

# 2023 EnJoyStreet K-Culture VREDU

Representative travel agency for K-Culture products

## Overview of Collaboration to Revitalize the Local Economy



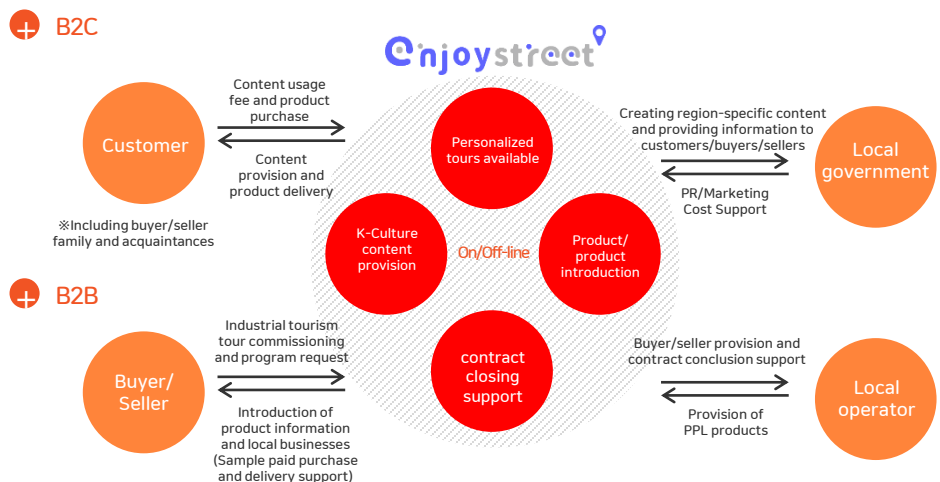
### Overview

- + Creating an ecosystem to promote local economy with domestic and overseas local governments
- + Development of sales channels for individuals and corporations operating businesses such as manufacturing, logistics, and distribution within each city/province/county nationwide
- + Inviting domestic and overseas buyers/sellers, etc. along with tours, and connecting to contracts after visiting products/products, etc.
- + Local governments: Support publicity/marketing expenses for 4-5 local businesses with the budget required to revitalize the local economy  
Individuals and corporations: Provide their own products free of charge or at low cost under the concept of PPL (Product Placement)

### Problem

- + **Sluggish local economy due to population decline in underprivileged areas**
  - Continued imbalance in the tourism industry focused only on specific tourist destinations (Seoul, Jeju, Busan, etc.)
  - Lack of content and PR/marketing channels that can bring out regional characteristics
  - Limited work for resident and floating manpower
- + **Channels needed to induce participation in local events and develop markets for local specialties**
  - Promotion/marketing needs to be upgraded and reorganized for local events that have been suspended due to the aftermath of COVID-19
  - Expansion of sales channels for local individuals and corporations that engage in business such as manufacturing, logistics, and distribution
  - Develop a plan to directly conclude and manage product/product contracts with domestic and foreign buyers/sellers

### Model



## Market & Opportunity

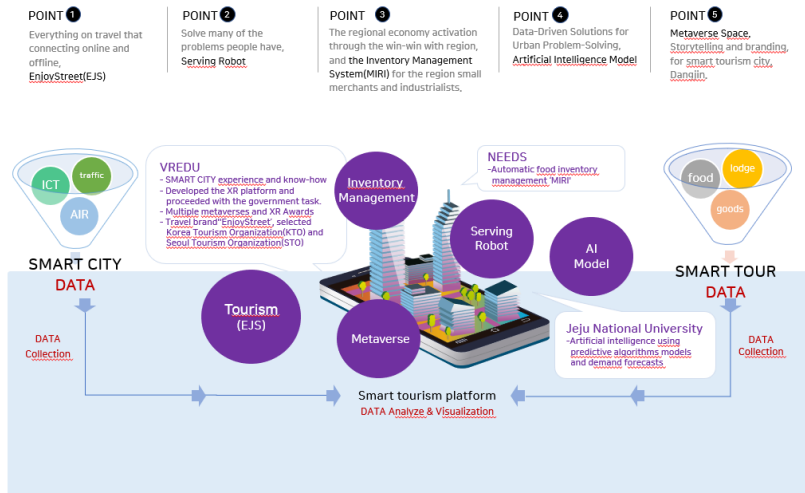
### Expected results for "municipalities and local businesses"

(Unit : won)

Product name	Unit price	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Note
Gyeonggi-do	20,000,000	20,000,000	20,000,000	60,000,000	40,000,000	40,000,000	40,000,000	20,000,000	240,000,000
Number of people		1	1	3	2	2	2	1	12
Gangwon-do	20,000,000	20,000,000	40,000,000	60,000,000	40,000,000	40,000,000	40,000,000	20,000,000	260,000,000
Number of people		1	2	3	2	2	2	1	13
Chungcheong-do	20,000,000	20,000,000	40,000,000	40,000,000	40,000,000	40,000,000	60,000,000	20,000,000	260,000,000
Number of people		1	2	2	2	2	3	1	13
Jeolla-do	20,000,000	20,000,000	40,000,000	40,000,000	40,000,000	40,000,000	60,000,000	20,000,000	260,000,000
Number of people		1	2	2	2	2	3	1	13
Gyeongsang-do	20,000,000	20,000,000	40,000,000	40,000,000	40,000,000	40,000,000	60,000,000	20,000,000	260,000,000
Number of people		1	2	2	2	2	3	1	13

### Overview of the Project: Smart tourism city illustrative

- Collaborate with domestic/overseas local governments through B2B and B2G models to generate revenue with budgets for revitalizing the local economy
- In the case of a B2C-based revenue model, revenue will be generated through on/offline travel tours and SaaS utilization



## Process (example)

### Recruitment of in/outbound customers/buyers/sellers through on/offline convergence promotion/marketing

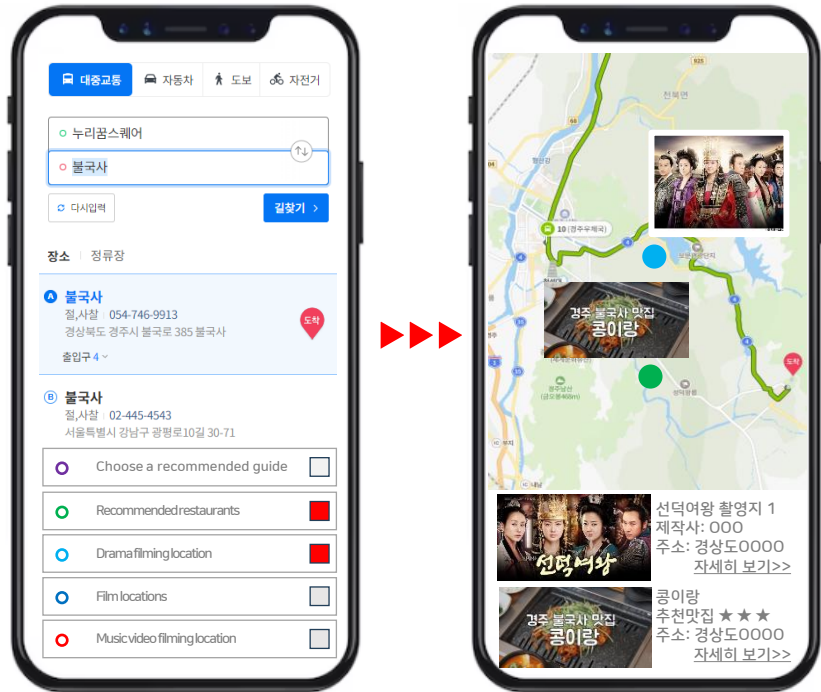
- Local guidance (factories, nearby places related to K-Culture content, etc.) and product information (multilingual support)
- Pre-meeting online using metaverse technology -> Induce site visits and field trips -> Contract signing



## Solution

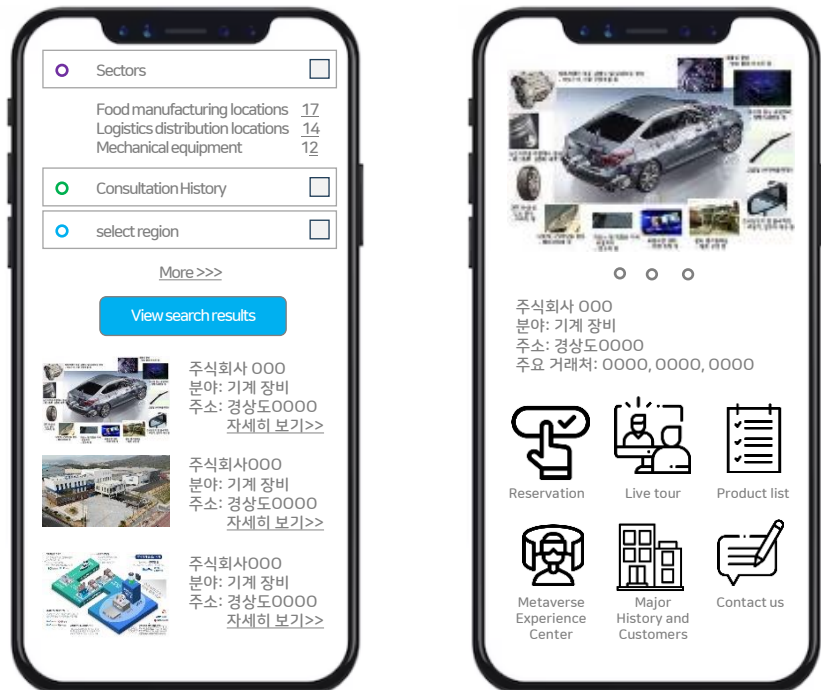
### [B2C] Implementation of customized tour through "GPS-based automatic recommended route"

- The route from the user's starting point to the destination can be searched through means of transportation
- Alone or EJS recommended guide can be selected



### [B2B] Search and recommendation for "customized tour", such as industry and desired consultation details

- Search from the type of company you want to consult about, etc.
- Online pre-meeting with the company's main items and offline on-site reservations available



※ B2C + B2B, air (railway), lodging, car rental, etc. Convergence customized and recommended services provided