



**LizarDeals®**  
Custom deals on the Go!

*This is a pitch for:*

**KAMELEON**  
*app*

[www.lizardeals.com](http://www.lizardeals.com)

Riccardo antonelli  
riccanto@gmail.com

Fabrizio lazzaretti  
Fabrizio.lazzeretti@gmail.com



WHAT IT IS

LIZARDEALS launches

# KAMELEON



Kameleon by Lizarddeals is a Mobile App for iOS, Android and Windows that promotes a GPS real time commercial service for products and services sold by merchants in a specific area and targeted to customers nearby at that time.



# CHALLENGE



The challenge is to socialize real economic and commercial advantages between those who want to sell products at promotional conditions and those who intend to buy discounted products.



We want to **create a new economic environment** where sellers and clients can share their respective interests and **empower their commercial and purchasing power**.



# HOW IT WORKS //



The mechanism gears are three:

- CLIENT

- DEALER

- WEB BASED APP

The APP, after registration, allows the two categories of users to interact. On one hand, the client creates its own friendship or business social network and its commercial interest profile and, on the other hand, the seller puts their own business proposals in real time ready to be bought by potential customers directly on mobile with credit card or paypal.



## HOW IT WORKS /2



All the **offers** will be listed in specific categories: **restaurants**, **theaters**, **cinemas**, but also **clothing shops**, **food shops**, **art museums** and **galleries**, **event venues**, **concerts** and so on.



## HOW IT WORKS β

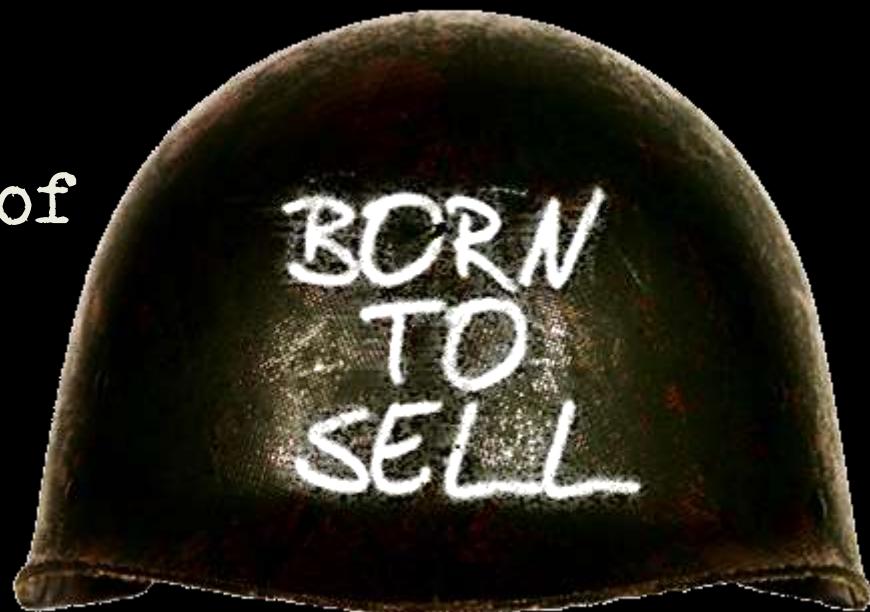


So, for example:  
*"I'm a business man and I'm in Berlin for a work trip and want to have a nearby dinner, I can start the app, check all the active offers and choose the best for me in that moment".*



## HOW IT EARNS

The **business model** of  
the APP is very simple:



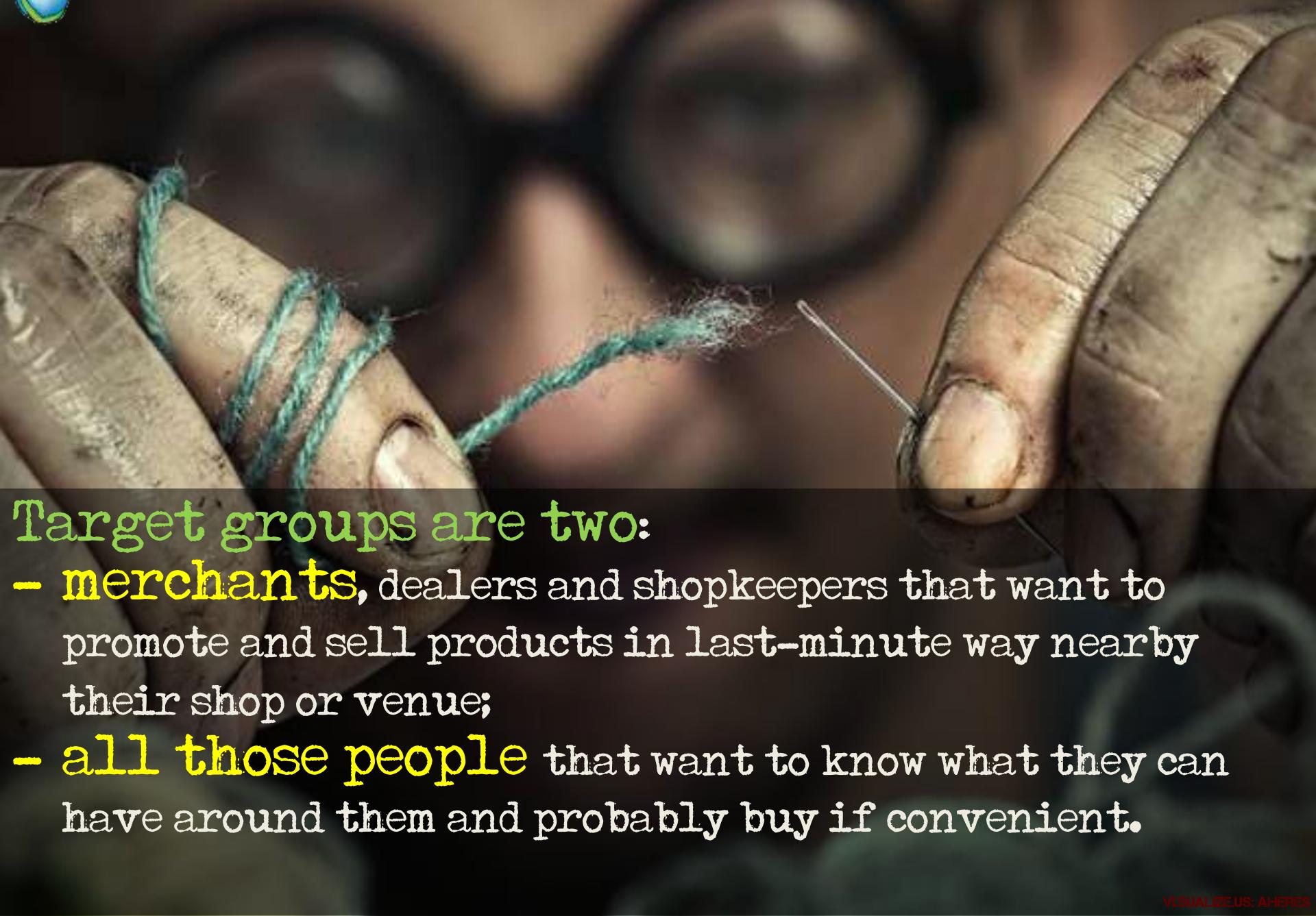
**10% fee** on single transaction value.



# TO WHOM IS TAILORED TO /



**KAMELEON** puts in direct contact **sellers** and **clients** in real time; people who are so **close** by that it would a **pity** not to.



Target groups are two:

- **merchants**, dealers and shopkeepers that want to promote and sell products in last-minute way near by their shop or venue;
- **all those people** that want to know what they can have around them and probably buy if convenient.



# SOCIAL IMPACT AND DIFFUSION



The social impact is potentially **worldwide**.  
**The App can work all around the world.**  
It only needs to be promoted and made known with an efficient **web and social media communication** campaign and with the help of local business organization.

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