



Business plan

June, 2019

Nazrin Najafzade, Pinar Turkyilmaz, Dwi Prasetyo, Haydar Ali Ismail, Braulio Blanco

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To be the most trustworthy company to help people to spend in a much smarter way by providing a smart platform to show the best promotion options to the right customer at the right time.

I. Introduction, sector, company and products

A. Sector, company, products or services to commercialize

The number of middle-class income society increases every year. This means that more people now have stronger purchasing power. However, our survey shows that many of them can not control their buying behavior and easily falls into overspending. This background motivates us to create a platform that will help people to reduce this problem by spending their money in a smarter way. In doing so, we need to understand the current spending behavior of people and give them recommendations on cost optimization using various analysis. We will achieve this objective by creating a mobile application that is supported by our smart recommender system.

The main purpose of the application is to provide users with promotions about the products they usually buy and also track their expense behaviour. Briefly, the application will help users spend their budget in a smarter and efficient way than they used to do. It is obvious that while spending money, some people do not realize what they spend money on and they ended up overspending. We want to provide users promotions about products they usually buy while also tracking their expenses. By tracking expenses, users will be able to see their spending habits. Additionally, the application will provide the right promotion to the right customer at the right time. In other words, the application will give recommendation of discounts or promotions about products based on the user's past behaviour and behaviour of other users whose history of past purchases are similar to the user. As a result, a user will get the same product which he/she generally buys with the best price possible. Moreover, the application is not only for general consumers, but also for merchants who want more exposure to boost the number of customers, cut advertising expenditures down, and also decrease the amount of out-of-date products. As a result, the number of wasted food on shelves and racks will decrease gradually and customers will also explore more brands of the products they use usually and they will spend their money to buy the same products with more quantity or quality.

After downloading our mobile application, customers will be asked to enter the invoice details. This can be done by manually, or by scanning the invoice. The data will be sent to our analysis platform and the result will be sent back so that the user can see the discount options, promotions depending of his/her behaviour of spending. The product and detailed information about the product of the merchants can be entered in two ways depending on the merchants. This can be done manually, or collected by our platform from the website of the merchant.

As we consider merchants and end-user as our customer, we offer different value propositions depending on this types. End users can use the application either in free-tier or premium-tier plan. We will talk about the differences of services provided for these two types of users. In summary, our value propositions are as follows:

For end-users:

- Provide an application to do Customer Profiling
- Expense Tracking (manual, scan, and voice)
- Get special promotions according to the history of the past spendings
- Profiling simulation

For merchants:

- Increase number of customers
- Reduce amount of out-of-date products
- Cost-efficient circular advertising
- Expose customers to existing or new products and/or promotions

A. Competitive Analysis

SWOT Analysis

SWOT analysis helps Reach IT to examine and determine the internal strength and weakness and be aware of the external opportunities and potential threats as well. In addition to this we will evaluate our competitive position and define our developing strategy.

The major strengths, weaknesses, opportunities and threats of Reach IT are as follows:

Strength

The advantages of Reach IT application over competitors are as follows:

1. Overspending is one of the megatrends that is predicted to get worse in the near future. Our product can be one of its solutions. Moreover, this problem happen everywhere, hence our solution is universal.
2. The application will provide personalized promotions based on individual behavior.
3. In team, each member has different backgrounds and different cultures which makes to flourish sharing of different ideas.

Weaknesses

To ensure a well performing product, we need to improve some weak points of Reach IT. The weaknesses of the application are as follows:

1. The team has limited business network to be able to spread in the market.
2. The team does not have detailed technical knowledge.

Opportunities

There are several factors which gives opportunity to the application to grow and develop. For our product factors which will help us to grow as follows:

1. Up to 75 percent of video consumption on Netflix comes from the recommendation system and 60 percent of views on YouTube come from their recommendation feature. This proves that people tend to follow recommendations on apps.
2. It offers a solution for a megatrend, hence the constant need.
3. A market engagement to a sector (e.g: supermarkets) will open up further opportunities to other sectors.

Threats

Besides opportunities, there are some external factors which can block our improvement eventually. These external factors are listed below:

1. The market is crowded. There are many other products which offers similar service.
2. Losing customers' engagement to input their invoices will result in less relevant recommendations.



LOW

- Many infrastructure technology providers that we can choose or implement our own infrastructure if it is required.



VERY HIGH

- High amount of skilled app developers around the world
- Imitation of applications in software development tend to be quick
- New technologies applied quickly



VERY LOW

- Thousands of active users
- High amount of buyers as communities could increase this force.



HIGH

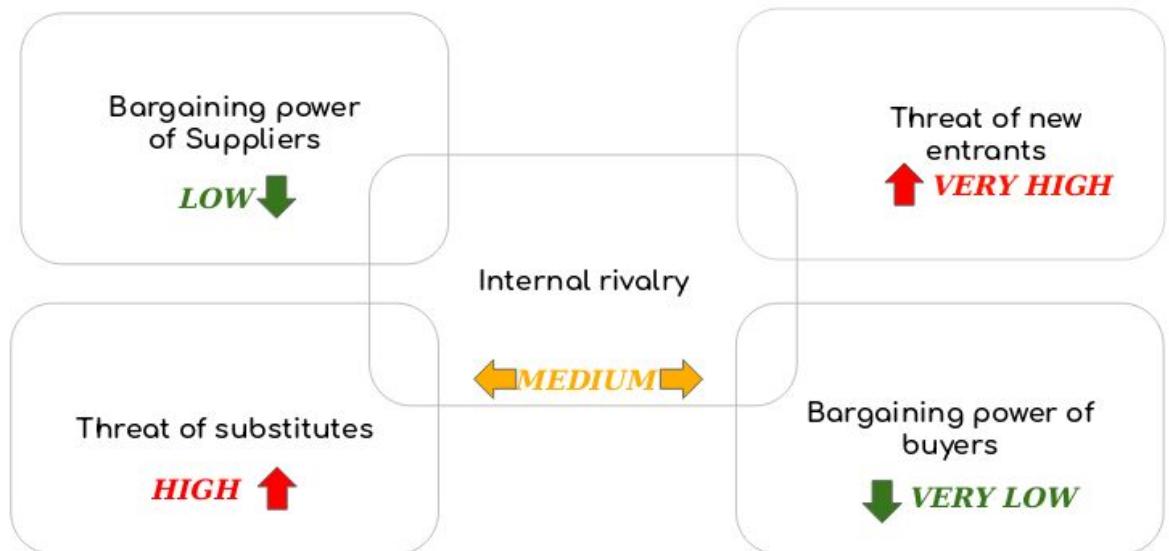
- Supermarket loyalty programs
- Weekly circular advertisements
- Merchant's websites



MEDIUM

- More than 100 financial free and paid applications that helps for personalized recommendations, information about discounts.
- Main competitors are ShopWell, Flipp, Google Home, Amazon Echo.

Overall, we get the following Porter's competitive force model:



B. Business Model - Canvas

Key Partners	Value Propositions	Customer Segments	Customer Relationship	Channels	Revenue Streams
Key Activities	Simplify the way to know promotions, discounts	Students in the age of 22-28 with low income	Application Feedback Customer care	Mobile application	Provide Market Intelligence for Merchants
Key Resources	Customer Recommendation Management Partner Management	Single working young adults (age 25-40) with low to middle income	Innovative Software Development	Developers IT infrastructure	Promotional advertisements from merchants
Cost Structure					Application Development Marketing Campaign IT Infrastructure Provisioning

C. Mission and Vision

Our Mission is to provide a smart platform to show the best promotion options to the right customer at the right time.

Our vision is to be the most trustworthy company to flourish the importance of mindful spending in society.

II. Market research and analysis

A. Potential customers (segments and volume)

We made a survey to see people's behaviour with their budget (do they have any budget plan, do they experience overspending) and shopping behaviour with demographic information about users. Each of group members distributed this survey in their countries. As a result, we saw that people in Latin America experiencing problems with arranging their budget. Having a team member from Latin America helped us a lot with gathering information about South Americans' behaviour and market information. Based on the survey, we decided to offer our product in Latin America and Spain. In South America, we choose 5 countries which can be listed as follows: Argentina, Chile, Colombia, Mexico, and Peru. The decision to go with those specific countries is because of their population and buying power.

When we analyze survey results, potential customers will be varied from new graduates to young families. This result can be distributed between 20 years old to 39 years old. Moreover, our potential target on average makes 800€ per month. Last but not least, since we will cooperate with stores, grocery stores are going to be our main customers. Since we decided to work in 6 different countries, we aim to work together with 2 grocery stores in each related country. Listed as follows:

In Mexico, we are aiming to cooperate with Walmart and Soriana.

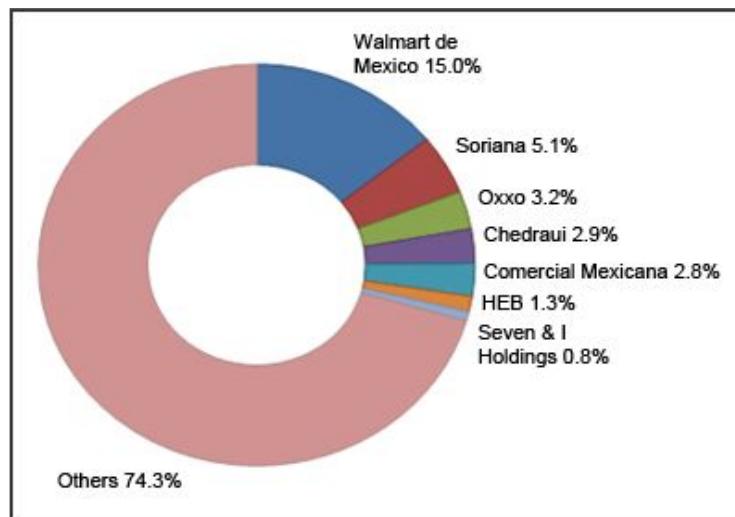


Figure 2.1 Market shares of supermarkets in Mexico

In Argentina, we will work with Carrefour Argentina and Walmart Argentina.

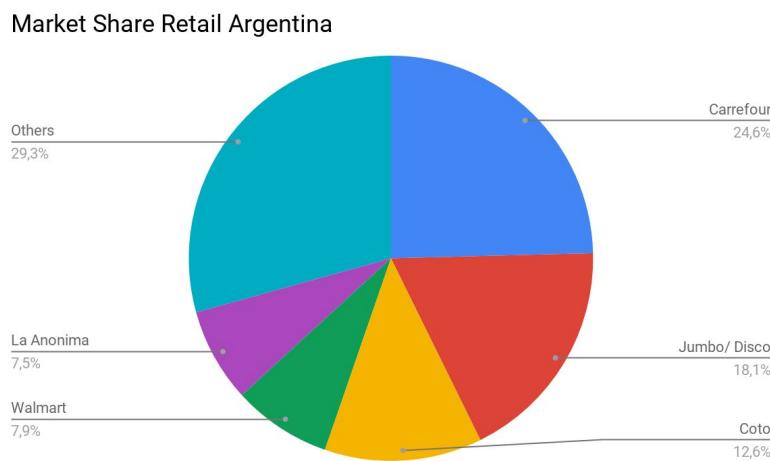


Figure 2.2 Market shares of supermarkets in Argentina

In Colombia, we will work with Exito and Cencosud.

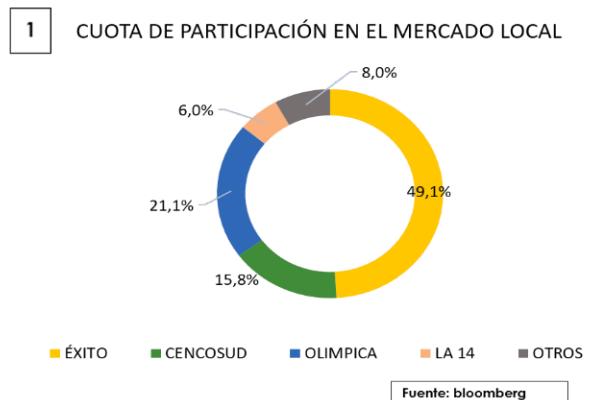


Figure 2.3 Market shares of supermarkets in Colombia

In Peru, we choose Cencosud and Supermercados Peruanos.

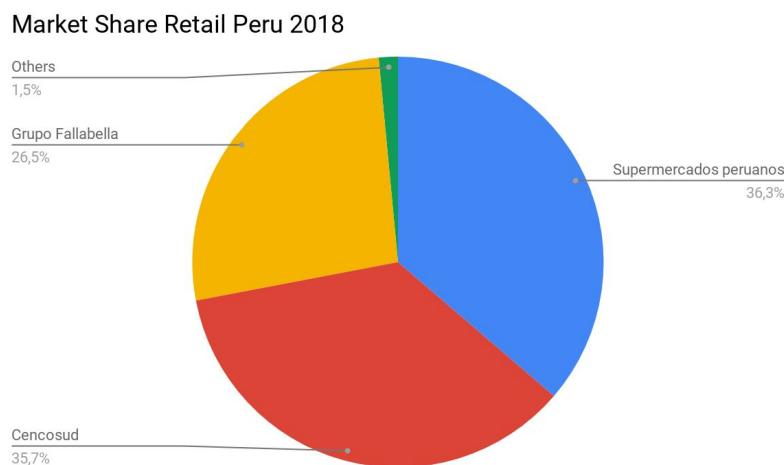
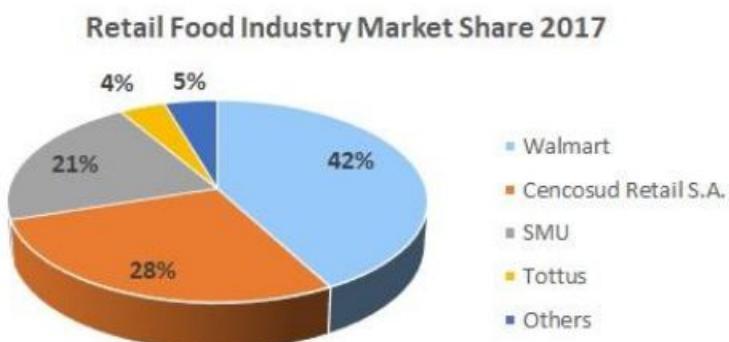


Figure 2.4 Market shares of supermarkets in Peru

For Chile, our first two customers will be Walmart and Cencosud.



Source: 2017 Main Supermarkets Annual Reports and interviews

Figure 2.5 Market shares of supermarkets in Chile

Finally, in Spain we will be working with Mercadona and Carrefour.

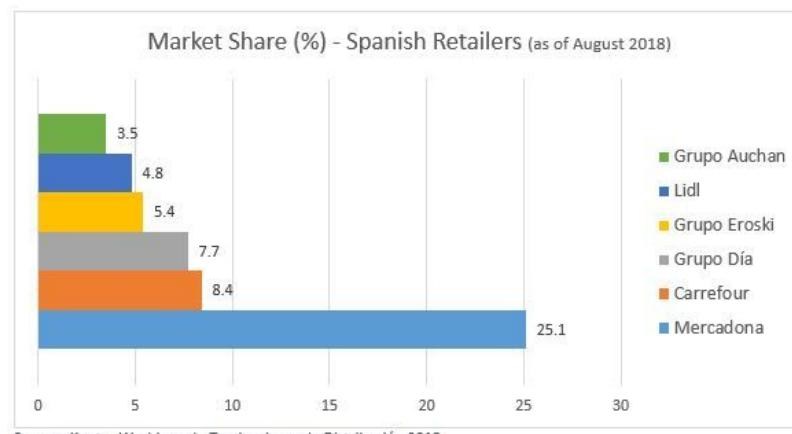


Figure 2.6 Market shares of supermarkets in Spain

B. Market size



Figure 2.7 Market size all over the world

Since our potential customers are from 5 countries in Latin America and Spain, we made a research about demographic population in those countries. We looked for financial apps usages in our customer target age range. With the total population of 46 million, Spain has 17% of their population or 8 million under the age range. In Colombia, the total population is around 47 million and the targeted population is 15 million. The biggest country in Latin America is Mexico with 124.5 million people in total and the total population of young adult and adult is 38.5 million. Argentina has a total of 44 million and the number of targeted people is 11 million. In Peru, the total population is 32 million and the number of people who are between 20 and 39 is 10 million. Lastly, for Chile the total is 18 million and 5.5 million people is our customer target. In total, the number of people we aim to have as customer is 91 million. Among these people, under our targeted age range, the financial app is being used by 18 million, which is equal to our total customer target.

As our main aim is to recommend people with appropriate discounts, it is crucial for us that these people are aware of the promotions offered by merchants and they use them actively. In our survey, we also found out that they people might change their usual stores. The reason for changing stores are mostly due to lower price and more offers by other stores. Therefore, for these 18 million users our app will be used very actively.

C. Existing competitors

In the market, there are many applications which provided similar services such as discounts, promotions, or personalized recommendations. There are many of them but the major one are: ShopWell, Flipp, Google Home, Amazon Echo, Wish, and Shopami.



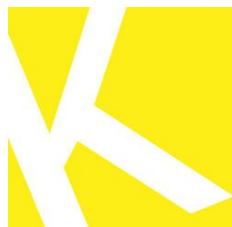
Shopwell is an application in the USA which helps users to buy more healthy foods. The main customers of this application are people who experienced diabetes or obesity.



Wish is an application with helping people find discounts on several products, like trendy fashion, shoes, gadgets, kitchen tools, home goods, kids items, beauty, jewelry, watches, accessories, and so on.



Shopami is a free app for offers, deals, and coupons. It is possible to set to only receive offers from your favorite brands. It is also showing deals nearby.



Krazy Coupon Lady offers coupons and shop deals from a variety of shops. However, again it is not offering any personalized needs.



Flipp is the application which brings all your weekly circulars and coupons to the user weekly.



Amazon Echo and Google Home are shopping assistant applications. They are voice-controlled, intelligent personal assistants and post the latest information about the sales and promotions from their favourite retailers.



Wanelo is an application which offers best deals on home, beauty, and fashion products. But it does not serve for any personalized recommendations.

D. Sales prediction and market share

To see our sales prediction, we follow a common growth prediction used by startup where at launch, we expect a high growth, which then decrease over time.

We expect to have this amount of active users that open the application at least once a day. Multiplying it by 30, we have projected number of monthly ads impression.

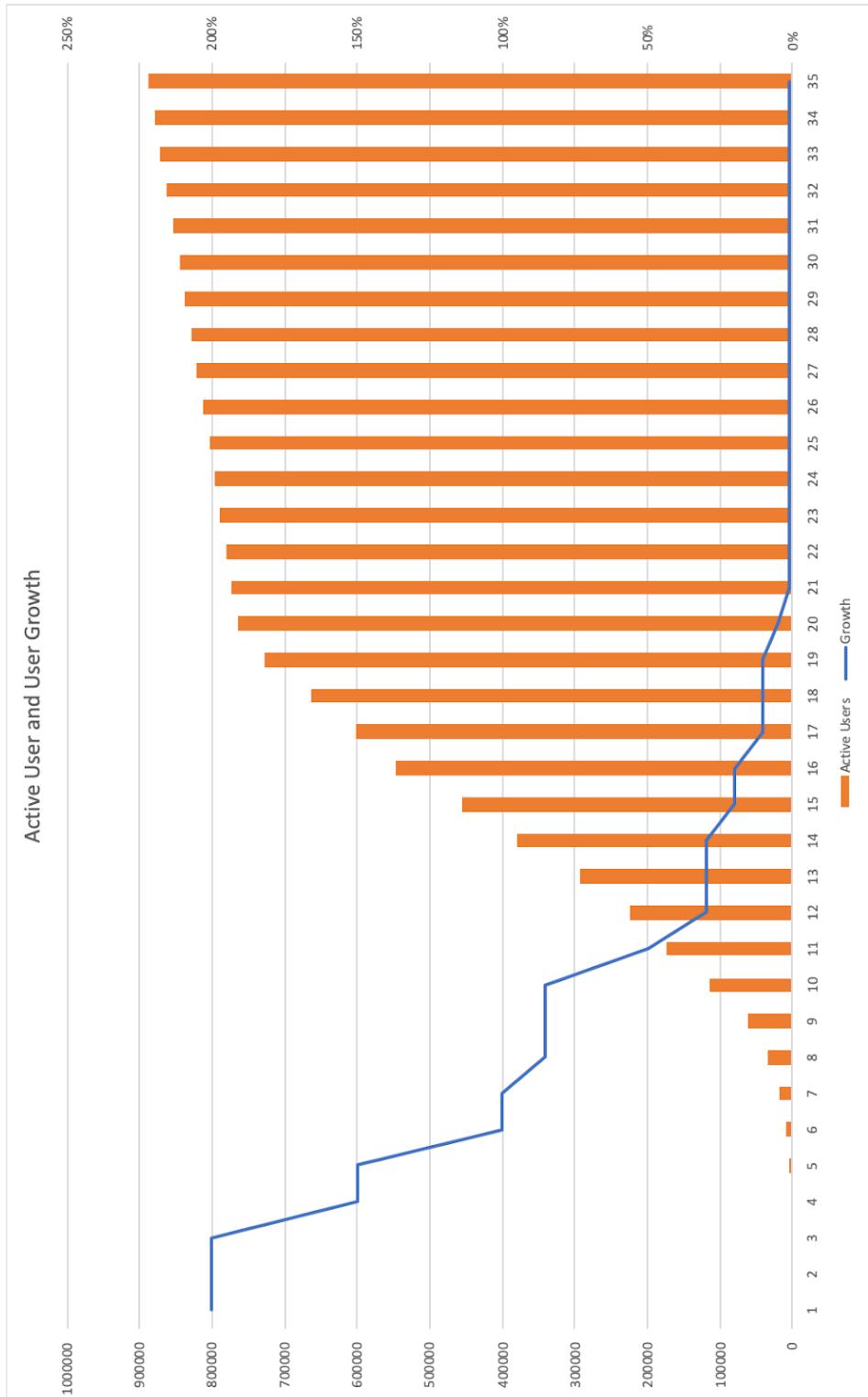
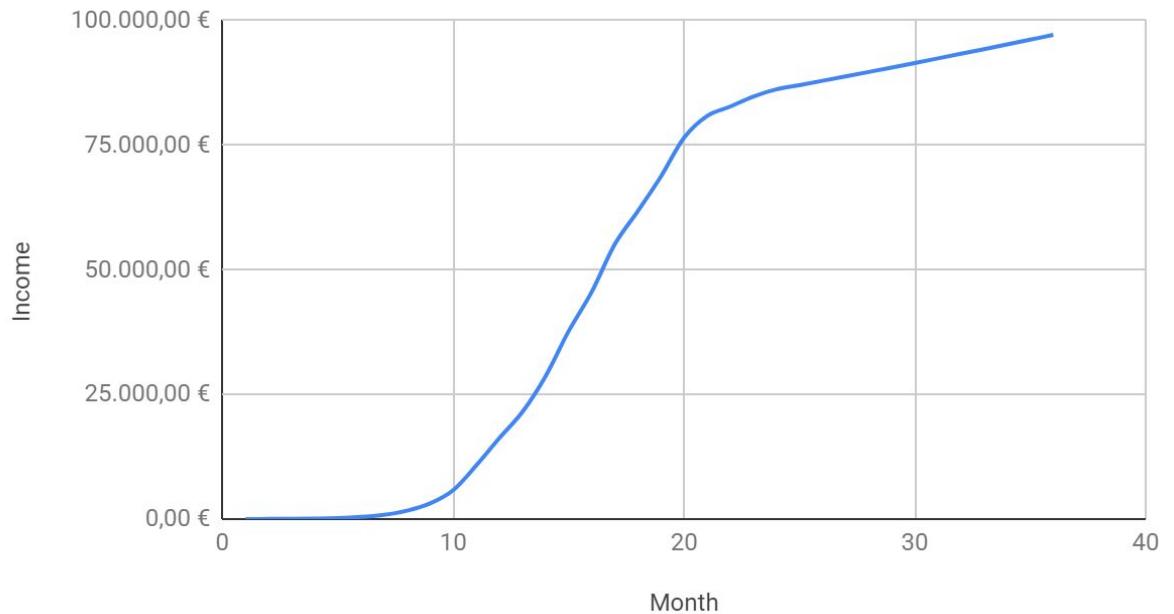


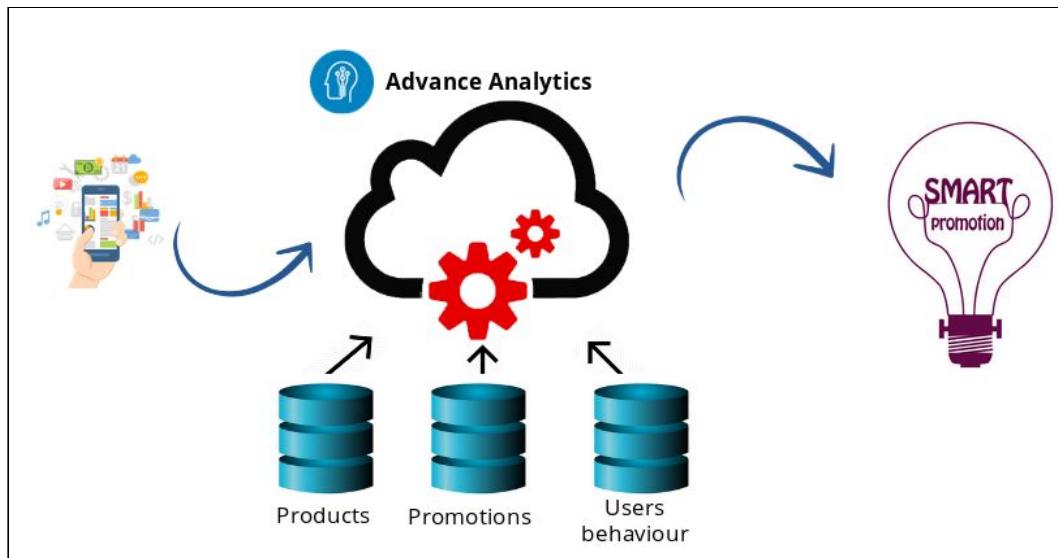
Figure 2.8 Growth prediction of active users

Sales Prediction

Sales Prediction for 3 years



III. Demo



For the demo the features of how the data is registered is showed and then how based on their regular purchases, the system will show to the user the appropriate recommendations or promotions.

For the recommendation system, we are finding similar users and building a cluster out of them. The users in the same cluster will see promotions of the top products that are bought in the cluster. However, for

some reason, if the user does not want to see some particular promotions (s)he can just add this product to the black list, but the black list feature is not presented in is demo. With recommending same promotions for these similar users, we will be sure that a user will get the promotions about already bought or potentially bought a product. So, we are making sure that users' needs are met. In the future versions, we will implement a recommendation system with offering these promotions when the user needs it. And with that feature we will be sure that users get the promotions at the right time. For example, if Alice is buying milk at every friday, the app will show Alice the promotions about milk on thursday.

The next version of the application will also consider the merchant side, we will make sure that their advertisement is reaching the right customer by carefully targeting the ads to the user that really need the advertised product.

IV. Marketing Plan

A. General Marketing Strategy

Reach IT will mainly use community-based marketing like networking and advertisements.

A social network including Facebook, Twitter, Instagram, Pinterest will be one of our main marketing strategies in order to boost the number of users. In this way, we will reach more people who want to spend their money in a much smarter way.

B. Price policy



Following our customer type distinction, we apply two different price policies for our users. The price model for the end-user will be in a form of monthly subscription. The end user will only charged for 1.99 a month to get a premium-tier account on our application. This price policy follows one-price policy concept and psychological pricing, which is intended to boost the number of users. In this premium tier, user will have mail service that can assigned as an email address and our service will grab invoices delivered to the particular email. Hence, the user did not have to add invoices manually. Moreover, user will have premium discounts.

To our merchants, we apply the Cost Per Mille pricing, which is the cost that a merchant has to pay per 1000 advertisement impressions. The formula is as follows:

$$CPM \text{ (Cost Per Mille)} = \text{Cost} / 1000 \text{ Impressions.}$$

C. Organization of sales and distribution

In order to reach our end user, we plan to develop our mobile application for iOS and Android. Thus, we are going to publish our application in the Apple Store and Google Play Store. We consider these two platforms as they have the highest share of mobile application users.

In merchant side, we aim to target supermarkets where the users regularly spend their money. The merchant can register to our platform either using online form in our website or being approached by our sales team.

D. Service and guarantees policies

Reach-IT guarantees that our service is:

- **Customer centric:**



You are important to us. Your feedback and recommendations allow us to provide a better customer experience.

- **Customer service:**



You can contact our smart ReachBot 24/7. You can also contact us in any moment and we will help you in all your needs.

- **Secure Payment:**



We ensure that your payment process is completely secure and we are always monitoring new threats to protect you.

- **Lowest Prices guaranteed:**



We commit to offer the best offer and recommendation that fits for you, and we are always learning about your likes and preferences.

- **Protection Privacy guarantee:**



We commit to protect and keep safe the privacy of your information. We accomplish the GDPR which guarantees high data protection standards for the whole of the EU, under proactive responsibility on the part of companies

E. Advertising and promotion

Reach-IT has two main markets as a consequence of having two kinds of customers and consequently two different marketing strategies.

- **Consumer market**

According to our desired market segment, our target customers are frequent social media users, but as they live in different countries we have to analyse the social network preferences for each region and address the advertising and promotion effectively.

According to Vincus it, a company dedicated to social analytics, for January 2019, they present the following world map of the two most used social networks. This study is based in 152 out of 167 countries over the world

WORLD MAP OF SOCIAL NETWORKS

January 2019



credits: Vincenzo Cosenza vincos.it

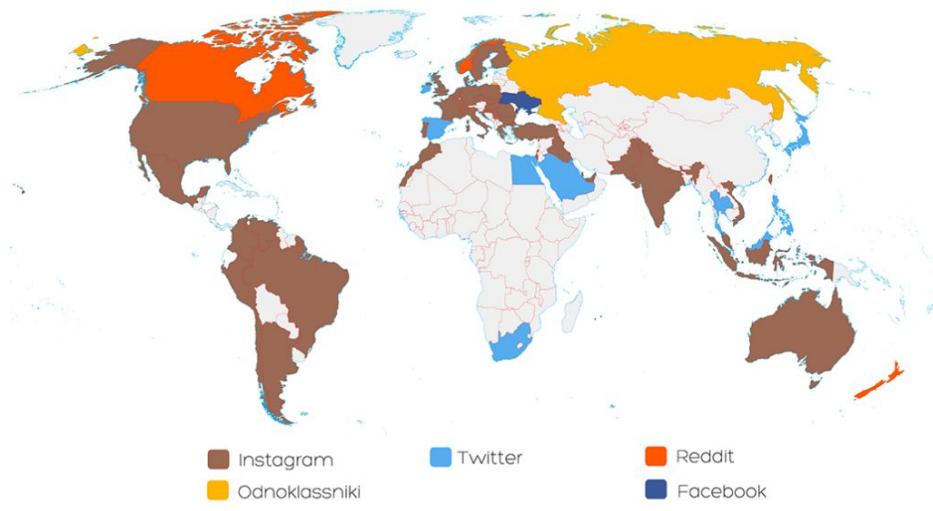
license: CC-BY-NC

source: Alexa/SimilarWeb

It can be observed that in Latin America and Spain, the most frequently used social network is Facebook. The second map shows the second most popular social networks only in 57 countries.

WORLD MAP OF SOCIAL NETWORKS

Ranked 2nd - January 2019



In the second map we can see that the results are different for our Latin America countries and Spain. In Latin America the second most frequently used social network is Instagram and for Spain is twitter.

According to these results we selected three most important channels for our advertising and publicity of our promotions.

Facebook:



The average CPC for Facebook ads is \$1.86 and the average CPM (Cost per Mille) is \$11.20; but these prices vary according to the industry. Facebook currently has a minimum daily ad spend of \$1. According to the Facebook prices for the technology industry the average CPC is \$ 1.17, so the average CPM is \$ 7.64. Applying a simple currency conversion we obtain a CPM about 6.7€.

Instagram:



The cost for Instagram ads are between 20 cents and \$2 per click (CPC). but the cost per mille (CPM) the average is around \$5 per 1,000 visitors. Applying a simple currency conversion we obtain a CPM about 4.4€.

Twitter:



The CPC for twitter ads are about \$ 5.76. Applying a simple currency conversion we obtain a CPM of about 5€.

In order to simplify the calculations we are planning to use our marketing budget with the following distribution:

- Facebook 50%
- Instagram 25%
- Twitter 25%

With this distribution we get the average of CPM:

$$\text{Avg CPM} = 6.7 * 0.5 + 4.4 * 0.25 + 5 * 0.25 = 5.7 \text{ €}$$

According to a research made by Magdalena Rzemieniak in the Procedia Computer Science 65 in 2015, the effectivity of advertisement in social media is 20%. According to forecast, we require 30,375 users in the first six months.

We can consider:

- Target: 30,375 users.
- With an effectivity of 20% we should reach: 151,875 users.
- We need to pay $152 * 5.7$ (CPM): 867€
- In consequence our monthly budget is about 144€.

Under these conditions, in the first six months we are setting a budget of 150€. We are duplicating the budget each 6 months and considering the next strategy to consolidate our growth for the following months.

According to this evaluation by semester we get the following results:

Semester	Estimated New Users	Users reached by Marketing	Difference	Ratio
	ENU	URM	DF	ENU/DF
1st	30.375	31.579	-1.204	-
2nd	1.123.564	63.158	1.060.406	1,06
3rd	2.861.823	126.316	2.735.507	1,05
4th	1.240.860	252.632	988.228	1,26
5th	323.388	505.263	-181.875	-
6th	343.283	1.010.526	-667.243	-

As we can see, we needed another marketing strategy to increase our customer for the second and third semester and to reach it, we are planning to use a referral system. As we need about one user per each new user, the user that recommends the application to 10 users and having an effectiveness rate of 10%, we can get the requested number of users. As a result, the user will get an extra free month for premium account if at least one of the referrals became a user. This promotion is reducing our incomes and it is reflected in the income forecast.

- **Business to Business market**

For tapping into business to business market, we are planning to arrange meetings and discussions with merchant representatives to offer them:

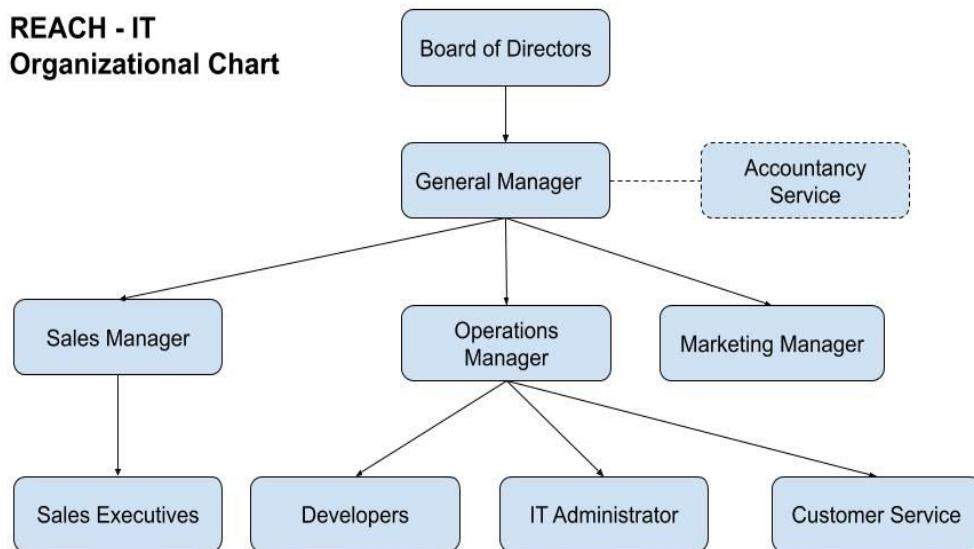
- Massive marketing: Massive campaigns.
- Individual marketing: Special campaigns.
- Analytics about market behaviour
- Analytics about effectiveness of the merchants campaigns

Merchants will give us:

- Special discounts for massive marketing.
- Special discounts for premium users.

V. Management Team and staff structure

A. Organization chart



B. People required: HR Planning

Position	Monthly Salary	Position	Monthly Salary
General Manager	1800	Merchant Manager	1300
Merchant Executive	1000	Marketing Manager	500
Operations Manager	1000	Developers (Maintenance)	500
Customer Service	400	IT Administrator	500

HR Requirements per Year

According to our calculations, total personal cost per year is as follows:

1. Year 1 - 56.736 €
2. Year 2 - 106.848 €
3. Year 3 - 91.940 €

In these three years, the salary range is 400 and 1800 euros depending on the position and a living cost of the city where employee lives. Some positions require full-time working hours, some less. Some of the employees will be working in South America, some in Spain. More detailed information is given in the following tables:

YEAR 1

Monthly Salary	Monthly Requirement - Year 1											
	Jan	Feb	Mar	Abr	May	Jun	Jul	Aug	Set	Oct	Nov	Dec
General Manager	1800	0,4	0,4	0,4	0,4	0,4	0,4	0,4	0,4	0,4	0,4	0,4
Merchant Manager	1300	0,4	0,4	0,4	0,4	0,4	0,4	0,4	0,4	0,4	0,4	0,4
Merchant Executive	1000	1	1	1	1	1	1	1	1	1	1	1
Marketing Manager	500	1	1	1	1	1	1	1	1	1	1	1
Operations Manager	1000	0,2	0,2	0,2	0,2	0,2	0,2	0,2	0,2	0,2	0,2	0,2
Developers	500	1	1	1	1	1	1	1	1	1	1	1
Customer Service	400	0,5	0,5	0,5	0,5	0,5	0,5	0,5	0,5	0,5	0,5	0,5
IT Administrator	500	1	1	1	1	1	1	1	1	1	1	1

Monthly Salary	Monthly expenses - Year 1											
	Jan	Feb	Mar	Abr	May	Jun	Jul	Aug	Set	Oct	Nov	Dec
General Manager	1800	864	864	864	864	864	864	864	864	864	864	864
Merchant Sales – Spain	1300	624	624	624	624	624	624	624	624	624	624	624
Merchant Sales – LA	1000	1.200	1.200	1.200	1.200	1.200	1.200	1.200	1.200	1.200	1.200	1.200
Marketing Manager	500	600	600	600	600	600	600	600	600	600	600	600
Developers – LA	500	600	600	600	600	600	600	600	600	600	600	600
Customer Service	400	240	240	240	240	240	240	240	240	240	240	240
IT Administrator	500	600	600	600	600	600	600	600	600	600	600	600
Developers – Product	1300	0	0	0	0	0	0	0	0	0	0	0
	4.728	4.728	4.728	4.728	4.728	4.728	4.728	4.728	4.728	4.728	4.728	56.736

Overcost

20%

YEAR 2

Monthly Salary	Monthly Requirement - Year 2											
	Jan	Feb	Mar	Abr	May	Jun	Jul	Aug	Set	Oct	Nov	Dec
General Manager	1800	0,4	0,4	0,4	0,4	0,4	0,5	0,5	0,5	0,5	0,5	0,5
Merchant Manager	1300	0,4	0,4	0,4	0,4	0,4	0,5	0,5	0,5	0,5	0,5	0,5
Merchant Executive	1000	3	3	3	3	3	3	3	3	3	3	3
Marketing Manager	500	1	1	1	1	1	1	1	1	1	1	1
Operations Manager	1000	0,2	0,2	0,2	0,2	0,2	1	1	1	1	1	1
Developers	500	1	1	1	1	2	2	2	2	2	2	2
Customer Service	400	1	1	1	1	2	2	2	2	2	2	2
IT Administrator	500	1	1	1	1	1	1	1	1	1	1	1

Monthly Salary	Monthly expenses - Year 2											
	Jan	Feb	Mar	Abr	May	Jun	Jul	Aug	Set	Oct	Nov	Dec
General Manager	1800	864	864	864	864	864	1.080	1.080	1.080	1.080	1.080	1.080
Merchant Manager	1300	624	624	624	624	624	780	780	780	780	780	780
Merchant Executive	1000	3.600	3.600	3.600	3.600	3.600	3.600	3.600	3.600	3.600	3.600	3.600
Marketing Manager	500	600	600	600	600	600	600	600	600	600	600	600
Operations Manager	1000	240	240	240	240	240	1.200	1.200	1.200	1.200	1.200	1.200
Developers	500	600	600	600	600	1.200	1.200	1.200	1.200	1.200	1.200	1.200
Customer Service	400	480	480	480	480	960	960	960	960	960	960	960
IT Administrator	500	600	600	600	600	600	600	600	600	600	600	600
	7.608	7.608	7.608	7.608	7.608	8.688	10.020	10.020	10.020	10.020	10.020	106.848

YEAR 3

	Monthly Salary	Monthly Requirement - Year 3											
		Jan	Feb	Mar	Abr	May	Jun	Jul	Aug	Set	Oct	Nov	Dec
General Manager	1800	0,5	0,5	0,5	0,5	0,5	0,5	0,5	0,5	0,5	0,5	0,5	0,5
Merchant Manager	1300	0,5	0,5	0,5	0,5	0,5	0,5	0,5	0,5	0,5	0,5	0,5	0,5
Merchant Executive	1000	1	1	1	1	1	1	1	1	1	1	1	1
Marketing Manager	500	1	1	1	1	1	1	1	1	1	1	1	1
Operations Manager	1000	1	1	1	1	1	1	1	1	1	1	1	1
Developers	500	2	2	2	2	2	2	2	2	2	2	2	2
Customer Service	400	2	2	2	2	2	2	2	2	2	2	2	2
IT Administrator	500	1	1	1	1	1	1	1	1	1	1	1	1

Monthly Salary	Monthly expenses - Year 3											
	Jan	Feb	Mar	Abr	May	Jun	Jul	Aug	Set	Oct	Nov	Dec
General Manager	1800	1.080	1.080	1.080	1.080	1.080	1.080	1.080	1.080	1.080	1.080	1.080
Merchant Manager	1300	780	780	780	780	780	780	780	780	780	780	780
Merchant Executive	1000	1.200	1.200	1.200	1.200	1.200	1.200	1.200	1.200	1.200	1.200	1.200
Marketing Manager	500	600	600	600	600	600	600	600	600	600	600	600
Operations Manager	1000	1.200	1.200	1.200	1.200	1.200	1.200	1.200	1.200	1.200	1.200	1.200
Developers	500	1.200	1.200	1.200	1.200	1.200	1.200	1.200	1.200	1.200	1.200	1.200
Customer Service	400	960	960	960	960	960	960	960	960	960	960	960
IT Administrator	500	600	600	600	600	600	600	600	600	600	600	600
	7.620	7.620	7.620	7.620	7.620	7.620	7.620	7.620	7.620	7.620	7.620	7.620
												91.440

C. Positions Profiles

Profile for each position is given in the following format:

- Primary objectives
- Primary responsibilities
- Position requirements

1 . External Director Position	
Primary Objectives	<ul style="list-style-type: none"> - To review and to establish company strategies and goals. - To ensure that the company fulfill the goals and objectives. - To approve company's strategic guidelines, management goals and annual budgets. - To review the operation and capital budget
Primary Responsibilities	<ul style="list-style-type: none"> - Revision of operational and capital budgets - Advising in development of strategic plan and expansion plan. - Helping to resolve conflicts between owners and shareholders. - Ensuring proper use of assets. - Supervise and control expenses over €10 000
Position Requirements	<ul style="list-style-type: none"> - Bachelor or master's degree in business administration or subject related to Information Technology industry. - Minimum three years of experience being part of a Board of Directors in three startups. - Cannot have more than 10 directorships at any given time. - Demonstrate leadership skills. - Strong and diverse financial experience.

Figure 3.1.1 Profile of a External director position

2 .General Manager	
Primary Objectives	<ul style="list-style-type: none"> - To direct the company for fulfilling vision and mission. - To create propositions and encourage others to propose new company strategies. - To develop people. - To develop a customer-centric, employee-oriented culture that emphasizes in continuous improvement, customer care and high performance.
Primary Responsibilities	<ul style="list-style-type: none"> - Coordinating and supervising workers. - Coaching and mentoring of employees. - Empowering employees and delegating responsibilities. - Coordinating with clients and providers to mitigate risks or to resolve conflicts.
Position Requirements	<ul style="list-style-type: none"> - Minimum of a Bachelor degree or equivalent in business or Information Technology - Minimum three years of leadership experience in management or supervisory positions. - Training in Human Resources Management - Knowledge and experience in management and supervision. - Great communications skills and soft abilities. - Team oriented management style. - Demonstrate knowledge in economics, budgeting, accounting and basic corporate law.

Figure 3.1.2 Profile of a general manager

3 .Sales Manager	
Primary Objectives	<ul style="list-style-type: none"> - To propose sales strategies based on the market behaviour. - To accomplish the sales goals. - To use efficiently the resources assigned to the Sales Department - To evaluate and propose development tasks for salesforce - To develop a compromised sales team.
Primary Responsibilities	<ul style="list-style-type: none"> - Achieving growth and hitting sales targets by successfully managing the sales team - Designing and implementing a strategic sales plan that expands company's customer base and ensure it's strong presence - Managing recruiting, objectives setting, coaching and performance monitoring of sales representatives
Position Requirements	<ul style="list-style-type: none"> - Minimum of a Bachelor degree or equivalent in administration or a related field. - Minimum three years of experience as a sales representative or sales manager, meeting or exceeding targets. - Minimum two years of experience leading a sales team or managing a sales department. - Excellent mentoring, coaching and people management skills. - Great communications skills and soft abilities. - Team oriented management style. - Excellent computer skills in office tools.

Figure 3.1.3 Profile of a sales manager

4 .Operations Manager	
Primary Objectives	<ul style="list-style-type: none"> - To ensure the accomplishment of goals and metrics of the department. - To distribute task load between resources. - To develop resources assigned to Operations Department - To evaluate and propose development task for operations team - Develop a compromised operations team
Primary Responsibilities	<ul style="list-style-type: none"> - Develop, implement and review operational policies and procedures. - Work with senior stakeholders. - Managing recruiting, objectives setting, coaching and performance monitoring of the operators, customer service personnel and developers
Position Requirements	<ul style="list-style-type: none"> - A Bachelor degree or equivalent in Information Technology. - Minimum three years of experience as a manager in an IT department. - Excellent mentoring, coaching and people management skills. - Great communications skills and soft abilities. - Team oriented management style. - Excellent computer skills in office tools.

Figure 3.1.4 Profile of an operation manager

5 .Marketing Manager	
Primary Objectives	<ul style="list-style-type: none"> - Design and propose media products for marketing campaigns according the marketing plans. - Managing all marketing for the company and activities within the marketing department. - Coordinating marketing campaigns with sales activities - Manage and improve lead generation campaigns, measuring results. - Overall responsibility for brand management and corporate identity
Primary Responsibilities	<ul style="list-style-type: none"> - Deploy successful marketing campaigns and own their implementation from ideation to execution - Experiment with a variety of organic and paid acquisition channels like content creation, pay per mill campaigns, event management, publicity, social media, lead generation campaigns, copywriting, performance analysis - Analyze consumer behavior and adjust email and advertising campaigns accordingly - Oversee and approve marketing material, from website banners to hard copy brochures and case studies
Position Requirements	<ul style="list-style-type: none"> - Minimum Bachelor degree in Marketing. - Strong analytical and project management skills. - Strong creative outlook. - Confident and dynamic personality. - Excellent computer skills in office tools.

Figure 3.1.5 Profile of a general manager

6. Sales Executive	
Primary Objectives	<ul style="list-style-type: none"> - To sell company services to merchants by establishing contact and developing relationships with prospects. - To maintain relationships with clients by providing support, information, and guidance; researching and recommending new opportunities; recommending profit and service improvements. - To identify product improvements or new products by remaining current on industry trends, market activities, and competitors
Primary Responsibilities	<ul style="list-style-type: none"> - Conduct market research to identify selling possibilities and evaluate customer needs - Set up meetings with potential clients and listen to their wishes and concerns - Prepare and deliver appropriate presentations on products and services. - Collaborate with team members to achieve better results
Position Requirements	<ul style="list-style-type: none"> - Minimum school degree - Proven experience as a Sales Executive or relevant role. - Self-motivated with a results-driven approach - Aptitude in delivering attractive presentations - Thorough understanding of marketing and negotiating techniques - Excellent computer skills in office tools.

Figure 3.1.6 Profile of a sales executive

7. Developer	
Primary Objectives	<ul style="list-style-type: none"> - To correct software bugs presented during the operations period. - To coordinate solutions with operations manager. - To maintain software documentation and operating manuals.
Primary Responsibilities	<ul style="list-style-type: none"> - Testing and modifying systems to ensure that they operate reliably. - Finding bugs, diagnosing and fixing bugs. - Develop reports required by users in coordination with the operations manager
Position Requirements	<ul style="list-style-type: none"> - Minimum school degree - Mathematical aptitude and strong problem-solving skills - Programming languages such as Python and Java - Experience in cloud development using AWS. - Excellent organisational and time management skills. - Experience working with MongoDB and Graphs Database, using Virtuoso, Neo4j, Sparql - Excellent computer skills in office tools. - Excellent analysis and reasoning, proactivity and fast for learning.

Figure 3.1.7 Profile of a developer

8.Customer Service	
Primary Objectives	<ul style="list-style-type: none"> - To listen to customers' questions and concerns, and provide answers or responses - To provide information about products and services - Handle customer complaints
Primary Responsibilities	<ul style="list-style-type: none"> - Record details of customer contacts and actions taken

	<ul style="list-style-type: none"> - Record details of customer contacts and actions taken - Refer customers to supervisors or more experienced employees
Position Requirements	<ul style="list-style-type: none"> - Minimum school degree - Abilities and interest in helping, persuading and organizing. - High communications, problem-solving, customer-service and listening skills - Excellent computer skills in office tools. - Excellent analysis and reasoning, proactivity and fast for learning.

Figure 3.1.8 Profile of a customer service

9. IT Administrator	
Primary Objectives	<ul style="list-style-type: none"> - To monitor the cloud infrastructure. - To ensure the optimal use of the infrastructure resources. - To monitor de fulfillment of the Service Level Agreements.
Primary Responsibilities	<ul style="list-style-type: none"> - Wrote an integral role in deployment, configuration and maintenance of cloud servers - Manage network security and access control of the different kinds of users. - Monitor and recommend to the operations manager the actions that should be taken to improve the security and performance of the services.
Position Requirements	<ul style="list-style-type: none"> - Minimum a Bachelor degree or equivalent in Information Technology. - Minimum three years of experience as an IT operator in Cloud Computing servers. - Minimum two years of experience as a cloud administrator using AWS. - Excellent computer skills in office tools.

Figure 3.1.9 Profile of IT Administrator

D. Curriculum vitae of directors candidates (co-founders)



DWI PRASETYO ADI NUGROHO

Master Student | BARCELONA, 08903, SPAIN | +32-483622652

DETAILS

Carrer del Roselló 16, L'Hospitalet de Llobregat, Barcelona, 08903, Spain
+32-483622652
dwiprasetyo.an@gmail.com

DATE / PLACE OF BIRTH
1994-08-02
Temanggung

NATIONALITY
Indonesian

LINKS

[LinkedIn Profile](#)
[Github Repository](#)

SKILLS

SQL, ETL, Databases, Hadoop, Mapreduce, Spark, Hive, MongoDB, CouchDB
Machine Learning, Statistic, Model Validation, Convolutional Neural Network
Python, Java, Git, Dart, C++, Go
Agile and Scrum
Data Visualization, Tableau, JavaScript

LANGUAGES

English
Bahasa Indonesia
German

HOBBIES

Badminton, Travels

PROFILE

Master student of Erasmus Mundus Joint Master Degree in Big Data Management and Analytics (2018-2020). Interested to work in large scale data processing and analytic field.

EMPLOYMENT HISTORY

Machine Learning Engineer at Riak, Remote
August 2018 – December 2018
Create machine learning models to perform text classification on legal documents.

System Analyst at DALA, Jakarta
January 2018 – July 2019
Capture user requirement and compile to system design. Worked on a development of integrated data management system of an oil and gas company.

Database Engineer at Databot, Yogyakarta
October 2017 – December 2017
Acquire and prepare data for further processing.

- Web scraping
- Data cleansing and transformation
- Assisting data science team to implement algorithms

Programmer at UGM Campus Parking System, Yogyakarta
July 2016 – April 2017
Developing parking monitoring and control system for Universitas Gadjah Mada (UGM). Integrating existing UGM student card and staff card to parking control system. Implementing long RFID as alternative to staff card.

May 2019 – May 2019

EDUCATION

Erasmus Mundus Joint Master Degree
September 2018 – July 2020
Degree: Master in Big Data Management and Analytic

- 1st Semester at Université Libre de Bruxelles : Core BI Competence, including traditional data management, business process management, and data analytics.
- 2nd Semester at Universidad Politécnica de Cataluña: Basic Concept of Distributed System and Big Data Management, including NoSQL systems, graph database, distributed processing, and cloud computing.

- 3rd & 4th Semester at Technische Universität Berlin: Large scale data processing, including scalable data analytics, heterogeneous and high-throughput data, as well as management of stream data.

◦ **Universitas Gadjah Mada, Yogyakarta**

September 2013 – August 2017

Degree: Bachelor in Computer Science

- Bachelor thesis : Road Lane Segmentation Using Deep Deconvolutional Neural Network
- Received best paper award from the paper "[Road Lane Segmentation using Deconvolutional Neural Network](#)" at The 3rd International Conference on Soft Computing and Data Science, Yogyakarta 2017.
- Won Southeastasia Data Analysis Cup 2017 at Institut Teknologi Sepuluh Nopember, Surabaya.
- Silver Medal on Poster Category at Student's National Scientific Week, Kendari, 2015.

 **EXTRA-CURRICULAR ACTIVITIES**

◦ **Student Coordinator at Community Development Program of Universitas Gadjah Mada, Sukabumi**

June 2016 – August 2016

◦ **Chief at Information Technology Study Group of Universitas Gadjah Mada, Yogyakarta**

December 2015 – December 2015

◦ **Staff at Nokia Innovation Center, Yogyakarta**

September 2015 – September 2016

 **PROJECTS AND INVOLVEMENTS**

◦ **Lead Enginner at G-Connect Project, Yogyakarta**

September 2017 – September 2017

G-Connect is a low altitude baloon that helps to deliver internet connectivity in rural areas.

- Design the product's specification
- Lead a team of engineer to assemble and test the product.

◦ **Information Security Assessor**

September 2017 – September 2017

Help an organization to identify vulnerability in their information system and develop mitigation plan.

◦ **Programmer, E-Arnest Project**

July 2017 – August 2017

Develop a web-based PDF generator for regulation documents as part of E-Arnest Project from Indonesia Nuclear Energy Regulatory Agency (BAPETEN).

◦ **Machine Learning Trainer, Yogyakarta**

April 2017 – April 2017

Share my experiences on implementing convolutional neural network to solve computer vision problem using python and tensorflow at Intelligence System Laboratory of Computer Science UGM.

- **Project Manager and System Analyst at E-LKPD Project, Yogyakarta**
April 2016 – September 2016
Initiate application design and manage team to deliver the product on time. E-LKPD ((Laporan Keuangan Pemerintah Daerah) is an android application that shows various data about income and expense of each district, city, and province in Indonesia.
- **Android Trainer, Yogyakarta**
April 2015 – June 2015
Teach basic android application development at OmahTI Learning Center.
- **Android Programmer at Obtutive, Yogyakarta**
December 2014 – December 2015
Developing Obtutive, an objective tooth shade analysis android application that helps dentist to determine the correct tooth color class for aesthetic tooth replacement.



Curriculum vitae

PERSONAL INFORMATION

Pinar Turkyilmaz

(Turkey)
 (+90) 533 524 26 33
 pinartyilmaz@gmail.com
 Skype pinartyilmaz

EDUCATION AND TRAINING

04/09/2012–23/01/2017 Bachelor of Science in Computer Engineering
Atilim University, Ankara (Turkey)
High Honor Student, CGPA:3.53/4

01/09/2015–31/01/2016 Erasmus+ Exchange Program
Ventspils University College, Ventspils (Latvia)

WORK EXPERIENCE

02/07/2015–31/07/2015 Intern
Arcelik. Co, Dish Washer Factory, IT Department, Ankara (Turkey)
Project Description: Controlling if ASRS(Automated Storage and Retrieval System) is working correctly or not by using data and source code.

01/03/2014–20/06/2014 Student Assistant in C laboratory
Atilim University, Ankara (Turkey)

PERSONAL SKILLS

Mother tongue(s) Turkish

Other language(s)

	UNDERSTANDING		SPEAKING		WRITING
	Listening	Reading	Spoken interaction	Spoken production	
English	C1	B2	B2	B2	B2
			IELTS 7.0/9		

Latvian
French

Levels: A1 and A2: Basic user - B1 and B2: Independent user - C1 and C2: Proficient user
[Common European Framework of Reference for Languages](#)

Communication skills

-excellent communication and team-working skills gained through my experiences in my graduation project
-good contact skills with students gained through my experience as student assistant
- good communication skills with students and professors gained through my membership in Student Advisory Board

Digital skills

- Languages: C, C++, C#, SQL, PHP, HTML, ML, Assembly, VHDL, MATLAB, Java
- Tools: MS Office, Oracle, Visual Studio, SciLab, Graph, Inkscape, Gimp, GitHub, Android

ADDITIONAL INFORMATION

Projects Senior Project: Mobile Application Development in Android

Project Description: The application's, named "Who To Call", aim is to recommend contacts who are the most called and messaged in the weekdays with respect to time to the user. A dedicated algorithm, which we created, collects all the history from the user's phone and creates call recommendation.

Honours and awards High Honor Student in Department of Computer Engineering in Atilim University

Memberships Membership in Computer Engineering Student Advisory Board in Atilim University between 1.2015 and 1.2017

PERSONAL INFORMATION

Braulio Cesar Blanco Lambruschini



647, San Felipe Ave., Jesus Maria, Lima, 15076, Peru

+512614373 +51935989167

braulioblancol@gmail.com

<https://linkedin.com/in/braulioblanco>

+51935989167

Sex Male | Date of birth 19/07/1986 | Nationality Peruvian

STUDIES APPLIED FOR

Master in Big Data Management and Analytics

WORK EXPERIENCE

2017 March – 2018 April

Head of Development of Administrative Systems

SUPERINTENDENCIA NACIONAL DE ADMINISTRACION TRIBUTARIA – Lima – Peru

- Coordination of projects in the following fields: administrative, cognitive, tributary and audit systems.
- Ensure a good work environment and right task distribution among team members.
- Increase productivity and knowledge of each team member.
- Conduct digital transformation and implementation of new tools in the organization.

Business or sector Government

2015 November– 2017 March

Business Process Consultant and BPM Architect

Alkimia Consultores– Mexico City – Mexico

- Solution Integration and ESB Architect, analyst and designer in BPM projects and BPMN Process models auditor.
- Analysis, Design, implementation of BPM oriented processes.

Business or sector Consulting Services

2015 May– 2015 November

Business Rules Specialist

Indra Peru– Lima – Peru

- Analysis, definition and validation of Business Rules of the Peruvian Retirement National System.
- Implementation in Business Rules software the Business Rules of the Peruvian Retirement National System.

Business or sector Consulting Services

2014 November – 2015 May

Analyst and Programmer – Human Resource Project

Contraloría General de la Republica– Lima – Peru

- Analysis, Design and implementation of Human Resources Information System for the Contraloria General de la Republica.

Business or sector Government

2011 March– 2014 November

Process Management Teacher

Universidad de San Martin de Porres– Lima – Peru

- Teacher of Process Management course. 3rd year of Information Systems students.
- Teacher of Process Management and BPMN in specialization program for graduate students.

Business or sector Education



2011 December – 2014 October	Consultant and BPM Architect Xperta Gestión Empresarial– Lima – Peru <ul style="list-style-type: none">• Consultant in process elicitation, analysis, improvement and redesign of business process.• Project Manager of small teams.• BPM Architect and developer with IBM BPM and Process Maker Software. Business or sector Consulting Services
2011 January – 2011 December	Consultant Contraloría General de la Republica– Lima – Peru <ul style="list-style-type: none">• SOA Mentor for defining of SOA Architecture of the Contraloria General de la Republica.• Project Leader in the implementation of BPM Projects. Business or sector Government
2010 July – 2010 December	Senior Consultant MS Solutions – Lima – Peru <ul style="list-style-type: none">• Analysis and improvement of the sales, logistic and finance process for the MS Dynamics GP ERP implementation, development of extensions for the ERP MS Dynamics GP in order to comply national regulations and client customizations.• Development of analytics and operational reports from the ERP Data and implementation of cubes out of the box of MS Dynamics GP ERP. Business or sector Consulting Services
2010 January – 2010 June	Senior Consultant ADEXUS Peru – Lima – Peru <ul style="list-style-type: none">• Analysis, design and implementation of core system for textile company. Modules: spinning, labeling, label creator software, packing list, PDA dispatching. Business or sector Consulting Services
2009 August – 2009 December	Consultant Delta Information Management Solutions– Lima – Peru <ul style="list-style-type: none">• Technical and functional support for ERP MS Dynamics GP. Modules: Logistics and Sales. Business or sector Consulting Services
2009 January – 2009 July	IT Consultant Oxinet Consulting – Lima – Peru <ul style="list-style-type: none">• Project leader and process consultant in custom system development.• Consultant in Business Intelligence Project in SQL Analysis Services for the Support System for Field Incident Management. Business or sector Consulting Services
2007 December – 2008 August	Consultant Clie Business Solutions – Lima – Peru <ul style="list-style-type: none">• Technical Consultant. Business or sector Consulting Services
<hr/>	
EDUCATION AND TRAINING	
2003 March – 2009 June	Bachelor in Information Systems Universidad de San Martín de Porres – Lima - Peru <ul style="list-style-type: none">• Analysis, Design and Implementation of Information System.



Curriculum Vitae
Braulio Cesar Blanco Lambruschini

- Management of information technologies resources.
- Computer Systems auditing.
- Process Redesign and Improvement.
- Data analysis for decisions making.

PERSONAL SKILLS
Mother tongue(s)

Spanish

Other language(s)

English	UNDERSTANDING		SPEAKING		WRITING
	Listening	Reading	Spoken interaction	Spoken production	
	C1	C1	C1	C1	C1
TOEFL: 95/120 points.					

Levels: A1/A2: Basic user - B1/B2: Independent user - C1/C2 Proficient user [Common European Framework](#)

Communication skills

- Good communication skills gained through my experience as business analyst and team leader
- Good written communications skills gained through my experience in answering and asking for information to business users of different companies and different levels inside the company.
- Good non-verbal communication skills gained through my experience as university teacher.
- Good in teaching and ideas exposition gained through my experience as university teacher and university advisor.

Organisational / managerial skills

- Leadership (currently responsible for a team of 45 people divided in 3 main groups)
- Coordination skills gained through the participation and orchestration of multidisciplinary teams.
- Negotiation gained in meetings of discussing project scope, support for the need of resources, task prioritization.
- Motivation gained through implementing recognition and rewards systems based on efficiency and productivity teams.
- Delegation gained through distributes and give the power to conduct parts of the project in order to improve the self-confidence of team members.

Other skills

- Cooking because my brother and I had to move to the capital city to follow university studies and then later when I moved to Mexico for working.
- Carpentry, when I decided to build my own furniture in my apartment.
- Travel organization, when my family and I had travelled abroad as tourists.

Driving licence

A1

ADDITIONAL INFORMATION

Publications

- Tech-Gamification in university engineering education: Captivating students, generating knowledge, Computer Science & Education (ICCSE), Cambridge, 2015.

Projects

- Mentor of Wakeup project: Psychomotor Stimulation System. First Place Peru. Imagine Cup Peru, 2012.

Honours and awards

- Project adviser of Math4Life: Augmented Reality and multiple intelligences in Math learning. First Place in Software Project Contest XV Jornada Multidisciplinaria de Sistemas- Universidad Femenina Sagrado Corazon UNIFE, 2011

Certifications

- IBM Certified Application Developer Operational Decision Manager Advanced v8.7. 2015

- OCEB Certified Expert in Business Process Management, 2014

- ITIL v3 Foundation Certified, 2011

Courses

- Administration and Management Skills, 13 months, 333 hrs, CENTRUM, Lima, Peru, 2012 - 2013

- ITIL Foundations v3, 28 hrs, New Horizons, Lima, Peru, 2011

- Process Management and Improvement, 24 hrs, CENTRUM, Lima, Peru, 2011.

- Business Analysis according to BABOK, 24 hrs, Bit2Bit, Lima, Peru, 2011

- Business Process Management - BPM, 40 hrs, CIBERTEC Institute, Lima, Peru, 2011

- Business Intelligence Application Developer, 70 hrs, CIBERTEC Institute, Lima, Peru, 2010



PERSONAL INFORMATION



Nazrin Najafzade Asim

Baku Az1012, Azerbaijan

+32 492 85 61 91

nezrin.najafzade@gmail.com; nazrin.najafzade@ulb.be

Sex: Female | Date of birth: 09 June 1996

WORK EXPERIENCE

June 2014 -September 2018

Team leader (Software developer, Business analyst)

Neuron technologies, Baku (Azerbaijan)

www.neuron.az<https://www.facebook.com/Neuron-Technologies-1406926689544953/>

July 2016 – September 2016

Software Developer

Azercell Telecom LLC, Baku (Azerbaijan)

www.azercell.com

EDUCATION AND TRAINING

February 2019-Jule 2019

Master of science in Computer science and engineering, Focus Big Data Management and Analytics (Erasmus Mundus), Universitat Politècnica de Catalunya - UPC (Barcelona, Spain)

September 2018-January 2019

Master of science in Computer science and engineering, Focus Big Data Management and Analytics (Erasmus Mundus), Université libre de Bruxelles - ULB (Brussels, Belgium)

September 2013 – June 2017

Bachelor of Computer Science (Sabah group), Baku State University (Baku, Azerbaijan)
(Graduated with distinction)

July 2015 – August 2015

EF International Language Center, London (United Kingdom)

PERSONAL SKILLS

Mother tongue(s) Azerbaijani

Other language(s)

UNDERSTANDING

SPEAKING

WRITING

Listening

Reading

Spoken interaction

Spoken production

English

C1

C2

C1

C1

C2

[IELTS Overall 7.0 \(Listening 8.0, Reading 7.0, Speaking 6.0, Writing 6.0\)](http://www.ielts.org)

Turkish	C2	C2	C2	C2
Russian	A2	A2	A2	A2
French	A1	A1	A1	A1
Spanish	A1	A1	A1	A1

Levels: A1 and A2: Basic user - B1 and B2: Independent user - C1 and C2: Proficient user
Common European Framework of Reference for Languages

Job-related skills * RapidMiner, Indico
* ETL, SSIS, SSRS
* Java SE, Java EE (Servlets, JSP, JSTL)
* Spring Framework (MVC/Rest)
* Oracle/Postgresql Databases/MS SQL Server
* SQL/Plsql/PLpgsql, HTML, CSS, Javascript/jQuery
* Git, SVN version control systems
* C, C++, Shell Scripting
* iReport-Designer for JasperReports
* MS Office (Word, PowerPoint, Excel, Access, Outlook), Office 365, Trello, Pintask, Microsoft Visio

AWARDS AND COMPETITIONS

2017	IELTS 7.0 (Listening 8.0, Reading 7.0, Speaking 6.0, Writing 6.0)	(score: 7/9)
2017	"Seeds for the Future" program by Huawei	
2016	Microsoft MTA: Database Fundamentals	(score: 86/100)
2016	Microsoft's Imagine Cup competition	
2016	"FAMELAB – Beautiful science" contest	
2016	"Student of the year – Baku State University"	
2014	ACM International Collegiate Programming Contest	III Diploma
2014	Certificate from Ministry of Transport, Communications and High Technologies of Republic of Azerbaijan for participating at National Programming Contest	
2014	Certificate from Ministry of Education of Republic of Azerbaijan for participating at 1st Student Forum	
2014	Startup Days (team leader)	
2013	Startup Days (team leader)	

TRAININGS

2019	Fosdem
2018	IBM lectures for BDMA students
2017	"Microsoft - Forecasting future of health"
2017	"SHE Congress"



Curriculum vitae

2017	The 3rd International Forum - BIG DATA DAY BAKU
2016	Preparation for FAMELAB with Dallas Campbell (Public Speaking training)
2016	International Girls in ICT Day
2015	Big Data Weekend Baku
2014	SABAH forum
2014	Medin 3 Hospital Medical Information Management System

ADDITIONAL
INFORMATION
(PROJECTS)

- Azercell Telecom LLC Existing software projects
- Modifying software systems already in use
 - Maintain and improve the performance of existing software
 - Documentation flow control
 - Software development
 - Integration of data from multiple data sources
- Neuron Technologies Farmer House (Agrarian Information System)
- Working with business analyst to develop project implementation
 - Fixing any technical problems while testing
 - Preparation of training manuals for users
 - Regularly communicate with management and technical support colleagues
 - Expand existing software to meet the changing needs of users
 - Write tests for existing and created code to ensure compatibility and stability
- Neuron Technologies Unibook (Education Management System)
- Reviewing systems
 - Working with business analyst to develop project implementation
 - Testing the product in controlled, real situations before being launched
 - Bug fixing
 - Recommend improvements to existing software programs as necessary
 - On site deployment of the system
- Neuron Technologies Caremed (Healthcare Information Management System)
- Designing and developing software database
 - Developing and programming back-end aspects of the software program
 - Test and maintain software products to ensure strong functionality and optimization
 - On site deployment of the system



Curriculum vitae

PERSONAL INFORMATION

Haydar Ali Ismail



Carrer del Rosselló, 16, 08903 Barcelona (Spain)

(+32) 483 62 26 04

haydar.a.ismail@gmail.com

Google Hangouts haydar.a.ismail | Skype haydar_ai

WORK EXPERIENCE

01/09/2017–15/09/2018

Technical Lead

Cloudsolutely Pte. Ltd, Singapore (Singapore)

- Architecting software solutions based on business requirements
- Ensuring that code is performant, scalable and reusable
- Directing software system design, programming, and documentation
- Providing technical leadership, mentoring and direction to engineers
- Assisting the PM in the creation, enhancement and execution of detailed work plans and schedules for assigned projects

01/05/2015–31/08/2018

Chief Technology Officer of Pasienia

PT. Gama Inovasi Berdikari, Yogyakarta (Indonesia)

- Manage technical team
- Become project manager
- Technical adviser to developers
- Lead Android and web app development

01/04/2017–31/08/2017

Senior Software Engineer

Cloudsolutely Pte. Ltd, Singapore (Singapore)

- Developing high-quality software design and architecture
- Identifying, prioritizing and executing tasks in the software development life cycle
- Reviewing and debugging code
- Performing validation and verification testing
- Writing technical documentation
- Mentoring engineers and developers

EDUCATION AND TRAINING

11/02/2019–Present

Master of Erasmus Mundus in Big Data Management and Analytics

Universitat Politècnica de Catalunya, Barcelona (Spain)

Part of Erasmus Mundus Big Data Management and Analytics program

17/09/2018–25/01/2019

Master of Science in Computer Science and Engineering

Université libre de Bruxelles, Brussels (Belgium)

Part of Erasmus Mundus Big Data Management and Analytics program.
GPA: 15.2/20



Curriculum vitae

Haydar Ali Ismail

01/09/2012-27/07/2016 Sarjana Komputer (S. Kom), equivalent to Bachelor of Computer Science

Universitas Gadjah Mada, Yogyakarta (Indonesia)

Thesis: CPU and Memory Performance Analysis on Dynamic and Dedicated Resource Allocation using XenServer in Data Center Environment

GPA: 3.74/4.00

PERSONAL SKILLS

Mother tongue(s) Indonesian, Javanese

Foreign language(s)

	UNDERSTANDING		SPEAKING		WRITING
	Listening	Reading	Spoken interaction	Spoken production	
English	C1	C1	C1	C1	C1
	IELTS Academic CEFR Level C1 Listening: 7.0, Reading: 7.0, Writing: 6.5, Speaking: 6.5, Overall Band Score: 7.0				
German	A1	A1	A1	A1	A1
French	A1	A1	A1	A1	A1
Spanish	A1	A1	A1	A1	A1
Chinese	A1	A1	A1	A1	A1

Levels: A1 and A2: Basic user - B1 and B2: Independent user - C1 and C2: Proficient user
Common European Framework of Reference for Languages

Communication skills

- Excellent software development tutoring skills gained through my experience as main trainer in several workshops for 2 years straight
- Great presentation skills gained through my experience in pitching products

Organisational / managerial skills

- Leadership (have been responsible for a team of 10 people)
- Excellent team-leading skills gained as Chief Technology Officer and Technical Lead
- Great experience in Team Management (more than 5 teams)
- Great experience in Project Management (more than 5 projects)

Job-related skills

- Excellent at Software Development
- Excellent programming skill in C#, Java, Android, Windows Presentation Foundation, Laravel, PHP, MySQL, Node.js, and MongoDB
- Great understanding of Software Development Life Cycle and Data Mining Processes
- Great programming skill in PostgreSQL, Python, and C++
- Basic programming skill in VueJS and R
- Ability to apply versioning system in Software Development (Git and Mercurial)

Digital skills

SELF-ASSESSMENT				
Information processing	Communication	Content creation	Safety	Problem-solving
Proficient user	Proficient user	Proficient user	Proficient user	Proficient user

Digital skills - Self-assessment grid



Curriculum vitae

Haydar Ali Ismail

- Excellent command of office suite (word processor, spread sheet, presentation software)
- Great command of using LaTeX gained when working on my undergraduate thesis
- Great command of photo editing software gained as a hobbyist photographer

ADDITIONAL INFORMATION

Publications Ismail, H.A. and Riasetiawan, M., 2016, October. CPU and memory performance analysis on dynamic and dedicated resource allocation using XenServer in Data Center environment. In *Science and Technology-Computer (ICST), International Conference on* (pp. 17-22). IEEE.

Conferences Ismail, H.A. and Riasetiawan, M. (2016, October). CPU and Memory Performance Analysis on Dynamic and Dedicated Resource Allocation using XenServer in Data Center Environment. Paper presented at Computer Science Symposia and published in International Conference on Science and Technology (ICST).

Honours and awards

- Winner of Google Business Group Stories Search 2016 (International - Pasienia)
- Winner of mHealth Competition Student Category in FIKI 2015 (National - Pasienia)
- Runner-up of Indonesia Final Microsoft Imagine Cup 2015 Innovation Category (National - Pro Mayor)
- Runner-up of Indonesia Final Microsoft Imagine Cup 2014 Innovation Category (National - Plumber)

Projects

- Spectragama (Sept 2016 - Apr 2017)
 - Collaboration with Geophysics Universitas Gadjah Mada
 - Develop GIS desktop based application using Windows Form
 - Developed software currently used in Pertamina, a leading oil and gas company in Indonesia
- Big Data Administration Training and Certification (Sept 2015 - Jun 2016)
 - Held by Big Data Study Group Universitas Gadjah Mada
 - Collaboration with PT. TÜV Rheinland Indonesia and Solusi 247
 - Training module creator and workshop assistant
- Pro Mayor (Jan 2015 - Mar 2015)
 - Develop app using gamification with pomodoro technique to keep users being productive
 - Featured in National Final of Microsoft Imagine Cup 2015
 - Responsible as Team Manager, Project Manager, and Lead Developer
- Plumber (Jan 2014 - Apr 2014)
 - Develop app that reduces long form content into essential points using Machine Learning on Mobile app
 - Featured in National Final of Microsoft Imagine Cup 2014

Presentations

- Trainer in Intermediate Class at Indonesia Android Kejar Batch 2 (2016)
- Trainer at MSP Sparks - Developing Android Apps on Xamarin (2016)
- Trainer at MSP Sparks - Build Web App using ASP.NET (2015)
- Trainer at Build Awesome Apps on Universal Windows Platform (2015)

Memberships

- Member of Big Data Study Group Universitas Gadjah Mada (2015 - 2016)
- Member of Microsoft Student Partner (2014 - 2016)

E. Directors' shares remuneration and contribution

The Board of directors will have five members. The board of directors is composed by three out of five co-founders, the investor and an external experienced director.

We are considering a certain budget for directors' fees that includes:

- Travelling costs: (once a year) Travel of three directors to Latin America for two days. These three directors will be selected in a directors committee.
- Directors Fee: Monthly payment of costs associated with attending meetings: once per month and internal travels. This budget is about EUR 300 per month.

The external members of the Board of Directors will receive a payment through dividends as follows:

Position	% Shares	Number of Stocks per each one
External Director	3	30 000

F. Professional support services to contract

- **Accounting services:** This provider will provide us with the following services:
 - Trial Balance – Monthly
 - Preparing and Computing VAT – Monthly
 - Banks reconciliations up to 2 bank accounts – Monthly
 - Financial statements – Balance sheet + Profit & Loss + Cash flow statement - Yearly
 - Payroll - calculation of social security and salaries up to 1 employee – Monthly
 - Representation National Revenue Agency, National Social Security Institute, Banks
 - Annual accounting closing, preparation of annual financial statements and tax return

Companies like Global Accounting Services Ltd offers this package with a yearly price of 980 Eur. In our budget, we are considering 100 EUR Monthly.

Beginning from the second year, we double the budget because we will need to hire extra services for dealing with customers from other countries in Latin America in addition to Mexico.

- **Virtual Office services:** This provider will provide us with the following services:
 - Office Secretary to attend and forward us the calls.
 - Meeting rooms
 - Physical office number

The average monthly price for virtual offices services is about 70 Eur. We are considering 200 Eur monthly to have the availability in Spain, Mexico and Netherlands (Country where the company will be registered).

Since the mid of the second year we are considering a budget of 450 Eur to get this service for the rest of our Latin America clients: Colombia, Chile, Peru and Argentina.

VI. Business project beginning calendar.

Month 0:

- To hire professional services to help us to register the company in the Netherlands.
- To hire the services of the virtual office.
- To register of the company in the Netherlands.
- To open a company bank account.
- To hire salesperson for Spain and Mexico.
- To hire marketing manager in Mexico.
- To hire accountancy services.
- To hire promotion services.
- To publish the mobile application and launch web page.
- To run marketing and sales campaigns.
- To settle the agreement with one Spain merchant client and one Mexico merchant client.

Month 1:

- To hire required personal according the HR plan: General Manager (at 40% of the time, merchant manager at 40% of the time and operation

manager 20 % of the time), developers, IT administrator, customer service (half time).

- To hire IT infrastructure services.
- To look for business angels and present the proposal.
- To look for external director
- To hire insurance service.

First semester:

- To settle agreement with at least four new merchants (Spain and Mexico).
- To prepare the infrastructure to support the estimated number of users.

Second Semester

- To increase the number of merchant partners to 12.
- To settle more agreements with more countries in Latin America.
- To hire 2 more sales persons for Latin America

VII. Risks Analysis.

Risk Category	Business Risk	Probability (P)	Impact Rating (I)	P x I	Mitigating Factors
Human Resources	To Salesperson with the adequate experience to settle at least two contracts in the first three months of the year 0.	0,8	9	7,2	- To follow the merchants intentions since the first month to adequate the product to specific needs of the specific merchants.
	External directors not found.	0,7	5	3,5	- Listen ideas from different directors and sponsors and redesign the marketing campaign or products and services if required.
	Hired people does not have the expected performance.	0,4	6	2,4	- The team selection process should emphasize in proactivity, ability to solve problems, ability to learn fast and analytics capacity mainly. - Evaluate and control each external personal to coach them and help them to develop in a short term.
Promotion	Promotion strategies are not reaching the estimated number of users.	0,5	8	4	- Monitor frequently the real numbers of users vs the estimation and analyze the marketing strategy and change it if required. Increase the marketing budget is possible.
	Promotion strategies are not being effective in captivating new users by friends referrals.	0,4	6	2,4	- Analyze the marketing strategy and change it if is required. Increase the marketing budget is possible.

	The estimation of the number of users is lower than the actual trends.	0,4	4	1,6	- Analyze the marketing strategy and change it if is required. Increase the marketing budget is possible.
Products and services	Product is not being used as expected	0,4	7	2,8	- Redesign of the product and services. Increase the product development marketing is possible.
	Analytics are not adequate for merchants	0,4	4	1,6	- Redesign of the product and services. Increase the product development marketing is possible.
Source Founding	No Business angel is interested in participating with the company	0,5	9	4,5	- The capital of the shareholders supports two full months of operations, if there is no business angel interested in invest in our project at the end of the first month, one member of the team can take a bank loan.
Cost control	Cost estimation were lower than the actual trend.	0,6	5	3	<ul style="list-style-type: none"> - Using an OpenERP to control all the expenses and budgets, and to control the cash flow. - Postponing or translating the travel of the directors from Mexico to Spain in the first year can allow us to distribute this money to others expenses like marketing or product development.

VIII. Financial Plan

A. Income Statement Prediction

For the income prediction, we are considering the following information from the marketing research:

- Market size according to our target customers: 18.000.000,00
- Initial users: 0.001% of the market size, then a growth according to the Growth column.
- Percentage of users that remains as active users is 15% (An active user is considered a user that uses the mobile application about once per day)
- Percentage of the active users that buy pro version: 10%
- Price of the pro version: 1.99
- Number of impressions per user per month: 30
- Number of merchants for the first semester: 2 (1 Mexico, 1 Spain)
- Percentage of users being targeted for the merchants campaigns: 7.5%
- Cost Per Mille (CPM) of users being targeted by merchants campaigns: 5 Eur.
- Percentage of users that are eligible for promotion: 60%.

Using this variables we get the following 3 years income statement prediction.

Month	End User	Growth	Active Users	Percentage of Eligible Target Customer for	Estimated Number of Merchant	Pro Users	Estimated Pro Users Sales	Total Sales (using CPM)
1	180	0	27	60,00%	2	3	0 €	2,43 €
2	540	200%	81	60,00%	2	8	0 €	7,29 €
3	1.620	200%	243	60,00%	2	24	0 €	21,87 €
4	4.860	200%	729	60,00%	2	73	0 €	65,61 €
5	12.150	150%	1.823	60,00%	2	182	2 €	165,64 €
6	30.375	150%	4.556	60,00%	2	456	5 €	414,90 €
7	60.750	100%	9.113	60,00%	6	911	15 €	834,63 €
8	121.500	100%	18.225	60,00%	6	1.823	36 €	1.676,52 €
9	224.775	85%	33.716	60,00%	6	3.372	91 €	3.125,13 €
10	415.834	85%	62.375	60,00%	6	6.238	181 €	5.795,09 €
11	769.292	85%	115.394	60,00%	6	11.539	363 €	10.748,13 €
12	1.153.939	50%	173.091	60,00%	6	17.309	671 €	16.249,13 €
13	1.500.120	30%	225.018	60,00%	12	22.502	1.241 €	21.492,89 €
14	1.950.156	30%	292.523	60,00%	12	29.252	2.296 €	28.623,45 €
15	2.535.203	30%	380.280	60,00%	12	38.028	3.445 €	37.669,75 €

Month	End User	Growth	Active Users	Percentage of Eligible Target Customer for	Estimated Number of Merchant	Pro Users	Estimated Pro Users Sales	Total Sales (using CPM)
16	3.042.244	20%	456.337	60,00%	12	45.634	4.478 €	45.548,15 €
17	3.650.693	20%	547.604	60,00%	12	54.760	5.821 €	55.105,57 €
18	4.015.762	10%	602.364	60,00%	12	60.236	7.568 €	61.780,37 €
19	4.417.338	10%	662.601	60,00%	12	66.260	9.081 €	68.715,16 €
20	4.859.072	10%	728.861	60,00%	12	72.886	10.897 €	76.494,79 €
21	5.102.026	5%	765.304	60,00%	12	76.530	11.987 €	80.864,39 €
22	5.153.046	1%	772.957	60,00%	12	77.296	13.186 €	82.751,87 €
23	5.204.576	1%	780.686	60,00%	12	78.069	14.504 €	84.766,11 €
24	5.256.622	1%	788.493	60,00%	12	78.849	15.230 €	86.193,94 €
25	5.309.188	1%	796.378	60,00%	12	79.638	15.382 €	87.055,88 €
26	5.362.280	1%	804.342	60,00%	12	80.434	15.536 €	87.926,44 €
27	5.415.903	1%	812.385	60,00%	12	81.239	15.691 €	88.805,71 €
28	5.470.062	1%	820.509	60,00%	12	82.051	15.848 €	89.693,76 €
29	5.524.763	1%	828.714	60,00%	12	82.871	16.006 €	90.590,70 €
30	5.580.010	1%	837.002	60,00%	12	83.700	16.166 €	91.496,61 €
31	5.635.810	1%	845.372	60,00%	12	84.537	16.328 €	92.411,57 €
32	5.692.168	1%	853.825	60,00%	12	85.383	16.491 €	93.335,69 €
33	5.749.090	1%	862.364	60,00%	12	86.236	16.656 €	94.269,05 €
34	5.806.581	1%	870.987	60,00%	12	87.099	16.823 €	95.211,74 €
35	5.864.647	1%	879.697	60,00%	12	87.970	16.991 €	96.163,85 €
36	5.923.293	1%	888.494	60,00%	12	88.849	17.161 €	97.125,49 €

B. Balance Sheet and P&L Prediction

- Profit and Loss Statement Forecast (P&L)

For the P&L Statement we are considering the following expenses:

- Payroll
- Directors' fees (Including a travel to visit prospects or clients to Latin America).
- Accounting services
- Payment an Insurance in case of compainments.
- Marketing and advertising expenses
- Sales expenses
- IT infrastructure payments
- Amortizations

The following table shows the summary of the P&L for the first three years. The following three tables shows in detail year by year.

P & L THREE YEAR SUMMARY						
	Percent	Year 1	Percent	Year 2	Percent	Year 3
Sales	100%	39.106,36 €	100%	730.006,44 €	100%	1.104.086,49
Cost of Goods Sold	0%	0,00 €	0%	0,00 €	0%	0,00 €
Gross Margin	100%	39.106,36 €	100%	730.006,44 €	100%	1.104.086,49
Payroll	145%	56.736 €	15%	106.848 €	8%	91.440 €
Directors' fees	35%	13.600 €	2%	13.600 €	1%	13.600 €
Rent and Office expenses	6%	2.400 €	1%	4.200 €	1%	6.000 €
Accounting services	3%	1.200 €	0%	2.400 €	0%	2.400 €
Insurance	13%	5.000 €	1%	5.000 €	0%	5.000 €
Marketing and Advertising	7%	2.700 €	1%	10.800 €	2%	21.600 €
Sales expenses	15%	6.000 €	1%	6.000 €	1%	6.000 €
IT Infraestructure	23%	9.000 €	3%	21.000 €	4%	48.000 €
Annual Tax Payment	0%	0 €	0%	0 €	13%	139.078 €
Amortizations	10%	3.846,67 €	1%	3.846,67 €	0%	3.846,67 €
Total Operative Expenses	257%	100.483 €	24%	173694,6667	31%	336.965 €
Operational Margin	-157%	-61.376,30 €	76%	556.311,77 €	69%	767.121,88 €
Financial Expenses	0%	0,00 €	0%	0,00 €	0%	0,00 €
Profit Before Tax	-157%	-61.376,30 €	76%	556.311,77 €	69%	767.121,88 €
Tax	0%	0,00 €	19%	139.077,94 €	17%	191.780,47 €
Net Profit	-157%	-61.376,30 €	57%	417.233,83 €	52%	575.341,41 €

P&L year 1													
	Jan	Feb	Mar	Apr	May	Jun	Jul	Ago	Sep	Oct	Nov	Dec	Total
Sales	2,43 €	7,29 €	21,87 €	65,61 €	165,64 €	414,90 €	834,63 €	1.676,52 €	3.125,13 €	5.795,09 €	10.748,13 €	16.249,13 €	39.106,36 €
Cost of Goods Sold	0,00 €	0,00 €	0,00 €	0,00 €	0,00 €	0,00 €	0,00 €	0,00 €	0,00 €	0,00 €	0,00 €	0,00 €	0,00 €
Gross Margin	2,43 €	7,29 €	21,87 €	65,61 €	165,64 €	414,90 €	834,63 €	1.676,52 €	3.125,13 €	5.795,09 €	10.748,13 €	16.249,13 €	39.106,36 €
Payroll	4.728 €	4.728 €	4.728 €	4.728 €	4.728 €	4.728 €	4.728 €	4.728 €	4.728 €	4.728 €	4.728 €	4.728 €	56.736 €
Directors' fees	300 €	300 €	300 €	10.300 €	300 €	300 €	300 €	300 €	300 €	300 €	300 €	300 €	13.600 €
Rent and Office expenses	200 €	200 €	200 €	200 €	200 €	200 €	200 €	200 €	200 €	200 €	200 €	200 €	2.400 €
Accounting services	100 €	100 €	100 €	100 €	100 €	100 €	100 €	100 €	100 €	100 €	100 €	100 €	1.200 €
Insurance	417 €	417 €	417 €	417 €	417 €	417 €	417 €	417 €	417 €	417 €	417 €	417 €	5.000 €
Marketing and Advertising	150 €	150 €	150 €	150 €	150 €	150 €	150 €	150 €	150 €	150 €	150 €	150 €	2.700 €
Sales expenses	500 €	500 €	500 €	500 €	500 €	500 €	500 €	500 €	500 €	500 €	500 €	500 €	6.000 €
IT Infrastructure	500 €	500 €	500 €	500 €	500 €	500 €	500 €	1.000 €	1.000 €	1.000 €	1.000 €	1.000 €	9.000 €
Annual Tax Payment	0 €	0 €	0 €	0 €	0 €	0 €	0 €	0 €	0 €	0 €	0 €	0 €	0 €
Amortizations	320,56 €	320,56 €	320,56 €	320,56 €	320,56 €	320,56 €	320,56 €	320,56 €	320,56 €	320,56 €	320,56 €	320,56 €	3.848,67 €
Total Operative Expenses	7.215 €	7.215 €	7.215 €	17.215 €	7.215 €	7.215 €	7.865 €	100.483 €					
Operational Margin	-7.212,79 €	-7.207,93 €	-7.193,35 €	-17.149,61 €	-7.049,59 €	-6.800,32 €	-7.030,59 €	-6.188,70 €	-4.740,09 €	-2.070,13 €	2.882,90 €	8.383,90 €	-61.376,30 €
Financial Expenses	0,00 €	0,00 €	0,00 €	0,00 €	0,00 €	0,00 €	0,00 €	0,00 €	0,00 €	0,00 €	0,00 €	0,00 €	0,00 €
Profit Before Tax	-7.212,79 €	-7.207,93 €	-7.193,35 €	-17.149,61 €	-7.049,59 €	-6.800,32 €	-7.030,59 €	-6.188,70 €	-4.740,09 €	-2.070,13 €	2.882,90 €	8.383,90 €	-61.376,30 €
Tax	-	-	-	-	-	-	-	-	-	-	-	-	0,00 €
Net Profit	-	-	-	-	-	-	-	-	-	-	-	-	-61.376,30 €

P&L year 2													
	Jan	Feb	Mar	Apr	May	Jun	Jul	Ago	Sep	Oct	Nov	Dec	Total
Sales	21.492,89 €	28.623,45 €	37.669,75 €	45.548,15 €	55.105,57 €	61.780,37 €	68.715,16 €	76.494,79 €	80.864,39 €	82.751,87 €	84.766,11 €	86.193,94 €	730.006,44 €
Cost of Goods Sold	0,00 €	0,00 €	0,00 €	0,00 €	0,00 €	0,00 €	0,00 €	0,00 €	0,00 €	0,00 €	0,00 €	0,00 €	0,00 €
Gross Margin	21.492,89 €	28.623,45 €	37.669,75 €	45.548,15 €	55.105,57 €	61.780,37 €	68.715,16 €	76.494,79 €	80.864,39 €	82.751,87 €	84.766,11 €	86.193,94 €	730.006,44 €
Payroll	7.608 €	7.608 €	7.608 €	7.608 €	7.608 €	8.688 €	10.020 €	10.020 €	10.020 €	10.020 €	10.020 €	10.020 €	106.848 €
Directors' fees	300 €	300 €	300 €	10.300 €	300 €	300 €	300 €	300 €	300 €	300 €	300 €	300 €	13.600 €
Rent and Office expenses	200 €	200 €	200 €	200 €	200 €	200 €	500 €	500 €	500 €	500 €	500 €	500 €	4.200 €
Accounting services	200 €	200 €	200 €	200 €	200 €	200 €	200 €	200 €	200 €	200 €	200 €	200 €	2.400 €
Insurance	417 €	417 €	417 €	417 €	417 €	417 €	417 €	417 €	417 €	417 €	417 €	417 €	5.000 €
Marketing and Advertising	600 €	600 €	600 €	600 €	600 €	600 €	1.200 €	1.200 €	1.200 €	1.200 €	1.200 €	1.200 €	10.800 €
Sales expenses	500 €	500 €	500 €	500 €	500 €	500 €	500 €	500 €	500 €	500 €	500 €	500 €	6.000 €
IT Infrastructure	1.500 €	1.500 €	1.500 €	1.500 €	1.500 €	1.500 €	2.000 €	2.000 €	2.000 €	2.000 €	2.000 €	2.000 €	21.000 €
Annual Tax Payment	0 €	0 €	0 €	0 €	0 €	0 €	0 €	0 €	0 €	0 €	0 €	0 €	0 €
Amortizations	320,56 €	320,56 €	320,56 €	320,56 €	320,56 €	320,56 €	320,56 €	320,56 €	320,56 €	320,56 €	320,56 €	320,56 €	3.846,67 €
Total Operative Expenses	11.645 €	11.645 €	11.645 €	21.645 €	11.645 €	12.725 €	15.457 €	173.694,6667					
Operational Margin	9.847,66 €	16.978,23 €	26.024,53 €	23.902,93 €	43.460,35 €	49.055,15 €	53.257,94 €	61.037,57 €	65.407,17 €	67.294,65 €	69.308,89 €	70.736,72 €	556.311,77 €
Financial Expenses	0,00 €	0,00 €	0,00 €	0,00 €	0,00 €	0,00 €	0,00 €	0,00 €	0,00 €	0,00 €	0,00 €	0,00 €	0,00 €
Profit Before Tax	9.847,66 €	16.978,23 €	26.024,53 €	23.902,93 €	43.460,35 €	49.055,15 €	53.257,94 €	61.037,57 €	65.407,17 €	67.294,65 €	69.308,89 €	70.736,72 €	556.311,77 €
Tax	-	-	-	-	-	-	-	-	-	-	-	-	139.077,94 €
Net Profit	-	- 417.233,83 €											

P&L years													
	Jan	Feb	Mar	Apr	May	Jun	Jul	Ago	Sep	Oct	Nov	Dec	Total
Sales	87.055,88 €	87.926,44 €	88.805,71 €	89.693,76 €	90.590,70 €	91.496,61 €	92.411,57 €	93.335,69 €	94.269,05 €	95.211,74 €	96.163,85 €	97.125,49 €	1.104.086,49 €
Cost of Goods Sold	0,00 €	0,00 €	0,00 €	0,00 €	0,00 €	0,00 €	0,00 €	0,00 €	0,00 €	0,00 €	0,00 €	0,00 €	0,00 €
Gross Margin	87.055,88 €	87.926,44 €	88.805,71 €	89.693,76 €	90.590,70 €	91.496,61 €	92.411,57 €	93.335,69 €	94.269,05 €	95.211,74 €	96.163,85 €	97.125,49 €	1.104.086,49 €
Payroll	7.620 €	7.620 €	7.620 €	7.620 €	7.620 €	7.620 €	7.620 €	7.620 €	7.620 €	7.620 €	7.620 €	7.620 €	91.440 €
Directors' fees	300 €	300 €	300 €	10.300 €	300 €	300 €	300 €	300 €	300 €	300 €	300 €	300 €	13.600 €
Rent and Office expenses	500 €	500 €	500 €	500 €	500 €	500 €	500 €	500 €	500 €	500 €	500 €	500 €	6.000 €
Accounting services	200 €	200 €	200 €	200 €	200 €	200 €	200 €	200 €	200 €	200 €	200 €	200 €	2.400 €
Insurance	417 €	417 €	417 €	417 €	417 €	417 €	417 €	417 €	417 €	417 €	417 €	417 €	5.000 €
Marketing and Advertising	1.200 €	1.200 €	1.200 €	1.200 €	1.200 €	1.200 €	1.200 €	1.200 €	1.200 €	1.200 €	1.200 €	1.200 €	21.600 €
Sales expenses	500 €	500 €	500 €	500 €	500 €	500 €	500 €	500 €	500 €	500 €	500 €	500 €	6.000 €
IT Infrastructure	3.000 €	3.000 €	3.000 €	3.000 €	3.000 €	3.000 €	3.000 €	3.000 €	3.000 €	3.000 €	3.000 €	3.000 €	48.000 €
Annual Tax Payment	-	-	-	139.078 €	-	-	-	-	-	-	-	-	139.078 €
Amortizations	320,56 €	320,56 €	320,56 €	320,56 €	320,56 €	320,56 €	320,56 €	320,56 €	320,56 €	320,56 €	320,56 €	320,56 €	3.846,67 €
Total Operative Expenses	14.057 €	14.057 €	14.057 €	163.135 €	14.057 €	14.057 €	17.257 €	336.965 €					
Operational Margin	72.998,66 €	73.869,22 €	74.748,48 €	-73.441,40 €	76.533,48 €	77.439,39 €	75.154,35 €	76.078,47 €	77.011,82 €	77.954,51 €	78.906,63 €	79.868,27 €	767.121,88 €
Financial Expenses	0,00 €	0,00 €	0,00 €	0,00 €	0,00 €	0,00 €	0,00 €	0,00 €	0,00 €	0,00 €	0,00 €	0,00 €	0,00 €
Profit Before Tax	72.998,66 €	73.869,22 €	74.748,48 €	-73.441,40 €	76.533,48 €	77.439,39 €	75.154,35 €	76.078,47 €	77.011,82 €	77.954,51 €	78.906,63 €	79.868,27 €	767.121,88 €
Tax	-	-	-	-	-	-	-	-	-	-	-	-	191.780,47 €
Net Profit	-	-	-	-	-	-	-	-	-	-	-	-	- 575.341,41 €

- Balance Sheet Forecast

In the following images we are showing the Balance sheets from the Year zero to the third year. We are considering that the product developed and that was promoted costs 13 400 Euros and it corresponds to Intangible Assets that will be amortized in 5 years. We are considering 3 500 Euros in IT equipment that will be amortized in 3 years. Also the following cost of creating the company are included as intangible assets:

- Company Registration in Netherlands (Including a specialist in creating companies in Netherlands): 1500 Eur
- Contract a domain for www.reach-it.com: 100 Eur

Finally we are considering that each member of the team (shareholders) will invest 4 000 Euros and the investor is going to invest 55 000 Euros.

Balance Sheet - Year 0

Assets

-Current Assets	
-Cash	55.300,00 €
-Account receivable	0,00 €
-Inventory	0,00 €
Total Current Assets	<u>55.300,00 €</u>
-Fixed Assets	
-Equipment	3.500,00 €
-Depreciation	0,00 €
-Intangible Assets	16.200,00 €
-Depreciation	0,00 €
Total Fixed Assets	<u>19.700,00 €</u>
Total Assets	<u>75.000,00 €</u>

Liabilities and Owner's Equity

-Current Liabilities	0,00 €
Total Liabilities	<u>0,00 €</u>
-Owner's equity	<i>Stocks</i>
--Nazrin Najafzade	4.000,00 € 150.000
--Pinar Turkyilmaz	4.000,00 € 150.000
--Dwi Prasetyo	4.000,00 € 150.000
--Haydar Ali	4.000,00 € 150.000
--Braulio Blanco	4.000,00 € 150.000
--Investor	55.000,00 € 250.000
Total Owners Equity	<u>75.000,00 €</u>
Total liabilities and owners equity	<u>75.000,00 €</u>

Considering the expenses and profits from each year we have the following Balances Sheets for three years. As we can see in the first year we have losses and it is reflected in the retained earnings.

Balance Sheet - Year 1

Assets	
-Current Assets	
--Cash	-2.229,64 €
--Account receivable	0,00 €
Total Current Assets	<u>-2.229,64 €</u>
-Fixed Assets	
--Equipment	3.500,00 €
--Depreciation	1.166,67 €
-Intangible Assets	16.200,00 €
--Depreciation	2.680,00 €
Total Fixed Assets	<u>15.853,33 €</u>
Total Assets	<u>13.623,70 €</u>
 Liabilities and Owner's Equity	
-Current Liabilities	
--Short Term Liabilities	0,00 €
--Long Term Liabilities	0,00 €
Total Liabilities	<u>0,00 €</u>
-Capital and reserves	75.000,00 €
-Owner's stocks distribution	
--Nazrin Najafzade	150.000
--Pinar Turkyilmaz	150.000
--Dwi Prasetyo	150.000
--Haydar Ali	150.000
--Braulio Blanco	150.000
--Investor	250.000
--Retained earnings	-61.376,30 €
Total Owners Equity	<u>13.623,70 €</u>
Total liabilities and owners equity	<u>13.623,70 €</u>

For the second year we can see that there is profit and it is reflected in the Year To Date Profit. And because this profit, we have Short term liabilities corresponding to taxes that should be paid in Year 3. The percentage of taxes in The Netherlands is 25%

Balance Sheet - Year 2

Assets	
-Current Assets	
--Cash	557.928,80 €
--Account receivable	0,00 €
Total Current Assets	<u>557.928,80</u>
-Fixed Assets	
--Equipment	2.333,33 €
--Depreciation	1.166,67 €
--Intangible Assets	13.520,00 €
--Depreciation	2.680,00 €
Total Fixed Assets	<u>12.006,67 €</u>
Total Assets	<u>569.935,47</u>
Liabilities and Owner's Equity	
-Current Liabilities	
--Short Term Liabilities	139.077,94 €
--Long Term Liabilities	0,00 €
Total Liabilities	<u>139.077,94</u>
-Capital and reserves	13.623,70 €
-Stock Distribution	
--Nazrin Najafzade	144.000
--Pinar Turkyilmaz	144.000
--Dwi Prasetyo	144.000
--Haydar Ali	144.000
--Braulio Blanco	144.000
--Investor	250.000
--External Director	30.000
--YTD Profit	417.233,83 €
Total Owners Equity	<u>430.857,53</u>
Total liabilities and owners equity	<u>569.935,47</u>

For the third year we can see that there is profit and the corresponding short term liability (taxes).

Balance Sheet - Year 3

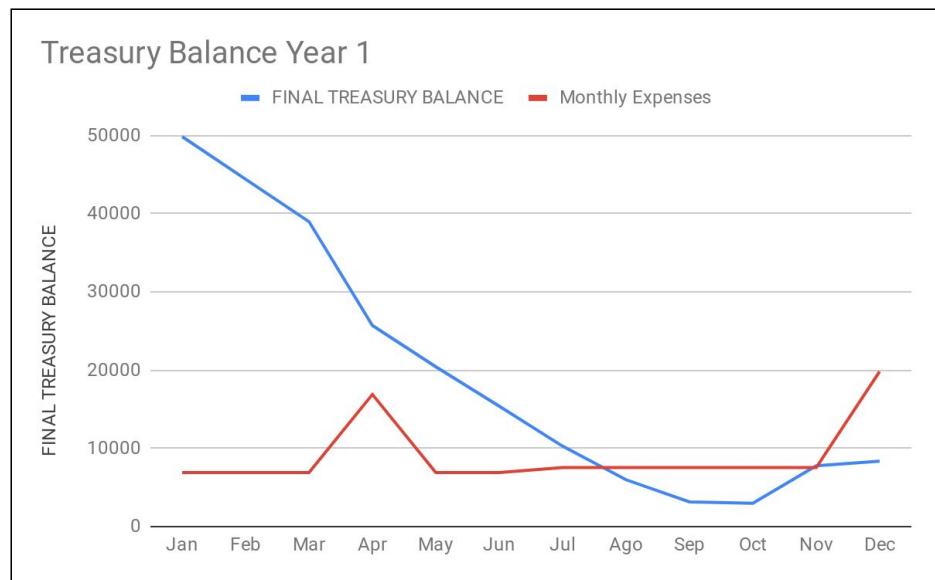
Assets	
-Current Assets	
--Cash	1.189.819,41
--Account receivable	0,00 €
Total Current Assets	<u>1.189.819,4</u>
-Fixed Assets	
--Equipment	2.333,33 €
--Depreciation	1.166,67 €
-Intangible Assets	10.840,00 €
--Depreciation	2.680,00 €
Total Fixed Assets	<u>8.160,00 €</u>
Total Assets	<u>1.197.979,4</u>
Liabilities and Owner's Equity	
-Current Liabilities	
--Short Term Liabilities	191.780,47 €
--Long Term Liabilities	0,00 €
Total Liabilities	<u>191.780,47</u>
-Capital and reserves	430.857,53 €
-Stock Distribution	
--Nazrin Najafzade	144.000
--Pinar Turkyilmaz	144.000
--Dwi Prasetyo	144.000
--Haydar Ali	144.000
--Braulio Blanco	144.000
--Investor	250.000
--External Director	30.000
--YTD Profit	575.341,41 €
Total Owners Equity	<u>1.006.198,5</u>
Total liabilities and owners equity	<u>1.197.979,4</u>

If we analyze the main indicators based on these results we get an Internal Return Rate of 155% a Net Present Value of 587.533,84 € and a Return Over Investment of 667,12%.

As we can see that 155% of IRR is by far greater than a project rentability of 30% and we have a very positive and high NPV.

C. Treasury Prediction

Based on the projected income and expenses, we can see that according to the treasury prediction we will have enough cash to our daily operations with 3000 euros of cash for emergencies. In the 11th month of operations, we start with a consistent growth.



In the following table we can see the treasury prediction in detail.

Treasure Prediction												
MONTHS - YEAR 1	1	2	3	4	5	6	7	8	9	10	11	12
	Jan	Feb	Mar	Apr	May	Jun	Jul	Ago	Sep	Oct	Nov	Dec
Sales collections	2,43 €	7,29 €	21,87 €	65,61 €	165,64 €	414,90 €	834,63 €	1.676,52 €	3.125,13 €	5.795,09 €	10.748,13 €	16.249,13 €
Other collections												
Capital increase	0	0	0	0	0	0	0	0	0	0	0	0
Loans	0	0	0	0	0	0	0	0	0	0	0	0
VAT (COGS)	1.448 €	1.448 €	1.448 €	3.548 €	1.448 €	1.448 €	1.584 €	1.584 €	1.584 €	1.584 €	1.584 €	4.164 €
TOTAL COLLECTIONS	1.450,31 €	1.455,17 €	1.469,75 €	3.613,49 €	1.613,52 €	1.862,78 €	2.419,01 €	3.260,90 €	4.709,51 €	7.379,47 €	12.332,51 €	20.413,01 €
Operating payments												
Payroll	4.728 €	4.728 €	4.728 €	4.728 €	4.728 €	4.728 €	4.728 €	4.728 €	4.728 €	4.728 €	4.728 €	4.728 €
Directors' fees	300 €	300 €	300 €	10.300 €	300 €	300 €	300 €	300 €	300 €	300 €	300 €	300 €
Rent and Office expenses	200 €	200 €	200 €	200 €	200 €	200 €	200 €	200 €	200 €	200 €	200 €	2.400 €
Accounting services	100 €	100 €	100 €	100 €	100 €	100 €	100 €	100 €	100 €	100 €	100 €	100 €
Insurance	417 €	417 €	417 €	417 €	417 €	417 €	417 €	417 €	417 €	417 €	417 €	5.000 €
Marketing and advertising	150 €	150 €	150 €	150 €	150 €	150 €	300 €	300 €	300 €	300 €	300 €	300 €
Sales expenses	500 €	500 €	500 €	500 €	500 €	500 €	500 €	500 €	500 €	500 €	500 €	6.000 €
IT Infrastructure	500 €	500 €	500 €	500 €	500 €	500 €	1.000 €	1.000 €	1.000 €	1.000 €	1.000 €	1.000 €
VAT Payments	0 €	0 €	0 €	0 €	0 €	0 €	0 €	0 €	0 €	0 €	0 €	0 €
TOTAL PAYMENTS	6.895 €	6.895 €	6.895 €	16.895 €	6.895 €	6.895 €	7.545 €	7.545 €	7.545 €	7.545 €	7.545 €	19.828 €
INITIAL TREASURY BALANCE	55.300,00 €	49.855,64 €	44.416,15 €	38.991,23 €	25.710,05 €	20.428,90 €	15.397,02 €	10.271,36 €	5.987,59 €	3.152,44 €	2.987,24 €	7.775,08 €
FINAL TREASURY BALANCE	49.855,64 €	44.416,15 €	38.991,23 €	25.710,05 €	20.428,90 €	15.397,02 €	10.271,36 €	5.987,59 €	3.152,44 €	2.987,24 €	7.775,08 €	8.360,09 €

D. Break-even analysis

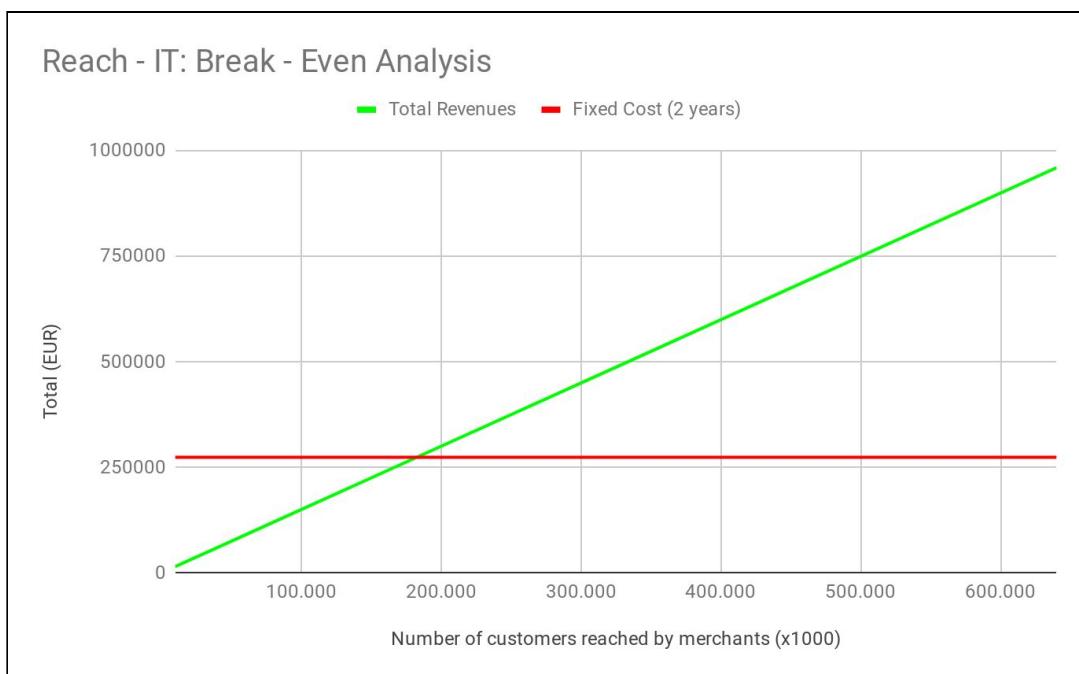
Using the break-even analysis, we are considering only the income from merchant sales, we are not considering income from pro users, because is about 3 % of the total income in the end of the first year and about 13% at the end of the second and third year.

Also for this prediction, we are using the total number of users that we have to reach in promotion campaigns according to our pricing strategy of CPM (Cost Per Mille). The selling price per user is about 0.05 Eur, therefore we can establish the selling price in 0,00005 Eur per impression per user.

For 24 months we have a total cost of: 274.177,33 Eur.

$$\text{Break - Even point} = \frac{274.177,33}{0,00} = 5.483.546,667$$

We can see this number corresponds to a number of impressions, but if we want to see the number of required users, we have to apply that a user will receive 30 impressions per month (Because is active user) and we will get as the break - even point: 182.784.889. This number represents the number of users that we have to reach in order that our income because merchant campaigns will cover our two year costs, as we can see in the following chart.



E. Cost Control Management

The support system used for this project will be OpenBravo an Open Source ERP that will allow us to manage the main departments of the company in an integrated way. This application will be implemented in our IT Infrastructure.



OpenBravo has the following features that we will use:

- Customer Relationship Management (CRM) : We will use for manage the merchants since the pre sales, contract and post-sales. This module will be used by the general manager, sales manager and sales executives.
- Inventory Management: This module will help us to control the office inventory and its costs. This module will be used by the operations manager and the sales manager.
- Payables and Receivables Management: This module will help us to register the invoices from customers and providers in order to have it integrated in the accounting module. This module will be used by the accountancy service.
- Accounting: This central module will help us to control all the accountability and this will be used by the general manager and the accountancy service.
- Analytics: This module will allow us to see the reports about the expenses, budgets, and all the analytics about the business operation and how it can affect the business strategy. This module will be used by the Board of Directors, General Manager, Sales Manager and Operations Manager.

Moreover we will use Amazon Web Services Administration Console for our IT infrastructure. This platform will be managed for the IT administrator and the general manager. The general manager will take care of the cost and the effective use of the infrastructure.

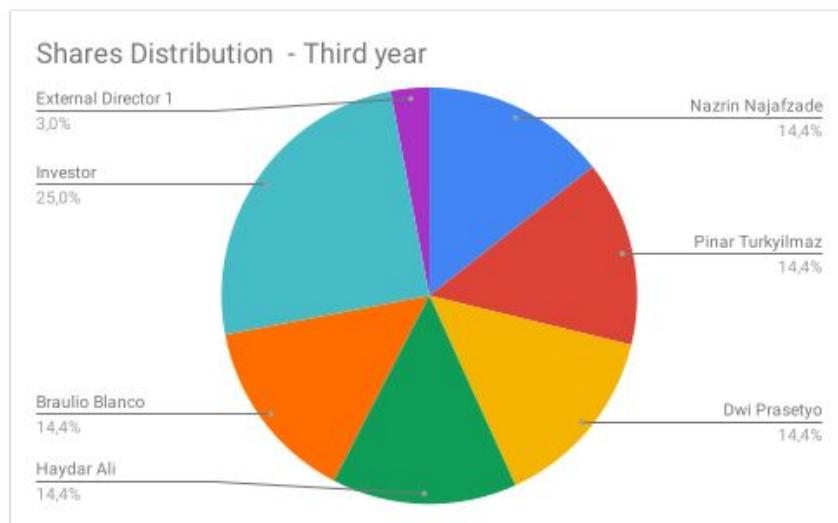
For the final user recommendations and reported bugs tracking, we are going to use the free version of Fresh desk integrated with our IT infrastructure.

IX. Proposal for the investors

According to our treasury plan, in order to do not fall out of cash we need 55000 Euros. With this investment the minimum cash will be reached in August of the first year. (See *VIII. c. Treasury prediction*)

A. Final composition of shareholders

The total number of shares of stock of the company will be 1 000 000. The stocks are distributed as follows: the investor has 25% of the stocks and each current team member has 14.4%. The external director will receive 3%.



At the end of the third year we get the following share distribution and the projected profit.

Shareholder	Year 3	Shares	Total Stocks	Profit
---Nazrin Najafzade		14,40%	144.000	144.892,65
---Pinar Turkyilmaz		14,40%	144.000	144.892,65
---Dwi Prasetyo		14,40%	144.000	144.892,65
---Haydar Ali Ismail		14,40%	144.000	144.892,65
---Braulio Blanco		14,40%	144.000	144.892,65
---Investor	1.006.198,94 €	25,00%	250.000	251.549,73
-- External Director		3,00%	30.000	30.185,97

According to the previous table, we can see that the Return on Equity is 457.36% for the investor.

$$\text{Return on Equity (ROE)} = \frac{251.549,73}{55.000,00} = 457,36\%$$

B. Use of funds

According to our estimations our capital without considering the money from the investor will give us a cash for 2 months of operation. Then we need the money from the Business Angel.

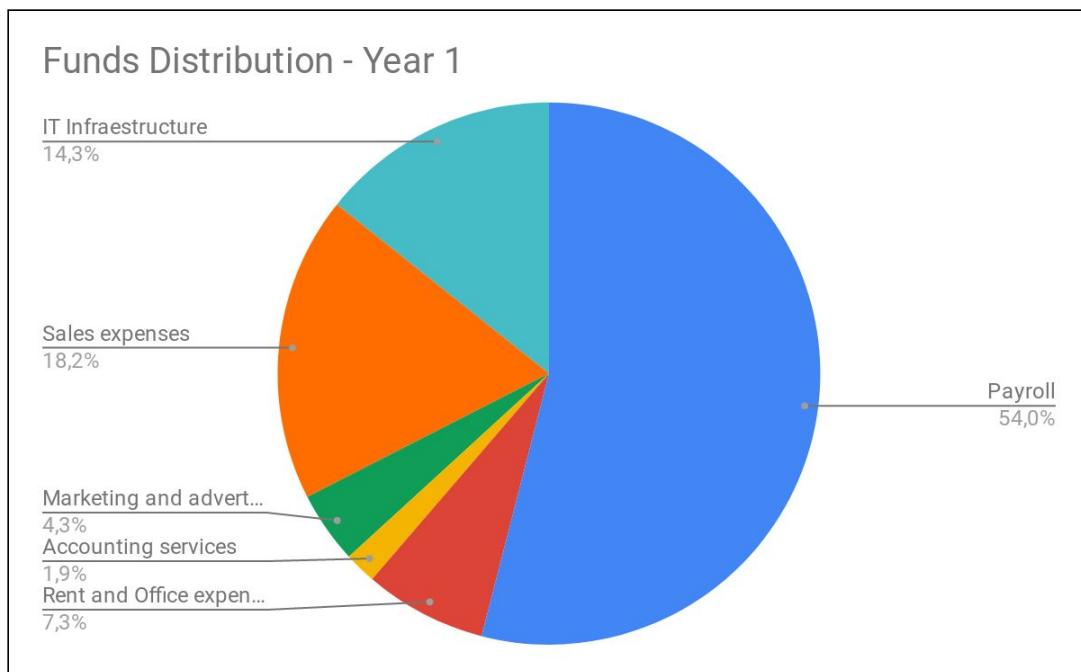
Mainly the funds will be used in the following categories:

- 60% of the Payroll.
- Marketing and advertising expenses.
- IT infrastructure.
- Rent and office expenses
- Accounting services

We can see the detailed expenses for the first year in the following table.

MONTHS - YEAR 1	USE OF FUNDS - FIRST YEAR											
	1	2	3	4	5	6	7	8	9	10	11	12
	Jan	Feb	Mar	Apr	May	Jun	Jul	Ago	Sep	Oct	Nov	Dec
Payroll	2.837 €	2.837 €	2.837 €	2.837 €	2.837 €	2.837 €	2.837 €	2.837 €	2.837 €	2.837 €	2.837 €	2.837 €
Rent and Office expenses	200 €	200 €	200 €	200 €	200 €	200 €	200 €	200 €	200 €	200 €	200 €	2.400 €
Accounting services	100 €	100 €	100 €	100 €	100 €	100 €	100 €	100 €	100 €	100 €	100 €	100 €
Marketing and advertising	150 €	150 €	150 €	150 €	150 €	150 €	300 €	300 €	300 €	300 €	300 €	300 €
Sales expenses	500 €	500 €	500 €	500 €	500 €	500 €	500 €	500 €	500 €	500 €	500 €	6.000 €
IT Infrastructure	500 €	500 €	500 €	500 €	500 €	500 €	1.000 €	1.000 €	1.000 €	1.000 €	1.000 €	1.000 €
TOTAL PAYMENTS	4.287 €	4.287 €	4.287 €	4.287 €	4.287 €	4.287 €	4.937 €	12.637 €				
FUNDS AVAILABLE	61.713,20 €	57.426,40 €	53.139,60 €	48.852,80 €	44.566,00 €	40.279,20 €	35.342,40 €	30.405,60 €	25.468,80 €	20.532,00 €	15.595,20 €	2.958,40 €

According to the previous table we can see the percentage distribution as follows:



Below we are including the Proposal to Investors:



Reach-IT B.V.
Rotterdam, Netherlands
Phone: (+31) 20 485 1881 | e-mail: haydar.ali@reach-it.com

January 1st, 2020

Dear Investor,

Over the last ten months, a group of engineers and I have worked to develop Reach-IT. A mobile and web application to provide users a tool to spend their money in a smarter way, where they can manage easily their expenses and where the users will receive the best promotions at the right time. This will allow us to negotiate with merchants to sell them campaigns that address their products and services to the right user at the right time.

At this time, we already have two merchants clients and we are starting the operations this month. We are confident that our products and services will be easily spread and used around Latin America and Spain.

I am writing to you to make you a proposal regarding the future of our company, I am proposing to you to make an investment of 55 000 Euros in our company.

This money will be used to support the operativity of the first months of the company specially in marketing, sales and payroll. As an investor you will receive 25% of the company shares that at the end of the third year will represent you a ROE of 457,36%

I hope that this letter finds you well. My partners and I gratefully appreciate your time. If you require more information, please feel free to contact me.

Sincerely,

Haydar Ali Ismail & Reach IT Team

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