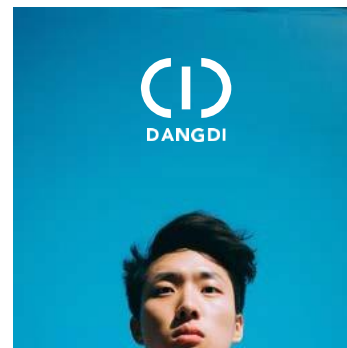




**BRIDGING CULTURES**  
 THROUGH  
**SOCIAL INNOVATION  
 AND COMMERCE**



# Mission



**The next** International social network?



**First European** SoMe/eCom project that can challenge US and China counterparts?



First digital platform cross-targeting Chinese users and **created outside of China**



Purpose:

**“bridging” Chinese & Western users**

- enhancing deeper mutual understanding

# Team



**Min Liu, COO**

*Mba, B.A.*

- 5 years at **Tencent** as senior manager in **WeChat** Interactive Entertainment and WeChat Business Department



**Jacob Juul-Lou, CEO**

*M.Sc. Eng, B.Sc. Fin.*

- Management consultant at **Mærsk, PwC & EY**
- Investment banker at **Deutsche Bank**
- Worked 10 years with **SoMe & eCom in China**



**Roy Chen, CMO**

*B.A.*

- 3 years at **Tencent**, focus: gamification, Metaverse and Web3
- User “growth hacker” with **Riot Games, iDreamsky** and **iReadyGo**



**Mikkel Lindhard, CTO**

*M.Sc. Computer. Eng.*

- Full stack developer
- Has developed **+100 B2C and B2B applications**
- Tech stack and system architecture specialist



**Yiqing Ling, CDO**

*M.A Media & Info.*

- UX/UI Lead with **Bytedance** 2 years.
- Designed part of **TikTok** eCommerce service.
- Winner of 2 innovation prizes
- 3 years at **Ctrip**



**Fang Zhiyong, CIO**

*M.Sc. Computer. Eng.*

- Backend engineer and system integrator.
- **AI, IoT, cloud**, diagnosis, data synchronization and testing

# Advisory & Board



**Jeffrey Towson**

*World leading tech consultant*

- AI and digital strategy professional
- Professor at 3 top universities, e.g., Peking University
- Author/host of *Moats & Marathons & Tech Strategy Podcast*
- Former Head of Investment at Kingdom Holding



**Lars Tvede**

*Serial entrepreneur, author,  
hedge-fund manager*

- Multiple startup and innovation rewards
- Sold more than 1M books
- Advise governments and corporates about digital transformation



**Christer Tønder Bell**

*Vice president, LEGO*

- China strategy
- China retail & eCommerce
- Corporate governance



**Ziya Sang**

*Ex-McKinsey  
Head of strategy at Cisco*

- Digital product design
- Digital strategy, global growth and expansion
- Digital operations



**Kristian Nordahl**

*Former CEO, Kiloo Games*

- scaled *Subway Surfer*  
(World's most downloaded game)
- Gamification design
- Ad-driven monetization

## Key metrics



**420k**  
readers

dangdi.life (lifestyle magazine for Chinese in Europe)

Reached organically with low costs (CAC ~ 0)



**91%**  
want to use  
Dangdi

500 Chinese in Denmark surveyed

Reasons: Better local knowledge, network & no censorship

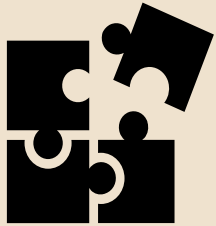


**86%**  
Test market  
penetration

Chinese in Denmark reached in under 2 months

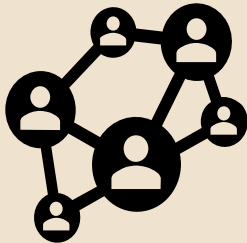
Marketing strategy can easily be copied to other markets

# Power of social + platforms



## Platform business models

- 7 of the 10 most valuable companies globally
- 30% of global economic activity in 2030 (now: 2%)
- 60% of all Unicorns



## Social networks

- among the most profitable & powerful digital companies globally
- ARPU increases as DAU increase
- **-> It is all about growing DAUs**

ARPU = Average Revenue Per User  
DAU = Daily Active Users

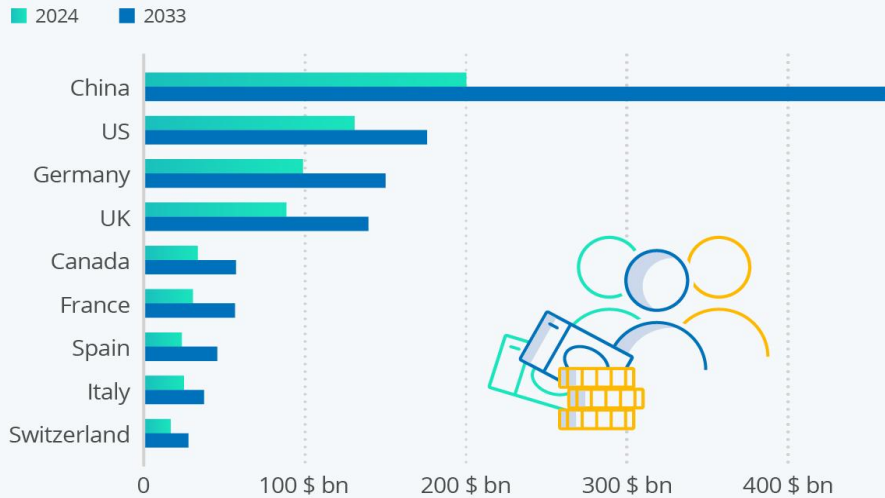
# INTERLINKING

# WORDS BIGGEST

- > TOURIST MARKET
- > DIASPORA MARKET
- > CROSS BORDER ECOMMERCE (CBEC) MARKET

## CHINESE TOURISTS: THE BIG SPENDERS OF THE COMING DECADE

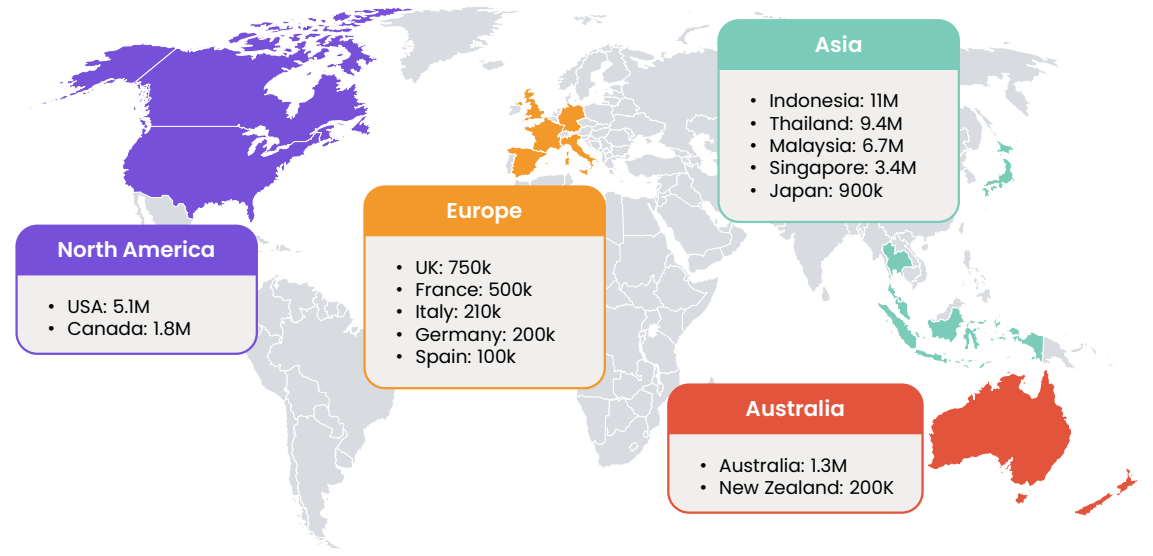
Outbound travel spending & growth (selected countries, 2024 vs. 2033)



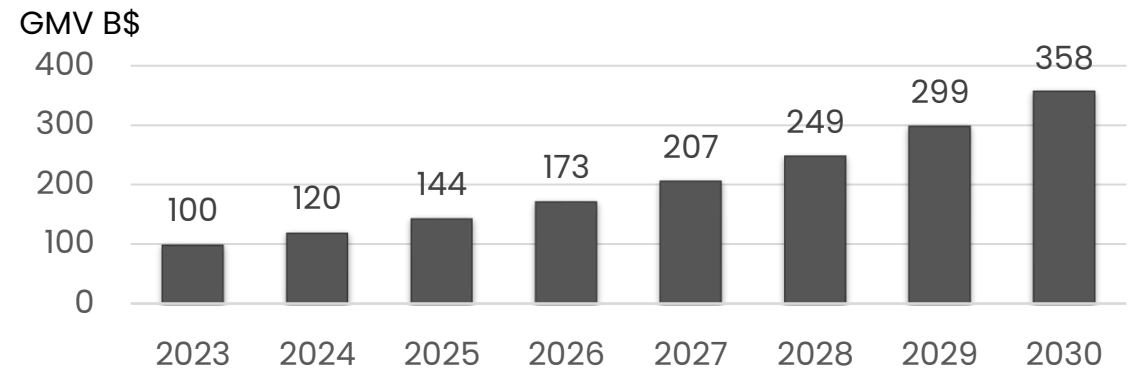
Sources: Tourism Economics, World Travel Market



## Chinese Diaspora



## Chinese CBEC shoppers



Calculated CAGR=20% (CAGR, CBEC Worldwide = 26.2%)

# DANGDI MEANS LOCAL IN CHINESE

Relates to anything belonging to a city, country, or region outside China

## CHINESE DIASPORA

60M people living outside China

- Many still dwell largely in a Chinese language world
- Largest cultural communities outside China

### PROBLEM: Are not well served:

by either Western social/e-commerce platforms or by Chinese sites such as WeChat and XHS

## LOCAL:

knowledge

information

experiences

network

products

## CHINESE TOURISTS

120M outbound travelers

"the big spenders of the coming decade"

- Will spend +\$500B in 2033
- Want to buy **local** niche products and **local** experiences

### PROBLEM: Cannot easily find:

- **Local** trending specialties, authentic destination brands and their value proposition
- Customized experiences, semi-self guided tours, personalized routes

## CHINESE CBEC SHOPPERS

180M virtual tourists inside China

- Estimated spending (2030): +\$350
- Want to buy **local** niche products not available in China
- View living abroad as aspirational and **local** products as associated with admired lifestyle

### PROBLEM: Cannot easily find:

- Structured quality content about foreign lifestyles & trends
- Structured **Local** lifestyle products recommended by influencers overseas

# Playbook

year 1

Diaspora



High frequency

year 2

Travelers



Low frequency

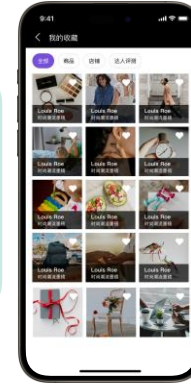


High frequency

Diaspora

High frequency

Diaspora



Travelers

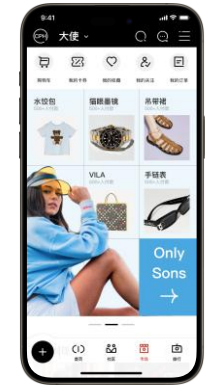


High frequency

Before, during and after travelling

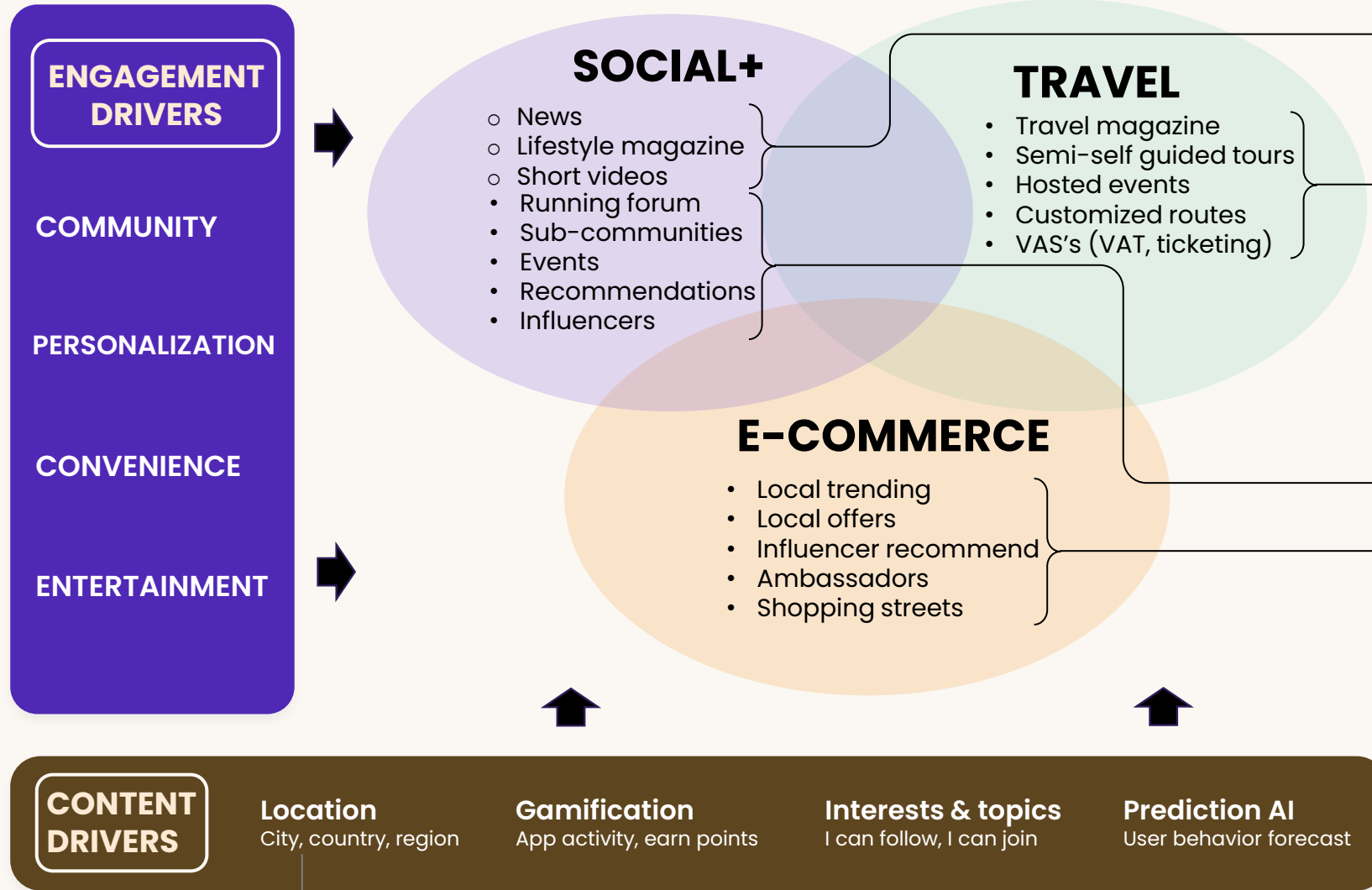
year 3

Virtual Tourists



High frequency

# Media capture system



# Market gap

## Chinese tech giants



WeChat



Red/XHS



Mafengwo



Meituan

- ! CCP censorship
- ! Risk of getting banned
- ! Western sellers have concerns about trust and data
- ! Mediocre **local** content quality

## Local website forums



L.A.



Holland



Japan+



France



Spain



Australia

- ✗ No social - No community
- ! Low UX/UI power
- ✗ No Global perspective
- ✗ No eCommerce - No gamification

# Platform architecture



HOME

Lifestyle Magazine

News

Watch



COMMUNITY

Forum

Groups

Events

Recommendations

People



MARKET

E-commerce

Ambassadors

Shopping streets



TRAVEL

Traveler Magazine

Routes

Experiences

VAS's\*

(\*value added services)



# Attention infrastructure

## Recommendations

Dangdi feeds”:

1. Social+, 2. Community,
3. Marketplace, 4. Travel

- Curiosity and discovery driven
- Short fragmented pocket of times
- Emotional, impulse

*Both vertical, and horizontal feeds  
Filter/follow local topics, influencers etc.*

## Entertainment

Dangdi gamification (D/points)

- Variable rewards built into creating, engaging and sharing
- Powerful engagement hooks
- Building a sense of achievement
- Fostering daily user habits
- Status seeking behavior

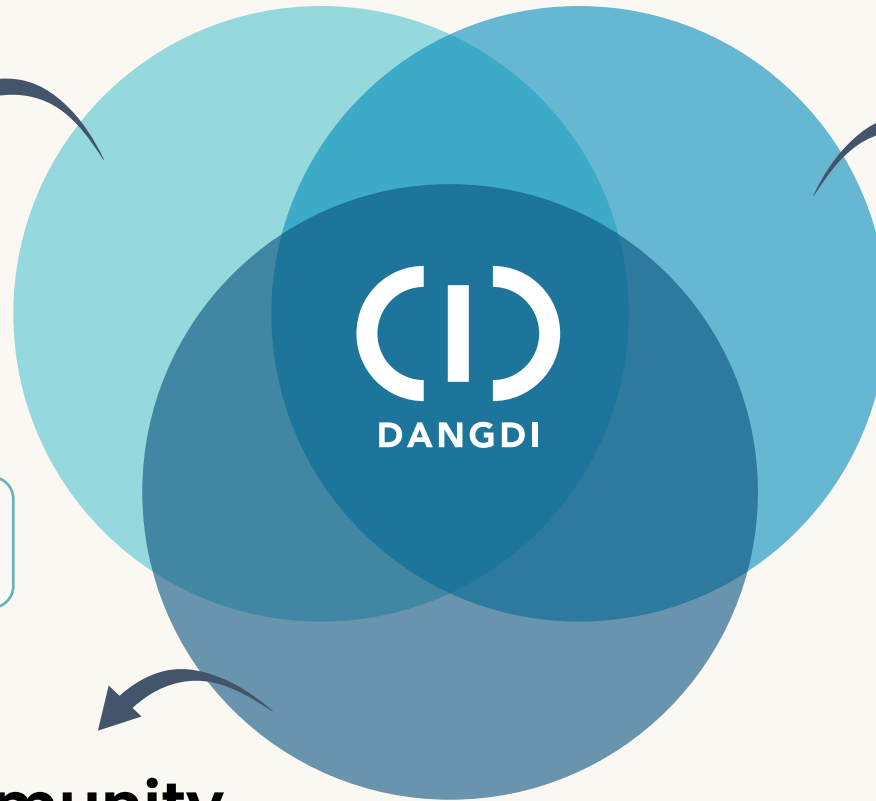
*D/levels, D/batches, D/trophies*

## Community

Like-minded individuals, sharing of interests and experiences

- Sense of belonging, niche interests, discussion and exchange of ideas
- Learn from experts, enthusiasts, and professionals

*Seamless creation of all content: profile, posts, groups, articles, videos etc.*

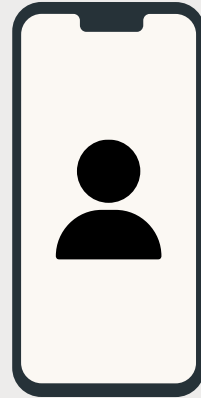


# AI-first attention layer

## Prediction AI

**Highly differentiated services**

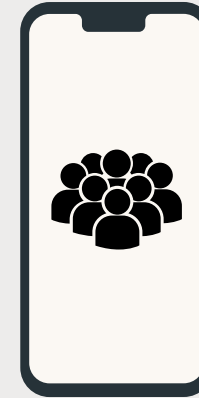
every individual have different needs and taste



## Gen AI

**Attention/engagement**

Community  
Content quality  
UX/UI power



### Feedback loops

constant streaming of self reinforcing activity



*Driving engagement and social stickiness*



*Feeds data to the digital core of Dangdi*



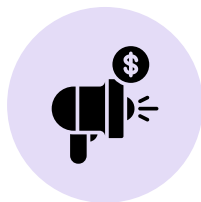
*Deciding which content and bargains to offer to which networks*

Critical for speed and smart decision making, improvements and innovation

**Building a big pool of data-driven dynamics**  
**Gathering data from both shopping behavior and social engagement**

Data consolidation, transparency, and analytics

# Monetizing



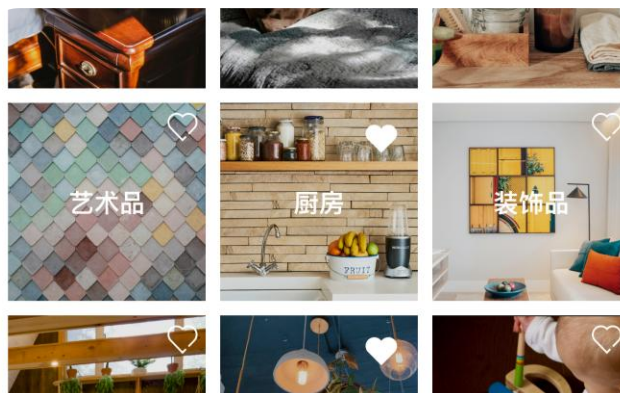
## Advertising

17 placement options  
4 main feeds



## e-Commerce

Transaction fee (variable)  
7 subscription packages



## Services

VAT reclaim, tour guiding,  
Ticketing (public transport, events)

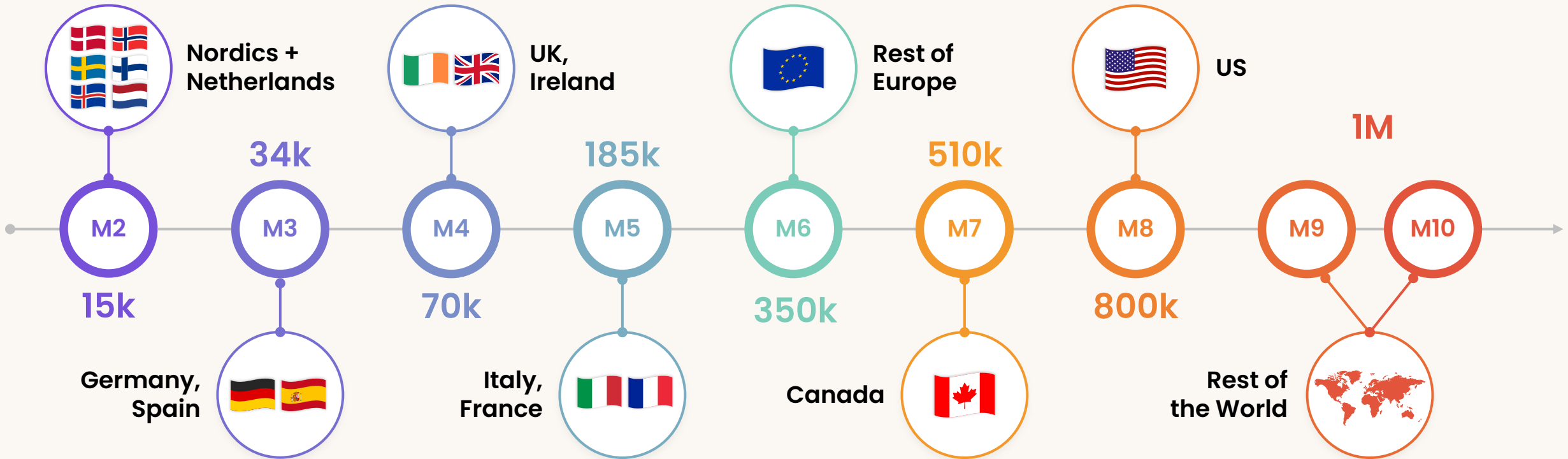


# Financials



Results (\$)	Year 1	Year 2	Year 3	Year 4	Year 5
<b>Users</b>					
MaU	110.074	1.407.655	2.390.684	7.506.748	23.571.190
DaU	49.533	633.445	1.075.808	3.378.037	10.607.035
Merchants	-	441	1.384	4.346	13.646
Tourists	-	3.500	106.543	950.366	2.984.150
<b>Costs</b>					
Staff	650.070	2.642.657	5.974.825	7.767.273	10.097.455
OpEx	151.720	430.143	910.909	1.184.182	1.539.436
Marketing	85.377	976.846	1.838.988	2.390.684	3.107.889
<b>Total costs</b>	<b>887.167</b>	<b>4.049.647</b>	<b>8.724.722</b>	<b>11.342.139</b>	<b>14.744.780</b>
<b>Revenue</b>					
Advertising	-	608.663	4.360.448	24.384.799	91.881.924
GMV	-	142.339	128.036	482.440	1.893.578
Subscriptions	-	307.836	1.675.393	5.260.098	16.516.708
<b>Gross revenue</b>	<b>-</b>	<b>1.058.839</b>	<b>6.163.878</b>	<b>30.127.338</b>	<b>110.292.210</b>
<b>Gross Profit</b>	<b>-650.070</b>	<b>-1.583.819</b>	<b>189.053</b>	<b>22.360.065</b>	<b>100.194.755</b>
<b>Operating Profit</b>	<b>-887.167</b>	<b>-2.990.808</b>	<b>-2.560.844</b>	<b>18.785.199</b>	<b>95.547.430</b>
<b>Investment</b>	<b>1.200.000</b>	<b>3.000.000</b>	<b>5.000.000</b>		

# 30 months – 10 milestones



# Investment

Raising \$1.2M to develop the services highlighted in light-blue and to grow first 70k DAUs

## convertible note

Ticket size: \$50k

Interest: 8%

Valuation cap: \$10M

Discount: 0-20%

HOME	COMMUNITY	MARKET	TRAVEL
<b>Lifestyle Magazine</b> <ul style="list-style-type: none"><li>• Deep dive local articles</li><li>• Local and generic topics</li><li>• High quality, authentic articles curated by local blockers</li></ul>	<b>Forum</b> <ul style="list-style-type: none"><li>• AMA / Q&amp;A - filter by topic</li><li>• Up/down vote, comment, share</li></ul>	<b>E-commerce</b> <ul style="list-style-type: none"><li>• Popular local brands</li><li>• Stores nearby (OMO)</li><li>• Offers, discounts</li><li>• Team purchase</li><li>• Ship to China, hotel or airport</li><li>• CBEC/Virtual shopping</li></ul>	<b>Traveler Magazine</b> <ul style="list-style-type: none"><li>• Local blocker curated</li><li>• "Must know about this place"</li></ul>
<b>News</b> <ul style="list-style-type: none"><li>• Filter by 'Local', 'Chinese' or 'International'</li><li>• Filter by "Daily", "weekly", or "Most popular"</li></ul>	<b>Groups</b> <ul style="list-style-type: none"><li>• Private/public sub communities</li><li>• Filter by topic</li><li>• Embedded events &amp; recommendations</li></ul>	<b>Ambassadors</b> <ul style="list-style-type: none"><li>• Promote local brands</li><li>• Earn commission fees</li></ul>	<b>Routes</b> <ul style="list-style-type: none"><li>• Individuals and groups</li><li>• Influencer curated</li><li>• Private or customized</li><li>• Filter by category</li></ul>
<b>Watch</b> <ul style="list-style-type: none"><li>• Short videos curated by local influencers</li><li>• Filter by topic</li></ul>	<b>Events</b> <ul style="list-style-type: none"><li>• Dangdi user events</li><li>• Eventbrite events</li></ul>	<b>Shopping streets</b> <ul style="list-style-type: none"><li>• Virtual browsing</li><li>• Enter stores</li></ul>	<b>Experiences</b> <ul style="list-style-type: none"><li>• Semi-self guided tours</li><li>• Book expert guides</li><li>• Off-the-beaten-path</li><li>• Hosted premium events</li></ul>
	<b>Recommendations</b> <ul style="list-style-type: none"><li>• Recommend anything (C2C)</li><li>• Filter by criteria's, categories or ratings</li></ul>		<b>VAS's</b> (value added services) <ul style="list-style-type: none"><li>• VAT reclaim, eSIM</li><li>• QR Ticketing: public transport, museums other experiences</li></ul>
	<b>People</b> <ul style="list-style-type: none"><li>• Connect with local people &amp; travelers</li><li>• Popular local influencers &amp; blockers</li></ul>		

FINANCIAL SUMMARY

# FROM LOCAL TO GLOBAL

The future of social networking



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