

: 가

1. :

1.1

가 , 'The Flash' . 2014 ,
 . 2 가
 (Sports Creator)' 'IP' (Intellectual Property Business)'
 2024 2026 (Short-form Content)
 (Fandom Economy)'가 가
 (Heritage)— 1 ,
 가 ' IP' 가 ,

1.2

- (Brand Identity Reconstruction): , ,
- (Content Matrix Design): (Shorts/Reels/TikTok) 가
- (Revenue Diversification): D2C(Direct to Consumer) , (/), (VR/Gaming)
- (Lifecycle Roadmap): , 10 , 20

2.

2.1

가 가 ' () SNS
 (Media Ownership)'

	1 ()	2 ()	3 ()
	TV ,	, PPL	(PB), , IP

	1 ()	2 ()	3 ()
	,	,	, 가 ,
	,	(),	(), ()
	,	,	,

가 2 IP 3

2.2 SWOT

2.2.1 (Strengths)

- 가 : 2014
- (Visual Impact):
- :

2.2.2 (Weaknesses)

- : IP 가 가
- : (,)가 ,
- '가

2.2.3 (Opportunities)

- : 가 가
- : 가 ,
- 가 IP : < > VR
- 가

2.2.4 (Threats)

- : 가
- :

(Main Base)		2 (/ 8). , ,
(Brand Image)		DM , OOTD(), Q&A .
(Viral Factory)	MZ	15 (#Boxing #Speed #ShinJongHun).

5. (Business Model & Revenue)

가 (Product)', ' (Place)', ' (Knowledge)'

5.1 D2C (Direct to Consumer) : SJHB (Shin Jong Hun Brand)

5.1.1 가

가 () 가 (,) ' (Masstige,)'

	(가)	(USP)	가	
Signature	The Flash Rope ()	, 2	25,000 ~ 35,000	,
Entry	Easy-Wrap ()	가	20,000	,
Apparel	Champs Hoodie ()	,	79,000 ~ 89,000	HDEX,
Gear	Pro-Sparring Gloves (Foam)	가 ,	150,000 ~ 200,000	,

가 : PVC 7,000 ~12,000 . SJHB 2~3 가 , “

5.1.2

- **OEM/ODM** : 가 , (가) 'Quality Assured by Legend'
- **(Drop)** : (Limited Edition) “ 100 , 1:1 ”

5.2 :

- 가
- (SOP):
- : 가
- (Boutique Gym)' 2030
- : 가 , SJHB

5.3 (Knowledge Commerce)

- : “ 1 ”, “ (Resilience)”, “
- (VOD): 101,

5.4 IP :

- VR/AR : (Meta Quest) VR (: Thrill of the Fight) 가 가
- : VR (:) 가

6. : (Legacy)

가 가

Phase			
Phase 1	2026 ~ 2027	가	30 , SJHB , 10 (1)
Phase 2	2028 ~ 2030	가	50 , (S-League)
Phase 3	2031 ~		가 가 (),

7. (Risk Management)

7.1

- :
- :

7.2

- : 가
- : 가
- SNS

7.3

- :
- :

(MVP)

가
(Lean Startup)

8. (Conclusion)

가 가 'DNA' ()

가 ()

'The Flash'

가

- ()
- , ,
-
- 가 ()
-
- VR
-
- IP
-

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