



TOOKKI

EXECUTIVE SUMMARY



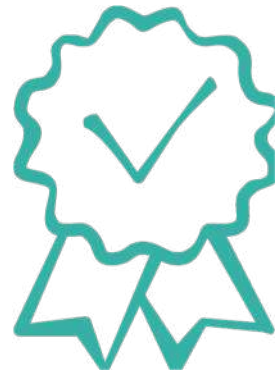
THE PROBLEM

DIFFICULTIES IN DECIPHERING THE OFFER OF SUSTAINABLE AND RESPONSIBLE PLACES

NUMEROUS LABELS: SUSTAINABLE
DEVELOPMENT, ECOLOGICAL, ORGANIC,
ETHICAL, FAIR TRADE, ETC.

LACK OF COMMUNICATION AND LOW
VISIBILITY OF THE PREMISES AMONG
THEIR TARGET CUSTOMERS.

THE SOLUTION: TOOKKI, THE SUSTAINABLE CITY GUIDE



RESPONSIBLE

DISCOVER RESPONSIBLE CONTENT
WITH QUALITY ADDRESSES, EACH ONE VALIDATED AND
VERIFIED IN ACCORDANCE WITH OUR SELECTION CRITERIA



EASY

**GET INSPIRED AND BOOK
WITH A FEW CLICKS**
RESPONSIBLE & LOCAL OFFERS



COMMUNITY

**PARTICIPATE, ENGAGE
AND RAISE AWARENESS BY CREATING
AN ACTIVE COMMUNITY**

OUR CRITERIA OF SELECTION

LOCAL
FAIR TRADE
ECOLOGICAL
ORGANIC
SOLIDARITY

OUR TYPOLOGIES OF PLACE



RESTAURANT & BAR



ACCOMODATION



SHOPPING



ACTIVITIES



TRANSPORTATION

OUR DIFFERENTIATING ASSETS



OUR CONTENT CURATION

EVERY LOCATION CHECKED
IN ACCORDANCE WITH OUR
SELECTION CRITERIA



A PURELY URBAN APPROACH

LEISURE / TRAVEL
RARELY ASSOCIATED WITH
ECO-RESPONSIBILITY
AND IN SUSTAINABLE DEV.



TOMORROW, ONE ECO-SCORE

MEASURE AND VALUE THE
COMMITMENT OF THE SITE TO
SUSTAINABLE DEVELOPMENT

TOOKKI, TODAY...



DOWNLOADS

8,000 DOWNLOADS
SINCE JUNE 2018

CONVERSION: 48%
CREATION OF ACCOUNTS



ACTIVITY

1,000 MONTHLY ACTIVE USERS

RETENTION: 13.5%
OVER THE LAST 3 MONTHS



MEMBER PROFILE

AGE: 18 - 35 YEARS OLD

WOMEN: 52%

NET PROMOTER SCORE: + 54



OUR OFFER



B2B MONTHLY SUBSCRIPTION

ACCESSIBILITY
& VISIBILITY



GREEN BOX TEAM BUILDING

EMPLOYEE AWARENESS
IN SME / LARGE COMPANIES
TO SUSTAINABLE DEVELOPMENT



OUR ROADMAP

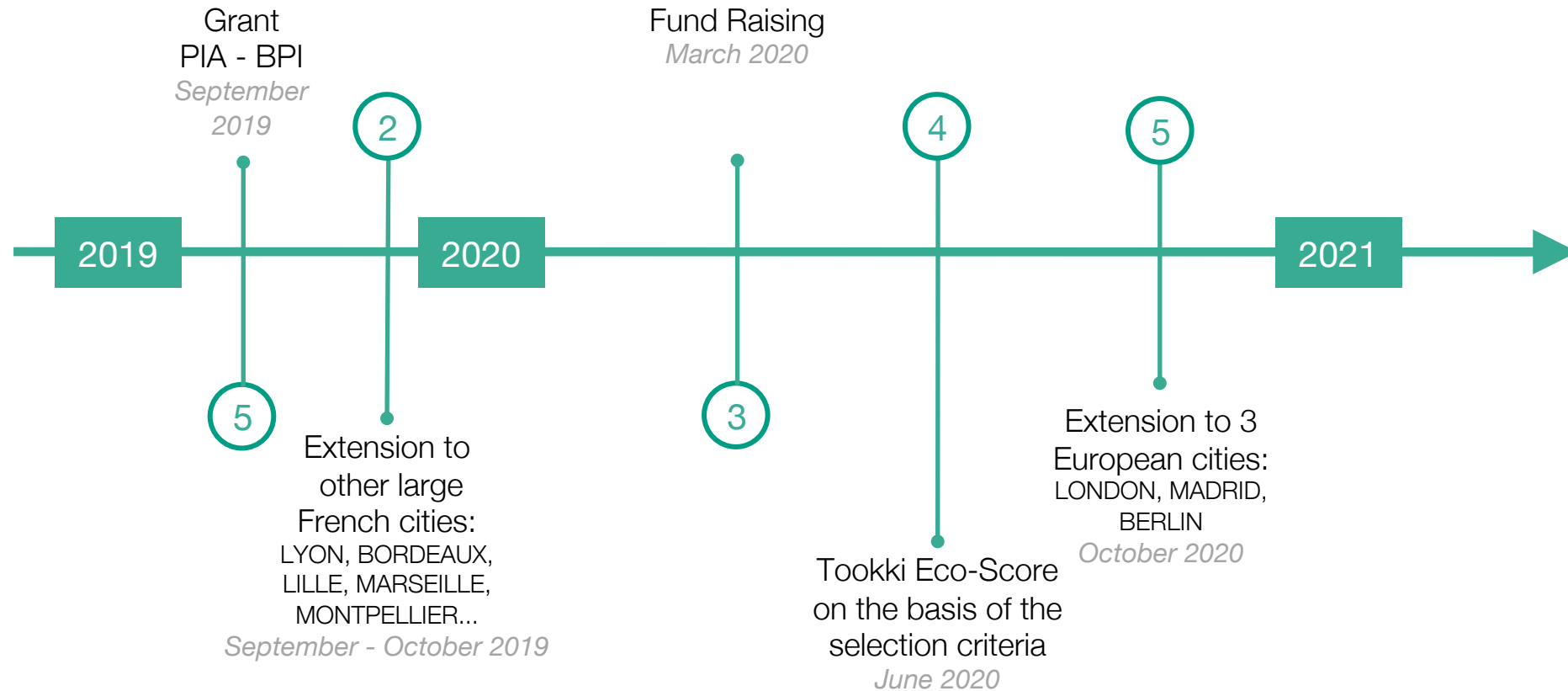
2020 TARGETS

EXTENSION TO AT LEAST
3 EUROPEAN CITIES

ECO-SCORE
DEPLOYMENT

30,000 NEW DOWNLOADS

20% RETENTION





*Travel with respect.
Positive experiences, everyday.*

—
MERCI
—

TOOKKI

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