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STRATEGY REPORT

Domestic Dermocosmetic & Bio-venture Market Entry Strategy Report

Winning growth-stage ventures by capturing demand for technology visualization

We target the moment when demand for technology visualization concentrates.

Growth-stage dermocosmetic & bio ventures spike in 'technology visualization' demand at key events.

01

Fundraising (IR)

Strengthen investor persuasion
with MOA films

02

Brand launch

Visualize ingredient efficacy
for consumers

03

Global expansion

Interactive content for
expos & partner meetings

bbbb.beauty's MOA films & interactive content can be positioned as the core communication tool for this moment.

COMPANY & SERVICES

Company & Services

Core Services

Precise science, simple message — we connect the two.

01

MOA 3D Animation

Rendering a drug/ingredient's mechanism with medical accuracy and premium visuals (Soliris MOA reference)

02

2D Animation & Brand Film

Content for launch, education and sales channels

03

AR & Interactive

Immersive experiences for expos, conferences and digital channels

04

Translating science to message

Visual communication investors, partners and consumers grasp instantly

Global-pharma Soliris MOA production reference

TARGET MARKET & BUYER

Target Market & Buyer

Market Context

Consumer & investor interest in ingredient-based, functional products is surging.

01

Dermocosmetic market expansion

Surging consumer/investor interest in ingredient-based functional products, alongside K-Beauty export growth

02

Bio-venture ecosystem growth

More startups holding skin-science ingredients — peptides, exosomes, microbiome

03

Active funding & partnerships

These startups actively raise Series A–C and pursue global partnerships

USD 21B

Key Target Segments

Characteristics and the moment bbbb.beauty's demand arises, by segment

Dermocosmetic ventures

Series A–C

Proprietary ingredients/patents,
preparing global expansion

Brand launch · IR
Overseas partner meetings

Skin-science biotech

New materials R&D

Developing exosome, peptide,
microbiome materials

Licensing (L/O) talks
Conference · fundraising

Functional-cosmetic OEM/ODM

B2B sales

Strengthening in-house R&D,
expanding B2B sales

Efficacy visualization
Buyer-persuasion assets

Decision-maker Profile

Who decides, with what pain, on what budget

Title	CEO · CMO · Marketing lead · BD (business development)
Common pain point	“Our tech is strong but hard to explain to investors/partners” / “No visual way to show differentiation vs competitors”
Budget structure	Drawn from marketing or IR-prep budget · Final approval by CEO or CMO

SALES APPROACH

Sales Approach

Positioning: “Partner in proving technology”

Not a mere video studio, but a communication strategy partner that makes technology convincing.

“We make anyone understand how your ingredient works — in 3 minutes.”

Timing-based Outreach

Growth-stage ventures spike in content demand at these events.

- | | |
|---|---|
| > Funding round announced (Series A–C) | “One MOA film in your IR deck triples investor persuasion.” |
| > New product launch | “Let consumers actually see how the ingredient works.” |
| > Upcoming overseas expo/conference | “Differentiate your CES / in-cosmetics booth with interactive content.” |
| > Licensing / partnership talks | “Prove the essential value of your technology to partners, visually.” |

Channel Strategy

Four routes — direct, indirect, networking, referral.

01

LinkedIn & startup communities

Direct access to derma/bio venture CEOs & CMOs

02

VC & accelerator partnerships

Introduce services to portfolio companies (indirect)

03

Conference & expo networking

Dermatology society, in-cosmetics Korea, BIO Korea, etc.

04

Reference-based referral

Build trust with the Soliris MOA reference

Proposal Packages

Three packages tailored to growth-stage ventures

IR Starter Package

- 1 MOA 3D animation
- Investor summary film

Series A–B biotech

Brand Launch Package

- Ingredient-efficacy 2D animation
- Brand film

New dermocosmetic brands

Global Exhibition Package

- Interactive content
- AR experience

Companies at overseas expos

RISKS & CONSTRAINTS

Risks & Constraints

Risks: define ahead, respond.

Manage budget, decision cycle, competition and awareness gap by strategy.

Risk	Detail	Response
Budget constraints	Growth-stage ventures have limited marketing budget	Offer phased small packages; upsell after securing performance references
Long decision cycle	Needs direct CEO approval, may take 3–6 months	Shorten decision timing by capturing trigger events
Intense competition	Many domestic medical/beauty video studios	Differentiate with global-pharma reference (Soliris) and medical accuracy
Awareness gap	Dermocosmetic ventures may have low MOA awareness	Create demand via educational content marketing
Lower-price segment	Dermocosmetic pricing lower than biotech	Biotech (IR/L/O) as priority 1; dermocosmetic as volume priority 2

**Position as the “partner in proving technology,”
and target biotech first at trigger moments.**

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