

 DATA-DRIVEN UX & RESEARCH

Designing Tomorrow's Value with Data-Driven UX & Research

LeadToLab collects and standardizes fragmented data, and delivers decision-making insights across Tourism, Energy, and Living Lab domains through user-centered in-depth research.

 Sovereign Data

 Tourism Data BI

 Energy Living Lab

 V2G/V2H

Experts in Data & UX, LeadToLab

Data-Driven UX & Professional Research Firm

LeadToLab is both a **data-driven UX company** and a **professional research firm** specializing in commissioned and academic research.

We collect and standardize fragmented data and deliver decision-making insights through user behavior logging and AI machine learning preprocessing — maximizing data value across Tourism, Energy, and Living Lab domains.

We conduct commissioned research for public and private institutions and domain-specific academic studies, backed by proven capabilities from successfully completed national R&D projects.

- ✓ Data / User-Centered AI Platform Design
- ✓ Behavior Logging & AI Preprocessing
- ✓ Commissioned & Academic Research
- ✓ Evidence-Based Living Lab Operation

LeadToLab Inc.

Data-Driven UX & Professional Research

📅 **FOUNDED** January 2026

📍 **HEAD OFFICE** W360 2F, 13-1 Dongmun-ro 9-gil,
Jeju-si, Jeju Province, South Korea

💼 **CORE BUSINESS** Sovereign Data · Tourism Data BI ·
Energy Living Lab · V2G/V2H

👤 **R&D PROJECTS** 3 (MOLIT, Jeju Province, etc.)

Biz No. 756-88-03786

Corp No. 220111-0028584

Milestones of Growth & Challenge

Four months since incorporation in 2026 — LeadToLab's journey through 3 national R&D projects and selection as a Regional Innovation Leading Company

MILESTONE 01

Jan. 2026**LeadToLab Inc.
Incorporated**

A new beginning as a data-driven UX &
professional research firm

MILESTONE 02

Feb. 2026**MOLIT International
Cooperation R&D**

Awarded MOLIT collaborative hub R&D project

MILESTONE 03

Apr. 2026**Moved into
Jeju W360 Center**

Secured stable operating environment at W360
startup space

LATEST

Apr. 2026**Regional Innovation
Leading Company R&D**

Selected under Regional Capacity · Core Industry
Ecosystem

Our Mission & Vision



MISSION

Elevating Decision Quality with Data

We collect and standardize fragmented data and enhance decision-making quality at the industrial front-line through user experience-centered in-depth research.



VISION

Leading Research Company

To become Asia's leading research firm driving the digital transformation of transformation of Tourism, Energy, and Mobility through the fusion of Data fusion of Data and UX.

Core Values • The principles we pursue



Data Sovereignty

Building independent data assets and complete control, free from external platform dependencies.



User-Centered UX

Designing UX validated in real environments through behavior logging and in-depth research.



Living Lab

Evidence-based user participation research to raise commercialization maturity.



Deep Research

Accumulating and disseminating expertise through public/private commissioned and academic research.

Four Core Business Areas

From data collection and standardization to commercialization proof — LeadToLab's integrated business portfolio



01 · SOVEREIGN DATA

Sovereign Data

Collects heterogeneous data (tourism, transit, safety, weather) into our own data lake, building an **independent data asset**.

1km/5km Grid

Data Lake

De-identification

AI Preprocessing



02 · TOURISM DATA BI

Tourism Data BI

A **subscription-based BI service** that turns complex tourism data into intuitive natural-language reports powered by LLM.

LLM

RAG

ABSA Sentiment

Multilingual Chatbot



03 · ENERGY LIVING LAB

Energy Living Lab

Based on Jeju EV demand-response platform (EV Lab), operates **user-participation real-world living labs**, maximizing VPP acceptance.

DR / Plus DR

VPP

EV Persona

Incentive Algorithm



04 · V2G & V2H

V2G / V2H Solution

Holds **next-gen DER control IP** and carbon reduction proof models — turning EV batteries into distributed energy resources.

OCPP 2.0.1

ISO 15118-20

Scope 2 MRV

LCOS

Sovereign Data

Building **independent data assets** by collecting and standardizing fragmented heterogeneous data into our proprietary data lake.



Proprietary Spatial Grid

Beyond simple coordinate mapping, our proprietary **1km / 5km spatial grid** maximizes the resolution and analytical accuracy of heterogeneous data fusion.



Multi-Source Data Lake

Traffic incidents, tourist climate, floating population — **dozens of APIs of APIs** collected and normalized in real time into an analysis-ready ready unified store.



Transparent Data Control

Proprietary processing logic and rigorous security architecture — no external cloud dependency — ensuring complete **data sovereignty**.

Tourism Data BI

LLM-powered analysis transforms unstructured data into **intuitive natural-language reports**.



AI Insight Briefing

Beyond raw numbers — real-time AI briefings that recommend **actionable guidelines** based on current site congestion and forecasted changes.



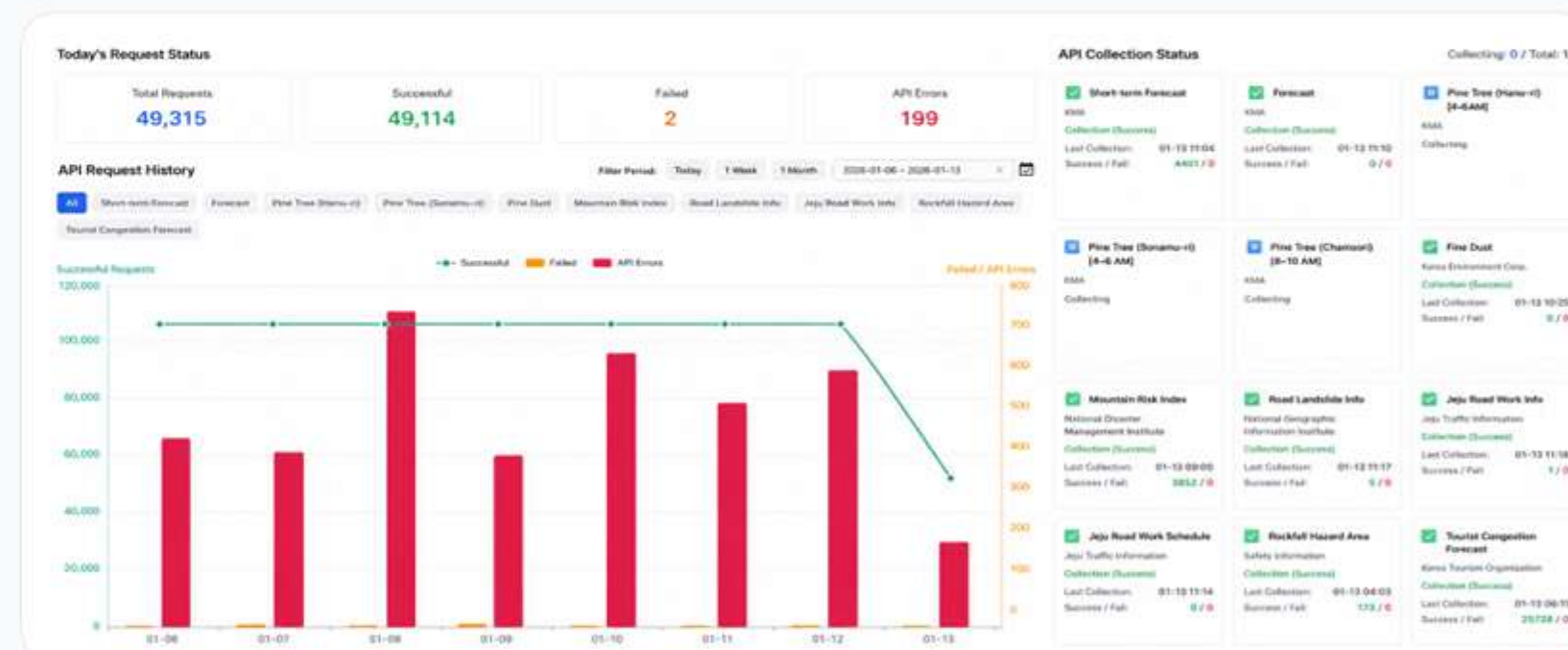
Context-Aware Sentiment

AI keyword clustering quantifies hidden visitor sentiment and **attractiveness scores**, going far beyond simple star ratings.



Subscription BI Dashboard

No costly BI build-out required — regularly updated trend reports and personalized insights power **high-ROI marketing decisions**.



Core Technology Stack

LLM
NL Briefing

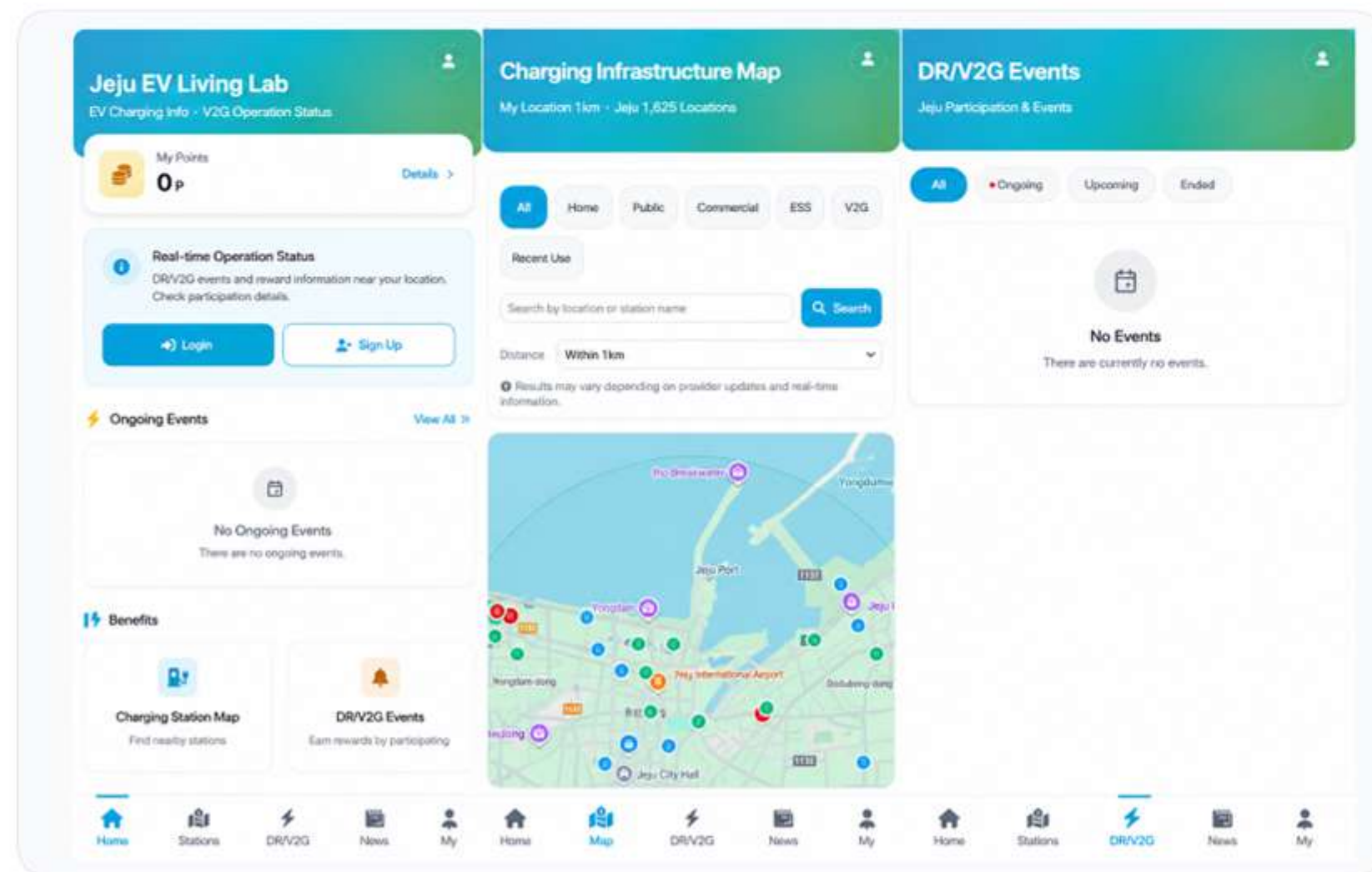
RAG
Multilingual Bot

ABSA
Sentiment Analysis

💡 Multi-source big data · Cross-lingual sentiment (ABSA) · Context-aware decision support

Energy Living Lab

A **user-participation real-world living lab** operated on the Jeju EV demand-response (DR) commercialization platform (EV Lab).



Event Scenario Validation

Guides users to shift charging patterns immediately in response to **DR / Plus DR** power market events.



Persona-Based Incentives

Classifies EV drivers' charging/mobility patterns into personas — **dynamic** — **dynamic reward algorithms** maximize voluntary participation.



EV Living Lab Platform

Dedicated platform manages participant history and collects **quantitative behavior data** to elevate service maturity.

V2G & V2H Smart Solution

Next-generation DER control IP and carbon-reduction proof models — turning EV batteries into distributed energy resources.



Smart Hardware Design

V2H prototypes with **compact design** and stable power conversion logic — tailored to residential constraints (space, outdoor exposure).



Forecast & Control Logic

Combines historical load time-series with weather forecasts to derive **optimal peak-time set-points** and heuristic charge/discharge control.



Quantified Carbon Reduction

Carbon accounting algorithm tied to national GHG emission factors — certified reduction reports and LCOS economic analysis.



Compliant Global Standards

OPEN CHARGE ALLIANCE

OCPP 2.0.1

Open charging protocol

INTERNATIONAL STANDARD

ISO 15118-20

Bidirectional comms standard



Cross-vendor EV BMS ↔ Home Grid optimization · AMI-based high-resolution load capture · Scope 2 MRV quantification

Create New Value Together with LeadToLab

We unlock new possibilities for your business through data-driven insights.



EMAIL

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We reply within 24 hours of your inquiry



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