

CELTIC-NEXT

Project Proposal Pitch

13th of March, Online



TEKNASYON

*Next Generation Site Builder, Subscription And
Digital Payment Management Platform*

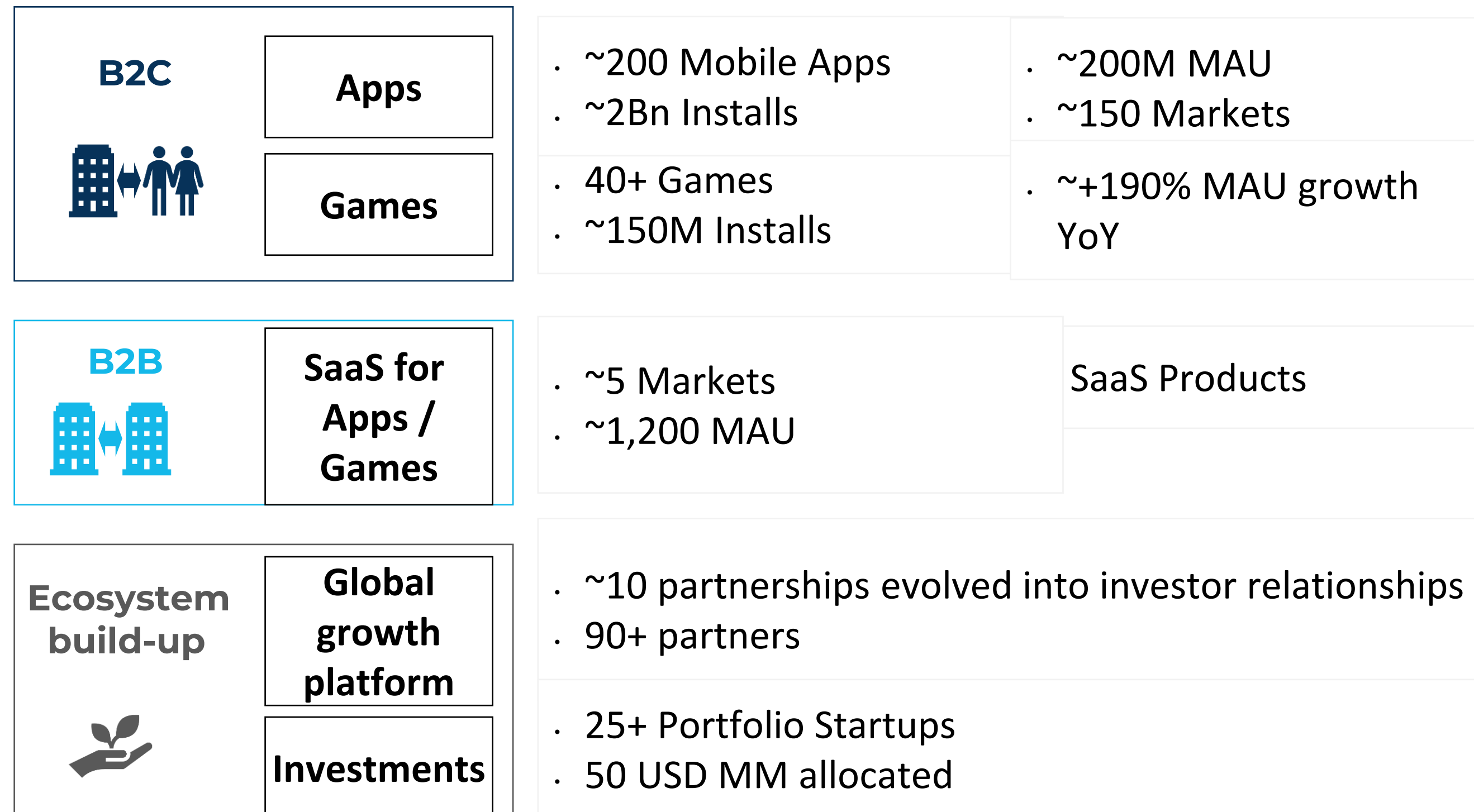
STEERER

Organisation Profile

Teknasyon is an app-tech & mar-tech company with global footprint

Teknasyon Group

- Founded in **2013**
- **~300** FTEs & growing
- **5 offices** located in Turkey
- Avg. age of team: **~32**
- Female employee share: **22%**
- Share of developer team FTE count: **~40%**
- Share of marketing team FTE count: **~25%**



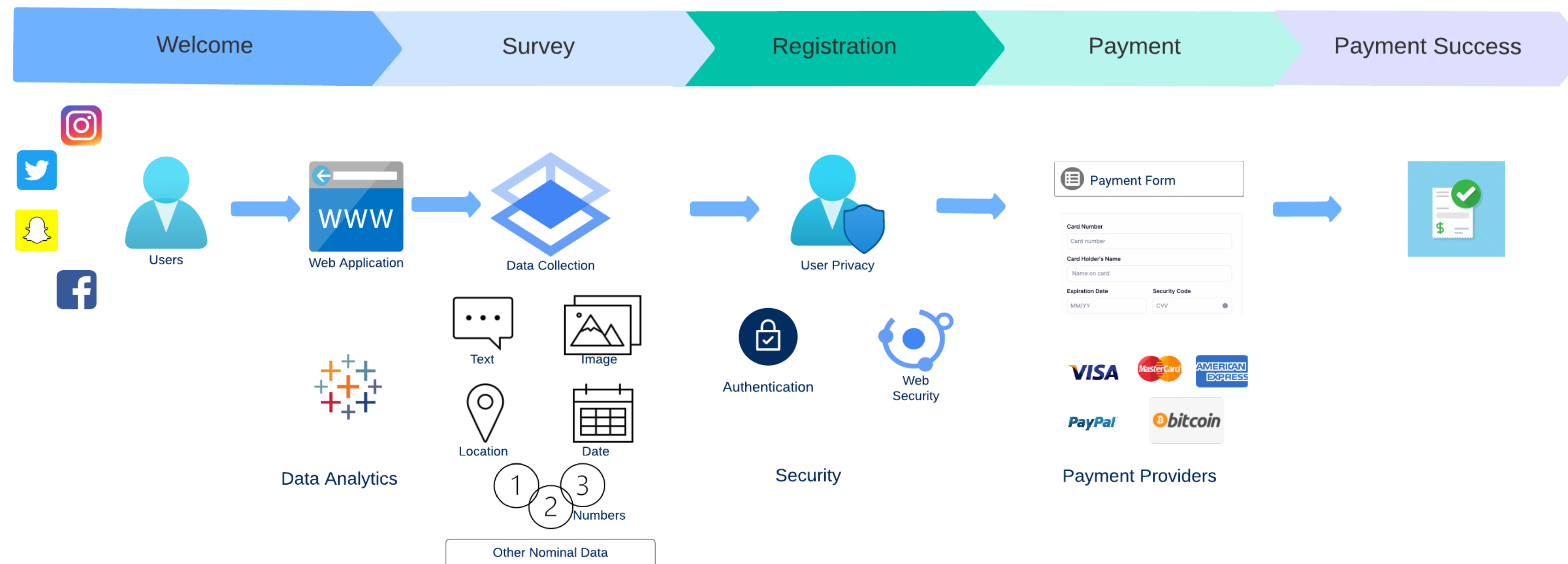
Teaser

Are you aware that Gatekeepers typically charge a high commission fee for transactions and regular subscriptions by abusing their dominant positions on the market?

Additionally, they apply restrictions on app developers preventing them from informing end users about alternative and cheaper subscription services available outside of the apps. This is illegal under EU antitrust rules.

Proposal Introduction

- The optimal innovative solution to address the challenges hindering the growth of your business idea is STEERER.
- The platform empowers with customised site builder, manage the subscription of the loyal users and facilitate the payments.



Proposal Introduction

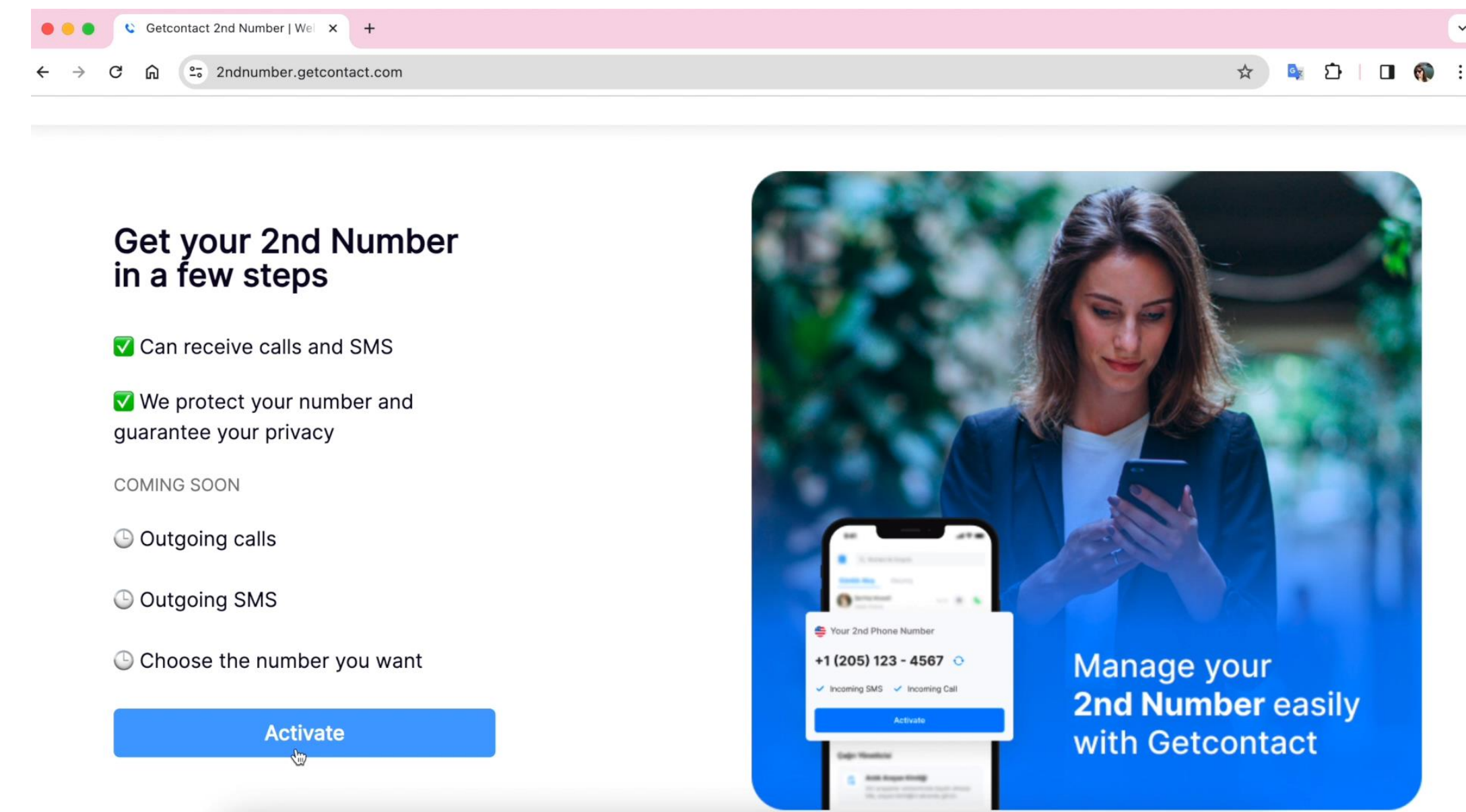
Expected Outcomes

▪ Innovation

- ✓ All-in-one solution (Creation tool, subscription and payment),
- ✓ No code platform,
- ✓ Web-to-App and Web-to-Web approach,
- ✓ Payment orchestration and localisation,

▪ Business impact

- ✓ Enhanced user engagement and getting valuable customer data,
- ✓ Improve unit economics by eliminating commission fee,
- ✓ Increase monetisation and growth.



Partners

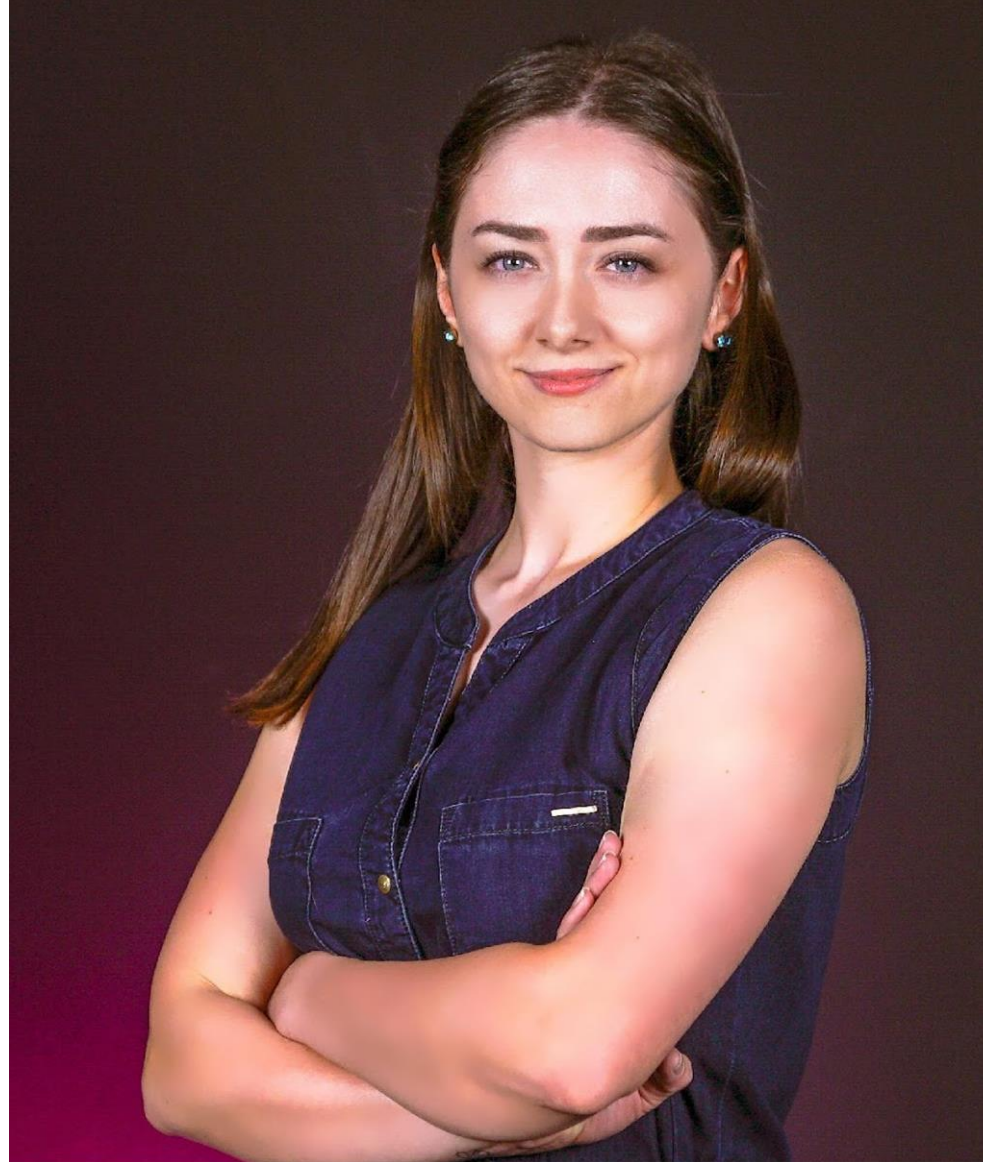
- **Partners involved**

- Teknasyon (Coordinator)

- **Missing partners / expertise**

- AI Company (Gen AI, LLM)
- Data analytics (Survey data)
- Payment providers (Global zone)
- Security partners (Fraud detection, Web application security)
- Use case provider (Game company, App developers, Digital business models)

Contact Info



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Join Consortium Building Session

14th of March 11-11.30 CET

[join here](#)



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