



PLUS PETER

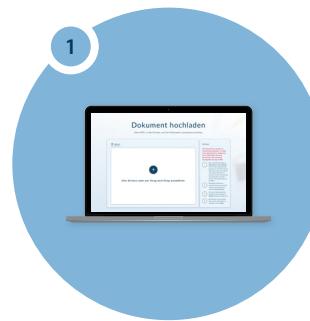
*successfully connecting millennials
and companies*

The beginning - the PrintPeter product

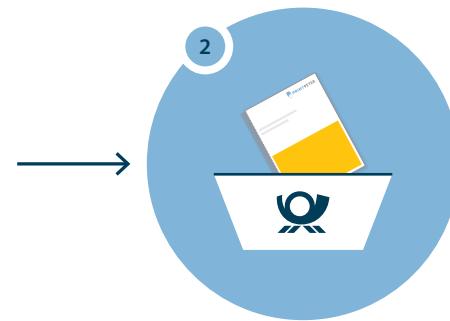
PrintPeter prints and mails ad-financed study documents - and thereby generates a detailed data set about a highly desired audience.



Students



Students upload their study documents



The documents are printed, bound and mailed - all free of cost



The document arrives in the letterbox 2 days later.



Companies



Companies define their exact targeting.



Targeted online und offline ads finance the print and shipping.

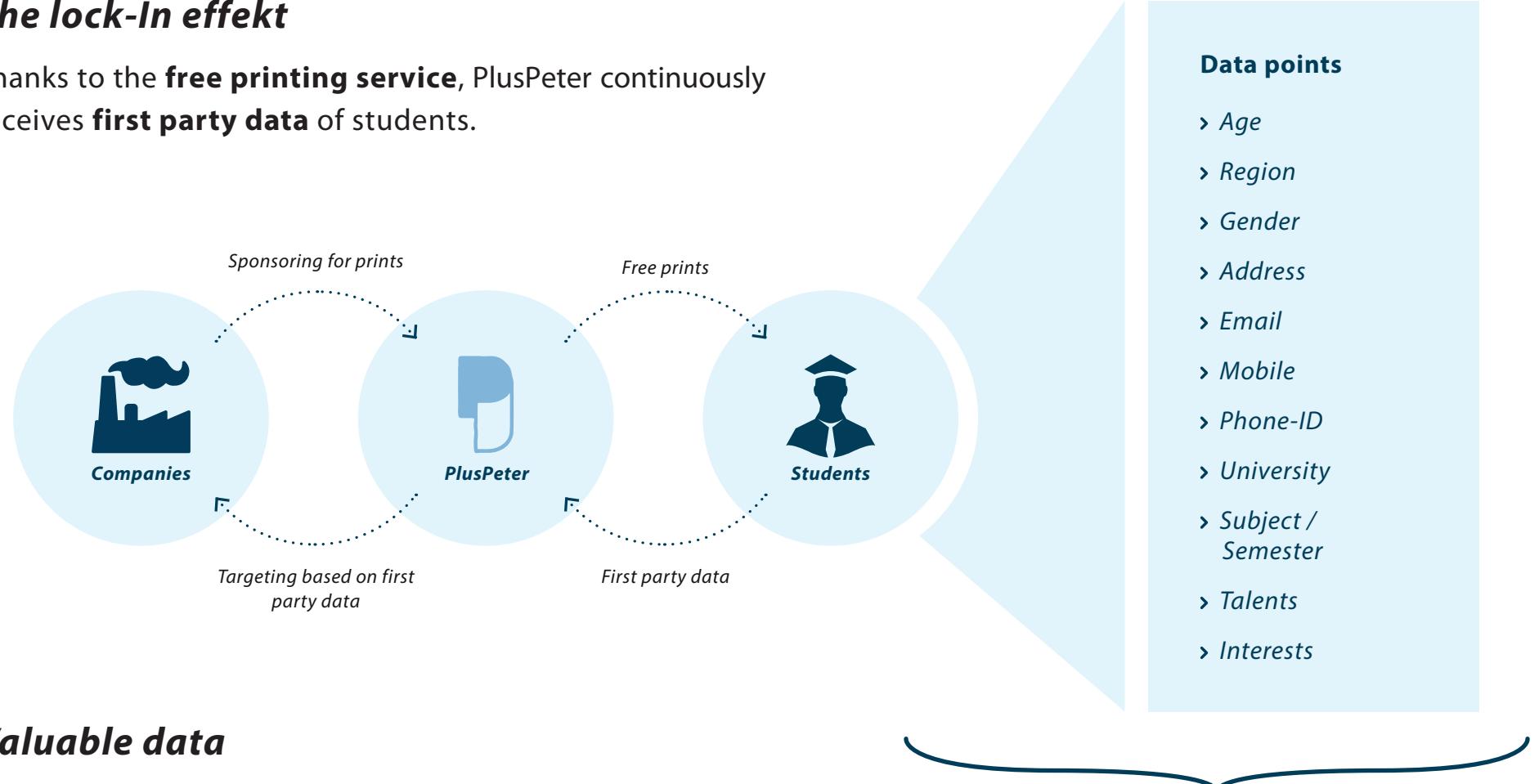


Students develop a relationship with their sponsors.

Monetization through valuable data

+ The lock-In effekt

Thanks to the **free printing service**, PlusPeter continuously receives **first party data** of students.



Data points

- › Age
- › Region
- › Gender
- › Address
- › Email
- › Mobile
- › Phone-ID
- › University
- › Subject / Semester
- › Talents
- › Interests

+ Valuable data

We own data about a target group, that is **scarcely accessible** and will represent the **top income earners and consumers** in the near future.

Data sets are the basis for further products and the main asset of PlusPeter.

Target group-specific approach

... via various PlusPeter channels

Lock-In Effect through free printing

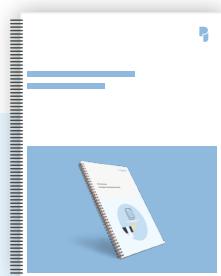
- > Age
- > region
- > gender
- > address
- > university
- > semester
- > interests and hobbies



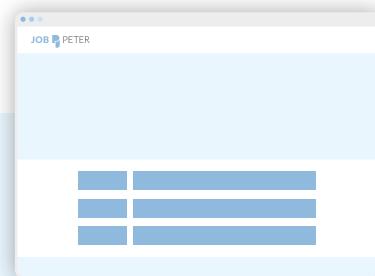
**Students can – starting with
the script – be reached via
various channels.**

Example

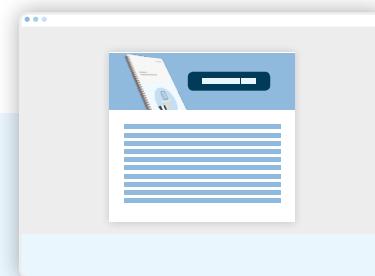
*Your company sponsors the documents
of female business administration
students in their 3rd to 6th semester
within Berlin and Hamburg.*



Ads in scripts



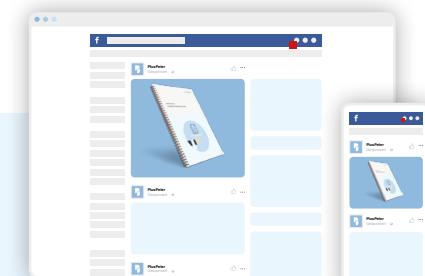
JobPeter



Email-Marketing



PlusPeter App



*PlusPeter-Retargeting
via Facebook / Instagram*



PlusPeter - Expansion

600 universities in Germany,
Austria, Switzerland, and Poland.



Julia K., student; HU Berlin

"Thanks to your great service, I did not only save a lot of money over the semester – I also found a perfect work placement through an ad in my script. Thank you."



Max L., student; RWTH Aachen

"Praise, PlusPeter – the entertaining Fun Facts and puzzle games sweeten each one of my lectures. And the coupons that you get in the script ensure that you keep your head in the books!"



Over 500 satisfied advertising partners

We are different to every other advertising medium.

✓ 50%
of DAX30
companies



Academic & socio-
demographic Targeting



Long advertising
duration



Positive image
being a sponsor



High frequency of
contact



High advertising
impact



No scatter loss

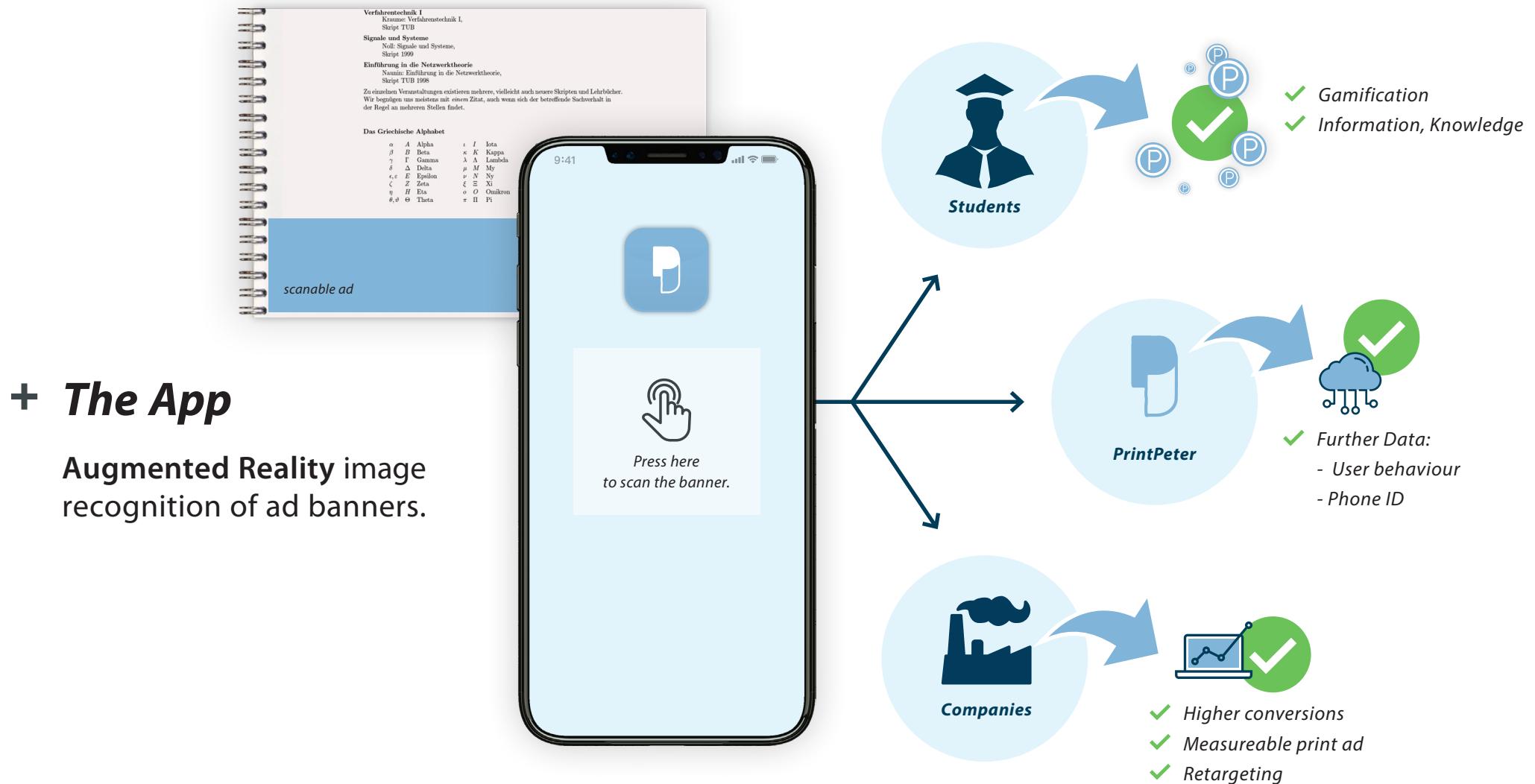


ERGO



Unique cross-media connection online & offline

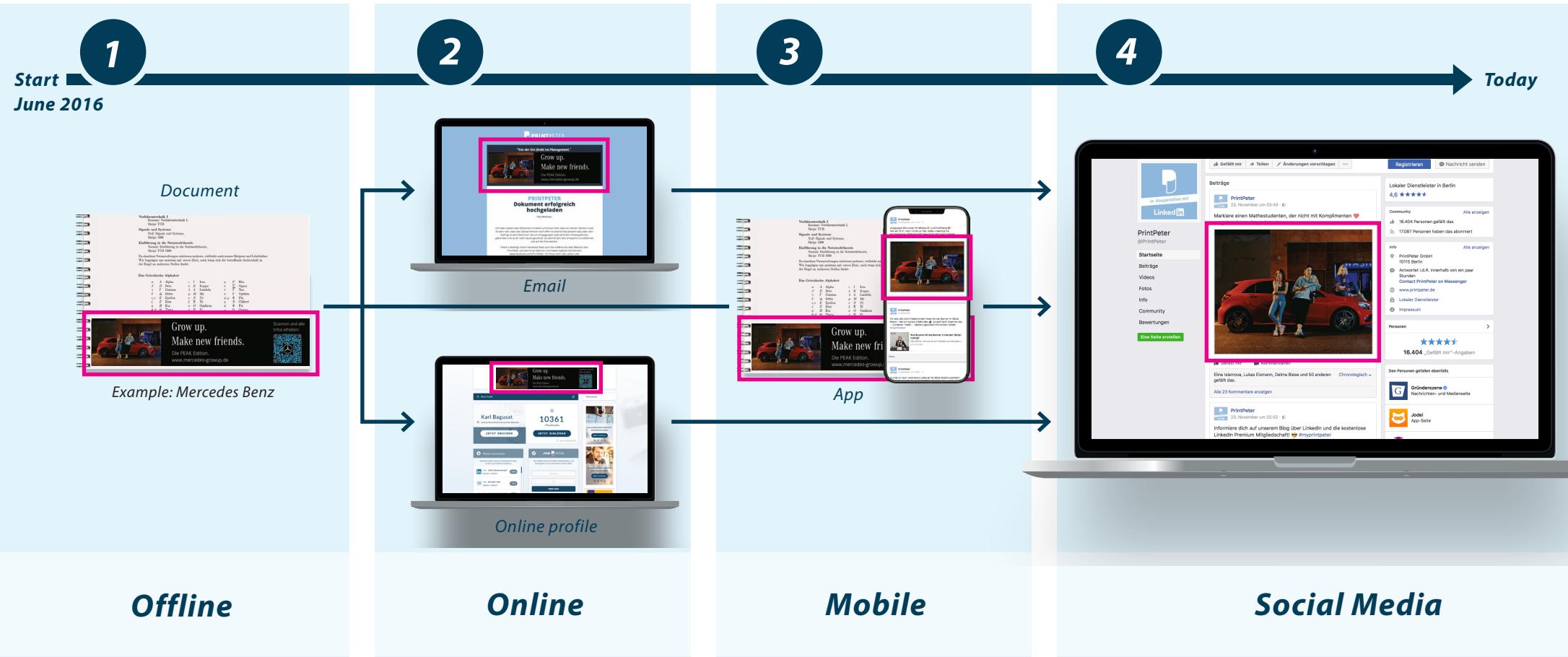
We successfully moved students online, thanks to the PrintPeter App.



+ The App

Augmented Reality image recognition of ad banners.

Unique cross-media connection online & offline



➤ **60% of all campaigns include Social Media retargeting**



**Turn millennials into customers
with PlusPeter & Jodel**

- › Over **one Million** daily Jodels
- › **Hyperlocal** use in a 10 km radius



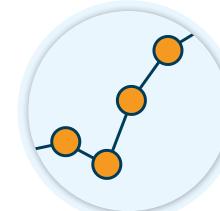
**Local
conversations**



**Targeting-
Categories**



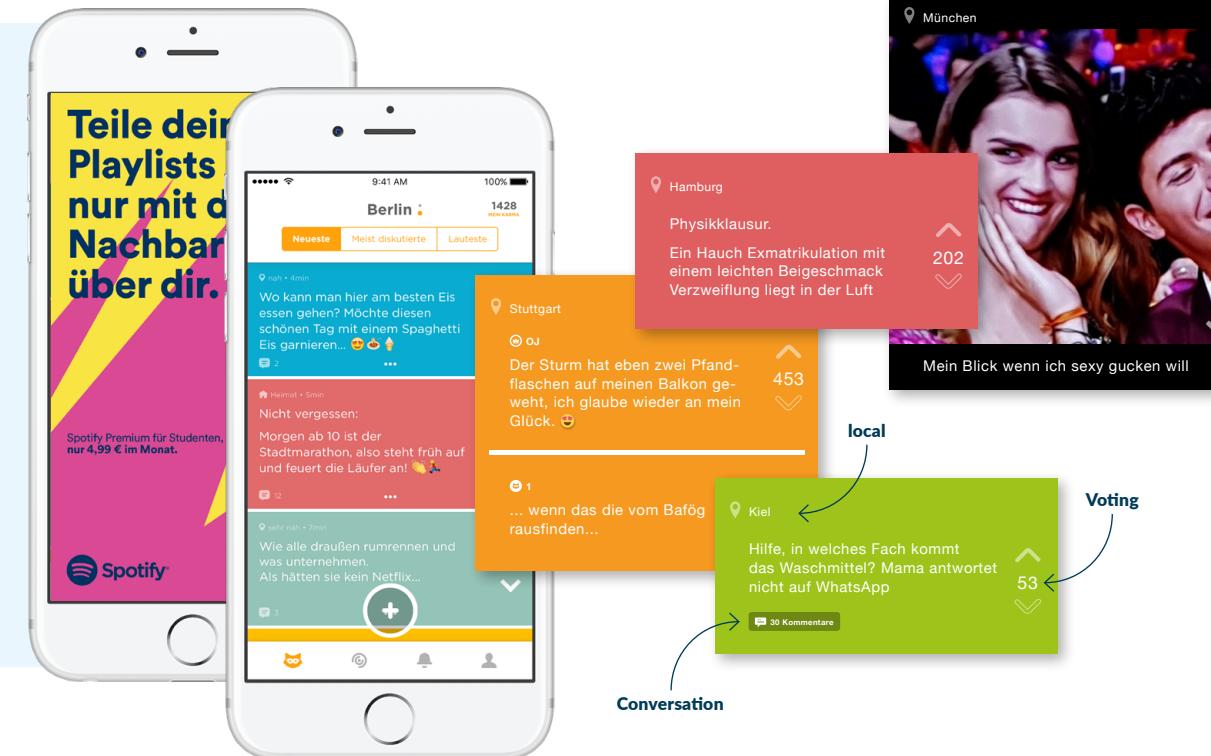
**Brand
Awareness**



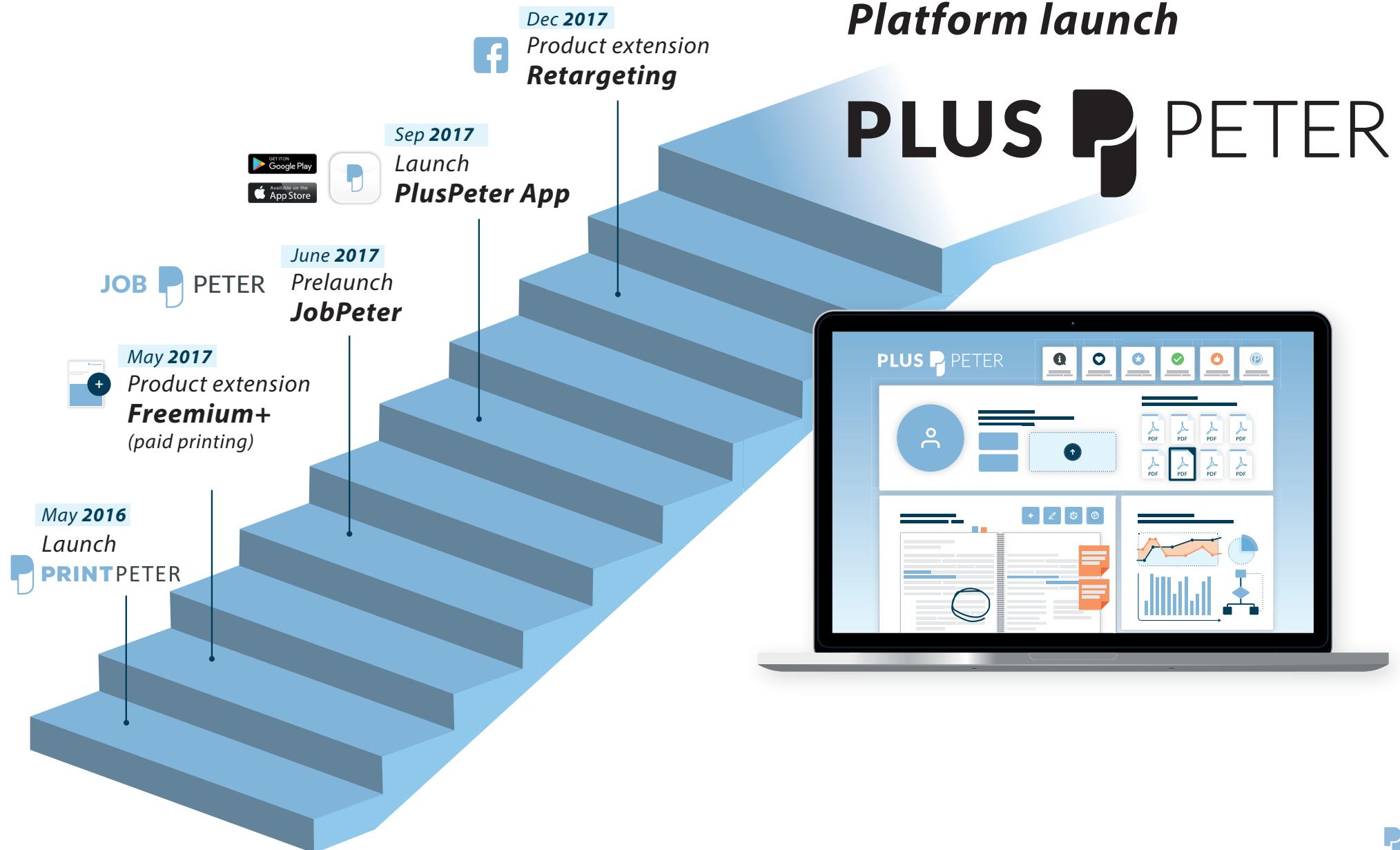
**Multiplier
Effect**



**First Mover
Advantage**



Moving from a product to a platform



PlusPeter Smart Learning – the next logical step

Documents as basis to revolutionise studying.



0,22 € CAC
+70% WOM



Smart Learning

Like all our products, we use the **free print as lock-in**. The free service supplies us with up to **1.000 documents daily**.

Advancing studying into the 21st century

We live in a digitalized world, where the study process is the same as 100 years ago.



Individual studying



Collective studying



Gamification



Monitoring

Today

- Overwhelming amount of generalized material
- Offline study groups inefficient and timely
- Only possible in limited numbers
- Studying is not fun but compulsory
- Effective measuring of study processes not possible

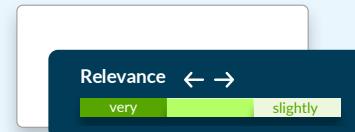
**Future
PlusPeter**

- Intelligent selection of viewing options within the document
- Recommendations based on study behaviour
- Students study online within the same document
- Notes, flashcards and supportive comments are shared.
- Motivating studying through:
 - ✓ Points and Badges
 - ✓ Vouchers / Sponsoring of companies
- Rich insights about the study process
- Benchmarking with fellow students

PlusPeter Smart Learning



- › **Smart Markierungen**
Relevantes wird markiert



- › **Monitoring**
Transparenz gegen Angst und Druck



- › **Gruppenarbeit**
Zusammen ist man weniger allein



- › **Notizen & Karteikarten**
Intelligent und effektiv



- › **Neuartige Ressourcen**
Passende Inhalte zum passenden Moment



- › **PlusPunkte**
Lernen und Helfen wird belohnt

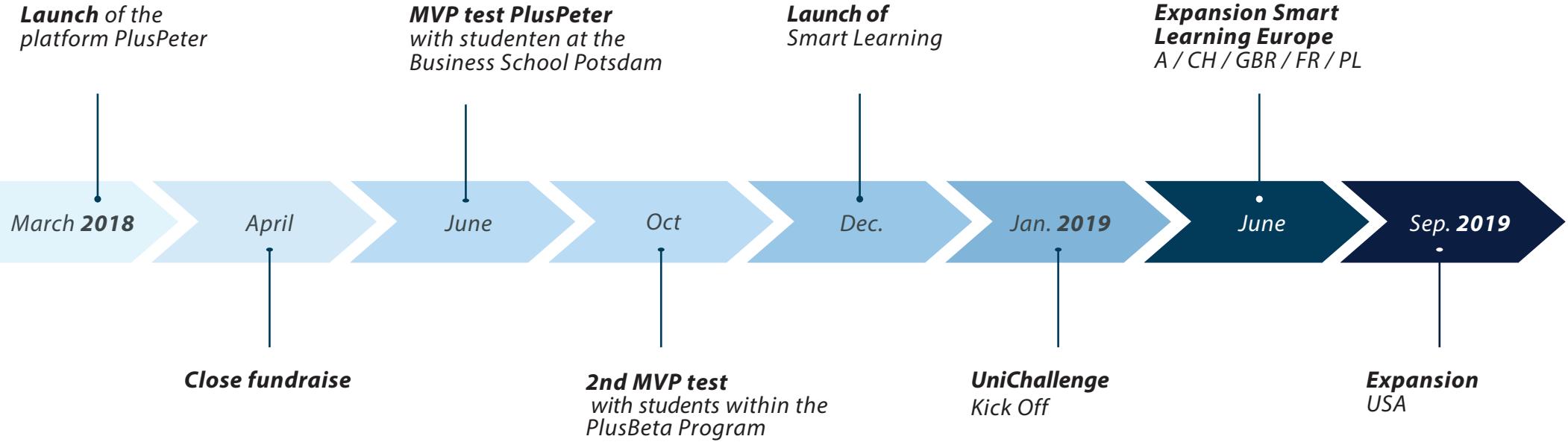


- › **Study Plan**
Vergleiche ziehen, die zählen



- › **Sharing**
Studierende unterstützen sich

Roadmap - milestones



Entering the world of education

Known from



Süddeutsche Zeitung

DIE WELT

Frankfurter Allgemeine
ZEITUNG FÜR DEUTSCHLAND

DIE ZEIT

Thank you for listening!

PLUS P PETER



+ Contact

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GRÜNDERSZENE
Newcomer des Jahres 2017



Deutscher Preis für
Wirtschaftskommunikation
2017



Gründer Campus 2016
1. Platz



Roland Berger
THE PITCH 2016
1. Platz