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# Generate & Edit, Monetize with Streamlined Video Creation App

# 10kM.ai

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# Trusted by Samsung and 52 Global Companies

## Backed by Korea's National Deep Tech Startup Initiative

Secured \$1.7M in Funding  
(June 2024)



Investment Secured  
\$2M



R&D Grants Received  
\$4M

## Technology Validation Completed

15 Cases Across 8 Sectors



23 Granted Patents  
27 Patents Pending  
10 PCT Applications  
6 Registered Trademarks



## 01 Company Overview

**Market Focus**  
Enterprise AI video generation

**Business Model**  
Selling private cloud "instance"  
as subscription fee

**Founded**  
2022

## 02 Market Opportunity

**\$2M**  
2025 Sales projection  
Insurance, carriers,  
local governments



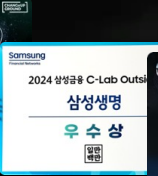
**\$9M**  
3-Year Goal  
Recurring revenue,  
Extending vertical to 8 categories



**\$47M**  
Market extension through global  
& retail market.

## 03 Achievements

Executive Summary



# For Enterprises of any scale, we transform your **Media** into powerful **Video content**

Through **fast turnaround** and **competitive pricing**, we **enhance content delivery impact** across every sector  
- government, enterprise, startups, entertainment, and small business.

**SAMSUNG**

**삼성생명**

**kt**

**LG U+**

**PARAGONCORP**

**GALAXY CORP**

**HONDA**

**서울특별시**

**CJ ENM**

**TOYOTA BOSHOKU**

**IBK 기업은행**

**인천광역시**  
Incheon Metropolitan City

**경기도**

**동아일보**

**IBS 아이비시스템**

**THE LAUNCHPAD AGENCY**

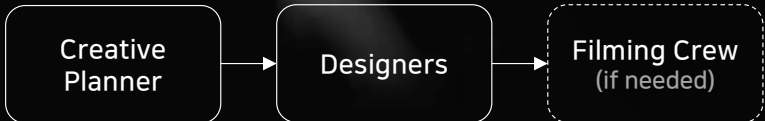
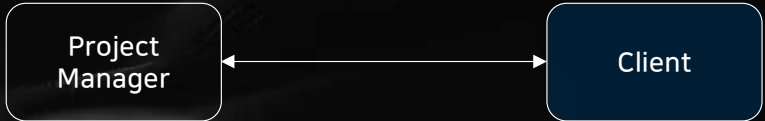
**rayworld**

**@esco**

**SAITO BUNKI 弁壽佐渡**

**PHILIP MORRIS INTERNATIONAL**

# Video production demands **endless human effort.**

|                                                                                                 | Process                                                                              | M             | H  |                                                                                                                                                                                                                    |
|-------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------|---------------|----|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <br>Planning   |    | 2             | 24 | <ul style="list-style-type: none"> <li>• Define the video concept and direction</li> <li>• Brainstorm ideas and creative approach</li> <li>• Budget and production timeline negotiation</li> </ul>                 |
| <br>Production |    | 3             | 40 | <ul style="list-style-type: none"> <li>• Storyboard creation</li> <li>• Design of subtitles and graphic elements</li> <li>• Rental of filming equipments</li> </ul>                                                |
| <br>Editing    |    | 1             | 40 | <ul style="list-style-type: none"> <li>• Organize footage and cutting scenes</li> <li>• Enhance color, audio and music</li> <li>• Add motion graphics for enhanced storytelling</li> </ul>                         |
| <br>Revisions |   | 3             | 24 | <ul style="list-style-type: none"> <li>• Review of deliverables</li> <li>• Iteration of planning, production, and editing</li> <li>• Multiple revision cycles until final client approval</li> </ul>               |
| <br>Delivery |  | <b>280 MH</b> |    | <ul style="list-style-type: none"> <li>• 1-3% of revenue spent on marketing (\$74M company)</li> <li>• 20-30% of marketing budget for video production</li> <li>• 100+ videos per year, costing ~\$400K</li> </ul> |

(Reference) Content Marketing Institute , "The What, Why, and How of Video's Next Revolution in Content Marketing" 2023



# B.E.V. Challenge: Why AI Video Doesn't Work for Enterprises



BI

Brand Identity

Editing

Volume

HYUNDAI  
**SUV**  
ORIGINAL

Traditional AI Video Production

Discover Hyundai's New SUV – Watch Now!

Technology of 10kM.ai

**10kM.ai**

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# B.E.V. Challenge: Why AI Video Doesn't Work for Enterprises



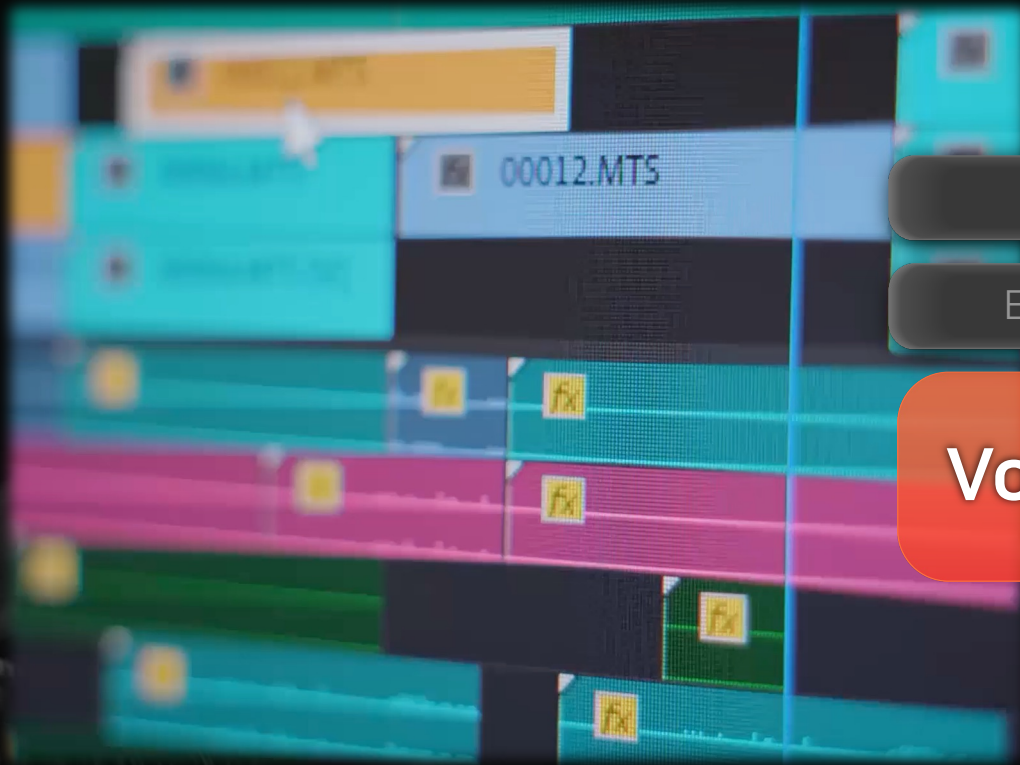
Traditional AI Video Production

Technology of 10kM.ai

Erase People from Videos, Keep Everything Else

**10kM.ai**  
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# B.E.V. Challenge: **Why** AI Video Doesn't Work **for Enterprises**



Traditional AI Video Production

BI

Editing

**Volume**



Technology of 10kM.ai

For A/B Testing, Funnel Management & Cross-Platform Scaling

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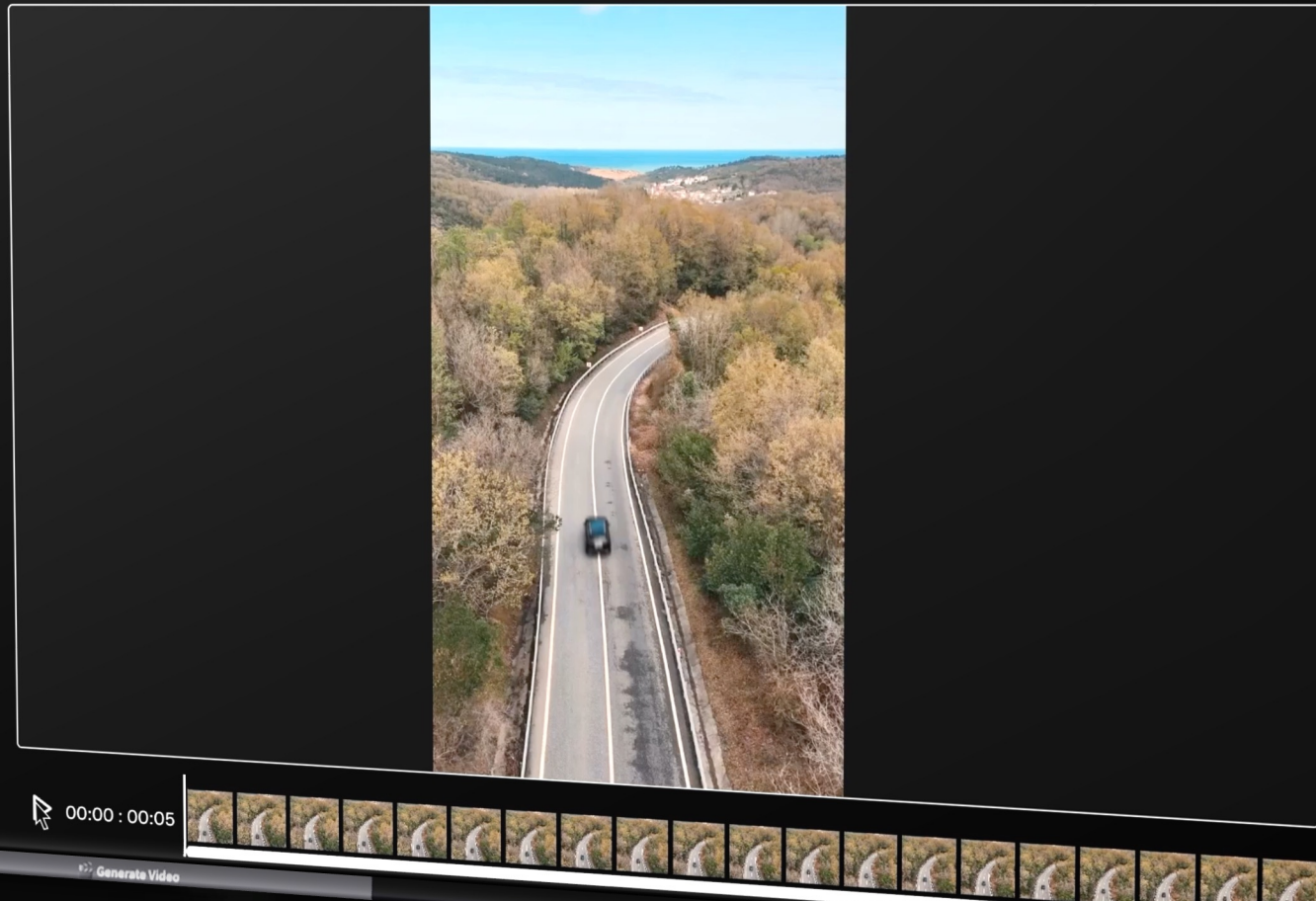


# Our Solution to AI Video Creation

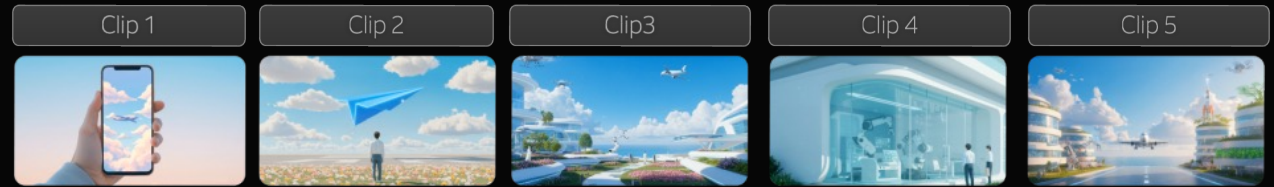
- Planning
- Production
- Editing
- Revisions
- Delivery

10kM.ai

PixFill



(출처) Content Marketing Ins



## 1. Scripting

Scripts

+

Key Image



## 2. Keyframing

Key Frame

→

Clips



## 3. Generation

Background Footage



## 4. Editing

+ Object

Text

Video

3D Sticker

SFX

BGM



# Video



### Script 01

A wide-angle view of a futuristic skyscraper labeled "IBK 창공", floating majestically above the clouds in a bright blue sky. The building rises from a soft island of mist and light, surrounded by towering cumulus clouds and several hot air balloons drifting in the distance. The architecture is clean, curved, and glowing with soft neon edges, and a large luminous sign near the top reads "IBK 창공" in Korean. Sunlight pours in from the side, casting soft shadows and enhancing the photorealistic detail of the glass facade. The scene feels cinematic, surreal, and inspiring—like a city in the sky.

Key Image  
01



### Script 02

A dreamlike coastal tech village under a vivid blue sky, designed with clean, curved architecture and soft pastel accents. Futuristic buildings with white and glass surfaces are surrounded by lush greenery.

Key Image  
02



### Script 03

A panoramic view of a tech plaza in a coastal pastel village, featuring three modern buildings side by side, each with glowing signs: "IBK 창공 CAMP", "IBK 창공 GLOBAL", and "IBK 창공 PLUS". The structures are designed with blue-tinted glass, clean white supports, and surrounded by trees, flower gardens,

Key Image  
03



Media

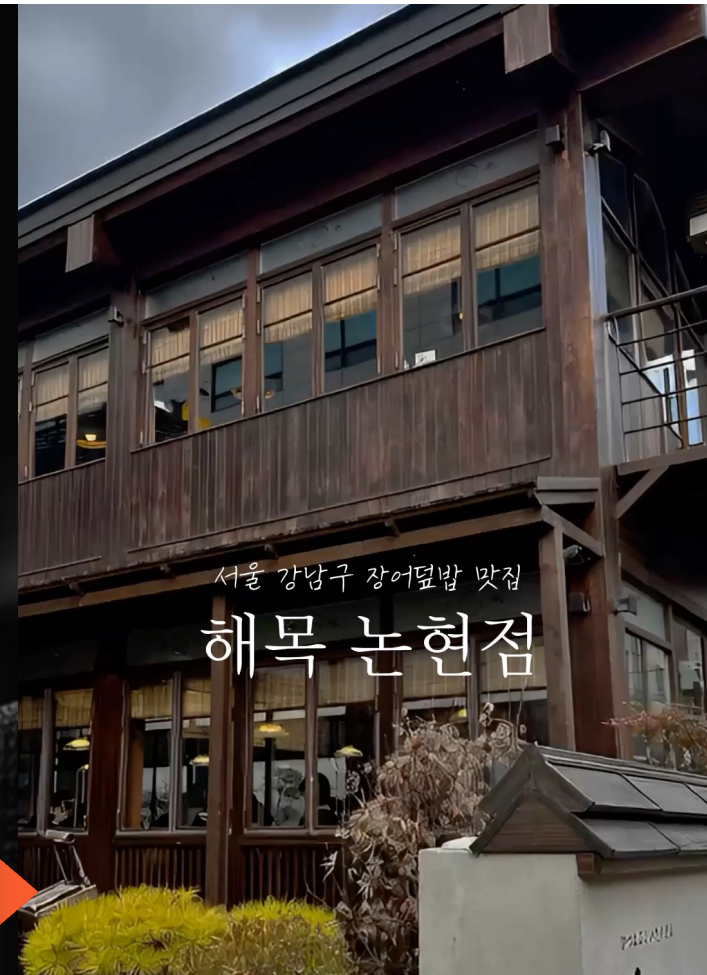
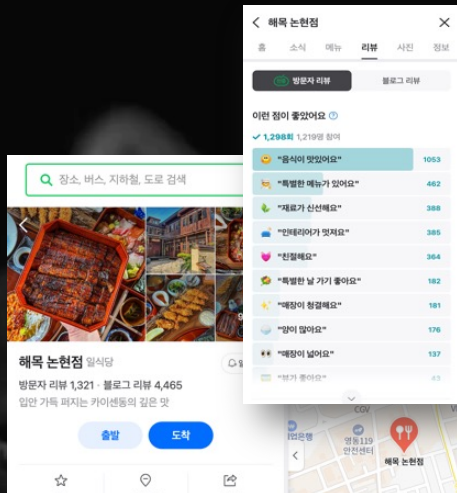






## Auto-generated Short form based on LBS Map Data

- Challenge: Traditional map data cannot **intuitively showcase** restaurant atmosphere and food quality
- Solution: AI leverages Naver Map's visual content to auto-generate video titles, taglines, scene layouts, and transitions for high-quality short-form content
- Feature: GPS-enabled real-time short-form channel creation, automatically organizing **nearby restaurants** by ratings, reviews, and cuisine categories

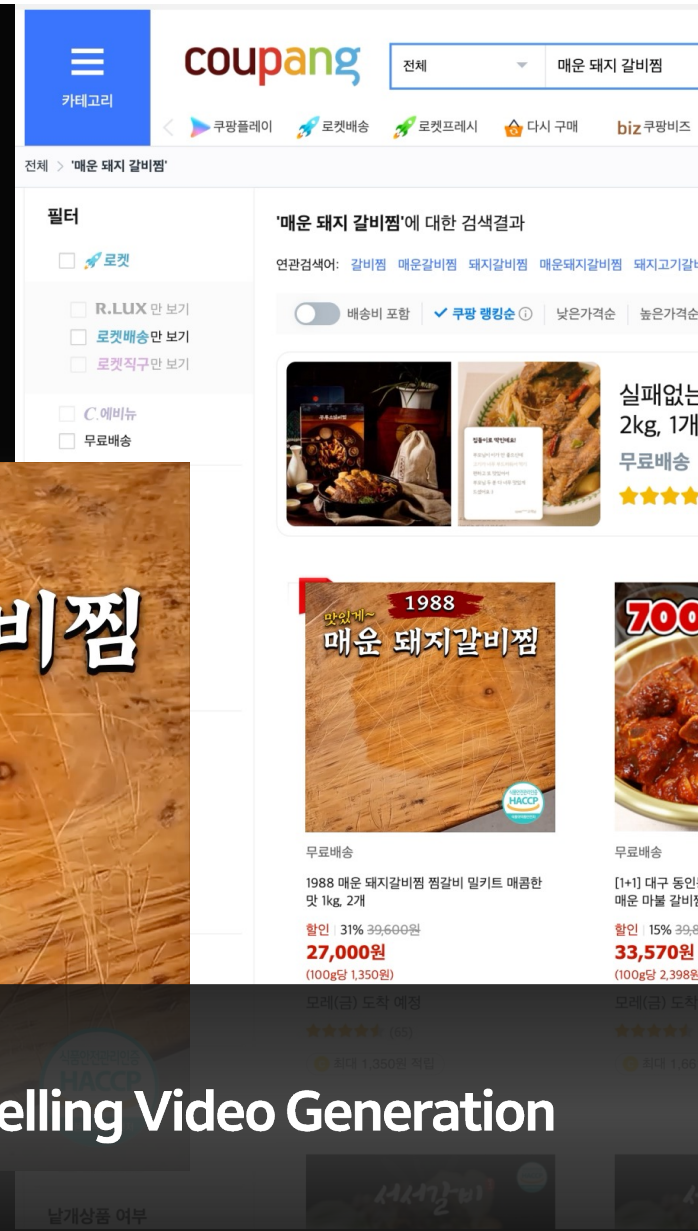


Established DB → **Batch** Video Generation

**gemgem.e-com**

## Auto-generated short form based on product images

- Challenge: Static product images in e-commerce face **difficulties in effectively showcasing product** appeal
- Solution: AI transforms **existing product photos** into compelling short-form videos with auto-generated titles, taglines, scenes, and transitions
- Value: E-commerce platforms gain **instant product differentiation** and new revenue streams through seller upselling, requiring zero additional effort

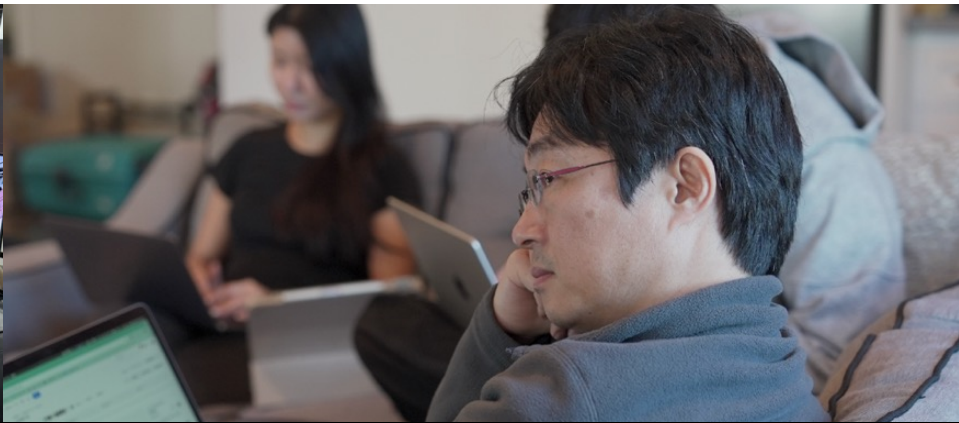


Established Product DB → **Batch** Upselling Video Generation



# Generative Models Competing for SOTA status, Collaborating through Editing Models – Market Opportunity

|                   |                                                                    | gemgem.video<br>(10kM.ai) | Edits<br>(Meta) | CapCut<br>(TikTok) |
|-------------------|--------------------------------------------------------------------|---------------------------|-----------------|--------------------|
| Gen&Edit<br>Model | BI (Brand Identity) Analyzer                                       | ●                         | ×               | ▲                  |
|                   | AI-Driven Video Generation<br>via Existing Video Analysis & Search | ●                         | ×               | ●                  |
|                   | Web-Based Video Editor                                             | ●                         | ▲               | ▲                  |
|                   | On-Device & Private Cloud Support                                  | ●                         | ×               | ×                  |
| Buster<br>Engine  | Dynamic Content Generation &<br>Scheduler                          | ●                         | ▲               | ×                  |
|                   | Multi-Device &<br>Multi-Campaign Compatibility                     | ●                         | ×               | ×                  |



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