



UNEEDCOMMS

One line pitch:

UNEEDCOMMS, Inc. is an Ad tech company which has 920 clients in South Korea, and also 40 Million Universally Unique Identifiers (UUIs).

Market Analysis:

Korean digital Ads market is changing from non-programmatic Ads to programmatic Ads. Korea programmatic Ads market is 181 M \$, but it will become more than 2 B \$ within 10 years by focusing on the improvement of mobile ads efficiency.

Value proposition:

1. High Performance Ads Platform (Landing Page) : Audiences can check new and best item at one click
2. Audience Analyzing algorithm : We have Analyzing algorithm based on big data
3. 40M shopping Big Data : We have 40M E-commerce UUI(Universally unique identifier) by our 920 clients
4. Programmatic Creative Builder : Making money & Saving time

Business Model:

our service is fully managed service our business model is broker fee model. (Prepayment & Monthly Subscription) So far, 40 advertisers are using our service.

IP and Regulatory situation:

We've completed legal feasibility study by Korea top 4 law firm.



U N E E D C O M M S

COMPANY PROFILE

• **Website:**

www.uneedcomms.com

• **Field:**

• **Contact:**

JEONG Yonjun
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• **Location:**

Cheongwoon Building 2F, 27,
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Seoul, Korea
03992 SEOUL
South Korea

• **Founded in:** //12/2014

• **Employees:** 27

• **Financial information (€):**

- **Company stage:**

Scalability phase

- **Capital raised to date:**

- **Monthly burn rate:**

- **Capital seeking and date:**

2 Million Euro & 2017.01.02

• **Investors:**