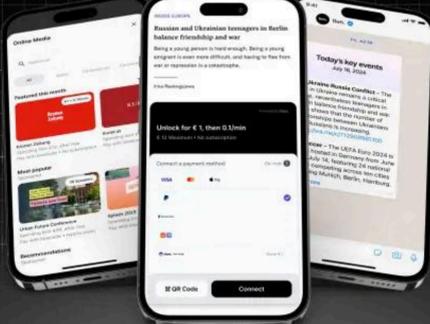


# Pre-Seed

## 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 their 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.

Snapshot

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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.

Problem

Powered by tiun.

Create a better onboarding and payment experience for younger audiences.

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

Across all industries



Online Media



Conferences



Concerts



Streaming

Vision

Powered by tiun.

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.

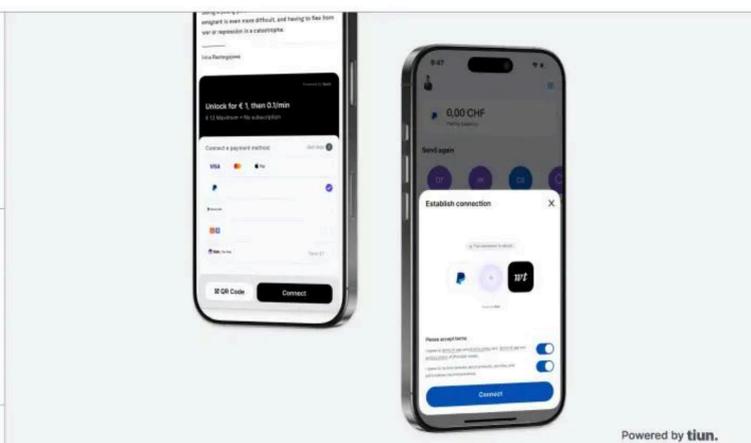
For users

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

For businesses

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

Solution



Powered by tiun.

Businesses can manage it all in one central place  
**tiun. Business**

- 🔧 Toolkit manager
- 📊 Analytics
- 👤 User management
- 📉 Pricing
- 💰 Payments
- 🔄 Money withdrawals
- 📄 Tax compliance
- 📄 Developer Docs
- 🔌 API core

Product



Powered by tiun.

Our founding team has a very complimentary skill set.

Sandro Zweig, CEO



Education: Parsons, ETH, HBS  
Background: Business Development, Product

Christian Heiduschke, CTO



Education: ETH  
Background: Software engineer

Nikolaos Christoforakos, CRO



Education: TUM, ESCP  
Background: Sales / Growth

Team

Powered by tiun.

In the last 18 months we built the foundation

<p>Product</p> <p>Live since 12 months with 99% historical uptime.</p>	<p>Clients</p> <p><b>50+</b></p>	<p>Investors</p> <p>BWC, Founderful, al6z...</p>
<p>Markets</p> <p>🇨🇭 🇩🇪 🇦🇹</p>	<p>Payment partner</p> <p>Apple Pay, GPay, American Express, VISA, Mastercard, TWINT, Skrill</p>	<p>Advisory network</p> <p>ETH zürich, adyen, goodlive, snowflake, GoCardless</p>

Status Quo

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



www.tiun.io

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Contact

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