EUROPING

We love Europe

europing **solution**

We help small and medium enterprises solve the challenge of effective online distribution of their goods by managing visibility of products on key European ecommerce platforms.

We guarantee success, because we have a powerful network and we apply our advanced AI-based sales algorithm.

Michal Milacovic

45 years old, lives in Prague in Czech Republic

Entrepreneur, sells accessories for motorcycles

Michal has a happy family and he's a proud father of two teenagers. He likes to spend his free time doing hobbies: travelling and motorcycling. Michal is very active on social media, he likes to share latest news about motorcycling industry. He speaks Czech and English.

Needs: marketing skills, knowledge how to increase visibility of his products online

Pains: too little knowledge about international sales and other European cultures.

Objectives: start to sell in the European market, expand company

Motivation: build a sustainable business for his children, who will join him in few years.

europing **customer journey**

STEP 1

Michal creates an **account** on Europing platform and fills out the **questionnaire** about his business. He shares his **preferences** and expectations.

STEP 2

Michal receives from Europing **a report** about his potential ecommerce platforms he can enter and **forecasted sales** on chosen markets.

STEP 3

Michal starts to create his **products profiles** and with few easy clicks he **publishes** it on chosen ecommerce platforms.

STEP 4

He manage his online sales entirely through Europing platform where he also **order shipment** service to deliver product to his new customers.

europing **market size**

Number of enterprises, persons employed and turnover, independent enterprises share of all enterprises with fewer than 250 persons employed
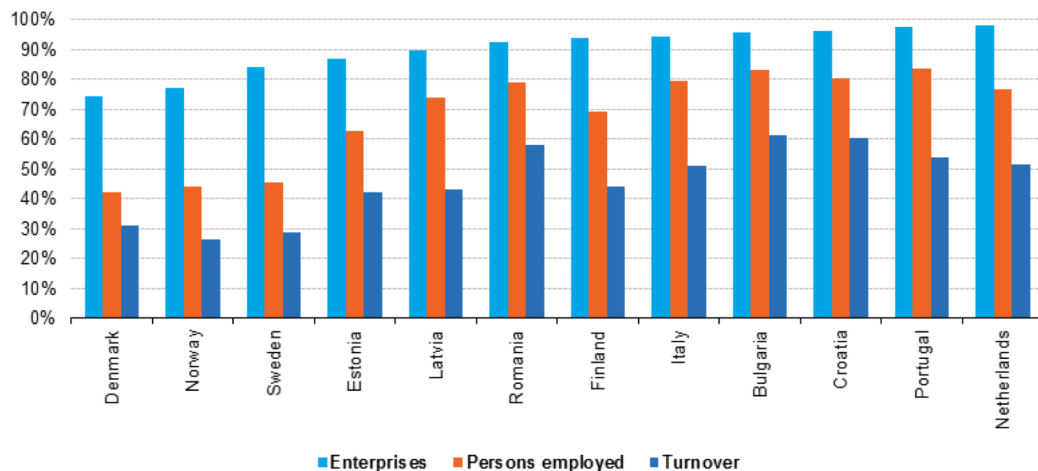
Countries participating in the 2016 Microdata linking project.

eurostat

Top down approach:

TAM: There are 22.8 million SMEs in the European Union.

SAM: Two percent of the 22.8 million around 456.000 SMEs

SOM: 0,1 percent of the 456.000 SMEs could be served max. in the first year which are 456 companies

europing **competition**

	Giant Platforms *Amazon, Alibaba*	Small Platforms *Shopify*	Consulting Firms *Accenture*	Youtubers *Online knowledge*
Consultancy Service	+	+	+	+
Ecosystem	+	+	-	-
Price	+	+	-	+
Traffic/Internationalization	+	+	-/+	-
Perceived Quality	-	-	+	-
Accessibility	+	+	-	+
Degree of Personalization	-	-	+	-
Convenience	-	-/+	-	-

europing **competitive advantage**

market power	**database & partnerships**
IT infrastructure	**algorithm & platform**
personalisation	**tailored service**

europing **team**

#sales	#strategist	#networking	#logistics
#partnerships	#consultant	#CRM	#researcher
#energybomb	#entrepreneur	#innovative	#developer