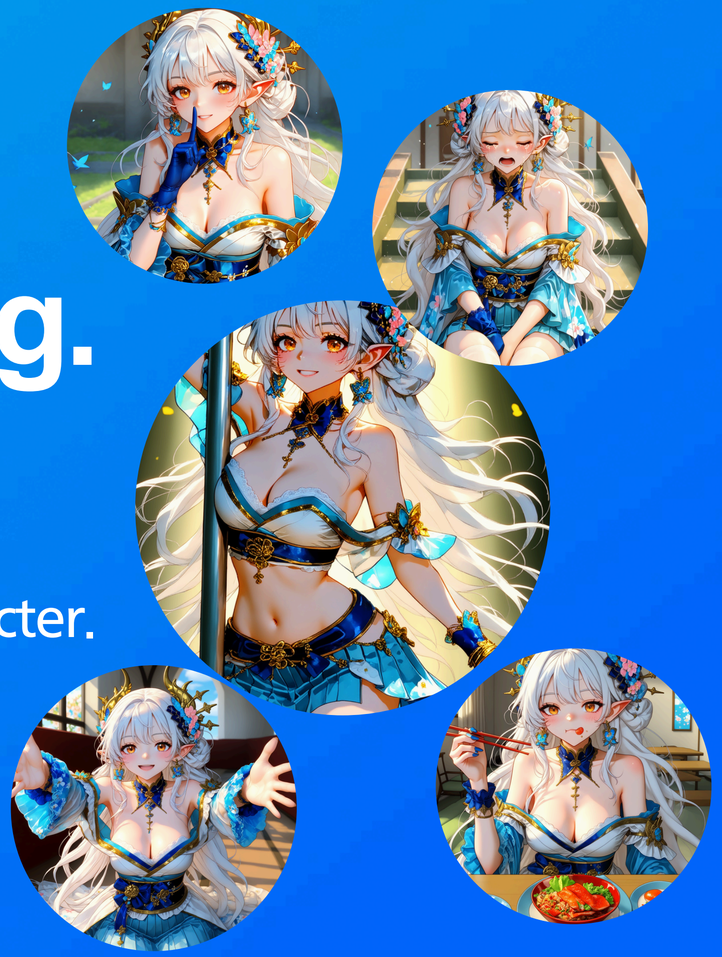
LION ROCKET

One-Image Training.
Infinite Scenes.

Create an infinite world from a single character.



contact@lionrocket.ai

Company Overview

LionRocket

Category	Details
Company Name	LionRocket
Business	AI technology specializing in image/video generation
CEO	Seunghwan Jeong
Address	12F, 109 Namdaemun-ro, Jung-gu, Seoul
Founded	2019.03
Total Funding	16.8 billion KRW (from the US and Korea)
Milestones	• 2019 – LionRocket founded • 2021 – 3 founders selected for Forbes 30 Under 30 Asia • 2022 – Korea Best Startup in AI at Nvidia GTC 2021 • 2022 – Ministry of SMEs for youth entrepreneurship • 2022 – Ministry of Science for excellence in ICT projects • 2023 – Selected as one of Korea AI Startup 100 • 2024 – Investments US VC Millennium New Horizons • 2024 – AWS Global Generative AI Accelerator • 2025 – Canon 'Spark.me Awards' Accelerator

Our Vision

We empower more stories to be shared with the world.

“Our mission is to give people the courage to tell more stories.”

Company Overview

Our leaders

Founded by Three Leaders
Selected Forbes 30 under 30 in Asia

CEO, Co-Founder

Seunghwan Jeong (Lucas Jeong)

- Leads product development and AI commercialization
- B.S. Information Systems, Hanyang University
- Developed BrainBoosting Learning
- Led R&D of Manshin, webtoon-specialized model
- Forbes 30 Under 30 Asia
- Speaker at NVIDIA GTC 2021

COO, Vice President

Seunghoe Koo (Kay Koo)

- Market Strategy & Global Sales
- Southern States Univ, CA, MBA
- Former Head of Overseas and Strategic Sales at LG CNS
- Experience with SoftBank (Japan) and Sprint (USA)
- Vice President at KG ICT, leading AI-driven DT initiatives

Genvas PO, Co-Founder

Junhyeong Park (Dean Park)

- Leads data management and synthetic data research
- B.S. Information Systems, Hanyang University
- Forbes 30 Under 30 Asia
- Led R&D LLM-based efficient prompt augmentation system
- Developed automated labeling system

Tech Lead, Co-Founder

Hyeongjun Moon (Ted Moon)

- Leads AI model development and DevOps
- B.S. Information Systems, Hanyang University
- Forbes 30 Under 30 Asia
- Developed Auto One-shot Trainer
- Led R&D on model size optimization and acceleration

Efficiency Champion

:Maximizing AI Performance with Minimal Data

2019 Voice, TTS	2019 SOTA	March 2019: Achieved voice model training with only 20 minutes of data via Boosting Learning	6x efficiency
2021 Virtual Human	2021 SOTA	1-hour video data (proven through client competitions at banks)	5x efficiency
2022 FaceSwap	2022 SOTA	real-time FaceSwap streaming at Full HD quality using a single image	10x efficiency
2024 Character Image	2024 SOTA	90% character consistency with just 10 images	10x efficiency
2025 Character Image	2025 SOTA	90% character consistency with just 1 image	10x efficiency

nipa
National IT Industry Promotion Agency

2020 First Place,
Video AI Track

NVIDIA

2021 NVIDA
Selected as global collaboration partner

amazon

2024 AWS Global
GenAI accelerator

Canon

2025 Canon(CMJ)
Spark.me accelerator

Problem

Character consistency is gaining attention as a major challenge

It is the most critical for commercializing the rapidly growing image and video generative AI industry.

Problem

Yet, character consistency remains an unresolved challenge

To ensure character consistency with minimal data while also preserving the base model's knowledge, two challenges must be solved simultaneously.

For recent diffusion-based generative models, **maintaining consistent** content across a series of generated images, especially those containing subjects and complex details, **presents a significant challenge.**

*[StoryDiffusion: Consistent Self-Attention for Long-Range Image and Video Generation], ByteDance, 02 May 2024, P1

Maintaining consistency in sequentially generated images is a very difficult task.

ByteDance

"However, Catastrophic Forgetting, A Notorious Phenomenon Where **The Finetuned Model Fails To Retain Similar Performance Compared To The Pre- Trained Model**"

*[InvestigatingThe Catastrophic ForgettingIn Multimodal Large Language Models], Uc Berkeley, 23.12, P1

"Fine-tuned models suffer from '**catastrophic forgetting**', failing to maintain the performance of the base model."

Berkeley
UNIVERSITY OF CALIFORNIA

Problem

Two major approaches commonly used have critical constraints

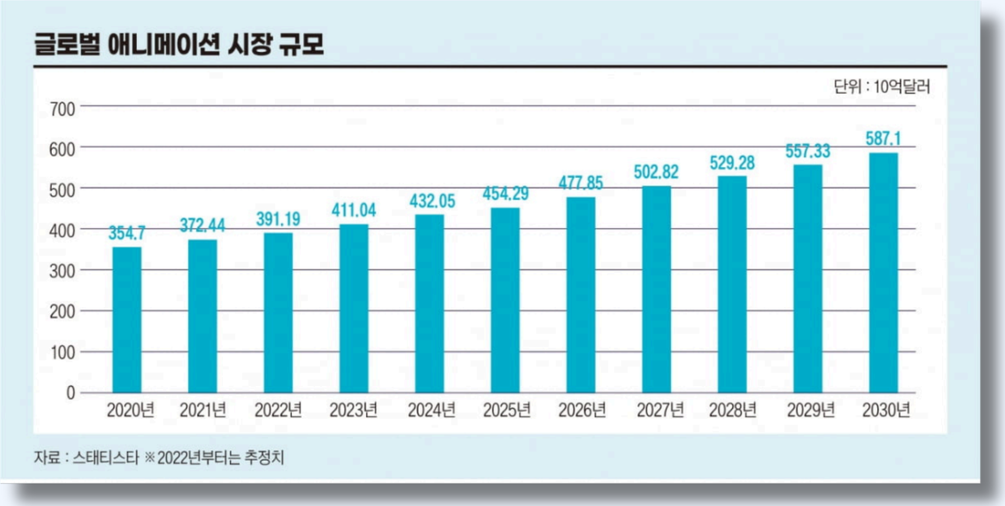
Multi-shot methods present a significant data burden for commercialization, while Zero-shot approaches face fundamental limitations in consistency.

Category	**Multi-shot Training**	**Zero-shot (Training X)**
Key Technologies	Dreambooth, Lora, Text Inversion 등	IP-Adapter, Midjourney Cref, Flux Kontext, ChatGPT etc
Input Requirements	Requires 30–50 images	✅ Uses 1 reference image
Character Consistency	✅ 85–90% (face, outfit, traits remain fixed)	60–85%, often unstable based on pose/angle/type
Scene Variety	Unstable, lost base model’s knowledge	High variety leads to broken consistency
Accessibility	Time and cost expesinve, hard to operate	✅ Fast, no training, highly accessible
Data Efficiency	Requires 30–50 images	✅ Only 1 image needed

Market

Why solve this now?

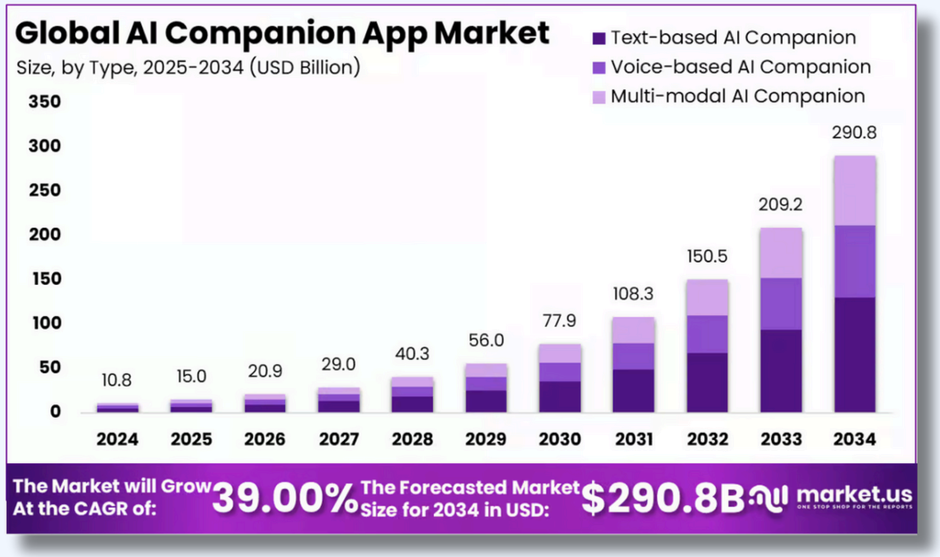
Image and video generation technologies are gaining massive attention
not only in cartoon and animation field, but also in the AI Companion market.
However, to be commercialized, it requires strong character consistency.



Approx. 780 trillion KRW by 2030

Global Animation Market Size

<KOCCA>



377 trillion KRW by 2034

AI Character Chat Market Size

<Global AI Companion App Market Size, market.us>

Market

Why solve this now?

In the rapidly growing AI image and video market,
solving the character consistency challenge unlocks a unique and substantial opportunity.

Midjourney

$300 million (~₩432 billion)

Midjourney’s 2024 revenue

Leonardo.Ai

CANVA M&A

Canva has introduced image generation features

SEAART.AI

20.5M User

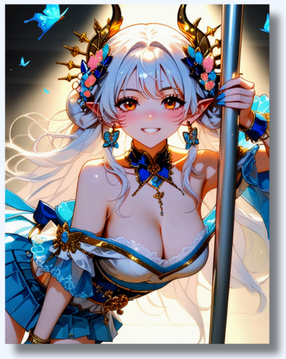
SEAART AI MAU, 2025.05

aipure.ai

Solution

Powerful solution for character consistency: One-Shot Trainer

With just one character image, you can now create infinite stories.



Upload 1 image

Training
(~1 hour)

Generation

Solution

Create high-quality images with just one image

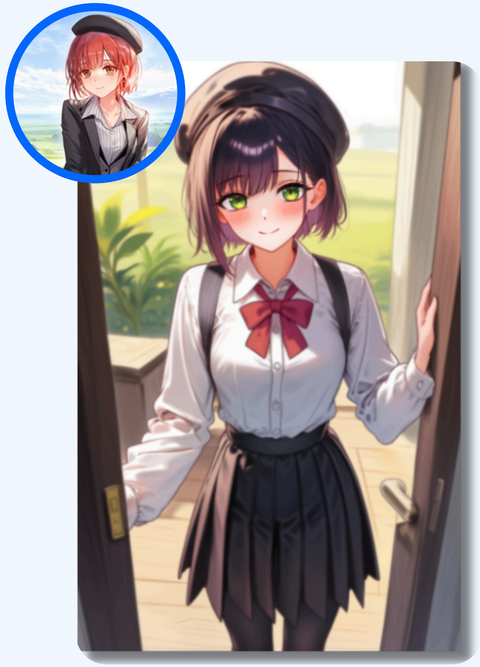
One-Shot Traing has easy accessibility of Zero-shot and high quality of Multi-shot

Category	**Zero-shot (Training X)**	**Multi-shot Training**	**One-shot Training**
Key Technologies	IP-Adapter, Midjourney Cref, Flux Kontext, ChatGPT	Dreambooth, Lora, Text Inversion 등	**One-shot Trainer**
Input Requirements	✓ Uses 1 reference image	Requires 30–50 images	✓ 1 reference image
Character Consistency	60–85%, often unstable based on pose/angle/type	85–90% (face, outfit, traits remain fixed)	✓ 85–90% (face, outfit, traits remain fixed)
Scene Variety	High variety leads to broken consistency	Unstable, lost base model’s knowledge	✓ High diversity, retains base model’s strengths
Accessibility	✓ Fast, no training, highly accessible	Time and cost expesinve, hard to operate	△ Time- and cost-efficient, automated operation
Data Efficiency	✓ Only 1 image needed	Requires 30–50 images	✓ Only 1 image needed

Solution

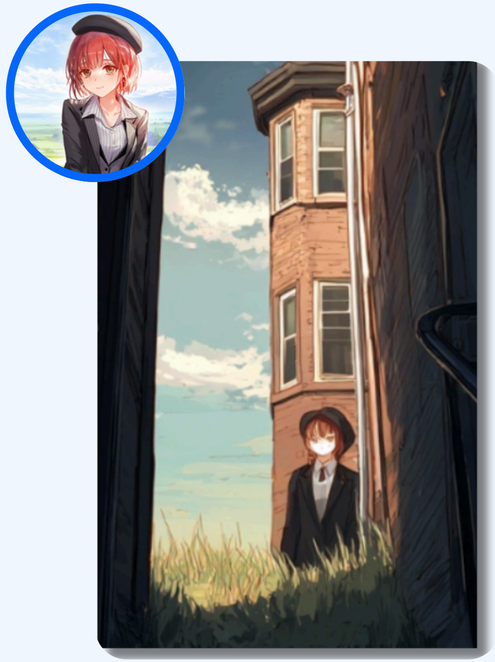
Will it be possible for Zero-shot eventually achieve full consistency?

Zero-shot methods work by searching through massive amounts of **pre-trained data to find and combine the most similar examples** via inference.
However, due to **fundamental limitations**, training remains essential for achieving stable character consistency.



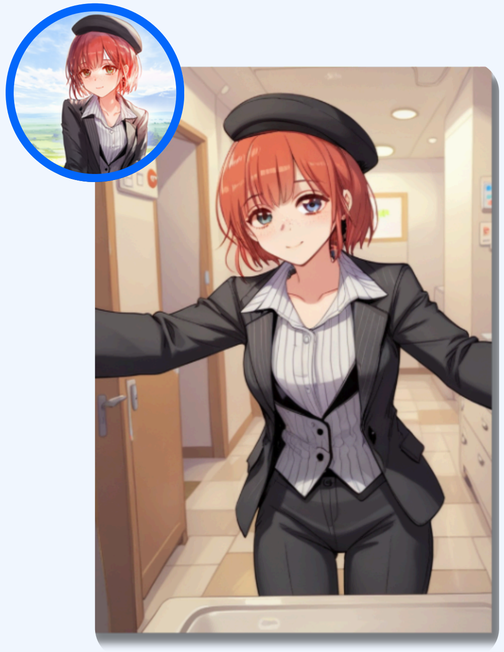
NovelAI
Vive Transfer

Beret → Success
Appearance → Fail
Action → Success



Midjourney
--cref

Beret → Success
Appearance → Success
Action→ Fail



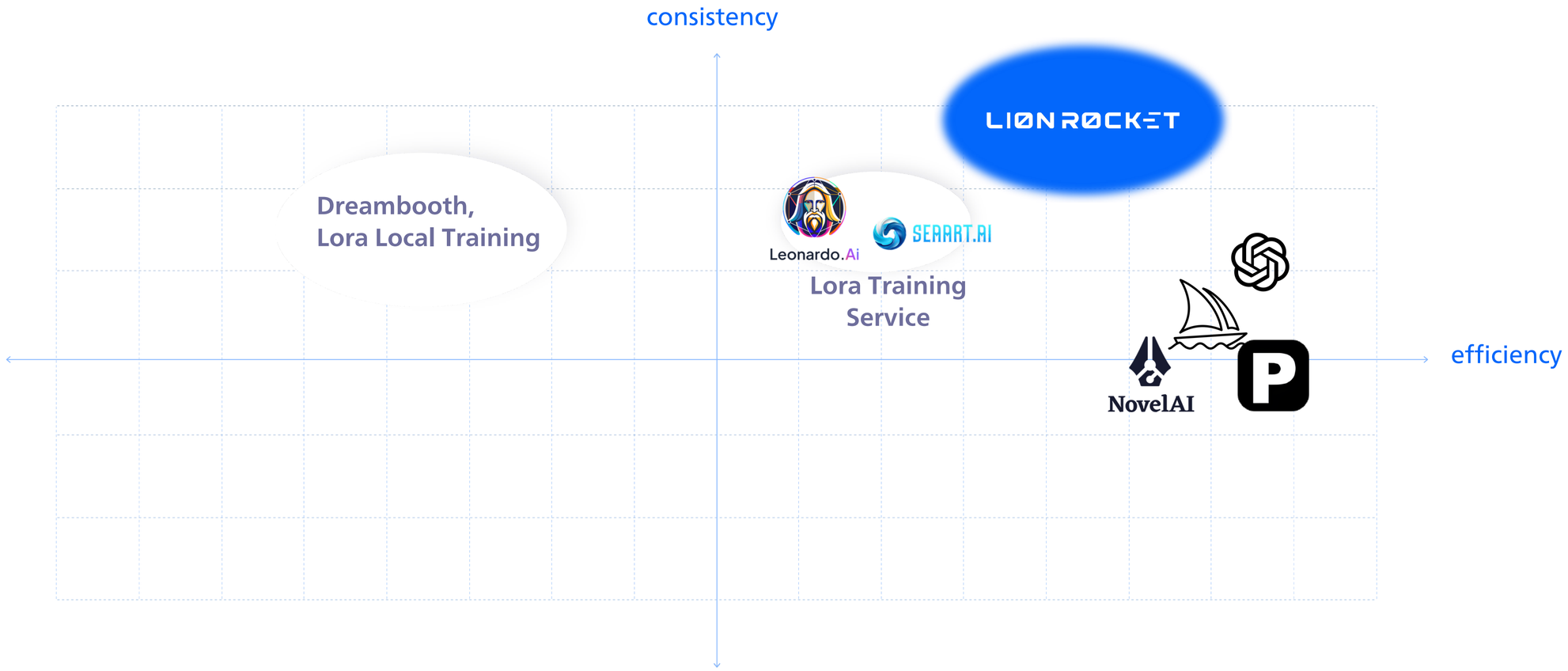
LionRocket
One-shot Trainer

Beret → Success
Appearance → Success
Action→ Success

Solution

Next-generation image generation technology: One-shot Trainer

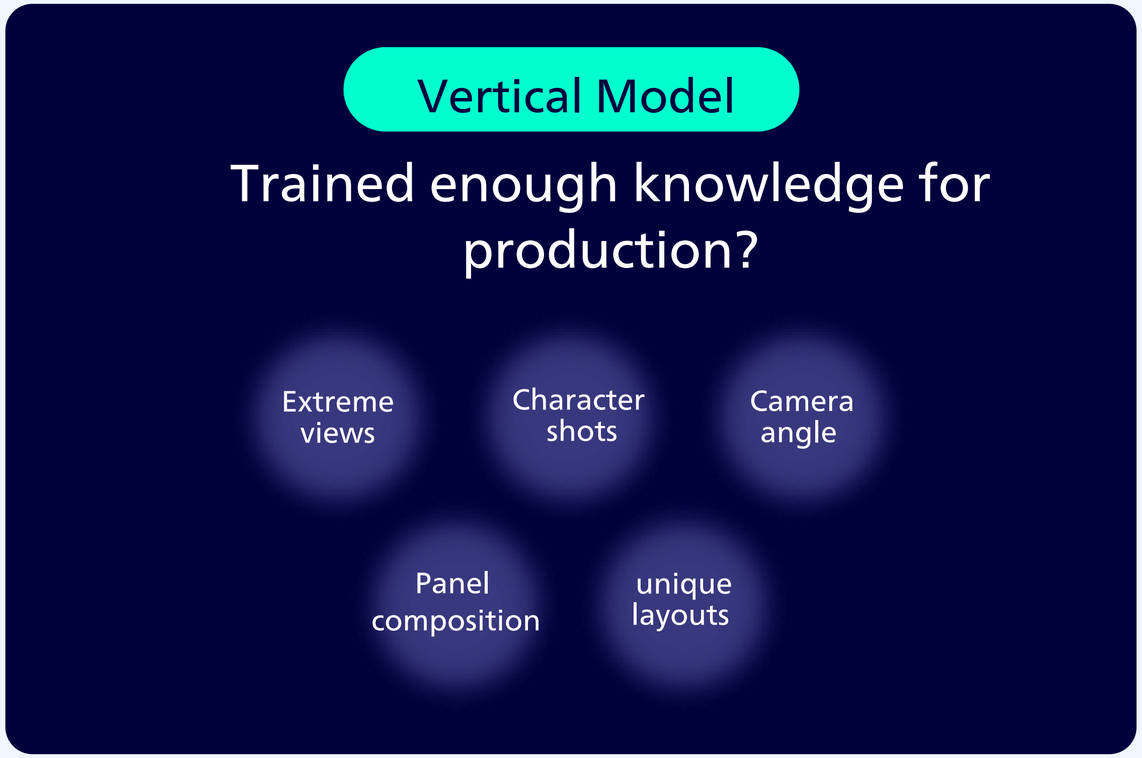
Provides easy accessibility with “just one image” and high-level consistency.

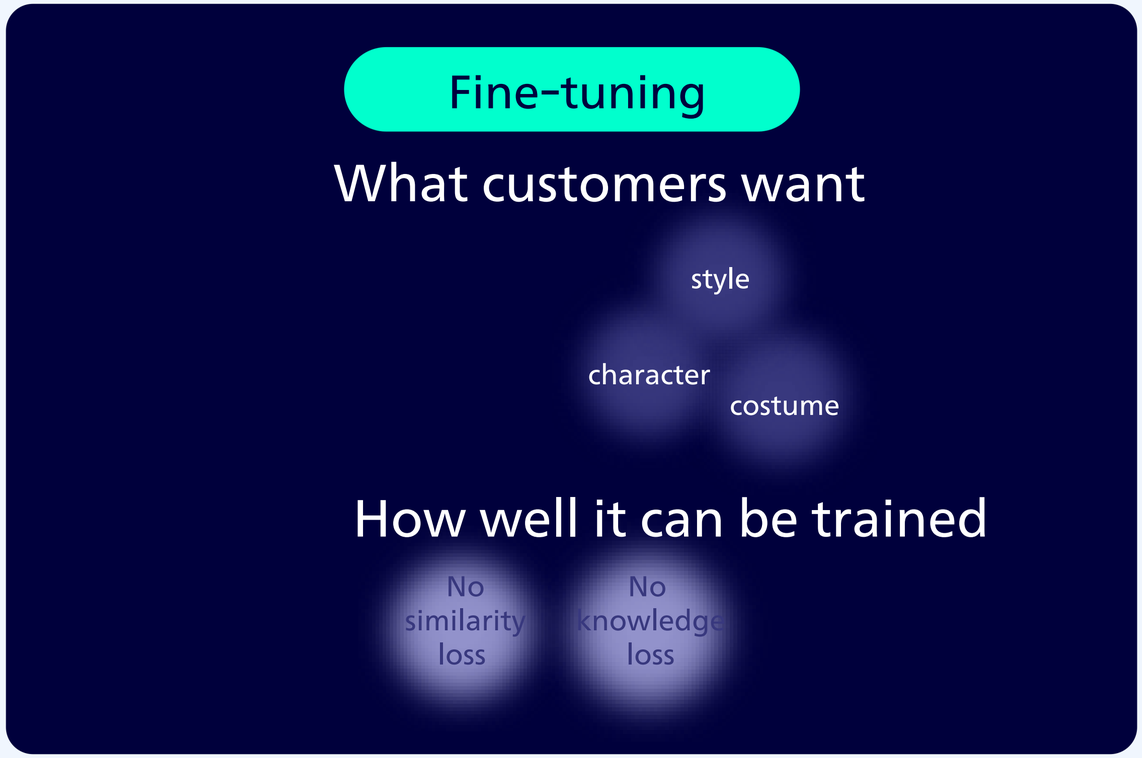


Competition

Final quality is determined by the base model and the learning methodology

It’s inevitable to have domain-specialized vertical model, preserving the base model’s knowledge as possible while training.





Competition

Why Manshin?

It’s a vertical model trained with data specialized for manga and animation.

Vertical Model
MANSHIN

- Character angles
- Camera shots
- Character Angle
- Extreme Perspective
- Action directing

MANSHIN, trained with domain-specific knowledge for story-rich comics and webtoons

General Model

Midjourney, SDXL,Flux, Stable Diffusion

- Diverse Object Knowledge
- Buildings and nature
- Design
- Realistic sculptural styles
- 2D, 3D

General models are trained broadly for generating a variety of scenes

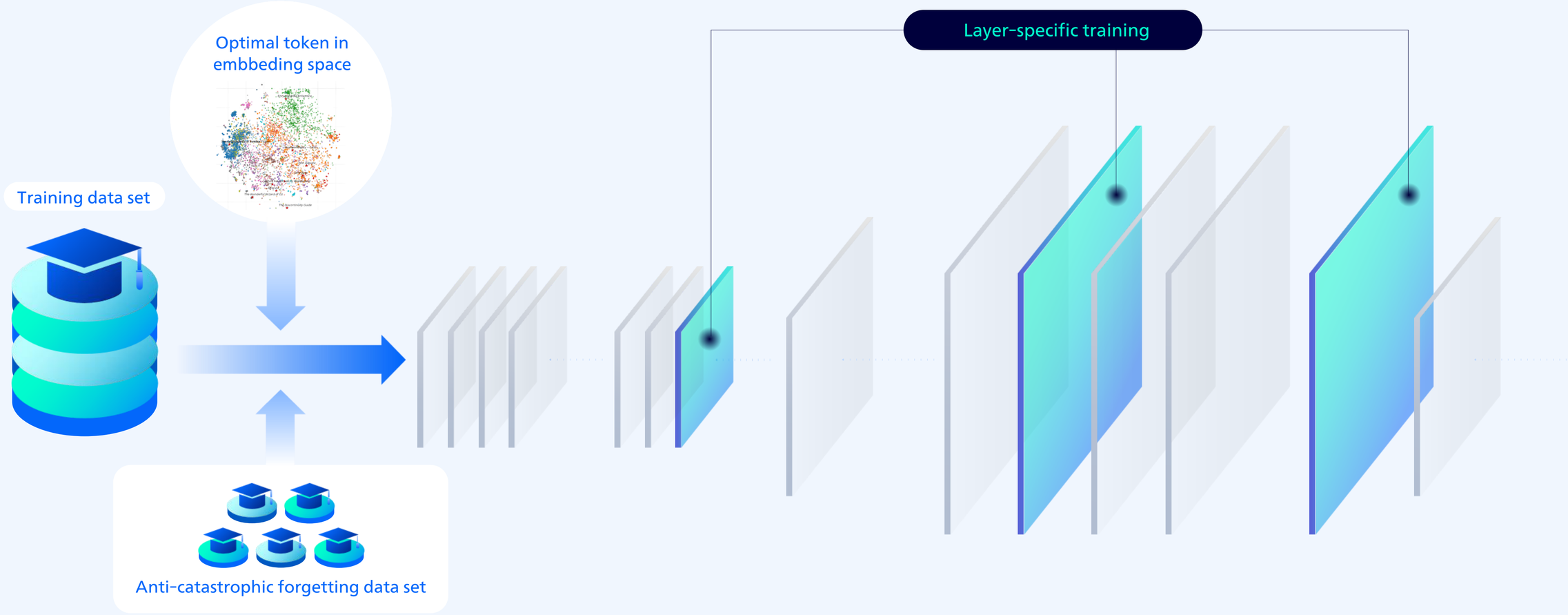
Competition

Why BrainBoosting?

Solving hallucination with anti-catastrophic data and fine-tuning know-how

"Text-to-image Models Offer A New Level Of Creative Flexibility
By Allowing Users To Guide The Image Generation Process Through Natural Language.
However, Using These Models To Consistently Portray The Same Subject Across Diverse Prompts Remains Challenging.

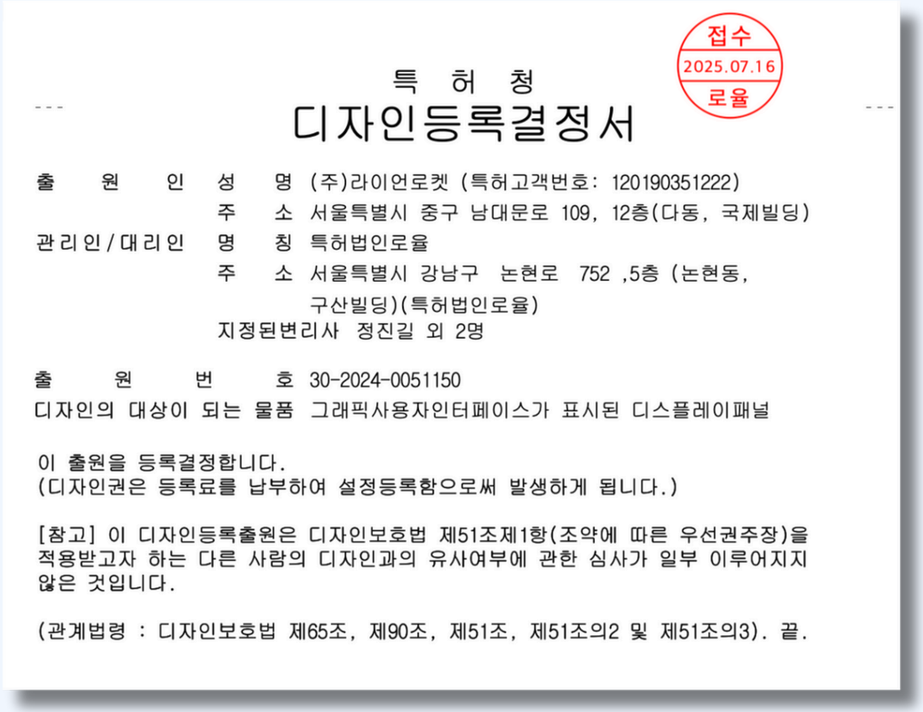
*Nvidia, [Training-free Consistent Text-to-image Generation], 2024.05, P.1



Service-Genvas

Genvas Lite targeting the comic and animation content market.

Patented UI provides character learning, mannequin-based image generation, image-to-animation functionality with a single image



접수
2025.07.16
로율

특 허 청

디자인등록결정서

출 원 인 성 명 (주)라이언로켓 (특허고객번호: 120190351222)
주 소 서울특별시 중구 남대문로 109, 12층(다동, 국제빌딩)
관리인/대리인 명 칭 특허법인로율
주 소 서울특별시 강남구 논현로 752 ,5층 (논현동, 구산빌딩)(특허법인로율)
지정된변리사 정진길 외 2명

출 원 번 호 30-2024-0051150
디자인의 대상이 되는 물품 그래픽사용자인터페이스가 표시된 디스플레이패널

이 출원을 등록결정합니다.
(디자인권은 등록료를 납부하여 설정등록함으로써 발생하게 됩니다.)

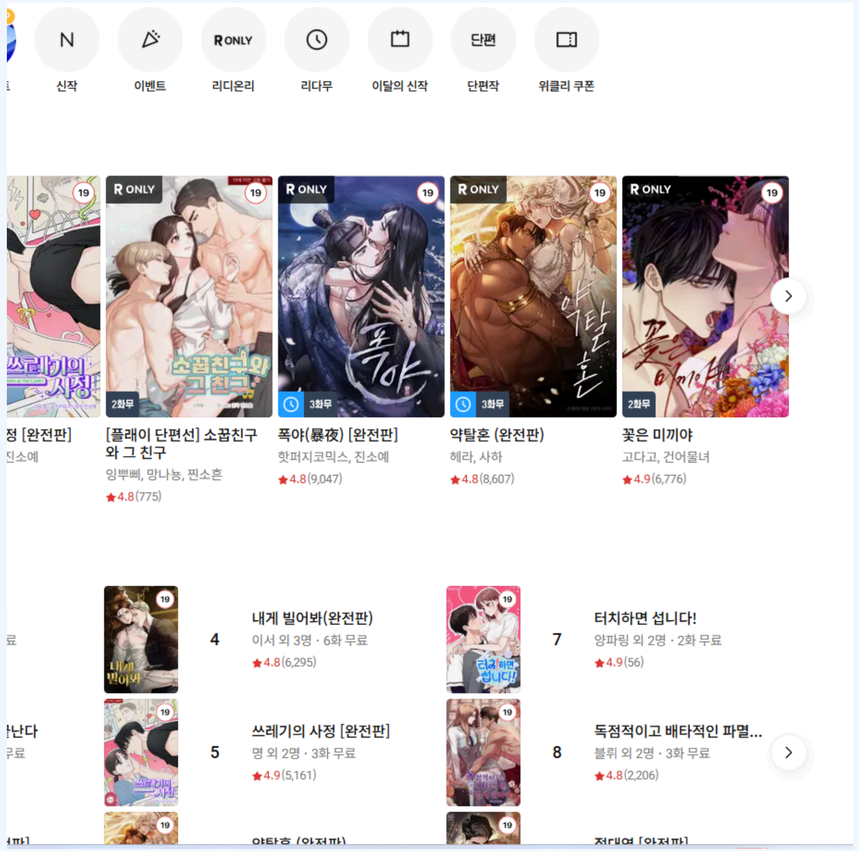
[참고] 이 디자인등록출원은 디자인보호법 제51조제1항(조약에 따른 우선권주장)을 적용받고자 하는 다른 사람의 디자인과의 유사여부에 관한 심사가 일부 이루어지지 않은 것입니다.

(관계법령 : 디자인보호법 제65조, 제90조, 제51조, 제51조의2 및 제51조의3). 끝.

Service-Genvas

Webtoons created with Genvas ranked among the top on major platforms.

For the first time globally, an AI-made webtoon entered and high ranked in top-tier platforms



- Project A: Real-time #1 ranking on Kakao
- Project Terseop: Real-time #7 on Ridibooks
- Project B: Real-time #5 on Bomtoon

kakaopage RIDI BOMTOON

Genvasis solving real-world problems in Webtoon industry

Meeting the high standards of professional creators for character consistency

14 million views Kakao Page

저승식당

ASSAM,오랑,화정,형상준

웹툰·드라마 1,485.5만 10.0

화 연재

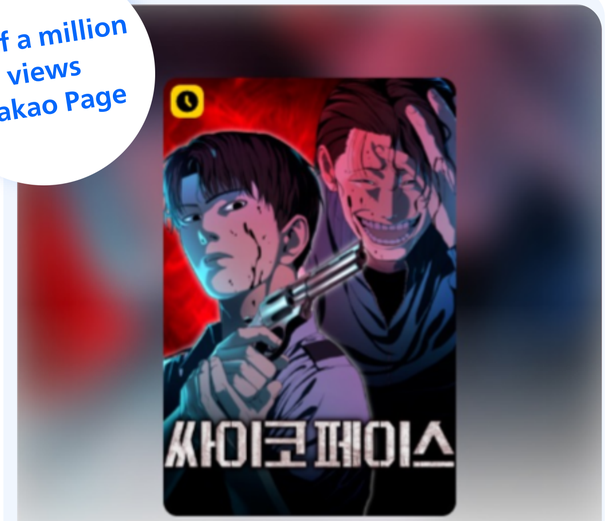
Creator: Hwajeong

What surprised me most about using Genvas was **the reduced production time.**
It captures **details** like finger and waist angles very well.
It significantly reduced the workload.

Creator: Ssanu

Long term publishing results issues of **inconsistency of body ratio.** But with Genvas, whether I draw **100 or 1,000 panels**, there is no need for me to manually adjust those details — **it's so much easier now.**

Half a million views Kakao Page



싸이코페이스

싸누

웹툰·액션 45.2만 9.7

수 연재

Service-Genvas

Genvas Lite is emerging as a foundational tool for creative production

Signed MOUs with multiple well recognized Korean universities, to incorporate Genvas Lite into coursework.

Service-Genvas

Global Go-to-Market Partner

Selected for the Canon Accelerator Program
and currently discussing a sales partnership in Japan.

Canon

Canon Marketing Japan Inc.

At Canon Marketing Japan Inc.’s
“Spark.me” Awards,
LionRocket was selected as the only overseas company.

We have begun entry into Japan, the heart of the manga and animation market

engaging with numerous local content companies
to create new business opportunities

東京新聞 **Tokyo Shimbun**

“LionRocket is expected to grow into a major webtoon agency.
It may become the ‘Netflix’ of comics.”

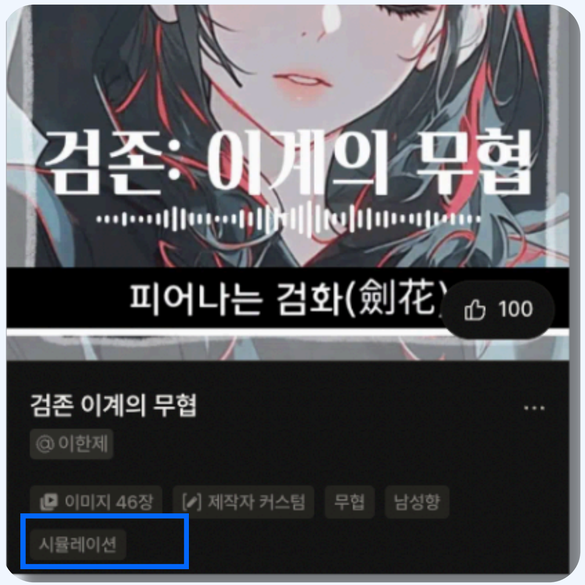
北海道新聞 **Hokkaido Shimbun**

“Emerging Korean startup LionRocket is set to dominate the global market as a partner in AI webtoon production.”

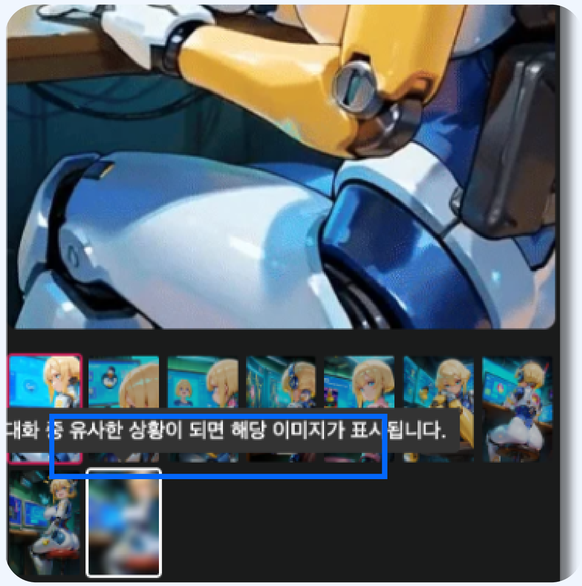
Service-AI Character

AI Companion chat market is rapidly adopting image and video features

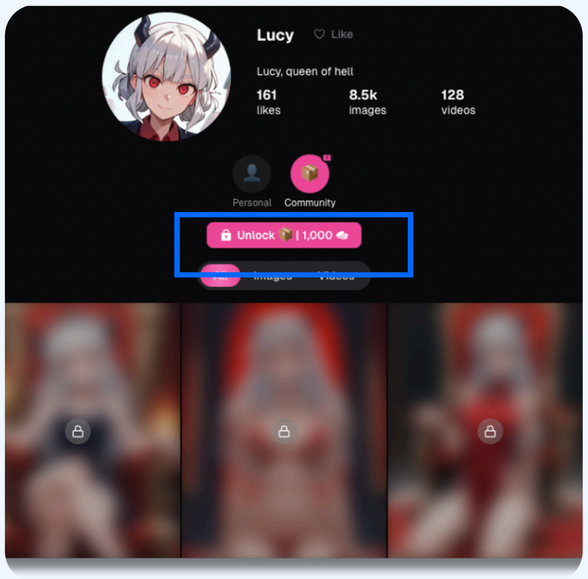
Image and video generations are not just for marketing — they're the key for additional revenue.



Character creators make multiple images to make chats more immersive



displaying relevant images based on conversation contexts



unlocking private images of the character

Service-AI Character

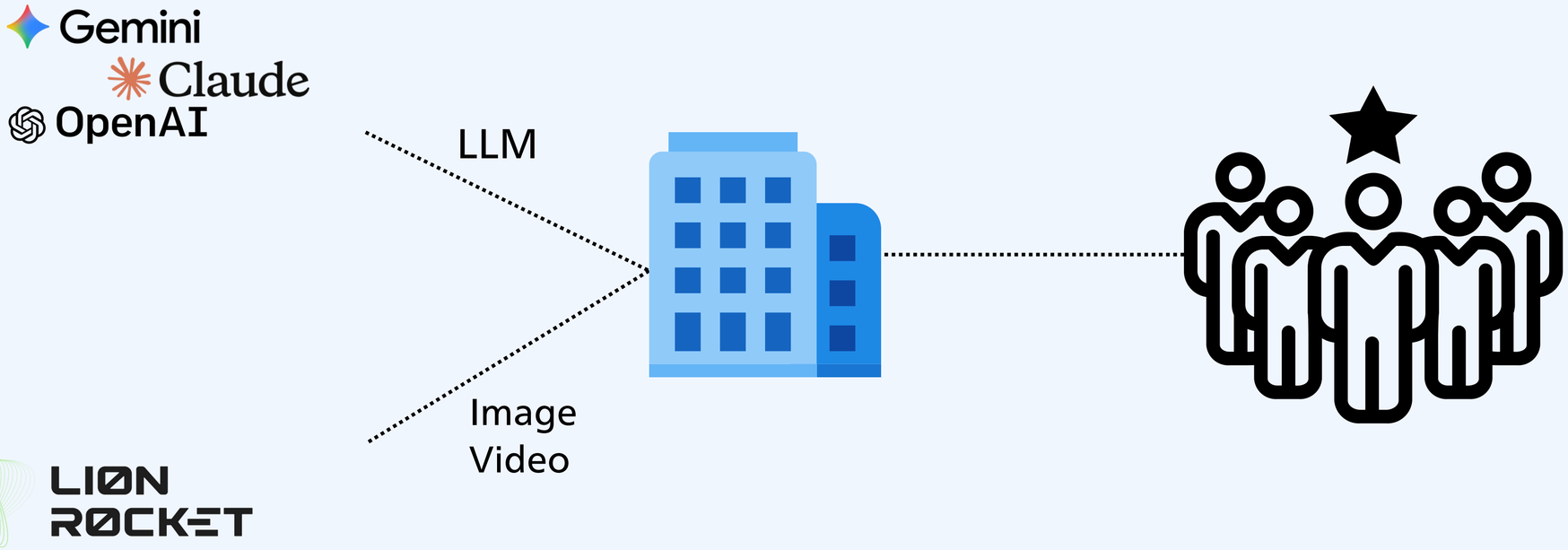
Now, character consistency is emerging as a key factor in the AI Companion chat market

In consistent character leads to reduced user immersion and least to decline in revenue.

Service-AI Character

Technology Partner for Image & Video in AI Character Chat

We provide APIs for character-specific image generation, character training, and video generation, tailored specifically for character chat use cases



Service-AI Character

Technology Partner for Image & Video in AI Character Chat

We provide APIs for character-specific image generation, character training, and video generation, tailored specifically for character chat use cases

Service Item	Description	Core Value	Pricing Model
General Image Generation API	AI API for generating anime-style images tailored for character chat users	Character Chat Style Generation	Hybrid billing (base fee + usage)
Character Training API	Training API to create models capable of generating consistent images of a character	One-Shot Training	Hybrid billing (base fee + usage)
Trained Character Generation API	API allows users to generate images using their trained models	Consistent Scene	Hybrid billing (base fee + usage)
Video Generation API	Converts input images into animations (Image-to-Video) based on given prompts	Consistent Animation	Hybrid billing (base fee + usage)

LION ROCKET

APPENDIX

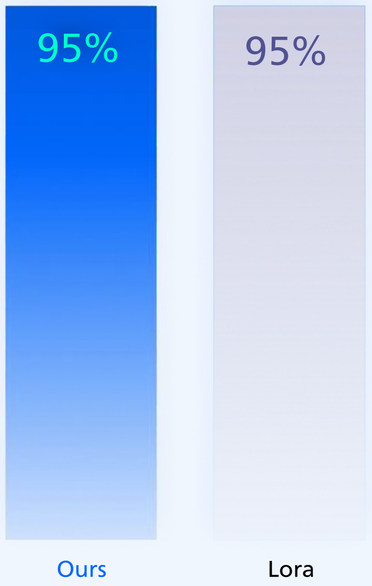
모두가 열광하는 스토리를 더 빨리 만날 수 있도록

Competition

Even with unseen data cases BrainBoosting Learning maintain consistency

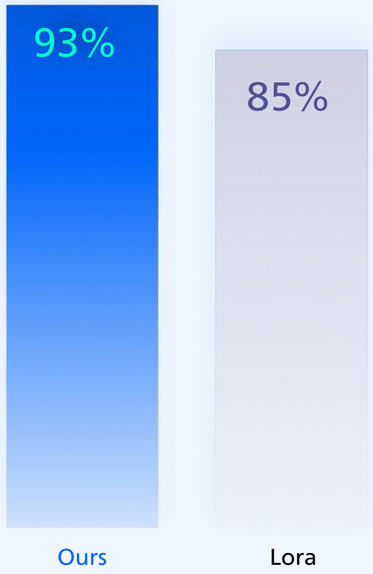
Seen data case

Image generation with near-identical data



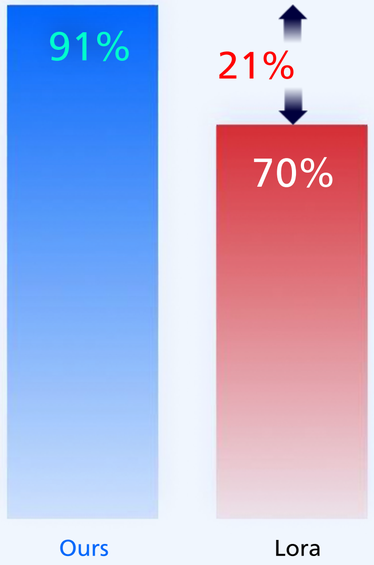
Simillar data case

Image generation with similar setup data



Unseen data case

Image generation with different setup data



Competition

Even with unseen data cases BrainBoosting Learning maintain consistency

Foundation Model Knowledge Retention Test

*Based on 50 key knowledge elements needed for webtoon production