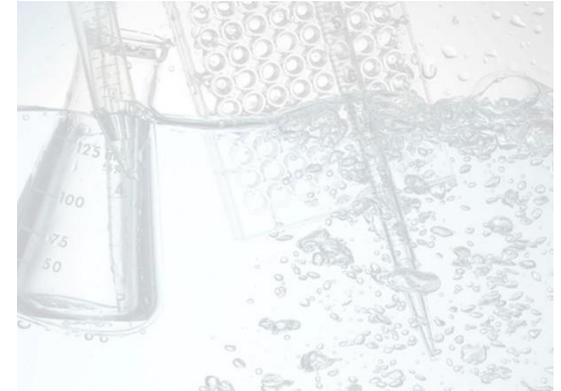


**Blue ocean business proposal &
exclusive patent implementation
document of innovative,
functional and patented beverage
container**

DAEJUNG

1. Company introduction
2. Problems of existing product
3. Innovation Function Product Introduction
4. Marketing strategy
5. Reference of company's popular product – bib bottle
6. Revenue outlook and others
7. Exclusive patent license
- (8. internal text)



1. Company introduction

DAEJUNG

Name of company: DAEJUNG (www.esloe.com)

Year of establishment: 2014 / 5

Address: 1th floor, 10, Wanjeong-ro 178beonan-gil, Seo-gu, Incheon, Republic of Korea

Phone number: +82-32-563-9780

- Selected company of 2018, 500 hit company by Korean company association

- Delivery experiences with banks and pharmaceutical companies (delivery receipt possession)

In 2014, DAEJUNG was established to help a hygienic life not only of each individual but also of humankind.

Item

Beverage Container

Slogan

Enjoy a Hygienic Life.

Vision

We help a hygienic life of a citizen of the world.

Value

Smart: We find a right thing and do it rightly.

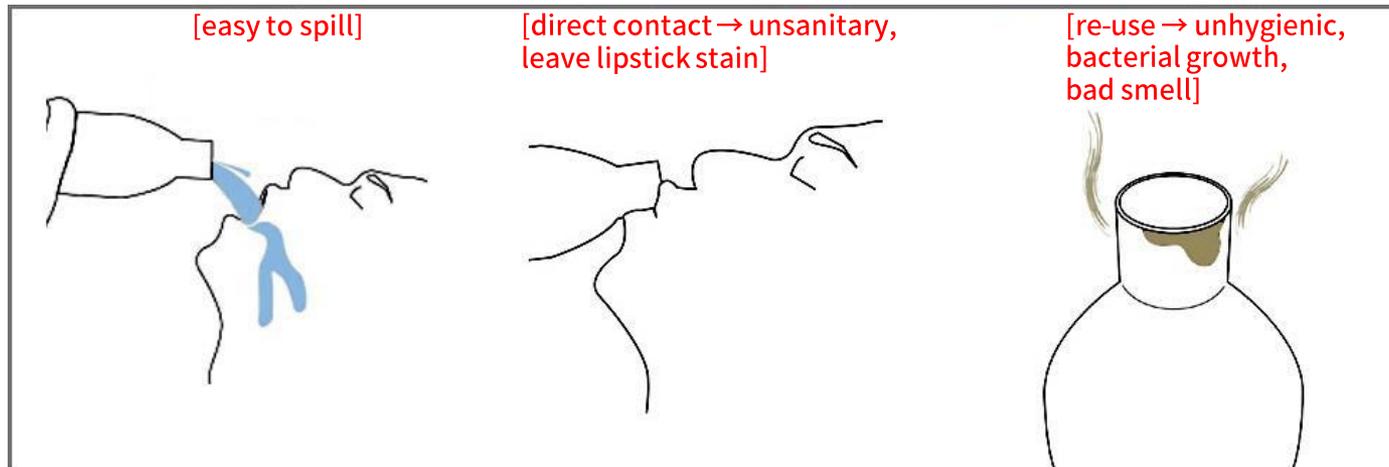
Balance: We balance a life and a Work.

Continuous Growth: We seek sustainable growth.

Contribution: We contribute to the growth of customers and a society through a mission.

2. Problems of existing products

DAEJUNG



Existing products were easy to spill when you can't pour it properly and were unhygienic when you drink it directly.

<articles>

Re-use of plastic bottle cause four-hundred fold of bacterial growth and cause stomachache, heart diseases.

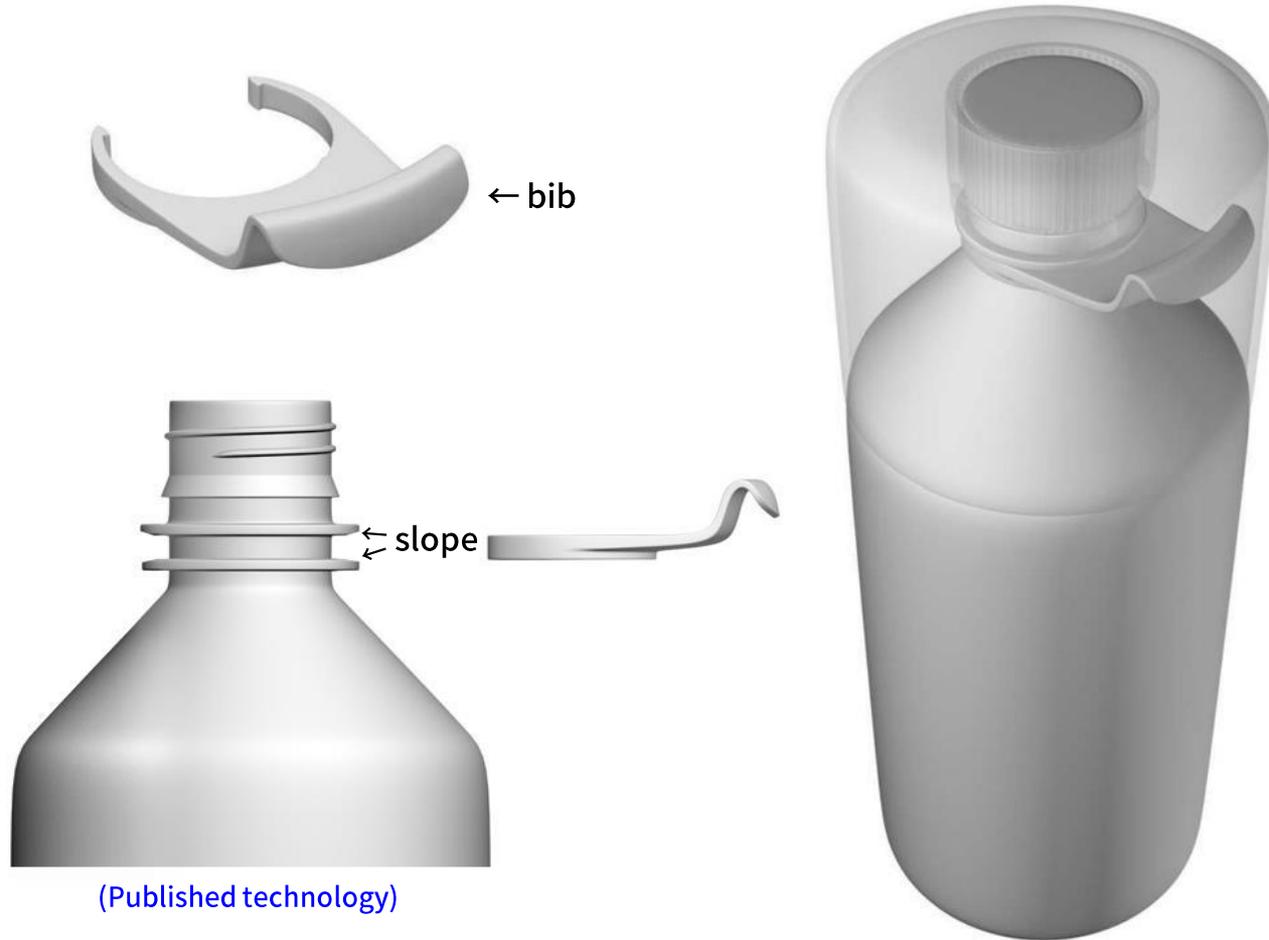
(original text link) <https://bit.ly/2BmSYiW>

(saved link- in case that it is deleted) <https://archive.is/Z5plA>

– it could take about 10 seconds to open saved link.

3. Innovation Function Product Introduction(1)

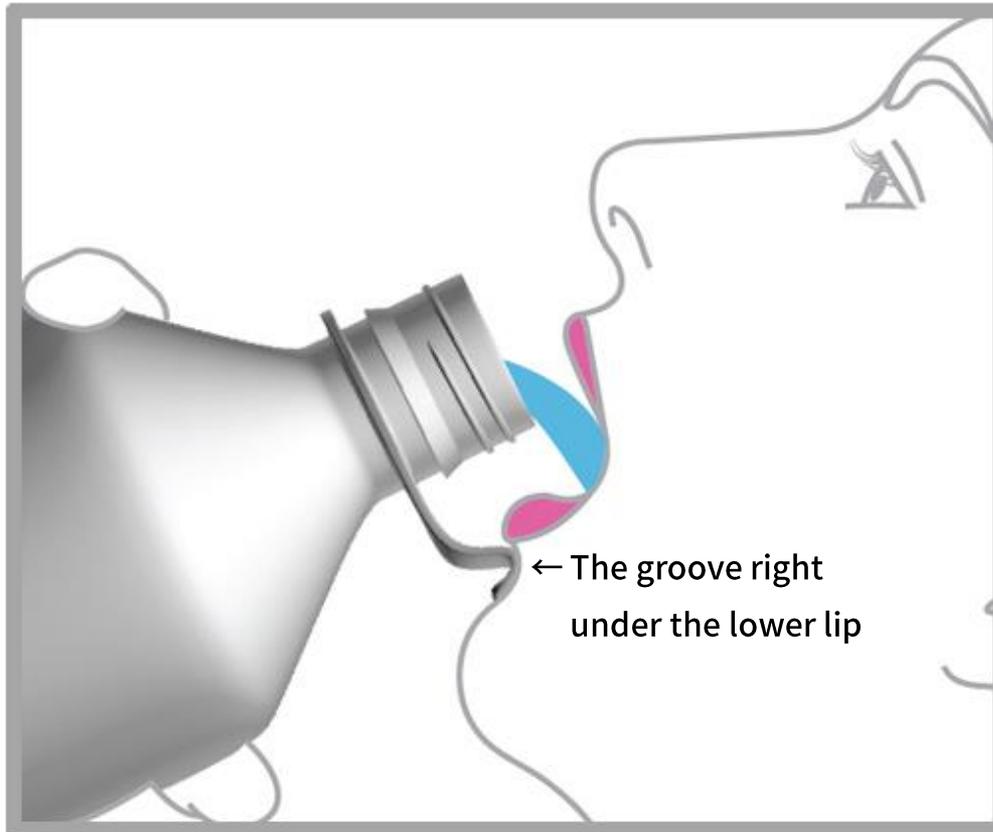
DAEJUNG



If you use innovative functional bib-bottle……

3. Innovation Function Product Introduction(2)

DAEJUNG



- Hygienic because mouth is not contacted
- Prevent bacterial growth caused by re-use
- Prevent lipstick stain
- You can drink without cause of mouth wrinkle because you don't have to pucker your mouth
- Can be shared because it's hygienic
- No need to spill when you are in car or are walking
- Prevent cross-contamination of influx from mouth in case of child who are unskilled to mouth control

< The gist of the three articles below >

When you use a straw or put your mouth on the outlet of the beverage container, you naturally pucker your lips. This affects mouth and lip wrinkles.

▣ article of mouth wrinkle prevention (Japan)

original link <https://bit.ly/2GLIzTR>

Saved link <https://archive.is/NxjnH>

▣ article of mouth wrinkle prevention (Korean- dermatologist)

Original link <https://bit.ly/2Sa5Gan>

Saved link <https://bit.ly/2KqI5zz>

▣ article of mouth wrinkle prevention (England)

Original link <https://dailym.ai/2QhctIj>

Saved link <https://archive.is/HBti5>

3. Innovation Function Product Introduction(3)

DAEJUNG



Bib support ring integral model



Bib combined model

3. Innovation Function Product Introduction(4)

DAEJUNG

< colored in grey for visibility >



Bib
combined model



Bib
support ring integral model



Bib
blow integral model
(Over cap selection model) 8

3. Innovation Function Product Introduction(5)

DAEJUNG

	Combined model	Support ring integral model	Blow integral model
merit	Functional, excellent visual advantages of various color model	Functional, visual advantages	Minimize facility change and add function simultaneously
demerit	Facility change and additional injection part are needed	Facility change is needed	Water may not come out as much as a bib-space. (But it's very small quantity, and usually water is left on the floor. You can use other side to drink)
note	Over cap is necessary	Over cap is necessary	Over cap is unnecessary

Combined model

(4 countries patented, registered to Korean Design)



Support ring integral model

(4 countries patented)



Blow integral model

(4 countries patented, applied to Korean Design)



3. Innovation Function Product Introduction(6)

DAEJUNG



General cap compatible model: **bib-blow integral model.1**

(4 countries patented, applied to Korean Design)



3. Innovation Function Product Introduction(7)

DAEJUNG



General cap compatible model: **bib-blow integral model.2**

(4 countries patented, applied to Korean Design)



4. Marketing strategies

We know that change of some of assembly line is needed to produce product.

Injection → blow → < ‘bib’ attachment by robot > → beverage injection → closing over cap

But these days young face preference is booming and beauty-care is trend so if we appeal to female target with premium product advertisement of comment of **‘(aren’t you care about wrinkle?) Pretty drinking without mouth wrinkle’, ‘Lipstick stain prevented beverage’, ‘Beverage bottle without contact’ and ‘Beverage bottle for woman’,** you can have big synergy on sales increase. We don’t have any unique ideas on beverage bottle in market yet, but our product also has visual advantages and there is high possibility that it accomplishes sales superiority when it touch off boom so there is high merits of investment. Export through overseas patent will be also possible.

Not only woman but man hates wrinkle. There should be a good response from targets who felt difficulty with drinking without contact. If you adopt this patent and design in your company business, it would create high synergy to your company.



Unhygenic,
lipstick stain,
cause mouth wrinkle

Existing bottle –



Existing bottle - Easy to spill



Over cap bottles¹²

5. Reference of company's popular product – bib bottle(1)

DAEJUNG



– For both child and adult (from 8-year-old to adult) bottle

– Only for adult

5. Reference of company's popular product – bib bottle(2)

After establishment in 2014, we were stick to premium cost and suffered from low sales so we set reasonable price since this August and produced and sold kids product and our sales soared in **single day~short term (during Korean thanksgiving days) from about 3561 dollars to about 6233 dollars a day** in below websites although we didn't have brand popularity and didn't advertise at all (without blog and SNS advertisement).

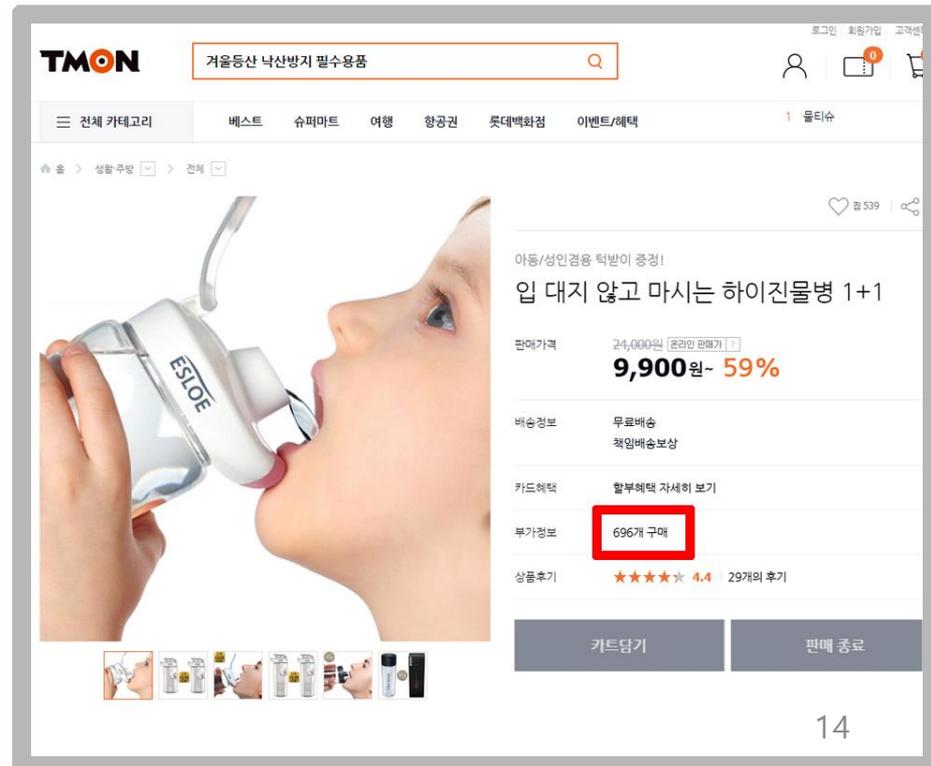
※ Wemef, Tmon: the most famous social commerce website in Korea

< ↓ 8/19 single day sales – Wemef >

Original link <http://www.wemakeprice.com/deal/adeal/3933365>
 (saved link– in case of delete) <https://archive.is/DBR5w>

< ↓ short-term sales (during thanksgiving days)– Tmon >

Original link <http://www.ticketmonster.co.kr/deal/1495337674>
 (saved link) <https://bit.ly/2QWKfJg>



5. Reference of company's popular product – bib bottle(3)

DAEJUNG

There is record that we ranked 1th with our single innovative item in kitchen category of Wemef's today's special price products in 2018/10/23 18pm (9th in kids category, 1th in kitchen category)
 (video capture) https://youtu.be/9I9R84z_miQ

↓ final 339 sales in 12am sales page link
<http://www.wemakeprice.com/deal/adeal/4085178>

20181023 18시. 유아동 카테고리 9위



공식 유원컵발리
유원컵발리

그린핑거 울트라리빙 한입특가 [슈퍼마트특가] 그린핑거 1+1 특가전

55% 21,900원 외 9,900원 외 1,191개 구매



kindoh

최대 2인5차량 인도 브렌드쿠론

[슈퍼키즈특가] 25,000원 쿠폰! 인도가...

위메프가 120,500원 외 9,091개 구매



ESLOE 단일제품

아동생인공물 특이이 음원 [투데이특가] 입 대지 않는 물병 1+1

59% 24,000원 외 9,900원 200개 구매



DoubleHeart 정품

1+1세에 소진하여 세상에 [슈퍼마트특가] 더블하트 젓병 4

위메프가 15,900원 외 283개 구매

20181023 18시. 주방 카테고리 1위



ESLOE 단일제품

이른생인공물 특이이 음원 [투데이특가] 입 대지 않는 물병 1+1

59% 24,000원 외 9,900원 202개 구매



900ml생인공물 특이이 음원 [슈퍼마트특가] 몬스터 메가 텀블러

위메프가 9,900원 ~ 174개 구매



DoubleHeart 정품

1+1세에 소진하여 세상에 [슈퍼마트특가] 더블하트 젓병 4

위메프가 15,900원 외 283개 구매



Bluna 베이비워시

블루나 도리도리 울타슈 [베이비워시] 도리도리 울타슈 10+10

위메프가 10,900원 외 331개 구매



Bebesup 베이비워시

베베순 건리안 할인+쿠폰특혜 [베이비워시] 베베순 아기 울타슈

위메프가 9,900원 외 5,805개 구매



DoubleHeart 정품

1+1세에 소진하여 세상에 [슈퍼마트특가] 더블하트 젓병 4

위메프가 15,900원 외 283개 구매



일곱인 국물용 워인 찜수증 [슈퍼마트특가] 핸드 미니채망

위메프가 990원 1,205개 구매



최자가 초특가 입을 주방용품 [슈퍼마트특가] 인덱스도미3P+참치대

위메프가 6,900원 외 72개 구매



리브룩 스토브프라이팬 1+1 [투데이특가] 스토브프라이팬 1+1

위메프가 13,900원 44개 구매

15

5. Reference of company's popular product – bib bottle(4)

DAEJUNG



seo*****

01_하이진물병 350ml 핑크+블루 (1+1)

하이진물병 너무 쓰기 편리하고 예쁘고 좋아요 정말 잘샀어요~~
It is so comfortable to drink and cute, I really like it.

2018.08.25 19:48 신고



cjh****

01_하이진물병 350ml 핑크+블루 (1+1)

디자인 내구성 둘다 마음에 듭니다^^
I love its design and durability.

2018.08.25 19:34 신고



koj*****

01_하이진물병 350ml 핑크+블루 (1+1)

좋아요..운전할때 마시때 좋네요
Good... comfortable when I'm driving.

2018.08.25 11:07 신고



yoo*****

01_하이진물병 350ml 핑크+블루 (1+1)

아이쓰기에 사이즈도 맞고 안전하구 더샤킬 후회하네요
Just the size for my kid. I want to buy it more.

2018.08.25 06:51 신고



<additional product comments in former sales link (chrom brousure translation)>

6. Revenue outlook and others

The product solves common hygienic problem and spilling problem. Therefore there were high demand as it ranked 1th in kitchen category by single item without advertisement, which illustrates it has high popularity.

The reason you are hesitant about investing is uncertainty about sales. But when we sold a similar product, that uncertainty was resolved.

In your company solve hygiene problems, spill problems, prevent lipstick problems, prevent bacterial growth during reuse, and have the ability to drink beautifully without wrinkles. And you can advertise with '~ bottled water plus', 'beauty drink' and so on. Then, it is expected that there will be many responses from consumers in the era when design is new and beauty is important.

In addition, if you make a drink exclusively for children, the adjustment may not be sufficient, preventing foreign substances in your mouth from entering the bottle again, which can be advertised as a hygienic and innovative beverage for children. (use is from 8-year-old. If you're 8 years old or older, you're about the same size, from jaw to mouth)

Specially in case of blow integral model, over cap is unnecessary so it is compatible with existing beverage. The bib is located in only one side so you can drink other side optionally. Bib is only located inside of bottle's body line so there is no limit to circulate or carry and it has strong structure like bottom edge as it has concentrate figure.

Finally, the image of a company that cares about the health and beauty of consumers can be highlighted.

Please consider future outlook and give positive consideration as this business will create new paradigm in beverage bottle market.

7. Exclusive patent license

Name of patent	具臙托突出部的飲料容器以及飲料容器用之可分離式臙托突出部裝置
Patent holder	JUNG SHI EUN
Patent registration number of Taiwan	i396650 (Application number 099127458)
Patent registration number of Japan	05476472 (Application number 2012-523572)
Patent registration number of China	1579986 (Application number 201080035992.1)
Patent Registration number of Korea	10-0947477 (Application number 1020090075676)
PCT number	PCT/KR2010/005313
Cost of exclusive use of 4 countries patent (PET bottle and disposable bottle)	Total of \$3,000,000 in 4 countries << Negotiable >>

Every subject is negotiable and please give us short reply after your consideration.

(※The negotiation is canceled after 10days of non-response.

Please contact us if you need more time to consider.)

Thank you.

Inquiry	
CONTACT TO	JUNG SHI EUN
EMAIL	zenzen0147@yandex.com

[page 1]

Blue ocean business proposal & exclusive patent implementation document of innovative, functional and patented beverage container

[page 2]

1. Company introduction
2. Problems of existing product
3. Innovation Function Product Introduction
4. Marketing strategy
5. Reference of company's popular product – bib bottle
6. Revenue outlook and others
7. Exclusive patent license

[page 3]

1. Company introduction

Name of company: DAEJUNG (www.esloe.com)

Year of establishment: 2014 / 5

Address: 1th floor,10, Wanjeong-ro 178beonan-gil, Seo-gu, Incheon, Republic of Korea

Phone number: +82-32-563-9780

- Selected company of 2018, 500 hit company by Korean company association
- Delivery experiences with banks and pharmaceutical companies (delivery receipt possession)

In 2014, DAEJUNG was established to help a hygienic life not only of each individual but also of humankind.

Item: Beverage Container

Slogan: Enjoy a Hygienic Life.

Vision: We help a hygienic life of a citizen of the world.

Value:

Smart: We find a right thing and do it rightly.

Balance: We balance a life and a Work.

Continuous Growth: We seek sustainable growth.

Contribution: We contribute to the growth of customers and a society through a mission.

[page 4]

2. Problems of existing products

easy to spill

direct contact → unsanitary, leave lipstick stain

re-use→unhygienic, bacterial growth, bad smell

Existing products were easy to spill when you can't pour it properly and were unhygienic when you drink it directly.

<articles>

Re-use of plastic bottle cause four-hundred fold of bacterial growth and cause stomachache, heart diseases.

(original text link) <https://bit.ly/2BmSYiW>

(saved link- in case that it is deleted) <https://archive.is/Z5pIA>

- it could take about 10 seconds to open saved link.

[page 5]

3. Innovation Function Product Introduction(1)

bib

slope

(Published technology)

If you use innovative functional bib-bottle.....

[page 6]

3. Innovation Function Product Introduction(2)

← The groove right under the lower lip

- Hygienic because mouth is not contacted
- Prevent bacterial growth caused by re-use
- Prevent lipstick stain
- You can drink without cause of mouth wrinkle because you don't have to pucker your mouth
- Can be shared because it's hygienic
- No need to spill when you are in car or are walking
- Prevent cross-contamination of influx from mouth in case of child who are unskilled to mouth control

< The gist of the three articles below >

When you use a straw or put your mouth on the outlet of the beverage container, you naturally pucker your lips. This affects mouth and lip wrinkles.

▣ article of mouth wrinkle prevention (Japan)

original link <https://amba.to/2PPTSZ7>

Saved link <https://archive.is/NxjnH>

▣ article of mouth wrinkle prevention (Korean- dermatologist)

Original link <https://bit.ly/2Sa5Gan>

Saved link <https://bit.ly/2KqI5zz>

▣ article of mouth wrinkle prevention (England)

Original link <https://dailym.ai/2Qhctlj>

Saved link <https://archive.is/HBTi5>

【page 7】

3. Innovation Function Product Introduction(3)

Bib support ring integral model

Bib combined model

【page 8】

3. Innovation Function Product Introduction(4)

< colored in grey for visibility >

Bib combined model

Bib support ring integral model

Bib blow integral model (Overcap Selection Model)

【page 9】

3. Innovation Function Product Introduction(5)

Combined model

merit- Functional, excellent visual advantages of various color model

demerit- Facility change and additional injection part are needed

note- Over cap is necessary

Support ring integral model

merit- Functional, visual advantages

demerit- Facility change is needed

note- Over cap is necessary

Blow integral model

merit- Minimize facility change and add function simultaneously

demerit- Water may not come out as much as a bib-space. (But it's very small quantity, and usually water is left on the floor. You can use other side to drink)

note- Over cap is unnecessary

Combined model (4 countries patented, registered to Korean Design)

Support ring integral model (4 countries patented)

Blow integral model (4 countries patented, applied to Korean Design)

【page 10】

3. Innovation Function Product Introduction(6)

General cap compatible model – bib-blow integral model.1

(4 countries patented, applied to Korean Design)

[page 11]

3. Innovation Function Product Introduction(7)

General cap compatible model – bib–blow integral model.2

(4 countries patented, applied to Korean Design)

[page 12]

4. Marketing strategies

We know that change of some of assembly line is needed to produce product.

Injection →blow→ < 'bib' attachment by robot > →beverage injection→closing over cap

But these days young face preference is booming and beauty–care is trend so if we appeal to female target with premium product advertisement of comment of '(aren't you care about wrinkle?) Pretty drinking without mouth wrinkle', 'Lipstick stain prevented beverage', 'Beverage bottle without contact' and 'Beverage bottle for woman', you can have big synergy on sales increase. We don't have any unique ideas on beverage bottle in market yet, but our product also has visual advantages and there is high possibility that it accomplishes sales superiority when it touch off boom so there is high merits of investment. Export through overseas patent will be also possible.

Not only woman but man hates wrinkle. There should be a good response from targets who felt difficulty with drinking without contact. If you adopt this patent and design in your company business, it would create high synergy to your company.

Existing bottle – Unhygienic, lipstick stain, cause mouth wrinkle

Existing bottle – Easy to spill

Over cap bottles

[page 13]

5. Reference of company's popular product – bib bottle(1)

– For both child and adult (from 8–year–old to adult) bottle

– Only for adult

[page 14]

5. Reference of company's popular product – bib bottle(2)

After establishment in 2014, we were stick to premium cost and suffered from low sales so we set reasonable price since this August and produced and sold kids product and our sales soared in single day~short term (during Korean thanksgiving days) from about 3561 dollars to about 6233 dollars a day in below websites although we didn't have brand popularity and didn't advertise at all (without blog and SNS advertisement).

※ Wemef, Tmon: the most famous social commerce website in Korea

< ↓ 8/19 single day sales – Wemef>

Original link <http://www.wemakeprice.com/deal/adeal/3933365>

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< ↓ short-term sales (during thanksgiving days)– Tmon>

Original link <http://www.ticketmonster.co.kr/deal/1495337674>

(saved link) <https://bit.ly/2QWKfJg>

【page 15】

5. Reference of company's popular product – bib bottle(3)

There is record that we ranked 1th with our single innovative item in kitchen category of Wemef's today's special price products in 2018/10/23 18pm

(9th in kids category, 1th in kitchen category)

(video capture) <https://youtu.be/9I9R84zmiQ>

↓ final 339 sales in 12am sales page link

<http://www.wemakeprice.com/deal/adeal/4085178>

【page 16】

5. Reference of company's popular product – bib bottle(4)

It is so comfortable to drink and cute, I really like it.

I love its design and durability.

Good... comfortable when I'm driving.

Just the size for my kid. I want to buy it more.

<additional product comments in former sales link (chrom brousure translation)>

【page 17】

6. Revenue outlook and others

The product solves common hygienic problem and spilling problem. Therefore there were high demand as it ranked 1th in kitchen category by single item without advertisement, which illustrates it has high popularity.

The reason you are hesitant about investing is uncertainty about sales. But when we sold a similar product, that uncertainty was resolved.

In your company solve hygiene problems, spill problems, prevent lipstick problems, prevent bacterial growth during reuse, and have the ability to drink beautifully without wrinkles. And you can advertise with '~ bottled water plus', 'beauty drink' and so on.

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(use is from 8-year-old. If you're 8 years old or older, you're about the same size, from jaw to mouth)

Specially in case of blow integral model, over cap is unnecessary so it is compatible with existing beverage. The bib is located in only one side so you can drink other side optionally. Bib is only located inside of bottle's body line so there is no limit to circulate or carry and it has strong structure like bottom edge as it has concentrate figure.

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Please consider future outlook and give positive consideration as this business will create new paradigm in beverage bottle market.

【page 18】

7. Exclusive patent license

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【page 19】

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