

Interactive smart screen to tailor one's hiking trail

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Let's reflect on our hiking experiences



Light Exercise

Steep cliffs

Beautiful Scenery

Crowds

Perfectly
planned trip

Road Closures

USER VOICE

Lack of Routes in Maps



Getting Lost



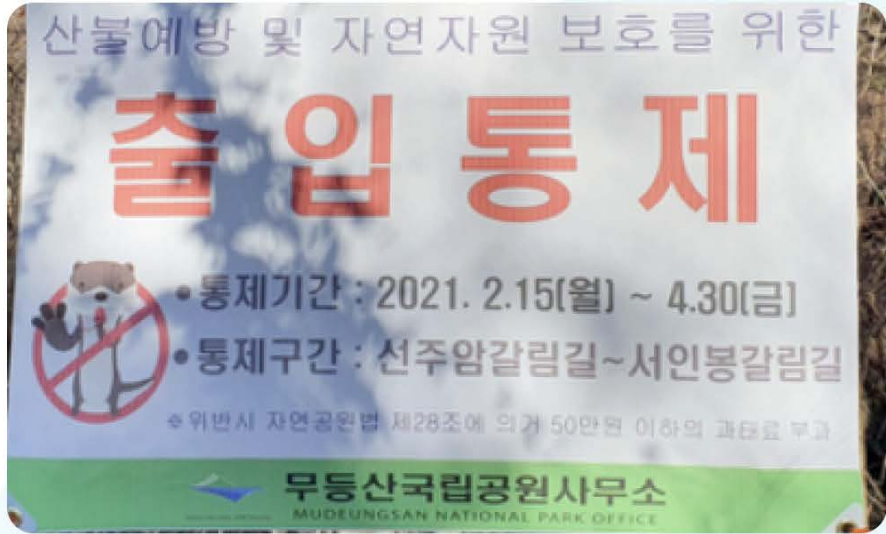
Subjective, Fragmented Information



Unexpected Trail Condition



Unnotified Road Closures



"I often find myself climbing cliffs with no roads..."

"Sometimes I honestly get confused about what they mean and are trying to show"

USER VOICE

Improvisers



Enjoy spontaneity and surprises
Choose a mountain to go and rely on on-site maps

Planners

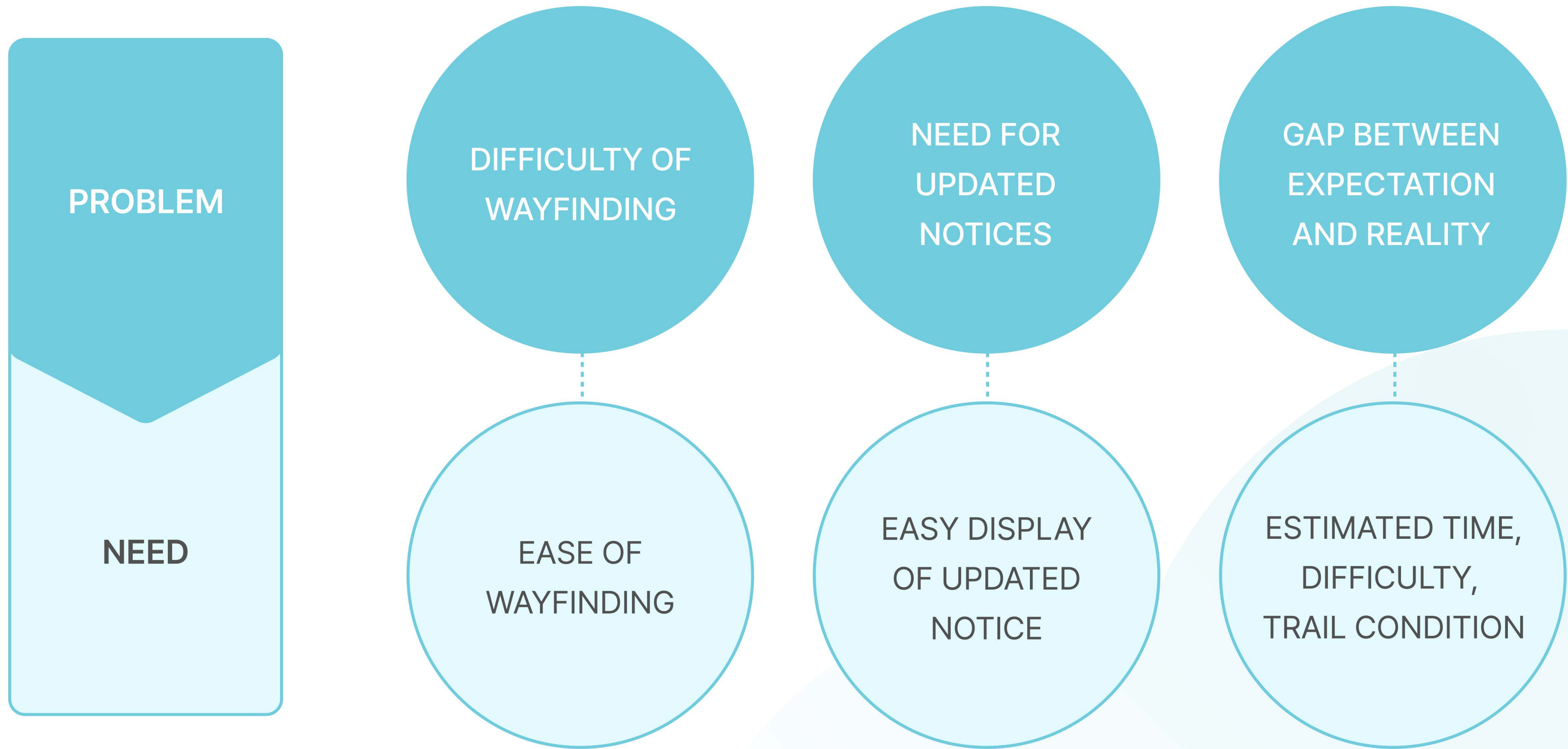


Plan ahead and decide where to hike
Primarily search 2~3 Naver blogs, Cafe articles

Common Behavior



Improvisers and planners
both checked the on-site maps



HIKING MADE EASY FOR ALL

We propose **MEARI**, an on-site interactive screen placed at the mountain entrance to provide:

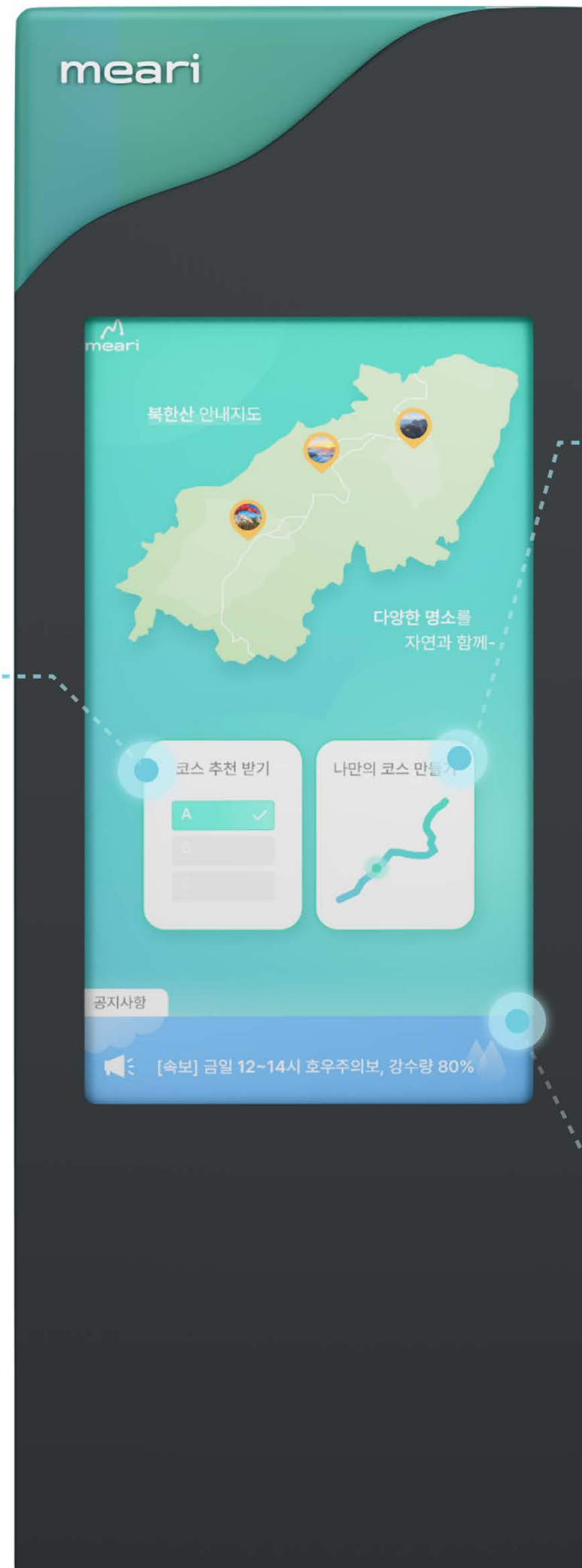
코스 추천 받기

A

B

C

Trail
Recommendation



나만의 코스 만들기



Trail Building



Real-time road and
weather conditions

MAIN FEATURES

BRAND DESCRIPTION

Brand Name

Meari

메아리 (Meari)

Meari means echo in Korean. We aim to attentively listen to hiker's needs and reflect them on our service

Brand Logo



The lines visualize the M from Meari, the hiking trails, and the mountains

Brand Vision

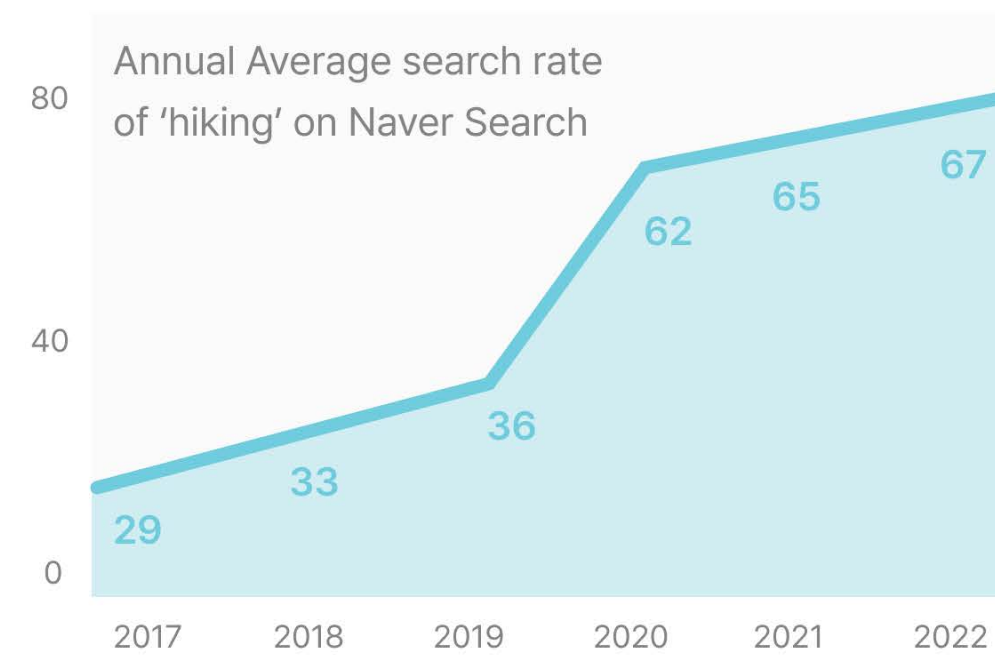
Echo your dreams
into
reality with Meari

As an informative hiking trail service, we aim to be every hiker's reliable partner

PROMOTIONAL VIDEO

Trending Hiking

'Hiking' search rate on Naver



등린이*

서울근교등산

등산코스

초보자 등산 코스

'Hiking shoes' shopping click rate on Naver Shopping



Growing interest in hiking & related market size targeting young hikers

*등린이: Means beginner hiker in Korean

Increase in Digitized Public Services

아시아경제 | 2021.07.22. | 네이버뉴스

광진구 아차산 등산로 입구 종합관광안내 키오스크 설치

김선갑 광진구청장은 "키오스크 형태의 무인 관광안내시스템 설치로 워드 코로나 시대에 구민과 광진구를 찾는 모든 방문객들이 보다 재미있고 편리하게 지역의 관광명소와 다양한 관광정보를 ...



내일신문 | 2022.05.03.

강남대로는 디지털 거리미술관

설치한 5개 옥외광고판을 통해 국립현대미술관 미술은행이 보유한 작품을 감상할 수 있다. 매일 저녁 8시 30분부터 한시간 단위로 세차레에 걸쳐 5분간 상영 중이다. 강남구 관계자는 "세계...



아시아경제 | 2022.04.12. | 네이버뉴스

용산구, 근린·역사 공원 등 14개소 스마트 공원 조성...송파구, 컬러·아성다...

송파구(구청장 박성수)가, 기업과 구직자를 윈스톱으로 연결하는 소규모 채용박람회 '취업성공 19데이(19... "키오스크에서 햄버거 주문하는 법, 배우러 오세요!" 구로구(구청장 이성)가 스...



아시아경제 | 2022.04.06. | 네이버뉴스

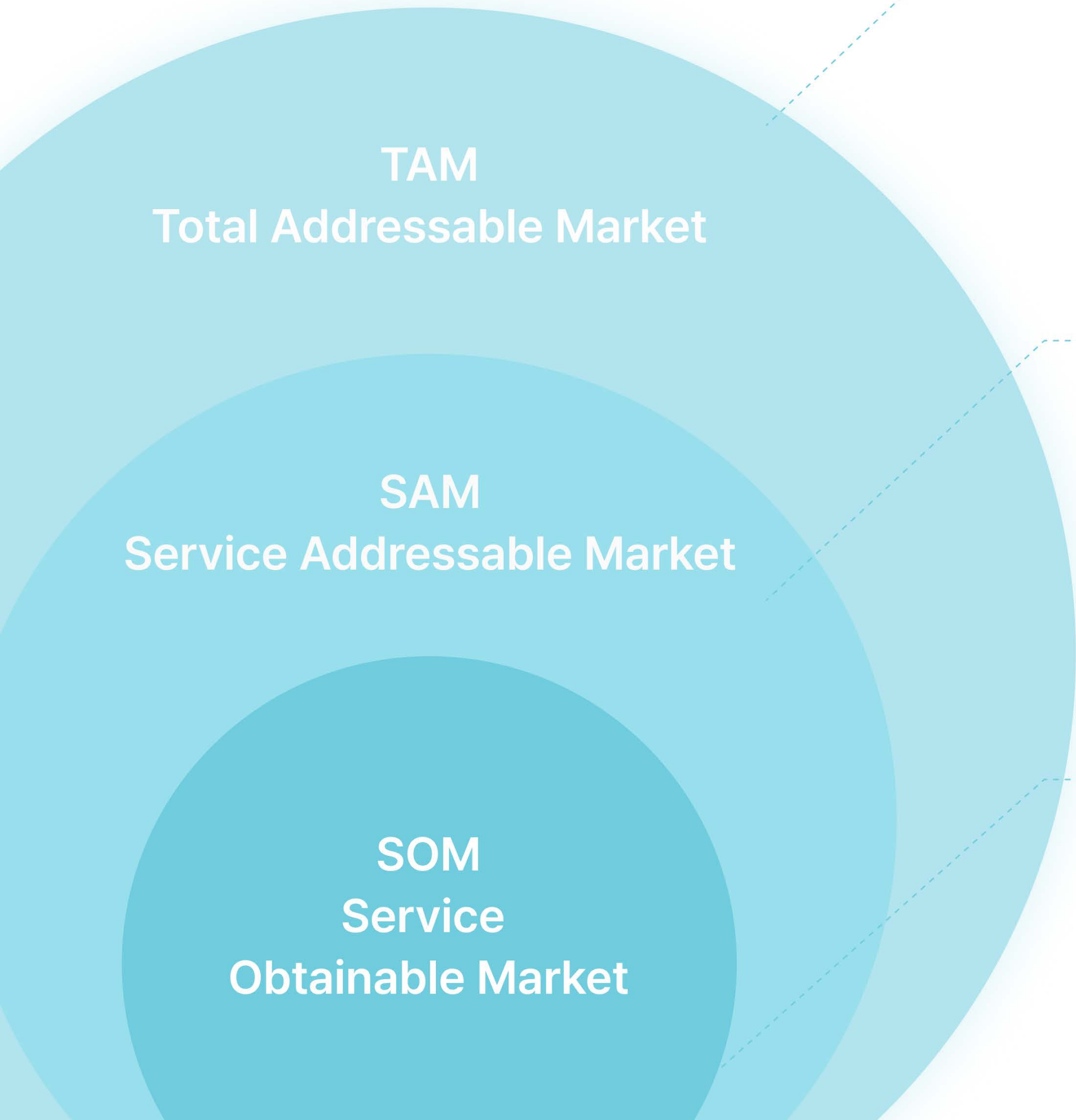
관악구, 주민 생활밀착 스마트도시 서비스 도입...광진구, 스마트 청사 안내...

관악구(구청장 박준희)가 서울시와 함께 주민 생활체감형 스마트도시 사업을 추진한다. 구는 지난해 11월... 광진구는 기존에 청사 안내도가 그려져있던 종합안내판을 철거한 위치에 3대의 ...



Increasing cases of interactive screen / kiosk implementations in public sectors, geared towards the well-being of citizens

MARKET FEASIBILITY - END USERS



Total population of hikers in Korea :
25,460,000



TAM is on a steady rise

Total population of 2030 hikers in Korea :
5,080,000

Total population of active 2030 hikers in Korea :
3,850,000

- 55% of 2030 hikers have begun active hiking within the last 2 years

SOM is recently rising rapidly

TARGET USER PERSONA

PHASE 1

ACTIVE hikers aged between 20 - 30

PHASE 2

BEGINNING hikers aged between 20 - 30

PHASE 3

Hikers in **ALL AGE GROUPS**

PHASE 1



User Engagement



User Experience Group
Testers / Offline Activities

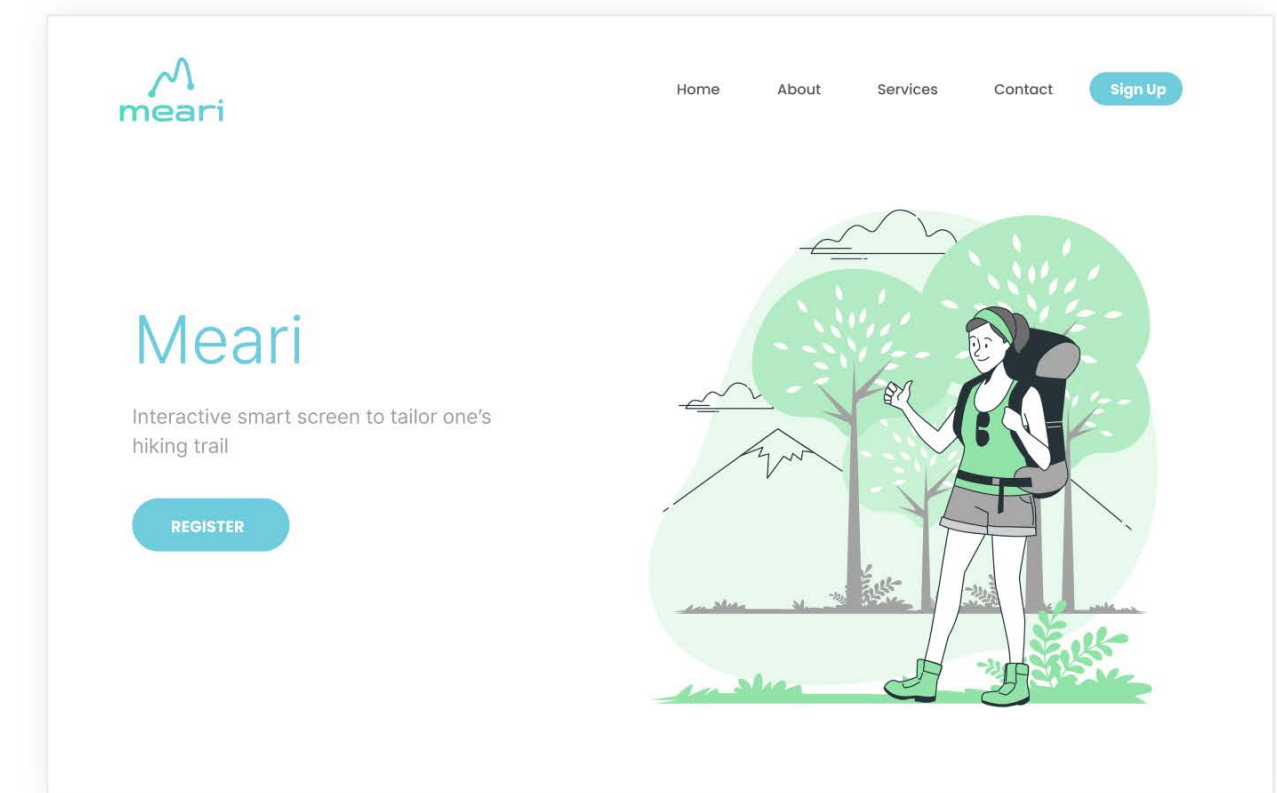
GOAL : USER ATTRACTION

Online Promotion



SNS advertisement &
Community promotions

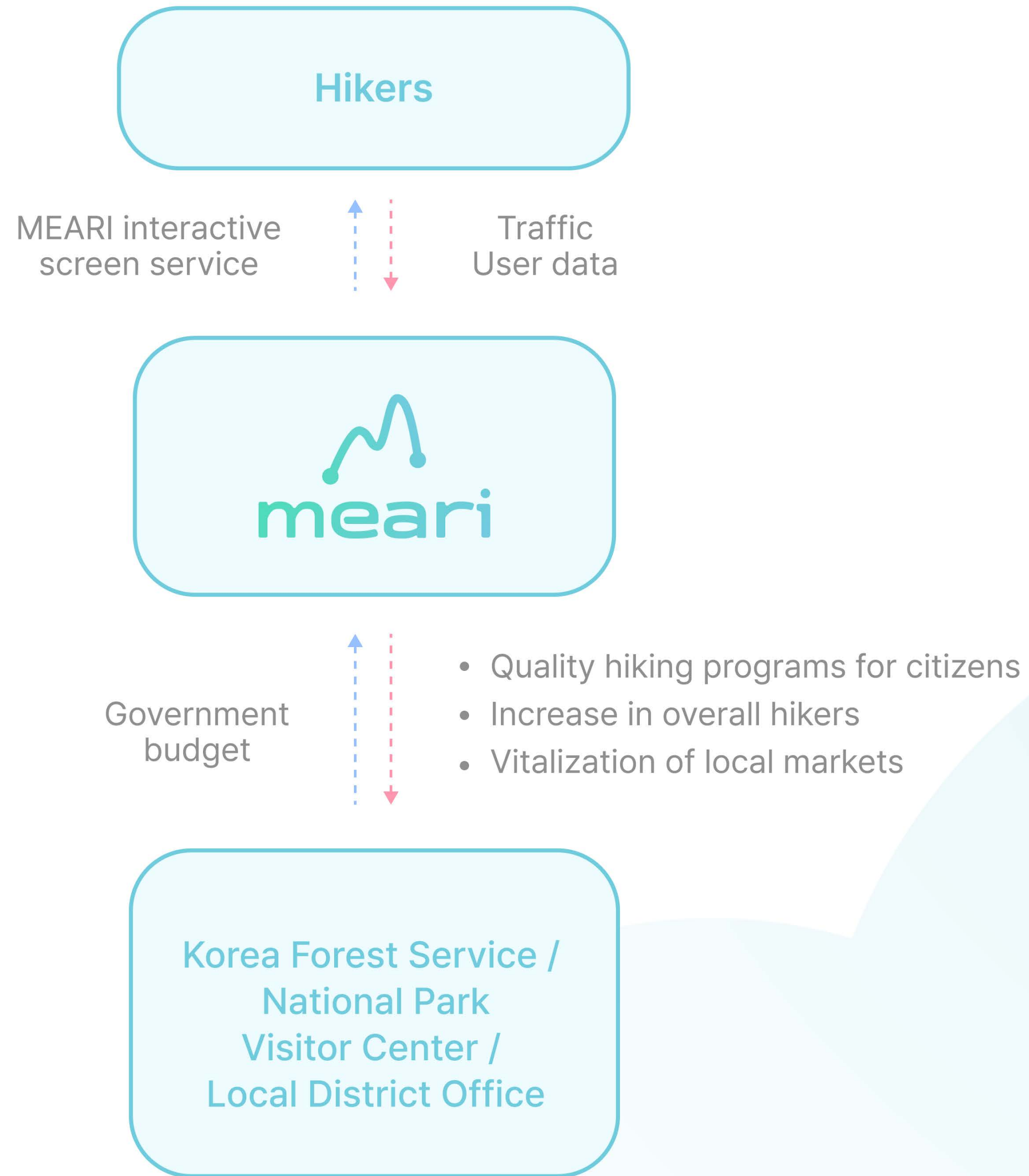
Brand Website



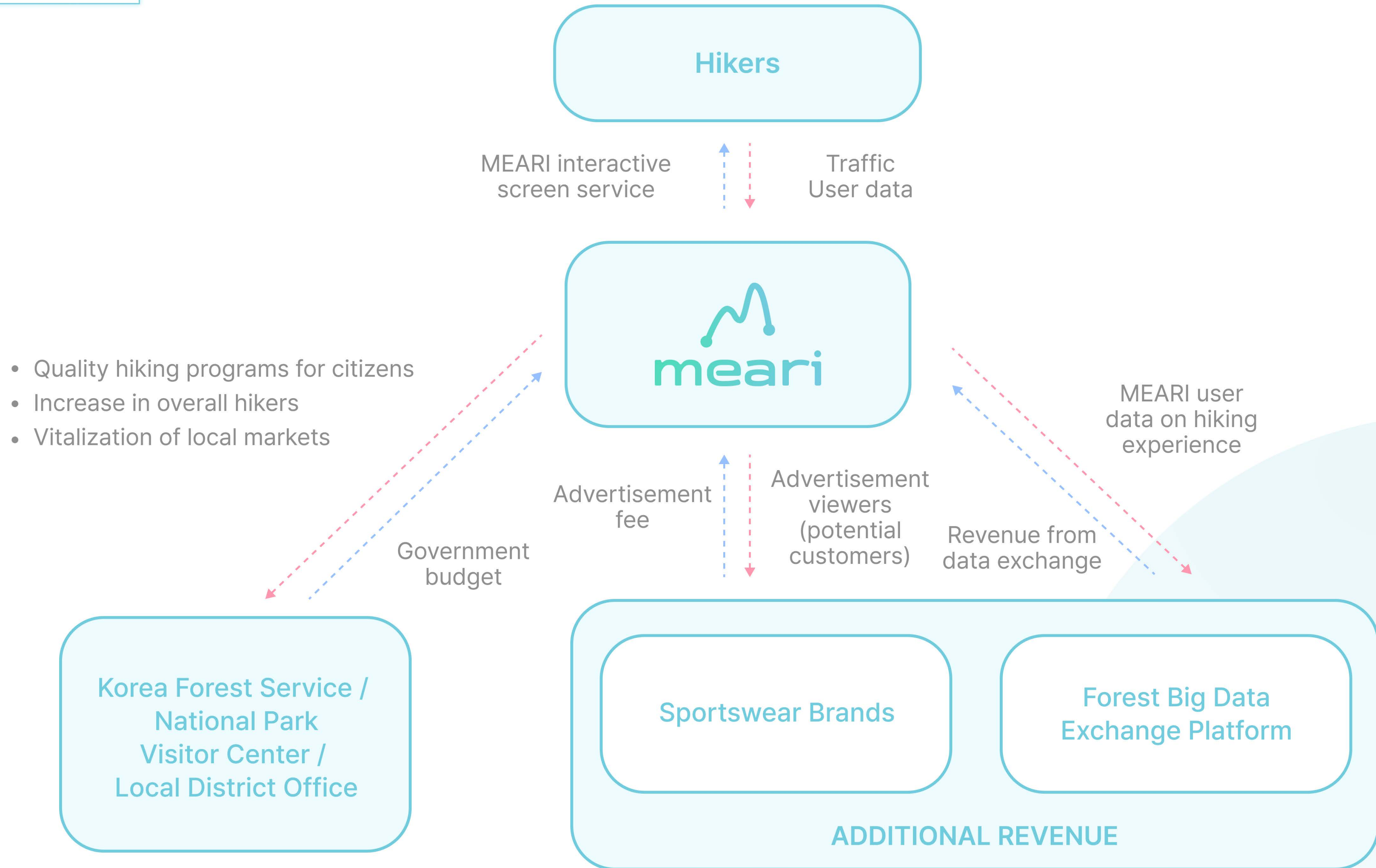
Information on Meari service
and business contact point

GOAL : SALES

BUSINESS MODEL



BUSINESS MODEL



1

MVP TEST

- **Proof of Concept**
- **Location** : 안산
- **3** Interactive Screens * **6** months
- **Funding** : Korea Institute of Startup and Entrepreneurship Development / Institute of Higher Education Innovation / Startup Accelerators

2

PRODUCT ADVANCEMENT

- **Goal** : User acquisition & data collection
- **Location** : 북한산
- **10** Interactive Screens * **1** year
- **Funding** : Government Bidding

3

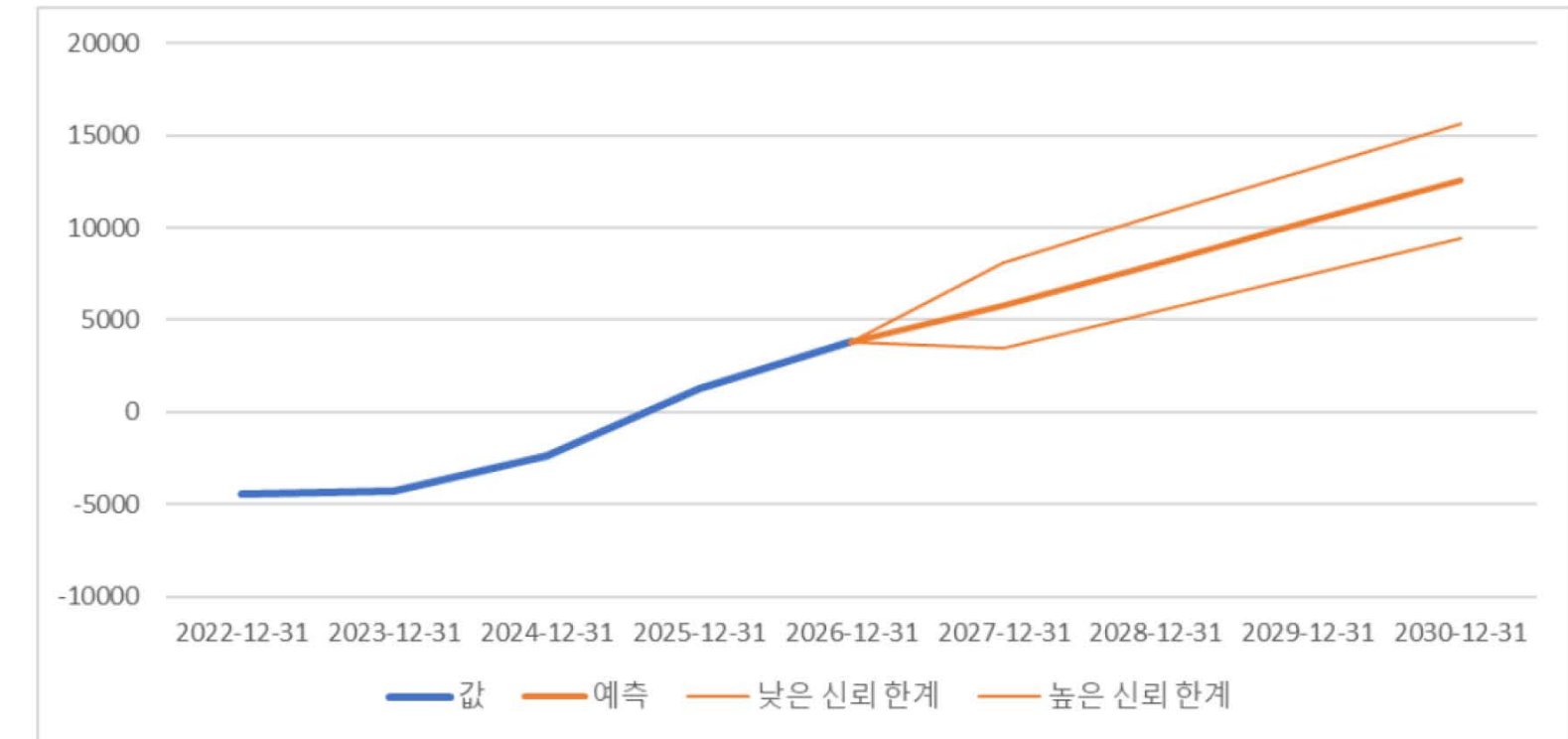
GO TO MARKET

- **Goal** : District/City Hall MOU
- **Location** : 북한산, 관악산, 지리산, 설악산
- **50** interactive Screens * **4** years
- **Funding** : Additional revenue stream through advertisement & data exchange / VC Funding

FINANCE PLAN

	(10,000 KRW)				
	2022(Y1)	2023(Y2)	2024(Y3)	2025 (Y4)	2026 (Y5)
Revenue	100	2,300	7,000	14,500	24,800
Prouduct	0	1,800	5,400	10,800	18,000
Data	0	0	100	400	800
Installation	0	300	900	1,800	3,000
Ad Fee	100	200	600	1,500	3,000
Cost	4,530	6,550	9,350	13,200	21,000
SW Development	2,000	1,500	1,500	3,000	5,000
HW Rental	630	1,050	1,050	0	0
HW Production	0	700	2,100	4,200	7,000
Maintenance	900	1,800	2,700	3,000	6,000
Marketing	1,000	1,500	2,000	3,000	3,000
Net Income	-4,430	-4,250	-2,350	1,300	3,800

	(Per Unit, Yearly)
Rental Fee	210
Maintenance	300
New Project Dev.	500
HW Production	700

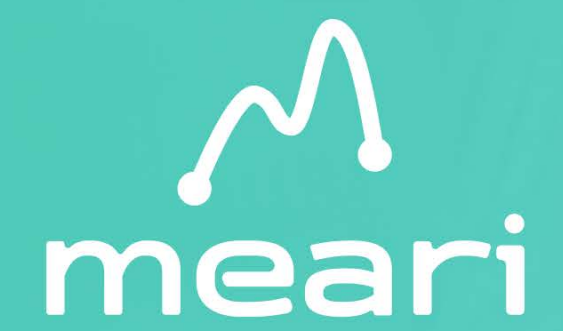


시간 표시줄	값	예측	누적 Net Income
2022. 12. 31	-4430		-4430
2023. 12. 31	-4250		-8680
2024. 12. 31	-2350		-11030
2025. 12. 31	1300		-9730
2026. 12. 31	3800	3800	-5930
2027. 12. 31		5769.398	-160.602 >> BEP 2027년 (Y7)
2028. 12. 31		8030.612	7870.01
2029. 12. 31		10291.83	18161.84
2030. 12. 31		12553.04	30714.88

	렌탈/생산 계획	2022(Y1)	2023(Y2)	2024(Y3)	2025 (Y4)	2026 (Y5)
신규	신규 렌탈	3	2	0	0	0
	생산(판매)	0	1	3	6	10
기존	렌탈 유지	0	3	5	0	0
	판매 완료	0	0	1	4	10
	Total Units	3	6	9	10	20
	신규 개발(500개)	3	3	3	6	10

※ 2025년 (Y4) 부터는 렌탈했던 MVP들 아예 폐기하고 (허접하니까) 판매되는 것들만 새로 생산한다고 가정

※ 한 번 생산한 것들은 전부 유지한다고 가정 (2024년까지는 렌탈도 유지)



Echo your dream hike into reality with Meari!