

JUSTIPICKED

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IP CARRIES COUNTLESS POSSIBILITIES, BUT ITS AUTHENTIC VALUE SHINES ONLY WHEN IT IS PICKED

Justipicked is a specialized IP management company dedicated to discovering and elevating Korea's most valuable intellectual properties for successful entry into the global market. We empower domestic creators to meet international standards, ensuring their content achieves sustainable competitiveness worldwide.

Justipicked provides end-to-end management across the entire value chain—from IP discovery, development, pitching, and distribution to overseas co-production and investment acquisition. By leveraging government support and financing strategies, we maximize the commercial value of IP and drive the global growth and expansion of K-content.

Our name, JustIPicked, embodies our philosophy: IP carries countless possibilities, but its authentic value shines only when it is picked. We refine and strategically position these “chosen IPs” to achieve global expansion, market alignment, and commercial success. Ultimately, Justipicked equips Korean creators with the tools and opportunities to be recognized on the world stage. By fostering international co-productions and attracting strategic investments, we contribute to the sustainable growth of the Korean content industry. In a rapidly evolving global environment, Justipicked stands as a trusted partner in elevating the value and stature of IP.

STORY 1

Family Matters

GENRE Black Comedy Thriller

NO. OF EPISODES 6 Eps

LENGTH PER EPISODE 50 mins

LOGLINE

A woman who can hack minds escapes a secret program with two children and builds a family.

But the town they hide in hides monsters of its own.

They came to this town to disappear. Now they can't afford to be invisible.

SYNOPSIS

The family is comprised of "Young-soo,," who is a veterinarian and a devoted "helicopter-mother" to her high school-aged children,, "Ji-hoon" and "Ji-woo.." The father,, "Cheol-hee,," is a reserved and introverted individual who tends to be timid,, except when it comes to his wife,, "Young-soo,," for whom he harbors deep affection.. They share their home with their Pomeranian dog,, "Tiger.." On the surface,, they seem like an ordinary family,, but in reality,, they are far from it – they are a fabricated or fake family.



Attention, whatever you imagined,

It's going to be much worse,
so watch closely.

A DARK COMEDY CRIME THRILLER

Family Matters



STORY 1

Family Matters



Ji-hoon and Ji-woo's plan to blend in and maintain a low profile at their new school quickly unravels when they encounter a school bully named "Kyu-tae." Ji-woo,, skilled in physical combat,, takes matters into her own hands and incapacitates Kyu-tae.. Learning about Kyu-tae's nefarious actions,, Ji-hoon brings the unconscious bully to their mother,, "Young-soo,," seeking her judgment and punishment.. However,, when Kyu-tae returns home from a punishment at the veterinary clinic,, he exhibits unusual and disturbing symptoms.. Kyu-tae complains of leg pain to his father,, but his lag appears unharmed to his father's eyes.. This sets off a chain of events,, with Kyu-tae's father,, the former mob boss known as "Mr.. Cho,," vowing revenge against Young-soo's family.



As if the family 's troubles weren't enough,, the town experiences another tragedy when "Yoo-jin Lee,," a member of the Church of Desire,, is discovered dead.. "Detective Kang" suspects the involvement of a serial killer,, but concrete evidence is scarce.. The only clue is a distinctive bracelet worn by all followers of the Church of Desire. Young-soo's family soon uncovers a web of malevolent deeds and criminal activities orchestrated by Kyu-tae,, Mr.. Cho,, and the student body president,, "Jae-gon.." They come to realize that the enigmatic church lies at the heart of these troubles.. What brought Young-soo's family to Geumsu-si? How will the future of this family pan out?

STORY 2

Another Me

GENRE Mystery, Drama

NO. OF EPISODES 8 Eps

LENGTH PER EPISODE 60 mins

LOGLINE

One lie. A life rewritten. How far can one lie take you—before it takes everything away?

SYNOPSIS

How far can one lie take you—before it takes everything away?

Yumi was born into a working-class laundromat family, raised with love and dignity despite modest means. Her parents gave everything within their reach, and she grew up with warmth and care. But beneath the surface, Yumi carried a quiet restlessness—an ambition to step beyond the boundaries of the life she had been given. Ambition itself was never her flaw. What unraveled her fate was a single choice: to take a shortcut, to cover a truth with a lie.



STORY 2

Another Me



That moment, small as it seemed, set off a chain of consequences. Each step forward demanded another excuse, another deception, until the weight of maintaining appearances became unbearable. The part-time jobs, the double life, the endless struggle to keep up—these were not just circumstances, but the price of sustaining a fragile facade. As Yumi climbs into the glittering world of privilege, her fabricated life brings both exhilaration and peril. Another Me is the story of how one choice can spiral into a haunting struggle between desire, deception, and identity.



STORY 3

Hyena

GENRE Legal, Character-Driven Mystery, Romance

NO. OF EPISODES 16 Eps

LENGTH PER EPISODE 70 mins

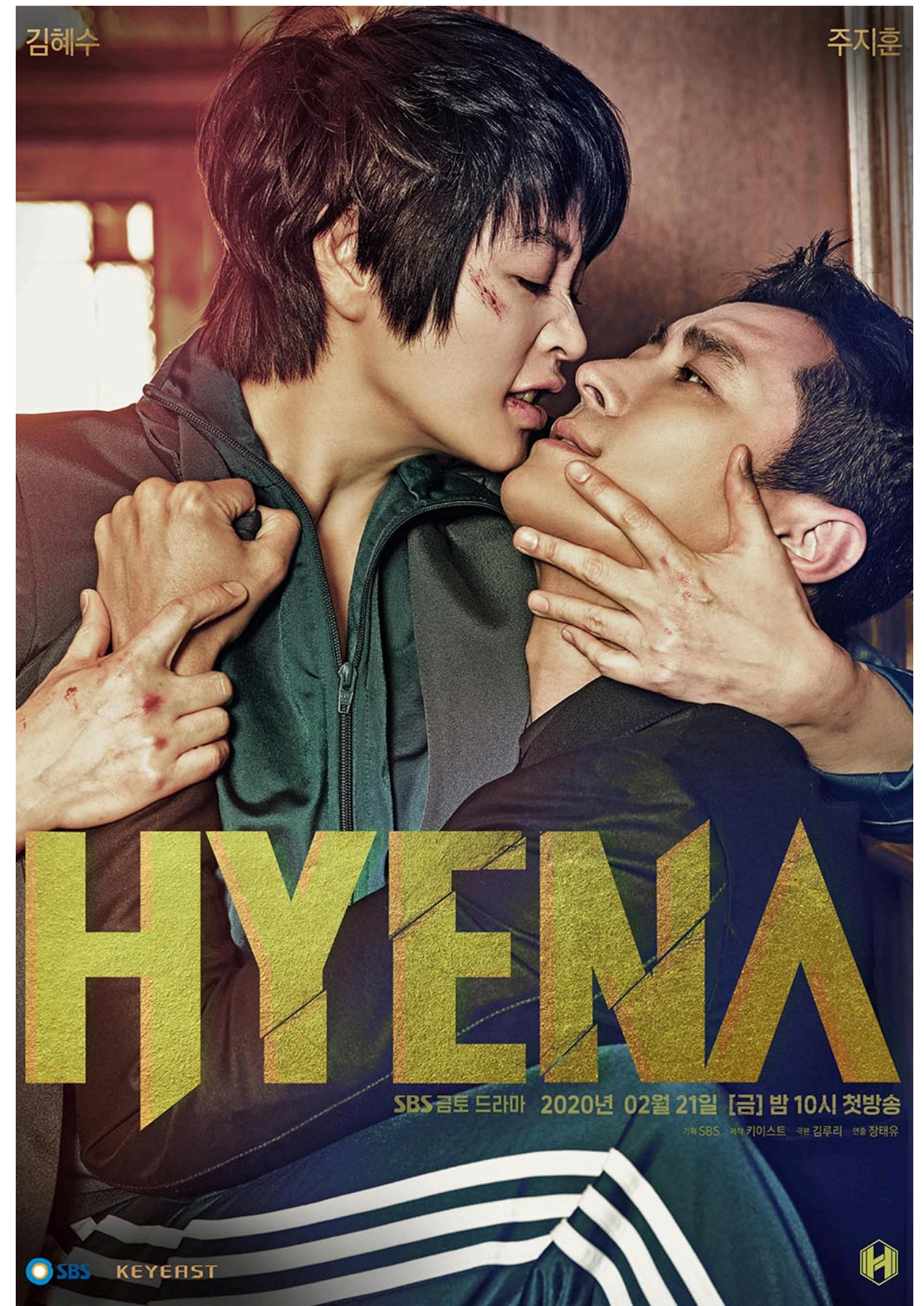
LOGLINE

They don't practice law. They prey with it. One was born into privilege. The other clawed her way up from nothing. Together, they fight with their own rules of survival in a legal world driven by money and power—not justice.

SYNOPSIS

Hyena is a legal drama with a survival edge, following two rival lawyers who chase success, money, and power rather than ideals of justice. Jung Geum-ja is a scrappy, street-smart attorney who bends the rules to win and survive in a system stacked against her. Yoon Hee-jae is a pedigreed, elite lawyer—top of his class, polished, arrogant, and backed by every privilege.

When these two rivals collide inside the nation's most powerful law firm, the courtroom becomes a battlefield where betrayal, ambition, and dangerous alliances unfold. Their clash exposes the jungle instincts that drive human ambition, turning law into a weapon of survival. More than just another legal series, Hyena delivers a sharp, witty, and unflinching look at how far people will go when the rules are rewritten by predators.



STORY 4

Ironed & Pressed

GENRE Family Melodrama, Romance, Mystery

NO. OF EPISODES 36 Eps

LENGTH PER EPISODE 60 mins

LOGLINE

They're pressed by life—but held together by love. A family running a small laundromat tries to iron out life's toughest wrinkles—with love, chaos, and a few stains along the way.

SYNOPSIS

Ironed & Pressed follows Darim, the eccentric youngest daughter of a family running a small laundromat, who is diagnosed with a rare degenerative eye disease that will soon take her sight. An experimental treatment could restore her vision—but at a staggering cost of nearly \$800,000, far beyond what her struggling family can afford. Her mother Bong-hee desperately searches for a way to raise the impossible sum, while her aging parents stumble upon a mysterious bag of cash buried in the mountains.

Meanwhile, Darim finds herself caught between Tae-woong, a loyal laundromat worker who quietly loves her, and Kang-joo, a wealthy heir from her past whose reappearance complicates everything. As hidden secrets, betrayals, and desperate choices collide, the laundromat becomes the unlikely stage for a bittersweet comedy about sacrifice, resilience, and what truly holds a family together.

