



Gramersi

# About

Gramersi is a digital publisher – specialising in consumer and retail startup news, content, insights and events.

## **For Consumers:**

We make it easy for you to discover the latest products, and learn about them through high quality news and video content. Find what you're looking for easily on Gramersi, today.

## **For Startups:**

We support startups and provide them with a PR platform, by featuring them on the Gramersi news channel, as well hosting a range of meet-ups, seminars and conferences.

# The Team



George Taylor

Founder, CEO and Chief  
Editor



Ashley Gibbs

Co-Founder and CTO



Laurene Rey-Millet

Co-Founder and Chief  
Journalist

# What We Do (Phase 1)

- Article based content (brand features currently, with a view to diversifying)
- Video content (THOUGHTcasts, ADVICEcasts, and PRODUCTcasts)
- Events (virtual currently, with a view to going physical after COVID).

# Who We've Worked With:

**Brands:** War Paint For Men, Jecca Blac, Waken, smol, Piccolo, The Cheeky Panda, Dr.PAWPAW, Insu Beauty, True Skincare, Hunter & Gather Foods, Posey Yoga, M+LKPLUS, Barenaked, Beautifect, Karl Lagerfield's Choupette, Oh My Lash, STYLPRO, Dame, Philip Kingsley, Sweets In The City, The Comfy, Altruist, Partridges, and Moxi Loves.

**Entrepreneurs:** Iasha Masood, Camilla Ainsworth, Ross Mendham, Dr Tara Lalvani, Tom Pellereau, Sarah Lynn, Tim Campbell MBE, Andrew Bloch, Levi Roots, Melanie Blake, and Pamela Laird.

**Companies/Media Partners:** True, Zine, and Sheridan&Co.

# The Problem + Solution

- For retail start-ups: it's difficult for them to get good PR
- For consumers: it's difficult to discover the innovations they actually want (i.e. eco-friendly x, y, z).
- Currently, there are NO retail startup magazines in existence. There are plenty for tech start-ups (i.e. TechCrunch). We want to be the TechCrunch for retail start-ups.
- Also, for consumers, there are limited ways to discover new innovations. They have to get lucky on Instagram, Google or on news sites, but we bring everything together under one platform.

## The Solution?

- For brands: quick, easy exposure
- For consumers: quick, easy product discovery

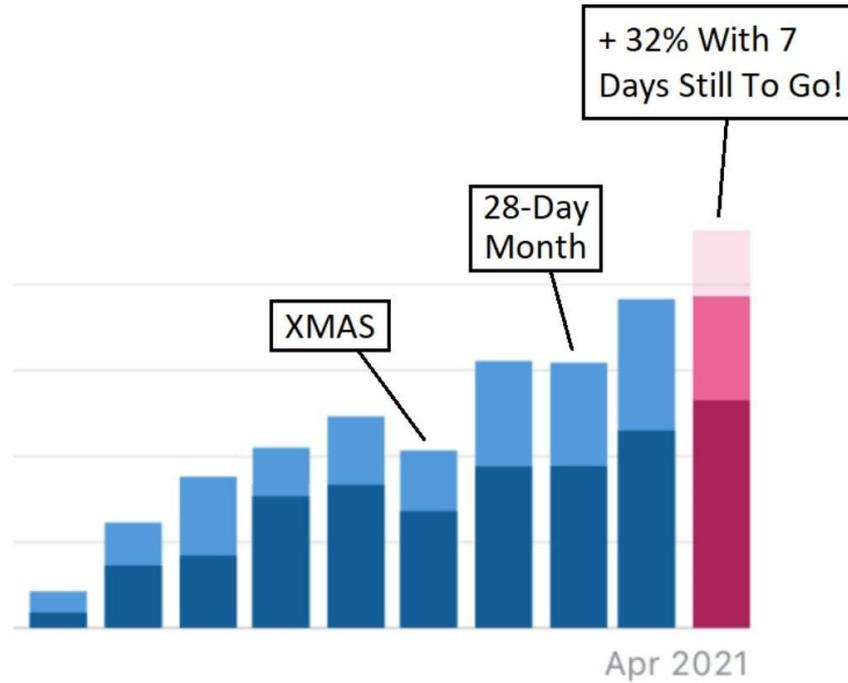
# The Market

- Nearly half a million new businesses were registered in the UK in 2020, according to data from Companies House.
- The most popular new business venture in 2020 was in the retail sales sector, including online and mail order retail, with 22,011 new registrations in this field (OUR MARKET).

# Competitors

As we only focus on retail startups, we don't have any competitors currently, however there are some other generalised startup magazines, such as Techcrunch, and a few eco-friendly ones (we cover a lot of eco-friendly products).

# The Stats:



Our two largest traffic sources are Google (1st), and Facebook (2nd).

# Early Revenue Traction/Indicators

to me ▾

Thanks for sending this George! Could you please let me know how many unique hits your website receives on average per month and if we wanted to place an advertorial in the future what the cost would be?

Kind Regards,

Lisa

Lisa Allen

# Revenue Streams (Phase 1)

- Google AdSense across the website and YouTube.
- Paid ads/campaigns, brand partnerships, and video sponsorships.
- Influencer marketing databases for brand partnerships.
- Event tickets and sponsorships.

## Phase 2 Roll-Out (2022)

- Launch the first ever startup marketplace.

## Phase 3 Roll-Out (2022-3)

- Launch a custom news platform, and migrate existing content from WordPress to new custom news site.

## Phase 4 Roll-Out (2024)

- Make everything shoppable and 'one-click.'
- Possibly roll-out an app.

## The Mission/End Goal

- To be the world's first and only shoppable startup news platform and marketplace/app, where it's easy to enjoy content, buy products, and discover and buy the latest innovations quickly and easily.
- Data will curate the experience for users.

## Revenue Streams (Phase 2-3-4)

- Existing revenue streams from phase 1.
- Commissions on items sold from marketplace products.



Gramersi.com