



**Story IP overseas Distribution**

# Introduction

- **VIVRAVO presents:**

the Story IP such as comics, manga, novel and web-novel which is the original source of OSMU business.

We encompass all creative contents from original Story IP.

- **Business Scope:**

Publication, Global rights management, IP Development, Co-Production, Investment, Distribution

- Company Name: VIVRAVO Co., Ltd.

- CEO: Chaewon Kim

- Established: October 2023

- Add: 40, Cheonggyecheon-ro, Jung-gu, Seoul, Republic of Korea

- Website: [www.vivravo.com](http://www.vivravo.com)

- Contact info: [welcome@vivravo.com](mailto:welcome@vivravo.com)

# VIVRAVO

## Content IP Provider

Vivravo provides story-based IP including comics, novels, and web novels - the foundation for OSMU business.



## Comprehensive Solutions

We cover the full spectrum of creative content derived from our original story IPs.



## Global Distribution

Vivravo distributes its story IPs worldwide, expanding their reach and impact across various media.



# SEEK FOR

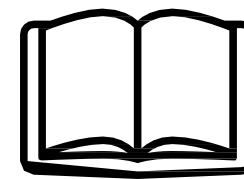
FOREIGN RIGHTS  
LICENSE RIGHTS  
AUDIOVISUAL RIGHTS



ANIMATION



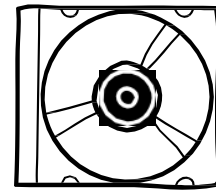
AUDIO DRAMA



BOOK PUBLICATION



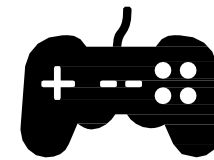
WEB NOVEL



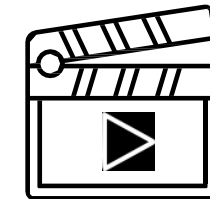
OST



WEB TOON



GAME



TV SERIES

# STORY IP #1

## COMICS

달려라 하니

# RUN, HANY



# 달려라 하니

## <Run, Hany>

**"The original comic book of South Korea's first TV series animation, aired on KBS and gained sensational popularity."**

Genre	Comic Sports Romance Drama
Author	Lee Jin-joo (Story / Art)
Volume	30 episodes, 4 volumes
Serialization (First Publication)	January 1985 ~ June 1987
Adaptation	Animation, Film (2025), Ad, etc



# 30 Years of Super IP - Original Comics

## Unique Story

A Sports Drama  
that Depicts Family and Friendship



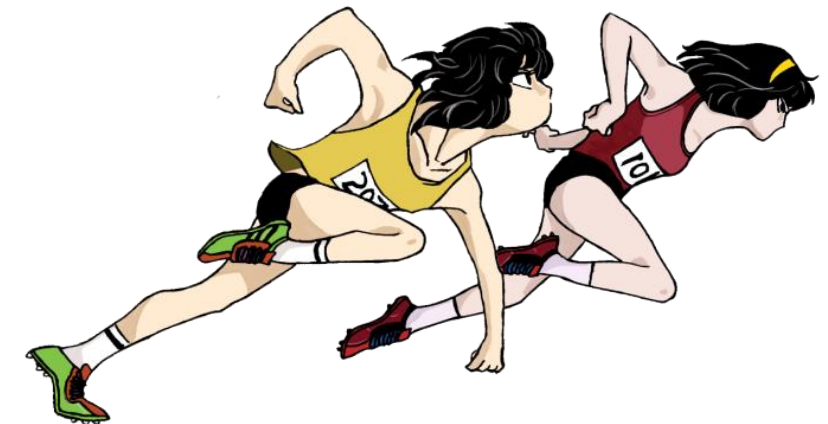
## Adorable Characters

The Growth Story of  
Middle School Student Hany  
with Friendship.



## Media Mix

Korea's First TV Animation Series.  
Global Fashion Licensing  
Ads / Campaign



# Title History - Media Mix

1

1985 ~

<Run, Hani> Original Comic Published, Serialization Begins

2

1988 ~

The first TV animation series Fly, Hany aired on KBS  
Sequel animation Hectic Hany aired on KBS

3

2016 ~

CF Exclusive Animation – NH Nonghyup, Samsung Asset Management  
Cosmetics Character Licensing Run, Hany  
Web Animation Run, Hany Produced by Playtoon

JW Anderson Fashion Licensing Hany Collection  
Limited Edition Comic Run, Hany, Full-Color Publication of All Volumes  
Tiger Classic Run, Hany Sneaker Licensing  
Run, Hany Animation Broadcast on Tving, KBS

Sequel Growth Animation “Bad Girl” Scheduled for Release 2025



달려라 하니



One day, Hany transfers to "Binnari Middle School."

Hany lost her mother to illness at a young age and grew up carrying that trauma. As time goes by, Hany's father becomes romantically involved with top celebrity Ji-ae Yoo, who had been a source of comfort and support for him.

However, Hany, overwhelmed by feelings of rebellion and adolescent turmoil, decides to leave home secretly while her father is on a long-term business trip in the Middle East.

She courageously starts living on her own, while Ji-ae anxiously hides this from Hany's father.

Meanwhile, the grief and longing from losing her mother manifest as an explosive running talent in Hany, a talent quickly recognized by the teacher Mr. Hong.

With his cheerful personality and nurturing guidance, he helps her find her center.

Her shining talent enables her to surpass her rival,

Na Ae-ri, the national track and field champion, in a dramatic victory, eventually leading her to challenge the World Championships...





# Main Characters



Hany

"A middle school student with a natural talent for running. Her longing for her mother becomes the driving force behind her explosive speed."



Na Ae-ri

"Hany's rival. Initially, she disregarded Hany, but gradually, she begins to feel jealousy and frustration over Hany's abilities."



Mr.Hong

"Hany's coach and friend. He is the one who discovers Hany's exceptional talent and leads the track and field team."



Changsu

"Hany's class partner and adorable boyfriend who, out of his affection for Hany, puts all his heart and effort into cheering her on."

# Publication Status

A story set in Binnari Middle School that follows Hany's growth as a track and field athlete, unfolding as the PE teacher, Mr. Hong, discovers her talent.



Volume 1

Start of Hany's School Life



Volume 2

Field Activities and Competition



Volume 3

Growth and Challenge



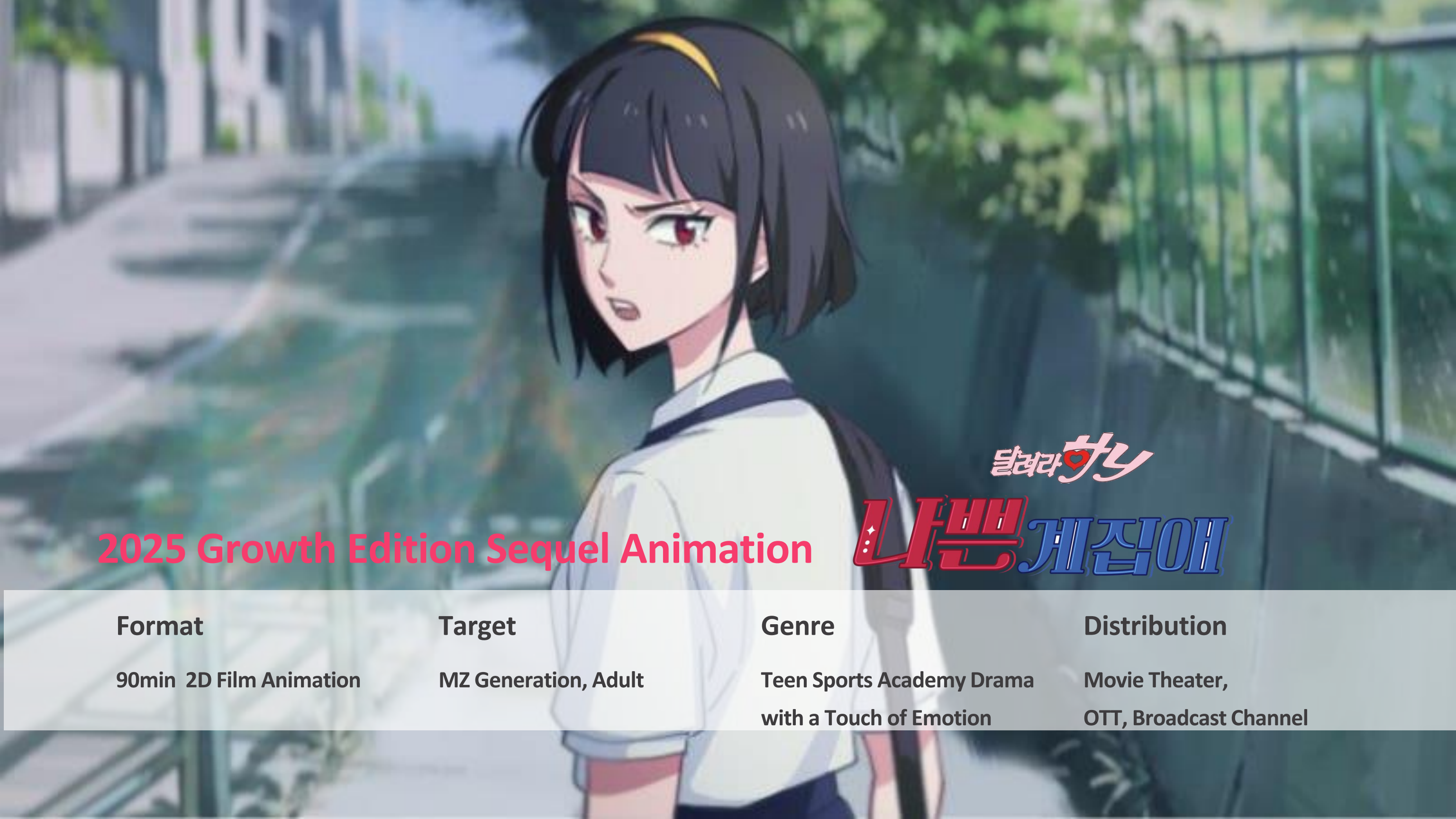
Volume 4

Final Victory and Achievement

# Fashion Collaboration: Hany x JW Anderson

Suzy, BLACKPINK's Jennie, NewJeans' Hani, Sandara Park, EXID's Hani





달려라하루

나쁜게집애

2025 Growth Edition Sequel Animation

**Format**

90min 2D Film Animation

**Target**

MZ Generation, Adult

**Genre**

Teen Sports Academy Drama  
with a Touch of Emotion

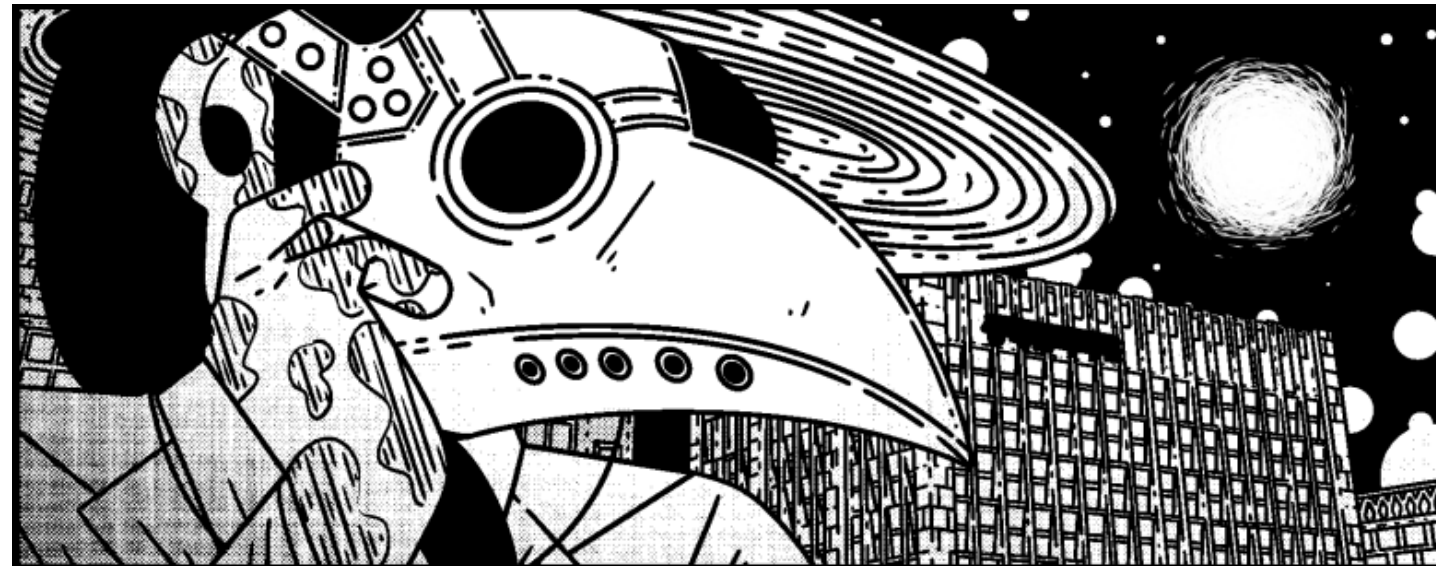
**Distribution**

Movie Theater,  
OTT, Broadcast Channel

# STORY IP #2

## COMICS

# SUICIDE CLUB



# 자살클럽

VIVRAVO

## Suicide Club

This is a story about Gui who did not understand the psychology of a suicide.

However, he turned to help suicidal people keep on living their lives and he gets to understand his wife's death.

Created by SEUNGHYEON NAM

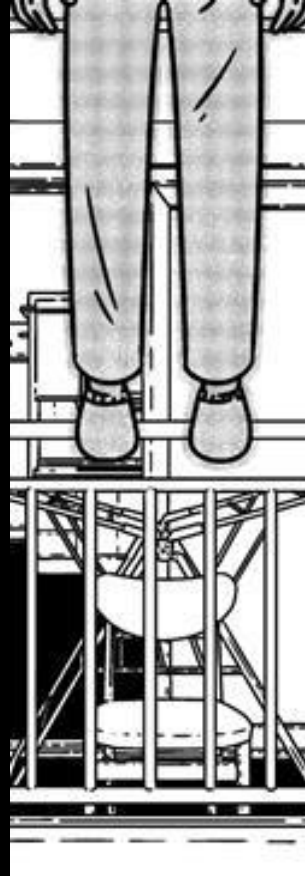




"I kept wondering, 'why'."

2023 d'Angoulême Festival  
Korea IP Pitching Selected

4 Volumes, 26 Episodes  
Translated in  
English, Japanese, French

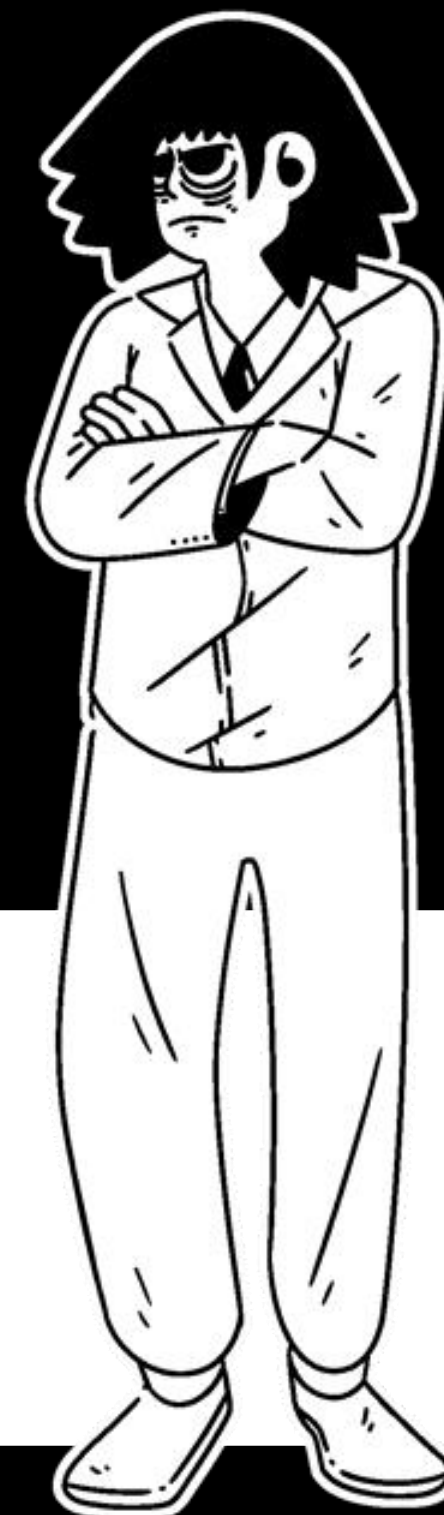


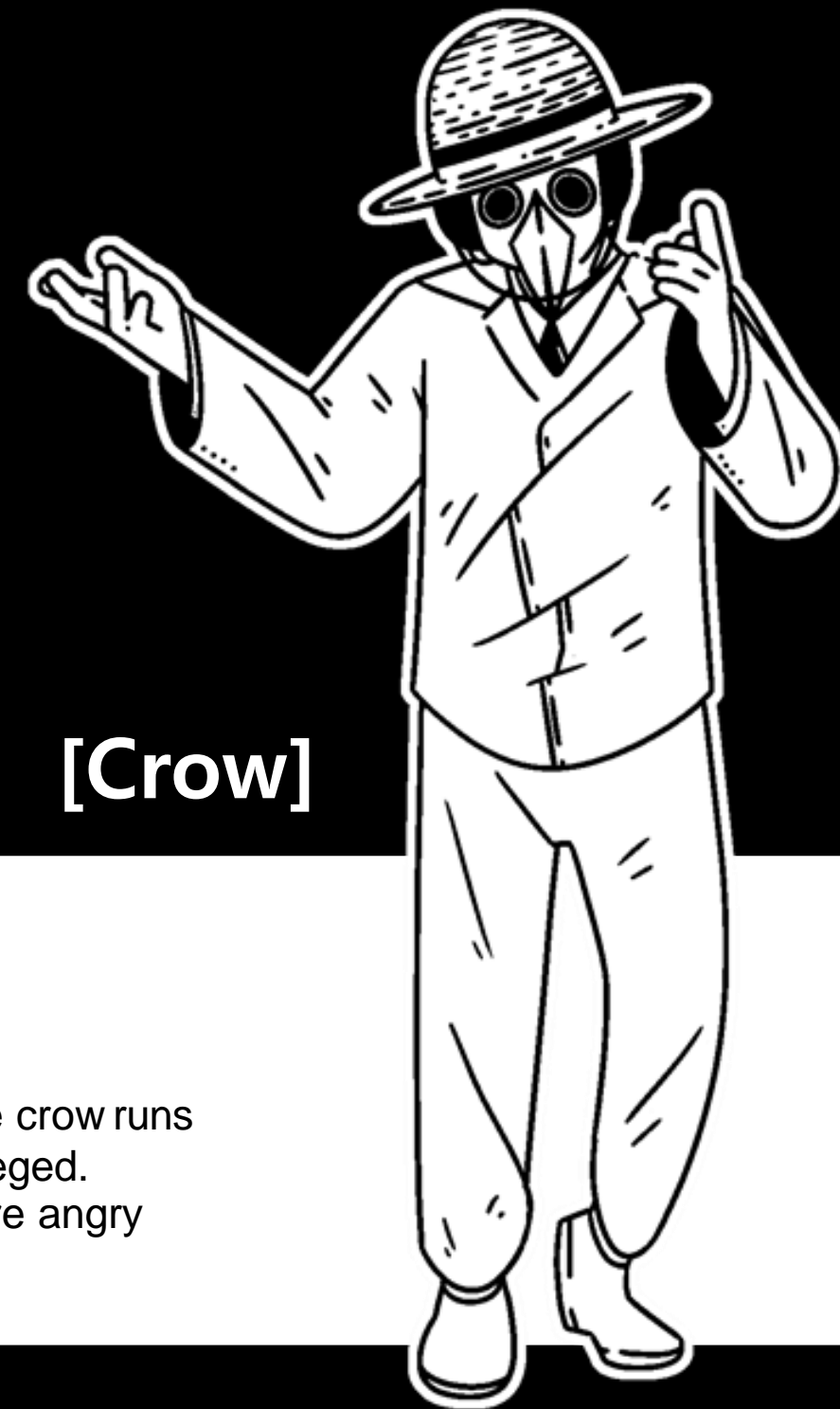


[Gui]

## A successful surgeon and an upper-middle-class man who lacks none of the common deficiencies of our time.

Since he was young, he had only followed the path set up by my family and society, and he does not understand people who are different values from the society's. However, he witnesses the death of his wife and becomes a helper of the 'Suicide Club' to know the truth of death and helps several suicidal people. He feels that suicide is not just caused by individual willpower and weakness, but by society's neglect and competition.





[Crow]

## The Chairman of the Suicidal Club, always wearing a crow mask and a straw hat.

People call him a 'crow' and they didn't know anything about him. It is said that the reason the crow runs the 'suicide club' is because there is no hope in a society that neglects the socially underprivileged. It is also said that while helping people die in order to enforce their own twisted values, they are angry with society and give those who have been harmed a chance to take revenge.

## [So-hyun Ahn]



## So-hyun Ahn, a helper of the Suicide Club who wore a gas mask and hid herself due to wounds from the past

She is mysterious like him and is a victim of sexual assault and hidden cameras. She is faithful to her usual duties and helps mainly male criminals to commit a suicide, and then helps the work of Gui's once. Since then, seeing him empathize with the pain of The suicides and convince them to return to their lives, she looks back on the days when She only thought of revenge. And she agrees with his values.

# Suicide Club Synopsis Description

Korea has the highest suicide rate among OECD countries



The main background will be the densely populated city in Korea and it would be emphasizing loneliness and desolation.

# The central issue of the plot

The Story of 'Suicide Club' begins with the concerns of the people living this society and neighbors. They are tired of economic difficulties, harsh competition in the society and the wounds they have endured such as being beaten by people, become pus and burst their hearts. At that time, they learn about the existence of the suicidal club and request to help them being killed.



Is the reason there are so many suicides because society is sick?

# Intensity of the plot

Those who request suicide tell their own stories to Gui and Ahn So-hyun, Crow. They hear from their clients why they had no choice but to choose death, the wounds and loneliness of the clients, and various pasts that can become social issues.



Clients say various wounds due to being abandoned by society or excessive competition.

# Imagining the end of the plot

he helpers of the 'Suicide Club' may or may not give advice on the death of their clients according to their inclinations and values.

Can Gui find out the truth about his wife's death and keep his beliefs different from the crow's...?



Some people go back to life's hope by telling stories, or choose death out of fear.



# STORY IP #3

Web-Novel

## Mimi, an Insignificant Investigator

Cozy detective novel

# Cozy Detective Web-Novel, S1 Published

## Unique Story

A pastry chef named Mimi, a veteran detective Munsu, a rookie detective Hyungsik embark on a bittersweet journey of solving complex cases through the analysis of witness statements.

## Synopsis

Before starting the investigation of Team Leader Kim's case, Munsu requested Mimi's help with the witness statement analysis for a previous case involving Yoon Jarim, a translator in her late twenties who died after falling off a cliff during a family trip to Jeju Island. Something seemed off about her grieving parents, and Mimi's analysis of their statements (the lack of emotional expression, intentional mention of CCTV, and their certainty about their daughter's death before the body was found) revealed that this was not an accident, but a murder.

Mimi, who had been crushed by guilt for uncovering the truth of her parents' deaths too late, finds solace and stability through the love and support of Hyungsik and Munsu. She resolves to continue contributing to investigations through statement analysis, ensuring no truth ever remains buried again, all while baking cakes as usual.

# Cozy Detective Web-Novel, S1 Published

## Adorable Characters

**Kim Mimi (21):** Two years ago, her parents died in a car accident, and since then, she has taken over her mother's cake shop, becoming a skilled pastry chef. From a young age, Mimi learned the art of "witness statement analysis" from her father, a linguistics professor, who often assisted his friend, Detective Min Munsu.

Today, she receives requests from Munsu to analyze statements, often uncovering key clues that help solve cases.

**Min Munsu (43):** A veteran detective. After the tragic accident that claimed the lives of Mimi's parents, who were returning from his father's funeral, Munsu was overwhelmed with guilt and fell into a slump. However, with Mimi's help, he managed to regain his footing. He cherishes Mimi like a daughter, but remains unmarried himself.

**Lee Hyungsik (27):** A rookie detective who looks up to his partner, Munsu. He frequently visits Mimi's cake shop and gradually starts developing feelings for her. Thanks to Mimi and Munsu, he slowly grows into a competent detective.

# *Episodes*

**6 Episodes, 256Pages, English & Korean, Completed**

**Chapter 1:** Joint Suicide Statement

**Chapter 2:** Bittersweet Cakehouse

**Chapter 3:** Initial Discoverer's Statement

**Chapter 4:** Witness Statement

**Chapter 5:** False Confession Statement

**Chapter 6:** Traffic Accident Report

**2025. Audio Drama Release**

# STORY IP #4

Novel

**Sergei's Nth Life**

**By Lee Sagyo**

Jun.2023

*A debut novel unlike anything seen in the realm of youth literature. Sergei's Nth Life, a work where jokes and truth, nonsense 17 sense, foolish questions & wise answers, and absurdity & sincerity all intertwine.*

## Synopsis

Sergei is living his Nth life—repeating his existence again and again without any significant improvement or clear purpose. In his interactions with Miram, a half-Filipino, half-Korean high school girl who is confident and unapologetic about her mixed heritage, he begins to confront the absurdity of his circumstances.

Both characters navigate a world filled with contradictions—societal expectations, cultural identity, and the fine line between what is considered normal and abnormal behavior.

Sergei's life, though caught in a loop, refuses to offer the traditional redemption arc. There are no grand lessons learned from past mistakes, and no significant “growth” typical of youth fiction. Instead, the novel explores the boundaries of humor and seriousness, blurring the lines between sense and nonsense in a way that feels raw and unfiltered.

Through Sergei's journey, readers are asked to rethink what it means to live a life that doesn't follow a neat, predictable trajectory.

*Sergei's Nth Life is a raw, unapologetic exploration of adolescence, culture, and the absurdity of societal norms. It's a novel that, while challenging conventional youth literature, still offers plenty of laughs, using comedy to deliver a poignant, unconventional critique of the rules imposed on young people today.*

## UNIQUE CHARACTERS

**Miram:** A high school girl of mixed heritage—half Korean, half Filipino. Miram isn't the stereotypical image of a multicultural youth; she's neither shy nor in search of her identity. She has a straightforward dislike for her father, similar to her disdain for unpleasant older men. She never leaves the house without her cushion compact to cover her tanned skin, and she questions the labels society imposes on families like hers.

**Sergei:** A young man born to Russian parents, raised in Korea, and living through his Nth life. Sergei's experiences of repeatedly living the same life offer him no clear advantage. Instead of learning from past mistakes and achieving greater success, his life continues on in a strange, unfulfilled loop. His musings are often humorous, filled with absurdity, but at their core, they reflect the confusion and frustration of living in a world bound by arbitrary rules.

# Episodes

## 13 Episodes, 256Pages, Award Wining

**Chapter 1:** Uncle Leslie Cheung and the "Problematic Human" Sergei

**Chapter 2:** The Sensation of Nails and Rockfish

**Chapter 3:** Sergei's Letter

**Chapter 4:** "Would You Like to Join the Guild?"

**Chapter 5:** The Wheel of Fate

**Chapter 6:** Empress Myeongseong and the Haters of Poetry (Subtitle: The Essence of Life Lies in Encounters)

**Chapter 7:** The Cave Old Man and the Implant

**Chapter 8:** Sentimental and Pretentious, the 9,620 Won Gangster

**Chapter 9:** The Library for Thieves

**Chapter 10:** Who Made the Coughing Sound?

**Chapter 11:** I Can Forgive, But I Can't Forget

**Chapter 12:** The Claw Hammer

**Chapter 13:** Not Often, But Sometimes, for Unknowable Reasons





## **Story IP**

**Web-novel, Comics, Audio Drama, Play Script**

**Please check the English Sample Episodes in Drive**