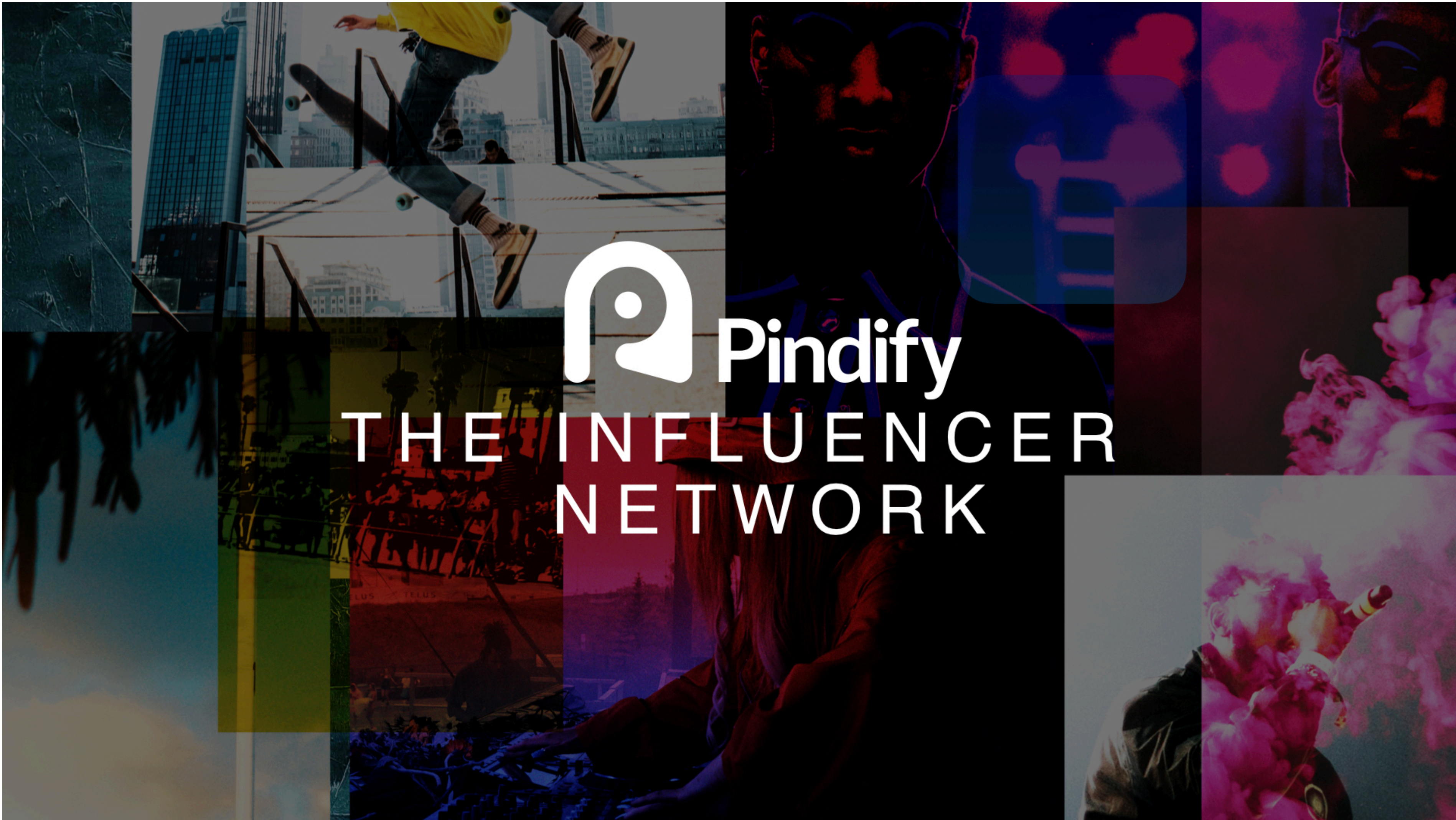




Pindify

THE INFLUENCER
NETWORK



NEED

Influencers need to run a better business,

Team up to create better products, grow their followers and increase their power to sell and promote brands. They also need to handle their team, content, payments, and insights

Brands need to influence their costumers,

Discover, connect and collaborate directly with influencers that can match and empower their market segment. They need the options to evaluate influencers with risk free campaigns through affiliate sales. They also need to handle content, payment, insights and swiftly adjust their campaigns.

With over 15000 members, full stack platform and perfect timing, Pindify is growing into Influencer Network for the future.



The
Social Network



The
Business Network

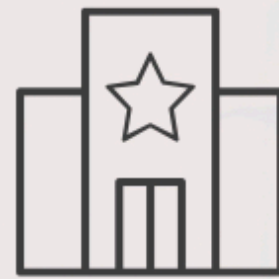


The
Influencer Network

PROBLEM

Brands needs to reach consumers attention & commitment.

Consumers are in full control of their online media consumption and will only pay attention to what's shared by friends, influencers or by influencing media.



Brands

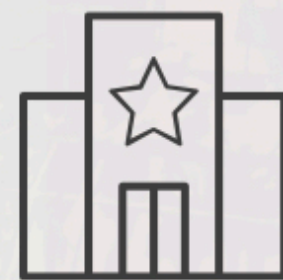


Customers

PROBLEM 2

Brands needs a clear passage of influence

Current inefficient marketing-channels risk decline and irrelevance. SEO and Social media is still efficient for local business. Email is quite efficient to distribute member information. However, brands with international market potential should use influencers to supercharge their sales.



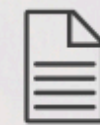
Brands



Radio/TV/Film



Adwords /SEO



Press/Webpage



Social media



Distribution
Services



Programatic



Super Stars



Email

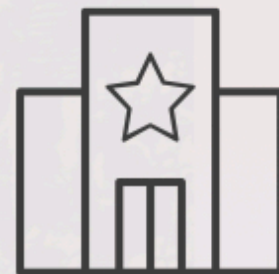


Customers



THE INFLUENCER NETWORK

The platform for the "influencers network" to build a better a business.
& for brands to supercharge sales to truly influenced customers



Brands



Influencers



Customers



TRUE INFLUENCE

As a part of a daily routine to service fans, Influencers 2.0 are focused on selling brands' products and services. Pindify align influencers' target audience with brands' market segments. To guarantee a more successful partnership, Pindify rank influencers on their fans true commitment to consume, read, watch or listen.

Creators

- Writers
- Musicians
- Photographers
- Producers
- Designers
- Video creators
- Comedians
- Storytellers
- Bloggers

Curators

- Journalists
- Critics
- Teachers
- Instructors
- Speakers
- Hosts
- Broadcasters
- Communities

Entertainers

- Podcasters
- Youtubers
- Instagramers
- Artists
- E- Gamers
- Athletes
- Adventurers

Media

- Magazines
- Radio channels
- TV channels
- Media services
- Talent Networks
- Broadcasters
- Media groups

Sales

- Representative
- Networkers
- AnR
- Affiliates
- Ambassadors

INFLUENCER 2.0

Testimonials.

Pindify creates a successful network of authentic influencers who believe in the service of Pindify. Here is just a couple of the Influencers has to comment on Pindify services.

"I'm up for 4 Grammy Awards in 2020. Pindify helps me take this social media thing seriously and focus on more jobs for my skills and partners for my projects."


-Carlos "Los Da Mystro"
Music Producer

 18.2M Streams



"It feels good to launch my music career on Pindify; with a way to financially support the causes we care and to share revenue with my team.."



-Mellé
Pop Singer/Actor

 19.2k Followers



"I've produced over 1100 videos for my Instagram and attracted 1.7M followers. But the algorithm change is preventing me from growing and earning revenue. That crap is about to change with Pindify."

-Juhaun Jones
Social Media Comedian

 1.75M Followers
 263K Subscribers



"I've used LinkedIn for a decade. Now I want to do what's really right. With Pindify I'm building a social media business that converts my network into customers, subscribers and investors. That's exciting."


-John Jaxon Huffman
Entertainment and Tech Entrepreneur

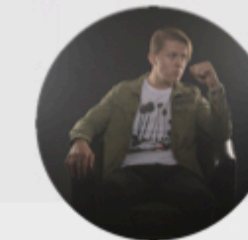
 20.5K Connections



"Pindify are recreation the value arts and media once had. I'll be releasing my exclusive content, my newer edits and cuts of older singles "


-Hovzter
DJ/Musician

 229k Listens



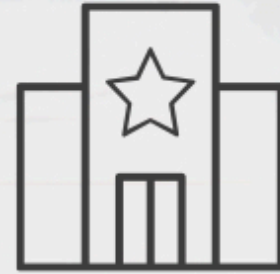
"I need to do a better job marketing myself and my projects on social media. I suck! Thank you, Lord, for Pindify!"

-True Hinds
Writer and Director

 2.3K Followers



SOLUTION



Brands

“Supercharge Sales”



GIG

The GIG model offer Brands to :

1. Connect influencers to affiliate sales
2. Build campaigns with influencer teams
3. Form campaign portfolios to manage all their sales & marketing material.



Influencers

“Build a better business”



SaaS

SaaS model offer Influencers to:

1. Invite and Build Influencer Teams
2. Showcase content & target data
3. Get paid from brand deals, invites, subscription and donations.



Customers

“Personalize demand”



Market

Market model offer Consumers to:

1. Gain exclusively access to influencers
2. Discover & organize content of all types.
3. Get special deals on brand campaigns.

FINANCIAL MODEL



GIG

x



SaaS

=



Market

1. Influencer Sales (avg. \$8 /m)

2. Influencer Promotion (avg. \$3/m)

3. Influencer Campaigns (avg. \$3000/c)

4. Sponsored content (avg. \$10/m)

5. Native advertising (avg. \$250/m)

Pindify's cut 30%

1. Influencer Membership (\$19.95/m)

2. Manger Membership (\$49.95/m)

3. Enterprise Membership (\$490/m)

Pindify's cut 50%

1. All Access (\$11/m)

2. Direct Payments (avg. \$30/m)

3. Commerce (avg. \$14/m)

4. Services (avg. \$19/m)

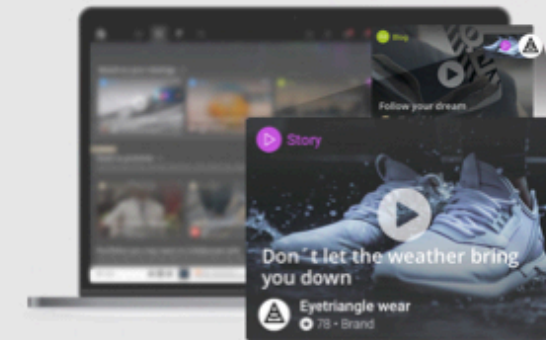
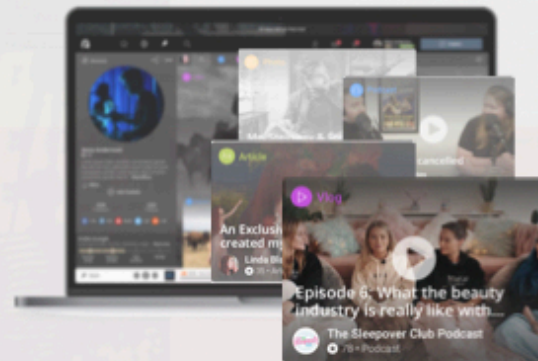
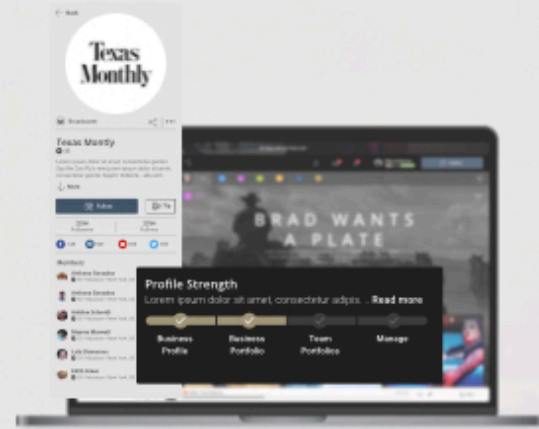
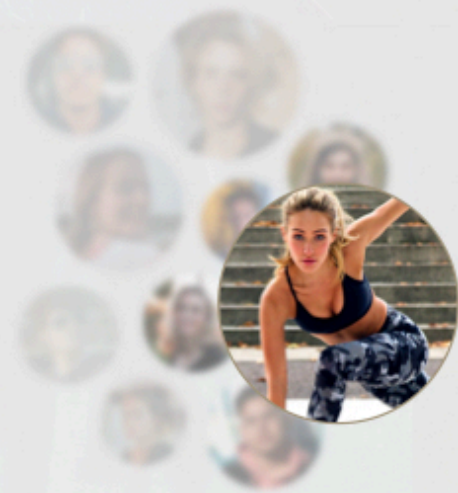
Pindify's cut 10%

SAAS (MEMBERSHIPS)

Influencer
(\$19.95 | Trial/Promo | Individual)
[3 portfolios | 50 Gb Upload | Subscription, donation, affiliate sales.]

Manager
(\$49.95 | Teams)
[10 portfolios | 250 Gb Upload | Subscription, donation, affiliate-, promotional-, native- sales.]

Enterprise
(\$490/m | Network)
[500 portfolios | 2500 Gb Upload | Subscription, donation, affiliate, promotional, native sales.]



Influencers

Influencers signs up to build a better business for \$19.95/m

Business Profile

Provide important profile information and audience segment to match and showcase to brands.

Portfolio

Publish & showcase content for brands, fans and other influencers.

Influencer teams

Team up to boost sales and share revenue on brand deals and invitations. Each invited influencer generates \$5/m.

Matching

Actively discover and connect brand deals & collaborations. Be discovered by brands and other influencers

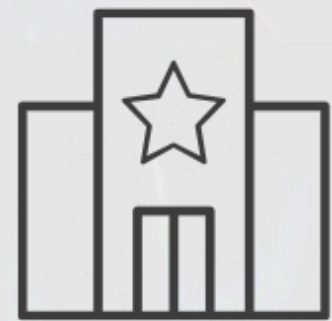
Customers

Boost sales & promotion on all channels & motivate customers to buy. Commissions are directly distributed to influencers.

GIG (INFLUENCER SALES)

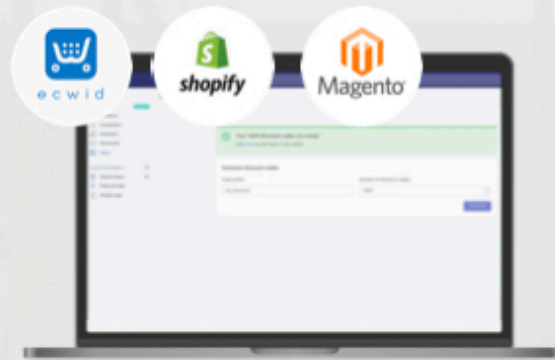
(30% on commissions)

[For every sale the influencers gets a set commission]



Brands

Build a brand profile and portfolio. Set audience segments. Verify business and compliance



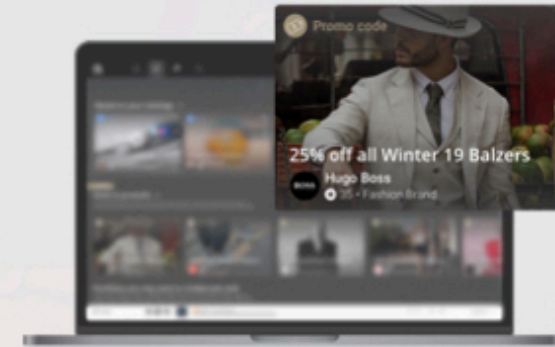
E-commerce

Brands connect e-commerce to their brand portfolios, and transfer price & commission details for each item.



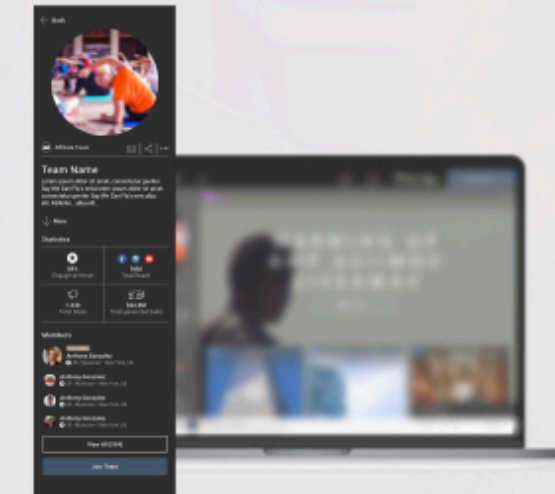
Affiliate sales

Brands set segments and promotional details for each item and offer. Pindi-codes are generated when selected.



Matching

Offers are promoted for influencers to select. Or influencers can be matched on segments reach with individual brand offers.



Influencer teams

Influencers teams boost their sales by actively motivating followers on all channels



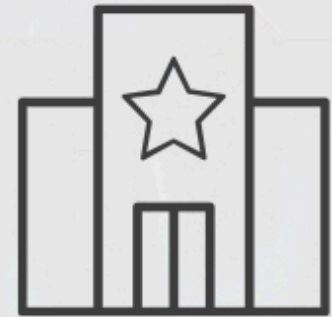
Customers

Customer use the Pindi-codes to buy the product from the brand. The commission is distributed directly to influencers.

GIG (INFLUENCER PROMOTION)

(30% on commissions)

[For every payment the influencers gets a set commission]



Brands

Build brand portfolio. Verify business and compliance



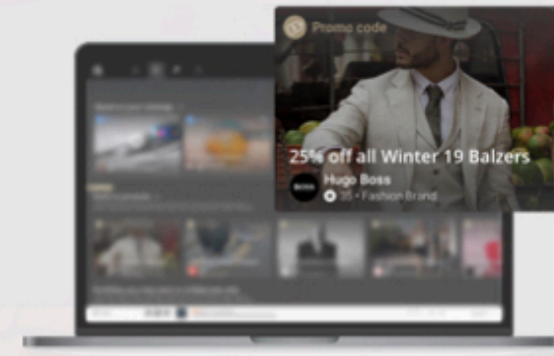
Promotion

Brands connect promotion codes to their content & commission details for each item.



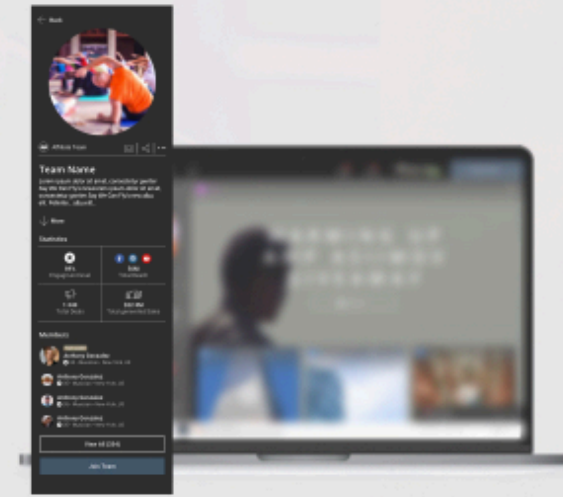
Affiliate sales

Brands set segments and promotional details for each item. Pindi-codes are generated when selected



Matching

Offers are promoted to influencers, or matched by segmentation to offered individually to each team.



Influencer teams

Influencers teams boost the service by actively motivating followers on all channels to click on the link provided



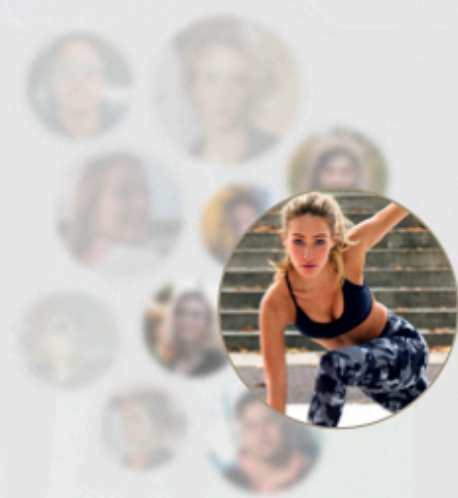
Customers

Customer use the Pindi-codes to join the service. The commission is distributed directly to influencers upon purchase.

MARKET (ALL ACCESS)

(\$11/m | Consumer)

[All access to portfolios, premium content and events]



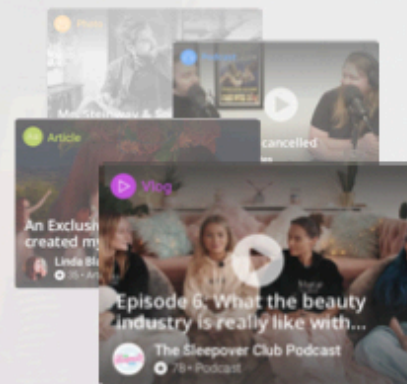
Influencers

Influencers with premium content can choose to only publish to consumers that pay a monthly subscription



Portfolios

Create a portfolio for each project i.e a podcast, label, book, vlog and invite share revenue with members.



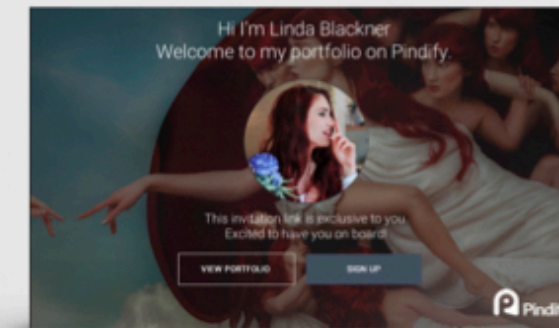
Premium content

Upload and publish content of all types as premium and set ownership for each publication.



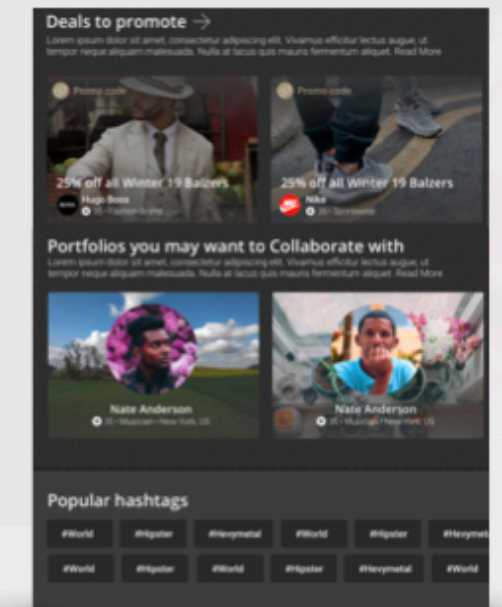
Consumers

Promote content with teasers and trailers. Team up with other influencers to boost the project portfolios.



Subscription

Invite fans to sign up on the project portfolios and earn up to \$8.30/m on each subscriber

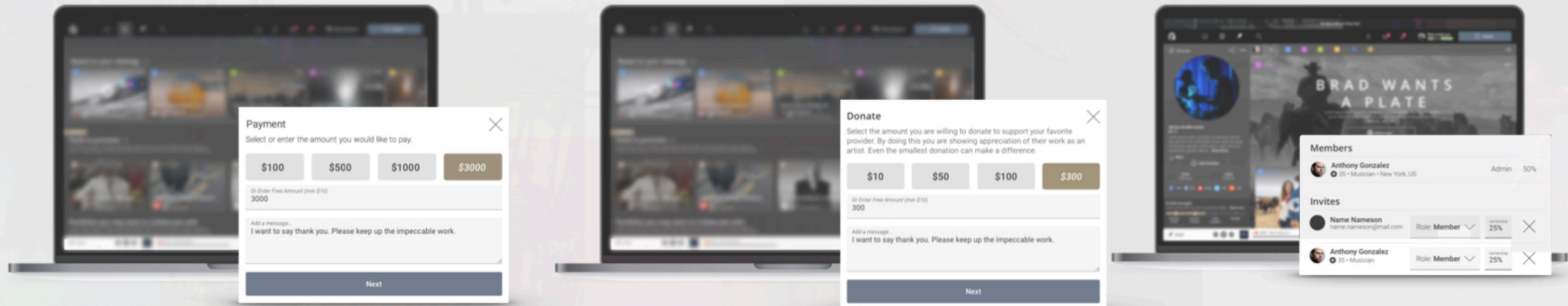


Growth

Grow in ranking to have investors or other subscribers on the platform discover and start follow the portfolio and consume content.

MARKET (DIRECT PAYMENTS)

(10% per transaction)
[Direct distribution of payments]



Brands



Payment



Consumers



Donations



Portfolios

Brands need to be able to distribute payments directly to motivate or reward their influencers.

Brands can pay directly to influencers, teams, and projects.

Consumers can support their favorite influencers to either get more access or to help them grow their business.

Consumers can donate directly on influencers and charity portfolios.

Direct payments are distributed according to the ownership set in every portfolio being donated to.

MANAGEMENT TEAM



Vision

Christoffer Bolinder Wallin

Chief Executive Officer
(BTS, Jamclouds, Sprinklebit)
Park City, Utah



Commerce EU

Johan Svärd

Chief Commercial officer
(Zalster, Wide Orbit, Admeta, Meltwater)
Gothenburg, Sweden/ London, England



Communication

Elizabeth Jarrard

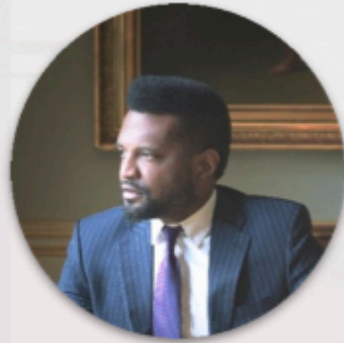
Chief Communications Manager
(Tesla, Lucid Software)
Salt lake City, Utah



Production

Pavlo Shabat

Chief Technical Officer at Pindify
(Cinergy group, Eventgeek)
Lviv, Ukraine



Strategic Sales USA

John Jaxon Huffman

Chief Sales officer
(Creators Capital, Silverback Publishing)
Los Angeles, California



Press/Social media

Annika Li Krusensten

Press & Social Media coordinator
(Symposium, Perspective, Mercado)
Gothenburg, Sweden



Experience

Mathias Mattsson

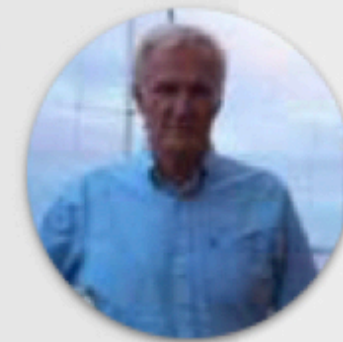
Chief Creative Officer
(Grau, DDB, Eton)
Stockholm, Sweden



Relation

Hugo Dozzi

Head of Relation at Pindify
(MCI group)
Stockholm Sweden



Administration

Tomas Wallin

Chief Financial Officer
(Kinnevik, SACC, Stenungsbaden)
Krakow, Poland



CONCLUSION

The Story

Pindify was founded by artist, economist and developer Christoffer Bolinder Wallin in 2011. After 200,000 professional hours of production and testing, Pindify has now started selling our services. It was imperative that the platform for such powerful service could deliver high volume of interactions on all devices.

The first pivot came in 2013 to build a marketplace for arts & media, where artist could share revenue and monetize on their content, stories and fan relations. However, to ask supporters to pay for digital content proved premature, but it created the perfect foundation and timing to introduce a full stack service for influencers to build a better business and and for brands to influence their customers.

Pindify now provides the world of influence with a powerful platform, an incredibly dedicated & competent team, and a service that is perfectly align with the current market need.

The Opportunity

Influencers and brands presents a massive need for a platform to host the "influencer network". Where they can manage their business and supercharge sales.

Pindify has acquired a strong position with our due diligence in research and business strategy to meet that need:

1. Pindify offers a rigid administration of the organization.
2. Powerful production of a full stacked platform with services to conduct business and sales.
3. Thorough communication to instruct the platform and education on business strategy.
4. Formed a clear marketing strategy with a powerful sales foundation with a focused reach to United States, Great Britain, Canada, Australia, Ireland and Scandinavia .

We are now finishing our second round of investment to elevate sales to reach our results.

Reach Christoffer at stoffe@pindify.com and join us now.