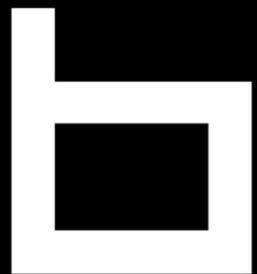


# Bercode

**-the barcode for extra benefits**



**Benefit Barcode Inc.**

**bercode.com**

A person is shown from the side, holding a smartphone in their right hand and using a laptop with their left hand. The smartphone screen displays a grid of images, and the laptop screen shows a similar grid of images with a 'LEARN MORE' button at the bottom. The background is a blurred indoor setting with a wooden table and some plants.

# Bercode B2B2C marketplace: Monetizing communities

Business partnerships and campaigns built on influencers' own communities, supported by a digital framework in a green style -  
Environmentally friendly Merchandise!

# Problem, need

A significant portion of influencers' income comes from campaigns paid for by their engaging retail partners.

The effective measurement, tracking, and accurate accountability of these outcomes are not resolved.

# Solution



## Cost-effective, digital framework

In comparison to traditional 'advertising' solutions, the Bercode Platform provides a cost-effective digital framework for influencers and retailers.



## Automated commission calculation

This new system can measure the traffic generated by influencers and automate the calculation of commissions.



## Environmentally friendly, green solution

All of this is achieved with virtual merchandise products in the spirit of sustainability.

# The Ask

The required investment amount is **USD 1 630 457**, and the offered ownership stake is 5% of the shares.

The evolution of the total free cash flow of the company:

	Year 1	Year 2	Year 3
Profit before tax	-1 611 257	41 380 042	132 982 399
Tax payable	0	14 483 015	46 543 840
NOPAT	-1 611 257	26 897 027	86 438 559
Amortization	4 800	8 400	8 400
Investments	-24 000	-18 000	0
<b>FCFF</b>	<b>-1 630 457</b>	<b>26 887 427</b>	<b>86 446 959</b>

The FCC ROI calculation at the end of the 3rd year.

Venture capital	1 630 457
Shares to investor	5,00%
<b>ROI from FCFF</b>	<b>165,10%</b>

Currently, the international market values emerging service providers in the range of billions of dollars; despite having tens of millions of users, but their revenues still remain close to zero. In our case, we expect an exponentially growing goodwill, not only due to the potential outstanding revenues but also because of the value of our multi-million user database.

**The projected value at the end of the 3rd year in the financial plan is: USD 346 045 339**, based on which:

**ROI from company value 961,19%**

# Target audience

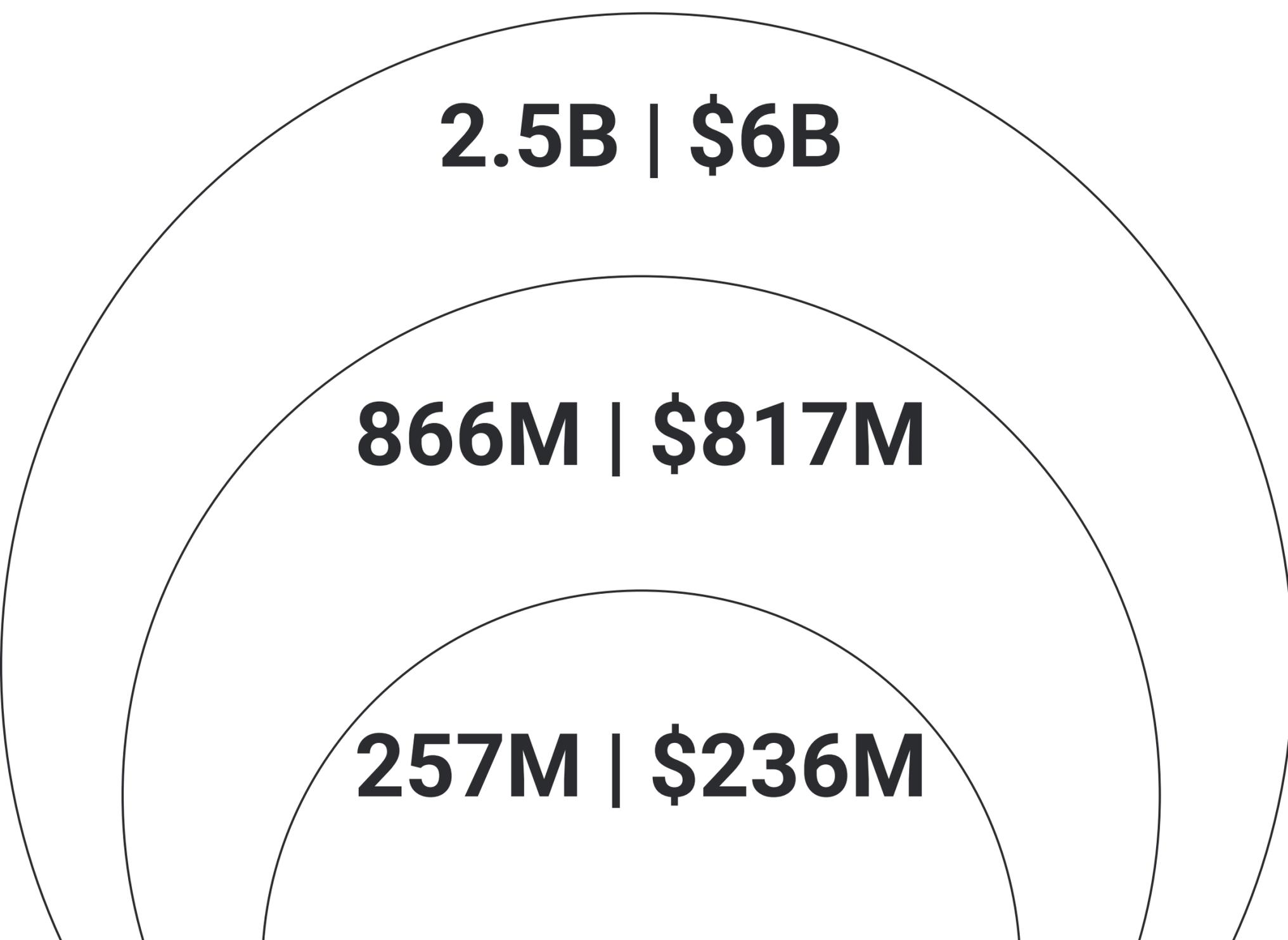


Influencers and their agencies in the USA (and globally) are a key target audience, as their primary source of income is commerce campaigns and business collaborations based on their followers.



Influencers (celebrities, artists, athletes), as well as management, advertising, and marketing agencies, play crucial roles in the industry and segment.

# Size of Market



**2.5B | \$6B**

**866M | \$817M**

**257M | \$236M**

## TAM

In 2023, the global market for discounts, loyalty programs, and cards was \$54B. Within this, in social media with nearly 2.5B followers, the influencer marketing segment represents a \$6B market annually.

## SAM

Taking into account geographical, linguistic, regulatory, cultural, and financial barriers, the number of customers receptive to our solution is 866M, which represents a potential revenue of \$817M.

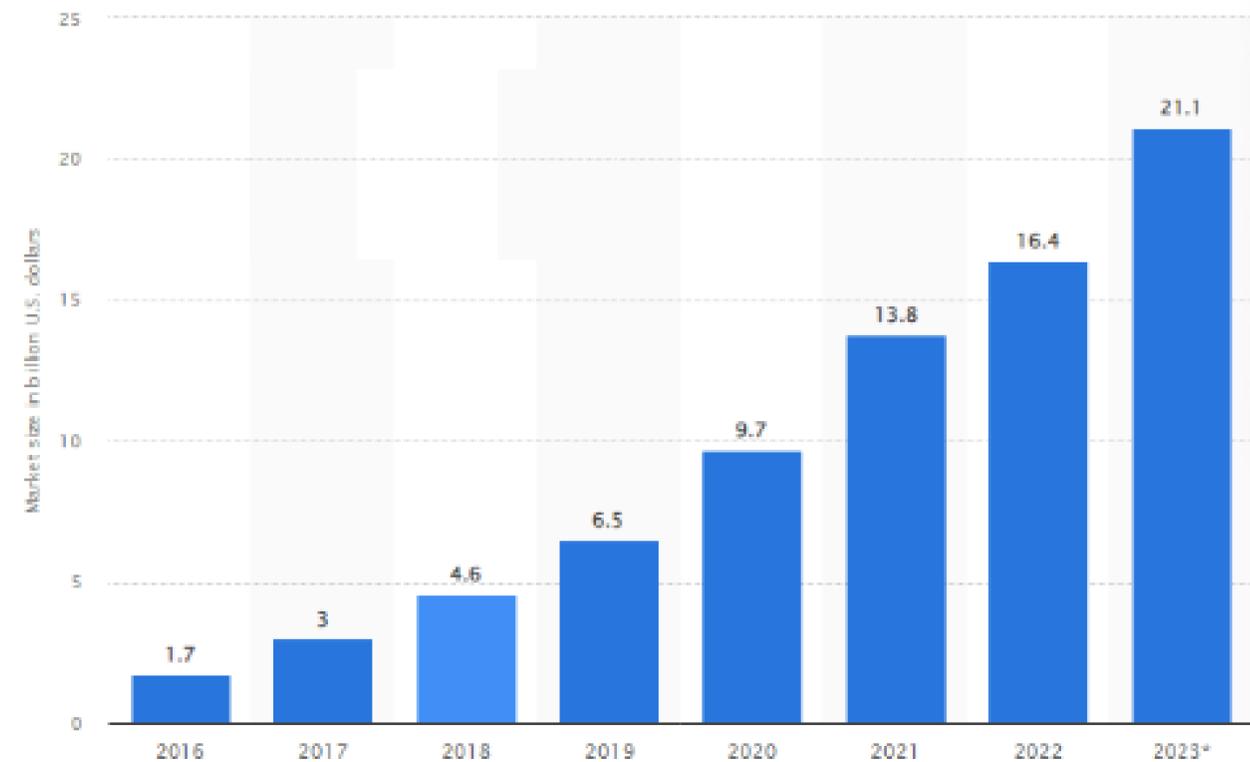
## SOM

In 3 years, the platform's user base will reach 257M, and revenue will approach \$236M.

# Industry, segment

The market for discounts, loyalty programs, and cards is on the order of several billion dollars in the USA, and the influencer segment within it represents a 6-billion-dollar market annually, with a 32% annual growth rate.

Influencer marketing market size worldwide from 2016 to 2023  
(in billion U.S. dollars)



[Additional Information](#)

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[Show source](#)

# Competitors

Traditional (plastic) cards, discount, and loyalty systems – without interoperability (locally).

There are systems like Patreon that allow influencers to raise money from their fans or supporters. However, these systems generally do not provide cards or other credentials for discounted purchases in retail stores, reflecting the influencer's brand.

# Our competitive advantage

Our competitive advantage lies in our comprehensive approach that unites influencers, customers, and retailers creating a mutually beneficial ecosystem. Our data-driven platform provides retailers with insights for targeted marketing, optimizing sales strategies, and capitalizing on the untapped synergy between influencers and businesses.

In addition, it not only connects community members with related retailers that offer benefits, but also provides a unique way to make these retailers visible to members of other communities.

# Entry limits

The company has over 20 years of professional experience in the field of community card systems and an extensive network of relationships that have provided valuable feedback. These factors have been fundamental in shaping the innovative business model of Bercode.

# Degree of Development

The Bercode Platform, consisting of over 500,000 lines of code, is the result of over 30,000 engineering hours and a \$2 million investment in development. The system has been successfully operating for three years, and beyond necessary fine-tuning, the services are mature and reliable.

# Marketing / Sales

## Market Entry and Sales Strategy

- Freemium model strategy for market expansion.
- Bercode Platform uses feature limitation technique.
- Basic and Light service levels are free, payment required for Classic, Extra, and Business levels.
- Discounted purchasing opportunities provided without commission fees.
- Option to pay for targeted marketing messages.

## Marketing Strategy

- Outreach to artists, influencers, and celebrities who can promote their own Bercode merchandise products. These products offer instant discounts to Bercode holders.
- Support and promotion of artists engaging in exciting artistic activities.
- Top-down approach: Focus on large community groups and influencers.
- Bottom-up approach: Target smaller communities like cities, schools, foundations, etc.
- This strong influencer support contributes to the promotion and growth of our platform and helps establish the name of Bercode as recognized and respected among our target audience.

## Expansion Strategy

- Establish active presence in key cities: Los Angeles, Delhi, Budapest.
- Consider opening additional offices in financial centers like New York, Mumbai, Kolkata.
- Focus on celebrities, celebrity marketing agencies, and social organizations to increase user base.
- Ensure organic growth and strong network connection through optimal use of internal resources and media coverage.
- Incentivize celebrities to engage new partners through the Bercode Platform's revenue model.
- Encourage Bercode issuers to actively involve new acceptance locations and merchants.

# Financial Assumptions



# Revenue

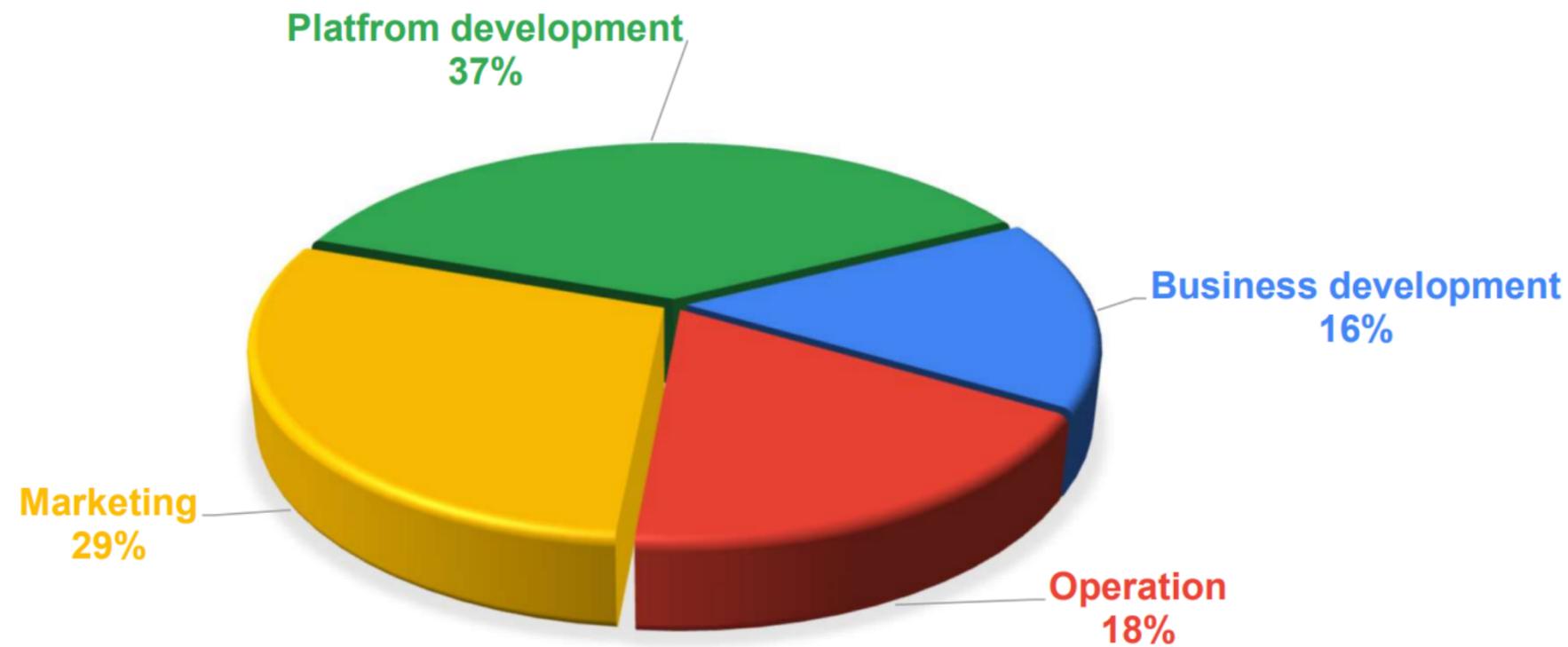
## Revenue Streams

1. **Barcode Issuer Usage Fees:** This includes both profit-oriented barcode issuers who sell their virtual barcode carriers to fans and followers via our platform's webshop, and nonprofit barcode issuers who purchase barcode credits to create virtual barcode carriers, typically donated to their community members.
2. **Turnover commission:** one third of the commission paid for purchases generated at the premium acceptance points. This is a significant part of our revenue stream.
3. **Marketing Services** to retailers: sending personalized offers to users. This service becomes relevant as the proportion of registered Barcode holders increases. However, this revenue has not been considered into the financial plan at this stage.

## Evolution of revenue

1. **First Year:** In the initial year, the income from barcode issuers and transaction commission is relatively low.
2. **Subsequent Years:** In the following years, the transaction commission significantly outpaces the revenue from barcode issuance. Specifically, the transaction commission is 59-78% higher.
3. **Reason for Increase:** This increase is attributed to the growth in the number of issued codes, which leads to a higher number of transactions. These transactions form the basis of the commission.
4. **Platform Profitability:** The profitability of the platform is heavily influenced by the number of accepting locations/retailers joining the system and the commission they are willing to pay for transaction commissions.

# The Ask



## Investment Requirement

**1 630 457** USD in venture capital for a **5%** 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 **346 045 339 USD** resulting in an investment ROI of **961.19%**.

# Our Team



**Laszlo Jager**

Founder

Founder and majority owner, he built and operated Hungary's largest discount card system for 20 years. The experience gained here made the Bercode Platform possible.



**Laszlo Boer**

Chief Executive Officer

30 years of experience in IT. Until joining the Bercode team, he was the CEO of Hungary's leading pharmacy IT system development company.



**Zsolt Dobrosi**

Chief Technology Officer

20 years of experience in designing and developing complex IT systems and managing development teams, including 10 years focused on discount card and rewards systems.



**Virag Vida**

Executive Relationship Manager

As a freelance journalist and reporter she writes for prestigious publications such as Forbes. She has extensive experience in media, arts and management.



# Contact Us

+1 (310) 695-1717

[bercode@benefitbarcode.com](mailto:bercode@benefitbarcode.com)

[www.bercode.com](http://www.bercode.com)