

P L O R E D

w w w . p l o r e d . c o m

INCREASING CONVERSION RATES

The Ecosystem's Problems & Pains



RETAILER

- Increasing costs of online visibility and traffic
- Long Conversion Cycle - Missed Impulse Purchase
- Need of scale and new channels of customer acquisition

Macy's, Kmart, JCPenney: More retailers closing brick-and-mortar stores

Different shopping habits of young people are causing major department stores to struggle and rethink their retail strategies. Time

As online shopping gains more popularity, retail stores like Macy's and Sears are closing hundreds of storefronts and focusing on their presence on the internet. USA TODAY NETWORK



ONLINE CONSUMER

- Is redirected to finalize the purchase
- Long search and compare process
- Marketing is currently transforming into a user-to-user marketing communication.



PUBLISHER

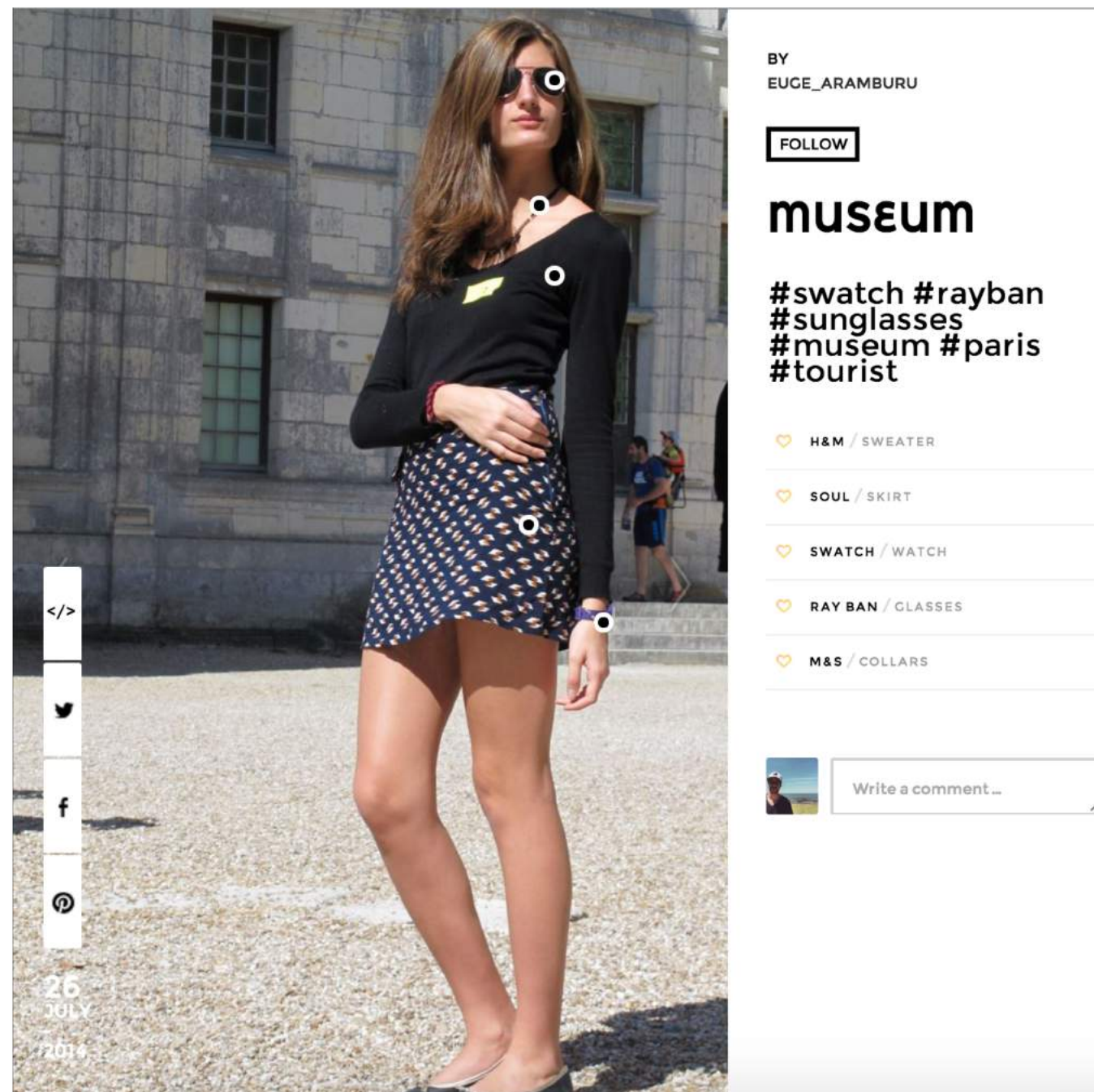
- Struggling to monetize content without cannibalization of existing ad revenue
- Looking towards investments for future growth
- Unpredictable traffic sources
- Ad revenues are plummeting



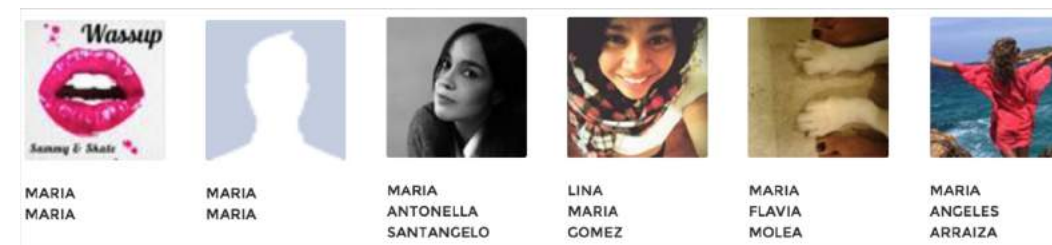
Solution

Value proposition for Plored users

Users that upload pictures of their outfits will **gain money** every time **brands receive a new lead** or a purchase is made through their outfit's pictures.



\$ \$ \$ \$ \$ \$



Plored encourages users to **create content** in which they **tag the brands** they wear in their outfit's pictures.

We link that content with the products that our clients sell online.

Every time the brands receive a new lead or a purchase is made through the content created by the user, they **receive** money in return.

Users can redeem that money in the **offline/online store** of the brand.

Value proposition for Brands/Retailers

We bring customers to our clients, providing them **content** with an outstanding **conversion rate**.



How It Works

PLORED FLOW

1 "USER 1" GENERATES CONTENT

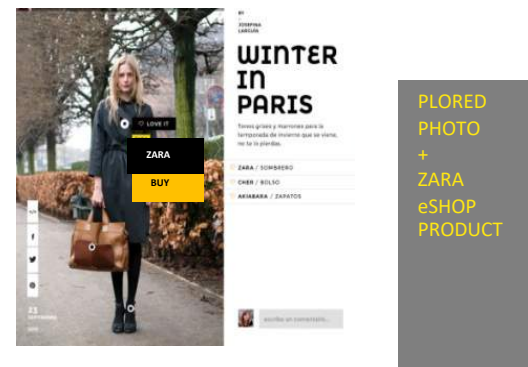


At Plored.com/mobile app or allowing us to absorb content from their social networks.



2 PLORED INCLUDES NATIVE ADS INSIDE THE CONTENT

Links it with products of our clients (retailers and brands).



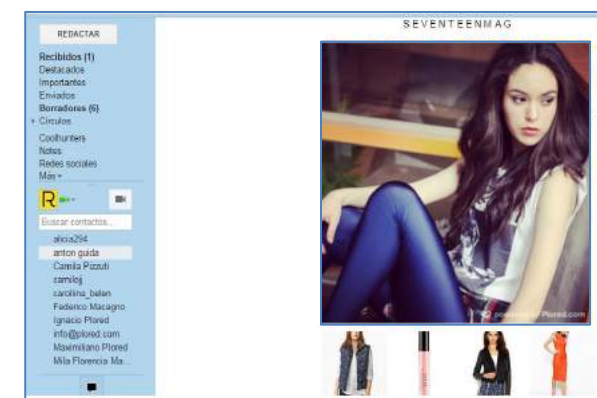
3 PLORED DISTRIBUTES THAT CONTENT

Channel partners receives automatic content distributed by plored. Channel partners are able to segment the content they receive.



4 "READERS" CLICK ON A TAG FROM THE "USER 1" CONTENT

User 2 can buy directly from the editorial content to buy the same or similar product/service.



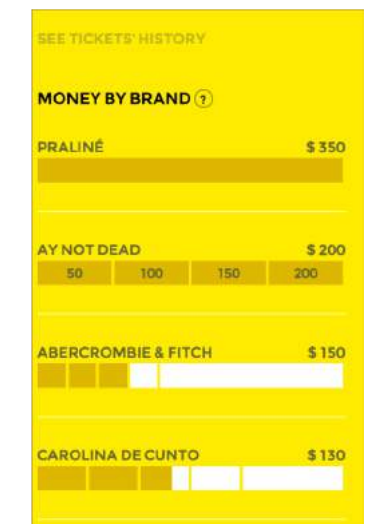
5 THE RETAILER PAYS FOR EACH PURCHASE, (ALSO LEAD, CPM, CPC, CPA)

Part of revenue we collect is shared with users and publishers



6 A SECOND WAVE OF SALES IS GENERATED BECAUSE OF THE REVENUE SHARED.

User 1 gets cash to buy in the tagged brands.



B2C

Content showed in our own platforms



B2B

Content showed in third parties platforms



Why will brands pay for our product

- ❑ **Doubled the sales conversion rate.**
Friends referral generates 5 times more conversions.
- ❑ **Access to trusted networks and consumer insight.** Brands know exactly who their users are and how they interact with the brand, both online behavior and offline behavior – in the store purchases.
- ❑ **Brands can multiply sales channels.**
Viralization of sales through the user social networks.
- ❑ **Redirection of targeted traffic** to online stores.

THROUGH A METRIC SYSTEM THESE ARE ALL 3 VARIABLES THAT CAN BE USED TO MEASURE THE CAMPAIGN PERFORMANCE

- 1 TARGETED LEADS**
Number of new leads? What is the quality of those visits? What information left? Many sales were generated in relation to the number of visits? Conversion Rates?
- 2 VIRALIZATION OF THE BRAND**
How much Plored viralize my brand on social networks? Variables: #, mentions, RT, likes, shares, + 15 other variables.
- 3 NEW SALES**
How much money became virtual tickets?
Much of these notes were exchanged?
Many sales above the credit value generated through virtual tickets?
Upselling Sales & Crossselling

Our Traction - Coverage



Growth from 100 to **310 brands** in Latam's largest cities

Expanded our outreach to 3 metropolitan regions, covering almost **25% of Argentina, Uruguay & Chile consumer population**

68.000 registered users

10K+ iPhone Downloads

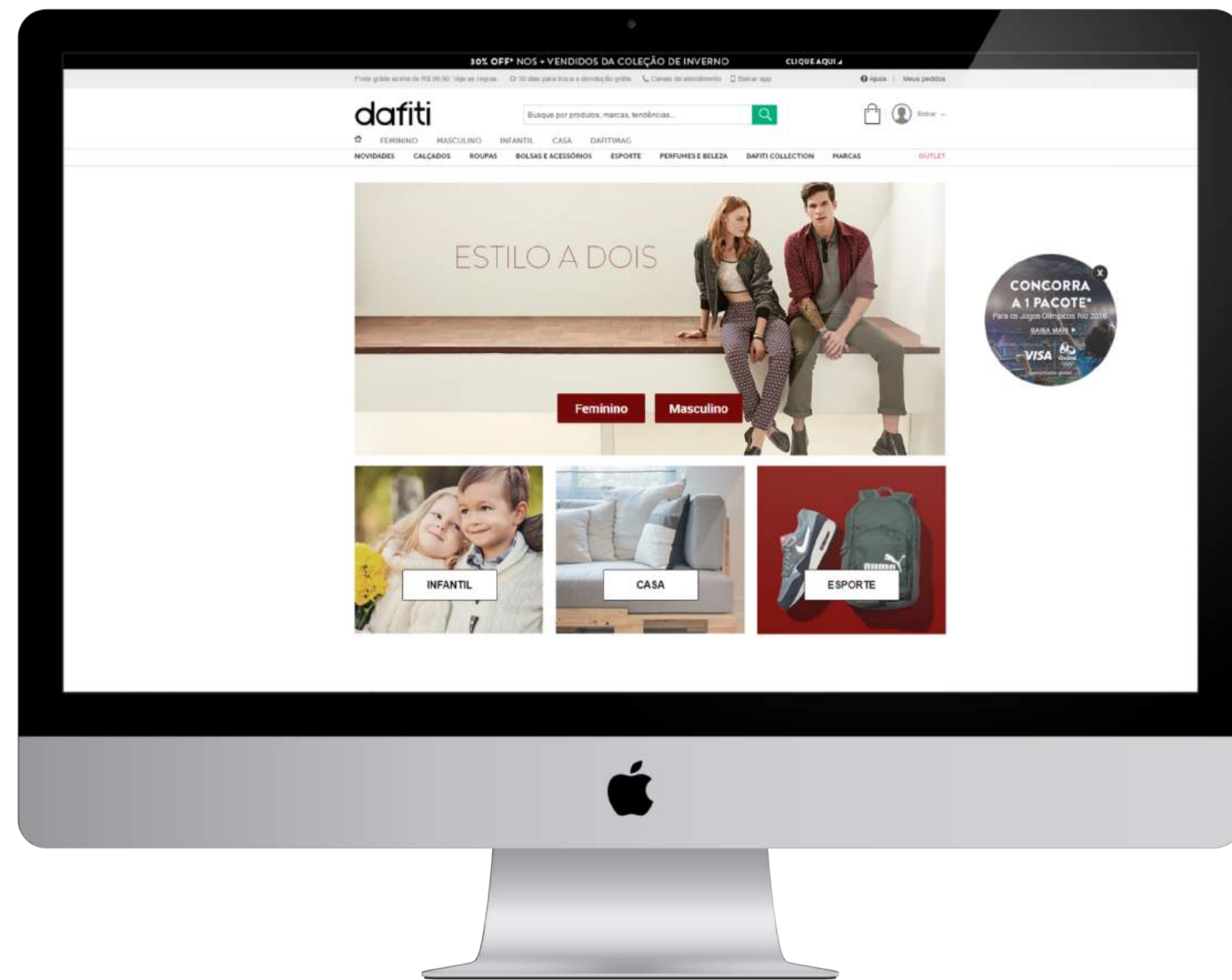


Raised the conversion rates of our client's sales by **3.12%**

Campaign value in Plored: Dafiti Argentina

dafiti

Brazilian Unicorn e-commerce retail company
With a valuation of 3Billion USD



\$400

Dafiti investment
in Plored

320 Loves

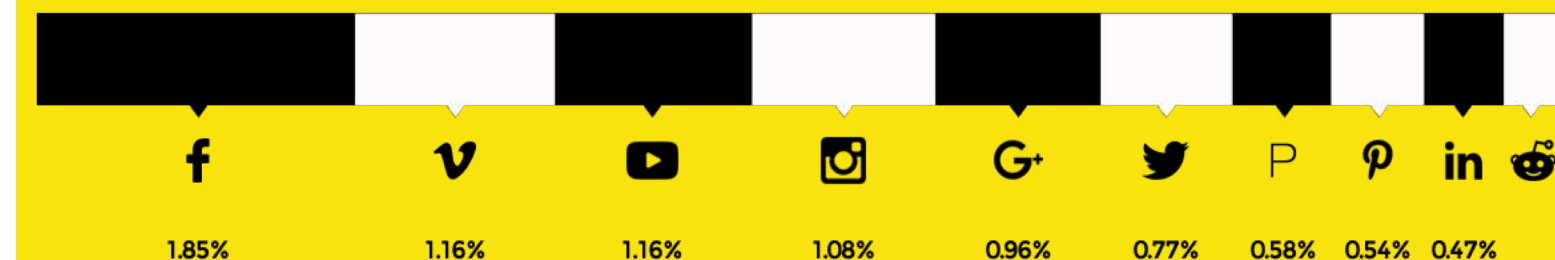
New leads that Dafiti received

10 purchases

3.12%
Conversion Rate

Conversion Rate

The rate at which a visitor went on to purchase an item after visiting. Video content consistently converts at 1.16%



Friends referral generates 5 times more conversions

Case Study: Citroen Argentina

The yellow area of “La Rural” (where Buenos Aires Fashion Week Autumn -Winter was held - BAFWEEK) was covered by an army of **Plored** photographers.

The objective was to identify the best looks and photograph visitors with one of the two Citroen exhibited at the stand. Once the picture was taken , the hostesses took their personal data. At the same time, visitors could upload their own looks.

These outfits were uploaded during the day to **Plored.com**, and through this platform, these looks were starting to viralizarse on social networks **Facebook** and **Twitter** .



184

Uploaded Looks

294

Tweets & Retweets
#CitroenBAF

1583

New followers in
@Citroen_Arg

859K
Impact

The potential number of times
someone may have seen the
hashtag

Programs that Plored participated in

ST>RT-UP CHILE

- **40k equity free**, 1 year working visa and access to one of the biggest startup communities in the world



- As incubated entrepreneurs we had the opportunity to access a grant of **25.000\$ (funded by ANII) + workspace in Montevideo + Co-mentoring in an intense process of 6-8 months duration.**

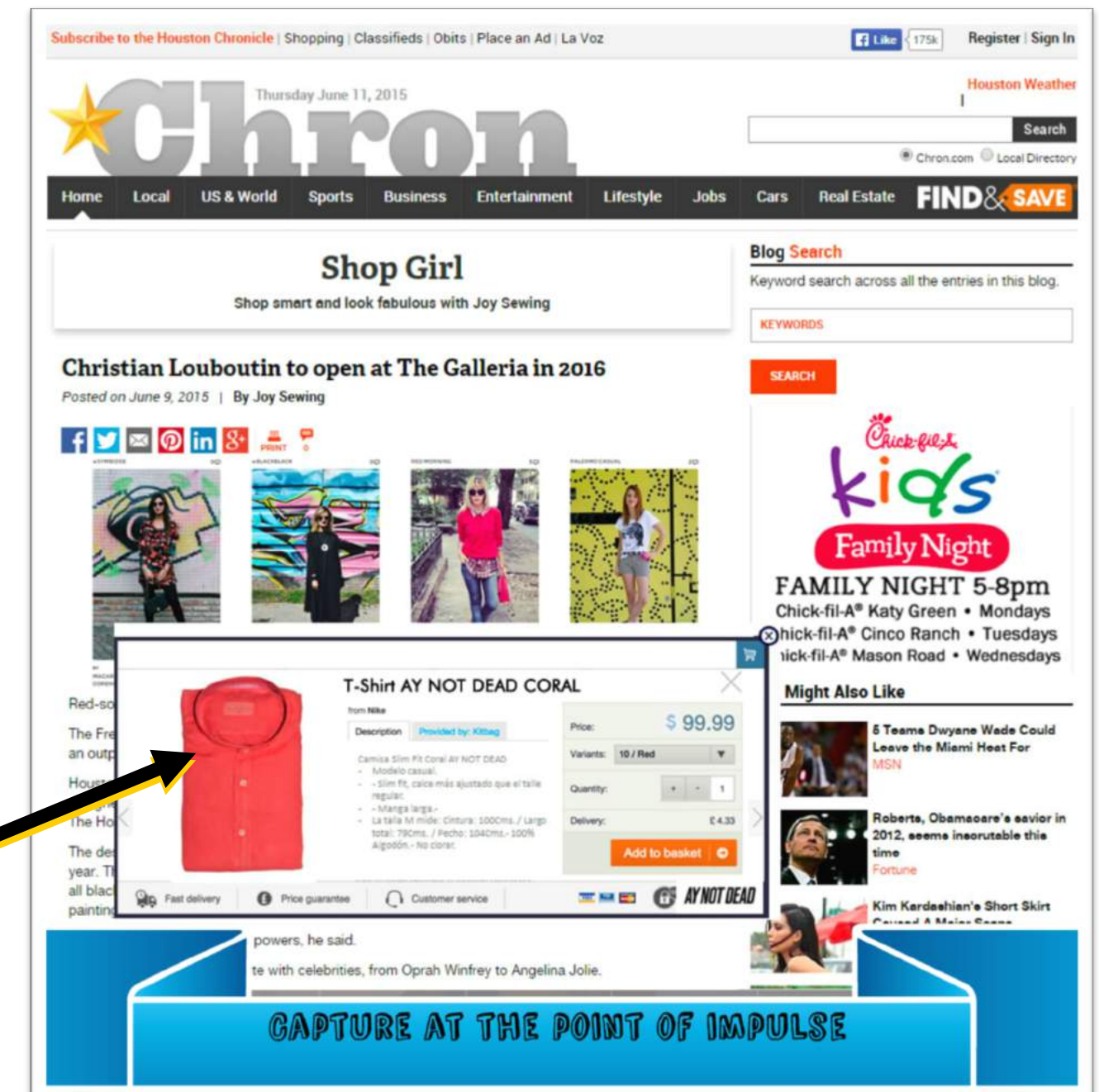


- Microsoft will give startups up to **\$120,000 worth of Azure cloud credit.**

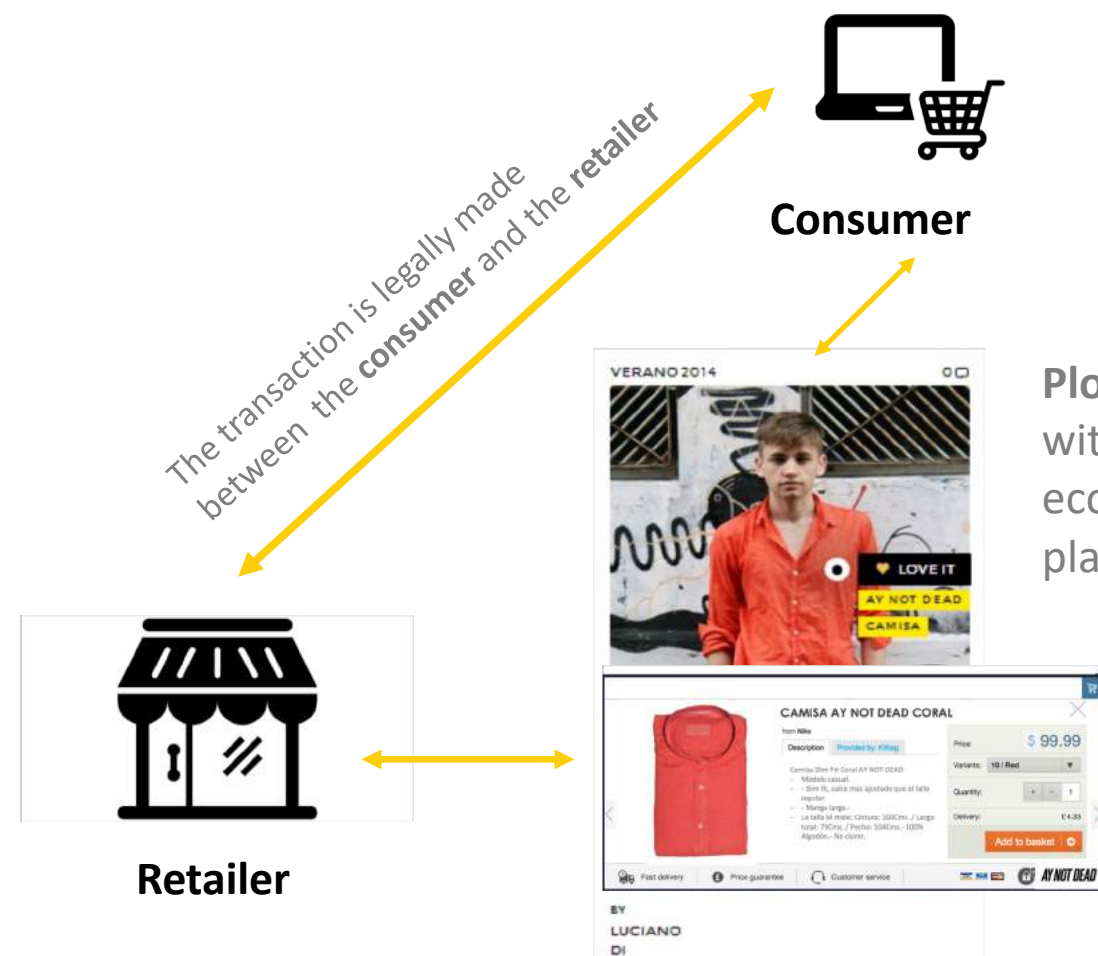
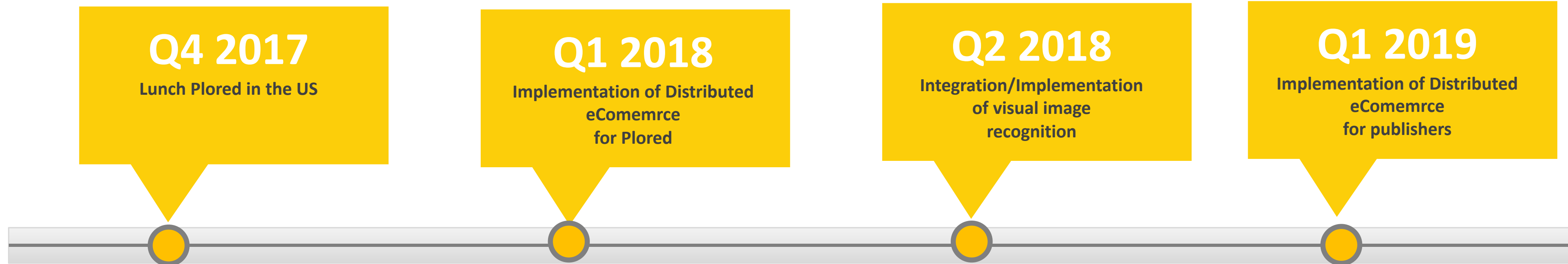
What's next: Distributed Ecommerce

- This solution **effectively** allows publishers to create demand and satisfy it at the same time, without re-directing the audience to another site.
- In stead of "*clicking the user away*" to buy on a retailers website, the shop follows the user across the entire publishers site, keeping the user's shopping basket available at any time.
- And for the consumers it is possible to purchase items from multiple retailers in a single check out .

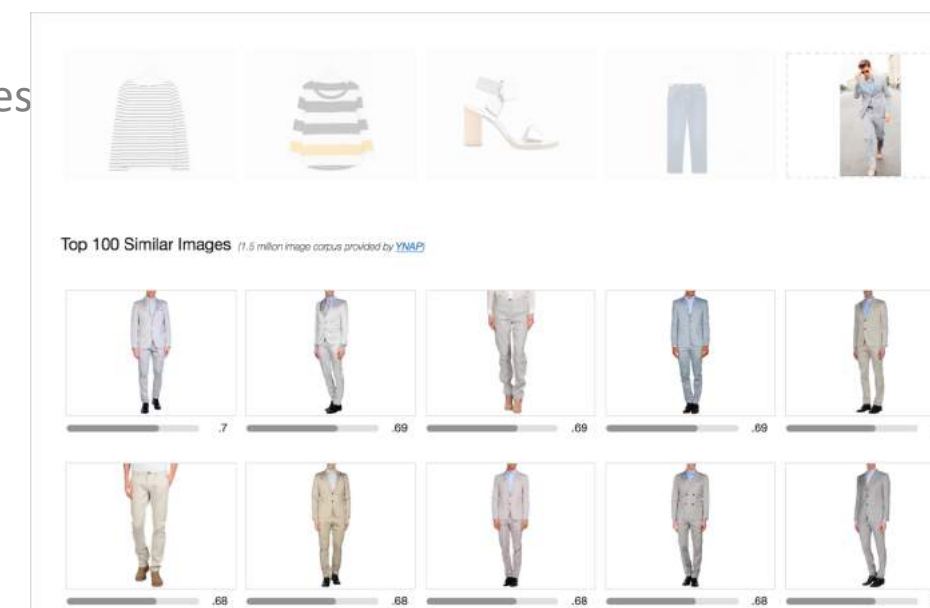
“Enabling people to shop
wherever
they get inspired”



Product Roadmap



- Integration of IBM Watson[®] and Machine Learning



Deliver platform

- Instant shopping technology**
- Script, PIT
 - Storefronts

Tagging

- Optimized by dedicated tagging team.
- Securing relevance and product match > in acc. w. guidelines

Performance status

- Dashboards
- Best practice guidelines and learning's

- The readers can buy in the images and articles.
- Never to leave the website
- No cannibalization of existing ad revenue
- Deco**
- Travel**
- Lifestyle**

The Market



Potential Global Apparel
& Accesories Brands
Total Addressable Market



A&A Brands w/Plored
Share of Market



Plored Target Market in 3 years
5% of Share of Market

Business Model



Plored target market
5% of Share Market

B2C
CPC & CPA
→

\$250

Monthly Average amount
invested per Brand

76%

Retention rate

\$9.3M

3rd Year Revenue Market Goal

B2B
Retailers & Publishers
- SaaS and Rev share mode
→

15%

Plored Fee

113K

Average yearly transaction per
brands

528

Number of sales per year

\$52.7M

3rd Year Revenue Market Goal

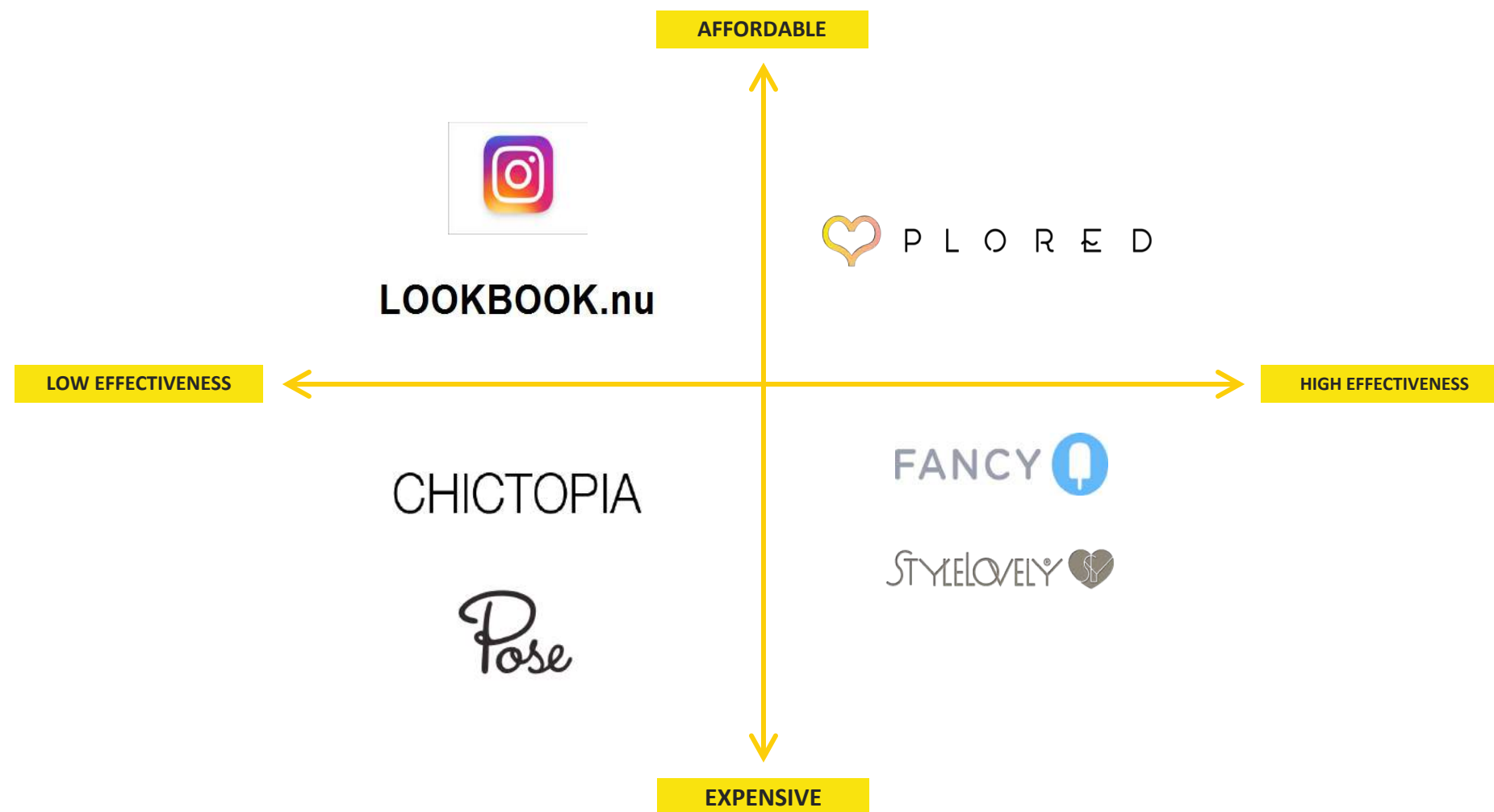
\$62M

OI/SALES:48.68%

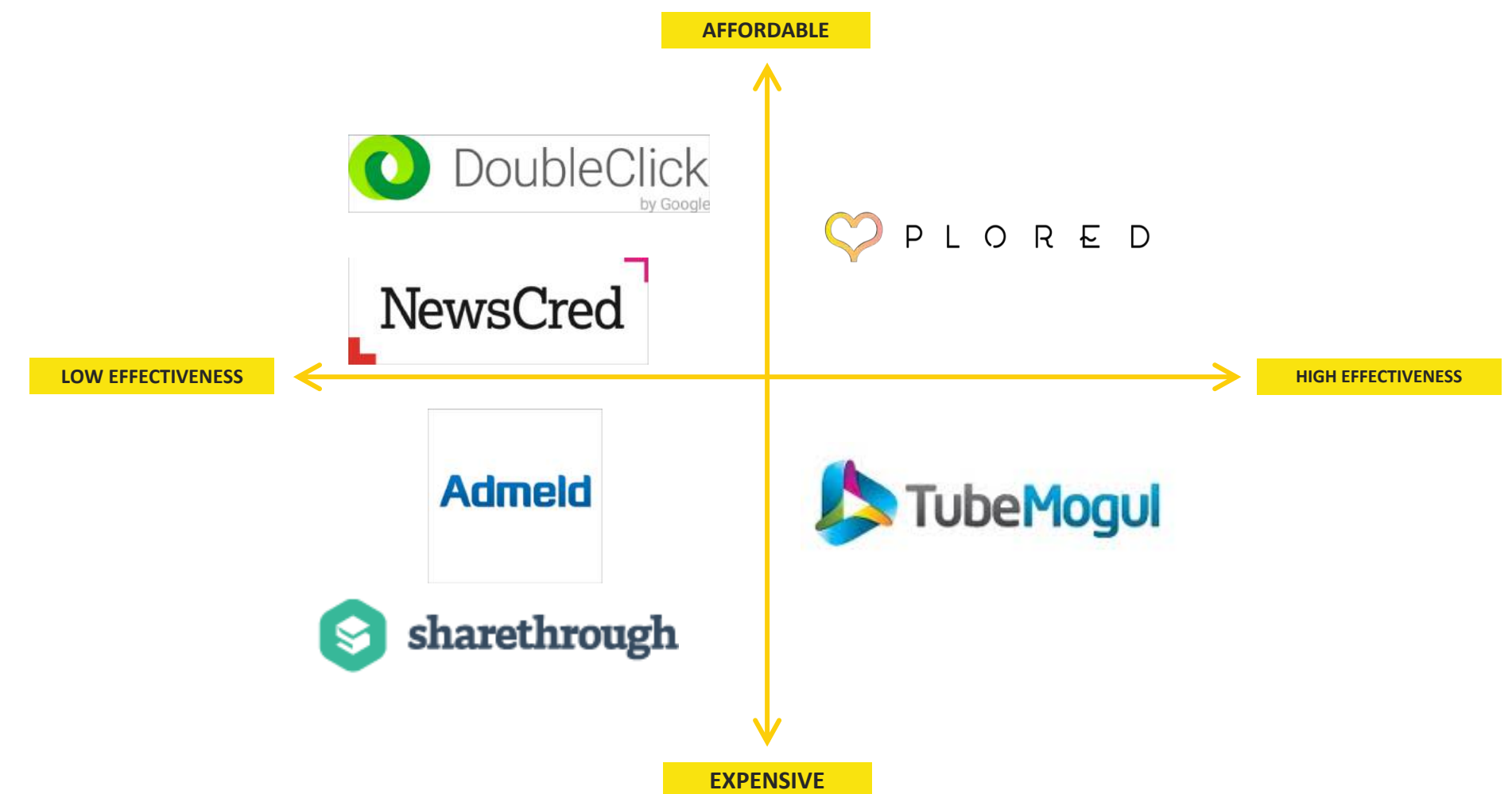
Financial (\$000 US)	Y1	Y2	Y3	Y4	Y5
B2C	3,000\$	5,280\$	9,293\$	16,355\$	28,785\$
B2C	0	29,969\$	52,746\$	92,833\$	163,386\$
Total Revenue	3,000\$	35,249\$	62,039\$	109,188\$	192,171\$
Expenditure (COGS + MKTG)	-2,019\$	-18,560\$	-31,841\$	-54,568\$	-94,233\$
Net (OI)	981\$	16,690\$	30,198\$	54,620\$	97,939\$

Competition

B2C



B2B



The investment and use of funds

US Seed 1 Round Overview

Offering Type	SAFE Agreement
Seeking Max	\$ 500K
Seeking Min	\$ 250K
Previous Round (AR/CH)	\$ 120K
Valuation CAP	4M
Maximun Commitment	\$ 250K
Minimun Commitment	\$ 25K

Capital Plan – Max Raise

US Seed 1: (8.3% Burn | 12 Months Runway)

- Management Salaries \$60K (1 Hire)
- Staff Salaries \$60K (2 Hires)
- Product Development \$180K
- Back End Infrastructure \$30K
- Professional Fees \$40K
- Marketing \$120K
- Catchall \$10K

• **Total = \$500K**

Note

- We'll raise Seed II in 9-10 months to allocate capital to scale marketing and reach critical mass
- We have a capital plan for our minimum raise. Will produce upon request.

Go-to-market strategy

USER ACQUISITIONS

Action 1: Online presence (\$70K investment)

Steps: Facebook/Google/Instagram/Fashion Ads investment

Target: 18years old < targeted US Male/Female < 35 years old;

Goal: 700.000 new registered users;

Identify top brands in the segment;

Timeline: 12 months

Action 2: E-mail marketing(\$8K investment)

Steps: Email marketing to different segmented databases

Target: 18years old < targeted US Male/Female < 35 years old

Goal: 100.000 new users;

Identify top brands in the segment;

Timeline: 12 months

Action 3: AD Network Campaign(\$12K Investment)

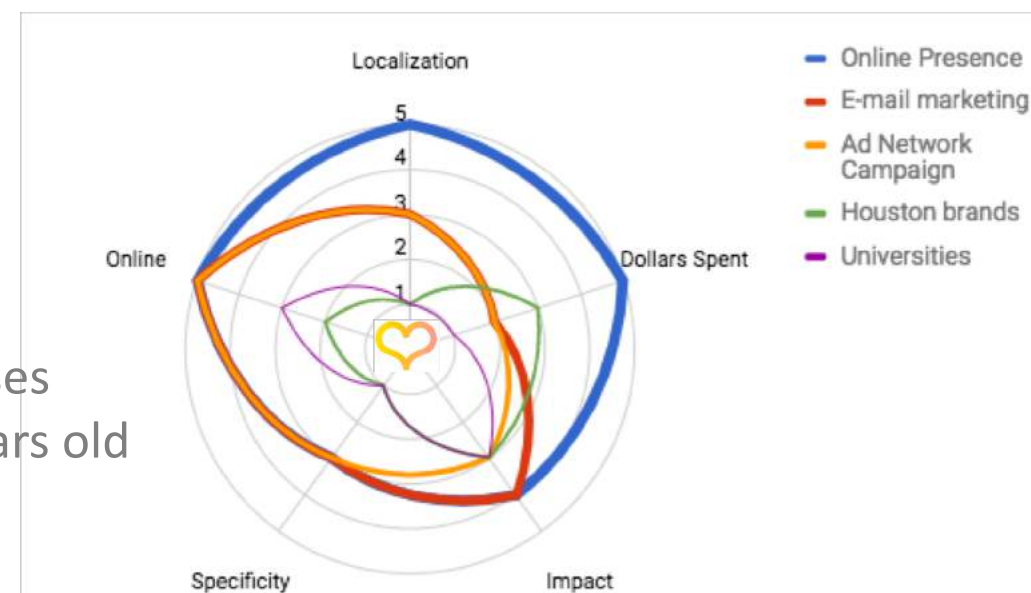
Steps: Ad Network Mobile/Web Ad investment

Target: 18years old < targeted US Male/Female < 35 years old

Goal: 200.000 new users;

Identify top brands in the segment;

Timeline: 5 months



A pragmatic multi direction strategy

BRAND ACQUISITIONS

Action 4: Houston Brands(\$20K investment)

Steps: Sponsored (BE) events to catalyze local brands who lack innovative promotional tools

Target: 2nd Tier local brands

Goal: 50 brands signed

9000 new users

Timeline : 3 months (1event per month)

Action 5: Fashion Alumni(\$10K investment)

Steps: Engage fashion students of the mayor Universities to participate in Plored and promote their brands. Boot to engage user to upload looks to plored.com.

Target: Boutique brands, 3rd Tier local brands

Goal: 50 brands signed

3000 new users

Timeline: 3 months

Sales(2 Sales Person)

Steps: Prospecting, research, meetings, engaging brands

Target: Retailers and 1st, 2nd, 3rd, Tier US Brands

Goal: 900 brands signed

Timeline: 12 months

Competitive advantages:

- Pay-per-lead/sale
- New sales through advertising investment shared with users

We have the Dream Team



Ignacio López

Founder/CEO

is taking a sabbatical to complete a full-time MBA at HULT

Software Engineer (UADE)

- Driven the process of closing agreements with angel investors (\$80000 seed investment) and new technology partners to launch the first stage of the StartUp.
- Engaged new clients (42 commercial agreements/310 LATAM brands) in 3 countries (Argentina/Chile/Uruguay).
- Participated in the Incubation Program “Da Vinci batch 1” (Montevideo, Uruguay). \$25000 equity free.
- Participated in the Acceleration Program “Startup Chile batch 12” (Santiago, Chile). \$35000 equity free
- Information Risk Manager – JPMorgan
- Information Security Advisor - KPMG



Ariel Sztern

CTO

Software Engineer (UP)

- TISA Software LLC: President and Owner
- TISA Argentina: CTO and Owner
- Founder and Former President of Argentina-Texas Chamber of Commerce
- Founder of BeenMissing
- Lear Corporation: IT Manager for Argentina
- Lead software engineering of international projects for fortune 500 companies in LATAM, USA, Canada and Europe.
- Selected as 40 under 40 by Houston Business Journal
- Software Engineer from Universidad de Palermo.
- Researcher at the Artificial Intelligent department of the Universidad de Palermo
- System Analyst from ORT



Giuseppe Liberati

CSO

Master of Science in Metallurgical and Material Engineering

- Bridging Value: Founder and Chief Strategist
- Creator of a B2B brand now present in 27 countries
- Argentina Texas Chamber of Commerce: Founder and Director
- Air Liquide Innovation Director
- 8 IoT Patents holder
- Air Liquide Most innovative product price
- Greentown Labs Mentor
- Managed global product portfolios for more than 100M\$
- Speaker at multiple global seminars (India, S. Korea, Singapore, USA)
- Colorado School of Mines Master of Science
- University of Pisa Master of Engineering

Thank You!



www.plored.com