

BUSINESS PLAN

Korea's Favorite

FISHCAKE



BURGER™

Handmade Fishcake Burger and Pizza

1

We will enter the U.S.A fast food market worth 273.2 billion dollars.

Korea's Favorite

FISHCAKE



PIZZA™

Handmade Fishcake Burger and Pizza

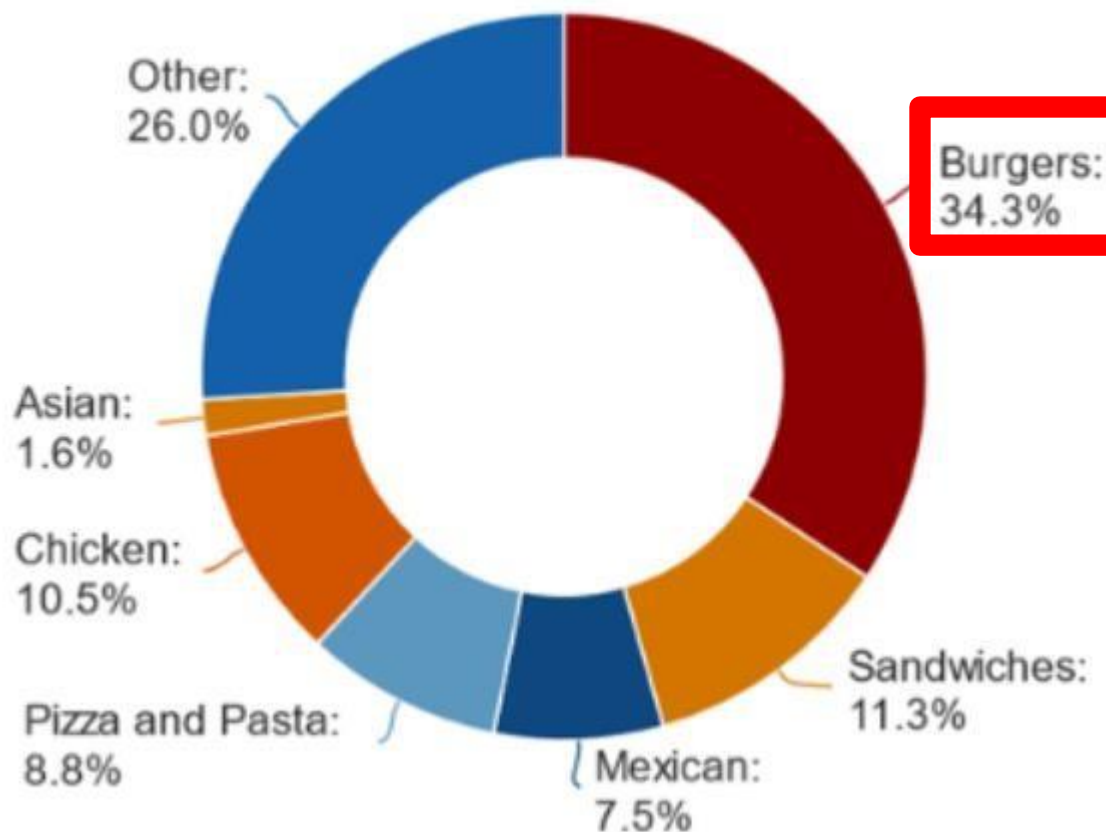
Kim Gu hyeon : master@fishcakeburger.com

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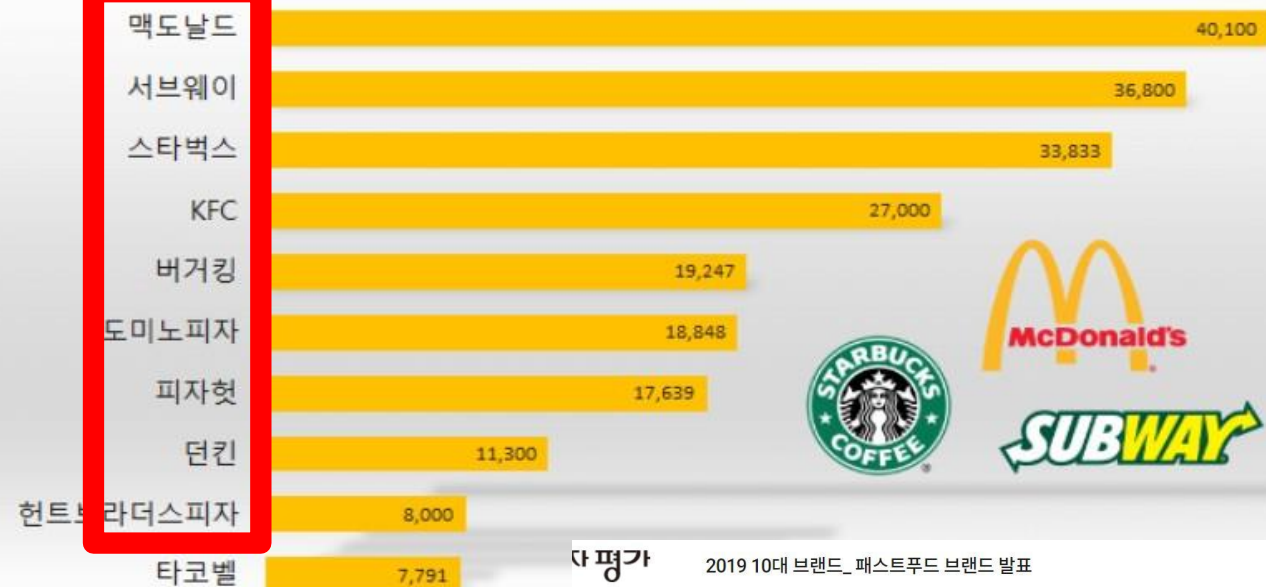
U.S.A Fast Food Market Worth \$273.2 Billion

패스트푸드 시장은 2014년에서 2019년까지 5년 동안 4.억은 2732억 달러 규모로 집계되었는데요. 패스트푸드를

패스트푸드 시장 품목 구성 및 시장 점유율



2022 세계 패스트푸드 프랜차이즈 매장 수



1. 맥도날드 (McDonald's): 40,100
2. 서브웨이 (Subway): 36,800
3. 스타벅스 (Starbucks): 33,833
4. 케이에프씨 (KFC): 27,000
5. 버거킹 (Burger King): 19,247
6. 도미노피자 (Domino's): 18,848
7. 피자헛 (Pizza Hut): 17,639
8. 던킨 (Dunkin'): 11,300
9. 헌트 브라더스 피자 (Hunt Brothers P): 8,000
10. 타코벨 (Taco Bell): 7,791



Americans are now addicted to healthy Korean foods!

KBS 뉴스

재난포털 응급실현황

분야별 뉴스9 TV 뉴스 프리미엄K 스포츠 시사프로그램 지역뉴스

뉴스광장

“밥 없고 돌돌 말아요”. 미국 도시락 압도 ‘K-김밥의 힘’

입력 2024.05.06 (07:44) | 수정 2024.05.06 (07:55)

요약

American lunch boxes are overwhelming.

"The Power of Korean Gimbap."

김밥영상인

KBS 뉴스광장

'김밥' 영상 776만 회 조회, '좋아요' 46만

7.76 million views on the gimbap video!

Now, U.S.A is going crazy about Korean kimbap!

■ 틱톡, 릴스, 쇼츠, TV광고_미국인들이 원하는 피부건강과 수명건강

The U.S. fast food market is estimated to be worth 273.2 billion dollars (360 trillion won), 90 times more than Korea, which is about 4 trillion won. In addition to large brands with stores across the U.S., such as McDonald's, Burger King, Wendy's, and Chikpile, famous hamburger brands are located in each region. Five Guys, Shake Shack in the eastern part of the U.S., In & Out in the western part of the country, and Super Dooper are competing. Among them, most famous hamburger brands, except In & Out, are entering Korea one after another.

Lotteria judges that if it targets the Korean style menu, which is something that cannot be tasted in the local burger place, it will have a good chance to win.

Reportedly, the company is planning to target the U.S. with bulgogi burger, shrimp burger, and rice burger at the center. In particular, the company is considering putting the menu with Korean beef first.

Among domestic hamburger brands, Mom's Touch entered the U.S. last year and opened its second store in California. "K-food is so hot that Korean-style hotdogs with wooden chopsticks are popular in the U.S.," a source from the restaurant industry said. "Hamburger is also likely to attract attention if it is Korean-style."

■ Why did Korean gimbap succeed?

Why did Korean gimbap succeed?

This is because there is no Korean kimbap in U.S.A

Why is the fish cake burger & PIZZA bound to succeed?

This is because there are no Korean hamburgers & pizza in U.S.A

American hamburgers made with beef and chicken patties and traditional Korean hamburgers are different.

American pizza made with flour dough and traditional Korean pizza are different.

Gluten-free fish cake is the patty of hamburgers and the dough of pizza.

■ Targeting U.S.A with fish cake patties and fish cake dough!

The U.S.A fast food market is worth \$273.2 Billion. In addition to large brands with stores across the U.S.A, such as McDonald's, Burger King, Wendy's, and Chickpile, there are famous hamburger brands in each region, while Five Guys, Shake Shack in the eastern part of the U.S.A, In & Out in the western part of the U.S.A are competing. "K-food is so popular that Korean-style hot dogs with wooden chopsticks are popular in the U.S.A, his hometown." Hamburgers and pizzas are also highly likely to be successful if they are tailored to the Korean style. If you target Korean hamburgers and pizzas that you can't taste in the U.S.A, you'll have a good chance to win in the home of your burger. Because fish cake burgers and fish cake pizza are healthy Korean K-fast foods made from fish tenderloin recommended by the U.S.A FDA, they can create a new well-being fast food market that is completely different from McDonald's, Burger King and Pizza Hut markets.

1. The U.S.A FDA recommends eating fish to prevent brain development and heart disease!

The U.S. Food and Drug Administration (FDA) has issued **updated advice about eating fish (/food/consumers/advice-about-eating-fish)** that incorporates the recommendations of the *Dietary Guidelines for Americans (DGA), 2020-2025*. (<https://www.dietaryguidelines.gov/>). Done in coordination with the U.S. Environmental Protection Agency (EPA), this update revises the advice that was last issued in 2019. In the advice, we use “fish” to refer to both fish and shellfish.

Nutrients in fish can support a child’s brain and immune system development. **We recommend eating fish as part of a healthy diet**, and we encourage children and people who are or might become pregnant or breastfeeding to **eat fish that are lower in mercury**. Our advice can help them choose which fish to eat and how much to eat based on mercury.

We continue to recommend that children and people who are or might become pregnant or are breastfeeding **eat a variety of fish from our “Best Choices” category**, as they are lower in mercury. With so many choices of fish, our advice allows people to make choices that work for them. Canned, frozen, and fresh fish all count and provide options that are affordable and convenient.

2. Seoul Samsung Hospital, run by Samsung Electronics Korea, recommends eating fish to maintain skin elasticity and prevent aging!

Fish cake burger and fish cake pizza made of fish cake patty and fish cake dough, which are raw materials of fish meat recommended by the U.S.A FDA and Samsung Hospital in Korea!

식탁 위의 건강한 바다향기, 어류!

삼성서울병원 임상영양팀 2014.10.28 6.459

콜라겐 탕탕, 지방 쏙, 단백질 듬~뿍

우유빛깔 흰살 생선!



어류는 저지방 고단백 식품의 대명사로 다양한 양질의 아미노산을 함유하고 단백질의 흡수를 돕는 비타민 B군을 풍부하게 함유합니다. 어류의 지방에는 동맥경화나 혈관의 혈전 생성을 막는 EPA와 뇌의 활발한 활동을 돕고 치매를 예방하는 DHA와 같은 오메가 지방산(불포화지방산)이 있습니다. 오메가-3 지방산은 참치, 고등어, 꽁치 등의 등푸른 생선에 주로 많이 들어있으며 고혈압, 동맥경화, 뇌졸중 등의 혈관질환을 예방해줍니다.

리고 체액 산성화를 방지하여 인체의 노화를 막아 젊음을 유지시켜줍니다. 인체의 건강에 다양한 긍정적인 영향을 주기 때문에 미국심장학회에서는 건강한 식생활을 위해 생선을 주 2회 섭취하는 것을 권장합니다.

3. Fish cake patty and fish cake dough made with fish tenderloin have "0" gluten.

미국에서는 글루텐 프리 음식 시장 규모가 42억 달러

The U.S.A Gluten-Free Food Market Is \$4.2 Billion

U.S.A FDA First Legal Allowance to Mark 'Gluten Free'

연합뉴스 + 구독

미국 FDA '글루텐 프리' 표기 첫 법적 허용

이용기 / 고객

Q. 매장 방문해 보니 어떨까요?

제가 볼거리를 보고 매장을 유쾌하게 봤는데 먹어보니 너무
쫄깃쫄깃하고 담백한 것 같아요 그리고 제가 글루텐 성분 때문에
일반 밀가루 피자를 잘 먹지 않는데 여기는 웰빙
어묵으로 만들어서 그런지 맛있습니다

**It's chewy, light,
and delicious.**

■ Creating a New Fish Cake Burger and Fish Cake Pizza Market in the U.S.A Fast Food Market



■ The Korean-style hamburger made with healthy fish cakes, the Eomuk Burger, and the Korean-style pizza, the Eomuk Pizza, can grow by creating a new market in the U.S.A, which is obsessed with healthy Korean food.

■ Advertising the skin health and longevity health that Americans want on TikTok, Reels, Shorts, and Youtube!

Fish cake patty and fish cake dough in the well-being era

**Collagen in fish cake pizza and fish cake burgers,
Korean food made with tenderloin, maintains
skin elasticity, and omega-3 prevents aging. It
prevents brain development and heart disease.**

(Please refer to the announcement of the U.S. FDA and the website of Samsung Hospital in Seoul operated by Samsung Electronics.)

4. Korea's Well-Being Fish Cake Burger Targets U.S.A Market Share 10%_ \$27.32 Billion

U.S.A Fast Food Market Worth \$273.2 Billion



FISHCAKEBURGER

Burger is the
main meal in
U.S.A

With the robot fish cake
burger of a Korean food
tech company, we will
enter U.S.A hamburger
market, where
hamburgers are the main
meal.

5. Korea's Well-Being Fish Cake Fizza Targets U.S.A Market Share 10%_ \$0.66 Billion

U.S.A Fizza Market Worth \$6.6 Billion



슈완스 대표 브랜드 '레드바론'은 현지 1인용 피자 트렌드에 맞춰 소용량 제품군을 출시했다. 사진=CJ제일제당 제공

FISHCAKEPIZZA

Pizza is the main meal in U.S.A

With the robot fish cake fizza of a Korean food tech company, we will enter U.S.A Pizza market, where pizzas are the main meal.

6. Korea's Well-Being Fish Cake Fizza Targets U.S.A Gluten-Free Market Share 20%_ \$840 million

U.S.A Gluten-Free Market Worth \$4.2 Billion

Gluten, an insoluble protein in grains such as barley and wheat, serves to chew flour dough and make bread light and fluffy.

However, gluten adversely affects the nervous system, immune system, joints, and teeth, and can cause side effects such as diarrhea and abdominal pain.

In the U.S.A, about 3 million people are known to complain of gluten-related digestive disorders.

아울러 밀 알레르기가 있는 어른이나 아이들도 점차 늘어나고 있다.

In particular, 18 million people complain of discomfort when eating wheat even though they have no gluten-related digestive disorders or wheat allergies. 점을 감안하면 이번 조치로 적잖은 사람들이 혜택을 볼 것으로 판단된다.

Gluten-free fish cake
pizza & Burger

We will enter the
U.S.A market with
18 million people
who are
uncomfortable
with flour
consumption.

7. U.S.A Well-Being Trend 'Gluten Free Market'

24. 4. 18. 오전 10:34

인쇄 < aTkati 농수산물수출지원정보

Due to health promotion, general consumers are looking for gluten-free food.

11.06
2015

미 FDA, 글루텐 프리 발효식품 등에 대한 추가적 라벨링 규정 제안

U.S.A FDA Proposes Additional Labeling For Gluten-Free Fermented Food

비관세장벽 현안 : 미 FDA, 발효식품 등에 대한 글루텐 프리 라벨링 규정 제안

추가적 라벨링 규정으로 인한 향후 전망은?

최근 미국 내 건강에 대한 관심이 높아지면서, 글루텐 프리 식품에 대한 관심이 높아지고 있는 것으로 나타났다. 이는 원래 셀리악 병을 앓고 있는 사람들을 위한 식품이지만, 건강 증진 등을 이유로 일반 소비자들의 구매율이 높아지고 있다. 이와 같이 글루텐 프리 식품이 미국 식품 시장의 트렌드인 만큼 해당 식품 제조업체들은 이번 규정에 적극 대응하는 움직임을 보일 것으로 전망된다.

미국 식품의약국(FDA)은 셀리악 병(CE)을 앓고 있는 사람들에게 글루텐은 이들에게 매우 위험한 알레르기 반응을 일으키는 것으로 알려져 있다.

글루텐은 밀, 호밀 등의 곡물에 함유되어 있는 단백질 성분으로, 글루텐 프리 식품이란 처음부터 글루텐이 함유되어 있지 않은 식품과 글루텐 제거 과정을 거친 식품, 제거가 불가능한 경우 20ppm이하의 글루텐이 함유되어 있는 식품을 일컫는다.

8. How Fish Cake Burger & Fish Cake Pizza occupies 10% of the U.S.A hamburger & pizza market.

Supply of fish cake patties and fish cake dough

Store in the warehouse of food distributors in the U.S.A as a frozen container
(Korea Food and Drug Administration Warranty Expiration Date 1 year)

Logistics & Delivery

Contracts with a U.S.A food distributor to supply all ingredients

TikTok/reels/shorts/YouTube AD

Using Academy Award-winning Korean actress Yoon Yeo-jung as an American advertising model, she parodied Korean gimbal through TikTok, advertising fish cake burgers and fish cake pizza, and immediately recruiting franchisees as a tasting challenger.

Location of franchisees

Open U.S.A airports, railroads, and express bus terminals as franchises, allowing hundreds of millions of travelers to eat quickly and simply.

Franchise recruiting strategy

Korean food boom and well-being boom to dominate the market with Korean hamburgers and Korean pizzas, and dominate the U.S.A market at low prices.(We manufacture and supply gluten-free fish cake, a key raw material, to reduce the cost.)

Introducing Start-ups

18



**We will be Samsung Electronics in the
U.S.A restaurant industry.**



Kim Gu hyeon : master@fishcakeburger.com

Phone : 82+10 6865 8606

KOREAN Hamburger PATENT CERTIFICATE

CERTIFICATE OF PATENT

Patent Number

10-2687263

Application Number

10-2022-0057786

Filing Date

2022.05.11.

Registration Date

2024.07.17.

Title of the Invention

fishcakeburger

Patentee

Fishcakeburger & Fishcakepizza. Inc.(110111-*****)
201, 2F, 11, Cheonho-daero 55-gil, Dongdaemun-gu, Seoul 02597, Republic of Korea

Inventor

PARK, Jong Deuk
110-1003, 12, Cheongsapo-ro, Haeundae-gu, Busan 48113, Republic of Korea

This is to certify that, in accordance with the Patent Act, a patent for the invention has been registered at the Korean Intellectual Property Office.

2024.07.23.

COMMISSIONER,
KOREAN INTELLECTUAL PROPERTY OFFICE

강완기

특허청

Korean Intellectual
Property Office

2024.07.23.

COMMISSIONER,
KOREAN INTELLECTUAL PROPERTY OFFICE

강완기

특허청

Korean Intellectual
Property Office

CERTIFICATE OF PATENT

Patent Number

10-2687862

Application Number

10-2022-0055791

Filing Date

2022.05.05.

Registration Date

2024.07.19.

Title of the Invention

Spicy fish cake

Patentee

Fishcakeburger & Fishcakepizza. Inc.(110111-*****)
201, 2F, 11, Cheonho-daero 55-gil, Dongdaemun-gu, Seoul 02597, Republic of Korea

Inventor

PARK, Jong Deuk
110-1003, 12, Cheongsapo-ro, Haeundae-gu, Busan 48113, Republic of Korea

This is to certify that, in accordance with the Patent Act, a patent for the invention has been registered at the Korean Intellectual Property Office.

2024.07.19.

COMMISSIONER,
KOREAN INTELLECTUAL PROPERTY OFFICE

강완기

특허청

Korean Intellectual
Property Office

2024.07.19.

COMMISSIONER,
KOREAN INTELLECTUAL PROPERTY OFFICE

강완기

특허청

Korean Intellectual
Property Office

CERTIFICATE OF PATENT

Patent Number

10-2693788

Application Number

10-2022-0053931

Filing Date

2022.05.01.

Registration Date

2024.08.06.

Title of the Invention

cold fish cake

Patentee

Fishcakeburger & Fishcakepizza. Inc.(110111-*****)
201, 2F, 11, Cheonho-daero 55-gil, Dongdaemun-gu, Seoul 02597, Republic of Korea

Inventor

PARK, Jong Deuk
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This is to certify that, in accordance with the Patent Act, a patent for the invention has been registered at the Korean Intellectual Property Office.

2024.08.06.

COMMISSIONER,
KOREAN INTELLECTUAL PROPERTY OFFICE

강완기

특허청

Korean Intellectual
Property Office

2024.08.06.

COMMISSIONER,
KOREAN INTELLECTUAL PROPERTY OFFICE

강완기

특허청

Korean Intellectual
Property Office

CERTIFICATE OF PATENT

Patent Number

10-2693790

Application Number

10-2022-0054007

Filing Date

2022.05.02.

Registration Date

2024.08.06.

Title of the Invention

bibim-fish cake

Patentee

Fishcakeburger & Fishcakepizza. Inc.(110111-*****)
201, 2F, 11, Cheonho-daero 55-gil, Dongdaemun-gu, Seoul 02597, Republic of Korea

Inventor

PARK, Jong Deuk
110-1003, 12, Cheongsapo-ro, Haeundae-gu, Busan 48113, Republic of Korea

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2024.08.09.

COMMISSIONER,
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강완기

특허청

Korean Intellectual
Property Office

2024.08.09.

COMMISSIONER,
KOREAN INTELLECTUAL PROPERTY OFFICE

강완기

특허청

Korean Intellectual
Property Office

1. Intellectual property of fish cake burger & fish cake pizza (trademark, patent)

SHIN-JIN INTERNATIONAL PATENT & LAW OFFICE
신진국제특허법률사무소

Fish cake burgers and fish cake pizzas use English and Korean names exclusively as trademarks.



안광석 변리사



김구현 변리사



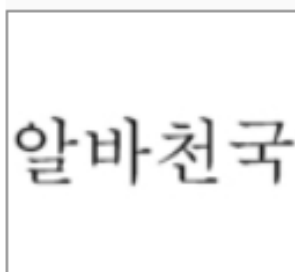
◦ 학력

서울시립대학교 건축과(1985)

◦ 경력

- 특허청 심사.심판관(1986~2009)
- 선영특허법률사무소 부소장(2009~2016)
- 특허법인 다해 부소장(2016~2017)
- (재) 시지구제트허버물류사무소 부소장/변리사

Kim Gu Hyun, a patent attorney, is the majority shareholder of our company.



상품분류 : 35

출원(국제등록)번호 : 4120130005929

등록번호 : 4104023560000

출원공고번호 : 4120180005619

도형코드 :

출원인 : 주식회사 미디어윌네트웍스

출원(국제등록)일자 : 2013.02.18

등록일자 : 2018.05.02

출원공고일자 : 2018.01.17

대리인 : 김구현

Kim Gu-hyun, a lawyer who registered the Korean name trademark of '알바천국'

1_1 Fish cake burger figure trademark registration



Completion of trademark registration for U.S.A entry

「상표법」에 따라 상표등록원부에 등록되었음을 증명합니다.
Certify that, in accordance with the Trademark Act, the trademark has been registered at the Korean Intellectual Property Office.

2024년 01월 02일

특허청장
COMMISSIONER,
KOREAN INTELLECTUAL PROPERTY OFFICE

이 인 실



QR코드로 현재기준
등록사항을 확인하세요



Korean Intellectual
Property Office

1_2.Value of the brand=Fish cake burger brand awareness

Fish cake pizza=Pizza Hut= Pizza

Fish cake burger=McDonald's
=hamburger

FishckeBurger = McDonald's

“어묵버거” “

FishcakeSandwich = Subway

어묵샌드위치”

FishcakePizza=DominoPizza

“어묵피자”

McDonald's Trademark Price : \$76 billion

Fish cake burger & pizza brand price : ?

The brand name is property!

Product Name = Trademark

Once you hear it, you'll remember it for the rest of your life!

2. America's Well-Being Fast Food One-Stop Store

If you come to the fish cake burger and fish cake pizza franchise,

You can choose and eat all the fast food, including hamburgers, pizzas, sandwiches, toast, hot dogs, and donuts! Only fish cake burgers and fish cake pizza are available!

All fast food development has been completed.

3. Healthy Korean Hamburger! An AI robot makes an fish cake burger!

We joined hands with a Korean food tech start-up

With an AI-based hamburger robot and a pizza robot

I'll make a fish cake burger.

**We will solve the manpower shortage in
U.S.A restaurant industry and achieve
quality uniformity.**

■ Fish cake pizza and fish cake burger investment review point

1. Exploring the U.S.A Well-being Market with Korean Hamburgers & Pizza

(The collagen of fish cake burger and fish cake pizza is skin rejuvenation, Omega-3 is anti-aging)

2. Exclusive of the new blue ocean market in the U.S.A as trademarks and Patents!

(English trademarks are a barrier to entry for latecomers)

3. America's Well-Being Fast Food One-Stop Store

(If you come to the fish cake burger, you can eat all the fast food such as hamburgers, pizzas, sandwiches, hot dogs, donuts, and toast.)

4. The AI robot makes fish cake burgers and fish cake pizza.

(Reduce labor costs , quality uniformity)

Hamburger made of fish cake patty, not beef patty!

Korea_FishcakeBurger



A trademark application : FishcakeBurger

Domain : FishcakeBurger.com

Pizza made of fish cake dough, not flour dough!

korea_FishcakePizza



A trademark application : FishcakePizza
Domain : FishcakePizza.com

Fish cake burger & pizza headquarters of Kyungsung University in Busan



Evaluation of Fish Cake Burger & Pizza at Busan Kyungsung University Headquarters



The pizza made with fish cake dough is light and delicious!

일반 밀가루 도우로 만들어진 피자과 달리
어묵이 도우이고 그 위에 피자치즈 도톰하게 올라간 피자랍니다



I love hamburgers made with fish cake patties!

스페셜새우 어묵버거도 맛봤어요
어묵 패티뿐만 아니라 모든 버거에는 해쉬브라운이 기본으로 들어가는데
이것도 완전 부드럽고 따뜻

Evaluation of Fish Cake Pizza at Busan Kyungsung University Headquarters



The dough for pizza is not flour, but gluten-free fish cake.
It's so delicious!

어묵버거에서는 버거 뿐만아니라
어묵피자도 판매하고 있었어요.
피자 도우가 밀가루가 아니라 어묵인거죠

따뜻하게 나온 피자를 한입 물었더니 치즈가 쭉욱-
페페로니의 짭맛과 옥수수의 단맛이 어우러져
밸런스가 좋더라구요. (저도 한입 얻어 먹었어요 ㅎㅎ)

Evaluation of Fish Cake Burger at Busan Kyungsung University Headquarters



A spicy fish cake burger with spicy chili in it!

단면 잘 보이시나요?

(사실 칼로

It's chewy, light, and delicious!

냄새가 너무 좋아서

매운 맛을 잡아줘서

밤을 더 잘 먹고 먹을 수 있는 정도였어요.

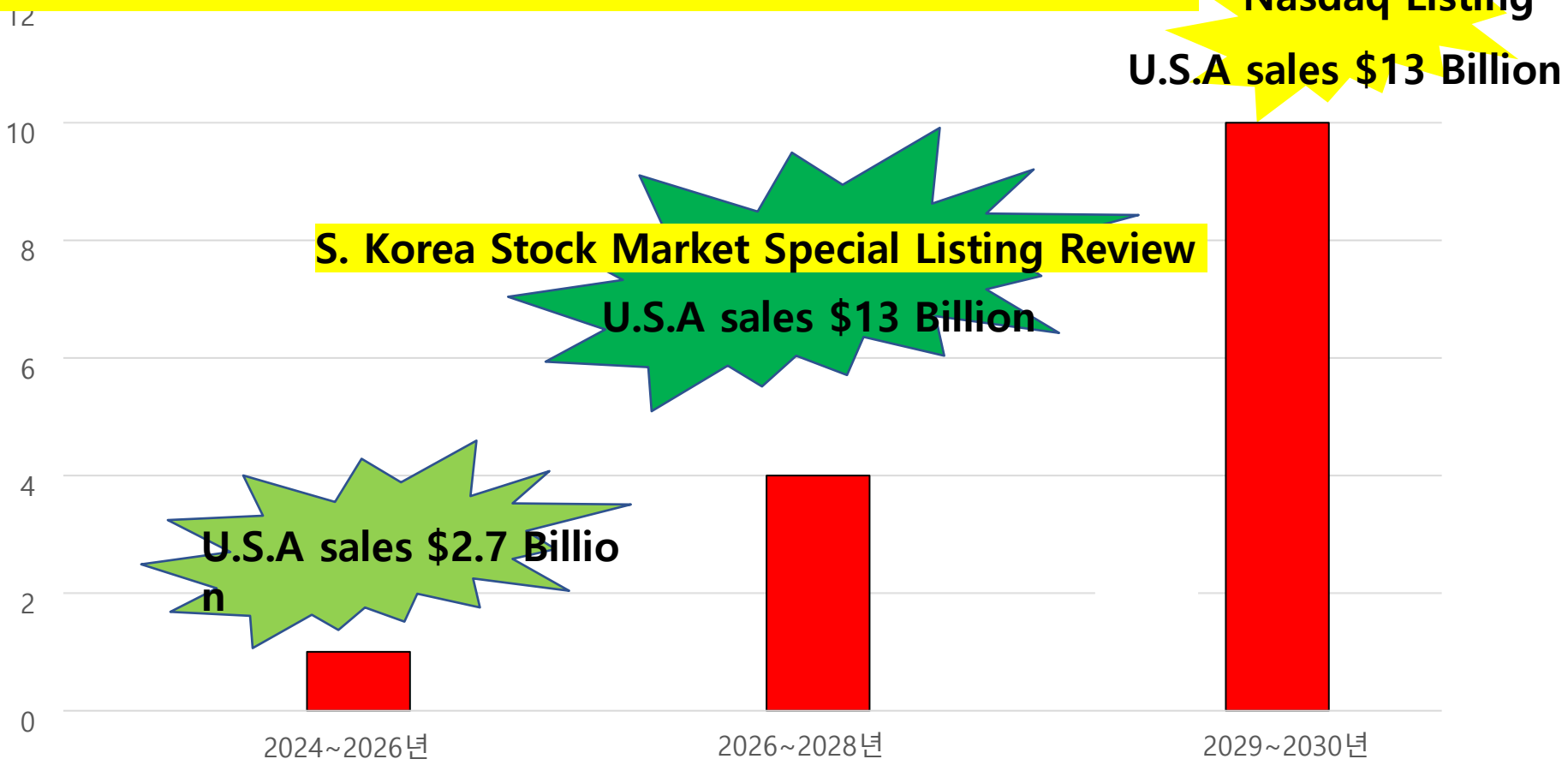
**Our fish cake patty and fish cake dough
per day production capability**

Production of Fish Cake Patty & Fish Cake Dough

30,000 a day production

Plans to achieve \$27.32 Billion U.S.A sales in 2030 and go public on Nasdaq

\$27.32 Billion U.S.A Sales Plan



American market where hamburgers and pizza are the main meals

\$27.32 Billion achievement of goal

■ Plan for attracting and executing seed money investment

- 20,000 U.S.A Franchisees Open Between 2024 and 2030 (operating funds)
- Construction of Fish Cake Patty & Dough Factory in the U.S.A (facility funds)
Now, we are entering U.S.A with frozen fish cake patties.
- TikTok, Reels, Shorts, TV commercials (advertising funds)
- Direct management of key bases : New York, Chicago, Los Angeles, Silicon Valley (Direct management funds)
- Introduction of AI Robots (facility funds)

Even in the age of AI, humans live to eat.

Korea's Favorite

FISHCAKE



BURGER™

Handmade Fishcake Burger and Pizza

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**I earnestly request the investment
of seed money. Thank you!**

KIM GU HYEON

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REPUBLIC OF KOREA

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