

# Entrepreneurship Project

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April 2, 2019

# Feedback from Startup Speed Dating Night

# Goals for the next month

- Final meeting with me: April 9<sup>th</sup>
- StarterTALLINN: Finances, taxes, legal, April 8<sup>th</sup>
- StarterTALLINN: Feedback session 3, April 15<sup>th</sup>
- StarterTALLINN: Pitching, April 22<sup>nd</sup>
- StarterTALLINN: Feedback session 4, April 29<sup>th</sup>
- StarterTALLINN: Feedback session 4, May 6<sup>th</sup>
- StarterTALLINN: Demo Day, May 16<sup>th</sup>
  
- April 15<sup>th</sup> – Fill up business model canvas on [starteridea.ee](http://starteridea.ee)
- April 22<sup>nd</sup> – One-pager ready on [starteridea.ee](http://starteridea.ee)
- Pitch deck (3min) sent to [tallinn@starteridea.ee](mailto:tallinn@starteridea.ee)

# Goals for the next month

- One-pager
- Marketing and market research
- Prototype
  
- Stories and cases
- Reading
- Pool of startup resources
  
- Budgeting and finance together with legal comes up next week in StarterTALLINN

# Do you want?

- Thorgate co-founder Janar Merilo
- Startup life inspirational talk and discussion
- April 16<sup>th</sup>, 16:00, Room TBC

# After May 16<sup>th</sup>

- Final report on your activities throughout the course
- All details in Moodle
  
- Description of the problem and solution
- Introduction of the team and each team member's contribution to the development of the project
- Customer persona
- User journey, prototype
- Go-to-market strategy: awareness-intent-sales
- Competitors
- Financials
- Funding strategy
- Text for 3 minute pitch and investor one page

# After April 9<sup>th</sup>

- No more sessions with me
- Available for on-request meetings on Mondays to talk about your progress and course project
- Email me a few days in advance!

# One-pager

- A written pitch of your company
- The core of your business
  - Your offering
  - How you are offering it
  - Why you are better than the other competition
- Sleek, captivating, expertly worded
- [Xtensio.com](https://xtensio.com)

# One-pager

- Business summary (value proposition)
- Customer problem
- Product/service
- Target market
- Customers
- Sales/marketing strategy
- Business model
- Competitors
- Competitive advantage



● Must-Have sections

● Nice-to-Have sections

LOGO

# Startup Name

## EXECUTIVE SUMMARY

### CONTACT INFORMATION

StartupName Inc  
via Giolitti 34, Rome, Italy  
+39 358.246.7876  
www.startup.com  
pippo@mail.com

### FINANCIAL INFORMATION

Company Stage: Beta ready  
Previous Capital: €60.000  
Monthly Net Burn: €4.000  
Capital Seeking: €485.000

### USE OF FUND

25% Product Development  
35% Marketing/Sales  
20% Operation/Inventory  
20% Legal/Other ...

### MANAGEMENT TEAM

- **CEO & Co-Founder:** Marco Rossi. 15 years in sales and marketing at Pippo International, Topolino inc, and Paperino Group. Co-founder of Pizza&co.
- **CMO & Co-Founder:** Albert Verdi. Co-founder of Devition. Previously at Microsoft and Oracle. Author of books on digital marketing.
- **CTO:** Peter Pan. CTO at Neverland; 5 years senior program manager at ATI; 10 years senior project manager at Oracle.

### ADVISORS

- Pino Palazzi, founder of Palazzi Inc
- John Lamb, CEO of Fast Automotive Inc

### PITCH

[Provide a short description of the investment opportunity you are presenting in the form of vision and/or mission statement]

### PROBLEM/OPPORTUNITY

[Describe your target buyer's need or desire. Avoid technical terms and only focus on explaining the opportunity. Include the profile of target customers]

### SOLUTION/PRODUCT

[Describe how you want to address the need or opportunity. Concentrate on essential value proposition and customer benefits]

### BUSINESS MODEL

[Explain the potential profit from this project. Describe your revenue model and expected profit margin]

### MARKET

[Describe the market scenario and give supporting data like market size, market share and growth rate]

### COMPETITORS

[Describe your current & future competitors and any other external risks that the investment may be exposed to. Demonstrate knowledge of the landscape]

### COMPETITIVE ADVANTAGE

[Describe your current & future competitive advantage and explain barriers to entry]

### EXECUTION PLAN/GO TO MARKET STRATEGY

[Describe how you plan to pull it off. Summarize your sales, marketing, development and partnership plans. Highlight milestones planned for future]

### TRACTION

[Describe the achievement of your startup, highlight milestones achieved to date and results you have: sales, users, CAC, ...]

FINANCIALS (000 \$)	2014	2015	2016
REVENUES	4.690	21.280	68.350
EXPENSES	3.700	8.680	12.290
EBITDA	985	12.600	56.060



We bring Post Office to your Mobile  
www.smipster.com



**Funding:**  
\$222,000

**Use of Proceeds:**

- Technology Development
- Market Expansion
- Employment

**Revenue Forecast:**

\$1.3Million by the end of 2016

**Reach profitability:**

Gross Margin is at 60%.

**Competitive Advantage:**

D2D delivery with Real-Time GPS tracking, Enormous Fleet Partners, Logistic and Warehouse Sharing Technology, Well-Trained Delivery Partners, Full-Coverage Insurance for High Value Product, Escrow Service, API sharing for partner, 11 million Facebook Users Reach and a good team.

**Management Team:**

Khunniti (Koben Lee) :CEO (Founded 3 startups, funded by JFDI, Sold to Thailand Health Organization)

Nattaya : CTO (Worked at Ddproperty (Property Guru), Ran Startup with Khunniti before joining Smipster)

Apiwat : Sale Director (Worked at KC Property, Coca Cola and UFC, Run 12 shops around Bangkok)

Smipster Internet Pte. Ltd.

Singapore Office:  
30 Duxton Street, Singapore  
Telephone:  
+66 96 335 2433

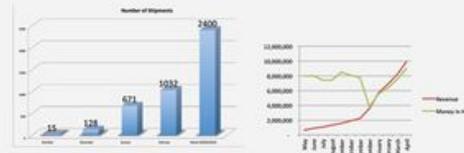
Email:  
khunniti.navaratna@smipster.com

**Elevator Pitch: "We bring Post Office to your Mobile"**

Smipster is a web and app-based delivery gateway for e-commerce and social-commerce. We use the logistic and warehouse sharing technologies for building up network around the country. Our task is to connect customers to freelance delivery men that are around the country.

**Market Validation:**

60,000 Shops are selling on social media with **30% growth**. 1 Million Thai bought stuff online on social-commerce in 2014. 120 Million Product were sold by E-commerce. 82% of buying online product make transaction via normal bank transfer. Only 13% of Thai people have credit cards.



**Problem:**

- 1 Social E-Commerce is growing fast, but no tools in place to support the requirements of social e-commerce.
- 2 People need more convenient for postal service.
- 3 Logistic Systems does not support social-commerce and C2C E-commerce

**Solution:**

Mobile and Web Application for Door to Door Delivery Service and Cash on Delivery.

**Technology:**

GPS Tracking, Cloud Base Service, POI, Retrack Route within 30 days, Track Fuel Cost and Excessive Speeding, Escrow, Warehouse ERP system, Connection App, COD tracking, HTML5, Native App, HTML APP

**Market Opportunity:**

- ☑ \$10B for Traditional Market
- ☑ E-commerce market in Thailand in 2014 : \$4.5B
- ☑ Social-commerce market in Thailand in 2014 : \$3Billion
- ☑ E-commerce market in Thailand in 2017 : \$8.6B

**Why Invest:**

We are a team who are specialist in this field. Most of co-founders had worked with startups. Found some startups with an exist and funded. Our advisor is the founder of Lazada. We have 3 partnership with e-commerce platforms



# ADNETWORK 2.0

## EXECUTIVE SUMMARY

### PROBLEM

About ~3% of mobile **game developers** are actively buying traffic, the rest don't have any budget. CPI costs have doubled in 2014 & continuously rise



**Publishers** such as the messaging apps are unable to charge more than 30% of revenues and face platform regulations that restrict multiple apps in a single market.

For example there cannot be a standalone version of Candy Crush in S. Korea alongside that of KakaoTalk's.

### SOLUTION

#### IT'S TIME FOR A MOBILE ADNETWORK 2.0!

- A traffic exchange based on revenue-shared where all interests are finally aligned.
- Business intelligence capabilities to properly estimate LTVs and identify attribution of incoming users to their sources.
- Messaging apps and other publishers could gain high Rev-Share %, avoid integrations (which are a hurdle for them as well) and finally bypass these restricting regulations by sending users to the original game.



### TEAM



LEONARD FRANKEL

Former Head of Business Development in Plarium, the largest hard-core games developer on Facebook.

As founder & CEO of his previous start-up I raised 2.5m\$ and managed 22 multidisciplinary people.

Have negotiated mm\$ deals and formed an invaluable network of key contacts in Hollywood movie studios, media giants (FB, Apple & Google), messaging apps (Line, KakaoTalk, Viber, WeChat and Tango) and all the major game studios in Asia, Europe and the US.



MR. SMITH

Mr. Smith is a great guy, he likes running in the morning and eating ice cream.

He frequently attends yoga classes and drives a Honda CRV. Not to vouch for his dog but canonically they both look quite the same, especially while bike riding. No more ducks were involved in the process and similar effects may have taken place.

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### MARKET



The mobile media market has been very active last year. Here are some run-rates and exit events from 2014, based on internal testimonials:

Iron Source	Flurry	adColony	Matomy
Annual Run Rate (ARR) of 300m\$. Resets pre-IPO valuation of 800m\$ which implies a 1.5b\$ IPO value	ARR ~100m\$, sold to Yahoo for 250m\$, mostly for the data	ARR ~200m\$, sold to Opera for up to 350m\$	ARR 240m\$, IPOed at 300m\$ in 2014

### FEEDBACK

“ In general, I'm always interested in a rev share (depending of course on the terms) given it's mutually beneficial to succeed and a low investment risk. ”

*Kimberly Pointer, Director of Marketing - User Acquisition @ Kabam*

“ This could solve some of our challenges, we will gladly try such a system. ”

*Yaron Schechtman, Director of Business Development @ Viber*

“ We're always interested in testing new channels for user acquisition but also on the ad publishing/ monetisation side... If this model unlocks new way to acquire users with lower eCPAs, this could be a new interesting approach for scaling games. ”

*Sebastian Kriese, VP Corporate Development @ Wooga*

“ Confirming my interest in this product, and I will be interested in testing as well! ”

*Kei Kondo, Director of Marketing, User Acquisition & Retention @ DeNA*

### STRATEGY



- White label out-of-the-box adNetwork means that 80% of the seed round goes to sales.
- MVP - Launching a non-tech pilot between a publisher and a developer to prove that rev-share could overcome eCPM.
- Signing up the major developers while branding the platform as the first-stop for any new game launch - creating a strong pool of demand.
- Identifying further publishers that will actively source deals through the platform Long Term.

**Become a financier of risk for developers, acquiring a high share of their LTV and selling it as CPM to publishers**

### FUNDS

Seeking  
**500k\$** in convertible debt

