

# Ad Hoc

ATELIER



# Problem & Need

We started our journey as a B2C **fashion ecommerce** and spotted a great opportunity in **product customization** and a **lack of high-quality offer** in the market.



## Pain Points

The **market pain points** are the following:

- Many artisans lack online presence
- The sales cycle is still managed on paper and through calls
- High quality suppliers are focused on limited niches and offerings



## Businesses

They need **reliable suppliers** for:

- Corporate gifts to customers, suppliers & employees
- Events' giveaways
- Anniversaries & product launches
- Corporate rewards & incentives



## Artisans

They need a facilitator to **automate processes** and enhance their **sales force**.

# Solution



## About us

- ✓ **Ad Hoc Atelier** solves this problem by gathering **60+ Italian artisans**, offering a selection of **500+ high quality products**.
- ✓ As of today, our **B2C ecommerce** allows a **smooth integration** with artisans' operations and **easy product customization** for customers...



## The platform to be

...our goal is to develop a **B2B marketplace** offering the following **benefits**:

- Live product configurator
- Lean artisans' onboarding
- Personalized payment terms
- No minimum order
- Short delivery time (1-3 weeks)

# Target Market



# Competition

In the personalized gifting market, we identified **two major trends:**

1. Platforms with a very wide and low-quality offer
2. Brands with a high-end offer and a very limited product range



Mass  
Market

Highly Diversified  
Catalogue



High-End  
Market

Lowly Diversified  
Catalogue

# Competitive Advantages

- ✓ We provide a unique personalization service made by exclusive Italian artisans.
- ✓ Our competitive advantages are **quality and width of the offer**.
- ✓ Our proximity and close relationships with artisans represent **solid entry barriers** to potential competitors.



# Business Model



Artisans



**B2C**  
25-45%  
commission



**B2B**  
15-25%  
commission



Marketing



Selling



Logistics



Customer Service

# Marketplace Target User



## Artisans

- High-end artisans
- Fashion & home-décor market
- Focus on product customization
- 100% made in Italy production
- Unique design
- Reliable and punctual production



## Businesses

- Luxury hospitality
- Yacht charters
- Corporates
- Wedding planners
- Event planners



# Go-to-Market



## Supply

The quality of our customizable products is crucial to defend our competitive advantage. We strongly value the **research & on-boarding of our artisans.**

How do we discover our artisans?

- Web researches
- Fairs & Travels
- Word of Mouth
- Recommendations from our artisans



## Demand

To acquire our target clients, we leverage **four channels:**

- Outbound (email & cold calling)
- Trade fairs
- Networking
- Digital marketing on our B2C website

# Sustainable Development Goals



## Gender Equality

**67%** of our brands is led by women.



## Decent Work & Economic Growth

**100%** of our artisans produce in Italy and have a transparent supply chain.



## Responsible Consumption & Production

**100%** of our products is made-to-order.



# Key B2C Metrics since Launch



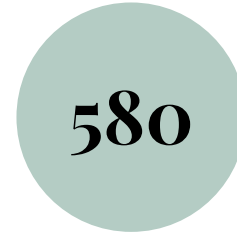
Gross Merchandise Volume\*



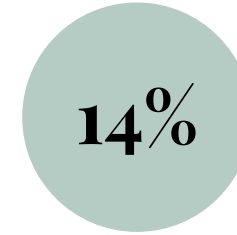
Average Order Value



CAC



Orders



Returning Customers



Returns

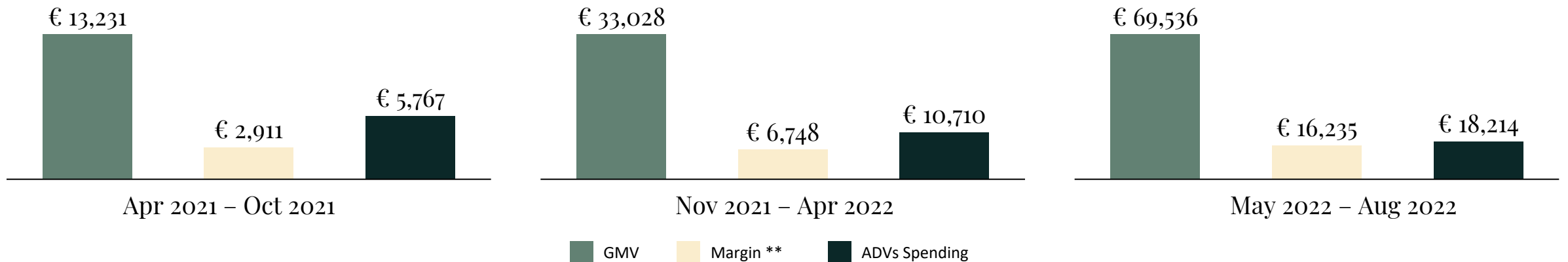
70% of GMV generated by customized products, which represented only 10% of the products listed on the website

Main markets



PILOT

SCALING



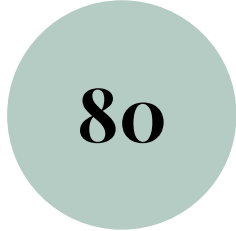
\*Note: gross of returns (9,0% of GMV), and one-off discounts (3,8% of GMV). It excludes fulfillment revenues.

\* Note: Margin is computed net of returns

# B2B Implementation



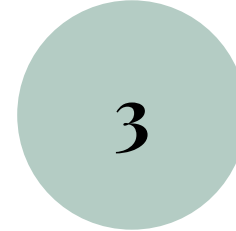
Gross Merchandise  
Volume



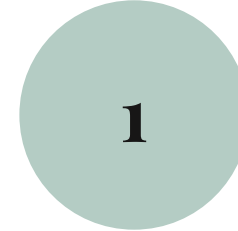
Connected Businesses  
(Luxury Hotellerie)



Average  
Order Value



Months try-out  
(starting June 2022)



Person involved  
(part-time)

## Closed Deals



PARK HYATT MILANO™



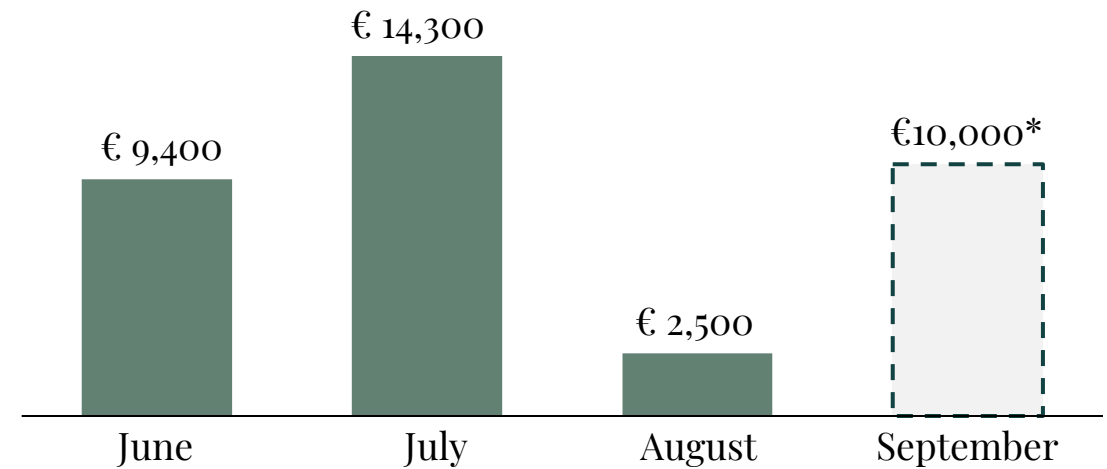
HOTEL  
PRINCIPE DI SAVOIA  
MILANO



AUFBERG



## 2022 Traction



\*Note: orders to be finalized

# Equity Story



We setup the company with  
**€50k raised** through **FFFs**.



We raised **€80k at PMV of €600k**  
from **few BAs** by leveraging  
our network.

In the same month, we started  
the **acceleration program**  
at **Impact Hub**.



**500k** at a **PMV of €2M**.

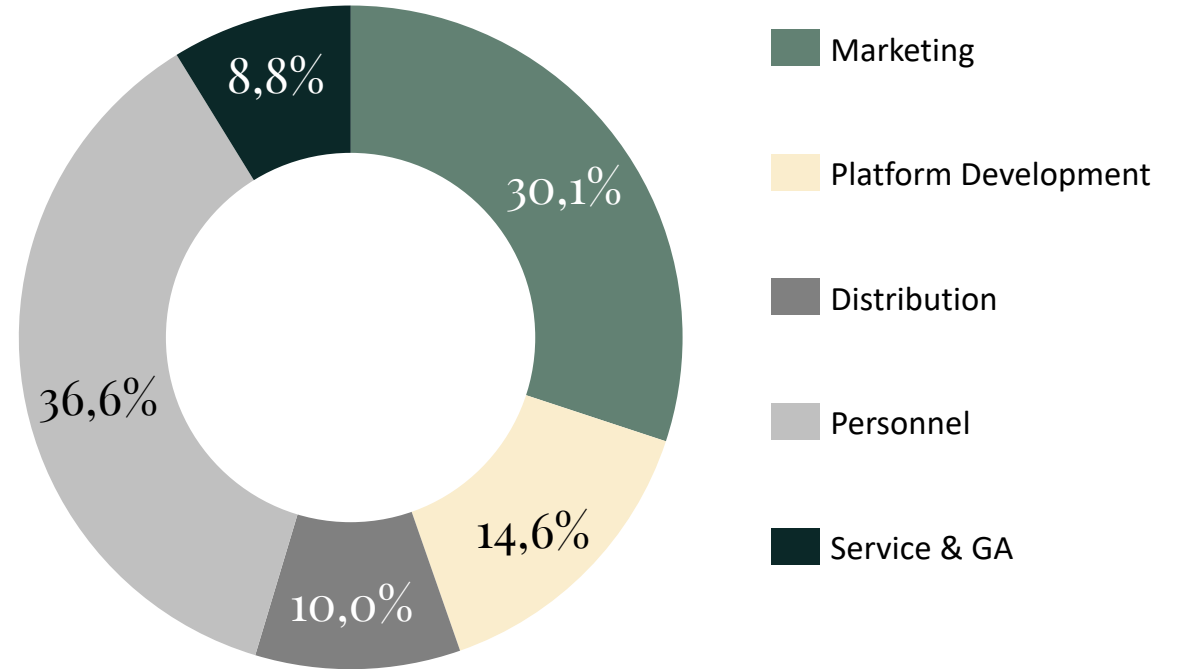


\*Note: Impact Hub SRL provided us 13K cash + 37K in services for a 6 months acceleration program

# Financial Needs



We are looking to raise **€500,000** at a pre-money valuation of **€2,000,000** to satisfy our growth plan.



The raised capital will enable us to:

*Leverage  
B2B channel*

*Develop  
B2B platform*

*Increase product  
diversification*

# Roadmap to 2023



## Target Market Testing

Jan – Sep. 2022

- **€90k+ B2C GMV**
- **€25k+ B2B GMV**
- Acceleration **@Impact Hub**
- Funding of **€80K**



## B2B Development

Oct-Dec 2022

- Finalize product portfolio **optimization**
- Acquire **10+ artisans**
- Unfold **B2B Strategy**
- Participate to **ICE Global** Start-up Program in Seoul, South Korea



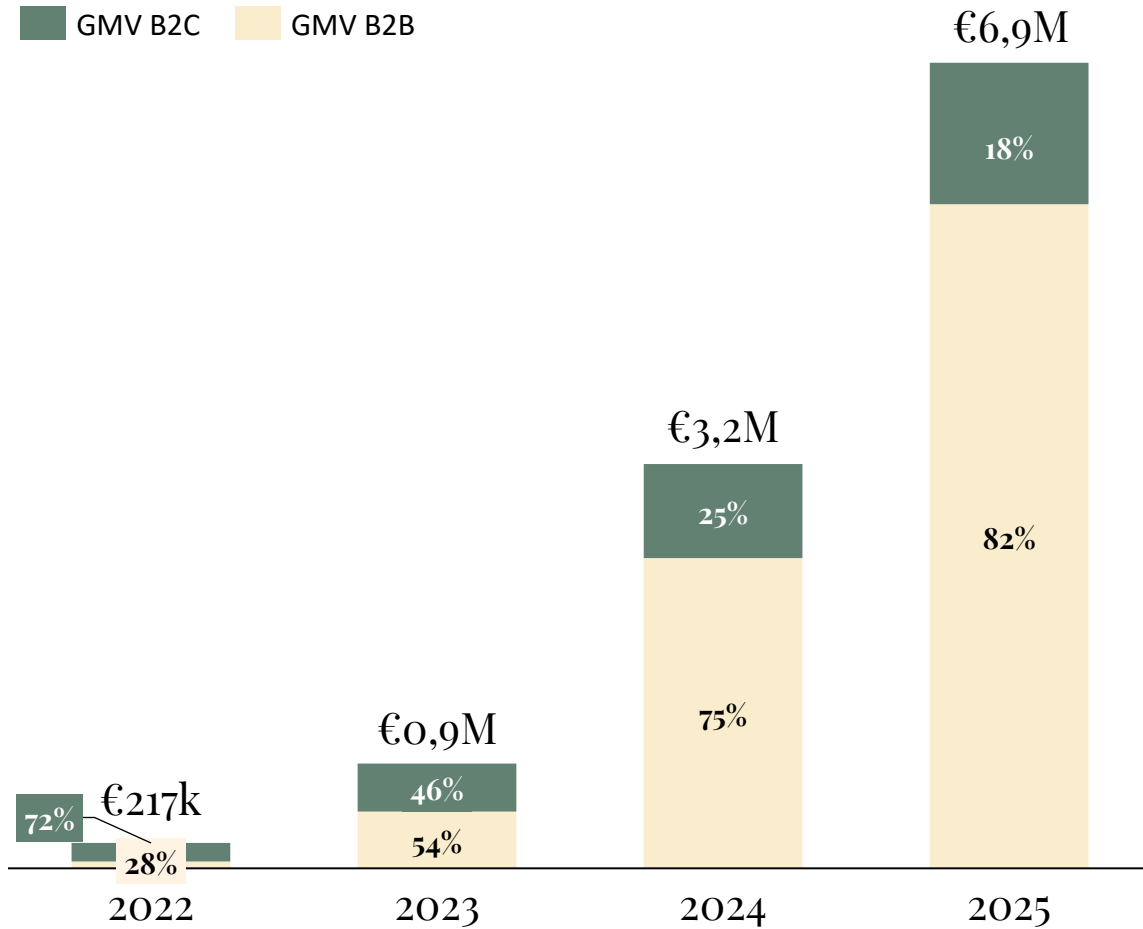
## Scale-up the Market

2023

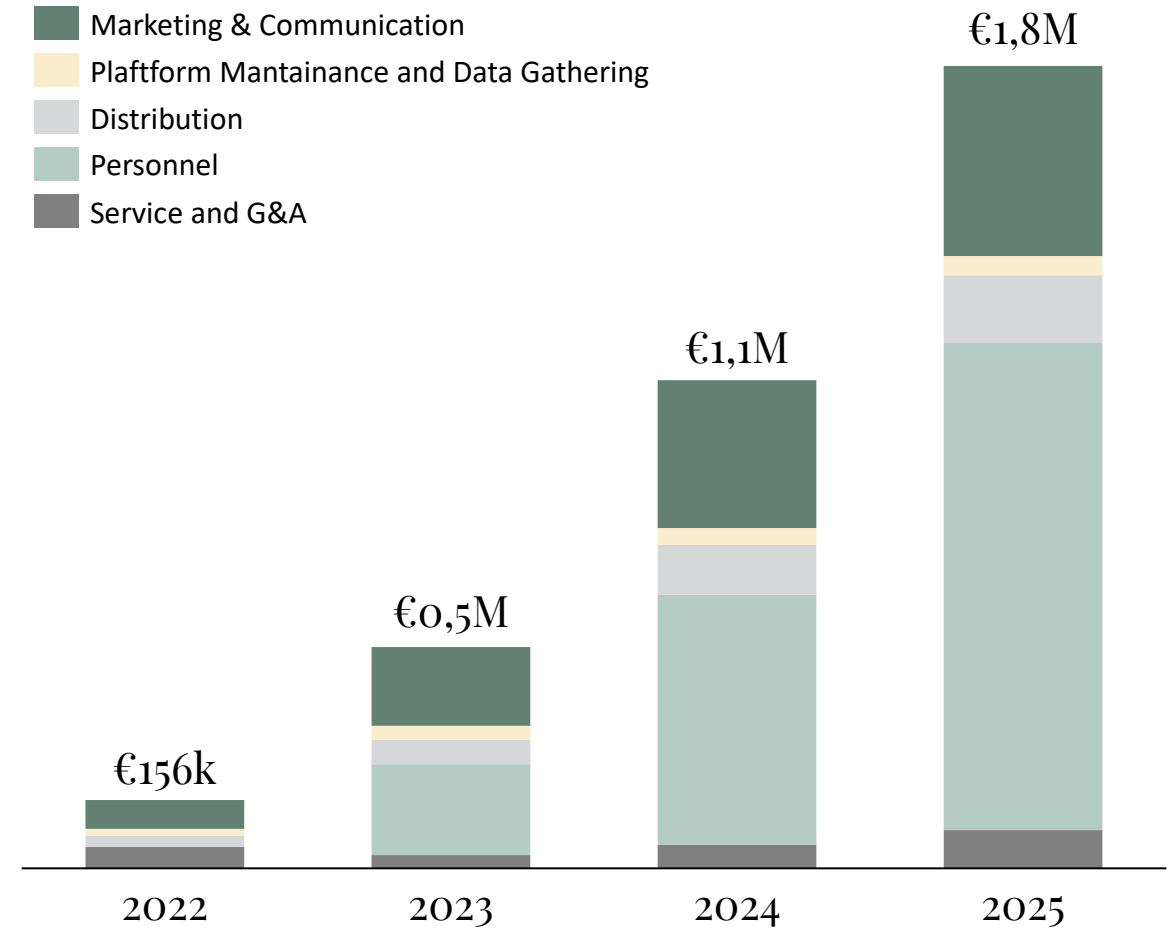
- GMV Target: **~€1,0M**
- Secure a portfolio of **~50 B2B clients**
- **B2B Platform** & product personalization **configurator** development
- **Team** growth (7 FTEs)

# Financial Projections | 2022-2025

## GMV Growth



## Cost Structure (P&L)





# Team



**Giovanni Friggi**

Co-Founder |  
Head of Commercial  
Bocconi esade  
**bip.**



**Lorenzo Colucci**

Co-Founder |  
Head of Marketing  
Bocconi esade  
**P&G**



**Matteo Todisco**

Head of  
Communication  
**tek** *Velasca*  
HAND MADE IN ITALY MILANO



PART TIME

**Tommaso Certo**

Head of Finance &  
Operations



PART TIME

**Carlotta Pomatti**

Social Media  
Manager



## ADVISORS:



**Vincenzo Elifani**

Strategy Advisor

Investor at Lego Ventures, Berkeley  
MBA



Jefferies



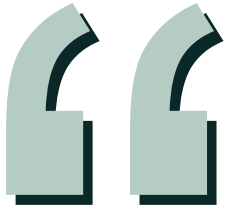
**Mirko Puliafito**

CTO

CEO of Digitiamo  
20+ years of experience as CTO



# Press Coverage



Tradition, quality and care for the product are combined with technology and digital innovation, creating a unique and winning combination.

VOGUE



la Repubblica

millionaire

L'OFFICIEL

 adnkronos

GRAZIA

i-D

iO  
DONNA  
IL FEMMINILE DEL CORRIERE DELLA SERA

Il Sole 24 ORE

# IGP Decaux Startup Programme



In May 2021 we won a competition **over 500+ startups**, sponsored by **IGP Decaux**.



The reward was a one month **out-of-home campaign** all over Milan.

We exploited this programme to **kick-start Ad Hoc Atelier**, obtaining the following results:



**+30 K**  
people on the website in  
one month



**+4 K**  
newsletter subscribers



Ad Hoc  
ATELIER

Thank you for  
your attention



<http://www.adhocatelier.it/>



[adhoc.atelier](http://adhoc.atelier)