



PARASTAR  
ENTERTAINMENT



# Disability as a character

PARASTAR

We train stars with impairment  
and produce content featuring talents with disability

Create a world  
where disability becomes characters



(주)파라스타엔터테인먼트

PARASTAR  
ENTERTAINMENT

# The world's population with disabilities is ... **15%**

“ hope media can represent the world's largest minority group ”

“ there are many talents who have impairments ”

- People with impairment -







## Disability-related content is creating buzz.

### Disability-embracing content, becoming mainstream

- › Extraordinary attorney Woo (2022) : Highest viewer rating 17.5%
- › Our blues (2022) : Highest viewer rating 9.6%

### Higher consumption of disability content in abroad

- › 55% of U.S entertainment consumers prefer to see disabled roles played by actors with impairment
- › They spend 10.4 billion dollars per month on entertainment



[Source] ENA 'Extraordinary Attorney Woo', tvN 'Our Blues'

## BACKGROUND

# Rising demands of diversity( DEI ) welcomes disability to the media.

Percentage of disabled characters in the lead cast

15.8%



Percentage of disabled content produced

13.4%

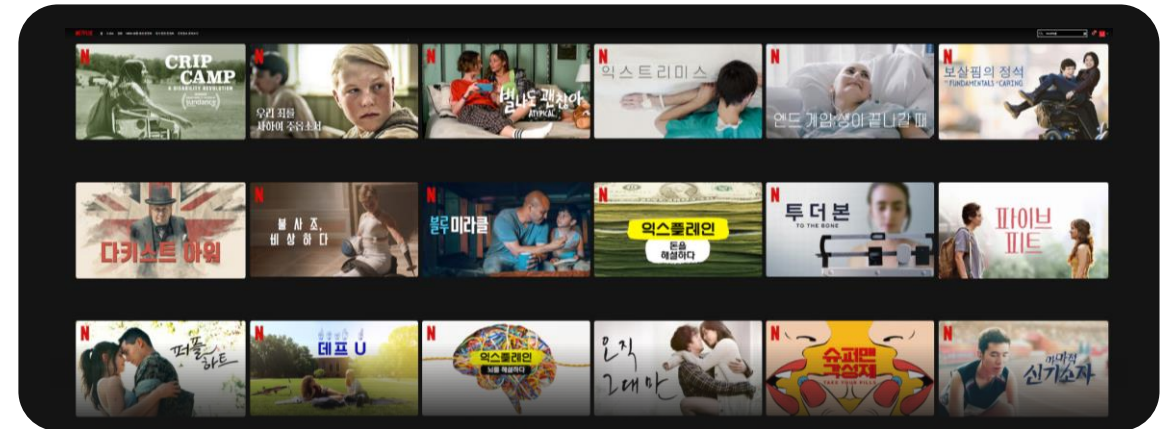


## Netflix Diversity Report (2021)

PERCENTAGE OF LEADS/CO LEADS WITH A DISABILITY BY STORYTELLING MEDIUM AND YEAR

INDICATOR	FILM		SERIES		TOTAL
	2018	2019	2018	2019	
% of leads/ co leads With a disability	8.7% (n=6)	15.8% (n=9)	0%	1% (n=1)	5.3% (n=16)
TOTAL	11.9% (n=15)		<1% (n=1)		

## Netflix (2018-2022)



## Global market size for Management

※ As of 2021, IBIS World

- ▶ Casting Agencies in the US : 1.421 trillion KRW (1.1 Billion dollars)
- ▶ Casting Agencies in the UK : 2,005 billion KRW (153 Million dollars)

## Global market size of Content : 28 billion U.S.

※ As of 2021, Grand view search

- ▶ Total number of Netflix original contents : 306 (As of 2019)
- ▶ The number of Netflix contents under the searching keyword of "Disability" : 41 (As of 2022)



- Parastar means "a star that transcends disabilities."
- We train artists to shine with their talents regardless of physical barriers.



## Our Mission

**We create a world where disabilities become a differently abled lifestyle**

## Our Vision

Global pivotal role for persons with disability and disability Industries

A connection network between disabled and non-disabled

The pioneer in barrier-free content production





[As of 2023, 30+ taletns]

## Management company with the largest number of disabled artists in Korea

### MANAGEMENT



**Get disabled stars on air**  
: Commercial, TV, movie

### PRODUCTION



**Produce barrier-free content**  
Disability-related content starring disabled artists

### EVENT & CONSULTING



**Plan and organize barrier-free events**  
Consulti on barrier-free festivals, campaigns, etc.

**Offer Disability Support Management to give maximum media opportunities.**

We foster artists  
with **One-stop** care,  
so that the disability  
no longer stay as  
hurdles in media.

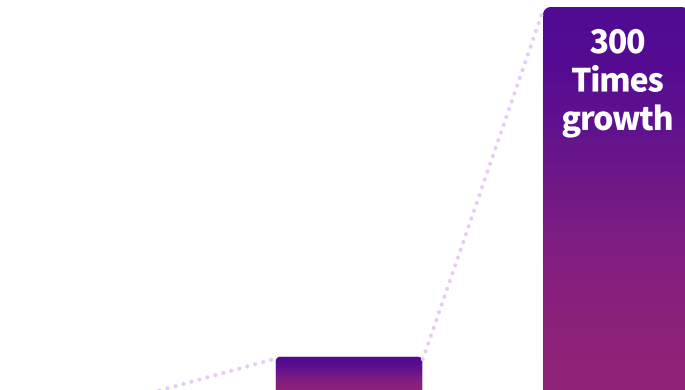
### Disability Specialization System

Talents discovering	Partnering with over 20 disability organizations to scout disabled stars
Concept planning	Character directing and styling
<hr/>	
Professional training	Individual customized training : Acting, model walking etc
Client development	Artist recommendations and customized suggestions
Parastar-content casting	Artist casting in Parastar-producing contents
Schedule Management	Coordinating 'barrier-free' environment
Contract Assisting	Review 'poisonous' clauses in contract in line with disability
On-site Support	Disability support services (Sign language/text translation) etc
Artist Promotion	Press release, Instagram and blog, homepage promotion
Networking Events	Organizing invitational events, collaboration Meetings

# Experienced sales growth of 300 times in 3 years.

## Example

※ Youtuber, Hyun-jin Park



Category	2020	2021	2022
Highest fee (1,000won)	100	500	3,000
Number of activities	1	3	25
Sales (1,000won)	100	1,500	29,779

## Global star example



### Peter Dinklage

[Photo source] BBC, NPR

- Highest fee : 1.1 million dollars (13 billion won)
- Recorded highest fee worldwide : Top 6
- Shows minimized gap between disabled and non-disabled actors



## “S-pop” genre and “deaf” Boys idol group are on the way.

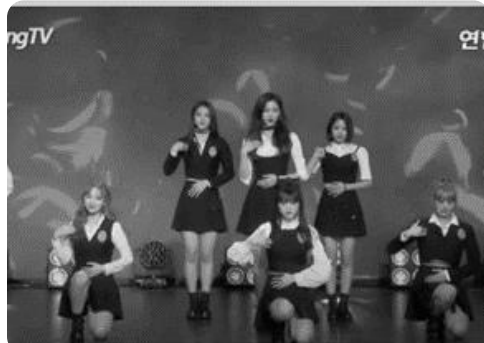
### S-pop Genre

- › Korea-> K-pop, Japan-> J-pop, for Deafs-> S-pop!
- › S: Sign language
- › Embracing 460 millions who were isolated in the music industry
- › Increasing proportion of deaf interpreters in music performances
- › BTS, Rihanna, Cardi-B etc.

### Korean Sign language rapper



### Idol Sign language performance



### S-boys: The very first Deaf Idol (on casting)

- › Concept: 1) Sing with sign language 2) Dance 3) Idol looking 4) Boy group
- › Youtube channel: “Sboyz” (release in July)



Produce 'barrier-free' content that the disabled can easily access and be featured in.

128 +

The number of Parastar-produced Contents (as of 2022)



TV Content ..... 20



Branded Content ..... 15










General ..... 35



Social media ..... 58



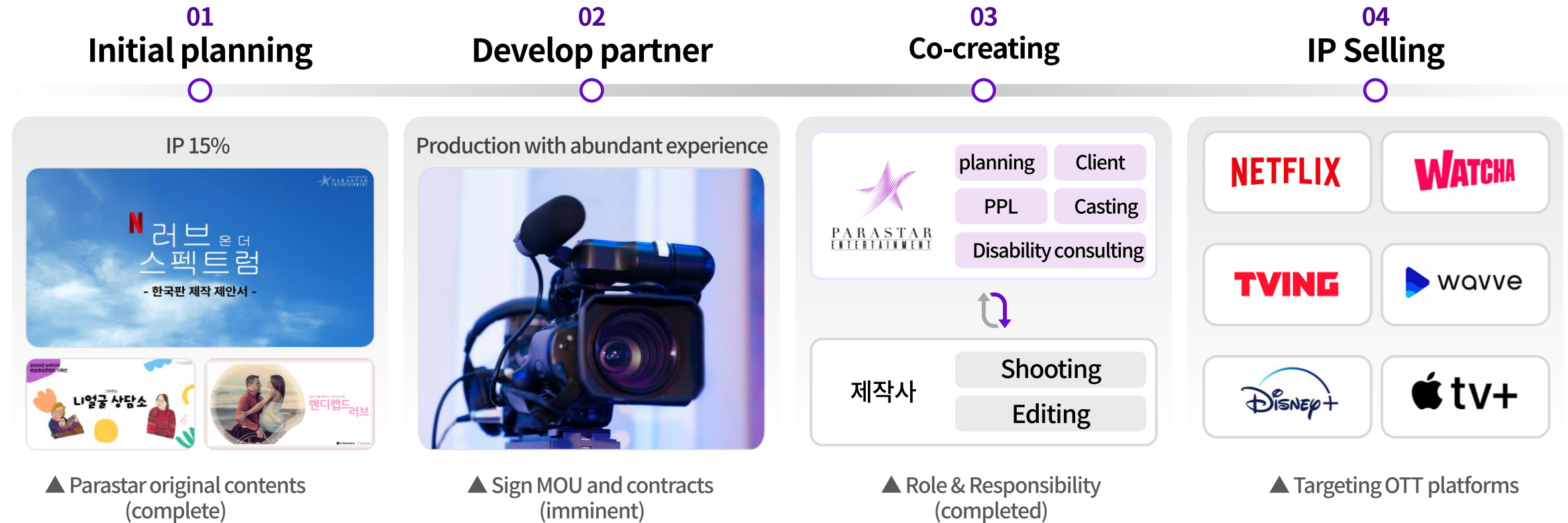
# Create disability-specific initiatives based on IP business.

	2022 ○	2023 ○	2024 ○	
Step	Step1 Agency Business	Step 2 YouTube channel	Step 3 Variety show	Step 4 Drama series
EX.				
Channel	- (영상만 제공)	Social media 	Domestic/foreign OTT 	TV Channel & OTT 
Revenue	Agency fee	PPL commercial fee	Contents IP 50%	Contents IP 100%



# Co-create content with production partner for successful launching.

## Collaboration process



# PARASTAR HISTORY



**Start-up Funding  
by Korea Employment Agency for  
Person with Disabilities**

2020.10

**The 4th Hana Ventures Early  
Startup Competition  
"Excellence Award"**

2021.12

**Confirmation  
of "Women's enterprise"**

2022.02

**Selection of the 2nd  
HI Five Acceleration**

2022.05-06

**Investment attraction  
from MYSC (Pre-A)**

2023.01

2020.09  
**Incorporation**

2021.02  
**Registration of  
Popular Culture and Arts Planning  
Business**

2022.01  
**Investment attraction  
from Hana Ventures**

2022.05-07.  
**Confirmation of  
"Social venture" &  
"Venture" company**

2022.11  
**Investment attraction  
from Korea Social Investment  
Foundation (Pre-A)**



TEAM MEMBERS



## Haley CHA CEO

Currently starring in SBS “Kick a Goal” as the team member of ‘FC Anaconda’

### TV career

- ⊕ Staring in SBS variety show “Kick a Goal”
- ⊕ Former YTN news anchor
- ⊕ Former MBC Gangwon Youngdong announcer
- ⊕ Former SBS Reporter

### Sports career

- ⊕ Current member of Korean Olympic Committee’s Public Relations Media Team
- ⊕ Current member of Korea Table Tennis Association’s media committee
- ⊕ Former lecturer at Sogang University
- ⊕ Former Instructor at Jeonju University

### Education

- ⊕ Daewon Foreign Language High School
- ⊕ Bachelor of Physical Education, Seoul National University
- ⊕ Master of Science, Graduate School of International Studies, Seoul National University
- ⊕ PhD of Physical Education, Seoul National University



## TEAM MEMBERS

# Expert group in a variety of fields from film, music to sports.

### Board member & Advisor



**Minsu HAN**

**Disabled industry**

Para ice hockey coach of national team  
Bronze medal at t2018 Pyeongchang Paralympics National weightlifting



**Chang-Hun HAN**

**Film industry**

Director of Taewon Entertainment  
Produced "Incheon Landing Operation" etc



**Kyu-Sang LEE**

**Sports marketing**

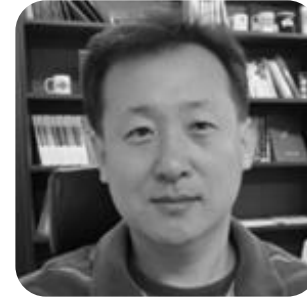
CEO of "Seven Hundred"  
Marketing Manager for 2020 Tokyo Olympics and 2018 Pyeongchang Olympics



**Tae-Sung KIM**

**Music industry**

Composer of SM, JYP, and YG  
EXO "Growl" etc  
Produced numerous hit songs



**Yong-Ho LEE**

**Special sports**

Professor of physical education at Seoul National University  
Specializes in rehabilitation exercise for the elderly and the disabled



**Lee-Chang Hun**

**Actor**

MBC's 19th talent Excellence Award at 1995  
MBC Drama Awards  
Starring "Rustic Period"

### Officers



**Jin PARK**

**Managing Director**

SM Ent. Director  
UNIVERSAL Music Managing Director  
Sidus Director



**Dae-Young KWON**

**Project Director**

Founding director of Benefit Inc  
Director of RVFIN  
Marcoroho Brand Representative



**JAE-Young JUNG**

**Content Director**

Kakao Ent. PD  
Yonhap News PD



**LiHoo KIM**

**Sign Language Interpreter**

Sign language interpreter  
In 4 language: Korean, Japanese, English, etc.



**Inyeong BAE**

**Script Writer**

KBS, SBS, MBC, CJENM  
Multiple program writer



**Do-hun KIM**

**Producer**

Abyss, Maru entertainment  
Yonhap News PD

TEAM MEMBERS

Over 30 talents from paralympian, model to actors are here together.





TEAM MEMBERS\_ARTISTS | Paralympian, Model, Dancer, Youtuber, Movie Director, Announcer, Webtoon Writer etc (Total : 32)

Athlete



**LEE Do-yeon**  
A member of the national team for Handcycling

2016 Rio Paralympics silver medalists  
Entered 7 events for 2018 Pyeongchang Paralympics  
Entered 7 events for 2020 Tokyo Paralympics

Athlete



**KIM Sunmi**  
A member of the national wheelchair fencing team

2021 National PARA Games Fencing gold medal (6 medals)  
2018 Asian Games bronze Medal for the Disabled  
KEB Hana Bank CF Model(2018)  
2014 Asian Games bronze medal for the disabled

Athlete



**KIM Gyu-dae**  
A member of the national team for the field-and-track

2016 Rio Paralympics bronze medalist  
2012 London Paralympics bronze medalist  
2008 Beijing Paralympics bronze medalist

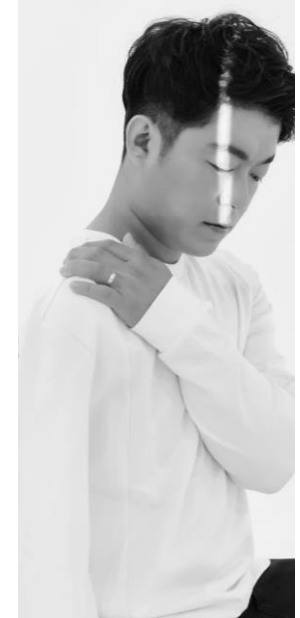
Athlete/  
Administration



**LEE Jung-min**  
A member of the national Biathlon and cross-country skiing team

APC Athletes' Committee Chairman  
KADA Athletes' Commission member  
Entered 2018 Pyeongchang Paralympics

Athlete/  
School teacher



**PARK Hangseung**  
A member of the national Disability Snowboarders team

Entered 2018 Pyeongchang Paralympics  
Participated in Bodyfriend "Pat Pat" Project  
KBS, "Screening Humanity"  
SBS, "Curious story, Y"



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Athlete



**YOO Byung-hoon**  
A member of the national track-and-field team

Beijing Paralympics 2008 bronze medalist  
2019 Dubai World Championships Bronze Medal  
Entered an event for 2020 Tokyo Paralympics

Athlete



**PARK Ji-eun**  
A member of the wheelchair rugby national team

First place, 2021 the national sports games for the disabled  
Lotte Group commercial Main Model (2022)  
2022 National PARA Games Top 3-2.0 Best point award

Athlete



**KIM Young-hun**  
A member of the wheelchair rugby national team

Samsung C&T 'Heartist' Model(2020)  
Entered Cyathlon FES Bike (2020)  
Wheelchair Rugby Seoul Cup Most Valuable Player Award(2022)

Athlete/  
Administration



**CHO Seung-hyun**  
A member of the wheelchair basketball national team

2018 Jakarta Asian Games Top3  
2019 Asian Wheelchair Basketball Championships Top2  
2020 Tokyo 2020 Paralympic Games Top11  
2022 Asian Wheelchair Basketball Championships Top4

Athlete/  
School teacher



**KIM Sang-yeol**  
A member of the Wheelchair basketball national team

2018 Asian Para Games Wheelchair Basketball Bronze Medal  
2019 KWBL Wheelchair Basketball League MVP  
2020 Tokyo Paralympic Games Top11

TEAM MEMBERS\_ARTISTS | Paralympian, Model, Dancer, Youtuber, Movie Director, Announcer, Webtoon Writer etc (Total : 32)

Athlete



**LEE Youn-joo**

**A member of the  
Wheelchair basketball  
national team**

2018 Jakarta Asian Games Top3  
2019 Asian Wheelchair Basketball  
Championships Top4  
2020 Tokyo Paralympic Top11  
2022 Asian Wheelchair Basketball  
Championships Top4

Model



**KIM Hye-won**

**Model**

5th place of Miss World Korea  
SBS, "Star King"  
KBS, "Screening Humanity"  
MBC, "NewsDesk"  
RUPPLE Brand Model(2022)

Model



**LEE Chan-ho**

**Model**

Survivor of Army K-9 self  
-propelled artillery explosion  
Main cast of game 'ARMIS'  
commercial (2021)  
Performance "Runway-Passion  
of Fashion"(2022)

Model



**SEO Young-chaeh**

**Model**

2021 f/w Seoul Fashion Week  
'Greedilous' Fashion Show  
2021 Spadejay x Collaboration  
Super Talent Seoul Fashion Week  
On Style, "Korea's Next Top Model"  
Season 4, Top 10 Entry (2013)  
Lee Hyori "Crazy" Music Video (2013)

Model /  
YouTuber



**JUNG Dam-e**

**Model / YouTuber**

YouTube, "jung dam e"  
JTBC, "Hyori's B&B"  
#1 on the real-time search keyword  
"I don't have to be happy  
with myself" publication (2022)

TEAM MEMBERS\_ARTISTS | Paralympian, Model, Dancer, Youtuber, Movie Director, Announcer, Webtoon Writer etc (Total : 32)

Model / Actor



**KIM Jong-wook**  
Model / Actor

Samsung C&T 'Heartist' Model (2020)  
Woori Financial Group Digital Commercial (2021)  
Korea Tourism Organization Promotion Video (2021)  
MBC, "Our neighbor's Peter Pan" Film, "Everyone's Film" Cinephile

Model



**CHOI Donggyu**  
Model

The Government of the Republic of Korea CF(2022)  
KANGSTERS Wheely-X CF (2022)  
Samsung C&T 'Heartist' Model (2021-)  
Everybody's soccer field, everybody's K League CF (2020)

Model / YouTuber



**Park Hyun-jin**  
Actor / YouTuber

YouTube, "JIN TV"  
Lotte Group commercial Main Model (2022)  
EBS, "Through the world" MC (2022)  
EBS, "Everything's good" MBC Radio, "The world he hears"

Model / Dancer



**HWAHG Seong**  
Model / Dancer

EBS KRUMP WORLD FINALS -Team KOREA TOP 4 (2018)  
EBS KRUMP WORLD FINALS -Junier TOP 8 (2018)  
LOTTE Chilsung CF (2020)  
KIA Motors Green Travel CF (2023)

Actor



**LIHOO**  
Actor

Performance "Runway-Passion of Fashion"(2022)  
Lotte Group commercial Main Model (2022)  
"Midnight Sun" Main Character (2014)  
"Love is 100 degrees Celsius" Main Character (2010)



TEAM MEMBERS\_ARTISTS | Paralympian, Model, Dancer, Youtuber, Movie Director, Announcer, Webtoon Writer etc (Total : 32)

Actor



**KIM Munil**  
**Actor**

Commercial "The world of a deaf is like 'here'" (2022)  
Cast of a film 'Next door friend' (2011)

Actor



**LIM Jiyun**  
**Actor**

KBS "Human Theater"(2022)  
Asian production Anecdote-here, once, Gaga (2021)  
Lim Jiyun's Day (2021)  
leum Online, Cast of "Art is saying something" (2021)

Actor /  
Journalist



**KIM Minjin**  
**Journalist / Actor**

"Human Aid Post" journalist  
"My X Sister" Main Character  
KBS "Family of Love"  
MBC Living Together World  
Hope Project - Happiness  
by Sharing  
SOVAC2020 Value Job Go!

Director / Actor/  
Athlete



**KIM Jong-min**  
**Director / Athlete**

2022 National PARA Games  
Silver medal in Discus  
2021 National PARA Games  
silver in discus, shot put,  
and javelin  
EBS, "Be Well" Regular Panel  
(2019-2020)  
CBS Talk Show "Everyone's  
living room" (2019)  
Short Film "Gratitude"(2020)

Model / Actor



**SEO Jua**  
**Model / Actor**

KBS <Hello, It's Me>  
tvN <Mr. Queen>  
Netflix <KingDom>  
JTBC <Flying Butterfly>  
JTBC <No longer Human>  
Movie <Oksoo Station Ghost>

TEAM MEMBERS\_ARTISTS | Paralympian, Model, Dancer, Youtuber, Movie Director, Announcer, Webtoon Writer etc (Total : 32)

Dancer



**KIM Yong-woo**  
Dancer

Wheelchair Dance sport /  
Dance Opening Ceremony of  
2018 Pyeongchang Paralympics  
Spotify CF (2021)  
KIA CF (2016)

Dancer



**KIM Wan-hyuk**  
Dancer

2019 National Paralympic  
Games Opening Ceremony  
Performance  
Woori Financial Group CF (2021)  
Vodka "Absolut" CF (2021)  
Dr. Martens "Tough as you"  
campaign model (2019)

Dancer



**GO Ara**  
Dancer

2018 Pyeongchang Paralympics  
closing ceremony performance  
Performance IU <Flower> (2022)  
Performance <La La Land> (2021)  
A+ Festival Model (2019)  
SBS, "Star King"  
KBS, "Screening Humanity"

Announcer



**LIM Hyun-woo**  
Announcer

KBS Anchor (2019-2021)  
KBS News 12 Daily News  
KBS3 Radio "Tomorrow  
is blue sky"

Announcer



**CHOI Guk-hwa**  
Announcer

KBS Anchor (2021- )  
KBS News 12 Daily News  
Samsung C&T 'Heartist' Model (2020)  
KIA Motors Green Travel  
Announcer (2014)  
Disability Rights Forum  
Announcer (2012)

TEAM MEMBERS\_ARTISTS | Paralympian, Model, Dancer, Youtuber, Movie Director, Announcer, Webtoon Writer etc (Total : 32)

Cellist



**KIM Bohee**  
**Cellist**

Opera Meister music competition  
Third in College Sector (2019)  
2nd place for the cello at  
Sejong Music Competition (2019)  
Senior member of the Shinbong  
Youth Orchestra (2019-2020)  
Hwaseong Music Association  
Ensemble Concert (2021)  
Solo Performance "Blind Night" (2022)

Webtoon  
Writer



**Yeondu**  
**Webtoon Writer**

"Yeondu's Rehabilitation Diary"  
publication (2022)  
"Beyond Handicap"  
publication (2022)  
KBS, "Screening Humanity"  
@yeondu323



# Network hub between disabled and non-disabled entities.

Talents

30+

Content

122+

Partners

61+

## [Disabled]

No.1 간병 매칭 플랫폼 케어네이션	초록여행	DANURIM
FEELDOM	국립장애인도서관 National Library for the Disabled	대한장애인체육회 Korea Paralympic Committee
abind	EASY TRIP	K-Wheel Dance Project
Ablenews 에이블뉴스	한국장애인문화예술원 Korea Disability Arts & Culture Center	대한장애인체육회 Korea Paralympic Committee
휴먼에이드포스트	행복나눔재단	LÜPL Let Us Protect Liberty
크로코	Kangsters	Cochlear
밀알복지재단	YELTO Good is good	



## [ Non-Disabled ]

하나벤처스	SAMSUNG 삼성물산	CJ 제일제당	LOTTE
현대아산	YTN	ABSOLUT Country of Sweden VODKA	우리금융그룹
LG SAKURA	오비맥주	KIA Movement that inspires	아르헨티나 ARGENTINA
5더 서울주택도서관사	TWISTED ZERO	JOSEPH X STAGY	Spotify
일간 뚜껑	BOOK JOURNALISM	DO DREAM SPORTS ASSOCIATION	KNS
서울특별시	부산광역시 BEAVERPOLICE.CITY	1004 환상시공간	Reharvest
국제타구연맹	용인대학교 YONGIN UNIVERSITY	서울대학교 스포츠과학연구소	한국체육대학교
KSA 대한스키협회 KOREA SKI ASSOCIATION	2018 평창가동재단 PyeongChang 2018 Olympic Partner	Impact Alliance	Ockham's
주식회사 공항리무진 Airport Limousine co.LTD	SPADELAV		



# PARASTAR ENTERTAINMENT

## Contact information

Please refer to the following contact information  
if you have any inquiries about booking artists  
or discussing collaborations.  
E-mail: [contact@parastar.org](mailto:contact@parastar.org)  
+82)2-1877-8705