

SIMPLE
INFLUENCE



Problems

Upcoming influencers face an uphill battle towards their 1st paycheck.
While companies and brands are failing to reach their audience in an effective and authentic manner.

01

Non-scalable coaching methods

On one hand Macro influencers have no scalable way of coaching

02

Lack of access to coaching

Then, on the other hand, upcoming influencers cannot access the Macro influencers

03

Prevalent in-effective advertising

As people continue to block ads, and celebrities cost more to reach

The opportunity

...and why now?

sources:

screenafrica.com | statista.com | emarketer.com

GLOBAL DIGITAL AD SPEND

\$332.84B

SA DIGITAL AD SPEND

\$469,3M

DEVICES BLOCKING ADS

615M

AVG CONSUMERS FOLLOWING
RECOMMENDATIONS

82%

Solutions

One platform to train upcoming influencers and make it easy for brands to launch authentic ad campaigns.

01

Scalable coaching platform

Macro influencers can create courses and coach on one platform

02

Access to just in time coaching

Upcoming influencers gain timely access to coaches with no hurdles

03

Less friction launching authentic ads

One platform that grants brands of all budget sizes frictionless access to influencers



Why Simple Influence exists



Access to information needs to improve

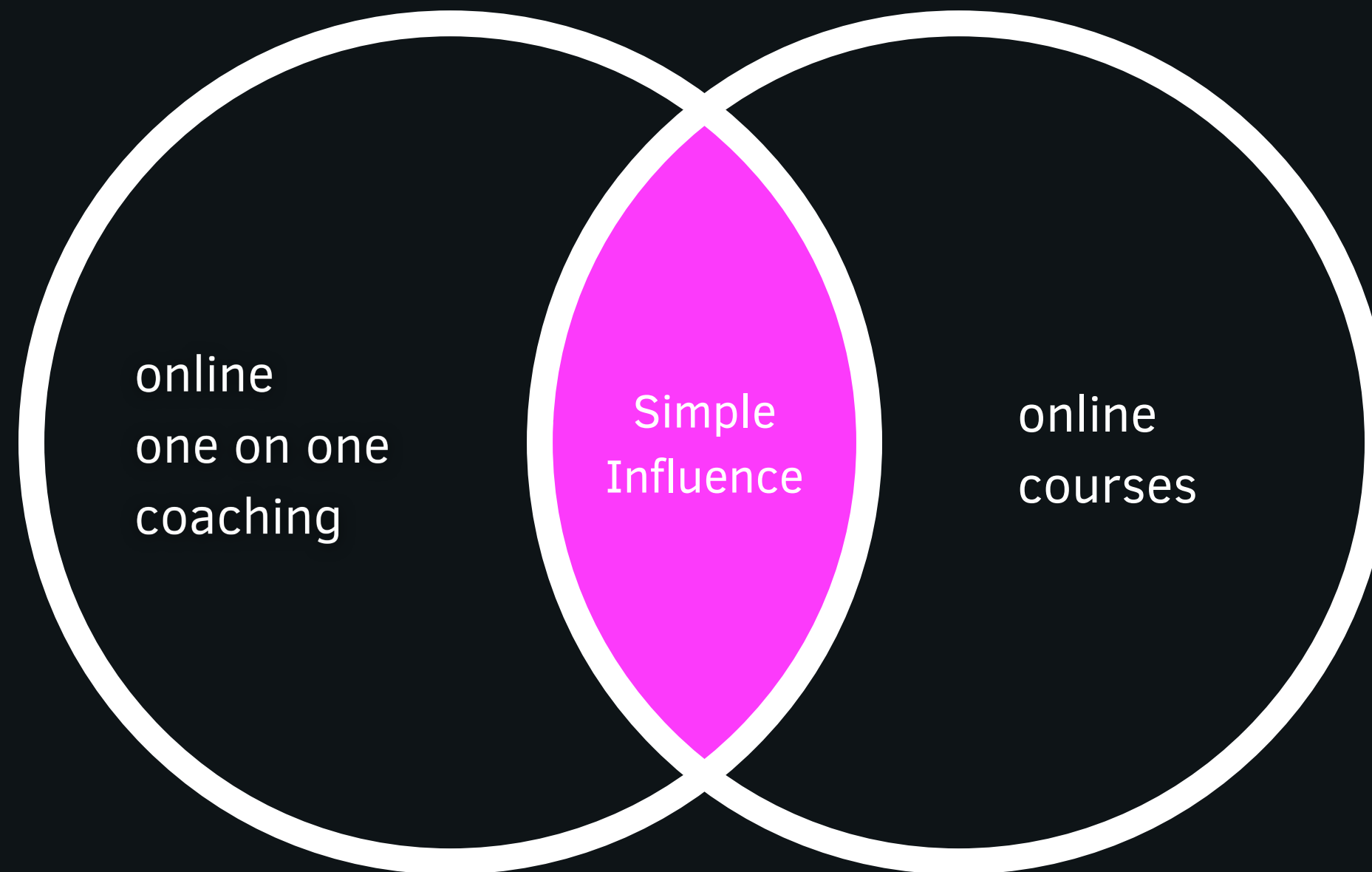
Lack of access to the right information at the right time hampers the growth of an influencer.



High barriers to entry

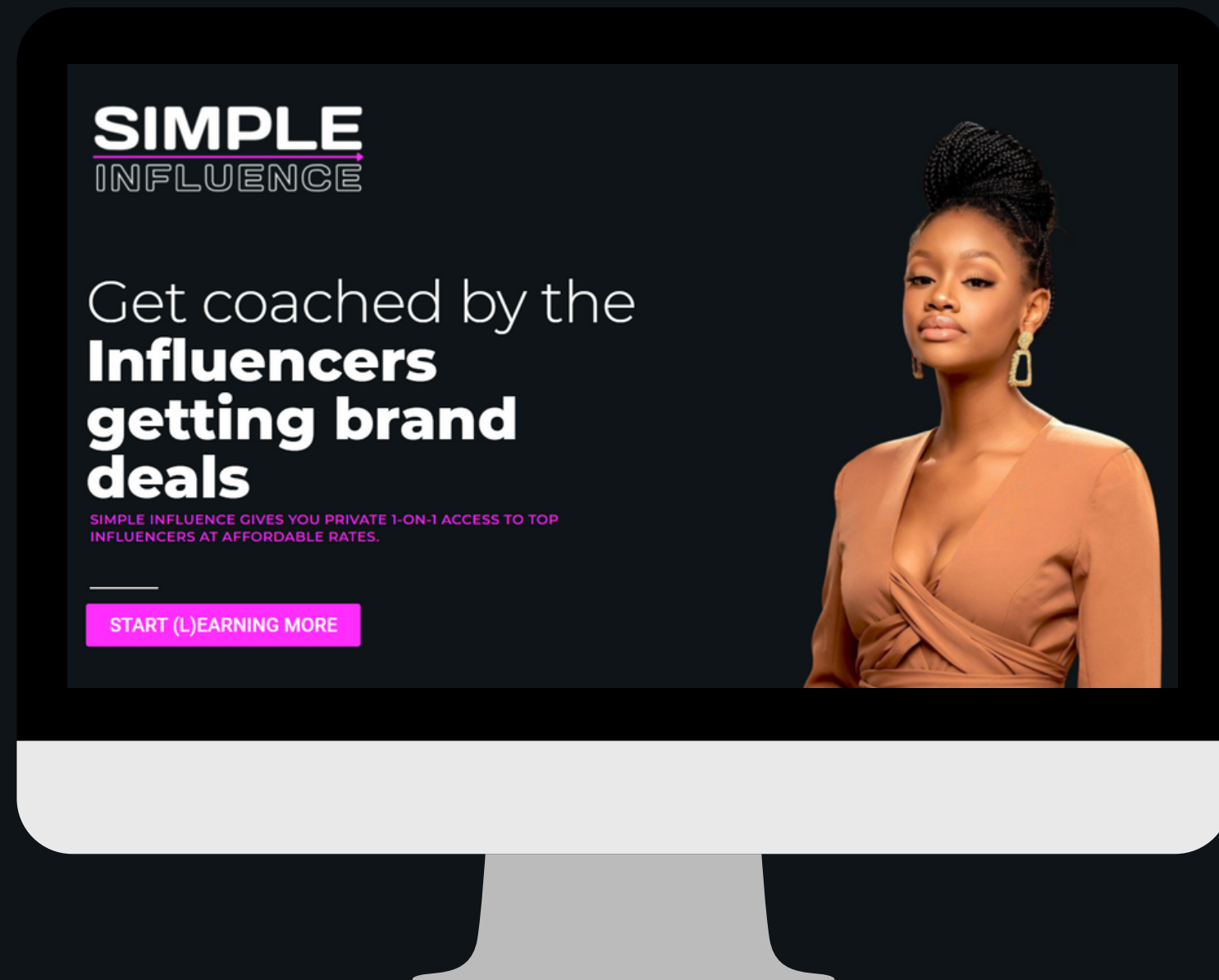
Effective influencer campaigns do not have to be reserved for brands with unlimited budgets.

The product for upcoming influencers



The pilot

simpleinfluence.co.za



Coach

Thato Mosikili

Number of content creators (students)

3 upcoming influencers

Format

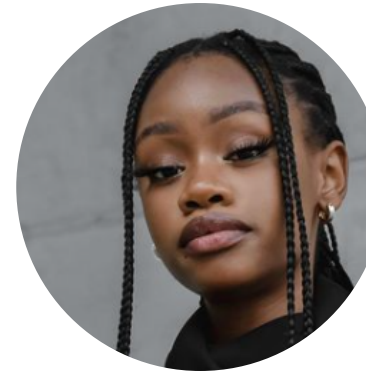
1 month of 1-on-1 coaching to test the strategies and delivery methods (September - October 2021)

Meet the team



JOSEPH

Co-founder



THATO

Co-founder



AAMIRAH, FARIE

Influencer Acquisition

Incubator:
GEN 22OnSloane

Go to market
strategy



Leveraging the instructors' audience

We make it easy for big-time influencers to earn more by coaching online and creating courses so that they can direct their audience to the platform



Free courses

Free online content and courses available on the platform



Ayanda ✓
@ayanda_sa

I am now offering one on one coaching on [@simpleinfluence](#). I'll teach you how I made it as an influencer. Thank you for your support/retweet. [#simpleinfluence](#)



12:00 PM · Oct 26, 2021 · Twitter for iPhone

5.6K Retweets **212** Quote Tweets **20.3K** Likes



The ask

Seed Funding

TO INCENTIVISE INSTRUCTORS AND CREATE CONTENT

OR

Corporate Sponsors

TO BE INTEGRATED INTO THE CONTENT

Joe thanks you



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