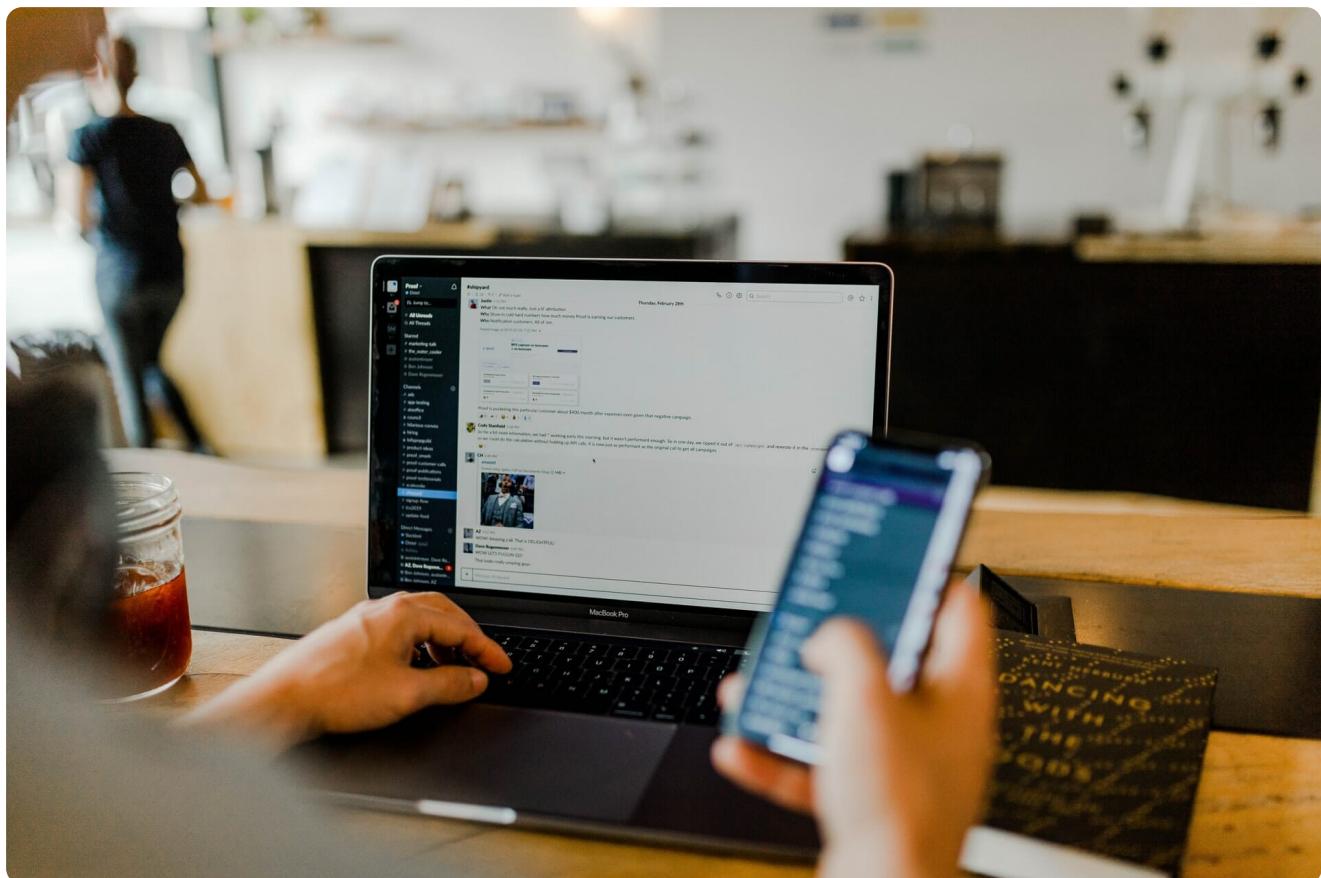


The first affordable, integrated B2C CRM solution for small companies

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Samenvatting

Datum: 6 July 2021

URL: <https://venturecapital.nl/the-first-affordable-integrated-b2c-crm-solution-for-small-companies/>

Contact & Site

Extra beschrijving

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Beschrijving onderneming:

This company delivers the first affordable, integrated B2C CRM solution that can help the (small) company collect customer data while doing business online and effectively utilize it in smart marketing campaigns. B2C brands can sell products online or offline and leverage on integrated loyalty programs to increase customer retention and repeat purchase. The ecosystem is equipped with integrated message channels, customer networks and digital services for user-generated content can be deployed to encourage and reward customer referral. This startup is dedicated increase value for the brands who are willing to use their SaaS platform rather than being a big brand on its own. Their vision is to start with the food industry and expending to other industries like the travels and retail industry.

The founder is now in contact with eight restaurants to launch the service on the first of July. This are not the only plans he has in mind. In the pipeline are 2000 restaurants in Irelands who might use the SaaS platform which in return will generate €40.000 in revenue. In addition to this, the start up is in contact with a bigger organization which could result in a yearly revenue of €150.000.

Business Model:

SaaS license fixed monthly fee, dedicated SaaS based on annual license fee

and CPM from advertisement.

Type klant:

B2B2C

Gewenst type investeerder:

Angel investor. Preferred with international experience and optional helps with operational tasks.

USP's:

- The first affordable, white label, solution with integrated solution (ordering / loyalty / communication / social / user generated content).
- 0% commission.
- Customer networks and brand communities.
- Tailored to specific industry requirements (food service / travel / retail / e-tail / ngo).

Benodigd Kapitaal:

€ 250.000

Investeringsbehoefte:

Scaling the development of software, sales and marketing

Sector:

B2B2C Software, E-Commerce, Food, Travel, Horeca and Retail

Bedrijfsfase:

Seed

Aantal founders:

2

Aantal huidige werknemers:

1-5

Maandelijkse omzet (huidig):

€ 0

Omzet (Prognose) komende 12 maanden:

€ 1.000.000

Omzet (Prognose) maand 13 - 24:

€ 2.000.000

Huidige maandelijkse kosten:

€ 10.000

Reeds toegezegde financiering:

€ 1.000.000 (private investments)

20 yearly FTE

The founder:

The founder of this ambitious startup has a proven track record with a

successful 7-figure exit of his former business. His former business was the most well-known Payment Service Providers of the Netherlands. He therefore has a lot of experience with startups/scaleups.

Overige informatie:

The next round of investments will be Series A, in the end of 2022. To achieve his goals, he is searching for Investor (co-founder) with international experience who can mirror and challenge him.

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