

TEarn Introduction

Values

- Social Contribution
- Organizing
- Omnipresent
- Stimulating
- Environmental Consideration
- Micromedia
- Innovative

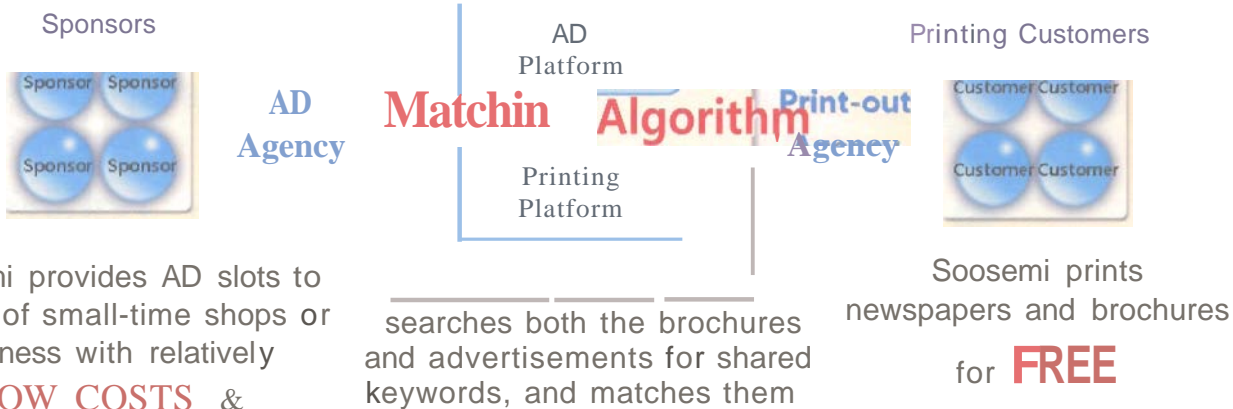
Missions

SoosEmizE thE World!

soosEmizE **sûœsémize**

BusinEss EntrEprEnEurship VEnturE

Soos5



Soosemi provides AD slots to owners of small-time shops or business with relatively **LOW COSTS** & **HIGH EFFECTS**

searches both the brochures and advertisements for shared keywords, and matches them

Soosemi prints newspapers and brochures for **FREE**

PROCESS

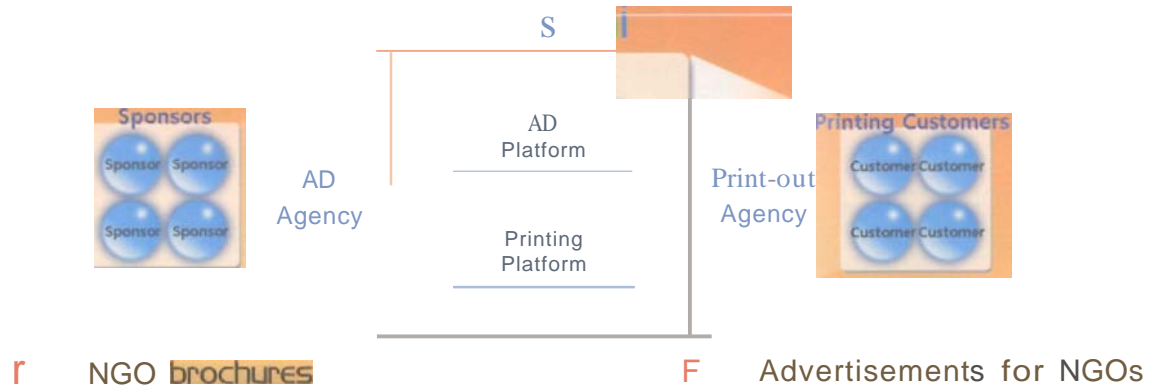
- 07. 10 Soosemi Team formed
- 08. 2 Patent application submitted
- 08. 3 Funding activities
- 08. 4 Business registration, Website construction & Beta-testing
- 08. 6 Started business promotion



Curently **12** printings, **32** ad postings, **7,900** readers



Social EntrEprEneurship Venture



Refugee's Organization from Burma
"BURMA ACTION"



Free Textbooks to
Immigrant Children



Social Enterprise Project Group
"NEXTERS"



North Korean Refugee's Organization
"Woorihana"



Social Enterprise Group
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North Korean Refugee's Organization
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Refugee's Organization from Burma
"BURMA ACTION"

EnvironmEntal Stewardship



USE RE cEd pap

- Soosemi Hot Issue
- Accumulate mileage points



Donation to rEE- ati

- Plant trees for Upper stream Niger river's desert
- Seeking Environmental and humanitarian issues in the long run



Support (FuturE ForEst)

- Organization that plants trees in China where desertification is common
- By planting trees we can reduce the amount of yellow sand and the speed of desertification

HOT ISSUE

Special

Specific current issues of controversy
Gathering opinions of individual citizens

Choosing a
Hot issue

Gathering
Opinions

Printing
through
Soosemi

Distributing
Hot Issue at
Issue-related
Areas

1st Edition

Uncertainty of mad cow disease
contained in imported American beef



Responses from protestors on Soosemi's bulletin board
700,000 protestors
Protests at Seoul City Hall

Short Essays
Students, teachers, businessmen, housewives

Distributed in front of schools

2nd Edition

Public education and its future prospects



Short Essays
Students, teachers, businessmen, housewives

Distributed near schools and academies

Used environment-friendly recycled paper

Global ComponEnts



Globalization starts at home. We first started our step towards the eventual globalization by helping children of migrant workers.



As a second step towards globalization, Soosemi plan to first establish Soosemi USA. It will be an identically functioning business with bigger potential customer pool.

Get
Internatio
Patent

Establish
Soosemi USA
website

Recruit
Printing Offices



"Soosemi is a local business, but is a global business too; there/s a lot of groups all over the world who want to get financial aids, and middle-size enterprises who want to appeal to their new customers."

S. K. Lee, Marketin Director of P&G Korea



Advisory Board Members



S. K. LEE
Marketing Director
P&G Korea



S. P. Hon
Editor in Chief
YTN, news corporation



J. Y. Shin
Professor
Finance
Yonsei School of Business



H. K. Kim
President
Purunsoop Publishing Company



J. D. Lee
Yonsei University
College Mentor



H.K. Chung
UC. Berkley
College Mentor

USE of MEDIA

Mass MEDIA



tvN, which is a famous cable TV channel in Korea asks for an interview of Soosemi as a student-run business

J JoongAng Ilbo

JoongAng Daily, which is one of the most popular newspaper asks for an interview of Soosemi as a student-run business

Non-Mass MEDIA



Soosemi HomEpagE
Linking place for both sides of customers



Soosemi Blog
A place for communication of Soosemi activities & social venture news



005 emi HOT ISSUE
Soosemi's special newspaper

Results

ADs

KRW 500K X 2 KRW 1,000,000
KRW 300K X 5 ~~KRW 1,500,000~~
KRW 100K X 5 KRW 500,000

Total Revenue RW 3,000,000

2 ADers (KRW 500K) X 6 times
5 ADers (KRW 300K) X 3 times
5 ADers (KRW 100K) X 1 times

Total ADs posted 32 times

Printings

KRW 900K X 9 KRW 900,000
KRW 220K X 2 KRW 440,000
KRW 350K X 1 KRW 350,000

Total Printing Cost RW 1,690,000

200 copies X 1,800 readers
3000 copies X 2 6,000 readers
100 copies X 1 100 readers

Total Readers 7,900

Profit

Total AD Revenue KRW 3,000,000
Total Printing Cost KRW 1,690,000

Operating Profit KRW 1,310,000

Future Forest, UNEP

Profit KRW 1,110,000
(=USD \$ 1,093.81)

