



Real-life trust
for online businesses

René Pfitzner

CEO



User-generated content (UGC) has been broken for the last 20 years. **Too easy to fake, to hard to verify.** With a new generation of consumers demanding experiences over content, the old way of trying to build trust does not work anymore.

The *Problem*

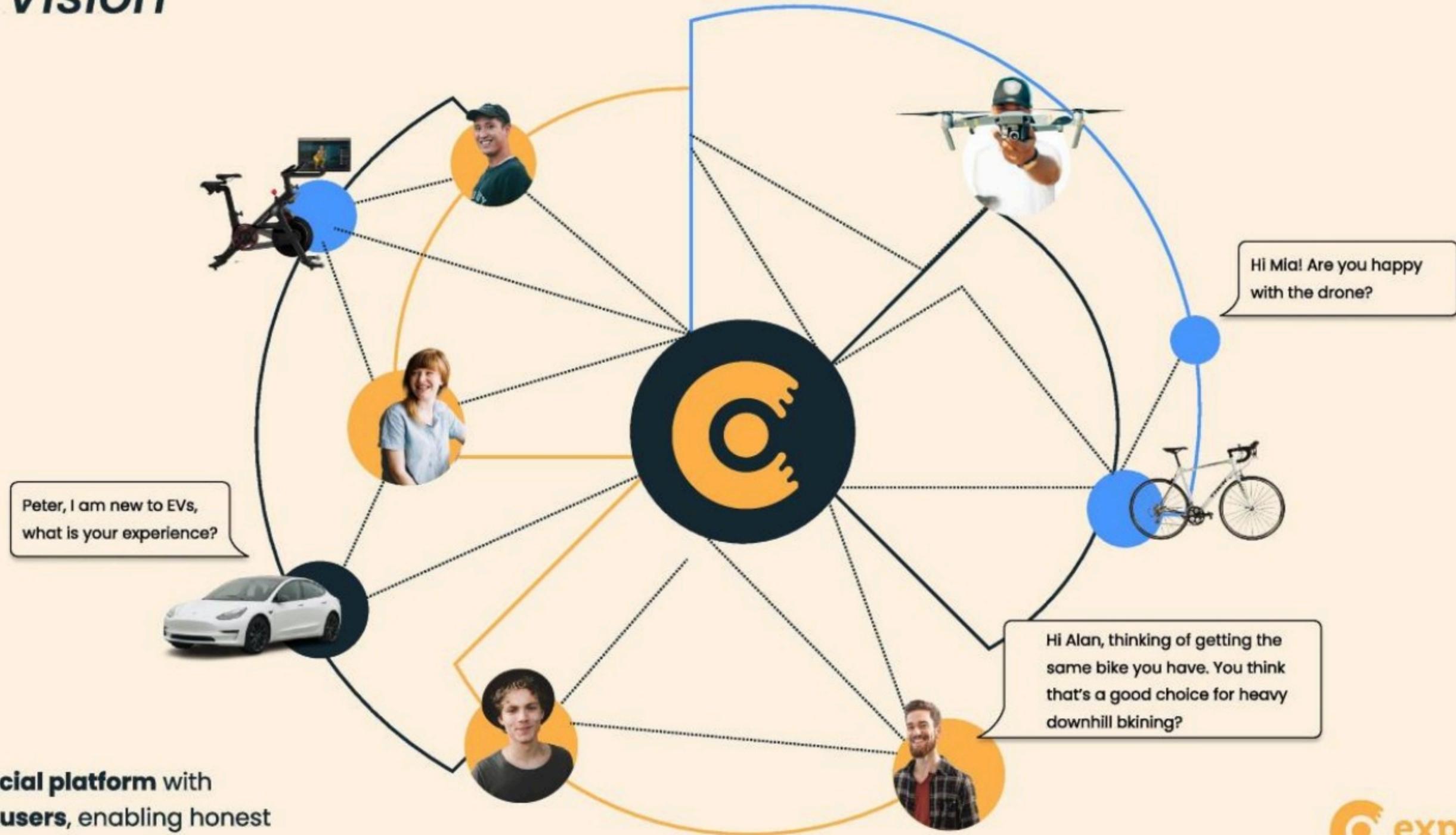
40% of reviews are **fake**

Anonymous & **impersonal**

Neither contextual, nor **interactive**



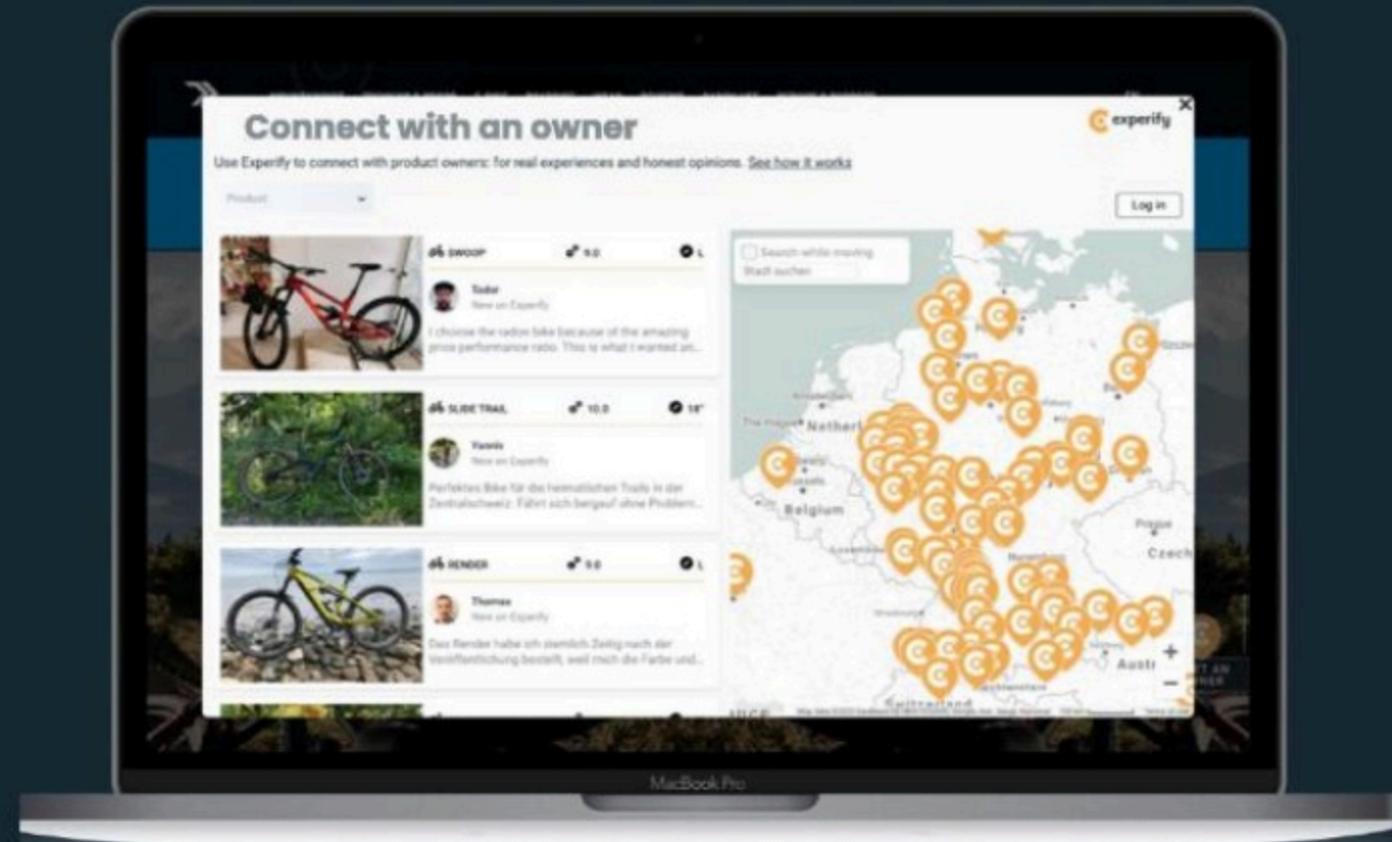
Our *Vision*



A global **social platform** with **millions of users**, enabling honest and **authentic conversations** around products.



The *Solution*



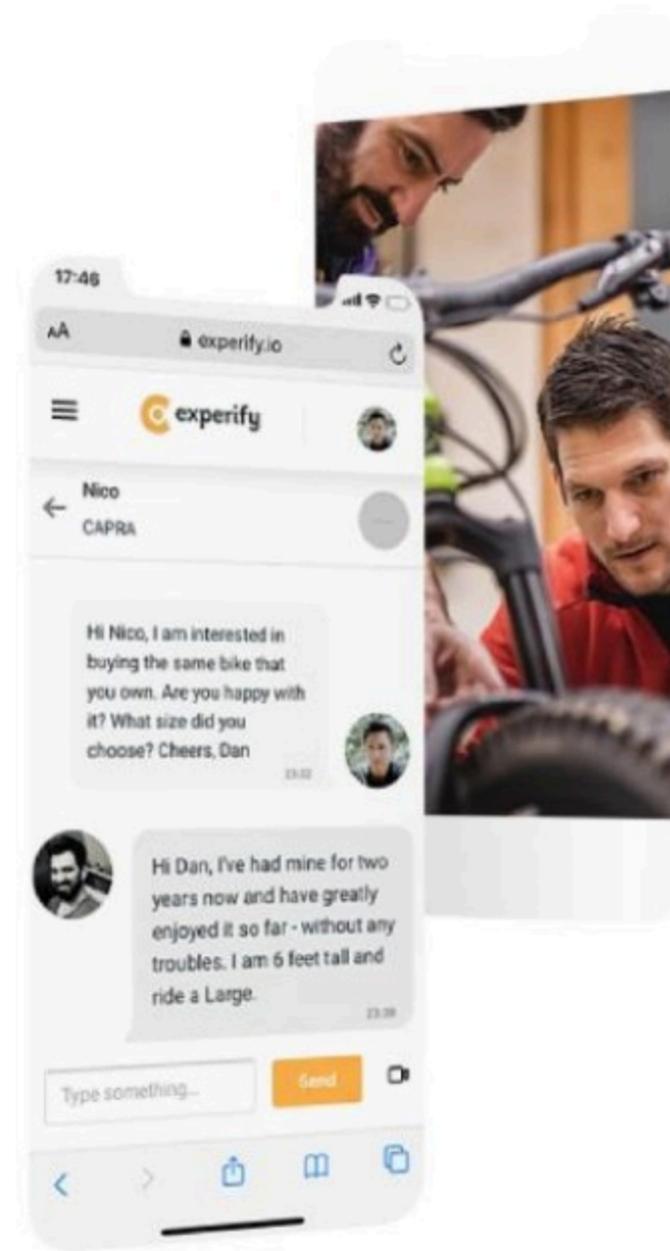
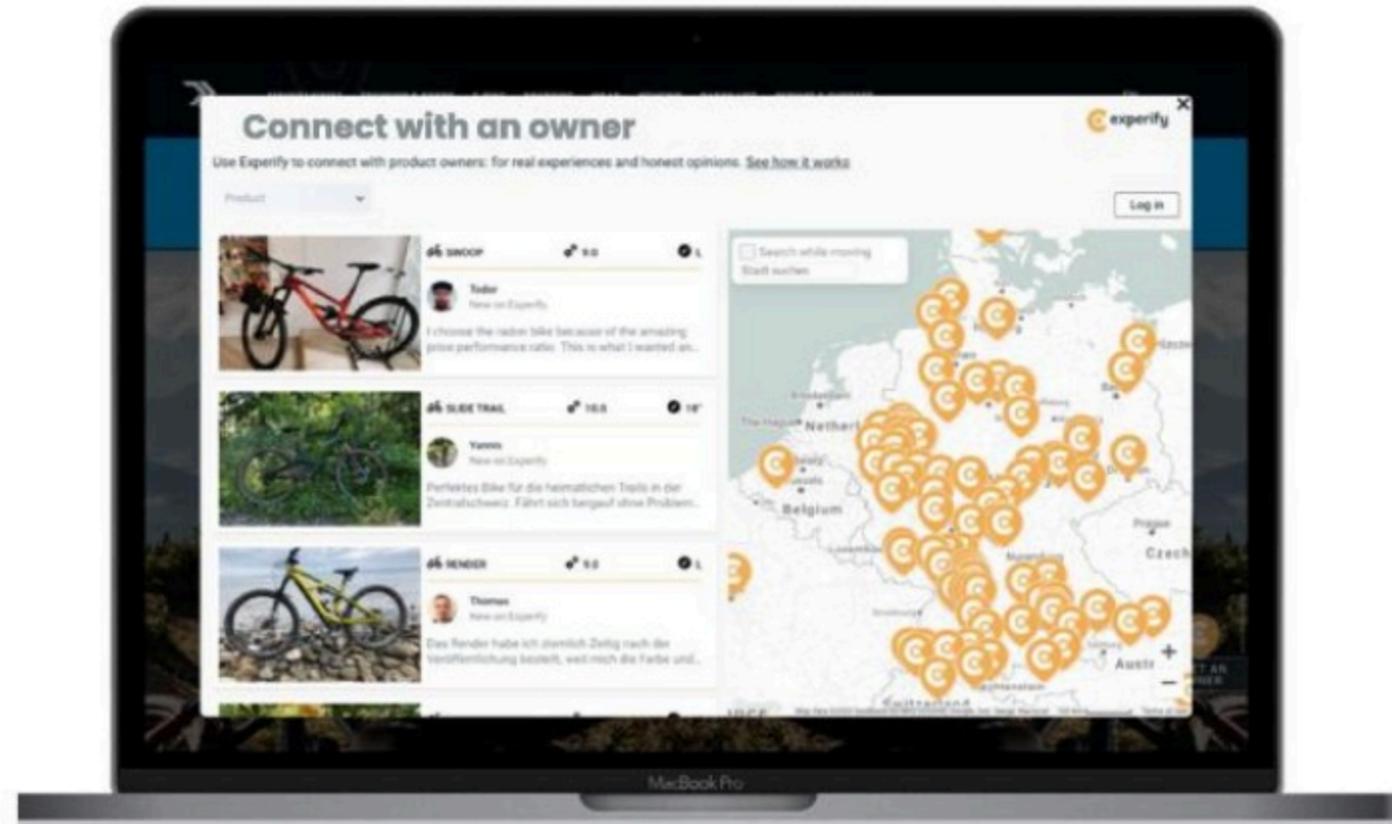
A **SaaS tool** & **platform** to connect customers for **authentic opinions**.



This way we help consumers make good, sustainable purchase decisions, while helping businesses to build trust with new, and loyalty with existing customers - leading to more sales for those brands that embrace authenticity through community.

The Solution

Shoppers find the Experify Map directly on the website of participating brands, which serves as entry point to the Experify network. Shoppers can reach out to registered product owners and get into real, authentic conversations securely via the Experify Messenger.



Brands see *significant lift*

3X

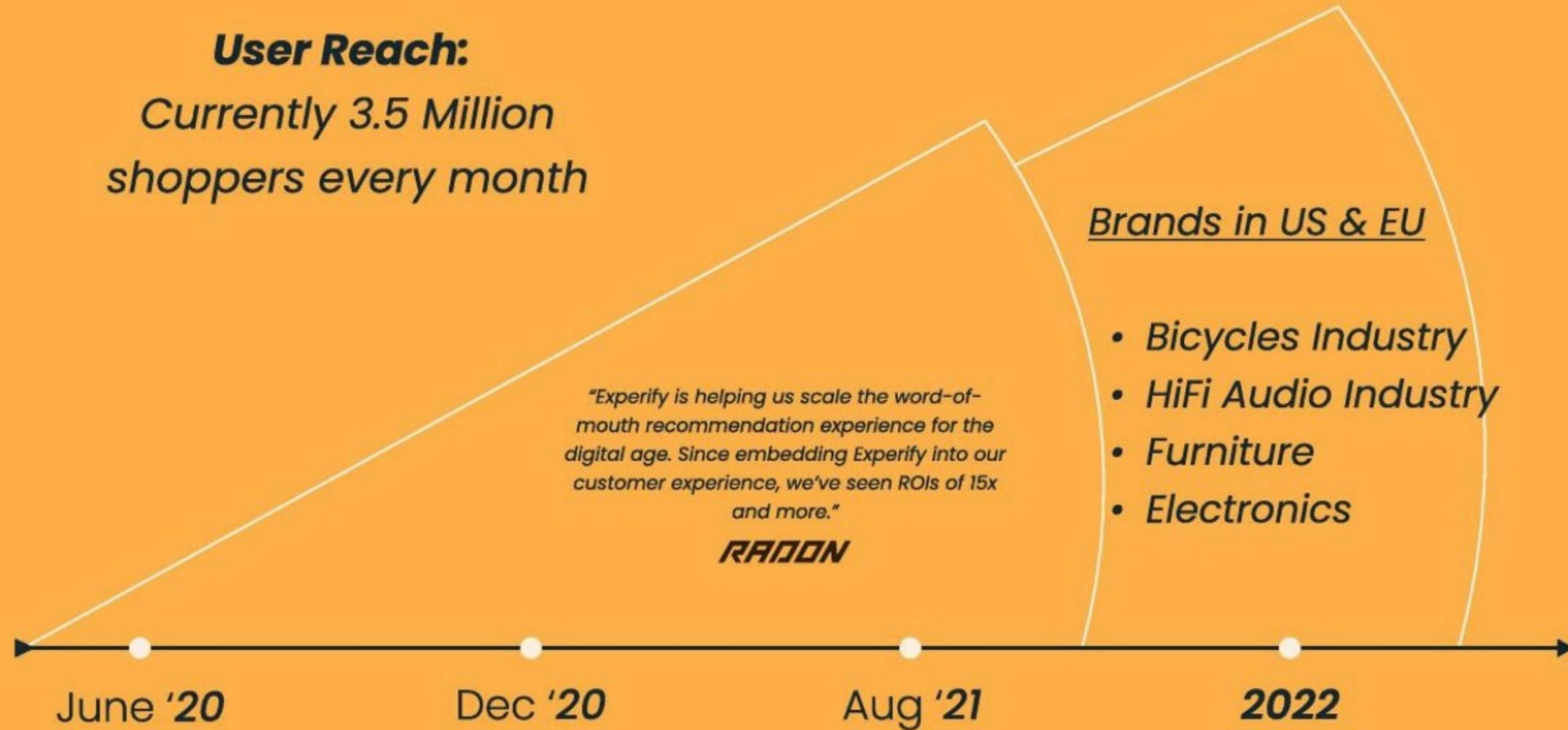
conversion rates

**for people that engage with Experify, compared to those
who do not*



Traction

User Reach:
Currently 3.5 Million
shoppers every month



Market *Size*



\$150 B

Social Trust
for Businesses



\$10 B

Customer Review
Software

FOUNDERS



René Pfitzner
CEO/CTO



Nicolas Beck
Chief Product Officer



Niklas Etzel
*Chief Customer
Success Officer*

We are a **remote-first** company with talent all over the world.

Our offices are in **Zurich** and **Palo Alto**.

Seed round is now closed! (\$4M)

Vertex Ventures US (Lead)
SonaelM
Berkeley SkyDeck Fund

Awards

- "Swiss Retail Startup of the Years" 2021
- Member of exclusive Innosuisse & Swissnex network





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