

Best Partner for Business Success

# BIZ SUCCESS



**BS White Paper Ver.1.0**

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# 01 Business Introduction

'Sungkong Ledger'  
Introduction



## 1-1 Introduction\_We wish your success

Except experts or related field employees, we are having a lot of difficulties with the obligation of tax, because of complex procedures and technical terms.

We introduce 'Sungkong Ledger' project to address those difficulties.

The 'Sungkong Ledger' project is a essential service for nationwide, with effortlessness that everyone use easily and usability that one use without time and space limit.

'Highly Effective People' will help you to not avoid tax obligation, but proactively fulfill the obligation.

'Sungkong Ledger' service is not for a certain specialized area or person.

We wish all of your success.



## 1-2 Project Introduction\_ 'Sungkong Ledger' Project Introduction

All-in-one success innovation service with value increase and rational benefit distribution

### Success scenario spread throughout stage specific strategy build up and action

New powerful player  
in ERP market

Various customer group  
throughout specialized  
ERP related service

Broad service range throughout  
management innovation centers  
build up and management

D.ERP TECH based  
on business information

### Five-C in Sungkong jangbu



Consumer

Pan-national service



Capability

Broad range of the service



Cost

Low cost



Convenience

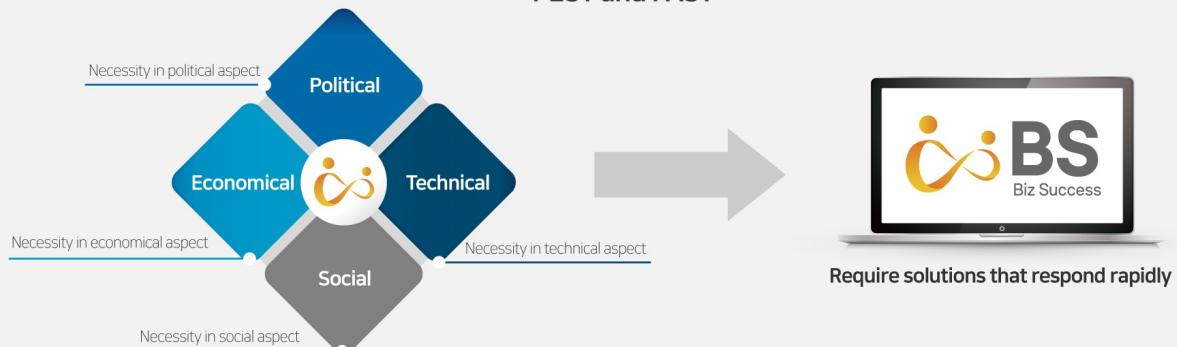
Convenient service use



Customizing

Client customizing available

### PEST and FAST



Construction, Trade, IT, Finance, and other industries are undergoing huge changes because of IT technology development and widespread Internet. Accordingly everyday life is also changing rapidly. AI, Automated systems, robots, and others make the fourth industrial revolution core technology industrialized. And specialization and diversification of existing jobs lead fusion of job or industry areas, facilitating new jobs. Change of job and birth of new job can be interpreted as diversification of income. According to Korea Employment Information Service, the number of domestic jobs is estimated as 16,891. And according to the National Tax Service, the number of corporations is 0.884 M, and the number of private businesses is 6.342 M.

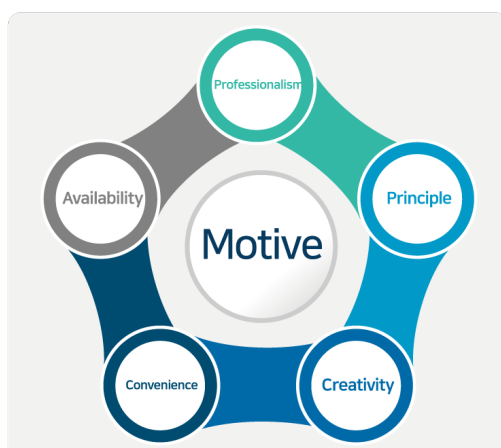
As explained above, sources of income varied, and then tax obligation is also changing accordingly. Tax and accounting are required for one man business, small-sized start-ups, and 7.22 M private business. It should be done by experts or expertized companies. Private business, creators or influencers, however, have experienced social issues such as inappropriate income reports or tax evasion. Today, we need to fulfill tax obligations conveniently without time and space limit, and it is time to require the solution. Management systems that make a manager, a creator, and an influencer focus on their own job and service that make tax obligation fulfilled proactively should be provided to develop the business.

'Sungkong Ledger' is not for a certain business area or person, but versatile for everyone regardless of business size or job range, expanding usability area through continuous update of industry specific characters. We provide a low fee, package product that corresponds to the user's situation, various choice options. Additionally, we offer anytime anywhere convenience based on cloud service and personal specific functions. 'Highly Effective People' has positioned as new powerful ERP(Enterprise Resource Planning) provider based on long accumulated know-how. And we are planning more developed service including various functions add and expansion of customers.

'Highly Effective People' is preparing customer-oriented service including not only online un-contact service but also strategic center structuring. Additionally, we are planning a management innovation platform to achieve value promotion based on accumulated data analytics and processing and rational benefit distribution.

### 1-3 Mission & Vision\_ 'Highly Effective People's the Five Habits

'Highly Effective People', who developed and operate 'Sungkong Ledger', has the five habit motive: Expertise that provides expertized area service, Principle that required for capital service, Creativity that provides innovative service, Convenience that provides pan-national service, and Availability that provides smooth enterprise resource planning functions. We are pursuing the values as below:

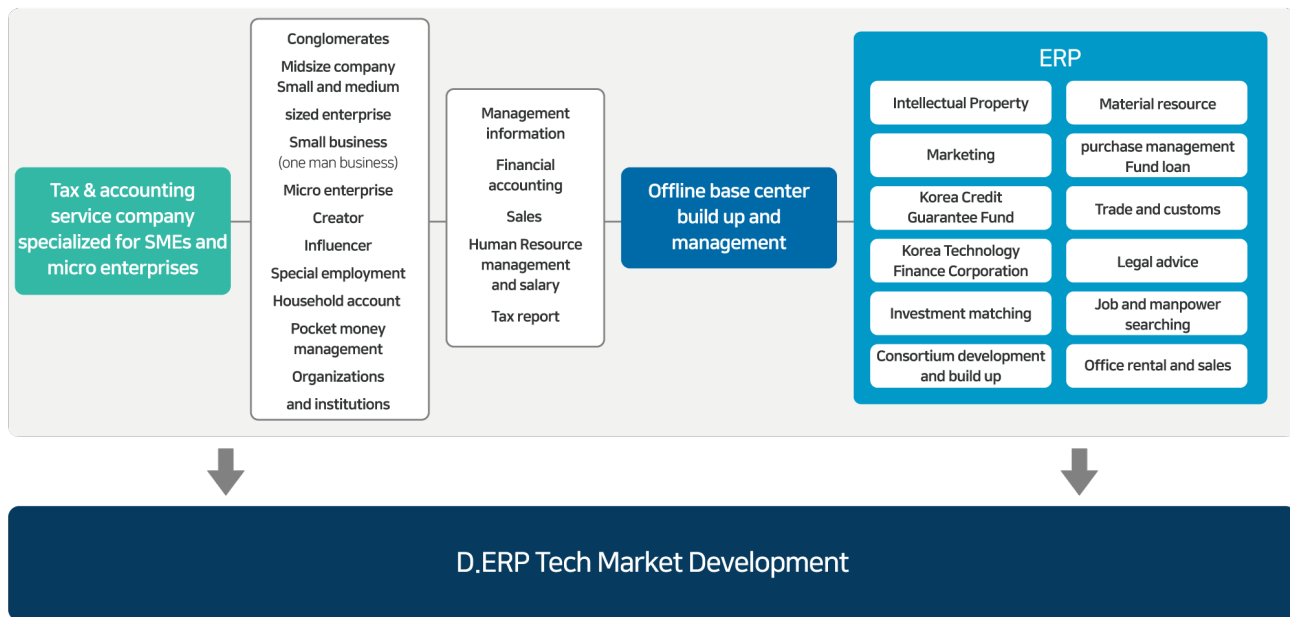


#### The five habits of the highly effective people

01. 'Highly Effective People' is **passionate**.
02. 'Highly Effective People' is **doing our best**.
03. 'Highly Effective People' **worries from the user's** point of view
04. 'Highly Effective People' **strives to change**.
05. 'Highly Effective People' **thinks differently**.

'Highly Effective People' is composed of talents with passion. We are thrilled with our hearts, thinking that we can help to your success. We are taking the customer's point of view as the first priority to provide high quality service. And we are doing our best to provide better functions and more benefits beyond the current service. 'Highly Effective People' is doing our best to provide unique service out of the existing framework.

#### 1-4 Strategy\_Success Scenario



'Sungkong Ledger' is positioning as a new powerful player in ERP(Enterprise Resource Planning) market, developing and operating small business tax & accounting service. We have developed, and we can provide various service including from big company to small business, small and medium sized business, one-man business, creator, influencer, a special type employment, housekeeping book, pocket money management, and business information management, financial management, sales management, inventory management, resource management for various type business or project management.

Until now, we have succeeded in focusing on the non-contact and O2O(Online to Offline) market, and we are planning to enter O4O(Online for Offline) service area further. The existing enterprise management service is available on non-contact. However, we need a strategic center to achieve various area analytics, assessment, and support and to provide further management innovation.

Differentiated service for new enterer, consortium organization for distribution network advantage, legal advice for government police and regulation, consortium organization for suppliers bargaining power, intellectual property right management for buyers bargaining power, experts human resource management, and new technologies research and development are required. We provide various services to satisfy market demands by environmental element analysis including fee schedule benefit analysis for competitor and alternative service, package product operation, and funding for service development.



We are planning to innovate the existing data industry by storing, analyzing, and processing massive data from establishment to growth. Data analysis from establishment to growth of an enterprise and business leads productivity improvement, management innovation, and business competitiveness improvement by predicting market change and customer's behavior. It could be an opportunity of success or moment to seize the opportunities, reducing a social cost and contributing public service improvement.

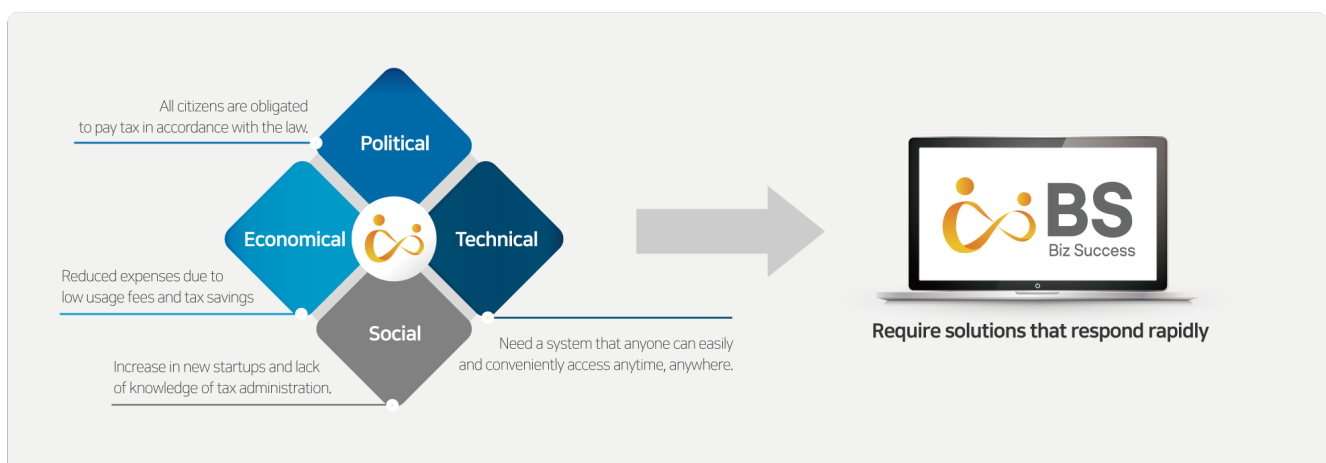
### 1-5 Core Success Factors\_ 'Sungkong Ledger's Five-C

- service for various Consumers
- service Capability, high availability
- low Cost, lighten the burden
- Convenience, accessible anytime anywhere
- provide and develop Customized functions



### 1-6 Project Background\_PEST & FAST

Predicting the future is difficult while analyzing past data is perfect due to technology development. So every manager is eager for a future prediction system. IT has developed, from data warehouse, business intelligence, to big data analysis based on AI, to realize manager's dream, but it is not satisfying yet. These efforts continue in 2020. Especially, revision of the law will be expected to make data analytics service that predict the future and establish management strategy based data becoming serious. And 'Sungkong Ledger' is enough solution to correspond rapidly.





# 02 Business Background

The Birth of  
'Sungkong Ledger'



# SUCCESS

## 2. Business Background\_The Birth of 'Sungkong Ledger'

Fintech, which is one of the recommended future growth themes by the investment industry, is a portmanteau of finance and technology, and it indicates a new technology combining finance and ICT. And there have been many government investments on non-contact service including cloud, big data analysis, AI, and blockchain. While past fintech focused on only online remittance or payment, today's fintech area has enlarged into all financial areas including simple payment, financial planning, asset management, lending, insurance, and financial product sales. Fintech is also actively used in management, one of the examples is ERP(Enterprise Resource Planning) managing company resources including accounting, tax, HR, etc.

ERP Definition	
<b>The Gartner Group</b>	Enterprise resource planning (ERP) is defined as the ability to deliver an integrated suite of business applications.
<b>Weekly Economist</b>	Enterprise resource planning (ERP) is the setting up of enterprise reengineering systems throughout an organization in such a way that disparate parts of the organization are brought together

ERP(Enterprise Resource Planning) system is a core information system that systemically processes company procedure throughout storing, managing, and activating enterprise management information based on a central database.

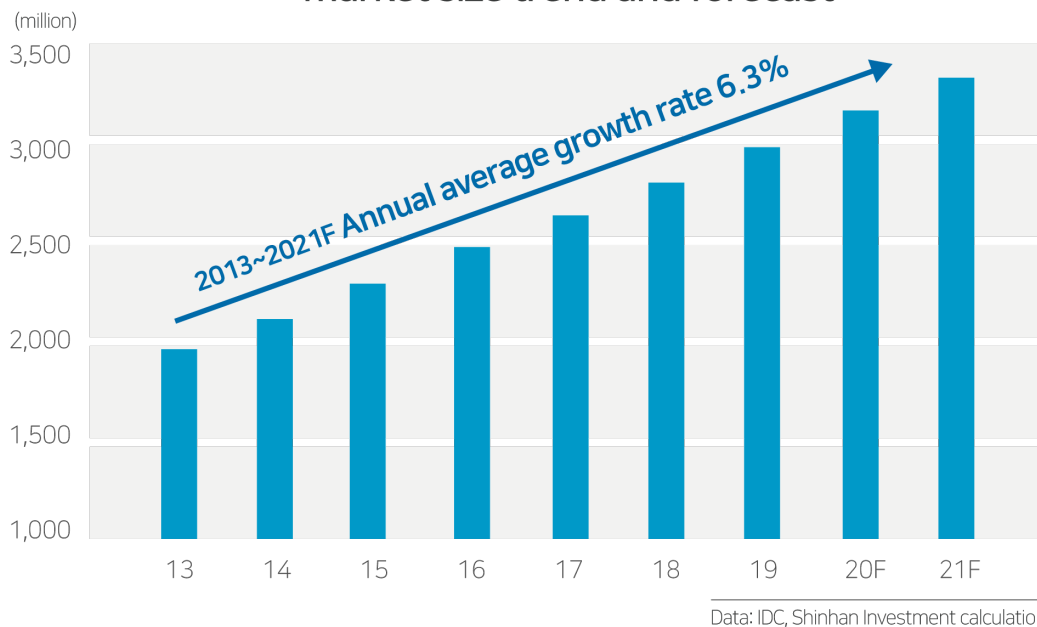
The term ERP(Enterprise Resource Planning) first appeared in the 1990s. The Gartner Group created this concept by enlarging MRP(Manufacturing Resource Planning), which was only used in the manufacturing industry at that time. ERP(Enterprise Resource Planning) has become an enterprise core system until today.

ERP Configuration	
<b>Role</b>	ERP provides internal process function, supporting various functions to support value chain in external processes and to integrate other information systems such as CRM, SCM, etc.
<b>Range</b>	Financial management: Financial process including financial accounting, management accounting, and fund management Human Resource management: HR sections including recruiting, performance assessment, salary management, time management, and business trip management Material management: Production(development) process including purchase request and payable confirm Project management: Project related area including plan, schedule, and management Maintenance management: Maintenance over the company
<b>Function</b>	ERP provides various functions in consideration with industry-specific characteristics because it should support not only enterprise internal process but also strategic
<b>Structure</b>	Internet or Cloud based
<b>Data</b>	ERP provides mainly data analytics because it supports internal and external process

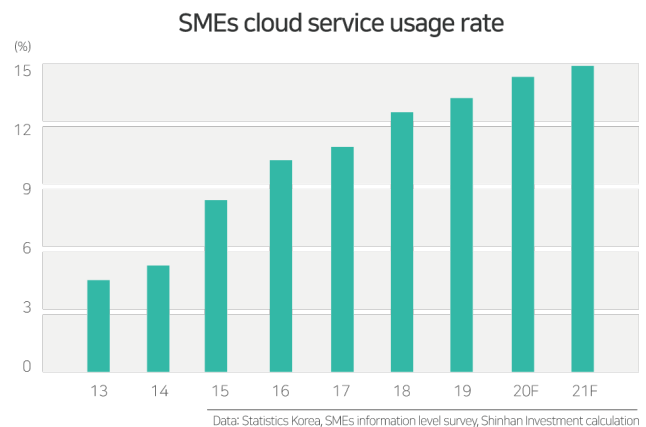
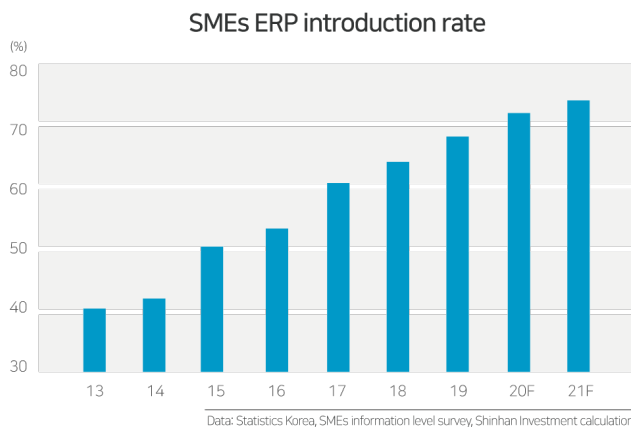
And there is a growing interest in blockchain. The market potential is massive, but managers haven't understood related technology and innovative opportunity yet. Even though blockchain, like ML or IoT, will be out of the core ERP(Enterprise Resource Planning) system, it is expected to affect ERP(Enterprise Resource Planning) integration, data, security, and support.

2019 domestic ERP(Enterprise Resource Planning) application market size was estimated at 296 Billion Won, and it has steadily grown annually 6~7% in the last 5 years. It is expected to grow continuously due to enterprise procedure simplification, automation trend, ERP(Enterprise Resource Planning) system adoption rate increase, and Cloud ERP(Enterprise Resource Planning). 2020 domestic ERP(Enterprise Resource Planning) market size is estimated at 313.8 Billion Won(+6%).

### Domestic ERP application market size trend and forecast



2019 domestic ERP(Enterprise Resource Planning) adopting rate in small and medium sized companies is estimated at 68%(+4%). It increased over the last 7 years, 40% in 2013. In companies employing ERP(Enterprise Resource Planning) systems, functional activity ratios are 69% and 63%, in the accounting and HR & salary, respectively. Industry-specific adoption rates are 72% and 46%, respectively.



Cloud service utilization rate is also upward sloping. Cloud service usage has points: for example, users can reduce maintenance cost because it does not need a server and users can upgrade IT systems frequently. 2019 domestic cloud service usage rate in small and medium sized companies is 13%.

## 2-1 Political Background\_ERP, necessary?

According to the National Tax Service('18), the number of individual businesses who should keep the books are more than 6.06 Million, and the number of individual businesses who reported double entry book keeping or simple ledger is more than 3.49 Million. The number of businesses subject to non-book keeping is 2.58 Million, while annual revenue less than 300 Million is categorized as non-book keeping or simple ledger.

Additionally, almost all bookkeeping reported small businesses are using not double entry, but a simple ledger. It allows every transaction recorded chronologically including revenue and sales, purchase and cost, and increase and decrease of fixed assets.

The income tax law(Article 160 Paragraph 3) encourages small businesses to keep a book by using a simple ledger.

Accordingly, Ministry of Economy and Finance is planning to revise 'Act on Special Measures for Development of Small and Micro Enterprises' Article 10 Paragraph 9(Use of funding), expecting micro enterprises can nurture the ability by preventing indiscreet sales or loan to unprepared micro enterprise and grasping cash flow and other financial data for management. It is part of electronic account book vitalization, and cloud based electronic account book platform service will be provided and related law was revised to allow employment insurance or national pension insurance would be supported from Small Enterprise and Market Service Fund.

Additionally, 'Act on the Protection of and Support for Micro Enterprises' was enacted, electronic bookkeeping support method stipulation would be pushed to strengthen micro enterprise's social safety system.

Category	Current	To be revised
Special employment workers with business registration	Value added tax report semiannually	Value added tax report and payment once a quarter
	Value added tax report once a quarter	
Non-registration. Income provider withholds business income	Businesses with 20 or more employees report the total amount once a month	Report by person
	Businesses with less than 20 employees report the total amount semiannually	Report by person and monthly
Non-registration. Income provider does NOT withhold business income	Neglect in the tax-blind spot area	Duty to report tax information including fee details to business provider, platform companies, etc.
	Request for "cooperation" of tax information from business providers, etc.	

And according to the tax law amendment prepared by government employment insurance TF, firstly current value added tax report period will be shortened for workers in special employment types, but registered as a business owner, like a loaded vehicle owner. Secondly, in case of someone who did not register as business owner, but his income provider reports to the tax office, withholding business income, it will be on a personal report basis. Third, in case of someone who did not register as an individual business, not reported by his income provider, he may annually submit income and tax materials to the National Tax Service according to the income tax Article 173: it is not mandatory, but voluntary. The government is planning to change this article to mandatory.

Thus, the government is revising the related laws to smooth tax payment according to the various job changes, encouraging smaller than medium sized enterprises and individuals to use electronic bookkeeping.

## 2-2 Economical Background\_ERP, economical?

Small and medium sized enterprises can achieve productivity improvement throughout process automation and standardization, completing information systems. These days ERP is a kind of benchmarking system, so adoption of the system provides opportunities that improve the business environment easily. It also improves efficiency through cost cutting and unification of communication channels based on procedure digitalization.

The business computerized system provides a systemic cost management system, improving the business liquidity throughout Internet based various IT market stock reduction and sales improvement. Additionally, Knowledge management system and online education system can be a solution to the problem that human resource limitation of SMEs, therefore it can lead to productivity and quality improvement in the long term.



# ERP

## Economical

A business communication can be improved throughout adoption of electronic system integration such as ERP(Enterprise Resource Planning). Electronic system integration constitutes information technology that mutually independent application can be integrated to mutual data communicated and synchronized. It means that once one application has a data update, every other system application receives the result of data update in real time. Therefore, it improves process efficiency, and time and cost management.

As such, ERP(Enterprise Resource Planning) system's process efficiency improvement, time management, just in time management and supply result customer satisfaction and competitive advantage.

The company with efficient information ability has time and velocity competitiveness. Therefore, it is possible for a company to enter and expand the market throughout time management from R&D to sales. And it is also possible to expand the market throughout customer satisfaction by reflection of customer demand.

### **2-3 Social Background\_ERP, important?**

The strategic use of information has become an essential condition for companies to survive due to changes in the business environment such as the new market opening and opportunities, increasing competition factors, and competition structure change, and many companies are investing in the information technology sector. Companies use Enterprise Resource Planning (ERP) systems to effectively manage information by integrating the entire information infrastructure, CRM systems to optimize the relationship between companies and customers by strategically utilizing customer information, and CSM systems to effectively manage corporate logistics and distribution processes.



Since the late 1990s, the business environment has continuously changed. It includes fierce competition, complex process, deregulation, social change, and information technology. And these changes, intensifying competition and business environment change, has been accelerated. So it is required for the business to correspond to the environment change.

Information Technology has emerged in these backgrounds. In other words, due to continuous cost increase and aggravated environment, lack of information tools reach a deadlock of management. The existing information system, however, has problems including lack of integration, lack of data unification, duplicated information management, unified information, etc. And almost all companies have not utilized information technology in strategic aspects even though it provides strategic opportunities. In many cases, it was used as simple process support, not aggressive utilization.

These days, almost all companies recognize these problems, so they are actively investing to strategically utilize the information system. These days trends indicate that ERP(Enterprise Resource Planning) system build-up is necessary to make information strategic use and management support infrastructure to provide and manage information efficiently in real time.

## 2-4 Technical Background\_ERP, convenient?

Since the 1990s, adoption by domestic companies, ERP(Enterprise Resource Planning) has been a core system of business processes. ERP(Enterprise Resource Planning) system, however, has maintained early concept even though it has lasted more than 20 years since early adoption.

But it is expected to start a change in ERP(Enterprise Resource Planning) system from 2020. One of the changes is diversified analysis grafting with big data or cloud, and the other one is a cloud ERP(Enterprise Resource Planning) service instead of a corporate internal system. It is expected that these changes will spread from conglomerate, SMEs, small private business to creator, influencer, etc. And it is expected that the user interface will be changed from traditional to the latest such as chat-bot, RPA, mobile, etc.



It is expected that most ERP(Enterprise Resource Planning)s in domestic major companies will not take technical support from 2025 and that there will be new market demand accordingly. Some domestic and foreign ERP(Enterprise Resource Planning) companies are planning to Win-back. Therefore, it is expected that the corporate ERP(Enterprise Resource Planning) market will fluctuate from 2020 to 2030.



The first factor in ERP(Enterprise Resource Planning) market changes is RPA, which has been adopted in recent years. Current trend is mainly to take RPA-specialized solutions, but it is expected that RPA will be integrated into ERP(Enterprise Resource Planning), and that integrated ERP(Enterprise Resource Planning) would be mainstream.

The second factor is deep learning based data prediction function. AI is an inevitable trend, and ERP(Enterprise Resource Planning) is the core of the corporate system. Therefore, graft of ERP(Enterprise Resource Planning) and AI technology is the future of ERP(Enterprise Resource Planning) systems.

The third factor is ERP(Enterprise Resource Planning) system change by adoption of cloud infrastructure in system infrastructure. In the recent future, cloud based form transformation is inevitable while the current system is operated in an independent system. There is cloud based ERP(Enterprise Resource Planning) for SMEs, but it is not a full scale enterprise sized service. It is expected that a cloud optimized ERP(Enterprise Resource Planning) system will replace the existing system.

The fourth factor is user interface evolution. Even though the current ERP(Enterprise Resource Planning) system remains as a monitor, keyboard, mouse based interface, voice communication interface and chat-bot are expected to appear. It is allegedly said that SAP is planning to adopt the interface. The future ERP(Enterprise Resource Planning) system will be operated in not only PC, desktop, but also mobile, voice and chatting.



Last but not least, the factor is ERP(Enterprise Resource Planning) grafted with cloud, AI and RPA systems. And this new system will rise as a new competitor in the market. Many domestic ERP(Enterprise Resource Planning) vendors also are planning to prepare for these changes.

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**03**  
**Core Success**  
**Factors**  
The Five for Success



### 3-1 Consumer\_Requirements for Success

If you don't have IT specialized knowledge, it is easy enough to use 'Sungkong Ledger' without education or training. Anyone can use it easily as if one can take household accounts keeping, even without tax and accounting specialized employees. It provides appropriate functions for industry-specific and size-specific including one man business, creator, influencer, start up, micro enterprise, etc.

It is not for a certain business area or person, but versatile for everyone regardless of business size or job range, expanding usability area through continuous update of industry specific characters.

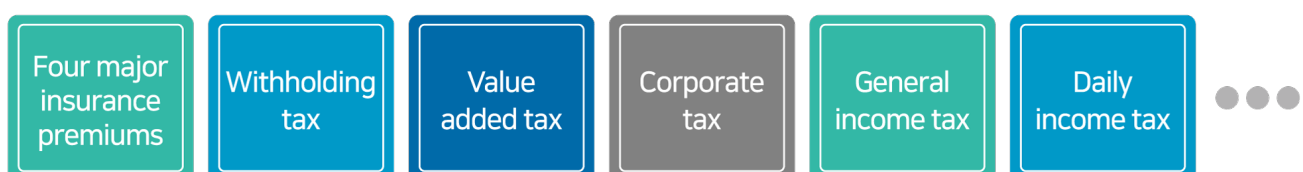


### 3-2 Capability\_Trustful Partner

In case of that inquiry or exceptional item which is not included in the service, a dedicated tax accountant supports tax consulting in non-contact. So, the customer can solve the problem appropriately and legally without time and space limitation.

'Sungkong Ledger' provides all tax report related service including withholding tax, value added tax, corporate tax, income tax, daily income tax, etc. Every corporate information will be stored through security server COMODO SSL certification, which is used in 100 countries.

Tax related services last insofar as the country and citizen exist. The business is confirm long lasting because it provides administrative service in the specialized area to the official government agencies.



### 3-3 Cost\_650 won per day!

'Sungkong Ledger' is designed for customer to collect customer's favor function choose and pay, so efficient and economical use is available.

Data registration right is

- to collect a transaction data automatically (electronic tax invoice of the national tax service, cash invoice, credit card, bank or security corporation, the credit specialized finance association, credit care revenue, etc.)
- to report directly value added tax, withholding tax, four major insurance, etc.
- to provides management report, real time tax prediction service

Data registration right provides basic service with a minimum package for tax and accounting, and it's cost is 650 won per day. O2O internet bookkeeping service includes not only data registration right but also

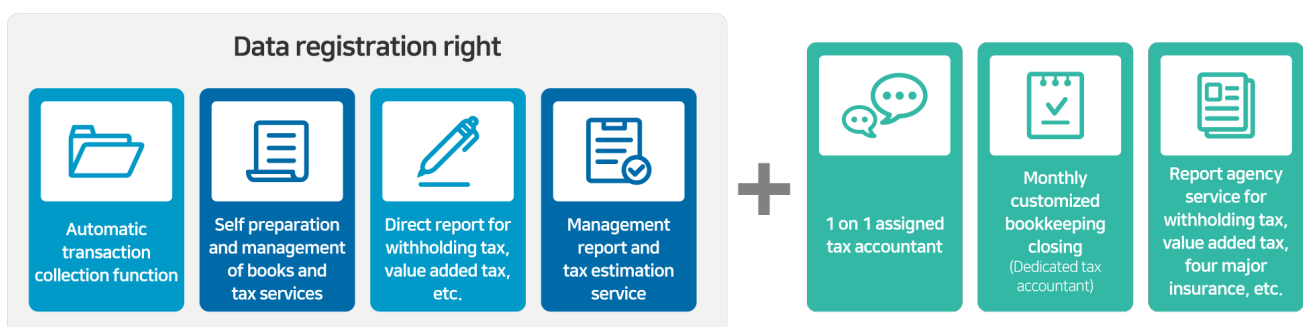
- exceptional tax accountant for 1 on 1 consulting
- monthly finishing balance account(exceptional tax accountant allocated and management)
- agency service including withholding tax, value added tax, and four major insurance

O2O internet bookkeeping service provides tax and accounting functions for corporate and individual business.

There is additional service as a form of unit of product including electronic tax invoice, closing financial statements review service, year end tax adjustment, printing statements, profit and loss, etc. And it provides new function development on the cheap cost.

It is expected to subscribe to the service and pay additionally because of verification of unit of products and basic product composition.

### O2O Internet bookkeeping service



### 3-4 Convenience\_Convenient Program

'Sungkong Ledger' is conveniently usable for everyone who don't have tax and accounting expertized knowledge. Once you enter when, whom, what, how as if you just keep a household book, you can complete a double entry automatically. It provides automated generation of tax reports including financial statements, value-added tax, withholding tax, daily income tax, corporate tax, income tax, and other bookkeeping. Therefore, it provides accounting information enabling managers choose right decision making.

Management information includes (monthly profit and loss statements, credit account, sale and purchase, liability, cash flow, etc.) + financial statement + sales(credit and loan, sales and purchase, revenue and cost per transaction) + human resource management, salary(salary report, four major insurance, income tax, residence tax automatic calculation and tax payment breakdown) + inventory management(customer management, product management, shipped status table, inventory status), etc.

And it provides monthly profit and loss, financial analysis, funding status, sales status, credit and loan analysis, management summary, crisis management, and diagnosis. It also provides various conveniences including electronic tax invoice, card, cash invoice, account status on automatic, manual, and excel register.

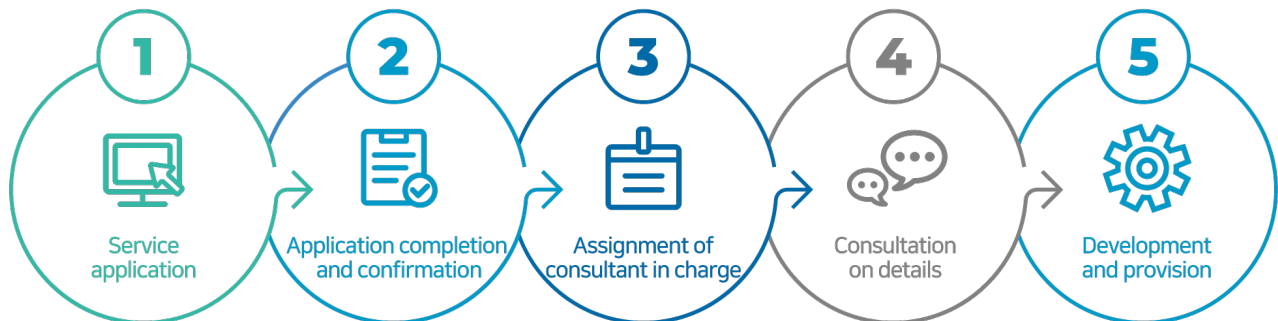
ERP(Enterprise Resource Planning) industry has a very high entry barrier because it requires continuously changing legal issues and data synchronization with government agencies. 'Sungkong Ledger' is now recognized as a new powerful player beyond the barrier. And it is effective to take a lead advantage because it provides innovative procedures and convenient functions.



### 3-5 Customizing\_Best Solution for today

'Sungkong jangbu' is operated on cloud service, so every function is available without time and space limitation. And it provides every device accessibility including PC, mobile, and tablet. Additionally, we develop and provide management information report functions with low cost and business specific according to business or size characteristics.

Custom made function design and development according to customer requirements is very important in point of view of that transformation from general customer to loyal customer. Custom made function design and development is expected to make customer defection rate decrease and to be a killer content.





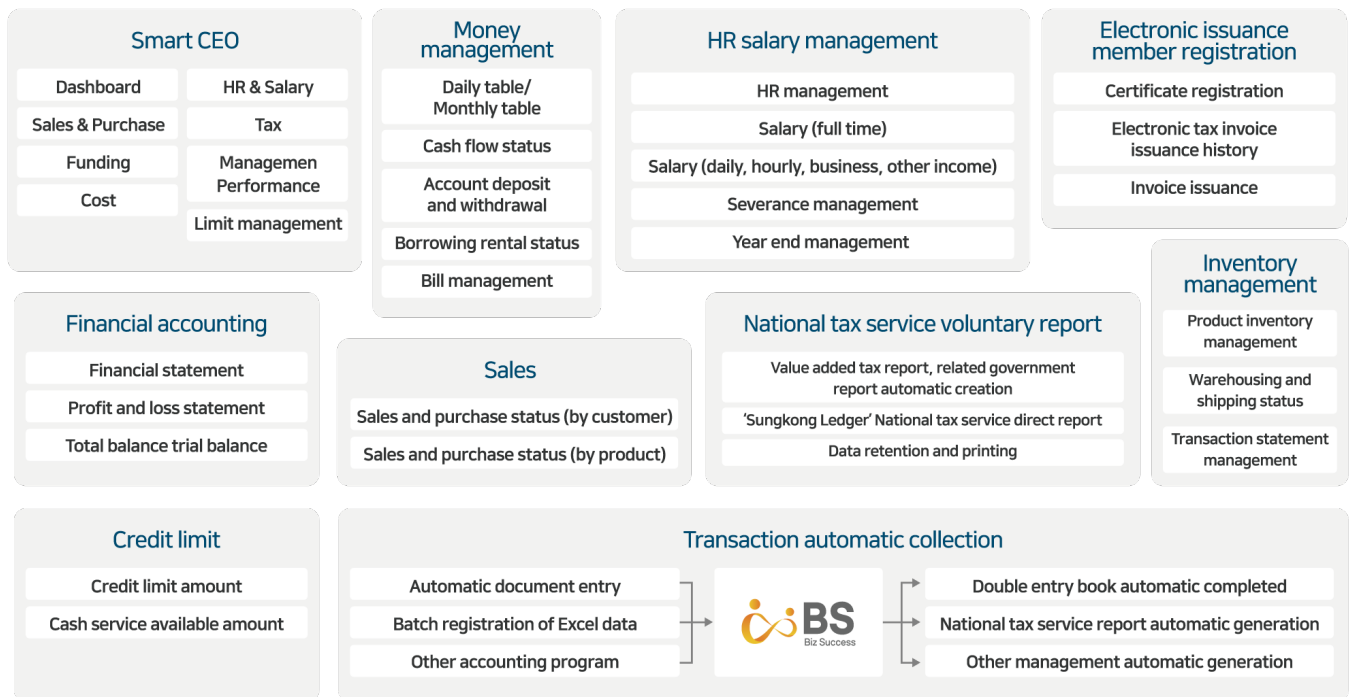
# 04 Strategy

'Sungkong Ledger's  
Butterfly Effect





## 4-1 Market Entry Strategy\_Entering the ERP Market Successfully



We established tax and accounting service on Cloud SaaS platform in April 2014 with accumulated site experience and software development including cloud, big data, and AI, which are estimated as core of the fourth industrial revolution. And we are providing the best quality tax and accounting service (electronic ledger, ERP (Enterprise Resource Planning)) for 7 million SMEs and micro enterprises at a reasonable price.

'Sungkong Ledger's service includes and is planning to expand to management information, funding management, human resource and salary management, electronic publication member registration, national tax service electronic report, sales management, inventory management, a line of credit, automated transaction collection, etc.

We entered the ERP (Enterprise Resource Planning) market, especially conglomerates and medium sized enterprises areas, their business environments are better than others. Now, we are recognized as a new powerful player by differentiated domestic technology (Transaction input method based on 'who, when, where, what, how, why') and the service (electronic ledger, ERP (Enterprise Resource Planning)) for SMEs and micro enterprises. The 'Sungkong Ledger' secured customer satisfaction through differentiated positioning that converges and manages through expert groups (tax accountants, certified accountants).

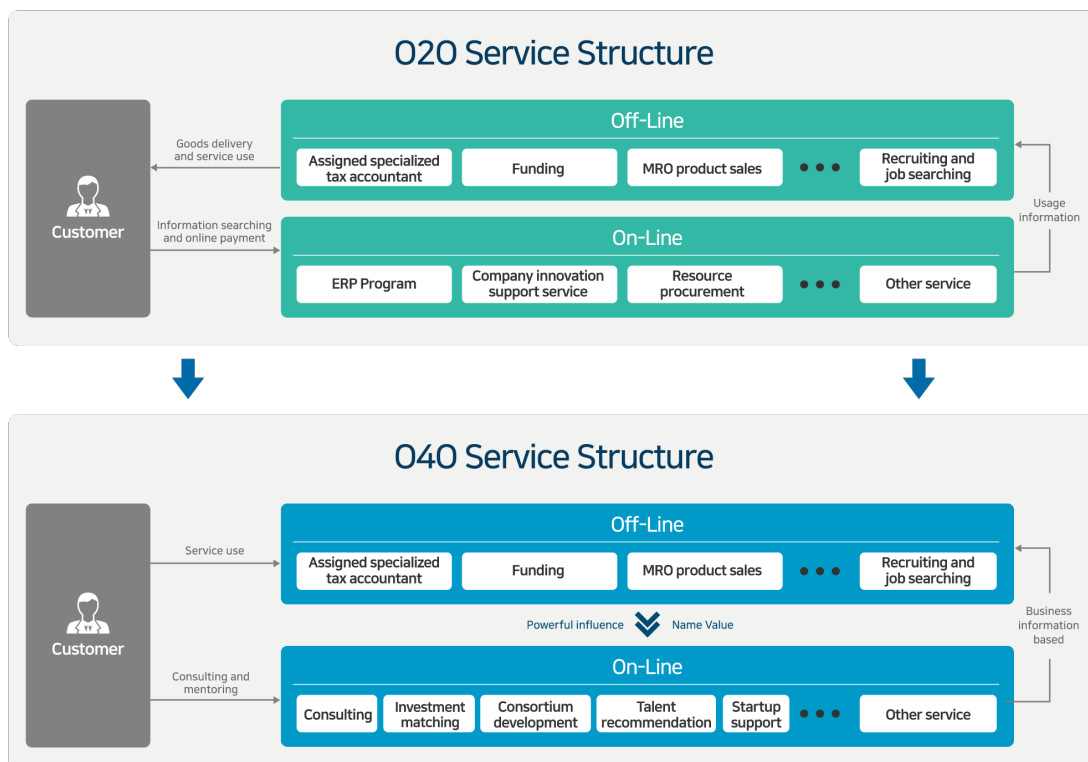
## 4-2 Product Development Strategy\_Jack of All Trades 'Sungkong Ledger'



The 'Sungkong Ledger' is moving beyond the scope of electronic ledgers and ERP(Enterprise Resource Planning) (Enterprise Resource Planning) to become a platform for corporate innovation. We want to provide all the information necessary for corporate management based on the reliability of differentiated electronic ledgers and ERP(Enterprise Resource Planning) (Enterprise Resource Planning) services.

It connects legal information necessary for company establishment with office rental and sales, and supports smooth business preparation by linking the filing and registration of patents and trademarks that serve as a stabilizing business model. In the case of IT companies, service development, in the case of manufacturing, production-related funding(Korea Credit Guarantee Fund, Korea Technology Finance Corporation, etc.), employment of professionals, and the establishment of business partners are linked to programs that can support the process of establishing business. In order to promote service launching and product sales, investment matching of marketing costs and the discovery of specialized marketing companies for each industry are supported to overcome barriers to market entry, thereby generating fixed revenues and operational experts necessary for the arrival of business expansion, As a support program necessary for human resource replenishment and market development, it is expected to contribute significantly to corporate management innovation by providing a package of care services from establishment of a company to entering a stable path.

### 4-3 Market Development Strategy\_From O2O to O4O



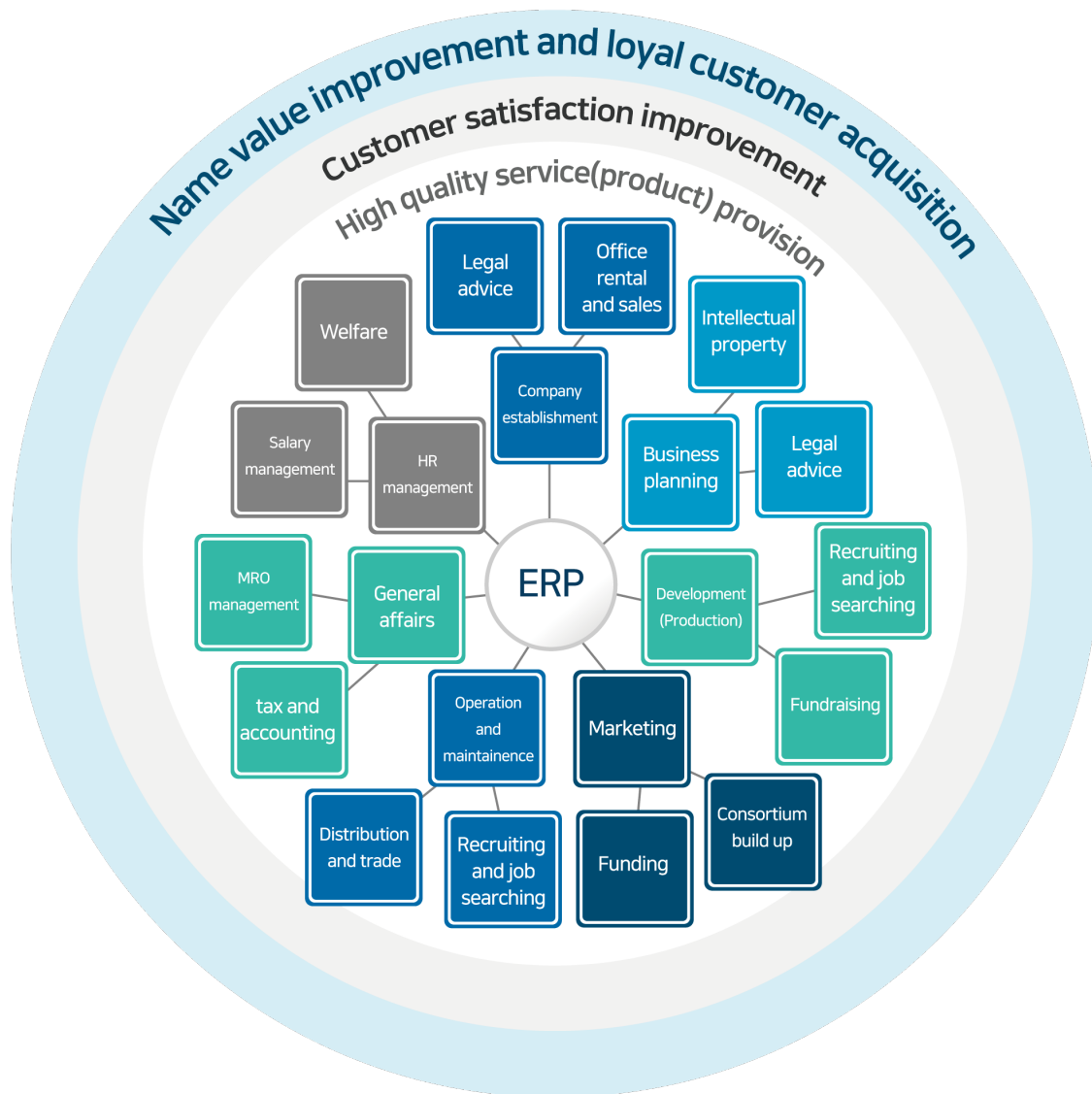
With the rapid development and spread of online, O2O (Online to Offline) services are playing a leading role in the IT market. As part of a trending online to offline (O2O) service, we have been able to establish and grow in the non-contact ERP(Enterprise Resource Planning) market. Now, we are advancing from O2O (Online to Offline) service to the more advanced O4O (Online for Offline) market.

As the range of services expands, we intend to establish a Strategic Foothold to provide smooth support for areas that cannot be solved non-contact. This provides a consulting service for prospective managers (including one man companies) or operating companies to support faster and more practical mentoring than programs implemented by organizations such as Korea SMEs and Startups Agency and Ministry of SMEs and Startups.

For example, in small companies, regular reports related to tax and accounting and business management information such as once/two times/three times/ per month while accounting are processed using a non-contact electronic bookkeeping or ERP(Enterprise Resource Planning) system rather than hiring a dedicated accounting staff. You can access the business travel accounting service that you can receive. The visiting accounting service is a dedicated employee who was in charge of the tax accounting bookkeeper of a company located in the business innovation base center, and manages the company's bookkeeping and regularly visits the company to report on the status of processing and expected work.

At the Center for Management Innovation, offline sales organizations, sales managers, coaching managers(visiting service managers), regular bookkeeping education, attract companies to subscribe to services, maintain existing customers, and induce additional product subscriptions with loan product inquiry and execution, prior consultation for tax and accounting, and management consulting.

#### 4-4 Related Diversification Strategy\_ERP, the Center of the Management

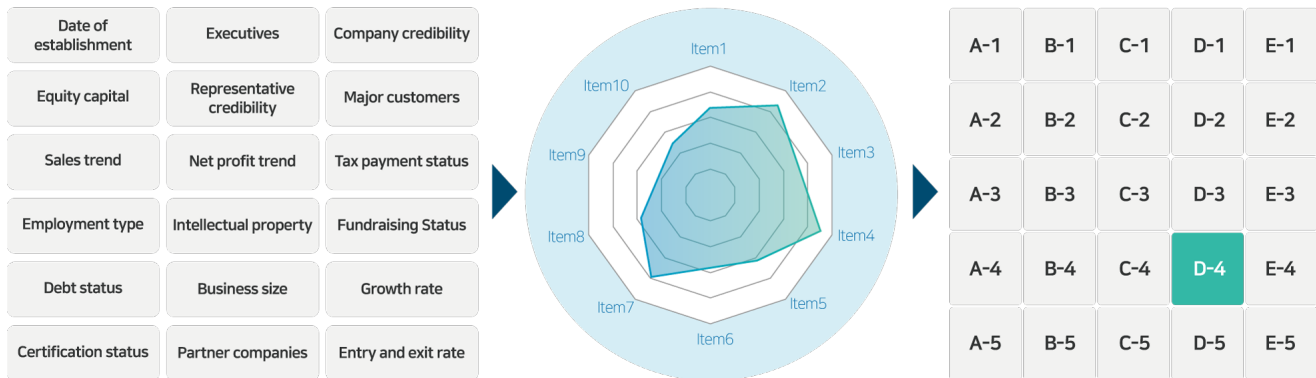


The most important reason to build an ERP(Enterprise Resource Planning) system is maximizing work efficiency. Operational efficiency that saves time and manpower, efficiency in allocating human and material resources, efficiency of information that enables rapid situation identification and decision-making, and plan-driven management efficiency are the main factors that can improve the quality of services(products). As a result, corporate value will be improved.

Various changes in the company and diversification of service(product) due to the use of ERP(Enterprise Resource Planning) system can induce repurchase by dramatically improving the customer satisfaction of service(product) quality and enable viral marketing. Therefore, the accumulated loyal customers and the improved name value can continue to increase sales by forming and maintaining relationships between companies that sell services(products) and customers who purchase and use them.

## 4-5 Unrelated Diversification Strategy\_D.ERP Tech (Database driven ERP Technology) Market Entry

### Introduction of an evaluation system based on accumulated corporate information



Various basic data of the accumulated company (basic company information, financial information, sales information, organization information, tax information, accounting information, licensing information, growth rate information, etc.) are converted into scores and used as company grade evaluation data. It is managed in a matrix structure so that the status can be grasped. Since the evaluation table provided by D.ERP(Enterprise Resource Planning) Tech can diversify the perspective of understanding the current situation of the company, it can act as a very three-dimensional and highly reliable data compared with the current financial statement-based corporate credit rating.

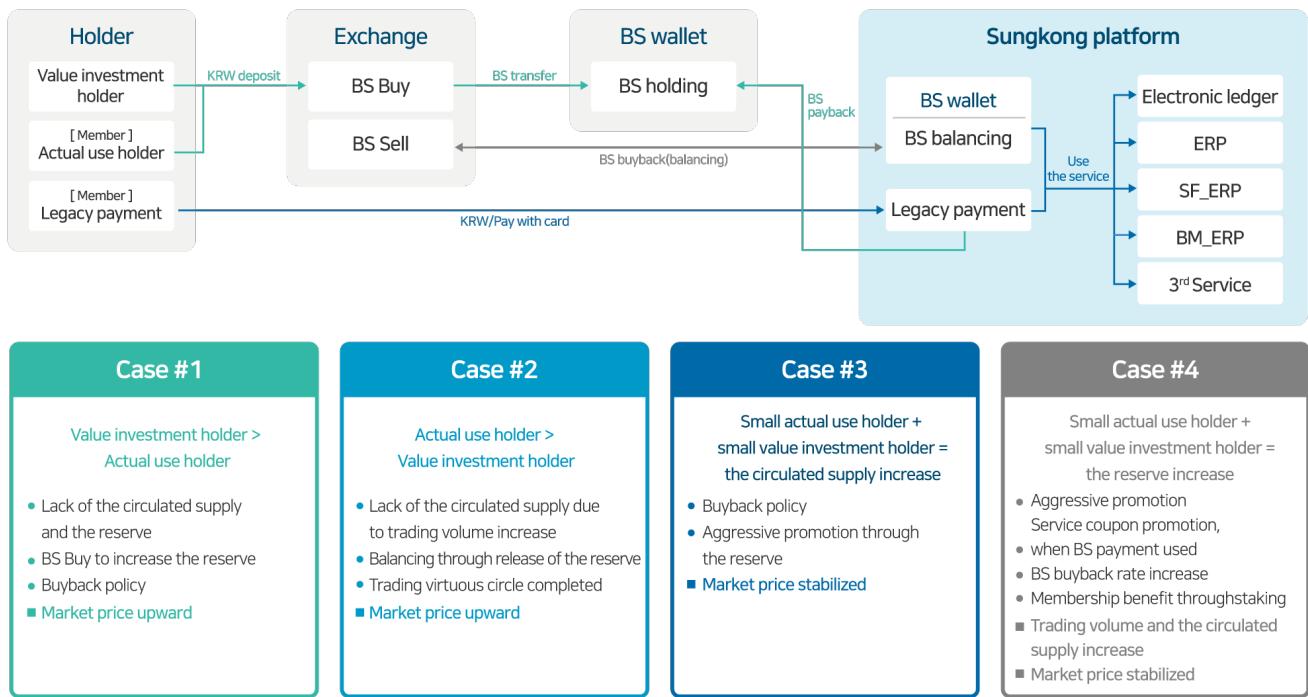
The data used for D.ERP(Enterprise Resource Planning) Tech is not indiscriminate data, but based on data submitted to the state such as sales, tax payment, four major insurance premiums, and financing based on public confidence. It will be used as a very important data, and it is expected to make a great contribution to national economic development by being used as analysis and indicating data for domestic companies, which is the future that D.ERP(Enterprise Resource Planning) Tech will show.



# 05 Token Economy

How to use BS

### 5-1 'Sungkong Ledger'-BS Relationship\_Success Promotor 'BS'



The service of the sungkong platform forms a win-win structure so that the various benefits of the BS and the service and wise and reasonable consumption can be achieved. The expansion of business is proportional to the increase of the usability of BS, and the increase of the distribution of BS is proportional to the improvement of service quality and increase of benefits. In addition, even when service stagnation arrives, aggressive marketing can be performed through BS, and even when the distribution volume of BS decreases, it is designed to complement each other through various promotions.

When BS's value investment holders occupy more weight than actual use holders, the BS's owned by the head office should be distributed, and if the BS's owned by the head office is exhausted, the value of BS is expected to increase through procurement activities in the market.

For example, when the number of value investment holders invested by evaluating the value of a company or service rather than the actual use increases, the amount of BS distribution to be procured by real users in the market is insufficient. In addition, when the amount of BS required to accumulate in a company is exhausted, there may be cases in which it is necessary to purchase the circulating volume, and the shortage of circulating volume also causes the BS's market price to rise.

When the actual use holders of BS occupy a larger proportion than the value investment holders, the increase in transaction volume in the market can bring about an increase in value.

For example, if the number of actual holders who want to pay for services with BS increases, it causes a strong buying trend in the market. When companies run out of their BS, they need to procure a strong buying BS. This will also increase the BS market.

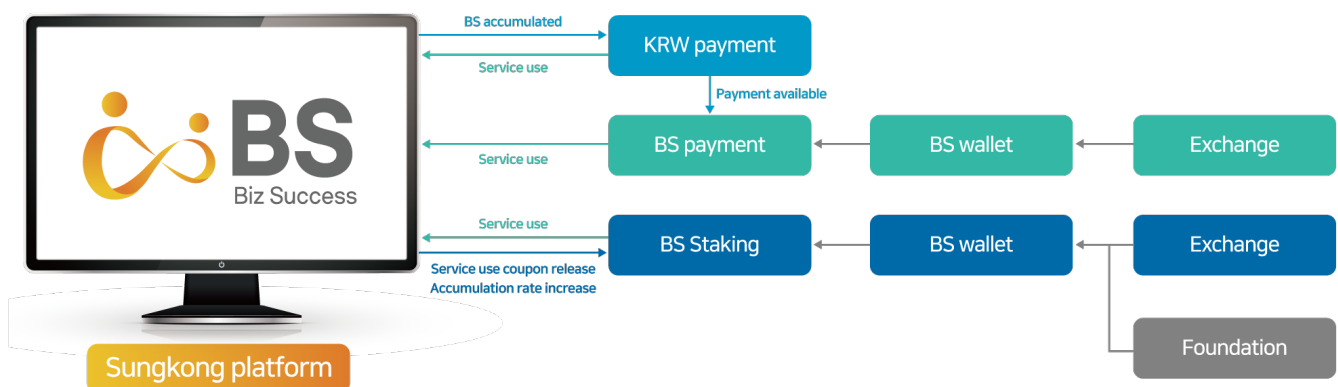
Conversely, in the event of excessive distribution of BS due to the shortage of value investment holders and actual holders, the head office activates the buyback policy to prevent value decline and stabilize the value. In addition, in a situation where the head office has an excess of BS, aggressive marketing and promotions can increase customer inflow and increase the distribution of BS.

For example, if BS's transaction activity in the market is inadequate, excessive distribution may result in dumping. In order to prevent this, the head office will implement a buyback policy. Some of the BS's accumulated sales and the accumulated funds from BS's trading activities are kept in a certain proportion and used as an effect of maintaining the market price in the event of such a situation.

If the shortage of transaction volume continues despite the initiation of the Buyback policy, the headquarters will use the purchased BS to increase discount benefits and issue free passes when paying with BS, increase the BS accumulation rate when paying in KRW, and add through staking. It maximizes the transaction volume by applying discounts and giving preferential benefits to the accumulation rate.

Success platform and BS can be operated continuously by establishing a proactive response strategy that can lead in both directions in case of that the growth balance breaks down.

## 5-2 Reward & Benefit\_Reasonable Consumption 'BS'



BS forms a virtuous cycle of service between the success platform and customers, and provides reasonable rewards and benefits. You can enjoy BS Payback, payment support, additional discounts through staking and preferential accrual rates.

When paying by card or fiat currency, which is an existing payment method, for electronic books, ERP(Enterprise Resource Planning), and management innovation support programs provided by the success platform, a certain amount is paid back to BS based on the amount of payment. When the accumulated BS reaches a certain amount or more, you can pay for service usage fees.

BS secured through an exchange or BS wallet can be paid as service fee. When paying with BS, a discount is applied to provide an opportunity to use the service at a lower cost. You can also experience the financial benefits of the increase in the value of BS.

If you staking BS for a certain amount or for a certain period of time, membership registration and additional benefits are provided. Membership allows you to use some services and package services at a discounted amount, or coupons that allow temporary use of some services are paid monthly. It's possible. When paying with the existing payment method according to the membership level, special benefits are provided for membership members such as an increase in the accumulation rate by preferentially applying the BS accumulation rate.

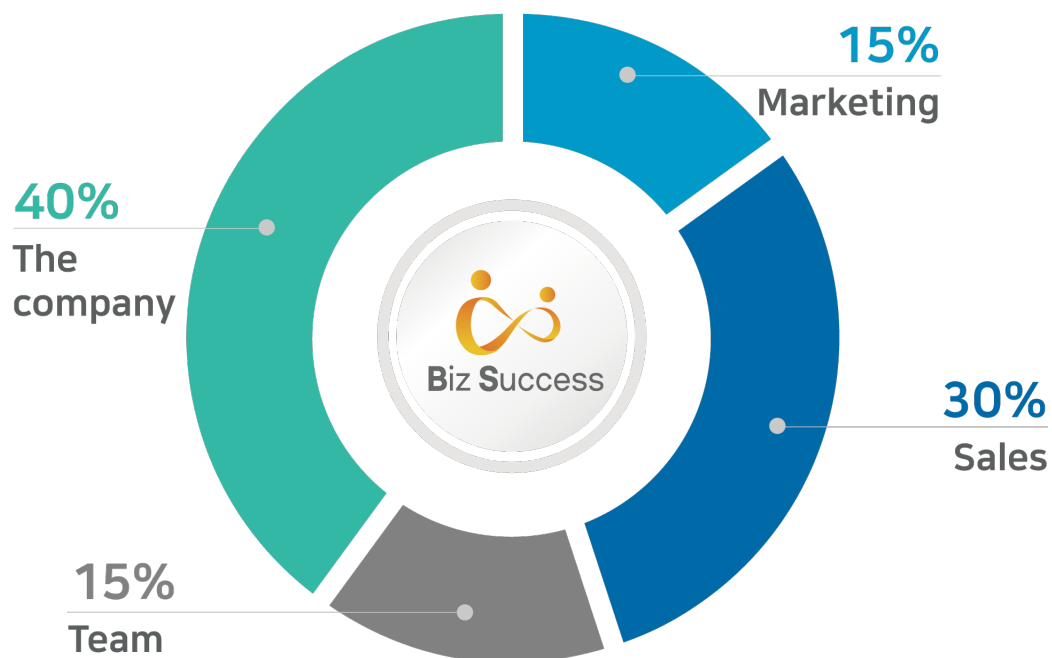




# 07 Token Distribution

The background features a collage of business-related imagery. On the left, a hand is shown interacting with a tablet displaying a line graph and a bar chart. On the right, a hand is shown holding a document with a bar chart. The overall color palette is dominated by various shades of blue and teal, with a large teal arrow pointing upwards at the top of the page.

Sungkong Toke(BS) is an ERC-20 series token on the Ethereum platform. With 3 billion issuances, sales will be allocated 30%, marketing 15%, team 15%, and company reserve 40%.



① Marketing 15% (450,000,000 BS)

- 15% of total issuance is BS Ecosystem Service activation and marketing(Service launch including bounty and airdrop programs, Used for publicity and listing)
- Lock UP for at least 1 to 3 years in large- scale distribution

② Sales 30% (900,000,000 BS)

- Sale volume which is 30% of the total issue volume
- For price stabilization, sales are conducted in consideration of monthly distribution volume and distribution deterrent

③ Company holding 40% (1,200,000,000BS)

- Price stabilization through sequential sales after 3-year lock
- However, if there is a problem with price stabilization, the lock period is extended.

④ Team 15% (450,000,000BS)

- 15% of the total issuance is distributed to the project team/advisors and shareholders
- An additional 1% lock is released every 6 months after 1% lock is released every month after 3 years
- Additional lock-up for team member quantity in case of price stabilization problem



**08**  
**Road Map**



# Biz Success Road map



The roadmap above is subject to change due to business and other internal Circumstances without prior notice.



# 09 Team & Advisor



The background image shows a business meeting. In the foreground, a person's hand is holding a pen and pointing at a document titled "Financial plan of company development" with "Table № 16" below it. The document features a bar chart with a y-axis ranging from 0 to 1400 in increments of 200. In the background, other people are seated at a table, looking at documents. The scene is overlaid with a blue gradient and a teal arrow pointing upwards.

# Team & Advisor

## Founder



### JongTae Lee

Founder

Sungkong Group CEO

Sungkong.com CEO

Cloud ERP 'Sungkonghaseyo' service

An apartment house ERP system service

House rents income report & a long-range maintenance system

G platform accounting book & tax & finance association

HR database

G valley Seoul Digital Industrial Complex Business Association board member



### HyangJong Lee

Founder

HighlyEffectivePeople CEO

Korean Credit Card Merchant Association promotion committee member

The SYG Institute vice CEO

DouzoneBizOn Cloud group/Electronic Finance team/director

DouzoneNext director, SI group CEO

SunwoolInfo strategic business department

HyunamBarsys development team

## Founder



### **HanSung Jang**

Founder

JinilCPA partner director  
Sungkong Group founder  
Sungkonghaseyo director  
Korea Industrial Business Association Seoul auditor  
*Yangcheon-gu* investment review committee member

## Team



**SeongJin Kim**

Sungkong.com Smart Factory  
division director

Sungkong.com smart factory division general manager  
- Smart factory build up and advancement project.  
SOFTITECH SI performance division general manager  
- SK Broadband ERP & HR advancement project



**HyuckChe Jung**

Hanwha System general manager

Hyundai Marine & Fire Insurance a long range claim  
adjustment portal system  
KB Kookmin Bank open API expansion  
Sungkong.com solution division director



**Jaeyoung Lee**

Sungkong.com manager

Cloud ERP Sungkonghaseyo development  
- An apartment a long-range maintenance system  
- Smart factory advancement DB design & build up  
- SK M&S welfare mall Benefia mobile



**Song Min Jae**

Sungkong.com R&D director

BizData R&D director  
WebCash SM business unit R&D director  
DouzoneBizOn R&D center director  
KICOM R&D Laboratory chief



**HoYoung Kim**

Highly Effective People manager/  
team leader

Cloud ERP Sungkonghaseyo build up  
SAEHEEMANG smart factory advancement  
G platform business account & housekeeping book  
HAEMILL Salesmap management solution build up



## Team



**KyungHeui Bhan**  
Sungkong.com planning director

Ph.D in Management / Certified Consultant  
BizData business development division director  
DouzoneBizOn marketing business division director  
KICOM R&D Laboratory product development director



**Sohee kim**  
JinilCPA assistant manager

JinilCPA assistant manager  
Sungkonghaseyo tax & accounting  
bookkeeping

## Advisor



**Hyeong Seok Yu**  
Blobs CEO

Samsung SDS Researcher  
Samsung EPR Security System Establish  
Security operation of the government  
integrated computing center



**Seung Hak Lee**  
Blobs Director

Samsung SDS Researcher  
Samsung API Gateway develop  
Samsung Building Auto-control develop

## 10 Consideration

The BS Token Business Model was created to provide specific information about the overall contents and roadmap of the project to those who are interested in the sungkong(BS) project. This is not written for the purpose of soliciting investments, etc., and has nothing to do with it.

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