



denden

Enhanced Crowdsourcing platform

1. Presentation
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PRESENTATION

« Getting the most accurate data for Maps is our job. Displaying it, is yours... »

Billy Pham, Co-founder

Unique & innovative solution to get 100 % of the POIs of the world !

Informations collected for each POI:

- *Name*
- *Category*
- *Address*
- *Photo*
- *Phone number*
- *Geolocation*
- *Opening hours*
- ...



POI : point of interest (physical shops)

Example of the center of Paris :
Shop not represented on Google Maps in Green



- **70%** of the POIs in the world are missing on maps
- **40%** of the POIs of largest cities are missing on maps
- **30%** of the POIs displayed on maps are not up-to-date



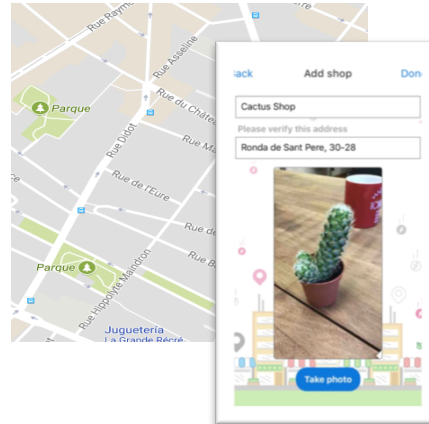
Our mission:

To be the **best** data provider for Maps

Our collectors



Targeted zone



POI collected on the ground

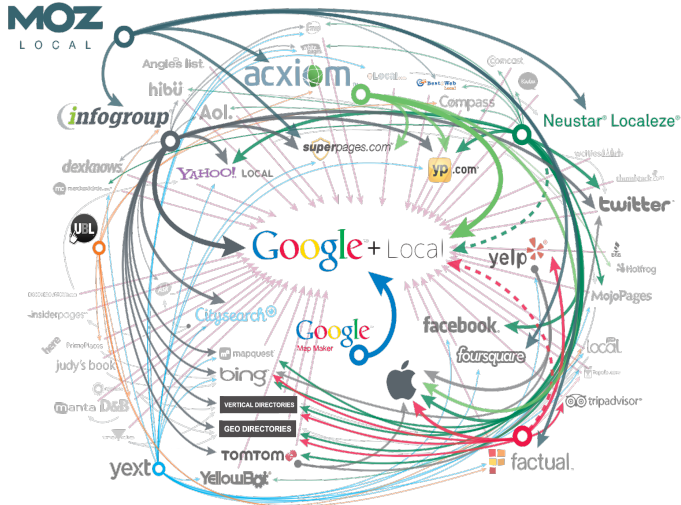
Map data :

100% collected
100% accurate
100% up-to-date



About our collectors :

- « Uberized » model
- Paid to collect the POIs
- Incentive model



VS



Currently:

- Old way to collect data : crawling, Database matching... etc
Same old data provided by the same actors : Axiom, Factual, Schober... etc
- Not up-to-date data due to a low frequency of collect (75% of the new POIs are closing within the first 18 months)
- Wrong informations displayed : problem of accuracy

Results :

- *Missing POIs : 40% in most of large cities*
- *Unaccurate : 30% of the data are not up-to-date*

With Denden:

Manual checking, access to any zone, constant refresh, strong incentive for the collectors...

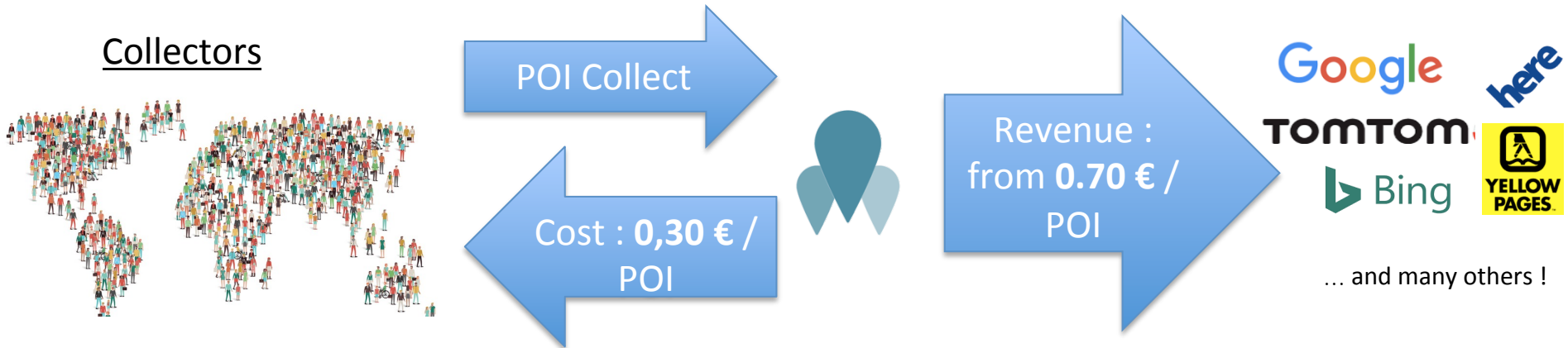
Results:

- *100% of the data of a zone*
- *100% up-to-date data*
- *100% accurate*

BUSINESS MODEL

« Being for maps what Uber is for transportation. The difference, our model is already profitable ! »

Charly Pham, Co-founder



Earning details:

- **from 0.70 € to 1.2 €* for non exclusive data**
- Licensing : from 0.15 € to 0.30 €* for yearly use
- Number of dispatch : no limit

**average market value*

Examples of potential areas :

Area	Collect cost : 0.30 € / POI	Potential income	Additional income
Paris (600k POI)	180 000,00 €	1 620 000,00 €	<ul style="list-style-type: none"> • Licensing • Yearly update • ...
London (750k POI)	225 000,00 €	2 250 000,00 €	
Barcelona (300k POI)	90 000,00 €	720 000,00 €	
France (10M)	3 000 000,00 €	27 000 000,00 €	
UK (12 M)	3 600 000,00 €	36 000 000,00 €	

POI : point of interest (physical shops)

Achievement

« today is a good day »

Billy & Charly Pham, Co-founders

August 2015 : Denden is Born (created by Billy & Charly Pham)

February 2016 : Team completed

September 2016 : Map product launch and model validation with the collectors

December 2016 : Scalability proven with 150 000 POIs collected in Barcelona in 6 weeks

April 2017 : Expandable model proven with 150 000 POIs collected in London in 4 weeks

June 2017 : 1st partnership signed with Yellow Pages France

August 2017 : Advanced discussions with TomTom, Google, Bing, Here...

September 2017 : 250 000 POIs collected in Paris in 4 weeks (effective agreement)

October 2015: Capital raised 150 000 €

September 2016 : Capital raised 250 000 €

December 2017 : Capital raising

SCALABILITY

- Tested and validated in 3 of the biggest cities in Europe
(Barcelona, London, Paris)
- Walk & get paid: « uberization » of the data collect
 - All you need is... a phone !

Strong incentive for collectors : earning up to 200 euros daily !

Investment and forecast

Investment : 1 millions €

Post money company's valuation : 5 millions €

POI collect :

- Targeted areas :
Paris + 2 other
european capital
cities
- Estimated volume :
1,5 M POIs
- Coordination &
Marketing

Estimated cost :

500k €

1 M €

Platform improvement :

- Full automation
- Advanced back office

**Sales force / team
development:**

- Additional assets
- Areas : Paris and London

Estimated cost :

500k €

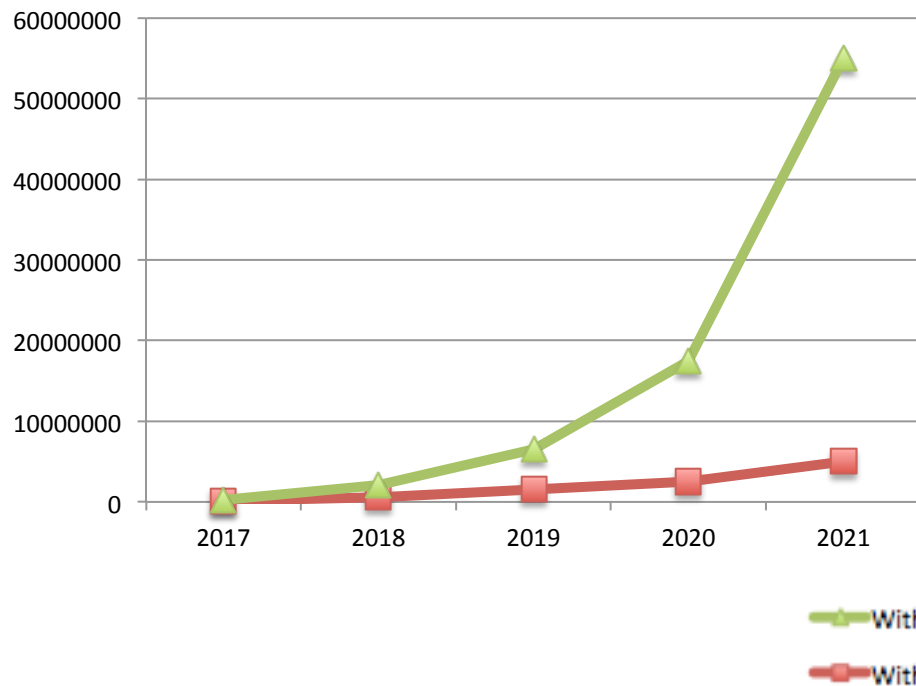
Why?...

- *Getting faster POIs*
- *Get and keep the leadership*

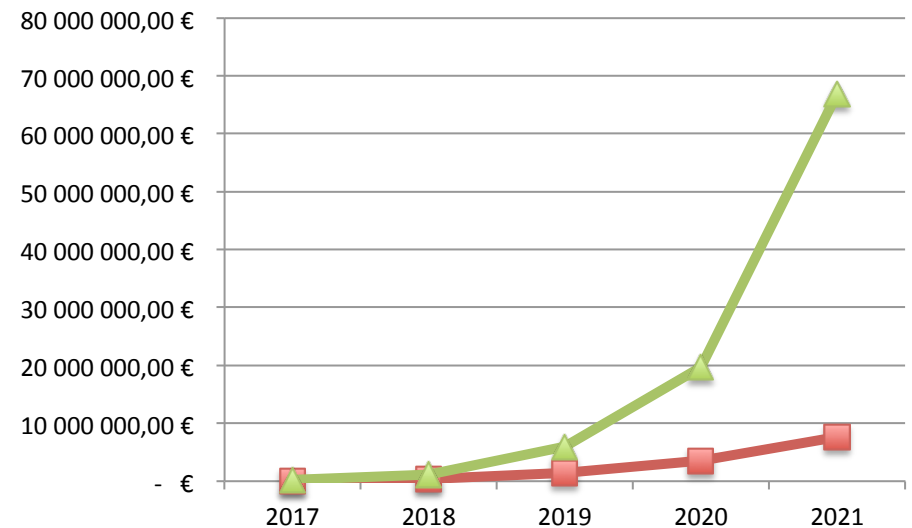
To do what?...

- *Improvement of the platform*
- *Sales force development*

POIs collected / year (millions)



Revenue



Nb : 20M € capital raised targeted between 2020/21

Number of POIs / year	Without investement	With investment
2017	120000	120000
2018	600000	1500000
2019	1500000	5000000
2020	2500000	15000000
2021	5000000	50000000



*After 5 years, **100 000 000 POIs** around the world will have been collected*

Revenue	Without investement	With investment
2017	84 000,00 €	100 000,00 €
2018	361 200,00 €	777 000,00 €
2019	1 482 936,00 €	4 404 036,00 €
2020	3 528 000,00 €	16 177 350,00 €
2021	7 562 450,00 €	59 262 000,00 €



*Revenue in 2020 : **16 M euros**
Yearly growth : + 300 %*

*2021 : capital raised to subtain
the growth : 20 M euros*

Avg profit	Without investement	With investment
2017	48 000,00 €	80 000,00 €
2018	181 200,00 €	327 000,00 €
2019	732 936,00 €	1 154 036,00 €
2020	1 528 000,00 €	4 177 350,00 €
2021	2 062 450,00 €	14 262 000,00 €



*Ebita 2020 : **4 M euros**
Yearly growth : + 270 %*

*Entirely reinvested in the POIs
acquisition*

Conclusion:

- Denden provides an unique and profitable solution
- Proven scalability with strong incentive for the collectors
- Getting the most reliable and accurate data allowed DenDen to have already signed its first agreement and to be in an advanced discussions with all of the most popular Maps of the world (*Google, Bing, Here, Tomtom, Foursquare... etc*).

So, why do we need a financial partner?

- To be reactive on any demand
- To grow as fast as possible
- To become and remain the leader of the Maps Data generation
- Together, to build the next **unicorn** !

Thank you!