



GONG zöne
Each or together, and Our

共存

From *Living* Together To *Moving* Safely.

Large Dogs | *Space · Movement · Culture*

GONGZONE, 共存

SPACE

At Home, Size Changes Space.

MOVEMENT

On the Road, Weight Changes Safety.

SOCIETY

In the City, Presence Changes Responsibility.



*Large dogs are not a niche.
They are the design **standard for living** together.*

Trust Was Built at Home

Premium Positioning · Customer Relationships · Lifestyle Insight



Casa Living · Galleries · Hotels · Hyundai VIP Mall

We then built direct relationships with large-dog owners through content, product experience, and community.



A New Lifestyle Needs a New Safety Standard

NO GLOBAL SAFETY STANDARD
35 kg Dog ≈ 1.1 Ton Impact
11 Brands Tested → 1 Verified
29 Tested 25 Failed (86%)



* Center for Pet Safety, *CPS*

Why Large Dogs First



Injury Mechanisms

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

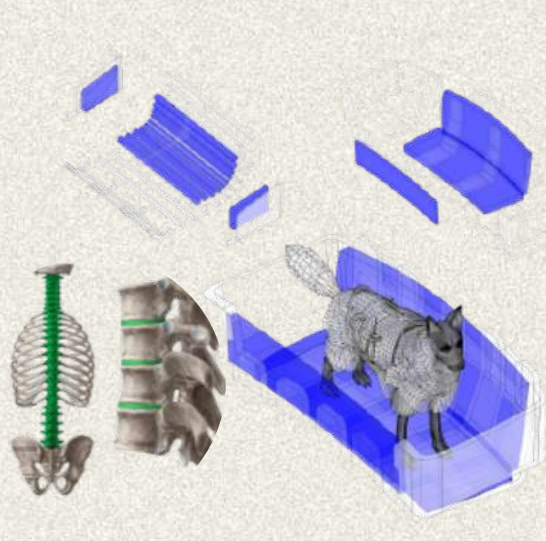
Injury Mechanisms

- **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

- Micro deformation, sliding, and vibration occur at **gaps and joints**.
- Energy is **dissipated at each interface**.
- The dog receives **reduced, residual impact**.



	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

China's Premium EV Brands Are Building Lifestyle Ecosystems



A collage of images representing the NIO Life ecosystem. It includes a pair of sneakers, a black bag, a man's face, a bed, a man reading, and a woman writing. Text overlays include 'NIO Life', '22,000,000+惊喜好物', '630+设计力量', '1530位用户', and 'NIO HOUSE · NIO LIFE'.

Vehicle → *Lifestyle* → Community



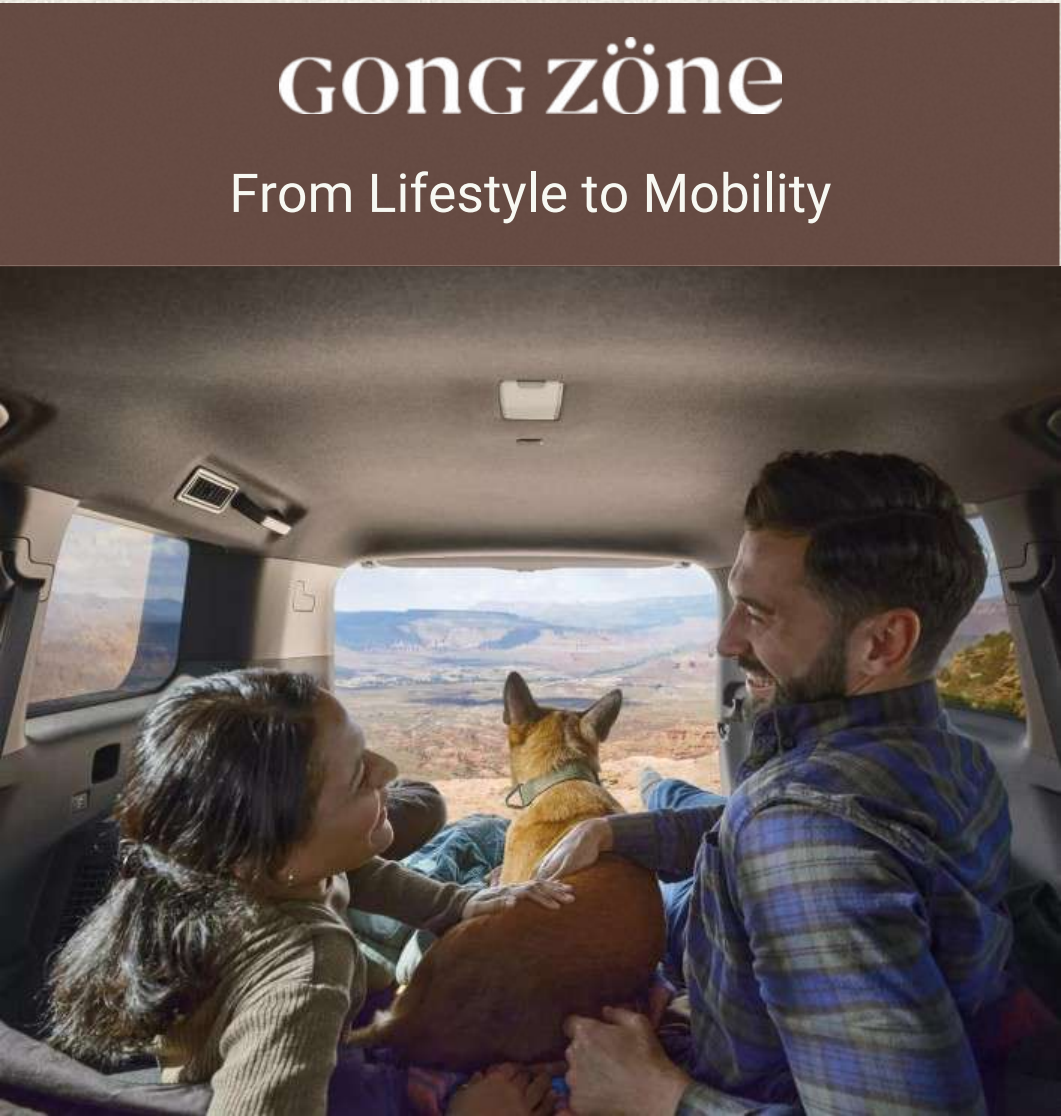
An advertisement for the Fangchengbao x Goodbaby collaboration. It features two panels showing car interiors with child seats. Text includes '方程豹 钛7支持互联 好孩子智能儿童安全座椅', '方程豹 钛7 x 好孩子 联合首发全球首款 智能互联宠物安全座椅', and 'FANGCHENGBAO x GOODBABY'.

Pet is entering the Vehicle



An advertisement for the Volvo x Britax collaboration. It shows a man and a woman with a child in a car, and a close-up of a Britax child seat. Text includes 'VOLVO x BRITAX'.

Established Safety *Category*



An advertisement for Gongzöne. It features a man and a woman with a large dog in a van, looking out at a landscape. Text includes 'Gong zöne' and 'From Lifestyle to Mobility'.

Building the *Large Dog Mobility* Category

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	· Independent Testing · EU Market-entry
Why	CERTIFY

04

SCALE HUB

China



Type	PKU · First Ecosystem Entry
Structure	· Shanghai Customer · TianjinIn Scale Readiness
Why	SCALE

Why China — Where EV Fitment Meets Market Validation

Premium Demand · EV Fitment · Product Standards



EV Fitment Design → Market & Fitment Data → Global Vehicle

53.43M

Urban Companion Dogs
Premium Customer Base

GB/T 43839-2024

Companion-Animal Product
Emerging Quality Standards

53.9%

NEV Passenger-Car Penetration
EV-Centered Fitment Environment

2.615M · +103.7%

NEV Exports in 2025
Global Vehicle Connectivity

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

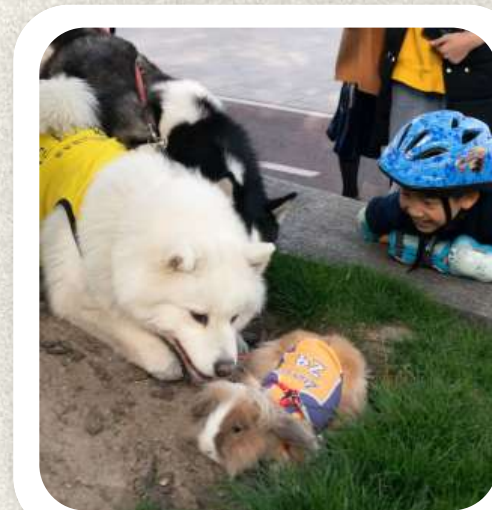
Mobility constraint

Large dogs limited public/commercial options

Premium purchasing power

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

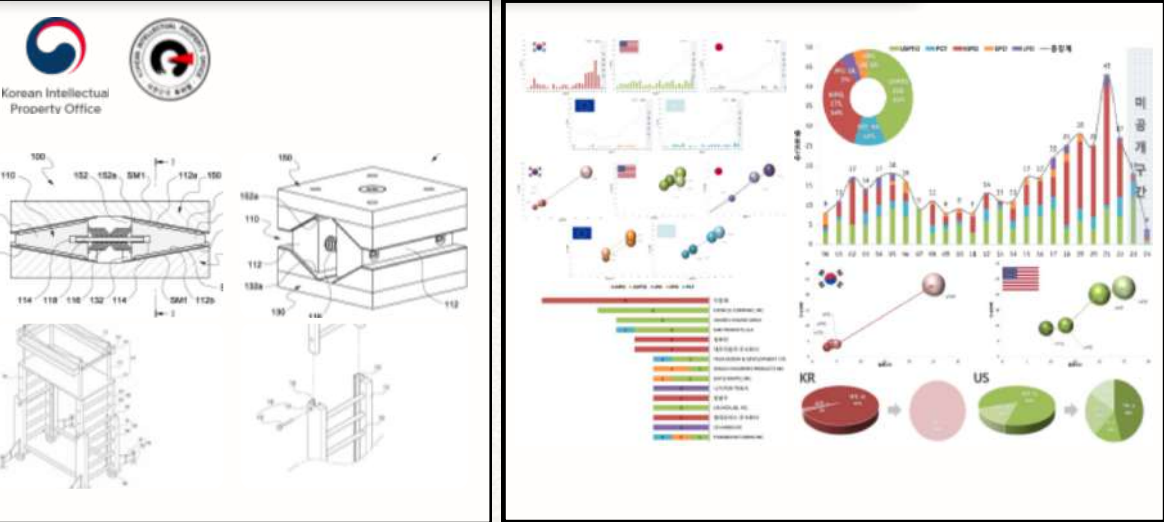
Private vehicle dependency



Tianjin: From Global Validation to Industrial Readiness

 **KOREA**
R&D Foundation

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

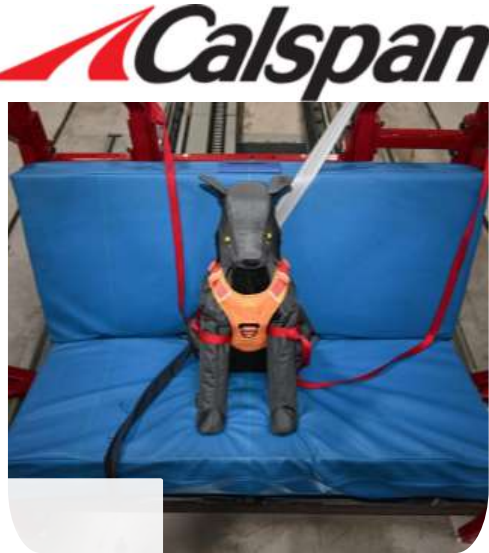
- Vehicle Safety Ecosystem
- Testing & Standards

 **U.S.**
Independent Validation

Calspan / CPS



Bark Belt / Calspan



CPS — Restraint Testing

- Restraint Loads
- Safety Benchmark



CATARC / Vehicle Ecosystem

- China Vehicle Fitment
- Localized Validation
- DFM Readiness

 **TIANJIN**
Industrial Readiness



 **GLOBAL TIPS**
R&D Scale-Up

KATECH / Global TIPS Operator



Non-Dilutive R&D Funding

Three Cities. One Brand.

HOME → MOBILITY → TRAVEL



“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.



THANK YOU

Living with a companion animal asks us to see more carefully, care more deeply, and build more thoughtfully. GongZone believes that when we move together more safely, we learn to live together better. Each or together and our.

Partnership Team



Korea Execution

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



Manufacturing & Commercial

E.S. Choi

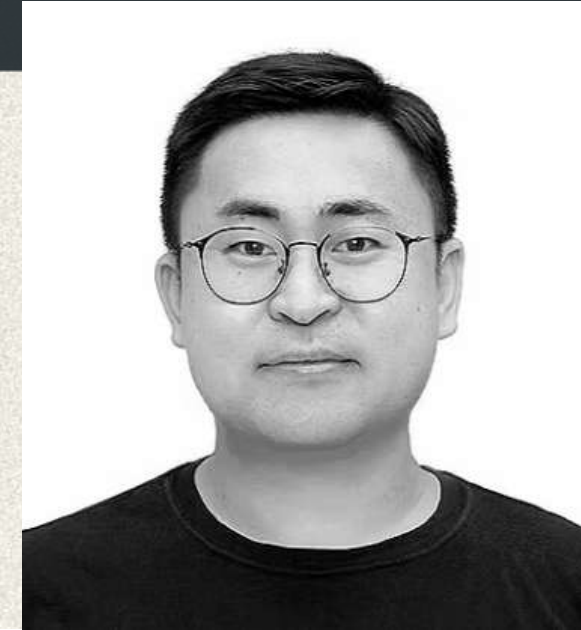
- B2B & OEM Launch Expert
- KOSME K-Unicorn Alum (4th)
- Automotive Tech Mfg
- Hyundai/Toyota projects
- Ex-Samsung HW Engineer
- B.S. in Design Engineering



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)



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)

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

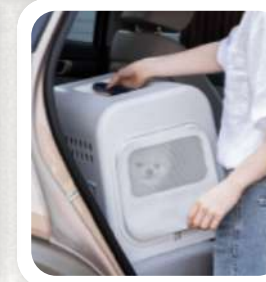
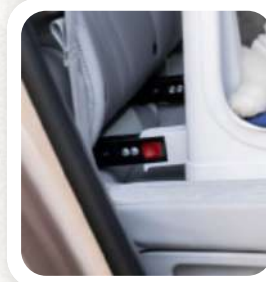
Companion-animal households in Seoul

51.7%

Korea's companion-animal households in the capital region

87.8%

Private-car use for overnight trips with companion animals



Portland | U.S. West Coast

SUVs & Pickups × Outdoor Recreation × Travel with Dogs



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

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

**APPA 2025 Dog & Cat Report*

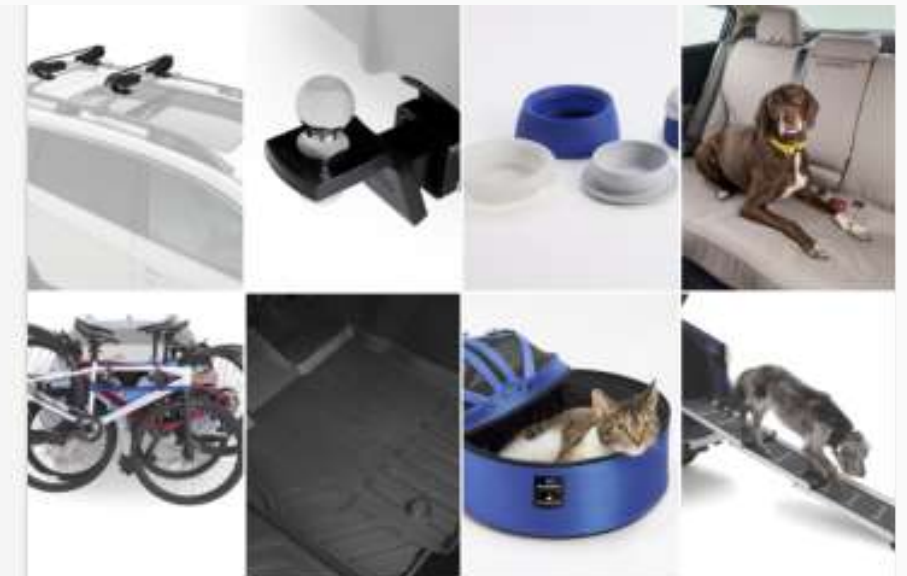


THULE AWNING - ROOF MOUNTED

SALE: \$637.46

WAS: \$849.95

Offer Expires 9/30/2026

[Print Coupon](#)

Pet - Friendly Accessories

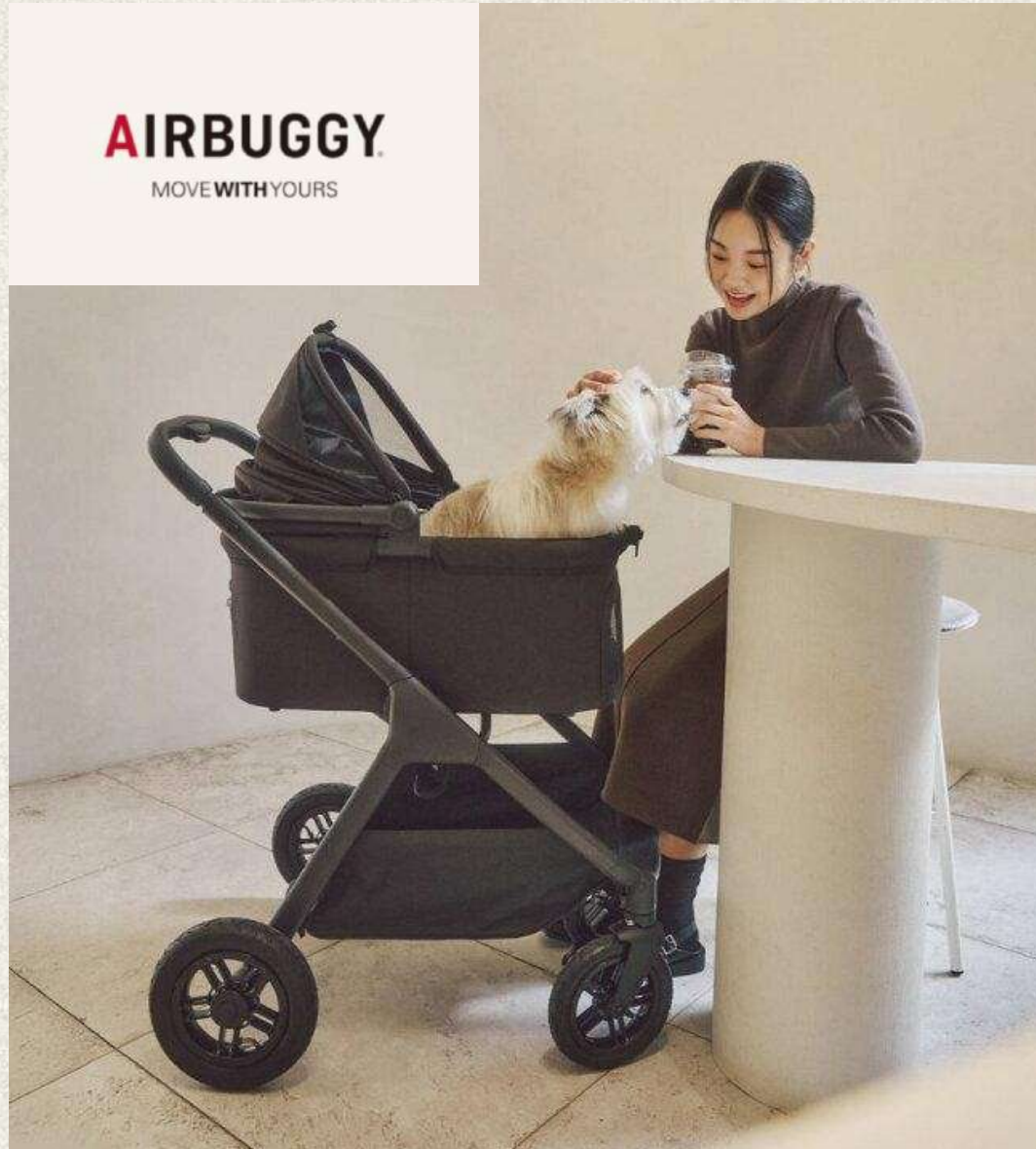
10% OFF

Offer Expires 9/30/2026

[Print Coupon](#)

Pet-Friendly Accessories

One Core Product. Multiple Brand Partnerships.



Mercedes-Benz
Premium Companion Mobility



Land Rover Dealer
Premium Companion Lifestyle



and wander
Outdoor Companion Lifestyle

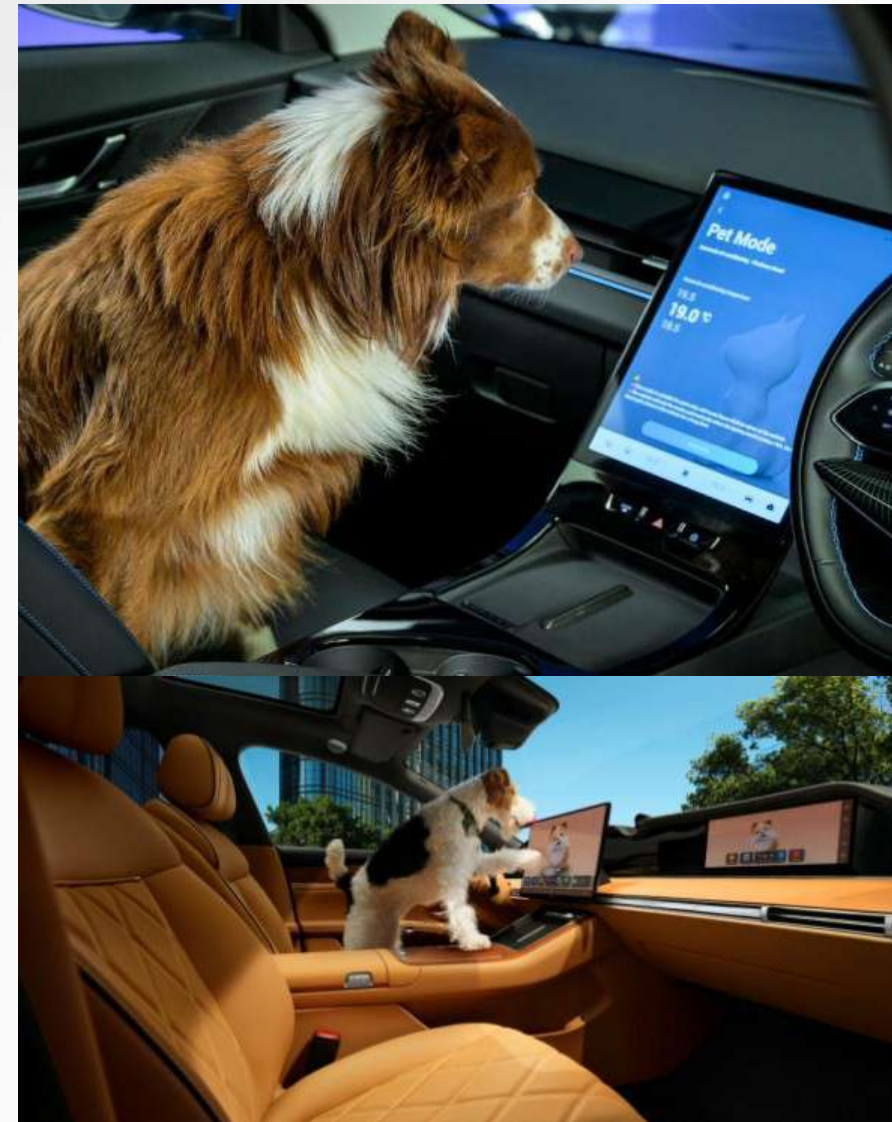
B2B Partnerships: Campaigns & OEM Accessories

Pet Mode Signals Mainstream Adoption

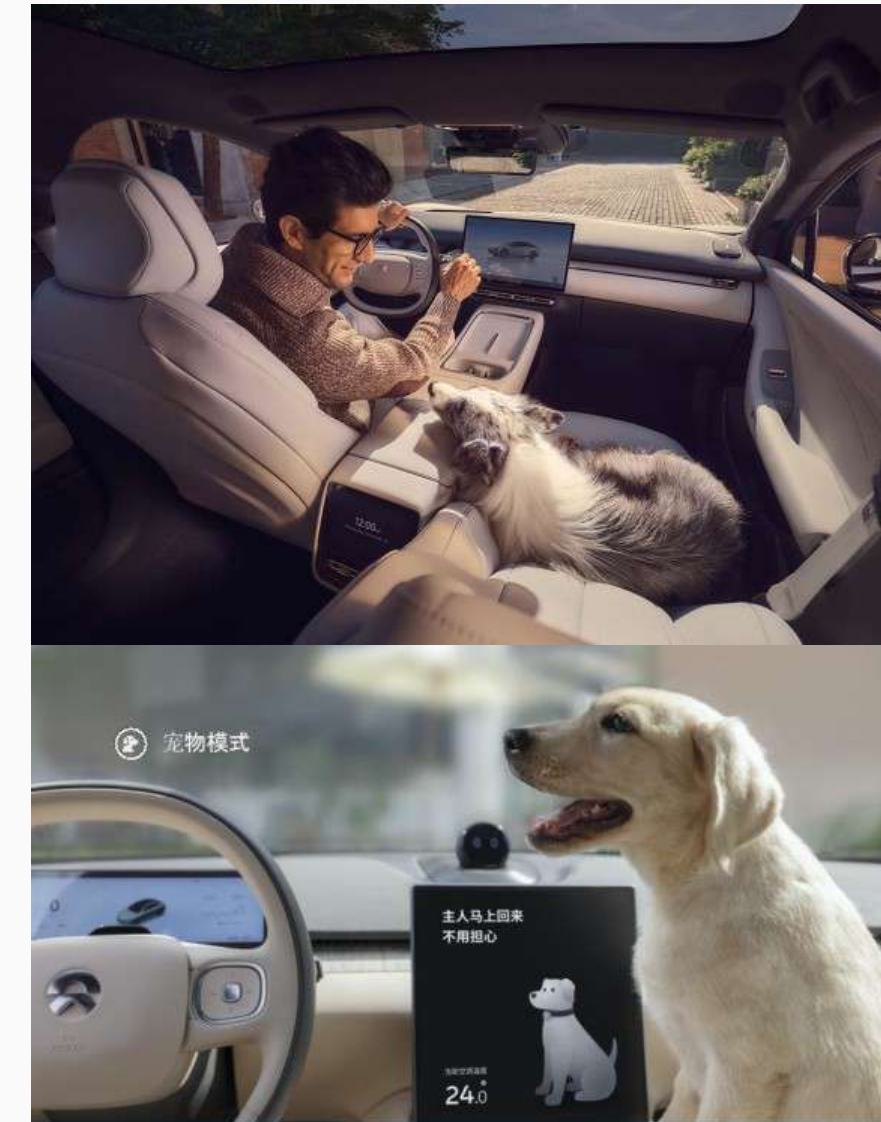


Hyundai | I'M DOgNOR

- Large Dog Focus
- Blood donors weighing **25 kg+**



Geely | ZEEKR(极氪)



XPENG

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:



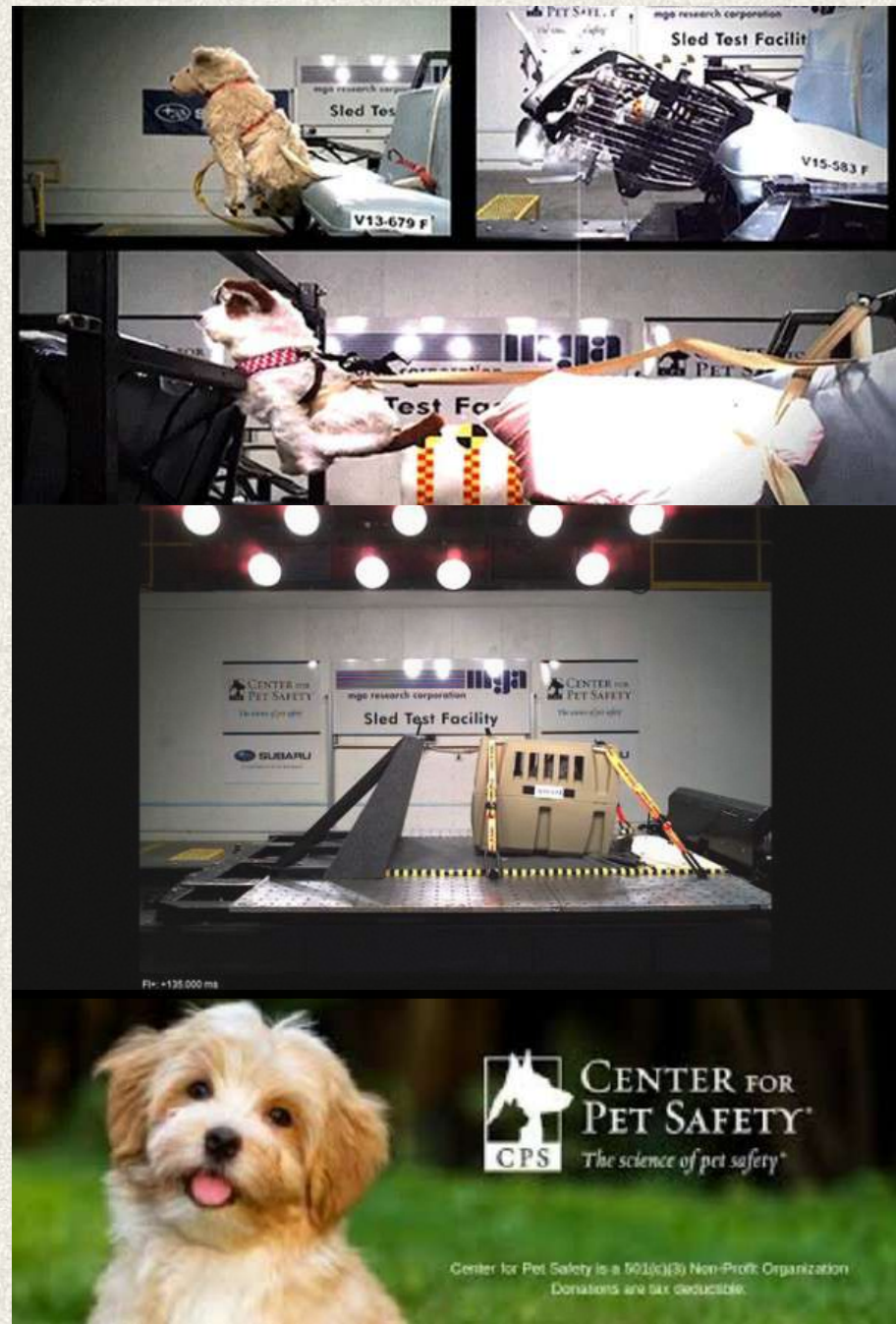
Time driver spent distracted while dog was:



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.

10/10

Korean experts:
validate before selling

60%

KRW 600K+
seen as appropriate

01 LARGE-DOG SPEC

Load, anchors, space,
emergency release

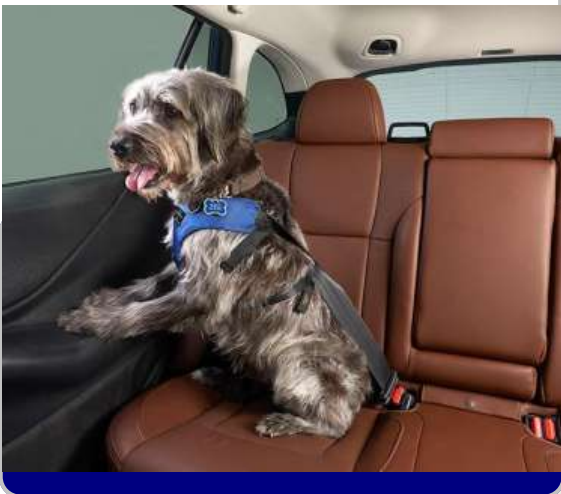
02 VALIDATION GATE

Structure, hard braking,
crash, vehicle fit

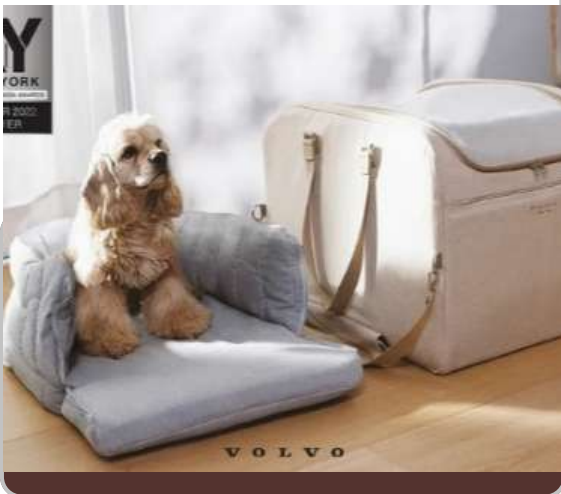
03 EXPANSION

Revalidate fit and use
for smaller dogs

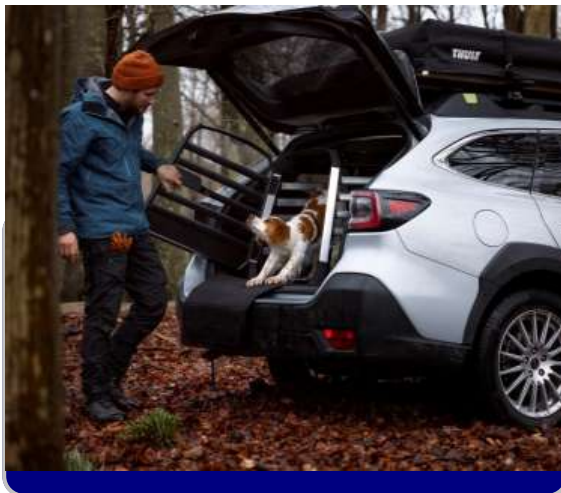
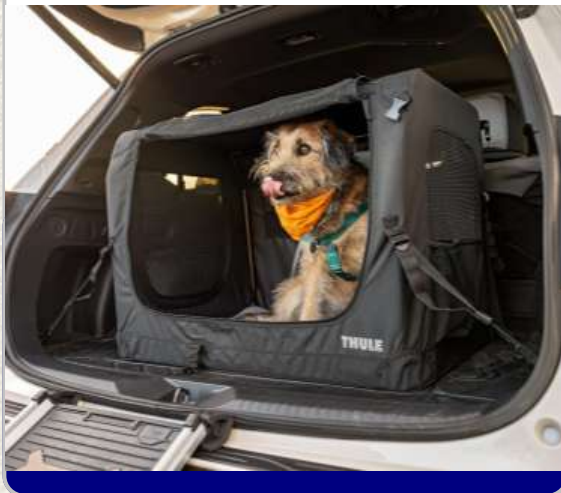
Subaru × Sleepypod



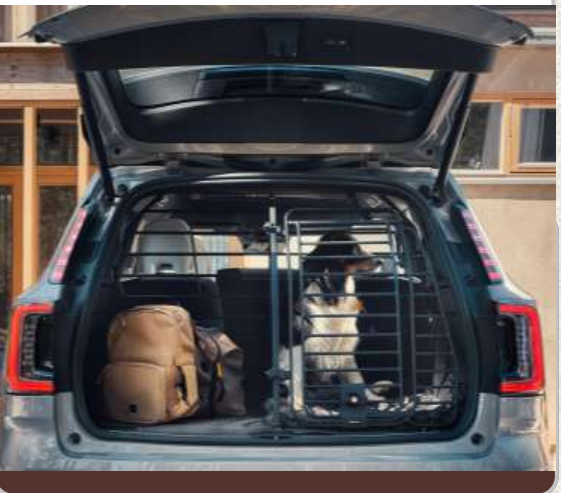
Volvo Korea



Subaru × Thule



Volvo × MIMsafe



RANGE ROVER



£55.00
SPILL RESISTANT WATER BOWL

> ADD TO BAG

£350.00
RANGE ROVER VELAR QUILTED LOADSPACE LINER, PRE 21MY

> ADD TO BAG

Discovery



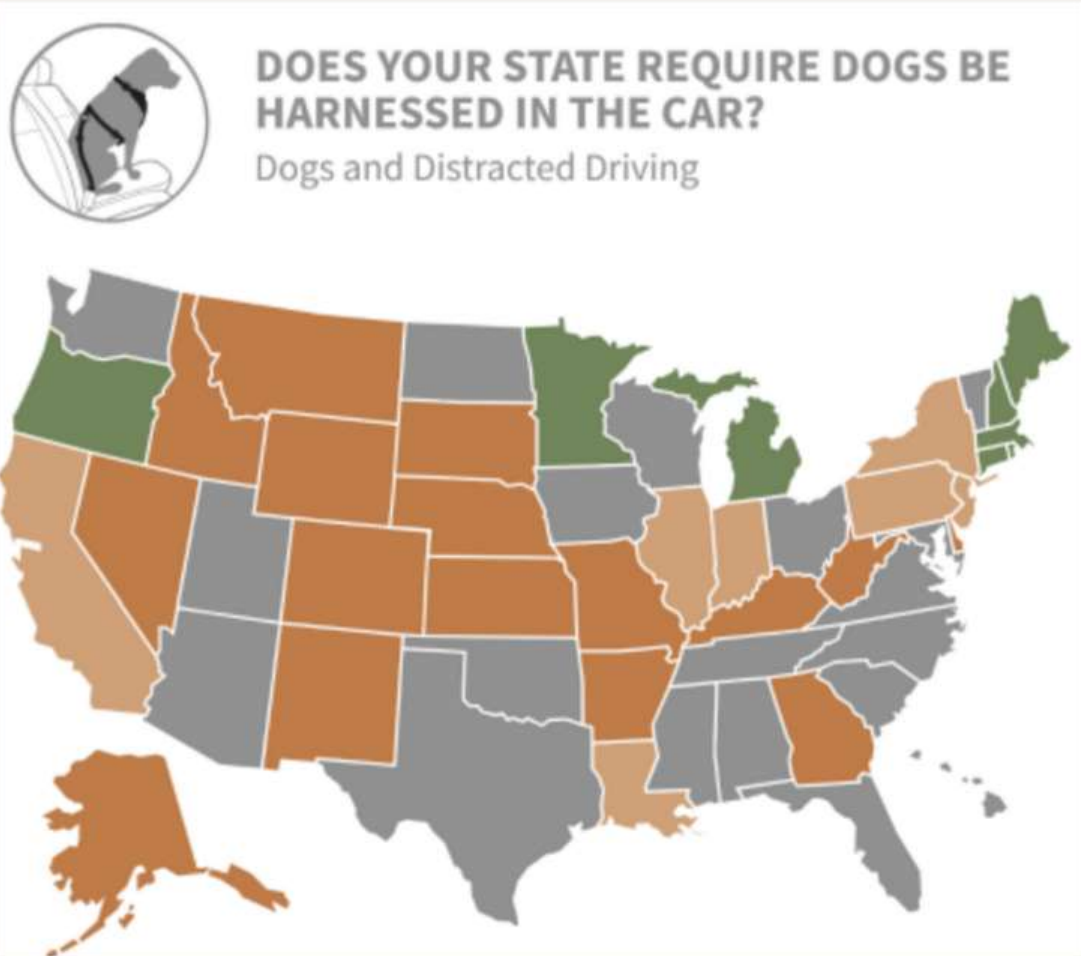
£330.00
FOLDABLE PET CARRIER

> ADD TO BAG



Price: \$442.00

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



U.S.

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



CHINA

Pet Product Standardization



APAC

Rising Mobility-Safety Awareness

Different markets. **One structural** shift.

Global Chain

From Prototype to Global Scale



KOREA

- Design & R&D
- Quality Engineering

CHINA

- Advanced Manufacturing
- Integrated Supply Chain

APAC GROWTH HUB

- RMB 312.6B Pet Economy
- Distribution Hub

Insurance | *From Interest to Evidence*

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

0-30 DAYS

EXPLANATION · RECRUITMENT · MEASUREMENT

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

31-60 DAYS

2-4 WEEK TRIAL PILOT

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

61-90 DAYS

PRICING · CHANNEL · COMMERCIALIZATION

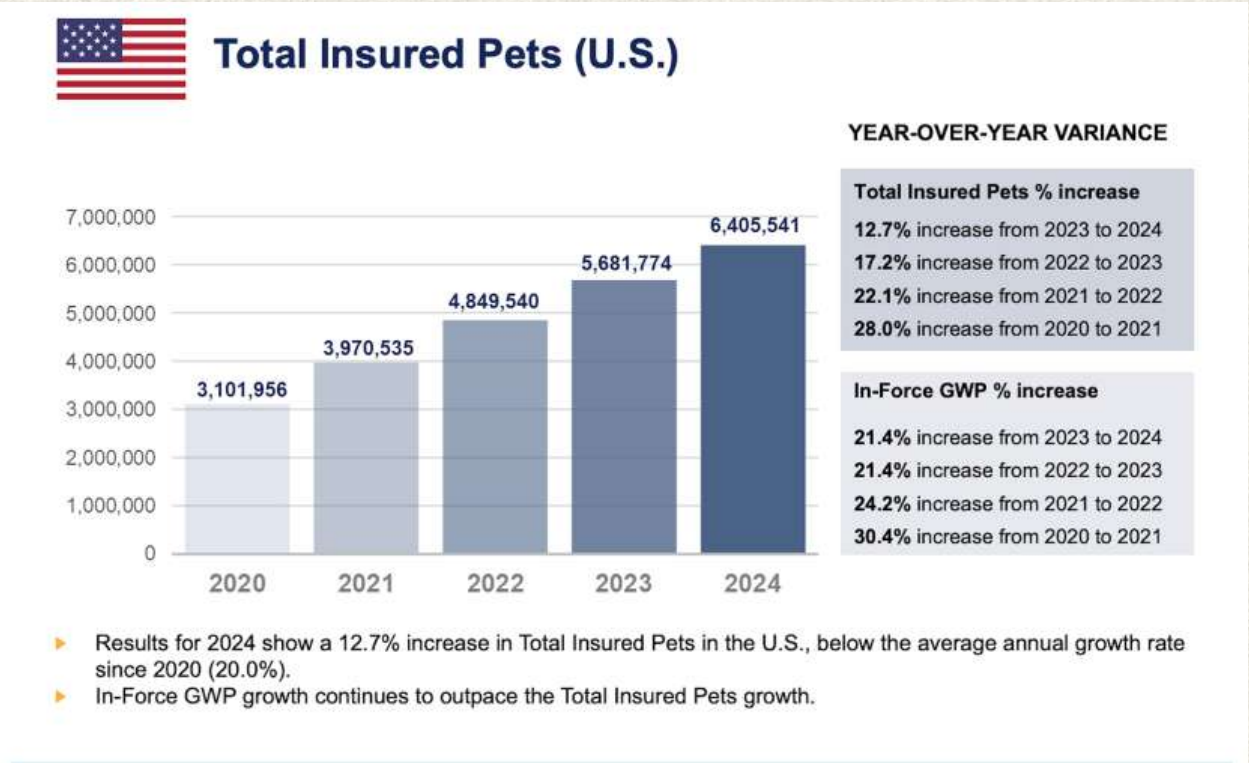
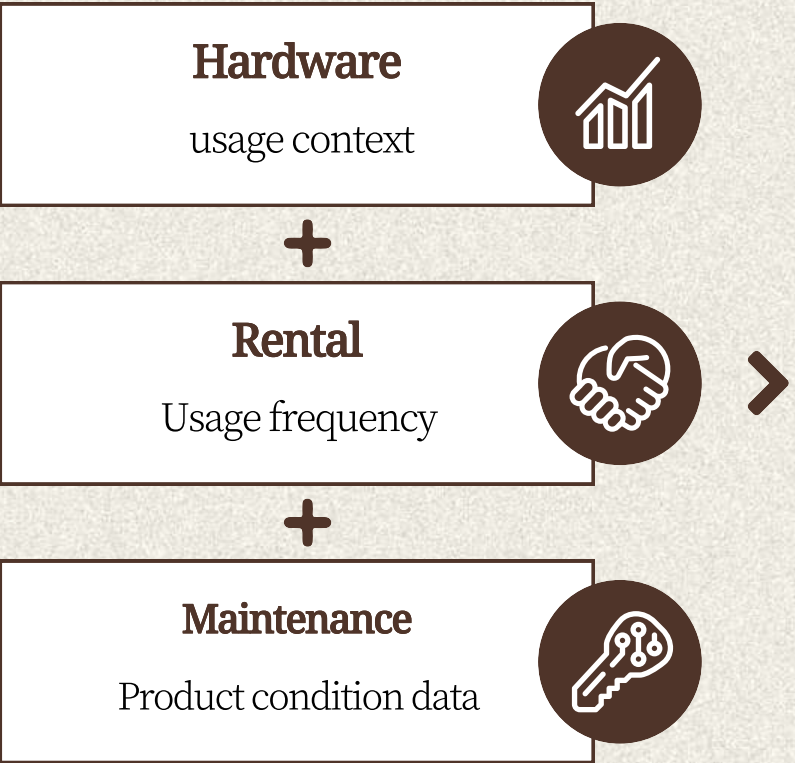
- Run pricing choice experiment
- Conduct B2B channel FGIs
- A/B test aftercare & remarketing messages



B2B Distribution Strategy

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

→ ①Hardware ②Recurring Service ③Rental



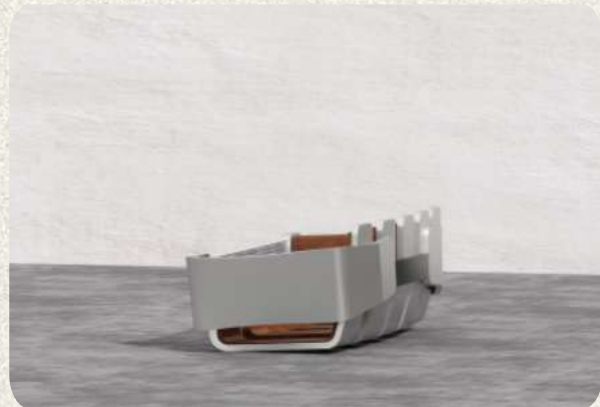
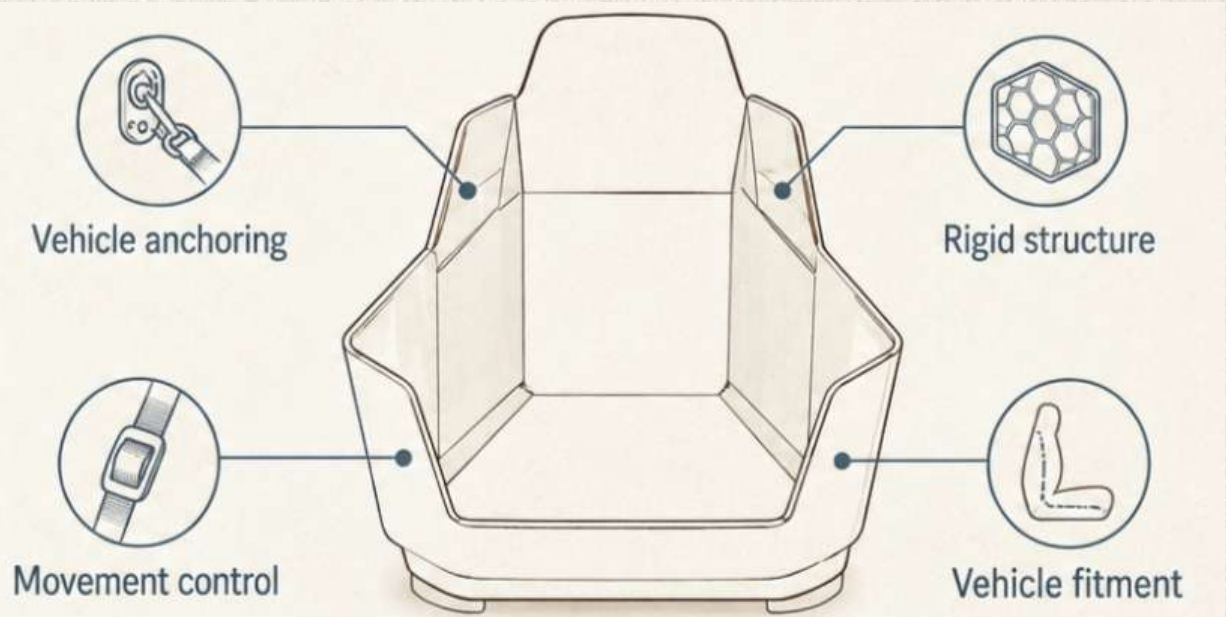
Why Existing Products Fall Short

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

“We are combining restraint, rigid structure, and vehicle anchoring into one system.”

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
- Seoul Design Festival
- Architecture, Ewha Univ.



Founder & Business Strategy

kyu. Kim

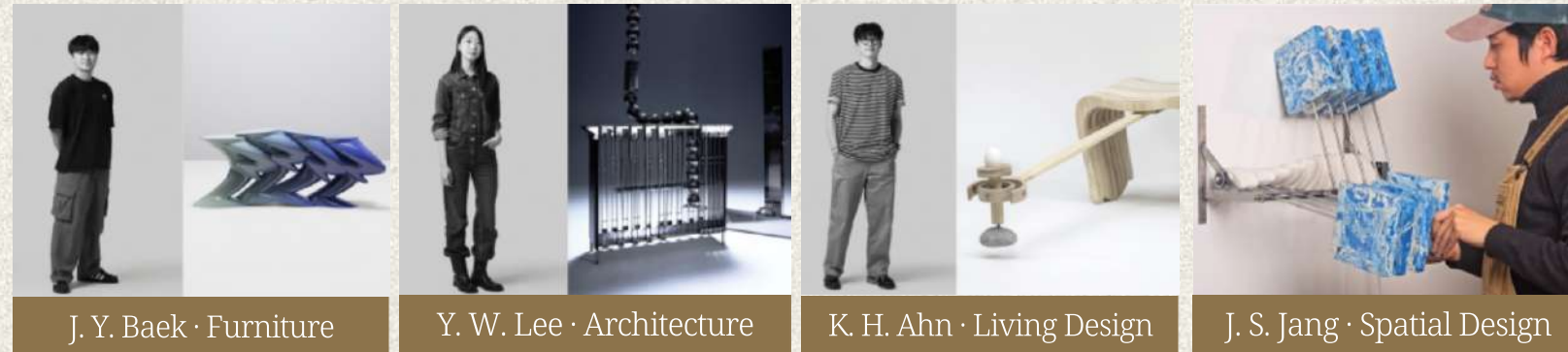
- Global Market Expansion (KISED)
- KOSME K-Unicorn Alum (13th)
- KISED Startup Package
- POSCO Incubation (Advanced)
- S² Bridge Ignition by 500 Global

Each or together, and Our

Culture in Action

Art & Design

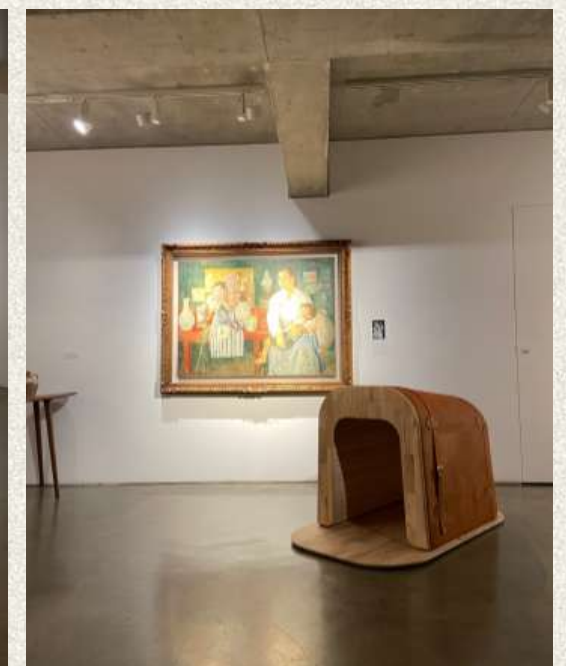
Bringing companion living into art and design.



Eojwa at Jiin Gallery



Private Gatherings

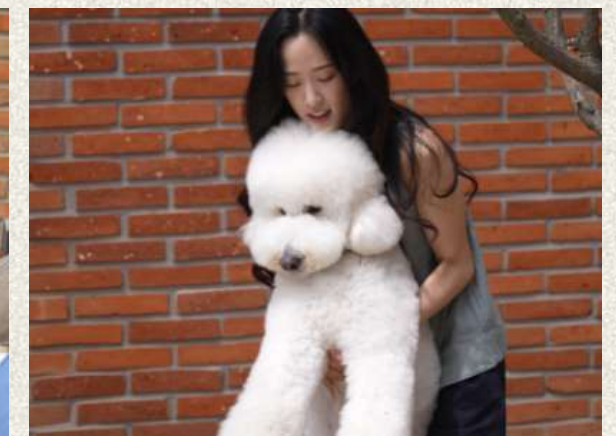
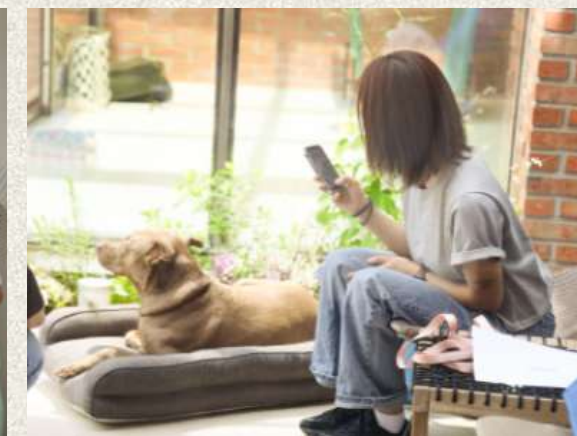


MUMUM1 at Gallery Yeh

Culture in Action

Customer Participation

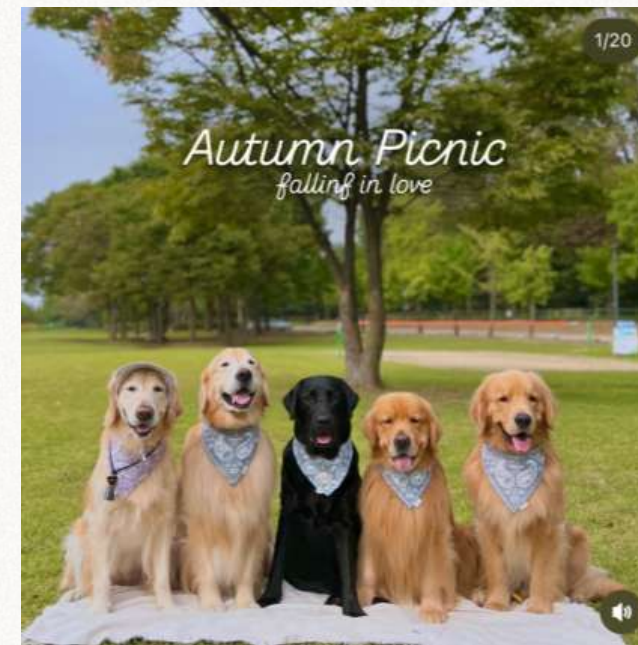
Customers shape the stories and culture we share.



Culture in Action

Hospitality Experience

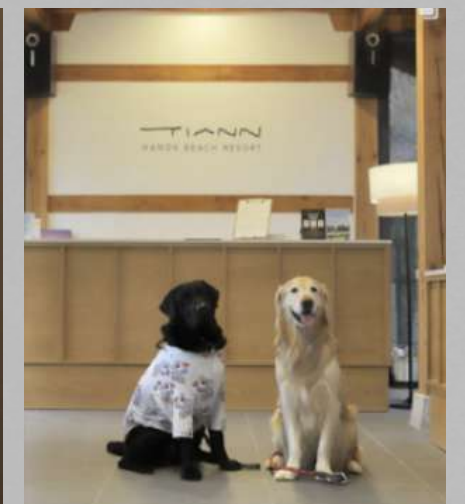
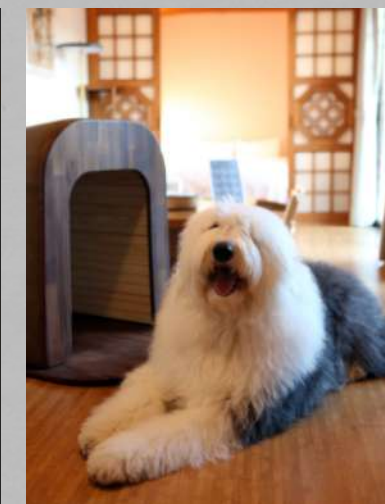
Making companion living part of the guest experience.



THE WEEK &
Urban Resort | Incheon

Gong zöne
Each or together, and Our

THE WEEK & RESORT · LOBBY EXPERIENCE



TIANN
HANOK BEACH RESORT

Gong zöne
Each or together, and Our

A STAY DESIGNED FOR LARGE DOGS.

Culture in Action

Responsible Culture

Advancing responsible care through education and public dialogue.



Education



Campaigns



POLICY ENGAGEMENT
| NATIONAL PARK ACCESS(PET)

Culture in Action

Care Partnerships

Connecting rescued dogs with caring foster homes.



共同理念，切实关爱
为获救犬只寻找有爱心的临时照护家庭。



分享与领养救助犬共同生活的日常。

Her Rescue Dog



韩国东东
连接韩中文化的创作者

Korea-China Cultural Creator