

# 트라가티제 · One product video, sales worldwide.

AI content + AI phone agent for Korean small brands selling to overseas shoppers

## Problem

### No time or budget for content

Agency ₩0.8–1.8M/mo. Live videos die after one airing.

### Overseas shoppers can't ask

Korean-only pages. 77% of shop staff hear "Can I buy online?"\*

### Interest never becomes a sale

Shoppers leave without knowing where to buy

## Our solution

### One video → many shorts

Per-product clips, multilingual subtitles, reusable library

### Tije, AI phone agent

Answers size, material, shipping in the shopper's language

### Straight to the seller's store

Tije sends a link to the seller's own channel, any marketplace

## Target market & size

**Sellers (our customers):** Korean small brands first, then US small sellers

**Their shoppers:** overseas consumers, starting with Japan

**TAM** ₩805B / yr  
702K Korean online sellers

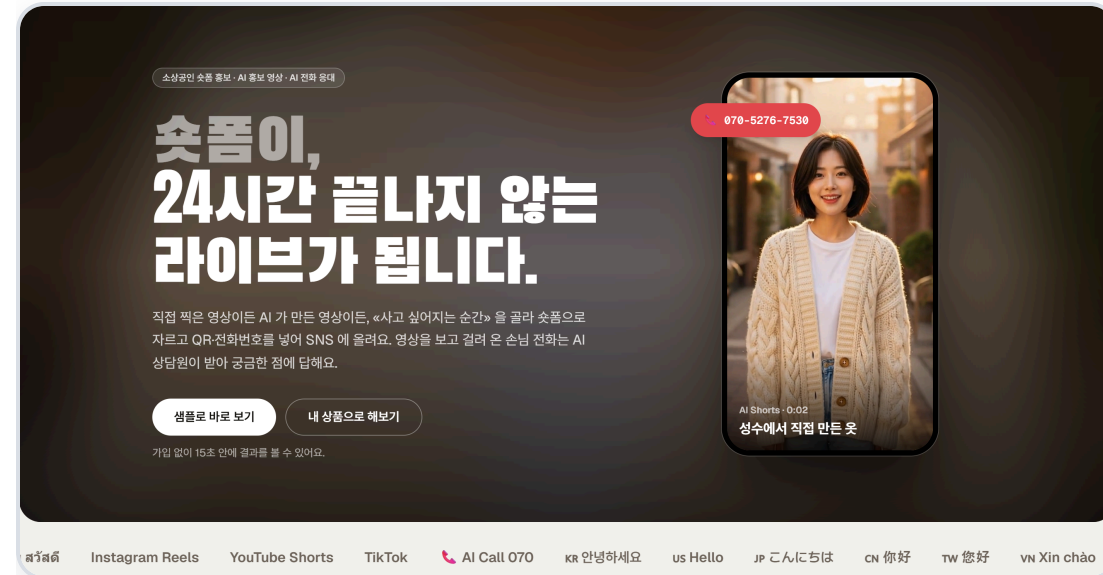
**SAM** ₩161B / yr  
140K sellers using video (est.)

**Next** 215K  
US small sellers (TikTok Shop alone)

\* Shopee Japan survey of souvenir-shop staff (2025). Market: NTS seller data (Aug 2026), ₩1.15M ARPU/yr.

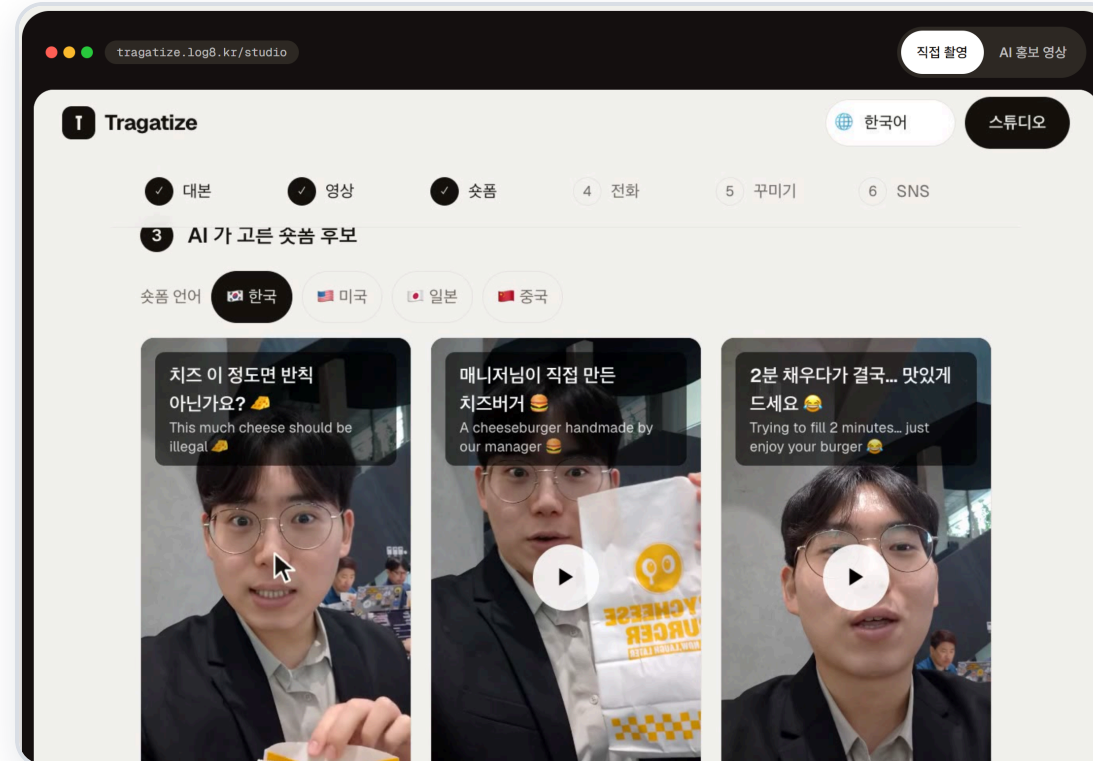
Topic: Wildcard

# What we built today



## ① Live at tragatize.log8.kr

Shorts that sell 24/7, with Tije's call number in 7 languages



## ② Studio: one video → 3 shorts

AI picks the scenes and writes KR / EN / JP / CN captions

## How it works

- 1 Seller uploads a product or live video
- 2 AI cuts per-product shorts with **multilingual subtitles**
- 3 Shopper calls **Tije** → answers in their language → link to the seller's store

## Where we use Claude

**Claude Sonnet 5.5**: highlights, translation, captions, and Tije (answers only from seller data)

## Next 7 days

Pilot with **10 Seongsu stores**: measure views, link clicks, calls