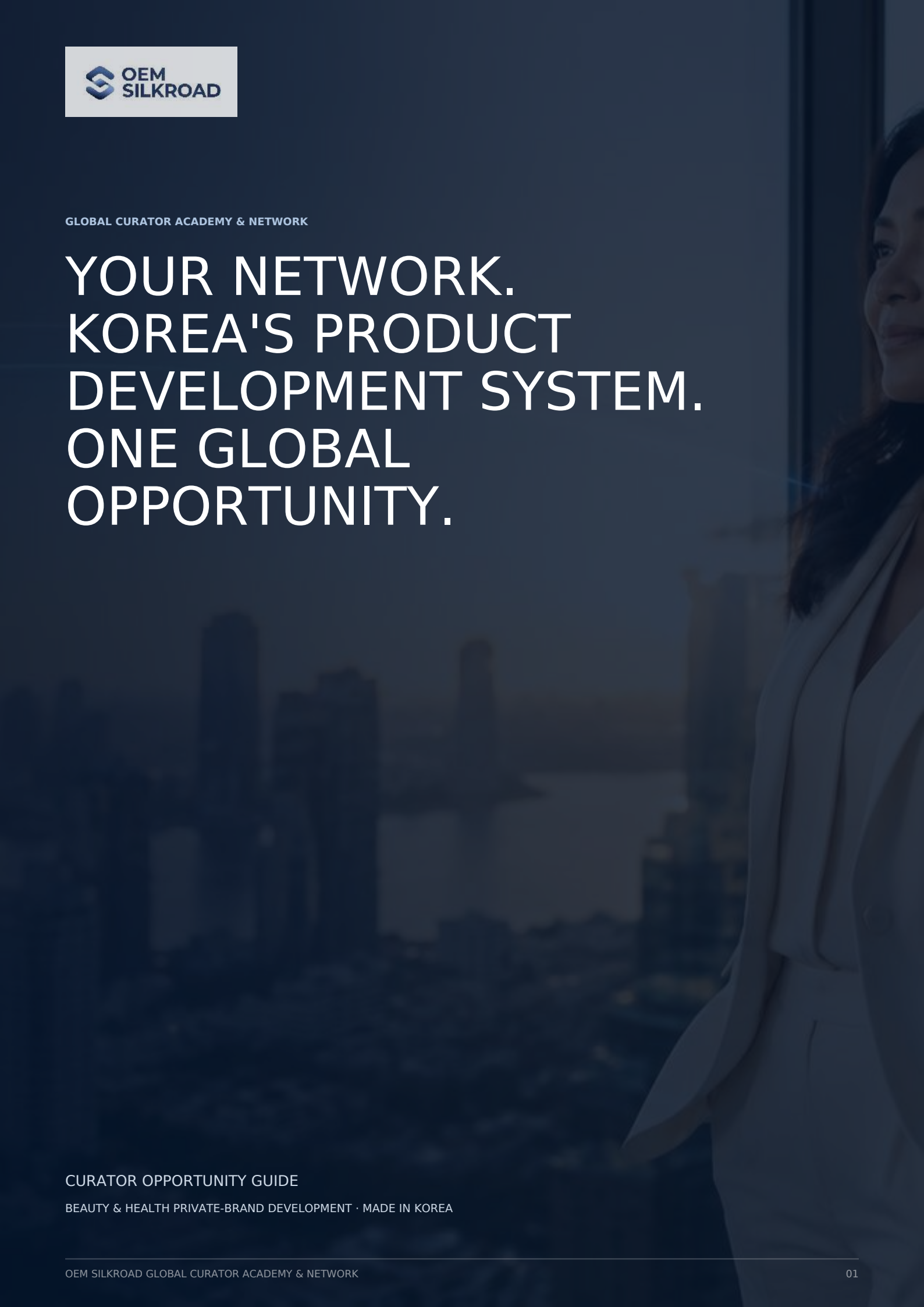
GLOBAL CURATOR ACADEMY & NETWORK

YOUR NETWORK. KOREA'S PRODUCT DEVELOPMENT SYSTEM. ONE GLOBAL OPPORTUNITY.



CURATOR OPPORTUNITY GUIDE

BEAUTY & HEALTH PRIVATE-BRAND DEVELOPMENT · MADE IN KOREA

You already have trusted client relationships. Now offer something greater.



Your professional relationships, market knowledge and client trust are valuable business assets.

OEM SilkRoad gives qualified professionals an opportunity to use those assets in a new way - by helping clients develop their own Beauty & Health products in Korea.

ADD A GLOBAL OPPORTUNITY TO THE BUSINESS YOU ALREADY HAVE.

Keep your existing profession or business.

Create new value for trusted clients.

Build relationships that continue beyond a single transaction.

THE PLATFORM

Korea-led product development, connected to your market.

OEM SilkRoad is an AI-assisted Beauty & Health private-brand development platform operated by AHK Co., Ltd. in the Republic of Korea.

01

CURATION

Turn a client idea into a clear product and market direction.

02

SPECIFICATION

Structure formula, format, packaging, MOQ and target price.

03

KOREAN NETWORK

Match qualified projects with suitable manufacturers and experts.

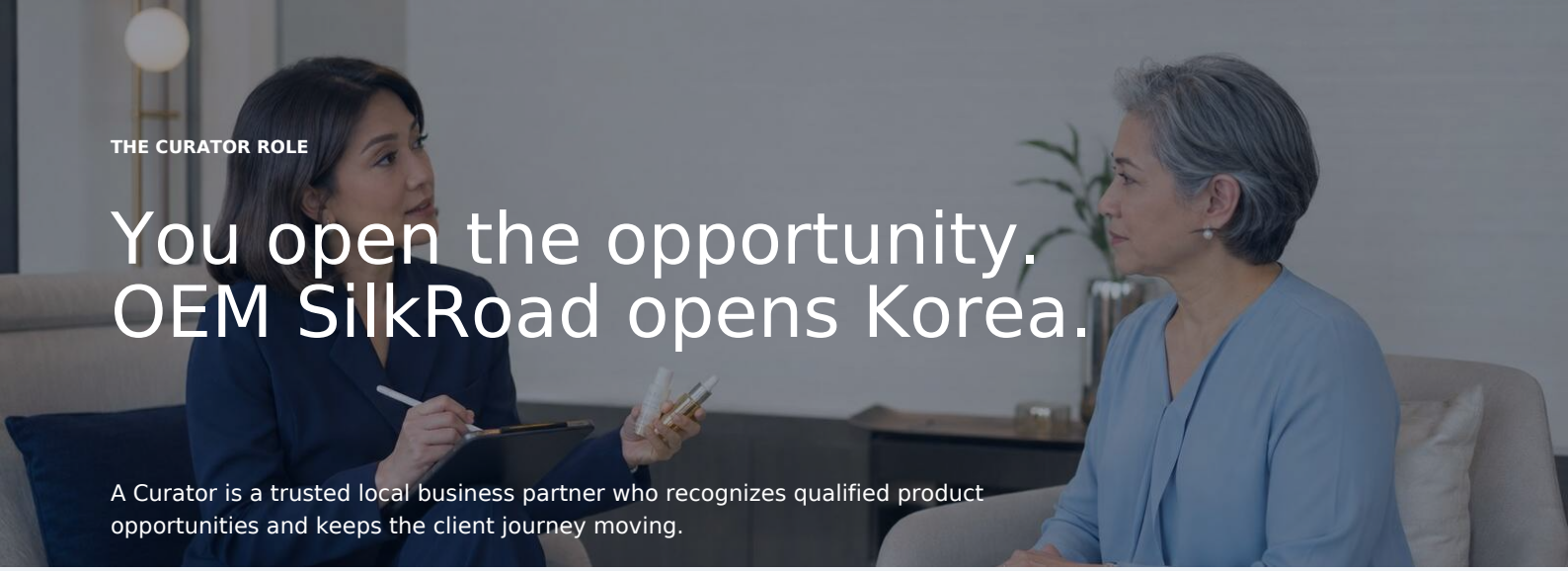
04

PROJECT JOURNEY

Coordinate development, production, export and the path to reorder.

THE CLIENT BRINGS THE AMBITION.

OEM SilkRoad helps turn it into a product-development journey.



THE CURATOR ROLE

You open the opportunity. OEM SilkRoad opens Korea.

A Curator is a trusted local business partner who recognizes qualified product opportunities and keeps the client journey moving.

01 **DISCOVER**

Find credible clients with a real reason to create a private-brand product.

02 **UNDERSTAND**

Learn the client's customers, market, product direction and business capacity.

03 **QUALIFY**

Check authority, sales channel, MOQ capacity, budget and commitment.

04 **CONNECT**

Register and introduce the qualified opportunity to OEM SilkRoad.

05 **GUIDE**

Keep facts, decisions and next actions clear through launch and reorder.

THE CURATOR OWNS THE RELATIONSHIP - NOT THE TECHNICAL DECISION.

Before the first client meeting.



Good curation begins before a proposal. The Curator protects time and technical resources by checking whether the opportunity is real.

01 **BUILD A FOCUSED PROSPECT LIST**

Prioritize people and organizations you can reach through genuine professional relationships - not random mass leads.

02 **CHECK DECISION AUTHORITY**

Identify who can approve the concept, investment, contract and launch.

03 **TEST COMMERCIAL CAPACITY**

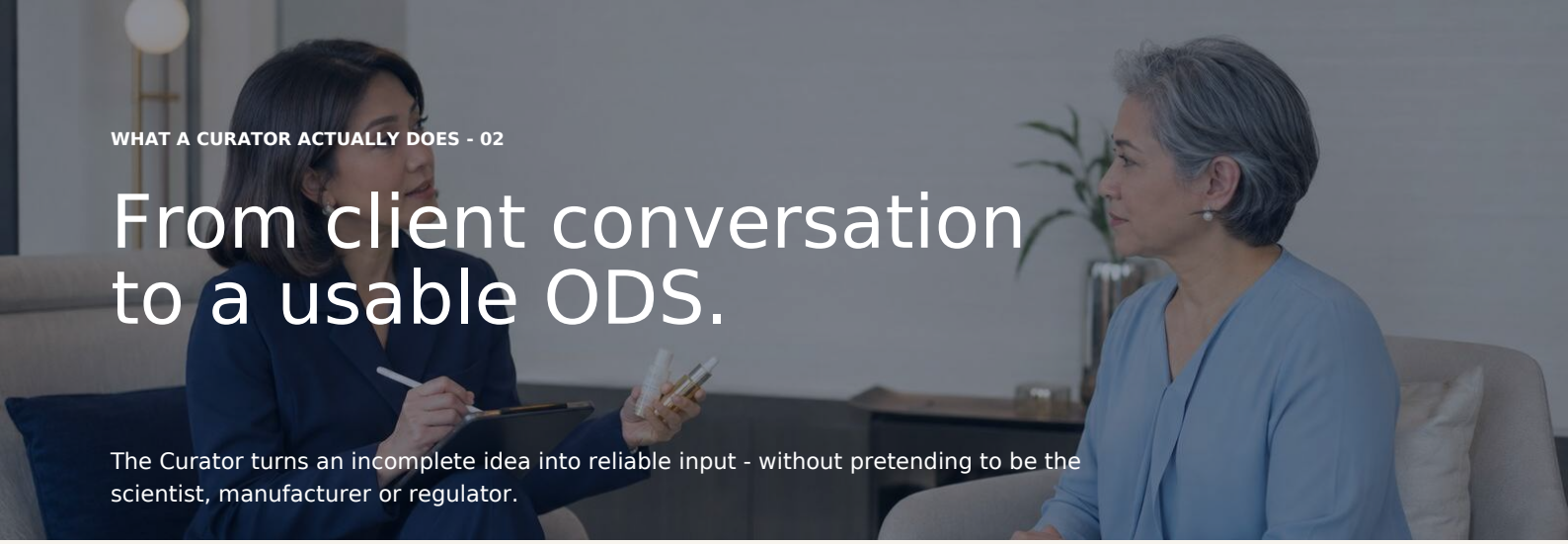
Ask whether the client can fund and absorb an initial MOQ, and whether a sales channel already exists.

04 **CLARIFY THE FIRST IDEA**

Record the product category, target customer, desired price range, launch market and reason for creating the brand.

05 **ARRANGE THE RIGHT MEETING**

Bring the actual decision-maker into the conversation and explain that final feasibility, price and regulation require review.



WHAT A CURATOR ACTUALLY DOES - 02

From client conversation to a usable ODS.

The Curator turns an incomplete idea into reliable input - without pretending to be the scientist, manufacturer or regulator.

ASK, CONFIRM AND RECORD

01 Who is the target customer and where will the product be sold?

02 What problem, use occasion and product format does the client want?

03 Which reference products, ingredients or claims are important - and why?

04 What retail price, initial quantity, budget and launch timing are realistic?

05 What packaging, brand ownership and local regulatory route are expected?

THEN KEEP THE INFORMATION MOVING

- Organize answers, photos and reference products in the approved intake format.
- Identify missing facts and arrange follow-up questions with the client.
- Submit complete information so OEM SilkRoad can prepare or revise the ODS.
- Explain the ODS in the client's business context and return feedback accurately.

From approved proposal to launch and reorder.



01 **PRESENT APPROVED INFORMATION**

Use only the ODS, quotation, schedule and claims confirmed by OEM SilkRoad. Never improvise price, discount, efficacy or FDA outcomes.

02 **CAPTURE THE CLIENT DECISION**

Separate questions, objections, requested changes and final decisions. Confirm who owns each next action and its due date.

03 **MAINTAIN PROJECT CONTINUITY**

Coordinate meetings and follow-ups, monitor samples and documents, and keep the client and AHK working from the same facts.

04 **SUPPORT LAUNCH READINESS**

Confirm local import, registration, logistics, launch materials and sales-channel preparations with the responsible service partners.

05 **DEVELOP THE REORDER**

Collect market response, stock movement and forecast information early enough to support a timely reorder decision.

THE OPERATING HABIT

EVERY MEETING ENDS WITH FACTS, DECISIONS, OWNERS AND A NEXT DATE.



WHO SHOULD EXPLORE THIS OPPORTUNITY?

Built for professionals with trust and market access.

01 **Healthcare & Wellness**

Medical, aesthetic, clinic and wellness professionals.

02 **Distribution & Supply**

Cosmetics, supplements, medical-device and professional-product distributors.

03 **Advisory & Trade**

Business consultants, market developers and international trade professionals.

A SIMPLE SELF-CHECK

- ☐ Do you have trusted professional or business relationships?
- ☐ Can you identify clients who want to create their own brand?
- ☐ Can those clients make a real commercial decision and invest in an initial production?
- ☐ Can you document client information and communicate it transparently?
- ☐ Are you seeking a performance-based partnership rather than employment?

YOUR PATH TO BECOMING A CURATOR

Selection first. Certification through real capability.



01 **APPLICATION**

Introduce your background, market and network.

02 **REVIEW & INTERVIEW**

Discuss your approach and potential opportunities.

03 **CANDIDATE ORIENTATION**

Learn the model, tools and operating principles.

04 **FIELD QUALIFICATION**

Demonstrate client qualification and disciplined communication.

05 **CERTIFICATION**

Qualified candidates may be appointed as official Curators.

WHAT QUALIFIED CURATORS GAIN

Structured curation tools · Korean development resources · practical training · professional certification · case-based compensation · participation in the Global Curator Academy & Network

Detailed commercial terms are provided to shortlisted candidates and confirmed separately in writing.

TAKE THE FIRST STEP

Bring your network into a global business journey.

If your experience, relationships and market knowledge can create meaningful private-brand opportunities, we invite you to introduce yourself.

HOW TO BEGIN

1. Review this guide and consider your market fit.

2. Prepare your CV or professional profile.

3. Contact the OEM SilkRoad Curator Team.

HELLO@OEMSILKROAD.COM

SUBJECT: CURATOR INQUIRY - COUNTRY - FULL NAME

Visit: oemsilkroad.com/become-a-curator

Application does not guarantee selection, training or certification.