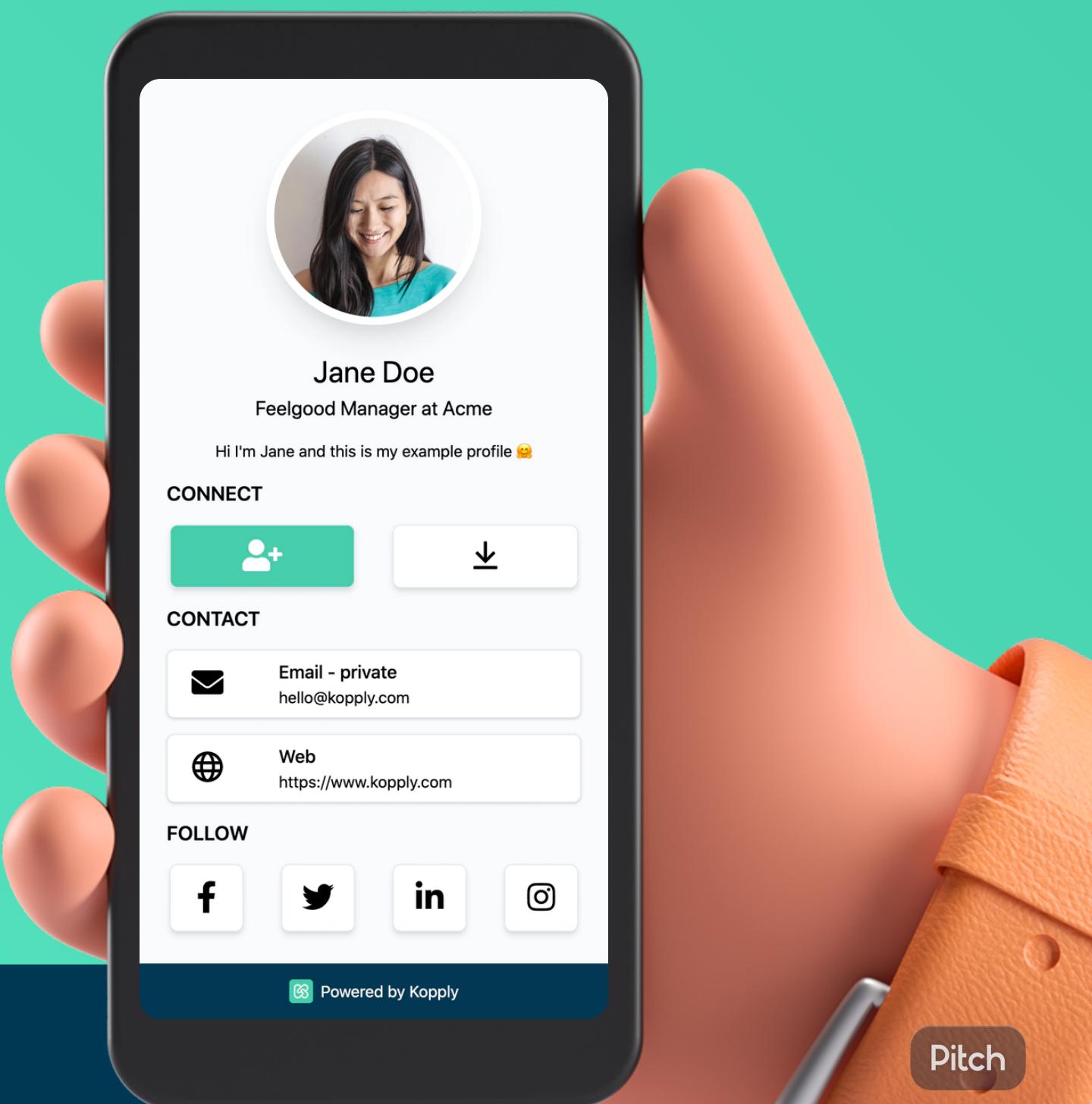




Connect once and forever



Janine Wagner, janine@kopply.com, <https://www.kopply.com>

Pitch

Problem

Wasting time, money and resources because of unorganized contact information.



Multiple Networks

Finding the right platform to connect and communicate within all the messenger, social networks and other services.



Don't find the people you need

Not remembering over which platform, messenger or other communication tool you are connected.

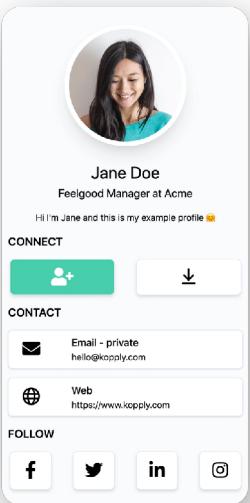


Outdated and incomplete contact information

Spending time and money chasing contact information because a contact is incomplete or outdated.

Solution

Combine existing information in one place, maintain and organize it from there.



A mobile and web application that helps you to maintain and organize all your contact information in one place.



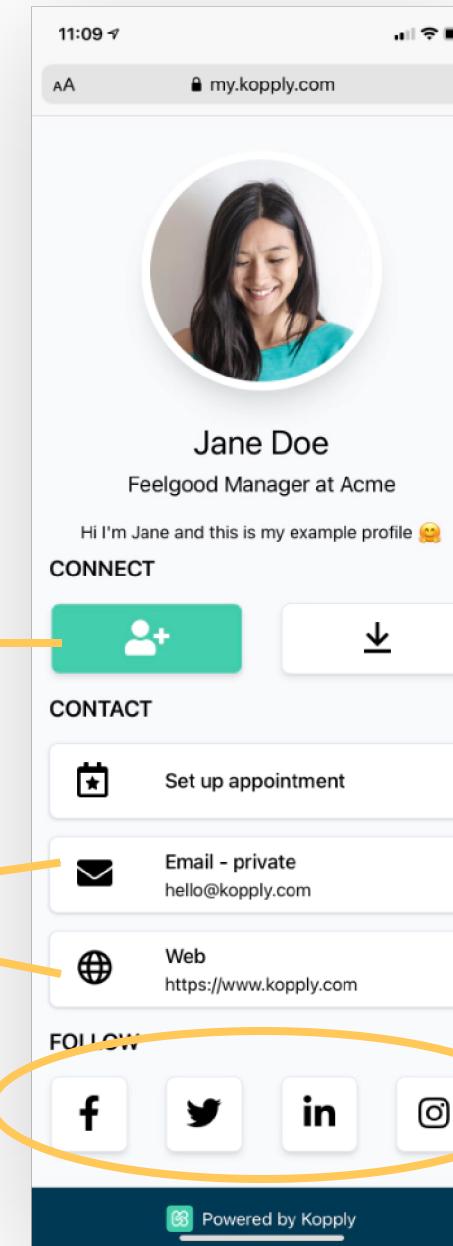
Share easily a whole set via QR-Code, NFC or Link. The receiver does **not** have to be a Kopply user.



The combination of all your services in one place makes it easy to search for skills names and other indicators.

First Product

More than just a digital business card



Connect over Kopply

Save contact information to addressbook

Traditional contact information

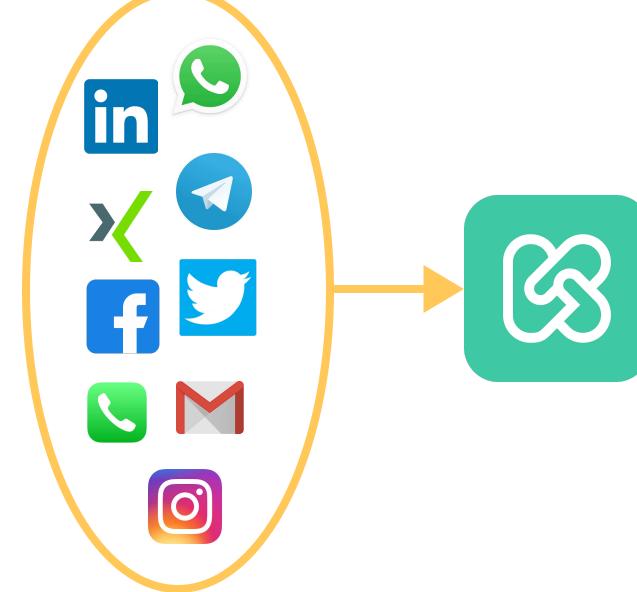
Schedule appointments

All your social media channels

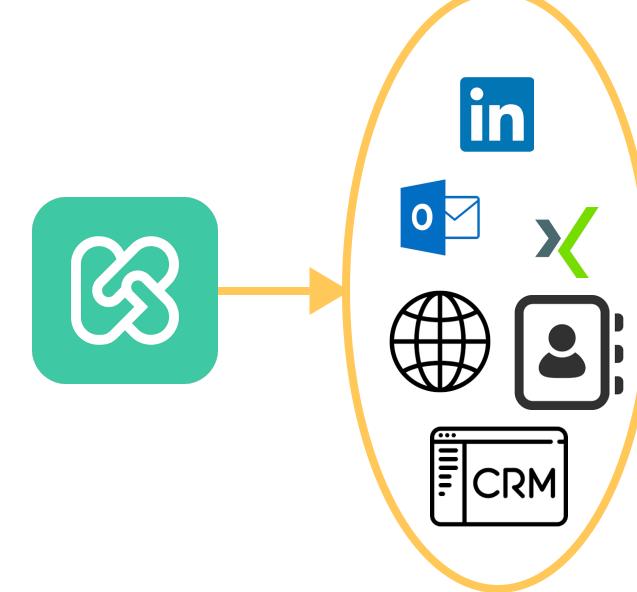
Works without
Kopply-
Account

Vision - One Place...

To become the one source for contact information



... to combine all services
related to contact information



... to update your information
when sth. changes

- Reminder
- Sort
- Notes
- Logs
- Recommendations

... to maintain your network and
find the people you need

Our Journey

2020 - Development Phase

Achievements

- Graduated from Founder Institute
- Launched to Google Play and Apple AppStore
- Launch Premium features
- First paying customers

2021 - Growth Phase

- Grow Team
- Further product development
- User growth
- Customer Acquisition

Testimonials

"I even decided to use a CRM as a single person (paid!) because Kopply's solution wasn't on the market yet!"

"It's more about the service than the application itself."

[...] I have been using a competitor previously, but Kopply looks much more intuitive. Nice work!"

Business Model

	Free 0€	Premium 6€ per month	Teams 5€ per user per month (at least 3)
Digital Business Card	standard	unique branding	unique branding
Number of contacts	ulimited	unlimited	unlimited
Organisation of contacts	limited tags and notes	unlimited tags and notes	unlimited tags and notes
Multiple Cards	-	yes	yes
CRM Integration	-	limited	yes
Shared contacts	-	-	yes
Management Dashboard	-	-	yes

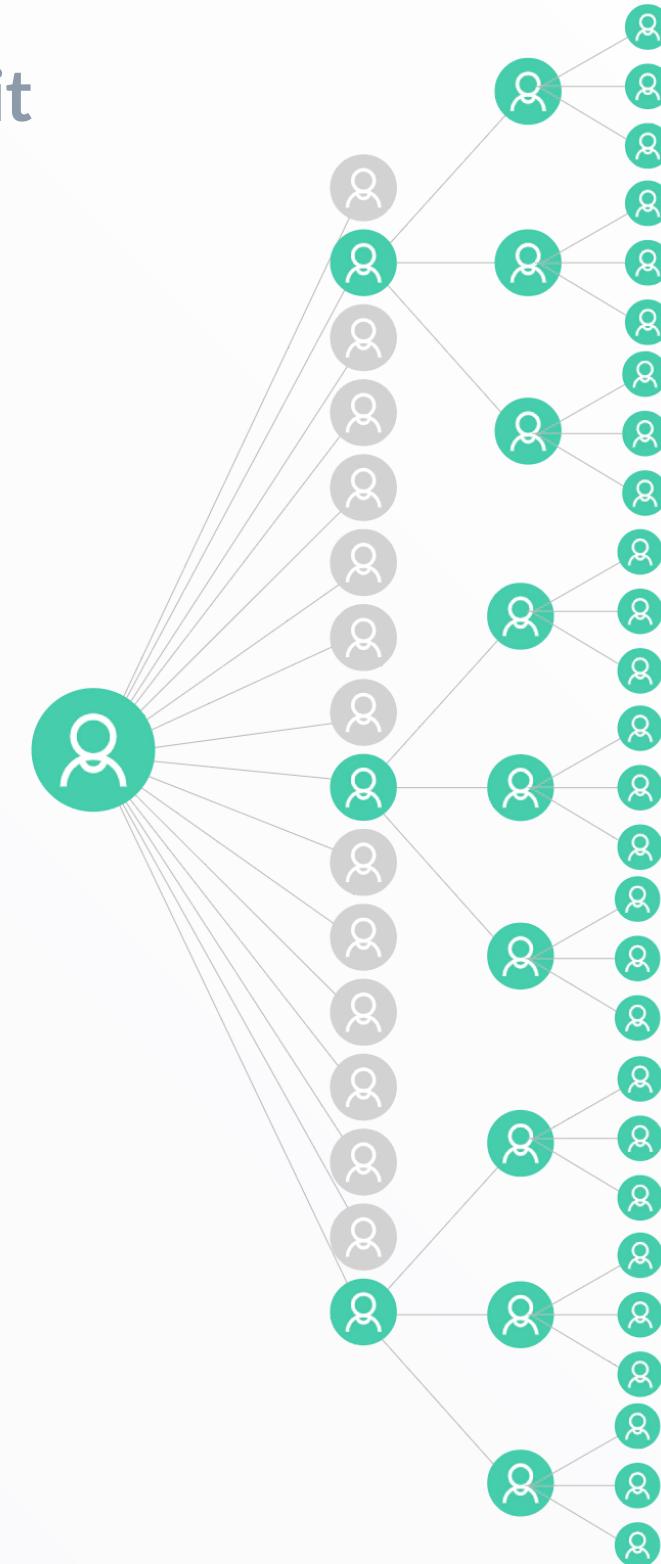
Potential for Networking Effect

One of the main points is sharing contact information via Kopply, thus promoting it

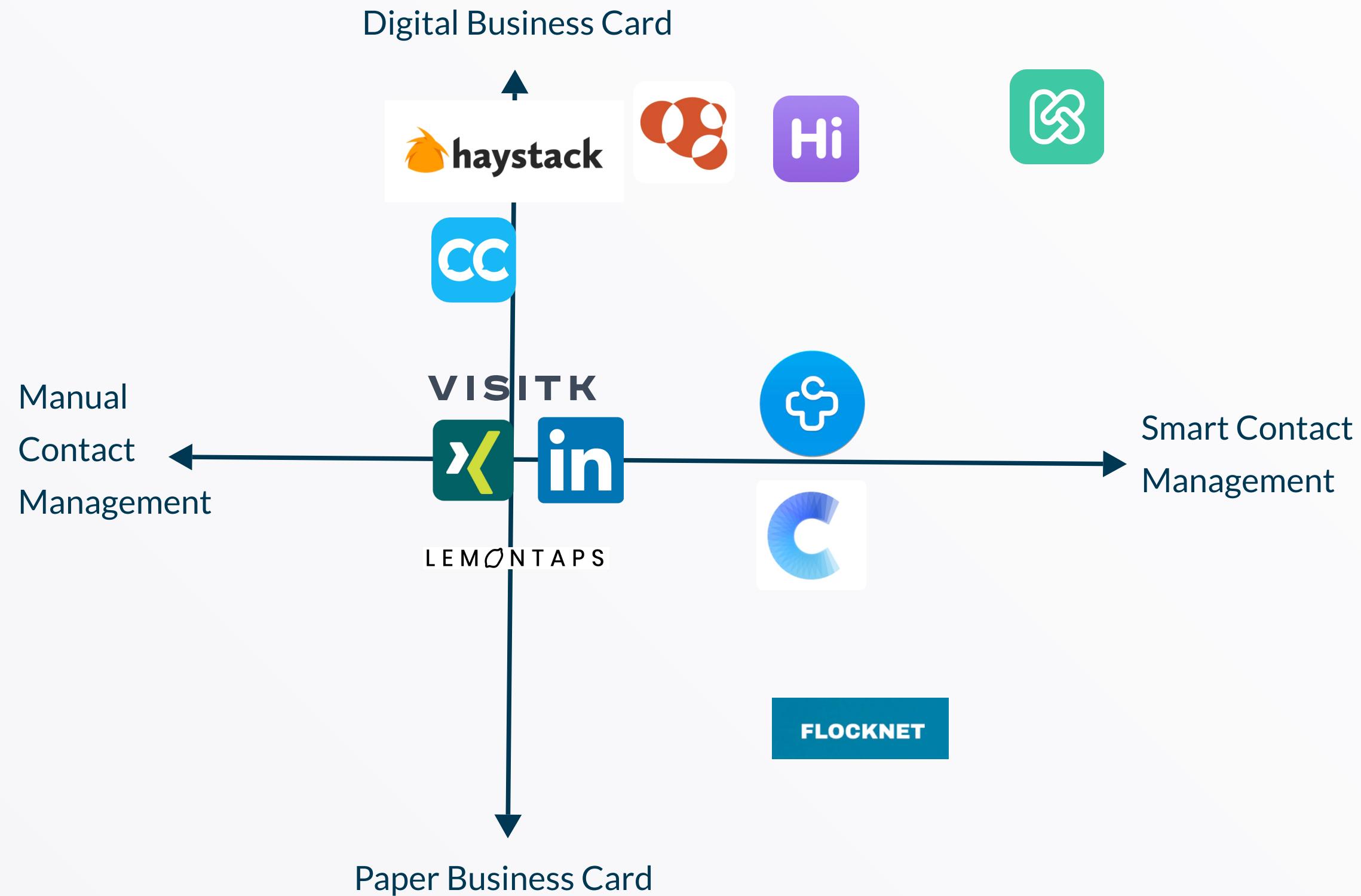
Our tests and customer interviews have shown:

- Professional Networkers exchange contact information at least 16 times per month
- 20% of people who see the card of someone else sign up for Kopply
- 5% who sign up subscribe for Kopply

€30M
in 5 years



Competitive Landscape



- Kopply starts with a mobile first digital business card
- The core business of Social Networks like linkedIn is to keep users as long as possible on the platform
 - makes you unproductive
 - time consuming
 - no possibility to organize contact information
 - contact information is incomplete



Team



Janine Wagner

Founder

- 7 years experience in software development
- Full stack developer with experience in UI/UX design

equensWorldline  mpsi max planck institut
informatik



Björn Wagner

Founder

- Business administration
- 5 years in software development
- 10+ years leadership

NCI AGENCY  BUNDESWEHR  

The founders know each other for more than 10 years and work closely together for 2 years know and bootstrapped the company so far. They have a very complementary skill set that gives them the right mix of talent to tackle the challenges they will face.

Both graduate from Founder Institute Berlin in Spring 2020.



Advisor



Kai Malkwitz

 Impact Startup & Ecosystem builder



Stefan Klees

Entrepreneur & Business Owner

Go to market

Entry market: professional networkers

- Further development of the product closely together with entrepreneurs and small businesses
- Partnering with organizers of networking events
- Viral marketing





150 K

(Pre-Seed)

Growth

- User growth
- Product Design
- Product Features
- Customer Acquisition
- Hire 1 marketer and 1 designer

Thank you!

