

Idol Trainee Challenge

Episode 2. in Kazakhstan

Proposal for Partnership

2026

CONTENTS

01 Project Overview

02 Technology & AI Integration

03 Program Structure

04 Timeline & Milestones

05 Marketing & Promotion Strategy

06 Follow-up Project

07 Partnership Structure

08 Revenue Model

09 Letter of Proposal

10 Appendix



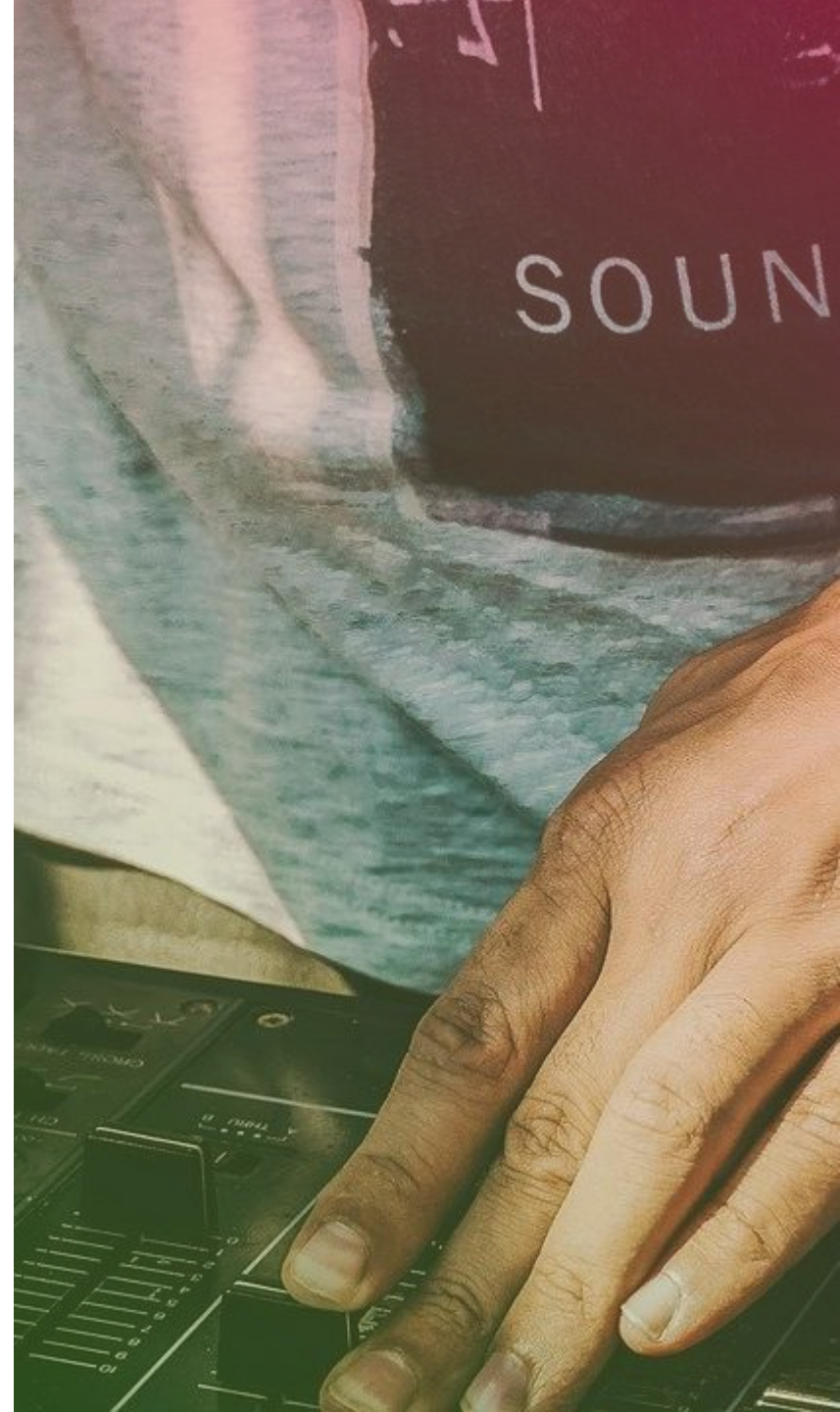
PROJECT OVERVIEW

SUMMARY

The AI Singing Game and AI Dancing Game are designed as modern cultural consumption tools that complete the collaboration between Kazakhstan's pop culture and K-POP. By expanding new patterns of pop culture consumption, these initiatives aim to lead the global pop culture market and realize the creation of a new **KAZ-POP**.

This project is a K-POP audition platform that integrates AI technology, digital (mobile) games, and media with K-POP, and represents a new form of survival audition broadcast content.

We will identify and nurture high-potential trainees with strong growth capabilities, with the objective of developing sustainable global idols.



PROGRAM NAME
TARGET
FORMAT

We ...

“We would like to blend with your culture.”

**PROGRAM
NAME**

**Find !
The main character
Of this song.**

TARGET

**Nationwide youth
(ages 15–25)**

**PROGRAM
FOMAT**

**Survival audition
utilizing
AI and mobile games**

This program is an AI-driven survival audition program in which participants are selected through AI-based mobile games during the preliminary rounds, and evaluated in the main competition by both an AI robot and senior K-POP idol artists, forming a new type of audition platform.

The eligibility criteria for participants may be adjusted as necessary in accordance with applicable local laws and regulations.

This is a new K-POP survival audition platform and broadcast content that integrates AI-based mobile games with K-POP.

EXPECTED EFFECTS



Broadcasting Stations

1st CORE EFFECT

Increase viewership and advertising revenue

Through the K-POP audition format, viewership can be increased and advertising revenues, including PPL, can be maximized.

AI & Media Tech Innovation

1. Broadcasting can be modernized through the application of AI-based evaluation, metaverse stages, and AR performances.
2. These innovations can be further expanded into future applications in education, healthcare, and other entertainment sectors.

2nd CORE EFFECT

New platform expansion

1. Content can be widely disseminated through various social media platforms such as TikTok, YouTube, and Instagram, → leading to a significant increase in viral impact.
2. Collaboration with OTT platforms is possible to reach global K-POP consumers.

3th CORE EFFECT

Global Collaboration Opportunities

By developing an audition platform that applies AI-based evaluation systems and digital technologies, this project opens the door to entry into the global market.

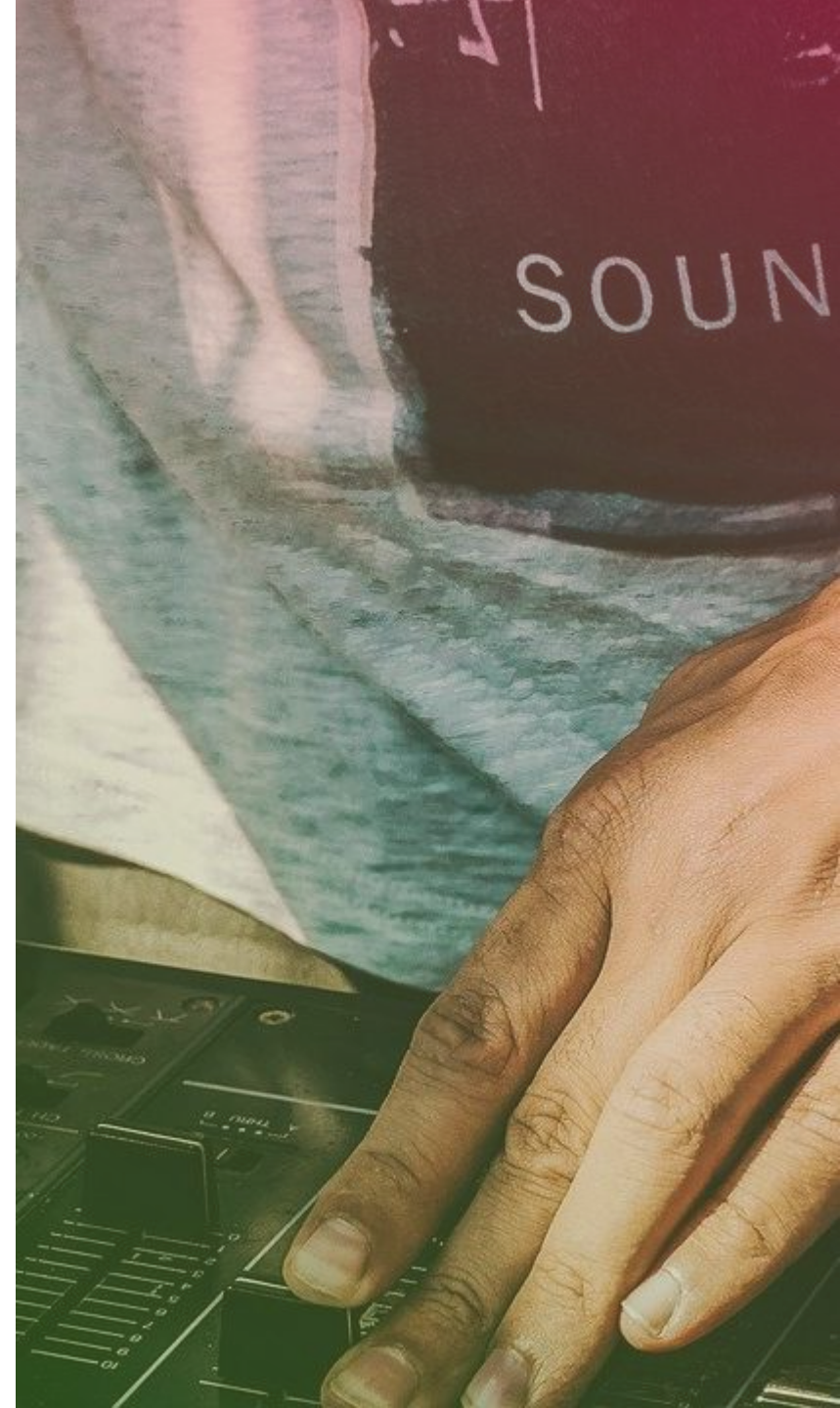


TECHNOLOGY & AI. INTEGRATION SUMMARY

1. Potential talent is identified through mobile Dancing Games and Singing Games. Participants who perform well in the Dancing Game are evaluated as having strong dancing abilities, while those who perform well in the Singing Game are evaluated as having strong vocal abilities.

2. AI Robot Evaluation: The AI robot “**BUSKER**”, which is primarily responsible for technical evaluation, assesses elements such as pitch, rhythm, and vocal volume, while artistic evaluation is conducted by senior K-POP idol artists and industry experts.

3. Media Convergence: The main competition stage is enhanced through a combination of interactive media and AR visuals, and K-POP concerts are organized featuring the selected participants.





AI MOBILE GAME

Singing Game

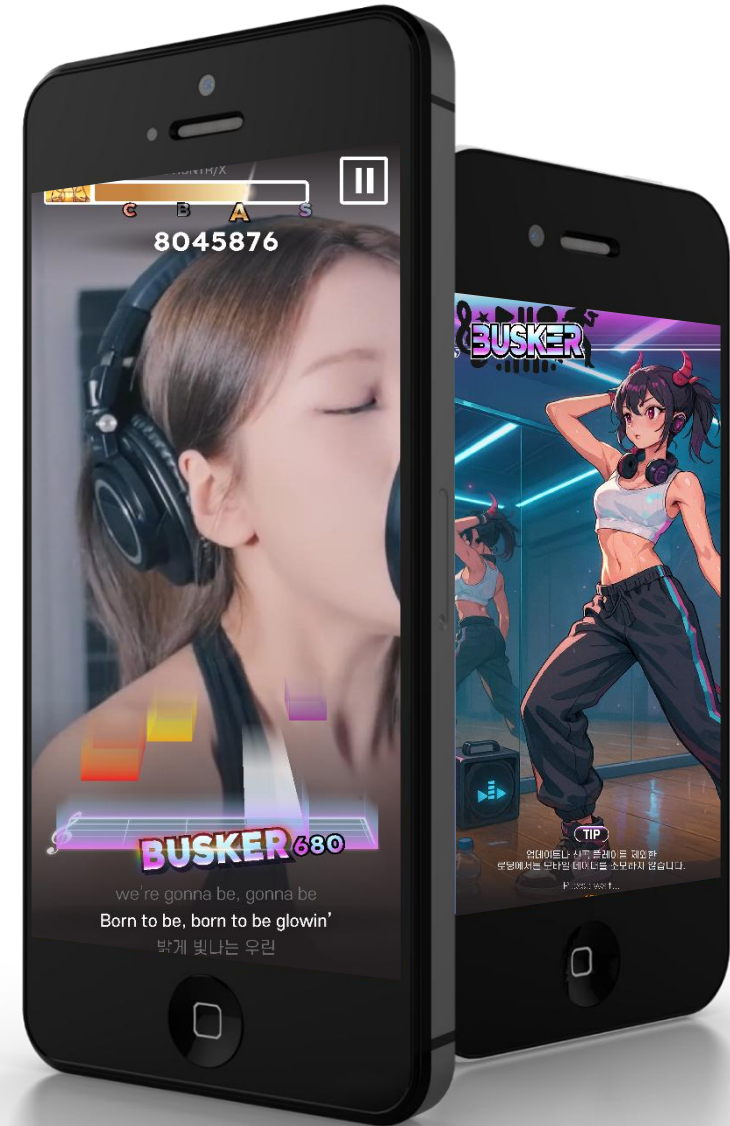
Evaluation elements such as pitch, rhythm, and vocal volume are technically quantified and converted into numerical scores.

Dancing Game

Elements such as motion, rhythm, and the degree of alignment with the silhouette are technically quantified and converted into numerical scores.

Preliminary Round

In the preliminary round, the top 100 participants are selected based on the combined total of technical scores from the Singing Game and Dancing Game, along with engagement scores derived from the sharing of game videos on social media.



Ai 로봇 (진행자)

인터랙티브 미디어

AI ROBOT # BUSKER

Main Round Host : BUSKER

Main Round Technical Evaluation Panel : BUSKER

INTERACTIVE MEDIA

Live broadcasts and concerts will incorporate interactive media and AR visuals.

Main Round

Technical Evaluation : AI Robot [BUSKER]

Artistic Evaluation :

Conducted by K-POP idol stars and K-POP industry experts

Final Selected Participants : 30 individuals

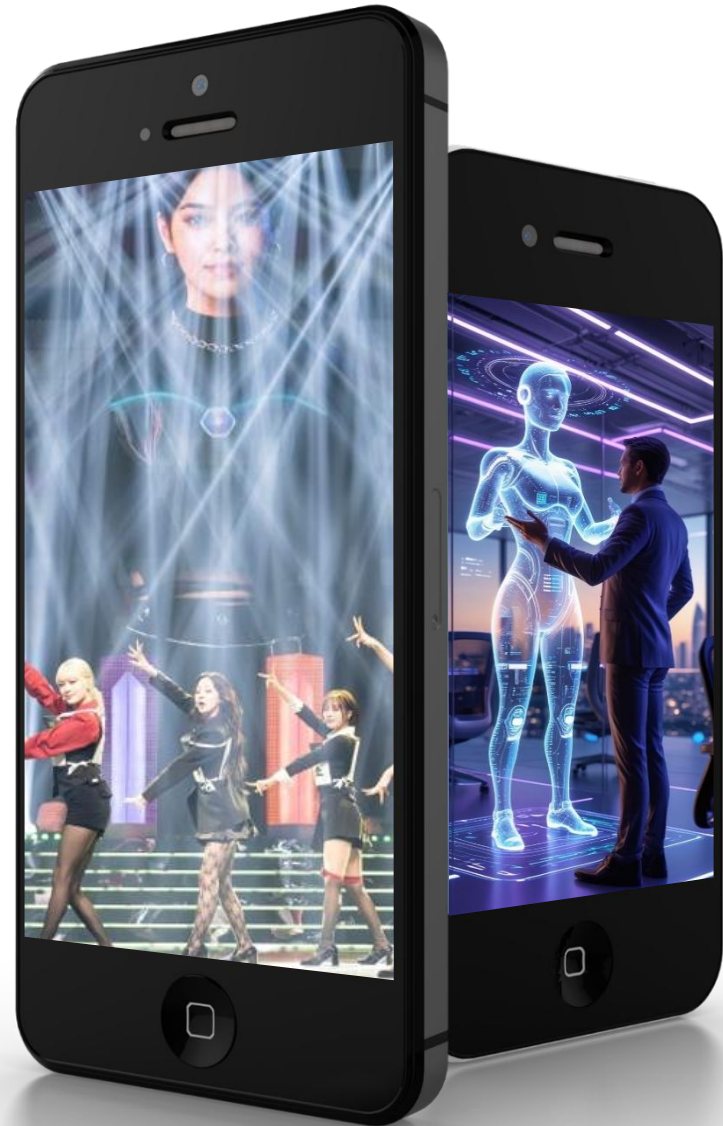
Champions :

2 individuals (1 Singing Champion, 1 Dancing Champion)

Trainees : 18 individuals

Additional Selections from Eliminated Participants :

10 individuals





PROGRAM STRUCTURE SUMMARY

Preliminary Round

1. Eligibility : Open to all individuals aged 15 to under 25

2. Game Rules

- The game is conducted on an individual basis.
- Participants are selected based on higher game scores.
- Game scores are calculated by combining technical scores and fandom scores (SNS engagement scores).
- Fandom scores are calculated by sharing each participant's game video on their personal SNS accounts, with the level of engagement converted into numerical scores.
- Artistic scores are applied only in the main round.

3. Number of Selected Participants: 100

Main Round

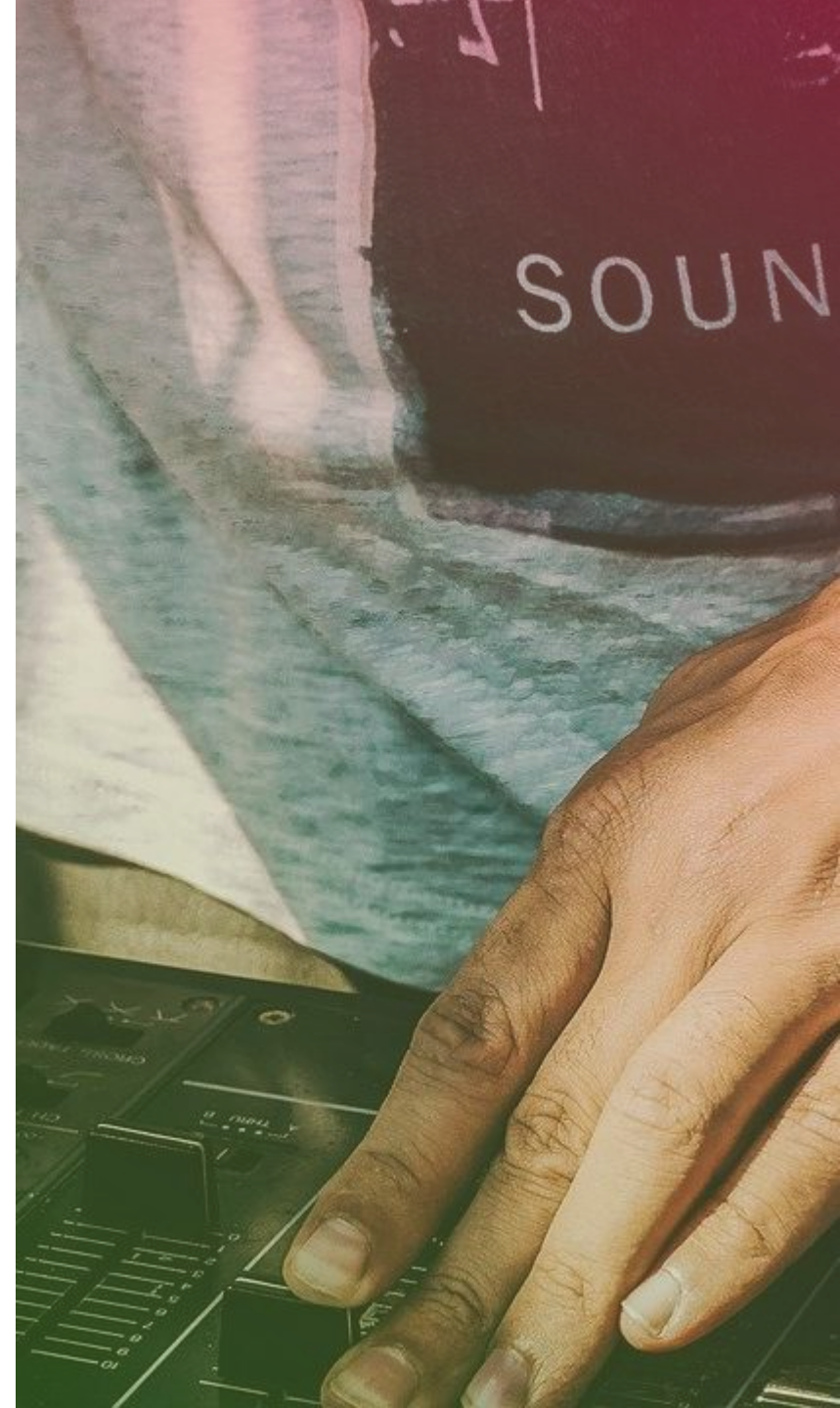
1. The main round, in which 100 participants who have passed the preliminary stage compete, will be conducted through individual and/or group-based competitions.

2. Game Rules

- Team composition will be determined randomly.
- A repechage (elimination revival) round will be applied twice.
- Evaluation scores will be calculated based on a combined total of technical scores, artistic scores, and fandom scores
(Technical Score 40% + Artistic Score 40% + Fandom Score 20%).
- The final number of selected participants will be 30, including 2 champions.

Benefit

Prize money + K-POP Academy training in Korea (3 months) + Idol debut



Preliminary Round

Game Rules

- a. The game is conducted on an individual basis.
- b. Participants are selected based on higher game scores.
- c. Game scores are calculated by combining technical scores and fandom scores (SNS engagement scores).
- d. SNS engagement scores are calculated by sharing each participant's game video on their personal SNS accounts, with the level of engagement converted into numerical values.
- e. Artistic scores are applied only in the main round.

Eligibility

Open to all young individuals aged 15 to 25

01

Number of Selected Participants

100

(Dancing: 50 / Vocal: 50)

02

Game Format

Individual-based games, divided into Dancing Game and Vocal Game

03

04

Selection Method

Selection based on top game scores
(Technical Score + SNS Engagement Score)

The preliminary round is designed to evaluate talent that can demonstrate measurable improvement through sufficient practice prior to the main round, ensuring that any participant who makes a dedicated effort has a strong chance of being selected.

In the preliminary round, evaluations are based on a weighted score consisting of **technical scores (50%)** and **SNS engagement scores (50%)**.

Main Round



A. Pre-recorded Broadcast + Live Broadcast

1. Team-based training and education footage, battle performance recordings
2. Once per week × 5 weeks: total of 5 broadcast episodes
3. The final episode out of the five will be conducted as a live broadcast
4. Special episode: production of a documentary covering the period from selection through debut

C. Judging Panel Composition

Technical Evaluation : AI Robot “BUSKER”

Artistic Evaluation :

3 K-POP experts + 2 local experts

Fan Voting :

SNS engagement scores + live online fan voting

B. Score Allocation

Technical Score (40%)

+

Artistic Score (40%)

+

Fan Voting (20%)

D. Judging Panel Line-up

Expected Line-up

- 1 former K-POP idol singer
- 1 K-POP singer-songwriter
- 1 K-POP critic
- 1 Kazakhstan-based singer
- 1 Kazakhstan-based pop music expert
- AI Robot: BUSKER

CHAMPION BENEFIT



Prize money + K-POP Academy training + K-POP debut (live performance)

Prize Money (2 Winners) : $[(\text{Total Participation Fees} \times 20\%) \div 2 \text{ winners (1 dancer + 1 singer)}]$

K-POP Academy Training (20 participants) : Three-month visit to Korea to complete K-POP training programs (free of charge)

Additional Selection from Eliminated Participants (10 participants) : Three-month visit to Korea to complete K-POP training programs (free of charge)

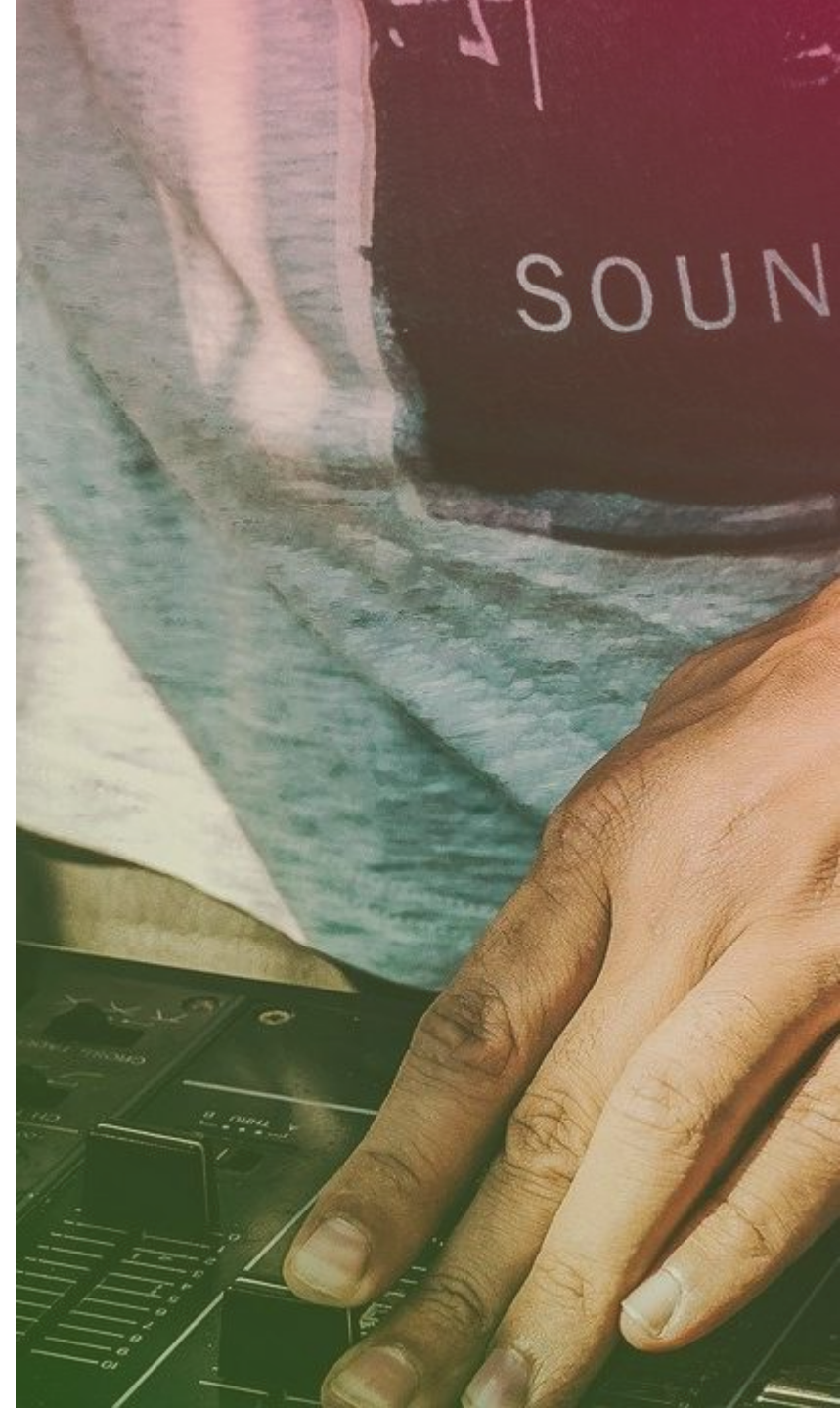
K-POP Debut : Debut through a concert after signing an exclusive contract with a local entertainment company



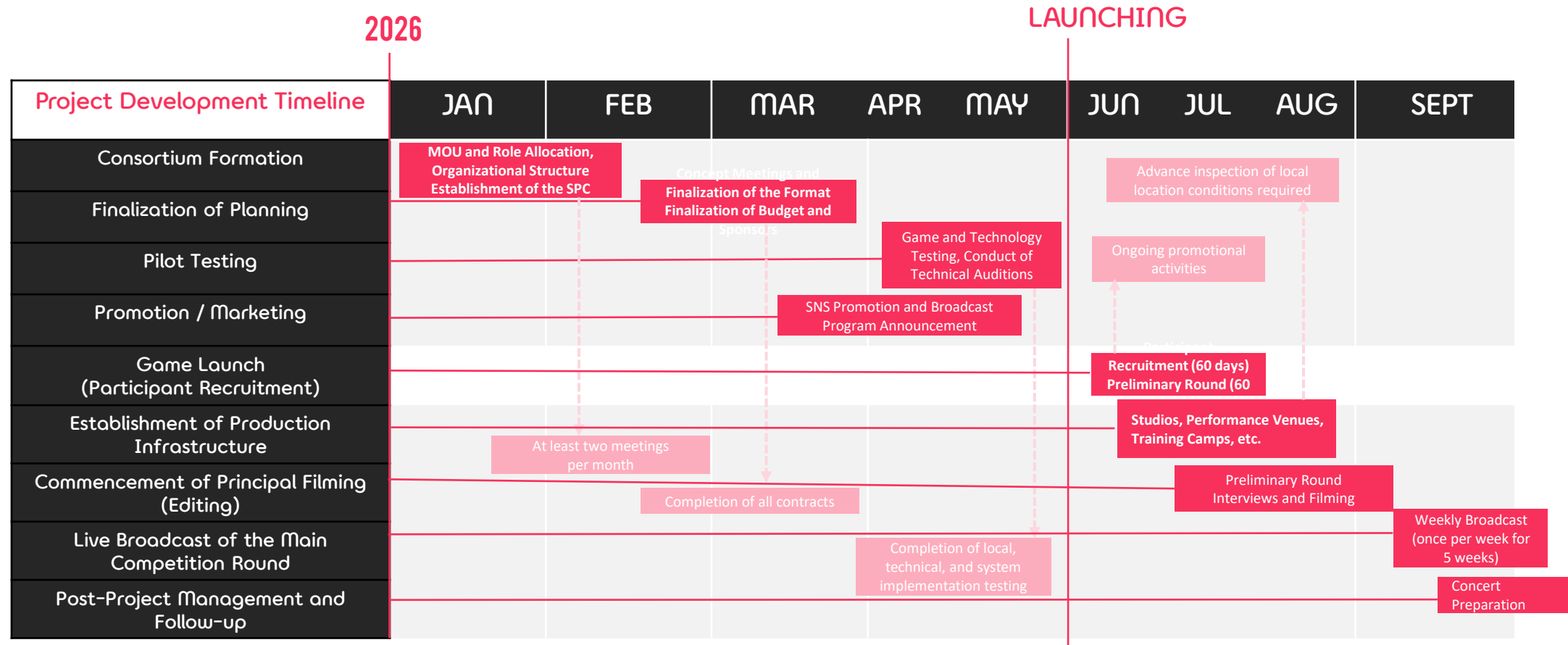
TIMELINE & MILESTONE SUMMARY

Project Development Timeline

1. Consortium Formation
2. Finalization of Project and Broadcast Content Planning
3. Pilot Testing
4. Promotion / Marketing
5. Game Launch (Participant Recruitment)
6. Establishment of Broadcast Production Infrastructure
7. Commencement of Principal Filming (including editing)
8. Main Competition Round (weekly broadcast for 5 weeks)
9. Post-Project Management and Follow-up



EXPECTED TIMELINE



This schedule is tentative and subject to change.

MILESTONES

First, a three-company consortium will be formed, consisting of a broadcasting company, an entertainment company, and a planning/management agency.

After accurately analyzing and verifying the local conditions, a precise project plan will be developed.

In addition, a thorough technical testing phase must be completed in order to finalize the content properly. To secure sponsors, it is necessary to accurately forecast both the number of participants and the television viewership.

Finally, the role of the local entertainment company is crucial in preparing and organizing the concert.

Consortium Formation

Execution of MOU and MOA
Finalization of the Project Plan
Establishment of an SPC

01

Participant Recruitment

Preliminary Round Event
Game Launch

03

Concert Organization

Completion of K-POP Academy training
K-POP Debut
Hosting of a local K-POP concert

05

Mock Audition

Completion of Technology
and System Testing
Technology-Based (Mock) Audition Event

02

Main Competition Round

4 recorded broadcasts / 1 live broadcast
(Once per week × 5 weeks)

04

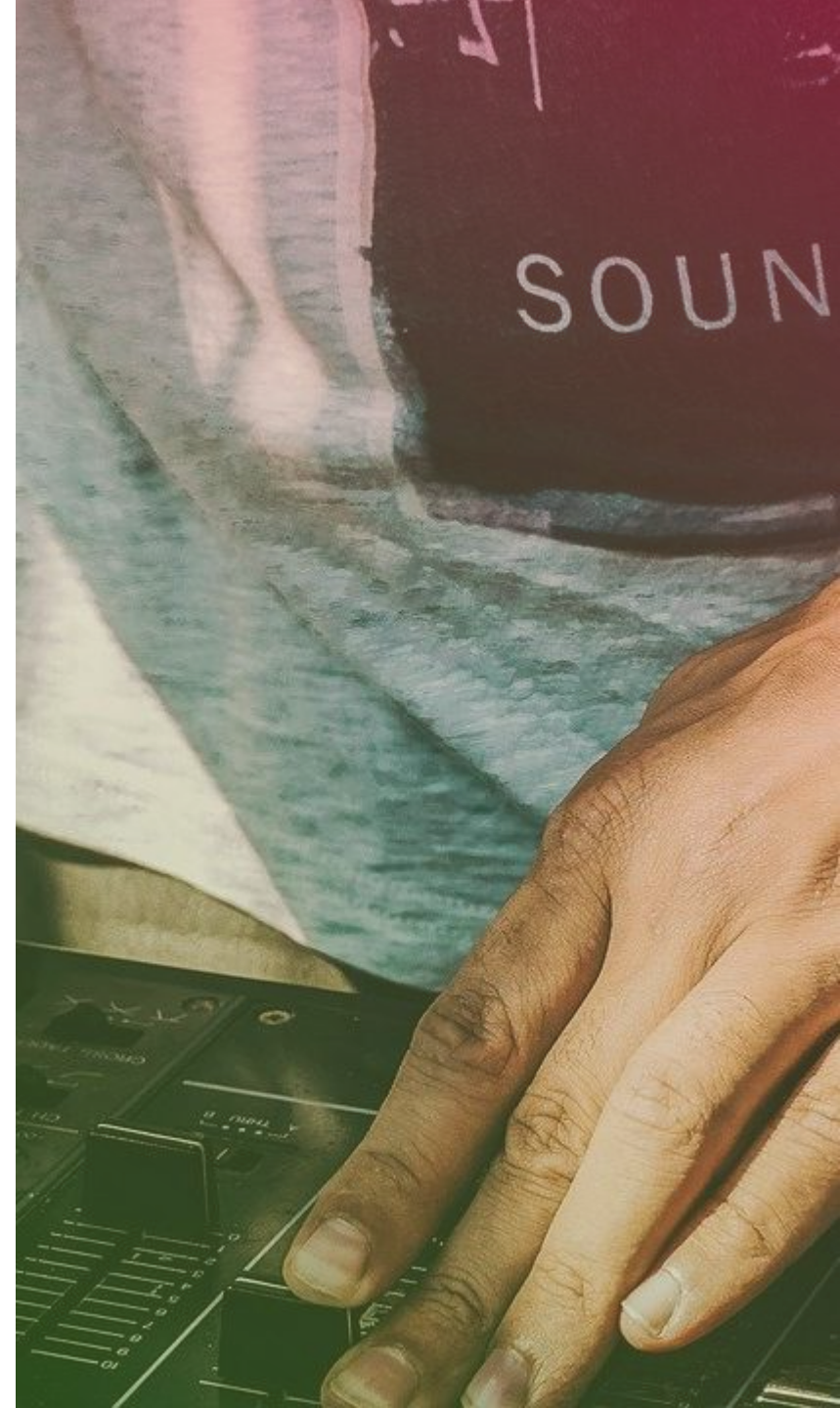


MARKETING & PROMOTION STRATEGY

SUMMARY

Marketing should be carried out broadly, focusing primarily on participant recruitment advertisements, through broadcasters and local social media channels.

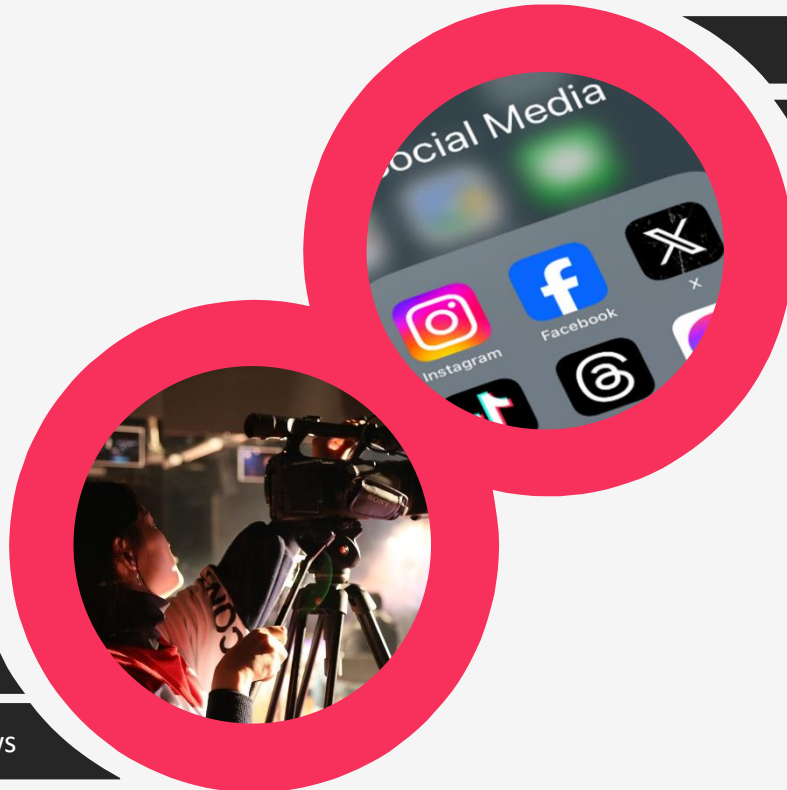
Sponsor product advertisements should also include information about audition participant recruitment and be promoted accordingly.



MARKETING & PROMOTION



4	Public Service Channel Advertising
5	Sponsor product advertising + audition participant recruitment promotion
6	Local Media Interviews



SNS Content Promotion Strategy	1
Sponsor product advertising + Audition participant promotion	2
Utilization of SNS influencers	3

SPONSOR

Produce sponsor product advertising videos and use them as promotional videos for the audition broadcast program.

INFLUENCER

Participation of global K-POP influencers

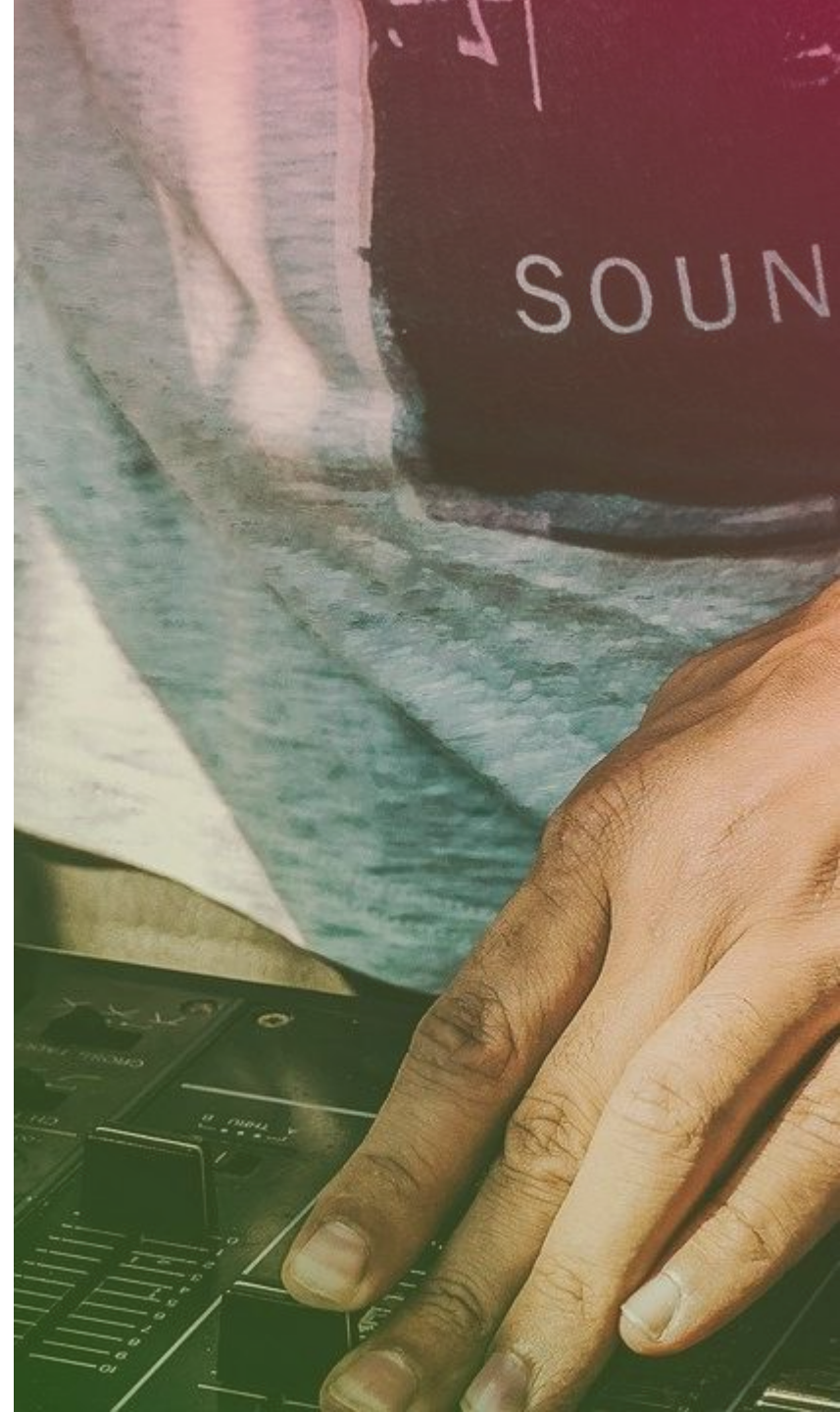


FOLLOW-UP PROJECTS

SUMMARY

After Season 1...

- Reorganization of the consultative body for the preparation of Season 2
- Training and concert preparation for IDOL debut
- Expansion of local entertainment business



FOLLOW-UP PROJECTS



Entertainment
In KAZAKHSTAN

Debut Concert
In KAZAKHSTAN

Season 2

Selected trainees will sign contracts with local agencies, complete K-POP academy training in Korea, and make their debut as Global IDOLs through a debut concert in their home country.

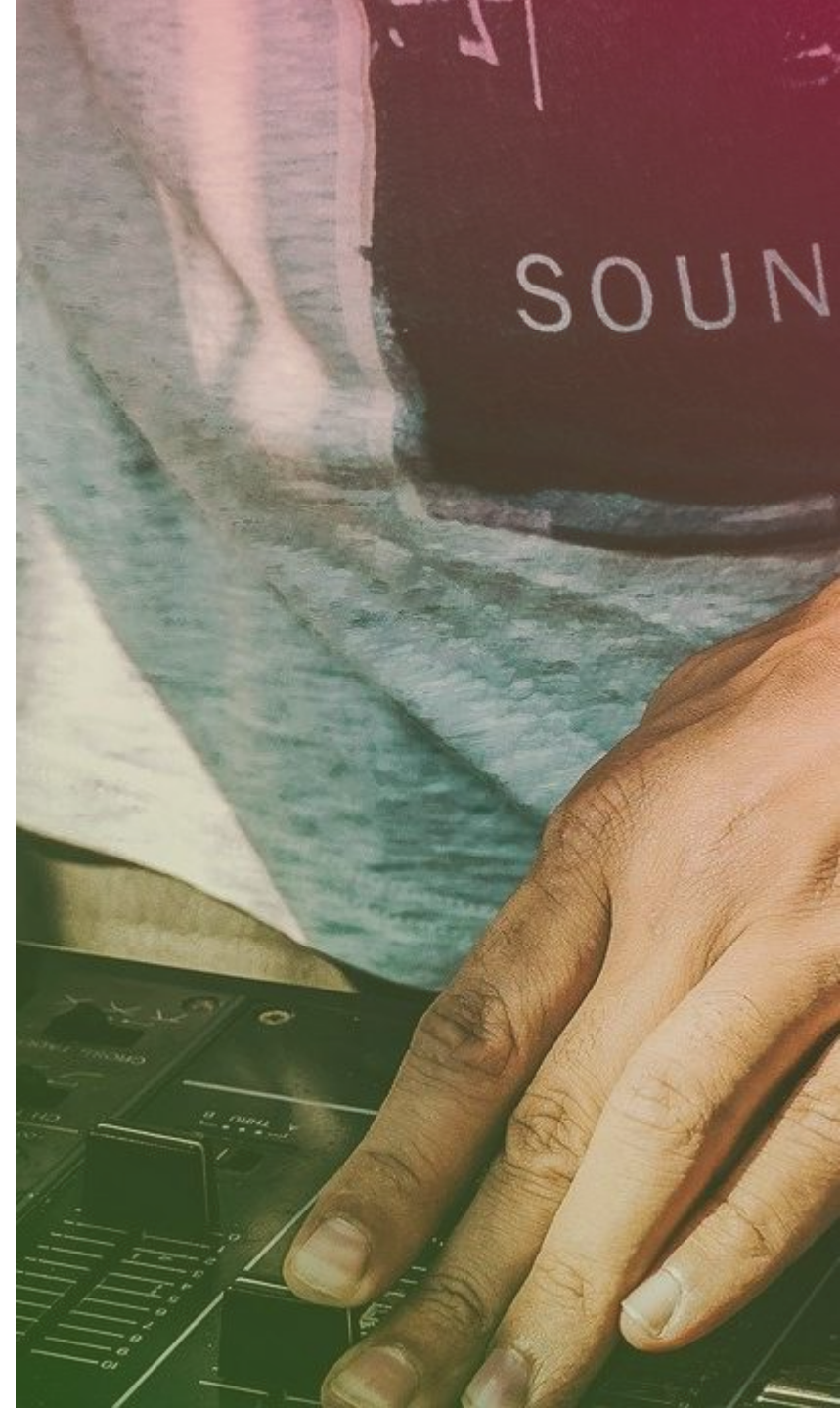
To create a new generation of IDOLs, we plan to prepare Season 2.



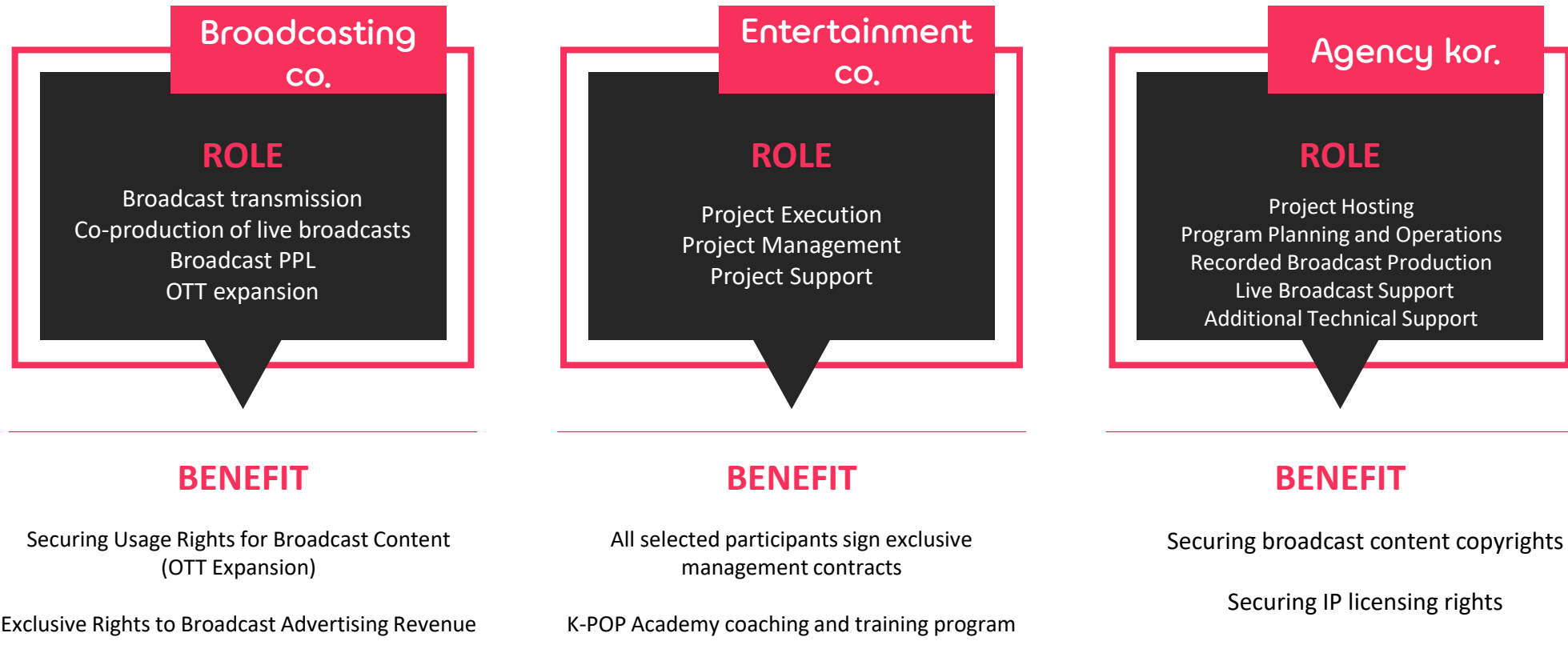
PARTNERSHIP STRUTURE SUMMARY

[Broadcaster +
Entertainment Company +
Program Planning Company]

1. Formation of a three-company consortium
(Roles & Benefits)
2. Establishment of a local SPC entity

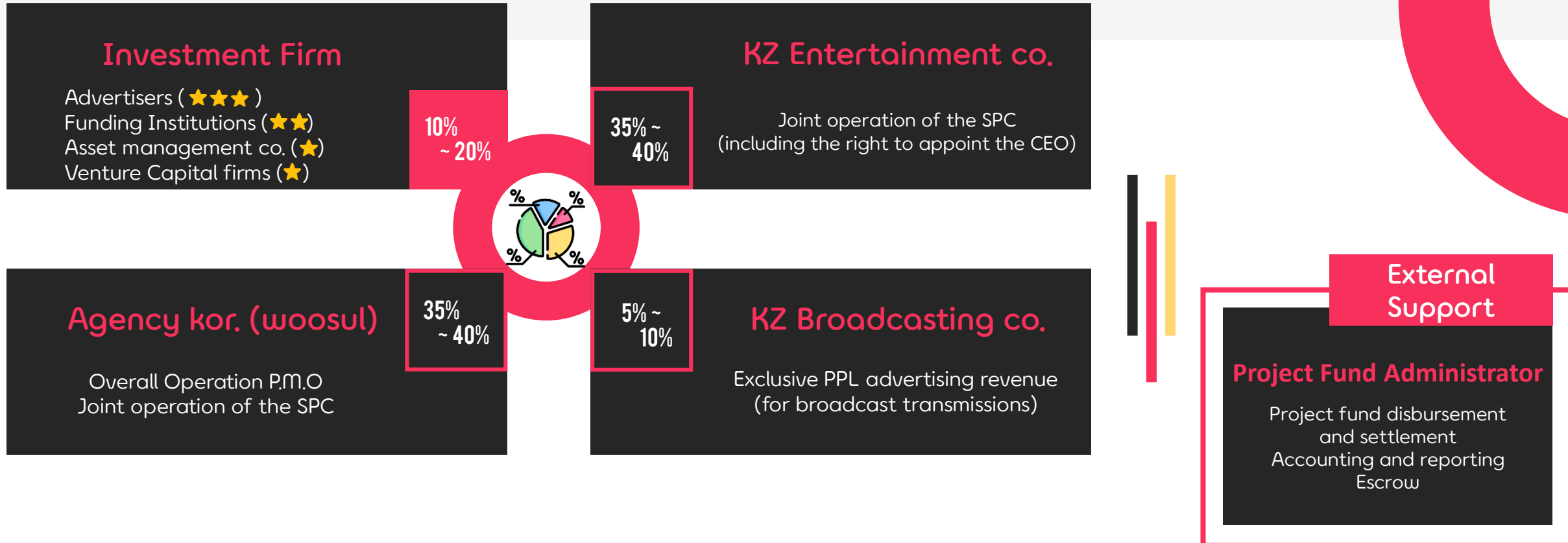


ROLE & BENEFIT



“A three-company consortium structure is absolutely essential.”

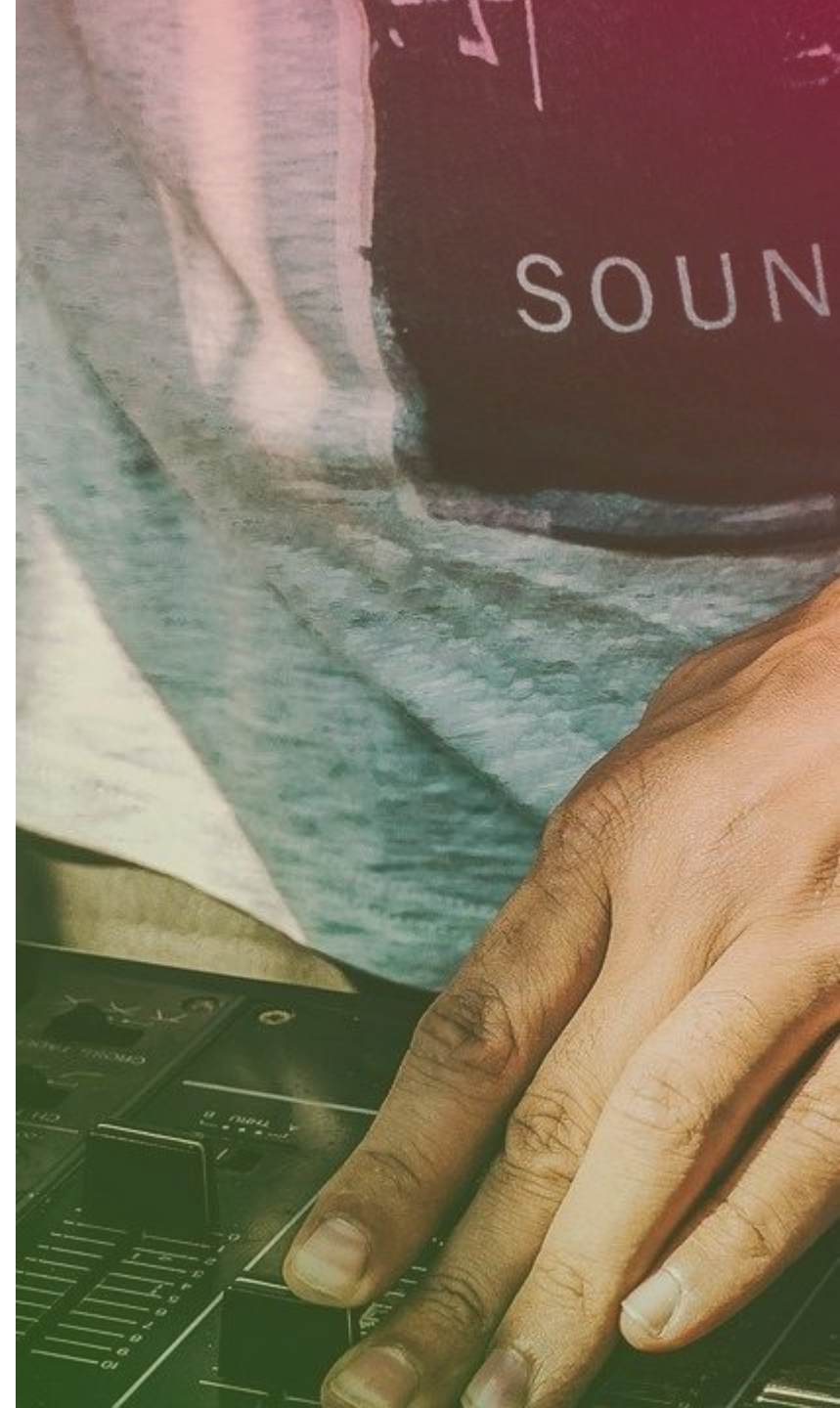
SPC Entity Structure





REVENUE MODEL SUMMARY

- A. Digital music download revenue (= participation fee)
- B. Broadcast advertising revenue
- C. Automatic in-content advertising revenue on SNS content
- D. Broadcast content sales revenue (OTT expansion)
- E. Performance (Debut concert) revenue



REVENUE MODEL

Digital music download revenue

AI game music download fee

1. Participation requirement :
Download at least **5 out of 10 tracks**
2. Download cost (participation fee) :
Average USD \$ 50
3. Estimated number of participants :
300,000 people

Estimated revenue : USD 15 million

Advertising revenue

TV broadcast advertising revenue
SNS video advertising revenue

1. Sharing of preliminary-round content
2. Estimated reach :
300,000 people × 100 × 30 = 900 million views
3. Estimated revenue :
900 million views × KRW 30 (CPV) = USD \$ 18 billion

Estimated revenue : USD 18 million

Content sales revenue

Primary OTT revenue : USD 3.37 million
Secondary OTT revenue : USD 2.02 million
Ancillary businesses : USD 1.35 million

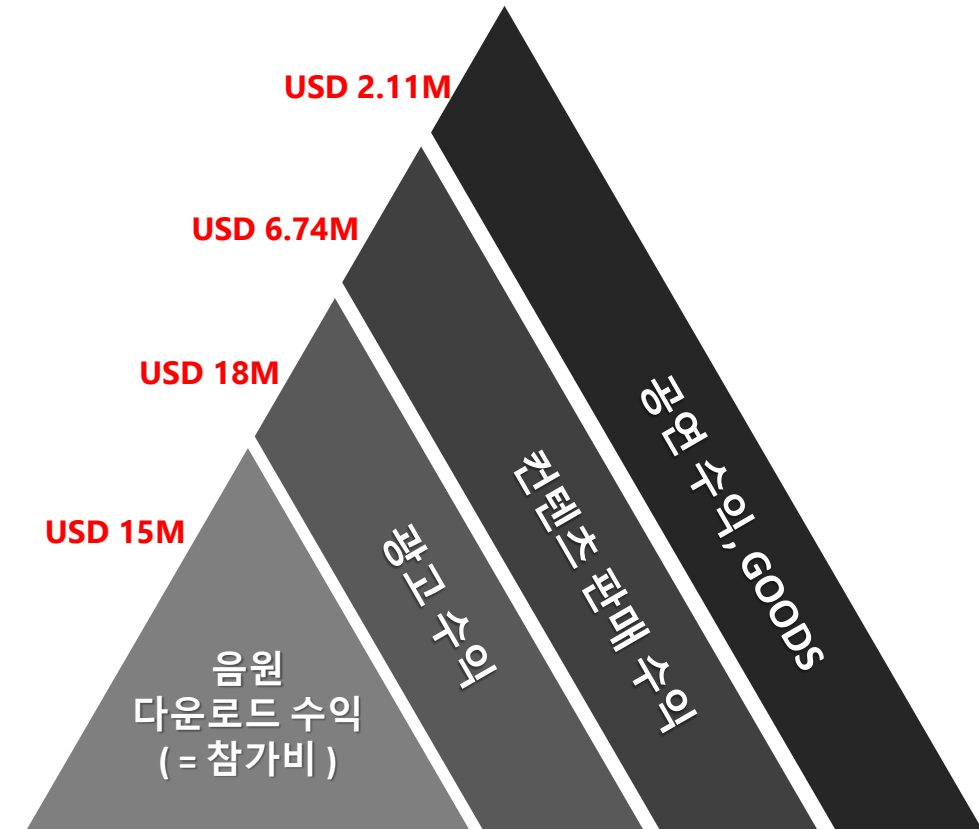
Estimated revenue : USD 6.74 million

Concert and merchandise revenue

Based on an arena-scale venue
(10,000 seats)

1. Ticket sales : USD 740,000
2. Advertising revenue : USD 670,000
3. (MD) sales : USD 350,000
4. Additional revenue : USD 350,000

Estimated revenue : USD 2.11 million



Total : USD 42 million

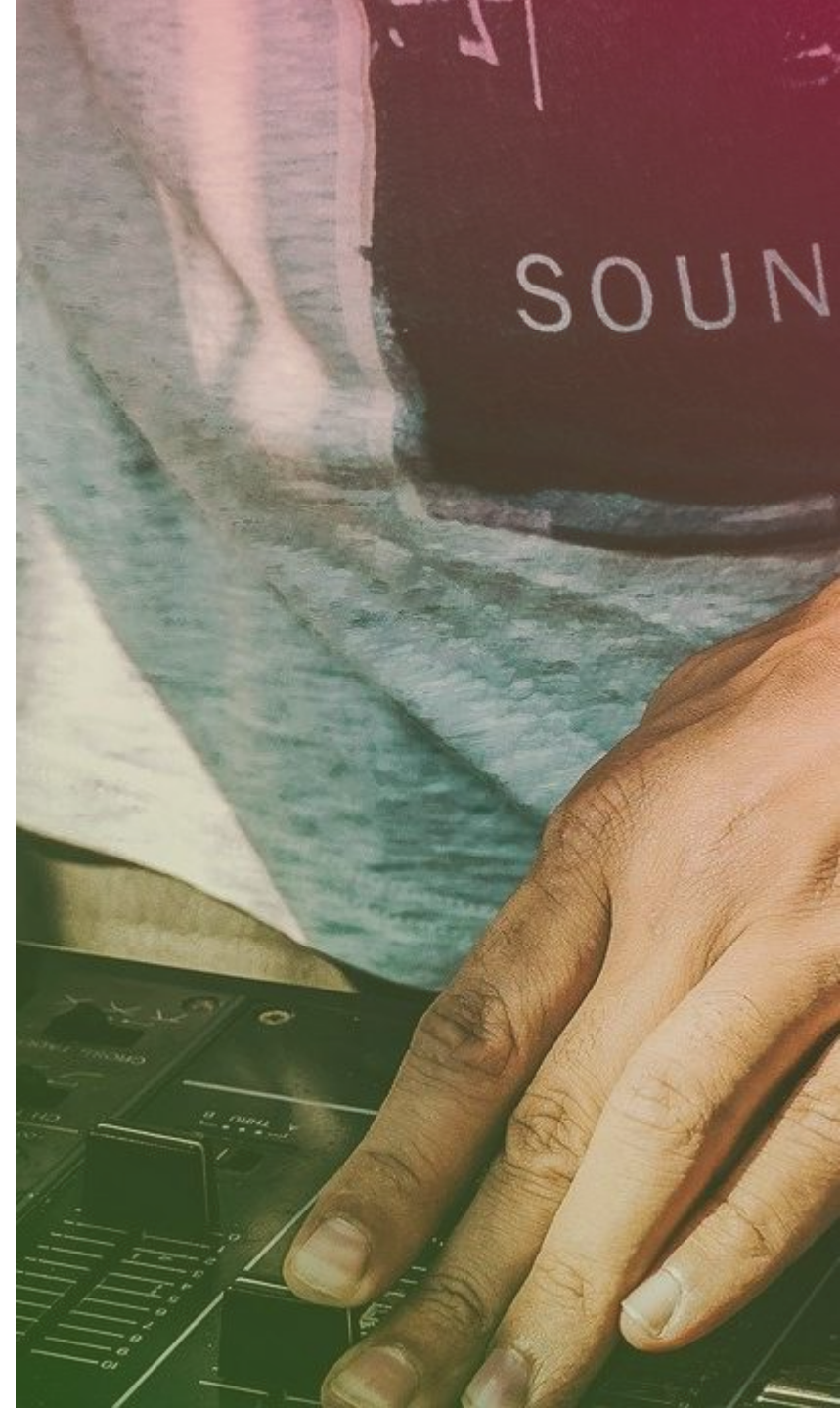


L.O.P

LETTER OF PROPOSAL

Proposal for the formation of a consortium and the establishment of an SPC to jointly promote an AI-based K-POP audition program.

1. Proposal for Consortium Formation
2. Proposal for the Establishment of an SPC (Special Purpose Company)
3. Proposal for a Phased Consultation Roadmap
4. Closing Remarks



Official Proposal Letter

CEO
COO



Document No. 20251267

Execution Date December 19, 2025

Requested by Officials of HIT TV, Republic of Kazakhstan
Representatives of Entertainment Companies in the Republic of Kazakhstan
Relevant Government and Public Institutions of the Republic of Kazakhstan

CC Relevant Stakeholders

Issued Date December 21, 2025

Strategic Proposal for Consortium Formation and SPC Establishment to Develop an AI-Driven K-POP Audition Program

Dear Esteemed Representatives,

We extend our sincere wishes for the continued growth and prosperity of your esteemed organization.

WOOSUL Co., Ltd. is a company that has planned and operated global projects integrating artificial intelligence technology with entertainment content. Through this proposal, we formally seek to establish a strategic partnership with broadcasting organizations and entertainment companies in the Republic of Kazakhstan.

This project is a new type of global survival audition program that combines AI-based mobile games, a K-POP audition format, and broadcast content. By integrating the cultural identity of Kazakhstan with the global competitiveness of K-POP content, the project aims to create a new popular culture ecosystem known as "KAZ-POP."

1. Proposal for Consortium Formation

For the stable implementation and successful execution of this project, we believe that the establishment of a three-party consortium, as outlined below, is essential.

[Kazakhstan Broadcasting Company]

- ① Broadcast programming and transmission; operation of local advertising and PPL
- ② Role as a media partner based on public interest and institutional credibility

[Kazakhstan Entertainment Company]

- ① Participant management and execution of local trainee contracts
- ② Operation of debut concerts and subsequent live performance businesses
- ③ Primary executing entity with expertise in the local cultural and industry environment

[Korean Planning & Technology Partner (WOOSUL)]

- ① Provision of AI-based audition systems and mobile game platforms
- ② Execution of program format development, IP management, and overall PMO (Program Management Office) functions
- ③ Planning and execution of global OTT expansion and subsequent seasons

Such a role-based consortium structure clearly defines the expertise and responsibilities of each participating party, thereby maximizing overall project efficiency and transparency.

Strategic Proposal for Consortium Formation and SPC Establishment to Develop an AI-Driven K-POP Audition Program

2. Proposal for the Establishment of an SPC (Special Purpose Company)

As this project has strong potential to expand beyond a single broadcast season into a sustainable global IP business, we hereby formally propose the establishment of a locally incorporated Special Purpose Company (SPC).

The primary objectives of establishing the SPC are as follows:

- ① To ensure clear separation and systematic management of revenue streams, including broadcasting, advertising, OTT distribution, live performances, and music-related businesses
- ② To facilitate investment attraction and secure financial transparency
- ③ To ensure legal and operational stability for Season 2, follow-up projects, and global expansion
- ④ To maintain a balanced framework of responsibilities and authorities through a joint operational structure

3. Proposal for a Phased Consultation Roadmap

Should this proposal be reviewed favorably, we intend to systematically conclude all agreements and contracts through the following phased consultation process.

- ① First Consultation (Seoul, Republic of Korea)
 - a. Comprehensive briefing on the project and Q&A session
 - b. Agreement on the principles of consortium formation
 - c. Discussion on the direction of SPC establishment and role structure
 - d. Review of the draft Memorandum of Understanding (MOU)
- ② Second Consultation (On-site in the Republic of Kazakhstan)
 - a. Inspection of local broadcasting and production infrastructure
 - b. Final consultation on legal, accounting, and administrative matters
 - c. Confirmation of the SPC establishment procedures
 - d. Execution of definitive agreements
(including broadcasting, IP, operations, and investment-related contracts)

Through this process, we aim to finalize all official agreements and contracts and to immediately proceed to the project execution phase.

4. Closing Remarks

This project goes beyond a conventional broadcast program and is envisioned as a strategic content initiative that will provide new opportunities for the younger generation of Kazakhstan while enhancing the country's brand value in the global cultural market.

We sincerely hope to advance this project successfully through a partnership founded on mutual trust, and we respectfully request your favorable consideration and response. Thank you.

NAME MATTIAS LEE



We will meet soon.

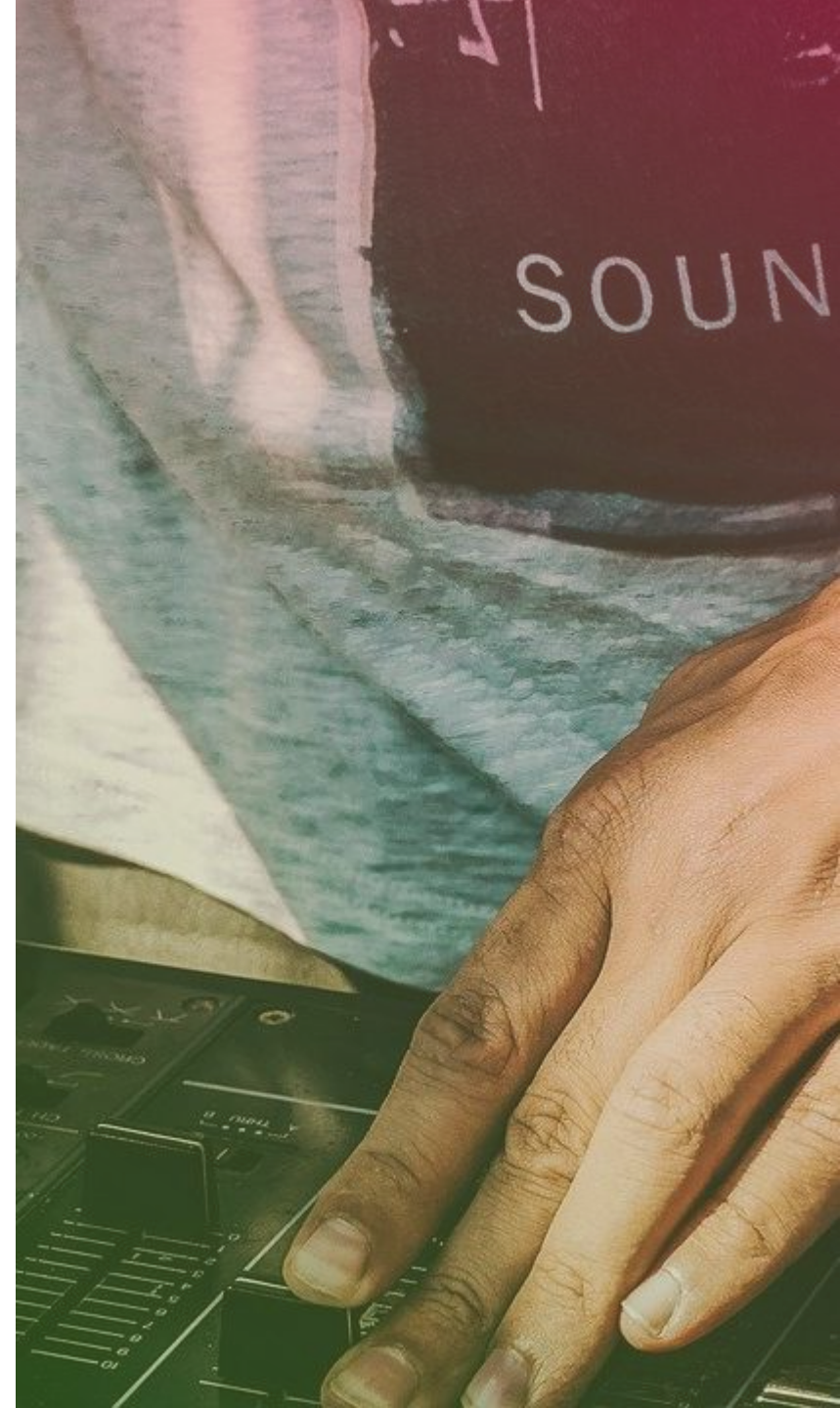
WOOSUL Co., Ltd.



APPENDIX

A. Project Teaser Video

B. Sample audio track
(killing part / highlight section)





SEE YOU GUYS!

"We'll be meeting soon."

This material was prepared by Woosul Co., Ltd."

www.aiwoosul.com