



Problem

When you have a service or an asset and want to share it, there is no easy way to do it (management often makes you not want to share it). Also, the collection process is complex. On the other hand, when you want to access a service or asset that you don't have, it is very expensive to pay for it on your own

Product or service

Suscrip is a technological application that enables the operations of the "shared economy" by providing an agile and secure platform to share services and goods generating income for their owners, while empowering people to access these services and goods at much lower costs

Market and validation

12 M people in Spain are potential Suscrip users according to a market study we did with Nielsen in June 2019 (People between 18 - 55 yr that share a service). This represents an opportunity of around 4bn euros per year in recurring revenue in Spain and doing the same math for the European Union, 27bn euros annually.

An average Spaniard consumes 8 hours of media per day, of which 3.68h (46%) are on TV. To capture the opportunity our market strategy goes through a strong investment in those media.

To make our CPA cheaper, we are targeting B2B2C partnerships. To this date, we have reached alliances with BBVA, Bankia, ABANCA and Telefónica. We currently have 34% retention rate after 60 days (double the market average) and are processing 1000 euros per month in transactions from our 90 active users on the platform. We are starting to make our first ad campaign.

Competitive landscape and differentiation

Suscrip substitute products are traditional banking apps, splitwise, bizum, fintonic, tricount. We are the only app that solves all the steps of the management problem that exists in the shared economy, because we connect with your bank, identify / calculate the amount the service provider / rental is, then split it with your group, collect the funds and transfer you the money to your bank. All automatically.

Business model

Freemium model for groups. The first 100 euros traded within Suscrip are free, from there there is a monthly plan of 13.99 euros charged to the group (it is divided among the members).

Transactional model for marketplace. We charge a fee per each executed transaction on the marketplace

Short term and long-term goals

We are currently focused on reaching 20.000 active users and that is our sole short-term objective. On a mid-term, we are going to validate our business model with those 20.000 active users.

On the long term (1 year) we have a plan to expand to the European Union to have a first mover advantage.

Team

The team has extensive background from the banking industry and is specialized in end to end process automation.

Driving the shared economy

Subscription Apps S.L. B87820452

Gabriel Ayala
gabriel@suscrip.com
+34 697 924 128
www.suscrip.com

Relevant milestones

We have reached alliances with BBVA, Bankia, ABANCA and Telefónica for customer acquisition

Cap table

The share capital of Subscription Apps, S.L at the closing date of this document is € 202,360

Holder	%
Gabriel Ayala	83
Jorge Mendoza	7
Diego Ayala	2
Business Angels (6)	7
Total	100

Financials

Positive EBITDA is reached in 3rd year of operations for each country Suscrip is taken to.

Expansion to any country requires investment in media and small technical adjustments. Global operations can be supported from the team in Spain.

Target: 2.6M euros

PreMoney valuation: 10M euros

Opportunity

Suscrip is selling equity to fund its expansion. With an expected 10X return on investment on year 5