



Where brands and consumers meet.

Featured in:



# 1. BACKGROUND. THE 3 ERAS OF ADVERTISING.

## THE FIRST ERA OF ADVERTISING.

**No interaction between the brand and consumers.**

## THE SECOND ERA OF ADVERTISING.

**Brand and consumers turn their backs on each other.**

## THE THIRD ERA OF ADVERTISING.

**Brands and consumers meet.**



## 2. PROBLEM. THE SOCIAL ENGAGEMENT FAILS.



91%

of users find  
that the ads  
are intrusive.

7/10

users do not like ads created by the brands.

90%

UGC (User Generated Content) is not identifiable for not being linked to a hashtag or mention.





### 3. SOLUTION. ADICTIK IS THE ANSWER OF THE THIRD ERA.

**74%**

users have uploaded a photo tagging a brand.

**76%**

between 18-24 believe UGC is more honest than traditional advertising.

**7x**

Users rely on UGC 7x more than in advertising of the brand.



#### 4. ADICTIK IS A BRAND RECOGNITION PLATFORM.

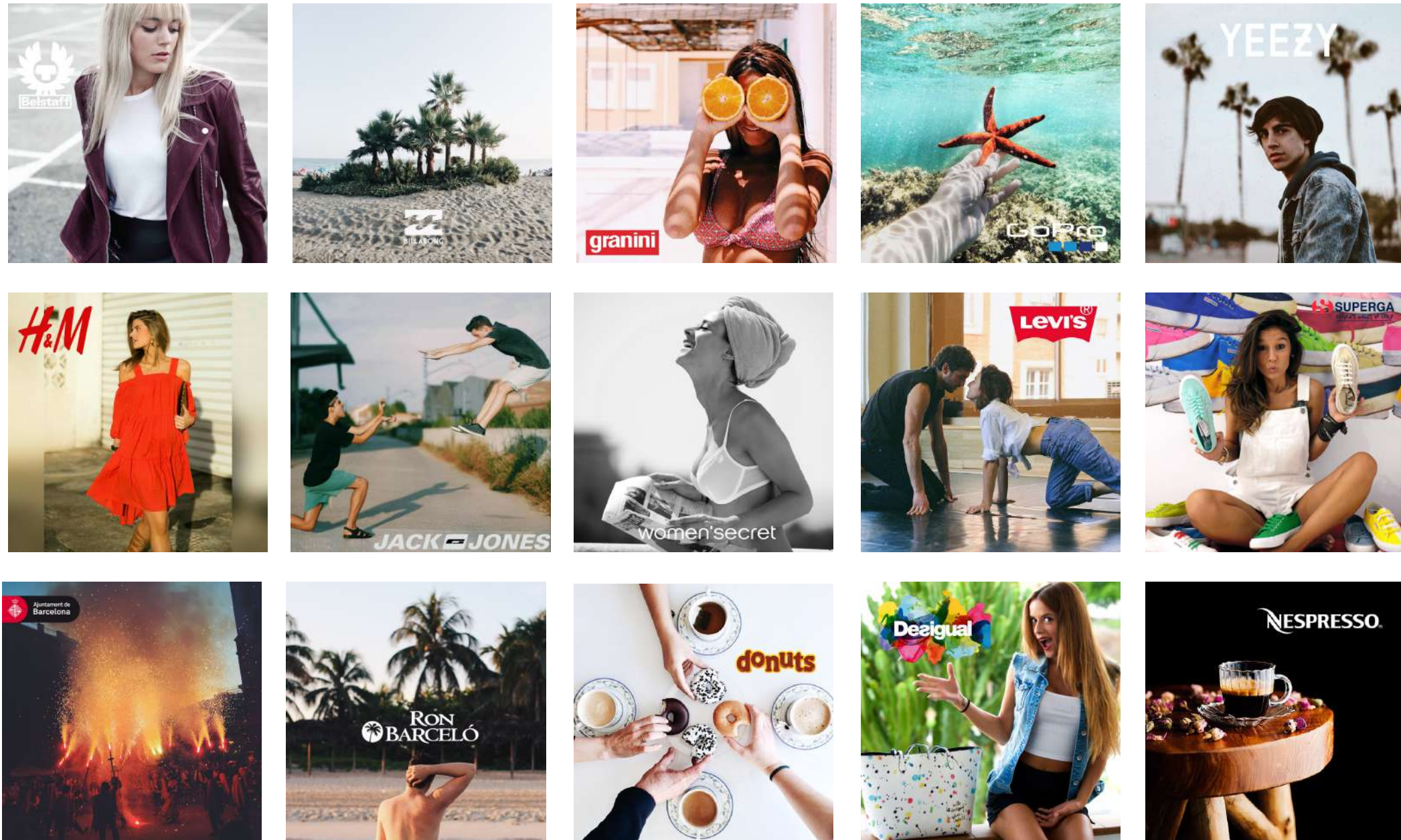
**Adictik is where brands can recognise the creative talent of people.**

- Connecting the brands with their audience.
- Loyalty and discovering new talent.
- With security and control.
- Creating ad-hoc campaigns.
- In a full brand space.





## 4.1 WHAT ADICTIK IS. EXAMPLES.

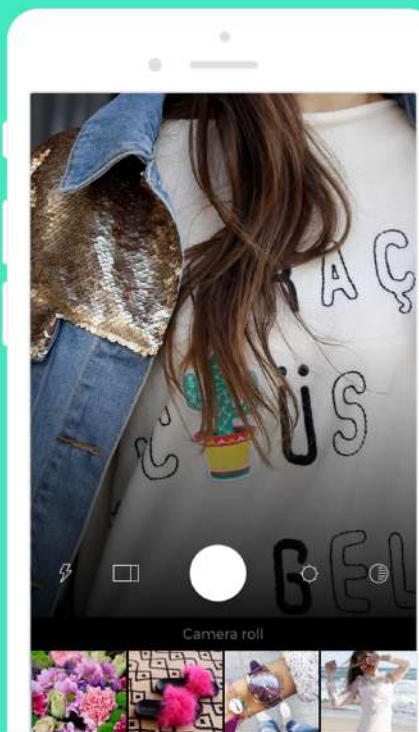


Some of the more than 2 million ads created in Adictik by brand fans spontaneously.

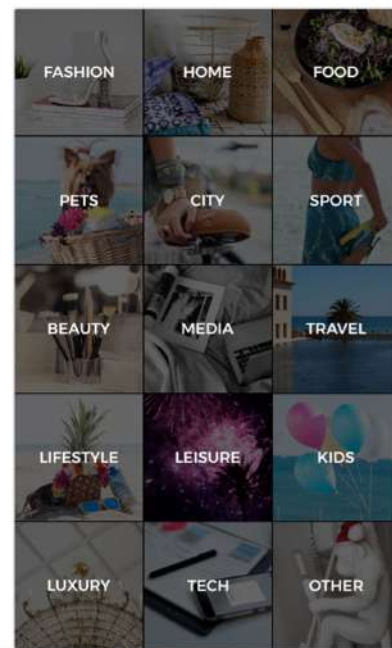


## 5. HOW IT WORKS.

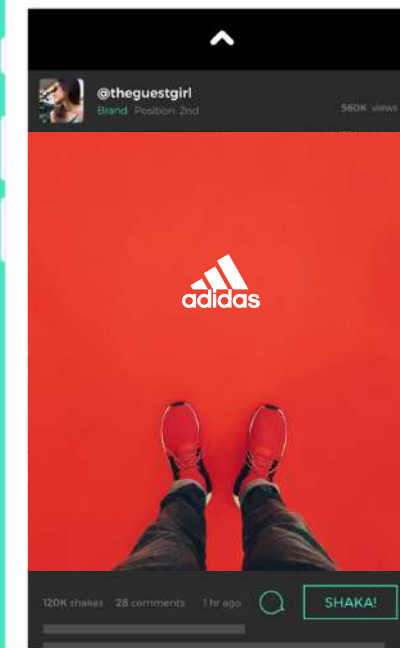
Easy. Simple. Reachable for anyone.



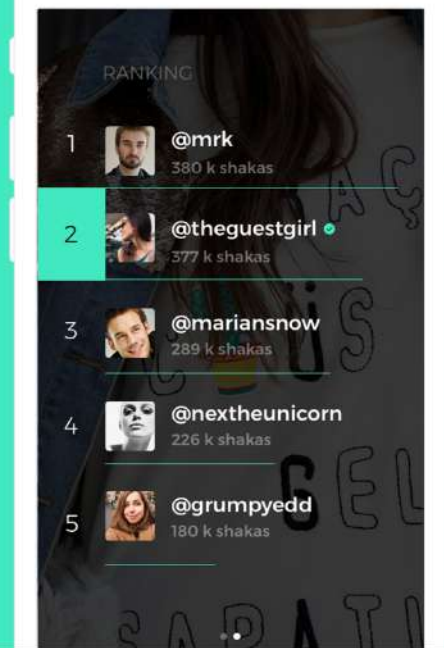
Choose your best photo.



Discover new brands



Choose your brand and  
show off your creative talent.



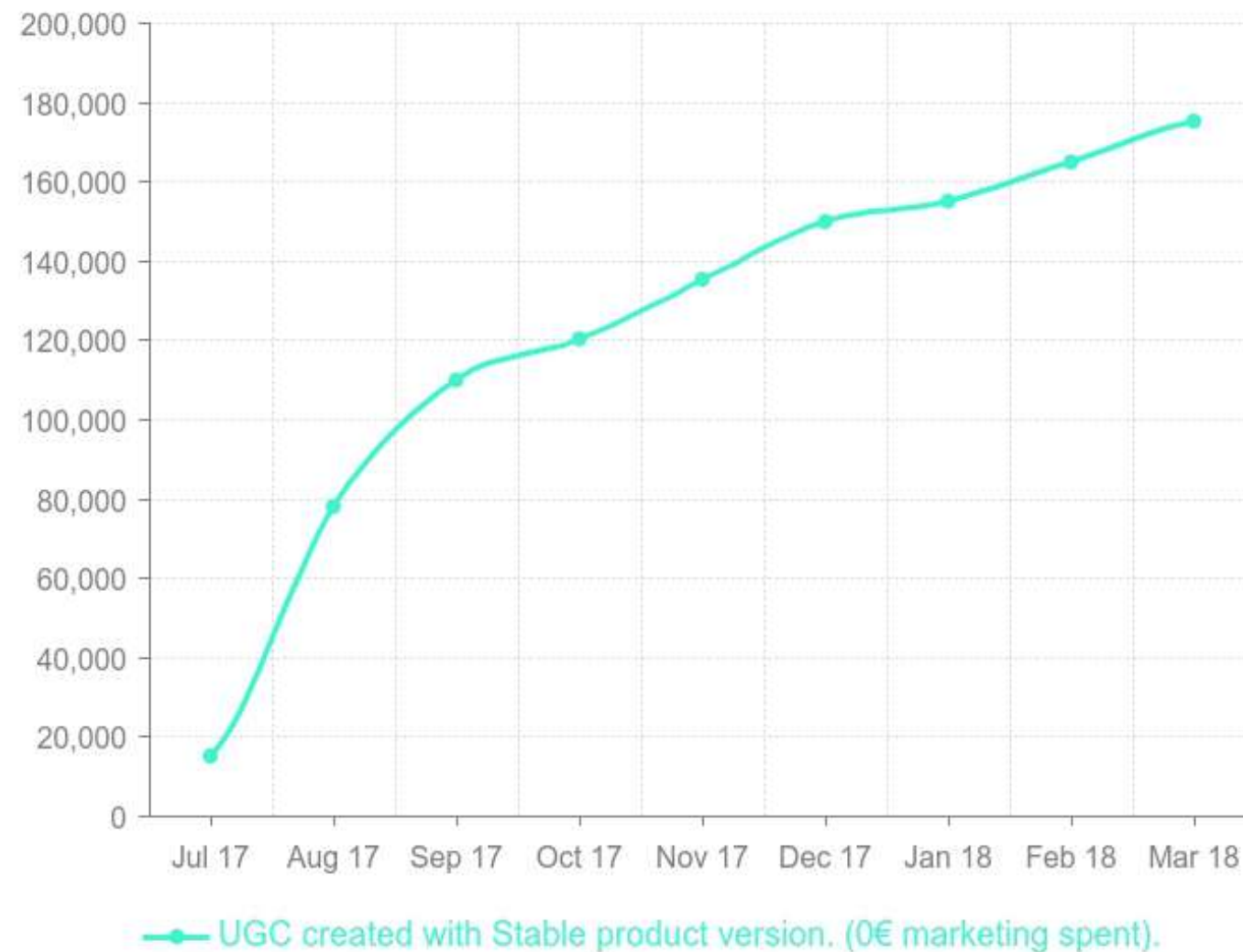
Live through your favorite brands.





## 6. NUMBERS. USER GENERATED CONTENT.

### UGC created in Adictik.



- 100% organic.
- 7:10 average time spent in app / session.
- ~22k images/month
- 88.4% recurrently users.

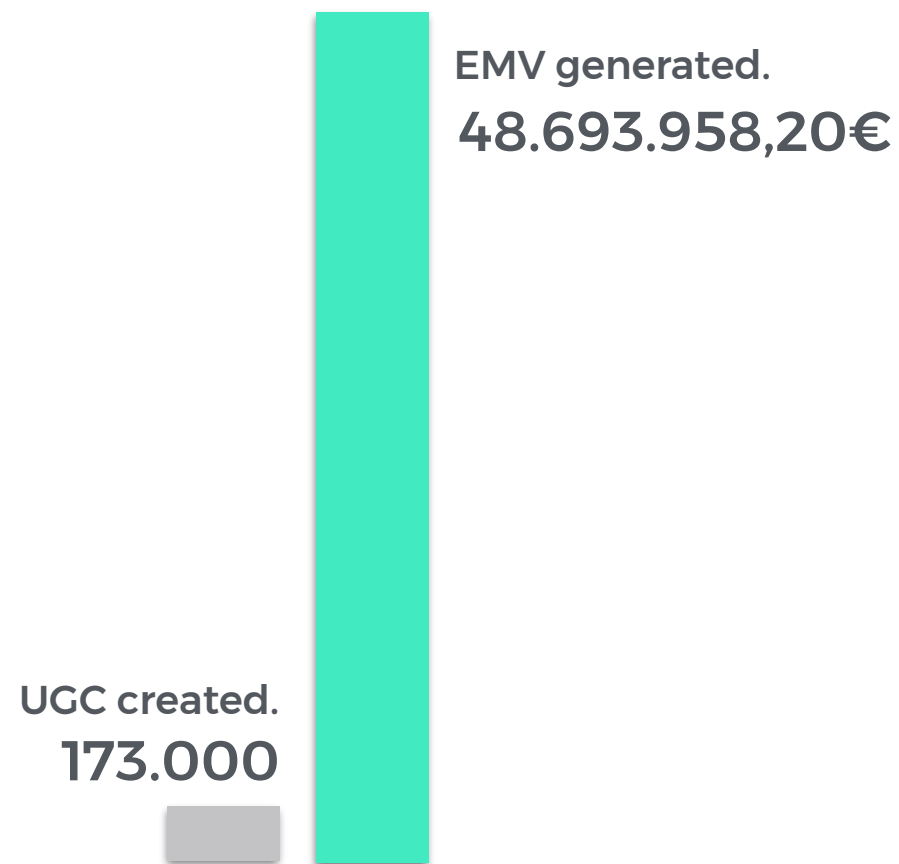
(+2MM UGC contents in the Beta version).





## 6.1 NUMBERS. EARNED MEDIA VALUE.

# EMV generated by fans in Adictik.



UGC created in Adictik with stable product version.  
(0€ marketing spent).

- 3.198 brands available (50.9% used once)
- 38.32% is related to fashion & sport.
- 24.67% is related to food & beverage.
- 23.82% is related to luxury.
- 21.37% is related to travel.

**281,46€** average EMV / post.

Earned Media Value algorithm:

**EMV (€) = 250 + (n° views\*0.12 + n° comments\*3.82 + n° likes\*0,32)**

Source: Ayzenberg report.



## 7. BUT WE NEED TO DO SOMETHING BEFORE.

We have realised that monetisation of our app requires a previous step:

- Brands need users.
- Users want brands.
- Users acquisition needs marketing budget.
- And that requires revenue.

It is for this reason that we have focused on on-boarding a TOP celebrity to be the first brand that use content created by his audience for his social networks .





## 8.1 TOP CELEBRITY.

He is in the number 6 of best paid celebrities worldwide by Forbes.

Giving us more than:

# 293MM

Impacts on Instagram  
during 2019.



## 8.1 LEO MESSI. AGREEMENT & CONTRIBUTIONS.



### Leo Messi Management:

- Social Networks: 3 Instagram posts in @leomessi during a year (+97.7MM followers) valued in more than 900k€.
- Digital Messi: Slideshow with the best Leo Messi photos created in Adictik on Leo Messi official site.
- Commercial agreement: 20% of income that Adictik obtains from the brands that LMM has provided during the contract.



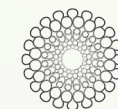
LIONEL MESSI  
TOP SPORTS STAR SOCCER PLAYER

Main Messi sponsors we can easily access:

### Adictik:

- Equity: 10% equity of the company at 2MM€ post-money valuation.
- Fixed compensation: 250.000€ (Paid)
- Variable compensation 20% of the revenue generated from Leo Messi Management brands.

*\*Adictik is the only startup in the world in which Leo Messi is one of the shareholders of the company. Image rights usage for marketing included.*



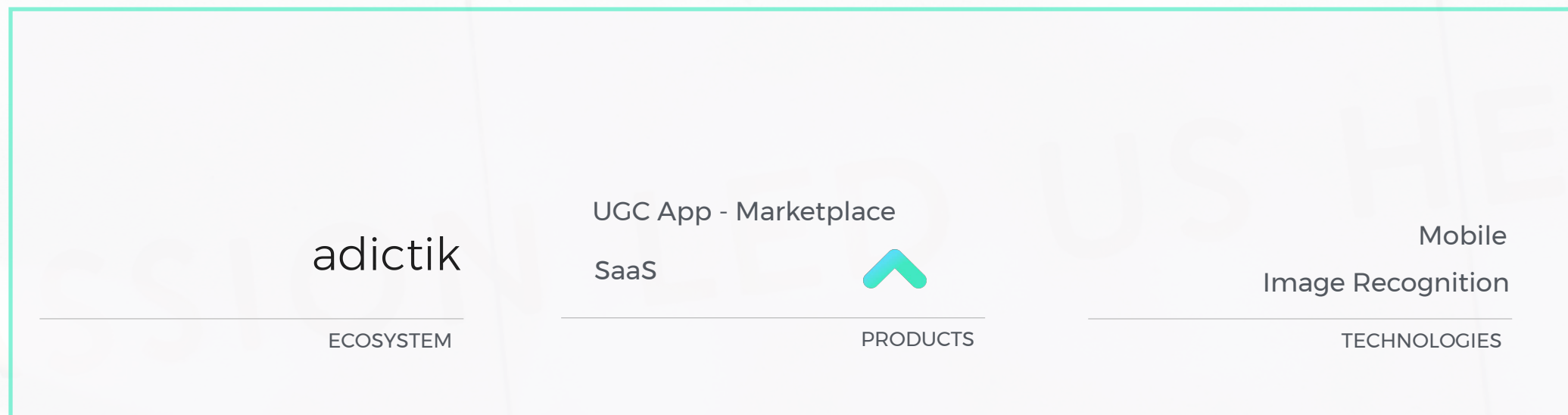
إكسبو 2020 دبي  
دبي، الإمارات العربية المتحدة  
DUBAI UNITED ARAB EMIRATES





## 9. VISION.

**THE LARGEST AGENCY IN THE WORLD.  
WITHOUT PUBLICISTS.**



Each person will create and live through their own advertising.



## 10. BUSINESS MODEL.

# A SaaS for brands to create UGC campaigns.

- **MRR:** A minimum fixed plan starting at 19,99€ / monthly for brand presence and availability to create campaigns.
- **Campaigns:** Brands can create campaigns limiting budget and we charge only per photo created and CPM. *(Like a Facebook Ad).*





## 10.1 CLEAR AND SIMPLE BUSINESS MODEL.

Features	Standard	Advanced	Enterprise
Pricing per brand:	19,99 €	49,99	Consult (from 399,99€)
Unlimited Campaigns	Customizable budget	Customizable budget	Customizable budget
Cost per each photo created (UGC)	1,50 €	1,00 €	0,80 €
Cost per CPM	0,80 €	0,70 €	0,50 €
Brand Assets	included	included	included
Digital on-screen graphic (DOG) *video only	-	included	included
Competitors tracking (máximum 5)	-	included	included
Slideshow website widget	-	included	included
UGC Image Recognition	-	-	included
Adictik exclusive campaigns	-	-	included
Adictik Free Tier:			
1 Brand Campaign (maximum budget 500€)			
UGC (estimated)	330		
CPM (estimated)	625.000 impressions		
Unlimited Reward List	1 month		
Unlimited Brand Assets	1 month		



## 10.2 BUSINESS MODEL. EASIER AND BETTER ON-BOARDING.

# Brands are already using UGC.





## 11. TEAM.



**KILIAN SEVILLA**  
ADICTIK  
CEO & FOUNDER  
[LinkedIn bio.](#)



**LAURA SANTOLARIA**  
ADICTIK  
CBO, FOUNDER &  
INFLUENCER  
@theguestgirl.  
[LinkedIn bio.](#)



**HERNAN MATEO**  
CTO  
[LinkedIn bio.](#)



**NICOLE PATJE**  
ADICTIK  
CMO



**FERRAN RAVENTÓS**  
Senior Backend  
Developer

**Experts in branding, influence marketing  
and branded content.**



## 11.1 INVESTORS, ADVISORS & OTHER FOUNDERS.



**LIONEL MESSI**  
TOP SPORTS STAR  
SOCCER PLAYER



**RISTO MEJIDE**  
AFTERSHARE.TV  
FOUNDER  
[LinkedIn bio.](#)



**MARC ROS**  
AFTERSHARE.TV  
CEO  
[LinkedIn bio.](#)



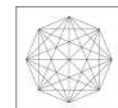
**CARLOS BLANCO**  
ENCOMENDA VC  
INVESTOR  
[LinkedIn bio.](#)



**CHRIS BOUWER**  
LEAD INVESTOR  
[LinkedIn bio.](#)  
**adyen**



**MARC VIDAL**  
IDODI VC  
CEO  
[LinkedIn bio.](#)



Conector  
Startup  
Accelerator





## 12. WORKING WITH. SOME BRANDS AND PARTNERS.

Some brands which trusted Adictik.



MARS

instax  
INSTANT PHOTOGRAPHY

pikolin

Dezigual



victoria

HomeAway®

ISDIN

pimkie®

m&m's



EUROSTARS  
HOTELS

LANCÔME  
PARIS



Proud partners of:

AFTERSHARE.TV

LEO  
MESSI™  
MANAGEMENT

JEVNET

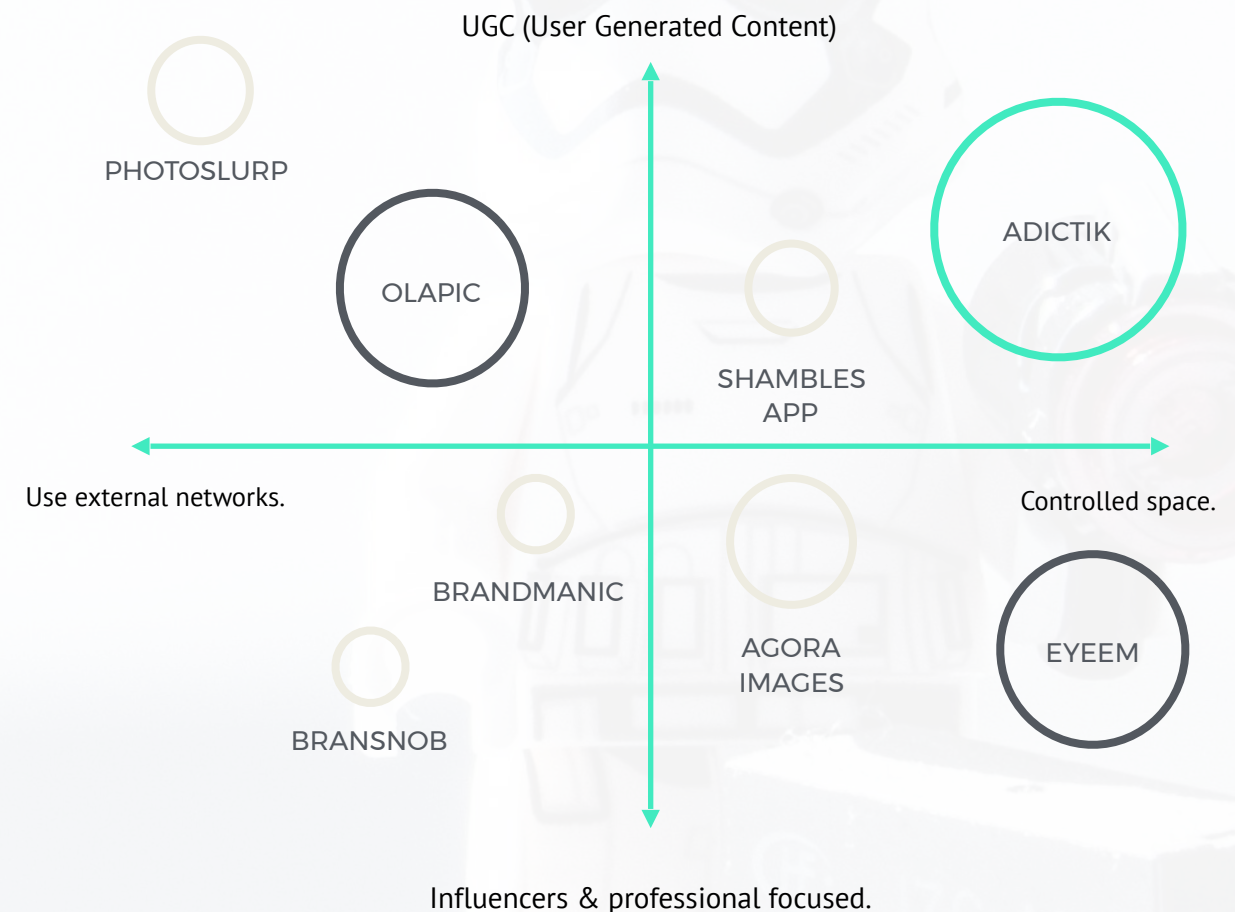


## 13. COMPETITORS.

Main competitors: EyeEm.

Minor competitors:

- AGORA Images
- Brandmanic
- Photoslurp
- The Cirql
- Shambles App
- Vibuk
- BranSnob
- Stackla
- Social Publi
- Tidal Labs
- Wayland MPC



Why Adictik:

- 100% independent on other platforms.
- Own platform for content creation.
- Brands control contents and reward them (Pay per Use).
- We can easily adapt new features that the competition can perform.



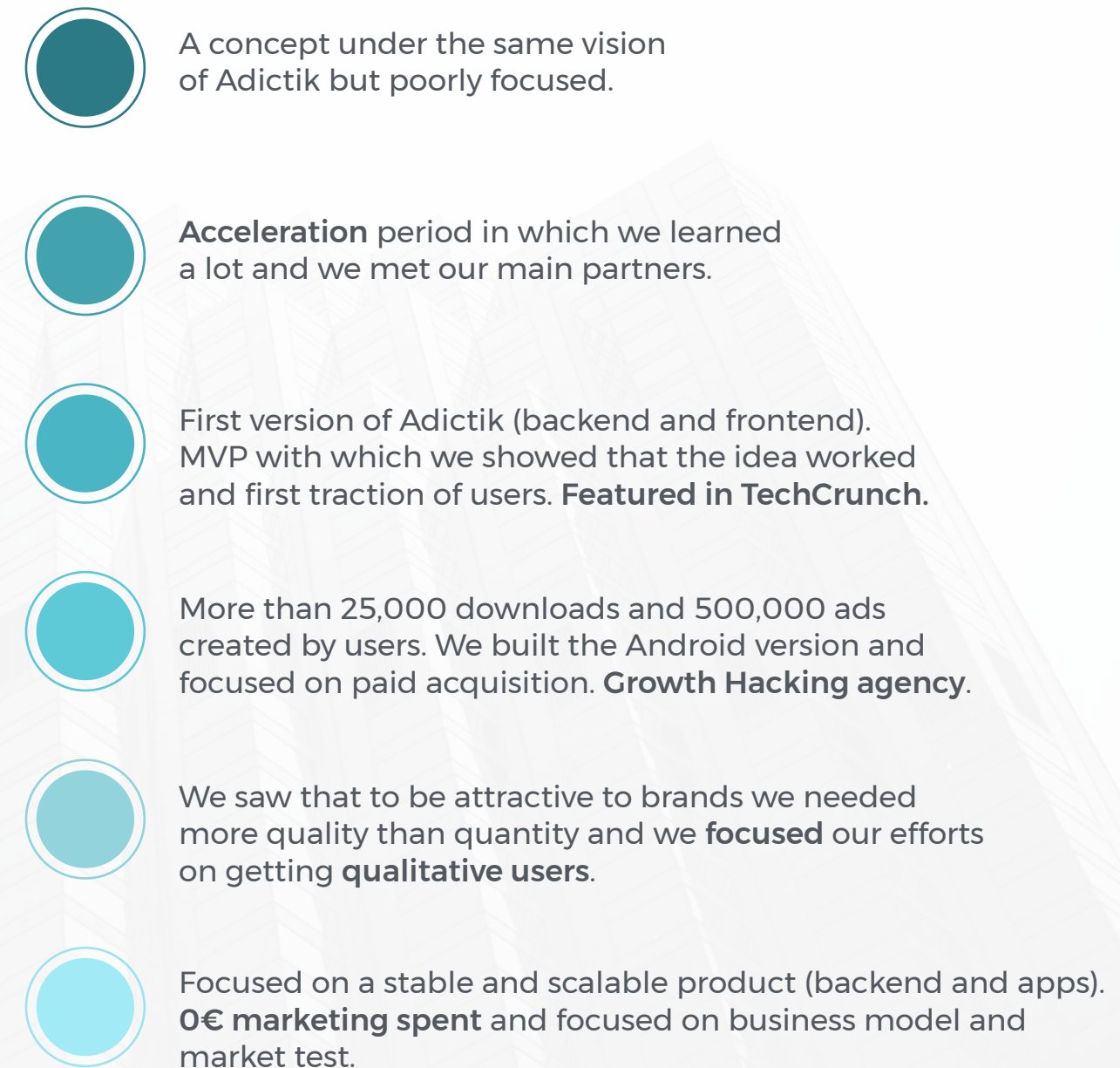


## 14. EQUITY STORY:

Investment rounds: Raised 350k€.



What we have done. Fail. Learn. Improve.



## 15. FUTURE GROWTH. MARKET & NEXT STEPS.

- **\*86% of businesses are using UGC as part of their marketing strategy.**
- **We will build a campaign aggregator that allows us to create monthly commercial excuses for brands campaigns per country.**
- **Offer to our clients high value new add-ons for the SaaS to increase the MRR.**
- **Leo Messi Management S.L. commercial agreement with Leo Messi sponsors to facilitate the on-boarding of other brands and celebrities.**

\* Source: SEMRUSH

<https://www.semrush.com/blog/50-stats-about-9-emerging-content-marketing-trends-for-2016/>





## 16. MILESTONES. WHAT WE WILL ACHIEVE.



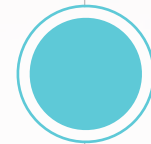
**SEO / SEM Strategy focused on Sales.**  
Automatising sales process and new on-boardings.



**Leo Messi & Leo Messi Management.**  
Commercial agreement and more than 293MM impacts on Instagram during a year to acquire Brand Awareness



**First on-boarding Leo Messi sponsors.**  
Official launch Q1 2019 with the first campaigns with Leo Messi brand and their sponsors to reward the first heavy users.



**1.000.000 app downloads (quality focused).**  
Leo Messi promotion and paid acquisition  
(average acquisition cost: 1.82€ / downloads) + 25% organic downloads.



**100k€ MRR clients end of the year.**  
0.14% lead to client conversion.  
6.5% yearly churn.



## 16.1 6Y REVENUE FORECAST (T2D3).

Sales Milestones:						
	Year 1	Year 2	Year 3	Year 4	Year 5	Year 6
REVENUE	1.176.500,75 €	6.372.858,61 €	7.986.783,09 €	23.124.628,69 €	67.702.444,87 €	199.764.452,24 €
COGS	130.926,82 €					
GROSS PROFIT	1.046.849,28 €	3.140.547,84 €	9.421.643,52 €	28.264.930,57 €	84.794.791,71 €	254.384.375,13 €
GROSS MARGIN	71,52%					
MRR	85.153,75 €	255.461,26 €	766.383,79 €	2.299.151,38 €	6.897.454,15 €	20.692.362,45 €
Standard	34.823,66 €	278.573,53 €	835.720,59 €	1.671.441,19 €	3.342.882,37 €	6.685.764,74 €
% Total MRR	40,90%					
Advanced	68.392,89 €	1.486.468,73 €	4.459.406,20 €	8.918.812,40 €	17.837.624,79 €	35.675.249,59 €
% Total MRR	80,32%					
Enterprise	278.721,70 €	2.224.128,84 €	6.672.386,52 €	13.344.773,05 €	26.689.546,10 €	53.379.092,20 €
% Total MRR	327,32%					
CAMPAIGNS	794.562,50 €	2.383.687,50 €	7.151.062,50 €	14.302.125,00 €	28.604.250,00 €	57.208.500,00 €
Campaigns	794.562,50 €	2.383.687,50 €	7.151.062,50 €	14.302.125,00 €	28.604.250,00 €	57.208.500,00 €





## 19. WHAT WE NEED. INVESTMENT FOR GROWTH.

**Investment needed: 2MM€**  
(300k already committed by our Lead Investor Chris Bouwer)

Investment basically focused on:

- Mostly for Sales & Marketing.
- With this investment, we'll hit all the milestones within a year.

What we have now:

- Product tested.
- Core team ready.
- Stable and scalable Beta product.

**Thank you so much for your time.**





**Kilian Sevilla Sulé | CEO.**

**k@adictik.com**

www.adictik.com

angel.co/adictik

Featured in:

