mention

Change the way you monitor the web

What is mention?

WHY DID WE CREATE MENTION?

⭐ **An idea born from a need**

to monitor the online visibility of our own projects

⭐ **A lack of a simple application**

that aggregates all the information sources that we wanted to monitor in real-time

⭐ **A new emerging market to address**

the prosumers: users that sit on the edge of professional products

A POWERFUL APPLICATION

Monitor any keyword on the web and social web

In **real-time**

On **all devices**

Share alerts with your team

React the smart way to any mention

BASED ON STRONG TECHNOLOGIES
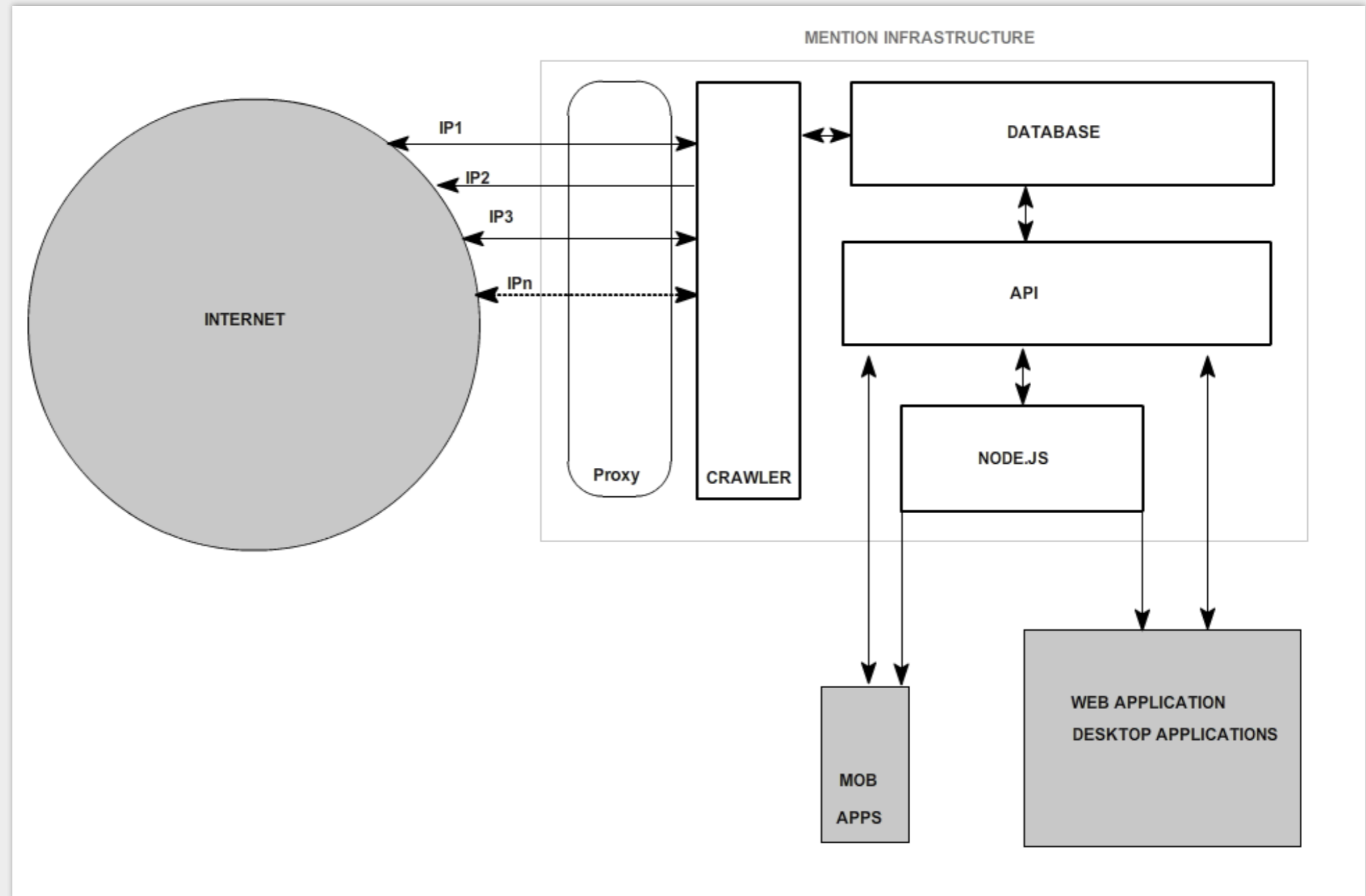
A public API

An in-house crawler

A strong anti-noise technology

filtering, grouping
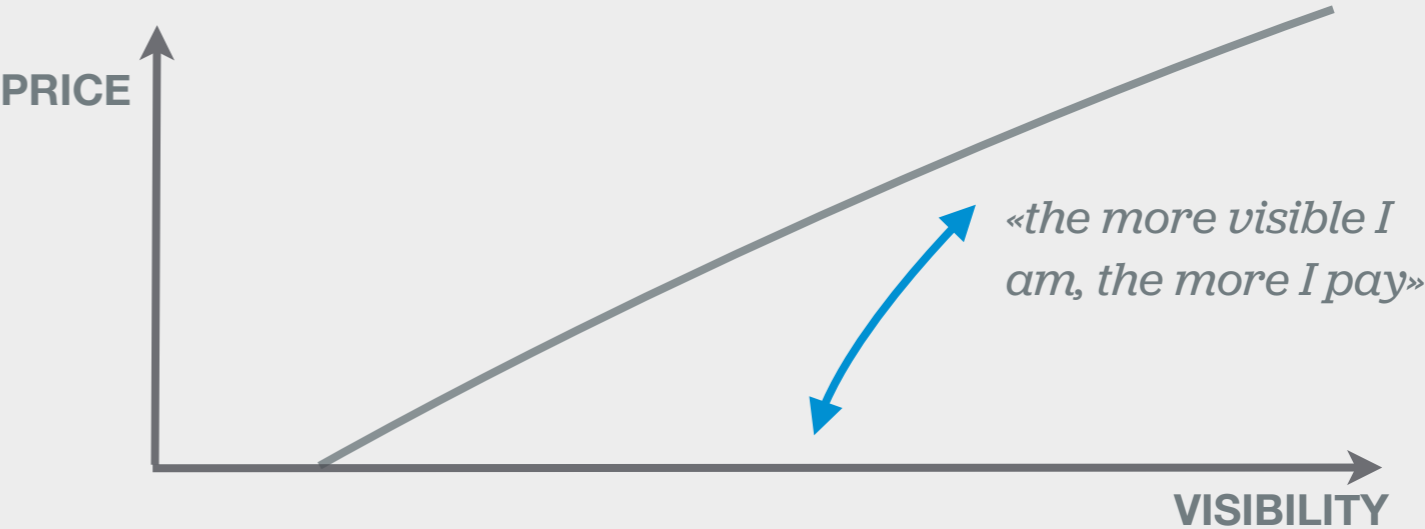
Easy portability

thin client, backbone.js, node.js

OPERATED WITH A SMART BUSINESS MODEL

Freemium

Increase downloads
Generate addiction

PRICE

«the more visible I am, the more I pay»

VISIBILITY

	FREE	PRO 5 000	PRO 10 000	PRO 50 000	PRO 100 000
mentions	1 000 mentions	5 000 mentions	10 000 mentions	50 000 mentions	100 000 mentions
monthly fee	FREE	$ 9.99	$ 19.99	$ 99.99	$ 199.99

5 reasons
to invest in mention

#1 - AN EXPERIENCED AND TALENTED TEAM

Edouard de La Jonquière - CEO and Co-founder

Experienced manager - 5 years of Management Consulting (Capgemini) - CEO of www.pressking.com

http://www.linkedin.com/pub/edouard-de-la-jonquiere/4/640/967

Arnaud Le Blanc - CTO and Co-founder

Skyrocketing developer, has resolved more than 100 PHP bugs - www.pressking.com, www.vrank.com

https://github.com/arnaud-lb

Didier Forest - Artistic Director and Co-founder

Genius designer - User interface & experience expert (www.textmaster.com, www.mailjet.com)

@welcometothesky

Thibaud Elzière - Strategist and Co-founder

Visionary product strategist - Founder of www.fotolia.com ($480M valuation - $150M funding)

@tiboel

Quentin Nickmans - EFounders rep. and Co-founder

Ex-BCG - Co-founder of start-up accelerator EFounders

http://be.linkedin.com/in/quentinnickmans

Andrew Mello - Business developer USA

Henrik Schleicher - Business developer Germany

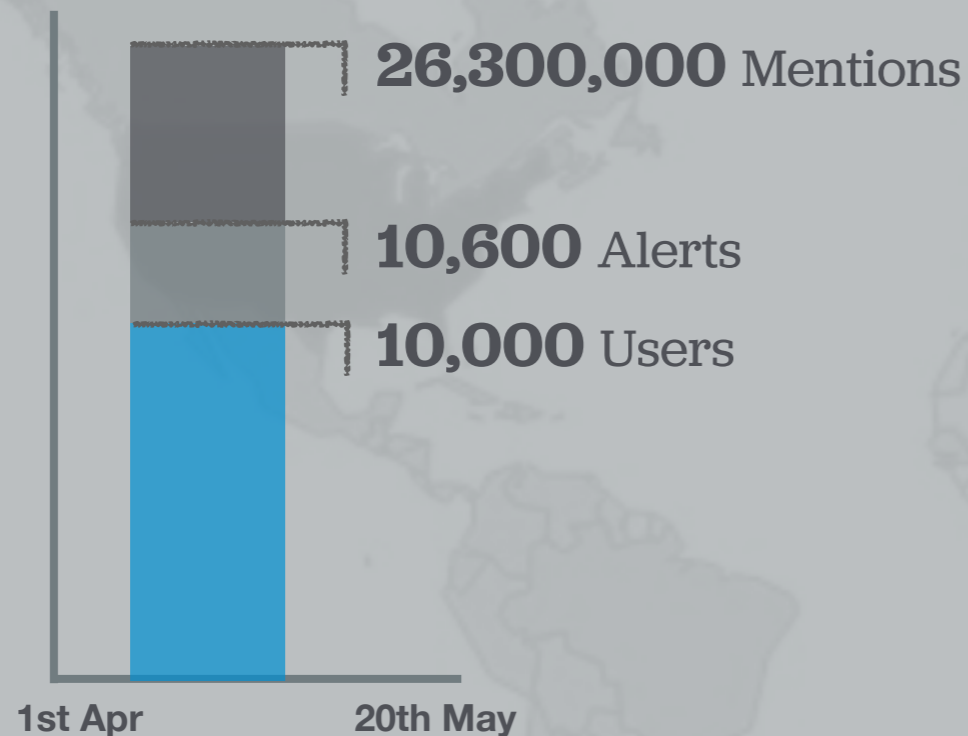# #2 - A SATISFACTORY LAUNCH WITH ENCOURAGING METRICS

A big bang launch

USA : **TechCrunch**

France : **FrenchWeb** + **TechCrunch FR**

Germany : **Gründerszene**

Already awarded in startup competitions in the US and France

26,300,000 Mentions

10,600 Alerts

10,000 Users

1st Apr   20th May

Conversion rate
Sign up vs visits

30%

Viral rate
Accounts created by referral

15%

Premium vs Free
Encouraging rate compared to industry standards

0,5%

after 1 month

Acquisition cost
0 marketing expenses

0$

Traffic geography

#3 - A HUGE MARKET

Prosumers

Professional+Consumers : individuals using a product for a professional purpose
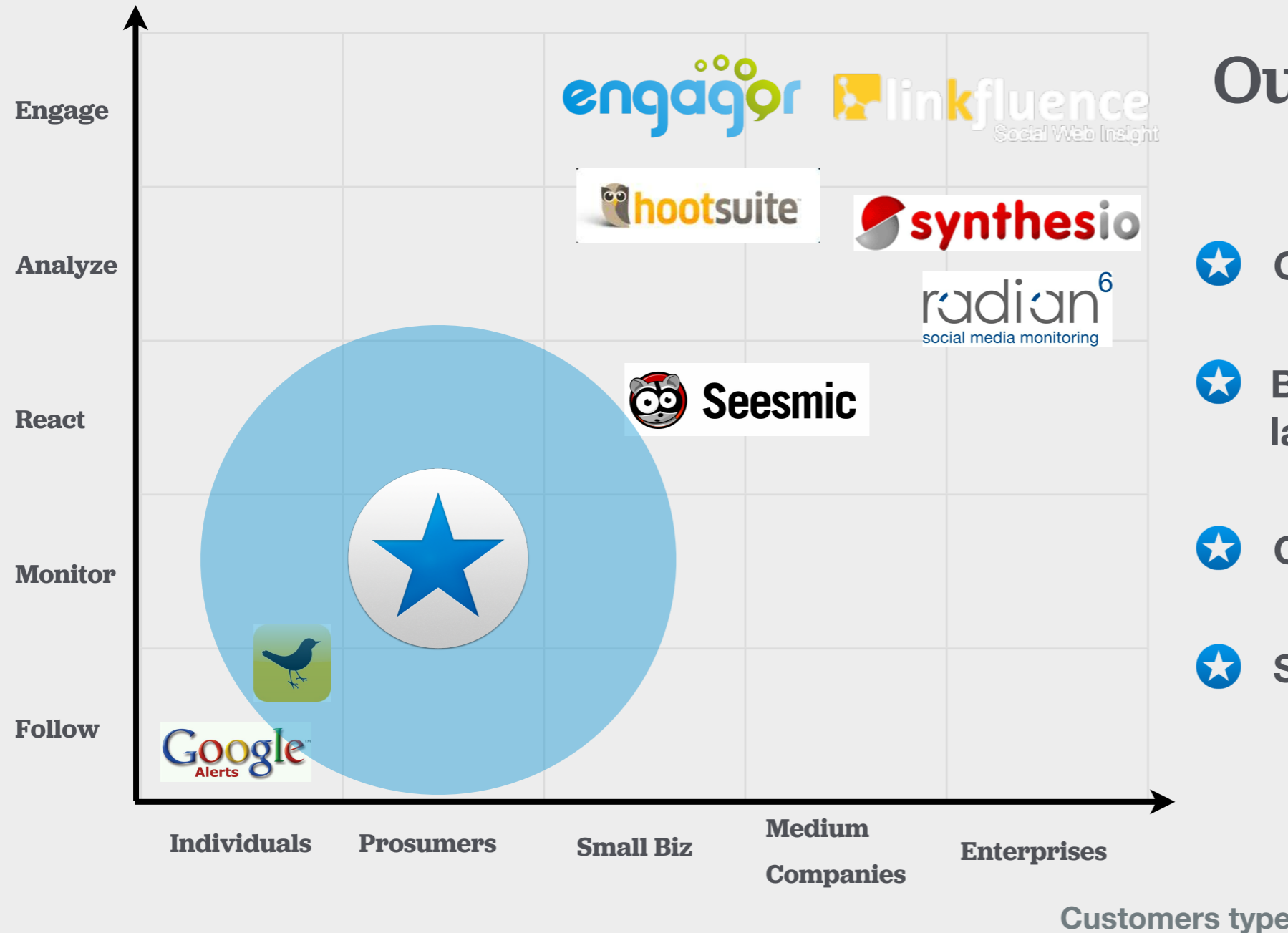
Fortune 5,000,000

Startup and small businesses

mention market

all the users of Google Alerts

#4 - A UNIQUE COMPETITIVE POSITION

Features range

Engage

engagor   linkfluence
            Social Web Insight

Analyze

hootsuite   synthesio

                radian⁶
                social media monitoring

React

Seesmic

Monitor

Follow

Google
Alerts

Individuals   Prosumers   Small Biz   Medium   Enterprises
                                      Companies

Customers type

Our key positioning

⭐ **Clear USP : media monitoring**

⭐ **Broad availability : platforms / languages**

⭐ **Consistent target (prosumers)**

⭐ **Simplicity, exhaustively, real-time**

#5 - THE SECRET SAUCE

⭐ **mention is Viral**

referral incentive, alert sharing, $0 marketing

⭐ **mention is Global**

already available in 4 languages, global traffic from San Francisco to Tokyo
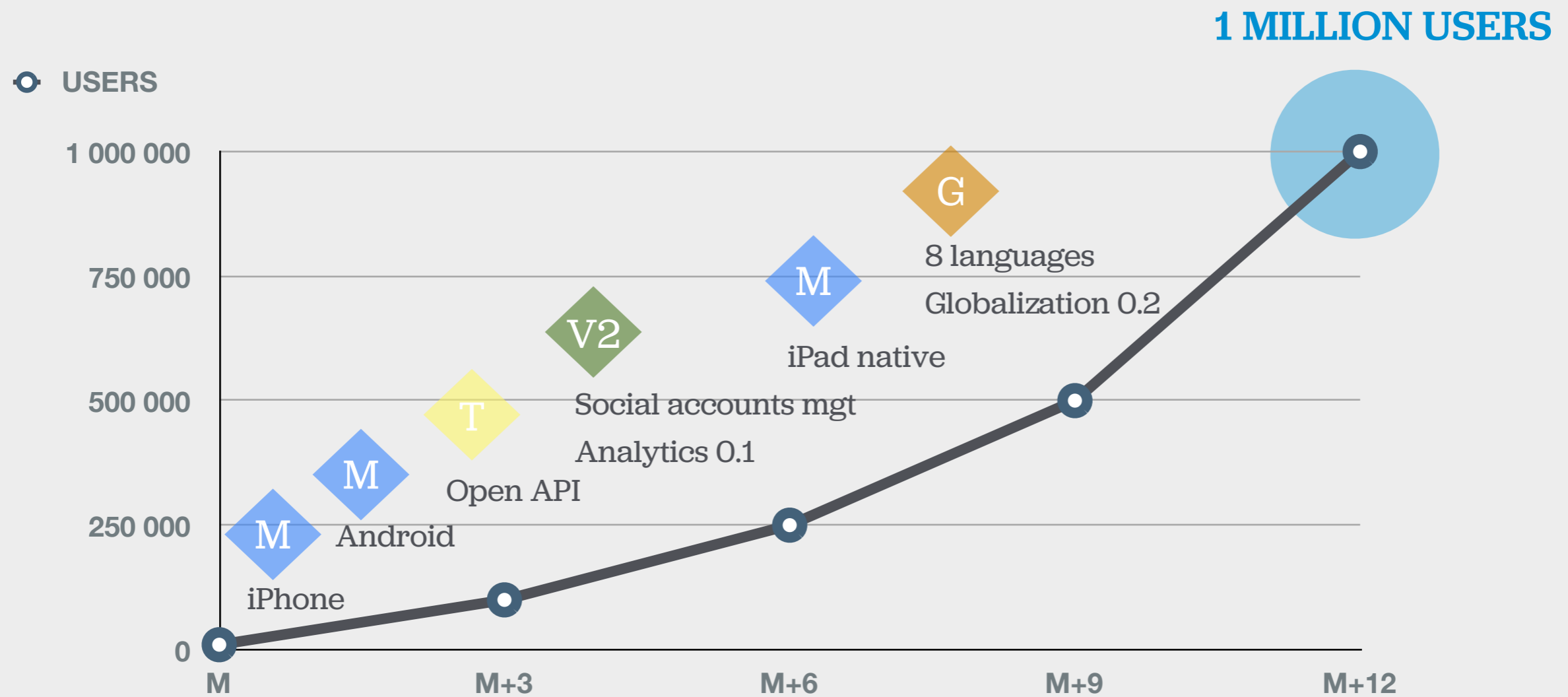
⭐ **mention is Mobile**

responds to offline vulnerability, out of pocket real-time tool

⭐ **mention is Addictive**

flatters the ego with push mode

Where is mention going?

WHERE TO WITHIN A YEAR?

1 MILLION USERS

USERS

1 000 000

G
8 languages
Globalization 0.2

M
iPad native

750 000

V2
Social accounts mgt

500 000

T
Analytics 0.1

Open API

M
Android

250 000

M
iPhone

0

M   M+3   M+6   M+9   M+12

Investment opportunity

INVESTMENT OPPORTUNITY

Series A round = **$2 Million**

➤ **Increase visibility**

Globalize the product

Develop usage

➤ **Reinforce the tech team**

Develop the product

Scale the architecture

➤ **Increase API ecosystem**

Increase portability

Translate in more languages

IN A NUTSHELL

⭐ A product already operative, trusted

⭐ An app that can be used by millions

⭐ A trusted, experienced team

⭐ A company that can be the next Dropbox