

# Wadiz Company Brief

wadiz



2025. 5



**We lead the growth of startups, small and medium-sized companies, and small brands in Korea.**

As a “Life Design Funding Platform” and Direct-to-Customer (D2C) platform founded in 2012, Wadiz exceeded accumulative brokerage amount of 1.3 trillion won, and it has been leading crowd funding and growth of startups and small and medium-sized companies in Korea. Wadiz connects capital demand and supply to create new values.



**At Wadiz,  
makers and supporters  
grow together.**

<b>Company Name</b>	Wadiz
<b>CEO</b>	Hye-sung Shin
<b>Main business</b>	Crowdfunding
<b>Main service</b>	Reward based crowdfunding, STORE service
<b>Establishment</b>	May 1, 2012
<b>Employees</b>	229 (As of April 2025)

## MISSION

**Making the world where right thinking grows based on mutual trust.**

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## VISION

**We can all challenge ourselves create the world.**

## PRINCIPLES

- Company **We do the right things.**
- Individual **We move forward by riding and enjoying fast-changing waves.**
- Internal **We satisfy needs of team members.**
- External **We provide a positive experience to our customers and our partners.**
- All **We pursue our financial gain.**

# Footprint of Wadiz

Wadiz has been walking steadily for a world where money provides to where should it goes.

## 2012 - 2013

- 12.05 Established Wadiz
- 12.09 Established Crowd Research Institute
- 13.06 Launched Reward crowdfunding as a beta service
- 13.06 Launched Wadiz school

## 2014 - 2015

- 14.01 Launched Reward crowdfunding officially
- 14.07 Number of Cumulative funding projects exceeded 100
- 14.11 First Reward Project with more than KRW 100 Million

## 2016 - 2017

- 16.01 Awarded the Prime Minister's Commendation for successful financial reform on Financial day 2016
- 17.02 Launched Premium membership service 'W9'
- 17.09 Fortune Korea "2017 Korea Leader Grand Prize"

## 2018 - 2019

- 18.07 MOU with Japanese crowdfunding platform, Makuake
- 18.08 MOU with Singapore crowdfunding platform, Funded here
- 18.12 The total amount of funding raised Exceeded KRW 100 Billion won
- 19.02 Reached 1 million members
- 19.10 2019 Red Herring Asia 100 award
- 19.10 The total amount of funding raised Exceeded KRW 200 Billion won

## 2020

- 20.01 Introduced Funding refund service
- 20.03 Exceeded 10 Million people (sessions) of monthly visitors
- 20.04 Establishment of a subsidiary company "Wadiz partners" focusing on Corporate Venture Capital
- 20.04 High-Growth Companies Asia-Pacific 2020 by Financial Times
- 20.04 Launched the offline shop 'GONGGAN Wadiz'
- 20.08 Reached 3 million members

## 2021

- 21.04 Designated as high-growth company by UK FT ASIA for two years in a row
- 21.05 Exceeded accumulative brokerage fee of 500 billion won
- 21.07 Announced separation of funding and investment corporations
- 21.07 Launched IP business, "FANZ MAKER"
- 21.08 Won "Red Dot Award 2021"
- 21.09 Launched "Wadiz STORE"
- 21.12 Established Wadiz Social Contribution Team, "Wadiz wa"

## 2022

- 22.03 Designated as high-growth Asian company by UK FT ASIA for three years in a row
- 22.04 Released Wadiz Global "Pre-Order Service"
- 22.05 Announced Wadiz New Vision for 10th Anniversary, <We create world open to anyone for challenge>
- 22.05 Exceeded accumulative brokerage fee of 700 billion won
- 22.06 Launched Social Media-Based "Feed Service"
- 22.06 Successfully finished the first showcase, "Wadiz NEXT BRAND", which is startup support program
- 22.09 Reached 5 million members
- 22.11 Exceeded accumulative brokerage fee of 800 billion won
- 22.12 Wadiz partners obtains venture capital(VC) license

## 2023

- 23.02 Launched "Pre-Order Service"
- 23.04 Introduced ChatGPT service
- 23.04 Launched online boutique shop "MAISON DE wa"
- 23.05 Exceeded 50,000 accumulative openings
- 23.07 Establishment of a subsidiary company "Wadiz X" focusing on brand incubation
- 23.07 Expansion and reorganization of 'wa Delivery', the next day delivery service
- 23.09 Exceeded accumulative brokerage fee of 1 trillion won
- 23.09 Attainment of Information Security Management System (ISMS) Certification
- 23.10 Lotte Home Shopping Signs Memorandum of Understanding (MOU)
- 23.12 Monthly profit Turnaround

## 2024 - 2025

- 24.01 Reinforced for Value-Up Projects
- 24.02 Wadiz partners selected as fund of funds(FOFs) operator
- 24.05 opened integrated advertising platform and ad service
- 24.05 Exceeded 70,000 accumulative openings
- 24.06 Launched "Store Gift Service"
- 24.07 Launched new Ad service "Pre-booking Service"
- 24.10 Simplify to open funding project by AI review
- 24.12 Selecting for '2024 best work-life balance company in Korea'
- 25.02 Publishing a PB brand 'Wadiz Edition'
- 25.02 Held 'Connect Seminar' with Meta
- 25.03 Selecting as '2025 Asia Pacific High-Growth Company' by FT

Differentiation

# Wadiz Key Competence



## Comprehensive support for startups and small and medium-sized companies

Wadiz covers from funding to Wadiz STORE, IP business and Wadiz PARTNERS to provide funding, marketing, and feedback for customers, support launching and challenge of makers, and offer comprehensive support to help them become a leading company.

## The Best Brokerage Service

Starting from its funding return policy in January 2020, Wadiz has been continuing its efforts, such as evaluation policy strengthening, intellectual property right protection policy strengthening, and transparency report issuance, for the balanced protection of businesses and customers. Wadiz also separated its corporations in the first half of 2021 to advance each business division and strengthen brokerage service.

## Creation of Startup Ecosystem

Wadiz contributes to creation and expansion of a healthy startup ecosystem by offering various supports for startups and small and medium-sized companies. Wadiz also offers incubating program for successful launching and follow-up supports, provides online and offline startup training service named Wadiz SCHOOL, and publishes a trend report on insights based on data from supporters.

# Key Performance

Total GMV

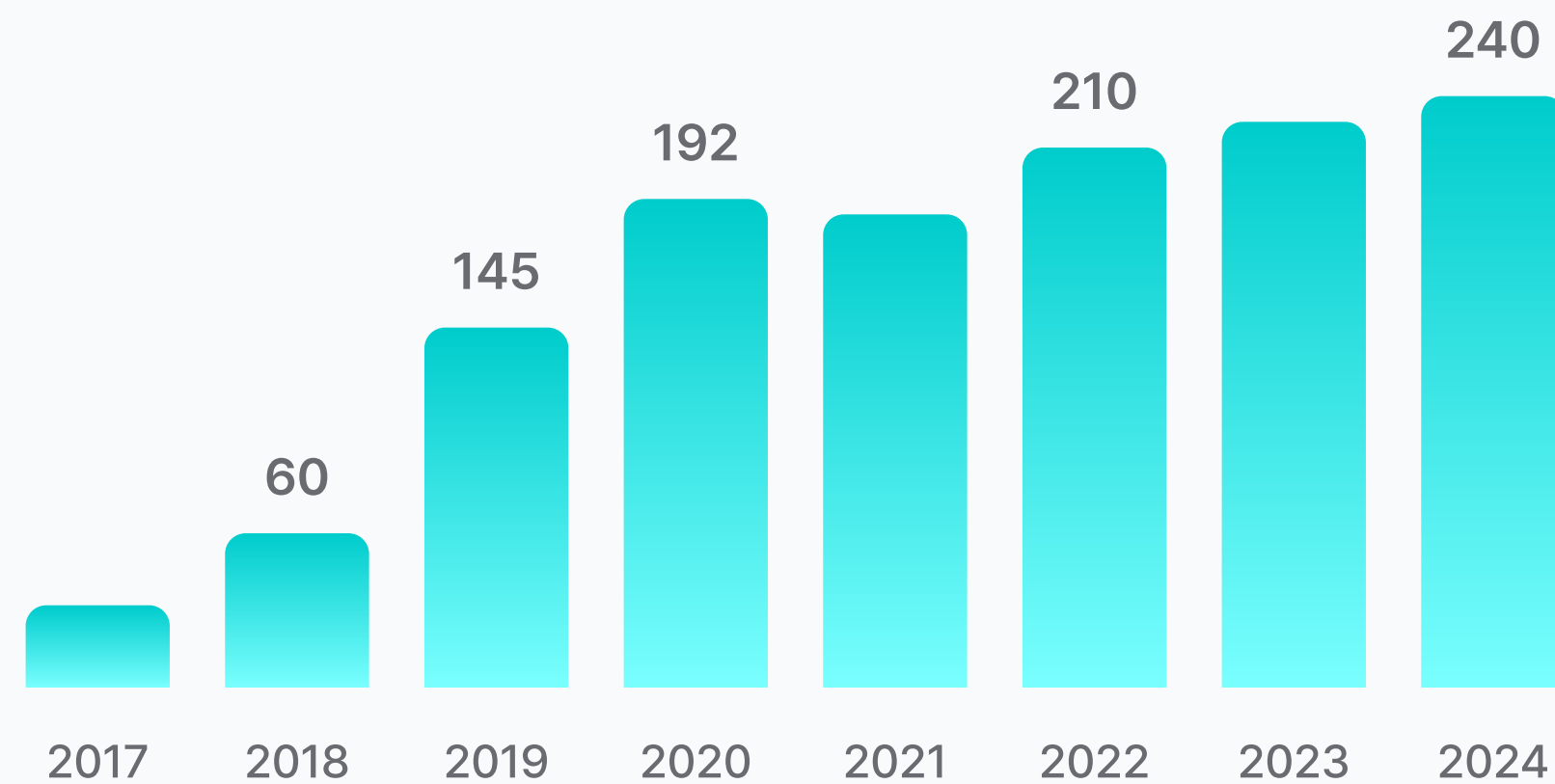
**1.3 tr**

GMV CAGR

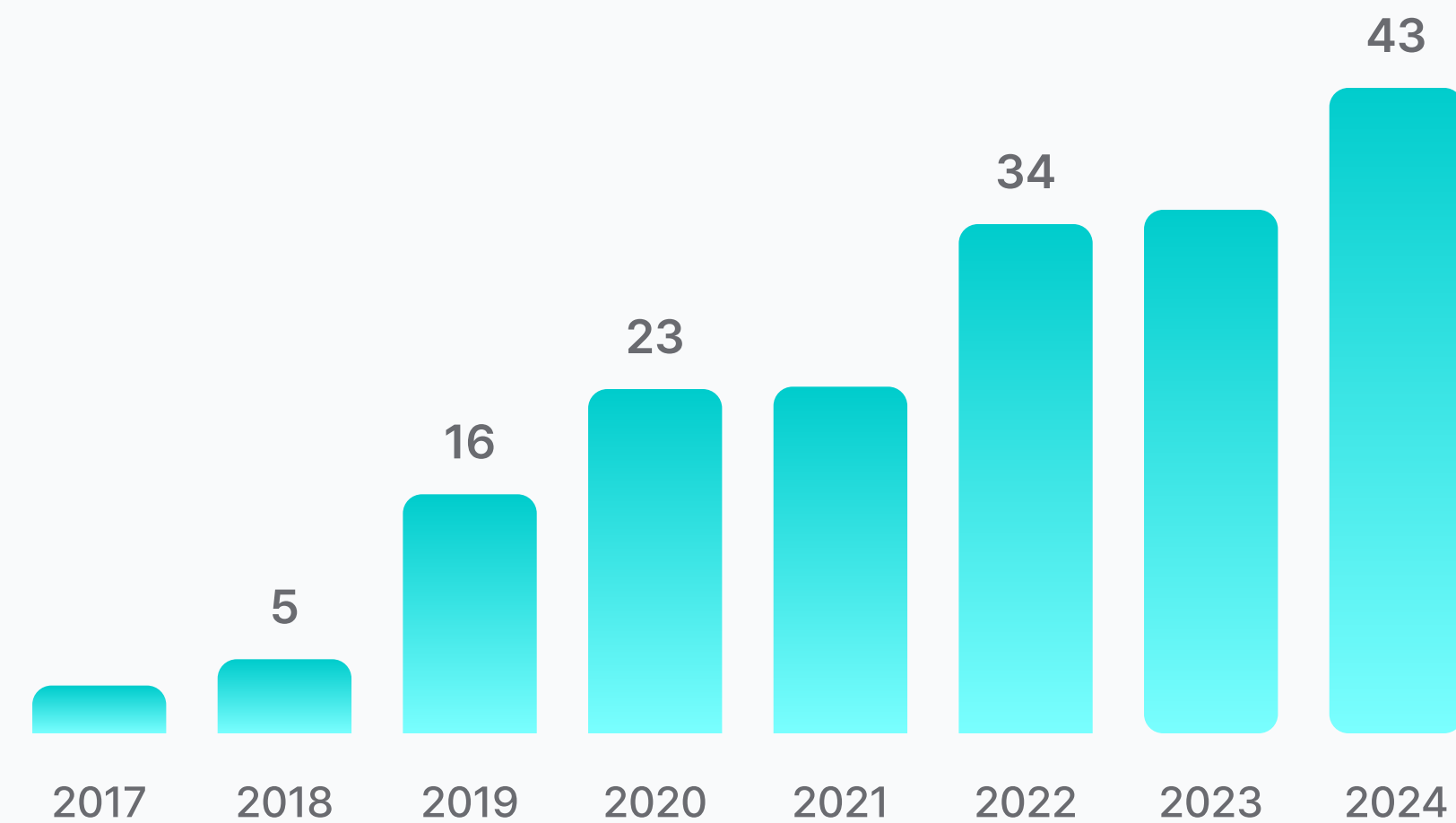
**40%**

Revenue CAGR

**60%**



Annual GMV (Unit : Bn won)



Annual Revenue (Unit : Bn won)

# Key Performance

Cumulated Projects  
**80,000+**

Projects CAGR  
**50%**

Visitors CAGR  
**45%**



Annual Number of Projects



Total Members (Unit : Thousand)

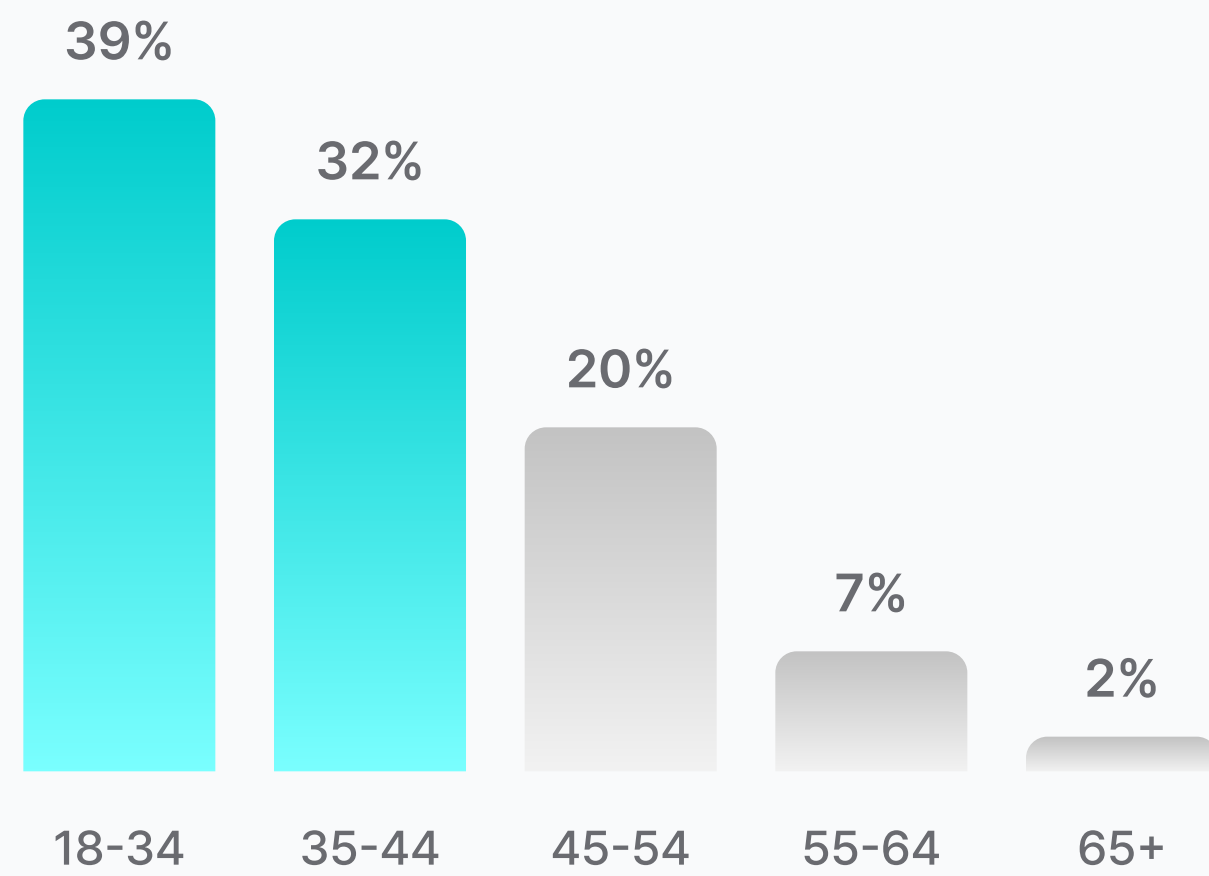
KEY INDEX

# Visitor

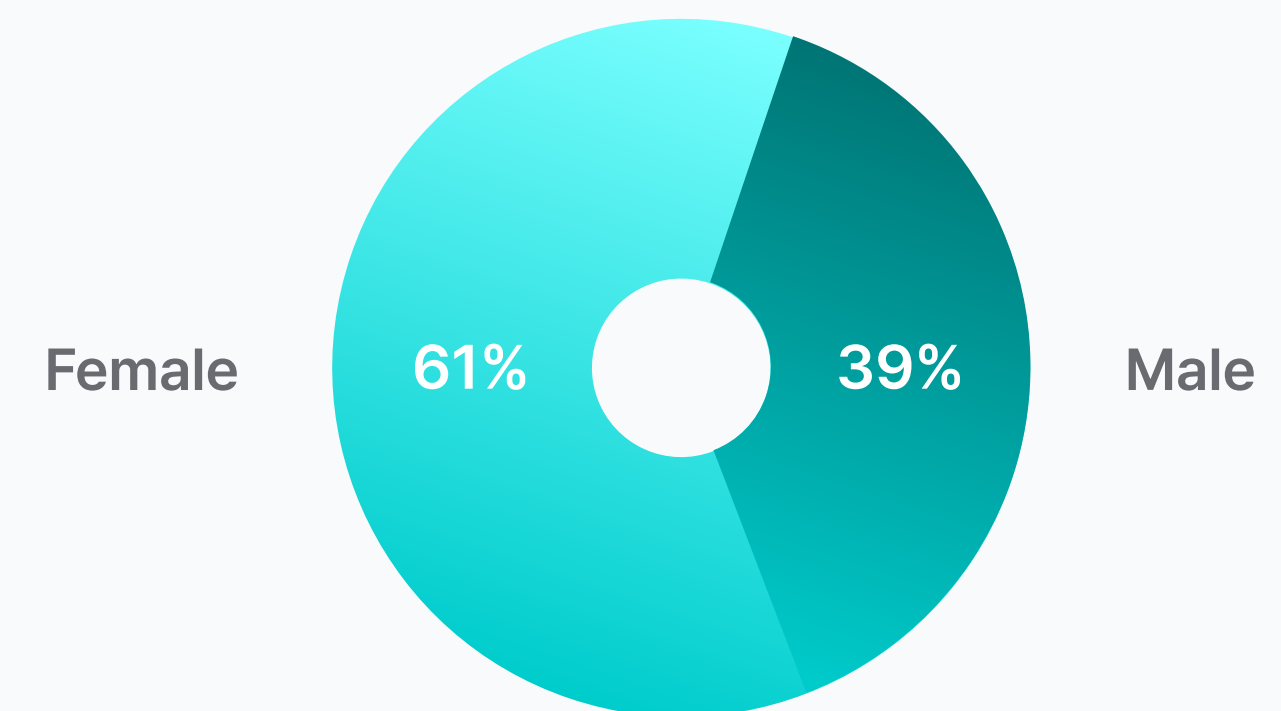
Monthly Visitors

## 10 million

\* Avg. during 3 months recently



By Age Group (%)



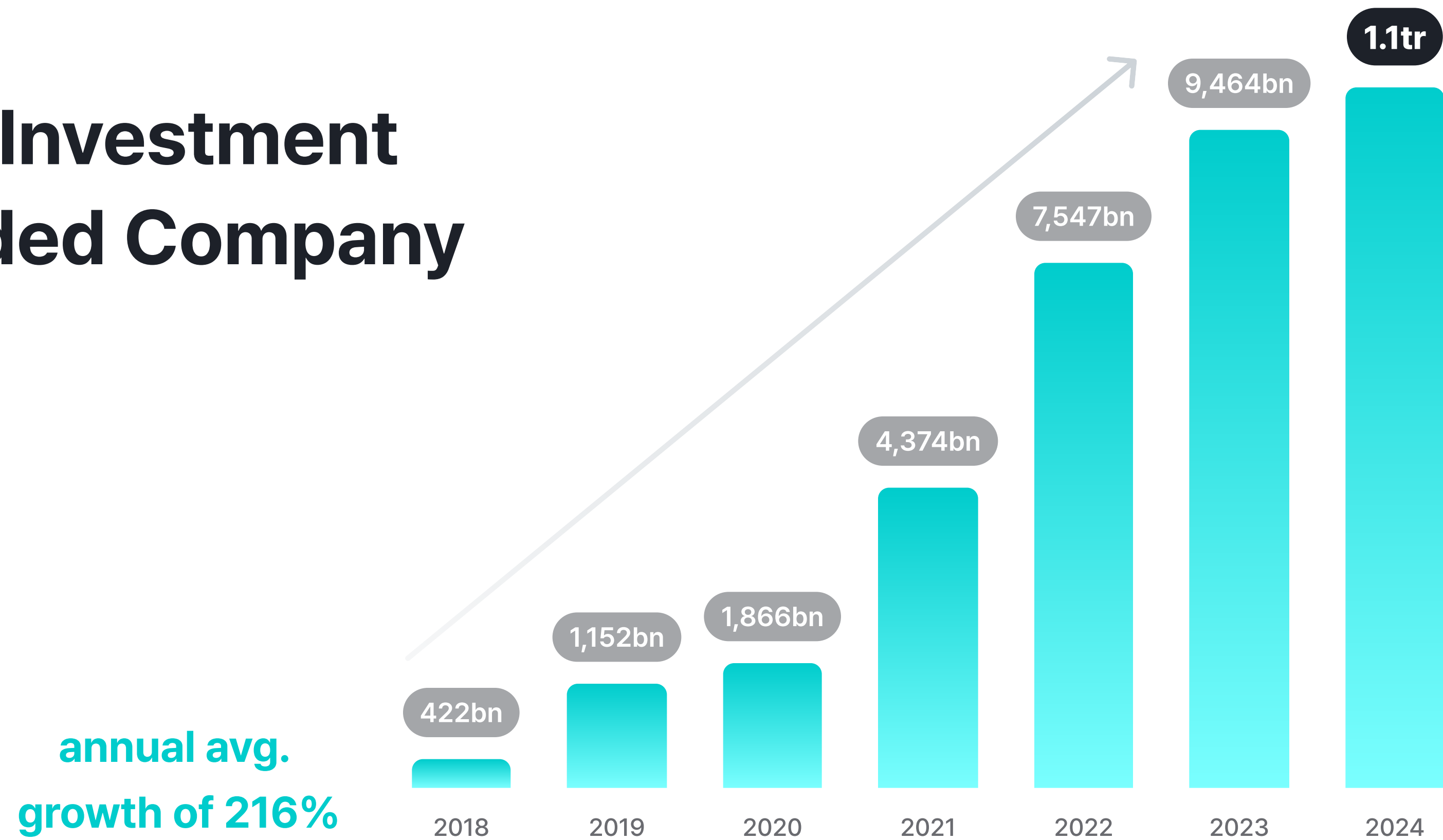
By Gender (%)

\* Date 25.04.30

DATA

# Attracting Follow-up Investment for a Successful Funded Company

A small brand created with public funds, valued at 2.0 trillion won



Total Fundraiser  
**30,000+**

Total Funding Amount  
**1.3 trillion +** KRW

Follow-up Fundraising  
**1.0 trillion+** KRW

\*As of 05.2025

Business model

# Business model

Wadiz connects makers and supports and provides funding opportunities based on its funding service and store.

Wadiz PARTNERS also provides direct investment and consulting service to support companies start and grow their business.



Main Business

# Business Structure

**A parent company**  
Support on distribution expansion

**wadiz**

**Funding**  
Release of new products and services

**Pre-Order**  
Korea Exclusive, special edition, limited edition

**Global Service**  
Support language and payment for foreign supporters

**Store**  
Sales of fund-winning products and services

**IP Collaboration**  
Sells IP collaboration products for character, logo, etc.

**Subsidiary**  
Support on Brand scaleup

**wadiz partners**

**Investment**  
Investment and recommendation of matching loans as VCs specializing in early enterprise

**LIPS**  
Operating Licorn Incubator Program for Small brand as CVC

**wadiz X**

**Business boosting**  
Wadiz data-applied marketing consulting/agency

**Follow-up distribution**  
Other channels, 'Traders service'

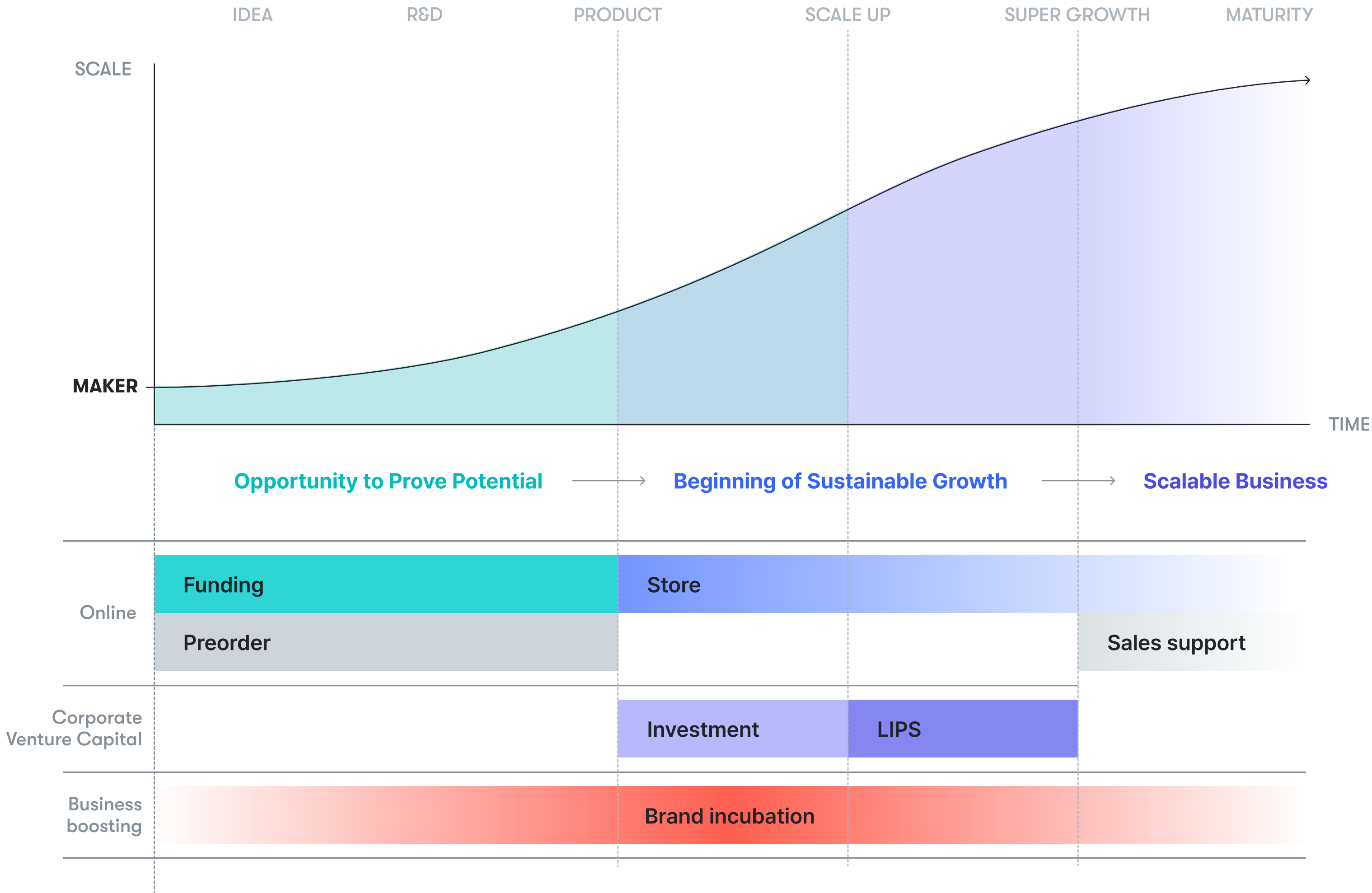
**wadiz impact**

**Education & Supporting**  
Education and supporting for opening projects

Main Business

# Business Structure

Wadiz is evolving its business model to support makers through the entire business lifecycle of a makers' business and grow with them.



## Business Model

# Funding

The purpose is to raise funds to help makers, covering from individuals to small and medium-sized companies and major companies, release new products and services.

This enables makers test their marketability and secure fans at an early stage.

## Field

Fashion / Food / Tech / Home Living / Beauty / Pets, Etc.

## Policy

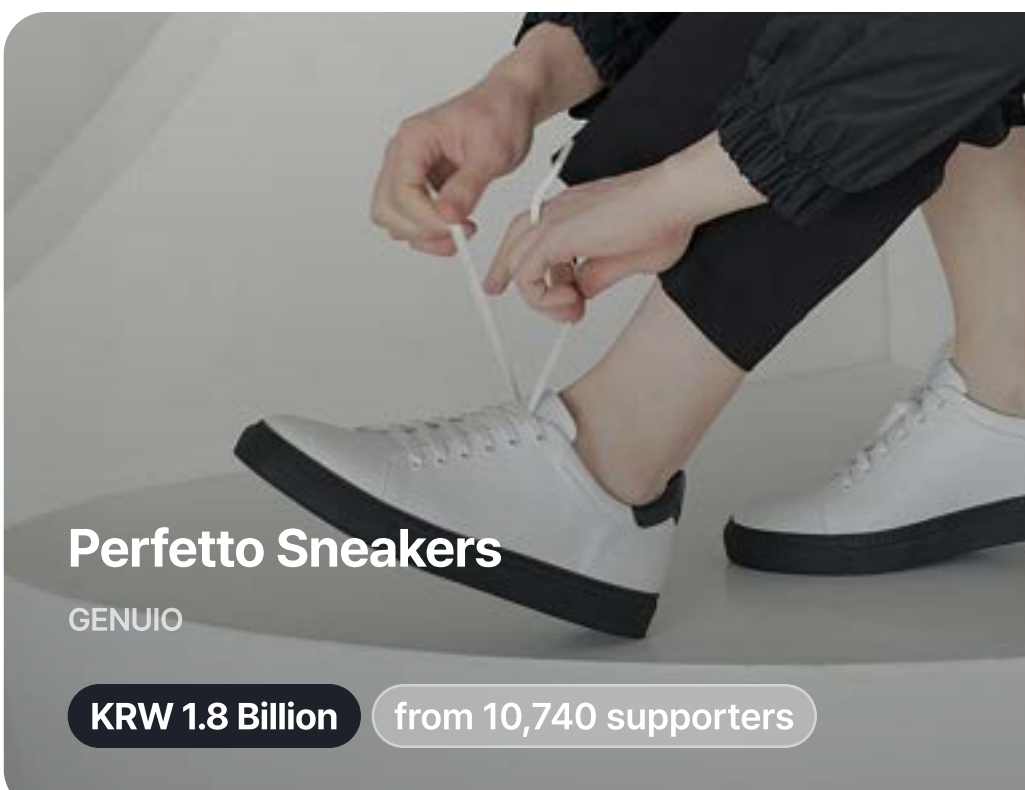
- Funds may be returned for defective products and shipping delays.  
You can set funding target amount up to 100 million won



**Basicbook 14 Ultrabook**  
BASICS  
KRW 2 Billion from 6,178 supporters



**Camping Tent**  
The Nature Holdings Co. Ltd.  
KRW 2.8 Billion from 2,113 supporters



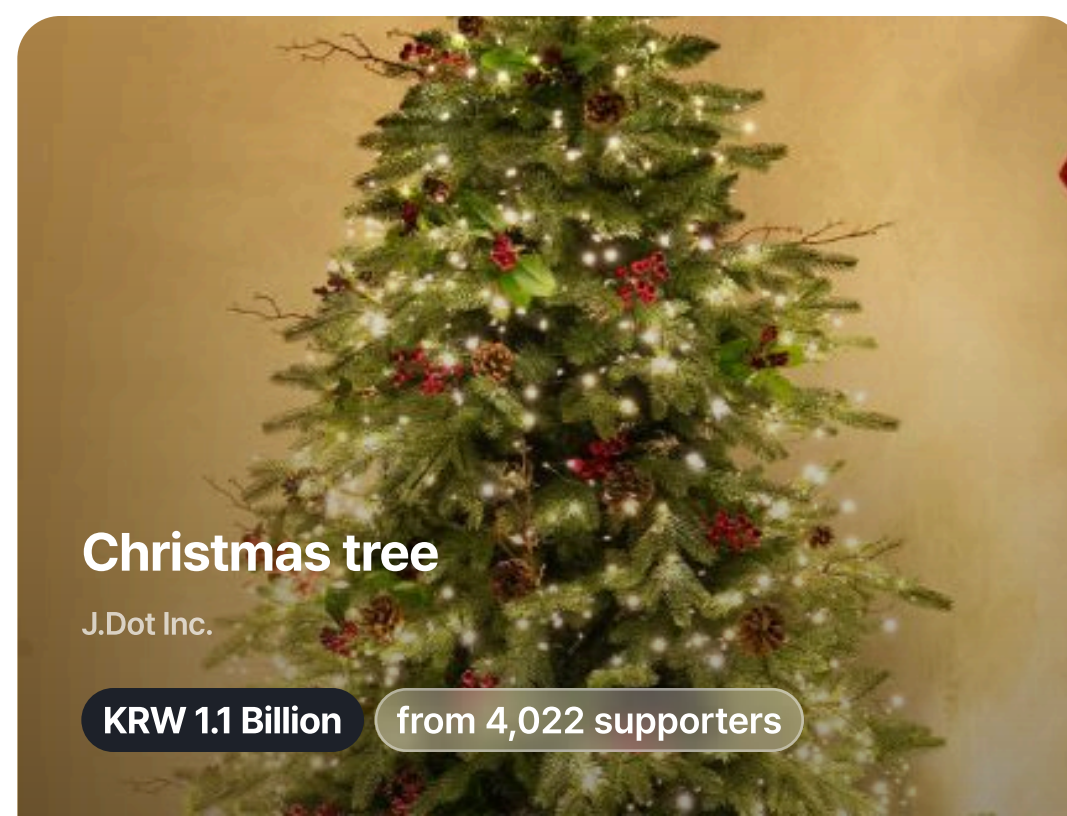
**Perfetto Sneakers**  
GENUIO  
KRW 1.8 Billion from 10,740 supporters



**Skin Care**  
Next Leap Inc.  
KRW 1.3 Billion from 2,799 supporter



**Energy drink**  
Lingtea  
KRW 0.5 Billion from 6,984 supporters



**Christmas tree**  
J.Dot Inc.  
KRW 1.1 Billion from 4,022 supporters

## Business Model

# Preorder

Pre-Order Service includes “Global Project” officially released in Korea, and “Encore Project” where you can meet successful fundings once again.

It offers new benefits, such as special composition, exclusive distribution, limited edition, and the cheapest price, for previously-released products, services, contents.

## Field

Encore, Global Fresh Food, Accommodation

## Policy

- Funds may be returned for defective products, shipping delays, and simple change of mind.

※ Applied with Electronic Commerce Act

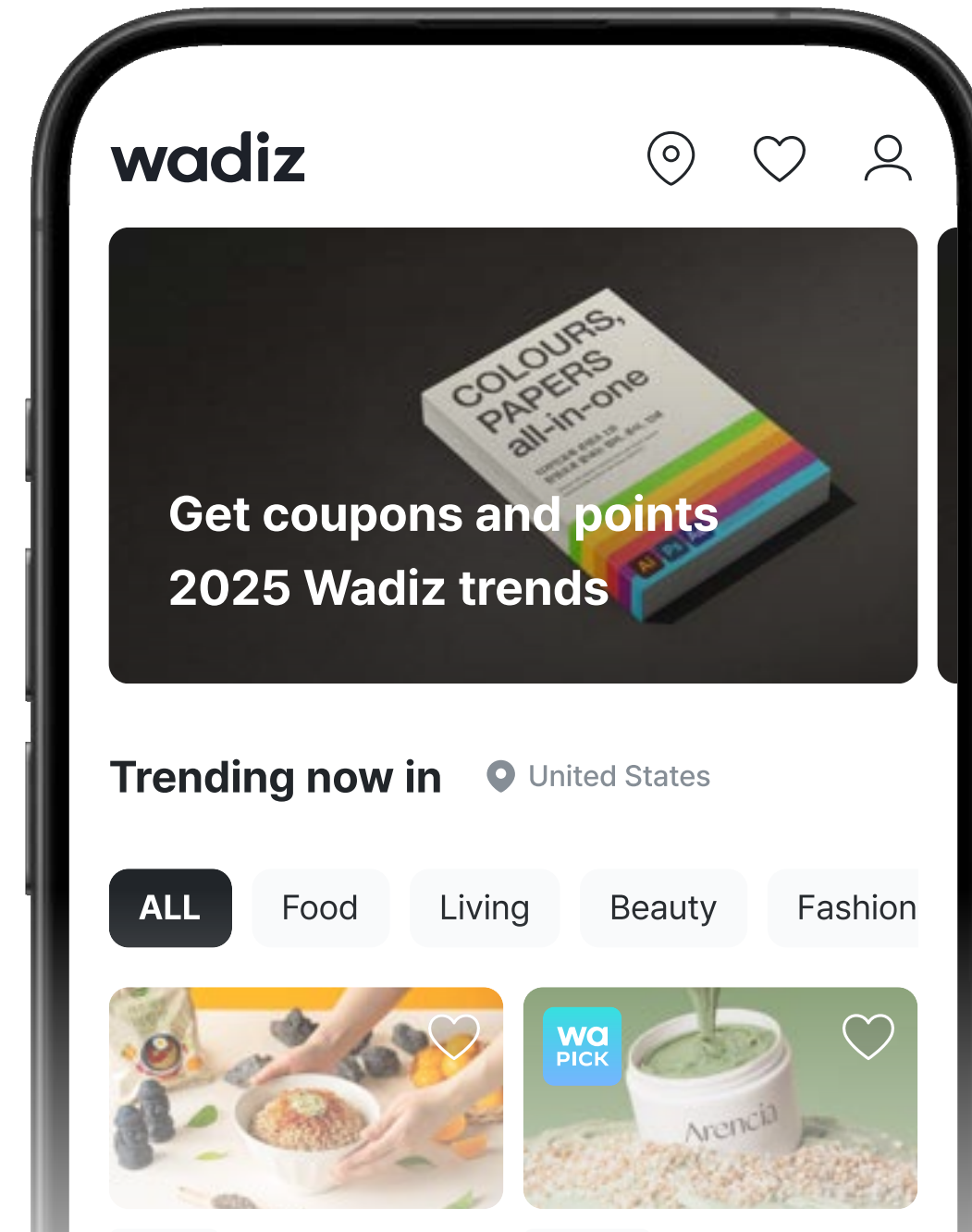


## Business Model

# Global Service

Global service connects makers with global customers to create an environment where makers/brands can grow.

From preparing global funding to advertising, operation, and delivery after completion, Wadiz provides systematic support throughout the entire process so that even makers who are new to global expansion can easily get started.



## Country/Region Settings

The suggested regions will have shipping fees and currency automatically adjusted to match the region. Other regions will be displayed in USD.

### Suggested currency and region

South Korea (KRW) ₩

**United States (USD) \$** ✓

Japan (JPY) ¥

Sweden (SEK) Kr

Ireland (EUR) €

Vietnam (VND) ₫

China (CNY) ¥

Pakistan (PKR) Rs

Taiwan (TWD) NT\$

Canada (CAD) C\$

Thailand (THB) ฿



### Auto translation of detail page

AI based auto translation (including image and reward)



### Global Target AD

Customized overseas advertising using Wadiz Pixel



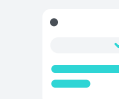
### Overseas shipping partnership

Provides official overseas shipping affiliate partner services



### CS

Email-based notifications and response through Wadiz CS center



### Setting delivery option

Designing rewards option and delivery address to country



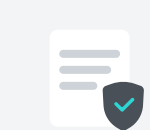
### Auto setting nationality

Automatic country/language setting based on connection location



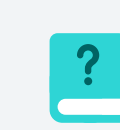
### Integrated Page

Integrated management of domestic/global URLs on a single page



### Export performance

General/Simple Export Performance Recognition



### Guide provided

Providing Q&A needed to prepare for global funding

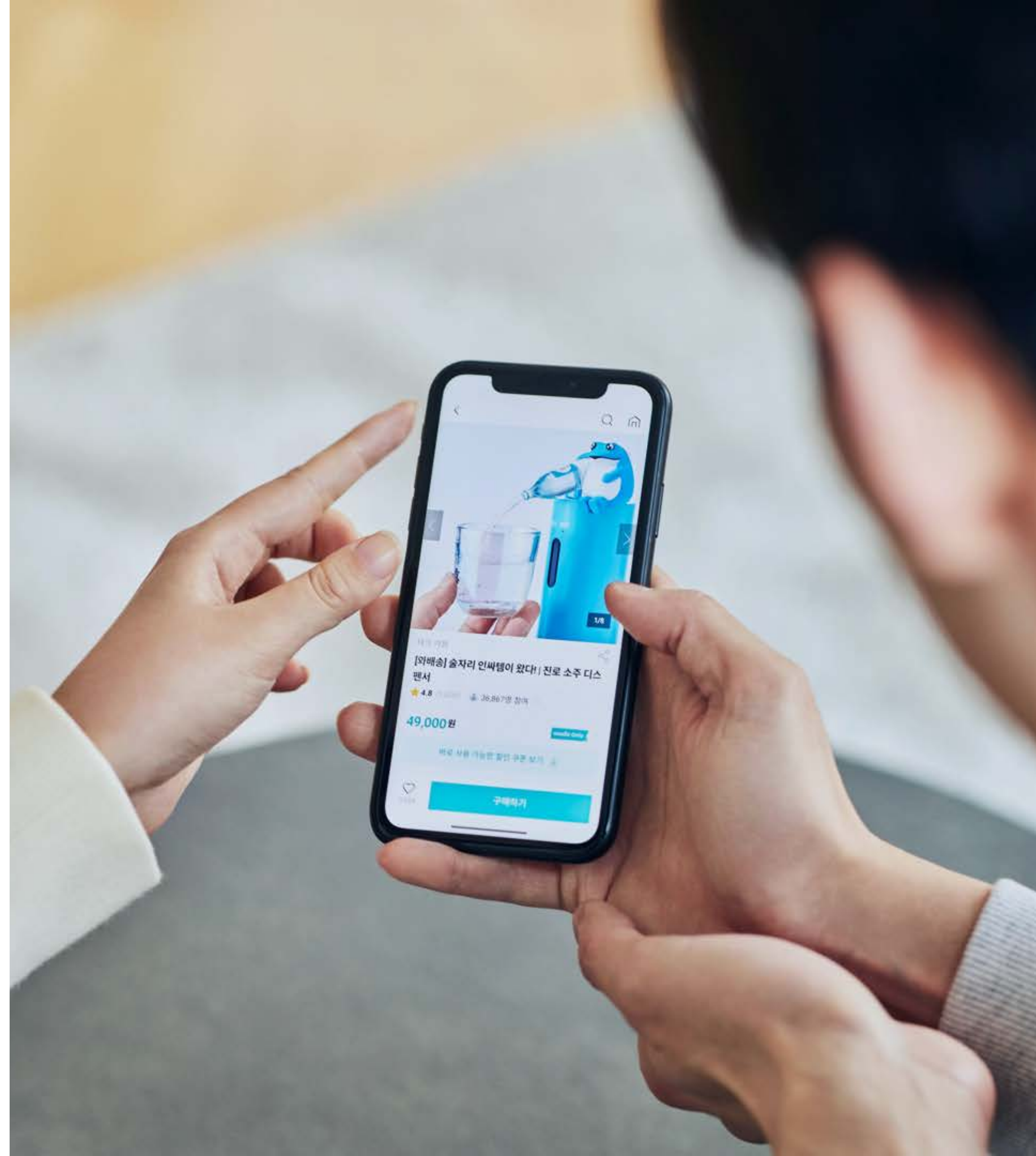
Business Model

# Wadiz STORE

## Regular Sales of Successful Funding Products

Wadiz offers continuous product & service sales and growth opportunities for makers that started their business with Wadiz.

The successful projects with good customer ratings may be always available for sales in Wadiz STORE.



## Business Model

# Wadiz Edition

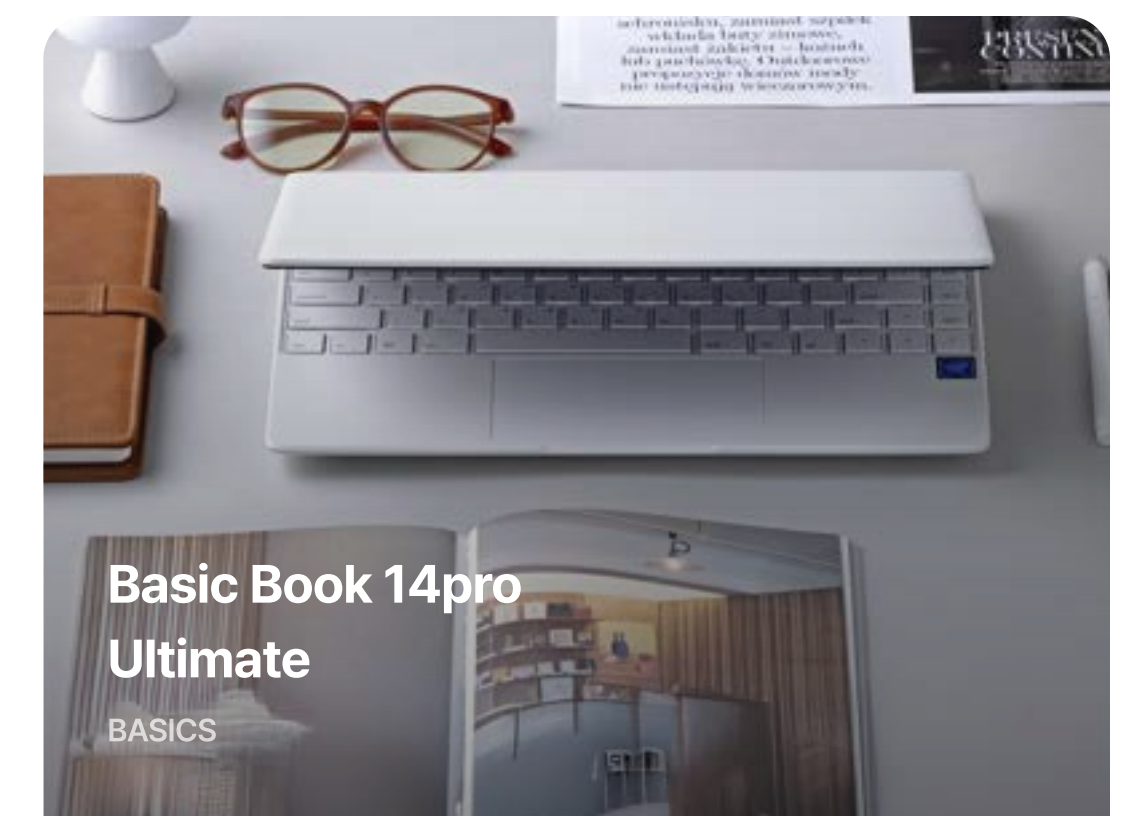
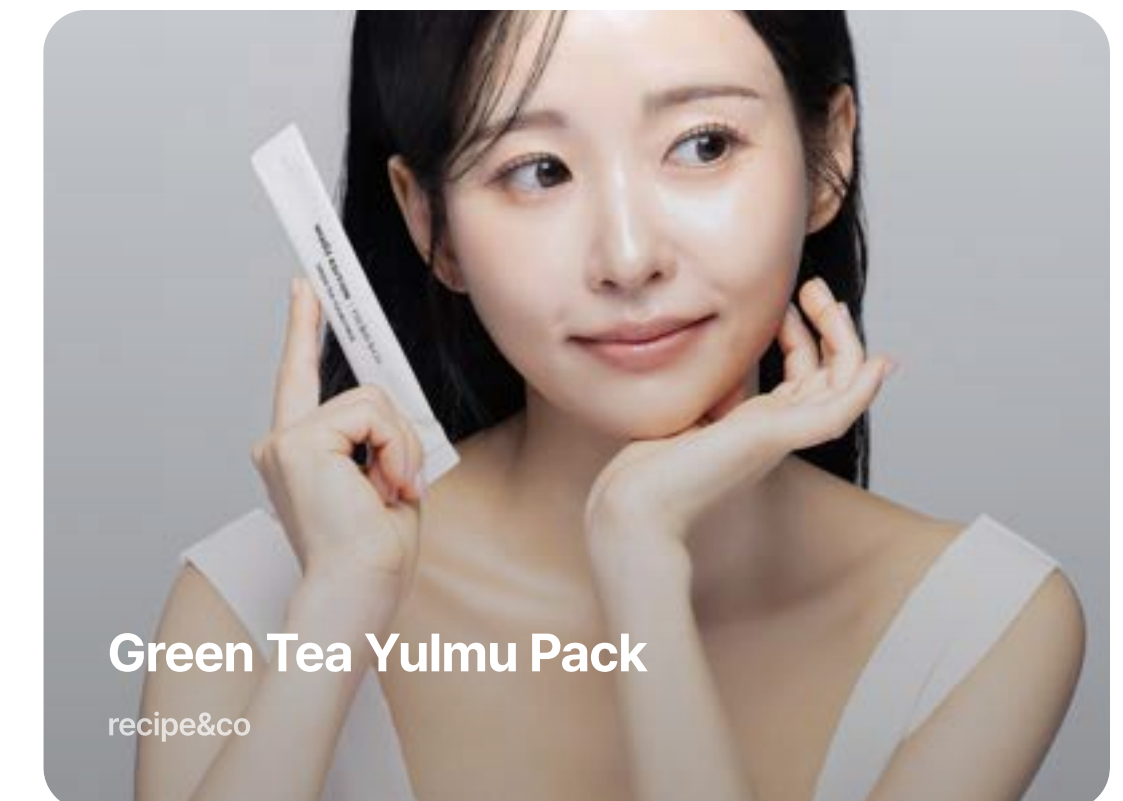
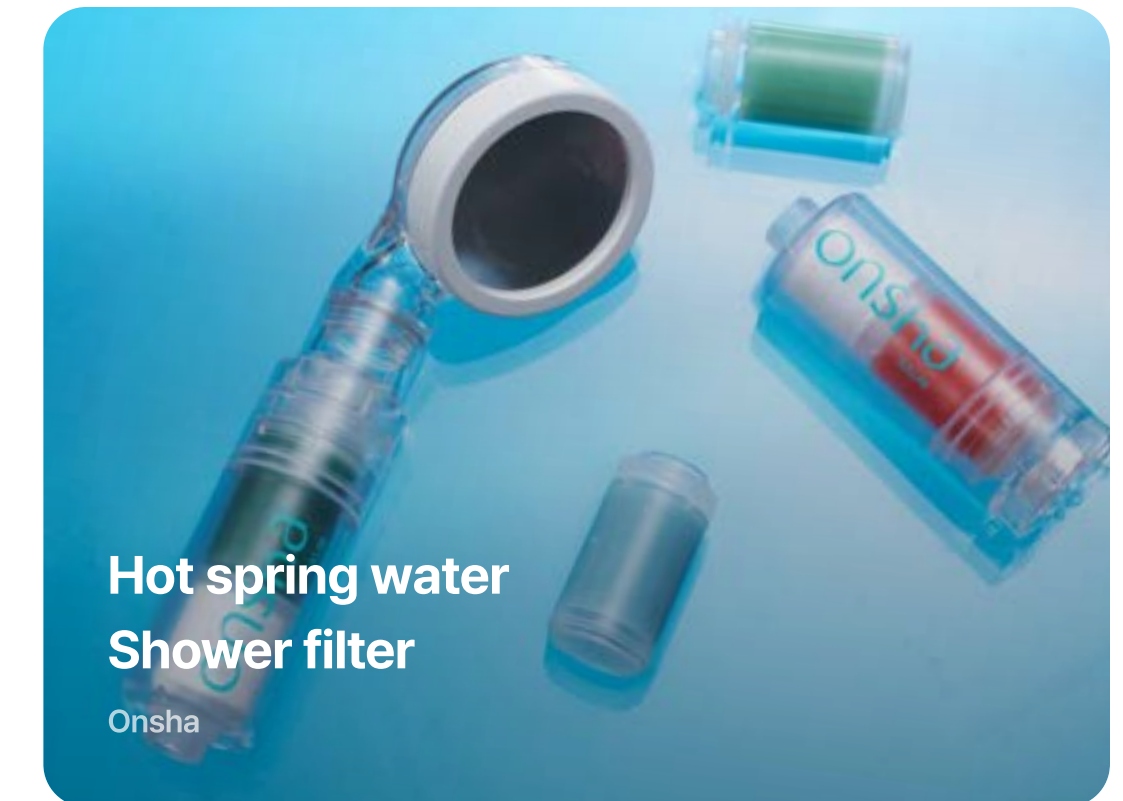
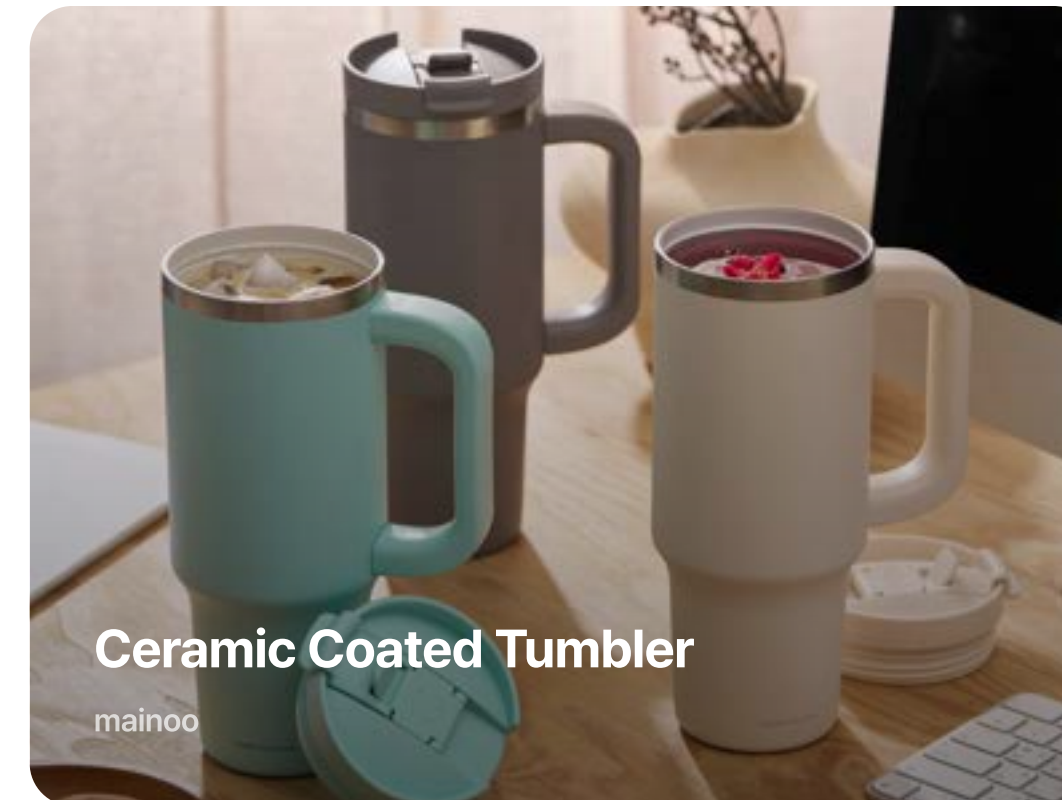
## The Most Affordable Lifestyle Brand

The Wadiz Edition focuses on the essential functions of life, closely tied to the way we live.

It's not merely a Private Brand (PB) that centers on daily necessities and offers only the lowest price.

Instead, Wadiz directly proposes advanced lifestyles through products that constantly emerge with new technology and diversity.

[Learn More](#)



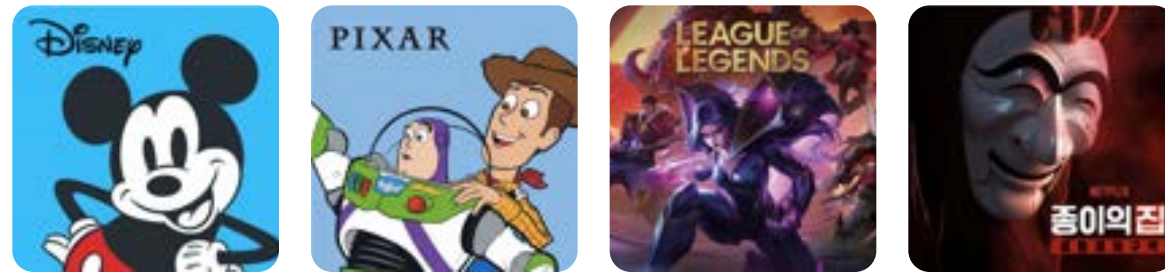
## Business Model

# IP Business

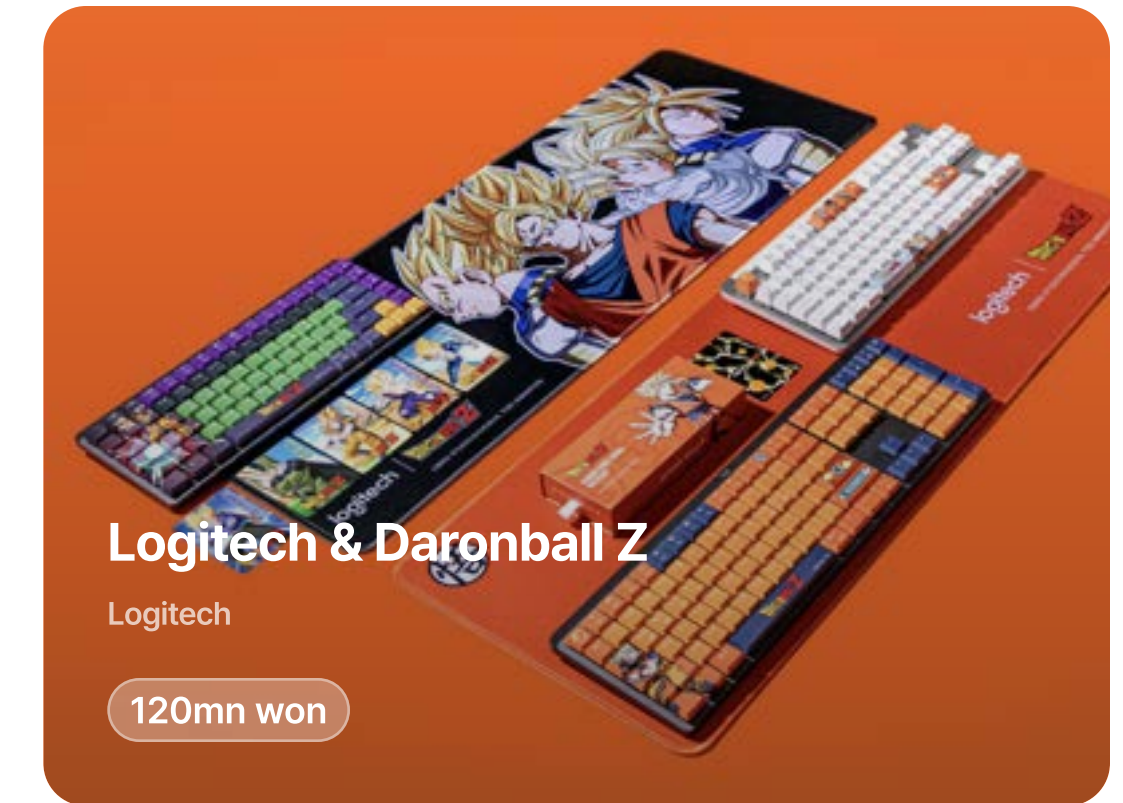
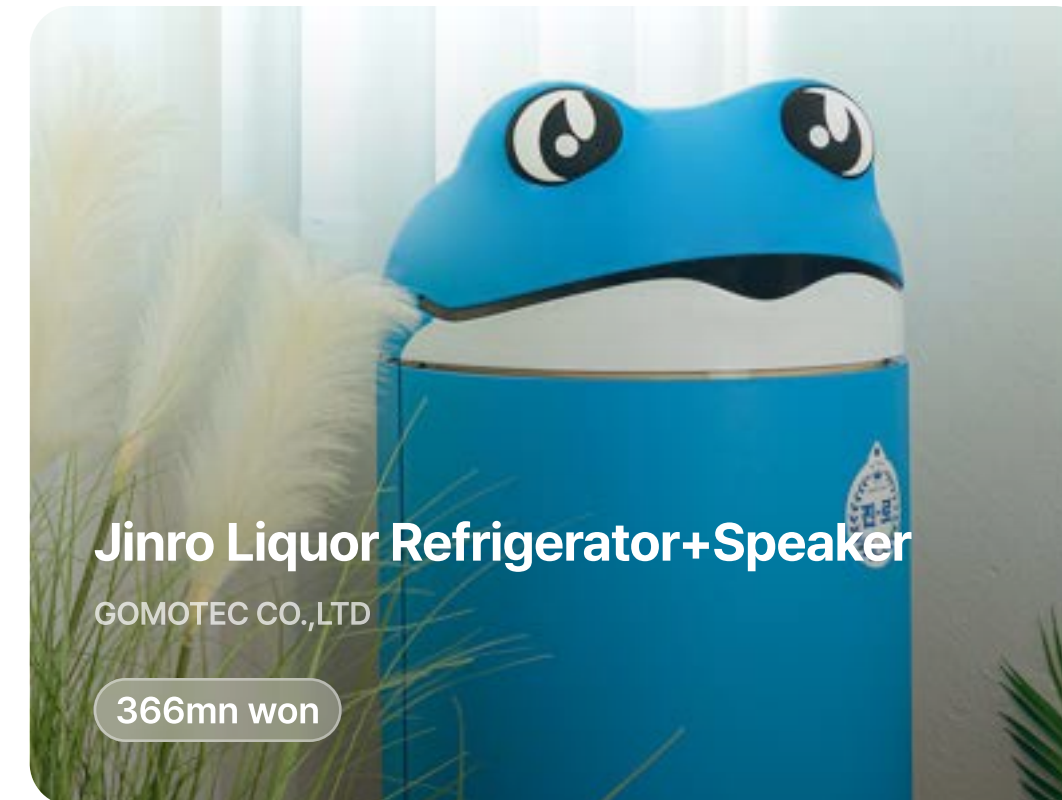
Wadiz connects makers and brand owners with intellectual property (IP) to raise funds on IP product development.

Wadiz also covers from characters to popular brand logos to offer IP project opportunities to makers with creative ideas and product powers.

## Maker X Global IP Collaboration



## Maker X Korean IP Collaboration



Subsidiary company

# Wadiz partners

Wadiz founded 'Wadiz partners' for direct investment in promising companies in Sept. 2019

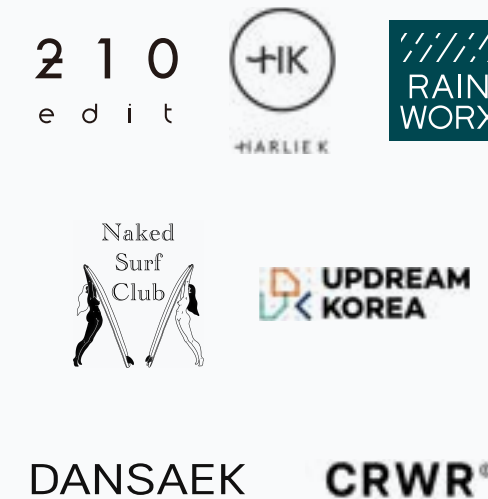
Wadiz partners(WP) is a venture capital firm, specialized in small brands and start-ups in Life-style category.

WP launched "Wadiz NEXT BRAND", a strategic investment program for unique & fast-growing brands in Wadiz.

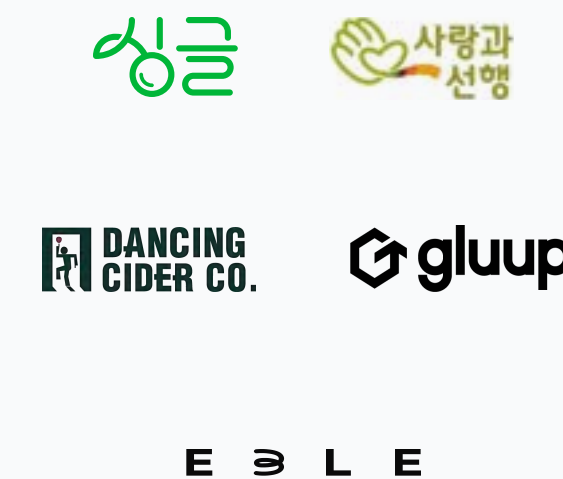
Currently, WP acts as a GP(General Partner) of four VC funds.(AUM \$11M)

## Start-up & Brand Investment Portfolio

### Fashion Accessories



### F&B



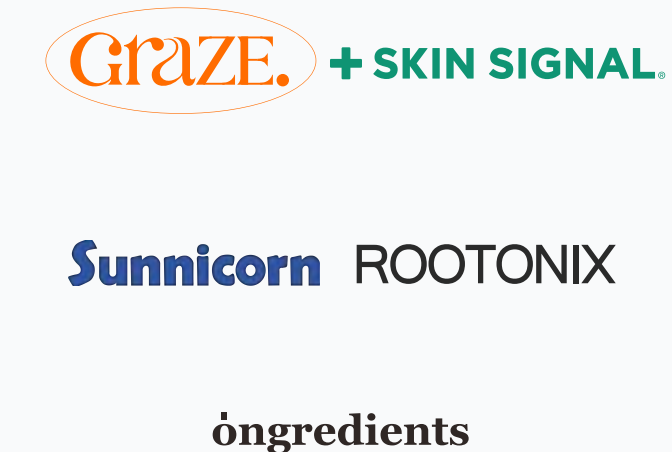
### Living & Mobility



### Travel & Leisure



### Beauty & Cosmetic



### Class & Kids & Pet



Subsidiary company

# Wadiz X

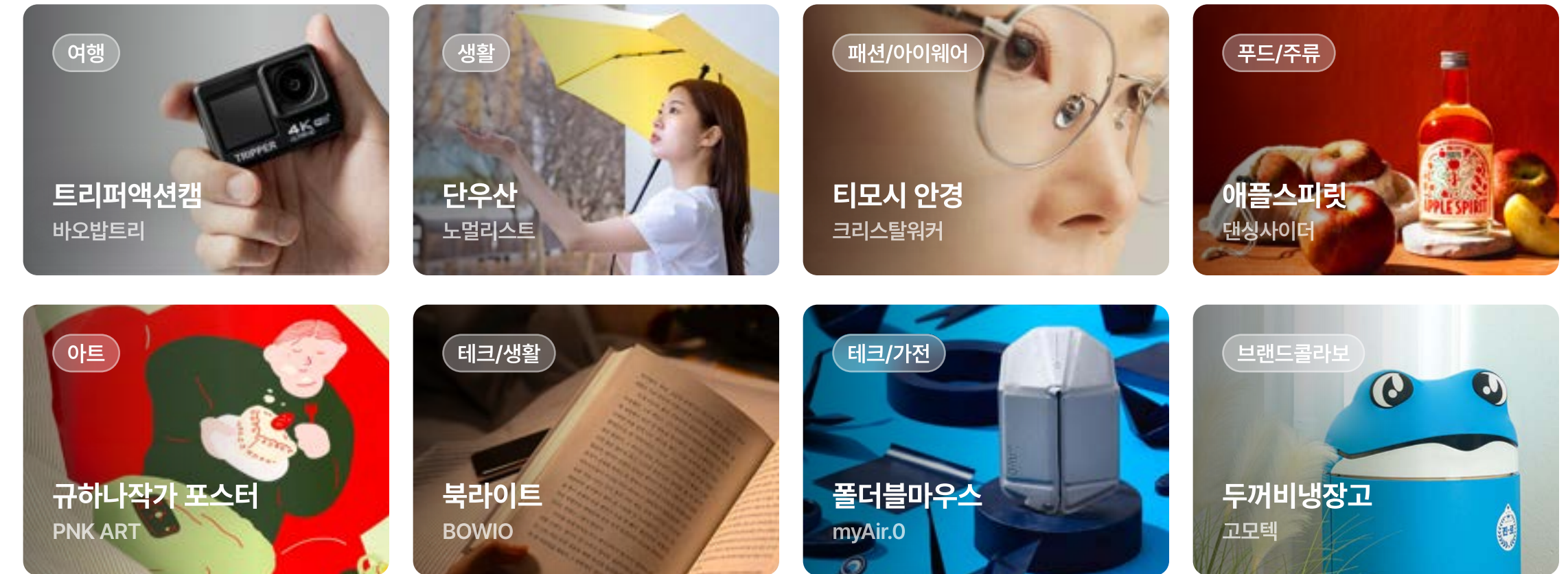
Wadiz X supports makers' successful market entry through its brand incubating program, and also plans and operates its own brands, such as 'Motomont' and 'Sentence'.

## Achievements

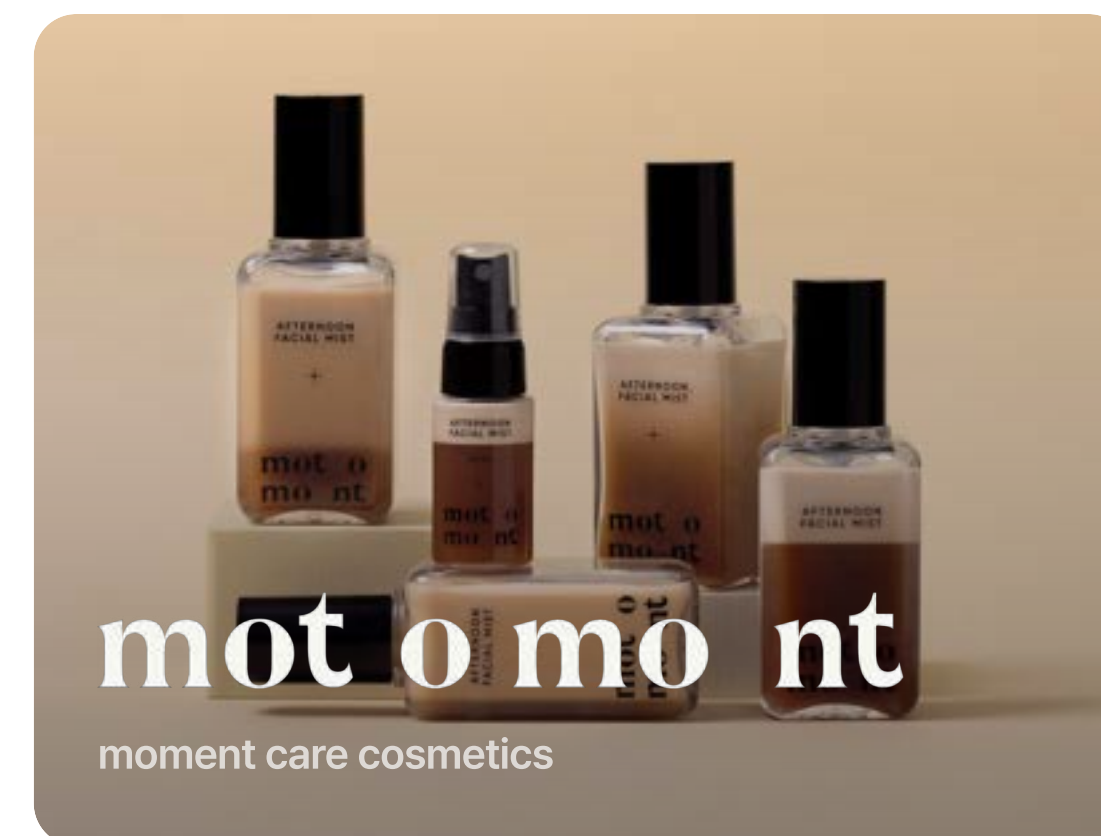
- Launched in July 2023, Wadiz X has collaborated on over 100 projects and achieved a cumulative transaction volume of 10 billion KRW.
- Operates the beauty brand 'Motomont'
- Operates the bookwear brand 'Sentence'

A supportive partner for meeting assorted needs in brand growth stages

## Brand Incubation



## In-house Brand Operation



Subsidiary company

# Wadiz impact

Through co-work with a variety of partners, such as Government or universities, makers could get supports to open projects easily and effectively.

## Achievements

From Oct.23, Collaborating with 80 organizations (government, public companies and local companies) and performing 17 business which amounts are 2 billion won



## Startup Education

We offer programs designed to enhance understanding of entrepreneurship for those preparing to launch a business or who have just started.



## Success Support

We provide services to help companies preparing for crowdfunding achieve stable and efficient results.



## Sustainable Growth Support

We offer market expansion opportunities for companies that have successfully completed crowdfunding.

Maker service

# Maker service

Wadiz provides additional services, including training, advertisement, marketing, for successful funding of makers.



**Maker service**

# Funding, Store Service for Makers

We provide additional services such as education, advertising, and marketing to help makers achieve successful funding.



**Partner Service**

**Wadiz SCHOOL**

**Maker Studio**

**Wadiz AD Center**

**Makers Page**

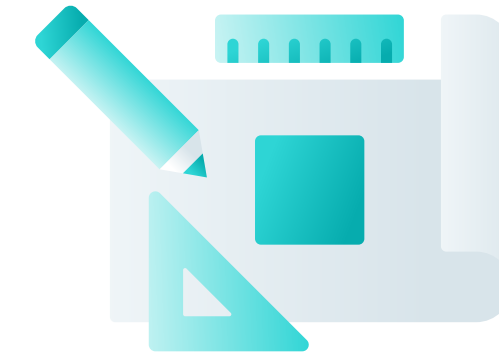
**Maker Club**

Maker service

# Partner service

Wadiz provides contents production, marketing, and customer communication partner service by cooperating with official partners throughout the journey of funding.

Wadiz matches the best partner for maker's successful funding.



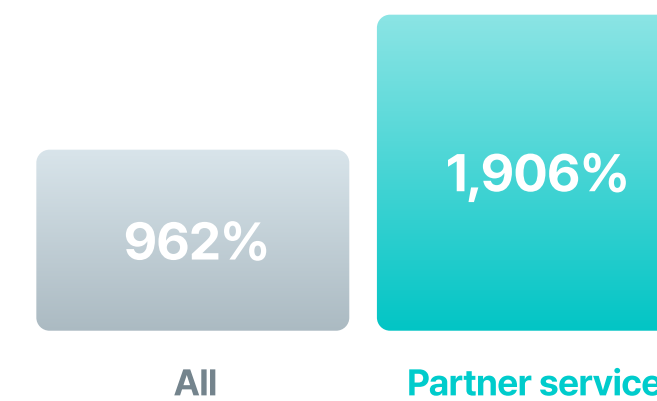
Wadiz staff and official partners with rich experience work with makers throughout the whole funding process.



Makers work with qualified partners to save time and focus only on products.

## Average Project Achievement Rate

\*Analysis Period: Based on projects opened from March to December 2023

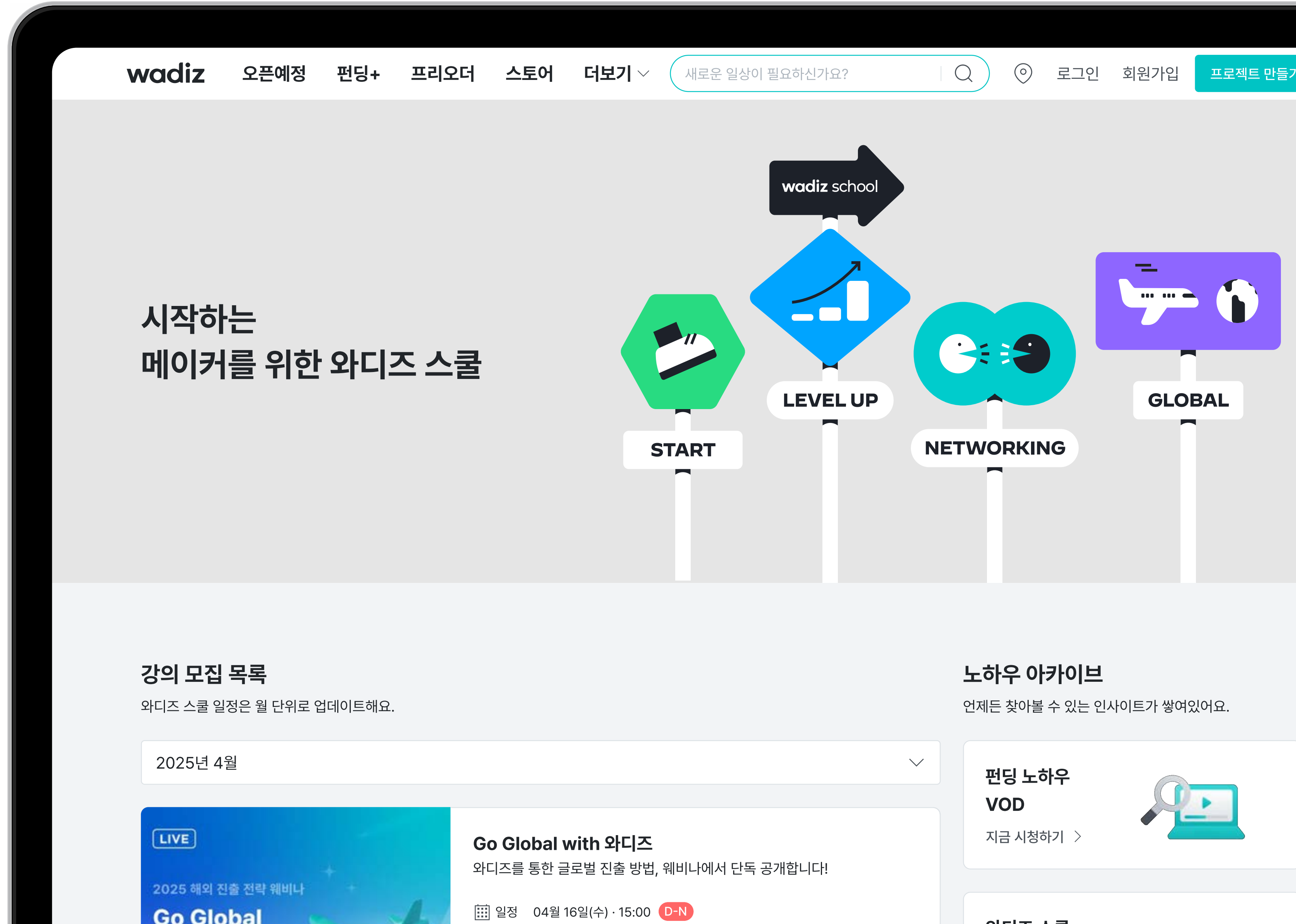


Wadiz suggests contents production and marketing for higher successful funding rate.

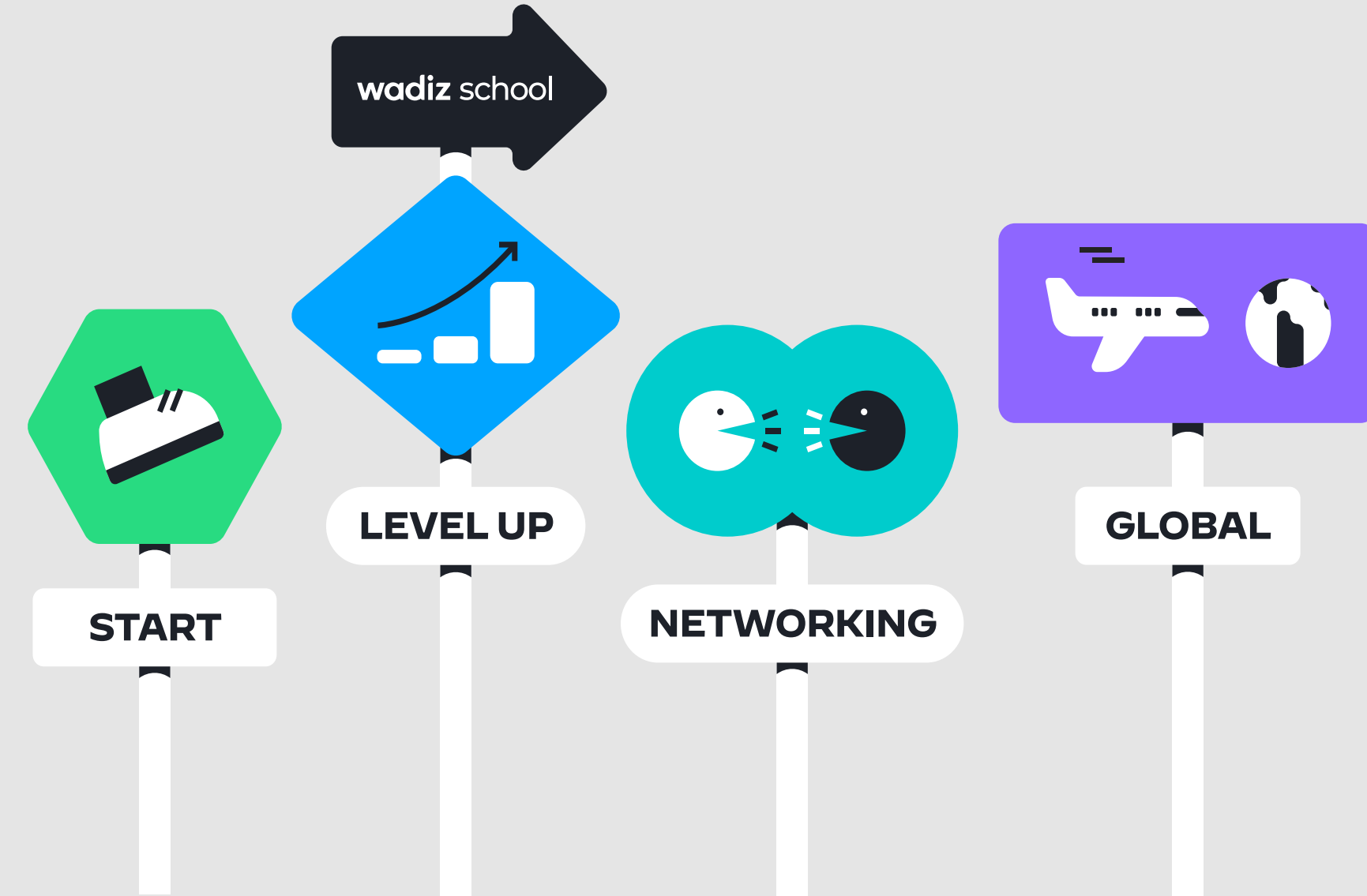
Maker service

# Wadiz SCHOOL

For people interested in releasing their products and services with funding, Wadiz offers online and offline class that share tips for successful funding and inform various Wadiz services.



시작하는  
메이커를 위한 와디즈 스쿨



## 강의 모집 목록

와디즈 스쿨 일정은 월 단위로 업데이트해요.

2025년 4월

LIVE

2025 해외 진출 전략 웨비나

Go Global

### Go Global with 와디즈

와디즈를 통한 글로벌 진출 방법, 웨비나에서 단독 공개합니다!

일정 04월 16일(수) · 15:00 D-N

## 노하우 아카이브

언제든 찾아볼 수 있는 인사이트가 쌓여있어요.

펀딩 노하우

VOD

지금 시청하기 >

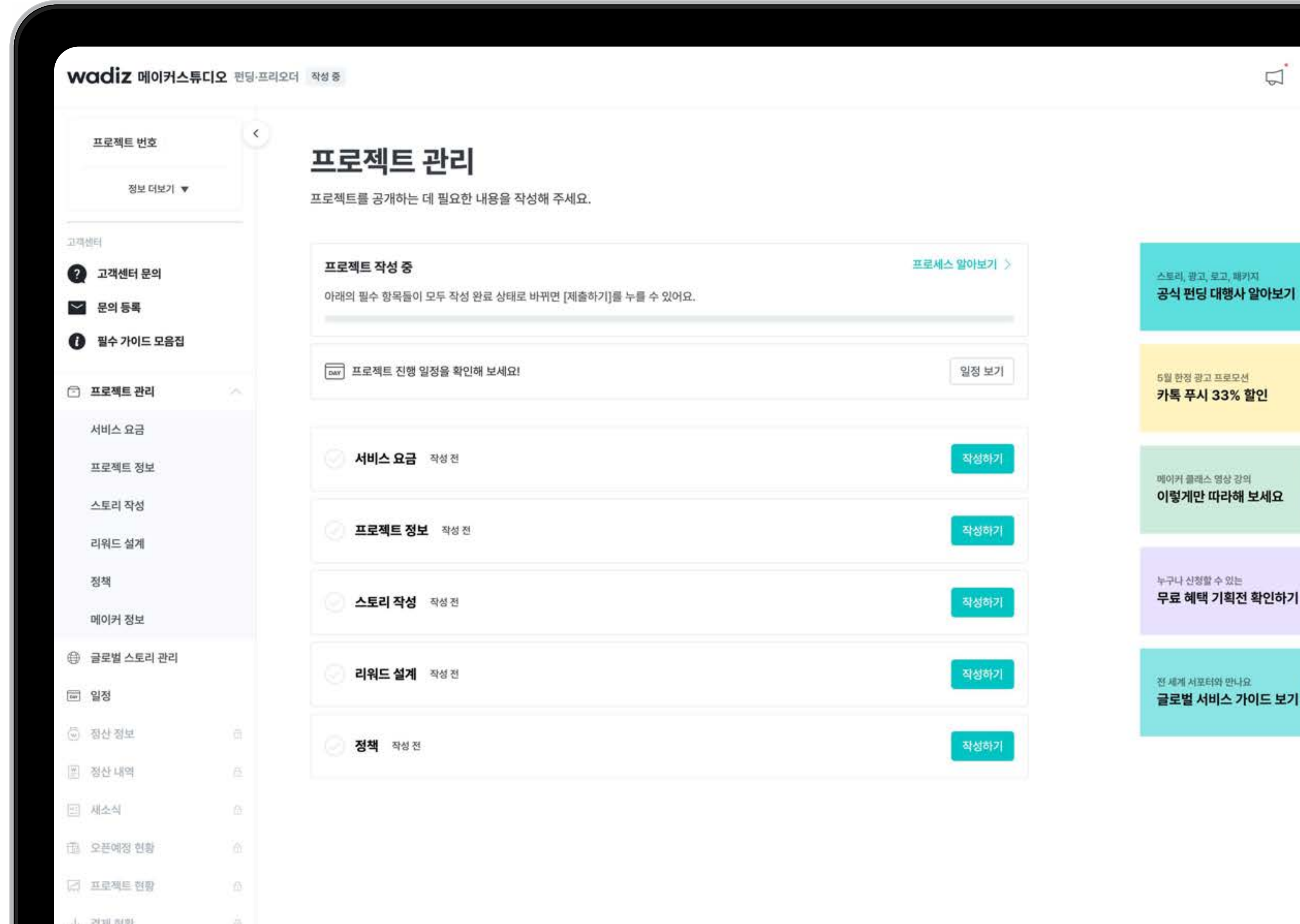


Maker service

# Maker studio

Wadiz uses its Maker Studio service to increase funding success rate.

It shows and analyzes the funding progress in real time and provides funding, behavioral information, age, gender, and related information for each access route to design and support data-based marketing strategy.

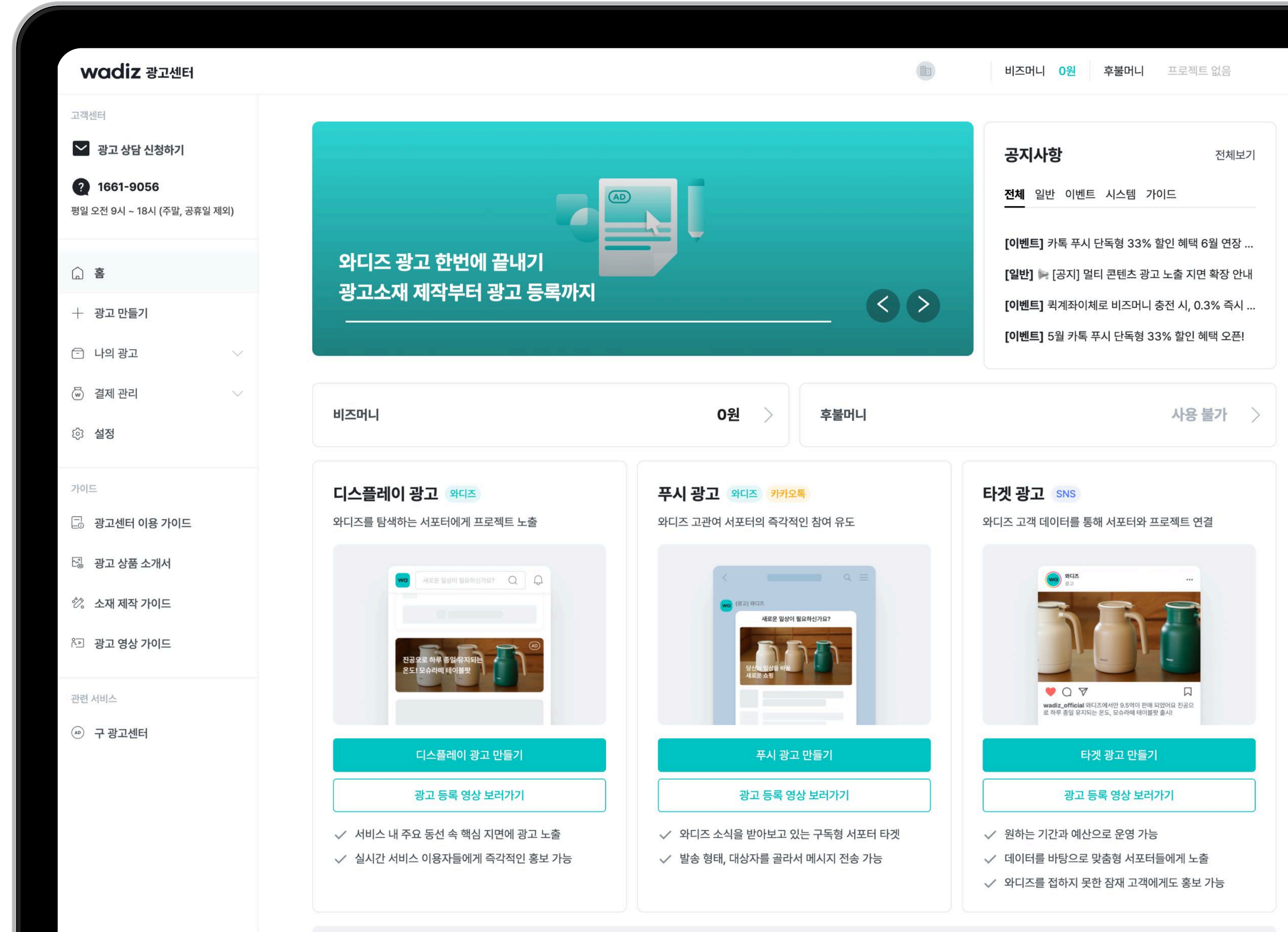


Maker service

# Wadiz AD Center

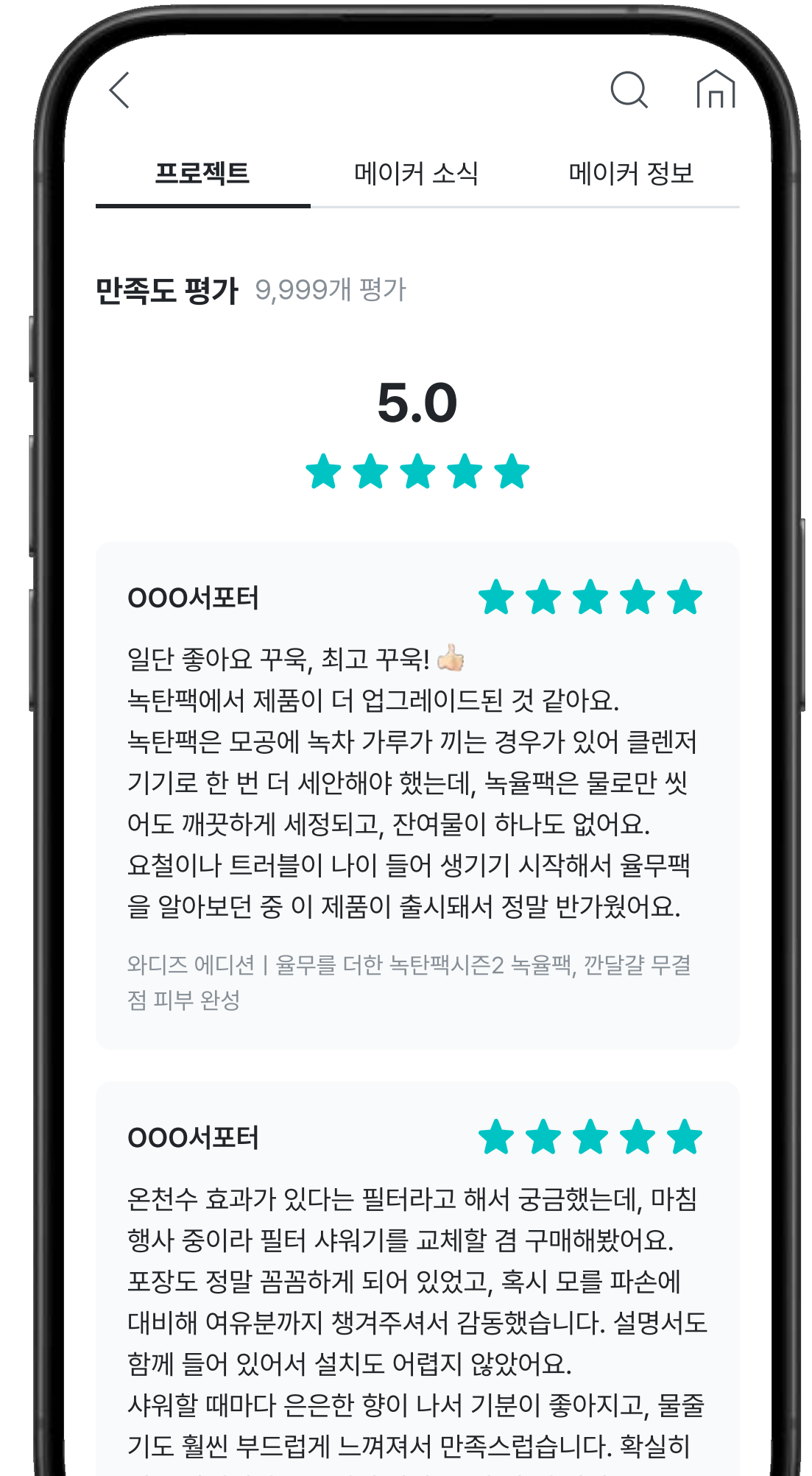
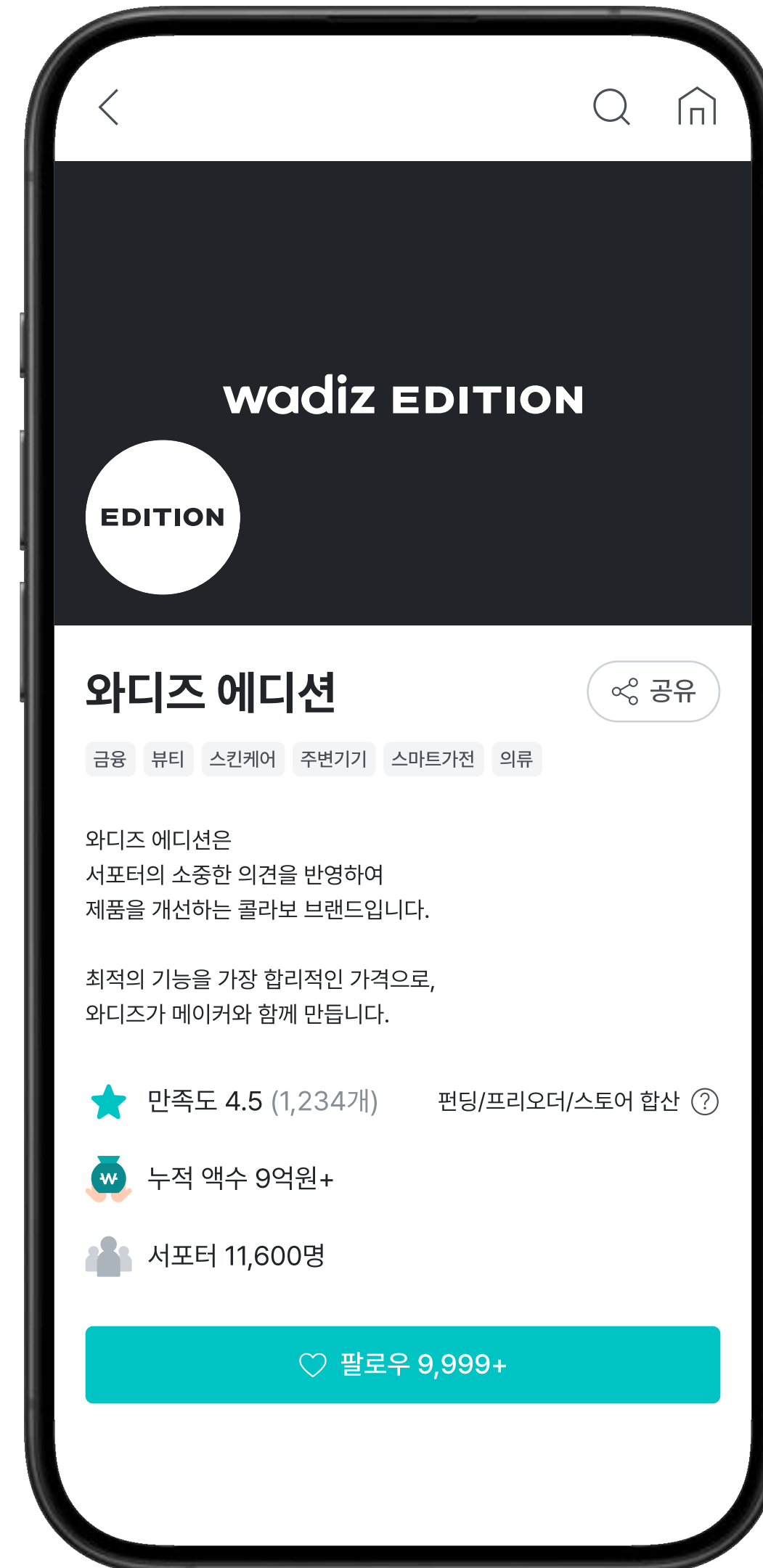
Wadiz advertising service provides opportunity to put up advertisements on platform areas that supporters mainly see.

Any funding and store maker can register advertisements.



# Makers Page

Makers Page introduces a company with the profile page on maker's projects, and it also connects makers with supporters who participated in funding or followed the maker's account.



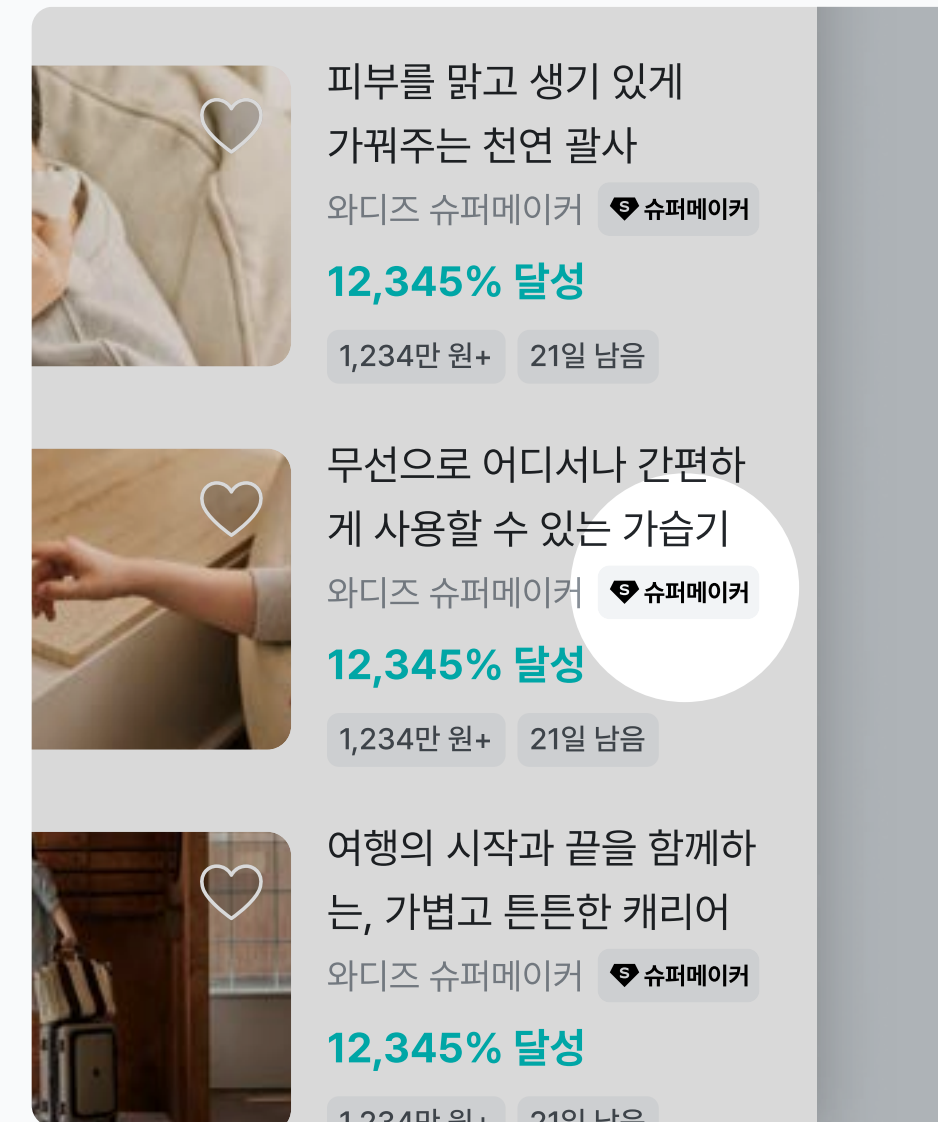
Maker service

# Makers Club

The Wadiz Maker Club is an exclusive benefits program for makers who, with their top capabilities, achieve high supporter satisfaction.

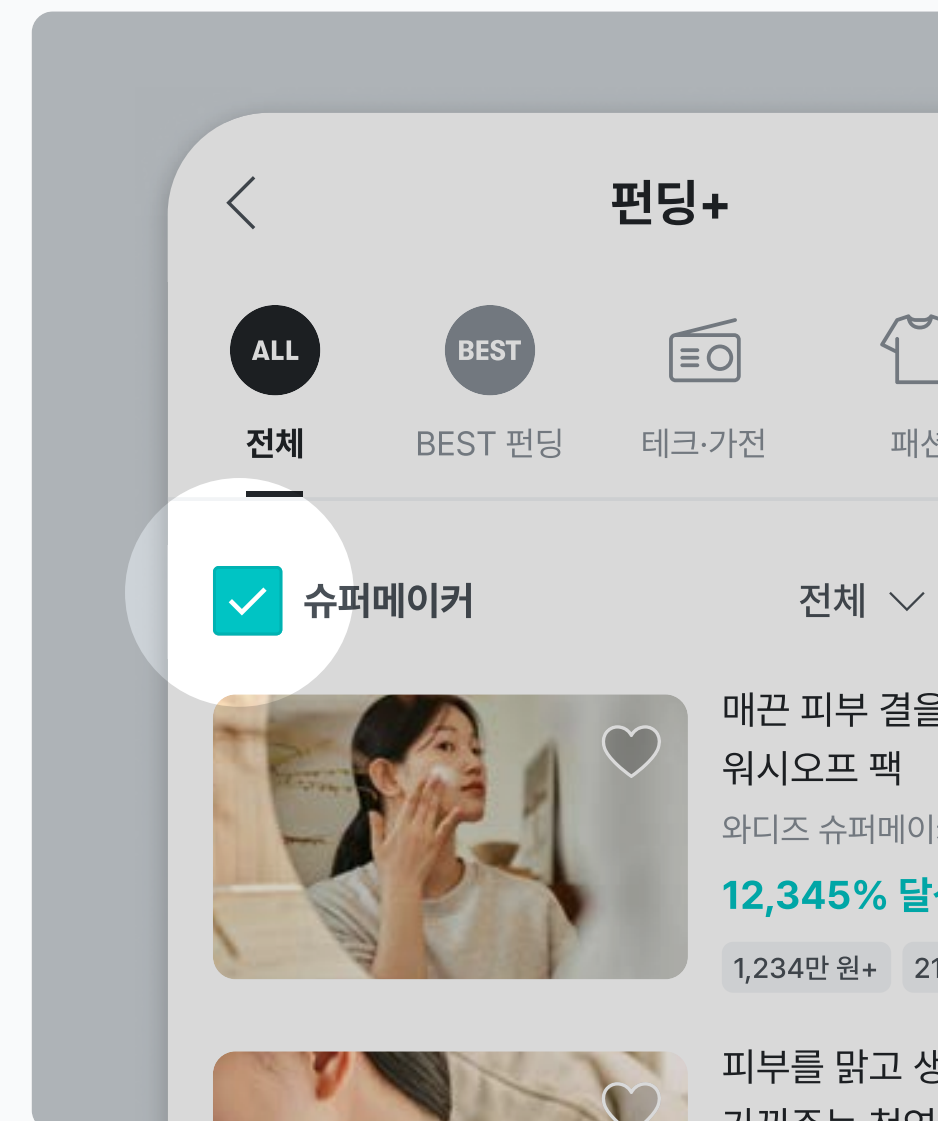
Wadiz Maker Club members are ultimately selected by the Wadiz Maker Club Selection Committee, based on their performance using Wadiz services.

Differentiated exclusive benefits are provided for MEMBER, GOLD, and PLATINUM tiers, based on the usage amount and transaction frequency across funding, pre-order, store, and advertising services.



## Super Maker Badge Provision

Boost supporter trust with the Super Maker badge displayed on your projects and profile.



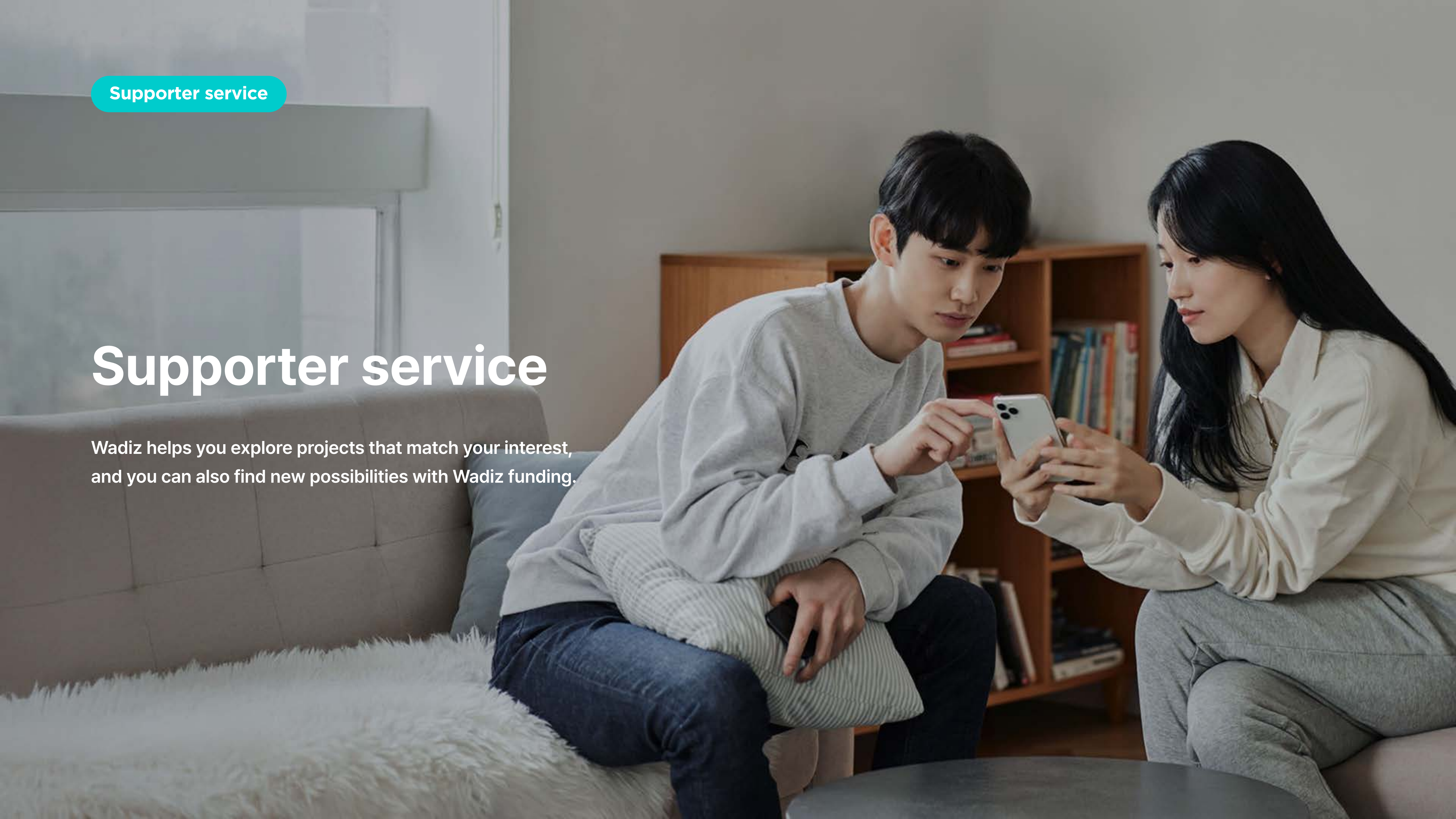
## Super Maker Filter Function

By checking the Super Maker filter, supporters can view projects exclusively from Maker Club members.

Supporter service

# Supporter service

Wadiz helps you explore projects that match your interest, and you can also find new possibilities with Wadiz funding.



Supporter service

# Supporter Club

Supporters Club is a membership for people who find their own taste and make their own way.

Any Wadiz member can join the Supporter Club membership.

You'll enjoy exclusive Supporter Club benefits like 'Club Week' and 'Club Price', along with various other perks including discount coupons and free shipping.

A decorative graphic on the right side of the page, consisting of a dark teal ribbon that curves upwards and then downwards. The ribbon is split into two sections: a darker teal section on the left containing the lowercase letters 'wa' in a light grey font, and a lighter teal section on the right containing the words 'SUPPORTER CLUB' in a bold, white, sans-serif font.

wa

SUPPORTER  
CLUB

Creating ecosystem

# Creating ecosystem

To foster a healthy funding ecosystem as a leading company, Wadiz publishes contents and reports that inform about business trends and insights.



Creating ecosystem

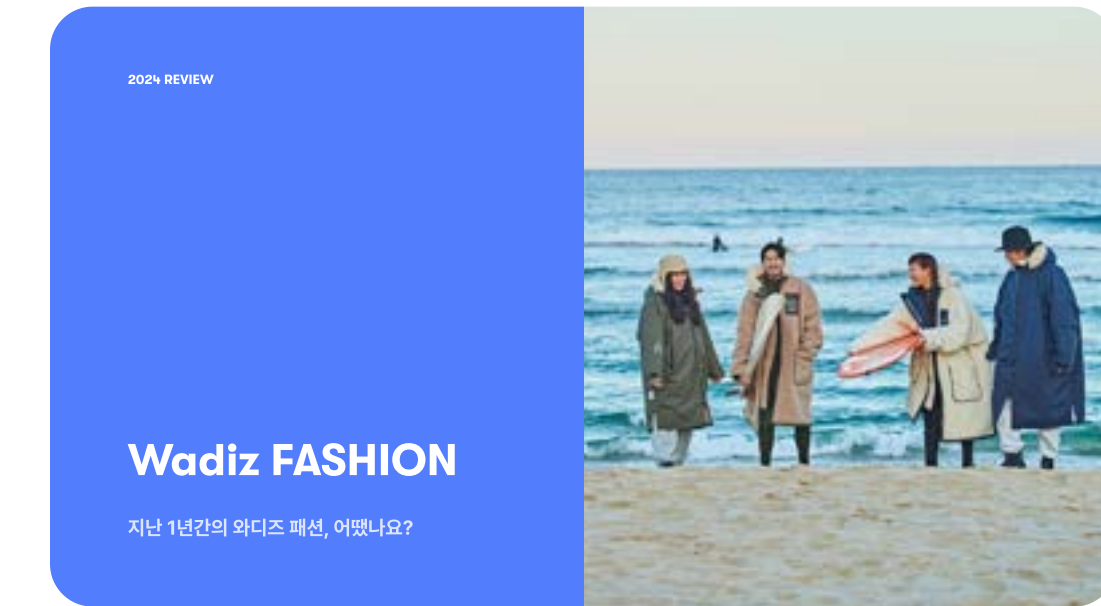
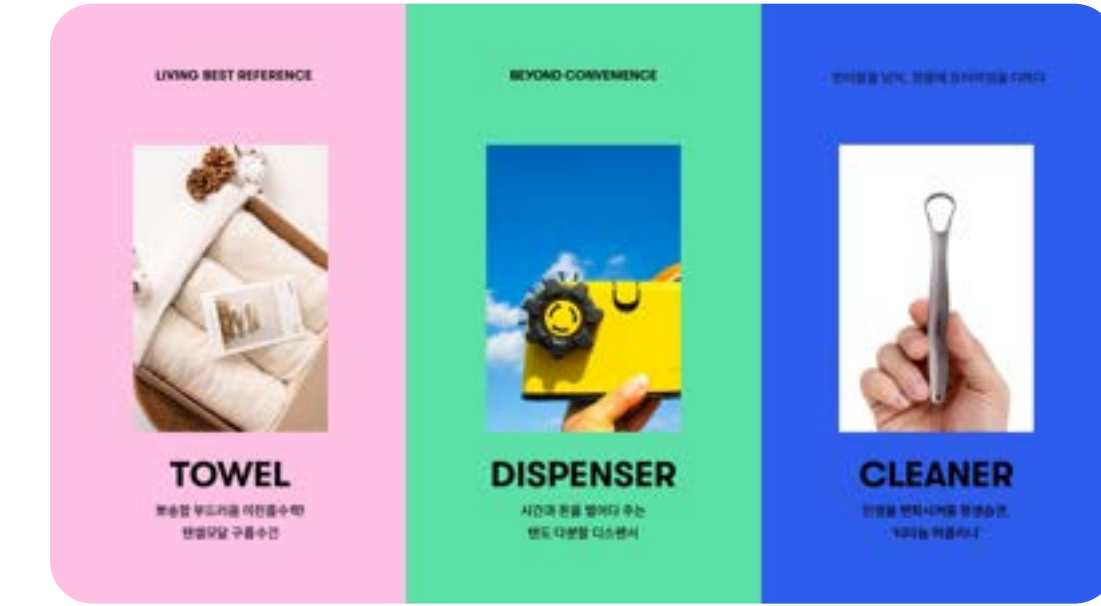
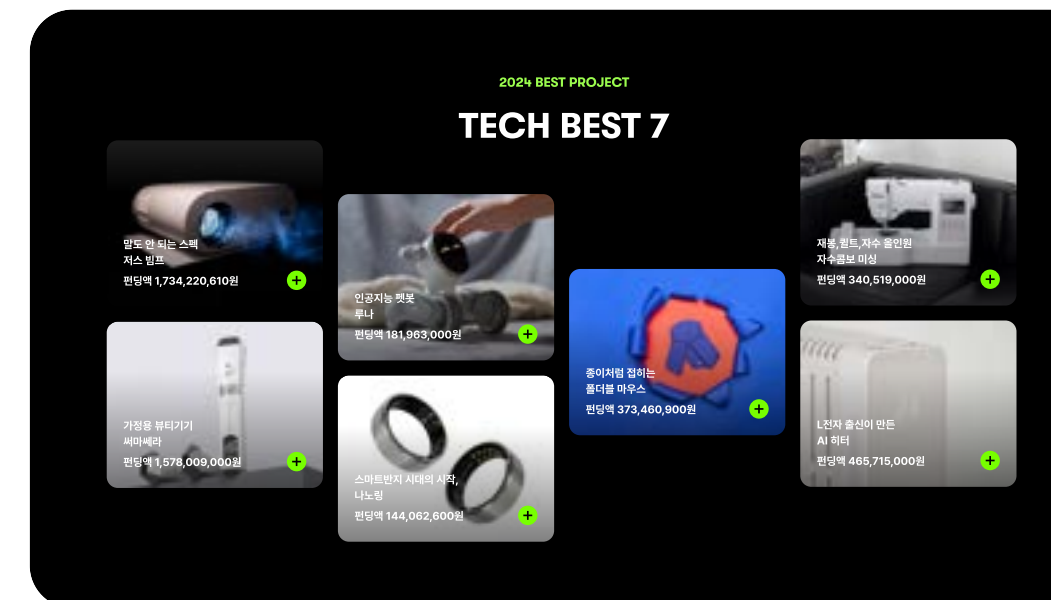
# Wadiz Report Publication

Wadiz also publishes content that offers a variety of insights and information.

To help challenging makers use Wadiz more easily and conveniently, we regularly publish "Monthly Wadiz" on the first Monday of every month. This publication contains key Wadiz news from the past month.

Additionally, we release an annual "Trend Report."

This report analyzes funding trends and the popularity factors of products that received strong support, focusing on major categories like fashion, beauty, tech/electronics, and food.



# Wadiz in the Media



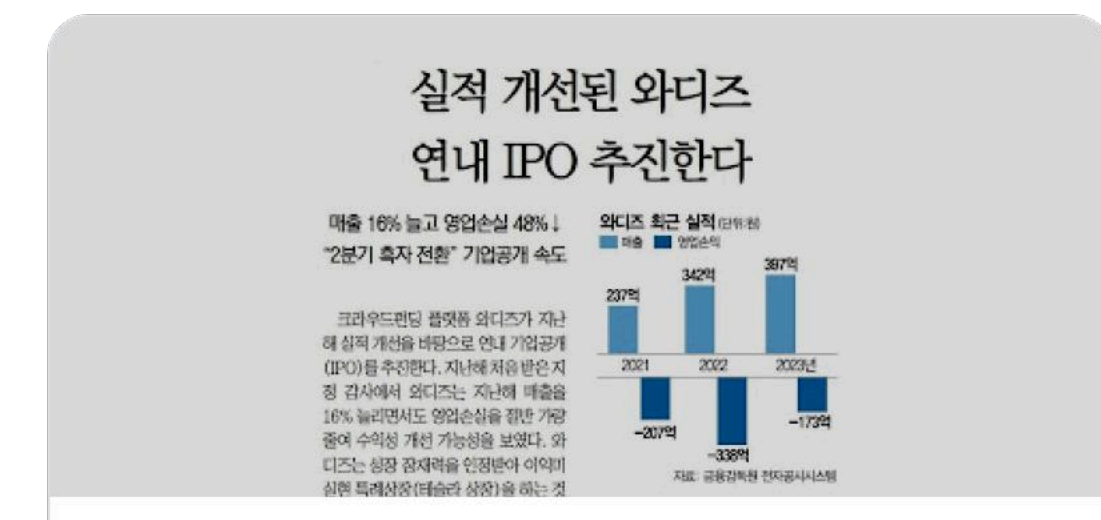
**2025 Asia-Pacific High Growth Company.**  
 MAEIL BUSINESS PAPER | 2025-03-19



**Funding projects over 70,000**  
 ZDNET | 2024-08-14



**Funding Fandom**  
 Asia Economy | 2024-06-20



**Driving IPO in 2024 with improvement performance**  
 Seoul Economy | 2024-04-25

**Expanding business territory to offline shopping Mall**  
 Maeil Economy | 2024-02-21

**Reinforcing the supports for small business**  
 The ET news | 2024-02-06

## CEO message

I hope Wadiz becomes an indispensable company in Korea 10 years from now. If that happens, our country will see an increase in strong, small-to-medium-sized enterprises, creating new growth engines.

What we do is build an ecosystem. It's bound to be challenging, and that's precisely why I believe it's a worthwhile endeavor.

**Hye-sung Shin, CEO of Wadiz**





**wadiz**

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