

Rocket DAO startup evaluation



Easy Bloggers

Influencer marketing platform that makes working with influencers easy.

This report has been prepared under Rocket DAO platform and provides preliminary evaluation based on the methodologies developed by a decentralized Rocket DAO expert community. It also includes expert recommendations to the project. This document does not give investment advice, endorsement or recommendations with respect to any securities or investments. Rocket DAO does not in any way warrant or guarantee the success of any action you take in reliance on the statements provided in this report.



Easy Bloggers

Startup

Influencer marketing platform that makes working with influencers easy.

easybloggers.io

Product

The task of Easy Bloggers is to democratize the market: minimize the threshold to enter the influencer marketing for new players through free search, analytics, forecasts, and transparent pricing, as well as to provide a high level of service to existing market players through the automation of their business processes.

Founders

Team size: 12



Eugene Razhko
Co-Founder | CEO



Arkadiy Nesterenko
Co-Founder | CCO

Round
Pre-Seed

Equity
10%

Team location
Belarus

Founding year
2019

Capital seeking
\$ 200 000

Country of incorporation
Belarus

Business type
B2B

Geographic focus:

Northern America, Western Europe, Eastern Europe & Russia, South America, Australia, New Zealand & Oceania, Nordics & Baltics, Southern Europe

Industries:

Marketing & AdTech, Analytics & Big Data, Artificial Intelligence & Machine Learning

Project card on
the platform

Rocket DAO

Problem

Influencer marketing is very trendy among advertisers yet influencers are hard to find and manage at scale.

Business model

We offer a subscription freemium model with transparent pricing and credit card payment through processing via Stripe. By contrast, a large number of competitors don't show the price, and you can learn it by telephone and through a demo. No one gives such an amount of data for free.

Solution

We provide a comprehensive solution for conducting influencer marketing campaigns that solve all the main problems of the client: 1) Search for relevant bloggers with advanced analytics. 2) Management of advertising campaigns. 3) Conclusion of contracts and payment to bloggers.

Market

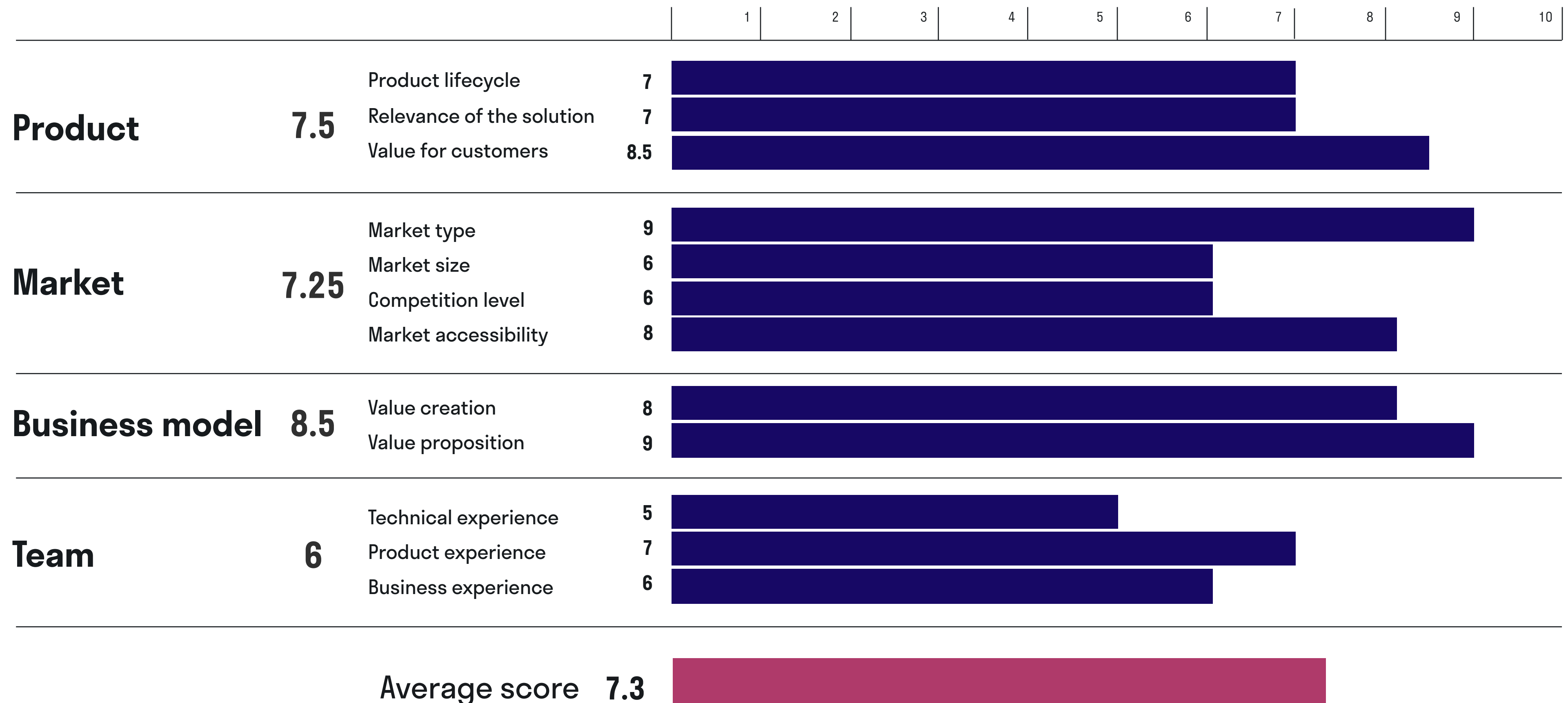
Influencer marketing is growing at least 50% annually, from 1.7 billion in 2016 to 9.7 billion in 2020. According to influencermarketinghub.com polls, 66% of the respondents intend to increase their influencer marketing budgets in 2020. At the same time, 80% of the respondents plan to spend at least 10% of the marketing budget on influencer marketing.



Preliminary evaluation rating

Average score **7.3** /10

Defined round: **PRE-SEED**



Product

Relevance of the solution | Value for customers | Product lifecycle



Product | Relevance of project's solution to the customer problem

Startup

Easy Bloggers

Description of the problem of potential customers

We provide a comprehensive solution for conducting influencer marketing campaigns that solves all the main problems of the client:

Search for relevant bloggers with advanced analytics:

The market lacks decent search solutions with a large base of bloggers and advanced analytics that would make influencer marketing more predictable. Those available, as a rule, are either too expensive, closed solutions for large brands, or marketplaces with a limited base and meager analytics.

Management of advertising campaigns:

Platforms tend to divide an influencer marketing campaign into 3 stages (request to a blogger / requirements negotiation / report), which results in a lot of additional manual work, as they do not cover all business processes. Research shows that 44% of companies used in-house solutions to manage influencer marketing campaigns in 2019, which suggests a need for an affordable universal solution for both brands and agencies. We distinguish six main stages of managing an influencer marketing campaign that are constantly repeated, which means they are automated.

Conclusion of contracts and payment to bloggers:

49% of all influencer marketing campaigns run with more than 10 bloggers each. It is necessary to carry out the KYC procedure and sign a contract with each blogger, making such a document flow very difficult to conduct manually and even impossible with a large number of bloggers in the campaign (100+). There is also an issue of mistrust between bloggers and advertisers; an advertiser is usually supposed to pay in advance without any guarantees of a qualitative result. The platform in this case acts as the guarantor of the transaction, freezing money received from the advertiser and paying it to the blogger upon the launch of the campaign.



Product | Relevance of project's solution to the customer problem

Startup

Easy Bloggers

Competitors' products that solve the same customer's problem

How does the startup's solution differ from the existing ones

Those who offer expensive closed comprehensive solutions based on large databases:

A good example of such a platform is [AspireIQ](#), a completely closed system that you can only access through a demo version having paid a fortune. The price in this case is not transparent, since each customer receives a personal price list.

Those who offer open marketplaces with small blogger databases and limited functionality.

An example of such a platform is [Framebit](#), which is easy to use but has very poor functionality and a small blogger database. The size of the base is determined by the number of bloggers brought to the site, which is a great barrier to growth.

We choose the sweet spot in the middle combining these two approaches: an open (you can start working without demo and registration) comprehensive solution with a large blogger database, the most advanced functionality, and transparent pricing. Our competitive advantage is openness, ease of operation (as the name, Easy Bloggers, implies) with maximum automation and campaign results forecasting through in-depth data analytics.



Product | Relevance of project's solution to the customer problem

Startup

Easy Bloggers

Completeness of the solution

We spent several weeks inside the top global influencer marketing agency doing its business analysis. Dozens of interviews were conducted with both top management and minor staff members, all business processes were analyzed. This experience let us understand how to automate best practices and make them widely available.

Easy Bloggers covers the entire cycle of interaction with bloggers:

1. Data. Own data collection and analysis system provides the most relevant data on all bloggers in the database.
2. Search. Free search with complete blogger analytics (performance analysis + audience analysis) and campaign cost and efficiency projections.
3. Media planning. A media plan is the first step in any influencer marketing campaign. We offer an automatic media planning tool.
4. Price negotiation. Our automatic broker will coordinate the price with the influencer, eliminating real-life communication.
5. Coordination of customer requirements with the blogger. All communication in one place.
6. Verification of captured integrations. A large number of bloggers involved in one campaign makes it difficult to review all the captured integrations, so we offer a tool that automatically verifies the compliance of the video with the advertiser's requirements.
7. Advertising campaign monitoring. We start monitoring the progress of the campaign right after its launch and show the results in real time. We have also developed our own link shortener optimized for influencer marketing campaigns.
8. Report. It contains all the necessary information with the campaign efficiency analysis.
9. Contracts. Automatic collection of bloggers' details (KYC) and contract signature.
10. Payments. Easy Bloggers acts as the guarantor of the transaction between the blogger and the advertiser. The customer replenishes the account from which payments shall be made to bloggers upon successful completion of the task.



Product | Product value for potential customers

Startup

Easy Bloggers

Potential number of customers among whom the product will be in demand

According to the forecasts made by [Marketsandmarkets](https://www.marketsandmarkets.com/Market-Reports/influencer-marketing-platform-market-294138.html), the global market of influencer marketing platforms will have reached 22.3 billion by 2024. Thus, we can calculate the following:

TAM (Total Available Market by 2024) – \$22,3 billion;

SAM (integrated solutions only – North/South Americas, Europe) – \$8,29 billion;

SOM (3% of the market by 2024) – \$248 million.

<https://www.marketsandmarkets.com/Market-Reports/influencer-marketing-platform-market-294138.html>



Product | Product value for potential customers

Startup

Easy Bloggers

What value does the project's product carry to potential users, how high is this value

The task of EasyBloggers is to democratize the market: minimize the threshold to enter the influencer marketing for new players through free search, analytics, forecasts, and transparent pricing, as well as to provide a high level of service to existing market players through the automation of their business processes.

Competition level on the startup's market

Influencer marketing is a trending and rapidly growing market, with more than 100 specialized projects appearing annually.

Market entry barriers (legal, technological, etc.) and the startup's plan on overcoming them

The major barrier for a new startup to enter the market is the data on bloggers. The right choice of bloggers calls for operating with huge amounts of data that must be collected independently and interpreted correctly. It took us about six months to create a system for collecting and storing such data and to collect raw information.



Product | Product value for potential customers

Startup

Easy Bloggers

The product is currently being sold to a limited circle of users.

We work in constant interaction with several clients, including the popular Prisma mobile application and the leading global influencer marketing agency Zorka.Mobi. We have regular meetings to discuss feedback in order to monitor user experience and create the really useful functionality with limited resources.

According to [market research](#), the biggest problem advertisers face is finding bloggers that fit (23% of respondents find it extremely difficult, 62% find it rather difficult, while the global market for influencer marketing platforms will have reached 8 billion USD in the search segment alone by 2024).rather difficult, while the global market for influencer marketing platforms will have reached 8 billion USD in the search segment alone by 2024).

Having solved the issue of automatic blogger data collection, we focused on solving the problem of searching and expanding the blogger database. As the cus-dev showed, the direct search for bloggers is only a step in the first stage leading to a developed media plan.

The solution that we currently offer allows you to save up to 70% of the time spent on preparing a YouTube influencer marketing campaign due to the automatic search of bloggers that fit the customer's brief and the quick generation of a media plan for the bloggers selected. As for now, we only work with YouTube bloggers, but other platforms will be added soon.



Product | Lifecycle

Startup

Easy Bloggers

The system works as follows:

- The customer fills out a brief;
- The system automatically makes a list of the most relevant bloggers based on the semantics and portrait of the audience and;
- The manager checks the list of bloggers and reviews the analytics;
- A ready-to-use media plan is generated for the bloggers selected.

The entire process takes from two to four hours (whereas an experienced manager takes up to three days to do this work with the same level of quality).

The YouTube blogger database currently includes about 3 million channels, around 150 million videos have been analyzed.

As part of this solution, we have made the first few sales of one-time media plans at \$20–40 each.

An example of a media plan can be found [here](#).

As soon as we complete the search of bloggers and expansion of the blogger database (we plan to add CIS and Europa), we will add support for other platforms and implement each stage of the blogger interaction cycle step by step.



Expert review Product

7.5 /10
Total

7 — Product lifecycle

7 — Relevance of the solution

8.5 — Value for customers



Yury Shlahanau

VC Associate

[Professional experience](#)

Comment

The problem exists and «hurts». 67.6% of marketers consider finding relevant influencers their **largest influencer marketing challenge**. 61% of marketers agree that it's difficult to **find the right influencers** for a campaign.

The product solves the problem in an effective way, and in the long run will cover the full cycle of work with bloggers. Value proposition is quite clear (transparency and automation of routine work), and it distinguishes the product from competitors.

Market

Market type | Market size | Competition level | Market accessibility



Market | Market type

Startup

Easy Bloggers

The geography and sector of the market

We focus on the global market. The geography of our services includes the North and South Americas, Europe, CIS. According to [Marketsandmarkets](#), this makes 62% of the global market.

We currently work with English-speaking influencers from the U.S., Canada, the UK, Australia, and New Zealand. CIS, Europe and South America are to be added to the list in the months to come.

Key players on the market

In our opinion, the market is currently in the development stage, thus clear leaders are yet to emerge.

The implicit leaders include [Upfluence](#).

The absolute majority of the solutions offered are expensive and closed, so it's difficult to talk about any mass standard.

<https://influencermarketinghub.com/influencer-marketing-benchmark-report-2020/>

Market growth

Influencer marketing is growing at least 50% annually, from 1.7 billion in 2016 to 9.7 billion in 2020. According to [influencermarketinghub](#) polls, 66% of the respondents intend to increase their influencer marketing budgets in 2020. At the same time, 80% of the respondents plan to spend at least 10% of the marketing budget on influencer marketing.

Market rules and ecosystem

The scam risk

Bloggers, agencies, and major brands are currently leading players in the market. Platforms lack weight to influence the market. The threshold for entry into influencer marketing is high; and the market lacks transparency and openness.

Target market structure

Market niches

The market is divided into features (agencies – 40%) and services (platforms – 60%). The platforms, in their turn, can be divided into full cycle platforms; blogger search and analytics platforms; influencer marketing campaigns management platforms.



Market | Market type

Startup

Easy Bloggers

Target audience

Advertisers:

Company executives and marketing specialists aged 25–45, with higher education. They use different channels to attract users/customers and understand that influencer marketing can be an effective means to attract new customers.

Influencer marketing agencies:

Specialized influencer marketing agencies of any size that purchase data on bloggers from providers and develop in-house influencer marketing campaigns management solutions. There are about 4000 influencer marketing agencies registered on LinkedIn.

Digital marketing agencies:

Agencies that neither provide influencer marketing services nor have experience in this field, but would like to add such a service quickly. There are about 100,000 digital marketing agencies registered on LinkedIn.



Market Competition level

Startup

Easy Bloggers

Main competitors

Socialbakers

Pros: An SMM solution that includes a blogger database and campaign analytics.

Cons: A closed demo solution; opaque pricing; weak blogger analytics; incomplete blogger interaction cycle.

HypeAuditor

Pros: A large blogger database (13 million); campaign analytics; fraud detection.

Cons: A closed, expensive solution - one analytical blogger report costs \$10-30; incomplete blogger interaction cycle.

Upfluence

Pros: A full-cycle influencer marketing platform.

Cons: Closed demo solution; opaque pricing.

AspireIQ

Pros: A full-cycle influencer marketing platform for large brands.

Cons: Closed demo solution; opaque pricing.

<https://influencermarketinghub.com/influencer-marketing-platforms/>

Contractors and the level of dependence from them

Our contractors are bloggers, and our blogger data providers are platforms like YouTube and Instagram. We do not depend on any particular blogger due to our large blogger database. Speaking about the data, it is partially derived from the api within the quotas defined by the platforms and partially scraped from open sources, thus we diversify our dependence on the platforms (on September 9, 2019, the U.S. Court of Appeals recognized the scraping of public data as legal).

Customers loyalty to substitute products and the share of substitute products on the market

According to a study conducted by [Influencermarketinghub](#), 44% of the respondents use their in-house developments to conduct influencer marketing campaigns, while 40% of the respondents use third-party solutions. The proportion of those using their own developments decreased by 14% against that of last year.

We believe that an open solution with free search, maximum automation of work with bloggers, and transparent pricing will win. It will provide the lowest possible entry threshold for both those who start influencer marketing and those who are already engaged in it, but want to change the platform.



Market | Market accessibility

Startup

Easy Bloggers

Events, their frequency and content that project conducts to assess the level of competition

We have subscribed to several resources such as [Influencer MarketingHub](#) and [Talking Influence](#), follow the market trends, and try to register and analyze the functionality of various services whenever possible. Unfortunately, most services are closed, and we can't "take a deeper look" at their functionality.

Access to customers

We have physical access to our first customers, since quality feedback is very important to us. In the future, all interactions will be remote as physical contacts are poorly scaled and lose their value over time since the platform is built on the principles of transparency and the lowest possible entry threshold.

Technological level of the startup in comparison with the market (technologies used in comparison with the market, technological competencies of the team)

We plan to make full use of machine learning in a whole range of tasks, such as determining interests, geography, age, and gender of the influencers' target audiences; more detailed categorization of bloggers; more accurate forecasts.

Search criteria, the bloggers selected to take part in the campaign, and the campaign outcomes are always logged by us and collected in a dataset for training the neural network, the purpose of which is to select the most efficient bloggers for each campaign. We have also developed our own URL shortener to perform this task, which is optimized for influencer marketing and allows for more than 300 monthly integrations with bloggers at the current stage.



Market | Market accessibility

Startup

Easy Bloggers

Market distribution system

Industry-specific digital marketing conferences, as well as start-up exhibitions show good results as they gather numerous company representatives who want to try influencer marketing but don't know where to start and approach us for information.

We are also currently searching for marketing agencies on LinkedIn, collecting a large base of executives and decision-makers for further communication.

Market rules of the «game», startup's compliance with these rules

In our opinion, the market is currently in the development stage, thus the rules of the game are yet to be set. This motivates us to develop Easy Bloggers.



Expert review Market

7.25 /10
Total

8 — Market accessibility

9 — Market type

6 — Market size

6 — Competition level



Yury Shlahanau

VC Associate

[Professional experience](#)

Comment

There's a number of M&A stories at the market (still not very big): Famebit (Google for \$36M in 2016) and Tapinfluence (IZEA for \$7M in 2018).

The market for organizing and automating influence marketing solutions is emerging, but there are already many players in each separate category, including projects with traction. There are even M&A stories (still relatively small) like, for example, Famebit, acquired by Google for \$36M and Tapinfluence, acquired by IZEA for \$7M). Therefore, despite Easy Bloggers' good value proposition, competition will be fierce.

Usually it not the company with best product that wins competition, but the one who better communicates its value to customers. That's why I want to see a greater understanding (or at least hypotheses) of the target customers - if it's SMEs, then in which areas? What companies are considered by the guys to be SMEs? Which digital agencies will be interested in the product firstly? What percentage of digital agencies want to go towards working with bloggers?

Also, based on a clearer definition of target segments, it is very useful to conduct a bottom-up calculation of the market.



Business model | Value proposition

Startup

Easy Bloggers

Process of designing, testing and prototyping the product

We try to keep the product design, testing and prototyping cycle short so that we can quickly repeat it.

The process is as follows:

1. Hypothesis generation (team brainstorming or customer request);
2. Hypothesis validation, custdev (interviews with customers);
3. Dynamic prototyping (figma);
4. Customer feedback regarding the prototype;
5. MVP;
6. Testing and customer feedback regarding MVP;
7. Production;
8. Repetition.

Components' production \ external suppliers of components

Blogger performance data is collected from third party platforms (YouTube, Instagram).

All other components have been developed in-house.

Logistics system

We use the corporate G-suite for data exchange and the Telegram messenger for instant communication;

The project management is carried out in Fibery (task tracking, backlog; documentation, employee vacations, etc.);

We use Hubspot and Sales Navigator from Linkedin for client management.



Business model | Value proposition

Startup

Easy Bloggers

Sales (distribution) system

We start with direct sales to influencer marketing agencies and digital marketing agencies. We create decision makers lists through LinkedIn and contact them via HubSpot.

We will use advanced SEO and contextual advertising, as well as influencer marketing to attract advertisers who want to work with bloggers on their own.

It is worth noting that we also benefit from various conferences, both specialized digital marketing events and startup events.

Customer support, additional services and services to the customers (plans)

User support is currently carried out 8/5 via e-mail and intercom. We plan to supplement the support service with Account Management and Sales departments.



Business model | Value proposition

Startup

Easy Bloggers

Difference between startup's value proposition and proposals of competitors

Easy Bloggers: Offer a free search with advanced audience analytics and a large blogger database.

Competitors: Sell access to such databases at a high price.

Easy Bloggers: Openly show the price of a blogger and forecast the efficiency of a future advertising campaign based on the data available.

Competitors: Do not show the price of a blogger openly; you can only get the forecast on the efficiency of a future advertising campaign by contacting a specialized agency; the platforms do not provide such information.

Easy Bloggers: Automate the search and media planning, thereby saving up to 70% of the time for an influencer marketing campaign development.

Competitors: Solve the problem of searching the database alone, and then the user needs to create a media plan independently working with Excel tables.

Easy Bloggers: Manage influencer marketing campaigns in accordance with the customer's business processes.

Competitors: Do not cover all business processes, which is why 44% of agencies and large advertisers use their own campaign automation solutions.

Prices of the startup's product in comparison with the prices of competitors' products

Easy Bloggers:

Free of charge – database of influencers with analytical reports and a light media planning version.

\$17/m – Start version for beginners. Everything offered with the free version + the feature of saving media plans; automatic blogger price negotiation broker;

\$149/m – Pro version for advertisers who want to work with bloggers independently. Everything offered with the Start version + automatic search for bloggers that fit the advertiser's brief; search for a blogger based on the interests of the audience; advanced media planning version.

\$600/m – Agency. Everything offered with the Pro version + custom tools for customer briefing and collaborating with them during the media plan coordination.

Additional commission or fix for each blogger engaged in a campaign launched with Easy Bloggers.

HypeAuditor: 1 report - \$30
10 reports - \$149 (\$14.9 per report)
50 reports - \$349 (\$6.98 per report)

Upfluence: Closed pricing

AspireIQ: Closed pricing

Socialbakers: Closed pricing



Business model | Value proposition

Startup

Easy Bloggers

Frequency of purchases and plans to increase it

We offer a free search with high-quality audience analytics, influencer marketing campaign performance forecasting, and a large blogger database. This makes the influencer marketing entry threshold the lowest in the market, while the process remains transparent and predictable for the user.

We believe that a low entry threshold, predictability, and the possibility to run the entire campaign in one place will create a habit among the users to return for subsequent campaigns.

Potential audience and the number of potential users

Advertisers – representatives of small and medium-sized businesses who want to try influencer marketing but are not ready to pay agencies and have no tools for independent work. 2017 showed that estimated 90 percent of US businesses used social media for marketing purposes; all of them are potential customers.

Influencer marketing agencies. There are about 4,000 influencer marketing agencies registered on LinkedIn.

Digital marketing agencies. There are about 100,000 digital marketing agencies registered on LinkedIn.

Payment process (+ in comparison to competitors)

We offer a subscription freemium model with transparent pricing and credit card payment through processing via Stripe.

By contrast, a large number of competitors don't show the price, and you can learn it by telephone and through a demo. No one gives such amount of data for free.



Expert review Business model

8.5 /10
Total

8 — Value creation

9 — Value proposition



Yury Shlahanau

VC Associate

[Professional experience](#)

Comment

The business model is scalable, it lowers the entry barrier and opens automation of influencer marketing for new groups of clients.

The team needs to improve the pricing policy, it should depend on the project's target market segment. For example, medium-sized US businesses can have a \$100M+ annual turnover. Therefore, they can pay more than \$600/month for an access to a platform that provides real value for them.

The business model implies some dependence on third-party platforms, but it's not critical.



Team | Technical experience & competencies

Startup

Easy Bloggers



Ilya Korzun

Senior Full-stack Developer



Developer

Graduated from BSUIR.

Worked at Rozumsoft, Qulix Systems, Scope, Bitnet for more than 6 years.

Uses the following programming languages

JavaScript, PHP, SQL; such databases as MySQL, PostgreSQL, Redis, DynamoDB; such technologies as XML, SOAP, HTML, CSS, AJAX, Sockets, Nginx, Apache, AWS Lambda; such libraries and frameworks as AngularJS, NodeJS, ReactJS, Socket.IO.

Has experience in designing high-load systems, organization of version control, and continuous integration.



Team | Technical experience & competencies

Startup

Easy Bloggers



Sergey Kemesh

Data Engineer



Developer

Graduated from BNTU.

Dedicated more than 7 years to work at Amkodor, Craft. While working, he also studied machine learning at distance courses offered by Stanford University.

Uses the following programming languages

Python, Lua, SQL, bash shell scripting; such databases as PostgreSQL; such technologies as XML, HTML, CSS, Ajax, Sockets, Nginx, AWS CloudWatch, AWS Lambda; such libraries and frameworks as Django, Flask, Bootstrap.



Team | Technical experience & competencies

Startup

Easy Bloggers



Nikita Romaniuk

Back-end Developer



Developer

Graduated from BSUIR.

Worked at SevenFloor, iTechArtGroup, Profitero since 2017; completed courses in Python Starter and C# Starter.

Uses the following programming languages

C, C#, C++, Java, Python, Ruby, SQL; such databases as MySQL, PostgreSQL, Redis; such technologies as XML, HTML, CSS, JS, REST API, .NET; such libraries and frameworks as Ruby on Rails, ASP.NET, MVC, Qt, PyQt, Flask; participated in project management, business analysis of requirements, DataOps, DevOps.



Team | Technical experience & competencies

Startup

Easy Bloggers



Yauhen Razhko

Co-Founder | CEO



Co-Founder | CEO

Graduated from EHU.

Spent more than 10 years working in the field of marketing and management at Makey Studio Ltd., Instinctools, uTrail.Me, Scope, RocketDAO, TVP Polska.

Certified ICAgile specialist, the winner of such international hackathons as Garage48, LMA (MSQRD, Scope; InfluDB), an active participant in various conferences (Mobile Optimized 2014).



Team | Technical experience & competencies

Startup

Easy Bloggers



Sergey Kutsuk

Business Analyst



Business Analyst

Graduated from BSU.

Has more than 12 years of experience working at Spectrtex, Interfax-West, Akavita.

Additionally studied the SQL programming language, PostgreSQL database, XML, HTML, CSS technologies; BPMN, UML modeling notations to be able to work in IT.

Has comprehensive knowledge of mathematical statistics, is able to collect customer and user requirements profoundly and to lead distributed development teams.



Team | Technical experience & competencies

Startup

Easy Bloggers



Pavel Christinovich

Senior UI/UX Designer



Senior UI/UX Designer

Graduated from MIM.

Has more than 11 years of experience in web, mobile, branding, a member of international contests (Mail.ru, MTV).

Worked in both small start-ups and large corporations with multilingual teams around the world; has 5 years of fintech experience.

Portfolio: <https://dribbble.com/zametniy>



Team | Business and marketing experience

Startup

Easy Bloggers



Yauhen Razhko

Co-Founder | CEO



Co-Founder | CEO

Graduated from EHU.

Spent more than 10 years working in the field of marketing and management at Makey Studio Ltd., Instinctools, uTrail.Me, Scope, RocketDAO, TVP Polska.

Certified ICAgile specialist, the winner of such international hackathons as Garage48, LMA (MSQRD, Scope; InfluDB), an active participant in various conferences (Mobile Optimized 2014).



Team | Business and marketing experience

Startup

Easy Bloggers



Alex Bermont

Business Development



Business Development

Has more than 10 years of experience in sales and management.

Completed IT business analysis courses, worked as a commercial and development director, and headed the sales departments repeatedly.

Built 3 effective sales departments for 3 different projects.
Doubled the stable revenue of each of the 3 projects.

His best personal performance indicator for meeting the sales plan is 183%.



Expert review Team

6 /10
Total

6 — Business experience
7 — Technical experience
5 — Product experience



Yury Shlahanau

VC Associate

Professional experience

Comment

Promising product and technical team. Lacks entrepreneurial experience. Very flexible - very quickly generate and test hypotheses, what's very important at the pre-seed stage.

General comment about the project

Rocket DAO



The company solves a very urgent problem of organizing the process of advertising with relevant bloggers and influencers. The target market is growing rapidly, but is very competitive - there are lots of companies with traction, however, there are no indisputable leaders yet. The product is scalable and has significant competitive advantages for some customer segments. At the moment, exit opportunities are not transparent, there are few acquisitions of similar companies, but the situation should change in the medium and long term. The team lacks entrepreneurial experience, but has a good industry, product and technological expertise. The team is able to quickly generate and test hypotheses, which is critical at this stage.

7.3 /10
Total

Rocket DAO expert
Yury Shlahanau
VC Associate





We evaluate startups & introduce
them to investors.

Rocket DAO startup evaluation

This report provides preliminary evaluation based
on the methodologies developed by a decentralized Rocket DAO expert
community. It also includes expert recommendations to the project.

March 2020

rocketdao.io