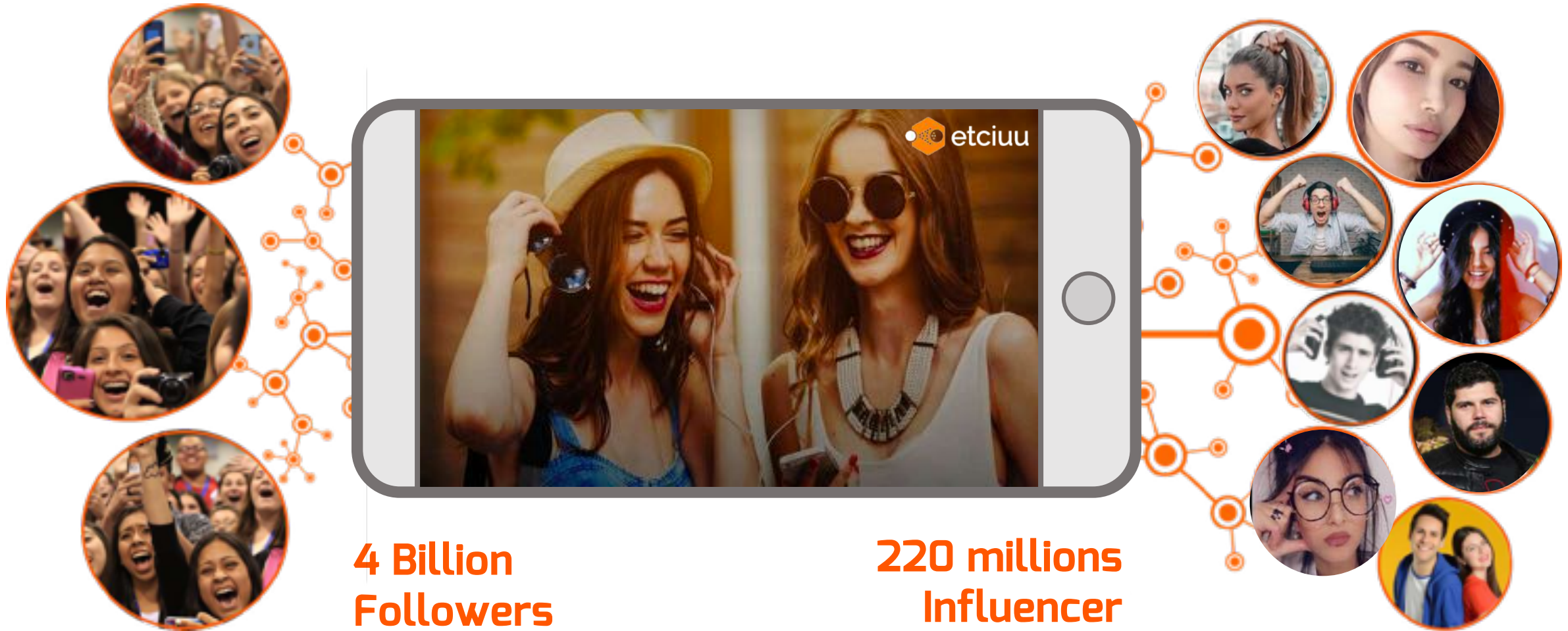




**etciiu – Influencer for Fans**



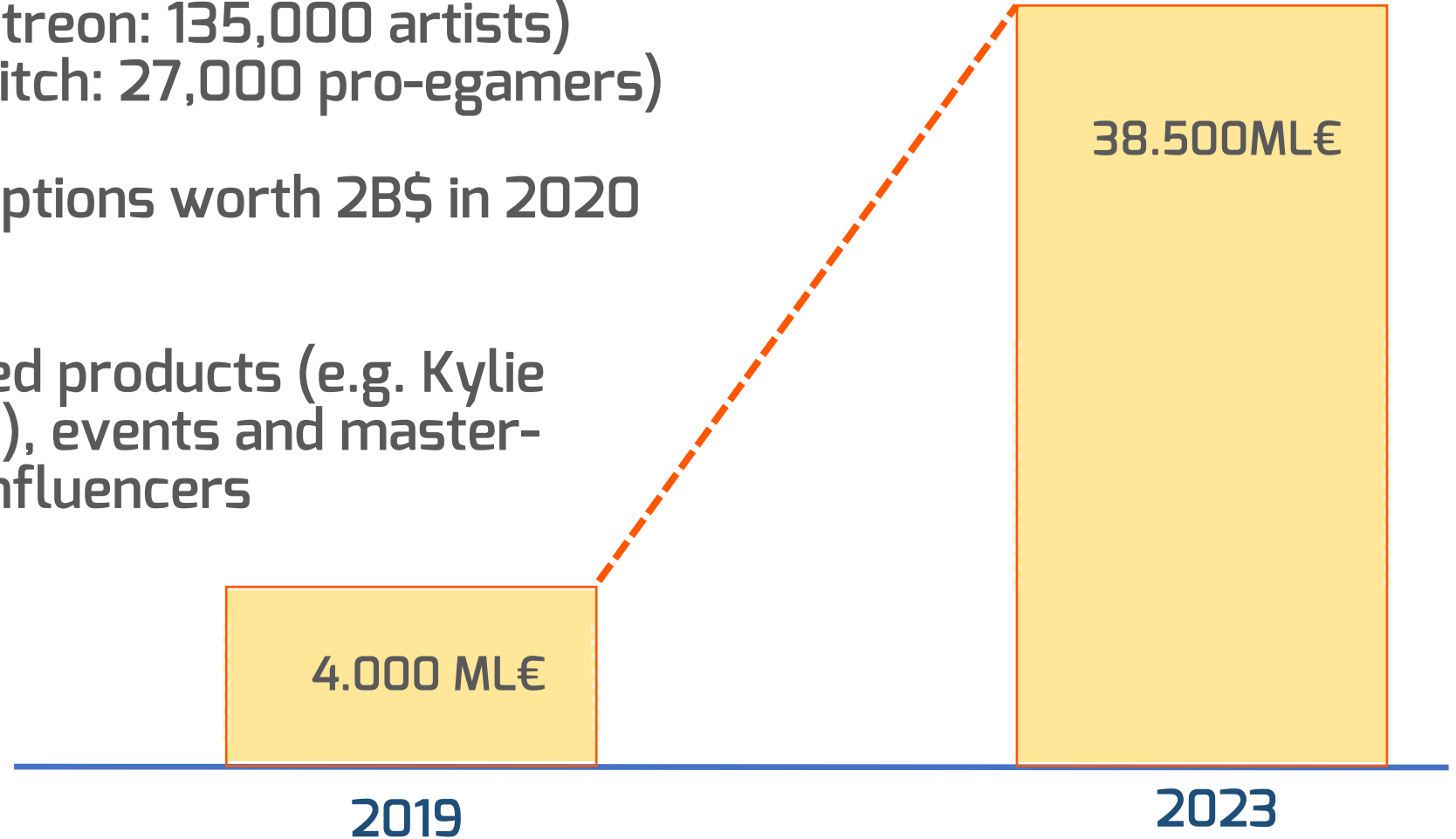
# Virtual Entertainment Platform



# Influencers Pay-Content Market

- ❖ Explosive growth of premium content subscriptions (Patreon: 135,000 artists) and live chat (Twitch: 27,000 pro-egamers)
- ❖ OnlyFans subscriptions worth 2B\$ in 2020 (+2000% vs '19)
- ❖ Influencer branded products (e.g. Kylie Jenner cosmetics), events and master-classes held by influencers

Source: internal elaboration on  
DataMonitor, Statista 2019



# Etciiu responds to 4 key needs

## 1 Offer original and personal contents to fans

Fans can choose to download content dedicated to them, request customized content: participate in exclusive or preview events

## 2 Interact directly with fans

Etciiu provides a one-to-one communication system that simulates an exclusive experience in the perception of the Fan. Each interaction is recorded in the database

## 3 Increase your influencer revenues by using dedicated marketing tools

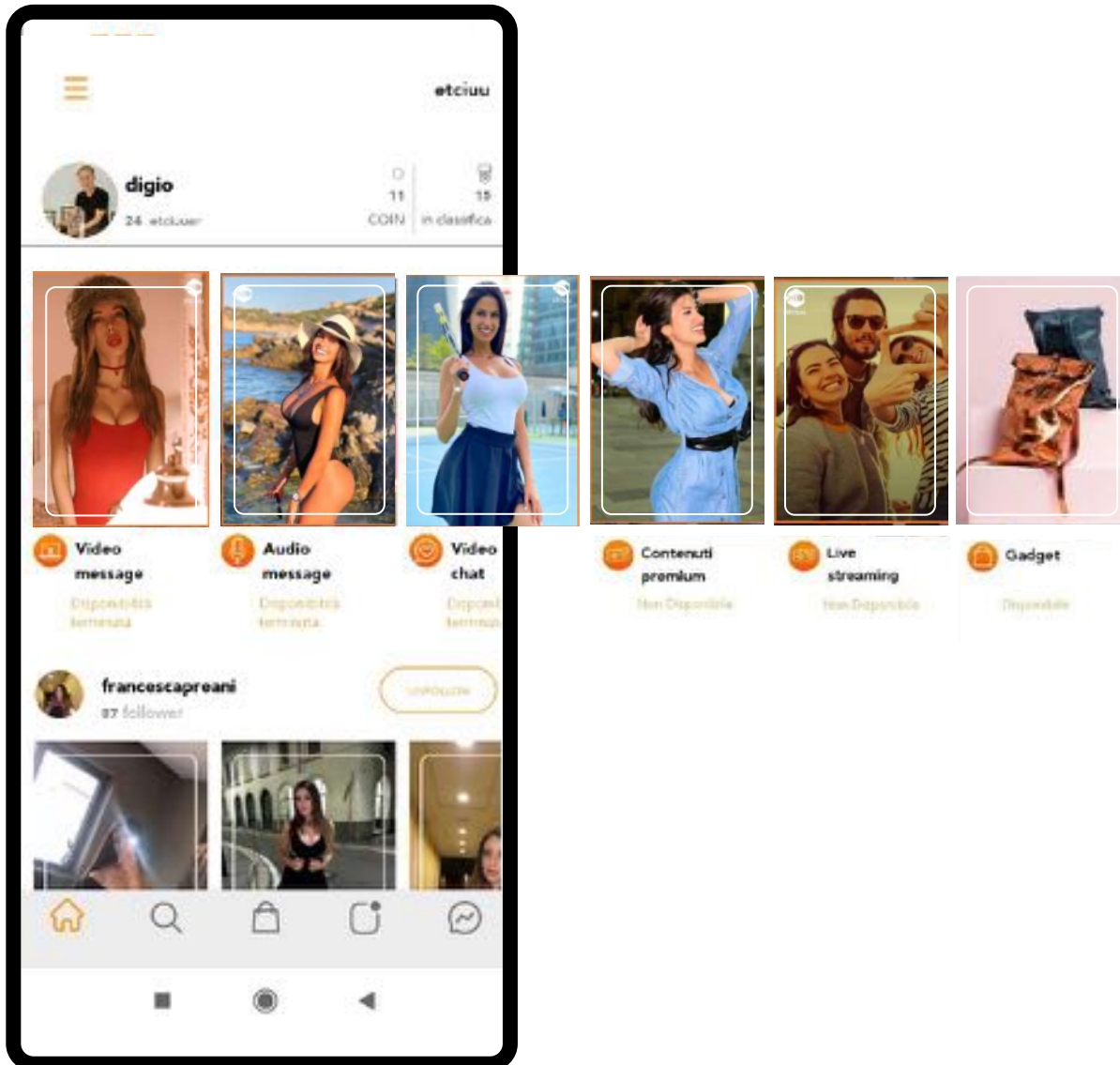
With Etciiu you can know exactly who the Fanbase is made up of with socio-demo and engagement indicators

## 4 Recognize and reward fans

Thanks to the etciiu-coins, all the activities of your Fans are rewarded to draw up a ranking of fans and donate their badges and prizes







## Individual contents

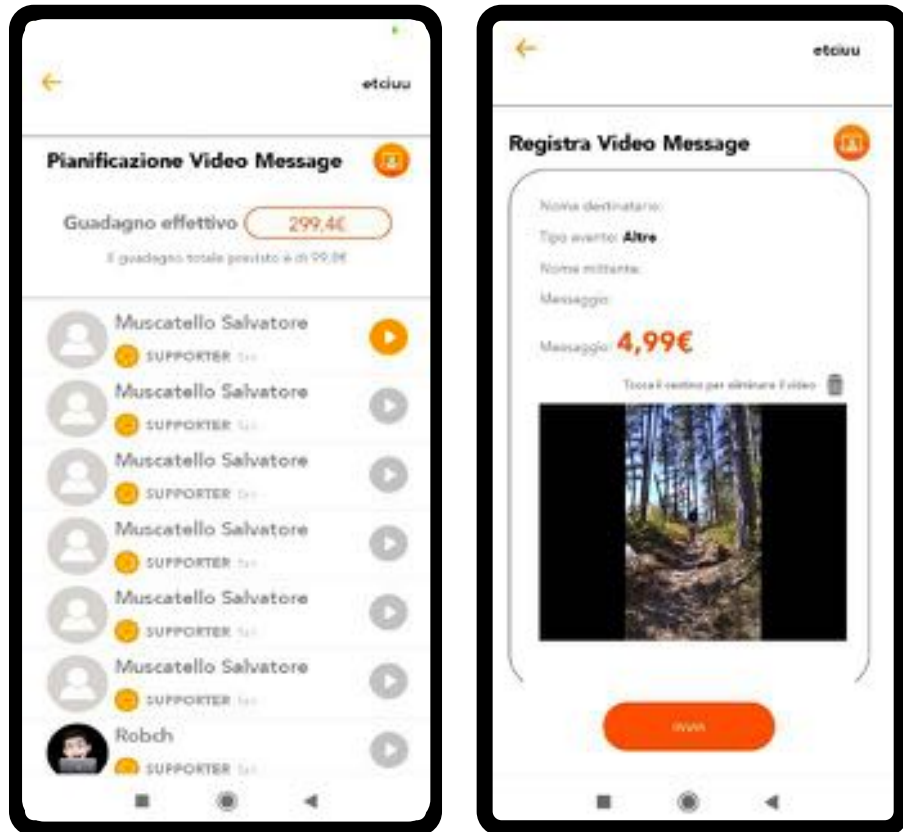
- ❖ Video message
- ❖ Audio message
- ❖ Video chat

## Limited edition contents

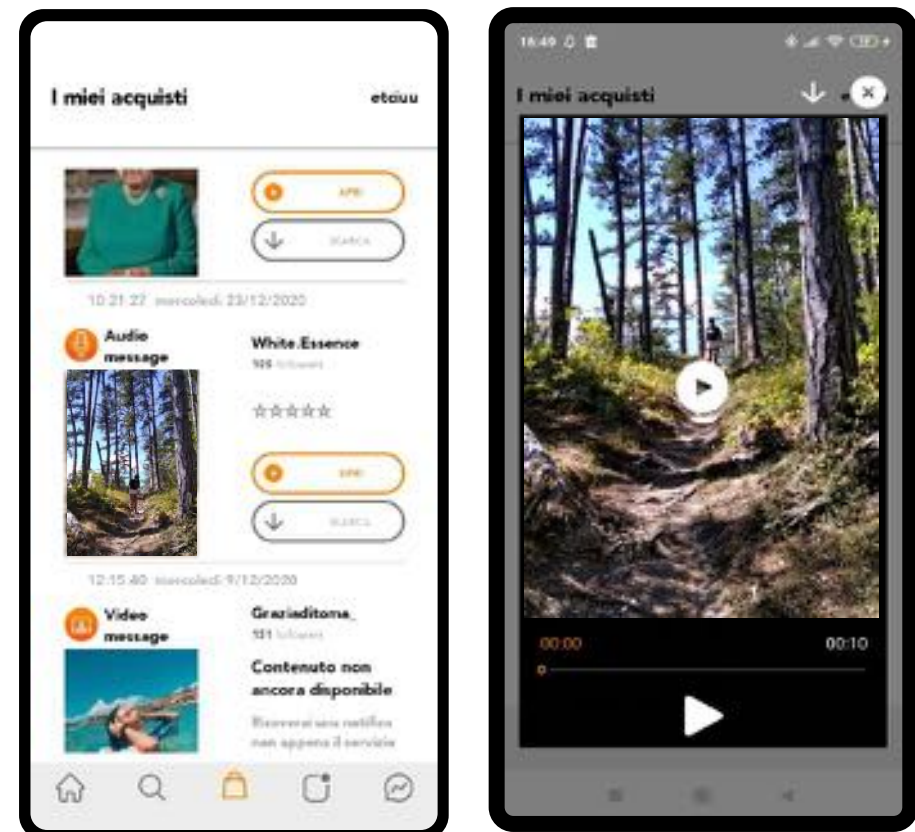
- ❖ Streaming event limited access
- ❖ Contenuti premium
- ❖ Gadget

# Content production and access in a single app

## Influencer - Content Production



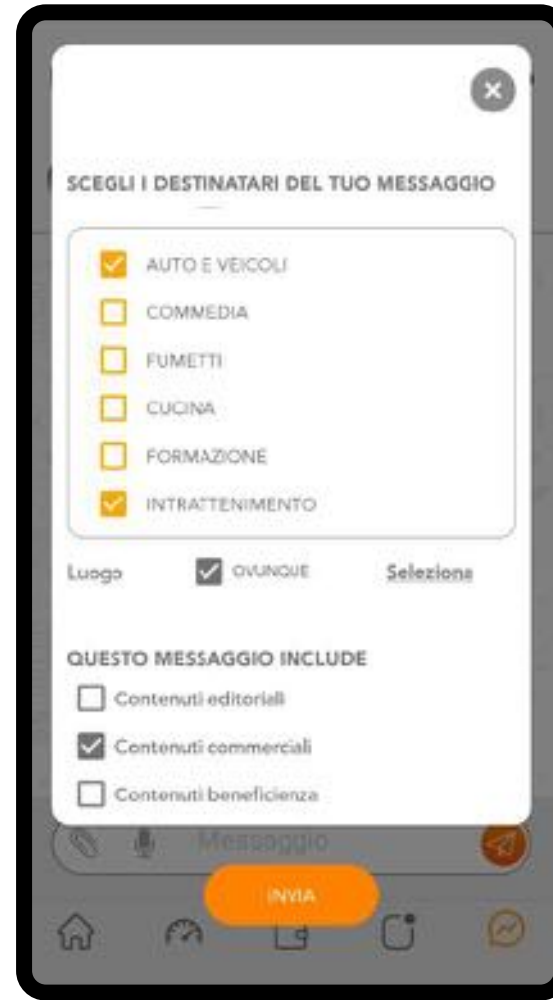
## Fan - Content Access



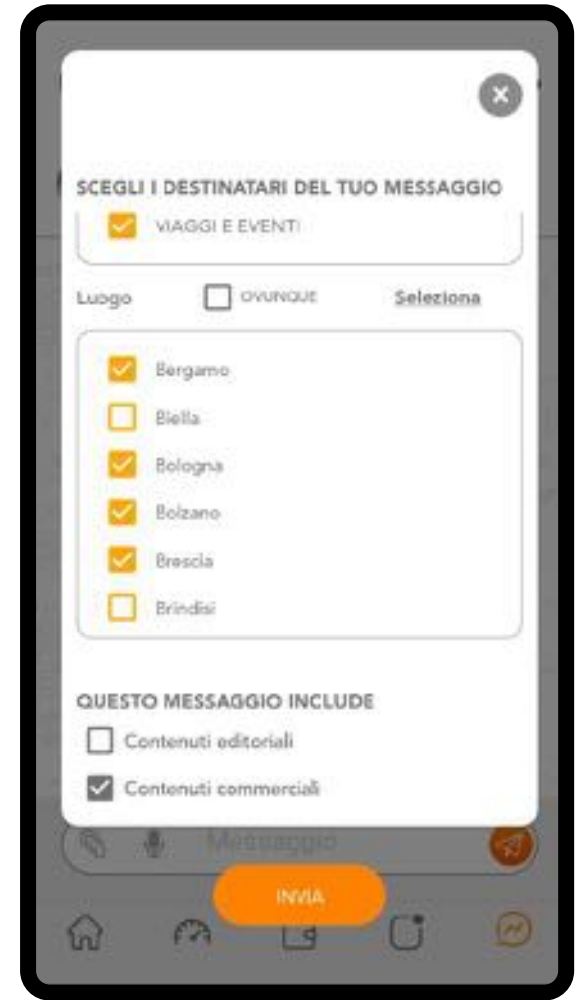
# 2 Great Fans' Interaction



Select target



Select interest



Select location

# Bring fans together



- ❖ The Etciiu messaging system allows influencer to invite fans to special live-streaming events
- ❖ All fans are registered and their participation - with emoticons, comments and questions – is tracked for evaluation and prices
- ❖ Through our tech-partner –Agora- we can welcome up to one million fans, in HD stream-quality

*The contents are purely illustrative and may undergo changes during the execution phase*

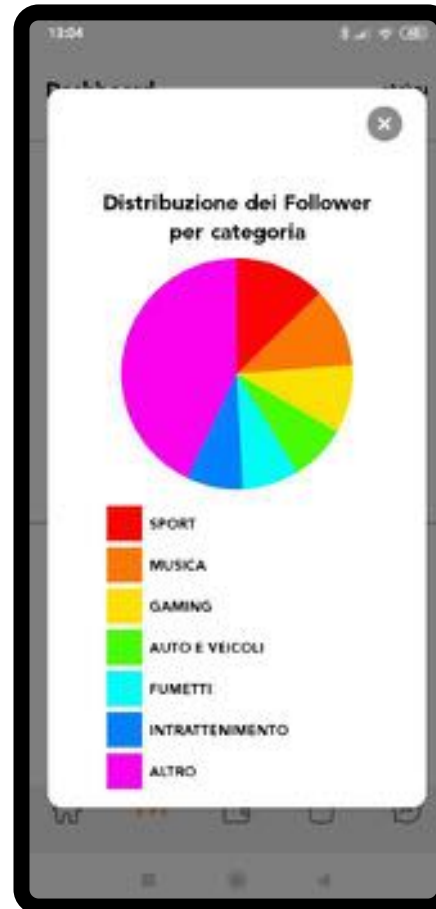


# Merchandising promotion

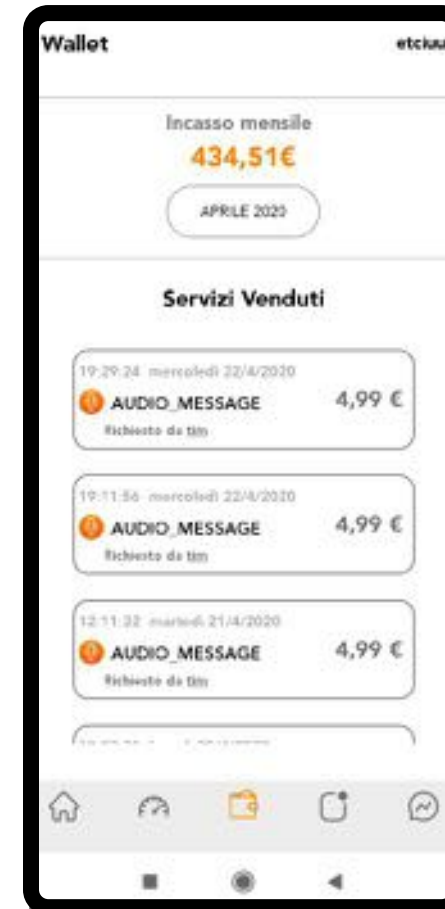
The screenshot shows the 'Gadget' section of the Etciiu app. At the top, there's a back arrow and the 'etciuu' logo. Below the title 'Gadget', there's a button 'Aggiungi nuova disponibilità' and a shopping bag icon. A text input field contains 't-shirt'. Below it, another input field contains 'Limited edition 100'. A central image shows a black t-shirt with 'ATHONIC DESIGN' at the top, 'SEAT CUPRA' in large red and white letters in the middle, and 'ATHONIC DESIGN' at the bottom. Below the image is a small icon and the text 'Aggiungi/Modifica foto'. At the bottom, there's a 'Link' label and an input field containing 'www.segziroonline.com'. The app is running on an Android device, as indicated by the navigation bar at the very bottom.

- ❖ Gadget Area allows influencer to promote and link their e-commerce
- ❖ Etciiu messaging allows influencer to increase sales opportunities and conversions more effectively
- ❖ Tracking coupons can be inserted to create special offers for etciiu fans

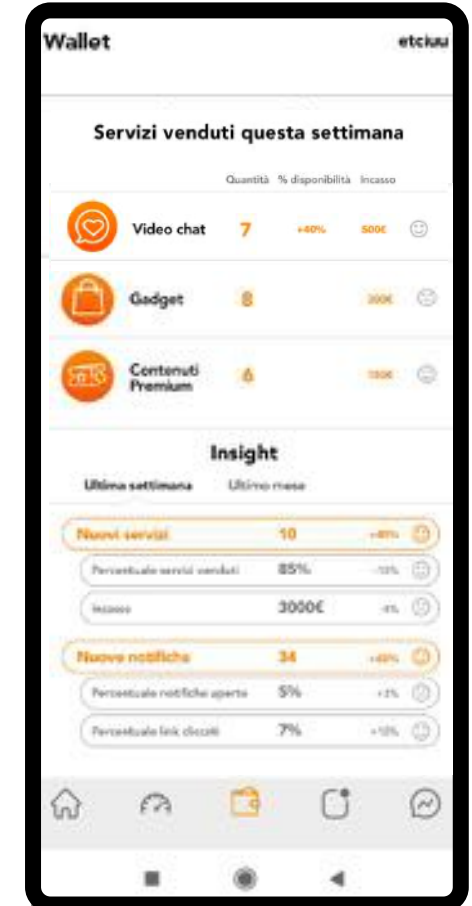
*The contents are purely illustrative and may undergo changes during the execution phase*










Analyse



Control



Benchmark

Classifica dei tuoi Follower		
	Pingu SUPPORTER fan	2673 Punti
	tim SUPPORTER fan	1885 Punti
	Stefano Longoni SUPPORTER fan	1616 Punti
	gianluigiboi SUPPORTER fan	1513 Punti
	ca SUPPORTER fan	1063 Punti
	Tom SUPPORTER fan	621 Punti
	digiosenior SUPPORTER fan	320 Punti

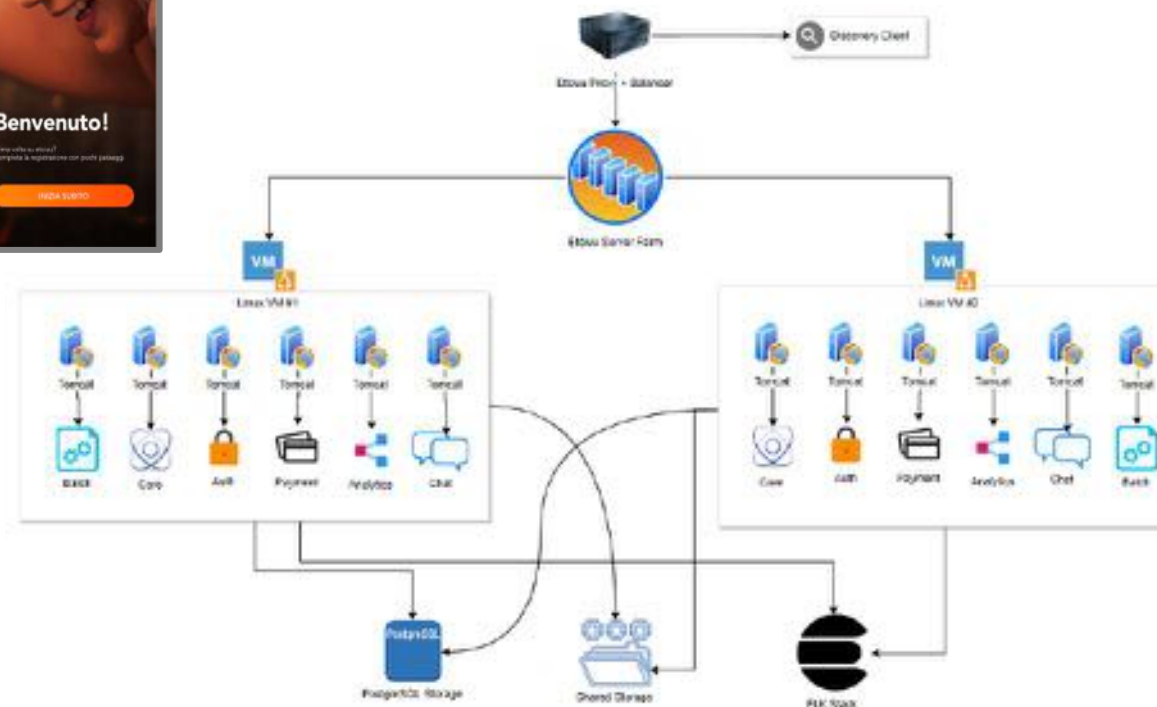
- ❖ Fans are classified according to etcuii- coins and badges they gain by interacting and purchases
- ❖ Influencers can contact single fans or selected groups
- ❖ Personalised Audio, video and imagery contents can be attached to messages

## Proprietary Mobile Application

- ❖ Registration SW #D011906
- ❖ European Trademark #18099355
- ❖ Utility Model Patent (pending)



## Platform fully scalability, GDPR compliant, Data Centric



- ❖ Traffic distribution management
- ❖ Service Backend System
- ❖ App Server redundant
- ❖ DB System and files indicization



# Etciuu Business Model



# Revenue Streams

## E-commerce Sales-fee

- ❖ 17-22% commission, on all content sales generated on the platform

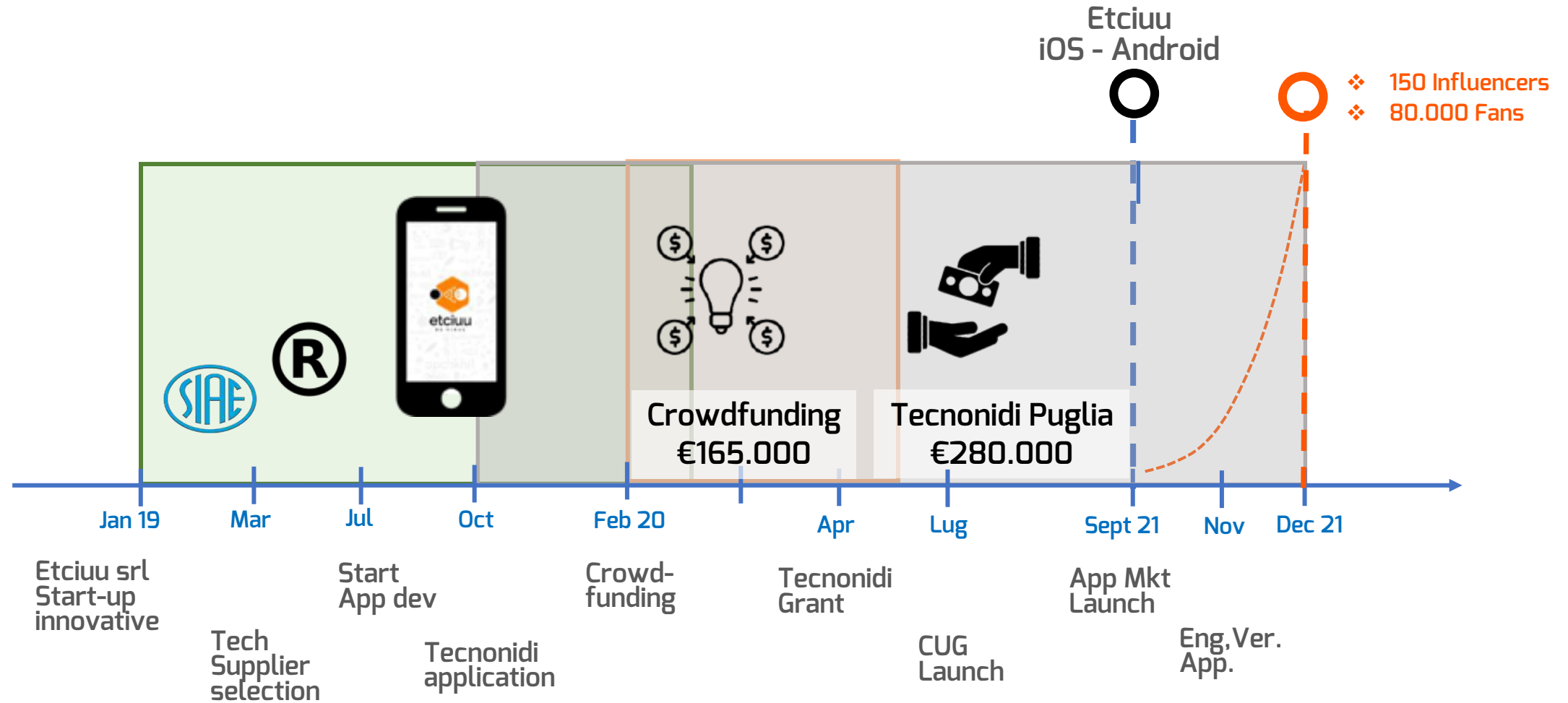
## Advertising Revenues

- ❖ Etciiu app - Advertising revenues, based on Activities / Profiles Database (Identity Advertising)

# SWOT Analysis



# Milestones 2019 - 21










# Road Map 2021 - 24



# Competitor Analysis

	Country	Date of Birth	Traffic Size	Financial Rounds	Business Activity	Business Value	PROs	CONs
	US	2013	135.000 Creators	Tot. 256M\$	Creators content distribution Subscription	1B\$ (2020)	Solid organization & processes	Slow Business Development
	US	2016	15.000 Celebrities	Tot. 65M\$ Round A 50M\$ 2019	Personalized Video Messages from Celebs	300M\$ (2019)	Brand Awareness	Mkting Costs vs Limited service portfolio
	Sweden	12.2019	1.000 Celebrities	2M€ Seed (dec 2019)	Clone of US Cameo with presence in Europe	10M€ (2019)	Quick market expansion	Limited service portfolio
	UK	2016	200.000 Influencers	N.D. (100% Fenix Int. Ltd.)	Adult content download (PPV)	1B£ (2020)	Revenues 100M\$ in 20	Only Adult Download services
	US	2011	27.000 e-Gamers	970M\$ aquisition in 2014	Esport Live PayPerView streaming Subscription	4-5 B\$ (2020)	Amazon advertising investment	Limited Adv business growth



Head Quarter – Via Zanardelli 32 – Lecce (Le)  
Commercial Office – Via Cassala 36 – Milano (Mi)



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