



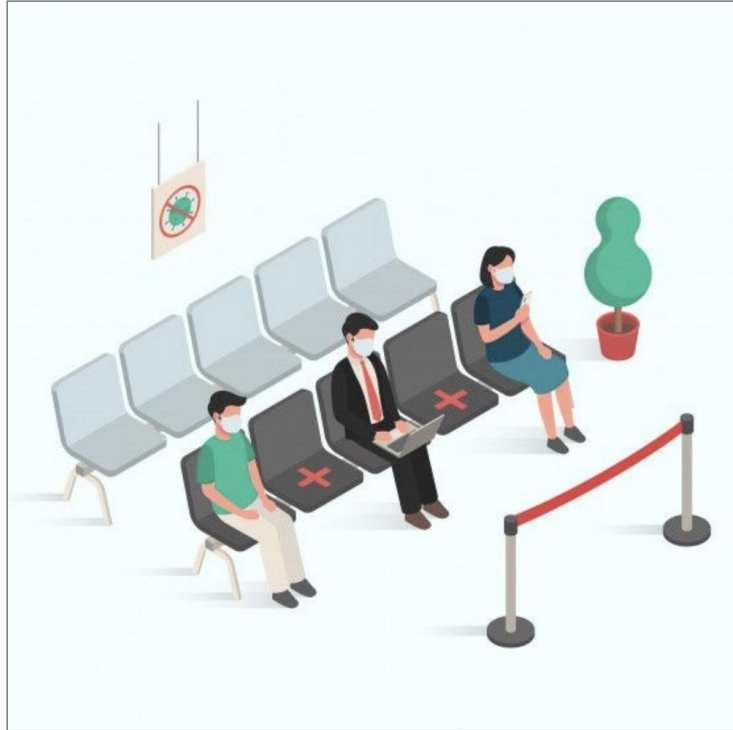
VICINA Mini Program SaaS Platform



The first multi-end Mini Program SaaS platform in Europe



Preface



- Because of COVID 19, people began to maintain social distancing
- Lifestyle is changing
- The business model changed accordingly
- Digital transformation is an option that most companies must face after the epidemic
- What do European companies do?
- What can we do in the post-epidemic period?



-  Project Background and Market Analysis
-  Products and Operations
-  Business Model and Risks
-  Start-up Team and Resources
-  Financing Plan and Financial Analysis



Project Background and Market Analysis

- + Market
- + Market Size
- + Project Background
- + Project Goal
- + Opportunity

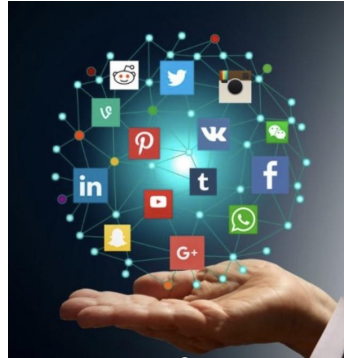
eCommerce in China

1



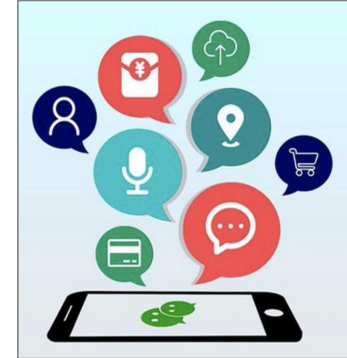
Early Stage

2



Era of APP

3



Now!

Era of Mini Program

Traditional eCommerce



Social Commerce

Market Size: Mini Program Eco-system in China

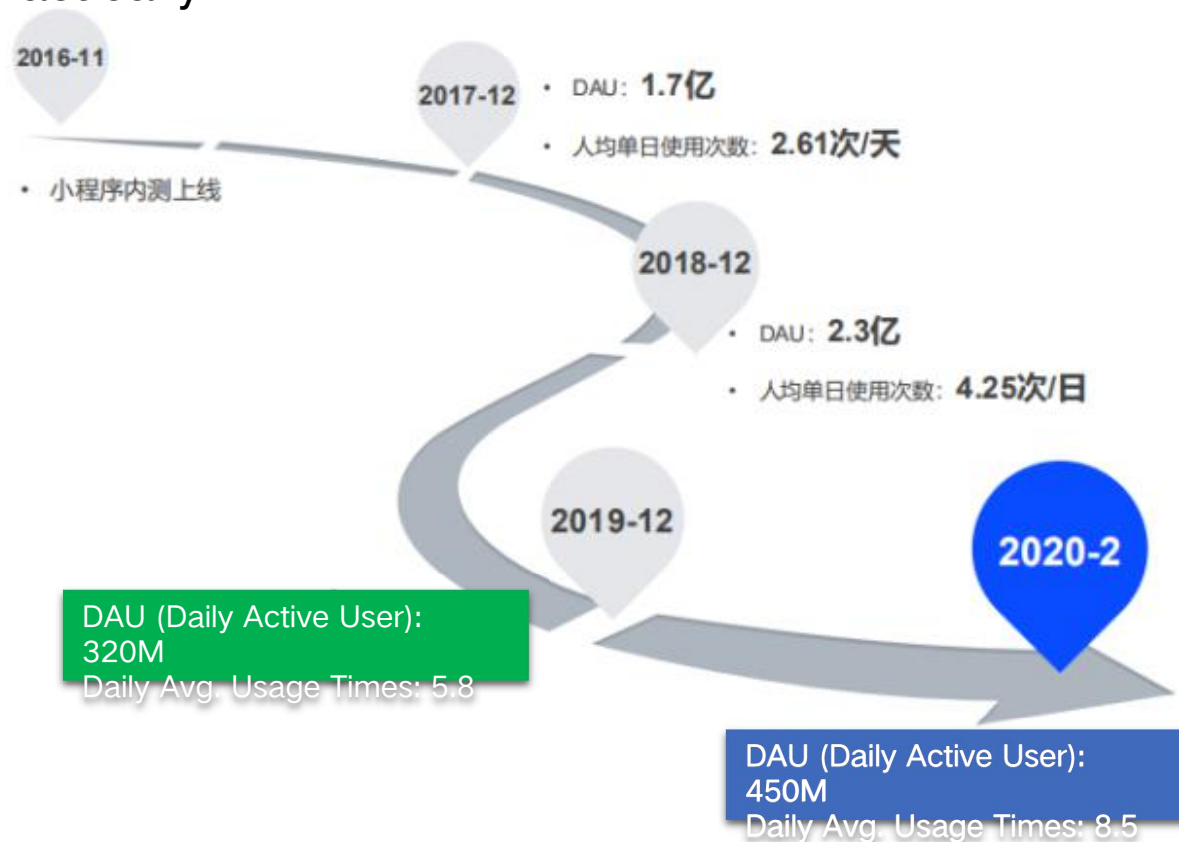


Data: 《2020年上半年小程序互联网发展白皮书》

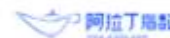
Market Size: Mini Program Grows rapidly during Covid-19 period



In two months from Dec 2020-Feb 2021, usage of Mini Program increased drastically



数据来源: 阿拉丁研究院 & 阿拉丁指数平台 (www.aldzs.com)



Project Background

After years of business experience in eCommerce industry and a large number of market investigation, we found that European Small and Medium Enterprises (SME) faced the following three problems in the digital transformation when developing cross-border ecommerce (CBEC) for Chinese consumers.



Lack of suitable solution
for their industry



Lack of resource or
capability to operate CBEC



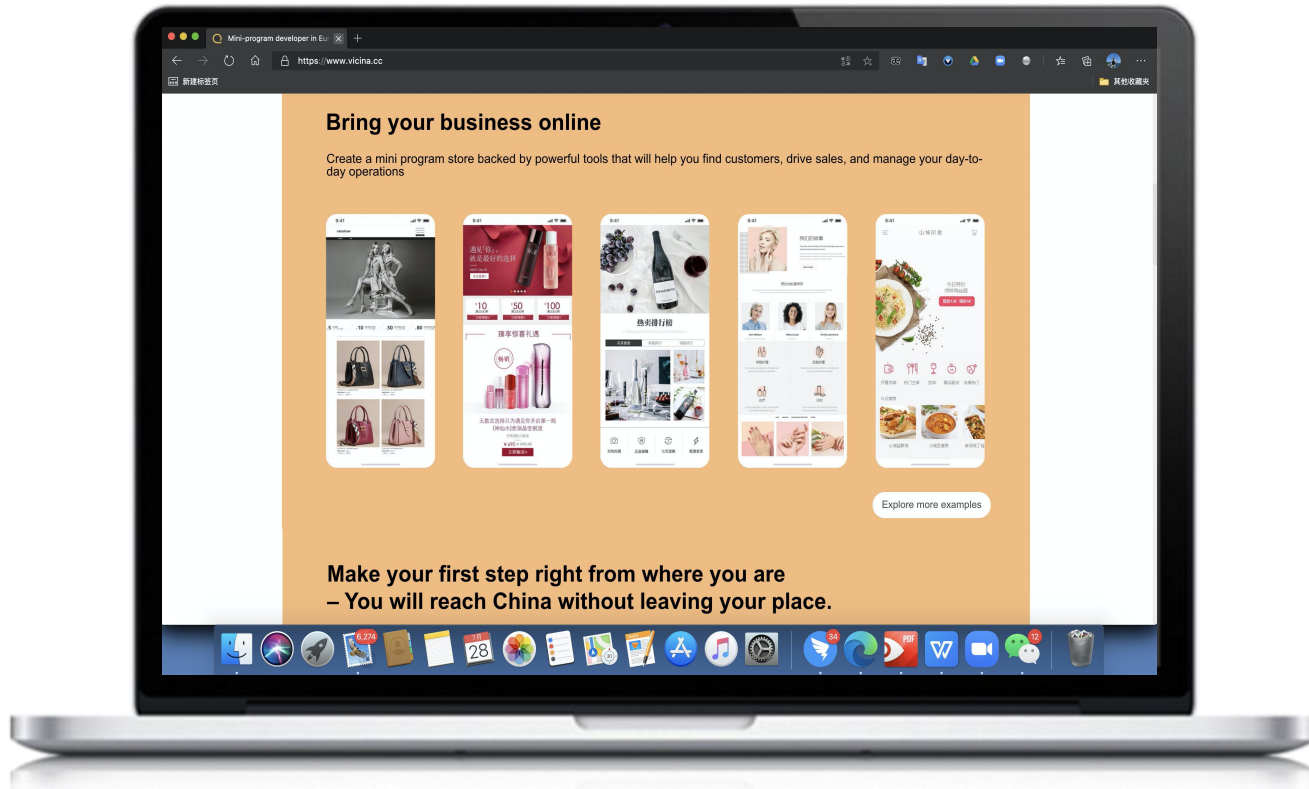
High cost for currently
available options

Project Goal



**Build your online shop
for your Chinese customers
— no matter what business
you're in**

Opportunity with Vicina



Early
Starter

Excellent
technology

Understanding
Chinese Market

With the Chinese mini program ecology becoming more and more mature, the establishment of a mini program platform suitable for European SME to help them enter the Chinese market has great future prospects



Products and Operations

- + Positioning
- + Platform
- + Highlights
- + Business Model
- + Product Planning
- + Marketing Strategies

Business Proposition



Product
Positioning

Vicina provides advanced Mini Program SaaS platform and services to European companies which are interested in entering China's domestic and tourist markets



SaaS



Multi-
end



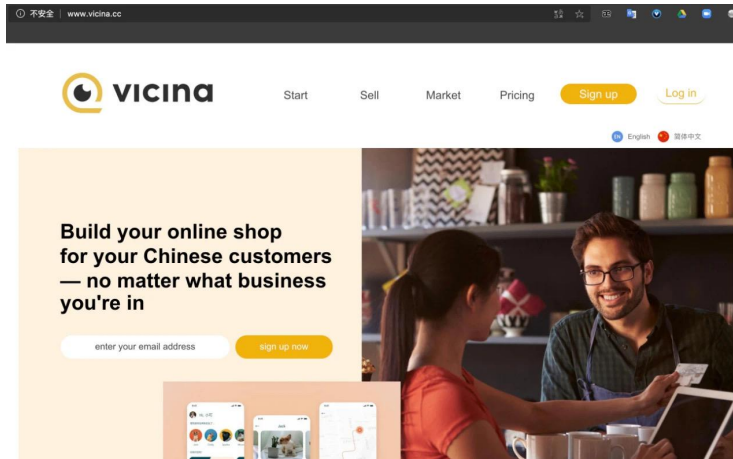
Localiz
ation



Services

Vicina SaaS Platform

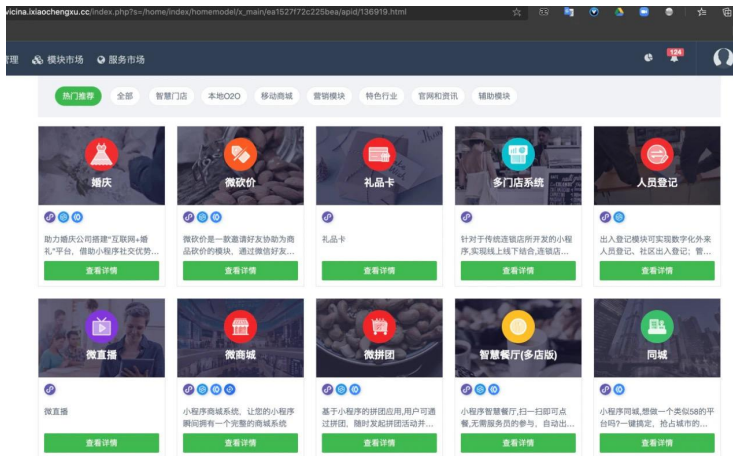
1. Log in to www.vicina.c c, fill in your needs, and a business representative will contact you as soon as possible



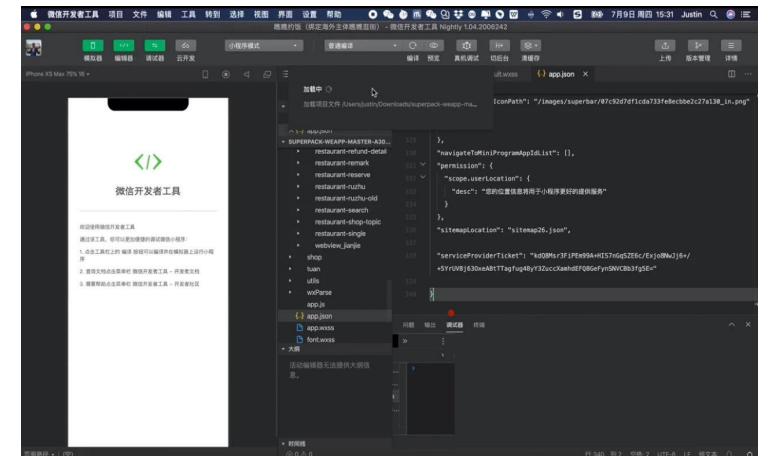
2. Log in register your user name



3. Select the module you want to use and build a small program independently



4. Or, choose to use developer tools to develop mini programs independently



Vicina SaaS in Marketplace



Shopping Cart

Console

Log In

Free Account

Marketplace

All Products User Help Contact Us

Search



Join as Tech Partner

Seller Help

All Products (1 results)

Filtered by:

Pricing Plan



FREE

Bring Your Own License



VICINA

★★★★★ (0.0/5)

\$ 0 USD/Month

+Alibaba Cloud Usage Fees

Offering an easy way to create multi-channel mini program in Wechat, Alipay, Baidu, ByteDance etc. Building your online shop for your Chinese

Delivery Method: SAAS Base Operating System:

Seller: [Ciao Ciao Tecnologia S.r.l](#)

Highlights

Combining BaaS (Backend As A Service) and FaaS (Function As A Service), Vicina's serverless architecture integrates the latest tools, components, and third-party services to meet the needs of various customers.



Templates



Customization



Local settlement



Cross border logistics

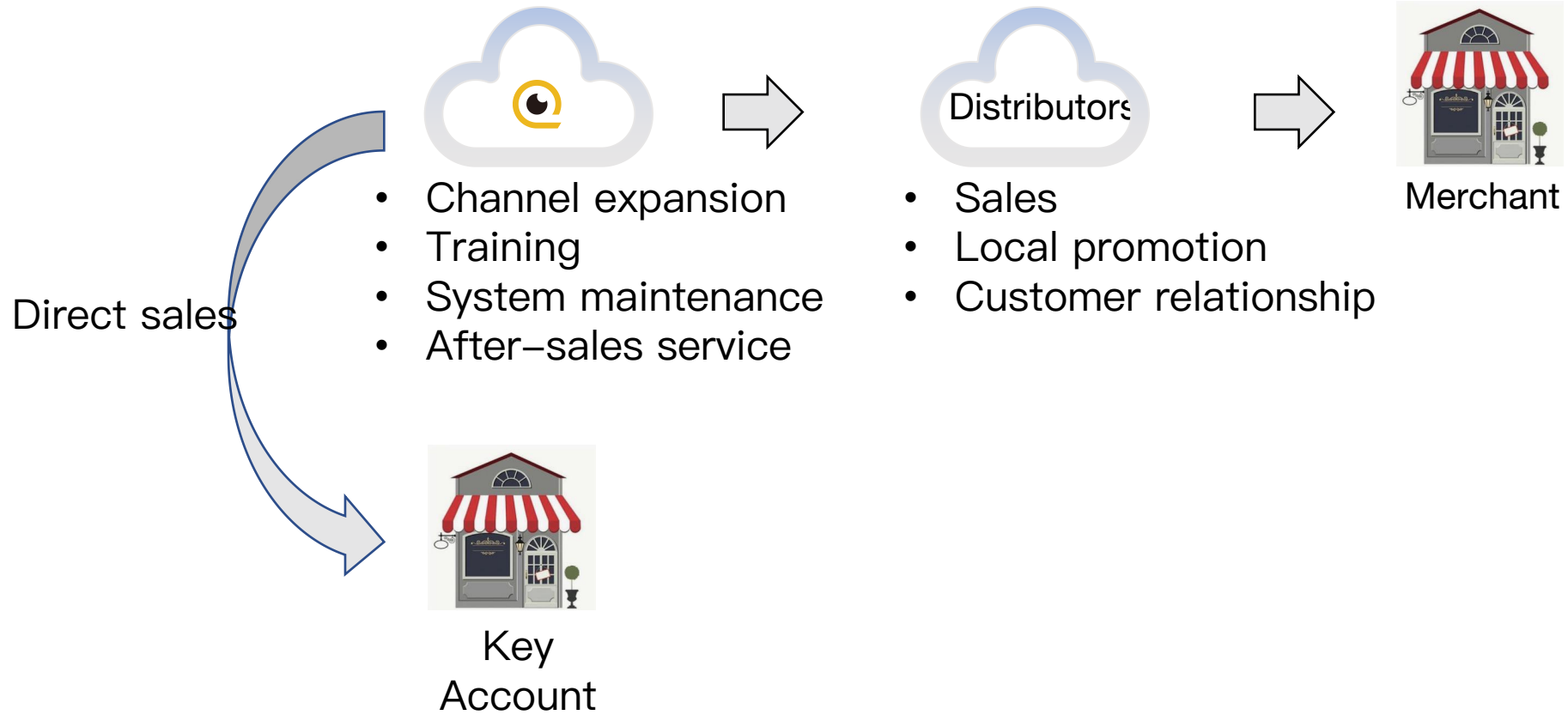


Live streaming



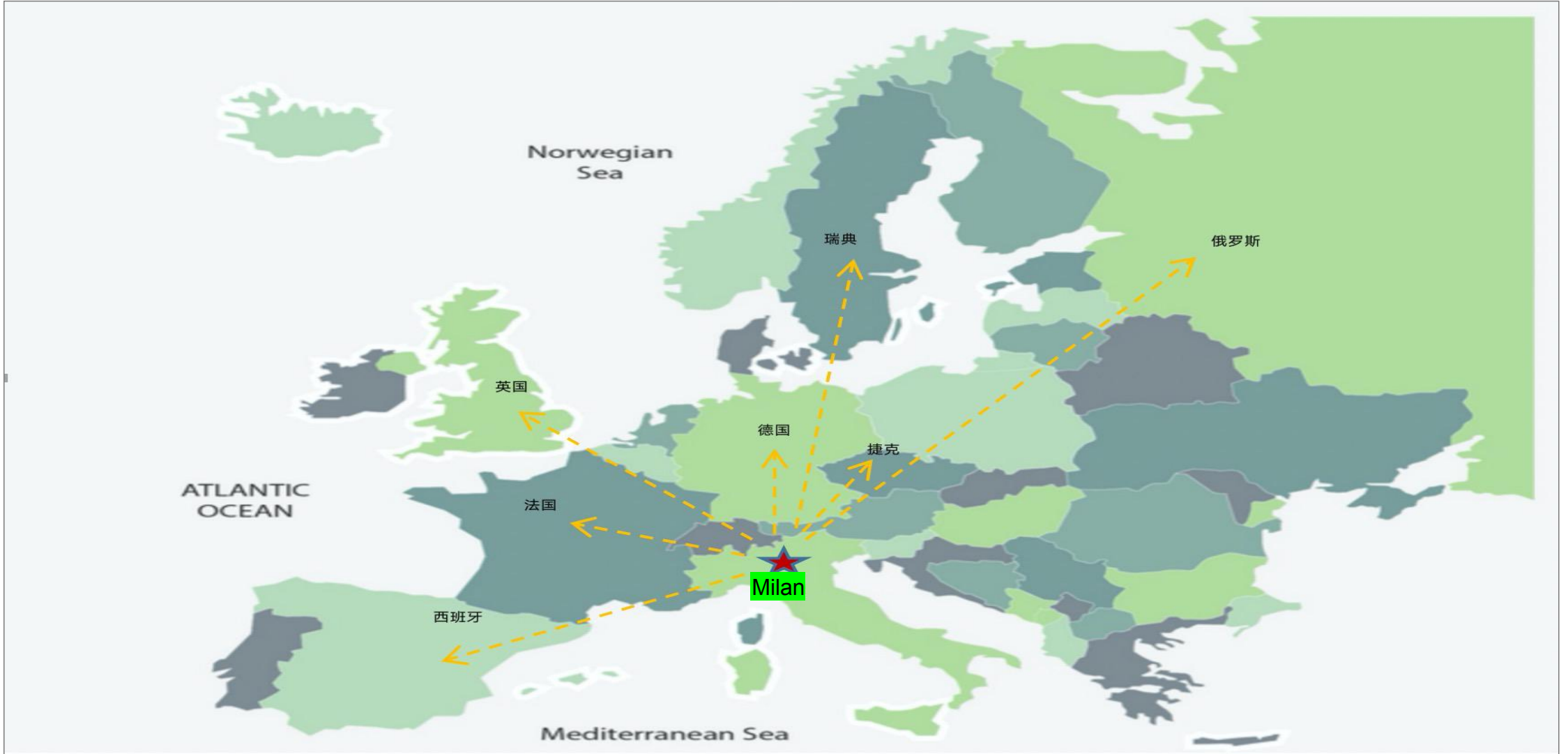
Advertisement

Product Planning



Promote product sales following SaaS product model

Business Model



Distributors

Marketing Strategies

Web Promotion

- Google、Youtube、FB、twitter

Media Promotion

- Local radio, traditional media promotion

Business Cooperation

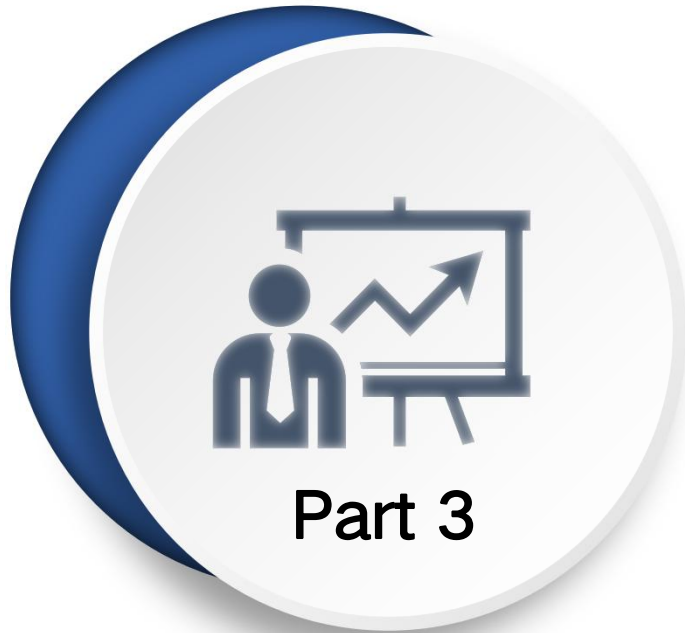
- Cooperation with Alibaba Cloud, WeChat, and Alipay

Exhibitions

- Participation in various technology fairs and promotion activities

Direct Sales

- Engagement of other marketing resource



Profit Model and Risks

- + Profit Model
- + Revenue forecast
- + Willingness to pay
- + Risks
- + Income structure

Profit Model

Subscription fee

Subscription payment is the basic charging model of SaaS. We adopt two subscription payment models: annual and monthly.

Customization Fee

For customers with special needs, we provide customized development services and charge development service fees

Service Fee

For customers with operational needs, our operation team provides a series of services from customer service, after-sales, product maintenance, etc.

Reasons to Pay



Subscription fee

Basic charging model of SaaS



Payment for customization

Customization are mainly for customers with special needs, generally KA customers, or special application scenarios



Service fee

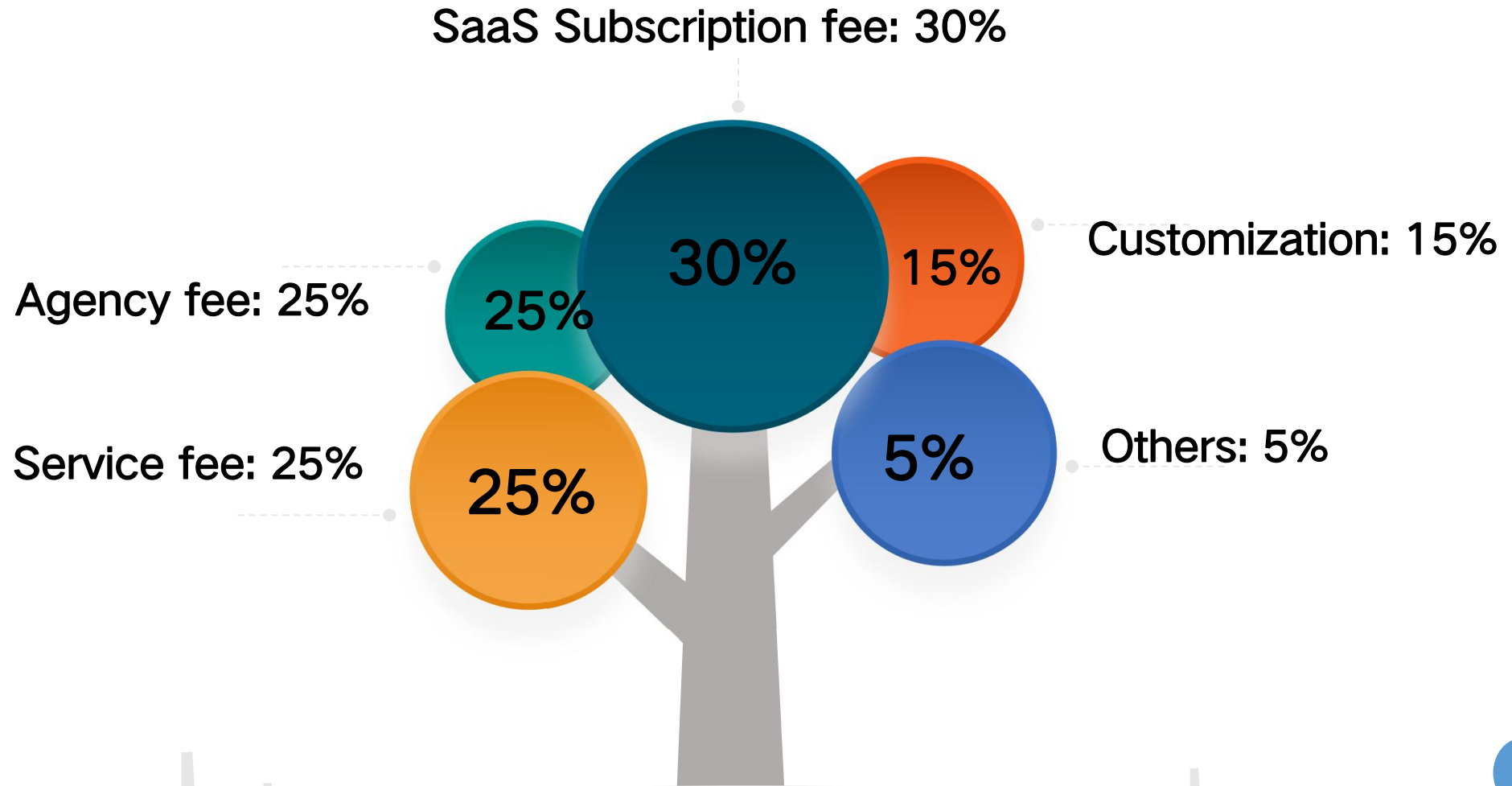
For some small and medium-sized enterprises, using our operational services is a relatively cost-saving method



Agency fee

To charge our distributors a certain authorization fee is a traditional channel management and fee collection model

Income Structure



Risks



- ✓ Peer competition risk
- ✓ Hacking risk
- ✓ Risk of technical failure
- ✓ Third-party risks, such as:
Alibaba Cloud failure
- ✓ Risk of arrears

Start-up Team

Complementary Skills

Professional

Young and Energetic

With average age at 31 years old and college degree and master's degree from well-known universities in China and Italy, the core team members have many years of experience in the industry. They complement each other in terms of expertise and personality and hold different positions in technology, finance, marketing, product management, etc. with different styles and personality.

Team Members



Lin Tong

CEO, founder

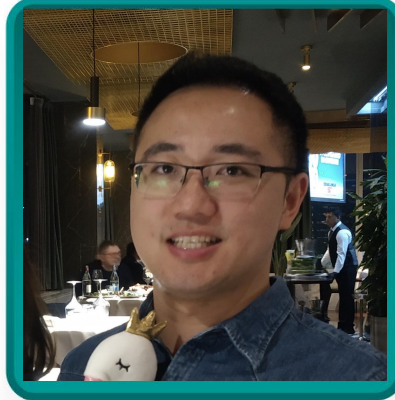
MBA degree from Madonna University, USA, with many years of working experience in Chinese listed companies and overseas companies, once worked in China Securities, CITIC Securities, and has a deep understanding of investment, the Internet and the Chinese market



Bao Honglei

COO, Co-founder

Master's degree in film and television production from Padova University, Italy, worked in DoBe Group and Shanghai Florence Sino-Italian Design Exchange Center successively, familiar with the European market and Chinese Internet products



Ding Weibing

CTO, Co-founder

Master's degree in design and engineering from the Politecnico di Milano. At the doctoral level, he won the national scholarship. The main research direction is the methods and tools of product design, and the human-computer interaction products based on multi-sensory.



Lu Lijun

CFO, Co-founder

University degree, worked in Shanghai Airlines, Shanghai Longchuang and Shanghai Changou successively, 15 years of company's middle and high-level financial management experience, proficient in cost accounting, capital operation.

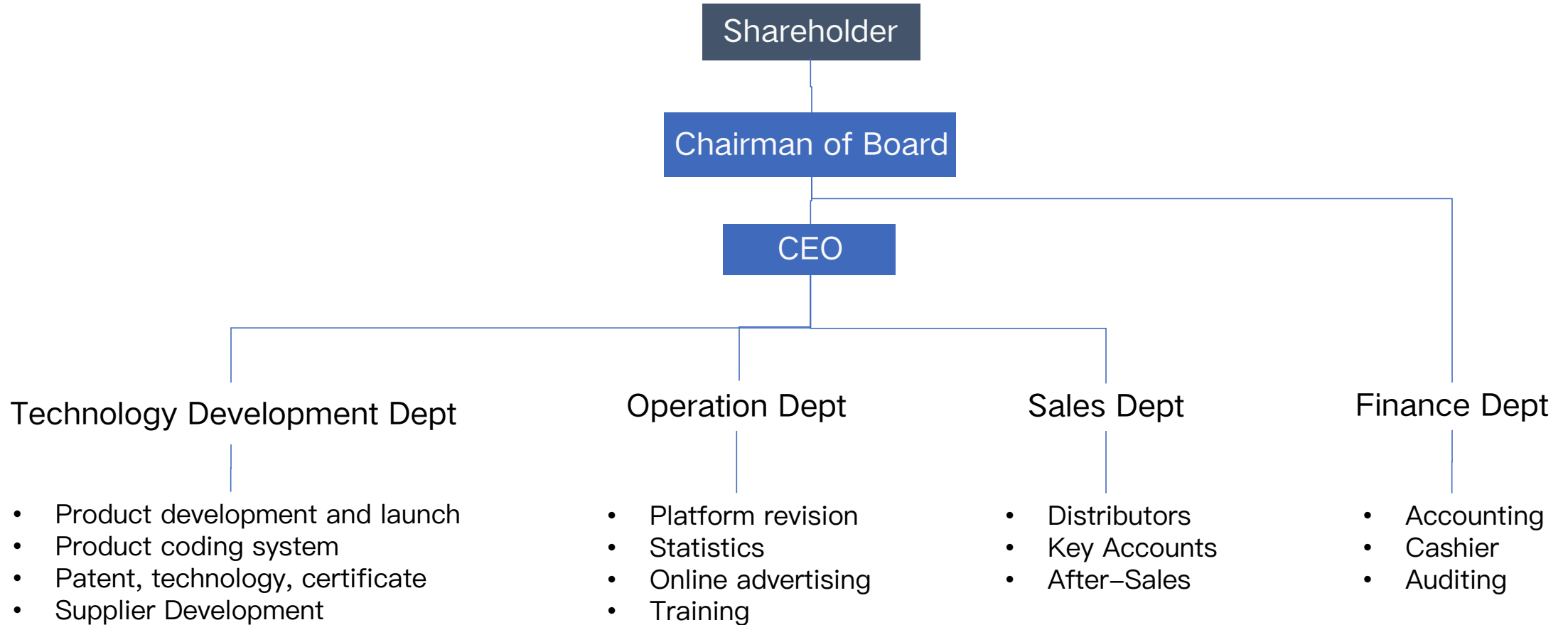


Ethan Sun

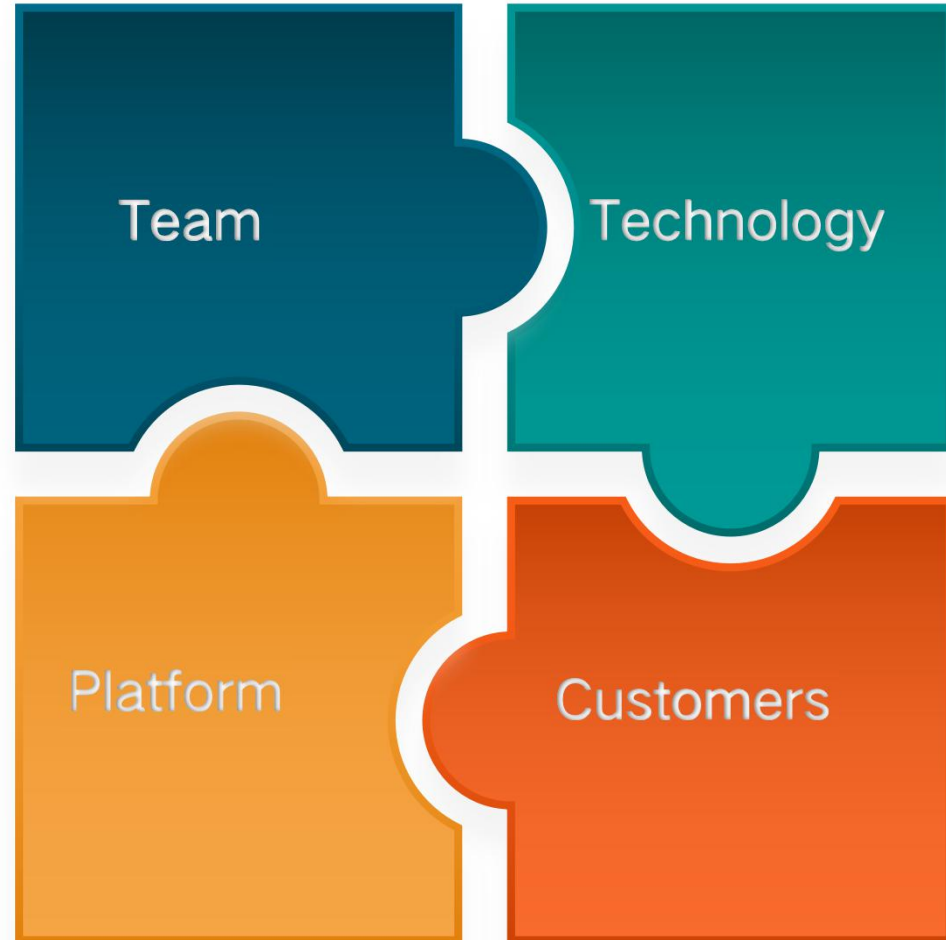
Director of E-commerce, Co-founder

Current student
University of Windsor
Canada
Major in Business

Organizational Structure



Award & Qualification



- 1 WeChat Mini Program Development Service Provider
- 2 Alipay Mini Program Development Service Provider
- 3 Alibaba Cloud European technical partner
- 4 Bronze Award at the International Track of the 6th China International "Internet+" University Student Innovation and Entrepreneurship Competition
- 5 Winner of the 15th "Chunhui Cup" Innovation and Entrepreneurship Competition for Overseas Chinese Students
- 6 "Return to Create Talents Project" in 2020 China Overseas Talent Exchange Conferenc
- 7 "Excellent Enterprise Undertaking Spillover Effects of CIIE in 2020" awarded by Shanghai Cross-border E-Commerce Industry Association
- 8 "Digital Intelligent Innovation Potential Award" awarded by Shanghai Cross-border E-Commerce Industry Association

Examples on Vicina



Di Luca from milan



FSSA from Firenze



Camaldoli from Tuscany



Coffee brands from all over Italy



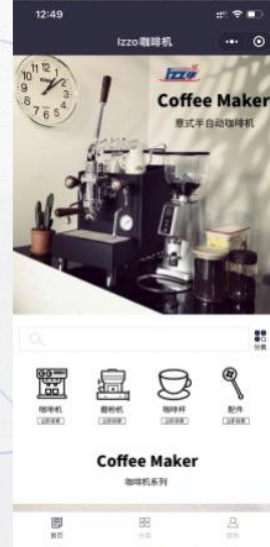
Butti from Firenze



Capaf from Firenze



Leone from Turino



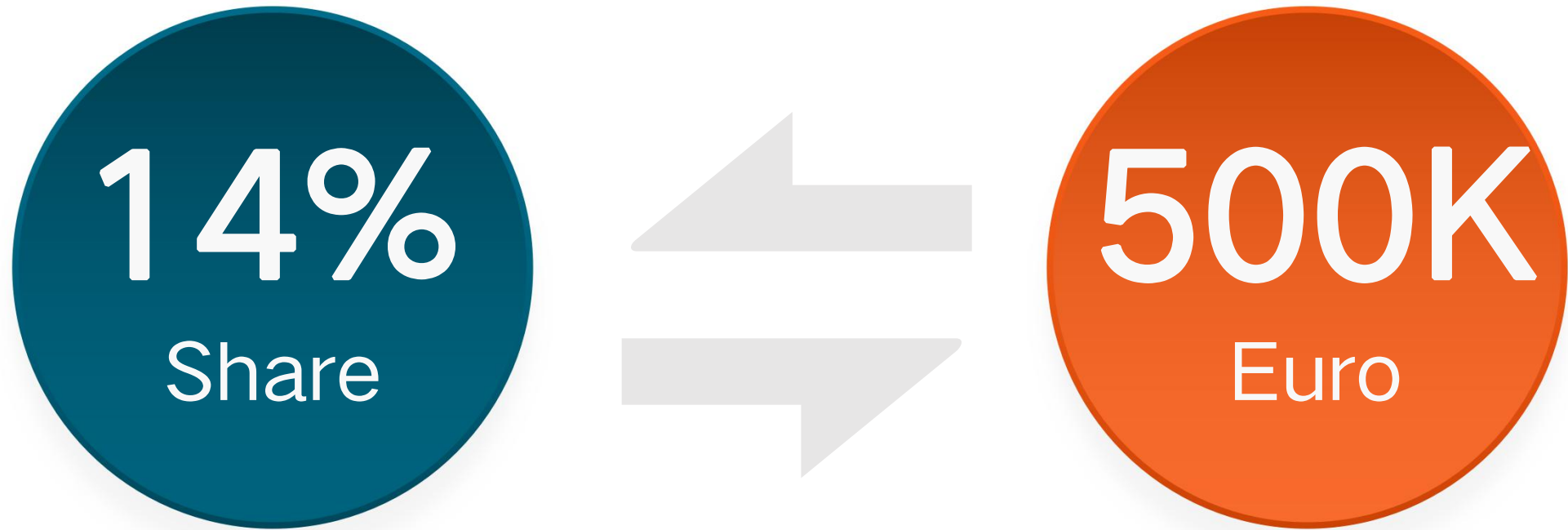
IZZO from Napoli



Financing Plan and Financial Analysis

- + Financing Plan
- + Budget
- + Investment outlook

Financing Plan



On the basis of the current valuation of 3.6 million euros, 500,000 euros will be raised from people or institutions that agree with the development model of this project, accounting for 14% of the total equity.

Budget

Items	Amount (Euro)
Investment on Technology	300,000
Marketing Promotion	80,000
Office Expense	60,000
Cost of Sales	60,000
Total 500,000 Euro	



Investment Outlook

③

Version 3.0

By the end of 2023, development of 100 agencies, 200 KA, and 3000 merchants, with revenue of 15 million euros

Cooperating with the local ecommerce platform like **Shopify**, developing the plugin that sharing inventory.

②

Version 2.0

By the end of 2022, development of 40 agencies, 35 KA and 1,200 merchants, with revenue of 4 million euros

Developing **English vision** backstage, facilitating store operation

①

Version 1.0

By the end of 2021, development of 5 agencies, 15 KA and 500 merchants with revenue of 1 million euros

Accessed with **European settlements like Pacypay, Epay and Tinaba**, providing local financial solution.

With its technical expertise in eCommerce platform, market experience and strong resources in China, Vicina strives to help European SME provide high quality products to Chinese consumers through digital transformation!





感谢观看!

THANKS FOR YOUR ATTENTION!

