

CHINGU AI

Voice-first AI companion for Korea's 2.13 million elderly living alone

2.13M

elderly living alone

3,924

solitary deaths in 2024

₩168T

silver economy by 2030

A crisis that has already arrived

Korea crossed the super-aged threshold in December 2024 — one year ahead of projections.

2.13M

elderly Koreans
living entirely alone

3,924

solitary deaths in 2024
43% found by landlords

32.6%

of elderly have no one
to talk to on any given day

67.4

per 100K suicide rate
for 80+ — OECD #1

The government is legally required to monitor these individuals. It cannot.

| The Gap

The welfare workforce cannot scale

Current System

- 1 welfare worker per 60-120 elderly
- Physical visits: 1-2× per week at most
- Zero data between visits
- Solitary death undetected: avg 2.4 days
- Coverage: ~50% of registered elderly

What's Required (2026 Law)

- Daily check-in for every registered elderly
- Real-time anomaly alerts within hours
- Digital audit trail per resident
- Integrated Community Care Act — March 2026
- Budget already allocated: ₩451.3B in Seoul

The Solution

One product. Three buyers. One flywheel.

The Senior

이순자 (79), Gyeongsang-do

친구야

Says the wake word. Talks to her AI friend about her knee, her daughter, her 1970s folk songs. Remembers everything. Speaks her dialect.

The Adult Child

김민지 (48), Seoul

₩12,900/mo

Opens the app. Sees her mother spoke for 22 minutes today. Leaves a voice message. Hasn't felt this close to her mother in years.

The Welfare Director

박지은, County 복지과

Dashboard

97% of her 340 registered elderly contacted today. Alert fires if anyone is silent 18+ hours. Her coverage doubled. Her liability dropped.

How Chingu Works

01

Wake Word

Senior says " 친구야 "
Porcupine detects on-device
No audio sent to cloud

02

Voice AI

Korean + 5 regional dialects
HyperCLOVA X + EXAONE
700ms round-trip latency

03

Memory + Care

Remembers context & mood
Medication reminders
Unusual silence → alert

04

Family App

Adult child sees activity
Leaves voice messages
₩12,900/month — converts

Why Now

Five forces converging in 2026

Super-aged threshold crossed Dec 2024

20.4% of Korea is now 65+. One year early. Infrastructure failed overnight.

Integrated Community Care Act — March 2026

New legal mandate for daily remote welfare monitoring. Government must buy technology.

₩451.3B Seoul loneliness reduction plan

Budget already allocated. Procurement pipeline open now.

Korean LLMs & ASR finally production-grade

HyperCLOVA X + AIHub 6,000-hour elderly speech dataset. Not possible 2 years ago.

No family-facing product exists anywhere

KT, SKT, Naver all route value to welfare workers only. The adult child's ₩12,900 is sitting uncaptured.

Business Model

Government pays to enroll. Family pays to connect.

Stream 1 — Welfare Tech SaaS (B2G)

₩10,000

/ resident / month

- 1-3 year KONEPS contracts
- 500-senior county = ₩60M/year
- 3,000-senior district = ₩360M/year
- Revenue starts January 2027

Stream 2 — Family Companion App (B2C)

₩12,900

/ family / month

- Near-zero CAC — govt enrolls the parent
- Notification fires to adult child at enrollment
- 30-day free trial → subscription
- Target: 30-35% conversion

The flywheel: each govt contract = acquisition channel for family subscriptions at near-zero CAC

Unit Economics

The math works — once the flywheel turns

Cost per user / month	
ASR (Phase 1 / Phase 2)	₩9K → ₩600
LLM Inference	₩800
TTS + Cloud Infra	₩1,700
Customer Ops	₩1,800
Total COGS (Phase 2)	₩4,900

Scenario	Conversion	LTV	CAC	LTV/CAC
Bear	15%	₩488K	₩800K	0.6×
Base	30%	₩680K	₩250K	2.7×
Bull	45%	₩883K	₩130K	6.8×

Go/no-go gate: if family conversion < 15% at Month 3 → pivot decision required

Competition

A business model gap — not a technology gap

Company	Dialect	Family App	B2G Contract	Weakness
KT GiGA Genie	X	X	CSR / free	Side project. No commercial intent.
SKT NUGU Care	X	Care workers	Free pilots	Not productized. No analytics.
Hyodol	X	Basic	Limited	₩1.3M hardware. 1K units in 12 years.
CLOVA CareCall	X	X	Some pilots	Outbound calls only. No memory.
Chingu AI	✓ 5 dialects	✓ Family-first	Target (paid)	None yet — building the moat

Real moat: multi-year KONEPS contracts + KISA certification + KIHASA outcome studies — not ML capabilities

Go-to-Market

Government pilots are both the product validation and the consumer acquisition channel



Critical timing: pilots start Feb → evaluate Aug → budget inclusion Oct → first cash Jan 2027

18-Month Roadmap

Q1 2026	Q2 2026	Q3-Q4 2026	Q1-Q2 2027
Build	Pilot	Validate	Scale
<ul style="list-style-type: none">Core voice loop3 pilot MOUs signedKISA application filedMFDS opinion letter	<ul style="list-style-type: none">400-500 seniors enrolledFamily app v1 liveConversion rate trackedWelfare dashboard v1	<ul style="list-style-type: none">WER test → dialect go/no-goKISA certification done5+ contracts signed₩2.5B seed closed	<ul style="list-style-type: none">First govt revenue Jan 202710-15 contracts live₩600M+ ARR run rateSeries A preparation

Team

Senior-only hiring. Every role is a critical constraint.

CEO / Founder

Now

Korea market fluency
Government relationship network

ML / Speech Engineer

Month 1

Korean ASR + Whisper fine-tuning
Elderly voice adaptation

Backend Engineer

Month 1

FastAPI · real-time voice
Naver Cloud infrastructure

Government Relations

Month 1

보건복지부 / 행안부 network
KONEPS procurement experience

Mobile Engineer

Month 2

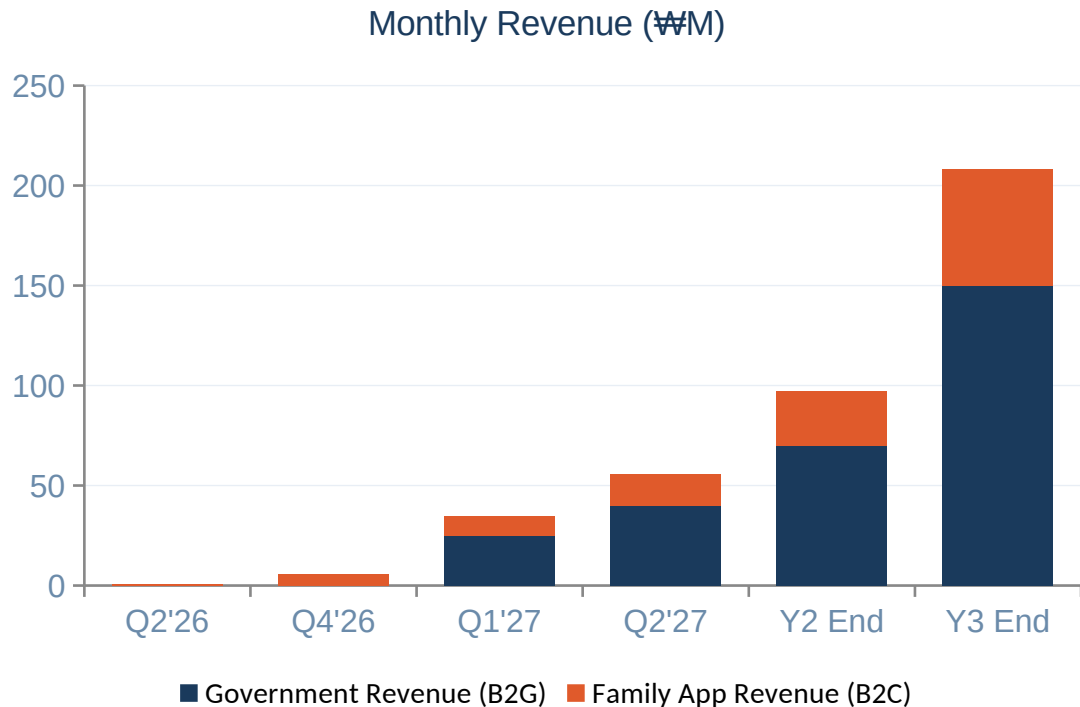
React Native · iOS + Android
Family app UX

UX Designer (Elder-First)

Month 3

Field research with 65+ Koreans
Voice-only interaction design

Financials — Base Scenario (30% family conversion)



Key Milestones

18-Month ARR

₩666M/year

Year 2 ARR

₩1.17B/year

Year 3 ARR

₩2.5B/year

Gross Margin (Phase 2)

~67%

Cash flow positive

Q3 Year 2

First government cash: January 2027 · Seed runway covers full procurement gap · Series A at ₩3.5B+ ARR

The Ask

₩2.5B

Seed Round · ₩5B pre-money

Target Investors

- IMM Investment
- Kakao Ventures
- KDB 산업은행
- K-Startup Grand Challenge (₩950M equity-free)

Use of Funds

■ Engineering (5 senior hires)	₩1,100M	44%
■ Government Pilot Ops	₩500M	20%
■ Team Operations (18 months)	₩600M	24%
■ Legal / Compliance / KISA	₩200M	8%
■ Reserve	₩100M	4%

Series A Triggers

- ₩3.5B+ ARR
- 10+ govt contracts
- 25%+ family conversion
- 60%+ gross margin

18 months of runway · Covers full government procurement gap to first cash (Jan 2027)

**Korea's elderly
deserve a friend
who never
forgets them.**

친구
야

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CHINGU AI — Seed Stage 2026