

Creator-led commerce, built for Europe.

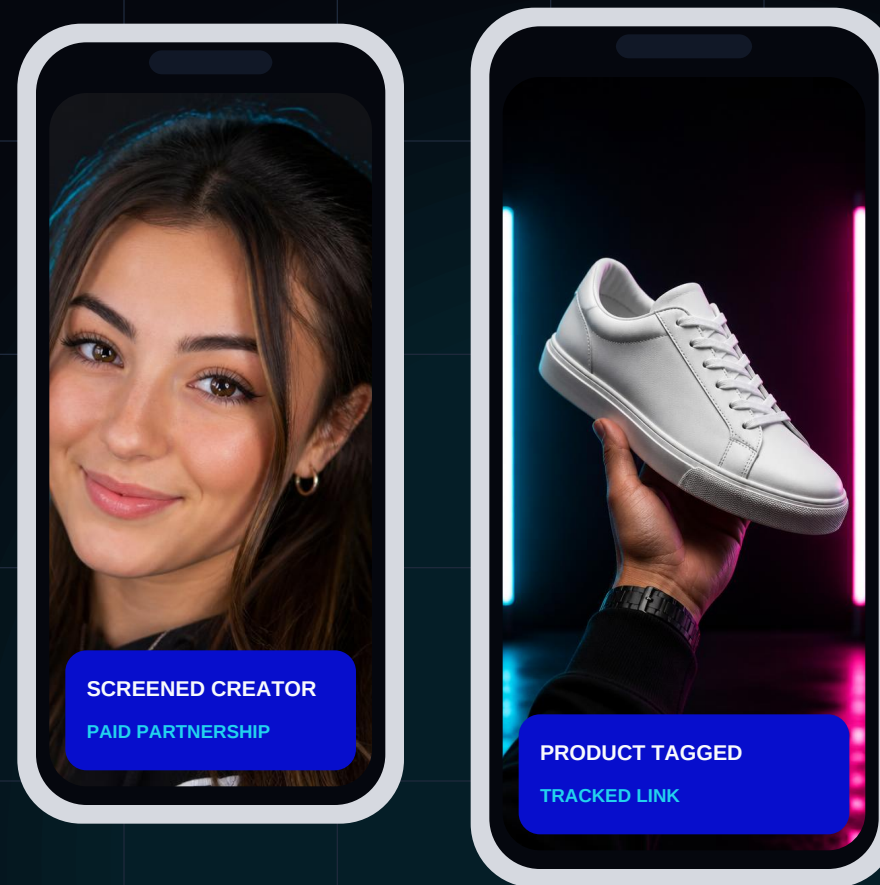
- A founder-led creator-commerce company connecting screened creators with ambitious e-commerce sellers.
- Kaada Nordic MarTech · Stavanger, Norway

Buying is moving from search grids to video feeds.

- Discovery, demonstration and purchase now sit closer together.
- Sellers need a repeatable operating layer, not one-off creator posts.

Scroll. Tap. Checkout.

- 1 A relevant creator earns attention.
- 2 The product is tagged in the content.
- 3 The resulting order can be attributed back to the activity.



THE PROBLEM

Most creator campaigns buy attention, then lose the sale.

- Creator matching overweights follower count.
- Listings and fulfilment are not prepared for demand.
- Briefs, commission and disclosure are improvised.
- Reporting stops at views instead of commercial outcomes.

Not an influencer agency. Not a content farm.

- Creator-commerce operators
- Selective, vetting-led
- Market-native across Europe, the UK and the US
- Accountable to commerce outcomes

Every engagement has to work three ways.

- Creator: relevant products, fair terms and audience trust protected.
- Seller: screened creators, conversion-minded content and attribution.
- Audience: honest demonstration, visible disclosure and no fake scarcity.

Catalogue in. Brief out. Learning compounds.

- Product facts, price, claims and stock become a creator-ready brief.
- Screened creators produce disclosed 9:16 assets.
- Hooks and angles vary deliberately.
- Orders and affiliate links feed the next decision.

A clear path from first project to retained programme.

- Fixed-scope audits, launches and creative sprints.
- Monthly Engine and Scale programmes.
- Performance share on attributable net GMV where agreed.
- Creator fees and media stated separately.

Four weighted areas. Six hard-fail gates.

- Audience fit — 35%
- Content quality — 25%
- Disclosure and compliance — 20%
- Commercial terms — 20%
- Any undisclosed commercial content or manipulated audience signals means decline.

Commerce outcomes, not applause.

- Attributable net GMV
- Conversion rate and average order value
- Customer acquisition cost and contribution margin
- Return and refund rate
- Creator activation and repeat-campaign rate

Compliance is part of the product.

- Disclosure is written into the brief.
- Claims must be supportable before production.
- Data use is purpose-limited and retention-bounded.
- VAT, logistics and returns are handled per market.

Build the operating depth that sellers cannot build alone.

- 55% · Production pipeline and creator network depth
- 25% · Seller acquisition across EU and UK
- 20% · Measurement, attribution and reporting

Seven recorded steps. Nothing hidden between them.

- Deck download → indication of interest → optional €500 reservation
- Named data-room request → diligence → signed documents → funds settled
- The reservation is credited in full; shares settle by bank transfer only.



NEXT STEP

Start with the deck. It costs nothing.

- Request institutional access in your own name.
- Review the cap table and model with their assumptions attached.
- clipmerce.co/investors
- contact@nordicmartech.com