



SONS OF GROWTH
PITCH DECK

JANUARY 2017

**SONS OF
GROWTH**
- GET LOUDER -



THE ISSUE

ONLINE PROMOTION IS AN OBVIOUS STRATEGIC GROWTH ASPECT BUT IT'S INCREASINGLY MONEY AND TIME CONSUMING.



IT'S NOT SOLVED YET

**BECAUSE THE WAYS TO SPREAD A
MESSAGE ARE A HARD-TO-MASTER
MESS: WE ARE RESHAPING IT,
STARTING WITH INSTAGRAM.**

#EFFICIENCY #SIMPLICITY

OUR MISSION

**WE ARE BUILDING EFFICIENT AND
EASY-TO-USE GROWTH BOTS FOR
ANYONE WHO HAS A MESSAGE TO
SHARE WITH THE .**

AND FOR NOW, SOCIAL MEDIA IS THE PLACE TO BE...

SECRET SAUCE

**WE HAVE A 360° PERSPECTIVE ABOUT
ONLINE PROMOTION SOLUTIONS WITH
OUR TWO WORDS-MANTRA: SIMPLICITY
AND EFFICIENCY.**

#GROWTHBOTS #AI

WHAT'S IN IT (FOR NOW)?

INSTAGRAM GROWTH BOT

SONS OF GROWTH IS A HIGH-QUALITATIVE GROWTH BOT DEDICATED TO GROW INSTAGRAM COMMUNITIES. IT'S BASED ON A BRAND-ECOSYSTEM TARGETING AUDIENCES OF YOUR COMPETITORS, MEDIAS, INFLUENCERS OR PERSONALITIES.

ONE INSTAGRAM GROWTH BOT REACHES BETWEEN 1,000 AND 30,000 QUALIFIED PEOPLE EACH MONTH FOR ONE INSTAGRAM ACCOUNT.

HOW-TO-USE VIDEO: [THIS LINK](#)

OUR WEBSITE: [SEE FOR YOURSELF](#)

(WANT TO LOG IN? ID: guillaume@sonsofgrowth.com PASS: **guisonsofgrowth**)

WHAT WILL BE IN IT AFTER A FUNDRAISING?

1

ACHIEVE OUR SOCIAL MEDIA GROWTH BOTS

WE'LL USE OUR ECOSYSTEM-BASED MINDSET TO DUPLICATE OUR INSTAGRAM GROWTH BOT ON **TWITTER** AND **PINTEREST**.

€140K

2

ONLINE ADVERTISING BOTS

OUR FIRST IDEA ABOUT SONS OF GROWTH: THE TOUGH ADVERTISING SOFTWARE TO RULE ALL NATIVES ADVERTISING SOLUTIONS. IT WILL BE A REAL TIME ADVERTISING BOT AND CROSS PLATFORMS. WE'LL BEGIN WITH **FACEBOOK / INSTAGRAM** AND **TWITTER**. THEN: **YOUTUBE / PINTEREST / ADWORDS / LINKEDIN / SNAPCHAT...**

€240K

WEBSITE DEMO + VIDEO : [CLICK HERE](#)

3

THE SONS OF GROWTH ACADEMY

BECAUSE SCHOOL IS NOT REAL LIFE AND GROWTH IS ABOUT REAL TIME, YOU WILL FIND: TIPS & TRICKS, MOOCS, IRL COURSES ABOUT GROWTH LESSONS FOR STARTUPS AND MARKETING TEAMS (MINDSET, TOOLS, STRATEGIES....).

€175K

OUR MARKET

INDIVIDUALS

(ARTISTS, INFLUENCERS, MEDIA, BLOGGERS,
VANITY BOYS/GIRLS...)

LOCAL STORES

STARTUPS

(WITH IG GROWTH BOT:
FOOD, DESIGN, RETAIL,
FASHION)

ESTABLISHED BRANDS

OUR CURRENT INSTAGRAM GROWTHBOT BUSINESS-MODEL:



BRONZE

€9/mo



SILVER

€27/mo



GOLD

€45/mo



PLATINE

€90/mo



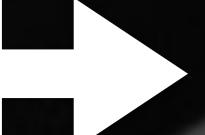
DIAMOND

€180/mo

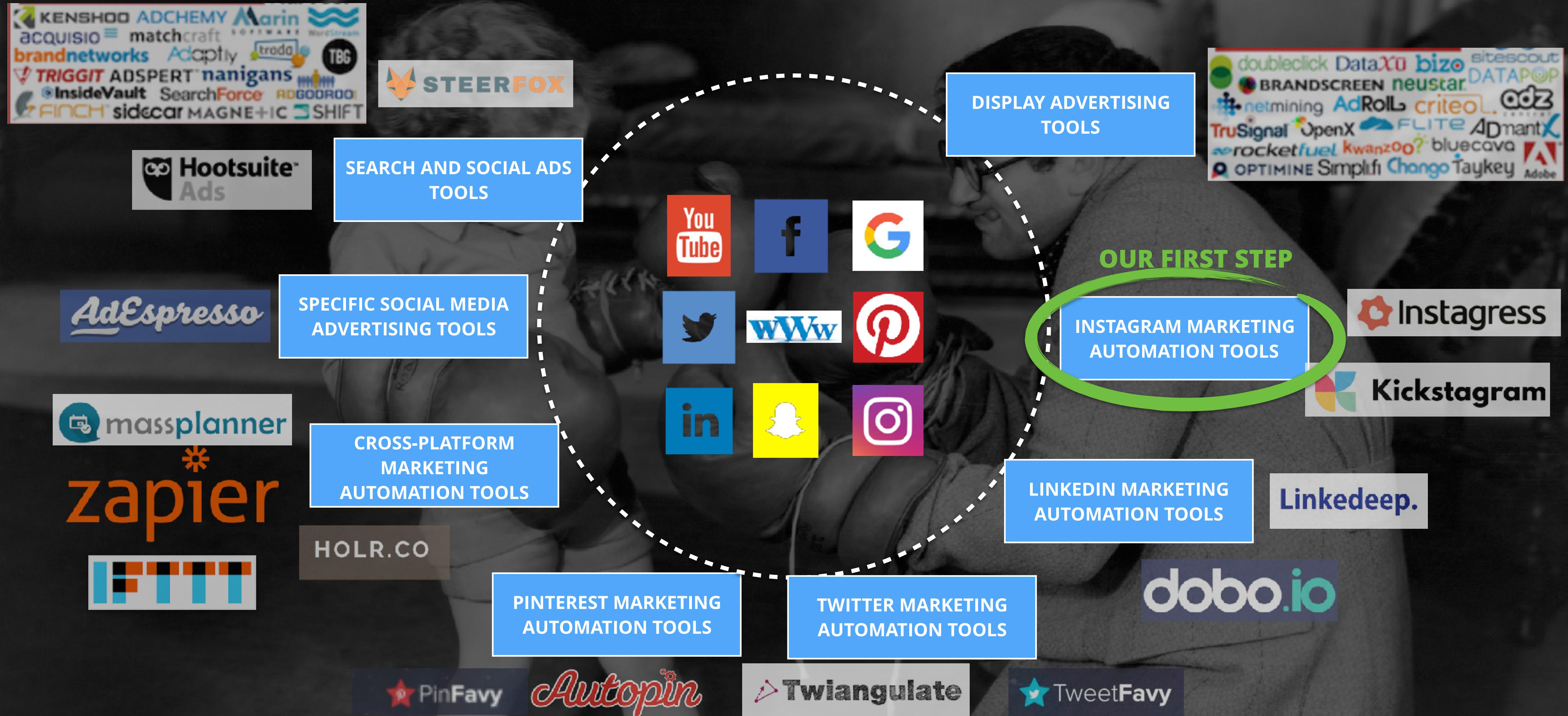


MASTER

€280/mo



OUR LANDSCAPE



BUSINESS MODEL

SUBSCRIPTIONS

FROM 9 TO 280€, CHARGED MONTHLY.

[**MORE DETAILS**](#)

B2B SERVICES

SOCIAL MEDIA **STRATEGIES & MISSIONS**
SOCIAL MEDIA & GROWTH **TRAINING COURSES**

FEES ON ADVERTISING EXPENSES (ONLINE ADVERTISING TOOL)

LATER

SUBSCRIPTIONS / CERTIFICATIONS (SONS OF GROWTH ACADEMY)

LATER

DISTRIBUTION

TODAY

DIRECT CONTACT

REACTIVATING OLD CONTACTS, REACHING OUT THE POTENTIALLY MOST INTERESTED COMPANIES

SOCIAL SELLING

TWITTER AUTOMATION AND INTERACTIONS
LINKEDIN / INSTAGRAM AUTOMATION

DIGITAL PROMOTION EVANGELISM

SOCIAL MEDIA/ STARTUPS / RETAIL EVENTS

"GROWTH-HACKING"

OUR OWN TOOL... AND ALL THE ONES AVAILABLE

ONLINE ADVERTISING

TOMORROW

FACE-TO-FACE COURSES

FOR BRANDS AND AGENCIES MARKETING TEAMS

SONS OF GROWTH ACADEMY

FREE & ONLINE ADVERTISING ACADEMY: CONTENTS FOR SELF-LEARNING.



METRICS



INSTAGRAM GROWTH BOT (OCTOBER 2016 - JANUARY 2017)

OCTOBER: €312,00 (1)
NOVEMBER: €993,6 (5)
DECEMBER: €1574 (10)
JANUARY (21ST): €1954 (19)

95% PAID RETENTION
(WITH ONLY 58% BOT PERF 😱)

B2B SERVICES (21FEB 2016 / 01 JAN 2017)

€120K

230+ INSTAGRAM ACCOUNTS PLUGGED (15% CONVERSION)

RIGHT NOW:
THE FOLLOW-BACK RATE FLUCTUATE
BETWEEN **8 AND 40%**, DEPENDING ON
THE PLUGGED ACCOUNTS

THE ACQUISITION COST FOR OUR CLIENTS
IS ALREADY **BETWEEN €0,21 AND €0,06**
PER QUALIFIED FOLLOWER.
IT COULD EASILY DROP TOWARDS **0,12**
TO 0,03 WITH A 80% BOT PERF.

OUR USERS



BEAUTISTAS



MIXIMALISTE



TONY STARXX
HIPHOP ARTIST

...thankning the easy-to-use approach, the good quality of the follows generated and high engaging rate they keep afterwards.

OUR TEAM

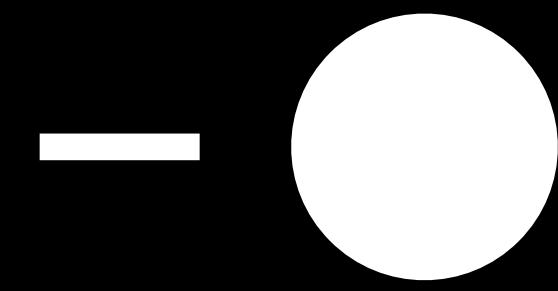
THAT'S NOT SOMETHING YOU WANT TO READ

HERE IS OUR TEAM VIDEO: [THIS LINK](#)



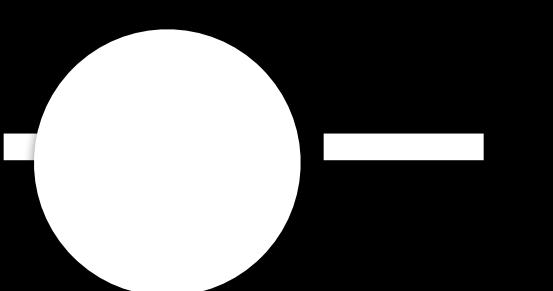
NEXT STEPS

OCTOBER
2016



First version online
with the Instagram
growth bot.

JUNE
2017



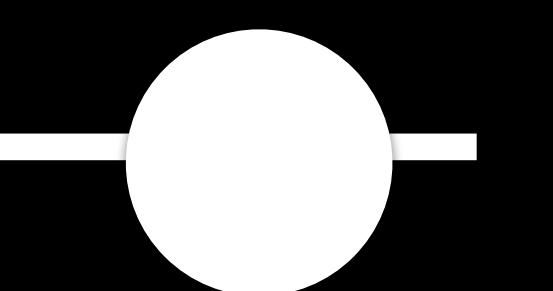
Finish our
social media growth
bots (Pinterest/
Twitter).

-
New web interface

-
+2 full-stack
developers

+1 business developer

NOVEMBER
2017



Beta for online
advertising growth
bots: the tough
advertising soft to rule
all natives advertising
solutions.

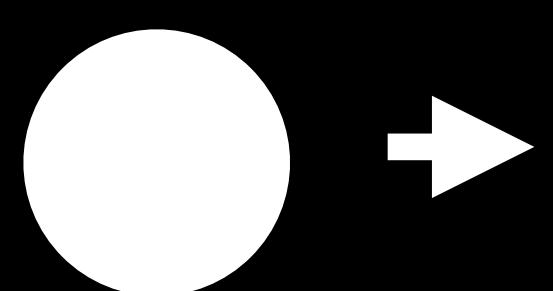
-

+2 full-stack
developers

+2 business
developers

+1 account manager

JANUARY
2018



The Sons of Growth
Academy: tips & tricks,
moocs, IRL courses
about growth lessons
for startups and
marketing teams
(mindset, tools,
strategies)...

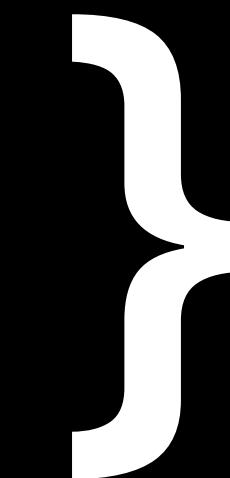
NEEDS

PRODUCT DEVELOPMENT: €220K

We can achieve everything internally and we can hire a first real product team in a week. We are talking about private datas and online payment: even a beta has to be safe.



HEAD OF
BACKEND
TEAM



HEAD OF
UX TEAM

DISTRIBUTION €335K

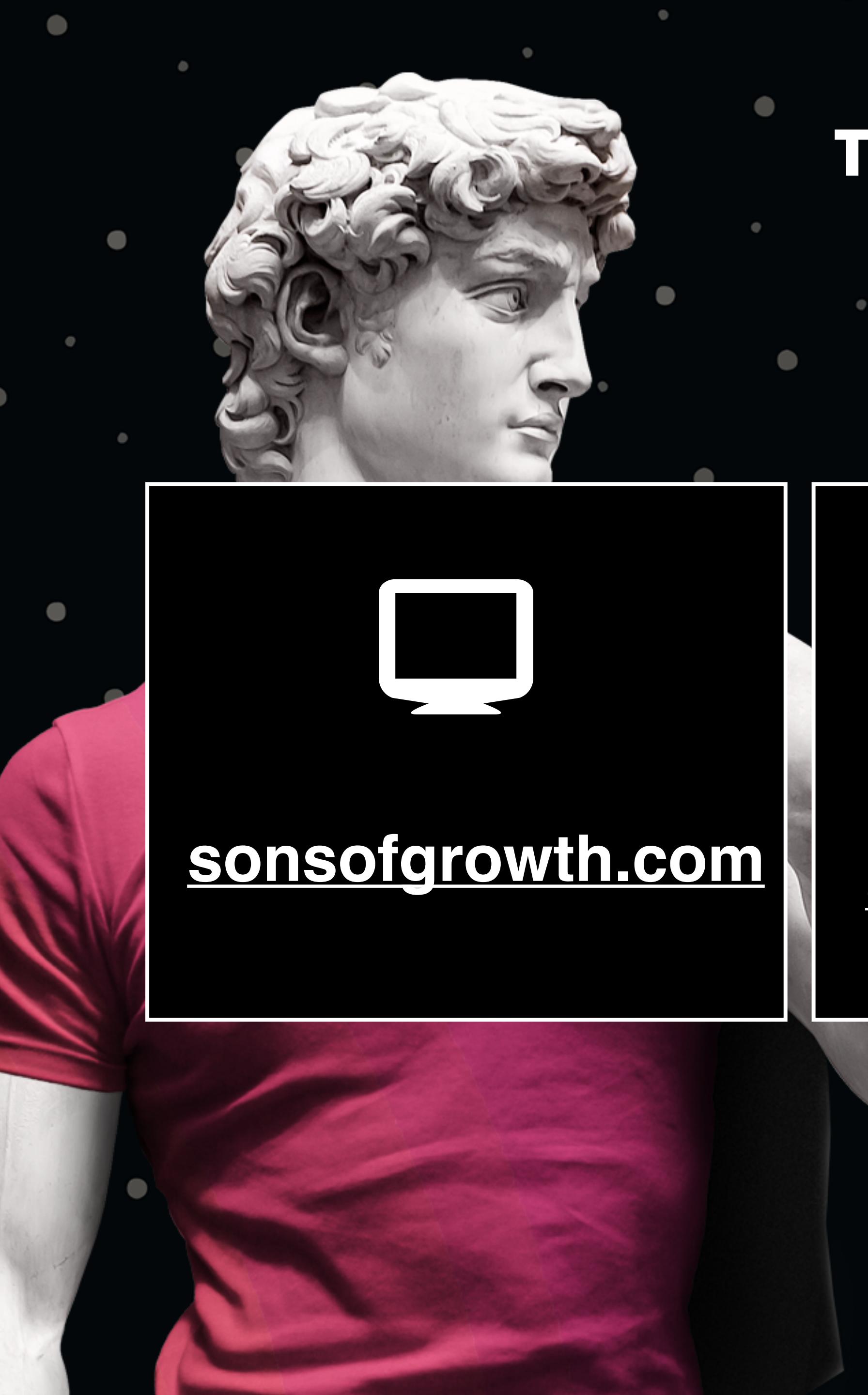
Events, content, business development, online advertising...

HOW MUCH DO WE NEED?

€555 000

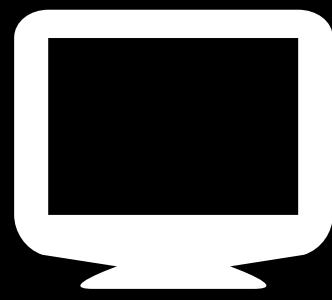
ENDGAME

SONS OF GROWTH WILL BE THE **BIGGEST AND MOST EFFICIENT PROMOTION TOOL ON THE INTERNET** FOR EVERYONE WHO HAS SOMETHING TO SHARE WITH THE WORLD.

A white marble bust of the David statue by Michelangelo, showing the head and shoulders of a young man with curly hair, looking slightly to the right. The bust is set against a dark background with small white dots.

SONS OF GROWTH

THANKS AND LET'S TALK!



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