

ALCMEON

One line pitch:

Augmented social customer relationship solution based on patented AI technology which improves the quality of interaction with clients on social media

Market Analysis:

Alcméon enjoys strong market fundamentals: messages on Facebook increase by 75%/quarter, and 50%/yr on Twitter. According to our estimates, there were 500 million customer related questions asked via social media and mobile messaging platforms in 2015, this number is expected to reach 1 billion in 2016! This phenomenon underpins the exponential development of "Social CRM" market tools. An analysis in Markets & Markets estimates the size of "Social CRM" market is \$2.2bn in 2014 and will reach \$18bn in 2019 (+ 52%/yr). Competition exists but we are the only ones to offer an enhanced customer relationship solution based on AI and customized for each client, allowing timeliness and accuracy.

Value proposition:

We help leading brands solve two main problems : (1) we help them answer quickly, in a targeted and relevant way, customer requests on social and mobile messaging platforms (Facebook, Messenger, Instagram, Twitter, etc.) via public or private messages and (2) we help them find new customers by engaging customers via social selling which is non-invasive and smart marketing. Our strength and competitive advantage is that our solution is based on AI and constantly improves the quality of the suggested answers, allowing the CRM advisors gain processing time and quality of service resulting in better sales. Brands enjoy a 30% ROI using our solution which is self funded through improved sales.

Business Model:

Alcméon's business model is based on connecting our solution to our clients' social media accounts in order to help their CRM advisors interact with users and make sure they cover 100% of their current and potential customers' activity on all platforms. Alcméon's revenues are linked to (1) the number of social accounts connected (multi-country, multi-language, multi-provider: Facebook, Messenger, Instagram, Twitter), (2) the volume of activity on these accounts (benefits from a virtuous cycle: the better the service, the higher the activity), (3) set up and maintenance fees, (4) on-going consulting fees on improving social media strategy and specific development features and campaigns.

IP and Regulatory situation:

Alcméon owns a US patent on its exclusive technology : Scoring of Interrelated Message Elements which details can be found on the following http link : <https://www.google.com.ar/patents/US9058376>.



COMPANY PROFILE

- **Website:**
<http://alcmeon.com/3/eng/>
- **Field:**
- **Contact:**
DAOUD HENDERSON Valerie
vdh@alcmeon.com
- **Location:**
Company address : 28
boulevard Raspail
75007 Paris
France
- **Founded in:** //07/2011
- **Employees:** 10 including full time employees and part time advisors
- **Financial information (€):**
 - **Company stage:**
Scalability phase
 - **Capital raised to date:**
approximately €1MM
 - **Monthly burn rate:**
€20,000
 - **Capital seeking and date:**
total of €1MM by 31/12/2016
- **Investors:**
co-founders , angel investor ,
crowdfunding round on
WiSEED closed in July 2016