

bercode

B2B Marketplace

Monetizing communities

PROBLEM

INFLUENCER's
campaigns &
fans' emotional
bonds are
difficult to
measure in
business terms





Problem



Since no one asks customers who enter the client's stores "who sent you", neither the client will get feedback on the effectiveness of the campaign, nor will the management agency know which influencer's communication was effective.

1. There is a management agency that promises to increase traffic for a client through the influencers it manages.



2. The campaign is launched (i.e. the influencers recommend/communicate to their followers in their posts to buy from the client).

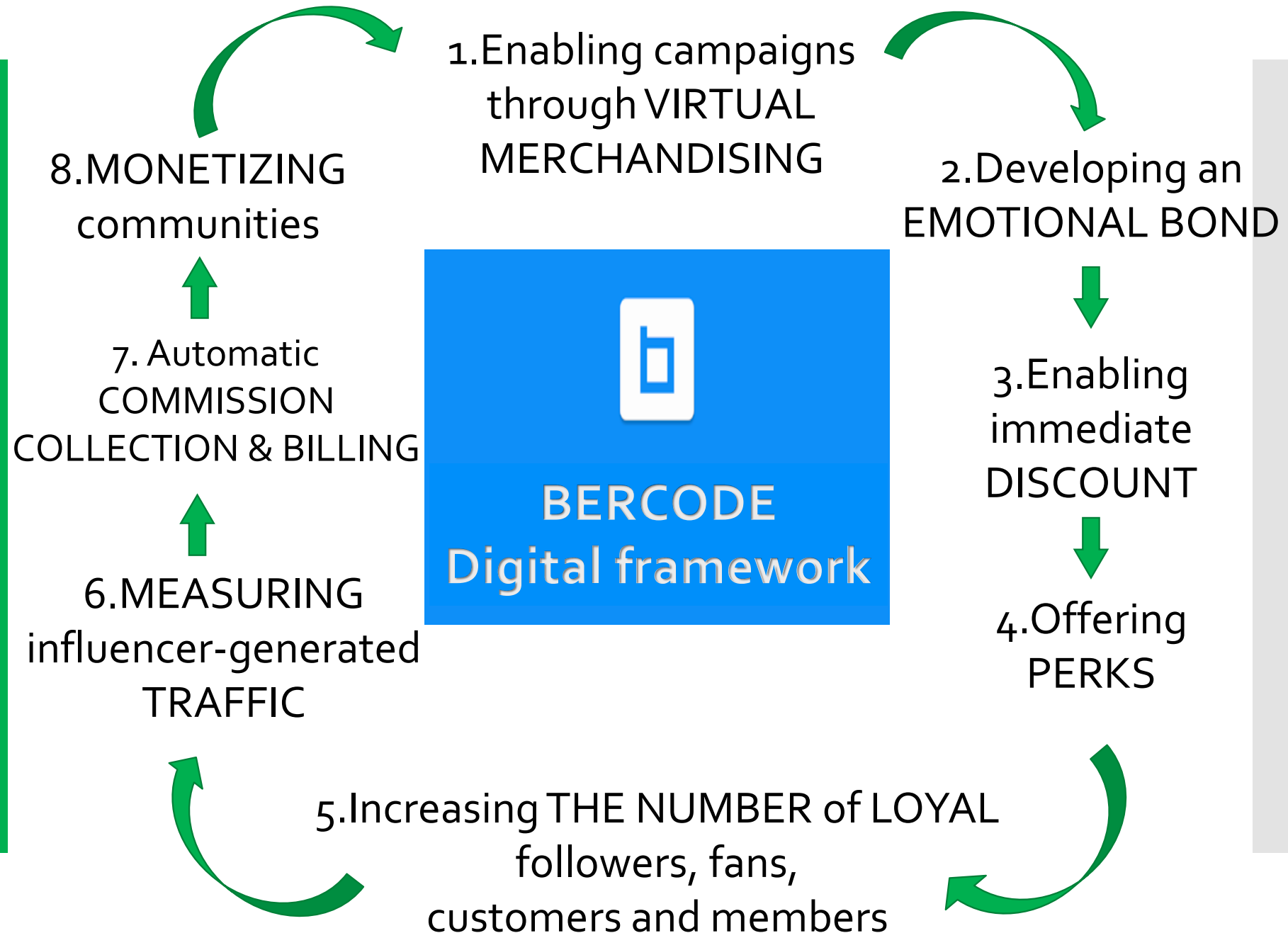


Solution

Bercode platform enables:

- all details of all transactions,
- how many fans the influencer has „persuaded",
- how much money the fans spent,
- automatic collection of commissions,
- distribution of commissions to influencers on a pro-rata basis.

SOLUTION for
Influencers' own
community-
based business
partnerships,
and campaigns



TARGET GROUPS

- stars (artists, athletes)
- influencers (other celebrities)
- foundations (other non-profit organisations)



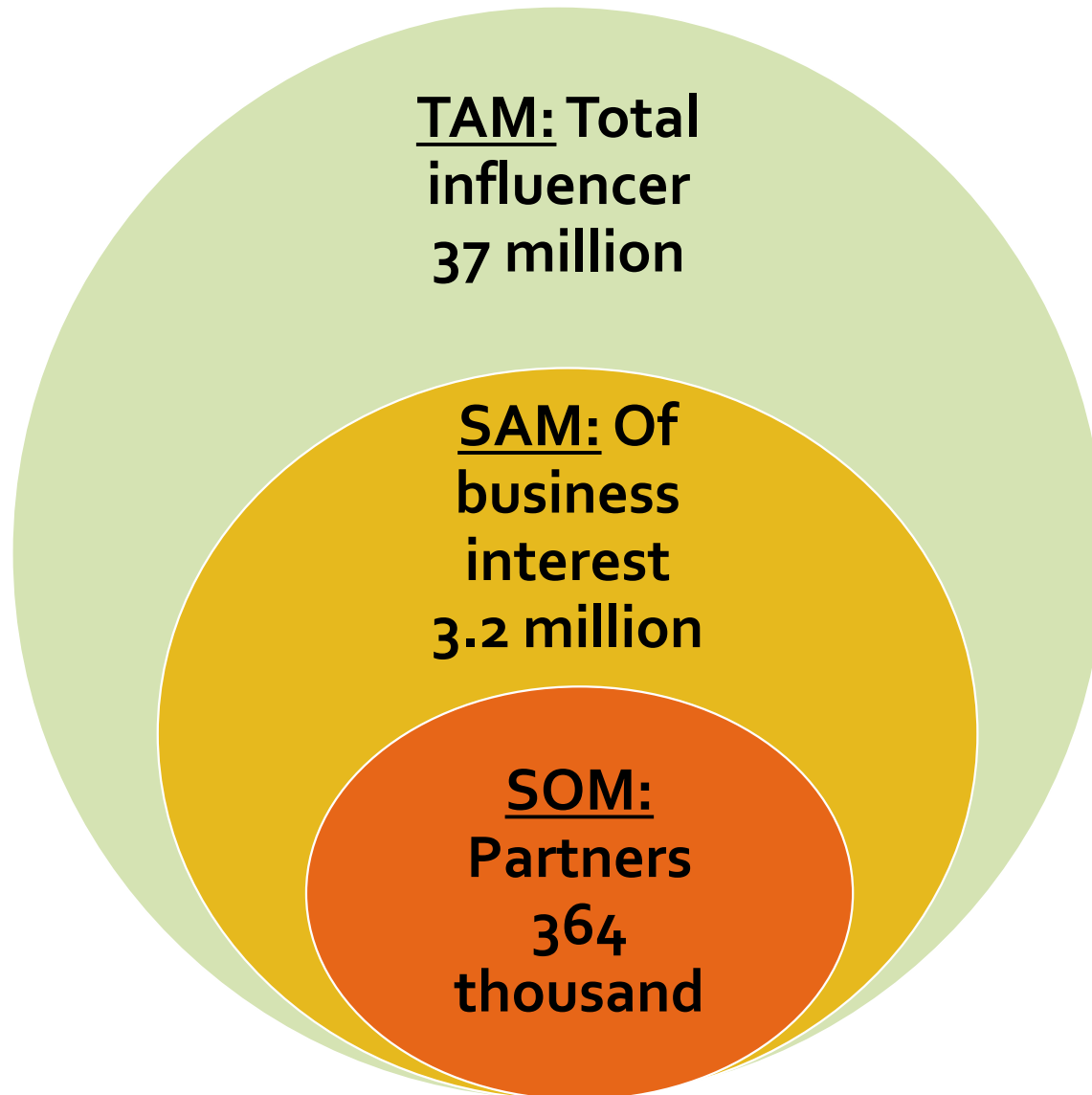
If you're trying to build brand loyalty today, an emotional connection is no longer a nice-to-have, it's a need-to-have.

René Vader

Global Sector Leader, Consumer & Retail

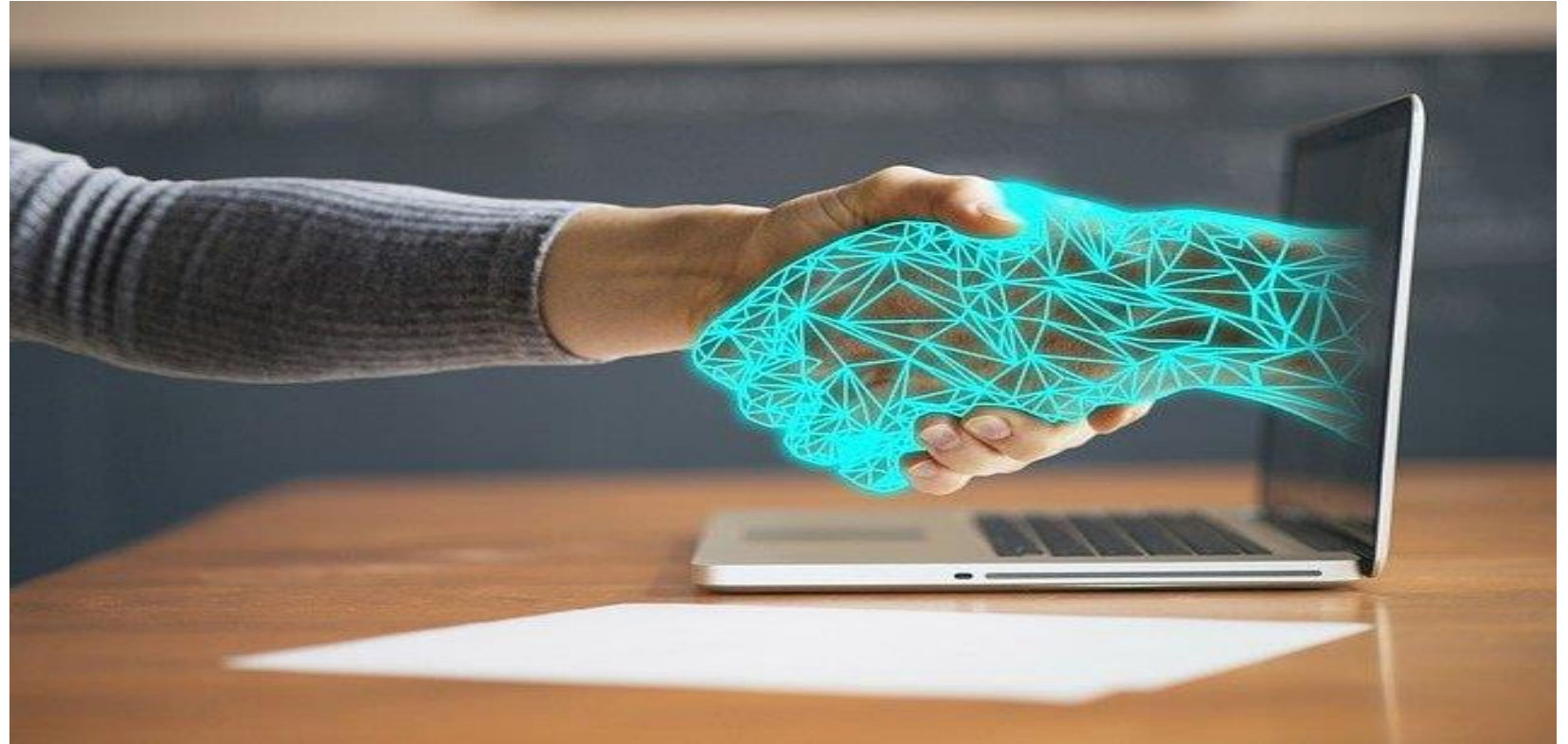
KPMG International

MARKETSIZE



REVENUE TYPES

1. Product
(merchandising)
2. Commission
after sales
3. Other marketing
services



Business modell
B2B platform

COMPETITION



CardMobili

WHISQR



BERCODE
B2B MARKETPLACE

Custom design and content

TRACTION already in Hungary



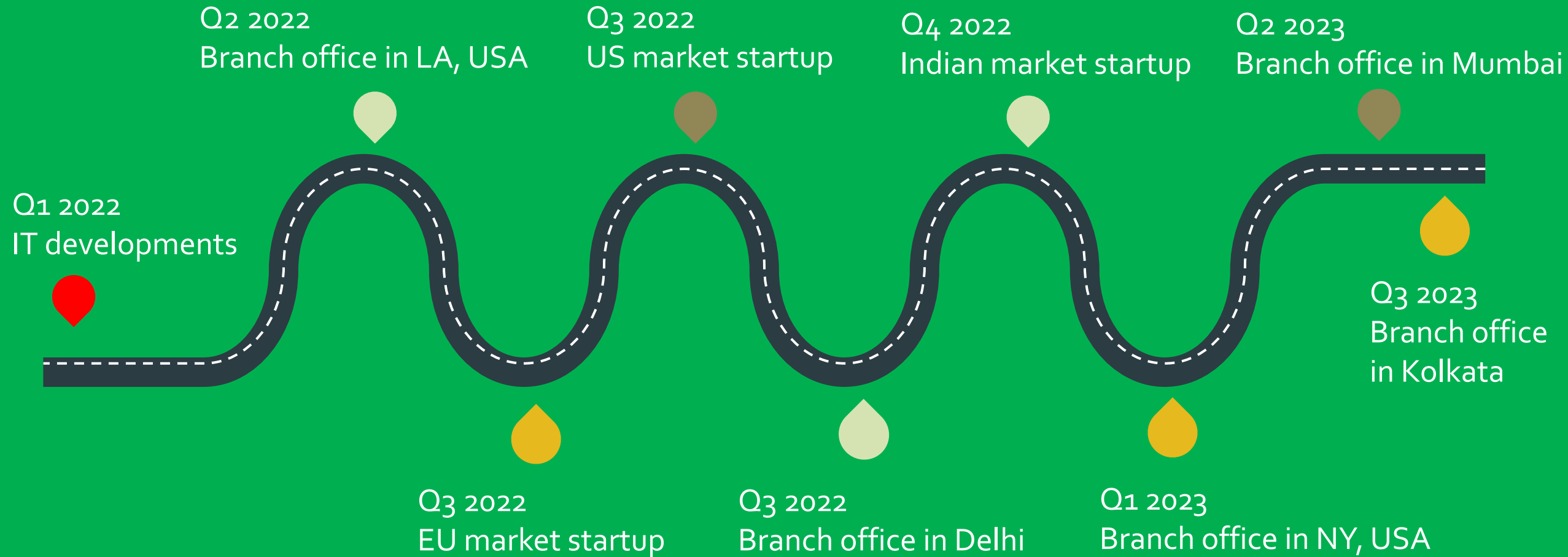
Bercode issuers
(mainly NGOs)

200+

Issued barcodes
(materialized)

1 m +

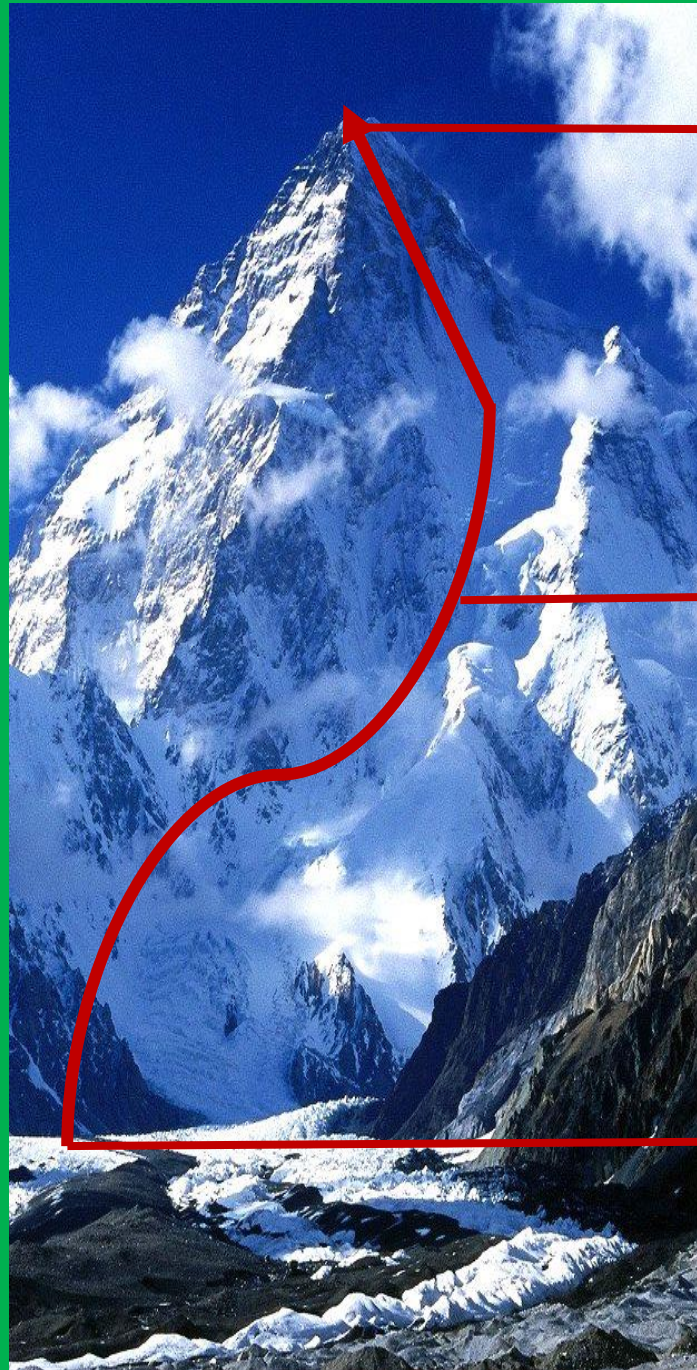
ROADMAP 2022 - 2023



SCALEABILITY

The goal is 257 million users within 3 years, through...

The scaling tree is based on the total revenue & user number from American, European and Asian markets.



Year 3.
Revenue: \$231.4 million
Users: 257.3 million

Year 2.
Revenue: \$80.4 million
Users: 113.5 million

Year 1.
Revenue: \$2.5 million
Users: 7.4 million



Founder

20 years of experience in building and operating (membership) card schemes



CEO

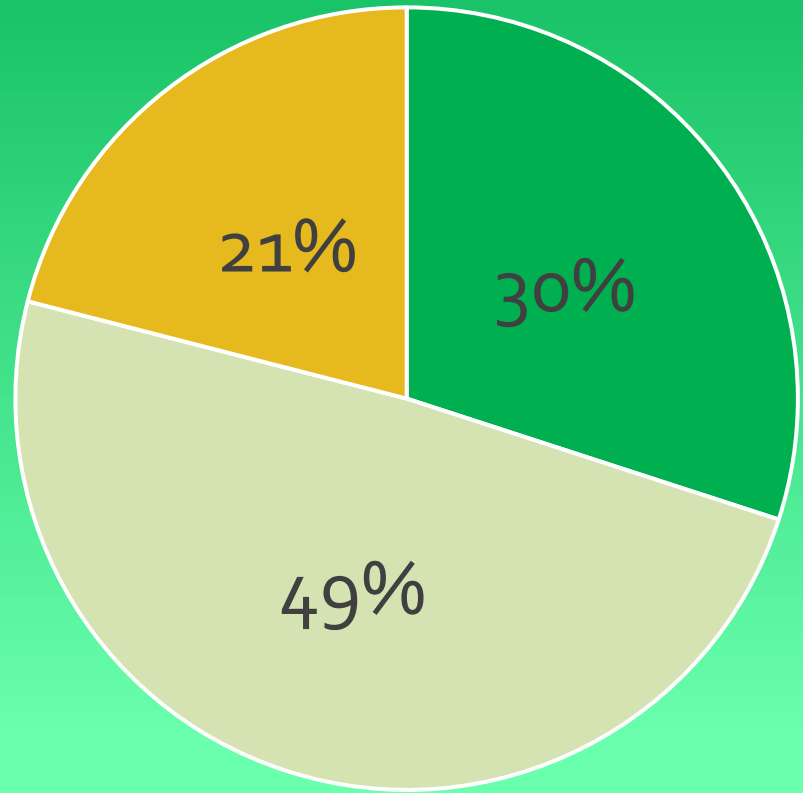
15 years experience in project management



CTO

20 years of experience in program design and coding

Investment: \$1.826.953



■ IT development ■ Expansion ■ Incentives

- Marketing modul
 - Task modul
 - E-voucher modul
 - Reward modul
 - App development (enabling immediate selfie)
 - New language & support moduls – 10 new languages
-
- Branch offices and management in Los Angeles and Delhi.
-
- Daily, weekly and monthly CASH PRIZES for bercode owners/users, bercode issuers and bercode premium merchants.

- In case of any question, proposal we are
- at your disposal!
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- +36 70 361 2291
- www.bercode.com



Backup slide 1.

ROI

	Unit	Year 1	Year 2	Year 3
Profit before tax	USD	-1 807 753	42 026 781	132 192 608
Tax payable	USD	0	14 709 373	46 267 413
NOPLAT	USD	-1 807 753	27 317 407	85 925 195
Amortization	USD	4 800	8 400	8 400
Investments	USD	-24 000	-18 000	0
FCFF	USD	-1 826 953	27 307 807	85 933 595
Venture capital	USD	1 826 953		
Proposed shares to investor		5,00%		
ROI from FCFF				135,18%
Yield			USD	2 469 727
Company value at the end of Year 3			USD	344 158 635
ROI from company value				841,89%
Yield			USD	15 380 979

Backup slide 2.

Market size

Instagram Influencer Size	How Many Instagram Influencers Are There?
>1 million followers	20,000 - 40,000
>100,000 followers	300,000 - 2 million
>1,000 followers	2 million - 37 million

mediakix

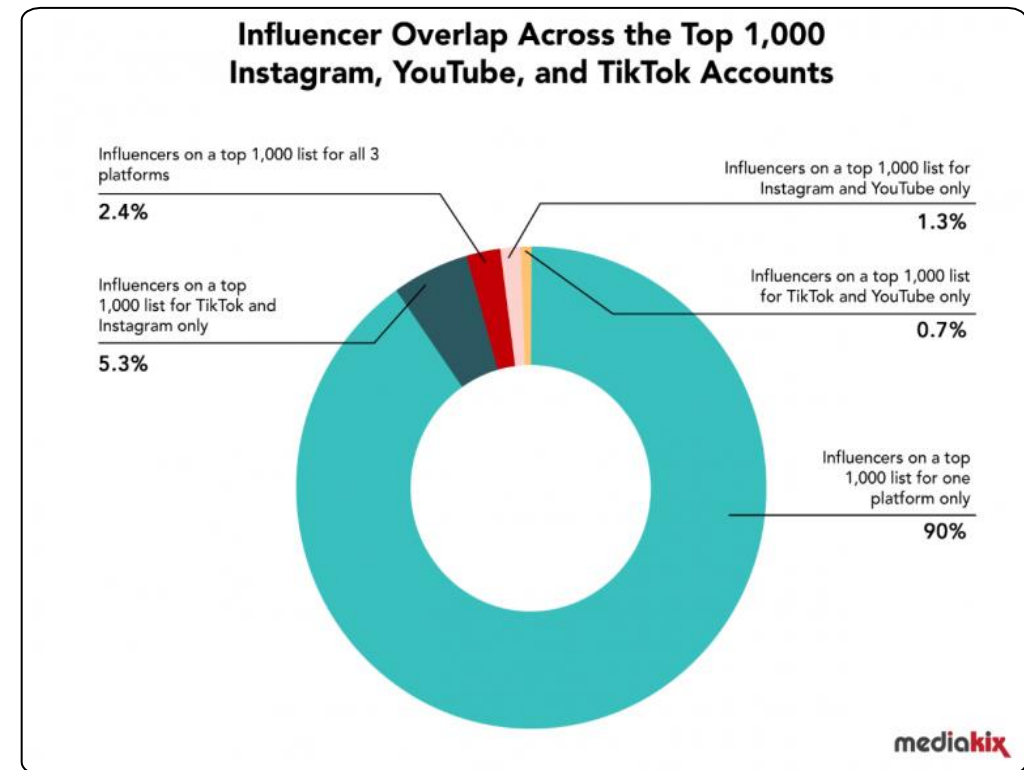
YouTube Influencer Size	How Many YouTube Influencers Are There?
>1 million subscribers	3,000 - 23,000
>100,000 subscribers	31,000 - 220,000
>1,000 subscribers	1.5 - 5 million

mediakix

TikTok Influencer Size	How Many TikTok Influencers Are There?
>1 million followers	2,000 - 15,000
>100,000 followers	3,000 - 30,000
>1,000 followers	5,000 - 50,000

mediakix

Mediakix estimation for the total
NUMBER OF INFLUENCERS on
Instagram, YouTube, and TikTok:
3.2 – 37.8 million worldwide



Backup slide 3.

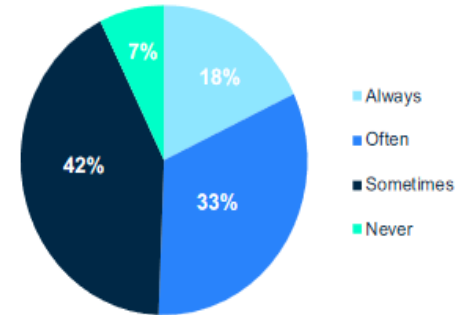
Incentives & results

Daily, weekly and monthly CASH PRIZES for bercode owners, bercode issuers and bercode premium merchants.

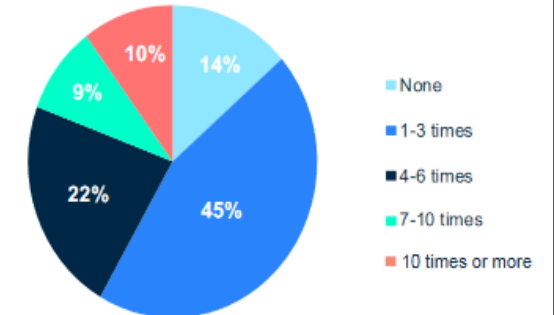
Incentives inspire brand preferences and future purchases

Incentives sway consumers to choose one brand over another

(even if they're loyal to the brand without rewards)

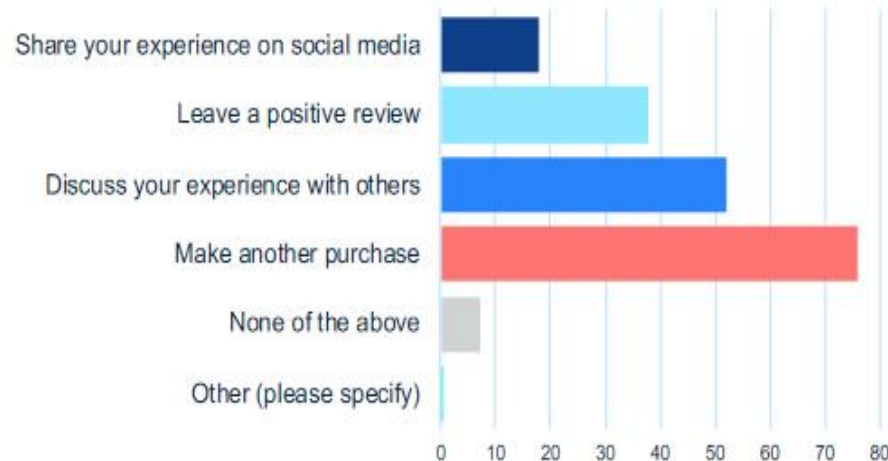


How often consumers made purchases because of incentives, in the past year



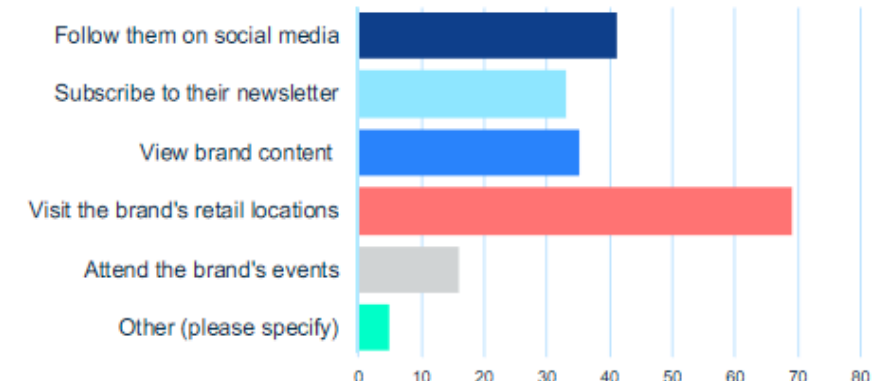
Source: wirecard Consumer Incentives 2019: The Digital Transformation of Rewards, Rebates, and Loyalty

After receiving a reward, consumers are likely to perform the following actions:



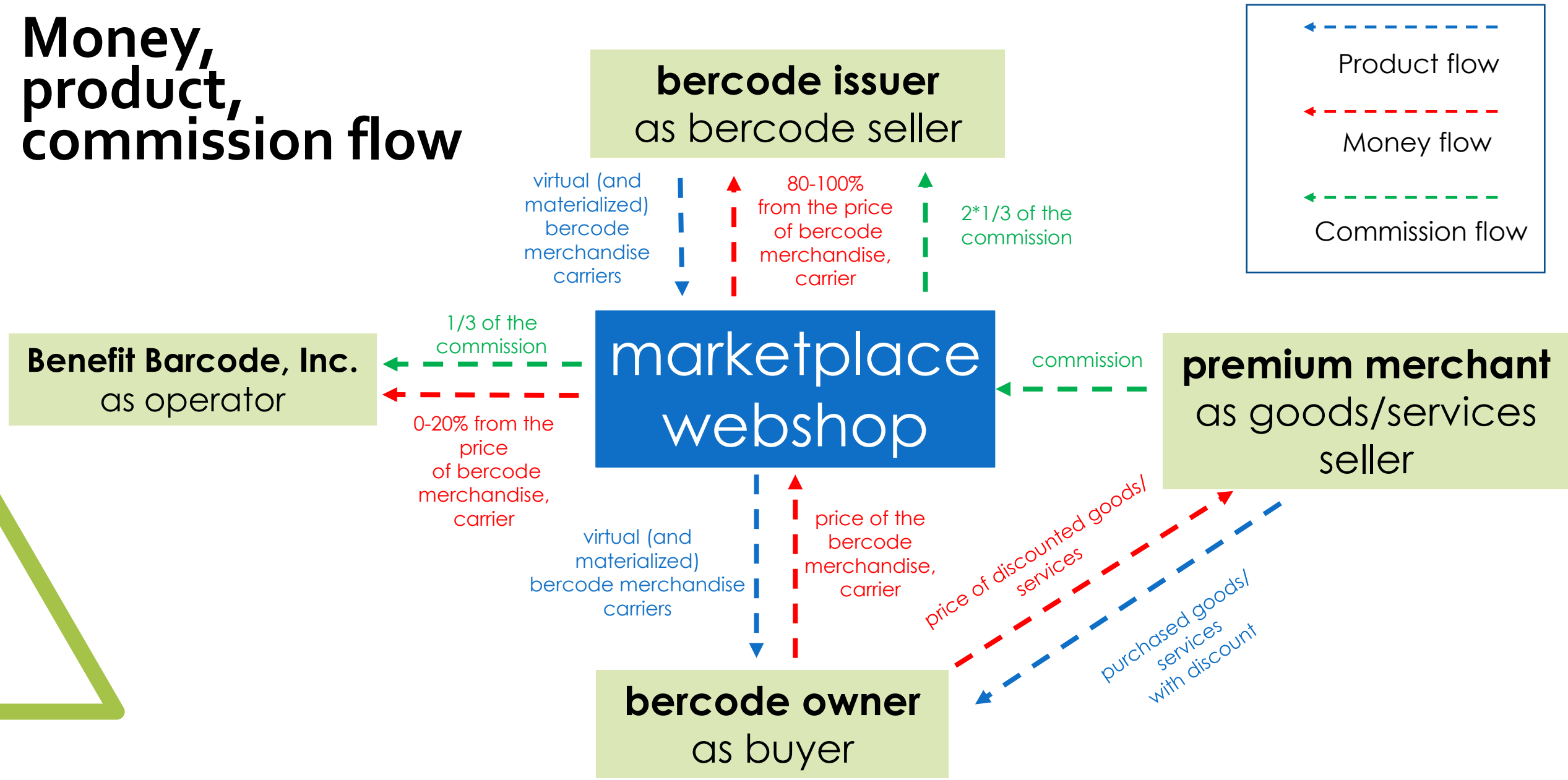
Positive rewards experiences drive omnichannel engagement

How consumers engage with brands after a positive rewards experience



Backup slide 4.

Money, product, commission flow



Backup slide 5.

In this example a Premium Merchant of Benefit Barcode provides 10+3% discount for **significantly increasing sales**.

The discount can be any percentage, but the commission can only be divided by three.

