

2026

P | NEXUS

COMPANY PROFILE

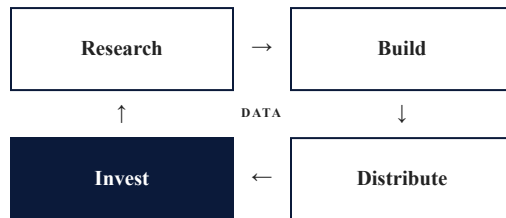
Research. Build. Invest.

SEOUL · NEW YORK · LONDON

paratusnexus.kro.kr

Introduction

Research becomes software. We build the products, the infrastructure they run on, and the distribution that launches them.



01 One feedback loop

Paratus Nexus connects research, software development, creator-led distribution and capital allocation into a single, repeatable operating system. Industry, economic, trend and quantitative research identifies where demand is forming. A central engineering team turns those findings into lightweight products and analytics tools. Creator channels acquire the first customers, and the resulting conversion, GMV and retention data flows back into the next product decision and the next allocation of capital.

02 Why the structure matters

The company is difficult to describe as only a software startup, a research house, a marketing agency or a venture studio. Each of those models exists separately elsewhere. What distinguishes Paratus Nexus is that the four functions are not run as parallel businesses; they are linked so that the output of one stage reduces the uncertainty of the next.

CORE DEFINITION

A centralized research, engineering and finance platform on which many creator-product micro-businesses are launched, measured and compared. Nodes that prove out receive more capital; nodes that do not are closed quickly.

A Letter from the Founder



Hyeonbin Jung

FOUNDER

Columbia University
Computer Science and
Mathematics
Previously Yuanta
Securities - Optiver

Hello. I am Hyeonbin Jung, Founder of Paratus Nexus.

The starting point for Paratus Nexus was quantitative research. When I look at companies and markets, I try not to judge them by whether an industry looks attractive or a company seems likely to grow. I try to explain as much as possible with data and models.

I modeled revenue growth, margins, cash flow and valuation, and compared companies using factors such as value, momentum, growth, profitability and quality. To see which factors work in which market environments, I ran regime analysis across interest rates, commodities and the business cycle. I also used machine learning to forecast financial variables such as revenue growth, operating margin, CapEx and working capital.

That research did not end as a research project. It was applied to analyzing listed companies and selecting investments, and some of it led to actual investments in public companies.

To me, quant is not simply backtesting on price data. It is a way of structuring financial data, market data, industry data, news and company operating KPIs, finding the patterns that repeat within them, and deciding more systematically where capital should be allocated.

THE QUESTION THAT STARTED IT

If listed companies can be analyzed this way, why not apply the same method to finding new businesses and software?

When we analyze a listed company, we look at revenue growth, market size and competitors, we study unit economics and cash flow, and we use valuation to decide whether it is worth investing in. I believed a new software business could be examined in exactly the same way:

01 Which markets are growing quickly?

02 In which consumer groups is new demand forming?

03 Which products are growing faster than their competitors?

04 Which audiences are most likely to actually buy?

05 Can the business generate enough cash flow?

I see the process of answering these questions as an extension of quantitative research. That idea is where Paratus Nexus began.

Invest or Build

We begin by studying industries, companies, consumer behavior and market change. Quantitative Research analyzes financial markets and company data, Industry & Economic Research explains industry structure and the competitive environment, and Trend Research tracks what people are beginning to care about.

But our research does not end in a report. If the opportunity we find exists in a listed company, we develop it into an actual investment idea. If we conclude that the market does not yet have a good enough product, we build that demand into software ourselves. If we find a good company that already exists, we invest. If we find a good business that does not yet exist, we build it.

In the businesses we build, one more element matters: distribution. Good software alone does not make a business; it has to reach real customers. So we work with creators who already have an audience. We do not treat their followers as people to show ads to. We analyze what content they watch, which problems they care about and which products they are likely to pay for. We build software for that audience, the creator distributes it, and the resulting traffic, conversion, payment and retention data becomes Paratus Nexus data that feeds the next round of research.



This is not fundamentally different from how I invest in listed companies: analyze the company, form a hypothesis, test it with data, calculate valuation, take a position, and reassess when new data arrives. At Paratus Nexus we apply that discipline not only to investing but to the process of building businesses itself.

That is why I do not think of Paratus Nexus as simply a software company. It is not an influencer marketing company or a traditional consultancy either. It is a Research & Technology Company that explores market opportunities through quantitative research and allocates software and capital according to the results. Some opportunities become public equity investments, some become venture investments, and some become new software businesses that we build ourselves. What matters is not the form but one principle: making better capital allocation decisions through data and research.

The name Nexus comes from here: the place where quantitative research meets business, software meets distribution, public markets meet venture, and everything finally connects to capital allocation. What we want to build over the long term is not one successful product, but the system itself: one that finds, validates, builds, invests and reallocates capital again.

Research what is changing.

Build what is missing.

Model what matters.

Invest in what works.



Hyeonbin Jung
Founder, Paratus Nexus

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1

COMPANY

What Paratus Nexus is, how its five functions fit together, and how the operating loop turns research into products and capital decisions.

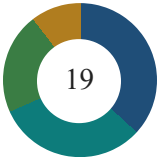


At a Glance

A distributed research network spanning New York, Boston, Waterloo, Seoul, Hong Kong, Cambridge and London.

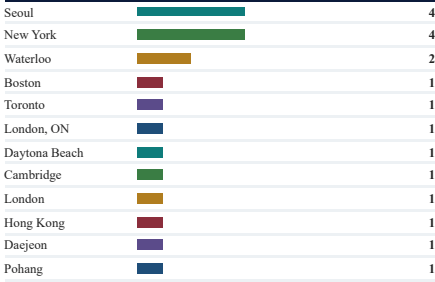


BY REGION



- Asia · 7
- United States · 6
- Canada · 4
- Europe · 2

BY CITY



01 A distributed model by design

The team is deliberately spread across North America, Europe and Asia. Researchers sit close to the markets and universities they study, while engineering and operations run on shared tools, so work continues across time zones rather than stopping at the end of one office's day.

Five Departments

Headcount by department. Machine learning and engineering is the largest group, which matches the company’s product-led direction.

Leadership



Firm direction, capital allocation and governance. Sets priorities across research, product and investment.

Quantitative & Market Research



Systematic research across markets, regimes, macroeconomic variables and asset classes, including factor models and forecasting.

Industry & Economic Research



Industry, economic and sector research, including biotech and healthcare review. Defines where new demand is forming.

Machine Learning & Engineering



Models, data infrastructure and the software systems that run both the research process and the products.

Product & Operations



Internal audit, controls and operational oversight across products and portfolio companies.

ORGANIZATION NOTE

Through 2027 the plan favors a four-axis accountability model over a large hierarchy: a Research Lead, a Product-Engineering Lead, a Creator-Growth Lead and a Finance-Control owner.

Research, Software and Venture Studio

The internal business model defines Paratus Nexus as Research + Software + Venture Studio. Each function has a clear role and a concrete output, and each hands off to the next.

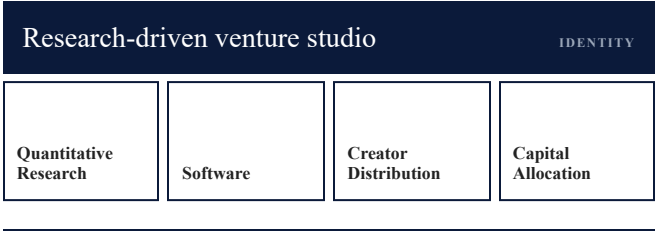
	FUNCTION	ROLE	OUTPUT
01	Research	Decide which market and user problems are worth betting on.	Opportunity thesis, models, product briefs
02	Build	Turn hypotheses into fast MVPs and reusable modules.	Web apps, analytics tools, automation, data systems
03	Distribute	Use trusted creator channels as the customer acquisition engine.	Content, CTAs, traffic, partner nodes
04	Monetize	Generate cash flow from consumer software, campaigns, B2B and licensing.	GMV, project fees, ARR
05	Invest	Allocate people, development spend and external capital based on validated data.	Scale, spin-out, public and venture investment

01 The step between Build and Invest

“Research. Build. Invest.” compresses the structure well, but it hides one important step. Between building a product and investing in it, there is real distribution and operating data. Investment decisions are made on that data, not on the original research thesis alone.

Positioning

In external communication, “research-driven venture studio” is the top-level identity. Quantitative research, software, creator distribution and capital allocation are presented as the capabilities underneath it.



THE 20-SECOND ANSWER

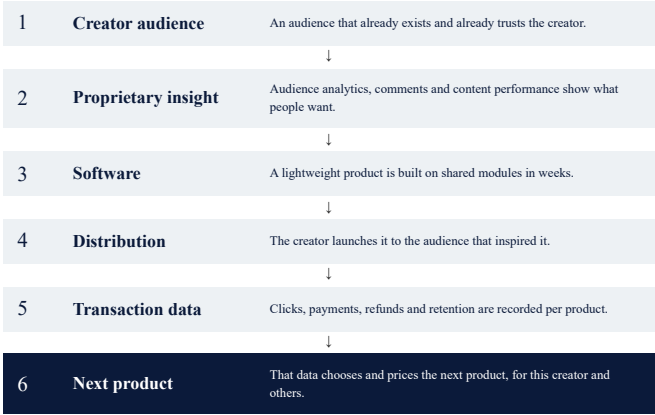
“We analyze industry, market and user data to find software opportunities, build the products ourselves, distribute them with the right creators, and allocate more capital to the businesses and companies that prove out.”

01 Why not “quant firm” or “software company”

Leading with only one label understates the model. A quant label suggests trading; a software label suggests a single product. The venture studio framing explains why the company runs many small products, why research comes first, and why capital allocation is part of the job.

We Turn Creator Audiences into Software Companies

Listing quant, software, venture capital, creators and research side by side makes the company sound complicated. Externally, the same work is described as one engine with six steps.



01 Why this framing

It explains in one sentence why research comes first, why products are small, why creators are partners and why data is the core asset. Each additional capability, from quant models to venture investing, can be introduced afterwards as a way of making this engine work better.

The Operating Loop

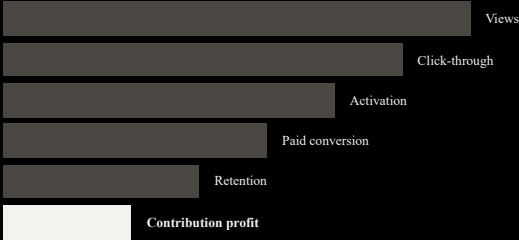
The company's edge is less about excelling at any one stage and more about keeping information flowing between stages in a closed learning loop.

01 Research Which structural shifts and needs can make money? KPI · Opportunity Score	02 Match Which audience and creator distribute it best? KPI · Creator-Product Fit
03 Design Minimum features, price, payments, data? KPI · MVP spec, unit economics	04 Build How fast can it ship as a reusable product? KPI · Time-to-MVP, defects
05 Distribute Which hooks and CTAs generate traffic? KPI · Reach, CTR, activation	06 Monetize Does traffic convert to payment? KPI · Conversion, GMV, take rate
07 Optimize What lifts retention and contribution? KPI · Retention, CAC, contribution	08 Scale / Kill Expand, license, spin out or close? KPI · ROI, repeatability

Stages run from 01 to 08. The result of stage 08, whether a product is scaled or closed, becomes an input to the next round of research in stage 01.

“The most important asset in this structure is decision data, not any individual app.”

DECISION FUNNEL



As data accumulates on which audiences respond to which products, which prices and messages lead to payment, and which creators convert best in which categories, the uncertainty around both “what to build” and “who should distribute it” falls at the same time.

Views are only a leading indicator. The final unit of decision is contribution profit, payback, retention and reusability for each creator-product pair, together with the amount of data that can be reused for the next product.



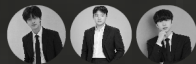
Research what is changing.

Markets, industries and audiences are studied first. Every product and investment decision starts from what the data shows is shifting.

2

RESEARCH

Four research disciplines that act as an upstream engine for product selection, pricing, creator matching and investment decisions.



Four Research Functions

Each function looks at a different layer of the same question, and all four feed one decision system.



One decision system

Build priority · Creator match · Pricing · B2B offering · Capital allocation

Because all four functions answer to the same decisions, their outputs use shared formats such as the Opportunity Score and the Creator-Product Brief, which makes them comparable across projects.

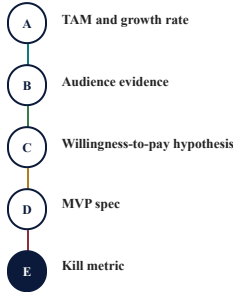
Research Standard

Every study ends in an explainable decision. With these four elements in place, research becomes an operating asset rather than content.

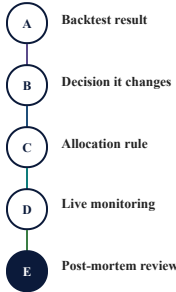
REQUIRED ELEMENTS



EXAMPLE · CLOSING A TREND BRIEF



EXAMPLE · CLOSING A QUANT MODEL



01 Why both directions matter

A trend brief should not end with “this topic is rising.” It should continue to a product and a kill metric. In the same way, a quant model should not be presented on backtest score alone; it should state which capital or product decision it would change.

Systematic Research, Not HFT

The quant identity is closer to systematic research: medium-horizon cross-sectional alpha combined with fundamental monitoring.

EXECUTION HORIZON



FACTOR UNIVERSE

Value	Momentum	Quality	Profitability
Leverage	Efficiency	Growth	Risk

01 Why the distinction matters

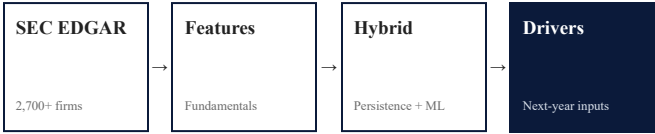
High-frequency trading and market-making infrastructure differ in execution horizon, data latency and dependence on market microstructure. Separating the two clearly in external communication signals real expertise rather than borrowed vocabulary.

02 Toolset

Factor models, ML forecasting, event and news signals, and portfolio analytics. Projects to date include multi-factor screening and backtesting, regime analysis, and news and trend analysis.

ML-DCF Research

Using SEC EDGAR data on more than 2,700 companies, the research predicts the drivers behind a discounted cash flow model.



TARGET VARIABLES

Revenue Growth

EBIT Margin

Effective Tax Rate

D&A / Revenue

CapEx / Revenue

NWC / Revenue

01 A hybrid approach

Some variables are highly persistent from year to year and are best forecast from their own history. Others gain meaningfully from machine learning. The model separates the two groups rather than forcing one method on all six targets.

THE SAME FRAME IS APPLIED TO SOFTWARE AND VENTURE COMPANIES



Publications

Research published by Paratus Nexus across four disciplines. Each piece documents its data and method so the reasoning behind a product or investment decision can be read and checked.

PUBLISHED BY DISCIPLINE

Quantitative Research	1
Industry & Economic Research	1
Trend Research	1
Product & Venture Research	0

RECENT PUBLICATIONS

2026-10-04 Trend Research	Audience-Centered Software Opportunity Analysis for a Young Brazilian Social Media Following A market research framework for consumer needs, cultural interests, product design and monetization.
2026-10-03 Industry & Economic	Global Market Dynamics Under Rising Long-Term Yields and Geopolitical Pressure How rising long-term yields, Iran-related oil risk and mixed U.S. data shaped markets on October 2, 2026.
2026-10-03 Quantitative Research	Can Machine Learning Automate a DCF? Testing the possibilities and limits of financial forecasting across 2,700+ public companies.

Research Example: Can Machine Learning Automate a DCF?

Quantitative Research · 2026-10-03 · Hyeonbin Jung, Junhyung Kim, Indeok Seo. Models forecast six DCF drivers one year ahead from historical financial statements.

INITIAL VS. EXPANDED DATASET

	Initial	Expanded
Companies	448	2,776 (6.2×)
Firm-year observations	1,781	26,154 (14.7×)
Period	2012–2016	2015–2025
Source	—	SEC EDGAR XBRL Company Facts
Test	Earlier years → next year	Train on earlier years; 2024 → 2025

REVENUE GROWTH · OUT-OF-SAMPLE PEARSON CORRELATION

Naive persistence	0.05
ElasticNet	0.51

01 The unexpected result

Increasing the sample more than six times did not improve every driver. For D&A, CapEx and NWC, last year’s value often beat ElasticNet; much of the apparent predictability was firm-specific persistence. Revenue growth was the opposite: persistence explained almost nothing, while the model added real signal.

02 Sample quality over sample size

Micro-cap and pre-revenue firms produce extreme ratios when revenue is near zero. Restricting the universe by revenue size and removing outliers improved persistence correlations substantially.

Finding: A Hybrid ML-DCF Framework

Different DCF drivers come from different economic processes, so each gets the forecasting method that matches its behavior.

Driver	Persistence	Suggested approach
Revenue growth	Low · $r \approx 0.05$	Guidance + consensus + macro data + ML error correction
EBIT margin	Moderate-high · $r \approx 0.71$	Persistence anchor + ML margin-change model
Effective tax rate	Low, noisy	Normalized long-term tax assumption
D&A / revenue	Very strong	Persistence, optional ML adjustment
CapEx / revenue	Strong	Persistence + investment-cycle information
NWC / revenue	Strong	Persistence + working-capital adjustment

ABSOLUTE ACCURACY VS. INCREMENTAL POWER (ILLUSTRATIVE)

Case A · gain +0.01



Case B · gain +0.45



01 Guidance error as the better target

For revenue, instead of predicting growth from scratch, the model can predict how wrong management guidance is likely to be: Forecast = Guidance + Predicted Guidance Error.

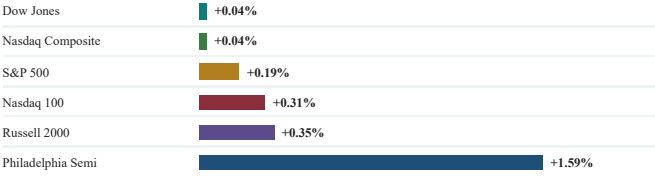
The purpose of an ML-based DCF may not be to remove the analyst, but to improve the parts of valuation where human assumptions are most likely to be wrong.

Research Example: Global Market Dynamics

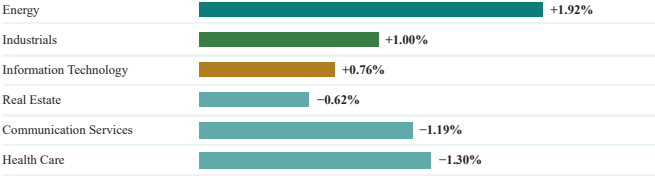
Industry & Economic Research · 2026-10-03 · Hyeonbin Jung, Junyong Moon, Seyoon Jung. How rising long-term yields, Iran-related oil risk and mixed U.S. data shaped markets on October 2, 2026.



U.S. INDEX RETURNS, DAILY %



S & P 500 SECTORS: LEADERS AND LAGGARDS



All major indices closed slightly higher, with semiconductors doing most of the lifting. Sector dispersion shows investors responding to commodity, rate and activity sensitivities rather than to broad conditions alone.

Rates, Oil and Mixed Data

The session was shaped by three forces: elevated long-term rates, geopolitical risk and mixed U.S. macro data.

U.S. TREASURY YIELDS

Tenor	Close	Change	Intraday high
2-year	4.7914%	-9.56 bp	—
10-year	5.2407%	-4.42 bp	≈ 5.347%
30-year	5.6126%	-1.60 bp	≈ 5.693%

LABOR STRONG, MANUFACTURING MIXED

Indicator	Reading	Signal
Initial jobless claims	197,000	Resilient
Planned layoffs (Sept.)	≈ -20% YoY	Resilient
ISM Manufacturing PMI	54.5	Soft
ISM prices	77.9	Inflationary

Elevated long-term rates

10Y ≈ 5.34% intraday; U.K. 30Y above 6%

Geopolitical risk

Oil priced on supply risk; Brent +4.28%

Mixed U.S. data

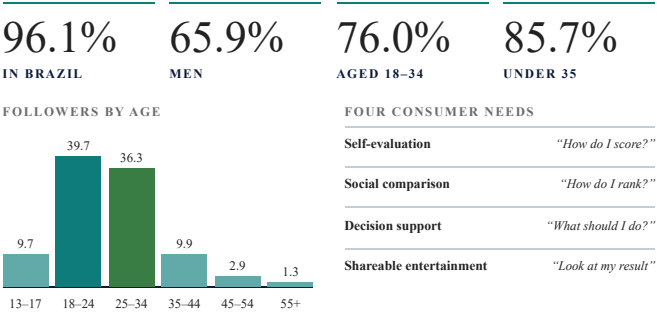
Claims 197K; ISM prices 77.9

01 Why we publish this

Daily cross-asset work feeds the regime model used for both product timing and public equity positions. It also shows the research method in public: sources, numbers and interpretation kept separate. Source: Mirae Asset Securities Research, Global Market Briefing.

Research Example: A Young Brazilian Audience

Trend Research · 2026-10-04. What software would a predominantly Brazilian, male, 18–34 Instagram audience engage with and pay for?



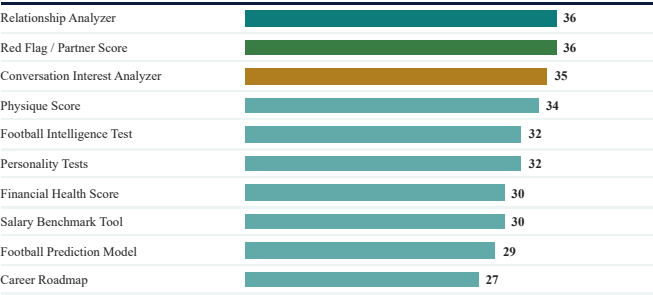
01 Approach

Rather than assuming this audience wants conventional SaaS, the study looks for lightweight consumer apps that give a personalized evaluation, comparison, prediction or decision. Relationships, fitness, football, personal finance, career and personality emerge as the main interest areas.

$$Success = Utility \times Emotional\ Relevance \times Shareability \times Low\ Friction$$

From Audience to Product Ranking

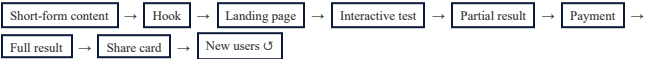
Each idea is scored out of 10 on virality, monetization, development ease and audience fit. Totals are out of 40.



TIERED PRICING FOR INITIAL TESTS

Free Basic result	≈ R\$4.90 Breakdown, percentile	≈ R\$9.90 AI interpretation	R\$14.90–19.90 Report, couple analysis
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DISTRIBUTION FUNNEL



Relationship-oriented products rank highest because they score well on all four dimensions. Every concept is treated as a testable hypothesis, measured by product RPM: software revenue per 1,000 content views.



Model what matters.

Demand, pricing, unit economics and valuation are quantified before anything is built or bought.

3

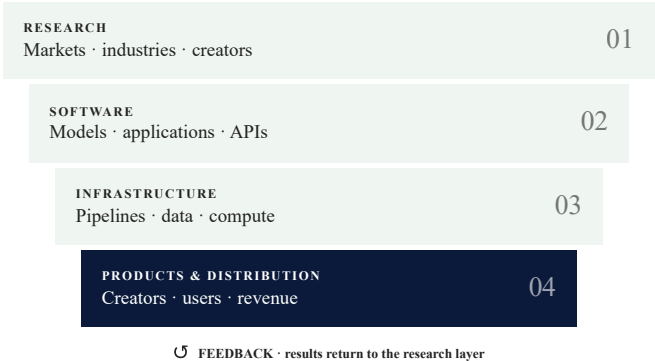
PRODUCT

Research becomes software. We build the products, the infrastructure they run on, and the distribution that launches them.



From Research to Revenue

Every product sits on the same four layers. Research decides what to build, software and infrastructure make it run, and creators bring it to users. Results feed back into research.



01 One stack, many products

Because every product shares the same research inputs, code base and data infrastructure, the marginal cost of a new product falls with each launch. The difference between products is mostly at the top layer: which audience it serves and which creator distributes it.

02 Why distribution is part of the product

Most software companies treat distribution as a later problem. Here it is designed in from the start: a product does not enter development until a creator whose audience matches the customer profile has been identified.

Market Definition and ICP

Who is the customer: the creator, the follower, a company or an investor? In practice it is all four, so each revenue stream separates the buyer from the user.

Revenue stream	Buyer	User	Offer
Creator-led software	Follower	Follower	Paid tests, reports, subscriptions
Creator platforms	Creator (rev-share)	Creator + audience	Branded app, dashboard
B2B research	VC/PE, startups, SMEs	Analysts, founders	Models, monitoring
Licensing	Companies	Internal teams	Tools and data access
Campaigns	Brands	Creator audience	Sponsored content

CONSUMER VERTICALS

Career & education Resume analysis, internship applications, essay editing, major matching	Relationships Compatibility, partner score, red-flag and interest analyzers
Personality & entertainment MBTI-style tests, football IQ, shareable quizzes	Self-improvement & finance Physique score, financial health, salary benchmark

01 Bottom-up market sizing

Rather than citing the whole creator economy, the addressable market is built from the bottom: monetizable mid-size creators × audience ARPU × Paratus Nexus take rate. Each term can be measured on existing partners and updated as the network grows.

Mid-size creators

 ×

Audience ARPU

 ×

Take rate

 =

Bottom-up TAM

Product Framework

Three product lines built on one research and software stack.

01

Research Platforms

Factor, regime, market and valuation models delivered as usable tools.

The same models used for our own research and investment decisions, packaged with clean data access and documented methodology.

OUTPUTS

Regime monitors
Factor screens
Valuation models

02

Business Modeling Software

Market and audience research translated into tested business systems.

Tools that size markets, compare business models and project unit economics before a product is built.

OUTPUTS

Market sizing
Pricing tests
Unit-economics projections

03

Creator-Distributed Products

Products launched, distributed and improved through creator and influencer networks.

Software matched to creators whose audiences fit the customer profile, with monitoring that continues after launch.

OUTPUTS

Subscription apps
Digital products
Creator dashboards

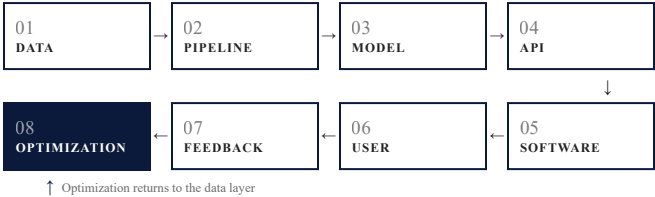
01

How the lines reinforce each other

Research platforms are the tools the team uses internally; business modeling software applies the same methods to other companies' decisions; creator-distributed products are where those methods are tested with real customers and real revenue.

System Architecture

How research runs as production software: data pipelines, models, APIs and applications connected in one feedback loop.



01 Data and pipelines

Market, filing, social and product-usage data are collected into common pipelines with shared definitions, so a model built for research can also run inside a product.

02 Models and APIs

Models are versioned and exposed through APIs. The same factor or valuation model can power an internal dashboard, a client deliverable and a consumer feature.

03 Software, users and feedback

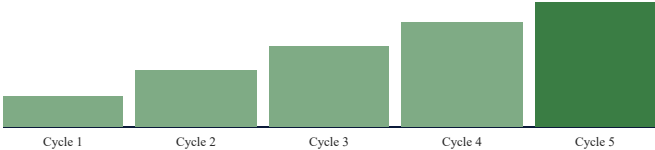
Applications put models in front of users. Their behavior, conversions and payments become new data, and optimization decisions are made on that data before the loop starts again.

Product Engine

Each stage activates the next. Every cycle starts with more data than the last.

01	RESEARCH	Find a measurable opportunity.
02	MODEL	Quantify demand, pricing and economics.
03	PROTOTYPE	Test the smallest working version.
04	SOFTWARE	Build the production system.
05	DISTRIBUTION	Launch through creator networks.
06	DATA	Collect usage and financial data.
07	OPTIMIZATION	Feed results into the next cycle.

DATA AVAILABLE AT THE START OF EACH CYCLE



Conceptual diagram. Each cycle adds usage, pricing and conversion data, so later products start with better estimates of demand and economics.

01 Shared modules

Authentication, payments, scoring, report generation, experiments, analytics and localization are built once and reused, which is what keeps each cycle to a matter of weeks.

Product Launch Protocol

How one product is actually born, step by step, from audience data to a scale-or-kill decision.

1	Audience data
2	Comment and content clustering
3	Pain-point score
4	Willingness-to-pay hypothesis
5	Prototype
6	Creator review
7	Landing page
8	Paid test
9	Cohort review
10	Scale or kill

CYCLE-TIME KPIS

Idea → MVP	MVP → first payment	First payment → repeat purchase
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01 Status labels

Every product in the catalog carries one of six states: Idea, Research, Building, Pilot, Monetized or Killed. Career and education ideas from recent creator outreach are recorded at Research stage.

Product Modules

Examples of what the system produces. Each module combines a research layer with a software layer to deliver a specific business outcome.

Quant Research Dashboard Monitor regimes, factor exposures and signals in one view. User type Researchers, portfolio managers Software layer Data pipeline · API · web app Research layer Regime model · factor model Business outcome Faster, documented investment decisions		M-01
Business Modeling Engine Compare business models for a market before building. User type Product teams, founders Software layer Simulation engine · reporting Research layer Market sizing · pricing research Business outcome Fewer failed launches		M-02
Creator Distribution Tool Match products to creators and track performance after launch. User type Creators, operators Software layer Matching engine · analytics dashboard Research layer Audience and conversion analysis Business outcome Revenue from existing audiences		M-03

Module names and specifications are illustrative.

Product Portfolio

Products are managed by stage and monetization model, not as a simple list of apps.

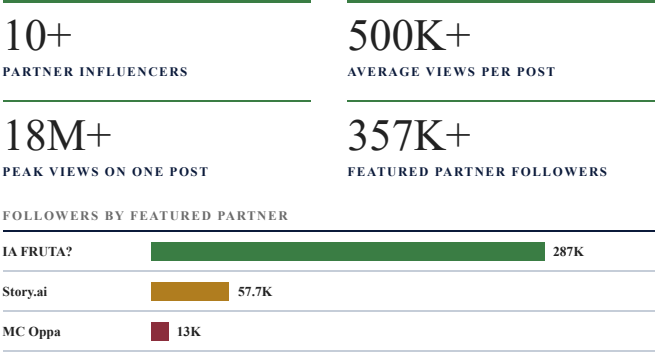
PRODUCT · AUDIENCE	STAGE	REVENUE
SuperDuperCatAI catalog Global social audience	●●●●● Operating	Software sales, ads
Personality / MBTI Test Suite Young social users, US and India	●●●●○ MVP	Paid result
Creator subscription platforms Each creator's niche	●●●○○ Pipeline	Subscription, rev-share
Relationship Risk Test Relationship audience	●●○○○○ Concept	Paid report
Partner Score / Compatibility Dating audience	●●○○○○ Concept	Paid result, share loop
Quant Research Toolkit Investors and companies	●●○○○○ Concept	Project, license
WhatsApp Group Intelligence Community operators	●○○○○○ Proposed	Subscription, analytics

MATCHING PRODUCTS TO AUDIENCES

For career and university creators, the proposed tools include resume analysis, automated internship applications, essay editing and major recommendations. For relationship creators, the proposals are compatibility tests and partner scoring.

Creator Distribution Network

Every product launches into an audience that already exists. Paratus Nexus is partnered with more than ten influencers, and their audiences are the first distribution channel, measured and matched to each product before launch.



01 Measured before launch

Each partner’s audience is analyzed for language, interests, age profile and engagement before a product is matched to it. This turns influencer reach into a measurable input for product decisions rather than a marketing expense.

Featured Partners

Three of the partner creators, chosen to show the range of formats, languages and audiences in the network.

IA FRUTA? <i>@iafrut4 · Digital creator</i> AI-generated fruit-character videos with a fast-growing Portuguese-language audience. AI videoPortugueseShort-form	287K Followers 106 Posts
Story.ai <i>@superdupercatai · AI comics</i> Freshly squeezed AI comics every day. Operated in-house by the Paratus Nexus team. AI comicsDaily seriesIn-house	57.7K Followers 33 Posts
MC Oppa <i>@mcoppa.ofc · Digital creator</i> Actor, singer and host. “Your K-drama oppa,” creating in seven languages. K-cultureActor · Singer · Host7 languages	13K Followers 36 Posts

Follower and post counts as of October 2026.

01 Range as a strategy

A Portuguese-language AI video channel, an in-house English comics series and a multilingual K-culture host reach very different audiences. That spread lets the same product be tested across languages and markets with little extra build work.

Partnership Structure

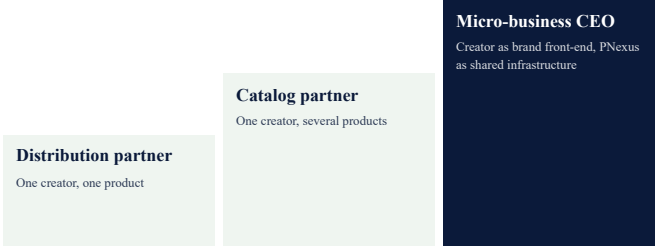
Paratus Nexus handles product development, technology, payments and operations. The creator distributes the product to their own audience.

PROPOSED SHARE OF FOLLOWER-GENERATED PAYMENT REVENUE



The split needs adjusting for contract terms, payment costs, refunds and taxes. The financial model separately uses a 55% software take as an illustration. The two figures point in the same direction.

PARTNER EVOLUTION



CONTRACT TERMS

Revenue share	Attribution window	Content minimum
IP and data rights	Termination	Refund handling

POSITIONING RISK

Emphasizing only the 50% share can make Paratus Nexus look like an agency. Contracts and branding make clear that it supplies product IP, data and analytics, infrastructure, QA and the payment stack.

From Creator to CEO, and From Product to Spin-out

Successful creators are promoted from affiliate to operator to, potentially, equity-owning CEO of their own software brand.



Promotion criteria are defined on revenue, retention and at least six months of sustained performance; exact thresholds are set per vertical.

SPIN-OUT ARCHITECTURE



At each stage, define	Who holds it
Product IP	Paratus Nexus
Brand and creator equity	Creator, as earned
Employee option pool	Set at spin-out
Outside investor stake	At external financing

01 Why this matters

It makes the difference from influencer marketing explicit, and it is the mechanism by which Paratus Nexus becomes a venture studio rather than a product company.

Case Study: Story.ai

Story.ai (@superdupercatai) is the in-house AI comics channel. Automated animated short-form content builds the audience. Follower analysis then drives the sale of tailored software, beyond advertising and promotion.

50K

FOLLOWERS IN ~4 MONTHS

~1M

AVERAGE VIEWS PER REEL

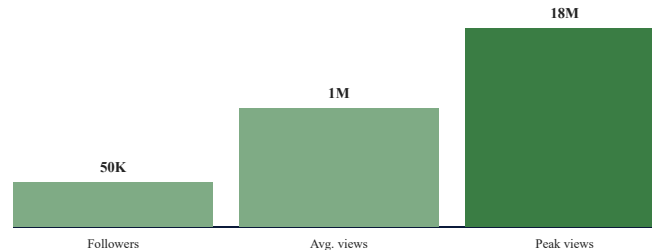
18M

PEAK VIEWS

3

MARKETS: US, INDIA, GLOBAL

REACH, LOG SCALE



01 What the case proves

Average views well above follower count show algorithmic distribution at work, and the peak shows the format can spread at very large scale. The meaning of the case is proof that creator-led customer acquisition can be built, more than any single view record.



Build what is missing.

Where the market has no good product yet, Paratus Nexus builds it, and launches it through creators whose audiences need it.

4

PORTFOLIO

Venture investments and listed equity positions selected through the same research system that drives our products.



Portfolio Overview

Investments are selected with the same quantitative, regime, macro and financial analysis used for product decisions.
Returns and profits are as reported by the firm.



\$165.7K

REALIZED PROFIT

\$71.4K

VENTURE DEPLOYED

5

ACTIVE HOLDINGS

4

PUBLIC POSITIONS

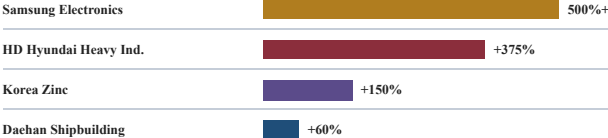
500%+

BEST RETURN

+271%

AVG. LISTED RETURN

RETURN BY LISTED POSITION



SHARE OF REALIZED PROFIT



USD figures converted at ₩1,400. The average listed return is the simple average of the four public positions.

Venture Capital: Afformation

Early-stage companies identified through market, product and business-model research.

FEATURED INVESTMENT · VENTURE

afformation.co.kr



Afformation

Investment

\$71,400

Stage

Early stage

Location

Korea

Status

Active

01 Why this investment

Afformation was identified through the same market and product research process that drives Paratus Nexus's own software. The investment reflects the crossover between product research and venture capital: the work done to decide what to build also surfaces companies worth backing.

RESEARCH PROCESS



NOTE

Sector, business model and thesis details for Afformation are to be added.

Public Equity

Listed companies selected through quantitative, regime, macro and financial analysis.



HD Hyundai Heavy Industries

329180 · KOSPI

Industry

Shipbuilding

Location

Ulsan, Korea

Thesis

Cyclical

+375%

· profit \$57,100

Regime

Order backlog

Margin cycle



Samsung Electronics

005930 · KOSPI

Industry

Semiconductors

Location

Suwon, Korea

Thesis

Cyclical / Growth

500%+

· profit \$71,400

Memory cycle

Valuation

Macro



Korea Zinc

010130 · KOSPI

Industry

Non-ferrous metals

Location

Seoul, Korea

Thesis

Value / Event

+150%

· profit \$28,600

Scenario

Commodities

Governance



Daehan Shipbuilding

KOSPI

Industry

Shipbuilding

Location

Haenam, Korea

Thesis

Cyclical

+60%

· profit \$8,600

Regime

Peer analysis

Shipbuilding appears twice because both positions came from the same regime analysis: fleet replacement and LNG carrier demand. Daehan was sized as a smaller, secondary position within that view.

Featured Position: Samsung Electronics

005930 · KOSPI. A position built around the memory cycle.



500%+

RETURN

\$71.4K

PROFIT

Cyclical / Growth

THESIS TYPE

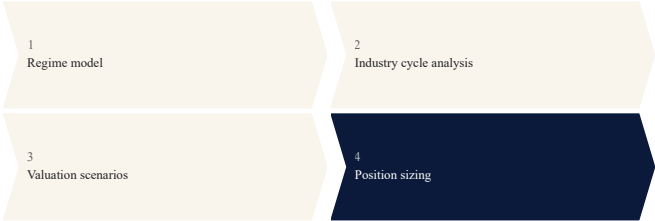
Semiconductors

INDUSTRY

01 The thesis

Inventory, contract pricing and AI-related demand indicators pointed to a recovery in memory before it was reflected in consensus earnings. The position was sized while the market was still pricing the downturn.

RESEARCH PROCESS



02 What it shows about the system

The same regime model that informs product timing was used here to read the semiconductor cycle. The industry cycle analysis was done by the Industry & Economic Research team, and valuation scenarios came from the quantitative team's models.

Investment Mandate and Conflicts of Interest

Investing is run under written rules, separate from product and client work.

INVESTMENT POLICY STATEMENT COVERS

Investable universe	Holding period
Factor exposure limits	Max single-name weight
Liquidity floor	Stop and risk rules
Drawdown limit	Venture cheque size
Follow-on policy	Position sizing method

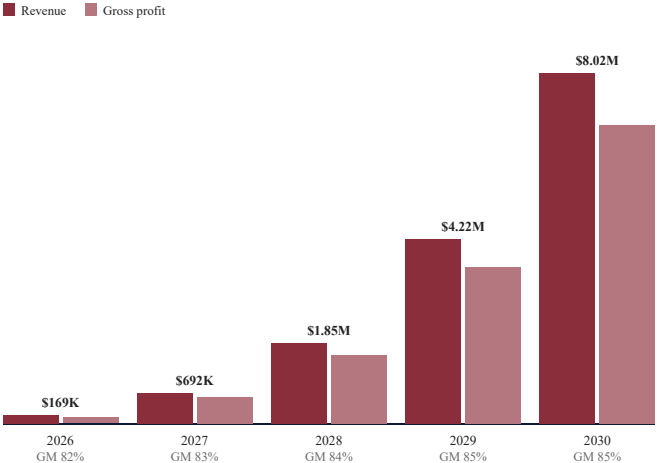
CONFLICT-OF-INTEREST FRAMEWORK

Information barriers	B2B client research is kept apart from investment decisions on the same companies.
Material non-public information	Operating data from creator products is never used for trading decisions without review.
Client confidentiality	Client deliverables are not shared across teams.
Personal trading	Pre-clearance and holding rules for team members.
Investment approval	Positions are approved separately from the research that proposed them.

This matters because of the relationship between Paratus Nexus and Paratus Investment, and because the same research engine serves products, clients and the portfolio.

Revenue and Gross Profit, 2026–2030

A driver-based base case built to understand the business in numbers. These are illustrative model figures, not actual results.



01 Key drivers

Active creators grow from 4 to 70, monthly software GMV per creator from \$4K to \$11K, with a 55% software take. B2B projects grow from 4 to 70 and license clients from 2 to 70. COGS improves from 18% to 15% of revenue.

The Paratus Nexus Data Graph

Every record is linked in one schema, so results on one creator can be benchmarked against every other.

01 Creator	02 Audience
03 Content	04 Product
05 Campaign	06 Customer
07 Transaction	08 Cohort
09 KPI	10 Research thesis

EXAMPLE QUERY

Brazil · 18–24 · women · relationship content · quiz product · \$2.99 price → which conversion rate, and how does it compare on other creators?

01 From dashboard to dataset

As these links accumulate, the result is not just an analytics dashboard but a proprietary business dataset: first-party behavior and transaction data that no single creator or competitor holds.

02 Data and AI governance

PII, payment data, prompts and model outputs carry defined retention periods and access controls. Deletion requests are honored, AI recommendations get human review, and services aimed at minors are restricted.

Operating Governance

The faster an organization experiments, the more it needs to standardize approvals, data definitions, product QA and money flows. Done well, this raises speed rather than lowering it.

GATES

Idea Gate01 No research memo, Opportunity Score and creator owner means no development.	Launch Gate02 Privacy and claim review, payment and refund flow, tracking plan and QA checklist.
Capital Gate03 No fixed hiring before monthly contribution profit and pipeline conversion are confirmed.	Data Gate04 KPI definitions, attribution window and GMV recorded in one schema per product.

CONTROLS

Creator ControlA Contracts, content minimums, revenue share, payouts, attribution, IP and data rights kept in a ledger.	Model ControlB Quant and ML models store versioning, train/test splits, assumptions, monitoring and override reasons.
--	--

CONTROL PHILOSOPHY Controls are not there to slow the company down. They are a standard interface that keeps failures small and lets successes be copied faster.

What Paratus Nexus Will Not Do

Stating what is out of scope makes the strategy sharper.

× Generic software outsourcing	× Influencer marketing agency work
× General management consulting	× HFT or market making
× Research that leads to no product or investment decision	× Custom development with no reuse
× Creator partnerships without audience-product fit	

Failure Library

Every killed product is recorded with the same fields. If the advantage is experiment volume, the database of failures is itself intellectual property.

Hypothesis	Audience	Price	Traffic
Conversion	Failure reason	Lesson	Reusable asset

If 40 of 50 products fail but the next 10 are chosen better, the model is working.



Invest in what works.

Capital follows evidence: listed companies and ventures are selected with the same research system, and positions are reassessed as new data arrives.

5

BUSINESS MODELING

MACHINE LEARNING

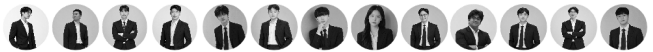
TEAM & CAREERS

Researchers, engineers and operators working across markets, technology and product, and how to join them.



Our People

Nineteen researchers, engineers and operators across five departments.



Leadership

1 person

Hyeonbin Jung
Founder · Columbia

Quant & Market Research

3 people

Eunsung Seo
Columbia

William Harrington
Harvard

Seyoon Jung
Hanyang

Industry & Economic Research

6 people

Junhyung Kim
Western
Jitae Jin
Catholic Univ.

Younghyun Shin
Korea Univ.
Jinseo Lee
NYU

Junyong Moon
Embry-Riddle
Sookyung Ahn
Toronto

ML & Engineering

7 people

Kevin Zhang
MIT
Yeonwoon Jeoung
HKUST
Juho Lee
Imperial

Arjun Mehta
Waterloo
Levish
KAIST

Jason Liu
Waterloo
Oliver Whitfield
Cambridge

Product & Operations

2 people

Seowon Cho
SNU

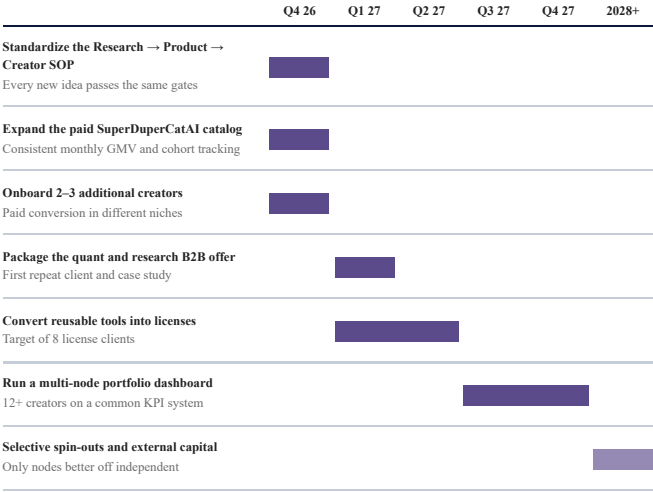
Indeok Seo
POSTECH

PRIOR EXPERIENCE

Optiver	Jane Street	Google	Amazon	Databricks	Snowflake
DV Trading	BMO Capital	Yuanta Securities	NH Investment & Securities		

Roadmap, 2026–2028

Milestones are sequenced so that each one reduces the uncertainty of the next.



01 Scenarios

In a bear case, creator conversion stays low and platform reach falls; B2B research and licensing then extend runway. In the base case, repeatable creator-product economics are found in three to five niches and operating leverage appears around 2028. In a bull case, onboarding is standardized like a sales function and successful nodes spin out as independent brands.

Open Roles

We hire across research, engineering and business. Roles are grouped by function, but all of them work across research, software and business.

01 RESEARCH

Quantitative Researcher

Develop systematic models, regime analysis and market research tools.

Quantitative Research
New York / Remote
Full-time

Business Research Analyst

Research industries and markets to identify products and investments.

Industry & Economic
Research
Seoul / Hybrid
Full-time

02 ENGINEERING

Machine Learning Engineer

Build forecasting and classification models that run in production.

ML & Engineering
Remote
Full-time

Software Engineer

Build data pipelines, APIs and the applications our products run on.

ML & Engineering
New York / Seoul / Remote
Full-time

03 PRODUCT & DISTRIBUTION

Creator Partnerships

Match products with creators and support them as business operators.

Product & Operations
Seoul / Hybrid
Full-time

Product Operations

Monitor launched products and turn operating data into improvements.

Product & Operations
Seoul / Hybrid
Full-time

What We Look For

We look for researchers, engineers and operators who can think rigorously and build systems. Five qualities are evaluated in every process.

01	Rigor	Claims are tested against data before they are acted on.
02	Curiosity	You follow questions across markets, technology and business.
03	Technical fluency	You can read a model, write the code and explain both.
04	Ownership	You carry work from research to production to results.
05	Systems thinking	You see how research, software and capital connect.

Application Process

Four steps. We respond to every application, within two weeks.



The evaluation is a research problem or technical exercise relevant to the role. The final conversation is with the founder and the team you would join. Applications include background, links to LinkedIn, portfolio or GitHub, a resume, and a short answer on why you want to work with us.



Built by people, across four regions.

Researchers, engineers and operators in New York, Boston, Waterloo, Toronto, London, Cambridge, Hong Kong and Seoul, working on one shared system.

P|NEXUS

We are looking for
partners to build with.

Creators, companies seeking quantitative research or modeling, and investors interested in research-driven ventures are welcome to reach out.

OFFICE

Paratus Nexus Co., Ltd.
#2302, 23F, City Air Tower
36 Teheran-ro 87-gil, Gangnam-gu, Seoul

WEB

paratusnexus.kro.kr
[LinkedIn](#) · [Instagram](#)

