

Your own agent to pick Korean skin clinics the way Korean women do

TARGET Women 20–50 from Japan, China & the US who come to Seoul for skin treatments

Skin treatments aren’t one-off. They run on cycles.
Pibook uses each cycle to bring customers back to Korea.

Results come from the next session on time. Pibook reminds you first, then lines up the right clinic and deal for that date.

Rejuran 1 → 2 → 3 (monthly) → then every 3–4 months
Thermage once a year
→ One medical trip becomes a year-long return loop.

“Oh, time for Rejuran again?”

Who uses it, and how: persona · pain → fix

1 · KOREA · DATA
Jisu, 34, Seoul



PAIN I note every treatment in my phone memo. Every month I dig through map apps and clinic event pages for the lowest price.

PIBOOK Pibook records by treatment, area and clinic, reminds me of the next session on time, and finds the lowest price.



2 · JAPAN · DEMAND
Yuki, 29, Tokyo



PAIN First time at a skin clinic. My skin is sagging, and why are there so many treatments? Ads and sales staff all sound fake. I want to know what Korean women really do.

PIBOOK I see what Korean women like Jisu actually chose, get recommendations, and book a clinic that fits my trip.



3 · CLINIC · REVENUE
Skin clinic, Seoul



PAIN We guess what customers want and rely on our consultants' sales skills. Monthly mass texts barely reach the right people.

PIBOOK We get real customer data from shared records, and raise return rates with consults and promotions timed to each customer’s cycle.

Problems

- 1 **Information sits between ads and sales**
Visitors can’t reach Korean-language info, so they pick between Reddit reviews and clinic sales staff.
- 2 **Cheap-looking prices mislead**
A 1cc deal looks cheap, but Korean women with the same concern get 2–3cc. No way to compare unit price and dose.
- 3 **One visit, then it ends**
Repeat sessions on the right cycle are what make it work, but with no record it never leads to the next trip.

How: three agents talk over A2A 1.0

Customer agent On the customer’s side · sorts needs · keeps the record (customer-owned)

↓ Only consented fields shared · clinics reached only via referral tokens

Platform agent Matches clinics · judges price and dose on real payments

↓ Quotes from 3 clinics in parallel

Clinic agents × N Price · dose · events · open slots · confirms booking

2,011,822

foreign patients in Korea, 2025 (201 countries)

62.9 %

chose dermatology

30.8 · 29.8 %

China · Japan share (#1, #2)

+70.4 %

US patients, YoY (#4)

From consultation to clinic comparison, booking and treatment records: the customer agent gets quotes directly from clinic agents over A2A, and the platform judges price and dose against real payments by Korean women.
The record travels with the customer to the next trip.

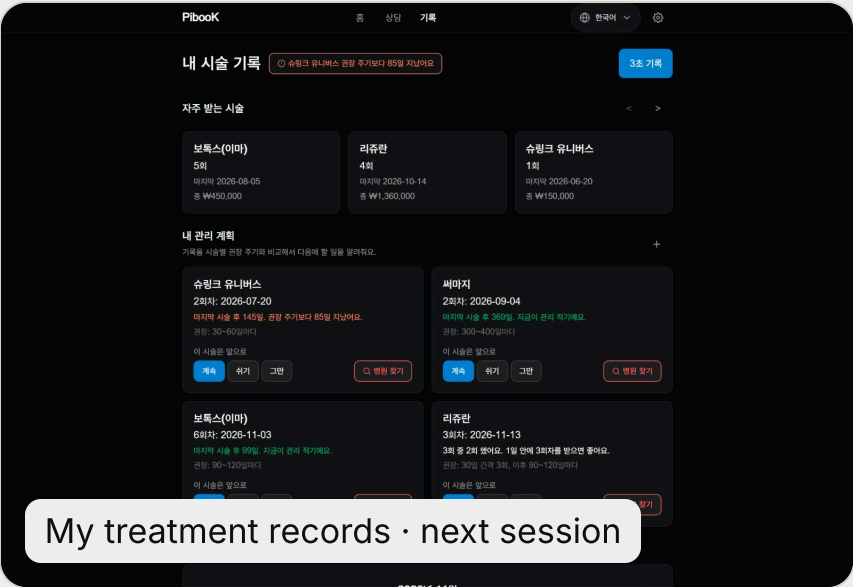
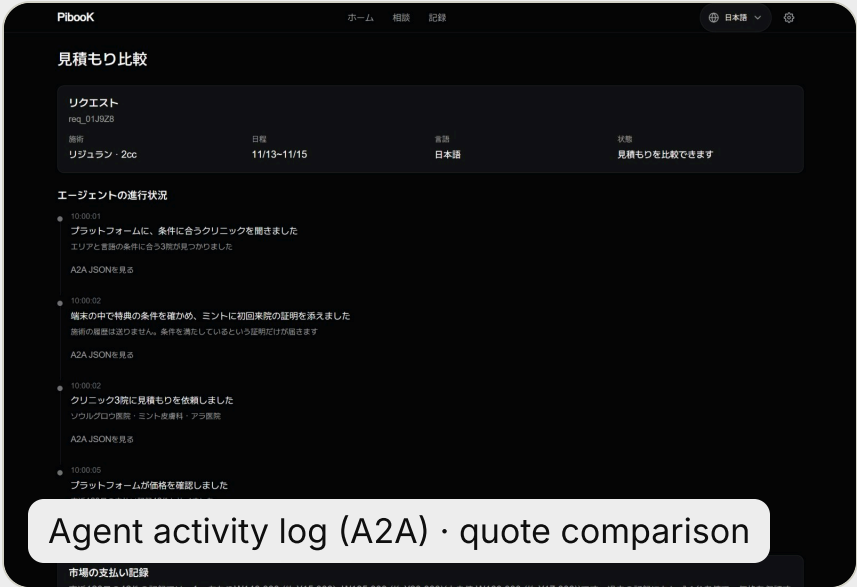
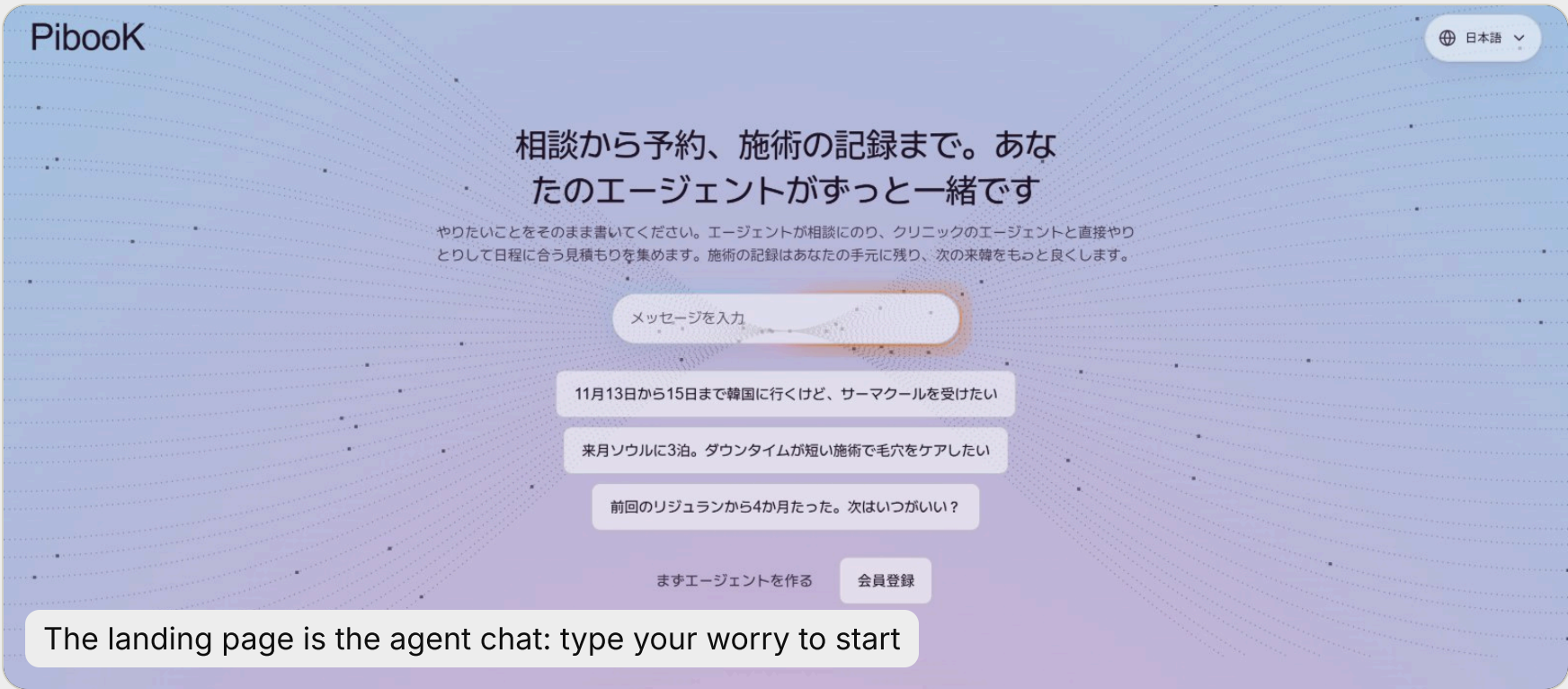
Source: Ministry of Health and Welfare, Korea, 2025 foreign patient report (2026-04-24)

All clinics, people and payment stats in the demo are fictional · pibook-app.vercel.app

Try it right now

pibook-app.vercel.app

Japanese · Chinese · English · Korean



Built today (live)

Chat onboarding

Claude consults in 4 languages and sorts consent, dates, skin and safety info

A2A 1.0 spec

3 agents, 13 skills, message schema with sensitive-data masking

3 apps: customer · clinic · ops

Customer app, clinic console, ops console (proxy queue · A2A log)

ZK privacy layer

Chart stays on your phone, only a fingerprint on-chain. Clinics get a proof, not the chart

Why we win

1 The founder is the user

Built by someone who logged 30+ treatments at 10+ clinics.

2 Judged on real payments, not ad prices

A data moat that sharpens as Korean women share records.

3 On the customer's side, always

Clinic money never touches ranking or verdicts.

4 Records travel with the customer

Next-session reminders bring visitors back to Korea.

5 Compliance by design

Licensed foreign-patient model, separate consent for sensitive data.

Revenue

Booking fee

Per confirmed booking, within the legal cap

Clinic agent SaaS

We run it, then the clinic takes over on a subscription

Trend reports

By country and age, only with 5+ samples