

# NearShop .net



## **Partnership & Investment Opportunity**

*Vincent BULTOT*

**CEO & FOUNDER**

Liège 7%\*

# CITY CENTERS ARE DYING

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Namur 10%\*

Mons 20%\*

Antwerpen 7%\*

Liège 7%\*

*Local shops are closing, bankruptcy*

*Citizens desert City centers, unsafe feeling*

Gent 8%\*

\* Zones with estimated highest % of empty shopping cells

# B2C E-COMMERCE STILL GROWING

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Online sales  
(in billion €)



Online buyers  
(in million)



Parcels shipped  
(in billion)



Yearly  
growth

# (E)CHALLENGES FOR RETAIL SHOPS

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Acquire new  
customers



Online  
competition



Brand  
visibility



Customer experience  
engineering



Omnichannel  
and logistics



Difficult economic  
environment



Legal  
constraints



The background features a collage of business model canvas elements and sticky notes. At the top, a 'Value Proposition Design Methodology' diagram shows 'Value Proposition' and 'Customer Segment' leading to 'Business Model'. Below this, various sticky notes are scattered, containing phrases like 'helps shape ideas', 'helps create products customers want', 'proven + effective suite of tools', 'share with and learn from peers', 'leads to results', 'clear indicators to measure progress', 'can apply with confidence', 'look good with colleagues, boss, clients', 'connect with like-minded people', 'helps me communicate my ideas', 'step-by-step instructions to get started', 'helps understand what matters', 'access to advanced', 'Gain Creators', 'Gains', 'applies ideas', 'exclusive online companion', 'Book', 'online', 'Web app (upsell)', 'online course (upsell)', 'minimize risk (of) big failure', 'brief, clear + applicable content', 'integrate with Business Model Canvas', 'engaging online multimedia content', 'format', 'making things nobody wants', 'going down wrong path', 'no clear path to applying method', 'wasting time with ideas that don't work', 'dealing with risk + uncertainty', 'improve or build a business', 'communicate well ideas', 'make decisions with confidence', 'find, learn', 'that's hard to work through', 'other business', 'support', 'assessment', 'software', 'methodology', 'products & services', 'Value Proposition Canvas', and 'Customer Job(s)'. The central text 'NEARSHOP' is in a bold, white, sans-serif font, and 'Our Value Proposition' is in a white, italicized, serif font, both set against a dark purple background.

# NEARSHOP

## *Our Value Proposition*

NearShop has track records as partner for local economy development for SMART CITIES and RETAIL SHOPS

# OUR VALUE PROPOSITION

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## SMART CITIES

We create and host your City personalized market place and provide easy tools to identify your local shops and manage your local events.  
**Adopted by >15 large cities.**



## RETAIL SHOPS

We create and host your personalized website and webshop.  
We facilitate payment reception, customer invoicing, shipping and provide a mobile application to easily encode your products and manage orders.  
**Adopted by >10,000 retailers.**



## RETAIL CHAINS

We **promote your brand** by integrating your products catalog into your affiliates webshops and provide them fulfillment services.

# SMART CITIES

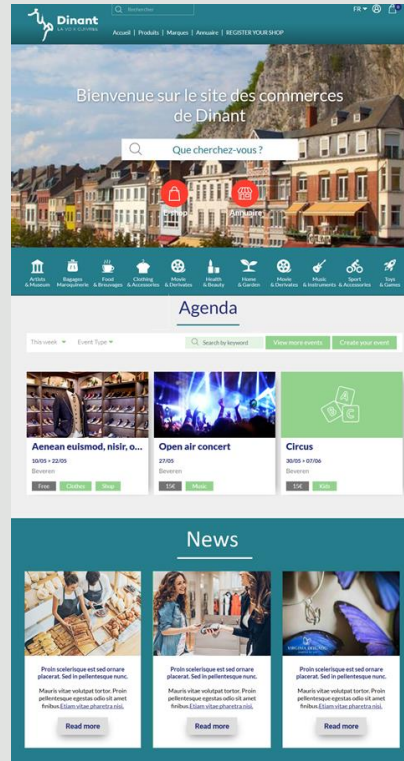
## An affordable Local Market Place for each Smart City

### City Administration



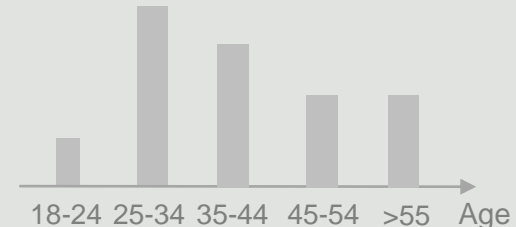
Mobile App

Shops  
Agenda  
Blog  
Accessibility  
Empty Cells



### Citizens

Clothing  
Home deco  
Food



Adopted by >15 large Cities & 10,000 retailers

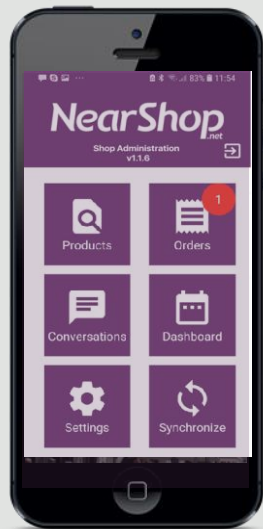


# RETAIL SHOPS

NearShop

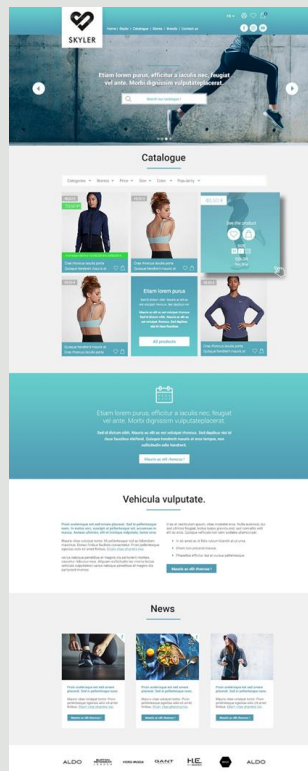
## A all-in-one personalized Website or WebShop

### Shop Administration

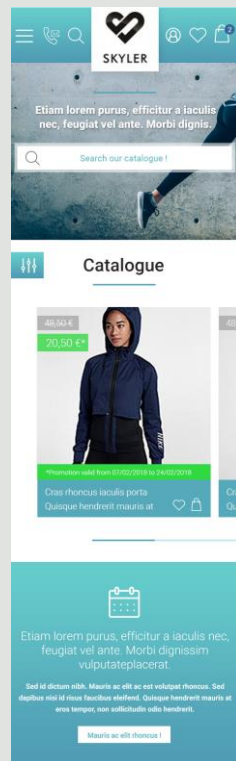


Mobile App

Products  
Stock  
Discounts  
Conversations  
Orders  
Statistics



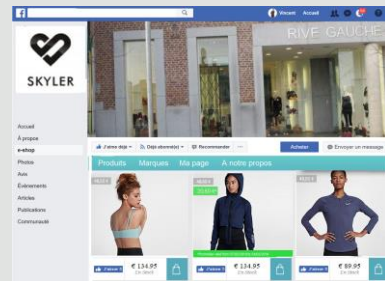
On desktop ... and on mobile



Products

Payment &  
Invoicing

Shipping



WebShop On Facebook



Payment reception



Shipping Services



# NEARSHOP

## *business plan*

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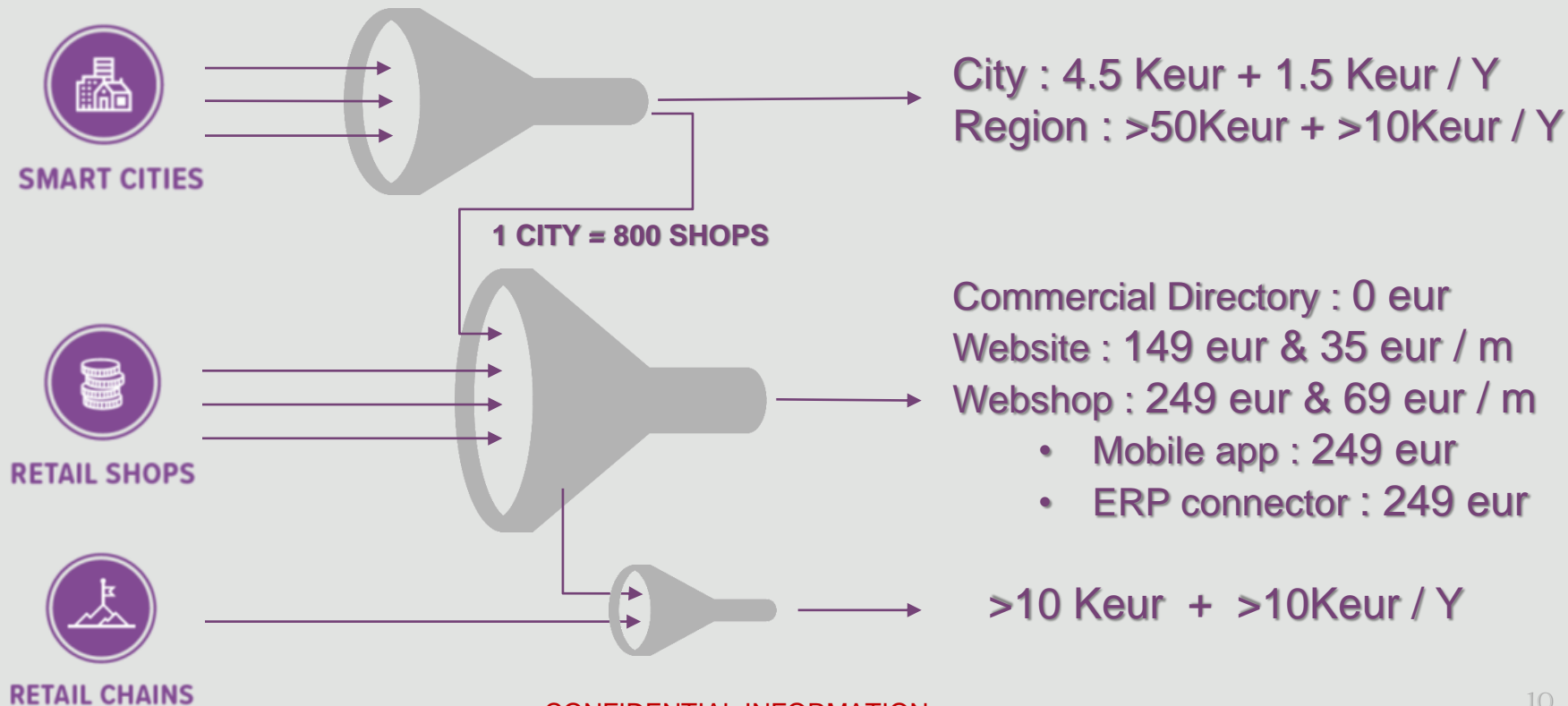
Our ambition: become the economic development partner of all the largest Smart Cities in the World



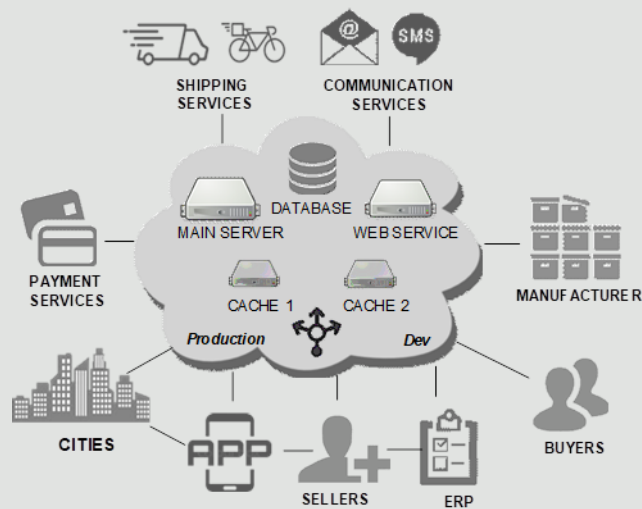
## LEADS

## CONVERSION

## PER PROJECT VALUE



## PLATFORM



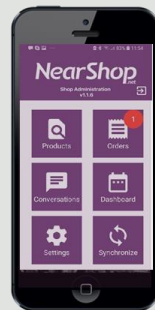
Multi Language (FR, NL, EN,..)



## MOBILE APPS



Shop  
Administration



City  
Administration



## ONGOING PROJECTS



X 15

SMART CITIES



X 10,000

RETAIL SHOPS



New

RETAIL CHAINS

**100 % OWN INTELLECTUAL PROPERTY  
+ FIELD EXPERIENCE**

**40% YEARLY GROWTH**

## TODAY



1 CEO  
3 DEVS



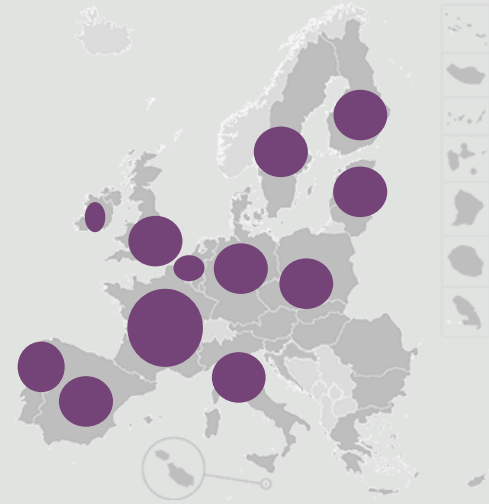
½ COUNTRY

300 Keur / year revenue  
Intangible assets

## TOMORROW



> 20 FTE's






MULTI COUNTRIES

> 10 Mio / year revenue

## Sales Objectives

### Volume Targets (#cumulated)

		Actuals	Y+1	Y+2	Y+3	Y+4	Y+5
 SMART CITIES	Cities	15	24	103	220	450	675
	Regions	0	2	5	8	11	15
 RETAIL SHOPS	Leads	10,000	17,000	81,000	175,000	360,000	551,000
	Projects	120	320	1,200	2,500	5,500	8,200
 RETAIL CHAINS	Projects	0	2	28	68	165	272

Indirect Sales Representatives : 2 5 30 40 75 75

Direct Sales + Channel Manager : 0 2 4 4 5 5

## Financial Plan (Year 5)

Revenue **11.6 Mio €** (>80% recurring)

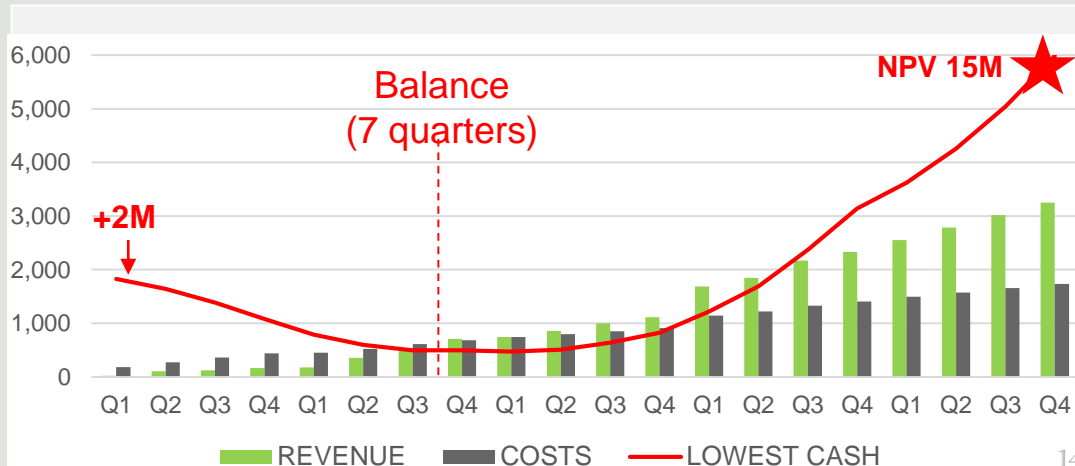
- Shops : **48%**
- Cities : **19%**
- Retail chains : **29%**
- Miscellaneous : **4%**

Cost : **6.6 Mio €**

- Cost Of Sales : 4 Mio (60%)
- SG&A : 0.4 Mio (6%)
- HR : 2 Mio (30%)
- Capex : 85 K (1%)

Net earnings: **5.0 Mio €**

Data in K€	2018	2019	2020	2021	2022	2023	Total 5Y
Sales	275	418	1,766	3,716	8,028	11,612	25,540
CoS	-64	-113	-597	-1,245	-2,743	-4,017	-8,716
<b>Gross Margin</b>	<b>211</b>	<b>305</b>	<b>1,169</b>	<b>2,471</b>	<b>5,285</b>	<b>7,594</b>	<b>16,825</b>
Operation costs	-	-	-	-	-	-	-
SG&A	-60	-104	-226	-331	-360	-395	-1,416
HR Costs	-62	-1,033	-1,448	-1,725	-1,995	-2,045	-8,245
<b>EBITDA</b>	<b>90</b>	<b>-832</b>	<b>-504</b>	<b>415</b>	<b>2,930</b>	<b>5,154</b>	<b>7,164</b>
<b>EBIT</b>	<b>40</b>	<b>-910</b>	<b>-611</b>	<b>280</b>	<b>2,767</b>	<b>4,963</b>	<b>6,489</b>
CAPEX	-50	-85	-85	-85	-85	-85	-425
INVEST	-	2,000					
<b>Free Cash Flow</b>	<b>40</b>	<b>1,083</b>	<b>-589</b>	<b>330</b>	<b>2,326</b>	<b>2,863</b>	<b>6,014</b>





## COMPANY

## PRESENCE

## SHAREHOLDERS

## OFFERING

RETAIL  
SHOPS

SMART  
CITIES

RETAIL  
CHAINS



**BELGIUM**  
(95% FR, 5% NL)

**1<sup>ST</sup> ROUND OPEN**

**69 €/m**

**V**

**V**

← FR-NL-EN →

**Storesquare**

**BELGIUM**  
(100% NL)

**15.6 MIO EUR**



**99 €/m**  
NL only

-

-



**FRANCE**

**22 €/m**  
FR only

**V**

-

No e-commerce



**ASIA**  
(Indonesia, Malaysia,  
Philippines, Singapore,  
Thailand, Vietnam)

**>3 Billion USD**



**usd/m**

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# CALL FOR INVESTORS

AMOUNT    ✓ N x 500Keur by Operational Investors

OBJECTIVES    ✓ Development Insourcing  
                      ✓ Internationalization / Growth

KEY ELEMENTS    ✓ Innovation  
                          ✓ European Project  
                          ✓ Ethic  
                          ✓ Local development

## CONTACT

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