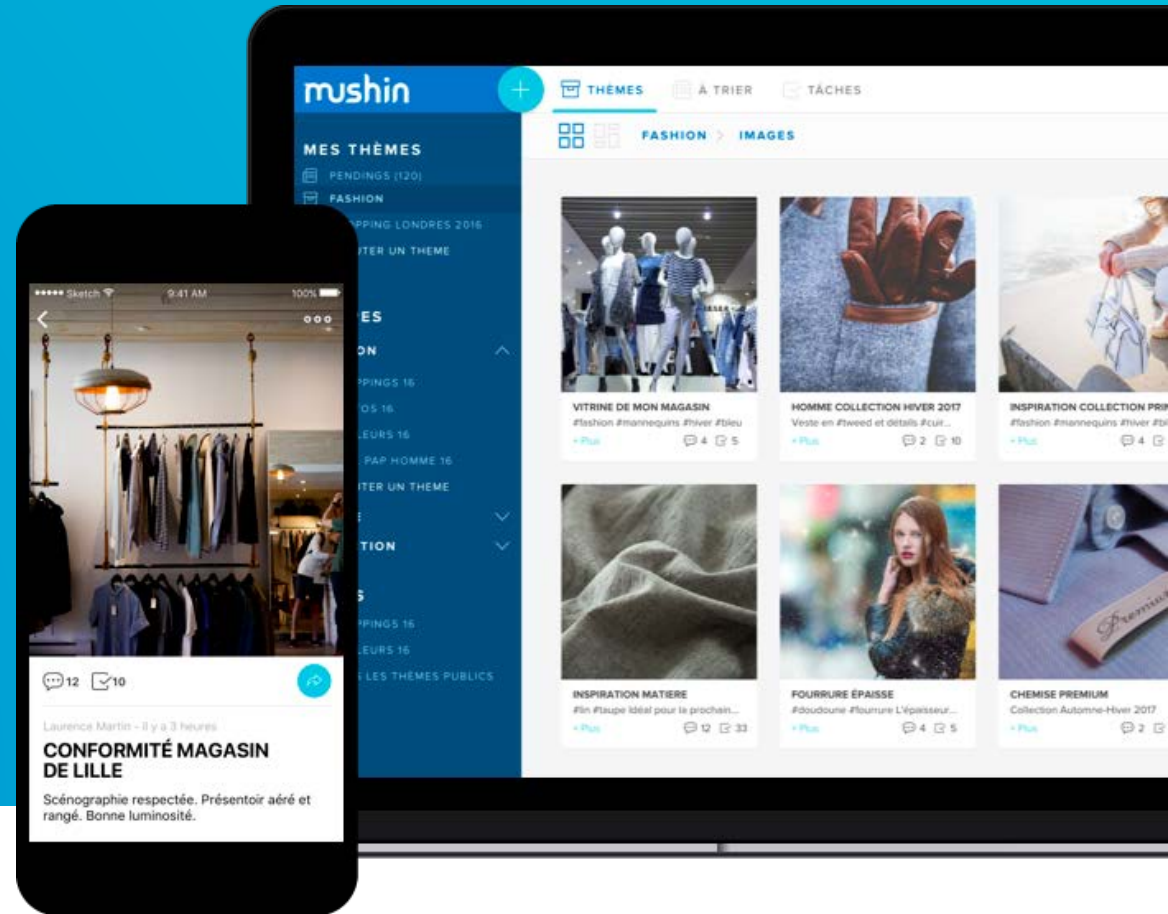


THE 1ST BTOB COLLABORATIVE AND VIRAL APP FOR RETAILERS & SUPPLIERS

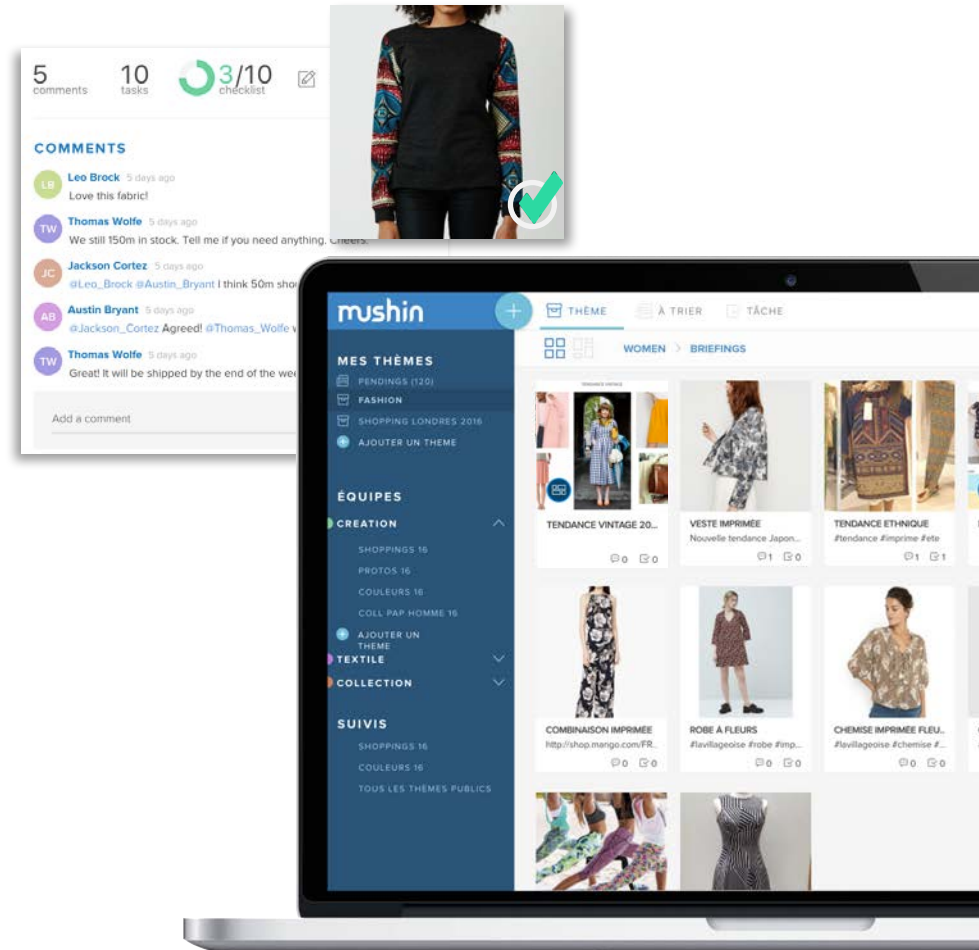
TARGETED MARKET:
80K+ COMPANIES

mushin
idea to action



Gather your visuals
Highlight the most important
Engage collaboration
Reduce time-to-market

**BET ON VISUAL COMMUNICATION
WITH MUSHIN, THE 1ST VISUAL
PLATFORM FOCUSED ON VISUAL
SHARING FOR PROFESSIONALS**



Brands & Suppliers

The existing workflow :



- Too many samples for 1 product : 10 for 1
- Days wasted on creating summaries on PowerPoint
- Gigas of WeTransfer exchanges: links expire, they need to hit download & process the information
- Tons of emails before the actual order

The new workflow with Mushin :



Hit the market
3 TIMES FASTER

A faster and cheaper way to hit the market

BRANDS

Their briefings are centralized, accessible, and standardized in Mushin for their suppliers to see.

BENEFITS



- Speed up the buying process
- Reduce time-to-market
- Reduce costs: travels, staff costs, etc.

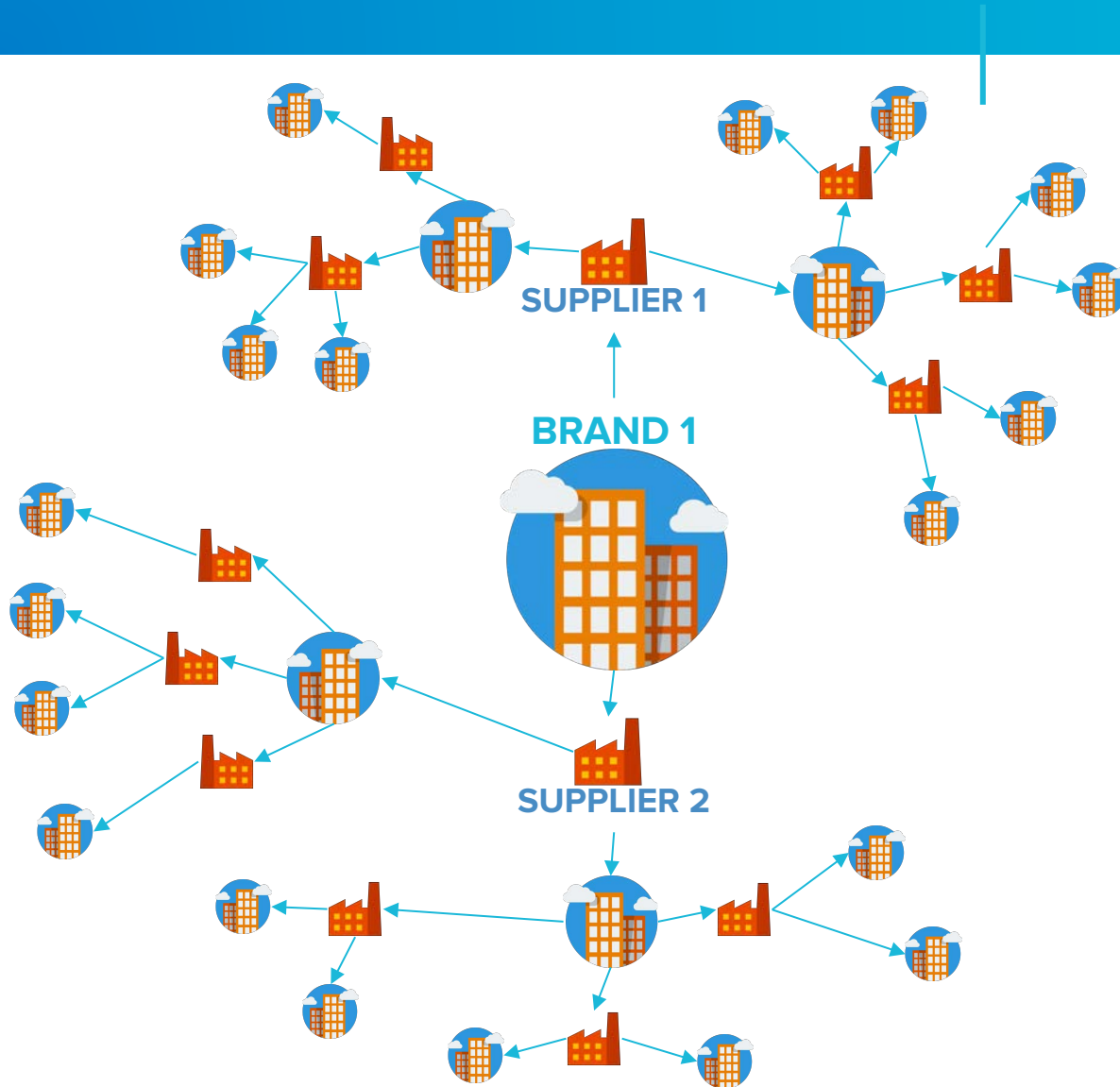
SUPPLIERS

They easily display their products in Mushin, their new digital showroom. Customers comment on their proposals. They answer clients' briefings faster and with more consistency.

BENEFITS



- Boost product visibility in digital showroom
- Reduce the number of initial samples by 3
- Boost the sales



DIRECT SALES TO BRAND 1
+ **Virality model**
+ **Upsale**

OUTBOUND & INBOUND MARKETING

- LinkedIn campaigns: > 2600 qualified contacts with direct access by email
- Mushin blog with 1 article/week dedicated to our users' jobs
- Profile on marketplaces (Getapp, etc.)

STRATEGIC PARTNERSHIPS

- Client / supplier marketplaces (eg Fibre2fashion)
- Software editors: Microsoft & Cisco

30K+ top key accounts
worldwide: brands & retailers

including retailers, fashion, footwear and home furniture*

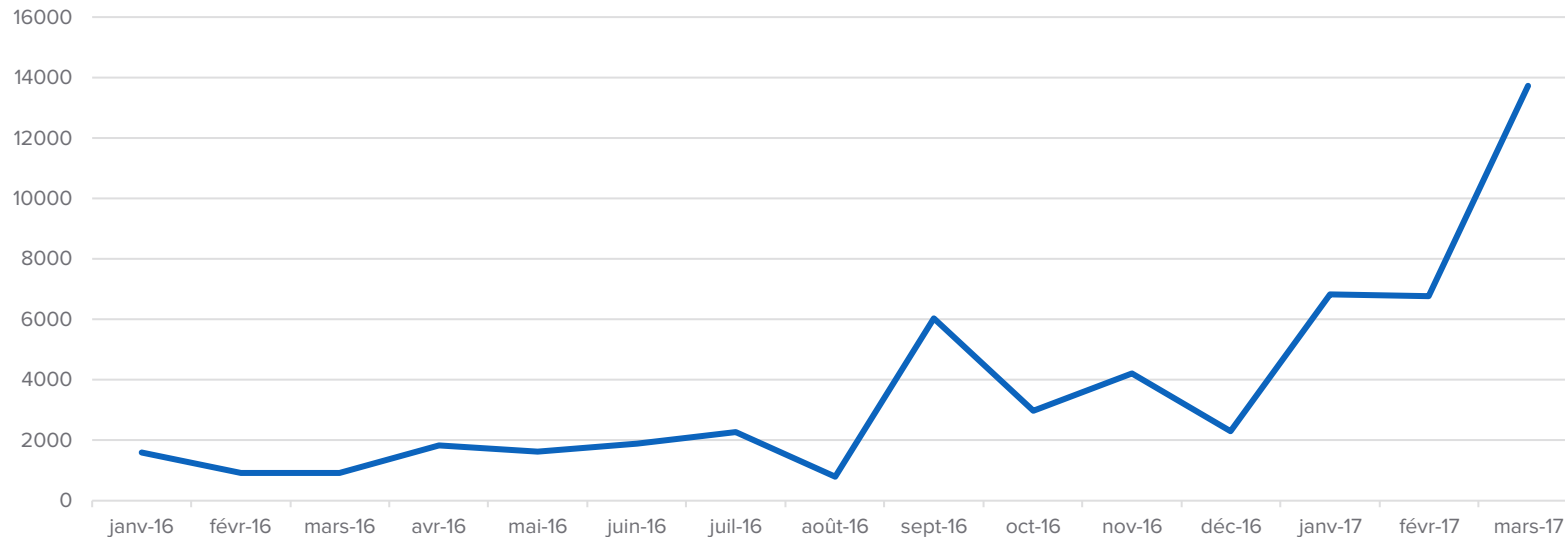
50K+ key suppliers

10+ M
users



Why now? BtoB market trends

- Fast fashion : companies need to go faster and reduce time-to-market
- More and more jobs are digitized
- Big data : trend analysis
- Mobility : it changes the game, professionals need adapted tools
- International teams : visual gets more important than words
- BYOD and personal apps : users don't want complicated systems anymore, IT model in big companies is evolving
- Collaborative tools market is increasing



FEW REFERENCES

La Redoute

"I quickly identified the real potential of Mushin for the digitization of our showroom and suppliers communication"

salomon 

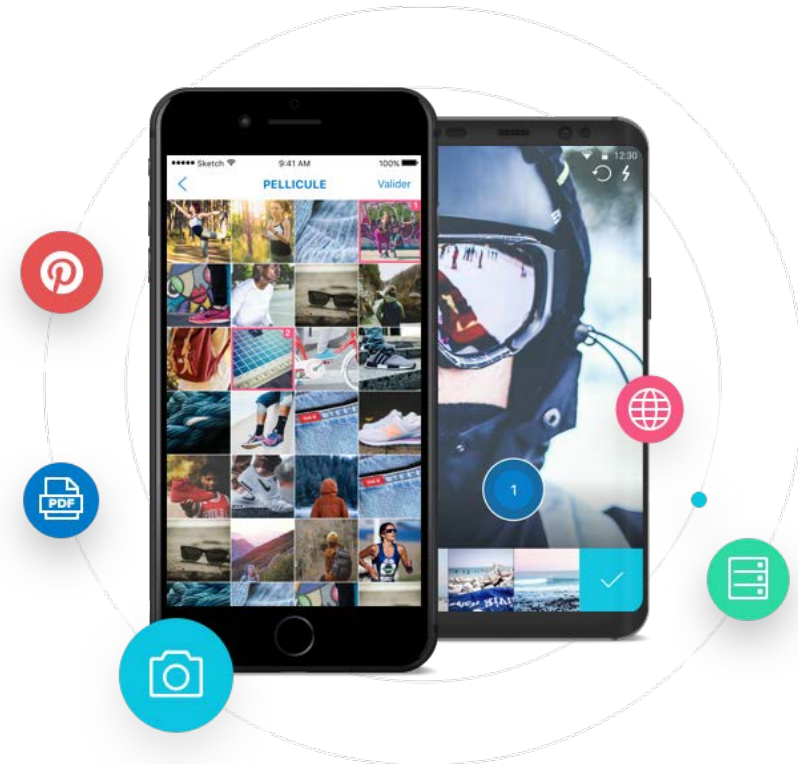
"We benefited from Mushin Team's professionalism and we created together a solution that enables our designers to work easier and faster"


Carrefour

"Thanks to Mushin, we digitized our store visits reportings, the best practices are highlighted and capitalized in one and single place"

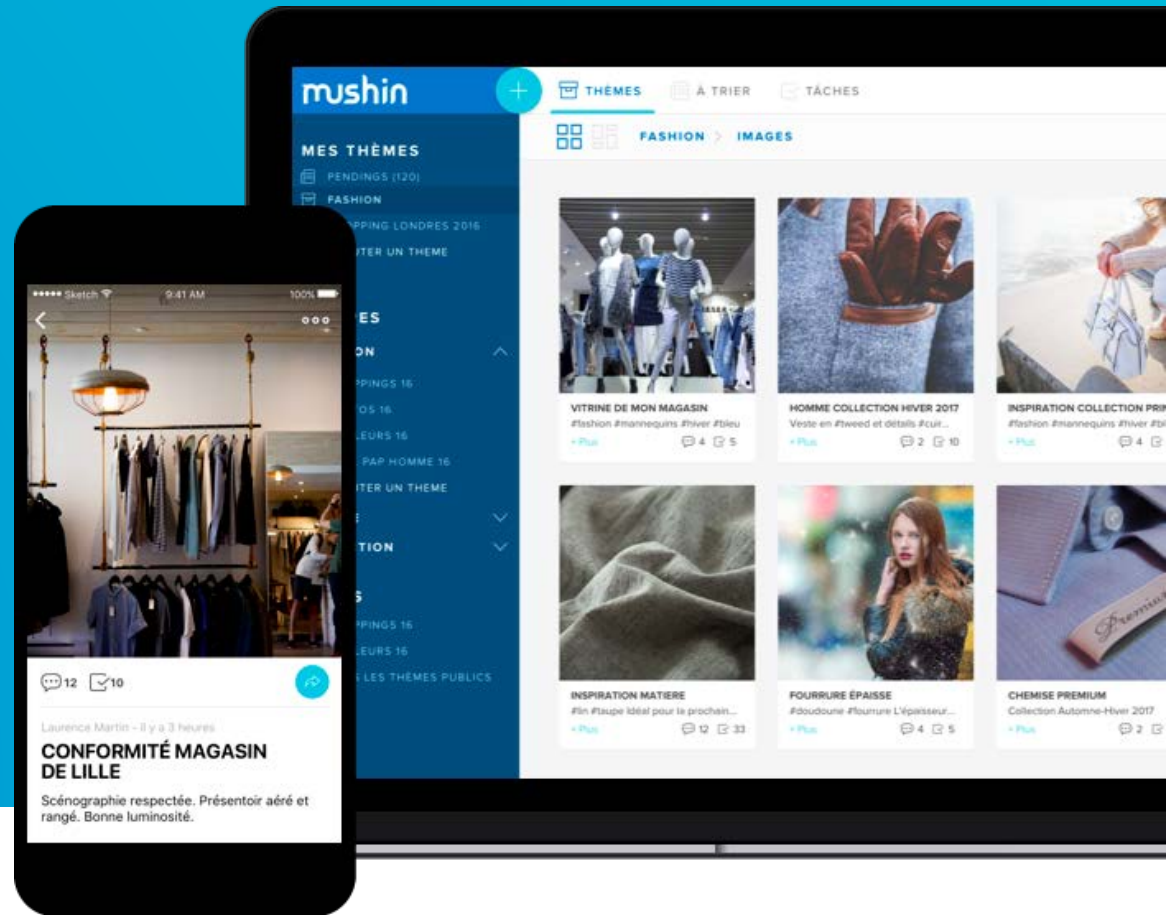
7 REASONS WHY MUSHIN IS UNIQUE:

- **Powerpoint killer** with mooboard creation technology
- Visual information is **capitalized and accessible**
- **High volumes of data created** = high customer retention & trends predictive analytics
- **User-friendly** and flexible
- Easy **implementation and viralisation**
- Fits every **product category**
- **Mobile offline sync** algorithm






















LEARN MORE ABOUT MUSHIN

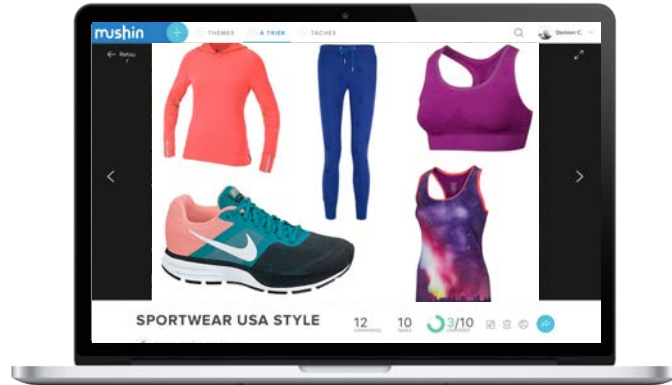
mushin
idea to action



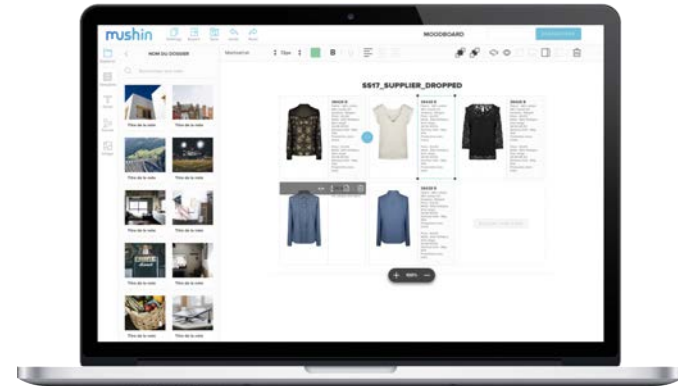
Competitors: no focus on visual collaboration, lack of vertical approach

	B2C apps & generic softwares	B2B expert softwares	Vertical B2B for retail, brands & suppliers
Create & curate information	 	 	    Visual Mobile Easy-to-use
Structure & store information	  Google Drive		
Analyze & synthesize		 CentricSoftware® 	
Communicate (news feeds)	  	 	

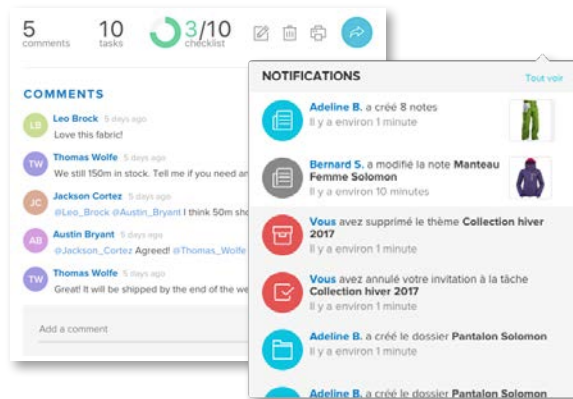
Coordinate, interact & decide thanks to visual information



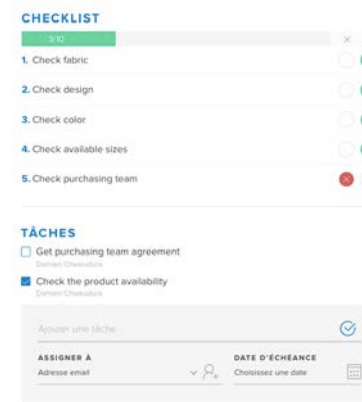
Easy upload & photos' quality preserved



Synthesize trends and your work
in automatic moodboards

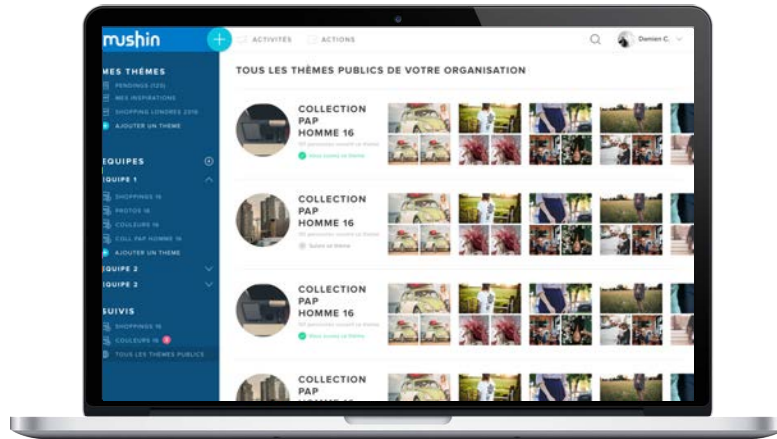


Comment and follow the team's
activities in a newsfeed



Coordinate the team with
customizable checklists and tasks

New information organization



AI : visual analysis to automatically organize the info & auto-suggestions (similar products)



#dress

#blue

#denim



Chat to improve interactions

We pitched our prototype during the Cisco Challenge at Vivatechnology 2017 & won the special prize of the jury of « Best Retail Solution »

PARTNERS:



CISCO business partner with Spark integration



Joined Microsoft BizSpark+ program

Usage statistics & automatic reportings



Team : years of combined experience in retail & product development



Bernard Soriano

CEO & founder
Retail expert, Store founder and Brand manager
9 years at Dectahlon then created Coallis, BtoB pre-sales



Adeline Brenne

VP of product & co-founder
Engineer ITEEM with an IT background, specialized in product management

Dev Service:

Tech. Project Manager: Bastien Sander

Lead Mobile Engineer: Manon Polle

iOS Developers: Jean Baptiste Dujardin,
Mathieu Lagast

Android Developers: Idriss Zouhair,
Kaouther Oueslati

Web Developers:

- ReactJS: Eric Burel, Arthur Brogniart
- Backend & BDD: Jonathan Tribouharet
- Infrastructure + Dev Ops: Adrien Gillon

Marketing:

Marketing Manager: Axelle Seifert

Consultant: Hélène Clary

Customer Relationship

Management:

Account Manager: Marine Boulet

Board members



Olivier Cantet

Jules CEO, Ex
RipCurl Group CEO



Chantal Baudron

CBSA (HR company
specialized in retail) CEO



Philippe Hyvert

Happychic Chairman
of the Board



Franck Bergonzo

Deputy COO of
Exane – BNP Paribas



Etienne Delhaize

Retail Entrepreneur

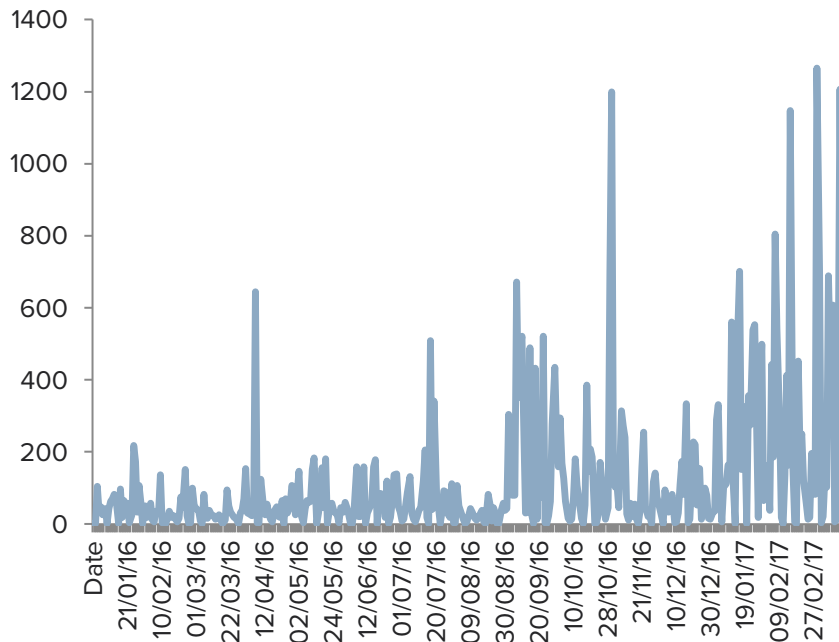
Traction : Carrefour example

April – Monthly reporting		
USERS	# of accounts created	212
	# of active accounts	185 i.e. 87% *
CHECKLISTS CREATED	# of checklists (specific type of note for a store visit)	1011
OTHER TYPES OF NOTES	# of other types of notes created	949
	# of pictures	773
TOTAL	Notes created	1960

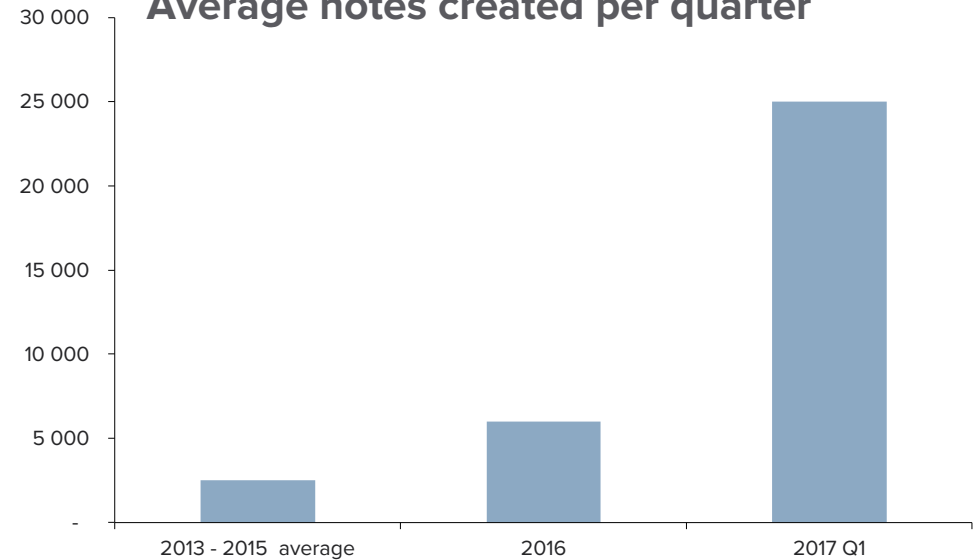
Traction : a focus on key accounts to increase the number of users

10 key accounts, **50** in the next 3 months

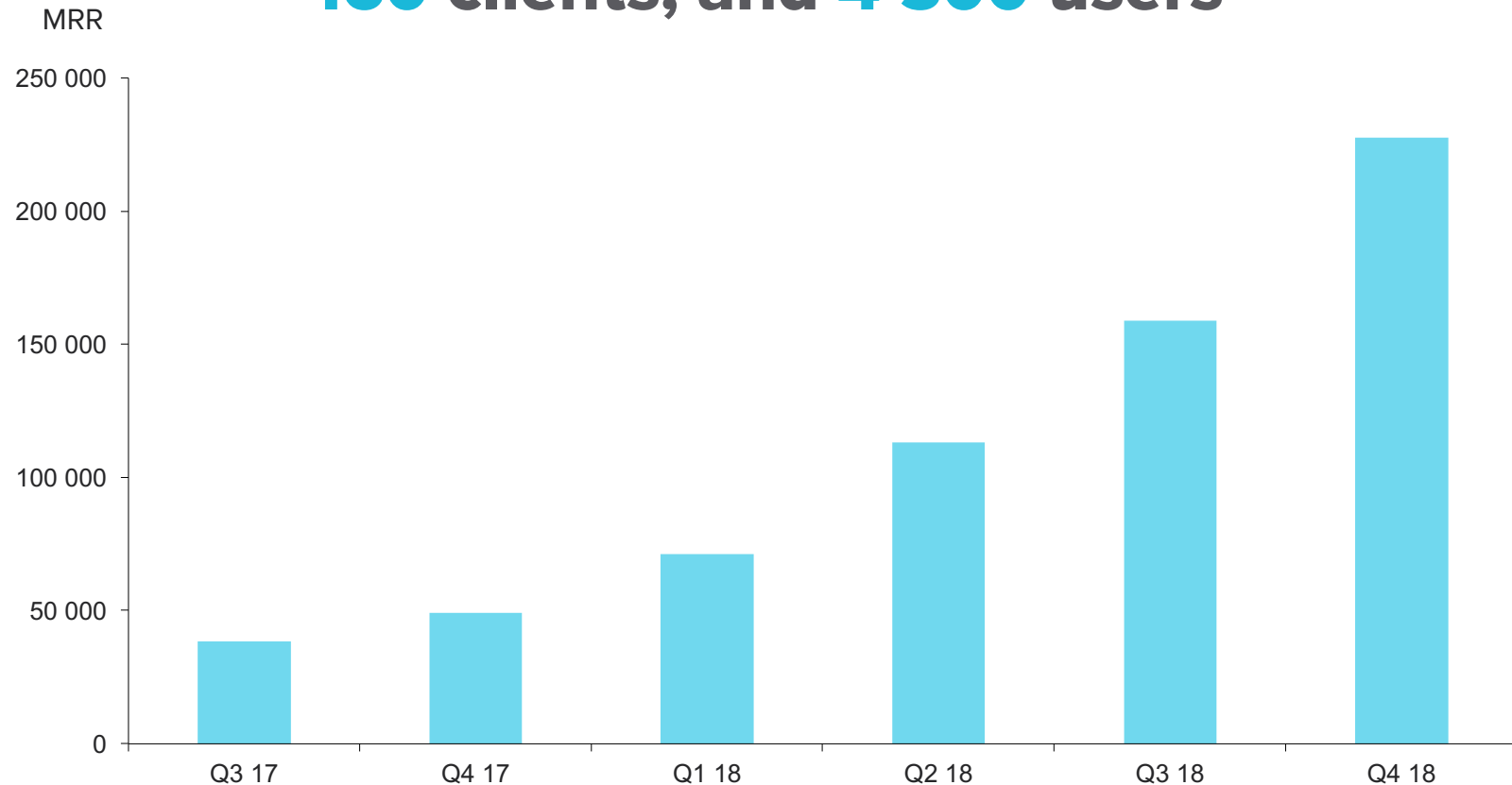
Daily notes creations



Average notes created per quarter



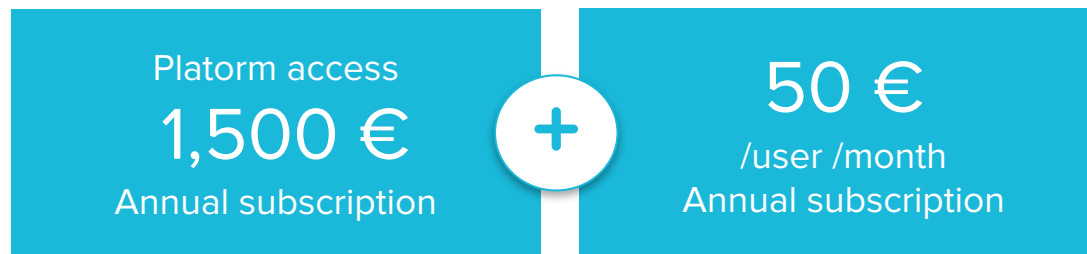
**1.1M€ revenue & 2.1M€ ARR trend end 2018,
160 clients, and 4 500 users**



For the brand



For the supplier



+ 2 free accounts for each of their customers

What we look for

Smart money and introductions to new business

Up to 1.8 EURm to accelerate business growth and provide market introductions

Product

Add features (virality, social, analysis, connection to 3rd party apps) – End 2017
Launch small business product – Q1 2018

Tech

Strengthen Development & architecture team – 3 hires in the next 6 months

Sales

Hire 1 business developer
Rollout in Europe by mid 2018 – Asia by end 2018

**18 months of runway to accelerate the business, and
reach 2.1 EURm ARR trend**

Mushin is ready to scale :

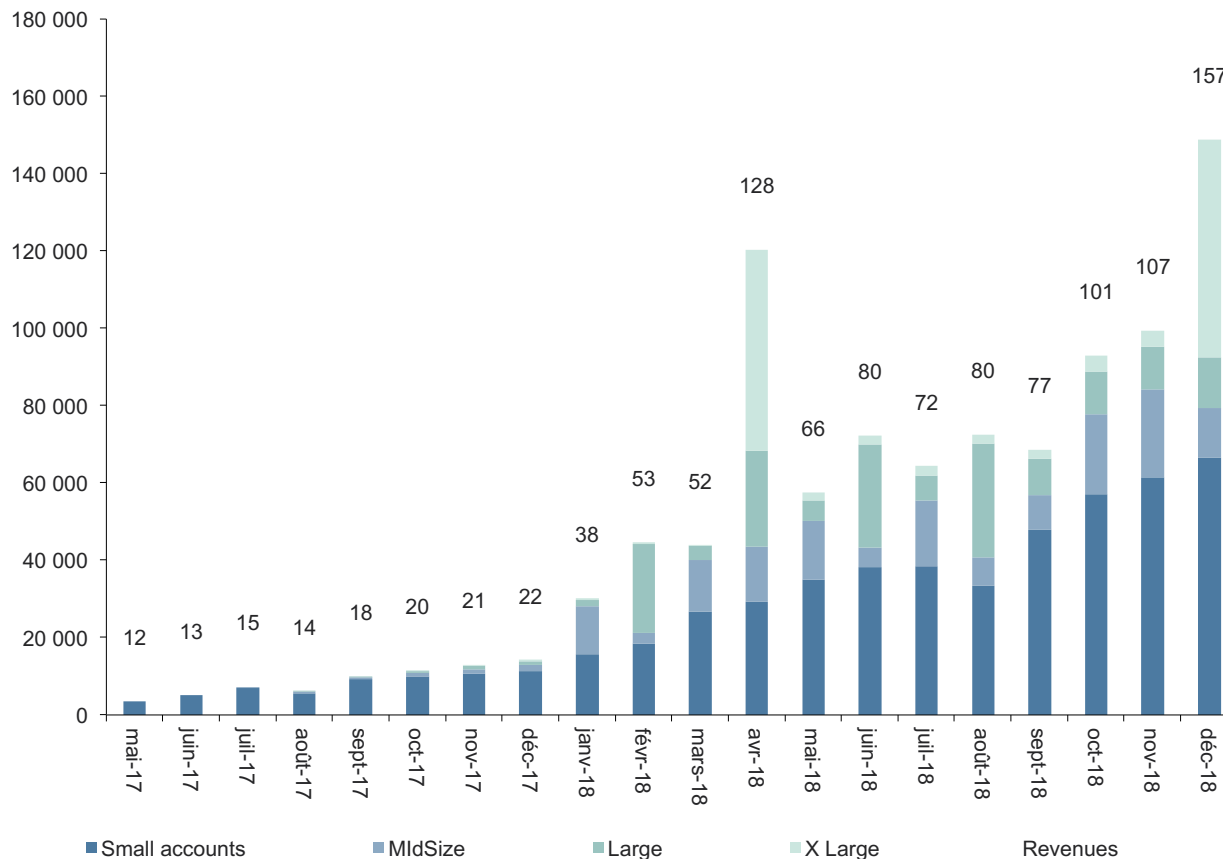
+ 1.8 M€

- Develop the go-to-market strategy and virality
- Develop indirect sales with partners
- Hire the best engineers and biz dev
- International development

Growth assumptions and business model

	<100	100-500	500-1500	1500-4000
	Small Accounts	Mid Size	Large	X Large
New Active users on month M	5	10	15	50
Active users on month M+3	2	10	60	
Active users on month M+6	3	20	120	300
Active users on month M+12	2	50	150	300
Active users on month M+18		50	200	1000
Total active users	12	140	545	1650
Account Monthly Fee	35	25	10	6
Target Monthly fee per account	120	1400	5450	9900
Small Account Setup Fee	1500			
Yearly Platform Fee		10 000	20 000	50 000

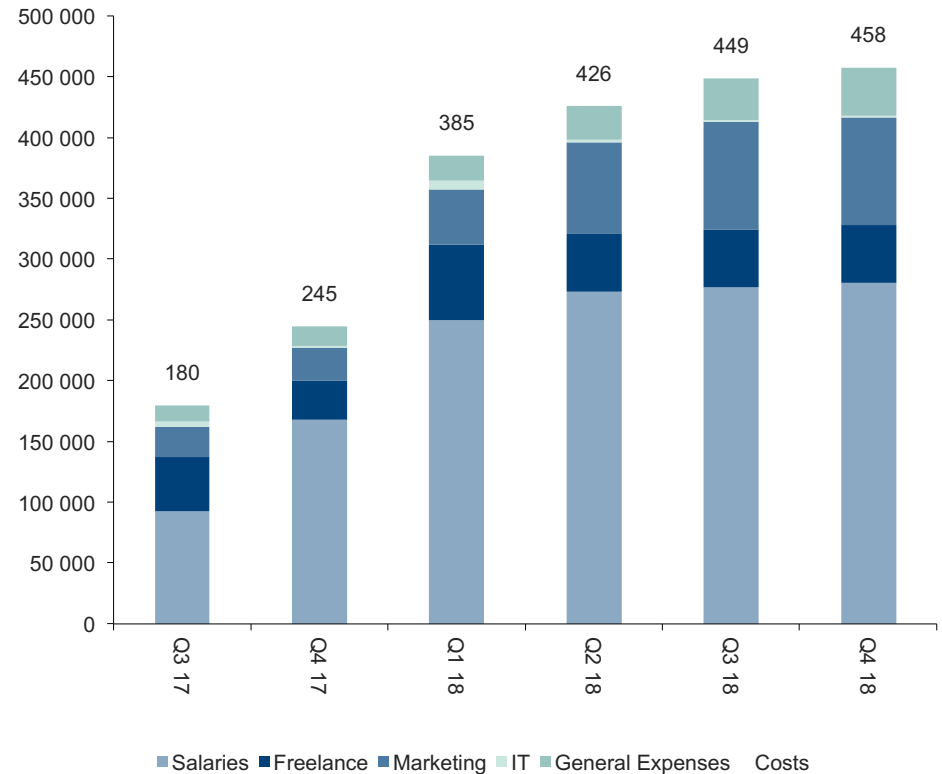
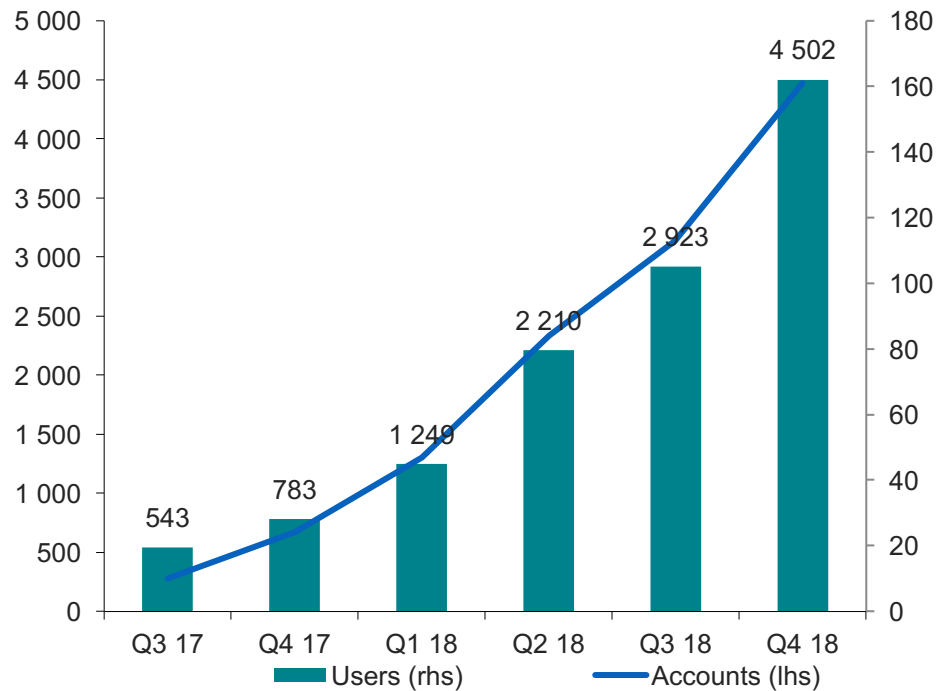
Revenues : 2.1M ARR trend by the end of 2018



The gap between april and march 2018 months is explained by the yearly platform cost, which is a one time fee per year.

If customers acquired by the end of 2018 deploy according to our assumptions (see previous slide), Mushin will have a revenue trend of **152k€ MRR / 2.1M€ ARR including yearly platform and 10k users**

Users acquisition and cost assumptions



Concerns and mitigation

Anyone can do what you are doing

The problem is not addressed properly for now, and our competition is not focused on this segment. We also have 2 major technologies hard to copy : moodboards and online/offline sync on mobile.

Churn rate: Actual usage will drop after a few months

With the volume of information into Mushin, it's hard for a customer to change platform for something else. With our customers the usage is still increasing, and the ergonomics of the app creates a great engagement.

This is a service business, not a platform business

We can sell service or direct clients to consultants. However we aim to chase new clients first, Once we open an account, virality is very significant within the client and within its ecosystem of clients & suppliers.

Security: clients will not share key information to a 3rd party SaaS platform

We have demonstrated our security credentials to large international groups – we operate currently with AWS and are migrating to Azure with high security standards.

Bernard Soriano

CEO – Co-founder of Mushin
bernard@mymushin.com
+33 6 88 07 05 84



Connect with our team

hello@mymushin.com
www.mymushin.com



twitter.com/Mushinapp



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