

Aptos started as an idea that revolutionized aesthetic medicine. The Georgian plastic surgeon kickstarted this startup to now be present in 49 countries on 5 continents having 13 offices and a powerful distributor network. We started the **thread lift** industry! We produce non-surgical medical device (and methods) - a barbed thread for a quick and effective face lift. Our next step is moving forward from **face to idea lift!**

Target audience_ We are reaching millennials. Those who value authenticity, are self-starters, and do not shy away from self-branding. Thanks to social media they are global citizens and have a desire to play globally.

Key insights:

- 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_ We spend a considerable chunk of our time in lifts (elevators) - moving up and down. Elevator pitches are the standard of the startup industry. Could a lift become the symbol of a big start (-up) you never thought was possible? Sure thing. We'll transform those lifts into places your next big idea originates from. We'll have an exclusive number of branded **Idea Lifts** across the biggest cities in Georgia with a dedicated online platform www.idealift.ge.

How it works:

- Once inside the **Idea Lift**, start interacting with the pre-installed device;
- Share your idea to learn the estimates of **scale up profits** by selling your product on a bigger foreign market, e.g. how much income can you get from selling your product in France;
- Selected ideas will be shared via Aptos Global Network;
- Wait for an interested investor(s)' proposal from Aptos Global Network.

Key message: Lift the idea!

Why will it work_ As an established brand in the medical industry, we offer local entrepreneurs a catapult to the global medical industry. Participating in up to 50 leading global medical events per year creates an exquisite possibility for you to meet investors and introduce new products to the **market of \$10b directly.**

Our tone: you-centered, encouraging, empowering and bold.

Channels: BTL, social media (Facebook, Instagram)

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 |

Production budget (including device): \$85,000

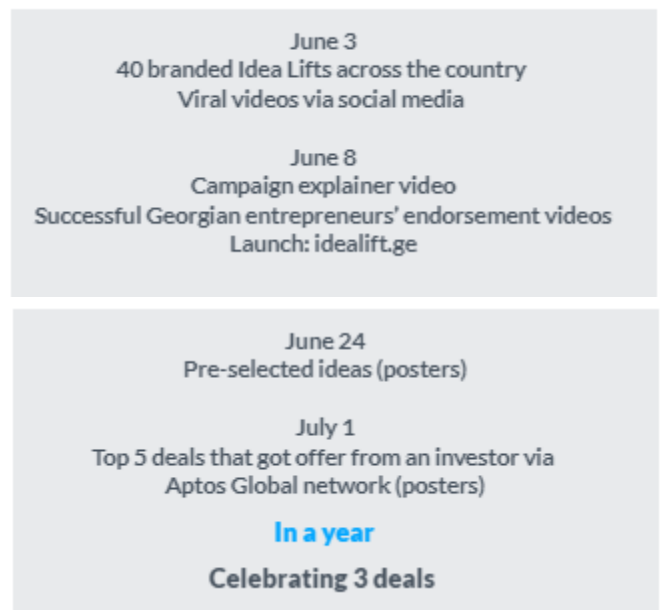
Social media + BTL placement budget: \$20,000

What is SUCCESS

Transforming your routine usage of a lift anywhere into an exciting journey opening insight into business-making globally.

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

Timeline



INNOVATION IS REAL WHEN SHARED!