

APTOS
THREAD LIFTING METHODS

***A non-surgical medical
device for Face Lift***

GLOBAL PRESENCE

APTOS



5 Continents, 49 Countries



50 Countries

approved registration

10 Countries

pending registration



13 OFFICES, 200 EMPLOYEES



Tbilisi,
Georgia



Prague,
Czech republic



Berlin,
Germany



Russia:
• Moscow
• Saint-Petersburg
• Voronezh
• Samara
• Krasnodar
• Ekaterinburg



Baltic states



Beijing,
China



Seoul,
S. Korea



Tokyo,
Japan

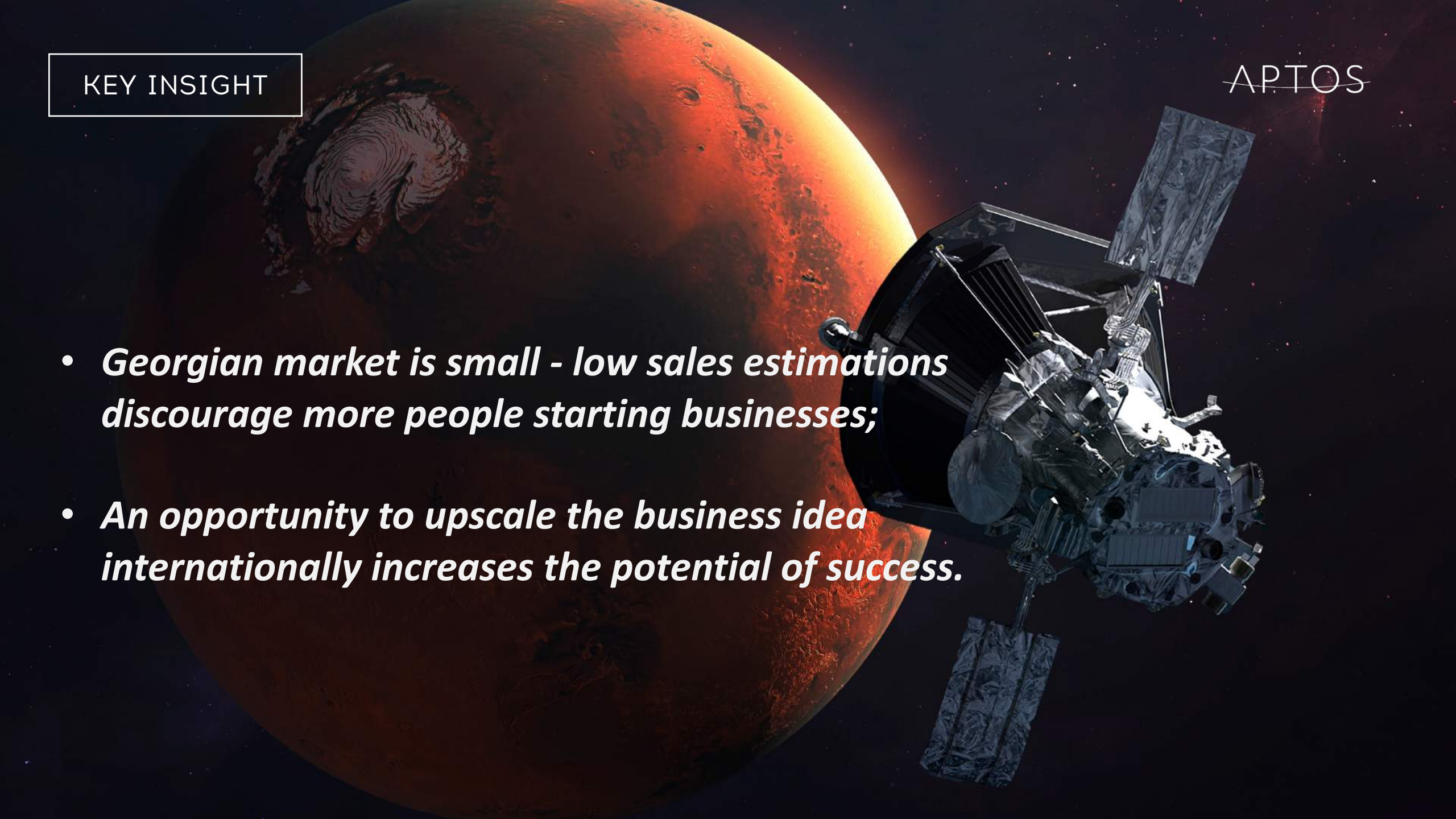
TARGET AUDIENCE

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Millennials



Thanks to social media they are global citizens and have a desire to play globally.

A satellite is shown in orbit around the planet Mars. The satellite is a complex structure with various instruments and solar panels. Mars is a large, reddish-orange sphere with visible surface features like craters and a polar ice cap. The background is the dark void of space with some distant stars.

KEY INSIGHT

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- *Georgian market is small - low sales estimations discourage more people starting businesses;*
- *An opportunity to upscale the business idea internationally increases the potential of success.*

SOLUTION

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- *Could a lift become the symbol of a big start (-up) you never thought was possible?*

We'll transform those lifts into places your next big idea originates from.

From face to Idea Lift



KEY MESSAGE and TONE of COMMUNICATION

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Lift the idea!

- *You-centered,*
- *Encouraging,*
- *Empowering and bold.*



HOW IT WORKS:

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- a) Interact with Idea Lift***
- b) Share your idea***
- c) Wait for an interested investor(s)' proposal from Aptos Global Network.***

WHY IT WILL WORK?

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An exquisite possibility for you to meet investors and introduce new products to the market of \$10b. directly.

DELIVERABLES, MEDIA and KPI

BUDGET

- **Production budget (including device): \$85,000**
- **Social media + BTL placement budget: \$20,000**

DELIVERABLES

Online platform www.idealift.ge

Branding for Idea Lifts (35 in residential complexes, 5 in hotels)

Software for idea submission able to offer scale up estimations based on the answers given by the user

First five riders - viral videos

Campaign explanation video

Successful Georgian entrepreneurs' endorsement videos

Social media/media/BTL placement collateral

KPIs

What is SUCCESS?

- **3 investor deals with a minimum sum of \$250k value closed in a year**
- **100+ ideas submitted**
- **1 mil. video views combined**
- **80% increase in Aptos brand awareness in Georgia**



TIMELINE:

June 3

June 8

June 24

July 1

- **40 branded Idea Lifts across the country**
- **Viral videos via social media**

- **Campaign explainer video**
- **Successful Georgian entrepreneurs' endorsement videos**
- **Launch: idealift.ge**

- **Pre-selected ideas (posters)**

- **Top 5 ideas that got offer from an investor via Aptos Global network (posters)**