

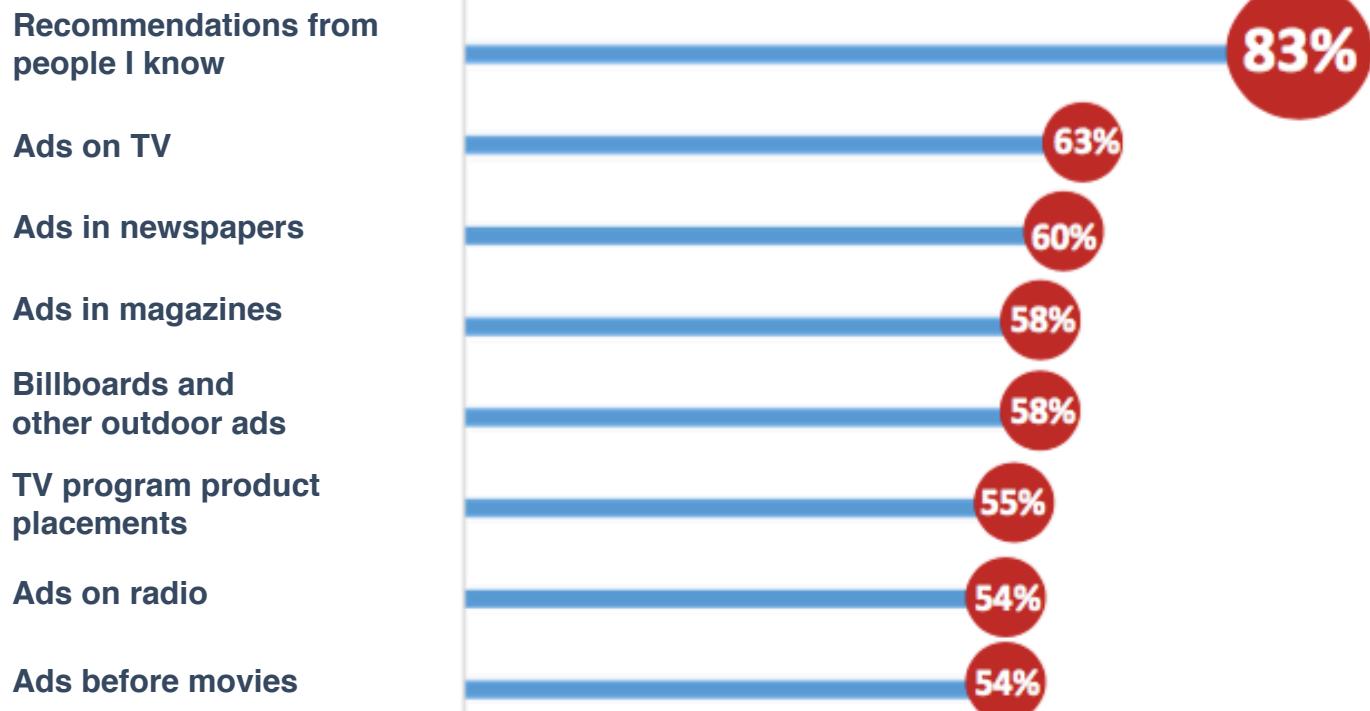
Hivency

THE ONE-STOP SOCIAL MEDIA CONTENT MARKETING PLATFORM FOR BRANDS AND MICRO-INFLUENCERS

50+ companies trust Hivency's platform to feature their products through 10k+ influencers

THE MARKET GAP

Which source of communication is the most trusted by customers ?



Of social media members already discovered a brand online

THE PROBLEM

MICRO-INFLUENCERS

MARKETERS

- 1 They have to pay to get products
- 2 It takes a lot of time to discover and contact brands
- 3 They have a lot of non-interesting products propositions

- 1 It is hard to identify the right influencers
- 2 Managing influencers takes a lot of time, processes and skills
- 3 It takes 220 hours to create a campaign with 20 influencers

THE SOLUTION : WE BRING THE MOST ACCURATE MATCHING SYSTEM TECHNOLOGY TO BRANDS AND INFLUENCERS

We automatise and simplify every steps of collaborations between brands and influencers, reducing matching time and increasing reach, satisfaction and revenue

For Influencers

-  Get products for free
-  Choose their collaboration wisely
-  Build up online community and increase their credibility

SHOPPING FOR FREE



For Brands

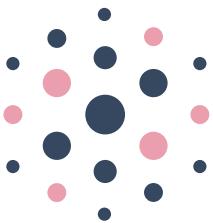
-  Search & discover the right influencers
-  Seamlessly create and follow Social Media campaigns
-  Analyse, quantify and understand campaigns outputs

THE BEST WAY TO BOOST THEIR ONLINE NOTORIETY

THE PRODUCT : HOW DOES IT WORK ?

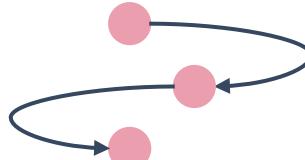


Hivency



1

Brands propose a product/service for free to influencers on our platform.



2

The matching system shows relevant influencers to the brand and they select those they like.



3

The influencers promote the product online.
The brand receives a data analysis to understand campaigns outputs.

THE FASTEST AND MOST ACCURATE SOLUTION ON THE MARKET FOR SOCIAL MEDIA CAMPAIGNS



Search & discover the right influencers



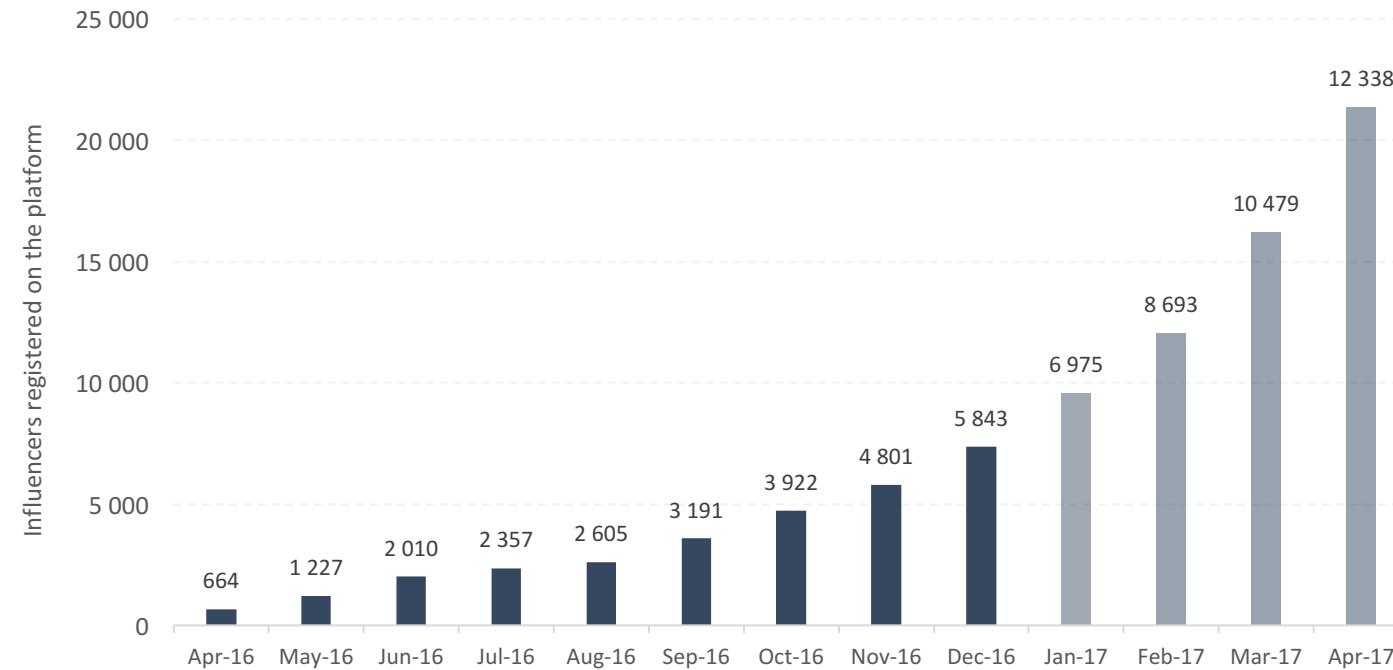
Seamlessly create and follow Social Media campaigns



Analyse, quantify and understand campaigns outputs

- 7k+ influencers registered on the platform, on 6 social networks and in 12 countries.
- Fully automatised double-sided matching system performed through a strict qualification process

Matching System with 7k+ qualified influencers ... and counting



WE PROVIDE THE MOST ACCURATE DATA FOR BRANDS TO SUGGEST THE BEST FITTED PROFILES



Search & discover the right influencers



Seamlessly create and follow Social Media campaigns



Analyse, quantify and understand campaigns outputs

- ◊ We qualified and verified all our influencers registered on the platform
- ◊ Brands can search and reach out to the most suited influencers for their campaigns
 - ◊ Country / City
 - ◊ Age / Gender
 - ◊ Interests
 - ◊ Social Networks
 - ◊ # followers / Medias / Views / Comments / Subscribers

FULLY AUTOMATISED ONE-STOP PLATFORM FOR BRANDS



Search & discover the right influencers



Seamlessly create and follow Social Media campaigns



Analyse, quantify and understand campaigns outputs

- ◊ We developed a seamless process for brands to create and broadcast their campaigns
- ◊ Brands can access as many influencers and launch as many campaigns as they wish
- ◊ No manual tasks required on the Brand side to manage their campaigns

The screenshot displays two windows from the Pandacraft platform. The top window is titled 'Créer une nouvelle campagne' (Create a new campaign) and contains fields for 'Informations sur la campagne' (Campaign information), including 'Nom de la campagne (non visible par les influenceurs)' (Campaign name (not visible to influencers)), 'Le produit sera proposé aux influenceurs présents sur' (The product will be offered to influencers present on), and 'Nombre d'influenceurs avec lesquels je souhaite collaborer' (Number of influencers with whom I want to collaborate). The bottom window shows a detailed profile for an influencer named 'CECILE G.' with 24,067 followers, located in Béziers, France, with interests in #Enfant, #Maquillage, #Accessoire de mode, #Vêtement, and #Cosmétique. It also lists Instagram, Twitter, and YouTube links.

DATA ANALYTICS IS OUR FIRST PRIORITY



Search & discover the right influencers

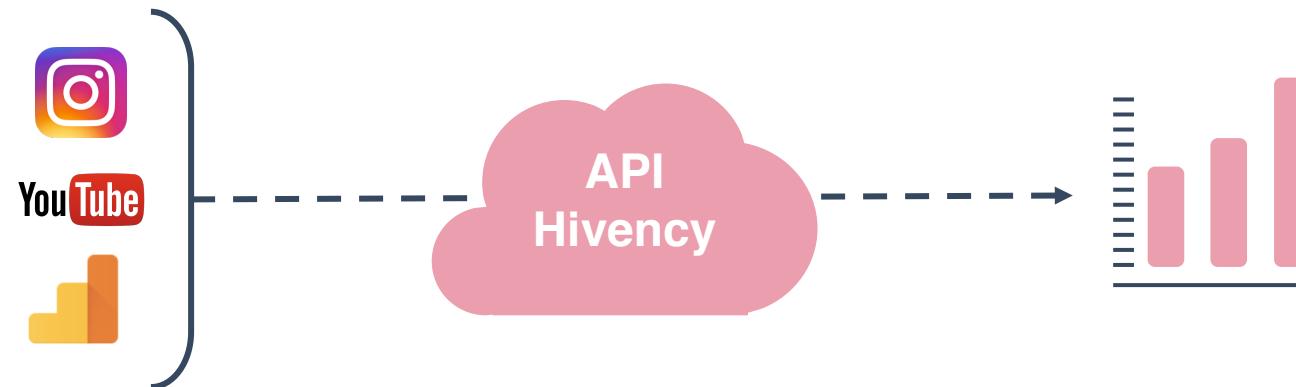


Seamlessly create and follow Social Media campaigns



Analyse, quantify and understand campaigns outputs

- ◊ All influencers publications are listed on the brand's dashboard
- ◊ We are plugged to social media API to get the full picture of the campaign
- ◊ ROI's approach in the pipe



USER GENERATED CONTENT MARKETING: A \$300 BILLION MARKET BY 2019 (PQ Media)

\$145 Billion
was spent on Content Marketing in 2015

25%
of brand's marketing budget was spent on Brand Content

600M+
MAU on Instagram in 2015

80M+
Contents published daily on Instagram

MANY BRANDS ARE ALREADY USING OUR PLATFORM



L'ORÉAL

aufeminin

Lafuma®

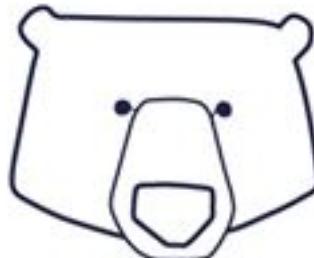
Guy
Degrenne

SEPHORA

feelunique.com
THE DESTINATION FOR BEAUTY

CLARINS

Lolita
LEMPICKA



see®
concept

wistiki



BUSINESS CASE: A ROI-APPROACH FOR FEELUNIQUE

1. Feelunique launched its campaign on the platform
2. Influencers signed up for the campaign
3. Feelunique selected influencers amongst the signed-up ones who showed interest in the product
4. Hivency checked the progress of the campaign on Social Media
5. Feelunique accessed statistics in real time.

20
Signed-up Influencers

28
Pictures

600k
Combined Followers

30k
Likes

400
Comments

7k€
Generated Revenue

150
New clients



TOWARDS A FULL SAAS REGISTRATION MODEL

Blue Chips companies	SMEs	Agencies	Startups
<ul style="list-style-type: none">◊ Full access to the platform◊ Dedicated Account Manager◊ Unlimited campaigns◊ Monthly full campaign reporting◊ 6 months subscription	<ul style="list-style-type: none">◊ Full access to the platform◊ Unlimited campaigns◊ Simple monthly campaign reporting◊ 6 months subscription	<ul style="list-style-type: none">◊ Full access to the platform◊ Dedicated Account Manager◊ Monthly campaign reporting◊ Unlimited campaigns	<ul style="list-style-type: none">◊ Limited access to the platform until 10 influencers◊ Limited campaigns
<ul style="list-style-type: none">◊ Basic service: 1 country and 1 social media for 1,000€◊ Additional country or media for 1,000€ each	<ul style="list-style-type: none">◊ Basic service: 1 country and 1 social media for 500€◊ Additional country or media for 500€ each		<ul style="list-style-type: none">◊ Basic service: 1 country and 1 media for 100€◊ Additional country or media for 100€ each
Monthly Av. 2 000 €	Monthly Av. 500€	Tailored solution	Monthly Av. 100€
In place			Coming soon

COMPETITION

Agency Model / Catalogue



YouTube focused solution
Raised \$1.3M in 2013, acquired by Google in 2016
KPI at acquisition: 25,000 branded videos



Helps brands to work with influencers to reach their customers
Raised €1M in 2016

Platform / Matching Solutions



YouTube focused solution
Raised €1.1M in 2015, currently raising 850 influencers



Raised €450k in 2016



Data driven influencer marketing
US\$500k raised in 2016



Acquired by Twitter US\$50M
Raised US\$3M overall since inception in 2013

A STRONG PIPELINE FOR THE UPCOMING MONTHS

- ◊ €30k have been achieved in 2016
- ◊ We have generated high on Sales in Nov-Dec and signed Blue Chips companies starting in January
- ◊ €110k are already secured for 1S17 with clients such as Sephora and Pandora

Lolita
Lempicka
PARIS

SEPHORA



PANDORA
UNFORGETTABLE MOMENTS

AG
ANNICK GOUTAL
PARIS

- ◊ We are also in contact with many more companies

amazon

showroomprive.com



LACOSTE

TF1

A TEAM DRIVEN BY TECHNOLOGY, PRODUCT & CUSTOMER SATISFACTION



Dorian Ciavarella – Co-founder / CEO

- Key Account Sales Manager - Industrial Sector
- ESCP Europe



Sylvain Gasc – Co-founder / COO

- Project Manager at Orange
- ESSEC / ESCP Europe



Franck Kalb – CTO

- Developed Mods for Minecraft (Microsoft)
- Founded #1 FR Mods community (7k mbrs)
- Ecole 42



7k+ influencers



OUR VISION

Ecommerce Widget

E-commerce pluggin for online shops to link products with user generated contents on social media to increase conversion rate

SEPHORA

RECHERCHER



RETRAIT GRATUIT
EN MAGASIN EN 3H *

MAQUILLAGE PARFUM SOIN VISAGE CORPS & BAIN HOMME CHEVEUX ACCESSOIRES CADEAUX MARQUES | INSPIREZ-MOI

Accueil > Parfum

AFFINER PAR

CATÉGORIES ▾

PARFUM (1194)

- Parfum Femme (669)
- Parfum Homme (372)
- Coffrets (125)
- Flacons Géants (6)
- Parfum Enfant (15)
- Parfum à la une (73)

MARQUES ▾

- CHANEL (87)
- DIOR (77)
- GUERLAIN (71)
- GIVENCHY (42)

[plus de marques](#)

PRIX ▾

0€ - 350€ & plus



SPÉCIFICITÉS ▾

- Nouveau (106)
- Édition limitée (70)
- Exclusivité (51)
- Exclusivité Internet (10)



Watch Cindy's testimony

CHANEL

CHANEL
BLEU DE CHANEL
Eau de Parfum

L'éloge de la liberté masculine dans un aromatique-boisé au sillage captivant. Un parfum intemporel, anticonformiste, contenu dans un flacon d'un bleu énigmatique. L'esprit anticonformiste de BLEU DE ...

[En savoir plus](#)



Vaporisateur 50 ml
Disponibilité en magasin

79,50€

[AJOUTER AU PANIER](#)



Vaporisateur 100 ml
Disponibilité en magasin

110,50€

[AJOUTER AU PANIER](#)



Vaporisateur 150 ml
Disponibilité en magasin

136,50€

[AJOUTER AU PANIER](#)



DESCRIPTION CONSEILS D'UTILISATION

L'éloge de la liberté masculine dans un aromatique-boisé au sillage captivant. Un parfum intemporel, anticonformiste, contenu dans un flacon d'un bleu énigmatique. L'esprit anticonformiste de BLEU DE CHANEL prend ici la forme d'une eau de parfum au masculin. Une signature olfactive plus radicale pour une affirmation de soi encore plus grande.

BLEU DE CHANEL est le parfum d'un homme qui refuse l'uniformité et s'affranchit de tout code. Sa composition révèle un esprit masculin qui décide de son destin avec indépendance et détermination. Un caractère qui s'affirme là où on ne l'attend pas.

BLEU DE CHANEL eau de parfum, un aromatique-boisé aux notes ambrées et musquées. Une interprétation sensuelle, dans laquelle les notes cédrées sèches ambrées apportent sensualité et volupté. Les notes boisées musquées et le bois de santal de Nouvelle-Calédonie lui confèrent élégance et profondeur.

OUR VISION

Campaign Output Prediction System

Improve Dashboard Data with real-time conversion rate per influencers

Estimated performance
Model sample

Instagramers : 10
Youtubers : 15
Country : Germany

Estimated reach

725 000

Earned media value

8 740€

ROI estimation

12 580€

WE ARE RAISING €800K TO TARGET A €5,7M IN REVENUE AND A €2700K EBIT IN 2018

P&L	Units	Year 1 (april 2016 to march 2017)			Year 2 (april 2017 to march 2018)			Year 3 (april 2018 to march 2019)		
		2016			2017			2018		
		Actual & Budget			Budget			Budget		
Revenues	€k	71			1 027			5 769		
YoY Growth	%				1343%			462%		
MoM Growth	%									
Total Costs	€k	(97)			(1 564)			(3 076)		
Non HR Costs		(33)			(506)			(1 166)		
HR Costs		(64)			(1 059)			(1 910)		
EBIT	€k	(26)			(537)			2 692		
	%									

Fundraising & captable

Lowest cash position (684)
Min cash month Feb-18
Equity fundraising 800 ←

WE ARE RAISING
€800K

Dorian	5 000	50%
Sylvain	5 000	50%
MANAGEMENT	10 000	100%
TOTAL	10 000	100%

WHY ARE WE RAISING €800K ?



Technology

Optimising our platform with new services

Sales

Recruiting sales to get more international clients

Gestion

Recruiting account managers to handle campaigns

THEY ARE TALKING ABOUT US



@Funny_love_nanou @hivency mohhh on en a de la chance #coeur

@beautybyoce Ohhh c'est super ça! Merci à vous d'être géniaux! :*

@catia_du_cosmos Vraiment géniale l'idée! Ah j'oubiais vous êtes les meilleurs! ©

@lunivers_feerique_des_lilys Les meilleurs #cœur #coeur #coeur

@uneviecocooning Merci à vous c'est génial ce concept

@parisiandaydream Vous êtes la meilleure équipe de CM :*

Thank you!



Dorian Ciavarella
CEO

Dorian.ciavarella@hivency.com
+33 (0)6 21 92 18 55



Sylvain Gasc
COO

Sylvain.gasc@hivency.com
+33 (0)6 40 30 61 32