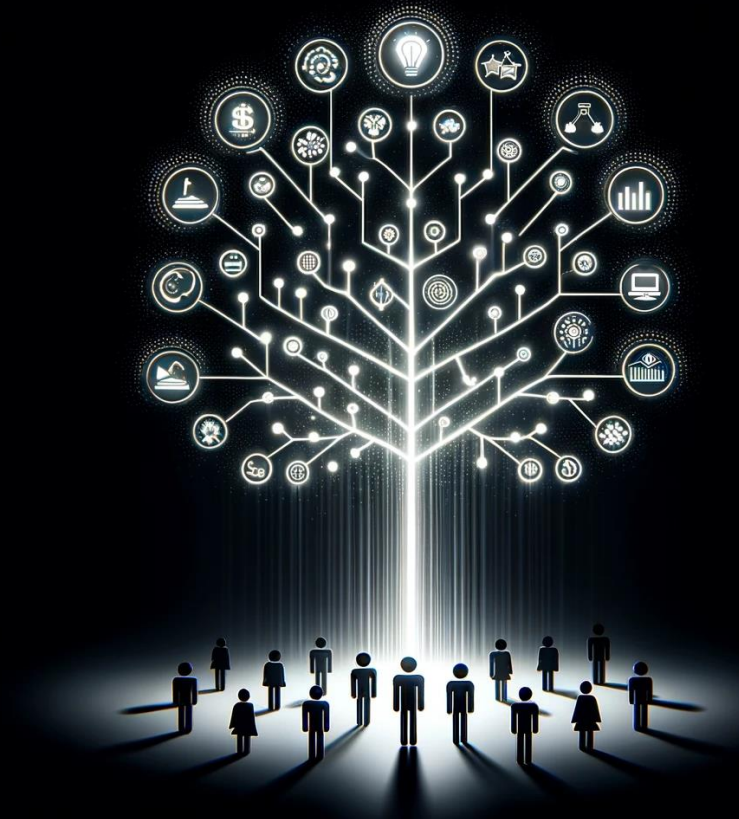


A new approach, Core Business model Packages (CBP)

Emotional Insight Creations Project

Creating, delivering, and capturing value in new ways



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A rectangular box containing a handwritten signature in black ink that reads "Kim Hyun Wook".

Hyun-Wook Kim
Chief Executive Officer
Emotional Insight

Who we are

Emotional Insight (EI)

Business Model

Explorer and Builder,

focusing on Macro and Market

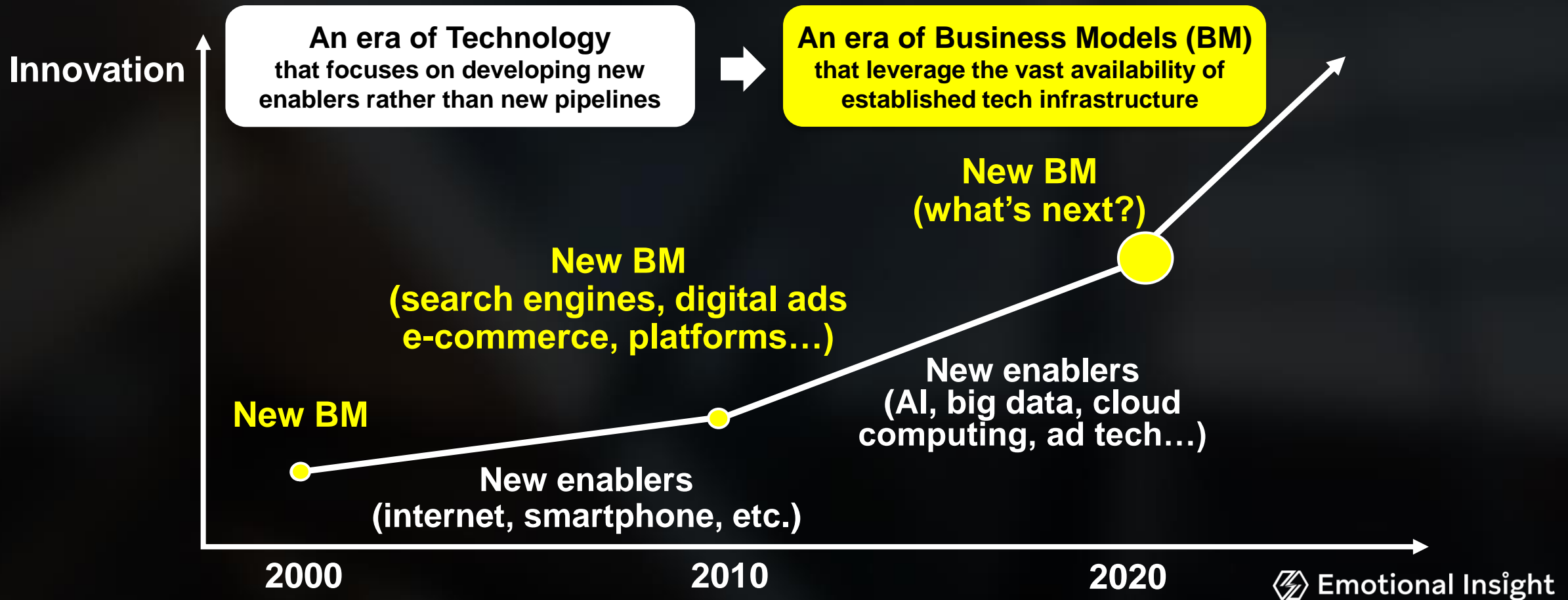
What we accomplish

- We leverage the vast pool of current technological and innovative assets to construct new pipelines with focus on on Macro and Market, ensuring these pipelines also embrace the potential of emerging technologies and innovations
- Our approach transcends mere strategy and idea formulation; we independently forge and actualize substantial and fully-formed business models which we refer to as Core Business model Packages (CBP)
- We aim for optimal investment efficiency, enhancing returns by drawing potential buyers, who need and complete our CBP, into our projects and avoiding the creation of inefficient corporate structures
- We excel at discovering and securing opportunities in concrete realities with a definitive future path, rather than merely chasing ideals.

Our Vision

“We seek to build a **Core Business model Packages** by thoroughly excluding micro factors and **solely analyzing macro trends and changes to capture opportunities and risks in existing and new markets**“

* Core Business model Packages (CBP) : Substantial and fully-formed entity with a robust structure and rationale for revenue generation

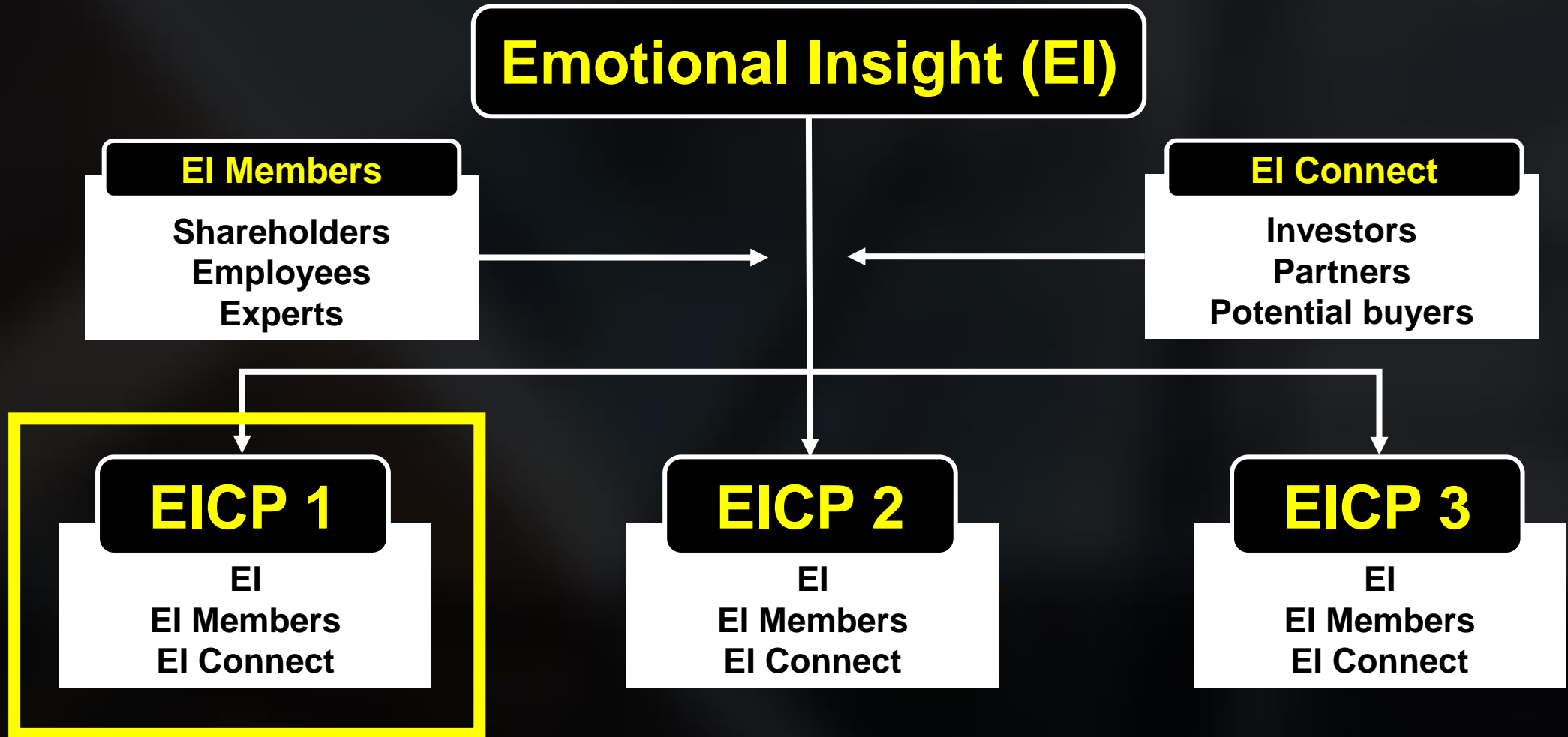


Our Business Model

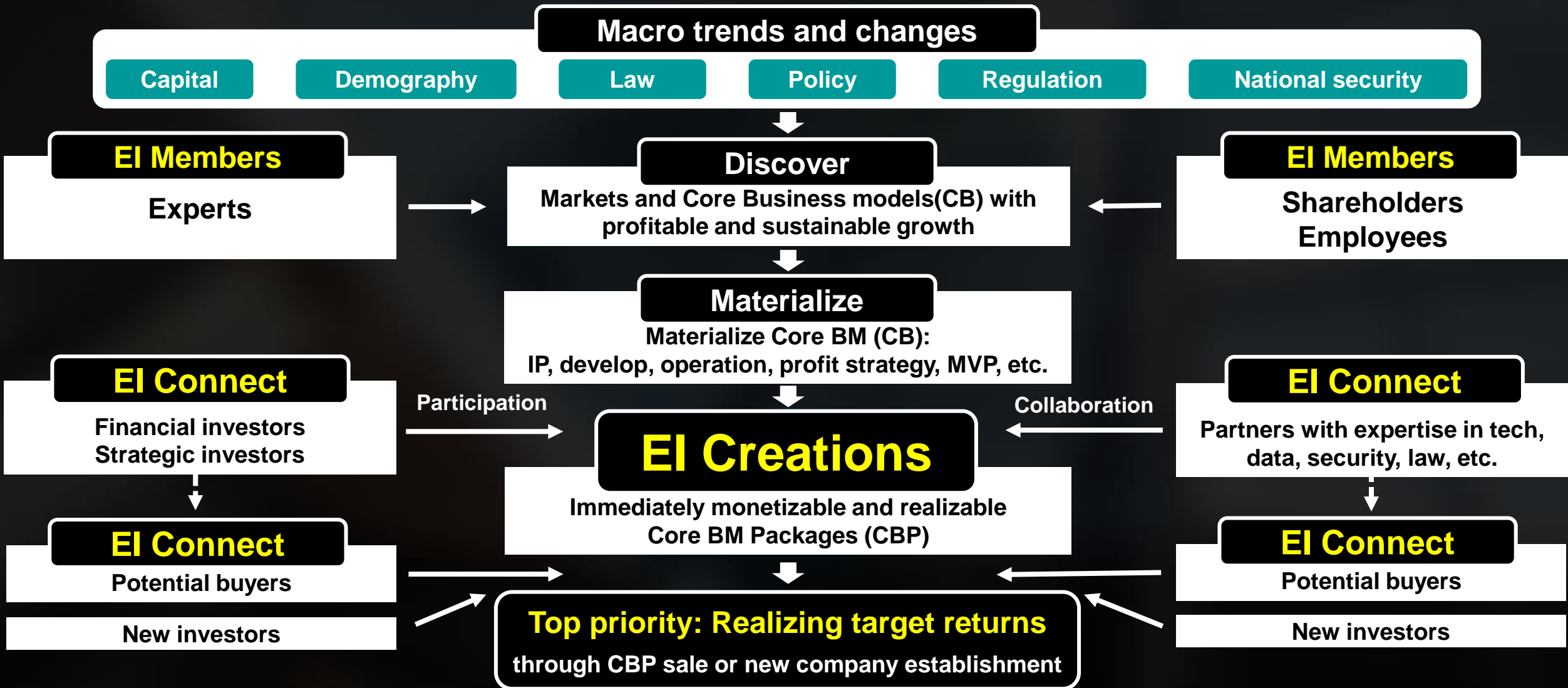
Emotional Insight Creations Project (EICP)

- To identify and establish a tangible foundation for generating revenue **by discovering and materializing a profitable and sustainable Core BM (CB) on our own**
* Core BM (CB) : a robust structure and rationale for revenue generation
- To engage investors and partners to serve as the final builder of **immediately monetizable and realizable Core BM Packages (CBP)**
* Core BM Packages (CBP) : Substantial and fully-formed entity with a robust structure and rationale for revenue generation
- To **expedite the monetization and realization of the CBP** through potential buyers among our existing investors and partners (Strategic priority – realizing target returns)
- Or to establish a **new enterprise grounded on the CBP** with the objective to position the company **for a future sale** or to **maintain its profitability and sustainable growth**
(Strategic priority – realizing target returns)

Our Business Model

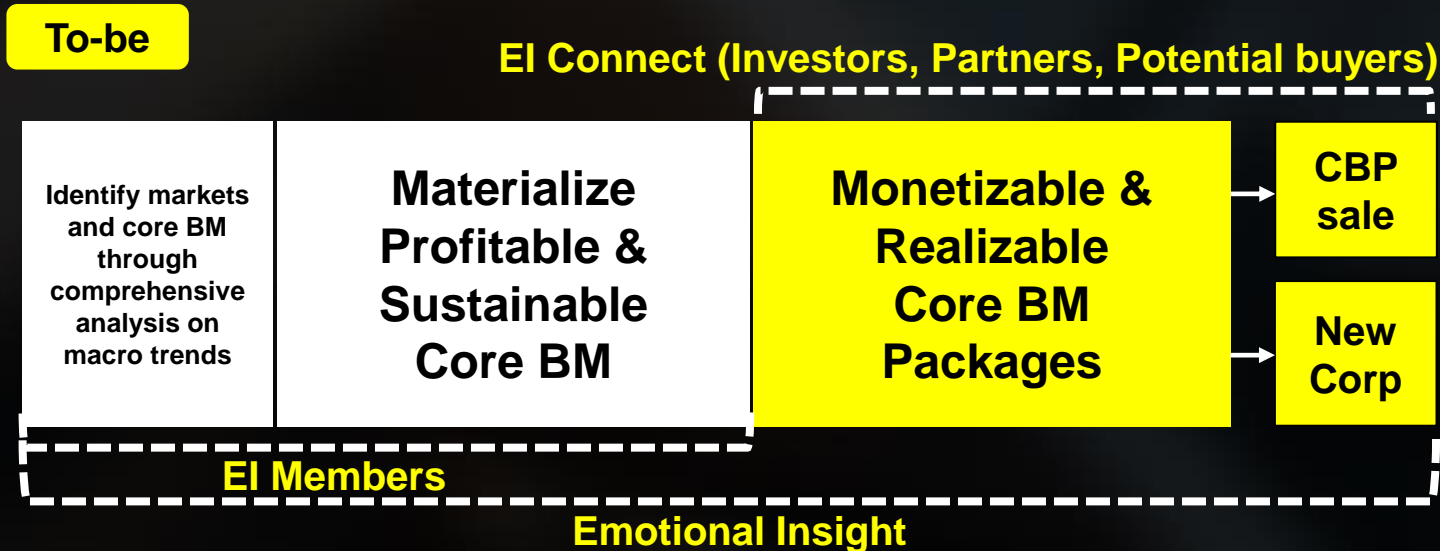
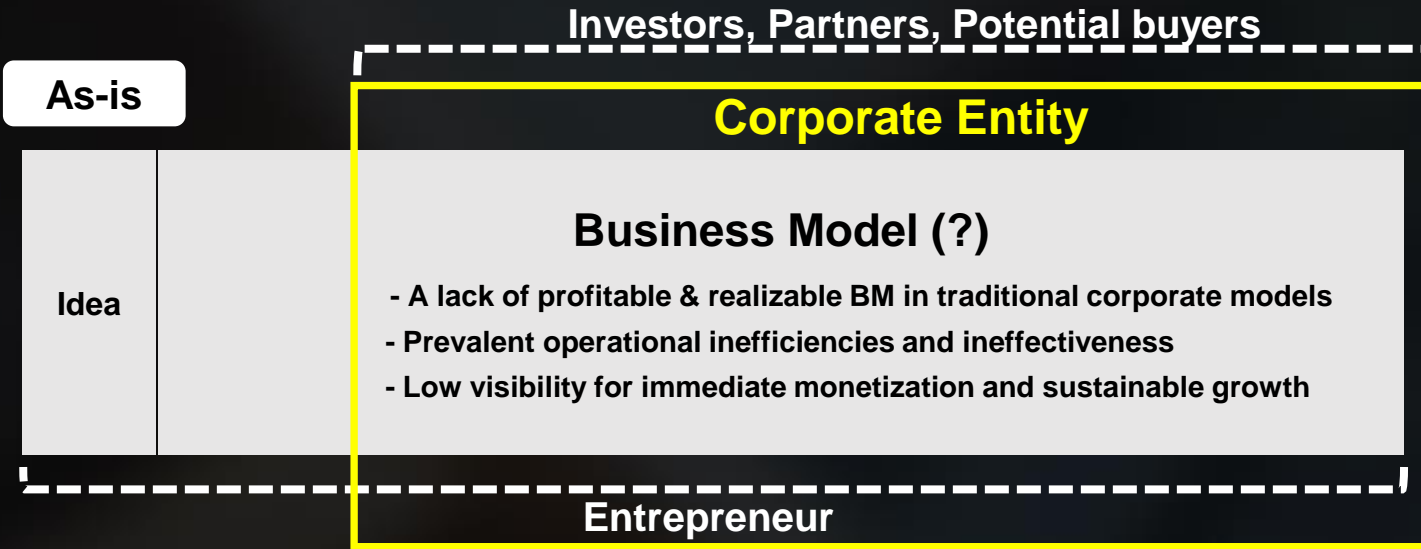


EICP at a glance



Key differentiators of EICP

EICP is structured to **minimize investment while maximizing returns rapidly**



Structural limitations of the current investment models

- Forming a corporate entity without establishing and finalizing a clear business model to **increase the risk for builders**
- An **overemphasis on scrutinizing financial indicators and team dynamics**, due to the challenge of identifying reliable revenue-generating mechanisms
- A preference for **investments with lower risk profiles**.
- An **increased likelihood of high investments and low returns**
- A propensity to **overlook potential acquisition opportunities** or to **engage in superfluous investments**.

How EICP will be able to address the limitations

- By eradicating operational inefficiencies and ineffectiveness prevalent in conventional business frameworks, it is possible to **identify a transparent and solid foundation for revenue generation**
- External **experts can participate given structurally low risk** in building the core business model packages (CBP) rather than corporate entities
- By **attracting investors and partner companies as the final builders and potential buyers**, it is possible to **complete an immediately monetizable and realizable CBP**
- Enhance the potential for **minimized investment and maximized returns** for all stakeholders

Advantages of EICP

● **EI Members - Experts**

- Professionals possessing a broad range of experiences and advanced expertise are invited to engage in the discovery and materialization of core business models through macro analysis, contributing as builders or investors, without significant risk
- This involvement affords them the opportunity to secure rights to revenue in the core business model
- The revenue rights secured through participation can be realized through the sale of the completed Core Business Model Packages (CBP), facilitated by EI and EI Connect, or by establishing new companies.

● **EI Connect - Investors**

- Identify monetizable and realizable CBP prior to investment
- Optimize returns on minimal capital outlay through investment in CBP over conventional corporate structures
- Realize swift returns with a “target return-first” strategy
- Have the flexibility to diversify portfolios without overly prioritizing risk aversion

● **EI Connect - Partners**

- Identify monetizable and realizable CBP prior to collaboration
- Reap benefits from the rapid realization of CBP by leveraging expertise in technology, security, data, law, etc.
- Reduce high reliance on external funding by sharing market and profit through EICP
- Develop autonomous CBP through strategic collaboration with EI (New EICP)

● **EI Connect - Potential buyers**

- Possess an exclusive right to acquire CBP in return for a key role in developing CBP as investors or partners
- Identify monetizable and realizable CBP prior to acquisition
- Increased possibility of lower investment & higher returns by acquiring CBP rather than corporate entities
- Establish a corporate entity based on monetizable and realizable CBP if necessary

Realities not ideals

How we connect dots

- Begin with and circle back to concrete realities with a definitive future path
- Construct and thoroughly validate our thesis using inductive reasoning, grounded in an analysis of concrete realities with focus on macro trends and market dynamics
- Refine and broaden our thesis through deductive logic
- Our key strength lies in recognizing and seizing opportunities in concrete realities with a definitive future path, rather than merely chasing ideals

