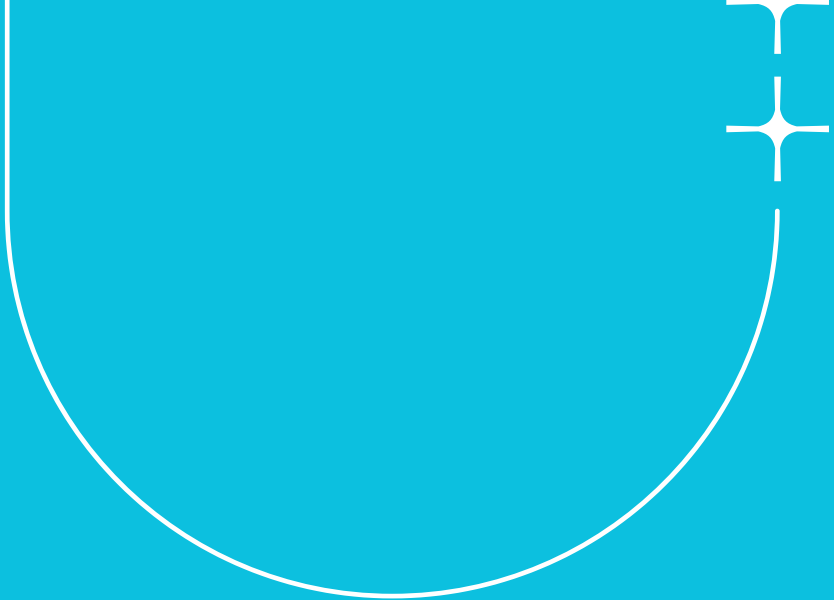
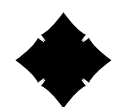




KONNECT

Bridging the gap between fans and idols.



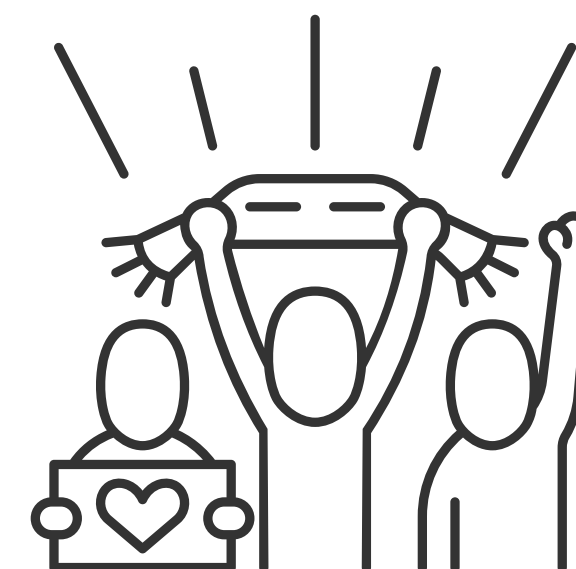
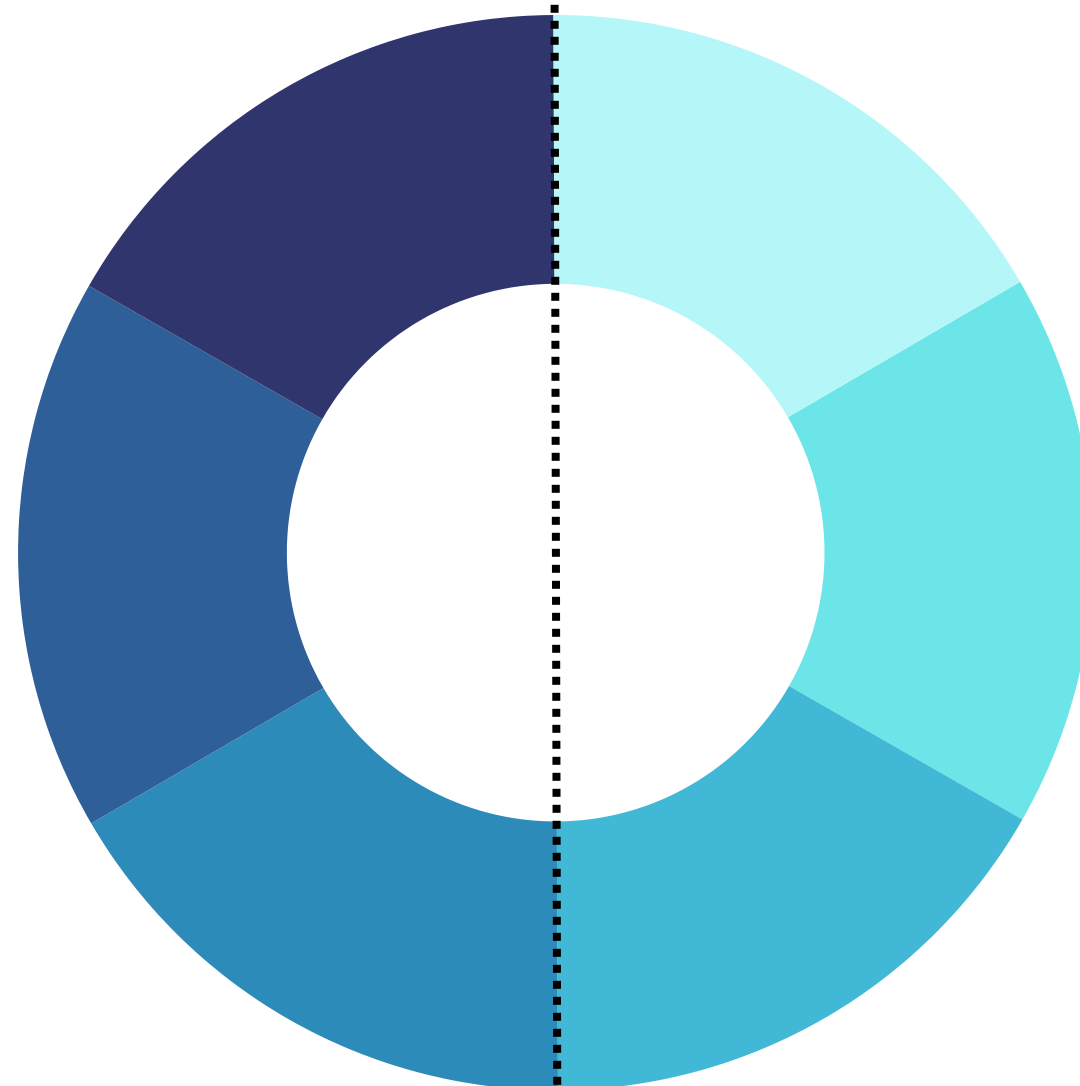


NEEDS

02

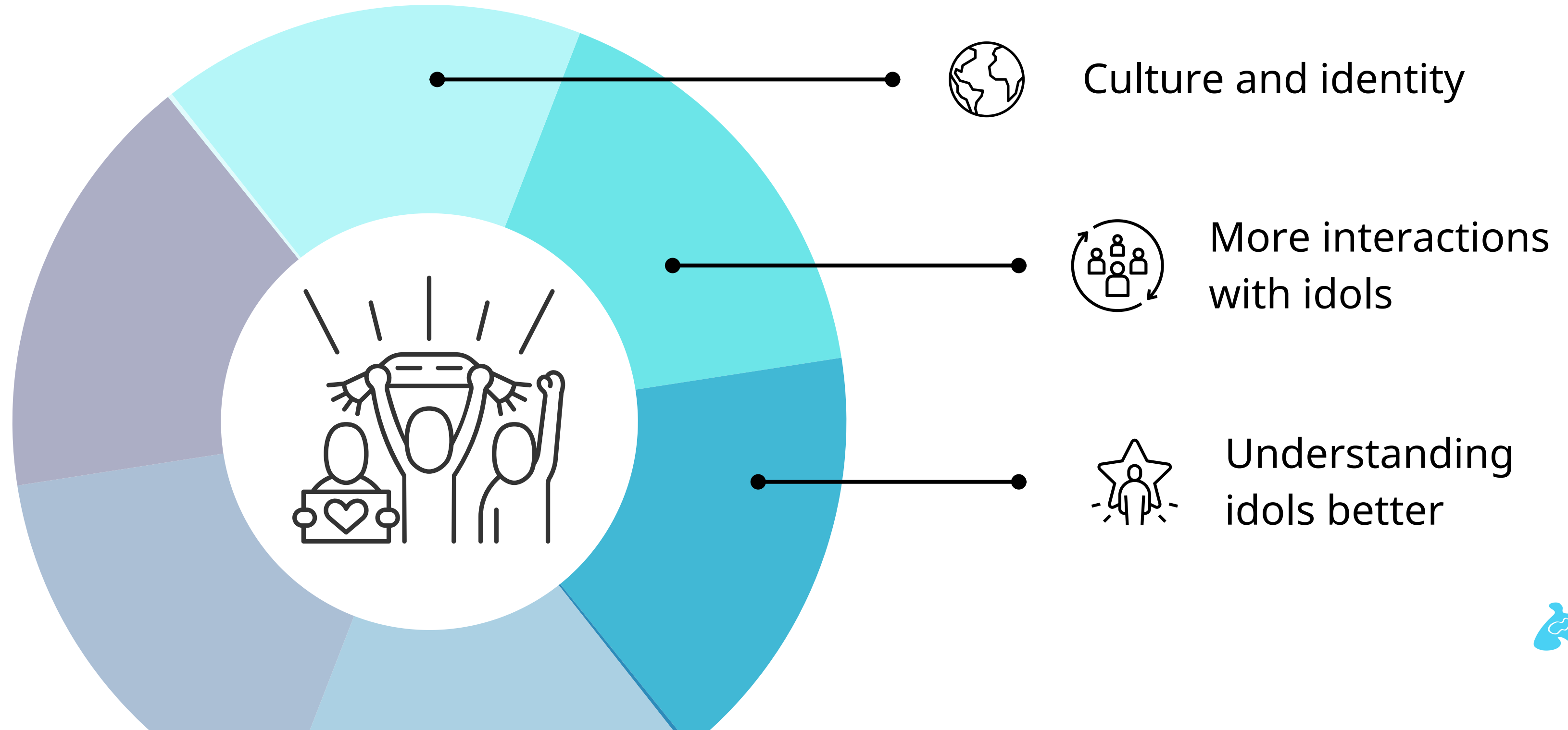


Idols

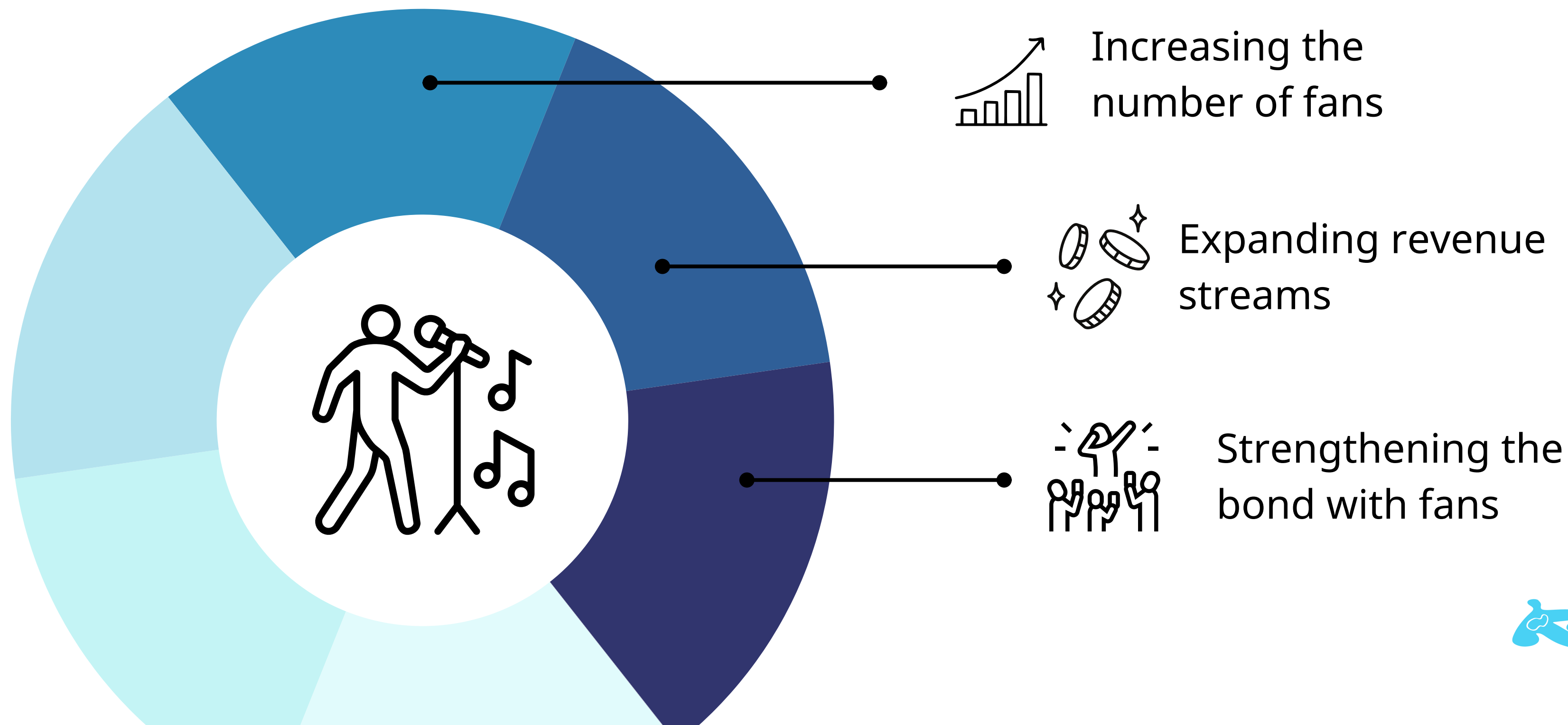


Fans

Needs of fans

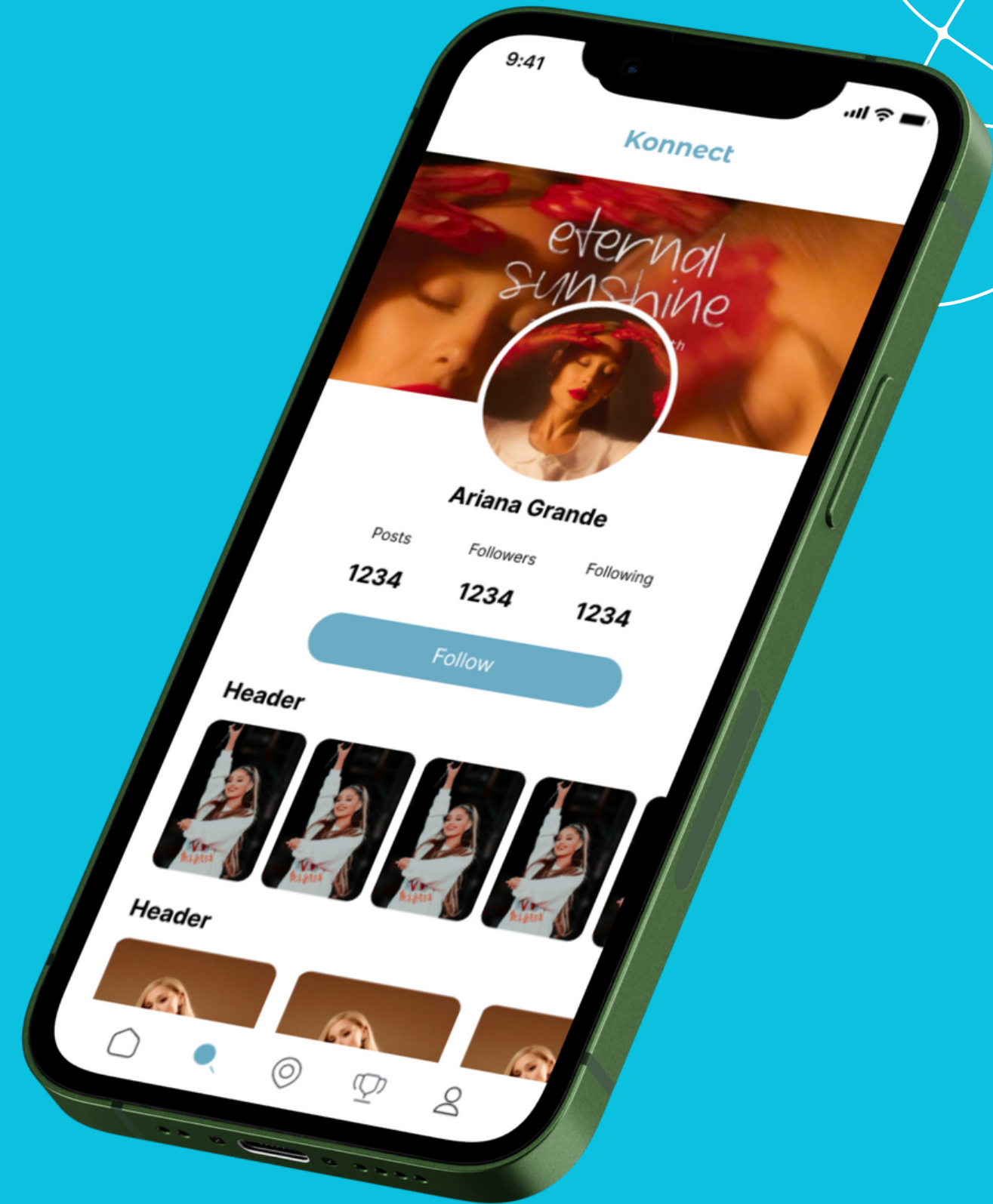


Needs of idols



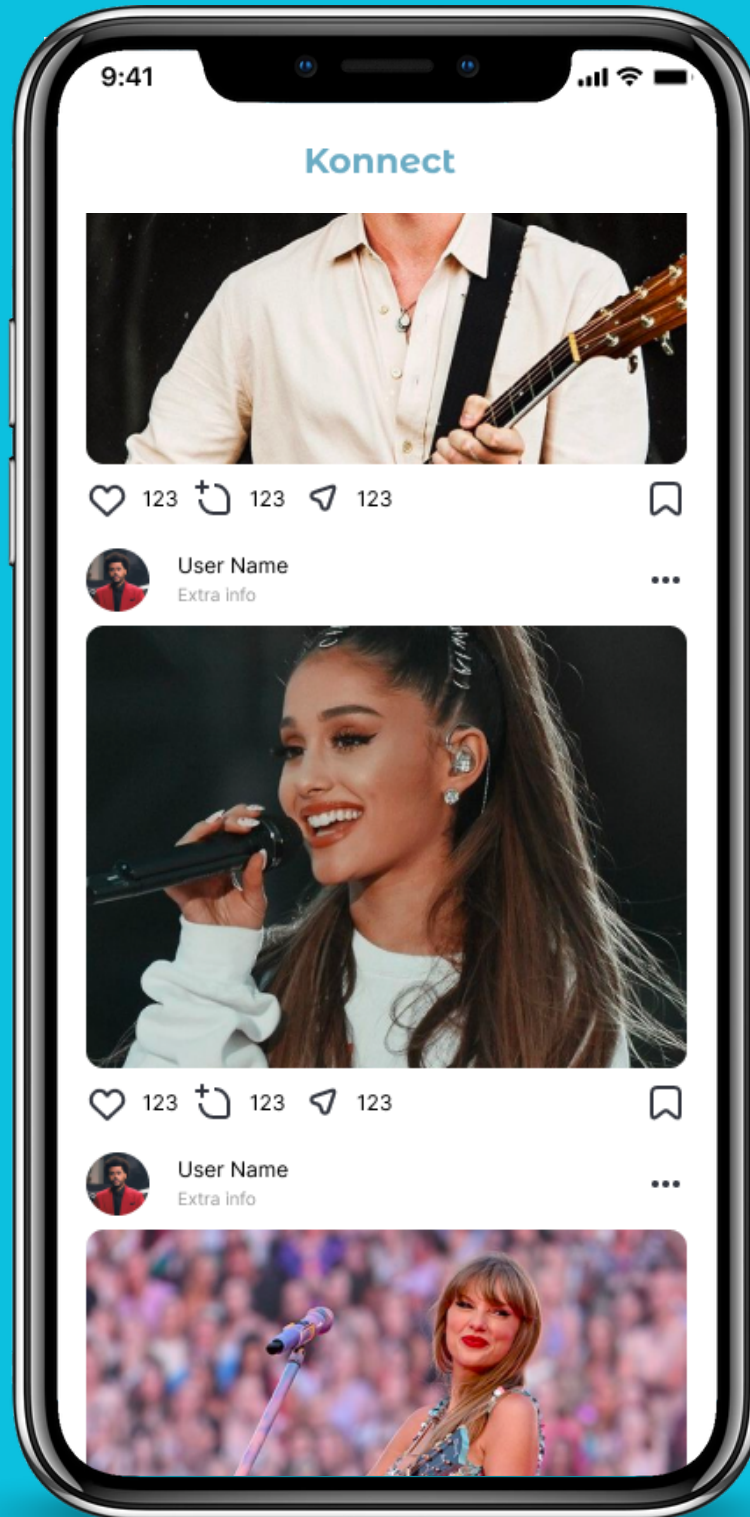
OUR PRODUCT

We have decided to create a one-stop platform where fans can record their memories, interact with their favorite creators, and enjoy a pure, dedicated space without the clutter of other social media. It's just you and your beloved idols.





OUR PRODUCT



Simplification

Compared to social platforms like IG and FB, we will not have any information other than what pertains to interactions with creators.

Memories

Record memories with them, dedicated map markers, exclusive event marks.

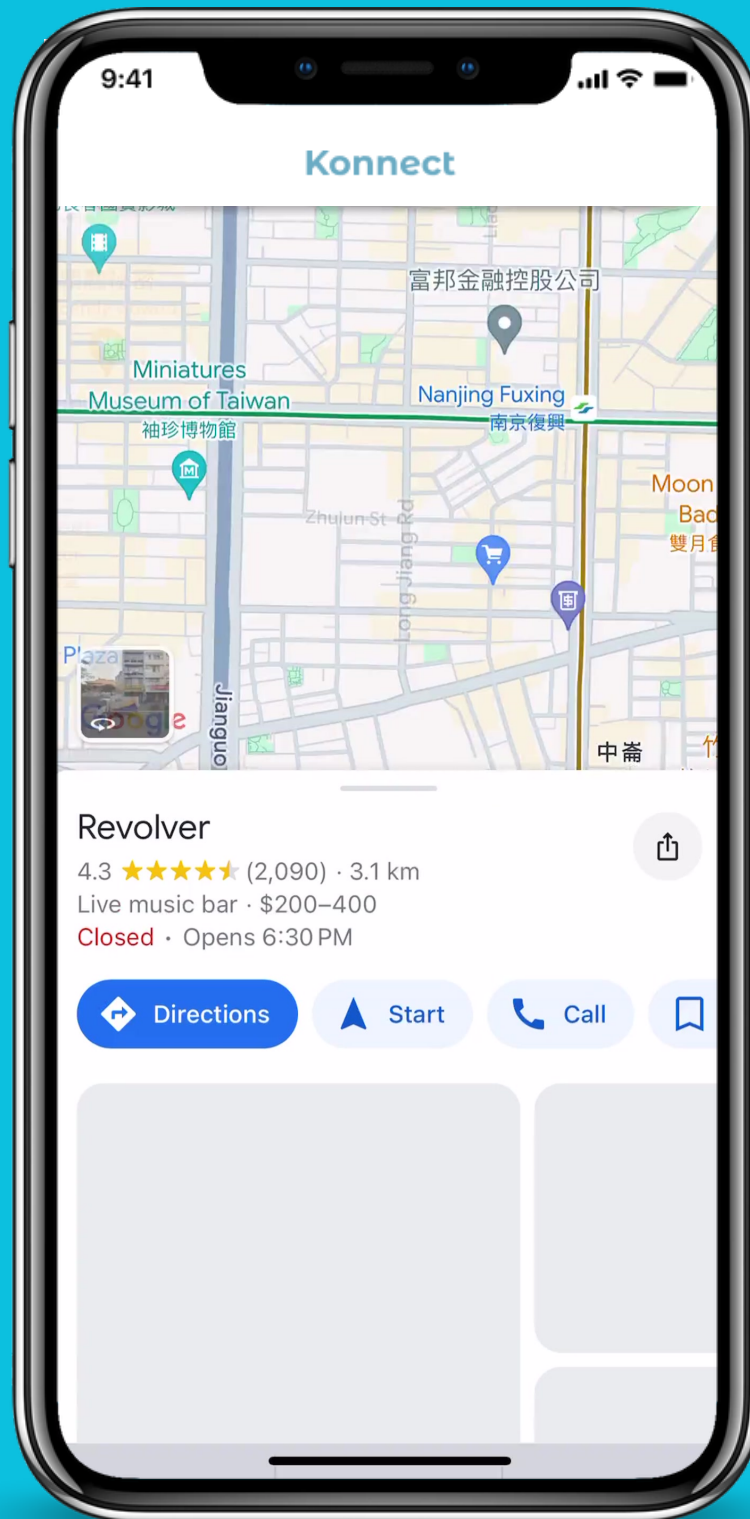
Interaction

Engage in conversations with creators to understand their different perspectives.





OUR PRODUCT



Simplification

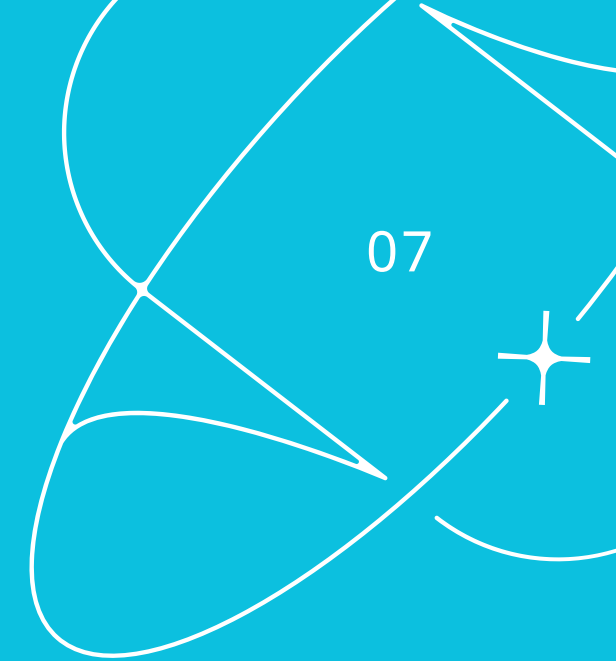
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OUR PRODUCT



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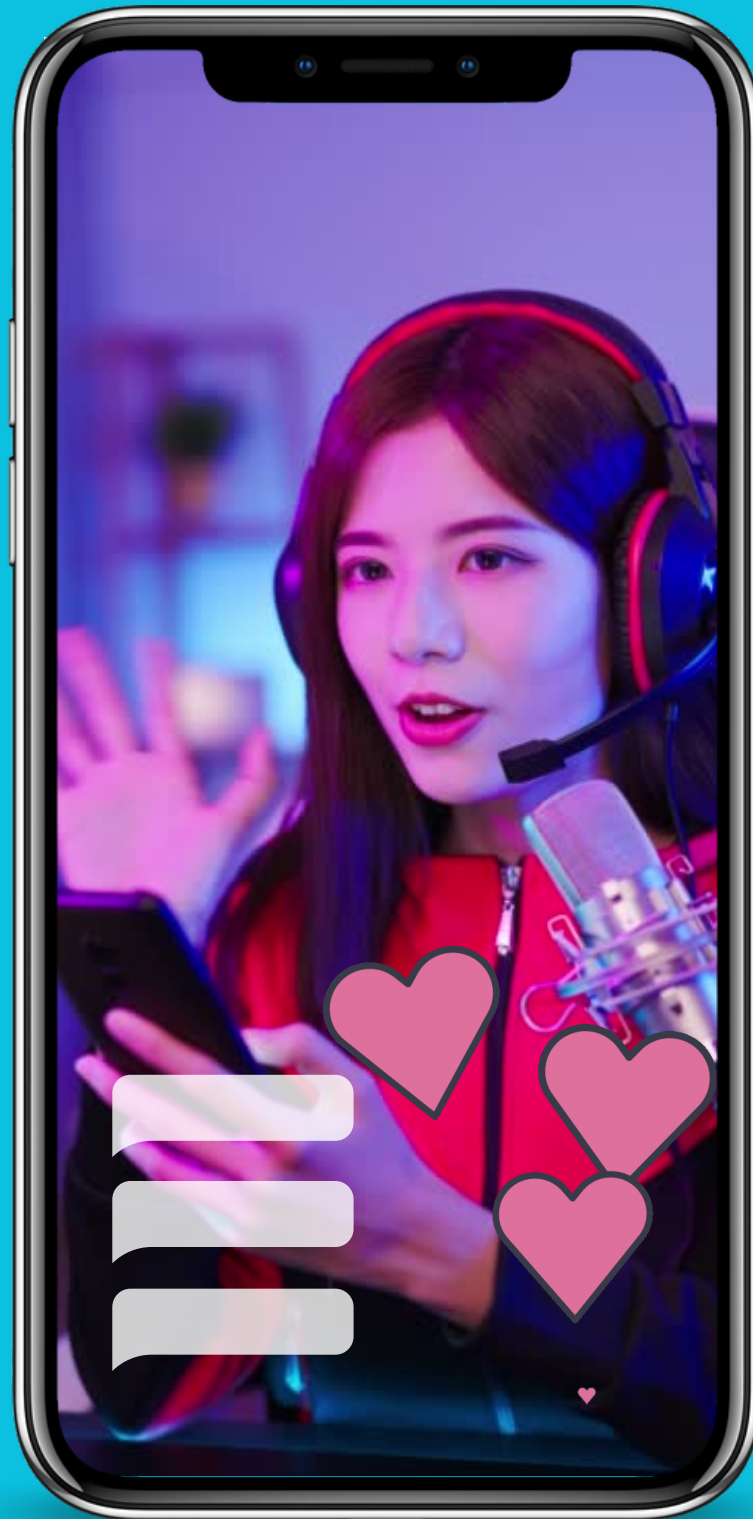
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OUR PRODUCT



Simplification

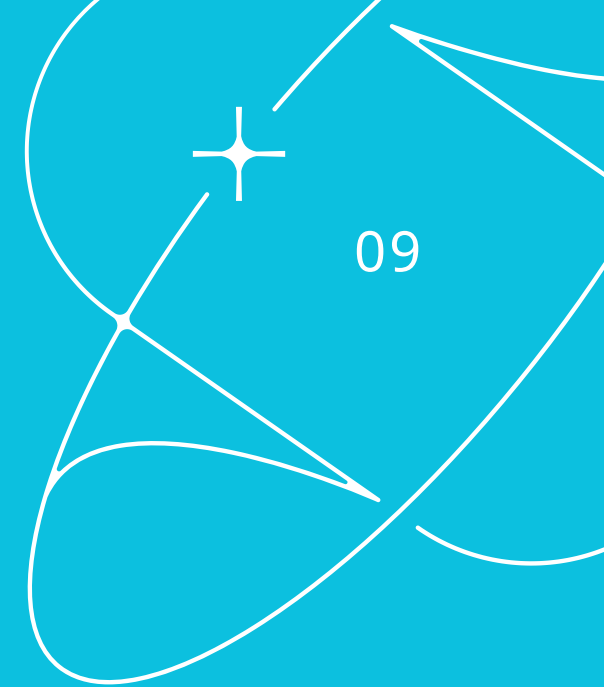
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Interaction

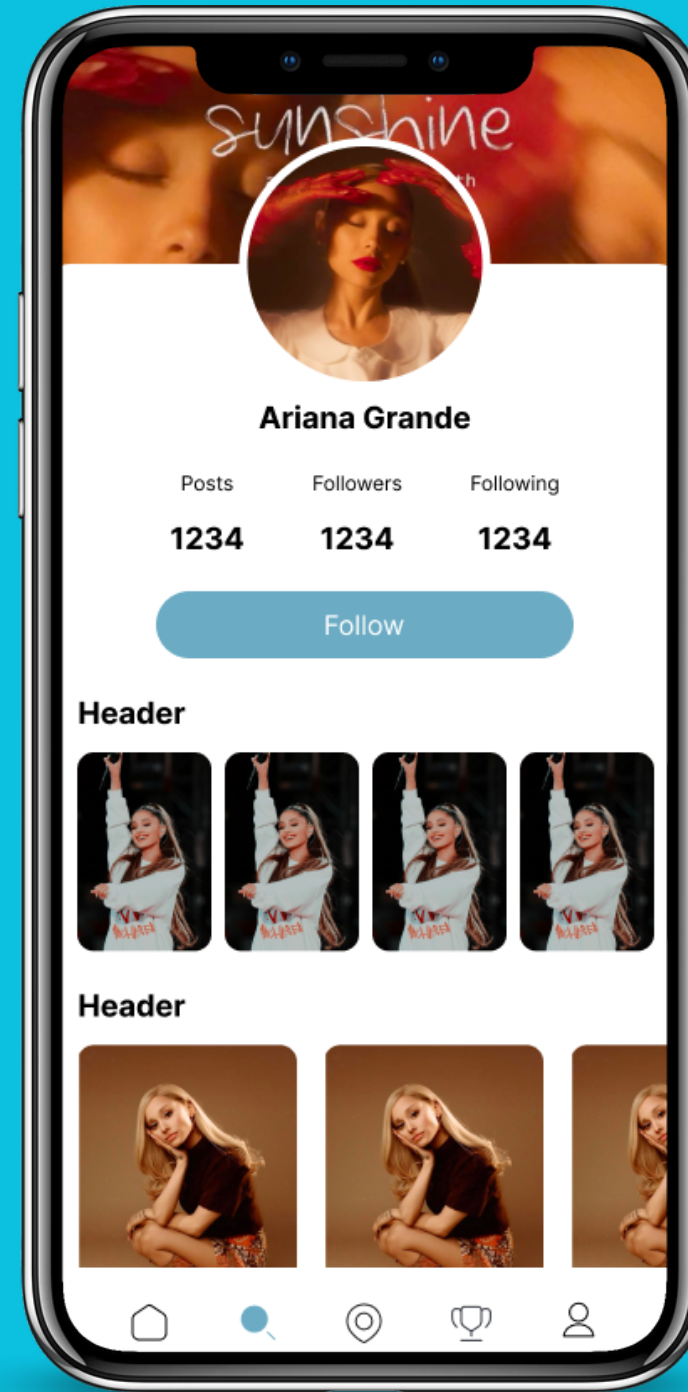
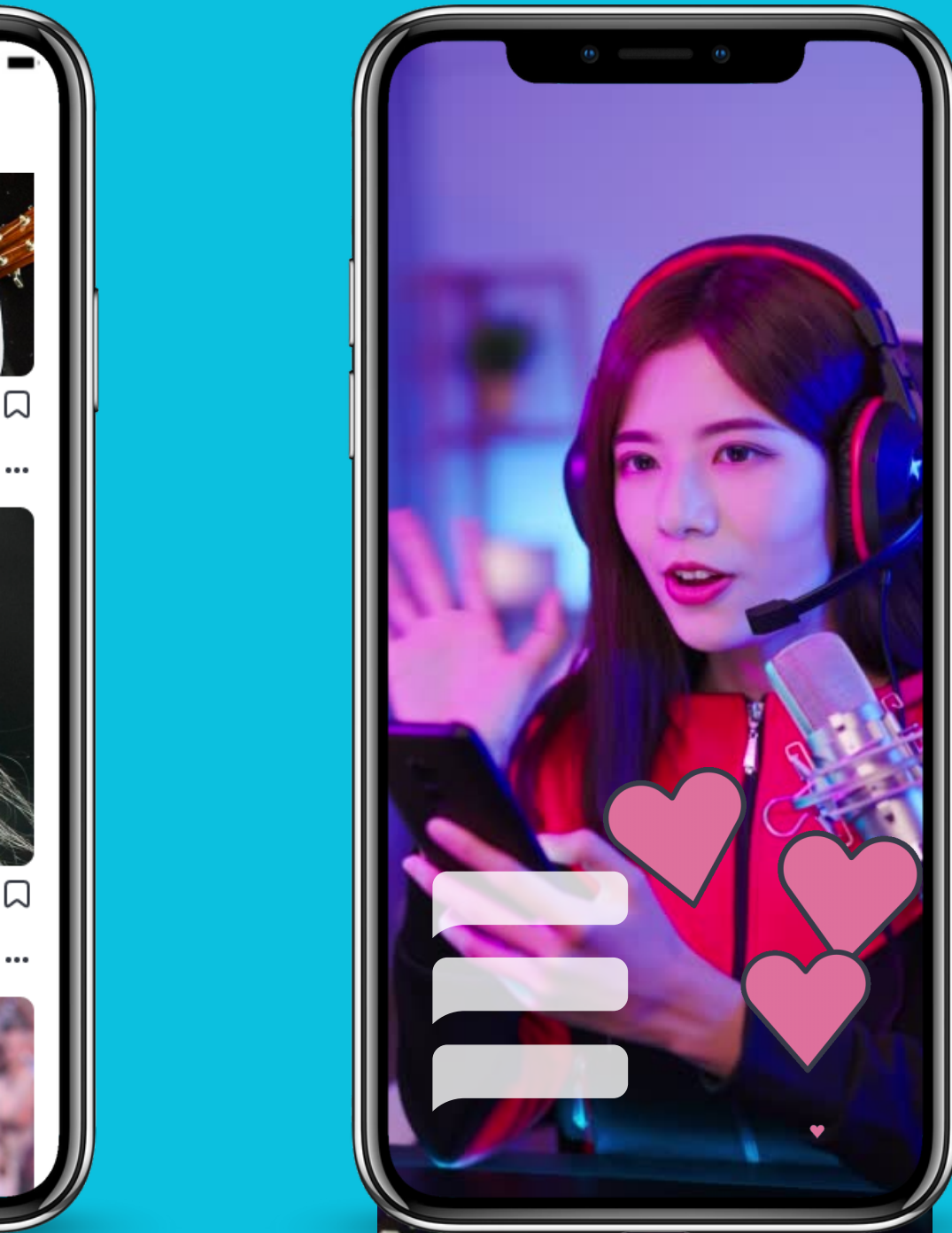
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OUR PRODUCT

10

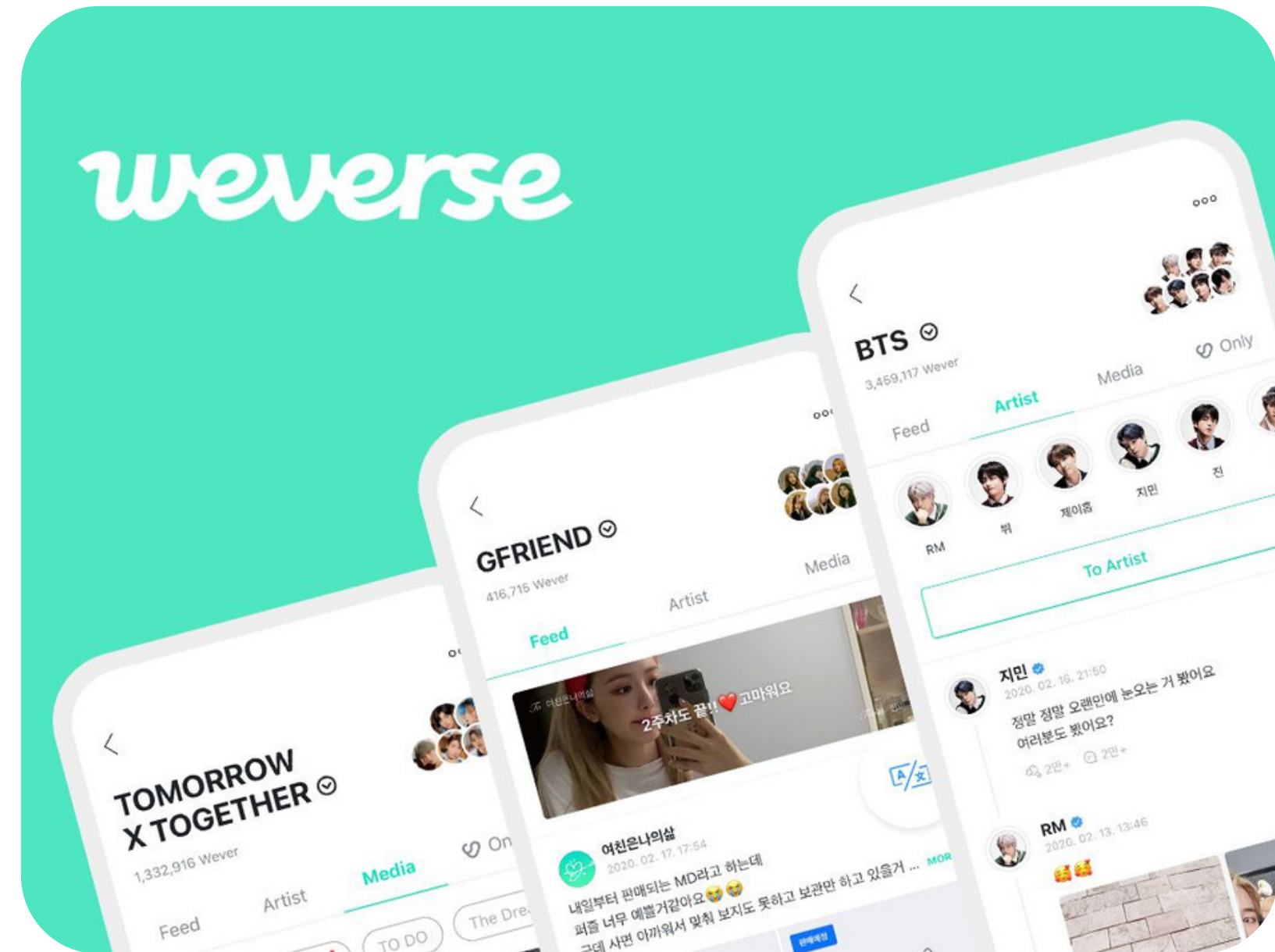


Creator Info



Fan Achievement

The fan culture industry in Japan and South Korea is actively developing similar fan services, including official fan clubs and fan community platforms.



However, due to language barriers and a domestic market that is not yet saturated, there are currently no plans to expand into overseas markets.

Taiwanese creators find it difficult to manage their fan communities in the complex environment of social media, and fans struggle to obtain comprehensive information about their idols. Therefore, we aim to draw inspiration from similar fan services in Japan and South Korea to expand the market in Taiwan.



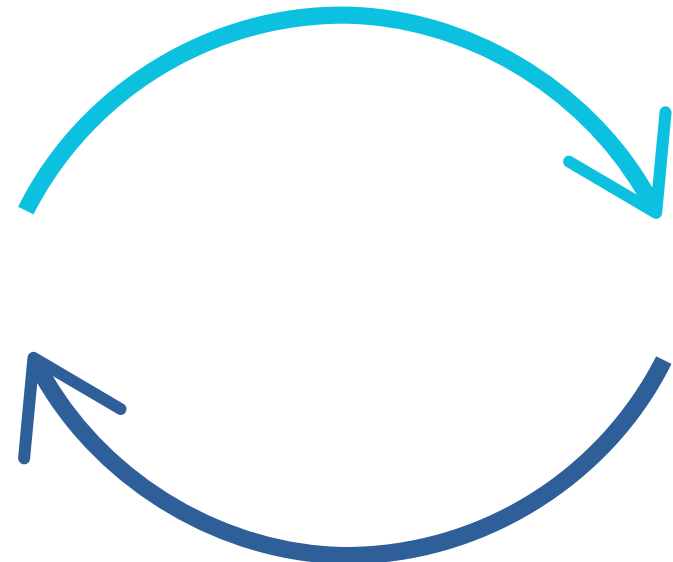


BUSINESS MODEL

13

Subscription Fee (\$600/yr)

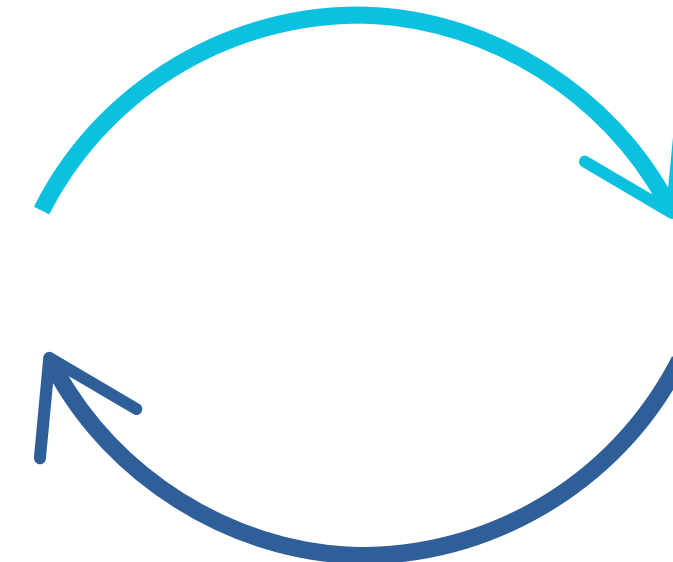
Fan Activity Data



Fan Active Map
Fan Achievement
Creators' Info
Creators' Interaction
Exclusive Creators' Content

Subscription Split (60%)

Fan Data Analytic
Fan Management Service



Management Fee

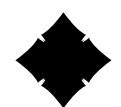
Activity Info
Chat Channel
Exclusive Content



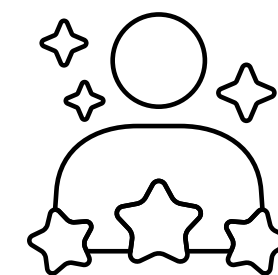


1st Year **250K Users per unit**
50K Subscription times
10 Creators (1000K+ fans)





1st Year **250K Users per unit**
50K Subscription times
10 Creators (1000K+ fans)



20%

Superstars

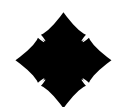
Audience > 100K



80%

Growing Creators

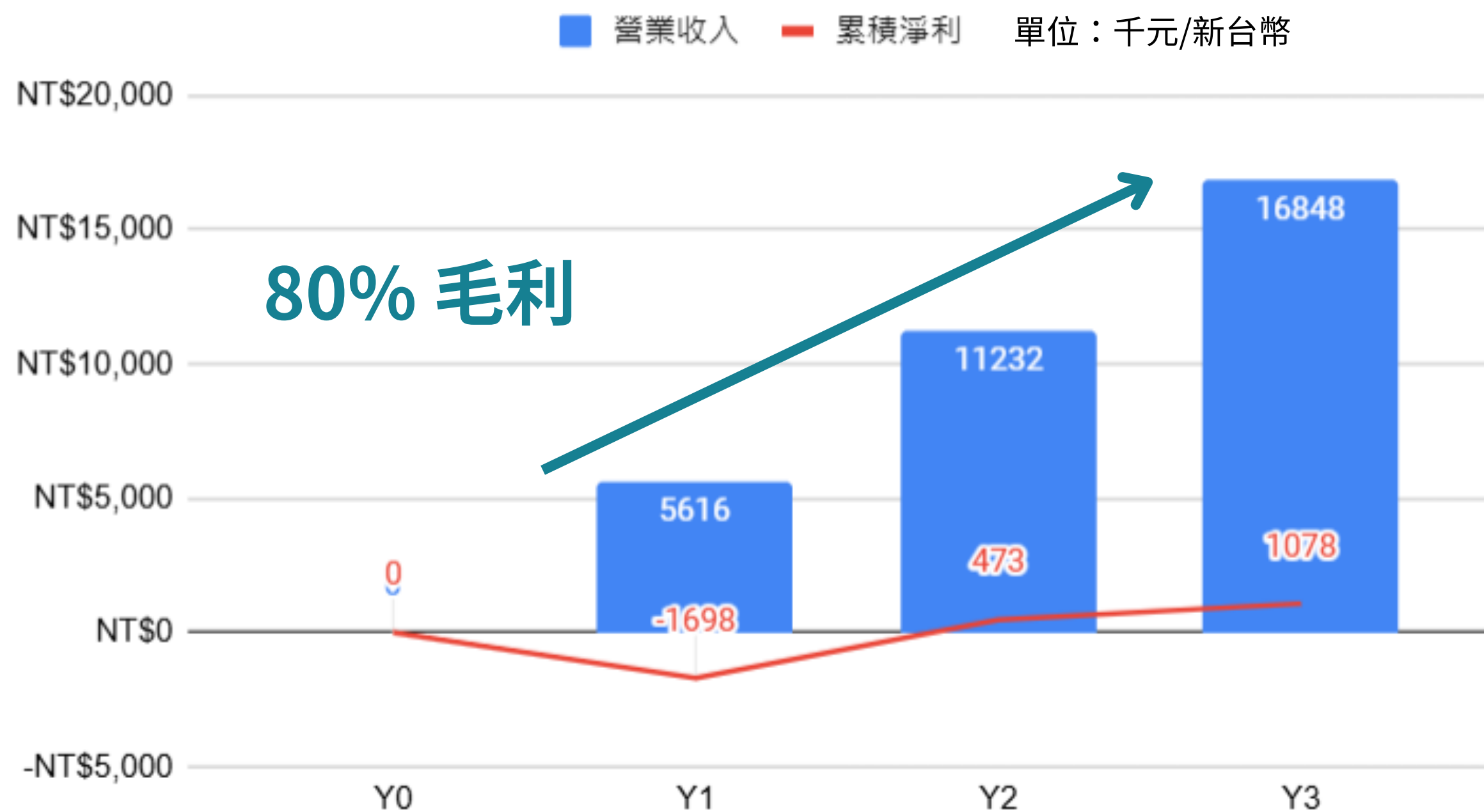
Audience < 100K



GO TO MARKET STRATEGY

16

營業收入、累積淨利





GO TO MARKET STRATEGY

17



Theseus 忒修斯

Spotify Audience 28K



Virtual Dialogues 設計對白

StreetVoice Plays 8.4K

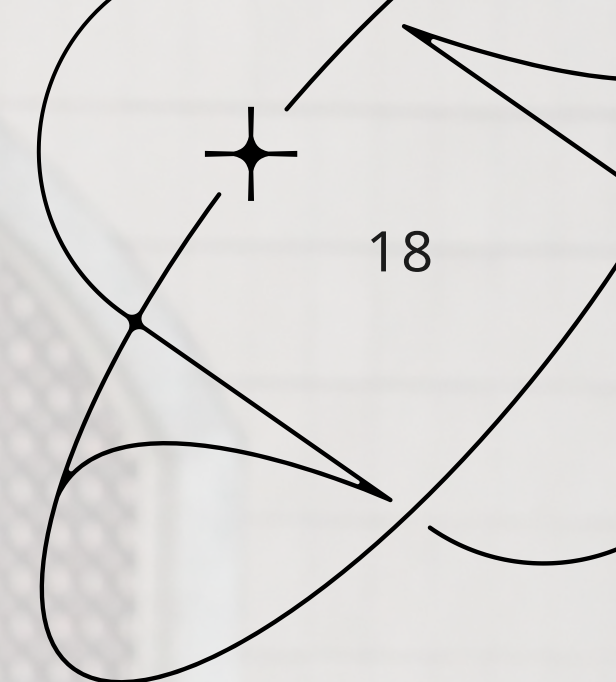


呂允

Spotify Audience 169K



TEAM



STRATEGY
Tintin



STRATEGY
Sage



ARTIST
Moe



RD
Lala



**DATA
ANALYST**
Jasper



MKT
Sulley



UIUX
Muriel

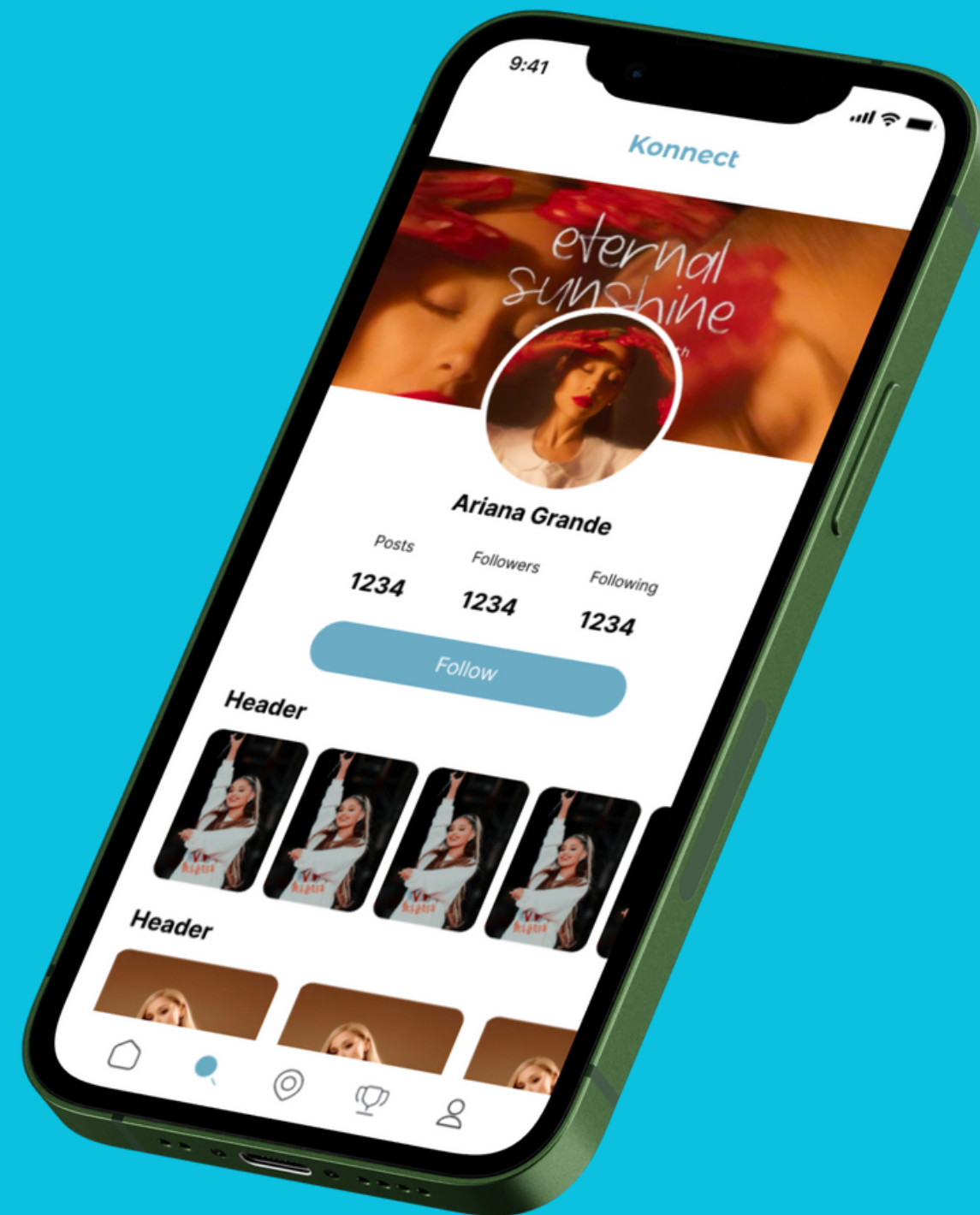


MVP TEST

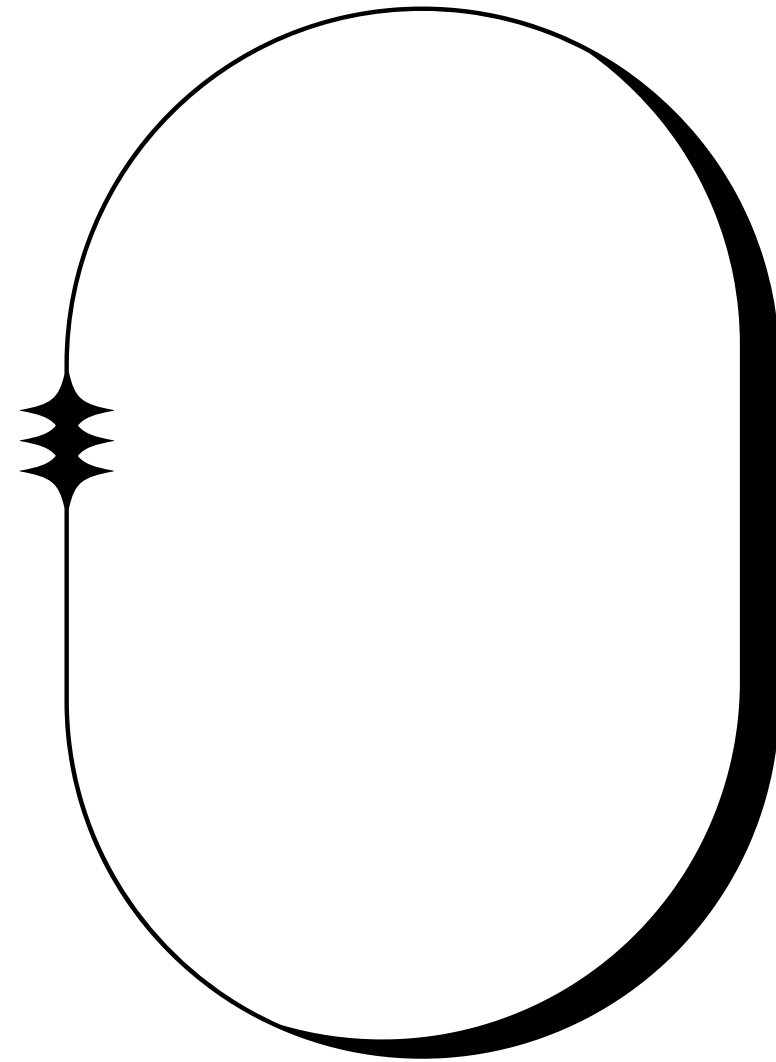
Summer

3 Creators

100 Attendees



LET'S
KONNECT



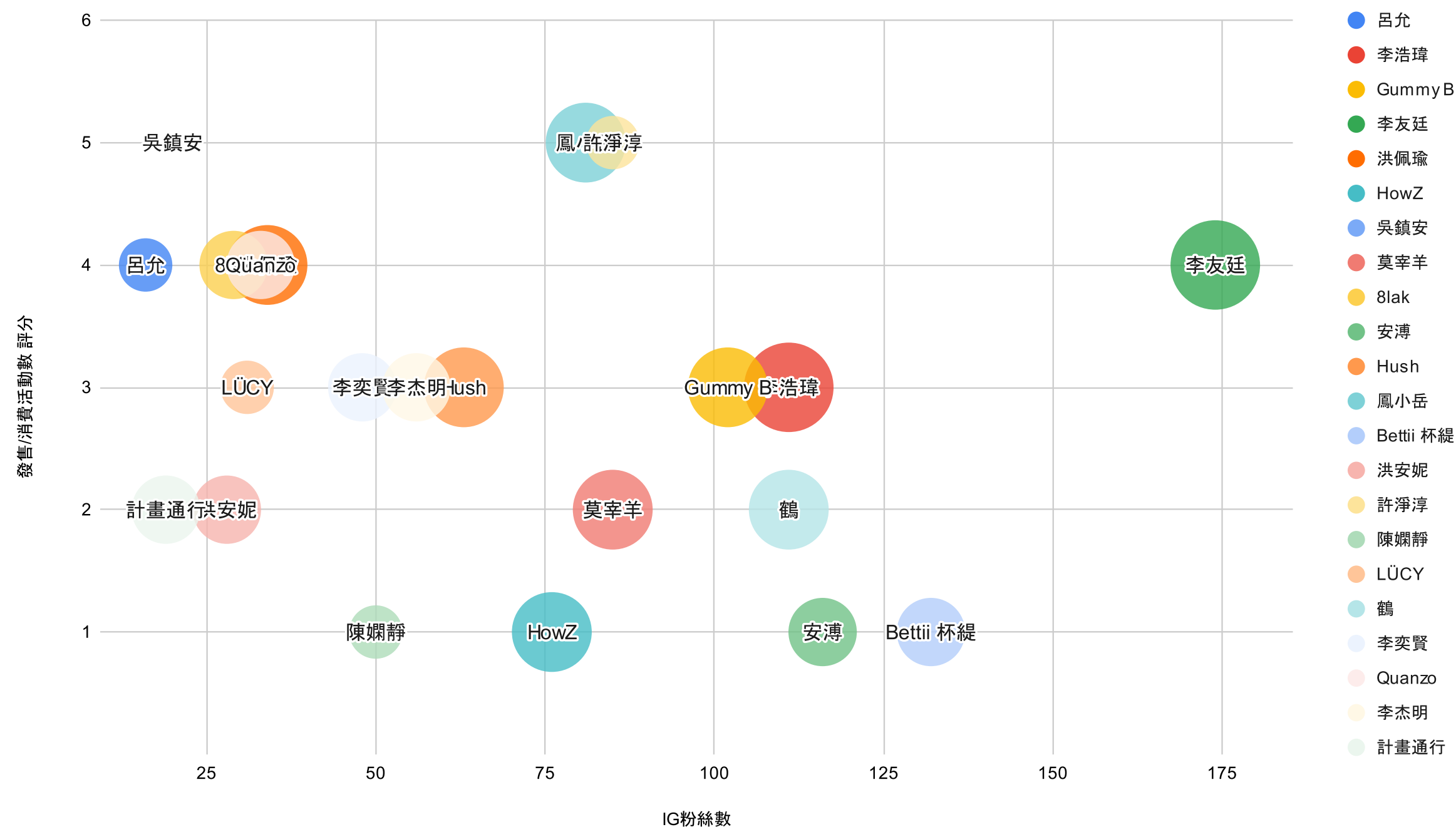
Group4
konnect.ntu.cep@gmail.com



DEFINE TARGET MARKET

Appendix 1

Small-scale artists in Taiwan



Data compiled by Konnect (March 2024) Event numbers are categorized based on public activities over the past six months.

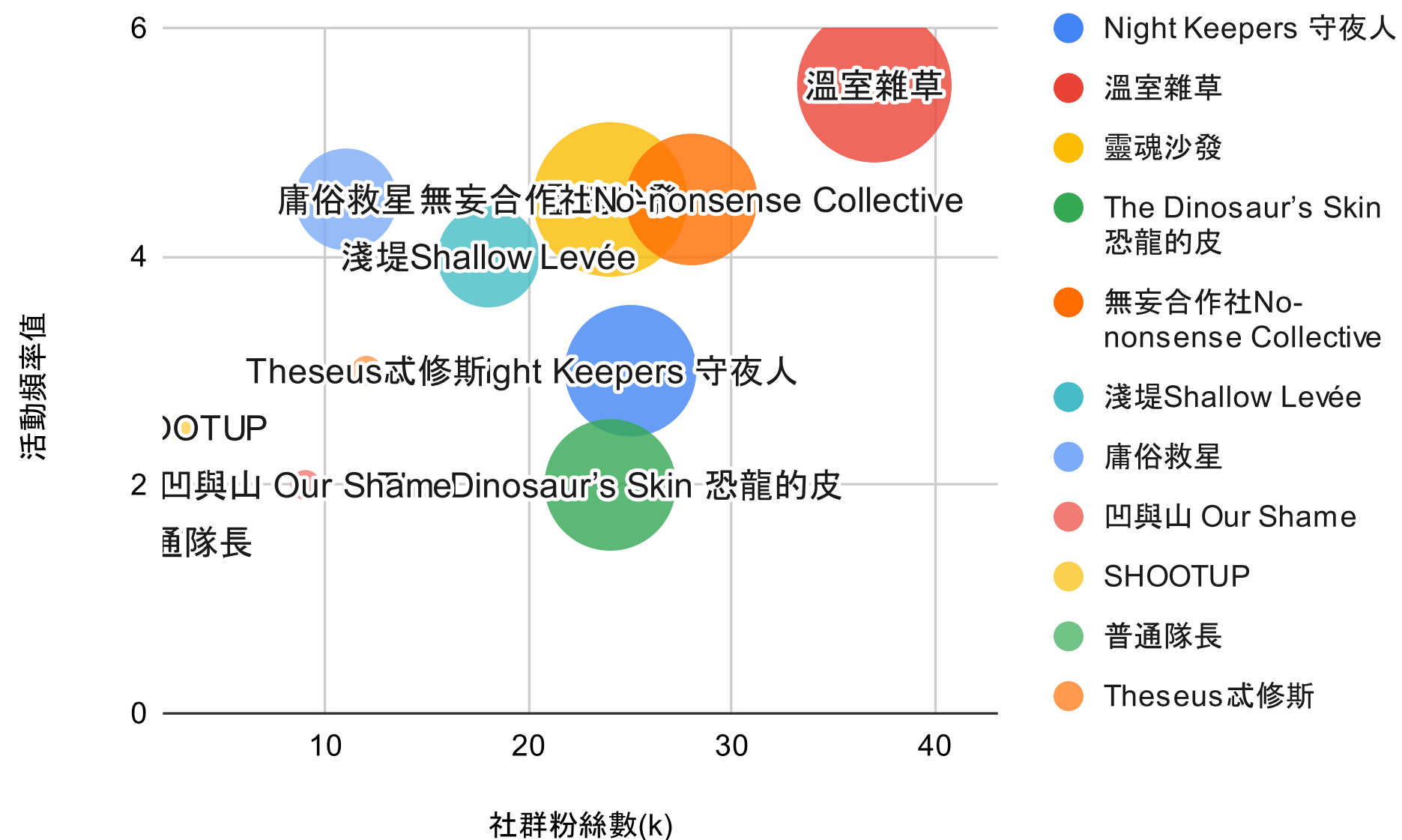




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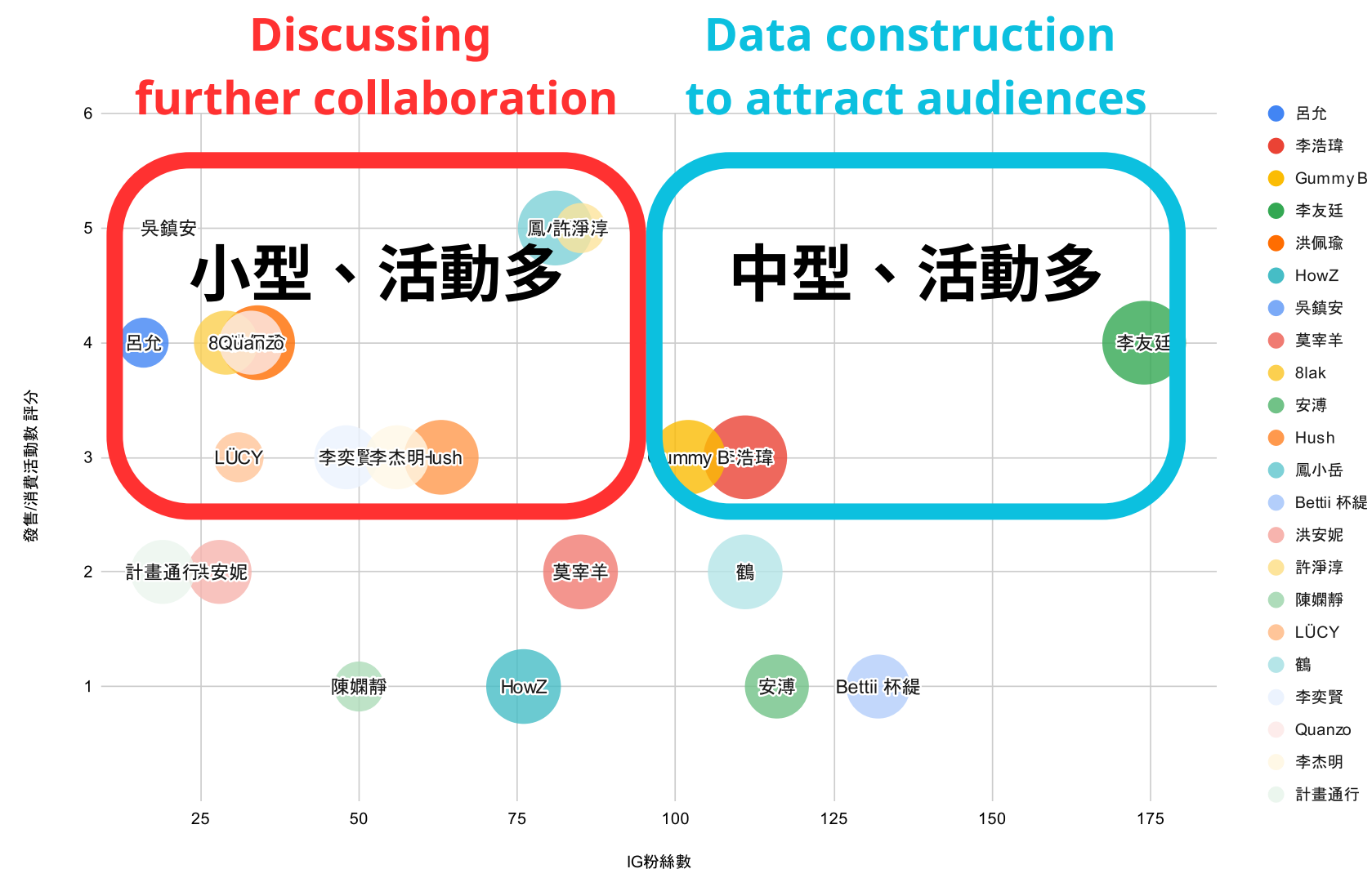




DEFINE TARGET MARKET

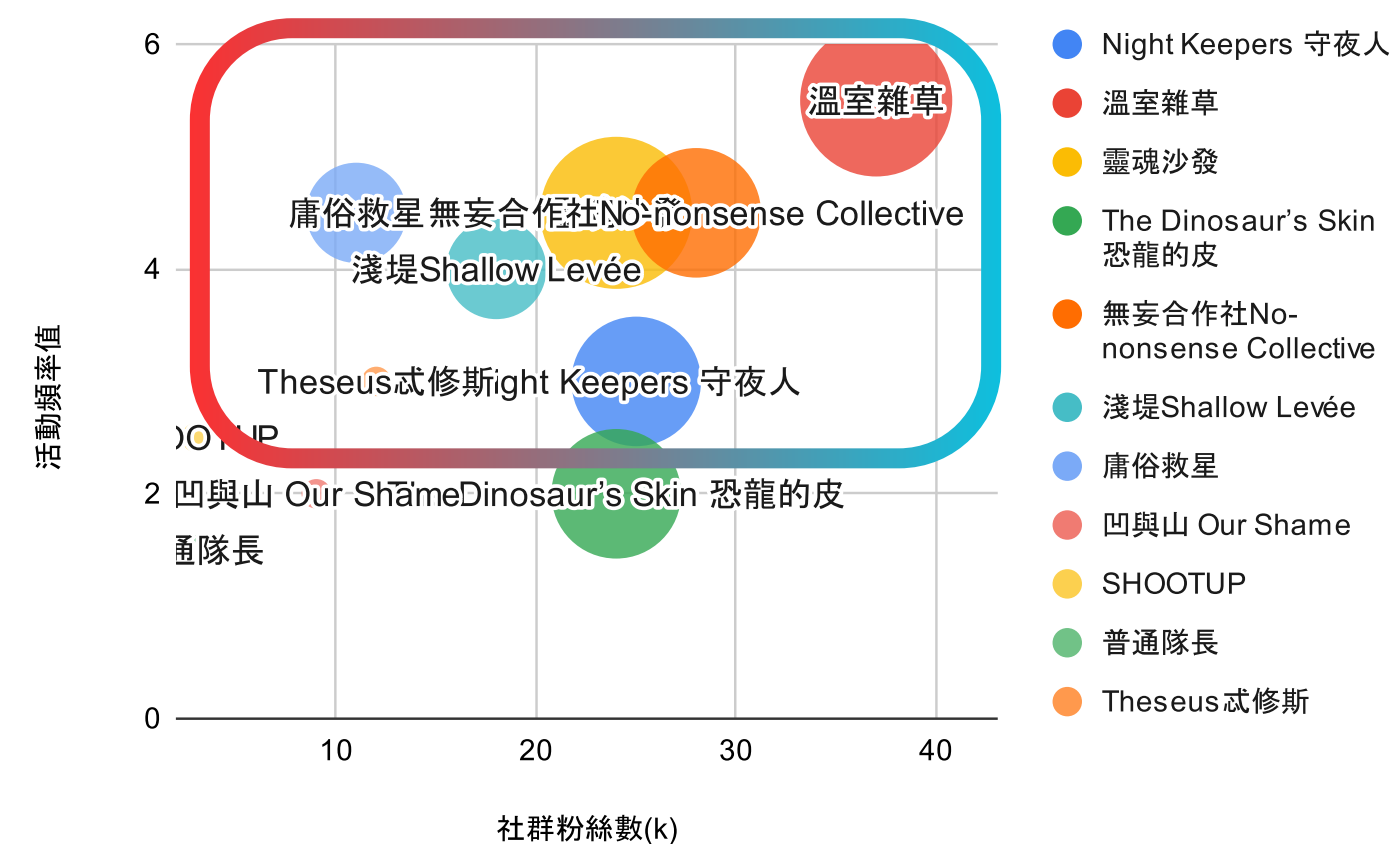
Appendix 1

Small-scale artists in Taiwan



Solo singer

Simultaneous collaboration negotiation and data construction



Independent band

Data compiled by Konnect (March 2024) Event numbers are categorized based on public activities over the past six months.

