



Company (Name):	Vimbee	Founding date:	In establishing
Entrepreneur team:	CEO: Ehsan Shirangi, CTO: Alexander Reiss	Website:	https://www.vimbee.com
		Videos:	https://vimeo.com/vimbee
Industry:	Information-Technology, e-Commerce, Retail 4.0, PaaS/SaaS		

Business concept in one sentence:

Vimbee is a global, thematic and industry-independent network that empowers businesses to leverage real-time and language-independent consumer information, consumer insights, and desires for trend and market research and automatically generated referral marketing. Vimbee can thus become the world's first and only prosumer network that turns consumers into valuable prosumers for companies.

Product and customer:

Based on our multi-dimensional structured data and software architecture, we create an independently growing system with which we synergistically link and correlate economically relevant information. The global economic system is digitally mapped, promoting true data mining innovation, growth and knowledge at the global level. Using our standalone multi-sided platform, this data can be leveraged to efficiently develop and market products based on real customer needs and expectations. Companies have the opportunity to present their company and product structure at a charge, to become part of the network, to receive reports and statistics on consumer-related data and to participate in the automatically generated referral marketing (Affiliate Program). For the first time ever, Vimbee offers companies of all sizes the opportunity to receive customer opinions on their own products and services in an efficient manner and gain confidence and a maximum range of new customer acquisition on the basis of each individual consumer interaction. In addition, accurate information about real customer expectations and informed behavior, taking into account the strengths and weaknesses of the markets and the competition, can be used to tailor the product portfolio or strategic direction. Consumers can easily find desired product and service information in terms of location, price, availability and quality, and compare it in seconds with the opinions of others. It also makes it possible to make a lasting impact on companies, politics and infrastructures through their own opinions and to benefit from them. Vimbee stands for clear transparency based on uniform product-related properties.

Distinctive features (technology, patents):

1. Multidimensional structured and economically oriented data and software architecture

For the first time, Vimbee makes it possible to communicate information in an efficient and targeted manner on the Internet using a central software architecture, to record it in a structured manner and to be able to use user-generated content commercially and transparently on a sustained basis through the integrated company software. This is implemented through a self-contained cross-industry and cross-thematic platform for efficient communication on a global level between consumers, companies, organizations and public figures.

2. Language-independent resonance and reputation platform in real time

This platform creates a real-time, language-independent exchange that allows all information to be symbiotically available to each participant through the system structure for efficient use.

3. Topic and cross-industry PaaS / SaaS with its own cloud structure, which minimizes data

Products, services, manufacturers and distributors can use Vimbee to present their existing relationships in a digital and scalable way. Through a specially developed cloud structure, the amount of data is reduced to a minimum, as information about products and companies is stored only once in the system, but can be linked as often as required. Every small change in information at the local level is carried on through the synergy effect in the architecture of Vimbee over the existing relations in the entire system up to the global level and remains permanently.

4. Efficient and maximum effective reputation system

Each interaction has maximum impact and efficiency. Built on this is a unique reputation system that enables consumers and businesses to communicate directly through individual products or services. For the first time, Vimbee offers a



simple software solution accessible to companies of all sizes to capture customer opinions and consumer behavior. The information gained from this can be used for direct sales promotion measures, for customer-oriented adaptation of the product portfolio or for strategic orientation.

5. Transparent range increase based on User Generated Earned Content

Through the architecture, every consumer interaction ensures a transparent and comprehensible increase in reach and thus further product placement on the platform based on pure user-generated earned content. As a result, direct increases in sales can be achieved, although Vimbee completely dispensed with paid advertising. Since the communication between companies and consumers can take place on the basis of individual products, a devaluation of an entire company due to deficiencies in a product is not possible. The inhibition of companies to venture into social media will be significantly reduced, opening up a large market for Vimbee.

Market information (customers, partners, competitors & market volume):

The business field can be assigned to the following sub-segments based on the products offered: Online information procurement, reputation platforms, monitoring, corporate communications (CRM), affiliate marketing, market and media research. Vimbee's software structure is unique in the world, so there are no direct competitors on the market, which greatly simplifies market entry. In some of the described market segments, the portal is in indirect competition with other companies, but it differs decisively through the comprehensible, measurable added value and the lasting benefit to the customer. The existing portals in the different segments can only process information superficially because they are closed or purely static systems. Due to the lack of necessary software concepts for dynamic information processing, the resulting customer benefit has physical limitations. Based on the architecture and the reputation system, Vimbee offers a unified solution on a portal, which uses the Pareto principle to generate the highest possible revenue through low expenditure. Due to the dynamic approach, products and services for companies can gain time-independent reach in Vimbee, without having to be constantly and cost-intensive triggered. Vimbee needs no critical mass as a platform and can be started directly with the first customer or consumer. Nonetheless, Vimbee is globally deployable and scalable due to its language independence, resulting in an extremely large market volume.

Management & Team (background / experience in keywords, company shares):

Ehsan Shirangi (born 1978), a graduate communications designer and web developer, is the initiator and CEO responsible for strategic business design, product development, and the direction and control of all production processes to maximize the potential for expansion. He has successfully led teams and projects from planning to development of marketable products as an online art director and web programmer in various Internet agencies.

As an experienced web developer with many years of expertise i.a. in the field of usability and artificial intelligence,

Alexander Reiß (born 1985) supports the company as a freelancer in the field of server programming. After completing his Master of Science in Software Development, he has worked freelance as well as in several permanent positions at renowned companies and Internet agencies and has already supervised numerous projects of various sizes as a developer, as well as team leader, planning and data protection officer.

Achievements / Status:

In the past 4 years the software has been developed so far that we are close to the release. A beta version can already be demonstrated. In addition, 4 marketing videos have also been completed. The database structure with docker systems, Rancher, Elasticsearch and NGINX is ready. Software Requirement Specification Documentation (SRS) with 346 pages for the node, application and administration area is also completed. The Node system (software architecture and database) with all functions for back and front end is finished up to 90%. Vagrant and project management tools for collaboration, expansion and introduction of new team members are available. We have shown the application demo to customers and potential clients and their feedback was in a great measure pretty similar. Once they realized the centralized and clear structure that puts consumers at its heart and thus enables companies to use holistic and fact-based customer insight to create a better range of products, they were interested and asked for updates about the launch. As Vimbee covers the complete range of commercial communication, it offers a variety of tools to understand former and potential customers, to interact and to bond with them.

In order to secure liquidity in the first year, an application for micromezzanine capital was already submitted at the beginning of 2015 by the Kapitalbeteiligungsgesellschaft in NRW (KBG). This application was approved because of the project's high likelihood of success, so that the participation of KBG with equity-like funds amounting to € 50 thousand leaves the individual company's capital accounts in positive territory from the very first year onwards.



Financing concept: funds and resources (investment)

In order to achieve the previous goals, an equity capital of the equivalent of € 500,000 was invested in the completion of this platform. Existing hardware will be added to the replacement value of 20,000 euros. An equity of 50,000-100,000 euros is also contributed by the entrepreneur. For the finalization and the market entrance 550 T € Euro are required, in order to be able to deal primarily with the key persons in the development area as well as in the sales and enterprise structure. The loss of the first year is fully offset by the forecasted profit of the second year. The funds from the seed financing are to be used exclusively for the market launch of the platform Vimbee, in order to launch the platform as fast as possible and to be able to use the „first mover effect“ in the market.

Financial data	2020	2021	2022
Sales	43.000	1.950.000	20.640.000
EBIT	-410.000	660.000	15.900.000
Number of employees	3-6	10	24
Capital requirements	550.000	0	0
The desired venture capital	500.000	0	0

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