



bestrade

Your next event is here !

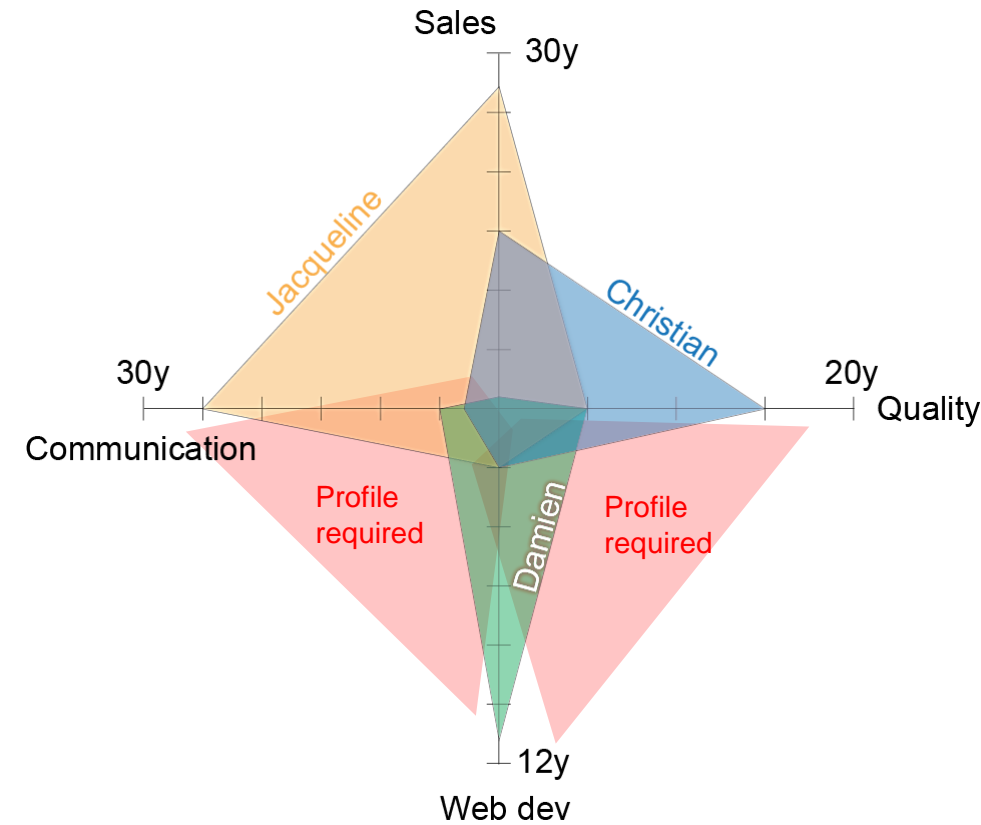
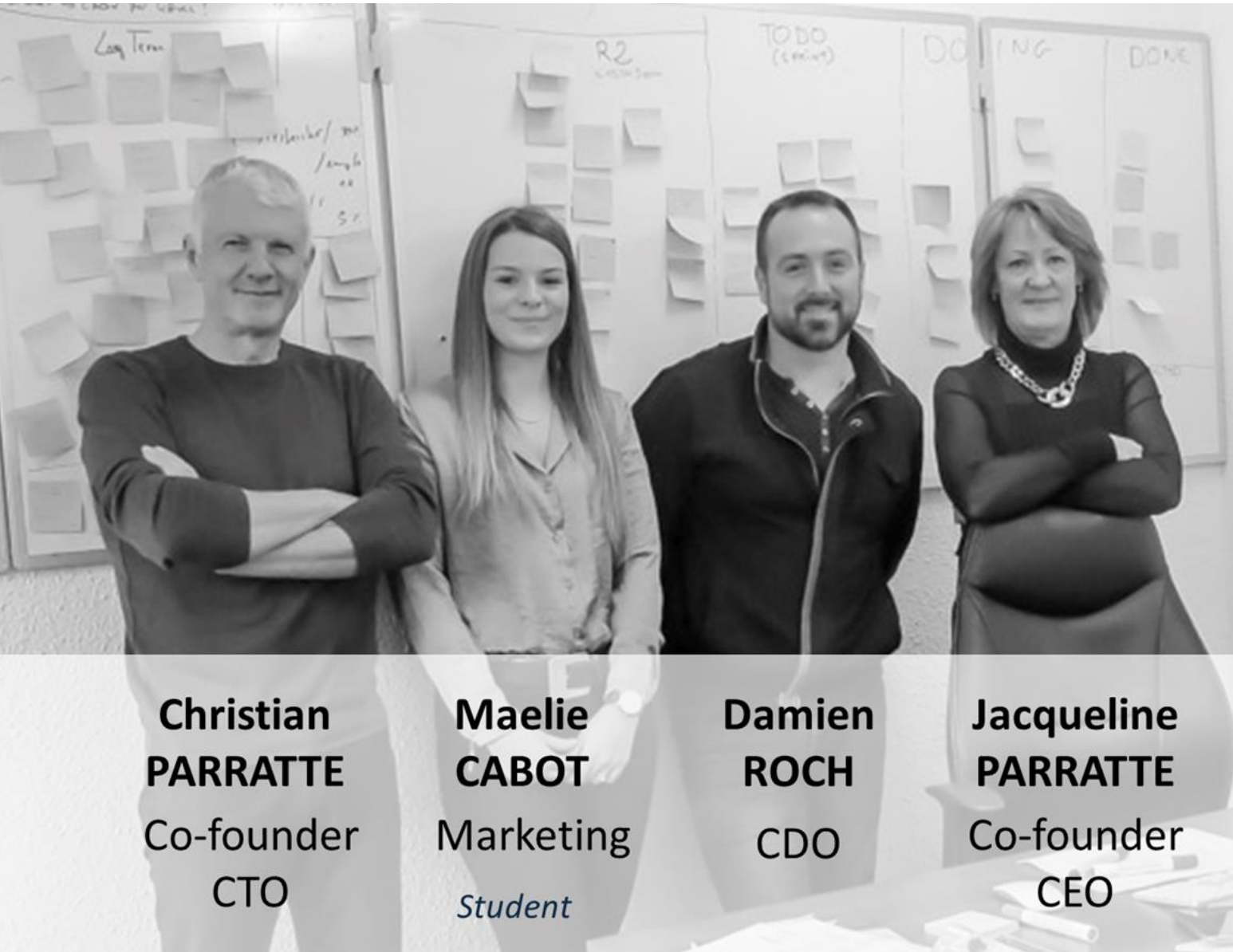
Deck investor



www.bestrade.fr

We develop a decision support platform for companies participating in professional events, leveraging reviews from former participants to provide customized analysis that allows our users to define in three clicks the events with the best chances of success to each of them.

Team



Let's try...
... this restaurant
... this hotel
... this travel



**Consumers
experiences**



Community networks



10
years ago

to
day

You should
participate to this
event / congress /
trade show



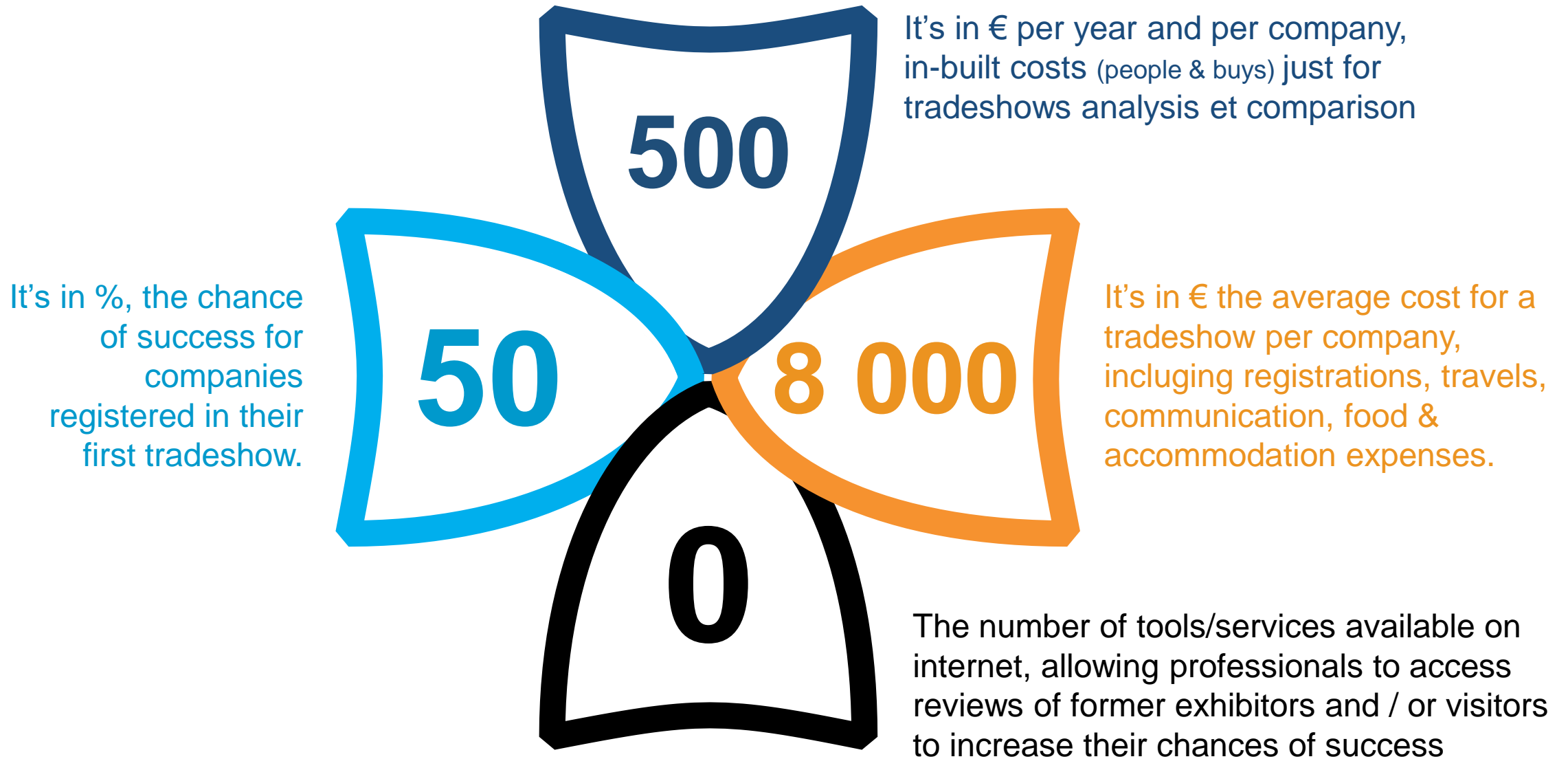
**Businesses
experiences**



**Nothing has
changed since**

You should
participate to this
event / congress /
trade show





www.bestrade.fr

A services platform where users access to **strategic informations** about **all events** in **all areas of activity**, and can discover after **3 clicks** which ones will offer them the **best chances of success**.



Time saving

- Immediate access to strategic informations for companies
- Identification of new events, better adapted to their needs



Money saving

- Reduced research and events selection time
- Follow-up tools before, during and after event



Custom solution

- Unique solution for every user.
- Research & needs are different for each of users

Our targets are companies...

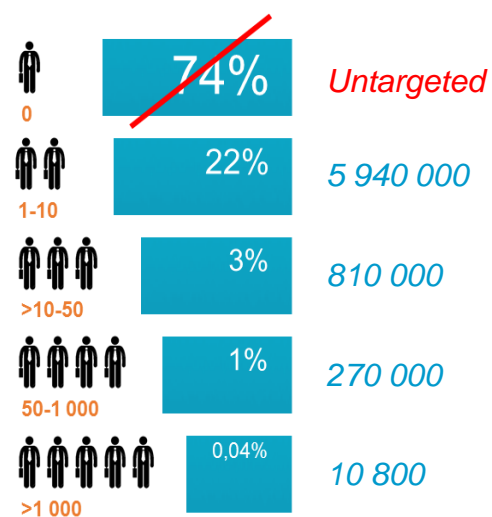
27 000 000 companies in Europe

→ **7 030 000 targets**

→ **2**  ^{per}
Events

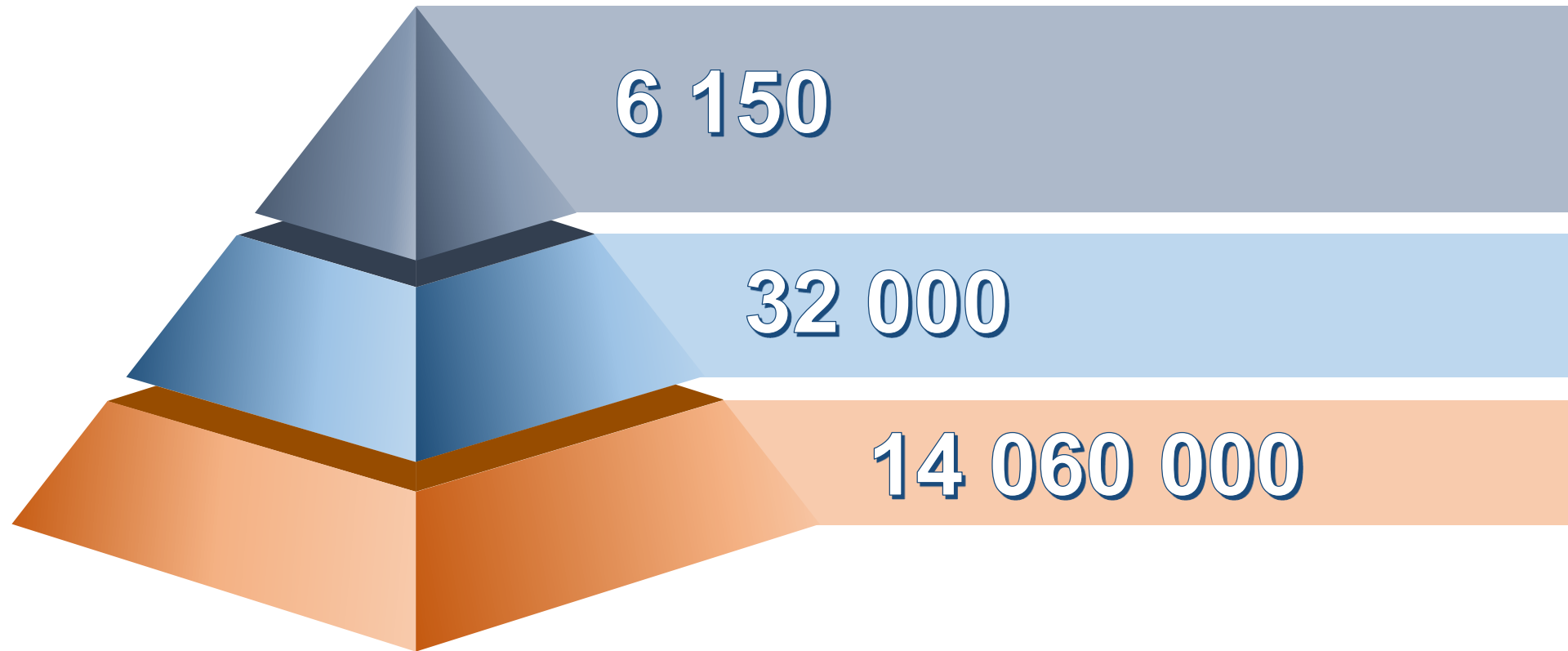
14 060 000

Potential users



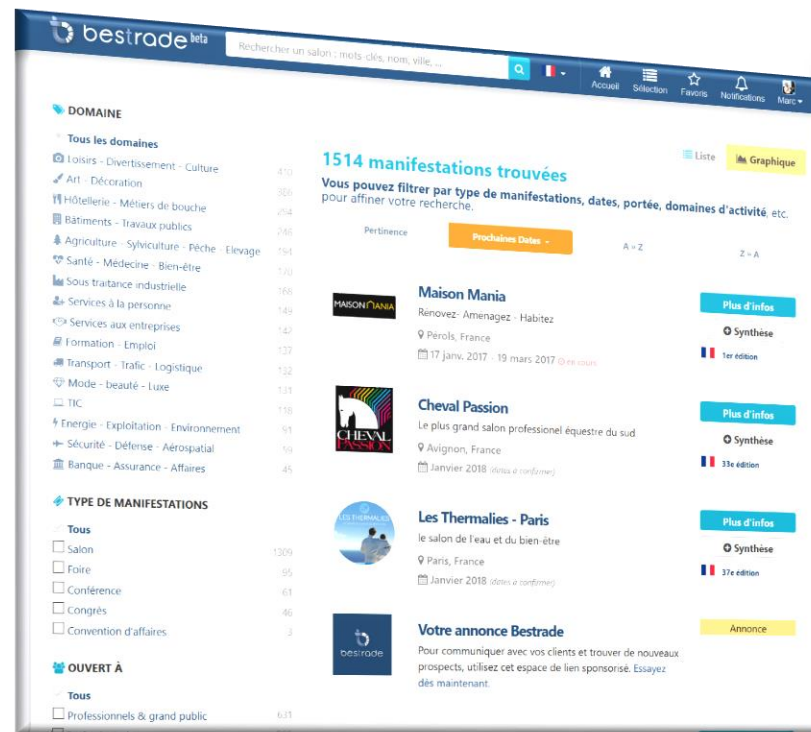
... and all actors of Events

- Organizers
- Events
- Companies



Products & Services – Companies

Our services are totally FREE for our professional users
Access to certain features requires to register to qualify our users



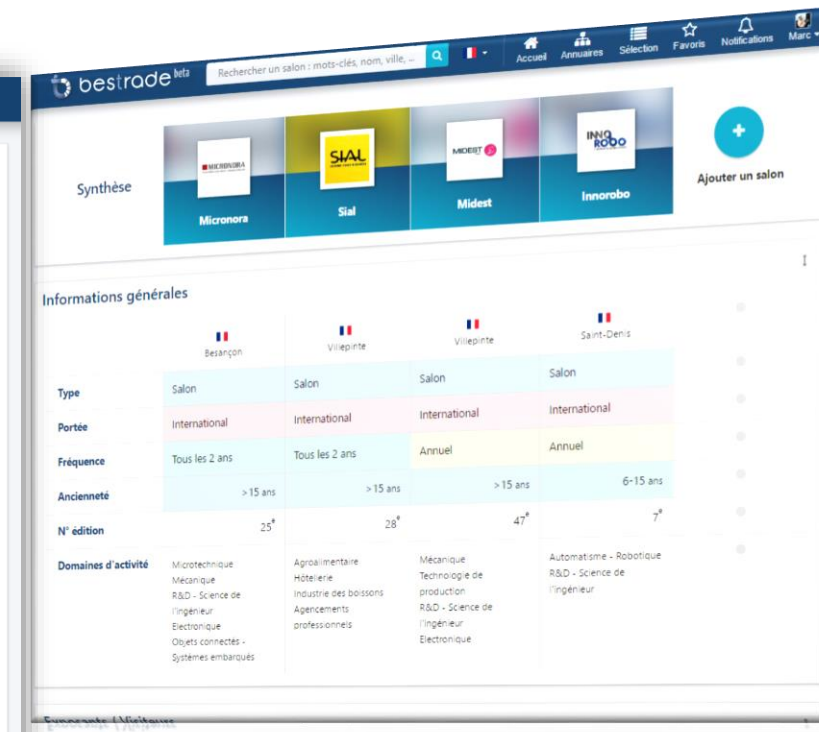
Full directories

Our directories allow users to quickly obtain all informations about the events, and to discover new ones potentially better adapted to their needs



Custom analysis

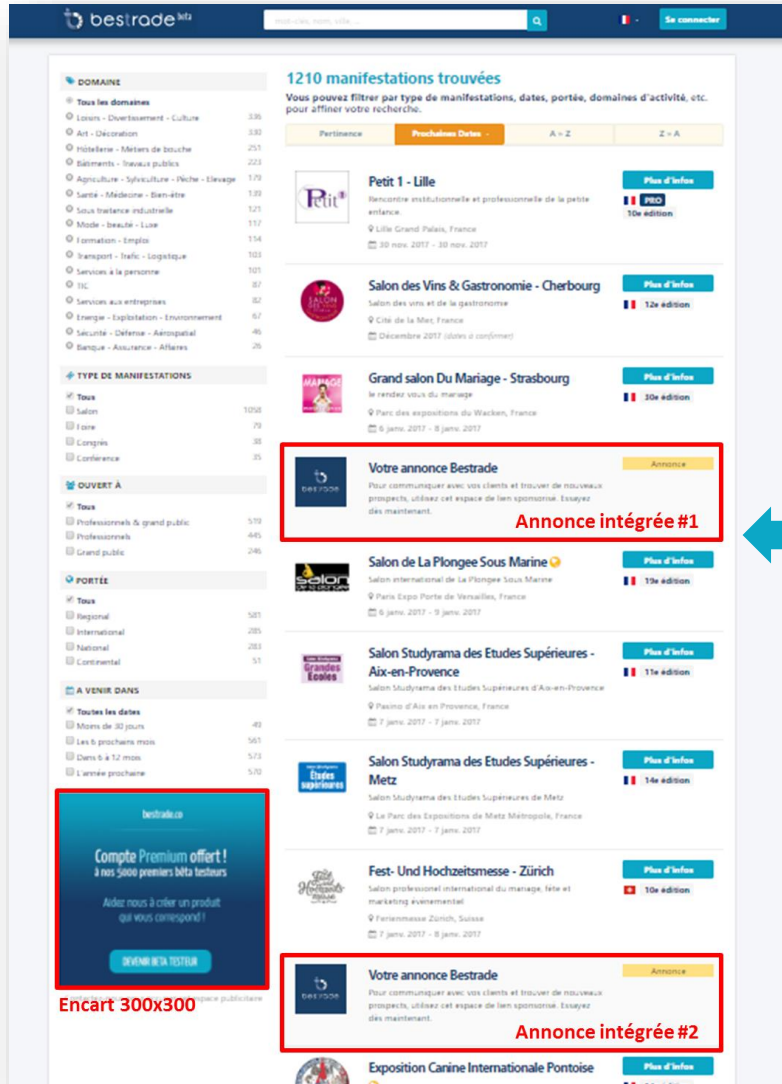
Registered users access our graphic tools for a better preparation of their annual events strategy



Events Synthesis

Registered users access to our events comparison tools to save analysis time and to confirm their events strategy

Advertising



1210 manifestations trouvées

Vous pouvez filtrer par type de manifestations, dates, portée, domaines d'activité, etc. pour affiner votre recherche.

DOMAINE

- Tous les domaines
- Loisirs - Divertissement - Culture
- Art - Décoration
- Hôtellerie - Mariage de bouche
- Bâtiments - Travaux publics
- Agriculture - Sylviculture - Pêche - Élevage
- Santé - Médecine - Bien-être
- Sous-traitance industrielle
- Mode - Beauté - Luxe
- Formation - Emploi
- Transport - Trafic - Logistique
- Services à la personne
- ITC
- Services aux entreprises
- Énergie - Exploitation - Environnement
- Sécurité - Défense - Aérospatial
- Banque - Assurance - Affiliés

TYPE DE MANIFESTATIONS

- Tous
- Salon
- Foire
- Congrès
- Conférence

OUVERT À

- Tous
- Professionnels & grand public
- Professionnels
- Grand public

PORTÉE

- Tous
- Régional
- International
- National
- Continental

À VENIR DANS

- Toutes les dates
- Moins de 30 jours
- Les 6 prochains mois
- Entre 6 à 12 mois
- Le semestre prochain

Encart 300x300

Compte Premium offert!
à nos 5000 premiers beta testeurs

Aidez nous à créer un produit qui vous correspond!

DEVENIR MEMBRE

Annonce intégrée #1

Votre annonce Bestrade
Pour communiquer avec vos clients et trouver de nouveaux prospects, utilisez cet espace de lien sponsorisé. Essayez dès maintenant.

Salon de La Plongée Sous Marine
Salon International de La Plongée Sous Marine
Paris Expo Porte de Versailles, France
6 juin 2017 - 9 juin 2017

Salon Studyrma des Etudes Supérieures - Aix-en-Provence
Salon Studyrma des Etudes Supérieures d'Aix-en-Provence
Palacio d'Aix en Provence, France
7 juin 2017 - 7 juin 2017

Salon Studyrma des Etudes Supérieures - Metz
Salon Studyrma des Etudes Supérieures de Metz
Le Parc des Expositions de Metz Métropole, France
7 juin 2017 - 7 juin 2017

Fest-Und Hochzeitmesse - Zürich
Salon professionnel international du mariage, fête et marketing événementiel
Festmesse Zürich, Suisse
7 juin 2017 - 8 juin 2017

Annonce intégrée #2

Votre annonce Bestrade
Pour communiquer avec vos clients et trouver de nouveaux prospects, utilisez cet espace de lien sponsorisé. Essayez dès maintenant.

Exposition Canine Internationale Pontoise

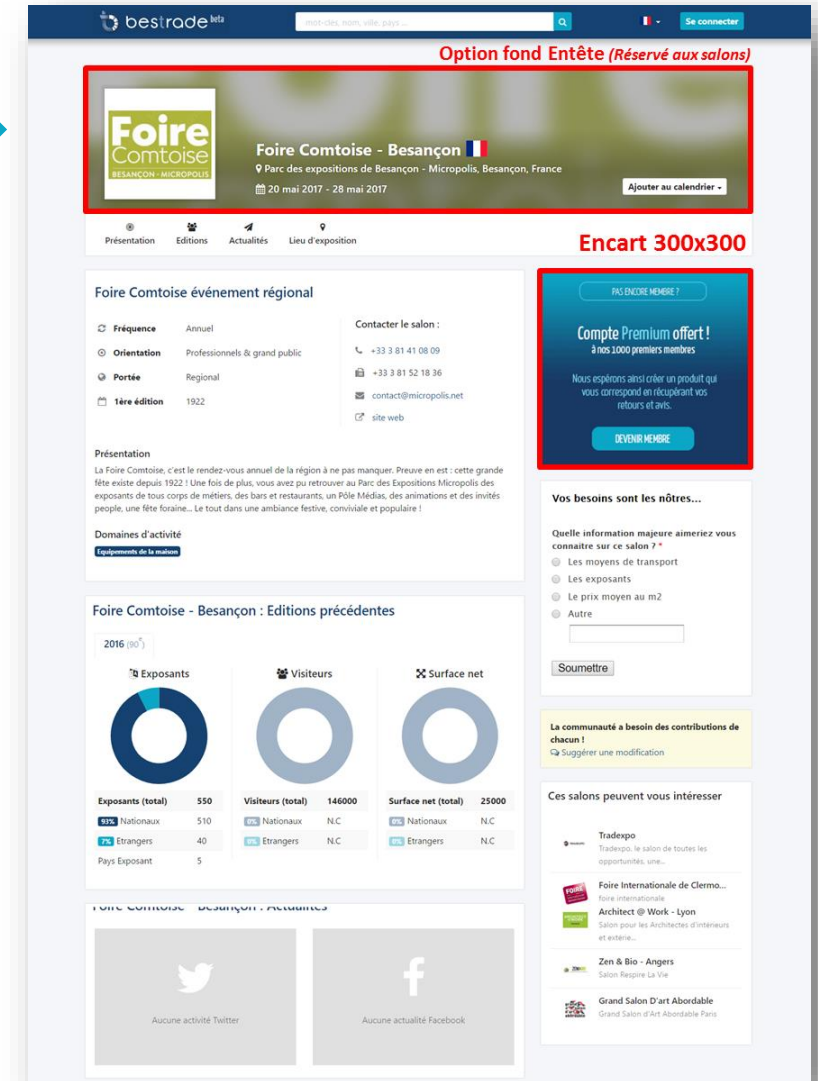
Data management:

- Basic data (free)
- Advanced data (annual engagement)
- Completed data + Advertising management (subscription)

Targeted Ad.:

- Inserts
- Integrated Ad.

Data management



Option fond Entête (Réservé aux salons)

Foire Comtoise - Besançon
9 Parc des expositions de Besançon - Micropolis, Besançon, France
20 mai 2017 - 28 mai 2017

Encart 300x300

Foire Comtoise événement régional

Fréquence: Annuel
Orientation: Professionnels & grand public
Portée: Régional
1ère édition: 1922

Contactez le salon
+33 3 81 41 08 09
+33 3 81 52 18 36
contact@micropolis.net
site web

Présentation
La Foire Comtoise, c'est le rendez-vous annuel de la région à ne pas manquer. Preuve en est : cette grande fête existe depuis 1922 ! Une fois de plus, vous avez pu retrouver au Parc des Expositions Micropolis des exposants de tous corps de métiers, des bars et restaurants, un Pôle Médias, des animations et des invités people, une fête foiraine... Le tout dans une ambiance festive, conviviale et populaire !

Domaines d'activité
Équipements de la maison

Foire Comtoise - Besançon : Editions précédentes

2016 (90%)

Exposants	Visiteurs	Surface net
Exposants (total): 550	Visiteurs (total): 146000	Surface net (total): 25000
Nationaux: 510	Nationaux: N.C.	Nationaux: N.C.
Etrangers: 40	Etrangers: N.C.	Etrangers: N.C.
Pays Exposit: 5		

La communauté a besoin des contributions de chacun !
Suggérer une modification

Ces salons peuvent vous intéresser

- Tradexpo
- Foire Internationale de Clermont
- Architect @ Work - Lyon
- Zen & Bio - Angers
- Grand Salon d'Art Abordable

Competition

Our current competitors offers only basic information into simple events directories.
None of them allows users to access services and tools to help them in their choice.



S

Database
Search engine
UX
Disruptive tools
Totally free

Leading in France
Editorial
Database supplier

Leading
Database supplier

Leading
Traffic
International
Age

International
Search engine
Database (hotels,
suppliers)

Leading
International
Database (Events,
Organizers,
Visitors)

Database
UX
Tools for suppliers

Leading
UX
Database Events
International
Application

Database
International

W

Youth
Traffic
Leading

One language
UX
Datas quality

One language
Technically
limited

Technically
limited
Datas quality
UX

Directory
UX

Technically
limited
Datas quality
UX

Leading
Language

Datas quality
Traduction

Technically
limited
Datas quality
UX

O

Intl growth
Users reviews
Help tools

Editorial
product

-

-

-

-

Increase
services
solutions

Mobile app for
UX

-

T

Competition:
development of
similar
solutions.

Lot of
competition
UX

Lot of
competition
UX

Lot of
competition
Technical
support

Lot of
competition

Lot of
competition
UX

Reviews and
open source
solutions

Reviews and
open source
solutions

Lot of
competition
UX

Bestrade.fr offers unique solutions for each of users



ADVERTISING

We offers advertising solutions to every events actors, through our inserts and integrated ad.



Targeted
keywords



Notifications



SUBSCRIPTION

Subscriptions increase and make profitable the communication of our events partners.



Personnal data
managment



Profitable ad
managment

Short term goals

Our market study results show that a **monthly traffic of 20 000** visits is **the KPI to start ad sales**

Our goal for Q2 2017 is to grow our traffic **by a factor of 10**



2 500
Visits/month



5 000
Visits/month



25 000
Visits/month



Lever 1

Targeted
communication
(Organizers &
Venues)

Lever 2

European events
upload & data
managment
plugin.

Lever 3

Targeted sales
campaigns
(Organizers &
Venues)

Products roadmap validated over the next 3 years.
One product added each years based on growth of exhibitor's reviews

The ultimate goal is to allow our users to access their events strategy only based on former exhibitors experiences and validations.



Targets	France	Europe
Organizers	650	5 500
Events	2 000	30 000
Venues	700	10 000
Companies	3 120 000	13 500 000

2017

2018

2019

	France		Europe		France		Europe		France		Europe	
% Registered	3,0%	94 512	0,5%	70 475	4,0%	126 077	1,2%	166 550	4,3%	135 530	1,5%	208 160
Advertising	123	30			217	486			594	1 220		
Organizers	14,5%	4,6%			5,2%	5,7%			3,1%	3,8%		
Events	85,0%	95,4%			36,8%	59,3%			17,5%	36,9%		
Venues	1,2%	-			0,5%	1,6%			0,4%	1,2%		
Companies	-	-			57,5%	33,4%			79,1%	58,1%		
Subscriptions	-	-			40	144			132	568		
Organizers	-	-			-	-			3,9%	2,3%		
Events	-	-			100,0%	100,0%			94,5%	95,0%		
Venues	-	-			-	-			1,6%	2,6%		
Companies	-	-			-	-			-	-		
Options	-	-			-	-			20	30		
Organizers	-	-			-	-			-	-		
Events	-	-			-	-			-	-		
Venues	-	-			-	-			-	-		
Companies	-	-			-	-			100,0%	100,0%		



	2017	2018	2019
Revenues	152 k€	750 k€	2 M€
Costs	340 k€	850 k€	1,4 M€
People	46%	47%	53%
Marketing & Com	24%	32%	31%
Others	30%	21%	16%
P/L	-187 k€	-110 k€	590 k€
Break Even	450 k€	865 k€	1,35 M€

Find your next tradeshow with Bestrade

More than 1,600 exhibitions, trade shows and fairs to grow your business

Search exhibitions by : name, keyword, locality, organizer ...



 [Exhibition Places](#)

 [Fairs & Tradeshows](#)

 [Exhibition Organizers](#)



Exhibition's organizers

Publish your exhibitions for free and enjoy the best visibility →

Professionals

Sign in to take advantage of all features of Bestrade →

31/12/2016

35 cities

90 uniques users
6:46 /session
2 280 seen pages

1 164

**No marketing
actions**

France



28/02/2017

530+ cities

3 735 uniques users
3:40 /session
20 410 seen pages

1 1 046

31/12/2016

17 Countries

1 286

After **2 months**

World

28/02/2017

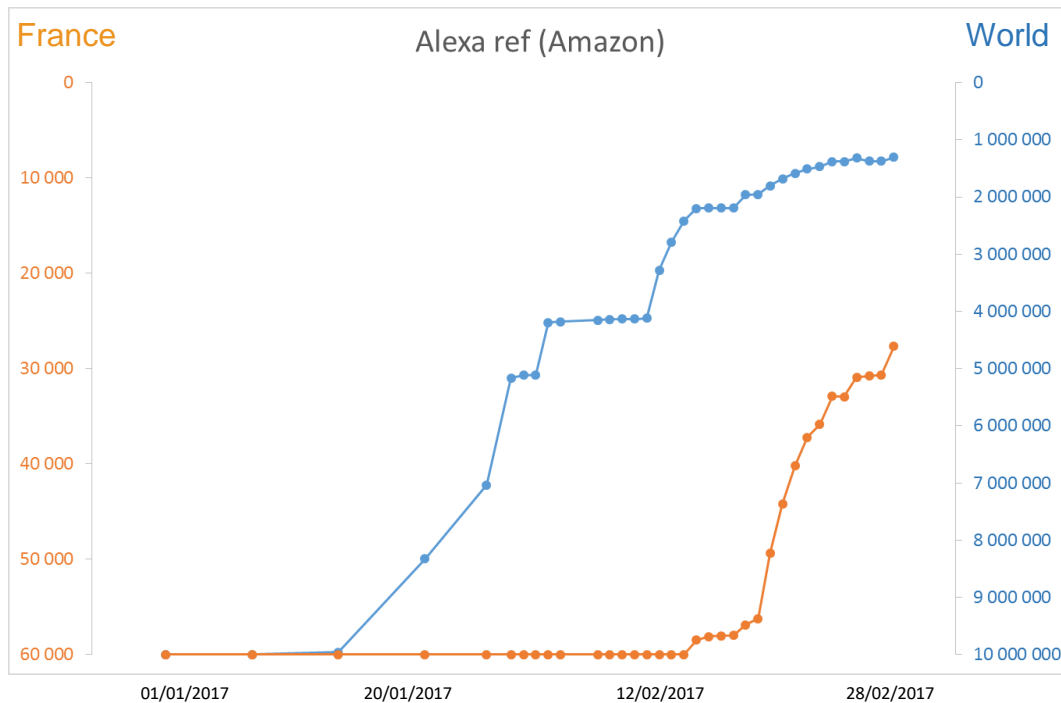
78 countries

860 cities

1 4 509

Performances evolution (at 28/02/2017)

- 3 735 unique users
- 5 300 sessions
- 20 410 seen pages
- 3:40 per session
- 78 countries

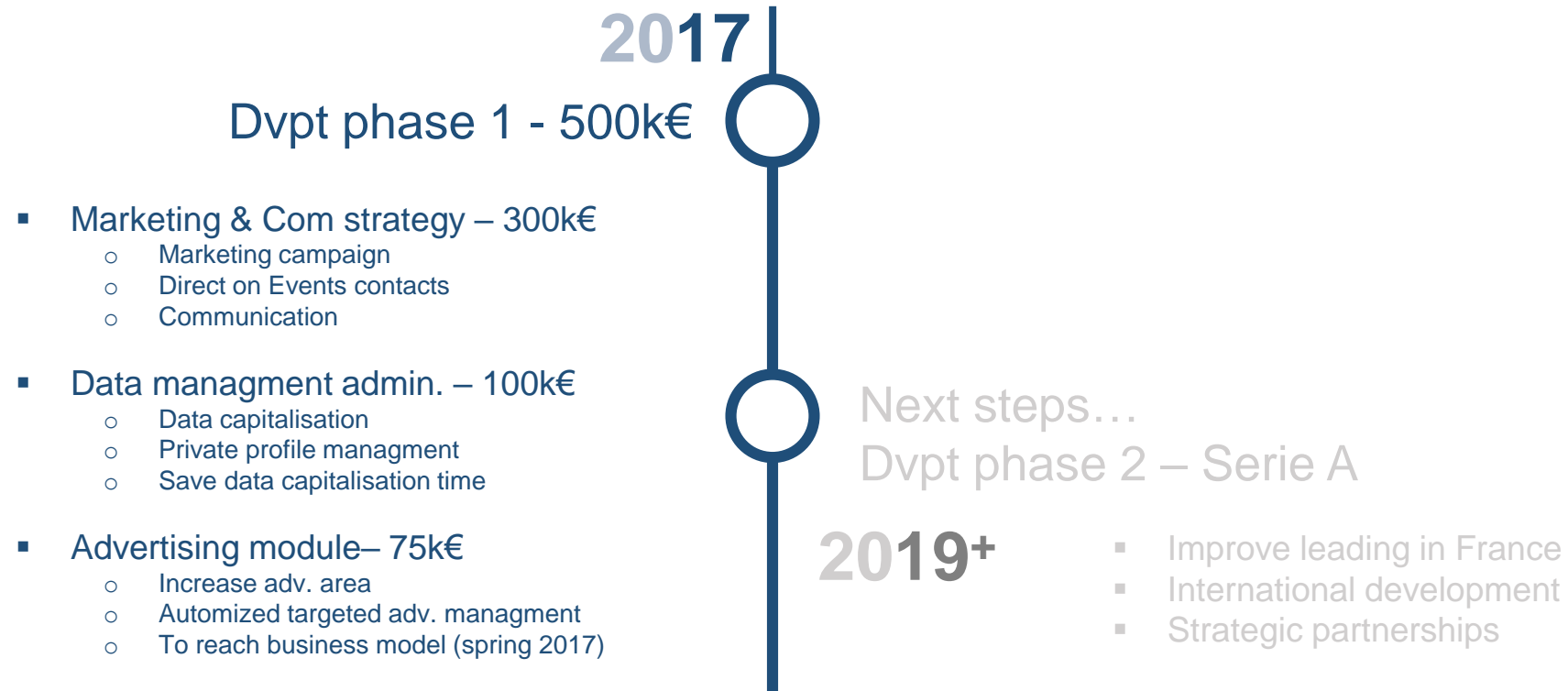


After 2 months, our notoriety reach the ones of our competitors.

Alexa reference vs. competition

	Age	World	France
bestrade.fr	2 mth	1 305 223	27 677
gazette-salons.fr	9 year	972 718	36 994
salons-online.com	9 year	962 766	57 557
eventseye.com	19 year	48 037	9 743
expodatabase.com	18 year	115 406	Italie
foiresinfo.fr	9 year	414 536	24 981
nsalons.com	8 year	928 771	59 430
10times.com	10 year	15 359	USA
tofairs.com	7 year	98 530	Soudan

2017 Objective: to be the leader in France for Events referencing



We are seeking for 500k€ (150k€ in capital) to reach our commercial objectives and prepare our international growth which will start early 2018.



S-Trade SAS
11 rue Lirenne
F-25480 Ecole-Valentin

+33 3 81 50 01 80

contact@bestrade.co



in BestradeApp
@BestradeApp
f BestradeApp
G+ BestradeApp

www.bestrade.fr

Meet us at *French*
COMINTECH The logo for French COMINTECH, with 'French' in a light blue script font and 'COMINTECH' in a bold, blue, blocky font. To the right is a blue icon consisting of three circles connected by lines, with a white mouse cursor arrow pointing at it.

March 17th-18th
Salons de l'Aveyron Paris Bercy
Comptoir de l'Innovation

Contact