

FILMLABS

MOOYONG = the useless

MOOYONG

無用
CONTENT PRODUCTION LAB

A lab that turns useless (無用) ideas into finished content

moonn6pence Inc.

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film.moonn6pence.com

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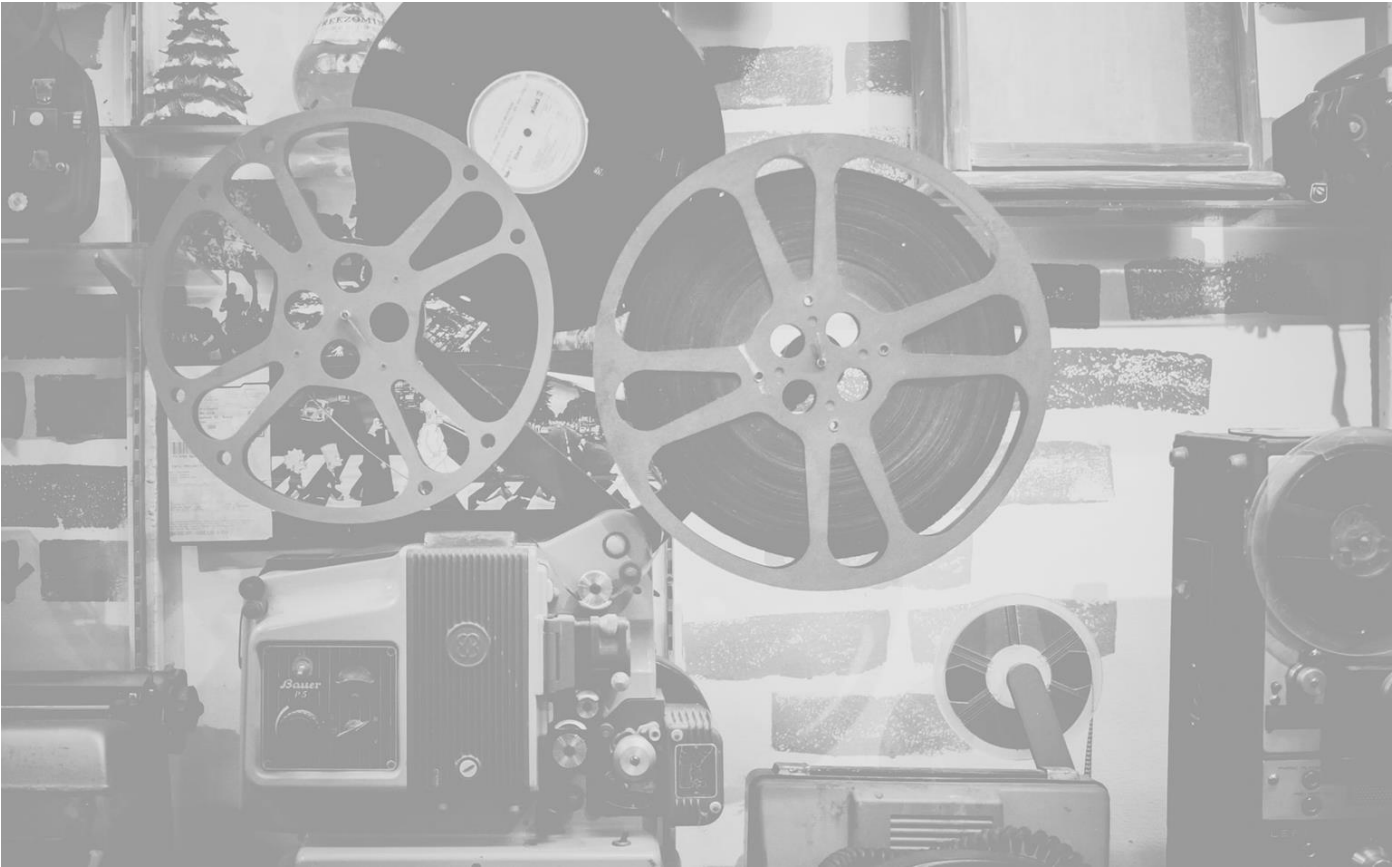
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ABOUT OUR COMPANY

Company Overview

Company	moonn6pence Inc.
Brand	FILMLABS MOOYONG (無用)
Founded	May 14, 2024
CEO	Sanghyeon Jeong
Business	Film & video content development / production / investment advisory / IP business
Website	film.moonn6pence.com



On the logic of investment,
a content lab layered with
production instincts

From development and production to investment
advisory and IP business —
all connected inside one team.

OUR PHILOSOPHY

We stand for the useless

Where usefulness is the first question, no new story is ever born.
An idea that looked useless becomes content only once it is polished to the end.

01

Only a finished script gets produced

Ideas and synopses are not something investors can judge. We keep researching until the script reaches that level.

02

Investment must come first

Even a strong project stalls without a financing structure. We design production solutions through an investor's lens.

03

Content finished to the very end

Not just development — shooting, post, and release. We stay responsible all the way to the audience.



//

An idea that looked useless becomes content in the end.

THE PROBLEM WE SOLVE

Why do ideas stop at being ideas?

Countless projects reach the market each year, but only a few reach an audience.
We believe that gap comes not from a lack of ideas, but from a lack of completion.

1,000 films

Scripts reviewed for investment each year

The sheer number of scripts we have reviewed, year after year

57 films

Carried through to investment

Plus M 22 · Funderful 35
— only a fraction of reviewed projects reach production

Completion

The variable behind that gap

Only projects that reach a proposal, treatment and a revised script are selected

So we research completion. We deliver not ideas, but something you can actually judge.

THE ROLE WE PLAY

We work along five axes

01	Script review & investment execution	Running the investment review committee Designing content investment structures
02	Fund management & production financing	Investment experience through a KRW 170B fund-of-funds (LP) and a VC network Crowdfunding campaigns
03	Producer networking	Raising completion levels through work with major distributors and producers
04	Production management	Budget review for productions Revenue distribution audit · per-project P&L statements
05	New IP-driven business (OSMU)	Selling props used in production Fragrance collaborations tailored to each project

TRACK RECORD

Experience in numbers

The track record we have built across investment and production.

57 films

Films invested in or distributed

Plus M 22 + Funderful 35

1,000 films+

Scripts reviewed per year

Annual volume reviewed for investment and sourcing

275.7 B KRW

Total capital of funds joined

17 funds incl. film investment partnerships

23.4 B KRW

LP commitments

Sum of stakes across funds

170 B KRW

Fund-of-funds experience

LP participation and production equity structuring

7 selections

International festival selections & awards

Fantasia · Yubari · Santa Fe and more

* Figures reflect work performed by the CEO during his prior tenures.

SELECTED FILMOGRAPHY

Selected Filmography



57 films

Films invested in or distributed

22 films

Megabox JoongAng Plus M '16-'20

35 films

Funderful '20-'23

The Roundup: No Way Out · Hansan · 12.12: The Day · Sinkhole · Miracle · Decibel · Spiritwalker · Kingmaker · The Pirates · Hunt · Life is Beautiful · Confession · The Point Men · Concrete Utopia · Noryang · Pilot · The King's Letters · Long Live the King · DongJu · Dream and more

04 WORKS

KEY PROJECT — INVESTMENT

Validated by the logic of investment

2016 – 2020

Megabox JoongAng Plus M

Investment review committee · 22 films invested & distributed

- Grew from a mid-size distributor into a major one by securing tentpole titles from 2018
- Secured around 100 development projects a year, widening the pool of quality targets

2020 – 2023

Funderful

Investment strategy & sourcing · 35 films invested

- Reviewed roughly 1,000 scripts a year and selected the titles to back
- Expanded from fund-of-funds financing into forming private funds



KEY PROJECT — PRODUCTION

Completed in the language of production

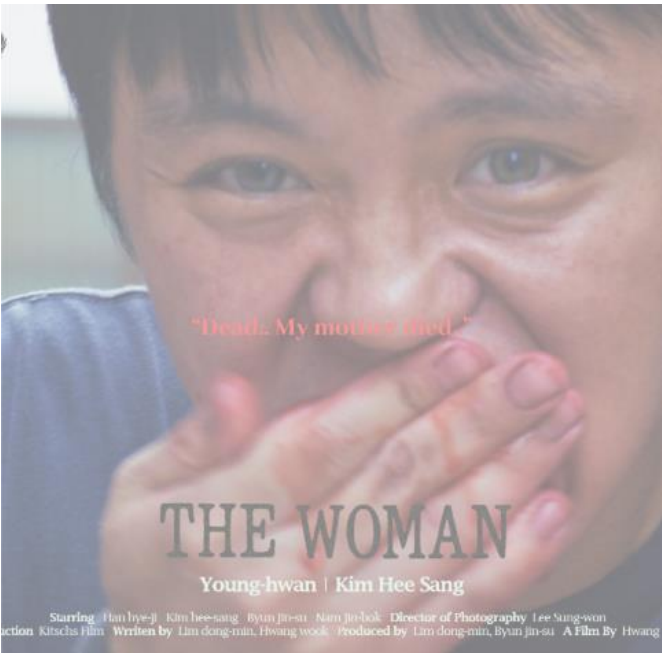
Recognised first on the festival circuit



2023

Mashville (dir. Hwang Wook)

MASHVILLE



2024

The Woman (dir. Hwang Wook)

THE WOMAN



2026

Gojijeon (in production / dir. Hyeong Seul-woo)

GOJIJEON

ROLE

- Development and financing plans — production planning
- Budgeting, execution and financing of production costs
- Key crew management, contracting and on-set control

AWARDS & SELECTIONS

- 2025 Fantasia Int’l Film Festival — Competition (The Woman)
- 2025 India Int’l Film Festival — Cinema of the World (The Woman)
- 2024 Fantasia Int’l Film Festival — Cheval Noir Best Director (Mashville)
- 2024 Yellowstone Int’l Film Festival — Best Film Award (Mashville)
- 2024 Santa Fe Int’l Film Festival — Competition (Mashville)
- 2024 Almería Western Film Festival — Competition (Mashville)
- 2024 Yubari Int’l Fantastic Film Festival — Competition (Mashville)

KEY PROJECT — IP BIZ & STRATEGY

We extended IP into products

01 Auctions of film props and screen-worn costumes

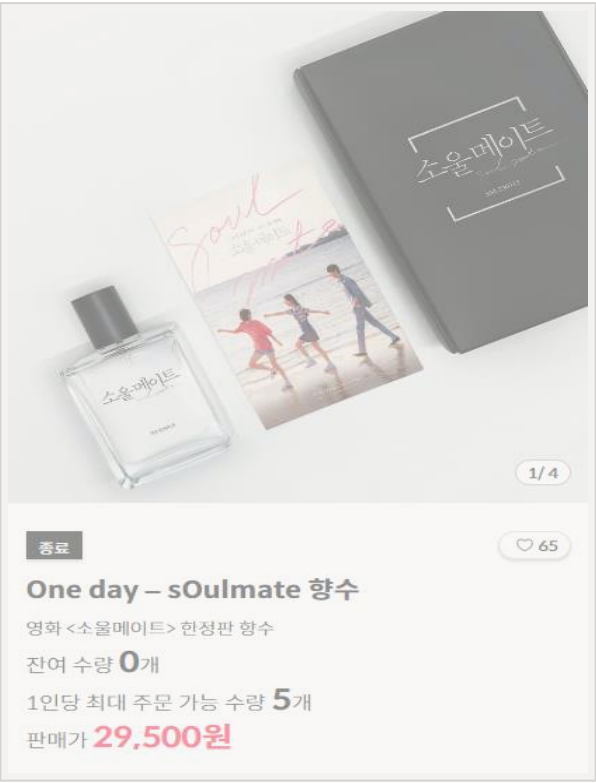
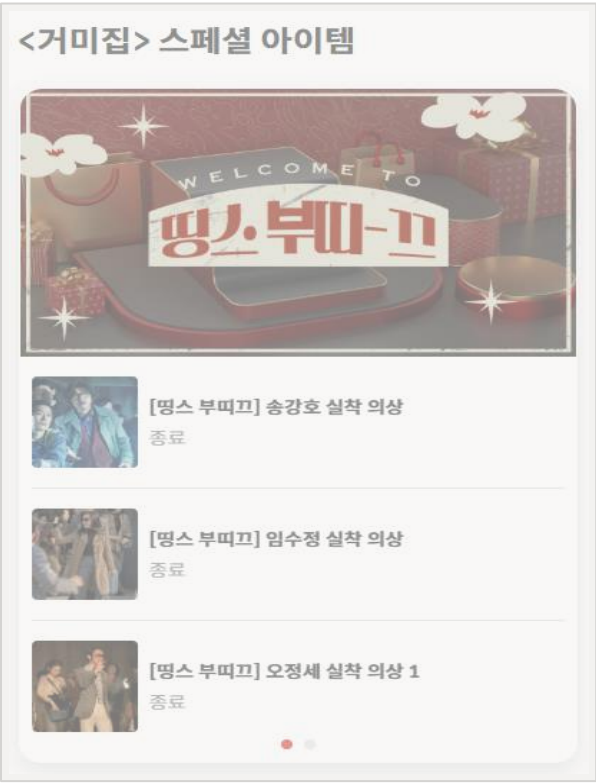
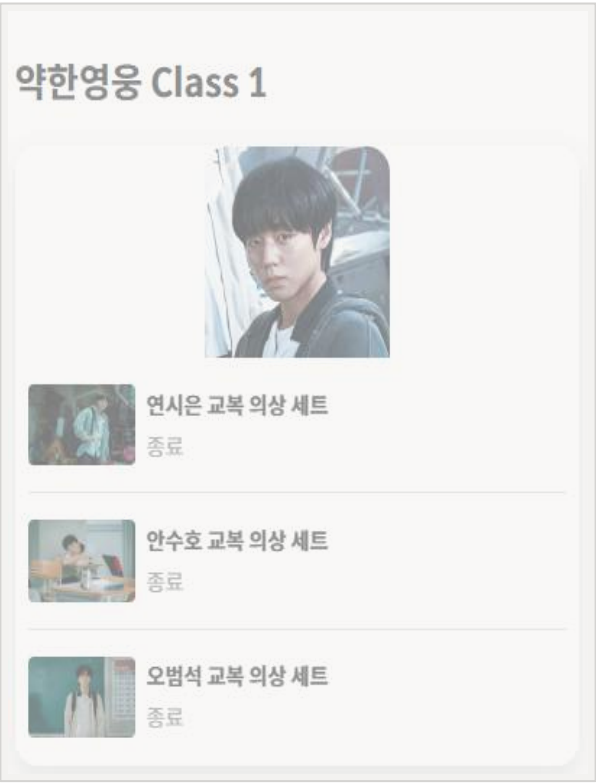
Auctions and commerce for Cobweb cast costumes, Rebound screen-worn kit and basketballs

02 Products built on film IP

Hunt photobook, plus concept fragrances for The Childe and Soulmate

03 VIP premieres as a standing programme

A recurring event used for pre-release buzz and social amplification



CEO PROFILE

CEO Profile

CEO

Sanghyeon Jeong

SANGHYEON JEONG

On the logic of investment,
layered with the language of
production —
Full-Stack Producer

Investment review, fund management and hands-on
production, connected in one career.

2007 – 2013

SK hynix

Financial planning

Budgeting, investment management and finance operations

2013 – 2015

EBS · EBS Media

Business division & radio writer

Content commercialisation planning; head writer on EBS Radio flagship shows

2016 – 2020

Megabox JoongAng Plus M

Investment review committee & film investment management

22 films invested & distributed / tentpole titles that built the label / ~100 development projects a year

2020 – 2023

Funderful

Investment strategy & sourcing

35 films invested / LP in 17 funds & private fund formation / KRW 170B fund-of-funds

2024 –

moonn6pence Inc.

CEO — founded FILMLABS MOOYONG

Running a content lab that links development, production and investment advisory

DEVELOPMENT PROCESS

From a useless idea to finished content

One accountable producer walks the whole road with you.

STEP 01	STEP 02	STEP 03	STEP 04	STEP 05	STEP 06
Logline	Synopsis & characters	Treatment	First draft	Revisions	Packaging
Testing the market appeal of the story in one line	Building the skeleton and what each character wants	A detailed blueprint down to each scene	The first script — something you can judge	Eight-plus drafts, with feedback kept in writing	Proposal and pitch deck, ready for investment review

FAST TRACK

Short-form drama track

Short-form lives on speed, so it runs on its own track.

One team owns planning, script and production, cutting decision layers.

- Script turnaround by episode — matched to the release cycle
- Season-level design — worlds and characters built to expand
- Shoot through post in-house — no outsourcing round-trips

GLOBAL CO-PRODUCTION

Co-development raises the odds

We design with international partners from day one, preparing proposals and treatments in five languages, and keeping co-financing, remake and format deals open from the start.

STEP 01

Share the project

Proposals and treatments delivered in your language, under NDA

STEP 02

Design the structure

Equity, revenue and credits fixed on paper before contracts

STEP 03

Produce together

Development, shoot and post run jointly, stage by stage

01

Multilingual proposals

02

Revenue structuring

03

Remake & format



SUBTITLE TRACKS

Korean

English

Chinese

Japanese

Español

WHY WE'RE DIFFERENT

Why FILMLABS MOOYONG

01

We judge with an investor's eye first

The bar that filtered 1,000 scripts a year down to 57 applies from development.
We start from stories that can be financed and programmed, not just stories we like.

02

A structure built to finish

One accountable producer owns planning, script and production to the end.
No blur from outsourcing round-trips — one judgement runs from first draft to final cut.

03

We design the financing with you

From fund-of-funds and film investment partnerships to crowdfunding — routes we have actually used —
we propose the financing structure that fits the project.

PARTNERS & NETWORK

Investment · Funds

- Network of 30+ VCs specialising in culture
- content Direct channels with KOFIC and KOCCA funding
- officers Crowdfunding platform specialists

Production · Distribution

- Distribution network incl. CJ ENM, Lotte Cultureworks
- and NEW Collaborations with leading producers incl. Star
- Platinum and Jerrygood In-house feature production team (Mashville · The Woman · Gojijeon)

Festivals · IP

- Fantasia · Yubari · Santa Fe · Almería festivals
- Selected at Yellowstone and India IFF
- IP merchandising — artbooks · fragrances · costume auctions

LET'S MAKE SOMETHING USELESS.

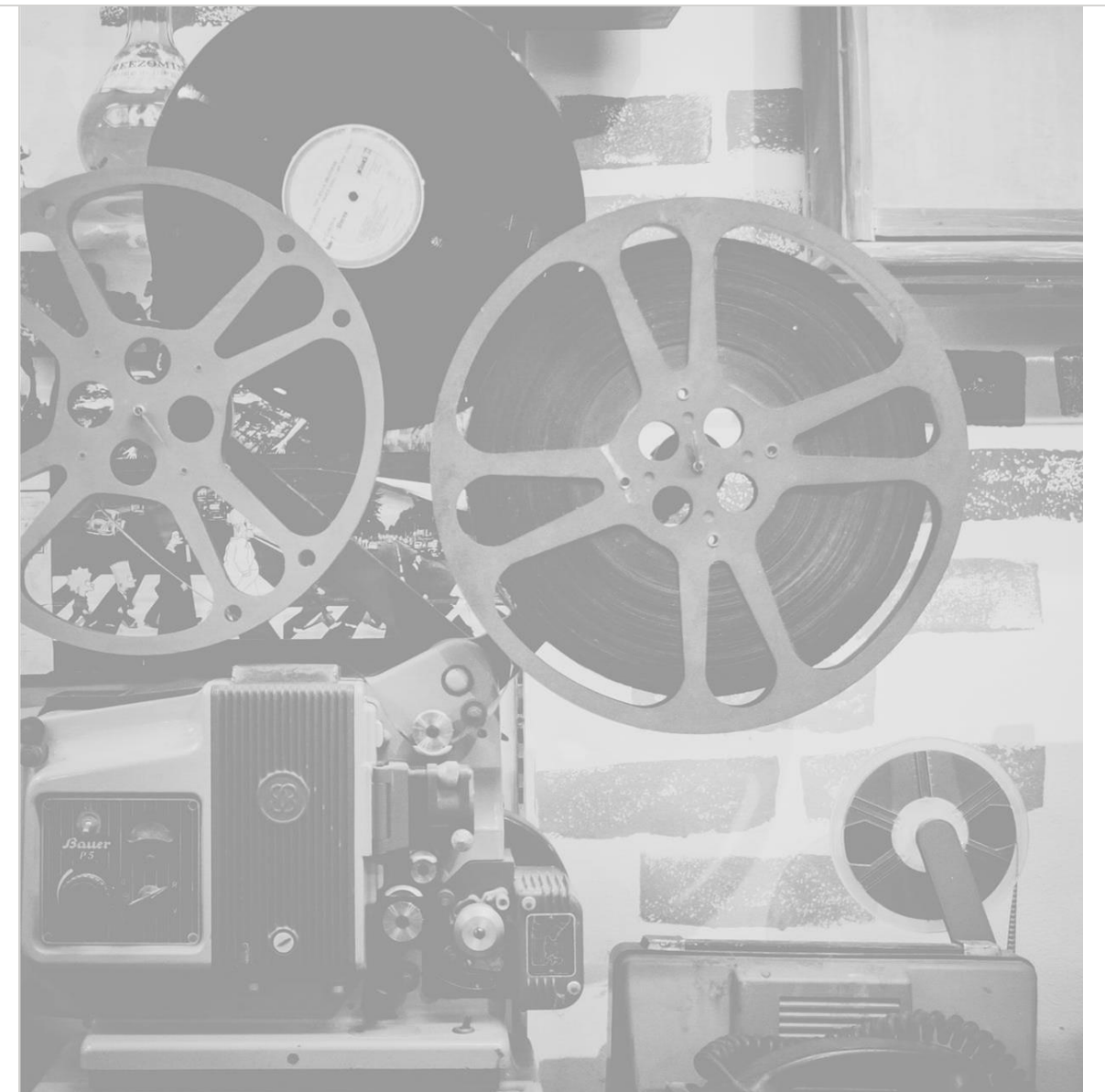
Shall we build something useless (無用) together?

We welcome partnership, investment and co-production enquiries.

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