



magmatao

A B2B marketplace of China-related services

Find the best
service providers
for doing
business in China

A project by **Voodoo Lily** Oy

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China is a **huge opportunity** for international companies, but **finding a reputable service provider** for doing business in China is **hard**.

How to bring a new product to Chinese market: Competences and the steps required



Legal, Tax, Financing, and Accounting Services

- Offshore holding company & domiciling strategy
- Onshore China company formation, registration, & licensing
- Contract strategy, review, writing, & management
- Labor law
- Legal support for regulated industries
- Tax strategy & tax accounting (China tax filings)
- Bookkeeping & corporate finance support
- Payroll & employee benefits
- Commercial banking (checking accounts, merchants services, etc.)
- Debt & equity financing
- International remittance
- Foreign exchange & investment
- Merger & acquisition support

Strategy, Partnerships & Sales

- Industry & regulatory mapping
- Competitive landscape assessment
- Go-to-market strategy
- Channel building
- Partnership building
- Lead generation
- Sales enablement
- Executive recruiting

Strategic Communications & Digital Marketing

- Marketing & communications strategy
- Official Wechat and other Chinese social media account setup & management
- Wechat mini-app design & development
- Customer discovery & focus groups
- Operations & content audits
- E-commerce strategies & solutions
- Creative direction, storytelling, & copywriting (in Chinese)
- Website development & registration
- Performance marketing on WeChat, Baidu, Alibaba, and a host of other platforms

Management Consulting

- Market entry
- Competitive landscape assessment
- Product strategy
- Organizational strategy
- Executive and large-scale recruitment
- Operating model design



magmatao

The **Magamtao marketplace** helps businesses discovering, selecting, and purchasing services from vetted service providers who are experts in China-related matters.

Magamtao is the **digital gateway to the world's biggest market.**

Problem vs Solution



Current process vs Magmao

Magmao makes it simple to find service providers!



Current process

- Internet search / asking recommendations
- Laborious vetting process to secure trustworthiness:
 - Asking for endorsement
 - Checking credentials
 - Culture & tech screening
- Contacting & RFQ
- etc.

Magmao's process

- Choose the best service provider for your company's needs from a list of pre-screened candidates.

The Business Model



There are several ways to monetize Magmatao Marketplace:

Subscription

- ✓ Monthly subscription from service providers, to be listed on the marketplace
- ✓ Tiered pricing model

Commission

- ✓ Commission for services bought through the marketplace

Advisory

- ✓ Paid Advisory services for customers for matchmaking
- ✓ Tiered pricing model

Fixed fees

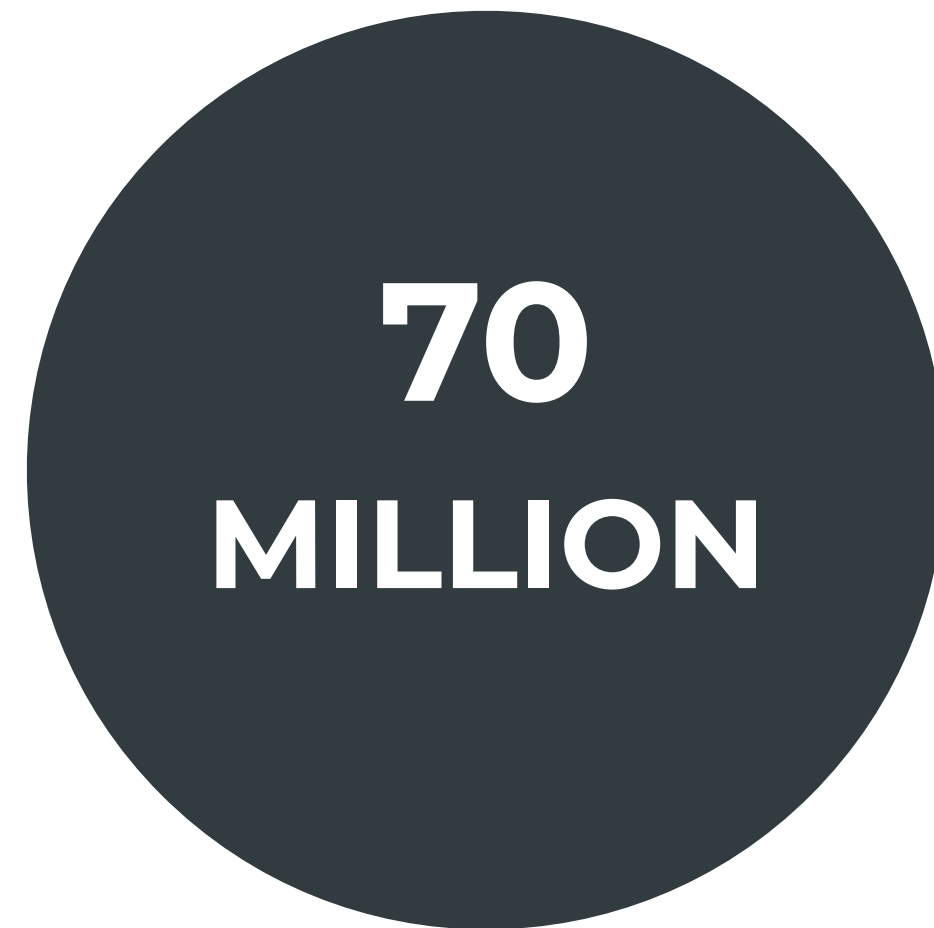
- ✓ Fees for the use of collaboration tool, that allows the execution of prepared workflows.

The market size

Service providers

SOM

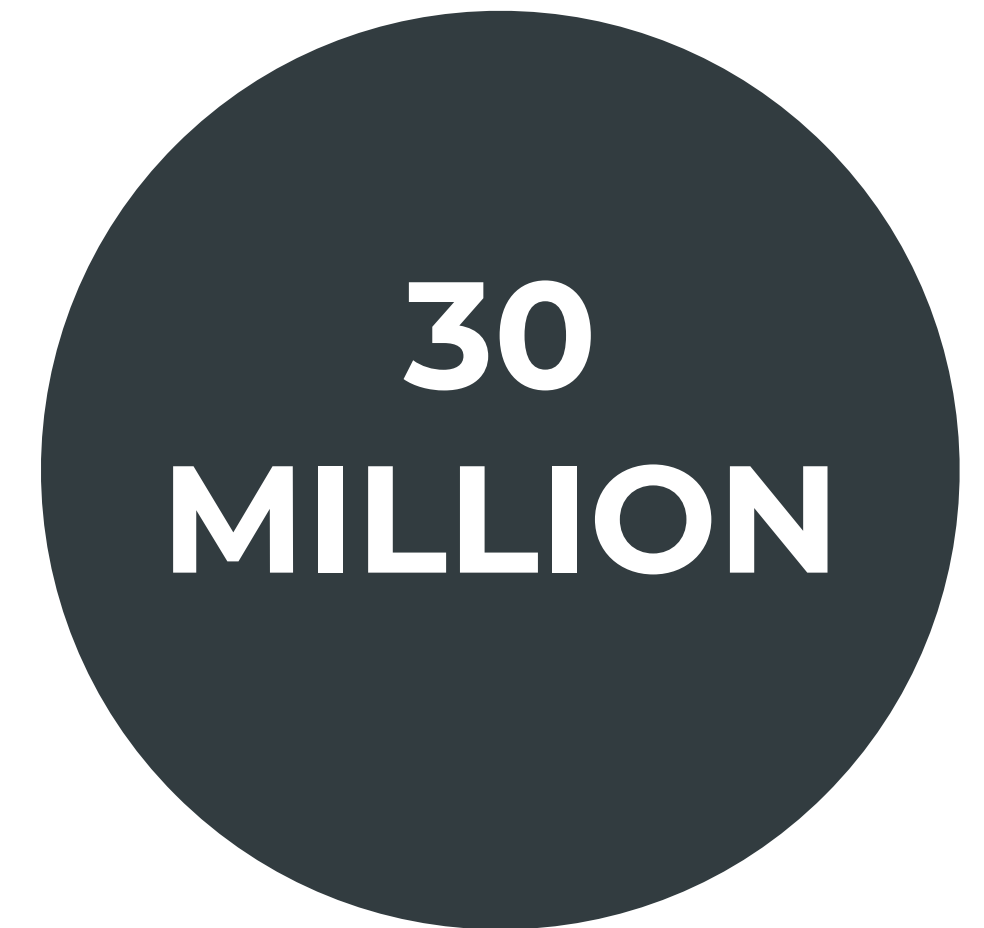
YEARLY
REVENUE



Customers

SOM

YEARLY
REVENUE



100 million

YEARLY REVENUE

The Competition



	SUPPLIER: COMPANY	SUPPLIER: FREELANCER	CHINA- FOCUSED	SERVICE FOCUSED	SUPPLIER VETTING	BUY SERVICES	TASK-BASED WORKFLOWS	REQUEST FOR QUOTE
Magmatao	✓	✓	✓	✓	✓	✓	✓	✓
<u>Alibaba</u>	✓	✗	✓	✗	✗	✗	✗	✓
<u>Upwork freelancer platform</u>	✗	✓	✗	✓	✓	✓	✓	✗
<u>Elancemarket</u>	✗	✓	✗	✓	✓	✓	✗	✗
<u>getcredo.com</u>	✓	✗	✗	✓	✓	✗	✗	✓



How the marketplace fits in our current product lineup

Magmatao main website:

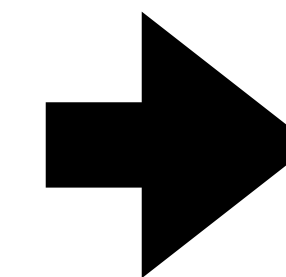
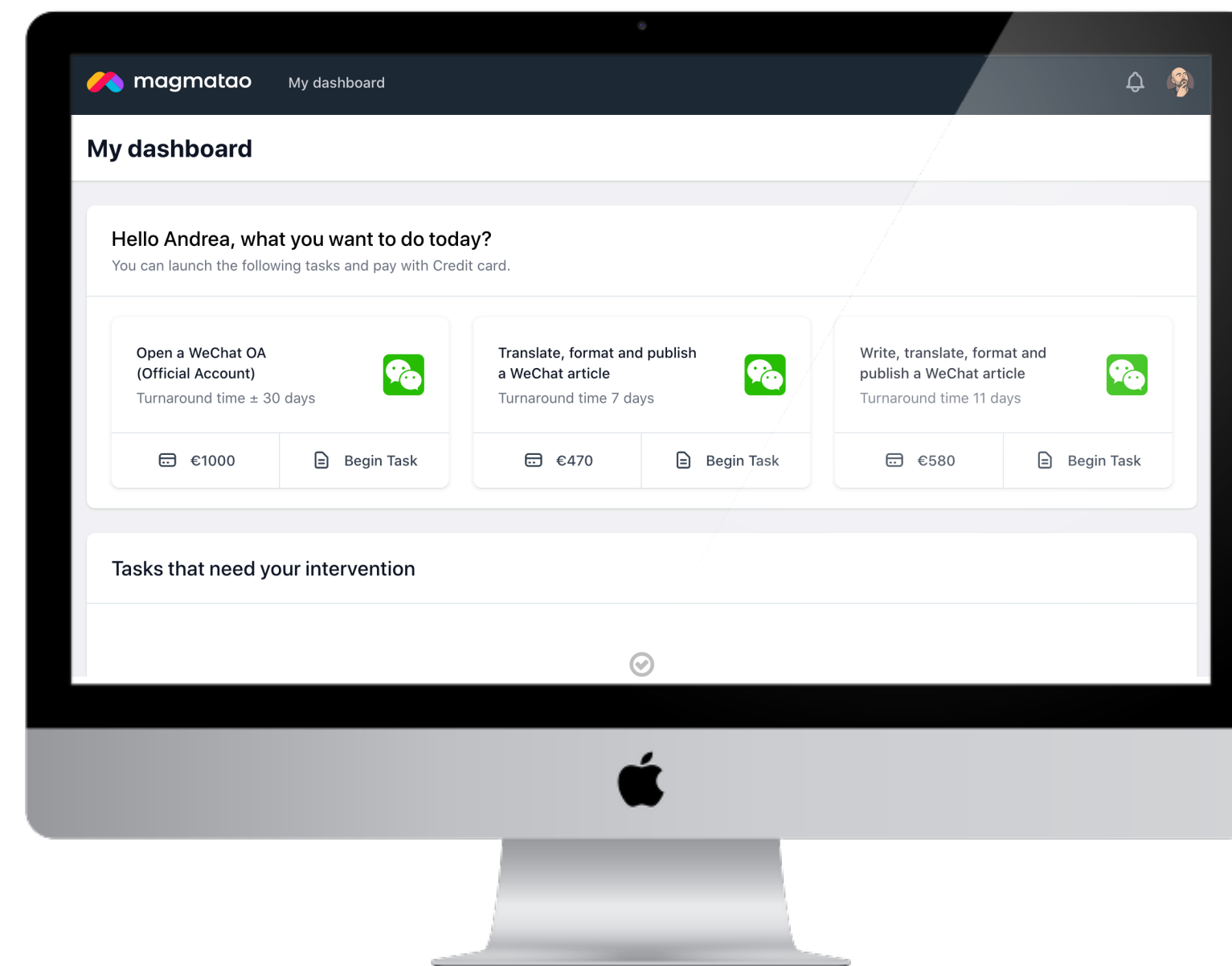
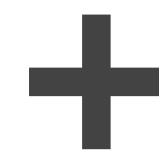
magmatao.com

Currently: Chinese social media marketing SaaS

Magmatao collaboration tool

Now in use at app.magamatao.com

now optimized for Chinese social media marketing



Magmatao marketplace

Founders



**Andrea
Balzarini**

CTO

Websites since 1995.
Ran an IT/design studio
/consultancy for 16Y.

+



**Grace
Zhang**

COO

Former marketing
director in Shanghai.
Ex Uber, Ogilvy.

+



**Mona
Taponen**

CEO

M.A. from the Helsinki
Media Lab/
Aalto Ventures Program.
Ex Rovio, Anima Vitae.

+



**Sean
Wang**

CFO

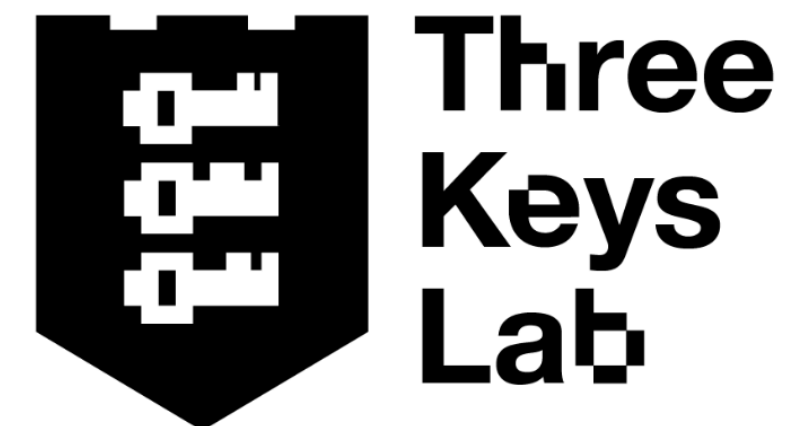
MBA, Hanken PhD, solid
East Asia network.

+

Board of Advisors

- **Monika Liikamaa**
Enfuce CEO
- **Jukka Jokinen**
Helsinki Partners, finance
- **Roberto Zagni**
KAITO Insight, senior architect /
marketing automation

Our Clients





WHERE WE ARE NOW



Marketplace is in the pre-alpha stage and is not yet open to the public.

The collaboration tool is available for WeChat-related tasks.

PRE-SEED



We now ask **370K €** at 4M post-money valuation to:

- product development
- finding the first key hires
- launching the product and scaling up the sales globally.

SEED



Seed of **660K-1M €** at 7-8M post-money valuation



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