

MONSTHERA



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Monsthera, a plant name derived from the Latin word "Monstrum," meaning "strange".

The Monstera plant has an unusually strong vitality; when its stem is cut and placed in the ground, it roots itself. Its dark green leaves can grow up to 1m in size, and the plant itself can reach heights of up to 20m.

We have concentrated the technology and experience accumulated over many years in the education field into Monsthera, which encompasses a children's art franchise, the "Golden Hands" webtoon app, and the "Art Bong Bong" real-time interactive art education service.

Monstera is not just about adequate technology or moderate levels of creativity; it is an educational startup that creates completely new and different things.

Story of a Company

- 2008** 1st domestic psychological art education franchise, Art & Heart
Top sales in new franchise openings for three consecutive years (76 >> 390 franchises)
- 2012** Established the headquarters of LibroArts, a children's art franchise "Havruta Art Education where students become teachers"
Received the Creative Management Award for Educational Companies in South Korea
- 2017** Received Korea Consumer Brand Grand Prize
Established Havruta Art Education Association, a Jewish education method for kids
- 2019** Founded the IT startup Pablo Art Company, Inc.
Developed the "Golden Hands" app (illustration, webtoon) in collaboration with Samsung Electronics for a creative learning device
Achieved 100 franchise locations nationwide for LibroArts (including a branch in Japan)
- 2020** Affiliates of i-Scream Edu, i-Scream Media, Sigong Tech
M&A of LibroArts & Golden Hands webtoon app and i-Scream Edu
- 2022** Launched the world's 1st real-time interactive art education app 'Art BongBong'
Changed to i-Scream Art, CEO resigned on 2022.12.30
- 2023** Established Monstera - Pivoting. Planned an early childhood educational content and premium care service 'Broccoli' 'GyoYang Scout'



Launched the world's 1st real-time interactive art education app 'Art BongBong' (2022)



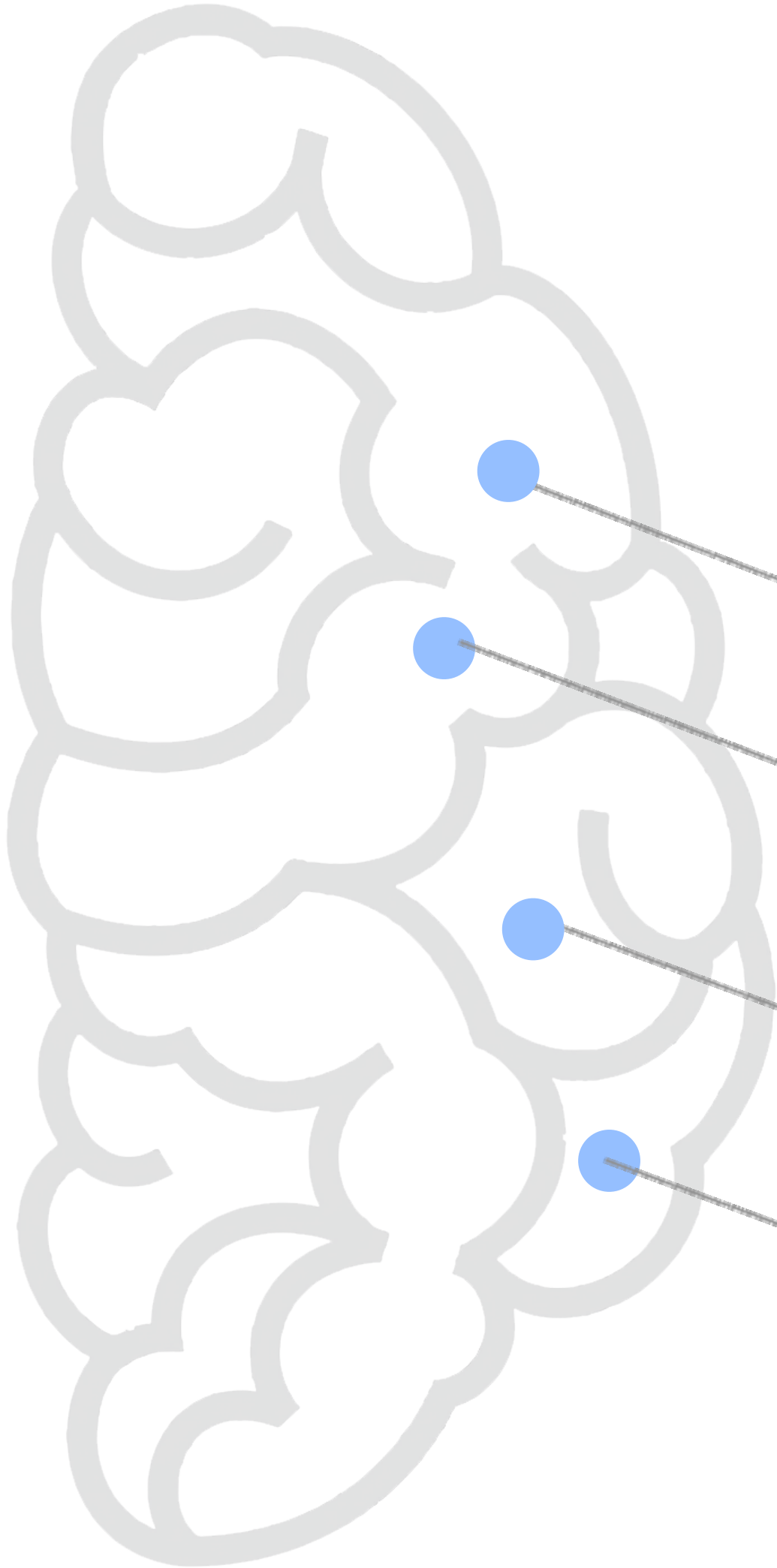
Expanding awareness of non-cognitive skills essential for social life, such as collaboration, communication abilities, creativity, empathy, and self-efficacy

As educational inflation intensifies and the importance of socio-emotional skills increases, there is a shift in recognition towards the significance of non-cognitive skills over cognitive skills for success in society.

Cognitive competency	Reasoning abilities such as thinking, logic, and memory
Memory	The abilities related to long-term memory, working memory, and other memory processes
Exercise ability	The ability to move the body or manipulate objects, including muscle coordination
Spatial processing ability	The capability to handle visual stimuli and spatial relationships between objects, as well as to visualize images and scenarios
Executive ability	The ability to execute goal-oriented behaviors such as planning and goal achievement



Market Analysis (Problem Recognition)



Non-cognitive competency Social-emotional skills such as motivation, communication, and self-efficacy

Motivation The desire and effort to achieve successful activities in academics and careers

Effort The degree to which one contributes to performance

Interaction skills The ability to collaborate, share, and encourage others in achieving their goals

Self-efficacy The belief in one's own capability to achieve and complete goals

Vision & Mission

“ 5-9 year-old premium education · care service platform startup ”

Start-up Key word

On·offline child education/care service, kids edu tech, emotional development healthcare for kids

Vision

No.1 premium education platform company that provides early childhood education & care service

Mission

On·offline child education/care service, kids edu tech, emotional development healthcare for kids
No.1 premium education platform company that provides early childhood education & care service

Kids - Helping grow into individuals who surpass their IQ, talents, and environment through their own efforts and passionate perseverance, enabling them to create their own charm and dreams and live a happy life

Parents - Supporting the improvement of the child-rearing environment by providing premium educational and care services

Country - Contributing to overcoming the low birthrate issue

GYOYANG SCOUT Logo



EDDIE | Eddie

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The name "Eddie" is derived from the pronunciation of the word "etiquette," which means manners and politeness. It is intended to convey the idea of "Eddie-cat," representing a "cultured cat, Eddie.”

GYOYANG SCOUT 3D Character

EDDIE | Eddie

“ I’m a curious guy ! ”

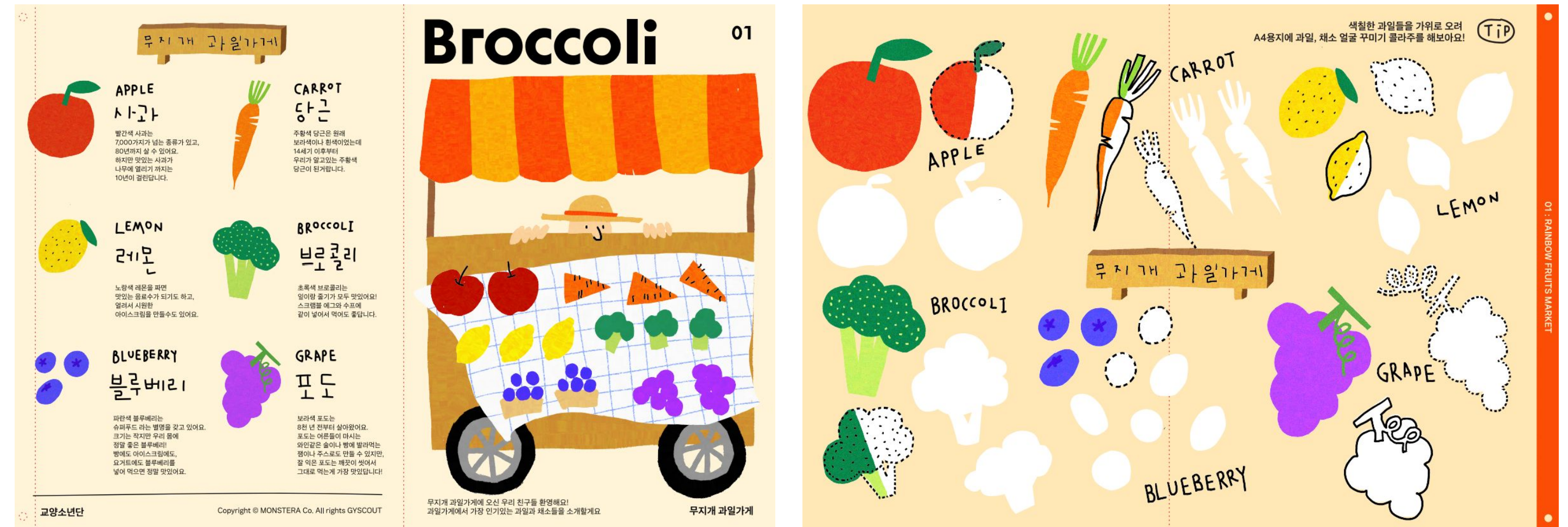
Eddie, who is always full of curiosity, has sparkling eyes for everything new. He never fears or hesitates in the process of learning what he doesn't know. Eddie's favorite hobby is "**Exploring Curiosity!**" with his friends.

Meet Eddie, the well-mannered cat who knows how to get along with friends without ever having a trouble, at the **GyoYang Scout!**



GYOYANG SCOUT Self-produced Program Broccoli

- Age** 6-7, 8~9
- Hours** 60 min
- Student** Group of over 15 kids
- Session** Over 4 times a month, 5 times a week, Mon-Fri
- Program** Expression / Culture / Art - 1/3 week
Thinking / Nature / Science - 2/4 week



Self-control	Self-motivation	Interpersonal relationship
Strength of steadily moving forward towards goal	Strength to make motivation and passion to oneself	Strength of performing convincibility and leadership based on the likability and trust
Emotion control / task persistence / positive mind	Autonomy / self-efficacy / (competence) internal motivation	Expressing ability / relationship / empathy

“ Different if made by MONSTERA! ”

- B2B institutional materials (nursery school, kindergartens, public education) "Broccoli"
- Comprehensive liberal arts program covering Creative Thinking, Nature, Science, Expression, Culture, and Art (double-sided textbook in 8-panel format + craft kit)
- Educational content for creative arts activities aimed at enhancing brain activation and fine motor skills



THANK YOU.