DUG

SUMMON THE GOD OF SHOPPING

*This is not dug's live pitch deck. For the ease of comprehension, some of the slides in the presentation were rearranged or enhanced with text and description.

FOUNDER'S WORD

We perfectly know how hard it is, as a newcomer, to scale up in the online retail industry.

For us, this is not only because of the fierce competition, the fragmented market or the high user acquisition cost. it is also because of the structure of the online and mobile retail market forcing retailers to use expensive, obsolete sales channels and inadequate marketing tools to target their customers.

On the other hand, it is also because of the value proposition of new apps, only focusing on one market pain at a time, which not only minimizes their impact but also keeps the retail market further away from a true retail / shopping revolution.

Our honest belief is that this revolution will never start from a subversive idea, but will occures from a simplification of current market habits and practices. This can only happen through an intuitive, but complete, solution that fit the needs of any "retail business" and any "retail consumer".

One of the potential consequences of such a tool might be the end of the mobile retail app era, but with it will come the creation of a new way in which brands, stores and consumers, will interact with each other. We've called this new dissident "DUG" but you can call it the 'god of shopping'.

WE WANT TO GET RID OF ALL RETAIL MOBILE APPS

For a unified canvas that will simplify the consumer shopping experience, enhanced the value proposition of retailers and revolutionize the relation & interaction between the two.

MARKET'S PAIN

Inhouse mobile apps are costly, have long & poor market adoption with difficulty in driving traffic to the stores

No relationship with their clients and no crossover experience between their online and offline value propositions

Tools to better target clients are expensive, complex or not adapted to store's needs, size and marketing requirements

Several apps are needed to cover all retails needs. Low frequency of use, multiple log-ins needed and are untrendy

No interactions btw brands, stores, consumers. Non-personalized reward, customer loyalty, discount and coupon programs

Lack of an efficient way to search, find or buy products on mobile, outdated and fragmented online and in store payment systems

SOLUTION

DUG is a mobile app, which proposes a simplified and structured canvas that enhances the content of a retailer, to provide to the user, a faster and geo-localized search for any type of products, services, brands, places and promotions.

The DUG Canvas not only gives the opportunity to the retailer to improve their offer but to create, in seconds, any type of discount and fidelity program, as well as reward actions to increase their customer retention.

Behind DUG lies a new generation of profile-based payment gateway that can be used, online, in store and between users.

MARKET OPPORTUNITY

550M

950B

20B
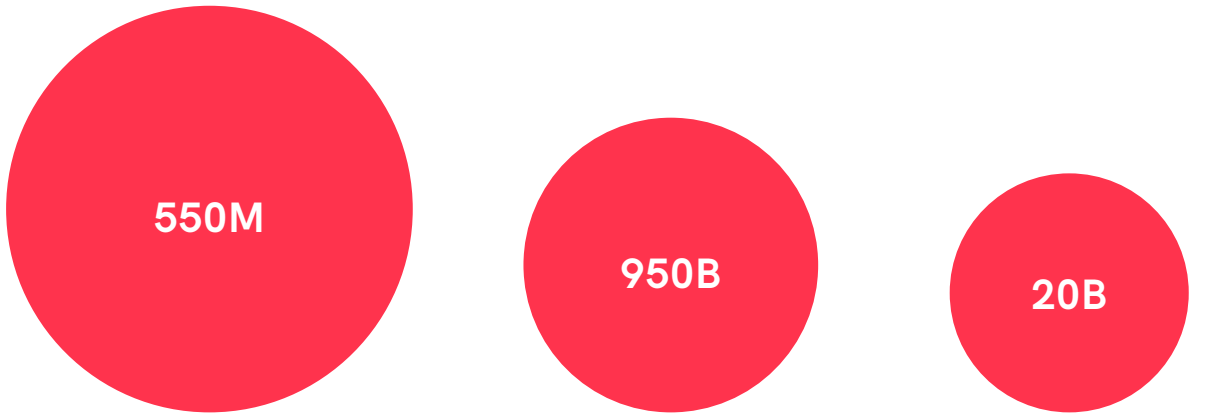
AVERAGE DUG FEE

20B

400M

2%

MARKET ADOPTION

COMMUNITY BASED

Community based retailers with Multi-topics online and offline training

REFERRAL PROGRAM

Powerful pre and post launch referral programs linked to well known influencers

TOP DOWN SALES

Targeting major groups and brands. Biggest fashion group: 7.5K POS. Biggest retail: 12K POS

DEVELOPER PROGRAM

Open source development tool combined with a digital asset market place for retailers

GHOST PROFILING

Ghost profiles allowing users to interact with retailers without a registered account.

RELATIONSHIP MARKETING

Better fidelity, higher rewards and bigger discounts leading to word of mouth

ONLINE ADVERTIZING

SEM and social ads with a strong focus on content, stories telling and ambassadors

MULTILINGUAL LAUNCH

App translation in 10 languages at launch to fasten its multilingual/international use

COMPETITIVE LANDSCAPE

ONLINE RETAILERS

PAYMENTS SOLUTIONS

SOCIAL / SEARCH ENGINE

COUPONS DISCOUNTS CARDS

COMPETITIVE ADVANTAGE

TECHNOLOGY & CONTENT

Back-end tech, uploading process, DUG infinity list & DUG payment

USABILITY

Fast, free and simple UX/UI, easy to manage, automation process

ADAPTABILITY

Major retailers, one man store, franchises, pubic services

DIVERSITY

Adaptable innovative features to better serve or target the end user

UNCOSTLY

Cheaper in fees, no monthly subscription and no hidden cost

PRIORITY

First mover advantage with a unique tool and new offer

BUSINESS MODEL

TRANSACTION FEE

Retailer X user only
Fixed fee + 1% to 3%

35%

REWARD FEE

3% to 8% of the coupons, dis-count, cashback value

25%

DUG ADS NETWORK

Pay-per-click and pay-per-view ads network revenue

30%

MARKET PLACE

15% to 30% on the feature's monthly/anual fee

10%

SEED ROUND

We are seeking funding for 12 months to make our product go to market ready, structure the team, secure first contracts with retailers and rocket ou pre-launch marketing program

FUNDING
USD 1.500.000

EQUITY / CONVERTIBLE
XX% SHARES

PRE-MONEY
USD XM

TARGET AT LAUNCH

USERS

1.000.000 registered users
12% active

POINT OF SALES

40.000 POS
85% ready at launch

PRODUCTS

10.000.000
40% around
60% online

BRANDS

A - Z

7500
55% US
45% international

FOUNDING TEAM

**BEN
WAYENBERG
CEO – 33**

**TOM
CLAESSENS
CTO – 35**

Ben Wayenberg		Tom Claessens
UC SAN DIEGO EXTENSION	2000 - 2004	ULB
FUDAN UNIVERSITY	2004-2010	ILIAS smart. reliable. ready.
Backbay Capital	2010 - 2014	Getyoo
Foodzor	2014 - 2015	Foodzor
Shelterr	2015 - 2017	Shelterr
FD	2018	CI CAREER INVEST

CONTACT

INFO@DUGAPP.COM

FREQUENTLY ASKED QUESTIONS

Beta access to our app ?
Pre agreements with brands or retailers ?
Financial plan and current funding round ?
Marketing plan and scaling strategy ?
Sneak peak on our exclusive features ?

APPENDIX (1) DEMO

APPENDIX (2) USES CASES

I CAN SEARCH FIND BUY

I wanted a blue adidas running shoes in sales and found it in 5 seconds

I needed a specific bike piece and fortunately a store next door had it

I was looking for a brand but didn't knew any stores retailing it around

I wanted to know which item from the new collection had that store in Paris

My pregnant wife wanted a vegan gluten free snack and I found it

I CAN INTERACT WITH STORES & BRANDS

I've received samples or gifts before anyone with my gold profile

I've walked close by a store and got a discount on a product I've liked

I got invited to events, drinks, parties, product release or trials

I use the app while in store to discover new products or exclusive discounts

I got an instant answer on a question I had on a specific product composition

I GET REWARDED BY STORES AND BRANDS

I've bought 5 coffees from the same shop and got 1 for free

I bought 20 times the same item in and now I get it 5% cheaper each time

As a black premium buyer I can put any clothes aside to try it later

I've posted a product on my Instagram and received a 20$ cashback

I went 50 times to that same store and I am now a silver member

I PAY INSTORE OR ONLINE IN LESS THAN 3 CLICKS

At the supermarket, restaurant, night shop, pop up store, a street corner, yard sales

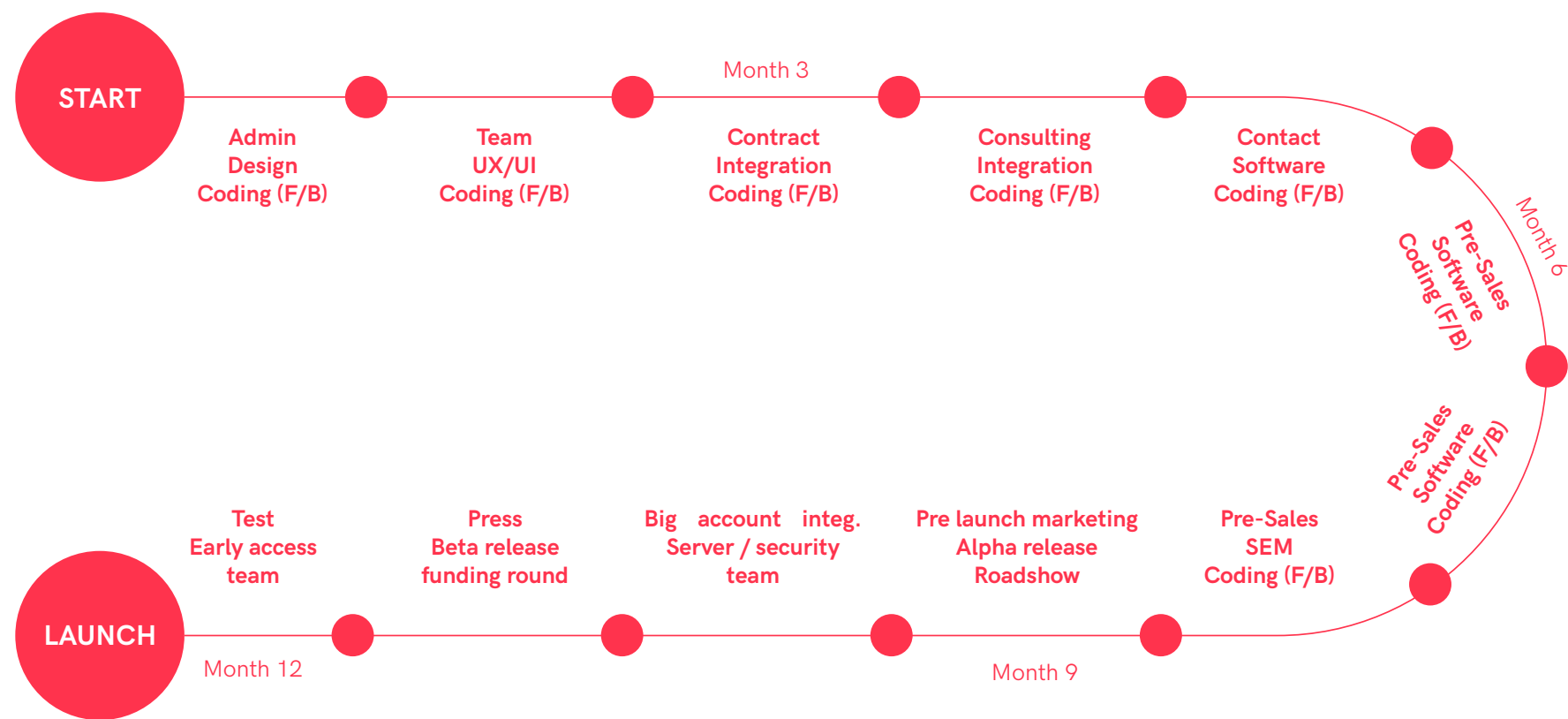Had no cash and paid my yoga teacher that had no payment terminals

A down payment to hire a contractor while still discussing face to face

My bills public or private, (mobile, utility, transports) and even my club memberships

At the gas station without even going out of my car

APPENDIX (3) ROAD MAP

START

Admin
Design
Coding (F/B)

Team
UX/UI
Coding (F/B)

Month 3

Contract
Integration
Coding (F/B)

Consulting
Integration
Coding (F/B)

Contact
Software
Coding (F/B)

Pre-Sales
Software
Coding (F/B)

Month 6

Pre-Sales
Software
Coding (F/B)

LAUNCH

Month 12

Test
Early access
team

Press
Beta release
funding round

Big account integ.
Server / security
team

Pre launch marketing
Alpha release
Roadshow

Month 9

Pre-Sales
SEM
Coding (F/B)

APPENDIX (4) COST BREAKDOWN

CATEGORY	AMOUNT (USD)
Web back end, admin, Server, connection	320 000
Software, system, API - Mobile application	300 000
Pre-launch marketing budget	250 000
Management CEO & CTO	150 000
Front end, integration, UX/UI	150 000
SEM & Community management	90 000
Sales & account management	85 000
Admin, corporate, lawyer	80 000
Office, onboarding, supplies	25 000
Fair, roadshow, marketing material	20 000
TOTAL	**1.500.000**

APPENDIX (5) HIDDEN FEATURES

Buyer profile

Set your personal buyer intel such as food preferences, allergies or shoes and jeans size in order to only see what fit you and nothing else.

Business Vs family

Create a Business, friends or family profile and use it to send or receive money to/from professional counterparts, friends and family members.

Silver to black

Become a premium (silver, gold, black) buyer from your favorite stores or brands and access higher discounts, rewards and event invitations.

Content upload

Upload goods in a snap from DUG "infinity product list", from your ERP, your online stores and even by directly scanning your supplier's invoice.

Promotion types

Create in seconds your fully automated and personalized discount, fidelity, reward program adapted to your products, your services or store size.

Developer network

Develop your own DUG cube for a more personalized experience online or instore such as mobile product scanning or store mapping.