



# REALDRAW

“Redefining Webtoon Production: Achieving the Singularity”

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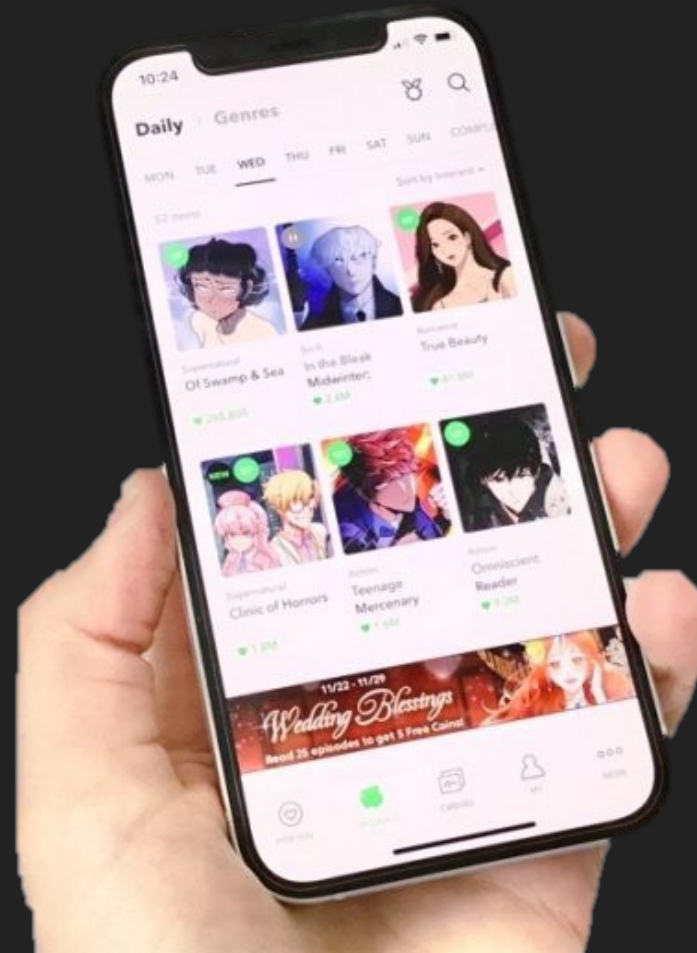
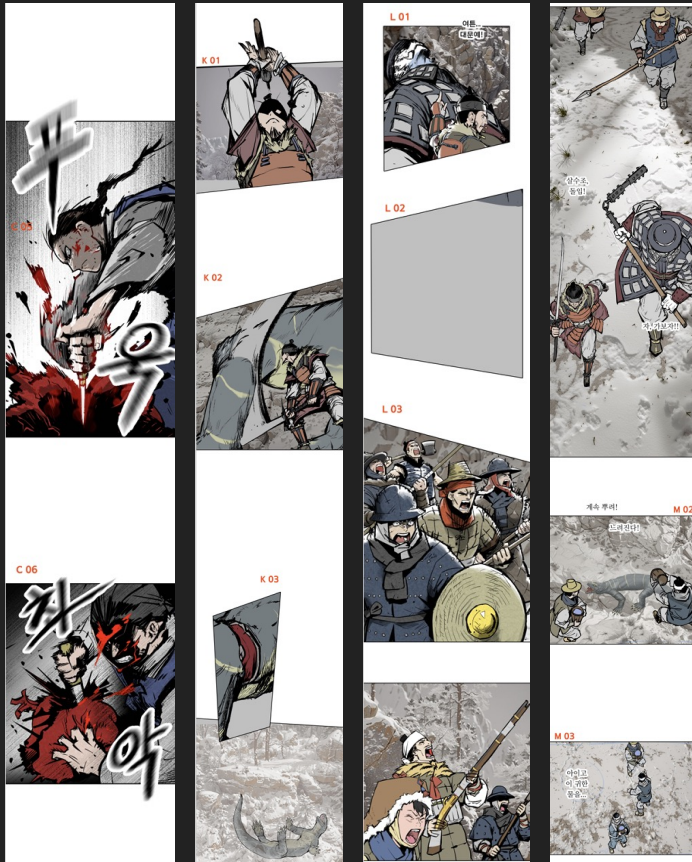
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# 1. What

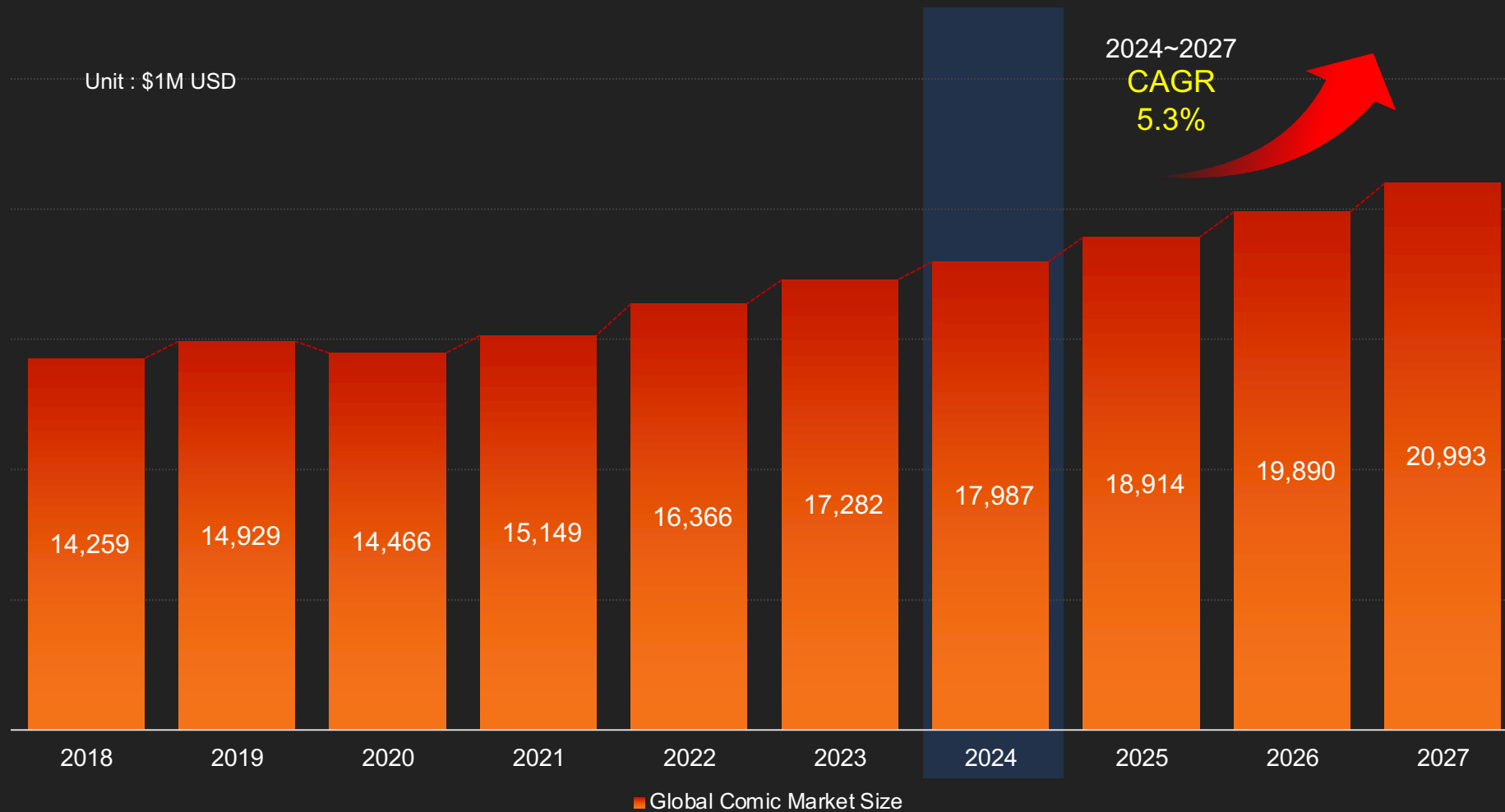


Webtoons are a type of digital comic designed to be read in a vertical format, typically on smartphones.



# 1. What

2024 Global comic market size is **\$18 billion**, Expected to grow up to **\$21 billion** by 2027



\* Reference: KOCCA (<https://www.kocca.kr/>)



# 1. What



Webtoons are produced into movies and dramas on Netflix(OTT) and are a **global hit**

**NETFLIX**  
TOP 10

**1**

8.1 million views this week.

**BLOODHOUNDS**

TV (Non-English)  
Jun 12 - Jun 18  
2023



**1**

Watched for 31,220,000 hours this week.

TV (Non-English)  
May 8 - May 14  
2023

**BLACK KNIGHT**

**NETFLIX** TOP 10



**5**

2.8 million views this week.

TV (Non-English)  
Jul 24 - Jul 30  
2023

**D.I.P.**

**NETFLIX** TOP 10

**7**

2.8 million views this week.

TV (Non-English)  
Oct 16 - Oct 22  
2023

**DOONA!**

**NETFLIX** TOP 10

**2**

3.1 million views this week.

TV (Non-English)  
Feb 5 - Feb 11  
2024

**A KILLER PARADOX**

**NETFLIX** TOP 10

**2**

2.8 million views this week.

TV (Non-English)  
Jul 22 - Jul 28  
2024

**Sweet Home**

**NETFLIX** TOP 10



# 1. What



Recently, Naver Webtoon which is dominant platform in webtoon industry was listed on Nasdaq

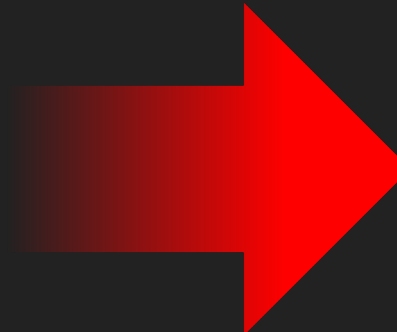


## 2. Pain point

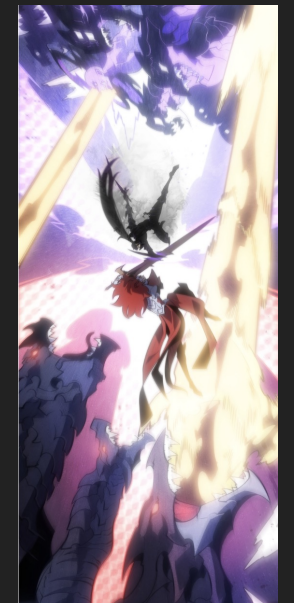
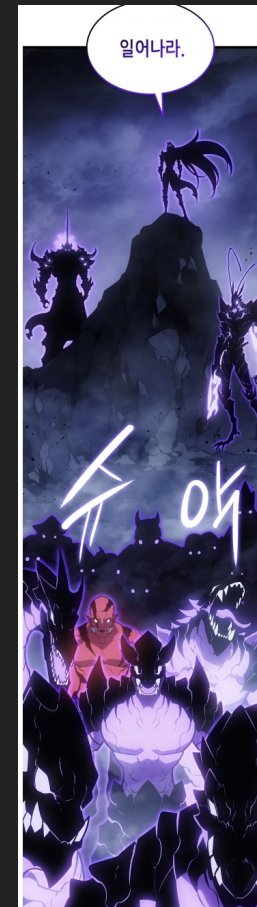
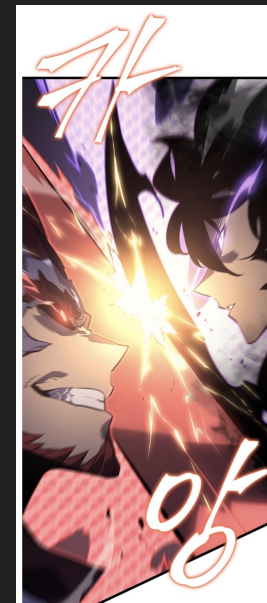


As the market grew, it demanded higher quality.

AS-IS : 1~2 person production



TO-BE : 10~20 person production

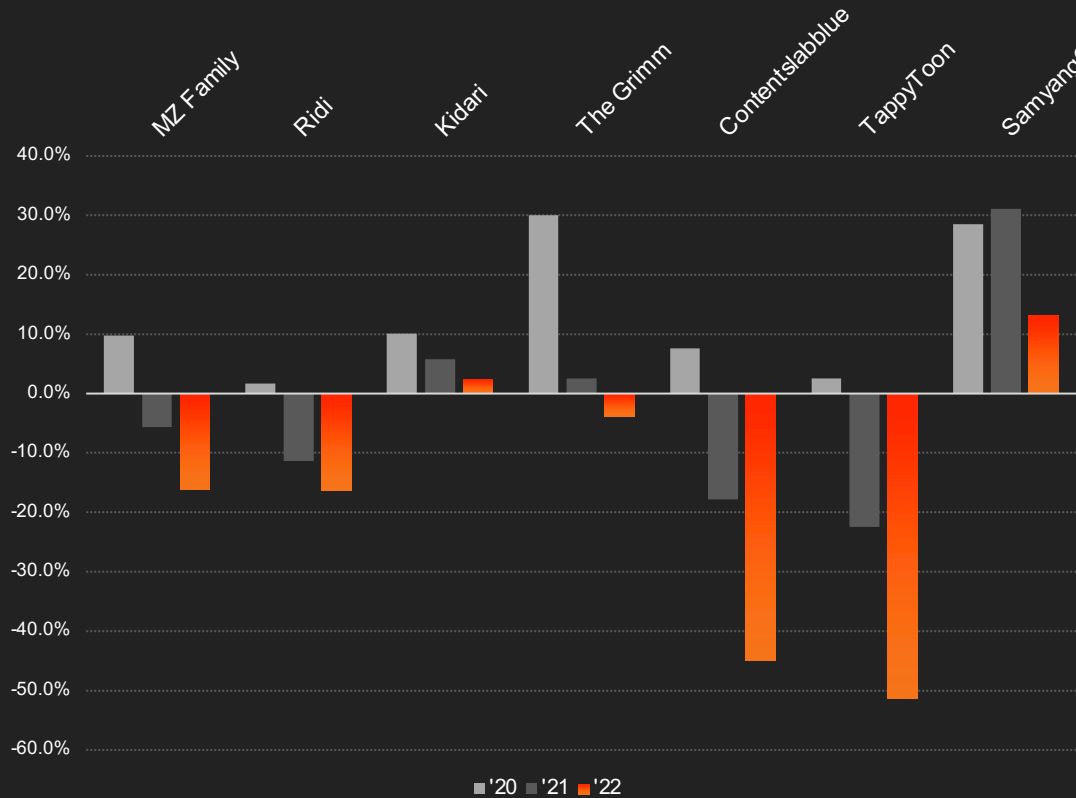


## 2. Pain point

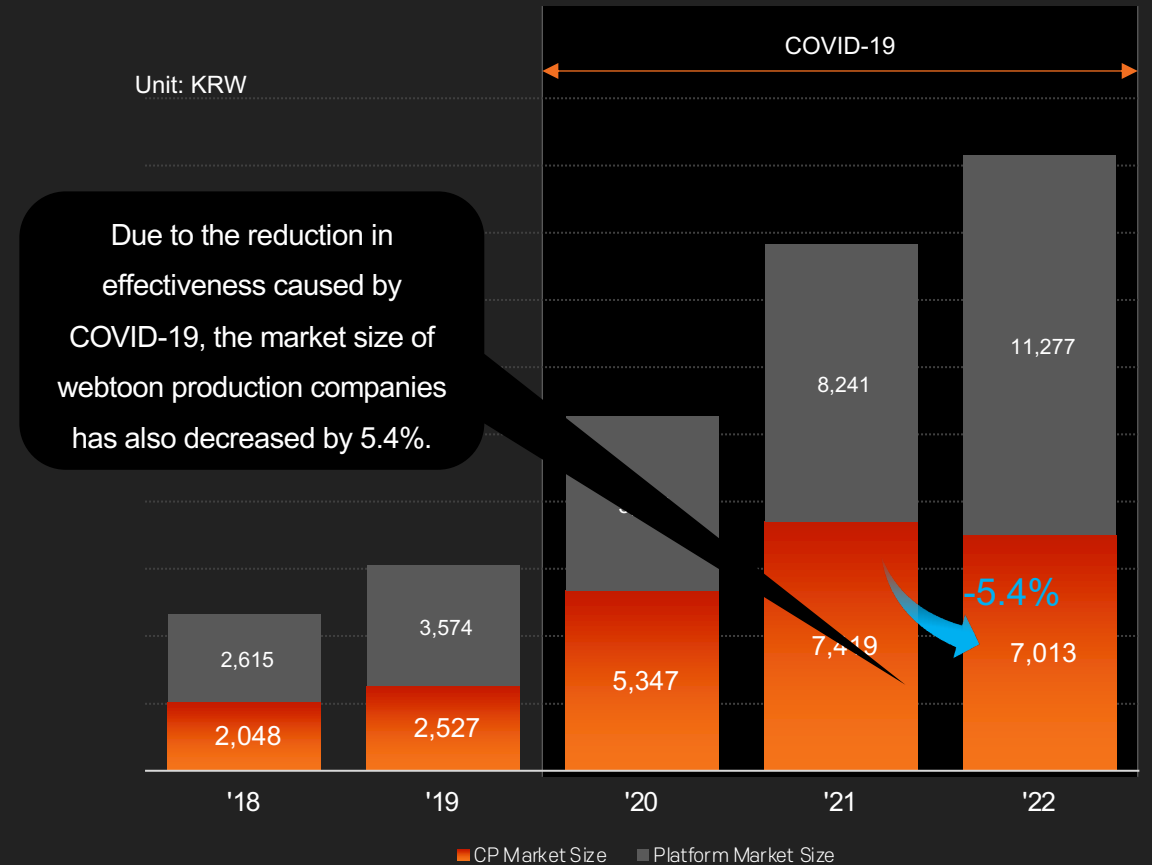


which led to an increase in production costs and worsened the financial situation of production companies.

Changes in Operating Profit Margins of Major Webtoon Production Companies from 2020 to 2022



Domestic Webtoon Market Size

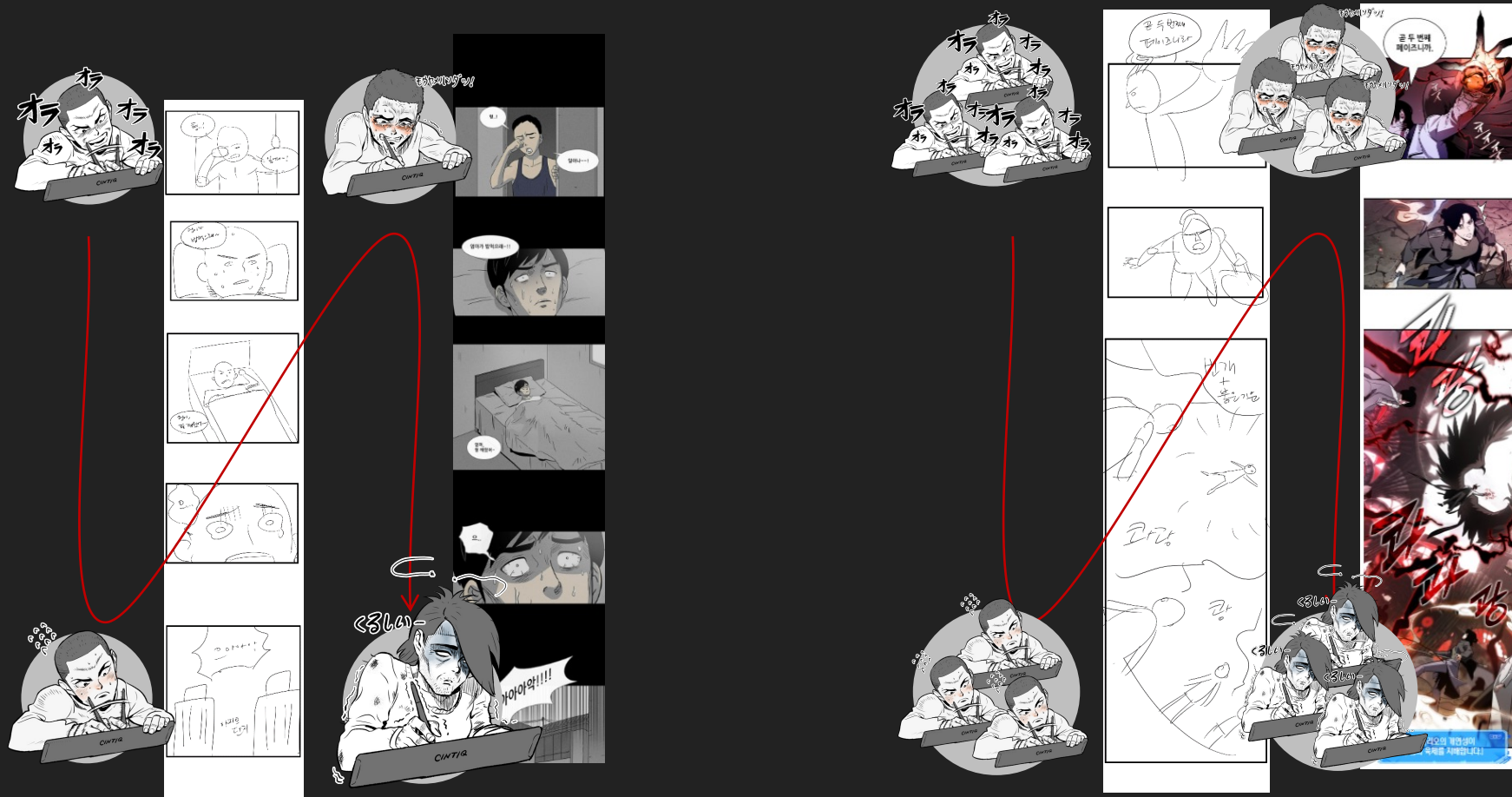




## 2. Pain point



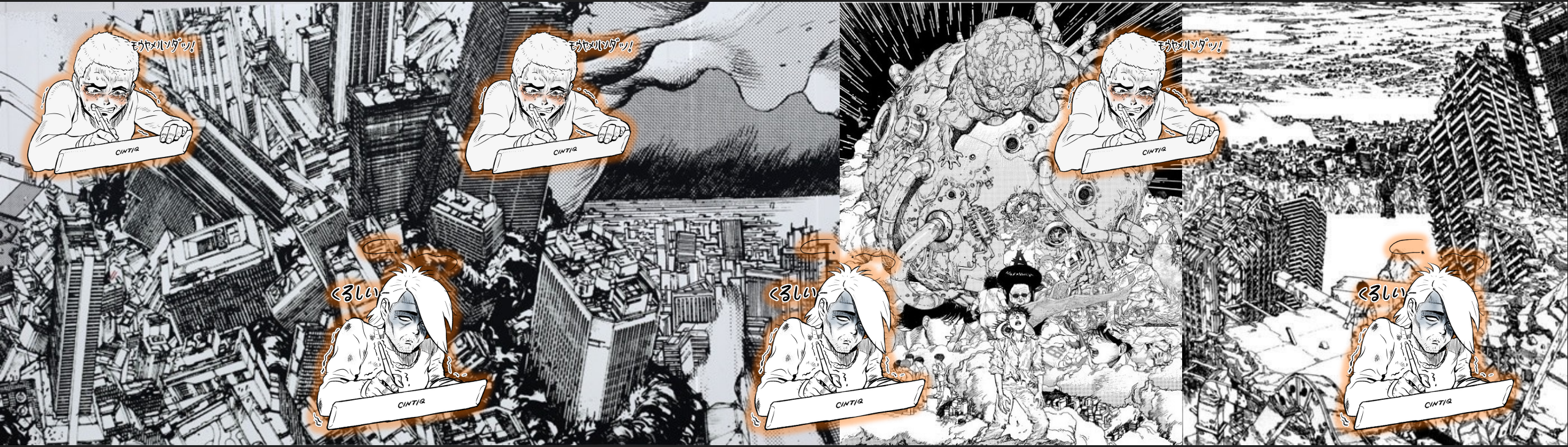
Until now, webtoons and comics have been produced through intense labor by artists.





## 2. Pain point

Works that require a vast amount of illustrations need significant resource because many people must be mobilized

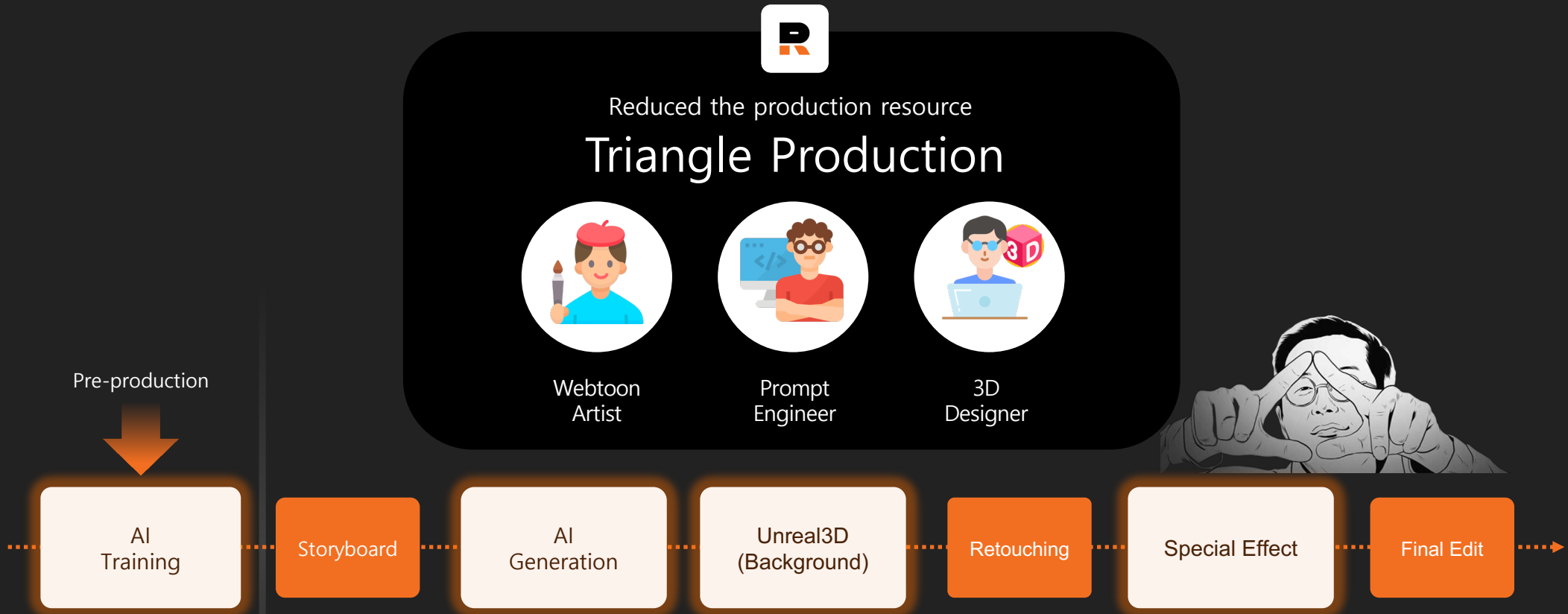


The grand-scale manga 'Akira' from the 1980s

# 3. Solution



10-20 people process → **A three-person system** to produce high-quality webtoons using AI and 3D

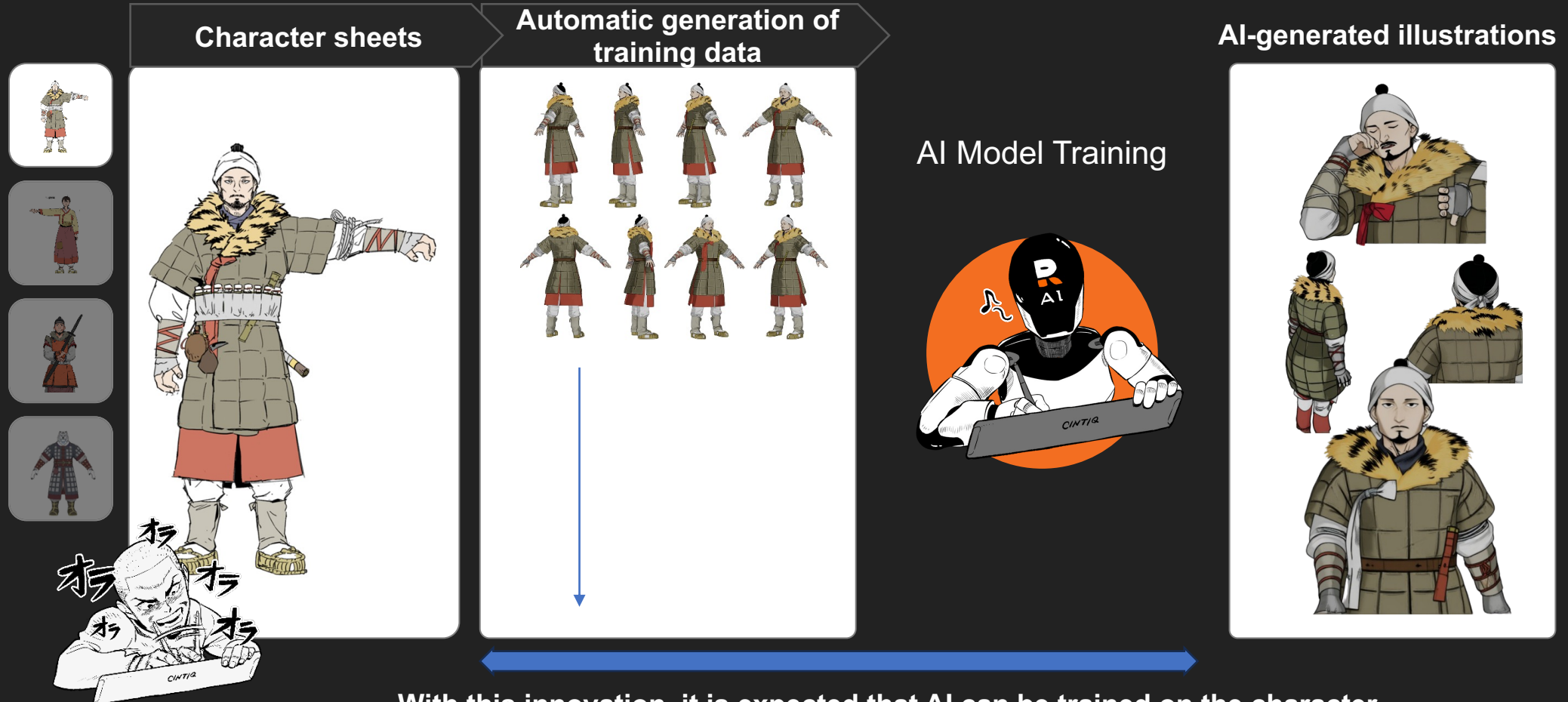




# 3. Solution



Artists only need to draw character sheets, while AI provides drawing support



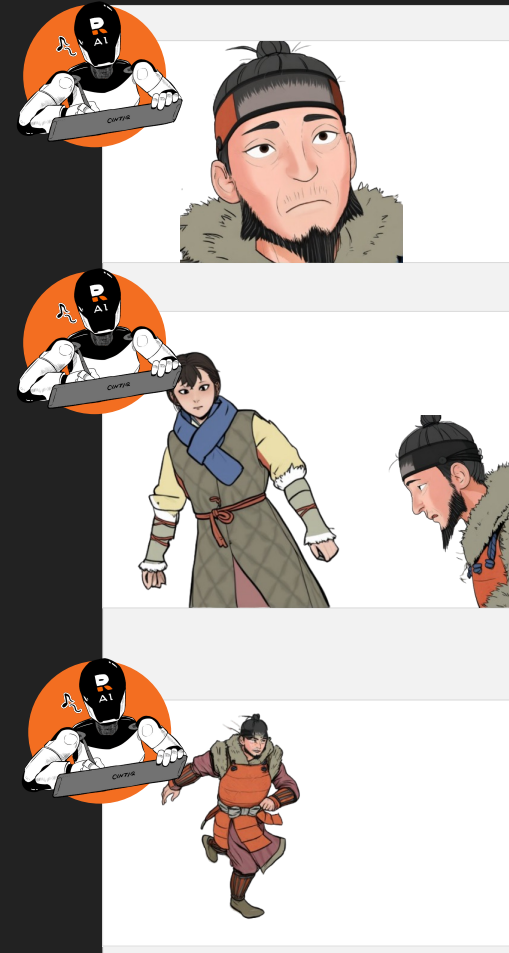
With this innovation, it is expected that AI can be trained on the character sheet within 3 hours of input



# 3. Solution



Once the AI models for each character are completed, you can generate the necessary images for the work by drawing storyboards.





For Realdraw's ongoing project 'IMUGI (Monster),' we created Character AI Models and Unreal 3D Backgrounds to replicate Korea's representative webtoon 'The Strange and Mysterious.'

As a result:  
One artist completed 10 cuts in just 6 hours.  
(This reduced the traditional work time and process by over 50%.)





# 3. Solution



With Unreal 3D illustration, it is possible to create webtoons and manga on a grand scale





# 3. Solution



We are testing various styles with Unreal 3D and plan to optimize it for diverse genres in the future

Background cut of 'Master Hand' by the artist Wen Zhenghu



Background cut implemented with Unreal 3D



Background cut rendered for monochrome manga



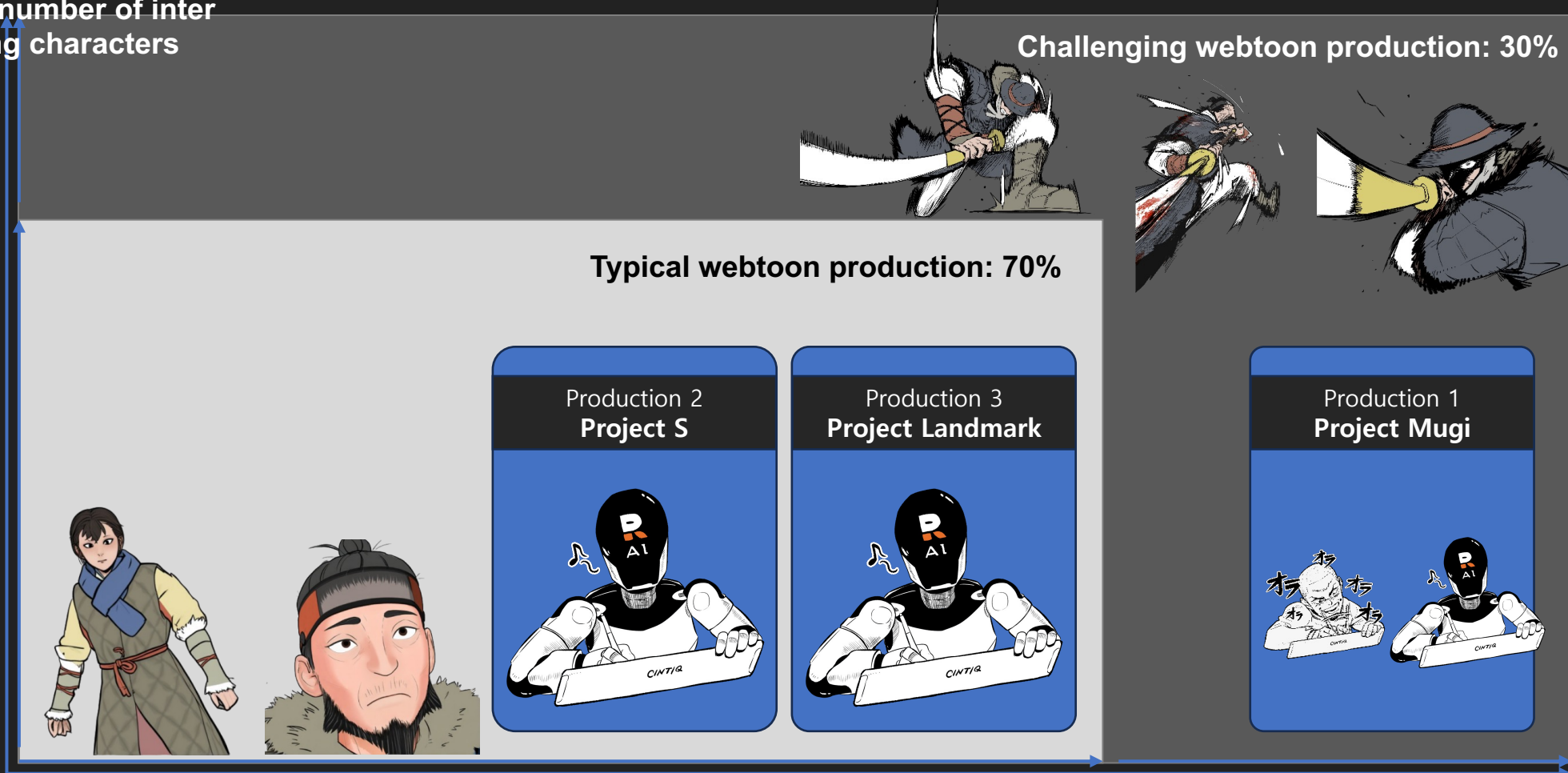


# 4. Challenges



Producing works with many deformation or action-oriented stories requires higher technical skills

A high number of inter-acting characters

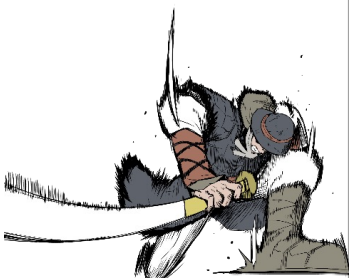


Extensive use of deformations

## 5. Progress



**Artist's  
Illustration**



**Input Guide**



**Generated  
Image**



**Generated images of highly deformed  
action scenes are still about 20%  
unsatisfactory.  
We aim to resolve this by the end of 2024.**

## 5. Progress



Scenes where many characters act simultaneously are also challenging to generate naturally. We aim to resolve this within the next year



## 5. Progress



The first project is an East Asian fantasy story about a boy whose parents were killed by a monster (IMUGI). The boy grows up while joining forces with people who fight against the monster.





## 5. Progress



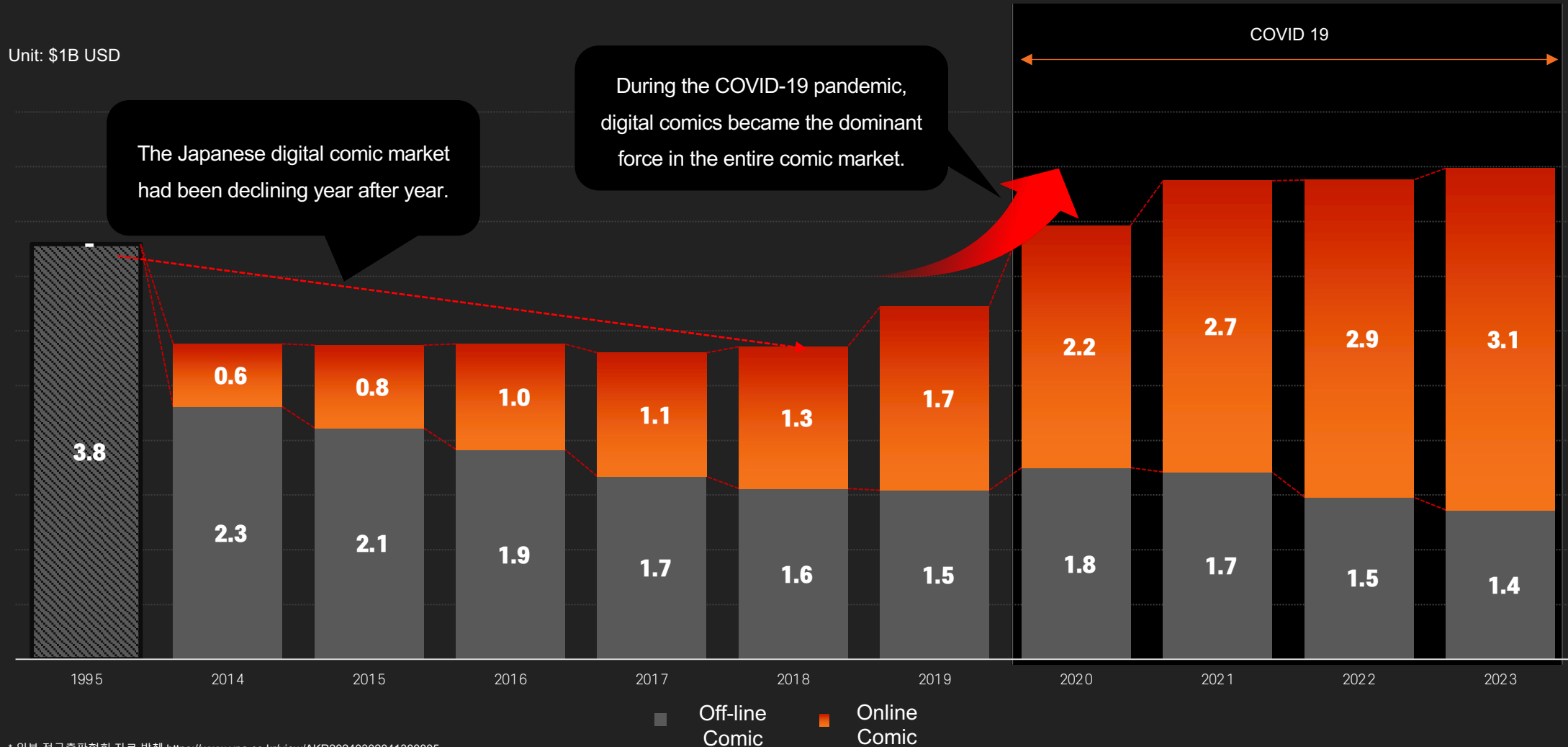
**The plan is to use Unreal Engine to create a harsh Ice Age environment inhabited by monsters. Within this setting, we want to tell the story of people who engage in fierce battles and struggle to survive, delivering an overwhelming sense of the majesty of nature.**



# 6. Business Plan



The Japanese digital comic market is valued at **\$3.1 billion**, marking it as the fastest-growing market.



\* 일본 전국출판협회 자료 발췌 <https://www.yna.co.kr/view/AKR20240302041300005>

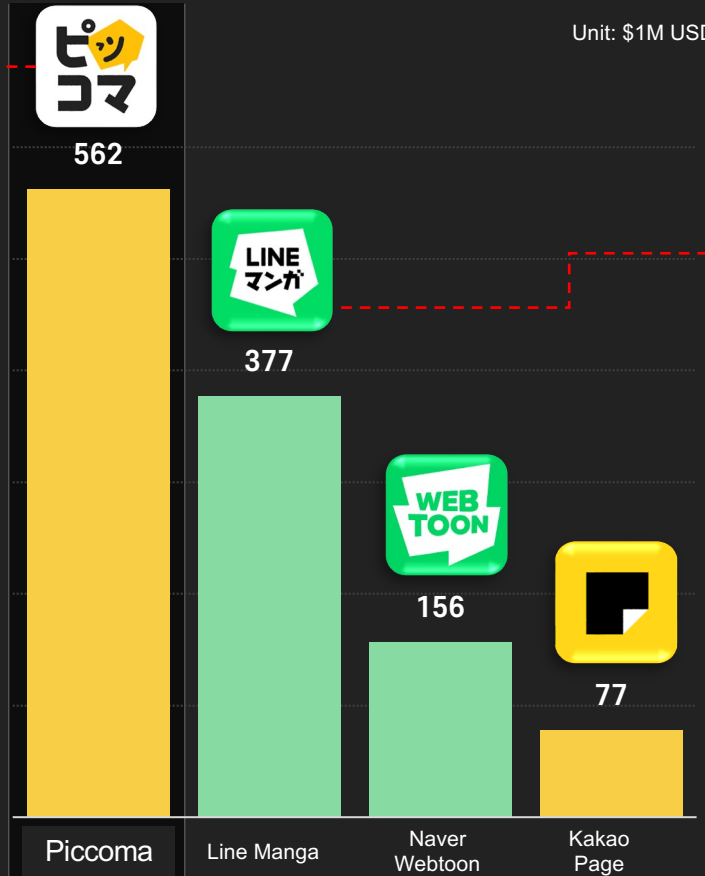


# 6. Business Plan



This market is led by Piccoma and Line Manga, with top annual revenues per work exceeding **1 billion yen**.

Comic app revenue ranking (23. Jan~Oct)



- "Solo Leveling" records cumulative sales exceeding 10 billion yen.
- Recently created a new success story with an anime adaptation.

- "The high school mercenary" records annual sales exceeding 1 billion yen.
- "The Remarried Empress," "The Abandoned Empress," and "The Savior's Book Café" record monthly sales exceeding 100 million yen.



## 6. Business Plan



We are preparing a total of four works for 2024, featuring content on a scale that is challenging to achieve with hand-drawing. Our aim is to establish ourselves as a unique production company capable of making a significant impact on the webtoon market.



Steempunk



Space opera



Underwater empire

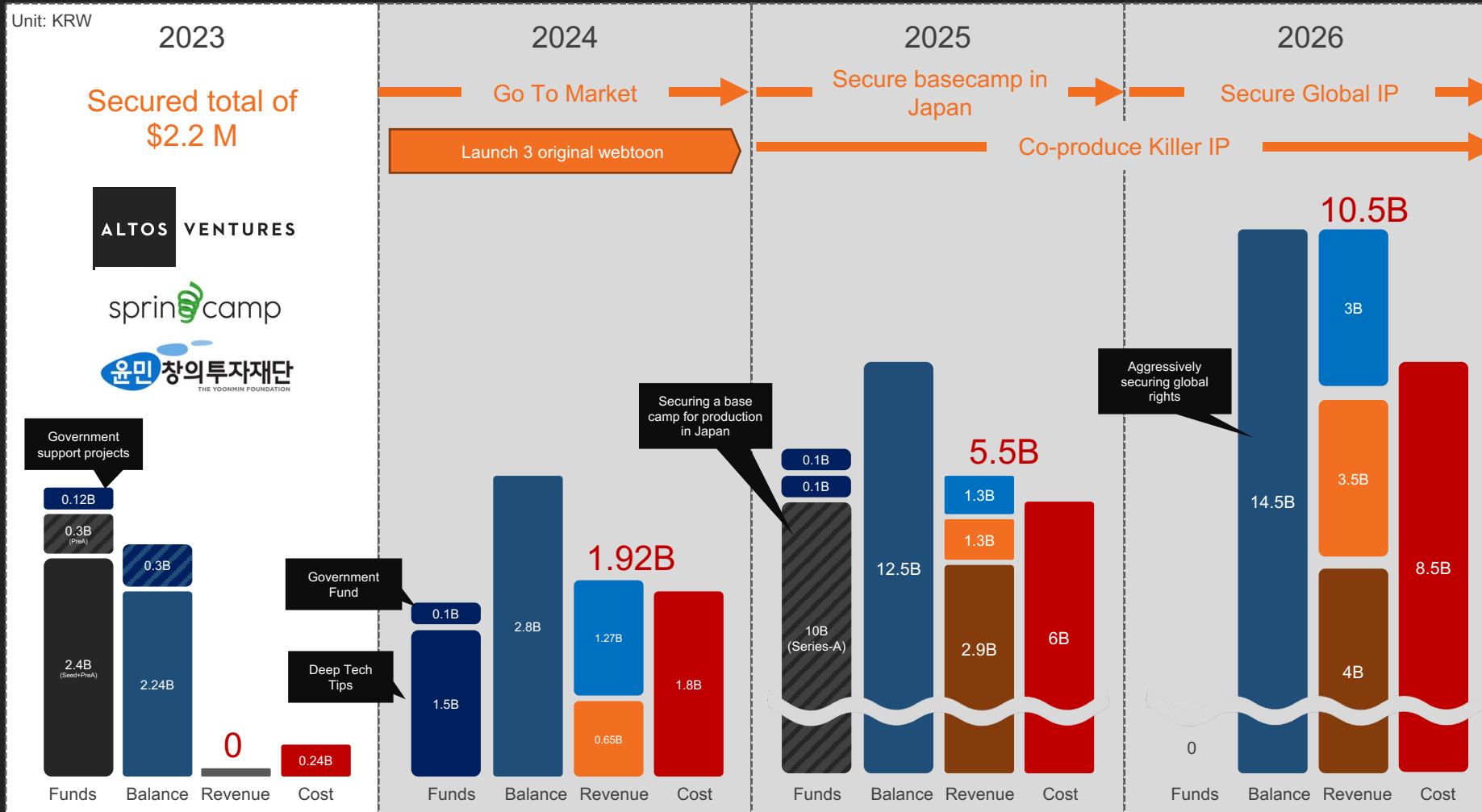


Fantasy world

# 6. Business Plan



We plan to launch four works in 2024 through Piccoma and LINE Manga, with a Series A funding round of 10 to 20 billion KRW planned for 2025.



# 7. Team



Secured \$2.2M investment from South Korea's top VC in just six months.

## AI & Tech. Platform Specialists

- Started Gen AI R&D since 2022. Founded in June 2023.
- Recognized as promising technology startup by Yoon Min Foundation, Spring Camp, and Altos Ventures in 2023, securing a total of 2.7 billion won.

CEO



**Thomas Choi**

- Watcha Webtoon Biz. Head
- Craftory CEO & Founder
- Underbridge CSO & Co-Founder
- AfreecaTV Strategy Planning
- NCsoft Strategy Planning

Tech. Leader



**Beni Kim**

- Master's degree in computer engineering from Soongsil University
- LIPIC Backend Lead
- Bigpicture Interactive Backend

Frontend Developer



**Grace Kim**

- Major in AI Department at Sungshin Women's University
- AI production system development
- AI training infrastructure development

## 3D Tech. Specialists

- Conducting R&D on AI learning and generation using 3D technology.
- Securing expertise through training and application of Realdraw AI learning data

Content AD



**Randy Lee**

- Watcha Webtoon team Leader
- Unreal3D webtoon Produce

Unreal Engineer



**Coody Kwak**

- Virtual Studio
- Dextor Studio

3D Engineer



**Luka Lim**

- Mindlogic AI R&D
- Pearlabyss R&D

Video content Leader



**Kenzie Lim**

- CJ E&M PD
- Watcha PD

Webtoon Artist



**Milo Lee**

- Naver webtoon artist
- Watcha webtoon artist

Webtoon Artist



**Woody Guem**

- Naver webtoon, Toptoon, Tommics artist

Webtoon Prompter



**Ella Seo**

- 'Great Expectation' webtoon artist
- 'Eunsoo's diary' webtoon artist

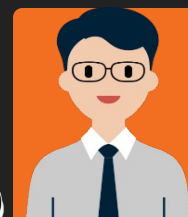
People Lead



**Zina Kim**

- Catch table
- Watcha
- Amore Pacific

Tech. PM | Global Biz



**Sol Kim**

- Watcha Head of Biz Dev.
- Hyundai Motors Company
- LG Electronics
- VKAIST MBA

- We are producing high-quality webtoons 'IMUGI' and 'SCP Foundation' using AI and Unreal 3D technologies.
- We are also in the process of hiring AI specialists (with over 300 applicants since early this year, proceeding with careful selection).
- Additionally, we are preparing to sign agreements with AI specialist organizations.





**REALDRAW**