Startup
Station Office Move-in

MVP Development
Completed