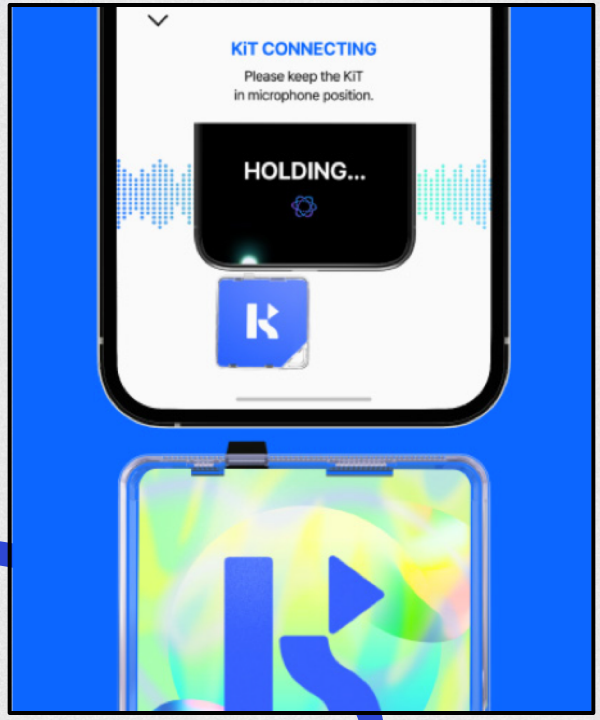
Kihno-Kit

BUSINESS

Pitch

Isabella Coakley – BMTY7004


KiT CONNECTING
Please keep the KiT
in microphone position.
HOLDING...

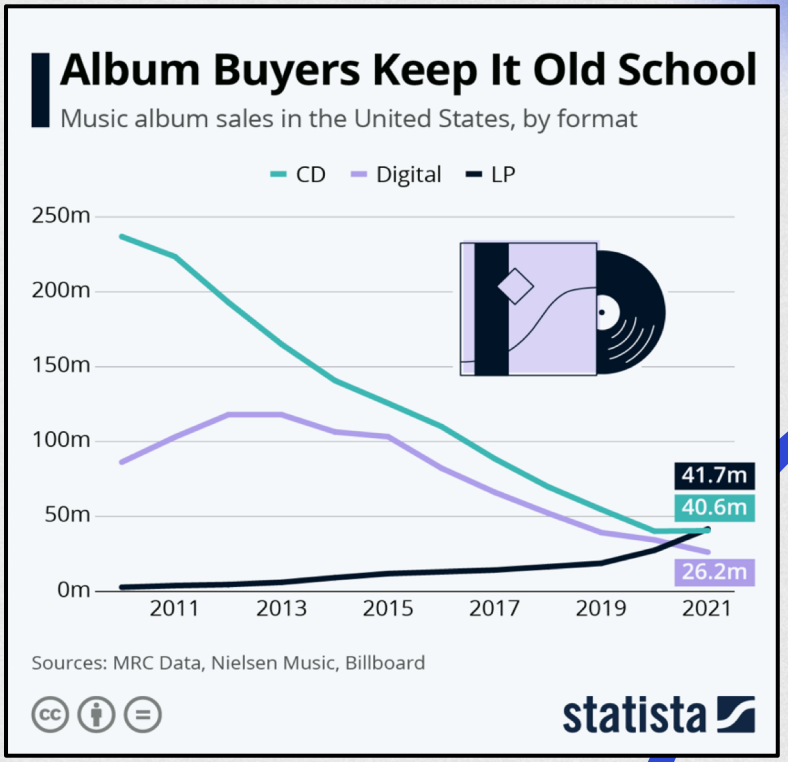
01

The Kit

The Market

Though the streaming market has irrecribly change the revenue generated from physical music sale we have in the past 5 years seen a steady incline in what would be seen as the ‘collectors’ market.

With sales of Vinyl records, CDs and Cassettes all on an incline.





FACE THE SUN

SEVENTEEN 4TH ALBUM

KiT ver.

ALBUM PACKAGE

2 Versions / W 100 × H 134 × D 36 (mm) / 1ea



Ray



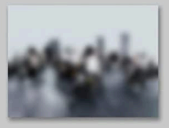
Pioneer

POST CARD

2 Versions / W 90 × H 123 (mm) / 1ea



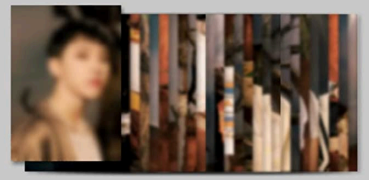
Ray



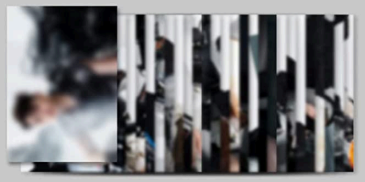
Pioneer

PHOTOCARD

2 Versions / W 85 × H 119 (mm) / Including KiT Album Exclusive Photos



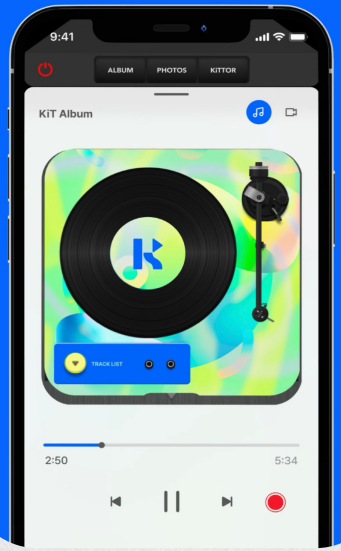
Ray



Pioneer

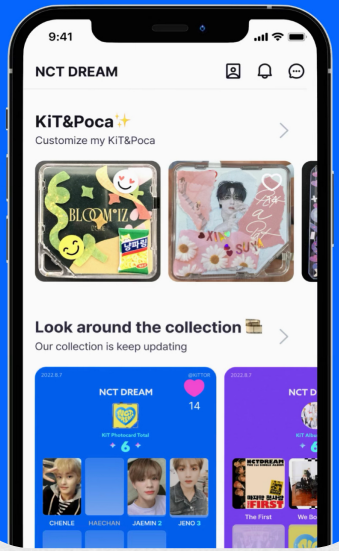
Anywhere, anytime with Music Player

The various ways to enjoy music
with Vocal volume control,
24 hours Sub Player



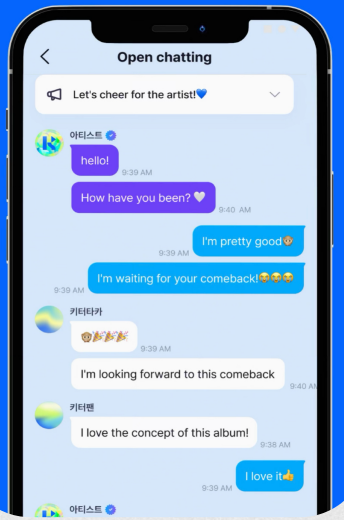
Enjoy together in KiT Fanz

Create and share your own contents
like Studio covers, Collections
and Custom KiT&Poca



Chatting with artists and fans by KiTTORing Messenger

Live chat, open chat, 1:1 chat
to get closer to fans and artists



£3

Price of item production

£20

Price for consumer

£17

Gross profit

Patent & Copywrite

- The usage of the patent alongside the name Kihno-Kit outside the south Korean music marketplace will have to be negotiated with the Kihno company. It is likely this negation will lead to the Kihno company either wanting a % of each album's net sale price or an upfront payment for each album produced and hosted on their application based on the amount produced.



NCT

NCT - Kit Album [The 2nd Album RESONANCE Pt.1] (Random Ver.)...

Sales 76,527

2020-10-28



BSS (SEVENTEEN)

BSS (SEVENTEEN) - 부석순 1st Single Album [SECOND WIND] (KiT ver.)

Sales 14,000

2023-02-06



Red Velvet

Red Velvet - Mini Album [The ReVe Festival Day 2] (Kihno Album) *Due...

Sales 1,763

2019-08-26



Seventeen

SEVENTEEN - 4TH ALBUM [Face the Sun] (Pioneer Ver.) (KiT)

Sales 7,686

2022-05-27



BLACKPINK

BLACKPINK - 2nd ALBUM [BORN PINK] KiT ALBUM

Sales 26,050

2022-09-16

Albums for collectors

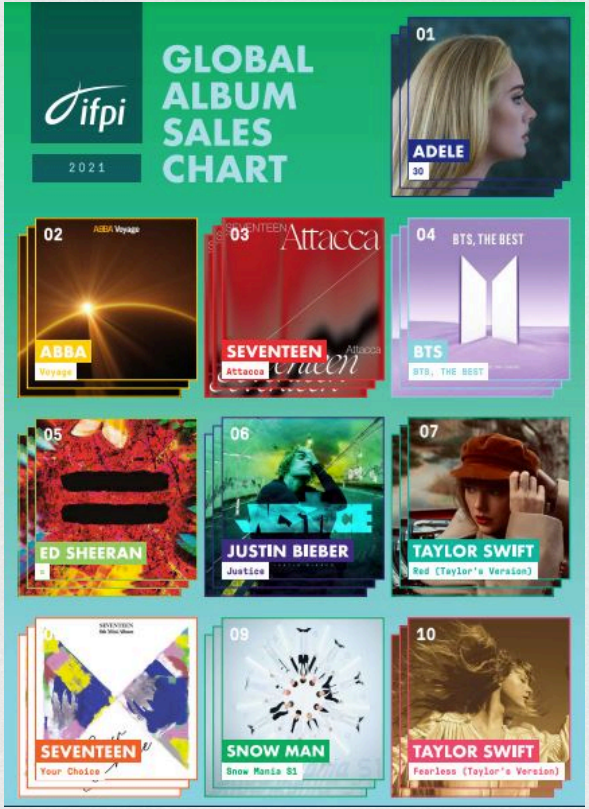


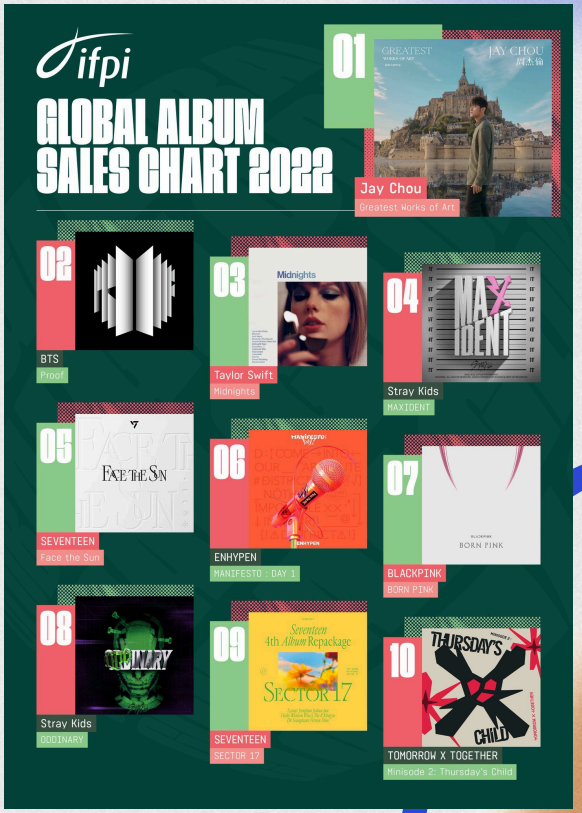
Khino Kit



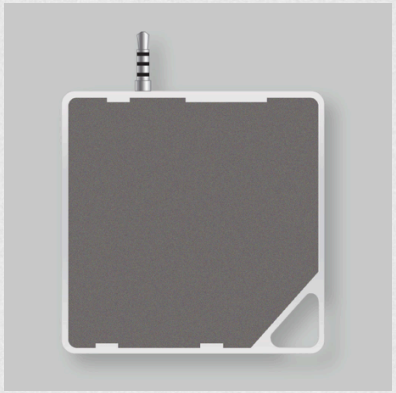
Vinyl


ifpi
Global Album Sales Chart
2020
1 BTS MAP OF THE SOUL: 7
2 BTS BE (DELUXE EDITION)
3 Kenshi Yonezu STRAY SHEEP
4 Taylor Swift FOLKLORE
5 BLACKPINK THE ALBUM
6 AC/DC POWER UP
7 Justin Bieber CHANGES
8 BTS MAP OF THE SOUL : 7 ~ THE JOURNEY ~
9 ARASHI THIS IS ARASHI
10 King Gnu CEREMONY
For further information see ifpi.org


ifpi
2021
GLOBAL ALBUM SALES CHART
01 ADELE 30
02 ABBA Voyage
03 SEVENTEEN Attacca
04 BTS, THE BEST
05 ED SHEERAN
06 JUSTIN BIEBER Justice
07 TAYLOR SWIFT Red (Taylor's Version)
SEVENTEEN Your Choice
09 SNOW MAN Snow Mania S1
10 TAYLOR SWIFT Fearless (Taylor's Version)


ifpi
GLOBAL ALBUM SALES CHART 2022
01 Jay Chou Greatest Works of Art
02 BTS Proof
03 Taylor Swift Midnights
04 Stray Kids MAXIDENT
05 SEVENTEEN Face the Sun
06 ENHYPEN MANIFESTO : DAY 1
07 BLACKPINK BORN PINK
08 Stray Kids ODDINARY
09 SEVENTEEN SECTOR 17
10 TOMORROW X TOGETHER minisode 2: Thursday's Child

Adapting to consumers

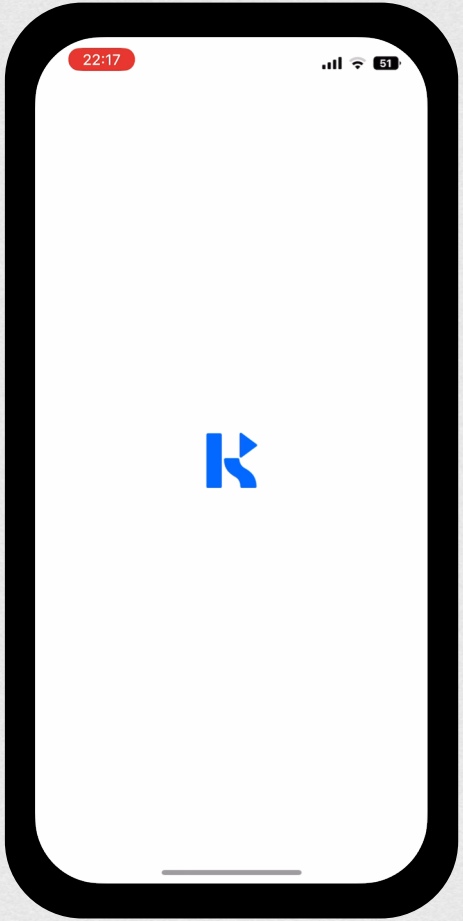


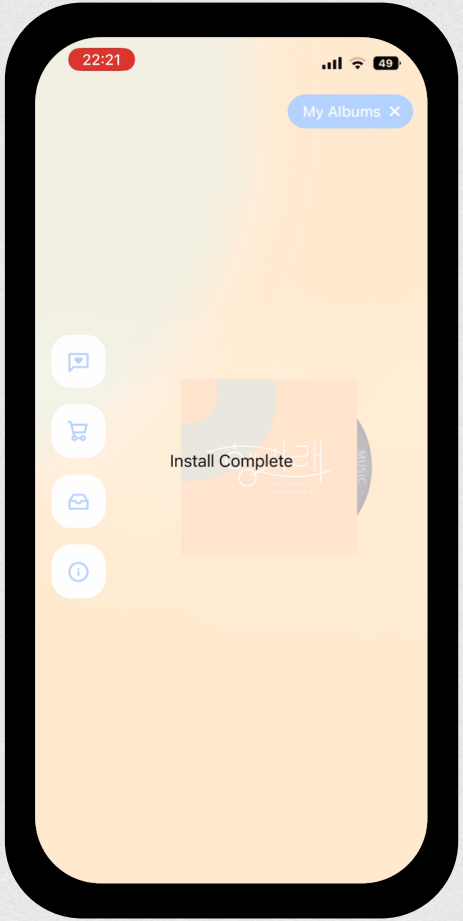


Why invest?

- With a Kihno KiT, fans can not only listen to their favourite music, but also access a wealth of multimedia content such as photos, videos, and interactive elements.
- Offering a new and exciting way for artists and labels to connect with their fans and deliver their music in a format that is both tangible and innovative.

DEMO!


22:17
51


22:21
49
My Albums
Install Complete

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Cost Related		Revenue Related		
Key Partners The key partners are major music labels such as BMG, Universal, Sony, EMI and Warner Music. They will being investing in the business by buying the stock up front to sell to customers and they will also be in charge of marketing the Kihno to potential customers The key suppliers will be the record labels artists' online stores where they sell their limited edition albums.	**Key Activities** Advertising Pitching Working with major companies Manufacturing Producing bts content Digital advertising Creation informative instructional videos Merging of software from eastern Asian on to the western app stores **Key Resources** Kihno manufacturing and supplying Legal team for music copyrights Solicitors Employees – manufacturing and marketing Financial loan Partnership with Kihno company in eastern Asia	**Value Propositions** By creating a new collectable physical album we are expanding the collectors marketed and will in turn create a demand for it due to the collectability of the new item. Although it is not a current need in the market it will work in the way Apple did when they released new products by showing consumers a desirable new product and creating a new demand	**Marketing & Sales Communication** Listing Kihnos on artists shops on the front page. Artist promotion of kihnhos on their own social media Inviting industry journalist to prereview the product and hopefully write articles on it Create the brands own social media to promote Paid social media advertisements Creating a website with product information **Product & Service Delivery Channels** Record companies will receive the product in bulk for sale. They will have to take into account production time and shipping whilst order (roughly 1 month) If there is a problem with the shipment we shall investigate. Though record label will have to deal with secondary customer problems. Secondary customers can report problems to us via our website.	**Customer Segments** Customers are the bulk purchasing record companies who will be contracted to us as our prime market. We are creating value with new physical music media Our indirect customers are music collectors whom find value in the products being limited edition

Cost Structure

The main costs will be manufacture and international shipping and taxes along with administration and legal costs
Online site cost, Advertising
Artwork editing to fit on packaging along with creation of extras
Sourcing manufacturers – using Asian manufactures would perhaps be cheaper but if we create a UK based manufacturing plant we could get the product to the client faster

Revenue Related

Record labels currently have no similar product so are not paying anything currently.
Cost per product manufacturing and shipping to record label shall be £5
Record labels will sell to customer for roughly £15-£20 so at a profit margin of 100%
Record labels can presell the product on the artist website so can wait until they know they will sell enough to order the production of the kihnos

QUESTIONS!