
Our Journey of
Challenges and Growth

The FunPik Story

Where Our Journey Began



**Whenever I tried something new, the first response I often heard was :
"You shouldn't do that."**

Many new ideas in the world are easily dismissed as impossible.

But we believed something different.

**We believed that ideas and creativity have the power to change the world.
With that belief, IDESIGNLAB was founded on November 1, 2017.**

Our goal was simple.

To build a place where people could say

"If we try, we can achieve it."

instead of "It cannot be done."



Our Motto

Enhancing the world
through education

Education gives people
something powerful.

Value. Direction. Opportunity.

What people learn and believe can
completely change
the course of their lives.

**At IDESIGNLAB,
we want to create education that gives people
meaningful learning and positive values.**

**This belief is the founder's guiding philosophy
and remains the core principle of our company.**

**As more people gain access to meaningful education,
we believe the positive impact they create will
help make the world a better place.**

About the Founder

**Taeyoung Kim, the founder of IDESIGNLAB
Born in Jinju, South Korea, in 1983.**

**After graduating from Gyeongsang
National University's College of
Education,
he worked for nearly 9 years in the online
education division of a major Korean
company,
gaining experience in digital education
and learning platforms.**



<https://www.linkedin.com/in/funpik1101/>



**Later, he worked at an education
consulting firm where he gained broader
experience in the education industry.**

**Having spent much of his career in
education,
he firmly believes that education has the
power to transform lives**

**With this conviction,
he founded his company to create greater
value through education
and continues to pursue new challenges
to expand educational opportunities for
more people.**

Why We Built FunPik

In many regions, especially Southeast Asia, there are countless learners who wish to learn Korean.

For many of them, Korean language skills represent new opportunities such as

entering the Korean market

studying in Korea

working for Korean companies

However, the reality was different.

Opportunities to learn Korean were often limited to offline language academies, which only a small number of financially capable students could attend.

Opportunities were not equal. We asked ourselves one question.

“What kind of education is truly accessible to everyone?”



Our answer was clear

We wanted to create an environment where anyone can learn Korean easily and enjoyably, regardless of time, place, or financial situation.

That vision became FunPik, a global platform for learning Korean.

The Meaning Behind Our Brand

Fun + TOPIK = FunPik



For many Korean learners, the ultimate goal is to pass the TOPIK (Test of Proficiency in Korean), the most recognized test of Korean proficiency worldwide.

However, there were very few digital services that allowed learners to prepare for TOPIK in a structured and engaging way.

This insight led to the creation of FunPik.

FunPik combines Fun and TOPIK, representing a platform where learners can prepare for TOPIK while enjoying the learning process.

Our goal was not easy.

We wanted to build a complete solution for TOPIK preparation one that is both effective and engaging.

The Time We Refused to Give Up



We began developing the application with part-time developers.

Even small features required enormous effort.

There were moments when we wondered :

“Will this product ever be completed?”

Despite these challenges, we continued building.

To create high-quality learning content, we carefully analyzed past TOPIK exams, textbooks, academic research, and learning models

Based on this research, we built a structured database of Korean language questions.

We also designed a process to classify questions by level, grammar type, vocabulary usage, and exam patterns, allowing learners to study more systematically.

Through continuous research and content development, our learning database gradually expanded.

Slowly, FunPik began to take shape.

The Birth of Our First App



FunPik 1.0

Based on the structured learning database we built, the design of the FunPik learning system began.

Users first take a diagnostic test to identify their level, and the system recommends questions suited to their ability.

To make learning more engaging, we introduced UI/UX inspired by traditional Korean culture, along with gamification elements such as points and level progression.

Through countless tests and revisions, each feature was gradually completed.

And finally,

In August 2021, FunPik 1.0 was launched globally.

The Moments We Had to Endure



FunPik 2.0

Just three months after launch, FunPik reached 200,000 downloads.

However, the application was still free, which meant our revenue remained zero.

This made us realize that we needed a sustainable business model to survive.

This period was extremely challenging.

Funds were running low, problems continued to arise, and securing further investment proved difficult.

Nevertheless, we spent the next two years focusing on improving the platform

Data also revealed strong demand from learners with no prior knowledge of Korean

which led us to expand content, multilingual support, and redesign the UI/UX.

Reaching the True Starting Point

**After the release of FunPik 2.0,
many of the challenges we faced began to be resolved.**

**The platform became more stable,
and the learning system became more structured.**



**As user data accumulated,
the direction of the service became clearer.**

**By continuously improving the content and features
based on feedback from users worldwide,**

**FunPik gradually evolved into
a stronger and more effective learning platform.**

**At the same time, we began to build something truly valuable :
a loyal community of users who believed in our journey.**

Gratitude to Our Customers



FunPik has continuously evolved through more than 200 updates.

More and more users began to appreciate the carefully designed content and learning experience.



a convenient application for improving one's Korean skills

A convenient application to prepare for Topik and in general to tighten your Korean. Wide functionality, mass of tasks at different levels, games, cards and daily missions. There are many contests on social networks with prizes related to the application as well as real.

With the support of our users,

**2025 became a year of significant growth
1.25 million total downloads worldwide
more than 500% sales growth
compared to 2024**

**Many customers supported our growth
by subscribing to FunPik and
recommending it to others.**

**Their trust and encouragement helped FunPik evolve
from version 3.0 and 4.0 to the current 5.0.**

Our Team

When I founded the company,
i dreamed of building an organization with family-like bonds.

Today, our team is more than just a group of colleagues —
we are a family that grows together.

Each member takes ownership of their work
and continually challenges themselves to do better.

Because of them, we can continue pursuing our vision.



Kim Kyung-ho CTO

The developer responsible for the
development of the FunPik application.



Kwon Hee-soo COO

An operations manager responsible for
customer communication and team support.



Kim Mi-kyung Content Director

A planner responsible for developing FunPik's
Korean learning content and overall planning.



Dong Ye-won designer

The youngest designer on the team, responsible
for the design of the FunPik app and its social
media content.

Our Vision



FunPik aims to become a platform where people can :

- **Learn Korean easily and enjoyably**
- **Connect with others through language**
- **Discover new opportunities**
- **Grow together**

Our goal is not only to teach Korean, but also to support learners throughout their journey.

We are developing a global ecosystem where people can connect, collaborate, and pursue opportunities through Korean.

Beginning with FunPik 4.0, we have also started providing information to help learners enter the Korean market.



Why We Created Founder Membership

FunPik's journey has never been easy.

**But we were able to continue
because of the people who believed in us.**

Our users and supporters.

**We realized that we wanted our relationship with them
to be more than just a service and its customers.**

We wanted to build a partnership.

That is why we created Founder Membership.

**A program designed for people who believe in FunPik's vision
and want to grow together with us.**

With Our Sincere Appreciation

We would like to extend our heartfelt appreciation to everyone who has helped make FunPik what it is today.



Thanks to your support and trust, FunPik has been able to continue its journey through many challenges without giving up.

We will continue working to build a platform that creates connection, opportunity, and growth through the Korean language.

We sincerely thank our team members who built IDESIGNLAB together, our investors and partners who believed in us, our valued customers who use FunPik,

and everyone who supported us along the way.

Thank you once again.