

CLEMENTINA



PREPARED FOR

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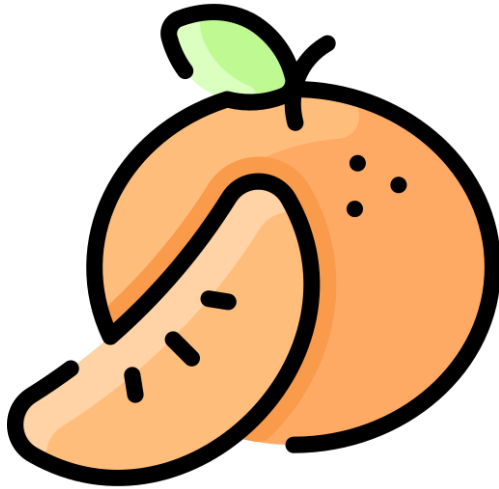
PREPARED BY

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CLEMENTINA

A.) Description

Clementina is a family pocket money system established based on the needs of mothers, fathers,



and children to give safe pocket money, save and spend in the digitalized money world. Clementina, which consists of a mobile application and a prepaid card, is a controlled and secure online system where children can safely manage and track their pocket money, learn to save with discounts for them, as well as have fun and freedom, gain responsibility and act with their families, which will support them in gaining these skills at an early age. The operational services provided by Clementina can be described in 3 separate titles which are Pocket Money,

Financial Education Tool and last of them is Safe Money Card.

With the Clementina application, young people, and children under the age of 18 can freely manage their pocket money, while parents can instantly send secure pocket money to their children from within the application, and instantly monitor and control their expenditures.

Clementina, that is operated in the field of Edu-Fintech, supports children's pocket money management, and helps families to provide them with applied financial literacy education, starting from an early age.

In summary, With Clementina, parents can send their children's pocket money easily, quickly, and safely, and they always feel themselves next to their children. While children gain the ability to manage their own money with fun and practice, they develop their ability to make decisions and take responsibility and experience the self-confidence of owning their own card.

Children using Clementina will be able to set goals for themselves while saving their money on Clementina. For example, the money saved for a new bike is 50 EUR, the remaining amount to be saved is 150 EUR. Parents will be able to set tasks and rewards for their children. For instance, \$5 will be added to a new bike target for garbage disposal. Thus, the assignment system for child development will be instilled in the child and children will be supported to strive for their goals.

As more users are added to the system and more money enters the system, agreements will be made for different campaigns. Discounts will be applied for Clementina holders at stationery stores, children will be supported and encouraged in art activities such as music, film, and theatre.

The financial service providers known as next generation digital banks such as Clementina, employ technology to digitalize and simplify banking. These businesses seek to improve the user experience by actively using mobile and internet channels rather than having physical branches like traditional banks. Due to their reputation for being quicker, less expensive, and easier, digital banking is rapidly replacing face-to-face banking throughout the world. For this reason, over time, traditional banks will also begin to shift towards digital. Clementina plans to collaborate with traditional banks using this orientation.

Clementina's plan is based on maximizing interoperability. While doing this, it is aimed to increase both the recognition and reliability of the business by working with banks and institutions, such as Intesa Sanpaolo or UniCredit, that are known and have a great reputation in Italy by following the upstream interoperability.

When integrations with Italian and European banks will occur and consumers will be informed about these collaborations through advertisements or notifications and may have different offers depending on the content of the collaboration.

B.) Clementina's Profit

There will be various packages for membership in the application. 3 different membership packages are considered. Therefore, Clementina will be able to know potential users' habits or preferences by using "versioning" which is 2nd degree pricing.

B.1.) Standard Membership

The first membership package is standard membership. In this membership, families will pay 1 EUR for each pocket money they send.

B.2.) Unlimited Membership

The second type of membership is unlimited membership. With this membership, families will be able to send an unlimited amount of pocket money to their children for 3 EUR per month.

B.3.) Premium Membership

The third and last form of membership is premium membership. In this type of membership, families and children will also have features such as sending unlimited pocket money for 5 EUR per month, setting goals, defining tasks.

In addition, the money sent as pocket money can be used as an asset since it will be found in the Clementina ecosystem. With the increase in the number of users, campaign agreements will be made with certain stationery stores, cinemas, and theatres. While receiving discounted services from the contracted companies, a business model will be created in which a commission share will be received from each customer brought in through the application that brings customers to those companies, and a win-win relationship will be established.

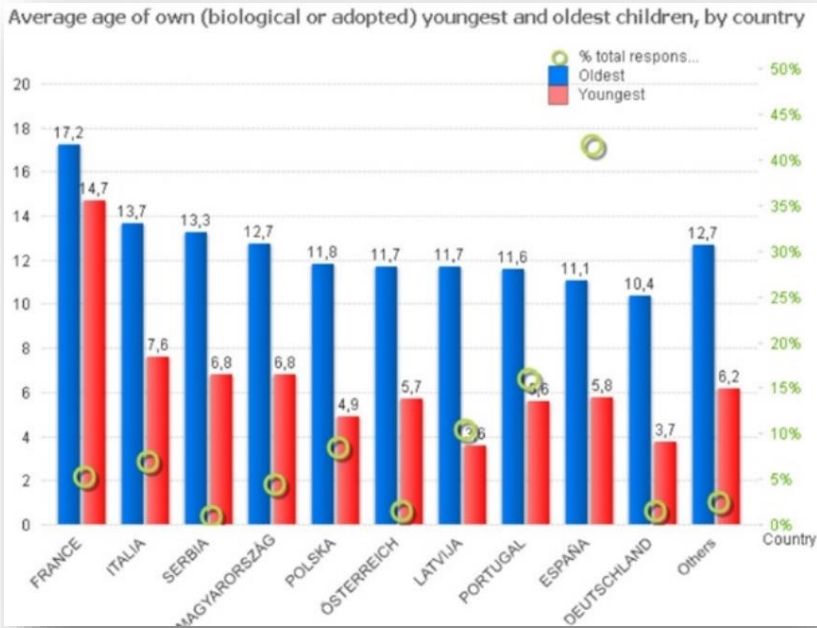
In Italy, there are currently approximately 3 million children between the ages of 7 and 16. Clementina's goal is to include 5 percent of these children in the ecosystem at the first stage. With 150 thousand children in the system, an average of 2-3 Euro/Month earnings per person is expected. This allows us to predict a gain between 300k-450k/months EUR.

C.) Location of the Business

Clementina is a fintech app as well as an education app. Therefore, this application can be evaluated in the edu-fintech category. Since Clementina's target audience is primary, secondary, and high school age children, it is deemed appropriate to choose one of the European Union countries with a high population in this age range. Since membership in the application will be paid, it is decided to choose one of the countries with a high gross domestic product and a high child population. The target location of business in the first phase is Italy, since among the European Union countries, Italy has a remarkable population of 7-16 years old individuals. Therefore, this fintech business will have the opportunity to grow.

The targeted age group is children aged 7-16 and their parents. According to statistics, the number of children in this age range in Italy is higher than in some other members of the European Union.

According to Pozah et al. (2017), The proportion of families with four or more children is highest in Italy and France. In all other nations, three-child families, which make up nearly half of all big families, are the most prevalent family size. In addition, France and Italy, the nations with the



oldest parents in big families, have the highest average ages for both the oldest and youngest children. European countries with a high child population and Gross Domestic Product value are followed by Germany, France, and Italy, respectively. These three countries are target countries, but one must

be selected in the first phase. The data to be looked at after the child population and GDP data is the number of children in families. When this data is examined, it is seen that families with 4 children and more are much higher in Italy and France than in other countries. The reason for examining this data can be explained as follows, it may be more difficult for families with more children to track and control their children's pocket money expenses, so it is predicted that they will need the Clementina application more. Finally, looking at the age range of the oldest children and youngest children in families, it was seen that Italy had a value of 13.7-7.6. This is exactly the same as the target customer. France, on the other hand, is out of the target audience because it was between the ages of 17.2-14.7.

In addition, every family will be able to create a “Clementina” membership directly, but also Italian private and public schools will be targeted. Thus, memberships to schools will be created and students in that school will be able to use “Clementina” in school facilities and cafeterias.

Although the European Union is behind the USA and China in the field of fintech, it is developing. As it is known, the change of technological habits starts with young people. Since an application like Clementina has not been implemented in Italy before, the absence of a competition for the time being, the fact that considerable young people and children live in Italy, and that customers can get used to the Clementina brand by entering the market before competitors can be counted among the advantages of the Italy location.

D.) Trademark of this Fintech Business

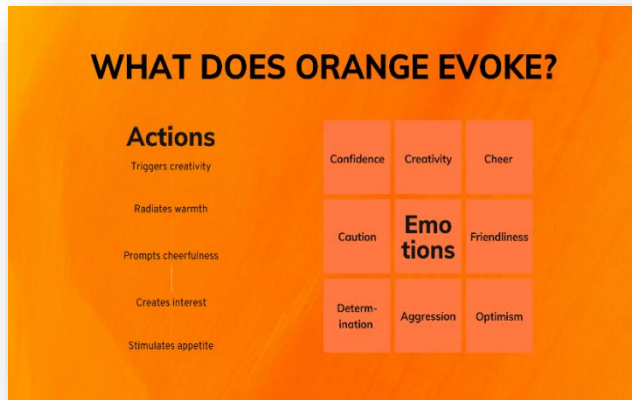
D.1. Word “Clementina”

Every day, the market is presented to new goods and services. As they distinguish between similar products, consumer addiction, and ultimately ensure use and continuity of the relevant product or service, brands in this crowded market become the most crucial assets of businesses. This gives the brand owner a place in the market, gives it enough authority and income, and enables him to grow sincerely. For this reason, Clementina works to maintain its dominance through effective brand management techniques.

Trademark of this Fintech business is “Clementina” which is an Italian version of “mandarin orange”. It is aimed to make an arbitrary brand selection by choosing the word “Clementina”. This is the reason for choosing a word that is not related to the service provided by this fintech business and so, a step has been taken to ensure the highest level of brand protection. Also, the concept of mandarin orange consisting of small slices and forming a single whole, is a reminder that small savings can achieve greater results.







D.2. Colour of the Brand

Trademark's logo is designed to attract the attention of children. Therefore, orange is chosen as the colour of the logo which is already the colour of the fruit. According to marketing psychology,



orange cheers up the marketing process and gives users the impression of a source of energy. With this colour, which reminds children of concepts such as entertainment and amusement parks, it is aimed to make it easier for parents who want to use the application to invite their children to this application.

According to Hynes (2009), the terms used in a Company's name are likely to connote apparel or children. More than 74% of all respondents selected the word "fun," which was followed by a number of additional terms including

Logo	Associated words	Colour chosen by respondent (brackets theory-driven colour)	Words given in mission statement
	Homely Dependable Warm	Blue/Brown (blue)	Dependable Trustworthy Reliable
	Protective Stability Reliable	Blue/Brown (blue or brown)	Protective Homely Stable
	Fun Imaginative Energetic	Yellow (yellow or pink)	Fun Energetic Healthy
	Happy Cheerful	Yellow (yellow)	Energetic Cheerful Friendly
	Passionate Playful Exciting	Purple (red)	Passionate Dynamic Exciting
	Fun Playful Happy	Red (orange)	Fun Playful Happiness

"imaginative," "energetic," and "refreshing." Orange and yellow are frequently linked to fun, creativity, and energy. The purpose of the survey is: This business sells cotton clothing for kids. It aspires to be worn by vivacious, fit individuals and be perceived as amusing. Which colour best matches this company's logo? About 20 percent of those surveyed say that, out of 8 colours, orange is a match for this company's logo. This confirms that the colour orange is an energetic, creative, stimulating, and reliable colour for

children in the eyes of the participants. In addition, as a result of the surveys, it was stated by the participants that the colours that most evoked the words fun and happiness were orange and yellow. This confirms that the company, whose target is children, uses the logo colour choice because of the orange colour.

D.3. The Catchphrase “Always within”

It should be noted that in addition to the content related to the product, the relevant slogans are also a brand value and have an effective distinctiveness. Rather than using the main brand of the product directly, the brand has been reminded by drawing the attention of the consumer to the well-known slogan of the product. With the use of a brand registered slogan, a double effect can be created on the consumer regarding the brand.

E.) IP Protection

E.1) Distinctiveness of the Brand

We can define the concept of innovation, which has become the symbol of today's change, as innovations and differentiations that can gain commercial character or be used in commercial life in a way that can always gain an economic added value. These innovations and differentiations can be achieved by finding a niche in the market and producing a new idea in this direction or turning an idea into a need. Exactly for this reason, as explained above, Clementina started from the highest point of the distinctiveness hierarchy by choosing the word that is arbitrary, already exists in daily life and is independent of our service as our brand.

Creating a brand actually starts with filling this niche. Image is an important element that will ensure the distinctiveness of the brand. The distinctive feature of the brand Clementina ensures the continuity of the recognition and reliability provided by the brands with large investments in the eyes of the consumers. The distinctiveness of the brand is the most important shield of a brand in order to prevent unfair competition by damaging the recognition provided by these investments and the trust provided by the consumer.

E.2) Protection of Trademark Rights

Using a trademark or registering it can get a intellectual property protection. As mentioned above the brand Clementina creates the bond between the product and the consumer, and also protects this bond by law.

There are four ways a company can register a trademark if it operates in the EU. Companies can select the one that best meets their needs based on their business requirements. These ways can be listed as national level, regional level, EU-wide and international level protection. Since Clementina is based on Italy, which is a European Union member country, it is protected by both EU-wide and international level trademark protection through trademark registration.

The use of the rights resulting from the registration for Clementina's own advantage as well as the prevention of attacks against third parties using the trademark Clementina are all included in the trademark protection. The protection of trademark rights is crucial for the competitiveness in the country.

i.) EU-wide Level Protection (EUIPO)

The European Union Intellectual Property Office, also known as EUIPO, is in charge of overseeing the procedure and providing exclusive rights for trademark and design protection that are recognized in all 28 member states of the European Union and are registered as trademarks.

In the registration system made over EUIPO, besides the countries that are currently members of the European Union, a protection is provided automatically in the countries that will become a member of the European Union in the future.

Since a protection within the scope of the European Union will be much more comprehensive than the protection only at the national level, this way has been chosen in order to legally protect the "Clementina" brand. The trademark is registered not only as a text, but as a whole with its logo and slogan.

ii.) International Protection

At the international level, companies can use the WIPO's Madrid System or file a trademark application with the trademark office of each nation where they want protection.

In order to make an international application under the Madrid Agreement (“Agreement”), it is necessary to have a real and effective industrial or commercial company in a country that is a party to the Agreement. Since this edu-fintech business started its operations in Italy and Italy is a party to the Agreement, international protection can be provided for the trademark “Clementina”.

For Clementina, this method is adopted because it offers a more extensive and effective level of protection in every nation that participates in the Madrid system. The trademark is registered together with the slogan and logo by following the necessary procedures.

E.3.) Protection of Patent Rights

Any technical invention that is new, contains a "inventive step," and is suitable for industrial use may be given a patent, which is a legal title. And cybersecurity is extremely important as Clementina is a kind of payment and money transfer application. For this reason, a system has been invented in cyber security operation centres that takes the immune system in the human body as a role model and takes the necessary actions in case of any alarm or incident. This invention, founded under Clementina, is patented under the European Patent Convention (“EPC”), which is ensuring protection for inventions in the contracting nations. Thus, it is underlined how much Clementina cares about the security of its users.

E.4.) Database Protection

A database is a collection of independent works, data, or other materials that have been organized in a systematic or methodical fashion and made individually available by electronic or other means, as defined by European Union Directive 96/9/EC (“Directive 96/9/EC”) on the legal protection of databases.

According to Directive 96/9/EC on the legal protection of databases, which establishes a unique property right for databases, a database may be protected by a sui generis database right. These databases that are not "original" (referred to as "non-original" databases) but which included a significant investment in their creation are covered by this new type of "sui generis" protection. In order to get such a protection, the data collection should be maintained in a fixed base with technological tools like electronic, electromagnetic, or electro-optical processes. As a result of the service provided by Clementina it obtains a comprehensive and adaptable database. The protection

of this database is one of Clementina's legal safeguards, even though it is not as effective as trademark protection.

F.) Intellectual Property Strategy of Clementina

Clementina follows a defensive intellectual property strategy as explained below. First of all its main goal is to protect its ability to use an invention or trademark without the threat of a rival patenting or trademarking a similar concept or product.

Clementina has only one patent in the field of cybersecurity, as it is currently in its beginning phase. However, its work is in the direction of increasing IP protection by obtaining as many patents in the niche areas as possible.

In the field of trademark protection, trademark registrations has been made in order to provide both in European Union and International legal protection. In addition, with the spread of the brand, whether it will become a generic will be evaluated together with the marketing team, and if such a situation occurs, a new service or product will be developed and the generic form will be avoided.

Intellectual property protection largely consists of trademark protection and patent, but database protection is also provided. However, a large percentage of protection is provided by trademark protection. Whether there are uses that violate trademark protection is checked regularly, and if there is such a use, necessary legal actions are taken.

Clementina also expands its presence in the technological environment by securing patents for discoveries that are close to those that generate money thanks to this defensive patenting strategy. By doing this, Clementina can create products without restriction and compel rivals to work around already-issued patents, potentially reducing their capacity.

G.) Conclusion

Clementina serves its users as an edu-fintech application that includes many effects such as children's gaining financial literacy, secure pocket money management, and gaining responsibility. Due to the fact that it is one of the five major European Union countries, one of the European countries with the highest target customer population, the average number of children per family

is high, and the last but not least is that there is no other application competing in this field, activities have started in Italy.

The name of the application is determined as Clementina, and an arbitrary name is chosen, and the colour orange, which is the colour of happiness, fun and energy, is chosen considering the studies on the emotions that colours arouse in people.

In addition to all these, a defensive IP strategy is determined and the logo, slogan and the word “Clementina” as a whole is registered EU-wide and internationally. Also strengthening IP protection by focusing on patents is among the goals.

References

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