

Bercode B2B marketplace: Monetizing communities

A digital framework that supports business partnerships and campaigns based on influencers' own communities

www.bercode.com

Problem, need

Significant portion of influencers' revenue is made by campaigns to move their followers paid by retail partners. The real measurement, monitoring and accurate accounting of their effectiveness is not solved, which means that they are not able to conclude commission-based agreements with many potential partners, which is a serious loss of revenue for influencers.

Solution

Compared to traditional "advertising" solutions, the Bercode platform provides a cost-effective digital framework for influencers and retailers that is suitable for measuring influencer-generated traffic as well as automated billing of commissions.

Competitors

Traditional (plastic) card, discount, loyalty systems - without interoperability (locally). There are systems (eg Patreon) that collect money from influencers' fans / supporters, but in return they do not provide a card (or other proof) that reflects the image of the influencer, which can be used to buy in retail stores (at a discount).

Target Group

Influencers and their agencies in the USA (as well as in the world) are a key target group because the primary source of their revenue is the field of trade campaigns and business collaborations built on their followers.

The Bercode platform is a B2B project, so its solutions are tailored to the needs and expectations of marketing and / or advertising agencies working with influencers.

Industry, segment

Influencers (stars, artists, athletes, celebrities), management, advertising and marketing agencies.

The market for discounts, loyalty programs, cards is multi-billion dollar in the US (the influencer segment is a \$ 6 billion market with 32% annual growth).

Marketing / sales

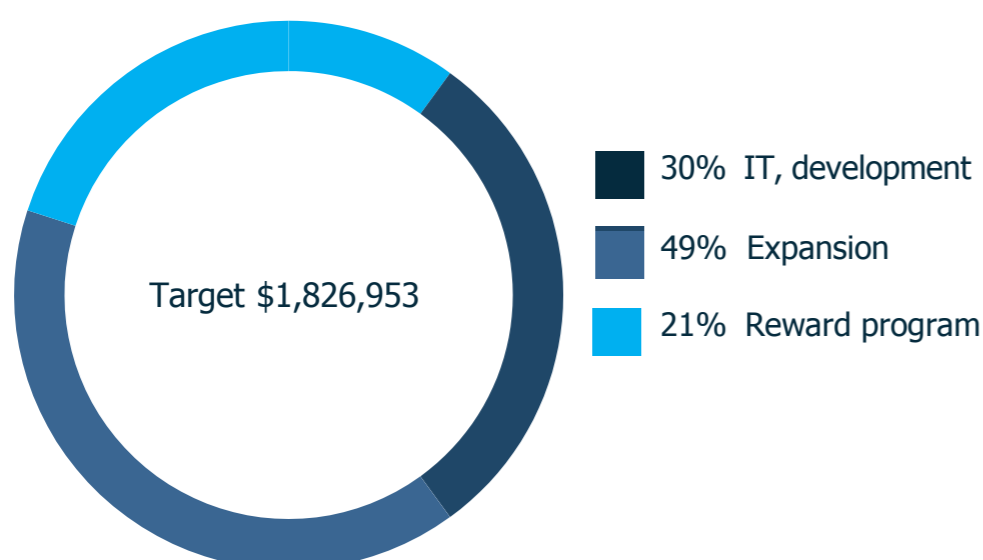
Direct inquiry negotiations with influencers' management agencies and marketing and advertising agencies that serve them (primarily in USA and India).

Degree of elaboration

The Bercode application and platform works, there are more than a dozen successful domestic applications, the next step would be to expand the platform's services according to market needs and to prepare and implement the US and Indian market entrance.

Investment demand

Expanding the platform's service portfolio and preparing and implementing entry into the U.S. & Indian market (opening a California, Delhi office, etc.).



Type of revenue

- **Bercode-issuer agreements**
From influencers' brcode merchandising products purchased by fans / supporters.
- **Bercode-merchant agreements**
From sales commissions paid by merchants (with automatic deduction).
- **Additional related marketing services**
Customized solutions.

Team



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