

That person who knows everyone

On WhatsApp

1,500+ users • 550 providers • €650K committed



Klickie Seed Round

Search For A Massage Therapist In Amsterdam. *100 Results, All 4.9 Stars.*

For Consumers

100 results, all look the same
ratings are meaningless

Google can't match personal preferences
(style, language, neighbourhood, vibe)

They end up asking friends on WhatsApp anyway

For Providers (solo)

Invisible in WhatsApp
where **90%** of client conversations happen

Don't fit on Treatwell/Fresha
(designed for salons, cut margins, bury solos)

Can't compete on Google
(**€1-5 per click**, no budget)

Admin chaos in DMs
(missed messages = missed revenue)



THE INSIGHT

Referrals Work *Because Of Trust*, Not Matching.

Everyone thinks recommendations work because your friend knows you. That's wrong. They work because your friend puts their name on the line. It's a trust mechanism, not a matching mechanism. Your friend doesn't actually know who's best for you. They know one person who won't be terrible.

Klickie *keeps the trust*

we put our name on every recommendation
- but adds something referrals never had:

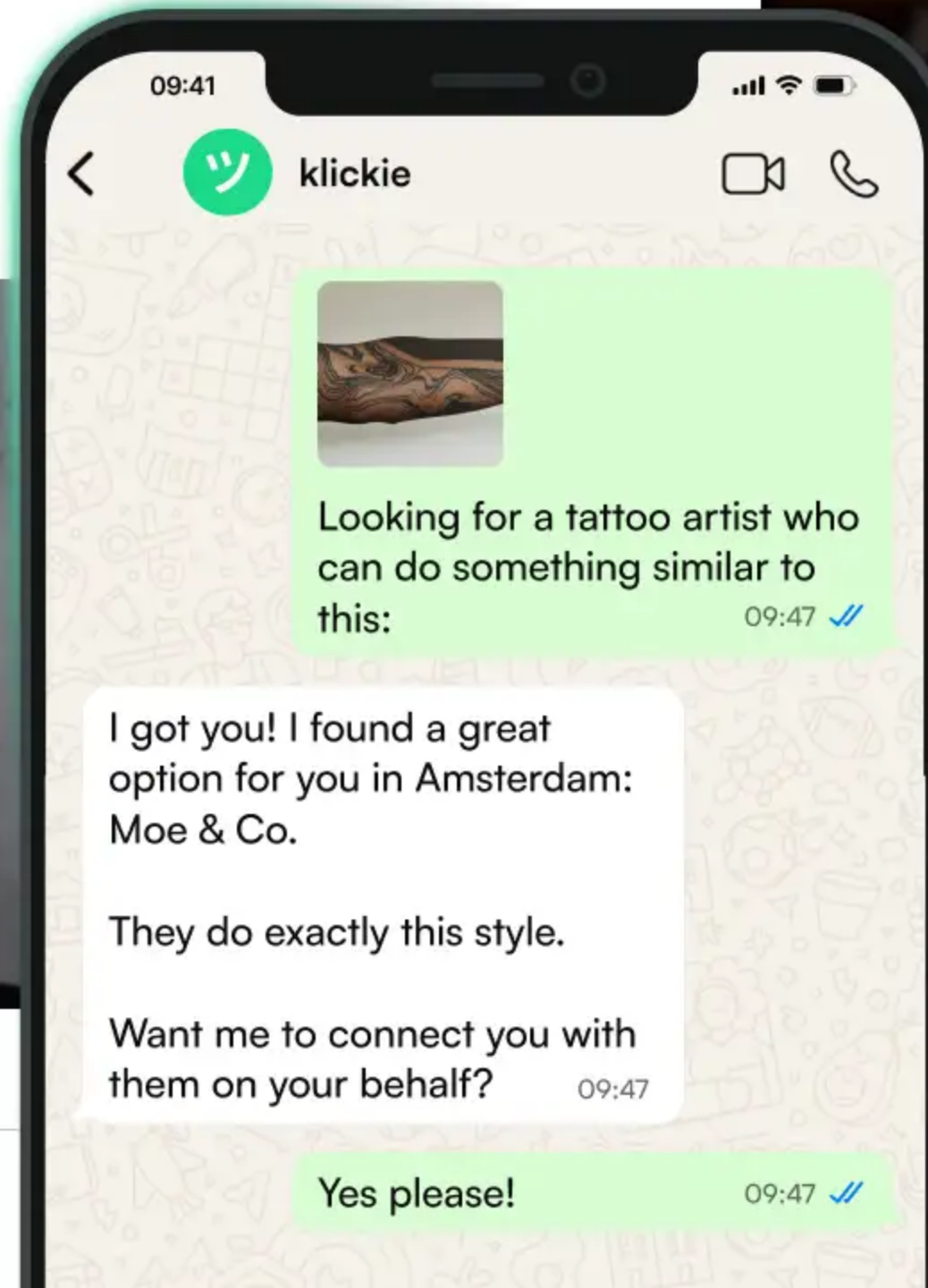
A REAL MATCH.



HOW IT WORKS

One Recommendation. Not A List

A provider spent 30 minutes voluntarily talking to Klickie about his business. No forms. No onboarding. Just conversation. We know more about that provider than his own website shows



A user sent a photo of his tattoo to **Klickie** on WhatsApp, asking for an artist who could match that style. **Klickie understood the style and recommended one.** Try that on Google.

TRACTION

Amsterdam Is Live.

The Engine Works.

USERS

1,500~

PROVIDERS ONBOARDED

550~

NICHES RESEARCHED

47

NICHES LIVE WITH ADS

10+

COST PER WHATSAPP CONVERSATION

€3.00 - €7.00

WHATSAPP CONVERSION RATE

16%
(30% for tattoo)

COST PER CLICK (META)

€0.19 - €0.30

UNIT ECONOMICS

€1.20 In, €10-15 Out.
Every Match Gets Better.

3-5x

return on ad spend.

Before any organic or word-of-mouth, which is already growing.

16% Convert (30% Tattoo) ▼

Ad Click (Landing Page View)
€0.19 - €0.30

WhatsApp Conversation Started
€1.20

~40% Qualify Into Real Match ▼

Qualified Match To Provider
€3.00 - €7.00

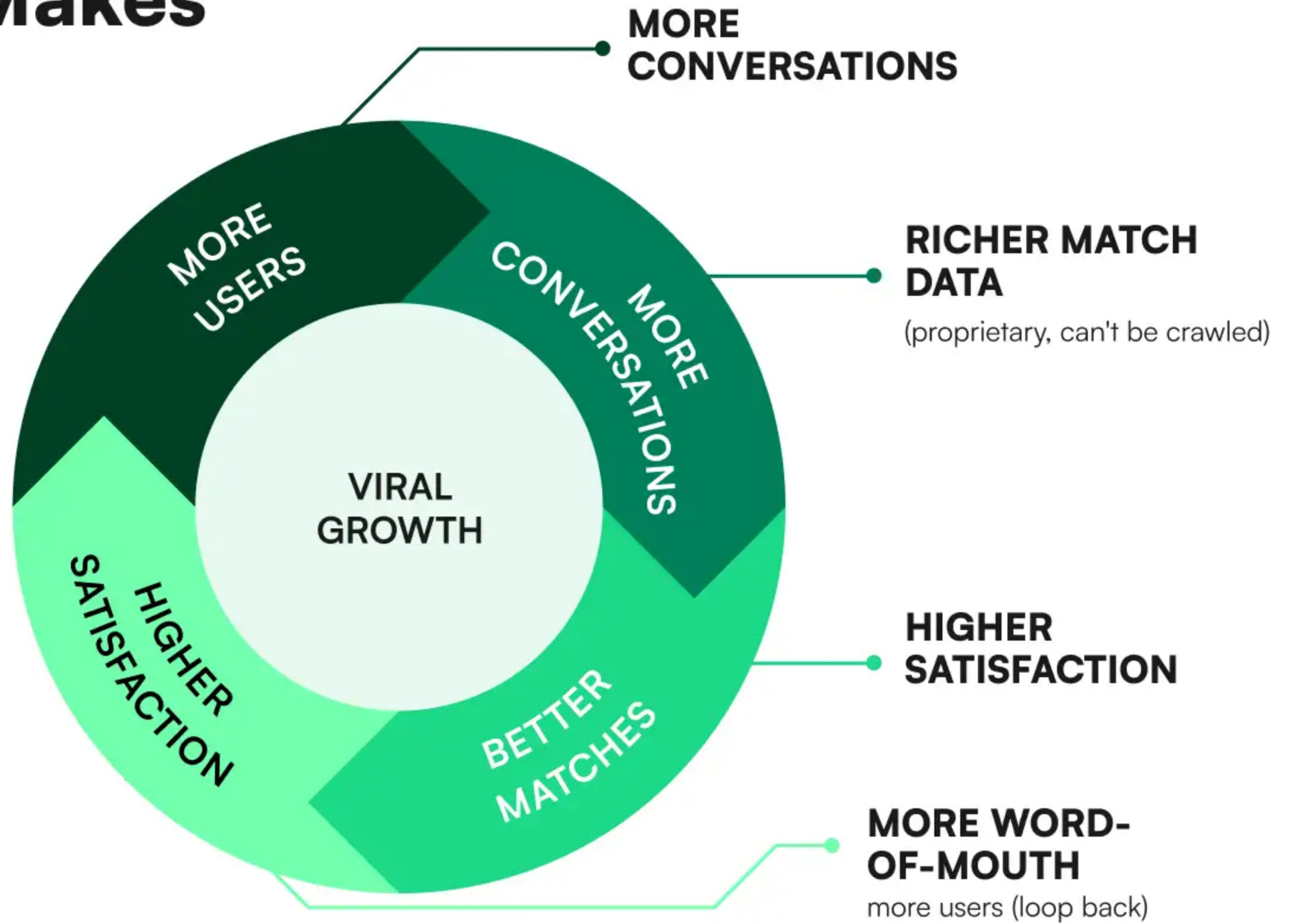
Provider Pays Per Intro ▼

Revenue Per Qualified Intro
€10 - €25

Gross Margin Per Intro
€3 - €18 (30-80%)

Every Conversation Makes *The Next Match Better.*

- ▶ This data doesn't exist anywhere on the internet
- ▶ Google can't crawl what happens in WhatsApp conversations
- ▶ By the time someone copies us in Berlin, we have thousands of completed matches teaching us what questions to ask



MARKET

170,000+ Monthly Searches. Just Amsterdam. Just Top 10 Niches.

TAM
\$1,7 bln
(worldwide solo economy)

SAM
€236 mld
(European local services)

SOM
~80.000
solo service providers in Netherlands

47 NICHES RESEARCHED WITH REAL API DATA.

15 live. 20+ ready to launch.

AMSTERDAM ALONE: 170K+ MONTHLY.

Then Rotterdam, Berlin, Barcelona, Lisbon.

EVERY EUROPEAN CITY

with expats has the exact same problem.

NICHE	MONTHLY SEARCHES	GOOGLE CPC
Massage	106,000	€1.07
Hairdresser	11,000	€1.05
Tattoo	11,000	€0.75
Yoga	6,000	€1.38
Cleaning	6,000	€1.80
Personal trainer	5,200	€3.93
Total top 10	170,000+	

WHY NOW

Two Structural Shifts. **At The Same Time.**



Conversational AI can now match.

A tattoo photo becomes a style match. A vague request ("someone not too clinical, near Oost, English-speaking") becomes a precise recommendation.

This was impossible two years ago.



WhatsApp opened their API.

The channel where these recommendations already happen naturally (buurt WhatsApp groups, friend-of-friend referrals) is now programmable.

3.2B+ users, 70% check daily.

COMPETITION

Google Shows 10. Treatwell Shows A Catalog. *We Show One.*

PLATFORM	DISCOVERY	INTRODUCTION	WHATSAPP-NATIVE	SOLO PROS
Google / Yelp	Shows a list sorted by stars	✗	✗	Not built for
Treatwell / Fresha	Browse a catalog, pick a time	✗	✗	Margins too thin, favors salons
Nextdoor / Buurt groups	Tutoring platform	✗	Sort of	Unstructured, noisy
Klickie	AI conversation	✓ One intro, our name on it	✓	Built for them

WE DON'T SHOW LISTS.

We don't let you browse. We have a conversation, understand what you actually need, and give you one recommendation. And we put our name on it.

TEAM

ProVen Founders With *Execution Experience*



Fernando Arias van Oordt

CEO & Founder

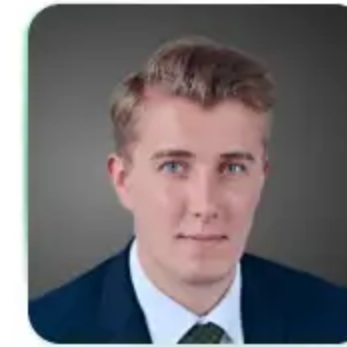
Serial entrepreneur with experience in both VC-backed and bootstrapped startups. Responsible for product vision, strategy, and partnerships.



Carlo Provinciali

CPTO

Former Booking.com engineering graduate of Columbia Tech University. Responsible for product architecture, AI development, and the technical platform.



Dave Kortekaas

CRO

Serial entrepreneur with senior B2B sales experience around the globe. Responsible for commercial strategy and provider acquisition.



Veronica Rodriguez

COO

Former Microsoft and Glassdoor Ireland Ops professional with experience in startup operations, community management, and customer success. Responsible for provider onboarding and day-to-day operations.



Mateusz Nowak

CMO

Former TVN Warner Bros. Discovery designer. Brand strategist and designer with a track record of building strong identities for startups and large organizations.



Kasper Ripken

Fixer

Former Bird & Bird corporate lawyer and founder of Helder Advocatuur. Supports on legal matters, governance, and funding structures.

THE ASK

€1.5M Seed. **€650K** Committed.
€850K Remaining.

SOURCE	AMOUNT	DETAIL
Angel investor (new)	€300K	Deep diligence done
Angel investment	€100K	Existing angels joining the new round
Team investment	€50K	Personal capital, shareholders
Bank (non-dillutive)	€200K	EU funds
Total committed	€650K	

ANTLER (EXISTING VC)

Follows - Can join when lead is in

REMAINING FOR LEAD

€850K

USE OF FUNDS

(18 MONTHS RUNWAY):

- ▶ **Scale Amsterdam to profitability**
- ▶ **Quickly expand to 10 EU capitals**
- ▶ **Hire ops + community leads**
- ▶ **Deepen data moat through conversation volume**

That Person Who Knows Everyone.

In Every City.

Klickie is the friend who knows everyone in a city, **built on WhatsApp**. **1,500 users, 550 providers, €1.20 per conversation**, pay-per-lead model. Amsterdam proven, raising **€1.5M to take it to every expat city in Europe**.



just ask
ツklickie



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