

**LIVE SHOPPING.**

**BUT EASY.**



# THE PEOPLE'S CHOICE

THE EXPERIENCE OF SHOPPING HAS BEEN TAKEN FROM US.  
RITZI WILL BRING IT BACK.

PEOPLE MISS THE PERSONAL BONDING IN DIGITAL SHOPPING. PEOPLE WERE DRIVEN FROM THEIR JOBS IN RETAIL. CUSTOMERS ARE LONGING FOR THE LOST CULTURE OF SHOPPING AND CONSUMPTION.

WE CAN DO SOMETHING ABOUT THAT.



# THE BUSINESS' CHOICE

THE RISE OF  
**SHOPATAINMENT**

THE RISE OF  
**COMMERCE MEDIA**

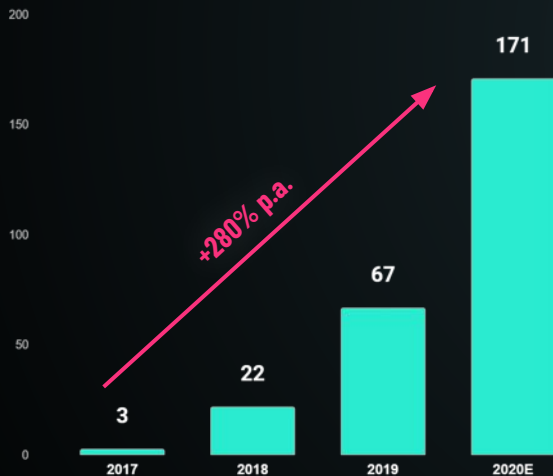
THE NEXT GENERATION OF  
**RETAIL MEDIA NETWORKS**



# THIS MARKET IS HUGE.

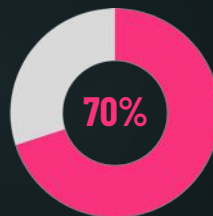
- // Estimated \$171 bn in 2020
- // CAGR of 280%
- // Expected \$423bn by 2022\*

Gross merchandise value (GMV), \$ billion\*

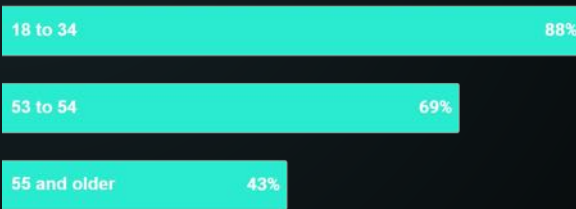


- // Shopatainment is emerging in Europe (Forrester)
- // 10-20% of all e-commerce by 2026 (McKinsey)
- // 31% Europeans increased online shopping 2020 (Forrester)

## EUROPE



**Consumers** who are interested in shopatainment



# LIVE SHOPPING IS NON-NEGOTIABLE

// Live Shopping is skyrocketing in Asia.

// Europe needs a **quick, smart and easy**  
Solution. **Now.**

// Competitor solutions respectively

// can't be easily installed

// aren't highly scalable

// don't have their own platform

// don't offer a SDK's and widgets





# THEY CAN'T WHAT WE CAN.

	RITZI	Livebuy Bambuser	Amazon eBay	Tiktok Instagram
<b>Fast and easy Setup</b> Just minutes to kickstart your shop and sell live	★			★
<b>Adaptability</b> Integrate your channel in Desktop, Mobile and even Apps	★			
<b>Market Place</b> One place for everything you want when you want it	★		★	★
<b>Customization</b> Make your channel look exactly as you want it	★	★		★
<b>Sales Tech</b> Focus on selling and creating revenue, highly scalable	★	★	★	
<b>Sociability</b> Interpersonal connection and interaction between shops, influencers and customers	★	★		★

# RITZI IS THE SOLUTION

SELL LIVE IN MINUTES ON RITZI

SELL LIVE IN MINUTES ON YOUR OWN WEBSITE

SELL LIVE THE WAY YOU WANT TO

- RITZI API
- iOS SDK
- Android SDK

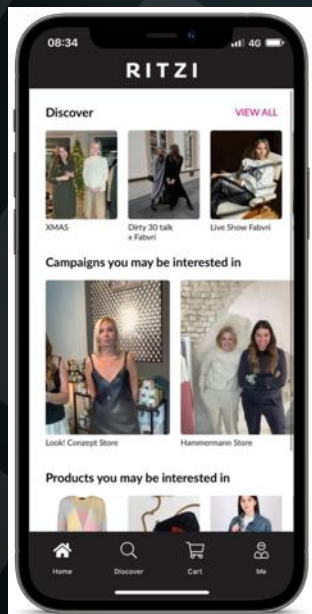


RITZI

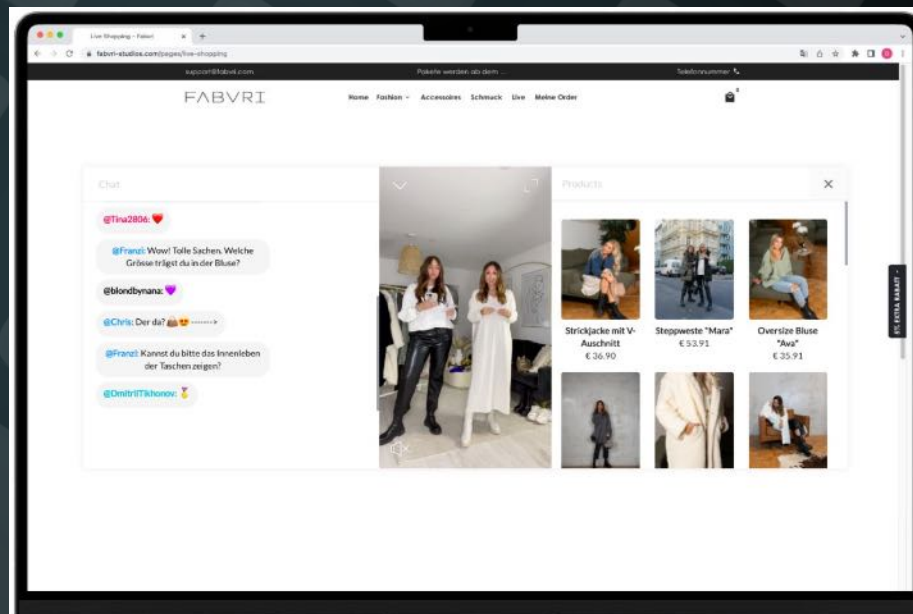


RITZI

## RITZI PLATFORM



## WEBSITE INTEGRATION



# MEET THE TEAM



## KAI STUBBE CEO

Serial Entrepreneur, last 7-digit exit in 2019, MBA



## DIMITRII TIKHONOV CTO

Developed products for private sector and government used by millions of users  
MA IT & Economics



## JANE ILIKANNU VP Brand Partnerships

20 yrs of experience in advertising, product placement and strategic partnerships  
M.A. Brand Mgmt, Business Dev. & Mkt.

## Alex V

Architect, Full-Stack Dev  
10 yrs experience, last VOD had over 300k users at a time

## Sergei

Backend Dev  
6 yrs experience, last API used by 100k users at a time

## Alex B

Backend Dev  
4 yrs experience, API used by over 150k monthly users

## Maksim

iOS Dev & AV Specialist  
4 yrs experience, Winner of an international programming contest

## Alexandra

UX/UI Design  
4 yrs experience, specialized in user flow and gamification

## Vlad

Android Dev  
3.5 yrs experience, last product over 500k active users globally

## Anna

Frontend Dev  
3 yrs experience

## Pavel

Full-Stack Dev  
20 yrs of experience, blockchain experience and data visualization

## Andrey

Quality Assurance

## Fabian

Copy + Brand Dev  
9 yrs experience in online marketing

# BUSINESS MODEL



Subscription model  
Basic / Pro / Enterprise



Data Bandwidth for  
Enterprise Clients



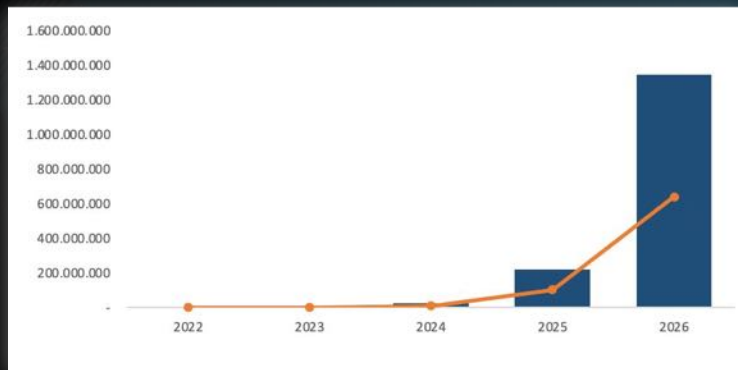
Customization SAAS services

# FUNDRAISING

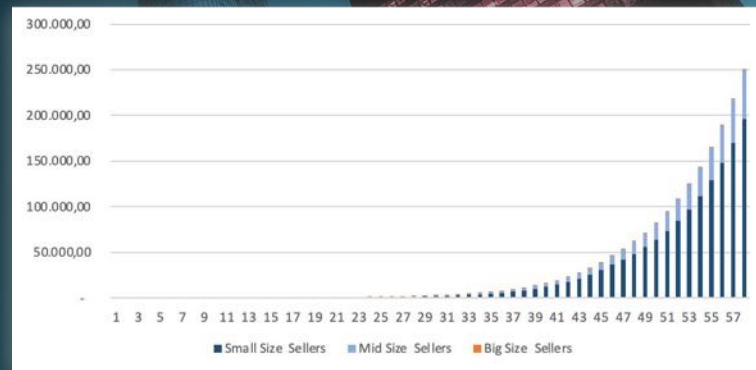
**2 Million Euros**

- BizDev / Lead Acquisition
- Team Expansion
- Own Channels / Content
- Performance Marketing
- Tech

## REVENUE & NET PROFIT (Euro)



## SELLERS (months)



Full Financial Model on request

# RITZI x ALIBABA

# Alibaba Cloud

- // Alibaba **won't** bring TaoBao to the western world, but wants to use its **most sophisticated** live-shopping backend through Alibaba Cloud worldwide
- // RITZI developed a **whole suite** of products based on Alibaba's backend for the western markets
- // RITZI will service Alibaba's clients as a **SAAS company**

**SHOPPING IS LIFE.**  
**RITZI IS SHOPPING.**  
**LIVE SHOPPING.**



**THANK YOU.**

**FUTURE@RITZI.LIVE**

