TILKEE
Innovative Tech (Digital - IT - Robotics - IoT - Smart City)

One line pitch:
Tilkee is a cloud based app that optimizes prospect follow-up by tracking business proposal and predicting sales.

Market Analysis:
Tilkee is a cloud based app that optimizes prospect follow-up by tracking business proposal and predicting sales. Therefore, our market is rather large. We focus on B2B users (sales/marketing/manager) and on B2C, as any person selling goods and services by first sending documents will be able to benefit from our tool. The higher the number of emails and tilks sent, the greater the benefits. Today after proving the efficiency of Tilkee with start-ups, SMEs, and companies such as Orange, Gazprom, EDF, etc; we are targeting enterprise-sized companies. The industries we are currently targeting are business services, energy, and telecom. Strong from more than 600 routinely users in France, we are developing our business in Europe and the US, where there is a strong demand.

Business Proposition:
Tilkee is a cloud based app that optimizes prospect follow-up by tracking business proposal and predicting sales. Our users discover their prospects' reading behaviors : who, when, how, how many times, and for how long they have read their sales documents. Once users receive this info via real-time email alerts, they can qualify their prospects and focus on the most qualified ones. Furthermore, our "machine-learning" algorithm predicts chances of closing a deal! This is a true innovation on the market. Our technology works as a stand alone and can be integrated in CRM (Salesforce, Sugar) and other tools (Zapier, Mailchimp). Our service is suitable for any type of sales teams. We have implemented a "management" option so that a manager can easily oversee his or her team's performance.

Competitive Advantage:
Tilkee offers a cutting-edge technology that differentiates itself from its competitors: Detailed statistics sent in real-time As soon as a prospect starts reading our users' sales documents, we track everything that happens on the documents. We send very detailed statistics to our users via email, in real-time. A predictive algorithm Our "machine learning" algorithm predicts users' chances of closing a deal. Reliable at 92%, its is a true innovation on the market. Furthemore, by analyzing prospects' reading behaviors, we send tips to users to help them follow-up in a timely manner. Branded templates Our users can create and save well-designed templates with their own logo and colors. We ensure that anything sent to prospects will be branded to our users' company graphical chart.

Investment Attractiveness:
We believe that our investment attractiveness is high. We have already raised 500k euro in 2014 and are planning on raising 5M by 2016. Sales forces are evolving toward more digital solutions and there is an enormous and validated need on the European and North American market. As a pioneer in Europe, we have no doubt that there are bright days coming for Tilkee to revolutionize the way companies conduct sales and follow-up throughout the world.

IP Situation:
We have secured a secret strategy to protect our "machine learning" algorithm. Furthermore, we have trademarks in Europe and the US.

COMPANY PROFILE

- **Website:**
  www.tilkee.com

- **Contact:**
  TILLON Sylvain
  sylvain@tilkee.fr

- **Location:**
  11, rue de l'Annonciade
  69001 Lyon
  France

- **Founded in: 06/11/2012**

- **Employees:** 12

- **Management:**

- **Financial information (€):**
  - **Company stage:**
  founded in 2012 and raised money in 2014
  - **Capital raised to date:**
  500000€
  - **Monthly burn rate:**
  50000€
  - **Capital seeking and date:**
  2 million €

- **Investors:**
  Rhône-Alpes Création : 20%,
  Pertinence Invest : 10%,
  Axeleo : 10%

- **Referred by:**
  Axeleo