

PROFILE

<b>Portfolio Company Full Name: Wedidit Solutions</b>	
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EXECUTIVE SUMMARY**Management Team (Background/ Experience):**

Eytan Schmal, CEO/CTO - Headhunted from Israel for an optical startup company in SV as a director of Management software, hired and assembled a team of 40 engineers in a record time of 6 months, successfully delivering 4 management solutions. In Israel, as R&D Manager, successfully retained customers of a digital XC manufacturer through a development of an innovative management solution. Worked with Students to successfully improve SME businesses in Vietnam.

Nguyen Thanh Tu, COO/Business Development - First Prize at RMIT Business Plan Competition 2014 (Team Leader), Hult Prize 2015 Regional Finalist (Leader) (Dubai), Most Promising Award at Texas Instrument Innovation Challenge 2014, First Prize DEMO Student Alpha Pitch 2013. Founder, Order of the Heart, a non-profit org.

**Business Opportunity being addressed:**

We help businesses generate more sales by promoting their brand better in stores, protecting their brand in the market and building relationships with consumers

Manufacturers lack connection with their consumers due to many levels of intermediaries and elaborate supply chain. This results in brand value erosion and the inability to tap into consumer loyalty potential, and eventually lost sales opportunities.

This greatly dissatisfies consumers, who suffer from ads fatigue, are seeking relevant content while in stores, and are dissatisfied with post-purchase care.

**Product(s)/ Service(s):**

Our product Komorebi is a phygital branding solution that helps brands talk, listen, understand and care for their retail consumers. We provide consumers with an in-store and post purchase brand experience, and businesses with analytics and insights.

Manufacturers are provided with insights about demographics, purchase locations, communication with consumers, incentives management, loyalty programs, warranties and more.

For consumers, an unparalleled in-store and post purchase experiences accessible via any QR reader, view in-store and post purchase relevant digital content in their own language, issue complaints and provide feedback to manufacturers, share with friends and manage their history.

**Capital Advantage (i.e. Market Strategy):**

Starting with focus on Vietnamese manufacturers or distributors of branded value-added products mainly in food & beverages, drugs and food supplements, and cosmetics though we have customers from other industries as well. They are aware of tech trends and really care about branding. Expecting to expand globally in 2018. Consumers are mostly affluent millennials and white-collars who are interested in making informed purchase decisions and accountability from the manufacturers.

A combination of push & pull for manufacturers and distributors, utilizing trade events, in-house sales, trade associations, government agencies, 3rd party sales & professional services, and targeted online & media channels.

Consumers are offered with a web-app scannable by any QR-reader. We are utilizing a combination of communicating tags, POSM, word-of-mouth, social media and mass-media channels.

**Series Stage: Seed**

**Seeking Funding:** USD 250,000

**Raised to Date:** USD 135,000