



A PLATFORM WHERE COMPANIES AND **CURATED FREELANCERS TEAMS**  
WORK ON **BIG-LEAGUE** DIGITAL/MARKETING/ADVERTISING PROJECTS.



CURRENT MARKET OFFER

DIGITAL/MARKETING/ADVERTISING PROJECTS PLAYERS IN 2018.

MARKET PLAYERS

	<div> <b>Ad Agencies / IT Firms</b> <span>TRADITIONNAL</span></div> <div>Ad Agencies Global Networks and Groups</div>	<div> <b>Individual Freelancers</b> <span>RECENT</span></div> <div>Personal network or marketplaces</div>
Price	Expensive	Affordable
Responsiveness	Poor responsiveness	Very responsive
Agility	Inefficient processes	Great agility
Transparency over costs	Highly secretive on costs	Total transparency
Relationship with key talents	Use subcontractors for most key talents	Direct relationship
Suitable for big strategic projects	Suits big and complex projects	Doesn't suit big and complex projects
Players	<div> <b>WPP</b> PUBLICIS GROUPE</div> <div> <b>HAVAS</b> </div>	<div> <b>upwork</b> </div> <div> <b>malt</b> </div>

PROBLEM

COMPANIES LOVE  
WORKING WITH  
FREELANCERS BUT  
CAN'T ENGAGE WITH  
THEM FOR MORE  
CRUCIAL PROJECTS .

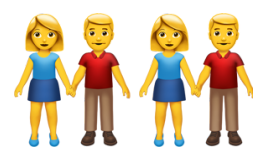
There is room for a freelancers based player offering to be suitable for big-league projects.



CONCEPT

BIG-LEAGUE PROJECTS DOING CO-FREELANCING.

A NEW KIND OF PLAYER



Curated Freelancers Teams

Found and built on A line

PriceAffordable

ResponsivenessVery responsive

AgilityGreat agility

Transparency over costsTotal transparency

Relationship with key talentsDirect relationship

Suitable for big strategic projectsSuits big and complex projects

CO-FREELANCING DEFINITION

BUILDING A  
COMPLETE TEAM BY  
PUTTING TOGETHER  
INDIVIDUAL  
FREELANCERS WITH  
COMPLEMENTARY  
SKILLS.

WHAT IT MEANS

ALL THE BENEFITS OF WORKING WITH  
FREELANCERS NOW AVAILABLE FOR  
BIG-LEAGUE (IMPORTANT, CRUCIAL)  
PROJECTS.

THE CONCEPT

OBSESSIVELY CURATED  
FREELANCERS COMMUNITY.

Less than 2/10 applications accepted on average

COLLABORATIVE PLATFORM  
GATHERING EVERYTHING.

Company spaces, freelancers profiles & project timelines

SINGLE POINT OF PAYMENT TO  
PAY COMMUNITY MEMBERS

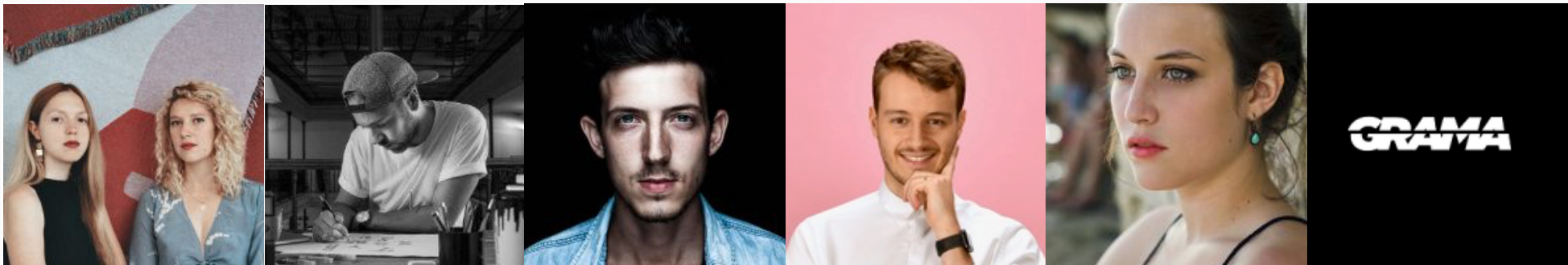
Key feature for long term relationship with big companies.



CURATED COMMUNITY + PLATFORM

A UNIQUE ECOSYSTEM ENABLING CO-FREELANCING.

CURATED COMMUNITY



TypesFreelancers, collectives & small studios

ExpertisesCreatives, developpers & consultants

Average number of years of experience7 years

Persona 1Spent +5 years in big firms before quitting

Persona 2Independent expert since the beginning of career

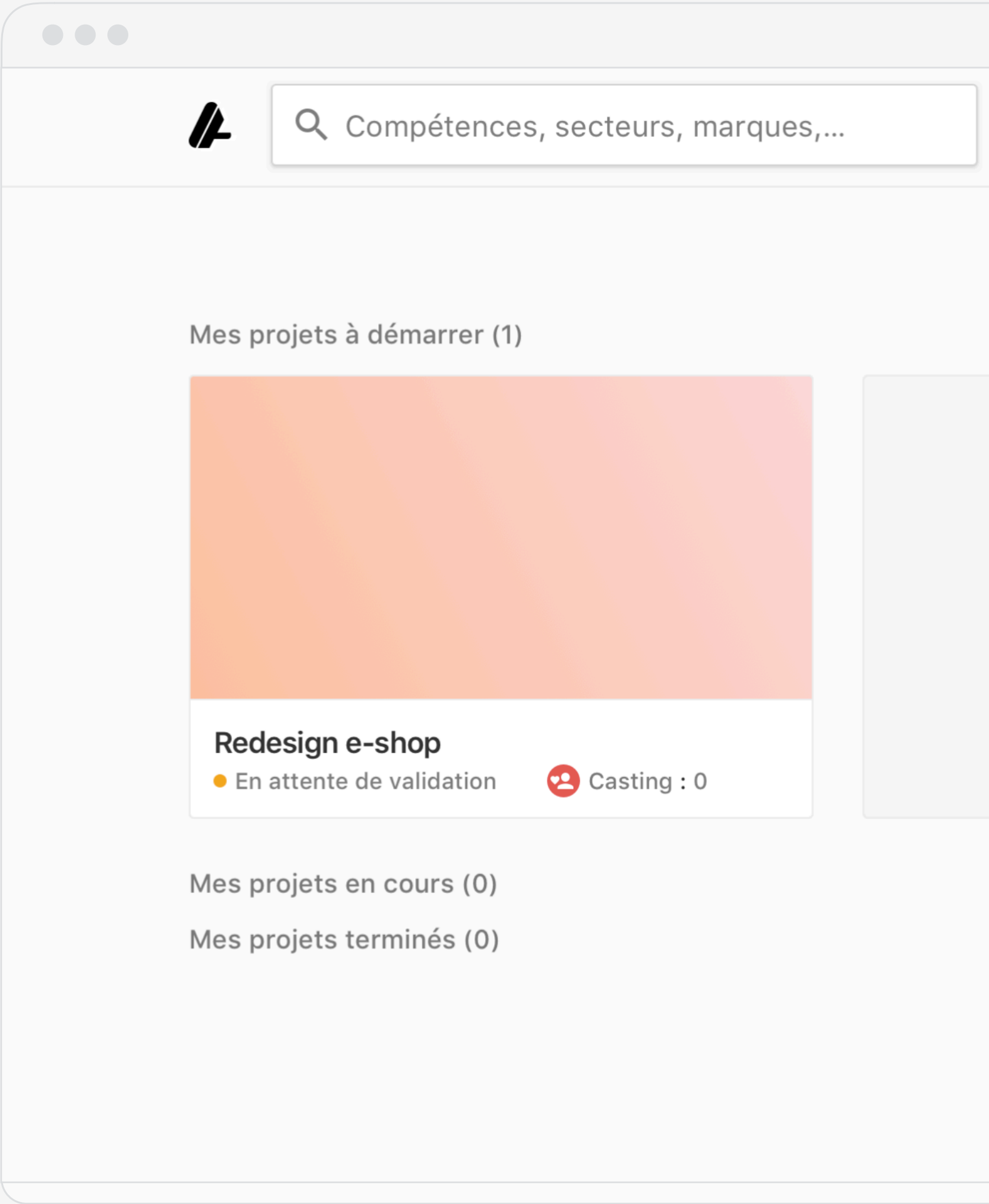
Average rate of acceptance so farless than 2/10

Key factor of successThey know and appreciate each other. They often have worked together on projects before.

PLATFORM

MADE TO EASE.

- ✓ Company space
- ✓ Project model
- ✓ Freelancers profiles
- ✓ Powerful search based on skills and industries
- ✓ Casting feature
- ✓ Quotes & invoices
- ✓ Payments
- ✓ Internal messenger
- ✓ Planning



TRACTION

KEY METRICS.

KEY METRICS

**95**

Projects

**+250**

Freelancers

**€11K**

Average Basket  
since January 2018

**84%**

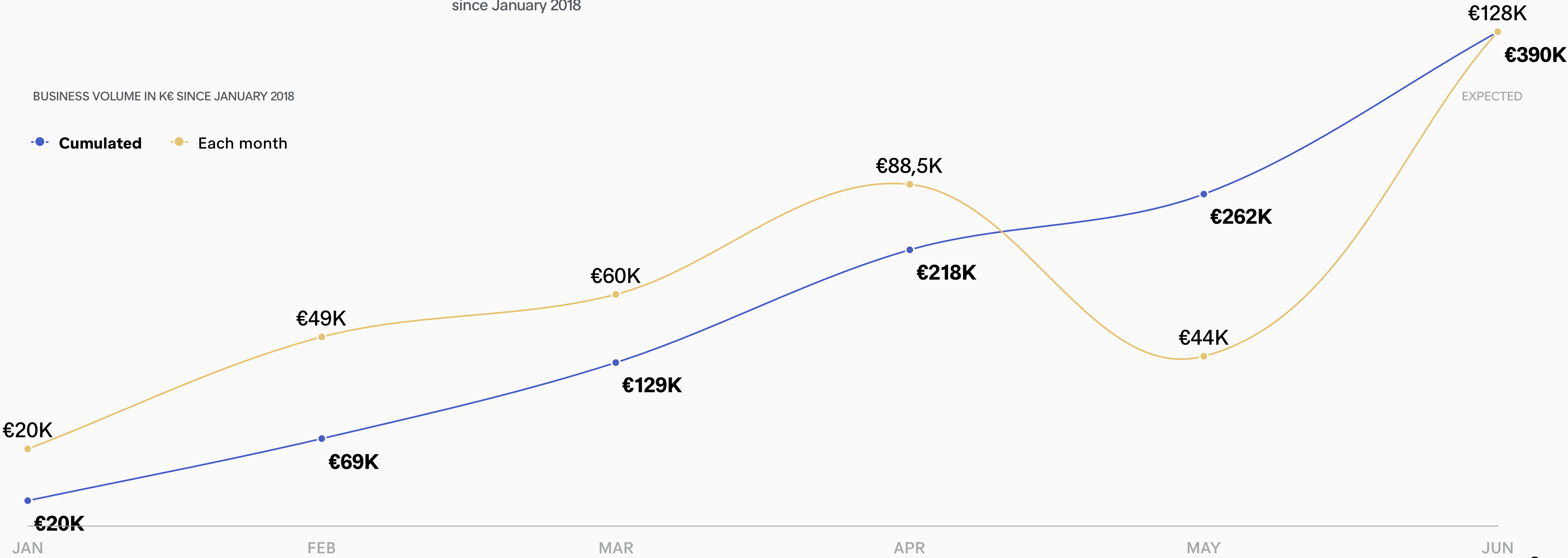
Retention rate

**€300 - €92K**

Min & Max budget so far

BUSINESS VOLUME IN K€ SINCE JANUARY 2018

**Cumulated**   **Each month**



CLIENTS BEHAVIOUR

USE CASES & TESTIMONIALS.

TESTIMONIALS

« A line is a very concrete alternative when it comes to make qualitative projects with the right people quickly. »

Anne-Dominique Morello - Lancel

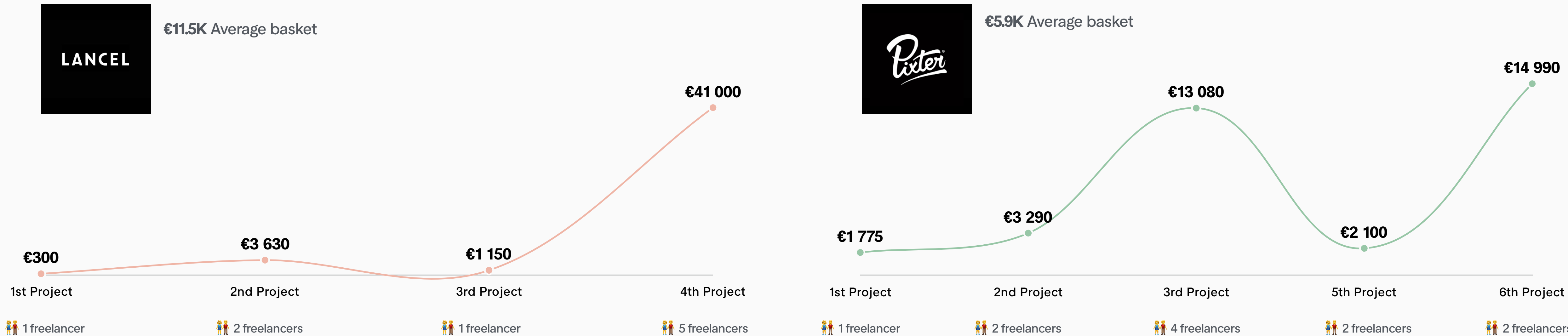
« To me it's the best price/quality ratio on the market. My traditional agency was far behind. »

Davy Dian - Atelier du Sourcil

« It's the ultimate service for everything we choose not to do internally. »

Tristand Monod - Pixter

USE CASES





## KEY DIFFERENTIATORS

# WHY COMPETITORS ARE FAR BEHIND.

### COMMON FREELANCERS MARKETPLACES

#### MEDIOCRE MEMBERS. PRICE LOWERING POLICY.

#### IMPRESSIVE TALENTS AVOID THESE MARKETPLACES.

A lot of their members are students or people changing careers and offer their services cheaply.

#### BUILT FOR SINGLE PERSON MISSIONS.

#### CLIENTS DON'T USE THEM TO CREATE TEAMS.

The ability to create teams is the key to grasp bigger projects.

#### NO PROJECT MANAGEMENT PLATFORM.

#### IT IS A CRUCIAL ASSET WHEN IT COMES TO HANDLE COMPLEXITY WITH TEAMS.

Their website only handle quotes and payments. We handle the project with its entire complexity.

### CLASSICAL AGENCIES

#### AGENCIES ARE BUDGET BASED.

#### CLIENTS PREFER PROJECT BASED.

We are testing an offer for the clients who need consistent counselling and follow-up.

#### THESE FIRMS ARE TOO SLOW.

#### CLIENTS DISLIKE THEM FOR THEIR LACK OF AGILITY.

Our service has already launched projects within 2 hours.

#### THEIR STRUCTURE COSTS ARE TOO HIGH.

#### CLIENTS NEED TO PRODUCE MORE AT LOWER BUDGETS.

Each year agencies clients insist to reduce agencies margins.



MARKET SIZE FRANCE

**IT'S BIG.**

**€15.4<sub>Bn</sub>**

Advertising & Digital projects market excluding media expenses.

**WE ARE THE ONLY  
MARKETPLACE WHO CAN  
GRASP BIG-LEAGUE PROJECTS  
FROM TRADITIONAL FIRMS.**



BUSINESS MODEL

COMMISSION BASED MODEL.

AMOUNT

15%

Fee applied on the project price.

BENEFITS

CLIENT ONLY.

TOTALLY FREE FOR FREELANCERS.

It is 100%, no commitment to accept projects and it is a non-exclusive contract.

HIGHER THAN LOW RANGE MARKETPLACES.

LOWER THAN AGENTS OR AGENCIES MARGINS.

Freelancers agents bill up to 30%. Agencies margin are totally opaque.

NON-BIDDING OFFER.

BRANDS PREFER PROJECT BASED COMMITMENT.

Subscription model was an option, we found out it was too committing.



GROWTH STRATEGY

FREELANCERS & PROJECTS ACQUISITION.

HOW WE GROW OUR COMMUNITY



HUNT INFLUENCING CREATORS.

Alexis Taieb (Tyrsa)



62K followers



Member of the  
A Community



ATTRACT GOOD FREELANCERS USING INFLUENCERS.

Alexandre Saad



BETC award winning creative



Member of the  
A Community



GROW COMMUNITY ORGANICALLY USING TEAMMATES.

Romain Rosso



Award winning copywriter



Member of the  
A Community

HOW WE GET CLIENTS

1

INTENSE BUSINESS DEVELOPMENT TARGETING BIG FAMOUS CLIENTS FOR BIG PROJECTS.

Most of them under the budget limit requiring a call for tenders.

2

COMMUNICATE ON BIG PROJECTS TO PROVE RELIABILITY AND TALENT.

Prove the quality of our service & initiate people to the concept of co-freelancing.

3

MARKETING INVESTMENTS TO ATTRACT THOUSANDS OF SMALLER COMPANIES.

Build upon our premium reputation to target SMEs seeking skilled teams for their projects.



## PRODUCT ROADMAP

# EMPOWERING USERS ON KEY ACTIONS.

DECEMBER 2018

## EMAIL INTERACTIONS

Allows clients and freelancers to do business from their usual email app, on the go or at the office.

MARCH 2019

## SEPA DEBIT AND ONLINE BANWIRE

Payer mon projet.

X

Prélevemet SEPA : 13 590€

Nom de la société

ex : Acme

IBAN

ex : FR7630004000031234567890143

Payer

Allows us to scale payments for big amounts. Stripe is beta testing its bank wire solution.

JUNE 2019

## MOBILE APP

A mobile application interface for a project management tool. At the top, a header bar contains the text 'Nouveau Projet.' and a right-pointing arrow. Below this is a navigation bar with three items: 'MON PROJET' (highlighted in blue), 'MON CASTING', and 'PROPOSITIONS', separated by chevron symbols. The main content area features a large yellow pencil icon with a pink eraser. Below the icon is the title 'Mon Projet' in bold black text, followed by the instruction 'Renseignez quelques informations sur votre projet.' in bold black text. A paragraph of text states: 'Dès que votre projet sera créé nous vous contacterons pour vous donner une idée du format, du budget et de l'équipe.' At the bottom of this section is a light gray button with the text 'Démarrer' in blue. The interface is displayed on a white background within a rounded rectangle, with a gray bar at the very bottom representing the device's home indicator.

All A line. On the go.

SEPTEMBRE 2019

## MAIN INTEGRATIONS

The screenshot displays a desktop application window titled "Product Hunt". The window contains a grid of 20 product icons, arranged in 4 rows and 5 columns. The icons are as follows:

- Row 1: Google Sheets, Gmail, Slack, MailChimp, Google Calendar
- Row 2: Facebook Lead Ads (marked "PREMIUM"), Typeform, Facebook Pages, Google Drive, Instagram
- Row 3: Asana, HubSpot, Pipedrive, Dropbox, Google Forms
- Row 4: HubSpot CRM, ClickFunnels, Todoist, Evernote, Salesforce (marked "PREMIUM")

The icons are colorful and represent various productivity and marketing tools. The window has a light gray title bar with three window control buttons (minimize, maximize, close) on the left.

Begin building integrations ecosystem with zapier and native integrations for a better project management.





TEAM

BOARD MEMBERS & KEY EMPLOYEES.

CO-FOUNDERS & INVESTOR



Arthur Hagiage 42%  
Co-founder - CEO

Entrepreneur / developer / former banker



Yuri Mihaileanu 39%  
Co-founder - Community

Entrepreneur / Self-made designer & developer



Carlo d'Asaro Biondo 15%  
Business Angel

 President EMEA Google.

KEY EMPLOYEES



Robin Garabedian  
Marketing Director

 Former business director



Pauline Catala  
Head of Success

**BETC** Former digital project manager



Clément Bergantz  
Product manager

 Former product manager and developer



Paul-Armand Asus  
CTO

Top 50th Ruby dev (Github awards)





DEAL

**FOR 18 MONTHS GROWTH.**

**€1.5M**

+ 500K€ BPI loan.

MAIN EXPENSES

**MEDIA**

To grow lead and opportunity base.

**MARKETING TEAM**  
**CONTENT PRODUCTION. PUBLIC RELATION.**

Let's make co-freelancing one of the biggest trend of the decade.

**PRODUCT TEAM.**

Improving a platform designed to absorb growth preserving trust.



ONCE THE CASH IS SPENT

**18 MONTHS LATER.**

KEY METRICS

<b>+ €1,5M</b>	<b>€14K</b>	<b>+1300</b>
Monthly business volume	Average Basket	Freelancers

BUSINESS GOAL

**REACH BREAK-EVEN POINT.**

**WE WILL CHOOSE EITHER WE SELF-SUSTAIN GROWTH OR RAISE FUNDS.**

It will depend on the distance we have compared to our competitors on the markets we are interested in.

**1/10 OF OUR COMMUNITY MEMBERS ARE BRITISH OR AMERICAN.**

**WE ARE WELL IMPLEMENTED IN INTERNATIONAL COMPANIES.**

**IT MAKES US READY TO LAUNCH A NEW COUNTRY FAST.**

To start a new country we need a community embryo and a few clients. Then we only need a marketing team and business developers.



VISION

10 YEARS LATER.

MAKING IT TO THE WORLDWIDE TOP 5. **PLAYING BY NEW RULES.**

