

# The most complete shopping assistant



# ASKOLI

Recommended by



Educpass



PLUSPAS  
MEER VOOR MINDER

natagora



SAMENAANKOOP  
KU LEUVEN

Pasar



Fietzersbond

OPEN  
MONUMENTEN

UITPAS

la ligue  
des familles  
citoyenparent

-essent



Wallonie  
service public  
SSRW

SLFP  
VSOA



# A typical shopping journey



# Buying decision made? → 79% of people search for the best deal



# One integrated and automated askOLI shopping assistant



I just browse like I  
always do, Oli  
**automatically** finds  
my deals



We got their attention:

Partners



Successful pilot



accenture



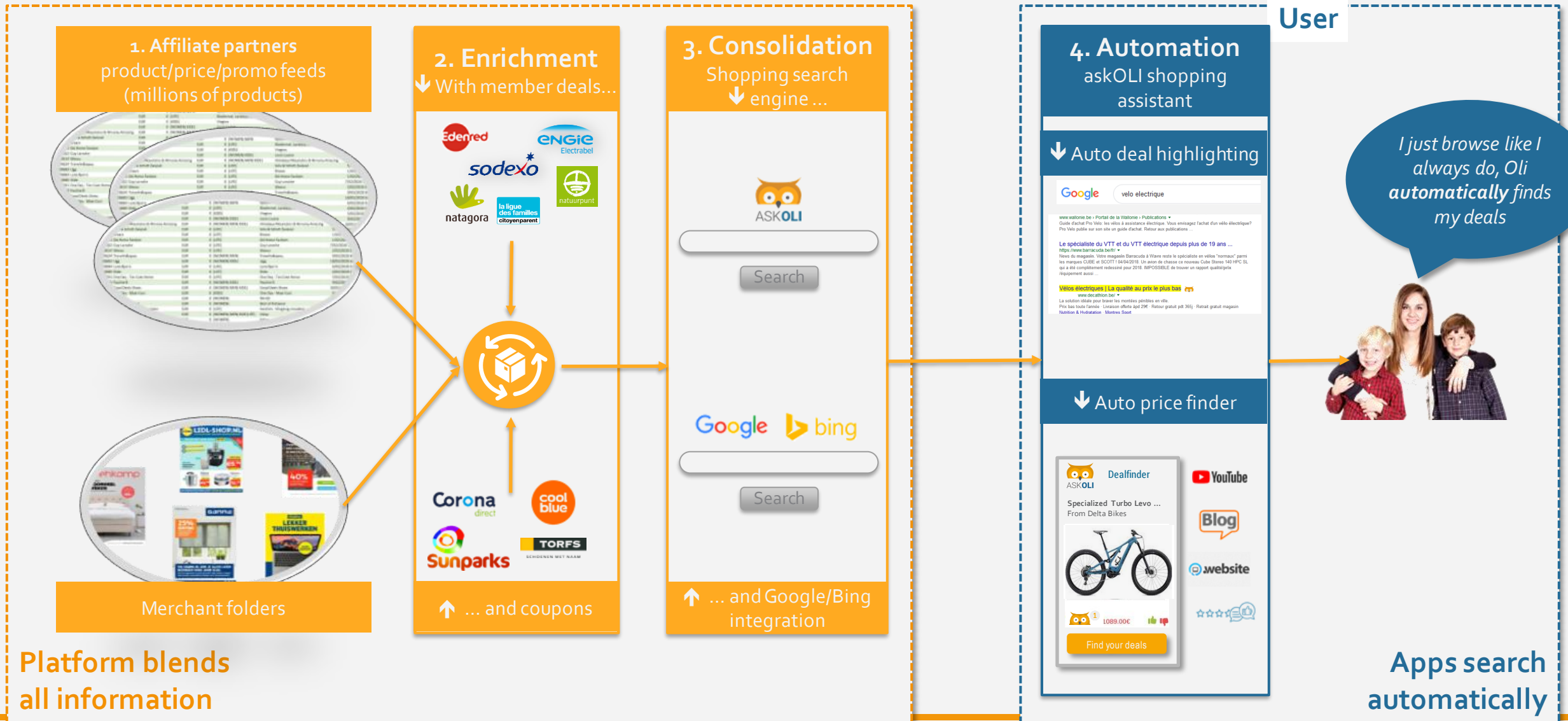
Johnson & Johnson



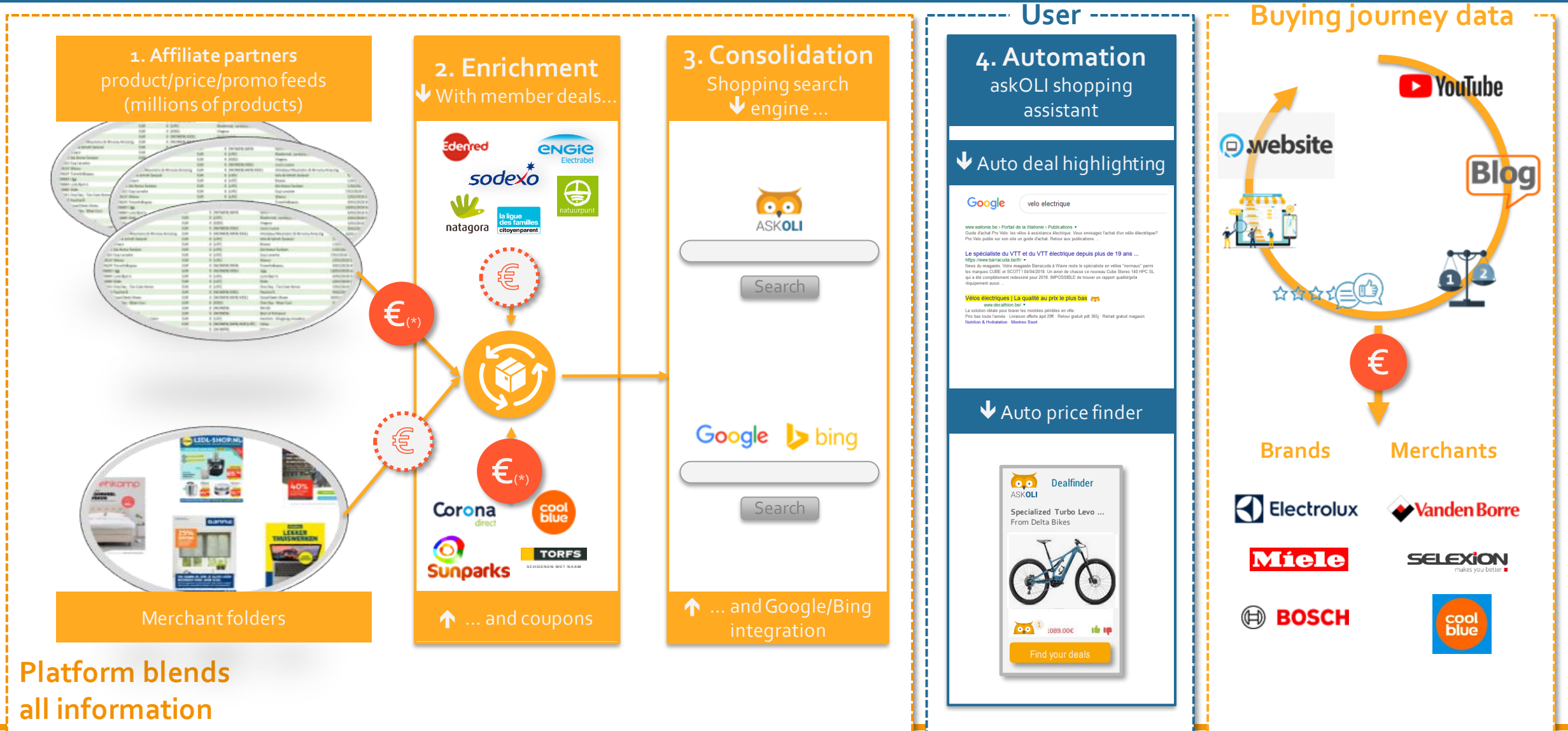
500.000 employees in Belgium



# One integrated and automated askOLI shopping assistant



# The Business Model



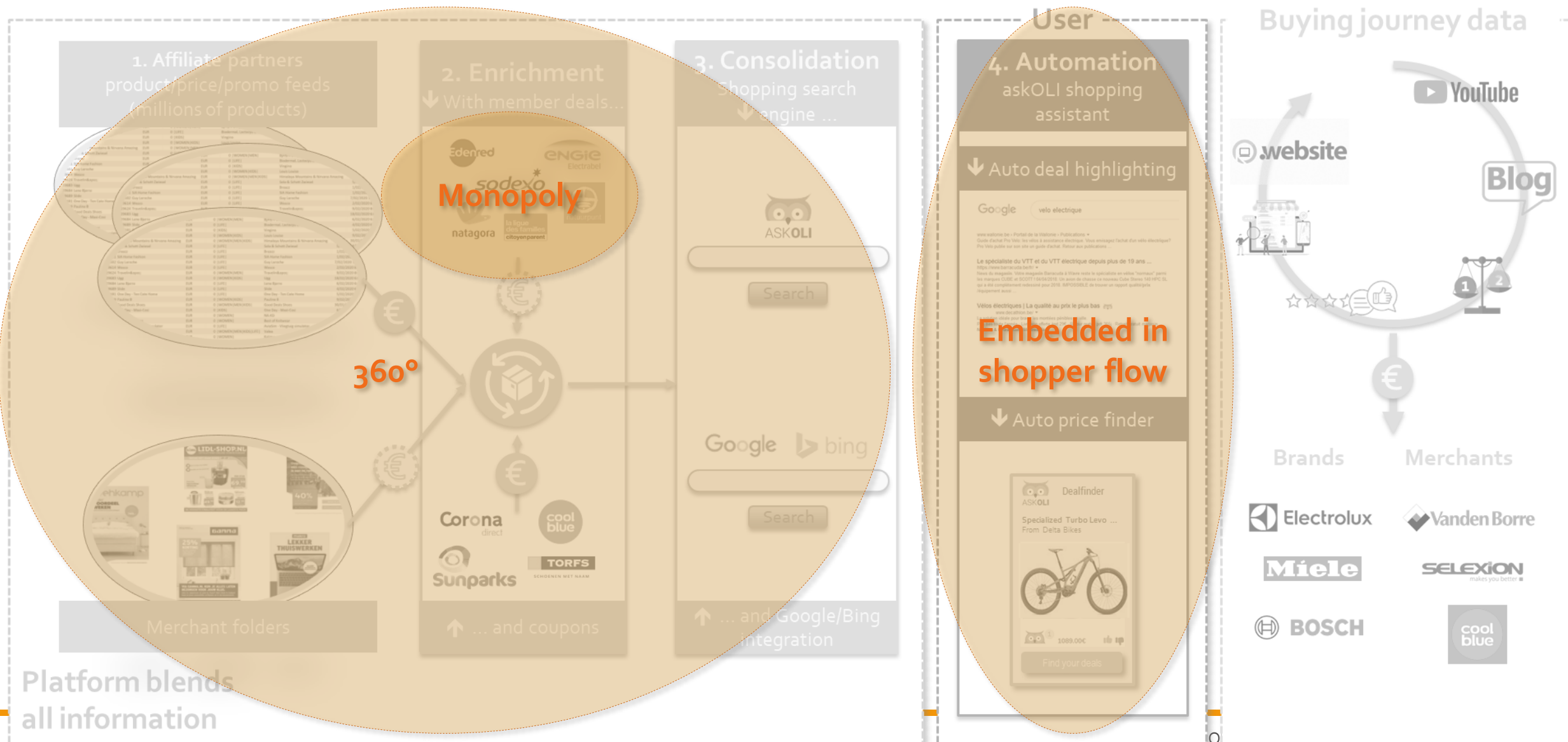
Platform blends  
all information

ASKOLI

(\*) Affiliate commission on sales

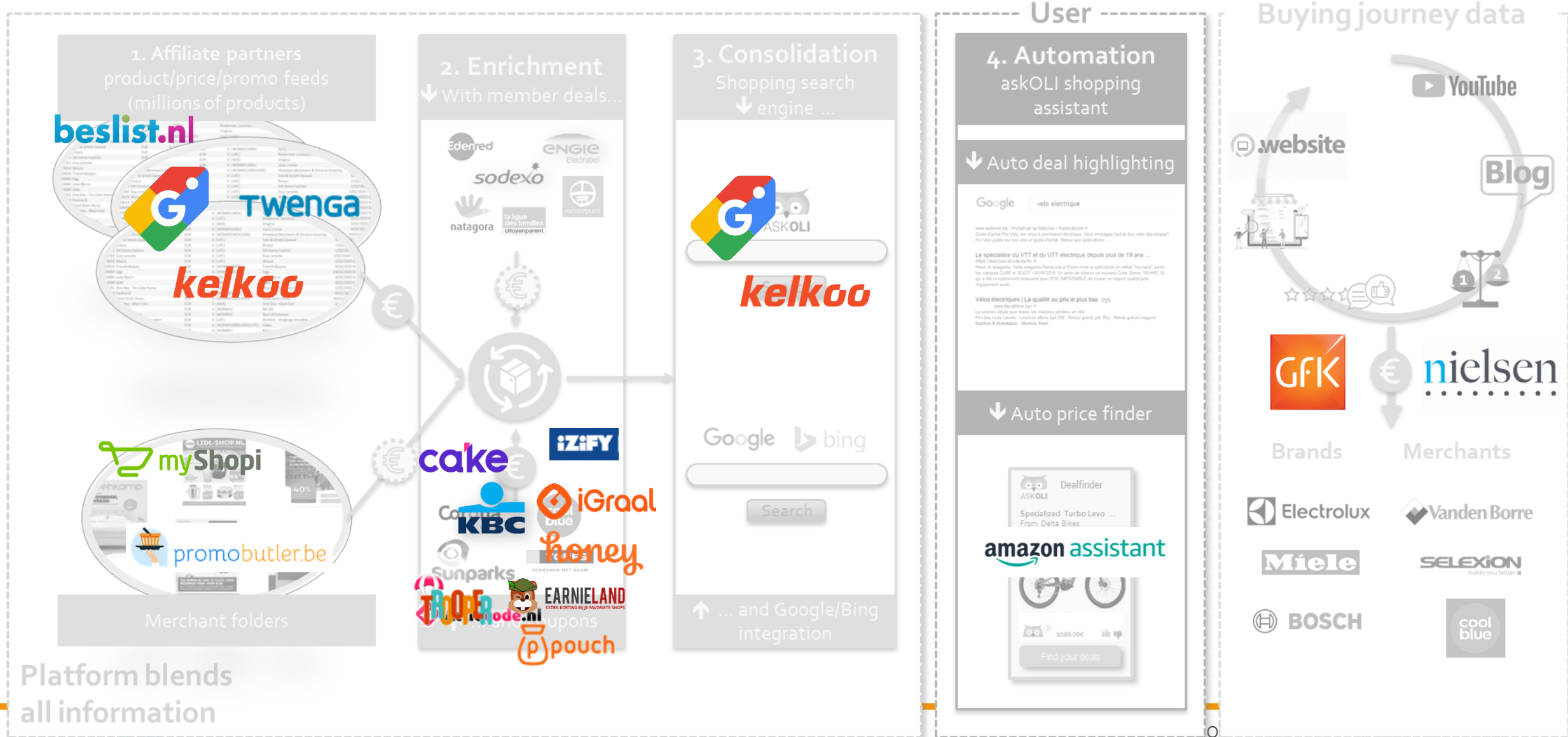
AskOLI investor pitch - May 2021 - Confidential

# What makes askOLI unique



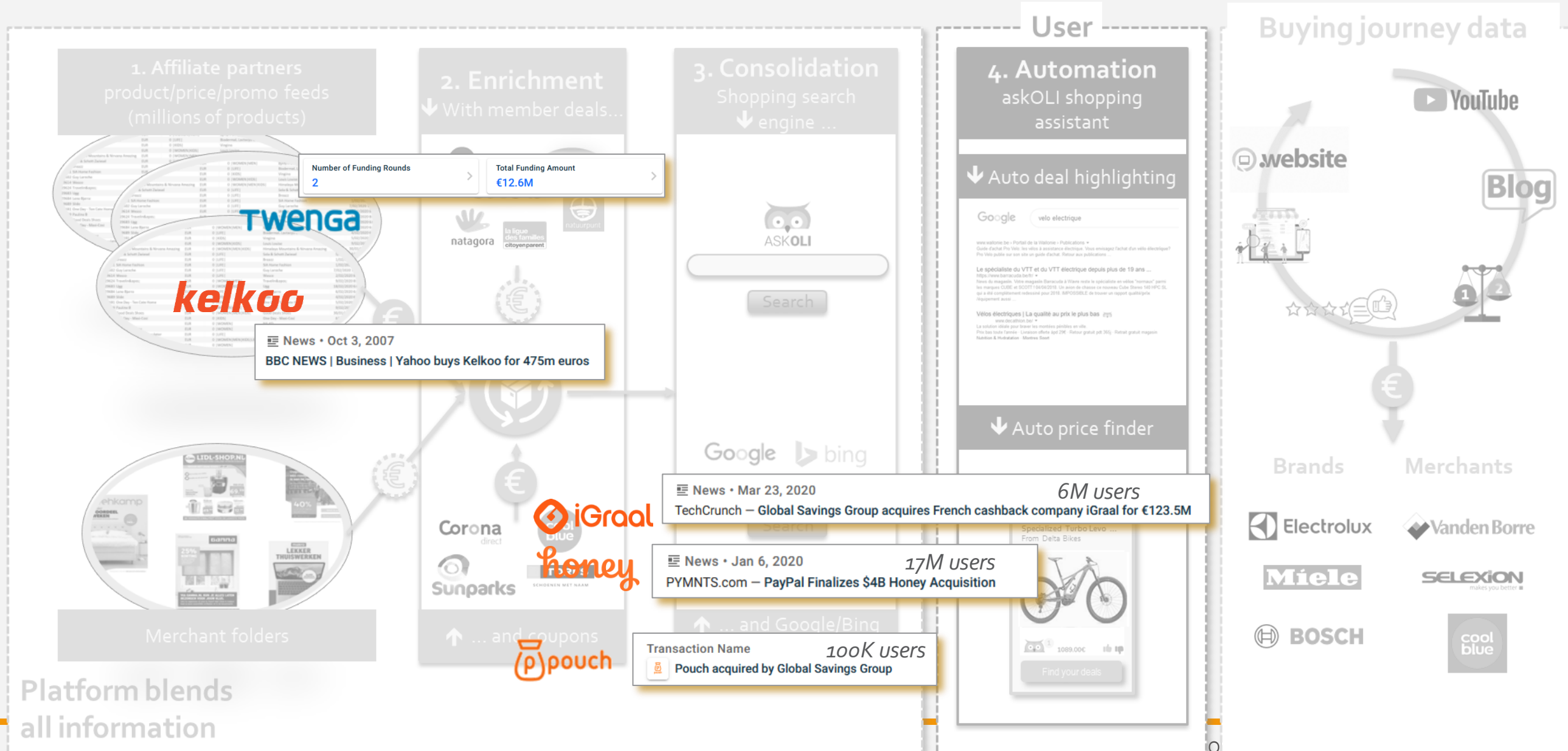
# The Competition

Supply-centered, not user centered, each in their own niche

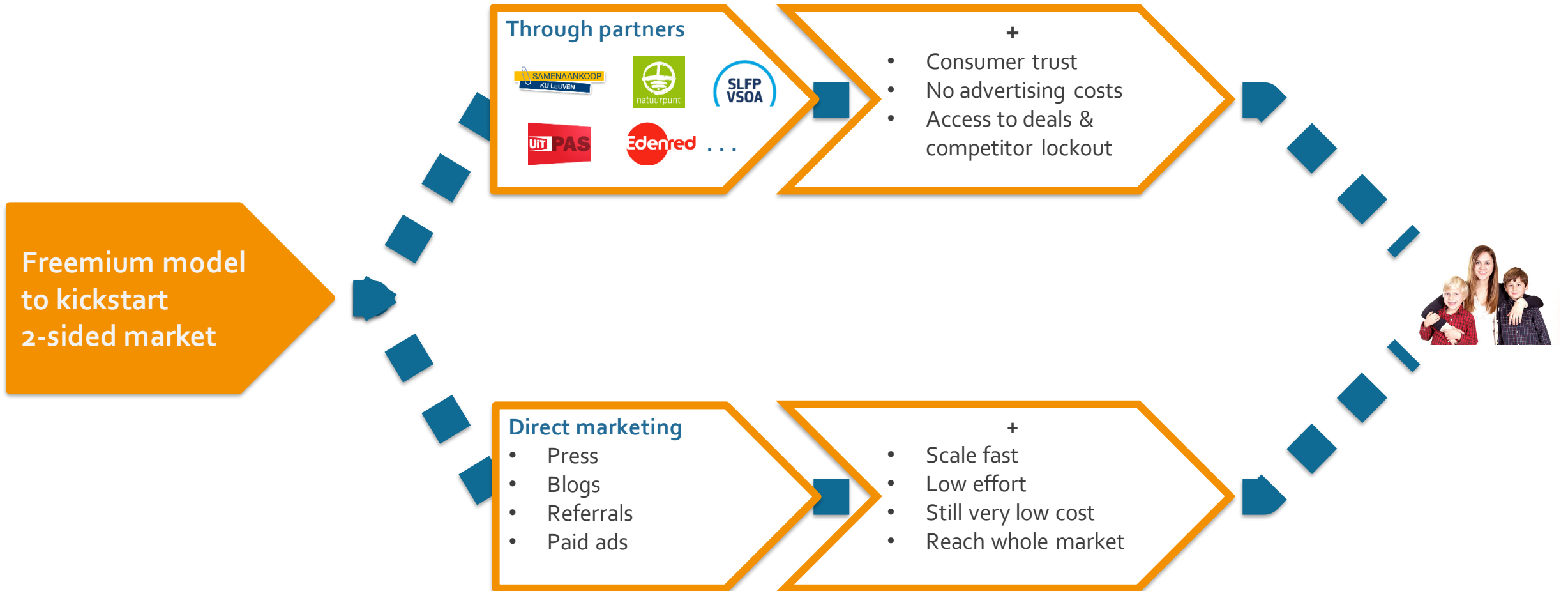




# They all serve just ¼ of consumer's needs But still very high exit valuations (Crunchbase)



# 2-track Go to market



# Who are our users and what do they get?



Largest segment is female,  
middleclass, 28-48 years



Save 1.000/year with **ZERO** effort



Recommended by organizations they trust



Other things they may find important  
(local shops, ...)

# Who are we?



**Luc Jacobs, Founder**

- Business development & strategy
- Marketing

#### Experience

- Bizdev, product marketing
- Startup experience
- Startup coach @imec.istart
- <https://www.linkedin.com/in/lucjacobsbe/>



**Benoit De Vos, Founder**

- Technical lead, development of the core platform & management of contractors
- HR

#### Experience

- Development
- E-business consultant
- <https://www.linkedin.com/in/bendev/>

Experienced, multilingual founders, 20+ years of experience,  
covering all from business, over tech to HR and startup operations.  
Now setting up a team

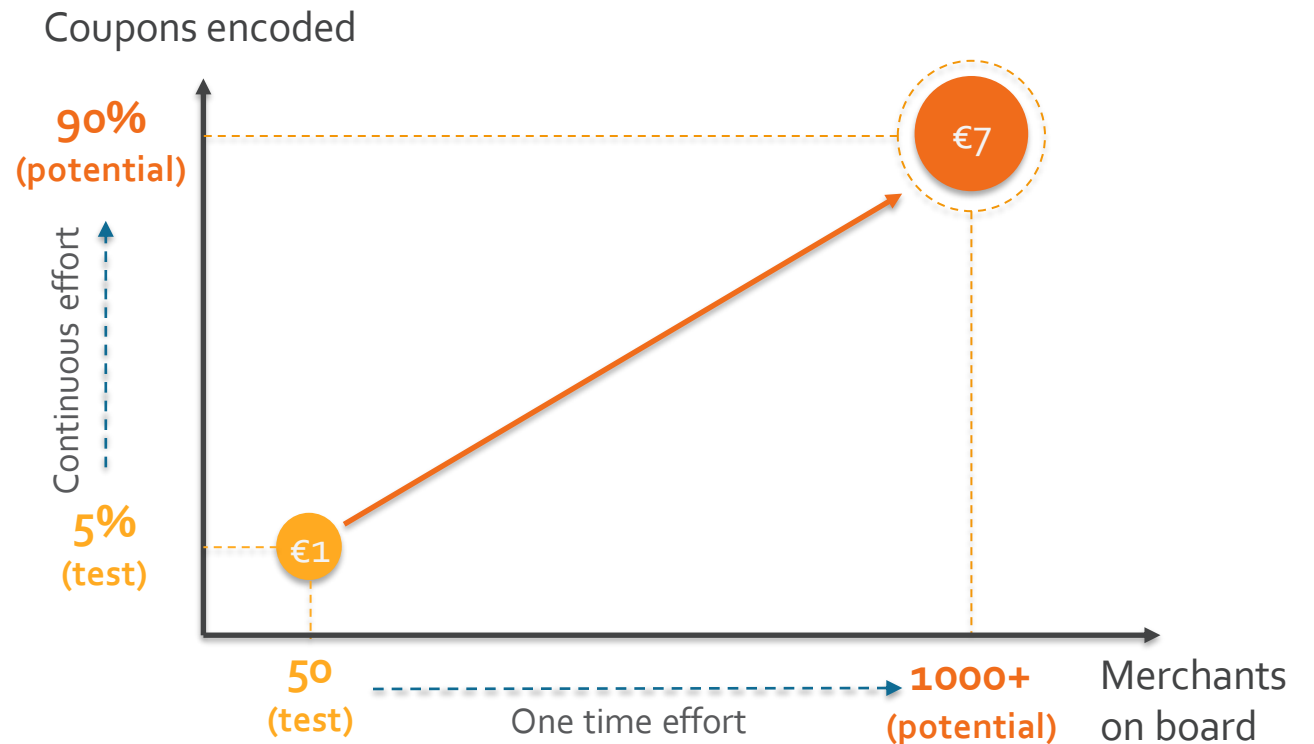


# The metrics say GO





€7 ARPU

€1 CAC

Validated with



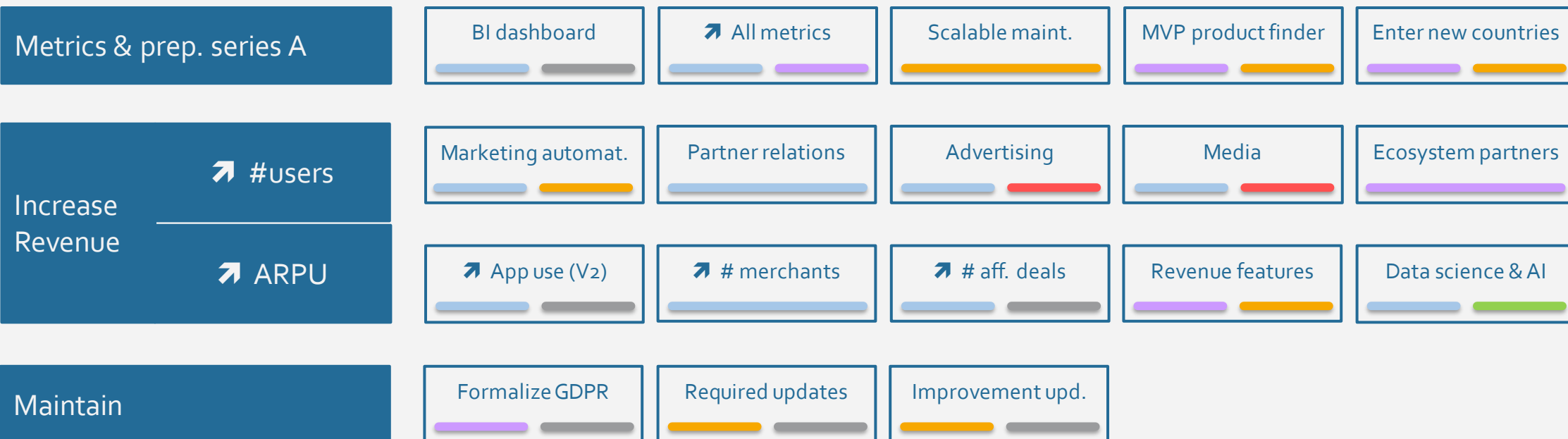
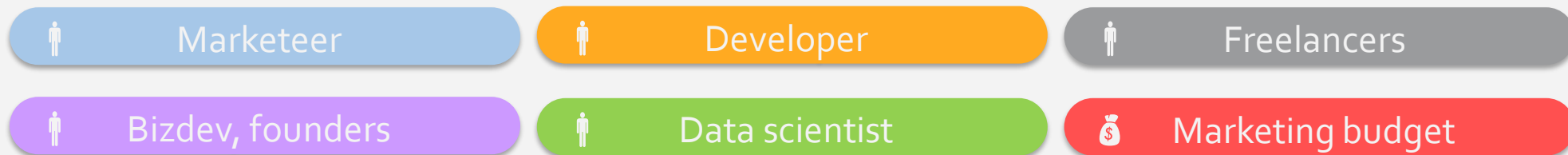
# Financial ask to scale, not to pivot

	 Past	 Y1	 Y2	 Y3
Equity	Searching product-market fit and pivoting done with >100K own funds + 50K preseed convertible	300 K€	Series A	
Loans & grants		50K€ + grants		
Users		100K	500K	1M (*)
Monthly Revenue		14K€	150K€	450K€ (*)



Smart money found for 150K€

# Use of funds





Traction: smart investors, smart partners, great metrics



We can achieve competitor lockout



Pivoting is behind us, we can start executing immediately

luc@askoli.net



To know more

# Some askOLI metrics



## Platform

>**40** Belgian advantage programs indexed

**50%** browser plugin,  
**50%** mobile app

**10.000** deals in database  
multiple of the substitutes

Browser extension used  
**every 2 days**



## Proof of interest



>**11M** deals signaled to users

**60%** opt-in for deal emails

**25.000** user accounts  
with hardly any ad spend

**6x** improvement  
in Pluspas / La Ligue pilots

Conversion rate >**25%**  
for compatible devices

CAC = ~**1€**  
3x better than a competitor's



**15%** of users come  
through word of mouth



## Business

Access to **millions** of  
partner products with  
commission

Already approved by  
**100** partner merchants

Revenue tests done  
Target ARPU per user = **7€**  
Confirmed by UK player

**50K €** pre-seed  
investment



>**100K €** personal  
investments by founders



ASKOLI