



BFOX

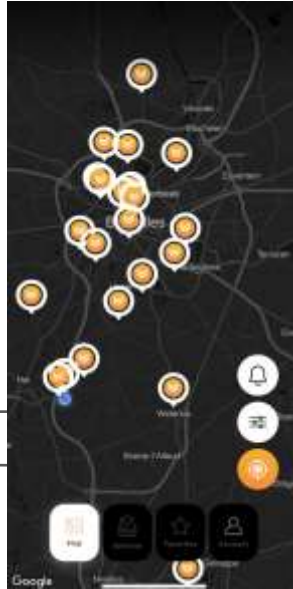
**What's BFOX?**



**What's BFOX?** BFOX is an innovative app that connects service providers (FOXs) with clients (BBFOXs) across all sectors (mobility, wellness services, etc.). It combines a unique user experience, exclusive geolocated advertising, and a community-based vision.



Service  
providers “FOXs”



Map displaying  
available FOXes  
(service providers)



Users looking for  
services “BBFOXs”



**Why BFOX is  
unique?**

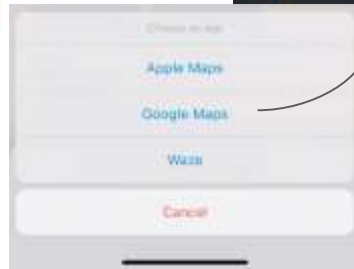
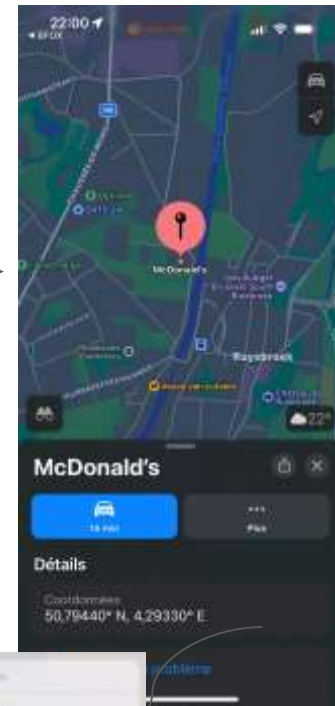
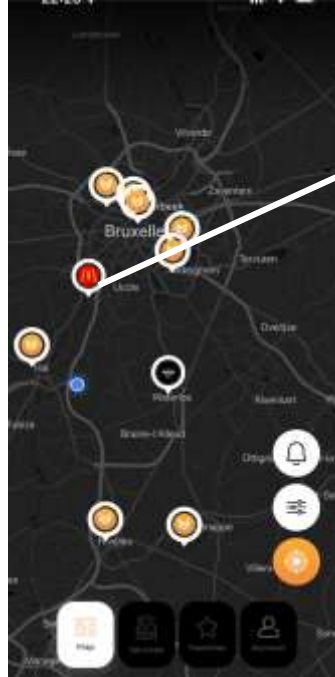
## Why BFOX is unique?

BFOX is the only platform offering geolocated advertising, filling the gap left by Waze after its acquisition by Google. This positions us uniquely to dominate a critical space in digital marketing, connecting users with businesses and service providers in real-time.

We're also the only platform that allows users to:

- Directly connect with businesses that have paid for advertising on the map.
- Book services or rooms from links provided by businesses (e.g., hotels, gyms).
- Navigate directly to the business's location—all from within the app.

This goes beyond just advertising—BFOX combines ease of use with value, making interaction seamless and intuitive.



# What's the market for BFOX?



The collaborative economy (or 'gig economy') encompasses a wide range of services offered by individuals, professionals, and freelancers.



### Market Size

**€ 1500**

billion: Estimated  
market size by 2030

### Global independent work

**% 50**

(36% in 2023)  
estimated by 2027

### Platform users

 **800**

Million in 2024

Geolocated advertising is an increasingly popular segment in the field of digital marketing. It allows businesses to target users based on their geographic location, providing greater precision and relevance in ad delivery. With the discontinuation of geolocated advertising on Waze, BFOX has a unique opportunity to fill this gap.



### Market Size

**€ 60**

billion  
Estimated by **2027**

### Engagement rate

**% 20**

higher click-through  
rate compared to  
traditional ads  
(+targeting)

### Business usage

**% 70**

of local businesses are  
moving towards  
geolocated advertising

**Which  
Monetization  
model?**





## Advertising Revenue **Projections (Sponsors) Over 3 Years**

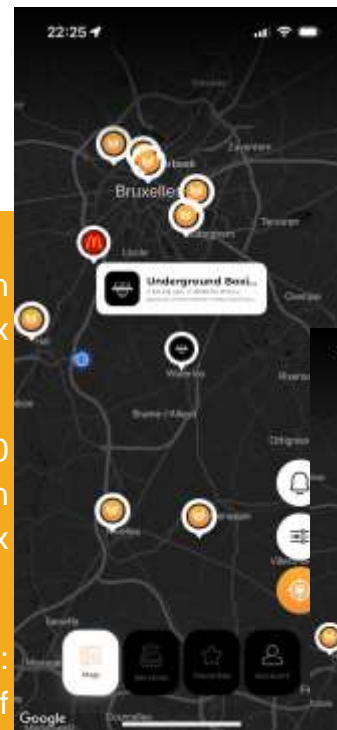
Our user base doubling every day over the past 3 months, BFOX is seeing exponential growth. We expect continued momentum as more users and businesses adopt the platform across different sectors. Our geolocated advertising is particularly attractive, offering 70% higher engagement rates than traditional online ads.

€ 4,5 M

Year 1: Secure 100 businesses for advertising with an average spend of €400/ month. Projected revenue:  $100 \times €400 \times 12 = €480,000$  annually.

Year 2: Expanding reach. Advertising revenue: Growth to 500 businesses with an average spend of €450/month due to an improved value proposition. Projected revenue:  $500 \times €450 \times 12 = €2.7M$  annually.

Year 3: Strengthening market presence. Advertising revenue: Increase to 750 businesses with a steady average spend of €500/month, thanks to a diversified advertising model and enhanced platform features. Projected revenue:  $750 \times €500 \times 12 = €4.5M$  annually.



**Launch of premium services** for users within the year, offering personalized branding and visibility services on the map.



### Premium Revenue Projections:

- **2025:**
  - User base: 100,000
  - Premium users (7% conversion): 7,000
  - Monthly fee: €5
  - **Annual revenue:**  $7,000 \times €5 \times 12 = €420,000$
- **2026:**
  - User base: 200,000 (doubled)
  - Premium users (7% conversion): 14,000
  - **Annual revenue:**  $14,000 \times €5 \times 12 = €840,000$
- **2027:**
  - User base: 400,000 (doubled again)
  - Premium users (7% conversion): 28,000
  - **Annual revenue:**  $28,000 \times €5 \times 12 = €1,680,000$

**€ 1,7 M**



# Value Proposition

# Scalability and Global Potential

BFOX is designed to scale globally. We are fully compliant with international data privacy laws, ensuring we have no barriers to entry in new markets. Additionally, BFOX requires no payment methods, making it easy for users to access and use the app without restrictions.

Our platform is gaining traction in Europe and Africa, starting with Morocco, France, and Belgium. This lays the foundation for a globally scalable model, with potential for rapid growth across multiple regions. We are already seeing increasing interest in Europe, and this cross-continental adoption reinforces the global appeal of BFOX.



**Value Proposition :** Investing in BFOX is supporting a global community based on inclusion and sharing.



### Huge growth potential

With a solid user base and major sponsors already in negotiation.

### First platform combining matchmaking and geolocated advertising

Across all service sectors.

# Digital Presence

## Website

<https://www.bfoxcompany.com>



## APP



## Social Media & Podcast



# Competitors





Mapping competitors based on price and quality (brand recognition).





# **BFOX: An Inclusive Platform Focused on Sustainability and Environmental Impact**



## Ethics and Eco-Friendly Commitment

BFOX supports **remote work**, helping to reduce carbon emissions by minimizing travel for meetings and services. Additionally, by promoting **local businesses**, we are reducing the environmental impact of long-distance transportation. Our platform fosters **inclusion**, with a commitment to accessibility for all, including people with disabilities.

Sustainability and ethical practices are at the heart of BFOX's mission. **Inclusion isn't just a principle—it's part of our DNA.** We support underrepresented communities and provide equal opportunities for everyone, regardless of their location or origin.



# STORYTELLING



## Traction and Success Stories

From **Morocco to France**, and even **Belgium**, BFOX has already delivered impactful results. Here are some user success stories:

- A retired doctor from Morocco has been mentoring young beekeepers on honey production.
- A group of Belgian women specifically hired a female driver in Morocco through BFOX, demonstrating the platform's versatility in catering to unique needs.
- An IT specialist in Morocco provided online support to a Belgian student preparing for an exam.

These stories highlight BFOX's potential to **connect people across borders** and industries, creating new opportunities for service providers and clients alike.



# Who is our audience?

In a B2B Logic – Sponsors:



- **Companies:** Fast food chains, hotels, gyms, local businesses, mobility services, etc.
- **Objectives:** Increase local visibility with nearby clients. Improve client engagement through direct call-to-actions. Maximize the ROI of marketing campaigns through geolocation.
- **Challenges:** Difficulty reaching a local audience in real-time.
- **Motivations:** Attract nearby clients in real-time, increase brand awareness in key areas, use call-to-actions for quick conversion.
- **Decision Criteria:** Platform with precise geolocation, ease of use, measurable ROI, competitive cost with high engagement rates.

## In a C2C & B2C Logic – FOXs & BBFOXs

### The Potential Fox



**Sector:** Freelancers & independents in local services (plumbers, hairdressers, fitness coaches, etc.).

**Objectives:** Find local clients and increase visibility through BFOX.

**Challenges:** Lack of online visibility and difficulty attracting regular clients.

**Motivations:** Gain flexibility, monetize skills, and simplify client search.

**Decision Criteria:** Simple platform, direct access to local clients, free access.

## The Potential BBFOX



**Sector:** Users looking for personalized local services (repairs, wellness, training, etc.).

**Objectives:** Find reliable and locally accessible service providers.

**Challenges:** Lack of time to search for reliable services.

**Motivations:** Quick, convenient solution with the ability to contact a service provider directly.

**Decision Criteria:** Ease of use, recommendations, free access, geolocation..





Team



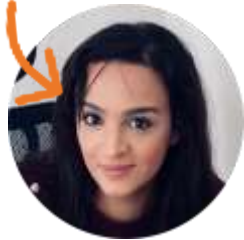
## TEAM THE “BRAIN ON FIRE”

**Fayza Boutuil**, Founder & CEO, is a Moroccan serial entrepreneur with extensive experience in **digital transformation**, **AI**, **automation**, and **project management**. She has led several large-scale projects worth more than €2 million internationally.

**Hanane Jerdioui**, Partner & CDO, has successfully secured partnerships with brands like **McDonald’s**, **Quick**, **KFC**, and several prestigious hotels and gyms. These companies are in the process of being added to the BFOX map.

**Nicolas Vermeersch**, Co-Founder & CFO, has over **20 years of experience in finance**. He leads the financial strategy of BFOX, ensuring the company's growth aligns with our long-term vision.

Founder & CEO



Fayza Boutuil



Nicolas Vermeersch

Co-Founder & CFO



Hanane Jerdioui

Partner & CDO



IT 

- Abderrahim (Network Administrator)
- Abdelquados & Ayoub (Developers Front-Back)
- Zakaria (Developer App&Front)
- Smail (Graphiste)
- Ambassadors: Younes (Canada) Mathilda & Marlon (Dubai) Issam (Morocco)

Thank you !  
Let's download the  
App!

