

Scent, Sound and Say Scenti!

Global Scent-Tech Pioneer · AI-Powered Hyper-Personalized Scent Curation & Automatic Blending Technology

ESTABLISHED

2020. 09. 25

Headquartered in Gangneung, Korea

REVENUE (2025)

KRW 1.1B

Solid Cash-Flow Engine Secured

ACCURACY

97%

AI Recommendation Accuracy

TOTAL DATA

10,000+

Scent-TPO Mapped Datasets

1. Company Overview

Integrating sensory scent-tech with eco-friendly cosmetics manufacturing to drive global value.

Corporate Profile

- **Company Name** Scent of Sound Co., Ltd.
- **Brand** SCENTI
- **CEO** Sohyun Park
- **Founded** September 25, 2020 (6th Year - Scale-up Stage)
- **Business Sectors** AI Scent Solutions & Eco-friendly Cosmetics Mfg.
- **Headquarters** Rm 1108, 270 Yeonju-ro, Jumunjin-eup, Gangneung-si, Gangwon-do
- **Website** scentofsound.co.kr

Key Growth Indicators

REVENUE

KRW 1.1B

Fiscal Year 2025 Revenue

ACCURACY

97%

AI Curation Algorithm Accuracy

DATA SET

10,000+

Cumulative Scent-TPO Datasets

TAM MARKET

KRW 300B

Total Personalized Perfume Market

2. CEO Introduction

Interdisciplinary expertise spanning Cosmetics Science, Computer Science, and Economics to lead technology & ecosystem growth.

CEO & FOUNDER

Sohyun Park

- Email service@scentofsound.co.kr
- Tel +82-10-2736-5015

Academic Qualifications

- 2022 ~ 2025: **M.S. in Cosmetics Science, Konkuk University**
- 2022: **B.S. in Computer Science** (Academic Credit Bank System)
- 2009 ~ 2015: **B.A. in Economics, Dongguk University**

CAREER & RECOGNITIONS

Core Professional Career

- **CEO, Scent of Sound Co., Ltd.** (Present)
- **President, Korea Cosmetics Promotion Association** (Scent Expert Network Lead)
- **Director, Scent of Sound Education Center** (Vocational & Professional Training)
- **Principal Researcher, Corporate R&D Lab** (AI Scenti Engine & Formula Patent lead)

Government Awards & Honors

- **2024 Minister of Culture, Sports and Tourism Citation** (Contribution to Cultural Content Industry)
- **2023 Grand Prize, Gangwon BI Startup Pitching Day**
- **Minister of SMEs and Startups Award** (Outstanding Entrepreneur Merit Citation)

3. Medium & Long-term Financial Roadmap

Leveraging stable growth to reach KRW 15.6B in revenue with a 35% operating margin within 3 years.

3-YEAR TARGET (2028)

2028 Targets

TARGET SALES REVENUE

KRW 15.6B

OPERATING INCOME TARGET

KRW 5.46B

Target Operating Margin: **35%**
High-margin business structure driven by SaaS-type algorithms & data licensing models.

PHASE 1 2026: Global Entry & Manufacturing Automation

- AI Scenti Piano 1st batch mass production & execution of domestic/global pop-up validations.
- Participation in Bangkok Cosmoprof and signing Thai National Hospital supply contracts (December target).
- Preparation for US FDA certification & cosmetics smart factory deployment for high-mix small-batch manufacturing.

PHASE 2 2027: Data Curation Optimization & Global Rollout

- Complete user-TPO-scent matching clustering models for hyper-personalized algorithm monetization.
- Expand global pop-up stores into European and North American markets.
- Achieve annual revenue of KRW 5 Billion & launch Series A funding round.

PHASE 3 2028: Cloud-based AI Scent SaaS Platform Domain

- Launch B2B API/SaaS subscription cloud engine services globally.
- Release specialized mobile formula marketplace platform for perfumers to trade custom recipes.
- Initiate pre-IPO roadmap towards becoming a global sensory wellness tech unicorn.

4. Brand Vision & Target Market

Disrupting the KRW 300B customized perfume industry.

SCENTI BRAND VISION

Core Value Definition

- **MISSION:** Innovating the scent industry through AI-powered personalized curation.
- **VISION:** The Global Scent-Tech Trend Leader.

AI Tech Innovation

97% accurate hyper-personalized engine

Green Bio

Upcycling local agricultural raw materials

Culture Fusion

Concert IP integrating live music & smell

Global Reach

Export expansion across Thailand, Vietnam & Mongolia

MARKET SIZE & SEGMENTATION

Market Architecture (TAM-SAM-SOM)

TAM (Total Addressable Market)

Global Personalized Scent Market Space

KRW 300B

SAM (Serviceable Addressable Market)

Sensory Devices & Algorithmic Solutions Target

KRW 6.7B

SOM (Serviceable Obtainable Market)

Scent of Sound Capturable Share (2026-2028)

KRW 5.1B

Hyper-personalization trends & experiential consumption dynamics are restructuring the global fragrance domain. Scent-tech integration demands are expanding by +15% CAGR annually.

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5. SCENTI AI Scent Piano (Core Product)

Shifting from static "scent I like" to dynamic "scent I need for this exact moment."

PARADIGM SHIFT

Purpose and Paradigm Innovation

Traditional Fragrance Customization (Before)

Scent blending based solely on static, long-term preferences (e.g., floral, musk). Fails to reflect daily TPO changes, sudden emotional shifts, stress, or specific mental states.

SCENTI Hyper-Personalized Model (After)

Dynamic, real-time scent curation tailored to the user's immediate situation (e.g., pre-meeting focus, deep sleep induction, high-stress relief) and brainwave/emotion profiles, manufactured on the spot within 2 minutes.

CORE PRODUCT PERFORMANCE

AI Scenti Piano Device Performance Specs

TIME

2 Min

Ultra-fast Precise Blending

AI MATCHING

97%

Curation Recommendation Fit

BIG DATA

10k+

Scent-Behavior Datasets

Standard Product Package

- **15ml Eau de Parfum (EDP) Bottle:** Freshly blended and dispensed in a precision-sealed container.
- **Eco Pulp Paper Diffuser Card:** **Simultaneously** processed scent carrier for vehicles and small enclosed spaces.

6. Core Technology Architecture

"We do not just digitize the scent itself; we digitize the user's emotions, situations, and full lifecycle context."

01. INPUT DATA

Digital Data Collection

- **User Profile Mapping**

Curation history, long-term olfactory preferences, demographics, and user-profile parameters.

- **Situational TPO Context**

Real-time temporal data, spatial properties, purpose of scent usage, and localized weather/environmental variables.

- **Emotional Feedback**

Interactive survey responses, current mood indices, and targeted autonomic nervous system relaxation states.

02. AI SCENTI ENGINE

Hybrid Blending Algorithms

- **Claude LLM Orchestration**

Deeply interprets user conversational context and situational parameters to extract optimal scent keywords and thematic fragrance stories.

- **Rule-Based Safety Filters**

Cross-references the generated candidate with perfumer-verified chemical guidelines to prevent hazardous or unpleasant raw combinations.

- **Pattern Clustering Hub**

Classifies over 10,000 empirical datasets to dynamically enhance recommendation precision.

03. OUTPUT VALUE

Product & Data Insights

- **Automatic Hardware Blending**

Precision flow sensors and firmware control deliver exact, high-mix custom perfume formulation in under 2 minutes.

- **Digital Formula Card**

Provides customers with localized chemical safety profiles, raw origin stories, and customized wellness guidelines.

- **B2B Data Analytics**

Transmits anonymized spatial and demographic scent-preference trend reports to enterprise/governmental clients via dashboards.

7. Core Technology Details

An integrated patent portfolio spanning safety compliance, AI computations, and precision automated process.

INTELLECTUAL PROPERTY

Proprietary IP Assets

Scent of Sound does not just distribute hardware. We possess core software patents and mechanical engineering rights for our **Rule-based safety system** and **LLM-driven context curation**.

Our hybrid technology is architected to allow seamless API integration across medicine, wellness, retail, and hospitality sectors.

1) Hybrid Curation Algorithms

RULE-BASED + CLAUDE LLM ENGINE

Analyzes real-time text, context, and emotional inputs via Claude LLM to match the perfect scent profile, while executing strict, expert-verified chemical ratio guidelines to guarantee absolute safety and quality.

3) Precision Blending Control

MICRO-FLOW PRECISION AUTOMATION

Combines micro-flow fluid sensors and embedded system control for automated liquid dispensing. Calculates raw input down to the microgram (μg) level, ensuring identical scent profile reproductions with zero batch variations.

2) Empirical Data Clustering

BIG-DATA PATTERN CLUSTERING

Classifies more than 10,000 real-world customer recommendation and preference datasets. Identifies exact matches between user demographics, temporal/weather states, and repeat formula purchases to continuously refine engine precision.

4) Central Cloud ERP System

SaaS ENTERPRISE ERP SYSTEM

Provides cloud-based tracking of chemical raw ingredients, shelf-lives, and batch-wise dispensing. Manages formula licensing, version control, and device replenishment cycles to support smooth supply-chain logistics.

8. Business Model & Revenue Streams

Moving beyond simple device sales to high-margin recurring revenues via transactional and subscription-based B2B metrics.

REVENUE STREAM 1

Wellness Device Rental

RENTAL COST

KRW 4M / session

- **Target Operations:** Applied to weekly experiential pop-ups, events, or enterprise exhibition installments.

- **Financial Performance:** Low capital-expenditure hardware leasing format yielding a consistent **35% operating margin**.

REVENUE STREAM 2

Formula Marketplace Fee

TRANSACTION FEE

15% Fee

- **Target Operations:** An open, double-sided platform where independent perfumers upload and trade chemical-safe scent recipes.

- **Financial Performance:** Purely transactional software commissions with near-zero marginal costs at scale.

REVENUE STREAM 3

B2B Data Subscriptions

MONTHLY SUBSCRIPTION

KRW 5M / mo

- **Target Operations:** Tailored demographic scent-preference and spatial stay-time data packages for enterprises and municipalities.

- **Financial Performance:** Steady recurring SaaS revenue derived from cloud-based analytical dashboard reporting licenses.

9. 2026 Core Portfolio Overview

Organic, multidimensional portfolio structure combining public-funded R&D with unique inhouse commercialization.

Smart Scent & Factory Automation

ONGOING

SCENTI AI Scent Piano

- Context-aware instant perfume formulation device.
- 97% recommendation fit, manufactured in 2 minutes.

2026 INITIATIVE

Smart Factory Establishment

- Boost hourly throughput by 4.5x (10 to 45 units/hr).
- Mitigate defect rates and secure fluid blending stability.

Green Bio & Functional Materials

2026 NATIONAL PROJECT

Green Bio Pioneer Project

- Upcycling agricultural by-products into premium raw scents.
- Interlock with Thailand Cosmoprof & global medical sales.

2026 INITIATIVE

Cosmeceutical Material R&D

- Scientific validation of pine phytoncide oil's functions.
- Secure accredited KTR/KCL anti-bacterial certifications.

Tech Supply & Proprietary IPs

2026 GOV CONTRACT

Smart Store Technology Distribution

- Certified technology provider supplying AI scent-tech to stores.
- Curation hardware matching visitors' demographics on-premise.

ONGOING

Music & Scent Concert IP

- Sensory-festival brand blending music & drone-dispersed scents.
- Backed by Lotte World & local government festival projects.

10. Smart Factory Establishment

Achieving high-mix, small-batch agile manufacturing via AI Scenti Piano integrated automation.

EFFICIENCY & QUALITY IMPROVEMENTS

Quantitative Process Indicators

Hourly Output (Productivity)

Before: 10/h → 45/h

4.5x Manufacturing Productivity Boost

Manufacturing Lead Time

Before: 1.0 hr → 0.75 hr

Reduced idle times & quick dispatch

Defect Rate (Quality)

Before: 20% → below 5%

Minimizing raw waste & costs

Active SKU Variety

Before: 10 SKUs → 40+ SKUs

Genuine agile multi-product line

CORE ENGINEERING PILLARS

3 Core Automation Pillars

1) Sensor-Driven Fluid Metering & Monitoring

Integrates micro-flow rate sensors that automatically check raw material dispensing. Eliminates manual measuring faults and guarantees zero formulation discrepancies.

2) Real-Time Cloud-ERP Integration

Centralizes tracking of material stocks, expiration dates, and machine-specific ingredient consumption. Maintains digital catalogs of proprietary scent formulas for supply auditing.

3) Automated Packaging Post-Processing

Deploys synchronized bottling conveyor lines from vial feeding to capping, sealing, and label printing. Reduces human handling risk and meets strict chemical labor-safety metrics.

11. Green Bio Pioneer Project

Project: "Agricultural by-products turn into green-bio export data assets!"

CIRCULAR GREEN BIO BM

Local Sourcing & Global Exports

- Upcycling Agricultural Waste**
Extracts pine-needles, marine minerals, and abandoned lavender from the local Gangwon region to formulate **10 premium eco-friendly raw scent ingredients**.
- Collecting Cross-Border TPO Data**
Launches real-time scent experience booths in Bangkok, Thailand to analyze cross-cultural scent preferences, optimizing export recipes.
- Projected Project Outcomes**
 - Estimated project revenue target: **KRW 2.0 Billion**.
 - Demographic data collection: Over 2,000 cases globally.
 - Intellectual property filing: 3 proprietary combination patents planned.

2026 PROJECT MILESTONE TIMELINE

2026 Action Roadmap

Feb ~ Mar	Complete hardware architecture refining, curation software coding, and stability tests.
Apr ~ May	Conduct 1st-stage local pop-up field-testing inside Gangwon and Seoul pilot zones.
Jun	Participate in Bangkok Cosmoprof and initiate global distributor PoCs on site.
Jul ~ Nov	Execute multi-dimensional clustering analyses on South-East Asian preferences to finalize export SKUs.
Dec Target	Sign exclusive supply contracts and commence delivery to Thailand National Hospital.

12. Cosmeceutical Material Industrialization

Analyzing medical-chemical functions of local specialty - Gangneung Pine Needle Phytoncide oil for prototype development.

COSMECEUTICAL R&D INITIATIVE

Scientific Validation & Prototype Development

• Phytoncide Oil Function Evaluation

Provides scientific validation of Gangneung Pine needle essential oils for **anti-bacterial, anti-oxidant, deodorizing, and stress reduction functions**.

• Collaborating with Accredited Institutions

- Partners with **KIST Gangneung Natural Products Research Institute** to perform precise Gas Chromatography-Mass Spectrometry (GC-MS, LC-MS) ingredient analyses.

- Obtains official test reports from Korea Testing & Research Institute (KTR) and Korea Conformity Laboratories (KCL).

- Files 1 proprietary patent for eco-friendly preservative blending compositions.

CORE PROTOTYPES LINEUP

Functional Prototype Lines

A. Therapeutic Aroma Oil

Highly-concentrated medical aroma oil extracted from Gangneung Pine needles using low-temperature decompression. Respiratory safety-certified.

B. High-Functional Deodorant Spray

Natural spray with active phytoncide compounds delivering 99.9% organic sterilization and deodorization without chemical additives.

EXPECTED REVENUE (ANNUAL)

KRW 100M+

JOB CREATION

2 Hires

Securing specialized chemical talent in Gangwon

13. Smart Store Technology Distribution

Listed as an official supplier by the Small Enterprise and Market Service to expand AI Scent-Tech inside retail stores nationwide.

NATIONAL DIGITAL TRANSFORMATION

Smart Store Solution Program

- **Official SEMAS Technology Supplier**
Provides small merchant commercial spaces with AI Scenti Piano and IoT-enabled customer-analysis systems, supported heavily by government matching funds.
- **Main Supply Package Functions**
 - **AI-IoT Scent Curation:** Automatically analyses on-site customer parameters to dispense targeted scents.
 - **Smart Signage Interlock:** Prints personalized formula receipts and digital promotional displays.
 - **SaaS Management Platforms:** Tracks formulation consumption history and delivers visitor demographics reports.
 - **Service Terms:** Covered by 2-year worry-free warranty, securing nationwide data nodes.

NATIONAL FUNDING LIMITS & STRATEGY

Government Funding Limits & Strategic Steps

Standard Smart Tech

Max KRW 5M

Sponsor covers 50~70% of cost

Barrier-Free Tech

Max KRW 7M

Includes specialized braille & audio modules

A. High-Value Experience Booths

Installs Scenti devices in waiting areas of restaurants, beauty salons, and resting zones to deliver unique branding value to small business owners.

B. High-Density Data Acquisition

Acquires raw customer-preference data points from hundreds of distributed smart stores, enhancing the value of our B2B analytical reports.

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14. Music & Scent Concert IP

"Korea's first immersive sensory festival brand integrating live music, space, and aerial drone-dispersed scents."

CULTURE IP EXPANSION PATH

Festival Execution Records

- **2022: Gyeongpo Lake Park, Gangneung (Outdoor Concert)**
 - Supported officially by the Ministry of Culture, Sports and Tourism (MCST) & KOCCA.
 - Attracted over **800 on-site visitors**, validating our localized immersive cultural IP.
- **2024: Gimhae Lotte World Water Park DJ Party**
 - Joint execution of large-scale water musical festival.
 - Deployed aerial drones to execute **"large-scale space-scent dispersing"** on site, expanding partnerships with corporate giants.
- **2025: Daegwallyeong Sky Ranch Festival**
 - "Letters to the Wind" campnic summer festival (Run continuously for 4 days).
 - Total project budget of **KRW 148 Million**; ran dedicated AI Scenti Piano experience zones.

GOVERNMENTAL & ENTERPRISE SUPPORTERS

Public-Private Governance Network

Key Supporters & Sponsors

MCST (Ministry of Culture)

Gangwon Province

KOCCA

Lotte World Adventure

Gangwon Art & Culture Foundation

Awarded official Gangwon special localized-content program statuses to prove public trust. Moves beyond traditional cosmetic/chemical manufacturing to establish Scent of Sound as an influential experiential branding enterprise.

15. Global Expansion & Investment Points

Integrating Korean scent-craft with advanced ICT across Dubai, Switzerland, and Mongolia to lead Asia's sensory wellness market.

K-SCENT WORLDWIDE EXPANSION

Global Tracks & Coming Milestones

- AE UAE (Dubai & Saudi Arabia) - 2023.11**
Participated in the Specialty Food Festival. Exhibited food-flavor smart devices in collaboration with Korean Ginseng exporters to test Middle-Eastern consumer trends.
- CH Switzerland - 2024.06**
Attended WPC World Perfumery Congress. Deployed sensory experience booths combining music with eco-friendly ESG scent formulas, promoting K-Scent solutions to European buyers.
- MN Mongolia - 2024.10**
Executed Ulaanbaatar pop-up stores, selling out all 40 personalized prototypes on site and marking our first official export billing success.
- TH Thailand - 2026.12 Target**
Expanding Cosmoprof Bangkok pilot PoCs to negotiate bulk, high-margin functional product supply agreements with Thailand's leading National Hospital systems.

CORE INVESTMENT POINTS

Why Invest in Scent of Sound?

- 1) High-Moat Hybrid Software Patents** Fuses Claude LLM-based situational curation with strict Rule-based chemical ratio control, delivering a proven 97% user satisfaction rating.
- 2) Diversified, Recurring Income Streams** Collects immediate hardware lease commissions, 15% platform commissions from independent perfumer formula sales, and monthly SaaS data subscriptions.
- 3) Highly Leveraged Government Backing** Selected as official operator for Smart Factory Establishment & Green Bio programs, leveraging non-dilutive public R&D funds for cost-effective scaling.

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