



# LizarDeals®

Custom deals on the Go!

*This is a pitch for:*

**KAMELEON**  
*app*

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WHAT IT IS

# LIZARDEALS launches KAMELEON



Kameleon by Lizardeals 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 /1



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 /3



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 be a **pity** not to.



# TO WHOM IS TAILORED TO /2

- Target groups are two:
- **merchants**, dealers and shopkeepers that want to promote and sell products in last-minute way nearby 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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