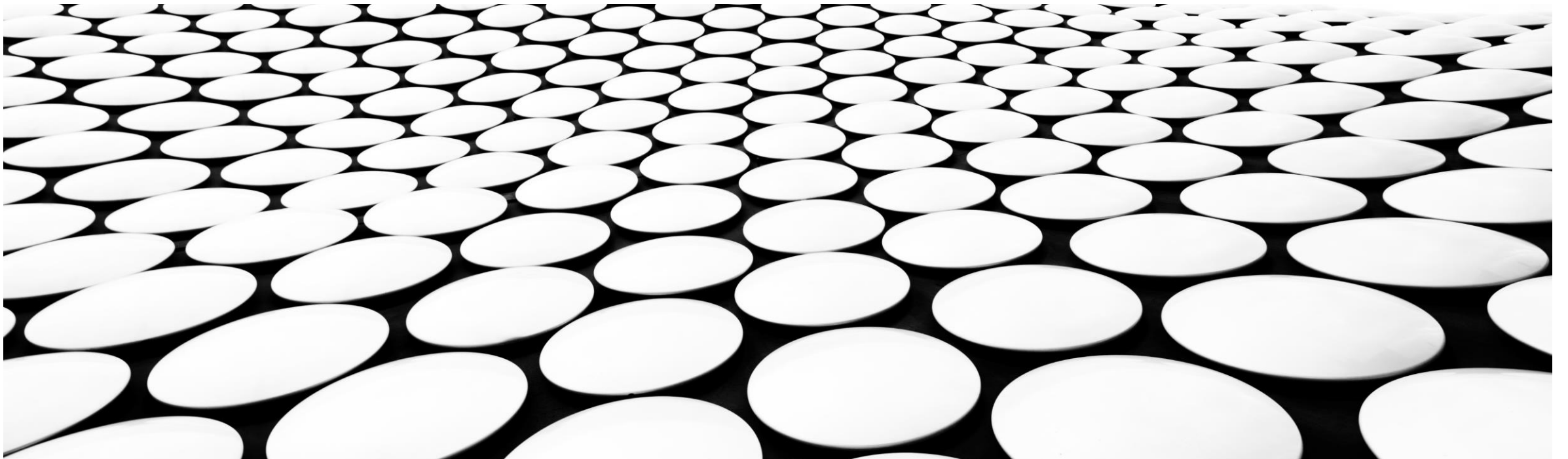


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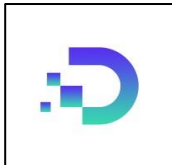
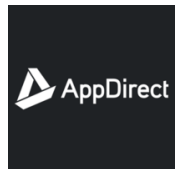
# SCALE WITH BOT MODEL

BUILD, OPERATE, TRANSFER - BOT MODEL : WE HELP YOU GET YOUR INDIA CAPTIVE UNIT WITH EASE



# MEET THE TEAM

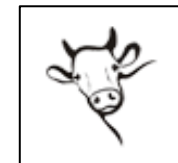
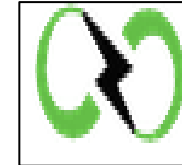
Deepak Chandani  
CEO



Neetika Maheshwari  
(HR , Finance,  
Compliance)



Anu Shadeja  
(COO)



Kanika Bhatia  
Collaborations &  
Talent Acquisition



## PROVEN TRACK RECORD



Deepak Chandani

**2009**

Incorporated

**0 -150**

Team size

**20 M**

Annual Savings

## DEEP DIVE INTO PREVIOUS SUCCESS



	Stage 1	Stage 2	Stage 3	Stage 4
Leadership	Deepak Chandani – CEO for India subsidiary	+ 2 more key Hire	+ Build Next Level Leadership	Decide if Deepak continues or hands over fully
Team Size	0 – 15	16 – 50	51 –to N ( depends on company)	Fully functional India Captive
Skills	Full Stack   QA  Support   Devops   Analytics   ML,DS   Staff Augmentation	+ Tech Architect   Cloud   Basic Business Features   Part Ownership	+ Product Co-Owner   Core Business Feature   Full Ownership	Fully Functional Product, Engineering and Ops team
Duration	3 – 6 months	4 – 12 months	1 to N Months till T stage	When the company wants after 2 years
Remarks	Use partners like PCS till India Subsidiary is formed	Recruit, Map the Operating Model, Knowledge Transfer Plan	Qtr by Qtr Engineering Plan, More Recruitment, Engg Execution	Transfer the entire ownership to parent company

# QUICK SURVEY - IS BOT MODEL GOOD FOR ME?

## Are you getting the right talent?

- I am very busy with Funding, Product Market Fitment , Engineering , Sales and expansion. Getting Right Talent, Focus and scale is often second priority for me because of time constraints

## Do you currently have capacity constraint?

- There are often many pending feature backlogs that if they had been completed would have helped the company grow further.

## Is your spending optimized , and I am ready to scale up?

- I have not given enough attention for optimised and lowering costs

## I am concerned of losing control and compromised security if I engage

- There is always a question on IP leakage , security , compliances, and I may lose control.

**BOT model is perfect for you if answer to any of the question is Yes**

# BENEFIT/COST SAVINGS ILLUSTRATION

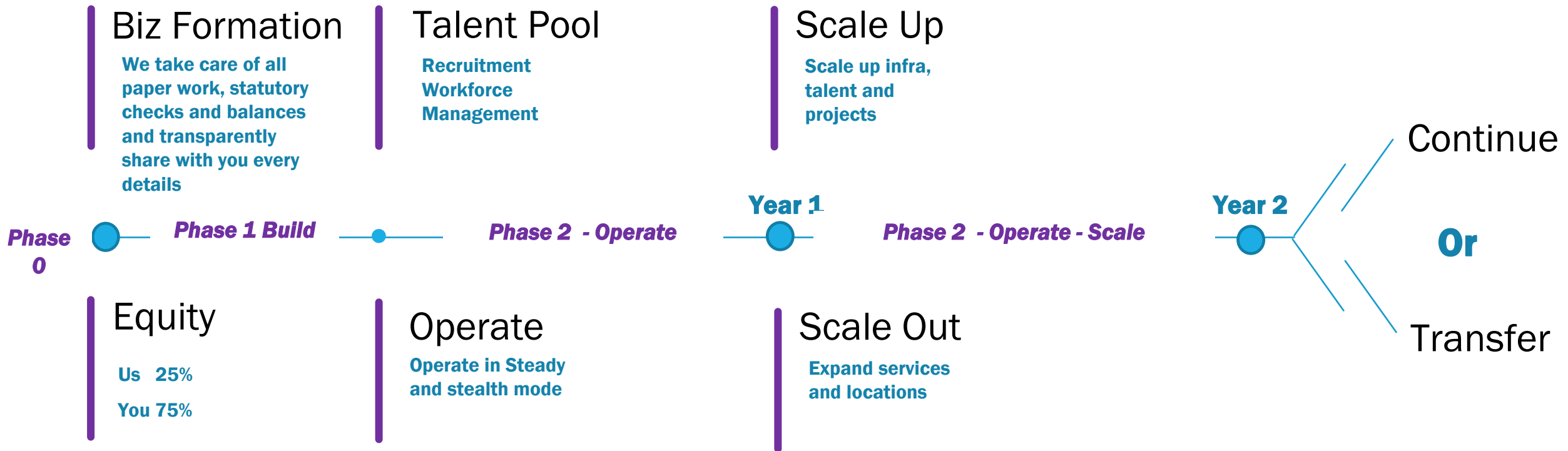
Annual savings to the tune of \$57M on a base of 500 high quality staff

# of Employees	Annual Savings in Phase 2 ( \$M)	Market Evaluation
50	5.99	7.84
75	9.06	11.76
100	12.13	15.67
150	18.26	23.51
200	24.40	31.35
500	57.92	78.37
1000	116.00	156.74
2000	232.15	313.48

Note : Indicative figures Assumption a) Avg All in Cost for US/EMEA – \$175K, India \$53K Savings of ~\$120K per person.

# PARTNERS WITH SKIN IN THE GAME WITH UNIQUE OPERATING MODEL

Help you set up your captive in India without undergoing the expanding pains and bothering of setting business in India



# HOW WE DO IT? WHAT YOU GET? HOW CAN WE HELP YOU?

Scale At Speed 

Scale in India , scale with us. We will build your **captive** organization and operate it till you want to manage it



**Build**

Formation of Biz Entity in India

Initial office Setup / Infra

Legal / HR / Finance Policies

India based Regulatory / Statutory Compliance



**Run**

Vast Talent Pool

Trusted Project Governance

Engineering and Product Mindset

Legal / HR / Finance

- India has amazing large talent pool and we can help you secure and operate that
- Set up the operations and run in all aspect till you wish to take control 100%
- India statutory and laws are not employer friendly and requires high touchpoints. We manage all that complexity for you.
- Help scale fast with numbers and throughput with experienced execution team.
- Not just an outsourcing partner , we are coming as engineering back office for company

**We will have our skin in the game for Your success, and we benefit for showing positive outcomes for company**



# HIGH LEVEL STAGES AND PLAN FOR BOT

## BOT Principles and Phases

Stage	Phase 0	Phase 1 - Build	Phase 2 - Operate & Scale	Phase 3 - Step T - Transfer
Focus	Discovery and Initiation of relationship	Formation of India Entity, Start recruitment & Team formation Year 1	Operation expands with lower cost of ownership Year 2	Full transfer of India entity to parent company Or Continue As Is Year 3 Onwards
Details	<ul style="list-style-type: none"> <li>- Sign up contract with PCS</li> <li>- Grow up to 10 resources till India company is formed : Standard billing rate with blended rate of \$5,200 p m ( \$62,400 pa) per resource.</li> <li>- Refundable Retainer of \$100,000</li> <li>- Generally start as staff augmentation start with DevOps, QA, Full Stack kind of roles.</li> <li>- Full segregation of resources from other customers</li> </ul>	<ul style="list-style-type: none"> <li>- Government formalities , employee care and policies in place</li> <li>- Deepak becomes India Company CEO, forms and runs the company with 25 percent equity, 75 percent owned by parent company</li> <li>- commitment of savings on cost ( for every 1 person add 3 people in India on avg ), and Deepak gets 25 percent of savings at end of year.</li> <li>- Hire approx. 25 new resources , all actuals shared with parent company</li> <li>- Operate from shared work space like wework / Regus</li> <li>- Plan what work resources will do, and start ownership of some product functions end to end and continue on staff augment</li> <li>- Come up with Quarterly Engineering deliverables and knowledge acquisition strategy for India Team</li> <li>- Move resources from phase 0 to India entity from PCS</li> <li>- Pay Deepak discounted salary and benefits as CEO and director as needed for forming company.</li> </ul>	<ul style="list-style-type: none"> <li>- Expand the team as per needs</li> <li>- Increase savings per resource and lower the cost with economies of scale to be greater than 1: 3 savings commitment</li> <li>- Get office space for company and office build out as per branding of company.</li> <li>- Start having next gen leaders and move end to end Product and engineering ownership from India.</li> <li>- Deepak percentage sharing on savings reduced to 20 percent and Salary and Benefit continue with 10% escalation from Year 1.</li> </ul>	<ul style="list-style-type: none"> <li>- Parent company starts controlling the India entity 100 percent</li> <li>- Every asset , resources , contracts move to parent company in total as last step as part of BOT</li> <li>- Deepak's equity gets paid by standard market evaluation metrics of Indian Entity.</li> <li>- Company and Deepak has choice to continue as India leadership role or move on</li> </ul>

# WHAT WE NEED?

**You get a Turn Key operation in as fast as 2 years .....**

## Resource Ramp Up Plan

We need to know what engineers will work on, how many and when

## Talent Acquisition Support

In year 1, last 1 or 2 rounds to be done by company staff and hire only when agreed ( year 2 fully from India)

## Knowledge Ramp Up Plan

Some people will be needed to travel India (reverse osmosis), Some people from India travel to HQ (osmosis)

## Retrospection Session

Forward looking 2 Qtr. Plan & than retrospect monthly session on what went right / Wrong and fine tune plan ahead

## Agreed Engineering Operating Model as driven by company

You decide Reporting structure , Hierarchy , Issue escalation and resolutions and we provide options

## Sound Financial Operations and Transparency

4 months Advanced Payments made for projections made. Any adjustments are discussed in monthly operations meetings.

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## WHAT NEXT?

Connect | Collaborate | Grow

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