COSMOCHAIN

Pursuing Beauty Data Business

Feb. 2020

[Background] While developing Reduire and Unleashia ('19 sales volume of $1M), team focused on customer beauty data during R&D, Marketing, and Sales process

réduire   **Clean Beauty / Minimalism**

UNLEASHIA   **Tasty Glitters**

$550K

$450K

$270K

$260K

$190K

$150K

$140K
Jan '20

1Q '19   2Q '19   3Q '19   4Q '19   1Q '20(E)   2Q '20(E)

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1

R&D

Production

Marketing

Sales

Customer Relation

*We need to rely on giant online commerce platform to market new brands.. **But all transactions and communication go through commerce players, so we have no access to the data***

But it's just not possible as there is no data on customers' needs or purchase history...

*As product diversity increases, we are dedicating all efforts into targeted marketing. **But even Facebook marketing has decreasing ROAS.. We are stuck since we have no customer data..***

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[Vision] Cosmochain pursues 1) gathering meaningful beauty data from the users, and 2) utilizing those data into beauty industry
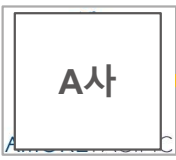
① Data Collection	② Data Utilization in Beauty Industry

On-line Data

Off-line Data

O사

A사

Marketing

innisfree

행 레이블	노출	클릭	CTR	전체ROAS(7일)
madit_all_web_con	40,042	965	2.41%	306%
competitors	8,633	115	1.33%	95%
interest_inni	24,234	625	2.58%	353%
lal_prime_10percent	556	17	3.06%	2424%
lal_pur_1percent	6,619	208	3.14%	133%
madit_all_web_con_cosmo	29,828	761	2.55%	324%
innisfree_cosmo	6,533	150	2.30%	168%
OnepulOne_cosmo	10,320	272	2.64%	511%
prime_cosmo	5,905	161	2.73%	168%
Roadshop_cosmo	7,070	178	2.52%	333%

Brand/Product

réduire
NON-TOXIC LIFE

UNLEASH!A   ...

Channel/Sales

11ST   Huiseoul 惠首尔   ...

COSMOCHAIN

3

[①Data Collection] Cosmochain is gathering beauty data through 1) Blended's own service "FITSME" and 2) partner service "Glowpick"

- FitsMe : owned by Blended
- Personalized beauty recommendation service
- Top 5~10 ranked Beauty Apps
- +300K accumulated downloads
- MAU: 40K ~ 60K

- Glowpick : owned by Blended's business partner
- Beauty review platform
- Top 5~10 ranked Beauty Apps
- +1M accumulated downloads
- MAU: 200K ~ 300K

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[1 Data Collection] Cosmochain is gathering beauty data through 1) Blended's own service "FITSME" and 2) partner service "Glowpick"
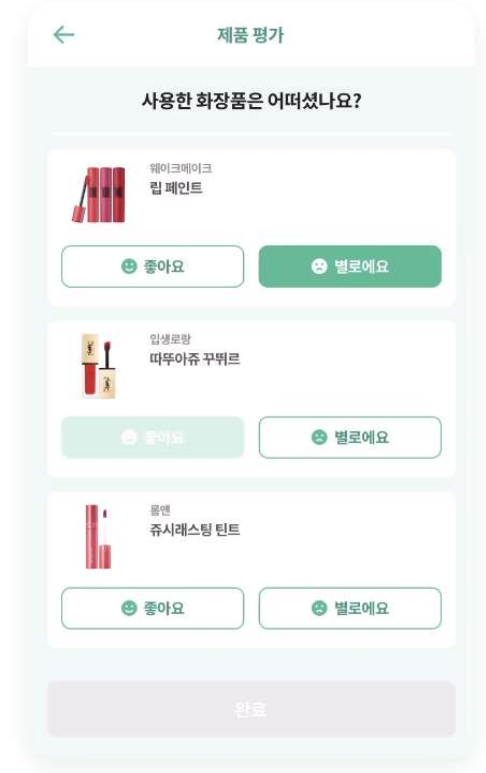

세부 요소 반영한 뷰티 전문가의 추천

피부 타입, 고민 등의 세부 요소를 고려한
뷰티 전문가의 추천도 받을 수 있어요

리뷰 분석 통한 제품별 키워드 선별

N만 개 제품의 N만 건의 리뷰를 분석하여
카테고리별 주요 키워드를 선별해요

제품 만족도 평가 통한 AI 분석 추천

사용해본 제품의 만족도를 입력하면
AI 분석을 통해 적합한 제품을 추천해드려요

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[①Data Collection] Cosmochain is gathering beauty data through 1) Blended's own service "FITSME" and 2) partner service "Glowpick"

User ➡ **1. Profile**

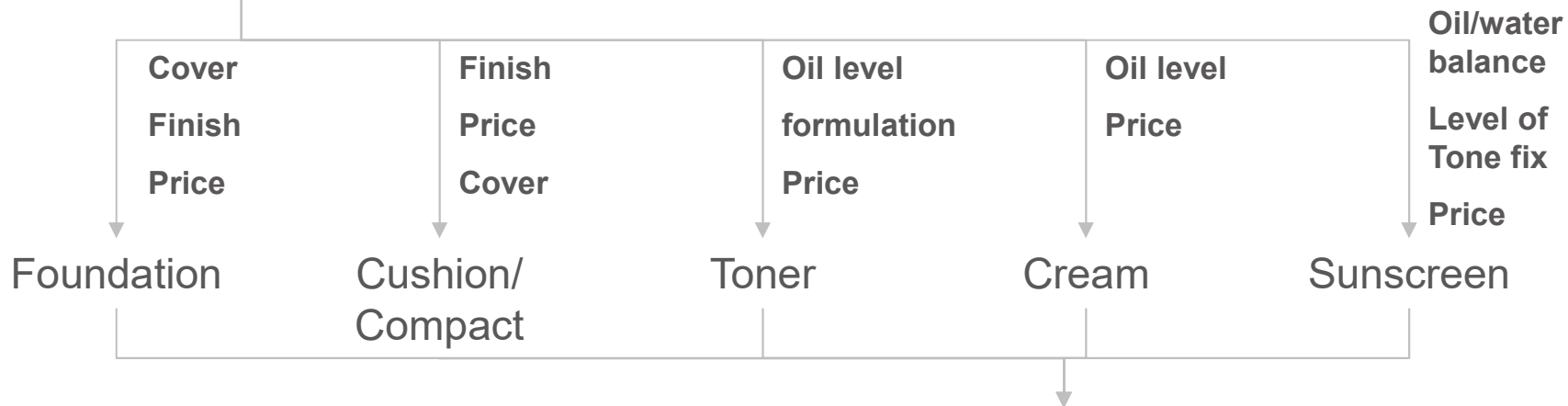Demo: Gender/Phone number/Age

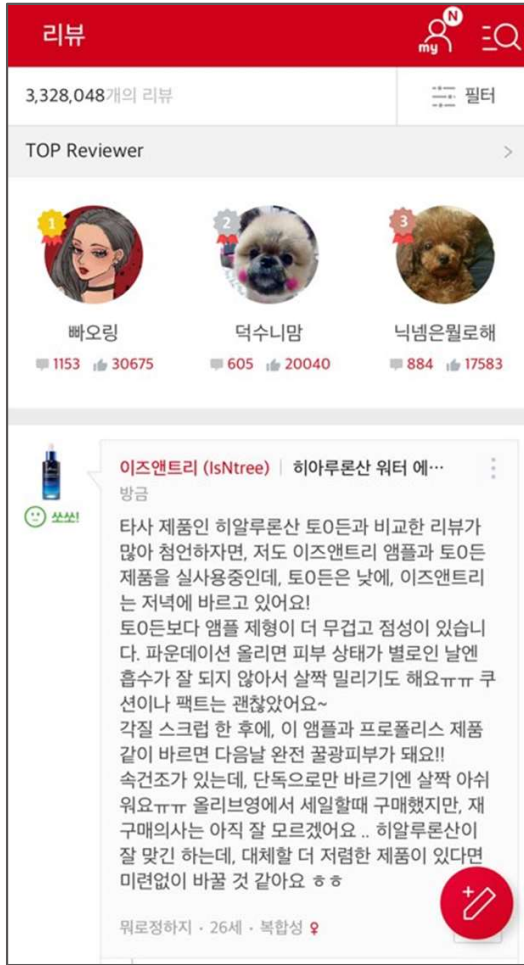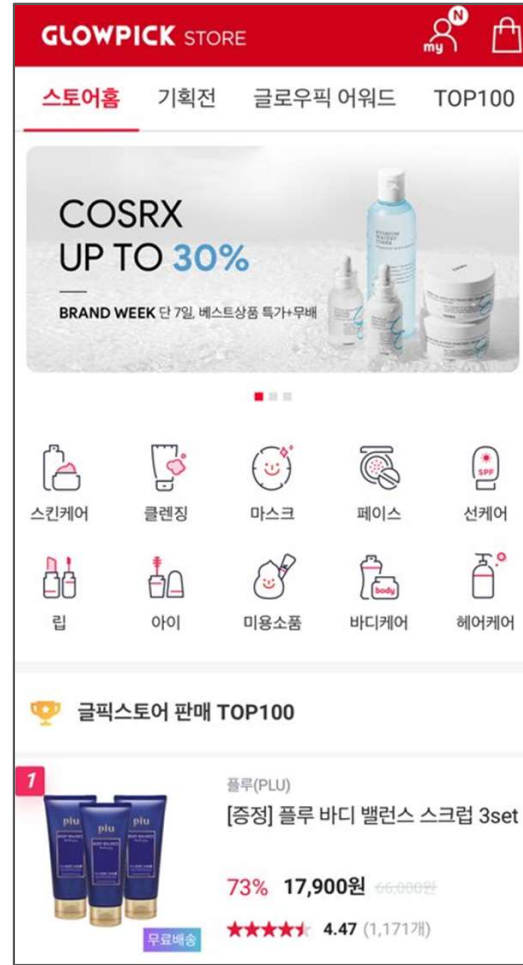Derma: Skin type/Skin concern

Find ➡ **2. Preference data**

Use ➡ **4. Usage data**

Foundation	Cushion/Compact	Toner	Cream	Sunscreen
Cover	Finish	Oil level	Oil level	Oil/water balance
Finish	Price	formulation	Price	Level of Tone fix
Price	Cover	Price		Price

3. Recommendation data

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[①Data Collection] Cosmochain is gathering beauty data through 1) Blended's own service "FITSME" and 2) partner service "Glowpick"

→ **Review Data**

→ **Wishlist / Purchase Data**

→ **Try / Usage Data**

[1] Data Collection] Cosmochain has gathered over +300K Korean Female (age 10~40) users beauty data from FITSME and Glowpick

		FITSME				Glowpick				
UUID	IDFA/ADID	Skin_Type	Skin_concern	Foundation_prefere	Othe	Review_coun	Review_product	Wish_list	purchasemen	viewed_produ
A0001	2cx2xyz42-a	COMBINATION	ACNE	FOUNDATION_IMPO	...	24	LANEIGE_CREAM	RENK_MASKPACK	SKINFOOD_CRI	23857235
A0002	3nh3j2i24-b	DRY	SENSITIVE	FOUNDATION_IMPO	...	35	LOREAL_FOUNDATION	MAMONDE_LIPSTICK		13984563
A0003	53jfn235f-h	OILY	WHITENING	FOUNDATION_IMPO	...	25	CHANEL_LIPSTICK	GOKUJUNE_MASKPACK	NAS_LIPSTICK	92347843
A0004	2cx2xyz43-a	OILY	SENSITIVE	FOUNDATION_IMPO	...	24	INNISFREE_SERUM			29235733
A0005	3nh3j2i25-b	NEUTRAL	WRINKLE	FOUNDATION_IMPO	...	35	ETUDE_HOUSE_FOUNDA	URBANDK_SERUM		12531256
A0006	53jfn236f-h	COMBINATION	WRINKLE	FOUNDATION_IMPO	...	26	HANYUL_CREAM			32857235
A0007	2cx2xyz44-a	COMBINATION	DRY, WHITENING	FOUNDATION_IMPO	...	24	SULHWASOO_CREAM	BOBBIBROWN_PALETTE	HANYUL_CREA	31888441
A0008	3nh3j2i26-b	COMBINATION	PORE, DRY	FOUNDATION_IMPO	...	35	HERA_EYELASH			31246383
A0009	53jfn237f-h	DRY	SENSITIVE, ACNE	FOUNDATION_IMPO	...	27	CLINIQUE_CREAM	HINCE_LIPSTICK		30604325
A0010	2cx2xyz45-a	OILY	WRINKLE,WJHITENING	FOUNDATION_IMPO	...	63	DRG_CREAM	PERIPERA_LIPSTICK	CLINIQUE_CRE	29962267
A0011	3nh3j2i27-b	OILY	PORE, DRY	FOUNDATION_IMPO	...	3	CELLFUSIONC_CREAM			29320209
A0012	53jfn238f-h	NEUTRAL	ACNE	FOUNDATION_IMPO	...	28	MAC_LIPSTICK			28678151
A0013	2cx2xyz46-a	COMBINATION	SENSITIVE	FOUNDATION_IMPO	...	24	ESTELAUDER_FOUNDATION			28036093
A0014	3nh3j2i28-b	COMBINATION	WHITENING	FOUNDATION_IMPO	...	35	SK2_CREAM	CLINIQUE_CREAM		27394035
A0015	53jfn239f-h	COMBINATION	SENSITIVE	FOUNDATION_IMPO	...	5	RENK_MASKPACK	DRG_CREAM		26751977
A0016	2cx2xyz47-a	COMBINATION	WRINKLE	FOUNDATION_IMPO	...	24	MAMONDE_LIPSTICK	CELLFUSIONC_CREAM		26109919
A0017	3nh3j2i29-b	COMBINATION	WRINKLE	FOUNDATION_IMPO	...	35	GOKUJUNE_MASKPACK		SULHWASOO_	25467861
A0018	53jfn240f-h	DRY	DRY, WHITENING	FOUNDATION_IMPO	...	20	DIOR_ROUGELIP	SK2_CREAM	HERA_EYELASH	24825803
A0019	2cx2xyz48-a	NEUTRAL	PORE, DRY	FOUNDATION_IMPO	...	6	URBANDK_SERUM	RENK_MASKPACK		24183745
A0020	3nh3j2i30-b	OILY	SENSITIVE, ACNE	FOUNDATION_IMPO	...	35	SKINFOOD_CREAM	MAMONDE_LIPSTICK		23541687
A0021	53jfn241f-h	NEUTRAL	WRINKLE,WJHITENING	FOUNDATION_IMPO	...	21	BOBBIBROWN_PALETTE	GOKUJUNE_MASKPACK		22899629
A0022	2cx2xyz49-a	COMBINATION	WRINKLE	FOUNDATION_IMPO	...	2	NAS_LIPSTICK	DIOR_ROUGELIP		22257571

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[①Data Collection] Cosmochain has gathered over +300K Korean Female (age 10~40) users beauty data from FITSME and Glowpick

Beauty Genome Platform

<UUID>	FitsMe Data			Glow Pick Data		
	Profile	Preference	Recommendation	Usage	Review	Purchase
김가을		O			X	
이여름		X			O	
박겨울		O			O	

Global #1 Blockchain Project

[2 Data Utilization] Cosmochain currently provides 2 distinctive MKT services for +100 beauty brands

1. FitsMe in-app MKT http://partners.fitsme.kr/

2. MKT Agency Business http://business.fitsme.kr/
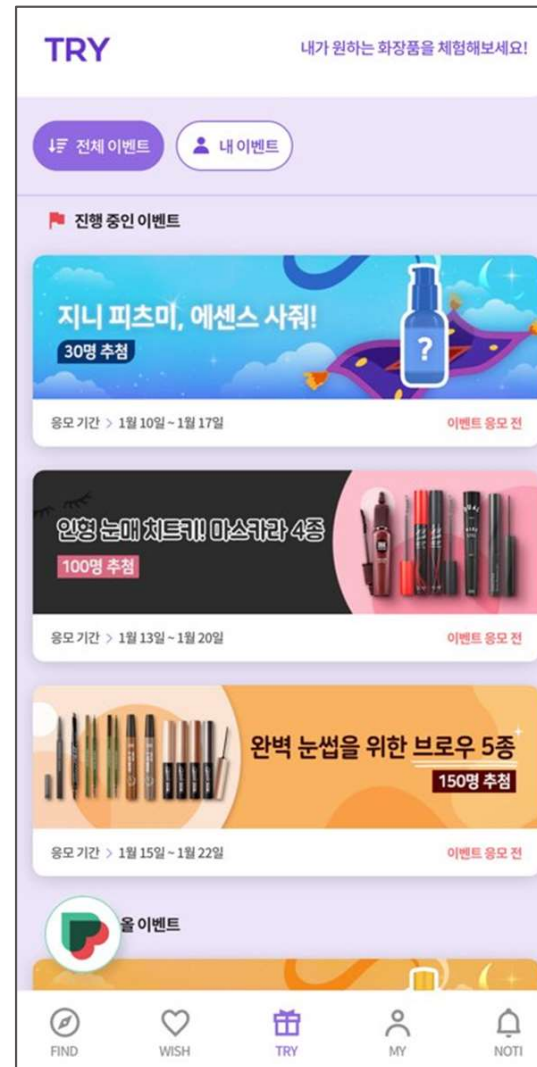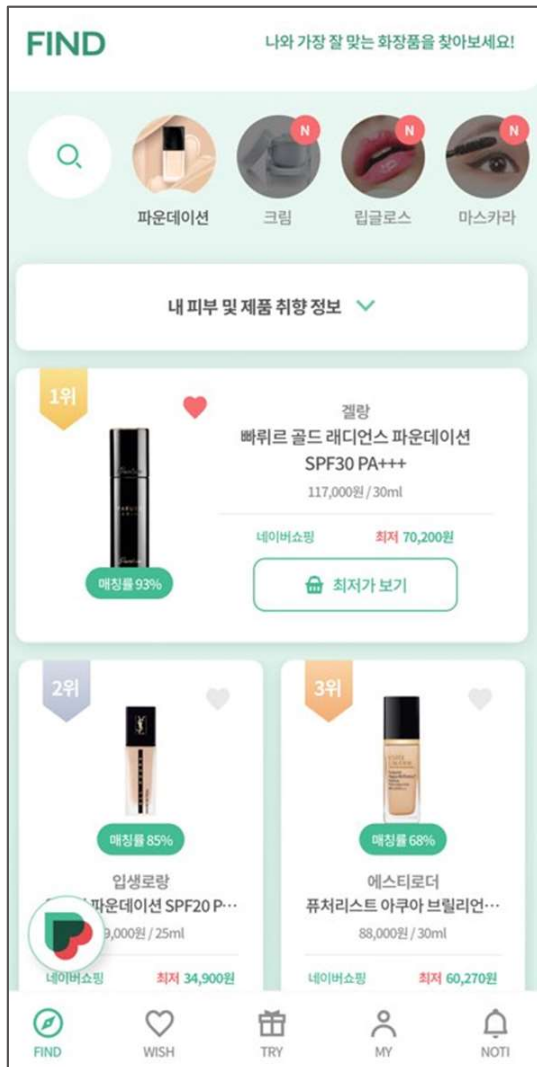
[②Data Utilization] Cosmochain currently provides 2 distinctive MKT services for +100 beauty brands

1. FitsMe in-app MKT

1. FitsMe in-app MKT – Brand partners' dashboard

☰ 제품

- Dashboard
- 브랜드
- 제품
- 리포트
- 파트너스

파트너스 여부 ▾	브랜드명 에뛰	제품명	카테고리	상태 ▾

Image	브랜드명	제품명	가격	카테고리	태그	URL	노출(7일)	행동(7일)	상태	최종 수정일	상세
>	에뛰드하우스	룩 앳 마이 아이즈 펄섀도우 베이스	4,500	EYESHADOW	true	true	1	1	DISPLAY	2020. 1. 9.	상세
>	에뛰드하우스	청순 거짓 브라우 카라	6,000	EYEBROW	true	true	694	8	DISPLAY	2020. 1. 9.	상세
>	에뛰드하우스	드로잉 아이 브라우	2,800	EYEBROW	true	true	151	4	DISPLAY	2020. 1. 9.	상세
>	에뛰드하우스	매트 시크 립라커	12,000	LIPGLOSS_LIPLOCKER	true	true	9	1	DISPLAY	2020. 1. 9.	상세

제품명	제품 카테고리	카테고리 추천	광고 구좌	기타	노출 합계 ▾	제품상세 진입	구매채널 이동	LIKE 저장	동영상 조회	모든 리뷰 보기	리뷰 작성
인팔** *** ** ***** ***** *****	파운데이션	47,135	67,320	7,530	121,985	11,323	2,134	535	653	857	59
홀트* *** **	크림	10,233	13,520	3,540	27,293	2,149	325	103	135	157	12
웹빙 ** **	스킨/토너	7,896	0	13,598	21,494	1,892	352	87	154	165	25
립커* **** ******* *****	쿠션	10,074	0	478	10,552	945	137	45	44	109	8
로즈** **	스킨/토너	6,590	2,308	1,274	10,172	1,243	287	35	55	132	9
아쿠* *** ** ***** ***** *****	쿠션	3,425	0	4,687	8,112	1,068	123	66	46	99	4
루쥬 ** ****	립스틱	5,986	0	740	6,726	578	97	13	23	65	5
워터** **** ** **	크림	1,751	0	283	2,034	345	28	19	19	35	3
에코 ** ** ** *** ****** *****	선크림	853	0	425	1,278	872	101	76	71	82	6
더블 *** **** ***** ****	파운데이션	621	0	452	1,073	85	8	5	12	10	0
푸드 *** ** * **	립스틱	681	0	224	905	162	23	16	19	22	2
톤업 **** * *****	선크림	346	0	57	403	34	5	2	8	4	1

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2. MKT Agency Business
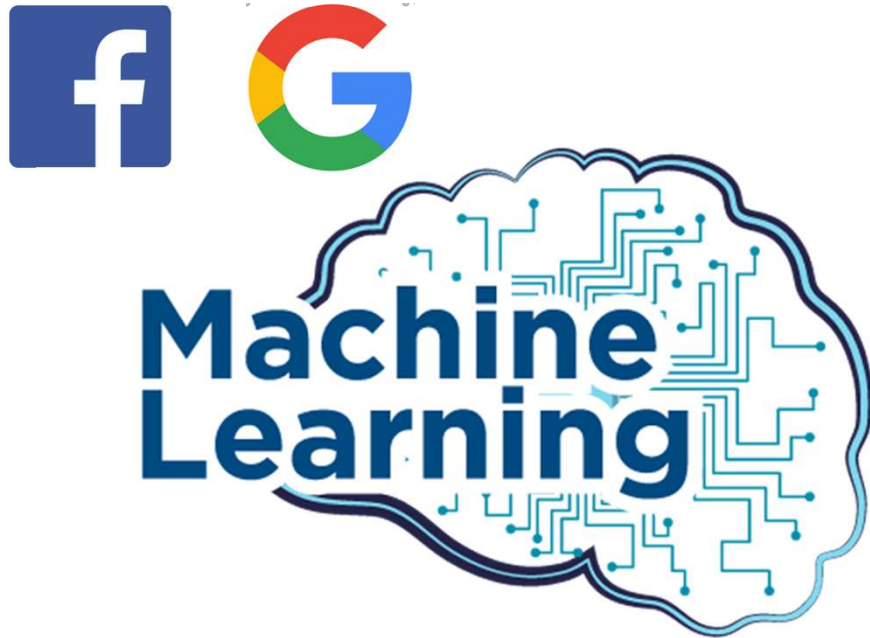
Machine Learning (Algorithm)   **Target Marketing (Audience)**
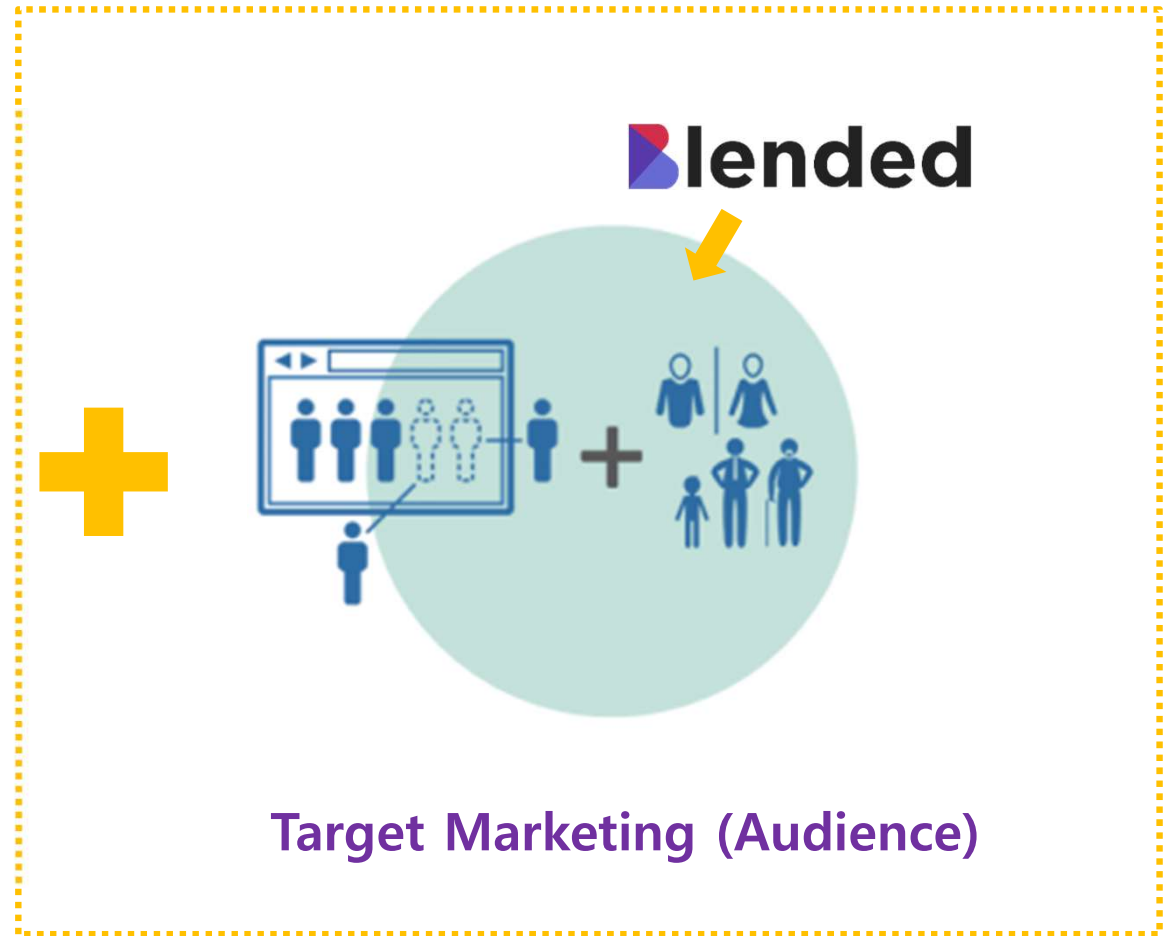
2. MKT Agency Business – Case ① Innisfree

- **Objective:**
  - Improve efficiency of campaign by leveraging external DMP (beauty genome project)'s high quality data
  - Engage users to app/web by appealing target product's feature using user's experience data
  - Test external DMP based marketing efficiency with classic FB/IG marketing efficiency

- **Goal:**
  - ROAS 200%↑
  - CPI 3000krw ↓

- **Details:**
  - Securing UA through behavior-based data such as skin concerns and reviews among users of cosmetic interests
  - Consider factors such as price / competitor product / category. Drawing out various scenarios
  - Create contents by target audience segmentation and reach out
  - Check the efficiency of each campaign by scenario and optimize
  - Compare efficiency between classic campaign and DMP based campaign by live at the same time

innisfree

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2. MKT Agency Business – Case ① Innisfree

행 레이블	노출	클릭	CTR	전체ROAS(7일)
madit_all_web_con	40,042	965	2.41%	306%
competitors	8,633	115	1.33%	95%
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OnepulOne_cosmo	10,320	272	2.64%	511%
prime_cosmo	5,905	161	2.73%	168%
Roadshop_cosmo	7,070	178	2.52%	333%

[User Behavior]

Blended users viewed detail page 4.1 times, searched 1.0 time, used basket 2.6 times, so it was **much more efficient user funnel** comparing with control campaign, which was 8.5 times, 1.7 times and 4.1 times, respectively.

[Follow-up campaign]

After the satisfying result, the client asked for **additional campaign on lip, cleansing categories**

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2. MKT Agency Business – Case ② Embryolisse

- **Objective:**
  - Improve efficiency of campaign by leveraging external DMP (beauty genome project)'s high quality data
  - Engage users to app/web by appealing target product's feature using user's experience data
  - Test external DMP based marketing efficiency with classic FB/IG marketing efficiency

- **Goal:**
  - CPC 212 ↓

- **Details:**
  - Securing UA through behavior-based data such as skin concerns and reviews among users of cosmetic interests
  - Consider factors such as price / competitor product / category. Drawing out various scenarios
  - Create contents by target audience segmentation and reach out
  - Check the efficiency of each campaign by scenario and optimize
  - Compare efficiency between classic campaign and DMP based campaign by live at the same time

Embryolisse.
LABORATOIRES

COSMOCHAIN

2. MKT Agency Business – Case ② Embryolisse

광고 이름	게재	광고 세트 이름	입찰 전략 광고 세트	예산 광고 세트	최근 영향이 큰 변경	결과	도달	노출	결과당 비용
200130_TAM_H&B	텍스트가 너무 많음	200130_TAM_OY 활성 광고 2개	최저 비용 링크 클릭	캠페인 예산	2020. 어제	820 링크 클릭	17,688	19,036	₩147 링크 클...

✔ 목표(KPI)

기진행 캠페인 성과 및 KPI 를 고려, 고객사와 협의 필요 (기존 페이스북/인스타그램 내 진행 중인 퍼포먼스 마케팅 KPI 를 공유해주세요)

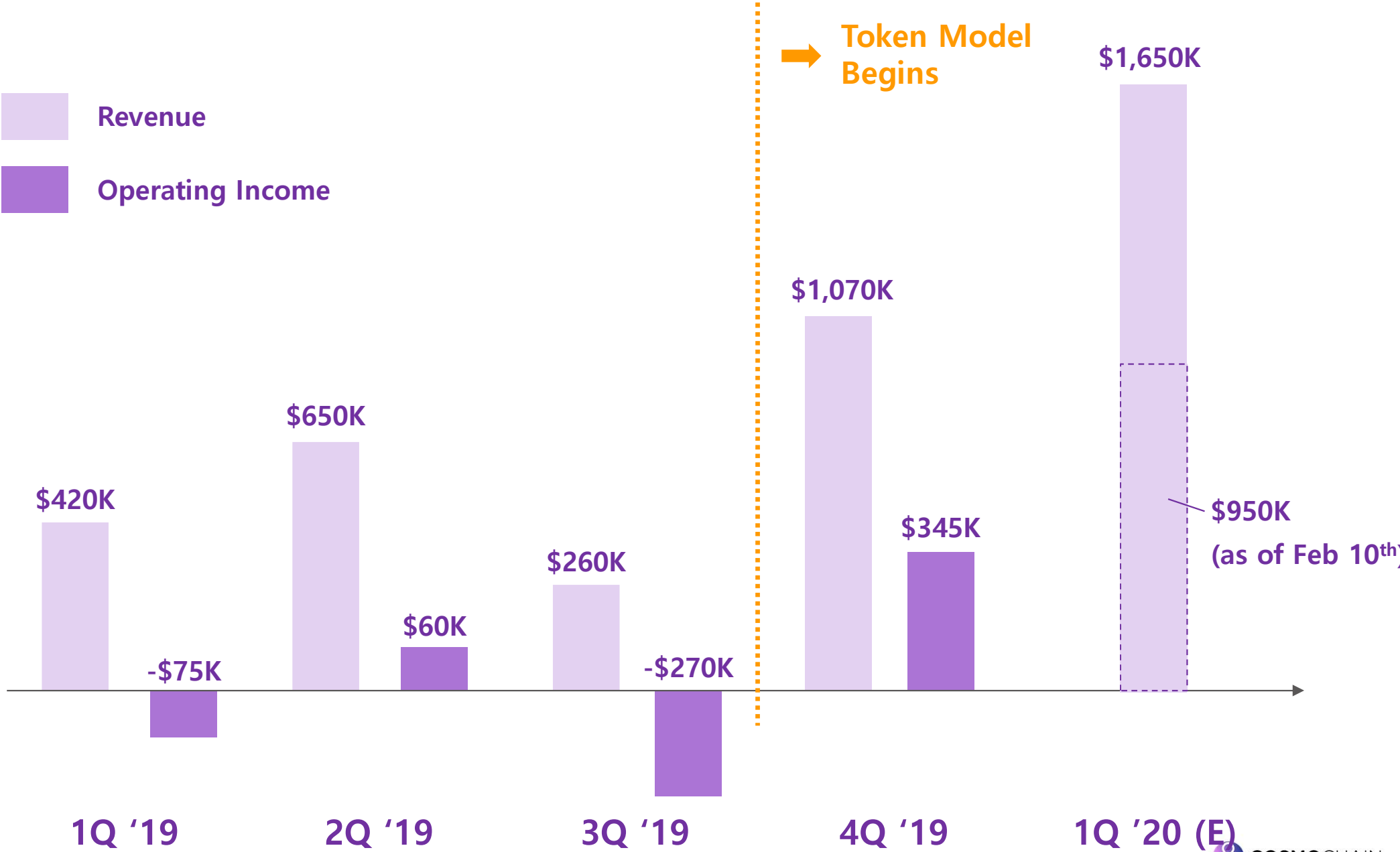| 도달	노출	결과당 비용	링크 클릭
17,431	20,528	212	947

[User Behavior]

Blended users were able to convert from Facebook and Instagram to Olive Young product page **25% more efficient than control group**

[Follow-up campaign]

After the satisfying result, the client asked for **increasing MKT budget and diversifying MKT channels**
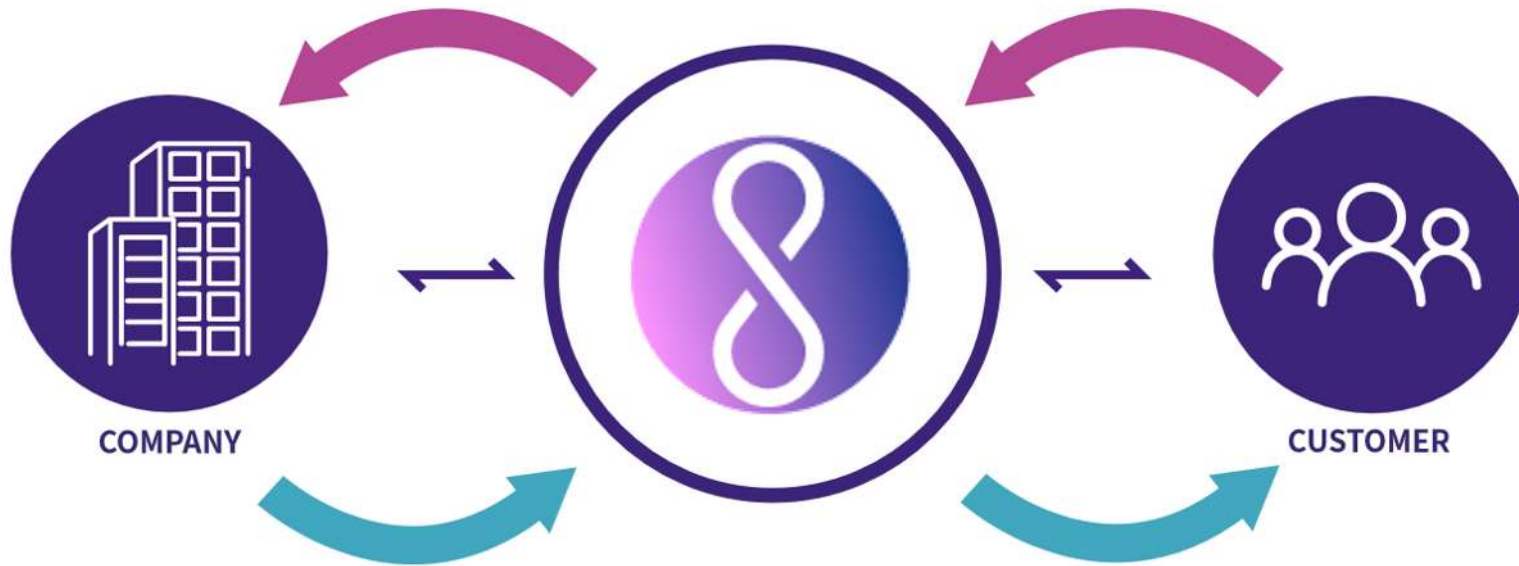
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[Business Performance] With active Beauty Data Business expansion, Cosmochain has recorded $2.4M yearly revenue and $60K yearly operating profit

Token Model Begins

Revenue

Operating Income

$420K
-$75K
$650K
$60K
$260K
-$270K
$1,070K
$345K
$1,650K
$950K (as of Feb 10th)

1Q '19   2Q '19   3Q '19   4Q '19   1Q '20 (E)

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[Token Model] Based on the business performance, certain ratio of revenue stream has been injected to purchase COSM from the exchange, which reduces circulating volume
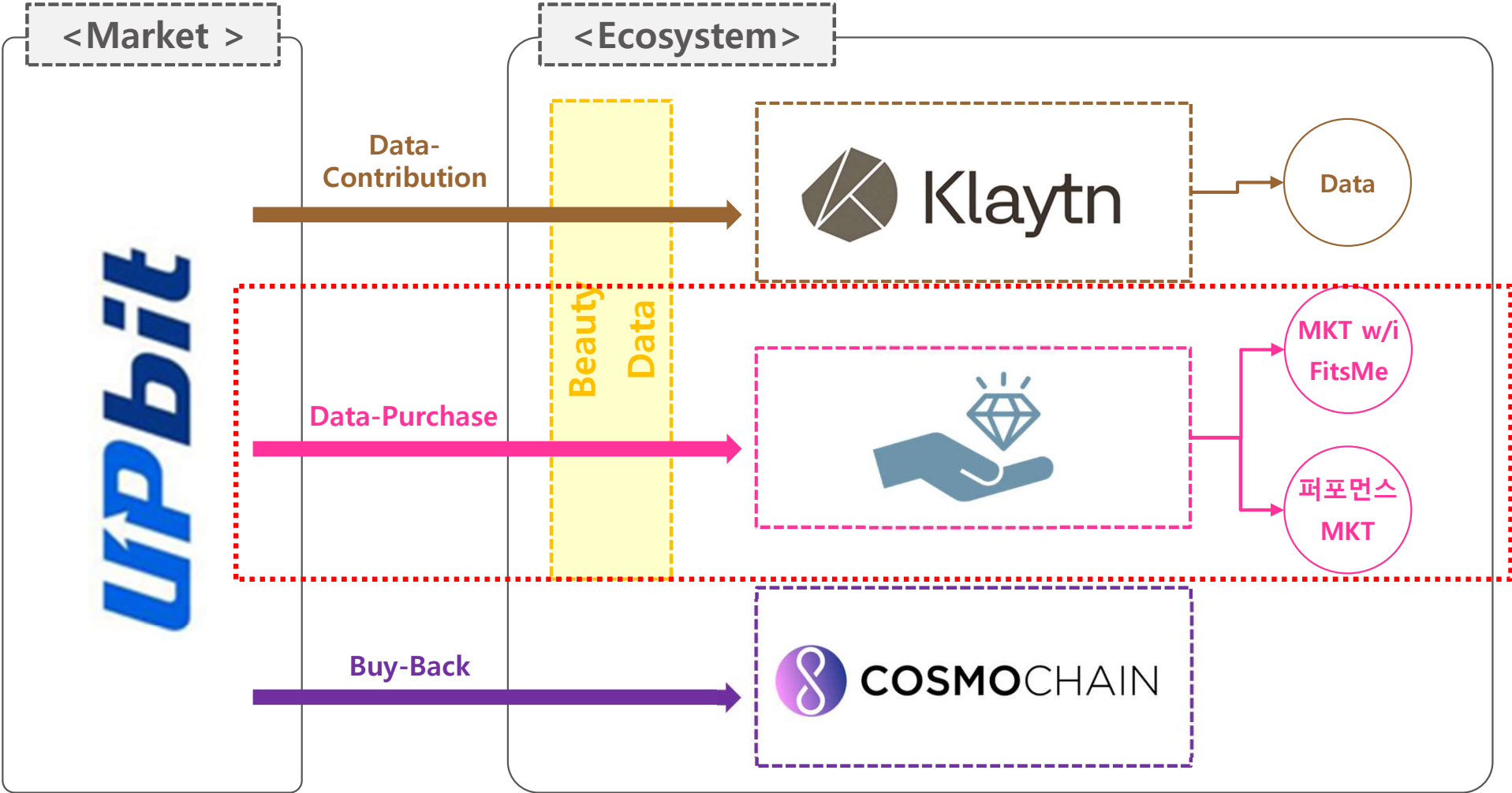
[Token Model] Purchased tokens have been 1) burnt, 2) rewarded to data contributors, and 3) converted to CP (i.e. Cosmochain ecosystem token)

➡ Data Flow

➡ COSM / Value Flow

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Dec 2019

COSM

8.15

7.13

6.95

6.10

2019-12-19   2019-12-25   2019-12-31

A

2019-12-19   2019-12-25   2019-12-31

B

2019-12-19   2019-12-25   2019-12-31

C

2019-12-19   2019-12-25   2019-12-31

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[Token Model] Cosmochain believes that the initiation of healthy token model has powered well-performing COSM price recently

Jan 2020

Cosmochain believes that the initiation of healthy token model has powered well-performing COSM price recently

Feb 2020

[Token Model] Cosmochain believes that COSM is working on **sustainable token model** which depends on the business progress

Buyback / Burn

Un-Sustainable: Event-driven, Not able to replicate

Sustainable: Token Model according to business progress

[Year 2020] Cosmochain will 1) partner with more on-line beauty platforms, 2) partner with **beauty stores (i.e. off-line data)**, and 3) provide more sophisticated MKT services

① Data Collection
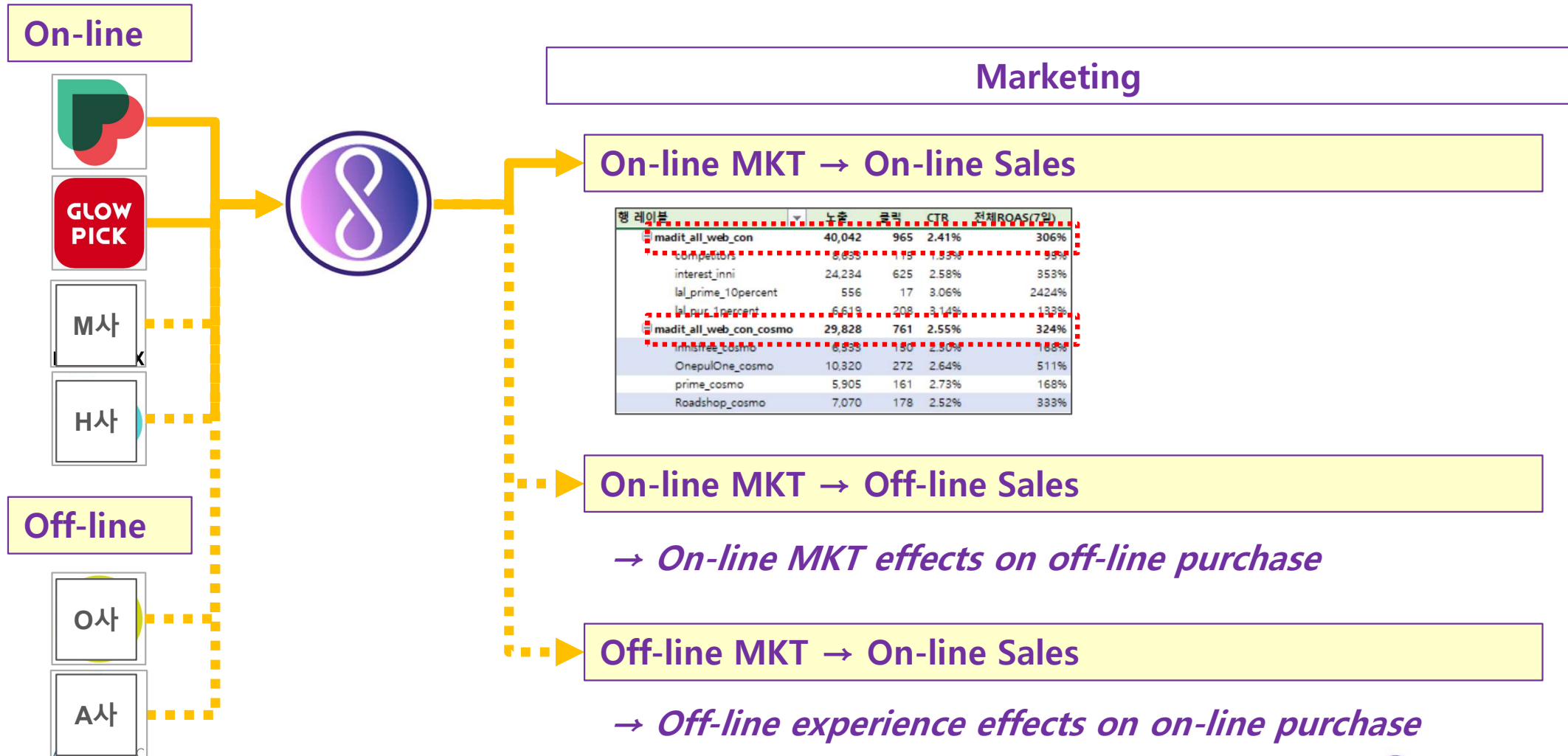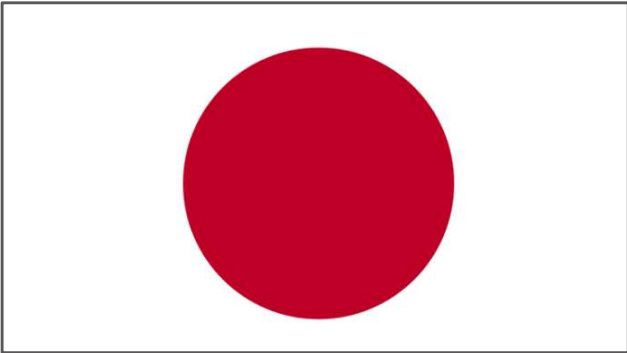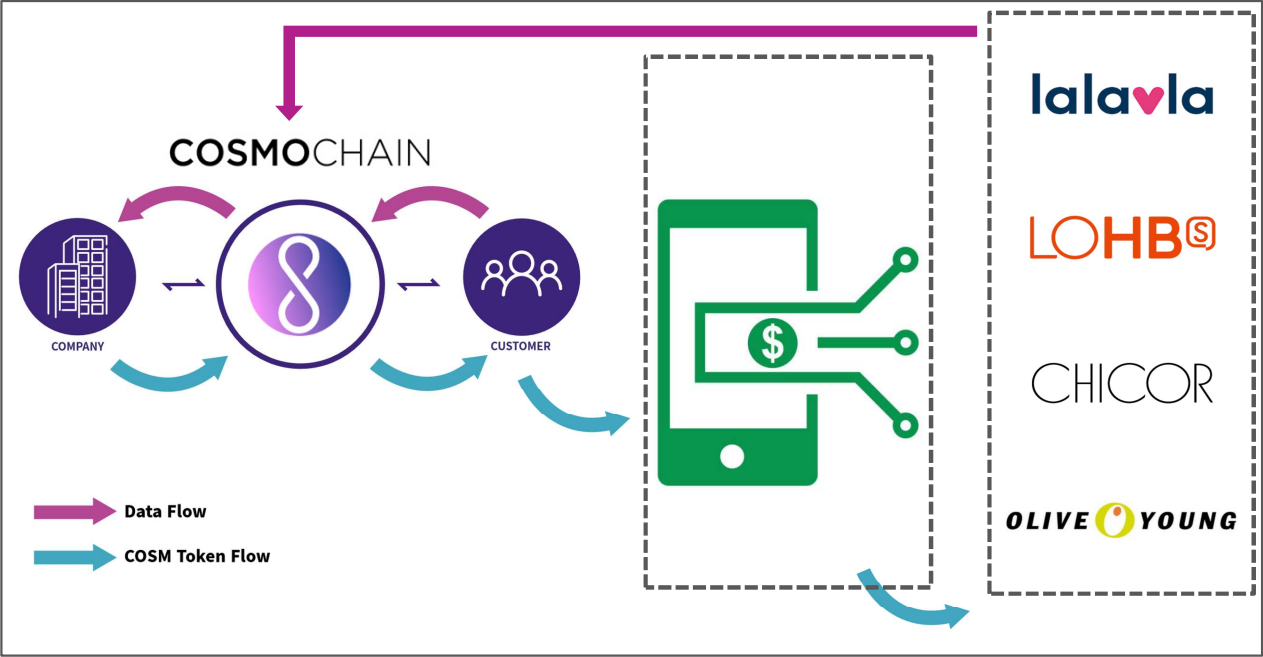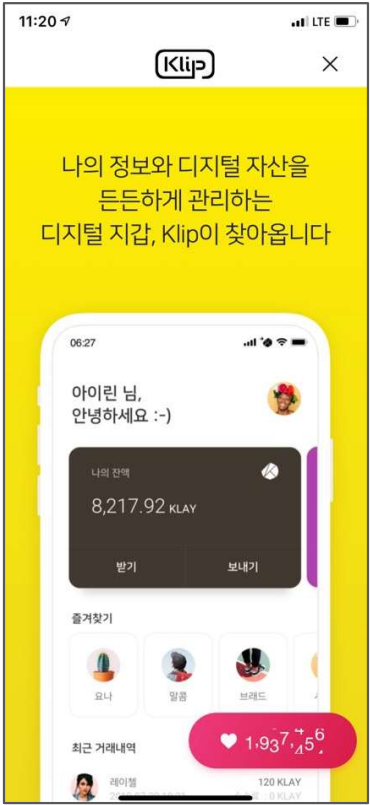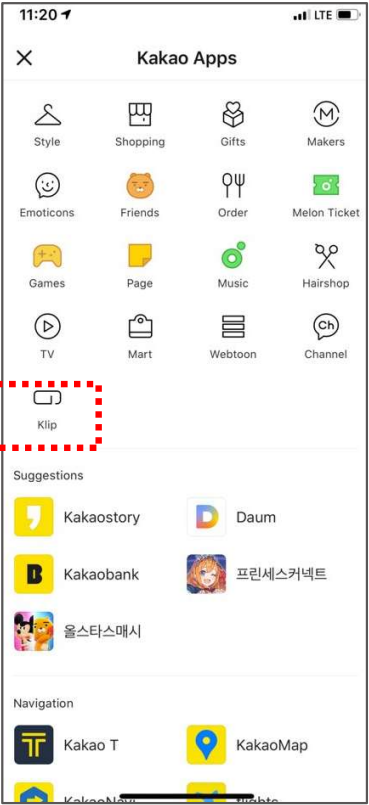
② Data Utilization in Beauty Industry

On-line

GLOW PICK

M사

H사

Off-line

O사

A사

COSMOCHAIN

① Data Collection

② Data Utilization in Beauty Industry

On-line

Off-line

Marketing

On-line MKT → On-line Sales

행 레이블	노출	클릭	CTR	전체ROAS(7일)
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On-line MKT → Off-line Sales

→ On-line MKT effects on off-line purchase

Off-line MKT → On-line Sales

→ Off-line experience effects on on-line purchase

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[Year 2020] Cosmochain is also looking forward to 1) **integrating crypto wallet** to the service, 2) entering **Japan market**, and 3) applying **COSM into the payment module**

End of document

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