



# CUUSTOMER

Better Decisions. Better Suppliers.

« Managing your costs has never been so easy! »



**72% OF COMPANIES** are willing to optimize their costs but few of them achieve their objectives. Lack of Time, expertise and resources are the main obstacles. (Survey Cuustomer.com 02/2020 – Before Covid-19 crisis)

**SUPPLIERS** are looking for efficient ways to attract and retain customers.

**NO SIMPLE SOLUTION EXISTS** to better match and manage relationships between customers and suppliers.



## OUTSOURCE YOUR COSTS TO BE MORE EFFICIENT AND SAVE MONEY

### INVOICE

Company SPRL  
Grand Place 1  
1000 Brussels



### CUUSTOMER

Invoice: 3462  
Date: 08/11/2020

Supplier	Qty.	Price
ORANGE	7	253,17 €
ENGIE	1	1303,45 €
AXA	2	158,00 €
BPOST	45	322,92 €
SODEXO	4	515,75 €
LYRECO	23	391,17 €
Subtotal		<b>2.944,43 €</b>
21% VAT		<b>618,33 €</b>
<b>TOTAL</b>		<b>3.562,76 €</b>

# WHICH ADVANTAGES ?



## FOR THE COMPANIES

- One provider
- One contract
- One monthly invoice
- One customer service
- Cost savings
- Cost monitoring and opportunities
- Less administration
- Less errors

## FOR THE SUPPLIERS

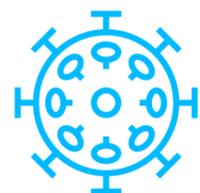
- One customer account
- One monthly invoice
- One contract
- On-time payment
- No sales needed
- Less customer service
- Less administration
- Less errors

# MARKET SIZE



General expenses generally represent between 10 and 30% of the company's costs.

 FREELANCERS	 COMPANIES
BELGIUM 608.000 	BELGIUM 869.662 
FRANCE 2.963.000 	FRANCE 3.558.735 
NETHERLANDS 1.320.000 	NETHERLANDS 1.155.256 
GERMANY 3.672.000 	GERMANY 2.801.030 
UK 4.278.000 	UK 2.467.365 
SPAIN 2.904.000 	SPAIN 3.026.237 
ITALY 4.685.000 	ITALY 3.849.594 
<b>TOTAL 20.430.000</b> 	<b>TOTAL 17.727.879</b> 



With the Covid-19 crisis, we are living in a unique period where millions of freelancers and companies plan to reduce their costs and their investment projects.

# THE INITIATOR



## Project initiated by Bridgewater

Founded after the crisis of 2008, Bridgewater has led hundreds of cost optimisation projects in TOP 500 companies in Belgium.

Given the strong demand from SMEs and freelancers for cost optimisation solutions that we could not address with a No Cure No Pay model, we decided to develop adequate solutions for their needs.


**Bridgewater**  
cost efficiency experts

Total savings:  
**27M€**

Total cumulated revenues:  
**3,1M€**

# TEAM



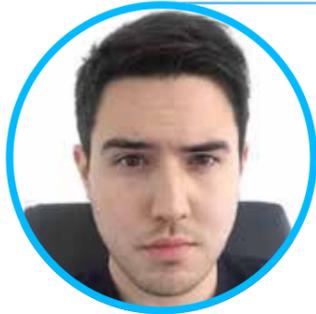
## **FLORENT HAINAUT - FOUNDER**

Founder of Bridgewater Consulting in 2009  
10 years of experience in cost optimisation projects for TOP 500 companies in Belgium.



## **THIBAUT VAN SPAANDONCK - CTO**

Ex-McKinsey  
13 years of experience in Web Development.



## **GEOFFREY ADAM - MARKETING MANAGER**

7 years of experience as an Art Director, Designer & Community Manager.



## **QUENTIN CLAES - WEB LEADER**

Web Developer & 10 years of experience in Team Management.



## **MASSIMO REGAGLIA - WEB DEVELOPER/DESIGNER**

9 years of experience in Marketing as an Art Director in communication agencies.

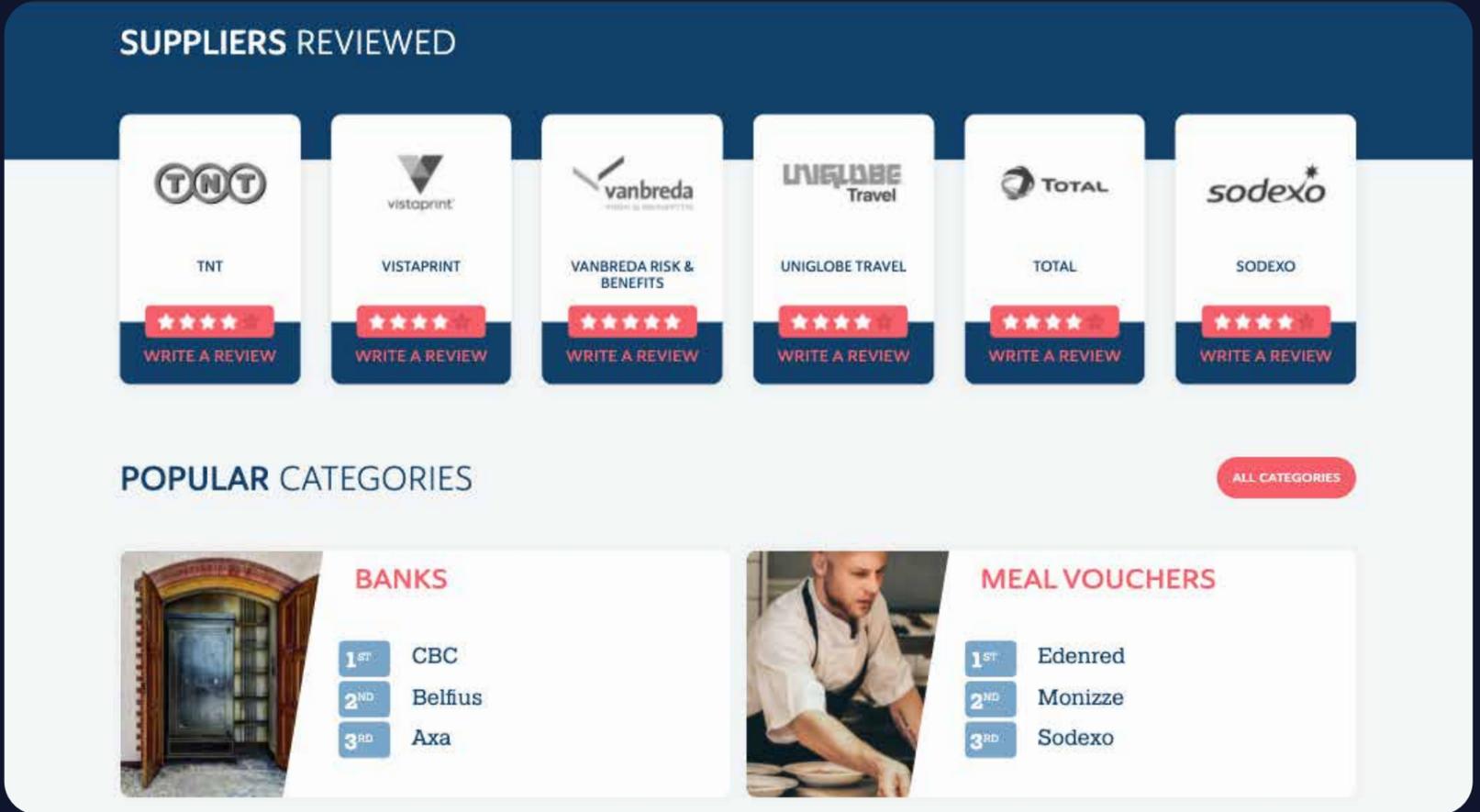


## **& OUR INTERNS:**

Jaël, Andreï, Ayoub, Nicolas

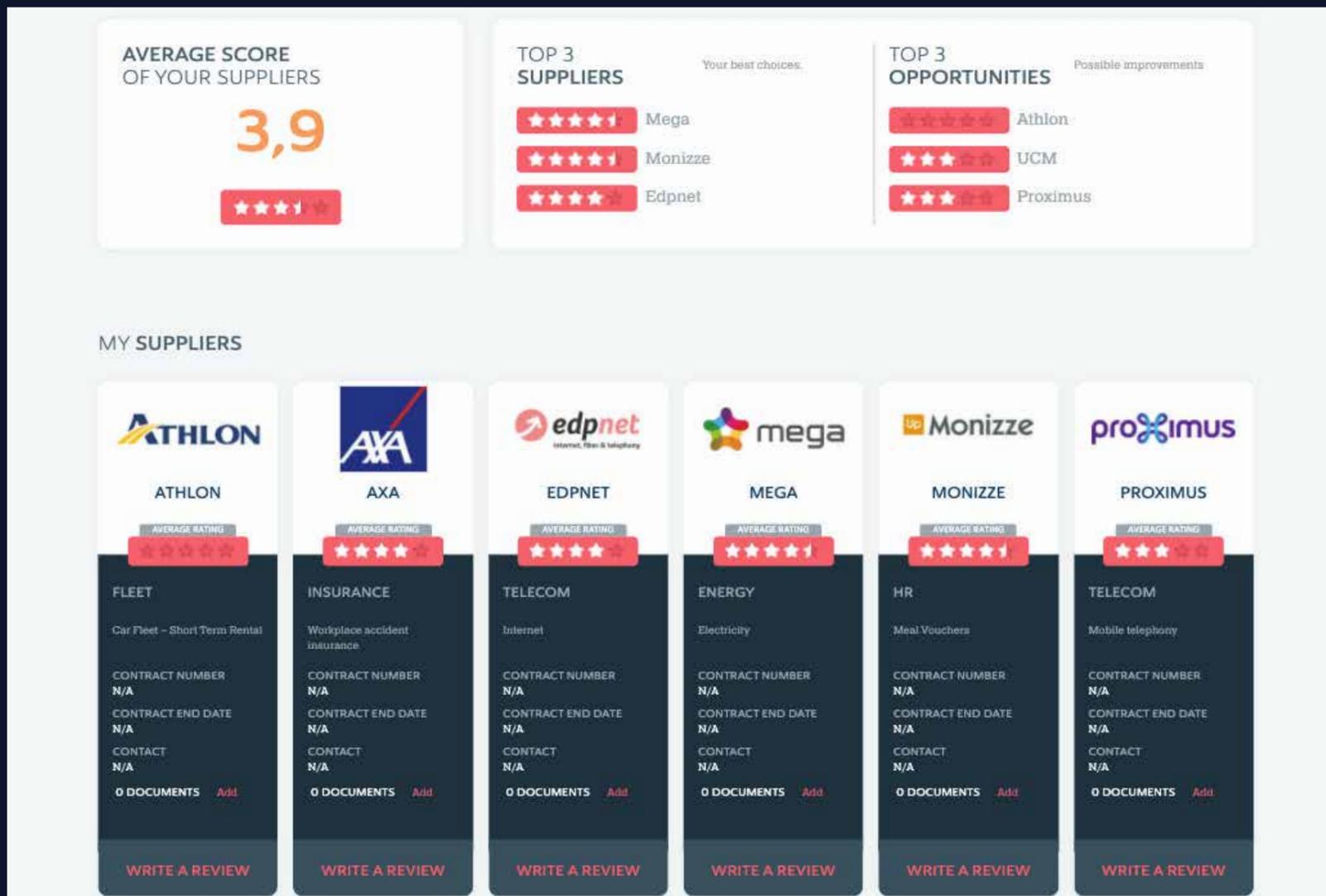


In 2018, we started the development of a reviews platform for B2B service providers.  
If you like TripAdvisor, you will love Cuustomer.com





Based on customer feedbacks, we continued in 2019 with the development of a **B2B supplier management tool** that helps professionals in their purchasing decisions to increase their efficiency.



- ✓ 360° vision of your suppliers
- ✓ Supplier scoring
- ✓ Supplier KPIs
- ✓ Deadline alerts
- ✓ Dematerialisation of documents
- ✓ Easy termination of contracts

# SECRET SAUCE



- #BetterPrices
- #BetterDecisions
- #BetterSuppliers
- #CostControl
- #FullSenerity
- #FocusOnYourCoreBusiness

## ADVANTAGES FOR CUUSTOMER

- Recurring and stable revenues
- Direct debit
- Better reporting and cost control
- Easier to switch from one supplier to another

## RISKS

- Regulatory
- Cash Management
- Administration & operations
- Legal
- GDPR

### CATEGORIES OF COSTS:

**Utilities** (Electricity, Gas, Water), **Telecom** (Mobile, Fixed, Internet), **Insurance**, **Office Supplies**, **Waste Management**, **Fuel Cards**, **Postal Services**, **Meal Vouchers**, **Watercoolers**, **Coffee Machines**, **Parcels**, **Maintenance**, **Cleaning**, **Printers**, **Parkings**

# BUSINESS MODEL



# BUSINESS PLAN



P & L	2020	2021	2022
<b>Revenues</b>	103.197 €	1.444.946 €	3.940.794 €
<i>Cost Outsourcing</i>	57.729 €	1.022.146 €	3.017.994 €
<i>Contract Management Tool</i>	5.468 €	98.800 €	298.800 €
<i>Consulting Services</i>	40.000 €	324.000 €	624.000 €
<b>Marketing Expenses</b>	11.700 €	66.600 €	109.900 €
<b>General Expenses</b>	62.611 €	228.296 €	215.246 €
<b>Staff Costs</b>	125.000 €	504.000 €	672.000 €
<b>EBITDA</b>	-96.114 €	646.051 €	2.943.648 €
<i>Margin</i>	-93%	45%	75%
Cash Position (without capital increase)	-96.114 €	549.936 €	3.330.381 €

# MARKET ADOPTION



## MEDIA CHANNEL

MAKE BETTER DECISIONS

Articles and video content

## PARTNERSHIPS

Accounting Firms  
Accounting tools  
Payroll services  
Consultants

## SUPPLIERS



THE B2B E-REPUTATION  
PLATFORM

Free custom tools to help them turn  
their clients into digital ambassadors

# COMPETITIVE LANDSCAPE



## MARKETPLACE



## SRM/PROCUREMENT SOFTWARE



# COMPETITIVE ADVANTAGES



**1ST TO MARKET**

**BRIDGEWATER  
MARKET KNOWLEDGE**

**EXISTING  
RELATIONSHIPS  
WITH SUPPLIERS**

**EASE OF USE**

**USEFUL CONTENT  
SEO**

**ARTIFICIAL  
INTELLIGENCE**



## NEXT OBJECTIVE

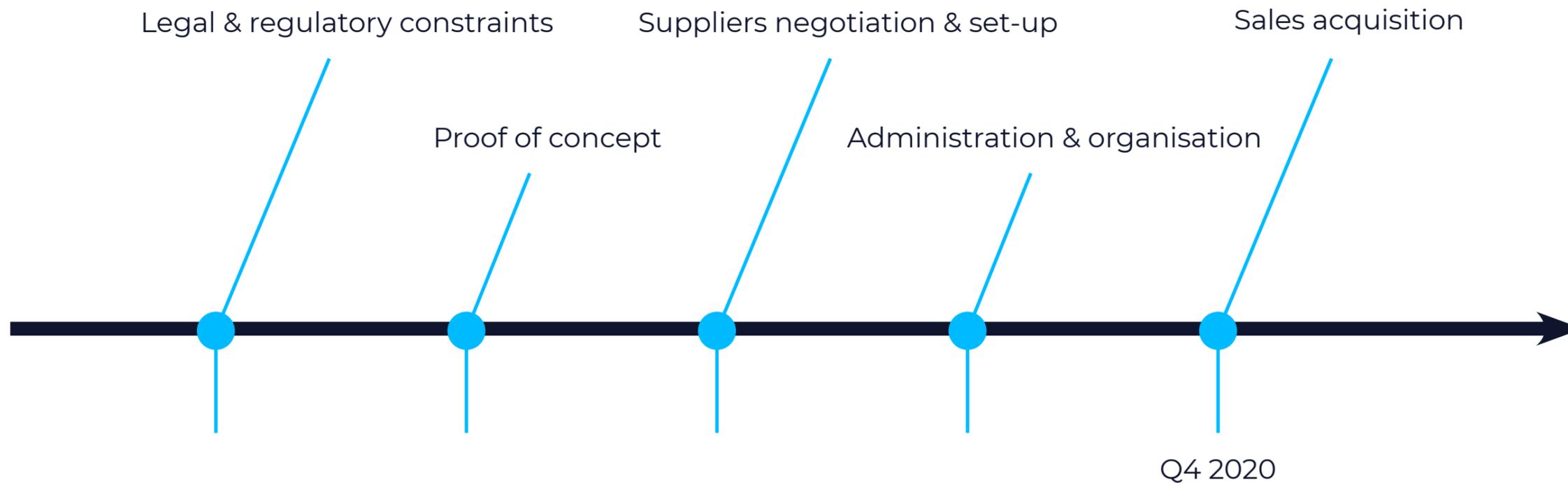
BECOME THE LARGEST CLIENT IN BELGIUM FOR GENERAL EXPENSES

#Volume

#Negotiation

#Mutualisation

#Automation





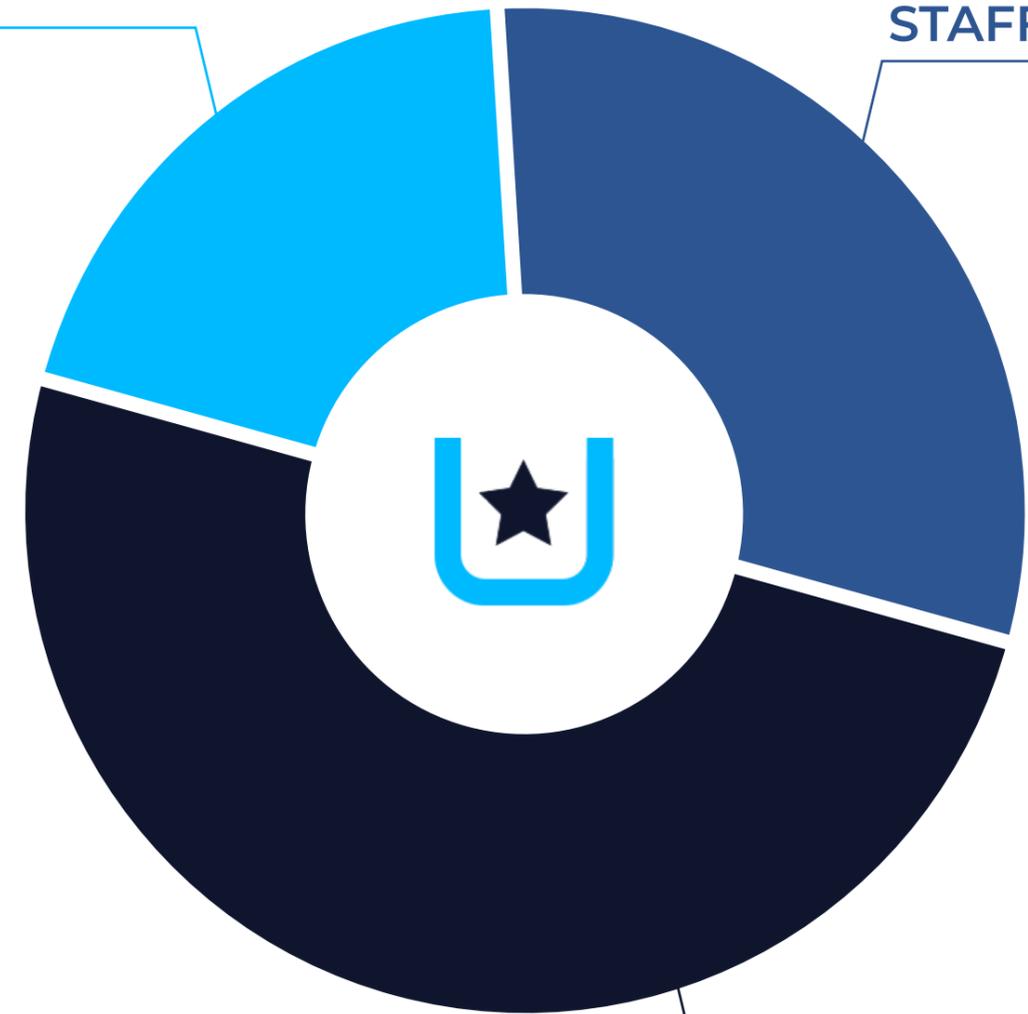
## USE OF FUNDS

**Investments: 500.000 €**

**To fuel Cuustomer growth strategy and ensure liquidity levels appropriate to the model, we are currently seeking for 500.000€.**

MARKETING 20%

STAFF 30%



LIQUIDITY 50%



# CUUSTOMER

Let's make **Better Decisions** together  
and help companies save money to finance their growth

## THANK YOU !

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