

SupplierSphere

Part 1: The idea

Problem

Greece boasts a highly competitive market in the Food and Beverages sector, witnessing the emergence of new Cafeterias, Restaurants and Fast-Food establishments on a daily basis. These newcomers struggle with established brands, large chain corporations and other prominent entities in the FnB industry. Small businesses, characterized by narrower profit margins and tighter budgets, face challenges throughout their operational lifespan, primarily due to limited economic resources compared to larger enterprises with multiple locations and substantial capital. Among the paramount responsibilities of such business owners is the imperative to minimize raw material costs and procure diverse supplies necessary for service provision.

This reality has engendered intense competition within the supplier market, prompting suppliers to consistently adjust their pricing strategies. Given the vast array of suppliers available, business owners have the flexibility to switch suppliers and negotiate competitive prices. However, a significant challenge for these owners lies in effectively managing past pricing data, navigating varying supplier rates for different products and maintaining comprehensive expense records monthly. In today's Greek market, this process typically relies on archival invoices and paper-based record-keeping. In addition to these challenges, small businesses must try to integrate as many functionalities as possible from a software product into a unified platform/program to minimize costs.

On the supplier side, the primary challenge entails establishing communication channels with business owners to showcase their offerings and pricing structures. While some small suppliers resort to traditional word-of-mouth advertising, such an approach proves impractical for newcomers seeking to penetrate the market.

Customer

As previously mentioned, both suppliers and FnB business owners can be affected by this issue in distinct ways. It is imperative for both parties to address this challenge, given its significant impact on their respective operations. With slim profit margins for small-scale players, establishing streamlined processes to enhance efficiency is essential for maintaining competitiveness in the market. Moreover, integrating functionalities such as inventory tracking would be a significant advantage for business customers.

Solution

This issue is not one that can be easily resolved, as it reflects the natural course of today's economy. Our proposal entails developing a software solution designed to streamline this process, thereby facilitating both parties in confronting this daily challenge. Business owners will gain the ability to track prices, quantities and overall expenses, while being able to compare new offers with their past procurement data. The application will also feature the functionality of a digital marketplace and inventory logistics system. This will be accessible throughout the main menu, where the business's product catalog will be categorized. When selecting a product category, the subsequent page will display a list of products that the owner has configured after buying the software. By clicking on a product, the owner can review past prices and quantities purchased. Record-keeping of all transactions will occur through invoice scanning or manually. With invoice scanning, data such as the purchase date, price, quantity and supplier will automatically populate the system's database and be available within the app's cloud ecosystem. System administrators with an owner role can add a storage unit with maximum capacity and existing products to keep track of the inventory. The inventory/storage is automatically updated during invoice scanning or manual input of new supply events.

Within each product, a tab featuring popular suppliers and those offering discounts on the specific item will be available. Suppliers will be empowered to upload prices and extend offers to businesses across the country, thereby accessing new avenues for business growth. Admins with supplier roles can initialize and update their catalog through the app, view their most frequent customers and track past sales. Sales are automatically logged on to the supplier's profile when a business owner makes an entry. If the supplier is registered on the app, the transaction is available automatically. To upload a new offer or price, the suppliers select an existing product from their catalog (or updates their catalog for a new product) and enters the new data. The best prices are automatically displayed on the business owner's side. Suppliers are required to input their location and logistic capabilities, enabling business owners to evaluate their options. Suppliers can also promote a new product or discount with a paid advertisement, showcasing the product (or discount) on the home page of business owners. Both suppliers and business owners will have access to the system via a browser and mobile app, requiring them to enter a username and password for immediate access to all data and functionalities.

In conclusion, our product provides a tool for both parties to optimize their supply chain operations. The inclusion of various suppliers accessing the application, along with many functionalities tailored to the business side, are the characteristics that set our product apart from other business-to-business marketplaces.

Part 2: The Market

Market Segmentation

The market for this business is focused on Food and Beverage (FnB) enterprises seeking solutions to enhance their procurement management processes. Primary stakeholders include managers of such enterprises, endeavoring to augment operational efficiency and curtail costs, as well as suppliers or wholesalers seeking to showcase their offerings and allure FnB establishments as clientele.

- Market Segment Name: Procurement Management Solutions for Small and Medium Enterprises (SMEs). This segment specifically targets SMEs, acknowledging their unique needs and challenges in procurement management compared to larger enterprises. By focusing on SMEs, the solution can offer tailored features and affordability that larger, more complex systems might lack.
- End User: First and foremost, the end user is the procurement manager or administrator who is responsible for overseeing and managing the procurement process. This role often requires multitasking and handling various aspects of procurement, from vendor selection to order placement. They need tools that streamline their workflow and provide actionable insights to optimize purchasing decisions. Furthermore, the end user could also be an administrator working for a wholesale company aiming to attract more clients, such as FnB businesses, by showcasing their products and discounts.
- Task: The end user's task is to efficiently manage the procurement process, including sourcing suppliers, tracking prices and quantities, managing contracts and ensuring adequate inventory levels. This involves juggling multiple responsibilities while maintaining cost-effectiveness and quality standards. The solution should empower them to streamline these tasks, reduce manual effort and minimize errors.
- Benefit: The benefit for the end user is improved efficiency, cost savings, and greater control over procurement operations. By centralizing procurement data and automating repetitive tasks, the solution frees up time for strategic decision-making and negotiation with suppliers. Real-time insights enable proactive risk management and identification of cost-saving opportunities.
- Urgency of Need: The level of urgency to solve the problem or capture the new opportunity for the end user is moderate to high, as efficient procurement

management directly impacts the company's operational costs and competitiveness. In today's competitive business landscape, SMEs cannot afford inefficiencies or missed opportunities in procurement. They need agile solutions that adapt to changing market conditions and support business growth.

- Example End Users: Example end users could include procurement managers, managers that check the inventory or administrators from the Food And Beverages sector, either working for a cafeteria, restaurant or for a wholesale company.
- Lead Customers: Large FnB or wholesale companies could be innovative SMEs in industries that prioritize efficiency and are early adopters of technology solutions. These early adopters can serve as references and advocates for the solution, demonstrating its effectiveness in the market.
- Willingness to Change: This market segment is moderately conservative, but open to change, especially if presented with clear benefits and a user-friendly solution. The urgency to solve procurement challenges may drive willingness to adopt new solutions. While SMEs may have established processes and reluctance to disrupt operations, the potential for cost savings and efficiency gains motivates them to explore innovative solutions that align with their needs and budget, especially if the company already uses a software and the presented solution is cost-effective.
- Frequency of Buying: End users may purchase new procurement management solutions as needed, typically when faced with inefficiencies in their current processes or as part of strategic initiatives to improve operations. The decision to invest in a new solution often coincides with business growth, changes in market conditions or compliance requirements. Regular upgrades and updates ensure that the solution remains relevant and effective over time.
- Concentration of Buyers: The market segment consists of many competitive buyers, as SMEs require procurement management solutions. The diversity of buyers ensures a dynamic marketplace with opportunities for innovation and differentiation. Vendors must tailor their offerings to meet the specific needs and preferences of different buyer segments.
- Other relevant market considerations:
 - I. High employee turnover in certain industries may require user-friendly solutions that minimize training time and support ongoing adoption of the software.
 - II. SMEs in high-growth industries may prioritize scalability and flexibility, seeking solutions that can accommodate rapid expansion and changing business requirements.
 - III. Word of mouth and referrals could play a significant role in spreading awareness and adoption, highlighting the importance of customer satisfaction and advocacy programs.

- Size of Market: The number of end users is estimated to be in the range of thousands to tens of thousands, depending on the size and scope of SMEs in the target market. This represents a sizable market opportunity, with potential for growth as more SMEs recognize the value of investing in procurement management solutions to drive efficiency and competitiveness.
- Estimated value of end user: The value of each end user could range from tens to hundreds of euros, considering whether it is a one-time buy or with a monthly cost, the potential cost savings and efficiency gains from implementing a procurement management solution.
- Competition/alternatives: Competition from the end user's perspective includes alternative solutions such as manual procurement tracking, basic accounting tools, or competing software solutions from other vendors. Vendors must differentiate their offerings by highlighting unique features, ease of use, and value-added services that set them apart from competitors. Emphasizing the long-term benefits such as updates, new features added to the software and continuous support services, can sway buyers away from cheaper, but less comprehensive alternatives.
- Other components needed for a full solution: Additional components needed for a full solution may include integration with existing ERP systems, customizable reporting and analytics, user training and support services. Providing a seamless integration experience and comprehensive support infrastructure enhances the value proposition and ensures successful adoption and utilization of the solution by end users.
- Important partners: Important partners or distributors may include ERP providers, industry associations or consulting firms specializing in procurement management. Collaborating with strategic partners expands market reach and facilitates access to key decision-makers within target industries. Partnerships enable vendors to leverage complementary expertise and resources to deliver holistic solutions that address end users' evolving needs.
- Other relevant personal considerations: Additional factors to consider may include geographical market focus, alignment of values with the founding team, and existing knowledge and contacts within the target market. Building strong relationships with stakeholders and leveraging personal connections can accelerate market penetration and foster trust and credibility within the target market segment. Understanding market dynamics enables vendors to tailor their approach and messaging for maximum impact and resonance with end users.

Strong point market selection

The strong offering of this business is its integrated solution, providing a full range of tools for procurement management. The ability to track prices, quantities, and

inventories, combined with the digital marketplace and logistics system, offers a comprehensive solution that is flexible and effective. Additionally, our software targets specific needs of the FnB and wholesalers industry.

Creation of end user profiles

The end user of this product is business owners or managers, both in the FnB sector and wholesalers industry, in need of procurement management solutions.

Calculation of the total addressable market (TAM) of the strong point market

Bottom-Up TAM Analysis

The estimation of price per unit for this procurement management solution spans from 200 to 500€, contingent upon the offered features, scalability, and customization options, with one unit required per end user. The product's lifespan can either be as much as the lifespan of the company that bought it or until the company decides to change or not use the software anymore. Assuming a unit price of 400€ and an average lifespan of 5 years, the annualized revenue per end user would amount to 80€, calculated as $(400€ \times 1) / 5$.

The available budget data points reveal a spectrum of financial scenarios: SMEs currently allocate varying sums, ranging from 100€ to 1000€ per end user annually, towards manual procurement processes. The total budget for procurement operations within an SME fluctuates from 10,000€ to 100,000€, contingent upon factors like size and industry. Reasonably, a percentage between 1% to 10% of the total budget could be allocated to procurement management software, depending on perceived value. Assuming a moderate 5% allocation, the annualized revenue per end user would be 4€, calculated as $(80€ \times 0.05)$.

In assessing comparables for the business, established entities like SAP Ariba, Coupa, and Zycus stand alongside emerging startups tailoring solutions for SMEs within the procurement management software sphere. Comparable products encompass cloud-based suites offering features like supplier management, purchase order processing, contract management, and spend analysis. When converting these comparables to similar annualized revenue, estimates span from 50€ to 500€ per end user, reflecting variations in pricing models, features, and target markets, derived from comprehensive market research and analysis of pricing strategies within the sector.

Interpreting the results reveals a consensus estimate for annualized revenue per end user ranging from 4€ to 80€, influenced by factors like pricing strategy, budget allocation, and perceived value proposition of the solution. This range emerges from a thorough analysis, considering pricing competitiveness, budget constraints and industry standards. Derived through a blend of market research, financial modeling and industry

benchmarks, this estimate aims to offer a holistic perspective on potential revenue streams. Furthermore, ongoing refinement through customer feedback and market validation ensures alignment with dynamic market conditions, enhancing accuracy and relevance.

Top-Down TAM Analysis

Estimating the total number of end users within the broad market segment, encompassing small and medium-sized enterprises (SMEs), presents challenges due to variations in definitions and classifications across regions. However, rough estimates suggest there are tens of millions of SMEs globally. This broad scope underscores the vast potential reach of the market segment, highlighting the significance of tailored approaches to effectively engage and serve SMEs across FnB industries and geographical locations.

Estimating the total number of end users within the targeted subsegment of the beachhead market involves focusing on specific industries or regions where the demand for procurement management solutions is notably high.

The annual monetizable revenue per end user, denoting the revenue generated from each SME utilizing the procurement management solution, typically ranges from 4€ to 80€ annually based on previous analysis. This variance is influenced by factors such as pricing strategy, budget allocation, and market demand, reflecting the dynamic interplay of economic considerations and industry dynamics in shaping revenue streams.

The estimation of the top-down TAM involves multiplying the total number of end users in the targeted subsegment by the annual monetizable revenue per end user, offering an insight into the procurement management solution's total revenue potential within the specified market segment.

Direct and indirect competition

Direct competition includes other companies offering similar integrated procurement management solutions. Some of these companies are:

- SAP Ariba: SAP Ariba is one of the leading companies in the supply chain management sector. It offers solutions for procurement tracking, price and contract management, as well as automation of procurement processes. Its comprehensive suite of tools caters to businesses of various sizes and industries.
- Coupa: Coupa provides integrated solutions for supply chain management, including procurement tracking, contract management, and inventory management. Its platform focuses on optimizing procurement processes and improving spend visibility for businesses across industries.

- Zycus: Zycus offers solutions for supply chain management, including procurement tracking, contract management, and procurement analytics. With its emphasis on data-driven insights, Zycus helps businesses make informed decisions and streamline their procurement operations.

These companies represent a diverse range of options for businesses seeking procurement management solutions. Each offers its own set of features and advantages, catering to the specific needs and preferences of different businesses. The choice among them depends on factors such as the size and industry of the business, as well as its specific requirements and budget considerations.

Indirect competition includes traditional procurement management methods, such as manual procurement tracking and the use of basic accounting tools.

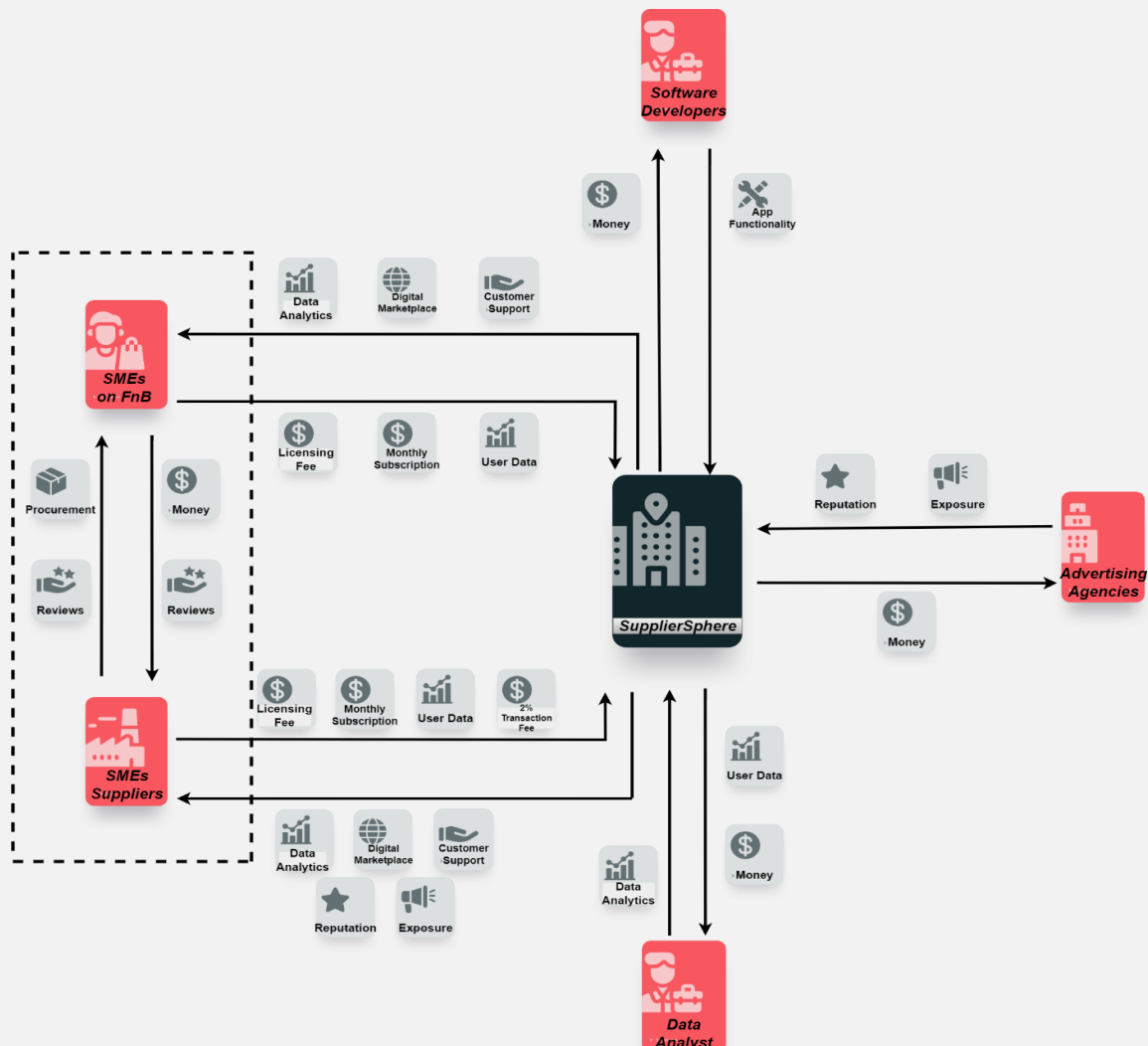
How the proposed idea differs from the competition

The proposed idea differs from the competition due to its integrated solution. The combined ability to track prices, quantities, and inventories, along with the digital marketplace and inventory logistics system, provides a comprehensive solution that is more flexible and effective than traditional procurement management methods. The application also offers the ability to track previous transactions and choose from which supplier to procure a product, providing users with greater transparency and control over their procurement management.

Comparison table with competitors


Business	Storage functionality	Contract management	ERP functionality	Online Marketplace	Data-driven insights
SupplierSphere	✓	✓	✓	✓	✓
SAP Ariba	✗	✓	✓	✗	✗
Coupa	✓	✓	✗	✓	✗
Zycus	✗	✓	✗	✗	✓

0



Part 4: Mockups



Supplier POV of the marketplace


 **SUPPLIERSPHERE**



PROFILE **MARKETPLACE** INVENTORY DATA ANALYTICS MY TRANSACTIONS


MY OFFERS



CREATE NEW


 (50)


Supplier1 (YOU)
STATUS: ONGOING
Product: Arabica Coffee
Unit Price: 9.50\$
Units: 2kg packs
Total Quantity : 100 kg
Quantity Left : 40 packs - 80kg
DATE: 21-5-2024
LOCATION
 ViewCount


 (50)

Supplier1 (YOU)
STATUS: CLOSED
Product: Arabica Coffee
Unit Price: 9.50\$
Units: 2kg packs
Total Quantity : 100 kg
Quantity Left : 0
DATE: 10-4-2024
LOCATION
 ViewCount

FILTERS:
☒ **DATE** 
OLDER FIRST
RECENT FIRST
☐ **STATUS** 
ANY
ONGOING
CLOSED



Coffee Shop Profile POV

 **SUPPLIERSPHERE**

PROFILE **MARKETPLACE** INVENTORY DATA ANALYTICS MY TRANSACTIONS

PROFILE

Chill Coffee N More


  Edit

User
Nikos Manou
Role
Inventory Specialist

Date founded: 19/03/2001
Rating (107)
Payment Timeliness ★★★★★
Compliance with Terms ★★★★★
Communication Quality ★★★★★
Customer Feedback ★★★★★
Average Score
★★★★★

Recent Comments
John Magkas
March 15, 2024
I just wanted to take a moment to commend Chill Coffee N More for their exceptional professionalism. The communication throughout our entire project was top-notch – clear, timely, and very detailed. They were always available to answer any questions I had and provided regular updates on the progress.
View More

Transactions Screen


 SUPPLIERSPHERE


PROFILE MARKETPLACE INVENTORY DATA ANALYTICS MY TRANSACTIONS

MY TRANSACTIONS

Seller	Date	Value	
Global Supplier Co.	10-12-2019	500 \$	VIEW
Quality Goods Providers	25-05-2020	1590.90 \$	VIEW
PrimeSource Distributors	17-09-2020	960 \$	VIEW
Swift Supply Chain	09-04-2021	57.99 \$	VIEW
FoodnMore Co.	21-01-2022	3599.99 \$	VIEW

FILTERS:

☒ DATE 
OLDER FIRST
RECENT FIRST

☐ VALUE 
VALUE ASCENDING
VALUE DESCENDING

Inventory Screen

 SUPPLIERSPHERE

PROFILE MARKETPLACE INVENTORY DATA ANALYTICS MY TRANSACTIONS


MY INVENTORY 

FILTERS

☒ Coffee
☒ Milk
☐ Cutlery
☐ Sugar
☐ Alcohol
☐ Fruits



CATEGORY	NAME	QUANTITY		
COFFEE	ARABICA C.	20kg <small>view more</small>	MODIFY	DELETE
COFFEE	BRAZIL C.	30kg <small>view more</small>	MODIFY	DELETE
MILK	COCONUT MILK	8lt <small>view more</small>	MODIFY	DELETE
MILK	ALMOND MILK	10lt <small>view more</small>	MODIFY	DELETE

F&B Marketplace POV



 **SUPPLIERSPHERE**

PROFILE **MARKETPLACE** INVENTORY DATA ANALYTICS MY TRANSACTIONS



Search for Offers


Supplier1
Product: Lemon Juice
Unit Price: 24\$
Units: 5lt packs
Total Quantity : 500 lt
Quantity Left : 12 packs - 60lt
DATE: 20-4-2024
ATHENS, GR
[Call Us](#) [Send Message](#)

Supplier2
Product: Orange Juice
Unit Price: 24\$
Units: 8lt packs
Total Quantity : 152 lt
Quantity Left : 15 packs - 120lt
DATE: 10-4-2024
SPARTA, GR
[Call Us](#) [Send Message](#)

FILTERS:
☒ **DATE** 
OLDER FIRST
RECENT FIRST
☐ **RANGE** 
NEAR ME (50km)
75km
100+km

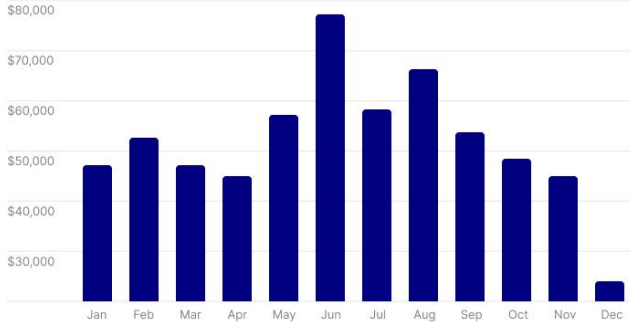
Data Analytics Screen

 **SUPPLIERSPHERE**

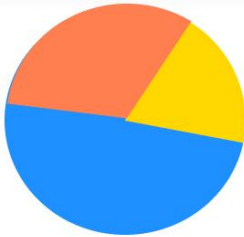
PROFILE MARKETPLACE INVENTORY **DATA ANALYTICS** MY TRANSACTIONS

Showcase and Compare your movement
☒ Pie Chart
☒ Bar Graph
☐ Bubble Chart
☐ Histogram








Title Money Spent on EXTRAS through the months for last year



Month	Money Spent (\$)
Jan	48,000
Feb	55,000
Mar	48,000
Apr	45,000
May	58,000
Jun	78,000
Jul	60,000
Aug	68,000
Sep	55,000
Oct	50,000
Nov	45,000
Dec	10,000



Category	Color
Money spent on coffee caps	Yellow
Money spent on straws	Orange
Money spent on damages	Blue

FILTERS:
☒ **CATEGORIES** 
Raw materials 
EXTRA 
☒ **DATES** 

YEAR/MONTH 
FULL HISTORY
☐ **PROVIDER/CUSTOMER** 

Restrictions

Compliance with Trading Regulations:

Successful implementation of this product includes compliance with global trading regulations so that all trades and purchases between suppliers and FnB SMEs are conducted legally. This way, various challenges are likely to arise and our platform will have to comply with the regulations and obtain the appropriate permits and licenses.

Venture Capital:

A necessary condition for implementation is the existence of financial capital. Our product needs several resources for its implementation such as programmers, data analysts, servers and many more. All of these, as they are prerequisites from the start of the implementation, make it necessary that significant capital should be accumulated before starting the implementation.

Technological Implementation:

From a software perspective, our application provides a set of complex functionalities (1. Marketplace 2. Inventory Tracking 3. Data Analytics), which requires a team of experienced developers for proper development and maintenance. Especially, for the Data Analytics component, the application additionally needs a proper infrastructure to receive customer data in the appropriate format (Data pipeline) and a skilled team of Data Analysts to transform and process the data, ensuring the insights we deliver to customers are accurate.

Finally, from a hardware perspective, the application needs to be scalable for real-world implementation, which necessitates the purchase of quality machines for storing and processing customer and application data. Another idea to ensure the scalability for the real-world implementation would be hosting the application on a cloud service (AWS, Azure, etc.) so another major thing to consider before starting is the implementation for our infrastructure.

Adoption of our platform by Suppliers (Wholesalers, Producers) and respectively by F&B owners (store owners):

Obviously, for our application to be implemented in the real world, we assume that there will be customers from both categories we aim to serve. Without the presence of both suppliers and F&B owners, the Marketplace cannot function,

and part of the Data Analytics functionality—that we will base on transaction data—cannot work. For example, "Which supplier's products generated the most revenue for you?" wouldn't be possible to answer with data-graphs without transactional data derived from the interactions between F&B owners and suppliers.



SupplierSphere

The Problem (F&B Owners Side)



With A **highly competitive market** in the F&B sector there are many issues to be handled such as the following:

- Find **high-quality, reliable** suppliers to partner with.
- Keeping **track of the prices** for their numerous raw materials.
- Managing their **storage**.
- Make **critical decisions** for the growth of their business.

The Problem (Suppliers Side)




On the supplier side, the primary challenge entails establishing **communication** channels **with business owners** to showcase their offerings and pricing structures. While some small suppliers resort to traditional word-of-mouth advertising, such an approach proves impractical for newcomers seeking to **penetrate the market** and **build a clientele!**


Our Solution



A Procurement management solution that offers:

 **Digital marketplace** (F&B-Supplier transactions and contracts)

 **Inventory tracking** system for both parties


 **Data analytics** (standard and tailored for each business) for both F&Bs and suppliers.

 **Review System** to rate quality of service and partnership.

Our Customers




SME in the F&B Sector 

Small & Medium size suppliers(manufacturers , wholesalers etc.) 

With slim profit margins for **small-scale players** of both parties, establishing streamlined processes to enhance efficiency is essential for **maintaining competitiveness** in the market.

Mockups




SUPPLIERSPHERE

PROFILEMARKETPLACEINVENTORYDATA ANALYTICSMY TRANSACTIONS

MY OFFERS

CREATE NEW



★★★★☆ (50)

Supplier1 (YOU)

STATUS: ONGOING

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Unit Price: 9.50\$

Units: 2kg packs

Quantity Left : 40 packs - 80kg

Total Quantity : 100 kg

DATE: 21-5-2024

LOCATION

ViewCount


FILTERS:

☒ DATE

OLDER FIRST
RECENT FIRST

☐ STATUS

ANY
ONGOING
CLOSED



★★★★☆ (50)

Supplier1 (YOU)

STATUS: CLOSED

Product: Arabica Coffee

Unit Price: 9.50\$

Units: 2kg packs


Quantity Left : 0

Total Quantity : 100 kg

DATE: 10-4-2024

LOCATION

ViewCount

SUPPLIERSPHERE

PROFILEMARKETPLACEINVENTORYDATA ANALYTICSMY TRANSACTIONS

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Chill Coffee N More

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Nikos Manou

Role
Inventory Specialist

Date founded: 19/03/2001

Rating (107)

Payment Timeliness ★★★★★

Compliance with Terms ★★★★★

Communication Quality ★★★★★

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Average Score
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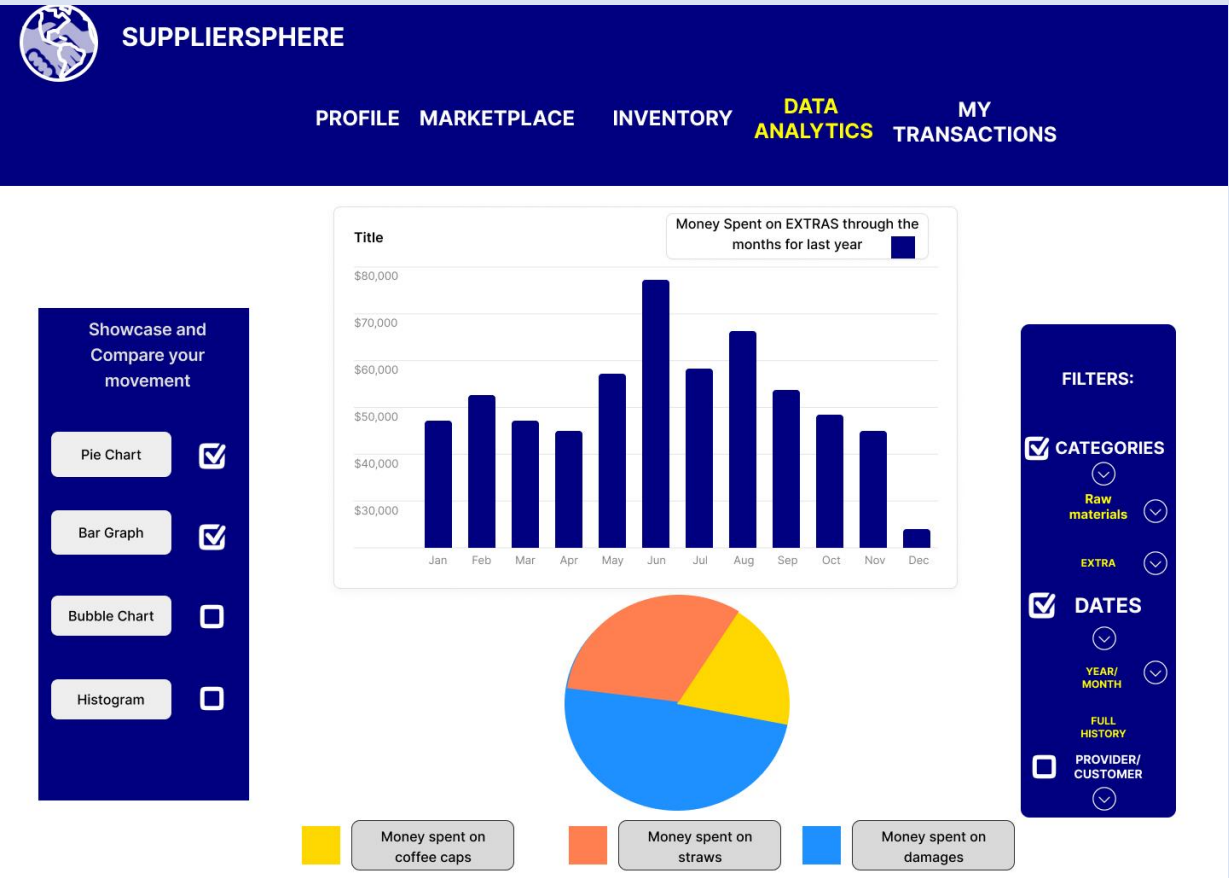
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Mockups



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MY INVENTORY 

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COFFEE	BRAZIL C.	30kg	view more	<div>MODIFYDELETE</div>
MILK	COCONUT MILK	8lt	view more	<div>MODIFYDELETE</div>
MILK	ALMOND MILK	10lt	view more	<div>MODIFYDELETE</div>

FILTERS

☒ Coffee

☒ Milk

☐ Cutlery

☐ Sugar

☐ Alcohol

☐ Fruits

Unique Selling Points



♣ **Jack of All traits** – we are the only software solution that offers digital marketplace, inventory tracking , data analytics, contract management in one place!

📈 **Tailored Data analytics** – we offer some standard data analytics in our software, but our clients can request that fits their business and interests better!

★ **Review System** – each user is ranked on multiple aspects and has a rating for more transparency!

Competition Analysis



Business	Storage functionality	Contract management	ERP functionality	Online Marketplace	Data-driven insights
SupplierSphere	✓	✓	✓	✓	✓
SAP Ariba	✗	✓	✓	✗	✗
Coupa	✓	✓	✗	✓	✗
Zycus	✗	✓	✗	✗	✓

Revenue Model



one-off licensing fee (offers inventory, marketplace, basic data analytics), **subscription tiers**– different tiers offer different perks (for instance tailored data analytics), **commission** per transaction.

Break Even Point (Estimation): We expect to break even at the end of the 3rd year.

Year 1

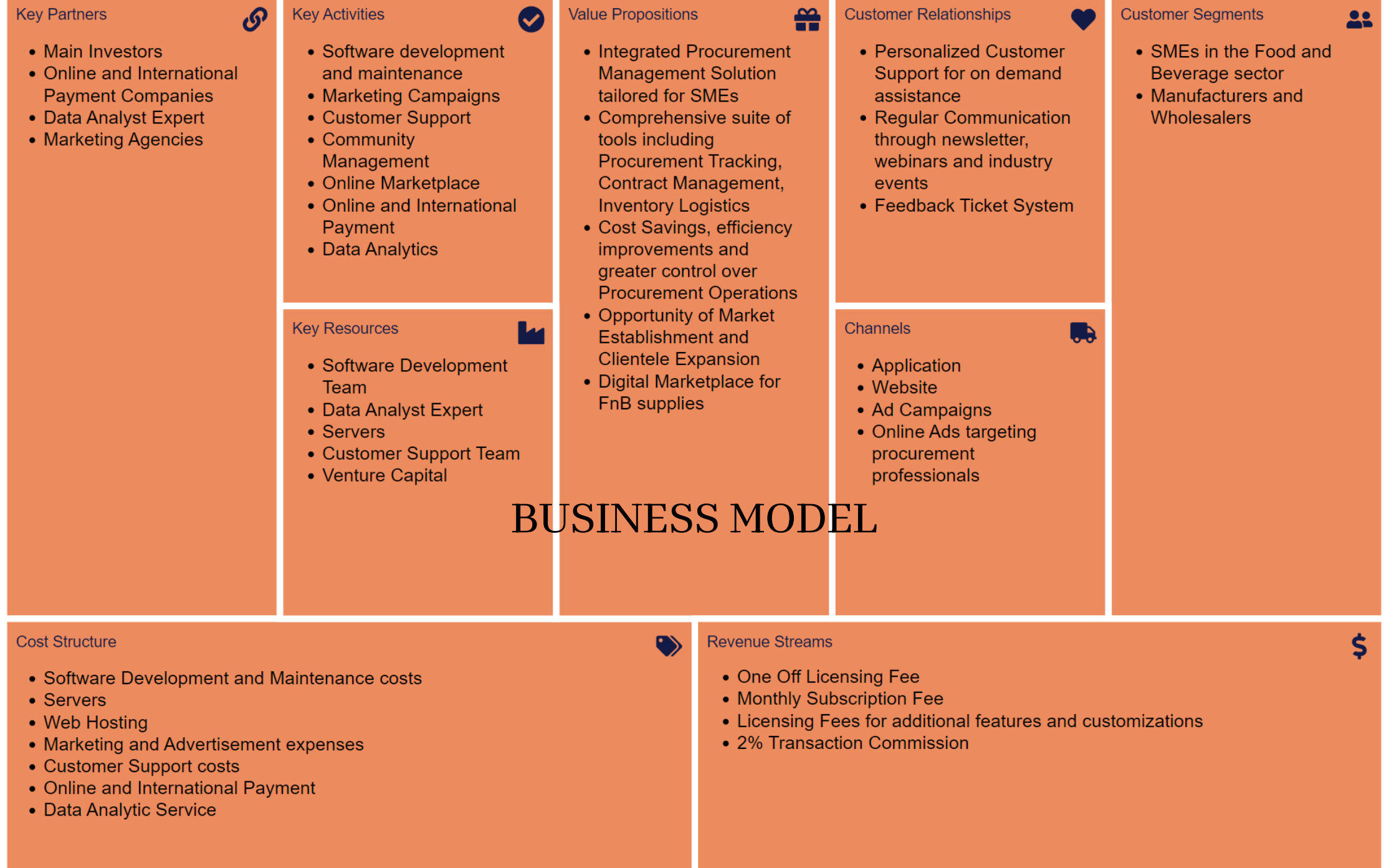
- Total Costs: €100,000 (initial) + €150,000 (operating) = €250,000
- Revenue: €90,000
- Deficit: €160,000

Year 2

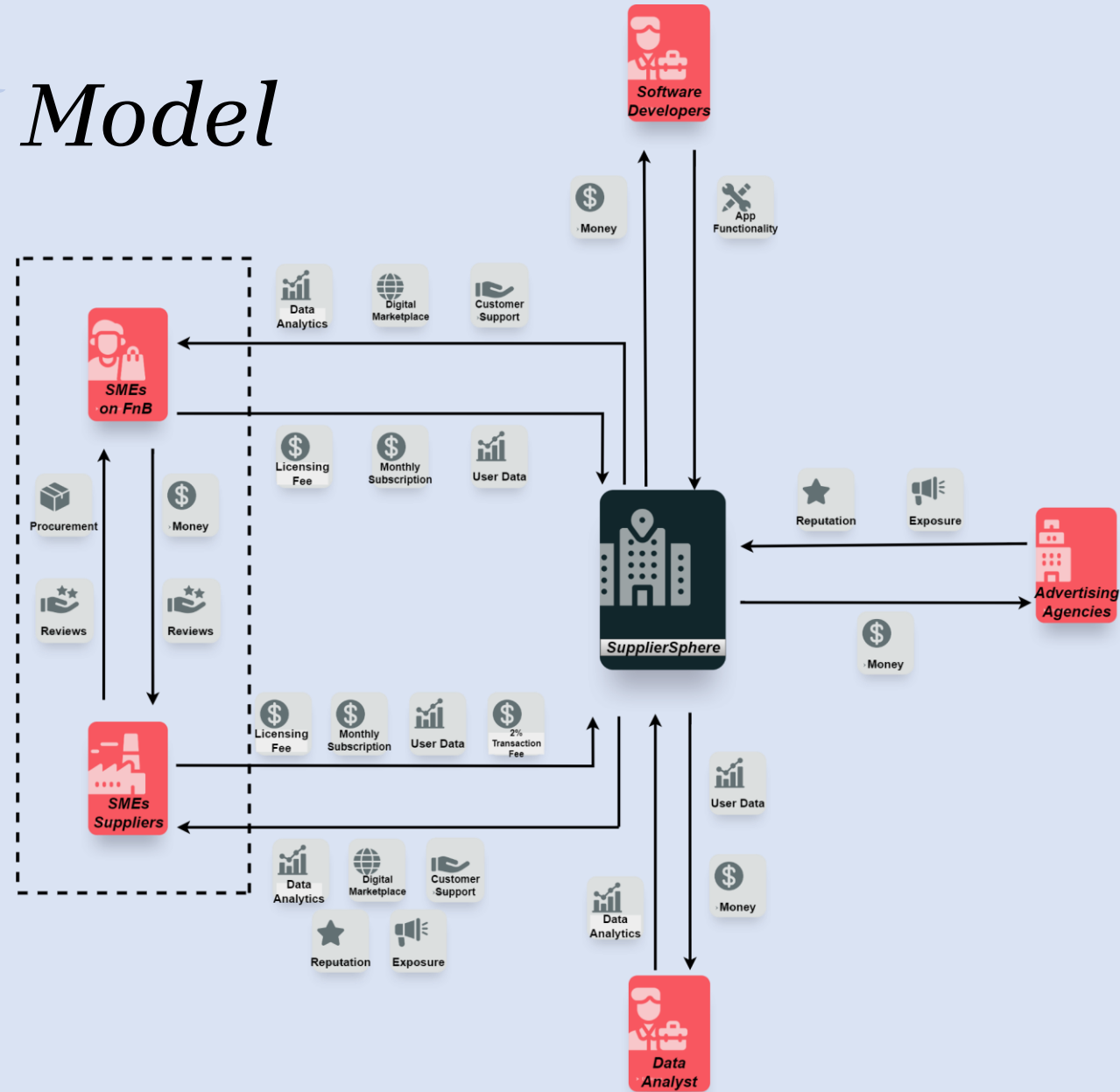
- Total Costs: €100,000 (operating) = €100,000
- Revenue: €140,000
- Cumulative Deficit: €160,000 (previous year) - €40,000 (surplus) = €120,000

Year 3

- Total Costs: €100,000 (operating) = €100,000
- Revenue: €220,000
- Cumulative Surplus: €120,000 (previous year) - €120,000 (surplus) = €0 (broken – even end of 3rd year)



Business Model



Our Plan



Late 2023 – August 2024 : analyze market, evaluate various business models, try mockups and functionalities.

Late 2024+ : prototype development.

The Team



**ΟΙΚΟΝΟΜΙΚΟ
ΠΑΝΕΠΙΣΤΗΜΙΟ
ΑΘΗΝΩΝ**



**ATHENS UNIVERSITY
OF ECONOMICS
AND BUSINESS**

- Dimitris Robert Vosnakis – CEO , software developer
- Thodoris Lazaris – CTO , software developer
- Angeliki Giakovi – Marketing Manager, software developer
- Ioanna Theophilakou – Product Manager, software developer
- Panagiotis Melas – Customer Support Manager , software developer