



# Braccet Pitch Deck

**Presented by Kamran & Akash**


# The Problem

The influencer marketing landscape is rapidly evolving, but significant challenges remain:

- **Fragmented Communication:** Brands and creators often struggle with fragmented communication channels, leading to misunderstandings and inefficiencies.
- **Campaign Management Complexity:** Managing multiple campaigns across different platforms can be cumbersome, leading to missed deadlines and inconsistent messaging.
- **High Agency Fees:** Traditional agencies charge steep fees, which can eat into the budgets of both brands and creators, making it difficult for smaller players to participate.

These issues result in wasted time, increased costs, and missed opportunities for both brands and creators.





**\$31.5**  
**billion by 2025**

# Market Opportunity

The influencer marketing industry is experiencing explosive growth, presenting a substantial opportunity for Braccet:

- **Market Size:** The global influencer marketing market was valued at \$16.4 billion in 2022 and is expected to reach \$31.5 billion by 2025, growing at a CAGR of 20.3%.
- **Growth Trends:** Increasing social media usage and the growing preference for authentic, peer-driven recommendations are driving this growth.
- **Target Market:** Our initial focus will be on the Indian market, which is rapidly expanding in the digital space, followed by global expansion.







# Our Solution

Braccet addresses the challenges in brand-creator collaborations with a comprehensive platform designed to streamline the entire process:

01.

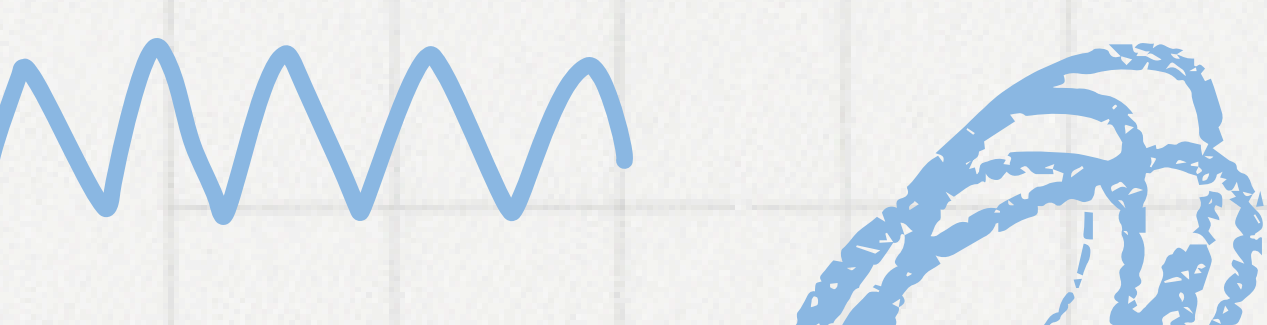
Connecting the Right Brand with the Right Creator: Our system matching ensure that brands find creators who align perfectly with their campaign objectives and audience. This targeted approach maximizes the effectiveness of each collaboration.

02.

End-to-End Digital Solution: Braccet aims to be the go-to digital platform for every stage of a campaign. From the initial contact and campaign brief to execution and creator payment, our platform handles it all. This seamless process reduces friction, saves time, and ensures a smooth experience for both brands and creators.

03.

By integrating all these elements into a single platform, Braccet simplifies the collaboration process, making it more efficient and transparent for everyone involved.



# How It Works

**01**

Platform Dashboard: Users have access to a centralized dashboard where they can manage their campaigns, track performance metrics, and communicate with collaborators.

**02**

Campaign Creation: Brands can create and launch campaigns easily, setting budgets, timelines, and objectives. Creators receive clear briefs and deadlines.

**03**

Creator Profiles: Creators have detailed profiles showcasing their metrics, previous collaborations, and audience demographics.

**04**

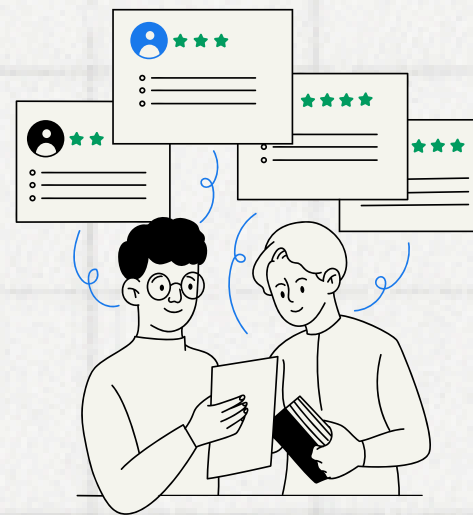
Analytics & Reporting: Both brands and creators can access comprehensive analytics to measure campaign success and optimize future strategies.

# Target Audience



01

Creators



02

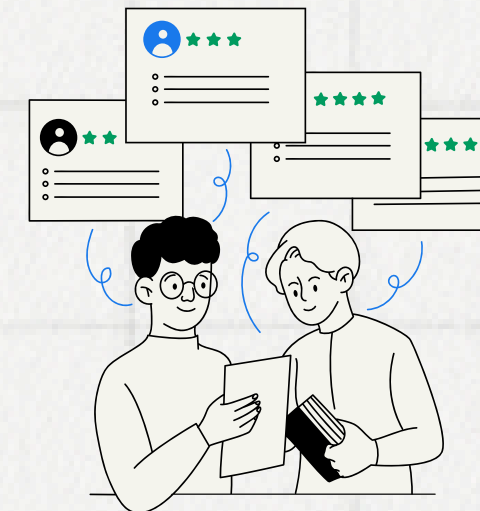
Brands



03

agency

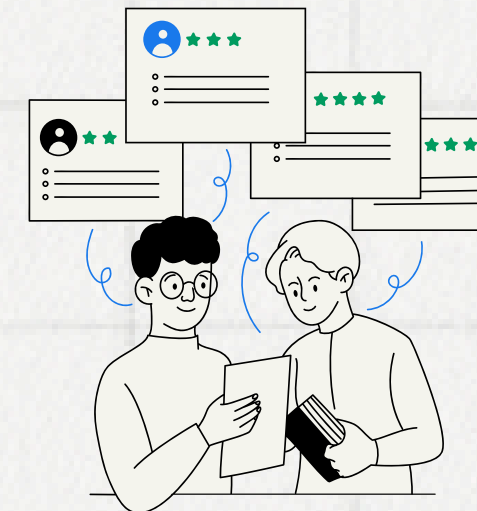
# Creator – Brand



**Brands can create campaigns that are visible to creators on our platform, allowing creators to browse and apply to the ones that fit their style. Similarly, creators can explore brand profiles to find opportunities that match their interests and audience, making collaborations easy and effective.**



# Agency – Brand



Agencies can manage multiple creators by subscribing to Braccet, allowing them to create and oversee campaigns on behalf of their clients. Brands can collaborate with agencies to access a wider pool of creators, setting campaign objectives and tracking performance all in one place. This streamlined process ensures that agencies can efficiently manage their creator networks while brands benefit from expert-led campaigns that drive results.

# Competitive Landscape

Infloso



Infloso is a brand-creator collaboration platform that focuses on connecting influencers with brands to drive successful partnerships. It offers tools to help brands discover suitable creators for campaigns and track the performance of these partnerships. Infloso emphasizes simplicity, aiming to make influencer discovery, communication, and campaign monitoring more efficient. It's often used by brands looking to streamline influencer marketing and by creators seeking new brand opportunities. However, unlike Braccet, Infloso may not cover the full campaign lifecycle or offer the same pricing flexibility for different user types, which are core features Braccet is designed around.



# Business Type

## Braccet's Unique B2B2C Model

Braccet operates as a dynamic B2B2C platform, serving brands, agencies, and creators in one seamless ecosystem.

**B2B:** We empower brands and agencies with powerful tools to manage end-to-end campaigns, find the perfect creators, and scale collaborations. With tiered subscription options, agencies pay based on the number of creators managed, while brands enjoy flexible packages that grow with their needs.

**B2C:** Our platform also serves individual creators, enabling them to independently access campaign opportunities. Creators are charged a fair commission per campaign, supporting accessible entry and rewarding high engagement.

This hybrid model fosters powerful brand partnerships while ensuring that every creator, big or small, can access valuable opportunities, making Braccet the ultimate destination for growth-focused brand-creator collaborations.



# Business Model

Braccet's revenue model is designed to be both scalable and fair:

- For Brands: We offer a subscription package of ₹xx,xxx per month for up to 5 campaigns. Additional campaigns can be added at an incremental cost.
- For Agencies: Agencies managing multiple creators will pay a tiered subscription fee based on the number of creators:
  - Up to 100 creators: ₹15,000 per month
  - 101-300 creators: ₹40,000 per month
  - 301-500 creators: ₹70,000 per month
  - 501-1,000 creators: ₹100,000 per month
- For Creators: A commission of 4-5% per campaign, depending on their exclusivity and volume of work.





# Braccet's Customer Acquisition Strategy

01

Targeted Outreach: Engage brands and agencies via LinkedIn and industry events.

02

Referral Program: Incentivize referrals with commission discounts and perks.

03

Content & Education: Share insights, webinars, and best practices for engagement.

04

Strategic Partnerships: Collaborate with marketing agencies and incubators.

05

Building in Public: Share our journey online to build transparency and trust.

# Market Size

## India and Global UGC Landscape

**\$150 million**

### India

The User-Generated Content (UGC) market in India is rapidly expanding, fueled by a growing digital population and the rise of social media influencers. In India, the UGC market is estimated to be worth over \$150 million and is projected to grow at a CAGR of 28% over the next few years, driven by increasing smartphone penetration and internet accessibility.

**\$4 billion**

### Global

Globally, the UGC market is even more substantial, valued at approximately \$4 billion in 2023, with an expected growth rate of 25% annually. This growth is driven by brands increasingly shifting their advertising budgets towards influencer-led content due to its authenticity and higher engagement rates. Braccet is well-positioned to tap into both the Indian and global markets by offering a streamlined platform that caters to the evolving needs of brands, creators, and agencies.

# Team at Braccet



**Kamran Razvi** : Founder & Product Manager

- Focused on product development and user experience, leveraging a background in product management and a passion for entrepreneurship.



**Akash**: Co-Founder & Technical Lead

- Responsible for overseeing technical development and ensuring platform scalability, with expertise in engineering and startup innovation.



# Total Funding Request: ₹10,00,000

Braccet's UI and workflow design have already been completed, positioning us for efficient development.

- 1. **Development Costs:** ₹4,00,000
- 2. **Hosting and S3 Storage:** ₹40,000 (2 years)
- 3. **Branding and Marketing:** ₹2,00,000
- 4. **Legal and Accounting Services:** ₹40,000
- 5. **Operational Contingency:** ₹3,80,000

**Total Ask: ₹10,00,000**

This budget covers all essential costs to ensure a successful launch and growth for Braccet.




# (Phase 1)

For the initial phase of Braccet, we are targeting the Indian market, specifically focusing on UGC creators who primarily operate on Instagram. Instagram remains the preferred platform for UGC creators due to its visual appeal and massive user base. In India, there are over 230 million active Instagram users, with a significant portion actively engaging in content creation and brand collaborations.

The UGC creator segment on Instagram in India is estimated to be worth around \$150 million, growing rapidly as more individuals turn to content creation as a viable career path. By concentrating on this niche, Braccet aims to provide a tailored platform that addresses the unique needs of Indian UGC creators and brands looking to leverage Instagram's extensive reach for their marketing campaigns.





# Thank you very much!

[braccet.co](https://braccet.co)