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Consumer loyalty through enhanced transparency



Oleg Romanov | CEO | +380 (50) 311 8 777 | oleg.romanov@genu.im

Consumer's challenges



90% of consumers cannot use label to confirm that a product meets their **health-related needs***



69% of consumers are not ready to buy a product with **unknown ingredients***



74% of the U.S. consumers switch to other brands due to **lack of accurate** product **information***

* FMI: Food Industry Association, US http://bit.ly/FMI_Transparency

Why now

The new requirements for transparency are going to be implemented

EU

The new Transparency Regulation applies to
SMEs on 27 March 2021

Published in the Official Journal* on September 6, 2019

US

US: Food Safety Modernization Act by FDA
requirements preliminary applies to **SMEs**
from **January 2022**

Published in the Federal Register** on September 23, 2020

*European Commission <http://bit.ly/EurostatTransparency>

**Federal Register, USA <http://bit.ly/FederalRegisterGov>

Transparency is important

68% of Millennials and 72% of Gen Z most willing to **pay more** for sustainable products*

They are ready to **pay more than 10%** premium on product, if there is clear evidence of product origin transparency*

Forbes <http://bit.ly/ReadyToPayMore>

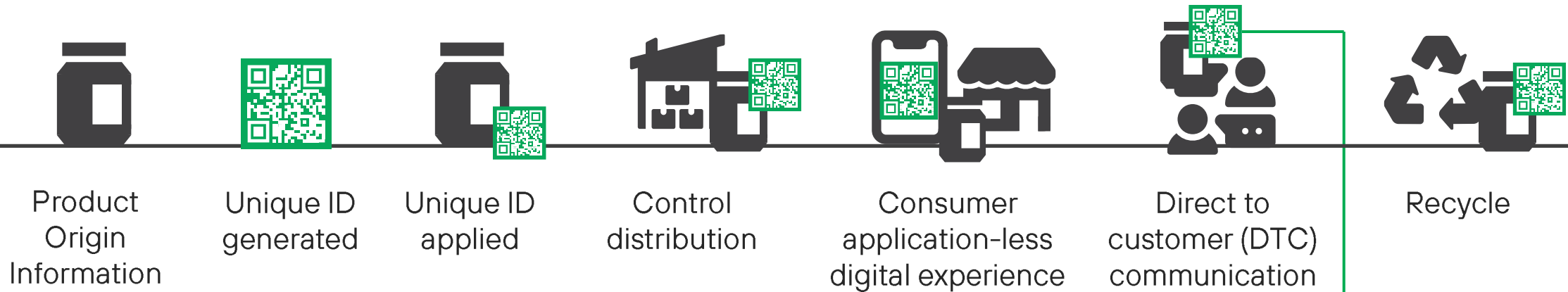


delivers
evidence
of the
statements
the user
is looking for
and
pays for

Physical product journey



Digital product journey



**GENUIM merges physical and digital journeys
by attaching highly protected secure label*
with thoroughly engineered ID**



[*Details in Appendix C](#)

Market size

USA, EU, Ukraine

Consumer Packaged Goods (CPG) labeling market

SMEs in USA, EU, Ukraine

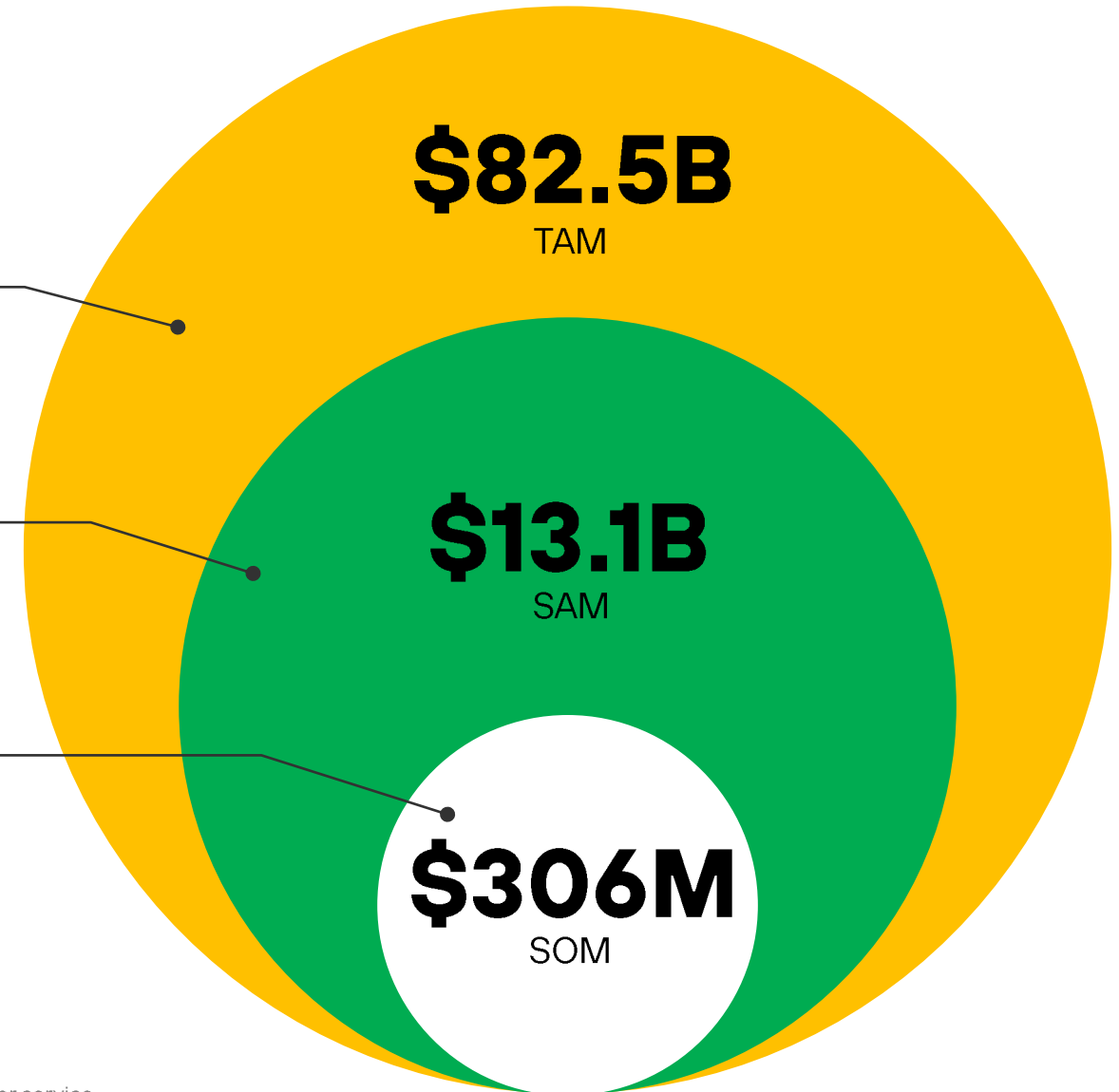
Food & hygiene CPG labeling market

SMEs in USA, EU, Ukraine

3% of the US **food & hygiene** CPG labeling market

1% of EU **food & hygiene** CPG labeling market

9% of UA **food & hygiene** CPG labeling market

















[*Details in Appendix A](#)

TAM - Total Available Market is the total market demand for a product or service

SAM - Serviceable Available Market is the segment of the TAM targeted by our products and services

SOM - Serviceable Obtainable Market is the portion of SAM that we can capture

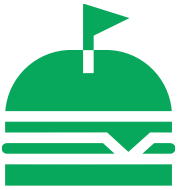
Competitors

Features	GENUIM	Syntegon	Labelinsight	Delivr	Evrythng	Systech
Counterfeit detection						
Direct to customer (DTC) communication						
Recommendation based on consumers' priorities						
Optimized for SMEs volumes						
Highly protected secured labels*						

[*Details in Appendix C](#)

Revenues in target markets

Consumer packaged goods



Food



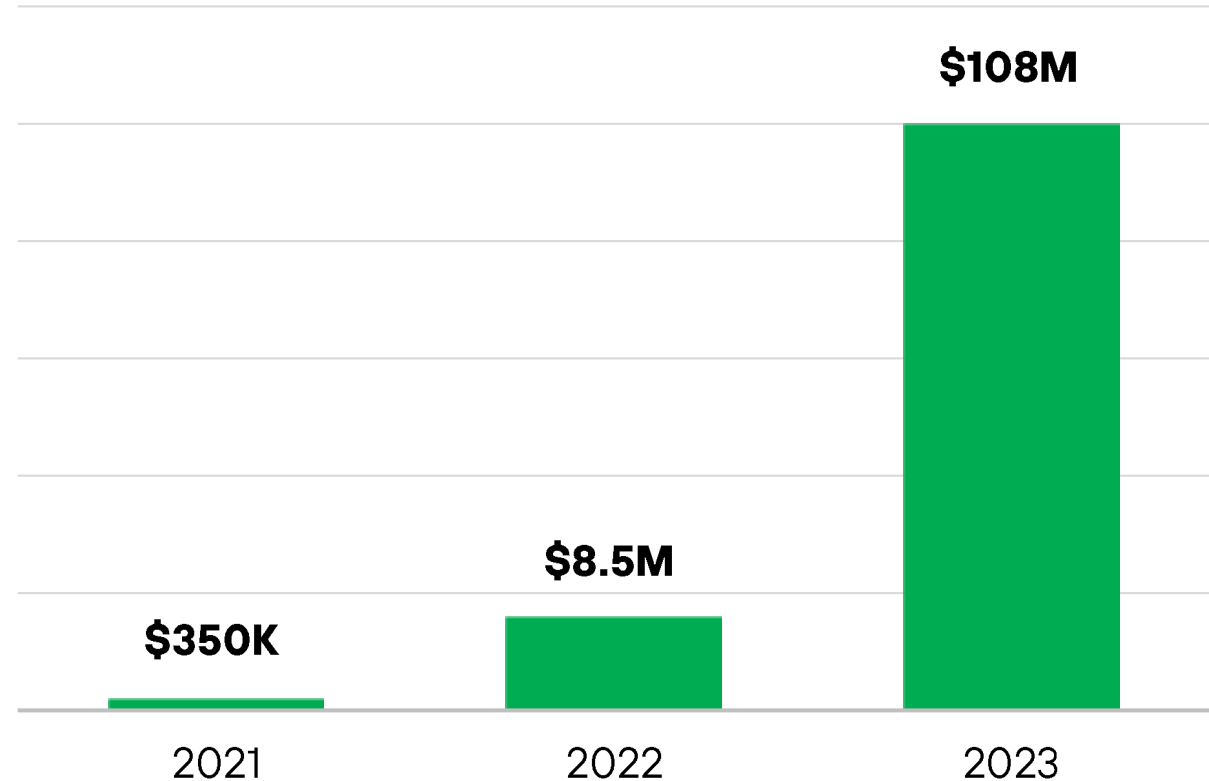
Hygiene

Monthly subscription plans

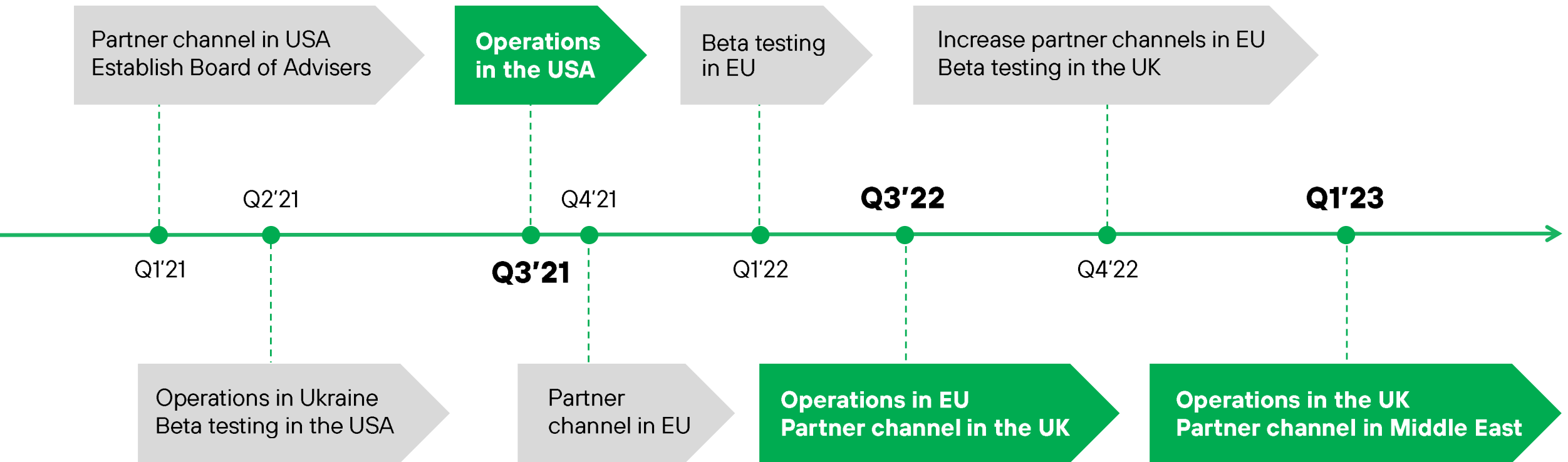
\$150	For micro businesses*
\$300	For very small businesses*
\$650	For small businesses *

- micro business have one owner, 1-5 employees and focus on a single product
- very small business - less than \$1M revenue annually.
- small business - employing fewer than 500 full-time employees

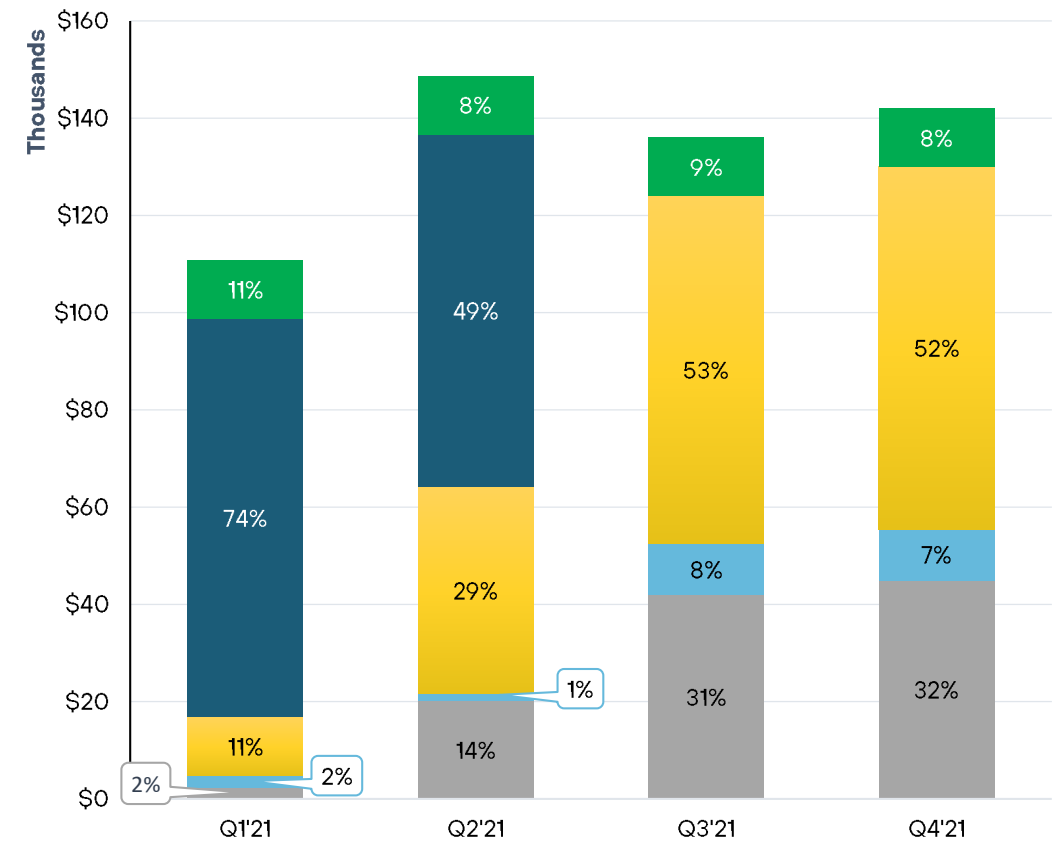
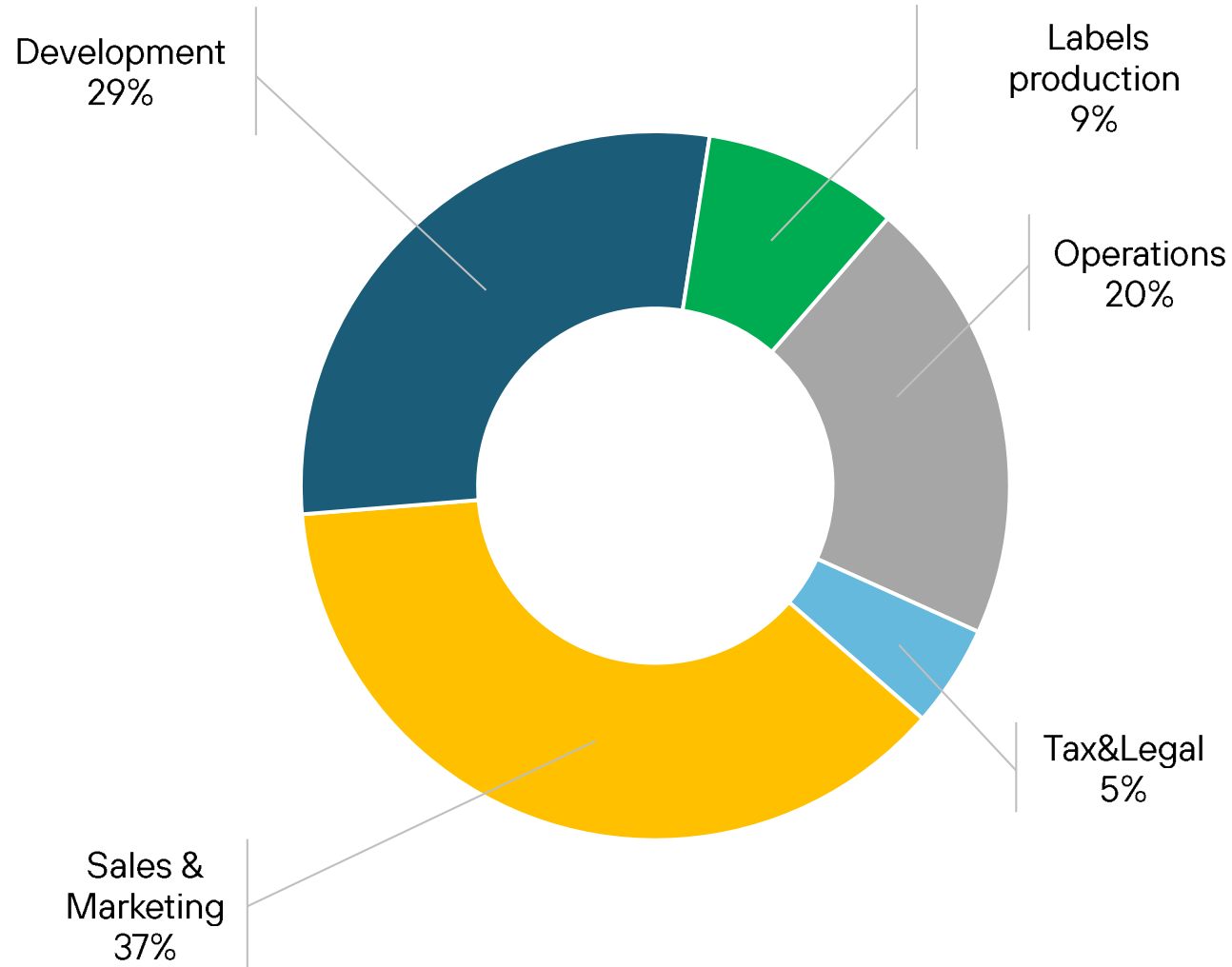
[*Details in Appendix B](#)



Roadmap



We are raising \$600K for 12 months



Team



Oleg Romanov

Co-Founder, CEO
20+ FinTech expertise,
Sales and Business development



Alexey Tretyak

Co-Founder, CTO
20+ years in Software Development,
Logistics and Warehousing



Vlada Romanova

Operations Officer
10 years in international companies,
5+ years compliance expertise

4 startups in common for **10** years | Over **50** years in IT business

We know why this is important | We know who needs this | We know how to do this

**Consumer
loyalty through
enhanced
transparency**



Thank you!

Oleg Romanov,
CEO

+380 (50) 311 8 777
oleg.romanov@genu.im

Appendix

- ✓ **80% Cotton**
- ✓ **20% Polyester**
- ✓ **Tax reputation**
- ✗ Child labor
- ✗ Environment pollution
- ✗ Dangerous working conditions
- ✗ Discrimination



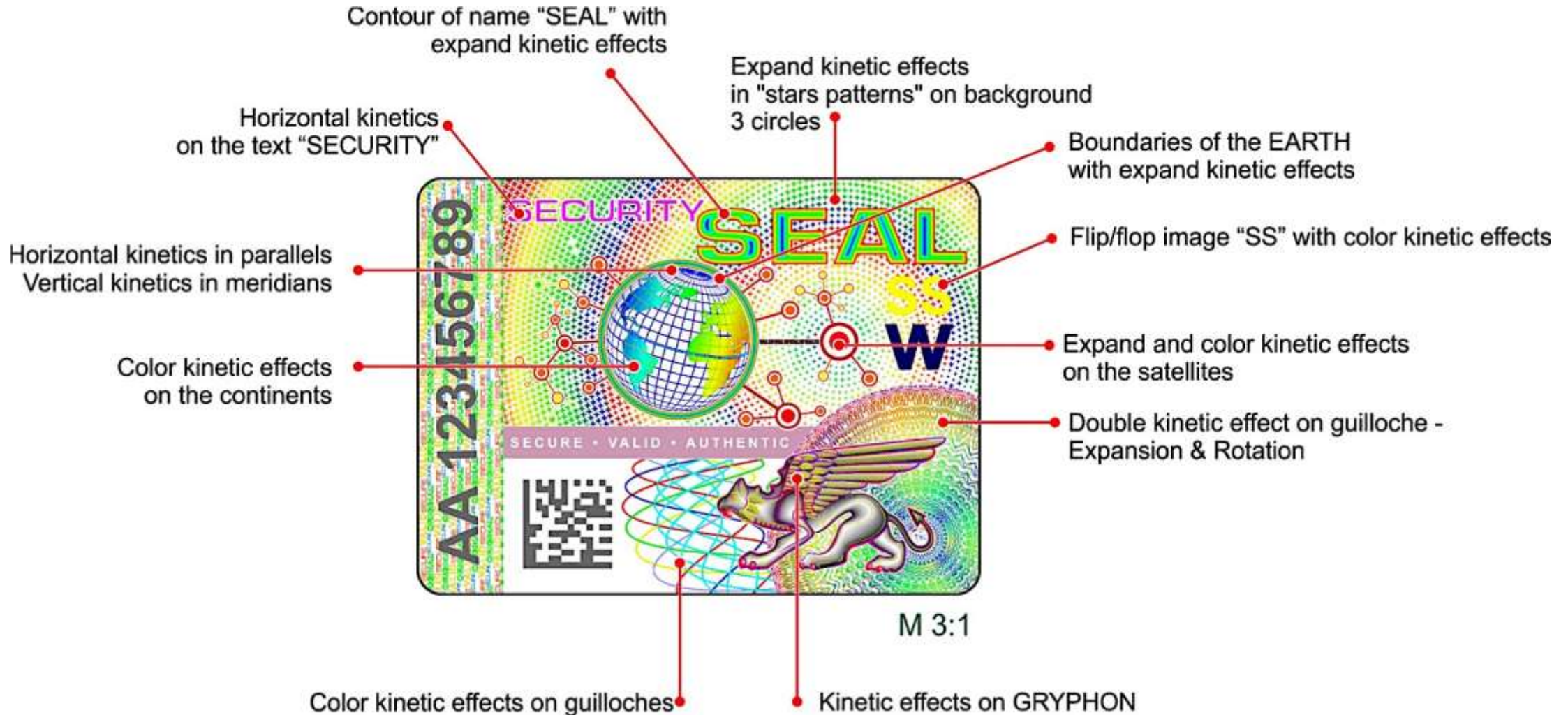
Appendix A. Market size details

Country	TAM Clients	TAM / Y revenue, \$	SAM Clients	SAM / Y revenue, \$	SOM, Clients	SOM / Y revenue, \$
EU	49M	\$ 51.5B	2.2M	\$ 5B	22K	\$ 49.8M
UA	0.242M	\$ 0.436B	0.13M	\$ 0.24M	11K	\$ 21,M
US	7,8M	\$ 30.2B	2.1M	\$ 7.8B	63K	\$ 235.2M
Total	61.2M	\$ 82.1B	4.46M	\$ 13.3B	97K	\$ 306.2M

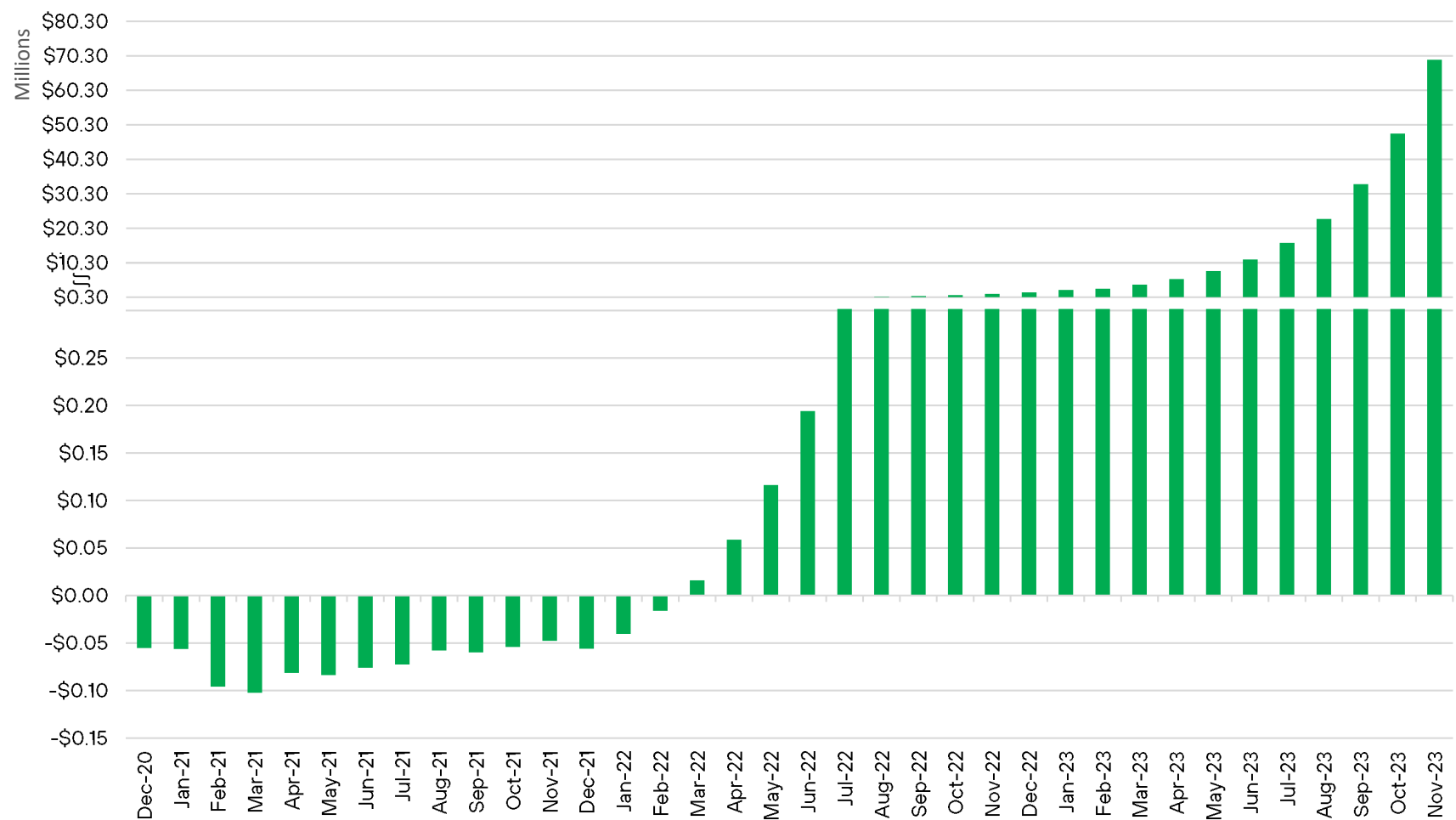
Appendix B. Customer lifetime value

Subscription plan	For micro businesses	For very small businesses	For small businesses
ARPU - average revenue per user / month, \$	\$ 150	\$ 300	\$ 650
New users per month	381	1,337	298
LT - Life Time, months	4	12	18
CAC - customer acquisition cost, \$	\$ 13		
Paying users	1,524	16,044	5,364
Per user			
LTV - Lifetime Value (LT*ARPU), \$	\$ 600	\$ 3,600	\$ 11,700
LTV-CAC, \$	\$ 587	\$ 3,587	\$ 11,687
(LTV-CAC)/LT, \$	\$ 147	\$ 299	\$ 649
Financial indicators			
MR - marginal revenue, \$	\$ 223,726	\$ 4,796,095	\$ 3,482,788
OPEX (excl. Sales&Marketing), \$	\$ 37,375		
EBITDA, \$ / month (average)	\$ 2,796,828		

Appendix C. Highly protected secure label

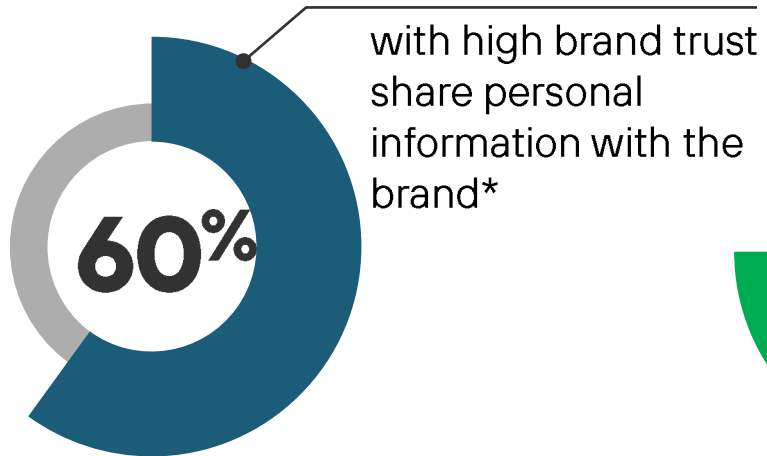


Appendix D. Cashflow in 3 years

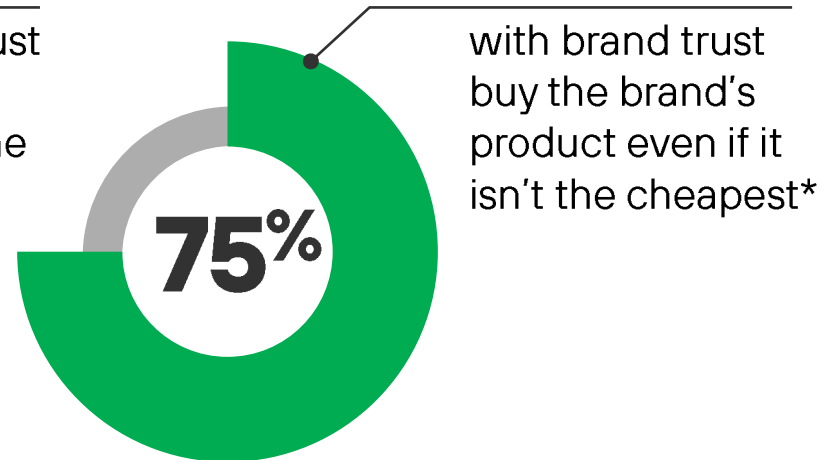


Why trust matters?

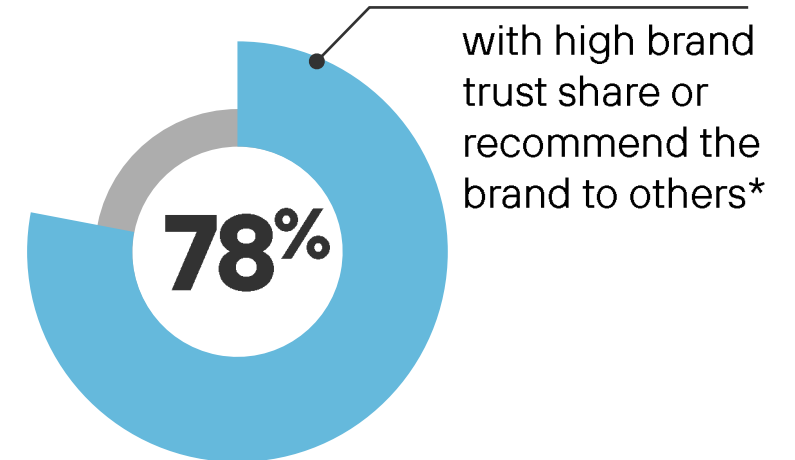
Engagement



Loyalty

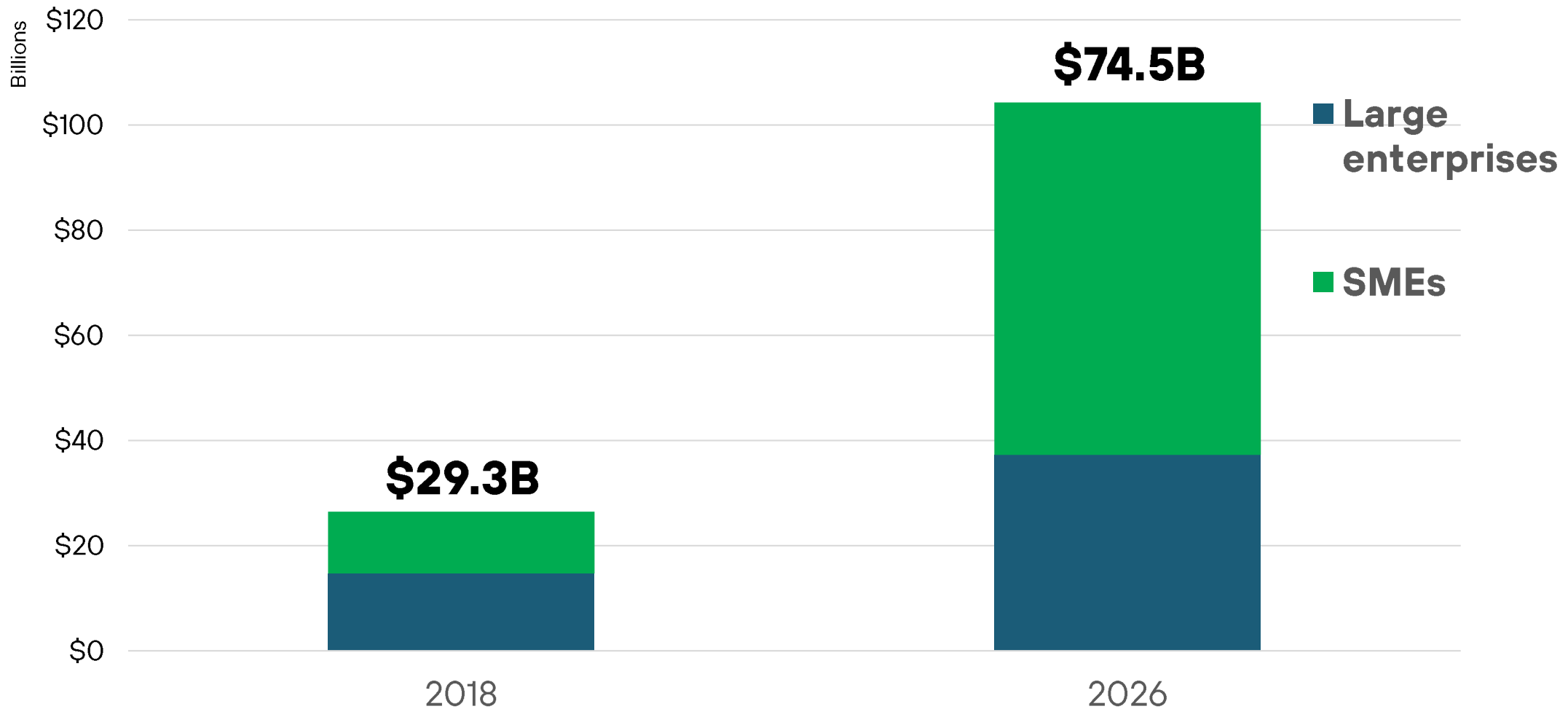


Advocacy



* 2020 Edelman Trust Barometer report <http://bit.ly/EdelmanBarometer2020>

eGRC market size* by company size



Market says

«73% of millennials are ready to pay more for sustainable products, in comparison to just 66% of general consumers»*

BusinessInsider

"The green technology and sustainability market size is expected to grow from USD 8.7 billion in 2019 to USD 28.9 billion by 2024."***

ReportLinker

* <http://bit.ly/BusinessInsiderMillenialsPayMore>

** <http://bit.ly/UkravitSustainable>

«Якщо ти хочеш зробити дійсно великий масштабний бізнес, то сталий розвиток – це те, про що потрібно думати заздалегідь»**

Віталій Ільченко,

власник і генеральний директор компанії UKRAVIT, Україна

"Despite the fact that millennials are coming of age in one of the most difficult economic climates in the past 100 years, they continue to be most willing to pay extra for sustainable offerings — almost three-out-of-four respondents" ****

Nielsen

*** <http://bit.ly/GreenTechnologyMarketSize>

**** <http://bit.ly/NielsenGreenGeneration>

Hardware equipment for large enterprises

QR codes
printer

QR codes
scanners

