



A DECENTRALIZED PLATFORM FOR MARKETING AUTOMATION

www.triggmine.io

PROBLEM

According to Grand View Research, the global marketing automation industry amounts to \$4 billion as of 2017 and is expected to reach **\$7.63 billion by 2025.**



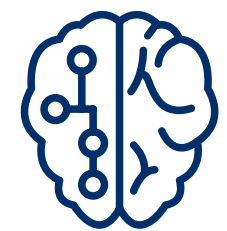
Efficient solutions for marketing automation are too expensive; starting from \$20 000 annually



Affordable solutions for marketing automation are inefficient. limited functionality and available channels

MISSION

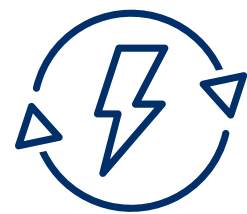
THE NEW GENERATION OF MARKETING AUTOMATION HAS TO BE:



Much smarter (no manual settings, Big Data analysis, free data exchange);



Much easier to set up and use (one-button smart solution like Siri and Google Assistant)



More efficient (payment for real value not for monthly subscription);



Decentralized (today big companies gather user data monopolise the market).

Our mission is to start a new era of marketing automation by democratizing market with decentralization – increasing efficiency and lowering price.

SOLUTION

Triggmine increases the efficiency of marketing automation with the following:



BUILT-IN SMART ASSISTANT

to help eCommerce business get optimal marketing stack



PAYMENT FOR REAL VALUE

to eliminate the need for monthly subscription with dubious benefit



ECONOMIC INCENTIVISATION

to attract new market participants providing the highest level of trust



PEER-TO-PEER MARKET

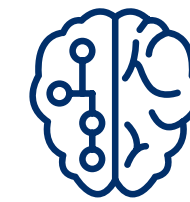
to get rid of the necessity of being controlled by principal party

PARTICIPANTS

Triggmine platform will unite the following participating parties by democratizing marketing with Consensus protocol:



Online stores and their audience: small and medium-sized businesses in eCommerce;



AI Developers: third-party services focused on data analysis that create new algorithms and neural networks;



Data Providers: third-party services that enrich and improve the quality of user data, personal interests, behavior and many more;



Marketing Channels Providers: third-party services responsible for the transfer of marketing communications with retargeting, messenger, push, and voice assistants.

MARKETING CHANNELS

“ The art of online marketing involves finding the right online marketing mix of strategies that appeal to your target market and will actually translate into sales ”

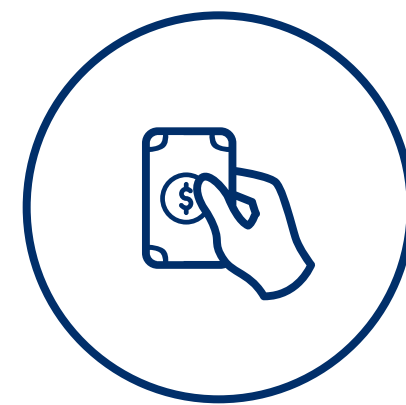
Triggmine platform unites marketing channels providers in a global ecosystem to offer their services and get reward for every effective action. At the initial stage of the development of the platform, eCommerce SMB access the following channels:



Email



Retargeting



Paid Channels



Push
notifications



Messengers

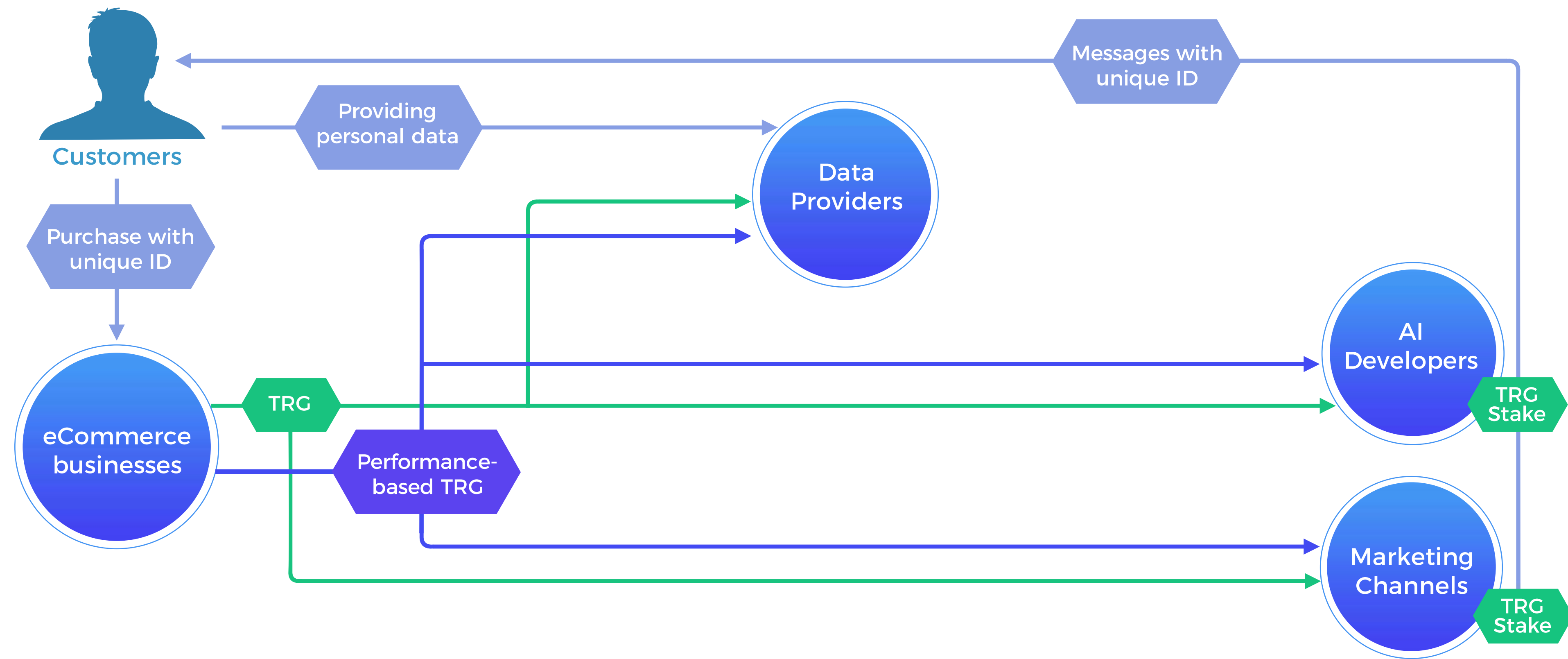
HOW DOES TRIGGMINE WORK?

USE CASE FOR ONLINE STORE

- 1 Online store integrates with Triggmine through supported eCommerce platforms (CMS).
- 2 Once integrated, the AI algorithms analyze unique business parameters
- 3 As soon as the analysis of online store's business parameters completed, the system applies an analysis of online store's customers in an autopilot mode.
- 4 System enriches previously gathered and analyzed data, via a decentralized market through Data Providers to create a more detailed portrait of the targeted client
- 5 Based on gathered, analyzed, and enriched data, the system offers the set of the most optimal marketing campaigns to reach the goal set by an online store at step 1.
- 6 AI modules can be not only generic but specialized neural networks that have been trained for niche audiences and are suitable for specific industry.
- 7 The subscription model is based not on a monthly basis, but on successful actions reached by the end user.

ECOSYSTEM

Participants of the Triggmine platform interact with each other within a global ecosystem. Triggmine Token (TRG) is a means of creating economic incentives to reward platform members. TRG acts as the main component enabling Triggmine Consensus between participants.



TOKEN MODEL

Triggmine token allows create economic system with Nash equilibrium leading to solution of the following marketing industry problems:



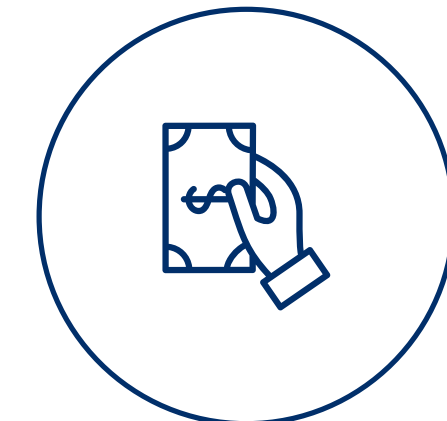
Data ownership and
GDPR compliance.



Data privacy: non-disclosure
of private data to public
network or its nodes.



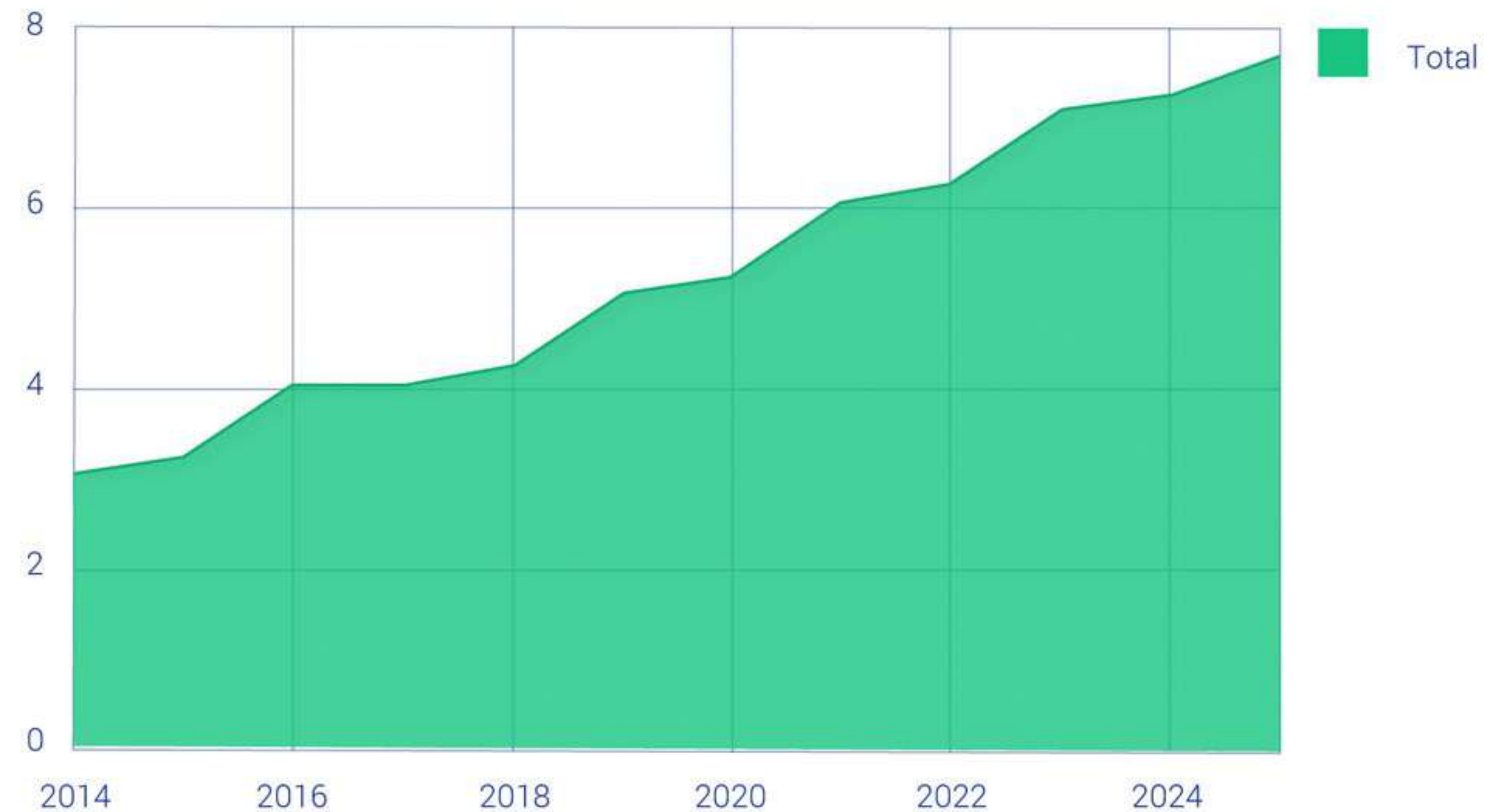
Rewards paid to parties
without counterparty
risks.



'Pay per proved user action'
business model ensured by
Consensus protocol.

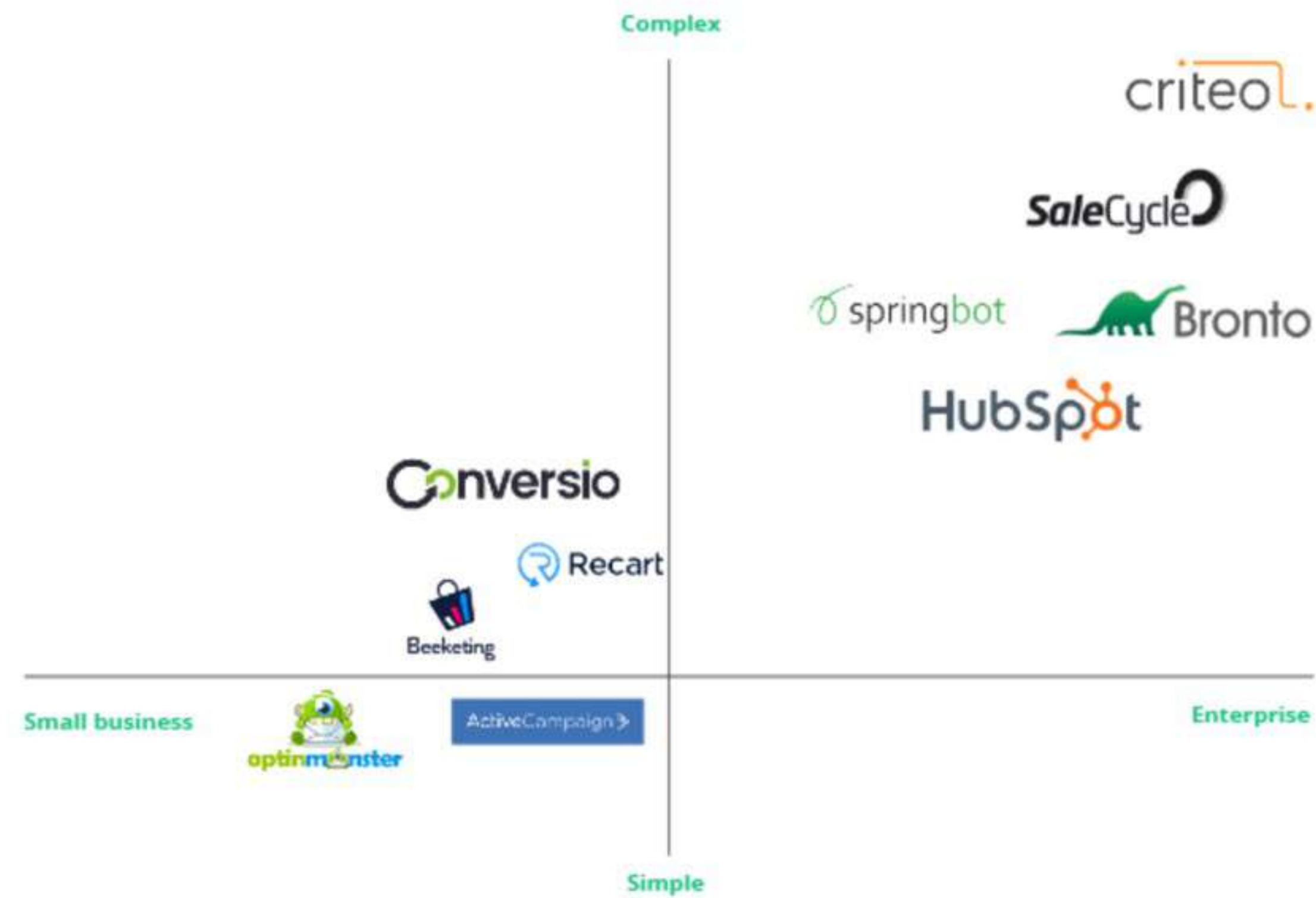
TOTAL AVAILABLE MARKET

Impetuous Internet coverage stimulates constant increase of digital buyers. In 2021, over 2.14 billion people worldwide are expected to buy goods and services online. This explains the rapid growth of marketing automation industry especially for eCommerce with Big Data and Artificial Intelligence to ensure better customer experience and personification.

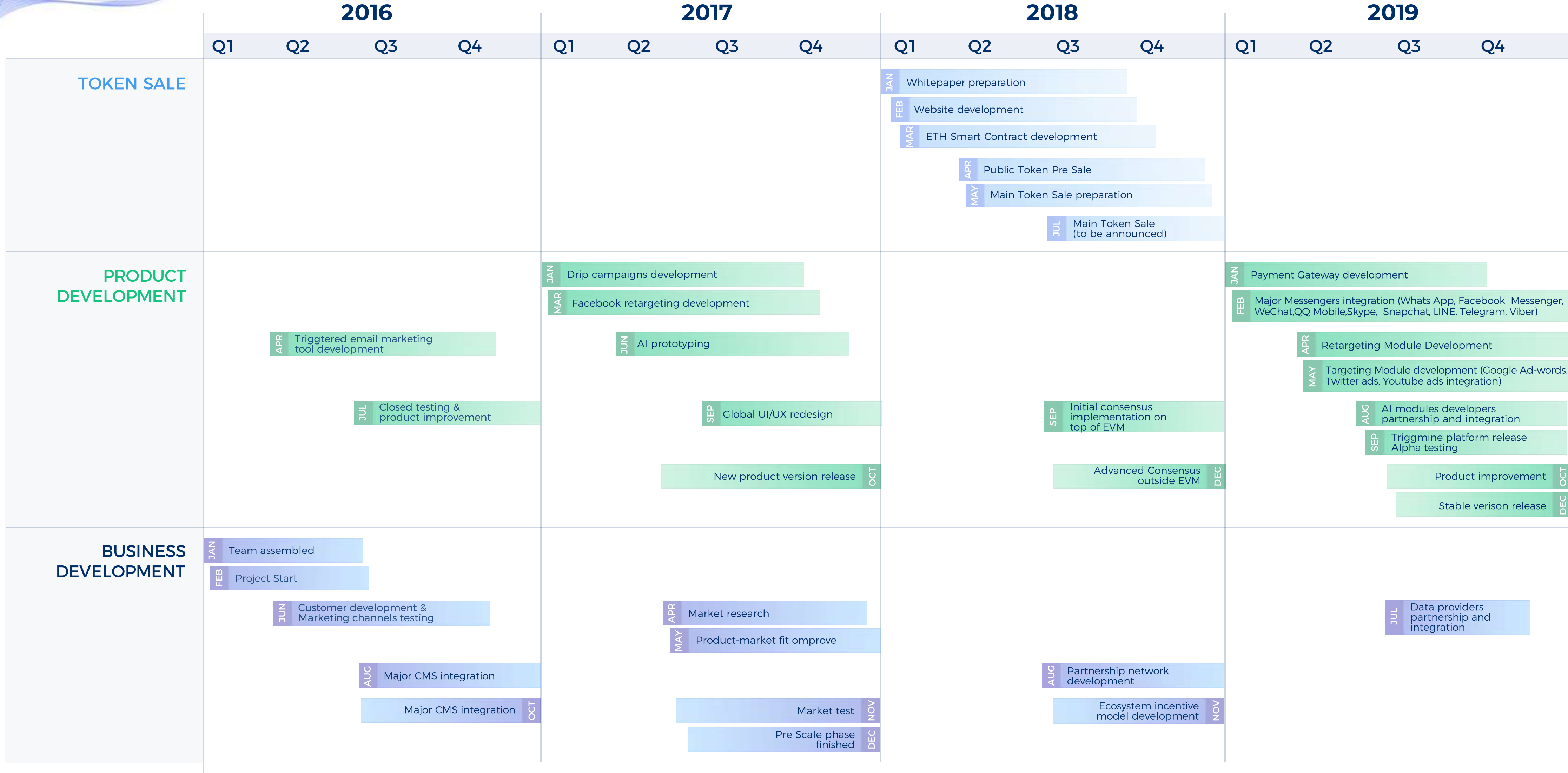


THE BIG PICTURE

In spite of the crowded market, automation of marketing activities remains expensive and durable. Data exchange is functionally limited, difficult to configure, and constantly requires additional fees for onboarding and specific features that might not result in any benefit. Thus, marketing automation in its current state is more suitable for enterprises rather for SMB with their limited resources and ever-changing environment.



ROADMAP



TEAM

Igor Solovyov

Founder



17 years of experience in business development, marketing, project management, and product development strategy. 5 years as a CEO in UniSender.

Max Solovyov

Founder



22 years of experience across business development, sales and strategy in eCommerce. 5 years as a Head of Sales Department in UniSender.

Den Chikalov

Chief Operating Officer



13 years in marketing, project management, business and product development. 8 years in C-level Executive Positions, 5 years in startups, 4 years in eCommerce.

Alexander Glushchenko

Chief Technical Officer



Software architect with 10 years of experience. Proficient in building client-server, web and desktop applications at enterprise-scale.

Stas Havryliuk

Chief Partnership & Customer Officer



4 years as a Head of Customer Service Department with strong expertise in business and customer development, project and customer success management

Serhii Myrko

Business Analyst



10+ years of Business/Functional Analysis experience in retail and software product companies. 5 years of project management experience.

Tonya Makarenko

Chief Content Officer



Over 3 years of experience in project management, marketing and communications.

Roman Krutko

Data Scientist



Over 10 years of experience in project management and business analysis.

Igor Stavytskyi

Senior Software Engineer



5+ years as senior software engineer. Proficient in building client-server, web and desktop applications at enterprise-scale.

Alex Kagan

Head of Performance Marketing



Digital marketing manager with 3 years of experience in PPC marketing, project management and eCommerce.

ADVISORY BOARD

**Ed
Wiley**



Stanford-trained PhD Statistician and Data Scientist, former McKinsey management consultant. 20+ years experience in Big Data & Analytics consulting.

**Denis
Dovgopoliy**



Managing partner of GrowthUP Group, co-founder and president of the GrowthUP Accelerator. Executive committee member of iForum, Silicon Valley Open Doors, IDCEE, Startup Crash Test, SVOD Europe, and others.

**Pavel
Hilman**



Over a decade of experience in the financial industry and private venture investments, one of the leading accredited investors in various high-technology projects across the globe.

**Alex
Momot**



Over 10 years IT-experience, working in blockchain space since 2013, founded REMME Company, ran BitX. The Board Member of the Bitcoin Foundation Ukraine.

**Andrey
Khavryuchenko**



4 years in crypto and 26 years in software development as blockchain architect, 20 years in distributed teams management. Developer of DASH cryptocurrency.

WHY TRIGGMINE?



We have a product

Triggmine already has the ready-made service for email marketing automation that will become the market driver of the platform to attract first participants.



We have expertise

Our team has a previous success story of creating Unisender, the number one solution for email marketing in CIS, thus we perfectly understand both the needs and pain points of businesses.



We have a market to conquer

Marketing automation definitely requires changes. Democratization is a new black of XXI century, so the competition and inequity in marketing automation must be overcome.



JOIN THE MARKETING AUTOMATION REVOLUTION WITH TRIGGMINE

www.triggmine.io

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