

elopage

We empower entrepreneurs

August 2021

elopage empowers entrepreneurs of **all sizes** to create, manage and scale their online businesses within the fields of **digital products, courses, memberships and subscriptions.**

elopage

**The Powerful Synergy
of SaaS and Fintech.**

Our platform

elopage combines a page builder, payment solution, access management, sales automation features and more than 100 integrated add-ons into a **complete commerce and payment infrastructure for digital entrepreneurs.**

Creators can **set up, manage and monetise their business within less than three hours!** We replace the need for an expensive back-office or administrative team. Everything from product creation to checkout, including taxation and legal requirements, is covered.

In addition to the extensive international helpdesk by the elopage team, entrepreneurs can also access templates, themes and certified assistants to get their digital business up and running.

The Market

Rise Of a New Middle Class

The New Superpower: Strong Industry Segments Created Beyond The Creator Economy



The New Creator Economy Is A 20bn EUR Market Growing 16% YoY

Market size indications

404bn USD
Ed-Tech by 2025!

Hotmart (150% growth YoY)
with ARR 200m **purchasing**
Teachable for 250m EUR

12m Freelancers, Trainers and
Coaches in Europe

Patreon, 255m USD in funding
from **Index Ventures, NEA and**
CRV

Digital Entrepreneurship Enablers
Wix & Shopify publicly listed at
15bn USD and 145bn USD market
cap respectively.

50m creators on Youtube. Number
of channels earning 5-6 digits per
year, grew by
40% YoY.

Current GMV:
200m EUR

Intermediary:
1.2bn EUR

1st Target (EU):
16-20bn EUR

Our customers

Over **40,000** leading digital entrepreneurs, publishers and startups already trust elopage.

Overall, we manage and coordinate the sale and billing of more than **130,000** digital products.

The logo for Sport1, featuring the word "Sport" in a bold, italicized, dark grey font and the number "1" in a bold, italicized, orange font.The logo for Hubert Burda Media, consisting of the text "Hubert Burda Media" in a bold, black, sans-serif font.The logo for younity, featuring the word "younity" in a lowercase, purple, sans-serif font.The logo for einfach backen, featuring the words "einfach" and "backen" in a light blue, sans-serif font, with "backen" positioned below "einfach" and both words contained within a light blue rolling pin graphic.The logo for MacLife, featuring the word "Mac" in a bold, black, sans-serif font and "Life" in a bold, blue, sans-serif font.The logo for fm falkemedia, featuring the letters "fm" in white inside a red square, followed by the word "falkemedia" in a bold, black, sans-serif font.

The Product

Our Position to Become
The Market Leader

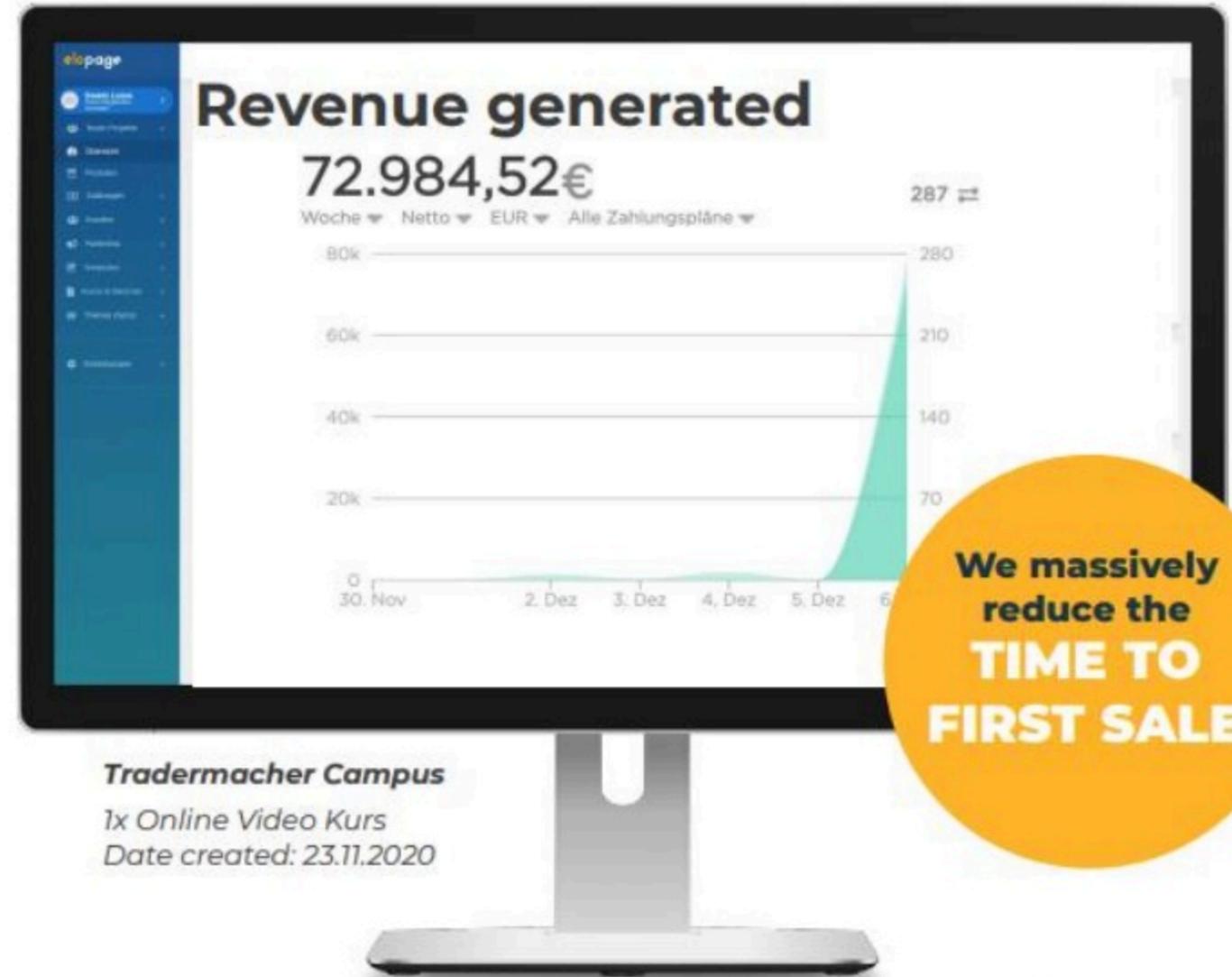
Eliminating Technical Barriers & Democratizing Entrepreneurship!

Before elopage



From 6 months to 1 day!

elopage



elopage

The elopage Platform - Combined Power Of Micro-services



Automated funnels

+

CRM extensions

Additional currencies

100+ Apps & Add-ons

Email integrations

Facebook integration

Video hosting

Business Intelligence

Team members

Hasslefree + Affordable + Professional Platform That Empowers Entrepreneurs without Coding & Software Skills!

Website builder



Checkout Provider



Login Areas & Plugins



Marketing Software



Billing & Taxation



Payment Methods



VS

The all in one platform

elopage

Bootstrapped Until Today
Now ready to scale.

Quick history

- 2016** Foundation by Özkan Akkilic & Tolga Önal.
- 2017** Berlin office & launch.
- 2018** Break-even (growth from cash flow).
- 2019** Berlin office & expansion in Ukraine. 20 employees.
- 2020** 25,000 providers with 3m end customers in over 25 countries. 60 employees.
- 2021** VC funding. End of year 190 employees.

Quick facts

Jan. 2017

elopage kick off

€1

Bootstrapped

\$38m

Series A

40.000

Digital entrepreneurs

>3 million

Customers in 2020

25

Localizations

70

Employees

190

Employees EOY '21

2018

Profitability, ever since

Founder team



Özkan Akkilic
Founder & CEO



Tolga Önal
Founder & CGO