

2K19



memo

Collettivo Zero

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2019

2K19

Live the moment.
Come back to remember it.

Collettivo Zero

memo competitors



2 billions

population Gen Z

potential market

Users & Customers



Clients

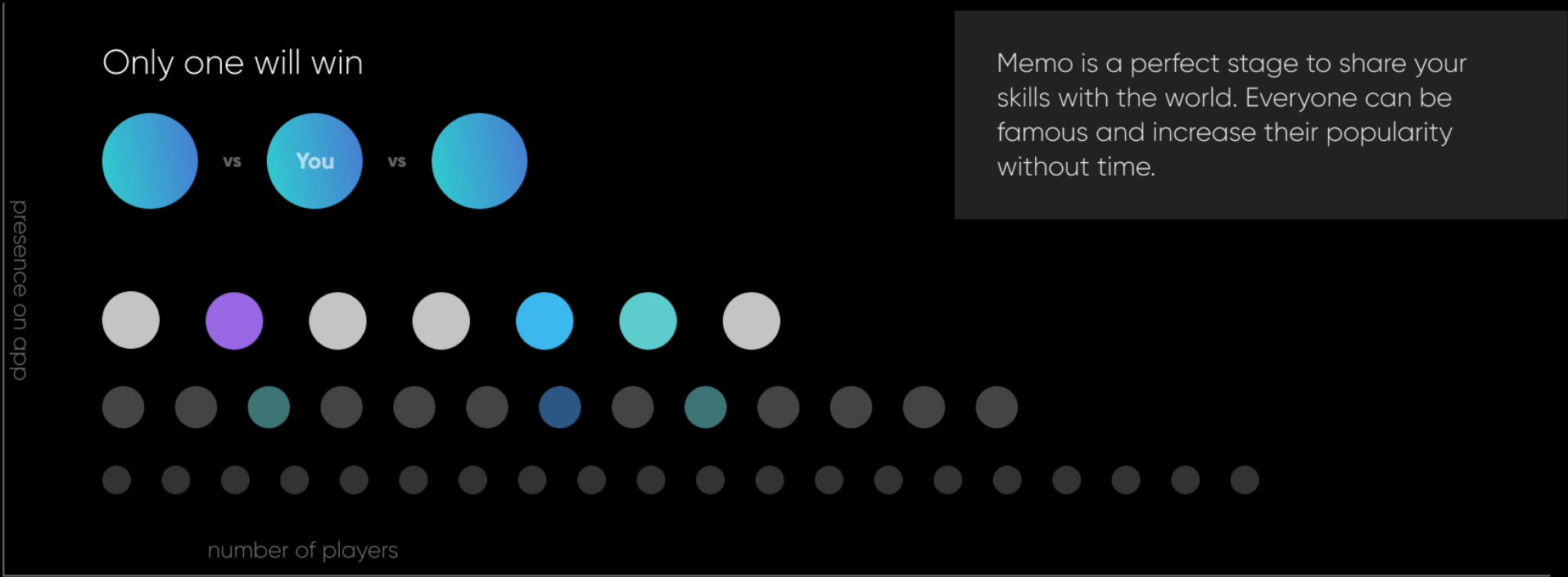


memo our mission

show your skills



memo challenge structure



memo our mission

another perspective



memo augmented reality

Every memory is different. You decide which one to live.

Share your emotions with augmented reality.
See the memories and interact with them
thanks to the 3D icon.

In the same way it is possible to advertise the
events in a totally new and interactive way.



memo technology



React Native



Redux



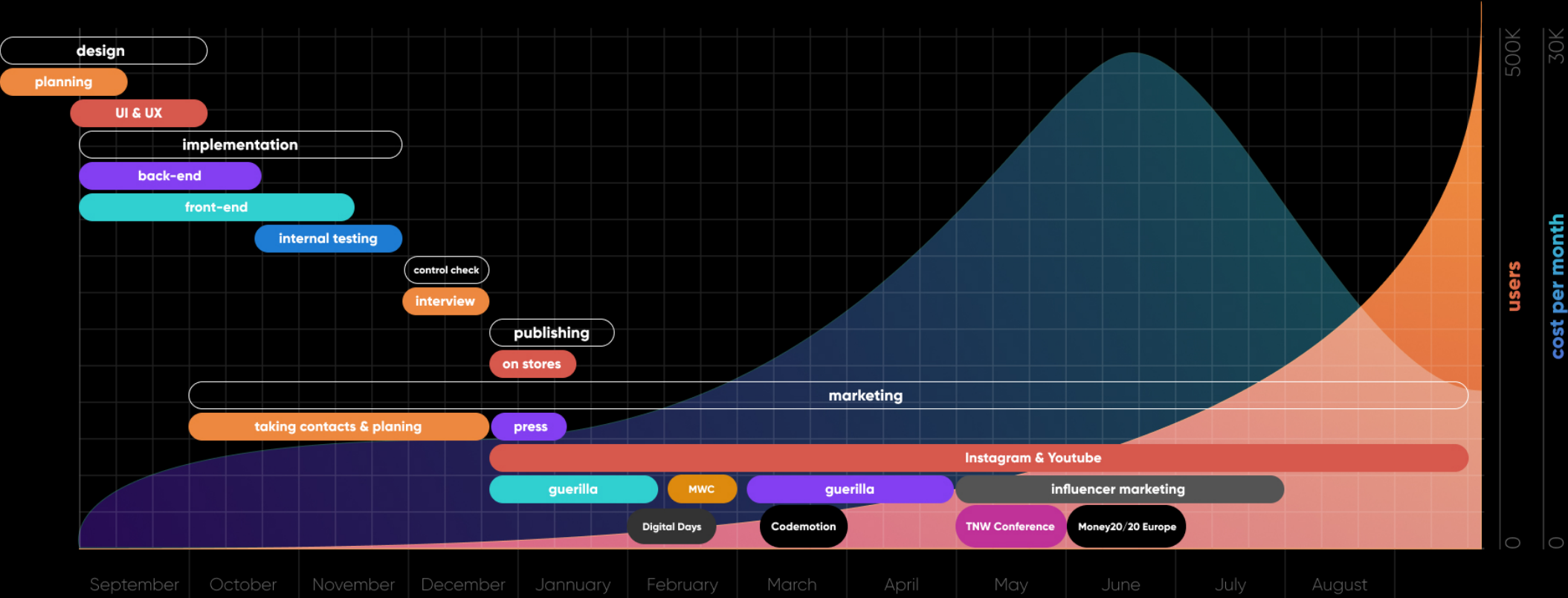
GraphQL

iOS | Android

memo business model

problem all social networks are becoming the same, young people want something unique and innovative privacy	solution app based on innovative structure not replicable in existing social bring competitive AR contents on mobile	unique value proposition growth popularity in 72 hours choose which user should win though your vote	unfair advantage dream team	customer segments students tourists influencers industries brand
alternatives Facebook Snapchat TikTok (musically focused) Instagram Snow (in China)	key metrics build a 2 milion business in 3 years growth to 1 milion users in 3 years	high-level concept show your abilities, everyone will be shocked! be in power, choose who should win	channels social media email subscriptions word of mounth advertising content marketing guerilla marketing	early adopters sports tourists
cost structure 10K€ fixed costs (workers, technical maintance) 30K€ variable costs (cloud service, marketing, database, app updates) cost for month			revenue streams free basic services micro-transitions and sponsorship with commercial activities 15% for transitions to real currency, 0% for close friend transitions in app	

memo predictions



memo what we are looking for

We are looking for a publisher and a loan in order to be able to launch Memo on the market.

Total cost: 100.000€*.

At the beginning up to one year, the database management will cost 800 euros per year.

- Cloud Database and Storage: 620€
- Upload & Download operations: 70€
- Google Cloud Vision: 110€

The remaining 99.200€:

- Design and implementation: 30.000€
- Marketing campaign: 69.200€

The cost is calculated on the daily upload of 200 photos. The maximum weight calculated per photo is 400kb, while 1.2mb for videos

* taxes excluded



Design

- Planning
- UI & UX: 8.000€



Implementation

- Development: 13.000€
- Deployment: 4.000€
- App Administration: 2.000€



Publication

- Maintenance: Update & Patch
- Publishing: 3.000€

memo team

founder



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Developer

Collettivo Zero
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memo

Thank you.

Keep in touch to access the private alpha.

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