



Platform

twindo

Like-loyalty system


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A group of diverse people sitting on a bench, each using a different mobile device like a smartphone or tablet. The image is semi-transparent, serving as a background for the text.

Customers trust the posts and stories of friends more than advertising



30%

interested in offers
from friends

74%

ready to leave a
review for a
bonus

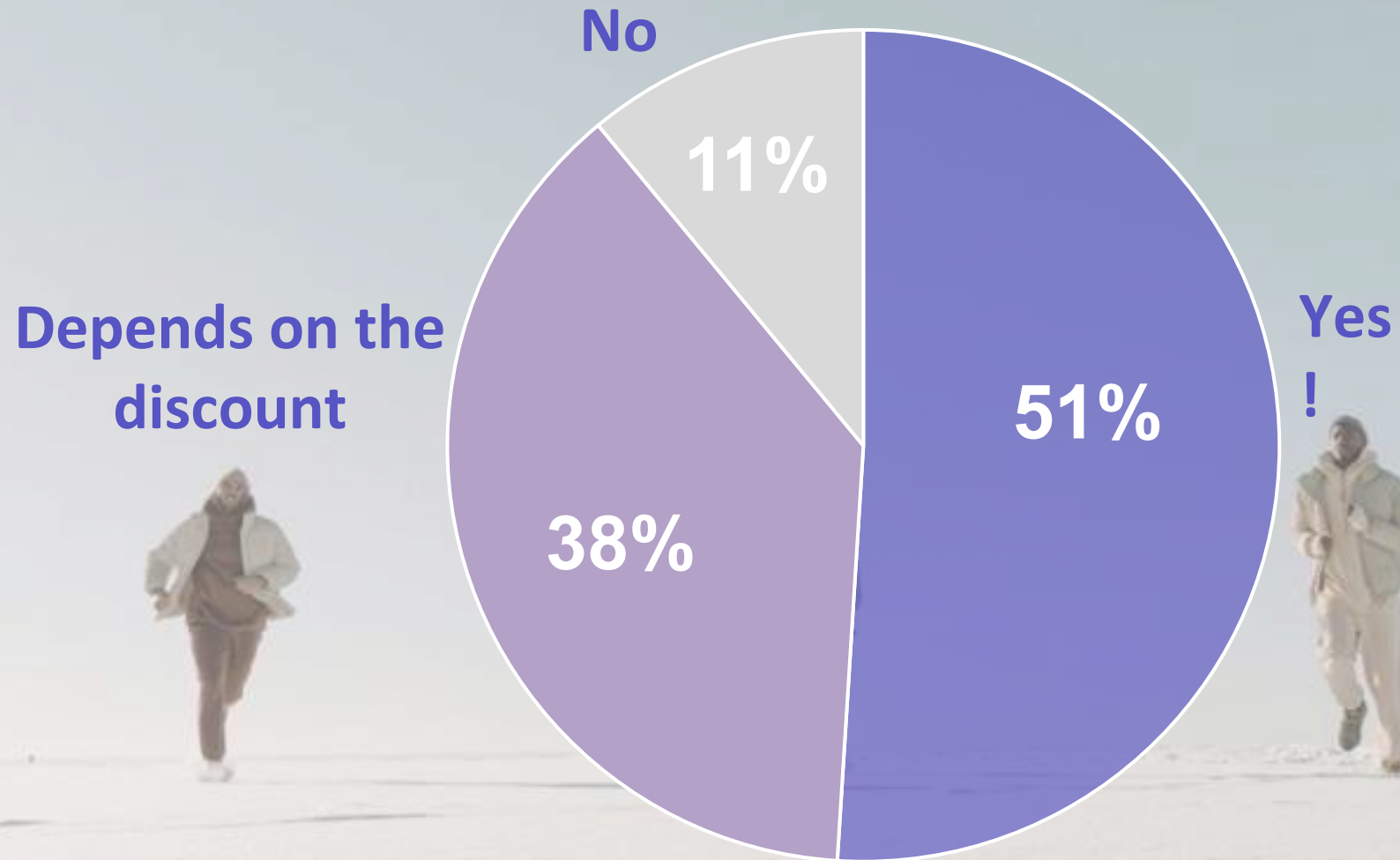
81%

take into account
the opinion of
friends

88%

trust
online reviews
when shopping

Are you ready to share reviews for bonuses?



* 1797 respondents

Turning likes from



into bonuses

Get likes from friends

Post a post with the hashtag #«brand»

Installed the app



More likes - more bonus

Get a discount when buying

Save every day and share with your friends

People share their personal impressions with friends

Posts with a high level of trust and engagement

Twindo gives targeted UGC marketing

Different social networks for communication

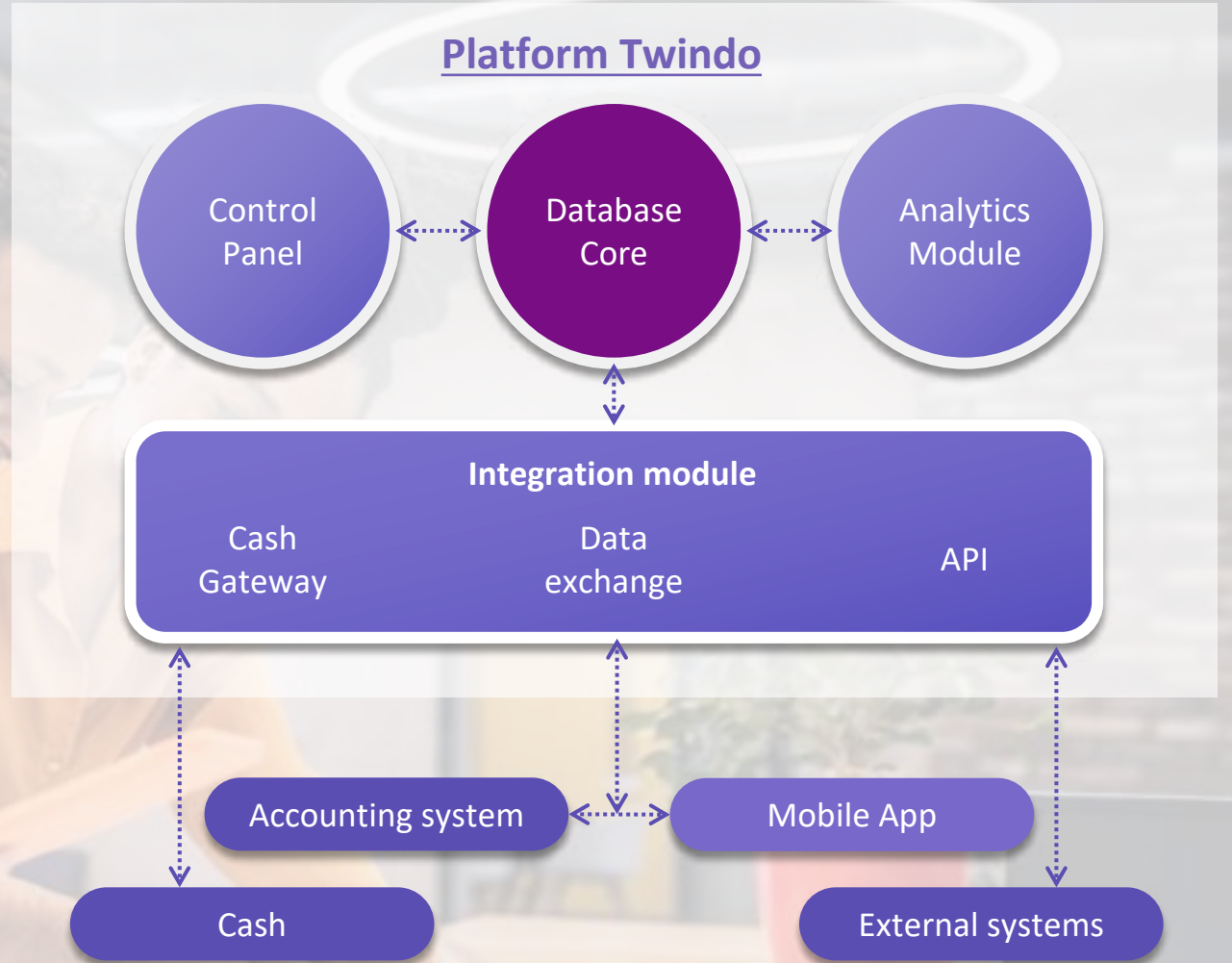
Promoting your brand through #favorite brand recommendations

A young woman with long dark hair, wearing sunglasses on her head and a light-colored jacket, is shouting enthusiastically into a large white megaphone. She is smiling broadly and looking towards the right. The background is a bright, slightly blurred city square with classical architecture and people in the distance. The overall tone is positive and energetic.

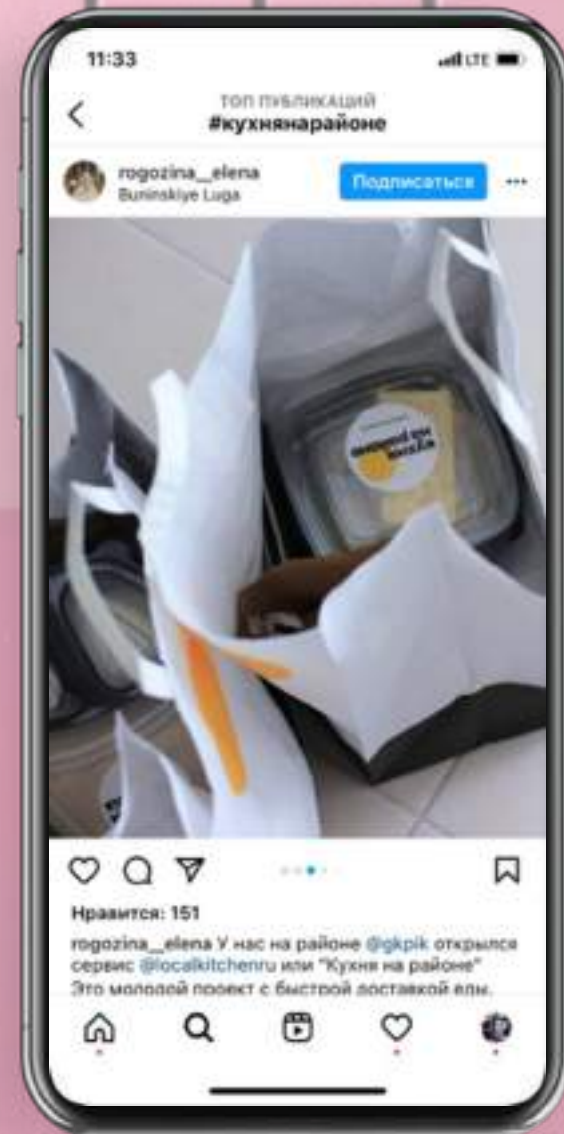
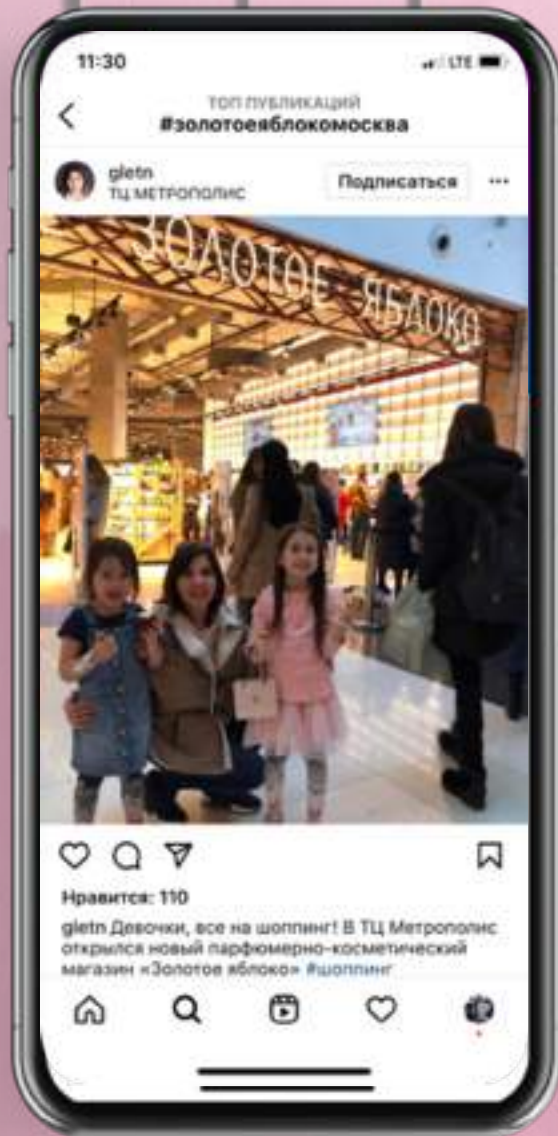
Every customer becomes a brand influencer



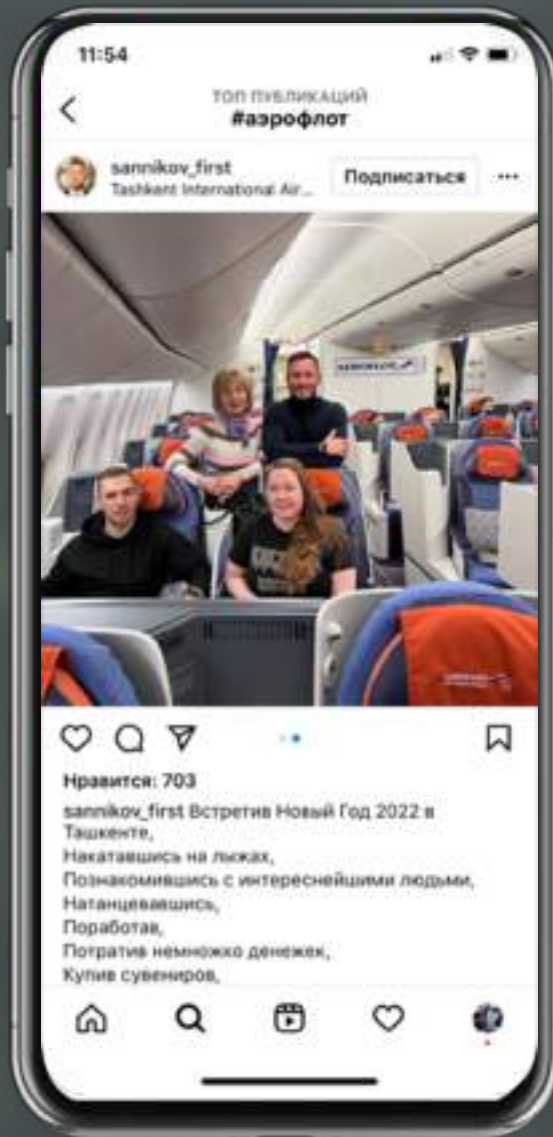
Marketing Department



Examples of target UGC



Examples of target UGC



How the platform works

The logo for 'twindo' is displayed in a bold, lowercase, purple font. The letter 'i' is stylized with a small purple heart above it. The logo is centered on a black rectangular background that is overlaid on a photograph of a grassy field with trees in the background.

twindo

Like-loyalty system

<https://www.youtube.com/watch?v=EPbJNZjY-qY>

Stages of development

MVP

- mobile app
- integration with social networks
- integration with payment services
- hypothesis testing

Project acceleration

- integration with platform solutions
- B2B scaling
- sales orientation with a global perspective

Now

Platform

- solution for corporations (SAAS)
- loyalty in social networks
- UGC marketing
- referral marketing

1st half of 2021

2nd half of 2021

of 2022

First partners and users

200 merchants

20,000 users

1000 transactions

2000 posts

300+merchants

30,000 + users

2000 transactions

6,000 posts

Pilots with corporations

Integration with new platforms

International Partners:

Africa

India

"In two years we have gone from a marketing product of stores "at home" to a platform for corporate partners with a unique mechanism for activating and monetizing user activity in social networks»

– Ruslan Aksyaitov, Founder and CEO of TWINDO

Accelerators



SBER500
spring 2021

- Result:
- Accelerator Finalists
 - TOP 25 projects for pitch StartupVentures500 USA
 - Selected for a pilot with an ecosystem product



■ MIPT "Summer Pilot"
■ summer 2021

- Results:
- - Accelerator Finalists
 - - TOP 10 projects
 - - Selected for the pilot with partner banks



■ Impact Challenge
■ summer 2021

- Results:
- - Accelerator Finalists
 - - TOP 10 projects
 - - Selected for pilot with «Sportmaster» company



■ Trianon France
■ summer 2021

- Results:
- - Accelerator Finalists
 - - TOP 10 projects
 - - Invited to France for the presentation of the project
 - - Selected for pilot with «Auchan» company



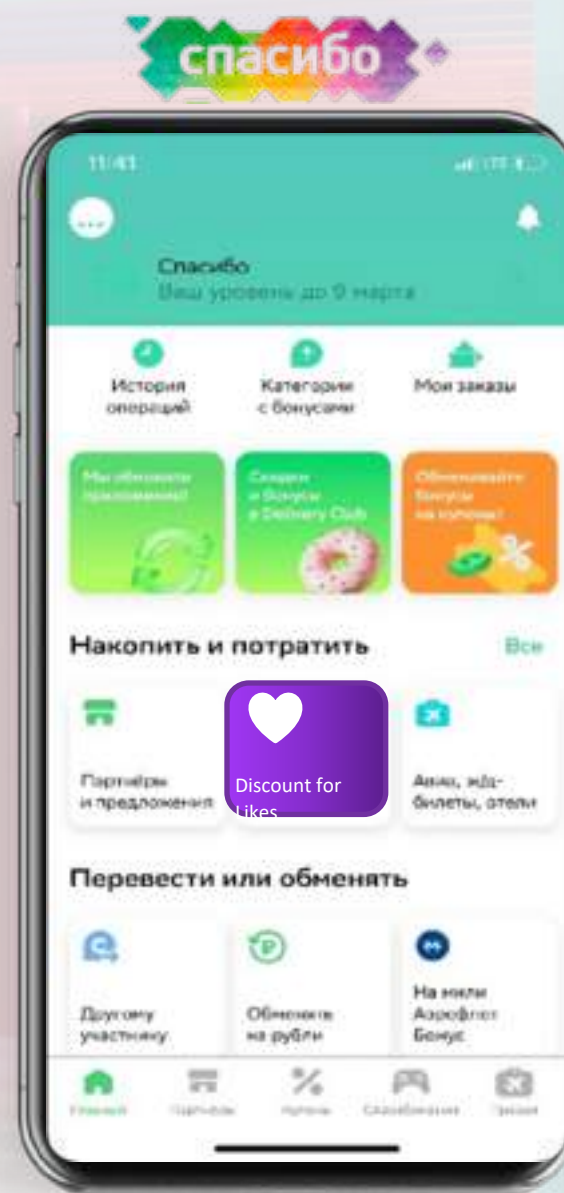
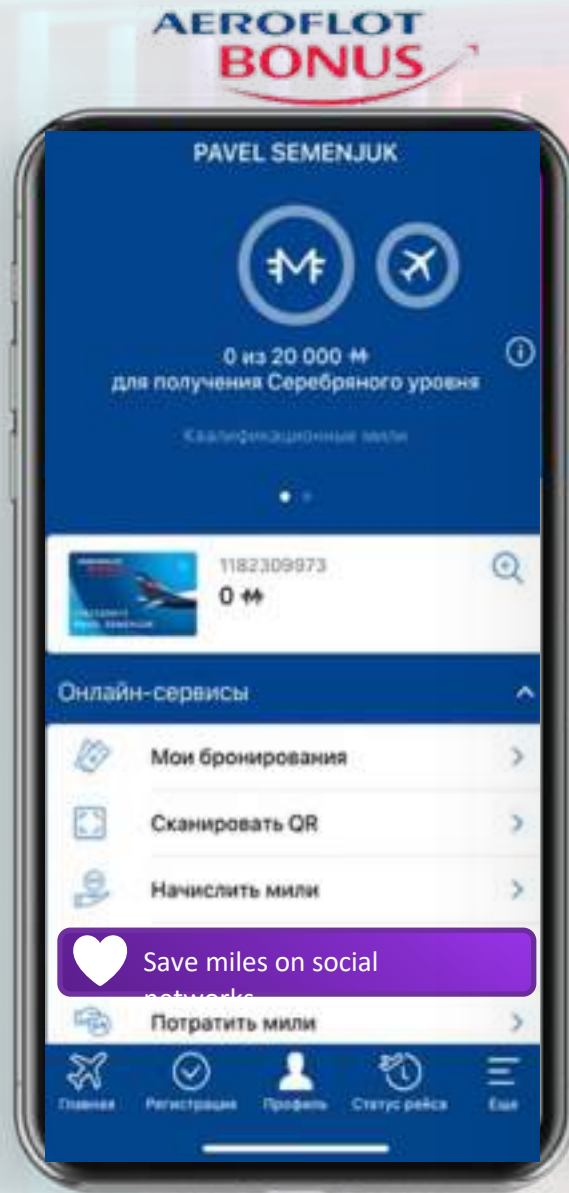
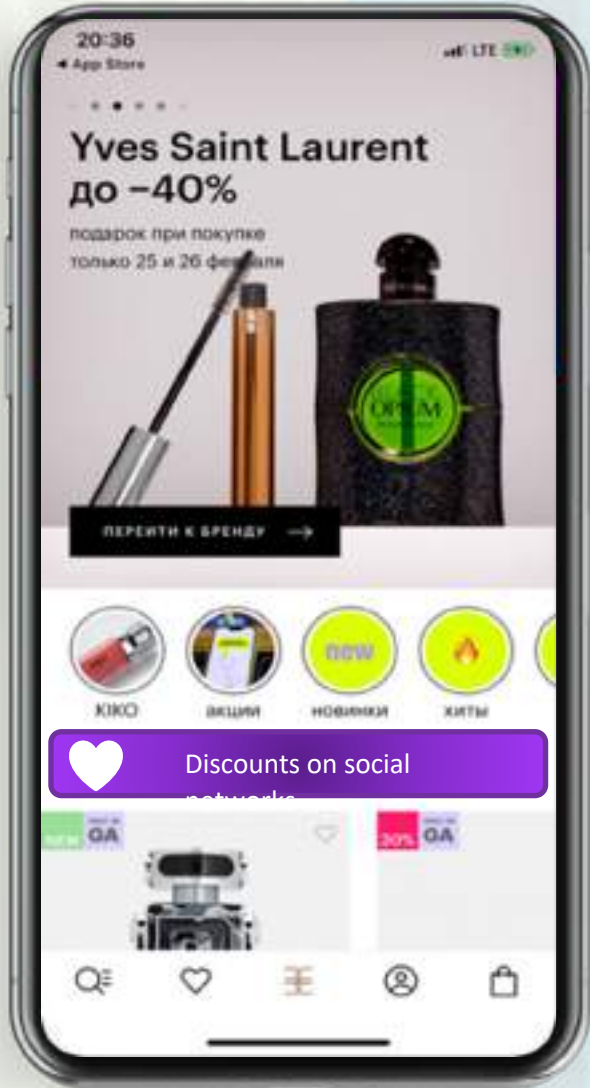
■ Corporate X5
■ autumn 2021

- Results:
- - Accelerator Finalists
 - - TOP 10 projects
 - - Selected by the innovation cluster for a pilot with a "Pyaterochka" company

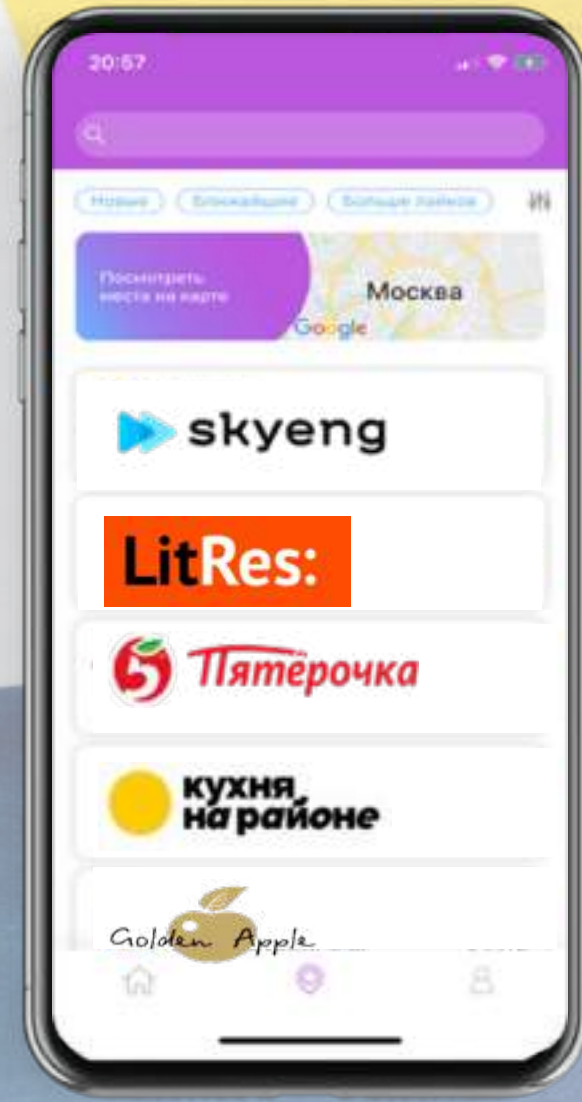
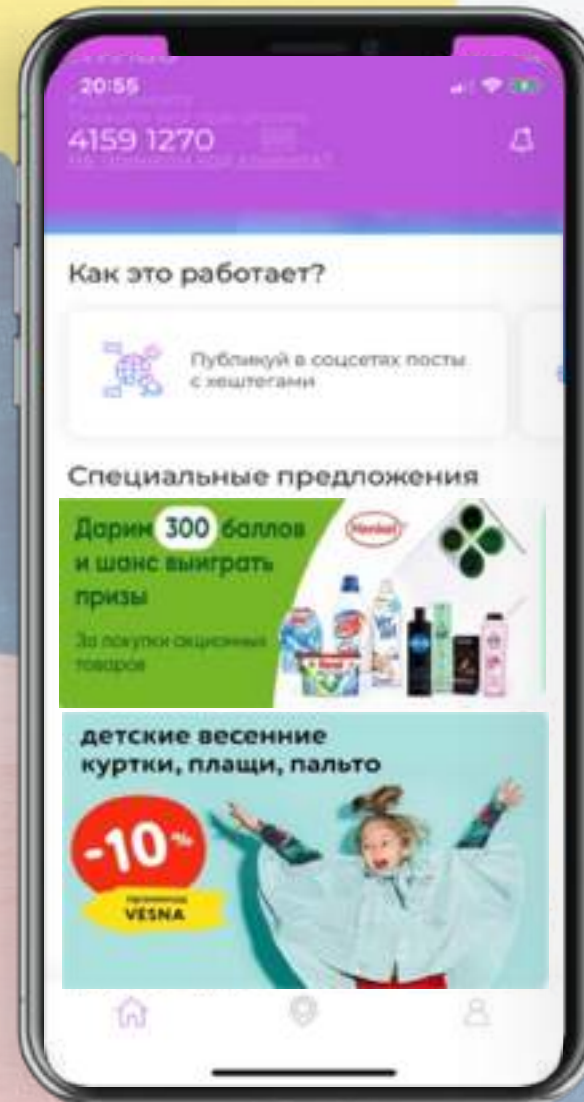
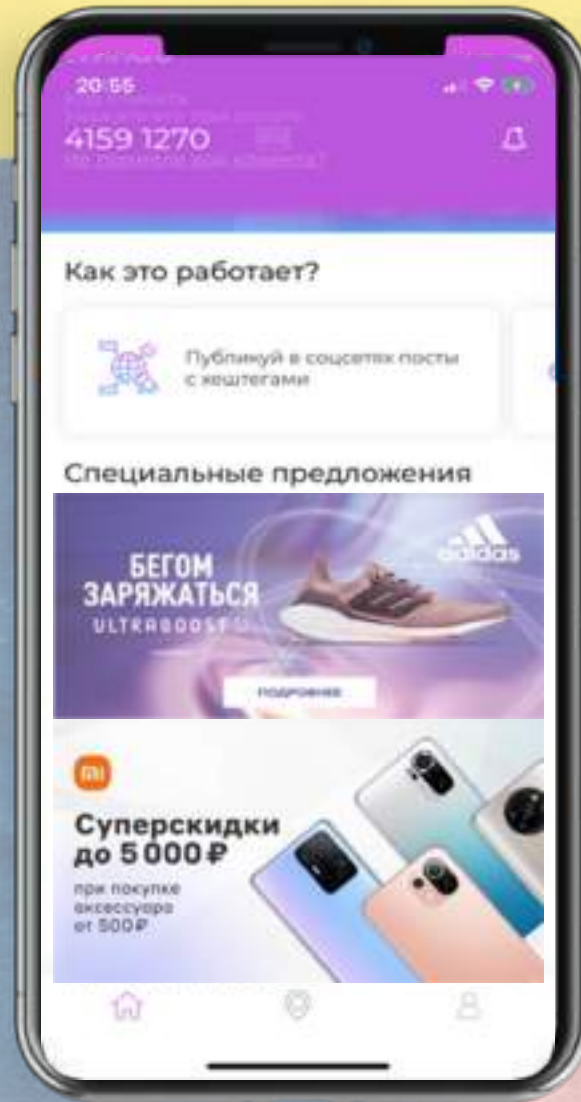
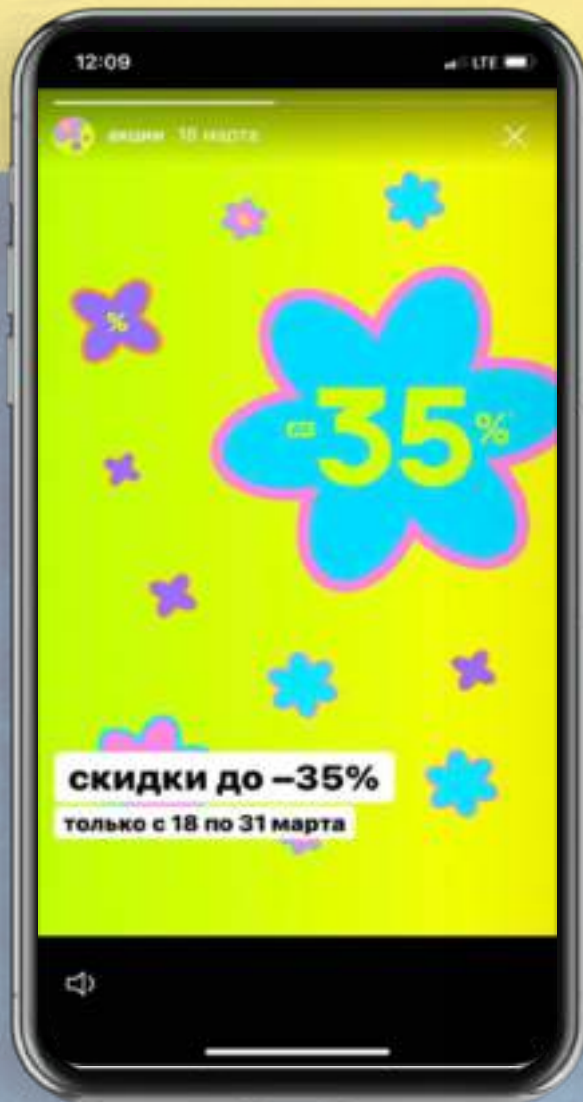




Pilot projects



Integration of partners into the Twindo app



Business cases



english school



retail



retail



online store



ticket sales

- <u>Posts/Likes</u>	36/2 046	2 352/167 104	3 578/254 236	168/11 936	1 089/74 484
- <u>Transactions</u>	24	1 288	1959	92	648
- <u>Conversion</u>	67%	54%	56%	55%	60%
- <u>Discounts</u>	600 USD	6 440 USD	9 798USD	460 USD	1 512 USD
- <u>Sales</u>	3 400 USD	17 178 USD	26 135 USD	1 227 USD	7 560 USD

Success metrics

- The target UGC content is directly related to the brand
- New users/clients
- Transactions
- Content virality, coverage, reactions
- Additional revenue



On the Twindo side

- Post moderation
- An exception in the mechanics of "Scammers", bots
- Purchase as a target user action

Our advantages

- Ready-made solution
- Saving time on development and implementation
- Sales and SMS growth





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