

Detroit Entrepreneur Launches KDramaMood App, Blending K-Drama Fandom with AI-Powered Innovation

Built on Replit by a Detroit entrepreneur and lifelong K-drama fan, KDramaMood curates personalized Korean drama recommendations — launching just as Kpop Demon Hunters hits #1 on Netflix.



kDRAMAmood.com



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KdramaMood^{beta}



Not sure what to watch? [Take our quick drama quiz](#)

Find Your Next Drama

Discover personalized K-drama recommendations based on your mood, favorite story tropes, and viewing preferences. From romance to thriller, find your next binge-worthy Korean drama.



Mood-Based Matching



Personalized Picks

Find Your Drama

Tips



Select Your Mood

Heart Flutter

Need a Laugh



Select Your Favorite Tropes

From Hate to

OMG Date

Sandbox

Sweethearts

Detroit, Michigan Aug 20, 2025 ([Issuewire.com](https://www.issuewire.com)) - When passion meets technology, creativity thrives. Detroit-based entrepreneur **Melissa McClary Davis**, founder of [Wise Digital Marketing](#), has announced the launch of [KDramaMood](#), a new app designed to help fans find the perfect Korean drama to match their mood.

The app was built on Replit as a personal project born from McClary Davis's own love of K-dramas. "I wanted something that felt like a playlist for K-dramas," she explained. "Replit gave me the space to experiment, and I built it not as a big tech founder but as a fan who also teaches small businesses how to use AI in creative ways."

The launch comes just as Netflix's original movie *Kpop Demon Hunters* reached #1, igniting renewed global interest in Korean storytelling. Friends of Davis who had just watched the film began asking her what to watch next — sparking demand for exactly what KDramaMood delivers: mood-based recommendations and curated K-drama collections.

Features of KDramaMood include:

- Mood-based recommendations (romance, thrillers, action, comfort viewing, and more)
- Curated collections inspired by trending themes and fan favorites
- A simple interface designed for fans to easily discover their next binge

McClary Davis's work goes beyond fandom. As a marketing strategist and educator, she helps small businesses and solopreneurs integrate AI tools into their own marketing, making technology more accessible and less intimidating. *"If I can build KDramaMood with AI tools and no big team, then small business owners can use the same kind of technology to market smarter and save time,"* she said.

With *Kpop Demon Hunters* dominating Netflix, McClary Davis sees this as a cultural and entrepreneurial moment. "People are hungry for more Korean content — and entrepreneurs are hungry for smarter ways to run their businesses. KDramaMood is my way of showing both worlds what's possible with creativity, tech, and a little AI support."

KDramaMood is now available at <https://kdramamood.com>.

About Melissa McClary Davis

Melissa McClary Davis is the founder of [Wise Digital Marketing](#), a Detroit-based agency that helps small businesses and solopreneurs harness the power of marketing strategy, automation, and AI. A speaker, educator, and entrepreneur, Davis empowers business owners to use modern tools to grow without overwhelm.

About KDramaMood

[KDramaMood](#) is an independent app created by Melissa McClary Davis and powered by Replit. Built from her love of Korean storytelling, the app helps fans discover the perfect K-drama to match their mood.

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