



FLEXIBLE DATA
FOR BETTER LIFE

Company Name	FLEX Corp.	Date of Establishment	November 8th, 2019
CEO	Yoon Soon-il	Capital Stock	150,000,000 (KRW)
Business Sector	AI, Big Data	Service Sector	mental Healthcare, EdTech
Number of Employees	10	Revenue	470,000,000 (KRW, As of 2023)
Contact Information	+82-70-7537-3280	Website	www.flexweb.co.kr
Location	815 Daewangpangyo-ro, Sujeong-gu, Seongnam-si, Gyeonggi-do, South Korea		

Year	Month	Company History
2024	6	Business Partnership with SK Broadband - Service Enhancement and Mental Care Business Expansion
	6	Global Expansion - Asia (Philippines, Vietnam)
	3	Selected for the Startup Leap Package (in collaboration with SK Telecom)
2023	11	Seongnam City Senior Integrated Care Service Pilot Project
	9	Business Partnership with SK Broadband - Kids Mental Care & Character Education
	8	Innovation Award in the Rehabilitation Healthcare Competition
	5	Selected for Biohealth AI Psychological Analysis and Healing R&D
	3	Contracted for Local Government Project Operation (Incheon Metropolitan City)
2022	6	Selected for the 2022 Small and Medium Business Technology Innovation Development Project, Market Expansion (BIG3)
	6	Mental Care Pilot Project at an International School in the Philippines
	4	Washington DC, USA - Pre-School Mental Care Pilot Project
	2	Pilot Project (3 Special Schools)
2021	9	ISO 9001, 14001, 45001 Certifications
	8	Winner of the 5th Startup 815 - ICT Category in 2021
	6	Selected as an Excellent Company in Remote Online Education (EdTech)
	5	Selection of Non-face-to-face Startup Incubation Companies
	4	Selected as a Design Innovation Company in 2021
	1	IBK Changgong 5th Batch Incubated Company
	1	2021 AI Idea Competition Excellence Award
2020	11	Selection for the Startup Package
	8	Venture Business Approval, Establishment of an In-house Research Institute
2019	11	start-up

Big Data + Deep Learning + Digital Human

Counseling and Therapy ·
Digital Healthcare ·

Sentiment Analysis ·
Emotion Anaysis ·

AI Mental Health Tools ·
Diagnostic Tools ·

Mental Care

EdTech

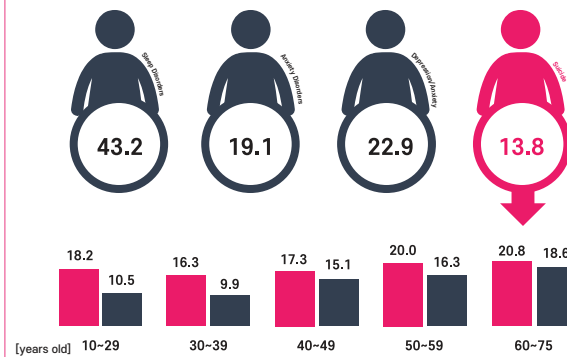
· Online Learning Platforms
· Learning Management systems(LMS)

· Gamified Learning
· Learnig Analytics
· AI-Based Learning

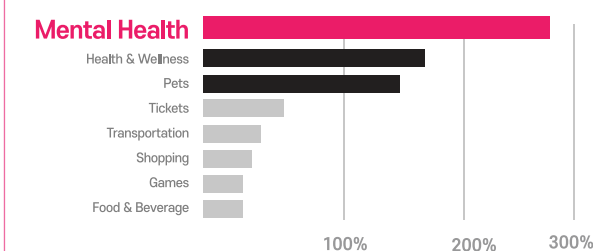
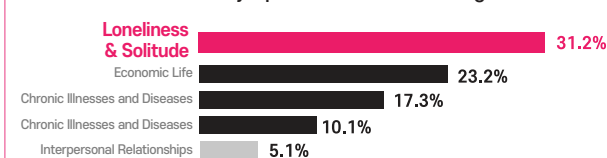
· VR / AR Learning System
· Learner Community Platforms

Causes of Stress Symptoms & Suicidal Thoughts

* Percentage (%) ■ 2018 (1,500people) ■ 2023 (2,807people)



Causes of Stress Symptoms & Suicidal Thoughts



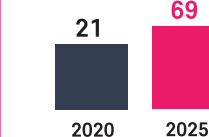
AI Healthcare Intelligent Diagnosis

* Billion dollars

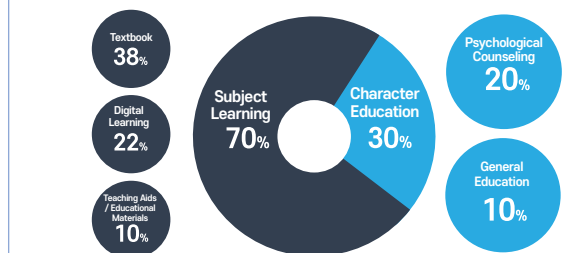


Digital Therapeutics

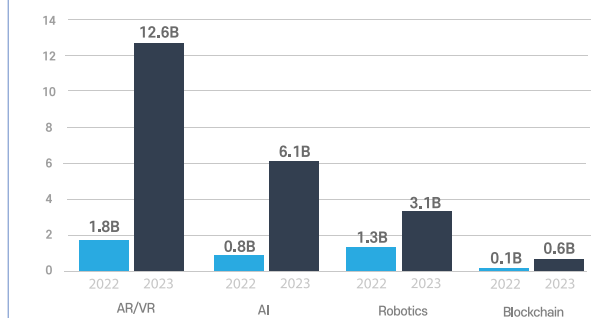
* Billion dollars



Online School, Elementary School, Middle School, High School Class Ratio



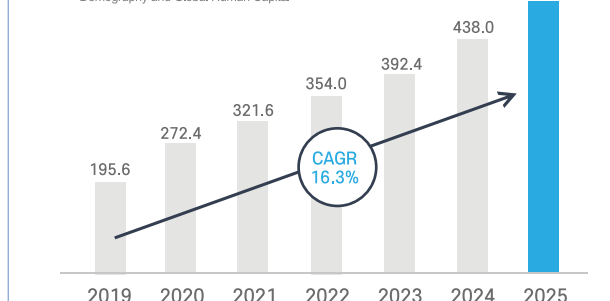
Major EdTech Technology Trends

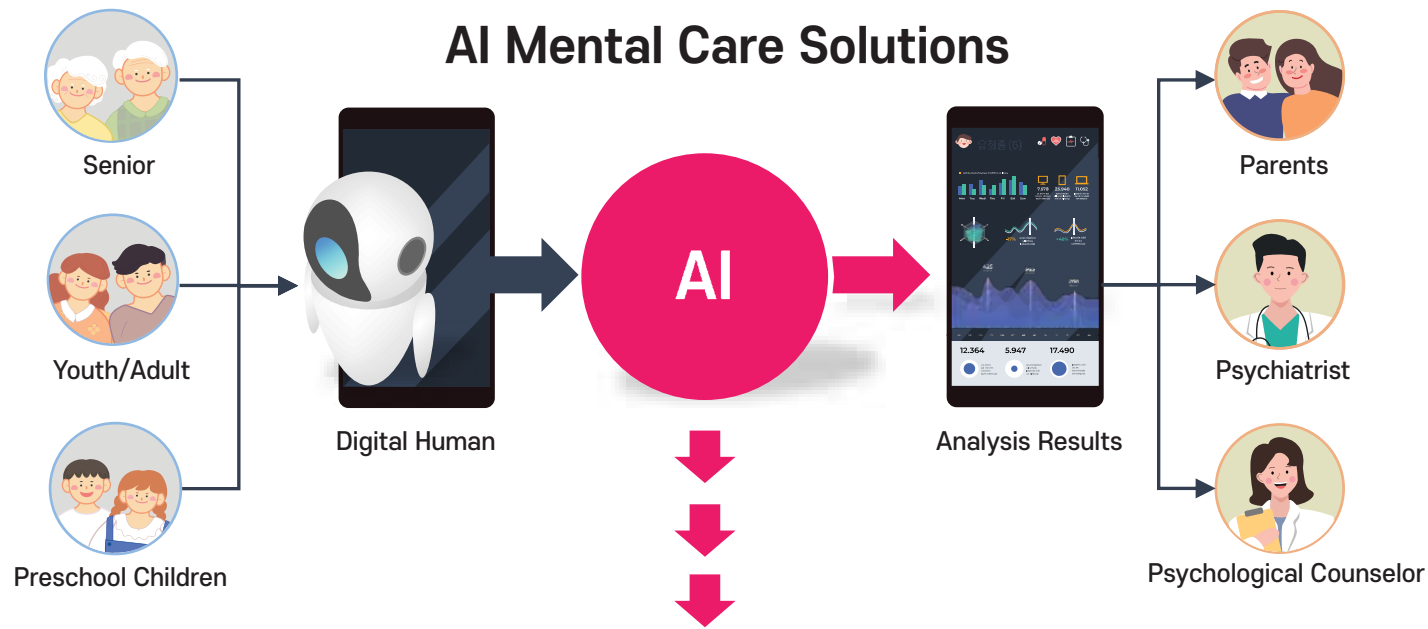


Major EdTech ICT Technologies

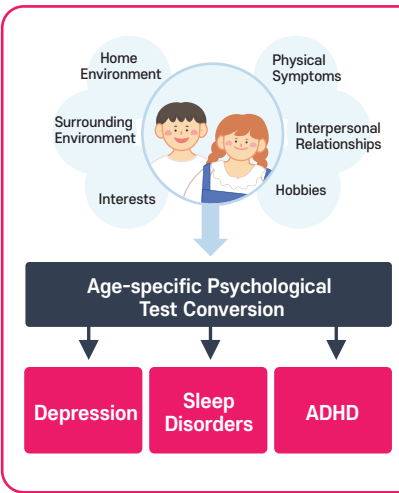
Unit : Trillion KRW

Source: HoloniQ and Wittgenstein Centre for Demography and Global Human Capital

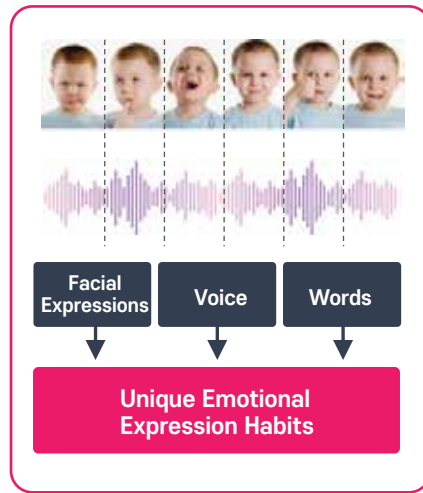




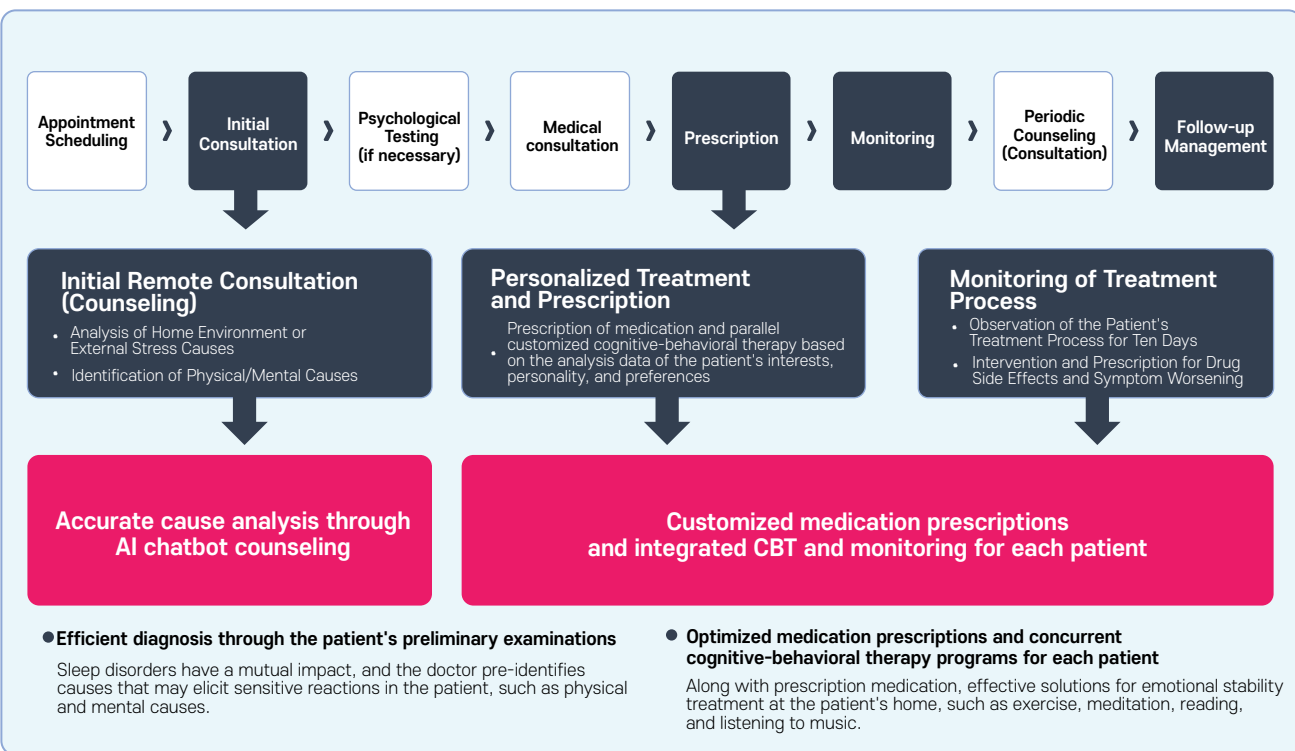
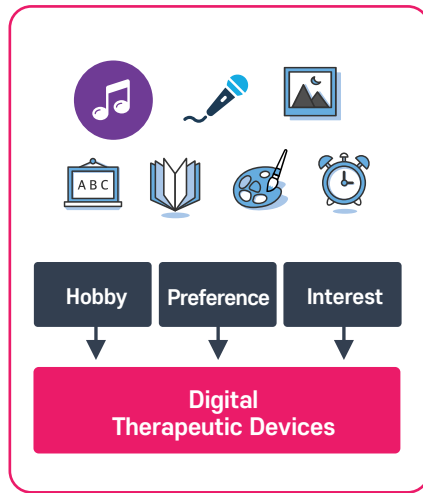
1 AI Conversations Based on Psychological Test Sheets



2 Individual Emotional Expression Patterning



3 Personalized Treatment Curriculum



Patent

No	Name and Registration Status	
1	Method for providing alternative multimedia content during video call	
2	Additional multimedia content system during video call	
3	Emotion recognition method using facial expressions and recording medium	
4	Video call terminal and method for transmitting video using the same	
5	Content output system through conversation on smartphone	
6	Apparatus and method for generating video-based facial animation	
7	Apparatus and method for transmitting and receiving handwritten animation messages	
8	Speaker indication method and video call terminal	
9	Method and apparatus for providing feedback from a mobile terminal	
10	Electronic apparatus and method for touch pen and touch pen recognition	
11	Electronic handwriting operation method and supporting electronic apparatus	
12	Method for providing service based on facial recognition	
13	Apparatus and method for analyzing psychological state using video diary	
14	Digital learning service method capable of content creation	
15	Electronic device for predicting emotional state based on deep learning	
16	Deep learning-based AI drawing diary psychological state analysis system	
17	AI emotion recognition system for non-contact emotional prediction	
18	Sleep apnea observation system linked with smartphone	
19	Method and apparatus for user management based on emotion	
20	Psychological testing through user-customized characters and conversational services	
21	Auxiliary prosthetic device for collecting elderly physical information	
22	Apparatus and method for analyzing psychological state using video diary(PCT)	
23	AI conversational learning psychological testing server and operation method	

ISO

No	Name and Registration Status	
1	ISO 9001	
2	ISO 45001	
3	ISO 14001	
4	ISO 27001	
5	ISO 37001	

Design Trademark

No	Name and Registration Status
1	Kids Diary (Class 44 - Psychological Counseling App)
2	Kids Diary (Class 09 - Software)
3	Kids Diary (Class 40 - Printing Industry)
4	Kids Diary (Class 41 - E-books, Publishing Industry)
5	Kids Diary (Class 35 - Shopping Mall, Retail and Wholesale Business)

Copyright

No	Name and Registration Status
1	Kids Diary - semi(Cat)
2	Kids Diary - ahri(Rabbit)
3	Kids Diary - dami(Puppy)
4	Kids Diary - raon(Panda)
5	Kids Diary - ggodu(Penguin)
6	Kids Diary

■ Technological Capability and Business Growth Potential

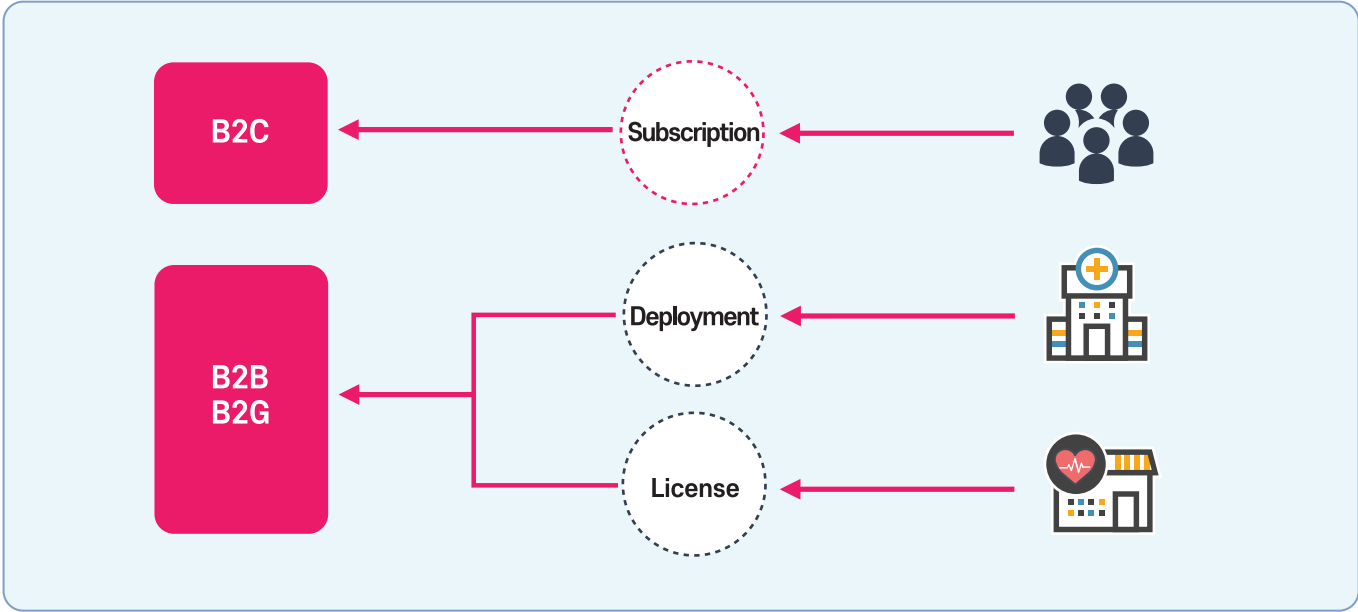


* 2024 Intellectual Property Evaluation & Business Feasibility Review Report
(2024 Korea Technology Finance Corporation (KOTEC) / Investment-Type IP Valuation)

■ Service Competitiveness and Differentiation

Classification	FLEX	Company A	Company T	Company D	Company M
Target Age	All Age Groups	Adolescents and Above	Adolescents and Above	Adolescents and Above	Adolescents and Above
AI Chatbot Counseling	Based on Psychological Test Sheets	X	X	X	X
Initial Psychological Counseling	AI Art Psychological Test, Conversation Diary	Chatbot	Chatbot	Writing Stories	Messenger
Emotion Psychological Analysis	Psychological Test Sheets, Emotion Data Patterning	Google	X	Microsoft	X
Follow-up Management for Counseling	0	X	X	X	X
Continuity of Counseling	0	X	X	X	X
Patent Registration (Core Technology)	23	2	3	-	-
Cost per Counseling Session (KRW)	9,900 (Monthly Subscription)	30,000	30,000	50,000	50,000
Psychological Counseling Time (minutes)	5~10	40~50	40~50	40~50	40~50
Average Number of Consultations per Month by Psychiatrists (Psychological Counselors)	500~1,000	10~20	10~20	10~20	10~20

■ Business Model



Classification	Target	Delivery Method	Billing Type
B2C	App Store (Android, iOS)	Download	Monthly Subscription Fee
B2B	Telecommunication Company, Education Company, Hospital, Life Insurance Company, Psychological Counseling Center	License (API)	Usage Fee / Annual Contract
B2G	Daycare/Kindergarten, Elementary/Middle/High School	Solution Deployment	
	Public Institutions (Provincial/Municipal Offices)	Solution Deployment/Operation	

■ Emotional Data and Content Status

Item		Quantity (Count)
Emotional Data	Number of Diaries	240,000
	Videos	140,300
	Spoken Sentences	478,000
	Words (Emotional Expressions)	133,000
	Subtotal	991,300
Counseling /Analysis Content	Psychological Counseling Questionnaire Items	100,000
	Counseling Conversation Topics	1,000,000
	Subtotal	1,100,000

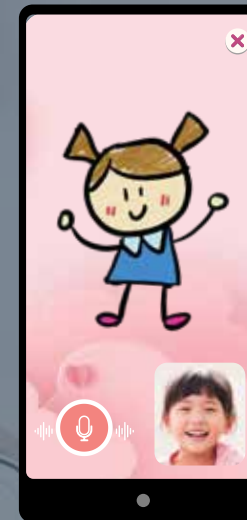


Kids Diary



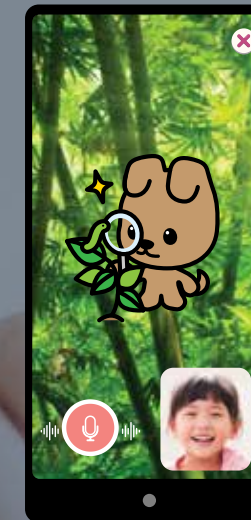
App for Children

Emotional conversation services with animal friends
(or characters created by the user)



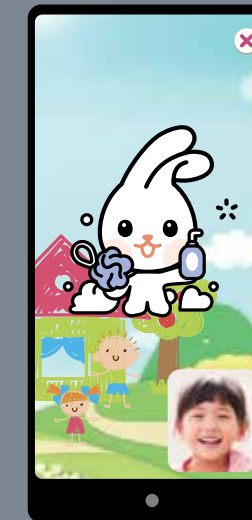
Conversation Diary

Emotional conversations with a character created by your child about daily activities



Video Diary

Psychological care with psychological test questions tailored to your child's language level



Drawing Diary

Psychological evaluation through conversations with animal friends about the house-tree-person drawing created by your child



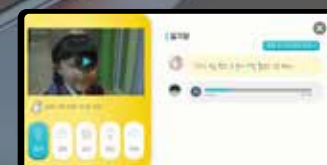
Story Diary

Checking psychological and emotional states in different situations through conversations with storybook characters



App for Parents

Analyzing your child's diary to provide 12 analysis reports, including growth development and psychological care



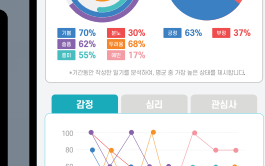
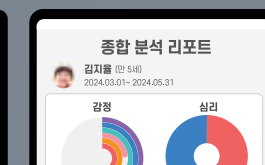
Diary Analysis

Real-time diary analysis of your child's diary entries by emotion, psychology, and interests



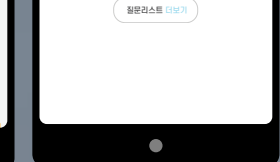
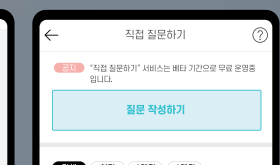
Parenting Guide

Providing parents with a customized parenting guide, including personalized praise and communication topics, based on the diary analysis results



Growth Report

12 reports on growth (language development, cognition, social skills) and psychology/emotion



Direct Questions

12 reports on growth (language development, cognition, social skills) and psychology/emotion

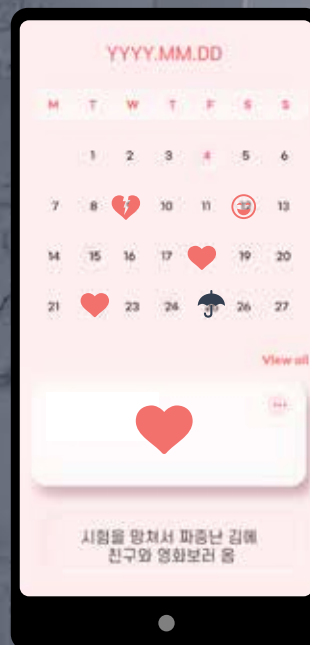
Service Name	Kids Diary		App.	Android, iOS
Age/Target	Children (4-7 years old)		Concept	Customized Integrated Parenting Platform
App Type	For Children	Emotional conversation services with animal friends (or characters created by the user)		
	Parents	Analyzing the child's diary to provide growth development and psychological care reports		
	Tutor	Providing customized content based on the child's growth (language development, expressiveness, creativity)		
	Psychological Counselor	Providing parenting curriculum based on psychological/emotional state		
	Psychiatrist	Early intervention prescriptions based on the risk level of exposure to depression, ADHD, and stress		

Teens Diary



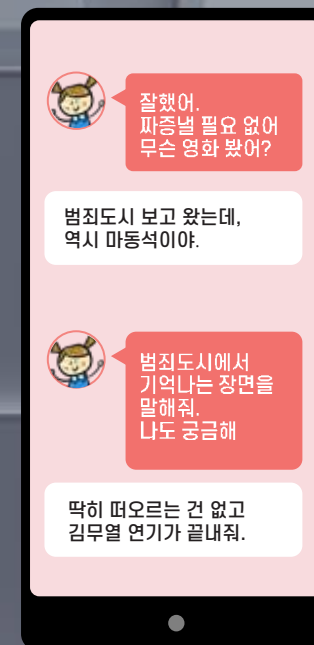
for students

Emotion Diary (Memo) and Customized Cognitive Behavioral Therapy Curriculum Service through Empathetic Conversations with Digital Humans



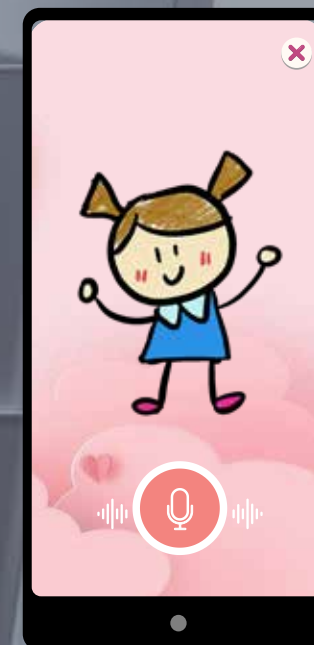
Emotion Diary (Memo) Book

Record Momentary Emotions in the Emotion Diary (Memo) Book



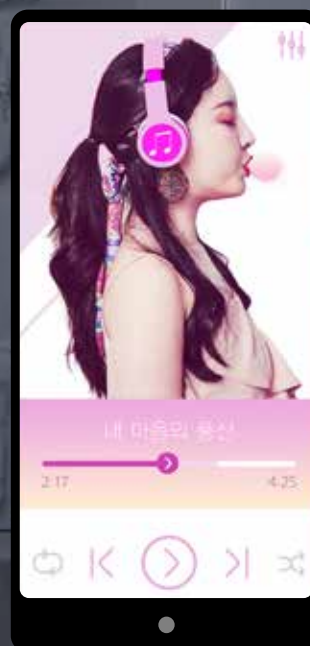
Empathy Chatbot (Psychological Test)

Communicate Reasons for Emotions via Messenger



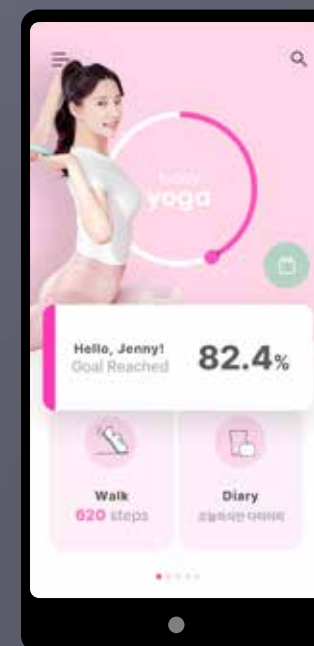
Empathy Conversations

Communicate through Conversations during Advanced Psychological Testing (Counseling)



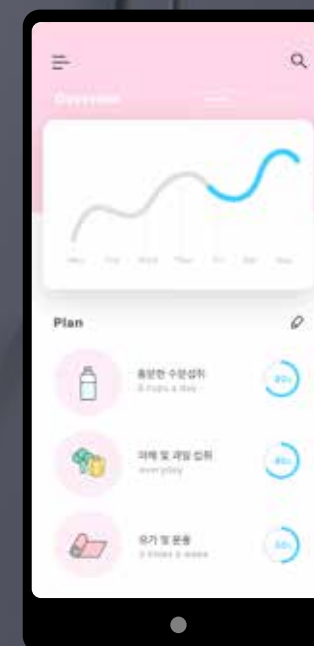
Customized Meditation & Music

Customized Media According to Preferences and Interests



Exercise & Stretching

Exercise and Stretching Curriculum Tailored to Preferences



Analysis Reports

Self-Diagnosis through Psychological /Emotional Change Reports

Service Name	Teens Diary	App.	Android, iOS
Age/Target	Adolescents (Elementary/Middle/High School)	Concept	Customized Integrated Parenting Platform
App Type	For Students	Emotional conversation services with animal friends (or characters created by the user)	
	Psychological Counselor	Providing a psychological stability curriculum based on psychological /emotional state	
	Psychiatrist	Early intervention prescriptions based on the risk level of exposure to depression, ADHD, and stress	



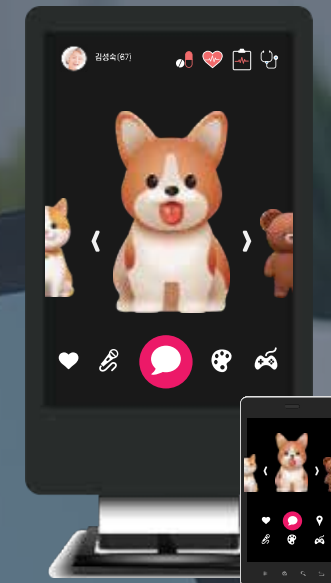
For Seniors (Smart Mirror / Smart Device)

Lifelog Conversation Companion, Medication Assistant, Dementia Prevention



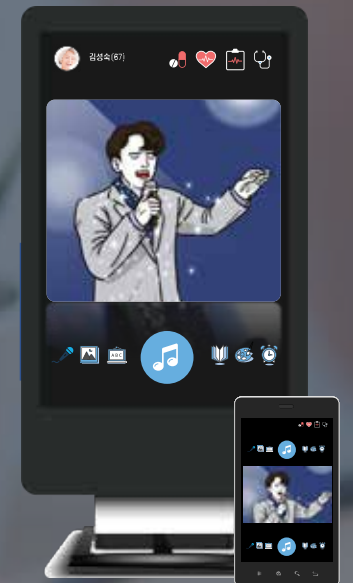
Health Check

Sleep Habit Patterns, Observation of Side Effects after Medication



Conversation Assistant (Psychological Test)

Psychological Test through Conversations Based on Hobbies and Interests



Dementia Prevention

Regular Conversation Repetition and Dementia Prevention Curriculum



For Caregivers

Customized Care Based on Interests and Psychological /Emotional State during Visit Gaps



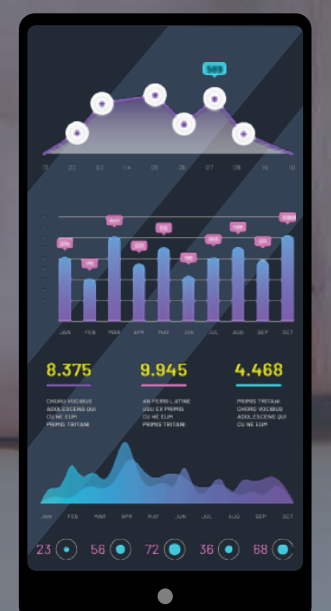
Lifestyle Pattern Analysis

Monitoring for Abnormal Changes during Gaps



Psychological/Emotional State

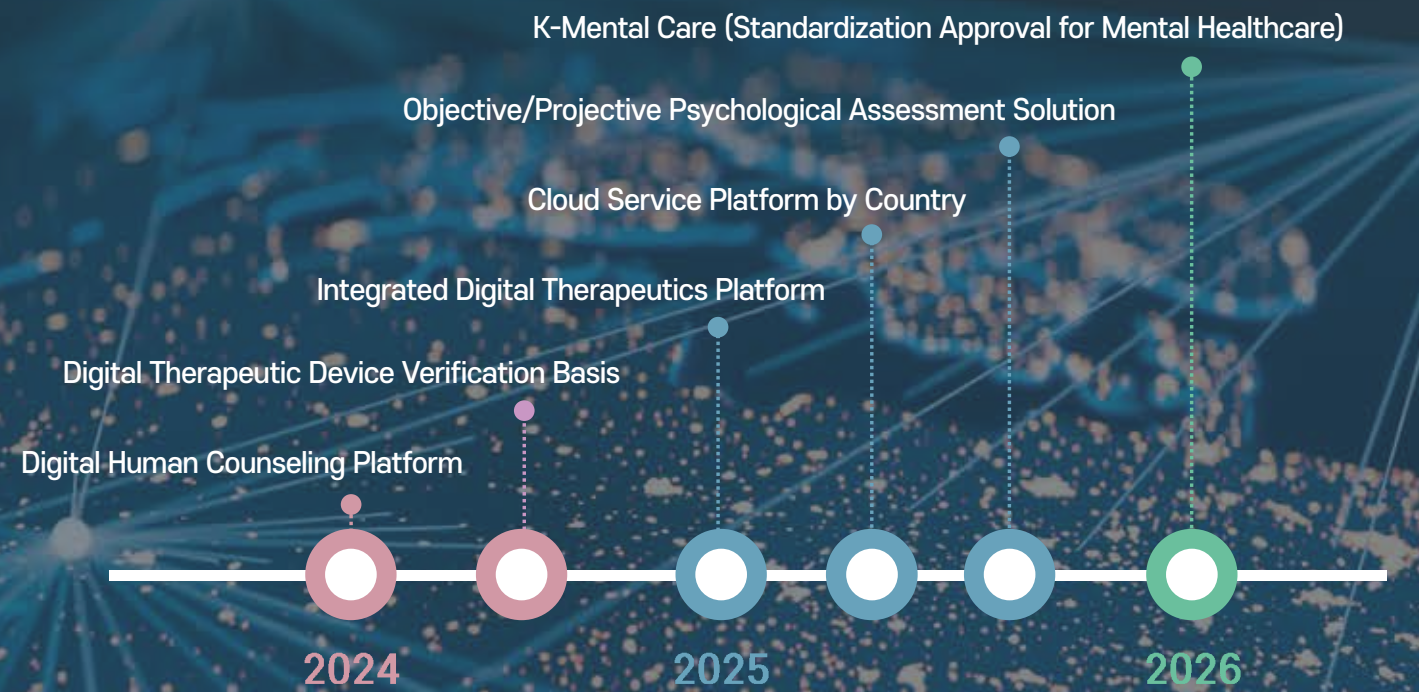
Alerts for Depression, Fear of Solitary Death, and Sudden Behavior



Analysis Reports

Coordination with Responsible Personnel for Physical/Mental Deterioration

Service Name	Rebornmate	App.	Smart Mirror (Android)
Age/Target	Seniors aged 65 and above, Elderly living alone	Concept	Caregiving, Accident and Dementia Prevention
App Type	For Seniors	Lifelog Conversation Companion, Medication Assistant, Dementia Prevention	
	Psychological Counselor	Providing a psychological stability curriculum based on psychological/emotional state	
	Caregiver	Customized care guide based on interests and psychological /emotional state during visit gaps	
	Psychiatrist	Intermediate medication prescription and cognitive-behavioral therapy program prescription for depression and sleep disorders	



- AI Art Psychological Testing Service
- Game Psychological Analysis Service
- Cognitive Behavioral Therapy Program for Sleep Disorders
- Digital Human Persona
- Senior Caregiving Service

- Dementia Prevention Service
- Early Diagnosis Service for Tic Disorders
- Automatic Psychological Test Creation Solution
- EMR Integration Platform for Psychiatric Hospitals
- Language Provision Platform by Country

- Approval of Digital Therapeutic Devices
- Launch of VR/Metaverse Platform
- Digital Human Counseling Platform
- Psychological Counseling Services for Adolescents and Adults
- Establishment of Branch Offices by Country



- Coaching Learning
- Smart Learning
- Coaching Platform



- Telehealth Platform
- Digital Therapeutics
- Metaverse



- Mental Health care
- Psychological Counseling



- Counseling and Therapy
- Digital Healthcare
- Learner Community Platform



- Sentiment Analysis
- Emotion Analysis
- AI Mental Health Tools



- AI-Based Learning
- AR / VR

