

K-Safety Expo 2021

Widico inc Gas Safety System



WIDICO Inc.



1

WIDICO IS

Company instruction
Series Innovation and Organiztional System

2

PRODUCT

- Product overview
- Product competitiveness
- Major Product Functions
- new product development plan

3

BUSINESS

- business background
- Business goal
- Business strategy
- Distribution Strategy and Sales Objectives

Company introduction

WIDICO IS

PRODUCT

BUSINESS

**BUSINESS
NAME**

주식회사 위디코 (WIDICO Inc.)

**Establishment
of Com**

30-Oct 2015

Major project

Manufacture, wholesale and retail and export of gas safety breakers

**Headquaters
address**

741. Taejang-ro, Gimpo-si, Gyeonggi-do
Republic of Korea

**Arepresentativ
e teleph one**

T : 1588-9814 F : 031)985-9865

Current status of intellectual property (based on registration)

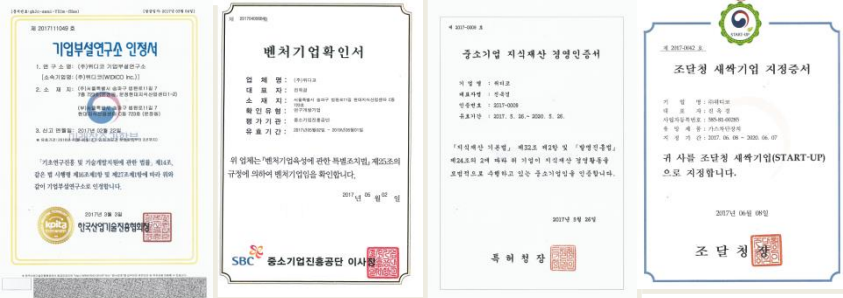
➤ 1 Trademark



➤ 19 patent registrations



➤ 7 cases of design registration



Company history table

2019/20

- 2019 6 : 700 million capital increase
- 2018.6: 500 million capital increase
- 2017. 10 KC Certification Acquisition (WGC-N1001)
- 2017: 06 Specifying the Procurement Agency's Shooting Company
- 2017: 05 Certification in the Management of Intellectual Property of Small and Medium Enterprises
- 2017-05 Venture Business Certification
- 2017-04 Accreditation of Women's Enterprise
- 2017 Obtain ISO 9001, 14001
- 2017: 02 Accreditation of Corporate Instituto Nacional de Estadística

2017

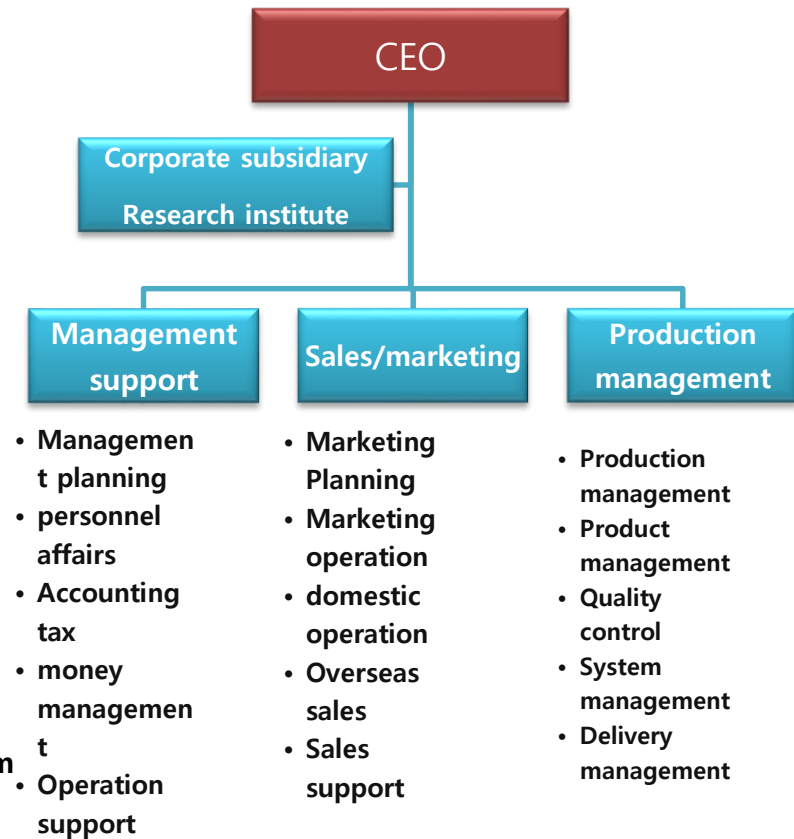
2016

- 2016 10 Registered Export (Korea International Trade Association)
- 2016 12 100 million capital increase
- 2016 10 R&D Department Accreditation
- 2016-09 Headquarter relocation (Moonjeong-dong, Seoul)
- 2016. 08 Government R&D Task Selection (Korea Institute of Technology Information Promotion Agency)

2015

- 10 Established 10 Widico Corporation
- 11 Starting to develop gas safety shutdown system

Organization chart



제품개요 및 특허

WIDICO IS

PRODUCT

BUSINESS



Sortation	Product standard specification
Name of the product	Widico Gas Safety Shutoff System
Model name	WGC-N1001W / N1001B / N1001V
driving method	motor drive system
Usage voltage	DC 6V / AA건전지 4EA
quality of the material	ABS(본체), 알루미늄(브라켓)
Weight	350g (건전지 제외)
Size	70 × 138 × 78 mm
Selection specification	Basic, Remote Control, Gas Range Interworking Module
a manufacturing bureau	Republic of Korea

Traditional passive and post-controlled
Change the concept of a gas safety breaker.

Patent-registered new concept



Compared to product competitiveness

WIDICO IS

PRODUCT

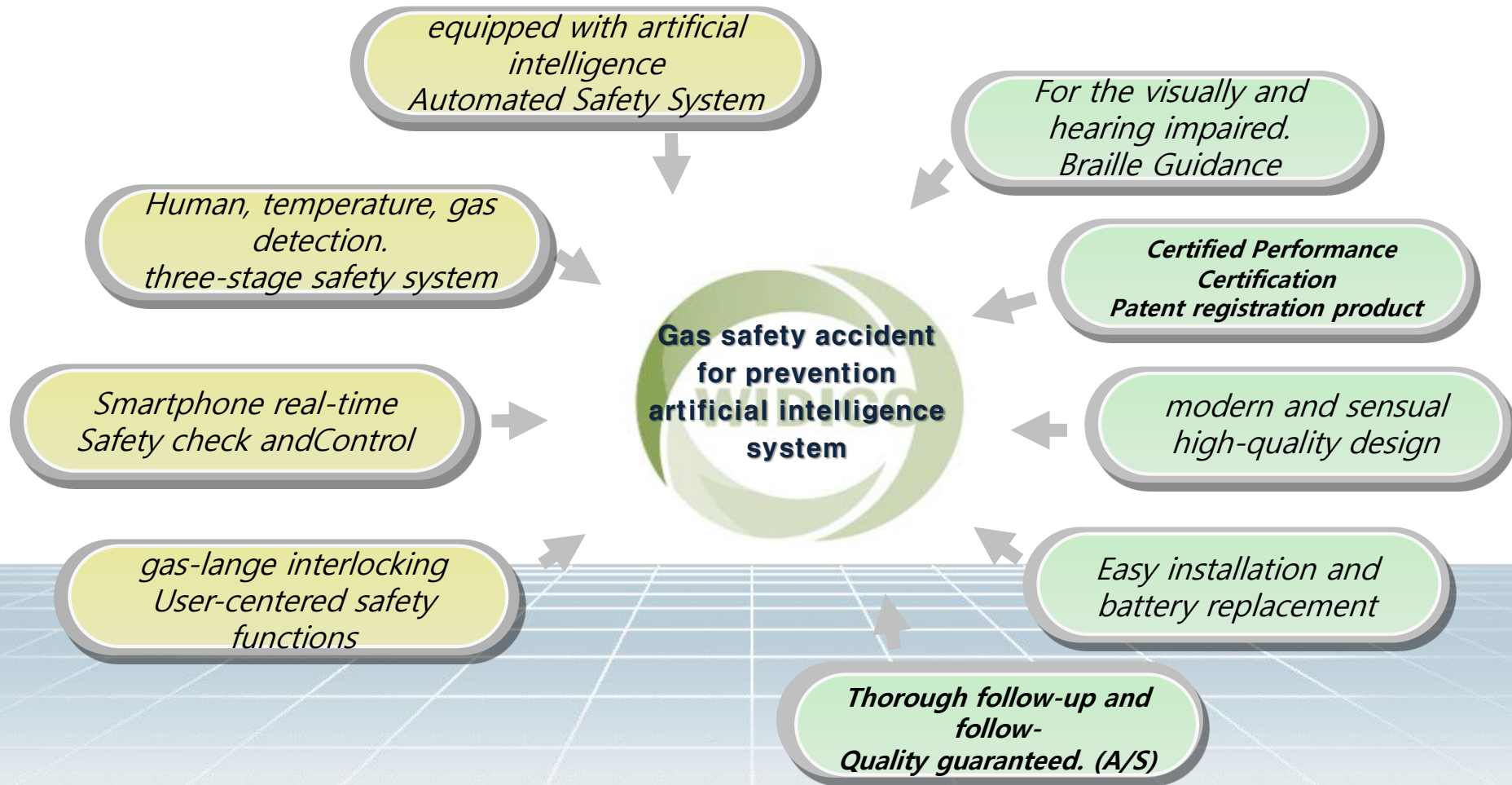
BUSINESS

Third-party Gas Safety Breaker Products



Sortation	Main contents
current situation	✓ 20 different brands of similar performance products
Main function	<ul style="list-style-type: none"> ✓ Timer-tipe Gas Time Setting ✓ Shut off gas valve when the temperature is overheated(excluding some products) ✓ Gas leakage and fire prevention(excluding some products) ✓ Voice notification(excluding all products)
principle of motion	✓ Control of gas valve by motor in case of event
market reaction	✓ Low awareness due to poor product functionality and publicity

3rd party product	category	one's own product
×	human body detection	○
○	temperature detection	○
△	gas detection	○
△	IoT Function	○
×	gas stove interlocking	○(Optional)
×	Remote Control Provided	○(Optional)
×	valve automatic opening and closing function	○
△	Procurement Service Delivery	○
△	Patent registration	○



Safe operation function

- **Human Body Detection and Automatic Blocking**

A function to shut off the valve on its own when no movement of the body is detected in the kitchen for a certain period (15 minutes)

- **Temperature Sensing and Automatic Blocking**

A function to shut down the valve when the ambient temperature is higher than the reference temperature set due to overheating when cooking food in the kitchen.

- **Gas Leak Detection and Automatic Blocking Functions**

A function to shut down the valve when the ambient temperature is higher than the reference temperature set due to overheating when cooking food in the kitchen

- **smartphone remote control function**

Features to check gas usage and to open and close valves with a smartphone with Wi-Fi transmission and reception module

- **Automatic opening and closing of gas valve**

Safety features that automatically open valves when the gas stove is used and close automatically when not in use

User-friendly features

- **Emergency Voice guidance and smartphone notification**

Provides voice guidance on all operating conditions and conditions of the product, as well as reassurance that the smartphone is notified.

- **Long term gas range usage mode function**

Pressing the open button for 3 seconds releases the motion detection sensor, enabling mode for prolonged use.

- **Remote Control Support for Inactive Customers**

Remote valve shuts off with remote control for customers who cannot cope with emergency situations due to poor movement.

- **Displaying and guiding the use of gas stove**

A function that displays the tools that are being used when using the gas stove and allows users to check the use of the machine on their smartphone.

- **Low Battery Guidance**

Voice guidance on battery shortage when battery charge reaches a certain point and notification function to smartphone

Existing Products



Direction of pursuit of improvement

- ✓ Improved user convenience
- ✓ Consideration for the handicapped, the elderly and the disabled
- ✓ Differentiating Design for Market Competition
- ✓ Digitalized Features Upgrade
- ✓ Upgrading the user experience of a smartphone

product design improvement

- Visual Information of Operational Situation
- Improvement of Smart Living Environment Design

product function improvement

- Add Speech Recognition Operation
- Application of LCD information supply function

A new product Concept

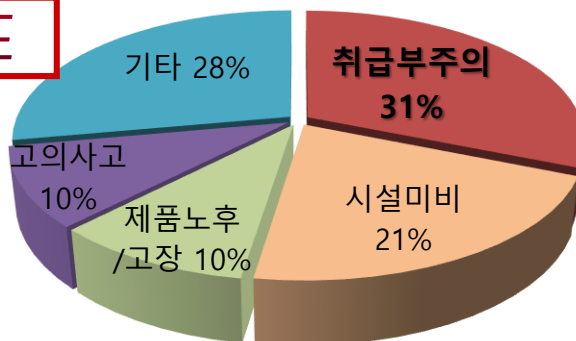


*Most of the causes of gas explosions or fire accidents are user-handled carelessness.
This is a typical human disaster that can be reduced through proactive prevention.*

Current status of gas leakage fire and explosion

Sortation	'11	'12	'13	'14	'15	'16	Sum
Occurrence (case)	126	125	121	120	118	122	732
Number of deaths (one)	10	20	17	13	18	12	90
Number of injured (number))	223	159	144	137	115	106	884

2016년도



Gas Fire Case - Pohang



with a steamer cooker
boiling gomtang for a long time
Gas stove due to medium
overheating
Fire to nearby fire
a built-in fire

Gas Fire Case - Pyeongtaek



in the stove
She's got a gas fire.
A neighbor's grandmother
with the lights on.
on one's way home
a fire caused by overheating

Case of gas explosion – Yeongdeungpo, Seoul



For use in commercial
buildings.
ineligible gas meter
The valve has no cause.
It's open and leaking gas
an accident blown up by

market current situation

- ✓ Increased social awareness of gas accident damage
- ✓ The Appearance and Competition of Gas Safety Blocker Manufacturers
- ✓ Supply of gas safety prevention devices to the government and related agencies

On the rise
gas safety shut-off
device

But...

Automatic valve control after a certain period of time when using gas

Practicality ↓

- ✓ How the electronic valve is shut off after a certain period of time by setting the timer

Smoke detection and valve control in case of fire and earthquake

Safety ↓

- ✓ Control valves and cut off gas supply by detecting smoke caused by fire

Leakage gas detection and valve control in case of gas leakage

Possibility of accident ↑

- ✓ Automatic control and shutdown of valves when gas is detected using a gas detection sensor

Implementing a Safe Society through the Innovation of Gas Safety Blocking System

A safe product

- Blocking gas safety, which is the product's original function, should be perfect under any circumstances.
- Ensures customer confidence through proactive preventive functions for the causes of gas safety accidents.

Customer centred

- It provides automated gas safety blocking to provide convenience for customers to use gas.
- It provides an interior function that can add class to the kitchen environment with sensuous design

leading-edge technology

- It needs to be able to improve functions and performance by applying high-tech technologies such as IoT and AI.
- We need to upgrade products with advanced technology through continuous R&D

social contribution

- Implement the ideology of providing eco-friendly products and implementing a safe society.
- The growth of the company should be generated from customers and its performance should be returned to society.



Proceeding with commercialization

Sortation	12월	19.1월	4월	5월	'20.1월
Product development					
production line build					
raw material Procurement /Production					
mass-production product sale					

Product development

- Completed design development of design, circuit and app
- Acquiring KC Certification: November 15

production line build

- Fabrication of Molds and Establishment of Mass Production System: End of September
- Establishing a Production Line: During November

mass-production sales

- Raw Materials Procurement Period: Up to 8 weeks
- Mass-production operation and market launch in July

marketing strategy

Target the client.

- General Home (Apartment, Housing)
- a restaurant
- Public offices and industrial sites

Positioning

- Differentiate from other products
- High-quality, high-functioning position
- Advanced products to prevent gas safety accidents

Product

- Functional differentiation of high-tech grafting (IoT, AI)
- Consideration for the socially disadvantaged, such as the disabled, the elderly and the weak

Price

- Market price lead strategy (price differentiation)
- Flexible pricing policy operation

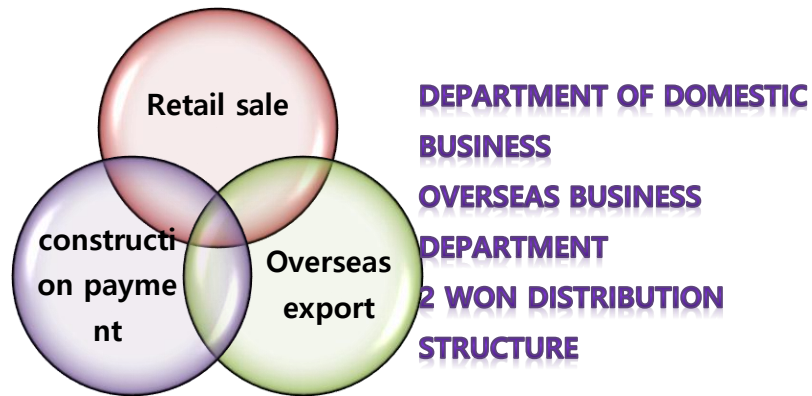
Place

- Domestic and Foreign Business Departments Organized
- Establishment of distribution network for construction site, procurement office, branch office, and agency

Promotion

- Early establishment of brand awareness
- Promoting strategies for selling media and home shopping
- Participation in exhibitions at home and abroad

Distribution and Market Strategy



Sales target

(단위:억원)

A place of sale	'19	'20	'21
construction payment	15	20	30
general sale	10	20	40
Procurement Agency	5	10	20
Overseas export	3	10	10
합계	33	60	100

How to Achieve Sales Goals

Retail sale

- Opening of a regional sales branch
- Recruitment of National Sales Outlets
- Delivery of the procurement office (government agencies and government offices)
- Selling Internet shopping malls
- Professional Sales (Master)UDICO Trade Establishment Operations

construction payment

- New apartment, apartment, apartment, villa, multi-family housing, etc. in order to connect the construction company.
- Strengthening the sales force of existing apartment units
- Utilize government export support policies
- Linkage of domestic export companies and localization of overseas branches

Overseas export

- ❖ Agreement on the Payment of New Apartment Construction Sites
- ❖ - Jeongseon District, Hanam, Paju, Gangwon Province, Gyeonggi Province
- ❖ - Gwangju, Gyeonggi Province (Docheok, Oppo, Yangberly)
- ❖ - Seoul Gwangjin, Incheon District
- ❖ Japan Export Convention (Duson International)
- ❖ - \$300,000 export agreement with a company specializing in exports

Order and the status of the contract



**"IT WILL BE A GROWING
COMPANY IN THE
WORLD"**