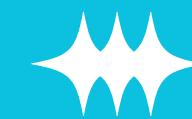
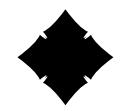


KONNECT

Bridging the gap between fans and idols.



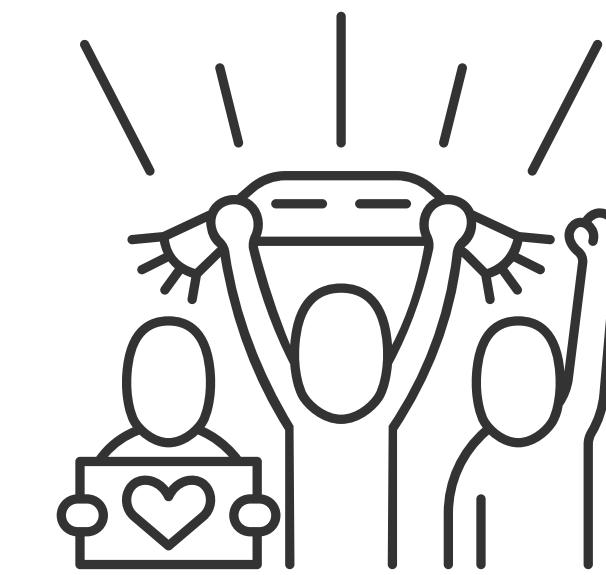
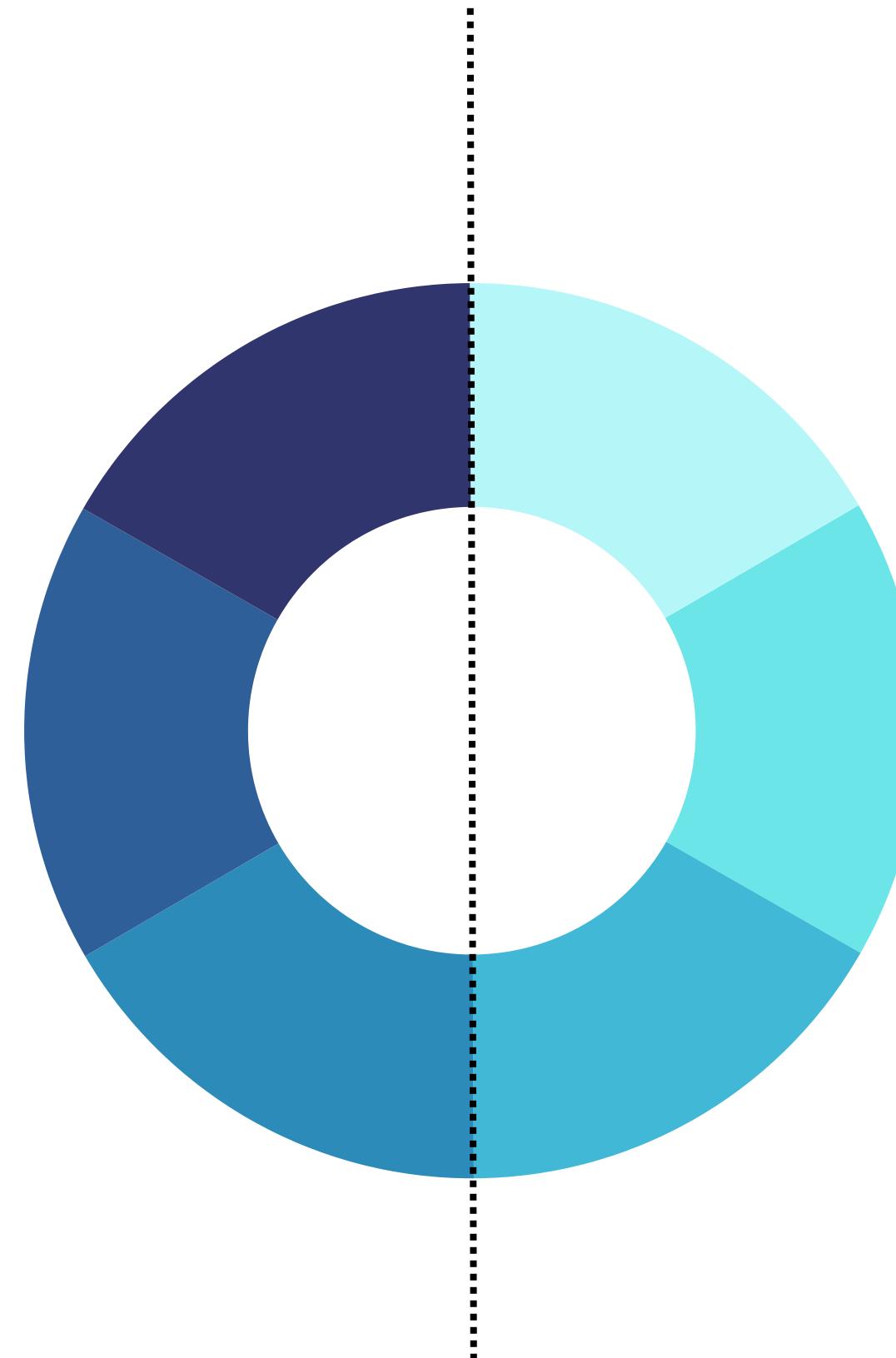


NEEDS

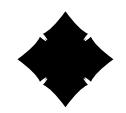
02



Idols



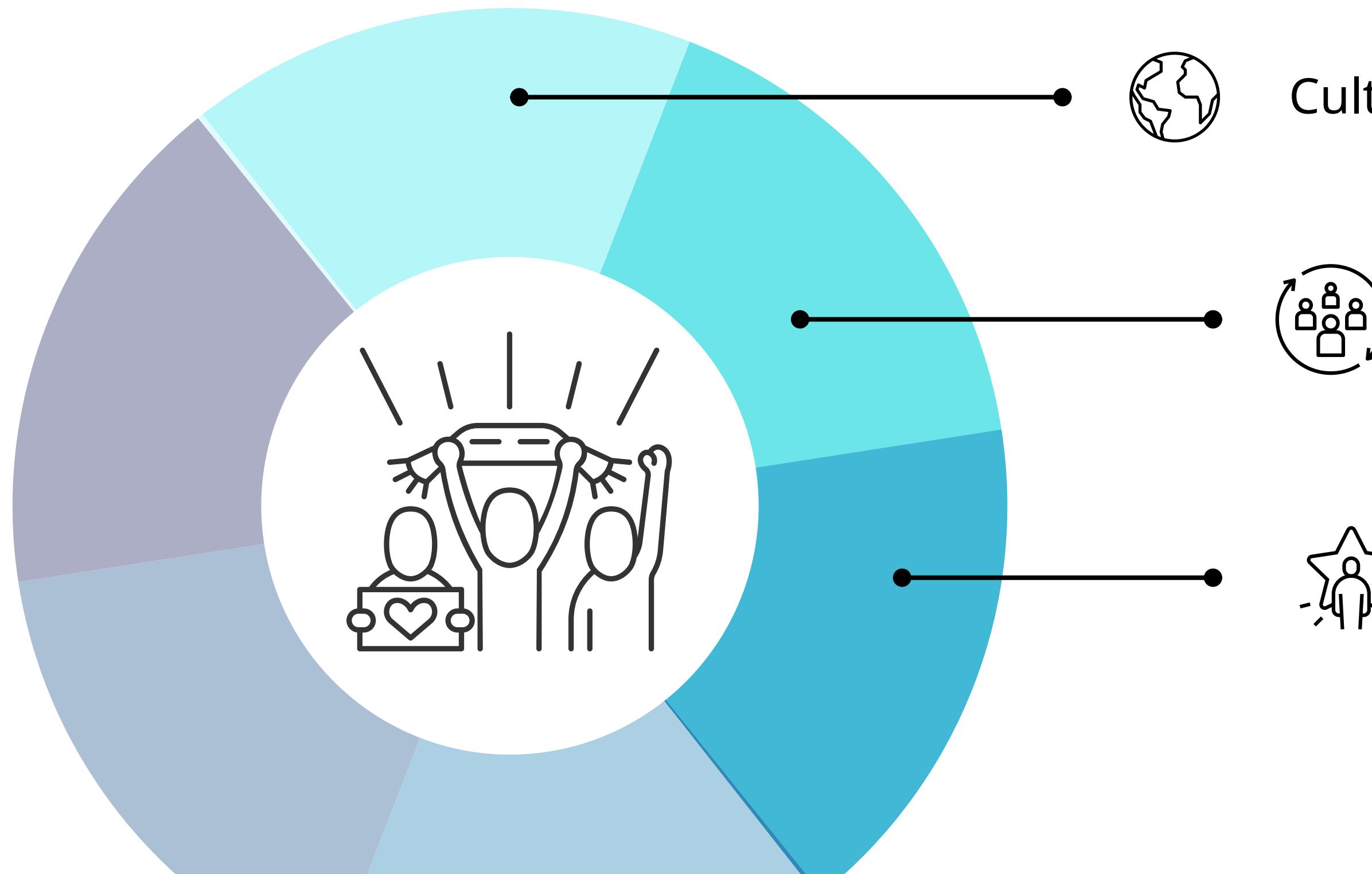
Fans



NEEDS

03

Needs of fans

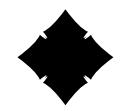


Culture and identity

More interactions
with idols

Understanding
idols better

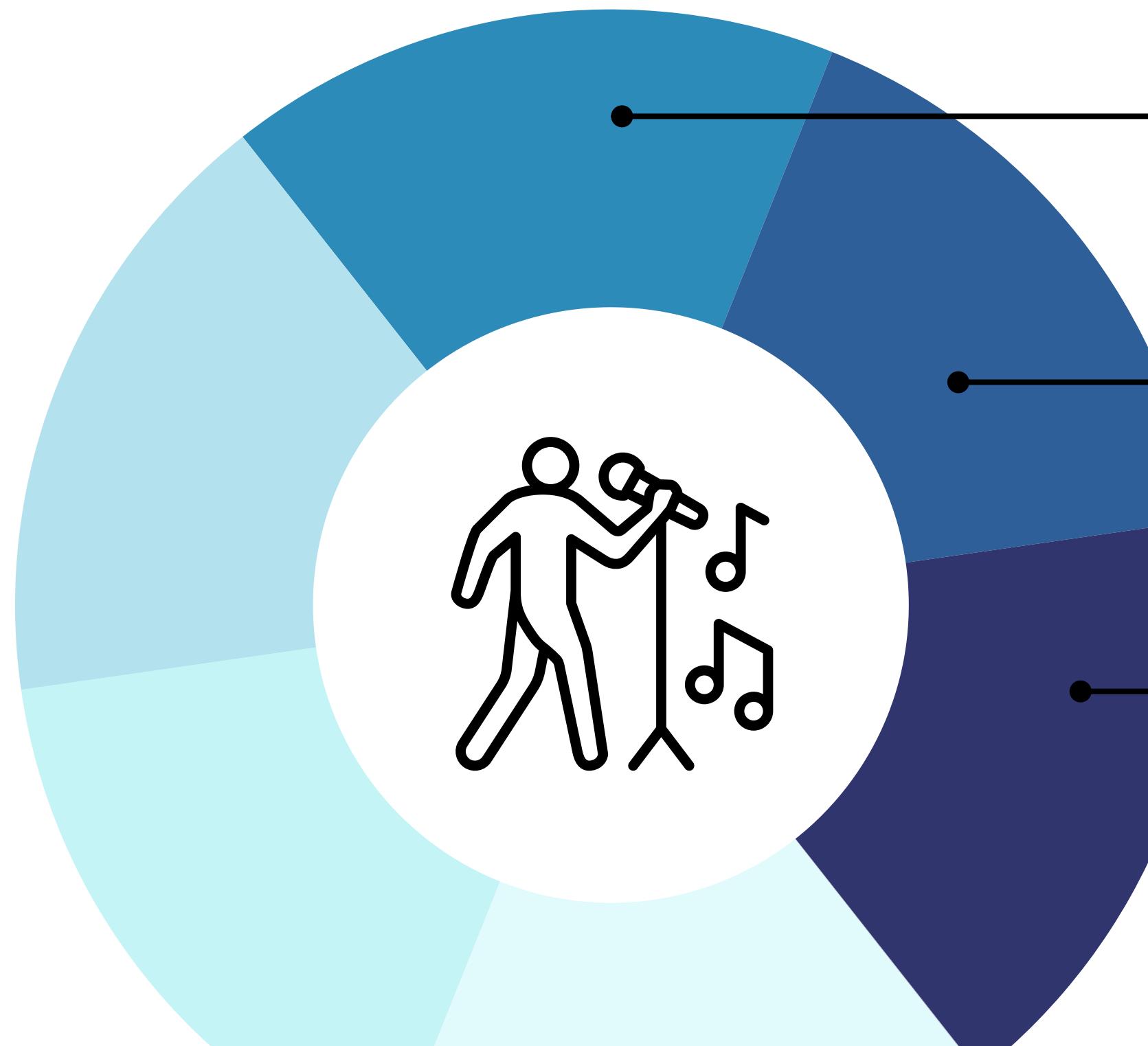




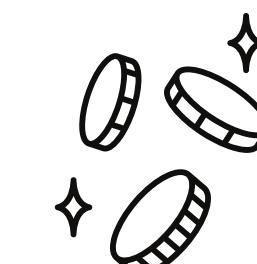
NEEDS

04

Needs of idols



Increasing the
number of fans



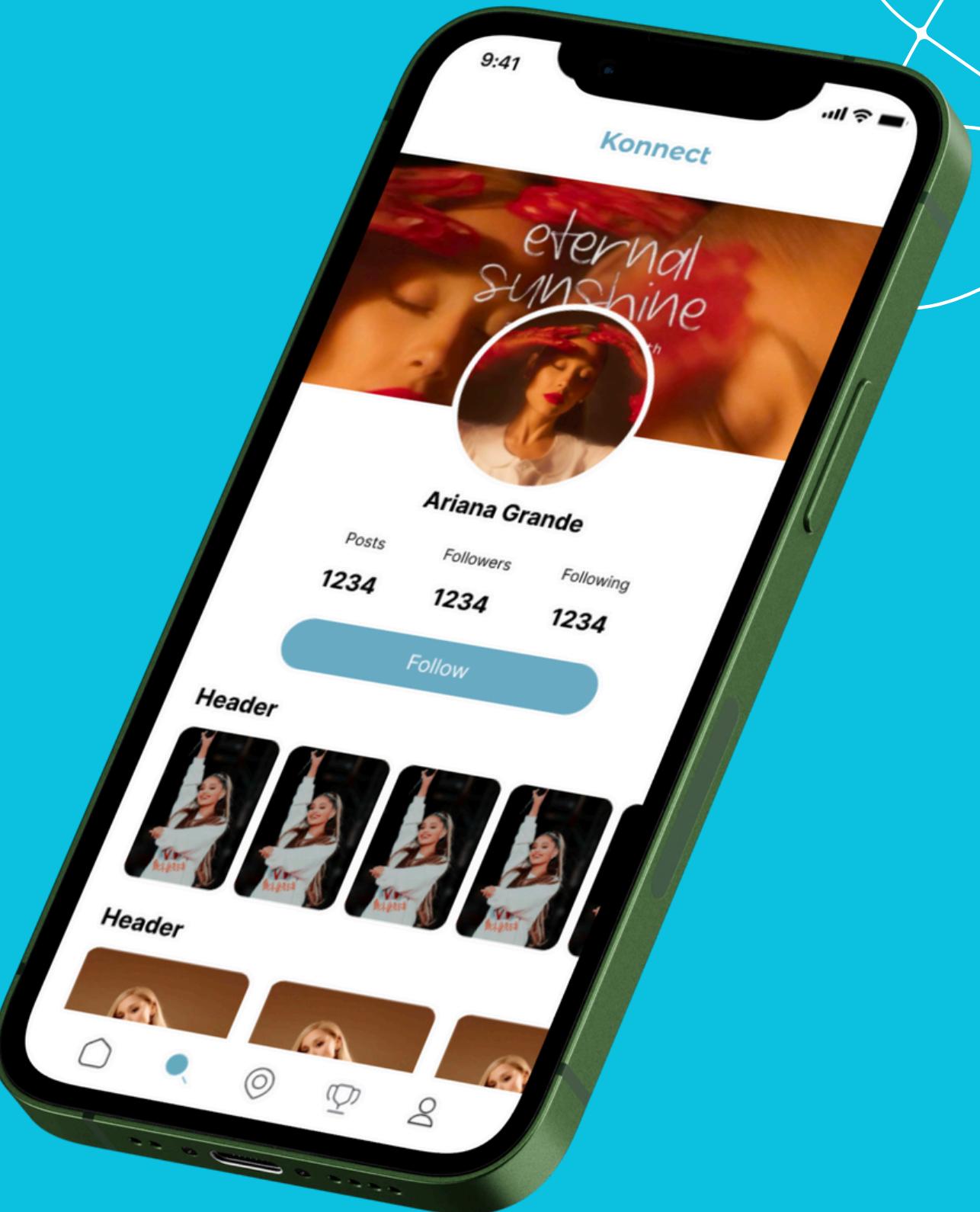
Expanding revenue
streams



Strengthening the
bond with fans

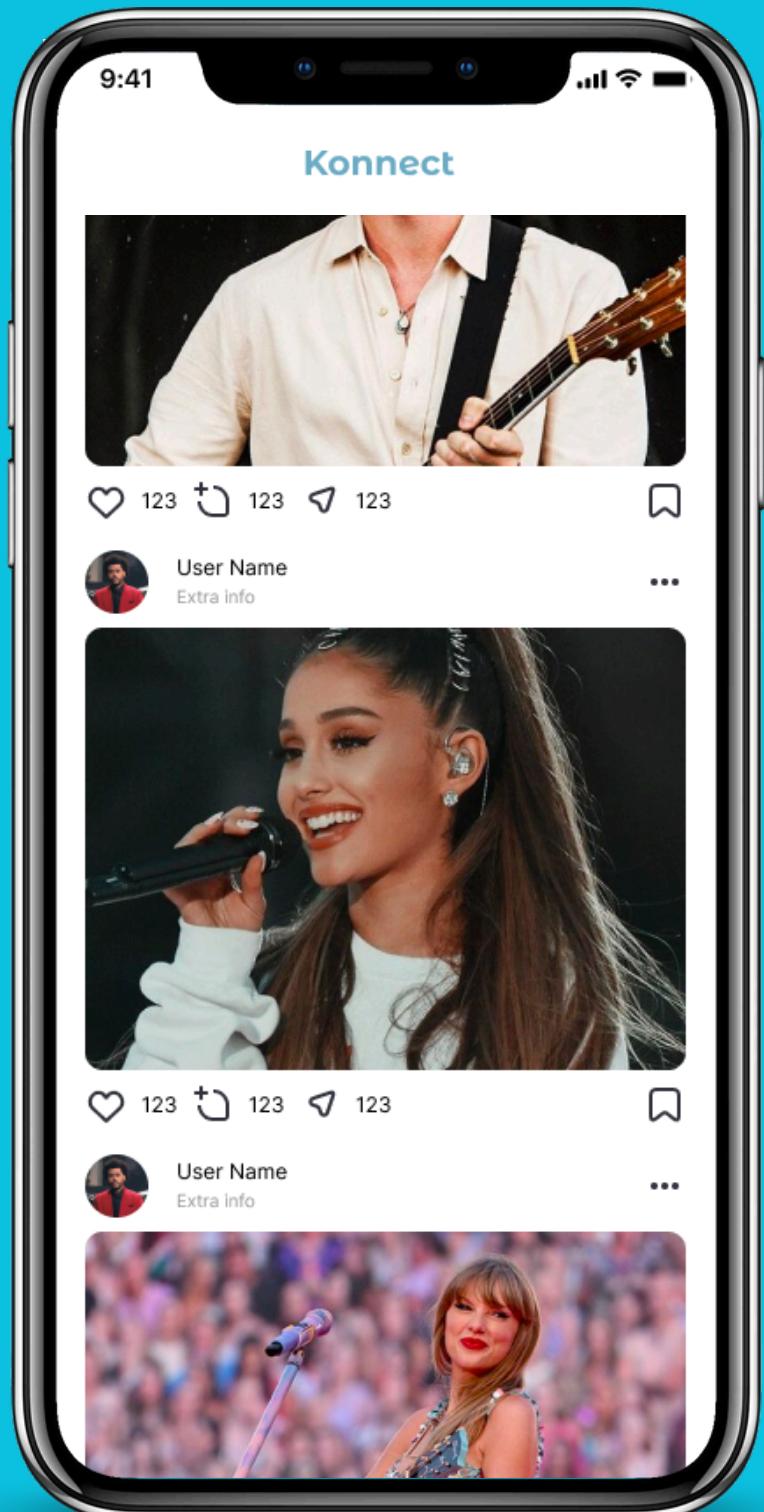
OUR PRODUCT

We have decided to create a one-stop platform where fans can record their memories, interact with their favorite creators, and enjoy a pure, dedicated space without the clutter of other social media. It's just you and your beloved idols.





OUR PRODUCT



Simplification

Compared to social platforms like IG and FB, we will not have any information other than what pertains to interactions with creators.

Memories

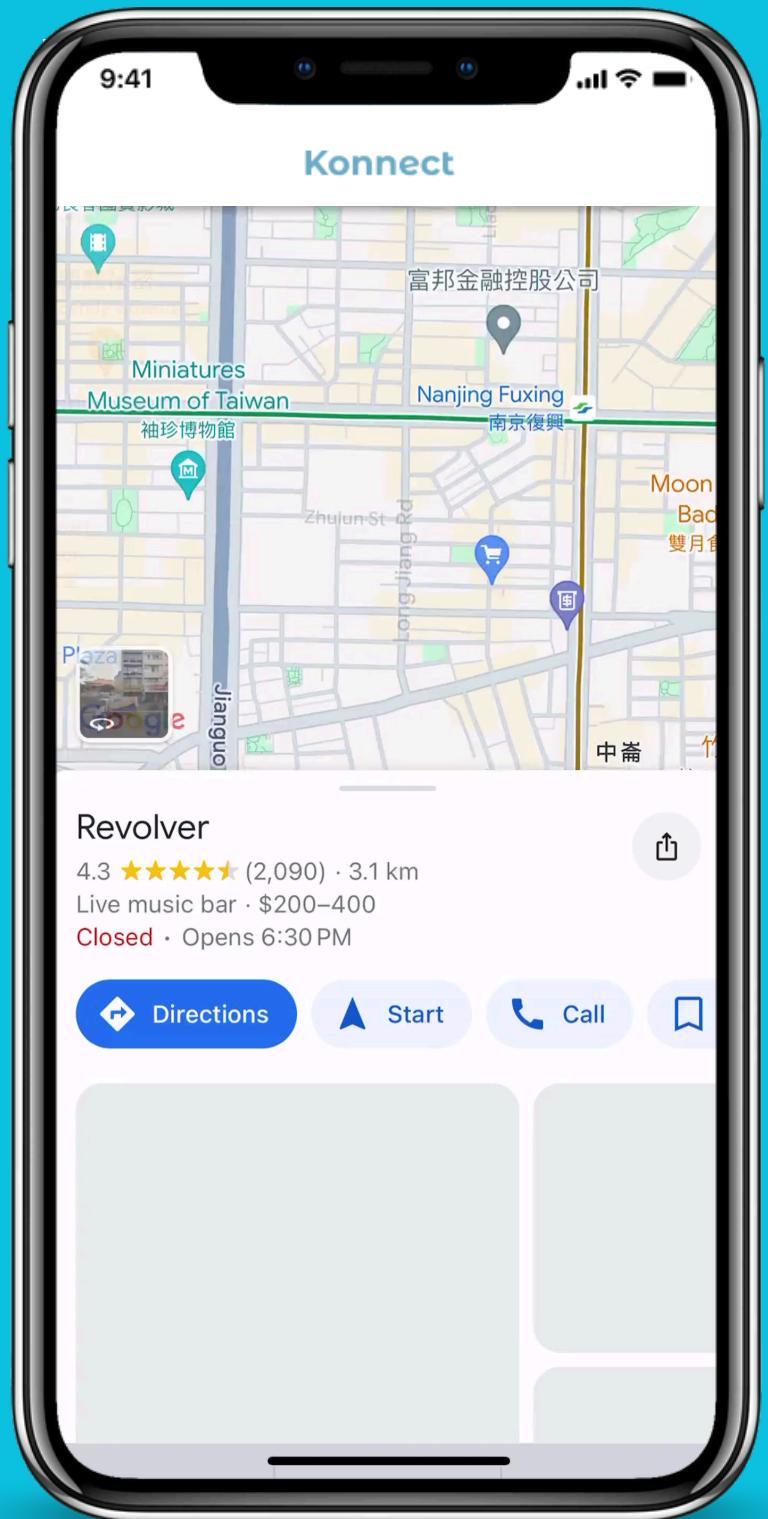
Record memories with them, dedicated map markers, exclusive event marks.

Interaction

Engage in conversations with creators to understand their different perspectives.



OUR PRODUCT



Simplification

Compared to social platforms like IG and FB, we will not have any information other than what pertains to interactions with creators.

Memories

Record memories with them, dedicated map markers, exclusive event marks.

Interaction

Engage in conversations with creators to understand their different perspectives.

07





OUR PRODUCT



Simplification

Compared to social platforms like IG and FB, we will not have any information other than what pertains to interactions with creators.

Memories

Record memories with them, dedicated map markers, exclusive event marks.

Interaction

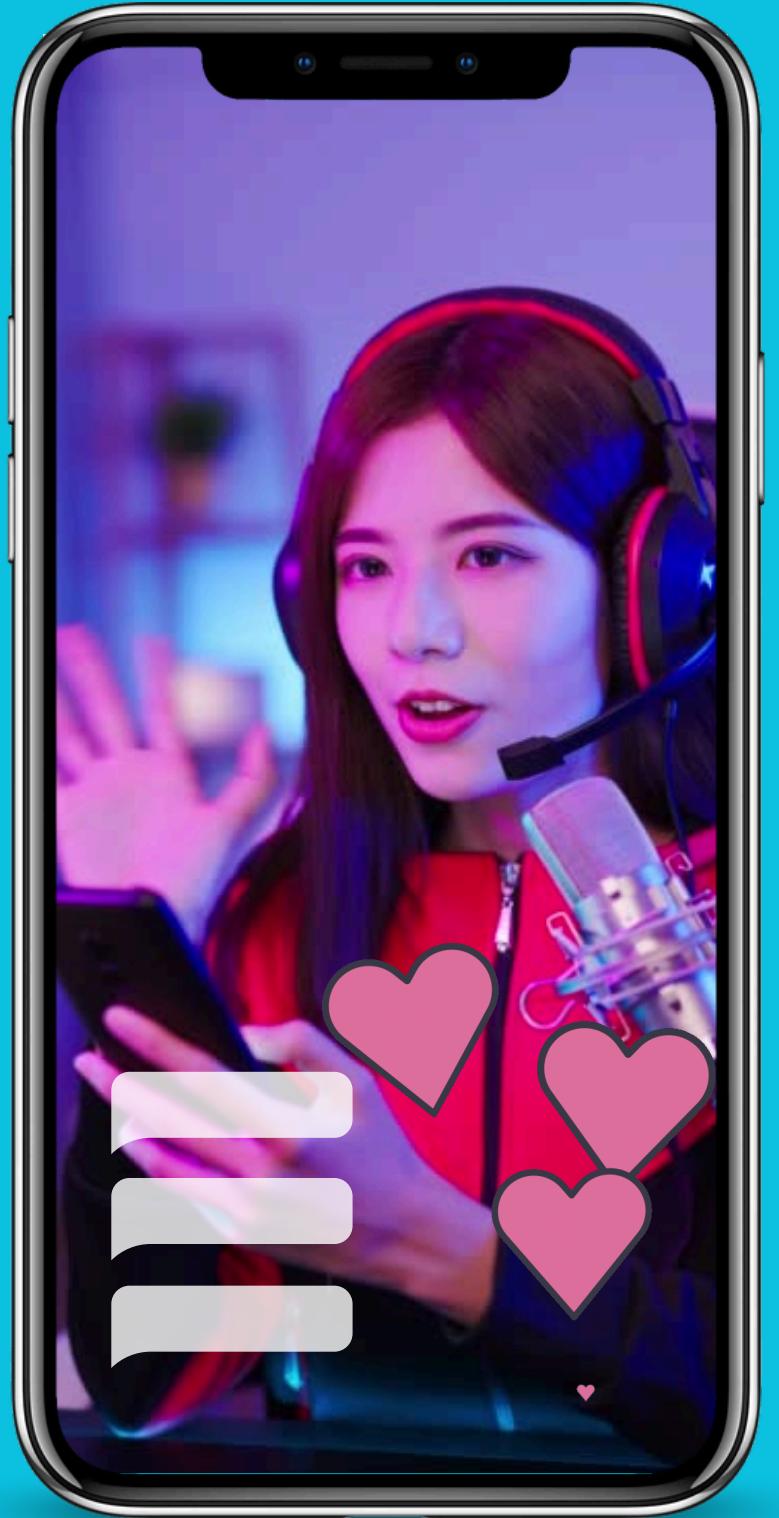
Engage in conversations with creators to understand their different perspectives.

08





OUR PRODUCT



Simplification

Compared to social platforms like IG and FB, we will not have any information other than what pertains to interactions with creators.

Memories

Record memories with them, dedicated map markers, exclusive event marks.

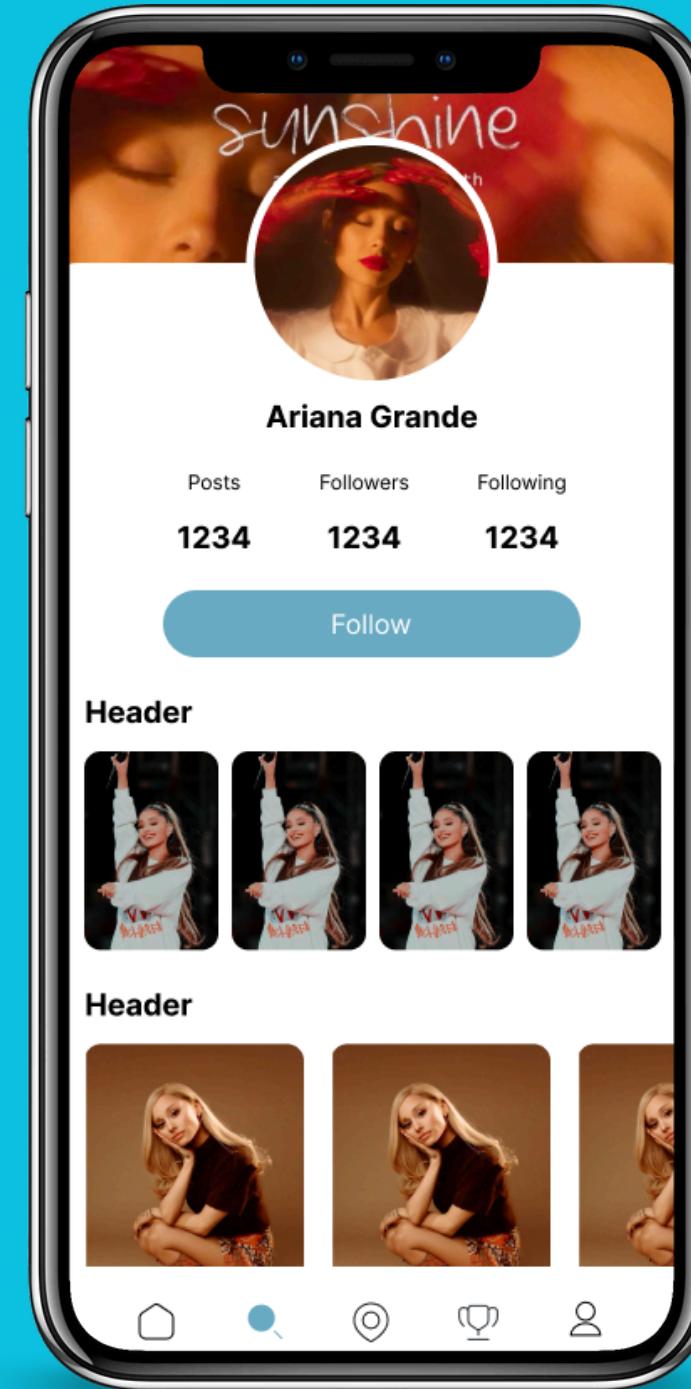
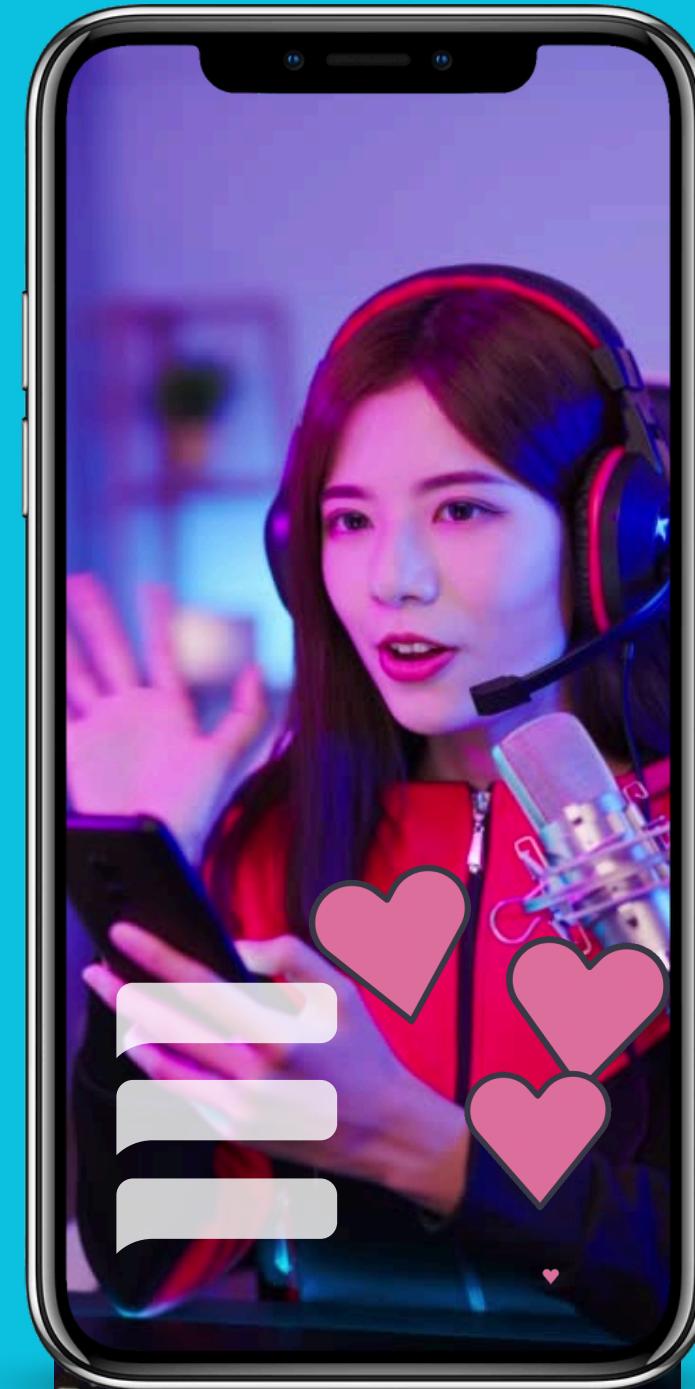
Interaction

Engage in conversations with creators to understand their different perspectives.



OUR PRODUCT

10



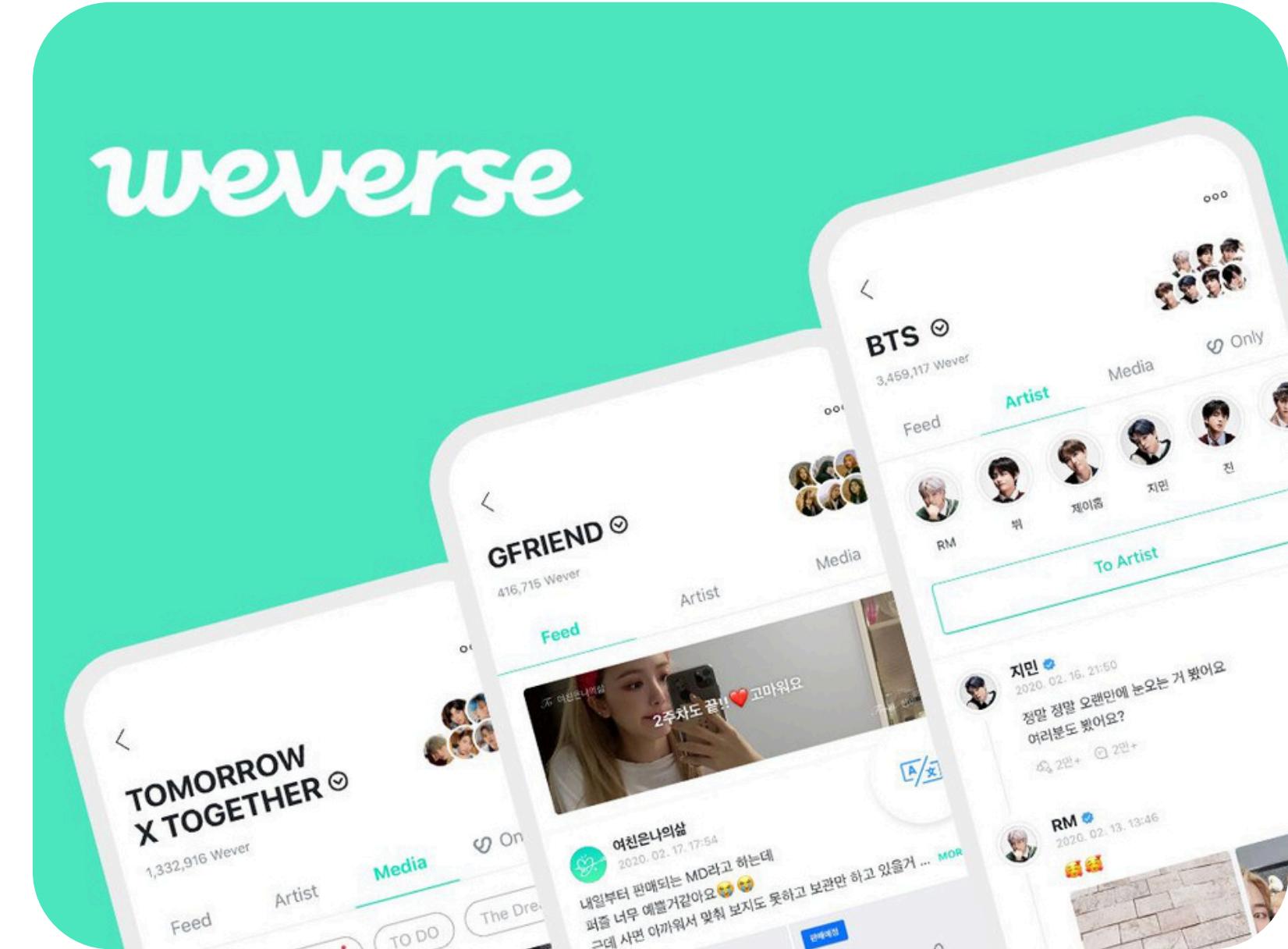
Creator Info



Fan Achievement



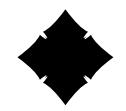
The fan culture industry in Japan and South Korea is actively developing similar fan services, including official fan clubs and fan community platforms.



However, due to language barriers and a domestic market that is not yet saturated, there are currently no plans to expand into overseas markets.

Taiwanese creators find it difficult to manage their fan communities in the complex environment of social media, and fans struggle to obtain comprehensive information about their idols. Therefore, we aim to draw inspiration from similar fan services in Japan and South Korea to expand the market in Taiwan.



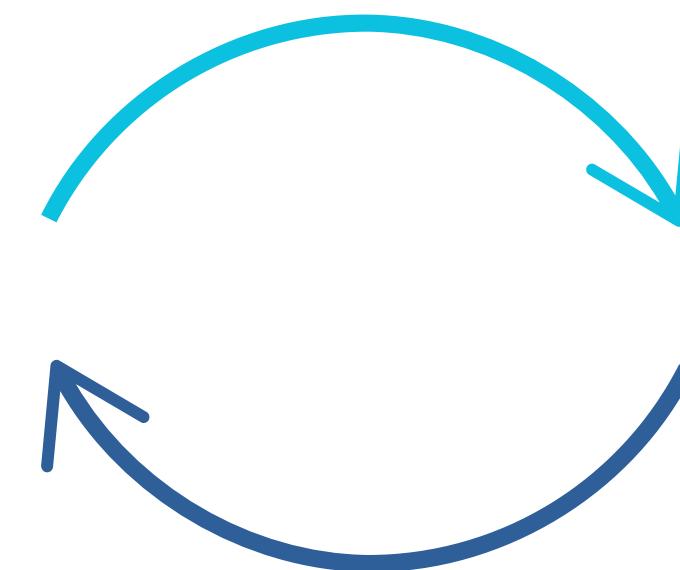


BUSINESS MODEL

13

Subscription Fee (\$600/yr)

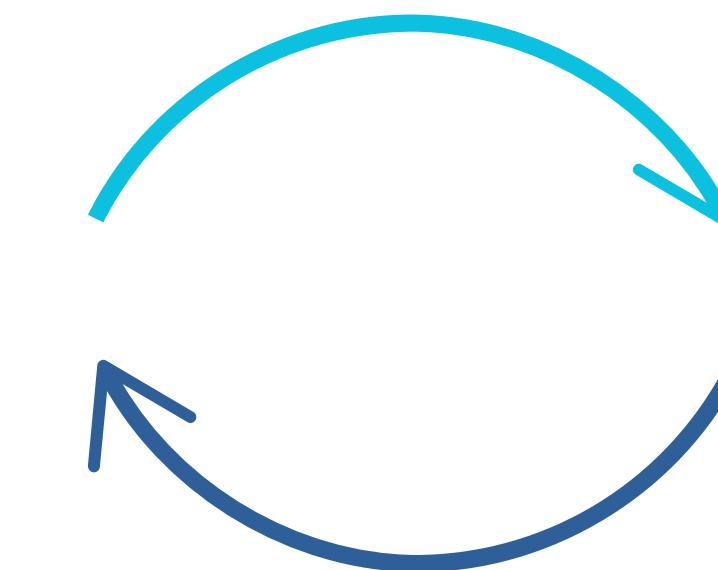
Fan Activity Data



Fan Active Map
Fan Achievement
Creators' Info
Creators' Interaction
Exclusive Creators' Content

Subscription Split (60%)

Fan Data Analytic
Fan Management Service

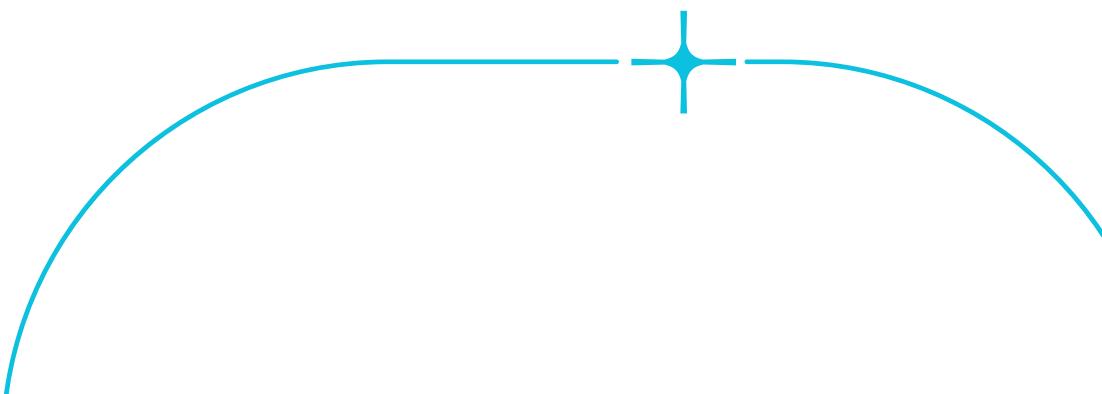


Management Fee
Activity Info
Chat Channel
Exclusive Content





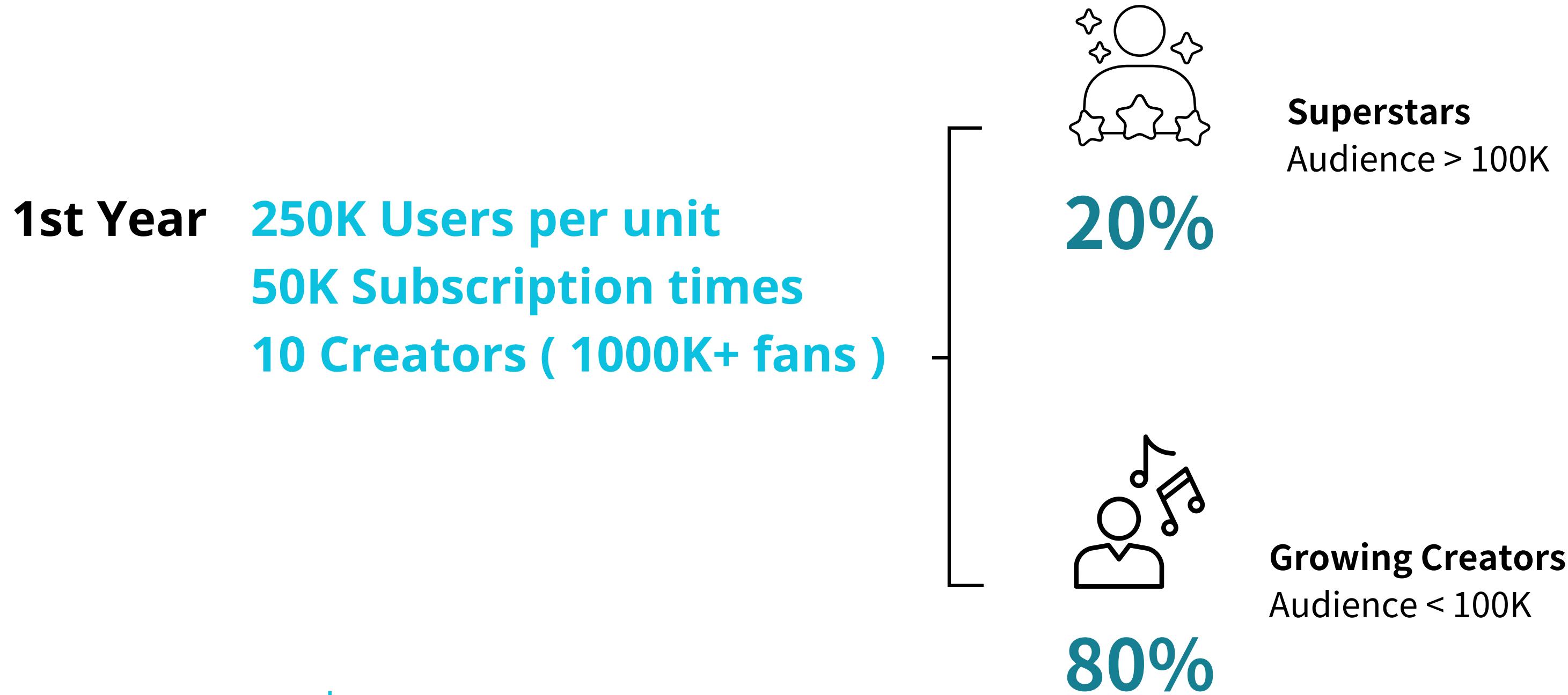
1st Year **250K Users per unit**
50K Subscription times
10 Creators (1000K+ fans)

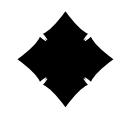




GO TO MARKET STRATEGY

15

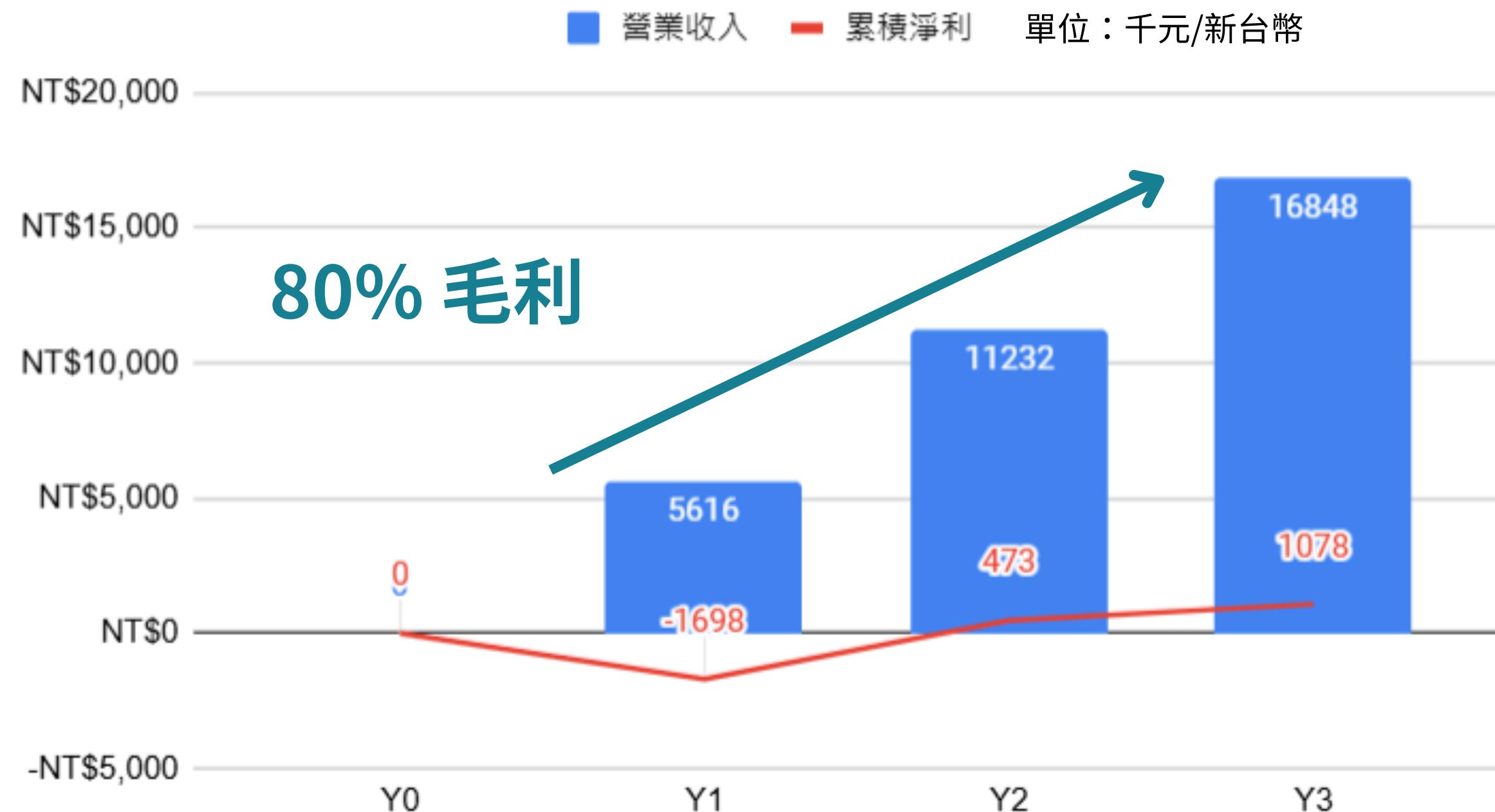




GO TO MARKET STRATEGY

16

營業收入、累積淨利



80% 毛利



GO TO MARKET STRATEGY



Theseus 忒修斯
Spotify Audience 28K



Virtual Dialogues 設計對白
StreetVoice Plays 8.4K



呂允
Spotify Audience 169K



TEAM



STRATEGY
Tintin



STRATEGY
Sage



ARTIST
Moe



RD
Lala



**DATA
ANALYST**
Jasper



MKT
Sulley



UIUX
Muriel

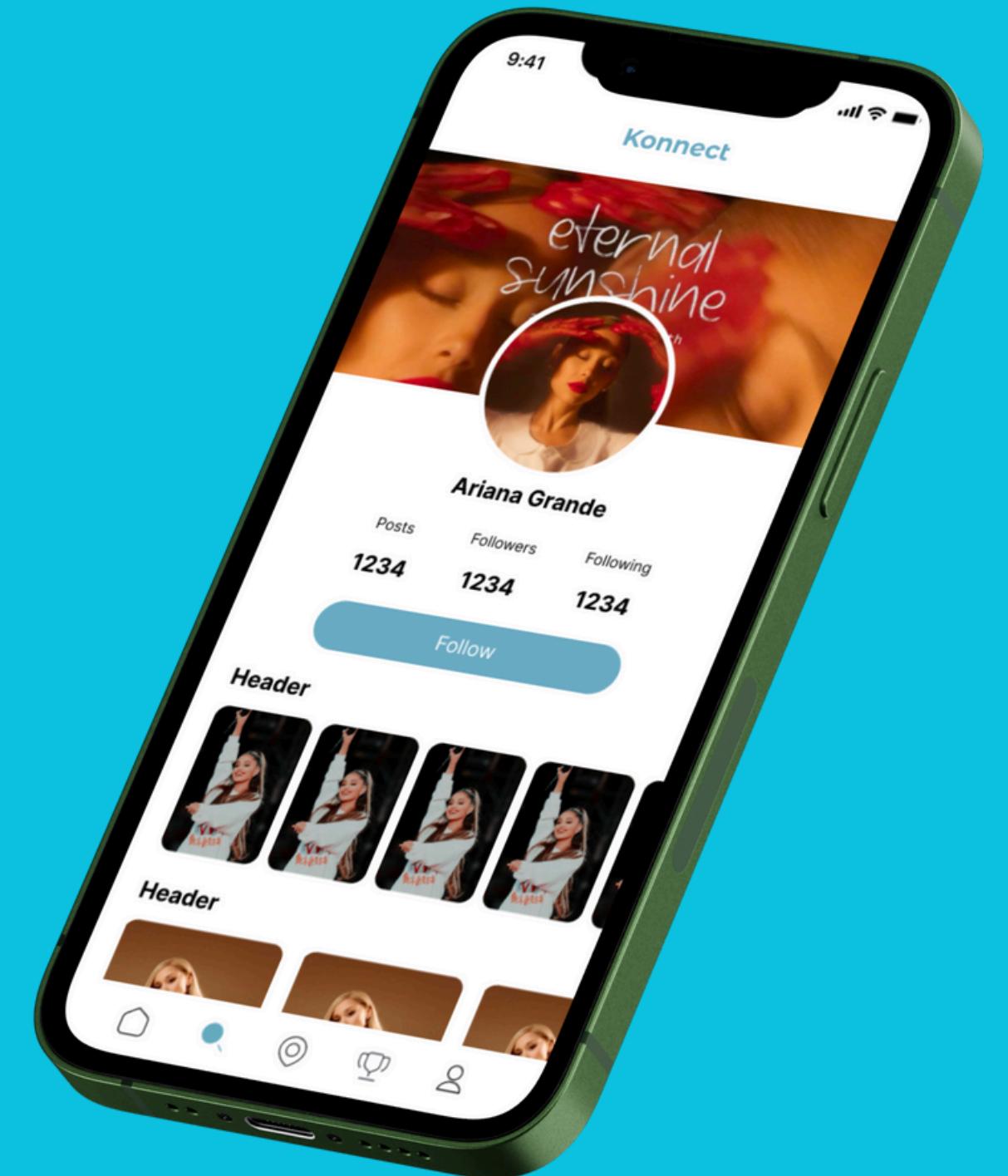


MVP TEST

19

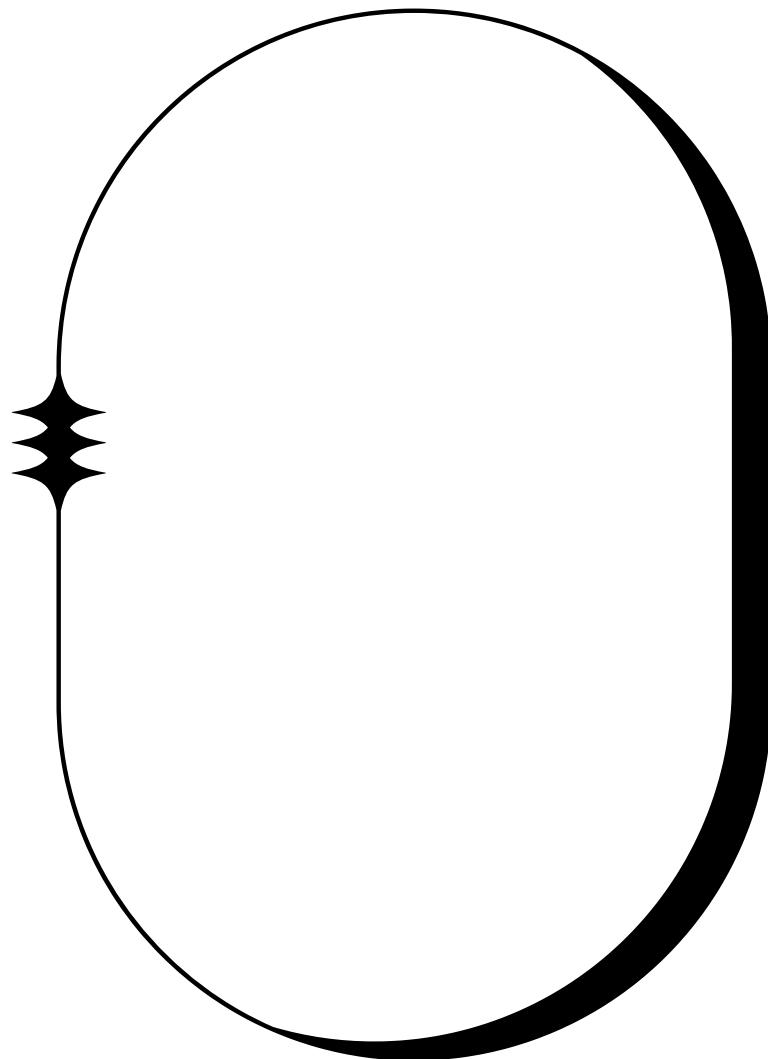
Summer

3 Creators
100 Attendees



Konnect

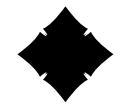
LET'S
KONNECT



Group4

konnect.ntu.cep@gmail.com

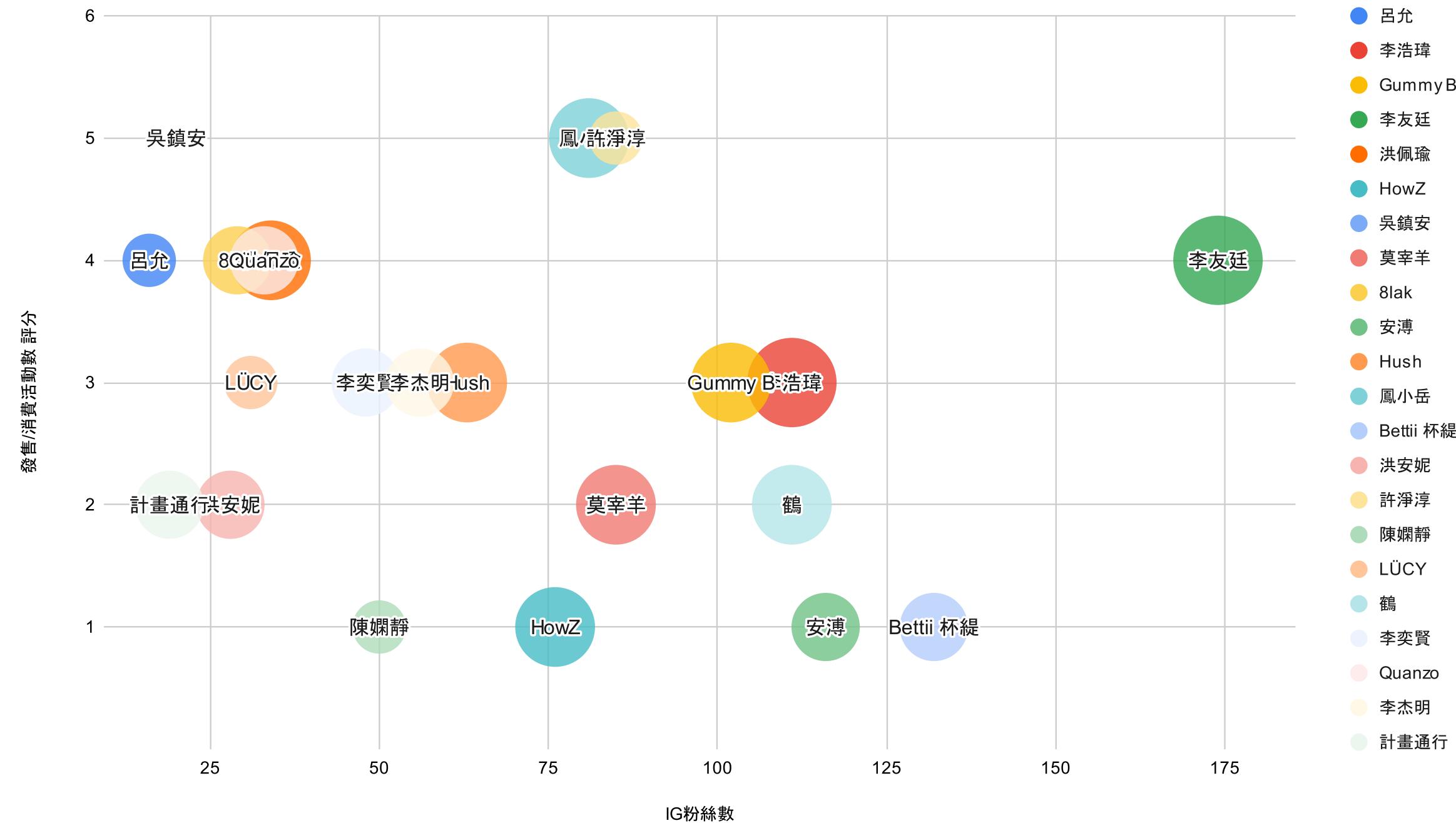




DEFINE TARGET MARKET

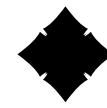
Appendix 1

Small-scale artists in Taiwan



Data compiled by Konnect (March 2024) Event numbers are categorized based on public activities over the past six months.

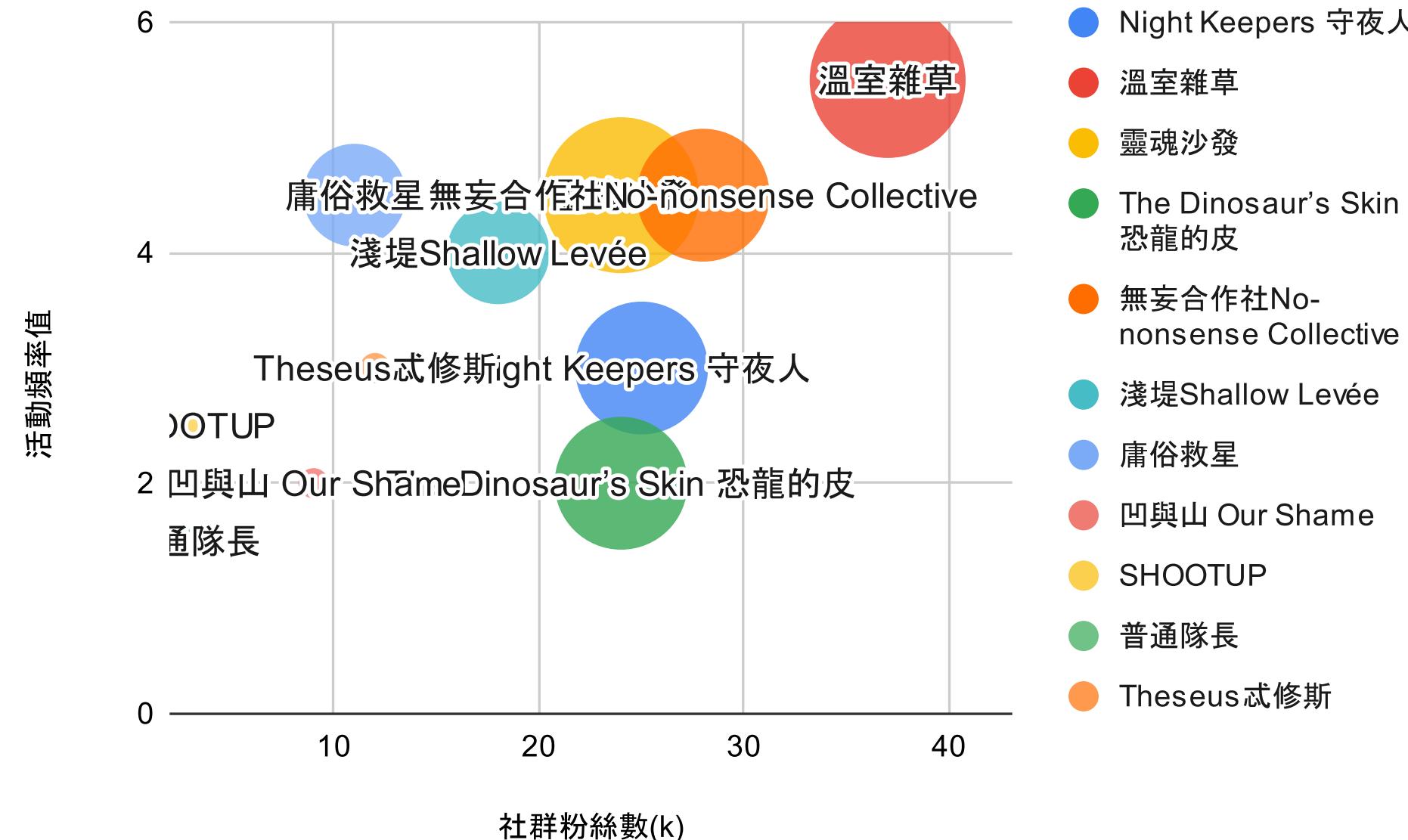




DEFINE TARGET MARKET

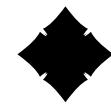
Appendix 1

Small-scale artists in Taiwan



Data compiled by Konnect (March 2024) Event numbers are categorized based on public activities over the past six months.

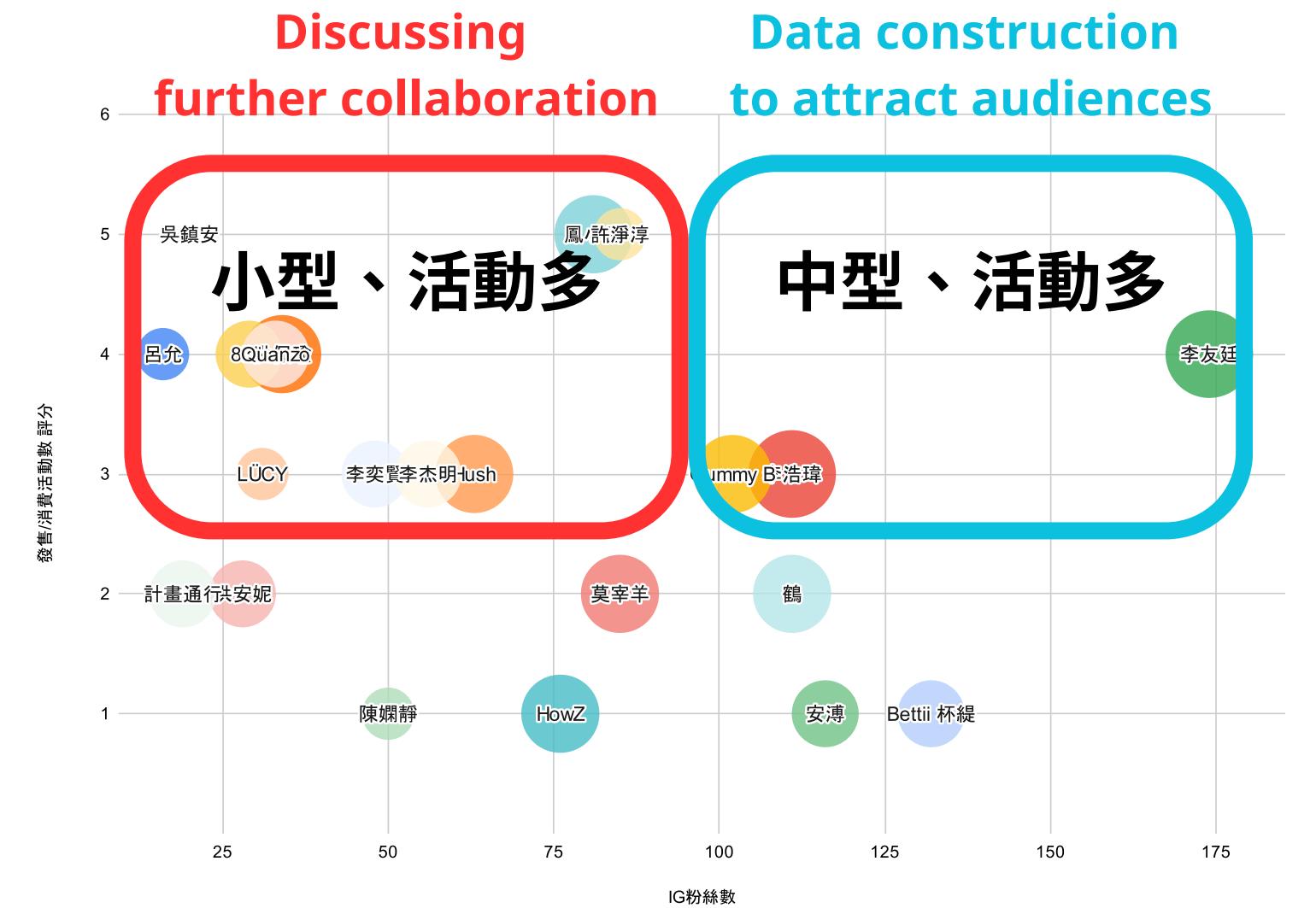




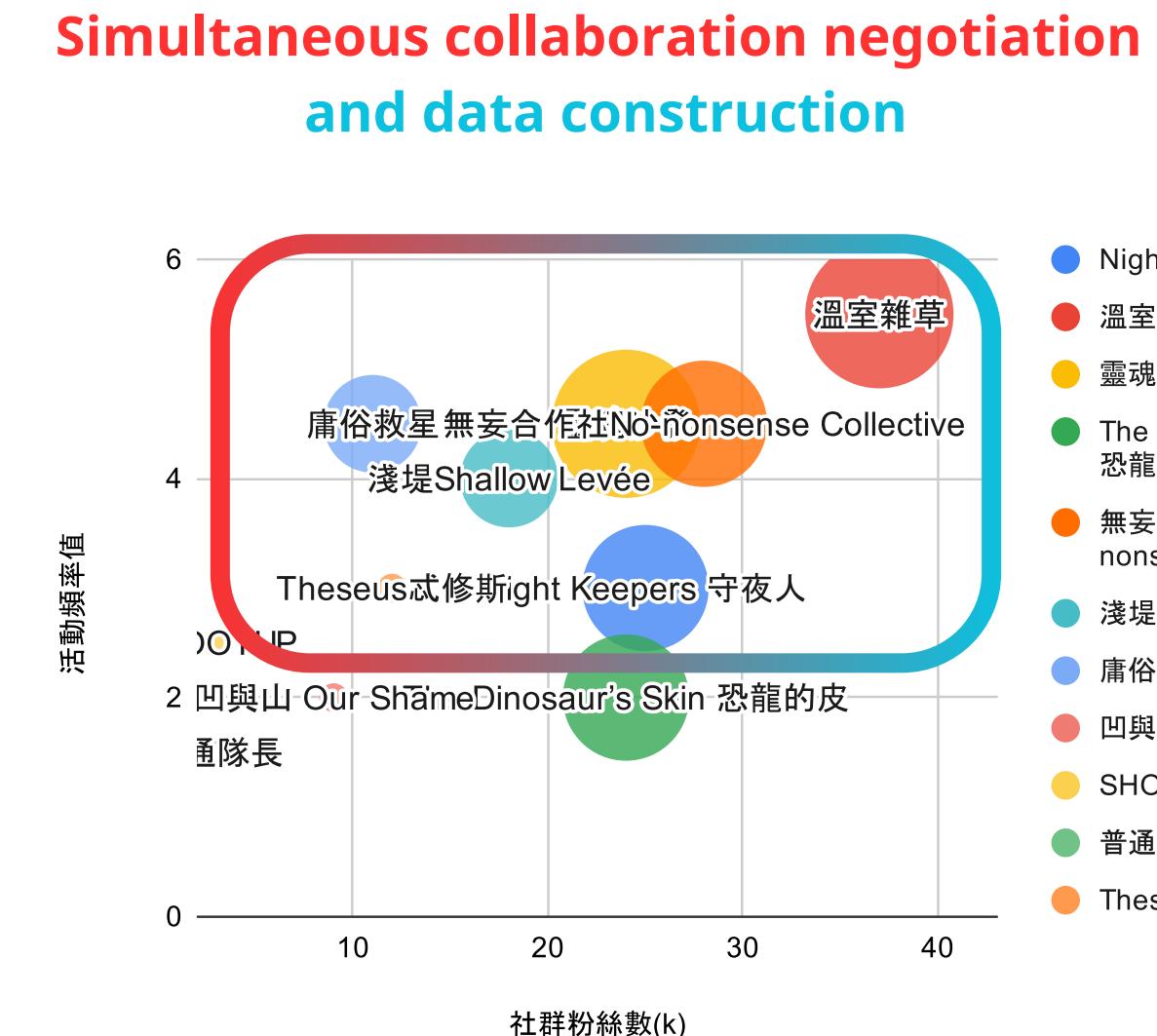
DEFINE TARGET MARKET

Appendix 1

Small-scale artists in Taiwan



Solo singer



Independent band

Data compiled by Konnect (March 2024) Event numbers are categorized based on public activities over the past six months.

