

Booth No. 7A62-25

BATTERFLY CO., LTD.



Year Established	2022	Type of Business	Software Development, Service Platform
Website	https://batterfly.co.kr	Main Export Countries	US , Europe, China
SNS	https://www.linkedin.com/in/sungwon-park		
Main Customer	Domestic Customers		International Customers
	4Dream, Andante, 4Drone, VOINOSIS, GENDATA		Seattle Partners
The Person In Charge	Name	Department	Position
	Hyun Joo, Kim	Strategy & Management Dept.	COO
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Company Description

Batterfly, which started as an in-house venture of LG in 2021 and was established as an independent company in 2022, collecting and analyzing battery data of EV & e-mobility in real time to provide platform services such as battery health assessment, residual value prediction, and carbon emission indexing.

Product

BBTAN (Bus Battery & Total Accumulation of Net-zero)

Function and Usage : Product Performance

1. Real-time Monitoring of EV batteries ensures optimal performance.
2. Enhanced Safety through proactive fire risk prediction.
3. Analyzing and improving EV drivers' driving habits to enhance the safety and value of electric vehicle batteries.
4. Comprehensive Metrics incorporate 17 factors, including distance, discharge, habits, and cell conditions.
5. Cloud-based analytics swiftly collect and store data across seconds, minutes, hours, and days, ensuring minimal data loss.



Marketing and Selling Points : Product Benefits

1. Performance Optimization
2. Safety Assurance
3. Cost Efficiency

DEAL4EV (Data-driven Evaluation & Analysis of Life-cycle For EV battery)

Function and Usage : Product Performance

1. Battery Operation Data Collection & Analysis
2. Battery Health and Driving Habit Monitoring
3. Residual Value Assessment and Forecasting
4. Battery Status Reporting and Certification

Marketing and Selling Points : Product Benefits

1. Comprehensive Data Provision
2. Used EV Battery Certification
3. Carbon Reduction Indexing

