

SHAREBOX

SHAREBOX
Business Plan



'24 Sharebox

Sharebox:

A one-stop shop for your immersive marketing needs

We offer high quality AR/VR/XR content and immersive experiential marketing services.

We combine physical XR experience zones with immersive interactive content to create a brand new, unique, customizable marketing experience.

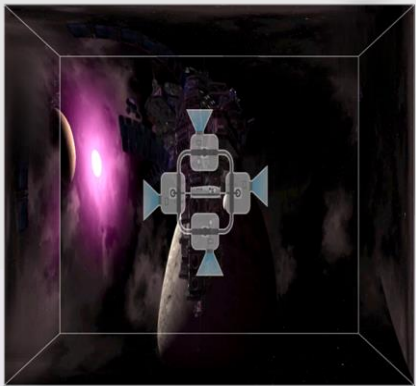
A photograph showing two people in silhouette interacting with a large-scale, colorful, and intricate digital projection. The projection depicts a fantastical landscape with rolling hills, stylized trees, and a large, glowing orb in the sky. The overall scene is bathed in a blue and purple light, creating a dreamlike atmosphere.

SHARE YOUR DREAMS.

Original Sharebox Content

High quality AR/VR content oriented around culture and education
One step ahead of the 4th industrial era

01



**XR Interactive
Experience Zone**

02



Virtual Story-living
concert
My Love Clara

#2018

03



VR/AR two-way
**Group astronomy
education**

#2019

04



VR astronomy
education content
Universe, Let's Play

#2020

05



VR interactive
astronomy content
Space Expedition

#2022

Main Business Area

Our Service



**XR interactive content + immersive XR zone development
= interactive marketing service**



XR experience zone installation

- We plan and create immersive XR content tailored for the displays that raise immersivity and interactivity



Experiential marketing service

- We provide offline experiential exhibition space building marketing services for advertisement marketing and retail therapy



XR interactive media wall

- We create and supply the media wall with customized XR interactive content

Our Technology

Sharebox is an XR marketing technology company that has accumulated know-how in the development of various immersive contents, from projection mapping to VR.



Owned and Developed Technology

- #### Owned Technology
- Development with Unity / Unreal Engine
 - Projection mapping, multi-sided video production
 - Volumetric capture image technology

- #### Developed Technology
- Installation of a 5-wall immersive XR experience zone
 - Multi-user movement detection technology
 - Movement based interaction technology


Licensing and Trademarks

- #### Patents
- Immersive experience space
 - All-round interaction experience space

Trademark

- X-Rumpus Box name
- X-Rumpus Box logo

X-RUMPUS BOX



Copyright

- <Space Expedition>, an interactive space experience VR education content
- MR (VR+AR) content <Universe, Let's Play>
- VR/AR two-way children's astronomy education content
- Virtual story-living classical content <My Love Clara>

Our Services

Sharebox doesn't stop at the visual aspect, but goes on to provide experiential value through interactive experiences with XR marketing.

5-wall immersive XR interaction service



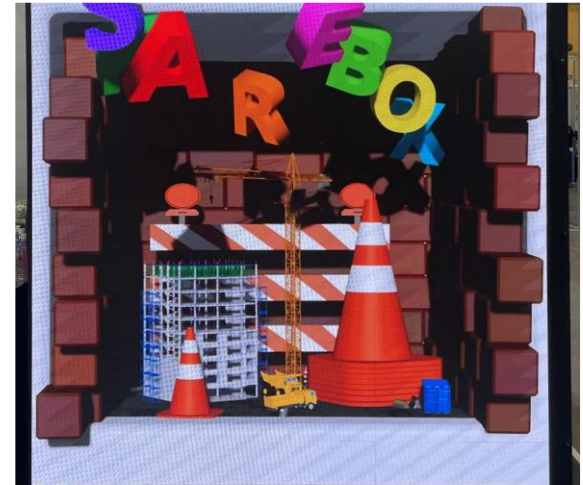
- Uses sensors and motion detectors to recognize the movement and gestures of **multiple users**.
- A physical immersive space with virtual interactive content, **without any wearables or devices**.

XR interactive media wall



- An **outdoors installation** that displays customized XR interactive content to become a cultural landmark.
- Clear transmission of images regardless of lighting and weather.

5-sensory XR Experience Booth



- A **cube-shaped installation** into which users enter to experience the XR marketing service.
- **Perfect for smaller spaces and conferences / expositions.**

5-sensory Interactive Experience Zone SHARE BOX

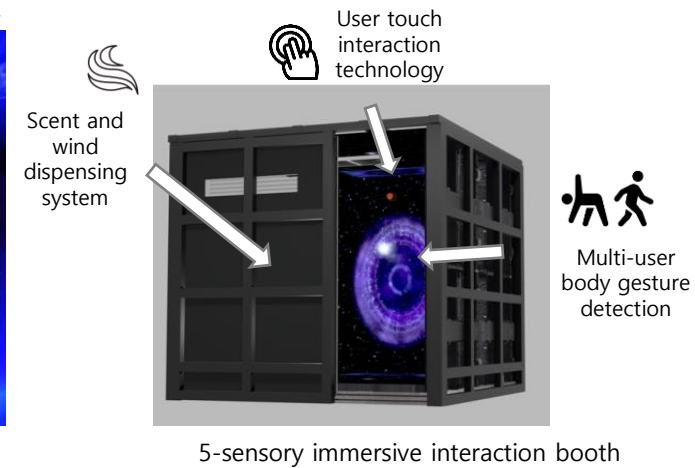
Mold Sample Image



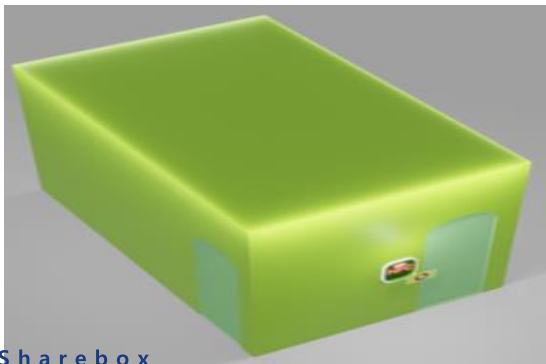
Air Control System



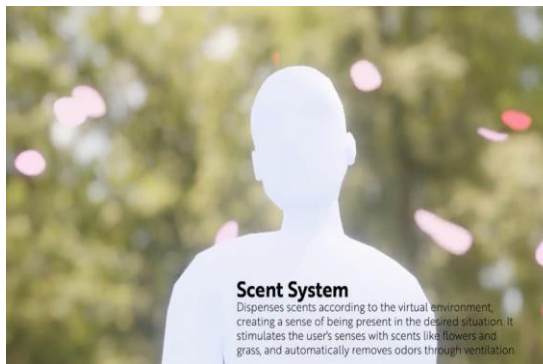
Wind Dispensing System



Mold Sample Image (Exterior)



Scent System



Control System



- 5-sensory Immersive XR
- Movement based interaction
- XR virtual space set up
- Personalization with QR codes
- Scent and wind dispensing system

Our Services

Unique Characteristics

5-sensory experience, heightened immersivity

No need for wearables or devices

System to stimulate the senses, including scent and temperature

3D surround sound and air control

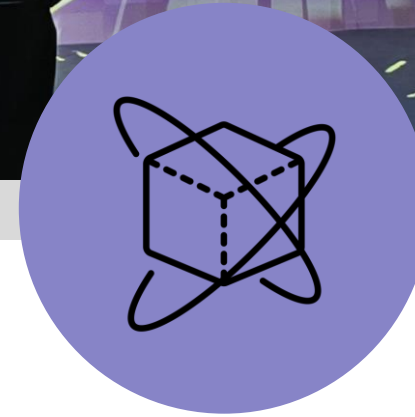
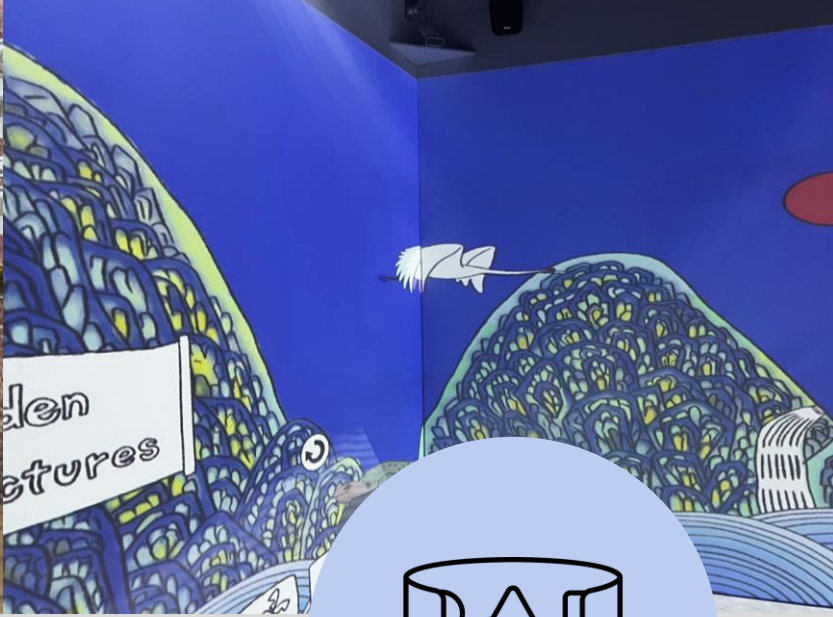
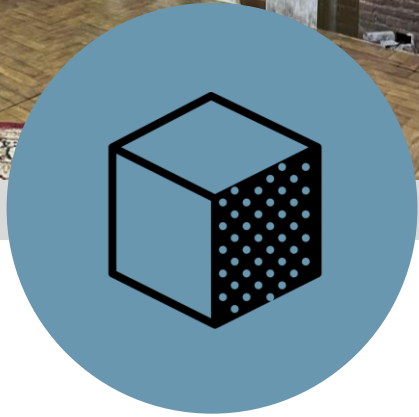


Highly immersive visual stimulation through quality LED screens

Uses small leftover spaces

Not just visual, but physically tangible experience

Easy to set up / dismantle, cost-efficient



Customizable interaction booth

- **Smart interactive XR pop-up space**
- Easy to set up and take down
- **Tailored to your needs**

Price according to needs

- Components: 3 original Sharebox content, LED screens, server, app, web development, frame set up, etc.
- Keep the booth after the contract ends

Add your own custom content

- We create **custom XR interactive content** according to client's needs
- Price can be discussed.**



Market Strategy

Now is the time for Sharebox to make bold and preemptive investments

To enter the global market and popularize XR experience zones

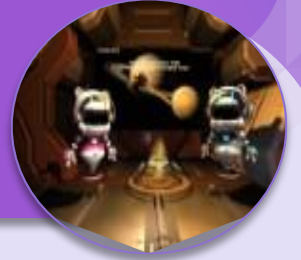
Market Analysis

The Rise of Experiential Marketing

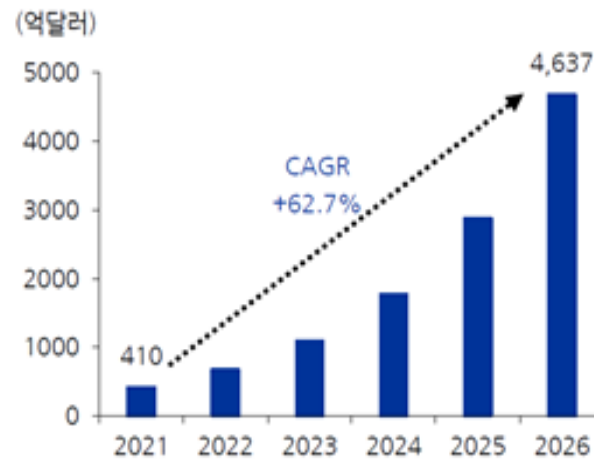


MAC Wash and Dry, San Francisco
Big experiential marketing event by MAC cosmetics

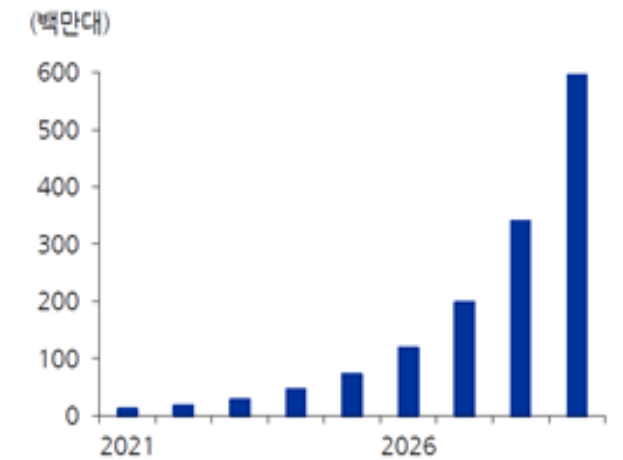
- Strategy to imprint the brand image by creating an emotional experience for the target audience. Experiences that stimulate the senses.
- Use of SNS marketing, with 'photo spots' that create an 'instagrammable' experience.
-> Viral marketing



Global and Domestic XR Market

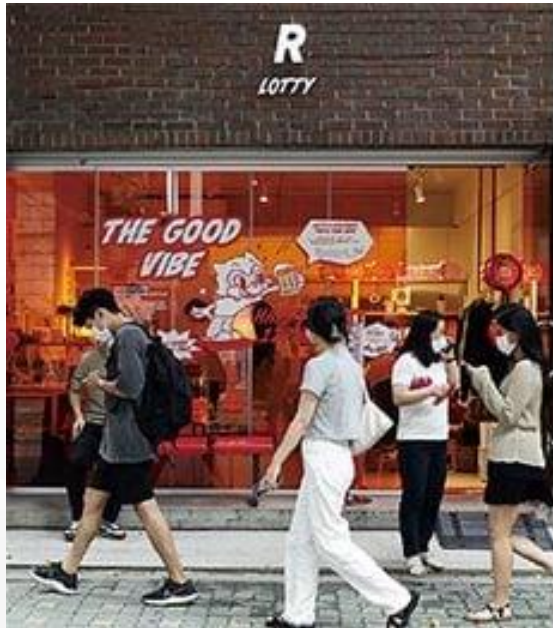


자료: R&M, 유진투자증권



자료: 시장자료, 유진투자증권

Current Trends – Reevaluation of offline spaces



Pop-Ups Galore

- The global Pop-Up Store market is predicted to increase by 18.8% in 2025, for a total of 95 billion USD

MZ Generation's playground

- Pop-up stores let you experience the brand's unique aesthetic and provide photo spots, and are adapting to make use of new technology



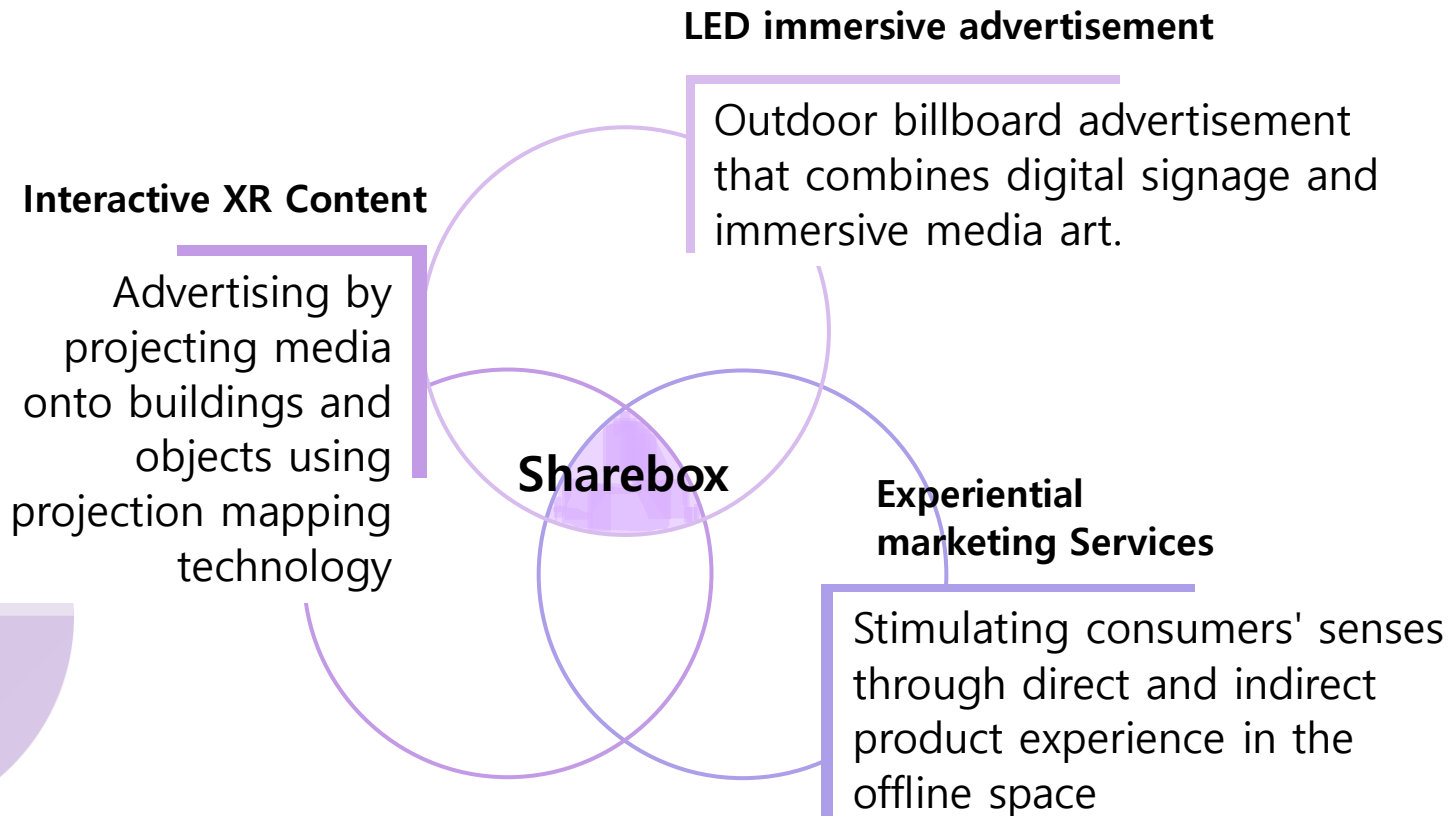
Immersive Media Art

- Pop up stores, short term offline events and immersive media art displays are growing more and more popular

Strengths

X-Rumpus Box combines the positive elements of outdoor billboard displays, XR content, and experiential marketing services

Positioning



Uniqueness

Interactivity

- We offer not just visual stimulation and advertising services but also interactive elements and experiential value.

One Stop Shop

- We offer not just content creation, but a one-stop solution with all the steps of the project handled through us and not a third party.

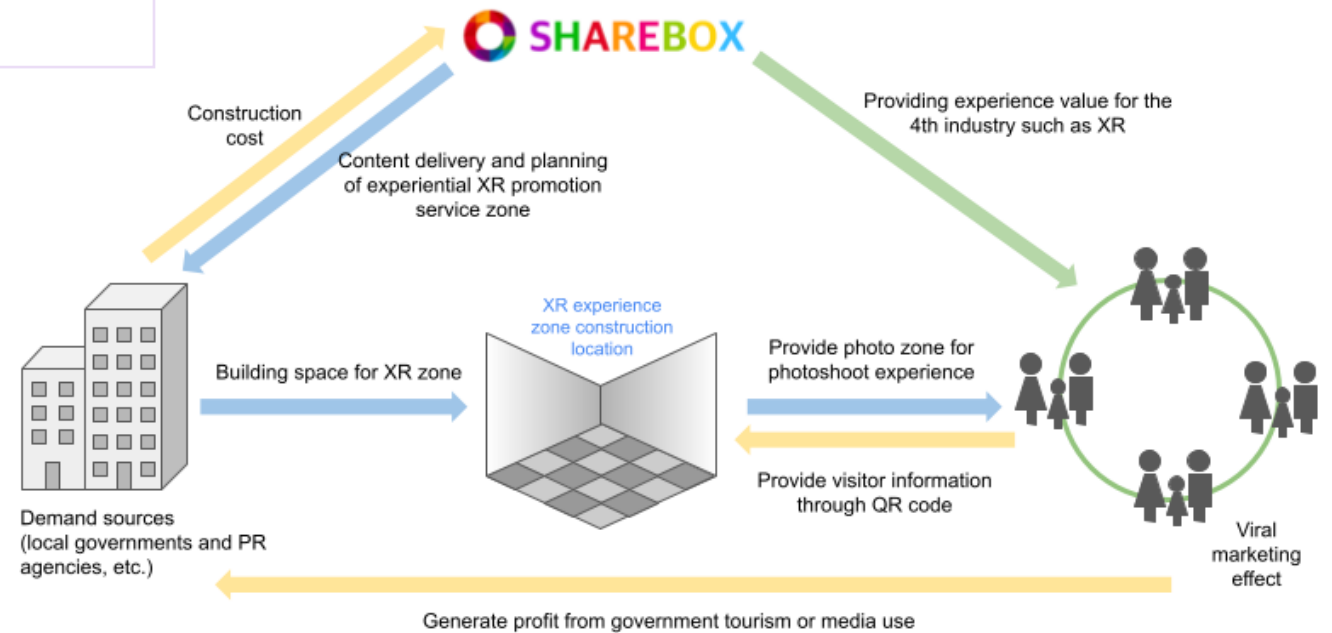
Business Model: X-Rumpus Box

1st Target (B2B)

- Companies and organizations that want to create offline promotional spaces to provide immersive and interactive experience

2nd Target

- Consumers who want to experience 4th industry contents offline



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Global Exhibition Participation

Participation Las Vegas MWC



MWC Las Vegas VR Demonstration



VR Demonstration and Follow-Up

Dubai GITEX (Gulf Information Technology Exhibition)



Iranian media's exclusive coverage



Startup Pitching Contest
Semi-Final Advancement



VR demonstration in GITEX booth

Tokyo IT WEEK Participation



IT Week XR zone Demonstration



Preparations for Entering into the Global Market

Germany: Betahaus X & KISED 2021



- Mentoring
- Buyer Meetings
- AsiaBerlin Summit

UAE: Astrolabs & KOCCA 2022



- GITEX
- Supernova Challenge
- Demoday

Finland: Vertical VC & KISED 2023



- SLUSH
- Investor meetings
- Demoday

Learning from past experiences:

- Learned how to act and talk in order to appeal to foreign companies
- Use of LinkedIn for networking and communication
- Preparation of elevator pitches and picture heavy pitch decks
- Market research: Europe more conservative and slow to accept more technologically advanced services, unlike Asia and UAE.

MoUs and Partnerships.

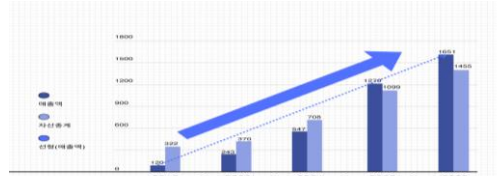


	Company	Country
1	Inti Warta Media	Indonesia
2	RAFIQ	UAE
3	Digital Twins LLC	UAE
4	Infograins	UAE
5	VIVID THREE	Vietnam
6	BetahausX	Germany
7	Sembricon	China
8	Unlimited Disruptive Solutions	Spain

Main sales and projects



Constantly created new content, expanding our reach from 2018 onwards.

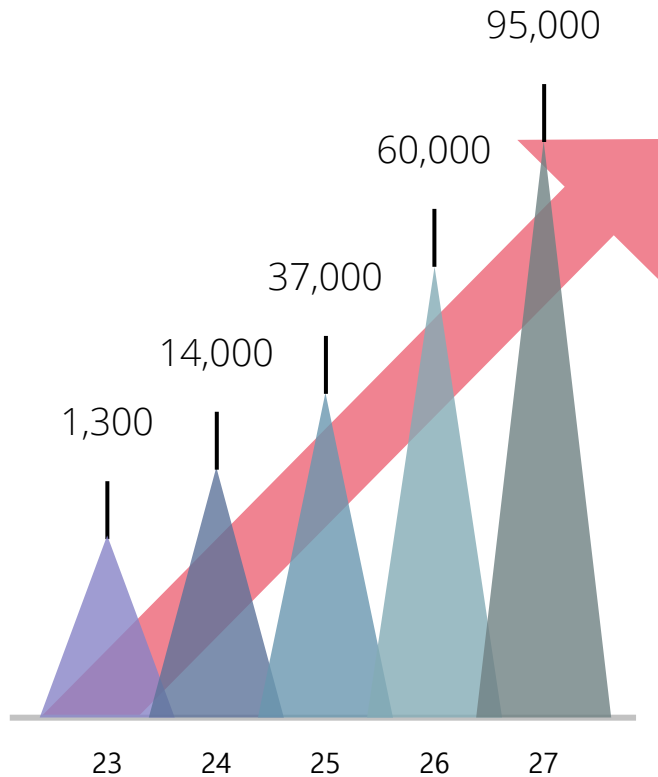


2023 total income ~1'200'000 USD, of which 14500 USD was exported, creating an upwards trend in sales

Content	Immersive classical concert Projection Mapping <Schumann, Clara and Brahms>	VR <My Love Clara>	VR Astronomy content <Universe, Let's Play> 22 Episodes	MR Content <Space Expedition>	KB Kookmin Bank Metaverse VR Branch	Metaverse 4 th industry education VR content
Images						
Organisation	Seoul Business Agency (SBA)	Korea Institute of Startup & Entrepreneurship Development (KISED)	KISED	Daejeon Information & Culture Industry Promotion Agency (DICIA)	KB Kookmin Bank	Korean Community Media Foundation (KCMF)
Content	5-wall immersive interactive XR service, Sharebox Showroom	KB Metaverse VR Branch 2 nd stage testbed	C2E Platform consortium for Metaverse Economy	360 degree videos customized for 5 walls	Immersive Interactive Fairy Tales: 3 Little Pigs	Immersive Interactive Fairy Tales: The Magic Clay Pot
Images						
Organisation	Ministry of SMEs and Startups (MSS)	KB Kookmin Bank	Korea Radio Promotion Association (RAPA)	SBA	National Library for Children and Young Adults (NLCY)	NLCY

Future Plans and Projected Sales

Unit: 100 million KWR



Projected Sales
95 billion KRW =
~70'000'000 USD

Target	Category	Details	2023년	2024년	2025년	2026년	2027년
Korea	B2G	XR Experience zone (Space design, contents)	480	900	2,700	4,000	6,000
	B2B	XR advertisement experiential booth (five-sensory, live interaction)	150	2,200	11,000	15,000	20,000
	B2C	X - Rumpus Box (Escape Room, Color Race content)	0	900	2,300	3,000	5,000
Sub Total			630	4,000	16,000	22,000	31,000
Global	B2G	XR Experience zone (Space design, contents)	0	1,200	2,400	4,000	6,000
	B2B	XR advertisement experiential booth (five-sensory, live interaction)	50	1,000	5,000	8,000	10,000
	B2C	X - Rumpus Box (Escape Room, Color Race content)	0	1,300	2,600	5,000	8,000
Sub Total			50	3,500	10,000	17,000	24,000
Total (Domestic + Global)			680	7,500	26,000	39,000	55,000
Other income (Except government support fees)			1,330	1,500	2,000	1,000	1,000
Sales + Other income = Total			2,010	9,000	28,000	40,000	56,000

Our Core Team

ONE-STOP solution for content planning and creation

Both planning and producing internally possible



CEO **Shin YeonSik**

- 'My Love Clara', 'Universe, Let's Play' (immersive VR contents) **Producer**
- 20 years of experience producing various items from cultural content to immersive content, ICT, etc.

Marketing Team **Rae-Joo Kim**

Marketing through networking with schools, governments, telecommunication companies, etc. and running our SNS platforms.

- **Europe Ye-In Kim** - Based in Switzerland, multilingual communication in 5 languages.
- **Korea Yunkyong Kim** - Domestic marketing analysis and strategies

Strategic Business Team **Nan Hee Kim**

- Planning and structuring content
- Finance, accounting, directing other teams

XR / Unity

<Universe, Let's Play>, <Space Expedition>

XR/ Unreal Engine

<What's up, Seoul!>, Projection Mapping, <X-Rumpus Box>, KB Bank VIP branch

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