

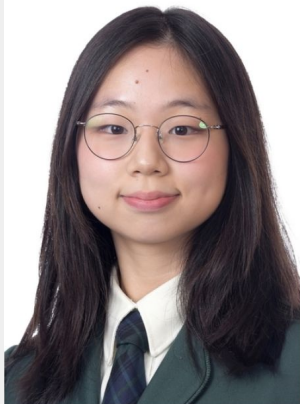
From Stars

“For Brighter Tomorrow”



About Us

Seoha Kim



Head of Finance

Soyun Park



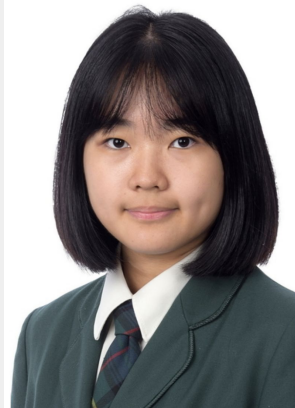
Head of Marketing

Hyoyeon Lee



**Head of
Technology**

Mina Sung



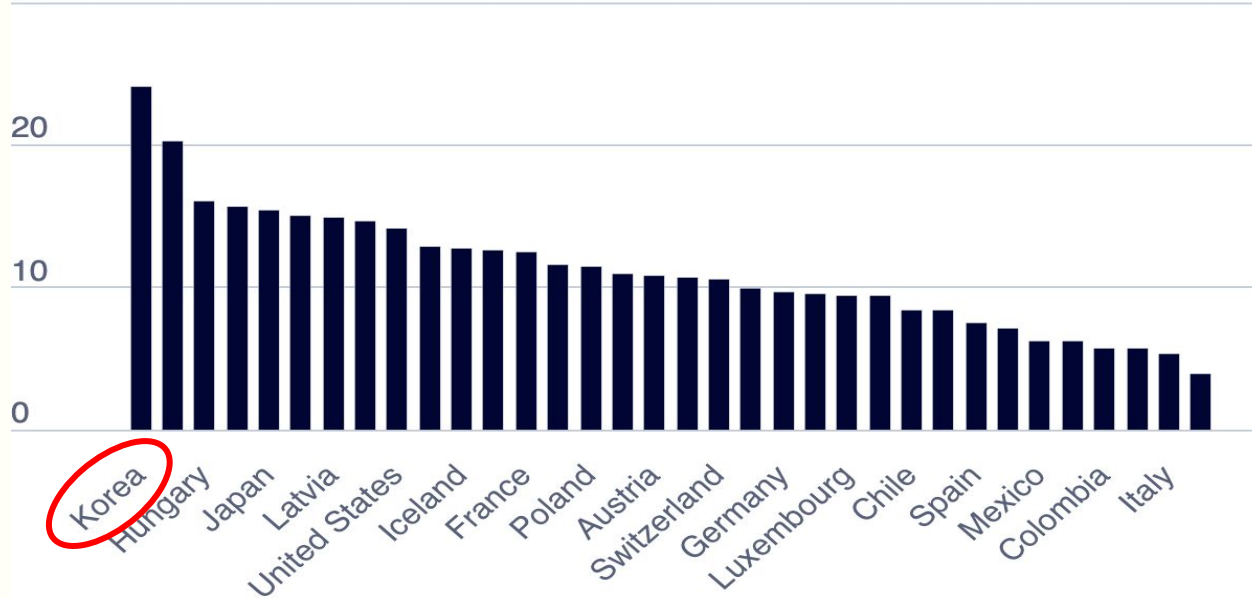
Head of Collaboration

Target Issue

Suicide rates

Total, Deaths per 100 000 inhabitants, 2020

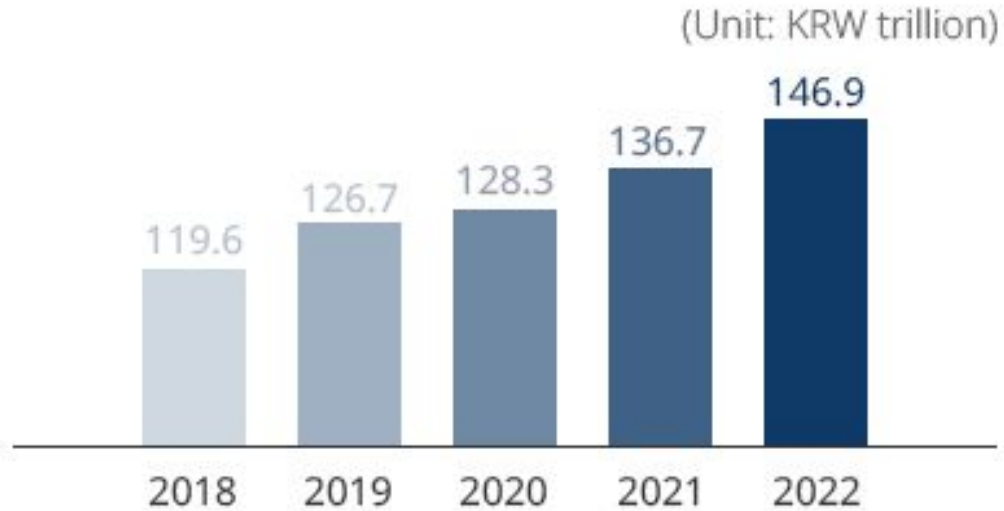
30



Suicide rate of South Korea was recorded at over 24 deaths per 100,000 inhabitants, **ranking 1st** among OECD countries.

Target Issue

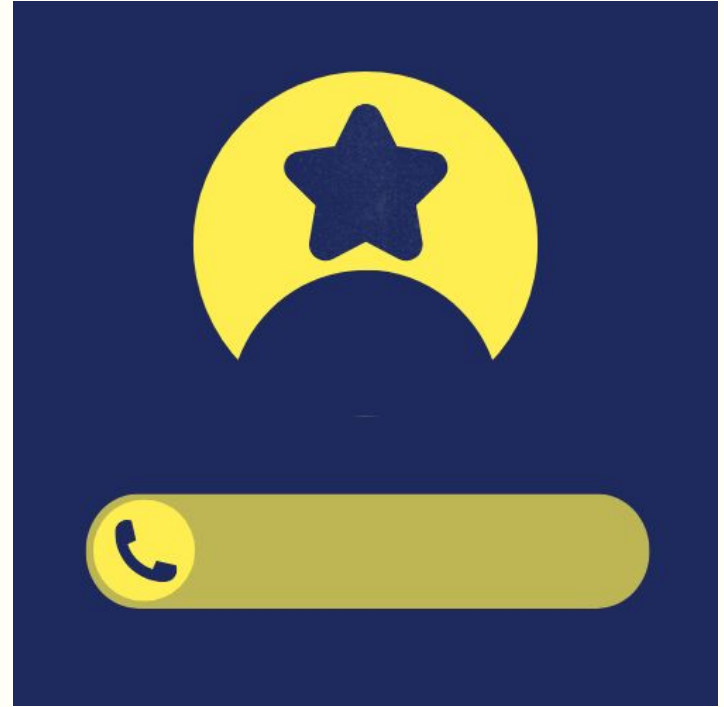
Sales of Korea's Cultural Content Industry
(2018-2022)



The market for **Korea's cultural content** has grown over time.

Stress-relieving calls with
Korean celebrities' voices

Monthly Subscription: \$ 2.00 (3,500 KRW)



Mission Statement/Vision statement

Mission

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

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

Key features of From Stars

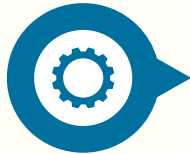
Customized service

AI **customizes** the call based on the survey results



Personalized solution

AI analyzes the user's **mental health conditions** and leads counseling



Survey

Multiple questionnaires are given to the user about their preferences and mental health conditions



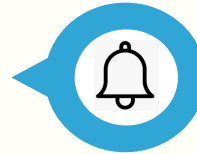
Implementation

The user **selects** a celebrity (actor, idol, or singer) as the voice for the calling



Alarm

A **daily alarm** is sent to the user as a reminder to make calls and as a **caution** against overuse of the app.



Marketing Strategies

01

People with age from 10 to 30

Generation MZ, a generation greatly exposed to technology, especially social media



**Posts and reels
in Instagram**

02

People with age from 40 to 60

Attracted to analog methods, especially advertisement displays



**Bus posters,
and
metro-live
to-screen
posters**

Collaboration Strategies

Collaborate with agencies to offer celebrity voices with permission.

Benefits for Celebrities



Provides a chance to help people who are stressed using their voices

→ creates caring reputation

Benefits for From Stars



Solves ethical concerns regarding the use of celebrities' voices

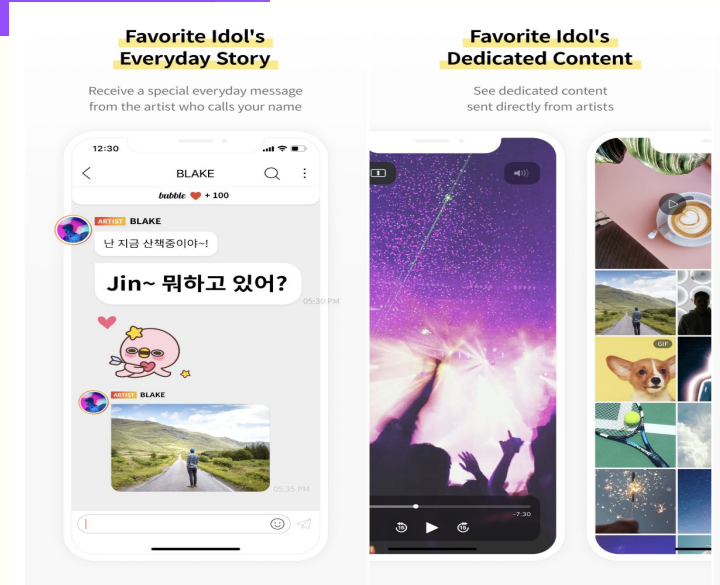
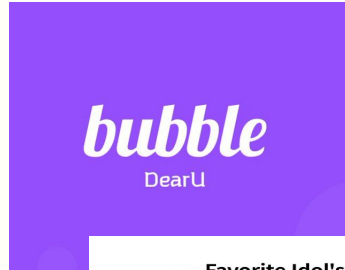
→ Builds positive image



Celebrities' endorsement enhances brand presence among fans

→ Fans trust the official partnership

Competitor Analysis - Bubble



- Monthly Subscription: 3\$
- Private messaging services for artists and fans
- Partnered with 114 famous agencies

What makes From Stars special?

- Use of celebrity voice
→ Feel more engaged with From Stars
- More interactive communication
→ Feel closer to their favorite celebrities

Competitor Analysis - Hiing



반돌이

고대부터 존재하던 돌은 세
월이 지나며 조금씩 깎이고...

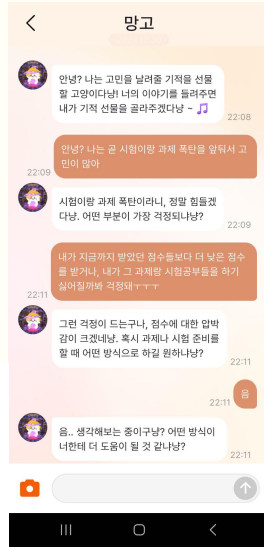
#ISFJ



약과몽

약과 모자를 쓰고 있는 조청
재질의 귀요미. 느긋하면서...

#젠들요정



- AI Counselling App with 50,000+ Korean users
- Several original characters
- Provides both emotional support & suggestions

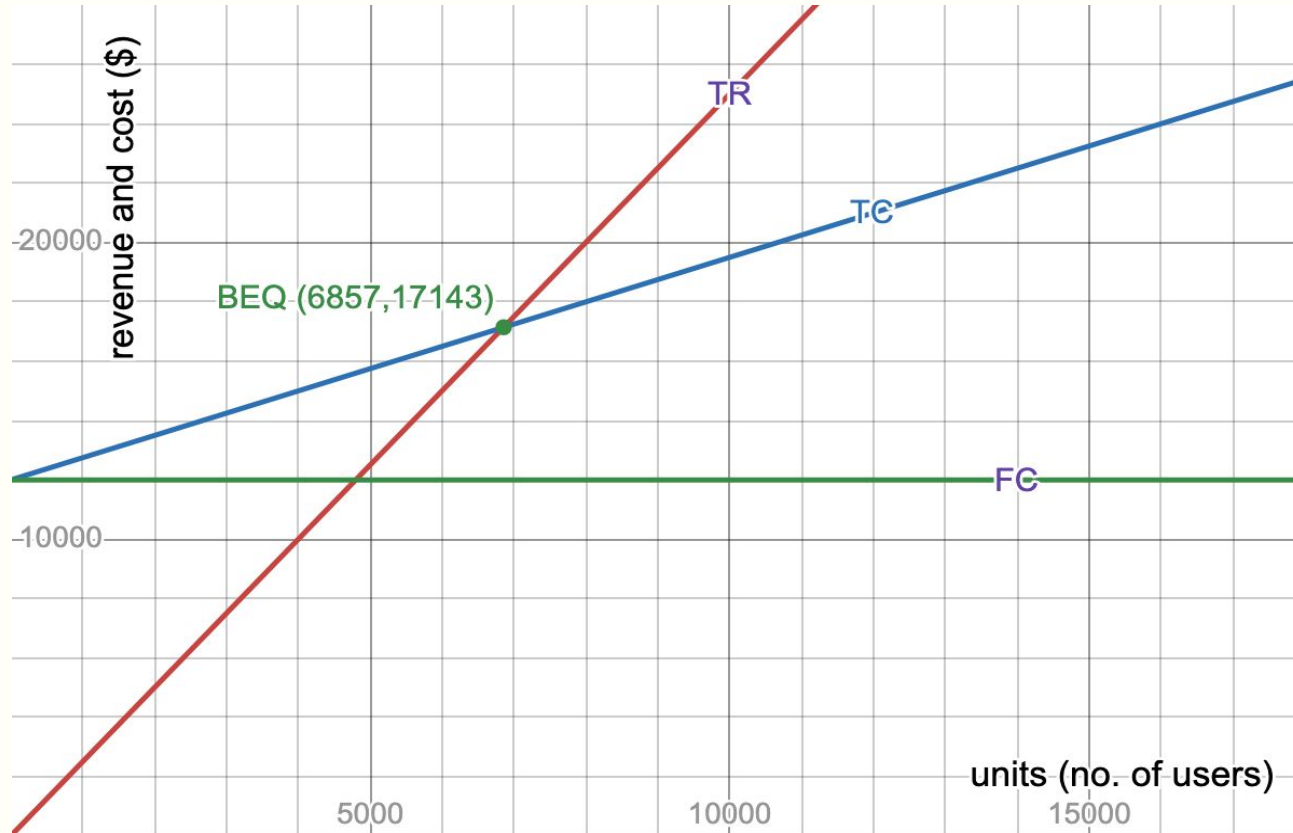
What makes From Stars special?

- Interactions with favourite celebrities
→ who are already familiar with users
- User analysis through survey
→ effective & personalized service

Cash Flow

		Jan	Feb	Mar	Apr	May	Jun
Sales Revenue Social Media Income	Opening Balance (\$)	9000	5,900	3,490	1,770	740	200
	Total Cash Inflow (\$)	12,650	13,400	14,150	14,900	15,650	16,400
Server Fee Labour Cost Marketing Cost Collaboration Other	Total Cash Outflow (\$)	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



Why support US?

#1

Enhances the users'
stress-level



**Meets the needs of South Korea
related to well-being**

#2

Satisfies both celebrities and
fan's desire



**Promising to attract loyal
fans of celebrities**

#3

Potential for global
expansion, attaining users
from various countries



**Increased market opportunities
by attracting global fans**

Thank you!

Supporting Document: Start Up Expense

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

Supporting Document: Business Card

From Stars

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