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Leveraging Business and Networking

May 2020

Problem / Solution

Startups, Investors, and Enterprises **need to meet for business and investment, regardless of the country** they are at**.**

- **Problem:** The **matching process** is **inefficient, biased, expensive, time-consuming**, and **not democratic**.

  (i) new technologies are only accessible to a few "elite corporations". **Mid-sized companies** don't have resources to engage in active tech scouting. Also, **startups** have small sales teams and it's hard for them to reach clients.

  (ii) funding for **startups** is only accessible to a few "elite entrepreneurs" because deal sourcing by investors tends to involve professional network biases. Also, for **investors**, deal sourcing is expensive, time-consuming and inefficient.

- **Solution:** WeSpline **democratizes** the whole process. **It's not just about better servicing the current market.** It's about **inclusion**. It's **about exponentially expanding the current market by including individuals and companies** that are currently out. **There is an entire pasture of green grass that has not been yet properly addressed**.

- **How?** WeSpline is a **global database of companies.** Through its **Smart Search engine** and **Artificial Intelligence Recommendations algorithm**, WeSpline **matches** players - such as startups, investors and enterprises-, **democratizing information and access to new technologies**, and **creating business opportunities that may otherwise be missed.**
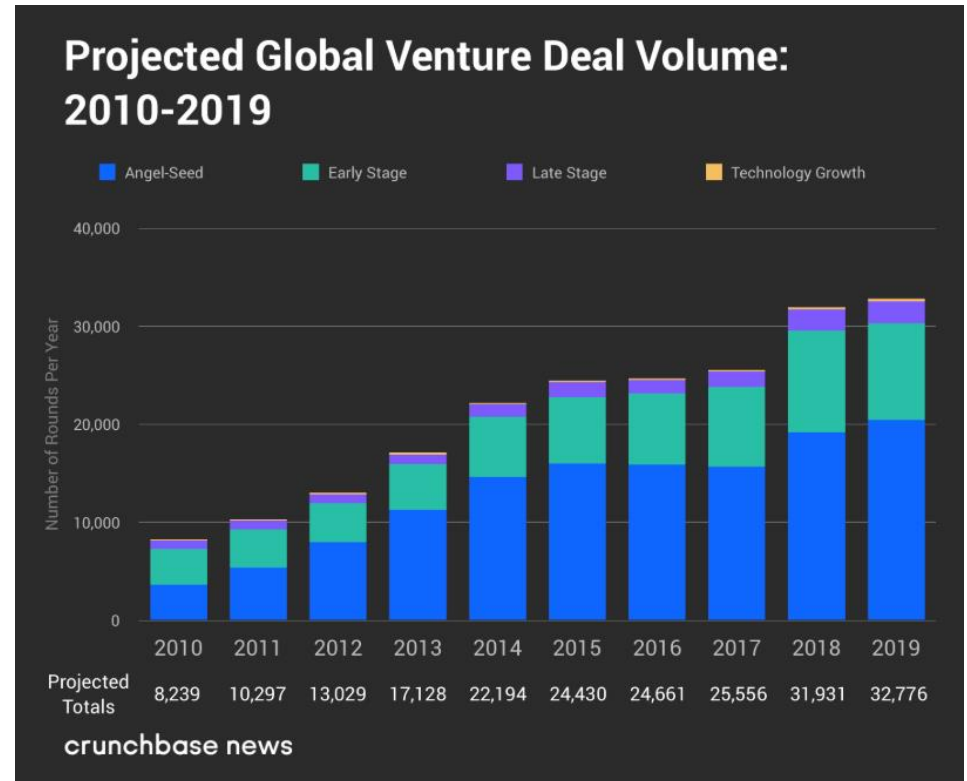
Trends:

Startups - Investors

Global Venture Deal Volume has been growing steadily over the last decade…

…**and Artificial Intelligence (AI) has a great potential to be widely adopted for deal sourcing and filtering.**

• According to the Financial Times article entitled "**Artificial intelligence is guiding venture capital to start-ups**", one of the biggest challenges for venture capital companies is finding interesting investment targets before anyone else:

"'My job used to be about getting on a plane once a week and going to a different European city to try to find people who were doing interesting things,' says Roberto Bonanzinga, co-founder of InReach Ventures. 'It was inefficient', he says."

Projected Global Venture Deal Volume: 2010-2019

■ Angel-Seed   ■ Early Stage   ■ Late Stage   ■ Technology Growth

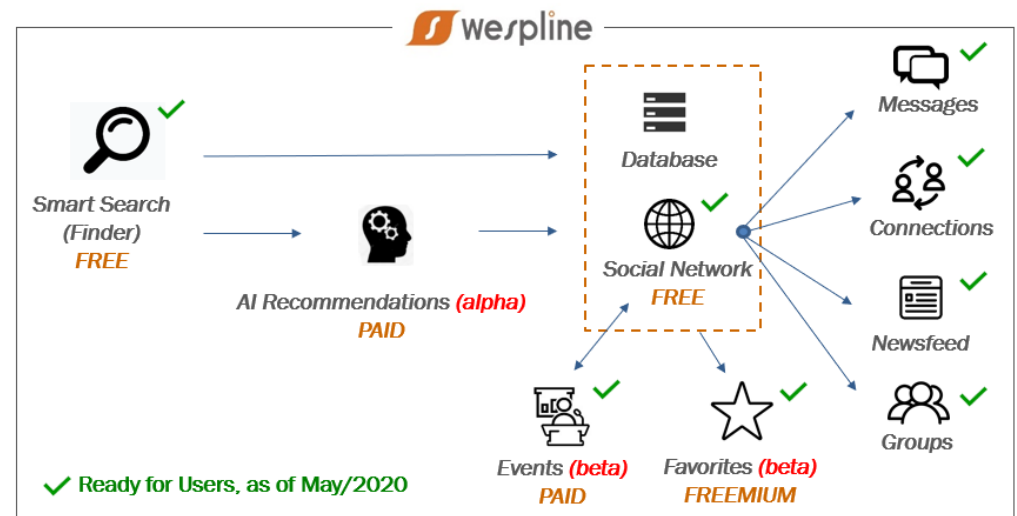|	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019
Projected Totals	8,239	10,297	13,029	17,128	22,194	24,430	24,661	25,556	31,931	32,776

crunchbase news

Trends:

Startups - Enterprises

- The **Global Innovation Management Market** is projected to grow from USD 918 million in 2020 to USD 1,663 million by 2025, at a CAGR of 12.6% during the forecast period.

- The **major drivers** in the market include **changing work cultures** in different organizations, **increasing demand for open or crowdsourcing innovations** from various organizations, and **increased focus of companies on the development of new and innovative products**."

Source: *Innovation Management Market by Function (Product Development & Business Processes), Type (Solutions & Services), Deployment Mode, Enterprise Size, Vertical (Healthcare & Pharmaceuticals, IT & Telecommunications), and Region - Global Forecast to 2025* by Research and Markets

Platform

WeSpline's Smart Search (**Finder**) and AI Recommender System (**Recommendations**) provide **accurate matching between companies** and tend to **self-improve overtime** (machine learning). Both are plugged in an internal global database and social network framework.

Selected Screen: Finder

In Finder, users can **search for companies using specific filters and tags**.

The AI Recommendations Algorithm (*alpha*) **narrows down smart search results** to a more focused list.

Selected Screen: Company Profile

Users can click on the search or recommendation results to **visit profiles** of companies.

Some profiles have a **database-only** status, while others have a **social network** (active) status.

Database profiles can be **claimed** and turned into social network profiles.

The social network framework allows users to send/receive **messages**, **connect** to each other, build **groups**, organize **events**, and read/write **newsfeed** posts.

Users can also **build and manage portfolios of selected Favorites** (favorite companies) **and share** them with other users, such as **teammates**.

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Business Model

AI Recommendations (*freemium*):

The Smart Search (**Finder**) is **free**, but:

- it generates an **extensive list of results** and going through this list can be **time-consuming** for an investor, entrepreneur, or executive – and **AI can narrow down the results to a more focused list**.

- **deal sourcing and filtering** tends to involve professional network **biases** – and **AI can improve deal flow analysis** (i) by **reducing bias** in the process, and (ii) by **generating business opportunities that would otherwise be missed**.

Therefore, to get **Recommendations**, users would need to **pay $30 per month** to **upgrade to Premium**.

Notes:

1) **Social Network features are FREE** - Individuals can sign up, build their company and user profiles, write/read newsfeed posts, connect to each other, build open or closed groups for their companies/hubs, and send messages directly through the platform for free.

2) The **Premium Plan** will also give users access to more **complex features in Favorites**, allowing them to share and better manage their portfolio of favorite companies, which is **particularly useful to large teams in corporations**.

Go-To-Market Strategies


Hubs

Events

Startups

Investors

Enterprises
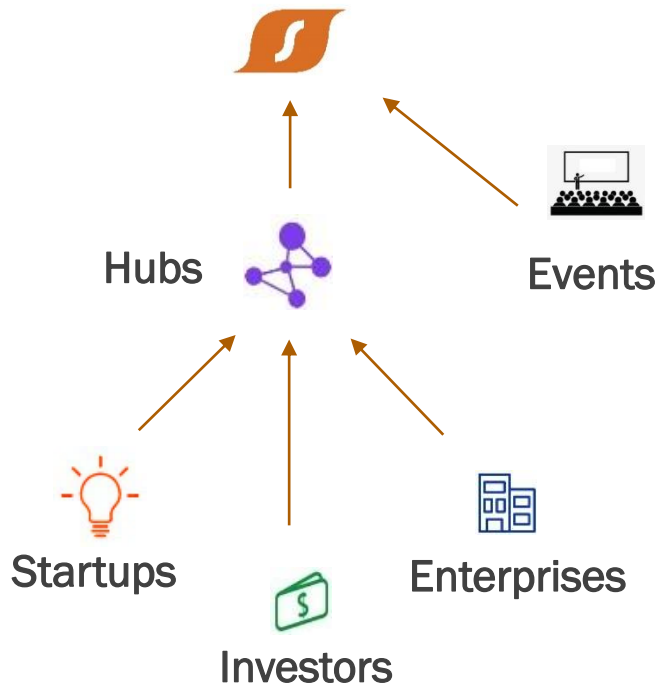
I. **Classic Strategy**: distribution **through Hubs** to gain **capillarity**

II. **Growth Hacking (& Engagement + Monetization) Strategies**:

- **Events** have proved to be a very useful tool to **"hack" users** to the platform and **increase user engagement**.

- **Events** can also be an **extra source of revenue** to WeSpline: **5% commission** for every event ticket sold.

- **Other tools** to "hack" users, increase user engagement, and generate extra revenue - such as **Mentors** (to match entrepreneurs with mentors) and **Challenges** (to help corporations distribute their open innovation challenges to the startup community), for ex.,- **may be released in the future**.

Selected Screen: Events
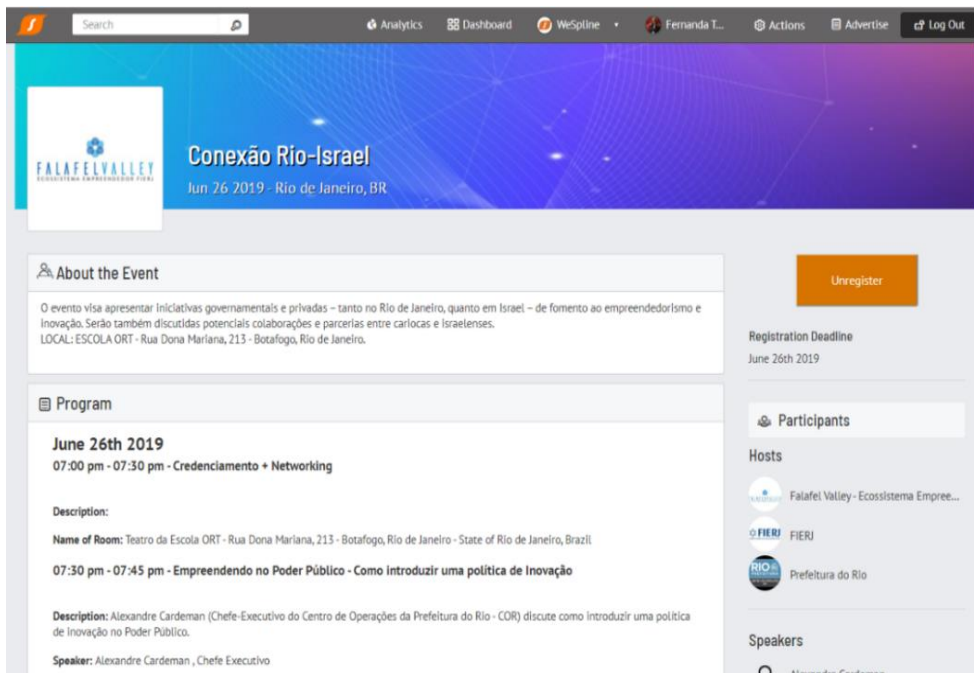
In **Events** (*beta*), users can build a **supporting page** and **sell tickets** to their tech/ entrepreneurship events…

…and allow participants to **interact** and enjoy **networking before, during, and after the event**.

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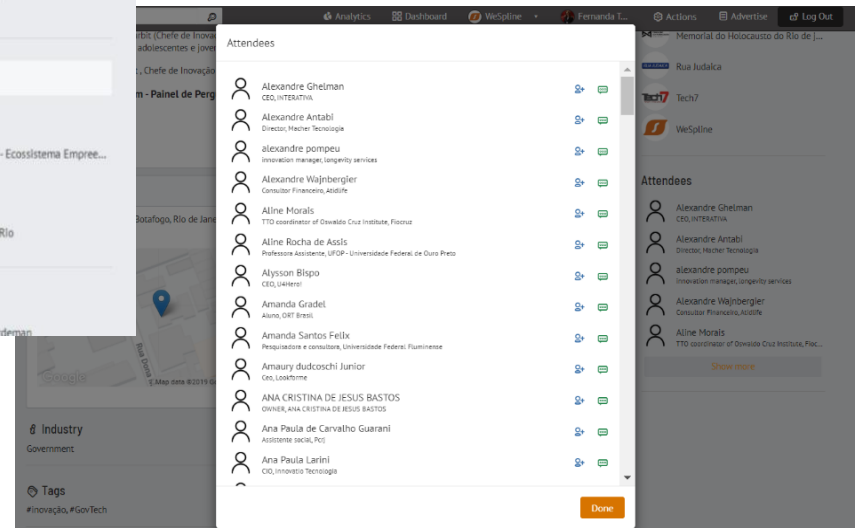
Size of the Opportunity

AI Recommendations

U$ 30 per month per user

US$ 10.8 bn

Potential Global Market for
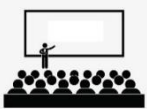Company to Company
Recommendations

[US$ 360 per year per user
x
30 million Large + SMEs]

(World Bank, 2014, 142 selected countries)

US$ 190 mn

Revenue

if 1.8% paying
companies by 2025

Events: Growth Hacking & "Side Monetization" Strategy

5% commission for every event ticket sold

US$ 270 bn

Global Market for Corporate
Events & Seminars

(Allied Market Research 2019)

US$ 91 mn

Revenue

if 0.03% market share
by 2025

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Competitors: "Half Solutions"

- Due to its **comprehensive structure**, WeSpline offers a **superior user experience**.

Features	AI Algorithm	Social Network / Messages	Database
WeSpline	✓	✓	✓
LinkedIn		✓	
AIngel	✓		
Start-Up Nation Central			✓
crunchbase			✓
AngelList			✓

- **Notes:**
  - (i) AIngel: based in Silicon Valley; only matches US Startups with US Investors; raised $2.3mn (Crunchbase); no database/social network navigation capacity
  - (ii) LinkedIn: no plugged-in powerful Search Engine
  - (iii) Database: regional or niche databases; users cannot interact properly.

Team Members

- **Fernanda Torós, PhD** – Founder & CEO at WeSpline, Lecturer at PUC-Rio. Previously, Founding Partner & CEO at Sabra Capital (Brazil), Partner & Portfolio Manager at Oren Investimentos, Portfolio Manager & Head of Equity Research at Nest Investimentos, Equity Analyst at Investidor Profissional and Leblon Equities, Economist at Credit Suisse, and executive at AmBev. In Academia, Visiting Assistant Professor at Virginia Tech and Lecturer at the University of Illinois at Urbana-Champaign (UIUC). Education: PhD in Economics / MS in Finance from UIUC, and BA / MA in Economics from PUC-Rio, Brazil.

- **Pedro Richa Dabarian** – Partner & CFO at WeSpline. Previously, Partner & Risk Manager / Compliance Officer at Sabra Capital, and Financial Analyst at Koin Latam. Education: MBA in Investment Management and BA in Industrial Engineering from PUC-Rio, Brazil, with credits obtained at California Polytechnic University.

- **Diego Moreira Guimarães** – Senior Software Developer at WeSpline. Previously, Senior Software Developer at Simple Fractal, Lead Developer at Parafernalia Interativa, Lead Developer at Innvent, Web & Game Developer at Aiyra, Web Developer at Peta5, Intern at Globosat. Education: BA in Computer Science from Universidade Federal Fluminense, Rio de Janeiro, Brazil.

- **Nilton Cesar Marques dos Santos** – Frontend Developer at WeSpline, Software Developer at TurnoverBnB. Previously, Frontend Developer at Abacomm Brasil, Development Consultant at Simple Fractal, Frontend Developer at D7, Frontend Developer at DunderLabs, and Web Developer at Agencia QI. Education: BA in Business Administration from Universidade Federal do Piaui, Brazil.

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Testimonials

WeSpline currently has **234 companies** from Brazil, US, and Israel and **393 users** registered at the platform (as of July 6th, 2020), with almost no distribution effort yet.

"WeSpline is certainly an important part of a 'Worldwide Platform' that we are looking for." – **Alexandre Augusto Mosquim, Open Innovation at Vale, Brazil**

"This has certainly a real demand!" – **Janice Maciel, Program Manager at InovAtiva Brasil (largest startup acceleration program in Latin America), Brazil**

"Attention entrepreneurs & investors: WeSpline is an impressive new company started by a Gies College alumni that uses technology to create a valuable entrepreneurship ecosystem." – **Jeff Brown, Dean at the Gies College of Business, University of Illinois at Urbana-Champaign, USA**

"I believe WeSpline has a lot of potential to facilitate and catalyze relationships in the high-tech ecosystem." – **Daniel Shil Szriber, High-Tech Lawyer at AYR - Amar Reiter Jeanne Shochatovitch & Co, Israel**

Funding

We seek funds to accelerate growth in 2021.

US$ 250 K

R$ 400 K

Bootstrap

(from Founder 2017-20)

Seed round

(to be raised 2020)
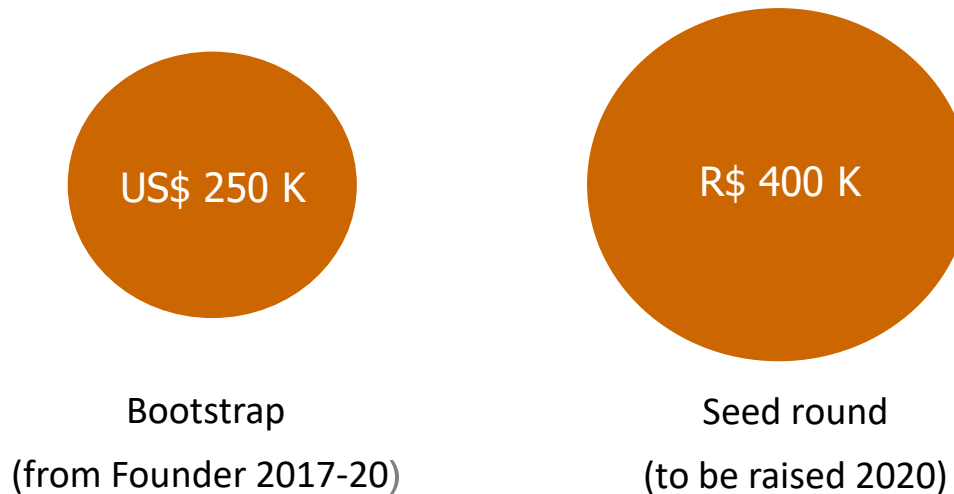
Use of Proceeds:

- Product Improvement
- Team Growth, mainly in Sales and Software Engineers

Esta empresa está germinada no

INSTITUTO
GÊNESIS
PUC-RIO

2019.2
ACELERADA
INOVATIVA
BRASIL

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