



Izalink sas Pitch Deck

53



iZalink

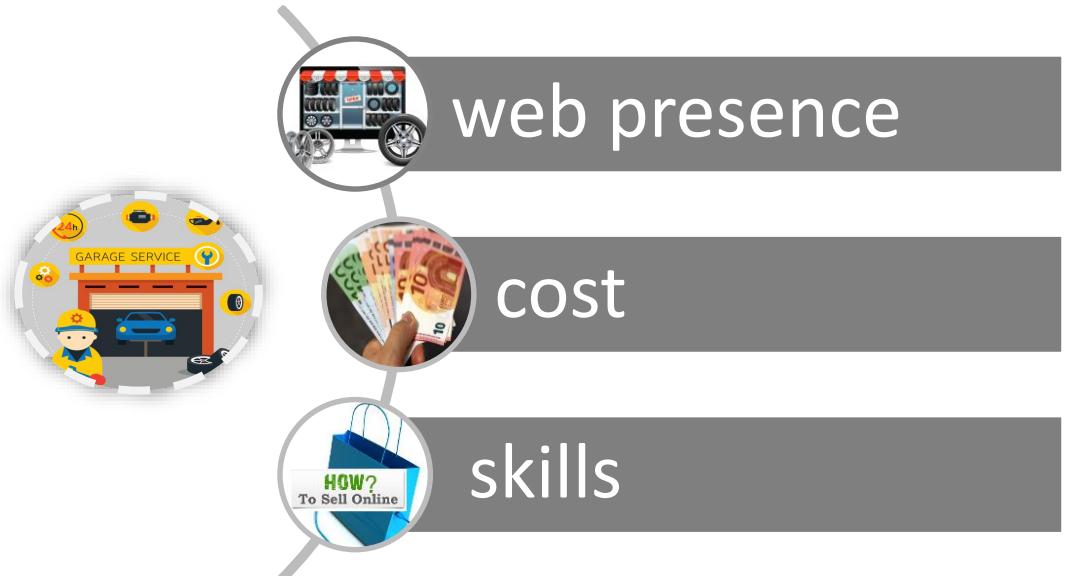
The easiest automotive link

PROBLEM

Maintaining a vehicle can be stressful.

Most consumers don't know which tires are best or which spare parts are right for their car. They don't know which mechanic to go to for a repair or if the price they are quoted is fair.

Few tire dealers and auto repair shops have an online presence, fewer still have web marketing skills.



SOLUTION



A platform that enables consumers to find the right tires and parts, compare quality, price, and convenience, book an installation, and pay for the complete package through a secure website or mobile app. Customized websites connecting dealers and installers to online shoppers.



giorgiogarage.it

peugeotavignon.fr

point-s-13.fr



wholesalers



OUR PRODUCTS



The garage builder. A web hosting and sales management system built that enables car care centers to easily connect with their customers.

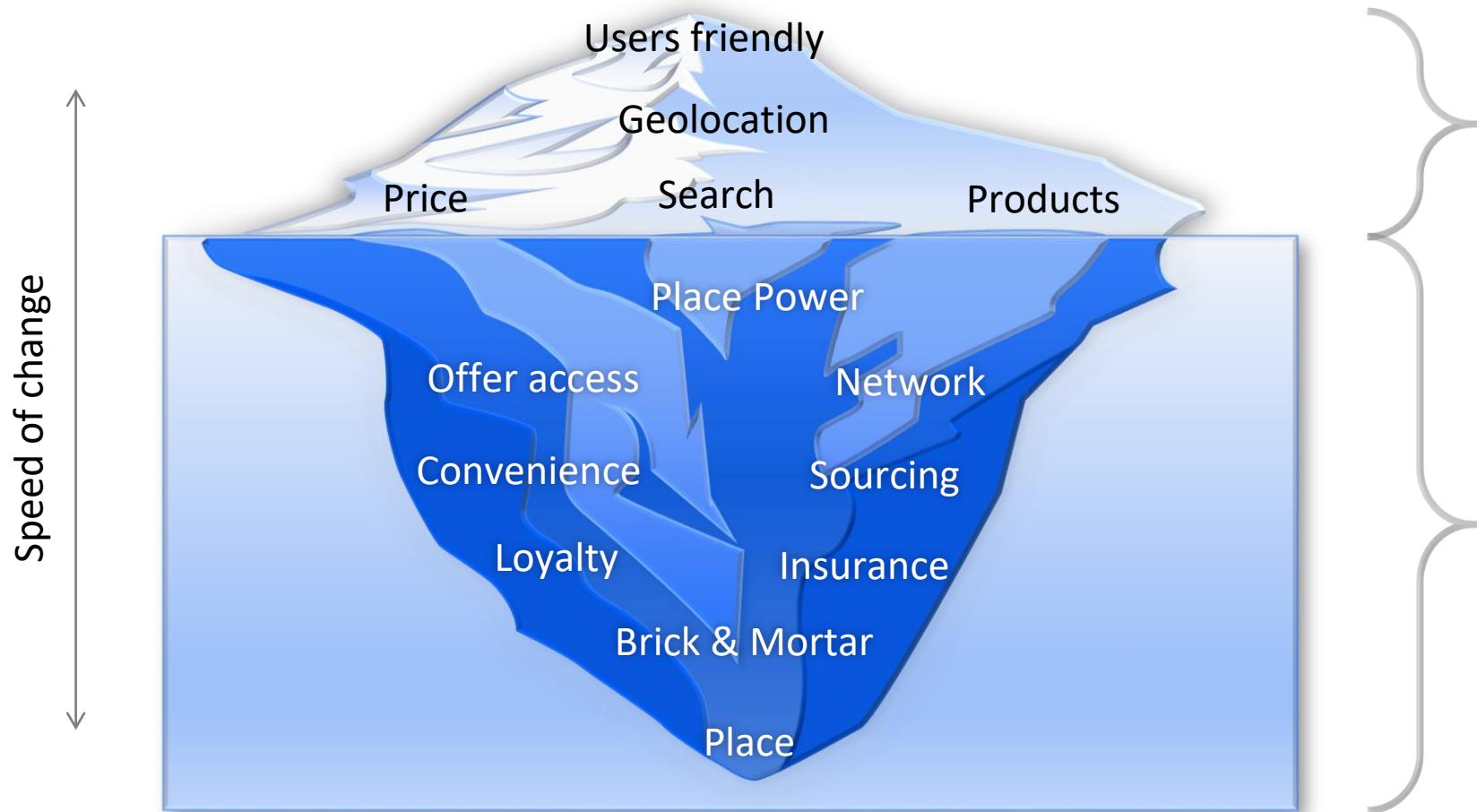


A marketplace that makes it easier and faster for buyers to find the right tyres and spare parts, compare quality, price and convenience, book an installation, and pay for the complete package through a secure website or mobile app.

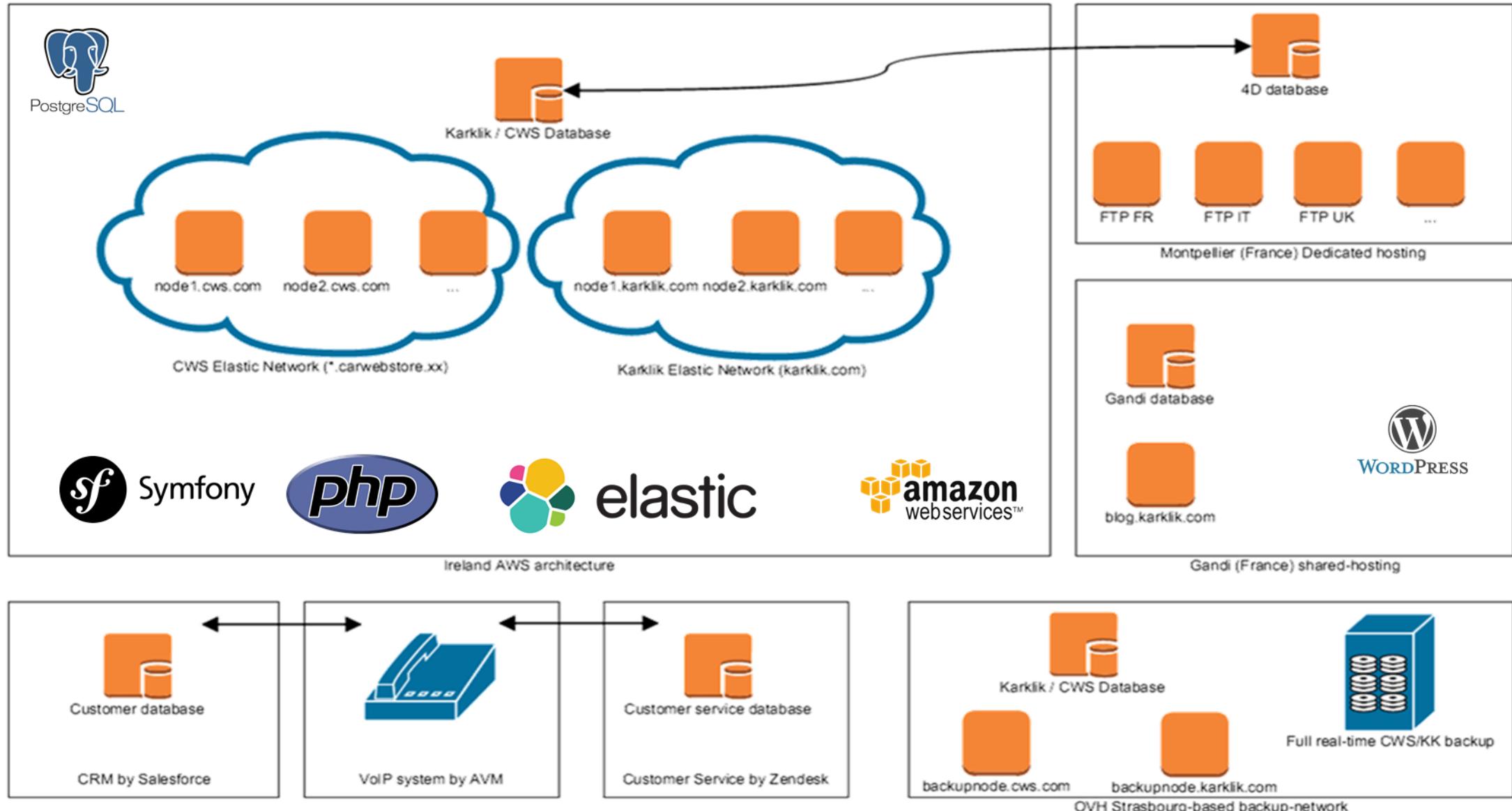


SECRET SAUCE

ChowNow for garages and auto chains. Airbnb for car tyres and auto repair.



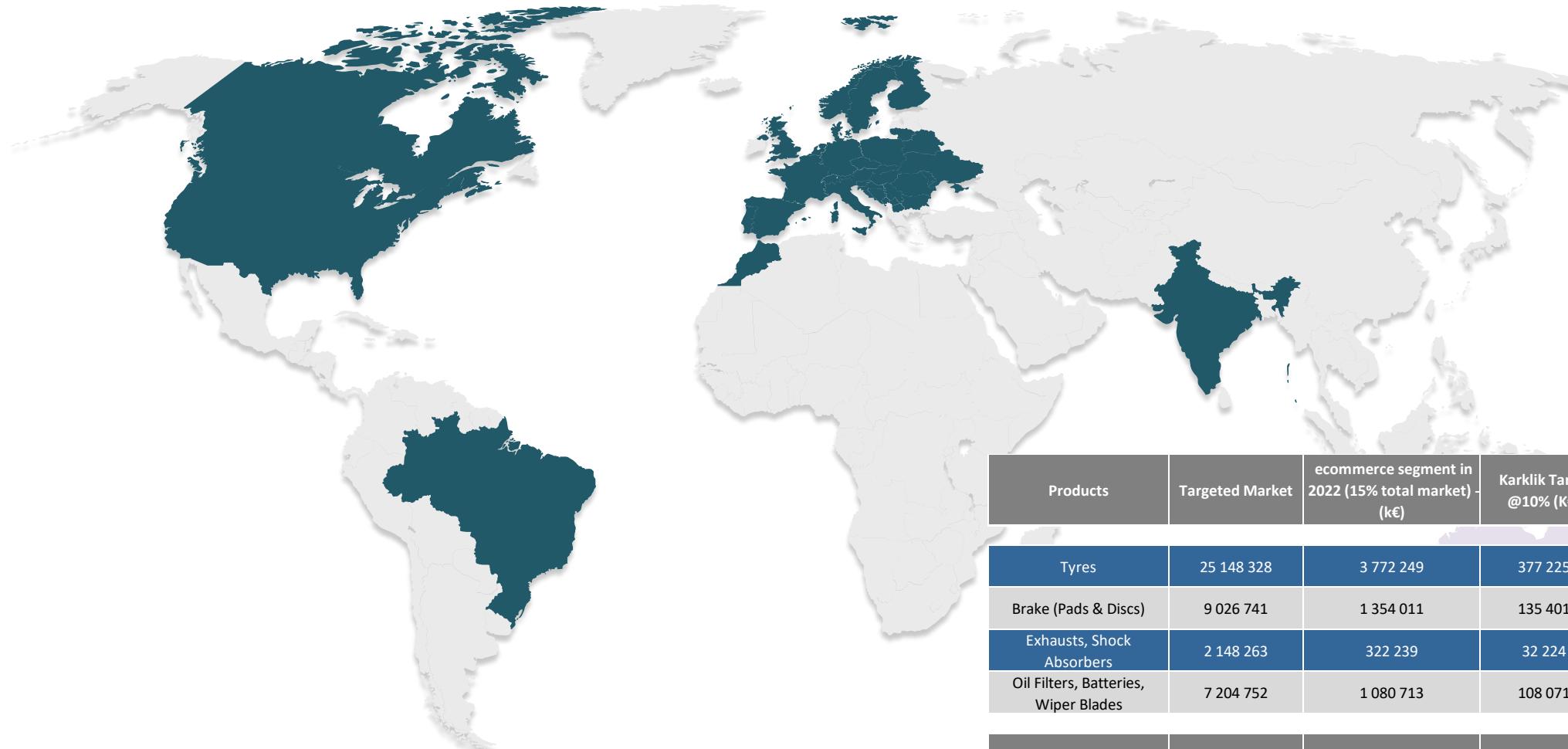
IT ARCHITECTURE



MARKET SIZE



Let's start from basic repair and tyres, but automotive is: hard repair, insurance, rental cars, new cars



Products	Targeted Market	ecommerce segment in 2022 (15% total market) - (k€)	Karklik Target @10% (k€)	Net Sales (k€) @2022
Tyres	25 148 328	3 772 249	377 225	7 544
Brake (Pads & Discs)	9 026 741	1 354 011	135 401	2 708
Exhausts, Shock Absorbers	2 148 263	322 239	32 224	644
Oil Filters, Batteries, Wiper Blades	7 204 752	1 080 713	108 071	2 161
Grand Total	43 528 084	6 529 213	652 921	13 058

BUSINESS MODEL



We charge dealers and repair shops a monthly subscription fee. We take a commission on each transaction.



KARKLIK



$$\begin{aligned} \text{€275M} \times \\ 5.5\% \\ = 15 \text{ M€} \end{aligned}$$



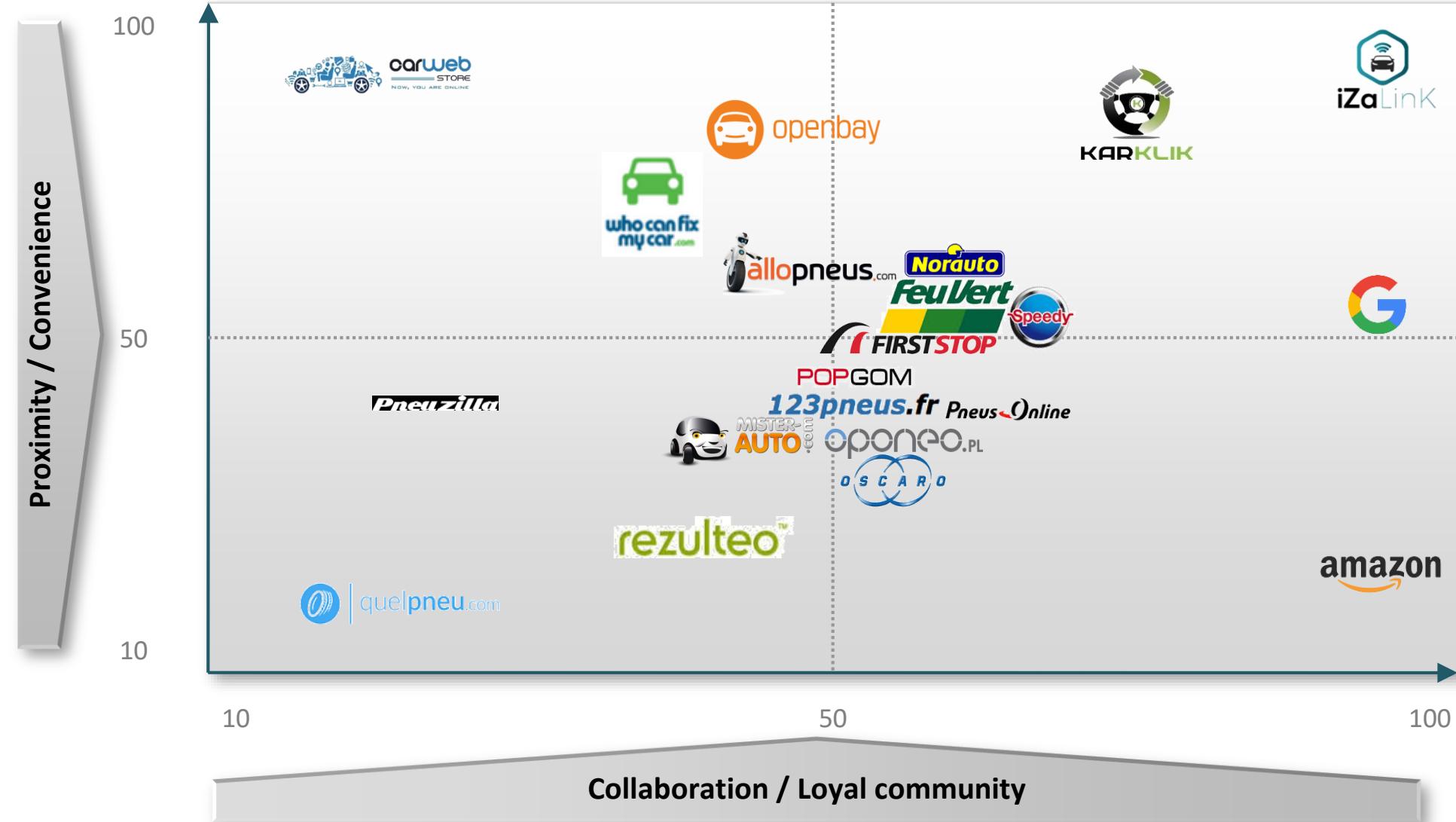
$$\begin{aligned} 10.000 \text{ pos} \times 9.9\text{€} \\ = 1.2 \text{ M€} \end{aligned}$$

17 M€

COMPETITION

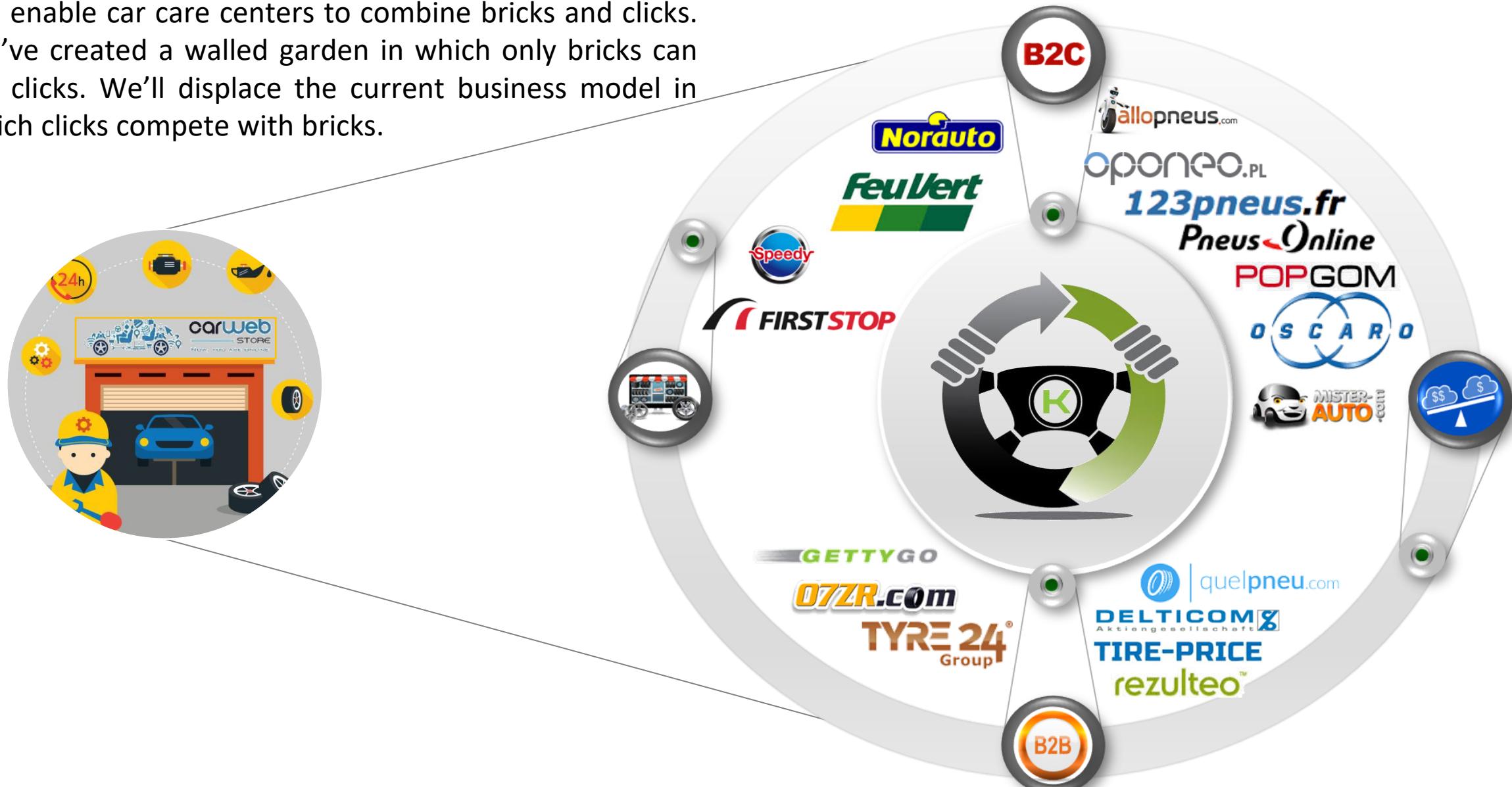


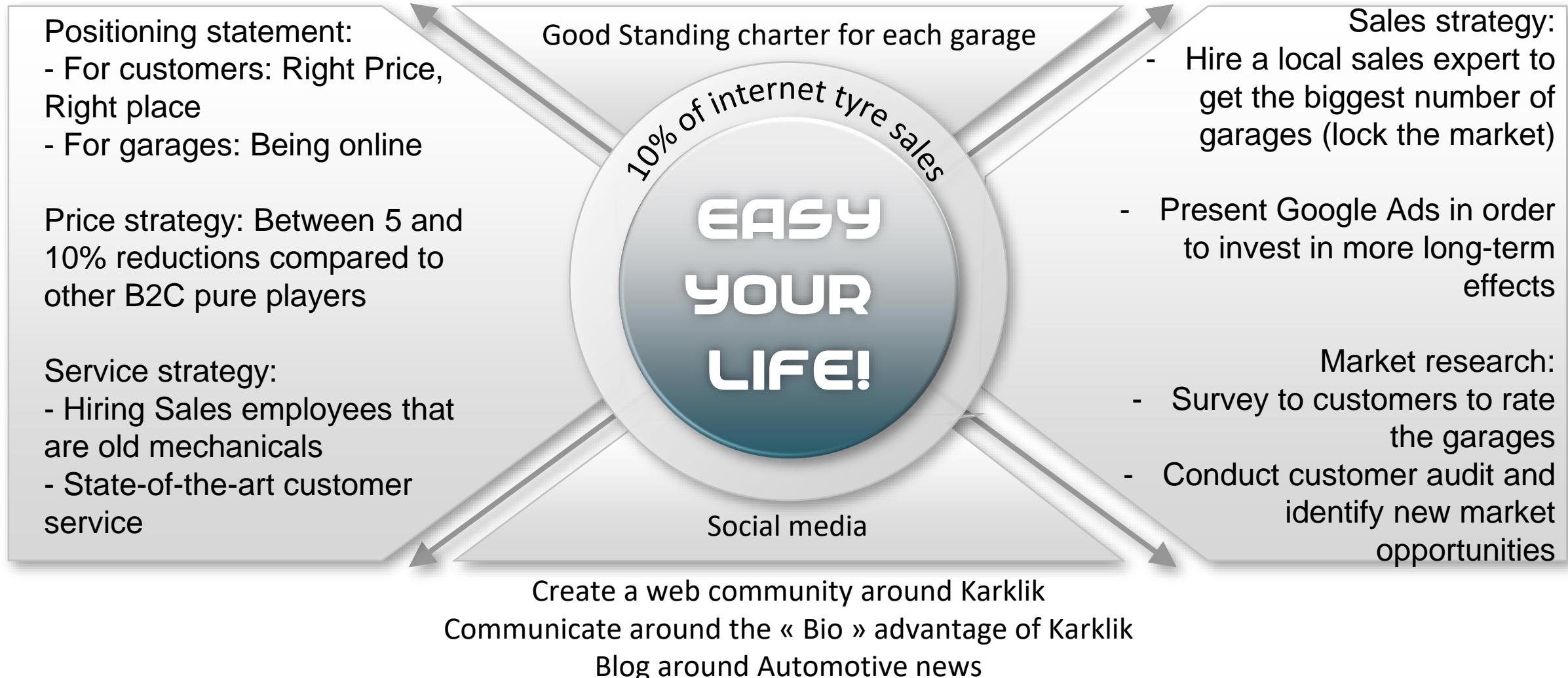
- Retail 1.0 switch to 2.0 to compete B2C growth.
- Price comparison remain P2C without any added value
- “On demand” is the first evolution
- But revolution is: user choice subject to rating, proximity & cost transparency.



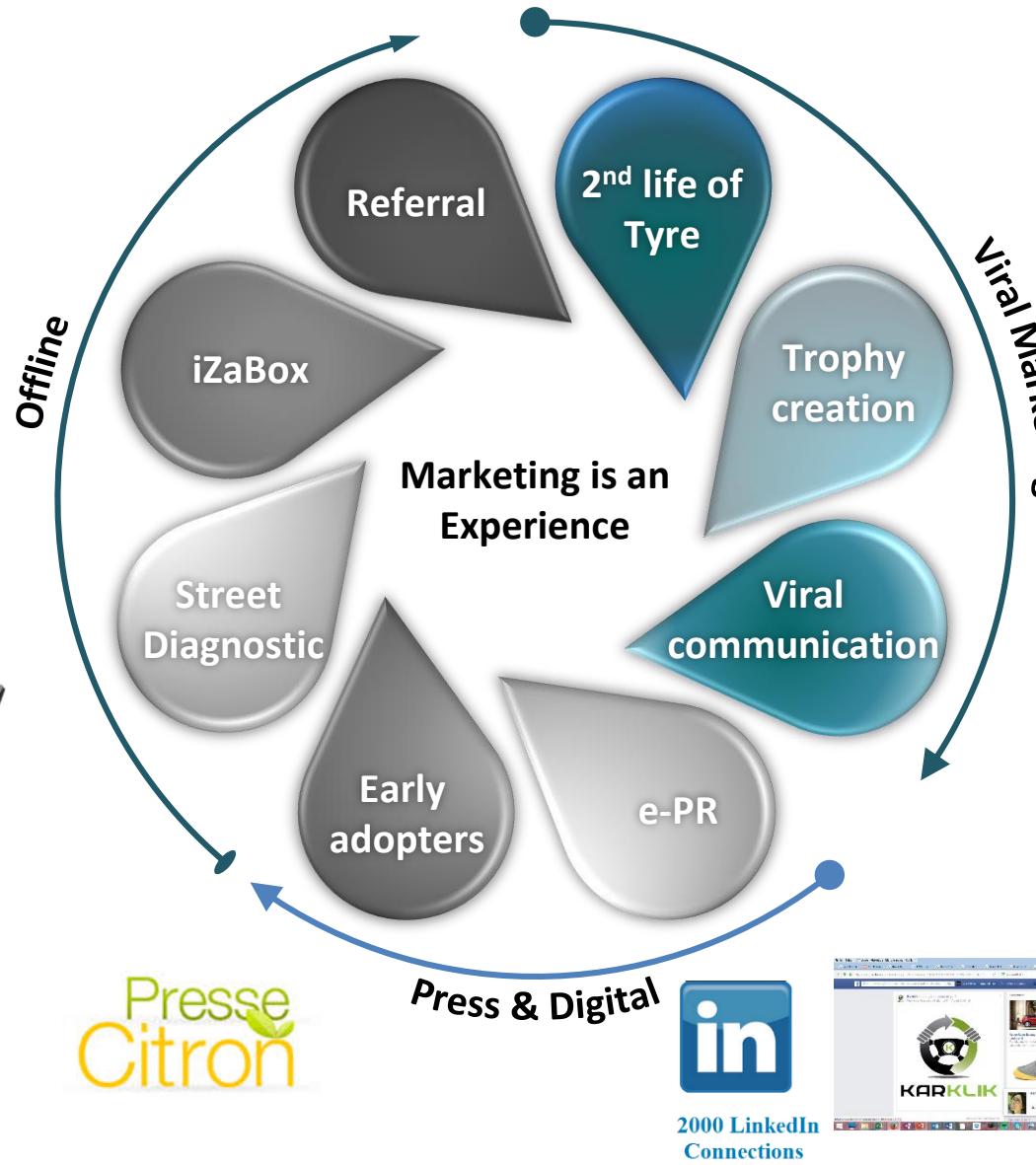
DISRUPTIVE

We enable car care centers to combine bricks and clicks.
We've created a walled garden in which only bricks can
get clicks. We'll displace the current business model in
which clicks compete with bricks.





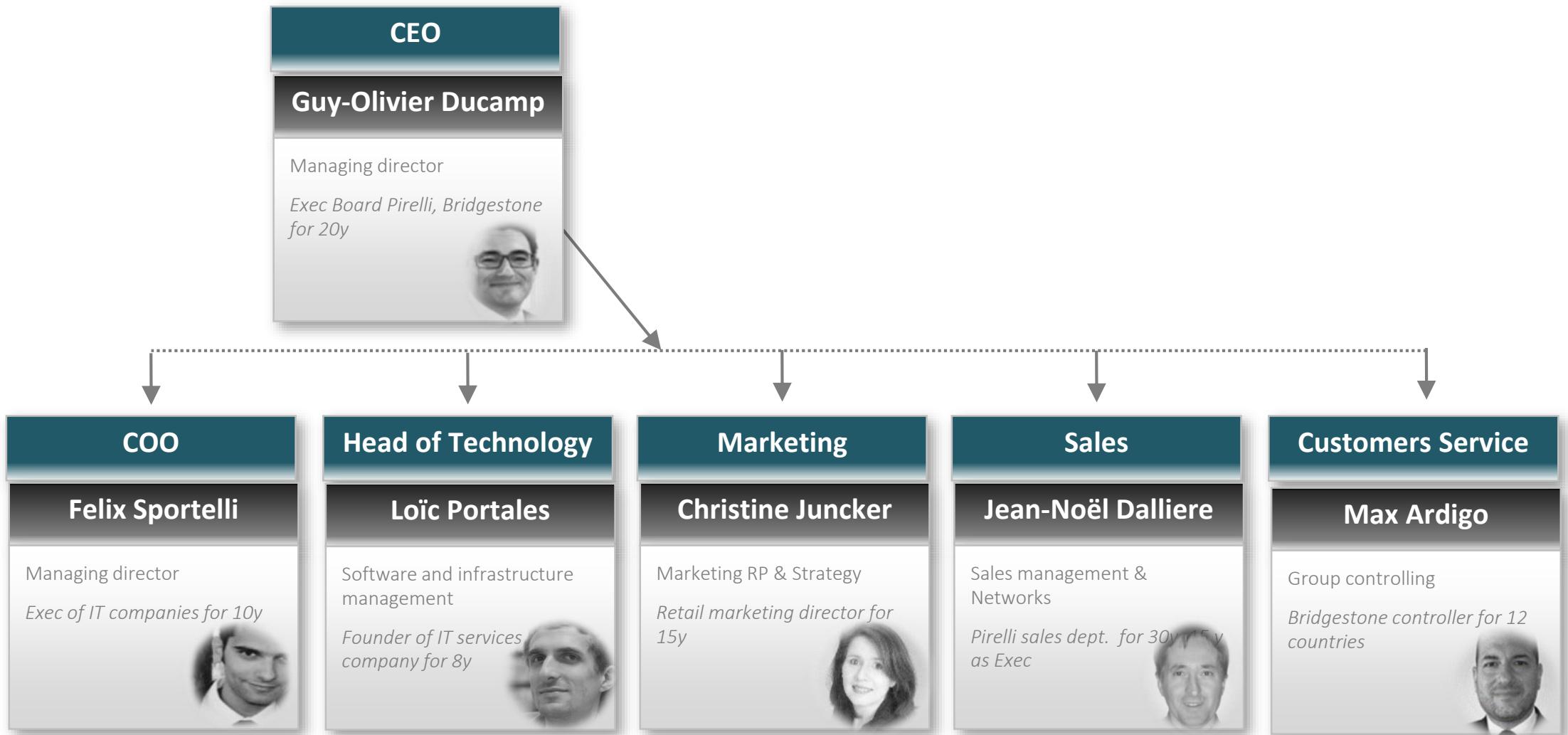
MARKETING STRATEGY



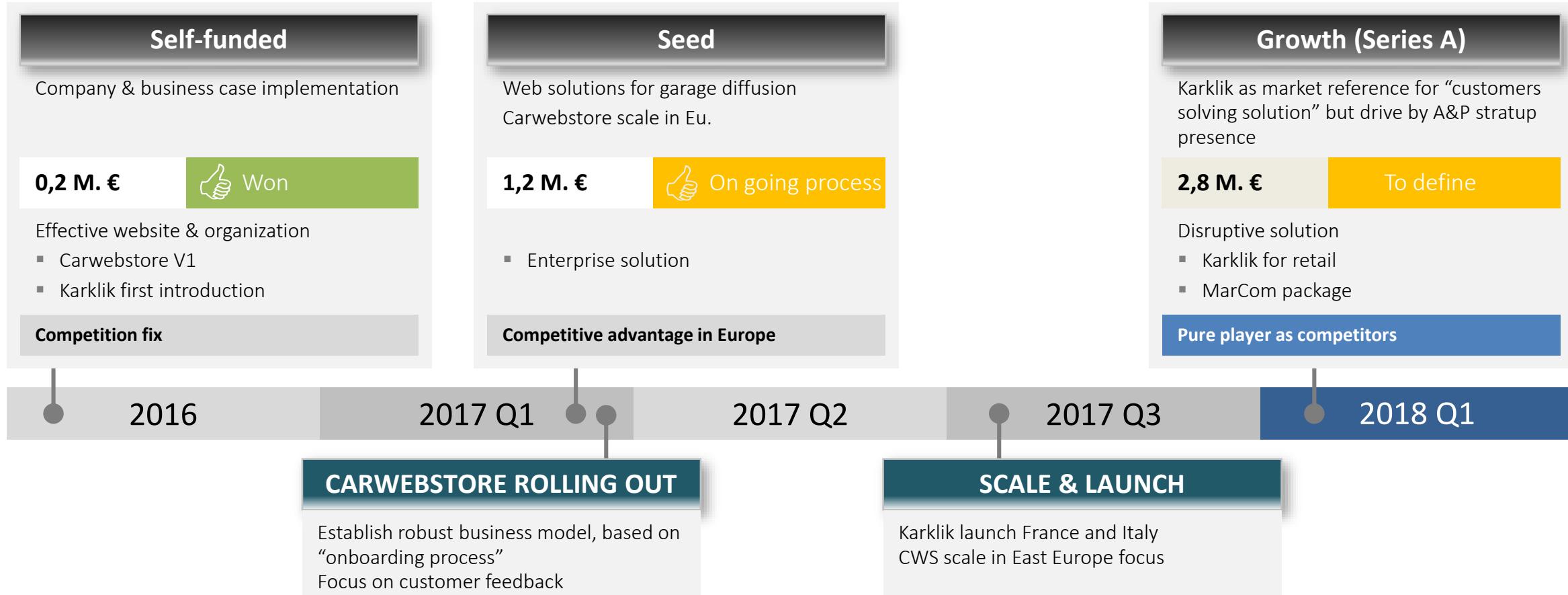
**ROLLING TYRE
SOCCER CUP BY
KARKLIK**



TEAM SHAREHOLDERS



MILESTONES



FINANCIALS



	2017	2018	2019	2020
CWS POS	1700	3458	5565	8397
# Transactions	18 495	364 302	1 012 714	1 575 496

Monthly Fees	€ 177 557	€ 534 491	€ 941 443	€ 1 452 542
Transaction Fees	€ 93 325	€ 1 510 337	€ 4 851 141	€ 7 545 883
Ads	€ 13 500	€ 122 000	€ 400 000	€ 480 000
Total Revenue	€ 284 382	€ 2 166 828	€ 6 192 584	€ 9 478 425
Cost of Sales	163 011	658 369	1 361 315	1 574 366
Gross Profit	€ 121 371	€ 1 508 460	€ 4 831 269	€ 7 904 059
Sales & Marketing	€ 810 140	€ 2 012 040	€ 3 777 678	€ 4 573 739
G&A	€ 445 929	€ 997 908	€ 1 299 416	€ 1 553 441
Developent	€ 301 400	€ 420 200	€ 438 900	€ 422 795
Total Costs & Expenses	€ 1 557 469	€ 3 430 148	€ 5 515 994	€ 6 549 975

EBIT	€ (1 436 097)	€ (1 921 688)	€ (684 724)	€ 1 354 083
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Headcount	13	21	24	28
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We need **€4M**
in seed and
series A funding

€1.2M
scale CWS

€0.8M
launch Karklik

€2M
scale Karklik



iZaLink

The easiest automotive link



Thank you