



I'll Protect U  
**IPU**

PADIEM Co., Ltd.

# PADIEM

COMPANY



CEO | Kang Hye Rim

## I'll Protect U

"IPU will protect you on your way back home in anytime and anywhere. Use IPU when you need a reliable guardian next to you in dark alleyway."

PADIEM gives priority to the best value,  
**the safety of vulnerable groups**  
like women, children, elderly people, etc.

- We will contribute to the creation of a **better world for women to live in.**
- We will work for the **safety of the future.**
- We will face everything with the attitude of **passion, modesty, and honesty.**

Safety, prevention, and the philosophy of joy.

PADIEM CEO Kang Hye Rim

## Histry

2018

- **Establishment of Padiem Corporation, Inc.**
- Establishment of Corporate Affiliated Research Institute
- Padiem Venture Entrepreneurship Certificate
- Selection of IP Narae Project by the Korea Invention Promotion Association
- H-PLEX office relocation
- **Two patent Registrations**
- **Four trademark applications**
- ISO 9001:2015 Registration
- Membership of the Korea International Trade Association and certification of trade.
- Korea International Trade Association's Overseas Advancement in the United States (Seattle, Las Vegas) Attending exhibitions and meeting buyers
- **Lotte Homeshopping & Korea Design Promotion Agency Design Innovation Lab 2nd Selection**
- Participation in the 17th World Korean Traditional Competition
- Participate in Sydney Korea Brand EXPO hosted by Lotte Home Shopping
- **Minister of Small and Medium Business to Award the Young Entrepreneur of the Year Award**

2019

- Develop and mass-produce secondary products
- Agreements with Amazon (AWS) Cloud Innovation Center and test server deployment
- **Sales and sales of three domestic buyers reached 240 million**
- Gwangju Metropolitan City Award for Excellence in 'Public Data Utilization Contest'
- **China Signs 4 Billion Export Contracts with Shenzhen Black Box No. 1**
- Mayor Lee Yong-seop of Gwangju Metropolitan City Invitation meeting to commemorate export contracts and attending with buyers
- Gwangju Metropolitan City Attends the China Export Ceremony hosted by the Design Center
- **People's Government of Shandong Province, China, organized by the Ministry of SMEs and Startups Participate in and win 'Korea-China Innovation Competition'**
- Selection of Open Square D by the Ministry of Public Administration and Security and agreement with the Ministry of Public Administration and Security
- **Sign a 500 million sales MOU with a Chinese company**
- **Selected as a Cheonbeom Enterprise of the People's Government of Shandong Province, China**

2020

- **1 patent registration, 3 total registration**
- **Sign a 500 million sales MOU with a Panamanian company**
- **Two domestic buyers signed a 500 million sales contract.**
- Big Data Platform Business Agreement with KT
- Selection of KOTRA's overseas branching project and agreement with Korea Trade-Investment Promotion Agency
- **Establishment of the "Hae-Eunlin-Ming-Ren Technology Limited"**
- **CE certified, KC certified**
- Factory establishment
- **AI sex crime prevention system launch**
- **AI Smart Health Home Training Service Launch**

# PADIEM

## Protect

To protect the loved ones  
For a safe world  
Building a protection system

## Avoid

Customer safety  
Prevent All Threats  
Self-contained  
reassurance system

## Defend from criminal

Protecting loved ones  
from crime  
Present happiness  
Create Future Value

## Man

People-centered enterprise  
Everyone's  
safety, happiness, and love

## Patent and Awards

### Patent



### Trademark registration



### Awards



2017  
KIWE  
GRAND PRIX



2017  
Seoul International Invention Competition  
GOLD PRIZE

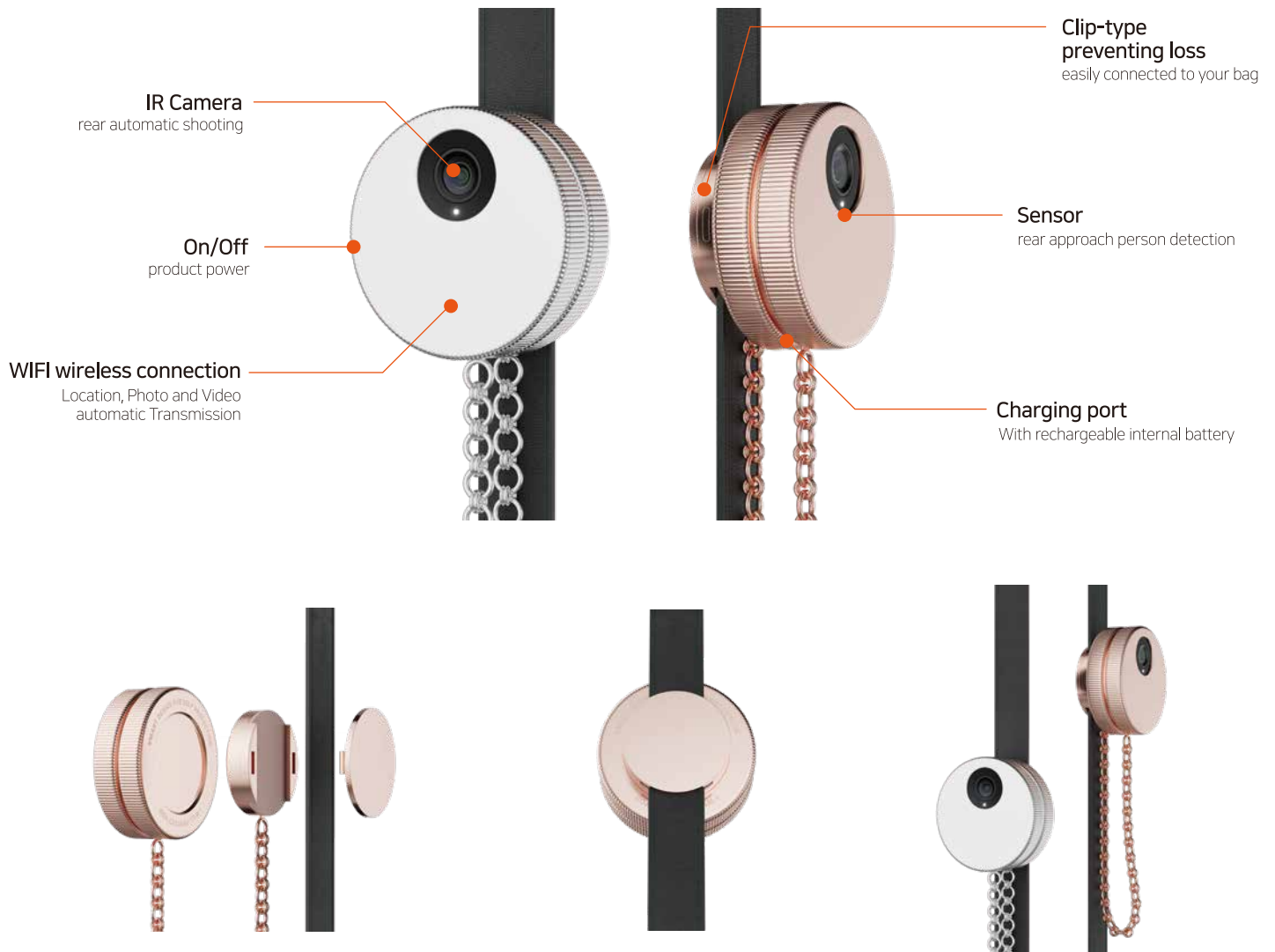


2018  
Ministry of SMEs and Startups  
GRAND PRIZE



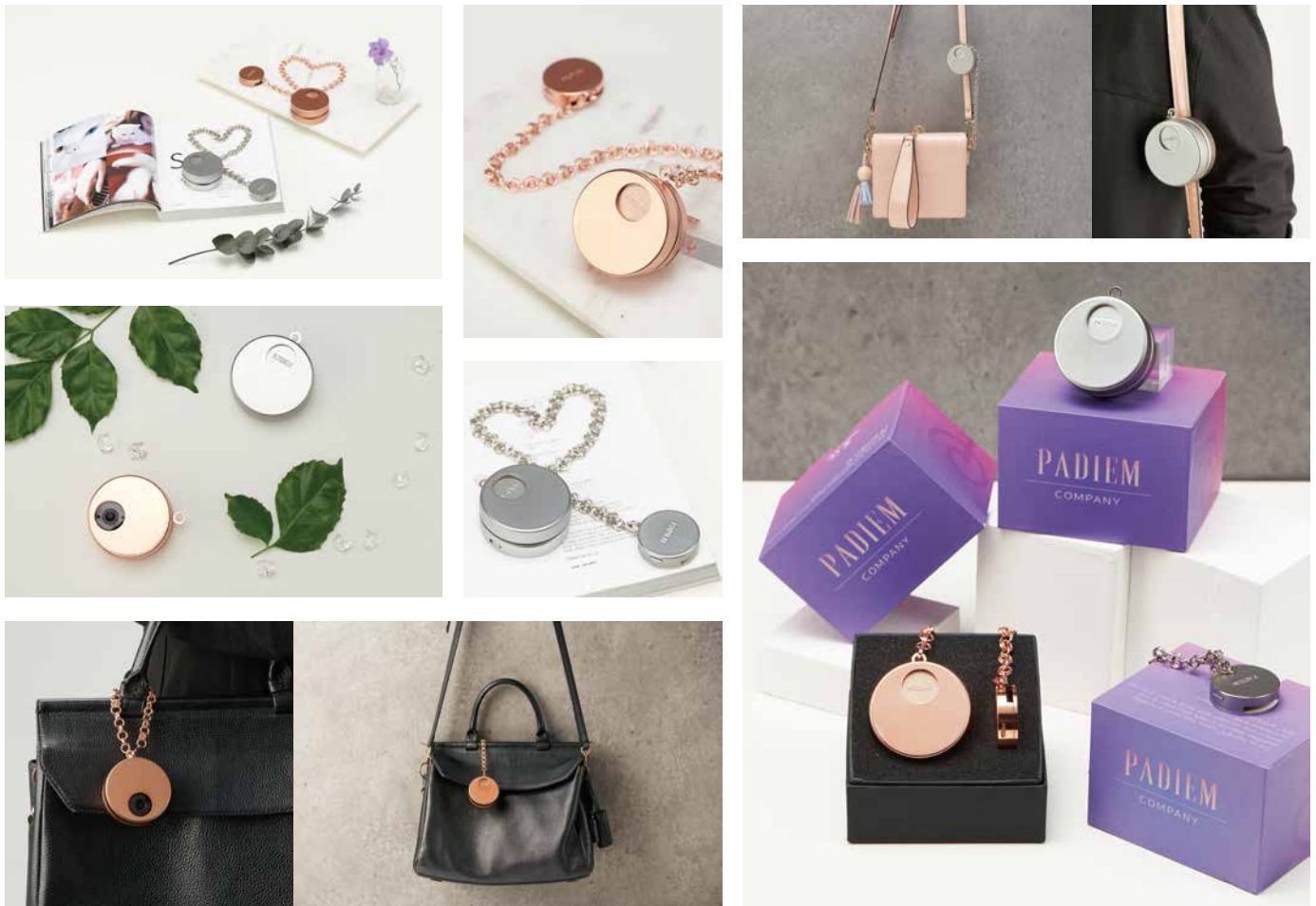
2019  
Public Data Utilization in Gwangju  
EXCELLENCE PRIZE

# IPU(I'll Protect U)



## Product Features

- **Smart city-based crime prevention system** (product name: IPU, I'll Protect U) to protect them and prevent crimes as crimes against women, children and the socially disadvantaged increase worldwide.
- **Motion and voice sensors** allow women to **automatically detect dangerous people** approaching the back and **IR cameras** to shoot in dark situations, **enabling real-time transmission** to carers and **collecting evidence of dangerous people**
- **The real-time streaming-based system using 5G** in the future allows not only women who are users but also pre-registered caregivers to check the real-time location and appearance of women on their way home in real time, enabling them to quickly and effectively prevent crimes.
- Providing specialized women's safety systems **not only in Korea but also abroad, especially in China**



**Product Differentiation**

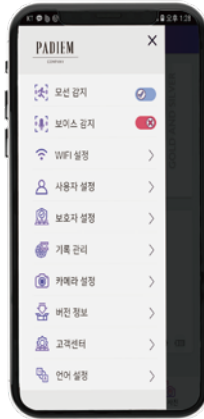
- Sensing sensor and IR camera, WiFi module-equipped systems to protect against dangerous persons approaching from behind when returning home late at night
- IPU operates on the basis of sensing information detected by IR cameras and location information collected by receiving modules even if the user does not detect a hazard, even without instructions from the user, the woman, to help the guardian understand the risk factors
- There are two versions of the app that work with the device **user version** and **guardian version**, allowing **users** to request protection quickly with just two touches emergency, notification, sensor and warning and **guardian** to protect the user more quickly and accurately with just two buttons on the real-time check, 112 connection.
- Prevent loss through clips that can easily attach devices to bag straps and chains that connect bags and devices
- DIY allows women to attach stickers to devices they want or use device cases to act as accessories that **represent women's individuality**, not just security products

# IPU Self-Developed App

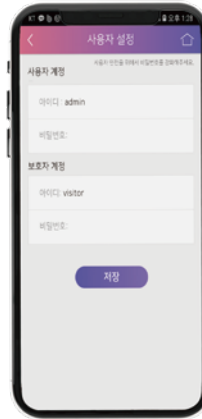
Main



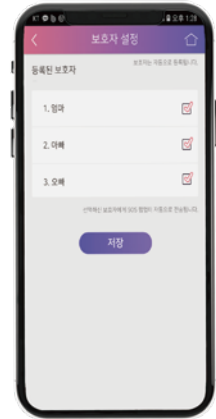
Menu



User Settings



Guardian Settings



Automatic Record



Motion/Voice Detection



Request protection pop-up



SOS connection



## User

- **SOS** | 112 connection, guardian connection
- **Parental Alert** | Send Pictures, Video
- **Sensor sensing** | 5m radius detection and caregiver notification
- User-friendly menu composition such as home care service and detection of hazardous areas

## Guardian

- **112 connection** | Direct connection to 112 when determining user risk
- **Accept protection request** | View the user's rear view immediately
- **Real-Time Path View** | View the user's real-time path
- Configuration that effectively protects users such as bilateral voice transmission

# The Importance and Necessity of IPU



If a woman is subject to a crime, the probability of beating the perpetrator is very low when taking out a personal credit



The purpose of protecting oneself with self-defense products is to relieve anxiety



The purpose of the project is to **apply IoT** to self-defense products to **relieve anxiety** rather than direct damage and to **prevent crimes** by informing them that they are protected by their guardians

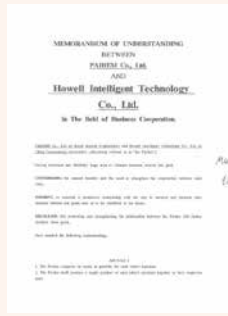


Women want to prevent crime by operating IPU in a space where anxiety is high and **sending images and photos** to their carers in real time

# Result at home and abroad



4 billion (\$3.33 million) export contracts with China's Shenzhen No. 1 black box company, Selling in China in 2021



500 million won MOU with a Chinese distributor



500 million won MOU with Panamanian companies to make inroads into Latin America, Selling in Central and South America in 2021



Winner of the Second Korea-China Innovation Conference



Establishment of 'Ha Eunlin Mingren Technology Science Limited' corporation in China



Gwangju Award for Excellence in Start-up Competition for Public Data Utilization



Organized by Lotte Home Shopping Selected for DIL project, To be sold to Lotte Home Shopping



- Total sales of 270 million won after domestic sales of the first product in 2019
- Two-year rent support and prize money of 17 million won to 34 million won (100 to 200,000 yuan) at the Chinese corporate office.
- 5,000 units of the second product, 500 million won in domestic sales
- Business agreement to receive data from KT and introduce it into the product
- Business Agreement with SK using 10 Gigabit Data
- Busan Promotion Agency AWS Agreement
- Amazon Cloud Innovation Center Membership Startup and Development Support

# Future Goal

2021

- Sales | Target sales of 5 to 600 million won in the first half of 2021 is 2,000 units (delivered at 100,000 won) to China and 2,000 units to Korea (supplied at 100,000 won to ICT Cooperative, sold directly at 200,000 won)
- Employment | Currently 7 people (including interns) will be employed + 3 more by the second half of the year

2022

- Sales | 2 billion won in exports (China, Poland, Sweden, Belgium, etc.) and 1 billion won in domestic demand
- Employment | 10 additional employees (3 marketing teams, 4 application management teams, 3 sales teams)

2023

- Sales | 6 billion won in exports (China, Europe, USA, Australia, Japan, etc.) and 3 billion won in domestic demand
- Employment | 20 additional employees (10 marketing team, 5 application management team, 5 sales team)

# PADIEM

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