Product X

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Agenda

background
product & market
pricing
org structure
budget

Background

Hoppinger counts between 70 and 100 employees

Main office in Rotterdam plus satellite in Amsterdam

Specialized in strategic digital transformation

Expert in digital technologies

Expert in financial systems

Customers

Customers from different sectors
Different types of applications
Hourly-rate business model

Product & market

Hoppinger retains IP over code
We have a shared toolbox for reducing repeated work
We have platforms built for one client that can be productized within
a given industry

Product & market

We want to productize one platform in particular
B2B webshop connected to ERPs

Product & market

- sync products and prices from ERP (for now Microsoft' BC)
- publish products in a B2B webshop
- support purchase process from selection to approval
- allow different rules per customer for improved sales fit

Product & market

What we do for them

- Accelerate purchase process
- Increase quality of purchase process (right products, configurations, availability, discounts in realtime through webshop)
- Accelerate administration (ERP) process
- Increase quality of administrative (ERP) data
- Accelerate cashflow through online payments

Product & market

The product is built modularly

- Can easily connect new ERPs (SAS and Oracle in particular)
- Can easily connect to SSO systems (Azure in particular)
- Can easily support different business rules for different customers

Product & market

Market fit

- Large (manufacturing) industries in D(A)CH
- Large B2B transactions
- Huge orders and invoices
- Lots of manual processing overhead
- Slow cashflow

Pricing

Double model

- Monthly (license) fee for recurring revenue
- Custom feature development for customer intimacy

Pricing

Monthly: three sizes for transparent pricing

- 2.5k/month for up to 0.5mln of webshop transactions a month
- 5k/month for up to 2.5mln of webshop transactions a month
- 10k/month for unlimited webshop transactions a month

Pricing

Custom: just an hourly rate

- 150/hour
- Min 100hours for efficiency (=1 agile sprint)

Org structure

- Fully owned by the same owners of Hoppinger in the same proportions

- Transfer of software IP and key employees contracts' for self-sufficiency

- Shared structure of Hoppinger: finance, C-suite

Org structure

- No software development or design (done by Hoppinger with ICTs)
- Marketing and sales *only*
  - One part-time MD/HoT
  - One hybrid marketing/sales employee
  - Two salesmen
- Hybrid: 80off/20rem
  - Lean office in Zug
  - Train subs and leasecars to all sales employees

Budget

Desc	2025	2026	2027
FTE	3.5x100k	7x100k	15x100k
Office	25k	35k	70k
Marketing/ads	50k	100k	200k
Product	350k	350k	350k
Total	**775k**	**1.185k**	**2.120k**

Revenue

Desc	2025	2026	2027
Recurrent (S)	5x2.5x12k	10x2.5x12k	20x2.5x12k
Recurrent (M)	2x5.0x12k	5x5.0x12k	10x5.0x12k
Recurrent (L)	1x10.x12k	2x10.x12k	5x10.x12k
Custom	16x15	34x15	70x15
Total	**630k**	**1.350k**	**2.850k**

Revenue

Desc	2025	2026	2027
Expenses	775k	1.185k	2.120k
Earnings	630k	1.350k	2.850k
Result	**-145k**	**+165k**	**+730k**

Conclusion

We have the product

We have the supporting organisation

We have the market knowledge

Let's create a unicorn