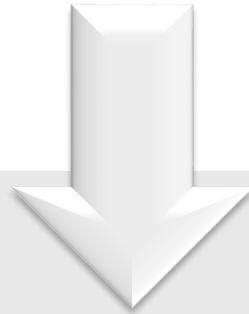




Dy's Group Overview

Main Goal

Dy's Group aims to become the largest «meeting point» specifically created to share information and build a **strong connection** between **supply** and **demand**.



Where Dy's Group has started



JMN & DY is the first product placement agency in Italy. We work with the leading production companies managing the product placement activities for every kind of media and marcom operations between cinema and companies.

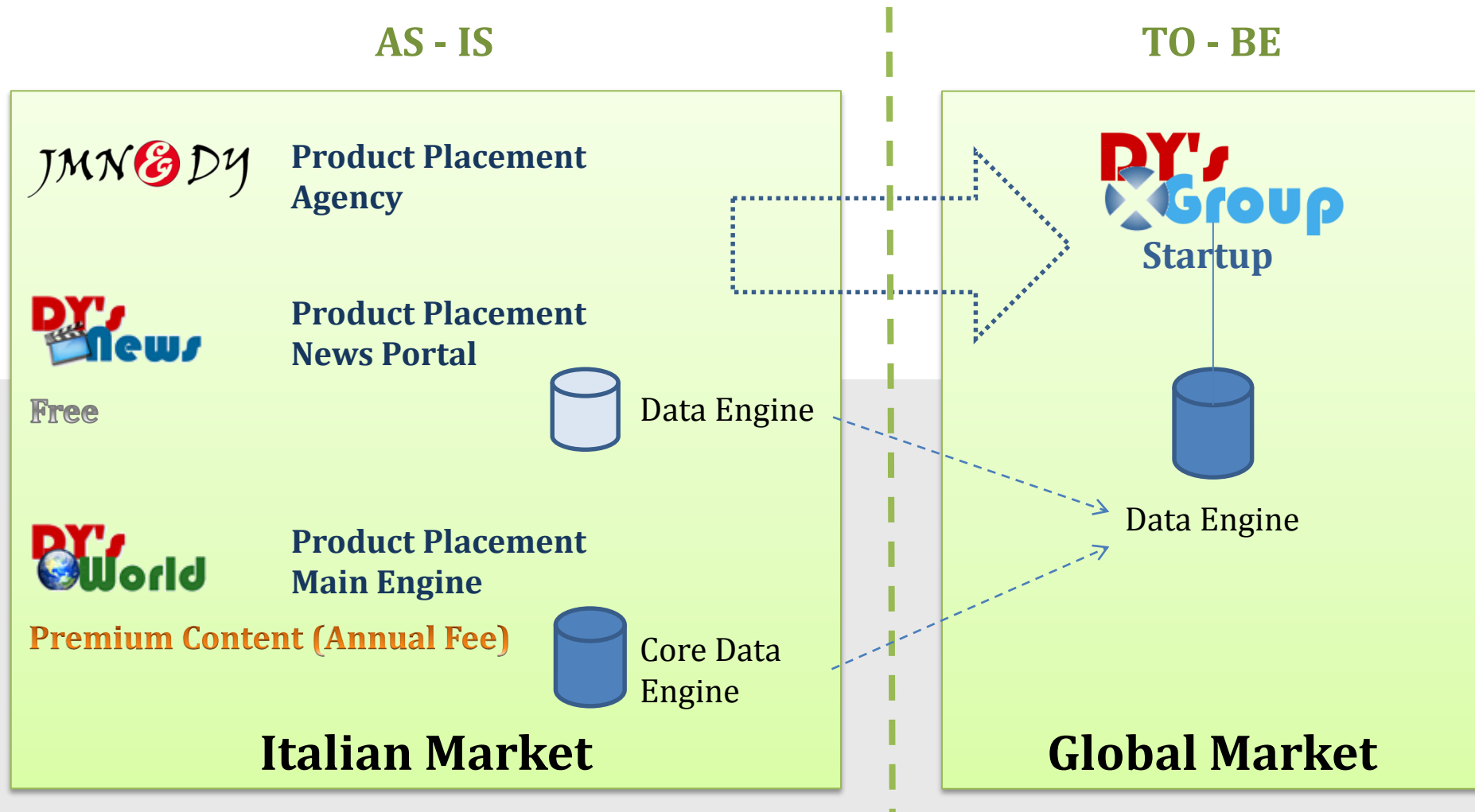


Dy's News is the first product placement portal in the Internet. Full of scoop, gossip, breaking news.. it's the right website for cinema addicted!



Dy's World is the leading product placement database. A stunning engine with more than 17K brands, 18K people and 4k companies related! This makes Dy's World the perfect reference to study/analyze product placement through each viewpoints

From our business model to a new Startup



The problem we address

Macro Level:

We want to shift **Product Placement** to the «next level» turning it into a worldwide **global market**

Industry Level:

We want to offer a **meeting point** to create/facilitate contacts and remove hurdles/walls between **supply & demand**

User Level:

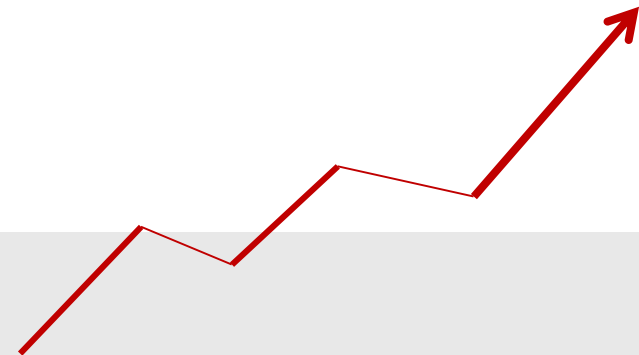
We want to enable research, sharing, collaboration, professional matchmaking and **product placement on a global scale**

The opportunity

The Italian Advertising Market (Source: Nielsen)

Stima del mercato pubblicitario (Dati netti)	2011 Gen./Mar.	2012 Gen./Mar.	Var. %
(Migliaia di Euro)			
TOTALE PUBBLICITA'	2,155,900	1,994,117	-7.5
QUOTIDIANI ¹	333,703	305,994	-8.3
PERIODICI ¹	182,023	162,378	-10.8
TV ²	1,212,318	1,112,193	-8.3
RADIO ³	99,432	95,432	-4.0
INTERNET (Fonte: FCP-Assointernet)	140,528	152,445	8.5
OUTDOOR (Fonte: AudiOutdoor)	25,157	20,597	-18.1
TRANSIT	21,087	17,729	-15.9
OUT OF HOME TV	2,040	2,277	11.6
CINEMA ⁴	9,860	6,930	-29.7
DIRECT MAIL	129,752	118,143	-8.9

and Product Placement???



....drammatically grows up!




„If you want to catch an executive’s attention right now, it’s not just selling the script,
but you’re showing them how to create a brand“

Jack Epps, chairman of the writing division at the University of Southern California interviewed by „The New York Times“

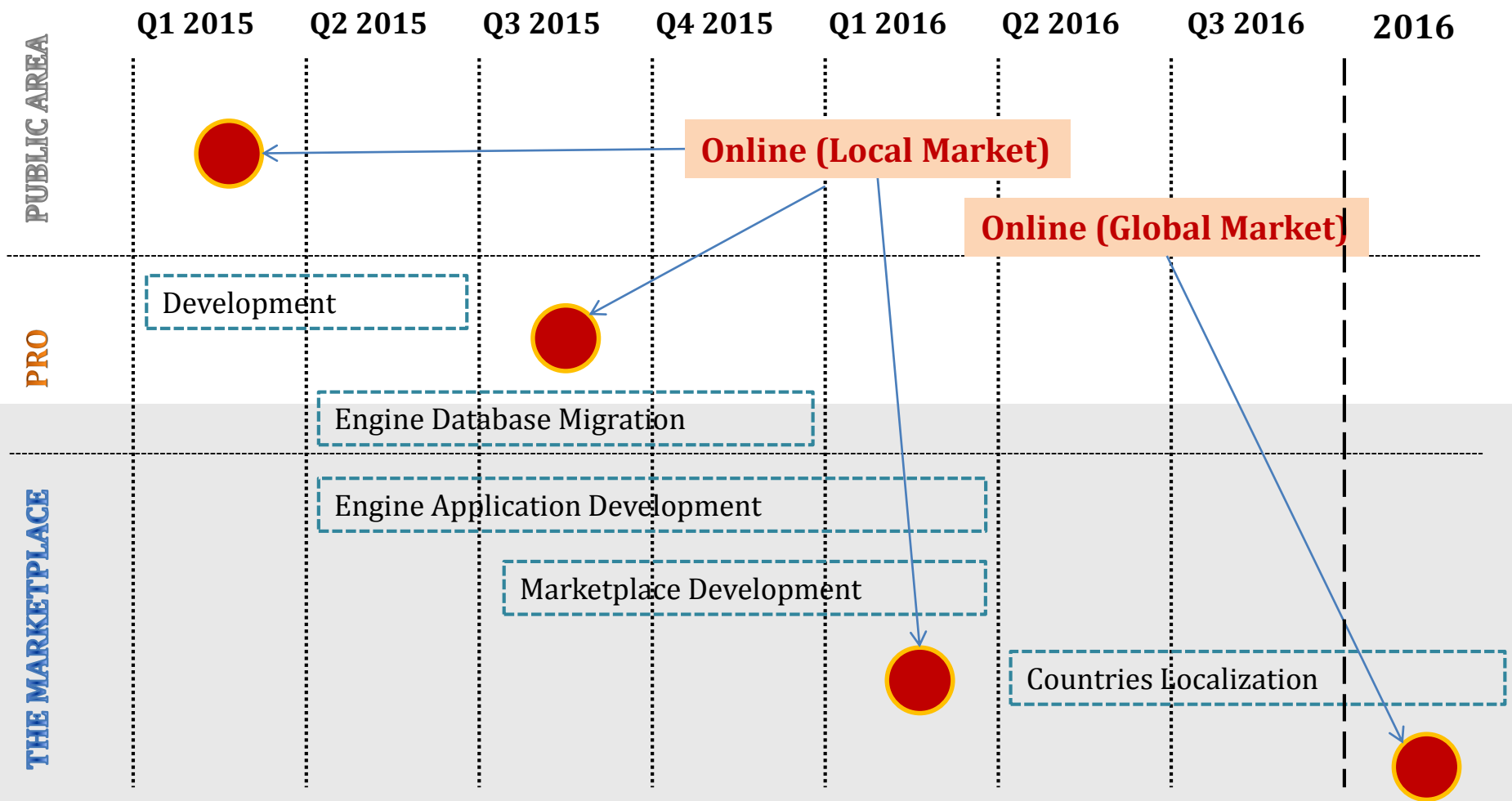
The Solution: a Global Meeting Point






Business model

Building Blocks	Proposition	Pricing Model
 PUBLIC AREA	Info, News and Gossip	Free
 PRO	Opportunities and Premium custom content	15k € per year (average)
 THE MARKETPLACE	Meeting Point between Supply & Demand	35k € per year (average)







Service Roadmap



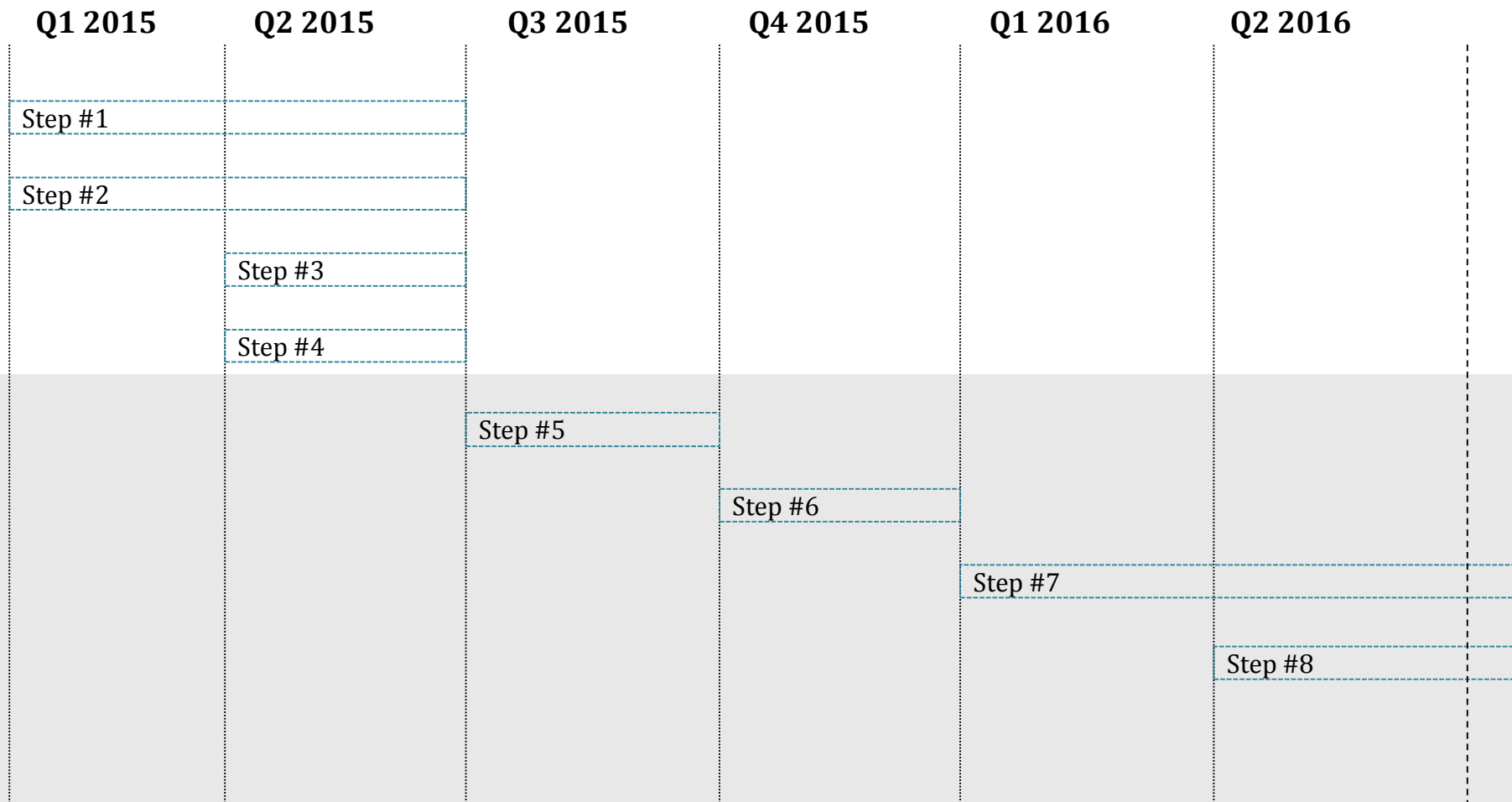
Technology AS - IS

Entity	Application Specs	Database Specs	Server Location
	C# based on .NET framework	MS Access	Aruba Windows Hosting
	PHP without any framework	MySQL	Aruba Linux Hosting
	C# based on .NET framework	MS Access	Aruba Windows Hosting

Technology Core Development Roadmap

Steps	Entity Involved	Action
Step #1		MySQL to MS SQL Server migration
Step #2		PHP to MS .NET Migration
Step #3		MS Access to MS SQL Server migration
Step #4		MS Access to MS SQL Server migration
Step #5	<i>Whole structure</i>	Infrastructure migration (from Hosting to Dedicated Server)
Step #6	<i>Whole structure</i>	Application and data protection (security best practices)
Step #7		Marketplace Application Development (.NET)
Step #8		Application Localization

Technology Core Development Timeline



Growth strategy - Approach

Platform



Partners

Companies



Research & Study



Leverage

Network



Social



Leadership Team

Gerardo Corti

Leadership Skills

- Managing Director of JMN & DY srl
- Executive Director of Dy's Group

Growth Strategy

- Sales & Marketing director of JMN & DY srl
- Head Editor of Dy's Group

Strategic Mindset

- Fought and won the battle to make Product Placement legal in Italy
- Helped to turn Product Placement into a widespread marketing tool through interviews/articles on books & newspapers and courses/seminars in Schools & Universities
- Founder and CEO of the first Product Placement Agency in Italy

Enrico Savini

Management Skills

- IT & Project Management in IT Leading Companies
- JMN & DY srl IT Manager

Technical Skills

- 15 years experience in ICT
- Focus on IT System Administration, Web infrastructure Development, Corporate Communication
- Strong Expertise in Microsoft Platforms, Website Management, Application Lifecycle Management

Strategic Mindset

- Focus on best practices to manage and organize PMI/SOHO IT Infrastructure.
- Focus on smart TCO management
- Focus on easily manageable and well formed web application development.
- Focus on pushing brand new content to the Internet
- Addicted to turning brand new ideas in IT Application

Profit & loss forecast (3 years)

	Detailed Forecast		Preliminary Estimates
(€ Thousands)	2015	2016	2017
Revenues	1.500.000	6.400.000	???
Personnel Costs	550.000	1.200.000	???
Marcoms Costs	65.000	200.000	???
Infrastructure Costs		50.000	???
Operating Profits	885.000	4.500.000	???
G & A Costs	20.000	50.000	???
EBITDA	865.000	4.000.000	???

Key achievements so far

Key Milestones

**1989 – Designed and created “BMDB”
(first ever Product Placement Data Base)**

1997 – Founded “Associazione per il Product Placement” (first in Italy)

2001 – Founded “Dy’s Chronicles” (first dedicated webzine in Italy)
2001 – Created “Coefficiente Dy’s” (professional evaluation tool to assess placements efficiency and profitability)

2004 – Fought and won battle to make Product Placement legal in Italy
2004 – Started “JMN & DY srl” (first Product Placement Agency in Italy)

2005-2007 – Fought and won battle to make Product placement legal in European TV in collaboration with German, British, Spanish and other partners

2009 – Organized and directed “FPPL” (first Italian Product Placement festival)

2011- 2012 Designed/created/developed
“Dy’s Group” (the Product Placement community’s global network)

Investments to Date

- € 65K co-founders start-up funding
- € 1,500K estimated value to conceive and develop business model
- € 500K estimated value in building network relation
- € 400K estimated value of IT Investments
- € 400K estimated value of data entry

❖ Investment **breakdown by cost type:**

- 43% Business model development
- 16% Building Network
- 16% IT Investments
- 16% Data Entry
- 9% Founding Capital

Funding requirements

Funding History

- € 65K co-founders start-up funding
- € 1,500K estimated value to conceive and develop business model
- € 500K estimated value in building network relation
- € 400K estimated value of IT Investments
- € 400K estimated value of data entry

Funding Sought

- 500K € in this round

Funding Use

- Enhance platform development through key technical improvements
- Build sales channel and partner network
- Push community build with aggressive marketing / PR
- Focus on revenue generation (selling info and data, creating a lucrative bridge between supply and demand)

Use of funds

	Objectives	Use of Funds	Funding Requirements
Business Staff	<ul style="list-style-type: none"> Build partner network Customer targeting Product Placement market awareness 	<ul style="list-style-type: none"> Sales– Sell innovation challenges, Calibrate Pricing Project Management– Finding and managing partnership Marketing Analysis– Analyze market, finding target, raise brand awareness 	<p>Low – € 18K /month</p> <p>High – € 20K /month</p>
Technical Staff	<ul style="list-style-type: none"> Engine migration and front-end development (front and back-end) Application update and enhancement IT Infrastructure update and enhancement 	<ul style="list-style-type: none"> Web agency/ System integrator – Manage migration and develop new front-end/back-end Application Localization – Localize application to deploy it in each country Infrastructure Management – setup a dedicated server. 	<p>Low – € 15K /month</p> <p>High – € 18K /month</p>
Marcoms	<ul style="list-style-type: none"> Online Advertising Social Leveraging 	<ul style="list-style-type: none"> SEO, targeted PR campaigns, occasional conference / event, brochures and promotional videos ADV Manager – Manage online advertising 	<p>Low – € 2K /month</p> <p>High – € 3K /month</p>
Total			<p>Low – € 35K /month</p> <p>High – € 41K /month</p>