



Video intelligence platform

Investor 2018
Series A Round

Smiling.video

Who we are

Smiling Srl is an italian startup based on an **online video-editorial technology**, named Smiling.video.

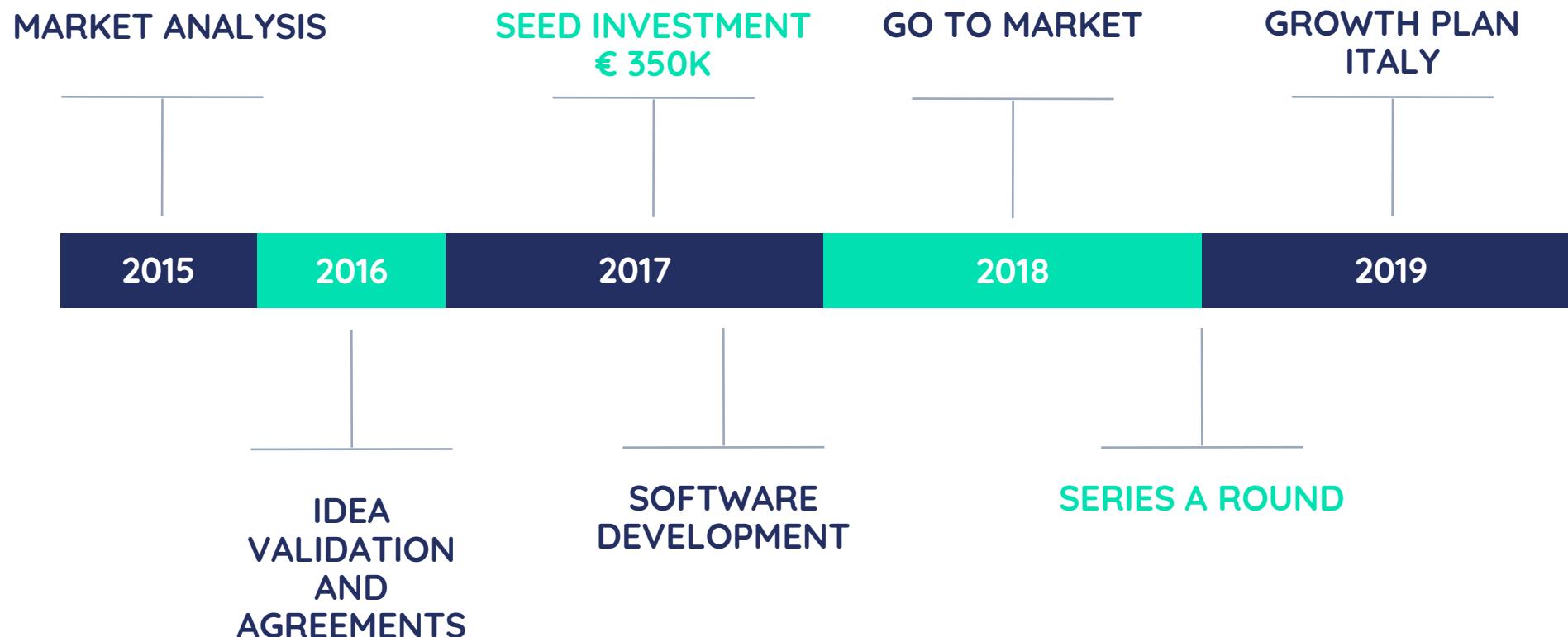
Mission

Our mission is the **management, distribution and monetization of video content** through online publishers. The stated goal is to solve the inefficiencies currently present in the world of Video Advertising.

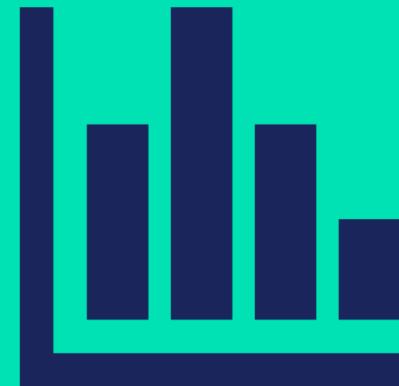
Stage

The start-up phase was completed (thanks to a Seed investment) and now the company is ready for the **SERIES A ROUND** necessary for the scale-up phase.

Our history:



MARKET & TRENDS

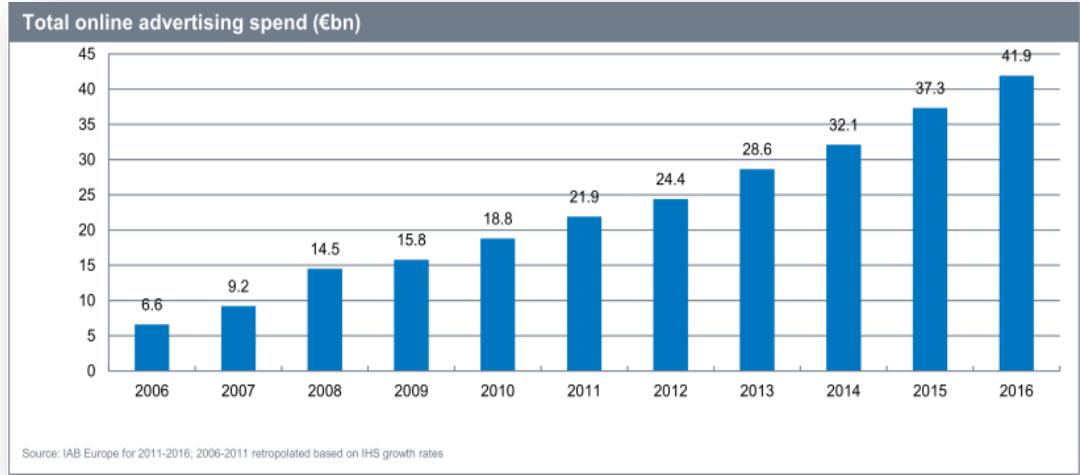


€ 41 Billions

EU market value in 2016

+ 12% (YoY)

Growth rate from 2006 to 2016



€ 2.3 Billions

Adv market in **Italy** in 2016

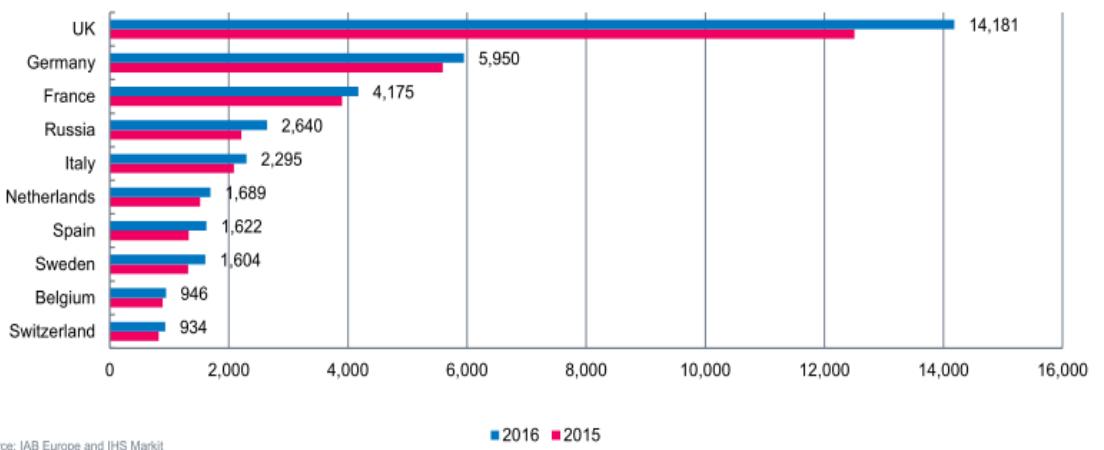
5° market

By size in EU in 2017

+38.6% YoY

Annual growth (display advertising)

Top 10: total by country in 2015 and 2016 (€m)



Source: IAB Europe and IHS Markit

■ 2016 ■ 2015

Video ADV: an exponential growth

All forecast (Accenture, IAB, ComScore, etc.) estimate a growth of more than **20% per year up to 2025**.

€ 3 Billions

EU market size - video Adv
(yearly)

€ 400 Millions

Italian market size (yearly).
Second market in EU by size

+21% YoY

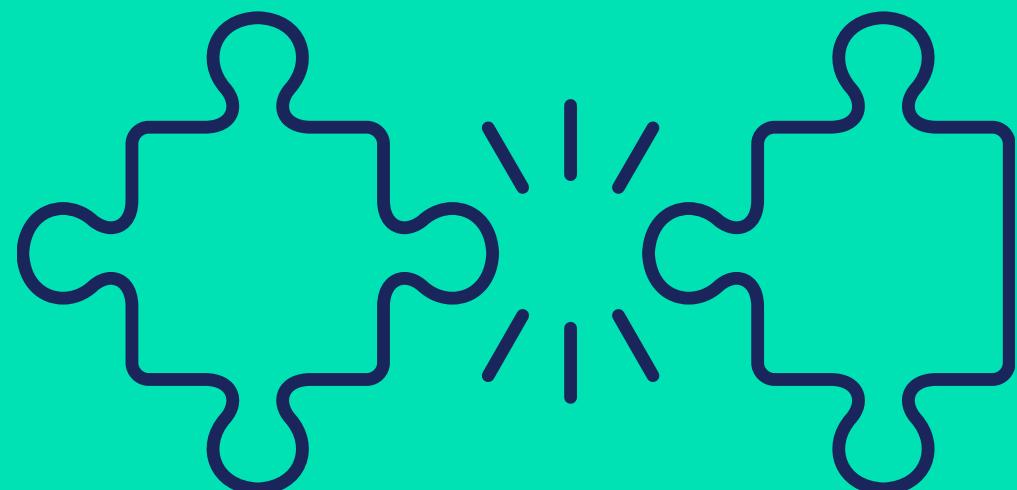
EU growth (last 5 years)

+46% YoY

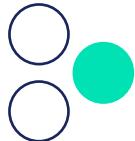
Italian growth in 2016

Top countries by Value	
	Value (€m)
UK	831
Italy	404
Germany	338
France	280
Spain	176
Belgium	138
Netherlands	127

PROBLEM



Video advertising market is experiencing a paradox: the demand for video advertising space, the pre-roll, is higher than the offer. Smiling.video proposes itself as a solution to the problem, for all market players such as:



ONLINE PUBLISHERS

They do not have extensive video catalogs on the topics that follow their editorial themes (news, sports, entertainment, TV, cinema, etc.) and it is expensive and complex for them to produce quality videos.



CONTENT PRODUCERS

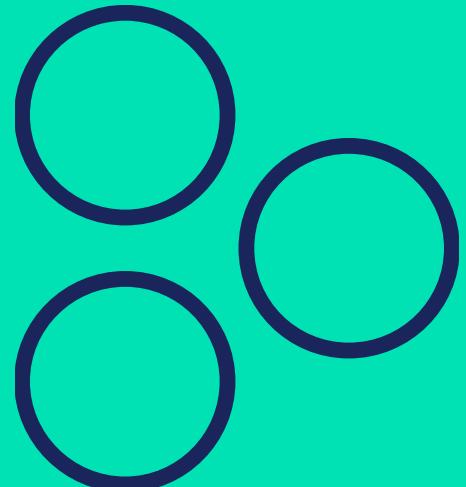
Most video producers (mostly TV groups) need new and efficient Internet rights management system to maximize online video distribution and monetization.



ADV BUYERS

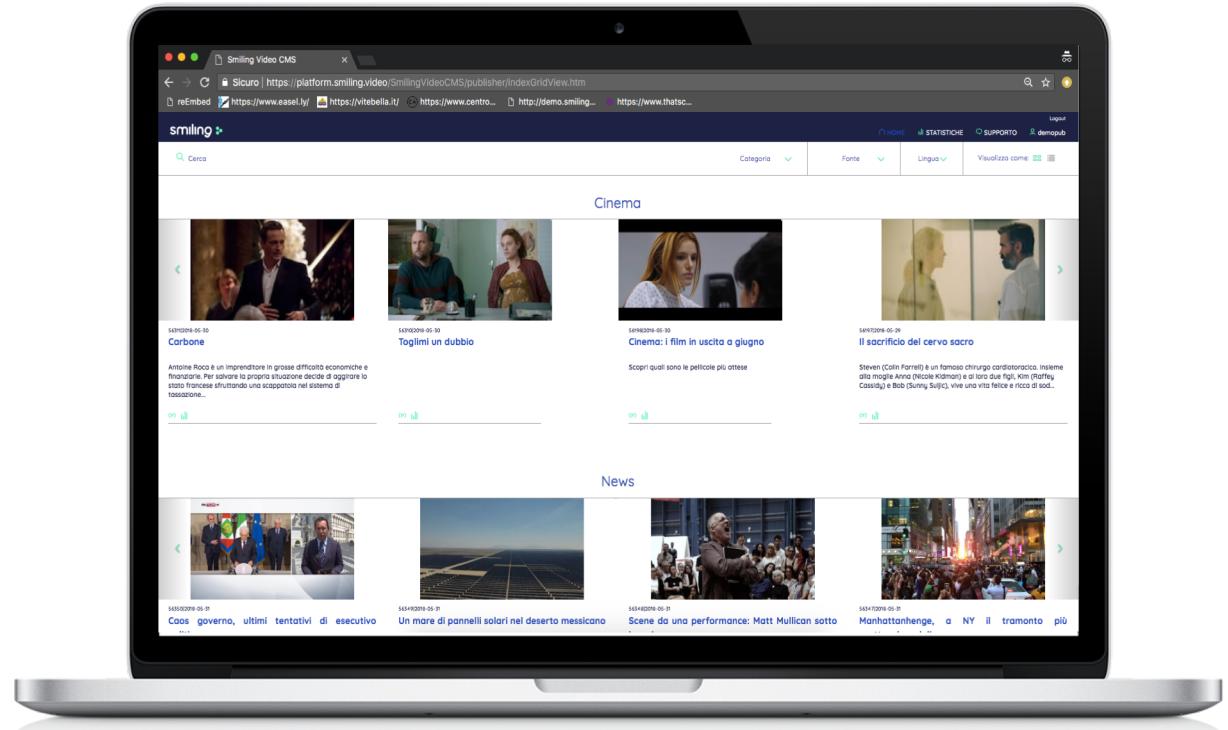
Advertising buyers cannot find on the market an inventory (pre-roll) that is qualitatively and quantitatively acceptable, falling back on formats with less impact (such as Outstream formats).

SOLUTION



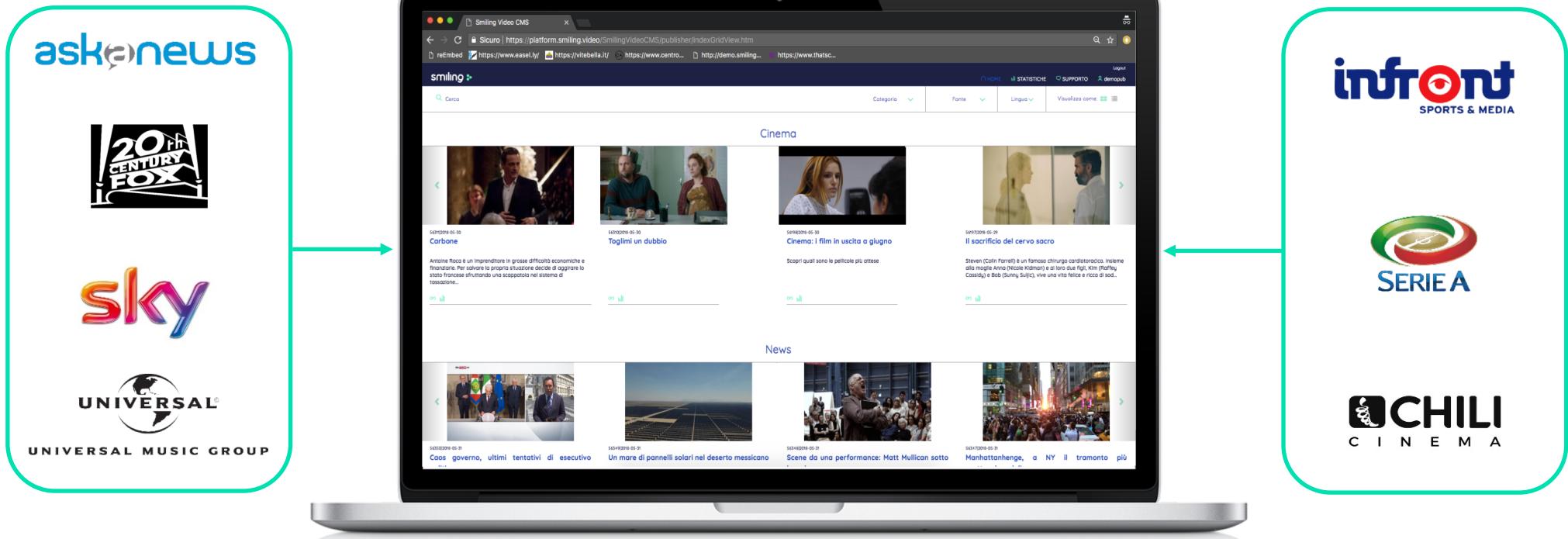
Smiling.video platform:

A unique platform that connects publishers, content producers and advertising buyers, guaranteeing all the best performances thanks to our innovative platform.



A new model to manage videos in online market.

Smiling receives and manages the video contents provided by the best content providers on the market and remunerates them in revenue-share.



An editorial revolution for online publishers

5 different products: one for each editorial model;

100.000 videos: already in our database;

200+ videos every day: for maximum editorial choice;

"Guaranteed" videos: our videos are certified and come from the best producers.



TUTTOSPORT.COM

- HOME
- JUVENTUS
- TORINO
- CALCIO
- CALCIOMERCATO
- F1
- MOTO
- MOTORI
- BASKET
- TENNIS
- PALLAVOLO
- ALTRISPORT
- Scommesse
- ESPORTS
- FOTO
- VIDEO

Calciomercato SERIE A TIM SERIE B CONTE.IT ESTERO COPPA ITALIA CHAMPIONS EUROPA L. ALTRO ▾

riacquistato la propria gente. C'è un programma e un progetto che può portare grandi risultati con umiltà, dedizione e spirito di gruppo. Noi abbiamo un ruolo delicato: i presidenti coltivano sentimenti e passioni comuni. Noi abbiamo l'obbligo di preservare questo patrimonio, tramandando e insegnando i valori ai giovani..

I gol di Milinkovic-Savic con la Lazio

Potrebbero interessarti

Myriam D'anna, la regina del fitness sui social
(Corriere dello Sport.it Foto)

Tuttosport.com Juventus, Marchisio in Oriente? Il Principe spiega perché

Tuttosport.com Juventus, Marotta «FantaPopba» ma lo era

Advertising sales: a dual system and a new model for publishers, content providers and buyers.

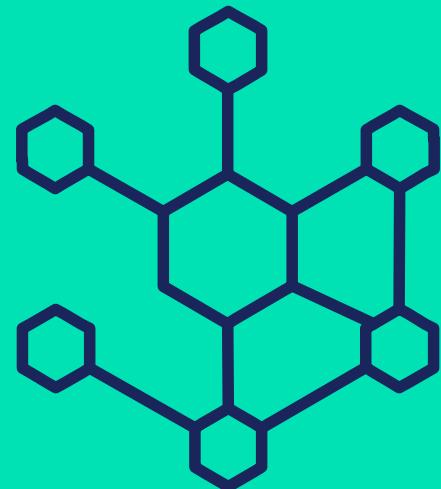
SALE MANAGED BY SMILING

Smiling, through a series of agreements with the main market players (slide 22) directly sells pre-rolls that are generated by the publisher and transfers 1/3 of the net revenues back to the publisher on which the sale was developed, 1/3 to the content provider that provided the video and 1/3 is Smiling's margin.

SALE MANAGED BY PUBLISHERS

The publisher, directly or through one of its dealers, sells pre-roll adv and removes a fixed item on sold to Smiling. At this point Smiling recedes 1/3 of the proceeds to those who have made available the video before which an advertising pre-roll has been inserted.

CURRENT STAGE



From an idea to a working software that is highly appreciated by the market.



FINANCE

- Seed € 350 k
- Start-up phase ended

TECH

- Platform is ready
- Integrated with more than 20 different technologies

GO TO MARKET

- 10 + content providers
- 120 + website using our platform

SALES

- Deals with sales agencies
- First revenues (€ 40k) with internal resources

Management team and Key people:



Massimo Garzulino, COO

8 years experience in ICT and startup field
2010 Danmax tech solutions.
2011 CTO Tpenso (biotech), SOLD
2012 Founder e CEO Pineapple, IT agency.
2014 Founder e CEO GMG, Digital Marketing Agency.
2014 Sales Manager and Co-Founder Smiling.



Giorgio D'Amore, CEO

20 Years experience in Adv and publishing sector
1996 Co-Founder of Jobcafe.it (startup)
1998 Marketing Manager of Word Online Italy.
1999 Ecommerce Manager di Assotrade.
2000 Co-founder e CEO, DAG Communication
2007-10 President «Giovani Imprenditori Assolombarda»,
2013 Co-Founder di Smiling



Sandro Trapella, CTO

25 years experience as software developer, CTO and entrepreneur in IT field.
1996 Founder WNA Newmedia (sold to Sapient).
1999 Founder Newmedia Solutions, web agency. Volagratis, Credit Agricole, Bticino, Intesa SanPaolo, TUI, Blackrock, Fiera Milano.
2016: CTO Smiling

We're supported by well known advisors!



Enrico Quaroni
Sales advisor

2018 Regional Director Southern Europe e MENA regions di **Sizmek**, Rocket Fuel Inc. (NASDAQ: FUEL)

From 2013 to 2016 Country Manager Rocket Fuel Italy

2011-2013 Sales Director MyThings Italia.

2008-2010 Sales Manager DAG Communication.



Elena Guzzella
Marketing e PR advisor

20 Years in PR and MKTG companies

1996 Mktg Manager Lacie.

1998 PR Manager Computer Reseller News.

2000 Founder and CEO dell'agenzia DAG Communication. Main clients: Accenture, Politecnico di Milano, Siemens, CNR, Fiera Milano, Ariston, VISA.

2013 Co-Founder Smiling



Pierluigi Paracchi
Finance advisor

2018 CEO di **Genenta**

Founder e CEO Quantica Venture Capital

Venture Consultant Sofinnova and founder of Medixeia Capital.

Advisor for: Digital 360, Performedia AND Simple Agency.

Since January 2018 (kick off) in April 2018 Smiling has signed contracts with:

25 publishers



120+ websites



938 millions page views



In keeping with its editorial strategy, Smiling selects only the contents of "best in class" video producers such as:



200 new videos every day

100.000 video in our database

Smiling has been in the advertising market since 2014 and can count on a solid and operational network:

10+ buyers

3 media agencies

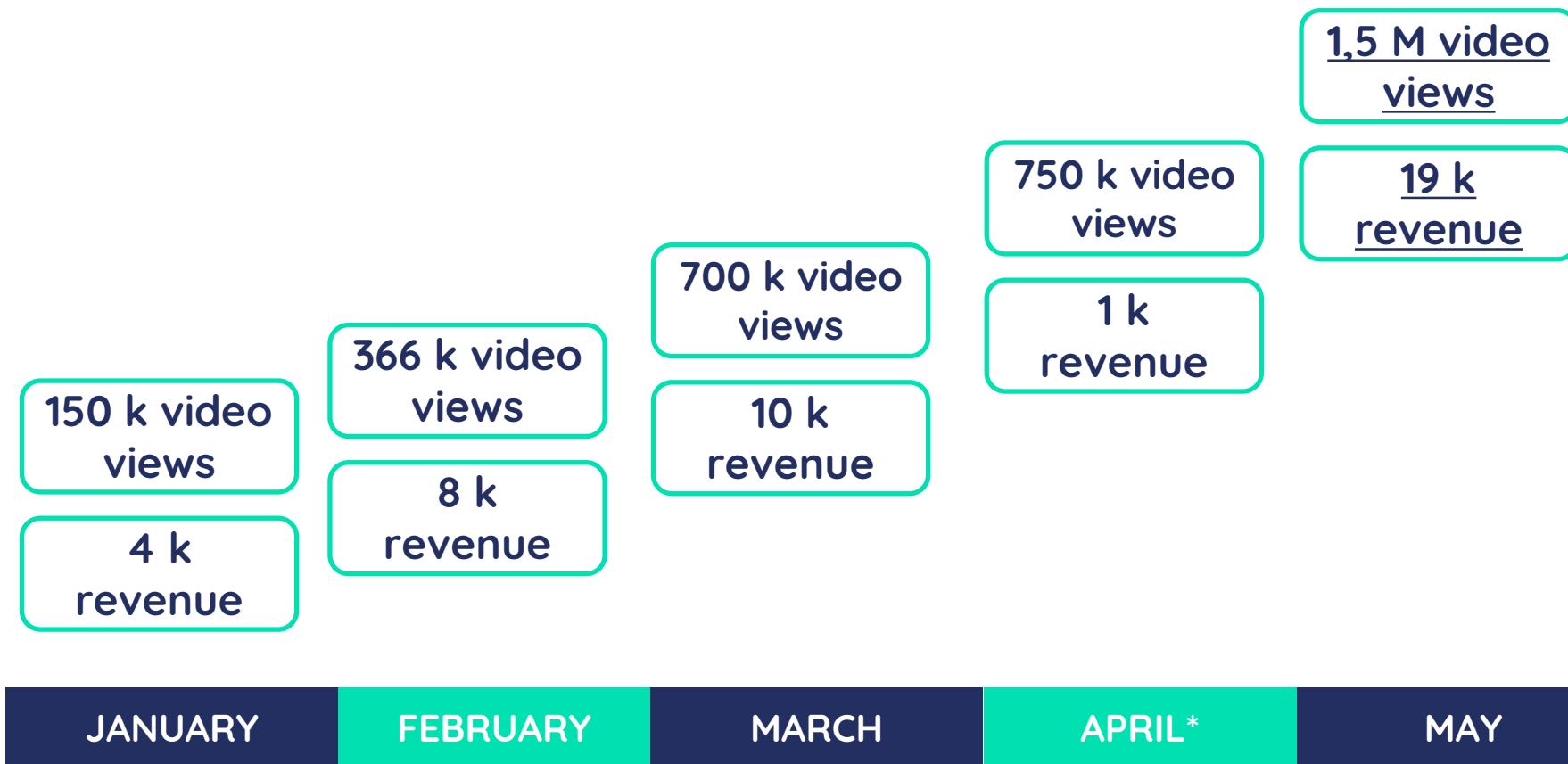
€ 40k + revenues



Media agencies are appreciating the innovativeness and effectiveness of the Smiling.Video platform; 5 framework contracts already signed:

	Market size	Category / sector	Contract
WPP / GroupM	€ 19 B	Media Agency	Signed
Dentsu	\$ 6 B	Media Agency	In progress
Omnicom	€ 15 B	Media Agency	Signed
Publicis	\$ 9.6 B	Media Agency	Signed
Interpublic	\$ 7.5 B	Media Agency	In progress
Rocketfuel / Sizmek	\$ 250 M	Programmatic Adv	Signed
AOL / Oath	\$ 2 B	Programmatic Adv	In progress
Freewheel	€ 200 M	Programmatic Adv	Signed

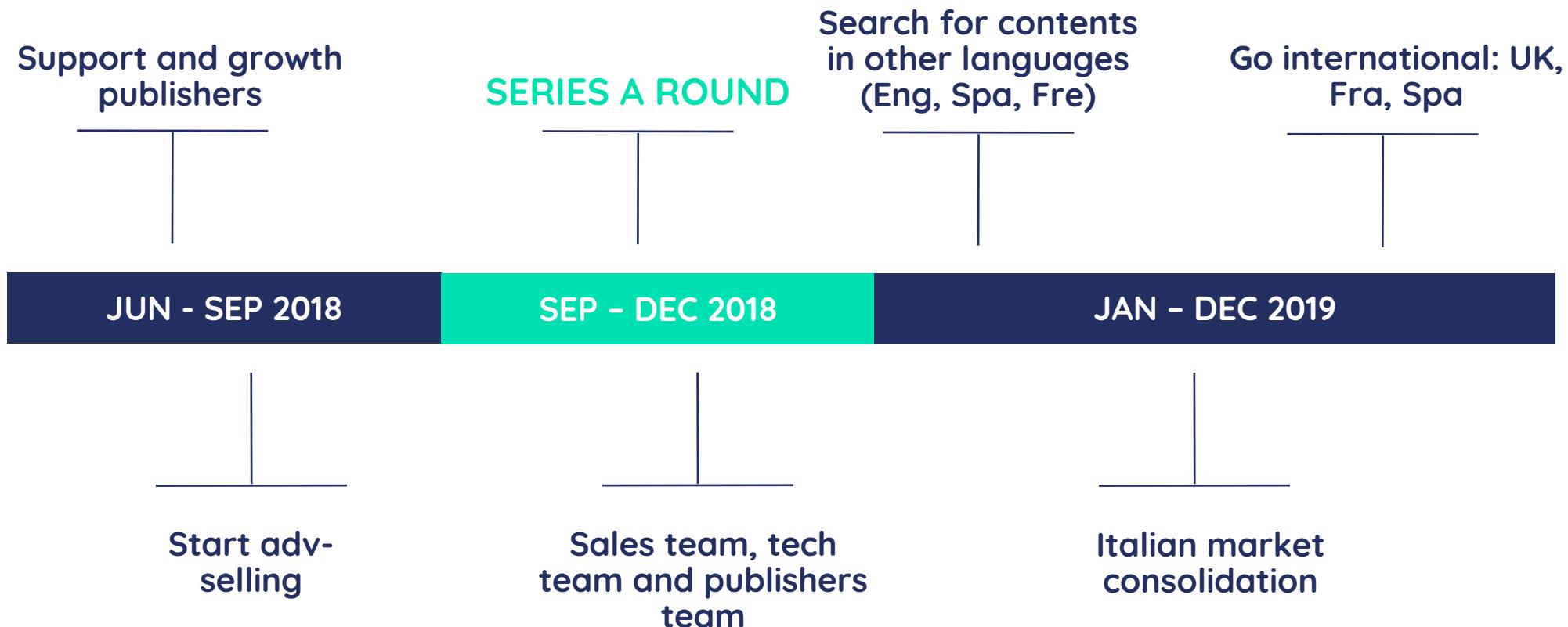
Smiling.video growth rate from January (go to market) to May 2018.



GROWTH STRATEGY



The short-term objective for Smiling is to aggressively enter the market by establishing business relationships with publishers, media agencies and content producers.



OUR MILESTONES

Increase number of
publishers using
Smiling.video

Increase number of
content providers that
provide videos to
Smiling.video

Structuring **sales team**
(Adv)

Tech: **third-party
integration** (IAB, Deloitte,
Nielsen)

Marketing and
communication

Thanks to the scale-up phase, considering the publisher base indicated in the previous slides, Smiling will be able to **reach more than 220 million video views / month** when fully operational. A current outline of the situation and growth in the coming months:

Publishers	Siti web	Page views Publishers	Video Percent	Gen	feb	mar	apr	mag	giu	lug	ago	set	ott	nov	dic	
MSN - Microsoft	Msn.com	300.000.000	0,50%												1.500.000	
Gruppo Caltagirone	Il Messaggero, Il Mattino, Leggo	150.000.000	0,50%											750.000	821.969	
Trilud Network	Pourfemme, Allaguida	100.000.000	1,00%											1.000.000	1.095.958	
Il Sole 24 ore Network	Famigliacristiana.it, Affaritaliani.it, Blitzquotidiano.it, ecc.	50.000.000	1,00%									500.000	535.887	574.349	615.572	
Amodei Group	Corriere dello Sport,Tuttosport	75.000.000	0,75%					562.500	616.477	675.632	740.465	811.519	889.391	974.735	1.068.269	
Sport Network	calcioweb, meteoweb, sportfair	10.000.000	1,00%						100.000	111.612	124.573	139.039	155.185	173.205	193.318	
Citynews	Milanotoday, Romatoday, ecc.	60.000.000	1,00%								600.000	643.064	689.219	738.687	791.705	
La Stampa Network	lastampa.it, ilsecoloXIX.it, stile.it	40.000.000	1,00%									400.000	438.383	480.450	526.553	
Yobee Network	Urbanpost.it, business.it, caffeinamagazine, ecc.	30.000.000	1,00%		300.000	321.532	344.610	369.343	395.852	424.264	454.715	487.351	522.330	559.820		
Qwant.com	qwant.com	25.000.000	1,00%					250.000	273.990	300.281	329.096	360.675	395.285	433.216	474.786	
Fidelityhouse.eu	News Fidelityhouse, Donna Fidelity House, ecc.	15.000.000	1,00%									150.000	160.766	172.305	184.672	
Fantagazzetta	Fantagazzetta.it	50.000.000	1,00%						500.000	547.979	600.562	658.191	721.350	790.569	866.431	
Termometropolitico	Termometropolitico.it	10.000.000	1,00%						100.000	109.596	120.112	131.638	144.270	158.114	173.286	
SITI SMILING	Gingergeneration.it, Dotsport.it, Dotgolf.it, Dothorse.it	3.100.000	5,00%	155.000	166.125	178.048	190.827	204.524	219.203	234.936	251.798	269.871	289.240	310.000	332.250	
Altri editori	Everyeye, Zazoom, soluzionibio, Sanremonews, ecc.	20.000.000	1,00%		200.000	223.225	249.146	278.078	310.369	346.410	386.636	431.534	481.645	537.575	600.000	
TOTALE		938.100.000		155.000	366.125	701.273	761.506	1.639.711	2.489.382	2.722.299	3.577.507	4.950.245	5.387.971	7.615.535	9.804.588	

Smiling.video is constantly looking for **new quality videos**. To increase the editorial scope, the team must dedicate itself to closing agreements with the following content producers

GLOBAL NEWS



GLOBAL SPORTS



MISCELLANEOUS



Smiling will invest the capital received in the following activities, in line with the established growth plan.

35% Research and development

Increase of internal and external resources for the technological improvement of the Smiling.video platform.

35% Business development

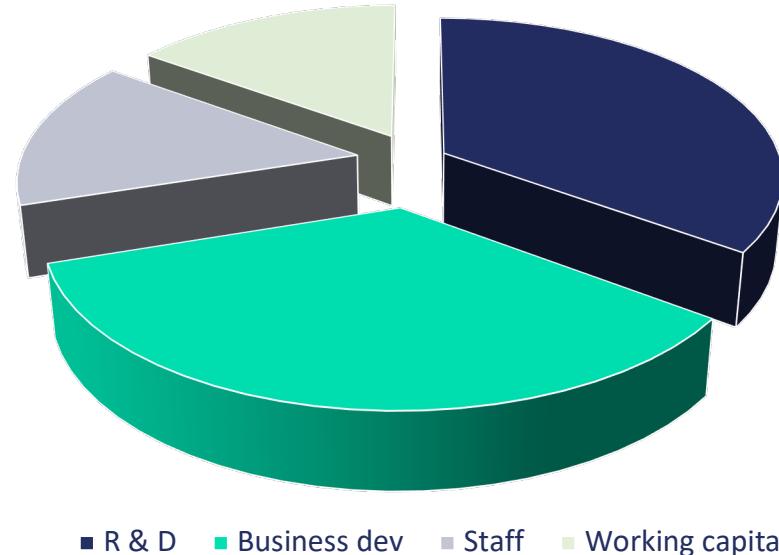
Incorporation of new commercial and management resources to develop, increase the number and quality of publishers and content providers.

15% Working capital

Payment suppliers and third parties such as: technologies, PC, software rentals, hosting etc.

15% Staff

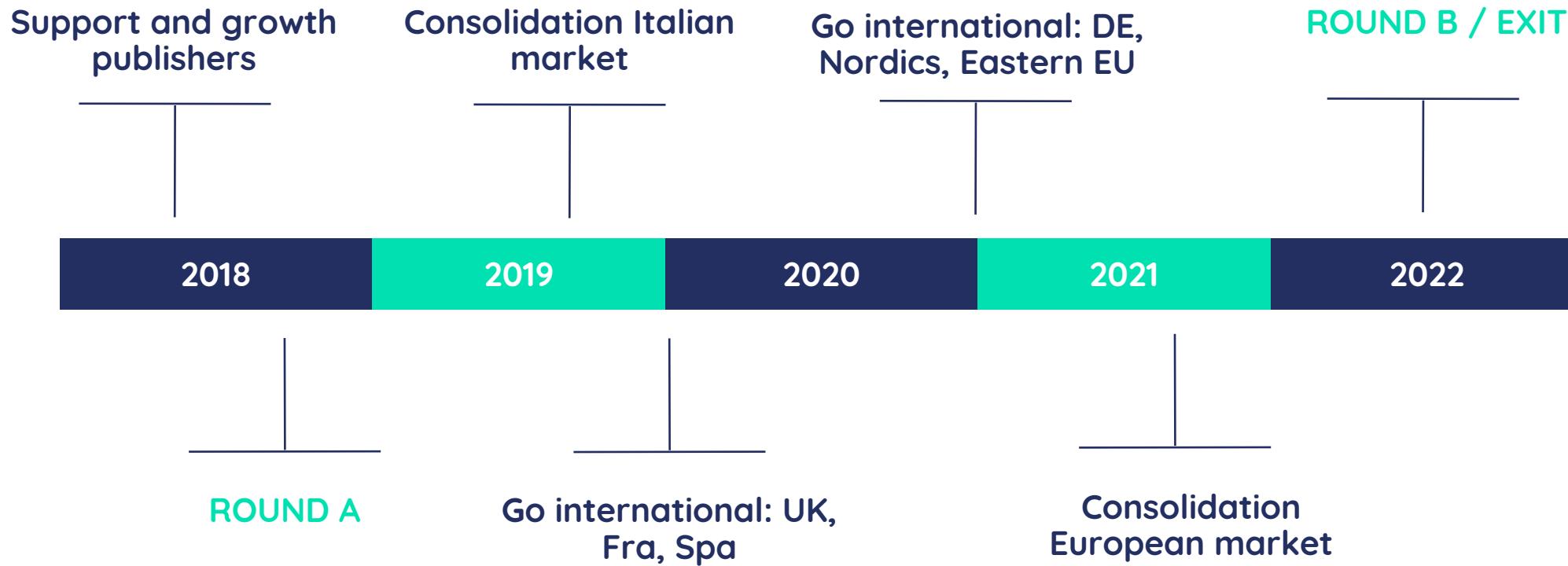
With the increase in complexity, the resources dedicated to the back office will be upgraded.



■ R & D ■ Business dev ■ Staff ■ Working capital

All detailed financial plans are available in excel format with details for in-depth analysis.

Smiling has a well-defined long-term strategy.



COMPETITORS ANALYSYS & KSFs



There are some companies already working in video-adv market, with their own peculiarities. We can divide our competitors into two macro-categories:

«Outstream» platform



«Widget» platforms



Unlike pre-roll formats, outstream video platforms make advertising video appear within an article automatically, disrupting the reader's attention.

Platforms that carry video content on the page but not editorial and linked to the context and in autoplay to generate volumes but with poor performances.

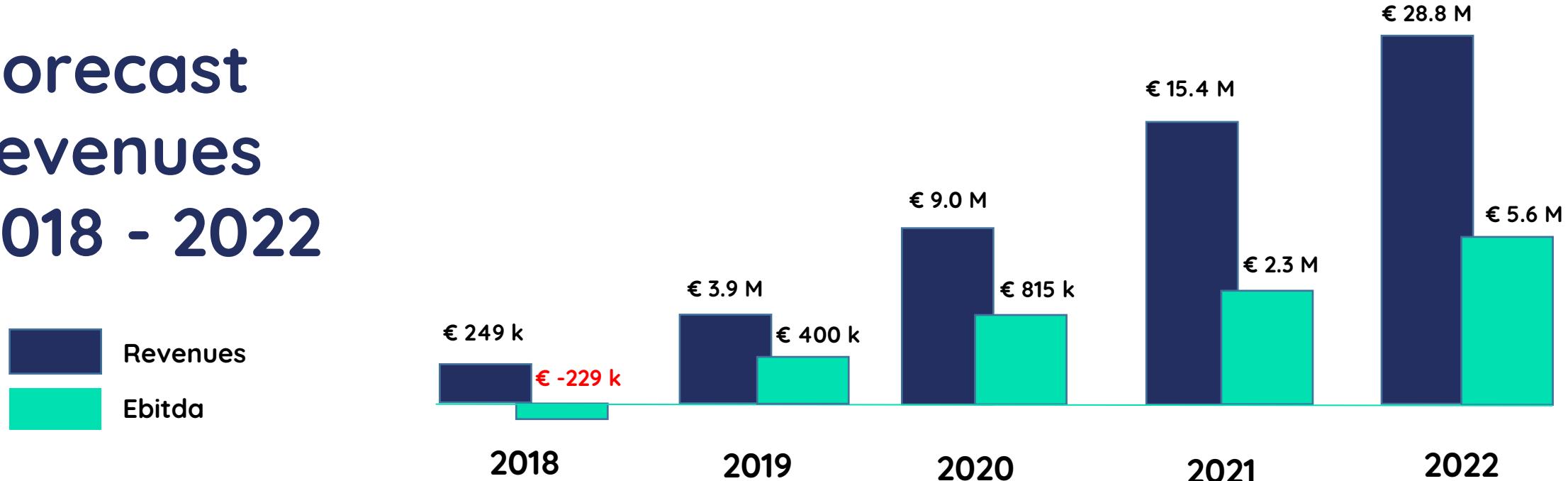
Smiling's offer is positioned in a portion of the market not yet penetrated by the main competitors.



Looking at Smiling's main competitors, it is clear that most of them position their offers with a **low quality strategy and low prices**.

Company	Video outstream	Widget / single video	Video Pre-roll	Video content quality	Video intelligence
 Teads®	Yes	Widget	No	<input type="radio"/>	No
 THEOUTPLAY	Yes	Widget	Yes	<input checked="" type="radio"/>	No
 glomex THE GLOBAL MEDIA EXCHANGE	No	Single video	Yes	<input checked="" type="radio"/>	No
 smarty content	Yes	Widget / single video	Yes	<input checked="" type="radio"/>	No
 viralize	Yes	Widget / single video	Yes	<input checked="" type="radio"/>	No
 Oath: A Verizon company	Yes	Single video	Yes	<input checked="" type="radio"/>	No
 smiling :	No	Single video	Yes	<input checked="" type="radio"/>	Yes

Forecast revenues 2018 - 2022



Video views

40 M

540 M

1.5 B

3.1 B

7.2 B

Publishers

75

400

650

1.000

2.000

FTE

6

15

35

43

64

Detailed financial plans are available in excel format
for in-depth analysis.

Thanks for your attention



Smiling srl

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