

A chimpanzee is shown in profile, facing right, with its hand resting on its chin in a classic 'thinking' pose. The chimpanzee has dark brown fur and is looking upwards and to the right. The background is a solid dark grey.

“THE NEXT STEP IN TELECOM EVOLUTION”



ApeLucy

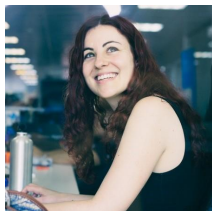
THE TEAM



Jaime Riva Gómez-Jordana
CFO & Co-founder
Financial background, CFA I, MIB studies
and project management.



Vicente Sala Sánchez
COO & Co-founder
Financial analyst at EY, MIB studies and
project management.



Gemma del Olmo Monge
Lead developer apps y iOS
Experience: lead iOS developer at Fintonic.
Previously at Lollo and Safeview.



Daniel Ibáñez García
CTO & Partner
Experience: project officer at Relevante.me
back-end at Amazon.



Alicia Rodríguez de la Rosa
Lead Back-end developer
Experience: back-end developer at
Mencanta. Previously at Shackleton.



Salvador Pérez León
Lead Android developer
Experience: lead Android developer at
Loycus. Previously at HulloMail and ReYou.

THE PROBLEM

Internet connectivity has become a primary need, but it is not yet commoditized.



THE SOLUTION



*Technological
advances*



Sharing economy



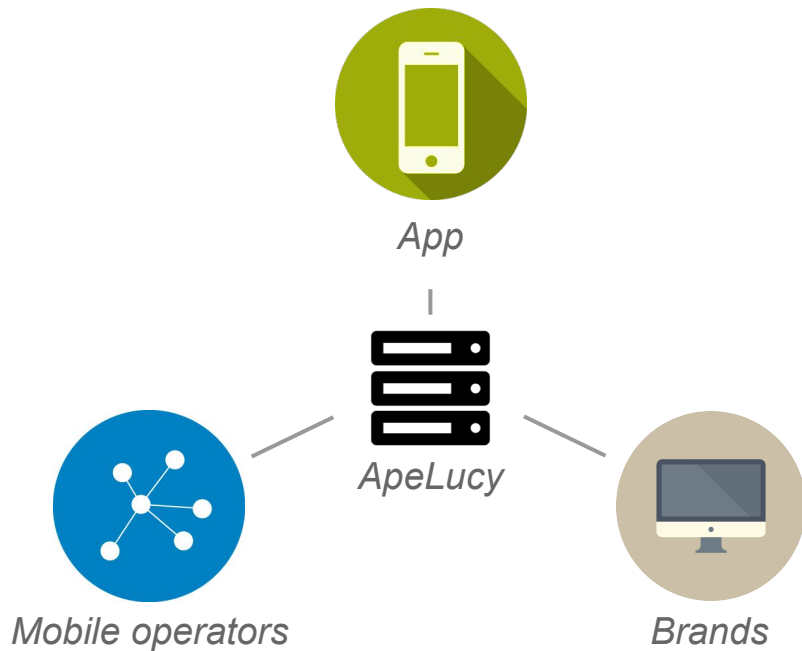
New apps



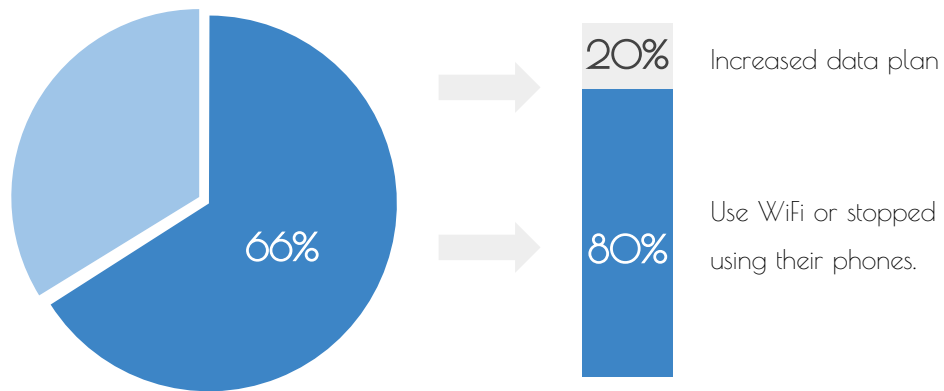
Mobile marketing

Through advertising, brands can sponsor the use of their clients' mobile data.

THE PRODUCT



A mobile app that allows advertisers to reach their target through different types of content and different levels of segmentation.



FIGURES

In 2016, 66% of spanish operators clients consumed all of their data plans before the month was over. After that, just 20% of them increased their data plan.

THE MARKET

Mobile operators

+20 Spain

MásMóvil

Fi-Network

Disashop

Users

52 Millions

12M Prepaid mobile

66% finished data plan

687 k Portabilities

Brands

12 Mil Millions 2017

1.500M Internet

300M Mobile

+10% CGR

COMPETITION

Rewarding platforms



DISADVANTAGES

Critical mass

Targeting

Expansion

Direct solutions

ADVANTAGES

Barriers of entry

First time players

Geolocalization

Incentivized advertising

Advertising platforms



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BUSINESS MODEL

Annual cost

0,46€ User - Advertising

4,32€ User - Incentive

275.000€ Fixed costs

Advertising

0,03€ Visualization

0,10€ - 0,60€ CPC

Margin 33%

200€ Month

115 Brands

250.000 Users

450 Brands

APPs

1.500€ +

2.500€

Leads

10€

Sales

5% x 40%

PARTNERS



Description

Agreement with the MásMóvil group to offer our service through one of its OMVs: LlamaYA

Target market

More than 6M clients with a low-cost mentality, aligned with our service.

Incorporation

Available since Jan 2018.



Agreement with the provider of prepaid recharges of 25 operators in Spain and LATAM.

More than 10M customers from all operators. Low-cost mentality and preference for offers.

Available since May 2018.



Agreement with OMV Tuenti to offer our service to its contract and prepaid customers.

More than 300k customers, young audience with high data consumption and saving mentality.

Available since Sept 2018.


Fi Network

Agreement with the OMV Fi-Network to offer our service to all its customers through its app.

More than 100k customers, low segmented audience with low-cost mentality.

Available since July 2018.

MARKETING STRATEGY



The product

*Who he/she is
What does he/she want
How do we deliver it
Hero and Villain*

How do we improve it



The client

*Who he/she is
What does he/she want
How do we deliver it
More efficient advertising*

*How do we make them
repeat*

Users traction:

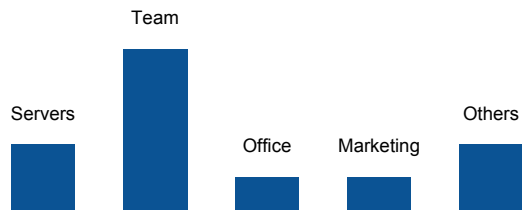
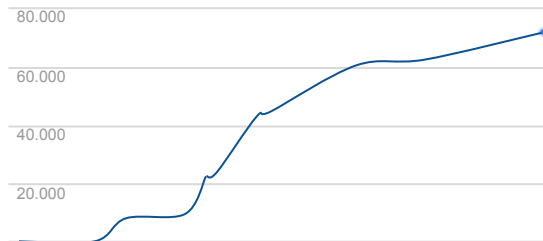
16.000 downloads/month
+4.000 daily active
+70.000 total downloads

0,24€ cost per download
0,40€ cost per register

Total Burn rate:

15.000 €/month

Accumulated download/user: 1 Jan - 29 May. Android & iOS



RESULTS

Potential revenues

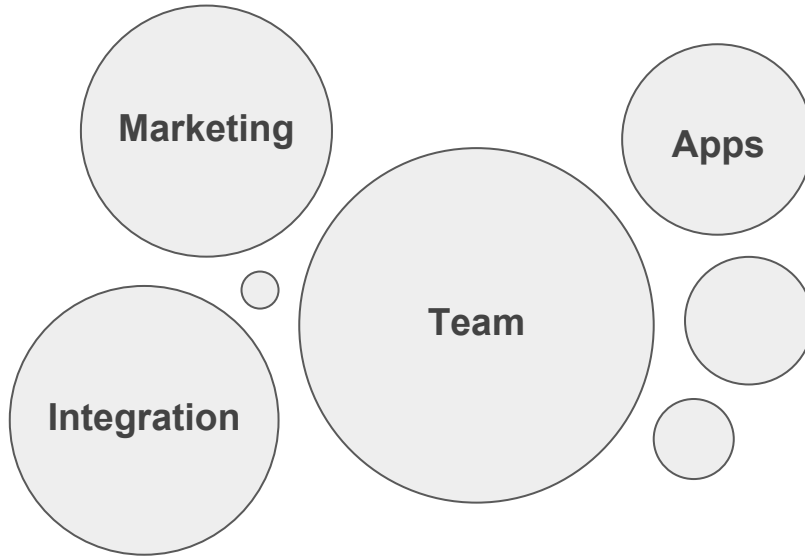
Advertising

Leads

Promoted downloads

Sales

GROWTH



<i>1 php, 1 apps, 1 comercial</i>	110.000€
<i>Marketing</i>	100.000€
<i>Mobile integrations</i>	15.000€
<i>Actual fixed costs</i>	275.000€
<hr/>	
<i>TOTAL</i>	500.000€

FINANCIAL NECESSITIES

48,5% Jaime Riva, CFO
48,5% Vicente Sala, COO
3% Daniel Ibañez, CTO

EXPANSION

1.000.000€ Raising
33% Dilution

32,38% Jaime Riva, CFO
32,38% Vicente Sala, COO
25% New partners
2,25% Daniel Ibañez, CTO

PROJECTIONS

FACEBOOK

*Business revenues - 28.500M€
Users - 1.900M
ARPU - 15€
Brands - 5M
Expense / Brand / Month - 475€*

APELUCY

*1,625M€ - Business revenues
250K - Users
6,5 - ARPU
675 - Brands
200€ - Expense / Brand / Month*

EXIT

2nd Round in 12 months

Selling

Merger

Growth

*15.000 Month
50.000 Investment
0,28€ / Downloads*

6 months Dec

*+250.000 Downloads
50.000 Investment*

12 months

*+400.000 Downloads
2nd investment round*

A chimpanzee is shown in profile, looking upwards and to the right, with its hand resting on its chin in a classic 'thinking' pose. The background is dark and textured. The text 'VALUES | TEAM' is overlaid in white, bold, sans-serif capital letters, with a vertical line separating the two words.

VALUES | TEAM