

METATRIIP

Immersive Brand Experience & Sandbox Pop-Up Venues

**Space + Experience
= Place**

“If you value space, it becomes a place.”

<Yi-Fu Tuan>

Market Trend

Line Friends Pop-up Store Opens Lotte Department Store Jamsil

Line operated pop-up stores in Thailand and Indonesia following Lotte Department Store's headquarters in October last year. In April, Lotte Department Store opened its first regular store on the first floor of Young Plaza. It is planning to expand to the world in the future.

IT DAILY 2014-08-19



'Golden Age of experience stores'

Various types of "experience marketing" where customers experience products and services themselves are key. Naturally, pop-up stores have become a way to target the MZ generation (born in the early 1980s and 2000s), which values experience value.

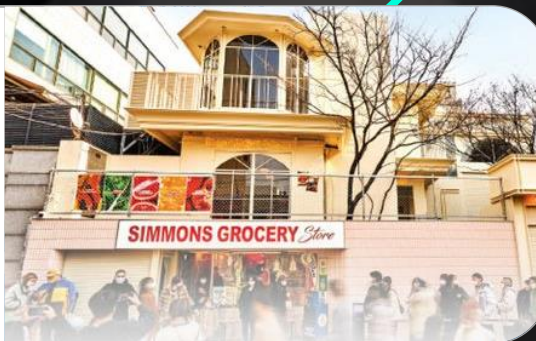
Online media 2022-07-04



Shopping space? No, a time-limited playground..

Consumers that are searching for pop-up stores as if they were looking for good restaurants are women in their 20s. Temporary store introducing products → Transformation into a pop-space leading brand experience. "You need to evolve into a retail media".

Joseon BIZ 2023-01-04



\$ 46 bln

2020 Pop-up store China

Since 2016
175% Growth

\$ 13 bln

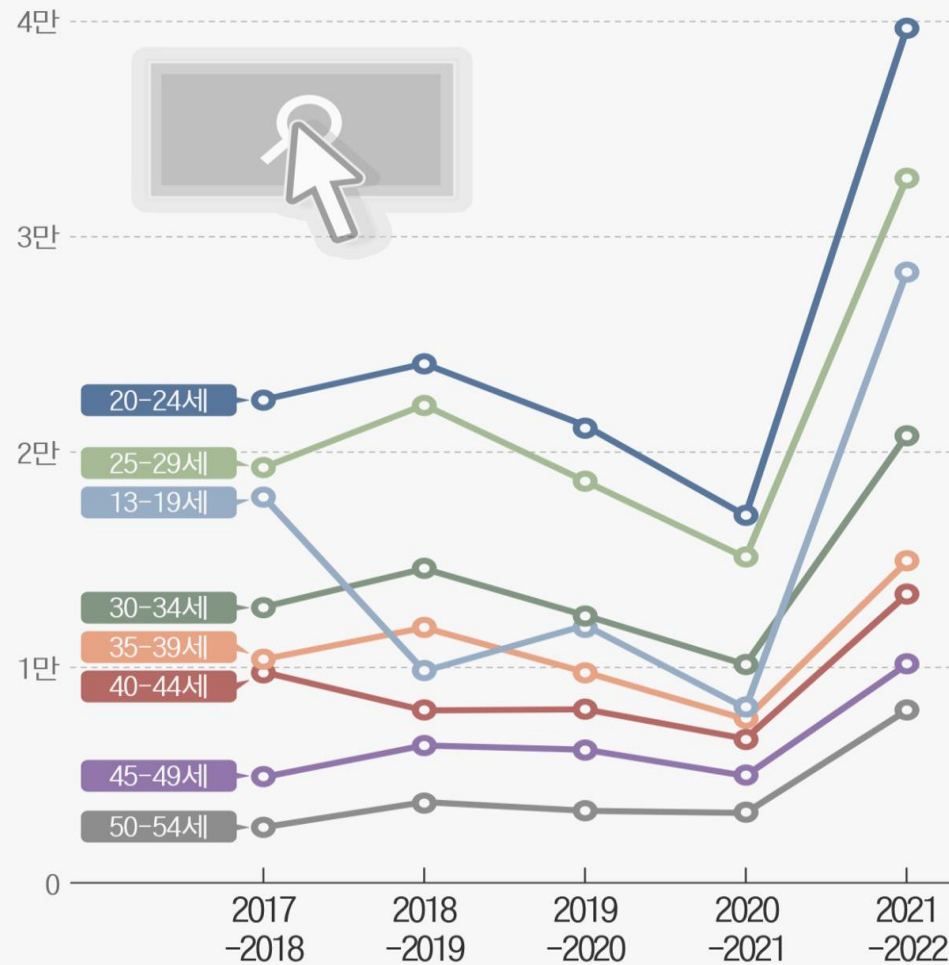
2021 US pop-up store

\$ 2 bln

Estimated Size of Pop-up Store in Korea

Why? Now

Pop-up store search volume by age group



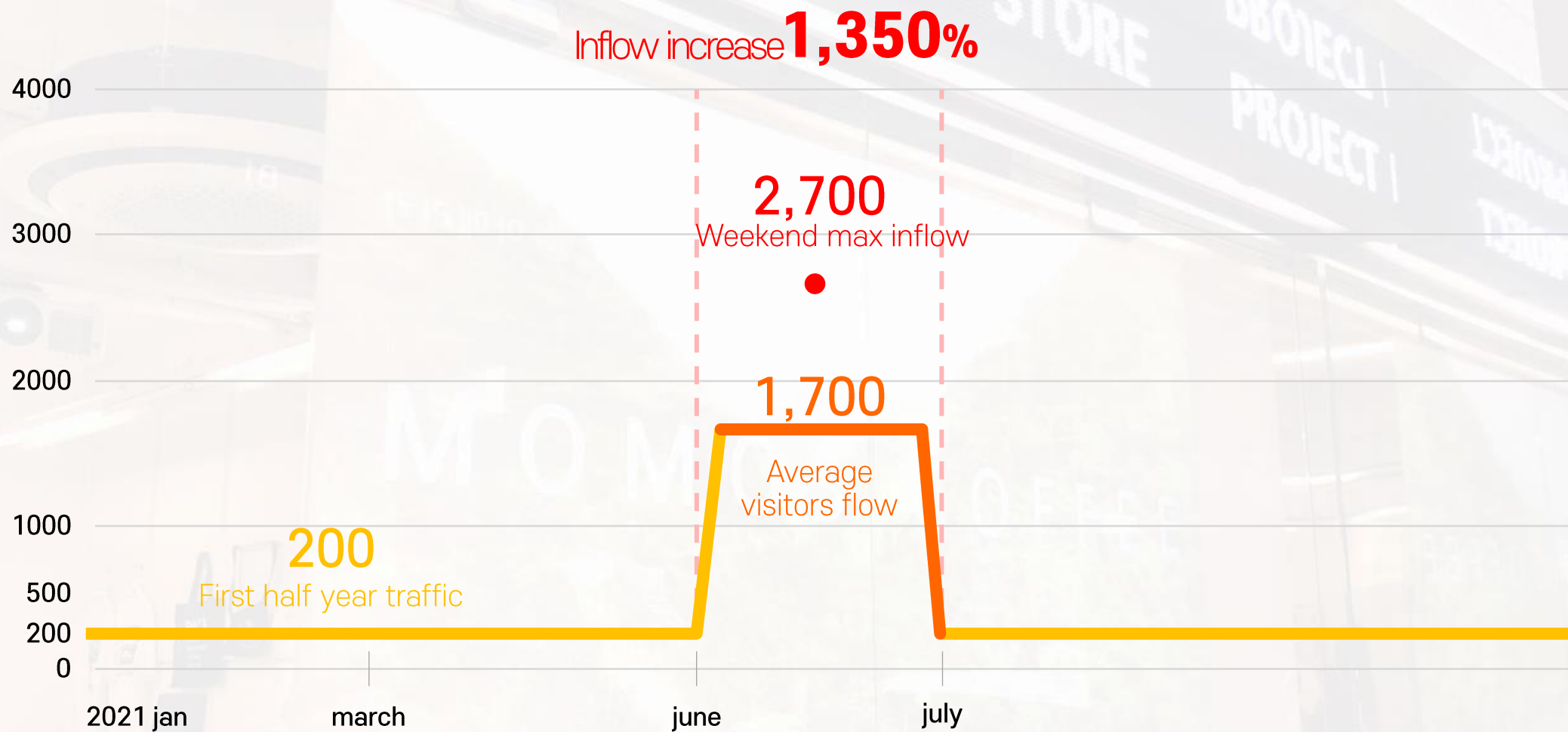
Keywords related to "pop-up store"

2021-2022(최근 1년)		
순위	연관어	연급량
1	서울	1만 6499건
2	브랜드	1만 4352건
3	사진	1만 604건
4	제품	1만 192건
5	공간	9670건
6	이벤트	9257건
7	매장	8922건
8	카페	8181건
9	더현대서울	6561건
10	구매	6456건
11	행사	6208건
12	백화점	5988건
13	성수동	5927건
14	현대백화점	5754건
15	지하	5676건
16	경험	4866건
17	전시	4765건
18	포토존	4338건
19	굿즈	4294건
20	상품	3969건

급상승 키워드 Insight Group

Reference

“R” Project 'Pop-up Store' Visitors Flow Change



Needs

Need to create trendy place, but not enough budget



Need a pop-up store, but not enough time to prepare



The pop-up store should be creative.
How do I get an artist for collaboration?



A lot of people came.
Can't we analyze the visiting customer data?

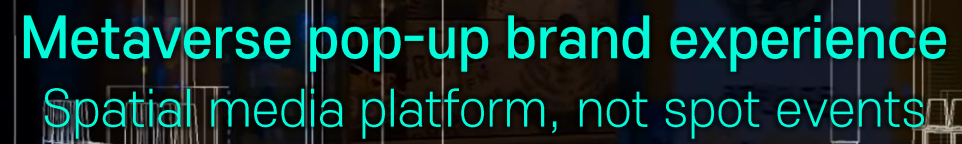


Differentiators



The logo for Metatrip, featuring a white horizontal line followed by the word "METATRIP" in a bold, white, sans-serif font.

METATRIP

A wireframe overlay of a modern cafe or restaurant interior, showing tables, chairs, and a counter, superimposed on a dark, blue-lit physical space. The wireframe is composed of thin white lines.

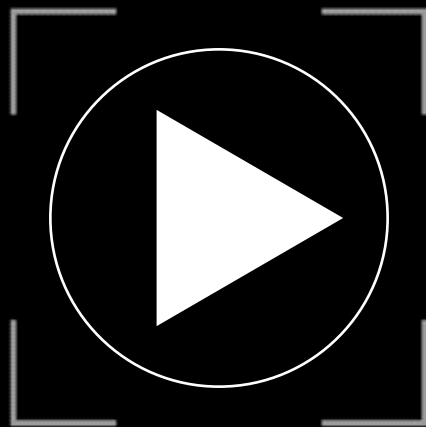
Metaverse pop-up brand experience
Spatial media platform, not spot events

Concept Movie

ISO 125 F2.8 1/1000

[765]

AUTO ⚡

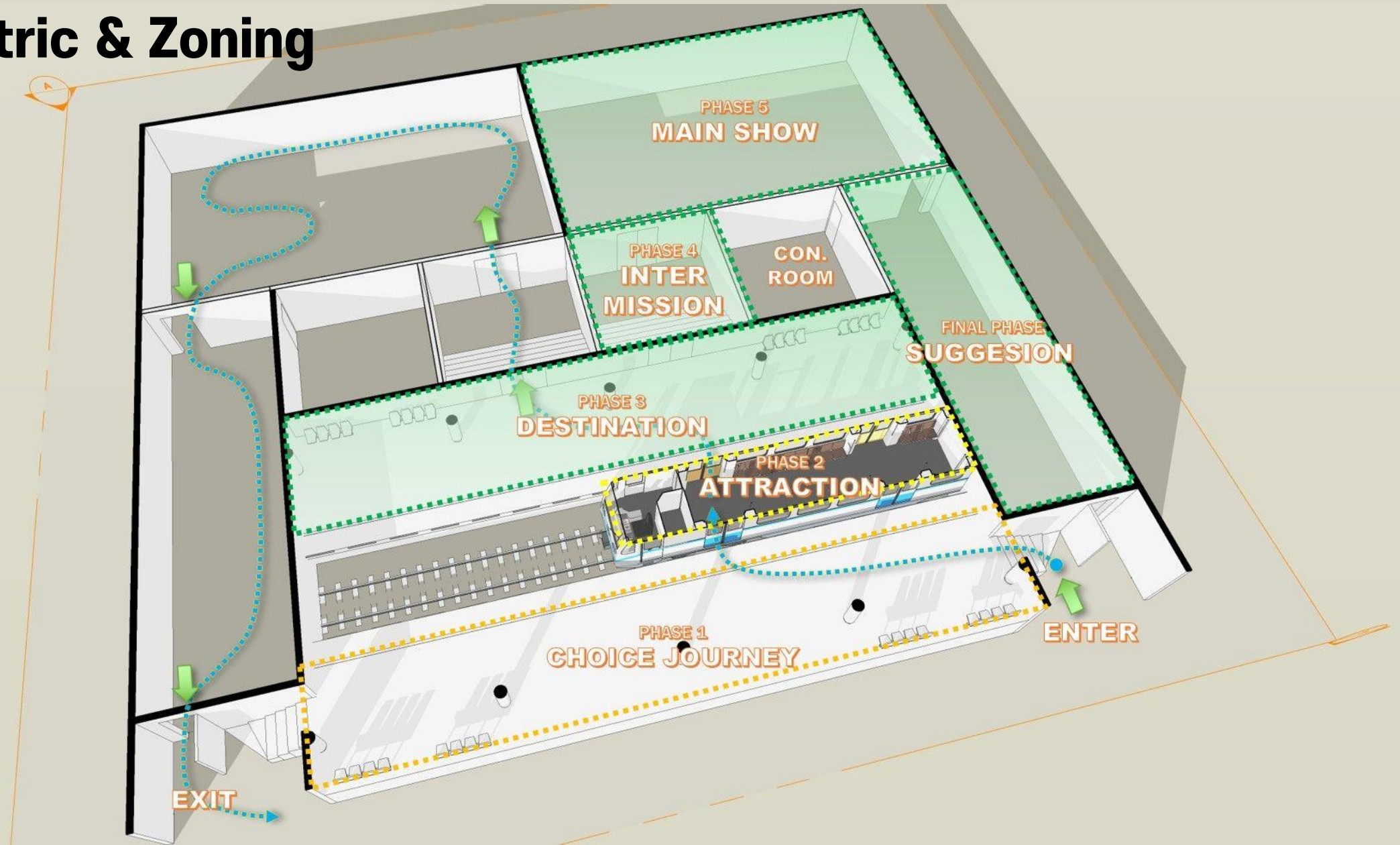


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-3..2..1..1..2..3

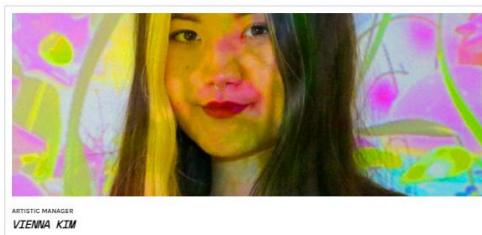
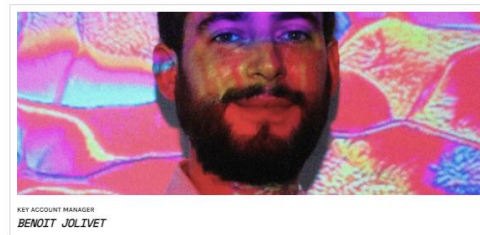
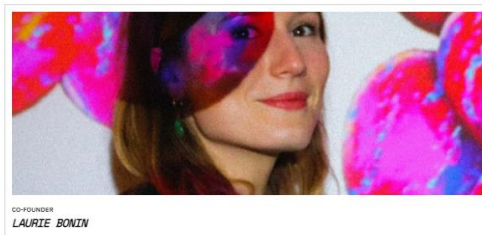
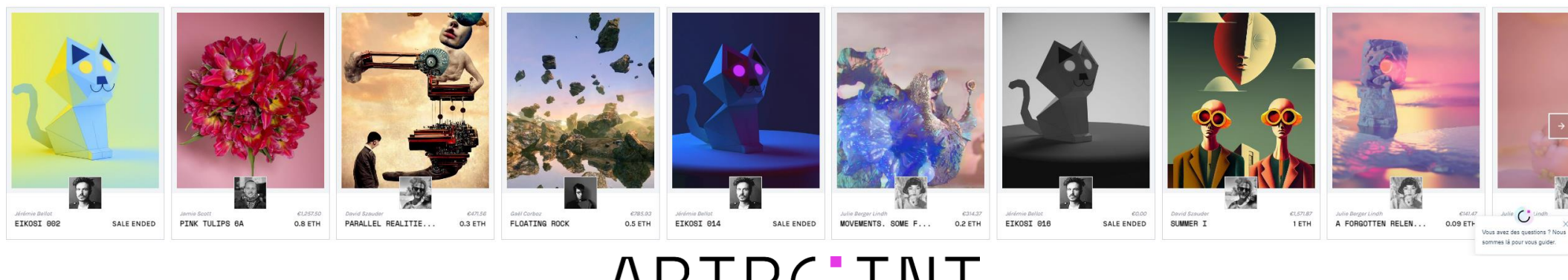
1080p

Isometric & Zoning



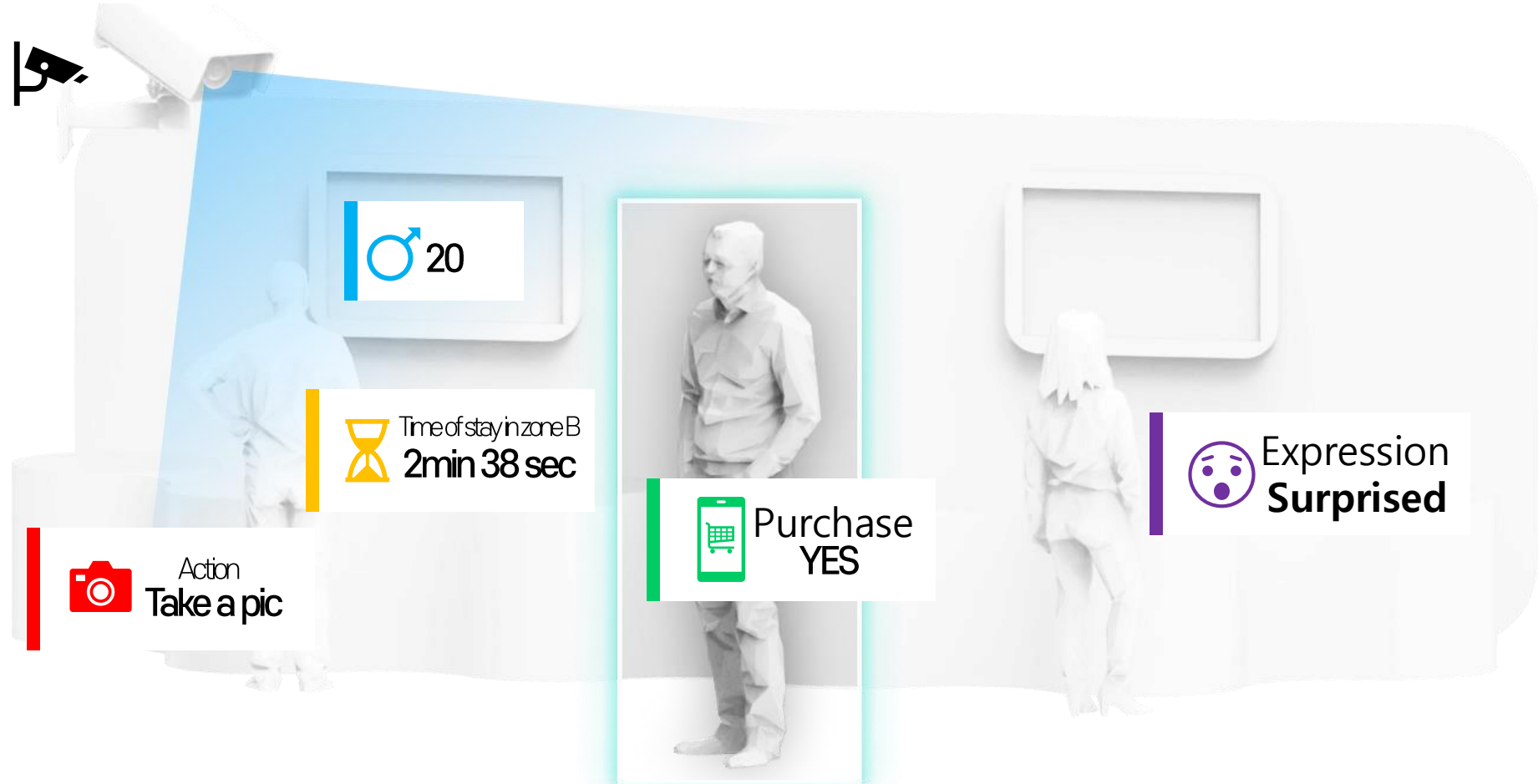
— Artist Matching

Artist matching system to collaborate with famous overseas artists.



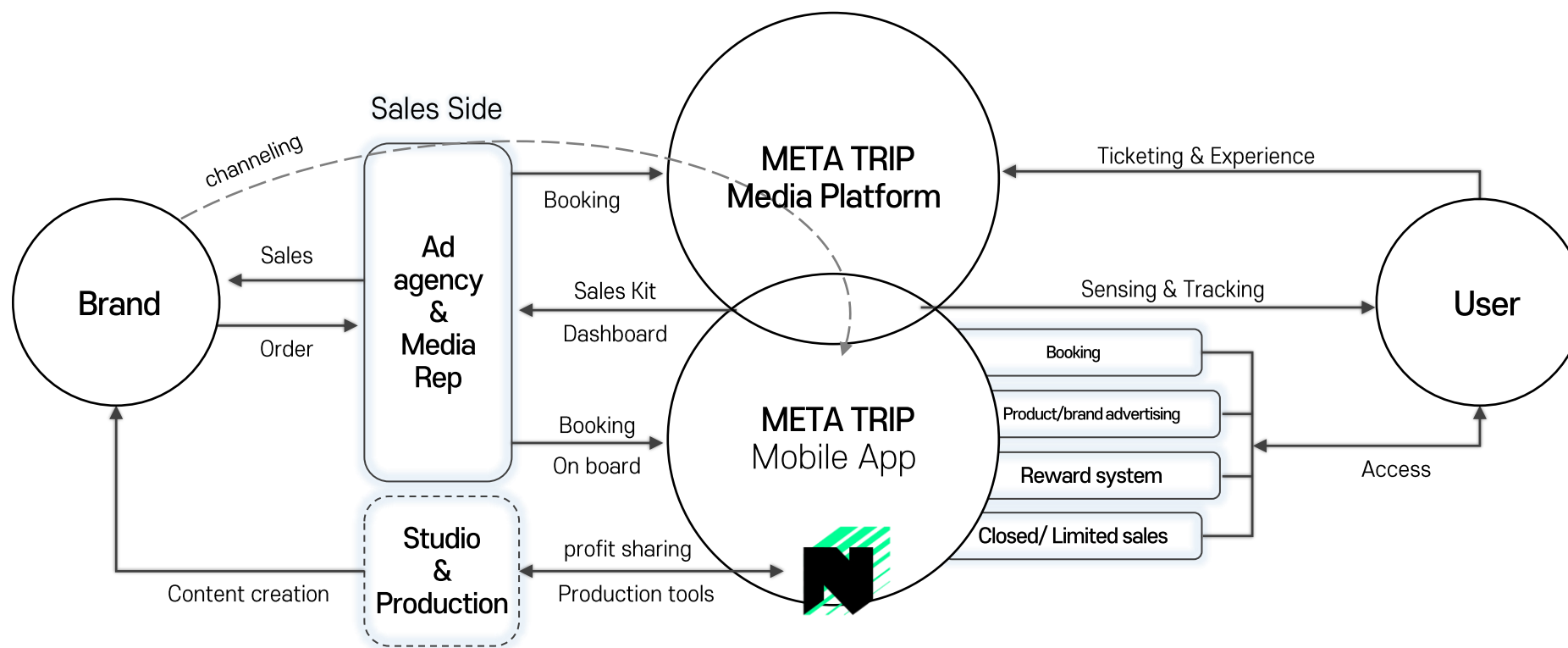
Customer Analysis System

Analyzing visitors with AI technology
Gender, age group, movement, facial expression, and behavior data building



Business flow

Promotion package in the media advertising ecosystem



Business Model

Retail media advertisements to enhance the fantastic customer experience at Cinema Hall.

Retail Media Sales Guide (based on 50,000 visitors per month)

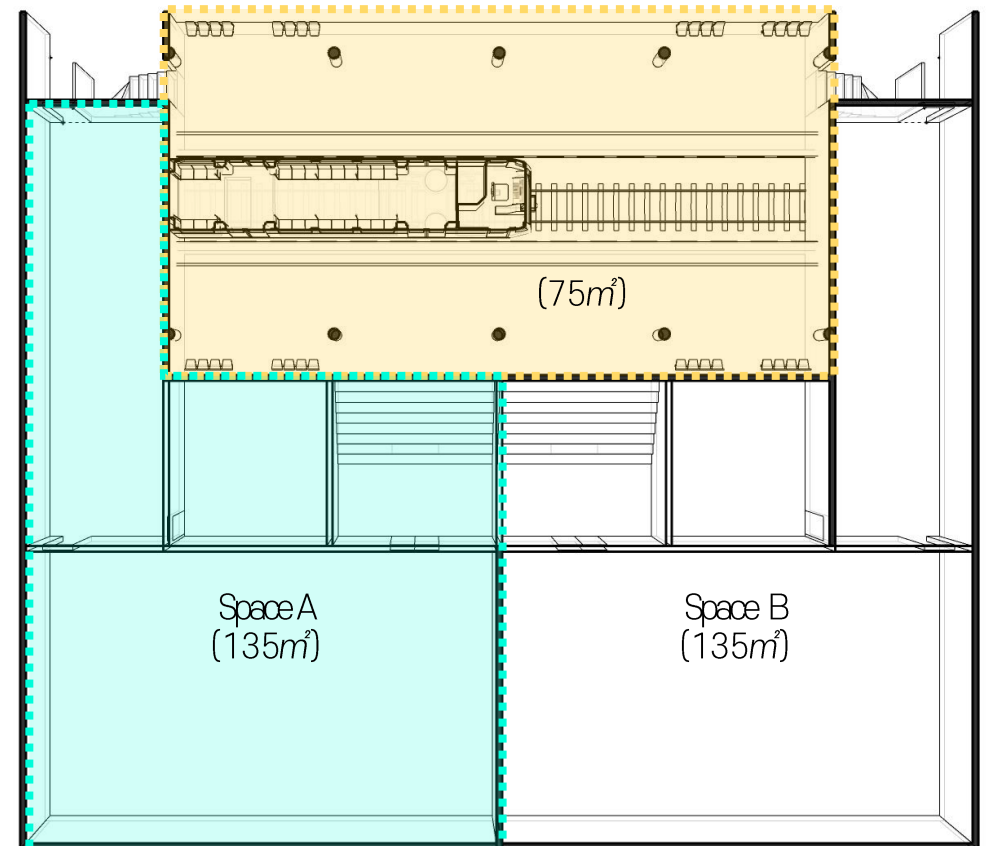
Standard (㎡)	Operating period	Experience time	Add cost	Sales commission
205 (av 75)	4 weeks 18 hours per day	30min	229 usd	15%

※ Equipment rent included (except for content production cost)

An agency fee policy

Entrance	Advertising unit price	Sales (agent) commission rate		Newto revenue
2	229 usd	Media rep	10%	70%
		Ad agency	20%	

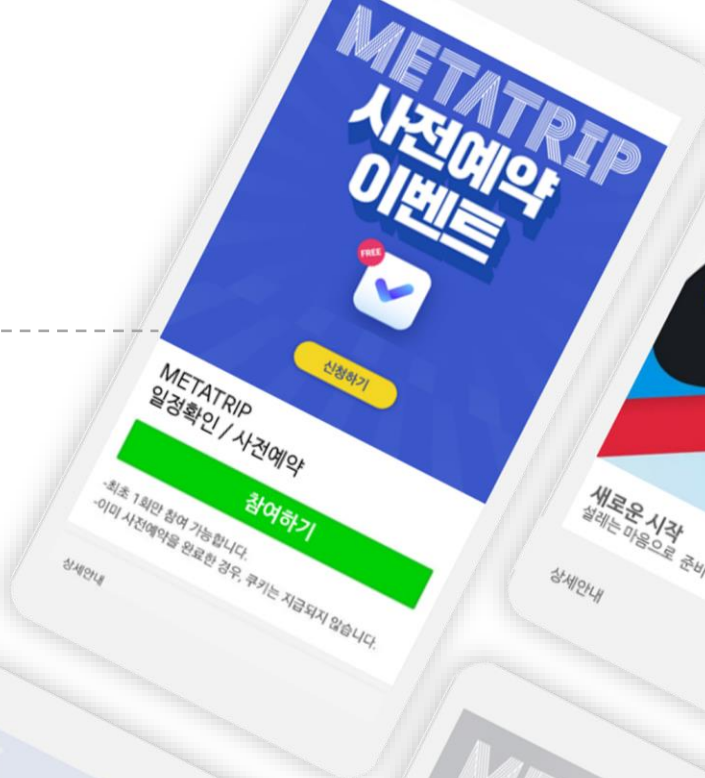
※ There is no agency fee for content production costs and product sales fees.



Next. BM

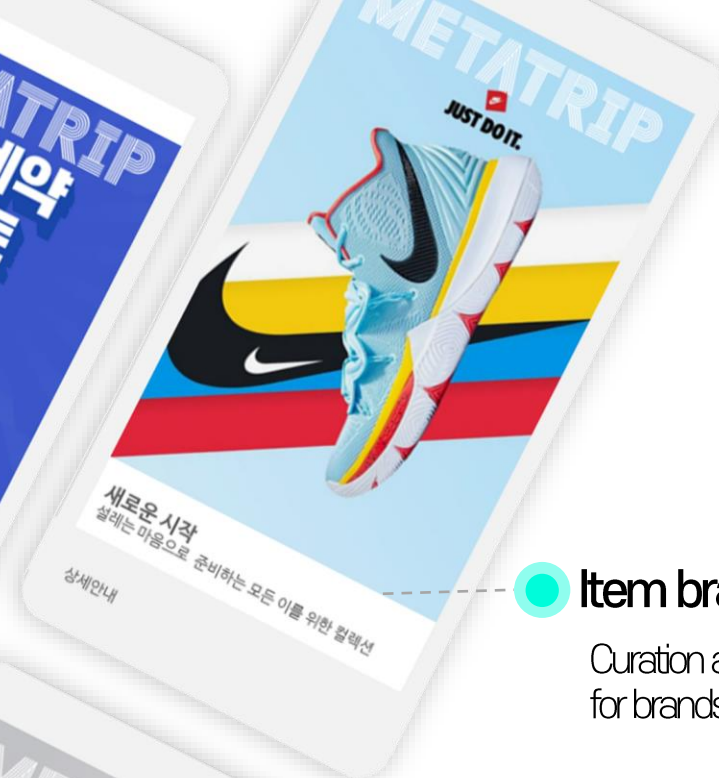
Booking system

Reservation system for the next pop-up store entrance



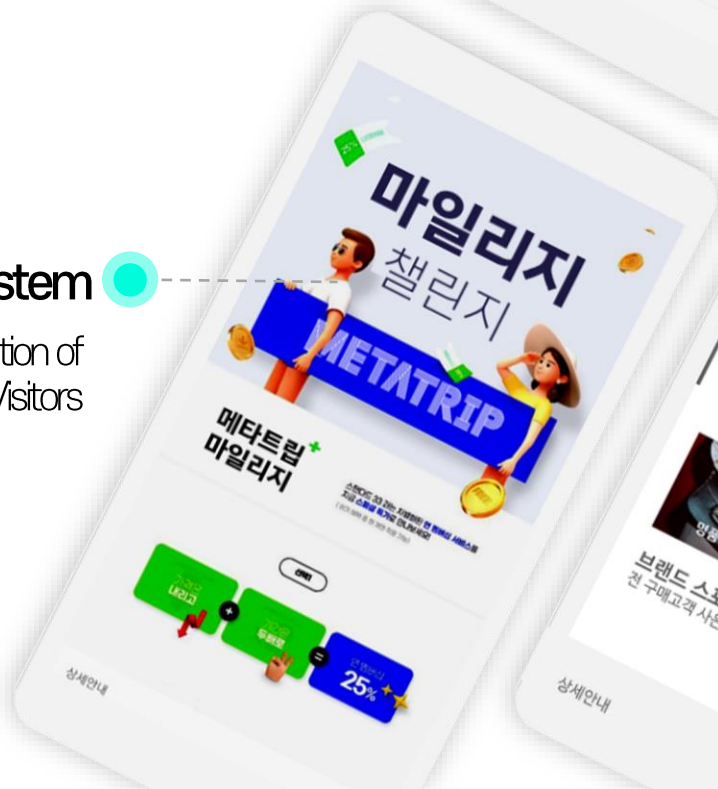
Item brand advertisement

Curation and review services for brands/services/products



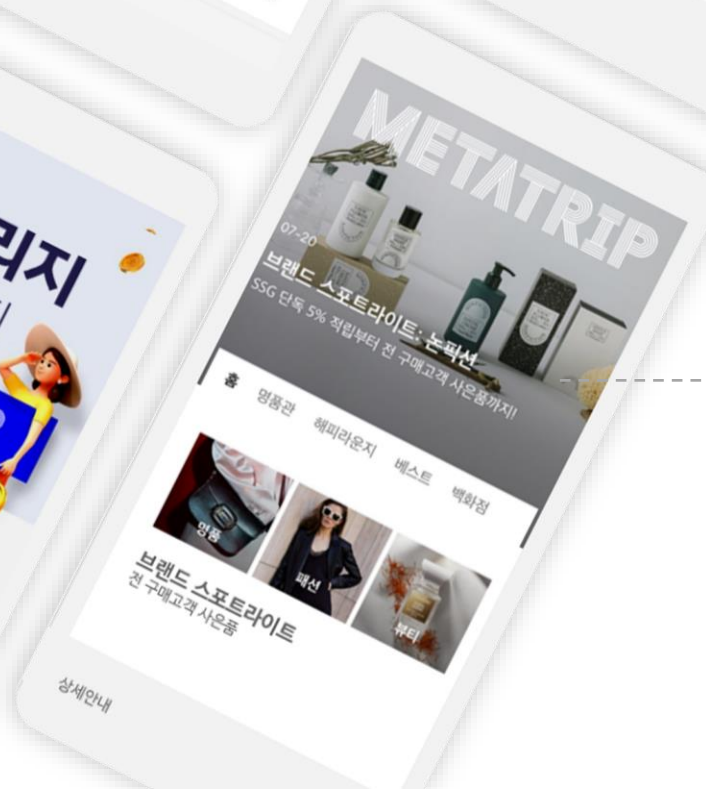
Reward system

Mileage System for Retention of Metatrip Visitors



E-commerce

Shopping e-commerce that sells products and meta-trip goods from the brand's stores



Budget Projection

Initial investment		Operation cost		Profit Disrtibution	
1 mln usd		1,5 mln usd / year		3mln usd+ α / year	
Interior	155,000 \$	Facility maintenance	40,000 \$	Retail Media Sales	5,550,000 \$
Demolition	11,600 \$	H/W maintenance	77,000 \$	Agency commission	1,7 mln \$
Train	40,000 \$	On-site system operating expenses	40,000 \$	Annual operating expenses	1,2 mln \$
Train installation	40,000 \$	Field Operational Labor Cost (8 people)	223,000 \$	Profit	2,7 mln \$
Beam projector (30EA)	307,000 \$	On-site operating expenses	46,000 \$	Sales commission	207 000 \$
PC-3080 (20 units)	62,000 \$	Utility charges	10,000 \$	(10% of 50,000 people purchased)	Customer/ unit price 23\$
Sensors	16,000 \$	Immersive content update	23,000 \$	Mobile advertising revenue	460,000 \$
CCTV (20EA)	8,000 \$	AD system	78,000 \$	e-commerce commission sales	415,000 \$
Customer recognition system	23,000 \$	Mobile service operation	78,000 \$	(per 50 000 members)	
H/W installation	23,000 \$	Marketing	500,000 \$		
Content production	115,000 \$				
AD system construction	115,000 \$				
Mobile App development	78,000 \$				

THE FUTURE of XPERIENCES

경기도 하남시 미사대로 540 현대지식산업센터 한강미사2차 A동 10층, 1002 ~ 1004호
10F, 1002~1004, Misadeo-ro 540, Hanam-si, Gyeonggi-do, Republic of Korea

TEL +82-070-8672-9987

FAX +82-031-696-9981

E.MAIL cmo@newto.co.kr



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