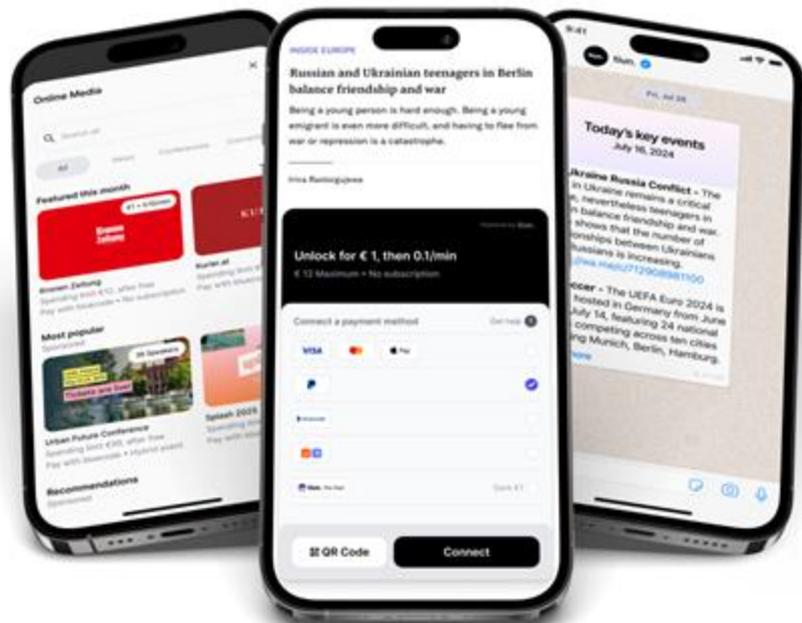


Changing how the next generation will consume and pay for content online

tiun offers businesses the commercial infrastructure that drives millions of users to their service, increase customer spend and engagement.



Powered by **tiun.**

Modern consumers don't want to create a **new account**, save his **credit card** and commit to a **monthly subscription** anymore.

There is a **shift in consumer habits**. People crave **convenience** and **flexibility** and are **willing to pay top dollar** for it.

On a regular online platform that offers paid content

Low conversion

1% subscribes. 99% leave without buying.

Main cause for low conversion

Low retention

70% churn within 3-6 month.

Main cause for low retention

🔒 **First-party data**

Forced account creation is an initial hurdle.

🔒 **Exploitation**

Binge and cancel after free trial. Account sharing.

📄 **Subscription fatigue**

High upfront commitment and lock-in period.

📄 **Lack of personalization**

Content is not tailored and engaging enough.

Growing industry

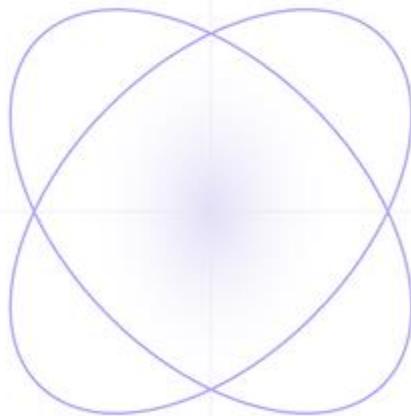
Market size \$600bn +

Online media & entertainment is still one of the fastest growing industries (CAGR 14%)

Growing user base

3bn + wallets in use

Mobile payments have gained in popularity.
3bn+ wallets global. 160m+ Europe.



Advanced technology

A2A Payments

A2A payments allow for more flexibility and lower merchant fees.

New regulation

Open Banking | iOS 18.1

Open banking APIs and new iOS Update introduced new APIs for NFC transactions.

Create a **better onboarding and payment experience** for younger audiences.

While driving **more traffic** to a business website,
increase consumer conversion and retention.

Across all industries



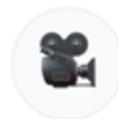
Online Media



Conferences



Concerts



Streaming

Allow consumers to **connect their mobile wallet** with an **application in one click** to **identify themselves** and **pay for the time they consume** a service.

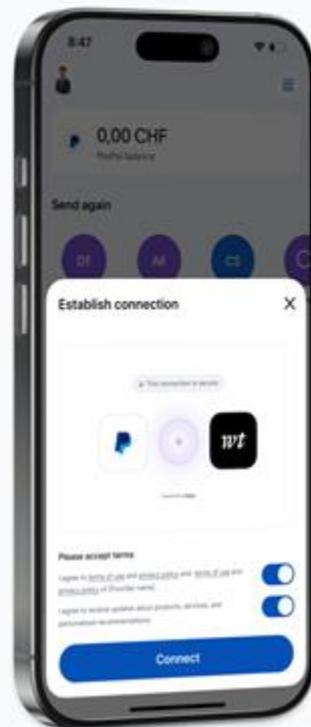
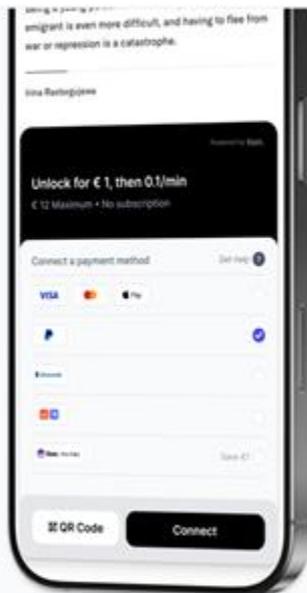
For users

- ✓ No registration / passwords
- ✓ No monthly commitments
- ✓ Higher security

For businesses

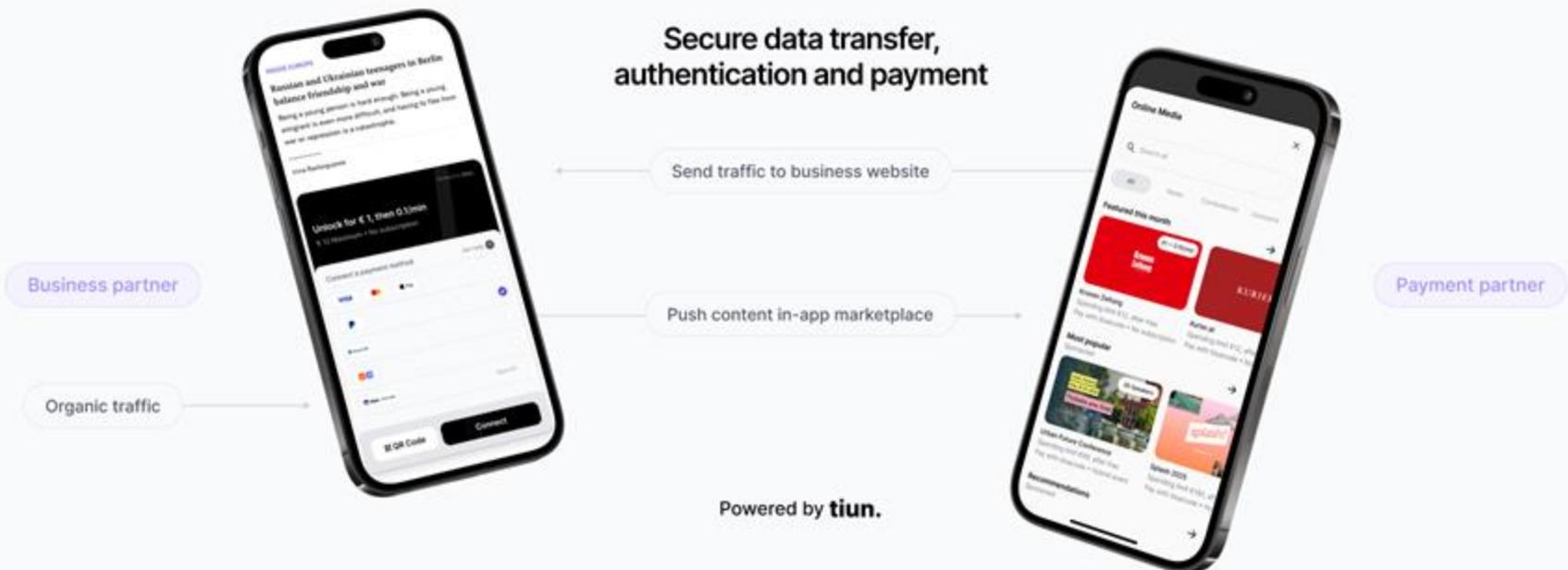
- ✓ Higher conversion
- ✓ Capturing first-party data
- ✓ Low-code integration

Solution



Powered by **tiun.**

tiun provides the commercial infrastructure for **businesses** and **payment partners** to grow their revenue.



We get paid a **SaaS Fee** for providing the infrastructure **and earn on every transaction.**

We are on track to hit
\$1M ARR in 2025

Business model

\$189-499

Monthly SaaS fee

10-20%

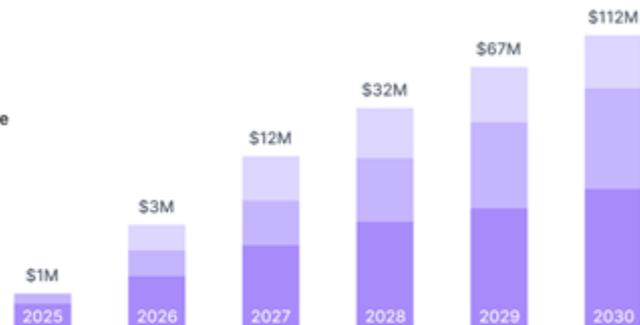
Transaction fees

60%

Ads revenue share

Forecast

- SaaS fee
- Transaction fees
- Ads revenue share



ICP Contract Value \cong \$60k p.a.

Consumers and businesses love our product

Business clients

50+

MoM Growth

18%

Average spend

\$3

Session / month

2-3

User Rating

4.2/5

Onboarding time (ratio)

**4x times faster.
1000x more convenient.**

'Connecting' is four times faster than 'registering' and makes consuming simple, fun and worth paying money for.

Conversion

**5% of people that
interact with tiun, connect.**

Our conversion is five times higher than that of a traditional paywall due to our seamless user experience.

Our founding team has a very complimentary skill set.

Sandro Zweig, CEO



Second time founder with 10 years of product experience in fintech and banking. Worked at 3 fintech startups, 2 exits.

Client list: BlackRock, Credit Suisse, Deutsche Bank, Zurich Insurance.

Education

Parsons, ETH, HBS

Background

Business Development, Product

Christian Heiduschke, CTO



Back-end software engineer with extensive knowledge in data algorithms, payments and smart metering.

Teaching assistant and lecturer at ETH Zurich.

Education

ETH

Background

Software engineer

Nikolaos Christoforakos, CRO



Ex-Amazon with 10 years of experience in sales and partnerships. Led the commercial organization at Moss from 0-20+MM ARR.

He has extensive experience in B2B Sales, Hiring and GTM.

Education

TUM, ESCP

Background

Sales / Growth

Head count

+4 FTEs

In the **last 18 months** we **built the foundation**
needed before we start scaling

Product

Live since 12 months
with 99% historical uptime.

Clients

50+

Funding

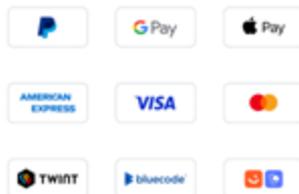
BWC  al6z...

we raised \$2.5m to date

Markets



Payment partner



Advisory network

ETH zürich  goodlive
 snowflake  GoCardless

What we want to achieve in the next 24 month

Product

Roll out ad placements engine to promote content across different market places

Funding

\$9m

New Markets



New Industry



Conferences



The **next generation** wants **more flexibility**.
Let's give it to them.



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