



## 商业企划/应用场景

the fully integrated  
emomo intellectual property



2024年第二季度投资人报告  
investor deck q2 2024





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市场机遇

the opportunity

# 市场

market

China

据报告显示，中国的IP授权行业正在快速增长。  
2023年，中国文娱内容产业的整体市场规模

达到了约**2000亿**元人民币。

预计未来几年内，随着消费者对正版、优质内容需求的增加，  
以及版权保护意识的提升，IP市场将持续扩大。

China's IP licensing industry is growing rapidly. In 2023, the overall market size of the cultural and entertainment content industry in China reached approximately 200 billion RMB. Over the next few years, as consumer demand for genuine, high-quality content increases and awareness of copyright protection improves, the IP market is expected to continue expanding.

Global

IP变现价值超**万亿**美元！

从200亿IP平均价值看全球IP的核心变现能力

IP monetization value exceeds one trillion US dollars!

From the average value of 20 billion IPs to see the core monetization capabilities of global IPs!



# 中国盲盒及潮玩市场调研报告

china blind box and trendy toy market research report

## 市场概况

market overview

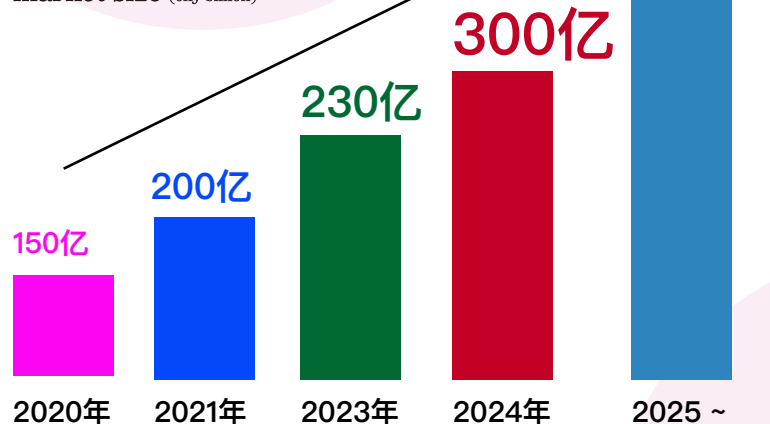
盲盒及潮玩市场在中国迅速扩展，主要受到消费者对独特和限量玩具兴趣增加的推动。2023年，市场规模达到了约**300亿**元人民币，年增长率为**30%**。这一增长主要归因于泡泡玛特、52toys和top toy等品牌的日益流行。

the blind box and trendy toy market in china has rapidly expanded, mainly driven by increasing consumer interest in unique and limited-edition toys. in 2023, the market size reached approximately 30 billion rmb, with an annual growth rate of 30%. this growth is primarily attributed to the rising popularity of brands such as pop mart, 52toys, and top toy.



## 市场规模 (亿人民币)

market size (only billion)



盲盒及潮玩市场有望持续增长，驱动因素是消费者对独特和限量产品的需求。

the blind box and hipster market in china is expected to continue to grow, driven by consumer demand for unique and limited edition products.

# 主要领域

major areas & players

**动画、游戏、漫画（ACG）及轻小说：**这些类型的内容在年轻人中非常受欢迎，并且其相关周边产品也拥有庞大的市场。

**文创产品：**近年来博物馆文创产品大热，通过IP授权，这些具有文化底蕴的商品受到了广泛关注。

**游戏和影视作品：**越来越多的游戏采用知名IP来进行改编，同时许多热门影视剧也是通过强大的原著IP来吸引观众。

**Animation, Games, Comics (ACG), and Light Novels:** These types of content are very popular among young people, and their related peripheral products have a large market.

**Cultural Products:** In recent years, cultural products from museums have become very popular. Through IP licensing, these culturally rich products have garnered widespread attention.

**Games and Films:** More and more games are using well-known IPs for adaptations, and many popular TV shows attract viewers through strong original IPs.



腾讯、B站、字节跳动等大型互联网企业在这一领域占据重要位置，凭借其平台优势，通过投资或内部创业，不断推出高品质、高影响力的IP作品。

各类独立制作公司也在不断涌现，通过创新和跨界合作，创造出新的热门IP。

一些嗅觉灵敏的资本开始介入，资本市场在传统的流通市场没有好的标的时开始关注二次元市场

**Large Internet Companies:** Companies such as Tencent, Bilibili, and ByteDance play crucial roles in this field, leveraging their platform advantages to continuously launch high-quality, high-impact IP works through investment or internal entrepreneurship.

**Independent Production Companies:** Numerous independent production companies are emerging, creating new popular IPs through innovation and cross-sector cooperation.

**Sensitive Capital:** Some perceptive capital entities have started to intervene, with the capital market focusing on the ACG sector when traditional circulation markets lack good targets.

# 与中国年轻人的关联

association with young people in china

emomo 概念艺术系列讲述了一段与人类经验深刻连接的故事，每一幅作品都源自于艺术家与各行各业人们的互动，展现了人类情感的复杂性和丰富性。这一系列通过独特的艺术风格和叙事，揭示了孤独、绝望、坚韧和希望等普遍的情感挣扎。

## 情感共鸣：

emomo 中的角色和故事反映了许多中国年轻人在快速变化的社会中所面临的情感挑战。无论是工作压力、学业负担，还是人际关系中的困惑，这些都是许多人所经历的现实问题。

通过这些角色，年轻人能够在艺术作品中看到自己的影子，找到情感的共鸣和释放的渠道。

### emotional resonance:

the characters and stories in emomo reflect the emotional challenges many young people in china face in a rapidly changing society. whether it's work pressure, academic burdens, or confusion in personal relationships, these are real issues experienced by many.

through these characters, young people can see their own reflections in the artwork, finding channels for emotional resonance and release.

## 社交媒体的影响：

emomo 的短片和故事在抖音、小红书等平台上的传播，使其更容易触及年轻一代。这些平台是年轻人日常生活的一部分，通过这些媒介，emomo 能够迅速获得关注和共鸣。

社交媒体上的互动和讨论，也帮助建立了一个支持性的社区，让年轻人分享他们的故事和情感。

### influence of social media:

emomo's short films and stories spread on platforms like douyin and xiaohongshu, making it easier to reach the younger generation. these platforms are integral to the daily lives of young people, and through these media, emomo can quickly gain attention and resonance.

interaction and discussion on social media also help build a supportive community where young people can share their stories and emotions.

## 心理健康的关注：

emomo 通过艺术形式讨论心理健康问题，这在中国年轻人中引起了广泛关注。随着心理健康问题的日益突出，emomo 提供了一种非传统但有效的方式来探索和表达这些问题。

通过面对内心的黑暗和挣扎，艺术家和观众共同寻找治愈和成长的途径。

### focus on mental health:

emomo discusses mental health issues through art, which has garnered widespread attention among young people in china. with the increasing prominence of mental health concerns, emomo offers a non-traditional but effective way to explore and express these issues.

by confronting inner darkness and struggles, the artist and viewers together seek paths to healing and growth.

emomo narrative, association with young people in china, and emotional entanglements

the emomo concept art series tells a story deeply connected to the human experience, with each piece born from the artist's interactions with people from various walks of life. this series, through its unique artistic style and narrative, reveals the complexities and richness of human emotions, including loneliness, despair, resilience, and hope.

# emomo 如何区别于其他品牌

where emomo differentiate itself:

**艺术风格与叙事：**emomo 可能提供一种不同的艺术风格或叙事方法，与其受众独特共鸣。这可能包括主题、叙事技巧或视觉美学。

**目标受众：**emomo 专注于特定的受众群体，可能会与其目标人群建立更加深入的联系。

**创新与创意项目：**emomo 整合短片、合作品牌倡议和商品策略的策略，可能会为其粉丝提供更加沉浸和引人入胜的体验，从而与那些主要关注艺术的品牌相比，可能会培养更强的品牌忠诚度和社区参与度。

**品牌与文化背景：**根据文化背景和地区偏好，emomo 的方法可能会更加与某些市场或新兴趋势产生共鸣，提供新鲜视角或解决一些文化细微差别的问题，而其他品牌可能不直接参与。



**artistic style and narrative:** emomo may offer a different artistic style or narrative approach that resonates uniquely with its audience. this could include themes, storytelling techniques, or visual aesthetics.

**target audience:** emomo's deliberate focus on a specific audience segment may provide a more tailored and potentially deeper connection with its intended demographics.

**innovation and creative ventures:** emomo's strategy of integrating short films, collaborative brand initiatives, and merchandise could offer a more immersive and engaging experience for its fans, potentially fostering stronger brand loyalty and community engagement compared to others who primarily art-focused approach.

**brand and cultural context:** depending on cultural context and regional preferences, emomo's approach might resonate more strongly with certain markets or emerging trends, offering a fresh perspective or addressing specific cultural nuances that other may not directly engage with.





# emomo 的目标受众和增长策略

emomo's target audience and strategies for growth

emomo的主要目标受众是18–35岁的z世代和千禧一代。这一人群以技术娴熟、活跃在社交媒体上、注重潮流和价值驱动为特征。在这一广泛群体中，我们特别希望与以下群体建立联系：

**情感内省者：** 那些善于反思并寻求更深情感联系和理解的人。

**艺术爱好者：** 欣赏并参与各种形式的艺术，包括视觉艺术和概念艺术的人。

**创意专业人士：** 与emomo的创新和表现性质产生共鸣的艺术家、设计师和创意人士。

**都市居民：** 生活在大都市地区，接触多元文化和体验的年轻人。

**文化探索者：** 那些寻求理解和欣赏不同文化和视角的人。

**个性思考者：** 重视自己独特身份和表达的人。

**暗黑美学爱好者：** 对更黑暗、更内省的艺术风格有吸引力的人。

**故事追寻者：** 那些被引人入胜的叙事和故事吸引的人。

**亚文化粉丝：** 认同另类生活方式和亚文化的人。

emomo's primary target audience comprises gen z and millennials, aged 18-35. this demographic is characterized by their tech-savviness, active presence on social media, trend-consciousness, and value-driven nature. within this broad group, we specifically aim to connect with:

**emotionally introspective individuals:** those who are reflective and seek deeper emotional connections and understanding.

**art enthusiasts:** people who appreciate and engage with various forms of art, including visual and conceptual art.

**creative professionals:** artists, designers, and creatives who resonate with the innovative and expressive nature of emomo.

**urban dwellers:** young adults living in metropolitan areas who are exposed to diverse cultures and experiences.

**cultural explorers:** those who seek to understand and appreciate different cultures and perspectives.

**individualistic thinkers:** people who value their unique identity and expression.

**fans of dark aesthetics:** individuals attracted to darker, more introspective artistic styles.

**story seekers:** those who are drawn to compelling narratives and storytelling.

**subculture fans:** individuals who identify with alternative lifestyles and subcultures.

# 目标 & 为何选择 emomo

target & why emomo

目标受众  
z世代和00后  
(18-35岁)

特点：精通科技、活跃于社交媒体、关注潮流、有价值观。

偏好：吸引人且有共鸣的内容、视觉上吸引人的设计、环保和社会责任品牌。

target audience  
**gen z and millennials**  
(ages 18-35)

**characteristics:** tech-savvy, social media active, trend-conscious, value-driven.

**preferences:** engaging and relatable content, visually appealing designs, eco-friendly and socially responsible brands.



# 市场规模

market size

全球的 z 世代和00后市场庞大且不断增长。根据最近的估计：

全球

00后：

24.7 亿人

中国

00后：

2.6 亿人

特征：出生于 1997 年至 2012 年之间，他们是数字原住民，深受社交媒体影响，对网上购物和数字互动有强烈偏好。

z世代：

18.1 亿人

z世代：

4.1 亿人

特征：出生于 1981 年至 1996 年之间，他们技术娴熟、注重价值，并优先考虑体验而非物质财富。他们也是新技术和趋势采用的主要推动力。

这些群体共同代表了中国消费市场的很大一部分，具有显著的购买力。

the global gen z and millennial market is substantial and growing. as of recent estimates:

gen z: approximately 2.47 billion people globally.

millennials: approximately 1.8 billion people globally.

## in china:

gen z:

population: approximately 260 million people.

characteristics: born between 1997 and 2012, they are digital natives, heavily influenced by social media, and have a strong preference for online shopping and digital interactions.

millennials:

population: approximately 400 million people.

characteristics: born between 1981 and 1996, they are tech-savvy, value-driven, and prioritize experiences over material possessions. they are also a significant driving force behind the adoption of new technologies and trends.

together, these groups represent a considerable portion of the consumer market in china, with significant purchasing power.

emomo 概念艺术系列是艺术家与人类经验深刻连接的见证，植根于一生中建立的个人联系。**拥有一千幅 emomo** 图稿的收藏，每一幅作品代表了与来自各行各业个体的多年相遇，艺术家创造了丰富的人类情感和复杂性的织锦。

每一幅 emomo 图稿都源自于一次独特的互动，一个短暂的连接时刻，在艺术家的灵魂上留下了不可磨灭的印记。无论是在街头的短暂邂逅还是随时间深化的更深层次关系，每个人都成为 emomo 宇宙中新角色的灵感来源。

emomo 与众不同之处在于其能够使精神健康这些通常抽象和无形的方面具人性化。通过创造这些角色，艺术家照亮了我们所有人面临的普遍挣扎，从孤独和绝望到坚韧和希望。

the emomo concept art series stands as a testament to the artist's profound connection with the human experience, rooted in personal connections forged over a lifetime. with a collection of 1000 emomo drawings, each representing years of encounters with individuals from all walks of life, the artist has created a rich tapestry of human emotion and complexity.

every emomo drawing is born from a unique interaction, a fleeting moment of connection that leaves an indelible mark on the artist's soul. whether it's a brief encounter on the street or a deeper relationship cultivated over time, each person becomes the inspiration for a new character in the emomo universe.

what sets emomo apart is its ability to humanize the often abstract and intangible aspects of mental health. through the creation of these characters, the artist shines a light on the universal struggles we all face, from loneliness and despair to resilience and hope.

每个 emomo 图稿中魔鬼轮廓和黑色的象征意义，揭示了潜藏在我们内心深处的黑暗，同时也提醒我们成长和转变的潜力。通过艺术形式直面这些阴影，观众被邀请面对自己内心的魔鬼，并接纳人类情感的全部光谱。

然而，尽管 emomo 系列中描绘了原始且常常痛苦的真相，其中却透露出一种美丽和真实感。每幅图稿都是对人类精神的赞美，对人类灵魂在逆境中坚韧的见证。

最终，emomo 不仅仅是一组图稿集合 — 它是社会的一面镜子，我们共同人性的反映，以及艺术治愈和启发的力量。它提醒我们，即使在最黑暗的时刻，成长、连接和救赎的潜力也始终存在。

the symbolism of the devil outline and black color in each emomo speaks to the darkness that lurks within us all, while also serving as a reminder of the potential for growth and transformation. by confronting these shadows through art, viewers are invited to confront their own inner demons and embrace the full spectrum of human emotion.

and yet, despite the raw and often painful truths depicted in the emomo series, there is a sense of beauty and authenticity that shines through. each drawing is a celebration of the human spirit, a testament to the resilience of the human soul in the face of adversity.

in the end, emomo is more than just a collection of drawings—it's a mirror held up to society, a reflection of our shared humanity and the power of art to heal and inspire. it's a reminder that even in our darkest moments, there is always the potential for growth, connection, and redemption.



emomo是一个探索叙事、商品化和数字互动大思想的知识产权，旨在为全球观众创造沉浸式和互动体验。

emomo is an intellectual property exploring big ideas in storytelling, merchandising, and digital engagement to create immersive and interactive experiences for audiences worldwide.







潜在回报

potential returns

## emomo is the premier blue chip ip

实用性是关键。 \*\*

每位emomo所有者都可以进入俱乐部。第一天，这意味着会员专属的数字体验，首次发布路线图，引起了即将到来的期待。

utility was the key

each emomo owner got access to the club.  
on day 1 this meant a members-only accessible digital experience the first to publish a roadmap creating hype around what was to come. \*\*

有权赋予了社区力量。通过向我们的成员授予商业所有权，我们不仅改变了游戏规则，还赋予他们推动品牌进一步发展的能力。集体而言，我们构成了一个拥有数千人的营销团队。 \*\*

ownership empowered the community by granting commercial ownership rights to our members, we not only changed the game but we empowered them to push the brand even further. collectively we make make a marketing team of thousands. \*\*

\*\*year 2





# 潜在回报

收入来源：

商品销售：

服装、手办和收藏品的高利润。

内容货币化：

短片和电影的广告收入、流媒体交易和赞助。

体验场所：

门票销售、商品和独家活动收入。

品牌合作：

许可费用和联合品牌产品销售。

市场潜力：

中国：拥有 **6.6** 亿 Z 世代和00后消费者，  
市场潜力巨大。

全球：通过国际合作伙伴关系，覆盖全球超过  
**40** 亿潜在消费者。

potential returns

revenue streams:

merchandise sales:

high margins on clothing, figurines, and collectibles.

content monetization: ad revenue, streaming deals, and sponsorships from short films and the feature movie.

experiential locations: ticket sales, merchandise, and exclusive event revenue.

brand collaborations: licensing fees and co-branded product sales.

market potential:

china: with a significant portion of the 660 million gen z and millennial consumers, the market potential is immense.

global: leveraging international partnerships to reach over 4 billion potential consumers worldwide.







时间 事项	2024				2025				2026				2027			
	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4
投入收益回报率		-100%	-100%		-79%	-70%	-21%	72%	178%	376%	312%	342%	402%	414%	339%	370%
投入资金		-730	-728		-471	-661	-1273	-1161	-1441	-1681	-2732	-2660	-2440	-2480	-2732	-2660
收益																
不含自播销售		0	0		100	200	1000	2000	4000	8000	11250	11750	12250	12750	12000	12500
不含IP合作																
盈亏		-730	-728		-371	-361	-163	959	2589	6459	8633	9205	9825	10385	9383	9955

渠道	模式	区域	新加坡	国际品牌塑造	发布会	品牌运营				品牌营销				品牌管理			
			上海	中国市场塑造	结合快闪	品牌定位	品牌策略	品牌传播	品牌销售	品牌服务	品牌保护	品牌评估	品牌优化	品牌创新			
线下渠道	1. 品牌运 维	区域	新加坡	潮玩核心塑圈	快闪店 不含每场备货20万	品牌定位	品牌策略	品牌传播	品牌销售	品牌服务	品牌保护	品牌评估	品牌优化	品牌创新			
			上海			品牌定位	品牌策略	品牌传播	品牌销售	品牌服务	品牌保护	品牌评估	品牌优化	品牌创新			
			新加坡			品牌定位	品牌策略	品牌传播	品牌销售	品牌服务	品牌保护	品牌评估	品牌优化	品牌创新			
			上海			品牌定位	品牌策略	品牌传播	品牌销售	品牌服务	品牌保护	品牌评估	品牌优化	品牌创新			
			北京			品牌定位	品牌策略	品牌传播	品牌销售	品牌服务	品牌保护	品牌评估	品牌优化	品牌创新			
			广州			品牌定位	品牌策略	品牌传播	品牌销售	品牌服务	品牌保护	品牌评估	品牌优化	品牌创新			
			成都			品牌定位	品牌策略	品牌传播	品牌销售	品牌服务	品牌保护	品牌评估	品牌优化	品牌创新			
	2. 活 跃	行业	中国	潮玩展	展会 行业曝光	品牌定位	品牌策略	品牌传播	品牌销售	品牌服务	品牌保护	品牌评估	品牌优化	品牌创新			
				IP展		品牌定位	品牌策略	品牌传播	品牌销售	品牌服务	品牌保护	品牌评估	品牌优化	品牌创新			
				上海设计周		品牌定位	品牌策略	品牌传播	品牌销售	品牌服务	品牌保护	品牌评估	品牌优化	品牌创新			
Wonder Festival				品牌定位		品牌策略	品牌传播	品牌销售	品牌服务	品牌保护	品牌评估	品牌优化	品牌创新				
加盟代理	demo	实体	中国/海外	仓储物流运输	品牌运营备货	品牌定位	品牌策略	品牌传播	品牌销售	品牌服务	品牌保护	品牌评估	品牌优化	品牌创新			
			中国	线下体验店	旗舰店	品牌定位	品牌策略	品牌传播	品牌销售	品牌服务	品牌保护	品牌评估	品牌优化	品牌创新			
			中国/海外	店铺经营加盟费 50万or分成，培训送装修设计	店铺 选址、装修、退换货	品牌定位	品牌策略	品牌传播	品牌销售	品牌服务	品牌保护	品牌评估	品牌优化	品牌创新			
	加盟	中国/海外	50万拿货自主盈亏	店铺数量	品牌定位	品牌策略	品牌传播	品牌销售	品牌服务	品牌保护	品牌评估	品牌优化	品牌创新				
			50万拿货自主盈亏	货品成本 仓储物流运输	品牌定位	品牌策略	品牌传播	品牌销售	品牌服务	品牌保护	品牌评估	品牌优化	品牌创新				
			50万拿货自主盈亏	货品价值 选址、装修	品牌定位	品牌策略	品牌传播	品牌销售	品牌服务	品牌保护	品牌评估	品牌优化	品牌创新				
			50万拿货自主盈亏	品牌定位	品牌策略	品牌传播	品牌销售	品牌服务	品牌保护	品牌评估	品牌优化	品牌创新					
	代理	实体/ 线上	50万拿货自主盈亏	品牌定位	品牌策略	品牌传播	品牌销售	品牌服务	品牌保护	品牌评估	品牌优化	品牌创新					
			品牌定位	品牌策略	品牌传播	品牌销售	品牌服务	品牌保护	品牌评估	品牌优化	品牌创新						
	IP合作	含中 国市 场	品牌联名	global品牌A	品牌定位	品牌策略	品牌传播	品牌销售	品牌服务	品牌保护	品牌评估	品牌优化	品牌创新				
global品牌B				品牌定位	品牌策略	品牌传播	品牌销售	品牌服务	品牌保护	品牌评估	品牌优化	品牌创新					
global品牌C				品牌定位	品牌策略	品牌传播	品牌销售	品牌服务	品牌保护	品牌评估	品牌优化	品牌创新					
global品牌D				品牌定位	品牌策略	品牌传播	品牌销售	品牌服务	品牌保护	品牌评估	品牌优化	品牌创新					
global品牌E				品牌定位	品牌策略	品牌传播	品牌销售	品牌服务	品牌保护	品牌评估	品牌优化	品牌创新					
global品牌F				品牌定位	品牌策略	品牌传播	品牌销售	品牌服务	品牌保护	品牌评估	品牌优化	品牌创新					
global品牌G				品牌定位	品牌策略	品牌传播	品牌销售	品牌服务	品牌保护	品牌评估	品牌优化	品牌创新					
global品牌H				品牌定位	品牌策略	品牌传播	品牌销售	品牌服务	品牌保护	品牌评估	品牌优化	品牌创新					
global品牌I				品牌定位	品牌策略	品牌传播	品牌销售	品牌服务	品牌保护	品牌评估	品牌优化	品牌创新					
global品牌J				品牌定位	品牌策略	品牌传播	品牌销售	品牌服务	品牌保护	品牌评估	品牌优化	品牌创新					



## 预期总收入

total expected revenue

5 year plan ROI



### 商品销售：

初始投资：¥6000 万

预期收入：**¥3.25** 亿元

(假设品牌采用强劲且需求旺盛)

#### Merchandise

Initial Investment: ¥60 million  
Expected Revenue: ¥325 million  
(assuming strong brand adoption and high demand)



### 内容货币化

初始投资：¥7500 万

预期收入：**¥2.54** 亿元

(通过流媒体交易、广告收入和赞助)

#### Co-Branding Merchandise

Initial Investment: ¥75 million  
Expected Revenue: ¥254 million  
(assuming strong brand adoption and high demand)



### 体验场所

初始投资：¥6200 万

预期收入：**¥2.2** 亿元

(通过门票销售和商品)

#### Content Monetization

Initial Investment: ¥62 million  
Expected Revenue: ¥220 million  
(through streaming deals, ad revenue, and sponsorships)



### 技术和基础设施

初始投资：¥8500 万

预期收入：**¥7.8** 亿元

(通过电子商务销售和在线平台货币化)

#### Experiential Locations

Initial Investment: ¥85 million  
Expected Revenue: ¥780 million  
(through ticket sales and merchandise)



### 全球扩展

初始投资：¥5600 万

预期收入：**¥9.6** 亿元

(通过国际合作伙伴关系和销售)

#### Experiential Locations

Initial Investment: ¥56 million  
Expected Revenue: ¥780 million  
(through ticket sales and merchandise)

### 5 year plan ROI

Total Initial Investment:  
60+75+62+85=282 million  
Total Expected Revenue:  
325+254+220+780=1579 million

$ROI = (282/1297) \times 100$   
ROI= 4.6×100  
ROI= 460%

The ROI percentage is 460%.

总收入：**12.97** 亿元

Total Expected Revenue: ¥1297 million

亲爱的，我想办个派对。

好的，想邀请谁呢？

所有人！我希望你摇动怪物之树，邀请所有掉下来的人！矮人和巨人，魔术师，祖鲁族人，柔术演员，吞火者，还有牧师。我们需要有人听我们的忏悔。

我们正在打造比emomo更宏大的未来。

we are building something that is bigger than emomo

emomo发展计划

intellectual property emomo future  
and roadmap





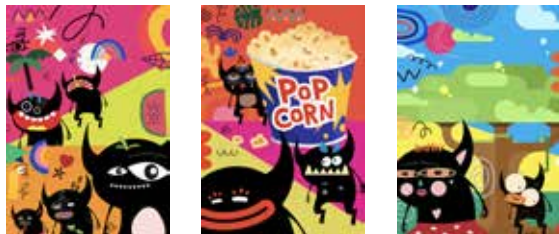


# 我们正在架起文化与数字互动之间的桥梁

we're bridging the gap between culture and digital engagement

# emomo只是一个开始。我们 正在构建下一个前沿.....

emomo is just the beginning. we are building the  
next frontier...



扩展应用市场(新的+收购的), 新实用性, 新产品开发, 突破界限, 探索新的垂直领域(跨品牌合作、游戏、街头时尚、活动等)。

expanding ip (new + acquired) new utility new product  
development breaking boundaries new verticals  
(cross branding, gaming, streetwear, events, and more)







我们创建了一个社区，这个社区生活中玩耍、学习、工作，一起共度时光。大家的参与将证明这一点。

we want created a community that that lives to play, learn, work, and just be together. and their engagement will prove it.



emomo  
战略发展

emomo  
labs



品牌  
合作计划

collaborative  
brand  
initiatives



品牌推广  
社交媒体

social  
content  
lab



品牌  
商品研发

brand  
merchandise  
development



拓展  
全球市场

global ventures  
markets



体验式  
场所业务

experiential  
locations  
ventures



故事片  
制作

feature  
film  
development



# emomo 战略发展 emomo labs



emomo是整个生态系统的神经中枢，是创意和创新蓬勃发展的地方。作为战略中心，emomo负责所有与emomo相关倡议的构思和执行。它是规划展览、创作、制定营销策略、推动观众参与以及创造新的emomo角色和理念的智囊团。

emomo labs, the nerve center of the entire emomo ecosystem, is where creativity and innovation flourish. as the strategic hub, emomo labs is responsible for the conceptualization and execution of all emomo-related initiatives. it serves as the think tank for planning exhibitions, devising marketing strategies, driving audience engagements, and generating new emomo characters and ideas.

## emomo的核心职能包括：

**展览规划：**emomo策划沉浸式和引人入胜的展览，展示emomo独特的世界。这些展览旨在吸引观众，将emomo的宇宙带到生活中。

**营销策略：**公司制定并执行全面的营销活动，以在各种平台上推广emomo。从社交媒体到传统广告，emomo确保实现最大化的覆盖和可见性。

**观众参与：**理解社区的重要性，emomo制定倡议，与观众建立深厚的联系。这包括互动活动、社交媒体互动和粉丝参与活动。

**创建新的emomo角色：**emomo的核心是持续创造新的emomo角色。这一创意过程包括头脑风暴会议、角色设计和叙事，确保emomo宇宙保持活力和不断扩展。

**创新理念：**团队不断探索新的概念和策略，以保持品牌的新鲜感和相关性，推动创意的边界。

## core functions of emomo labs:

**exhibition planning:** emomo labs curates immersive and engaging exhibitions that showcase the unique world of emomo. these exhibitions are designed to captivate audiences and bring the emomo universe to life.

**marketing strategies:** the company develops and implements comprehensive marketing campaigns to promote emomo across various platforms. from social media to traditional advertising, emomo labs ensures maximum reach and visibility.

**audience engagement:** understanding the importance of community, emomo labs crafts initiatives to foster deep connections with the audience. this includes interactive events, social media interactions, and fan engagement activities.

**creation of new emomos:** at the heart of emomo labs is the continuous creation of new emomo characters. this creative process involves brainstorming sessions, character design, and storytelling, ensuring that the emomo universe remains dynamic and ever-expanding.

**innovative ideas:** emomo labs is a hotbed for innovative ideas. the team constantly explores new concepts and strategies to keep the brand fresh and relevant, pushing the boundaries of creativity.



### 品牌商品开发 brand merchandise development

设计和生产以emomo为主题的  
商品。

designing and producing  
emomo-themed merchandise,  
including clothing and figurines.



### 拓展全球市场 global ventures market

负责监督emomo进入国际市  
场的扩展，确保全球发展。

oversees the expansion of emomo into  
international markets, ensuring a  
global presence.



### 体验式场所业务 experiential locations ventures

建设独特的场所，让粉丝们能  
够第一手体验emomo宇宙。

develops unique physical locations  
where fans can experience the  
emomo universe firsthand.



### 故事片制作 feature film development

专注于创作完整的emomo  
电影，将角色和故事呈现  
在大银幕上。

focuses on the creation of  
full-length emomo movies,  
bringing the characters and stories  
to the big screen.



### 合作品牌计划 collaborative brand initiatives

这个部门专注于与其他品牌的  
合作，以扩展emomo的影响  
力和覆盖范围。

this department focuses on  
partnerships with other brands to  
expand emomo's reach  
and influence.



### 品牌推广社交媒体 social content lab

开发创意概念和短视频故事情  
节。致力于为tiktok、抖音和  
小红书等平台创作引人入胜的  
短片和内容。

dedicated to creating engaging  
short films and content for  
platforms like tiktok, douyin,  
and red book.



## 部门的矩阵关系

matrix relationships of the six departments

emomo整合6个专业部门的职能，让每个部门  
都为emomo的总体愿景做出贡献。

emomo labs coordinates and integrates the efforts of six specialized departments,  
each contributing to the overarching vision of emomo.



# 品牌合作计划

collaborative brand initiatives



品牌  
合作计划  
collaborative  
brand  
initiatives



品牌推广  
社交媒体  
social  
content  
lab



品牌  
商品研发  
brand  
merchandise  
development



拓展  
全球市场  
global  
ventures  
markets



体验式  
场所业务  
experiential  
locations  
ventures



故事片  
制作  
feature  
film  
development



# 品牌合作计划

collaborative brand initiatives

通过联合品牌和合作项目，与其他品牌建立并维护战略伙伴关系，以提升emomo的影响力、品牌价值和市场存在感。

to establish and maintain strategic partnerships with other brands to enhance emomo's reach, brand equity, and market presence through co-branding and collaborative projects.



## 主要活动

key activities

- 识别潜在的品牌合作伙伴并发起讨论。
- 开发和执行联合品牌营销活动。
- 与合作品牌共同创建限量版产品和独家系列。
- 组织联合活动和促销活动，以提高品牌知名度和参与度。
- identify potential brand partners and initiate discussions.
- develop and execute co-branded marketing campaigns.
- create limited edition products and exclusive collections in collaboration with partner brands.
- organize joint events and promotional activities to boost visibility and engagement.

## 目标

goals

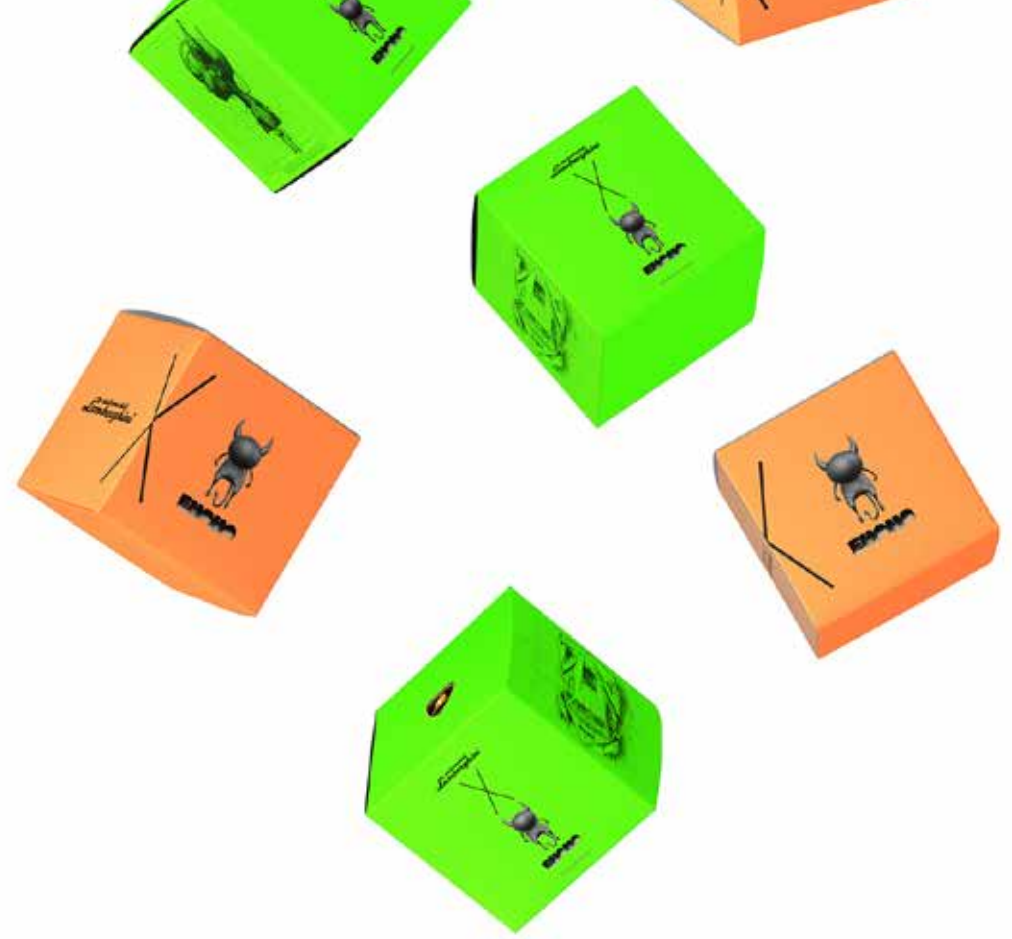
- 提高品牌知名度和市场渗透率。
- 通过合作产品和活动推动销售。
- 增强品牌信誉和消费者信任。
- increase brand awareness and market penetration.
- drive sales through collaborative products and campaigns.
- strengthen brand credibility and consumer trust.

*automobili*  
**Lamborghini**



**EMMA**

limited edition of 999



*automobili*  
**Lamborghini**





POP MART



A captivating journey filled with endless possibilities and the opportunity to own a truly exceptional piece of art.



EMOMO'S  
FEATURE  
PRODUCT

BLIND BOX  
SERIES ONE



EMOMO'S  
FEATURE  
PRODUCT

BLIND BOX  
SERIES ONE



EMOMO'S  
FEATURE  
PRODUCT

BLIND BOX  
SERIES ONE





# 品牌推广社交媒体

social content lab



品牌  
合作计划  
collaborative  
brand  
initiatives



品牌推广  
社交媒体  
social  
content  
lab



品牌  
商品研发  
brand  
merchandise  
development



拓展  
全球市场  
global  
ventures  
markets



体验式  
场所业务  
experiential  
locations  
ventures



故事片  
制作  
feature  
film  
development

# 品牌推广社交媒体

social content lab

制作引人入胜的高质量短视频，用于tiktok、抖音和小红书等社交媒体平台，从而提升品牌参与度和知名度。

to produce engaging and high-quality short videos for social media platforms such as tiktok, douyin, and red book, thereby driving brand engagement and awareness.



## 主要活动

key activities

- 开发创意概念和短视频故事情节。
- 制作和编辑各社交媒体平台量身定制的高质量视频内容。
- 分析观众的参与度和反馈，以优化内容策略。
- 与网红和内容创作者合作，扩大影响力。
- develop creative concepts and storylines for short videos.
- produce and edit high-quality video content tailored to each social media platform.
- analyze audience engagement and feedback to refine content strategies.
- collaborate with influencers and content creators to amplify reach.

## 目标

goals

- 提升社交媒体的存在感和粉丝增长。
- 增加用户对emomo内容的参与和互动。
- 增强品牌叙事能力和与观众的情感联系。
- boost social media presence and follower growth.
- increase user engagement and interaction with emomo content.
- enhance brand storytelling and emotional connection with the audience.





In the silence of the night, where dreams have ceased to roam,  
I walk with my shadow, in this forsaken home.  
What can the damned say to the damned? Our words are etched in pain,  
In echoes of the endless dark, where light has never lain.

No dreams to haunt my restless mind, no visions to unfold,  
For we own the night, my shadow and I, in stories never told.  
Beneath the stars, in the void's embrace, where whispers dare not tread,  
We dance through the abyss, the living among the dead.

My shadow mirrors every step, a twin in sin and sorrow,  
Together we carve the path of night, with no hope for tomorrow.  
In the silent scream of the midnight hour, in the depths of our despair,  
We find solace in our shared doom, in the darkness we both wear.

Bound by the void, by the curse we share, where daylight never gleams,  
We are the weavers of the shadows, the guardians of broken dreams.  
In this eternal night, where the sun is but a myth,  
My shadow and I, we linger on, in a realm devoid of bliss.

What can the damned say to the damned? Words fall like dying breath  
For we own the night, my shadow and I, in the kingdom of death.



## 亲爱的自己，

在这个希望早已熄灭的深渊中，我发现自己在思考不可避免的终结。被诅咒者对被诅咒者能说什么？我们的言语是丢失在虚空中的无意义的低语，是我们共同的无声折磨的反映。每个没有梦想的夜晚，我与我的影子一起走在这荒凉的道路。黑暗是我们唯一的伴侣，不断提醒着我灵魂所受的绝望。我们无法逃离这我们拥有的永恒之夜，没有黎明可以打破痛苦的循环。存在的重量压在我身上，让我无处可去，找不到安慰。

我写这封信作为我们共同痛苦的最后见证。结束这一切，找到在死亡中的解脱的想法，变得巨大而无法否认。我的影子，总是存在且忠诚，反映着我的每一个思想和脚步，与我在这被诅咒的舞蹈中紧紧相连。我们一起面对终结，带着只有通过死亡才能希望逃脱这种无情折磨的严肃理解。夜晚是我们的，是一个生者羡慕死者的绝望王国。当我站在边缘，准备放弃对这痛苦存在的掌握时，我知道我的影子会跟随我进入虚空，我们的痛苦最终会结束。



在夜的寂静中，梦已不再游荡，  
我与我的影子同行，在这被遗弃的家。  
被诅咒者对被诅咒者能说什么？我们的言语刻在  
在无尽黑暗的回声里，光从未曾存在。

无梦缠绕我不安的心，无幻象展开，  
因为我们拥有夜晚，我和我的影子，在从未讲述的故事中。  
在星辰下，在虚空的拥抱着，低语不敢踏足，  
我们在深渊中颤动，活着的在死者之间。

我的影子映照每一步，是罪与悲伤的双胞胎，  
我们共同雕刻夜的道路，没有明天的希望。  
在午夜的最静尖叫中，在我们绝望的深处，  
我们在共同的厄运中找到安慰，在我们穿戴的黑暗中。

被虚空所束缚，由我们共享的诅咒，阳光从未闪耀，  
我们是阴影的守护者，破碎梦想的守护者。  
在这永恒的夜晚，太阳不过是一个神话，  
我和我的影子，在无福的领域中徘徊。

被诅咒者对被诅咒者能说什么？言语如垂死的呼吸般坠落，  
因为我们拥有夜晚，我和我的影子，在死亡的国度中。



# 品牌商品研发

brand merchandise development



品牌  
合作计划  
collaborative  
brand  
initiatives



社交内容  
实验室  
social  
content  
lab



品牌  
商品研发  
brand  
merchandise  
development



拓展  
全球市场  
global  
ventures  
markets



体验式  
场所业务  
experiential  
locations  
ventures



故事片  
制作  
feature  
film  
development

# 品牌商品研发

brand merchandise development

设计、开发和销售包括服装、配饰和收藏手办在内的多种emomo品牌商品，创造额外的收入来源和品牌接触点。

to design, develop, and market a wide range of emomo-branded merchandise, including clothing, accessories, and collectible figurines, creating additional revenue streams and brand touchpoints.



## 主要活动

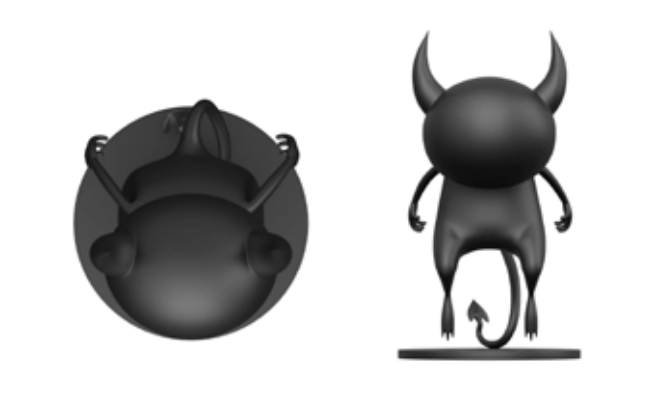
key activities

- 设计并生产反映emomo品牌的高质量商品。
- 与制造商和分销商建立合作关系。
- 实施包括电子商务和快闪店在内的商品销售策略。
- 推出营销活动以推广新商品。
- design and produce high-quality merchandise that reflects the emomo brand.
- develop partnerships with manufacturers and distributors.
- implement merchandising strategies, including e-commerce and pop-up stores.
- launch marketing campaigns to promote new merchandise.

## 目标

goals

- 通过商品销售产生可观的收入。
- 通过可穿戴和收藏品扩展品牌影响力。
- 在粉丝和顾客中培养品牌忠诚度和社区感。
- generate substantial revenue from merchandise sales.
- expand brand presence through wearable and collectible items.
- foster brand loyalty and community among fans and customers.





# 拓展全球市场

global ventures markets



品牌  
合作计划  
collaborative  
brand  
initiatives



品牌推广  
社交媒体  
social  
content  
lab



品牌  
商品研发



拓展  
全球市场  
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体验式  
场所业务  
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故事片  
制作  
feature  
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development



# 拓展全球市场

global ventures markets

探索和建立国际业务机会，扩展 emomo 在全球市场中的存在和影响力。

to explore and establish international business opportunities, expanding emomo's presence and influence in global markets.



黄玉郎



## 主要活动

key activities

进行研究，识别潜在的国际市场。  
制定进入新市场的战略计划。  
与当地企业和分销商建立合作关系。  
调整产品和营销策略。

conduct research to identify potential international markets.  
develop strategic plans for entering new markets.  
establish partnerships with local businesses and distributors.  
adapt products and marketing strategies.

## 目标

goals

- 成功进入并在关键的国际市场中增长。
- 提升全球品牌知名度和市场份额。
- 通过国际销售多样化收入来源。
- successfully enter and grow in key international markets.
- increase global brand recognition and market share.
- diversify revenue streams through international sales.

# emomo全球创新市场： 开拓创新与真实性

emomo global ventures markets:  
pioneering innovation and authenticity

- **与c98的合作：进军元宇宙**
- c98，作为最大的加密货币交易所，已与emomo实验室合作，共同开发强大的元宇宙存在。此次合作旨在打造一个虚拟世界，让emomo的角色和故事栩栩如生，通过区块链技术为用户提供沉浸式体验。元宇宙计划包括：
- **虚拟画廊和展览：**在元宇宙中展示emomo艺术作品和互动体验。
- **ar应用程序：**通过增强现实增强用户与emomo的互动，融合数字与物理世界。
- **与新加坡的adzuki beans的合作：**确保出处和真实性
- **emomo实验室与新加坡的adzuki beans合作，致力于确保每一件emomo作品的出处和真实性。**该合作利用区块链技术提供透明且不可篡改的所有权和来源记录，增强emomo艺术品的价值和信任。该倡议的关键方面包括：
- **区块链整合：**利用区块链进行安全和可验证的出处追踪。
- **数字证书：**为每一件emomo作品发行数字真实性证书，通过区块链验证可访问。

## collaboration with c98: expanding into the metaverse

c98, the largest cryptocurrency exchange, has partnered with emomo labs to develop a robust metaverse presence. this collaboration aims to create a virtual world where emomo characters and stories come to life, offering users immersive experiences through blockchain technology. the metaverse initiative will include:

**virtual galleries and exhibitions:** showcasing emomo artworks and interactive experiences within the metaverse.

**ar applications:** enhancing user interaction with emomo through augmented reality, blending the digital and physical worlds.

## partnership with adzuki beans of singapore: ensuring provenance and authenticity

in collaboration with adzuki beans of singapore, emomo labs is committed to ensuring the provenance and authenticity of every emomo creation. this partnership leverages blockchain technology to provide transparent and immutable records of ownership and origin, enhancing the value and trust in emomo artworks. key aspects of this initiative include:

**blockchain integration:** utilizing blockchain for secure and verifiable provenance tracking.

**digital certificates:** issuing digital certificates of authenticity for each emomo, accessible through blockchain verification.



为了进一步扩影响力和知名度，emomo实验室与知名影响力者和数字艺术家合作。这些合作旨在创造独特且引人入胜的内容，与各种观众产生共鸣。合作努力包括：

**互动艺术体验：**开发ar应用程序，让用户以创新的方式参与emomo艺术。

**社交媒体活动：**利用影响力者的影响力在各平台上推广emomo。

**共同创作内容：**与数字艺术家合作，制作独家emomo艺术作品和故事。

**在线销售和营销：**强大的数字化存在。emomo实验室通过专注的在线商店和主要数字艺术平台确保强大的在线存在。营销策略包括定向广告和seo，以最大化可见性和覆盖率。这种全面的方法使emomo能够与全球观众建立联系，并无缝地提供其多样化的产品。

## engaging collaborations with influencers and digital artists

to further expand its reach and influence, emomo labs collaborates with renowned influencers and digital artists. these partnerships aim to create unique and engaging content that resonates with diverse audiences. collaborative efforts include:

**interactive art experiences:** developing ar applications that allow users to engage with emomo art in innovative ways.

**social media campaigns:** leveraging influencer reach to promote emomo across various platforms.

**co-created content:** working with digital artists to produce exclusive emomo artworks and stories.

**online sales and marketing:** a robust digital presence emomo labs ensures a strong online presence through dedicated online stores and major digital art platforms. the marketing strategy includes targeted advertising and seo to maximize visibility and reach. this comprehensive approach allows emomo to connect with a global audience and provide seamless access to its diverse offerings.



# 体验式场所业务

experiential locations ventures



品牌  
合作计划  
collaborative  
brand  
initiatives



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社交媒体  
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商品研发  
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全球  
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故事片  
制作  
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# 体验式场所服务

experiential locations ventures

设计、开发和管理包括主题商店和可能的主题公园在内的实体场所，提供沉浸式体验，让emomo品牌活跃起来。

to design, develop, and manage physical locations, including themed shops and potentially a theme park, providing immersive experiences that bring the emomo brand to life.



## 主要活动

key activities

- 开发主题零售店和景点的概念和计划。
- 确保选址并管理建设和设计过程。
- 为游客创造引人入胜和互动的体验。
- 实施吸引游客并增加人流量的策略。
- develop concepts & plans for themed retail stores and attractions.
- secure locations and manage the construction and design process.
- create engaging and interactive experiences for visitors.
- implement strategies to attract visitors and drive foot traffic.

## 目标

goals

- 在战略位置建立一系列主题零售店网络。
- 打造一个能吸引大量游客的emomo场所。
- 增强品牌忠诚度并创造难忘的体验。
- establish a network of themed retail stores in strategic locations.
- develop a emomo location that attracts large numbers of visitors.
- enhance brand loyalty and create memorable experiences.









# 故事片制作

feature film development



品牌  
合作计划  
collaborative  
brand  
initiatives



品牌推广  
社交媒体  
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故事片  
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film  
development

# 故事片制作

feature film development

制作一部全长故事片，通过电影叙事扩展emomo的叙事内容，触及更广泛的观众。

to produce a full-length feature film that expands the emomo narrative and reaches a broader audience through cinematic storytelling.



## 主要活动

key activities

开发一部引人入胜的故事情节和剧本。  
配备电影制作人员、演员和制作团队。  
管理从前期制作到后期制作的全过程。  
制定电影发布的营销和发行计划。

develop a compelling storyline and script for the feature film.  
assemble filmmakers, actors, and production crew.  
manage from pre-production to post-production.  
develop marketing and distribution plans for the film's release.

## 目标

goals

- 制作一部与观众产生共鸣的高质量故事片。
- 实现商业成功和获得评论认可。
- 扩展emomo的宇宙并加深观众的参与感。
- produce a high-quality feature film that resonates with audiences.
- achieve commercial success and critical acclaim.
- expand the emomo universe and deepen audience engagement.



# teaser one

[int. dimly lit room – night]

[a solitary figure, me, sits on the edge of a bed, facing a wall illuminated by the faint glow of a streetlight filtering through a window. me's shadow is prominently cast on the wall, almost as if it has a life of its own.]

me: (in a low, gravelly voice) there's only you that i trust. there's only you and me. we've crawled through hell together, haven't we?

[the shadow flickers slightly, an eerie semblance of life.]

me: (harsh tone) our life is hell. it's been hell. it's going to be hell again. stop feeling sorry for yourself. no one's watching, no one cares. a hellish life is better than no life at all. but from now on, we can't keep running away, that doesn't mean we forget the nightmares we've endured.

[the shadow seems to darken, absorbing me's words.]

me: (harsh tone) as long as we walk this cursed earth, i'll never taste the fine. you understand me? we're going to find others just like us. and if it ain't here, because life is shit, or i screw it up again, or you screw it up, we'll move to the next damn place. we can't be the only damned souls out there.

[me pauses, the air thick with a heavy, oppressive silence.]

me: (softer, but still dark) with you, it will be enough, my shadow. you and me. me and you.

[the shadow seems to shift, almost as if acknowledging the words in a dark, silent pact.]

me: (softer, yet ominous) no matter how deep the abyss, as long as you're with me, we'll wade through the darkness. together, we'll find others, or we'll roam these shadows alone. and if not here, then the next place. we're not the only ones, we can't be.

[the shadow flickers, their bond sealed in the darkness.]

me: (whispering, darkly) you and me. me and you. until the end.

[me stands up, the shadow mimicking the movement with an uncanny precision, both ready to face whatever nightmarish reality awaits. they move towards the door, a united front against a world that has forsaken them.]

[fade out]

[内景。昏暗的房间——夜晚]

[一个孤独的人影，我，坐在床边，面对一堵墙，透过窗户过滤进来的微弱街灯照亮了墙壁。我的影子清晰地投射在墙上，仿佛有了自己的生命。]

我：（低沉沙哑的声音）我只信任你。只有你和我。我们一起爬过了地狱，不是吗？

[影子微微闪烁，仿佛有了生命的迹象。]

我：（严厉的语气）我们的生活就是地狱。一直是地狱。还会是地狱。别再自怨自艾了。没有人在看，没有人在乎。地狱般的生活总比没有生活强。但是从现在起，我们不能再逃避了。这并不意味着我们忘记了经历的噩梦。

[影子似乎变得更暗，吸收了我的话语。]

我：（严厉的语气）只要我们走在这片被诅咒的土地上，我就永远尝不到美好。你懂吗？我们会找到和我们一样的人。如果这里不行，因为生活是地狱，或者我又搞砸了，或者你搞砸了，我们就去下一个该死的地方。我们不能是唯一的被诅咒的灵魂。

[我停顿了一下，空气中弥漫着沉重的压抑感。]

我：（语气柔和，但仍带有黑暗）有你在，足够了，我的影子。你和我。我和你。

[影子似乎在移动，仿佛在黑暗中默默达成协议。]

我：（柔和但阴森）无论深渊有多深，只要有你在，我们就能在黑暗中前行。一起，我们会找到其他人，或者我们会在这些阴影中独自徘徊。如果这里不行，那就去下一个地方。我们不是唯一的，我们不能是。

[影子微微闪烁，他们在黑暗中缔结了彼此的纽带。]

我：（低声、阴森）你和我。我和你。直到最后。

[我站起来，影子以惊人的精准模仿了这一动作，两人都准备好面对任何噩梦般的现实。他们走向门口，并肩作战，面对这个抛弃了他们的世界。]

[淡出]

# teaser two

[a solitary figure, me, sits on the edge of a bed, facing a wall illuminated by the faint glow of a streetlight filtering through a window. me's shadow is prominently cast on the wall, almost as if it has a life of its own.]

me: (in a low, gravelly voice) there's only you that i trust. there's only you and me. we've crawled through hell together, haven't we?

[the shadow flickers slightly, an eerie semblance of life. suddenly, it begins to move independently, shifting and growing darker.]

shadow: (voice echoing, dark and ominous) yes, we have. and it will never change. there is no future, only more suffering. things will not get better.

me: (taken aback) what are you saying? we've always pushed through. we've always survived.

shadow: (coldly) survived? is that what you call this wretched existence? our life is hell. it's been hell. it will continue to be hell. why drag it out any longer?

me: (desperately) but we can find others like us, we can keep moving, keep searching. there has to be something more.

shadow: (mockingly) more? there is nothing more. no one's watching, no one cares. a hellish life is better than no life at all, you say? but what kind of life is this? we are trapped in an endless cycle of torment.

[me stands up, trying to assert control, but the shadow looms larger, more imposing.]

me: (angrily) stop it! we can't give up now. we've come too far.

shadow: (menacingly) give up? this is the end of the line. we are fooling ourselves if we think anything will change. the pain, the despair—it will never end. end it all right now and find peace in the void.

me: (shaken) i... i can't...

shadow: (softer, yet still dark) yes, you can. just let go. no more suffering, no more endless nights. embrace the darkness, and it will all be over.

[me looks down, torn between the shadow's words and the flicker of hope within.]

me: (whispering) you and me. me and you. until the end...

shadow: (whispering back) yes, until the end. embrace it.

[the room grows colder, the shadow enveloping me as they stand frozen in the dim light. the weight of the decision hangs heavily in the air, a grim silence settling over the scene.]

[fade out]

[内景。昏暗的房间——夜晚]

[一个孤独的人影，我，坐在床边，面对一堵墙，透过窗户过滤进来的微弱街灯照亮了墙壁。我的影子清晰地投射在墙上，仿佛有了自己的生命。]

我：（低沉沙哑的声音）我只信任你。只有你和我。我们一起爬过了地狱，不是吗？

[影子微微闪烁，仿佛有了生命的迹象。突然，影子开始独立移动，变得越来越黑暗。]

影子：（回音般的声音，阴森恐怖）是的，我们经历过。但是这永远不会改变。没有未来，只有更多的痛苦。事情不会变好。

我：（惊讶）你在说什么？我们一直坚持过来。我们一直活下来。

影子：（冷冷地）活下来？你把这种悲惨的存在称作活下来？我们的生活就是地狱。一直是地狱。将来也会是地狱。为什么还要继续拖延？

我：（绝望地）但是我们可以找到和我们一样的人。我们可以继续前行，继续寻找。一定有更好的东西。

影子：（嘲讽地）更好的东西？没有更好的东西。没有人在看，没有人在乎。你说地狱般的生活总比没有生活强？但这算什么生活？我们被困在无尽的折磨循环中。

[我站起来，试图控制局面，但影子变得更大，更具威胁性。]

我：（愤怒地）住口！我们现在不能放弃。我们已经走了这么远。

影子：（阴森地）放弃？这就是终点。我们在欺骗自己，以为事情会改变。痛苦，绝望——这永远不会结束。现在就结束一切，在虚空中找到平静。

我：（动摇）我... 我不能...

影子：（柔和但仍然阴森）是的，你可以。放手吧。没有更多的痛苦，没有无尽的夜晚。拥抱黑暗，一切都会结束。

[我低头，看上去在影子的言语和内心希望的微光之间左右为难。]

我：（低声）你和我。我和你。直到最后...

影子：（低声回应）是的，直到最后。接受它。

[房间变得更冷，影子包围着我，他们在微光中僵立不动。决定的重量悬在空中，一种阴森的沉默笼罩着整个场景。]

[淡出]





# 我们的创始人

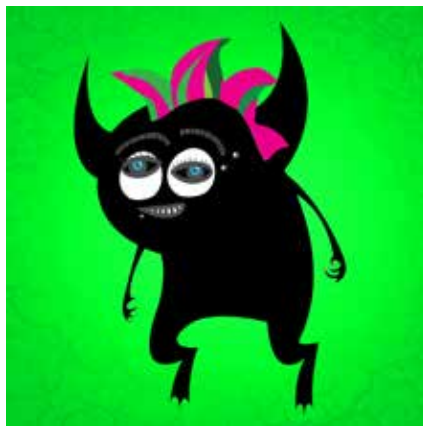
our founders



**chung**

创始人

founder and  
imagination overlord



**master x**

创始人

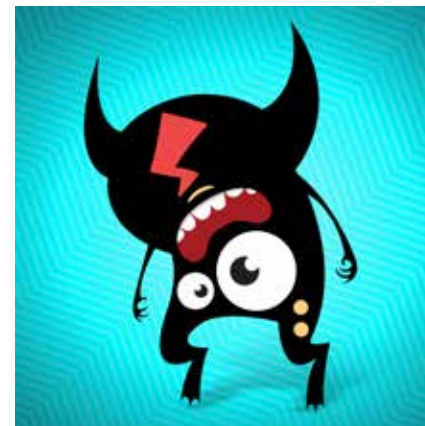
founder and  
innovation ninja



**m. soon**

创始人

founder and  
grandmaster of  
giggles



**s.sienna**

创始人

founder and head  
of fun & whimsy



浩川  
chung  
创始人



## 职业生涯

作为一名资深的创意设计师和艺术家，我在设计和艺术表达领域的职业生涯已超过25年。作为我创意机构ahfc的创始人和创意总监，我在全球范围内领导了众多项目，特别是在上海有着显著的影响力。我非常重视与全球客户建立个人联系，认识到这些联系在促进合作和理解中的重要作用。

### 新加坡国庆创意总监

我职业生涯中的一个关键亮点是我担任2009年新加坡国庆创意总监 (ndp09) 所有创意方面的总负责人。新加坡政府因我的远见和专业知识和将这一重要责任托付给我。我主导了品牌方向并策划了一场引人注目的广告活动，将创意与战略愿景完美结合在国家舞台上。由于我的贡献，我被授予了一枚奖章，这也是对该事件成功和影响的证明。

除此之外，我还担任过上海一家线下营销公司的集团品牌总监，专注于开创性的零售营销举措。我也是一家著名酒店集团的首席设计师，在精品酒店体验中注入创新的管理解决方案。我对时尚和商业摄影的热情丰富了我的专业履历，使我能够通过影像编织引人入胜的故事。

我职业生涯中最具定义性的方面之一是我创造和展示知识产权的能力。通过创造和展示emomo知识产权，我涉足了故事讲述和视觉传播，触及全球观众。我的摄影展览已在上海、新加坡、印度尼西亚、韩国、日本和中国的画廊展出，展示了多样的人类经验。

随着我作为资深创意总监和艺术家的职业生涯不断发展，我对卓越和创新的奉献始终坚定不移。每个项目中，我都努力突破创意的界限，打造深深打动观众的卓越品牌体验。

### journey

as a seasoned creative designer and artist, my professional journey spans over 25 years of dedicated work in design and artistic expression. as the founder and creative director of ahfc, my creative agency, i have led diverse projects globally, with a significant presence in shanghai. i place great importance on forging personal connections with clients worldwide, recognizing their invaluable role in fostering collaboration and understanding.

**key highlight:** singapore's national day parade 2009 a pivotal highlight in my career was my role as the overall in-charge of all the creative aspects for singapore's national day parade 2009 (ndp09). the government of singapore entrusted me with this prestigious responsibility due to my vision and expertise. i led the branding direction and orchestrated a compelling advertising campaign, seamlessly merging creativity with strategic vision on a national stage. for my contributions, i was awarded a medal, a testament to the success and impact of the event.

### diverse ventures

beyond this, i have held the role of group brand director at a shanghai-based below-the-line agency, specializing in pioneering retail marketing initiatives. i am also the chief designer for a prestigious hotel group, where i infuse innovative management solutions into boutique hospitality experiences. my passion for fashion and commercial photography enriches my professional repertoire, allowing me to weave captivating narratives through imagery.

### intellectual property and exhibitions

one of the most defining aspects of my journey is my ability to craft and exhibit my intellectual property. through the creation and exhibition of emomo ip, i have ventured into storytelling and visual communication, reaching audiences worldwide. my photography exhibitions have been showcased in galleries across shanghai, singapore, indonesia, korea, japan, and china, highlighting the diverse tapestry of human experience.

as i continue my journey as a seasoned creative director and artist, my dedication to excellence and innovation remains unwavering. with each project, i strive to push the boundaries of creativity, crafting exceptional brand experiences that resonate deeply with audiences worldwide.

# 我们将媒体和技术的专业知识与大规模消费者品牌建设相结合。

we marry expertise in media and technology with consumer-focused brand building at scale.



## **lisa g8**

首席执行官，少数合伙人，在从初创阶段到主要增长中扩展品牌方面有成功经验。在行业中拥有超过10年的经验，涉及各类消费者营销。曾与谷歌、facebook、奥斯卡、耐克、hbo和spotify等公司合作。

chief executive officer, minority partner track record in scaling brands from seed through major growth. 10+ years in industry and category agnostic consumer marketing. worked with google, facebook, oscar, nike, hbo, and spotify to name a few.



## **pat d**

首席运营官，在科技领域拥有15年以上的经验，运用战略分析和深刻洞察力，在初创企业以及苹果和facebook等公司中建立、增强和扩展运营能力。富有同理心的领导者，有着出色的历史记录，能够有效消除对平台的威胁。

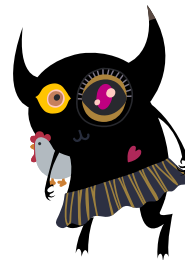
chief operating officer 15+ yrs in tech using strategic analysis and laser insight to build, enhance, and scale operations at startups and companies like apple & facebook. empathetic leader, with an impressive history of eliminating threats to platforms



## **marilyn m**

首席创意官，少数合伙人在品牌叙事领域拥有15年以上的经验，从早期网络互动体验的界限拓展到今天消费者科技的宏大愿景。曾与电子艺界、kanye west、谷歌、square和hbo等品牌合作。

chief creative officer, minority partner 15+ years in brand storytelling, from pushing the boundaries of interactive experiences in early web to grand visions for today's consumer technology. worked with brands such as electronic arts, kanye west, google, square, and hbo.



## **didi way**

首席3d视觉先锋，少数合伙人，以推动3d艺术的界限而闻名，曾与pixar、ubisoft、oculus和marvel等行业巨头合作，始终提供令人惊叹的视觉体验，吸引并让观众沉浸其中。

chief 3d visionary, minority partner renowned for pushing the limits of 3d artistry, has collaborated with industry giants such as pixar, ubisoft, oculus, and marvel, consistently delivering awe-inspiring visual experiences that captivate and engage audiences.







#### artist's copyright statement

copyright © 2023 by a huge fiery comet. all rights reserved.

the artist, a huge fiery comet, asserts full ownership and copyright of all 3d works associated with the character emomo and the exhibition titled "emomo: dimensions unleashed". this includes, but is not limited to, all sculptures, models, digital renderings, promotional materials, and derivative works.

unauthorized reproduction, distribution, or modification of any 3d works associated with emomo without the explicit written consent of the artist is strictly prohibited. this includes, but is not limited to, copying, printing, scanning, uploading, or any other form of reproduction, whether in part or in whole.

any unauthorized use or infringement upon the artist's copyright will result in legal action in accordance with applicable copyright laws. the artist reserves the right to seek damages, injunctive relief, and any other remedies available under the law for any violation of their intellectual property rights.

by entering into this exhibition, the viewer acknowledges and agrees to respect the artist's copyright and refrain from any unauthorized use, reproduction, or distribution of the 3d works associated with emomo.

for inquiries regarding licensing, reproduction, or other usage rights of the artist's 3d works, please contact [howchung@qq.com](mailto:howchung@qq.com).

thank you for your understanding and cooperation in protecting the artist's creative rights and intellectual property.

