



## *Influencer Marketing 2.0*





# MEET THE TEAM

We believe **transparency and fairness** is key.



**Mikael Jansson**

Founder & CEO

+15 years experience in the advertising and media industry. Award winning executive producer, TVC and web campaigns



**Kima Edell**

Business development manager

Experienced agent and influencer marketing expert with a passion for relationships and strategies.



**Ulf Sandberg**

Partner & board of director

Award winning creative and brand director.  
+ 30 years running advertising and media agencies.  
Advisor to Hult International Business School.



**Josefine Sporrang**

Head of talents

Passionate and driven executive with experience from the cosmetic and makeup industry.



**Mathieu Sibille**

Executive advisor

+20 years of multinational experience (B2B and B2C) in music business, digital, NTIC and medias. For 9 years, he was the International CEO of NRJ



**Markus Lindgren**

Software developer

Backend developer with extended experience in scalable databases and ad tech industry.



**Lars-Christer Olsson**

Investor & Chairman

Former CEO of UEFA and current chairman of European Professional Football Leagues and Swedish football league. Board of director in UEFA



**Sandro Bizzarri**

Product manager

A skilled product manager with expertise in technology, service and user behavior



**Robin Kuivinen**

CTO

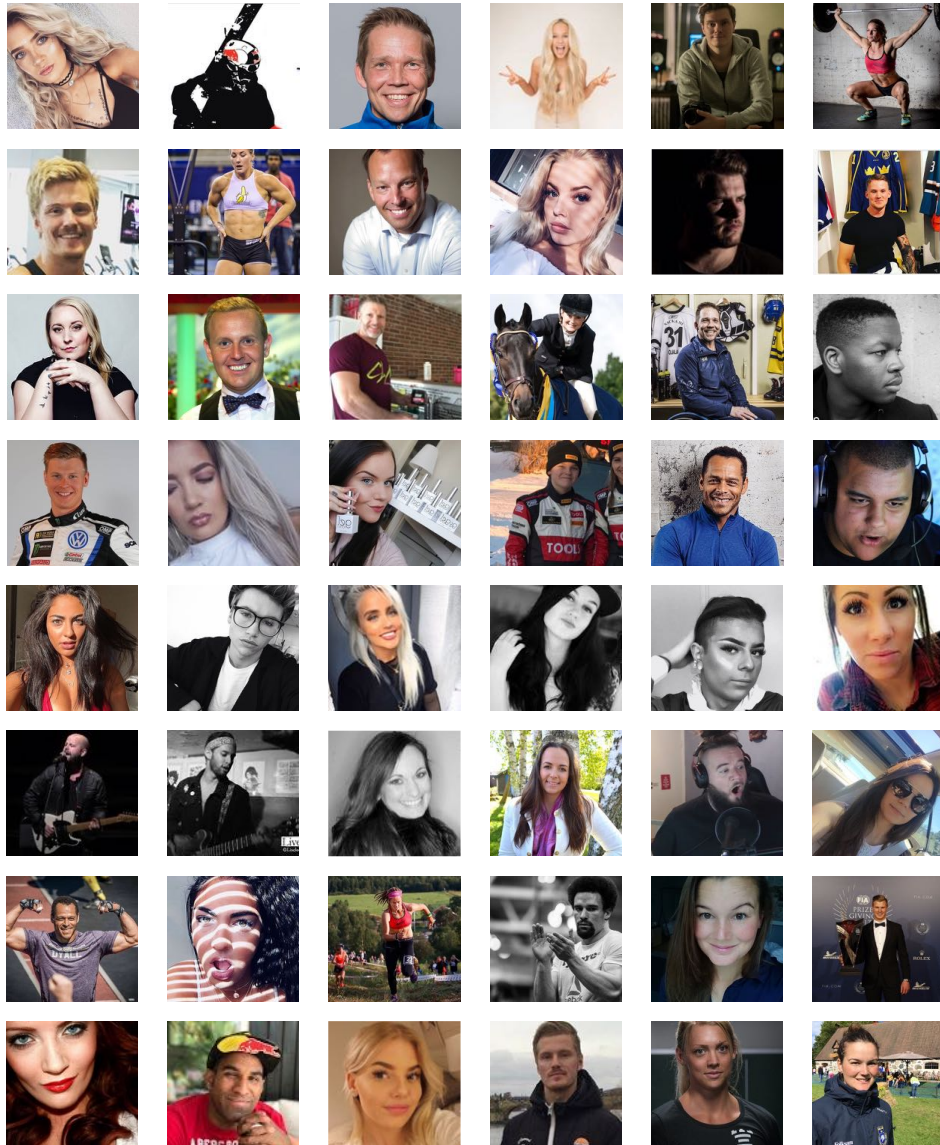
Worked in large teams and companies such as Klarna and Blocket. Experience in high complex infrastructure and architecture.



**Magnus Mostrom**

Investor, board of director & lawyer

Entrepreneur and former IP right specialist at Wistrand law firm specializing at international IP rights.



# PLATFORMS SHARE LITTLE OR NO AD REVENUES

## EXAMPLE

"Sam" a content creator spent years building his social media profiles. He spends in average 4 hours per video and tries to upload a video on a daily basis. On Facebook he easily average millions of views per video and on Instagram hundreds of thousands.

6,2 Million views on Facebook = 0 USD in ad revenue

1,1 Million views on Instagram = 0 USD in ad revenue

Analysts estimated Facebook to make \$33,76 billion in ad revenues 2017 and Instagram another \$4 billion.



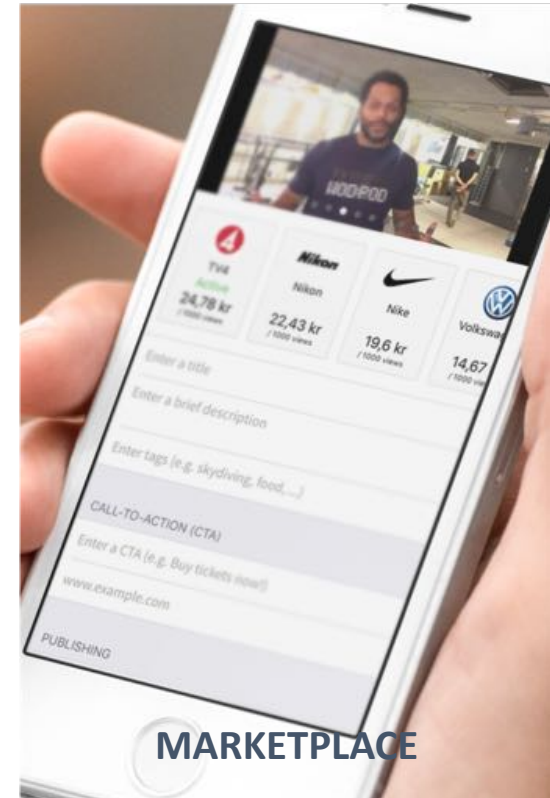
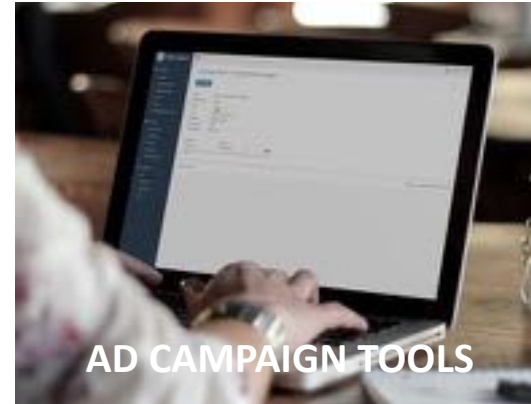


# TALENT FRIENDLY PLATFORM

We have developed a simple and innovative platform and publishing tool for Talents to create, publish and share videos including features such as advertiser matchmaking, scheduling and call-to-action.

Our platform works as a supplementary platform in the digital media ecosystem and are non-competitive with today's business models of sponsored content or driving traffic to monetized websites or blogs.

The platform is developed with the Google Cloud team as part of GCP startup program and is available on the web, iOS and Android apps and embedded player.





# FAST, SIMPLE & PERSONAL

Our focus is a more personal video format (selfie videos) to get to know the talents behind the scene and in everyday life situations without competing with the now standard formats published on other platforms.

**Example:** Follow your favorite artist in the process of creating the music you love.

Get the uncensored story behind the lyrics and composition from the artists to raise interests and expectation before release.

This format enables a larger number of talents and more content created due to the simplicity of film, published via smartphone without requiring advanced editing skills.





# TALENT & BRAND MARKETPLACE

## Brands


Campaign: Nikon - new generation vloggers





**New offer**

Name	Nikon - new generation vloggers		
Brand Name	Nikon		
Logo			
URL	<a href="https://www.nikon.se">https://www.nikon.se</a>		
Budget	SEK200,000.00		
Value Type	CPM		
Value Offer	SEK22.43		

Channel	Status		
Axel Palm	APPROVED	0	 
Total		0	

## Talents




 TV4 Active 24,78 kr / 1000 views	 Nikon 22,43 kr / 1000 views	 Nike 19,6 kr / 1000 views	 Volkswag 14,67 kr / 1000 views
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Enter a title



Enter a brief description

Enter tags (e.g. skydiving, food, ...)

## Result



Powered by   

 Karl Dyall 

New week, new challenges..

15 min. AMRAP  
5 wall climbs  
15 cal. Assault Bike @300W  
15 KBS@24kg

then

- 1 Book ad campaigns in 123on
- 2 Set a budget and CPM (cost per thousand views)
- 3 Choose Talents to receive the offer

- 1 Accept / decline offers from brands
- 2 Publish and share videos via 123on
- 3 Make money!

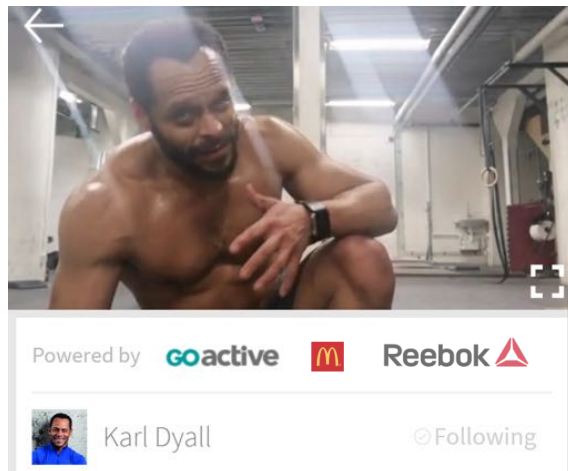
- 1 Double opt in – happy talent and advertiser
- 2 Talent makes money based on views
- 3 Brands simplifies working with volume of talents and pay per views



# BUSINESS MODEL

123on makes all of its money from ad sales on engaging content. Ads can be used to target audiences and are available via web, embedded players, blogs and apps (iOS and Android) and is based on CPM.

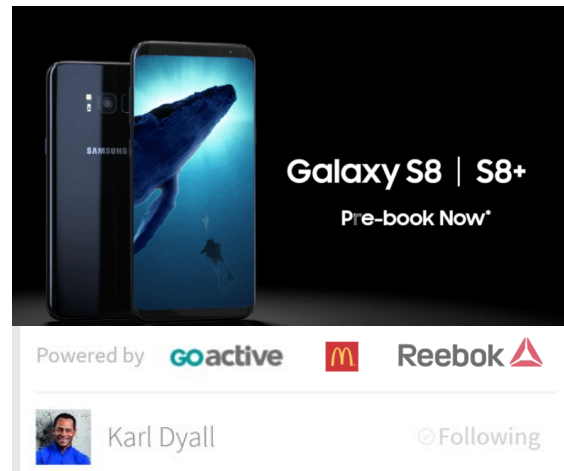
We share 50% of all ad revenue with our talents, no hidden costs. Fair and transparent.



## Powered by x3

Brand awareness advertising. 3 clickable logos discretely integrated in the design to get brand closely associated with the talents and fans.

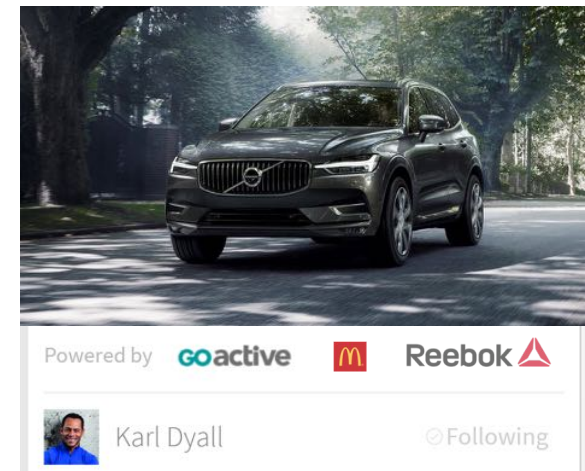
Available via Marketplace



## Pre rolls

Lengths up to 5 sec.

Available via Marketplace and programmatic

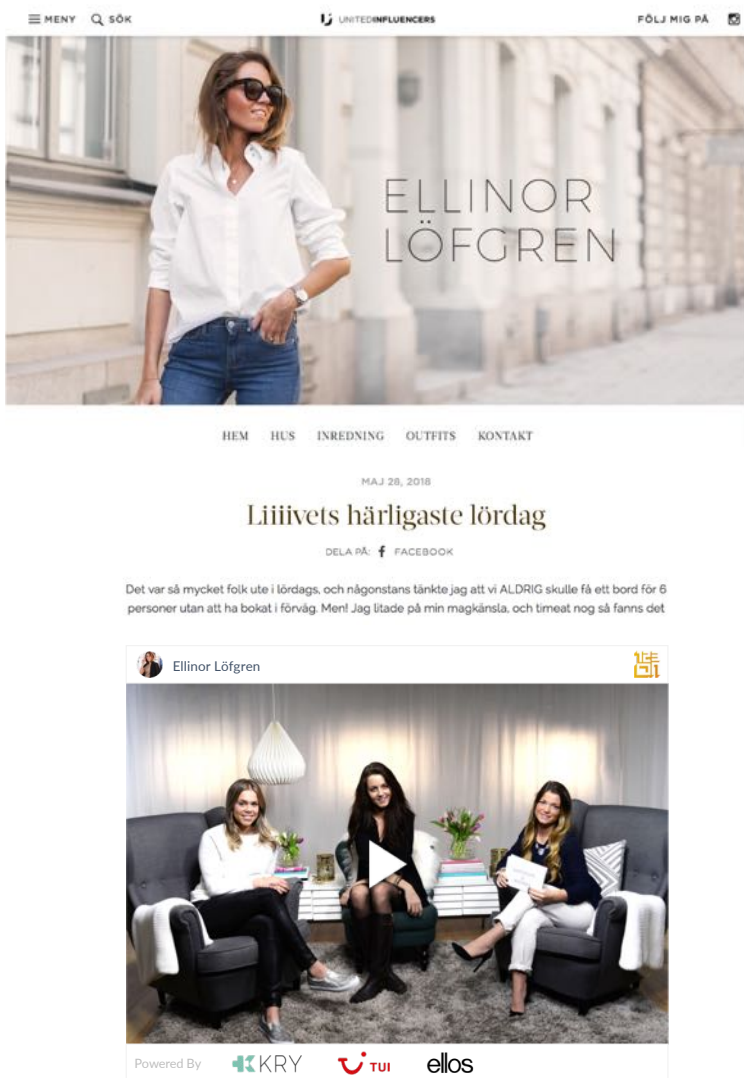


## Post rolls

Lengths up to 5 sec.

Available via Marketplace and programmatic





# VALUE PROPOSITION - BLOGGERS

## NEW REVENUES ON PAGE VIEWS

123on enables new revenue streams without even playing the video, based on existing page views on the blogs by simply embed 123on with a few clicks.

## CONTROL WHICH ADVERTISERS ARE SHOWN

Youtube dominates the market today but have disadvantage for bloggers because compared to 123on they can't:

- Enable new revenues based on page views
- Control which advertisers are shown

## SUMMARY

123on offers a turnkey solution for influencers to maximize monetization on their blogs.

Main source of income is still paid promotion (sponsored content) for most influencers. To stay trustworthy influencers limits paid promotions, meaning they can't monetize all content created. 123on cover multiple campaigns and don't compete with any existing revenues.

With no investment necessary, really no competition, new revenues and an experienced team we believe it's a no-brainer and 123on quickly get massive reach by partner with some of the largest bloggers and blog networks in the world.



# REVENUE EXAMPLE - BLOG

VIEWS	AD REVENUES	COST (123ON)	COST PARTNER	GROSS INCOME PARTNER/BLOGGER	GROSS INCOME 123ON
	Fill rate 60%				
1 000 000	354 000 kr	77 000 kr	0 kr	177 000 kr	100 000 kr
5 000 000	1 770 000 kr	385 000 kr	0 kr	885 000 kr	500 000 kr
10 000 000	3 540 000 kr	770 000 kr	0 kr	1 770 000 kr	1 000 000 kr
15 000 000	5 310 000 kr	1 155 000 kr	0 kr	2 655 000 kr	1 500 000 kr
20 000 000	7 080 000 kr	1 540 000 kr	0 kr	3 540 000 kr	2 000 000 kr
25 000 000	8 850 000 kr	1 925 000 kr	0 kr	4 425 000 kr	3 000 000 kr
30 000 000	10 620 000 kr	2 310 000 kr	0 kr	5 310 000 kr	3 500 000 kr

As an example, a Swedish blogger has 4 million page views, per week. That traffic can generate in total 122 MSEK in annual revenues and over 36 MSEK in new added annual revenues for the blogger.



# TRACTION & VALIDATION



## TALENTS

Collaborating with 60+ talents including youtubers, influencers, esports, athletes, entrepreneurs & artists etc



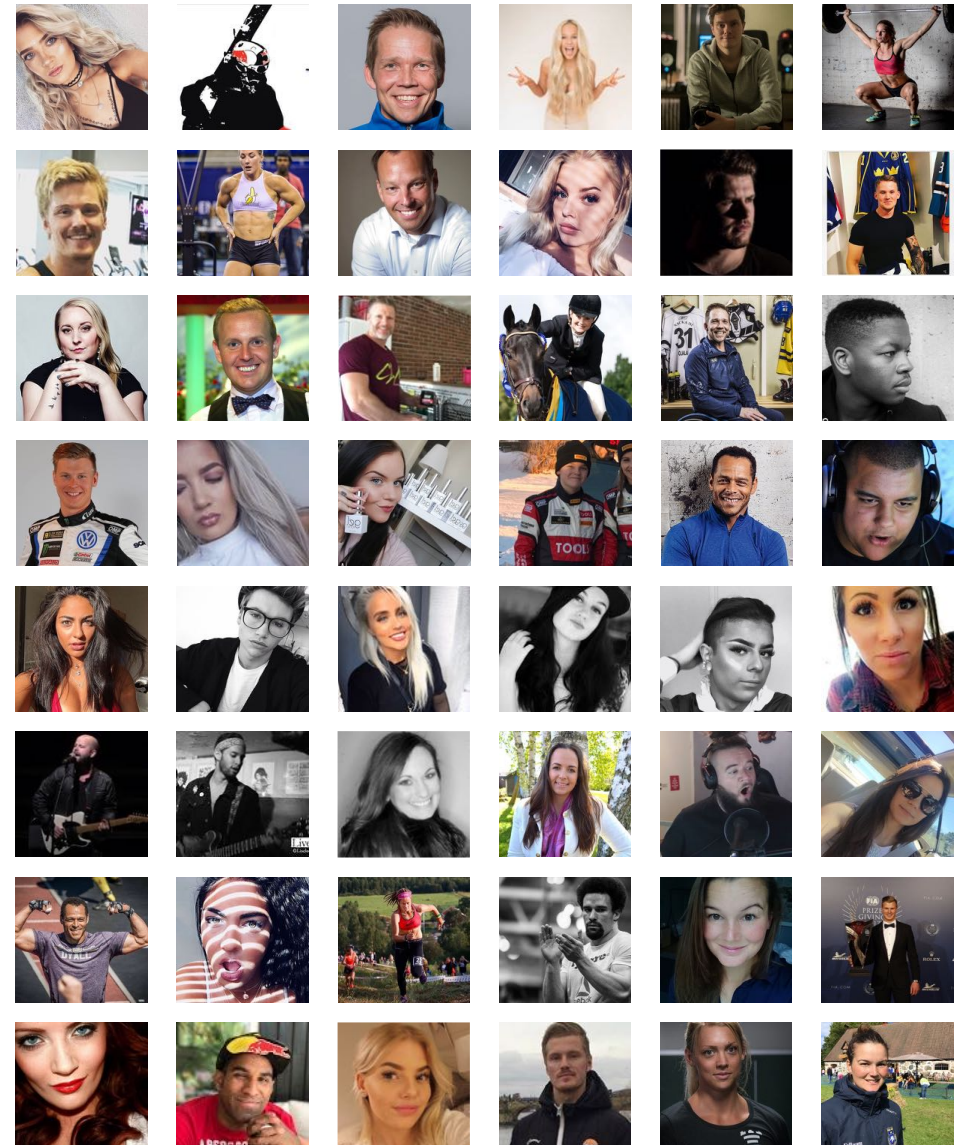
## BRANDS

Our first campaign with a youtuber, we made a deal with a brand that paid six times what he usually makes



## PLATFORM

Live on the web including embedded player and apps in Android & iOS. Architecture reviews done by Google team



# BREAKEVEN

BURNRATE	56 600 USD
VIDEO VIEWS PER MONTH	3 000 000
CPM (cost per thousand views). TOTAL OF 4 ADS,	38 USD
TOTAL INCOME	114 000 USD
REVENUE SHARE (TALENTS)	50%
123ON BREAKEVEN	57 000 USD



## BREAKDOWN - VIDEO VIEWS

NUMBER OF TALENTS	45
VIDEO PUBLISHED PER WEEK	3
AVERAGE VIEWS PER VIDEO	6 000
VIDEO VIEWS PER MONTH (4 WEEKS)	3 240 000





# INVESTMENT



Capital: 6 MSEK

Valuation: 50 MSEK pre

Use of funds: Growth capital

- Extend automated process for talent registration
- Automate process for ad campaign management
- Scale talents, advertisers and organization
- Accelerate product development

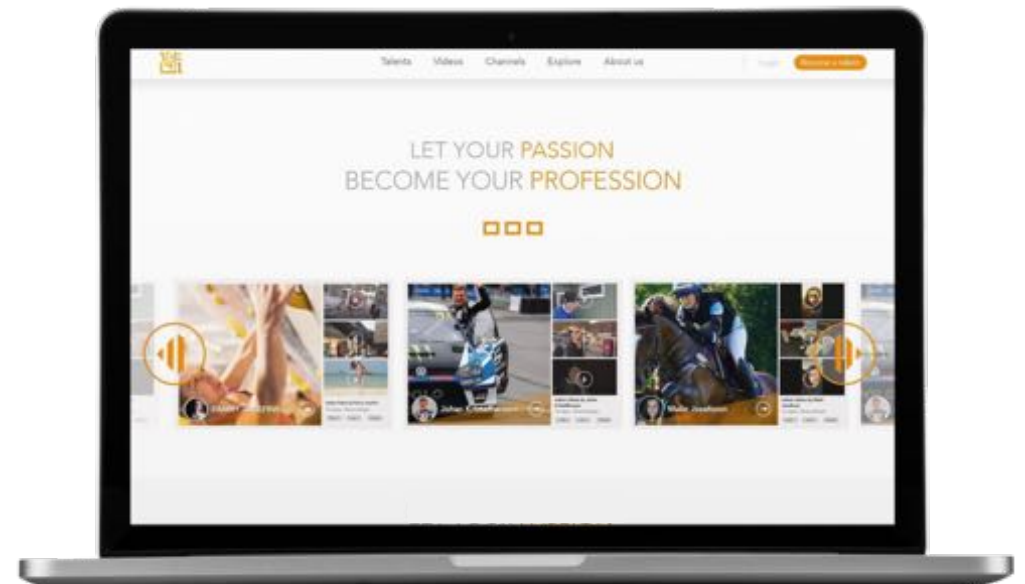
Current talent genres: Esport, influencers, artists, athletes, lifestyle, fashion youtubers & entrepreneurs





# SUMMARY

- Highly scalable supplementary platform
- Uses the power and audience of already existing platforms
- Strong support from content creators
- Proof of concept in place
- Capital injection to scale automatization of talents & brands





# CONTACT US

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