



TRENDDD

*AI marketing platform
designed for
local business.*

1
MILIARDO

Utenti
Instagram
attivi.

Instagram report

35\$
MILIARDI

Social media
adv market
size.

Statista

2.4\$
MILIARDI

Spesa
influencer
marketing.

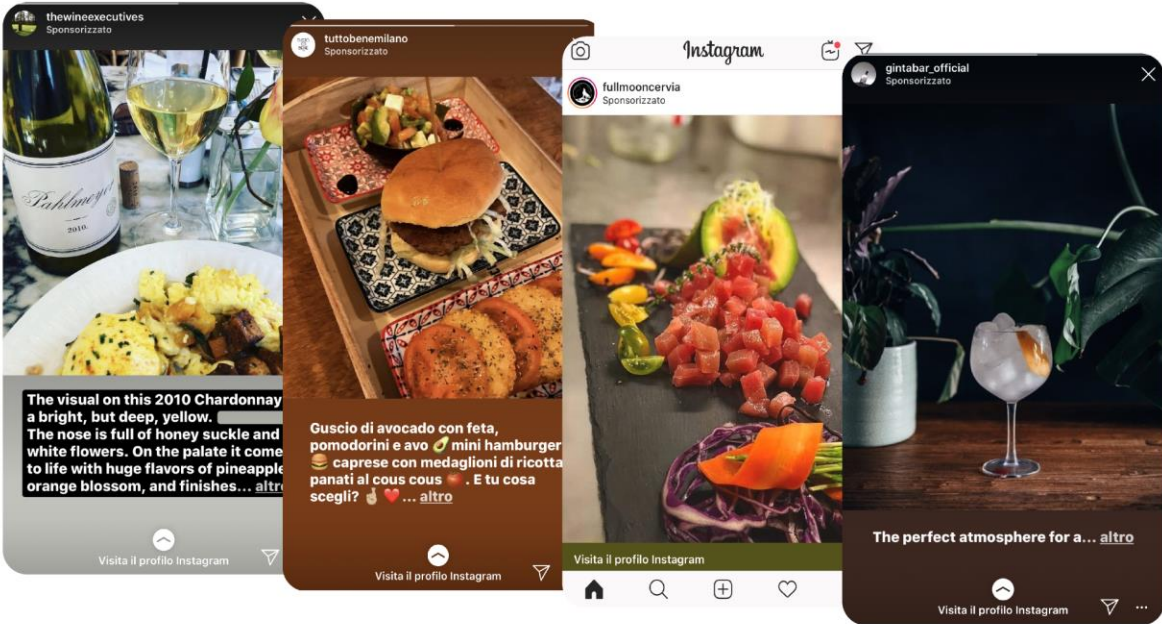
Statista

90%

Percentuale
local
business.

Facebook IQ

CONTENUTI ADV POSTATI



CONTENUTI CON TREND



TEMPO

I business locali non hanno tempo sufficiente da dedicare al marketing.

CONTENUTI

Non riescono a produrre abbastanza contenuti.

TOOL

Le piattaforme esistenti sono focalizzate su grossi brand.

ADV MODEL

Adv trasmessa da fonti credibili, crei passaparola e raggiunga locals.

1. CREAZIONE CAMPAGNA

Il cliente si registra tramite dashboard e crea una campagna.

2. CONNESSIONE UTENTI

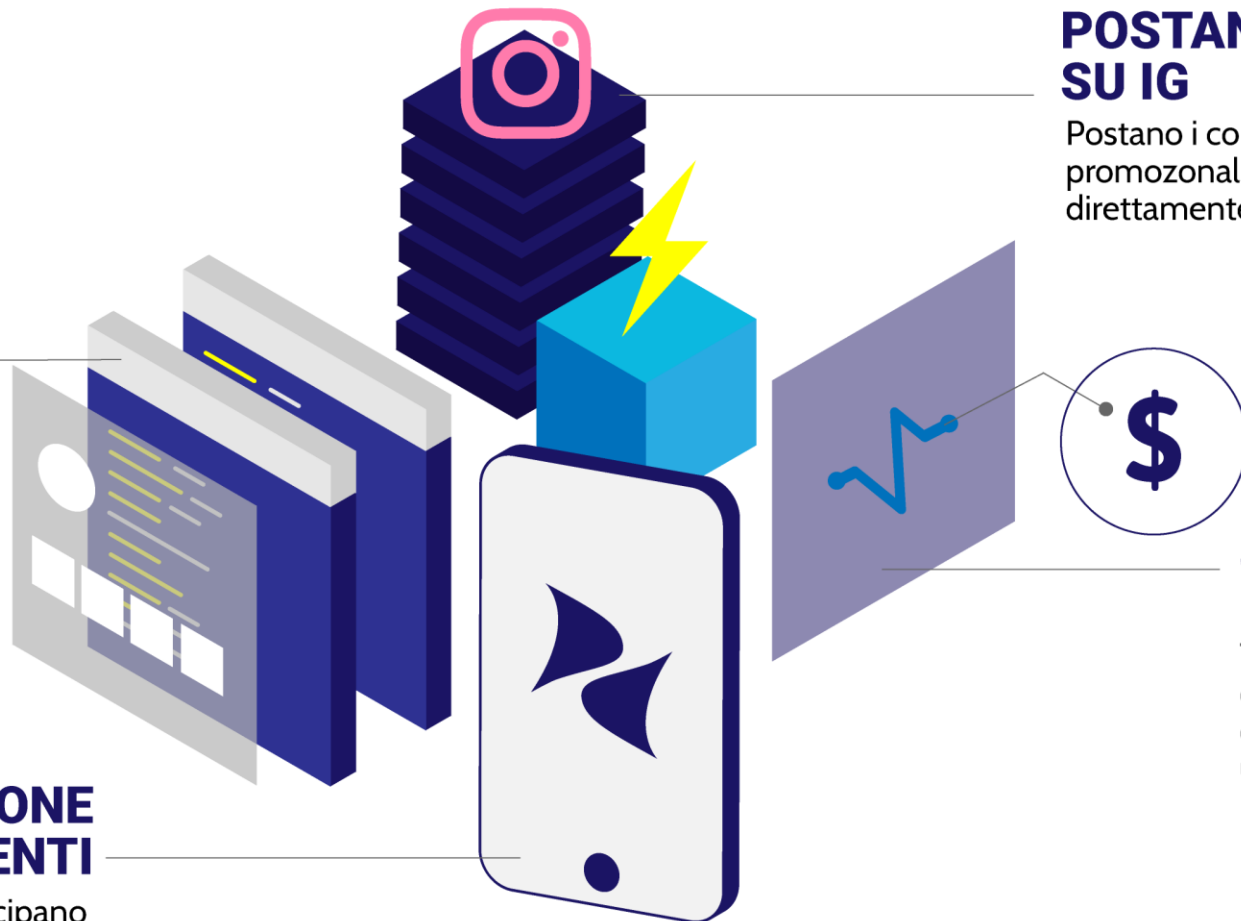
Gli utenti partecipano alle campagne dall'app Trendd.

3. USERS POSTANO SU IG

Postano i contenuti promozionali su IG direttamente dall'app.

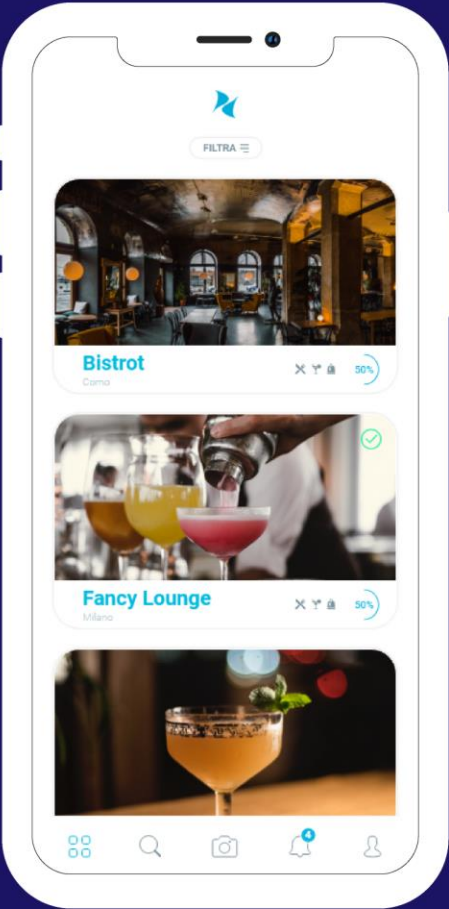
4. PAGAMENTO USERS

Trendd si occupa dell'analisi dei risultati e del pagamento degli utenti.

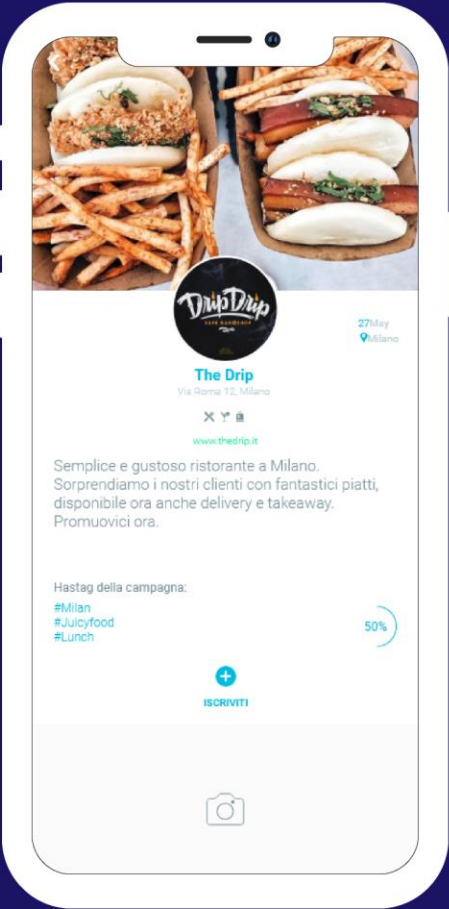


Local Reach

Reach x User local audience x Fixed price



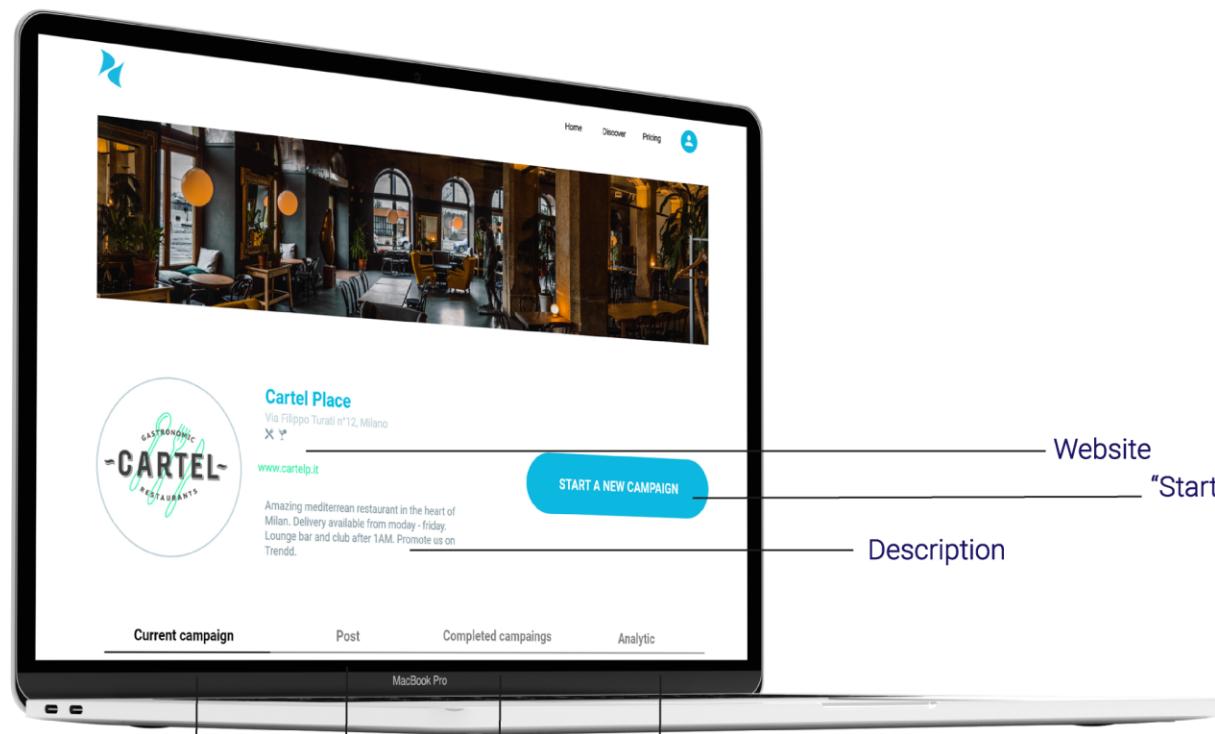
Homepage



Campagna



Profilo



Current
campaign

Post

Completed
campaign

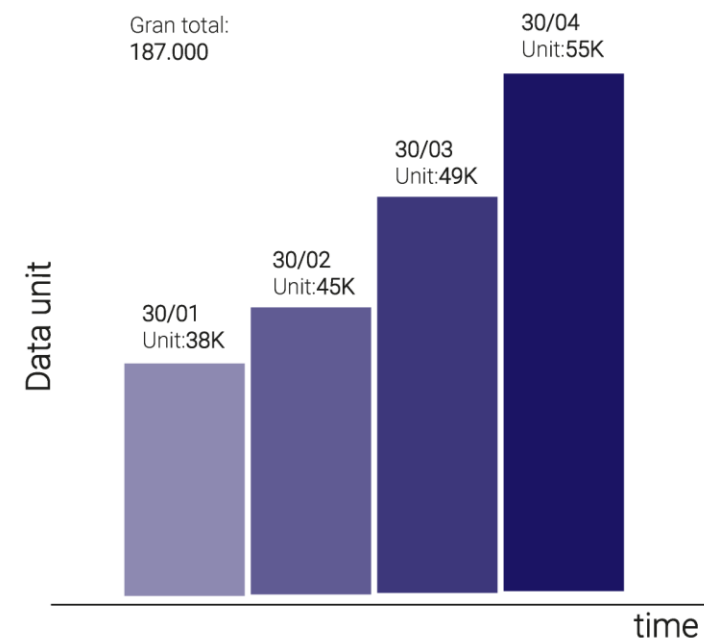
Analytic

Website

"Start new campaign"
button

Description

Business dashboard



Analytic

1. RICAVO FISSO

Trendd processa una trattenuta fissa ad inizio campagna.

2. PROCESSO ADV

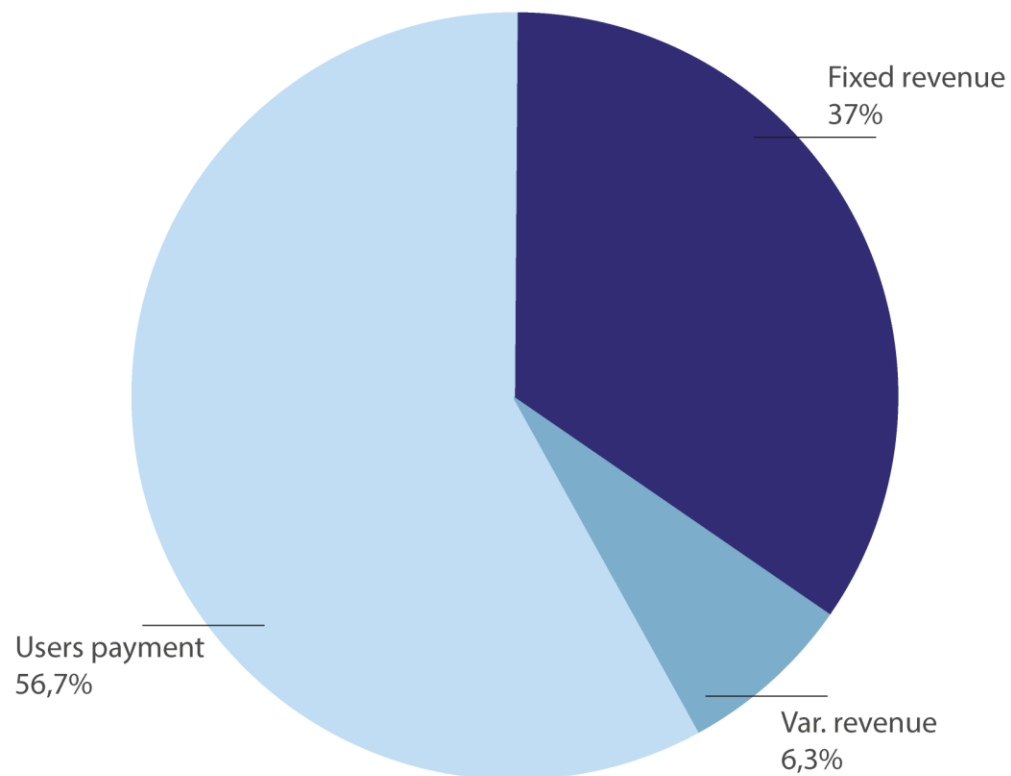
Gli utenti postano i contenuti adv su Instagram.

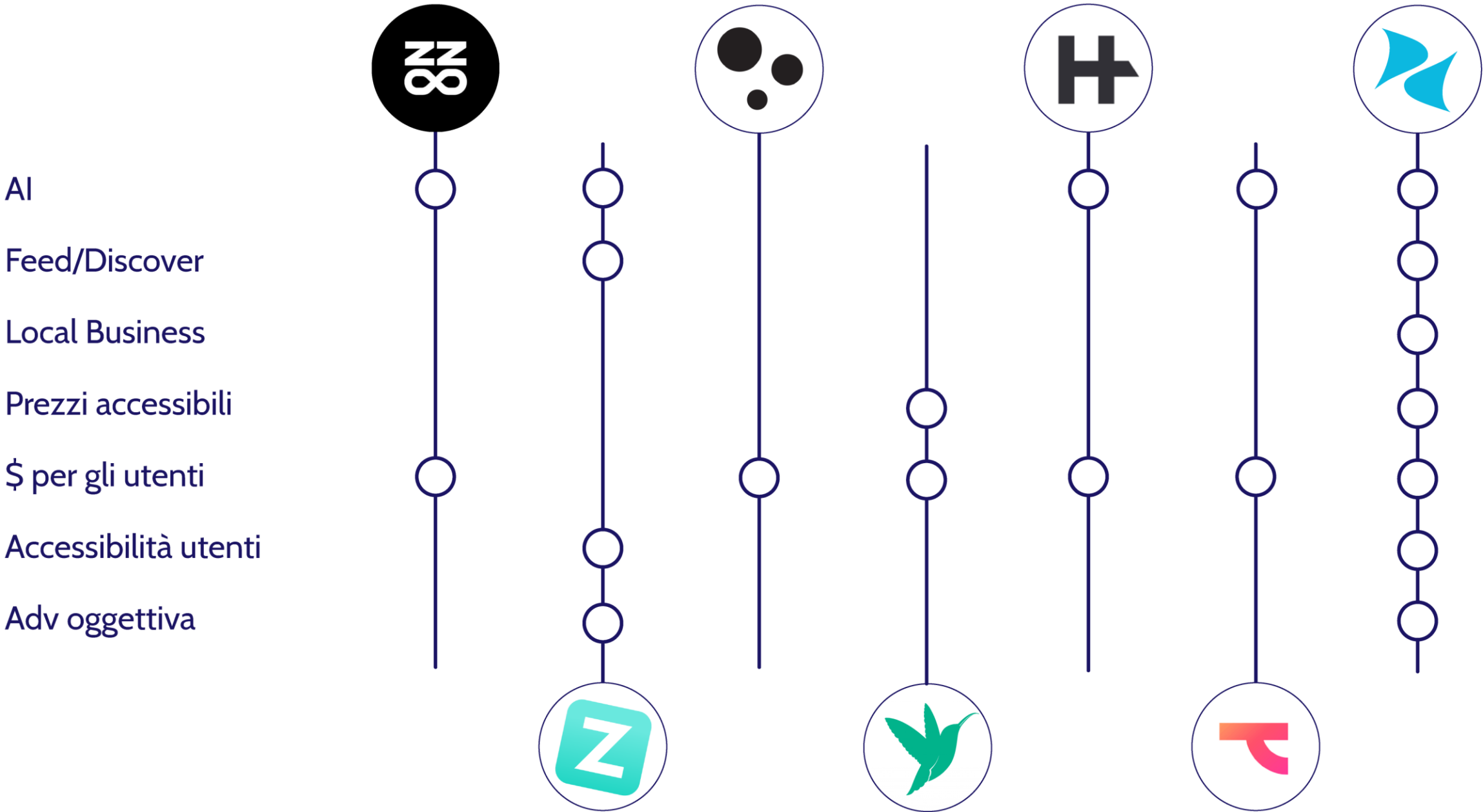
3. RICAVO VARIABILE

Trendd paga gli utenti e trattiene il 10% dei loro ricavi.

Spesa totale: 269,90 Euro
Revenue totale: 116,90 Euro
Margin: 43,3%

● 99,90 Euro ● 17,00 Euro ● 153,00 Euro







**ALESSANDRO
MARCHETTO**
CEO

Founder, ideatore di
Trendd e sviluppo
del business model.



**WILLIAM
PERALTA**
Full stack dev.

Head of business
product.



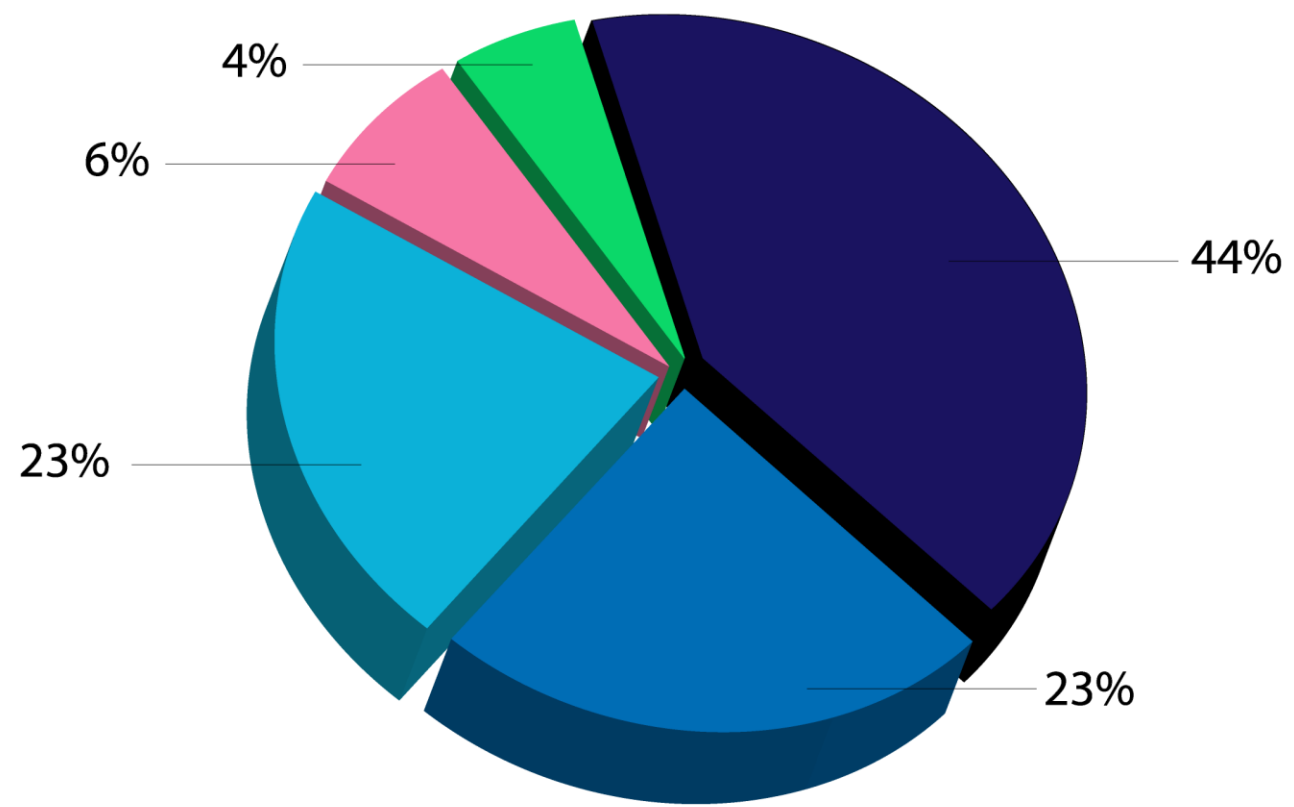
**SIMONE
MASIERO**
Back end dev.

Head of user
product.



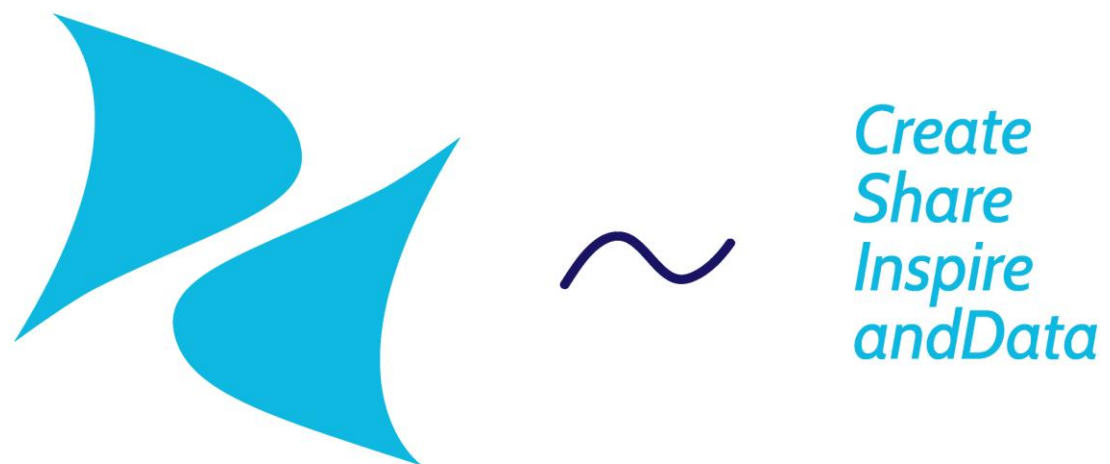
**ANDREA
RONCORONI**
Marketing manager

Marketing
strategies analysis
e sviluppo.



1st year
Cap. need: **87.500 Euro**

- Product / Service dev.
- Third party services
- Team
- Server and IT
- Marketing



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