

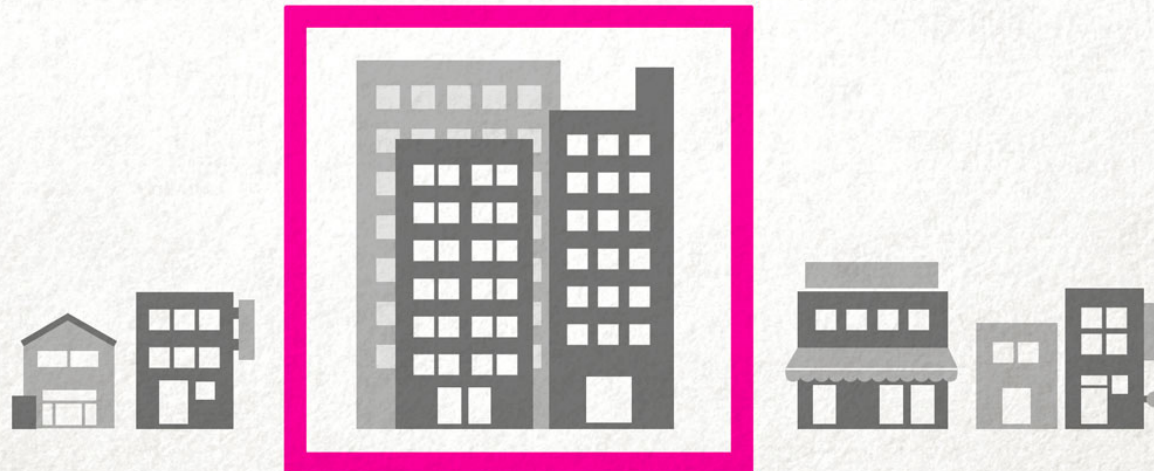


IndieCF

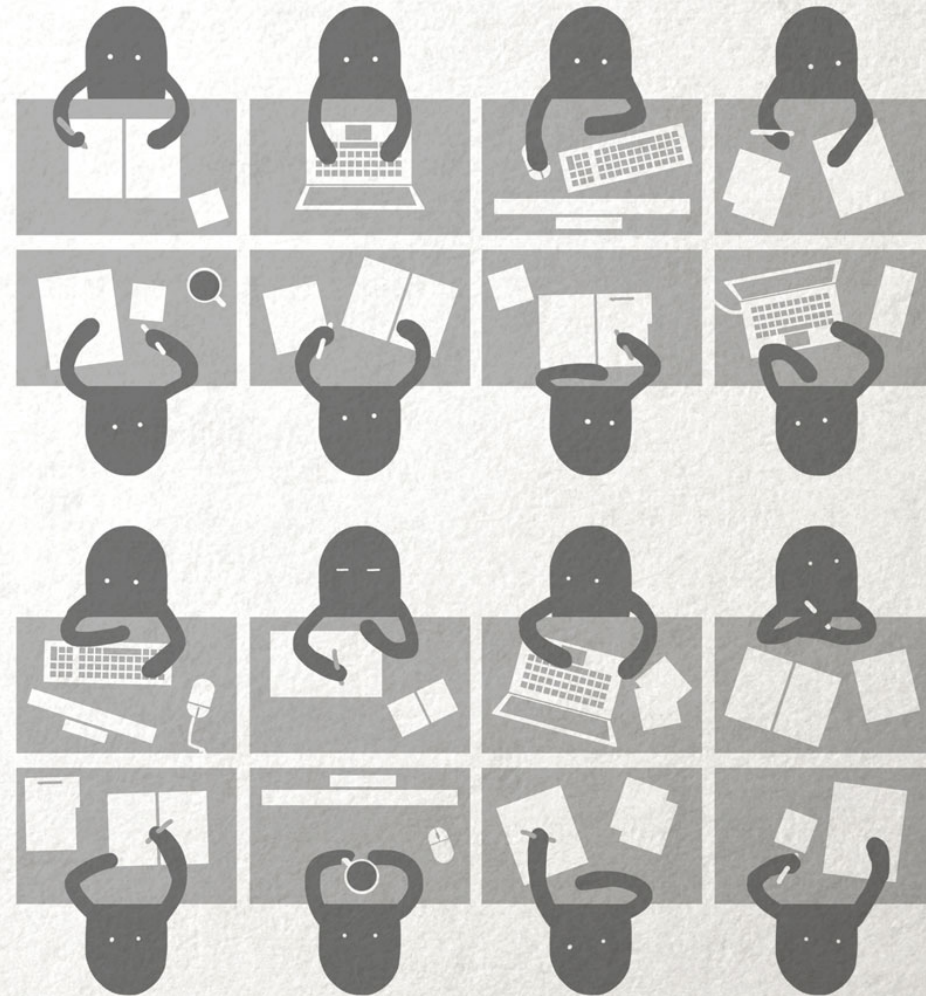
Independent+ Commercial Film

Advertising is expensive.

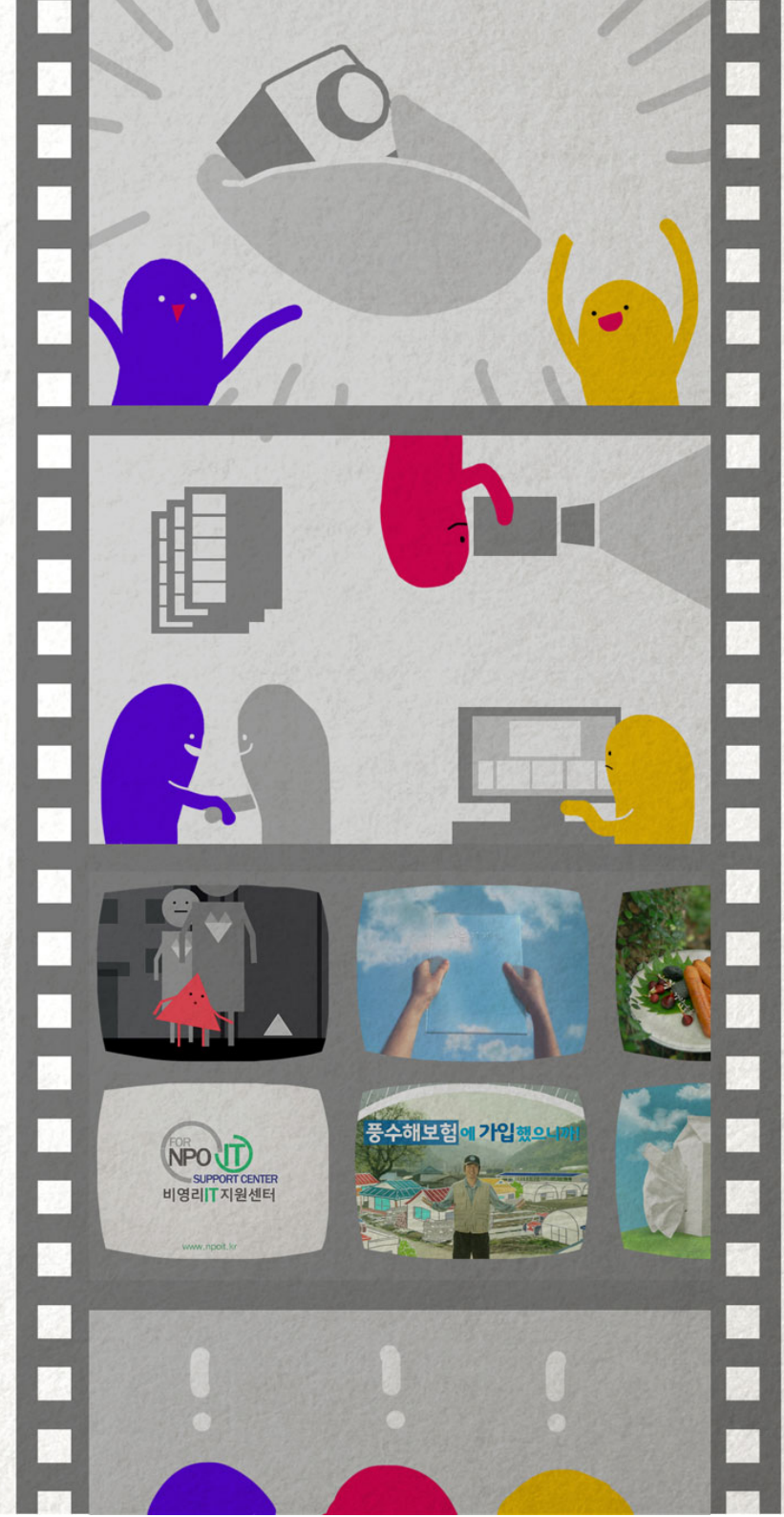
Big companies get bigger while all too often the little guys get left out of the picture.



A group of advertisers in Korea thought they should do something about this.



They quit their day jobs and started a non-profit ad agency to help other non-profits and little guys everywhere to get their messages out.

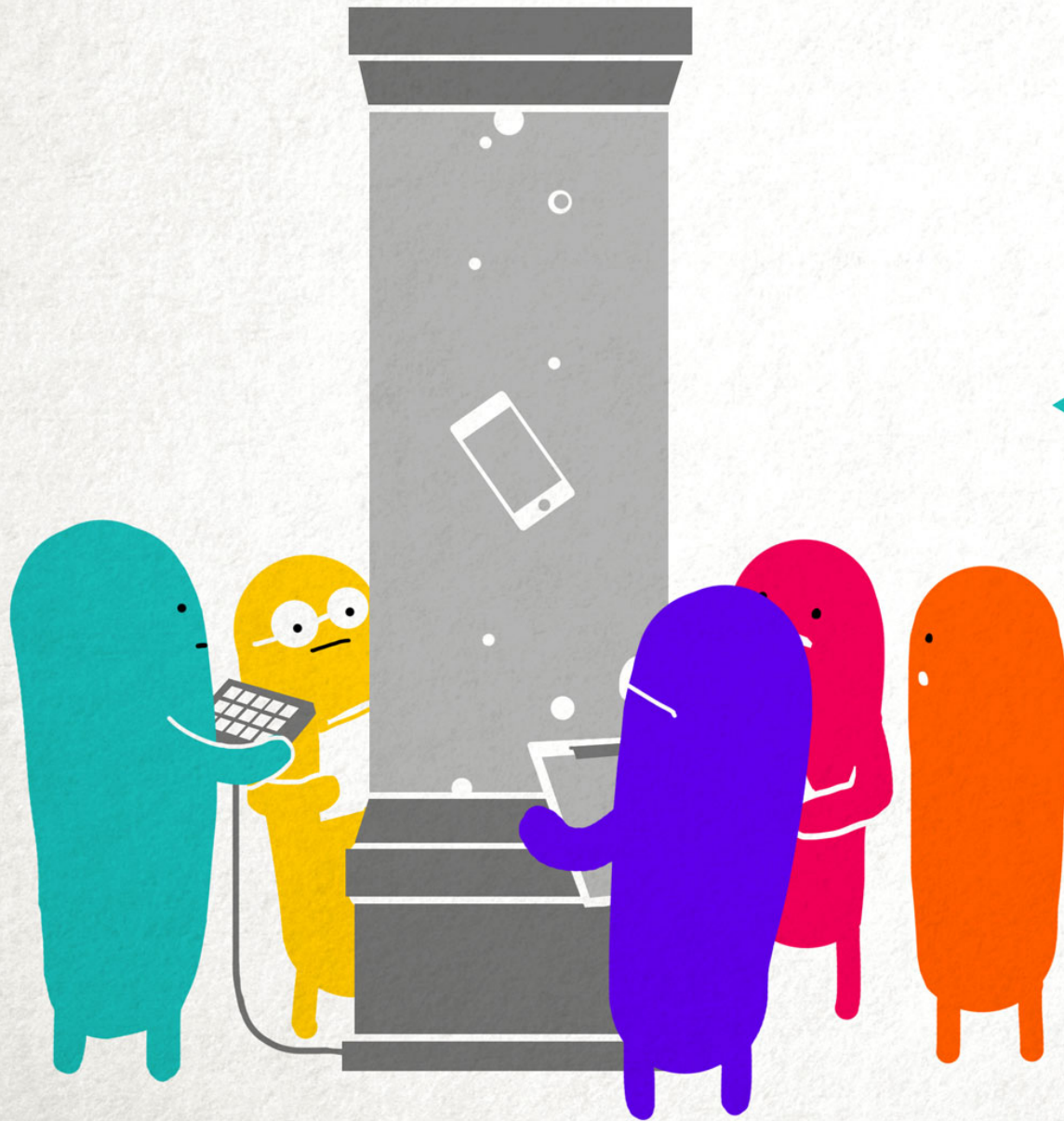


Then smartphones came and changed the way the world works.

Now everyone had unlimited access to information and technology right in the palm of their hand.

HOORAY FOR SMARTPHONES!

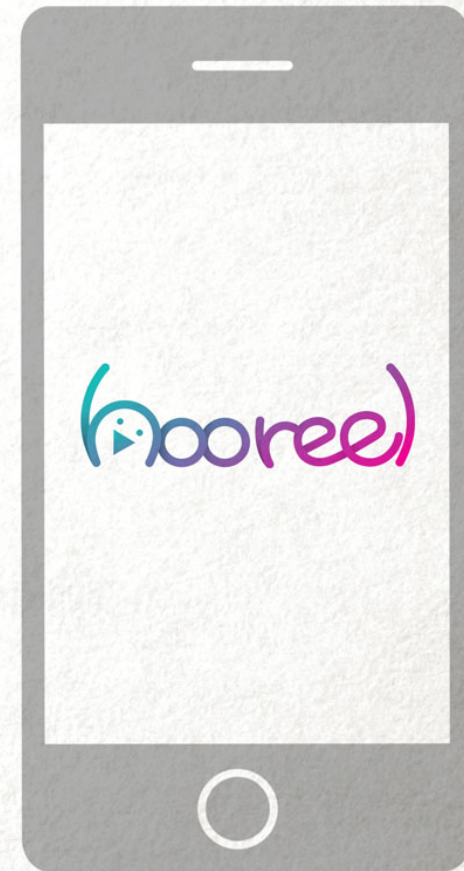


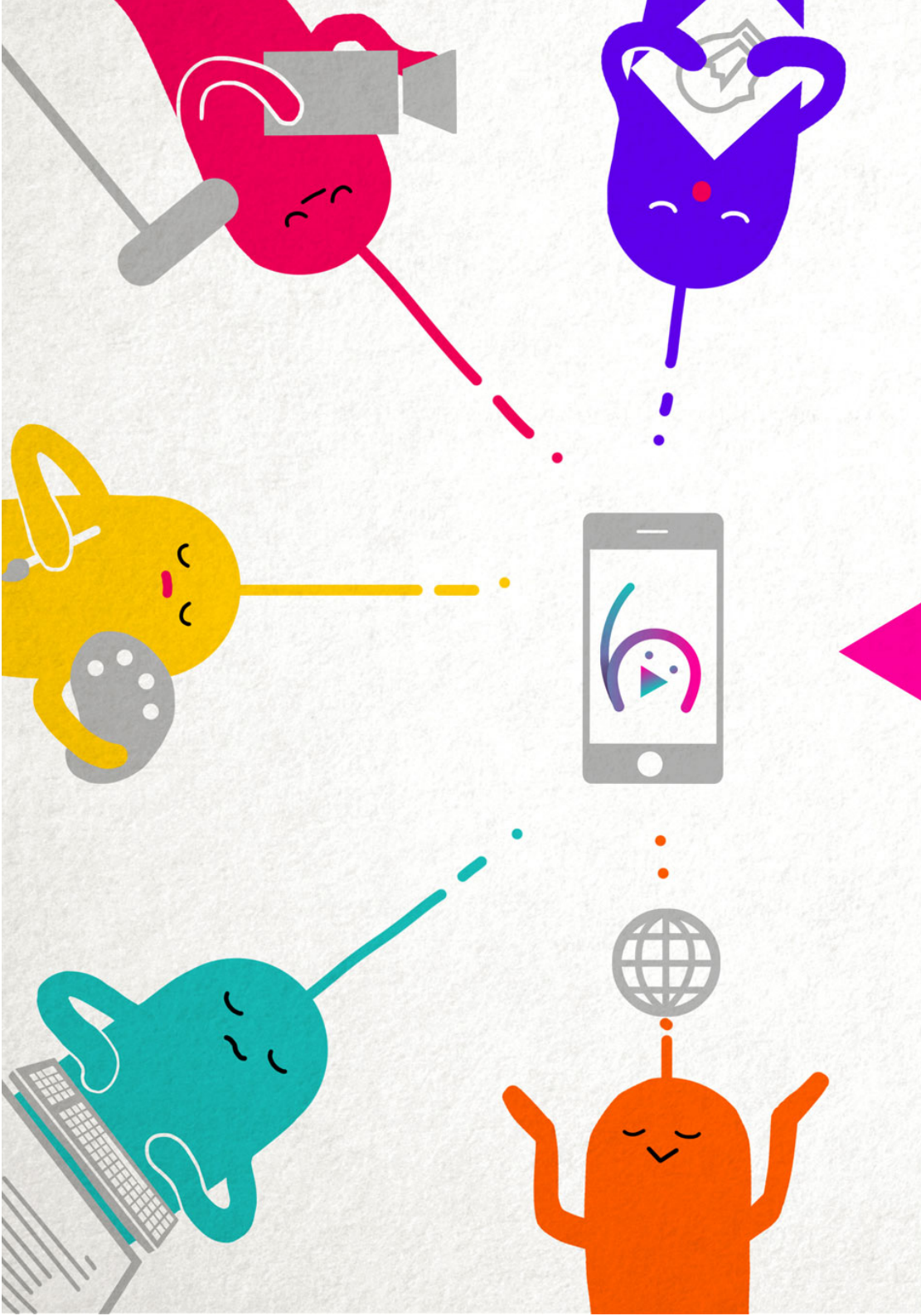


“How can we use this technology for the good of mankind...and make some money while we’re at it!”

They created Hooreel!

A video production app enabling anyone to direct, edit, and broadcast their own videos getting their messages out to the world!





Pouring their years of experience into a pocket-sized phone, they recreated an entire advertising agency so anyone could have access to professional video creation with just the push of a button.

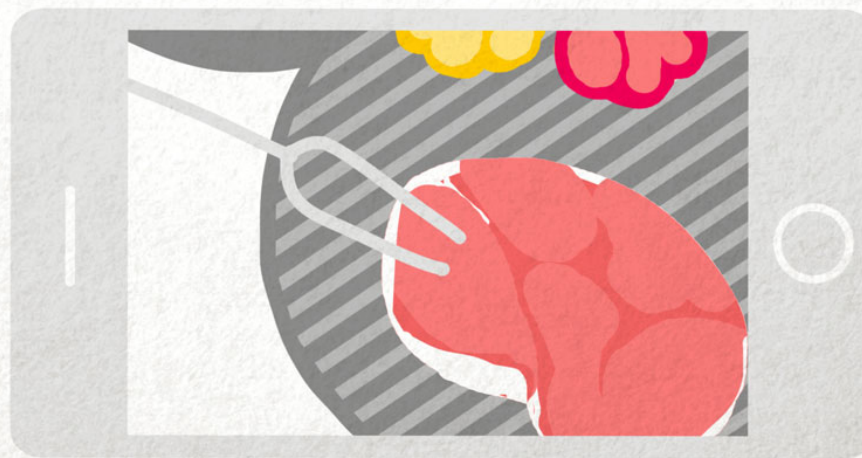


Smartphones are no longer just for viewing, but can be used to create as well!

Hooreel helped expand the world of user-generated content and personal expression on the internet

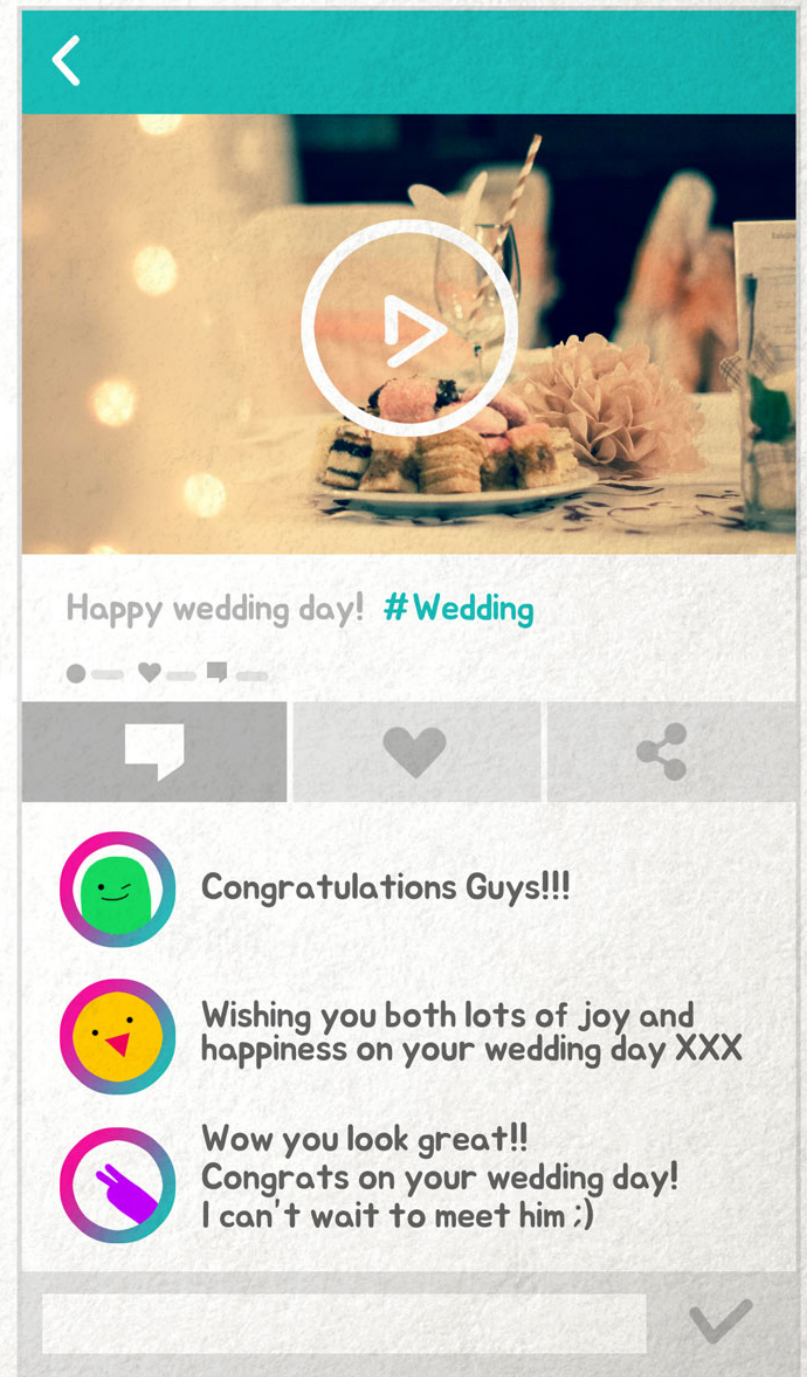
Because compelling videos could be created instantly, people began capturing their everyday lives.

Anniversaries, house parties, and businesses too! These were beyond mere advertisements—they were **boost videos**! Letting people boost moments from their lives across the internet.

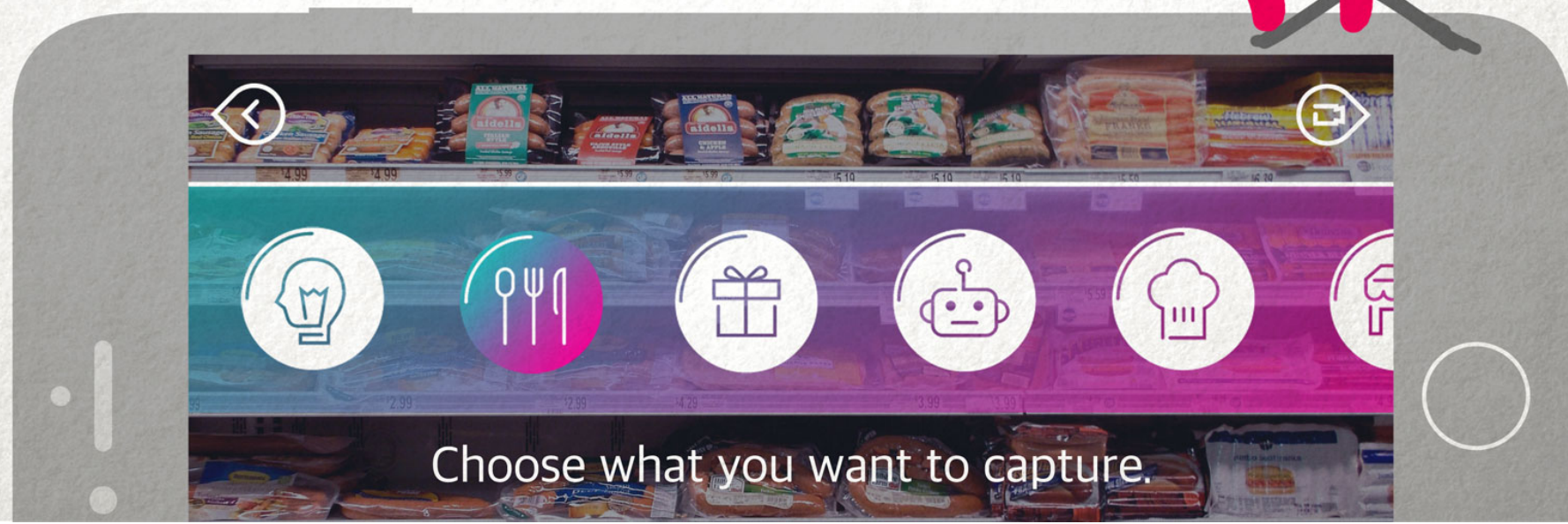


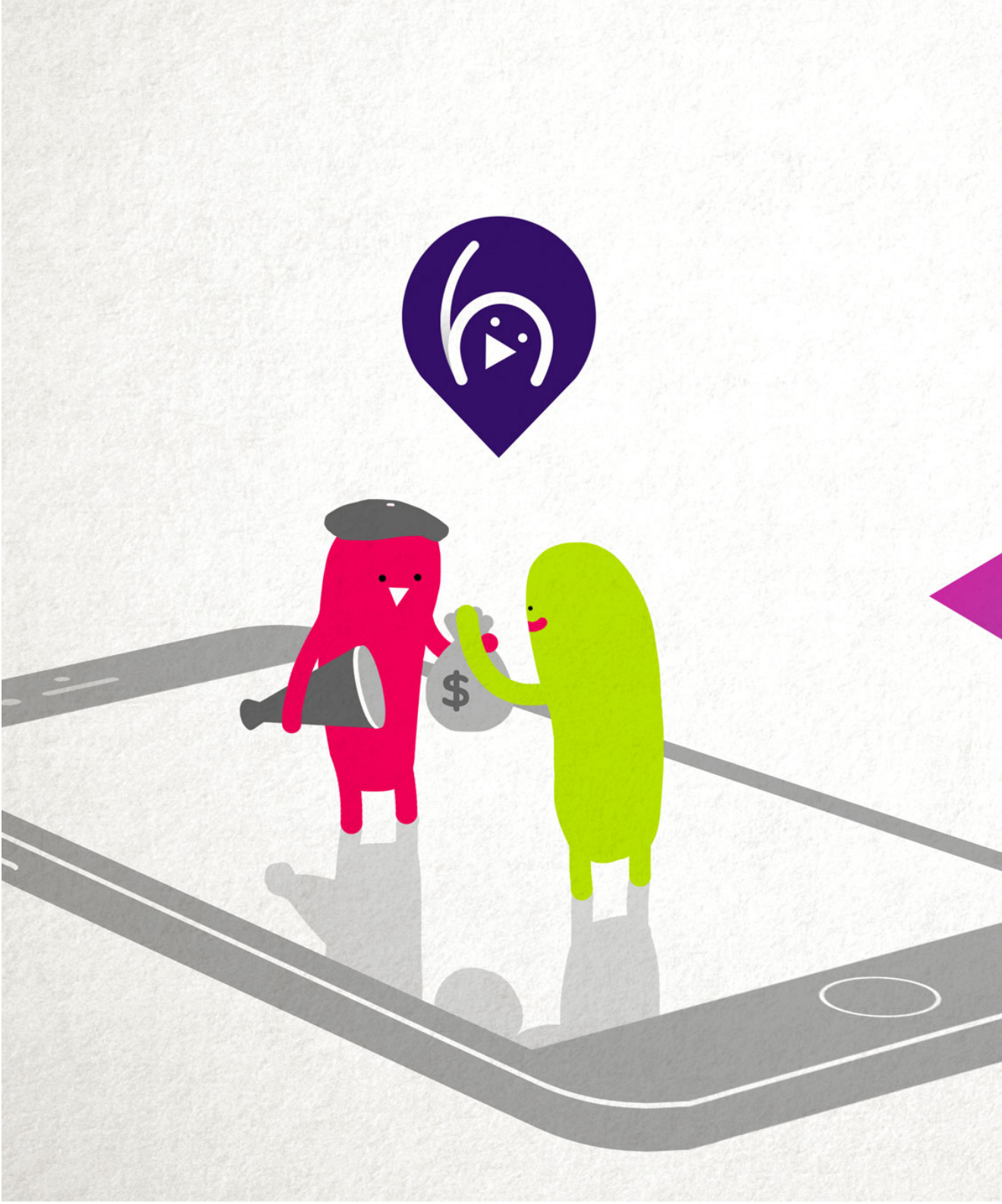
All these “boost videos”
needed was a place to shine.

Hooreel launched its own
Social Networking Platform
where fellow directors meet,
discuss and view each others’
video reels.



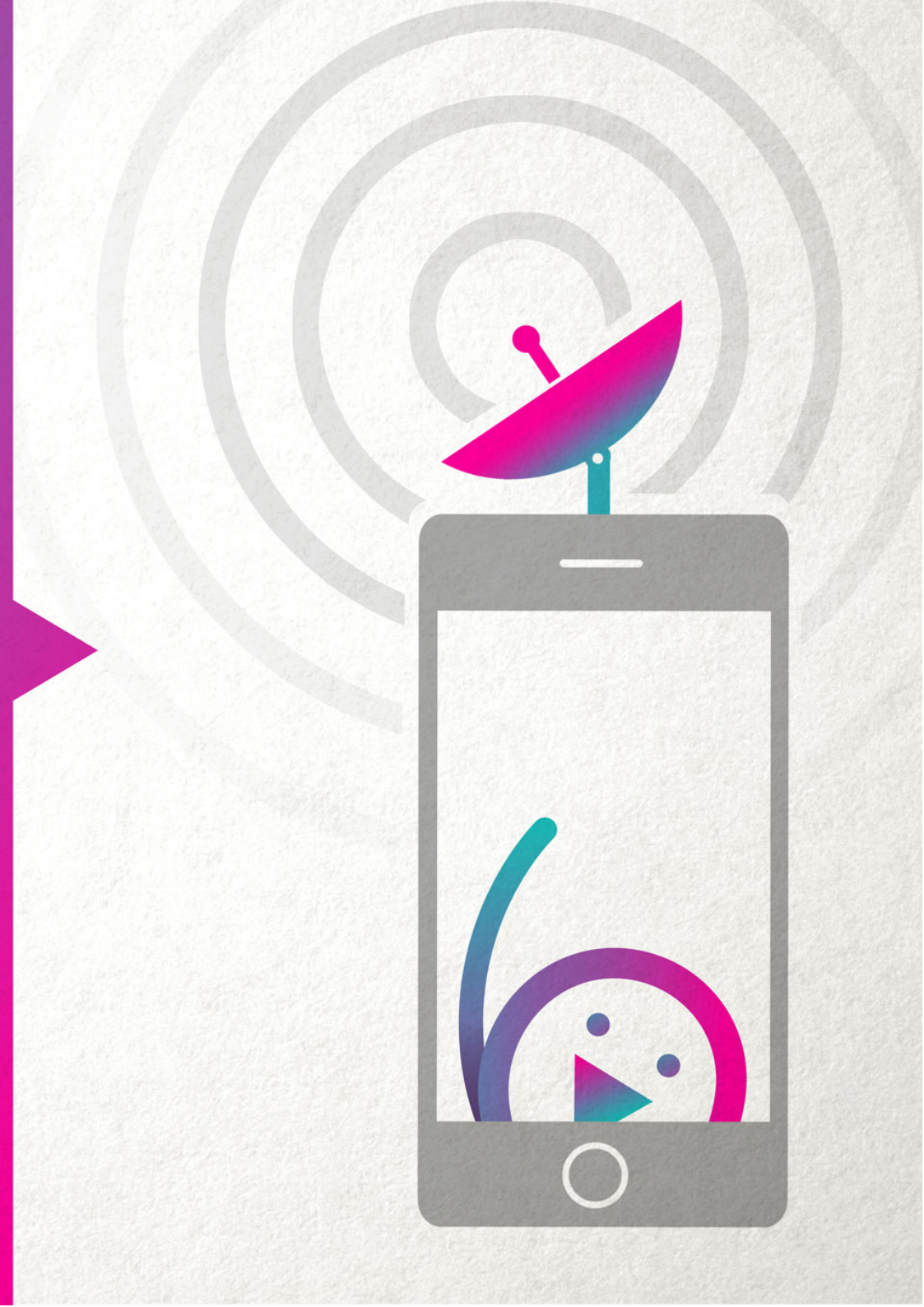
Users could reach even larger and more specific target audiences, developing their reels into entire portfolios.





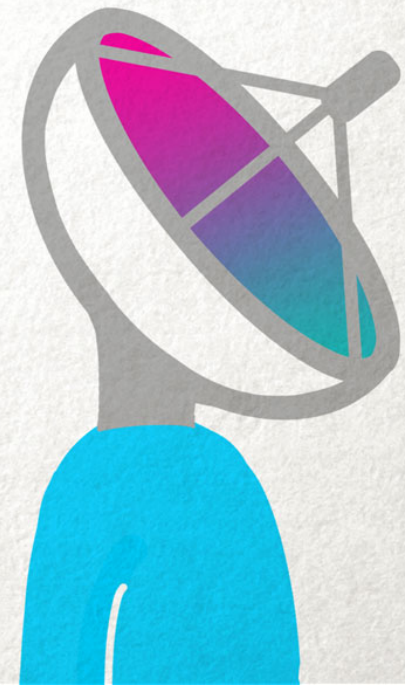
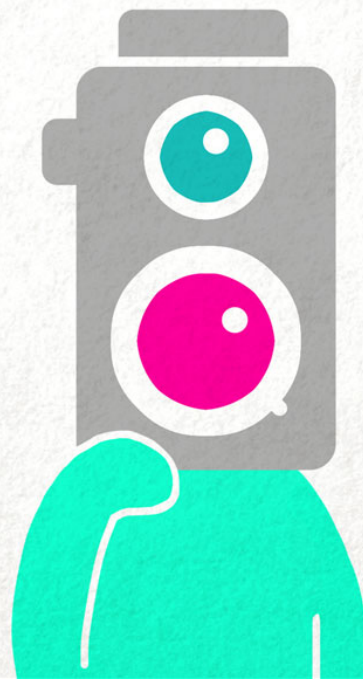
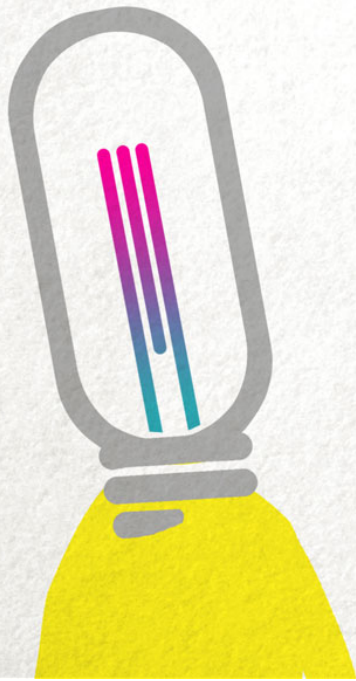
It even became a means for active directors to make and meet clients looking to commission customized videos at much cheaper prices.

And all videos made with Hooreel were optimized to be broadcast effortlessly across existing social networking platforms, helping your boost videos go viral.

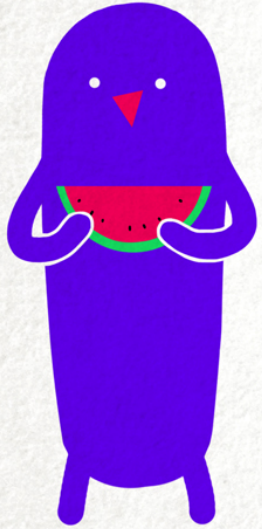


Hooreel - Create your reel, see who watches!

Hooreel has ushered in an age where anyone can plan, create, and share their own boost videos instantly across the world.



This is what we look like today.



Joung [Kona] Park

CEO, Founder
(Former) ZOO Production
CM Planner



Mark Brazeal

International
Development
(Former) CSV Analyst
at CJ Corporation



Su-hyun Kim

Designer
(Former) indiead Designer



Min-gu Jin

CTO
(Former) Samsung
Electronics Developer



Kirin Sinn

Director
(Former) Freelance
Director

Leadership



Marketing



Design



Coding

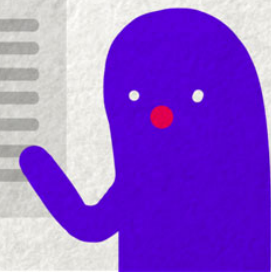


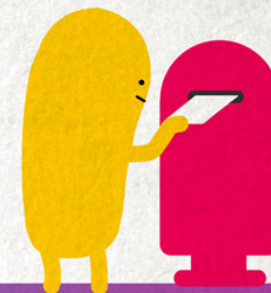
Video Directing



We've come a long way.

- 06.2012** Won the “Beautiful Fellow” award in recognition of social change
From one of Korea’s largest non-profit social ventures, “The Beautiful Store”
- 11.2012** First company invested in by Social Venture Partners (SVP), Seoul
- 03.2013** Selected for the “H-On_Dream” incubator program
Sponsored by Hyundai Motor Company’s non-profit foundation, H-On_Dream
- 12.2013** Established as Indie CF Inc.
- 03.2014** Launched mobile advertising application, Pariro
- 06.2014** Won the “Multi-media Technology CEO’s Prize” for Pariro
Hosted by the Korean government and the Korea Economic Daily Newspaper
- 07.2014** Placed 1st at the “2014 Startup BM Battle”
Hosted by Asia’s largest angel investor, PAG
- 09.2014** Selected for the “Startup Nomad” global accelerator program
At Reed Smith College in Palo Alto, USA
- 03.2015** Designated as a “Female-friendly Business”
By the Korean Women Entrepreneurs Association
- 06.2015** Launched video production application, Hooreel





And you'll always know where to find us.

Company Name Indie CF Inc.

CEO Joung [kona] Park

Foundation 12 / 4 / 2013

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