campy

Customer engagement platform and app for shopping malls and retail chains



“We have lost Gen Z to digital.
We need digital to bring them back.
Campy is the platform to do this.”

The pain is real, it is big and getting bigger!

Jaan Lott
development director of Astri

astri

Almost **30 years of experience** in the development of trading environments and the provision of lease and maintenance services.

This is what people use





... but those platforms are not built to engage people with real businesses



But the list of all stakeholders' pain points is much longer

Demands from tenants

More visitors

More time spent in the mall

More € spent

Customer reach out problems

Limited software tools

Lack of skills

Lack of time

Lack of resources

Mall visit related problems

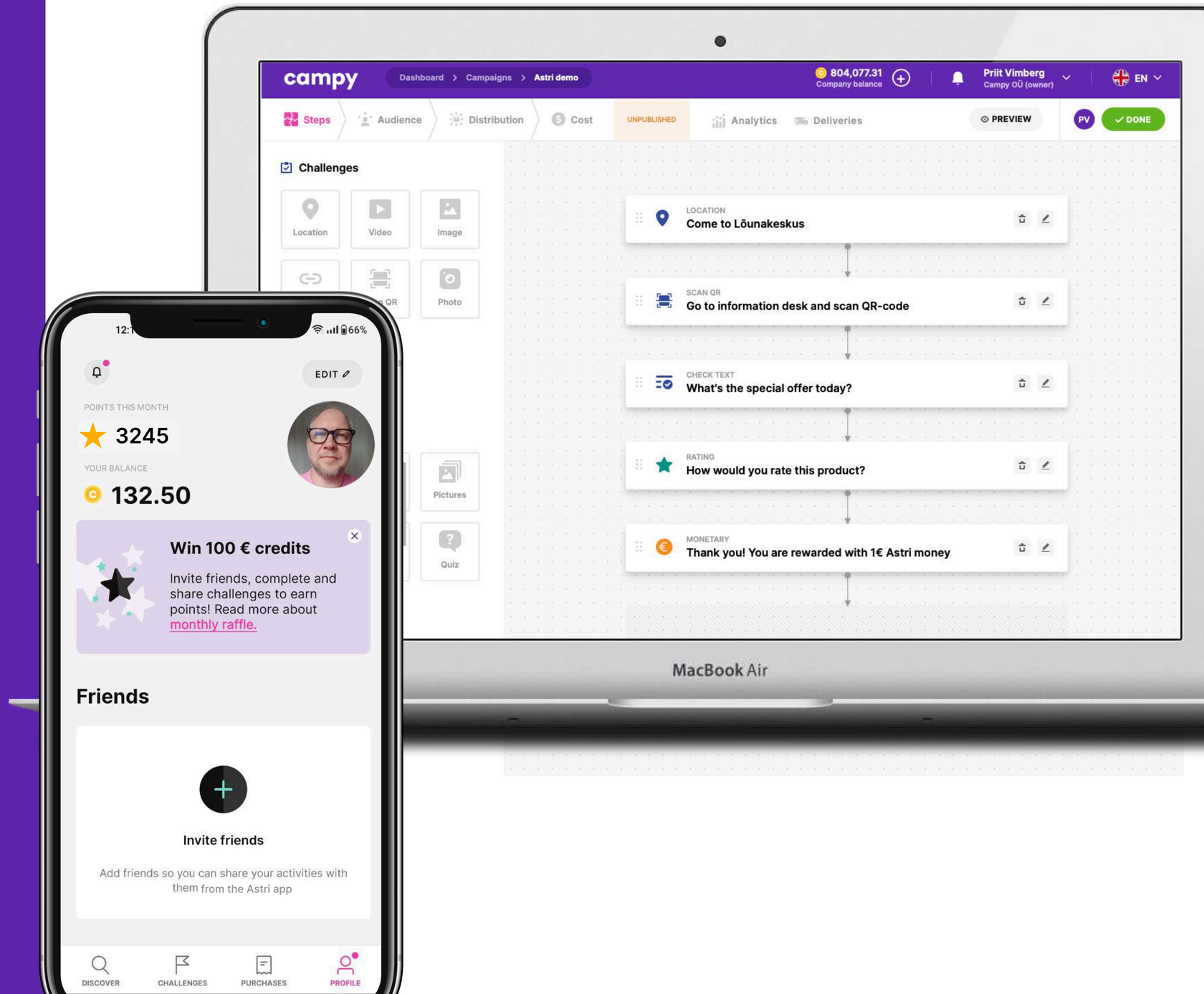
Limited stimulation and engagement

Navigation issues

Lacking overall experience

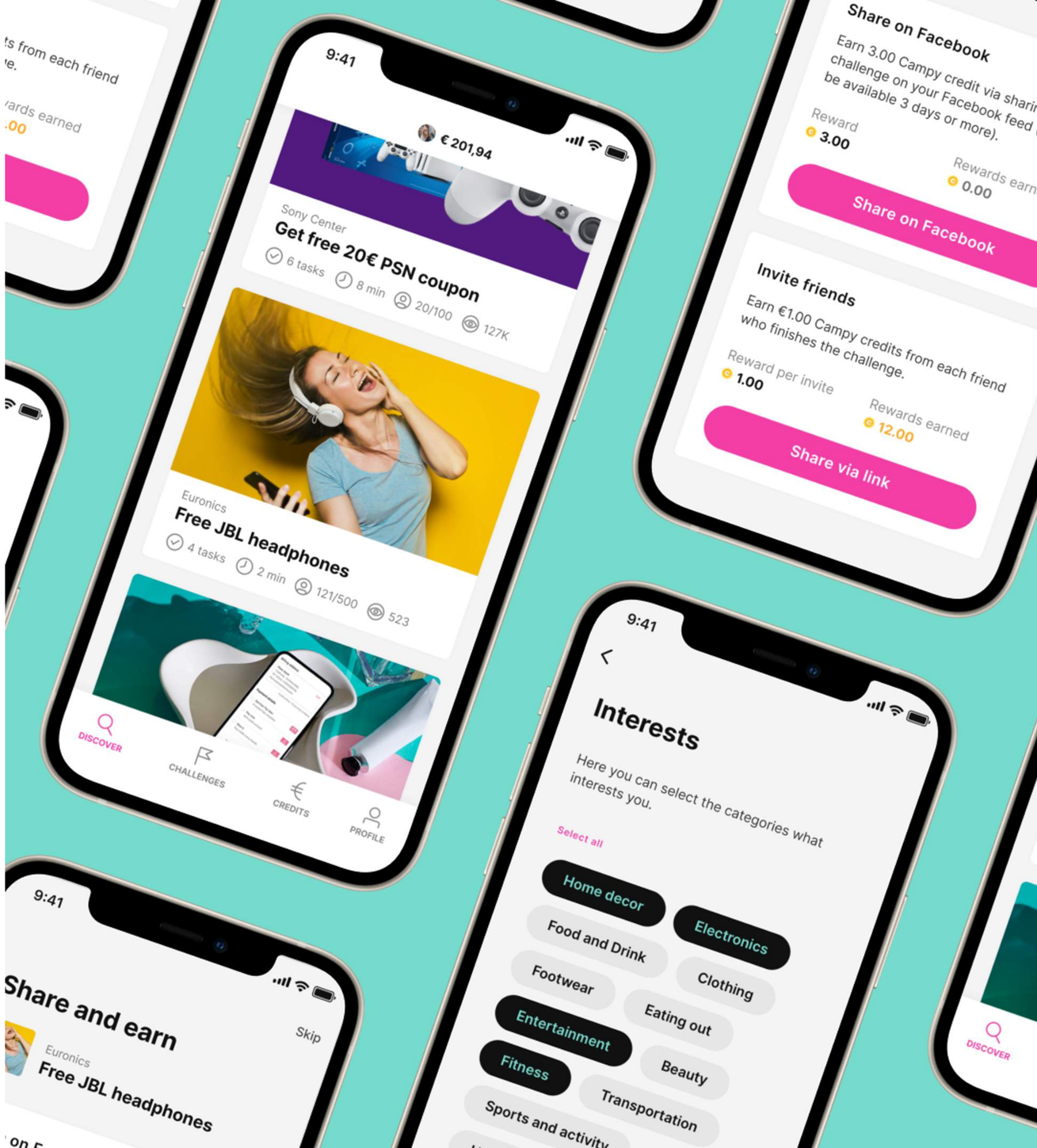
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The Campy platform and app integrate digital and physical environments to increase the frequency, duration and spending during mall/store visits

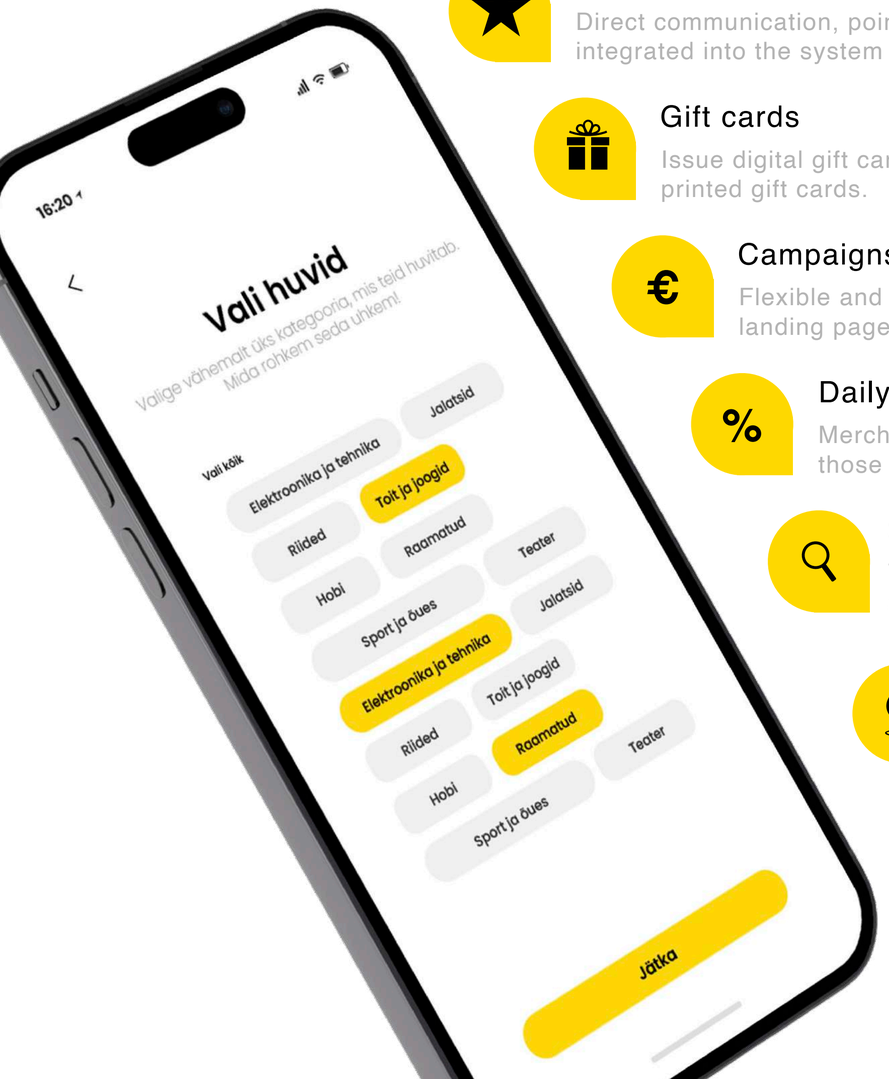


How we got here

- Platform briefly launched in 2022 in Estonia as a branded marketplace solution
- Original business model with a central customer base owned by Campy was not appealing to brand and business owners
- Q3 2023 we bought all rights to the Campy IPR and ready technology platform that had been built with investments of over 1M€ and switched the business concept into a white-label license model
- White-label approach based on monthly license fee found to resonate very well with the original business customer base
- Currently preparing the launch of the white-labeled Campy with several clients



Features for the customers in the new white label Campy app



Inclusive loyalty programme

Direct communication, points, status and consumer games are integrated into the system to engage and retain customers.

Gift cards

Issue digital gift cards into the app or use personalised printed gift cards.

Campaigns, landing page, e-shop

Flexible and simple tool to create attractive campaigns, landing pages and interconnect with e-shop.

Daily specials

Merchants enter their best offers for each day, for those interested to see.

Search for stores, offers and services

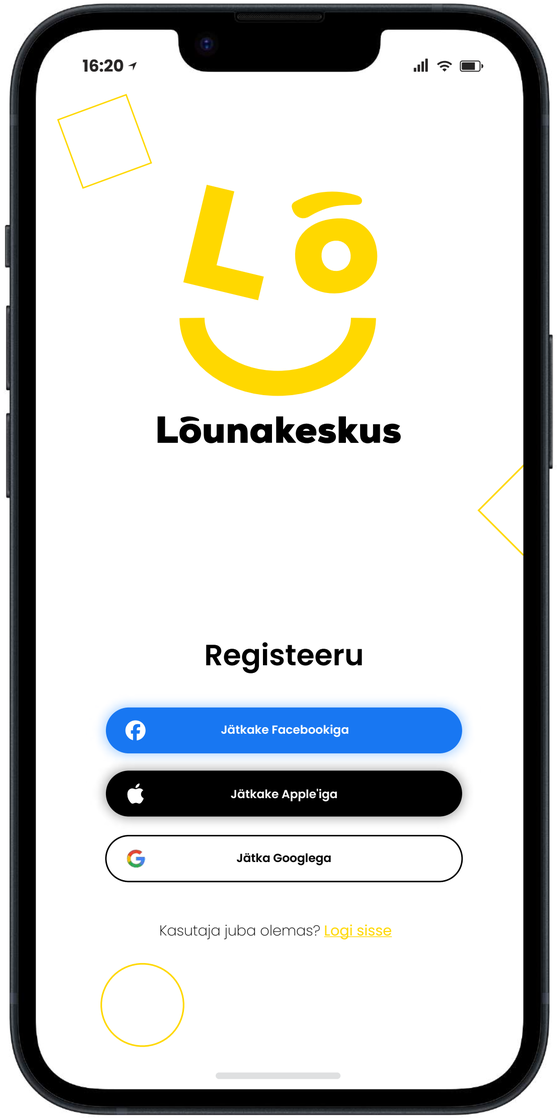
The app allows you to search for shops and offers and get information about location, opening hours and contact details.

Indoor navigation

The user's app detects the location and shows the desired destination of the journey on an indoor map, with the customer's actual movement to the destination.

Keyless entry

Any door or locker can be equipped with a BLE module that allows secure opening with digital keys on a mobile device to get access to goods or services or to manage tenants employee access.



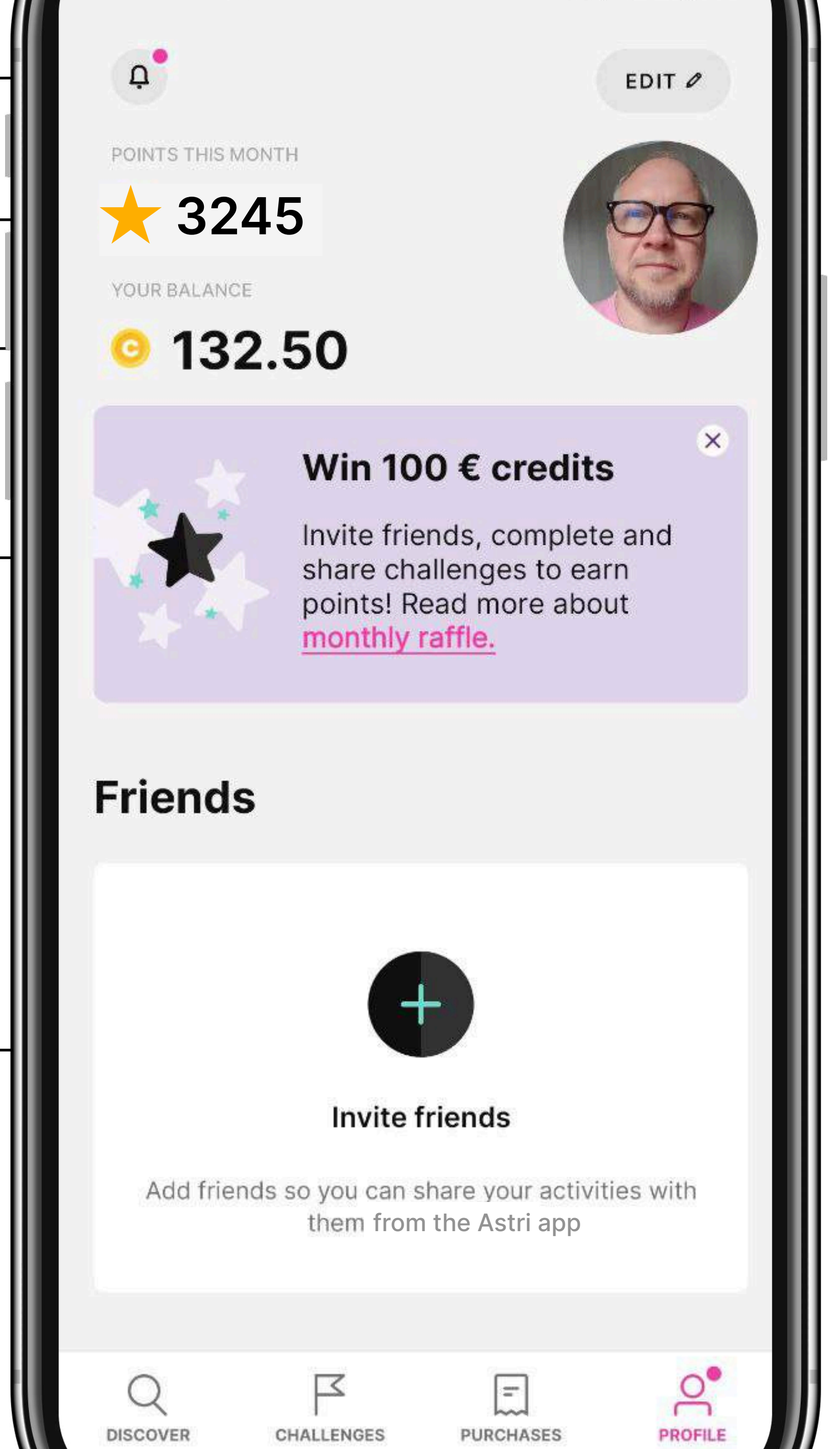
Direct communication

Points system and status

Gift cards and bonus money

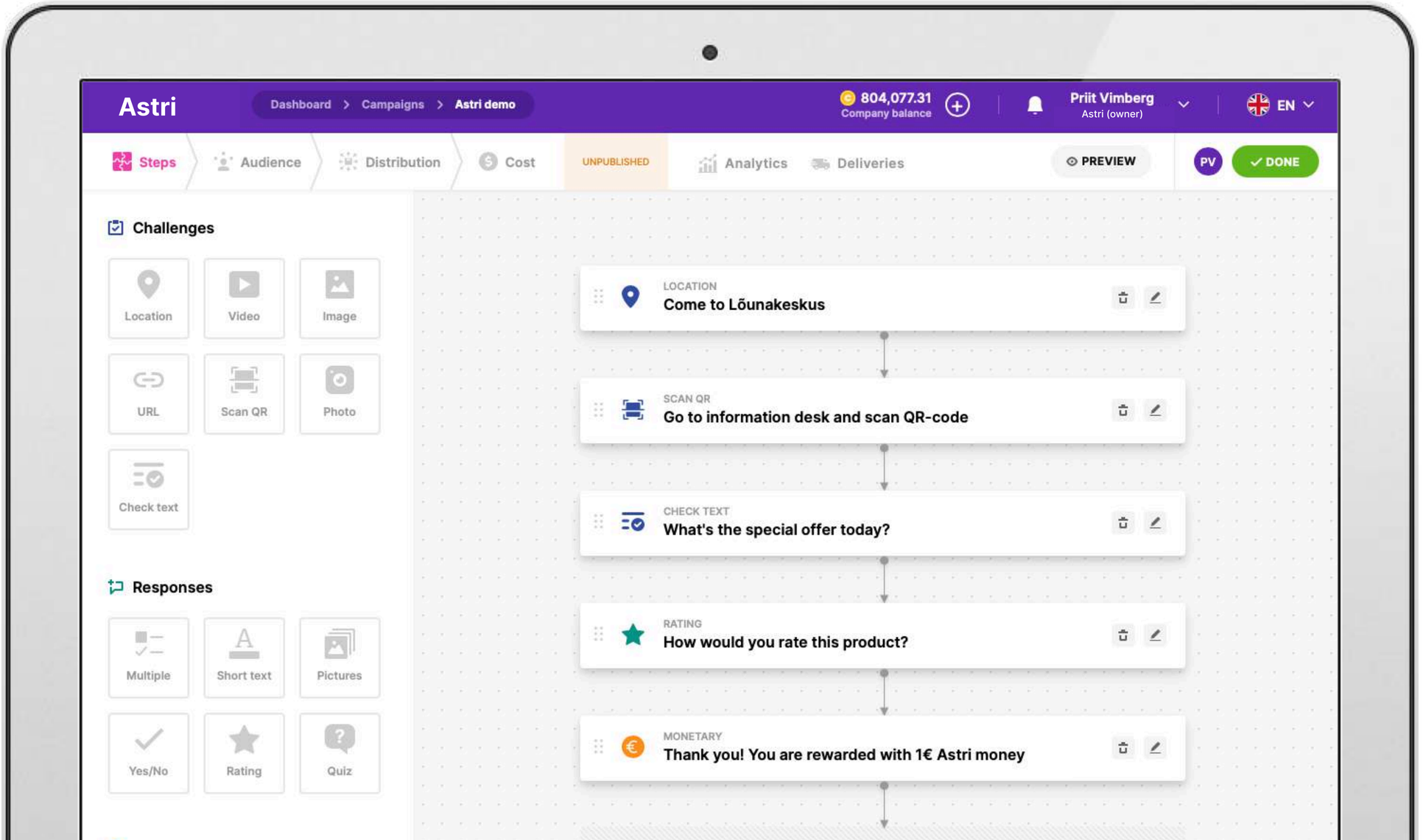
Consumer games for the thrill to satisfy the urge to win

As a loyal customer, you can easily share your experience with friends, family and social media, either within the app or to other social media platforms.

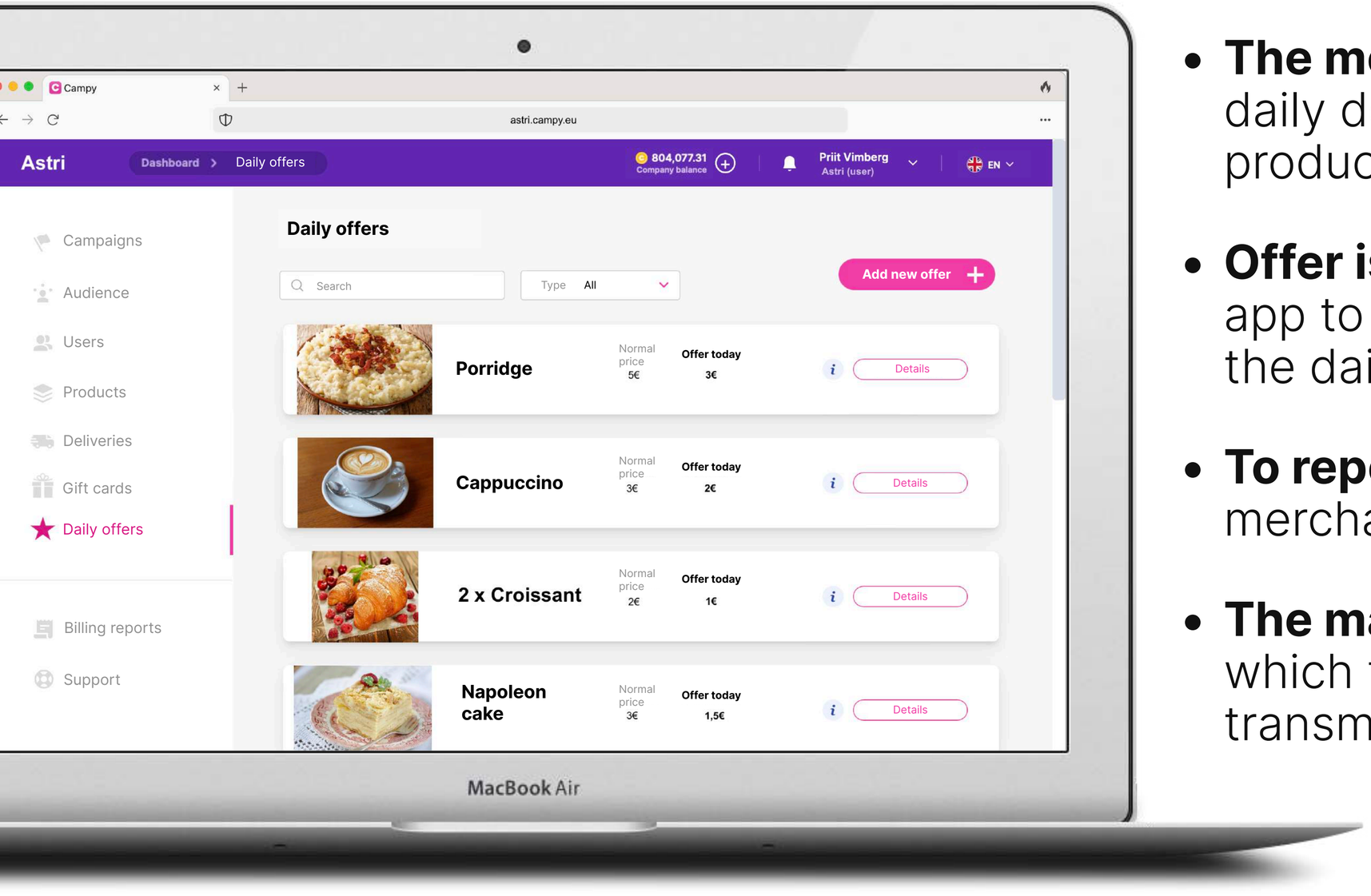


All the necessary components for engagement and inclusion are integrated with the client profile of the platform

Creating engaging campaigns fast



Posting daily offers easily



- **The merchant logs in,** selects the daily deals page, chooses the product and adds the discount
- **Offer is immediately visible** in the app to anyone who wants to see the daily offers
- **To repeat a previous offer,** the merchant simply reactivates it
- **The mall sets the rules** under which the daily offers are transmitted

Campy’s benefits to stakeholders

Shopping Mall

- More and higher quality engagement with the visitor base
- Easier to manage gift card system
- Time and money saved thanks to ready easy-to-use campaign tools
- More secure access system to tenant spaces
- Happier tenants

+

Visitor

- Easier access to offers, campaigns and other useful information
- More entertaining content
- Additional social tools and ways to involve friends and family
- More ways to earn loyalty points and save money
- Easier in-mall navigation

+

Merchant

- More visitors
- New means to activate visitors
- More business
- More secure access system

Comparison of platform capabilities

	Offers	Loyalty program and gift cards	Marketing channel	Surveys	Product service development	Price comparison	New ways to reach target customers	Multiple marketing tools	Engaging sales content	Marketing effectiveness monitoring	Gamification	Social shopping	Inspiration	Indoor navigation	Keyless access
Mall management systems	✓	✓	✓	✓			✓	✓		✓				✓	
Offer apps	✓	✓				✓	✓				✓		✓		
Marketing tools			✓				✓	✓	✓		✓		✓		
Analytics tools				✓			✓			✓					
campy	✓	✓	✓	✓	✓		✓	✓	✓	✓	✓	✓	✓	✓	✓

Exciting market potential ahead

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European market opportunity

10 000 shopping malls

1 billion+ € annual market
for campaign and customer software services
to malls and retail chains

Revenue model

	Revenue stream	Fixed	Variable
Shopping Mall	**License fee**	5000 € / month*	None
	Navigation solution	500 € / month	None
	Keyless access	300 € / month	+0.25 € per key / month
	Gift card processing	min 500 € / month	0.95% of total value
	Infrastructure	Actual	+10% markup
	DevOps	Actual	+10% markup
Merchant	**Campaign participation**	50 € / day	None
	Auction fees	As bid	None
	Checkout payment processing	None	0.95% of total value

Go-To-Market for business



Expansion via existing and related clients and networks

from malls to merchants to chains to brands

Starting from
Estonia
to
Baltics/Scandinavia
then
Central Europe
and then
Western Europe

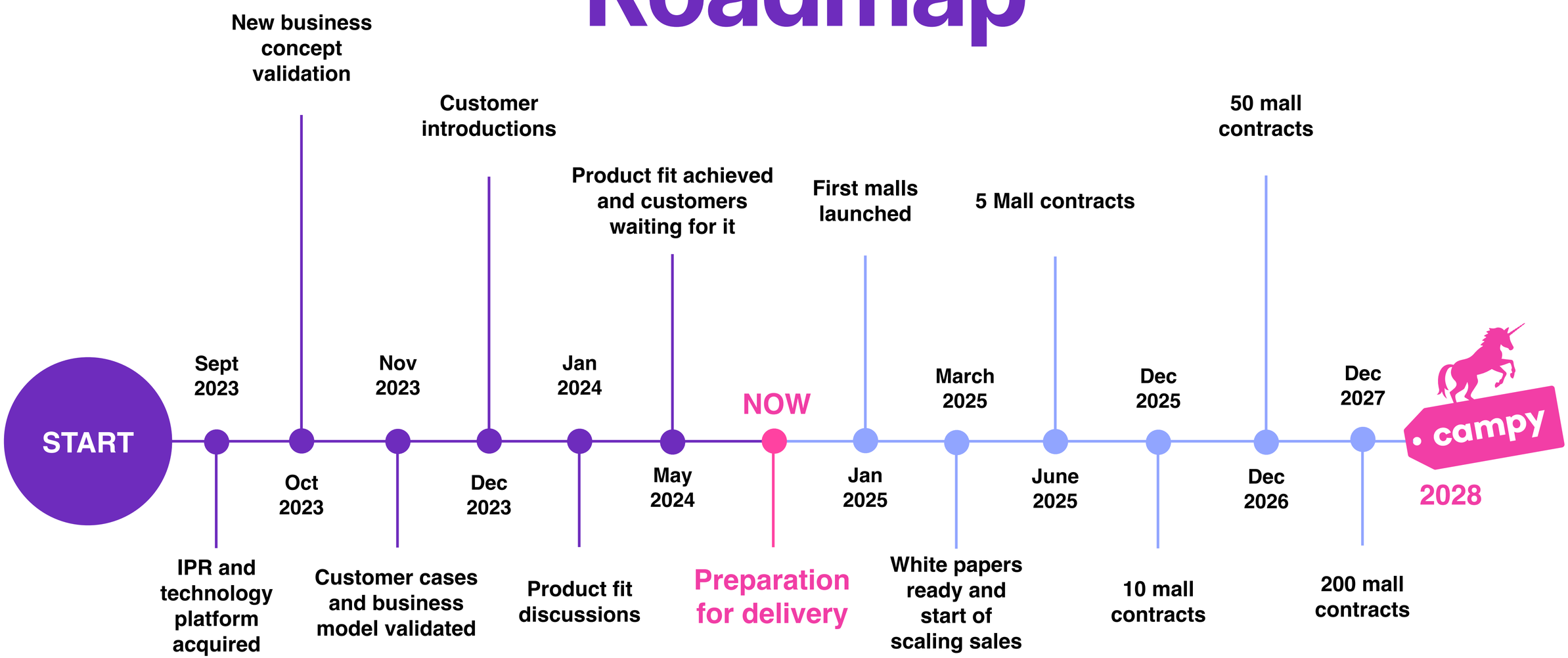
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Product / Business expansion strategy

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	Stage 1	Stage 2	Stage 3
Product features	• Campaign management platform and customer app • Gift card solution • Navigation system • Keyless access system	• Campaign management platform and customer app • Gift card solution • Navigation system • Keyless access system • **Manually generated campaign options**	• Campaign management platform and customer app • Gift card solution • Navigation system • Keyless access system • **AI-generated campaign options**
Target customers	• Mall operators • Mall tenants	• Mall operators • Mall tenants • **Retail chains**	• Mall operators • Mall tenants • Retail chains • **Brand owners**

Roadmap



Investment Investors	€60k Founders	€85k Bridge	€500k VC	Round A	Round B	Round C	Exit
Completed		Completed	Current	Future			

First customers in the pipeline

A new standard of retail and entertainment

A shopping and entertainment **centre unlike any other built in Estonia** and the Baltics so far and featuring an extravagant landmark unique in whole Europe.

Experience-driven commerce all over Estonia

Almost **30 years of experience** in the development of trading environments and the provision of lease and maintenance services.

ProSwim is going global and getting closer to all swimmers with AllSwimm

From professional swimmer to attract and engage everyone who looks to swim. Everything related to swimming will be available via one app and it will be available everywhere!

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The team

campy



Priit Vimberg
Product



Arho Anttila
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Ants Lusti
Brand Strategy



Juhan Uus
Development



Jaak Aasma
Sales



Jaan Lott
Mall & Retail



Priit Pääsukene
DevOps



Kalev Aavik
Legal

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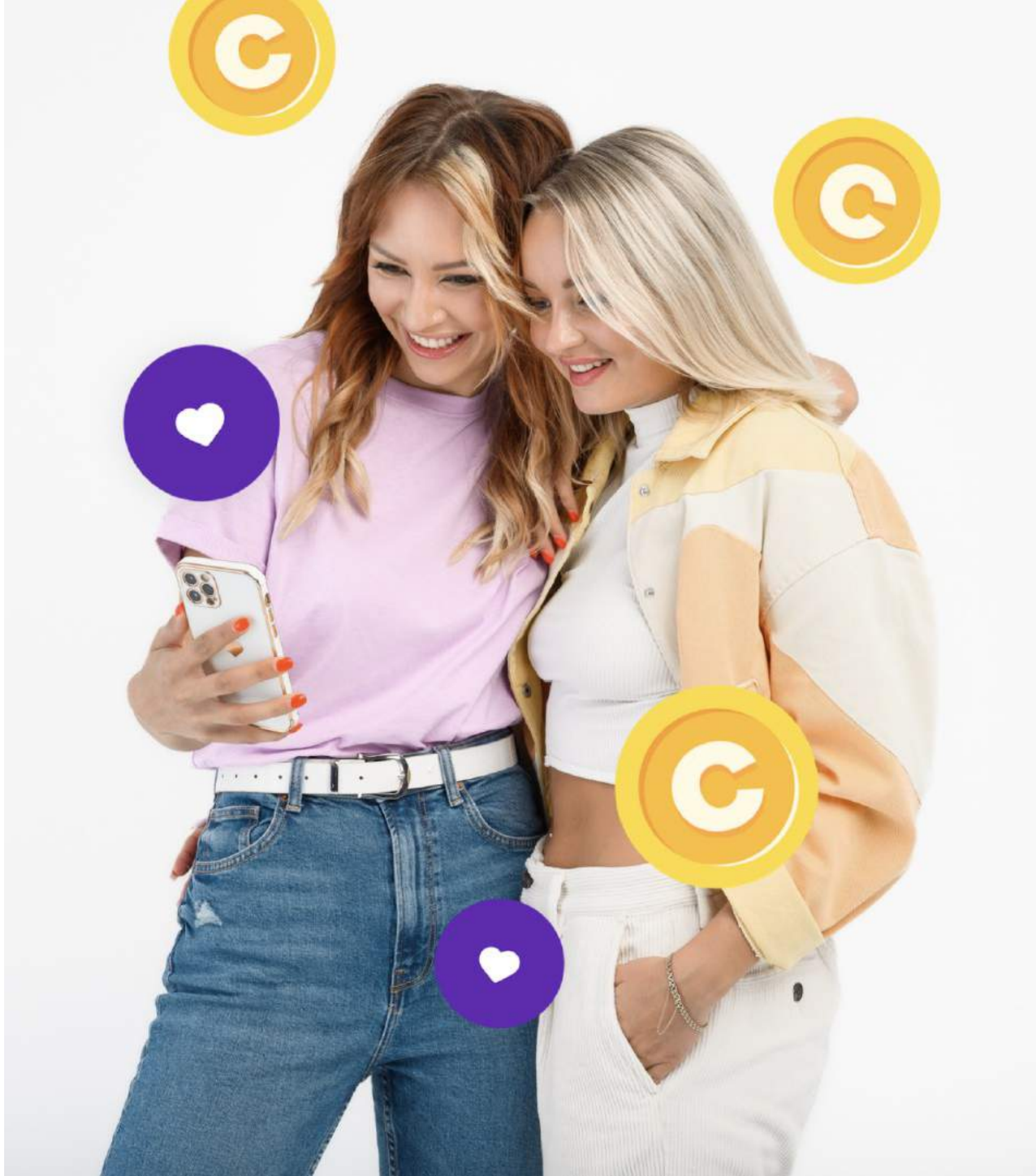
Current round

Round size: 500k€

Pre-valuation: 5M€

Min. ticket: 100k€

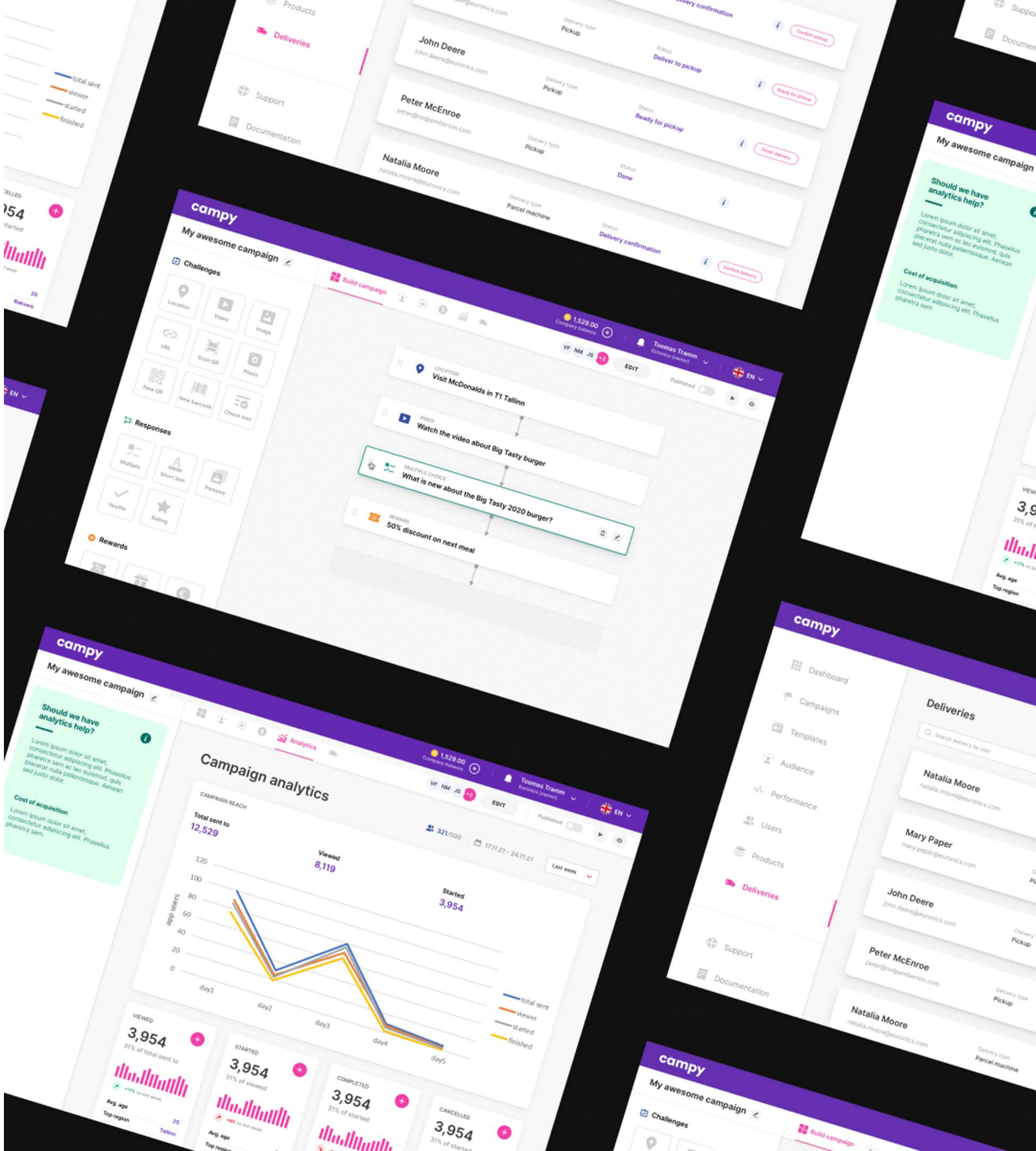
Expected closing:
Q3 2024



Use of funds

Preparing for revenue

- Development and integration of the gift card and payment solutions
- Development and integration of indoor navigation and keyless access
- Hiring in-house dev leads, delivery and support personnel
- Building up sales and support teams




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Secure your place and
Contact us now!
invest@campy.eu