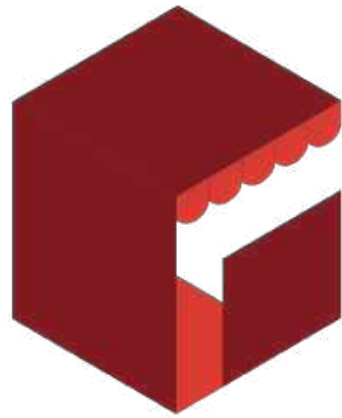


DIGITAL **REVOLUTION** FOR **FAIRS INDUSTRY**

HOW



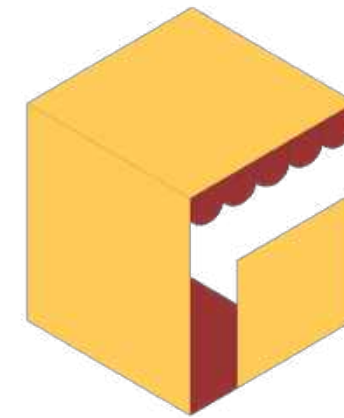
SINCE 2018

Booking Exhibiton Spaces



NEWS 2020

Digital Fair



NEWS 2020

Shop online

#1

Booking Exhibiton Spaces

Getastand is the platform dedicated to fairs and events that simplifies the entire booking process of the exhibition spaces.

MARKET



50B

SOLD SPACES

MARKET



EXHIBITORS

5M



EVENTS

1M

PROBLEM



ORGANISER



NO EXTRA SALES CHANNELS

WEEKS OF WASTED TIME

27% UNSOLD SPACES IN EVENTS

EXHIBITOR

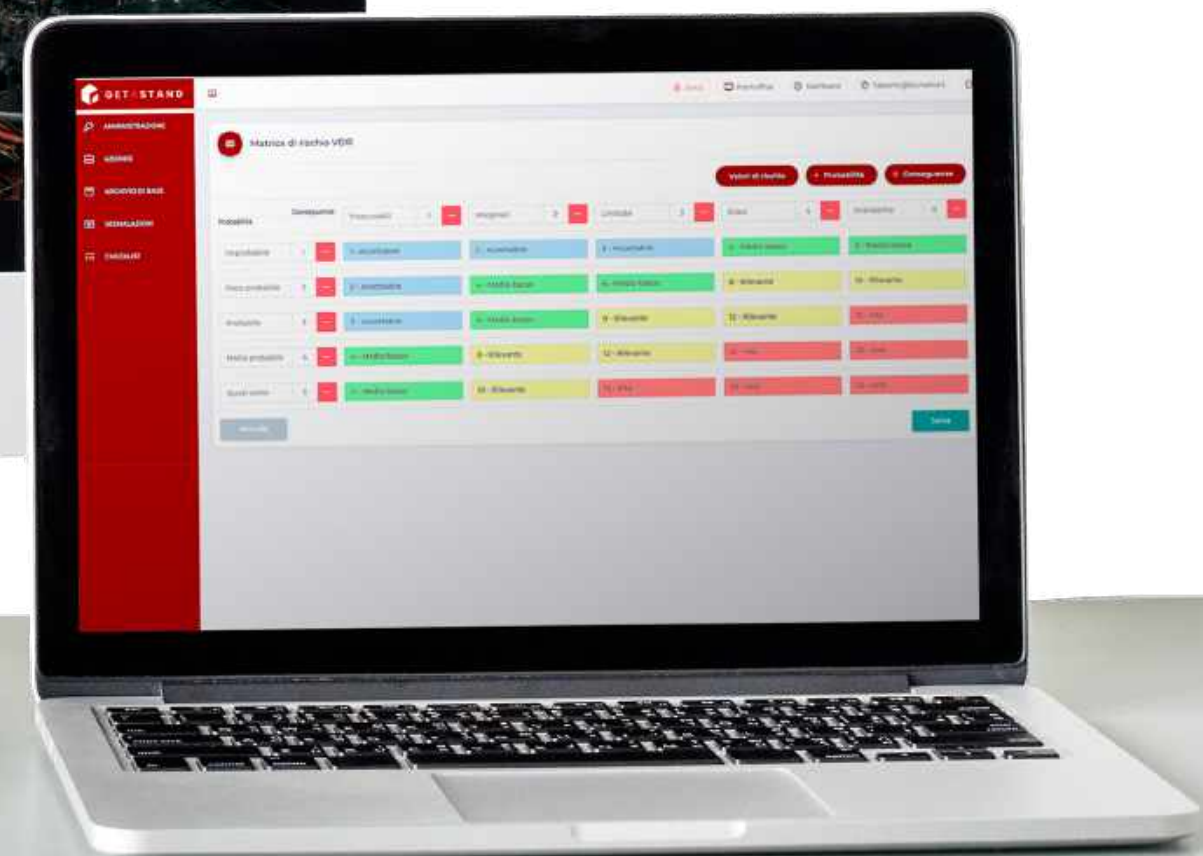
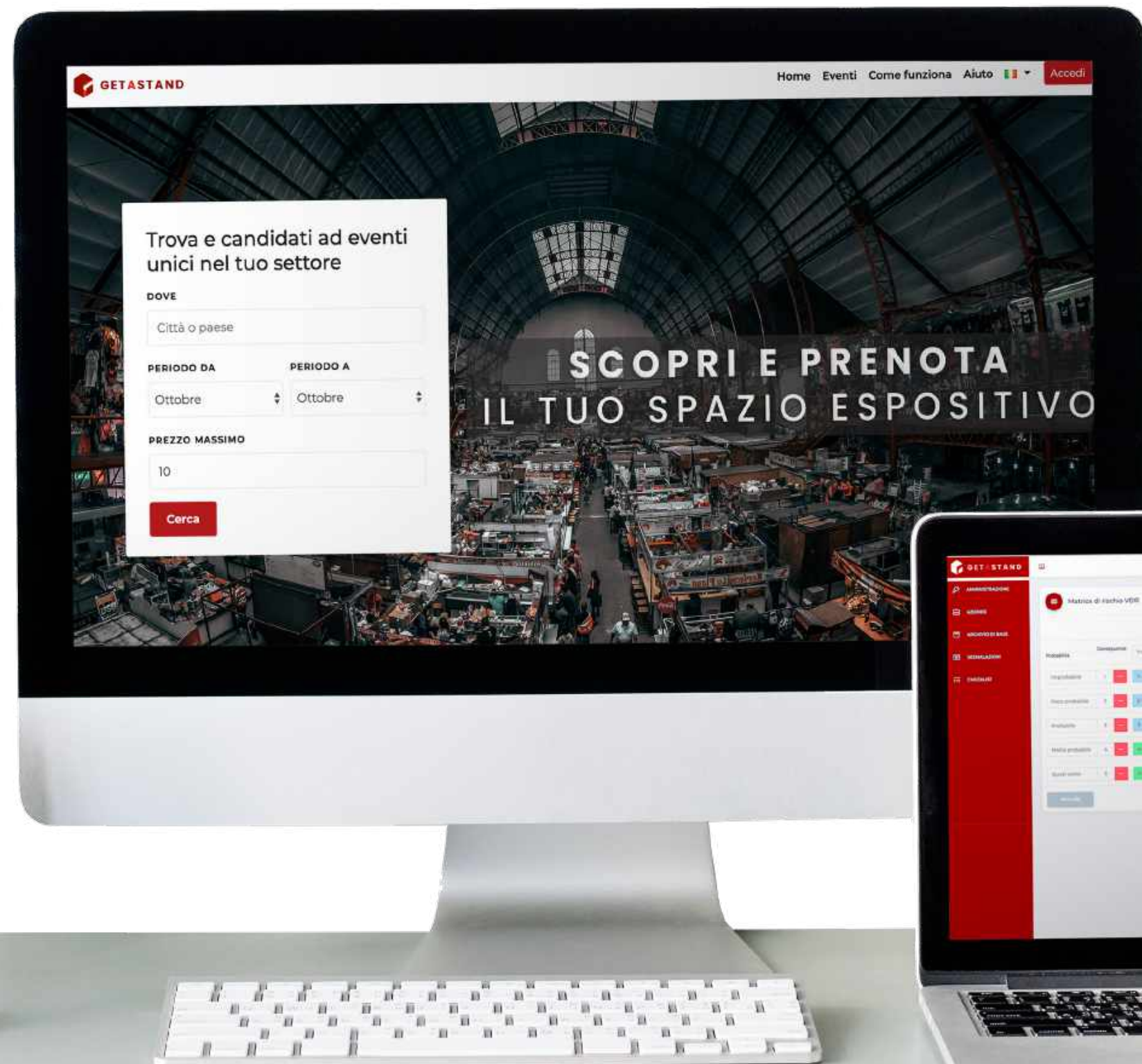


NO EASY INFORMATION

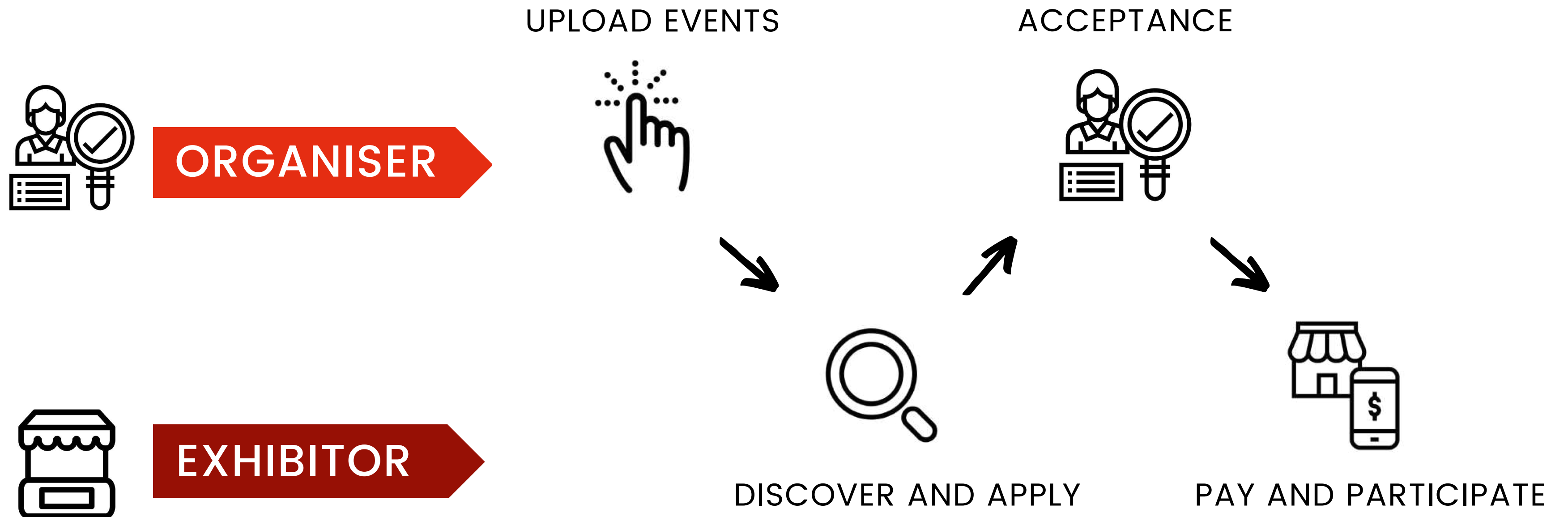
NO BOOKING PLATFORMS

PARTICIPATIONS FAILED

SOLUTION



MODEL

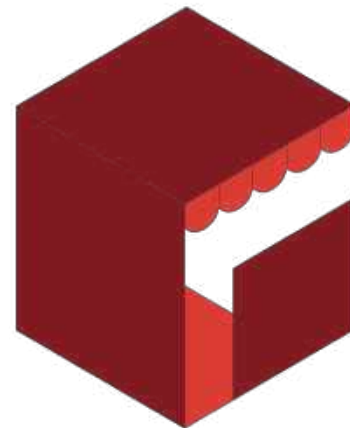


REVENUE MODEL

EXHIBITOR



100%
... € ...



85%
... € ...



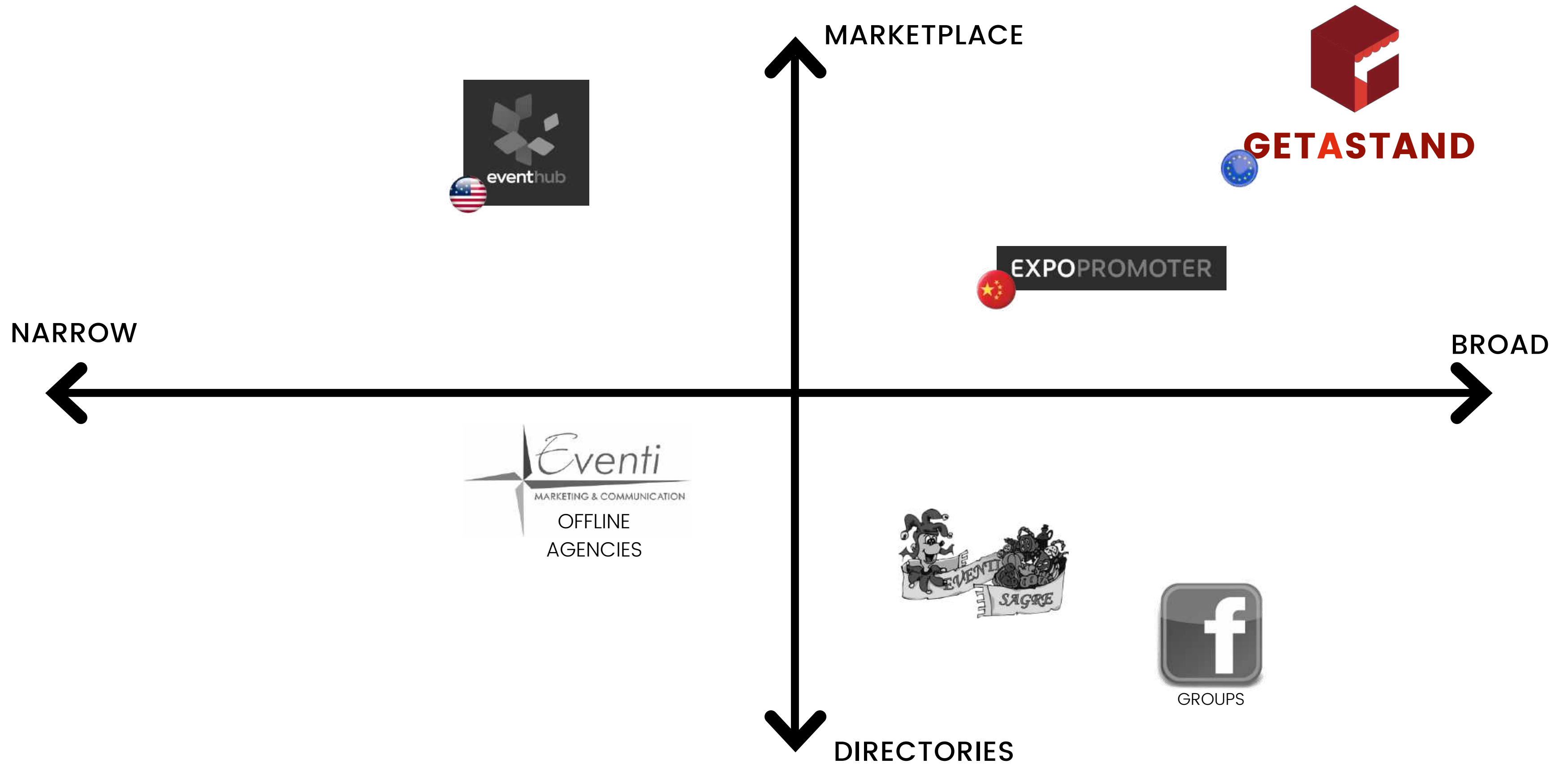
ORGANISER



15%

FEE GETASTAND

COMPETITORS



CUSTOMERS

AND MANY MORE



HOBBY SHOW – FIERA CAMPIONARIA
FIERAMENTE BIRRA



EUROMERCATO



TUTTI IN FIERA



AUTO E MOTO



F1 – MOTOGP



FIERA FRANCHISING



SALONE DEL MOBILE



PETS

TRACTION

LAST 18 MONTHS

MARKETPLACE

EXHIBITORS 3.000

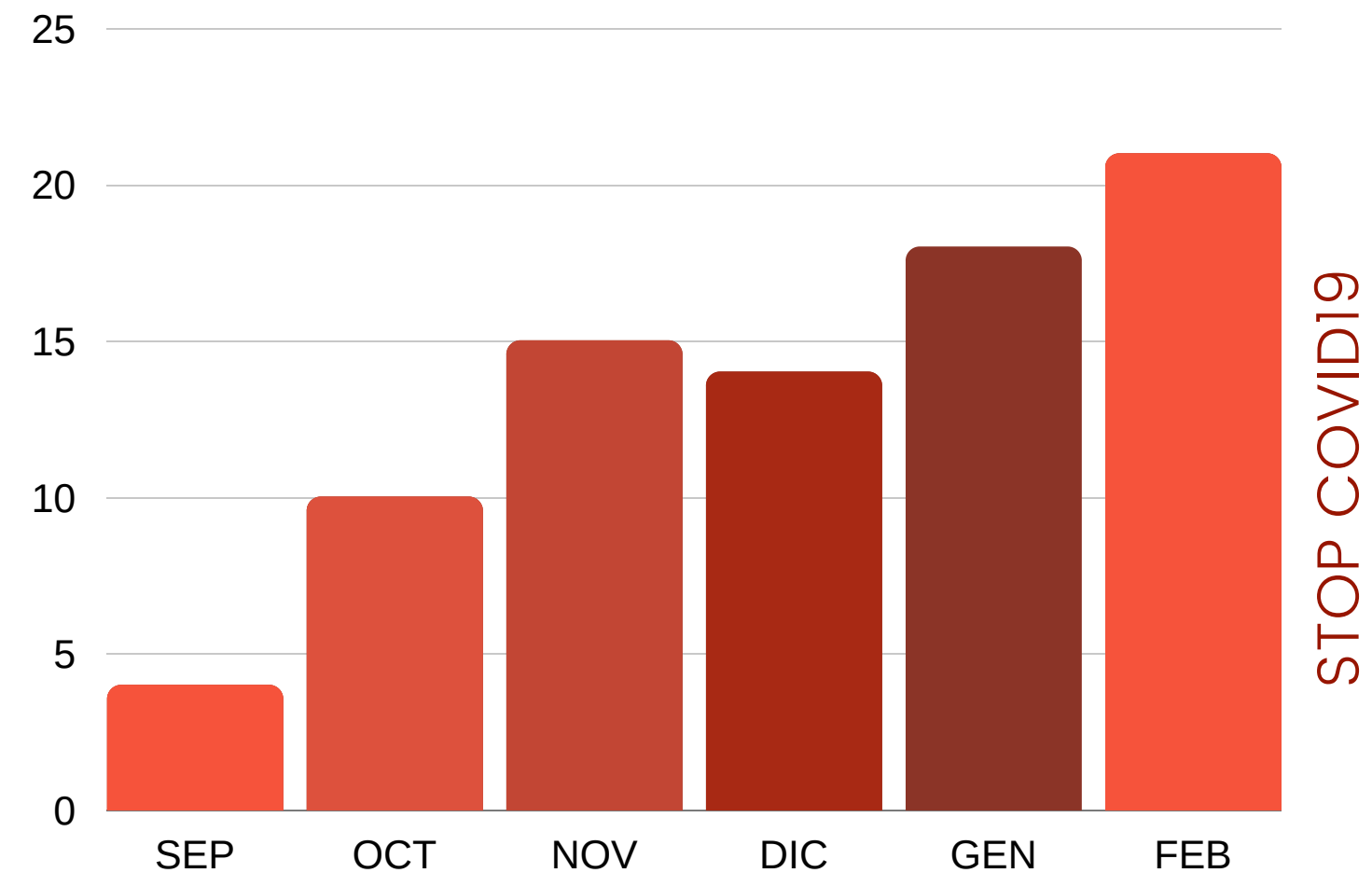
ORGANIZERS 300

EVENTS 600

MATCH

+37%

MONTHLY GROWTH



STOP COVID19

REVENUE

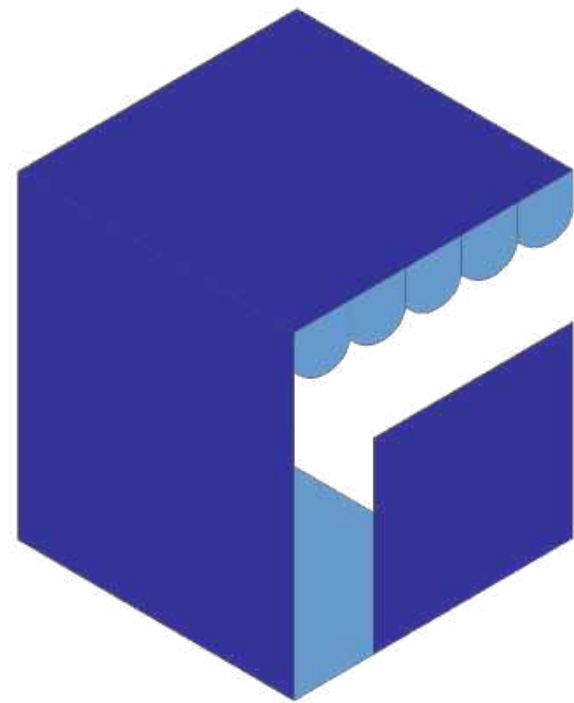
50K

BORN 2 NEW
PRODUCT

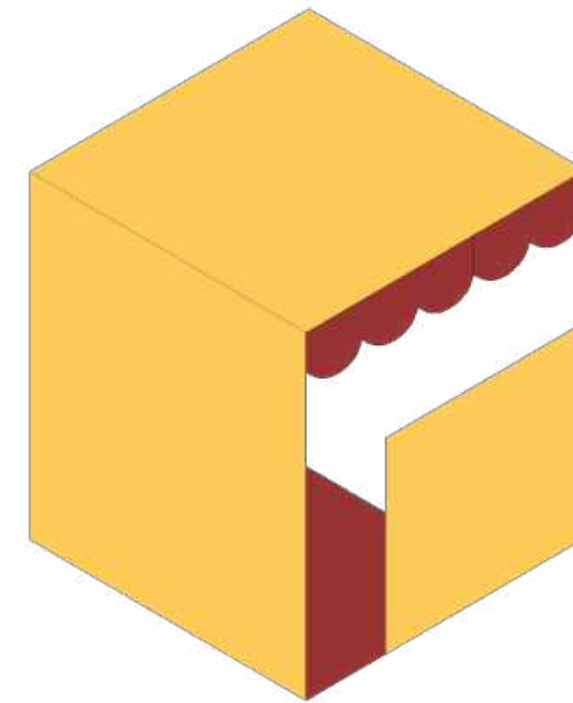
2019



2020 NEWS



Digital Fair

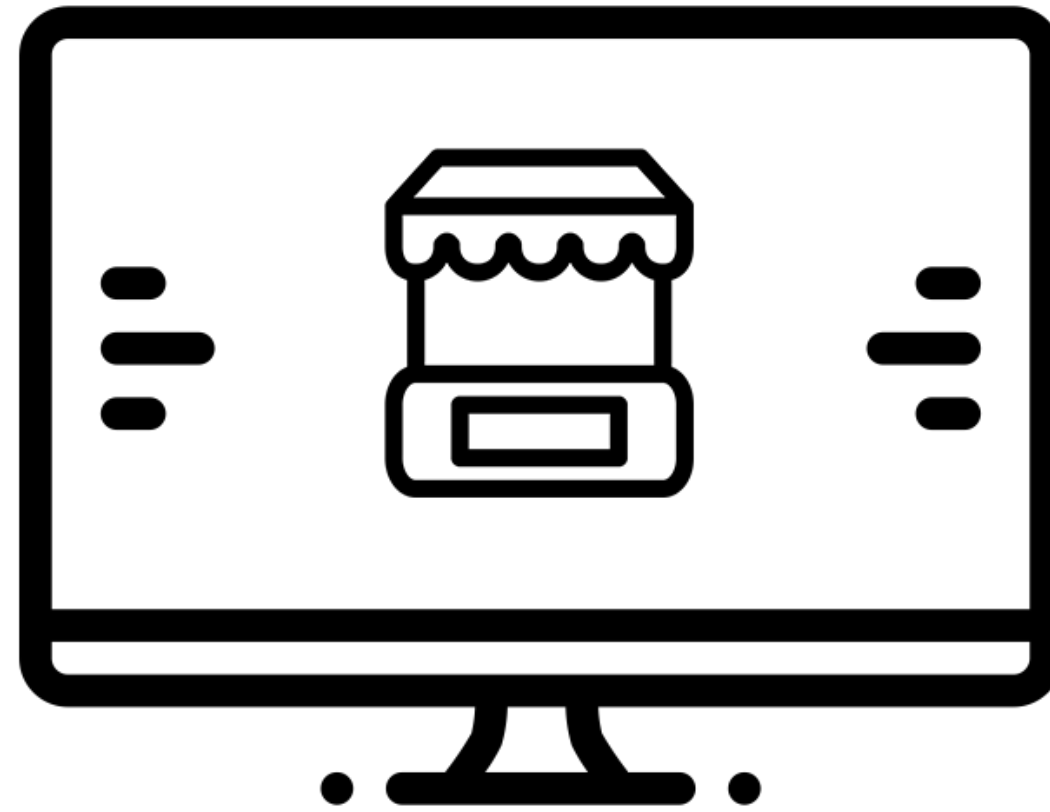


Shop online

#2 Digital Fair

Our technology can digitize trade fairs to make them happen online.

SOLUTION



PLATFORM TO PROVIDE
DIGITAL FAIRS

PRICING

Tailor-made solutions

The price starts from 10k for 5k simultaneous users and rises according to the customer's needs



10k

OUR FIRST EVENT



TRACTION



COMPANIES INVOLVED **+70**

VISITORS **30.000**

PRODUCTS LOADED IN SHOP **200**

WEBINAR PARTECIPANTS **250**

ECONOMIC SECTORS INVOLVED **6**

HOURS OF LIVE EXHIBITION **168**



3

Fairs interested

After realizing the MID, 3 fairs are in negotiation with us to buy our technology

#3

Shop Online

Getastand.shop is the right marketplace for all companies in the exhibition industry who want to sell online.

MARKET



275B

SALES MADE IN FAIRS

TRACTION



300

COMPANY PRE-ORDER

SERVICES INCLUDED



COURIER

We have made agreements with the best shipping agents to offer you an included shipping service at the lowest possible cost. You just have to specify where the package will be collected and the rest will be automatic, including the tracking of the shipment.



MARKETING

Depending on the plan you choose, one or more products will be advertised on social networks by one of our experts towards a targeted audience of users who will have an interest in buying what you sell.



VERTICAL

The right place for every seller. On this Marketplace there will be only operators from the world of trade fairs, this project was created to enhance the made in Italy for brands and companies that are facing an unprecedented block of events

REVENUE MODEL

SUBSCRIPTION MINIMUM 3 MONTHS

BASE

EUR **29** MONTH

15%
fee on sales

PREMIUM

EUR **79** MONTH

10%
fee on sales

NEXT STEPS

ROADMAP

2020

COVID 19

- 5 DIGITAL FAIR SOLD
- GETASTAND.SHOP
- 500 OPEN SHOP
- 200K GMV
- EXPAND TEAM

2021

- EXPAND EUROPE
- 200K BOOKING GMV
- 400K MARKETPLACE GMV
- 400K DIGITAL FAIR

2022

- UE LEADER SOLUTION FOR FAIR INDUSTRY
- EXPAND ASIA - USA

TODAY



TEAM



PAOLO CASTIONI
CEO & CO-FOUNDER



BIAGIO CASTELLANI
CFO & CO-FOUNDER



CAMILLO CASTELLANI
COO & CO-FOUNDER

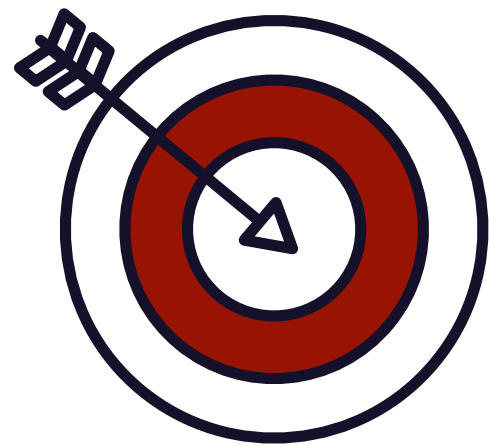


ALESSANDRA CELI
ACCOUNT MANAGER



CLAUDIO SECCIA
FULL STACK DEVELOPER

FINANCIAL NEEDS



2020 GOAL

S&M
45%



G&A
10%

R&D
45%

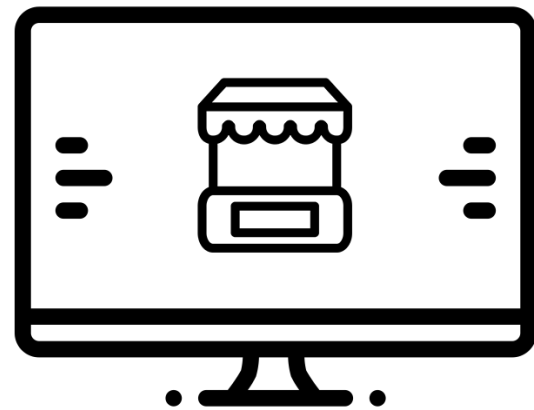
WHY INVEST NOW



BIG MARKET OPPORTUNITY



STRONG SECTOR
KNOWLEDGE



FIRST IN EUROPE TO
DIGITIZE THIS MARKET



PROVEN
TRACTION

CONTACT US

PAOLO CASTIONI | CEO

+39 320 75 43 002

PAOLO@GETASTAND.COM – WWW.GETASTAND.COM

BACKUP SLIDE

ACQUISITION COST

AVERAGE MATCH COST	50€
--------------------	-----

AVERAGE TRANSACTION	820€
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AVERAGE MARGIN	123€
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RETENTION

70%

OF ACTIVE USERS

ORGANISERS

LOADED MORE THAN 1 EVENT

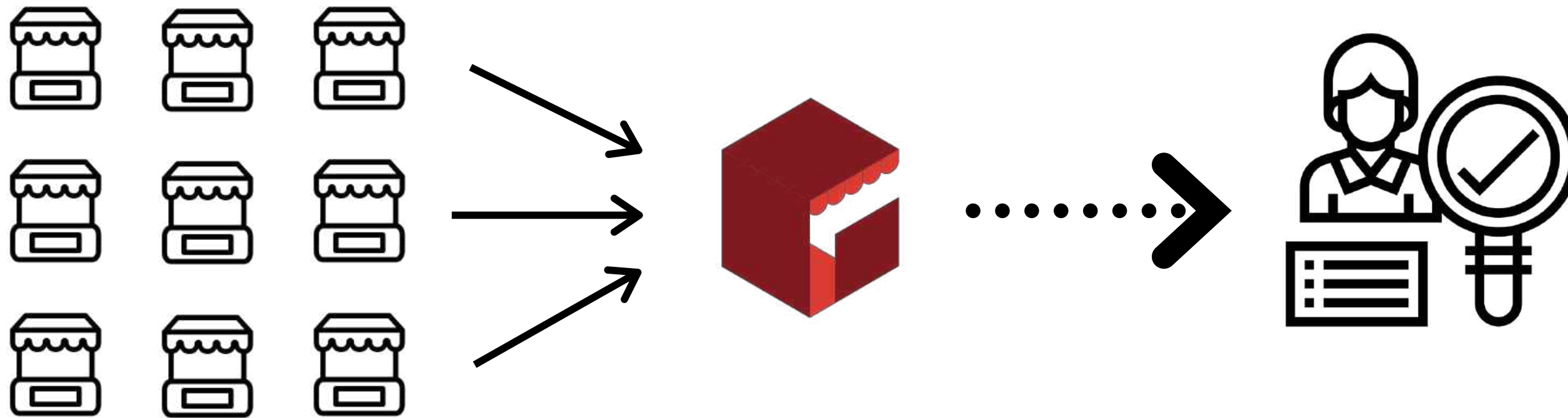
EXHIBITORS

MADE MORE THAN 1 APPLICATION

A ONE SIDE ACQUISITION

EXHIBITOR

ORGANISER



PROBLEM



LONG TIME BETWEEN ONE
EDITION AND ANOTHER



NO DIGITAL WAY TO INCREASE
PARTICIPATION AND REVENUE



DELETED EVENT

TARGET



12.000

NATIONAL AND INTERNATIONAL FAIRS IN EUROPE

PROBLEM



**COMPANIES NOT DIGITIZED
TO SELL ONLINE**

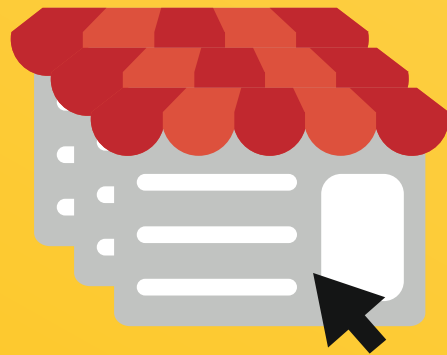
SOLUTION



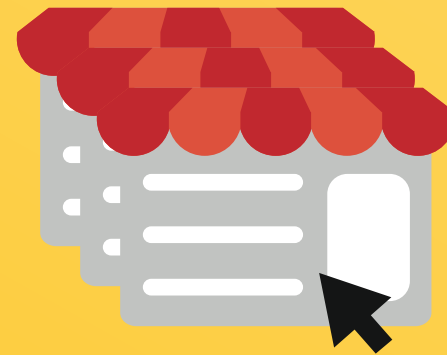
RIGHT MARKETPLACE FOR FAIRS INDUSTRY

FIRST USERS

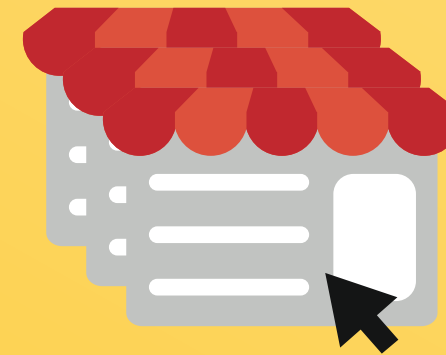
HEALTH AND WELLNESS



HOME AND FURNITURE



FOOD AND BEVERAGE



CLOTHING AND ACCESSORIES



ART AND CRAFTS

