

# Speaker:

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## Dimitri Lebed

Founder Alluxe  
[Alluxe.one](https://www.alluxe.one)

- IT entrepreneur
- Father<sup>2</sup>, athlete

 [Lebed\\_88](https://www.instagram.com/Lebed_88)

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 [Lebed\\_88](https://twitter.com/Lebed_88)





# GLOBAL CONFERENCING PLATFORM

Hybrid offline & online events on our own streaming platform with the integration of AI technologies

# Conference market



# Conference market

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during  
**from 2022 to 2028 year**



Will grow to  
**\$ 59 bln**

CAGR -  
average annual growth rate

**11,6%**

<https://www.theinsightpartners.com/reports/event-management-platform-market/>

# Successful companies



## Web Summit

holds events  
around the world:

Web Summit in Lisbon, Web Summit Rio in Rio de Janeiro, Collision in Toronto, and RISE in Hong Kong

**71 000+**  
attendees

**\$71,8 mln**  
revenue 2021

startup**grind**

## Startup Grind Global Conference

global community:

4 million startups  
in 600 cities and  
125 countries

**15 000+**  
attendees

**\$153,6 mln**  
revenue 2021



## TechCrunch

the largest conference for  
technology startups

**10 000+**  
attendees

**\$267,5 mln**  
revenue 2021

# Traction - 3 conferences



📍 Dubai 2023

Networking conference  
“Investments, StartUps, Web3”

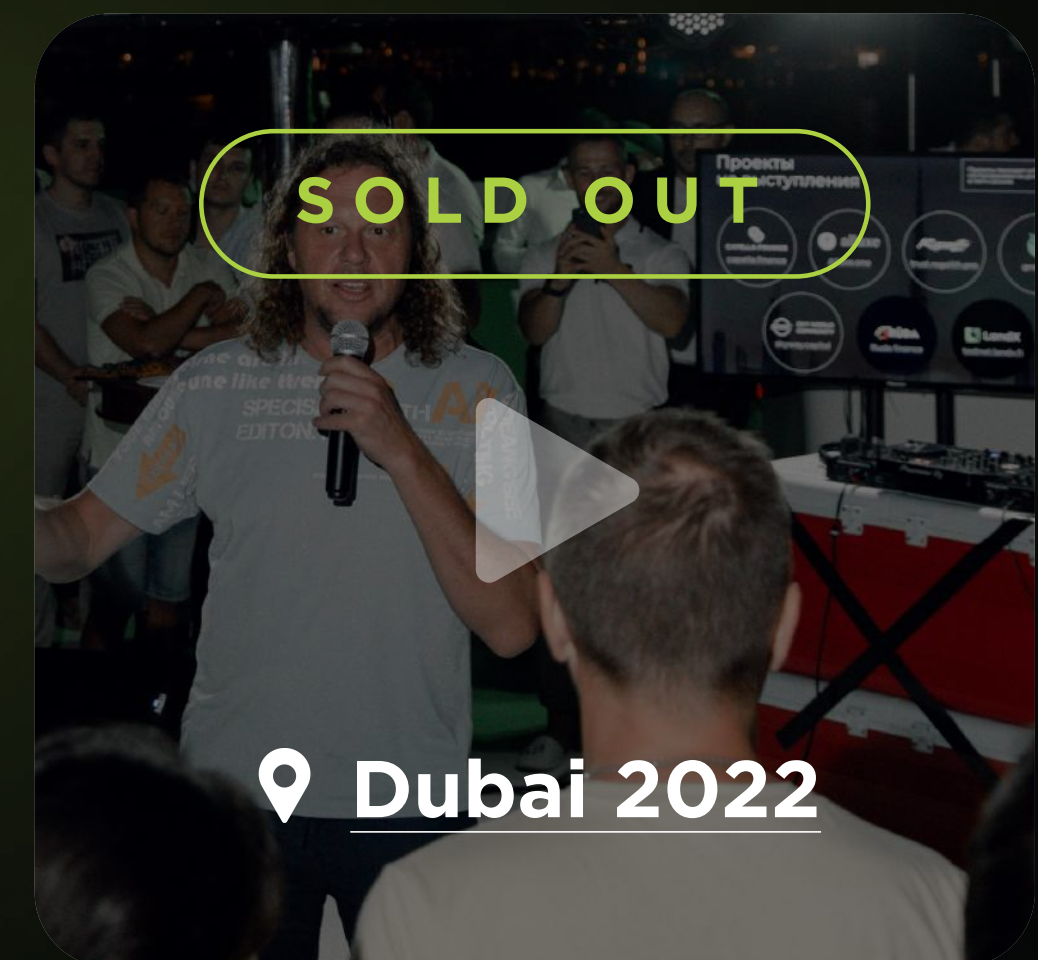
- ✓ Yacht 142ft
- ✓ 30+ VC funds and business angels
- ✓ 140 guests



📍 Bali 2023

Networking conference  
“Investments, startups,  
technologies”

- ✓ Hotel 5\* - SereS Springs  
Resort & Spa
- ✓ 150 guests



📍 Dubai 2022

Networking conference  
“VC & StartUps”

- ✓ Yacht 142ft
- ✓ 30+ VC funds and business angels
- ✓ 145 guests

# Business model

Total revenue from all events

**\$101,000**

(international income in \$)

## B2C:

- **Selling tickets to events**

Standart \$300

Premium \$650

VIP \$1600

- **Selling online content**

OT \$50

## B2B:

- **Speech at the pitch session**

OT \$1600 - \$2250 for the pitch

**Service description file**

- **Sponsorship packages**

OT \$3000 - \$28000

**Service description file**

**THE COST OF SERVICES WILL INCREASE FROM CONFERENCE TO CONFERENCE**

# Unit economics

The profitability of events in Dubai is 22%

CAC **\$39**

costs to attract 1 paying user

LTV **\$330**

revenue per 1 paying user

LTV/CAC = **8,5**

\$1 invested in advertising brings in \$8.5

Target profitability of an event for 400 people -

**more than 40%**

**\*the greater the number of participants, the higher the profitability.**

All operating and organizational costs, personnel costs, are diffused across a larger number of participants, increasing profitability.







**NEXT EVENT**  
**Dubai**

**Presentation**

**14 December 2023**

**400+ participants**

**Dubai**

**Key language**  


**Simultaneous translation**  
 



14 December  
Dubai



# Invest Summit "StartUps & Investments"

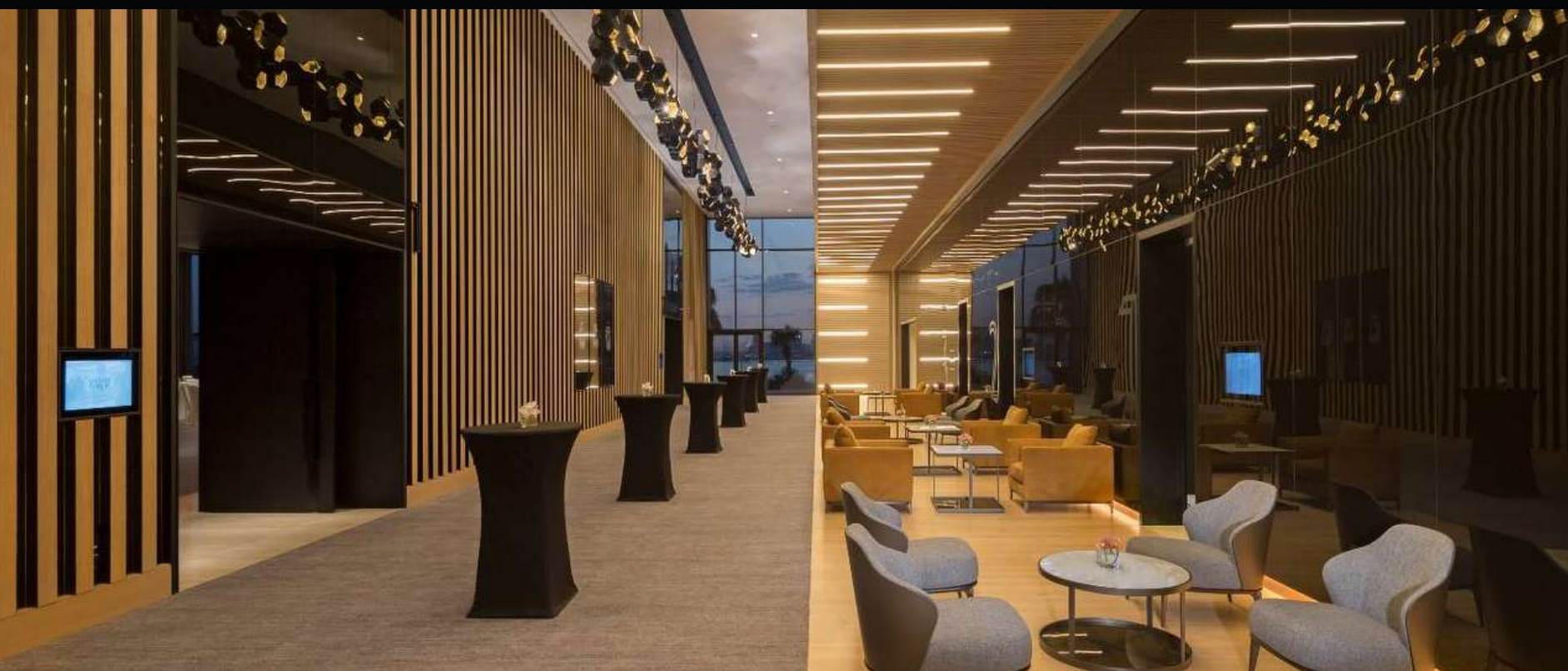
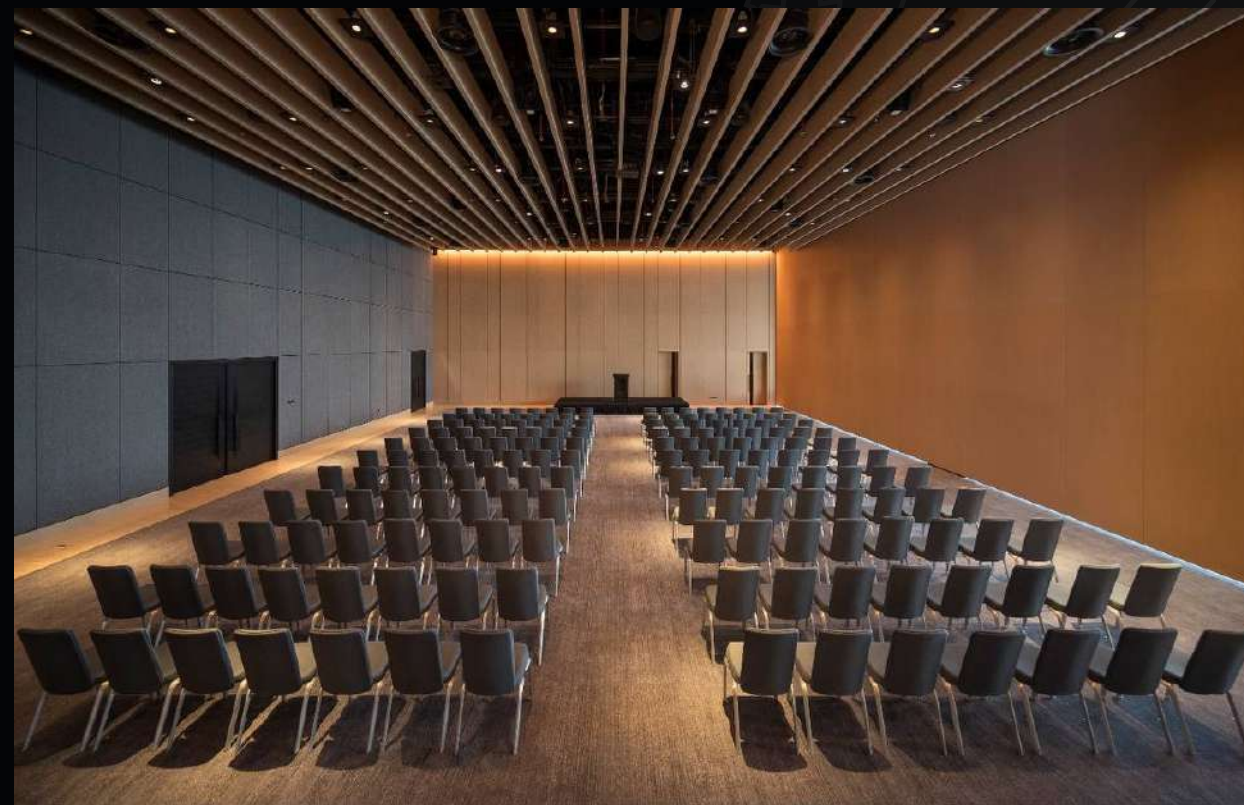
A meeting place for entrepreneurs  
and leading venture and crypto  
investors

# Location



Caesars Palace Bluewaters 5\*

Dubai





## Global goals

- **Collect stadiums**
- **10,000+ participants in different locations around the world**
- **Own streaming platform**



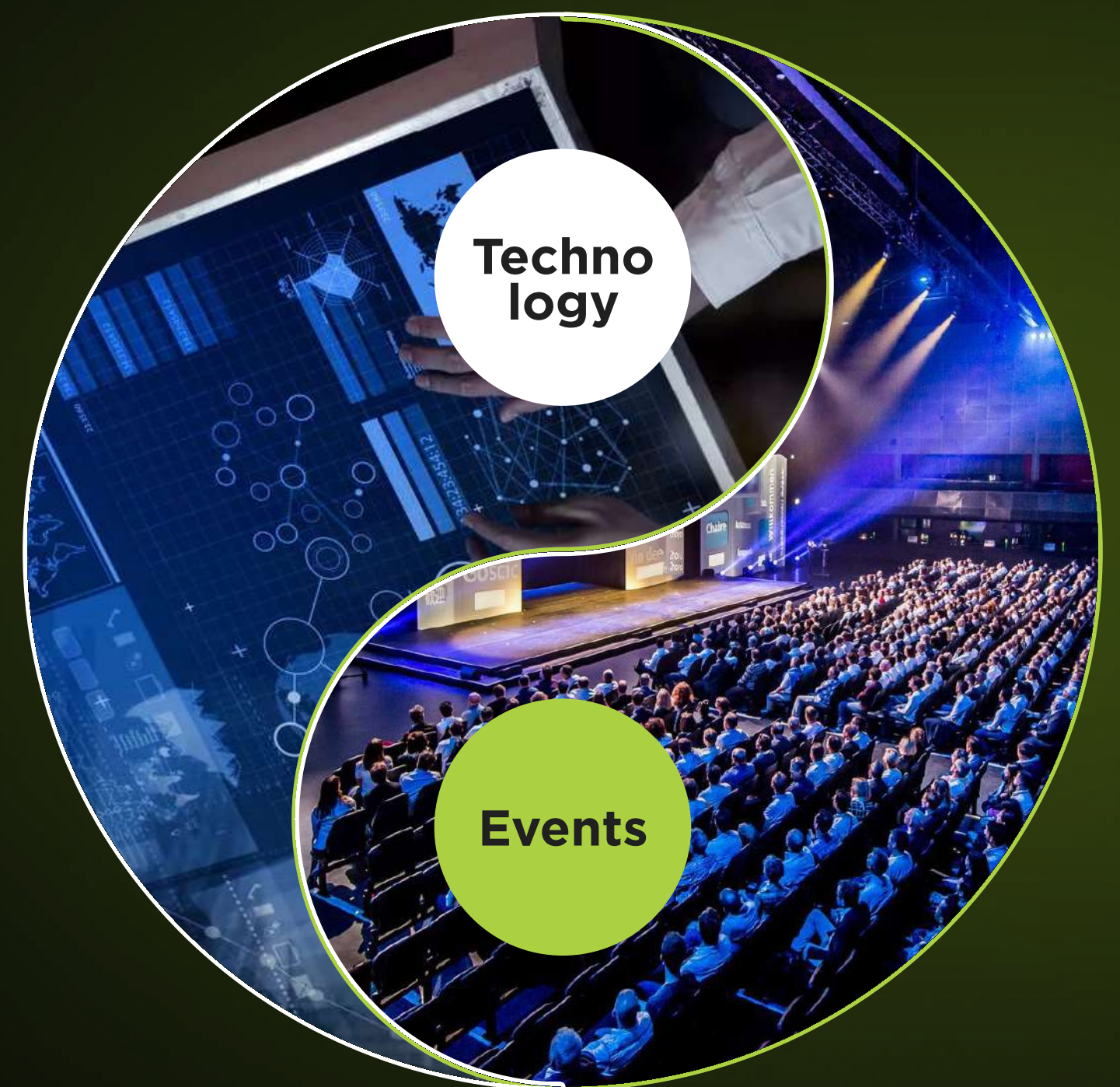


## Vision of company

A technology corporation that organizes hybrid events around the world on its own streaming platform with the integration of AI technologies

Making events for the audience:

- **Top entrepreneurs**
- **Global companies**
- **Largest funds and business angels**



# Ecosystem and streaming platform

“Netflix for Entrepreneurs and Investors”

Hybrid events -  
online and offline



Own platform and  
set of Digital products



Content localized  
via AI



Brand Promotion



Global  
community



Network and  
communications



# MVP streaming platform

Our IT solution, through which we held an online conference for 2000+ participants

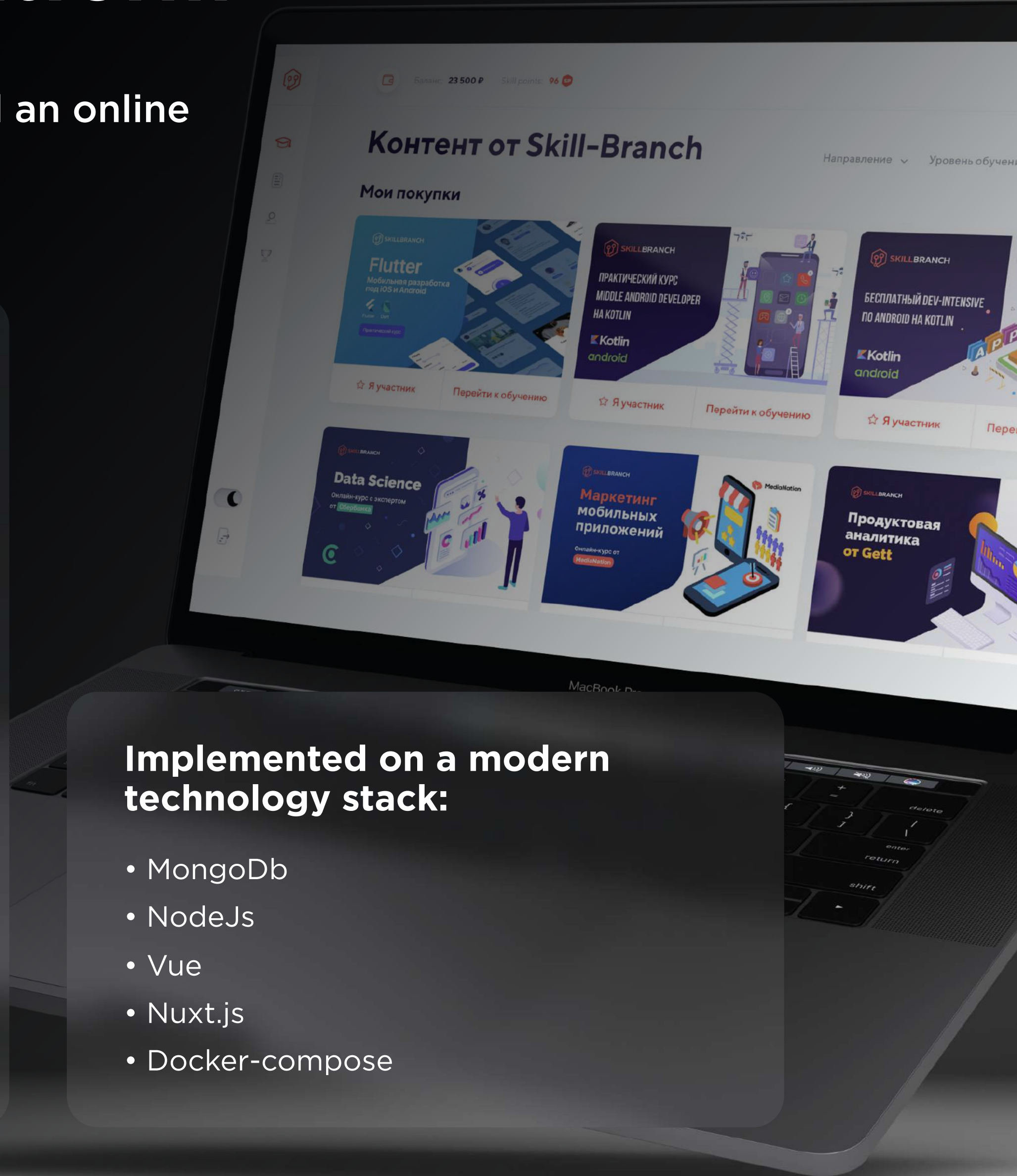
<https://skill-branch.ru/lms/courses>

## Implemented functionality:

- full-featured Web & Mobile
- user interface
- administrator interface
- content protection system from copying (encryption, dynamic watermarks, multi-session protection, secure hosting storage)
- WhiteLabel and content marketplace functionality
- user analytics functionality
- gamification and personalization system
- connected acquiring
- day/night theme
- autotest system
- integration with Telegram

## Implemented on a modern technology stack:

- MongoDB
- NodeJs
- Vue
- Nuxt.js
- Docker-compose





# Road map

4Q 2023

1Q 2024

3Q 2024

4Q 2024

1

2

3

4



Dubai



Dubai + online



Online event on the platform



Dubai + online



400+ guests



1000+ guests



2000+ online



3000+ guests



MVP platform



MVP of the platform with AI



Platform with AI integration



Online is the main source of income

# Financial goals

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2023

Revenue

**\$250k**

2024

Revenue

**\$3 mln**

2025

Revenue

**\$9 mln**

**\$ 12+ mln**

Total financial result

**Our goal is a \$1+ billion company**

# Investments

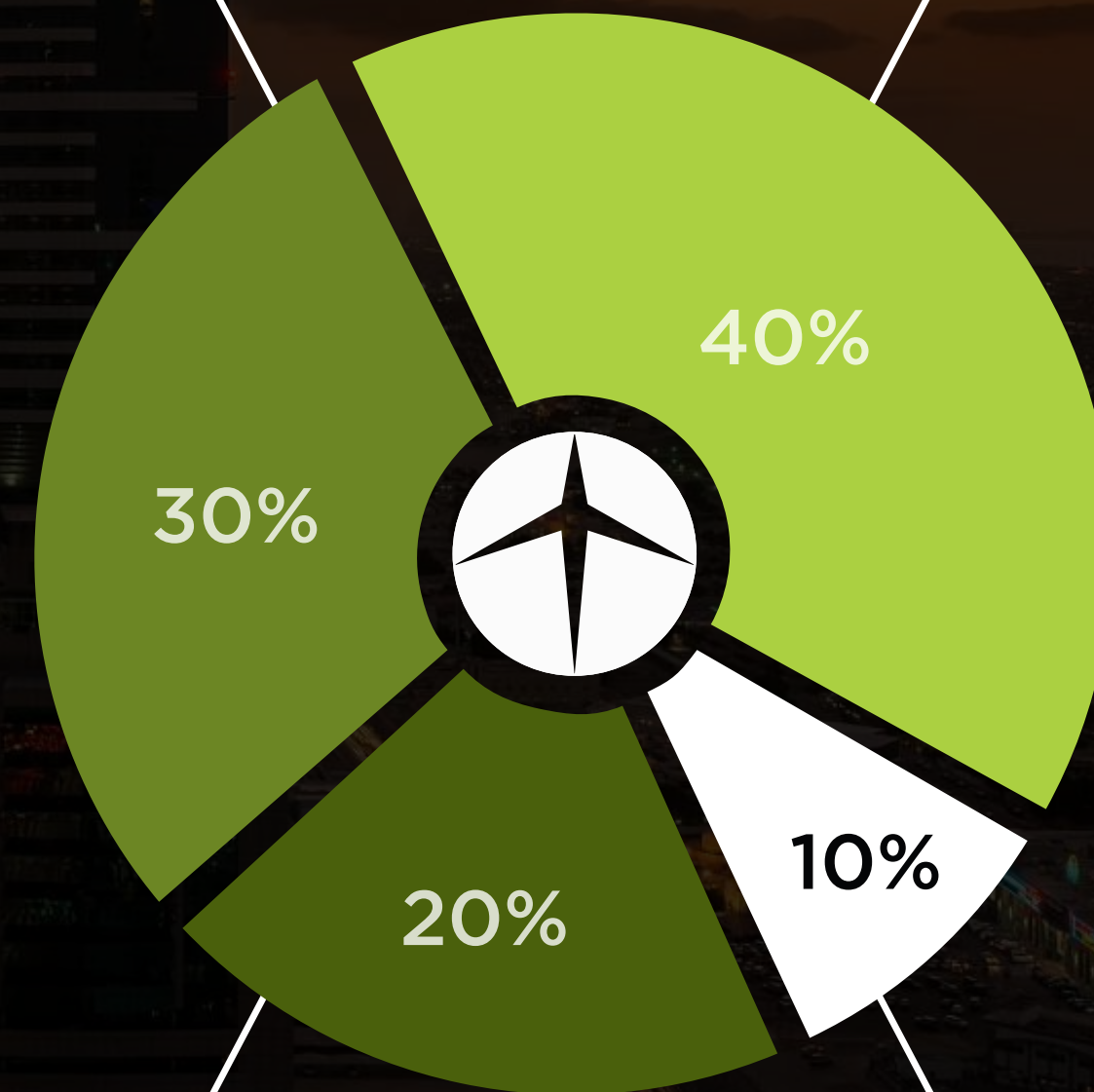
Pre-Seed Round  
**\$60,000**

raised **\$30,000**

attract **\$30,000**

Product

Marketing



Operating expenses

Legal

# Investment conditions

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**We raise through Safe in equity**

(акционерный капитал)

**12m.**

**Return of funds through dividends - 12 months.**



**Minimum check \$1000 through Regolith**

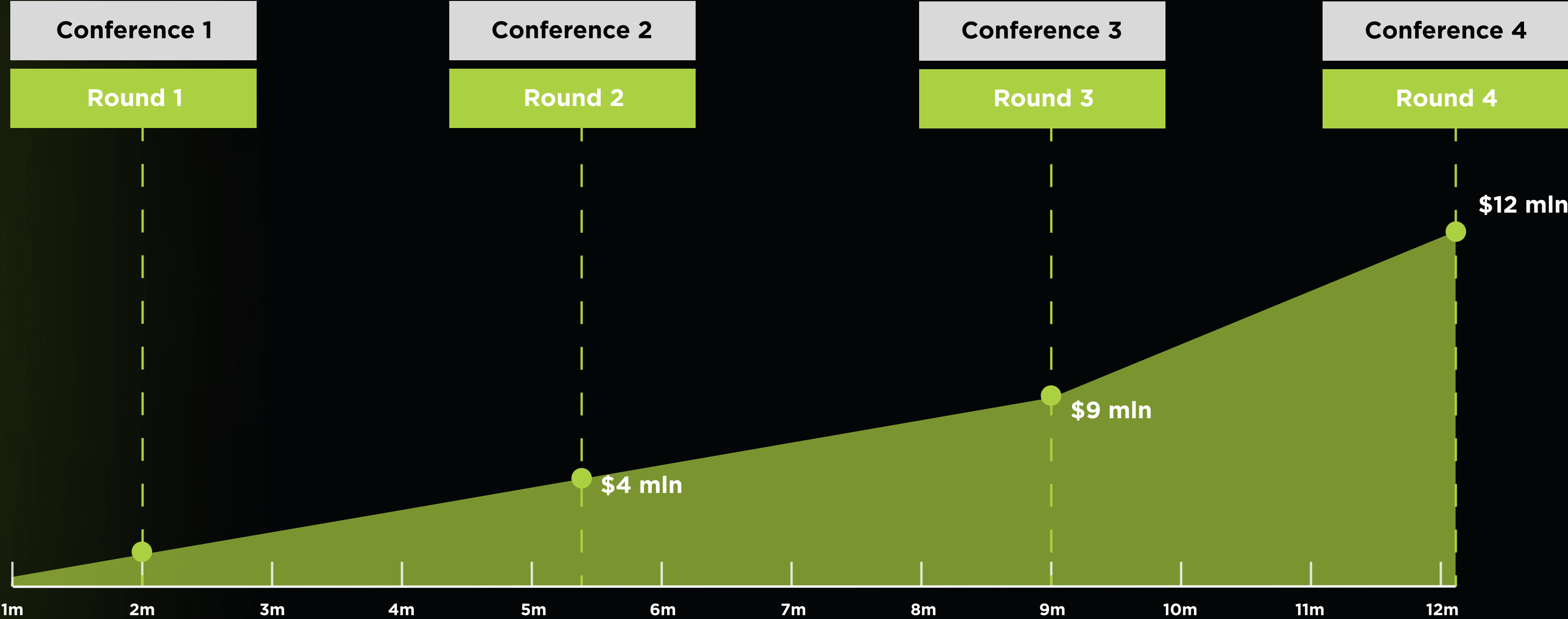
**Company valuation:**

Dividend shares

**\$1,5 mln**

# Growth of company capitalization

● Capitalization companies



**Target company valuation  
in 3 years:**  
**\$50+ mln**

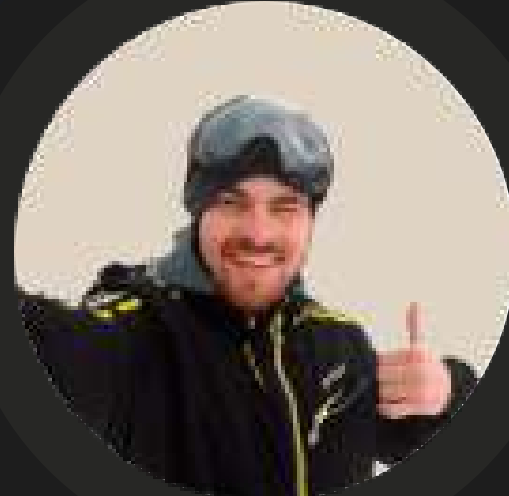
# Team

Работаем вместе  
более 10 лет



**Dimitri Lebed**  
CEO ALLUXE

More than 12 years of experience in business. Participated in the creation of 50+ IT projects



**Michail Makeev**  
CTO ALLUXE

Senior Fullstack Developer:  
Node.js (backend)  
Vue.js (web frontend)  
Android (Kotlin, mobile)  
Flutter (mobile)



**Anastasia Sokol**  
Producer

10+ years of experience in events  
More than 500 organized events  
Broadcast director Match TV, Ren TV  
More than 60,000 guests at 1 event  
Event in 2 days, 4 cities, 9 venues

**We have been creating IT products for brands and our own startups for more than 10 years**

**Expertise:**

- Web Services
- Mobile Apps
- Web 3.0
- UX/UI Design

**Portfolio - more than 50 digital products**

htc

LOVE REPUBLIC

HYUNDAI

fL  
faberlic

We have been launched online courses for more than 3 years

[skill-branch.ru](https://skill-branch.ru)

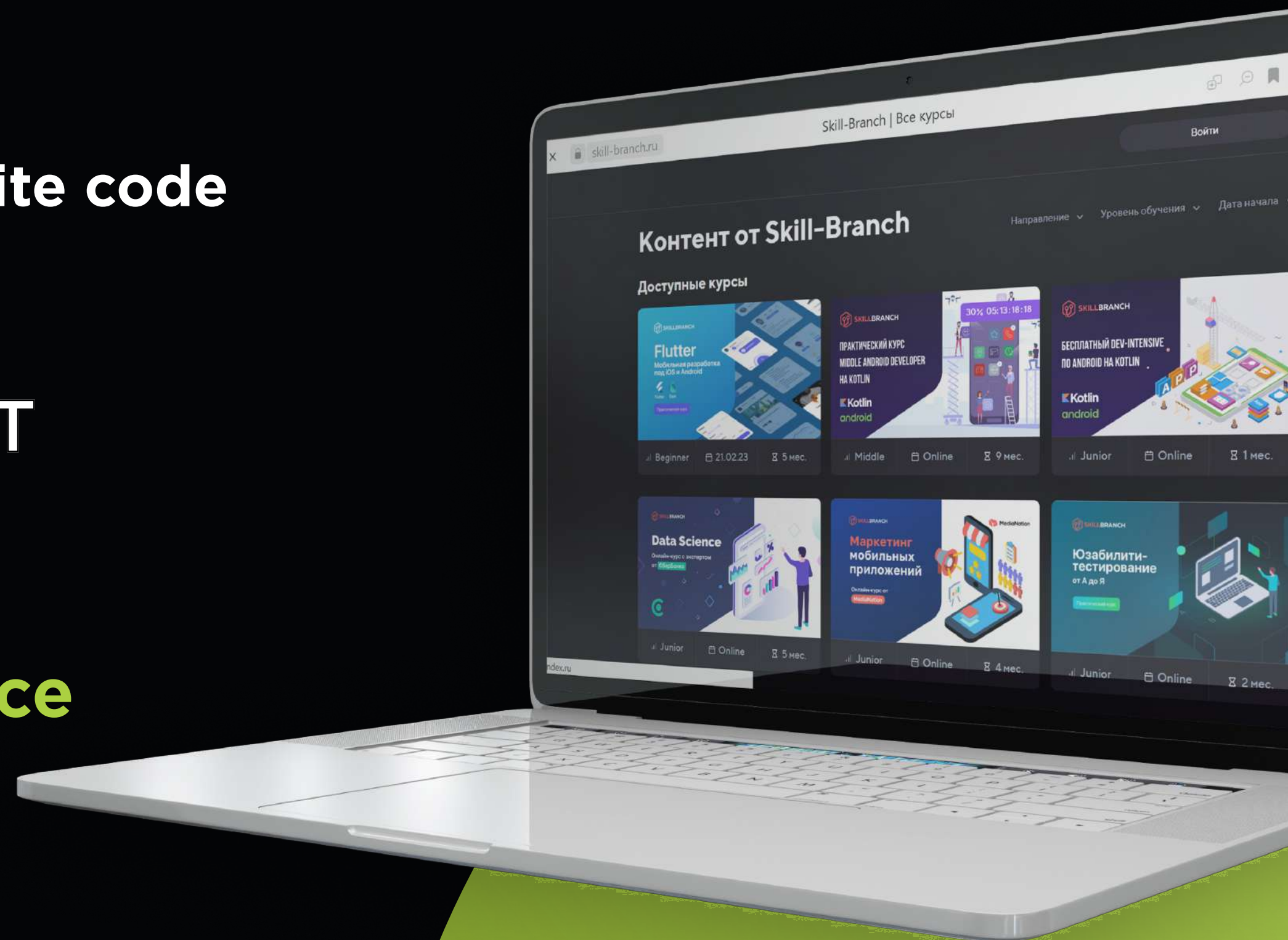


We train programmers to write code

**3000+ students**

We created our own IT training platform

**Online course ≈ conference (in processes)**





# Conclusion

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## Market

- Big and growing
- No monopoly
- The product has global development potential

## Results

- Created by MVP
- Traction by clients and finance
- Working business model

## Team

- Experience in creating businesses and start-ups
- High technological expertise
- Goals and Ambitions for Building a Billion Dollar Company



**Welcome  
on Board**

# Contacts

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**Founder Alluxe**

Alluxe.one



# HOW TO CONNECT TO REGOLITH AND PARTICIPATE IN THE DEAL

## 1 step



### Registration

Registration on the website Regolith.pro

## 2 step



### Identity verification

Confirm your email and complete KYC (5 minutes)

## 3 step



### Depositing money

Deposit your account "Bank Swift transfer in USD", Visa/MasterCard or cryptocurrency BTC/ETH/USDT/USDC

## 4 step

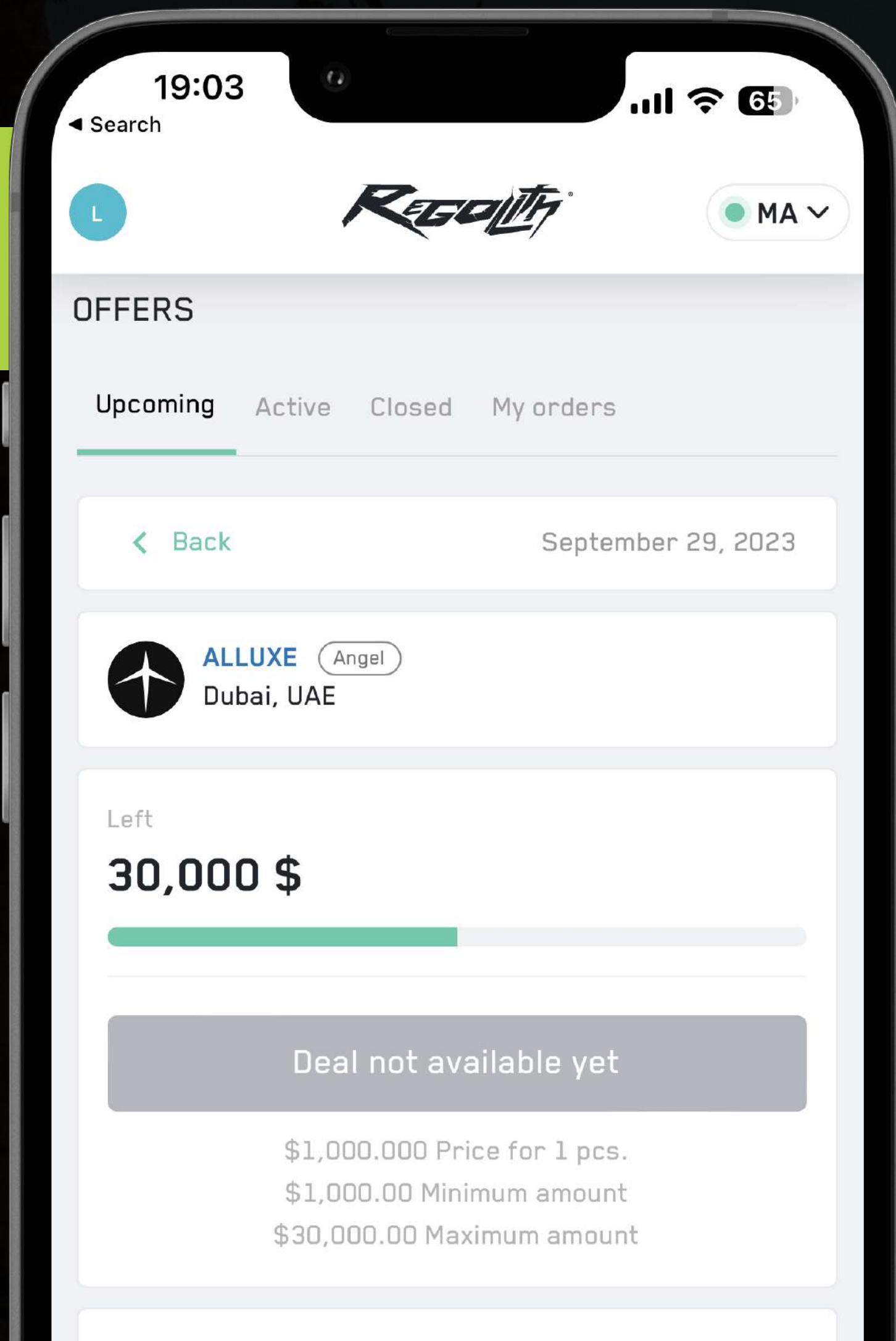


### Participation in deal

Participate in the Alluxe deal on the Regolith marketplace

If you are already a Regolith client, then you do not need to register on the site again, go to the Regolith marketplace and buy the desired amount.

# CONDITIONS OF THE DEAL



## \$1000

Minimum investment

- Commission on purchase – 5%
- Sales commission – 0%
- Commission on profit – 20%

**INVEST**