Willog

AIoT-powered intelligence that turns invisible cargo conditions into AI-driven decisions across the global supply chain

Contact Information

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Team

RJ ROH | CEO, SG & SEA

- Leading Southeast Asia sales and expansion
- Ex-BlackRock, VP of Tech Sales
- Ex-Meta, B2B Sales
- Ex-Hyperconnect, Head of Marketing & Sales (one of KR's largest tech exits at $1.7B-)

BAE Seong-hoon | Co-founder & Co-CEO

- Leading Technology, Product Roadmap, IP Management & Gov't R&D Projects
- ISO TC315 Cold Chain International Standards Expert
- Vice Chairman, Ministry of Land, Infrastructure & Transport (MOLIT) Smart Logistics Committee
- Awarded No. 1 Cold Chain Tech by MOLIT

YOON Ji-hyeon | Co-founder & Co-CEO

- Leading Operations, Finance & Accounting, and Sales
- Recognized for "Intelligent Cold Chain" Innovation by Ministry of Economy & Finance



Seeking Opportunities

- **Singapore partners for a 6-month complimentary pilot (PoC)**
- **Best fit: Shippers, 3PLs, warehouse/cold-chain operators in Asia distribution and re-export**

Problem

- Annually, $163B is lost and up to 8% of global stock is at risk, due to deterioration, breakage and spoilage in transit/storage (esp. in pharma, food, chemicals and high-value cargo),
- 80% of physical supply-chain data never reach a digital decision system. Anomalies surface only after the damage is done.

Solution

- Capture- Willog SAFE: IoT edge devices track location, temperature, humidity, light, shock and tilt in real time
- Control- Willog CONTROL TOWER: One dashboard, in-transit data, exception alerts and compliance reports
- Predict- Willog INTELLIGENCE: AI (V.AI-RISC™) forecasts risk, finds root cause and triggers action

Key Features

- Cargo visibility: warehouse, inland fleet, ocean/air freight
- Exception alerts and GxP/GDP compliance reports
- 3 AI engines — V.AI-RISC™, DATALIFT™, LIVELOGIC™ — on 15.4B+ data points, 51,000+ devices
- 41 IP rights (34 patents, 7 design)

Business Model

- Monthly rental/subscription: Device rental + data platform & AI, billed monthly

Business Snapshot

- USD 3M revenue (2025); 286% YoY growth (Q1 2026)
- 200+ enterprise customers, 8 verticals
- Global customers: Corning (manufacturing) Bayer (Pharma), Abbott (Pharma), Hyundai Motor Group (600 shipments/day digitized), Samsung BIOEPIS & SDS (GDP-compliant cold chain)
- 100% contract renewal, 0% churn (2024–2025)
- 51,000+ devices deployed (+77% YoY); 15.4B+ data points (+937% YoY)
- 41 IP rights; 4 global offices (KR·US·SG·JP)

Target Audience

- Shippers and logistics operators, esp. for biopharma, semiconductor, food & beverage/seafood, chemicals, freight forwarders/3PLs