

Introduction of STACKUP



1) Product introduction and features

1. Easy to clean

- As all constituents are separable, it is easy to reach every part of the products, which enables a perfect cleaning.
- The low height of a module helps the products to dry fast and get rid of smells fast.

2. Economic efficiency

- As modules can be assembled, a bottle can accommodate a variety of volumes with different sizes.
- It is not necessary to repurchase bottles to put a volume of water as you want.

3. Structural stability

- STACKUP has a design differentiation with its hexagon shape, which did not exist in the market.
- Angular shape prevents the products from rolling, and their hexagon lines fit well with the knuckles.
- Heat-resistant and eco-friendly materials (BPA-FREE) provide stability.

4. Design scalability

- Cooperation with several illustrators enables products to have unique and beautiful designs.
- Hexagon shapes allow printing the pictures on the flat surface without distortion, contrary to circle-shaped bottles.
- It is possible to collaborate with various and famous character products.
- You can make a customized product with different designs for each column.

2) Directions for product development

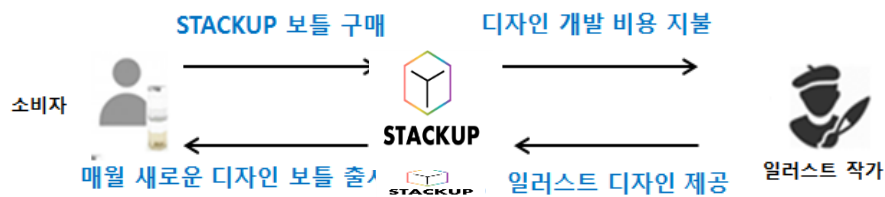
1. Releasing a series of <Monthly bottle>



- After the launch of basic bottles, each intermediate module with new design will be released every month.
- It is planned to release additional modules with new designs in cooperation with various artists.

Consumers can buy monthly-design modules additionally according to their preferences.

Launching bottles with new designs every month as 1 module as 1



2. Customized design bottles

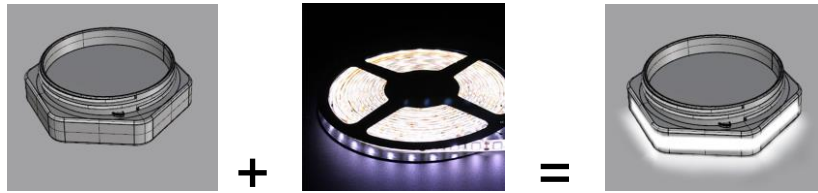


Sports tumblers which build on the strengths of having different designs for each module of a bottle

- You can produce different designs for each column, such as the name of sports team, the signature of a player, a player's number, characters, and cheering messages.
- Consumers (baseball fans) can choose and buy a design related to players whom they cheer for and the logo design of sports team.
- The products have a difference in the possibility of collection and selection compared to existing sports water bottles.

3) Outline of additional components

1. Separation membrane module (capable of being equipped with LED functions)



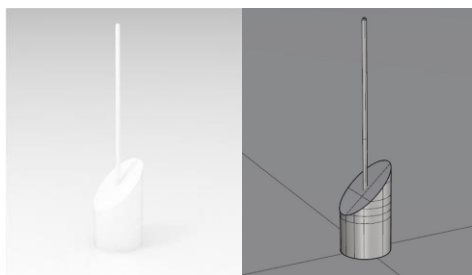
- If a separation membrane module is established between bottle columns regardless of its location, a single bottle can contain various beverages or foods.
- LED light established in separation membrane modules can function as a light as well as a design factor.
- It can be charged via usb instead of batteries, and you can choose the color of LED.
- When drinking water after waking up, you can easily drink water without turning on other lights.

2. Stainless cups that can be assembled



- Stainless cups to complement the functions of keeping warm and cool
- You can easily assemble and put it in the existing bottle.
- You can choose one for each season and use.

3. A holder exclusively for product storage and drying



- A holder in which you can hang the modules of a bottle vertically to dry after washing them
- You can adjust the height of holder pillar from 20 to 60cm.

- A number of separable bottles save you the inconvenience of storage and drying.
- A vertical-type design enables space-intensive use compared to the existing horizontal drying racks.

Introduction of Company

1) Introduction of the company



STACKUP means arranging things in a tall pile. We decide our team name as STACKUP in the following three meanings:

Designing a totally new type of bottle which is made by using stacked modules

STACKUP fandom and designs which build on new design bottles released every month

Aiming for development by building up experiences faster than anyone else

We make a bottle. But our competitors are not bottles. With STACKUP bottles, we will go beyond the water bottle market and open the door of the new design product market which combines lifestyle products and arts. The reason for referring to the combination with art is that we will harmonize fine arts with our products, but not just apply technologies to simple designs. Going beyond the existing character collaboration, we will integrate the works of artists, such as poems, pictures and music, and our products and upgrade the product itself as a part of the artists' works. By identifying artists who have not seen the light of day but have quality of work and applying them to the most consumer-friendly daily necessities, we will also support the activities of such artists and provide more beautiful and valuable products to the public. STACKUP will lead such change and wishes to grow into a platform to provide art-amenity combining living and art.

2) Process of product development

► 2016 SK Youth Rise Pro-semester Startup Team (Club)

- Selected as a startup team of the second semester of the SK Youth Rise Program
- Developing ideas through support funds and continuous mentoring

► Design planning and development for 6 months (Aug. 2016~)

- Design study through 3D modeling with our excellent design capability
- Several times of mock-up production using 3D printers

► **Mock-up production**

Producing test products in December, 2016 – NEOPROTO, a test product company (CEO: Won Minjae)

► **Entering SBC Startup School in Ansan (March, 2017)**

- Applying for the School after entering the pre-school of Ansan Startup School in Dec., 2016 and completing education courses and coaching for 10 weeks
- Conducting business after being accepted as an inmate of the Startup School in Feb., 2017

2) Introduction of team members



Jang Eunbi (CEO)

► **Academic background**

- Graduated from the Department of Art of Kaywon High School of Arts in 2011
- Graduated from the Department of Sculpture of the College of Fine Arts of Seoul National University in 2016

► **Career related to art**

- Participated in <Art Exhibition of the Department of Sculpture of Seoul National University> in the Cancer Center of Seoul National University Hospital in Dec. 2012~Feb. 2013
- Participated in stage design and installment for August performance of <Sympathy! Young Korean Traditional Music> at Woomyeondang of the National Gugak Center in Aug. 2013
- Participated in stage design and installment for <2013 Aksan Valley Festival> in Jamwon district of Han river in Sep. 2013
- Participated in stage design and installment for October performance of <Sympathy! Young Korean Traditional Music> at Woomyeondang of the National Gugak Center in Oct. 2013
- Worked as an art team leader of <The sky is white>, an independent film of director Hwang Jeeun in Jan.~Apr. 2014
- Completed the major subjects of industrial design of the College of Fine Arts from 2014 to

2015

- Participated in <Graduation Exhibition of the College of Fine Arts of Seoul National University> in Dec. 2016

► **Relations between relevant careers and business item**

- Playing as a member of SNUSV, a student venture startup network of Seoul National University from Mar. 2016
- Won an award for Hackathon hosted by Seoul Techno Holdings, Inc., SNUSV and P.rogramming in Aug. 2016
- Participated in the project to support SK Youth Rise Startup Clubs in 2016
- Capable of implementing design-related programs, such as Photoshop, Illustrator, Indesign, and Rhino

Son Youna (Designer)



► **Academic background**

- Graduated from the Department of Art of Kaywon High School of Arts in 2011
- Minored in Sculpture and Space Design in Ewha Womans University
- Completed the course of the Department of Sculpture in Ewha Womans University Graduate School in 2017

► **Relations between relevant careers and business item**

- Highly skilled in 3D modeling programs, such as Photoshop, Illustrator, Rhino, Max and Cinema4D
- Having experiences of various 3D modeling, assistance and 3D modeling for several works of current artists (Artist Jo Jaeyoung and Kim Sinil)
- Capable of realizing the overall design and modeling of STACKUP bottles
- Participated in several exhibitions as a fine art artist
- Having a vast network of current artists and well understanding the work life of artists
- Playing as a member of "Nuga Factory", a startup club of Ewha Womans University

Kim Hyunseong (Planning/Development)



- Majoring in Chemical and Biological Engineering in the College of Engineering of Seoul National University
- The 5th Chairman of the manufacturing industry research club of the Seoul National University
- Completed the Business Management Experience Camp in Feb. 2016