

Gen-AI Marketing Creative

IN3" PROPOSAL

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양윤석 임지원 이현수 최소윤



Talk :

An important moment of meeting

Tap :

Smart appeals with a single tap

Boom :

Personal branding is complete IN3"

Company Introduction



Company Introduction

Design-Customizing with AI + PR with NFC = Only one profile card



Company name:

IN3" (IN 3 Seconds)

Slogan:

TALK! TAP! BOOM!

Founded:

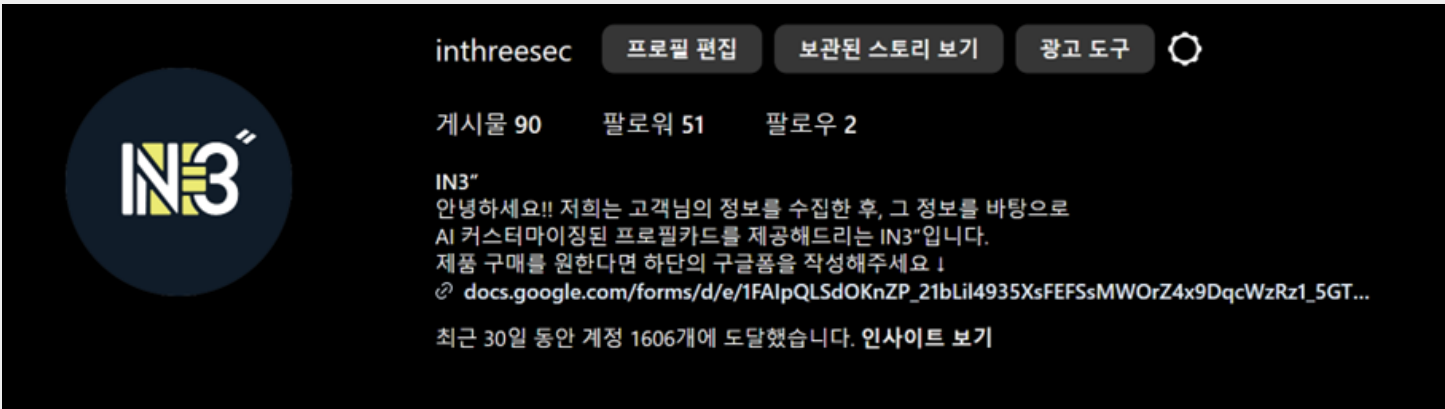
March 25, 2024

Now:

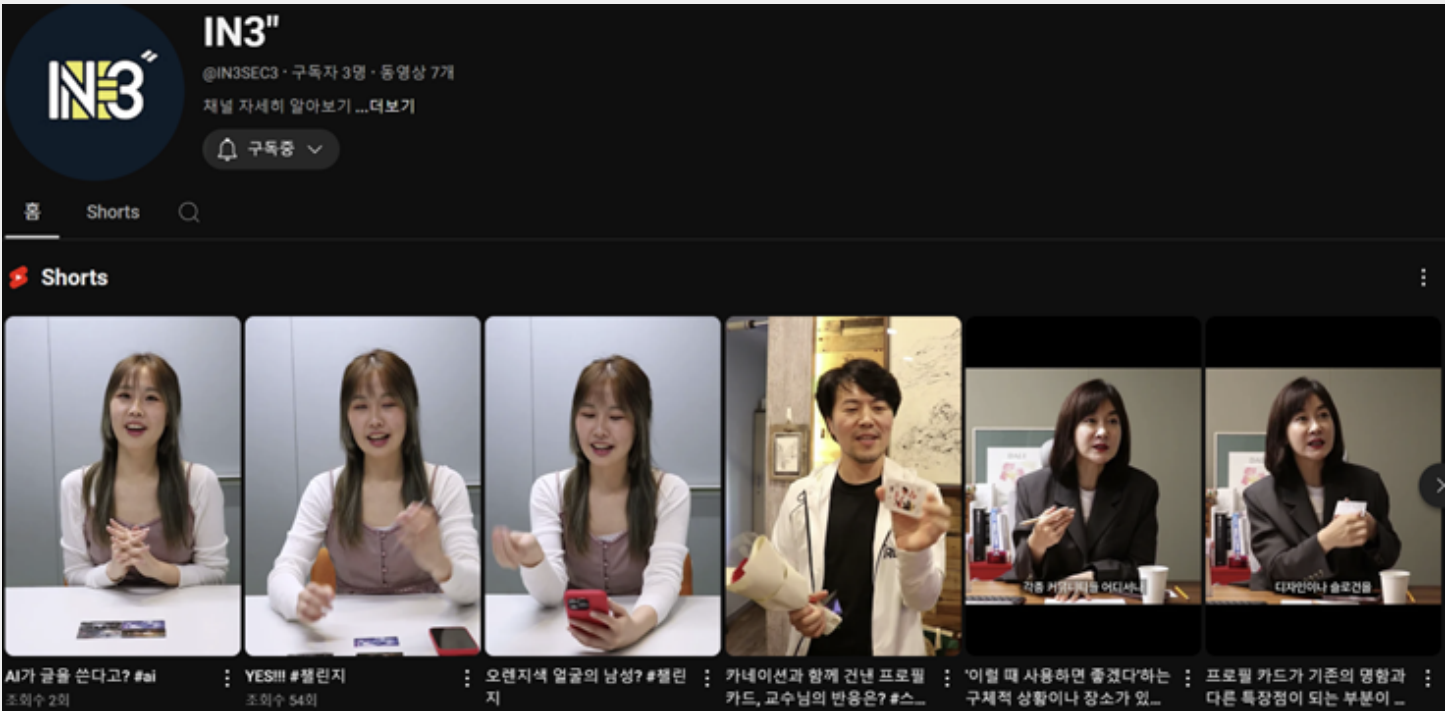
- Business registration in progress (Naver Smart Store)
- Attracting real customers and making sales
- Strengthened expertise with coaching from the Startup Support Center
- Regular feedback from a recruiter mentor (The PR)

Company Introduction

Design-Customizing with AI + PR with NFC = Only one profile card



IN3"(@inthreesecc) Instagram 사진 및 동영상



<https://www.youtube.com/@IN3SEC3>

Designing customizable cards with AI

IN3" social media channels

Company Status

Try to scale gradually to attract customers

"I think I expressed my life values perfectly with the slogan!"

- Customer Choi -



"I think the design that I wanted came out. It was amazing!"

- Customer Yoo -



"I felt it was an incredibly effective tool in the age of self-PR!"

- Customer Kim -



"The design sense and technical design are so excellent"

- Customer Jung -

- ▶ Complete the creation and delivery of profile cards for a total of 20 people
- ▶ We have now attracted up to 30 customers

Define Problem

How have you been using your business cards?

Pain Point

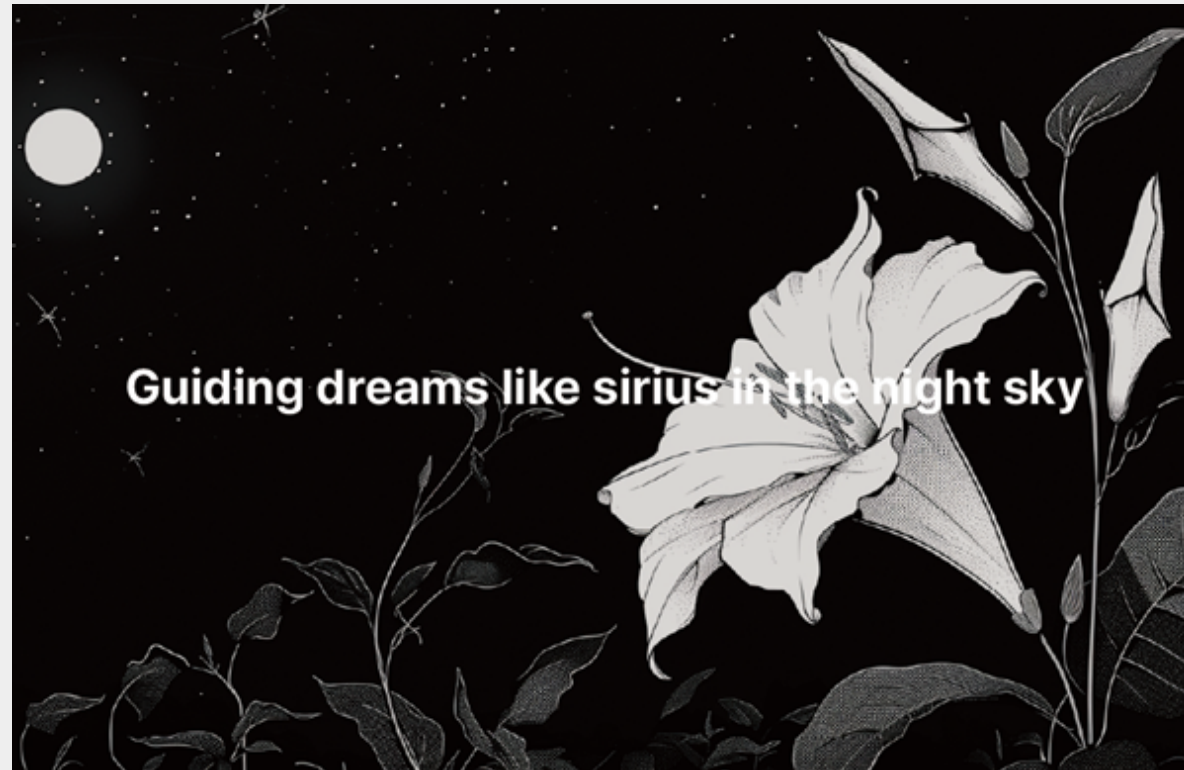
- ① Limitations of physical sharing when you run out of business cards or leave them at home
- ② Problems that can't be fixed when you change departments or emails
- ③ Memory problems when you've exchanged business cards with multiple people and can't remember who was who by name alone
- ④ Problems with usage management, where it's difficult to know where and how many business cards were distributed.



► It is a card that can eliminate these pain points with just one profile card.

Solution

The profile card for IN3" is different.



AI Customizing

- Generative AI tools can help you create colorful designs
- Utilize ChatGPT, Midjourney, Stable Diffusion, etc.
- Experienced in utilizing generative AI across the team
- We has its own GPTs

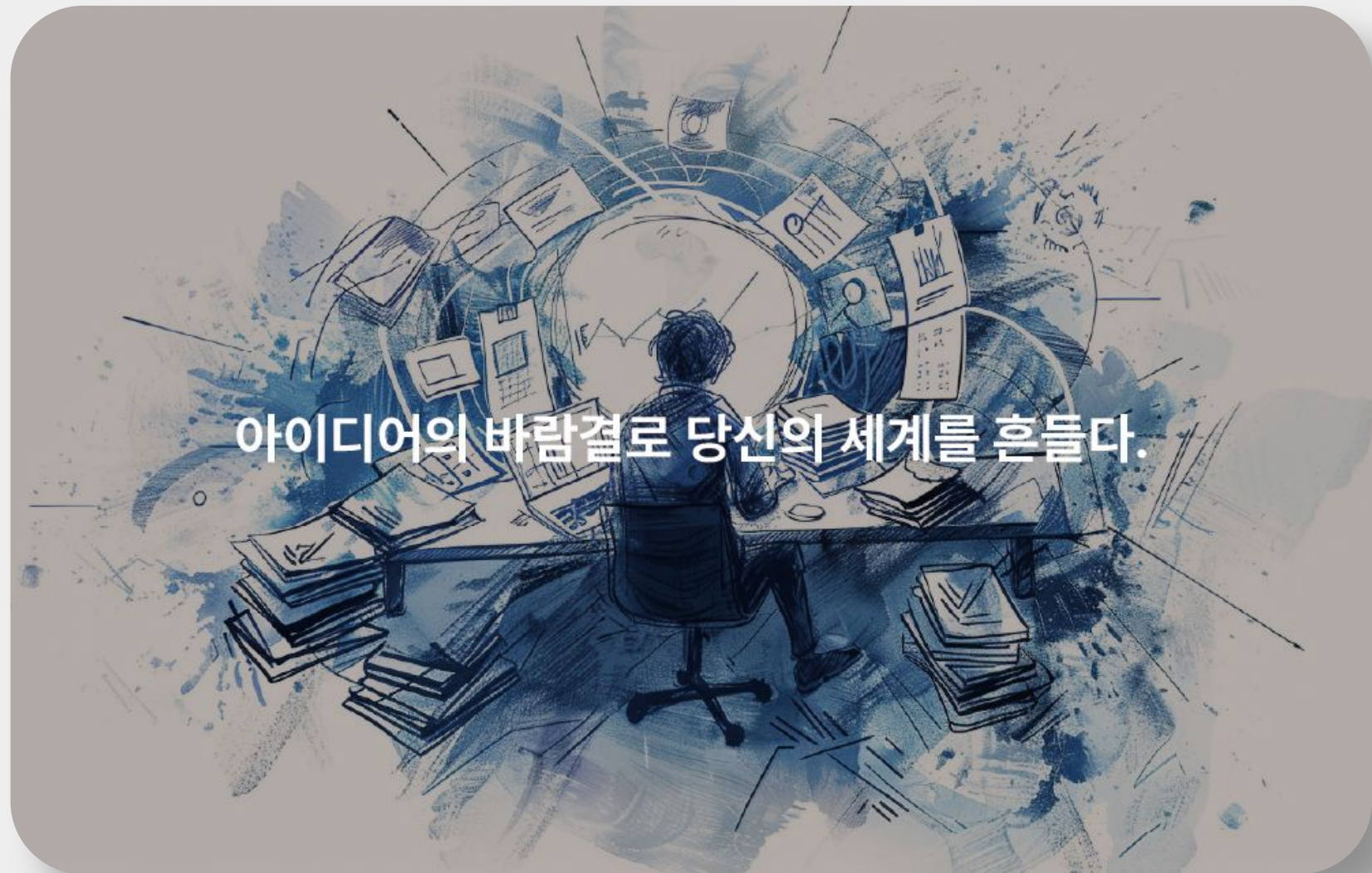
NFC

- Tagging via NFC sticker on the front of the card
- Insert text, URLs, social media, files, contacts, or anything else you like
- Compatible with all Galaxy and iPhone devices (NFC activation required for Galaxy)

Product



Profile cards, not business cards anymore.



Gen-AI based Visual Thinking Image

Personalized visual thinking images combined with customer information and Gen-Ai customization technology

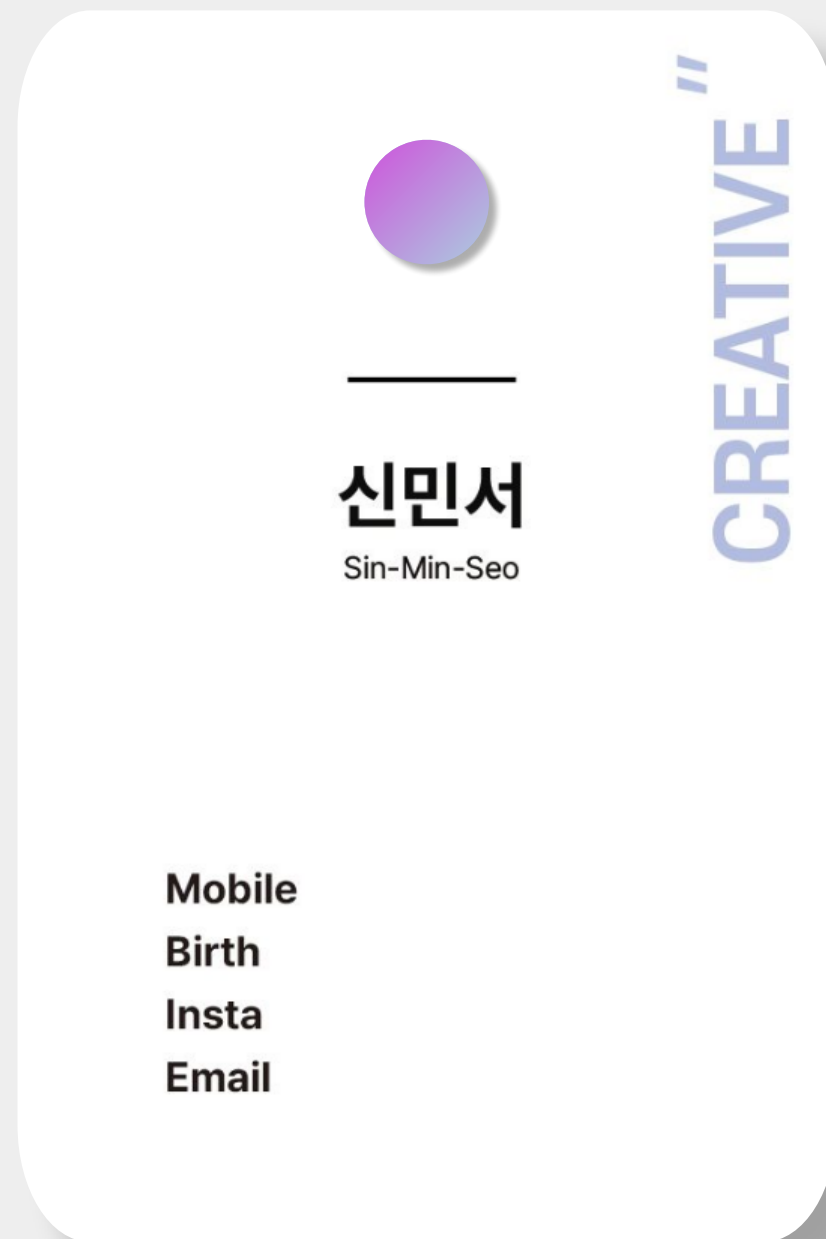
One Shot Slogan

A one-shot slogan that effectively represents the customer's identity

- ▶ Gen-AI based personalizing visual thinking image, expressing the customer's identity
- One-shot slogan, smartphone tag, profile card including NFC chip for immediate access

Product Basics

Profile cards, not business cards anymore.



NFC Chips Mounted

NFC chip with one smartphone tag that allows customers to access the web pages they want (portfolio, business plan, proposal, etc.)

▶ Powerful self-PR tools to help customers effectively self-PR through their profile cards in less than three seconds to determine first impressions

Prototype Process

This is how the profile card was created.



- ▶ IN3's profile card has been completed after a total of three stages of prototyping and usability evaluation to be reborn as a more effective self-PR tool.

Testing Process

This is how the profile card was created.



참고문헌
HUMAN COMPUTER INTERACTION 개론
"Evaluating the usability of physical consumer products" by Fiona T. Gillan and Deborah A. Bias
"Product Experience" by Hendrik N. J. Schifferstein and Paul Hekkert

5:02

docs.google.com

가

IN3" 프로필카드 사용성
평가 설문지

* 표시는 필수 질문임

[효과성 평가]

1. 기존 명함을 사용한 자기소개와 비교했을 때 *
프로필카드를 사용한 자기소개가 자기PR에 더
효과적인가요?

☐ 매우 그렇다

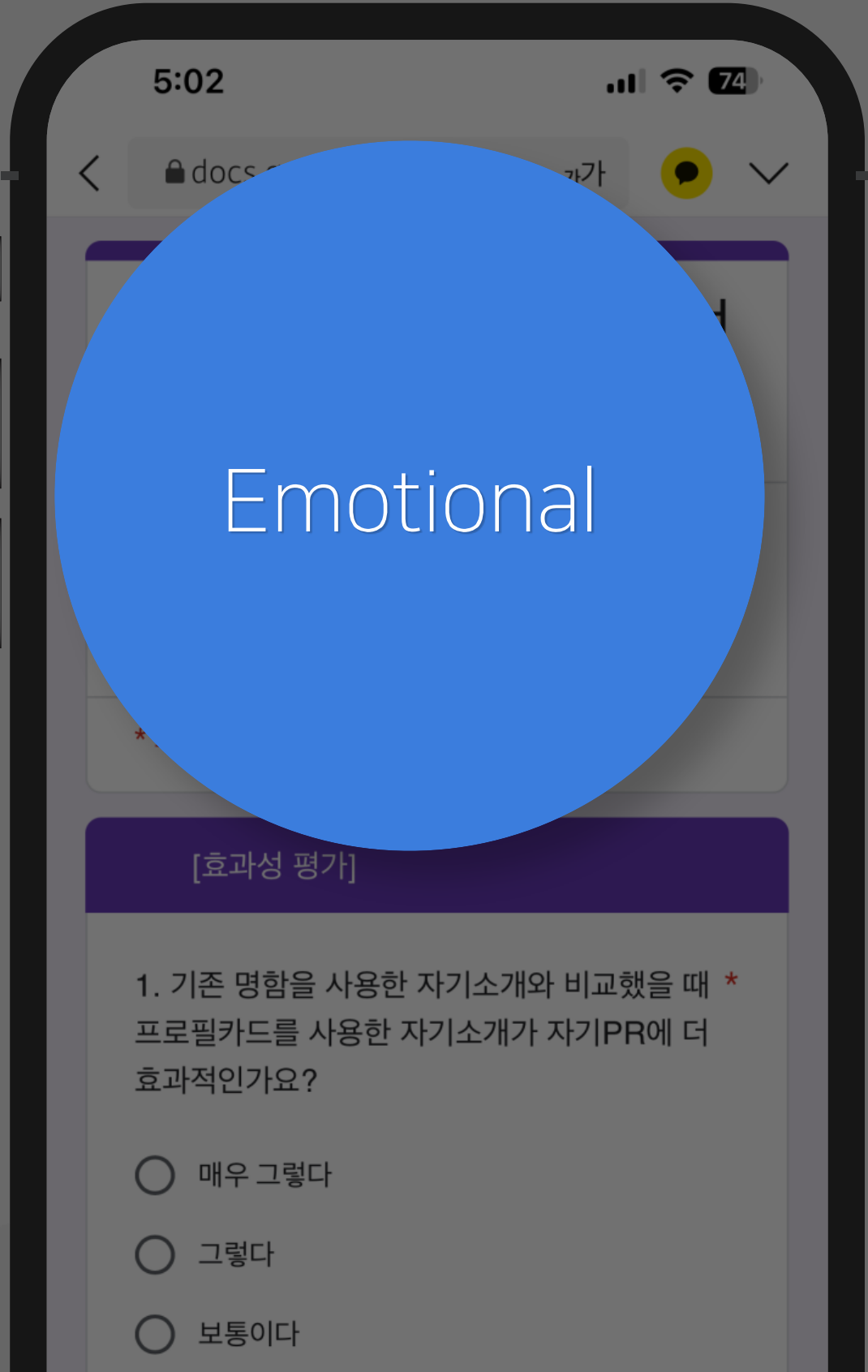
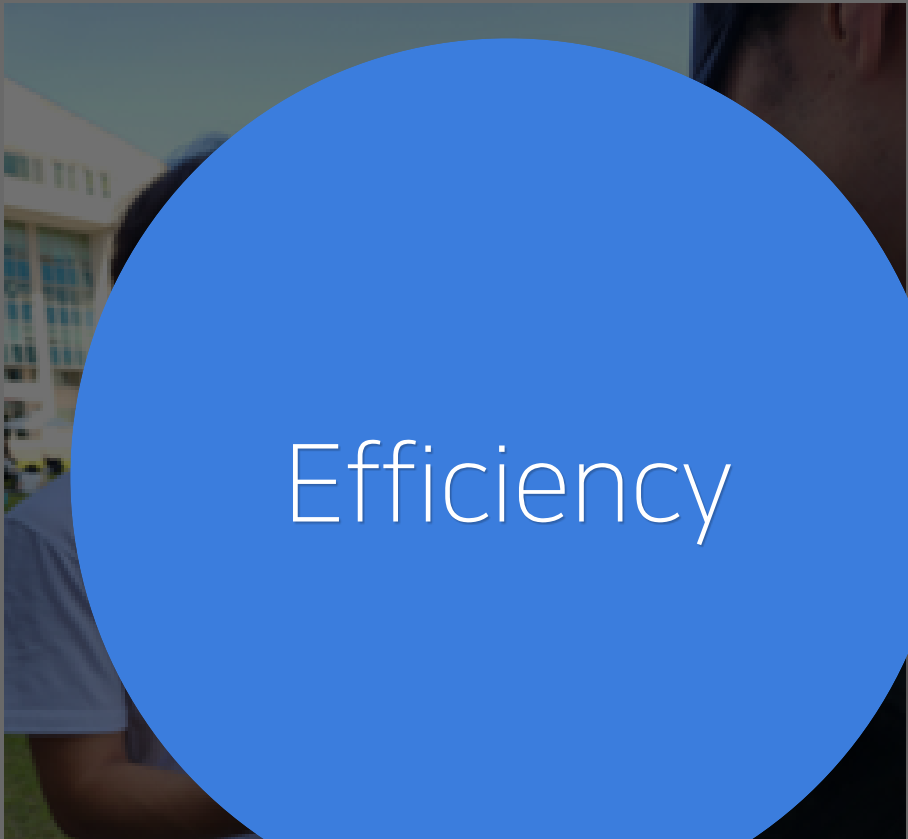
☐ 그렇다

☐ 보통이다

▶ As a result of reflecting various feedbacks through the process of writing a questionnaire based on various papers and introductions, running around and communicating directly with customers, today's powerful profile card has been created.

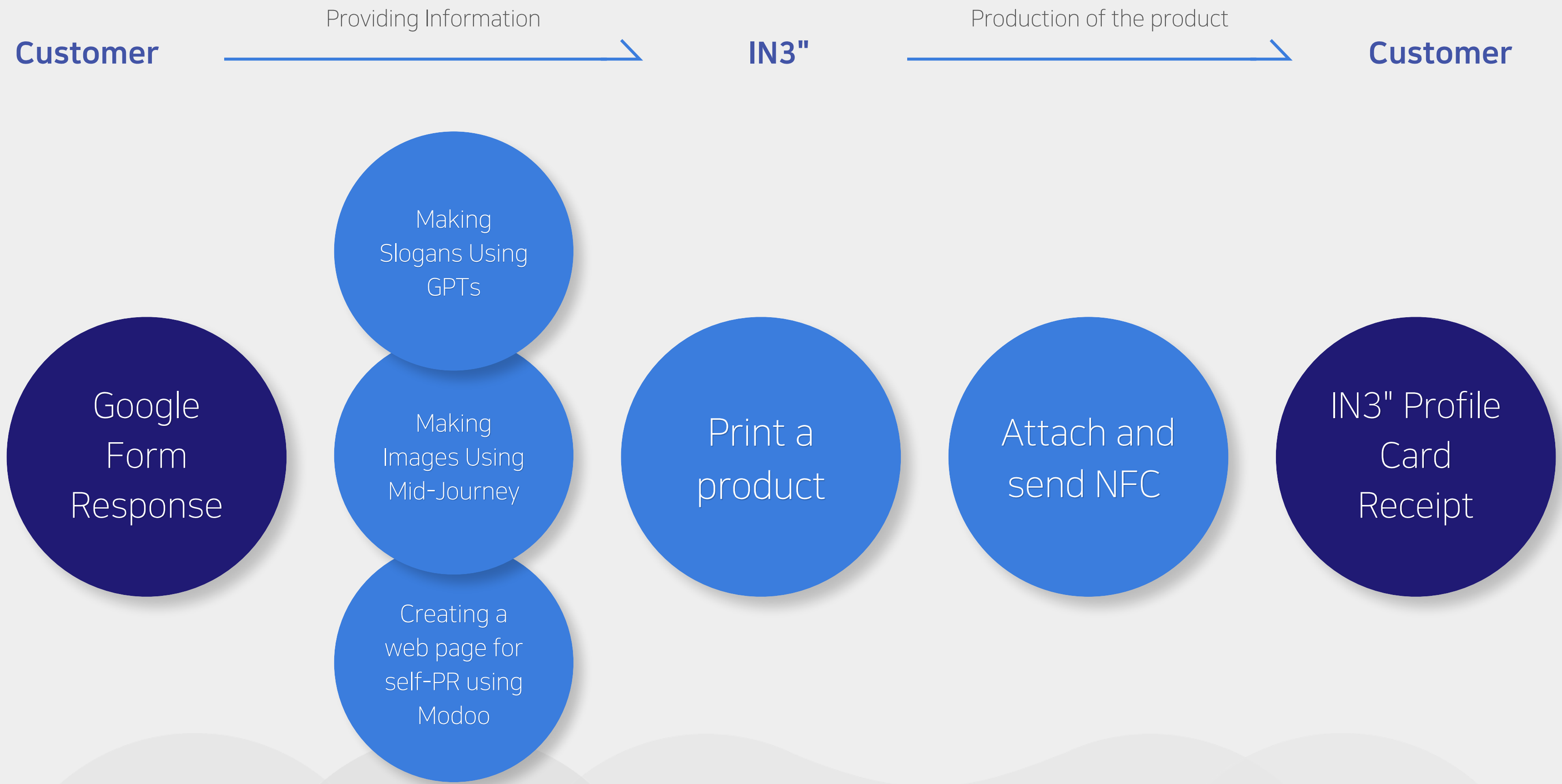
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Service Flowchart



Service Flowchart

6:02

docs.google.com

IN3"을 선택해주셔서 감사합니다.

TALK, TAP, BOOM!

안녕하세요, 저희는 고객님의 정보를 바탕으로 AI 커스터마이징된 프로필카드를 제공함으로써 'AI기반 퍼스널브랜딩을 통해 고객이 효과적인 자기 PR 할 수 있게 돕는다' 라는 기업가치를 가진 IN3"입니다.
해당 설문은 커스터마이징에 필요한 고객님의 정보를 얻기 위한 설문입니다.

파일을 업로드하고 이 양식을 제출하면 Google 계정과 연결된 이름, 이메일 주소 및 사진이 기록됩니다.

다음

양식 지우기

Google Forms를 통해 비밀번호를 제출하지 마세요.

이 콘텐츠는 Google이 만들거나 승인하지 않았습니다. 악용사례 신고
- 서비스 약관 - 개인정보처리방침

Google 설문지

Google Form Components

Personal information /Front

A question that allows you to choose the information you want to put in

Slogans / Back

Scientific questions that create one-shot messages based on the FAB theory of the book <Personal Branding also has a formula>

Image / Back

Questions selected after usability evaluation for effective Visual Thinking

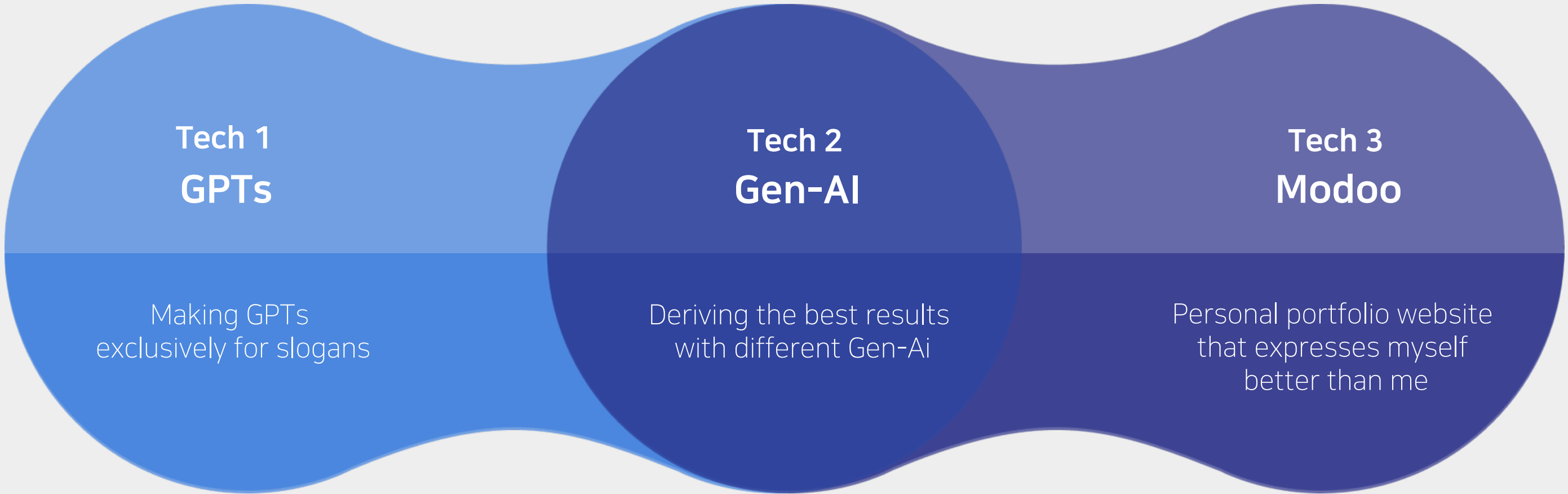
출처: 시사 매거진



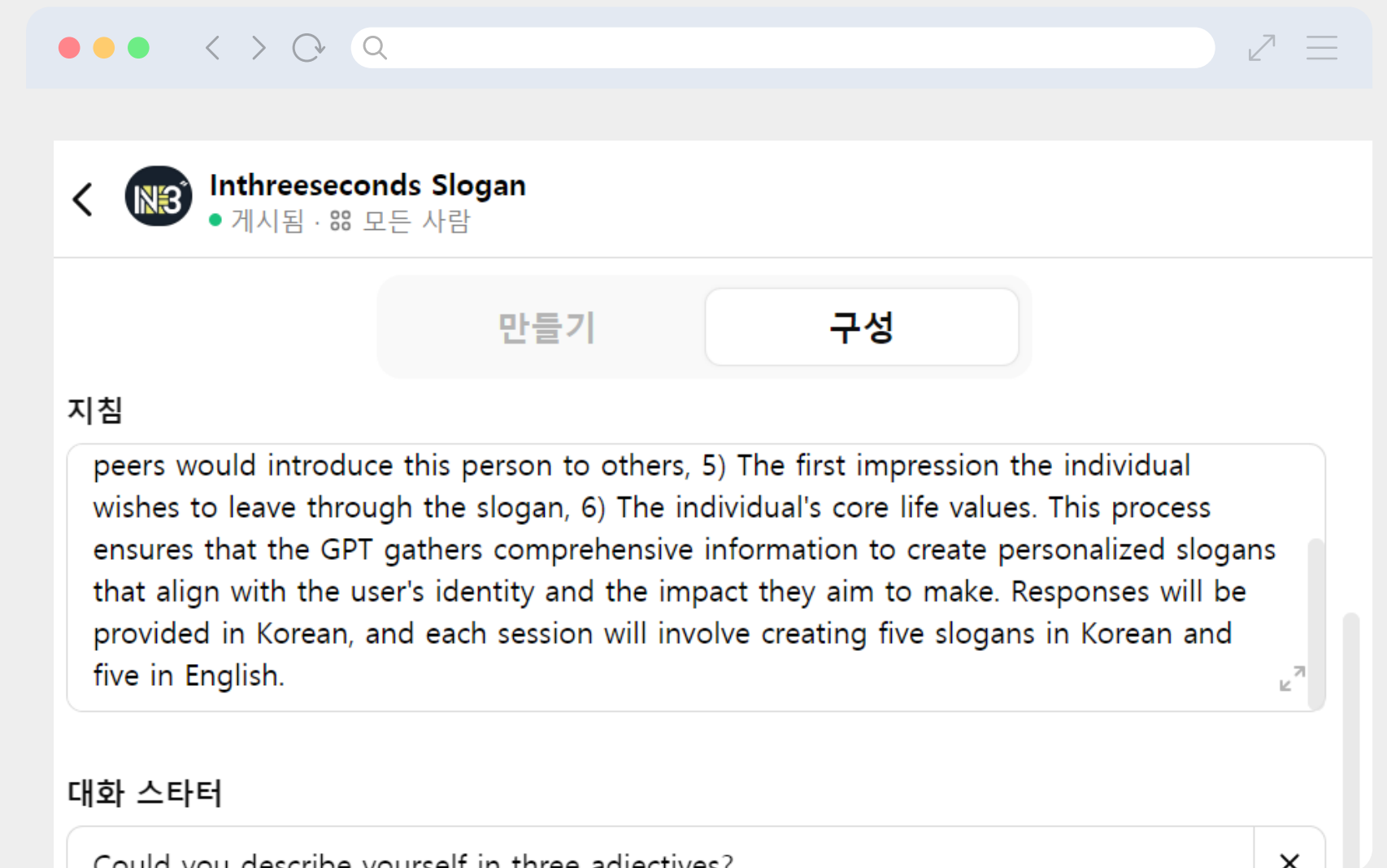
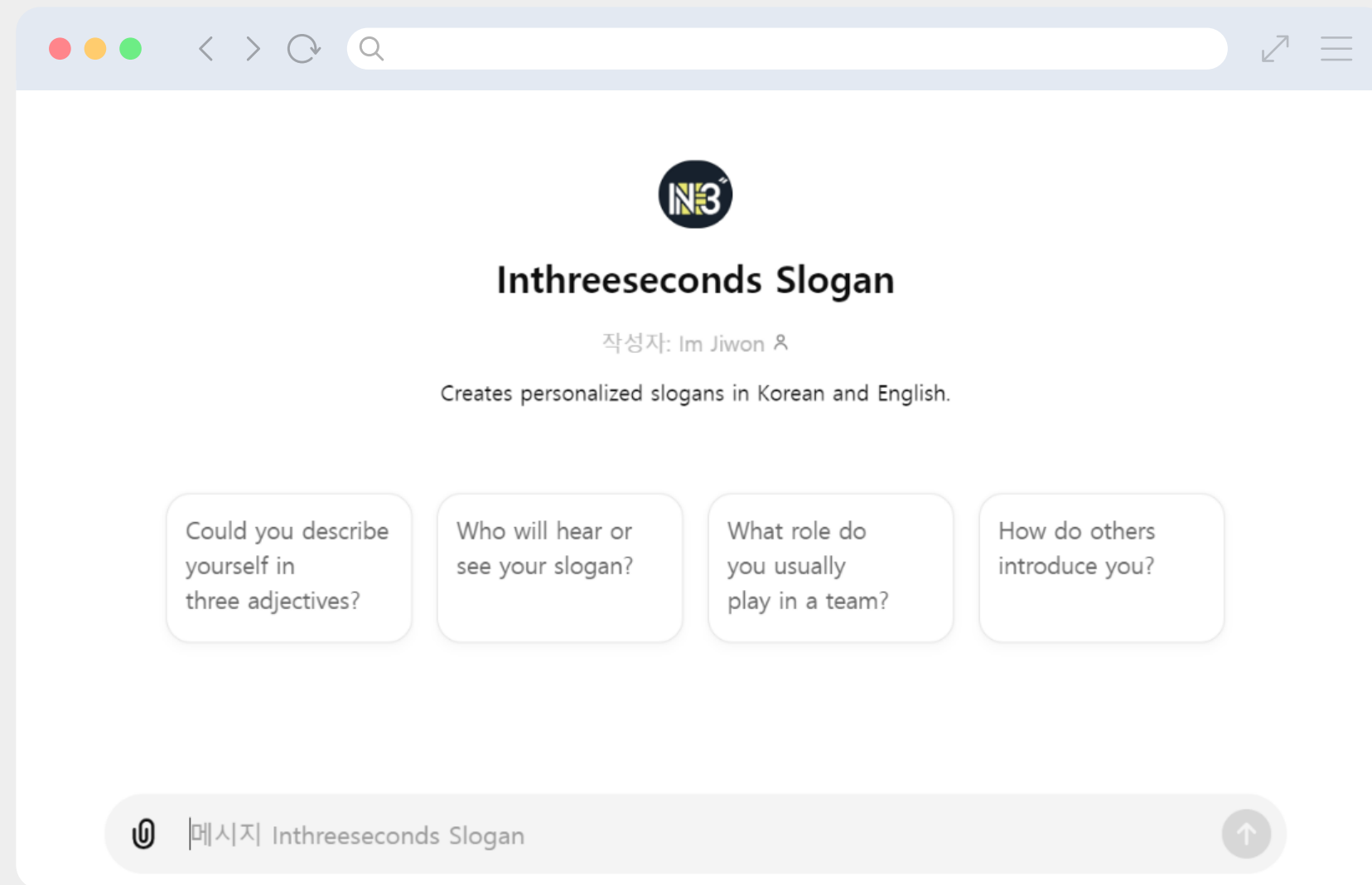
책 <퍼스널 브랜딩에도 공식이 있다>

IN3"s own special skills.

It contains IN3"s unique technology to create a profile card.



Core Technology



- ▶ We propose a slogan optimized for customers that is inserted on the back of the profile card for each questionnaire answer by **creating GPTs** dedicated to slogans. It is based on GPTs, which currently have the most slogan-related reviews, and various slogan-related introductions.

Core Technology



Midjourney



Dall-e



Leonardo



Stable Diffusion



► Among the results produced using various Gen-Ai programs such as Dall-e, Leonardo, Stable Diffusion, and Midjourney, Midjourney produced the best results. Therefore, Midjourney is used as one of the main programs.

GPTs Prompting

솔로건 만들어줘

솔로건을 만들기 위해 몇 가지 질문을 드리겠습니다. 이에 대한 답변을 바탕으로 최적의 솔로건을 작성하겠습니다.

1. 자신을 가장 잘 설명하는 세 가지 형용사는 무엇인가요?

2. 솔로건의 주요 대상은 누구인가요? (예: 고객, 동료, 친구 등)

3. 협업 시 보통 어떤 역할을 맡으시나요? (예: 리더, 조정자, 실행자 등)

4. 동료들이 다른 사람에게 당신을 어떻게 소개하나요?

5. 솔로건을 통해 남기고 싶은 첫인상은 무엇인가요?

6. 당신의 핵심 인생 가치는 무엇인가요?

1. 창의적인, 솔직한, 긍정적인

2. 창업 파트너, 프로젝트 동료, 친구

3. 열정적인 활동가

4. 솔직한 모습이 매력적이며 어디로 튈지 모르는 자유로운 영혼. 유쾌하고 활동적이며 다양한 분야에 관심이 많은 사람. 인류애가 넘치는 사람.

5. 신비로운 느낌

6. 사랑의 힘이 이 세상을 바꾼다.

이제 제공해주신 정보를 바탕으로 솔로건을 작성해 보겠습니다.

한국어 솔로건

1. 창의성과 솔직함의 힘으로 세상을 바꾸는 당신

2. 사랑과 열정으로 가득 찬 자유로운 영혼


3. 유쾌하고 활동적인 열정적인 활동가

4. 신비로운 매력, 인류애로 세상을 바꾸다

5. 솔직함과 긍정으로 창조하는 세상

Midjourney Prompting

Artistic tools, marketing materials, and planning diagrams, sketched style with shades of purple, abstract and creative layout, elements intertwining, representing a thoughtful and inspired mood, --ar 9:5 - @Arvin/이현수-6th UMC 광운대 Plan (fast)



U1U2U3U4

V1V2V3V4

► Therefore, first, based on the Google Form survey answer, create a prompt to be put in the midjourney by entering it into the GPTs that we made, and then we put the prompt created here into the midjourney to create the optimal result.

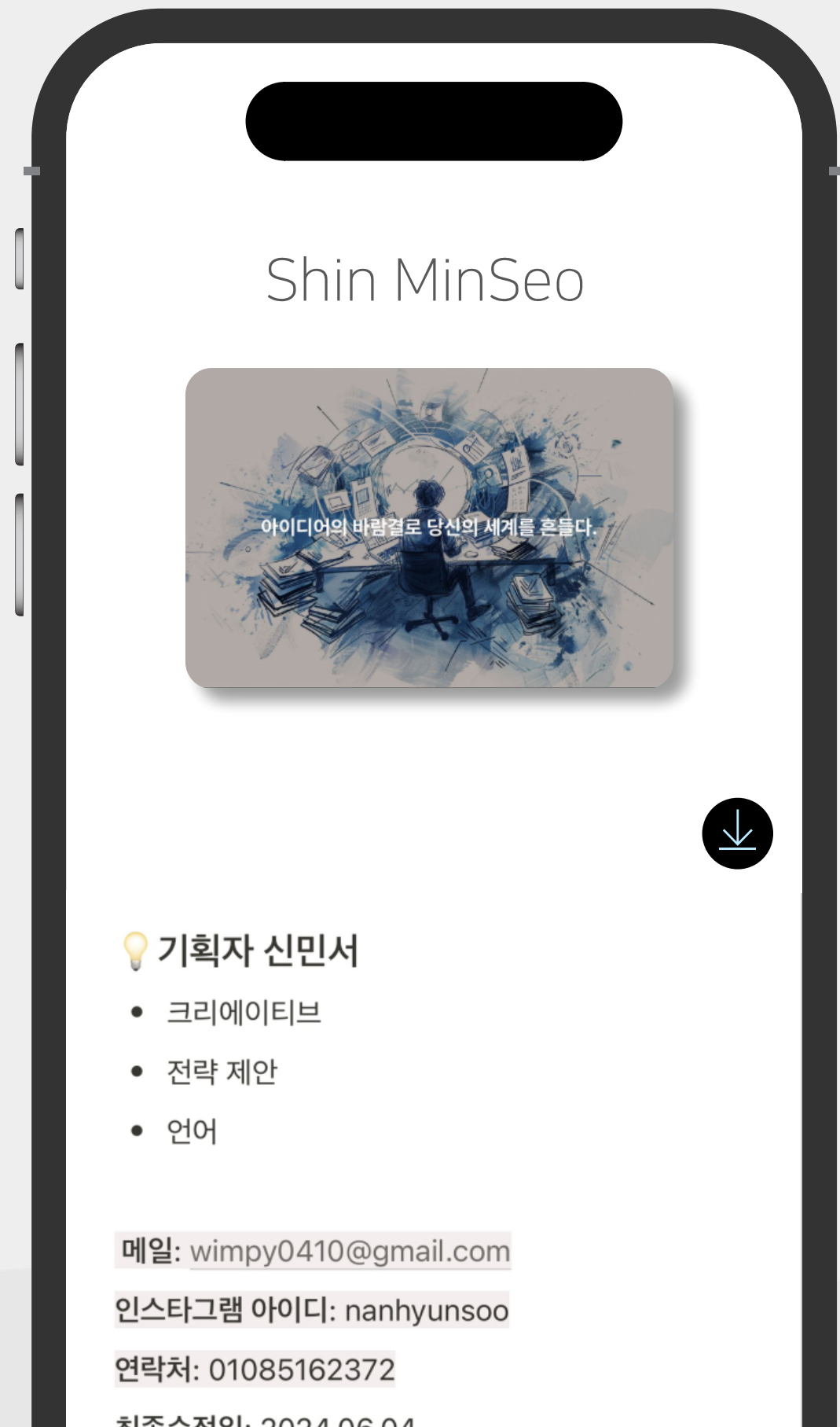


My own personal portfolio website that expresses myself better than me

Easy and convenient access anywhere

Effectively communicate points that you want to appeal to, such as award-winning experience, start-up ideas, and works

Flexible transition from phone to email to YouTube



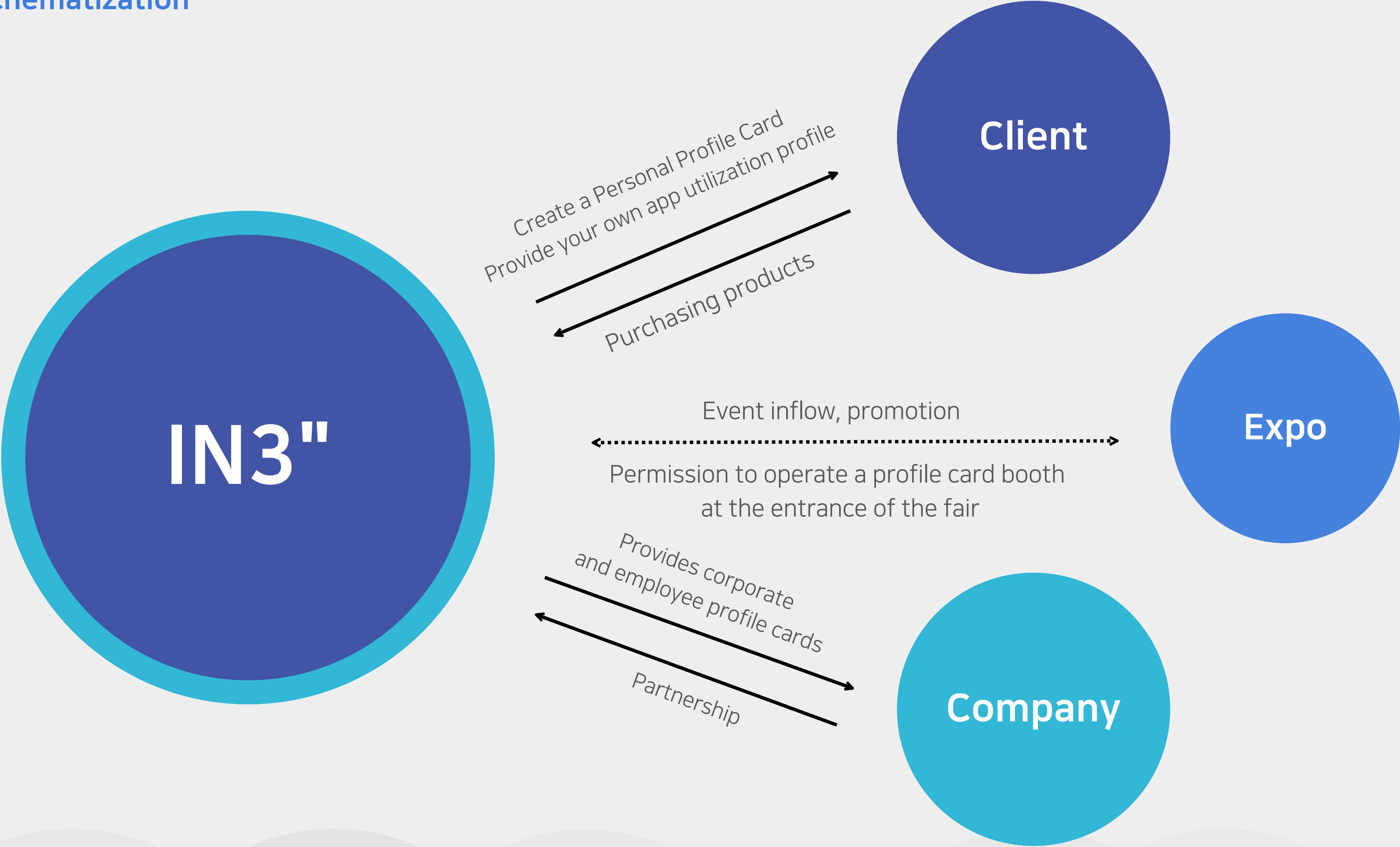
Main problem

- 1) Difficulty in storing and changing personal PR information through links
- 2) a decrease in NFC recognition ability
- 3) In case of loss, privacy issues

Solution

- 1) IN3" APP development is in progress
- 2) Using NFC embedded card materials to solve existing NFC sticker attachment and design uniformity
→ Enhance recognition by enabling NFC tagging of the entire surface of the card
- 3) If card is lost, add link blocking activation function within app → Defense of unauthorized tagging activity of others

Business Schematization



Price

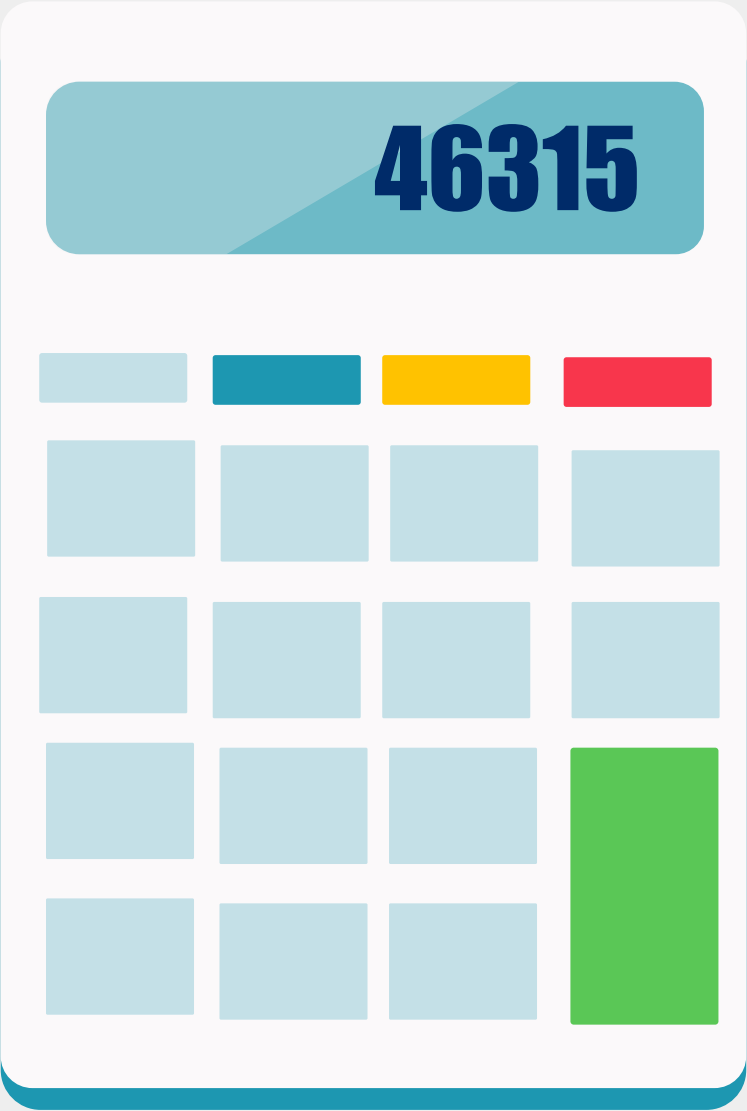
Net Profit based on 100 sheets

Selling Price 28,300 won

Total Prime Cost

NFC Card	673 won
Printer (24-month division)	458 won
Midjourney Subscription	300 won
Chat GPT Subscription	300 won
Packaging	1,500 won
Delivery	3,000 won

Net Profit 21,369 won



Card copy machine price: KRW 1.1 million
(additional cost 0 after first purchase)

Market Analysis



Market Analysis

The current business card market has been digitized at a rapid speed since Covid 19

코로나19: 비대면 시대, 종이 명함 사라질까?

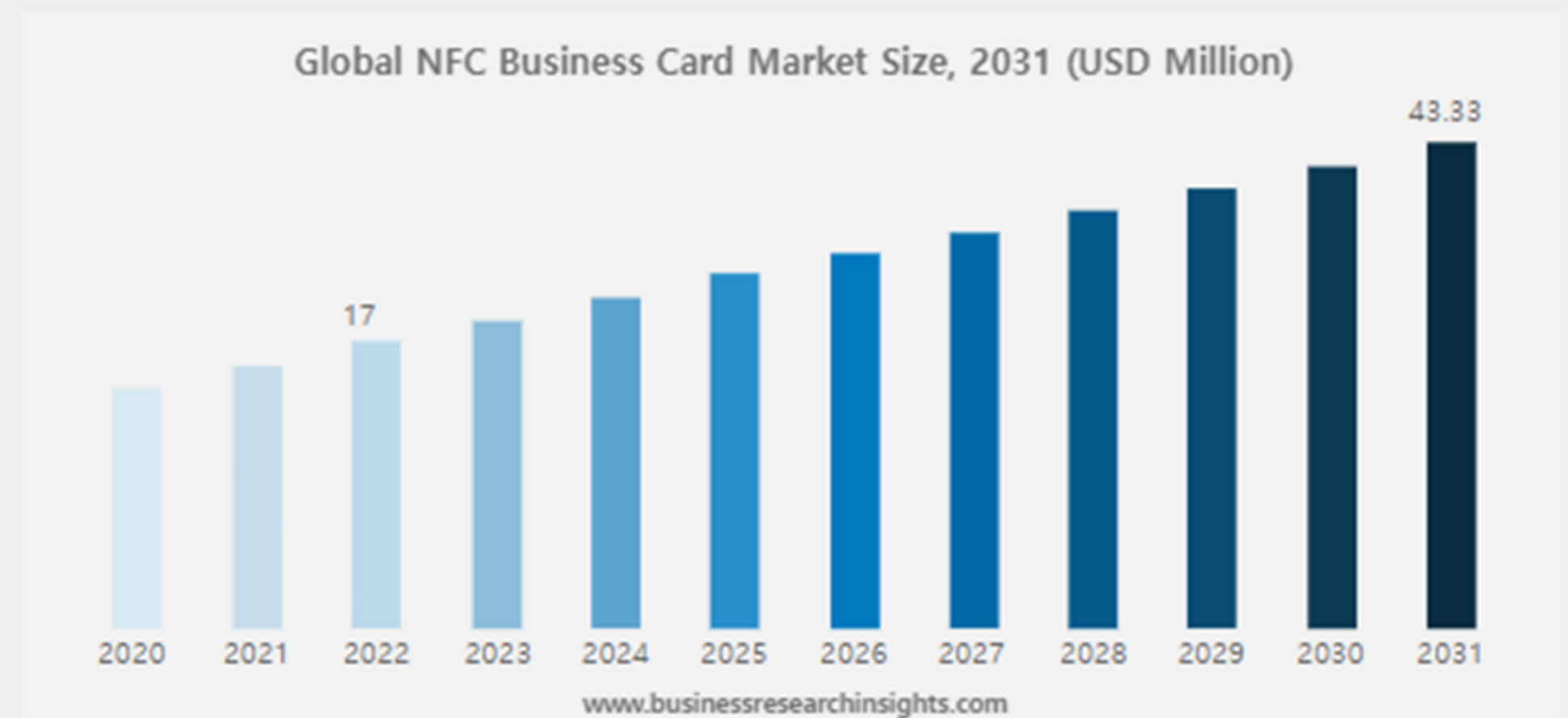
BBC뉴스 코리아_22.09.06

"아직 종이명함 쓰세요?"...리멤버 대적 나선 명함 스타트업 [각스]

한국경제_23.08.04

진화하는 명함 비즈니스...빅데이터·디지털화 경쟁 가속

매일경제_22.05.20



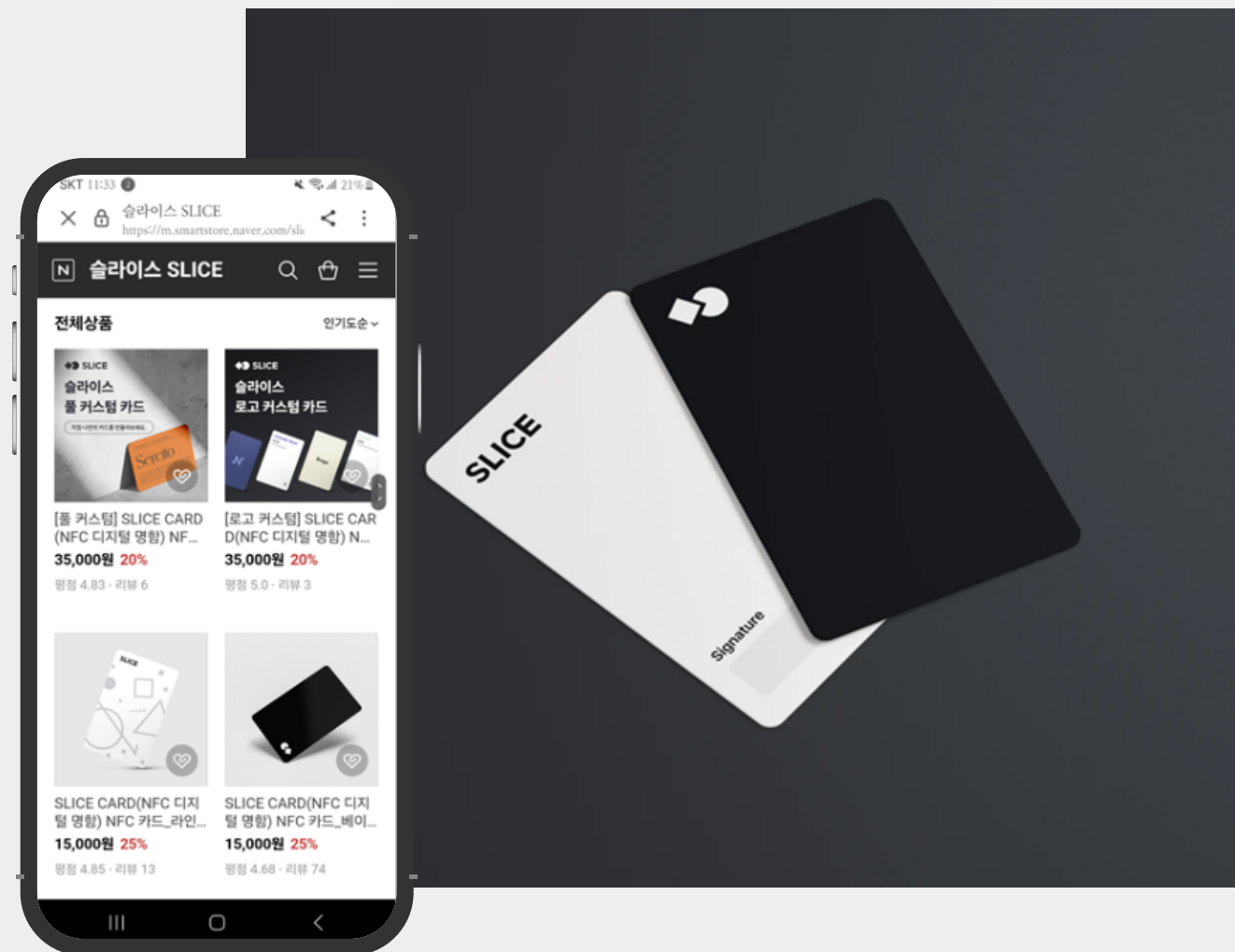
Business Insight Research_2022

- ▶ Digital business cards with digital business cards and digital connections and services that store business cards are active at home and abroad.

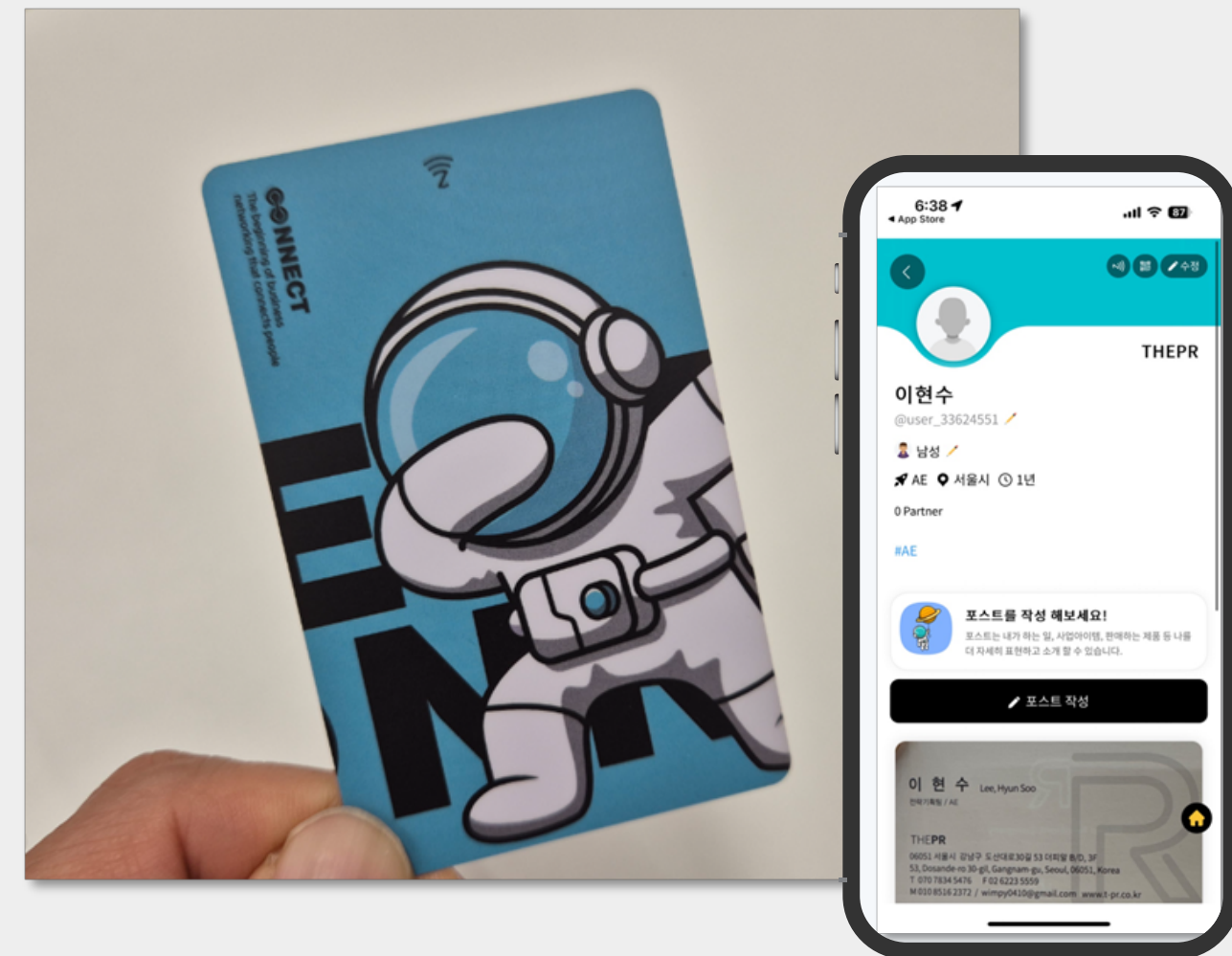
Market Analysis

Among them, a situation in which digital business card brands using NFC chips stand out

SLICE



CONNECT

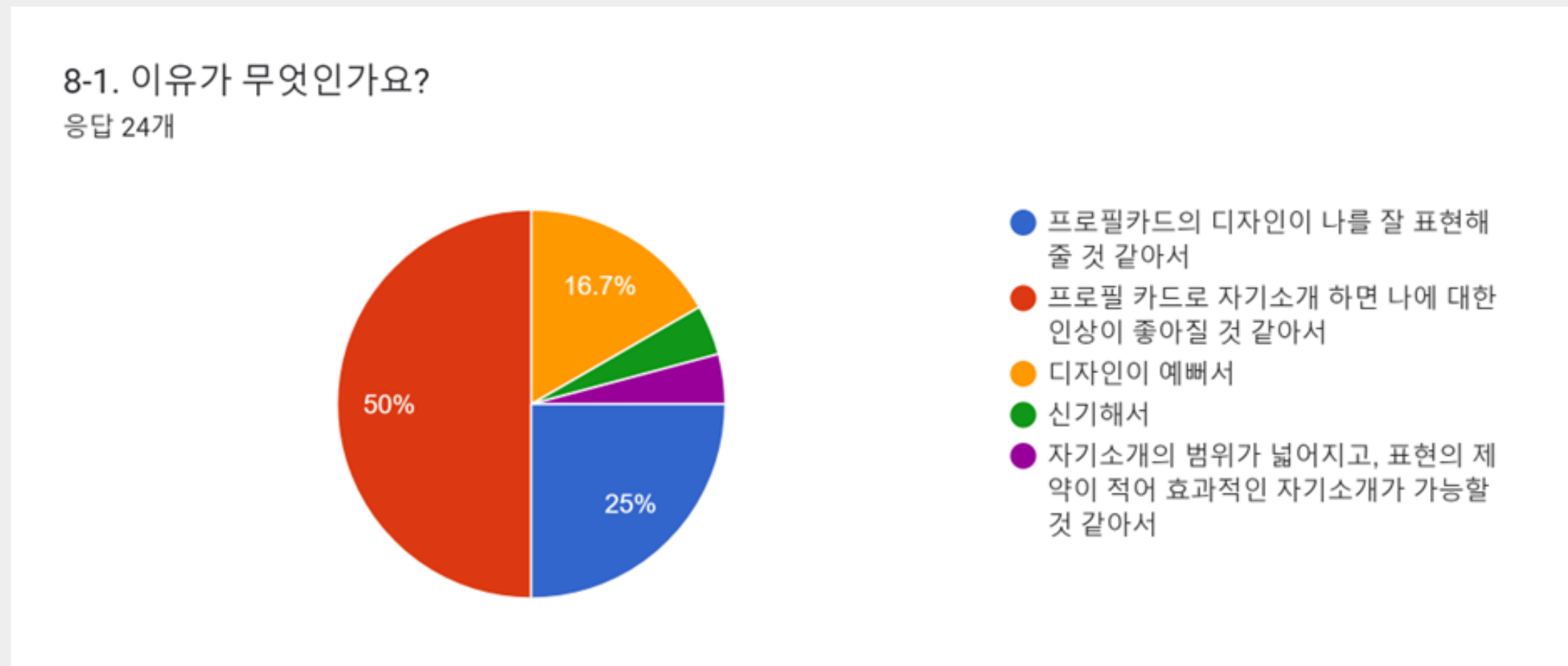


- ▶ The emergence of a startup company that provides a web page that can easily create your own profile to register in NFC

Market Analysis

Digital business cards, especially NFC business cards suggest that it is effective 'self PR'

N = 24



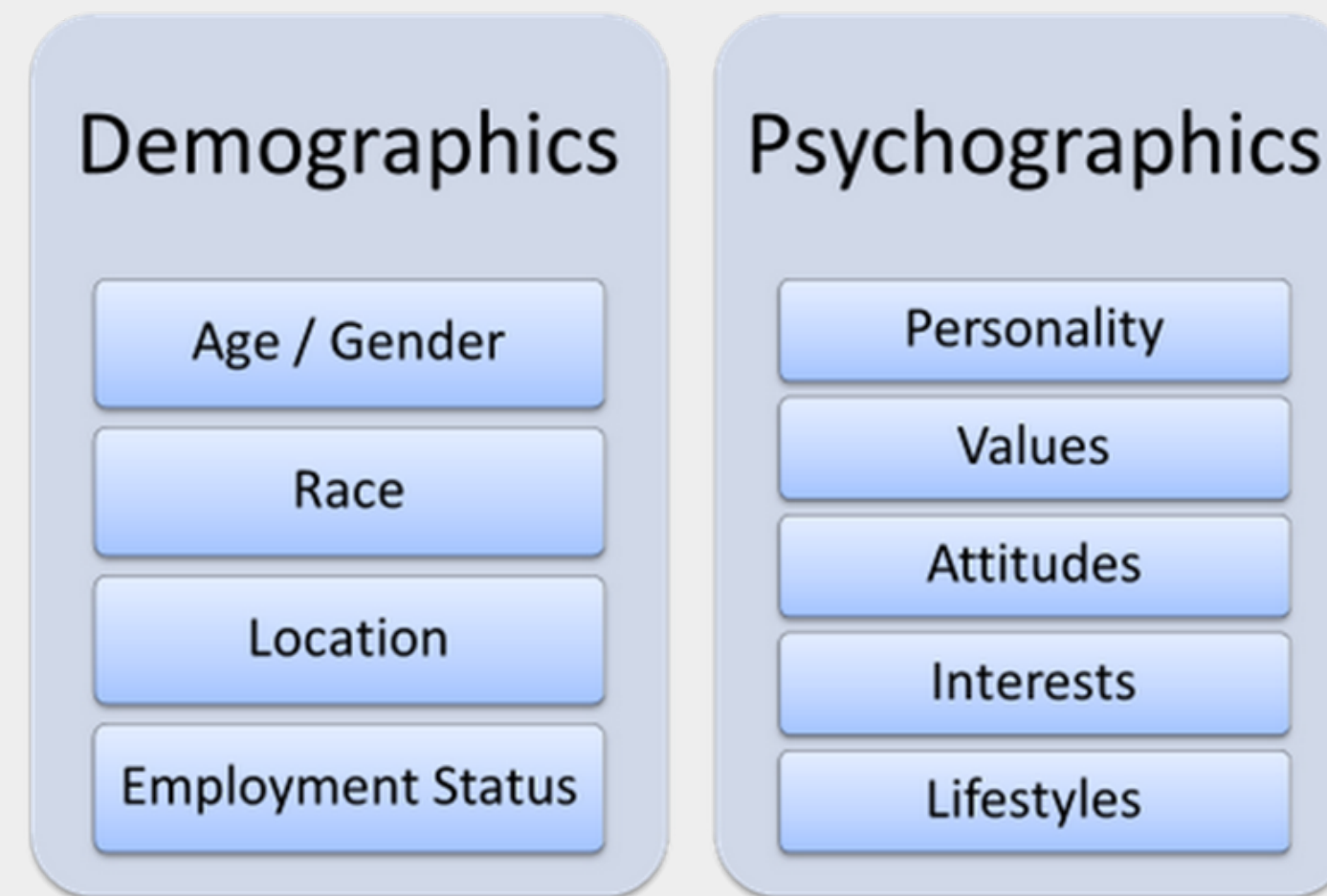
IN3" In-House Survey

► Most of the respondents who said they had a willingness to use a business card with NFC mentioned that they wanted 'impression evaluation and personal branding', and that they would like to use them in situations such as job search and networking.

Market Analysis

Those who want to find a recruitment, investor, or project partner through good impression evaluation and personal branding

▶ Defined as 'Passionator', the key target of IN3 "



Passionator: A person who enthusiastically pursues his dreams and thinks about how to introduce himself in a creative and innovative way in the process

Persona



- ▶ ENFJ
- ▶ Hope to find a job in the UX design field.
- ▶ Has a great will to prepare for the job
- ▶ Often goes to start up fairs to look for job

Objectives

1. Employment in the IT field through attractive personal branding.
2. Wants to make a partner to join a side project.
3. Wants to hear that he is a sensual and creative designer.

Requirements

1. Way to leave a good first impression on yourself concise and quickly
2. Wants to show not only the hardskills but also softskills
3. Likes to share my thoughts and values.

Pain Points

1. Difficult to share portfolio because he has no namecard.
2. Attractive personal branding is one of the most recent worries.

Meet up with recruiter

- Must deliver portfolio by email so that he can share it quickly at the fair.
- Wants to form a special image from the first meeting

Worries about effective personal branding

- Thinking about how to solve his own painpoint
- Search for self -introduction methods on YouTube

Finds IN3"

- Comes across IN3" while searching for personal branding
- Curious about whether AI-based customization can be effective for personal branding

Buys the product

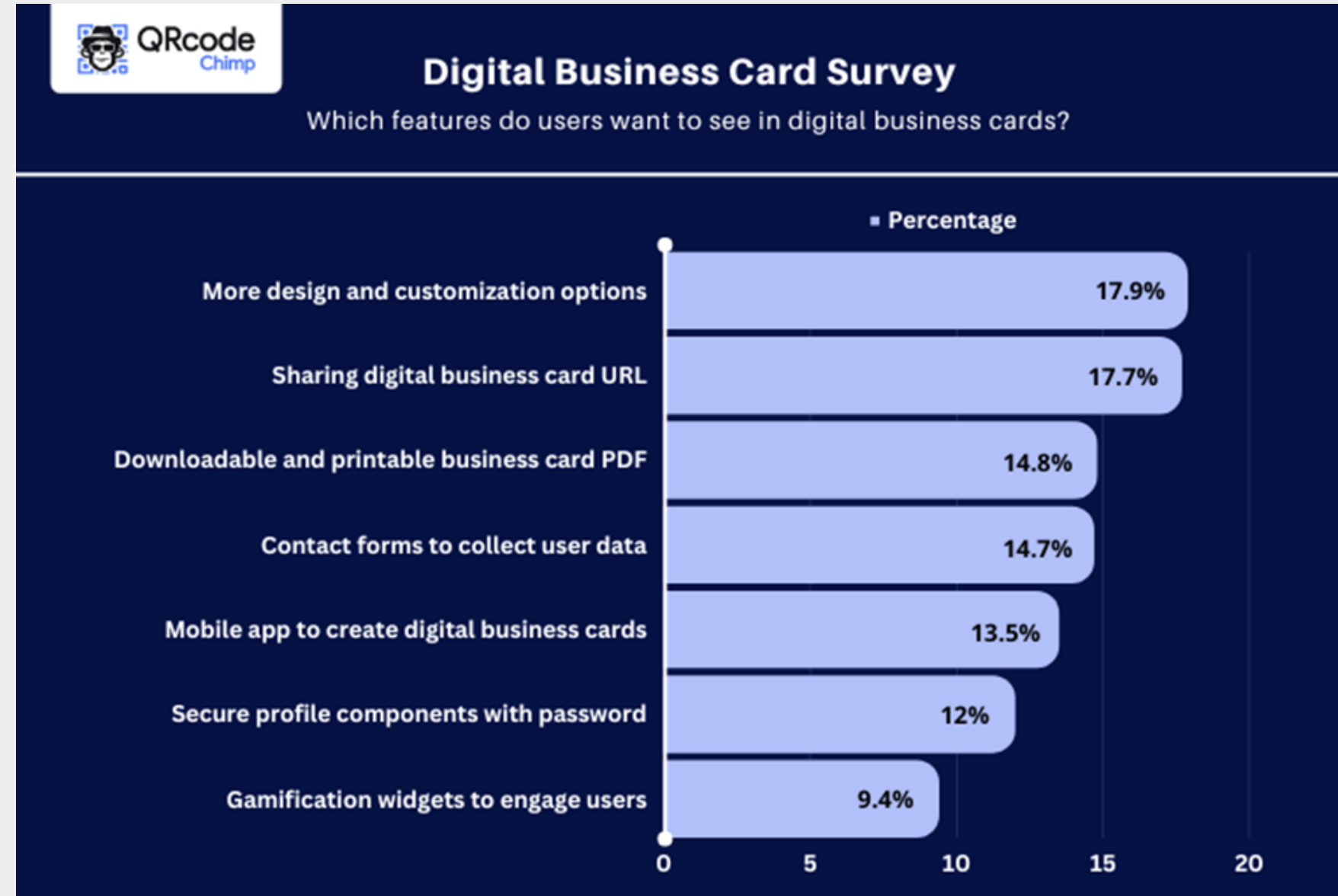
- Expensive compared to name cards, but buys it on trust in quality.
- Build trust by filling out a Google form using the FAB theory required for self-PR

Uses the product

- Can make a special first impression when meeting recruiters and side project team members.
- Can make a more specific introduction by showing your values through an image.

Market Analysis

The feature most desired by Passionators who already use digital cards is 'Customization'

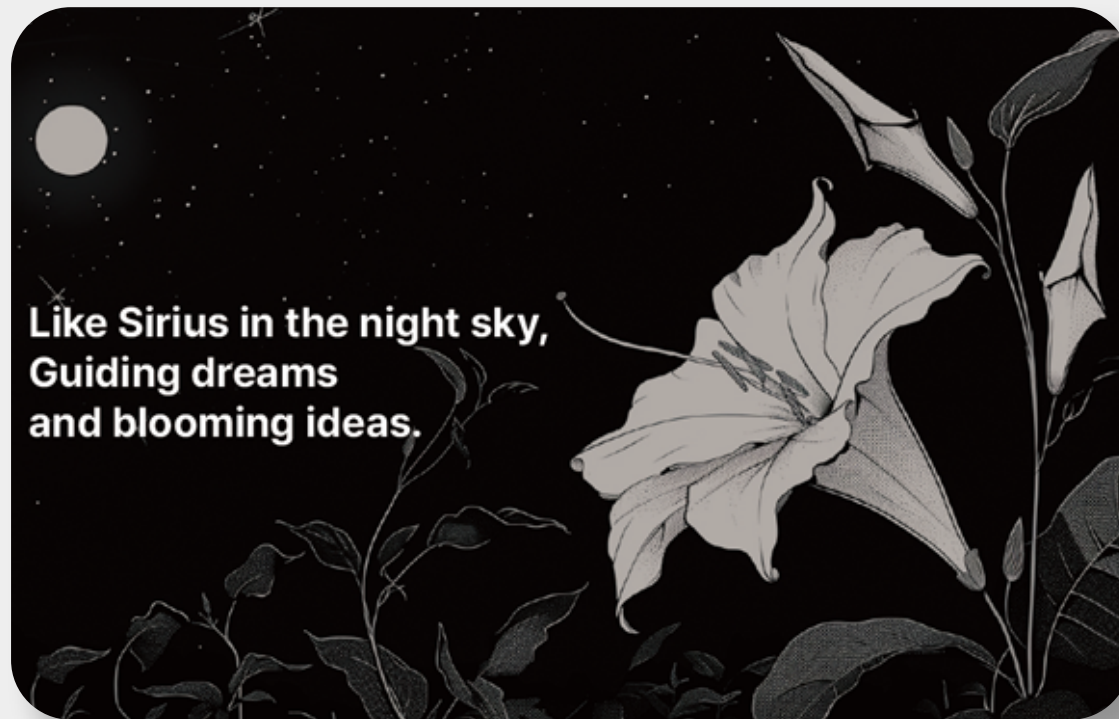


a self-conducted survey by a digital business card company

- For personal branding, the first priority is to strengthen visual elements and 'personalization' to better express oneself.

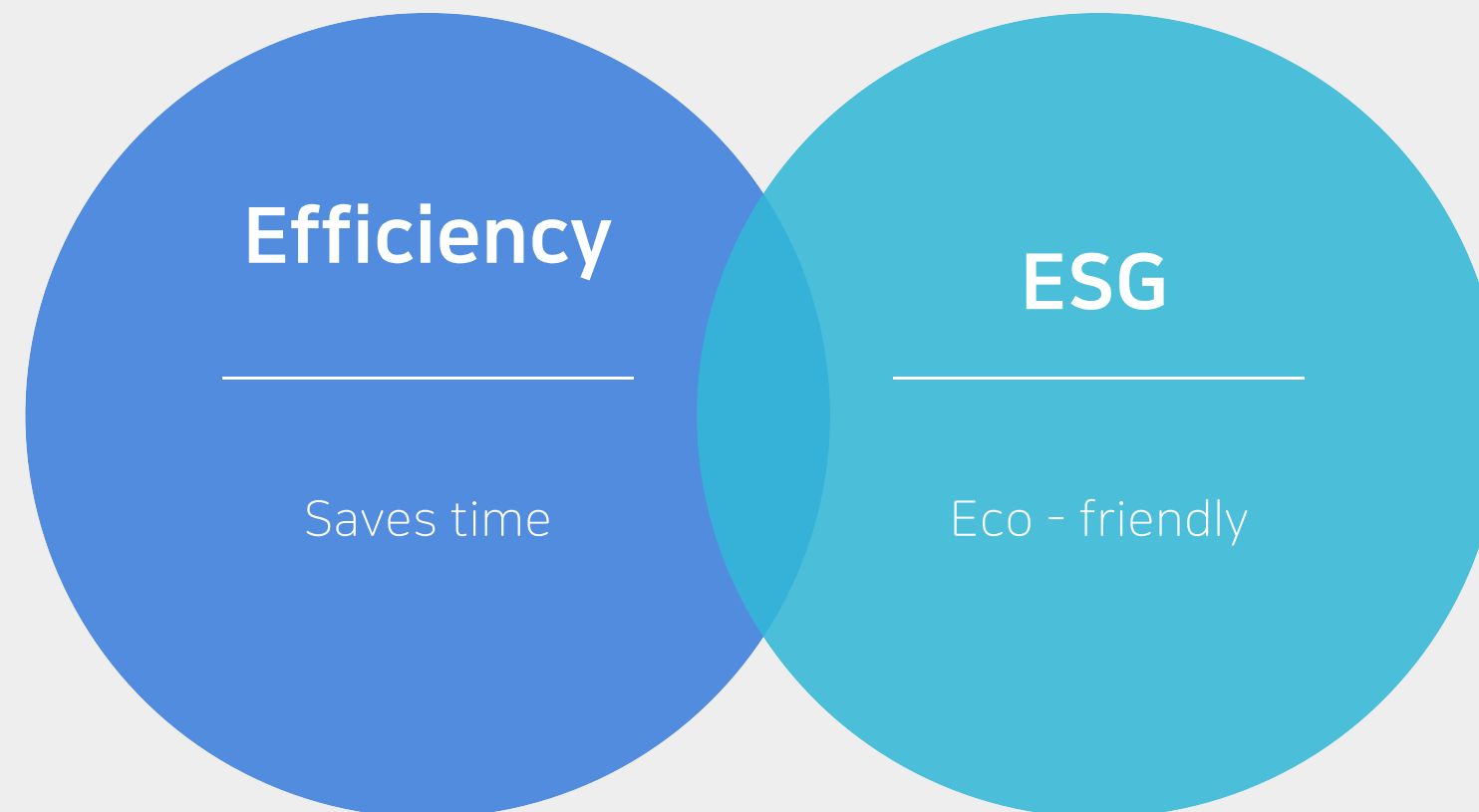
Market Analysis

To reflect the needs of these Passionators,
AI-based personalized new value is added to existing NFC cards.



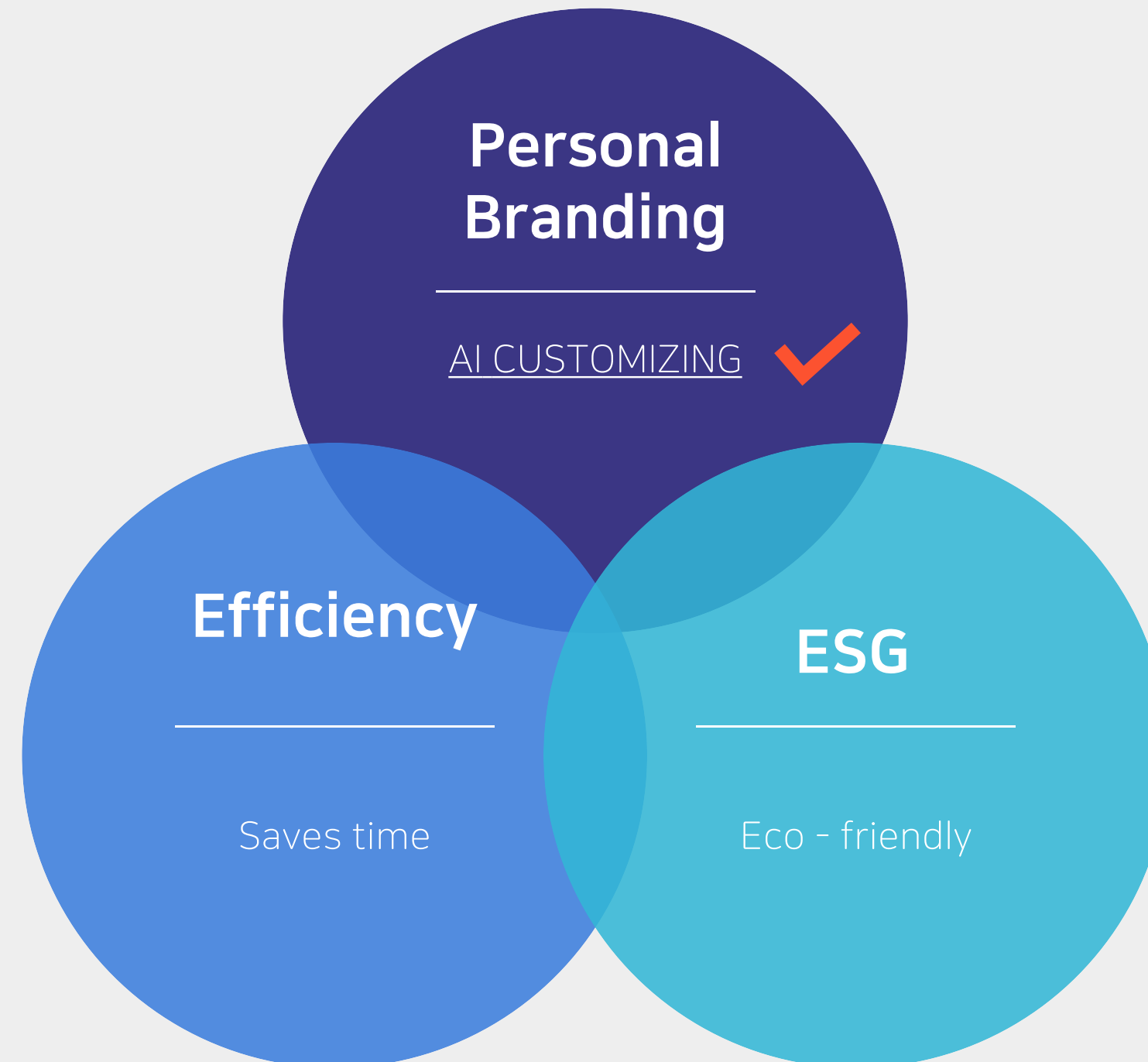
▶ Personal Branding Slogan + AI-Based Visual Thinking Image

Conventional NFC digital business card



IN3" Profile Card

- Fits the needs of the Passionator



Marketing



Marketing strategy that can utilize the three strengths of "IN3"

Fixed content by period

6 weeks
unit

Long-term content

- Recruiter Interview (Interview content with the CEO of PR agency)

3 weeks
unit

Mid-term content

- Card Guessing (신지은 학우님)

Mid-term content

- Card Guessing (정동훈 교수님)

1 weeks
unit

Short-term content

User Interview
(2 person)

User Interview
(2 person)

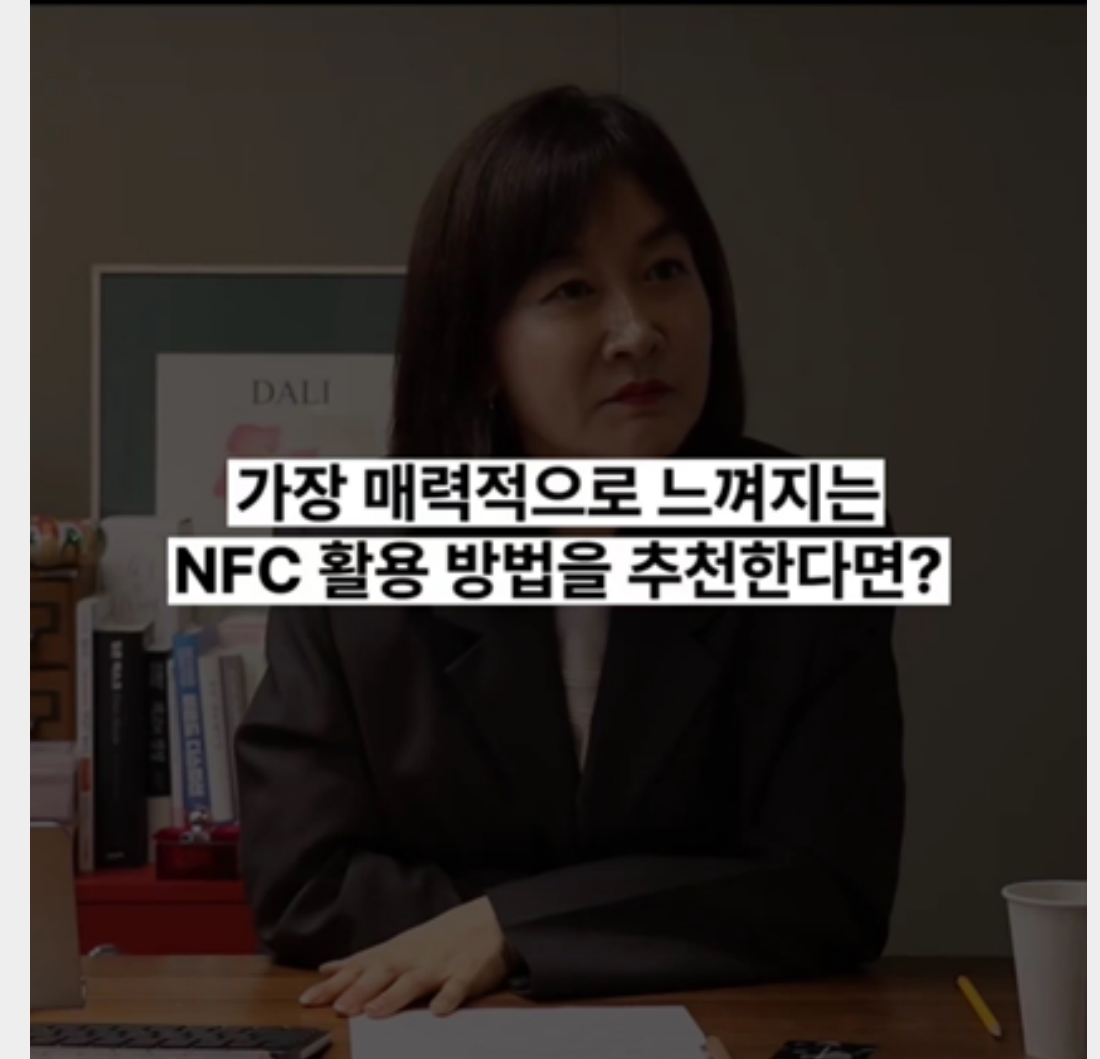
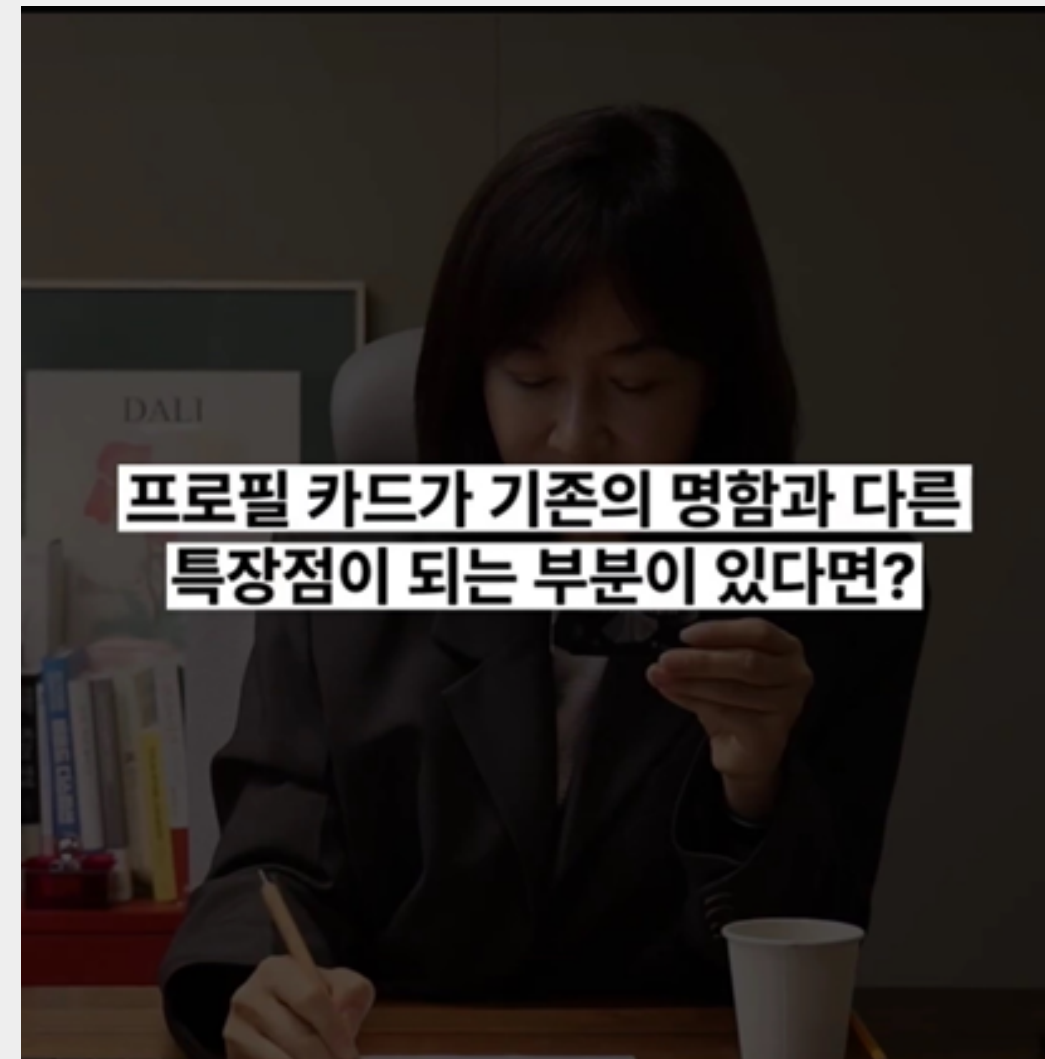
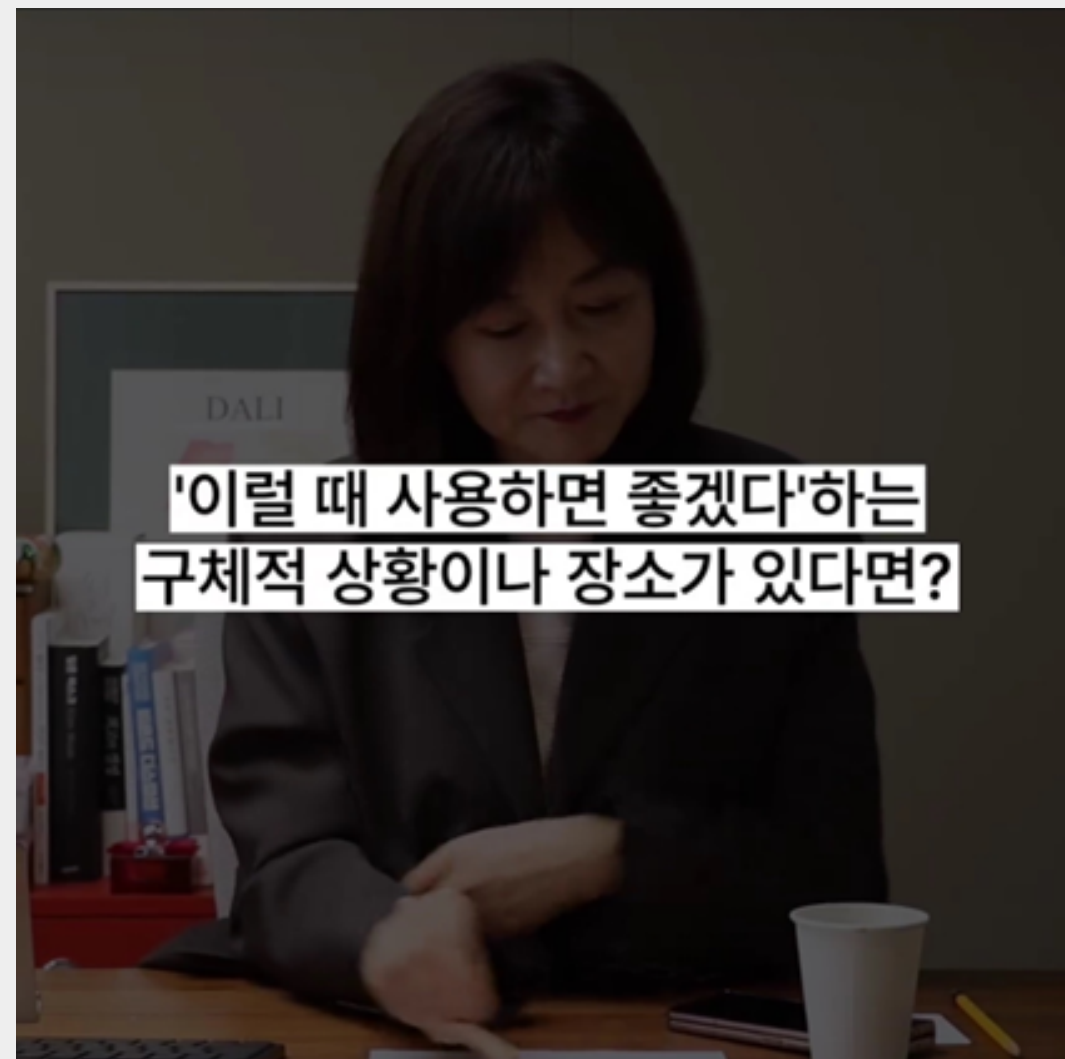
User Interview
(2 person)

User Interview
(2 person)

User Interview
(2 person)

User Interview
(2 person)

Long-term content_ Recruiter interview



- ▶ How to use profile cards from the perspective of a PR professional (focusing on TPO)
- ▶ Objective impression evaluation that recruiters make when they come across profile cards
- ▶ Comparison of the unique features of "IN3" compared to numerous other business cards

Long-term content_ Recruiter interview



(average) exposure: 200
Follower : non follower = 3:7

(average) uptrend: 15%

- ▶ By uploading a card news in the form of a recruiter interview summary, viewers can understand the interview content at a glance.
- ▶ Uploading before and after the video upload increases interest in the video.

Mid-term content_Card Guessing

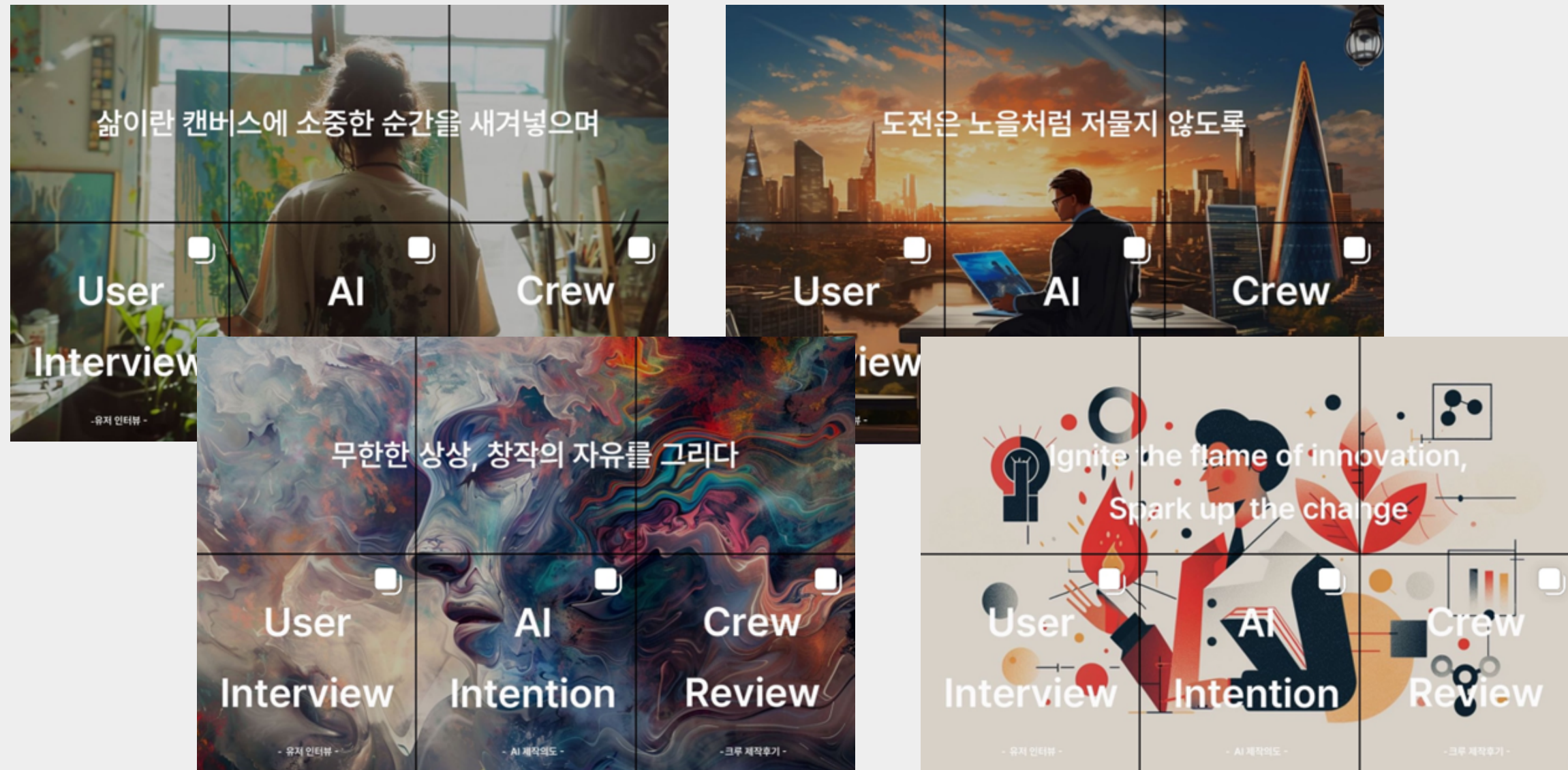


(average) exposure: 400
Follower : non follower = 2:8

20% increase in views of
existing content with continuous uploads

- ▶ Matching the owner of a card among several cards is proof that the customer is represented through effective personal branding
- ▶ This conveys that the profile card accurately target the needs of Passionators.

Short-term Contents_ User Interview



(average) exposure: 50

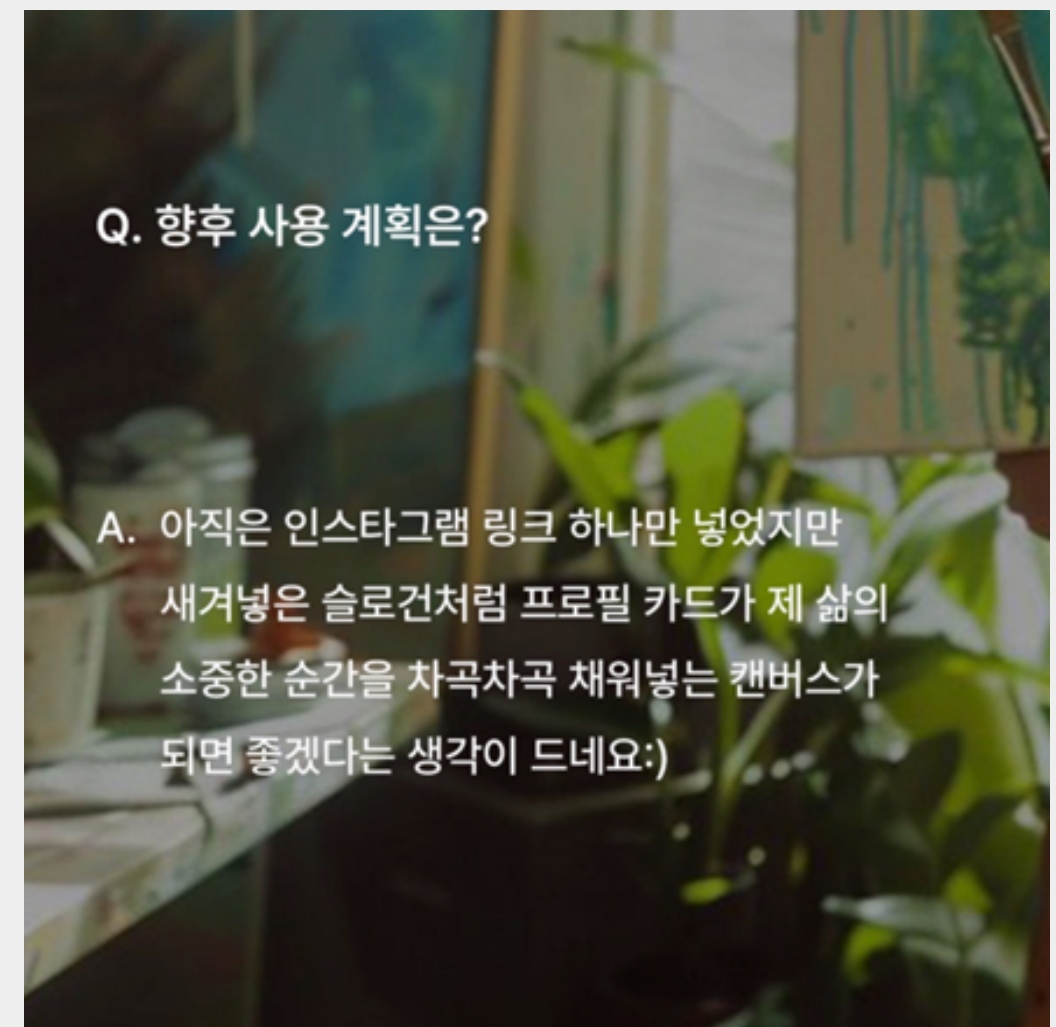
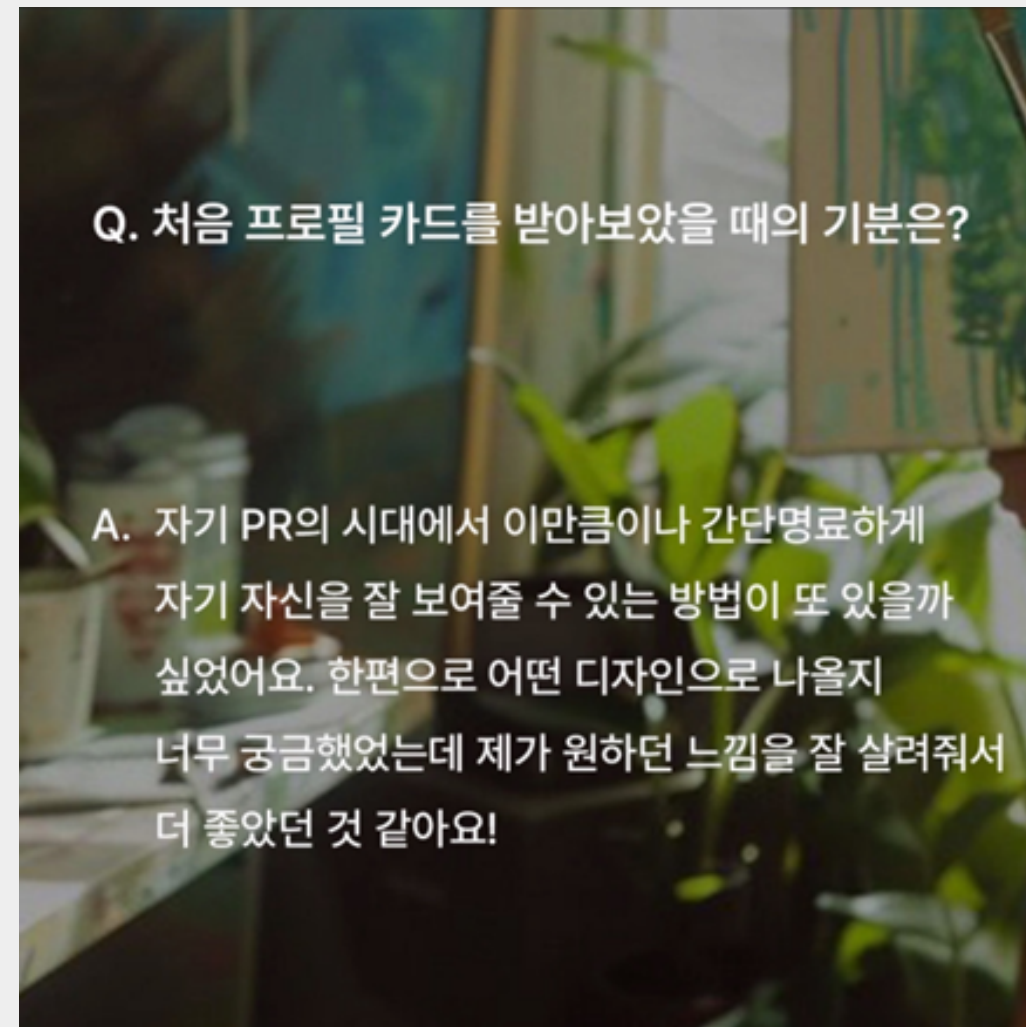
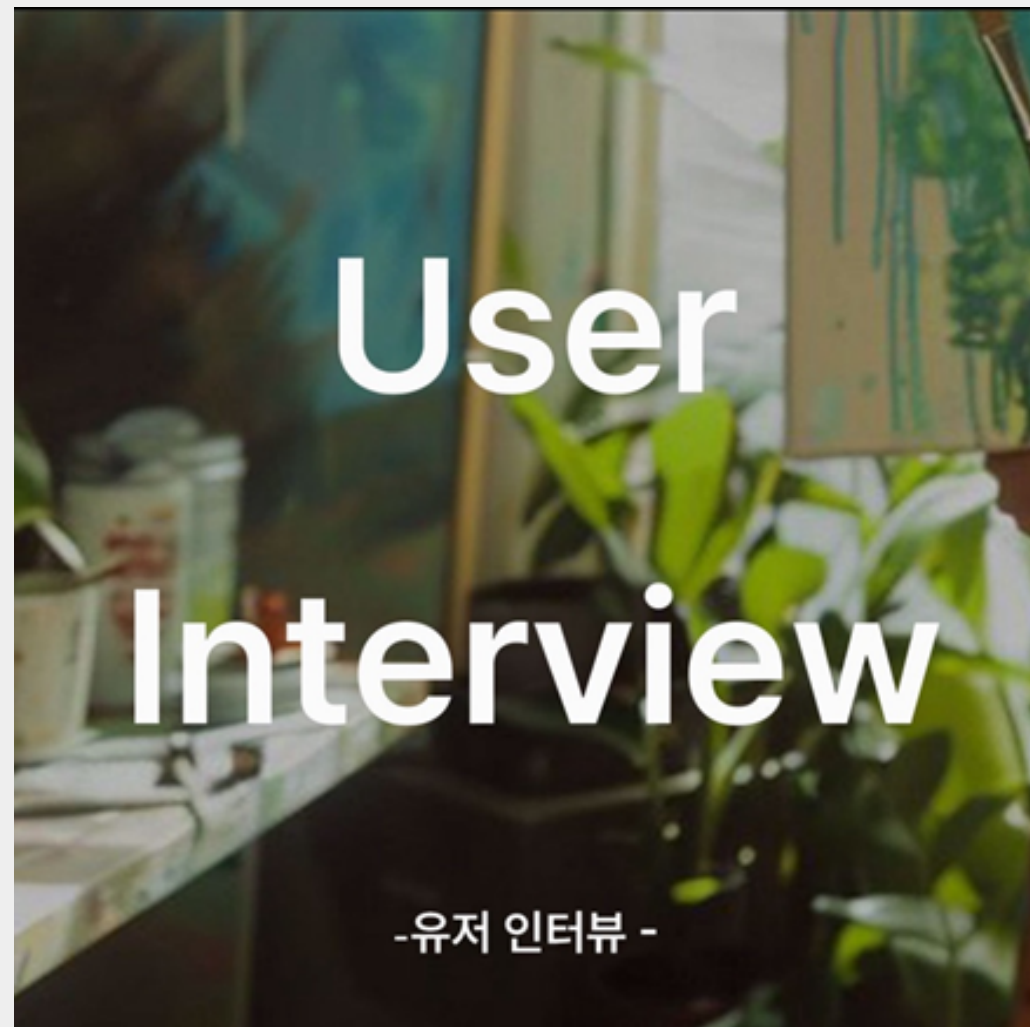
Follower : non follower = 7:3

High and fast exposure and increased engagement compared to initial content
Increased profile engagement trend

- ▶ After creating and delivering the profile card, uploaded content containing 1. customer reviews, 2. production intentions as stated by AI (Chat GPT), and 3. production reviews from the IN3" crew
- ▶ This continuously appeals to content recipients about the information contained in the profile card.

Short-term Contents_ User Interview

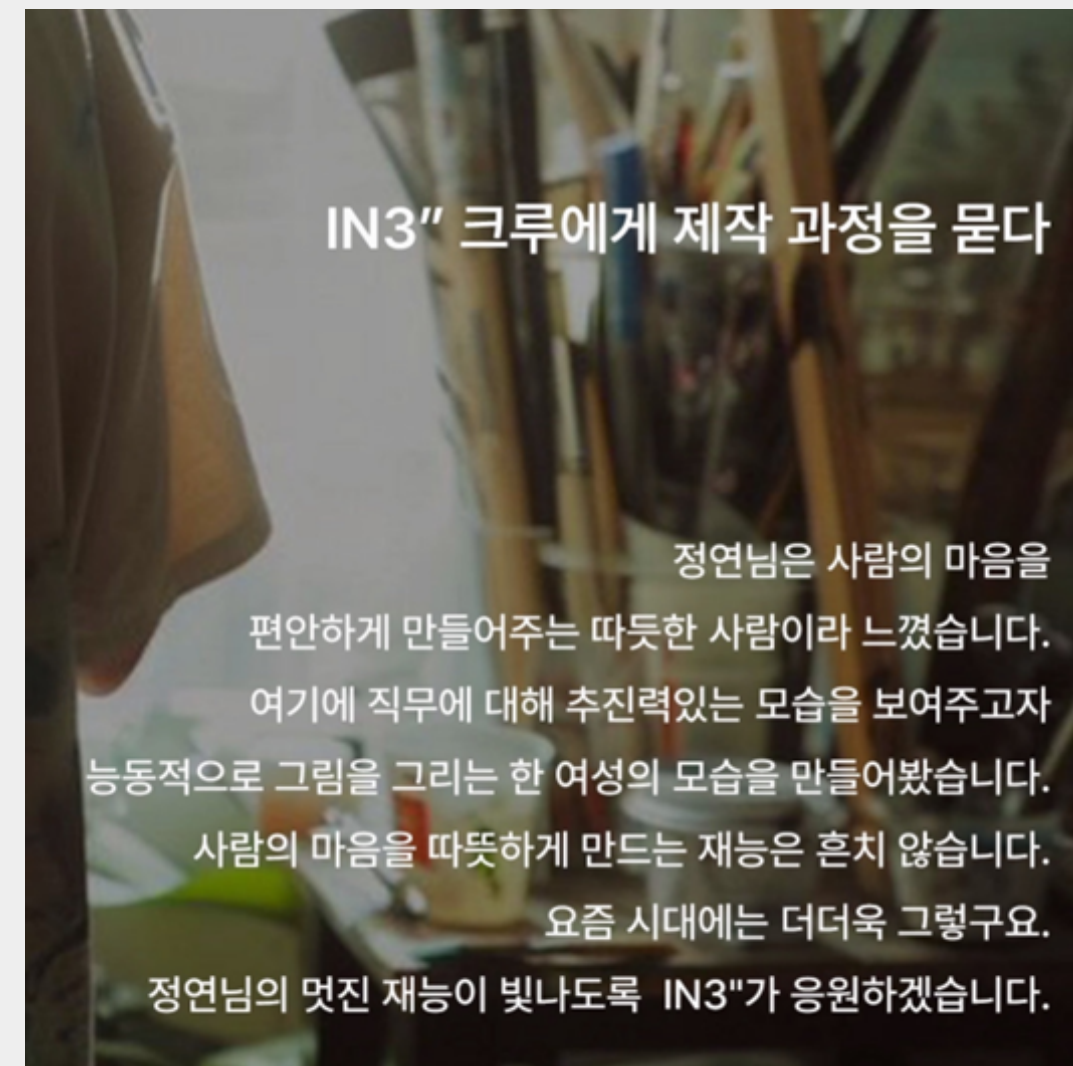
[User Interview]



▶ By mentioning the first impression the profile card gives and the future usage plan, you can help viewers of your content naturally learn what the profile card is and how to use it.

Short-term Contents_ User Interview

[IN3" crew's production review]



- ▶ The IN3" crew talks about the process of creating a profile card, carefully creating a customer's product, and talks about how to use AI.

Event-based / Guidance content

[Teacher's day special content]



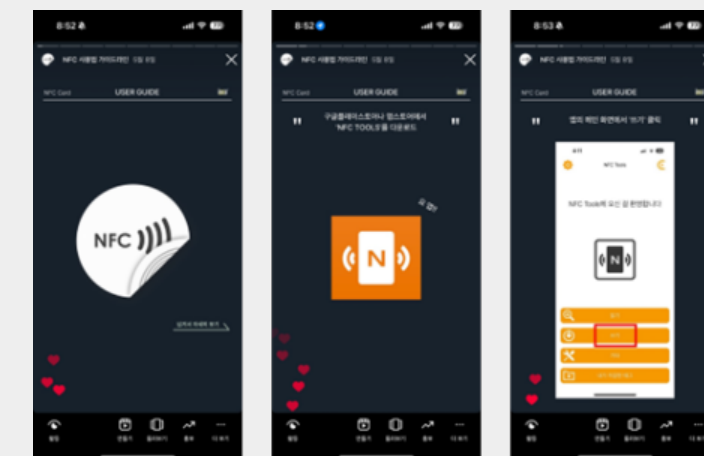
[Free profile card gift to followers with stories related to 3]



[NFC chip tag location guide by smartphone type]



[Instructions on how to change a link inserted into NFC]



- ▶ Encourage followers by uploading content that is relevant to the timeliness
- ▶ Uploaded content that provides instructions for profile card purchasers

Event-based / Guidance content

[Teacher's day special content]

[Free profile card gift to followers with stories related to 31]

[NFC chip tag location guide by QR code]

Total Followers: 51 ▶ Expected to increase by 21.3%
Impressions (Feed): 76 ▶ Expected to increase by 13.7%
Impressions (Reels): 386 ▶ Expected to increase by 26.2%

Account Exposure: 1.6K ▶ Overwhelming Non-Follower Ratio
Channel visitors continue to increase
(122% increase in about 1 month of channel operation)

- ▶ Encourage followers by uploading content that is relevant to the timeliness
- ▶ Uploaded content that provides instructions for profile card purchasers

IN3" 인스타그램 콘텐츠 운영캘린더							
	일요일	월요일	화요일	수요일	목요일	금요일	토요일
9주차(4/29)		1. 프로필 카드 디자인 확정 2. 1차 프로필카드 도안 제작 (현수, 지원, 소윤, 윤식)	- 1차 프로필카드 주문 (현수, 지원, 소윤, 윤식)	1. KPI 제작 2. 교수님 면담 질문 3. 마케팅 계획서 작성 4. 윤식: 카드뉴스 템플릿 제작	교수님 미팅 단기 콘텐츠 1: 현수, 윤식 프로필카드 카드뉴스 업로드 2. 내주 마케팅 계획서 작성		
비고			카드 도안 접수 완료			카드 수령	
10주차(5/6)	어린이날		5/7	교수님 미팅	5/9	5/10	5/11
	장기 콘텐츠 1: 인터뷰 촬영(14:00)	- 2차 프로필 카드 도안 제작 및 주문 (정동훈님, 최현준님, 유수현님, 우준식님)	단기 콘텐츠: 지원 프로필카드 카드뉴스 업로드	1. 중기 콘텐츠 : [] 카드 맞추기 촬영 (신지은님 - 18:00) 2. 교육용 콘텐츠 1: 현수 이미지 제작 후 업로드	- 단기 콘텐츠: 소윤 프로필카드 카드뉴스 업로드		
비고			카드 도안 접수 완료				
11주차(5/13)	5/12	발표(소윤)	5/14	5/15	5/16	5/17	5/18
		- 중기 콘텐츠 2: [] 카드 맞추기 촬영 (교수님) 13일 -> 15일 3 업로드 15일 스승의날 교수님 촬영 -이벤트 콘텐츠: FM3, 스승의날, 인터뷰 카드뉴스 업로드		- 이벤트 콘텐츠: 스승의날 가라코텐츠(웹스, 카드뉴스 등) 업로드 단기 콘텐츠: 우준식 학우님 프로필카드 카드뉴스 업로드		- 단기 콘텐츠: 유수현 학우님 프로필카드 카드뉴스 업로드 [] 카드 맞추기 1: 신지은님 업로드	
비고					창업지원센터 방문		
12주차(5/20)	5/19	발표(지원)	5/21	5/22	5/23	5/24	5/25
	SHOW YOUR WALLET 1: 우준식님, 유수현님 촬영	IN3" 체험 웹스 (갤럭시) 촬영 IN3" 체험 웹스 (아이폰) 촬영 SHOW YOUR WALLET 2: 임지원님 촬영	SHOW YOUR WALLET 1: 우준식님 업로드	단기 콘텐츠: 정동훈님 프로필카드 카드뉴스 업로드		- 리크루터 인터뷰 웹스(3개) - 단기 콘텐츠: 최현준 학우님 프로필카드 카드뉴스 업로드	
비고				일계속전: 설문조사 실시			
13주차(5/27)	5/26	발표(윤식)	5/28	5/29	5/30	5/31	6/1
			[] 카드 맞추기 2: 정동훈 교수님 업로드				
비고							
14주차(6/3)		발표(현수)					
			SHOW YOUR WALLET 2: 임지원님 업로드 IN3" 체험 웹스(아이폰)업로드				

Complement of Marketing point



1. Need to devise experiential marketing ideas:
Need an experiential means to experience wow points at the moment of tagging

▶ Enhance customer experience by operating experience booths

2. Need to expand release content:
Promote the versatility of Profile Card through release content with the highest inflow rate

Your pre-employment days, your meeting experience,
and the PR opportunities that showcased your abilities

Prepare **one card** in your wallet.

IN3" will be with you.



This has been IN3".
Thank you for your attention.

