



ElchApp is a business solution for SMEs and Large scale businesses, it gives the business owners the ability to automate record keeping, generate invoice/receipt, notify customers via SMS/e-Mail on over due payments and arrival of new stocks, inventory management, staff payroll...

Why invest at Seed stage?

FIRST

Our target is on the global market (which worth over 8 billion USD)

SECOND

ElchApp and similar products are becoming essentials in running today business

THIRD

ElchApp amongst other solutions stands out, because it gives the business owners the flexibility of using it offline (without internet)

FOURTH

ElchApp is highly extensible and scalable (New features would be added as business demands) this means its relevance in the global market has no expiration.

As seed investor, you stand the benefit of 5% equity.

MARKET NEEDS:

Business owners need a way to automate their record keeping with little or no budget.

Business owners need to keep record while offline (without internet)

Business owners need their staff (team) to keep sales records also

Business owners need to manage staff (team) payroll

Business owners need to notify their customers on over due payments and new stock arrivals

ElchApp AS A SOLUTION:

A one stop business solution to address stated market needs...



GO TO MARKET

ElchApp Unfair Advantage:

The solution can be used offline and synchronized at a later time with the online platform.

The solution is very affordable as there are different packages for different businesses.

The solution has its mobile application version for users.

ElchApp go-to Market Strategy:

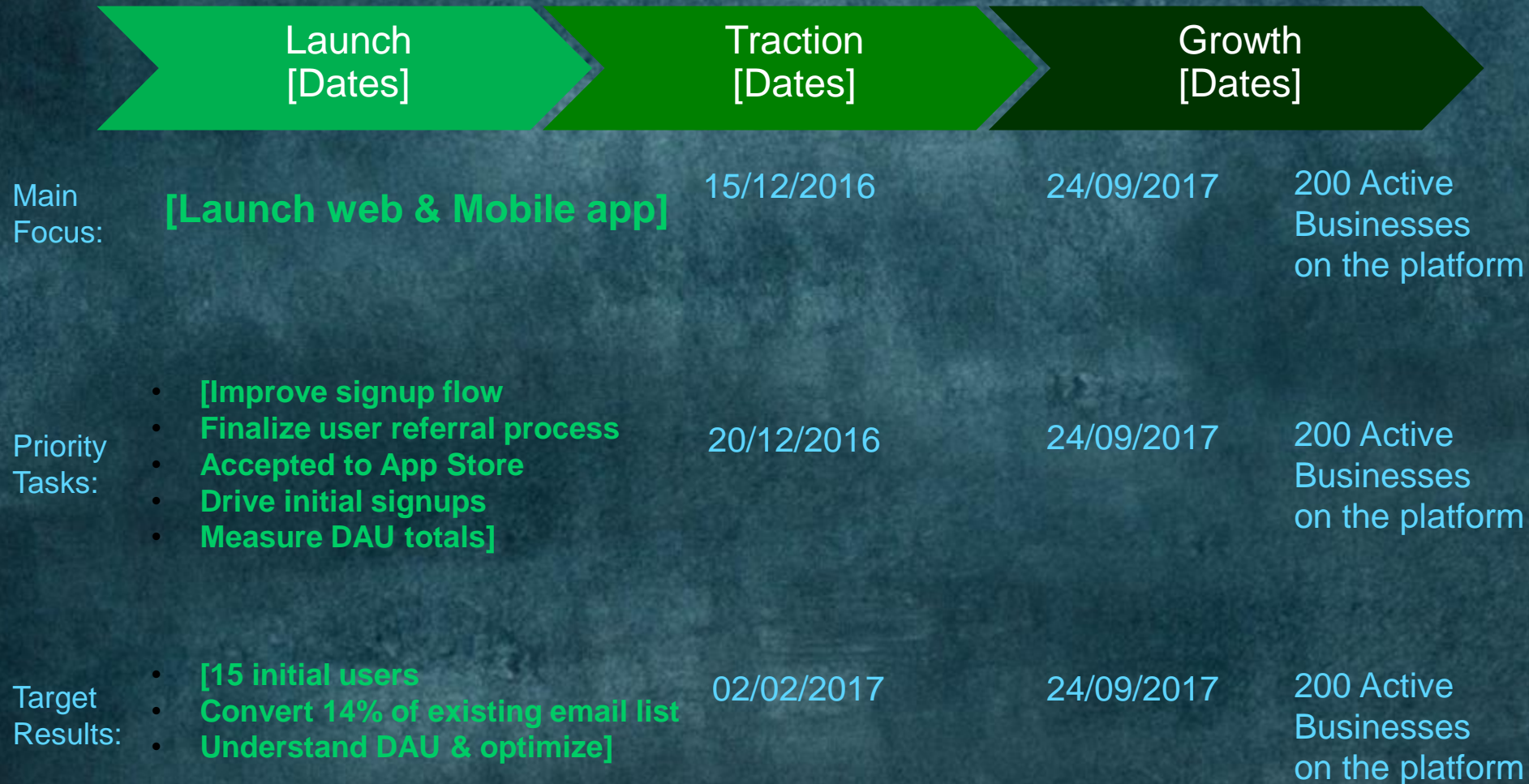
The free package with limited features have ElchApp adverts on mails (invoice/receipt, reminders) sent to customers via ElchApp.

ElchApp runs a referral system which gives the business owners bonus SMS for referring another business owner to use ElchApp.

ElchApp runs online advert on Facebook, YouTube, Google... .



GO TO MARKET



ElchApp First Phase after Launch.



ElchApp

First Phase Goals

Major Aim of this Phase is to set the business for main investor to come in, this would mean building traction (Active business users)

How ElchApp Plans to build traction

Address all dynamic needs as the prospective users declare their needs

Follow up on those that registered on the platform and are not active

Run a vibrant on-ground and online campaign

200 Active Businesses on the platform would mean 90 User converted to package 2 (20 USD monthly) and 20 converted to package 3 (50 USD monthly) in approximately one year we get a gross of 55,200 USD at this phase.

200 Active
Businesses
on the platform

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Capital Investment

At this pre-launch phase, ElchApp requires **NGN 23,300,000 (53,000 USD)**

Breakdown (Operational Plan): Capital expenses

Item	Description	Cost (NGN)
Work Space (Office Accommodation) for 2 Years	Where workforce meets for development on other official activities	4,000,000
Office Cabinet/Equip.	The tables , chairs, white boards ,refrigerator and file cabinets, projector, 2 desk phones	2,000,000
2 High specification Computers	For development and testing of Web and Mobile applications (1,700,000 each)	3,400,000
ISP infrastructure and installation (1 Year)	Setting up mini network structure (at this phase) and internet for online access to ElchApp solution and research	980,000
Office Stationaries	Board Markers, A4 Papers, cartages, clips, file folders, Pen	120,000
Power supply and Inverter/UPS	Stand by generator and UPSs for backup when distributed power it out, before the generator comes on	3,000,000
Mobile Phones	2 iPhones, 2 Android Phones, 2 windows Phones for testing of mobile applications developed by team	1,300,000
6 Staff salary and 6 Ad-hoc staff salary (1 year)	3 Professional programmers, 2 Project management staff, 1 Sales Manager and 6 marketers	7,000,000
Logistics (1 year)	Electrical maintenance, Call Cards, fuel, transportation, Marketing and branding, hosting SME seminars for awareness	1,500,000