



NEXTWI

One line pitch:

We are a WiFi service that helps businesses to maintain and increase their customer retention rate using data and automated marketing actions.

Market Analysis:

The global Wi-Fi market is estimated at USD 14.8 Billion in 2015 and is projected to reach USD 33.6 Billion by 2020. We are serving hospitality businesses (hôtels, restaurants and coffee shops) but the platform can easily scale to other industries like events, airports, smart cities...etc. We are expecting a penetration rate up to 60%

Value proposition:

Our value proposition is actually to increase customer retention rate and providing a platform that allows business to track in real time key business metrics (new visitors, social conversion, customer insights...etc.). Current competitors are operating in not high scalable, less user friendly and require a certain level of technicality. Our main advantage we give our users the freedom of making their own call to actions in a user friendly way. Among our competitors we find "Zenreach" mainly operating in San Francisco who they raised USD 30 M in their last round.

Business Model:

We have a recursive business model based on monthly subscriptions and licensing. We offer two plans: Small business: Subscriptions model - Freemium: One time fee (59\$) including a basic Wi-Fi Access point - Premium: 45\$ / month, 230\$ / 6 months, 390\$ / year Large business: - Licence, setup fees and customer support

IP and Regulatory situation:

Local IP (Moroccan market) is under processing



COMPANY PROFILE

- **Website:**
www.nextwi.co
- **Field:**
- **Contact:**
RACHDAOUI MOULAY ISMAIL
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- **Location:**
N° 6, 52 Avenue Hassan 2
40000 MARRAKECH
Morocco
- **Founded in:** //12/2015
- **Employees:** 3
- **Financial information (€):**
 - **Company stage:**
Scalability phase
 - **Capital raised to date:**
25k
 - **Monthly burn rate:**
2k
 - **Capital seeking and date:**
150k
- **Investors:**
TAHER ALAMI