

Bercode B2B marketplace: Monetizing communities

A digital framework that supports business partnerships and campaigns based on influencers' own communities, in an environmentally-friendly green style.

www.bercode.com

Problem, need

A significant portion of influencers' income comes from campaigns paid for by their retail partners, which activate their followers. However, the effective measurement, tracking, and accurate accountability of these campaigns' success remain unresolved.

Solution

Compared to traditional "advertising" solutions, the Bercode Platform provides a cost-effective digital framework for influencers and retailers. This new system can measure the traffic generated by influencers and automate commission calculations. It does all this with virtual merchandise products in the spirit of sustainability.

Competitors

Traditional (plastic) card-based discount and loyalty systems operate locally without interoperability. Existing systems, such as Patreon, allow influencers to collect funds from their fans or supporters. However, these systems typically do not provide a card or other form of identification that enables discounted purchases at retail stores and reflects the influencer's branding.

Target audience

The influencers and their agencies in the USA (and worldwide) are considered a prime target audience, as their primary source of income relies on commercial campaigns and business collaborations built around their followers.

Industry, segment

Influencers (celebrities, artists, athletes, public figures), along with management, advertising, and marketing agencies, are significant players in the industry and segment.

The market for discounts, loyalty programs, and cards is worth billions of dollars in the USA, with the influencer segment representing a \$6 billion market annually, growing at a rate of 32% per year.

Marketing / sales

The selection and research of influencers, direct outreach, and negotiations with management agencies, as well as the marketing and advertising agencies that serve them, are crucial tasks. This applies initially to the USA and India. Planning and executing influencer campaigns, as well as measuring and evaluating results, are equally important.

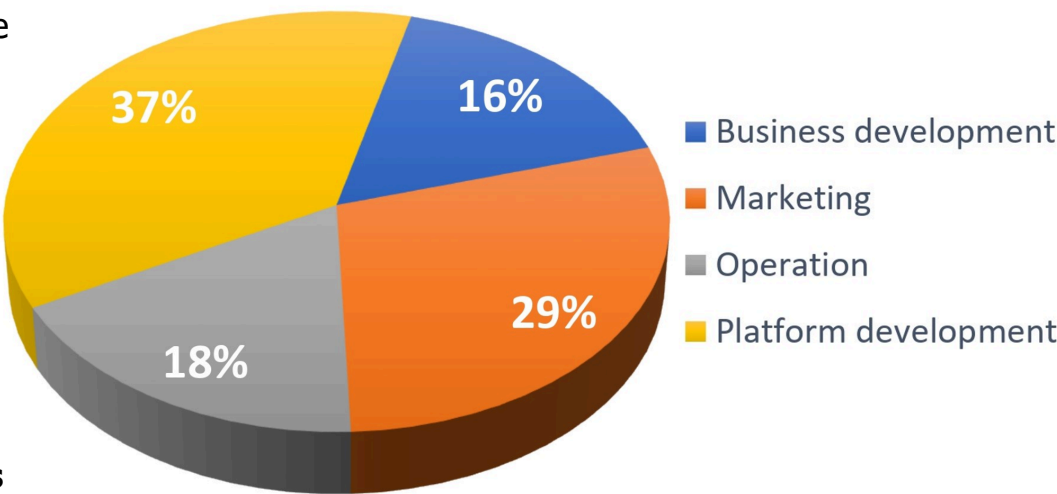
Level of development

The Bercode Platform and application are already operating successfully, and the number of users is continuously increasing. A local representation has been established in the USA.

Revenue types

- **Bercode-issuer usage fees**
The issuers (influencers, nonprofits) generate revenue from bercode merchandise products purchased by their fans and supporters.
- **Bercode-merchang agreements**
From commissions paid by merchants (bercode acceptance locations) (with automatic deductions) for generating traffic.
- **Additional related marketing services**
Customized solutions.

Investment requirement \$2 416 060



Investment Requirement

2 416 060 USD in venture capital for a 12% equity stake in the company, to support the platform's operations, expand its capabilities, and cover necessary business development and marketing expenses to achieve the goals.

Return on Investment

The estimated company valuation at the end of the 3rd year is **358 510 939 USD** resulting in an investment ROI of 1680.64%.

Team



László Jáger

Founder

20 years of experience in building and operating discount systems
laszlo.jager@benefitbarcode.com



László Boér

Chief Executive Officer

30 years of experience in the IT industry
laszlo.boer@benefitbarcode.com



Zsolt Dobrosi

Chief Technology Officer

20 years of experience in program design and coding
zsolt.dobrosi@benefitbarcode.com