



GONG zöne 共存
Each or together, and Our

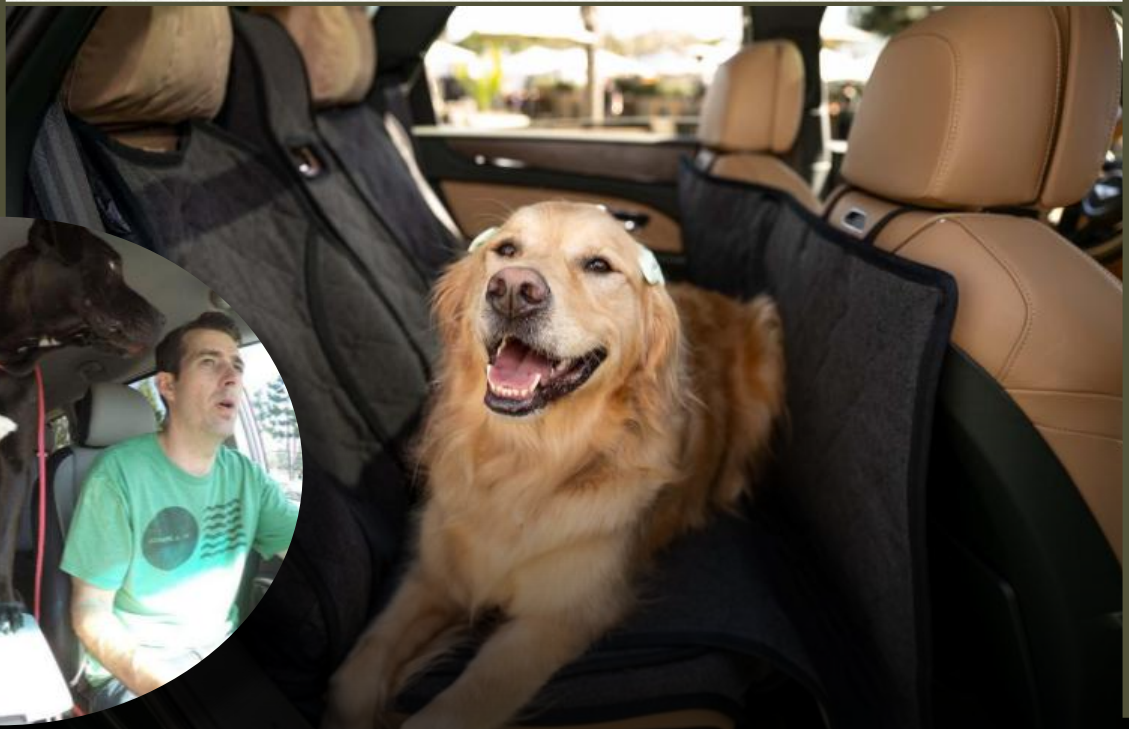
From *Living* Together To *Moving* Safely.

1. GONGZONE: Defining Large-Dog Mobility Safety

Why Now, Why GONGZONE?

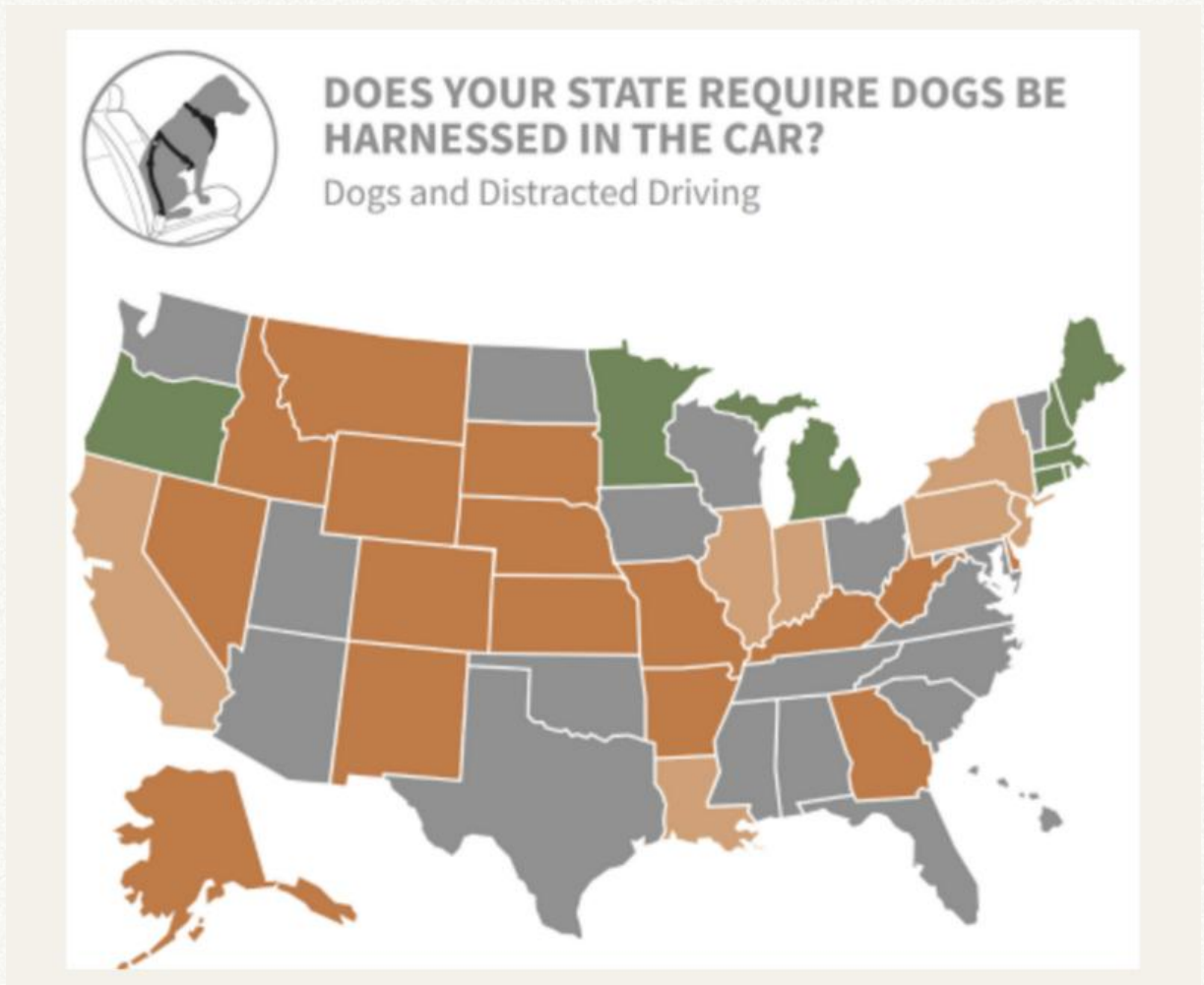
A New Lifestyle Needs a New Safety Standard

NO GLOBAL SAFETY STANDARD
Still Focus on Convenience
Crash: Dog · Driver · Passengers at risk
11 Brands Tested → 1 Verified



* Center for Pet Safety, *CPS*

Pet Mobility is Moving from Comfort to **Safety**



U.S.

Growing Demand & State-Level Safety Debate
71M Dog-Ownning Households +4M YoY



CHINA

National standard for pet products



APAC

Awareness of PET transportation

Demand is growing. Safety expectations are rising.

GLOBAL EXECUTION | *Each Market Has a Defined Role.*



01

R&D · QUALITY

KOREA



Type

Government R&D

Structure

- Auto& (Hyundai)
- Automotiv Aftermarket B2B

Why

BUILD

02

GLOBAL MARKET HUB

U.S.



Type

SAFE · Pre-A Diligence

Structure

- Soft-landing Partners
- Customer discovery

Why

VALIDATE

03

SAFETY PROOF

EUROPE



Type

GMEP | Germany / Finland

Structure

- Gov-back program
- EU Market-entry

Why

CERTIFY

04

SCALE HUB

China



Type

PKU | Government officials

Structure

- Shanghai Customer
- TianjinIn Scale Readiness

Why

SCALE

A Track Record of Recognition

Korean government funding gives us a stable base for cross-border execution.



SECURED GRANTS 2022-2026		KRW 436.72M	
2022	Pre-Startup Package	KRW 43M	~US \$33K
2023	KOSME K-Unicorn Academy	KRW 104M	~US \$80K
2024 H1	Green Food Venture Support	KRW 30M	~US \$23K
2024 H1	Arts Management Support	KRW 40M	~US \$31K
2024 H2	IP Narae Program	KRW 24M	~US \$16K
2025	Restarting Success Package	KRW 100M	~US \$70K
2026	Global Market Expansion (GMEP)	KRW 35.72M	~US \$26K
2026	Startup-Centered University	KRW 60M	~US \$43K

POLICY LOANS 2023-2025			KRW 240M	
2023	Startup Policy Loan		KRW 40M	
2024	Startup Loan		KRW 100M	
2025	Direct Loan		KRW 100M	

U.S. INVESTMENT EXPERIENCE

OAP SAFE investment

Secured and exited in 2025

Amount not stated in source slide

2027 PLANNED PROGRAMS	
First-Step R&D Up to KRW 200M (~US \$146K) / 18 months	KOSME Global Startup Academy KRW 100M (~US \$73K); up to KRW 200M (~US \$146K)

Grants, policy loans, and investment are shown separately. USD figures reflect approximate values on the source slides.

Global Execution Team



Korea & R&D

H.T. Moon

- Grants & BizDev Specialist
- KOSME K-Unicorn Academy
- 25+ Yrs in KR Startup Scene
- Startup Consultant, SamilPwC
- Tech Assessor, KTCA
- M.S. in Materials Engineering



China & Manufacturing

E.S. Choi

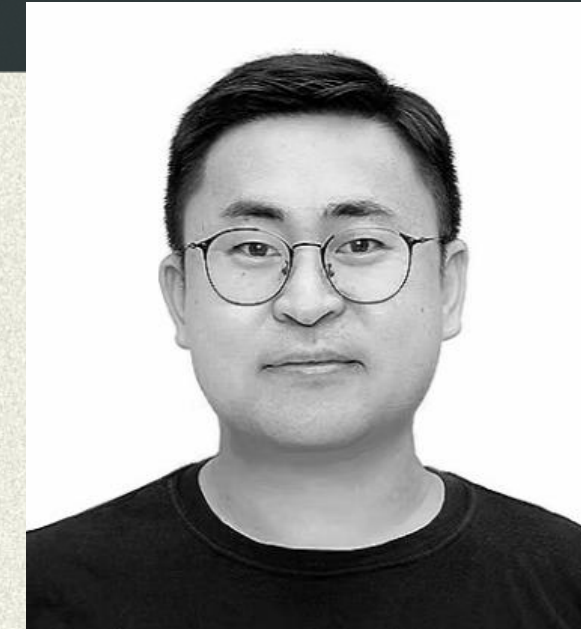
- B2B & OEM Launch Expert
- KOSME K-Unicorn Alum (4th)
- Automotive Tech Mfg
- Hyundai/Toyota projects
- Ex-Samsung HW Engineer
- B.S. in Design Engineering



Founder Globalization

Kyu. Kim

- Global Market Expansion (EU)
- PKU Global Entrepreneurship (CN)
- KOSME K-Unicorn Alum (13th)
- KISED Startup Package
- S² Bridge Ignition by 500 Global
- MBA (Target Entry: 2028)



U.S. & Global Finance

Michael Choi

- Startup Investment Specialist
- KOSME K-Unicorn Alum (13th)
- Founder & CEO, BoxLadder
- Partner, Blitzscaling Ventures
- Ex-Hyundai & Hanwha
- MBA (U.S.), Fulbright



Market Intelligence

S.W. Kim

- Founder & CEO, KALO (AI Powered Research Platform)
- KISED Startup Package
- Foreign Legal Counsel, Huobi Inc
- Research and Data Analyst, KIET
- Economics(MA), LLB, PG DPLP(UK)

Team & Culture



Veterinary Advisory

K.S. Kim

- Director, Animal Hospital
- Professor, DVM, Konkuk Univ.
- Veterinary Clinical Practice
- Vet Association Leadership
- Animal Medical Advisor



Canine Behavior & Training

J.A. Ko

- Certified Dog Trainer, EU
- Certified Dog Trainer, NY
- Canine Behavior Specialist
- Ian Dunbar Seminar
- NYU Graduate



Design & Spatial Experience

Y.W. Lee

- Seoul Biennale Artist
- Maison&Objet Paris
- Seoul Design Festival
- Art & Spatial Design
- Architecture, Ewha Univ.



Founder & Business Strategy

kyu. Kim

- Global Market Expansion (KISED)
- KOSME K-Unicorn Alum (13th)
- KISED Startup Package
- POSCO Incubation (Advanced)
- S² Bridge Ignition by 500 Global

HOW OWNERS REACT, AND HOW DOGS MOVE.

2. A Clear Safety Gap in Large-Dog Travel

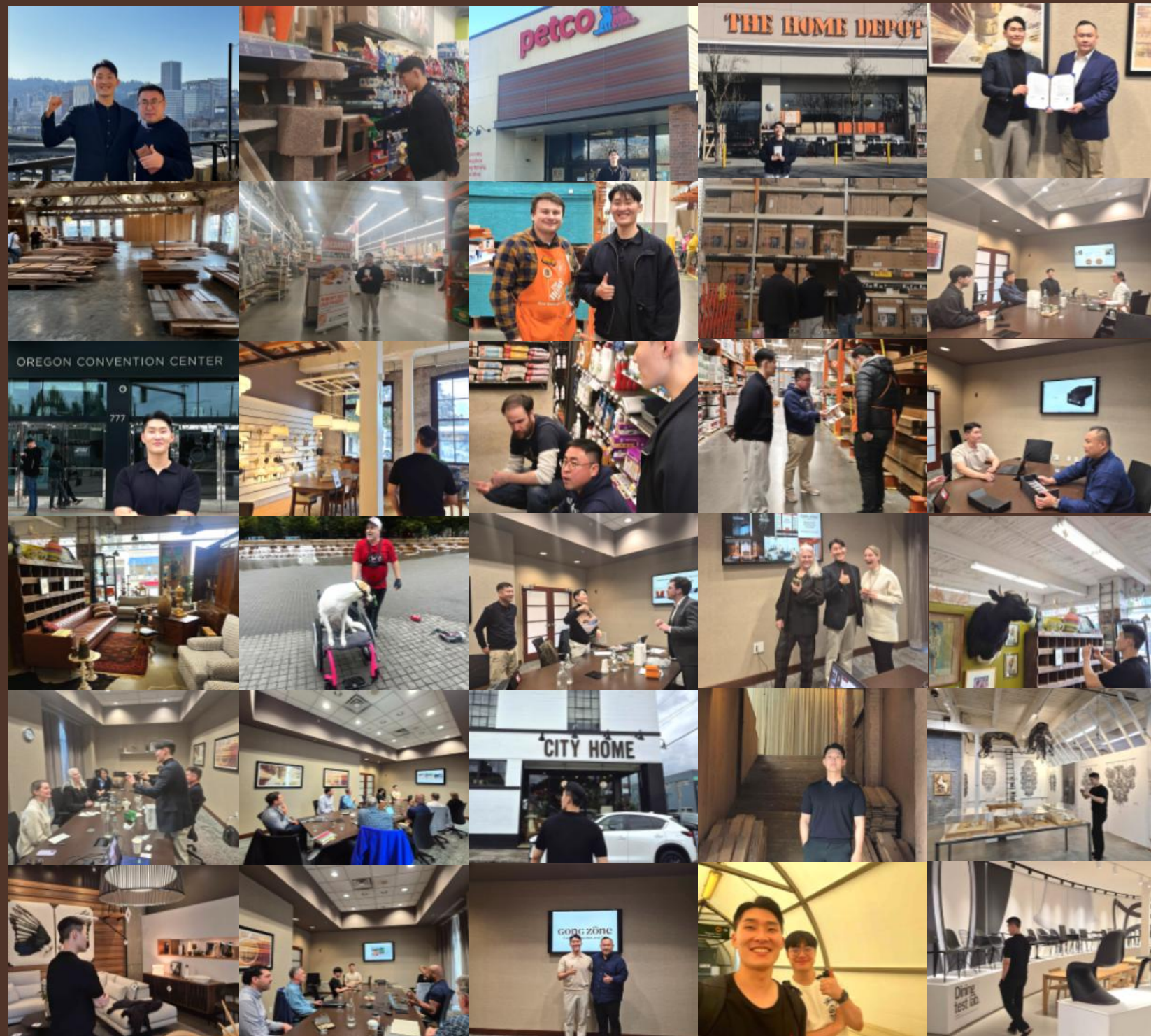
What Did We Learn—and What Are We Building?

From Fieldwork to Evidence

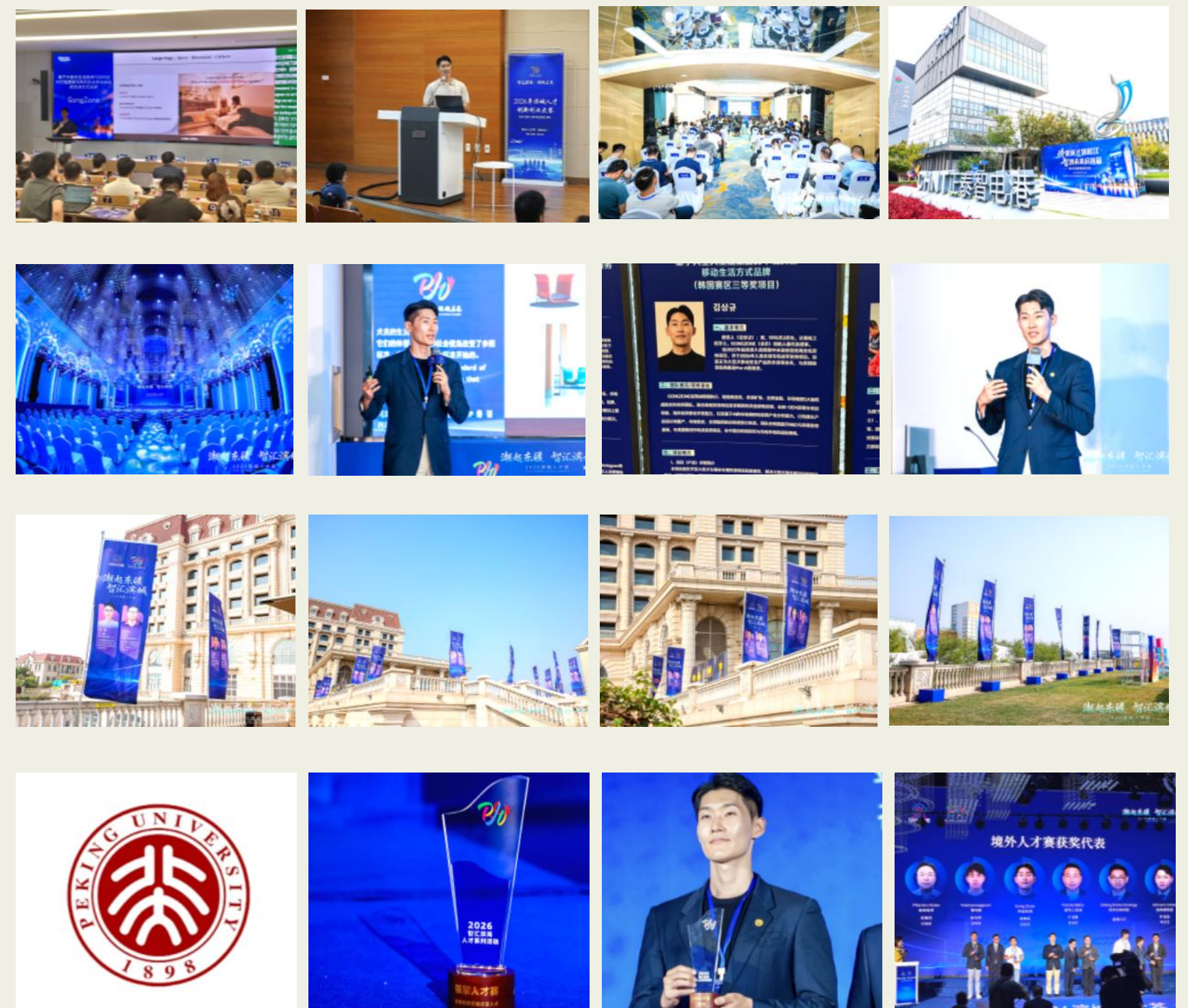
U.S. & China | Local connections & Business opportunities - Market entry starts on the ground



U.S. | Customer Discovery · Investor Meetings · GPI Soft Landing



China | Peking University · Shanghai · Tianjin Government Engagement

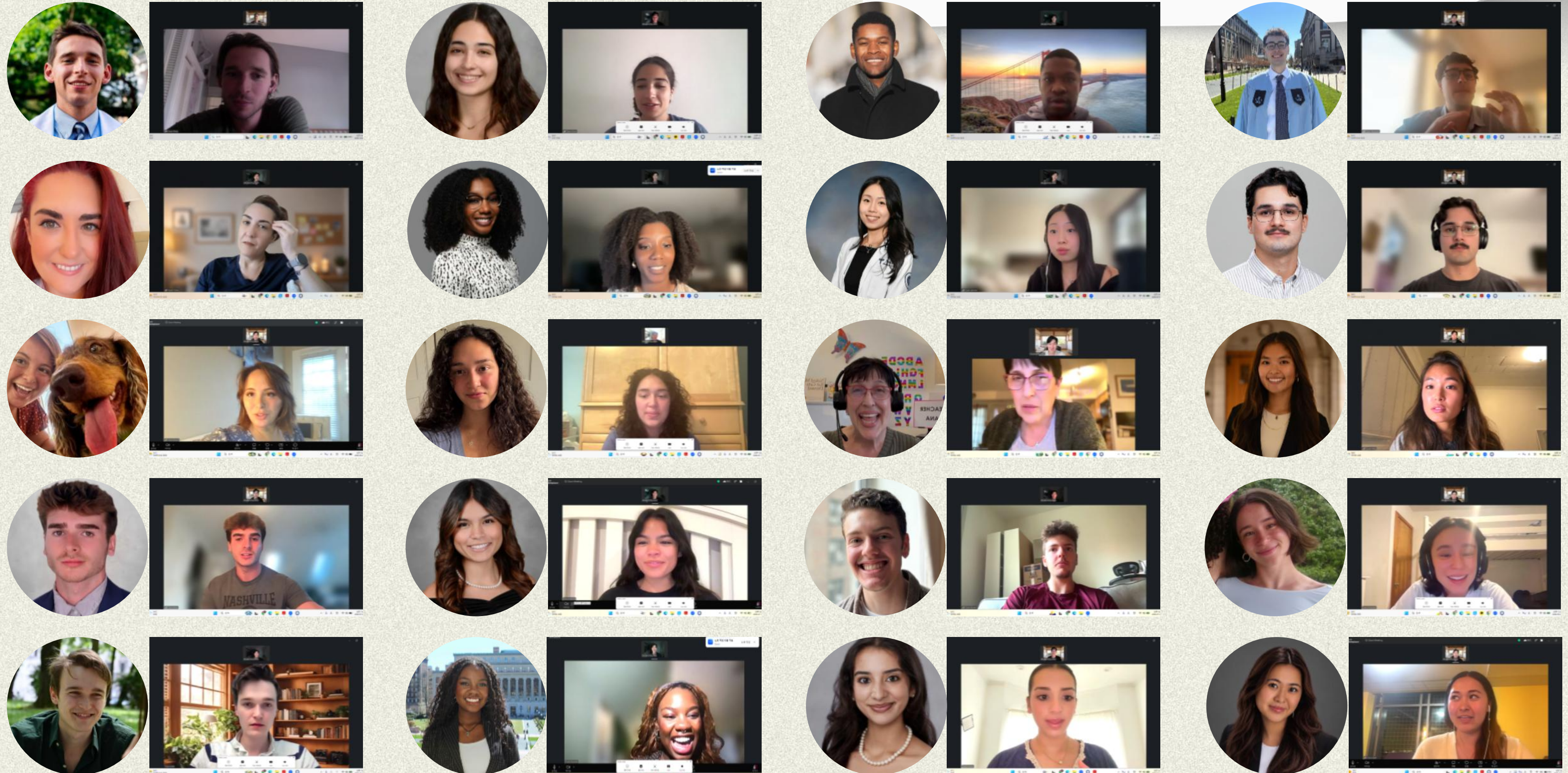


Gong Zöne

In the U.S., **dogs** are already *part of the default*.
Their safety is not yet *part of the routine*.



*U.S. customer discovery interviews, n=20+
Founder-led by Kyu Kim, GONGZONE



01 — The Risk Is Out of Mind

- “I had never thought about my dog dying in a crash.”

02 — Restraint Is Not the Same as Protection

- “What makes it different from a harness?”

03 — Need Meets Practical Barriers

- “Seat space and the ability to carry multiple dogs matter.”



Large-Dog Needs Define the Product. Markets Define the Go-to-Market.

Source: GONGZONE Research Team / Independent Research Partner



Market Intelligence

S.W. Kim

· Founder & CEO, KALO
(AI Powered Research Platform)
· KISED Startup Package
· Foreign Legal Counsel, Huobi Inc
· Research and Data Analyst, KIET
· Economics(MA), LLB, PG DPLP(UK)

01 | TARGET SEGMENT & PRODUCT STRATEGY

Large Dogs Linked to Driver-Safety Risks



OWNER LENS → DRIVER LENS

Dog size changes vehicle risks, product specs, and daily pain points.

WHAT LARGE-DOG DRIVERS WORRY ABOUT MOST

72% Access and escape risk

Control access while driving

68% Cornering instability

Stabilize a higher center of mass

66% Long-trip posture risk

Support space and sustained posture

Top-2-box, large-dog owners (n=50). Measures perceived concern, not crash rates.

The problems experienced by owners vary depending on the dog size.

LARGE DOG

Vehicle Fit and Structure

Greater mass and motion affect cabin space, anchors, and driver focus. Vehicle and restraint fit must work together.

Vehicle-fit complaints: 27.7% (n=47)

SMALL / MEDIUM

Acclimation and Daily Use

Dog acceptance, quick install, and cleaning drive daily use. Familiar restraint fit matters.

Dog-refusal complaints: 29.6% (n=81)

Current restraint use differed by dog size: $\chi^2(4)=15.05$, $p=.005$, bias-corrected Cramér's $V=.272$

02 | COUNTRY GTM & GLOBAL EXECUTION

One Product Standard, Two GTM Languages



Korea builds reasons to trust; the U.S. builds reasons to want.



ONE PRODUCT STANDARD / TWO GTM LANGUAGES / SHARED DATA

KOREA

Vehicle Safety Accessory

Auto B2B and controlled-use settings can build objective test and installation evidence.

- CHANNEL Auto-accessory B2B, pet taxis, and professional installers
- PROOF Approved vehicle/weight pairs, inst all quality, and usage logs
- MESSAGE Driver focus, position control, valid ated scope, and aftercare

UNITED STATES

Pet Travel Experience

Lead with road-trip relevance, then complete the trust story with testing and fit data.

- SCENE Road trips, outdoor activity, and family mobility
- CHANNEL Large-dog communities, product trials, and reviews
- TRUST Dynamic/crash video, approved fits, and long-term reviews



Korean validation evidence

Builds trust in U.S., pet-culture messaging



U.S. premium pet experience

Supports premium value and pricing in Korea

Why Large Dogs First

safety bucket seat

- Vehicle Anchoring
- Escape Prevention
- Posture Control

Injury Mechanisms

- Dashboard impact & window ejection
→ 75% fatality rate
- Airbag in front seat can be fatal to pets
- Further accidents prove far more fatal

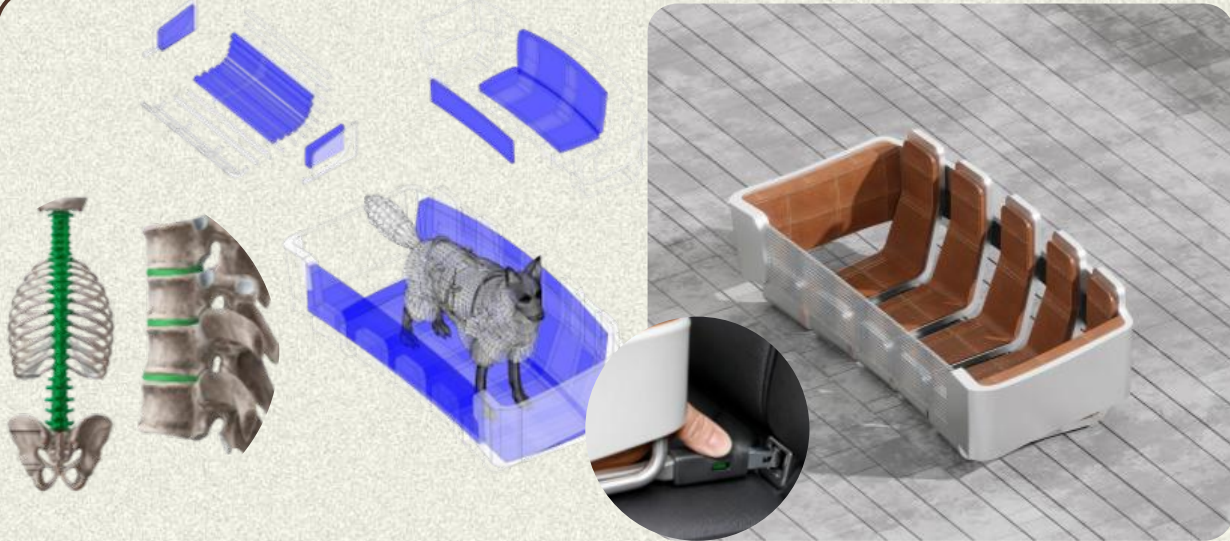
Injury Mechanisms

- 80-lb dog ≈ 2,400 lbs of force
- 10-lb dog ≈ 300 lbs of force



Monolithic Body

- All impact energy is absorbed by **one rigid mass**.
- Once material limits are exceeded, **cracks and structural failure occur**.



Segmented Structure

- **ISOFIX Anchoring · Impact-Resistant Frame**
- Energy is dissipated at each interface (**gaps & joints**)
- The dog receives **reduced, residual impact**.

Movement Control in *Everyday Driving & Post-Impact Events*

	LARGE DOG	MID / SMALL DOG	
 Exit concern	72%	59%	Movement range & access control
 Vehicle fitment issue	27.7%	6.2%	Vehicle-specific fitment
 Crate / carrier use	42%	26%	Demand for structural solutions

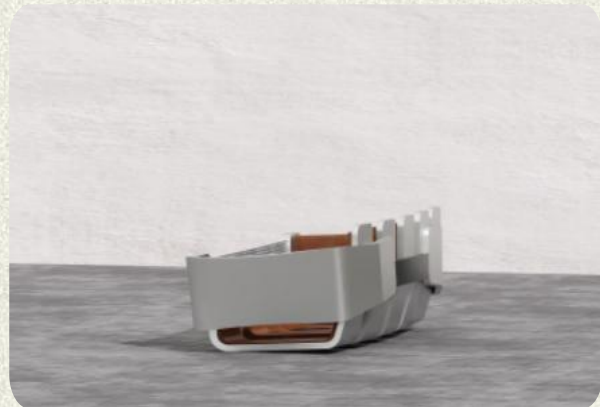
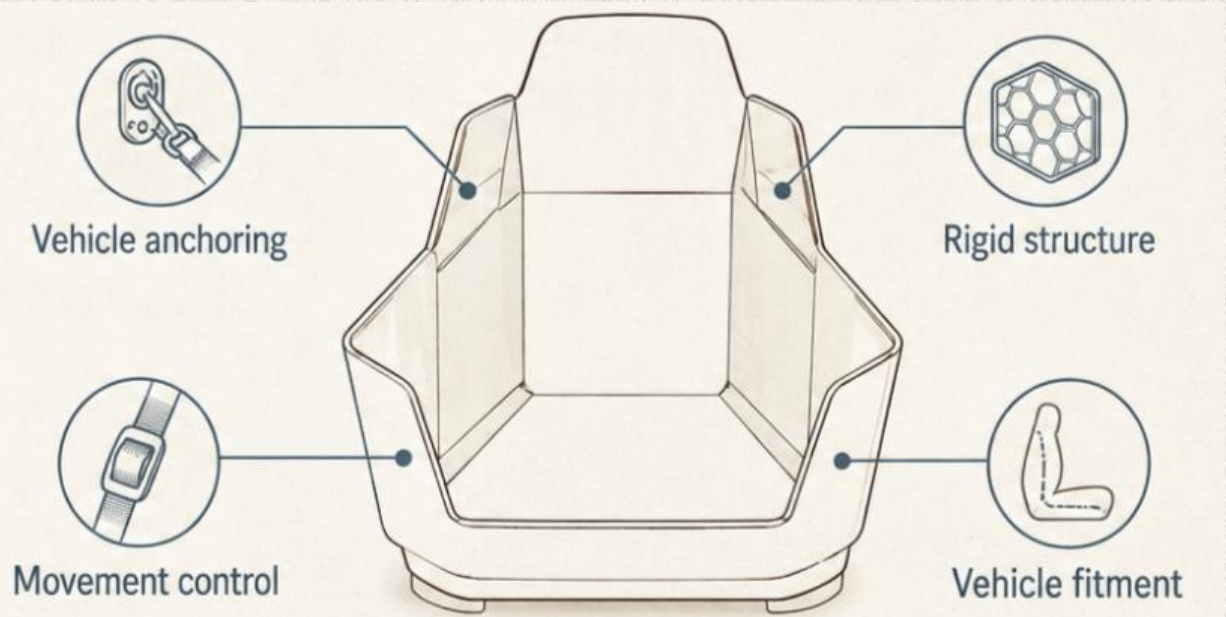
How Today's Solutions Address Different Needs

Safety Need

Only 26% believe a car is safe for dogs in a crash

23% use seatbelts/harnesses

11% use a dog car seat



FEATURE	HARNESS 	PREMIUM KENNEL 	GONG ZONE 
 Restraint	○	○	◎
 Structural Integrity	△	○	◎ Rigid structure
 Impact Energy Management	△	△	◎ Energy-dispersing design
 Vehicle Integration	△	△	◎ ISOFIX + vehicle anchoring
 Pet Behavior Management	Limited	Potential product interference	◎ Movement control & stability
 Vehicle Compatibility	High (adaptable)	Low (vehicle dependent)	○ Wide compatibility (ISOFIX-based)
 Target Objective	Comfort & basic control	Containment & transport	◎ Safety performance & occupant protection

Bucket seat is the Starting point for a broader safety system.

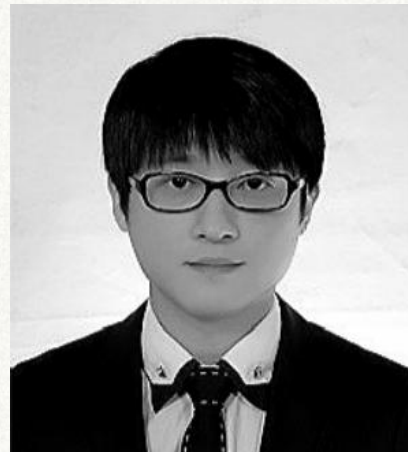
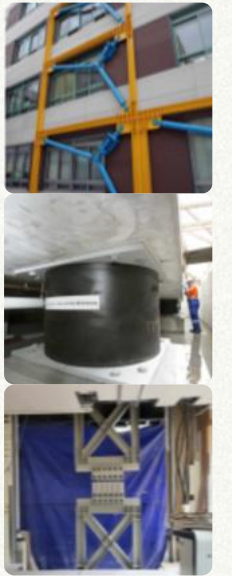
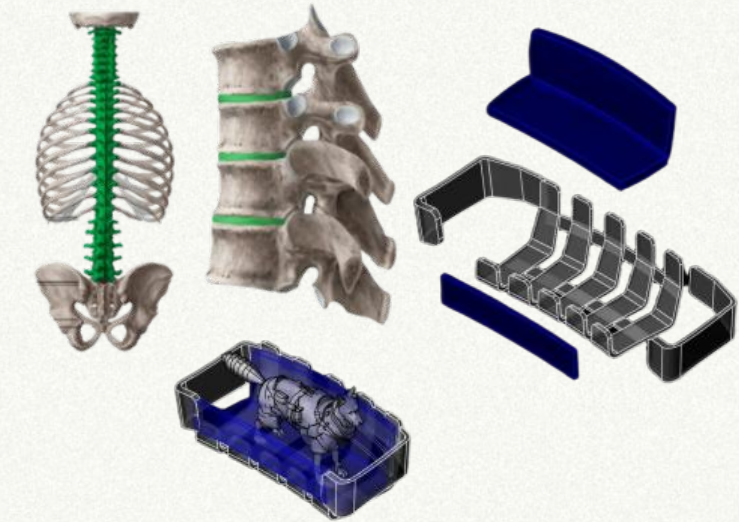
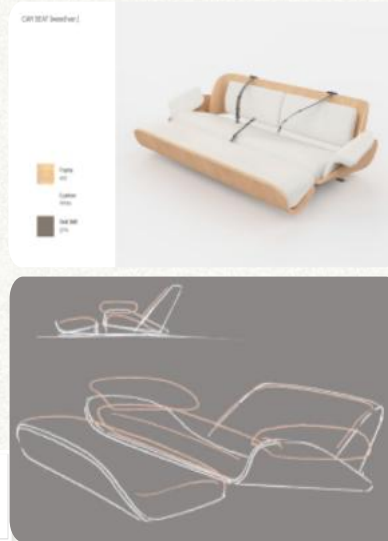
Manufacturing Readiness

Materials · Assembly · Export requirements

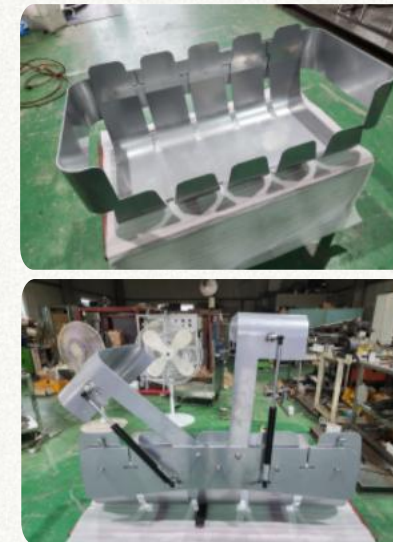
DESIGN → PROTOTYPE → CUSTOMER EXPERIENCE → R&D



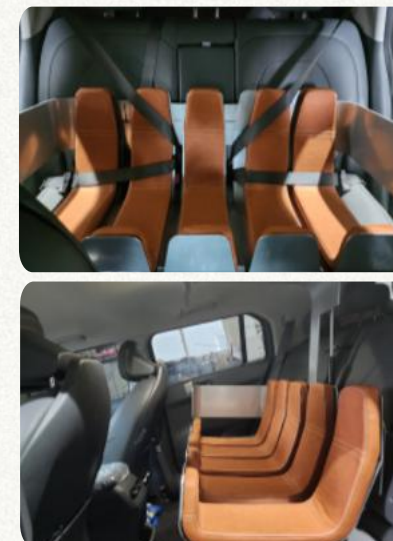
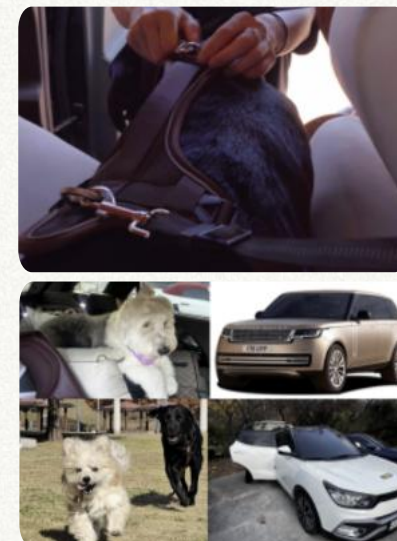
Structural Design & Engineering



Engineering & Production



Materials & Commercialization



3. Building a New Safety Standard for Dog Mobility

How Do We Turn a New Safety Mindset into a Product?

According to an observational study by Volvo Cars and The Harris Poll, the number of unsafe driving behaviors as well as the amount of time the dog distracted the driver, more than doubled while the dog was unrestrained, versus restrained.

Number of unsafe driving behaviors while dog was:

274

Restrained

649

Unrestrained

Time driver spent distracted while dog was:

1h,
39m

3h,
39m

*For GONGZONE,
this makes dog travel a vehicle safety question.*

VOLVO

CPS Certification: Trust & OEM Collaboration

OEM ACCESSORIES

Center for Pet Safety
— Supported by *Volvo & Subaru*



WHY LARGE DOGS FIRST?

Solve the hardest load, space, and vehicle-fit demands first to raise the safety baseline.

01 LARGE-DOG SPEC

Load, anchors, space,
emergency release

02 VALIDATION GATE

Structure, hard braking,
crash, vehicle fit

03 EXPANSION

wider product line
for cars

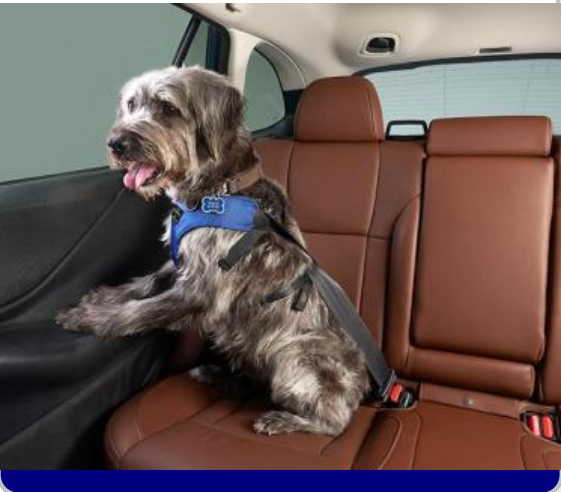
10/10

Korean experts:
validate before selling

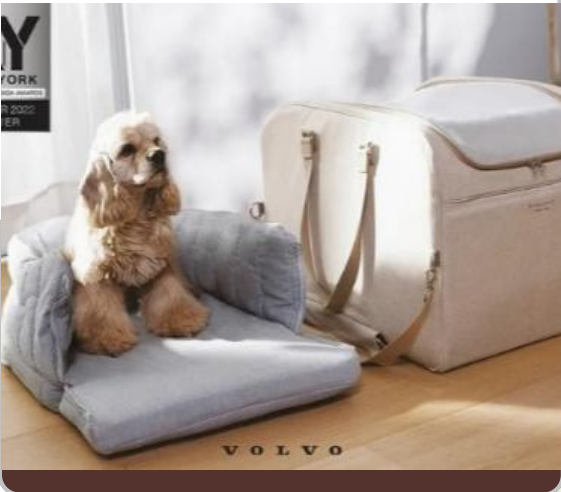
60%

KRW 600K+
seen as appropriate

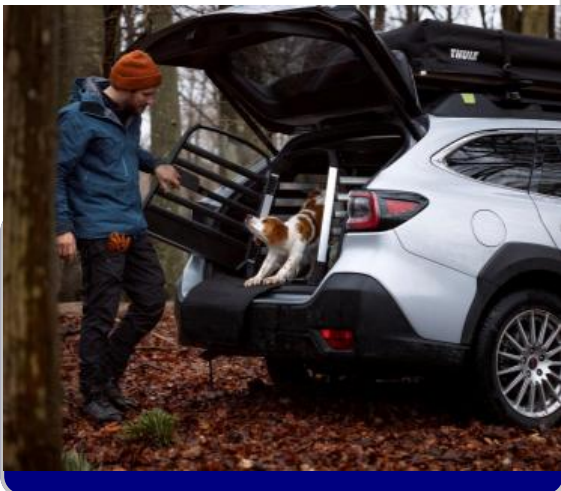
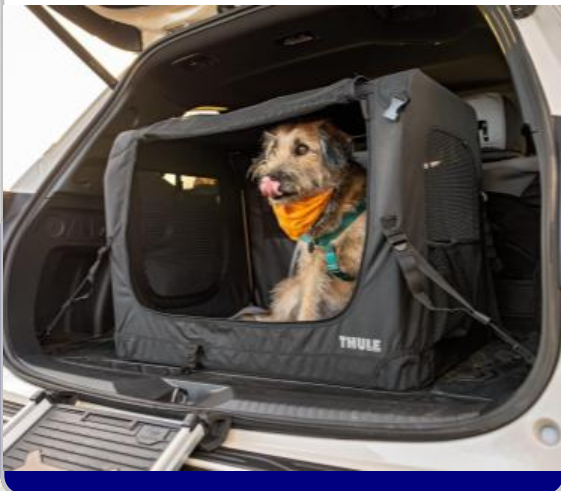
Subaru × Sleepypod



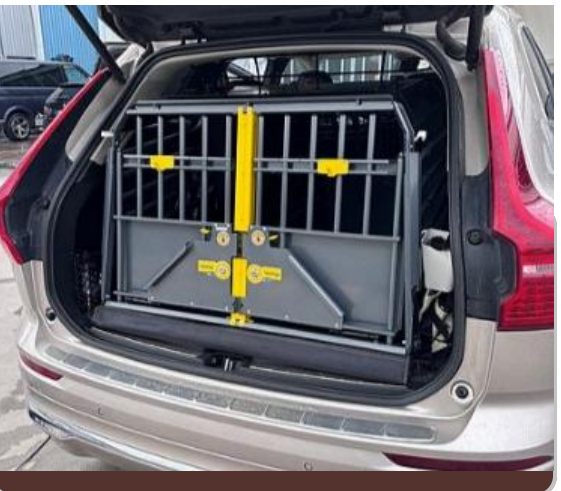
Volvo Korea



Subaru × Thule



Volvo × MIMsafe



Korea's Transportation Ecosystem

With \$2 million, we can develop the product, test its safety, and build the evidence for our next funding step.

Program : Global Market Expansion Program (GMEP)

European Access & Commercialization Support



- **KAIA** Korea Agency for Infrastructure Technology Advancement
- **KATECH** Korea Automotive Technology Institute
- **KATRI** Korea Automobile Testing & Research Institute

1

MOLIT · KAIA

Mobility sector program
selected



2

TIPS Preparation

Investment and R&D plan
in progress



Global TIPS Operator

3

Global TIPS · KATECH

Vehicle Safety R&D
impact engineering



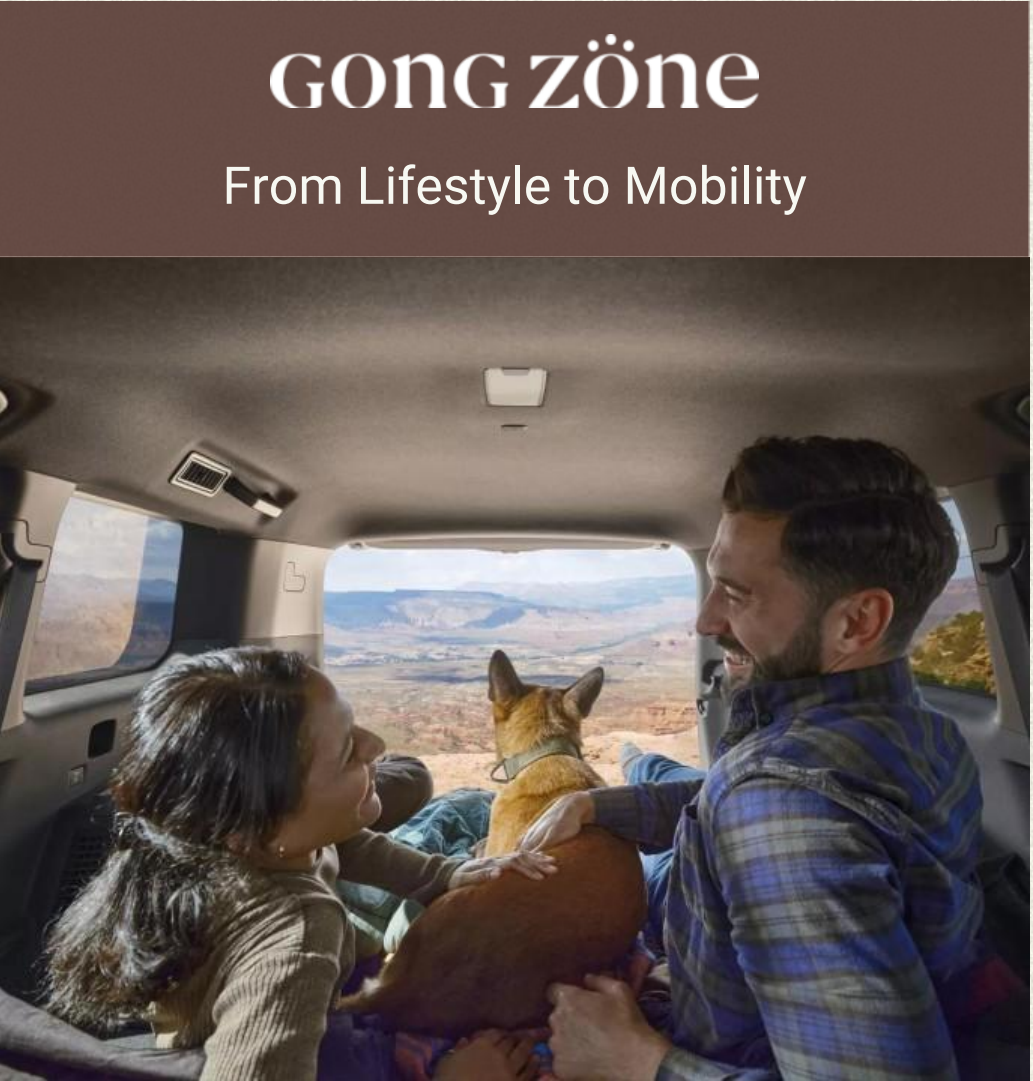
4

Testing · KATRI

Test protocol and
validation pathway



Car Brands Are Building Lifestyle Ecosystems (CN)



Vehicle → *Lifestyle* → Community

Pet is entering the Vehicle

Established Safety *Category*

Safety for dogs in cars Category



Building the Pet Transportation Safety Category.

With partners, we aim to make safer travel with dogs (JP)



Mercedes-Benz
Premium Companion Mobility



Land Rover Dealer
Premium Companion Lifestyle



and wander
Outdoor Companion Lifestyle

4. Demand Signals and First Customer

Who Buys First?

Three Cities. One Brand.

HOME → MOBILITY → TRAVEL

The space is shared. The needs are different.



*“SUVs First,
Starting with the Second Row.”*

KOREA
57.8% SUV / Hyundai · Kia 75.1%
2025 Passenger-Car Market

CHINA
50.0% SUV / NEV 53.9% of passenger-car retail
2025 Passenger-Car Retail Sales

U.S.
59.1% SUV Crossover Pickup 18.0%
2024 New Vehicle Registrations



SEOUL	SHANGHAI	PORTLAND U.S. WEST COAST
Urban Coexistence	Premium EV Lifestyle	Outdoor Lifestyle
GONGZONE KOREA	SHANGHAI STRATEGY	GONGZONE U.S.

Seoul ICP — Urban Routine Coordinator

Dense Living · Daily Care · Easy Fitment



*Large-dog owners who pay for care
— and drive to access it.*

1.13M households

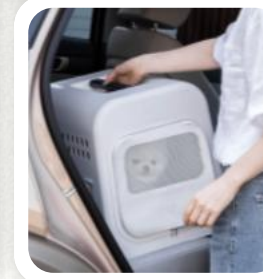
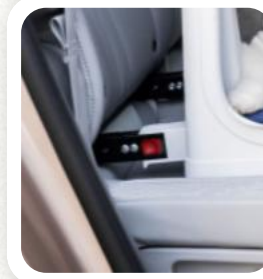
Companion-animal households in Seoul

51.7%

Korea's companion-animal households in the capital region

87.8%

Private-car use for overnight trips with companion animals



Pet features | Auto& about the aftermarket.



Shanghai | Premium Customer Validation



ICP (Ideal Customer)

- Xintiandi — *Premium Pet Lifestyle*
- Pudong — *Premium EV/SUV Owners*
- Xuhui — *Pet-Friendly Urban Lifestyle*

Shanghai Pilot

- Fitment · Usage · Price Acceptance

User Details

Mobility constraint

Large dogs limited public/commercial options

Premium purchasing power

- ¥96,842 disposable income
- 1.71× China's Urban Average

Private vehicle dependency



large-dog owners
who drive premium EV and SUVs



Portland | U.S. West Coast

That opens a path from vehicle safety into **travel and outdoor** products.



Oregon

80.7%

SUVs & Pickups — Oregon new vehicle registrations, 2024

94.6%

Outdoor Participation — Oregon residents, 2022

53.2%

Travel to Trails — Walking or hiking outside the local community



THULE AWNING – ROOF MOUNTED

SALE: \$637.46

WAS: \$849.95

Offer Expires 9/30/2026

[Print Coupon](#)

87% Travel by Car — **U.S. owners** who travel with their dogs

**APPA 2025 Dog & Cat Report*



Pet – Friendly Accessories

10% OFF

Offer Expires 9/30/2026

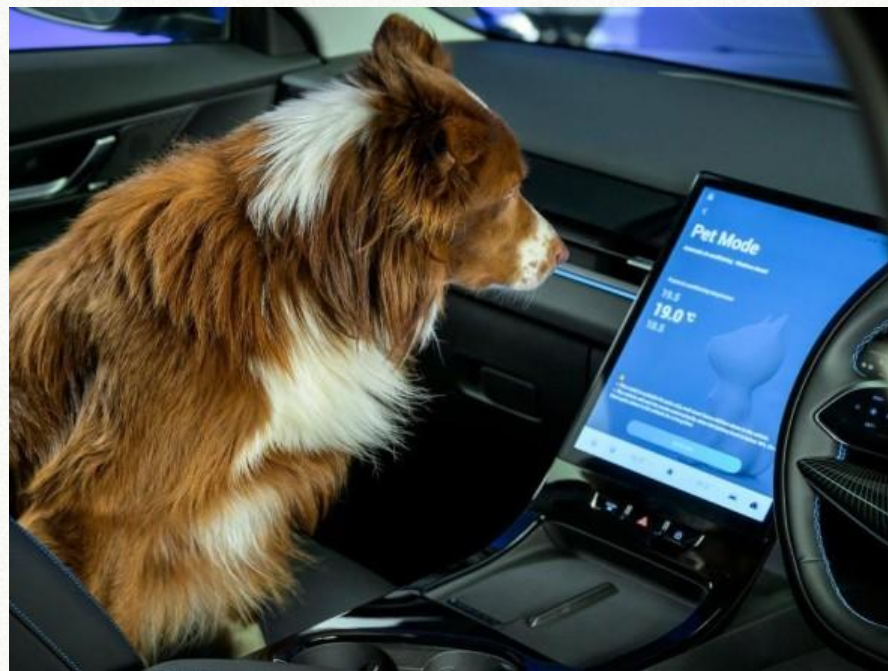
[Print Coupon](#)

[Pet-Friendly Accessories](#)

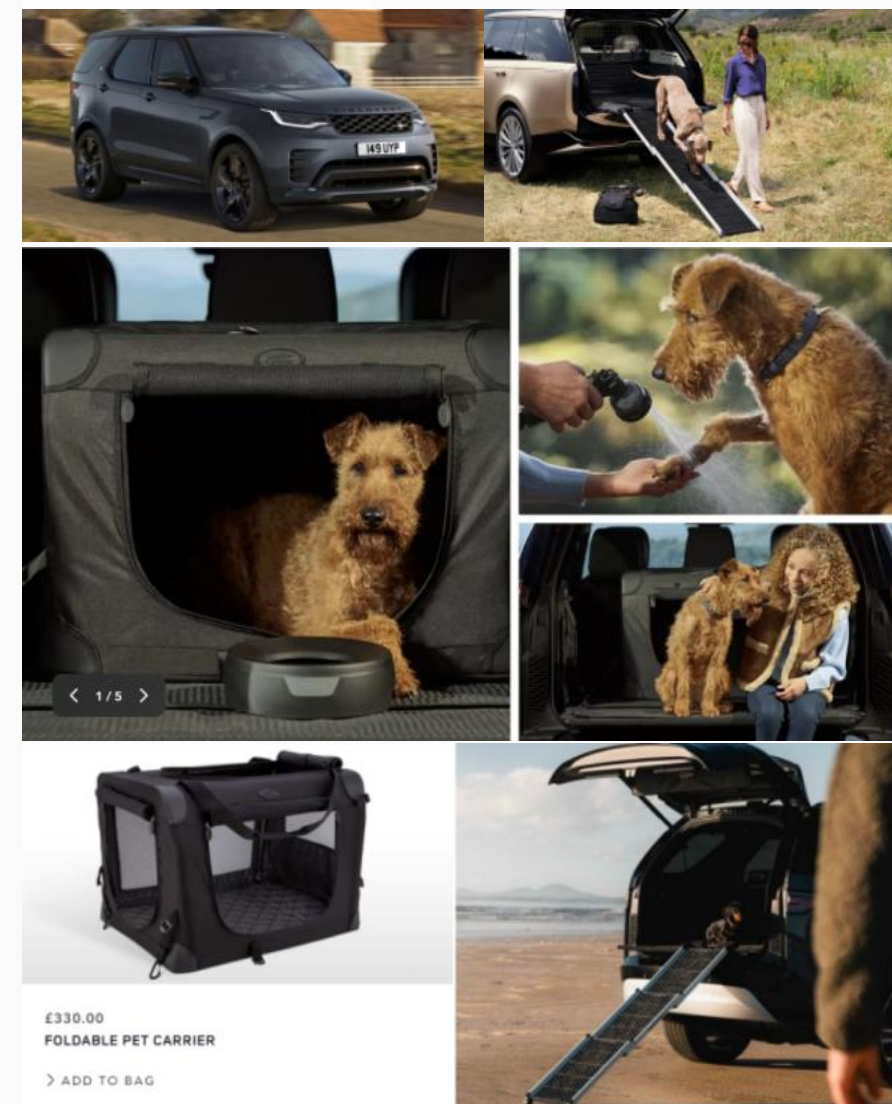
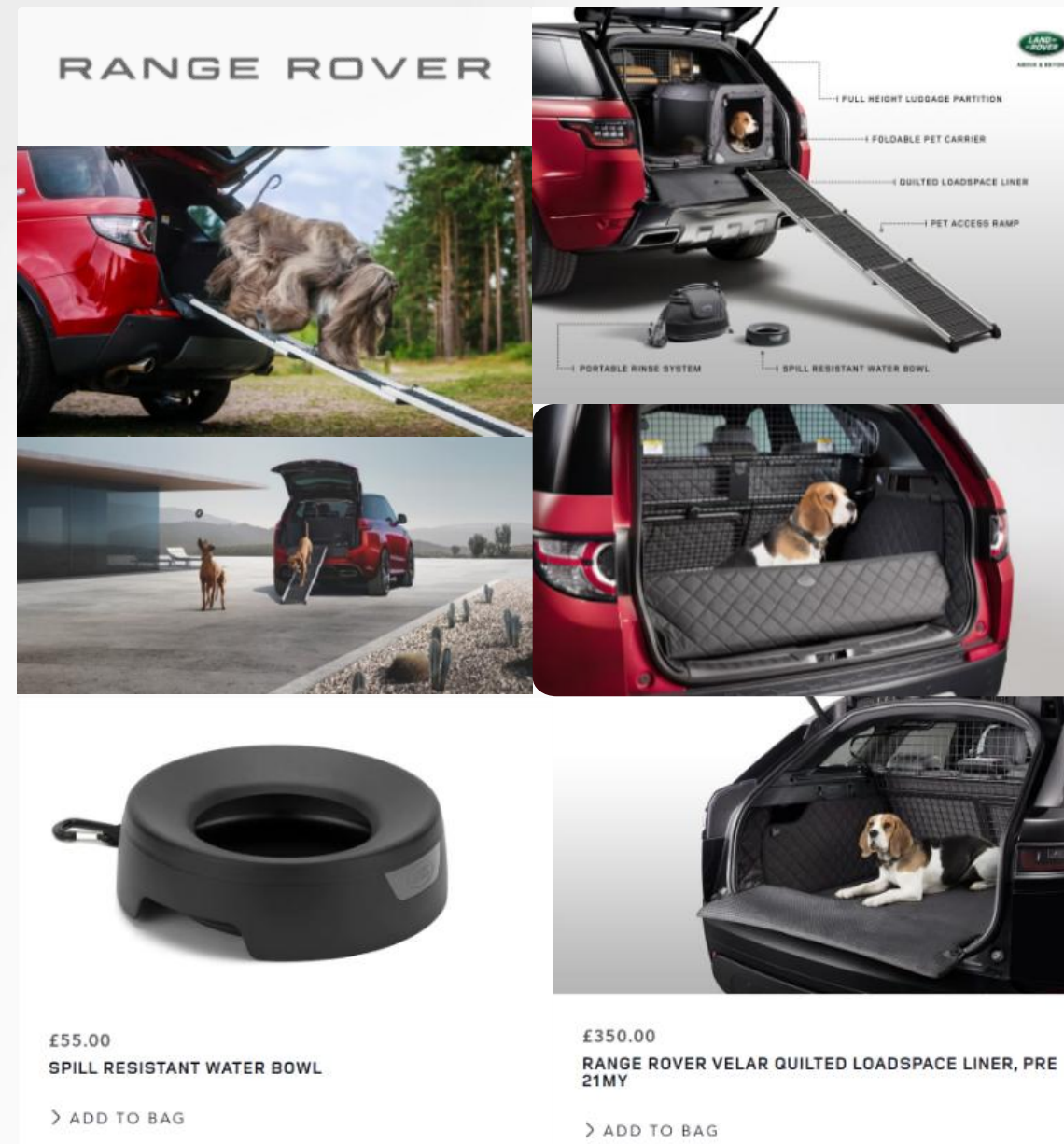
Our opportunity is the safety product inside that experience.

Pet Mode

Signals Mainstream Adoption



Automakers Are Integrating *Pet Features*



Price: \$442.00

5. China Execution — Market Proof to Productization

How Does China Unlock the Next Product Line?

Why China — Where EV Fitment Meets Market Validation

Premium Demand · EV Fitment · Product Standards



53.43M

Urban Companion Dogs
Premium Customer Base

GB/T 43839-2024

Companion-Animal Product
Emerging Quality Standards

EV 53.9%

NEV Passenger-Car Penetration
EV-Centered Fitment Environment

2.615M · +103.7%

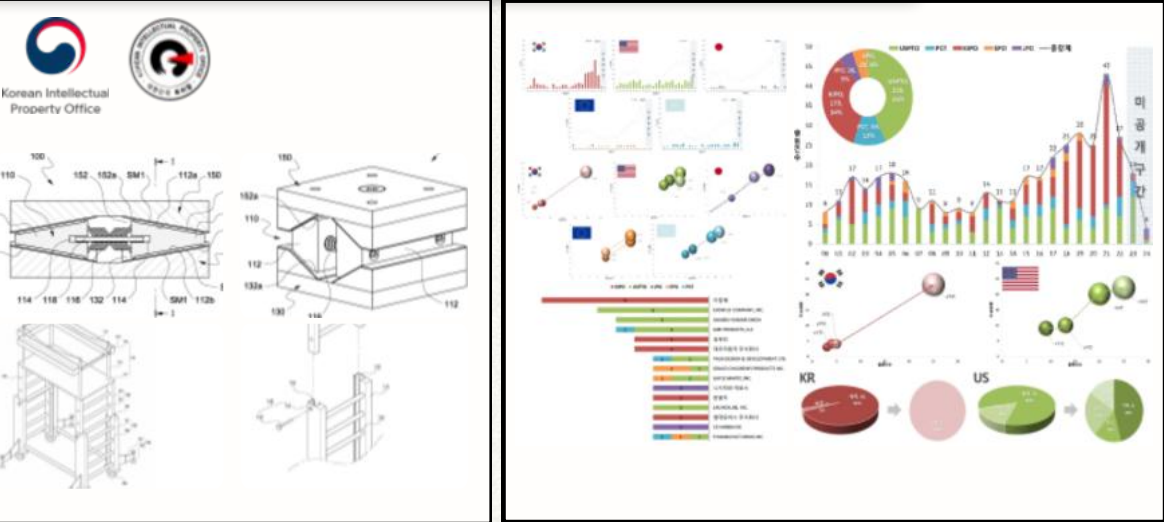
NEV Exports in 2025
Global Vehicle Connectivity

Vehicle fitment. → next products for China and beyond

Tianjin: Measurable safety standard for dogs in cars.



Technology Transfer



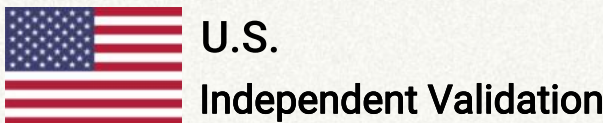
MOLIT R&D Ecosystem



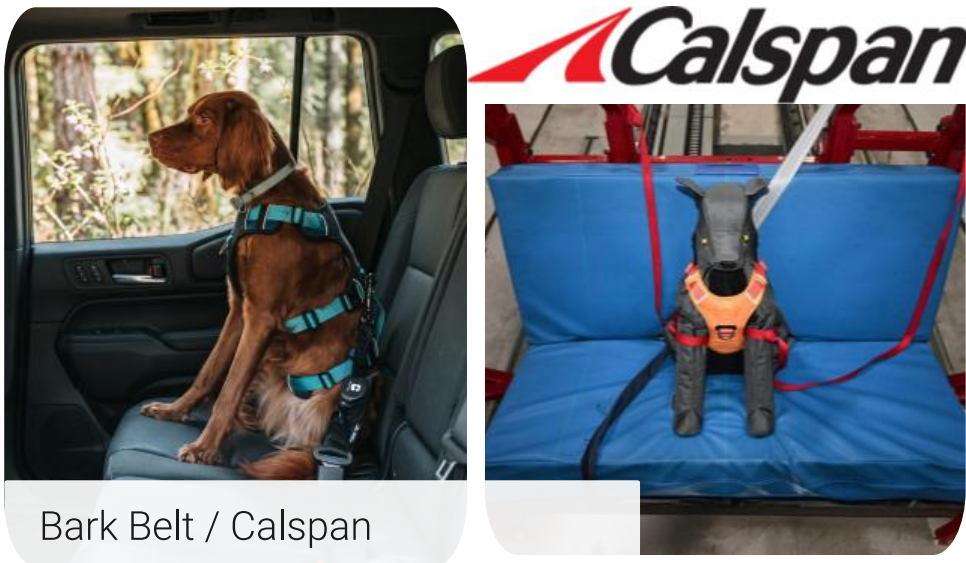
- KAIA**
Korea Agency for Infrastructure Technology Advancement
- GMEP Program – Ongoing
 - Germany Linkage – In Progress



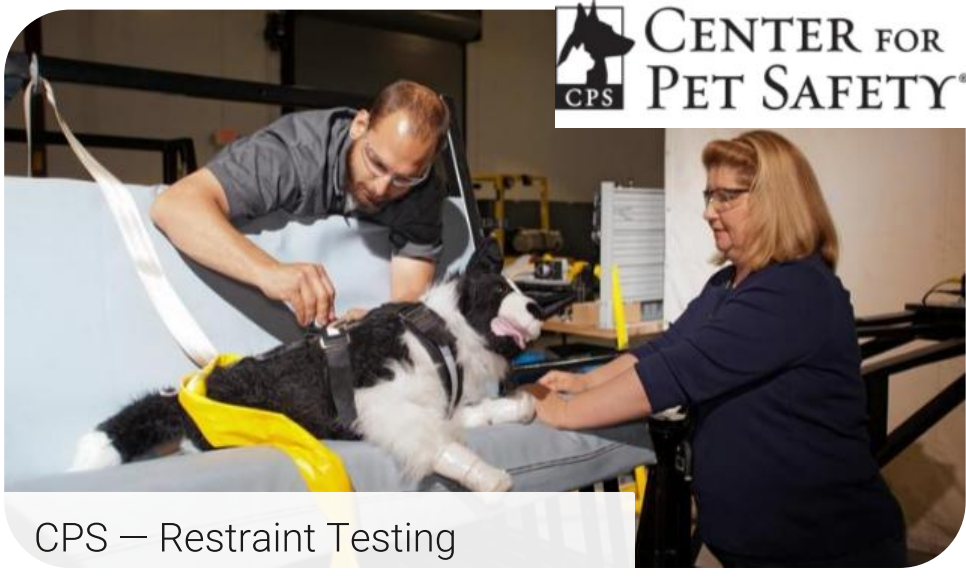
- TS**
Korea Transportation Safety Authority
- Vehicle Safety Ecosystem
 - Testing & Standards



Calspan / CPS



Bark Belt / Calspan



CPS — Restraint Testing

- Restraint Loads
- Safety Benchmark



CATARC / Test plan

- Testing facilities
- Startup support
- DFM Readiness



KATECH / Global TIPS Operator

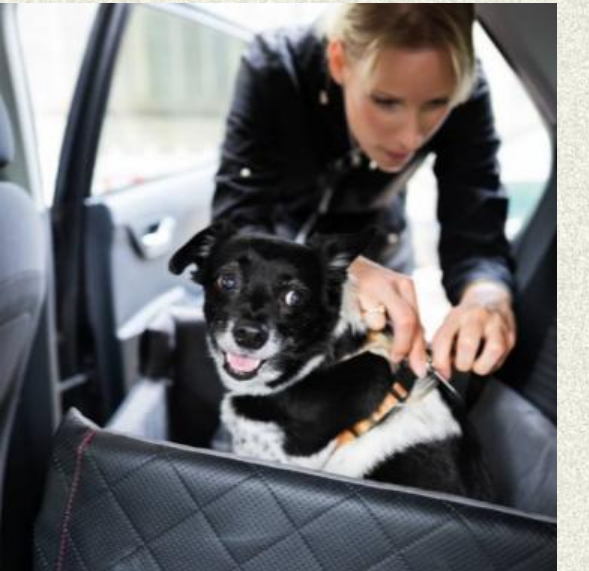


Non-Dilutive R&D Funding

6. Building a Global Validation & Execution Chain

How Do Our Markets Work Together?

From Validation To Category Scale



01 — CERTIFY

SAFETY PROOF

U.S.(Europe)

Type	Test & Certification
Structure	· U.S. safety testing · EU certification pathway
Why	Market-entry Standard

02 — SCALE

PRODUCTION

China

Type	Production Readiness
Structure	· Tooling · Supply chain · Vehicle-fit modules
Why	volume production

03 —SALES

MARKET ENTRY

Korea · U.S. · APAC

Type	Hardware · Rental · B2B
Structure	· Korea: Urban mobility · U.S.: Outdoor lifestyle · APAC: Localized expansion
Why	Lifestyle · Vehicle Fit · Channel

Global Chain



KOREA

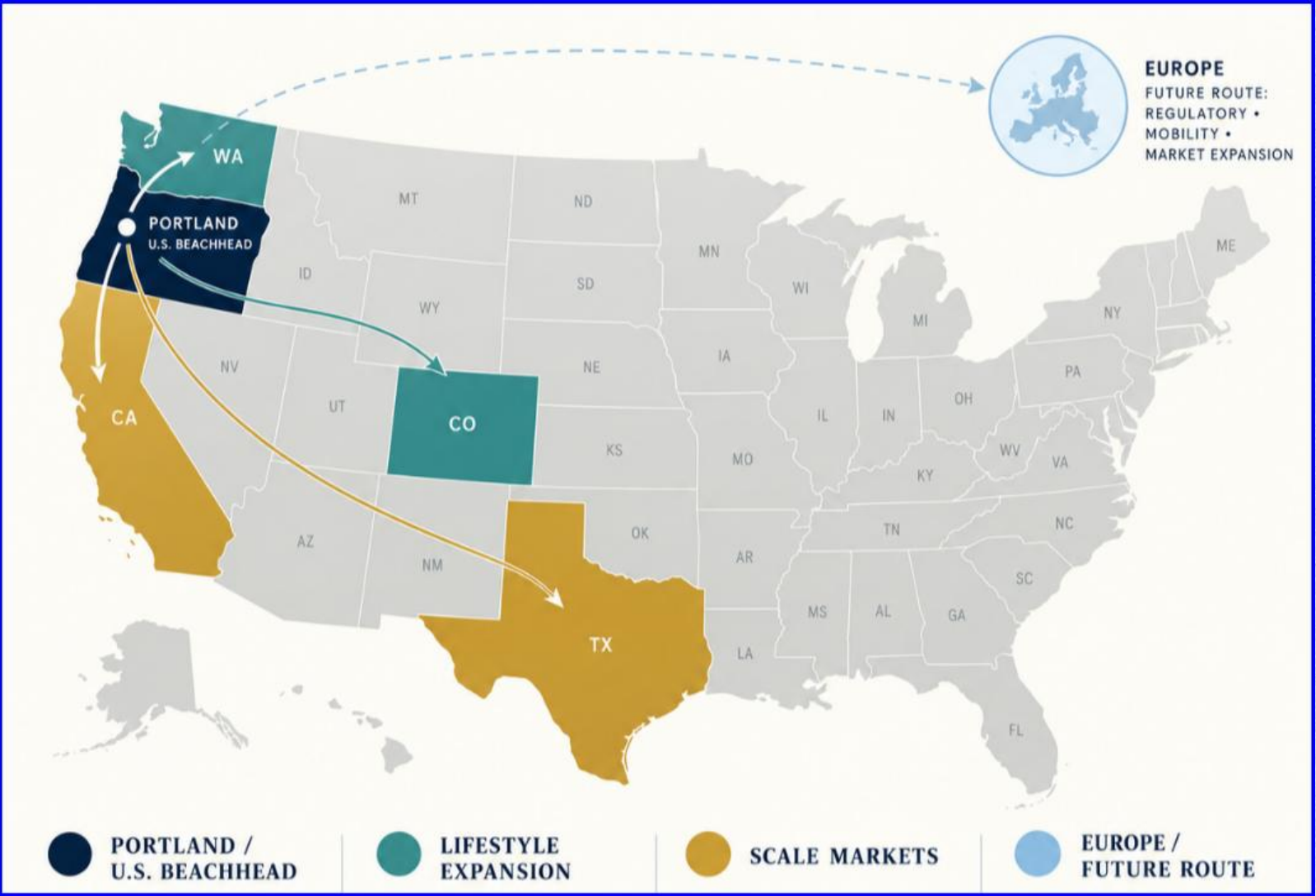
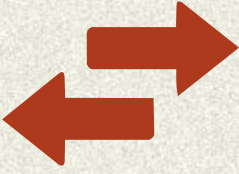
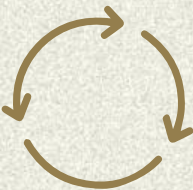
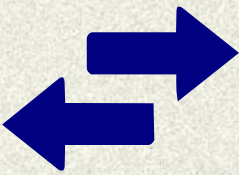
- Operating hub
- Korean R&D support

U.S.

- Market
- Europe Expansion

CHINA

- APAC HUB
- Productization



7. Revenue Model: Hardware, Services and Partnerships

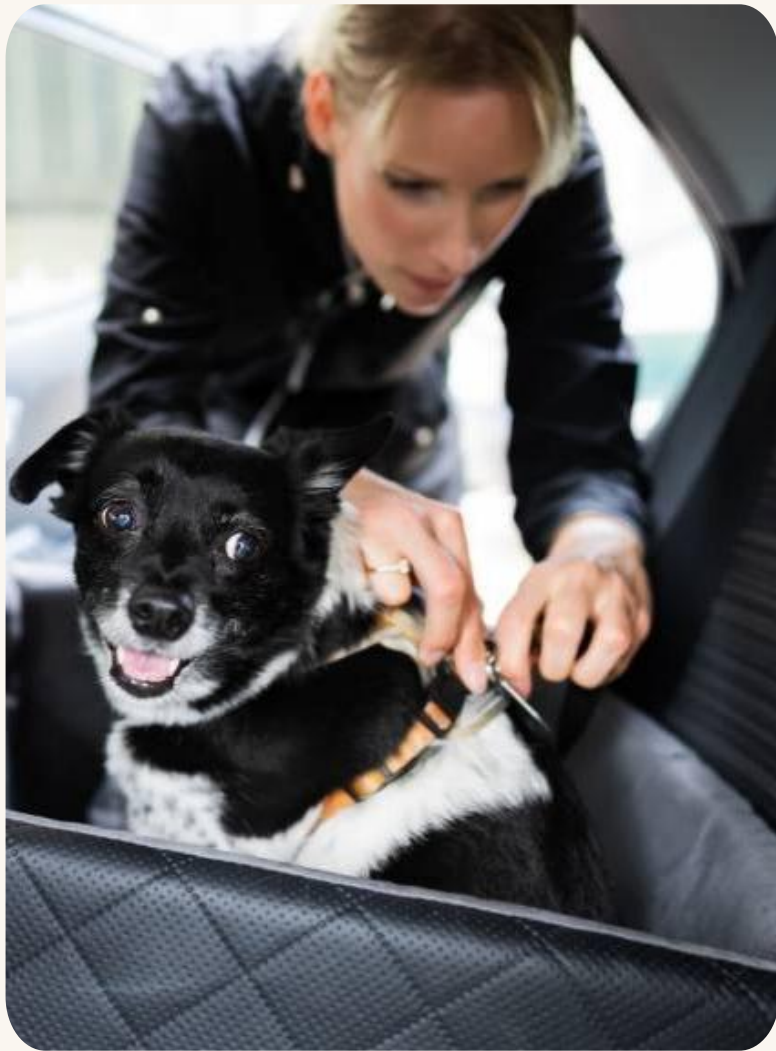
How Do We Generate Revenue?

Start with Drivers Who Feel the Problem Most (US · KR)



ICP (Ideal Customer)

- Child-free
*~72% /U.S. 28% of dog-owning have children
- Multiple vehicles
- Earning \$100K+
- Dogs treated as companions
- High usage frequency



DEMAND

60%

Selected ₩600K+ as an appropriate price range

51%

Prefer a 2–4 week trial before purchase

28%

Travel by car at least twice a month

High-frequency mobility users

Trial

Fitment · adaptation · conversion

‘Understand → Need → Experience’
is our prioritized path to validate market transition.

EXPAND THE CATEGORY

01

Problem Experience

Risk Experience Index

61.4

02

Concept Understanding

Top 2 Understanding

28%

03

Need Recognition

Top 2 Need

30%

04

Market Response

Market Response Index

42.5

05

Experience Selection

Purchase After Experience

46.7%

Insurance | *From Risk to Evidence*

We validate evidence for **explanation, experience, and pricing** within 90 days.

0-30 DAYS

EXPLANATION • RECRUITMENT • MEASUREMENT

MARKET RESPONSE

- Design 3 key explanation stimuli
- Build file screening system
- Define installation & fit success metrics

31-60 DAYS

2-4 WEEK TRIAL PILOT

FIELD PERFORMANCE

- Recruit 10-15 households
- Observe installation & posture
- Measure adaptation, errors & completion

61-90 DAYS

PRICING • CHANNEL • COMMERCIALIZATION

OPERATING DATA

- Run pricing choice experiment
- Conduct B2B channel FGIs
- A/B test aftercare & remarketing messages



Real-world evidence

- **Pet-Mobility Service** Providers
- **Automotive Aftermarket**

→ D2C, Rental, and Mobility partners

Hardware

usage context



+

Rental

Usage frequency



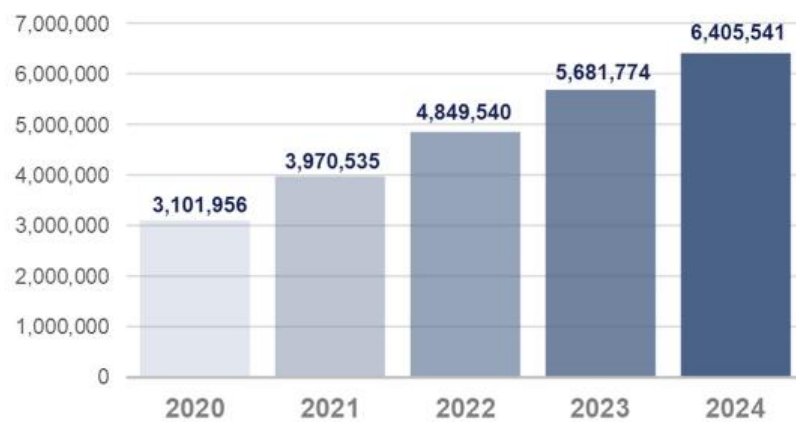
+

Maintenance

Product condition data



Total Insured Pets (U.S.)



YEAR-OVER-YEAR VARIANCE

Total Insured Pets % increase

- 12.7% increase from 2023 to 2024
- 17.2% increase from 2022 to 2023
- 22.1% increase from 2021 to 2022
- 28.0% increase from 2020 to 2021

In-Force GWP % increase

- 21.4% increase from 2023 to 2024
- 21.4% increase from 2022 to 2023
- 24.2% increase from 2021 to 2022
- 30.4% increase from 2020 to 2021

- ▶ Results for 2024 show a 12.7% increase in Total Insured Pets in the U.S., below the average annual growth rate since 2020 (20.0%).
- ▶ In-Force GWP growth continues to outpace the Total Insured Pets growth.

18-Month Revenue Build

Korea and U.S. direct sales, rental and partner distribution

\$2.45M

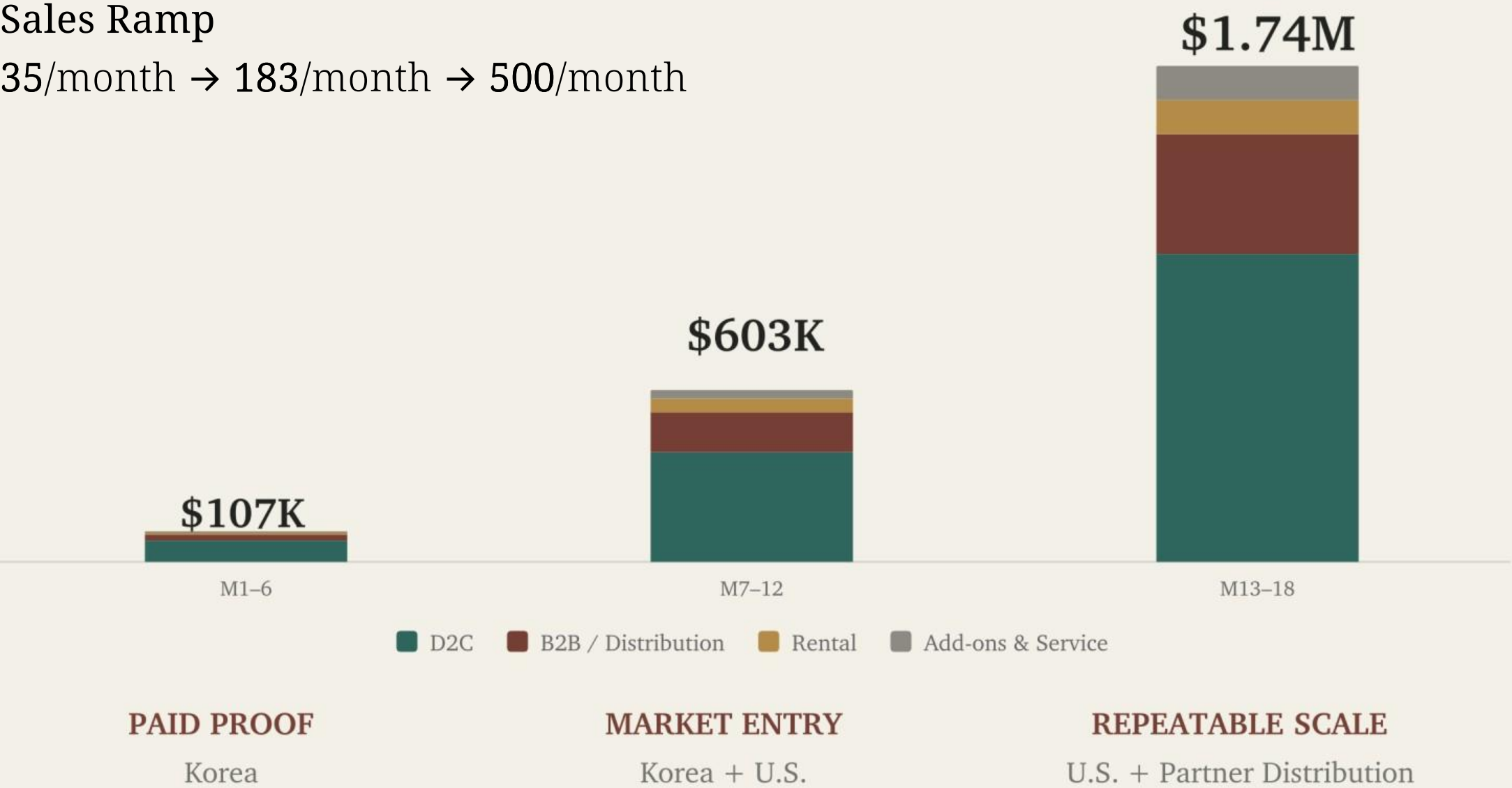
18-MONTH BASE REVENUE

USD · forecast

REVENUE BY PHASE

Sales Ramp

35/month → 183/month → 500/month



18-MONTH OUTPUT

4,310

PAID PRODUCT UNITS

500

ACTIVE RENTAL BASE

55–60%

EXIT GM TARGET

500 / mo

EXIT SALES PACE

REVENUE MIX

D2C 63%

B2B 24%

Rental 7%

Add-ons 6%

ADDITIONAL UPSIDE

China distribution · Europe · Automotive OEM

Base case excludes China, Europe, automotive OEM contracts, insurance programs and grant income.

All values in USD