

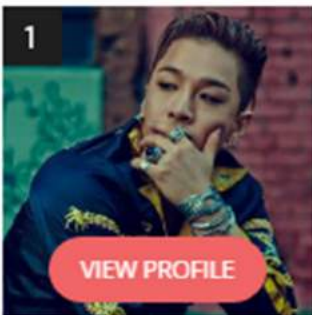
FAST FACTS

The Music Mind offers high-quality, one-of-a-kind K-Pop content including in-depth interviews, videos and editorials. We flex our music industry muscles and connect you with the stars directly. The Music Mind is your direct connection to the biggest stars in K-Pop.

Direct Communication

Kpop industry coverage has been clouded by tabloids and gossip. It's hard for fans to find out what idols really think, forcing them to rely on word of mouth and unsubstantiated rumors.

The Music Mind allows Idols to intimately connect with their fans by expressing their opinions and experiences directly on our website. We even work with idols to create exclusive behind the scenes videos unavailable anywhere else.



1

Taeyang (BIGBANG)

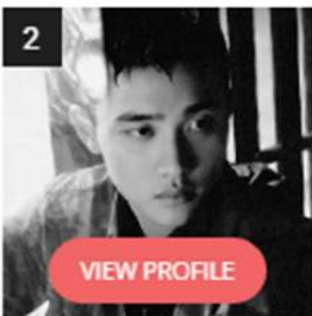
Hometown **Gyeonggi Province**

Education **Daejin University**

Zodiac **Taurus**

Religion **Christian**

[VIEW PROFILE](#)



2

D.O. (EXO)

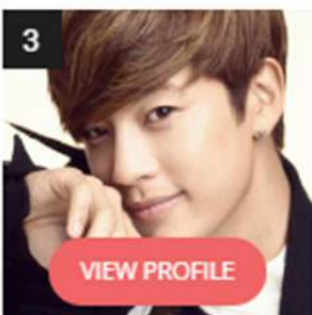
Hometown **Goyang**

Education **Baekseok High School**

Zodiac **Capricorn**

Religion **Christian**

[VIEW PROFILE](#)



3

Se7en

Education **Kookmin University**

Blood Type **B**

[VIEW PROFILE](#)

Who is The Music Mind?

We've worked for the big names in K-Pop like JYP Entertainment. That means we can give you backstage access and a chance to connect with the biggest idols in the industry.

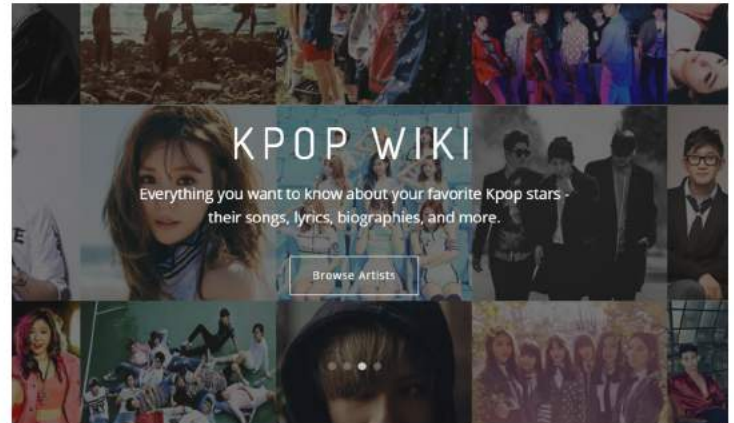
*The Music Mind is currently in the **Shift. Korea Accelerator**, as part of the **K-Startup Grand Challenge**.*

www.themusicmind.com

Information from Music Insiders

Beyond just idols, The Music Mind gets in-depth interviews with producers, choreographers and executives, so fans can see how their favorite songs and music videos are produced.

For fans who want more, our in-depth K-Pop database allows netizens to view the biographies, song lyrics and top songs lists of their favorite performers.



Artist Driven Content

K-pop has come a long way since the Hallyu wave began in 2008. The K-pop trend that began in East Asia has since spread all over the world. The rapid expansion of the K-pop industry makes it hard to keep track of the latest industry news and has paved the way for lazy reporting of rumors and often blatant lies.

Our artist driven content is like nothing else on the scene. No other Kpop website has a platform for artists to directly talk with their fans. Social media is good for short bites of life, but what about more meaningful pieces?

Strategic Integration

We'll also pair up idols with their favourite brands for exclusive sponsorship deals through music mind. Does Zico have a favorite coffee shop or sneaker brand? Great! He has a chance to write about the shop and promote it through our platform. We're going further than sponsored posts, we're tapping into what idols actually feel passionate about.

Writing Opportunities

K-Pop fans can also have their voices heard by becoming contributing writers on the main site and on blogs hosted on The Music Mind. More than just K-Pop, contributors and idols can write about the industry, personal experiences or even about Korean culture.

CONTACT

Ian Choe
CEO
ianchoe@gmail.com