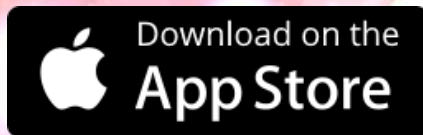




# Giraf

## Open Your World



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TEAM

PROBLEM

SOLUTION

MARKET

KPIs

BUSINESS MODEL

FINANCIAL PROJECTIONS / WE LOOK FOR

CONTACT

# TEAM



giraf.world/constant  
CEO



giraf.world/bgimet  
CTO



giraf.world/alex  
Full stack dev



giraf.world/thibs  
Marketing



giraf.world/florian  
iOS dev



giraf.world/museehomme  
Android dev

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## Advisers



giraf.world/AlainTingaud  
Founder @AlainTingaudInnovations  
CEO @SportingUnionAgenais



giraf.world/gMaison  
Chairman @ClusterINOO  
CEO @InfoPartner

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## Previous investors

10 business angels

**ARDEV**

**bpi**france

# PROBLEM

- We cannot reference our different social networks

*So here is the way some people do to tell about all their social networks...*



...on Instagram



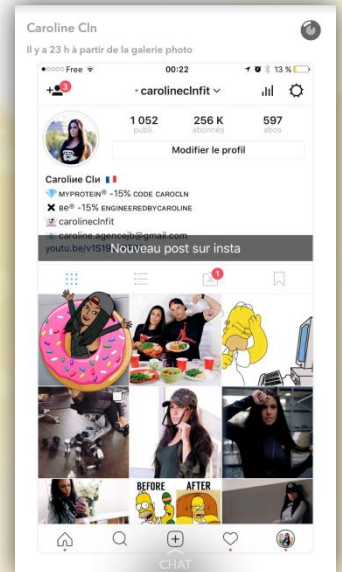
...on Tinder

- Lost in all the social networks and in their saturated feeds, we miss the posts that really matter

*Here is the "hack" some people found to make their new posts more visible...*



...in their Instagram stories



...in their Snapchat stories

- How do you target people you want to interact with?



# SOLUTION

Giraf is a free mobile app. We could compare Giraf with the directory of social networks.

Thanks to the app, you can:

- Create your "digital calling card", to make all your social networks accessible from an only link.
- Inform your followers each time you add a new post on any of your social network. They will never miss a post again.
- Discover profiles through their social networks, and target them by interests.

➔ **Discover Giraf through this 1 minute video:**



*<https://youtu.be/csslj3lt-gw>*

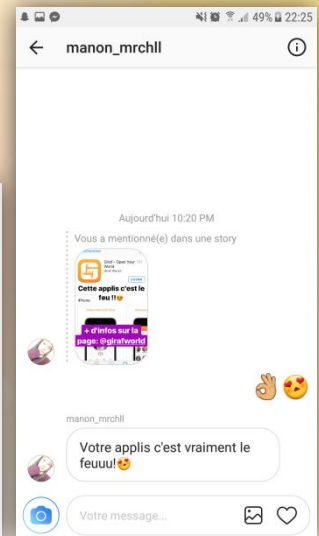
# Testimonials



Bucho @DavidS4nz · 1 h  
Allez bim pour ce duo que j'ai connu via @GirafWorld I RT RT RT

Modzli © @Jerem87tw  
+ que 10 petits abos & nous serons 4400 sur le

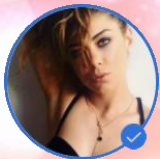
www.giraf.world/Modzli



## They use Giraf



Jigmé  
[giraf.world/jigme](http://giraf.world/jigme)  
Youtuber (1,7M)



Maeva Carter  
[giraf.world/maevacarter](http://giraf.world/maevacarter)  
French DJ



Morgane  
[giraf.world/cakesparadise](http://giraf.world/cakesparadise)  
Youtuber (120k)



Pat la réalisation  
[giraf.world/patlarealisation](http://giraf.world/patlarealisation)  
Youtuber (1,6M)



Apaulo  
[giraf.world/apaulo](http://giraf.world/apaulo)  
Youtuber (230k)



Yannick Nyanga  
[giraf.world/nyang](http://giraf.world/nyang)  
Pro rugby player



Ethan  
[giraf.world/ethan](http://giraf.world/ethan)  
Radio presenter



Anthox Colaboy  
[giraf.world/robinhood12](http://giraf.world/robinhood12)  
Youtuber (280k)

## On the stores



## People share

their Giraf profiles on Twitter



#girafworld

# MARKET

## Social Media Statistics



UPDATED APRIL 2017

Source: chrissniderdesign.com

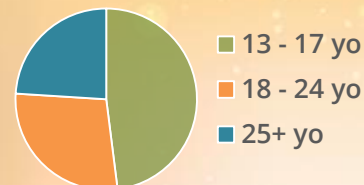
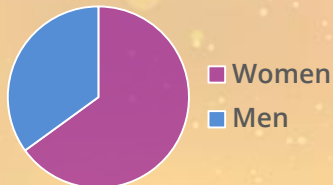
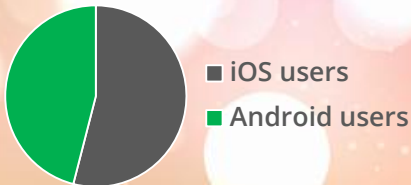


Source: smartinsights.com

## Our main target

13 - 20 yo / using at least 3 social networks

## Our existing users



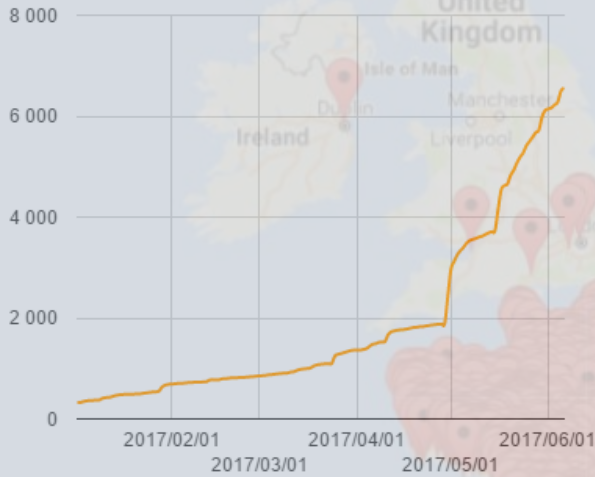
## Competitive landscape



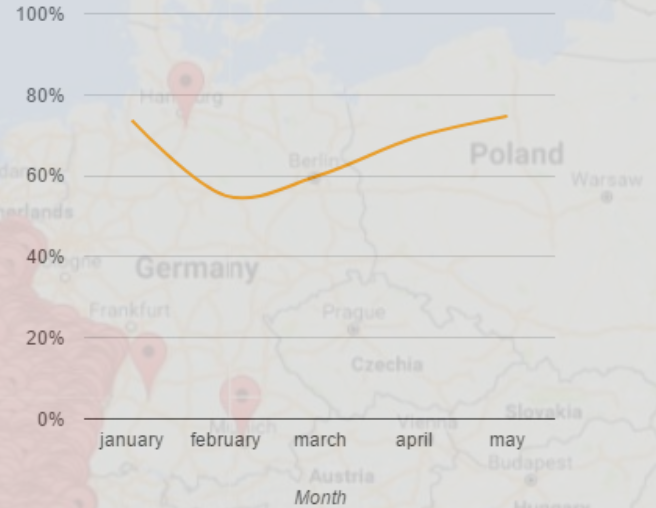


# KPIs

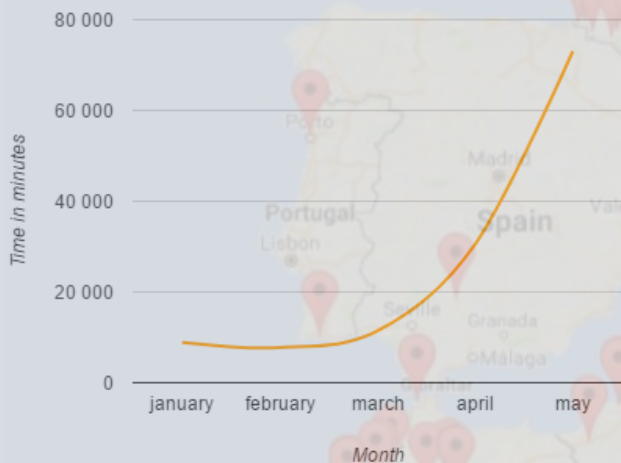
Giraf users



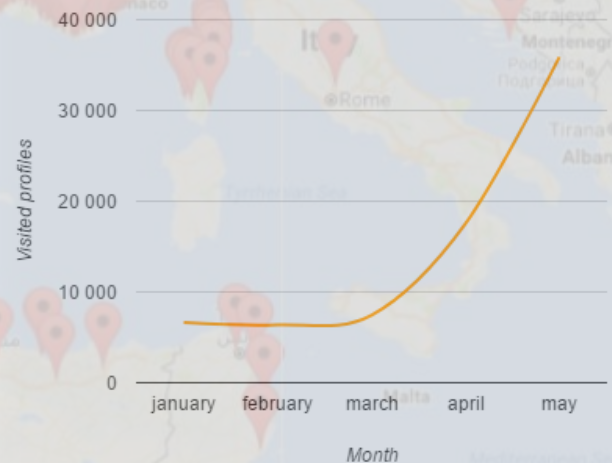
% active users evolution



Time spent on Giraf each month (in minutes)



Number of visited profiles each month

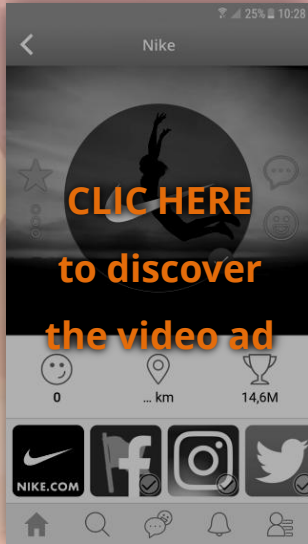


# BUSINESS MODEL

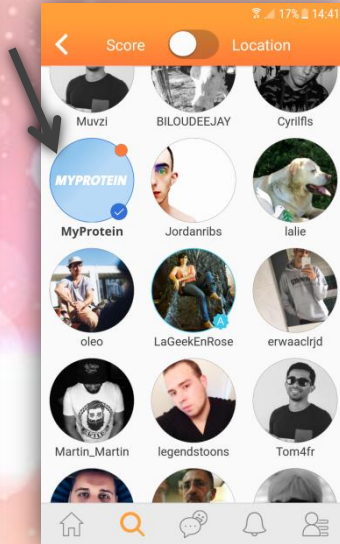
We offer visibility to announcers / brands

- Special Giraf app for pros. Pay to:

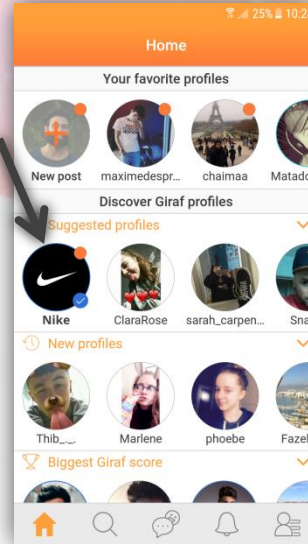
*Add a cover photo or video to your profile:*



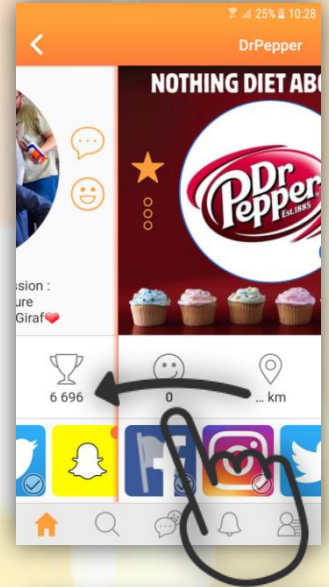
*Be featured in the search results:*



*Be featured on the home page:*



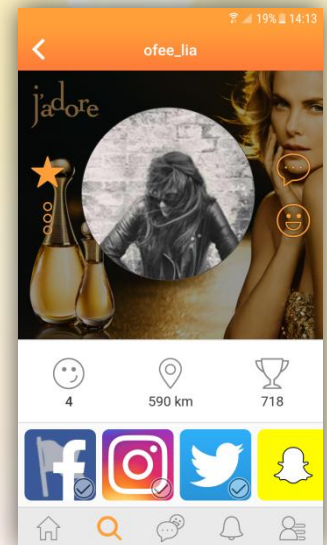
*Appear while users swipe between profiles:*



- Sponsor some users:

*Get users to represent your brand:  
Target them, and propose them to display your sponsored cover photo on their profile. They get a special deal in return.*

- Mass sending emojis to targeted users
- Branded emojis to earn in the Trophy case








# FINANCIAL PROJECTIONS

YEAR	USERS	EXPENSES	REVENUE	INCOME
2017	30 000	125 760 €	/	/
2018	894 844	984 993 €	241 608 €	- 743 385 €
2019	2 955 126	2 326 638 €	2 215 360 €	-111 278 €
2020	7 279 260	4 625 556 €	5 876 440 €	1 250 884 €

## WE LOOK FOR €1 MILLION, TO:

- Speed up the number of users (France + international)   
Working with influencers & Youtubers
- Integrate and improve our business model   
(from 1M users)
- Improve the app   
UX & UI design  
Server capabilities and architecture  
Giraf for desktop  
Crazy new features



# LES UTILISATEURS DE GIRAF TEMOIGNENT

<https://youtu.be/RoCNlhpiU0A>



constant@giraf.world