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Agency.** ■

Summary.



Savefolio

1.

ANALYSIS & CONTEXT

2.

GOALS

3.

TARGETS

4.

MEANS

Analysis & Context.

Where are we? What are others doing?

Value Proposition

Creator Gains

- Both parties benefit when a code is used
- Sharers earn commissions & grow their audience
- Seekers get codes from people they trust
- Neutral ranking → no hidden paid promotion

Products & Services

- Referral code platform for sharers & seekers
- Public creator profile with unique link
- Brand search with network-first results
- Follow system & new-code notifications
- Verified, popularity-ranked code display

Pain Relievers

- One place for all valid, non-expired referral codes
- Replaces chaotic Reddit threads & Facebook groups
- Network first → trusted people's codes surface first
- Permanent profile instead of buried social posts

Customer Segment

Gains

- Fast, reliable code discovery by brand
- One shareable link for all codes
- Passive income from referrals
- Followers notified on new codes automatically

Customer Jobs

- Find a valid referral code for a brand
- Share referral codes with an audience
- Earn from recommendations
- Save money before a purchase

Pains

- Codes scattered, expired, or hard to find
- Strangers' codes are unreliable or fake
- No permanent place to centralise & share codes
- No way to measure which codes are used

The Business Model Canvas

Designed for: Savefolio	Designed by:	Date:	Version:
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Key Partnerships

- Creators & influencers
- Brands with referral programs
- Friends & family networks

Key Activities

- Code verification & fraud filtering
- Creator profile management
- Supply acquisition (creators)
- Follow system & notifications
- Commission tracking

Key Resources

- Verified code database
- Social graph (follow/trust layer)
- Public creator profiles
- Neutrality & ranking algorithm

Value Propositions

For seekers

- Network-first discovery (followed people first)
- Verified, non-expired codes
- Trust filtered by social graph

For sharers

- One permanent profile, unique link
- Organize all codes in one place
- Build a following & earn commissions
- Notifications to followers on new codes

Customer Relationships

- Follow system (persistent retention)
- Push & email notifications
- Usage stats for creators
- Trust through neutrality

Channels

- Unique profile link (savefolio.app/@handle)
- Creator-shared links on social media
- Brand search on platform
- Word-of-mouth / network effects

Customer Segments

Sharers

- Creators & influencers with an audience
- Everyday users with referral codes

Seekers

- People looking for referral codes by brand
- Friends & followers of sharers

Cost Structure

- Platform development & maintenance
- Code verification infrastructure
- Creator supply acquisition
- Fraud prevention

Revenue Streams

- Affiliate commissions on Savefolio's own codes
- Sponsored / paid placements clearly labeled

Analysis & Context.

Where are we? What are others doing?

Trouvez les meilleurs bons plans de parrainage.

Cherchez une marque, découvrez les codes de notre communauté, et commencez à économiser.

 Rechercher une marque ou un @utilisateur...

Explorer les bons plans →

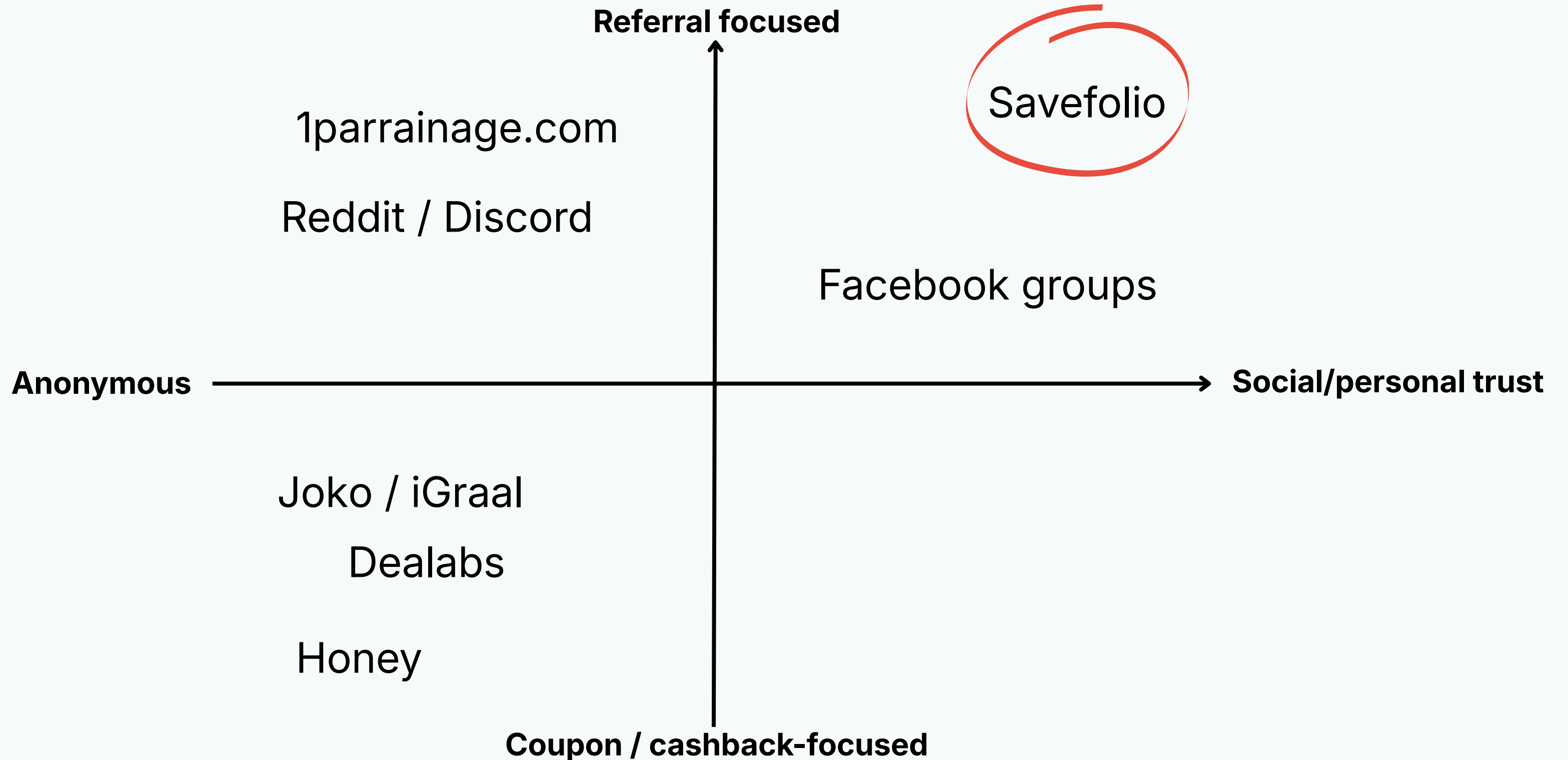
↗ Simuler vos revenus

Our main conclusions :

- The model only works if creators join first.
- Two sources of revenue: affiliate commissions and sponsored placements.
- For seekers: trust replaces luck.
- For sharers: a permanent home for their codes.
- Both sides win every time a code is used.

Analysis & Context.

Where are we? What are others doing?



Analysis & Context.

Where are we? What are others doing?

	POSITIVE	NEGATIVE
INTERNAL	STRENGTHS : • Only platform combining referral codes with a trusted network layer • Permanent public profiles with neutral ranking	WEAKNESS : • No user base yet • Code verification is a hard technical challenge with fraud risk
EXTERNAL	OPPORTUNITIES : • Fragmented market with no dominant referral code player to displace • Creator economy growth	THREATS : • Other platforms already have the users and the habits • Social platforms could add a referral code feature at any time

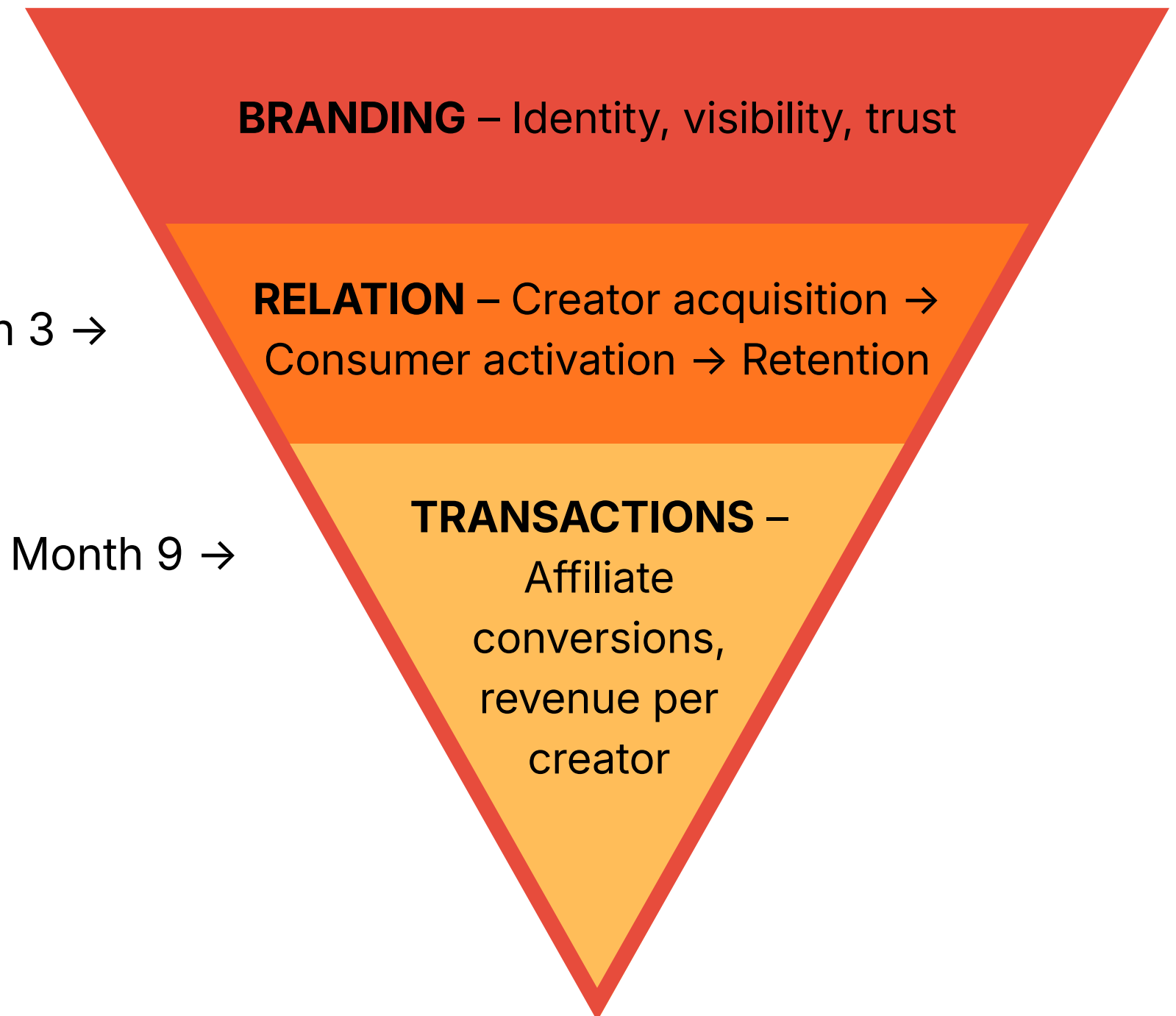
Goals.

What are we trying to achieve?

Priority from Day 1 foundation for everything →

From Day 1 alongside branding, becomes the main focus from Month 3 →

First signals from Month 6, full focus from Month 9 →



Targets.

Aiming at who ?

Creator Persona



Henri - ExplorlA

- French Creator, 25 - 35 yo, small to mid-sized channel (10k - 250k followers)
- Urban lifestyle (Paris / Bordeaux). No or small family, ideally had some work experience.
- Has self-consciousness, is recognized for his positions and responsibilities.
- Produce quality work and secure quality and relevant deals.

Micro influencers get a lot of brands deals, a smaller but more attached community and are easier to contact.

Targets.

Aiming at who ?

Synthetic Focus Group

3 - Questions :

- A YouTuber you follow tells you about Savefolio — 'a place to find the best referral codes from real people.' What's your first thought?
- You land on savefolio.app/fr. What do you do first?
- What do you take away from this? Do you come back? Do you tell people about it?

Moderator: "You land on savefolio.app/fr. What do you do first?"

Lucas 🧑

"I browse the popular brands. Boursorama, Revolut, Rakuten... okay, that checks out. I look for a brand I already use — say Revolut. I see 'up to €100' with a code from @mart13540. But who is this guy? I have zero context on him. Can I trust his code? Is it even still valid?" ⚠️ **Friction identified: no trust signals on anonymous user profiles**

Inès 🧑

"The income simulator catches my eye — that's original. I test it. I like that there's also a 'share my codes' angle. This isn't just a discount site, it's a network. But does the design feel trustworthy? I'd need a clean, polished UI to not feel like I'm on a sketchy website." ⚠️ **Friction identified: perceived design quality directly impacts trust**

Thomas 🧑

"I search for my bank directly. I type 'Fortuneo' — €130 is serious money. I click through. The code is there. But is it still active? Is there an expiry date? I see 'posted 1 month ago'... that's not very reassuring about whether the offer is still running." ⚠️ **Friction identified: no clear validity or expiration signal on offers**

Camille 🧑

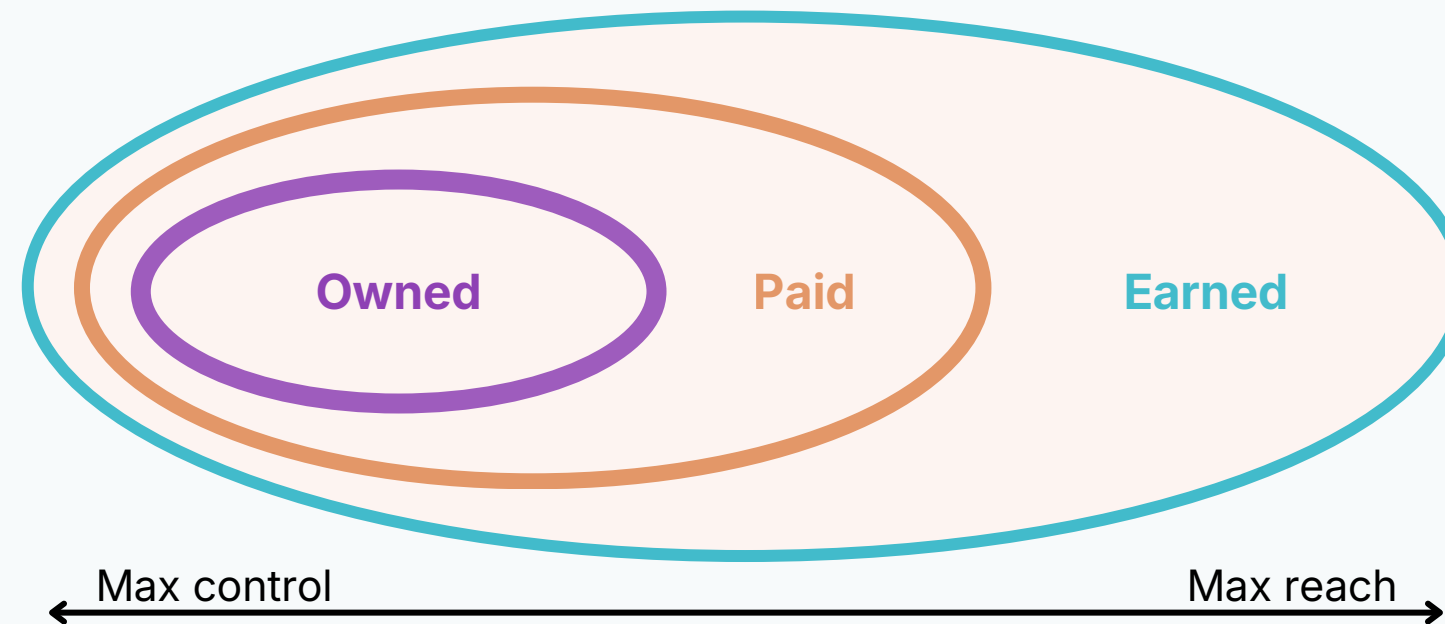
"I browse the categories. Finance, travel, e-commerce... well organized. I create a profile to share my own codes — I have Boursorama, Joko, iGraal. If my friends use my codes, we both win. This is honestly the idea I wish I'd had." ✅ **Strength identified: the mutual win-win referral mechanic is immediately intuitive**

	Insight
Trust	A creator → Savefolio profile link is the strongest legitimacy signal
Validity	No clear expiry date on offers generates doubt and abandonment and need of seeing creators actively using it
Retention	Without alerts or favorites, the site is forgotten between purchases
Positioning	Savefolio is perceived as a considered-purchase tool (banking, subscriptions, travel) — not daily promos
Gamification	A "codes used / savings generated" dashboard would push users to actively share their codes

Means.

How ?

The POEM Model



OWNED

- Website and SEO — platform + organic search visibility
- Social media — our own accounts (YT, IG, TikTok)
- Email and push — notifications to users
- Creator profiles — public pages at savefolio

PAID

- SEA — paid search ads (Google)
- Social ads — targeted ads on social platforms
- Influence — paid partnerships with creators
- Display — banners on niche websites & forums

EARNED

- Reviews — Trustpilot and user ratings
- PR — press mentions and startup directories
- Word of mouth — organic creator recommendations
- UGC — codes and content shared by users

Means.

How ?

OWNED - Social Media

	YOUTUBE	INSTAGRAM	TIK TOK
BRAND OBJECTIVES	Dominate Google appearance ranking for referral searches	Replace the screenshot habit	Achieve viral awareness among Gen Z
MAIN TARGETS	Creators (50 to 500k followers) + early Gen Z & late Millenials	Micro-creators (10 to 200k followers) + Gen Z	Emerging creators + Gen Z
CONTENT PILLARS	Tutorials, Product updates, reviews with real creators, brand specific cases	Pain explanation -> solution, creator stoplight	Life-hack video, "day in the life" type video, trend takeover
FORMATS	Long form displayed in playlists (per brand/sectors) + shorts	Reels + stories + carousels	Short vertical videos
KEY MESSAGES	"Stop losing money on expired codes" "The referral code wallet that actually works"	"Your codes shouldn't disappear in 24h" "Stop screenshotting to save your storage"	"So that you never lose a referral code again"
PUBLICATION RYTHM	Monthly	Weekly	Weekly

Means.

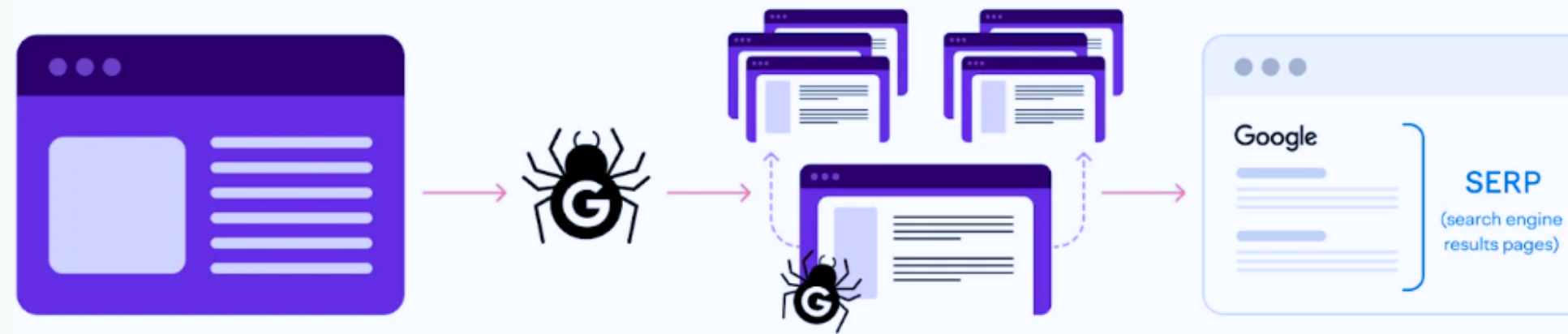
How ?

OWNED - Website and SEO

What we have

- Not found on Google
- No traffic
- No credibility

We're not explaining SEO — we're showing how it brings users and revenue.



What we do

- Fix technical SEO (Google can read the site)
- Create pages for popular searches
- Build trust (backlinks & visibility)

What we get

- More users from Google
- People landing directly on Savefolio
- Free long-term traffic

Means.

How ?

OWNED - Emailing Campaign

Why use emailing campaign ?

- Professional credibility
- One email = multiple content creators
- Agencies are decision makers
- Scalable outreach
- Long-term relationship building
- Clear value proposition delivery

Hi [Name],

Every time one of your creators posts a referral code in a story, they lose all attribution the moment it expires. Any purchase made after that — **gone.**

Savefolio fixes this. Creators get a permanent profile page centralizing all their codes, with persistent tracking that keeps earning weeks after the post disappears.

No commission taken on existing deals — every dollar Savefolio generates is purely additive.

[Would you have 20 minutes this week? →](#)

Means.

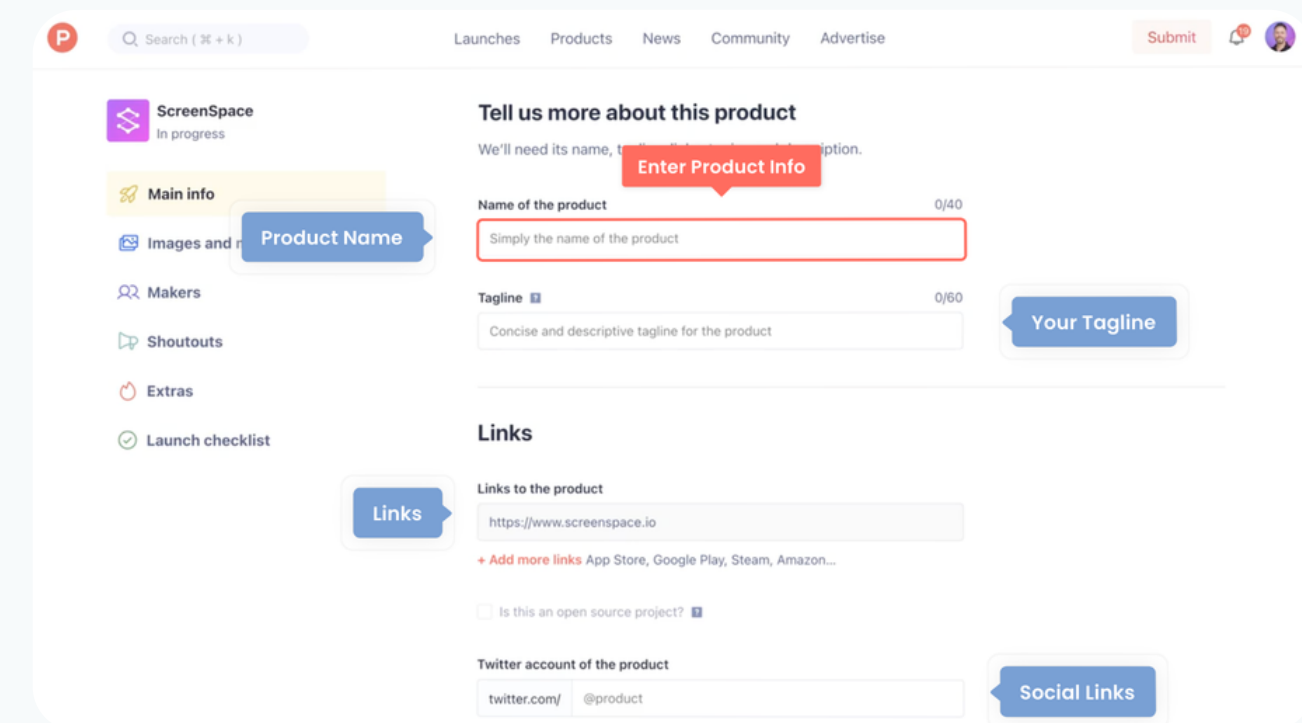
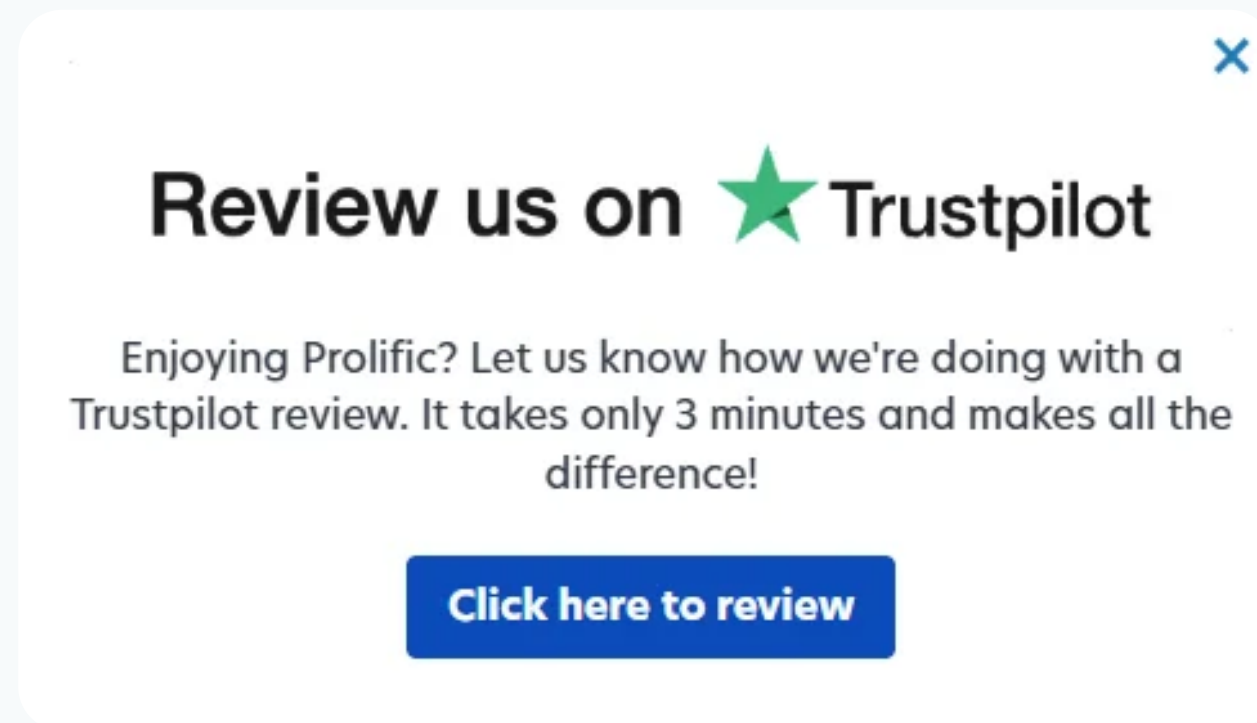
How ?

OWNED - Motion Design



Means. EARNED

How ?



1. User Reviews Trustpilot –
Post-redemption prompt, after a user saves & uses a code from their wallet

2. Creator Word of Mouth –
Creators recommend Savefolio to peers when they see real attribution & earnings on their dashboard

3. Press & Media – Pitch angle: "the missing layer between creators and affiliate revenue", target Maddyness, FrenchWeb after first cohort

4. Startup Directories – Product Hunt + BetaList launch, backlinks to fix Savefolio's zero domain authority

Means.

How ?

PAID - Advertising Strategy

- **Paid partnership with a few content creators** → Increase trust. The main focus is Youtube creators.
- **Brand awareness** → Buy media space on discount provider websites / specialized forums as r/bonplans and wholesale websites of specialized equipment.
- **Google search ads** → Focus on high qualified potential leads (over search as "Site échange code promos, etc.")

	Budget	Scalability
Paid partnership	150\$ / Videos ~ variable	High but very costly
Brand awareness	~ 500\$ / Months (CPM) - variable	High but low cost low result
Google search ads	~ 1,000\$ / Months (CPC)	Medium, made to capture buyers searching for codes during their buying process

Paid marketing enables a great "cold start" of the marketing process.

Means.

How ?

Metrics and KPIs

	PAID KPIs	OWNED KPIs	EARNED KPIs
SOCIAL MEDIA	• Ads Impressions • Ads Reach • Engagement Rate (engagement/impressions) • CPC : Cost per Click • CPM : Cost per Mille	• Posts Impressions • Posts Reach • Engagement Rate (engagement/impressions)	• Shares / Reposts
WEBSITE	• CPC : Cost per Click • Google Ads Quality Score	• Organic traffic • Keyword ranking • Backlinks	• Inbound Backlinks
SAVEFOLIO		• New creators • New users • Open & Reply Email Rate	• Reviews & Ratings (eg. Google, Trustpilot, etc.) • Net Promoter Score (NPS)



Content Creation

TO CHECK BEFORE POSTING

Content respects the editorial Pillars
(defined in OWNED - Social Media)

Content for the user not to talk about yourself

Content must be adapted to platforms
(format, tone, length, subject)

Content visual should be aligne with brand visual identity



How ?

Content Creation

	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
EVERY WEEK	Instagram Post/Reel					TikTok Post	
EVERY 2 WEEKS				Youtube 1-3 min video			
EVERY MONTH				Youtube 5-10 min video			

This is a proposed workflow; it is intended to be modified to align with time availability.
The main objective is to have a clear plan for the start of each week.



Content Creation

KEY TAKEAWAYS

Gen AI is powerful, but every piece of content should be reviewed and modified

Quality > Quantity
(small & engaged > large & passive)

Consistency is very important,
but should not reduce quality for it

Communication is really important,
but should not slow Savefolio development

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Agency.**

