



# Picksha

All Files in One Place

# Team



**Chi-Luong Tran**  
CEO

Started early an online  
business with 17

Project Manager



**Aare Afase**  
CMO

Made his first 1 Million  
revenue with 25

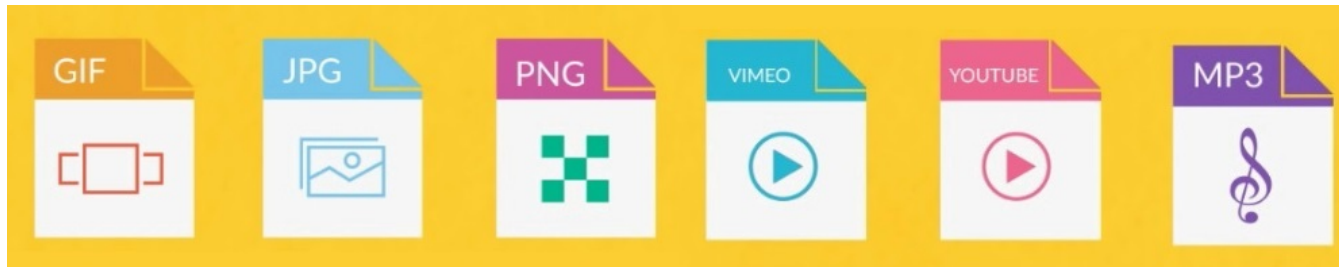
Design/Marketing  
Manager

# Problem

- Most files from a wedding/event gets lost
- Many platforms dont support most file types  
(too large, unsupported file types, no permission options)
- Difficult to manage and collect files via a social platform  
(Main focus are mostly not on file sharing)

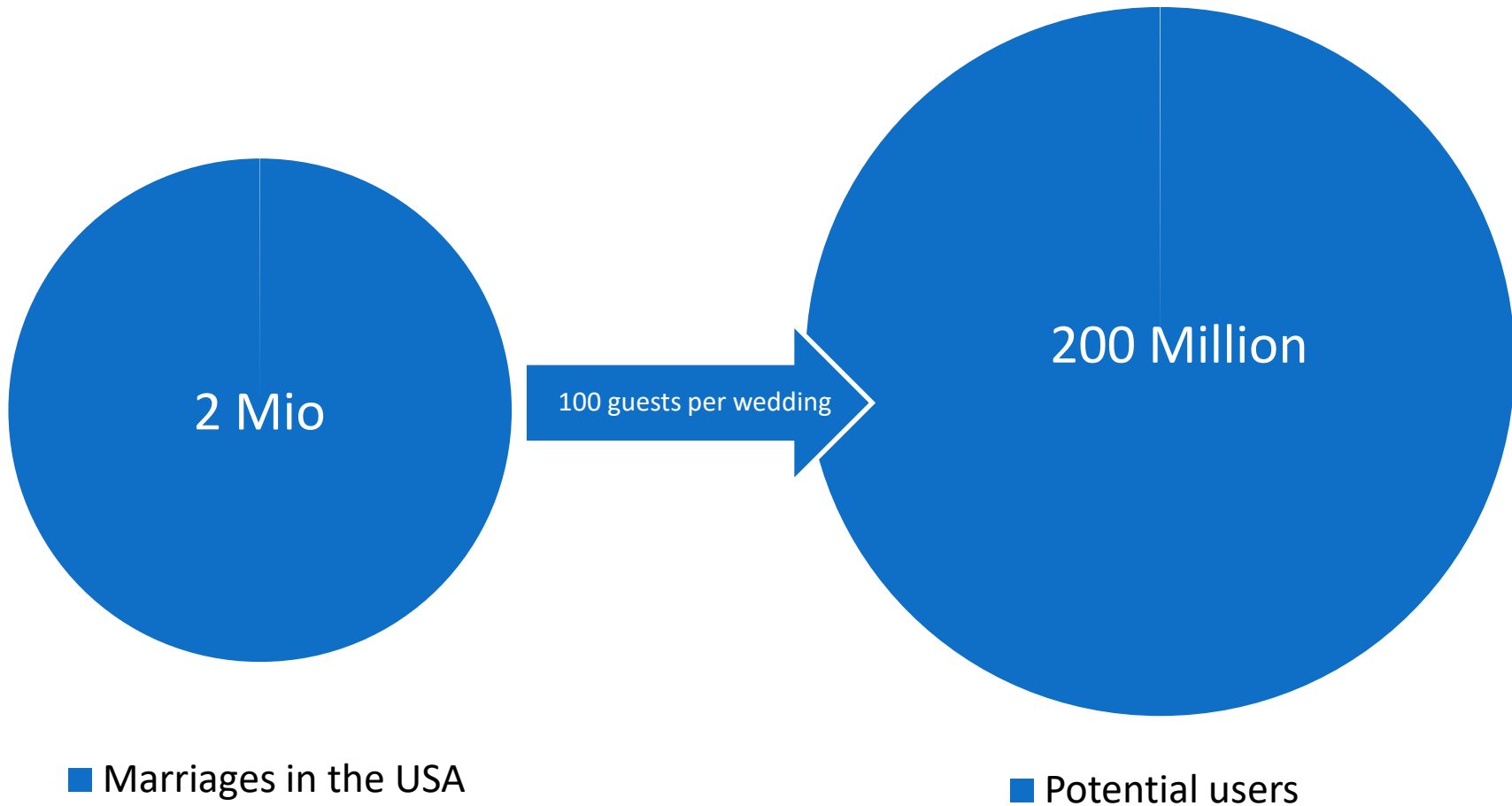
# Solution

- Upload all different media files  
(Photos, Audio files, Videos, External Videos...)



- Manage all files with a group in one single album.
- Cloud storage + Social network  
(like, comment, notifications, profiles, chat etc.)

# Market Size



# Product

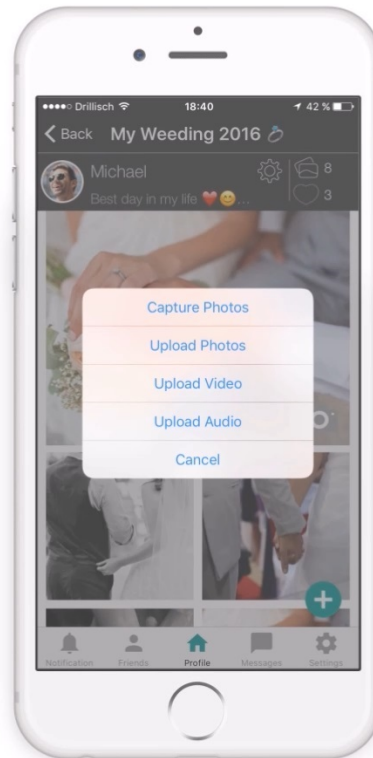
- A platform to store all your files with friends & family



Music Files



Youtube Videos

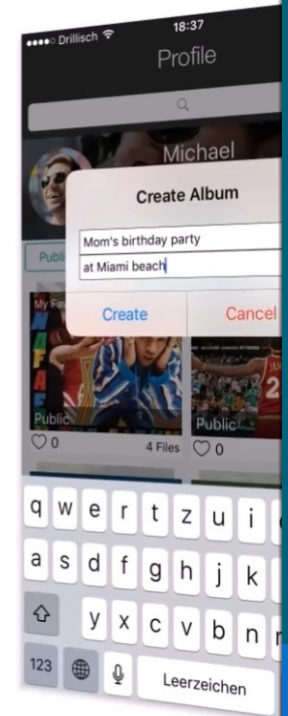
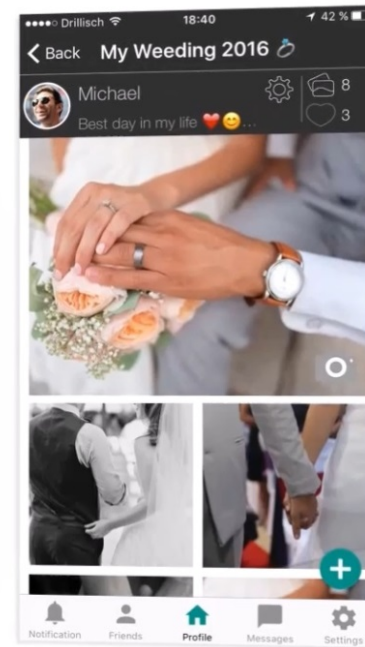
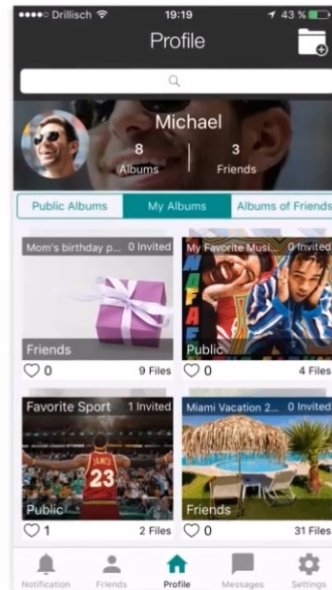
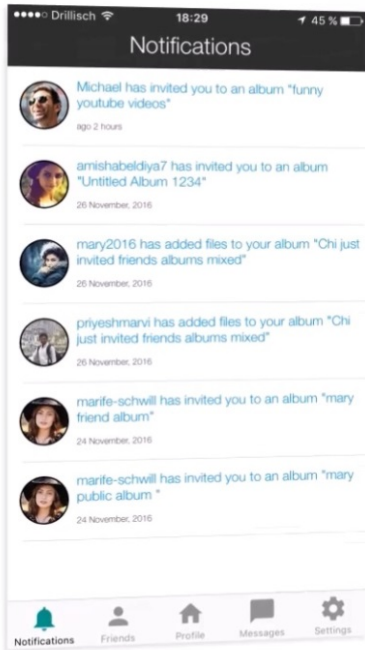
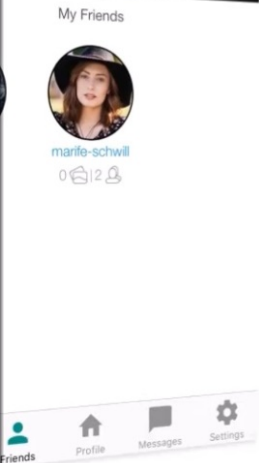
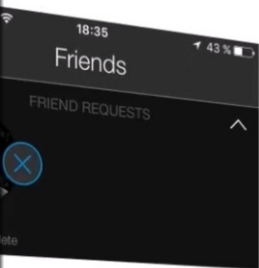


Upload Photos

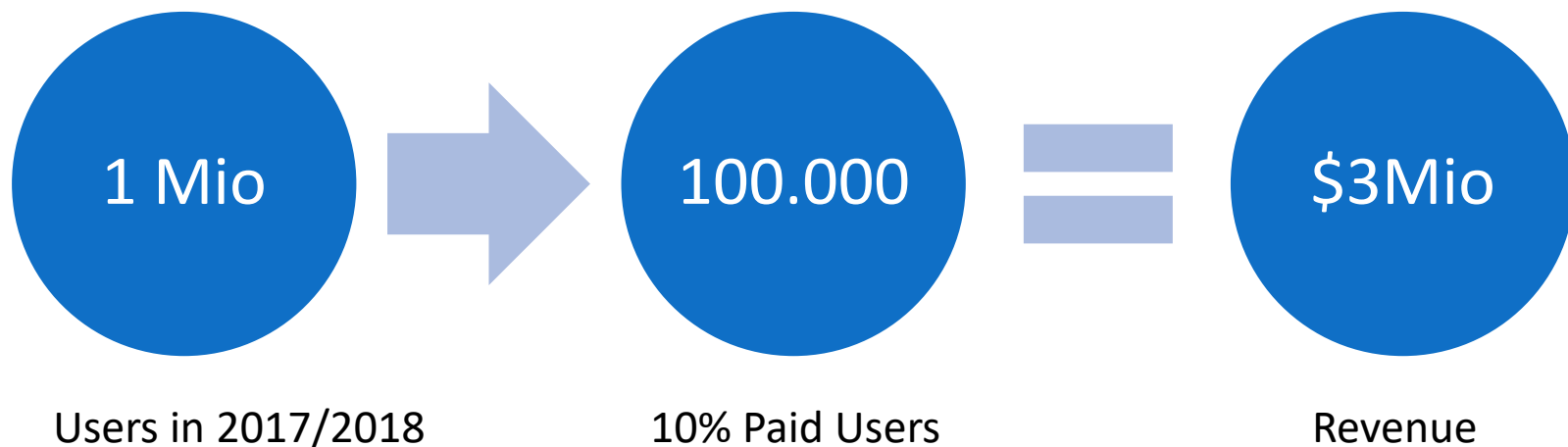


Videos Files

# Product



# Business Model



Account Plan	Album Limit	Files each album	Price
Free account	5	50	\$0
Give Fb like	+2	50	\$0
When invite 5 friends	+10	50	\$0
Premium Plan	1000	1000	\$30 Lifetime



# Adoption Strategy

## Events

Target groups and families

- Wedding events
- Birthday parties
- Tourist locations/events
- Public events

## Marketing

Mouth to Mouth

- Invitation Feature to get more albums
- Able to connect with Facebook & Instagram accounts
- Many people are involved in on album

## Photographers

- Easy to send files to customers
- Easy access and transfer

# Competition



iCloud



Google Drive



# Competitive Advantages

- 1st to Market (social network focus on sharing files)
- Store and manage your files everywhere
- No subscription payments
- Control your permissions for your albums
- Transfer files online

# Finance

Milestone we have reached:

- Picksha GmbH founded in Nov.2016
- Complete Picksha platform for iOS, Android and Website
- Ready to launch for the market
- Seed round completed

Early Stage funding plan:

- Raising a 1M, @10M Pre Valuation
- Grow faster and create a global team. Expenses for development and server costs