



Freedom meets simplicity

What is Flazio?

Flazio is the **italian startup** that created innovative DIY **website building tools** for a very simple content management on the web. The innovative idea has been to develop a visual Web Content Management System (CMS) technology that actually **reinvents the way to create websites**. Site can be modified and published in real time, and no technical skill is needed.

Current version of the platform has been obtained by a year over year in-depth research through the customers feedbacks using the platform, putting the emphasis on simplicity and the speed of the tools.

First steps

After a quick registration, the user can leave any technical knowledge behind just giving room to his creativity: every element of the page is added through a **Drag&Drop interface**. The user decides which components to add (menus, images, hyperlinks, photo galleries and so on), resize and drag to the desired position on the page. Keyboard is not meant to be used. The engine comes with a **"What you see is what you get"** technology: everything you see on the screen when you're editing the site, is exactly what will appear to visitors screens.

There are many innovative features in Flazio, such as the "one-click import from social networks" or "multi-user management", which makes it possible for several users to edit the same website at the same time.

These and many others innovative features make Flazio an highly appealing tool for DIY users.



Target Market

The main product, which is "Flazio Sitebuilder", targets Individuals and SMEs that need to build a website. Our ambitious goal is to reach both B2B and B2C markets.

Our main targets for the B2C market segments are:



SMEs

For all the small and medium enterprises



PROFESSIONALS

For all the professionals and freelancers



FOR YOU

For everyone needing a website to share

We also aim at attracting more advanced users that will create websites for their customer base, such as **Freelance Designers, Web marketing and Digital Agencies**. We have designed very specific and unique features for this market segment. In the B2B market we aim at targeting large businesses like: **Domain registrars, Telcos and Hosting Providers**. They are targeted as Flazio resellers through a white label solution that will be later described. To achieve this ambitious goal we created a **pool of**

Services that are specific for each target. These services are able to interact between themselves thus creating a complete and technologically advanced ecosystem inside the website creation industry.

A unique core technology is sold through two different products and websites:

- B2C: www.flazio.com

- B2B: www.sitebuilderbuilder.com

Products and Services

Flazio Site Builder

Target: Individuals, SMEs

Flazio allows the creation of websites in DIY mode. It's based on a freemium model: client can stay forever free using a "yourname.flazio.com" domain or buy a professional plan through the "flazio.com" portal; Product branches: Flazio ADI, Facebook Import, Photoshop Import, Website Social Features.

Creative Platform

Target: Freelancers, Designers, Creatives

Flazio Creative Platform is a marketplace where the demand for website creation and related services meets the offer of designers and creative freelancers. The platform aims at creating a community of designers that can be browsed and evaluated by surfing all the previous works and experiences of each designer.

SiteBuilderBuilder

Target: Domain Registrar, Telco, Hosting Providers, Web / Digital / Marketing Agencies, Vertical Networks

A special reseller program with a full white-label portal for high-end customers. In this case the reseller will sell the website to its own customers through a portal with a custom brand. This is a win-win service: - The partner can add an high quality service to its own portfolio. This is specially important for Domain Registrars that sell

Flazio Experience

Target: Individuals, SMEs

Company branch that offers a turnkey solution for those who do not want (or are not able) to create the website in DIY mode. It works like a web agency with the advantage of the Flazio technology, that helps in cutting time and costs.

AppBuilder

Target: Individuals, SMEs

Customer Websites can turn into apps. An upsell scenario: a custom app is sold together with the website. This app can be used to inform the end user customers about the latest news through app notifications.

hundreds of domain names, but often lacks a DIY product. This also reduces all the churning users that simply buy a domain, but do not create a website - Flazio can widen its reseller user base, leaving the effort of increasing the customers base to these tech giants.

RM and Payment and Billing Management Software

Target: Individuals, SMEs

We provide to our customer a Customer , Payment and Billing Management Software which is sync-ed with all our services.

Among the goals to be achieved in the next 24 months we aim to:

- Take care of the evolution of our innovative platform features through market-specific components targeting vertical markets such as restaurants, real estate owners and many others.
- Internationalization: market research provides really interesting data suggesting a successful market expansion, especially considering

the better willingness to buy in some identified foreign countries.

The ultimate goal is to promote the use of Flazio Site Builder platform, which remains the core business of the company. An expansion of the "Flazio Experience" business unit is foreseen, specially because the demand for this kind of service is increasing, and we can provide the service at a very affordable price with not so much effort for our resources (that might need to increase).

Team

04

The company's organizational structure is divided into three main areas: Development, Marketing and Management (Chairman and External Consultants). The operational headquarters of Flazio **is located in Sicily**, via Diodoro Siculo n.08, Tremestieri Etneo (CT). The current internal number of employees is 10, with almost the same numbers of external consultants. Our building is located on a mezzanine floor of about 200 sqm, with a reception area, sanitary facilities, conference rooms and a large outdoor space which the team can use to relax and have a break.



Market Size

Web design market is very huge: with the web design service industry a \$20.1B market in the US alone, and \$110B market in the world. The product is aimed primarily at the SMEs and professionals (approximately 80% of the user base). The remaining part is represented by private and public entities that use it for non-commercial purposes.

Some characteristics of the market:

- A sub-segment market prefers to rely on a web agency with a higher investment, because of the lack of competence, but also due to the lack of time and ability in creating a website. This is the reason why we should not miss the "Flazio Experience" opportunity.
- Not everyone can use a DIY service which, even if simple, requires some effort in design, but also in writing texts which are optimized for search engines. This lowers the potential of the do-it-yourself market down to today's 2% to 5% of the total SMEs and professionals.
- This percentage varies significantly depending on the country (in America, for example, this number can reach even 10%) depending basically on the digital background of each country.
- This percentage is growing because the do-it-yourself products are being refined more and more, and are extremely simple to use.
- The competition consists of a number of players such as: Wix, Weebly, Jimdo, Squarespace and other smaller competitors. Those using a full Drag & Drop + WYSIWYG technology (as Flazio does) are really few, and many of them gives very little freedom to the end users.

Competitors

06

Main players for the DIY website creation arena have these market shares in Italy:

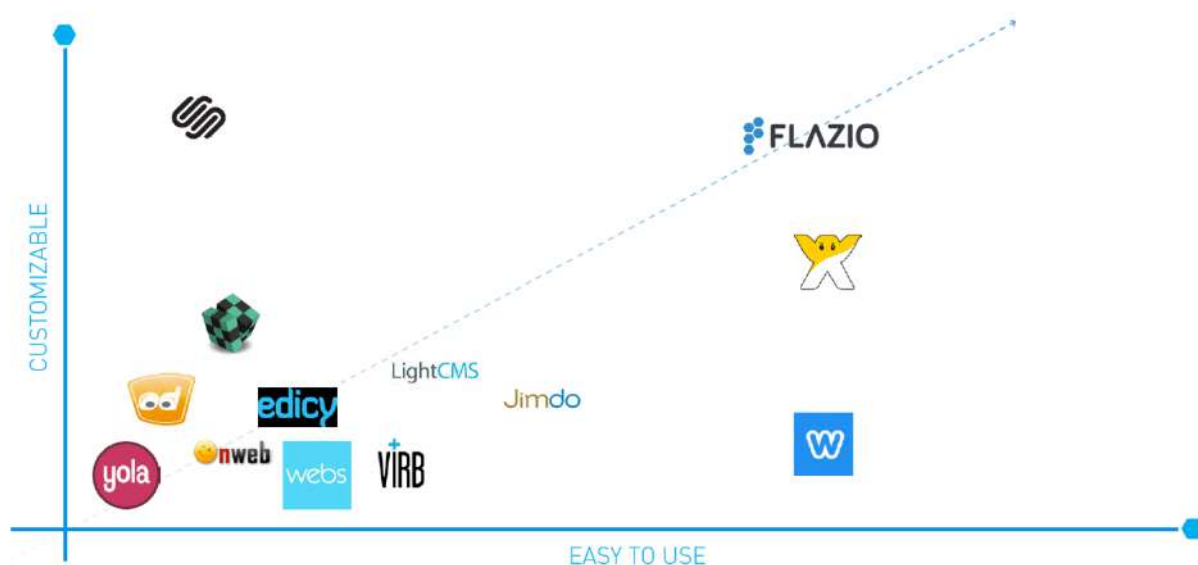
- Wix: 40%
- Jimdo: 20%
- Weebly: 20%
- Flazio: 10%
- Squarespace: 5%
- Altri: 5%

For international numbers you can refer to W3techs:

https://w3techs.com/technologies/overview/content_management

As you can see from the table below, flazio don't own the biggest market share, but performance and acquisition costs are much lower than the 1st player of our market.

					
SEO	YES	YES	YES	YES	YES
MOBILE	-	YES	YES	YES	YES
ADVERTISING	-	YES	YES	YES	YES
E - COMMERCE	YES	YES	YES	YES	YES
REAL ESTATE MANAGMENT	-	-	YES	-	-
ONLINE BOOKING	-	-	YES	YES	-
100% CUSTOMIZABLE	-	-	YES	YES	-
MULTI LANGUAGES	-	-	YES	YES	YES
BLOGGING	YES	YES	YES	YES	YES
SOCIAL IMPORT	-	-	YES	-	-
AUTOMATIC COOKIE POLICY	-	-	YES	-	-
MULTI-ADMINS	-	-	YES	-	-
PRICING PER YEAR	239,88 €	300 €	99 €	194,04 €	180 €



Pricing Model

Currently the two main services that generates revenue are **Flazio CMS** and **Flazio Experience**.

Flazio CMS comes with a freemium business model. The professional plan price is **9€/month VAT included**, that includes an all-in-one solution covering all SME needs. **Flazio Experience** service is an upsell that we sell for **600€ or more**.

After some optimizations, we have recently managed to optimize and increase the conversion rate by reaching 8%. For the development of the Flazio platform, the latest technologies are (and will be) used, in compliance with the existing web standards. Therefore no patents are associated with our technology. In order to prevent possible intellectual property theft, the most innovative obfuscation techniques are applied, preventing code theft.



Specifically, Flazio has a **"proprietary" platform**, i.e. entirely produced within the company, which guarantees a high level of code security. As far as patents are concerned, the type of product / service and the new features that Flazio aims to introduce during the next 24 months can't be protected by patent, however, since it is a "proprietary" platform, the possibility of **being copied or imitated are greatly attenuated**

through constant updates due to a continuous **innovation process**. This is mainly justified by the fact that big competitor often have an overly rigid organizational structure, forcing investors and management to follow an extremely complex decision-making process. **FLAZIO's** strength lies in the ability to create new features by listening to customer needs and making these features quickly available **for the mass market**

Next Steps

Product development: we need to speed up our internal development processes and we need to hire technical and marketing people to strengthen the relevant teams. In the meantime we plan to Switch from a service to an universe of services.

Marketing: We need to approach new countries, looking back at what we have already done in Italy, in order to succeed in this ambitious goal, we need to invest more in the major acquisition channels already tested. For the SiteBuilderBuilder we need to put an effort degree to make it more customisable.

Flazio Universe

- Users
- SMEs
- Providers / Agencies
- Designers
- Developers

