

It just makes...



A Social Media Platform for Generation Z+

About The Company

Cence is an Austrian Technology Company started in 2015. Cence's Social Media platform was created for the new generation Z+ where influencers can collaborate with brands. Cence has a range of features to help influences incorporate brands into their media such as: Geo-Point Technology, Customized Apps and 3D screens. Cence also has backend management systems such as: Content Manager and Advertising Manager to help influencers and brands as well as advertising and influencer agencies manage their collaboration.

The Problem

Influencers & Content Creators are not being compensated fairly and sometimes not at all when using current social media platforms. These platforms also do not provide the necessary management tools agencies need when managing multiple influencers. Brands & Promoters pay high rates for advertising and they have little if any control.

The Solution

Cence Social Media Platform allows:

- Influencers & Content Creators earn more money
- Agencies can manage multiple influences
- Brands can use targeted advertising
- Brands can engage with their customers at lower costs

	Market	Growth
Influencers on Social Media	70 Million +	10% +
Social Media & Advertising	\$50 Billion +	20% +
Video Advertising	\$30 Billion +	20% +

Influencers

- 70 Million Total Influencer in Market.
- 500 Influencers already on board.
- Average followers per influencer 55,000. Popular influencers followers range upwards of 100,000.

Totaling over
\$80 Billion
a year in
advertising spent

(Source)

Revenue Model

- Revenue is generated through multiple avenues. Such as:
 - Click ad Revenue 40%
 - Influencer Packages 20%
 - Agency Packages 15%
 - Influencer Academy 10%
 - While Label Products 10%
 - Mobile Apps 5%

Total Investment So Far: \$500,000
Current Ask: \$ 4,500,000
Use of Funds: R&D, Working Capital, Marketing

All Figures (USD Mn)	Current	Year 1	Year 2	Year 3	Cumulative
Revenue	-	10.3	37.1	142.7	190.1
Total Cost	-	6.2	7.8	9.1	23.1
Net Profit/Loss	(.35)	4.1	29.3	133.6	167

Note: Revenue projections will commence 6 months after funding is completed

On Board Brands



INFLUENCERDB

Competitors



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SALOPETTES
COAT
Key Features

- Geo Tagging & Geo Location
- 3D Screen
- Content Manager
- Advertising Manager



Highlights

Successful Tests to Date:

- Germany Influencer (1M+ followers)
 - Used Cence's Geo Point and Story Modes
 - Generated \$5 Million in sales in 8 weeks
- German TV Announcer (125K followers)
 - Used Cence's customized App
 - 100K+ downloads
 - Generated over \$150K in sales in 4 weeks
- Premier League Footballer
 - Used Cence's customized App
 - 18K+ downloads in one week
 - Generated over \$50K in sales in one week
- Austrian Facebook Influencer (220K+ followers)
 - Used Cence's customized App & Geo Point
 - 50K+ downloads in one week
 - Generated over \$80K in sales in one week

Team

Patrick Riegler, CEO, Founder

Jiggy Rawal, Chairman

Christian Schober, CTO

Sigird Riegler, COO

Peter Olson, CMO