# Data Crush Inc.

Barrier-free for digital education and media world, created together and enjoyed by all.

DATACRUSH
LEARNABLE DATA & USEFUL AI MODELS

## Key Personnel

Chan Park(CEO)
Founder & CEO. 23+yrs experience in the media & broadcasting industry

Soekju Ahn (Lead, Architect)
18 yrs experience in RPA, R&D

Minho Jung (Led Development)
12+ years of Global biz dev.
Managing Director of India Office

## Business Model

**Development of Educational/Media Platform Services (B2B)**: Development of AI digital textbooks, KBS OTT services, etc.
**Barrier-free Content Production Services (B2B)**: Providing barrier-free services for educational and media platforms.
**Worker Matching/Production Platform (B2B2C)**: Matching barrier-free content production requests from publishers and broadcasters to creators (retired teachers, stenographers), and providing AI-based editing software.
**Large-scale Data Construction and AI Research & Development (Government Projects, Support Programs)**: Processing and preprocessing raw data related to video, audio, and text, and developing multimodal AI models and algorithms.

## Customers

**Production/Review Specialists (Retired Teachers, Stenographers, etc.)**: Provide AI-based production software that assists with production and review tasks, reducing production costs, shortening production time, and increasing output per unit of time.
**Institutions Required to Comply with Legal Obligations (Publishers, Educational Institutions, etc.)**:
•**Barrier-free Application Services**: Apply barrier-free elements (subtitles, audio descriptions) to general educational content at minimal production costs for distribution.
•**Supply of Barrier-free Production/Management Solutions**: Integrate our content production software with the institution's platform.

## Users

**Students with Disabilities**: Ensuring equal and non-discriminatory universal learning rights.
**Teachers, Parents, and Peers**: Providing opportunities for inclusion, making it easier to engage in educational guidance and group activities.

## Problem

It is difficult for people with disabilities to utilize digital-based education and media.

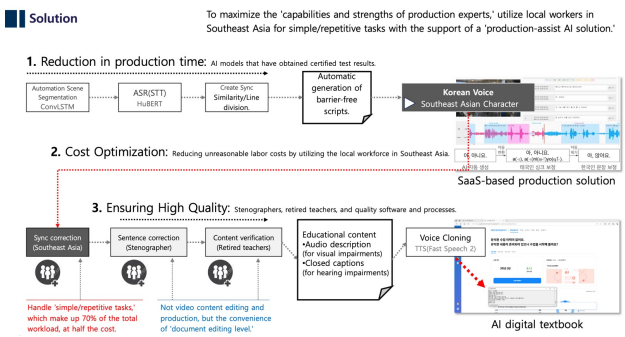
1. Cause of the problem
**Overzealous Institutionalization**: The education sector is adopting the laws and regulations of the broadcasting industry, ignoring practical concerns, especially the discomfort faced by the visually impaired and the difficulties in content production, while making the 100% implementation of UDL (Universal Design for Learning) mandatory.
**Enormous Production Costs**: To apply UDL and barrier-free concepts, even just the cost of creating captions for the hearing impaired a part of the barrier-free initiative requires hundreds of billions of won annually for the production of subtitles across all domestic OTT platforms.
**Ongoing Quality Issues**: There is a lack of expertise, budget, and institutional support for providing effective assistance to disabled individuals.

2. Phenomenon
**Reluctance of Producers and Teachers to Support Barrier-Free Initiatives**: Due to labor-intensive work methods and the lack of specialized tools, a significant amount of labor is required.
**Increased Discomfort for Visually Impaired Students and Violation of Universal Learning Rights**:
In the broadcasting industry, the mandatory production rate of audio descriptions for the visually impaired remains at 7% to 10%. (Subtitles are provided at 70% to 100%, but the production cost of audio descriptions is relatively high.)
Nevertheless, starting in 2025, the education sector will mandate the application of UDL (Universal Design for Learning) for the visually impaired in all functions and content included in AI digital textbooks, raising concerns about a potential decline in quality.

## Solution

**Core Concept: Addressing AI's shortcomings of uncertainty and inaccuracy while leveraging its strengths in simplifying, automating repetitive, and large-scale tasks for greater efficiency.**

**1.Automatic generation of barrier-free scripts**: Combine AI and preprocessing technologies to automatically generate barrier-free content scripts.
**2.Sync correction**: Outsource sync correction, a cost-intensive, repetitive task, to Southeast Asia for adjustment.
**3.Sentence correction and content review**: Korean stenographers and retired teachers will handle sentence correction and content review.




## Business Areas

**1. Republic of Korea**: Development and Service of Barrier-Free Content Production and Matching Platform.
**2. United States, Japan**: B2B content production services and editing software.
**3. Southeast Asia**: B2B2C worker matching platform (editing the sync for content from South Korea, the US, and Japan in Thailand).