PRESENTATION

Berryflip is an innovative platform that unites e-commerce with the social media world, expanding opportunities of buying and selling selected products based on high profiling and geolocation, making a real community for users / customers present on the platform, creating a strong communication media, sales and targeted advertising, with many advantages for buyers and sellers.

Logo

- **Website link : HTTPS://WWW.BERRYFLIP.COM**

- From Right : **CEO**, Manuele Sillitti;

  Communication Director, Michele Di Mauro;

  Sales Director, Sergio Upham;

  CTO, Giovanni Salina.

Executive summary

- **Company and project names**

CEO : Manuele Sillitti

Company : Ecsogam srls

Year of Creation : 2017

Name of the project : Berryflip

Service : Social Street Commerce

A Street Commerce is a kind of e-commerce where you can buy items online and pick up them in the store where you bought them when you can or prefer, without delivery times or surprises on the item you purchased! you can also receive offers dedicated to your highly profiled account and gifts or promotions from any kind of physical store. The most important aspect is the social component, which is the one that directs the user to share and evaluate the products purchased with other users, generating a powerful form of advertising and visibility for the store and the specific item.

A specific selection was identified in the categories of clothing, accessories and beauty & wellness.

Benefits are many, both for the user (end consumer) and for the sellers. Users have the certainty of what they buy, dedicated discounts, promotions related to direct geolocation, withdrawal at preferred times and discovery of new stores, while retailers have the opportunity to enter an e-commerce context without the commitment of shipments, acquiring information on profiled users that will allow them to create advertisements dedicated to the preferences of a wide audience, increasing visits at the store and possibility of sell their products in an innovative context that allows them to personally retain new customers.

Berryflip differs from e-commerce thanks to the in-store withdrawal component, to the georeferenced advertising dedicated to the customer, to the very lively social component, a true community that shares personal experiences and preferences.

Maturity level :

MAY 2017	STARTUP FOUNDATION
MAY 2017 > SEPTEMBER 2018	PLATFORM DEVELOPMENT
SEPTEMBER > DECEMBER 2018	BETA TEST
JANUARY > SEPTEMBER 2019	NEW FEATURE IMPLEMENTATION

USERS	5,300
ACTIVITIES	110
TOTAL TURNOVER	39,000 EURO

- **Market**

  ○ Identification of the need : According to different affirmations of common buyers, quickly finding, saving money and time, of objects of purchase sought, a market need can be linked to the possibility of purchasing through classics online search algorithms characterized by e-commerce systems with visibility of closest place where buy or collect the product concerned, comparing, sharing and evaluating it through a community social component on the platform, allowing sellers to accommodate more customers increasing market gains and visibility.

  ○ Business Model :

1. Customers.

- Private users, sensitive to innovation and the cost of products, eager to make purchases but also to see, comment and share objectively beautiful and modern e-commerce content. Young adults and young couples also with children.

- Companies that are sensitive to innovation, mostly already present in digital platforms, that want to expand their users, make their brand more visible, reward and attract customers already acquired.

2. Offered Value.

- E-commerce of products related to clothings, accessories, perfumeries, health and beauty, visual and medium / high value sectors at a lower price than price lists (from 10 to 70 percent less). Share in social timeline of the aforementioned contents. Immediate withdrawal within the activities that also take on the function of a showroom.

Therefore, companies are given the opportunity to create their own e-commerce, with product data sheets and prices. Instead, buyers are provided with an on-line search engine that can direct them to products even through the feedback provided and with the advantage of really seeing products, testing it and evaluating it

The return issues are deleted from a direct withdrawal within the store.

- Sending notifications in the app and via e-mail of cross products and services (food and drink, insurance products, banking, other) containing gift offers, promotions, discounts in general, filtered by tastes, age and geographical location of the user.

3. Communication Channels

- The main channel is the Berryflip digital platform. The app is accessible as an App and web Application both from Mobile and in website mode from desk, present in the Google and Apple stores. It can be visited even without user registration, it becomes essential just in case of purchases or interaction with contents.

Access to the app is the first step for both private users and companies. After registration you can decide to open your own business page according to established methods, times and costs.

- Purchases of products take place in the app (on-line), the withdrawal of products or services takes place within the offerer store (off-line).

- Other access channels are offered by app sharing operations (which allows you to send content and promotions even to those who are not present in Berryflip like user , using external channels such as whatsapp, telegram, mail, etc.), content on social platforms, events, institutions associated, word of mouth.

- There are commercial agents for every area as informers to interested companies

4. Relationship with customers

- Customers (private users) are acquired through advertising and other online channels. The word of mouth between users is also a source of acquisition, as well as sending of gifts and promotions by present or even temporary activities/stores, for people not yet registered but who will have to register to use vouchers

- Customers (companies) are acquired through advertising and other online channels. They are also a source of acquisition of users' word of mouth and the engagement of commercial contacts.

There is a back office that offers information by email to private users and by telephone to interested companies; even there are in the app and on the web contents tutorials and explanations on how the platform works.

Our Backoffice apply a protocol for manages any requests or complaints, providing explanations and answers within 48 hours.

There is also a post-sales home consultancy service for companies.

5. Revenue flows

Collections are generated by:

- Paid subscriptions (e-commerce + active)

Free e-commerce only; € 200.00 + VAT / per year for e-commerce + active

- Commission on sales in app

about 10% on every sales

- Advertising in app by Banner

€ 50.00 / month with new weekly time line entry and UP positioning

- Advertising in app by sending push and email notifications

€ 50.00 pay per click system

- Sales of database profiling

6. Key resources

Physical resources:

- Operational headquarters with development laboratory, back office, administrative and commercial office at Lazio Innova Start-Up incubator;

- Technological equipment: 5 pcs, 4 portable PCs, 6 tablets, 12 mobile devices, use of plotters, printers, servers, furniture, stationery

Human resources:

- 4 administrative, legal, accounting, 4 development, 2 back office, communication units, 8 commercial units.

7. Key activities

- Offering interesting content means giving access to interesting activities in the e-commerce field. For this reason, there will be a sale of clothing and accessories for the medium-high range classes, perfumeries, jewelers, and underwear shops. There are also hairdressers, body care and wellness, fitness centers and everything related to men / women.

- Instead, they are present not for content but through promotional messages (non-e-commerce) food & beverage, entertainment, other services.

8 Partnerships

- Relations with FS, Posteitaliane, Leolandia, Chili TV and others are being negotiated

- It is important for us like Berryflip to take contact shopping centers, outlets and city neighborhoods or districts, making a massive use of our search engine and the promotion of collateral activities

9 Costs

- Start-up deals with a fixed cost of € 4,000.00 per month, taking advantage from activities personally employed by the 4 partners.

- An operating cost of approximately € 12,500.00 / month is foreseen within 3 months for fixed and variable costs, for an average operating cost over 3 years approximately of € 18,000.00 per month.

❍ Competitors

- **Team, skills & partners**
  - ➔ Manuele Sillitti, CEO, (ms@berryflip.com)
    Bachelor's degree in law, 43 years, Specialized in law Banking
  - ➔ Michele Di Mauro, Communication Director, (mdm@berryflip.com)
    Graduated in industrial design, 43 years, Specialized in communication visual and multimedia
  - ➔ Giovanni Salina, CTO, (gs@berryflip.com)
    Database and web architect, 49 years, Trainer and consultant of web-marketing, interface and SEO
  - ➔ Sergio Upham, Sales Director, (su@berryflip.com)
    25 years of sales experience, 44 years old, Specialized in network marketing e motivational training.

  - **Finances & activity Forecast**

  - ❍ Turnover is based on a percentage of the revenues from the sales of individual objects through the e-commerce service, selling of advertising space within the platform and selling of premium subscriptions with specific advanced functions

❏ Currently the activity is self-financed; we are looking for investors who believe in the project as a future purchase method for retail activities and all those activities that despite being in the digital age still do not have the possibility of entering this field due to different logistical obstacles still very present in the retail market

❏ It is expected, following the exponential growth of the company and the project, an expansion of the staff according to the following categories and positions :

- Expert in digital marketing and e-mail advertising

- Back end resources for marketing, communication, promos, digital marketing channel management, customer acquisition and relationship with them

- Category manager to develop sales calendar, trading, bachmark, up-selling and cross-selling

- Creative Designer

- Expansion of technology and project management staff