



Buzz.it

Empowering the
people's voice

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The Problem

1. Closing the gap between the world we live in and the one we wish to be a part of
2. Difficulty impacting decision makers in an efficient, fast, accessible and inexpensive way
3. Lack of tools for organized campaigns directly communicating decision makers through all means of contact



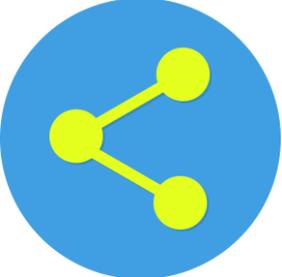
Solution



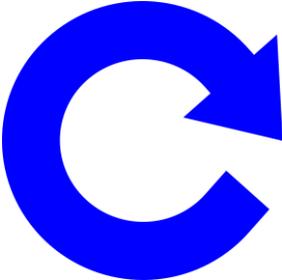
Campaign Manager – Any one can initiate and manage a campaign and define the target decision maker and the messages versions that will be picked and sent to the decision maker by campaign supporters



Campaign Supporter– Any one can support any campaign it wishes on the platform. The supporter picks his favorite message version and uses the platform to personalize it and send it to the target decision maker using the chosen means of contact



Both Campaign supporters and managers uses the platform to easily share and drive more supporters in order to increase the number of messages sent to decision maker for creating greater impact



The platform helps campaign managers to periodically update all its supporters on campaign progress in order to drive more activity until campaign target is achieved

Market Size

Market Share

4% market share is our goal - \$90M annually

The annual global budget for running campaigns aiming to impact decision makers is \$1.96 B

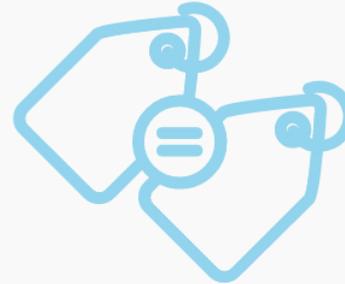




Business Model



A monthly
subscription fee for
each campaign we
host



Selling internal
advertisements to
our users in order to
increase exposure
and support for
campaigns hosted
by us

Competition

	Support or start and share a petition	Possibility to send direct and personal messaging	Possibility for immediate messaging	Platform with political agenda	Possibility to use all means of contact
					
					
					
					

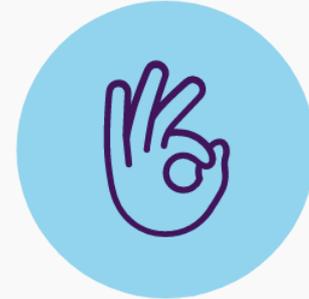
Why us?



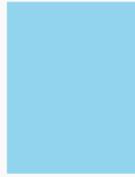
Enables
campaigning over
longer periods of
time



One stop shop for
managing
immediate
messaging
campaigns



Automatic
personalization for
greater impact

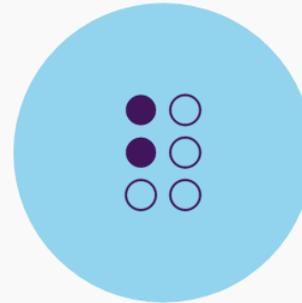


Go-to Market Plan

Customer Acquisition Channels



Targeted and sponsored promotion on social networks to increase the number of paying campaigns we host



Targeted internal promotion among the supporters of the various campaigns encouraging them to initiate their own paying campaigns

Founding Team



Amit Raz, CEO and Founder
Industrial Management
Engineer and a Social
Entrepreneur



Fundraising and Milestones

150k USD

- What we have done so far - Competition, market research and assessment, concept and business plan structuring and market selection
- First year - Initial development and marketing, improvement based on user reviews and 1st round of funding
- Second year - Expansion in the local market and improving the user experience while implementing advanced features