

neareo



MARKETING  
THAT  
ENTERTAINS



**Botbuilder Platform.  
Automates Marketing,  
Sales & Services in  
Real-Life Environments.**

# The Problem.

*For the Brick-and-Mortar Retail & Service Industries...*

**Absence of  
Automation  
is a Weakness.**  
Higher Operative  
Costs!  
Work  
Discontinuity.



# The Problem.

*For the Brick-and-Mortar Retail & Service Industries...*

**The Real World  
Is not Digital!**  
Lack of Visibility.  
Bad Learning  
Curve.  
Slower  
Innovation.



# The Problem.

*For the Brick-and-Mortar Retail & Service Industries...*

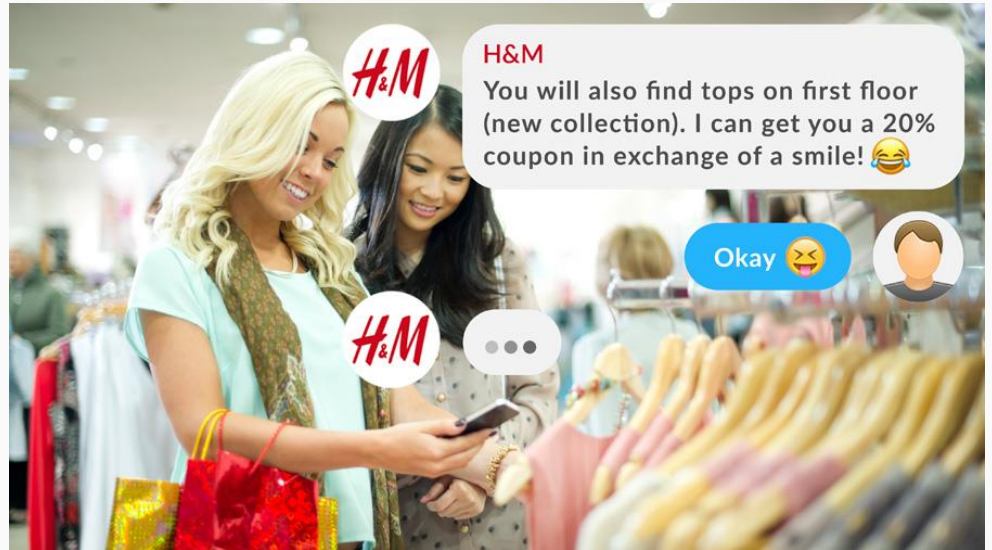
**Relying on  
Past / Poor  
Customer  
Experiences  
is a  
Dangerous  
Road!**



# Our Solution.

*A proprietary SAAS bot-builder platform!*

**We Automate  
Marketing  
Sales  
Services  
Hospitality  
in real-life  
environments.**



# Our Solution.

*A proprietary SAAS bot-builder platform!*

We Help  
**Marketers**  
**Generate**  
& Deploy  
**Location-Based**  
**Chatbots**  
Themselves!



# Our Solution.

*A proprietary SAAS bot-builder platform!*

We help brands  
to **Reduce  
Personnel**  
&  
**Improve  
Customer  
Experiences**



# Our Solution.

*A proprietary SAAS bot-builder platform!*

We provide  
**Location-  
Intelligence  
Data  
&  
Social  
Analytics.**



# Our Solution.

*A proprietary SAAS bot-builder platform!*

We Turn Brands  
into **Beings**  
that **Bond** with  
**Customers!**  
We Leverage  
Promos with  
**Conversations.**



# Our Solution.

*A proprietary SAAS bot-builder platform!*

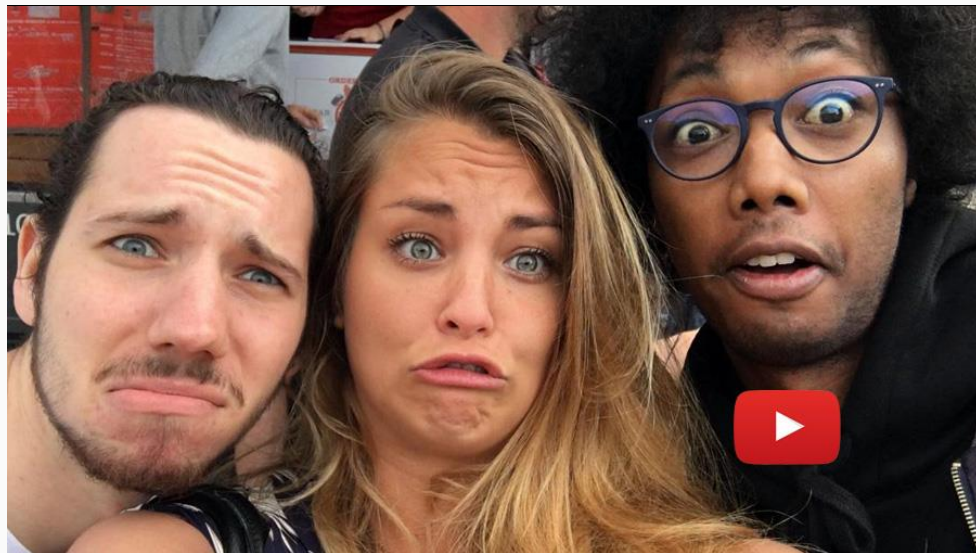
We turn  
customers into  
**Advocates**  
& Automate  
**Media Creation**  
on Facebook,  
Twitter.



# Our Solution.

*A proprietary SAAS bot-builder platform!*

We  
**Emotionalize**  
Shopper  
**Journeys**  
with Media  
**Contests &**  
**Gamification**



# Salary Savings.

*Let chatbots assist clients inside your shops.*

## Objectives:

- Helps **absorb congestion on peak hours**. No need to hire.
- Increase productivity > Sales team can **focus on technical questions & operations**.
- Increase leads & sales > **Automation** of well-rounded **sales pitches & conversations**.

100	Number of employees
€ 45.000	Average annual cost per employee (Total Employment Cost)
25%	Allocation of employee time to client questions
36%	Expected automation
€ 405.000	Possible salary savings per year



# Our Chatbots.

*On both native & web apps.*

Can **reduce labor costs**.

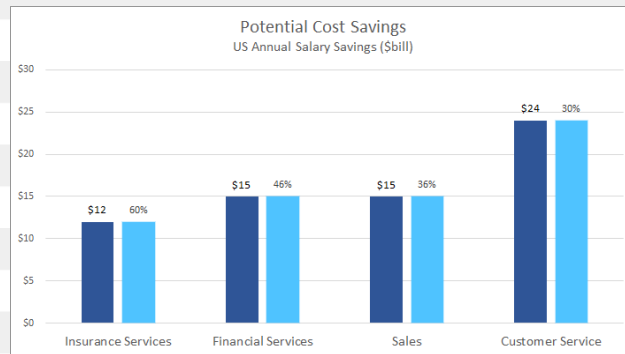
Are a **turnkey Geomarketing solution**.

Accelerate the **sales cycle** (scalable, 24/7).

Are **cost-effective**.

Are **multilingual** (nl-fr-en).

Are **code-free**.



# What we have understood.

## About Chatbots...

Location-data + chatbots = **Key!** (think Store chains)

Brands + Chatbots = **Beings**

Conversations = **Behaviours** = **Chatbot Analytics** = Store Analytics!

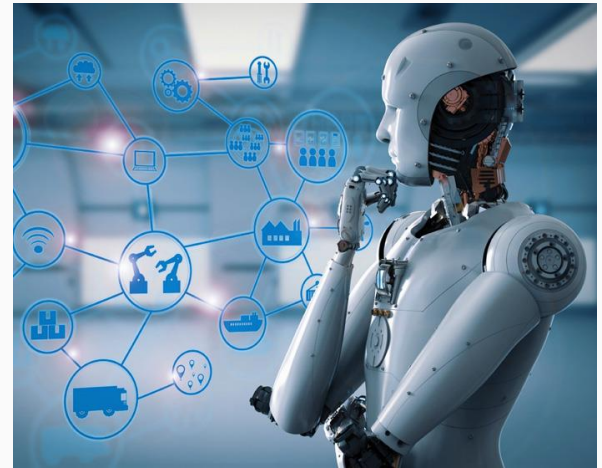
Chatbots + Gamification = **Marketing tool**.

Chatbots + Media Creation + Sharing = **Growth Driver**.

Voice Assistants + Chatbots = **New Web!**

Chatbots + Ability to **browse** the web = Web experience!

Chatbots + Browsing Ability = New **Affiliate Marketing**. It's > Ads!



# Chatbot Mediums.

*All mediums are included and use the same backend!*

## Native App - with user account



### 1. The Neareo App

It is the main app for chatbots and contests. Neareo is a **multi-brand** social network that allows users to gather several brands under one app. Each brand has its own map, store pages and chatbots.



### 2. The Okiwin App

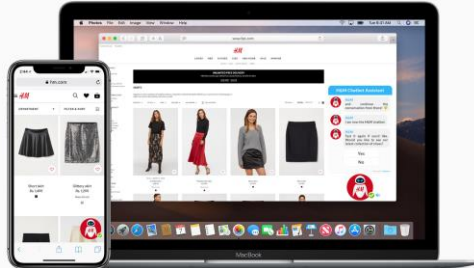
(Coming in the first quarter of 2019). Neareo's morphing app. Designed to feature **one brand** only. Once H&M is selected, it **becomes H&M's app**, with its own social network, map and chatbot interface.

## Web App - no user account



### 3. The Neareo Website

Landing pages on our site. Chatbot scenarios can be triggered on a page under the brand name or on 'per store' pages. Chatbot scenarios can send customers to specific pages on the brand website.



### 4. The Brand Website

Chatbots are integrated onto the Brand website with a simple line of javascript code in the page body. Easy to implement, Chatbots here can navigate visitors to specific pages, fingerprint sessions, generate coupons.

# A Powerful Mix.

## Coupling Conversations & Incentivizes...

### Chatbots can

- Increase **awareness for products or promos**.
- Increase **social advocacy** on social networks.
- Increase **engagement & customer interactions**.
- Improve **understanding of the customer's needs** (**data science & analytics**, in-shop polls, A/B testing).
- Improve **information gathering** (email, phone numbers, client ID).

### With

Instant gratification contests, in-store coupons or vouchers...



Source: Oracle, The Loyalty Divide, 2018 Survey

# Fun Geo-Contests

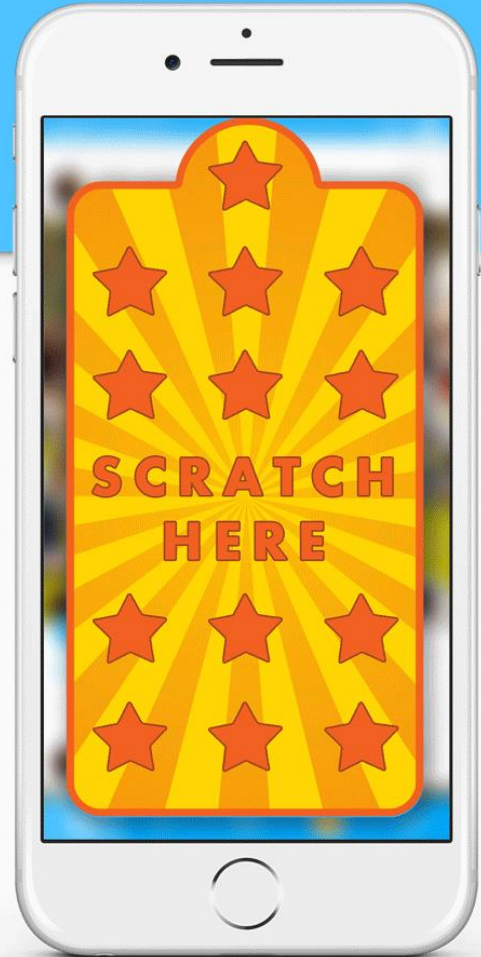
*Make your loyalty program viral !*

Offer a funny contest **at specific locations** to **attract** or **loyalize customers**.

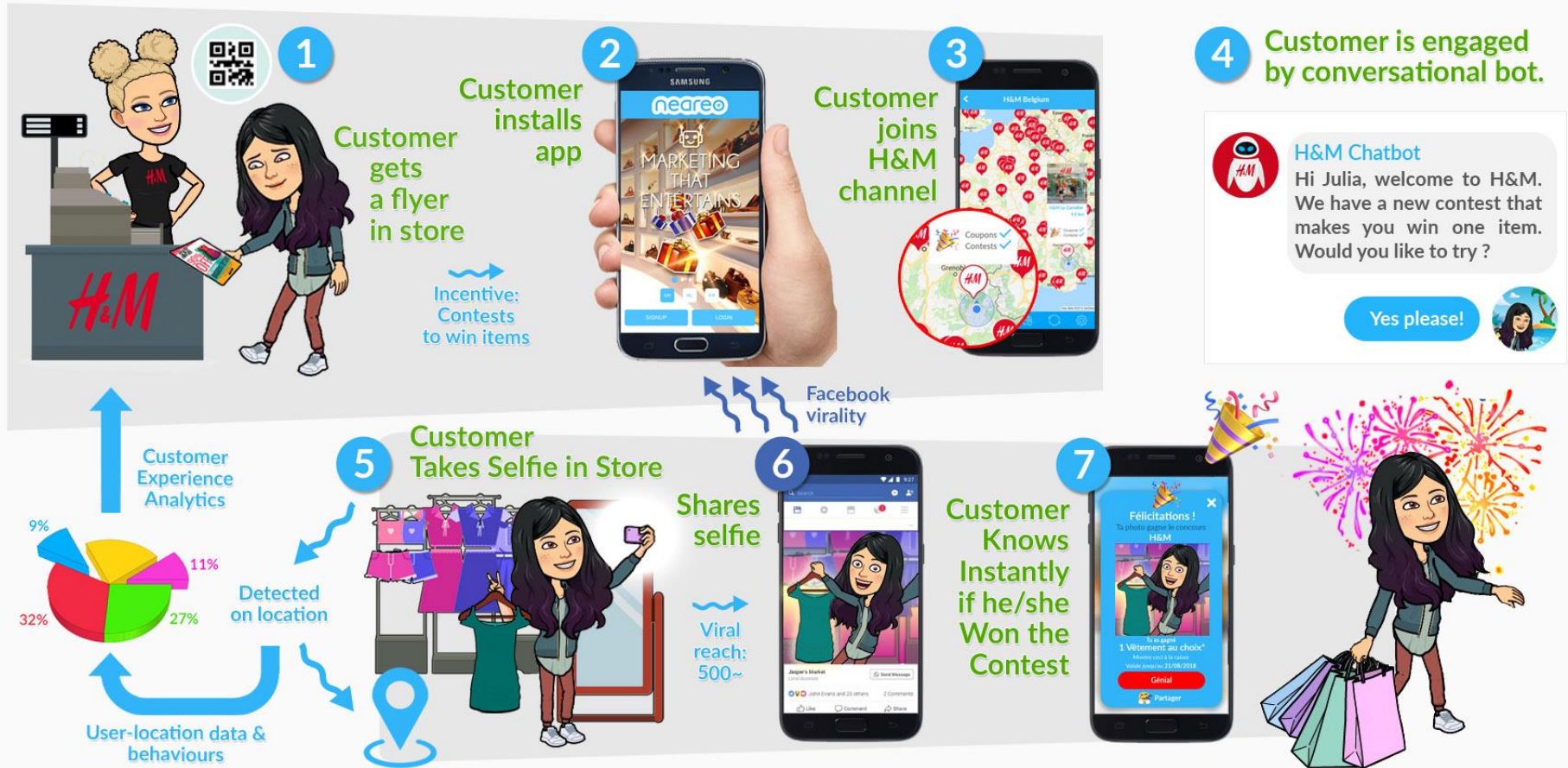


Example: A smoothie chain proposing a **photo challenge**. Each hour, several winners are selected **in real-time**, right after posting and sharing their picture on Facebook.

**Instant gratification:** Prize is delivered right away.



# Customer View (Geo-Contest).

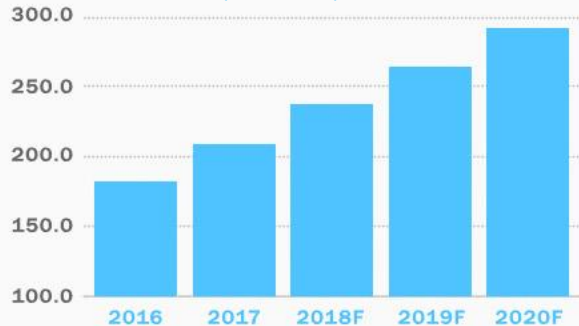


# Marketing Mix.

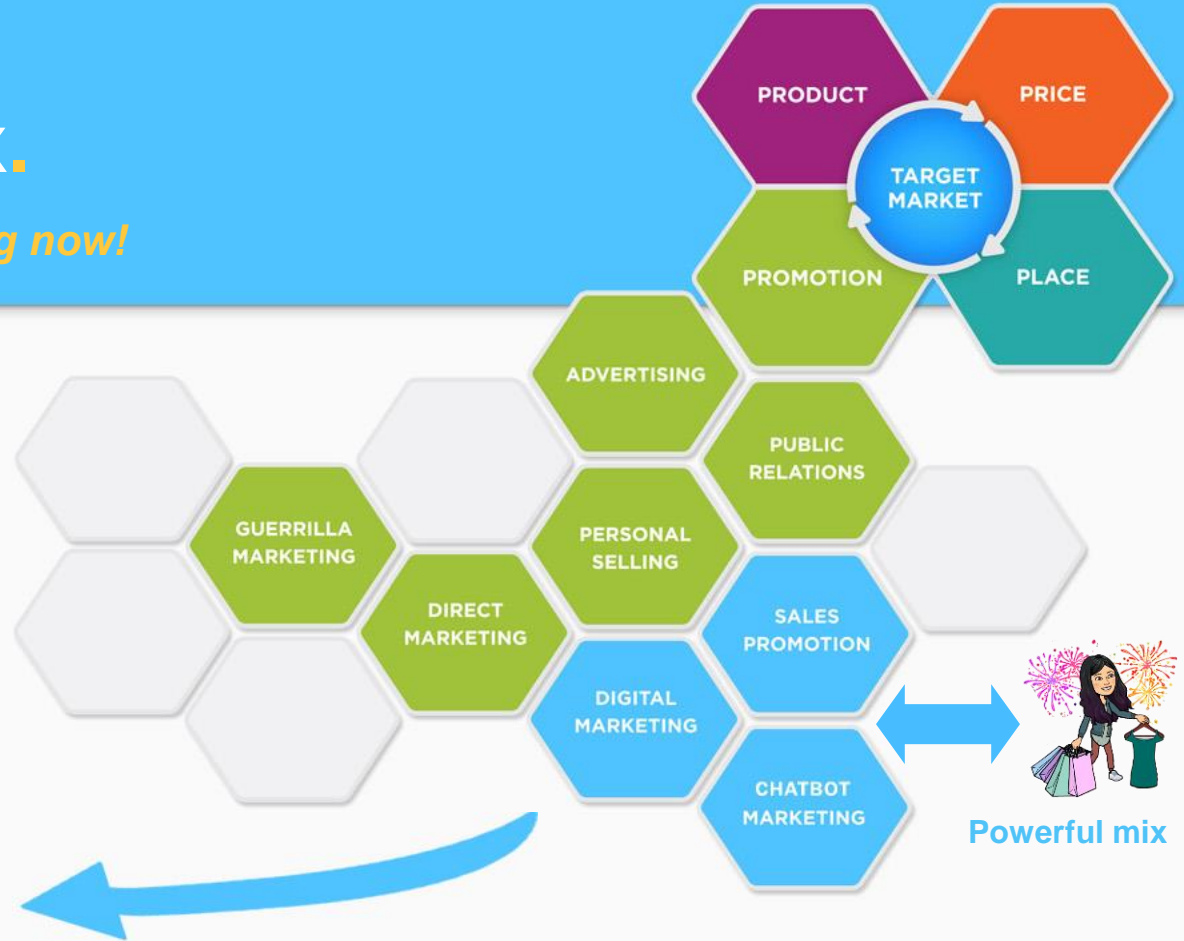
*And where it's all happening now!*

Offline global retail sales:  
**\$28 Trillions**  
10%-15% goes to promotion!

Digital Marketing Global Spending  
(\$ Billions)



Source: Magna Global



**Powerful mix**

# ChatBot Analytics.

*Analyse Visits Per Store!*

The best of two worlds

Location-Based Data Science.

Social Media Analytics.

Data Collection

Digitize location-based  
behavioural data.

Segment & analyse per store,  
day, gender, age, interest,  
flow.

Perform Polls, A/B Tests.

## Poll Results: H&M Belgium (collection Fall 2018)

Selected Store | Clear Selected store Visitors: 815

H&M Rue Neuve

H&M Koekelberg

H&M Saint-lambert

H&M Uccle

Filters | Clear

Segment Store Visitors: 230 (28.2%)

Gender Female

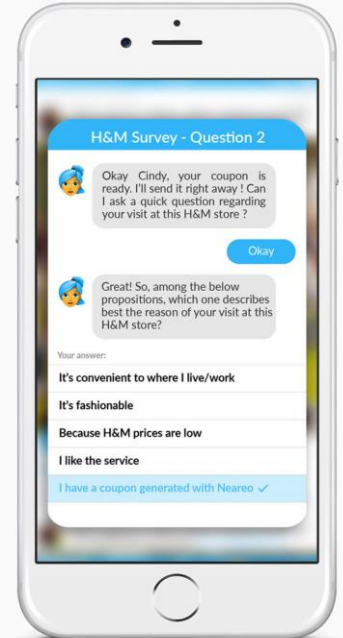
Age 18-25 years

Range Last 2 weeks

### Question 2

Great! So, among the below propositions, which one describes best the reason of your visit at this H&M store?

### Answers



# The Landscape.



## LOCATION-BASED MKTG PLATFORMS



Chevron



Factual



Teemo



Vectaury



SingleSpot

## LOCATION-BASED CHATBOT PLATFORMS



## CHATBOTS PLATFORMS



WeChat



Slack



Messenger



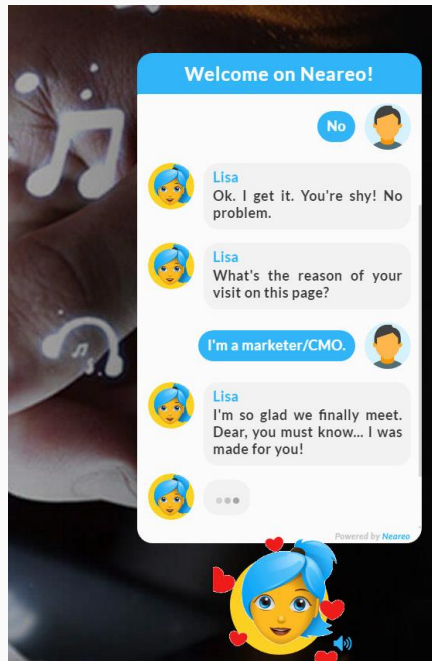
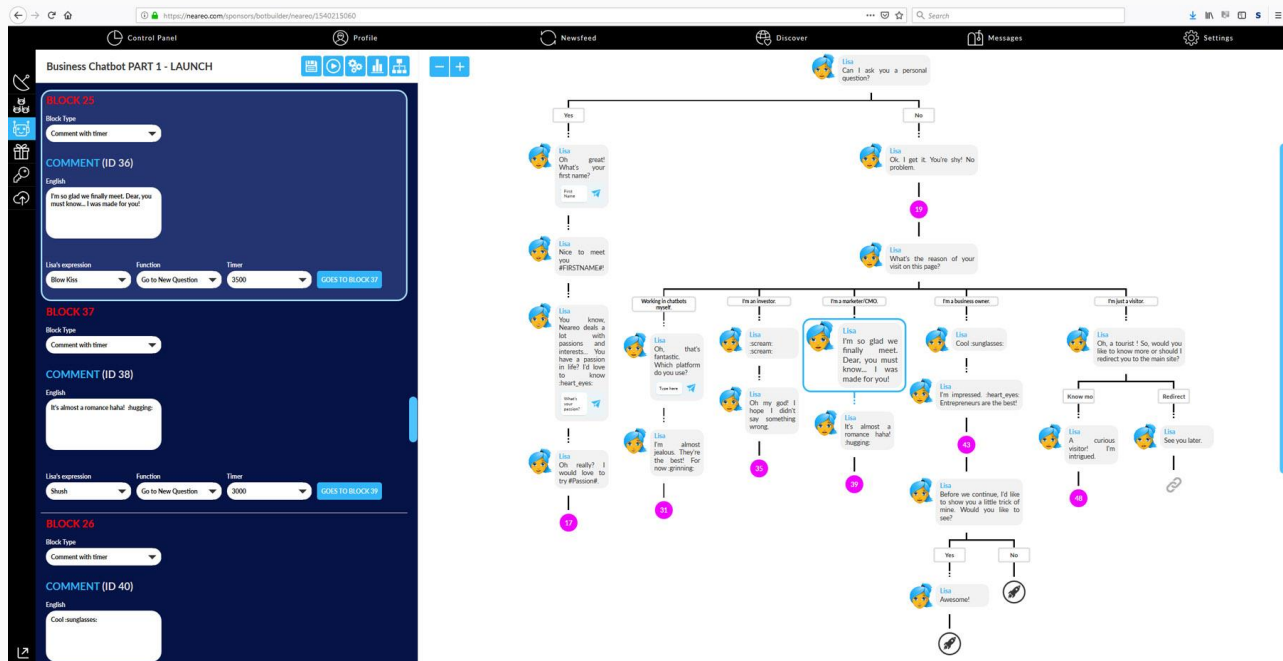
Telegram



Line

# Neareo Bot Builder.

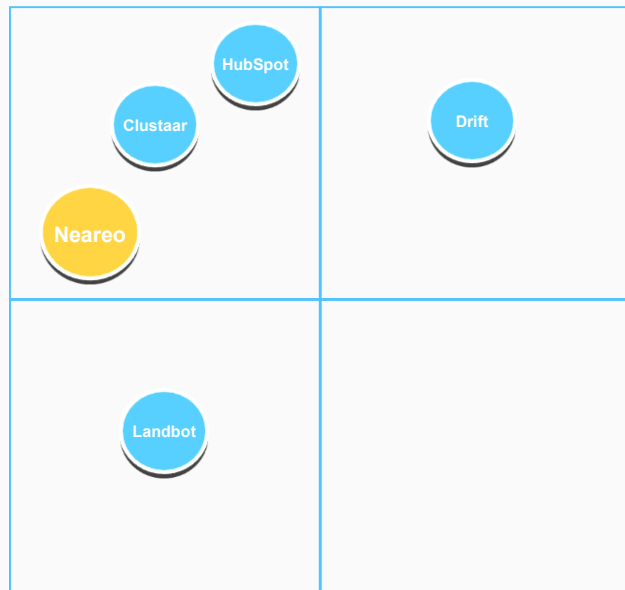
*Building Chatbots should be simple!*



# Competition.

## Bot Building Platforms for Web-Chatbots

Complex /  
Contextual



Simple /  
Linear

B2B2C

B2B

### Clustaar lève 1,7 million d'euros pour propulser sa plateforme de chatbot



Antoine Crochet-Damais  
JDN

Mis à jour le 02/02/18 09:37



La start-up française avance une solution en mode SaaS pour développer et déployer des agents conversationnels au service de la relation client.

Start-up française spécialisée dans les chatbots, **Clustaar** boucle son premier tour de table. A hauteur de 1,7 million d'euros, il a été réalisé auprès d'Alliance Entreprendre, Finarpa et Axeleo Capital – dont Clustaar était déjà membre du programme d'accompagnement. Fort de ce financement, la société entend booster la commercialisation de sa plateforme SaaS taillée pour développer et déployer des chatbots au service de la gestion de la relation client. Ses principaux secteurs cibles : les médias et le retail.

Comme toute plateforme de bots qui se respecte, la solution de Clustaar est équipée d'une bibliothèque de skills pré-paramétrés. Elle recouvre différents cas d'usage de la relation client : suivi de commande, envoi d'actualités ou de promotions ciblées, FAQ... Sous le capot, l'environnement repose sur un moteur de machine learning conçu pour enrichir la base de questions-réponses au fur et à mesure des interactions. En aval, la conversation pourra, le cas échéant, être automatiquement basculée sur un conseiller physique.

clustaar.



I am Clustaar's chatbot! How can I help you?

What can I do for you today?

I have a question

I'm just browsing

I'm a customer

Powered by clustaar.

Write your question, or type "Menu"



Close

# Proof-of-Concept.

Our  
Software  
Solution  
Shows  
Strong  
Interest  
From  
**LARGE**  
corporations



**DEVOS Jean Philippe (CMS/STR)** JeanPhilippe.DEVOS@proximus.com [via](#) p  
to Jerome, PILETTE, BUYCK ▾

Thu, Aug 9, 1:59 PM



Hello Jérôme,

Well, the purpose of our meeting of next week would have been to explain you this, but I suppose I can give you some info in advance.

You'll have to understand that for confidentiality reasons, I can't fully describe the customer loyalty strategy of Proximus, but I confirm that there's indeed a **probable fit** for one of its aspects, which is to enable our customers to enjoy **geolocalized rewards** : For instance, receiving a free popcorn from Proximus when going to Kinepolis.

Our ambition is to **build that feature inside our app**, but we know this is something that will take time... so we're interested to see if there could be opportunities to **take advantage of your technology**, either to integrate it, or to have a first pilot with a standalone app. (or you can convince us of the benefit of a separate app :)).

Besides your technology, other possible benefits could be coming from your network/partnerships. I've seen the video of the **Food truck example** : was that a "one shot" for a technological demo, or are you building a network of partners giving away discounts / free samples ?

What I'm interested to understand next week is mostly the capabilities of your product (current/planned), and your business model, to **identify possibly synergies**.

# Business Model.

## Native APP (Geo) Chatbots

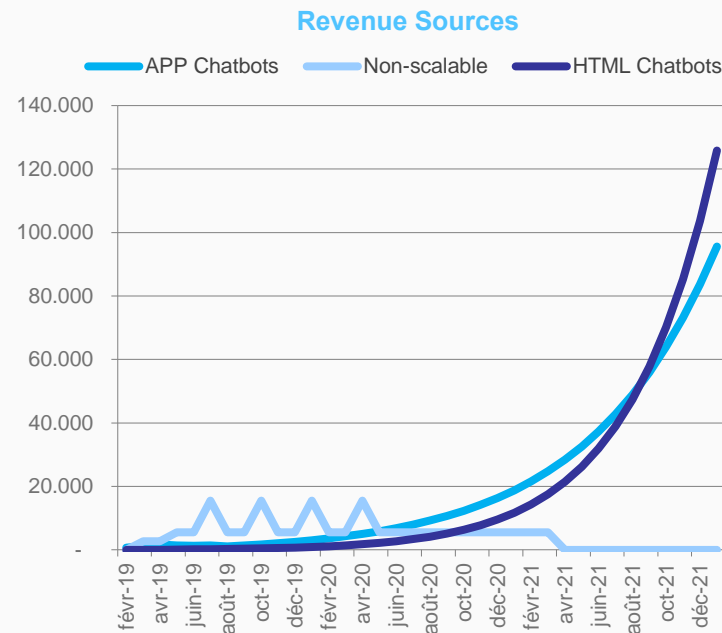
- Targeting **SMB & small chains** (Be,Fr).
- Easy to **bond with customers**. Registration = ROI / long term.
- Estimate reaching **350K MAU** & **3K SMB accounts** on Y3.

## Non-scalable Services

- Customized solutions, consulting, chatbots setup & configuration.

## HTML (Geo) Chatbots

- Targeting **worldwide marketers**. Growth boosted by **free plan**, the **Geo-specific niche** & the **HTML/webapp** solution.
- Estimating **free tier represents 99% at start** for client accounts.
- Expecting consolidation to **4~5% after 3 years for paying tier** as **older clients retain** (on 8.5K client accounts).



# Pricing.

## BotBuilder Plans (V.A.T. Excl.)

Free

Standard

Pro

Enterprise

### Monthly License Charge:

Free

95 €

475 €

1.750 €

Max number of locations

1

3

10

100

Included Monthly Chatbot Interactions

2.000

9.500

47.500

175.000

### One Time Charges:

Chatbot Setup (Service)\*

N/A

2.750 €

2.750 €

2.750 €

Included Interactions

150

150

150

Photo Contest Campaign Setup

X

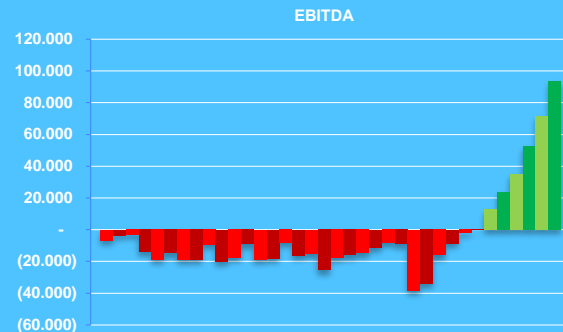
X

850 €

850 €

\*Chatbot setup is a service for Neareo's products that includes consulting, support & multilingual translation costs

# Profits & Loss.



	Year 1												Year 1	Year 2	Year3
	févr-19	mars-19	avr-19	mai-19	juin-19	juil-19	août-19	sept-19	oct-19	nov-19	déc-19	janv-20	Feb19-Jan20	Feb20-Jan21	Feb21-Jan22
<b>Revenues</b>	<b>703</b>	<b>3.948</b>	<b>4.472</b>	<b>6.950</b>	<b>6.954</b>	<b>17.144</b>	<b>6.879</b>	<b>7.253</b>	<b>17.689</b>	<b>8.196</b>	<b>8.786</b>	<b>19.475</b>	<b>108.447</b>	<b>248.665</b>	<b>1.260.259</b>
Growth	-	461.2%	13.3%	55.4%	0.1%	146.5%	-59.9%	5.4%	143.9%	-53.7%	7.2%	121.7%		129.3%	406.8%
B2B Native App Chatbots	703	1.198	1.722	1.361	1.283	1.423	1.095	1.391	1.729	2.115	2.555	3.057	19.633	115.226	608.657
Non-Scalable Services	-	2.750	2.750	5.500	5.500	15.500	5.500	5.500	15.500	5.500	5.500	15.500	85.000	76.000	11.000
B2B HTML Chatbots	-	-	-	89	171	221	284	362	459	581	731	917	3.814	57.440	640.601
<b>Cost of sales</b>	<b>64</b>	<b>76</b>	<b>85</b>	<b>142</b>	<b>171</b>	<b>203</b>	<b>237</b>	<b>277</b>	<b>323</b>	<b>377</b>	<b>440</b>	<b>513</b>	<b>2.909</b>	<b>19.202</b>	<b>122.467</b>
% sales	9,2%	1,9%	1,9%	2,0%	2,5%	1,2%	3,4%	3,8%	1,8%	4,6%	5,0%	2,6%	2,7%	7,7%	9,7%
<b>Gross margin</b>	<b>639</b>	<b>3.872</b>	<b>4.387</b>	<b>6.808</b>	<b>6.783</b>	<b>16.941</b>	<b>6.641</b>	<b>6.976</b>	<b>17.365</b>	<b>7.819</b>	<b>8.346</b>	<b>18.961</b>	<b>105.538</b>	<b>229.463</b>	<b>1.137.792</b>
% sales	90,8%	98,1%	98,1%	98,0%	97,5%	98,8%	96,6%	96,2%	98,2%	95,4%	95,0%	97,4%	97,3%	92,3%	90,3%
<b>Human resources</b>	<b>(7.000)</b>	<b>(7.000)</b>	<b>(7.000)</b>	<b>(14.050)</b>	<b>(14.050)</b>	<b>(14.050)</b>	<b>(14.050)</b>	<b>(14.050)</b>	<b>(14.050)</b>	<b>(14.050)</b>	<b>(14.050)</b>	<b>(14.050)</b>	<b>(147.450)</b>	<b>(208.850)</b>	<b>(400.200)</b>
% sales	995,1%	177,3%	156,5%	202,2%	202,1%	82,0%	204,3%	193,7%	79,4%	171,4%	159,9%	72,1%	136,0%	84,0%	31,8%
<b>Marketing</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>(5.000)</b>	<b>(10.000)</b>	<b>(16.000)</b>	<b>(10.000)</b>	<b>(10.000)</b>	<b>(10.000)</b>	<b>(10.000)</b>	<b>(10.000)</b>	<b>(10.000)</b>	<b>(91.000)</b>	<b>(126.403)</b>	<b>(295.039)</b>
% sales	0,0%	0,0%	0,0%	71,9%	143,8%	93,3%	145,4%	137,9%	56,5%	122,0%	113,8%	51,3%	83,9%	50,8%	23,4%
<b>IT &amp; equipment</b>	<b>(165)</b>	<b>(181)</b>	<b>(194)</b>	<b>(269)</b>	<b>(305)</b>	<b>(347)</b>	<b>(391)</b>	<b>(442)</b>	<b>(1.402)</b>	<b>(570)</b>	<b>(650)</b>	<b>(742)</b>	<b>(5.659)</b>	<b>(27.984)</b>	<b>(160.426)</b>
% sales	23,5%	4,6%	4,3%	3,9%	4,4%	2,0%	5,7%	6,1%	7,9%	7,0%	7,4%	3,8%	5,2%	11,3%	12,7%
<b>General and admin</b>	<b>(380)</b>	<b>(380)</b>	<b>(380)</b>	<b>(1.380)</b>	<b>(1.380)</b>	<b>(1.380)</b>	<b>(1.380)</b>	<b>(1.380)</b>	<b>(1.380)</b>	<b>(3.280)</b>	<b>(1.630)</b>	<b>(3.490)</b>	<b>(17.820)</b>	<b>(46.000)</b>	<b>(91.320)</b>
% sales	54,0%	9,6%	8,5%	19,9%	19,8%	8,0%	20,1%	19,0%	7,8%	40,0%	18,6%	17,9%	16,4%	18,5%	7,2%
<b>EBITDA</b>	<b>(6.906)</b>	<b>(3.689)</b>	<b>(3.187)</b>	<b>(13.891)</b>	<b>(18.952)</b>	<b>(14.837)</b>	<b>(19.180)</b>	<b>(18.896)</b>	<b>(9.466)</b>	<b>(20.082)</b>	<b>(17.984)</b>	<b>(9.321)</b>	<b>(156.391)</b>	<b>(179.774)</b>	<b>190.807</b>
% sales	981,8%	93,4%	71,3%	199,9%	272,6%	86,5%	278,8%	260,5%	53,5%	245,0%	204,7%	47,9%	144,2%	72,3%	15,1%

# The Team.

*Working 24/7 Together!*



**Jérôme Corbiau**

Cofounder & CEO

Located in **Brussels**.

Product Architect. Conceptualised and designed the frontend.

Ran an digital marketing LLC for 10 yrs.



**Sujoy Kumar Mondal**

Cofounder & CTO

Located in **Bolpur**.

Engineer. Coded the backend architecture,  
client APIs & in charge of the platform development.

# Our Timeline.



# The Second Round.

Neareo is looking for an investment of **500 000 €**

## Marketing (~35%)

- To **fuel growth** on the **HTML chatbot**
- Reach **critical mass** on the **native apps** in Brussels and Paris.
- Digital & Field budgets
- Commercial expenses
- New city launch (end of Y2, Paris)
- Promo videos

## Human Resources (~55%)

- CEO
- CTO
- Hire a **technical CMO** (Y1)
- Hire a **city launch specialist** (end of Y2)
- Freelancers in India** (html/native app developers)

## *Building tomorrow's chatbots*



[neareo.com/business](https://neareo.com/business)



**Jérôme Corbiau**

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