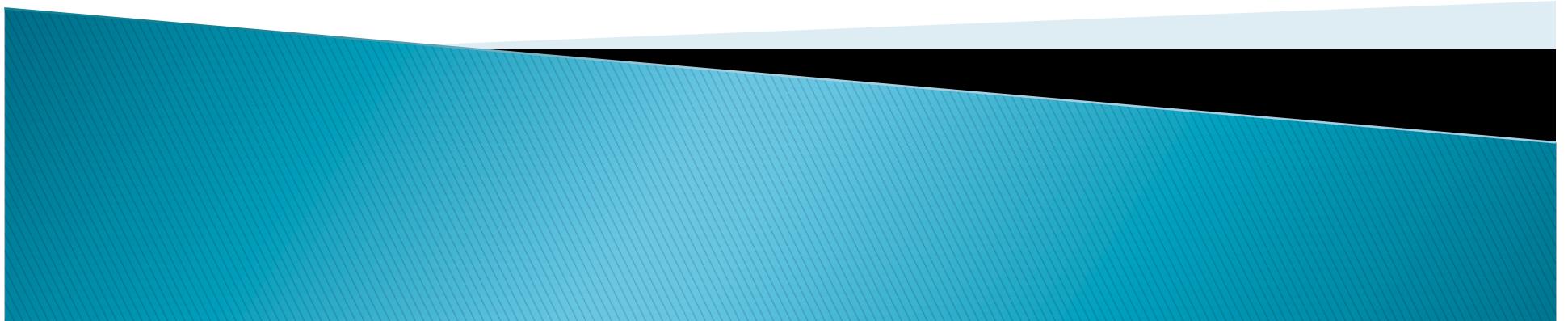




A cloud-based HR management and
employee scheduling system for SMB

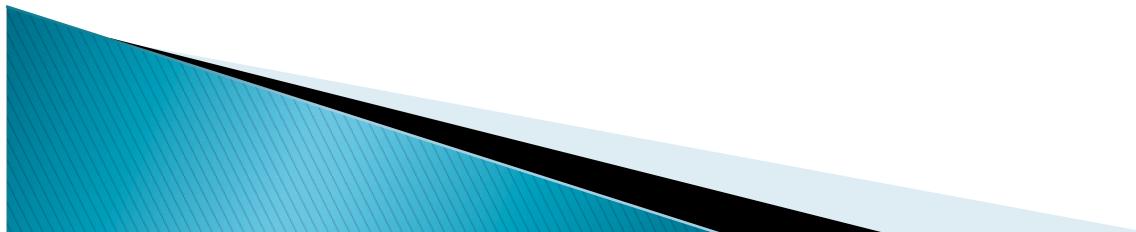


Background Information

- ▶ The problem for small and medium businesses
 - Manage employee documents through paper filing systems
 - Inefficient
 - Manually figure out employee's complex schedules
 - Time consuming
- ▶ The problem with current solutions on the market
 - HR Management & Scheduling Systems
 - Expensive
 - Requires maintenance
 - Requires native installation
 - Lack of integration



Market trends



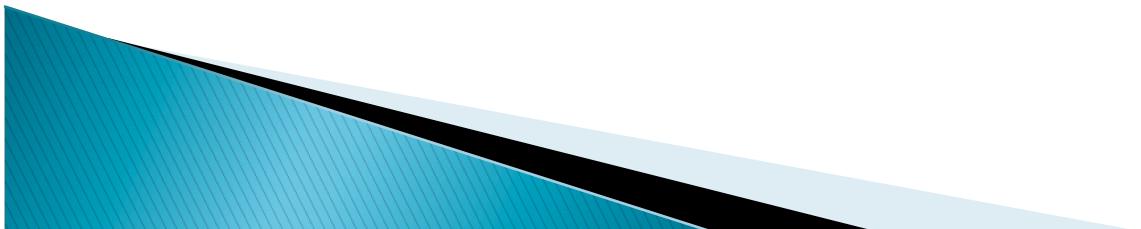
Proposed Solution

- ▶ Practical solution for Small and Medium Businesses
 - Host software services over the web
 - Accessible through any web browser
 - Integrate HR management and scheduling
 - Store employee information over the web
 - Maintain and support services for the customer



Value Proposition

- ▶ Software as a Service, a simpler solution for users
 - Centralized system
 - Automate, simplify business operations
 - Reduce time and operation costs
 - No software to maintain
 - Enabling next-generation business management software to SMB
 - Accessibility anytime, anywhere



Development Plan

- ▶ Rapid prototyping
 - Verify proof-of-concept
- ▶ Transfer development on cloud platform
 - Enables dynamic information storage
 - Enables more powerful software
 - Microsoft Azure, Amazon Cloud Services, Zulu
- ▶ Interview businesses
 - Find out the real issue
 - Find out what they really want



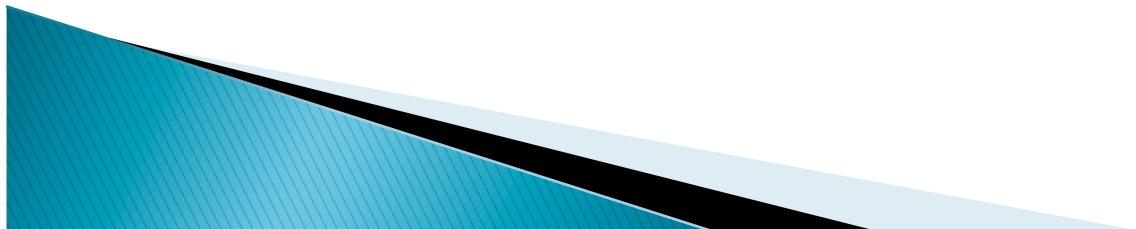
Internal Strengths & Weaknesses

▶ Strengths

- Web-based Software as a Service solution
- Centralization of employee management and scheduling
- SaaS means no maintenance and minimal support

▶ Weaknesses

- Development on cloud platforms may be difficult
- Security issues
- Integration with 3rd party systems



External Opportunities & Strengths

▶ Opportunities

- Few solutions on the market offer a SaaS for employee management and scheduling
- SMBs is generally an untapped market by large software companies
- Provide sophisticated business software without the complexity

▶ Threats

- Established players (Oracle, SAP) could enter the market
- Name/Brand recognition
- SMBs hesitant to use this type of solution

