



**RUSSIA – ISLAMIC WORLD  
KAZANFORUM 2024**

International Economic Forum of Russia and OIC countries  
MAY 14–19, 2024

**ginigo®**

# Women's Innovative Entrepreneurial Projects to Maintain Health

**SPEAKER: Genie Seo**

**POSITION: CEO of Ginigo Co., Ltd.**

# PIONEERING KOREAN WOMEN IN MEDICINE:

## Taking Social Challenges Through R&D



**Early Ovarian Cancer Detection Tech.**  
Using **Blood Tests**:  
A Contributor to  
Reduced Mortality Rates.

<Dr. Eun Jung Kim: Professor of  
Obstetrics and Gynecology at  
Seoul National University of  
Medicine>



AI capable of **Detecting  
Cognitive Impairment**  
Solely Through **Voice**.

< Dr. Jung-Eun Shin: Professor  
at Konkuk University >



**Safe Sanitary Pads**  
Developed by **Female  
Scientists** at KAIST.  
Using absorbent  
material made from  
band-aid hemostatic  
agent.

<Hyo Kim/ CEO of INERTIA Inc.>



**Postpartum home training  
Service** application partnered  
With **hospital healthcare  
providers**.

< Isu Ha / CEO of the FAMILY LAB Inc.>





# PRODUCT & TEAM

## ▶ PRODUCTS



**Anti-Stretchmark Patch**

- Has 2 registered patents
- 84 days of use: 212% improvement in firmness



**Loungewear with Health Benefits**

- Bio-Ceramic Fabric Used
- Antibacterial, Improved blood circulation
- Fatigue recovery and etc.

## ▶ TEAM MEMBERS



**Genie Seo**  
CEO



**Seunghee Lee**  
Sales Director



**Soojin Lee**  
Marketing



**Chewon Yoo**  
Graphic Dsgn



# OUR DEDICATION TO SOLVE PROBLEM

**90.5%**

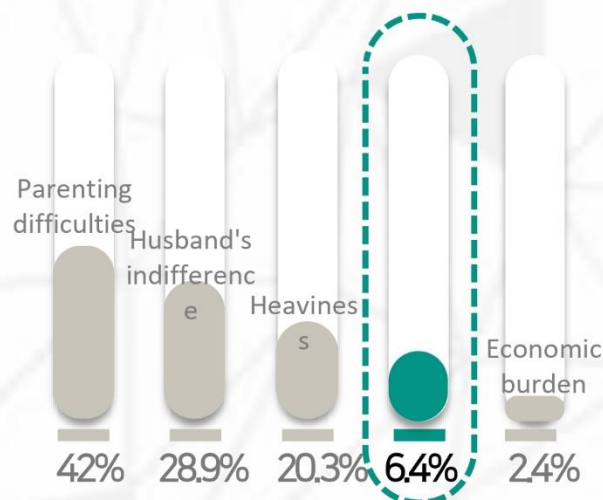
Suffered from  
postpartum  
depression



Postpartum Depression

**4<sup>th</sup> place**

Body changes  
after childbirth



Causes of Postpartum Depression

<Source: Population Health Association '16, 4th Low Fertility Awareness Survey>



RUSSIA - ISLAMIC WORLD  
KAZANFORUM 2024

4





# OUR ACHIEVEMENTS with Medical Cooperation.



**Postpartum Body Patch for Elasticity Improvement Cooperation** with Korea University at Guro Hospital .



**Collaboration between Selected Companies** in the Korea University Guro Hospital Open Lab.



# COMPANY EXPOSURE

## SURVIVAL SHOW



Sept. 16<sup>th</sup> 2022  
**Startup Survival**  
TV Show

## TV SHOW



Oct. 6<sup>th</sup> 2022  
**Trend Special**  
TV Show

## INTERVIEWED

**With Chief Editor**  
At **Elle** Magazine  
Belgium & Madame  
Figaro **Paris**



Oct. 12<sup>th</sup> 2022  
**DDP in Seoul**

## AWARDED

- Best Innovative Business Model



- The 2<sup>nd</sup> Prize

Nov 3<sup>rd</sup> 2023  
**Apec Best Award.**

Oct. 2<sup>nd</sup> 2022  
**Seoul Beauty Week in DDP**



RUSSIA - ISLAMIC WORLD  
KAZANFORUM 2024





We Help Women Find  
Their Confidence Again.

**Address :** 11<sup>th</sup> FL, 106, Taepyung-ro,  
Jung Gu, Daegu, Republic of Korea

**Phone :** 82 70 8691 0747

**Mail :** [genierocks@naver.com](mailto:genierocks@naver.com)

**Website :** <https://www.antne.kr>



RUSSIA – ISLAMIC WORLD  
KAZANFORUM 2024