



DIA
DIGITAL INTERACTIVE AGENCY

DIA

INTERACTIVE
MARKETING
AGENCY

GLOBAL MARKET, LIGHT START,
CONSTANT SUPPORT,
LATEST TECHNOLOGIES



FRANCHISE BOOK

ABOUT US

DIA (Digital Interactive Agency) is an interactive marketing agency, specializing in digital technologies of the newest generation.

For more than 18 years, we have accumulated experience in working with the latest IT technologies. We create banking systems for cash transactions, 3D underground geomodelling systems for laying the subway tunnels and foundations of the largest metropolitan buildings, the software for sport simulators and medical systems; Winning in competitions of developers from Microsoft, Intel and Google of different years; one of 100 companies in the world, receiving early access to the latest sensors.

Owners of the company are businessmen Stanislav Kaganskiy and Aleksei Kozlov. Aleksei is the best graduate of the international Founder Institute in 2014, a software developer since 2009, head of IT projects since 2012, the owner of the company producing unique medical systems since 2015 and co-owner of the family IT company created by his father.

Stanislav - the owner of the company for the transfer of cars to green fuel, entrepreneur for 12 years, ECO activist, art connoisseur and professional golfer.



"Our goal is to make the world open, modern and kind, we create an interesting interactive environment, using the latest technologies, train entrepreneurs and work with environmental funds."



New generation franchise

STABLE GROWING MARKET

The indoor advertising market is growing annually by the marketing experts on average by 30%. And it is **more than 12 billion euros**.

EXTRA PROFITABLE BUSINESS

Your net profit can reach **more than 30 thousand euros** already in the first months of work in the field of new technologies

WITHOUT STATE AND LEASE

You can **work from anywhere** in the world

FAST REFUND

Payback period from **1 to 6 months**

SALES DEPARTMENT

Our sales specialists will ensure the **conclusion and maintenance of contracts** with the first customers

CLIENT BASE

We provide **access to our global customer base** and large partner networks

SUPPORT & TRAINING

Call Center, Academy, Centralized Sales Department

QUICK START

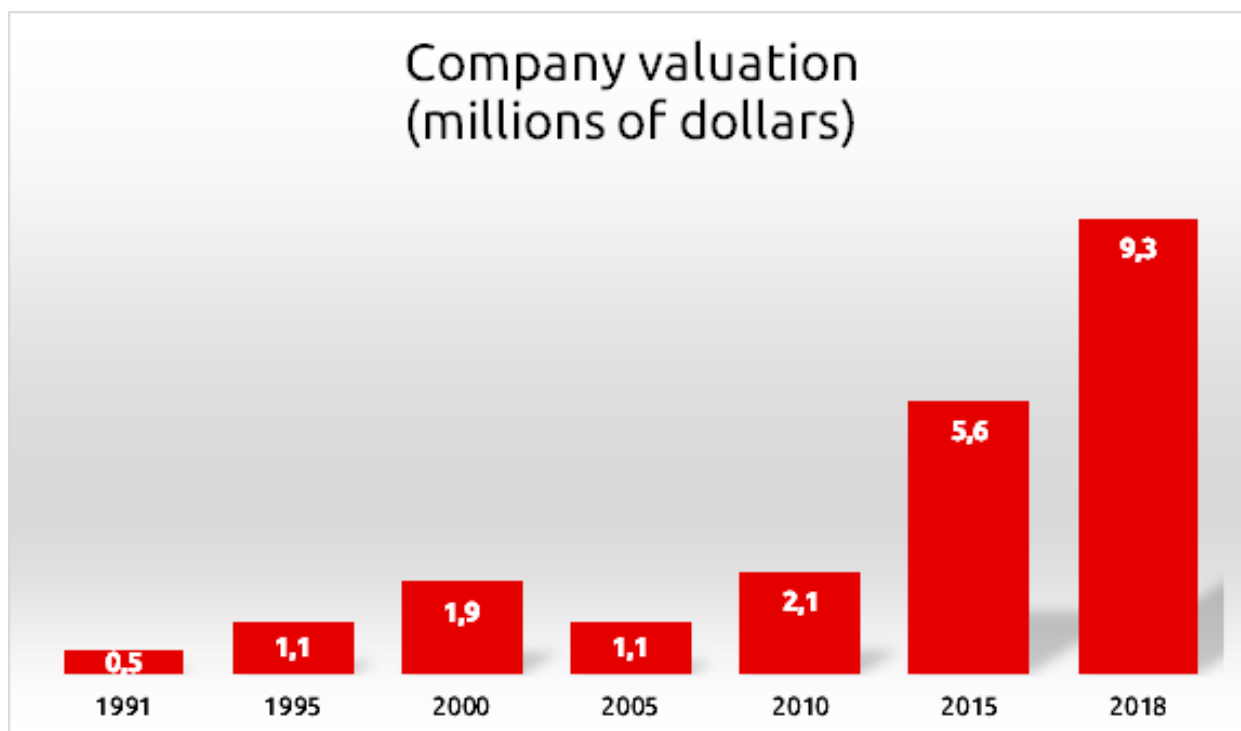
It takes **just 1 week** to start the business



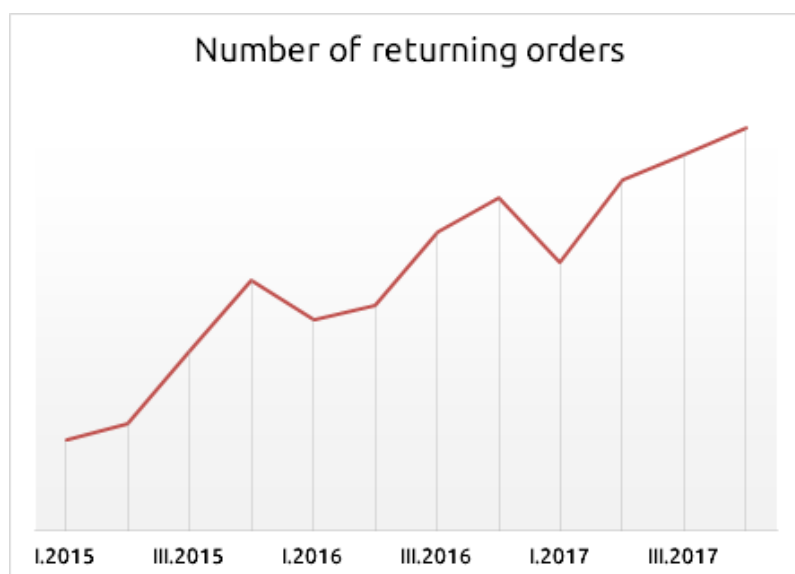
ACADEMY

We created our own Academy of Business, where our franchisees are trained in all business processes related to sales, management psychology, customer service, staff selection and training. We train both business owners and sales managers and technical specialists.

Growth of company value



We assess the success of our projects in terms of the number of long-term and returning customers. Last 2 years the number of returning orders we increased by 600%, and the contract period increased from 2 months to 8.



CLIENTS AND PARTNERS



Our systems have proved themselves at events of WWF, Gazprom and other large companies, on city holidays (for example, Night of Museums), in creative spaces, at exhibitions and conferences, in retail.

Depending on the wishes of the customer, the systems worked as an interactive information stand, analytical system, digital attraction, managed smart video stand.

In each of the applications, the systems proved to be reliable, accurate complexes. Manual results checking shows, very high the accuracy of the analysis - a discrepancy of not more than 5%.

Clients noted the benefits of using adbox systems for themselves: someone on the attendance / passability analytics helped sell the ad space on a video stand; someone corrected the staff schedule according to the monitoring system; at the events, the guests made photos with the system and this helped attract attention to the customer's brand and more accurately convey the mission; as quickly managed video stand the system allowed to reduce expenses for printed products with special offers in retail.

Financial model

Lumpsum payment

6,5 thsd. EUR.

Royalty

6%

Investments

11,5 thsd. EUR.

Profit

от 29 mil. EUR.

PROFITABILITY
680%

The starting package includes 5 interactive systems.

Additional products: selling analytics of attendance and portraits of customers, creating interactive scenarios (using our designer) and video.



MASTER FRANCHISE

We offer Master Franchise for a country or region. You will receive all the franchisee's privileges and additional income opportunities. Master Franchise is offered in markets with a capacity from 50 franchisees.

Everything for you

ROAD MAP AND ADVANTAGES



Creating a legal entity



Conclusion of the contract



Training in the Academy of Business



Launch the franchise with the first customers and fully prepared materials and company



The work of our call center on the first contracts for you



Expansion of the client base and contracting with region partners



Growth of presence on the market (own network development)

CUSTOMERS AND PARTNERS BASE

Own ready-made network of warm contacts for finding your customers

LEGAL SUPPORT

At opening, in work and all necessary working templates of documents

TECHNICAL SUPPORT

Call center for client support and equipment operation

PROFESSIONAL SUPPORT

At all stages from the creation of the legal entity to the development of the network and work with clients

ACADEMY OF BUSINESS

With the professionals in their field. For managers, client-managers and sellers

FRANCHISE-BOOK

Full-size franchisee-book with a description of all business processes

READY SCENARIOS FOR WORK

Constantly replenished database of ready-made templates of interactive scripts and designer for creating video



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