

SCANDALOOK

THE FASHION NETWORK





SCANDALOOK

C'EST QUOI ?



60%

des gens n'ont pas
d'inspiration
pendant le
shopping
en magasin





2/3

des clients
utilisent **Instagram** et
Pinterest pour
s'inspirer directement
en magasin via les
influenceuses



Mais il n'existe pas
de moyen
facile et rapide
pour lier un
vêtement avec
l'information digitale
directement en
magasin.





Il y a donc :

- **Perte de temps**
- **Frustration**
- Et une possibilité de **ne pas réaliser une vente** pour la marque ou de faire un **mauvais achat** pour le client



OPPORTUNITÉS





SOLUTION

Pas d'inspiration
pour porter ces bottes ?



Scanne le
code-barres

The first smartphone shows a product detail page for 'BOTTES PLATES GOMMÉES' from Zara, featuring a large image of a brown boot and a 'Voir sur le site du magasin' button.

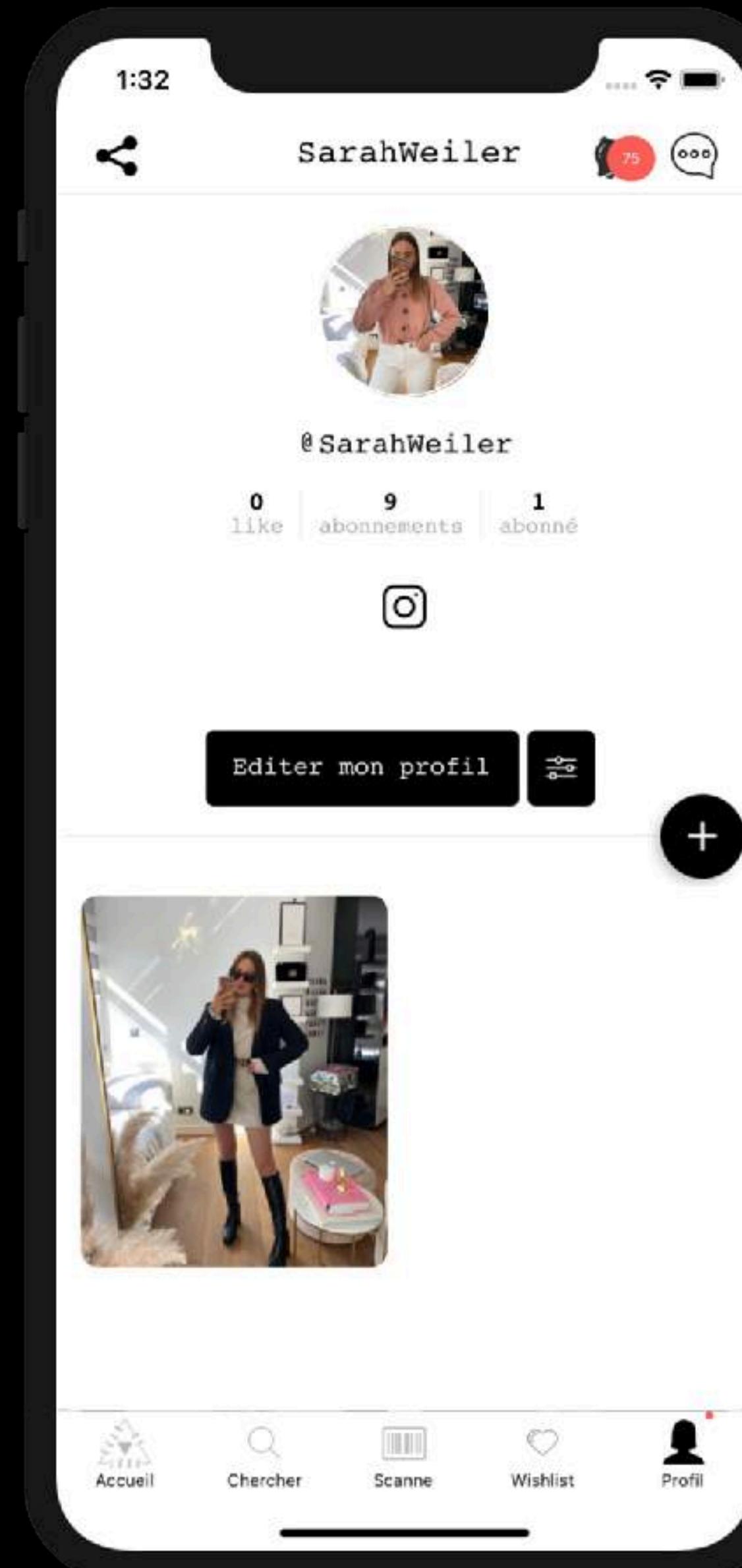
The second smartphone shows a grid of fashion looks titled 'Touz Ley LOOKS', each featuring a woman in various outfit combinations. It includes a 'Shop The Look' section and a link to an Instagram post.

The third smartphone shows a full-body photo of a woman wearing the same brown boot from the first phone, standing outdoors. It includes a 'Description' section and a link to an Instagram post.

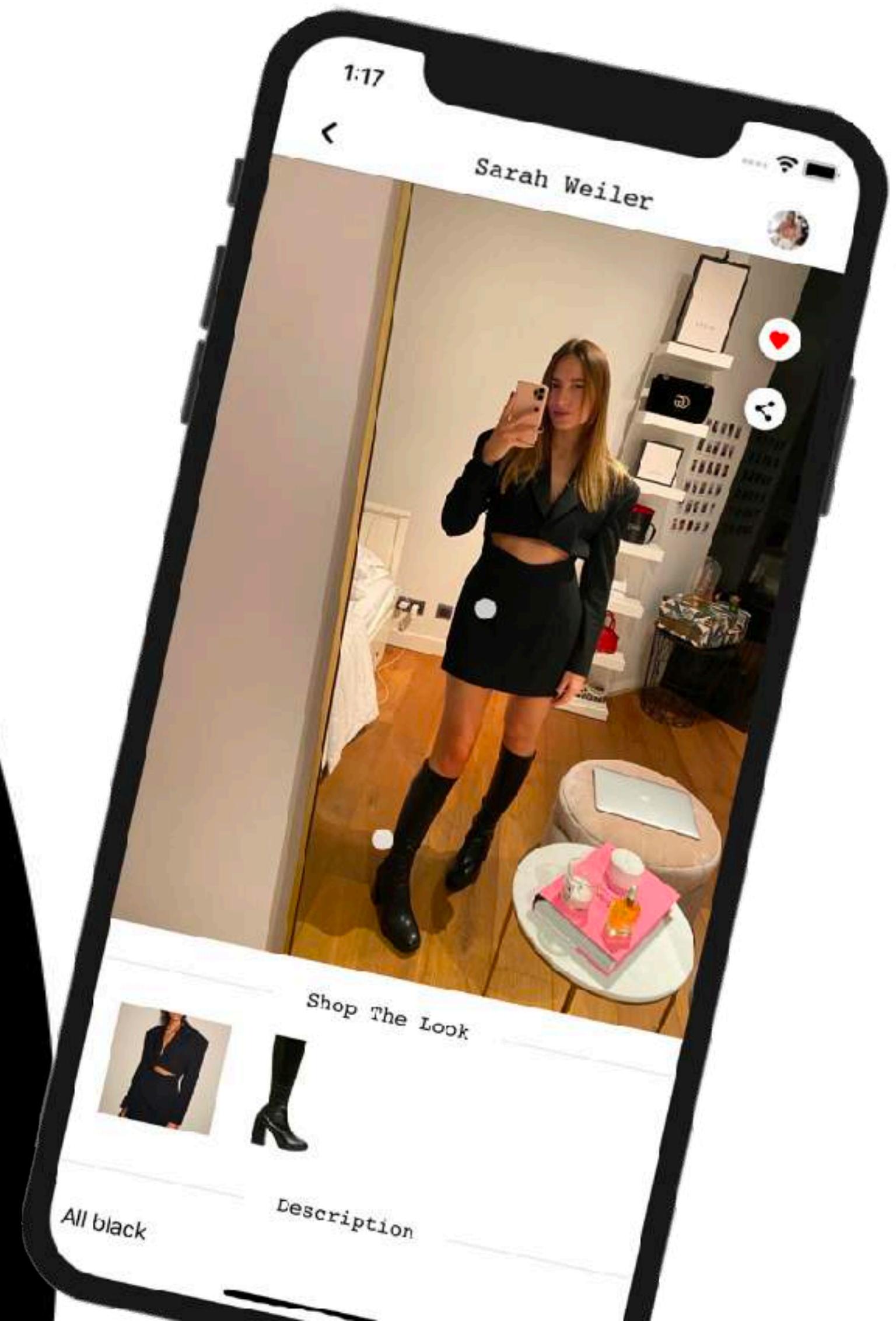
Et découvre tous
les looks des influenceuses
qui le portent



Chaque utilisateur
peut poster son look

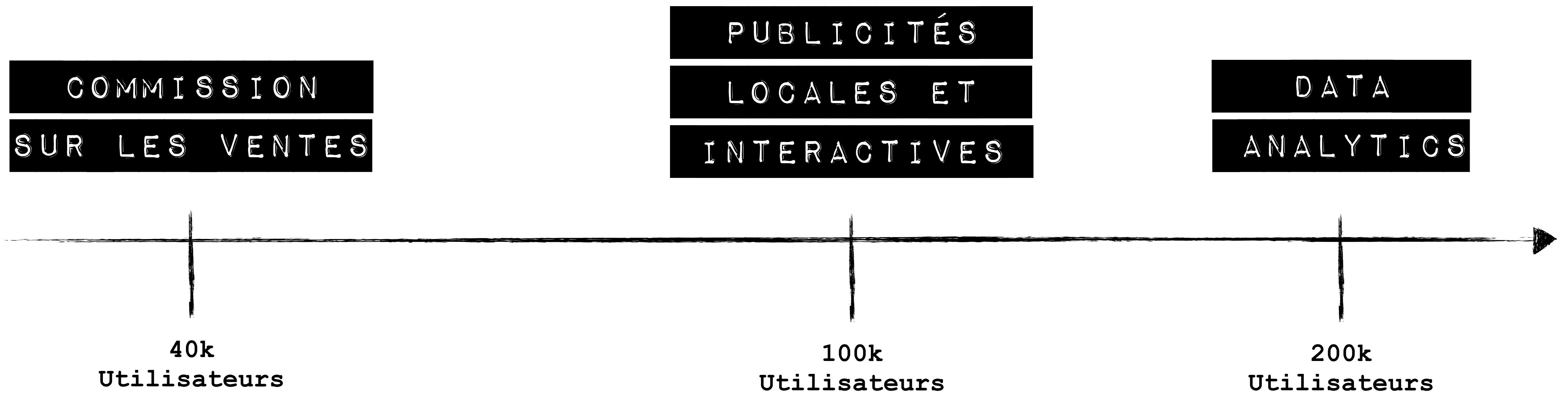


SOLUTION





BUSINESS MODEL(S)



- APP
- Web (Comparateur)
- Blog



BUSINESS MODEL(S)

COMMISSION SUR LES VENTES



MARKETING D'AFFILIATION

Grande marques internationales

PointCarré

~ 8% / vente

ZARA

MANGO

H&M

deBijenkorf



maje
PARIS

Achat en dehors de SCANDALOOK

AWIN

Trade^{doubler}

skimlinks™



BUSINESS MODEL(S)

PUBLICITÉS LOCALES ET INTERACTIVES

ACTIVATION MARKETING

- => Points / Classement
- => Coupons marketplace
- => "Web to store"



INFLUENCE "ON-SITE"

- => CRM d'influenceurs (Plateforme SaaS)
- => Recommendations vidéos
- => Booster les conversions en magasins



INFLUENCE "ON-PAGE"

- => CRM d'influenceurs (Plateforme SaaS)
- => Recommendations vidéos
- => Booster les conversions online





BUSINESS MODEL(S)

DATA ANALYTICS

180K€ / AN

Consumers' Behaviors:

- H&M** 11.23 am Scanned black boots
- H&M** 11.30 am Scanned patterned dress
- ZADIG & VOLTAIRE** 12.07 pm Liked flat platform boots
- ZARA** 12.52 pm Scanned blazer dress
- ZARA** 01.15 pm Scanned black flat platform boots
- ZARA** 01.30 pm Bought black flat platform boots

Products analytics:



Influencers' data:



Alison Toby
Belgium
FR
 18.2k
Engagement rate: 25%
Community: woman, fashion, high end, beauty

Alison's brand mix:

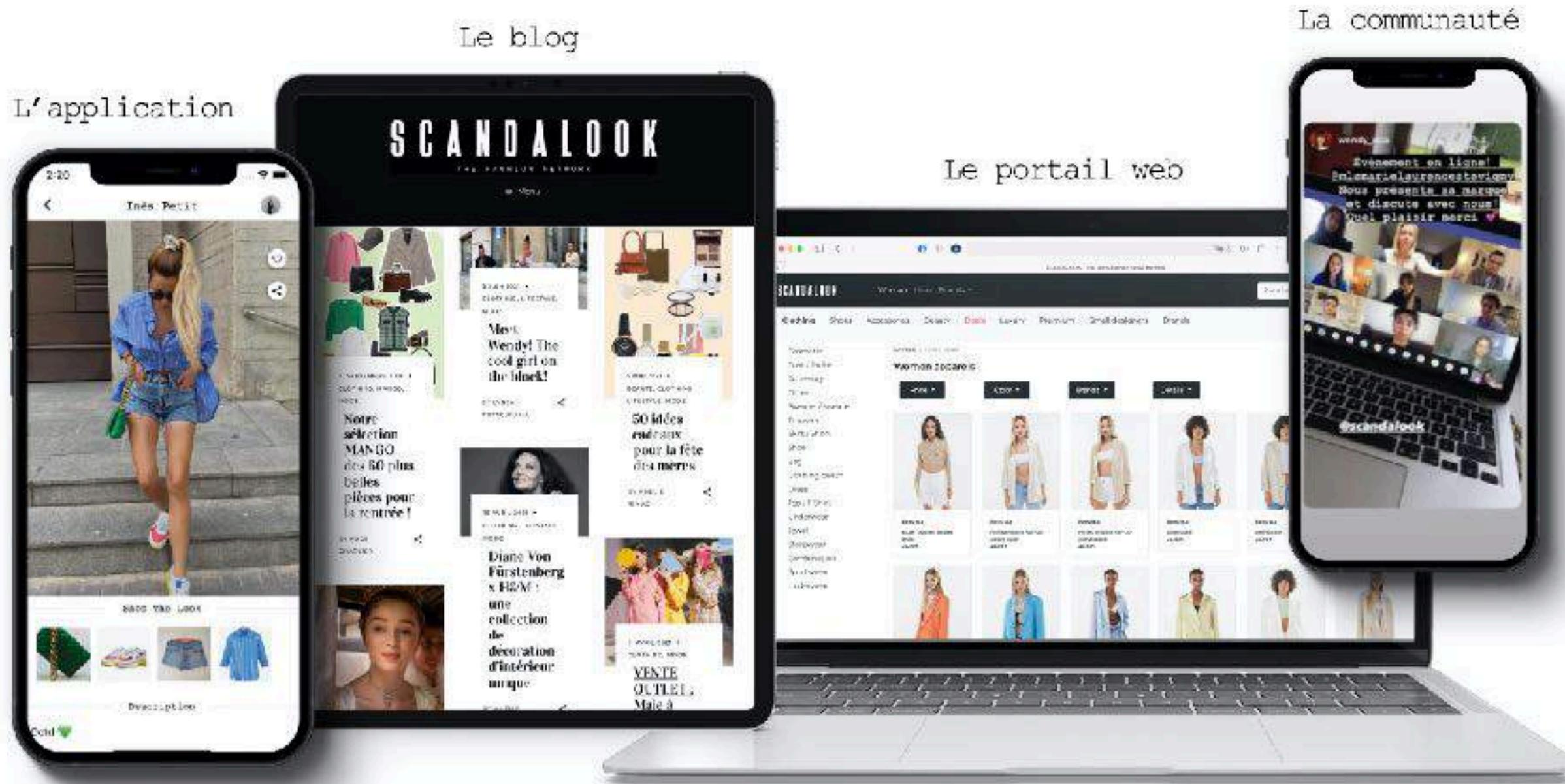




BUSINESS MODEL(S)

A Retenir: ce qu'on implémente dans les 6 prochains mois :

MARKETING D'AFFILIATION



INFLUENCE "ON-PAGE"





TAILO DU MARCHÉ

Utilisateurs potentiels

TAM:
2.3 bn

World Millennials + Gen. Z
Fashion addicts

SAM:
1.4 bn

Smartphone enabled,
willing to buy online

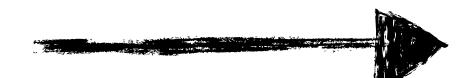
SOM:
134 mil

Young europeans
13 - 35 yr olds
Fashion addicts
following influencers
buying online



GO TO MARKET

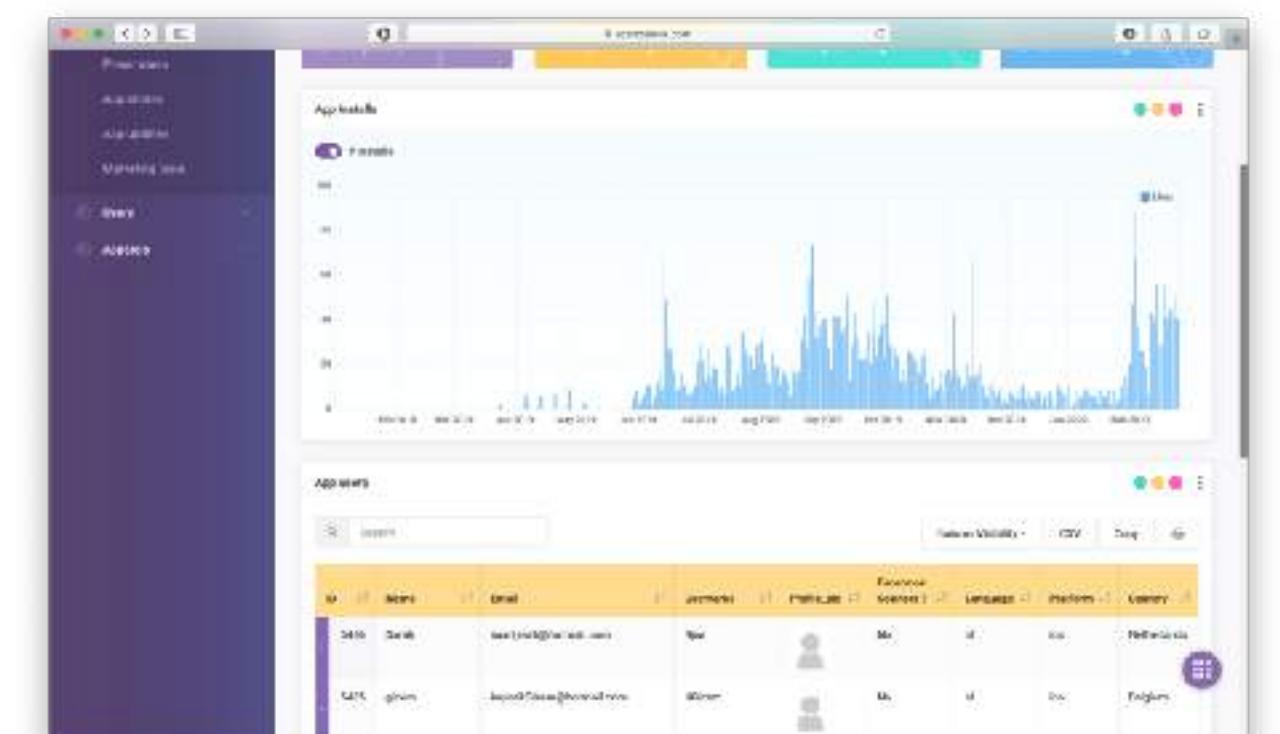
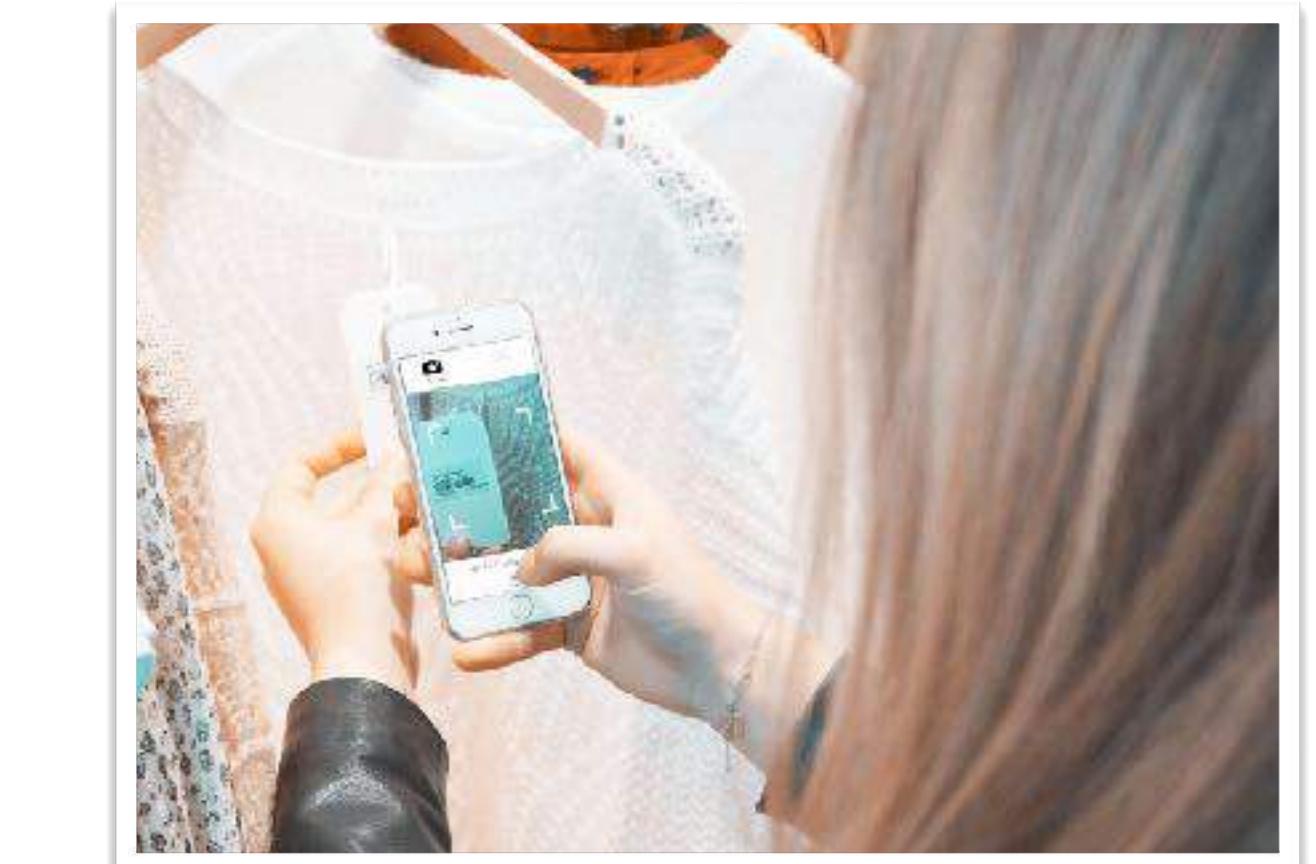
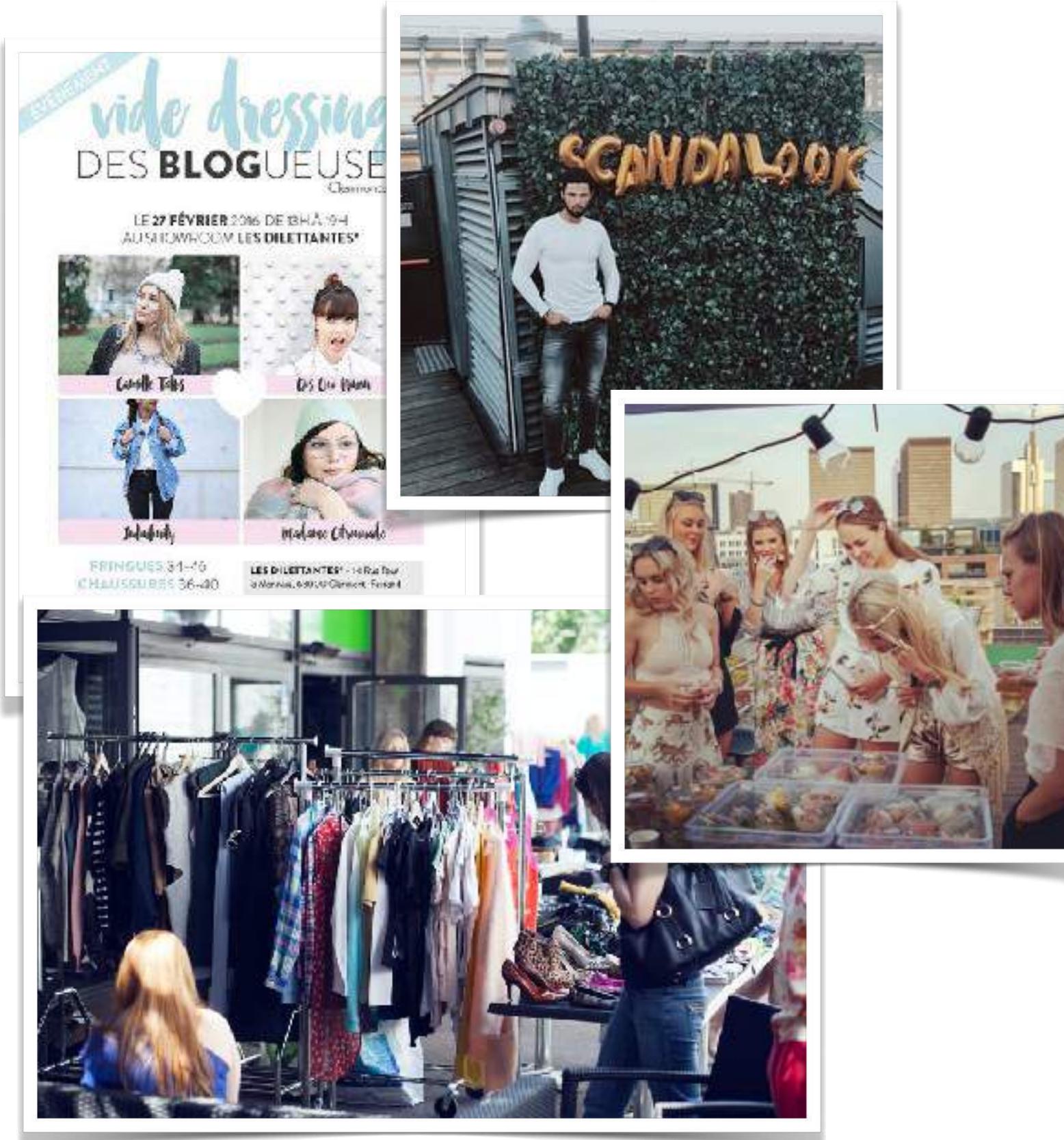
UTILISATEURS



INFLUENCEURS



MARQUES





THE FASHION TRIBE

40.000+ Utilisateurs
100+ Ambassadeurs officiels



NOS ANCIENS EVENEMENTS

Avant le COVID...

Soirées
influenceurs

+

Vide-dressings des
influenceurs
(Meetup entre influenceurs
et la communauté)

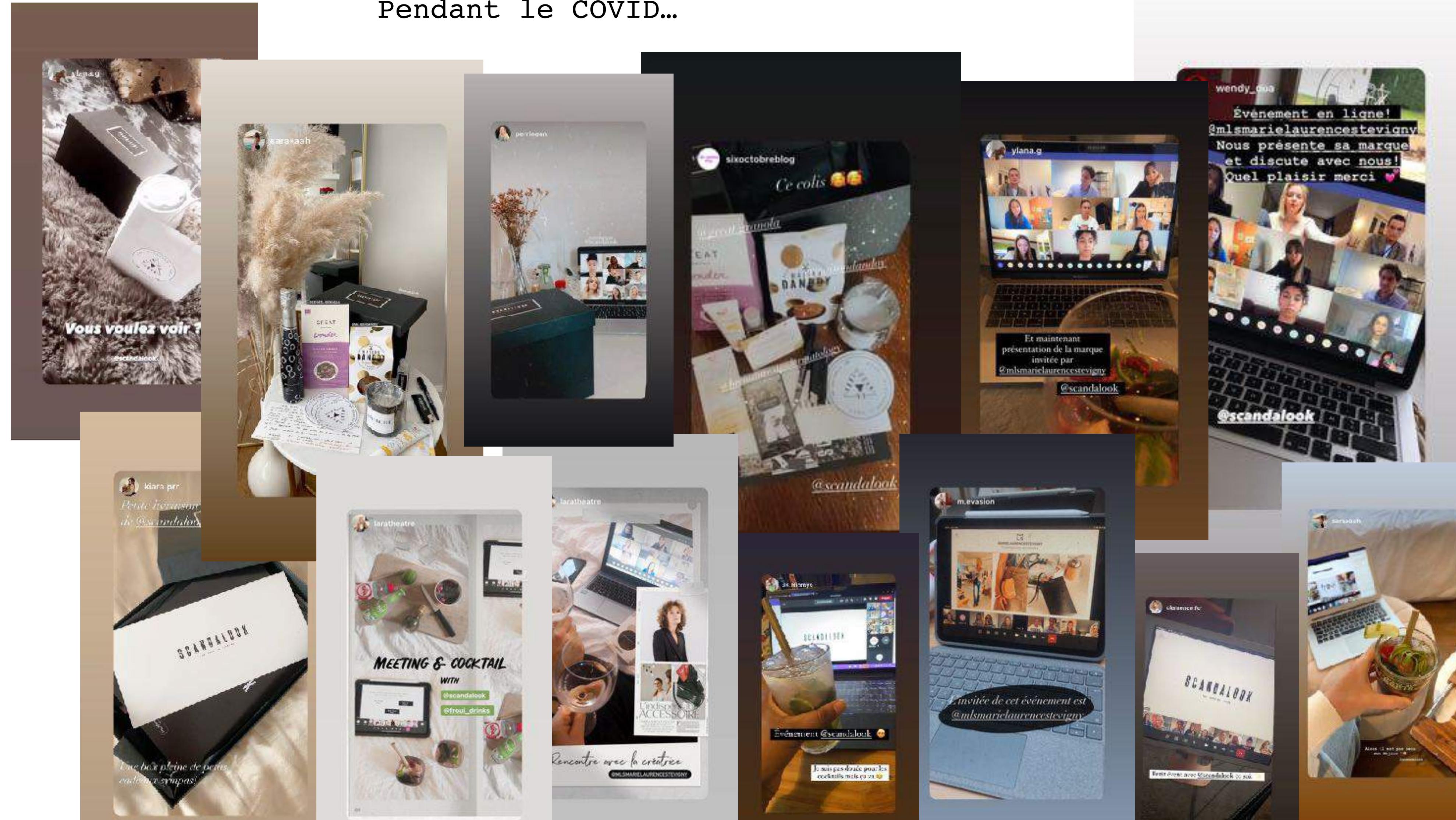




NOS ANCIENS EVENEMENTS

Soirée
online
“Influencers
meet
the Designer”

Pendant le COVID...





EVENEMENTS A VENIR



"House of Gucci" @ Kinepolis

@KinepolisBelgique
#Kinepolis
#KinepolisBelgium
#SafeAtKinepolis

#HouseOfGucci
#UniversalPicturesBelgium
@UniversalPicturesBelgium





ÉVÉNEMENTS À VENIR

En Décembre

Soirée
Physique
“Influencers
meet
the Designer”

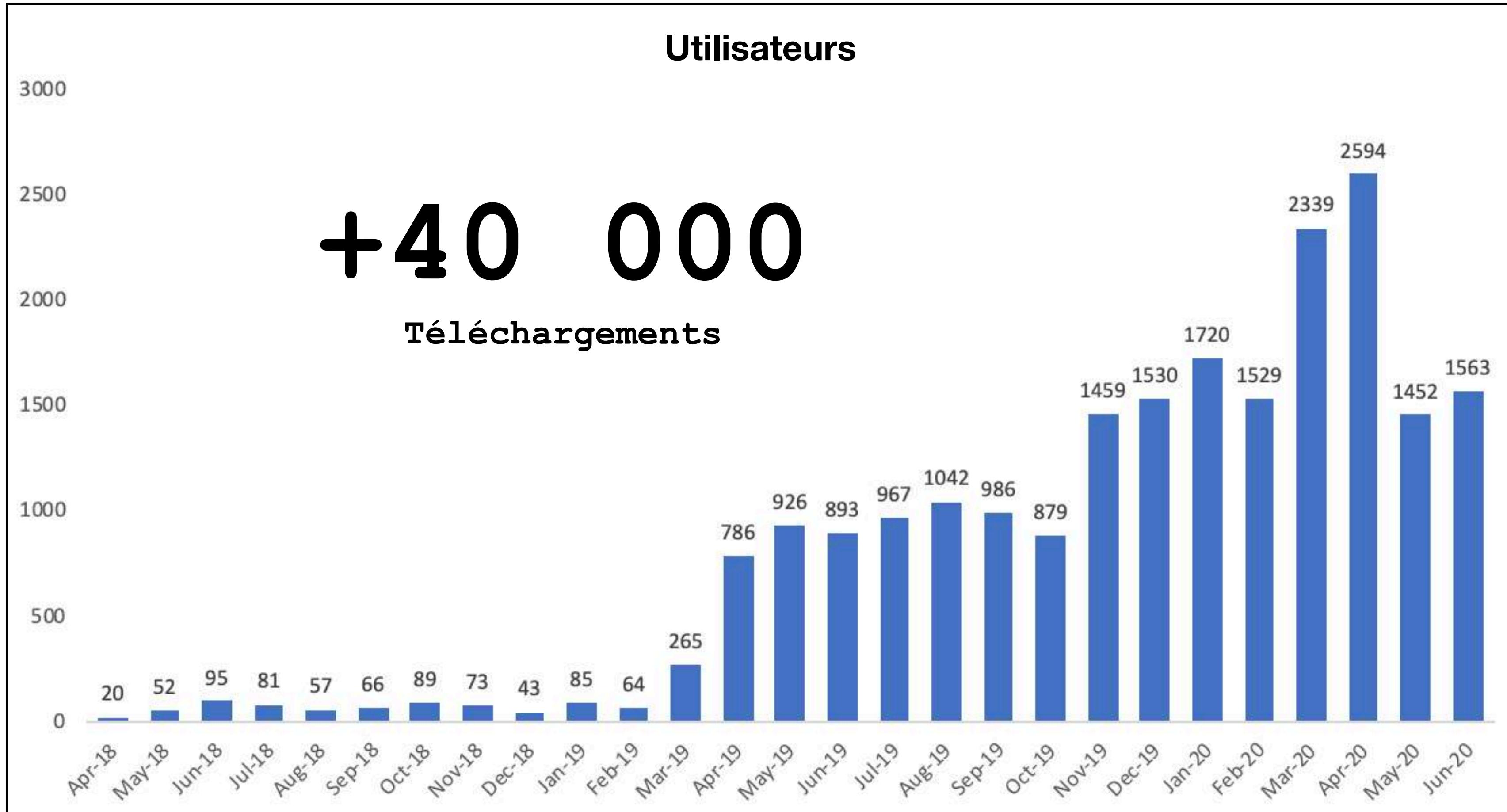


THEA
jewelry





GO TO MARKET



UTILISATEURS

BE, FR + NL

+3 000 MAU

Influencers

Genere du contenu +
Invite leurs communautés

Online ads

Avg CPA = 0.23€

Network effect

1 utilisateur
invite 5 autres



COMPETITION

Key competitors: 21Buttons / liketoknow.it

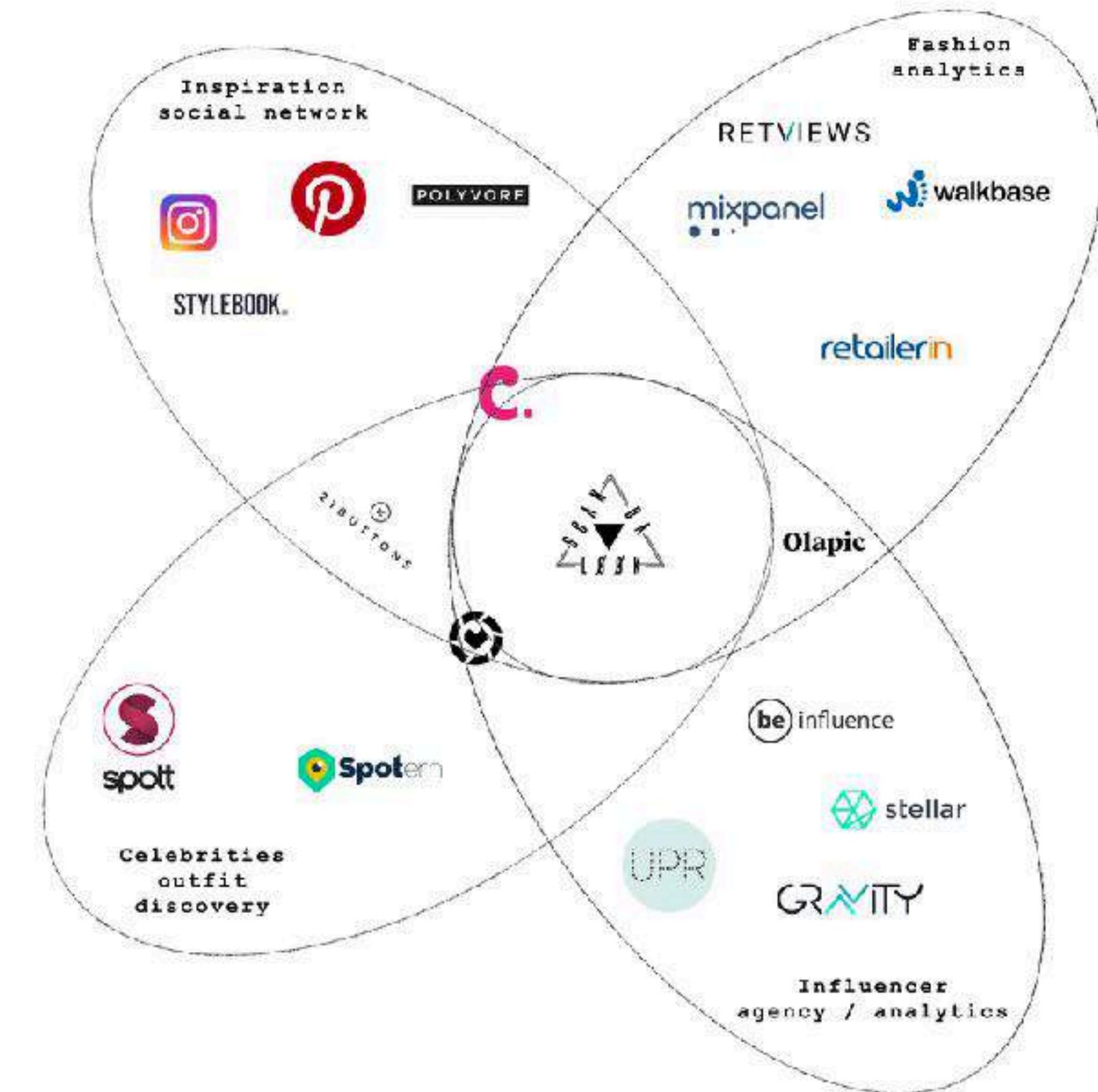
- Only affiliation marketing business model (Only B2C)
- No strong partnerships with brands, stores, ..
- No in-store inspiration (designed to be used at home)
- Not rewarding the final user (the shopper)
- Not including local fashion designers

SCANDALOOK competitive advantage:

- Historical data about fashion products
- Ongoing negotiation with fashion magazines
- Makes user captive by creating a wallet of rewards (the wallet is the opportunity cost of switching network)

Potential partners:

- Instagram, Pinterest, TikTok, ...
- Fashion Magazines: Elle, Vogue, ...
- Influencers agencies





MANAGEMENT TEAM

MAGALI SIMON



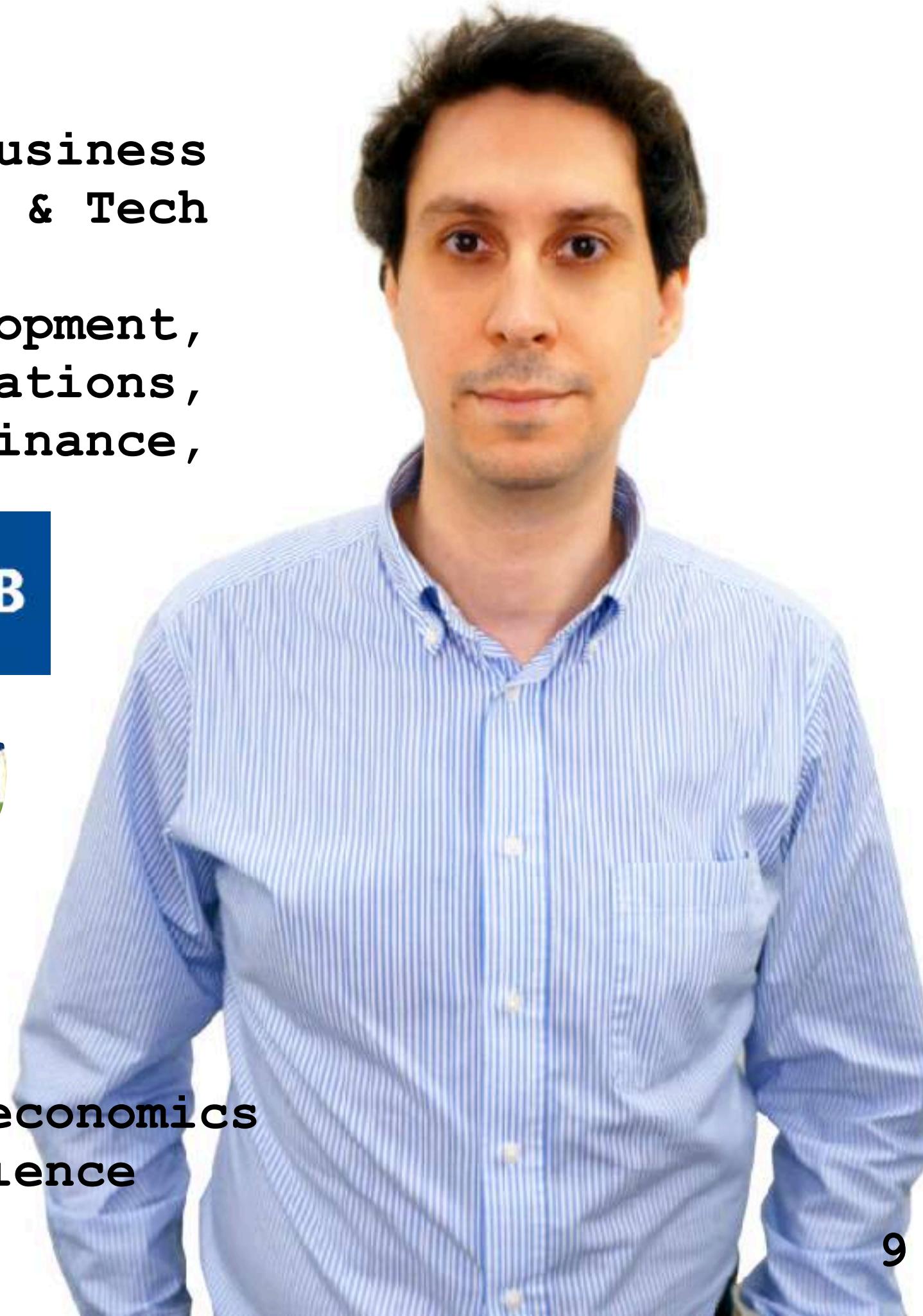
Marketing, Influence management,
Growth Strategies

Fashion, Branding
& Creative direction



Master in Pharmacy, UCL

NICOLAS BAROUD



Business
& Tech

App development,
B2B relations,
Finance,



- ULB Solvay, Msc. business eng.
- ULB Solvay, Bsc. business eng.+ economics
- VUB, Msc. in applied computer science
- HELB, Bsc. in cinematography



FINANCIAL PLAN

Profit & Loss:

	Yr 2022	2023	2024
Revenues	143.321 €	1.719.839 €	6.713.038 €
Affiliation Marketing	101.821 €	166.139 €	563.038 €
Influence "On-Site"	300 €	31.200 €	300.000 €
Influence "On-Page"	21.600 €	720.000 €	1.440.000 €
"Web-to-Store" rewards	19.600 €	262.500 €	810.000 €
Data analytics SaaS	- €	540.000 €	3.600.000 €
Cost of goods solds	- 5.911 €	- 9.000 €	- 24.000 €
Influencers remuneration	- 5.911 €	- 9.000 €	- 24.000 €
Margin	137.410 €	1.710.839 €	6.689.038 €
Fixed costs	- 241.644 €	- 1.928.864 €	- 6.388.980 €
IT	- 7.644 €	- 59.576 €	- 167.152 €
Marketing	- 25.000 €	- 780.000 €	- 3.520.000 €
Others	- 22.700 €	- 224.860 €	- 458.120 €
Salaries (employees + directors)	- 186.300 €	- 864.428 €	- 2.243.708 €
EBITDA	- 104.234 €	- 218.024 €	300.058 €
Amortization	- 6.416,67 €	- 24.416,67 €	- 41.166,67 €
EBIT	- 110.650,92 €	- 242.441,05 €	258.890,97 €

Sources of revenues (projected) :

Interactive ads:
(influence "on-site" + "on-page" + "web-to-store")

Influence "On-Site"			
App	Total 2022	2023	2024
Total of clients A	45	250	1200
Total of clients B	5	10	20
Total of clients C	0	2	3
Total of clients D	0	1	2
Total of clients E	0	0	1
MRR Client A (100 scans / month)	- €	- €	- €
MRR Client B (1k scans / month)	20 €	20 €	20 €
MRR Client C (10k scans / month)	200 €	200 €	200 €
MRR Client D (100k scans / month)	2.000 €	2.000 €	2.000 €
MRR Client E (>1M scans / month)	20.000 €	20.000 €	20.000 €
Revenue for Clients A	- €	- €	- €
Revenue for Clients B	300 €	2.400 €	4.800 €
Revenue for Clients C	- €	4.800 €	7.200 €
Revenue for Clients D	- €	24.000 €	48.000 €
Revenue for Clients E	- €	- €	240.000 €
Total	300,00 €	31.200,00 €	300.000,00 €

Influence "On-Page"			
App	Total 2022	2023	2024
Mean basket	150,00 €	150,00 €	150,00 €
Number of magazine readers	360000	600000	600000
Number of magazine we are in	2	5	10
% of buyers	1%	2%	2%
Revenue for the brand	270.000 €	9.000.000 €	18.000.000 €
fee for SCANDALOOK	8%	8%	8%
Total	21.600,00 €	720.000,00 €	1.440.000,00 €

"Web-to-Store" rewards (partners put coupons on App, pay when exchanged with points)			
App	Total 2022	2023	2024
Number of partners	600	1500	3000
Coupons / partners	100	1000	1000
Price per coupon	0,50 €	0,50 €	0,60 €
Exchanged coupon (activated)	30%	35%	45%
Total	19.600,00 €	262.500,00 €	810.000,00 €

Affiliation Marketing:
(from the App, the blog and a web portal)

Affiliation Marketing			
App	Total 2022	2023	2024
Users	582.077	1.500.000	3.000.000
Buyers (among users)	5.821	15.000	30.000
Mean basket	50 €	60 €	80 €
Total revenues of sales	591.091,69 €	900.000,00 €	2.400.000,00 €
Fee earned by SCANDALOOK	15%	15%	20%
Total	82.775,38 €	135.000,00 €	480.000,00 €
Blog and web portal			
Total 2022			
Users	172.995	345.990	518.985
Buyers (among users)	1.730	3.450	5.190
Mean basket	50 €	60 €	80 €
Total revenues of sales	131.251,86 €	207.594,14 €	415.188,28 €
Fee earned by SCANDALOOK	15%	15%	20%
Total	19.045,28 €	31.139,12 €	83.037,66 €
Total: APP + Blog + Portal			
Total 2022			
App	82.775,38 €	135.000,00 €	480.000,00 €
Blog + Portal	19.045,28 €	31.139,12 €	83.037,66 €
Total	101.820,67 €	166.139,12 €	563.037,66 €

Data Analytics SaaS:

Data analytics platform (SaaS)			
App	Total 2022	2023	2024
Subscription (yearly)	0	2	5
Price (annual)	180.000 €	360.000 €	720.000 €
Total	- €	540.000,00 €	3.600.000,00 €



DEAL



spreds

25k€ + 50k€ + 200k€

Digital Attraxion

Business angels
en direct

Business angels
via Spreds

Objectives:

GROWING THE USER BASE:

Online advertising
Influencers meetings

Events

ATTRACTING ANALYTICS CLIENTS:

Hiring 2 employees
(Marketing + Tech)



ONE LAST THING

Partenariat exclusif entre Edition Ventures (Marie-Claire, Elle Be, L'officiel, ...) et SCANDALOOK pour promouvoir des designers Belges chaque mois et toucher une commission sur les ventes affiliées



Edition
v e n t u r e s

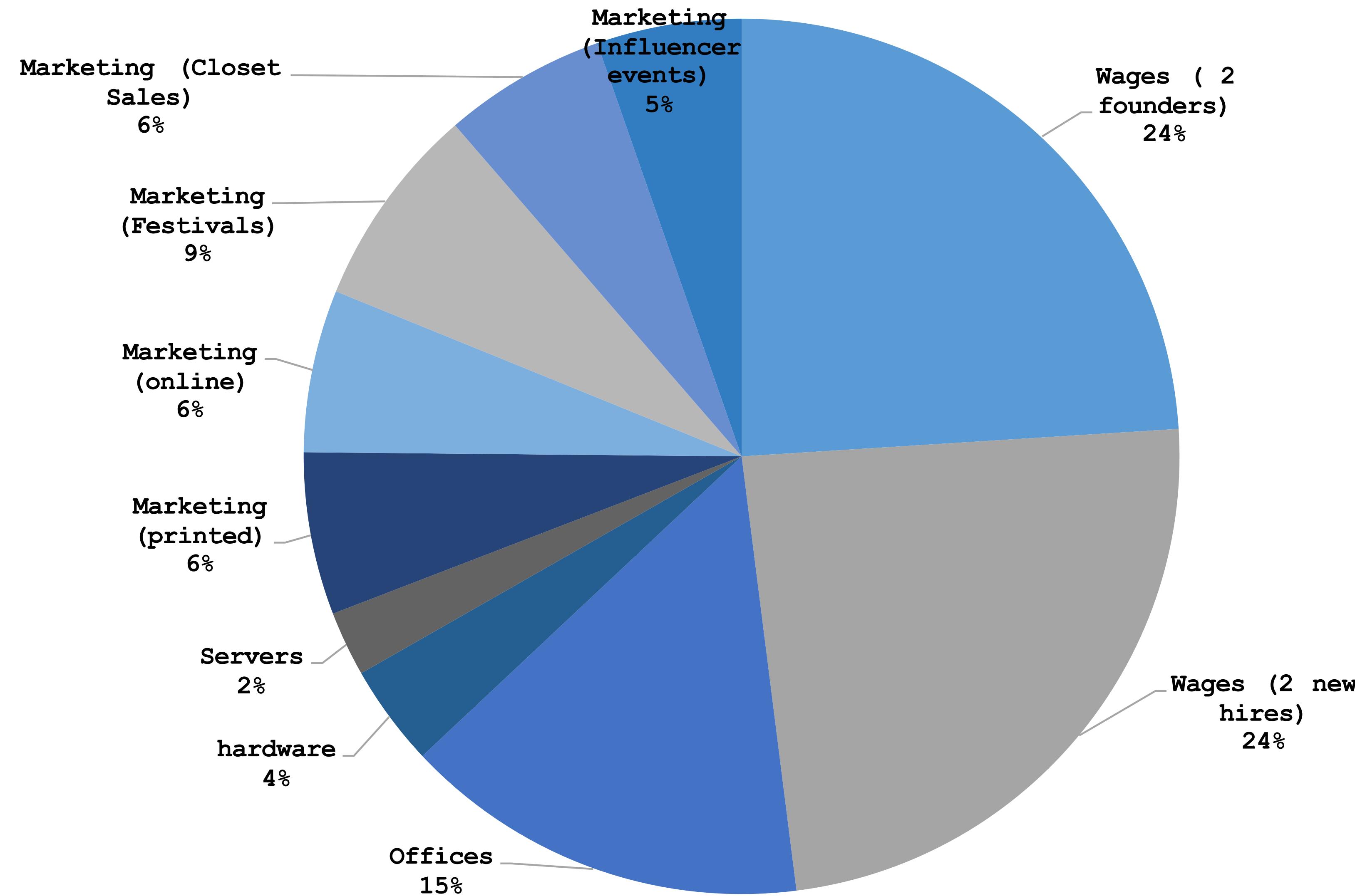




B A C K U P



USE OF FUNDS





CONTACT

Nicolas Baroud
+32 (0) 497 203 202
nicolas@scandalook.com



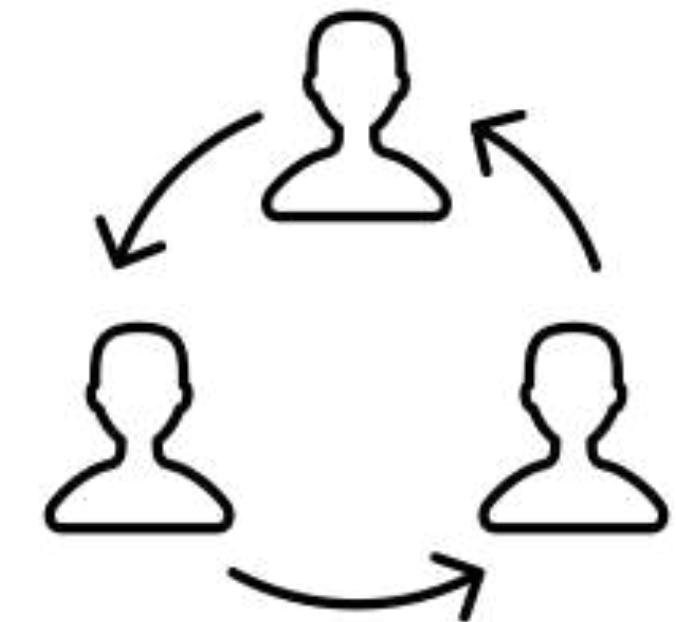
COVID - 19 IMPACT



More
downloads



Intensive usage
of SCANDALOOK
in stores to
get inspiration



Rise of
Social
shopping



MARKET SIZE

data analytics platform + local ads

TAM:
€450Bn+

Global marketing
budget in fashion

SAM:
€12 . 7Bn+

Influencer Marketing

€6 . 5Bn+

Predictive Marketing

€6 . 2Bn+

SOM:
€250Mn

Serviceable by
SCANDALOOK

Intl. fashion brands
HQ in EU
Working w/ influencers
Innovative