



Start-up name	Supermiro (https://www.supermiro.com/)
Date of creation	01/01/2015
Share capital	12.500 €
Founder(s)' name(s) and academic and/or entrepreneurial curriculum	eLfy PINS Fondatrice
Field of activity and description of the product/service	INTERNET How many times do you tell yourself "I'd love to go out and do something cool nearby but I don't really know what to do..."? 80% of the people in the age group 20-49 are looking for go-out opportunities online at least once a week, but 70% of them give up or just go to usual places after an unsuccessful search on the internet, finding today's solutions "messy and boring". Supermiro uses a subtle mix of technology and handcrafted design to make event discovery simple and fun. We have developed a solution to shake things up and get people out there, to boost their mood, and also boost local businesses. Life is too short to be bored!
What is your business model based on?	Our large user base is key to build the brand credibility with event organisers and advertisers who buy our paid products. Event organisers have their events listed for free on Supermiro, and they buy boosters worth minimum €150 each to increase their events visibility. Soon they will be able to unlock additional business features by paying a monthly subscription from €100 per month. We also sell highly differentiated ad formats to advertisers. We have tested a unique concept where ads are illustrated and fully integrated in the Supermiro experience. The response from the market has been extremely positive. In one year we have converted half of Luxembourg's tier one advertisers into paying customers.
Last (or current) fundraising	We have self-funded the development of the platform. Our sales allowed us to bootstrap the test phase in Luxembourg and achieve product/market fit. Users and B2B customers love the product. We have a proof of concept, with a clear vision of the future, now is the right moment to accelerate growth and conquer big markets.
Base financial data (turnover; result if relevant)	NC

<p>What is your growth forecast for the next 3 to 5 years?</p>	<p>Brussels is the perfect market to start duplicating the operations plan that we have built in Luxembourg. Customer needs are similar and primary competitors do not stand out. Then we'll look toward Paris and a roll out in France. The endgame is to be everywhere in Europe and become the leading event discovery platform that inspires the everyday life of millions of locals.</p>
<p>Why did you choose Luxembourg?</p>	<p>Our target market is Europe but we decided to try marketing the product in Luxembourg. We launched the minimum viable product of Supermiro.com in 2015 and we quickly realized how viral the product was. We pitched the project to friends who loved the product and they recommended Supermiro to their friends, who then recommended it to their own friends... Six months after the launch we had a community of 10,000 really passionate fans in Luxembourg, without paid advertising, generating great word of mouth for Supermiro and driving passion around the brand. Even Prime Minister Xavier Bettel encouraged us on Facebook! 8-)</p>
<p>What makes your product/service different from the others?</p>	<p><u>TECHNOLOGY</u></p> <p>On Supermiro, each week, we show 300 to 500 events happening in Luxembourg. The algorithm we develop – the ‘SuperAlgo’ – is able to aggregate automatically 500 events in 5 minutes from hundreds of sources on the web, ensuring the variety of our content.</p> <p>We also make sure our content is easy to read so that users immediately understand an event at first glance.</p> <p>+</p> <p><u>DESIGN</u></p> <p>I find the web cold, formatted, and somewhat boring. We created Supermiro to put a smile on people’s faces. This is a critical part of Supermiro’s DNA. We make funny and charming illustrations to bring a feel-good atmosphere and also to bring the local touch. It has to be fun and it has to look like it’s made in your city. This is Supermiro’s secret sauce to build authentic relationships with the local community.</p>
<p>Why do you think your business will have value in 5 years?</p>	<p>/</p>