

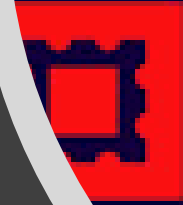
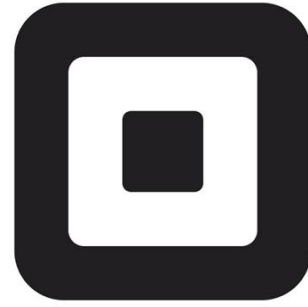
4M Management Solutions

For Management !





COSTCO
WHOLESALE



Stampy

The Shein logo, featuring a large white letter 'S' on a green background, is centered within a white circle with a gray border.

Story Time



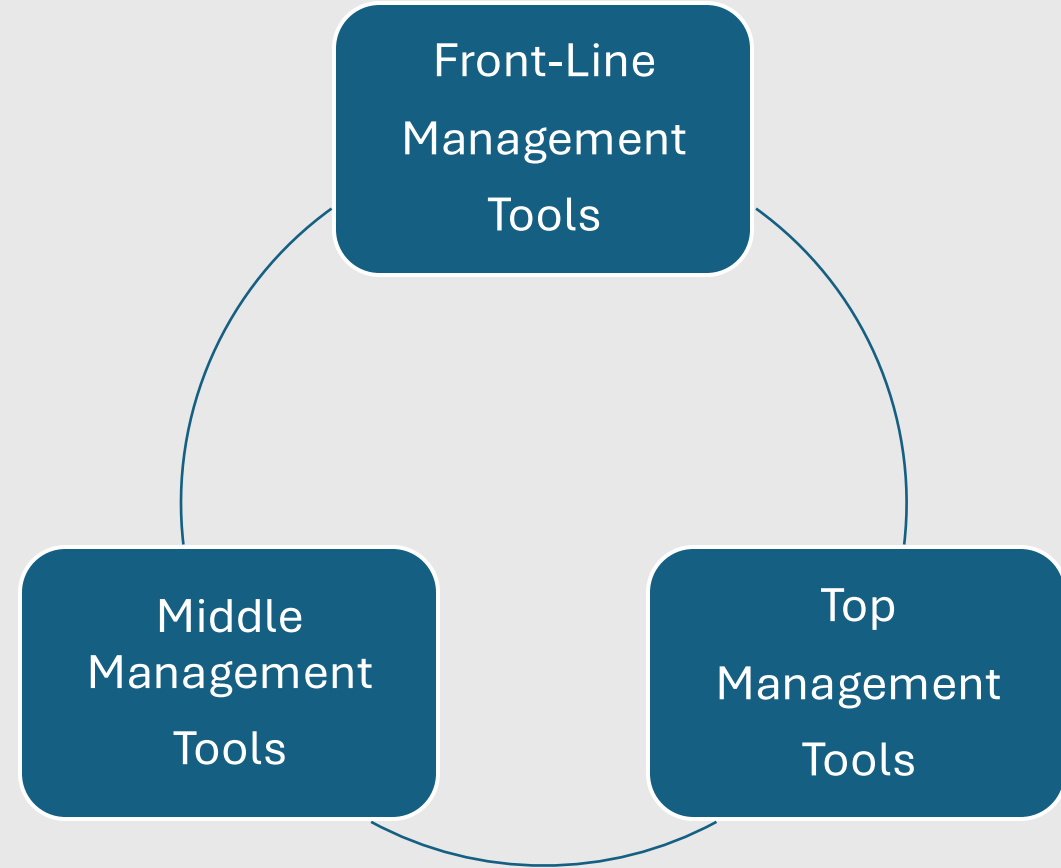
Problem



Using multiple business platforms leads to:

- **Inefficiencies**
- **Increased Costs**
- **Security Risk Exposure**
- **Disorganization**

Yet these tools are needed to increase productivity and maintain competitive advantages.



Solution ?

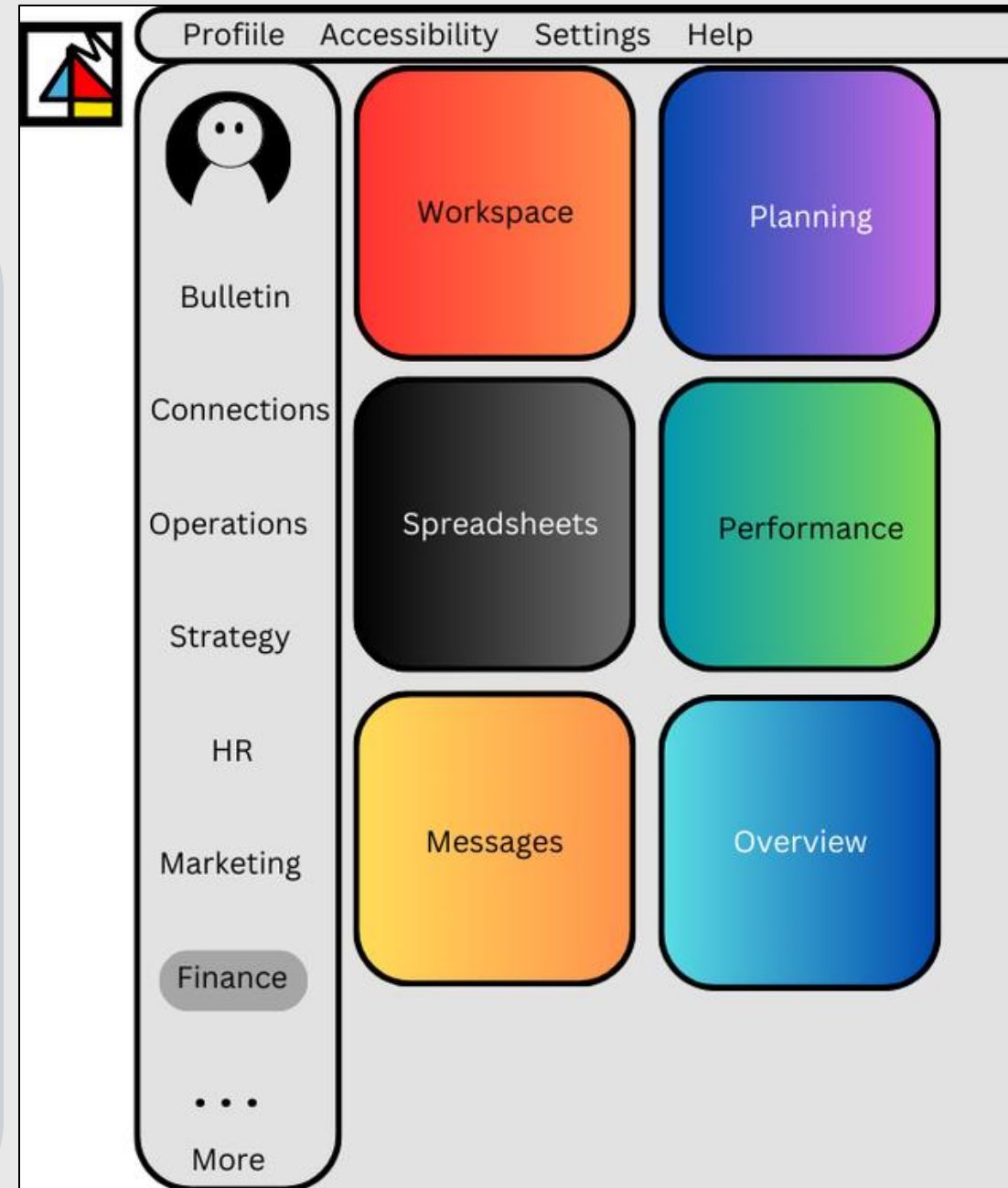


An All-In-One software centralizing business activities.

4M management solutions hosts the best tools in one place driving business excellence.

This seamless organizational experience assists managers in:

- **Increasing Productivity**
- **Minimizing Costs**
- **Reducing Inefficiencies & Security Risks**
- **Organizing Information in Central Location**



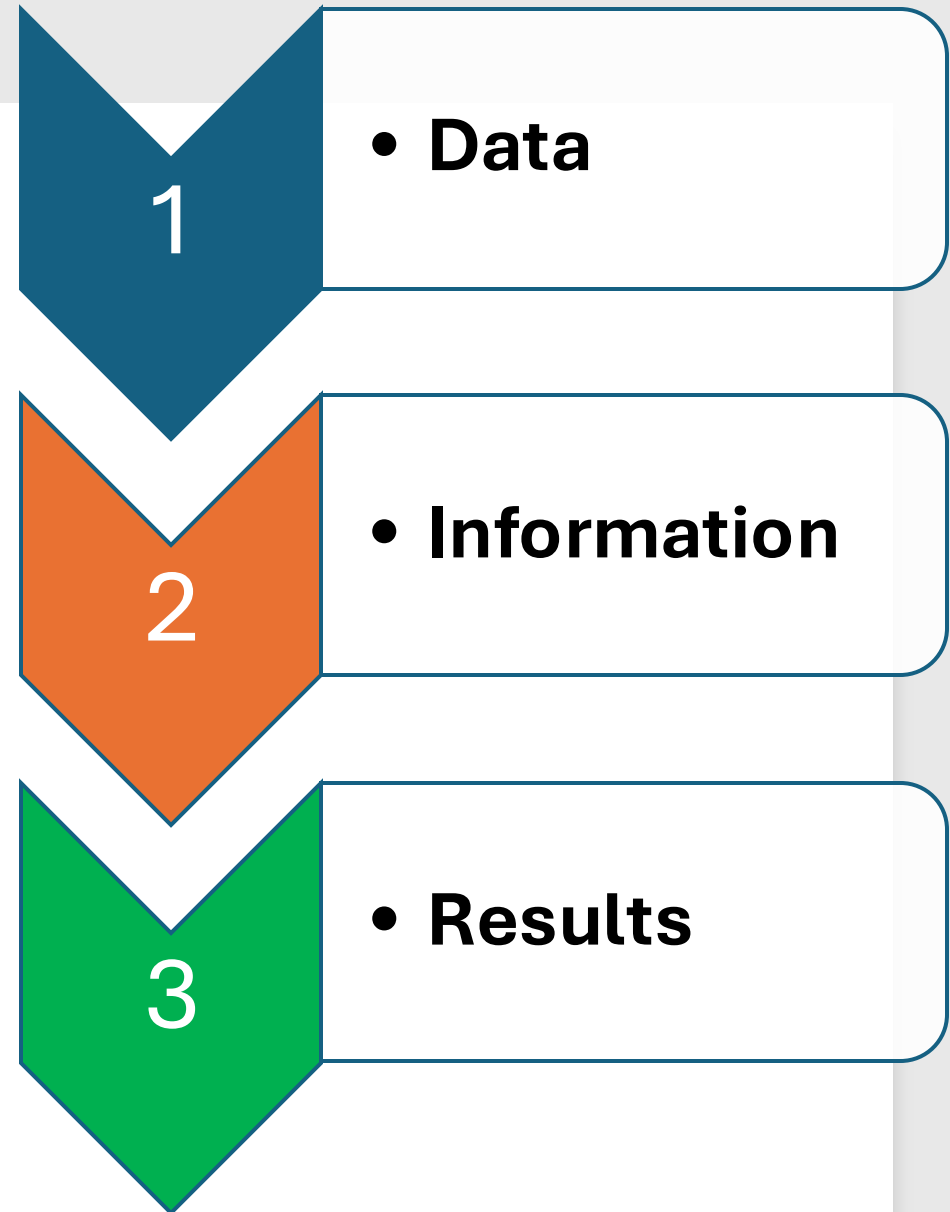
So, what is 4M ?

4M is an enterprise Software-as-a-Service (SaaS) that uses cloud technology and advanced data accessibility to streamline business performance.

This enhances:

- **Organizational Capabilities**
- **Improves Awareness**
- **Fosters a Results-Driven culture**

Improving the way data is used means less juggling and more doing.

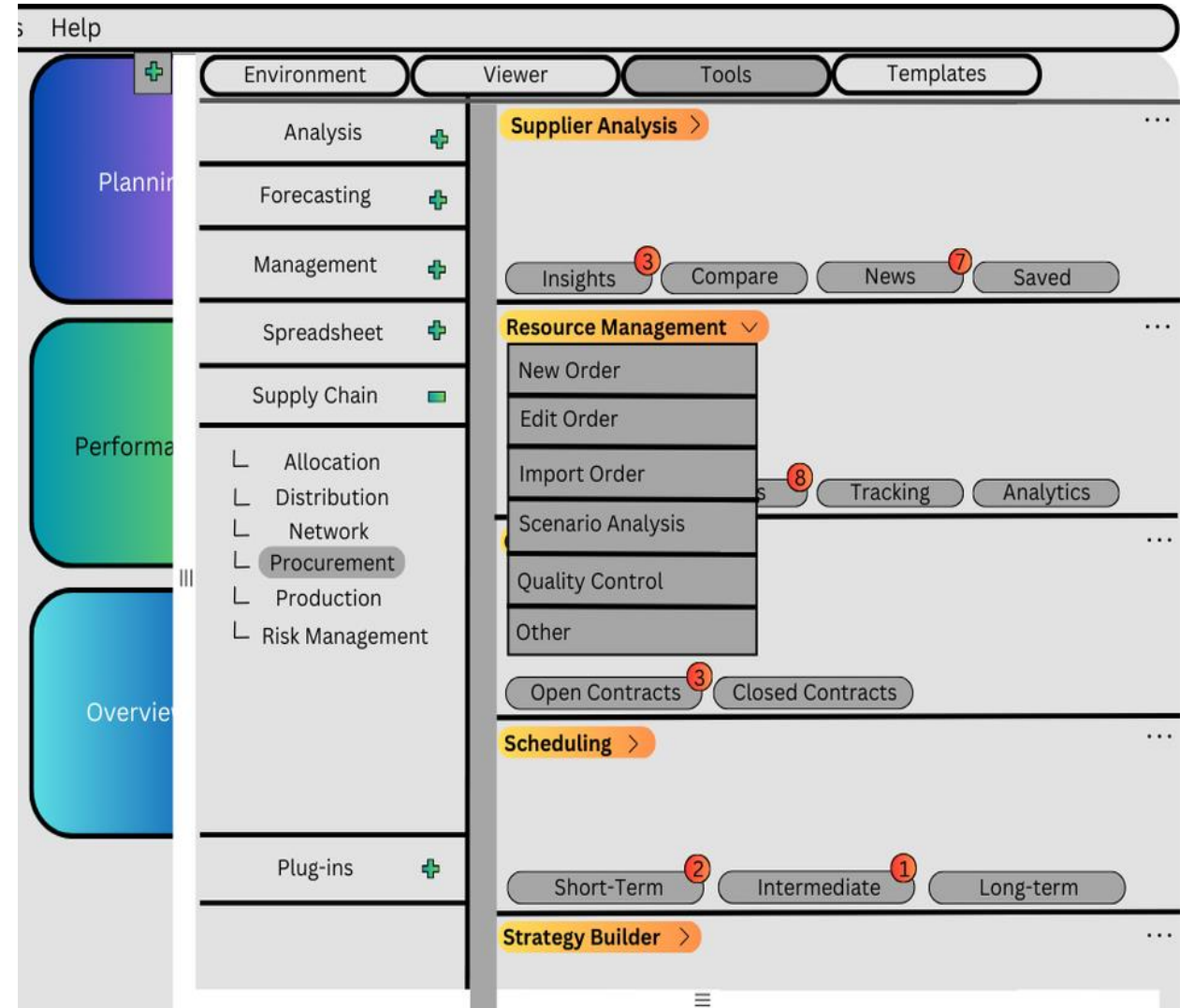


What does an Enterprise Software accomplish?

Enterprise Software helps businesses **manage everyday needs** across the organization

This is accomplished by combining business functions, activities, and other support systems into a dynamic software package.

Using a singular platform to deploy quick solutions **saves time and energy**



Purpose

Who does
this help ?

It helps **every level of the organization** by using specialized tools tailored for organizational roles.

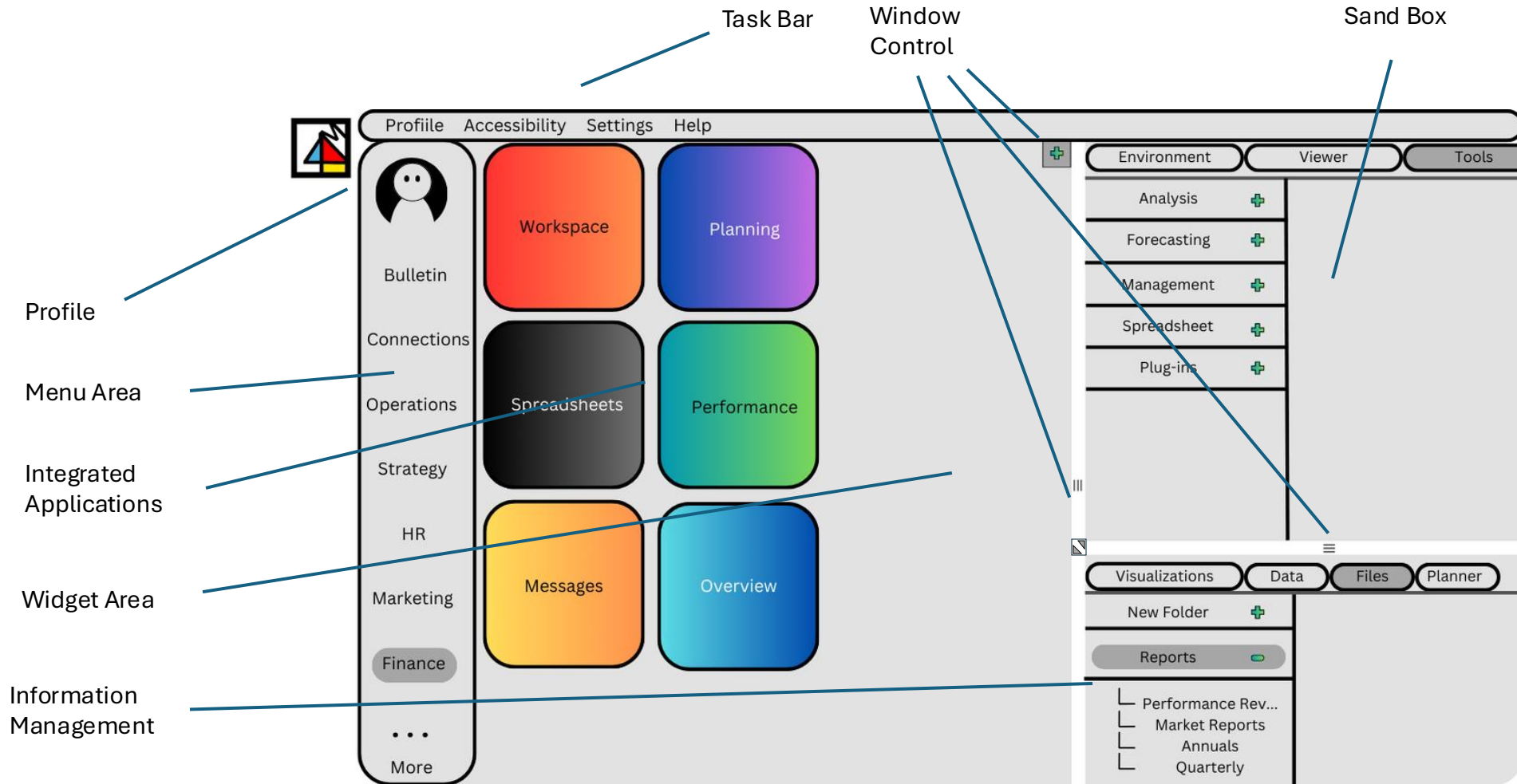
How does
this help ?

Creates a unified workspace for people to collaborate, achieve faster results, and make deeper insights.

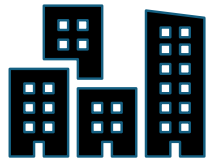
Why does
this help ?

Bridges the gap between actual and optimal performance.

Interface



Go-To-Market



Emphasis on Small and Medium-sized businesses looking for affordable cloud-based solutions.

Anticipated to grow into \$223 Billion by 2027 worldwide



Leverage trends in :

- Digital Transformation
- AI/ML
- Scalability



Statistics provided by *Statista*

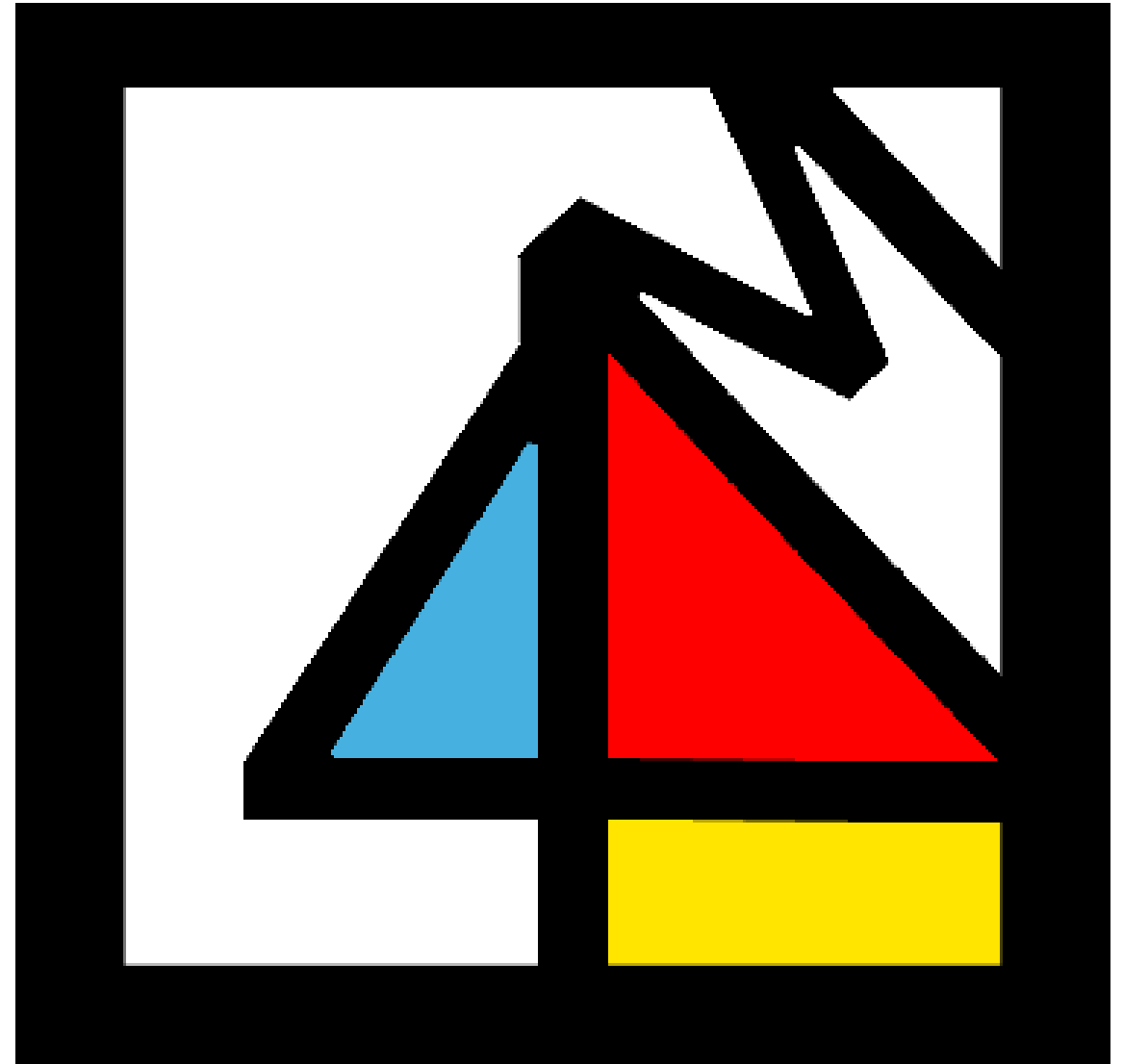
Value proposition

4M provides value to businesses small, medium, and large through next-generation data solutions.

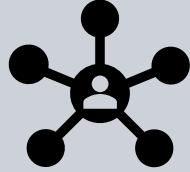
In a rapidly evolving market characterized by intense competition and disruptive forces. 4M helps customers

- **Stay Informed**
- **Plan Effectively**
- **Improve data-driven decision-making**

By combining various software capabilities into a unified platform.



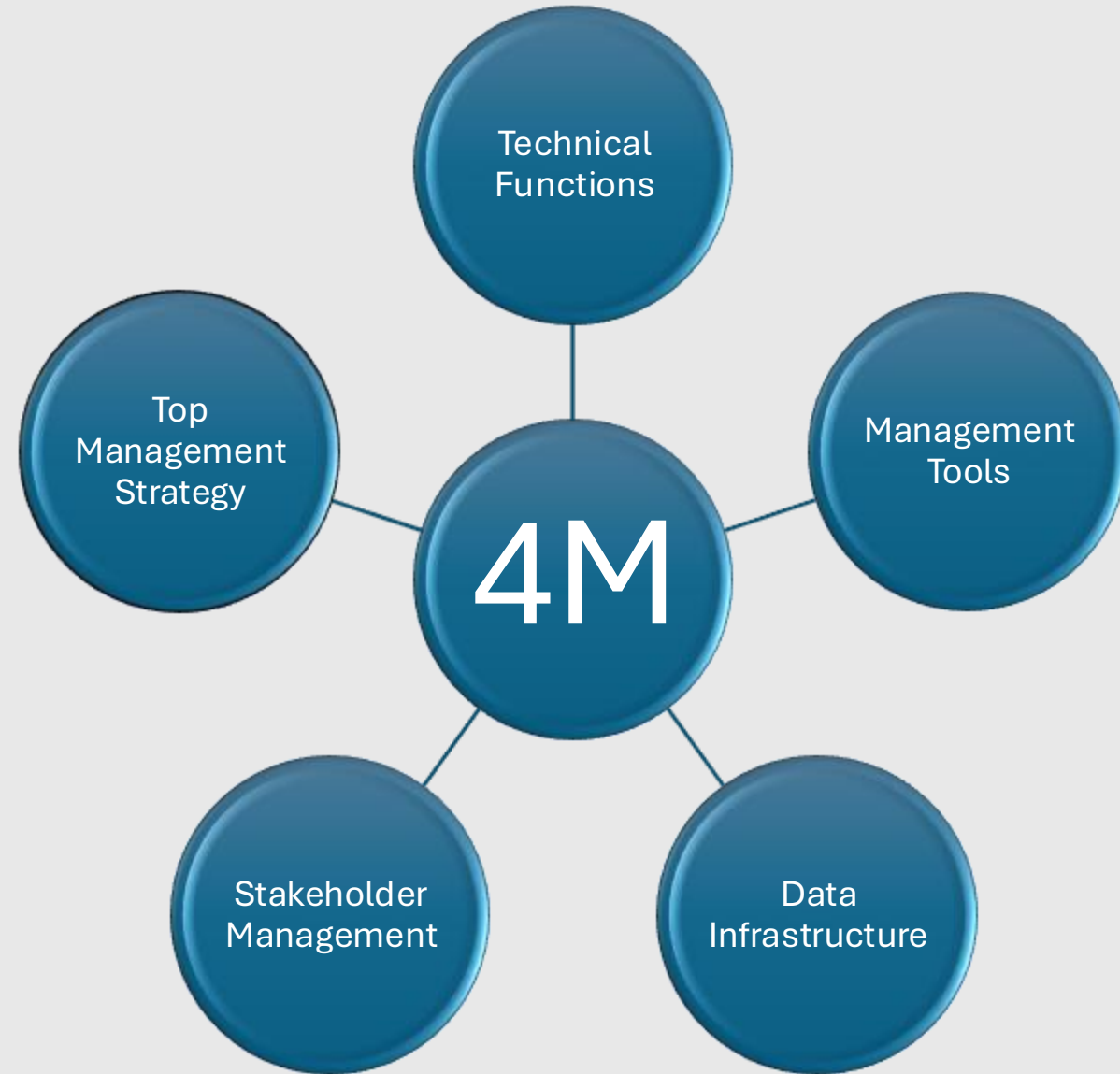
Product Scope



Product Scope is designed to satisfy **five key aspects** seen on the right.

Simultaneously 4M focuses on:

- **Scalability**
- **Usability**
- **Integration**
- **Connectivity**



Product Architecture

Streamlining daily activities focuses on three key areas: (1) **Back-end**, (2) **Front-end**, (3) **User Interface/Experience (UI/UX)**.



Back-End

Data collection from available sources (Databases & API)

Live connections to available data streams improving real-time accuracy

Database management

Cloud Storage



Front-End

Visualizations & Dashboards

Strategic insights

Communications

Data Analysis & File Systems

Machine Learning & Artificial Intelligence tools

Other management tools



UI/UX

Window management facilitating workflow

Easily accessible and intuitive menu

Centralized workflow

Task bar navigation

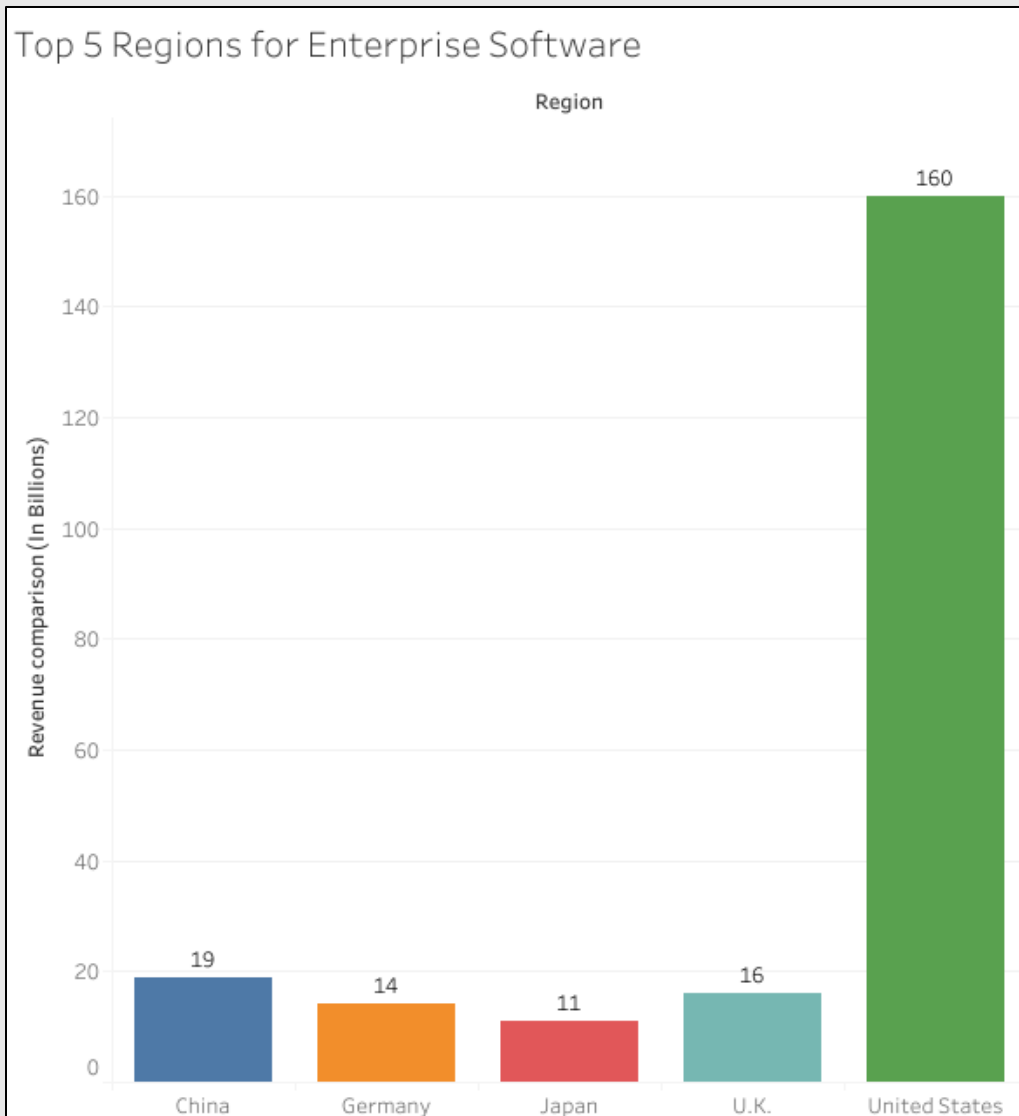
Customizable features

Exploration & experimentation

SaaS-based product Insights

- Estimated that 80% of businesses plan to integrate some form of SaaS in 2025.
- 86% of businesses report higher employee engagement when using a SaaS.
- 73% of businesses believe SaaS-based products are key to achieving goals.
- 78% of businesses already use SaaS-based products to store sensitive data.
- SaaS spending is typically less than 15% of yearly business budgets.

Insights provided by *DevGo*



Statistics provided by *Statista*

Market Analysis

Entering the Enterprise Software market offers \$315 Billion and is expected to grow into \$400 Billion by 2029.

US dominates the enterprise software space making up nearly 75% of the market.

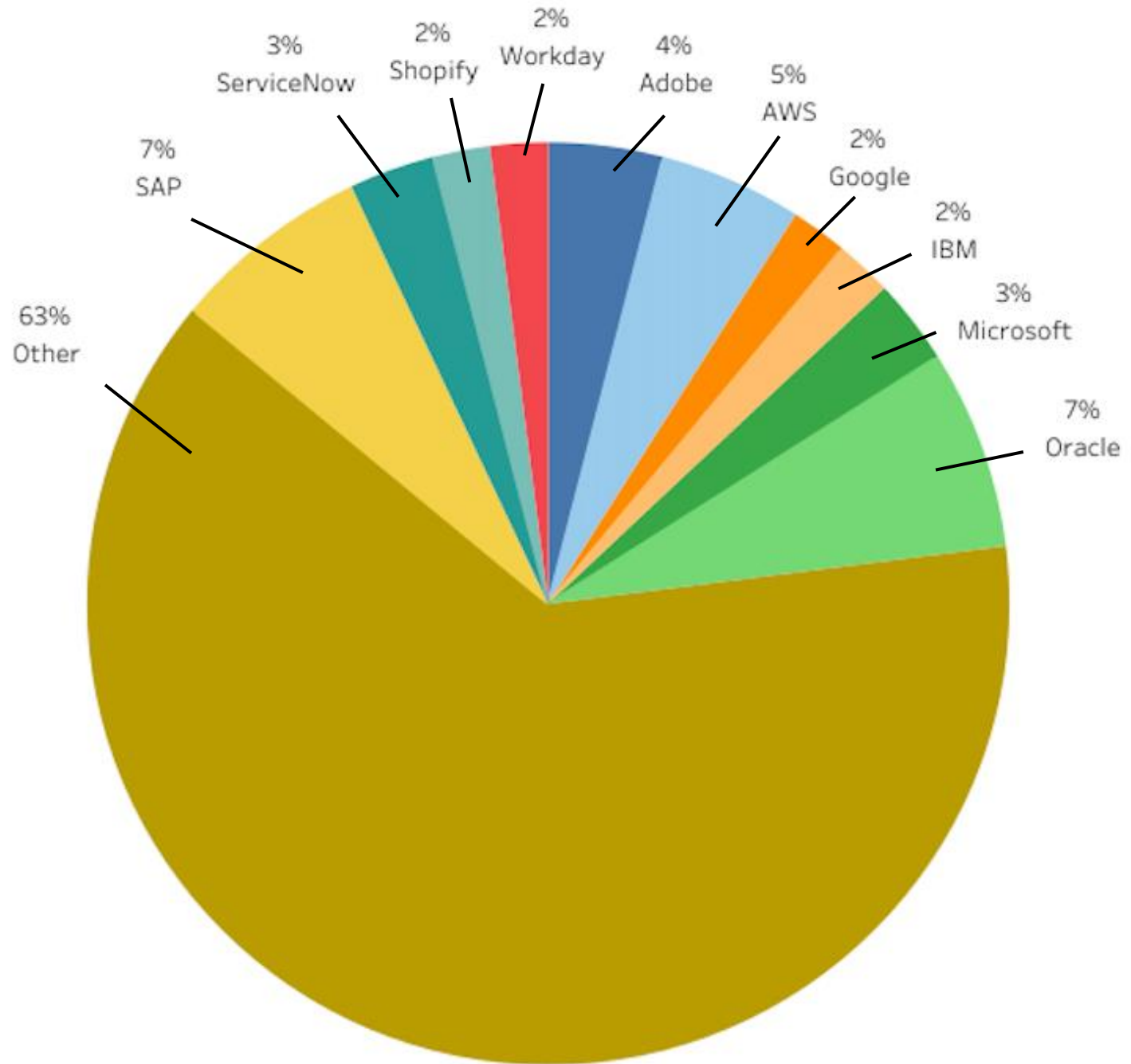
Top 5 desired markets

- Customer Relationship Management
- Other (Analytics, AI, Marketing, etc.)
- Enterprise Resource Planning
- Business Intelligence
- Supply Chain Management

Competitor Analysis

- 37% large scale competitors
- 63% Small to Medium sized
- Startups and Enterprise suites focusing on combining software to provide better value (e.g. Zoho, Rippling, Striven, etc.)

Statistics provided by *Statista*



SWOT Analysis

- Existing Product on market
- Leverages Digital Transformation
- Keeps up with the next wave of enterprise software & data-related trends
- Empowers SMBs to be more self-sufficient

Strengths

Opportunities

- Product options for different levels of businesses
- Multi-year contracts leading to lower churn rate.
 - Incorporate AI/ML on front-end
- Capitalize on growing automation, cloud-based infrastructure, and tech trends in US market

- Overbearing to non tech savvy managers
 - Scope may be too large
- Extensive design and engineering for All-in-One features
 - Licensing to other companies' data

Weaknesses

Threats

- High barriers to entry due to intense competition
 - Data Security
 - Lower cost alternatives
- Weak Demand for such a comprehensive product

Product Strategy

Pricing strategy uses a **per-user, per-month** subscription model based on data usage, storage, support, & redundancy.

Product breadth adds value to how the software meets the demands of customers.

Basic

\$150

For Business Professionals and Small organizations

Pro

\$200

For Small to Mid-sized organizations

Executive

\$350 +

For Mid to large scale enterprises

Capabilities Per User

Basic includes:

Computing:

1 vCPU

Storage:

50 GB

Bandwidth:

25 GB

Frequency:

FEW

Pro includes:

Computing:

2 vCPU

Storage:

250 GB

Bandwidth:

125 GB

Frequency:

OFTEN

Executive includes:

Computing:

4 vCPU +

Storage:

1.25 TB +

Bandwidth:

625 GB +

Frequency:

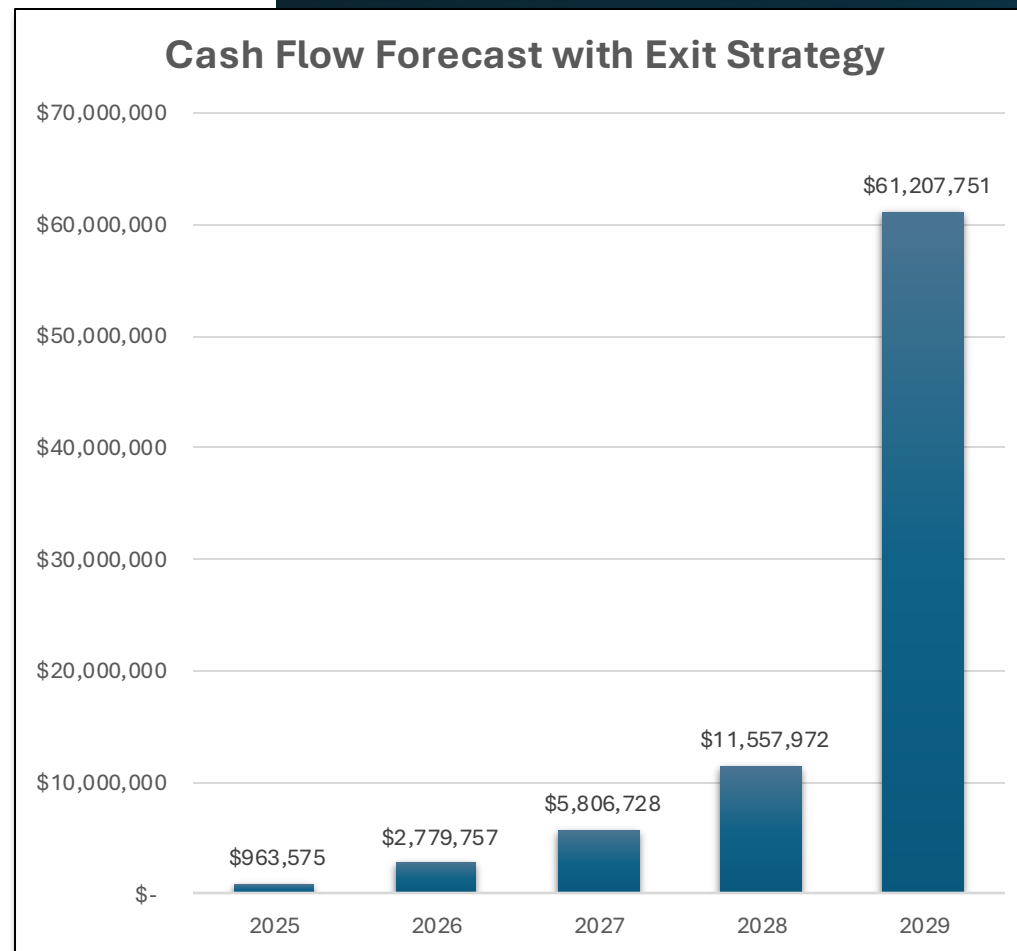
HIGH-VOLUME

Cash Flow Projections

Cash Flow is determined with a Capital Budgeting model under the following assumptions:

- Getting a market penetration of 1,000 customers at a 7% average churn rate with a weighted average product profit of \$101
- Five-year growth rule of 3x-3x-2x-2x-2x
- Investment Outlay of \$5.4 million with an exit multiple of 8x for the terminal cash flow
- 65% operating expenses based on a 75th percentile SaaS budget benchmark
- Straight-line depreciation method of 20% over 5 years (Useful Life)
- Tax rate of 21%
- CAGR of 19% for the Enterprise Software market provided by Statista)

The Net Present Value of the product comes out to **\$22.9 million**



Initial Cost Projections



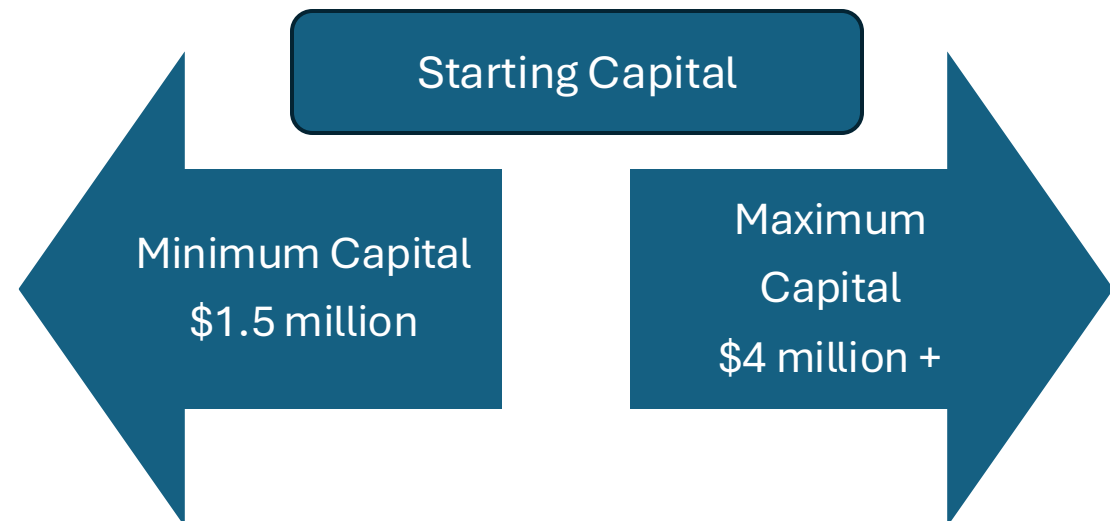
Software Setup - \$10,000 to \$25,000 +



MVP Roadmap Labor Costs - \$750,000 to \$4 million +



General & Admin - \$700,000 to \$1.5 million+



Funding

Private Equity/ Investment firms

High capital capacity
Highly accessible,
especially in Bay Area for
tech
Managerial know-how &
experience

Angel Investors

Varied amounts of starting
capital ranging from Low
to High
Crowdsourcing and
Grassroot initiatives

Commercial

Business Loans
Highly accessible
Good amounts of starting
capital
More stringent terms may
apply

Thank You for your time !

CEO – Reese Watkins-Nelson

LinkedIn QR:



email: rwatkinsnelson@sfsu.edu

