



LOLOCARE

LOLOCARE Company Introduction

Company Introduction

LOLOCARE, a specialized brand for joint healthcare
CEO Im Dain

SEPTEMBER.2023

We combine the best of technology with the best of know-how.

'Connecting people to life's greatest asset - their health' is our goal.



About us

- Our philosophy and company history
- Company overview and organization chart



Main business and services

- Main products
- Service and product features



Company Performance

- Ongoing projects
- Portfolio analysis



Affiliates

- Partners and affiliates
- Finish



ABOUT COMPANY

01

A healthcare-based idea product manufacturer that has innovated branding of differentiation and taste in the market by providing a new type of healthcare solution that goes beyond mere health promotion tools and is integrated into lifestyle, the startup is led by a 10-year brand planner and a 7-year webtoon writer, and has realized a monetization model with KRW 1 billion in sales in half a year since its launch.

The goal is to connect people with life's greatest asset - health - through 'practical yet healthy' healthcare products.

BM, which develops and sustains lifestyle items and content aimed at protecting joints, is further expanding and performing as a genderless young sensory company.

About Company

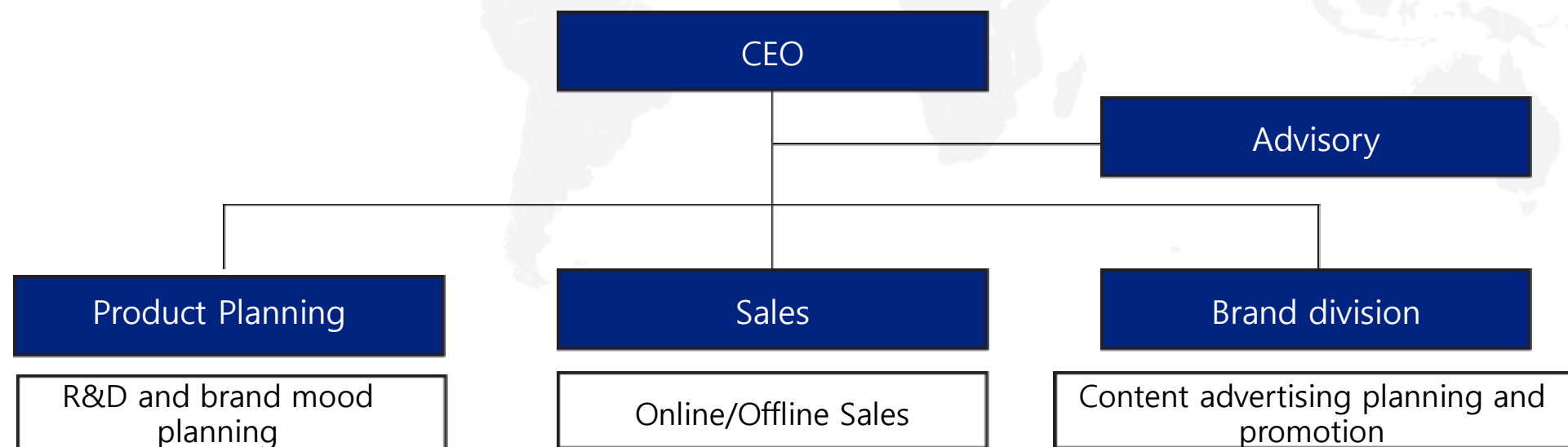


LOLOCARE

LOLOCARE

Life & Healthcare as a brand that provides life healthcare R&D and manufacturing production, body recovery products and medical sports related products to sustain a healthy life, we will sincerely do our best.

ORGANIZATION CHART



Company Name	LOLOCARE
CEO	Im Dain
Date of establishment	12-20-2022
Main Products	Healthcare-related medical devices, various protective devices, and apparel
Type of company	Sole proprietorship (to be incorporated in 2024)
Location	8F, 41, Chungseon-ro 209beon-gil, Bupyeong-gu, Incheon, Korea
Website	runwalk.com
E-mail	dada1412@naver.com

About Company

Product certification and continuous research

Production and supply through product certification and continuous research



혈액이 정체 또는 괴는 것을 방지하거나

신체의 일부분을 탄력으로 압박 또는 잡아주는 기구

식약청 인증 받은 의료기기입니다.

[B07090.02][1]

Apparatus to prevent blood from stagnating or pooling or to compress or hold parts of the body with elasticity.

It is a medical device certified by the KFDA.

[B07090.02][1]

제 8180 호 열람용

의료기기 제조업 허가증

NO. 8180 For reading

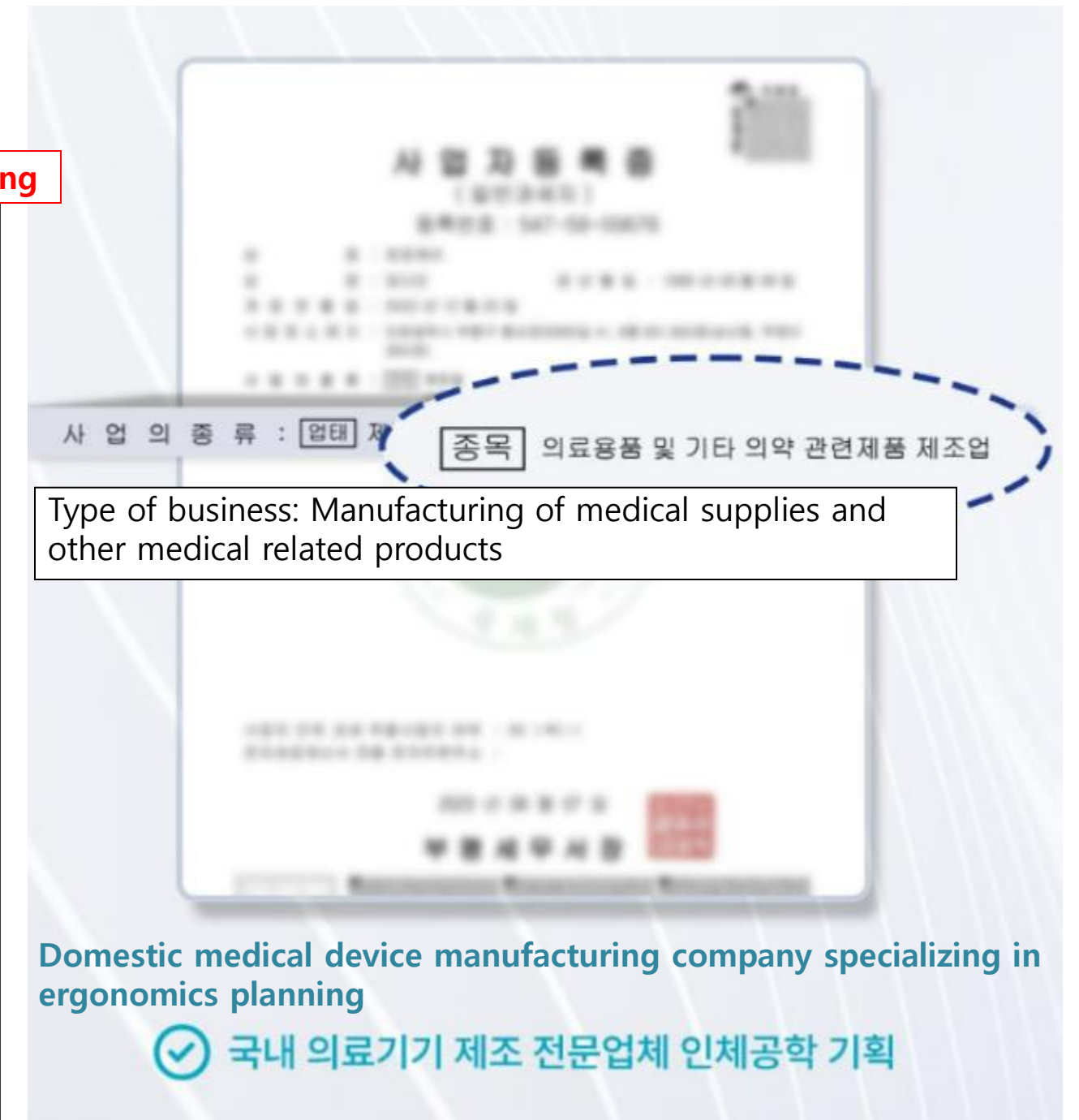
Medical Device Manufacturing License

1. Business name: LOLOCARE
2. Location: Room 801, 802, 8th floor, 41, Chungseon-ro 209beon-gil, Bupyeong-gu, Incheon, Korea
3. Representative (date of birth): Im Dain (1990/09/08)
4. Quality Manager (Date of Birth): Im Dain (1990/09/08)
5. Conditions of Approval:

Pursuant to Article 6, Article 15 of the Medical Device Act and Article 3, Article 29 of the Enforcement Rules of the same Act, permission is granted as above.

2023.5.30.

Head of the Gyeonggi Province Food and Drug Administration (Signature)



02

OUR SERVICES

Introduction of Major Businesses and Services

LOLOCARE provides high-performance solutions in physical recovery and sports-related products by utilizing patented technologies and self-developed fabrics.

Through tight collaboration between development and planning teams, we quickly identify and apply market and user needs to promote reasonable luxury branding and combine technology and design capabilities to support health for all ages and improve the quality of healthy life.

Thanks to product planning and exclusive design that only LOLOCARE can do, the Runwalk wrist brace has been undeservedly loved, selling over 20,000 units in the first month of its launch.



BRAND & PRODUCTS

Healthcare Line

Brand Vision

일하는 모두가 건강하고 행복하도록
사람을 인생의 가장 큰 자산인 건강과 연결하는 것
런워크가 추구하는 리커버리 기획입니다.



소비자 트렌드
기능성과 심미성, 인체공학적 요소를 갖춘 제품 소비



New Arrival

테이핑구조 엄지·손목보호대
런워크 소프트 테이핑 손목보호대




RUN WALK

Soft Touch Wrist Guard

단 한번도 본적 없던,
진짜 손목 보호대를 만나 볼 시간입니다.



elle 1000

모로 릴렉싱 타이즈

SLIM UP
Relaxing TIGHTS



RUN WALK

테이핑 보호대
디테일 살펴보기

국내 의료기기 제조 전문업체(주)에이치비

반거로운 테이핑 대신 쉽게 걸는 벨크로

무릎의 하중을 분산시키는 안정 쿠션

통기성이 뛰어난 기능성 편직 원단

불안정한 부분을 알고 탄력있게 감싸는 3D 서포트 라인




단 10초로 피부 속까지 빛내는

L-DERMA




OUR SERVICES

LOLOCARE is spreading its distribution network not only in Korea but also overseas by utilizing fan marketing and ergonomic design development & patent structure.



엑세서리 | 런워크
손목 조저본 놓이 만든 [작가들의 '창작' 테이핑 보호대]
 [웹툰/웹소설]작가 다수 참여 런워크 손목보호대 시즌2 더욱 개선된 구성과 뉴...

54082% 270,412,984원 **펀딩 성공**

엑세서리 | 런워크
단 한번도 본 적 없던 [작가들의 '창작' 테이핑 보호대]
 "내가 테이핑하는 그대로네!" 현업 [웹툰작가]와 국내[의료기기 제조사]가...

43257% 216,287,899원 **펀딩 성공**

Makuake

プロジェクト 活動レポート 応援コメント 933

親指&手首用 サポーター
 RUN WALK®

医療機器メーカーの企画・検収済み 親指から手首までこれ一本でガード!

ウェブ漫画家が開発した!!

応援購入総額 **3,355,330円** (Success!)
 目標金額 300,000円

118%

サポーター **561人**

残り **32日**

応援購入する



Product Planning/Distribution A-Z

Highly functional and rational products are planned, and various specialized marketing groups provide accessible content to consumers.



Product Development OEM/ODM

We flexibly respond to various market needs through OEM and ODM services utilizing patented technologies and self-developed fabrics.



Brand Planning/Rebranding

Re-focusing on modern people's health issues and the importance of care, we strengthen the brand vision and adapt it to the market.



Online B2C/Crowdfunding

We successfully introduce outstanding products to the market and consumers through online B2C and crowdfunding strategies.

SERVICE & PRODUCTS

Content marketing and product development logic

Result_1	Result_2	Result_3	Result_4	Result_5	Result_6	Result_7	Result_8
시장조사 분석 내용 Market research analysis contents	아이디어 정리안 1안 Idea summary 1 draft	아이디어 구체안 Idea Specific Draft	제작시방서 Manufacturing specification	개발 제품 도면 Development product drawings	디자인 mockup Design mockup	지식재산권 Intellectual Property	최종 개발완료 보고서 Final development report

손목 조저본 놈이 만든 손목보호대 추천
Recommended wrist guards from a guy who screwed up his wrist!

이거 찐이네
This is really good

중요한 건 꺾여도 그냥 하는 손목!
The most important thing is just use your wrist

요요군님, 제가 만든 손목 보호대 한번 써보실?
Mr Yo-Yo, would you like to try my wrist guard?

근데 궁금해하던 그 제품, 협찬 받았다!
Finally, I got a sponsorship for the product you've been wondering about!

3X세 그림 인생 첫 손목보호대!
My first wrist guard in 3n drawing life!

손목을 잡아주고 엄지를 당겨서 손바닥을 펴줘요.
Hold my wrist, pull my thumb, and open my palm.

'창작가를 위한 손목보호대'라는 문구처럼,
도구(tool)를 쥐는데 최적화된 느낌!
Just like the expression says, 'wrist support for creative workers', it feels optimized for rummaging through tools!

마침 철야작업 해야 할 때 왔기에 바로 실사용에 들어갔습니다.
It was time to put them to work and finally I got to use it. I tried it out.

다녀왔습니다.
I'm back

바로 손 노출(?)도가 몹시 높습니다!!
Your hands are exposed a lot!

이 장점은 런워크 손목보호대에서 처음 느껴봤습니다.
This is the first time I've noticed this benefit on a runwalk wrist guard.

하루에도 몇 번씩 정○만 빙의해서 손목에 뽀뽀 날리게 되는 손목보호대!!!!
These wrist guards will have you kissing your wrists like Hisashi Mitsui several times a day!

이제 제 신체 일부와 다름이 없어요!
It's like another part of my body now!

인증샷을 찍었으니 여러분의 안구 건강을 위해 그림으로 대체합니다.
I took a picture, so I'm replacing it with a picture for your sake.

에 뽀뽀 날리게 되는 손목 보호대!!!!
(인증샷을 찍었으니 여러분의 안구 건강을 위해 그림으로 대체합니다)

- *Planning an Ergonomic Design Product
- *Trendy viral marketing for Generation MZ
- *Customer experience delivery and support

SERVICE & PRODUCTS

Content marketing and product development logic

The collage consists of several key components:

- Top Left:** A grid of 24 small images showing various shoe or footwear designs.
- Top Middle:** A diagram titled "표지내용 분석" (Cover Content Analysis) showing a grid of 16 items with labels like "3D 입체 모델링" and "가상 시뮬레이션".
- Top Right:** A Venn diagram with three overlapping circles labeled "LOW COST & HIGH QUALITY" (blue), "인체공학 기법적 요소 적용" (red), and "신적 요소 디자인화" (green).
- Middle Left:** A diagram titled "소재의 기본 원칙적 속성" (Basic Principles of Material Properties) showing a cross-section of a material with labels for "개별 용량 측정" and "흡습성 보리스 처리".
- Middle Middle:** A diagram titled "인공체 부분 사용예시" (Artificial Body Part Usage Examples) showing human torso models and ergonomic data.
- Middle Right:** A diagram titled "소재 응용" (Material Application) showing "Variation" of a grid pattern and "인체 모형에 사용" (Application to Human Model).
- Bottom Left:** A large grid of 60 small images showing various shoe and product designs.
- Bottom Middle:** A word cloud containing terms like "Softness", "Pain", "Curvature", "Ventilation", "Posture", "Ergonomics", "Productivity", and "Work".



- Real user feedback
- Analyzing findings
- Applying usability evaluation data
- Ergonomic product design
- Progress product development
- Product distribution marketing

SERVICE & PRODUCTS

Content marketing and product development logic

FOB LIST

In addition to the images shown, we are developing and producing more than 30 products, including SilverCare Protectors, Medical Protectors, and Strength Training Protectors. Additional lineups will be launched in the second half of 2024.

NUM.	Description	Image	Color	Unit	Quantity	Sales price	Size	Image	Comment
1	Pastel Calf Compression Stockings		Beige	1Pair	1	30	34-42cm calf circumference length 275mm Width 75mm		S, M, L Size
2			Black	1Pair	1	30			S, M, L Size
3			Sky blue	1Pair	1	31			Free Size
4			Light pink	1Pair	1	31			Free Size
5			Light purple	1Pair	1	31			Free Size
6			Gray	1Pair	1	31			Free Size
7	Pastel Calf open-toe Compression Stockings		Light pink	1Pair	1	30	34-42cm calf circumference length 270mm Width 105mm		Free Size
8			Light purple	1Pair	1	30			Free Size
9			Gray	1Pair	1	30			Free Size
10			Coral	1Pair	1	30			Free Size
11	Medical Compression Stockings		Beige	1Pair	1	30	S : 25 ~ 35cm M : 34 ~ 42cm L : 41 ~ 50cm calf circumference		S, M, L Size
12			Black	1Pair	1	30			S : 255mm M:275mm L:275mm
13	Thigh type Compression Stocking		Beige	1Pair	1	45	34-42cm calf circumference length 520mm		Free Size

NUM.	Description	Image	Color	Unit	Quantity	Sales price	Size	Image	Comment
14	Non-slip Socks style Calf Compression Stocking		Beige	1Pair	1	45	34-42cm calf circumference length 420mm Width 105mm		Free Size Shoes (220-250mm)
15	Footpad		Beige	1Pair	1	30	7.5cm X 15cm /±1~1.5cm Weight : 12g		Free Size
16			Black	1Pair	1	30			Free Size
17	Knee support		Black	1Pair	1	35	length 42mm Width 40mm Thickness 3mm		Free Size
18	Wrist Brace Band		Special Thumb type Black	1EA	1	35	length 425mm Width 60mm Thickness 1mm		Free Size
19			Wrist type Black	1EA	1	35	length 425mm Width 60mm Thickness 3mm		Free Size
20			Thumb type Black	1EA	1	35	length 425mm Width 60mm Thickness 3mm		Free Size

03

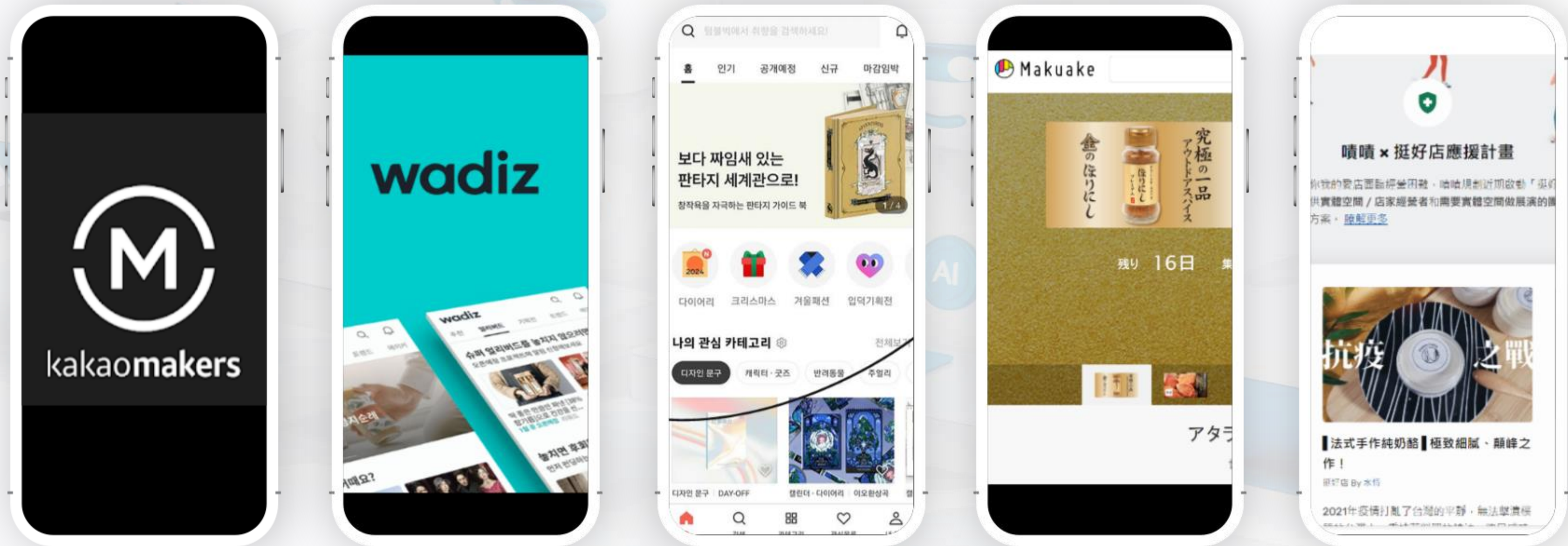
OUR BUSINESS

Optimal performance

LOLOCARE will continue to build on its outstanding product development capabilities, patented technology, and customer-centric service.

Domestic and international crowdfunding

Securing fan marketing through famous domestic and international crowdfunding, increasing the possibility of expansion to increase sales, securing brand awareness, and maximizing export sales through domestic and international buyers.



Domestic crowdfunding of 3 companies > Self-marketing (awareness) > Overseas crowdfunding (export) > Brand K application > Procurement (sales)

Optimal performance

2023-2024 Current

Achieving results in securing IP and branding ongoing

Tested by the Korean Apparel Testing Institute, which issues certified test reports by strictly applying criteria based on domestic and international regulations and standards to check quality factors such as stability, harmfulness, and functionality for textile products.

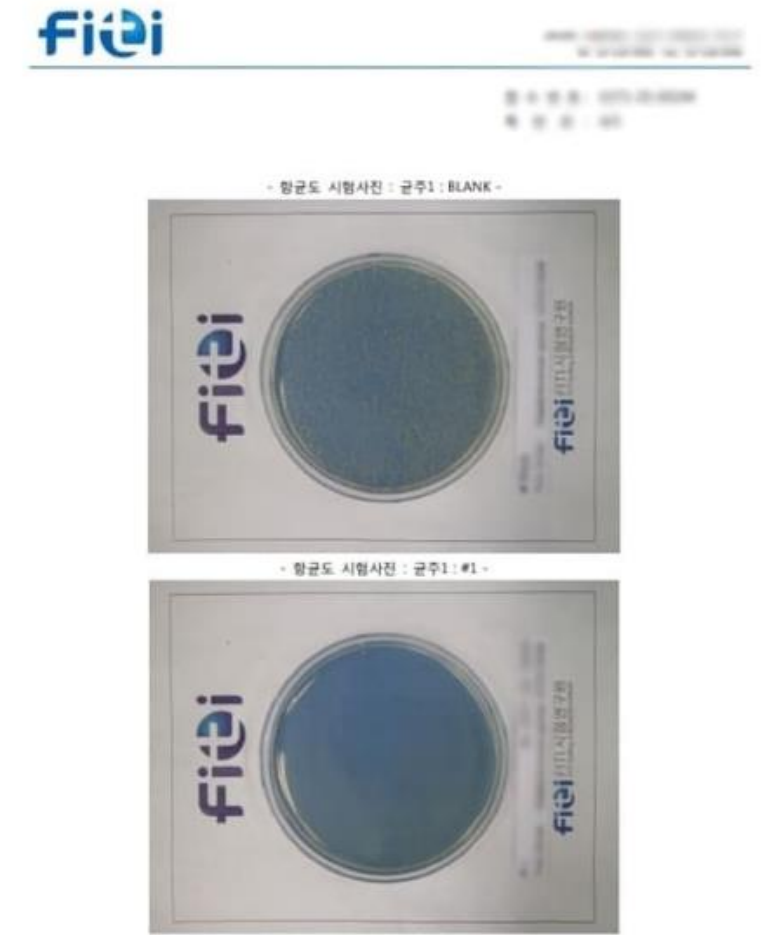
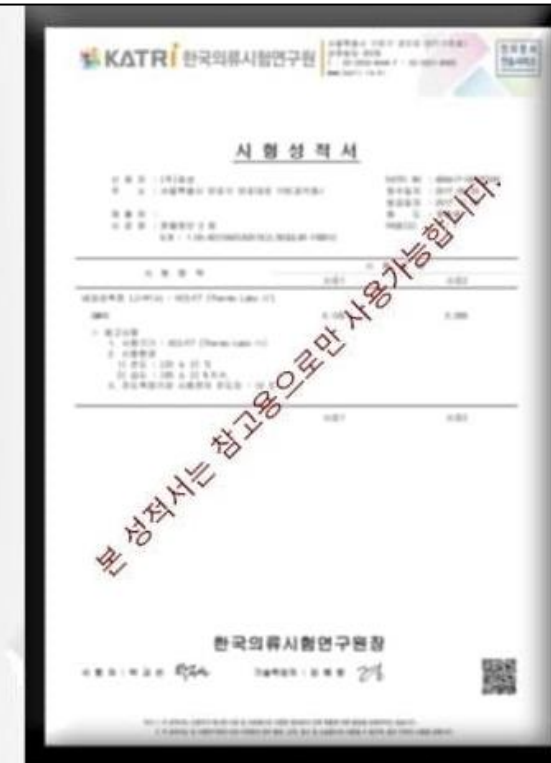
Test reports with the logo of KOLAS (Korea Accreditation Organization for Laboratory Accreditation) under the ILAC (International Laboratory Accreditation Cooperation) Mutual Recognition Agreement are issued.

*As of 2024.4

Intellectual Property Rights



Passed the Korean Apparel Research Institute's hazardous substance test for non-irritating to humans



Korean Apparel Research Institute fabric antimicrobial test 99.9% antibacterial result.

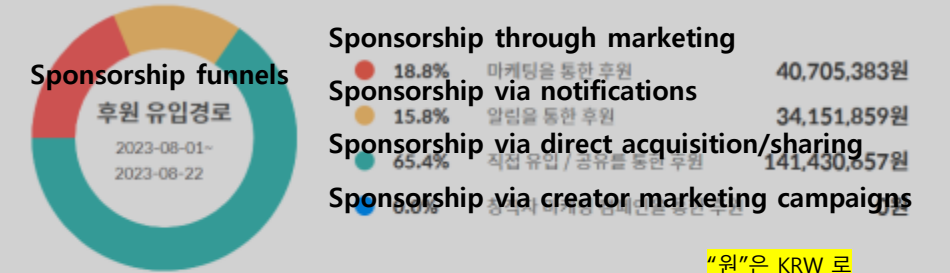
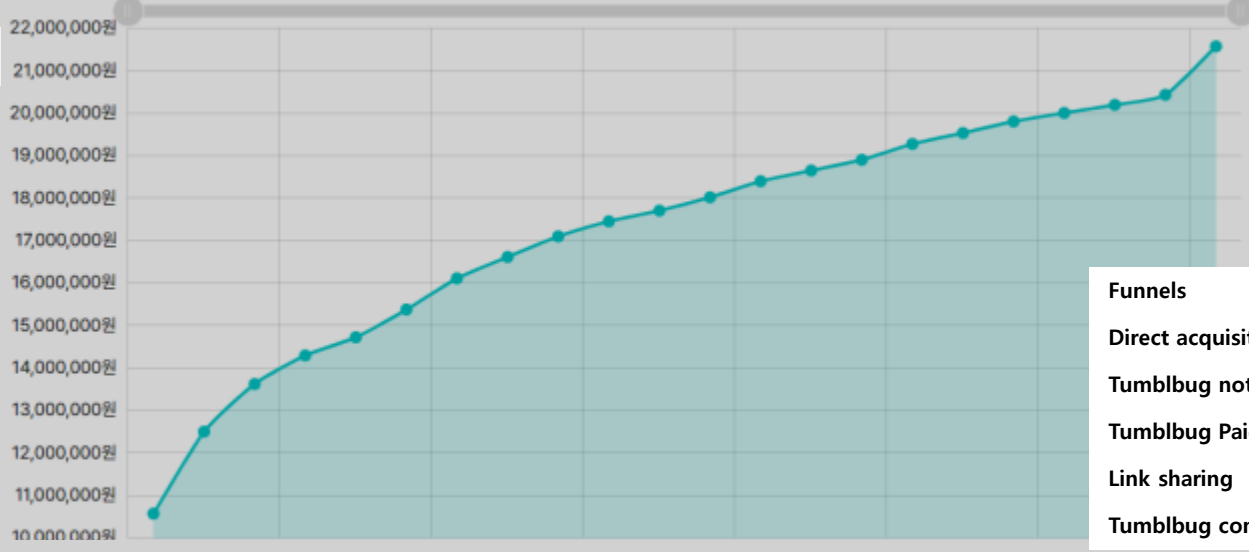
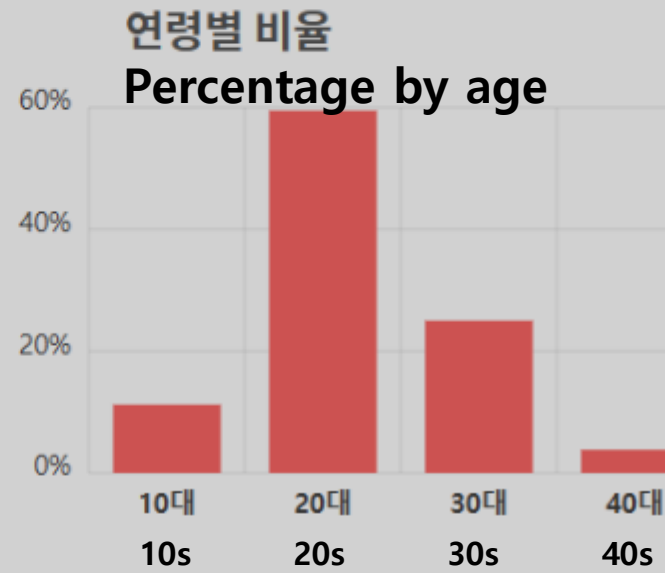
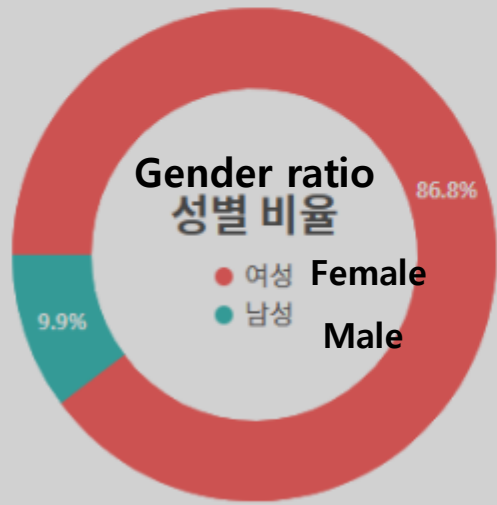
Optimal performance

Analysis and planning by gender and age group

Securing additional sales and expanding SKUs through sales analysis and marketing planning analysis

Gender and age ratio of supporters

Data from users who did not select a gender and age is excluded and may be subject to error.



Funnels

- Direct acquisition
- Tumblbug notification channel
- Tumblbug Paid Marketing
- Link sharing
- Tumblbug content marketing

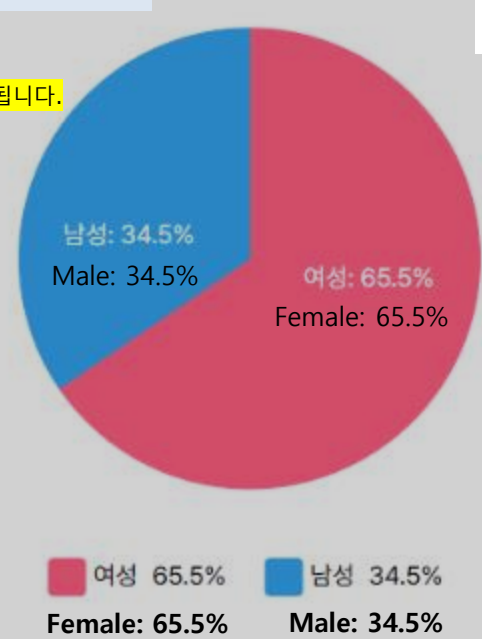
Classification

- Direct Acquisition
- Tumblbug Notifications
- Tumblbug Marketing
- Direct Funnels
- Tumblbug Marketing

후원수	후원액	후원액 비중
3,088	117,638,988원	54.39%
878	34,151,859원	15.79%
850	32,313,412원	14.94%
508	23,791,669원	11.0%
215	8,391,970원	3.88%

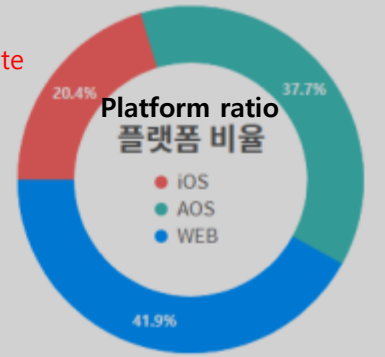
후원수 : Patronage
후원액 : Patronage amount
후원액 비중 : Patronage share

No.	Funnel	Percentage of engagement	Average payment amount	Estimated payment amount
1	Direct Wadiz acquisition	35.2%	41,923원	8,803,897원
2	Applicants for upcoming openings	26.6%	40,913원	6,668,774원
3	rwad_fb_insta / cpc	7.8%	40,835원	1,960,070원
4	rw_mkt / apppopup	4.6%	41,131원	1,151,664원
5	rwad / apppopup	3.2%	36,572원	804,581원
6	wadiz / apppush	2.4%	33,900원	610,196원
7	Wadiz App Push	3.2%	49,437원	790,990원
8	wadiz / mobile_msg_ad	2.1%	37,307원	522,300원
9	Google Wadiz Search	1.3%	39,738원	317,902원



Total visits Number of unique visitors Sponsorship conversion rate

전체 방문수	고유 방문자 수	후원 전환율
56,216	38,134	9.86%



04



OUR PARTNERS

Partners with us

Our competitiveness is first and foremost the performance of collaboration with our partners.

Partners with us

We are with our valued partners.



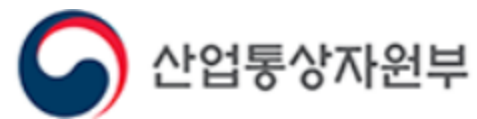
bizOK



인천콘텐츠
코리아랩



농촌융복합
산업지원



Kolmar

tumblbug

coupang



idUS



인천콘텐츠
기업지원센터



SW융합클러스터



디자인지원센터

intercos
K O R E A

CGBIO
CELL & GROWTH FACTOR
BIOTECHNOLOGY

대웅제약

BNB
K O R E A

kakaomakers

ITP 인천테크노파크
INCHEON TECHNOPARK



스포츠산업
기술센터



국가인적자원
개발컨소시엄



인천N방송

wadiz

FANFANDAERO
판판대

NAVER

beyond leading technology
KIAT



LOLOCARE
Thank you.

LOLOCARE, a specialized brand for joint healthcare
CEO Im Dain

E-mail: dada1412@naver.com
Tel: 070 8065 3441
Phone: 010 9608 1412