

VENTURE BUILDER



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www.efphospitality.com

**EFP is a Venture Builder &
Business Partner, turning ideas
into scalable global ventures.**

INTRO

Global Presence & Scope

EFP

EFP

Seoul

- Innovation R&D Lab in Seoul
- Cultural IP Hub
- Talent Incubator
- Cross-Industry Collaborations

US

- Market Validation Arena
- Distribution & Retail Network
- Investor & Partnership Gateway
- Community Building Hub

**From Problems
to Scalable Solutions**

EFP is a Venture Builder & Business Partner—turning challenges into tested, systemized, and scalable solutions.

Numbers & Client Value

We build solutions together

25+
Clients

25+ Clients

+40% restaurant revenue growth (POS-based diagnosis & menu optimization, partnerships)

*Results from direct execution, not just consulting

8M+
Views

8M+ Views

Validated Asian food trends and business model through pop-ups, attracted investor interest

*Validated Asian-inspired food trends, investor attention

3
Star

Michelin & Winery

Executed global top-tier partnerships (e.g., exclusive wine event and sourcing for Mosu)

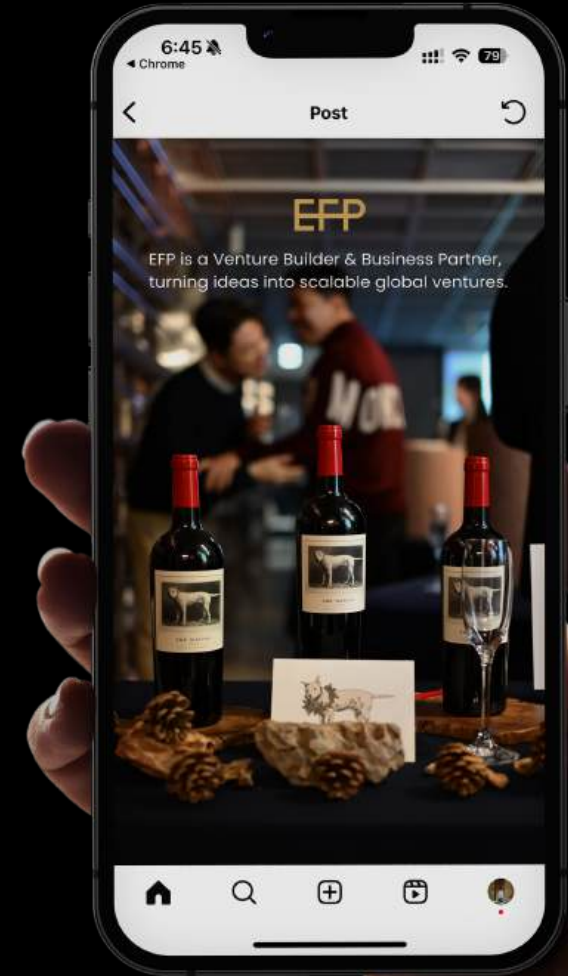
*Exclusive partnerships with industry leaders

20+
Brands

Collaborations

Expanded K-Food & global brand touchpoints (Harlan, Lerici, Hanwha, Shafer, etc)

*Cross-industry activation



From Idea to Impact

A Venture Builder Growing Ideas

EFP is not just consulting—we design ideas, validate them, systemize operations, scale globally, and spin off sustainable ventures.



Idea Generation

Explore market opportunities and generate innovative ideas



Market Validation

Test feasibility and demand through early experiments and feedback



Market Execution

Operate in the market with marketing, services, and content delivery



Expansion Scale-up

Expand validated models to nationwide or global markets



Case Highlights

Pop-ups & Event

Demand Validation

Retail / Collab / Meal Kit pipeline

Design new K-food concept product,
Pop-up + UGC

Before



Asian
ingredients =
niche/fancy

After



**8M+ views,
pre-order traffic,
offline validation**

Business Development

Systematization

B2B/B2C expansion, stable margins

Standardized frozen SKUs, established
national distribution SOP & sales
playbook

Before



SF bakery, CAPEX-
heavy, expansion
blocked

After



**Shorter lead time,
scalable operations**

Franchise Build-out

CAPEX-Light Scale

Multi-location rollout

Partnership model with renowned
restaurants + pop-ups for pre-sales and
demand validation

Before



\$2-3M CAPEX,
long rollout

After



**CAPEX-light,
reduced risk &
faster timeline**

Case Highlights

Wine VIP Events

Exclusivity & Brand

Expanded top-tier client pool

Aligned global partnerships, designed exclusive sourcing routes

Before

00%▶

Limited access to high-end wines in Korea

After

20% ✓

VIP dinners, Michelin collaborations, branded content

Cross-Industry

Exclusivity & Brand

Fashion/Art/Lifestyle Revenue Streams

Integrated fashion/art × wine experiences, content, and products

Before

00%▶

Wine perceived as F&B-only

After

20% ✓

New premium audience engagement



Services & Growth Engine



Pop-ups & Events

Market experiments, validation, brand activation through targeted pop-ups experiences with measurable outcomes.



Business Development

Diagnosis, growth structure design, and operational optimization for sustainable business expansion.



Lifestyle & Exclusivity

Michelin collaborations, winery partnerships, exclusive VIP events connecting premium experiences.



Marketing & Partnerships

Media partnerships, influencer networks, and live commerce activations with measurable impact.



Culture & Creativity

Fashion, art, and lifestyle partnerships creating new value streams beyond traditional F&B.

Why Us



Vision

Expand Horizons—Building sustainable ventures across borders & industries



Execution

Prove & Scale—From ideas to market-ready businesses



Expansion

Cross-Border Growth—Scaling across industries and markets



Impact

Lasting Value—Revenue, reach, and resilient partnerships

EFP



Client & Partnerships



HARLAN
ESTATE



MOSU
SEOUL

Hanwha

牛家

Shafer
EST. 1978

KENZO ESTATE
WINERY

CONTACT

EFP

Build with Us

EFP is your execution partner

EFP is your execution partner—solving problems, accelerating growth, and scaling globally.

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