

Welcome to Top Town!

Are you ready for a tour?



- Top Town **is the new 360° city guide** that presents local businesses in a unique online environment!
- Top Town **selects , hosts & upgrades **only**** the TOP businesses, by profession and geographical location!



Our vision

- ✓ To **strengthen** the viability of local entrepreneurship.
- ✓ To **develop** the quality of services through healthy competition.
- ✓ To **highlight** the top local businesses.
- ✓ To **provide** valid information to our users.
- ✓ To **make** the world a better place by offering meaningful solutions for both businesses and users.



What is the problem? Nowadays...



there is **excessive** online information with questionable validity



there is **lack** of fair promotion & presentation of local businesses



strong online presence of businesses **costs** precious time & money



the market **is deprived** of objective rating reward system

Some research that helped us find the solution!



94% are using the internet
(regardless of frequency)

Focus on tech life by Focus Bari

A recent research which was conducted on **10.000 people** between the ages of 13-74 the period January-March 2021 in Greece, showed:



90% own a smart phone



87% are using the internet
via mobile phone (& 81%
daily)



68% are e-shoppers
(between the ages of
18-54)



78% are using social media
(72% daily users)

So, here is what we do in Top Town to solve it:



We work to facilitate our users by presenting **targeted & reliable** services



We evaluate the promotion needs of each business & recommend the **value-for-money** plan



We provide an **easy, interactive & elegant** profile management system for both user and business



We offer **valuable information** quickly & easily while earning rewards with every action

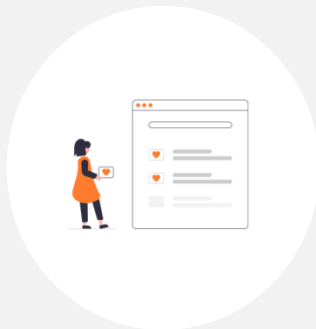
How we do it? Take a look as a user:

The top businesses in the city in one place! Wouldn't you like to know?



Easy & fast search

Find the top businesses in town that meet your needs!



Your ratings count

By sharing useful information you earn valuable points!



Top Town rewards you

Redeem your points and receive unique gifts and discounts!

Are you a top business? Join us... why?

Easy business registration and profile management

Smart **upgrade** profile options according to your needs



Who wouldn't like
to be in the Top
choices of the
city?

Access to quality display options to thousands of users

Increase brand awareness and sales

Who are we addressing to?

Top local businesses & professionals operating in the most commercial sectors of everyday life.



Our platforms

Top Town for users

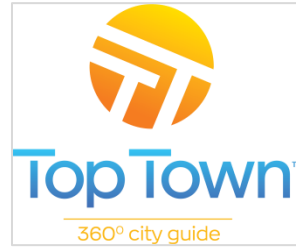
Browse, register & earn points



toptown.gr



Top Town App



Top Town for business

Information, profile management, pricing



business.toptown.gr



Top Blog

Articles, interviews, presentations etc.



toptown.gr/blog



Our competition

Top Town has **no direct competitors** since there are no similar platforms using our technology & features. However, it can be interrelate indirectly with:

Features	Tripadvisor	Xo.gr	Vrisko.gr	Foursquare	E-table	Top Town
directory	✓	✓	✓	✓	weak	✓
presentation	✓	weak	✗	weak	✓	✓
ratings	✓	✗	✗	✓	✓	✓
rewarding system	✗	✗	✗	✗	✓	✓
profile management	✓	✗	✗	✓	weak	✓
upgrade options	weak	✓	✓	weak	weak	✓
blog	✓	✗	✗	✓	✓	✓
OVERALL	Globally recognized	Local leader	Basic	Weak	Visionary	TOP

But we have many aces up our sleeve!

Fair business presentation via
our verified algorithm &
internal research



Easy and interactive business
and user profile management
system



Meaningful & motivational
reward point system
for users



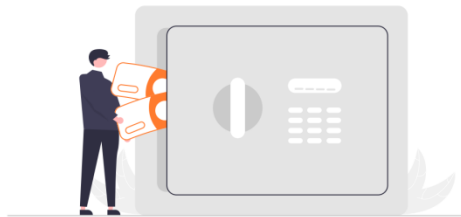
Opportunities for business
development utilizing 360°
marketing services



It is the only guide for
Top local
businesses



How we make money



Online subscriptions & recurring sales

BASIC (free) - Basic presentation of the business.

PRO (17,95€/month) - Enriched version of Basic Plan.

TOP (47,95€/month) - Top Town's full plan.

Direct Sales – Special marketing services

We offer **to new & existing** customers a variety of specialized promotional services according to their needs.

Advertising & Sponsorships

Top Town has designed **specific paid ad spaces** in several pages in the platform & blog of relative content.

The Market... But sky is the limit!

Types of
businesses
114

Operating
areas(**Attica**)
51

~ 60.000
businesses

Based on the available statistics and Top Town's operations.

Therefore, we want to grow!

2022

Add smart **booking system**

Scale to sales

Increase in number of
businesses & operating
areas

Raise brand awareness

Sponsorship agreements

2023

Tech development of the
platform & mobile app

Add more **categories**

Top Town **exhibition** &
award event

Establish trusted
partnerships

All the **actions** that have
been reported the year
2022

2024+

Nationwide **expansion**
and entry into the Balkan
market

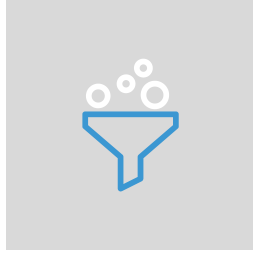
Update our **design**

Add **travel** guide features

All the **actions** that have
been reported in the
previous years

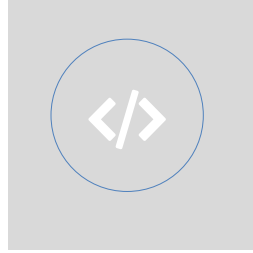


But people must learn about us first



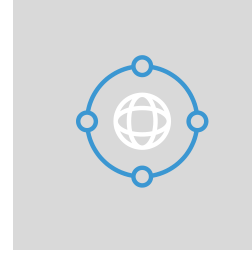
Direct Marketing

- › Direct sales
- › Targeted opt-in email lists
- › Networking events
- › Social & Google Ads



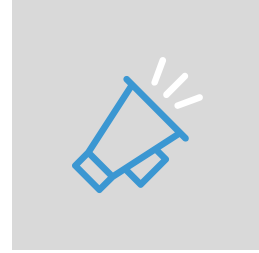
Platform & App

- › User & Business landing pages
- › Referral marketing
- › Rewarding System
- › E-commerce



SEO & SEM

- › Organized search
- › Optimized page mark up
- › Social media outlets
- › Blog Content



Press & Media

- › Advertorials (digital & printed)
- › Interviews
- › Radio placements
- › Testimonials

Our calculations at a glance

TopTown Financial Projections					
	<u>Year 1</u>	<u>Year 2</u>	<u>Year 3</u>	<u>Year 4</u>	<u>Year 5</u>
Revenues	84.580,00 €	360.400,00 €	1.138.950,00 €	4.073.500,00 €	6.797.000,00 €
Direct Costs	16.916,00 €	72.080,00 €	227.790,00 €	814.700,00 €	1.359.400,00 €
Total Sales and Marketing	100.000,00 €	150.000,00 €	200.000,00 €	250.000,00 €	150.000,00 €
Gross profit before overhead	-32.336,00 €	138.320,00 €	711.160,00 €	3.008.800,00 €	5.287.600,00 €
R&D	34.000,00 €	57.500,00 €	86.250,00 €	121.875,00 €	141.210,00 €
G&A	195.000,00 €	293.600,00 €	404.480,00 €	538.557,00 €	680.386,65 €
EBITDA	-261.336,00 €	-212.780,00 €	220.430,00 €	2.348.368,00 €	4.466.003,35 €
<i>EBITDA Margin</i>	(309,0%)	(59,0%)	19,4%	57,6%	65,7%
Net Income	-193.388,64 €	-157.457,20 €	163.118,20 €	1.737.792,32 €	3.304.842,48 €
<i>Margin</i>	(228,6%)	(43,7%)	14,3%	42,7%	48,6%

What we have achieved so far:

Top Town was
founded in **July 2021**

From January 2022
we have registered
1000+ businesses

We have created **3**
operating platforms
(for users, businesses
& blog).

April 2022: Available
mobile app
(ios & Android)

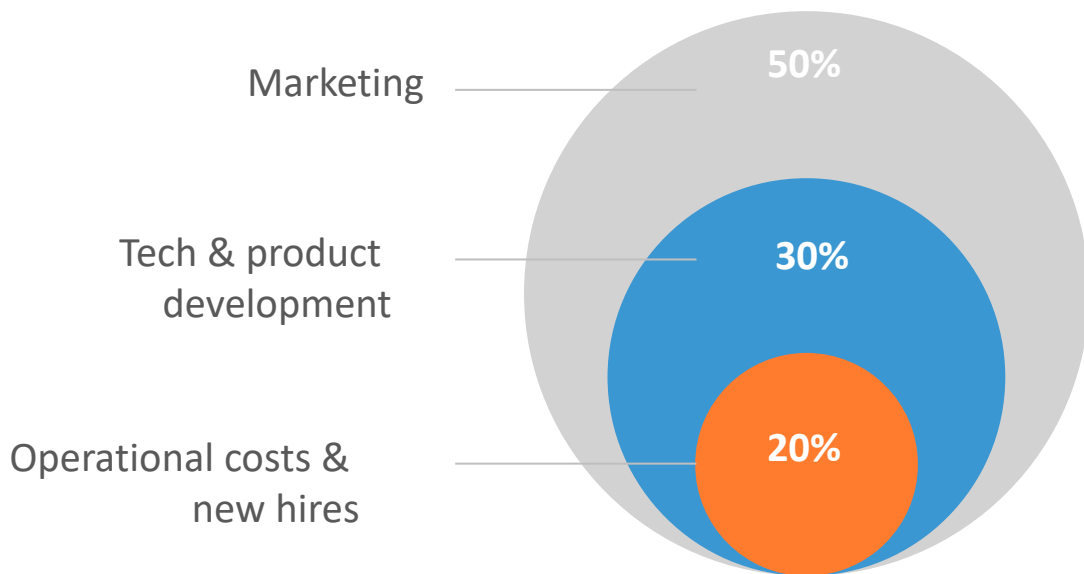
Invested so far:
30.000€
(angel investment)



Guess what? It's funding time!

We need money to keep going...

★ Ask us
about our
financial
plan



18 month runway for **500.000€**

Can't wait to meet us?



George

Molindris

(The Inspirer)

Founder & CEO

★ Marketing

Specialist



Lefteris

Karageorgiou

(The Creator)

Co-Founder & CTO

★ Software

Engineer/Architect



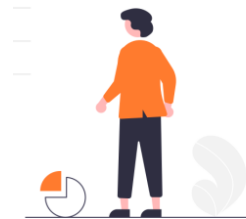
Maria

Konti

(The Addition)

★ Business Development

Specialist



Panagiotis

Linardos

(The Admirer)

Board Advisor

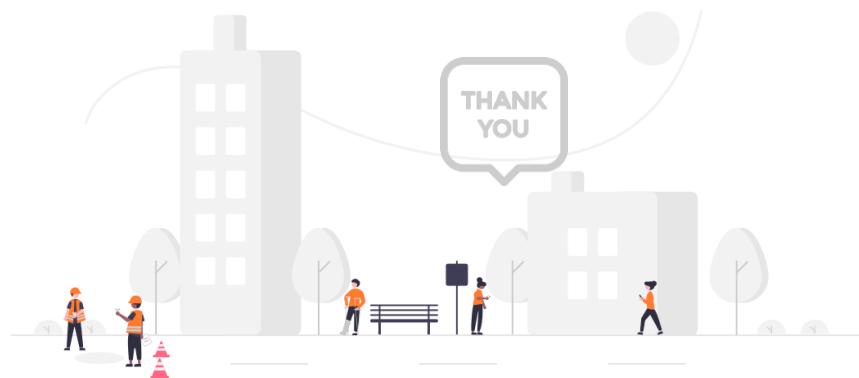
★ Executive Director @NY

Institute of Management

Thank you for your time!

We embrace change & are always looking for new ways to become better.

Will you join us?



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