Readers get Superpowers

SME INSTRUMENTS

INNOVATION PROJECT - PHASE 2

Kjuicer

SETH
GODIN
PHOTOS BY
SETH
GODIN
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Privacy Policy

Information pursuant to art. 13 D.lgs. 196/2003 and to art. 13 EU Regulation 2016/679

Legislative Decree (D.lgs) n. 196 of 30 June 2003 ("Code regarding the protection of personal data", hereinafter "**Data Protection Code**") and the Regulation (EU) 2016/679 on personal data protection ("**Regulation**") provide for the protection of natural persons with regard to the processing of personal data (hereinafter, the "**Users**") for the use of the services ("**Services**") provided through this website (hereinafter, the "**Site**").

According to the above regulations, we will base such processing on the principles of correctness, lawfulness and transparency, and protection of privacy and rights of the users of Kjuicer domains.

1. Data controller

The data controller is Kjuicer.com S.r.l. (hereinafter, "**Kjuicer**" or the "**Controller**"), with registered office in Via Ruggero di Lauria, 2 - 20149, Milan (MI).
The person responsible for data control is Giampaolo Ferradini, CEO of Kjuicer.
The representative of the Controller in the territory of the State is Giampaolo Ferradini, CEO of Kjuicer.

2. Type of data collected

The Controller collects the User's registration data, such as the email address, when the User decides to open his own account on the Site, and the navigation data (such as the type and version of the browser, the operating system and the IP address), related to the use of the services offered through the Site, collected through the use of cookies in accordance with the cookie policy below. The User has the right to add other information such as his name, surname, email address, nationality, telephone number, marital status, personal characteristics, hobbies and billing information. The Holder also collects the e-mail addresses of the recipients of a corporate account at the time of its creation ("Data").

The Controller employs services to understand the traffic on his site, for the collection of statistical data and the measurement of the effectiveness of

kjuice.it/ex4 white button

Privacy Policy

we will base processing on correctness, lawfulness and transparency, and protection of privacy and rights of the users.

The Controller collects the email address when the User decides to open his own account on the Site and the navigation data related to the use of the services offered.

The Controller employs Google Analytics, Piwik and Facebook Pixel.

The data provided will be processed for the following purposes:

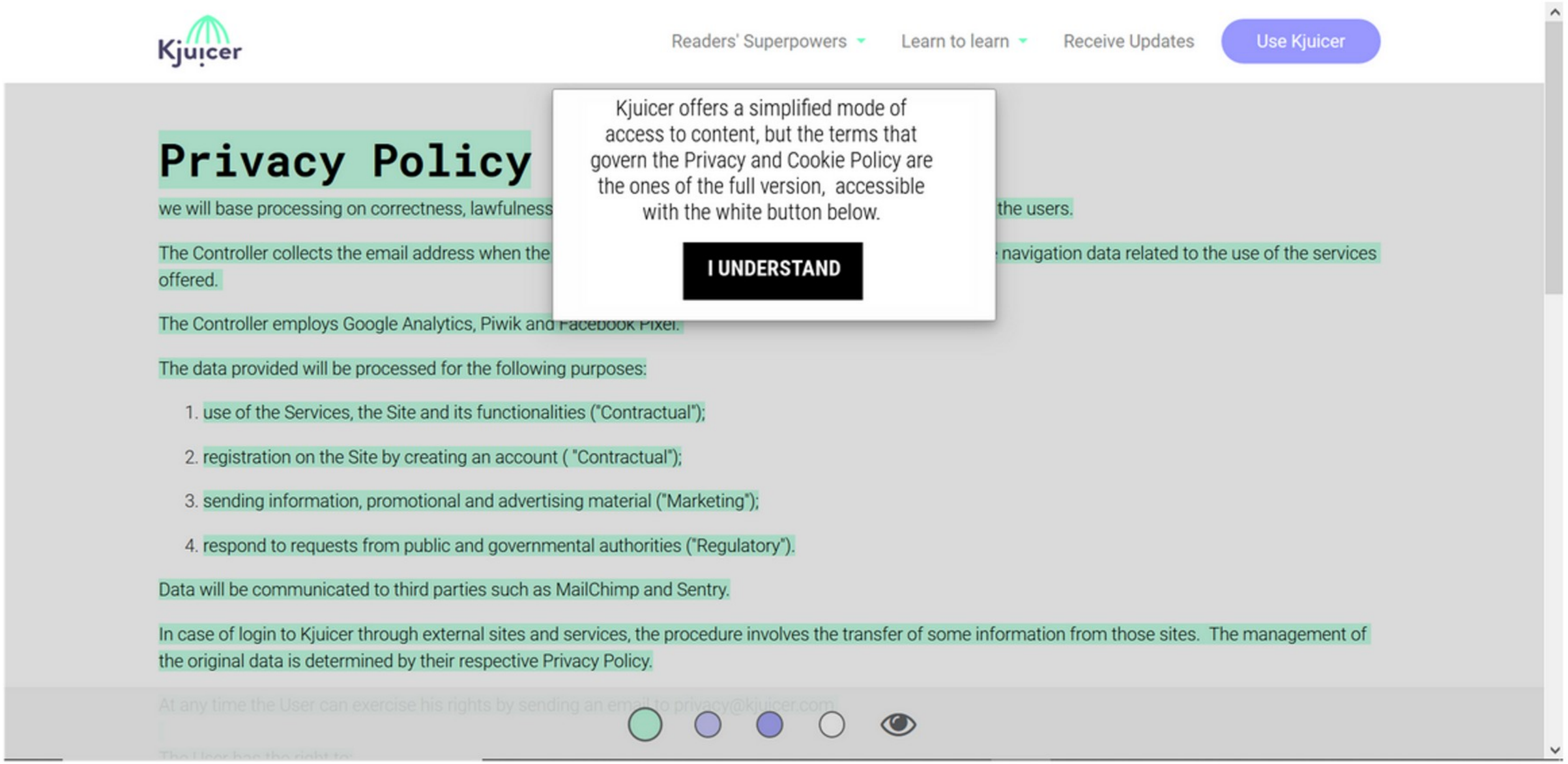
1. use of the Services, the Site and its functionalities ("Contractual");
2. registration on the Site by creating an account ("Contractual");
3. sending information, promotional and advertising material ("Marketing");
4. respond to requests from public and governmental authorities ("Regulatory").

Data will be communicated to third parties such as MailChimp and Sentry.

In case of login to Kjuicer through external sites and services, the procedure involves the transfer of some information from those sites. The management of the original data is determined by their respective Privacy Policy.

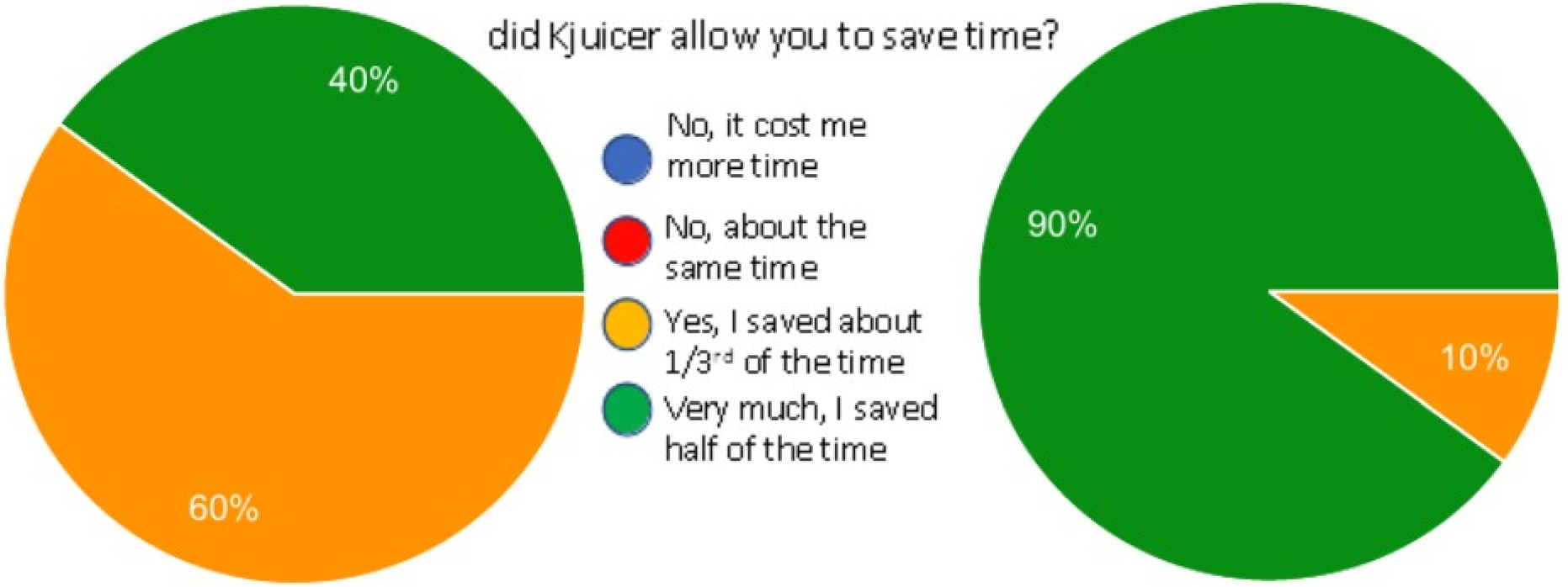
At any time the User can exercise his rights by sending an email to privacy@kjuicer.com.

The User has the right to:



kjuice.it/ex4 as soon as you choose a summary

1 - Nice to have



Our **top user** uploaded 80 documents in 5 months, underlining most of them.

4 Month Test, University of Bologna, 2018

Kjuicer

2 - Very good to have

Training

+

Marketing

=

Revenue

Kjuicer

3 - Must have

"Discharge of responsability"

(It's all written,

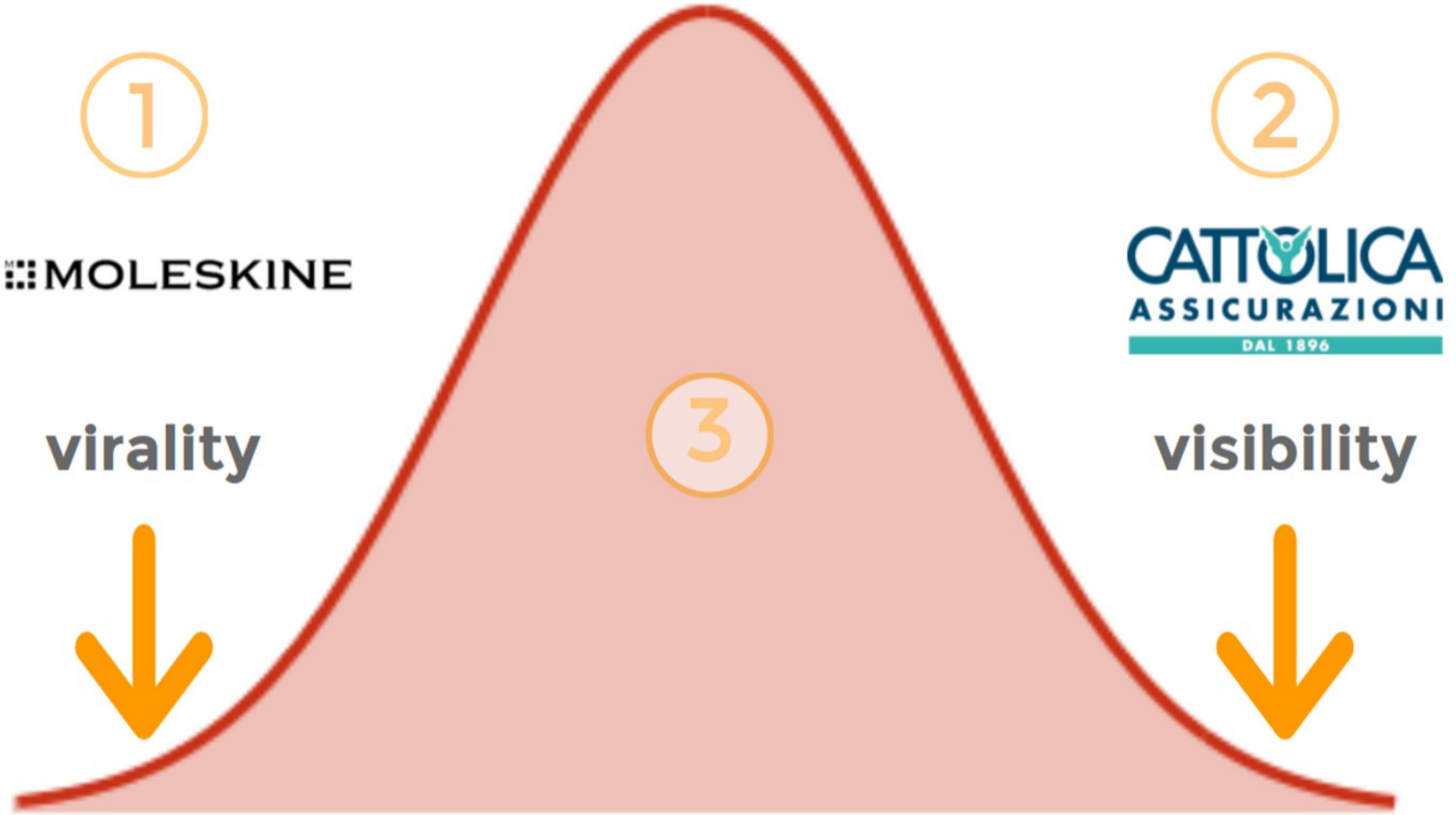
I gave it to you,

you signed it)

falters

Kjuicer

Go to market



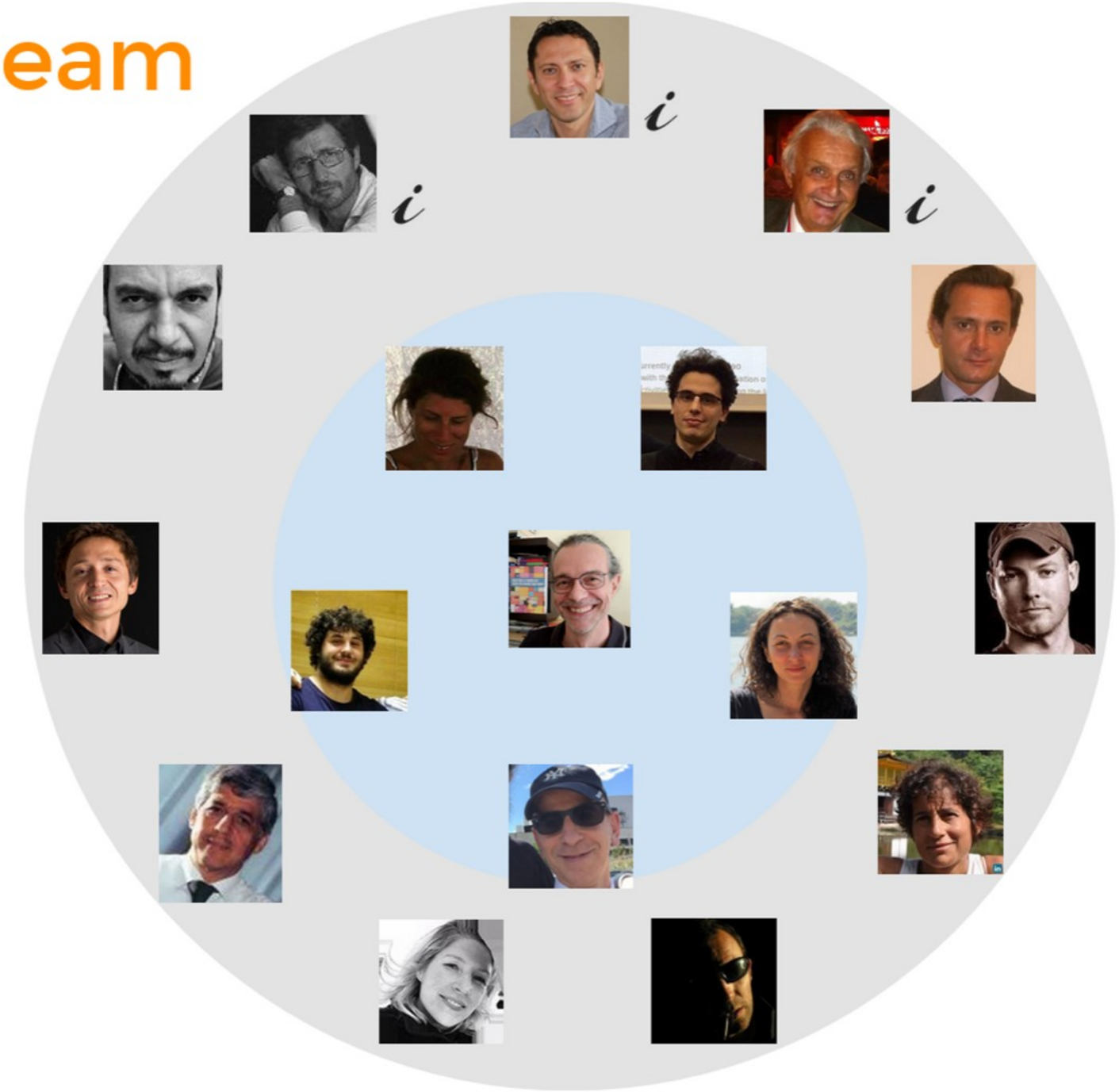
People	SMe, professional	Istitutions
B2C	SME	B2I

Scalability and impact

		KJ today	KJ + A.I.
READING		5, 10, 20x if someone has highlighted 	5, 10, 20x on everything
STUDY		2x, 2.5x if highlighted 1.5, 2x if I highlight 	2,2.5x on everything
In 5 years:		**15-35m€**	**75+m€**

Team

Team



Finance

- Self Financing, **50K**
- Family & Friends, **150K**
- H2020 Sme Instruments Phase1 **grant** European Community, **50K**

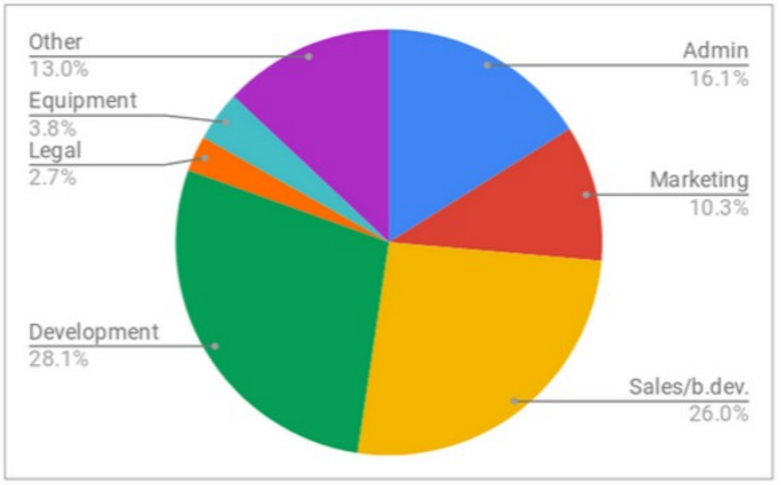
- Round of **250~500K**
- Admitted to crowdfunding campaign by **Crowdfundme**

- Looking for**~2.5M** (Sme Phase 2);

Text

- Platform Development
- Sales, business dev, marketing
- Machine learning

Admin	16%	405,426€
Marketing	10%	270,400€
Sales/b.dev.	26%	680,673€
Development	28%	737,205€
Legal	3%	71,250€
Equipment	4%	80,000€
Other	13%	369,722€
		2,614,676€



Cap table

GF	79.5%	**91.7%**
FF	12.3%	

PC	5.0%	**8.3%**
GF	1.8%	
UO	1.4%	

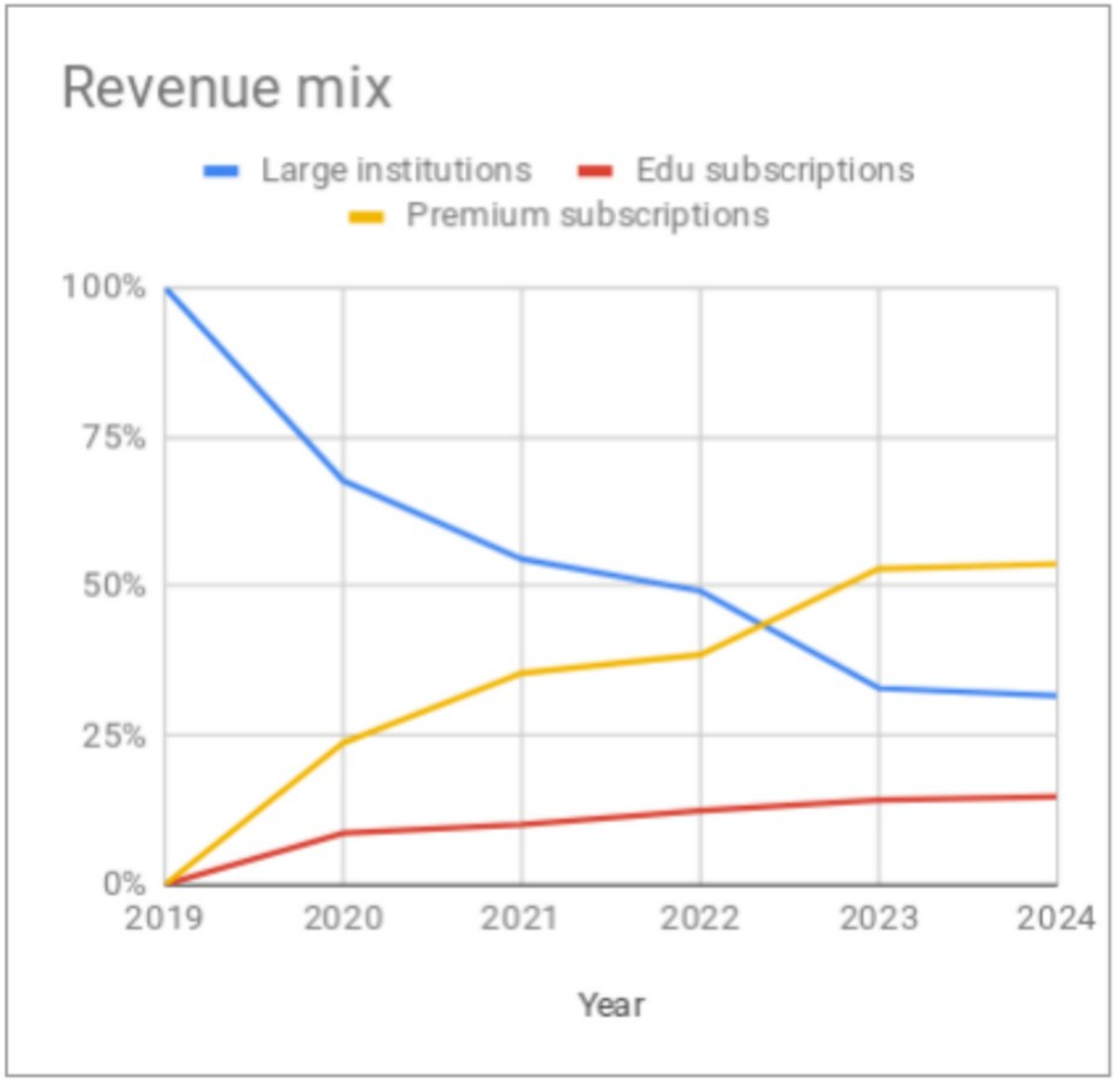
Sales Forecasts - 1

Year	2019	2020	2021	2022	2023	2024
Number of pilots/PoCs - large institutions	**4**	**16**	**35**	**50**	**50**	**50**
Average Pilot/PoC value	€5,000	€11,000	€15,000	€18,000	€25,000	€40,000
Number of contracts - large institutions	**2**	**9**	**22**	**33**	**43**	**62**
Average contract value	€30,000	€50,000	€70,000	€105,000	€165,000	€350,000
Number of free/influencers subscriptions	4,500	38,000	95,000	180,000	425,000	900,000
Number of large institution users	967	8,967	30,042	65,250	128,667	378,333
Number of low cost (edu) subscriptions	0	4,000	19,000	55,000	180,000	550,000
Number or premium subscriptions	0	1,800	11,000	28,000	110,000	330,000
Revenues (EUR)	**€80,000**	**€925,600**	**€3,787,000**	**€8,881,000**	**€25,365,000**	**€74,960,000**
Revenues 2018/19 (EUR)	€1,005,600					

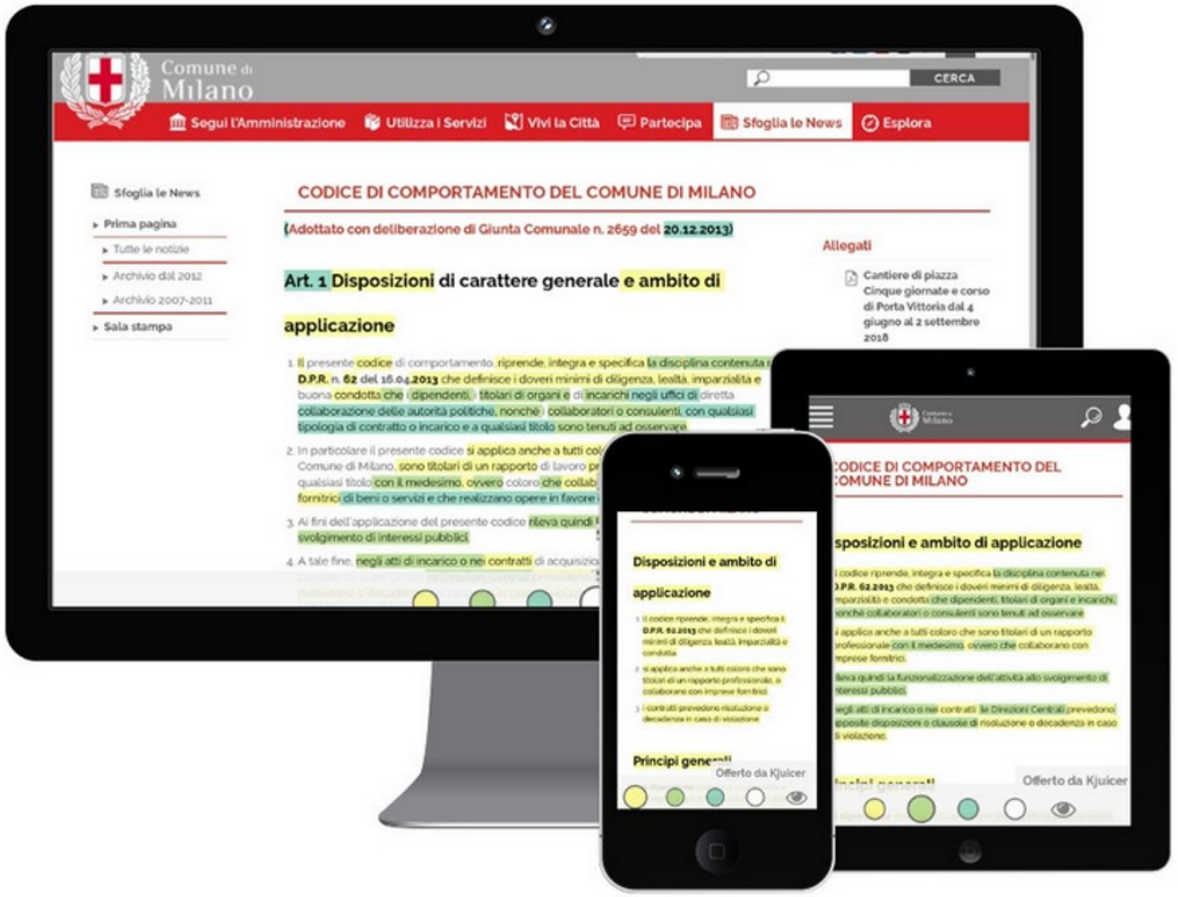
Average pilot value 2019/20	€9,800	Total users 2019/20	43,800
Initial average contract value	€25,500		
Yearly price of edu subscription	€20	Yearly price of premium subscription	€122

TAM	SAM	SOM
15.43 BN$	3.39 BN$	2.5% = 75 M€

Sales Forecasts - 2



Kjuicer - white labeling



kjuice.it/comune

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Resources

- **Use cases**: **kjuice.it/use-cases**
- Example of **Insurance Policy**: **kjuice.it/polizza (ita)**
- Example of **Privacy Policy**: **kjuice.it/ex4 (ita)**

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Thank you

giampaolo@kjuicer.com
+39 335 6770885