



**THINK  
CREATIVE**  
CMI'S INNOVATION ARM

————— CUSTOMER  
**DISCOVERY TRACK**

## Company Summary:

Mr. PAPA is a leading local-based agri-food platform specializing in Korean and Asian foods. The company operates an online e-commerce platform for consumers (B2C) and an online/offline ordering solution for businesses (B2B). Mr. Papa's operations encompass direct sourcing from local agricultural producers, advanced logistics and distribution systems, and the integration of innovative technologies.

## Key Features:



### Comprehensive E-commerce Platform

Offers a wide range of fresh, authentic Korean and Asian food products. Innovative B2B Solutions: Provides advanced ordering and analytics software tailored for Asian restaurants and grocery stores.



### Sustainability Focus

Emphasizes eco-friendly practices and supports local farmers.



### Smart Factory and R&D

Advanced automated food manufacturing and research facilities in Korea. AI-based demand forecasting systems to optimize inventory and reduce waste. Utilize blockchain for ingredient traceability, enhancing food safety and transparency.

## Korea Achievements:

**Strategic Partnerships:** Partnered with T-WAY Airlines and expanded exports to Hong Kong and Mongolia.

**Market Leadership:** Recognized as the No.1 local-based online/offline retail platform for Asian foods.

**Investment Growth:** Pre-IPO stage with significant growth in investments, targeting global expansion.

**B2C:** Ethnic food enthusiasts

**B2B:** Asian restaurants, high-end food services, health-conscious grocery stores, and Asian chain grocery stores.

**Local Sourcing:** Collaboration with U.S. farms and food vendors for fresh, locally produced ingredients.

## Expansion in USA:

## US Customer Discovery Needs:

**Customer Discovery Conversations:** Small & Medium Asian Restaurants, Food Wholesalers & Retailers, local farmers markets (farmers)

**User Experience Insight:** Restaurant Ingredient Ordering workflows and supplier selection process, pain points

**Industry Insight:** Food logistics and distribution networks; Agritech

**Business Networks:** Food retail and service industry



# Daejin Advanced Materials

**Industry:** Industrials / Cleantech Battery  
**daejin2019.com**  
**US Participant:** CTO  
**Founded:** 2019

## Company Summary:

Leading Korean manufacturing company specializing in industrial plastic molding with a strong focus on environmentally friendly solutions. The company excels in the production of advanced composite materials and electric vehicle (EV) parts. January 2024, establishment of a joint venture with a Chinese company, Daejin Dazhan Nano Materials Inc. to produce CNT Conductive Materials Eumseong Factory in Korea.

## Key Features:



### Innovative Technology

Advanced CNT (Carbon Nanotube) dispersion technology, enhancing functionality, durability, and performance of materials.



### CNT Technology

Increases battery capacity and life, lower cost, increased battery output performance.

## Korea Achievements:

**Vertically Integrated Manufacturing:** Expertise in the entire production process, from resin compounding to final product application. Establishing production facilities in Korea, Poland, Philippines, and Indonesia to secure a robust global network.

**Product Range:** Includes hybrid antistatic agents, secondary battery packaging materials, automotive internal and external parts, and electronic parts.

**Clients: Domestic:** LG Electronics, Samsung Electronics, Hyundai Motor Group. **International:** Oakwood Group (USA), Tesla, and other prominent global companies in the secondary battery and EV sectors.

## Expansion in USA:

Current CNT business model involves sourcing materials and products from China and exporting them to the U.S. Once a certain level of market success in the U.S. is achieved, DAEJIN plans to establish its own manufacturing facility in the U.S. and seek investment from U.S. partners.

## US Customer Discovery Needs:

**Customer Discovery Conversations:** Battery Industry manufacturers or stakeholders. Gain insights for applying to U.S. government R&D programs

**Industry Events and Trade Shows:** Battery Trade Show to build customer pipeline.



## Company Summary:

INVENTIS Co., Ltd., established in 2014, is a leading Korean automotive IT service company specializing in 3D modeling, digital retail solutions, and metaverse platforms. The company provides comprehensive B2B and SaaS solutions for OEMs and dealerships, enhancing sales, service operations, and customer engagement.

## Key Features:

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### Dealer 365 Advanced IT Solutions

Provides 3D car configurators, automotive CRM, AI sales assistants, and virtual training modules. Digital Retail Solutions: Offers omni-channel digital retail tools, enhancing dealership efficiency and customer satisfaction.



### Innovative Technologies

Utilizes Unity, Unreal, and WebGL for high-polygon 3D modeling and real-time rendering. Extensive Global Reach: Services over 2,500 dealers across 20 countries, with plans to expand further.

## Korea Achievements:

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**Strategic Partnerships:** Strong collaborations with Hyundai, Kia, and Genesis, supporting over 3,000 dealerships in Asia. OEMs: Hyundai, Kia, Genesis, and expanding to additional OEMs each year.

**Global Reach:** Operations in countries including Germany, Italy, Russia, Thailand, UAE, Australia, Mexico, and Brazil.

## Expansion in USA:

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**Market Research:** Understanding the specific needs and trends of the U.S. automotive IT market.

**Regulatory Compliance:** Ensuring compliance with U.S. data security, privacy, and automotive regulations.

**Customer Feedback:** Gathering feedback from dealerships and end-users to refine and adapt solutions for the U.S. market.

## US Customer Discovery Needs:

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**Customer Discovery Conversations:** Auto dealerships

**User Experience Insight:** Dealerships sales manager user testing and feedback

**Industry Insight:** Technology partners and IT sales distributors for auto industry



## Company Summary:

Bering Lab is a pioneering Korean company specializing in automating legal translations through a combination of artificial intelligence (AI) and human expertise. Established to address the inefficiencies in traditional translation methods, Bering Lab offers a hybrid solution that significantly improves the speed, accuracy, and cost-effectiveness of legal document translations.

## Key Features:

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### Hybrid AI Translation Engine

Combines machine translation with post-editing by qualified lawyers, achieving 99% accuracy.



### Speed and Efficiency

Translates up to 6,000 words per day, three times faster than traditional methods.



### Cost-Effective:

Reduces translation costs by 40% compared to conventional agencies



### Specialized Legal Translations

Optimized for legal documents, ensuring high precision and reliability.

## Korea Achievements:

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**Market Leader:** Co-founded the largest legal translation agency in Korea.

**Client Base:** Services over 100 clients, including major law firms and corporations.

**Revenue Growth:** Achieved profitability within three months post-launch with a revenue of \$1.6M, projected to reach \$9.6M by 2026.

**Efficiency Gains:** Saved a major Korean law firm approximately 25,000 man-hours annually through the implementation of Bering Lab's AI-NMT engine.

## Expansion in USA:

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Legal Translation Service expansion with Hybrid AI capability targeting law firms, banks, and general corporate clients. Developing support for additional languages including German, French, Spanish, Vietnamese, Thai, Portuguese, Italian, Russian, and Bahasa Indonesia.

## US Customer Discovery Needs:

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**Customer Discovery Conversations:** Corporate General Counsels, Fractional GCs, Law Firms

**User Experience Insight:** Gathering insights discovery interviewees to tailor services and improve the product offering.

**Industry Insight:** Understanding the demand for legal translation services in the U.S. and identifying potential client segments.



## Company Summary:

Technology company specializing in the use of generative AI to create virtual models for the fashion and advertising industries. The company's innovative solutions help brands enhance their marketing efficiency, reduce production costs, and boost customer engagement using attractive and diverse virtual model content.

## Key Features:



### Generative AI Technology

Utilizes AI to create lifelike virtual models that can be customized for various advertising and marketing needs.



### High Efficiency

Virtual models significantly increase ad click rates and overall marketing efficiency, with virtual model content accounting for approximately 80% of total ad spend in efficiency tests.



### Cost-Effective Solutions

Helps fashion retailers and brand marketers cut photo production costs and showcase 3D designs with customization options.

## Korea Achievements:

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**Successful Campaigns:** Achieved 186% of the expected KPI in a customer engagement promotion for Hyundai Department Store Duty-Free App.

**High Customer Engagement:** Over 2,000 people shared their results on social media during the Doppelganger event.

## Expansion in USA:

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Aiming to introduce AI-driven virtual model solutions to the U.S. and collaborate with ecommerce, brand marketers, and designers to expand market presence and enhance service offerings.

## US Customer Discovery Needs:

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### Customer Discovery Conversations & User Experience target segments:

**E-commerce Store Managers and outsourcing agencies:** These individuals are responsible for managing online stores, handling everything from product listings to customer interactions. They require efficient tools for product photography and image enhancement to make their listings more attractive and professional.

**Product Photographers:** Photographers who specialize in product photography can benefit from Fliption's AI-enhanced imaging capabilities. This segment includes both freelance photographers and those employed by e-commerce businesses to create high-quality product images.

**Fashion Industry Professionals:** This includes managers and marketers within the fashion industry who need to produce high volumes of imagery for fashion products. Fliption can provide solutions that streamline the process of creating and enhancing images for fashion items, particularly focusing on apparel and accessories.

**Industry Insight:** Focus on integration with Shopify and expand to other platforms like Amazon and eBay.

**Identifying Gaps:** Key gaps identified include a lack of focus on non-apparel items such as accessories, beauty products, and health products. Develop deeper integrations with popular e-commerce platforms to streamline the workflow for users.

**Business Networks:** SMB ecommerce store community groups.



## Company Summary:

Cybersweets is a AR content creation studio focused on filter campaigns. They focus on Instagram AR production, Filter creation for: Tik Tok, Challenges, Camera, Reel, Web AR, Interactive content, AR game and AR campaigns.

## Key Features:

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Cybersweet is developing AI-powered AR content creation project management tools. The company aims to revolutionize content marketing by replacing manual, agency-driven tasks with automated digital solutions, making project handling ten times faster.



### AI-Powered Project Management Tool

Designed specifically for content marketing, it includes project guides, cost calculators, visual references, AI-supported answers, and time management guides.



### Dynamic Dashboard

Provides an intuitive interface for managing projects, scheduling tasks, and accessing a digital starter pack for various campaigns.



### Industry-Tailored Solutions

Offers starter packs for campaigns such as influencer marketing, TikTok promotions, dance challenges, and pop-up stores.



### Marketplace Integration

Connects marketers with professional vendors through a marketplace that charges a 15% transaction fee.

## Korea Achievements:

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Early customer discovery completed of tool with Korea Client Base of 160 clients

## Expansion in USA:

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**U.S. Market Entry:** Focus on entering the U.S. market to offer either studio services or AI-powered project management tools to content marketers, leveraging the growing demand for efficient digital solutions.

**Strategic Partnerships:** Forming alliances with U.S. content marketing agencies, brands, and influencers to enhance service reach and reliability.

## US Customer Discovery Needs:

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**Customer Discovery Conversations:** Cybersweet is validating if there is a need in the US market for either their AR content creation management tool or expansion of their studio AR content creation capabilities. Understanding the specific needs and pain points of U.S. content marketers and agencies. Validate the need for the tool and understand the pain points without showing any UX/UI designs initially. Validate if the studio services are needed based on cost savings and strong project management reputation..

**Industry Insight:** Learn about the sales and purchasing processes (tool and subcontracting process) within target agencies to tailor the sales approach.



## Company Summary:

Dob Studio is a Korean creative studio specializing in producing high-quality digital content and media. The company focuses on leveraging innovative technology and creative expertise to deliver engaging and impactful visual content for brands and businesses.

## Key Features:



### High-Quality Digital Content

Offers a wide range of digital content services including animation, video production, graphic design, and interactive media.



### Innovative Technology

Utilizes cutting-edge technology to create immersive and visually stunning content that captures the audience's attention.



### Creative Expertise

Boasts a team of highly skilled creatives with extensive experience in the digital media industry.

## Korea Achievements:

**Successful Campaigns:** Delivered successful digital content campaigns for various high-profile clients, enhancing their brand presence and engagement.

**Industry Recognition:** Recognized for creative excellence and innovation in the digital content industry in Korea.

## Expansion in USA:

Aiming to introduce high-quality digital content services to the U.S. market, targeting brands and businesses looking for impactful visual content. Seeking collaborations with U.S. advertising agencies, marketing firms, and brands to expand service offerings and reach.

## US Customer Discovery Needs:

**Customer Discovery Conversations:** Creative Agency Executives & Production Company managers.

**Role:** CEOs, Creative Directors, and Account Directors; Production Managers, Heads of Production, and Technical Directors.

**Objective:** Understand the agency's decision-making process, key challenges, and needs in terms of content production and technological solutions. Gain insights into their production workflows, pain points.

**Marketing and Advertising Professionals:** Role: Marketing Directors, Brand Managers, and Campaign Strategists. Objective: Learn about their needs for creative content, how they work with production companies, and their openness to new technological solutions.

**Business Networks:** Building relationships with U.S. advertising and marketing industry stakeholders.

**Creative Partnerships:** Collaboration with other creative studios and agencies to expand the scope and impact of digital content projects







**THINK  
CREATIVE**  
CMI'S INNOVATION ARM

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**SALES  
GROWTH TRACK**

## Company Summary:

MUSKA specializes in sleep healthcare with its flagship product, the Sleeping Bottle, an all-natural sleep aid beverage.

### Key Features:

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#### Product Formula

Developed a patented sleep-enhancing formula using 100% natural ingredients, such as Ecklonia Cava Extract. The product is designed to improve sleep rhythms without the side effects associated with traditional sleep aids.



#### Target Market

The primary target market for Sleeping Bottle includes individuals of all ages who experience difficulty sleeping. This encompasses students, working professionals, pregnant women, and seniors. B2B clients include pharmacies, department stores, airlines, duty-free shops, and hotels.

### Korea Achievements:

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As of July 2024, 1 million bottles have been sold in Korea.

### Expansion in USA:

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MUSKA has successfully entered the US market, selling on platforms like Amazon and Walmart, and plans further expansion into global markets.

### US Customer Growth Focus:

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MUSKA seeks to expand its presence in convenience stores, grocery stores, and home shopping channels to reach a broader consumer base.



## Company Summary:

Adoba provides an AI-based SaaS solution, Adobaro, designed to help global content creators maximize revenue by expanding their reach to Chinese platforms. Trusted by over 1,200 creators across 17 countries, Adobaro simplifies the process of entering the Chinese market, offering automated and optimized content distribution and management.

## Key Features:

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### AI-Powered Platform

Automates content uploads and optimizes them for various platforms.



### Global Pass

Facilitates channel opening, operation, and revenue settlement for foreign creators on Chinese platforms.



### Integrated Dashboard

Provides a convenient interface for managing multiple platforms and monitoring performance.



### Rapid Monetization

Enables fast track channel monetization and issue management.

## Korea Achievements:

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**Rapid Growth:** Exceeded 1,000 users within six months of launch.

**High Conversion Rate:** Achieved a 40% paid conversion rate following initial free promotions.

**Market Presence:** Operated over 2,500 channels in China, partnering with major platforms like Bilibili, Weibo, and Tencent Video.

## Expansion in USA:

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Secured Partnership with Viral Nation

Strategic Partnerships: Forming alliances with U.S. creator agencies and brands to enhance service reach and reliability.

Partnered with high-profile creators such as Nick DiGiovanni and Steven He.

## US Growth Focus:

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Focus on securing U.S. content creators and creator agencies to help them penetrate the Chinese market.



## Company Summary:

EverEx is redefining musculoskeletal (MSK) care with AI-backed software as a medical device (SaMD) solution. The company offers innovative digital therapeutics (DTx) and remote therapeutic monitoring (RTM) products aimed at improving patient outcomes and reducing healthcare costs associated with MSK conditions.

## Key Features:

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### MORA Cure

An AI-driven multidisciplinary digital therapeutic integrating rehabilitation and cognitive behavioral therapy (CBT).



### EverEx Rehab

An FDA-registered RTM solution for MSK conditions, offering remote monitoring and therapeutic guidance.



### Clinical Evidence

Proven effectiveness in reducing pain and improving functional outcomes in clinical trials.

## Korea Achievements:

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**Market Penetration:** Deployed solutions in over 50 major hospitals and clinics in Korea.

**Regulatory Approval:** Achieved FDA registration for RTM solutions and KFDA approval for DTx products.

**Funding Success:** Secured \$8M in total funding, supported by accelerators like Samsung and NVIDIA.

## Expansion in USA:

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**U.S. Market Entry:** Focus on establishing a presence in the U.S. market for remote therapeutic monitoring and digital therapeutics.

**Strategic Partnerships:** Seeking collaborations with physical therapy centers specifically those that accept Medicare

## US Growth Focus:

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**User Feedback:** Collecting feedback from U.S. clients to refine and adapt DTx and RTM products for local requirements.

**Business Networks:** Building relationships with physical therapy clinics.



# Innovaid (Dentlink)

**Industry:** Dental  
**about.dentlink.io**  
**US Participant:** Jin Hyeok Kook, CEO  
**Founded:** 2021

## Company Summary:

Innovaid Co., established in 2021, operates Dentlink, a digitalized outsourcing service that connects dental clinics and labs worldwide through digital dentistry. Dentlink leverages intraoral scan data to facilitate the production of high-quality, cost-effective prosthetics by Korean dental labs, overcoming language and time zone barriers. The platform supports international transactions with services encompassing customer service, delivery, payment, communication, quality control, and customs clearance. With a growing presence in the US, Australia, New Zealand, and Canada, Innovaid aims to achieve total sales of 10 billion KRW and expand to over 200 overseas dental clinics in the next 12 months. Dentlink's competitive advantage lies in its comprehensive service suite and strong partnerships with top Korean dental labs, ensuring consistent quality and stable supply.

## Key Features:



### AI-Powered Platform:

Utilizes AI to streamline the order, management, and communication processes for dental prosthetics.



### High-Quality Materials and Equipment

Certified by FDA and CE, ensuring the use of premium materials and equipment for optimal dental prosthetics.



### Comprehensive Service Offerings

Includes crown and bridge, digital dentures, implant solutions, cosmetic solutions, and occlusal appliances.

## Korea Achievements:

**Premium Lab Selection:** Collaborates with top dental technicians and labs, maintaining the highest quality through rigorous assessments and a 10-point quality control system.

**Extensive Network:** Partnered with over 200 dental technicians in Seoul, with more awaiting partnership, ensuring a consistent supply of top-notch dental prosthetics.

**High Satisfaction Rates:** Achieved significant reduction in redo rates and high satisfaction among users due to personalized and efficient service.

## Expansion in USA:

Aiming to introduce high-quality digital dental restoration services to the U.S. market, focusing on enhancing collaboration between dental professionals and labs. Strategic Partnerships: Seeking collaborations with U.S. dental clinics, laboratories, and professional associations to expand service reach and reliability. Dentlink's target market includes dental clinics, dental service organizations (DSOs), and dental labs in the United States, Canada, Australia, and New Zealand. These dental practices and organizations face challenges managing complex, customized dental prosthetic orders and require reliable partners for high-quality, cost-effective prosthetics. The primary users are dental professionals seeking seamless international transactions, efficient communication, and dependable quality control. Dentlink addresses these needs by providing an integrated solution that simplifies the ordering process and ensures high-quality results. It is a valuable partner for dental clinics looking to enhance their prosthetic offerings.

## US Customer Growth Needs:

Building relationships with U.S. DSOs, dental clinics, laboratories, and professional associations.



## Company Summary:

Specializes in advancing orthodontic treatment through innovative wire-bending robots and software. Established to improve the precision, efficiency, and cost-effectiveness of orthodontic care, YOAT's technology enables orthodontists and dentists to design and fabricate wires to exact specifications, transforming the wire bending process.

## Key Features:

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### Bender II®

A chairside wire-bending robot for fabricating fixed retainers in 3-5 minutes, reducing the need for stone models and lab fees.



### BendArc®

A robot designed to bend finishing arch wires with high precision, saving approximately 10 minutes of chair time per patient.



### Proprietary Software

Allows for automatic wire path design, occlusion checks, and adjustments, enhancing the accuracy and efficiency of orthodontic treatments.

## Korea Achievements:

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Achieved nearly \$2.5 million in sales with continued revenue growth. Established an affiliated research institute and received multiple research grants and venture business certifications. Successfully launched Bender I and Bender II® at major orthodontic conferences, with BendArc® set for release in 2024.

## Expansion in USA:

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Targeting the large market of over 15,000 orthodontists and 200,000 dentists in the U.S. with advanced wire-bending solutions.

## US Growth Needs:

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**Industry Events:** Participating in major orthodontic and dental conferences in the U.S. to increase visibility and network with potential clients.

**Business Networks:** Building relationships with U.S. dental clinics, orthodontic practices, and professional associations.



## Company Summary:

UNLIMEAT, founded in 2017, is a Korean company specializing in plant-based foods made from upcycled plant proteins such as soy and rice. The company aims to reduce food waste while providing diverse, delicious, and healthy plant-based meats designed for global cuisines. UNLIMEAT's headquarters are in Seoul, Korea, with production facilities in Jechon and additional locations in San Jose and Los Angeles, CA, USA.

## Key Features:

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### Upcycled Ingredients

Utilizes soy and rice to create plant-based meats, addressing food waste issues.

Offers a variety of plant-based meats and Korean vegan entrées and snacks, catering to different global cuisines.



### Innovative Technology

Proprietary extrusion technology for creating meat analogues with multi-layered textures and flavors. Certifications: HACCP, FSSC22000, FDA, Vegan.

## Korea Achievements:

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Expanded from small retailers in Korea to over 1,000 stores in the USA. Known for serving the health-conscious MZ generation and participating in various food innovation programs.

**Production Capacity:** Factory capable of producing 290 tons per month with five diversified plant-based production lines.

## Expansion in USA:

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Plans to double retail presence in 2024, launching in major retailers such as Sprouts, Giant, Central Market, Shaw's, and H-Mart. They are understanding the high costs associated with this effort.

**Global Reach:** Works with well-known franchises to expand the plant-based food market worldwide.

**Retail:** Products sold in over 1,000 U.S. stores, including partnerships with KeHE and UNFI.

**Food Service:** Collaborations with Two Hands Hot Dogs, Jeong Yuk Jeom, Master Kim's Korean BBQ, Vegan Korner Pizzeria, and Tattooed Chef.

**E-commerce:** Available through platforms like Monster Vegan.

## US Growth Needs:

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Social Media awareness campaign to drive purchases at retail



## Company Summary:

Perfitt Inc. provides an AI-powered solution for footwear e-commerce, addressing the high return rates due to size and fit issues. Their B2B SaaS product, PerfittSize, offers precise size recommendations, enhancing customer confidence and reducing returns.

## Key Features:

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### AI-Powered Size Recommendations

Measures foot size accurately using a smartphone camera and matches it with an extensive shoe database.



### High Customer Satisfaction

Achieved a 96.2% satisfaction rate from over 50,000 reviews.



### E-commerce Integration

Easy to install and integrate with existing online stores, providing real-time size and fit recommendations.

## Korea Achievements:

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**Market Penetration:** Over 600,000 customers have used Perfitt's AI engine.

**Client Success:** Proven to increase conversion rates by 20%, double repurchase rates, and reduce return rates by 55%.

**Rapid Growth:** Achieved 6.7 times ARR growth and 3.4 times ARPC growth in the past 12 months.

**Global Brands:** Partnered with top luxury (GUCCI) and sports brands to provide AI size recommendations.

**E-commerce Platforms:** Integrated with leading e-commerce platforms to enhance customer experience and reduce return rates.

## Expansion in USA:

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Focus on expanding services to U.S. footwear retailers to address size and fit challenges in online shoe sales.

**Strategic Partnerships:** Seeking collaborations with top-tier global brands and retailers to enhance service reach and reliability.

## US Growth Needs:

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**Business Networks:** Building relationships with U.S. footwear brands, retailers, and e-commerce platforms.

