# bond

## Connecting all things local

# Problem

## Community administration, member benefits and perks are out of date

**Traditional community engagement does not work**
Bulletin boards, communication systems and emails all push information by admin's, but they lack bottom's up involvement and engaging impact

**Fading Loyalty**
Limited access to a community puts retention and trust in all time low.

**COVID-19**
Communities are forced to engage online due to COVID-19.

**Influencing**
People are looking for meaningful recognition and rewards from their efforts.

# Problem

Small businesses have limited resources & knowledge about digital marketing, customer loyalty.

**Limited resources & knowledge**
Not enough knowledge or experience that digital marketing and loyalty programs require

**Digital marketing is expensive**
Storytelling, graphical designers and marketing managers are expensive. Social media channels and CRM requires high quality ads with branding

**Customer loyalty**
Many small businesses still use physical coupons, stamp collectors (Buy 5, Get 6) or occasional promotions only their most loyal customers know about

**No money to reach new local customers**
Only the chains and brands have enough tools and social media marketing to reach out to new local customers effectively

# Solution: Creating a world with bonds

**Bond** is a B2B2C SaaS marketplace platform that connects local businesses to consumers and communities. **We're connecting all things local.**
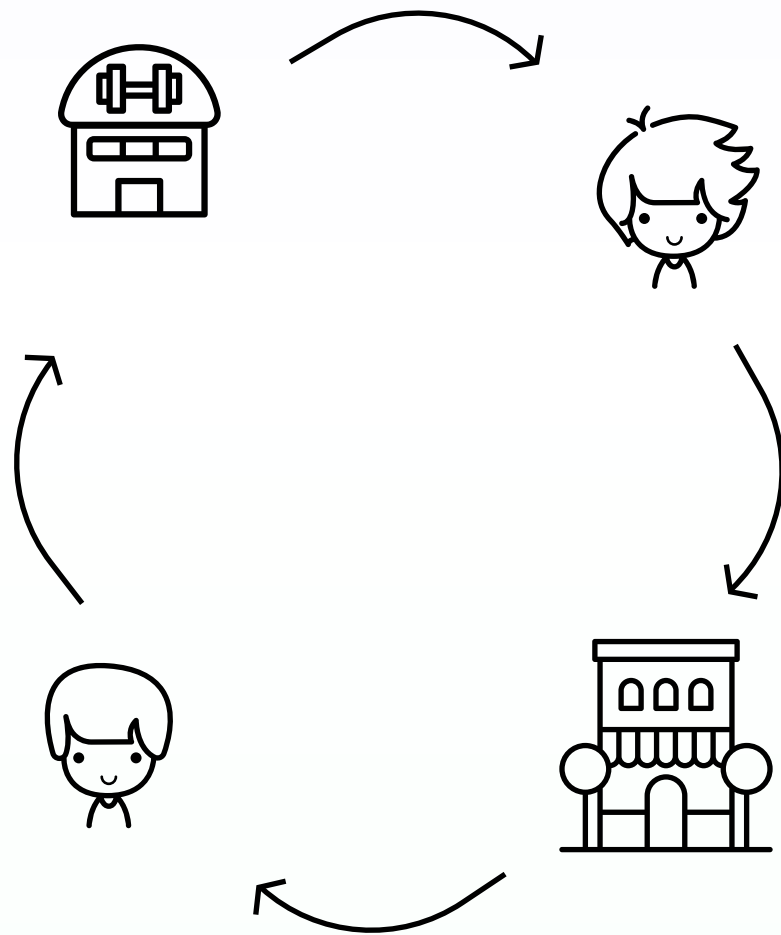
Consumers **and local businesses stay connected with their local community** on a digital platform

Businesses are able **to engage with their existing customers and attract new ones directly from Bond vendor tool creating promotions, coupons and events.**
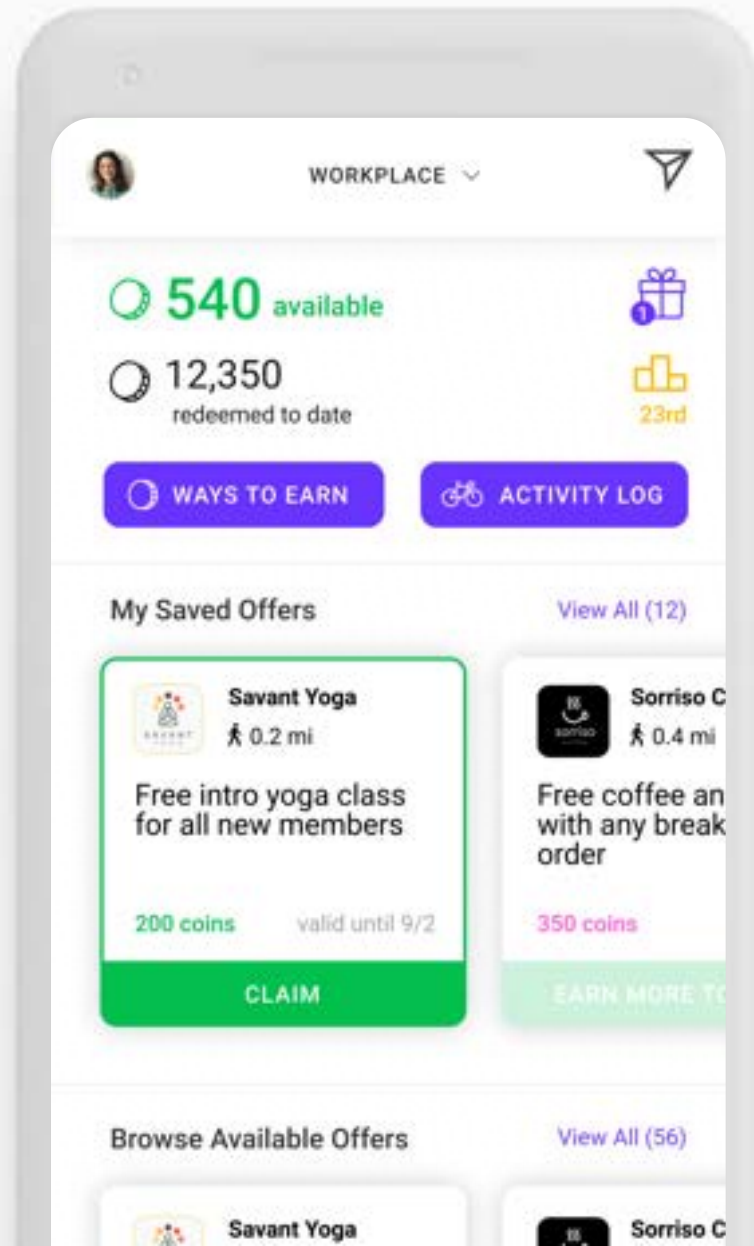
**Local people and communities get access to the best local offers** and the most trending services and activities to do.

Members **gain virtual Bond coins for participating in activites with other members and local businesses**
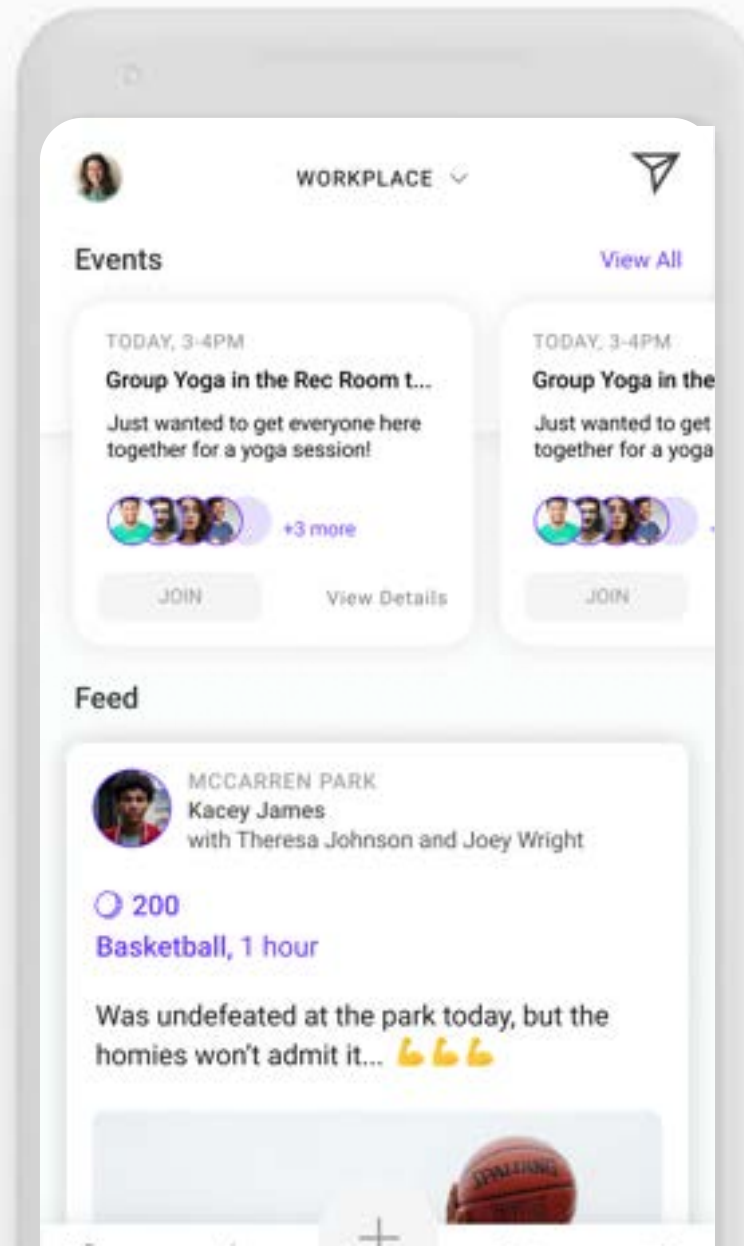
# Product: Consumer App

## Wallet Page

Users can claim coupons with virtual coins and redeem offers from the local businesses.

## Activities & Events

Curate community's or businesse's activities and events that members can participate in and gain Bond coins.

## Main Feed

When users visit and post about local businesses, in return they gain virtual coins to claim more offers and freebies from the Bond marketplace.
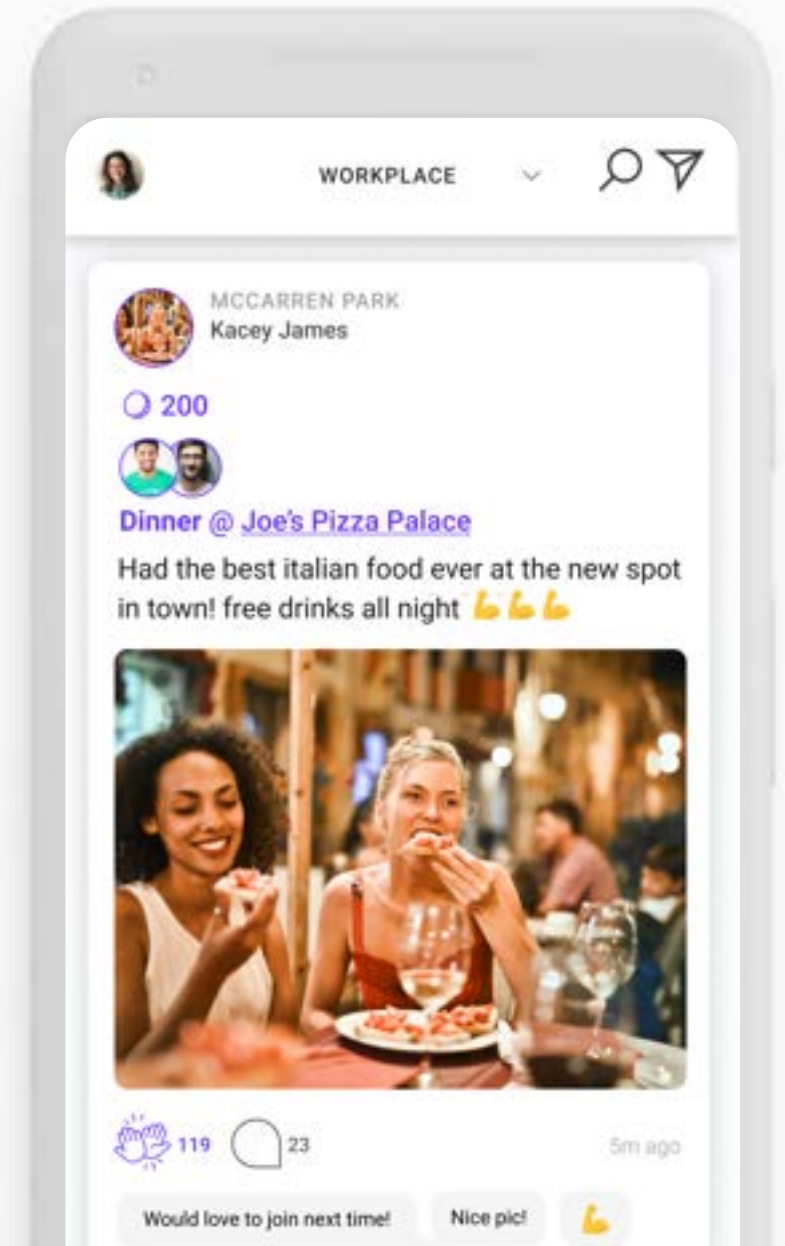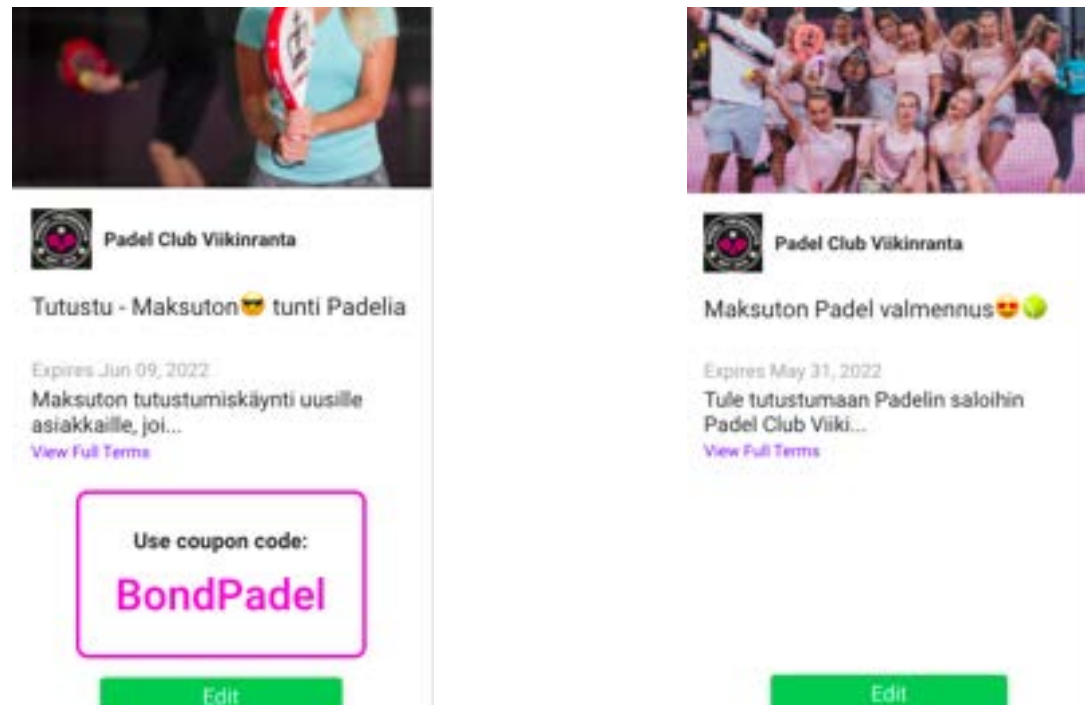
# Product: Vendor CMS tool

## Manage and create offers

Easily manageable offers & coupons from the desktop vendor too, Offers can be claimed either online or in person.

## Manage offers in real time



Padel Club Viikinranta

Tutustu - Maksuton😍 tunti Padelia

Expires Jun 09, 2022

Maksuton tutustumiskäynti uusille asiakkaille, joi...

View Full Terms

Use coupon code:

BondPadel

Edit



Padel Club Viikinranta

Maksuton Padel valmennus😍🎾

Expires May 31, 2022

Tule tutustumaan Padelin saloihin Padel Club Viiki...

View Full Terms

Edit

**Create New Coupon**

# Marketing agency for SME's

We give small businesses the tools to actively promote their business on social media channels & CRM no matter how tech savvy they are.
When business starts using Bond we provide the in store marketing materials; **posters, stickers and business cards**.

## In store marketing material
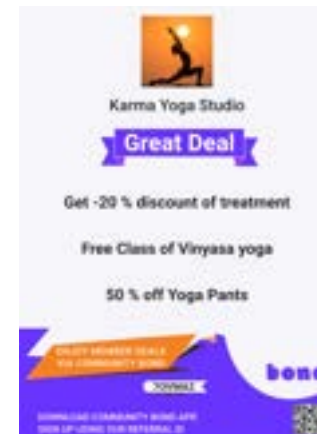


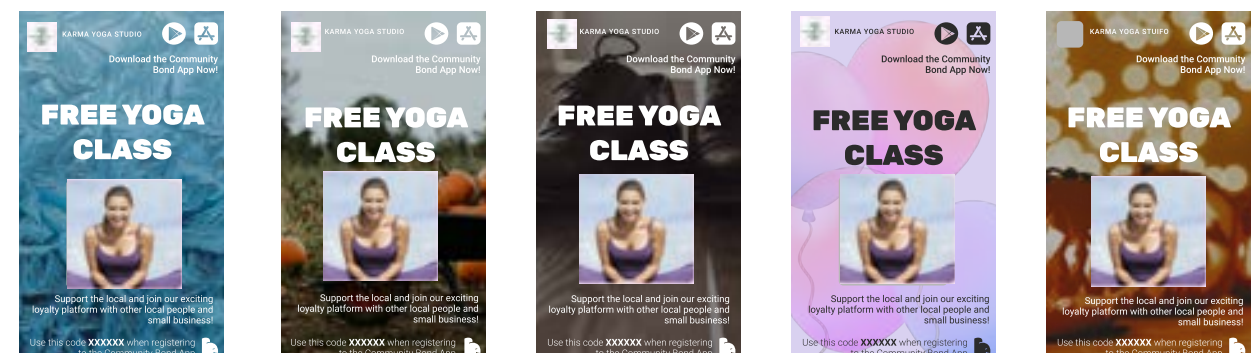**Poster**



**Sticker**



**Business Cards**

## Social Media Marketing

Vendors can create automated **social media and email marketing templates**. This can be done by the vendor or as an **additional service by Bond team**.

# Product: Performance Data

## Track Customer Data

One of the hardest things for a small business is learning who their customers are. With Bond businesses are able to keep their customers loyal and attract new ones.
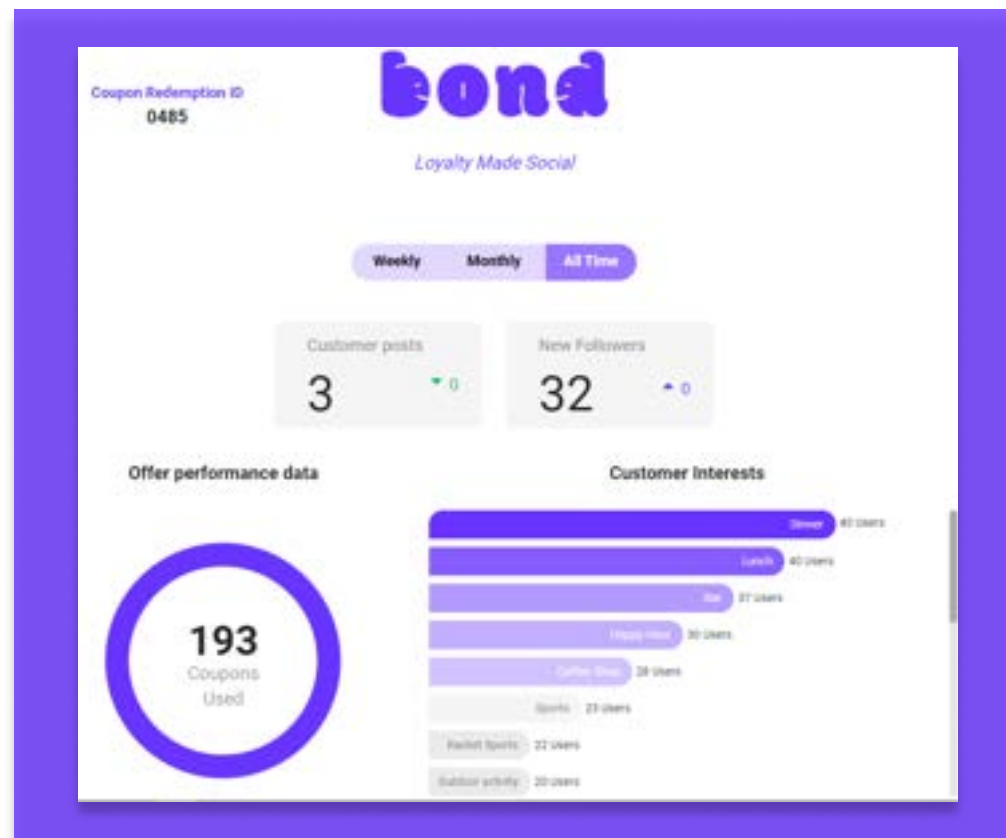
## Offers & Reviews

With Bond it is easy to see which offers customers like the best and their customer reviews. This is crucial for small businesses to know what their audience likes.
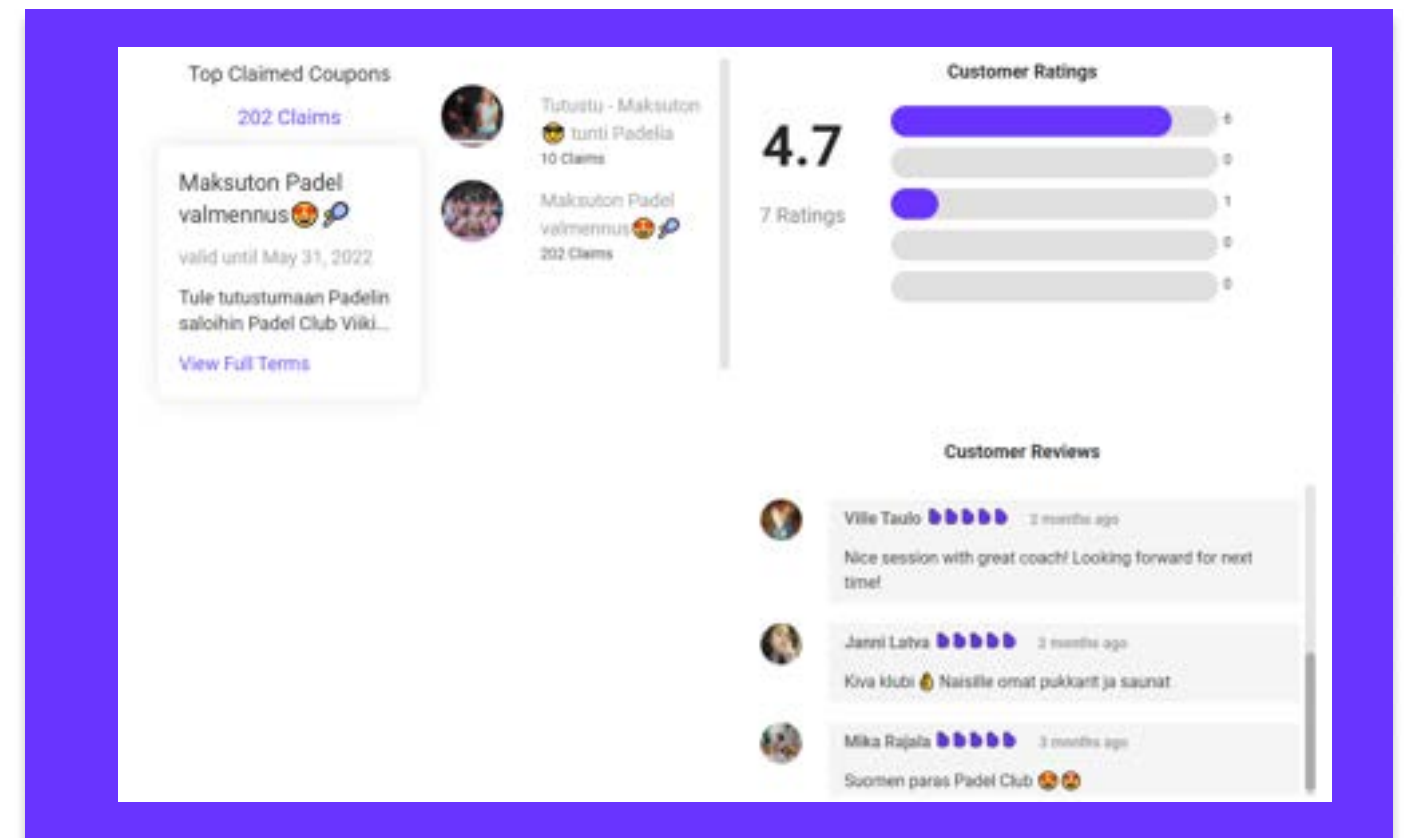
# Who is it for?

## Small Businesses - 1-15 employees

Our customer can be any small business that offers a service locally or has a retail store. We have two main category targets:

- **Wellness services** : yoga & wellness studio´s, racket sports, PT´s, all sports and wellness
- **All retail shops and businesses**

## Workplaces and communities

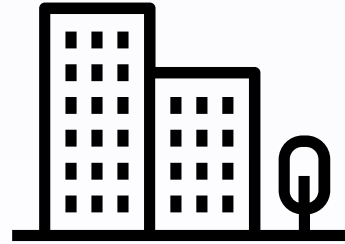- **Companys, workplaces and schools (20-1000 members)**

We focus on industries such as staffing, hospitality, sales, administrative work.

- **Cities, towns & residental communities**

Small cities max. 50.000 people. Agreement with cities to use platfrom to support local businesses and engage community and communication with residents.

# SaaS Business Model

## Community Pricing:

30 day free trial

### Tiered Pricing Plan, monthly fee
- $89 up to 100 users
- $169 up to 200 users
- $299 up to 500 users
- $379 + 500 users

## Local small business plans:

### Tiered Pricing Plan, monthly fee
- Free trial until 20 members
- $12 up to 50 members
- $25 up to 100 members
- $40 + 100 members

### Additional services:
- social media $70/month
- marketing materials from Bond vendor tool $50

# Competition

Thanx - $

30M funding

Nextdoor - $

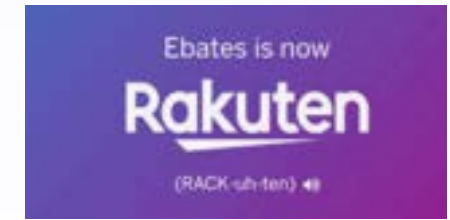455M funding

Groupon -

$1,4 B MCap

Rakuten Rewards

Ebates is now

Facebook

Instagram

Yelp

Google Reviews

**Social media platforms**

**Review platforms**

# Traction

| City | Country | Anticipated users/ businesses in 2022 | Status in 8/2021 |
|------|---------|---------------------------------------|------------------|
| Helsinki | FIN | 20,000u/300b | Active city with + 80 small businesses |
| Dubai | UAE | 10,000u/150b | Acitve city with + 50 small businesses |
| Singapore | SING | TBD/TBD | Inactive city - Paid distribution deal signed |
| Kotka | FIN | 3,000u/75b | Active city with 15 small businesses and 250 users |
| Kouvola | FIN | 2,000/25b | Launch set September 2021 |
| Cities in FIN | FIN | TBD | Launched during autumn 2021 |

# Company Growth

| | July 2021 | October 2021 | January 2022 | April 2022 | December 2022 |
|---|---|---|---|---|---|
| **Weekly Active Users** | 5% | 10% | 15% | 20% | 35% |
| **Active areas** | 1 | 3 | 5 | 6 | 15 |
| **Revenue** | 900 | 1,950 | 3,300 | 7,400 | 89,000 |

# Team

**Amir Palmen**
CEO Founder

Entrepreneur since 21 (10 years).
Amir is also Co-Founder of
Poshie Interactive and former
athlete. Amir's dream is to make
Bond a global phenomenon, a
unicorn. That's why **he moved
from Finland to Silicon Valley.**

**Jenni Roimaa**
Marketing & Operations

Years of experience from
banking industry in Finland,
focus on finance, management,
marketing and sales. In charge
of marketing, operations and
will use her expertise with
funding and finance.

**Sophie Yin**
Product Design

Experienced visual designer
based in New York. Graduated
from Pratt Institute as a Master
of Fine Arts. Passion in graphic
design, branding and identity.
Has worked on UX and
customer flow with Community
Bond.

**Ville Tossavainen**
Technical Engineer

Data scientist with a
background in computational
fluid dynamics and thermal
engineering. Profession
underlying data is a key factor in
many decision-making
processes. He enjoys helping to
turn raw data streams into
information and insights.

# Advisors/Investors



## Jani Hirvonen, USA
### Google

Jani is the **global head of partnership at Google**. Having worked at Google for a long time he sees the value of good company culture developing trust, engagement and innovation. Jani always think's BIG.

https://www.linkedin.com/in/janihirvonen/



## Mika Salomaa, FIN
### Fazer

Having an **extensive background in mobile consumer tech** Mika offers his connections and knowledge of scaling Bond to the masses. Prove small, scale big.

https://www.linkedin.com/in/mika-salomaa-1379ba4/



## Tomomi Takagi, JAP
### Successful investor

One of the early investors of the company. **Has a balanced experience in VC world** and startup managemenet and advisory roles.

https://www.linkedin.com/in/tomomi-takagi-0b1b563/



## Christian Farioli, UAE
### Digital Marketing Lecturer & Strategist

Digital Marketing Pioneer since 2003, running ESD FZC since 2010, awarded Digital Agency of the Future. Spoken at 80+ National and International Conferences, including Google & Nasa

https://www.linkedin.com/in/christianfarioli/

# How Funding Will Achieve Goals

## Use of Money

- Customer success and marketing manager
- Full-stack developer
- Local area managers
- On boarding automation
- Social media & CRM integrations
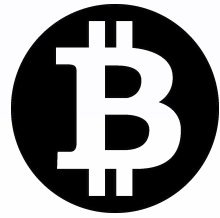- Analytics improvements

## Goals

- One or two highly performing areas
- One new area or town opened every month
- Retain + 100 small businesses after their free trial
- Become the leader of community marketplace benefits & perks

## Data Indicators

- Increase business owner satisfaction
- Increase references and utilise business owner success stories
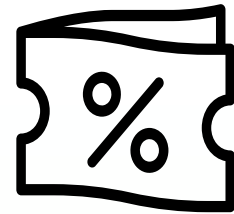- Increase daily and weekly active user retention

# Long Term Vision

Local is more than just a word, it's a way of life
"Support the local"

Small businesses sign up through partner channel or via website in 3-5 min. They're immadiately promoted to local consumers and get access to the automated digital marketing ad templates.

Introduce a Bond Crypto coin to the platform. This allows people to exchange and earn a coin with a monetary value. This way token can be shared with F & F and even to be used to buy goods and services locally.
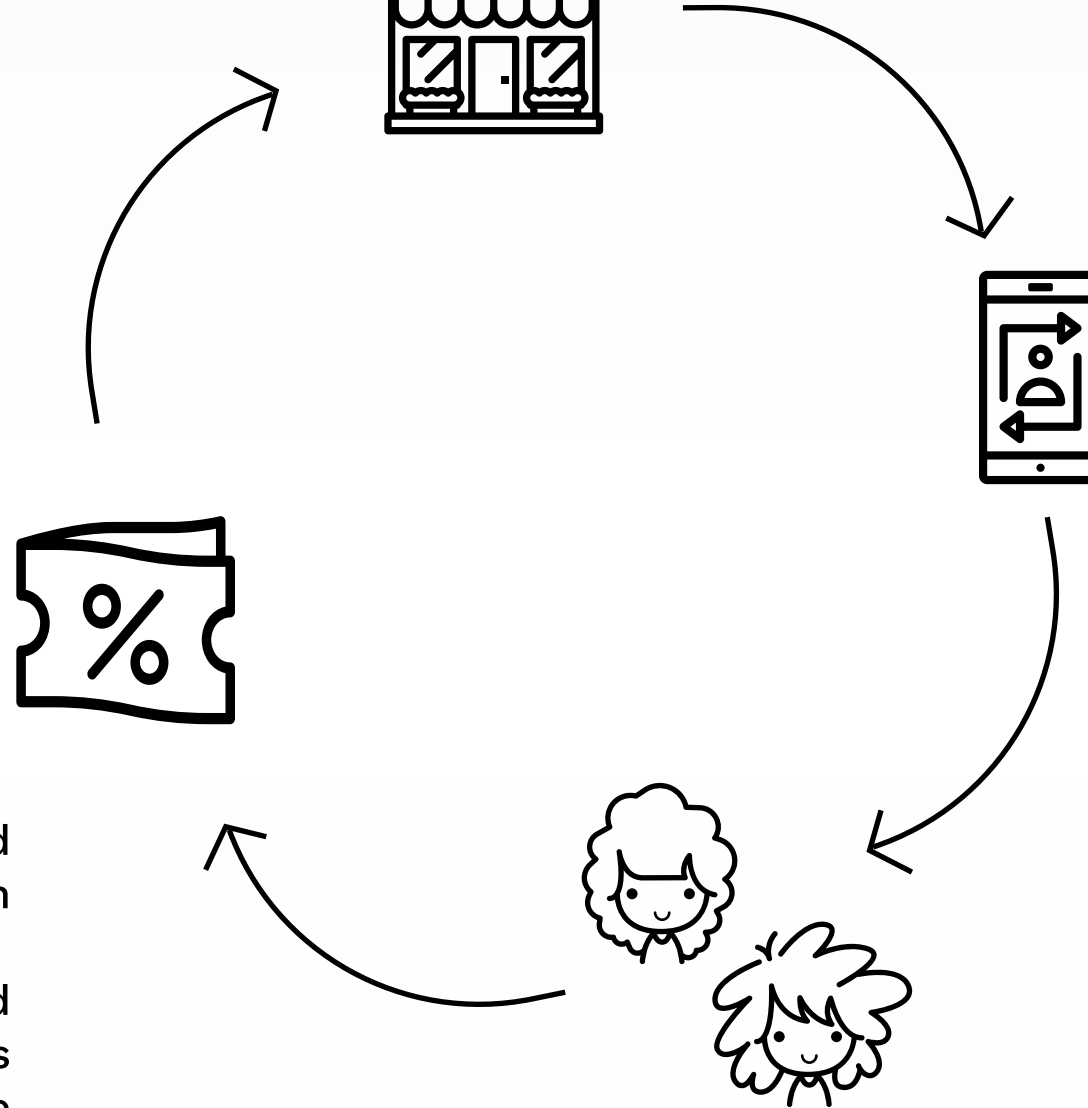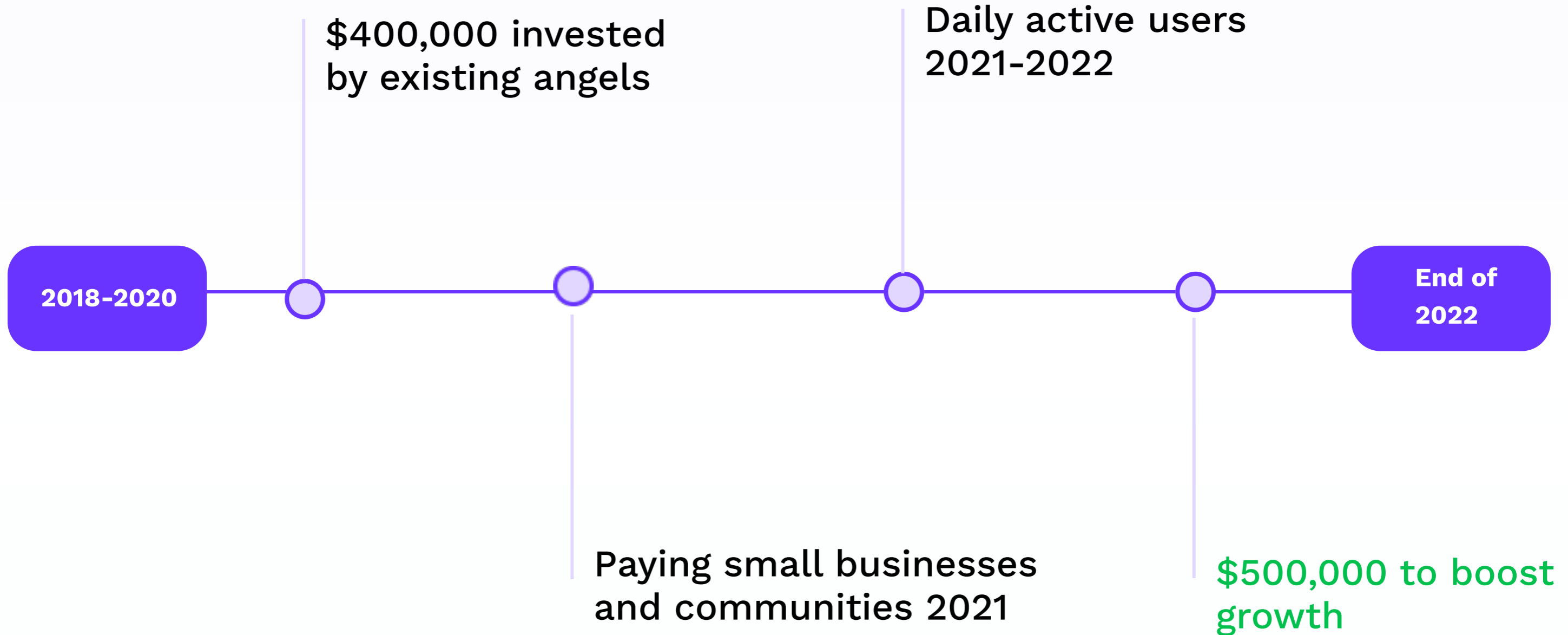
Bond automated digital marketing tempaltes will integrate with the small business social media accounts and customer CRM.

Services get featured on Bond platform based on the amount of users acquired and number of customers spending Bond coins at the service.

Customers from small businesses join the platform, gain Bond coins, and spend coins to try out new local small businesses.

# The Roadmap & Ask

**2018-2020**

$400,000 invested
by existing angels

Paying small businesses
and communities 2021

Daily active users
2021-2022

$500,000 to boost
growth

**End of 2022**

Let's get in touch – amir@communitybond.io