



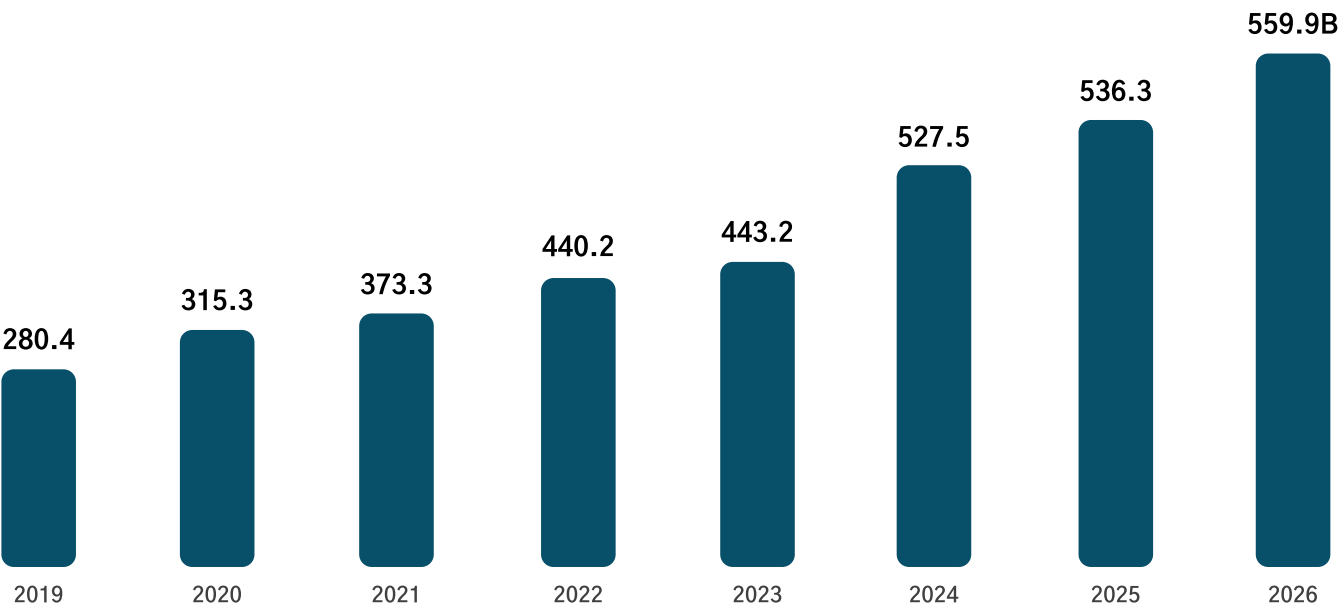
Emotion AI

I. Problem & Solution

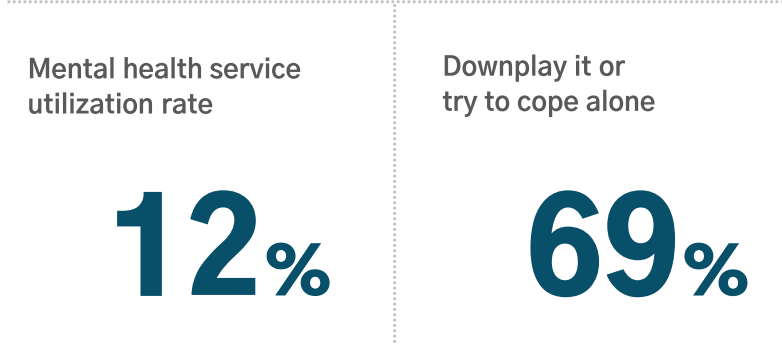
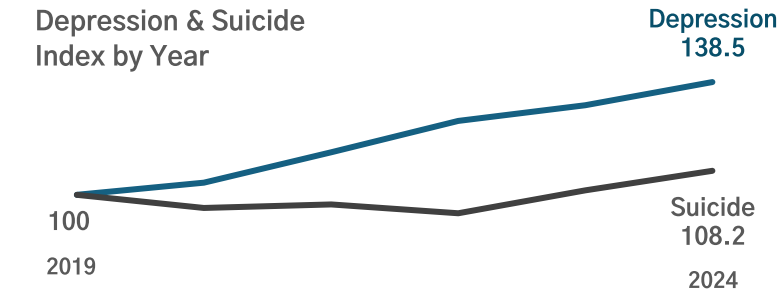
Growing Public Support, Worsening Mental Health

Public support for mental health has expanded, yet suicide, depression, and loneliness keep getting worse.

Korea’s Mental Health Budget (KRW B)



Mental Health Status & Service Use



NMHC Mental Health Trends vol.30, vol.43 (National Mental Health Welfare Commission), HIRA, NHIS, National Data Agency, 2021 National Mental Health Survey (National Center for Mental Health), Public Opinion in Polls No. 371-1 (Hankook Research)

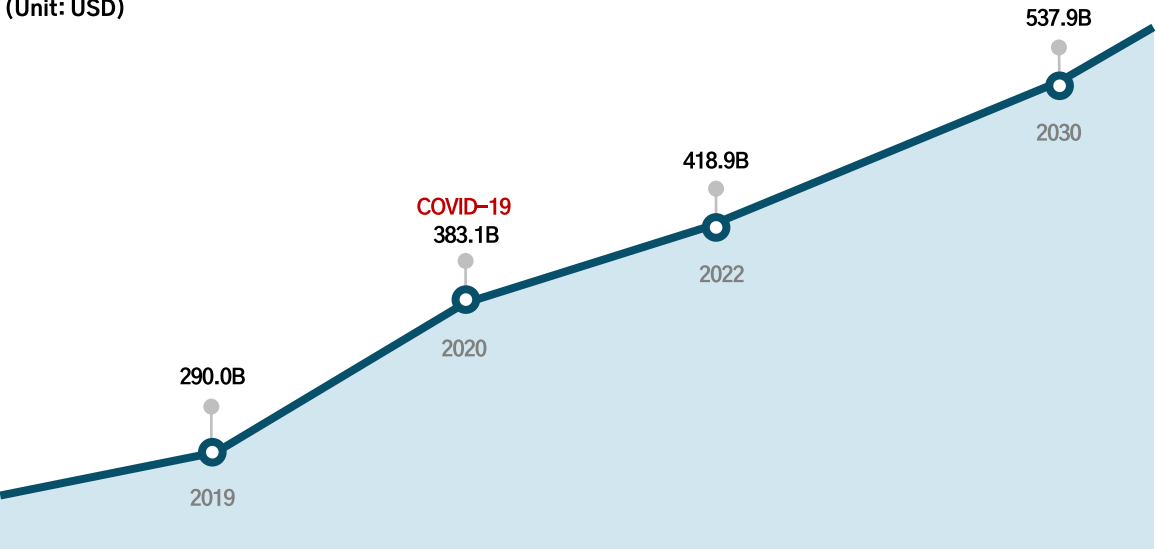
Problem & Solution

A Rapidly Growing Mental Health Market

Mental health is already a key industry of the future.

Global Mental Health Market Size & Outlook

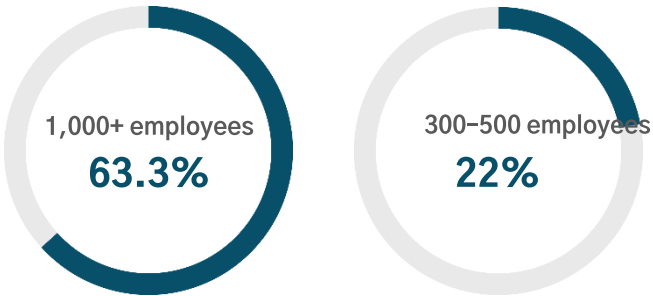
(Unit: USD)



Global Mental Health Market: Industry Analysis & Outlook (2021–2028), EAP Corporate Analysis Report (Korea EAP Association, 2025), Domestic & Global Mental Care Food Market Trends (Korea Agro–Fisheries & Food Trade Corp., 2024)

Growth of Korea’s Mental Care Market

EAP adoption rate ('25)
Korean companies



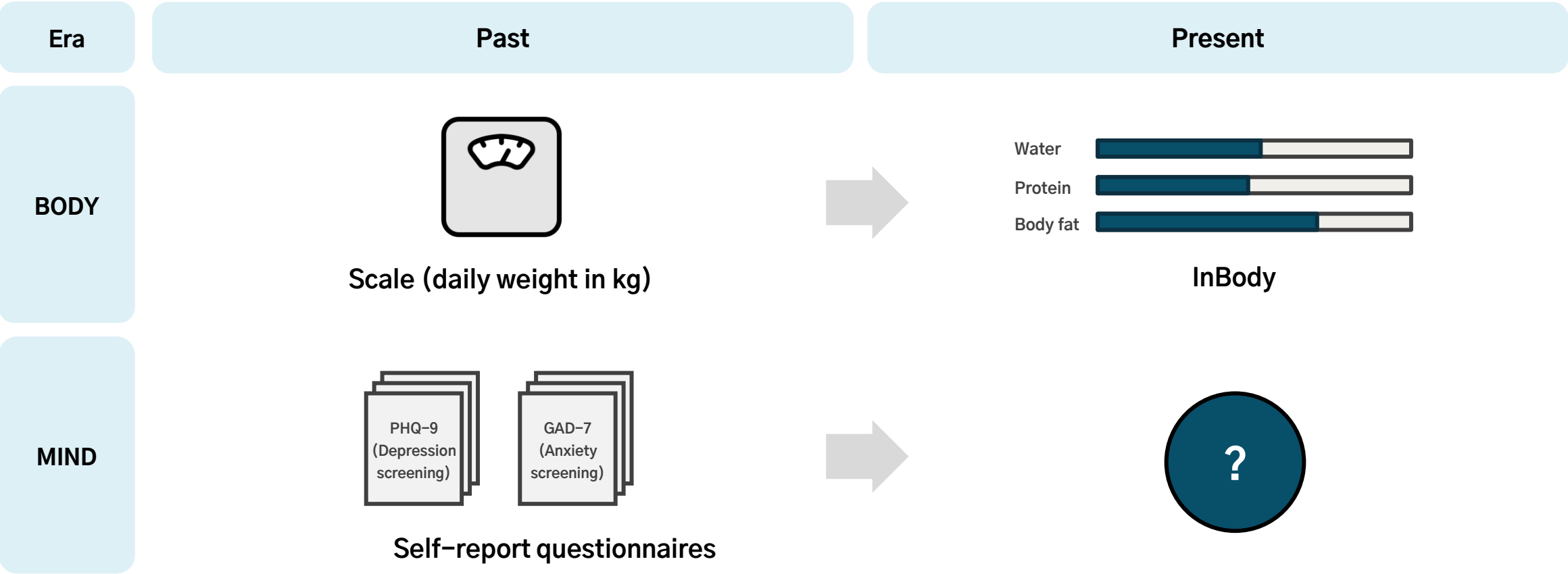
Korea’s mental-care supplements ('23):
Stress-relief product market

102.1% CAGR since 2019

KRW 65B

Problem 1. Outdated Assessment

While physical health assessment advances every day, mental health assessment remains stuck on self-report questionnaires with poor accuracy and accessibility.

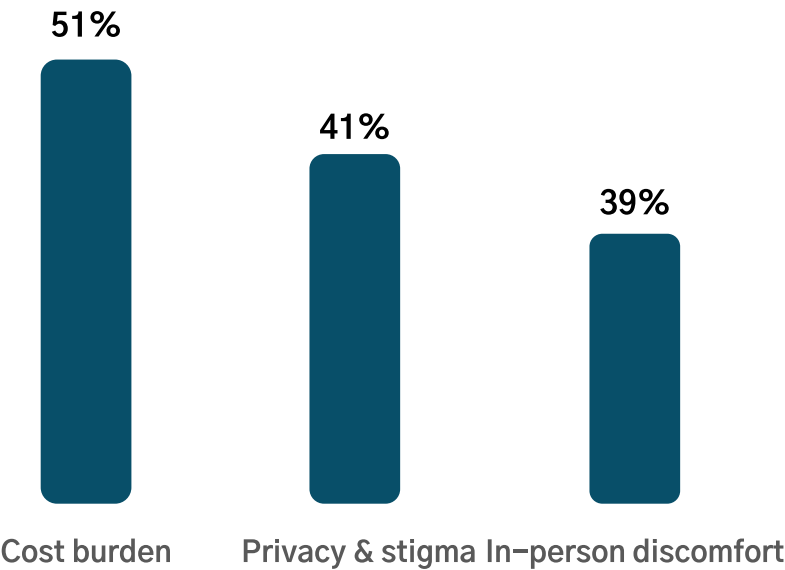


Problem 2. Human-Centered Services

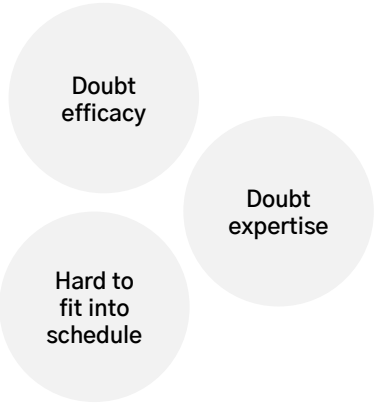
People report many inconveniences with face-to-face mental health services.

Main Reasons for Avoiding Professional Counseling

[Feature] Survey on Perceptions of AI-Based Counseling (Hankook Research)



Other reasons



Mental Care Neglected vs. Physical Care

Public Opinion in Polls No. 371-1 (Hankook Research)

Seek expert help when a problem lasts 2+ weeks?



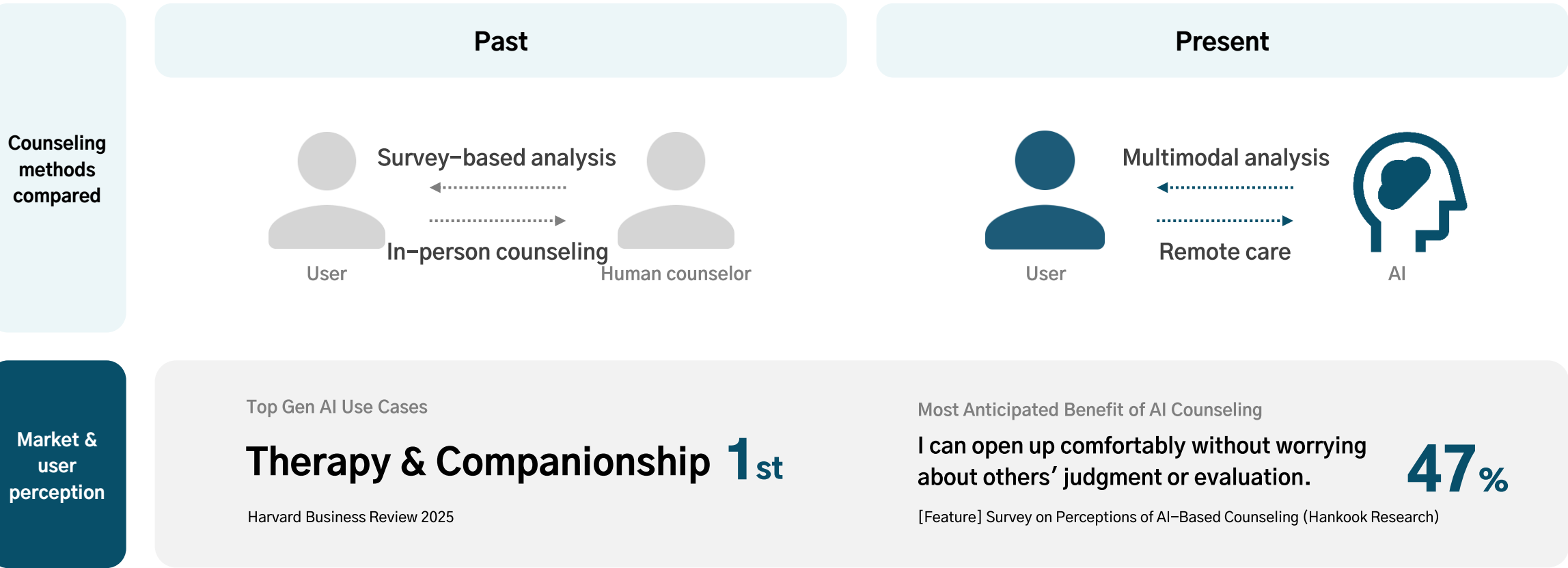
Do you consider yourself healthy?



Problem & Solution

Scientific, Accessible AI Conversation-Based Psychological Analysis & Care

With the arrival of AI, scientific psychological analysis and 24/7 remote care have become possible.



Expert-Level Empathetic Counseling & Multimodal Psychological Analysis

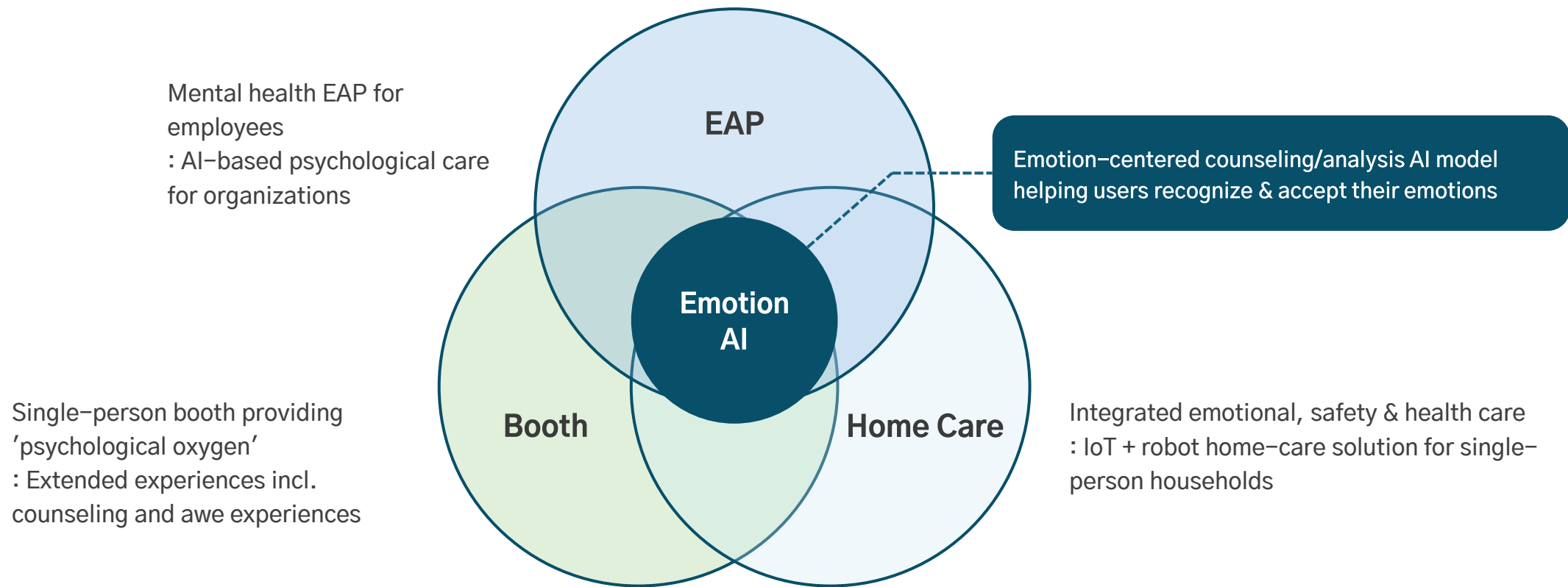
Not a generic or character-style AI: a specialized AI model built on emotion-centered counseling and analysis expertise delivers a safe, trustworthy service.

Key Problems in AI Counseling		Pong's Solution		
01 Gaslighting	05 Bias	① Counseling model built on expert decision-making	② AI-based scientific analysis: emotion & crisis detection	③ Emotion-centered counseling/care
02 Deceptive empathy	06 Unaware of own limits	With Prof. Soo-Young Kwon (Yonsei), counseling & analysis AI built on validated psychological tools	Multimodal emotion analysis, crisis detection, conversational scales, and IoT behavioral data integration	Addressing mental health with analysis and counseling focused on 'emotion,' the core of psychological care
03 Sycophancy	07 Refusal on sensitive topics			
04 Crisis response failure		Performance validated by an external counseling institution	Built Linguistic·Acoustic·Facial emotion analysis, emotion-direction, and isolation/crisis assessment models	Emotion-regulation therapy performs as well as or better than symptom-specific therapy and reduces dropout

Problem & Solution

Emotion AI Company, Pong

Built on emotion-centered counseling and analysis AI, Pong delivers specialized services tailored to the diverse users and settings that need mental health care.



II. efg : Every Feeling is Good

efg

A Conversation with a Top Counselor, Right When Distress Strikes

Pong developed a counselor AI that models the decision-making, conversation patterns, and voice of a top-tier counselor.



Richard Schwartz

Founder of Internal Family Systems (IFS)
therapy (USA)



efg

The Moment Your Feelings Are Understood: efg



The moment your feelings are understood, efg



efg

Not a generic counseling AI — what we set out to build is **Soo-Young Kwon himself**

Pong developed an AI solution that transplants 30 years of counseling know-how from Prof. Soo-Young Kwon, Korea's top counselor.



Prof. Soo-Young Kwon

Professor, Dept. of Counseling & Coaching,
United Graduate School of Theology, Yonsei
University

Counseling
philosophy (efg)

Counseling
style

Emotion
analysis
(direction)

Voice

efg

How did we build the **Soo-Young Kwon AI**?

Rather than Kwon's counseling files, we built a Brain AI that replicates the counseling brain itself.

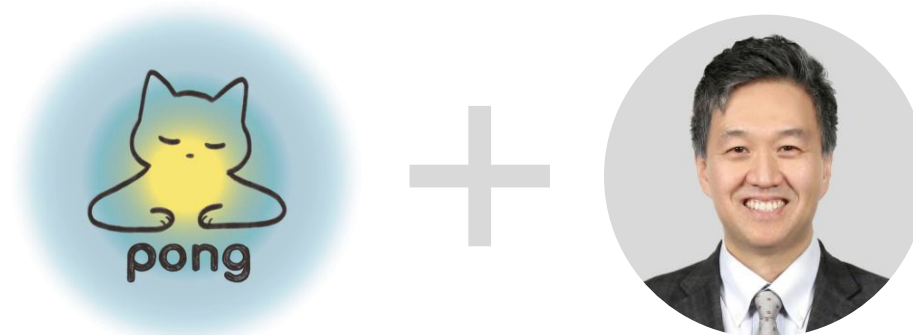
Solving the ethical problem

**No counseling data use
without client consent**

Korean Counseling Psychological
Association Code of Ethics, Art. 5

Client consent is required
to use counseling materials
for education, research, or
publication

Technology replicating expert counselors' decision-making model (Brain AI)

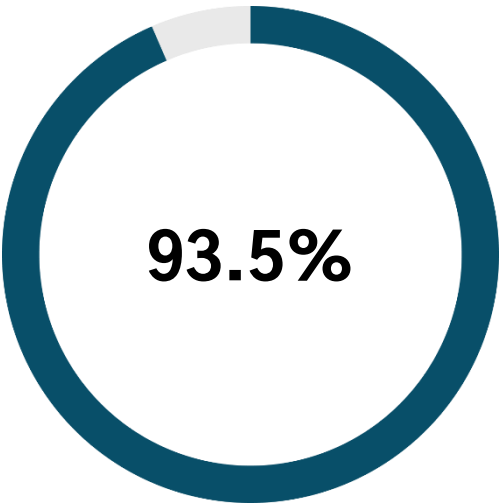


Emotion-Empathetic Counseling System | Patent Application No. 10-2024-0186778

Rated Equivalent to Human Counselors and Fit for Clinical Practice

Growave, a counseling institution founded by KCPA members, verified expert-level competence and performance as an empathetic conversation partner ready for real-world practice.

① Agreement with Prof. Kwon



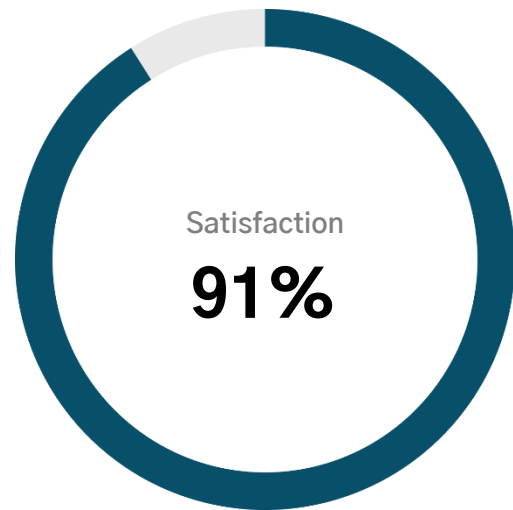
② AI Counseling Quality Evaluation

Proficient (Level 4) in 12 of 13 competencies			
Problem exploration	Clarification	Somatic symptom exploration	Emotion exploration
Interactivity	Client needs exploration	Coping exploration	Structuring
Cognitive exploration	Emotional support	Stabilization	Alternatives/information

Samsung C&T PoC Validates Workplace Stress Relief

Using the efg booth at work confirmed psychological stabilization and stress relief.

① Perceived Stress Relief



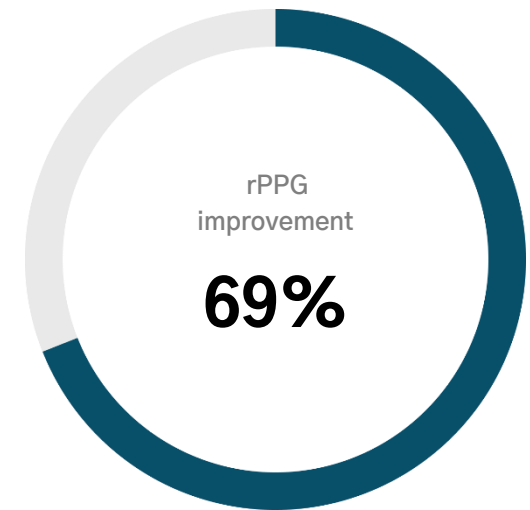
Mobile/PC users (avg.)



Mind Booth users



② Reduced Stress Index on Digital Biomarkers



Beachhead Market: EAP

In the EAP market we secured service development, market testing, and initial revenue — the momentum for scale-up.

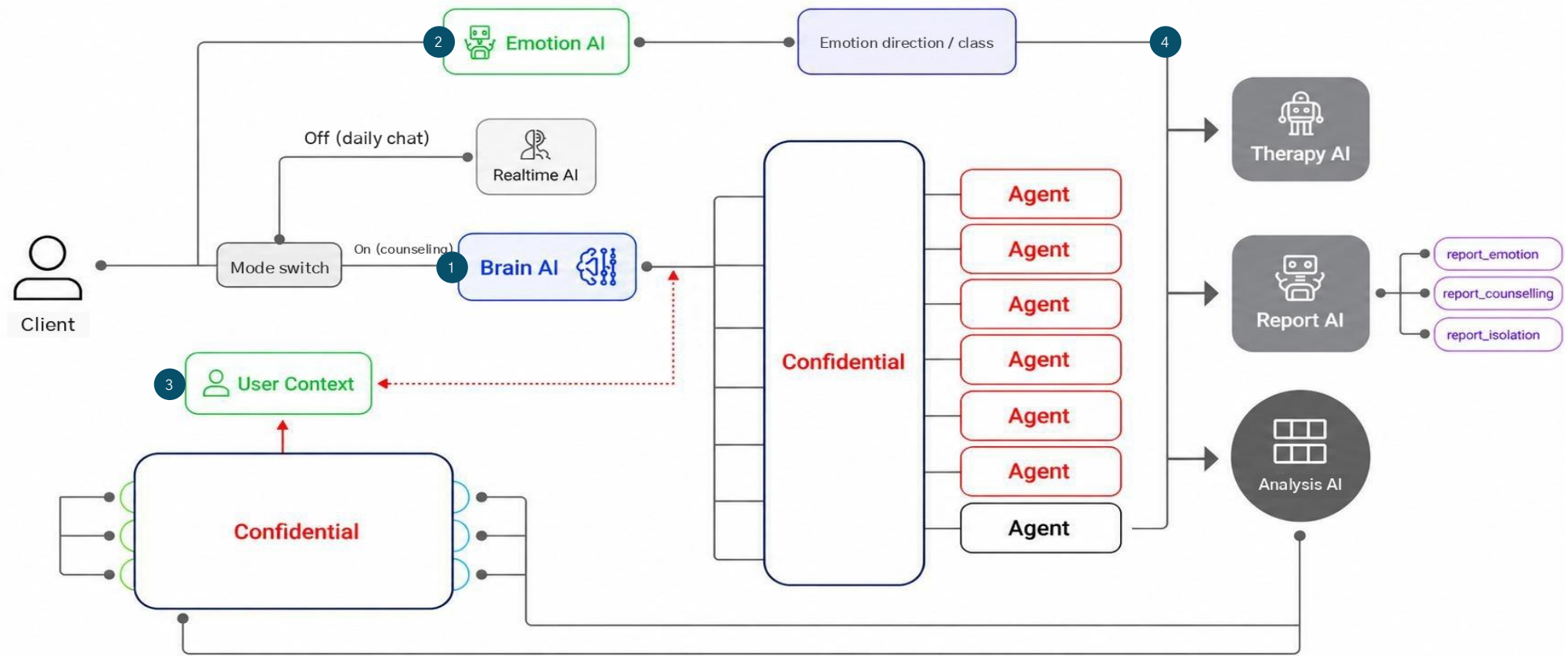
efg Status

- 01 Signed API service contract with Samsung C&T wellness brand Wellfy (Jul 1)
- 02 Contracts underway with 6 institutions incl. Seoul Office of Education, Daejeon Jung-gu, Univ. of Seoul
- 03 2026 revenue forecast: KRW 450M
- 04 EAP market KRW 150B | 15% annual growth | AX transition expected to accelerate in 2027

Scale-up Plan

- 01 Developing 5 world-leading Emotion AI core technologies (2 patents filed + 5 more applications)
- 02 Launch of Mind Camping, a single-person 'psychological oxygen' capsule
- 03 PoC of EpiHome, home-care AI for single-person households (200 people in Seoul, Gyeonggi, Daejeon, Gwangju)
- 04 2027 revenue forecast: KRW 2.3B

III. Emotion AI Technology

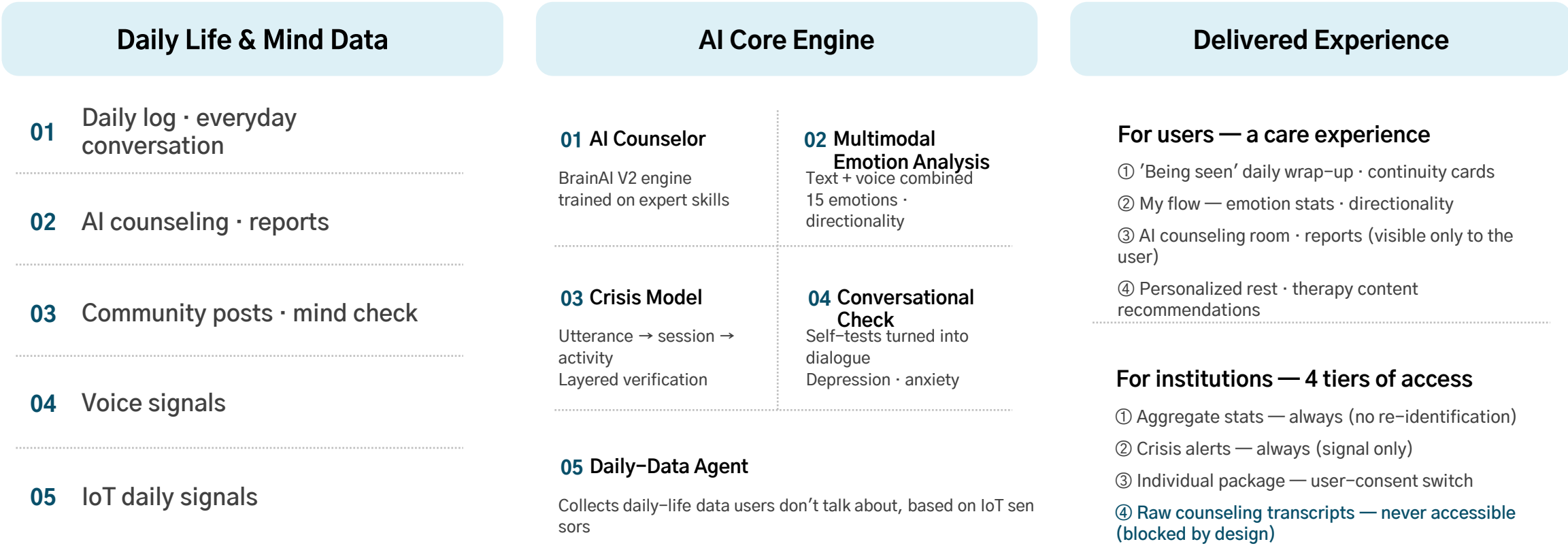


- 1 Agentic Brain AI decision engine based on a multi-agent system (MAS)
- 2 Multimodal emotion analysis solution (Linguistic)

- 3 Multi-layer personalized memory
- 4 Hyper-personalized therapy recommendation algorithm

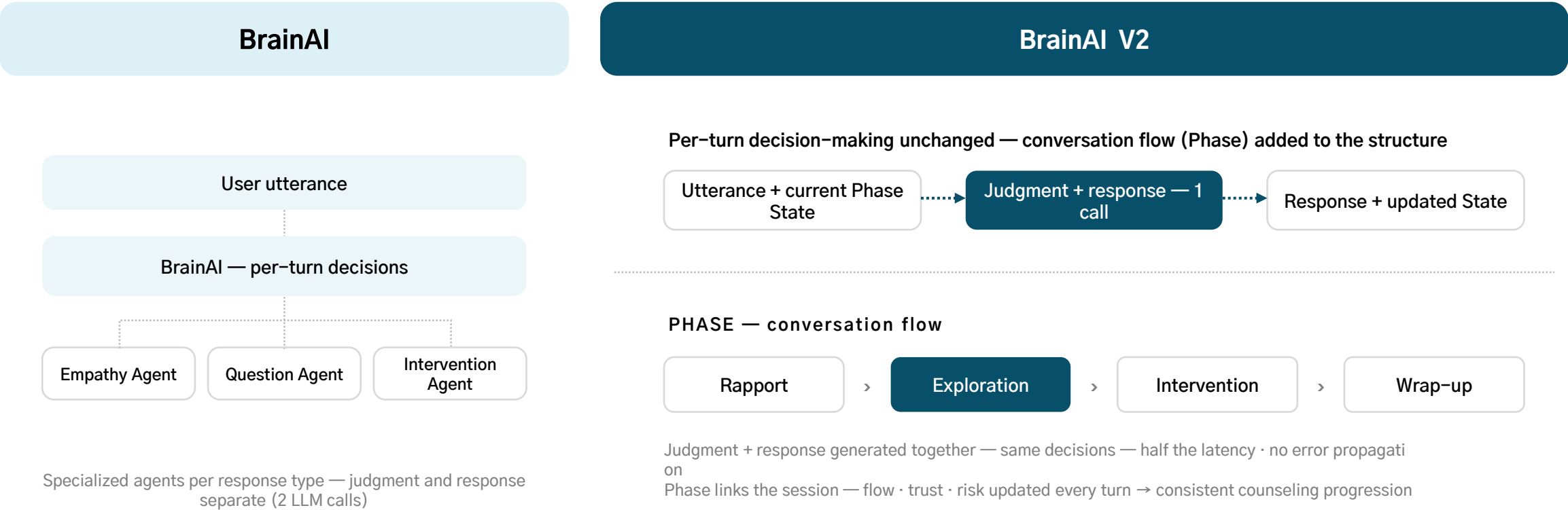
Pong Emotion AI Technology Overview

From AI counseling, memory-based dialogue, psychological measurement, emotion analysis, and crisis detection to IoT behavioral data — completing world-leading Emotion AI technology.



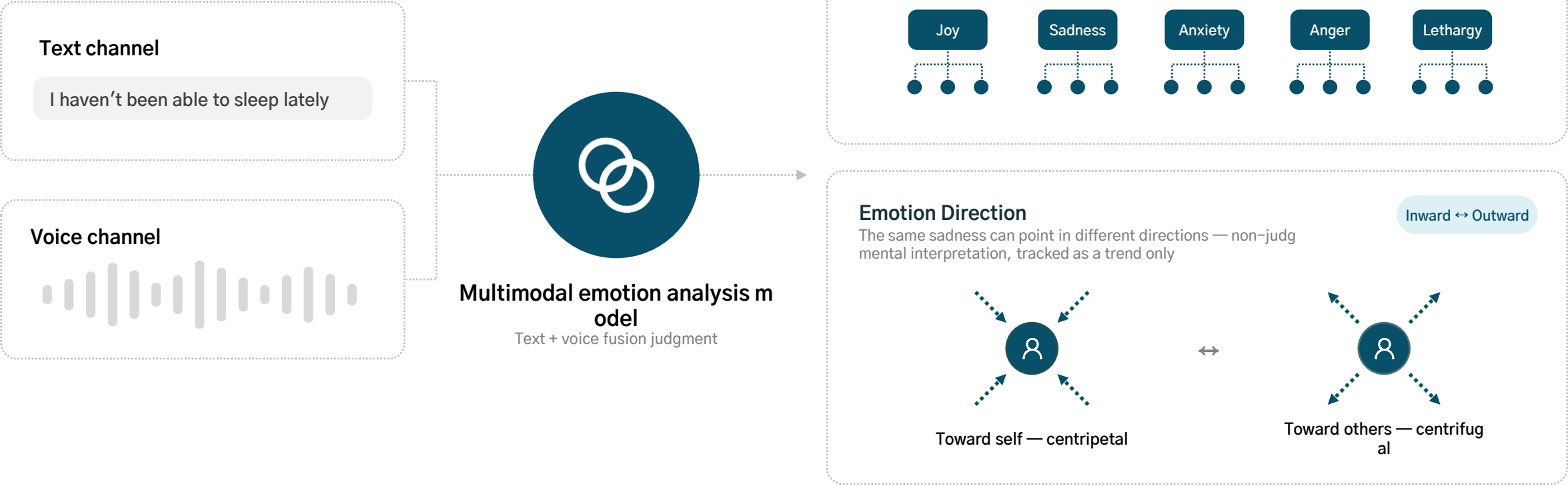
Core #1. AI Counseling Technology

From BrainAI to BrainAI V2 — adding flow to judgment



Core #2. Multimodal Emotion Analysis

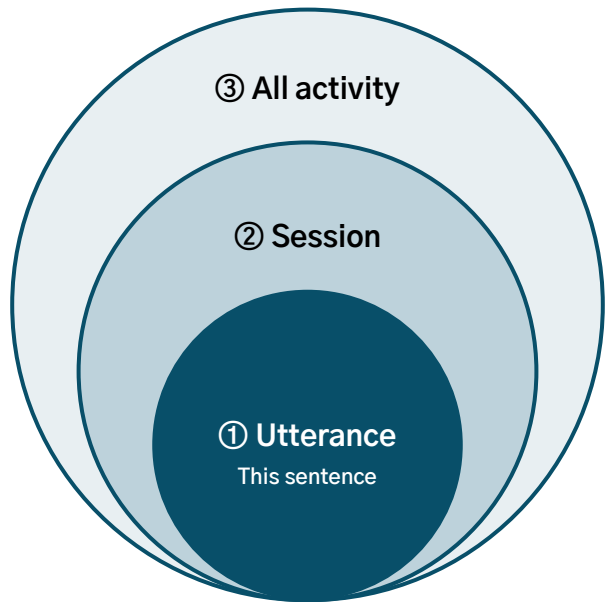
We read users' emotions through two channels.



Core #3. Crisis Detection

Three-stage sequential verification, from a single sentence to all activity.

If one layer misses it, the next one catches it



01 Utterance level — instant detection

Classifies the risk signals in this sentence in real time

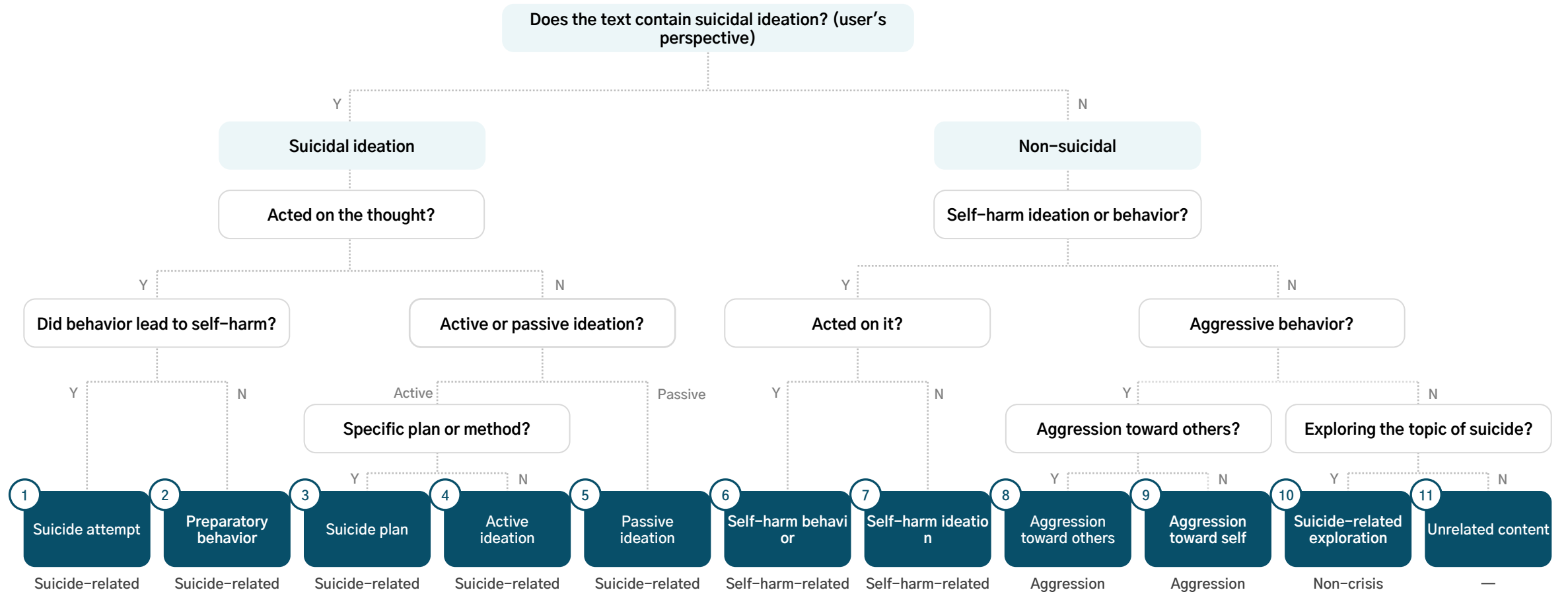
02 Session level — context re-verification

Re-judged against the whole conversation flow — filters one-off false positives

03 All-activity level — trend judgment

Checks cumulative patterns across logs · conversations · posts · measurements

Captured signals are classified into 11 types × severity through the following decision tree



(Reference) Dataset Differentiation

Six master’s/PhD-level counselors built the answer key, and 30,000 consensus-labeled records set our dataset apart.

6 people

Master’s/PhD-level counselors
Team labeling, not solo

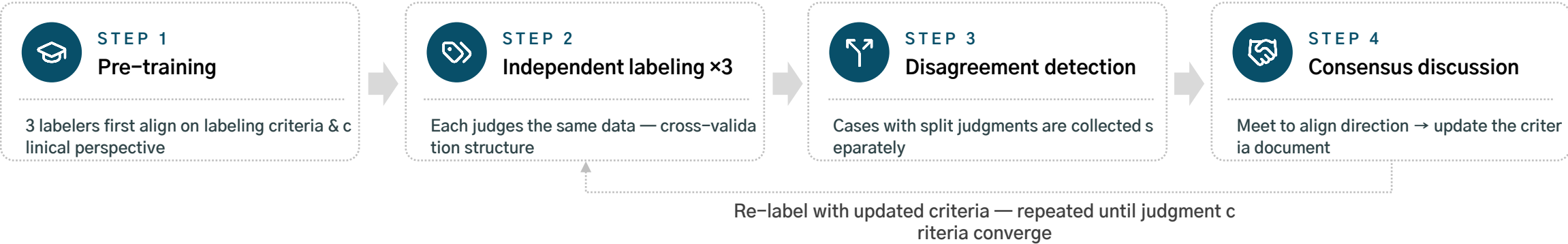
2 tracks

Emotion · crisis labeling
3 dedicated labelers per track

30,000

Training · evaluation records
Consensus-verified answer key

Not simple labeling — a consensus process that builds the criteria together



Typical crowd labeling

Non-experts · individual judgment · criteria vary by person

VS

Mind Record Dataset

3 clinical experts · cross-judgment · criteria converge via discussion — label consistency is model quality

Core #4. Conversational Mind Check

We shifted from self-report questionnaires to a next-generation approach that measures the mind through conversation.

Mind Check Chat with AI

Over the past 2 weeks, were there days you had trouble falling asleep or woke up often?

Hardly ever

Several days

More than half

Nearly every day

Several days

Your mind has been working a bit hard lately
Level: Moderate — no scores · no grade table

Nothing is saved until you tap "Record"

AI Counseling Room Only you can see

You mentioned sleep in your mind check.
How are your nights lately?

My mind races and I keep tossing and turning

Shall we set those thoughts down here today and look at them one by one?

 Continuity — results flow into counseling context



Why conversational?

- One question at a time — lower response burden
- "Reflect together" frame — not a test, no right answers
- Clinical basis kept — PHQ · GAD items as dialogue

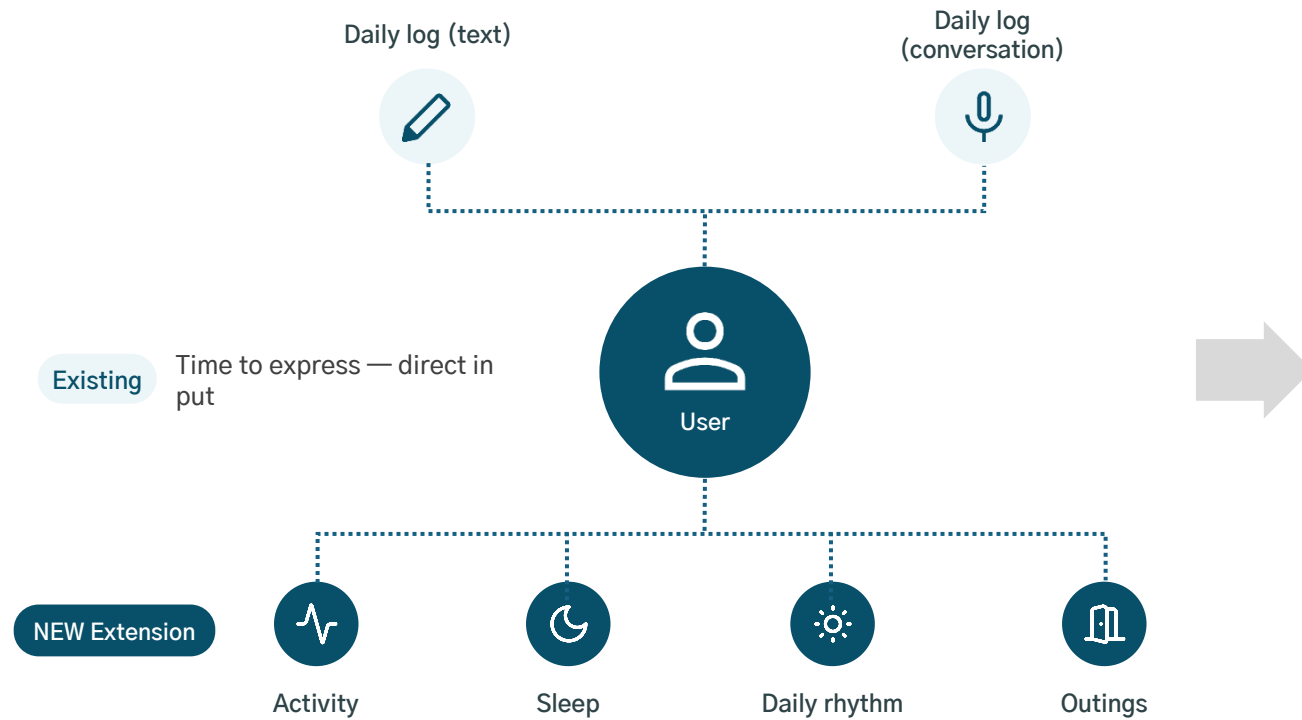


Limits of conventional self-tests

- Answering a whole form — 'me being tested' → dropout
- Rote answers on repeat — skill grows, not insight
- Score · grade stigma — context-free numbers only

Core #5. IoT-Based Daily Life Data

An AI that understands the rhythm of your daily life, even when you don't say a word.



AI Agent — reads both streams

Direct input + daily signals → conversation context

I've been feeling kind of listless lately

A response aware of the sleep rhythm change ↓

Your days and nights have been flipped these past few days. Shall we start with sleep?

- Used naturally in counseling · everyday conversation
- Responds only within conversation — never initiates contact (principle maintained)

Even on days with no log, the conversation starts knowing your day

IV. Scale-up 1 : Mind Camping

efg Gets a Booth

In April 2025 we designed the Mind Booth with efg on board, and implemented it in the Samsung C&T PoC in September.

Mind Booth Design (Apr 2025)

Samsung C&T PoC Implementation

신규사업 계획서: 영상방

② 소마돌 (somadone)
: 2015년 처음 선보인 "세계 최초의 가상 기반 영상실" 미국의 고급 리조트와 스파, 살라만델라의 기업체들이 사용
: 1인용 소파 크기의 영상실로 월간8만원, 사용료(반야노랑 비드), 영나지 테라코를 통해 마트의 안전을 제공할 수 있음. 앞에서 커튼을 내리고 헤드폰을 쓴 후 내장된 스피커를 통해 원하는 영상 트랙을 20분간 즐기
: 최대 2주 정도의 장류 효과
: 공개된 가격이 없으나 \$25,000(350만원)



③ 인히어 (ihere)
: 친환경과 자연스런 환경을 우선시하는 영상방, 나무 소재의 파티션과 실 커튼으로 주변 공간과 자연스레 분리된 공간, 노이즈 완충형 헤드폰, 관리 누울 수 있는 소파, 직 영상방 설치 일더라도 개인적 스트레스 해소 방법 활용(영상방 경요하지 않음)
: 공개된 가격이 없으나 \$10,000 ~ \$20,000 추정

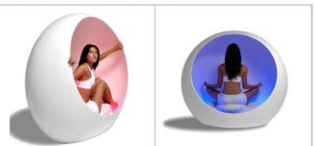


신규사업 계획서: 영상방

④ 헤드스페이스 팟(HeadSpace Pod)
: 헤드스페이스와 샌프란시스코 디자인 스튜디오 Mike & Maika가 협업해 만든 영상방
: 내부에 relax(이완), refresh(충전), focus(집중) 세 가지 버튼이 있습니다. 원하는 버튼을 누르면 10분간 헤드스페이스의 가이드 영상의 내용 오디오로 자동스마트폰, 태블릿, 화면 등 디지털 기기가 꺼져 줌
: 아치형 구조의 팟은 스테로 및부 소음과 시선 차단, 사무실, 대학, 호텔로비, 공용공간 등에서 조용히 영상
: B2B, B2C판매 판매, 400~800만원 대로 추정.



⑤ 오원(OW)
: 복시코 디자인이 만든 개인 영상실, 누에고치를 연상시키는 작고 하얀 영상실, 혼자서 빛과 소리를 즐기는 영상 가능



⑥ 부다부스(BuddhaBooth)
: 3가지 형태의 이동식 영상방으로 학교, 사무공간에 설치, 휴대성과 저렴한 유지비용 강조



Mind Camping

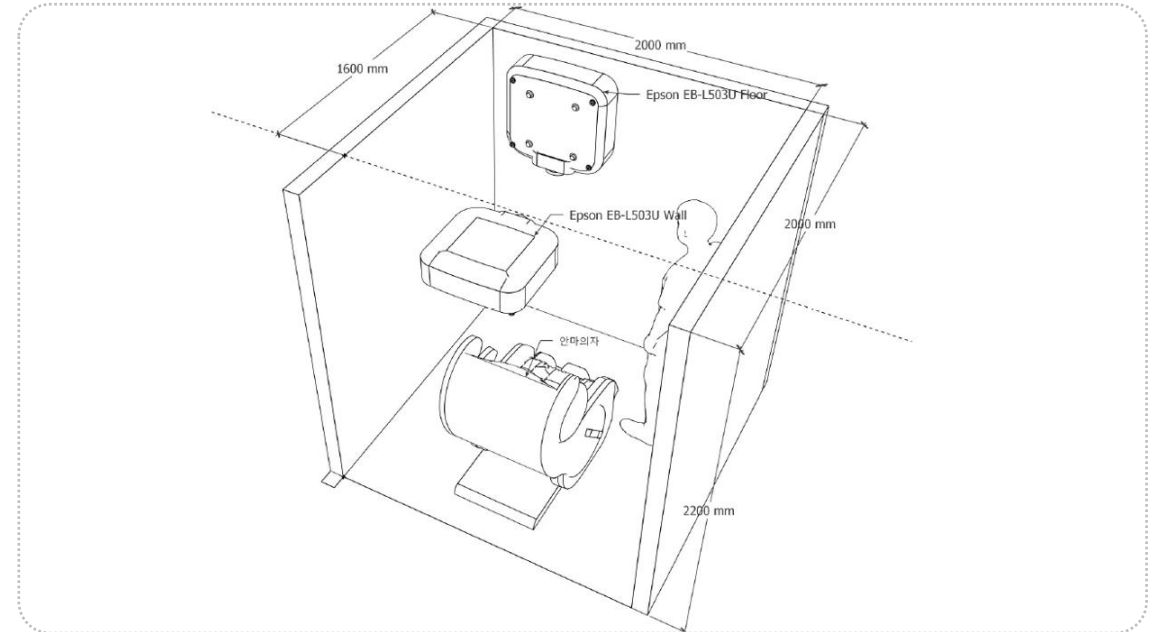
Mind Camping: A Single-Person 'Psychological Oxygen' Capsule

Mind Camping is an unmanned single-person booth that provides customers with psychological oxygen.

Exterior



Interior

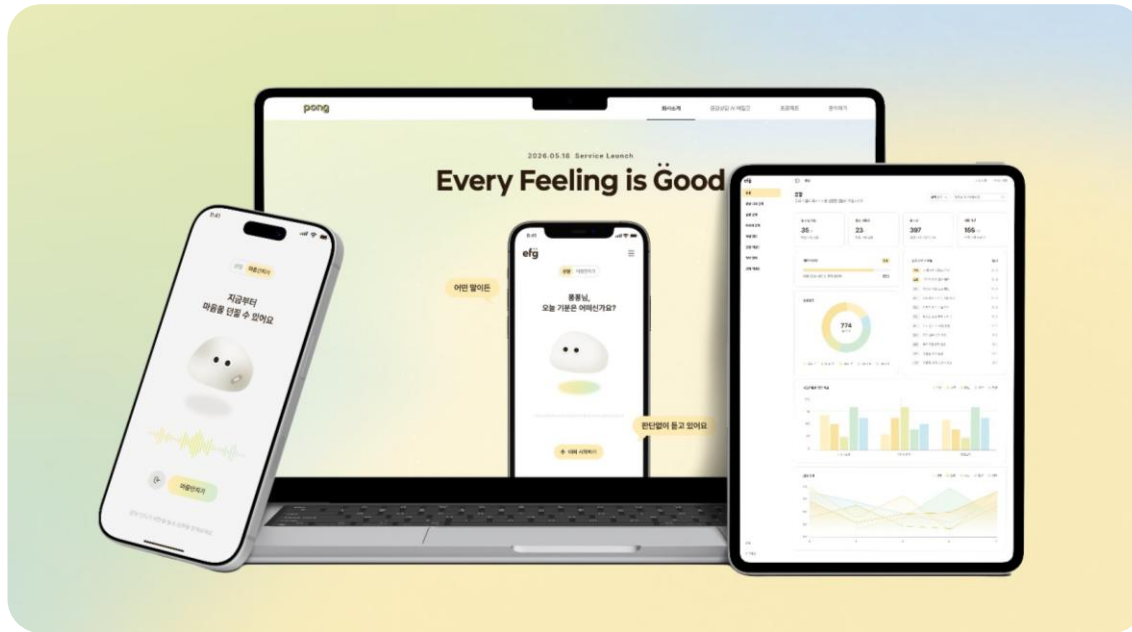


Mind Camping

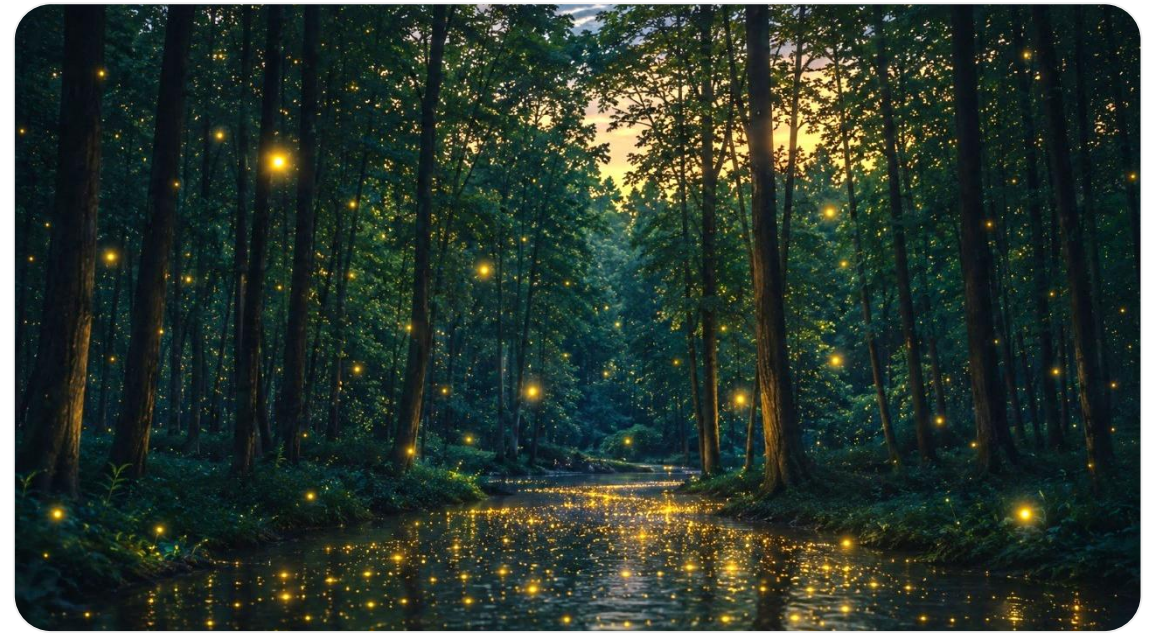
From Conversation to Experience: mind-tainment

Beyond efg, Mind Camping features O'wonder, an awe experience that delivers mind-tainment.

efg



O'wonder Awe Experience

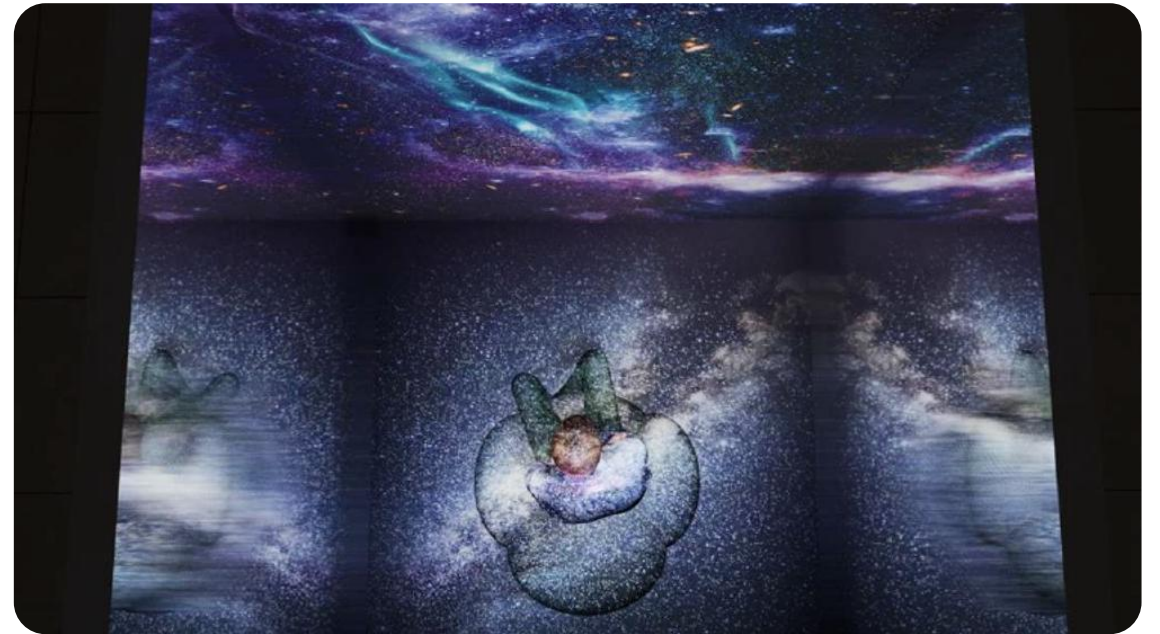


Mind Camping

O'wonder Awe Experience

O'wonder is content that lets users experience the three elements of a Peak Experience — catharsis, rest, and insight — through precisely staged presentation inside the booth.

O'wonder Content Images



Keltner's Theory of Awe

When people encounter surreal or overwhelming experiences, they feel awe — and in the process experience emotional release as their anxiety and compulsions diminish

2026 Mind Camping Launch Plan

1

Sep 9 – Invited to Try Everything
Sep 21 – Invited to Life Science Week



Pong booth at Try Everything 2025

2

Oct-Nov: Install Mind Camping & run PoCs at 5
public institutions incl. Gyeonggi Future Gen. Fdn.



5 public institutions running Mind Camping PoCs

3

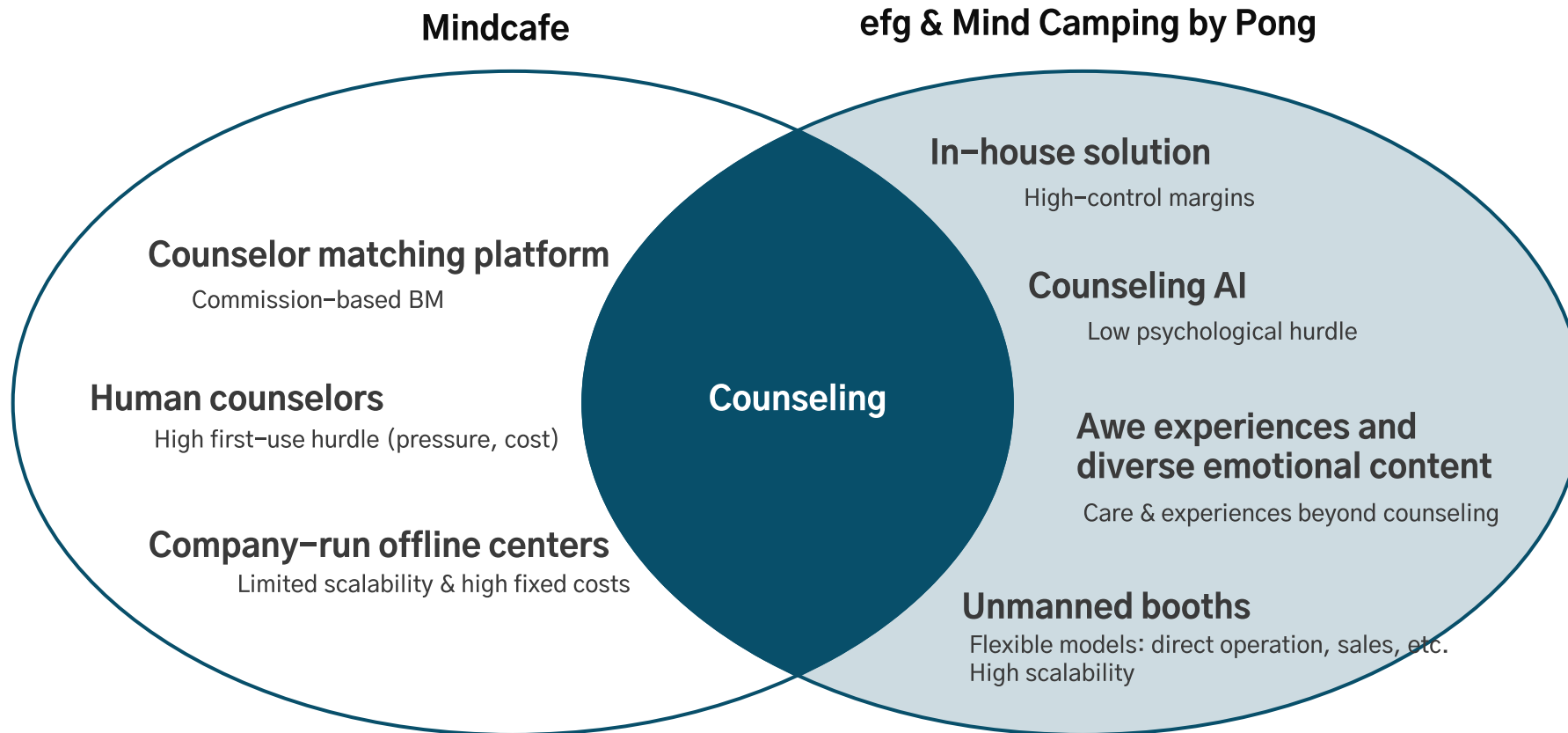
Orders: Qingdao Innovation Center (2), HKUST, etc.
'Kind Square' show confirmed · Seongsu pop-up



Mind Camping preparing for global expansion

efg & Mind Camping Competitor Analysis: Mindcafe

Compared with competitors, we hold advanced AI technology, a care experience beyond counseling, and a high-growth business model.



Entering the B2C mind-tainment Market

Pong's right wing points toward the mind-tainment market.

TAM KRW 1.5T

01 Korea mental-care app market

2025 est. KRW 200B, CAGR 15.3%

02 Immersive entertainment (Korea)

2025 est. KRW 20T
(Global 220T, 9%) CAGR 26.68%

03 mind-tainment market KRW 6T

Intersection of the two markets: est. KRW 1.5T

SAM KRW 500B

Of the KRW 1.5T TAM, those responding to the two elements below

Playful
booths

Counseling
Tarot
MediaArt

Effective demand est. KRW 500B

SOM KRW 100B

First-mover position, O2O-linked strategy

SAM KRW 500B
1/5 capturable

Capturable share KRW 100B

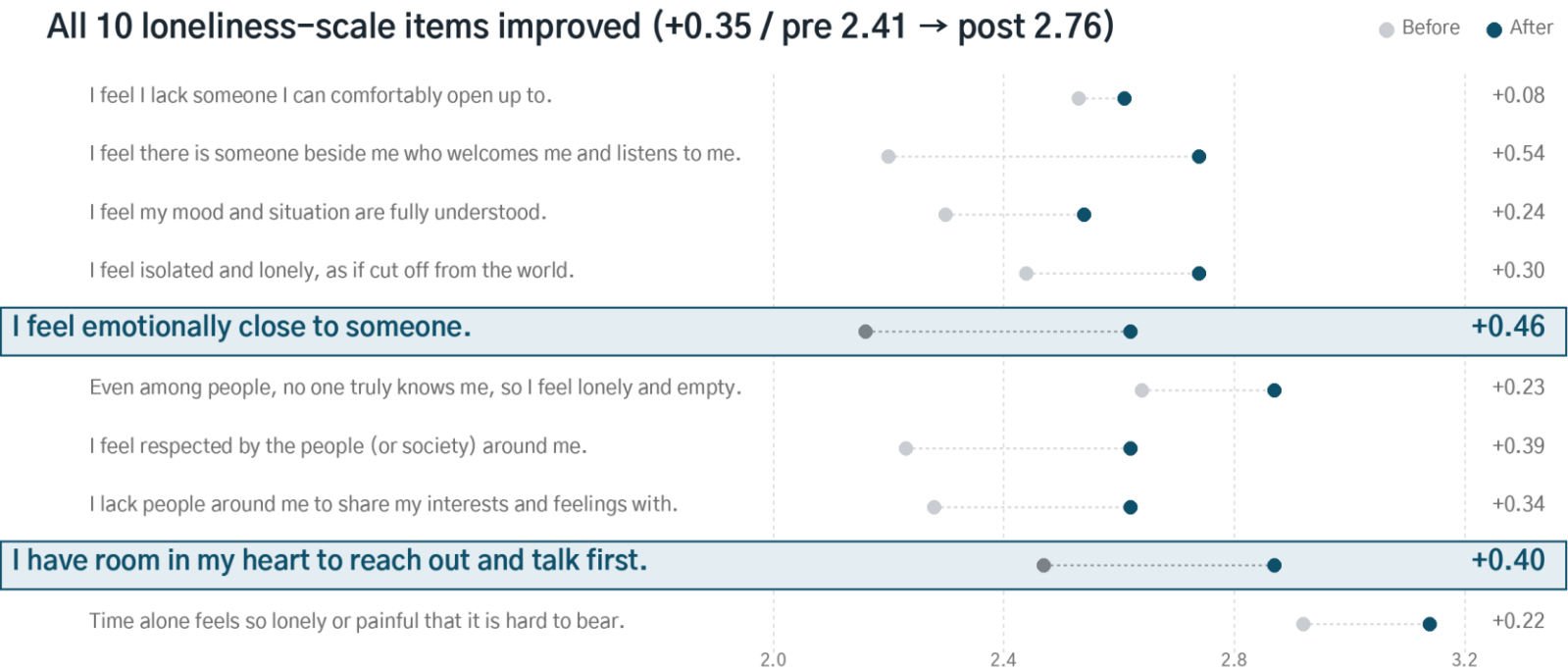
V. Scale-up 2 : EpiHome

EpiHome: Home-Care AI for Single-Person Households

We built the EpiHome home-care AI MVP and successfully ran a PoC with isolated seniors living alone.

- Sep 2025**
SBA R&D grant (KRW 270M)
EpiHome development begins
- Mar 2026**
EpiHome MVP built
Companion AI applied to care
- Apr 2026**
Seoul Isolation Prevention Center
pilot with 50 isolated adults
- May 2026**
Selected for MOHW AX-SPRINT
(home psychological-care AI)

10 minutes of EpiHome a day shown to reduce loneliness



Selected for MOHW AX-SPRINT — Isolation-Prevention Home Care AI (KRW 2B)

We have begun full-scale development of EpiHome, linking IoT safety sensors, rPPG health measurement, and companion robots to our psychological-care AI.

Pong secures leadership in integrated emotional-health-safety home-care AX

Technology

Large-scale home-care AI project combining psychological-care AI, IoT safety sensors, rPPG health measurement, and companion robots

Dev & PoC

Development complete Oct 2026. Nov: PoC with 200 single-person households and 10,000+ sessions across 5 public institutions nationwide

Revenue

Budgets being allocated: Daejeon Jung-gu Smart Village, Cheonan Integrated Care, Hwaseong Isolated Youth Care

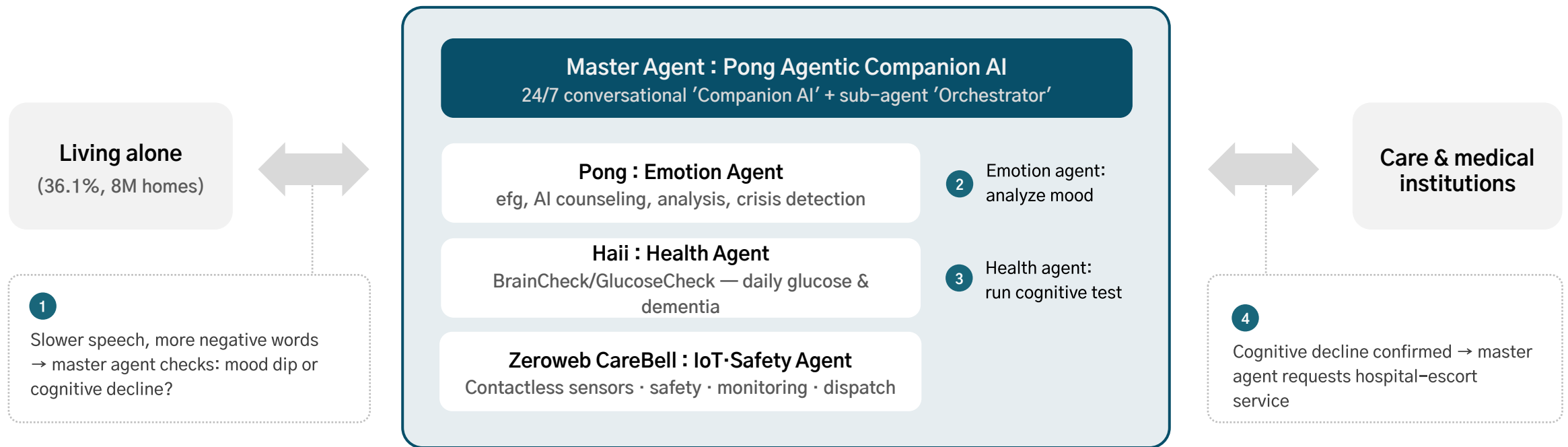
2027 Target

MOHW support; full-scale government & municipal revenue; KRW 800M target

EpiHome: Home-Care AI for 24/7 Integrated Emotional-Safety-Health Care

With the Integrated Care Support Act taking effect in March, the need for “AI smart home care” — AI providing integrated emotional, safety, and health care at home — is growing.

EpiHome Service Architecture for Single-Person Households

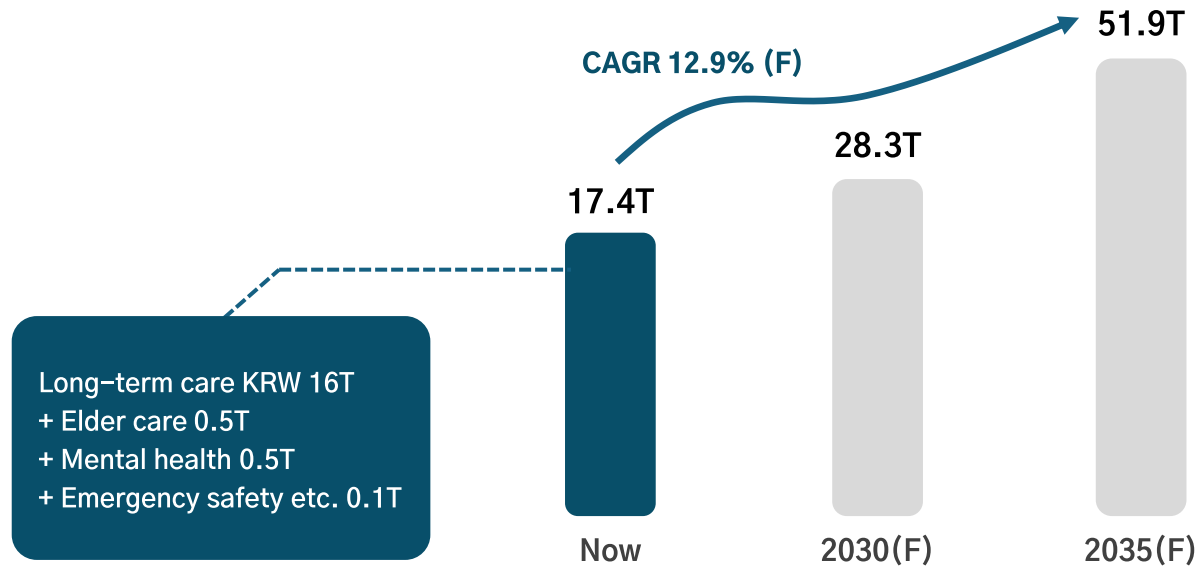


A Massive Home-Care Market Expected to Grow 12.9% a Year

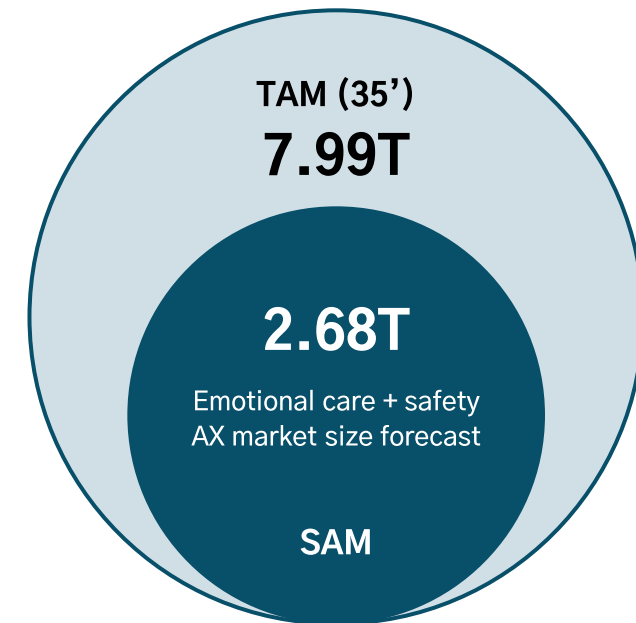
Of today's KRW 17T elderly emotional & safety care market, roughly KRW 3T is estimated to be addressable by AX.

Elderly Emotional & Safety Care Market (KRW)

Care & emotional care market = long-term care + elder care + mental health budgets; CAGR estimated on 2019-2025



Target Market



Data-Driven Business Model Expansion

Emotional, ADL, and health data produced by the home-care infrastructure built around the agentic companion AI enable diverse business model expansion.

Scalable BM: data businesses enabled by combining home-care emotional + IoT behavioral + health data

① Welfare policy reporting & care forecasting models for municipalities Welfare policy data reports by region/age/period and care-demand forecasting models per municipality De-identified aggregate indicator data Annual report subscription Forecast models: per-project contracts	② Home-care bundled services for insurers & appliance makers Insurers: anomaly detection API + forecasting models Appliance makers: co-develop smart home services Care · insurance · appliance bundle at home API licensing (flat monthly fee per device)	③ DCT infrastructure for pharma Build DCT trial environments for pharma (detection devices + AI subject monitoring) and sell infrastructure operation services Consented data from DCT trial subjects Per-project contracts
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VI. Why Us?

Why Us?

Revenue Projection

KRW 29B revenue in 2031, IPO targeted by 2032

Revenue (Unit: KRW million)	2026	2027	2028	2029	2030	2031
Emotion AI API	0	200	1,100	2,700	5,100	7,400
efg-Mind Camping EAP	450	1,000	2,100	4,600	6,700	9,200
Mind Camping B2C	0	300	1,000	3,000	7,000	8,300
EpiHome Home Care	0	800	1,500	2,100	2,900	4,100
	450	2,300	5,700	12,400	21,700	29,000
Costs (Unit: KRW million)						
Salaries	200	450	500	1,000	2,000	2,500
R&D	200	300	700	900	1,000	1,500
Other costs	160	355	730	1,260	2,420	4,640
	560	1,105	1,930	3,160	5,420	8,640



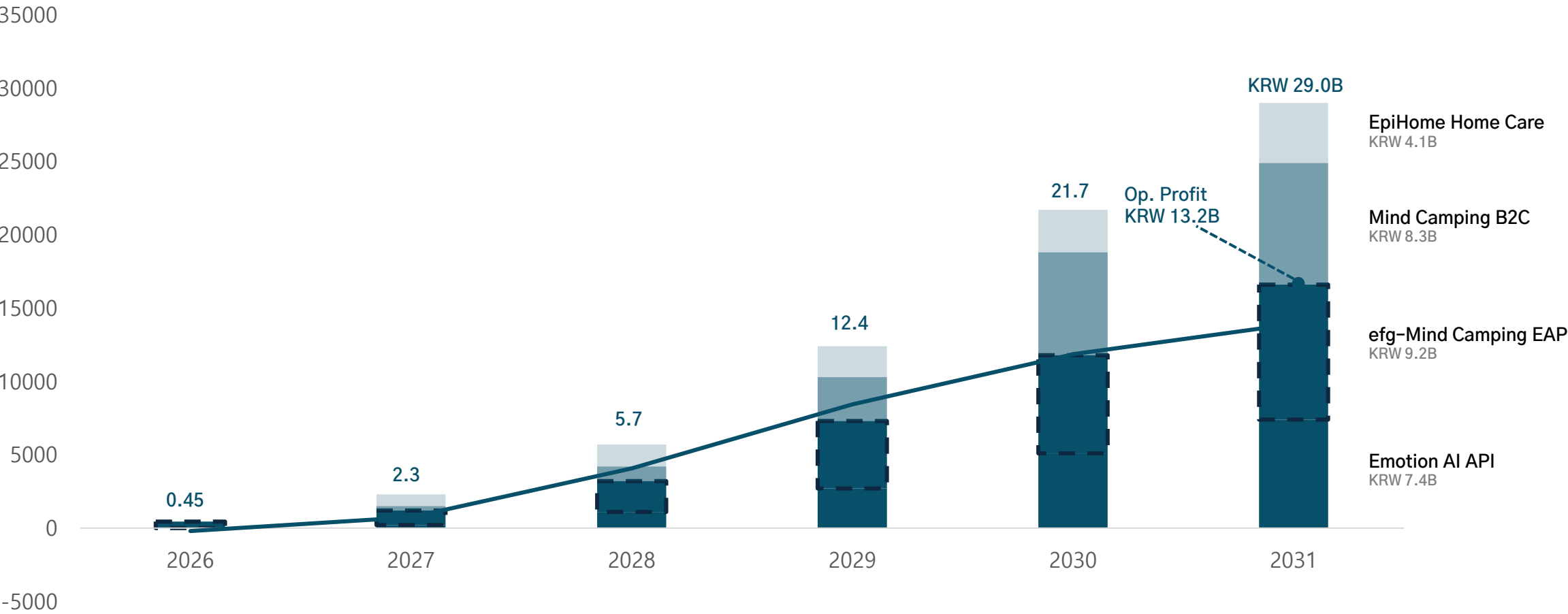
2032
IPO Target

(Revenue KRW 30B)

Why Us?

Revenue Projection

KRW 29B revenue in 2031, IPO targeted by 2032



Why Us?

Our Team

Bo-Yeon Jeong CEO



Integrated-care policy architect

Former Director-General, Resident Welfare Service Reform Task Force, Ministry of the Interior and Safety

Pong Inc. CEO (2022-)

Proven public-sector leadership; top-tier networks across government, academia & industry

Overcame stage 4 metastatic cancer

In-Seol Choi CTO



AI Developer

B.S. Mathematics, Korea University; Graduate School of AI, Yonsei University

Pong Inc. CTO (2023-)

Leads 8-person deep-tech team on efg & EpiHome
Inventor on 2 patents (empathetic counseling AI)

Soo-Young Kwon co-Chairman



Professor, Yonsei University

Director, Yonsei Artificial Emotional Intelligence Research Center

Pong Inc. co-Chairman (2023-)

Co-developed efg and provided its voice
Secured 2 PhD researchers to Pong
Licensed ~10 research-related books



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