BRIDGING CHINA WITH THE WEST
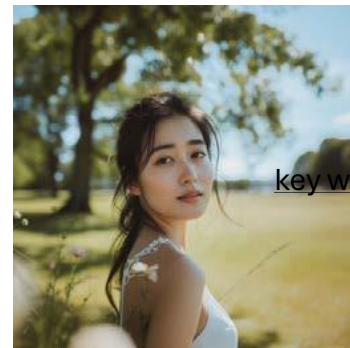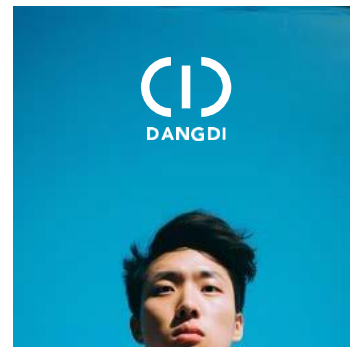
A NEW SOCIAL NETWORK

key word

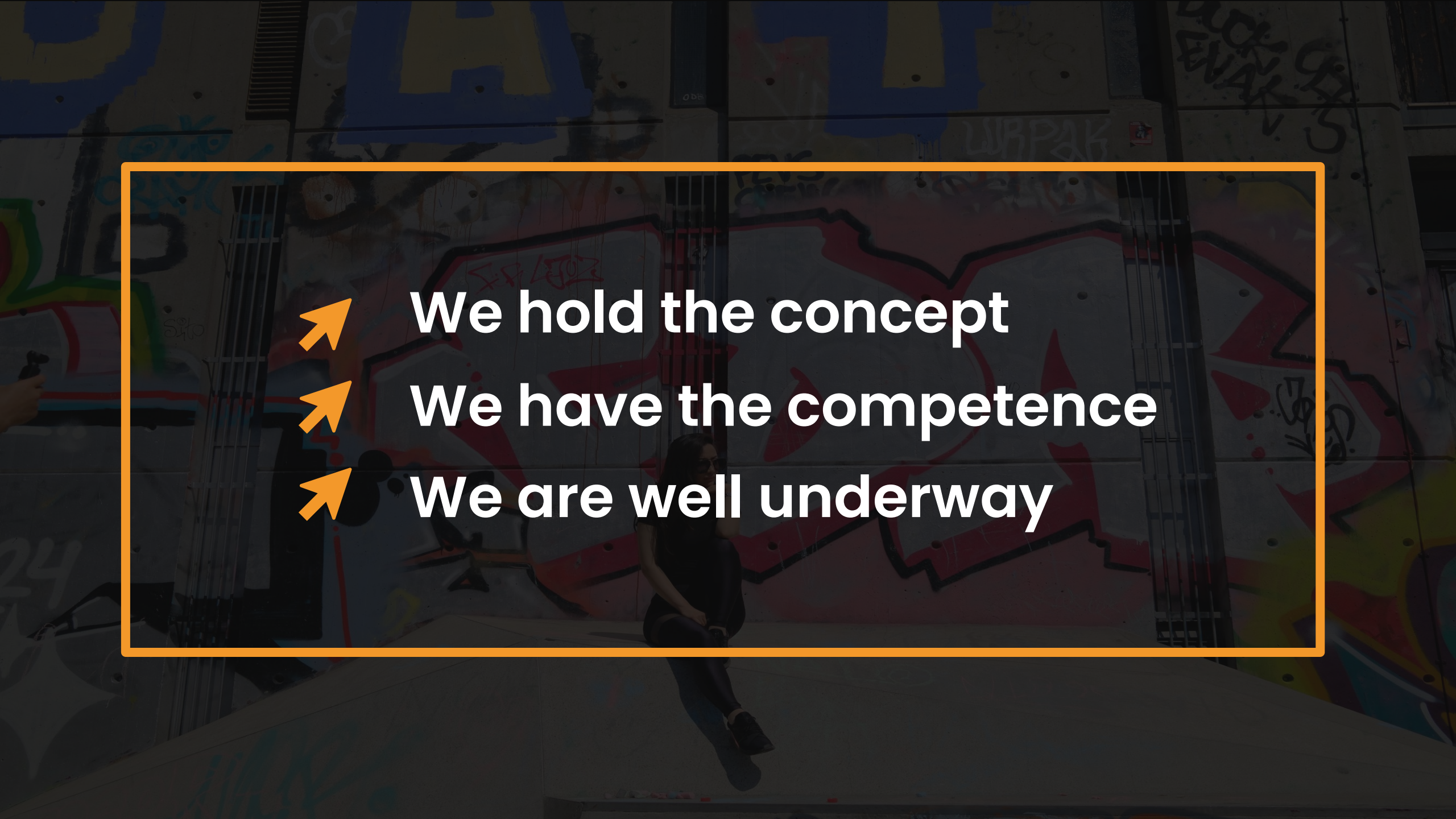DANGDI

We want to challenge some of the Worlds biggest tech giants

➚ **We hold the concept**

➚ **We have the competence**

➚ **We are well underway**

Ambition

The **next** Global Social Network?

First '**made-in-Europe**' Multinational Social Media

First SoMe targeting Chinese consumers - **created outside of China**

Significant purpose:
- **bridging China with the West**
  - enhancing deeper mutual understanding

See PURPOSE video ▶

We started here (not with the product)

*

Potential Value = [Market Scale] x [Power]

See INVESTMENT video ▶

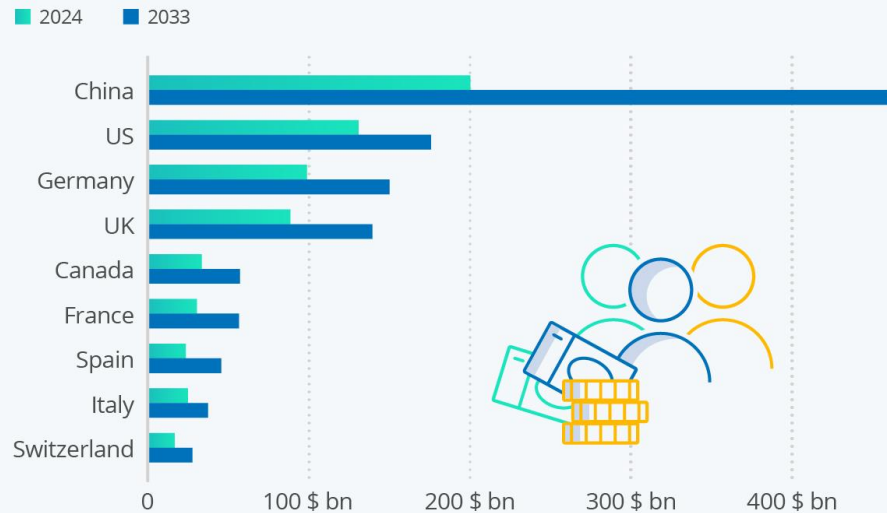(*) Hamilton Helmer, _7 Powers: The Foundations of Business Strategy_

Interlinking 3 of the Worlds biggest, fastest growing and cash rich B2C markets

Chinese Tourists

CHINESE TOURISTS: THE BIG SPENDERS OF THE COMING DECADE

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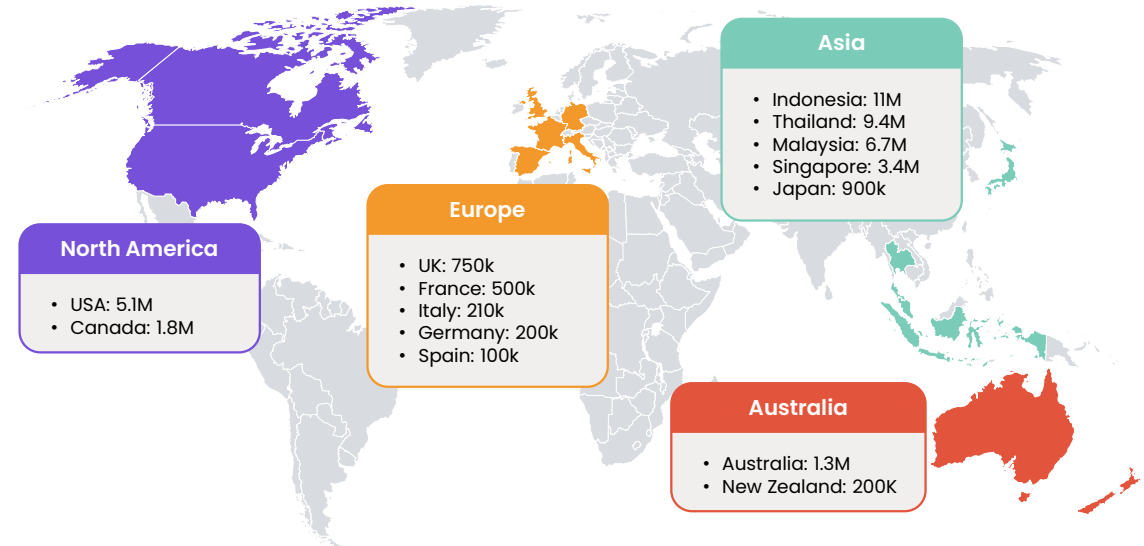(selected countries, 2024 vs. 2033)

Legend: ■ 2024 ■ 2033

Bar chart (Outbound travel spending, $ bn):
- China
- US
- Germany
- UK
- Canada
- France
- Spain
- Italy
- Switzerland

X-axis: 0, 100 $ bn, 200 $ bn, 300 $ bn, 400 $ bn

Sources: Tourism Economics, World Travel Market

statista

Chinese Diaspora

Asia
- Indonesia: 11M
- Thailand: 9.4M
- Malaysia: 6.7M
- Singapore: 3.4M
- Japan: 900k

North America
- USA: 5.1M
- Canada: 1.8M

Europe
- UK: 750k
- France: 500k
- Italy: 210k
- Germany: 200k
- Spain: 100k

Australia
- Australia: 1.3M
- New Zealand: 200K

Chinese Virtual Tourists

GMV B$

Bar chart values:
- 2023: 100
- 2024: 120
- 2025: 144
- 2026: 173
- 2027: 207
- 2028: 249
- 2029: 299
- 2030: 358

Y-axis: 0, 100, 200, 300, 400
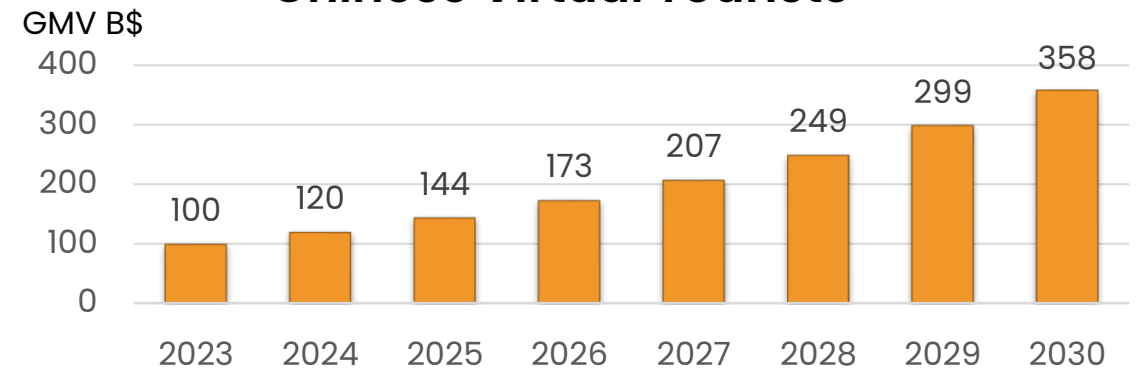
Calculated CAGR=20% (CAGR, CBEC Worlwide = 26.2%)

See MARKET video ▶

DANGDI

DANGDI (当地) MEANS LOCAL IN CHINESE

- relates to anything exclusively belonging to a particular city, country, or region **outside China**

COMBINING:
COMMUNITY, TRAVEL AND E-COMMERCE

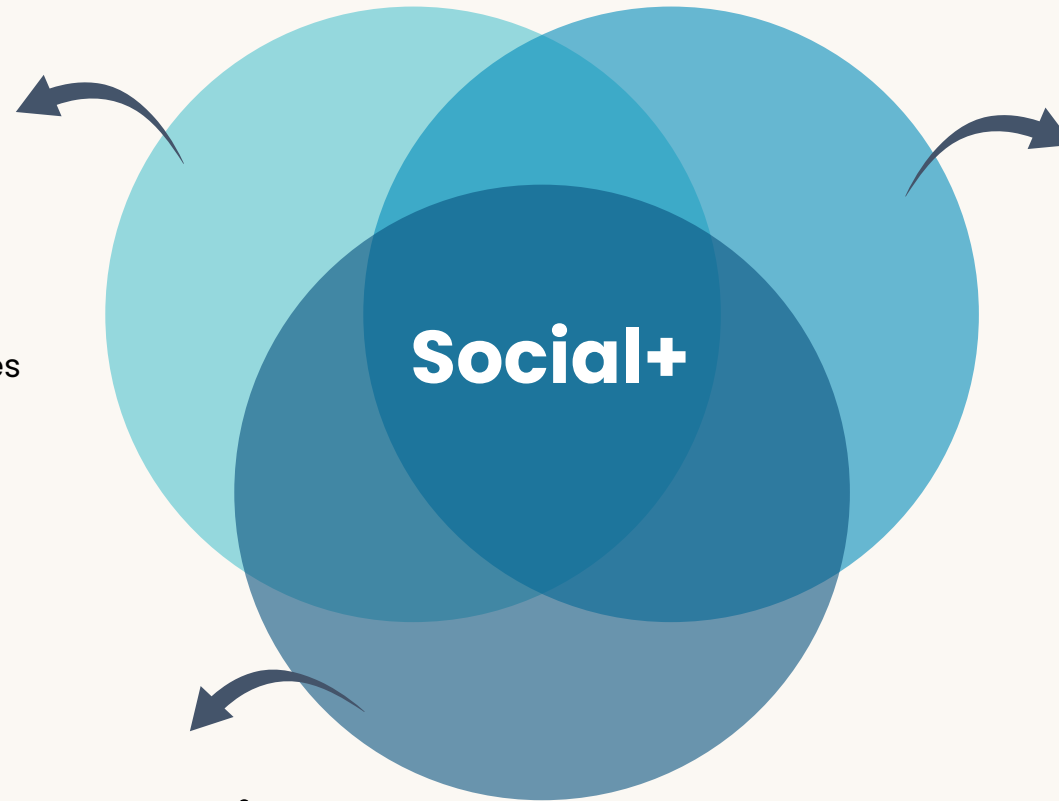The idea is to syndicate **local** products, services, people, and experiences - in one platform

Inspiration

**4 feeds: 1. Home, 2. Community,
3. Marketplace, 4. Travel**

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

Entertainment

Gamification

- Powerful engagement hooks
- Sense of achievement
- Daily user habits
- Status seeking behavior
- Rewards for engaging and sharing

Social+

Community

Similar interests and experiences

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

See CONCEPT video ▶

Mission

Chinese people living outside China will visit Dangdi several times a day exploring **local** **news, inspiration, information and network**

Outbound Chinese travelers will activate **Dangdi for a richer travel experience – the only platform for real** **local** **engagement**

Chinese cross-border shoppers will use Dangdi, for authentic **local** **trends** and **niche products that cannot easily be found in China**

Local SME brands will target Chinese consumers via. Dangdi due to **lower transaction costs, data transparency** and higher success level

The essence of Dangdi

Interlinking Chinese people, *living*, *traveling* **and** *buying* **outside China**

Dangdi enables *deep information & interaction* **with the local culture**

by providing a *+10x enhanced UX* **across borders and topics**

CUSTOMERS

PROBLEM

SOLUTION

COMPETITION

VALUE

who need better *knowledge about and connection* **with the local lifestyle**

unlike Chinese Apps/Forums that lack *openness, local content quality* **and** *structure*

See STRATEGY video ▶

DANGDI

App architecture

HOME
Lifestyle Magazine

News   Watch

COMMUNITY
Forum   Groups   Events

Recommendations   People

MARKET
E-commerce   Ambassadors

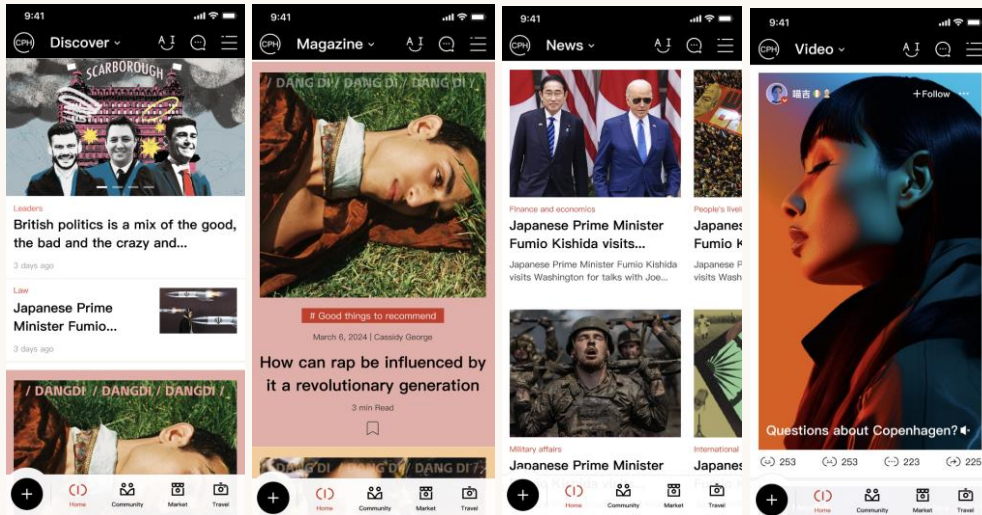Shopping streets

TRAVEL
Traveler Magazine   Routes

Experiences   VAS's*

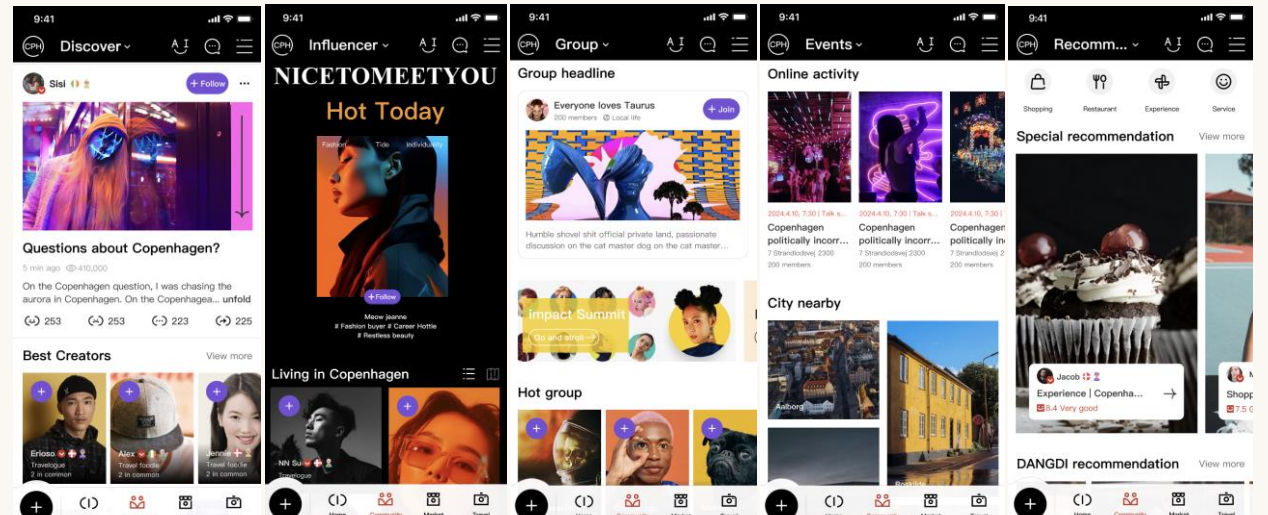(*value added services)

Request a DEMO

DANGDI

Information

Homepage | Magazine | News | Video

Community

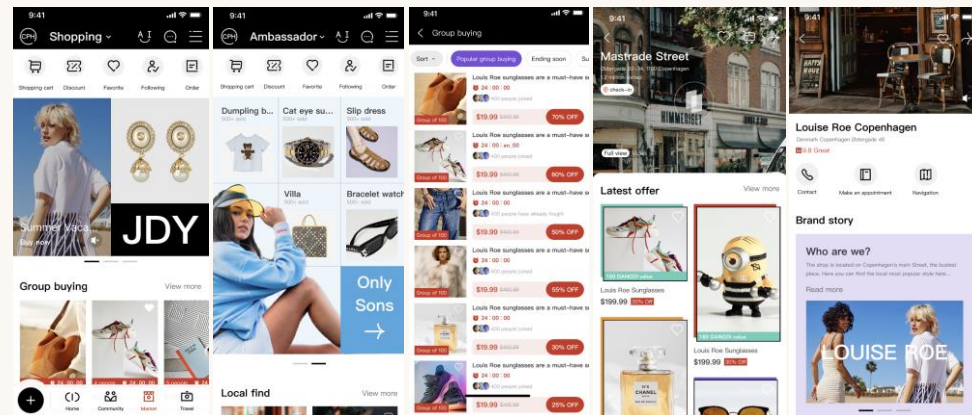Forum | Influencer | Group | Event | Recommendation
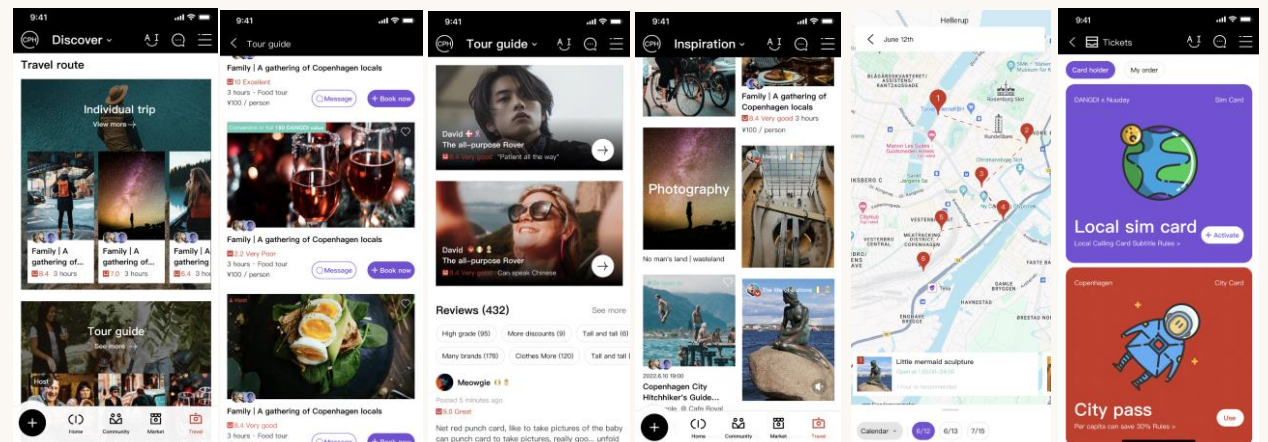
Market

Homepage | Ambassador | Group Buying | Online street | Online Store

Travel

Travel Route | Experiences | Tour Guide | Inspiration | Calendar Tool | Tickets

〈I〉DANGDI

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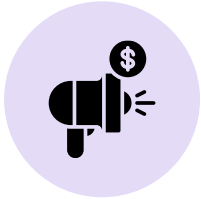
Monetizing

Advertising
CPM model

e-Commerce
Transactions
Subscriptions
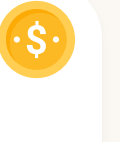
VAS
Experiences
Ticketing, VAT reclaim

See MONETIZING video ▶

DANGDI

Playbook
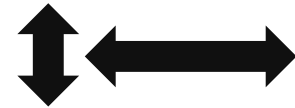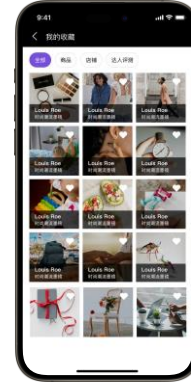
Competitive "sweet spot"

Chinese tech giants

WeChat · Red/XHS · Mafengwo · Meituan

⚠ CCP censorship

⚠ Geopolitics: potential banning

⚠ Foreign sellers: concerns of trust and data

⚠ Mediocre local content quality – no topic structure

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

DANGDI

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USPs

Share of Consumer Mind (SCM)
4 feeds : local, community, eCom, travel
Horizontal + Vertical scroll

08

01

Provides consumer segment with
exactly what they will want

McKinsey & Company   BCG BOSTON CONSULTING GROUP   nielsen

Can grow in scale and scope
without high operation and
marketing costs

07

02

Can grow into an **International monopoly**

Can turn into a
'consumer-producer network':
high **network effects** and **virality**

06

03

Targets 3 of the **Worlds biggest, fastest growing and cash-rich**
B2C markets

#1 digital Power:
a +10x improved end-to-end UX

05

04

Merges **Social+, Travel, eCommerce and Gamification**
in one comprehensive platform

DANGDI

DAU growth and expansion plan

Nordics + Netherlands — M1 — 15k

Germany, Spain — M3 — 38k

UK, Ireland — M4 — 78k

Italy, France — M5 — 200k

Rest of Europe — M6 — 388k

Canada — M7 — 575k

US — M8 — 800k

Rest of the World — M9, M10 — 1.5M

See OPERATIONS video ▶
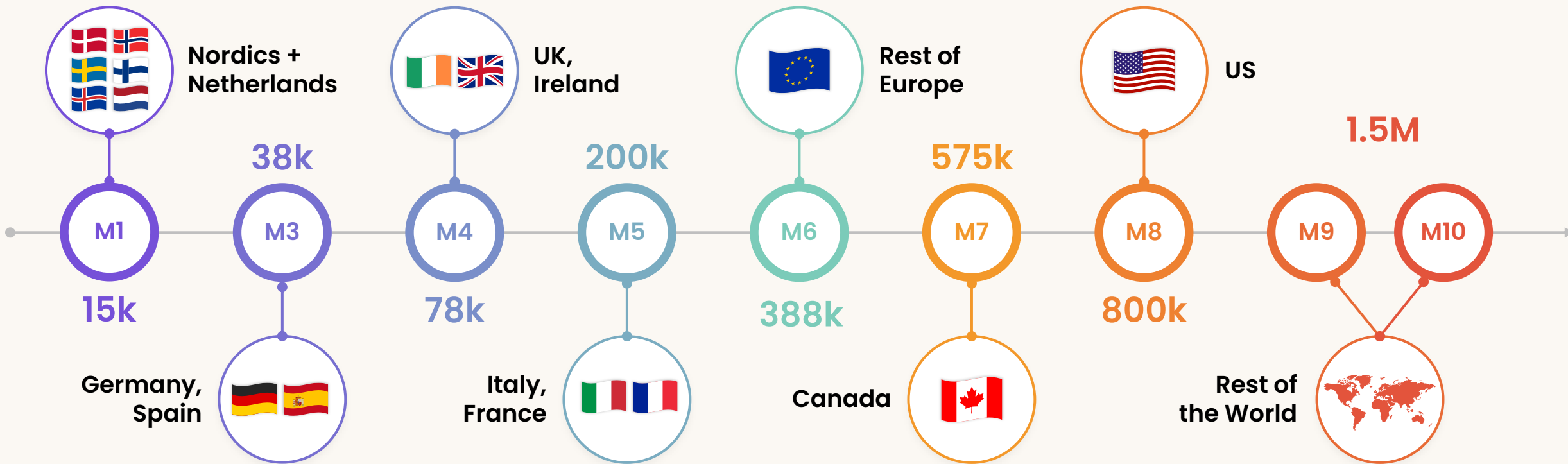
DANGDI

TRACK RECORD

91%
want to use Dangdi

500 Chinese in Denmark surveyed

100% are interested in the Dangdi services

415k
readers

Lifestyle magazine → dangdi.life

512 articles, 27 bloggers

86%
penetration

Chinese in Denmark

Reached organically in under 2 months

30k
Dangdi
SIM cards

Nuuday partnership (largest Telco in Denmark)

- Targeting Chinese tourists.
- Covers 33 countries in Europe
- only SIM service in market, managed with WeChat mini-program

DANGDI

Team

Min Liu (COO)

Mba, B.A.

Min has worked 5 years at Tencent - China's largest Social Media and Tech firm. She has acted as a senior manager in both WeChat Interactive Entertainment and WeChat Business Department. She was responsible for strategic planning, product design, development and user acquisition of several WeChat services, among others, Group-, Smart City Feeds and WeChat Pay.

Jacob Juul-Lou (CEO)

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

Jacob has previously worked within management consulting with focus on digital strategy, innovation and eCommerce at AP Møller Mærsk, Price Waterhouse Coopers and Ernst & Young. He also worked 3 years with Deutsche Bank in their alternative investment department. He has lived 3 years in China and speak Mandarin HSK level 3.

Roy Chen (CMO)

B.A. (CMO)

Roy has worked 3 years with Tencent with focus on Gamification, Metaverse and Web3 innovations. Previously he has worked with Riot Games, iDreamsky and iReadyGo as product- and marketing manager. Roy has been responsible for user acquisition, growth strategies and market positioning in all his jobs.

Mikkel Lindhard (CTO)

M.Sc. Computer. Eng.

Mikkel has worked with numerous start-ups and SMEs, developing more than 100 B2C and B2B applications. Membership services, SoMe integrations, payment- and ecommerce systems – most often with headless architecture. Mikkel is also co-founder of 5 Nordic start-ups and has served as a full-stack developer and project manager in all.

Yiqing Ling (CDO)

M.A Media & Info.

Yiqing has worked as UX/UI Lead with Bytedance for 2 years. She was responsible for designing part of the new TikTok eCommerce service. Previously she worked 3 years at Ctrip in collaboration with 8 different design teams. In 2020 she won "the Best Team" award and "project breakthrough award" for most innovative design.

Fang Zhiyong (CIO)

M.Sc. Computer. Eng.

Fang has worked more than 18 years with backend engineering and system integration. He has built applications for process automation, security, document- and project management systems. He has managed numerous engineer teams within AI, IoT, cloud, diagnosis, data synchronization and QA/testing.

See TEAM video ▶

◖I◗ DANGDI

Financials
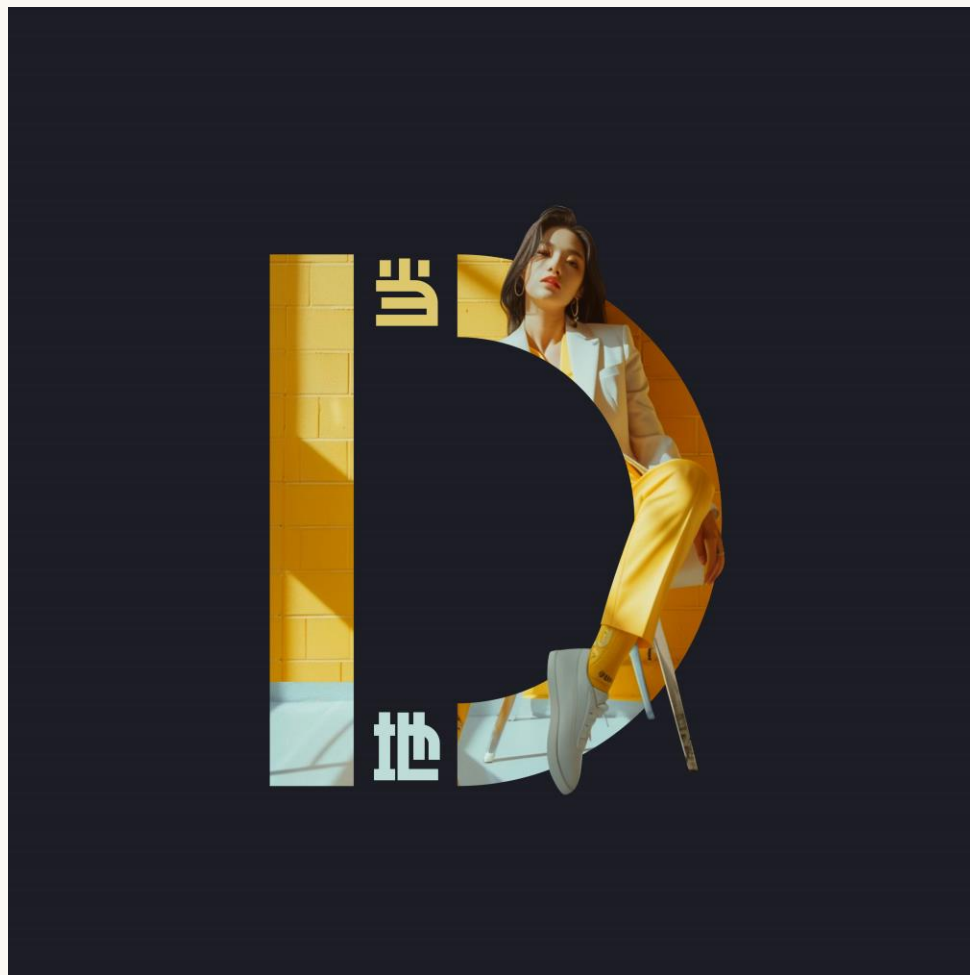
Results ($)	Year 1	Year 2	Year 3
Users			
MaU	160.990	1.871.264	3.988.278
DaU	80.495	935.632	1.994.139
Merchants	-	1.315	20.106
Costs			
Staff	756.223	3.632.796	6.474.378
OpEx	92.972	240.605	508.053
Marketing	143.271	1.289.123	3.067.907
Total costs	992.466	5.162.525	10.050.337
Revenue			
Advertising	-	1.470.424	5.252.979
GMV	-	322.054	517.230
Subscriptions	-	379.402	1.065.161
Gross revenue	-	2.171.879	6.835.371
Gross Profit	-756.223	-1.460.917	360.993
Operating Profit	-992.466	-2.990.645	-3.214.966
Investment	1.000.000	3.000.000	5.000.000

See FINANCIALS video ▶

DANGDI

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6 out of 6 Superpowers

A dramatically improved user experience
- Dangdi provides a +10 UX improvement compared with incumbents [Request a Demo]

Platform business model
- Dangdi can grow into "an airplane" - while a traditional business is "a car" [*]

Network effects (NE's)
- Dangdi can empower substantial NE's: i.e.: merchants<->consumers or travelers<->diaspora users
- This can mean fast user growth when NE's kick in and reduce marketing costs significantly

Competitive advantages
- Dangdi can leverage market driven moats, build switching costs and generate a high share of consumer mind (SUM)

Virality
- Rapid Global adoption, is a realistic scenario once Dangdi takes off

Fast and low-cost scalability
- Dangdi can scale at low marginal costs which will be critical when launching Dangdi

(*) "Platforms are eating the World": 7 of the 10 most valuable companies globally are based on platform business models. 30% of global economic activity is predicted to be mediated by platforms in 2030, but only 2% of incumbents have a platform strategy today. 60% of all Unicorn start-ups are platform businesses.

DANGDI

"This is an interesting business idea"

Jeff Towson is one of the Worlds leading tech consultants

- *Former Asia investment banking head at Morgan Stanley*
- *Professor at Peking University*
- *Co-authored several books with McKinsey partners*

https://jefftowson.com/ →

DANGDI

ZUPERSOFT.COM

MORE DETAILS