

From Stars

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V08 Start-Up Enterprise Team

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Business Plan

Part I—Executive Summary

Korean people experience high levels of psychological stress as evidenced by the highest suicide rate among OECD countries (“Suicide Rates”). From Stars is an AI calling application that helps customers manage their stress levels and enhance their mental well-being. It provides customers with opportunities to have stress-relieving calls by applying Korean celebrities’ voices.

From Stars will primarily target Koreans who like K-celebrities with stress. Our target market is divided into two groups: people with age from 10 to 30 years old and people with age from 40 to 60. Since the two major age groups differ in their preferences for Korean celebrities, causes of stress, and daily media habits, From Stars will implement marketing strategies tailored to this consideration.

From Stars is managed in four departments, Marketing, Finance, Technology, and Collaboration with entertainment to operate the business effectively. With an effective management system, From Stars will initially focus on building its service and app by offering Korean celebrity voices in Korean and targeting the local fan market. Once it gains local recognition, it will expand to target international fans by providing services in English with Korean celebrities’ voices.

Part II—Description of Proposed Business

The word “Stars” from the name of our app, “From Stars”, conveys both the meaning of a luminous, glittering body that is visible in the night sky and also the celebrities or people who are popular. As our service name suggests, “From Stars” indicates hopeful and positive words from celebrities to the customer through heart-warming calls. The name also means that the customers can have a brighter tomorrow like stars in the night sky through this app. Hence, our app aims to raise awareness of stress in our daily lives and help customers manage them.

From Stars improves people’s mental health by offering stress-relieving calls with their favorite celebrities and initiating daily conversations or counseling. Applying AI technology, we will incorporate AI-generated celebrity voices trained on voice data to offer calls. We will collaborate with the agencies to establish contracts for using celebrity voices to avoid legal issues and enhance advertising effectiveness. Additionally, we will use AI to ensure that the services are customized to the users. During the calls, the mental health conditions of users will be

analyzed from their responses, specifically based on the user's word choices, voice tones, and time taken to respond.

Korean celebrities, who are engaged in a series of K-cultures such as K-pop and K-drama, attract many fans not only in the nation but internationally as well. In fact, Korean celebrities are more than just idols to their fans; they are ideal types, sources of emotional support, and meaningful presences that impact their lives. Since K-cultures like K-pop and K-drama become more prominent and take a great part of the day, this inspired us to incorporate celebrities' voices into the calling service. Additionally, we discovered that South Koreans' stress levels continued to rise over the years and this issue is attributed to the high social expectations, work culture, and rapid economic development. Many people are busy living day by day, being indifferent about managing their stress. These two factors have intrigued us to find a way to merge them.

Part III—Objectives of the Business

From Stars will remain aligned with its mission statement and vision statement to uphold our core values.

Mission Statement

To provide heart-warming calls with favorite celebrities' voices to relieve the stress of our users, encouraging them to look forward to a brighter tomorrow.

Vision Statement

To promote mental well-being in our society and raise awareness on managing stress in their daily lives through innovative technology.

From Stars aims to set specific, measurable, achievable, relevant, and time-oriented goals to achieve growth. While adjustments might be made based on actual operations, the initial goals will be a basis.

1. Reach 15000+ subscribers within the first year of launching the application.
2. Increase the number of subscribers by 15% for the first three years.
3. Increase the annual profit by 5% for the first three years.
4. Increase the annual profit by 10% for the next five years.

Part IV—Proposed Business Strategies

To achieve our goal of providing heartwarming calls using celebrities' voices, we will collaborate with agencies to establish contracts for using celebrity voices for AI training

purposes. From Stars incorporates celebrities' voices into calls by training on their voice data. Collaborating with agencies not only effectively advertises the service to the target market but also solves ethical concerns regarding the use of celebrities' voices. Furthermore, collaborating with agencies helps to build a positive and ethical brand image as From Stars is different from other businesses that use celebrity voices without obtaining permission from the celebrities.

However, even though From Stars is established to spread positive messages, there might be some ethical issues associated with our business. One example can be users' over-reliance on AI, just like Chat GPT is merging into people's daily lives. Some fans frantically express their love of celebrities, so sometimes they might overly use our app. To prevent our users from over-using our app, we will send them caution alarms if the user is using From Stars longer than a certain period of time per week.

In the short-term goal, From Stars will focus on developing and creating the basis of the service and our application. We will start by offering languages only in Korean, using Korean celebrities' voices. We will mainly focus on attracting the Korean fan market by building a strong brand presence on social media. Additionally, during the first few months, we will collaborate with six agencies and offer voices from about 50 celebrities with their permission.

In the long term goal, From Stars will provide services in English with Korean celebrities' voices targeting international fans. This plan is made to expand the customer range and tailor the services based on the customer's preferred languages. We will commence this plan when we gain enough support and build strong recognition locally, where the international demand for From Stars grows. Additionally, we will establish more contracts with different agencies for using voice data from more celebrities. This will attract a wider range of Korean fans due to more various voices on the service. Potentially, From Stars is looking forward to expanding our voice options by including prominent athletes' voices.

As our service gains more popularity, we will ensure that our service remains outstanding quality by continuously enhancing the AI accuracy, guided by feedback from users based on their experience. The feedback will be done by sharing surveys, and feedback forms, and receiving comments from the users. With this collected information, From Stars would be able to figure out ways to improve our app in the future.

Part V—Products and Services to be Provided

Our customers can have access to the application From Stars through both the Google Play Store and App Store. As soon as they open the app, multiple questionnaires are provided to survey their emotional state, determine the stress level they are associated with, also in what ways we could support them; for instance, users might have different preferences among realistic

solutions and emotional appeasement. This information is used to better customize the callings for the customer's experience. After completing the survey, the users will be instructed to select a k-celebrity that they want to have a call with. Since our service revolves around a calling system, we decided it would be suitable to feature celebrities whose voices play a significant role in their careers. Therefore, we selected actors, idols, and singers as available options for AI voice usage.

During the call, the celebrity would encourage the customers to share about how their days are going recently, especially focusing on what they are stressed about. AI will analyze the mental health conditions of users based on the user's word choices, voice tones, voice pace, and time taken to respond. The celebrity helps them alleviate their stress by leading to a discussion about the celebrity's activities such as released videos, tour concerts, and albums. For example, BTS's *Love Yourself* album series promotes self-love and acceptance, boosting their self-esteem and mental well-being. From Stars can use information about selected celebrities to provide effective mental health support that resonates with fans.

Based on the discussion and the survey response, either emotional support or suggestions, or both will be provided to the user to help manage their stress. Furthermore, daily-based messages will be sent through alarms to remind them to have calls whenever they are feeling stressed out. Following this routine regularly will encourage our customers to be more aware of their mental well-being as well as feel closer to their favorite celebrity. As we make contracts with entertainment companies, this positive image build-up will be beneficial for the companies to firmly set their loyal customer (fans).

From Stars's competitive unique selling point is providing calls with the users' favorite celebrities. Calling increases user experience by offering deeper interaction, which effectively helps our users release stress. Voice can deliver more than text through tones and accents. While most of the existing AI counseling services are in text messaging, From Stars can serve active responses through voice calling in celebrities' voices. Furthermore, AI technology applied in From Stars will analyze the tone, pace, and word choice of the responder and inspect their mental status to provide an appropriate stress-relief solution.

Competitor Analysis

<Bubble>

The first competitor is Bubble from Dear U Co., LTD, a fan communication platform company. In fact, Bubble has partnered with 114 agencies, including famous agencies such as SM, JYP Nation, Starship, and Cube. They provide private messaging services for artists and fans. Specifically, Bubble services include daily updates and dedicated content from favorite artists, replies to the artist, anniversary celebrations with favorite artists, and chats in the user's preferred language. Users can select artists to receive bubble messages through subscription

coupons they purchased (Dear-U.co). Bubble and From Stars share the same target market of Koreans who enjoy K-culture, including K-pop and K-drama and both allow for communication between artists and fans. However, while Bubble offers text messages from artists, From Stars provides calls with AI-generated artists' voices. Bubble does not allow users to have deep conversations with celebrities due to its one-sided interaction, whereas From Stars enables more interactive communication, which is considered more effective for stress relief.

<Hiing>

Hiing is an AI Counselling App for Koreans, made by a Korean Ltd company 'bigglz' . Over 50,000 users downloaded the app, having a 3.9 review score, in the Google Play Store (비글즈 (bigglz)). Hiing is free to download and displays advertisements on the screen. The users can choose among seven AI original characters from Hiing to chat with and share worries and struggles in their life. The users can also post their self-compliments, and other users can react or leave comments on the posts (By the Letter). From Stars needs to compete with Hiing as they both provide AI counseling services. However, From Stars will be competitive since it uses Korean celebrities' voice calls instead of chats with imaginary characters. Furthermore, From Stars will give more personalized and effective counseling through the short survey before the call, when Hiing immediately starts a chat by asking for the user's story.

Part VI—Management and Ownership of the Business

During the recruitment process, From Stars will carefully review applicants' applications and interviews. From their application paper, we will evaluate their capabilities and expertise based on past work experiences and academic backgrounds. During the interview, we will assess their motivation, passion, and interpersonal skills through their responses.

As a first step, the applicants will be assessed through their curriculum vitae(CV). We will prioritize different experiences by the department.

- **Marketing:** majors or degrees related to Communication, and Graphic Media Design
- **Finance:** majors or degrees in Business and Economics
- **Technology:** technology-related majors or degrees such as Computer science and Data science
- **Collaboration:** working experience in entertainment companies or as contract lawyers/managers

From Stars will further conduct interviews with the applicants to carefully evaluate their interpersonal skills and determine whether they align with the qualities we pursue in candidates who are well-suited for our services. This is made to evaluate candidates beyond their technical skills and qualifications listed on application papers, more focused on their inner qualities, such as communication skills, collaboration skills, attitude, and emotional intelligence.

Organizational Chart

From Stars will consist of four departments: Marketing, Finance, Technology, and Collaboration.

Chief Executive Officer (CEO)			
Marketing	Finance	Technology	Collaboration
- Graphic designer - Digital Marketing Manager - Analog Marketing Manager	- Finance manager	- Artificial intelligence specialist - App Developer	- Contract lawyer - Contract manager

The chief executive officer is responsible for establishing the goals of the business and setting criteria for each department. The CEO will make final decisions based on these criteria, ensuring the company's operations and strategies work towards success and growth. At this point, we consider ourselves all CEOs with different specializations.

The marketing team is responsible for establishing brand identity and increasing brand recognition, managed by Soyun Park, the head of the marketing department. The team will be researching the target market and gathering our users' preference data, determining the general mood of the app design, such as icons and buttons, to set up brand identity, and advertising the From Stars service to bring brand recognition.

The finance team, managed by Seoha Kim, the head of the finance department, is responsible for monitoring financial information, including the opening balance, revenue, inflow, outflow, and closing balance, to ensure that funds are properly used. They also develop and review financial plans to achieve From Star's main goals effectively.

The technology team, managed by Hyoyeon Lee, the head of the technology department, is divided into artificial intelligence and app development. The artificial intelligence team focuses on voice data training to incorporate celebrities' voices for calls. They are also working on manual training to suggest appropriate stress-relief solutions during calls. The app development team is responsible for creating applications, including programming and development.

The collaboration department, managed by Mina Sung, the head of the collaboration department, focuses on making contracts with entertainment companies in order to get permission to use their artists' voices. The team will cooperate with the finance team to suggest

suitable prices to the entertainment companies. The marketing department also works closely with the collaboration team to make decisions on which celebrities to make contracts with.

Part VII—Marketing Analysis

From Stars primarily targets Koreans who enjoy K-culture, including K-pop and K-drama. The target market of Koreans was specified based on statistics highlighting South Korea's high levels of psychological stress. Evidence from the OECD indicates that the suicide rate of South Korea was recorded at 24.1 deaths per 100,000 inhabitants, ranking 1st among OECD countries ("Suicide Rates"). This is accompanied by a series of stress factors, reflecting a significant need for solutions that promote mental well-being in South Korea. The counseling service from From Stars will be beneficial to Koreans with mental health conditions, and our service can be effectively applied and tailored to the specific needs of individuals.

We have divided the target market into two groups: the age of 10 to 30 years old and people from age of 40~60. This is because these two major age groups differ by their preference of Korean celebrities, the causes of stress, and the media they are accustomed to on a daily basis. By providing marketing strategies adapting these considerations, it would be more effective to attract the target customers to use our services.

The first target market is the people who are between the ages of 10 to 30 years old on average, often known as the generation MZ. Generation MZ is a neologism that encompasses millennials and generation Z, defined around 1995 and 1996 when the Internet began to spread, describing a generation skilled in digital technology and highly interested in public issues (Koreanlii). The MZ generation includes high school students, college students, and young adults just entering society. They are greatly exposed to technology like smartphones and the internet, which have become integral parts of their daily lives; social media is incorporated into their education, communication, and entertainment usage. In consideration of their high accessibility to social media, From Stars will activate social media accounts to use a series of advertising tools available on the platform; for example, by activating an Instagram account, we will upload posts and reels incorporating what our services are about. In terms of the contents, specifically, we will mainly incorporate the information that our service will collaborate with idols and actors since these K-celebrities are mostly prominent among people from 10 to 30 years old.

The next target market is people who are in age from 40 to 60. Since the majority of this target market is not used to social media and is more attracted to analog methods, From Stars will display the advertisement through digital screens on bus stops, as well as the transit advertising, where the poster is attached to the exterior wall of the bus. Based on research, there are a total of 4500 buses in South Korea, and around 10 million people use the transportation per day ("좋은광고연구소-버스광고"). This would broaden the possibility of many people viewing

From Stars' advertisements as it encourages them to naturally scan through it while waiting for the bus, or even from the outside. Since the bus is going around the region or even from one region to the other, this would derive users from diverse backgrounds. Additionally, From Stars will have a metro-live to-screen feature on our advertisement poster (“지하철 광고”). However, we will apply the metro-live advertisement in the capital city of Seoul only. This decision was made because the population is highest in this region, and it includes the most interactions of people across the nation. The content or visual aspects of our advertisements will centralize the trot singer because based on the current trend, the trot singer is prominent among 40~60 aged people.

Part VIII—Financial Analysis

The monthly subscription cost for From Stars is \$2.5 (3,500 KRW), and approximately 5,000 users are expected to subscribe to our service in the first month. This is quite a high number to estimate in the first month, but we are confident that our celebrities will powerfully advertise our app to their fans, bringing a substantial number of users. As a result, our business is expected to earn \$12,500 in January cash sales revenue. For each month, about 300 additional users are expected to subscribe to our service. Hence, cash sales revenue is projected to increase by approximately \$750 each month.

Each member of From Stars will invest \$5000 for launching the business, which gives a total of \$20000. We will look for investments, which will be repaid to the investors within five years for an interest rate of 7%. This interest rate was chosen because the investors should wait for the profitability of their investment for a long time. Among our capital, \$9000 will be used as our opening balance. The remaining will be allocated to the start-up expenses such as app creation and server butcher.

The total cost of the monthly marketing fee is \$2,500. In South Korea, the metro-live advertisement costs and transit advertisements cost about \$1,800 (“지하철 광고”) and the social media advertisement costs \$700. This gives a total of \$2,500 and these marketing expenses will be maintained as the marketing strategies are kept the same each month.

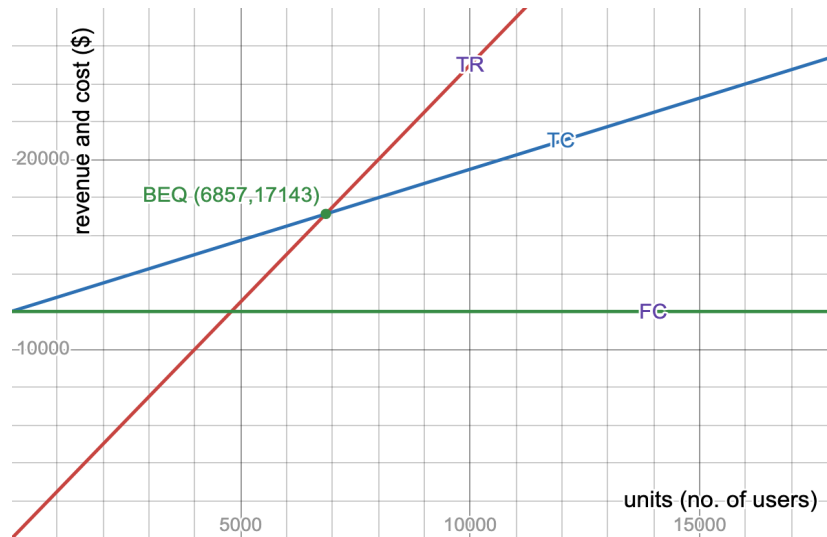
The labor cost and server fee will contribute to the technological operations of From Stars. The server fee will initially remain consistent at an estimated \$1,500. However, starting in May, it is expected to increase to \$1,700 as we anticipate a growing user base, requiring a server expansion to accommodate the increased user demand. The labor cost is estimated at \$6,000 per month and will remain consistent throughout the year. This expense covers the employment of laborers, specifically AI developers, who will be managing the core technology of our service.

Collaboration cost at the beginning contains outflow for making contracts with six

entertainment companies. We will offer an interest rate of 5% of our cash sales revenue. Using this information, the collaboration cost in January was estimated. Since we will not make any new contract until June, the collaboration cost remains the same for the rest.

Cash Flow

	Jan	Feb	Mar	Apr	May	Jun
Opening Balance (\$)	9,000	5,900	3,490	1,770	740	200
Inflows (\$)						
Cash Sales Revenue	12,500	13,250	14,000	14,750	15,500	16,250
Other Income (\$)	150	150	150	150	150	150
Total Cash Inflows (\$)	12,650	13,400	14,150	14,900	15,650	16,400
Outflows (\$)						
Server fee (\$)	1,500	1,500	1,500	1,500	1,700	1,700
Labour Costs (\$)	6,000	6,000	6,000	6,000	6,000	6,000
Marketing costs (\$)	2,500	2,500	2,500	2,500	2,500	2,500
Collaboration Costs (\$)	3,750	3,810	3,870	3,930	3,990	4,050
Other Costs (\$)	2,000	2,000	2,000	2,000	2,000	2,000
Total Cash Outflows (\$)	15,750	15,810	15,870	15,930	16,190	16,250
Net Cash Flow (\$)	-3,100	-2,410	-1,720	-1,030	-540	150
Closing Balance (\$)	5,900	3,490	1,770	740	200	350

Breakeven Chart (Desmos)

Selling price (\$)	2.5	Monthly Payment
Break even	6,857 units	17,143 dollars
FC (fixed cost) (\$)	12,000	Server fee + labour + marketing + other
Variable cost per unit (\$)	0.75	$2.5 \times 0.05 \times 6$

$$TR = 2.5 \times \text{unit}$$

$$TC = 0.75 \times \text{unit} + 12000$$

$$FC = 1200$$

Our monthly pay per user, 2.5 dollars is our selling price per unit. Our fixed cost is determined as 12,000 dollars, including server fee, labor fee, marketing, and other fees in the cash flow. Our variable cost is 0.75 dollars per unit since we are giving 5% of our income to the entertainment companies. We are going to make a contract with six companies, therefore the variable cost is calculated as follows: selling price $\times$ 0.05 $\times$ 6. Using the equation $FC / (\text{selling price} - VC)$, the break-even quantity, BEQ, is determined to be 6,857 units. Therefore, we need to have 6,857 users minimum to earn 17,143 dollars for breaking even.

Part IX—Supporting Documentation

Logo & App Icon



Business card (front & back)



Startup Expenses

Location and Admin Expenses	Amount (\$)
Utility	250
Legal and accounting fees	2,500
Insurance	20,000
Salaries	20,000
Total	42,750
Collaboration Expenses	Amount (\$)
Travel	500
Printing	100
Total	600
Other expenses	Amount (\$)
Server costs	6,000
Miscellaneous Expenses	500
Total	6,500
Total	48,050

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