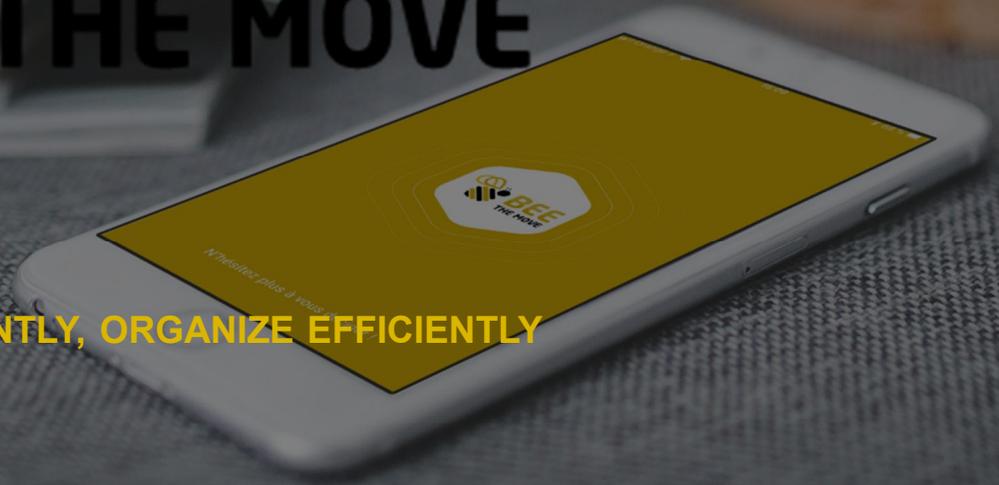




BEE

THE MOVE



ORGANIZE DIFFERENTLY, ORGANIZE EFFICIENTLY

WHY ?

Organization and organizing is part of everyone's daily life, whether its work or personal projects, we are always in organization mode.

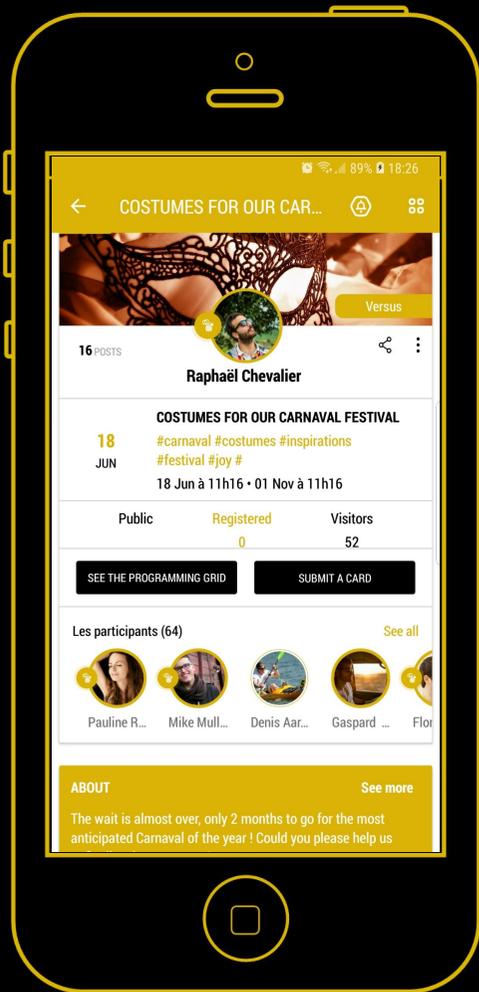
When you organize a work project or an event or any kind, though it involves a group of people, the weight of the organization is usually put on one person or a restricted group of person at the beginning.

But if we've learned anything from the past, it's the importance of user experience. And the best way to truly improve the experience of the end user is to integrate them from the beginning, during the decision and organization process, and all the way until the end when they become part of the project or event.

Today, we can see an increasing demand for organizational assistance tools, since companies and individuals are moving towards a more collaborative way of working and thinking, but these solutions all lack something essential : collaboration and inclusion from the start to the end.

That's where Bee The Move comes in.

WHAT ?

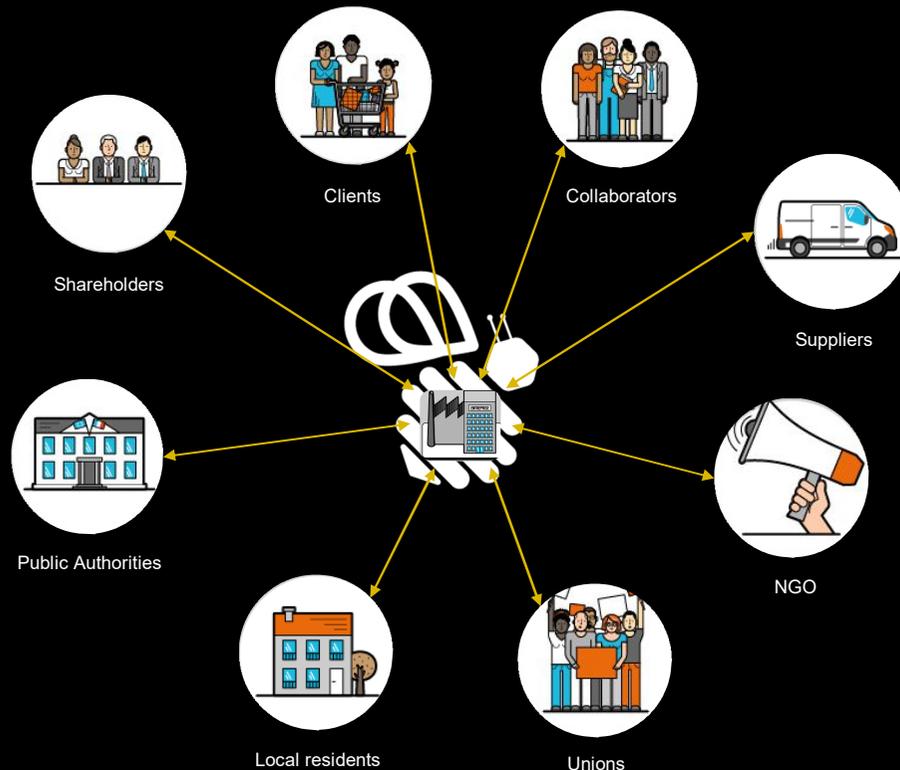


Bee The Move is a platform that allows individuals and professionals to manage the organization and follow-up of their projects better, by promoting a more collaborative and inclusive validation approach, from the upstream of these projects to the downstream.

What that means, is actively including people in the project's organization, by making the part of the decision making process from the very conception and initiation of a project or idea, to even after the project has taken place.

Also, by being part of the whole journey, we boost engagement and motivation.

CLIENTS : BWITHC_{FOR}C !



Today collaboratives platforms focus on professional and internal collaboration. Bee The Move wants to open up this internal collaboration to external collaboration as well, to deal with colleagues, clients, suppliers and all other stakeholders within one platform, whether they are 2 participants or thousands!

We all know about current business models, whether they are BtoB, BtoC, BtoBtoC, BtoBforC, but let introduce now the BwithCforC model! This is a co-creation process made by the user for the user, in the best interest of the user and the company. Because, who knows more about the needs than the one who will use it ?

Lets take a possible professional example such as an apartment renovation project. Here the architect and his team can exchange with the final client in order to inform him of the progress of the work and propose various possible choices. The end client and all the project members can take decisions every step of the way ensuring everyone is aligned, engaged, and committed to project completion.

There are countless use cases: include your customers in the design of a new product, know your collaborators' preferences regarding the organization of your team building session, submit to your colleagues the discoveries made during the last show, share with your employees ideas for a new concept store, etc.

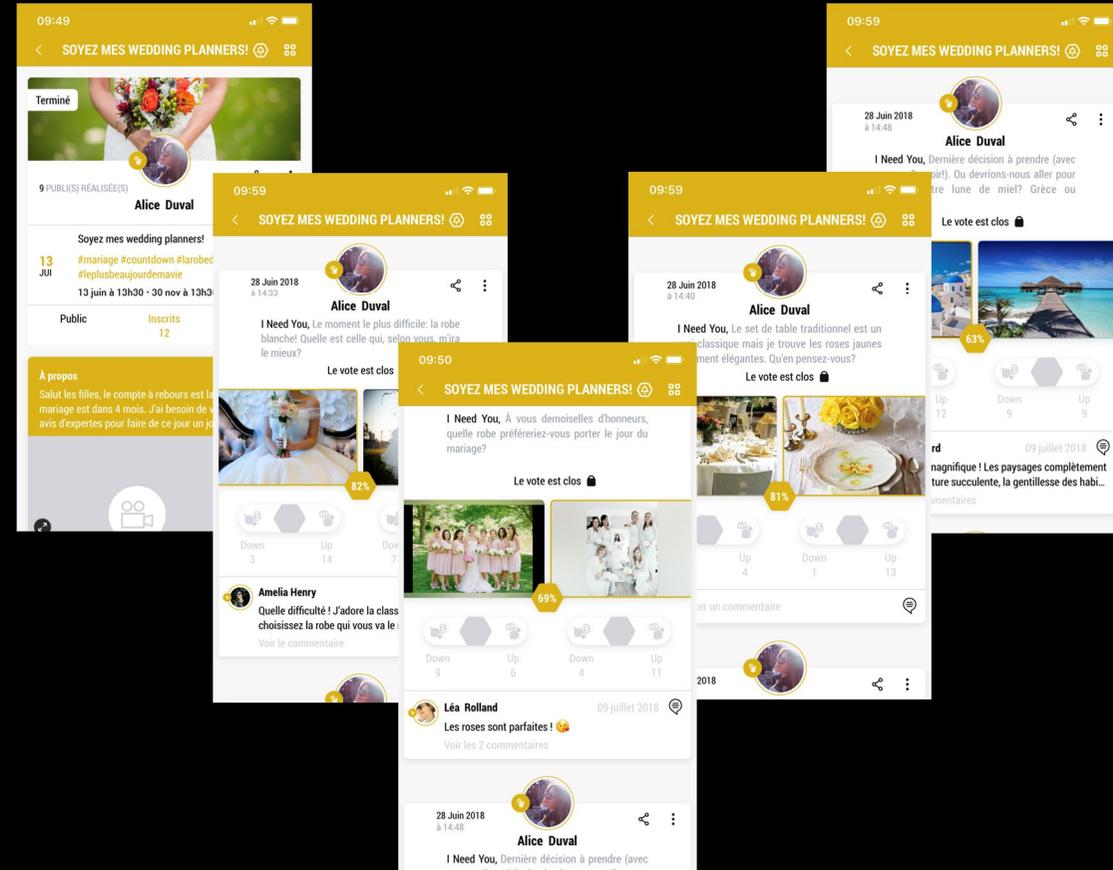
CLIENTS - CWITHCFORC!

Bee The Move also wants to open up the use of collaborative platforms to personal use.

When it comes to organize any project or event, most people today use WhatsApp or any other messenger and create a group discussion...but the result is hundred of messages (often unread), confused participants lost in the feed, and conversations taking different directions. What this means is that precious information is lost, and key decisions are not taking place.

With Bee The Move, we have found a way to overcome this, bring value, and facilitate clear decision making throughout the process. Requests are structured, information is streamlined, decisions are taken step by step and results are clear.

There are countless use cases: organize a birthday, a weekend with friends, a wedding, a bachelor party, a farewell drink, the layout of your apartment, etc.



MARKET

BtoB:

Global enterprise collaboration market is expected to grow from USD 34.57 Billion in 2018 to USD 59.86 Billion by 2023, at a CAGR of 11.6% from 2018 to 2023.

- The growth of the enterprise collaboration market is primarily driven by the widespread usage of social networking websites and increasing usage of mobile devices for collaboration.
- The cloud segment of the enterprise collaboration market is projected to grow at a higher CAGR than the on-premises segment.
- The small & medium enterprises segment of the enterprise collaboration market is projected to grow at a higher CAGR than the large enterprises segment.
- The Asia Pacific enterprise collaboration market is projected to grow at the highest CAGR from 2018 to 2023, and this growth is primarily driven by the growing need for robust collaboration and enhanced decision-making in organizations. Moreover, small & medium enterprises in various countries are investing in information technology to compete, secure, and capture digital opportunities from the market.

BtoC:

Concerning the market for collaboration between individuals, the market is much more fragmented, as it concerns all events in everyday life, from weddings and birthdays to holidays and home decorations.

There are no significant aggregate figures to be provided here, but market trends are tending towards more collaborative consumption and thinking methods as well.

COMPETITORS

BtoB:

Key players in the enterprise collaboration market are **Adobe Systems (US)**, **Atlassian (Australia)**, **Cisco Systems (US)**, **Facebook (US)**, **Google (US)**, **IBM (US)**, **Igloo Software (Canada)**, **Jive Software (US)**, **Microsoft (US)**, **Mitel Networks (Canada)**, **Salesforce.com (US)**, **SAP (Germany)**, **Slack Technologies (US)**, **TIBCO Software (US)**, and **VMware (US)**.

These companies are adopting **different growth strategies** such as **expansions**, **agreements**, **collaborations**, and **partnerships**, **acquisitions**, and **new product launches** and **product enhancements** to increase their market shares in the market.

BtoC:

Main competitors in individual collaboration market are **WhatsApp** and **other Messengers** (from **Instagram**, **Facebook**, **Snap**, **OS** and **else**) which allow users to create group discussion.

WHAT DOES THE BUSINESS MODEL LOOK LIKE ?

Subscription fee

For professional use, we have a model based on a subscription fee ranging between 20€ to 500€ a month, depending on the need

Advertising

For the personal use we have a model based on paid advertising which is proven today to be one of the most successful business models with regards to existing platforms

COMMUNICATION & MARKETING STRATEGY

We plan to launch a major **communication plan**, simultaneously but separately, **towards the BtoC and BtoB targets**.

The first essential points are **audience** and **reputation**.

The first communication investments will make it possible to **create a brand image** and **associate our name with a use**.

By communicating toward individual users, we will **start with an adoption in private life uses**. Viral and widespread use will then benefit from the **permeability between personal and professional life**, and thus **influence the use of our platform within companies**.

Given the wide range of collaborative solutions on the market and the trend towards IT consumerisation, **switching costs for a curious individual can be relatively low**. It is therefore **essential to seduce users** and **simplify the experience**, particularly **through an intuitive understanding** of the product in order to promote adoption from the very beginning. That's why Bee The Move **has been structured as a social network**, offering a **navigation and a use similar to existing social networks** such as Facebook, Instagram or LinkedIn, and known very widely by users.

This attention will also help to **limit the costs of support**.

WHO IS BEHIND THIS ?



Olivier, ex KPMG, founder of this company. His experience has always been in Corporate Finance and business development, really strategy focused, so he's driving the definition and strategy of this project.



Tuong, ex Microsoft, Ph. D and Post Ph.D specialized in applied mathematics, data mining, big data and artificial intelligence, with a strong experience in data base analysis, he is always there as a support to the technical team.



Minh, Ph.D specialized in IT infrastructure, enables us to go further in the deployment of our solution at larger scale.



And of course we are surrounded by a team of passionate testers and developers.

WHAT NEXT ?



We launched a test phase in January 2019 and have generated 15k downloads to date.

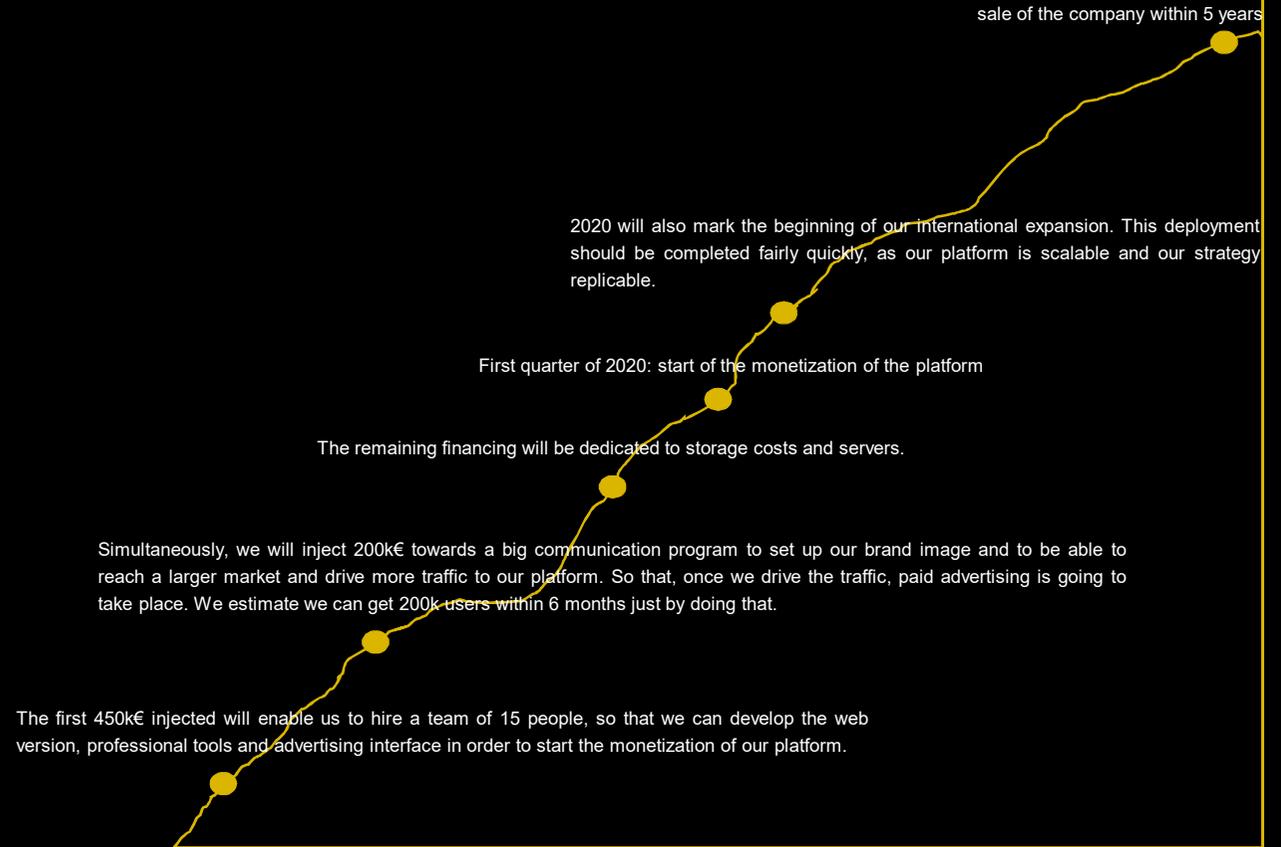
In July 2019, we decided to operate a major pivot, both in terms of user experience to facilitate the use of our platform and communication, and in terms of our business model approach to integrate a greater share of subscription revenues.

Our pivot will be completed at the end of August 2019.

We have already prepared our full strategy for next 3 years.

We are looking for a 500k€ investment. This investment is going to take us from where we are now to the monetization of our platform in the next 6 months.

Here is what it will look like :



BEE THE MOVE - ORGANIZE DIFFERENTLY, ORGANIZE EFFICIENTLY



We can't take away the need to organize every aspect of our daily lives, but what Bee the Move can do, is take away the stress, create engagement, and involve others to take collaborative decisions.

Organizing will still remain part of everybody's day to day lives, but now so will Bee The Move !



CONTACT

BEE THE MOVE

Tél: +33 6 32 99 39 17

Mail: olivier.narayanin@bee-the-move.com