

We help any company to turn their employees into Brand Ambassadors

Pitch

BeAmbassador is a SaaS Platform that makes it easy to convert a company's employees into Brand Ambassadors on social networks so they can diffuse the company's content onto the networks, solving their main pain points, a) talent acquisition and retention, b) Brand awareness c) Sustainability strategy and achievements.

Problem

Traditional strategies require deep investment and there is no alternative to standard SEM strategies, but working with ambassadors. Manual Ambassadors management:

- High dedication | Full time dedication of resources
- Limited ambassadors capacity | Small groups of ambassadors
- No engagement between ambassadors
- No analytics

Solution

Mobile and web application self developed that uses AI and process automation under Microsoft Azure servers and Microsoft technology.



Market

- Companies over 100 employees [Latam & Europe]
- 150 Mn workers in EU & Latam (Our markets)
- TAM 29 €Bn SAM 15 €Bn

**SOM
600 Mn**

Competitors

EU -Hootsuite Amplify | Haiilo | Socciable
Latam - Hootsuite Amplify | Advocate Pro

Competitive advantage

- Employer Branding focused
- In-house development offering high flexibility to clients
- Dynamization method | Engagement
- Long term close monitoring on clients

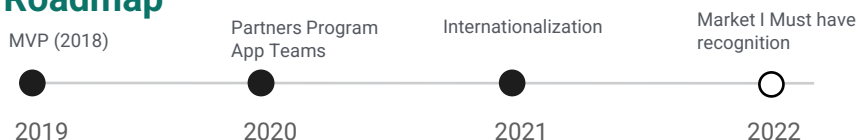
Business Model

Invoicing based on a Pay Per Use model. BeAmbassador invoices based on the number of licenses bought by the client.

Why invest

Focused on gaining secondary markets share [EU & Latam]. BeAmbassador has won numerous accounts pitching against our lead competitors with a high value added proposition. Furthermore, it has been selected by our global partners as the main platform due to the highly specialized solution BeAmbassador offers.

Roadmap



Sales Channels

Inbound | Outbound | Channel Partners

Program

GRAYLING
creating advantage

LLORENTE & CUENCA

Good Rebels

Metrics

- Growth since last round 2021 | x6
- Gross Margin | 90%
- Pay Back | 2 months
- CAC | 3K\$
- CLTV | 60K\$ (X20 CAC)
- Churn | 0%
- MRR | 145K\$

Management Team:

José Olarreaga CEO | Audit and International Development, experience in multinationals such as Deloitte and Hispasat EU and Latam.

Jesús González COO | Developed a SaaS Product in Isla soft and sold to Walters Kluwer

Manuel Montesino CTO | Developed the software in Isla soft and sold to Walters Kluwer. Worked for Zara.

Francisco Hernández CSO | An International expert in Marketing and Sales with experience in product and sales development. StartUp expansión consultante.

Funding and use of money:

1 Mill \$

Platform/product development

Sales & Customer Success

Marketing

Contact

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