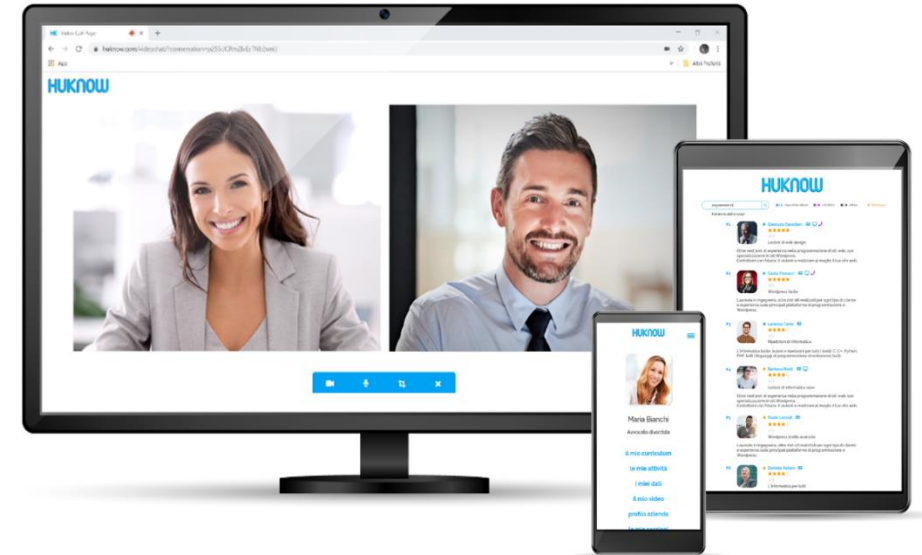


HUKNOW

HUman KNOWledge ONLINE

Meet immediately any Expert you need



KNOWLEDGE IS THE NEW SHARING ECONOMY

When we need to solve a problem, or we want to learn something, how do we find and meet the right Expert?



ARE EXPERTS ONLINE?

Google it

It's difficult to choose which offer to trust

Vertical expertise is not available

Specific needs are rarely answered



Online is the offer, rarely the solution

Book a future meeting

Receive price quotations

Buy video lessons and courses

File form to be contacted

Even today it's almost impossible to immediately meet the Person needed



WE STILL HAVE TO WAIT

consultants lawyers, accountants, coaches...

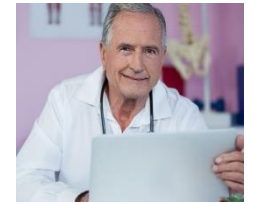
health doctors & specialists, psychologists...

wellness nutrition, fitness, yoga...

hobbies music, arts, photography, cooking...

school tutoring mathematics, latin, english...

They're still working offline



We can easily buy (and sell) online almost everything



Except Knowledge



amazon Booking.com airbnb Uber JUST EAT NETFLIX Spotify

THERE'S NO... «PERSONS' AMAZON»

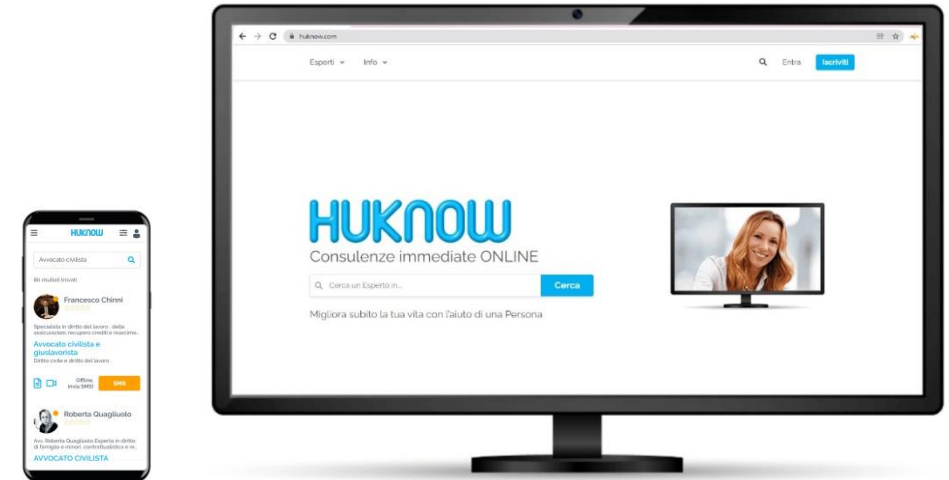
HUKNOW

human knowledge online



Internal Search Engine can match any query

no category limits



ANY EXPERTISE IMMEDIATELY AVAILABLE IN ONE APP/WEBSITE

EASY SEARCH

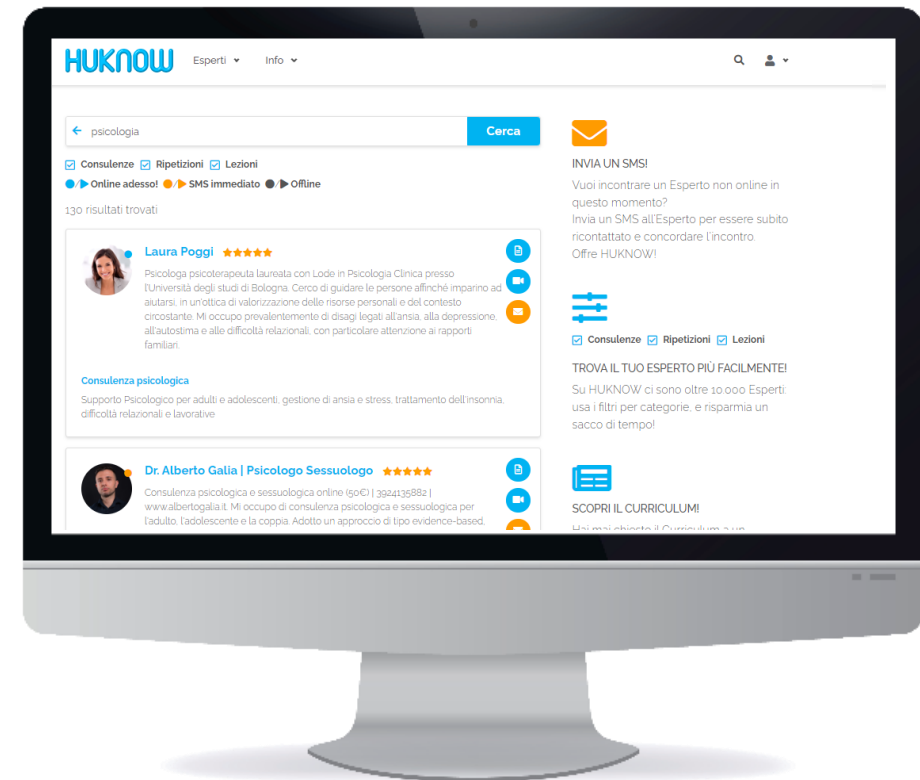
write down your needs



HUKNOW SEARCH ENGINE FINDS ANY EXPERTISE

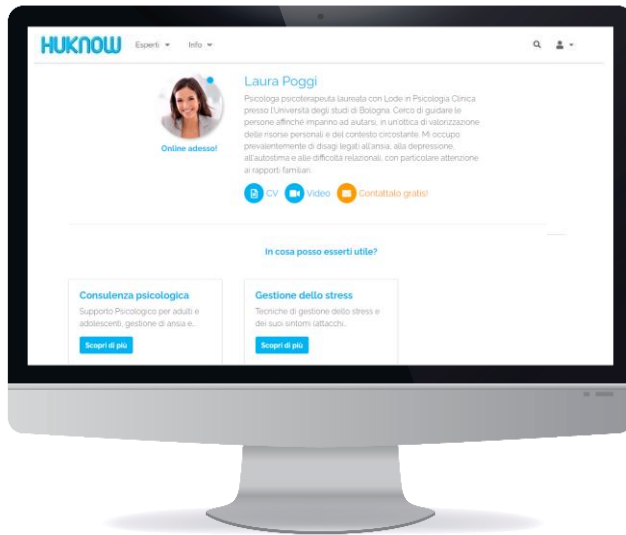
EASY CHOICE

choose in the list



EXPERTS ON YOUR TOPIC ARE READY TO MEET YOU

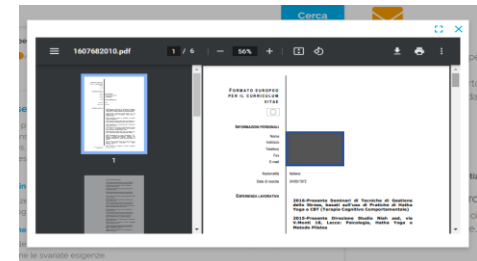
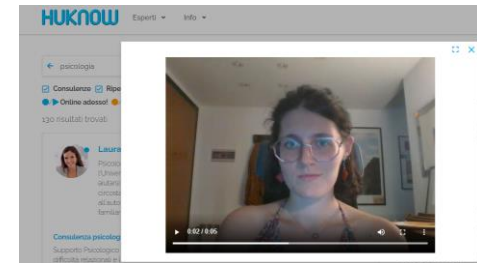
find out more



Prices and reviews

Video presentation

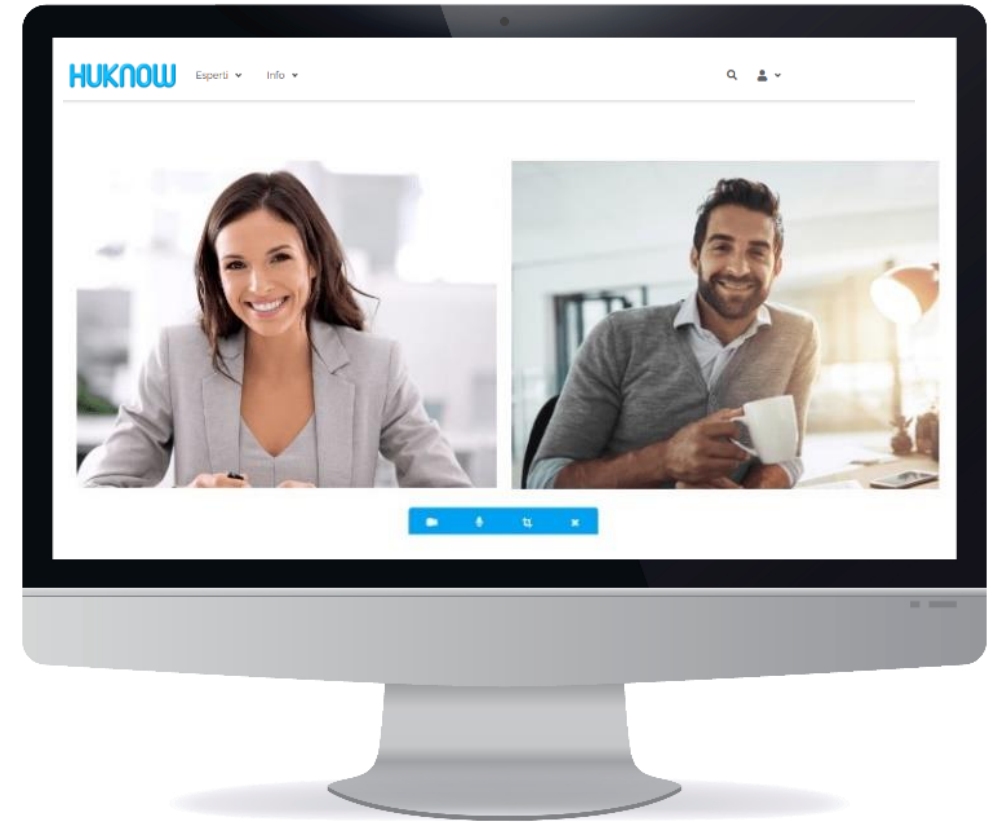
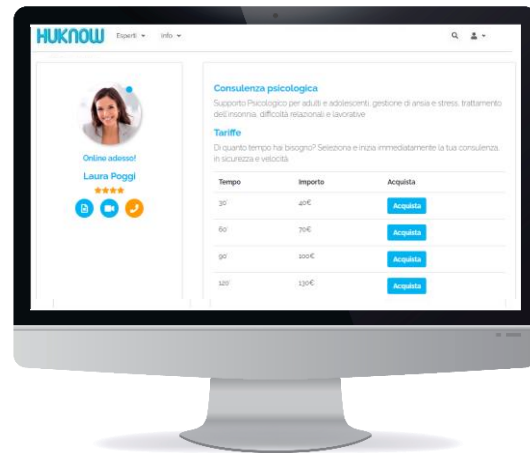
Check the resume



DID YOU EVER ASKED THE RESUME TO YOUR DOCTOR?

BUY AND MEET

pay



and meet!

MEET THE EXPERT ONLINE, IN LESS THAN ONE MINUTE



COMPANY ACCOUNT

single or multi-user billing line
companies, offices, healthcare providers...



ALL 4 APPS

native mobile version
Android and iOS, Windows and Mac



MINORS ACCOUNT

young people can buy as well!
under parental consent



SMART PAYMENTS VIA STRIPE

the transaction can be cancelled
always win/win experience



WALLET

give the gift of Knowledge!
or add pre-paid credit to a minor's account



256bit ENCRYPTED VIDEO CALLS



TOUCHLESS PAYMENTS

4 voice commands to buy
UI/UX revolution



SMS ALERT

contacts experts not online
never miss a good sell



HUKNOW ALGORITHM

performance improves with time
big data drive artificial intelligence

ALL HUMAN KNOWLEDGE EASILY ACCESSIBLE

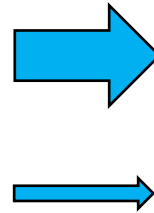
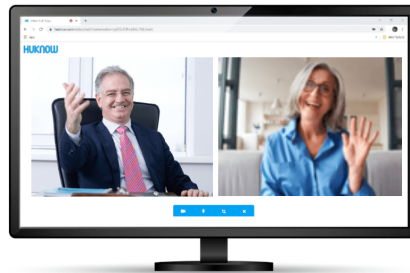
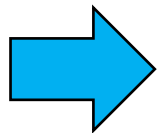
BUSINESS MODEL

Transaction fee 15%

Customers buy with usual credit card circuits

Preauthorization by Stripe

At the end of consulting money is immediately delivered



85%



15%

HUKNOW



Mismatch?

The transaction can be cancelled!

Always win/win experience

TARGET EBITDA >70%

Lawyers (250.000)
consulting only

4 B

Accountants (70.000)

7,3 B

Doctors, specialists (400.000)
>115.000 private

8.7 B

Psychologists (100.00)

1,1 B

Tutoring

1.3 B

2018 Italian Government Market Research

+ Consultants, coaches, counsellors, professional trainers, yoga, wellness, nutrition, music, arts, pc and software, photography...

A huge market fragmented in hundreds of vertical categories with no official data. Just as a reference, US Yoga market itself is 12B Dollars



>20 Billion Euros, in Italy

We considered only official categories data

Europe and US average ticket in consulting is higher!

Immediacy is a disruptive offer that will also generate a completely new market.

HUKNOW IS DISRUPTIVE LIKE E-MAIL WAS IN THE MAIL AGE

After Covid, the offer of «online» services spread out in several startups, almost never allowing consumers to really immediately buy and meet the person (knowledge) they need.

Italian market main competitors are still the ones founded before lockdowns: the comparison shows how difficult is to meet real persons even in the best existing (vertical) platforms.

EDTECH is growing fast!

name	HUKNOW	PRONTOPRO	MASTERCLASS	AVVOCATO FLASH	DOTTORI.IT	ASANA REBEL	COACH HUB	GOSTUDENT
nation	I	I	USA	I	I	D	D	A
business area	all categories	professionals	arts	lawyers	medical	yoga	coaching	tutoring
offer model	meet now	receive 5 quotations	video courses	receive 3 quotations	schedule a meeting	app only	B2B training	meet online
user access immediacy	○	○	○	○	○	○	-	-
professional access immediacy	○	-	-	-	-	-	-	-
service immediacy	○	-	○	-	-	○	-	-
video call	○	-	-	1)	-	-	1)	1)
meet real persons	○	○	-	○	○	-	○	○
wide categories	○	○	○	-	-	-	-	-
foundation	2017	2015	2015	2019	2013	2015	2018	2016
funds raised	480K€	15M €	461M€	500K€	3,5M€	25M€	133M€	686M€

1) it's possible to ask to schedule a video call

OUR OFFER IS WIDE, EASY, IMMEDIATE

1M professionals, 50M customers

Thanks to our Minor Account (managed by parents), on HuKnow even minors can purchase

Any person with a smartphone or a pc can buy on HuKnow



Italian population >12 yrs 54M

ALL PERSONS WANT TO SOLVE THEIR PROBLEMS

Sharing Knowledge efficiency:

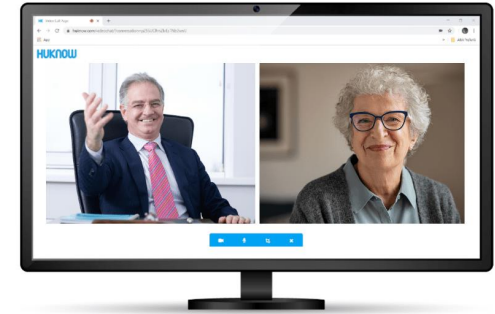
People can learn, solve their problems and better their life

Any expert can immediately access to online market

Always the best information available

No geo, from local to (inter)national

No cars, buses, cabs, trains: less CO₂!



ON HUKNOW YOU CAN ONLY L/EARN

THE TEAM

HUKNOW



Lamberto Cesaroni
HuKnow
Founder - CEO

Senior marketing consultant; background in entertainment and communication, 5 national prized marketing productions (Best Retail XP Barilla 2009, Best Retail XP Kraft 2010). In 1988 invented the standard that made possibile karaoke worldwide.



Marco Colapaoli
HuKnow
COO - Product Development

25 years in web, mobile & wireline, Internet and broadband sectors: introduced mobile technology in Brazil as a manager for TIM, italian telcom leader company. Precious corporate experience and international vision.



Marco Polo
Pdr Web Consulting
Web marketing

Owner of Pdr Web Consulting (Google Premier Partner Agency with >500 clients from Italian SMEs), he brings to the team one of the top italian web agencies' marketing know-how.



Massimo Errico
HuKnow
CTO

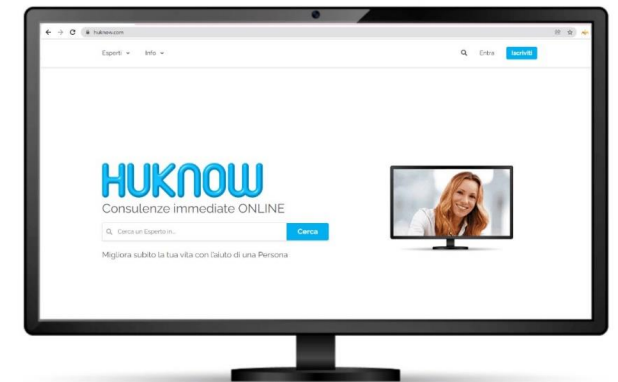
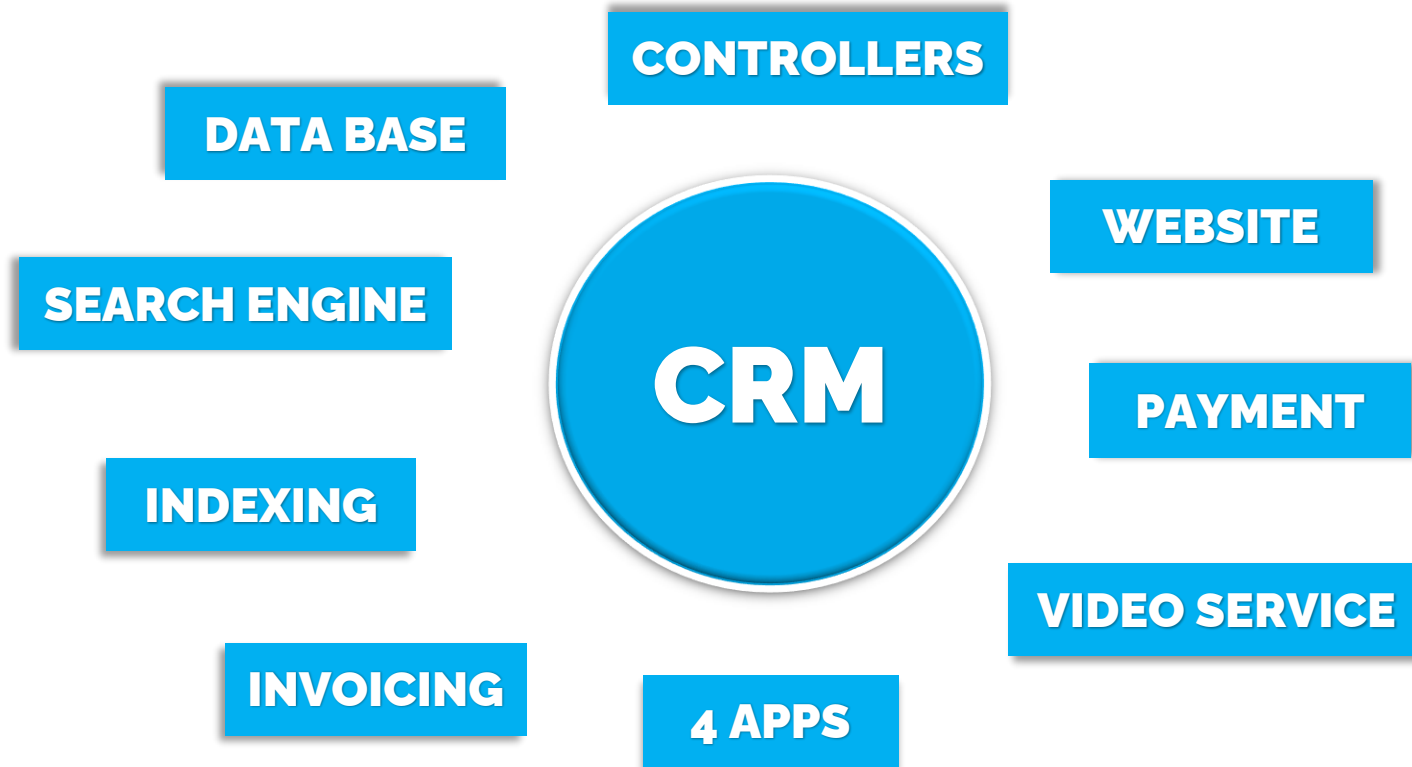
Multi-lingual manager with strong leadership skills experienced in Telecommunications, Project Management, Service Delivery and IT support.. International experience in Malaysia, Texas, Dubai, Italy and Romania.



EXPERIENCED TEAM WITH GREAT PARTNERS

EASY EXPERIENCE

HUKNOW

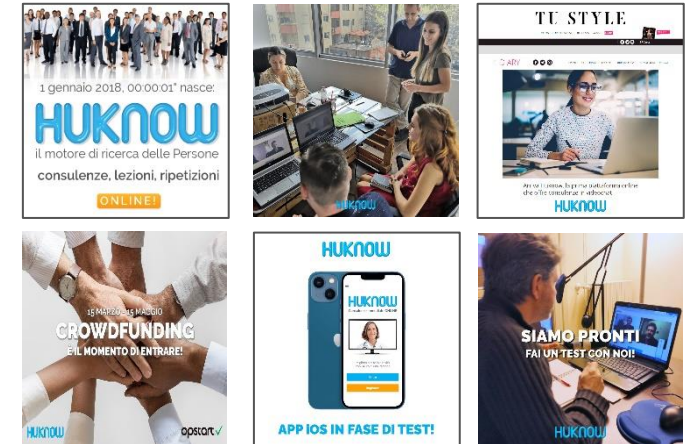


THANKS TO A COMPLEX SYSTEM

- 2017** business model & LLC created
- 2018** prototype developed
- 2019** crowdfunding 1, scalable system
- 2020** crowdfunding 2, platform interface
- 2021** crowdfunding 3, new website, 4 app
- 2022 purchase test & go to market**

First purchase tests

The first tests made in June and July 2022 revealed every technical issue (already in the planned fixing process), while showing a high satisfaction level both sides (users and experts)



«Better than any other similar platform»

First consumers and experts loved the easy and immediate experience

Experts were surprised to really see their money on their account right at the end of the meeting

A promising first real feedback

PUTTING TOGETHER ALL THIS TECHNOLOGY WASN'T A PIECE OF CAKE

10.000 Registered Users

2.500 Experts ready to sell

Expert Account completed
Activity created
Stripe payment interface activated



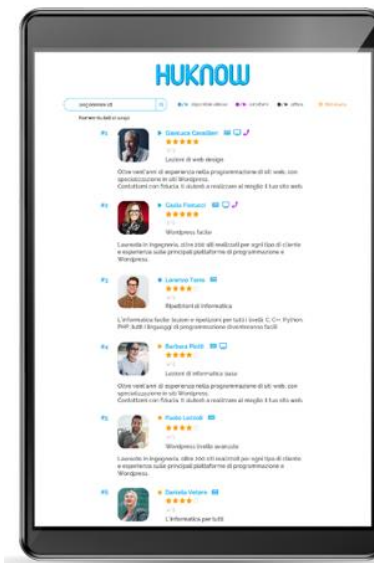
> 3.800 follower



> 1.200 follower



> 600K views



Expert CAC 1,8€

While average CPL cost is commonly between 40 and 80 €, our average CAC is only 1,8 € for a registration as an Expert. A remarkable signal of interest from the market!



**MOST COMMON QUERIES ARE ALREADY ANSWERED,
EVEN BEFORE THE GO TO MARKET**

A platform ready to scale any dimension

Go to market & internationalization

Thanks to the big data on consumers interests, in the future HuKnow will evolve into a new social media, with a new meeting interface based on the Metaverse, for an exclusive and multisensorial purchase experience.



2023

- official platform launch
- web marketing and press office
- agreements with corporations
- all functions online
- optimization and bugfixing
- business course activation
- purchase process optimization
- metaverse develop deal
- round A investors scouting

2024

- internal experts training
- internal coding team
- metaverso interface online
- round A fundraising
- crm processes optimization
- first country internationalization
- app first update
- pseudocategories seo optimization

2025

- round B fundraising
- expansion in US+UK, E, F, D
- international search (expert in other countries)
- internal data scientist
- AI implementation on search engine
- job market data collection and offer
- social platform evolution

New prizes and opportunities

April 2022 Digitalization Beauty Parade c/o Mexican Embassy in Rome - 3° Position

Pre selected for the IBM HP Accelerator's process

Pre selected for the Innovate4SmarterWork by Fondazione Marzotto Venture Accelerator

H-Farm acceleration program first agreement

Top 50 world Startup Prize (see box)



HuKnow has been prized «Top 50 world Startup»

In August 2022 HuKnow has been the only Italian startup ever named and prized in the Top 50 World Startups at «World Festival Startup Awards» in San Francisco USA



750K Euros

In Q1 2023 we'll be fully ready to deliver our services on italian market: we offer a **15%** equity share to raise the funds needed to go to market and show our potential

You like numbers? Meet our Advisors!

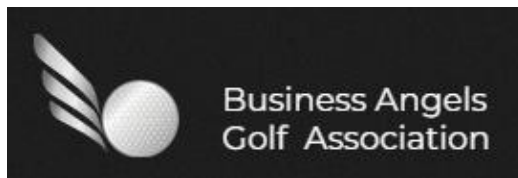
Dott. Carlo Mauri e Alberto Villa, Members of the Evaluation Team of IBAN – Italian Business Angels Network, are ready to answer



BA EXCLUSIVE OFFER

Professional Investors and BA only

Golden Share >30K investment
Quarterly financial and operation report
Name in Cap Table
Direct link with the Founder
Opportunities in further financing scouting



Early Bird Fiscal 50% Bonus!

150K shares with 50% Fiscal Bonus are available for the first 3 Business Angels investing >50K (...or the first investing 150)



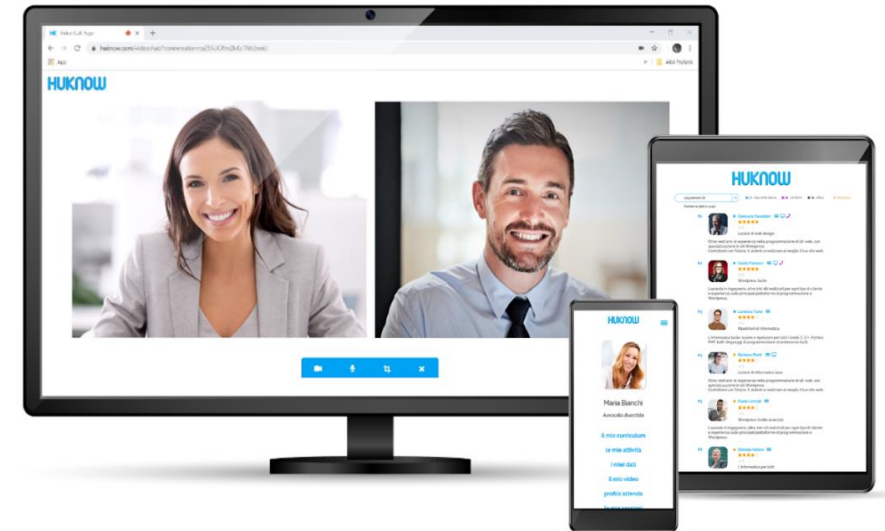
OUR LAST OFFER TO PRIVATE INVESTORS

THANK YOU

HUKNOW



Lamberto Cesaroni
lc@huknow.com
+39 342 1267 307



KNOWLEDGE IS THE NEW SHARING ECONOMY