



Communication. Collaboration. Compliance

India's First Cloud Based Integrated Platform for
Professionals (CA, CS, Legal) & SMEs



www.cadashboard.com




MindChipp's

Recipient of

Most Promising Start - Up Award

From
Government Of Maharashtra



We care for
your Business



Customer Satisfaction
Always!



Strong Team with
Bright Ideas
(IITians & MBA)



Grow and Control
Business from
Anywhere & Anytime

CADashboard – Leadership Team

Sachin Niravane – Co-founder



IITian with experience in **Technology, IT Project Management** & IT Delivery

A core Technologist with an eye for details

Has worked with WIPRO, TCS & Zensar Technologies

Sunil Bodke – Co-founder



IITian with experience in IT Delivery, **Operations & Customer Service**

Number crunching skills & speed of actions in finding right things within short span

Has worked with EDS - HP, TCS & Syntel Inc.

Satish Bora – Co-founder



MBA with experience in IT Support, **Sales & Marketing**

'Customer first' mind set. Expert in IT alignment with business

Has worked experience with Infosys & TCS.

Shashank Inamdar – Company Advisor



IITian. Co-founded **Praj Industries**, and was its **CEO** & Managing Director

Among the **Top Ten Most Valuable CEOs** in India in 2008 by 'Business-World'

Recognized internationally as authority on Bio-fuels

M. A. Parthasarathy- Company Advisor



PG Comp Engineer with 25+ years of experience in IT industry

Was **AVP & Head** of the Microsoft Technology Center at **Infosys**

Authored a book on IT Project Sizing

Dilip Apte - CADashboard Advisor



30+ years of experience in Finance industry - Currently serving as **WIRC Vice Chairman for ICAI**

Experience of Audit activities

25 years of excellent career in HDFC in India & overseas

The Problem

SMEs interact with CA/CS/ Legal
> 90% Professionals either
'In person' or over Email/Phone

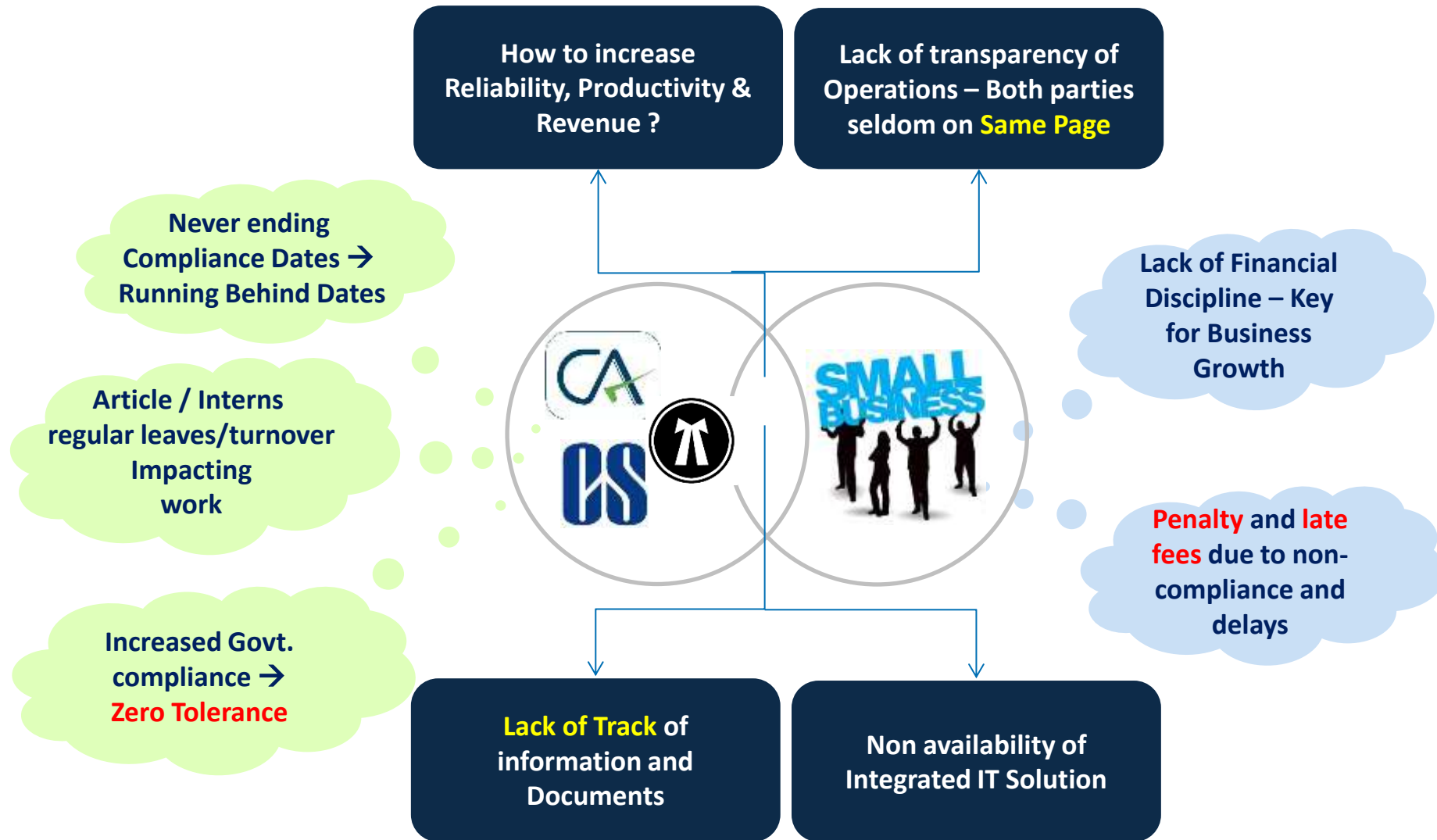
It is **impossible to have easy access** to
previous years documents/data

The Problem

SMEs are **ALMOST NEVER** aware of status of Compliance

Governments Zero Tolerance towards Non Compliance can result in **heavy financial penalty and jail**

The Problem



The Solution – Integrated Platform for Professionals & SME



**Collaboration Platform
For Professionals & SME**



**Auto Compliance
Calendar & Alert**



**Flexible & Smart
Document
Sharing**



**Automated Work
Management**



**Financial Information
Exchange**



**Most Integrated
Platform – Govt.
portals, Banks,
Accounting Systems**

**Access - Any time,
Anywhere**

Pay as you Use

**Compliance Health
Snapshot**

**Mobile App for
Quick & Easy
Updates**

CADashboard – The BIG Picture



India's First Integrated Platform for Professionals & SME

CA DASHBOARD
See a Dashboard for your Business

FEATURES	
	Firm's dashboard in minutes on your fingertips
	Centralized Document Management
	Manage and control your business and employees from anywhere
	Get to know your potential and profit making customers
	Manage expenses and receivables effectively.
	Manage regulatory compliance
	Reduced person dependence
	Highly customizable Invoice & Employee Salary Management
	Important features like Electronic Vault, Inward-Outward Register & Timesheet management

CADashboard Opportunity (India)



Total Market – 120 Lac SMEs with high degree technology influence



3 % YoY Growth in Professionals



Target

15% of CA/CS 2% of Legal Professionals
10 SME per professional Firm in 2019-20



42,000 Professional Firms
417,300 SMEs in 2019-20

MINDCHIPPS

CADashboard Opportunity (India)

Why is this the right time for the Product?

- Government major thrust towards eGovernance and IT enablement
- Companies Act 2013 – Very high Cost/Punishment for non-compliance
- Adoption of IT for Growth & Business Process Automation by SME and Professionals (CA /CS/ Lawyers)
 - SMEs will spend **USD 25B** in 2020 in IT Products (Economic Times)

Market Challenges

- Slow decision making by Customers - to purchase IT Products
- Lack of awareness to move from CAPEX to OPEX (for annualized Pricing)
- Concerns on Data Security

CADashboard – Goal



Goal

To be India's most preferred and top
Self Service, Smart & most Integrated
Communication, Collaboration & Compliance
platform for
CA/CS/Legal Professionals & SMEs in India



Milestone

Achieve Revenue of INR **500 Cr in the 5th year** by having **42,000 professionals** and **4,15,000 SME** customers.

CADashboard – Progress So Far

Firms	Clients (*)
1000+	21,500+
8% of Firms As Paid	



From Validation to Growth Phase



Active Engagement with ICAI for Marketing



Positive trend in Mobile App Usage



Partnered with one of India's oldest Legal database Provider



Firms from 10 to 200 employees as user



CA/CS/Legal firms as users



Presented Product in National Conferences

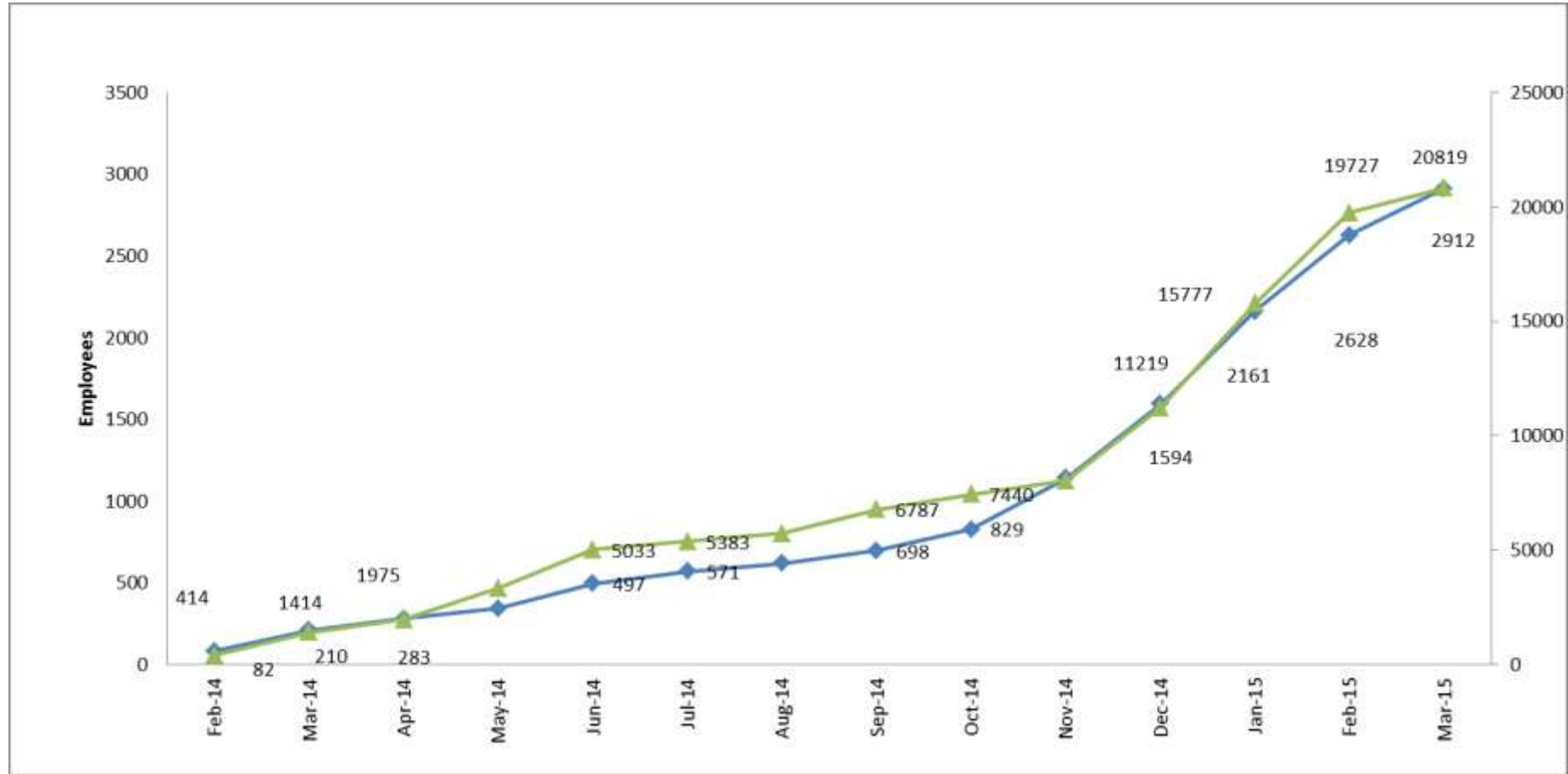


'Knowledge Corner' for Professionals



Few Channel Partners Appointed

CADashboard – Progress So Far



Total Professional Firms – Increased 67X in 13 months
Total SME Clients – Increased 50X in 13 months
Total Users – Increased 35X in 13 months

CADashboard – Next 9 Months Plan

Firms	Clients (*)
3,000+	50,000+
20% As Paid	



Hire Domain Experts




Integration



External App Feed



Build 'Compliance Products' Ecosystem



Transition from Web to Mobile App



'Find My Professional' Service - Marketplace



Increase Product Stickiness for Customers



Transition from Face to Face to Online Sales



Aggressively implement 'Knowledge Corner'



Acquire Marquee Customers

/ / & **SME** Feedback ...

*"As we have to manage lot of employee and audits for clients, it becomes challenge to **track the work load** and allocate work efficiently. As we are **multiple partners**, having this kind of system which can be accessed from **anywhere** will help us to **monitor office** work. When can we start using it?"*



*"This is very good. It will help to streamline **internal operations** and **communication** challenges we face with customers"*



*"One of my **key person** left along with all the communication and connect with customers. I have to **start it again**. I think your system can help me to reduce **person dependency** and put **system** in place. Looking forward to explore this."*



*"As owner of firm I am **dependent** on my **accountant**. Many times there are **conflict & challenge** when data is shared with CA. Your system can help in this. Please include other important **calendar** events like EMI, Rent etc.."*

SME

/ / & **SME** Feedback

*“As owner of firm and dealing with many companies, I **travel** a lot. Tool like this will help to **Monitor and Control** office from any where. Many **Company Secretary** firms like us will love to have tool like this. Let’s target implementation in early November.”*

 -- *Leading CS*

“It is nice to have tool. It helps to control the office from any where. Nice thing of this tool is that it can be used by Professional firms of all sizes. Task management feature along with billing option give control and tracking on the revenue and reduce revenue leakage . Calendar feature is very helpful and it gives idea about day or month workload . This helps in better planning ” -

   -- *Big Audit firm*

“This will really help for my overseas clients. Clients will have good visibility and status of their tasks at any point of time. When can I start using CA dashboard?”

 -- *CA having multiple offices*

Competition Analysis & CADashboard SWOT

- CCH Practice Manager
- Firmzen
- CAOfficeOnline
- Virtual Office

Strengths

- Integrated platform for Professionals & clients
- Other Products focus on limited areas like Document management/in house practice management vs CADashboard which focuses on collaboration
- Easy Signup & free demo process prompting users to sign up
- CADashBoard focus to be knowledge partners to the user community and not mere software provider

Weaknesses

- In comparison to other who have multiple products for the user community, we have only one product
- No CA/CS/Legal professional as part of the CADashboard founders team
- The product does not have financial calculations as part of the features

Opportunities

- e-Governance push by Government will create large customer base
- Individuals who use Professional Service as Potential customer base in future
- To be '**Knowledge Portal**' for Clients of Professionals
- To be Marketplace ('**Find Me Professional**') where customers can search professionals

Threats

- Financial institutes may come up with similar products as free offering for existing customers
- Competition may come up with aggressive pricing strategy
- Global competitor starting operations in India

CADashboard - Competitive Advantage



IITians and MBA
as Founders



Expert/Right
Advisors In Place



Active Engagement with
ICAI for Marketing



Very Good Success in
remote and Online Sales



Experienced
Development & Sales
Team In Place



CADashboard as a
brand in CA/CS
fraternity



Product Development
Expertise



Active Engagement
with business users
for product roadmap



Only Integrated Cloud
Platform for SMEs &
Professionals

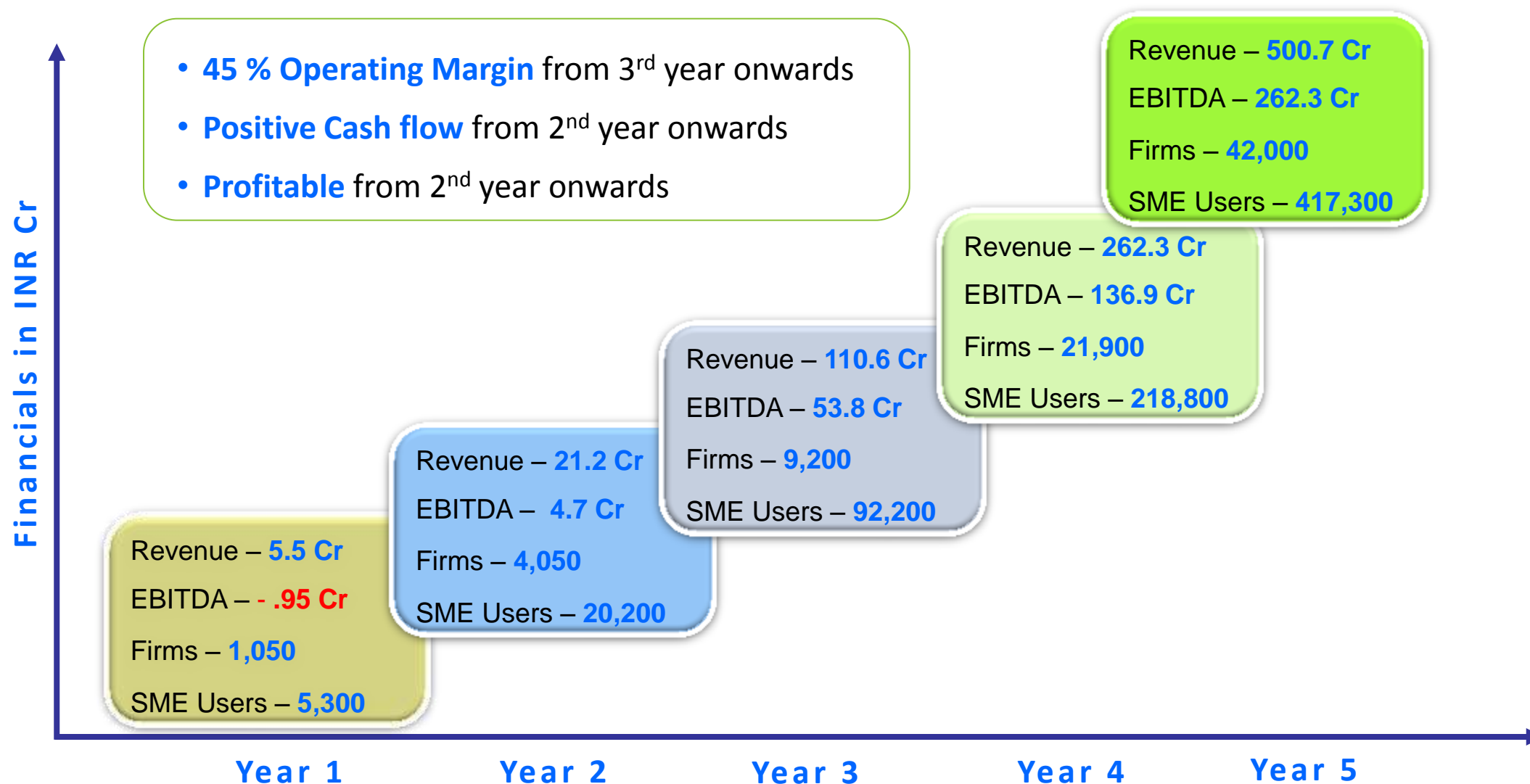


PAN India Customer
Coverage

CADashboard - Business Model

Customer Segments <ul style="list-style-type: none"> • SMEs - 10 to 200 Employees / 1 Cr to 100 Cr Revenue • CA/CS/Legal Professionals aged 30 to 50 years –Technology adoption • Initial Focus - India 	Value Proposition <ul style="list-style-type: none"> • India's Only Integrated Platform for CA/CS/Legal Professionals & Clients • Enabler for Regulatory Compliance • Aid to bring Financial Discipline • On Cloud - Continuous Addition of features 	Customer Relationship <ul style="list-style-type: none"> • Gradual transition from Help Desk to Online communities • Dedicated Sales/Customer Retention/ Customer Service Team
Key Partners <ul style="list-style-type: none"> • Chartered Accountants • Sales Channel Partners • Associations like ICAI, ICSI, MCCIA, NASSCOM, SME Chambers • Cloud Service Providers 	Key Activities <ul style="list-style-type: none"> • Customer Acquisition & Retention – Word of Mouth • Product Roadmap Implementation – Stay Ahead of Competition • 'Face to Face' to Digital Marketing 	Key Resources <ul style="list-style-type: none"> • Cloud Services • CADashboard Team • Sales Channel Partners • CA/CS/Legal and Financial Advisors
Major Costs <ul style="list-style-type: none"> • Customer Acquisition • Employees – Salary & Retention • Cloud Services 	Revenue Model <ul style="list-style-type: none"> • Annual Subscription Based Pricing for SMEs & CAs/CS/Legal Professionals • CA/CS/Legal use it free for signing 20+ SMEs • Advertisement Based Revenue • Third Party Services at discount 	Channels <ul style="list-style-type: none"> • Software as Service - On Cloud • Sales Channel Partners • Direct Online Sale • CA/CS/Legal & industry associations • Social Media

CADashboard - Financial Projections



(*) - Above forecast is for India Market. The forecast will increase when we expand to other countries.

Funds Required & Exit Options

Investment in Product Till Date

- **INR 2 Cr**

Funding Received Till Date

- **INR 8 Lacs** (For **0.8% equity**) in Sep 2013 From a NRI

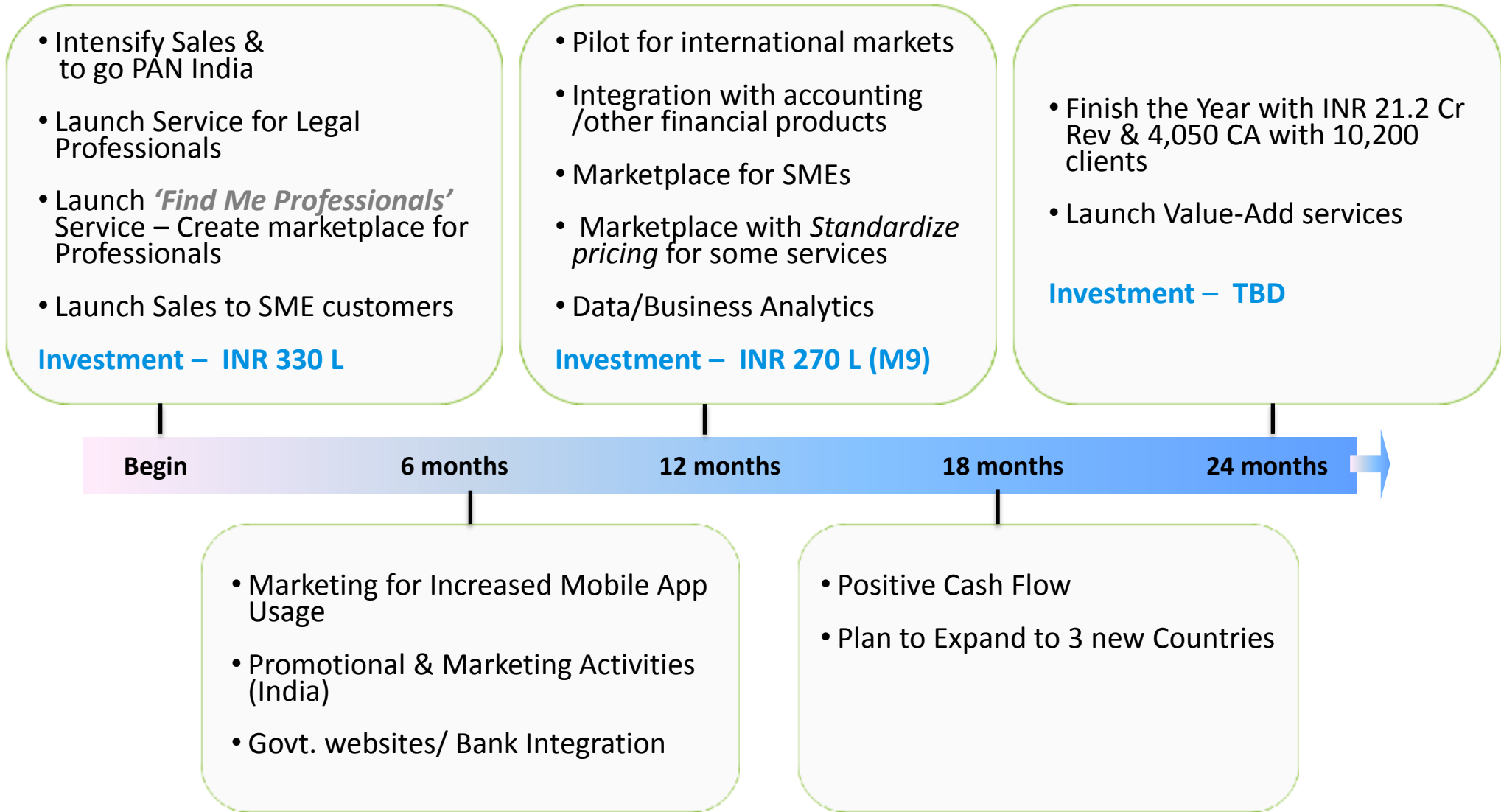
Fund Requirement

- | | | |
|--|--------------------|--------------------|
| • INR 6 Cr (For 18 months Operations) | 3.3 Cr - M1 | 2.7 Cr – M9 |
| - Product Development & Support | - 35% - 40% | |
| - Sales & Marketing | - 40% - 45% | |
| - IT & Office Infrastructure & Support | - 20% - 25% | |

Exit Options

- Short Term - New round of investment (VC Investment) to expand Globally
- Long Term - Merger with large international Organization in the same vertical

Funds Utilization Plan



Executive Summary

Business Proposition:

- Cloud Based **Integrated Collaboration Platform** for **CA/CS/Legal Professionals & SME Firms**
- Current User Base – **1,000+** CA/CS firms with **3,050+** users managing data for **21,500+** customers
- Inviting Partners to help achieve **INR 500 Cr revenue with EBITDA of INR 269 Cr in 5th year**
- **Recurring Revenue model** through Annual subscription

Product Category : Software as a Service hosted on cloud

Key Customers : Chartered Accountants (CA) / Company Secretary (CS)
Legal Firms & Clients of above Professionals

Projected Firms in the 5th year (CA Firms) : 42,000

Projected SME/HNI Customers in the 5th year : 4, 15,000

Projected Revenue in the 5th year : INR 500 Cr

Projected EBITDA in the 5th year: INR 269 Cr

Investment Need : 6 Cr for 18 months operations

Product Overview :

- Cloud based **Communication, Collaboration & Compliance** Product accessible from Anywhere Anytime
- Secured and role based platform for exchange of
 - Regulatory/Financial **Compliance Management**
 - Financial Communication, Calendar along with Escalation and Alerts
 - Centralized Document Management with Smart Communication Trail for Documents
 - Financial Information Exchange and Management

Major Customer Benefits:

- **Growth** – Professionals can serve more clients with same staff with Improved Service to Clients
- **Take Informed Decision** – Helps customers to take business decisions based on financial trends
- **Optimized Cost** - Cost of Software spread over years – Less Investment with Immediate Benefits
- **Infrastructure** - No need of in-house technical team, Server & Software for Practice Management

CADashboard – Marketing Efforts



National Conference on Taxation, Surat



Regional Conference of WIRC at Mumbai



Regional Conference Nasik



PuneConnect IT Product Companies Event, Pune

CADashboard – In Media

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