



SPP Biz Matching Platform User Guide (Seller)

<https://www.spp.kr/>

INDEX

1	What is SPP? / Overview of Main Page	----- <u>3</u>
2	Registration (Seller)	----- <u>5</u>
3	My Page	----- <u>12</u>
4	Projects & Companies	----- <u>14</u>
5	Biz Matching	----- <u>18</u>

SPP International Contents Market (Seoul Promotion Plan)

An international contents B2B market event hosted by Seoul Business Agency(SBA) since 2001, providing various businesses such as content sales/purchases, co-productions and investment attractions for companies that own IPs for web novels, webtoons, animations and games.

SPP: B2B Matching-Specialized Platform

- Participate in various content B2B matching events with a single membership.
- Biz matching support between seller companies with IP and buyer companies interested in the purchase, distribution, licensing, and commercialization of IP.



Year-round Biz Matching



Easy connection with business partners

Overview of Main Page

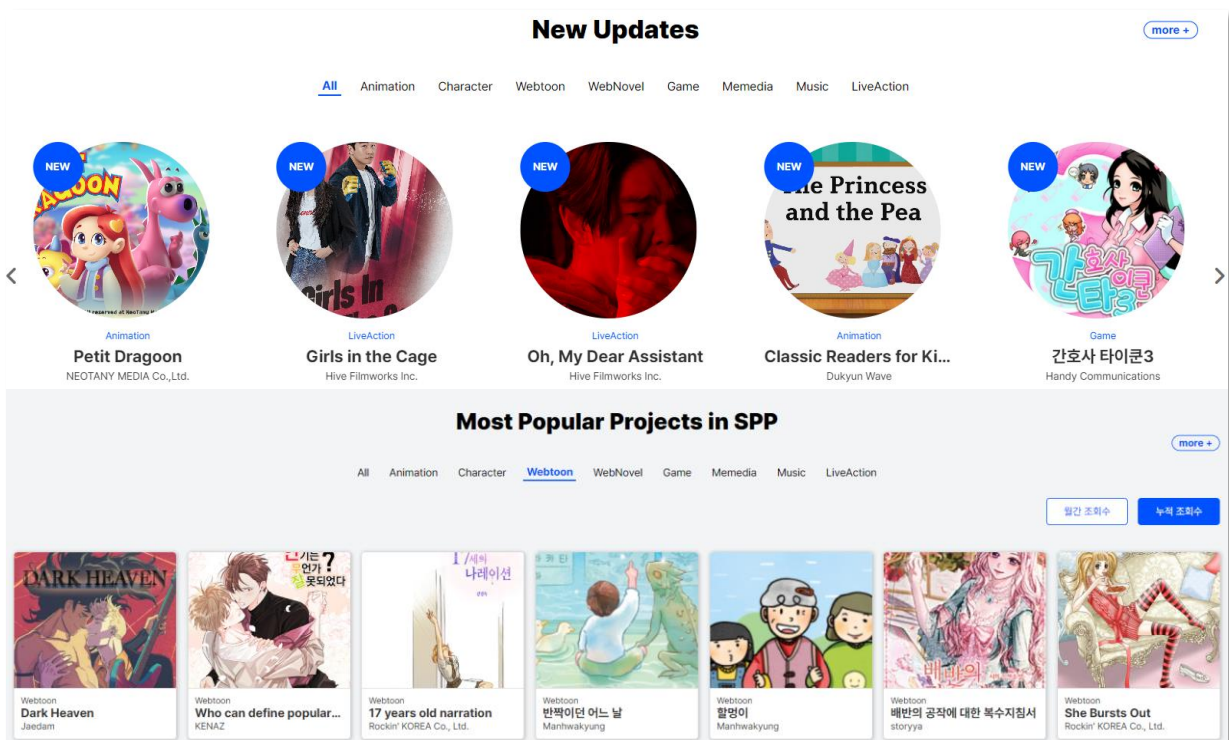
[Menu Bar]



[Search Bar]



[New Updates & Most Popular Projects in SPP]



View newly registered and popular SPP projects

Registration (Seller)

Consent to collection and use of personal information

① Click the **Registration** button in the top right corner.

② Check the box in the consent form: ☒ I agree to the use of my personal information that I provide

③ Click the **Proceed to apply** button at the bottom of the form.

① Click the **Registration** button to go to the sign-up page.

② Check the box in ☒ I agree to the use of my personal information that I provide

③ Click the **Proceed to apply** button on the bottom.

Registration (Seller)

Search to see if your company is already registered

The screenshot displays the SPP Sign Up page. At the top, there is a navigation bar with links: About, How To Use, Search Projects, Search Companies, and Newsroom. On the right, there are buttons for Login, Registration, and a LANGUAGE dropdown. Below the navigation bar, a blue banner reads 'Home > Sign Up'. A progress bar with four steps is shown, with the first step being active. The main section is titled 'Search a Company' and includes a sub-header: 'The first participant registered in the company becomes the master, and the subsequent registered member becomes the staff. Master authority delegation and staff approval are possible on My Page.' Below this, there is a 'Company name' input field (labeled ①), a 'Search' button (labeled ②), and a '+ Create New Company profile' button (labeled ①). A 'Next' button is also present. At the bottom, there is a footer with SPP and SBA logos, contact information for the Seoul Business Agency (SBA), and a 'Related Sites' dropdown. A modal window is open at the bottom, showing 'Company name' input fields for 'KOR' and 'ENG' (labeled ③), and 'Next' and 'cancel' buttons.

① (When registering for the first time): click the Create New Company profile button and enter the relevant information.

② (If not registering for the first time) : search for your company.

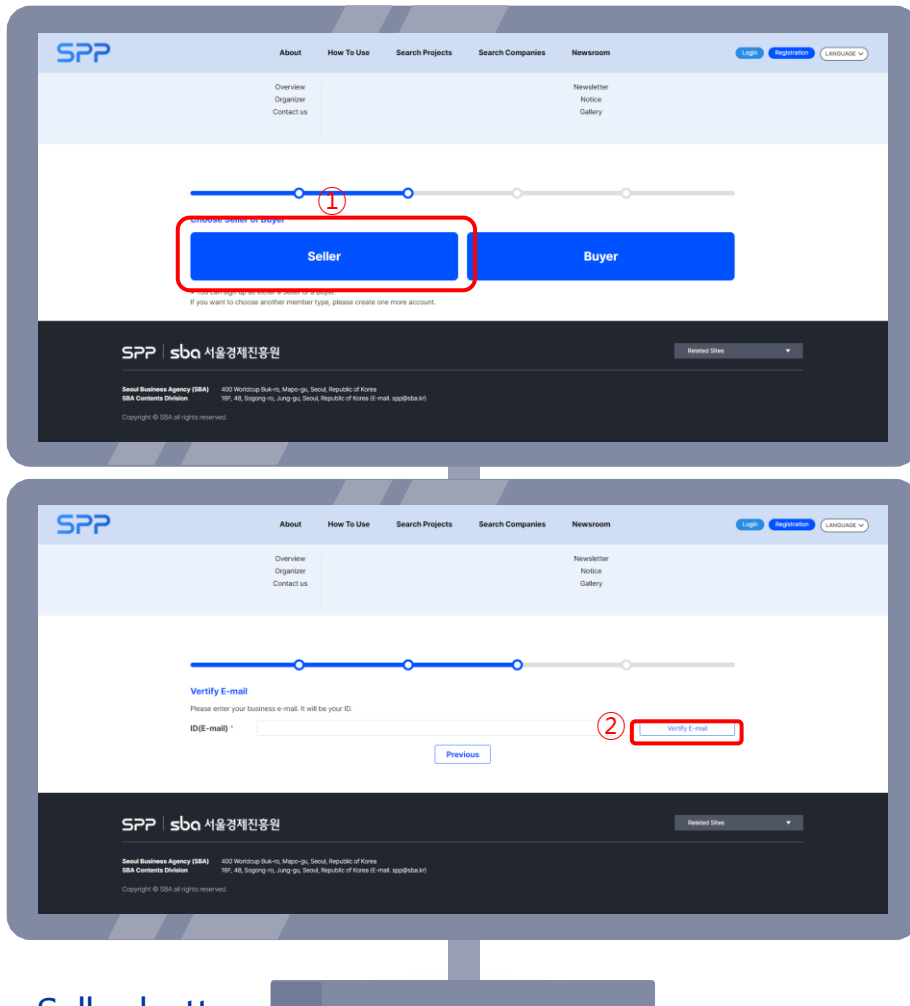
③ Click the **Next** button.

※ The first registered person of a company will be designated as a 'master', and subsequent registered persons will be designated as 'staff'.

※ Staff do not need to register projects/company information.

Registration (Seller)

E-mail Verification



① Click the Seller button.

② Click the **Verify E-mail** button after entering your e-mail then enter the verification number you receive via your e-mail.

③ Click **Next** when you see the 'Verification is completed!' pop-up.

Registration (Seller)

Enter Personal Information

Home >
Sign Up

Complete Application Form

ID(E-mail) *

1 Password * Password must be 8-20 characters and contain both numbers and letters. Check password *

My Information

First Name * Last Name *

Job Position * Country * ==Select==

Department /Division *

Telephone * Mobile *

2 Next

① Re-check your e-mail and enter your password, name, etc.

② Click the **Next** button.

Registration (Seller)

Enter Company Information

①

Company Information

Company Name (KOR) Company Name (ENG) *

Country *

Homepage * Year of Establishment

Company Logo

Company Introduction (KOR)

Company Introduction (ENG) *

Company Introduction File Upload

Your Business Type

Main Business *

Second Business

Third Business

Your Areas of Interest

Your Interests (First) *

Your Interests (Second)

Your Interests (Third)

③

②

Your Interests (Animation)

Type ☐ 3D Computer animation ☐ Traditional animation (Cel, Hand Drawn) ☐ 2D Vector-based animation ☐ Stop motion ☐ Motion graphics ☐ Live Action Animated Hybrid

Genre ☐ Comic/Funny ☐ Romance ☐ Fantasy ☐ Action ☐ Drama ☐ Horror/Thriller ☐ Sports ☐ Historical play ☐ Education

Age Group ☐ Family ☐ Tweens & Teens ☐ Kids ☐ Pre-School ☐ Toddler ☐ Adult

Production Status ☐ Completed ☐ In Production ☐ Pilot

Language ☐ Non-Verbal ☐ Verbal

① Enter the essential information such as country, website, company logo, etc.

② Select your preferences (Main, second & third) then select sub-categories such as type, genre, age group, etc.

③ Click the button.

※ All images such as logos, project images, etc. must be uploaded in high resolution to prevent image distortion.

Registration (Seller)

Project(IP) Management

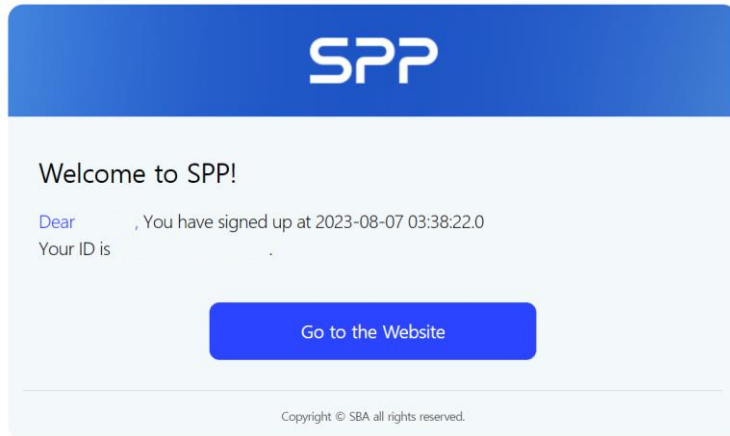
- ① You will automatically be brought to My Page's project(IP) management tab.
- ② Upload essential information such as category selection, synopsis, project details, etc.
 - You can save with the Save temporarily button on the upper and lower right side to save temporarily.
- ③ Click the Save button.
- ④ 'Confirm the 'Successfully registered!' message.

※ All images such as logos, project images, etc. must be uploaded in high resolution to prevent image distortion.

Registration (Seller)

Registration Completion E-mail

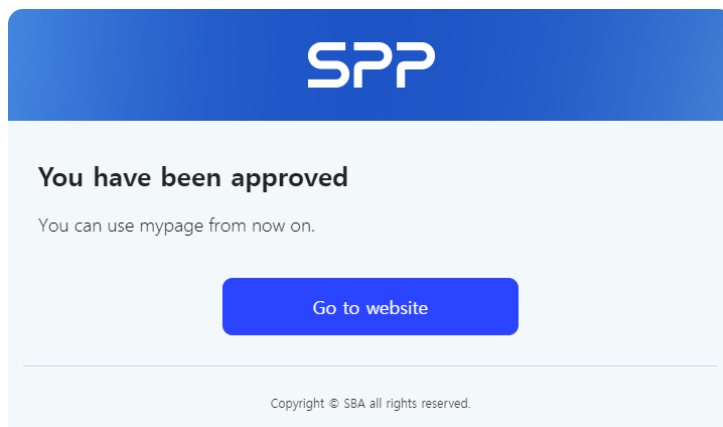
① Registration is completed with a confirmation e-mail.



※ First-time registered masters and staff are in 'pending approval'.

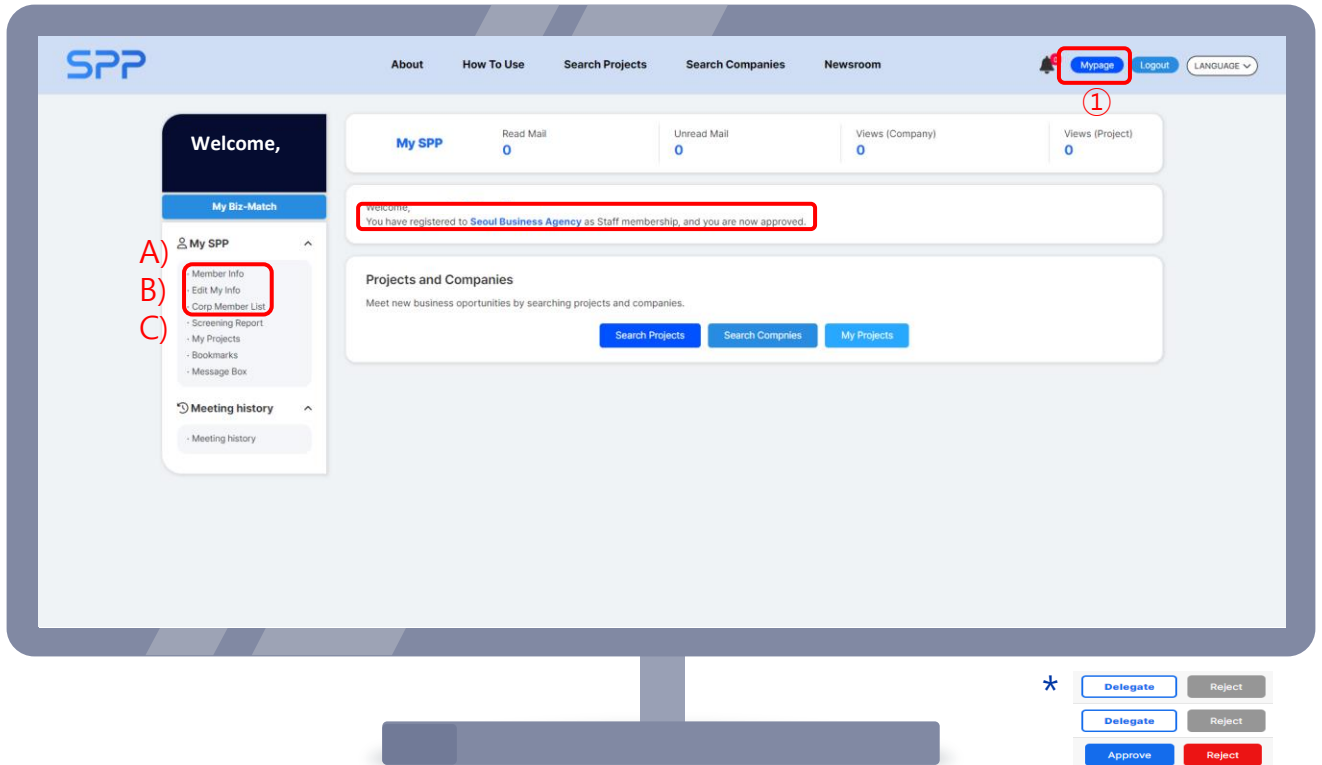
- Master: must be approved by an admin in the admin page → check for approval e-mail (may take about a day).
- Staff: company master can approve staff in May Page >> Corp Member List.

② After approval by admin/master, a notice will be sent via e-mail/text.



My Page

View SPP/Previous Meetings



① Click the **My Page** button on the upper-right.

② My Page: Main features

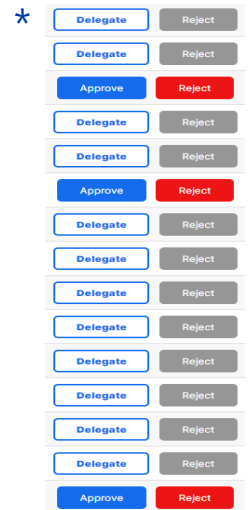
Ⓐ Member Info: Edit personal info such as passwords.

Ⓑ Edit My Info: Edit/view company info.

- Masters can view and edit info. Staff can only view info.

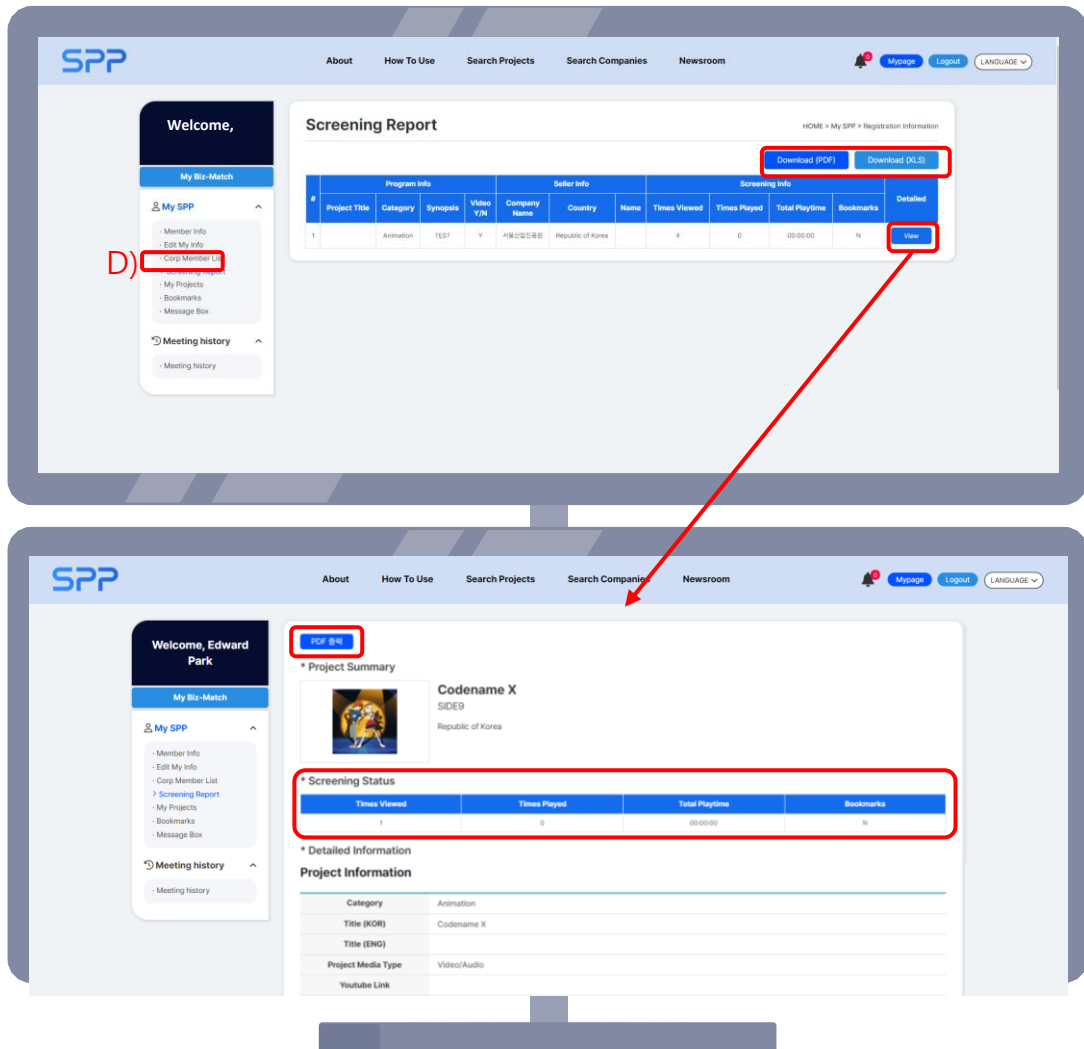
Ⓒ Corp Member List: View registered members(master & staff), approve/refuse staff, appoint master rights to staff, etc.

- Master becomes a staff member after giving up master rights.



My Page

View SPP/Previous Meetings



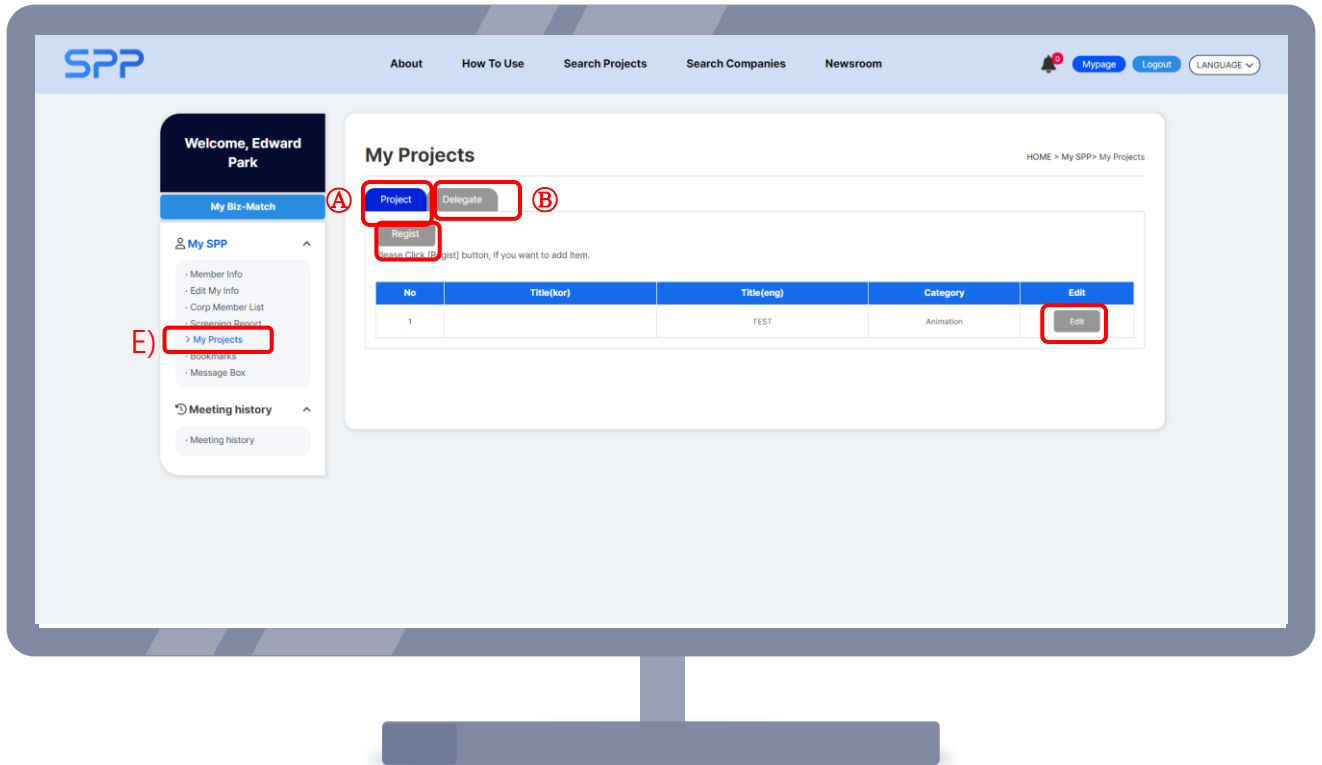
③ My Page: Main features

① Screening Report

- View the projects searched by you, the buyer.
(Viewed info can be downloaded as Excel or PDF files.)
- Click the [Details](#) button to see number of personal views, viewed time and bookmark status of each project.
(Page can be downloaded as PDF.)

My Page



View SPP/Previous Meetings



④ My Page: Main features

ⓔ Project(IP) management

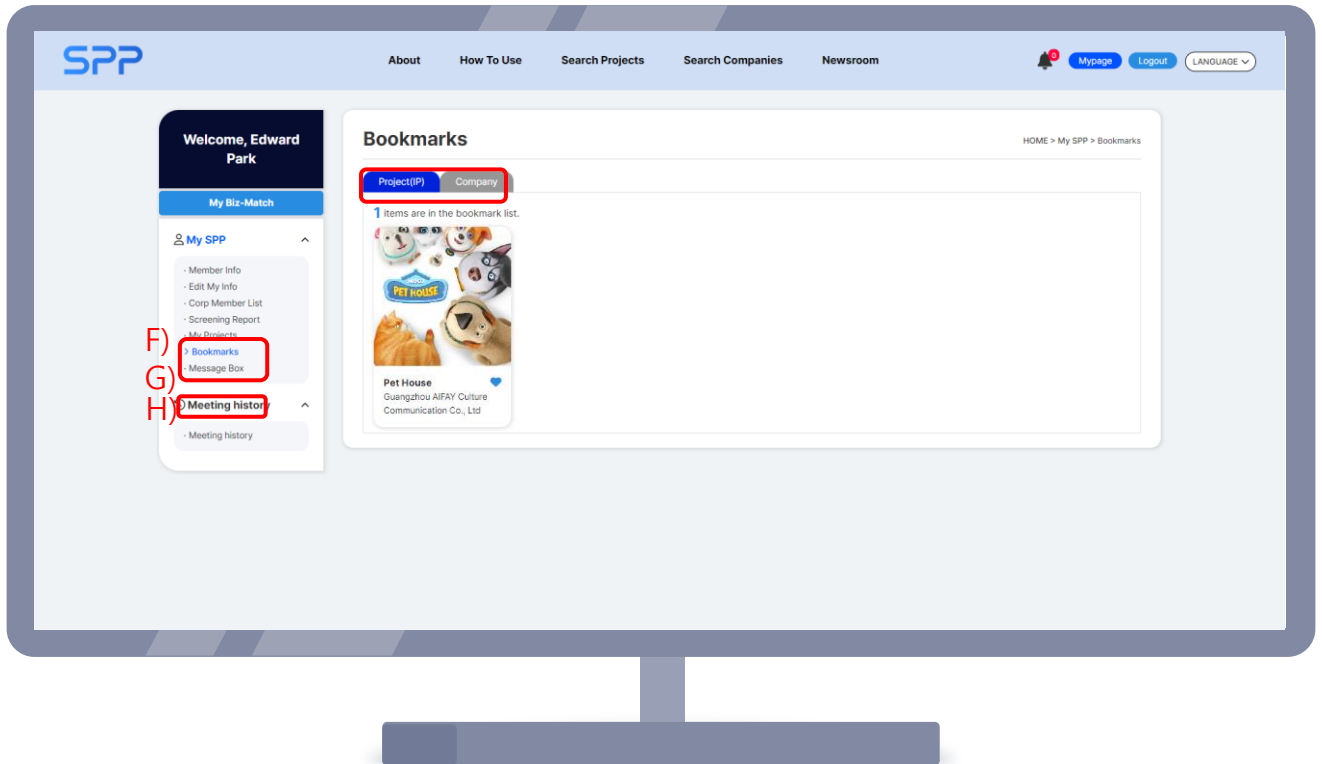
① Project: Edit & add projects uploaded during registration.

- Click the  button to edit previous projects.
- Click the  button to upload a new project.



② Delegate: Select a member to delegate and click to delegate the master rights.

My Page

View SPP/Previous Meetings

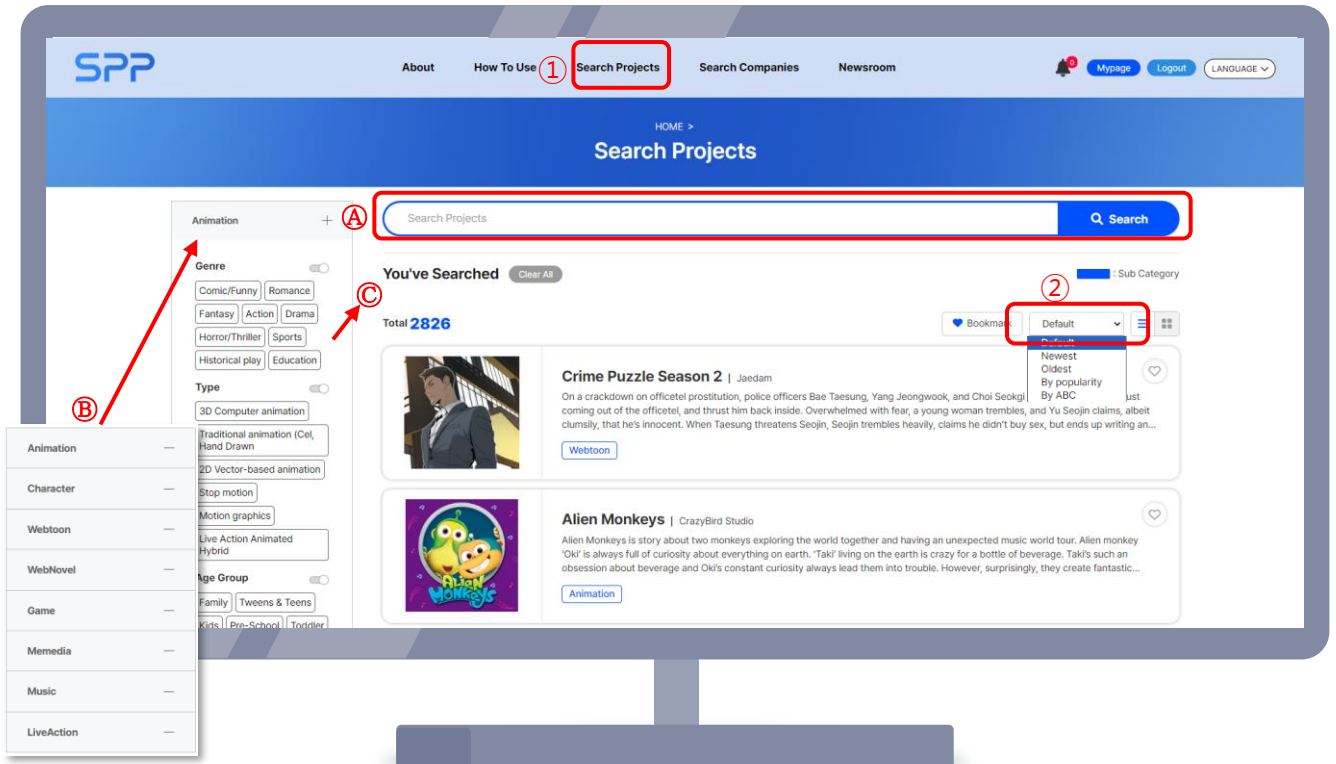


④ My Page: Main features

- ⑤ Bookmarks: Click the  button in the project/company detailed info page to change the icon to  and add it to your list.
- ⑥ Message Box: Check the messages you received/sent from 'Search Projects/Companies' and matching status.
- ⑦ Meeting History: View the contents of previous focused matchings.

View Projects

Search Projects: search filters



① The 'Search Projects' menu on the topside of the page is used to search for registered projects(IPs and contents).

Ⓐ Search with project name, company or keyword.

Ⓑ Search by content category, such as animation, character, webtoon.


Ⓒ Detailed search using multiple filters such as genre, type, age group.


② Sort (Default, newest, oldest, popularity or alphabetically)/view type(lines or tiles)

View Projects

Project Details

Search Projects


Pet House  ⑤ Bookmark




Project Information

Category	Animation
Title (KOR)	Pet House
Title (ENG)	
Project Media Type	Video/Audio
Youtube Link	
Synopsis (KOR)	Sweet kitty, stubborn husky, witty hamster, and a bunch of cute and amazing pets coming! MOCO and his cute pet friends will go out of the pet store and start a relaxed and funny life chapter in the Alfay community. They eat, play and explore the unknown together. On this basis, the core of the story will add an important element of "family", to refine the family environment behind the cute pets, strengthen close relationship maintenance, and reflect the family value behind the pets in the relationship.
Synopsis (ENG)	
Keywords	Comedy Pets Friendship
Type	3D Computer animation
Genre	Comic/Funny
Age Group	Family Kids Pre-School

Person in Charge of this Project

**Ivan, Kung**
Marketing
Head of Int'l Marketing

**Kate, Pan**
Distribution
International Operations Specialist



① Project video

② Detailed image of project

③ Detailed info of project

④ Click 'Person in Charge of this Project' to send inquiries.

Inquiry Message

Message

Attachment

Attachment Upload

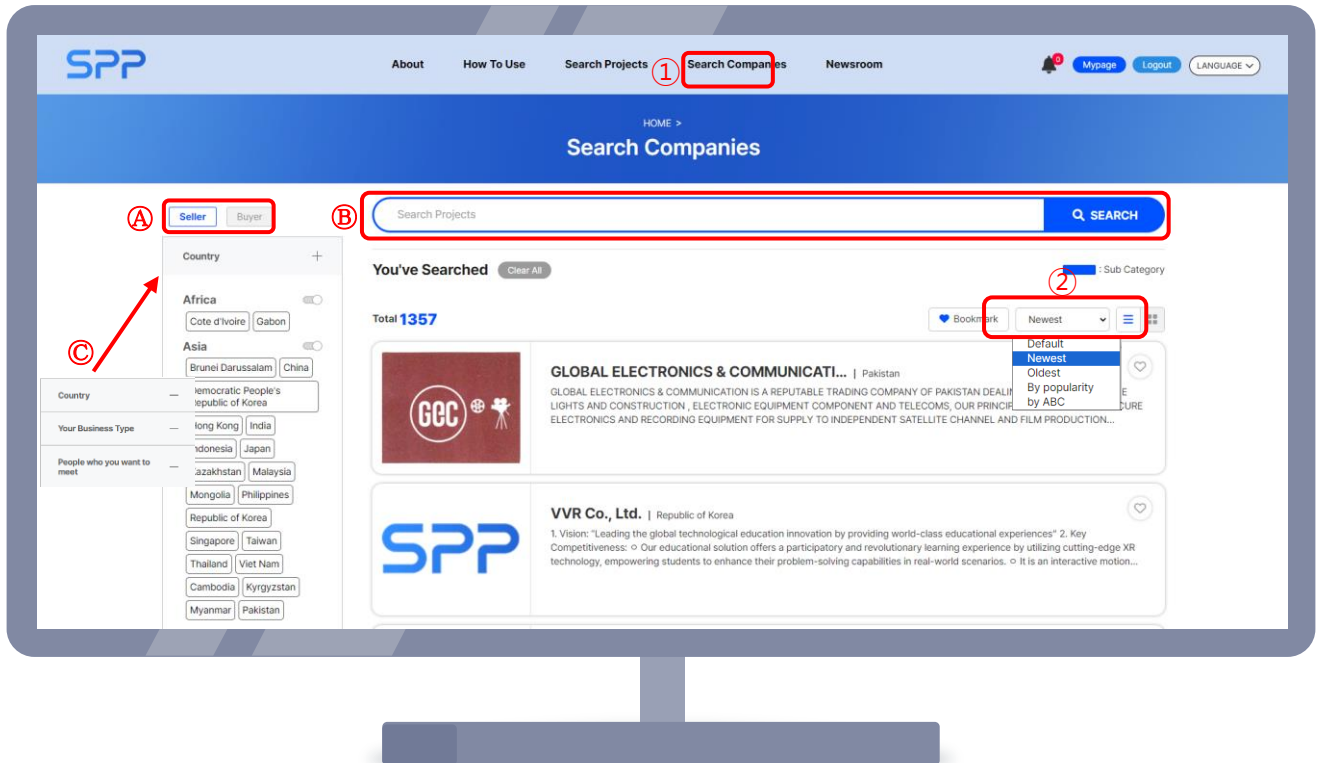
Send

This function is for making inquiries about companies or projects. You can check the sent and received emails on My Page.

* This feature enables meeting request and project inquiries to the company and sends a message using the e-mail you entered during registration. The content of the e-mail can be viewed in My Page,

View Companies

Search Companies: search filters



① The 'Search Companies' menu on the topside of the page is used to search for registered companies that produce/distribute the registered projects.

Ⓐ Search by seller/buyer.

Ⓑ Search by project name, company name and keyword.


Ⓒ Detailed search using multiple filters such as country, business type(publisher, investor or platform), etc.

② Sort (Default, newest, oldest, popularity or alphabetically)/view type(lines or tiles)

View Companies

Detailed Company Info

Dongwoo A&E



Company (ENG)	Dongwoo A&E
Company (KOR)	동우에이앤이
Homepage	anidong.com
Country	Republic of Korea

Company Information

- Year of Establishment 1991
- Company Introduction (ENG)
Animation Production and Distribution
- Company Introduction (KOR)
애니메이션 제작 및 극장판 및 TV시리즈 수입 및 배급, 이벤트&MD 기획


Business Information

- Business Type

Business Type 1st	Animation
Business Type 2nd	Character
Business Type 3rd	Webtoon
- People who you want to meet

1st	Animation	
	Type	3D Computer animation
	Genre	
	Age Group	
	Production Status	
	Language	

People in this Company

 Grace, Cho
Contents
Marketing Manager



① Bookmark

② Detailed company info

③ Business info: View the business type and information of the company for biz matching.

④ Click the 'People in this Company' to send a message inquiry to the person in charge.

Inquiry
Message

Message

This function is for making inquiries about companies or projects. You can check the sent and received emails on My Page.

Attachment

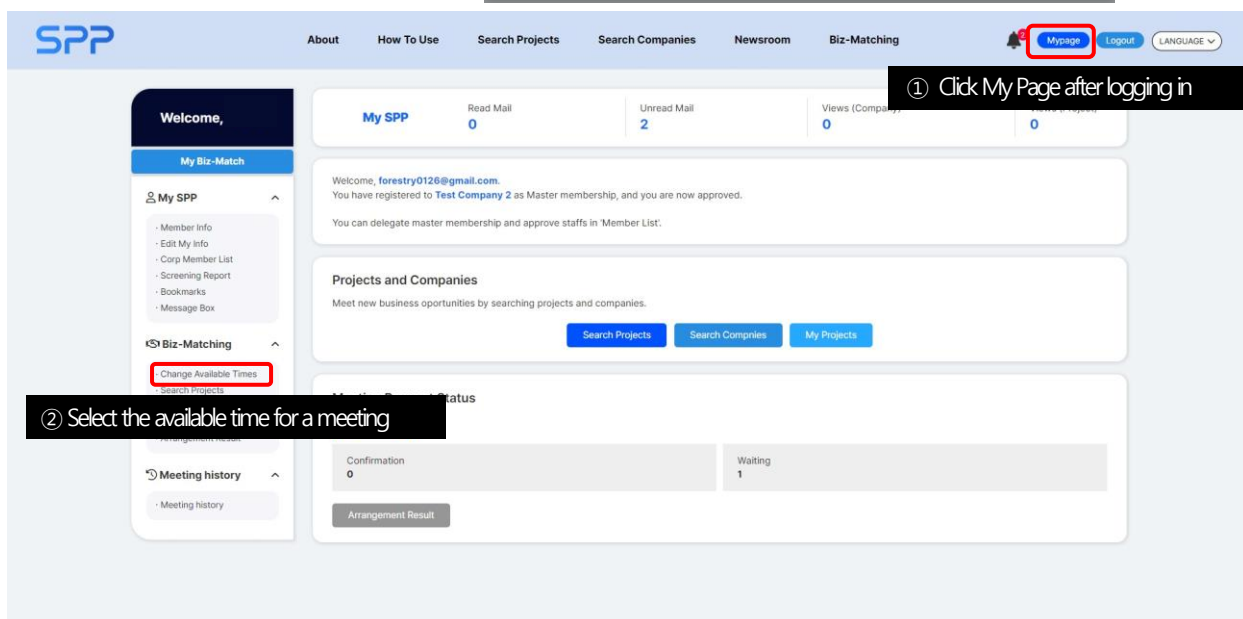
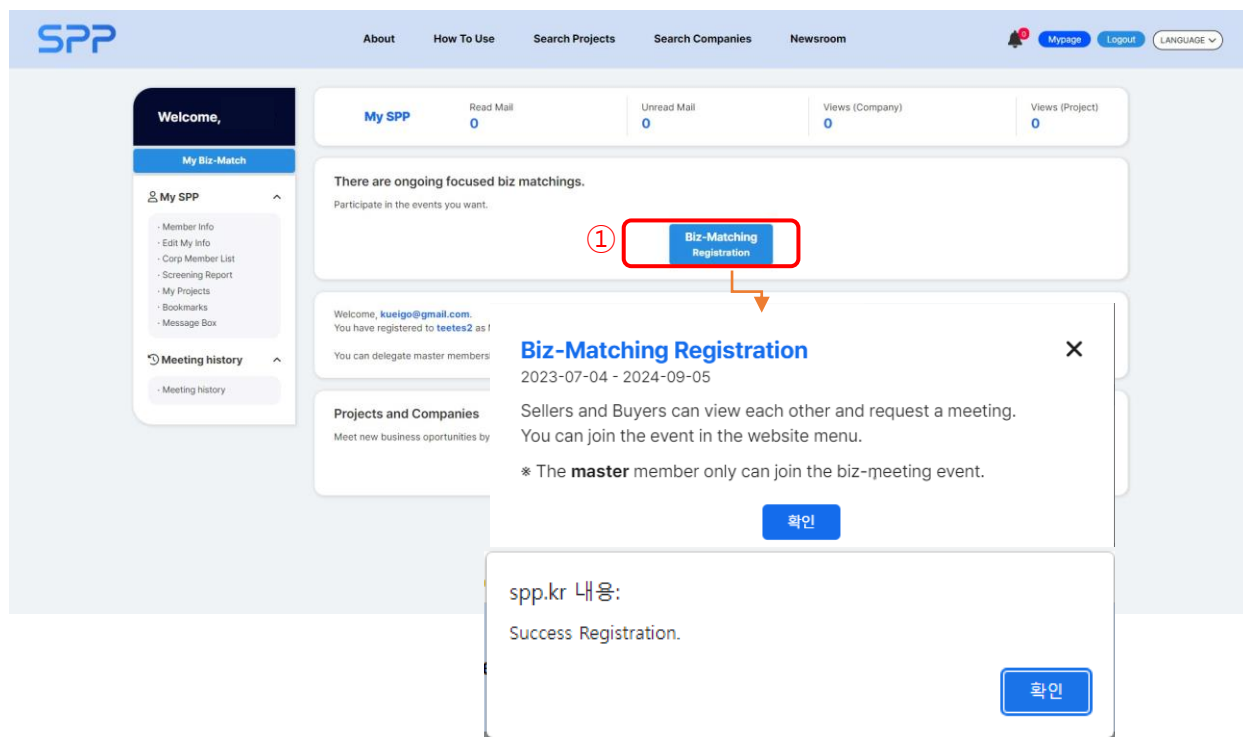
Attachment Upload

Send

* This feature enables meeting request and project inquiries to the company and sends a message using the e-mail you entered during registration. The content of the e-mail can be viewed in My Page,

Biz Matching

Check for available biz matchings, then request a matching



Biz Matching

Check for available biz matchings, then request a matching

The screenshot displays the SPP Biz-Matching interface. The top navigation bar includes links for About, How To Use, Search Projects, Search Companies, Newsroom, and Biz-Matching. The Biz-Matching section is active, showing a user profile for 'teetes2 (teetest2)'. The interface is divided into three main sections: My SPP, Biz-Matching, and Meeting history. The Biz-Matching section is further divided into Change Available Times, Search Companies, Request Status, and Arrangement Result. The Meeting history section shows a list of meetings. The main content area displays the Meeting Schedule for September 2023. A calendar view shows the dates from Sunday to Saturday. A red box highlights the date '4' (Monday, September 4th). Below the calendar, a table shows the available times for 2023-09-04. The table is divided into AM and PM slots. The AM slots are 9:00, 9:30, 10:00, 10:30, 11:00, and 11:30. The PM slots are 12:00, 12:30, 13:00, 13:30, 14:00, 14:30, 15:00, 15:30, 16:00, 16:30, 17:00, and 17:30. A red box highlights the 9:00 AM slot. Below the table, a legend indicates that the highlighted slot is 'Available Time'. A note at the bottom states: 'When you click the meeting time, the changes will be saved in real time.'

My SPP

- Member Info
- Edit My Info
- Corp Member List
- Screening Report
- My Projects
- Bookmarks
- Message Box

Biz-Matching

- Change Available Times
- Search Companies
- Request Status
- Arrangement Result

Meeting history

- Meeting history

teetes2 (teetest2)

Your current timezone is (KST) Asia/Seoul. [Change Timezone](#) [Lock zone](#)

Meeting Schedule

September 2023

Sun	Mon	Tue	Wed	Thu	Fri	Sat
					1	2
3	4	5	6	7	8	9
10					15	16
17					22	23
24					29	30

Available Times for 2023-09-04

[Unblock All](#) [Block All](#)

AM				PM			
9:00	9:30	10:00	10:30	12:00	12:30	13:00	13:30
11:00		11:30		14:00	14:30	15:00	15:30
				16:00	16:30	17:00	17:30

④ Set the available time for a meeting.

Legends

Meeting Unavailable Available Time Arranged Time

When you click the meeting time, the changes will be saved in real time.

SPP | sba 서울경제진흥원

Seoul Business Agency (SBA) 400 Worldcup Buk-ro, Mapo-gu, Seoul, Republic of Korea
SBA Contents Division 161, 4th, Sogong-ro, Jung-gu, Seoul, Republic of Korea (E-mail: spp@sba.kr)

Copyright © SBA all rights reserved.

Related Sites

Biz Matching

Search for interested companies and IPs

[About](#)
[How To Use](#)
[Search Projects](#)
[Search Companies](#)
[Newsroom](#)
[Biz-Matching](#)
[MyPage](#)
[Logout](#)
[LANGUAGE](#)

[Overview](#)
[Organizer](#)
[Contact us](#)

[Notice](#)
[Gallery](#)

Country
Your Business Type

Search Projects
SEARCH

You've Searched
Clear All

Total 7

GLOBAL ELECTRONICS & COMMU
GLOBAL ELECTRONICS & COMMUNICATION IS A REPI
LIGHTS AND CONSTRUCTION, ELECTRONIC EQUIPM
ELECTRONICS AND RECORDING EQUIPMENT FOR SU

Test Company 2 | Republic of Korea

Test | Republic of Korea

Test Company 2

Company Information

Company Information (2014)

Company Information (2015)

Business Information

Business Type

Business Type (1st)

Business Type (2nd)

Business Type (3rd)

People who you want to meet

Owner

Type

Country

Age Group

Preferred Gender

SPP 서울창업진흥원

서울창업진흥원 (SPP) is a government organization that supports startups and entrepreneurs in Seoul. It provides various services such as business plan development, financial support, and networking opportunities.

[About](#)
[How To Use](#)
[Search Projects](#)
[Search Companies](#)
[Newsroom](#)
[Biz-Matching](#)
[MyPage](#)
[Logout](#)
[LANGUAGE](#)

[HOME](#) >

Biz-Matching

6 Search for interested projects.

DeeDee the Little Sorceress ♥



Video

Business Information

Accept
Decline
This Seller has requested a meeting.
Send Message

Business Type
Business Type 1st
Animation

Biz Matching

Request meeting to interested companies and IPs

Business Information

Revoke refusal

⑦ Request a meeting to a company here.

Send Message

⑧ Send a message to request a meeting.

☐ Business Type

Business Type 1st	Animation	
Business Type 2nd	Game	
Business Type 3rd		

☐ People who you want to meet

1st	Game
2st	
3st	
4th	
5th	
6th	
7th	
8th	

spp.kr 내용:

Are you sure you want to request a meeting?

확인

취소

Meeting request pop-up

spp.kr 내용:

Your request has been processed.

확인

Meeting request complete pop-up

Biz Matching

Meeting request status check

Home > Biz-Matching > Request status

Test Company 2 (테스트 기업 2)

Your current timezone is (KST) Asia/Seoul. [Change Timezone](#) [Lock zone](#)

Meeting Arrangement List

#	Date/Time	Company Name	Contact Name	Request Status	Action	Priority
1	Waiting..	teetes2	teetes2	Partner's Request	Accept Decline	-
2	Waiting..	Test Company 테스트 기업		Partner's Request	Accept Decline	-

Meeting Arrangement Waiting List

Available request left: 50
Total 50 requests at most

Canceled request is not displayed.

⑨ Check your meeting status.

spp.kr 내용:
Are you sure to cancel your meeting request?

확인 취소

Meeting canceled pop-up

spp.kr 내용:
Buyer has requested a meeting.
Status will be changed to Mutual Request if you accept this request.

확인 취소

Recipient's meeting approval pop-up

spp.kr 내용:
Are you sure to cancel your refusal?
The meeting request will move into your waiting list of meeting requests.

확인 취소

Recipient's meeting decline pop-up

Biz Matching

Check the final meeting schedule

SPP About How To Use Search Projects Search Companies Newsroom Biz-Matching Mypage Logout LANGUAGE

Welcome,

My Biz-Match

My SPP

- Member Info
- Edit My Info
- Corp Member List
- Screening Report
- Bookmarks
- Message Box

Biz-Matching

- Change Available Times
- Search Projects
- Search Companies
- Request Status
- Arrangement Result**

Meeting history

Meeting history

비즈매칭

Home > Biz-Matching > Meeting Request status

Test Company 2 (테스트 기업 2)

Your current timezone is (KST) Asia/Seoul. Change Timezone Lock zone

Meeting Details

#	Date/Time	Company Name	Contact Name	Requests	Meeting Result
1	2023-09-04 11:30 ~ 12:00 (KST)	Test Company 테스트 기업		- Mutual Request	write result

Show waiting list

10 Check final schedule.

SPP | sba 서울경제진흥원

Related Sites

Seoul Business Agency (SBA) 400 Worldcup Bul-ro, Mapo-gu, Seoul, Republic of Korea
SBA Contents Division 16F, 48, Sogong-ro, Jung-gu, Seoul, Republic of Korea (E-mail: spp@sba.kr)

Copyright © SBA all rights reserved.

Biz Matching

Check the final meeting schedule

비즈매칭

Home > Biz-Matching > Meeting Request status

Test Company 2 (테스트 기업 2)

Your current timezone is (KST) Asia/Seoul. [Change Timezone](#)

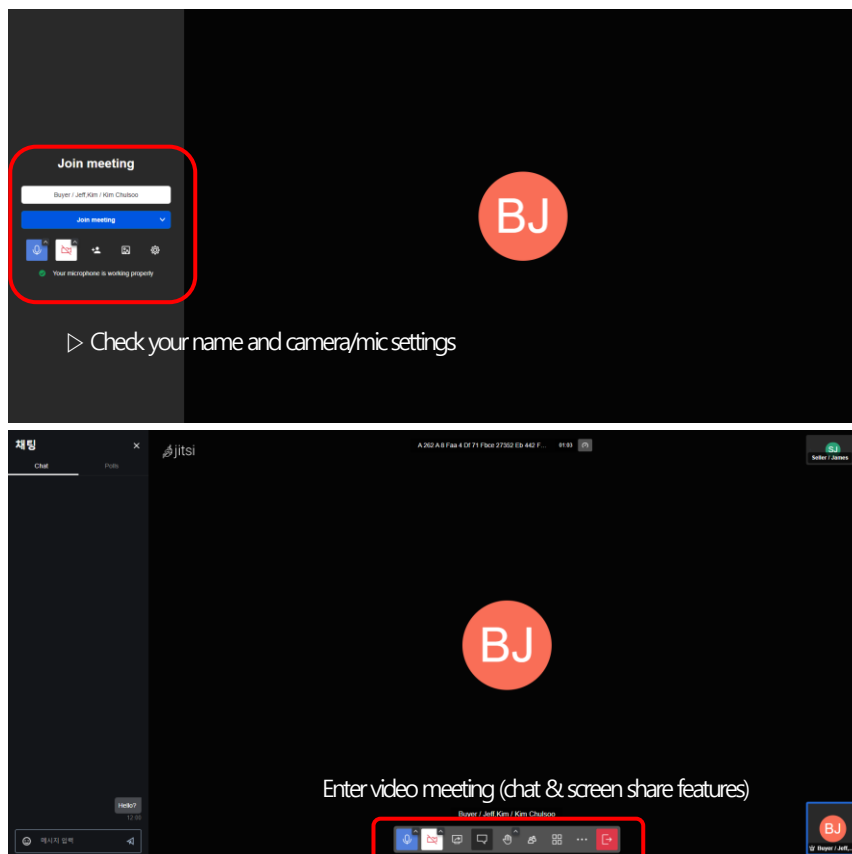
Meeting Details

#	Date/Time	Company Name	Contact Name	Requests	Video Conference	Meeting Result
1	2023-08-10 18:30 ~ 19:00 (KST)	Test Company 테스트 기업		- Mutual Request	Enter VC https://www.naver.com	write result

[Show waiting list](#)

⑪ Proceed with online video meeting.

⑫ Enter video meeting room.





SPP

sba
Seoul Business Agency

