Bizoto

Enabling Digital Evolution for Micro & Small Businesses

Meet Mr. Singh

{{..}}

	Business:	Turnover:	Employees:	Factories:
	Garment Manufacturing	INR 3 Cr Per Anum	25	3

Problems of Mr. Singh

No hands on data of business	Accounting reconciliation is a big challenge	No information on Employee Productivity	Pilferage

What Mr. Singh wants to improve

Embrace IT in custom production workflows	Maintain a dedicated & customized CRM	Create own digital sales & support channel	Option of selling through own storefront

Existing solutions for Mr. Singh

{{..}}

... and many more **disparate, cloud based, non-customizable** systems

OR

custom made IT solution for Mr. Singh

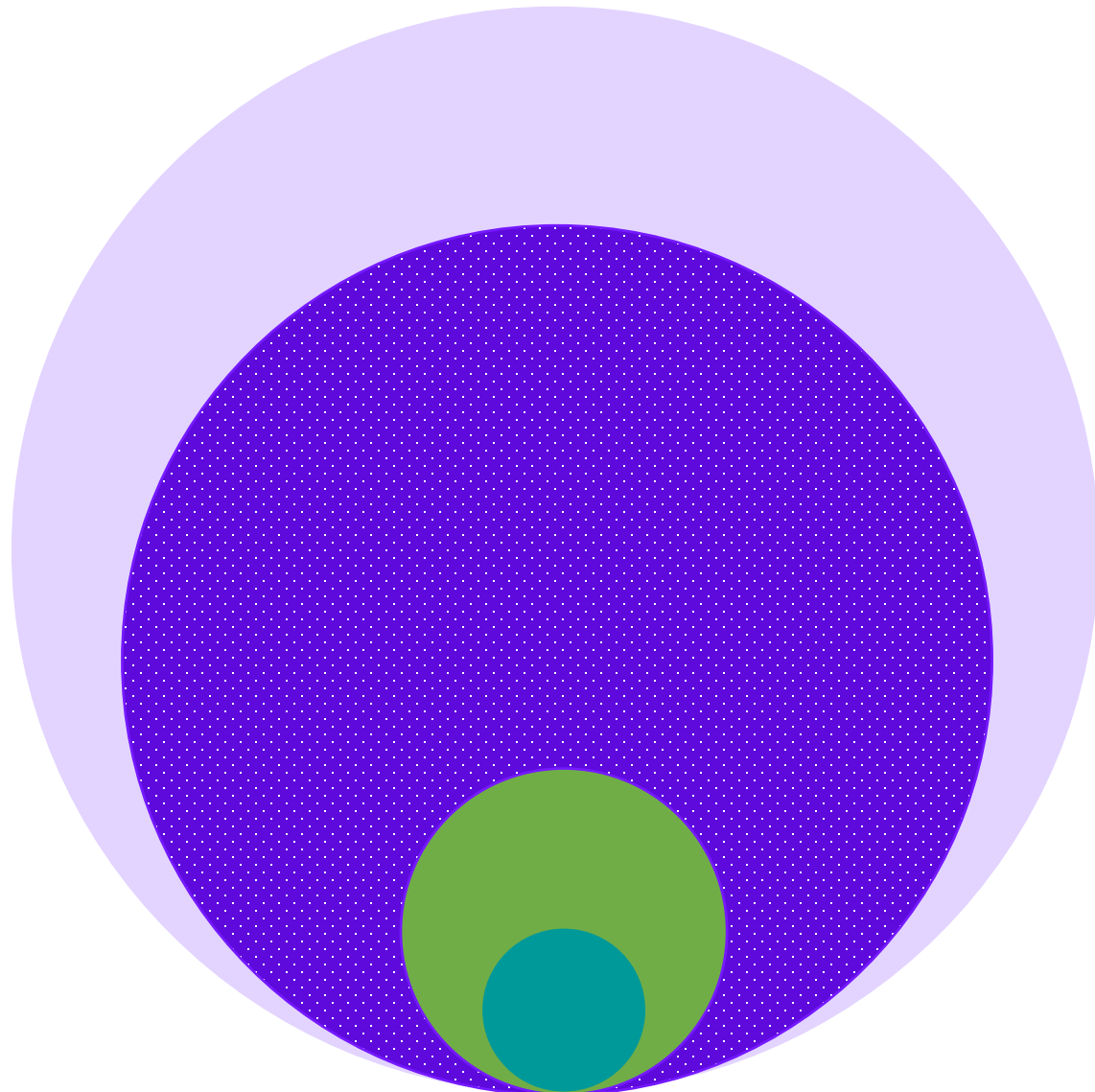| Deal with IT jargon Cloud, Database, Responsive etc | Find a trusted vendor to deliver as per custom requirements | Pay cost running into tens of Lacs of Rupees | Small change in the workflow is a big change to ask for | Maintaining & Upgrading Infra is a nightmare |

Mr. Singh either procrastinates his dream of digital transformation or had an awful experience

There are many Mr. Singh

{{..}}

7 Crore Micro & Small Businesses in India

70% wants to embrace Digital Transformation

SME spending on IT hardware, software, and services, including business services is expected to reach

$50 Bn from 6 Cr MSMEs in India in 2021

Only 30% have made any digitization effort

Only 15% are digitally mature

What Mr. Singh would love ♥

{{..}}

A **near free customized solution**, with only cloud like **small monthly maintenance fees**

Customized Solution → Cloud like pricing → Go Live in No Time → Quick & low-cost changes in process workflows → **Bizoto**

A **process automation platform**, where SMEs can **automate** their business processes and embrace **digital transformation**
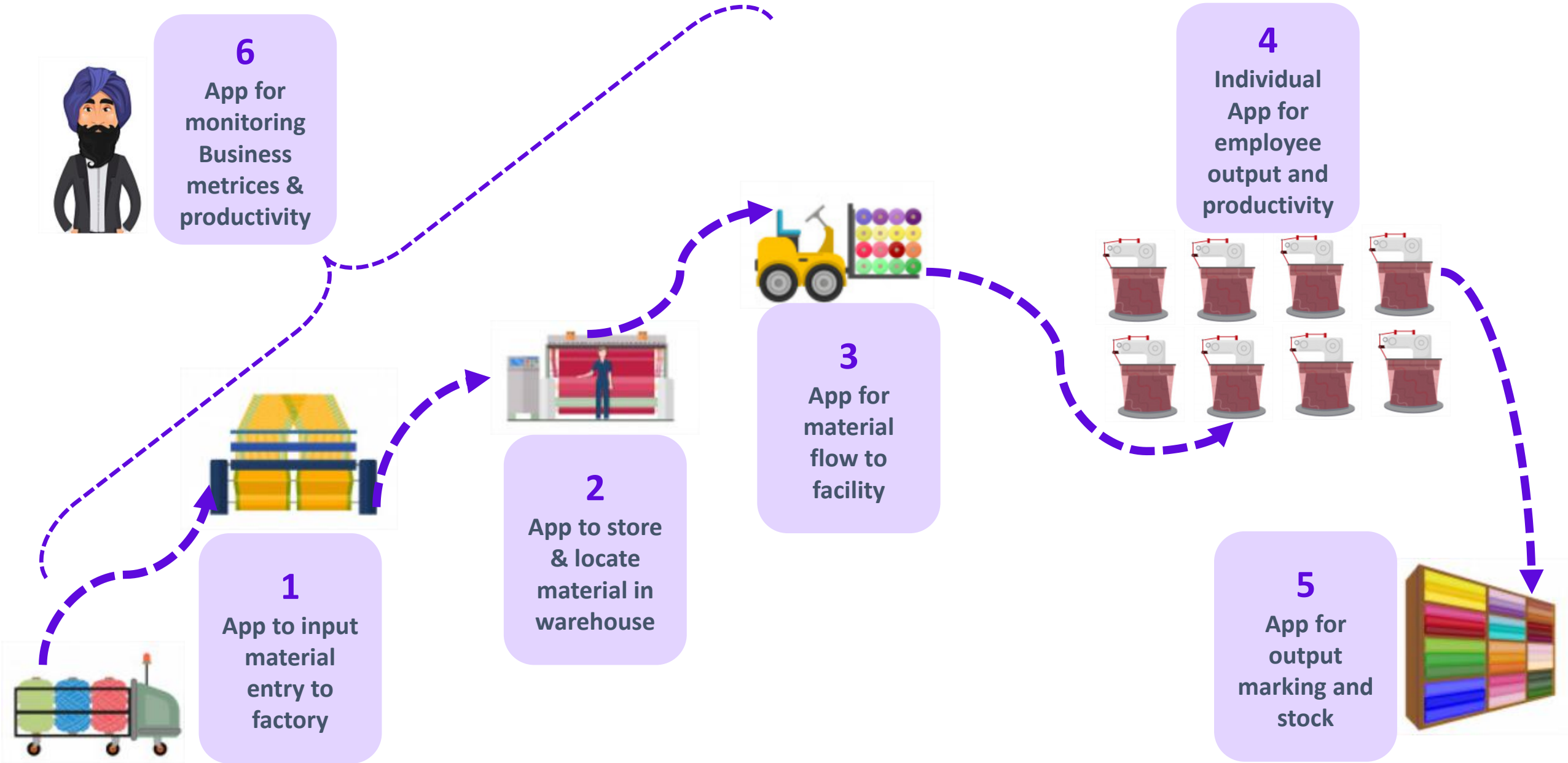
| **Low Code** | **Low Time to implement** | **Complete custom data model & control** | **Complete custom look & feel** |

Mr. Singh enables automation using Bizoto

{{..}}

6
App for monitoring Business metrices & productivity

4
Individual App for employee output and productivity

3
App for material flow to facility

2
App to store & locate material in warehouse
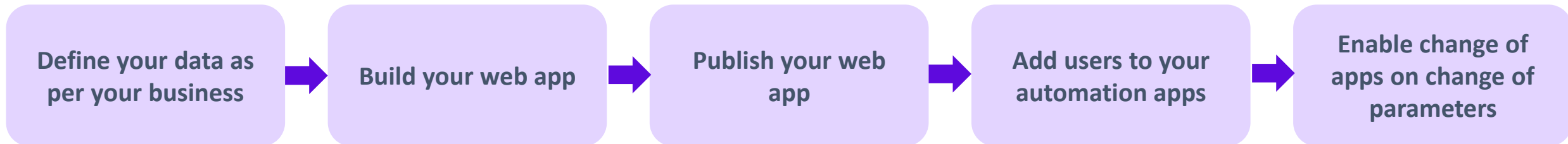
1
App to input material entry to factory

5
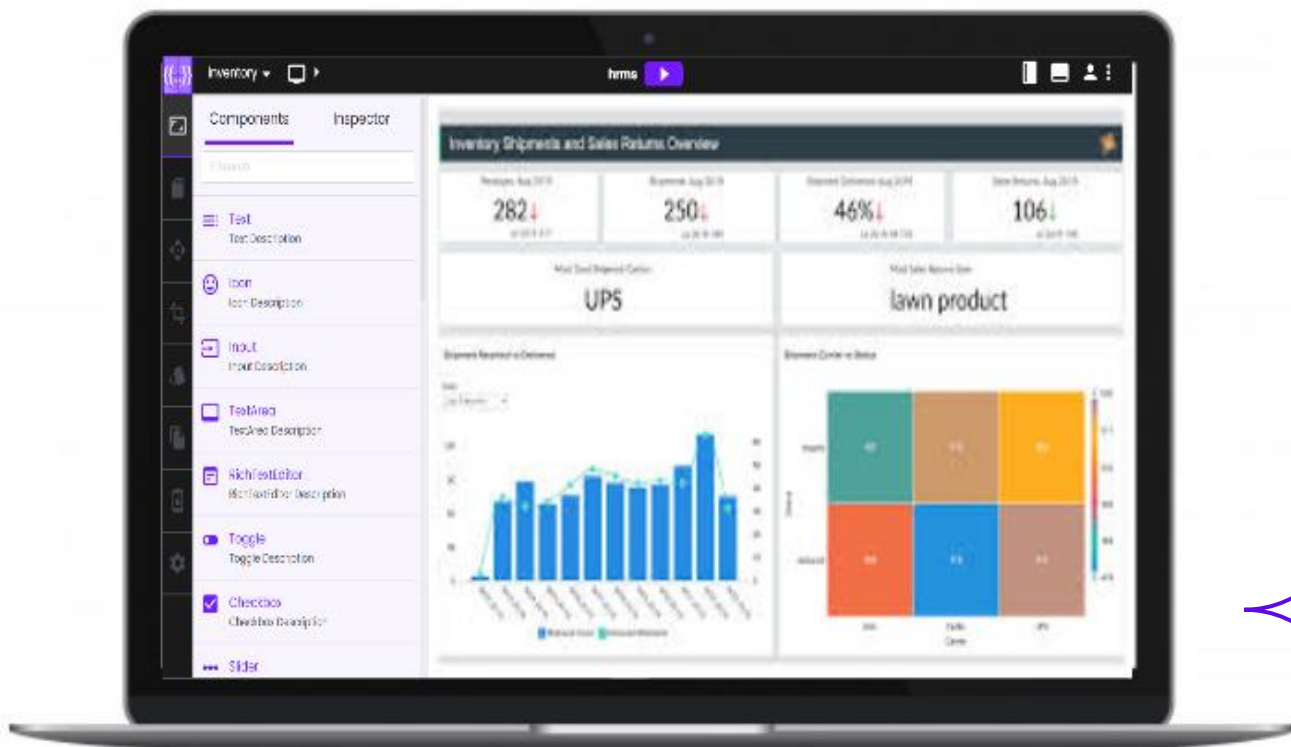App for output marking and stock

Bizoto

{{..}}

An extremely **powerful** & **super-flexible low-code** tool to build **custom applications** in minutes

- Create your customized web apps in minutes with our low code tool

- Especially designed keeping business automation requirements at MSMEs

- To make SMB processes like Job works, Accounting, Inventory, Sales, Marketing, HR, Customer service more efficient

- Keep control of all your data at a central place

- Integrate with existing cloud tools like Zoho, Freshworks, Hubspot, Salesforce etc if you are using one

Let our team **implement** your **custom** requirements in **no-time** at **no fixed cost** using powerful **Bizoto**
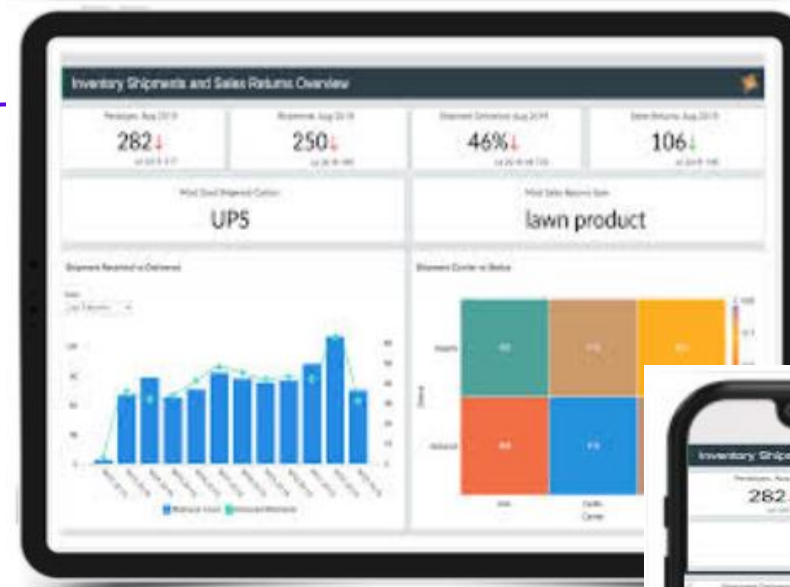
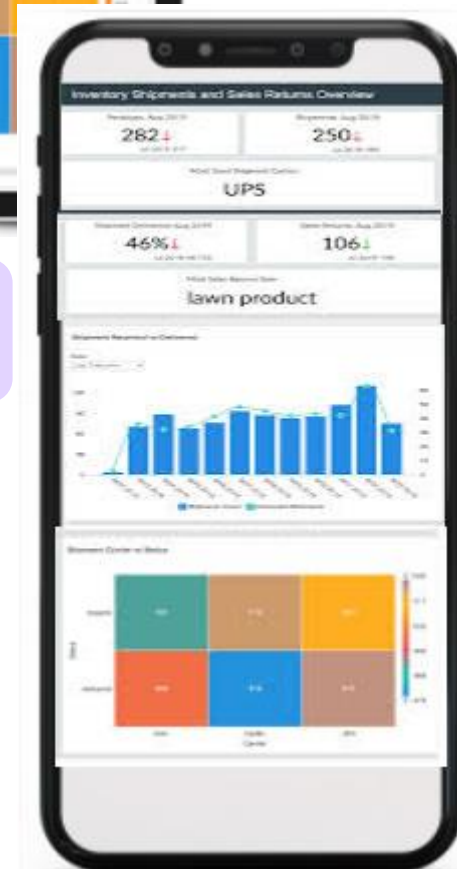| **Define your data as per your business** | → | **Build your web app** | → | **Publish your web app** | → | **Add users to your automation apps** | → | **Enable change of apps on change of parameters** |

Product

Bizoto Studio

- Drag & Drop builder for creating dynamic web apps
- Powerful Database & API integration toolkits – connect to anything
- Developer friendly and extremely flexible – like custom implementation
- Complete control over design style and colors
- Supports access control with complete flexibility

Bizoto App

- Responsive & Mobile first
- Progressive Web App (PWA)
- Cross Browser
- Supports multiple databases
- Supports any API integration
- Out of the box support for popular tools such as google sheet, zoho, freshworks, salesforce etc

Reference Models

Retool

- More of a DIY tool – difficult to adopt from SMEs context

- Focused on internal tools for start-ups

- Too much developer oriented

- Does not offer deep UI customization

- Does not support good native access control – required in Indian and SME context

- No focus on Indian market esp. SMEs

Founded in 2017, Raised total of $75 mn
Last round Valuation : $925 mn in Oct 2020

.bubble

- More of DIY tool with plugin support – difficult to adopt in SMEs

- Does not support on-premise deployment

- Does not support custom database out of the box

- Too much of a learning curve for DIY for SMEs

- Does not support native access control

- No focus on Indian market esp. SMEs

Founded in 2012, Raised 6 mn

USP and Competitive Advantage

{{..}}

Low code tool designed for MSMEs

- Complete custom implementation support by team Bizoto

- Pre-built MSME app templates as a quick starter

- Pre-built India centric widgets such as Razorpay payment button, Export in Tally format, integrations with Zoho, Widgets & Integrations with Bharat Billpay etc

- Complete control over data

- No IT hangups

- Supports both Managed On-prem and Cloud Hosting

- Centralized data produced by apps can be further used for IT enhancement in IOT, Analytics, Bigdata & Machine Learning.
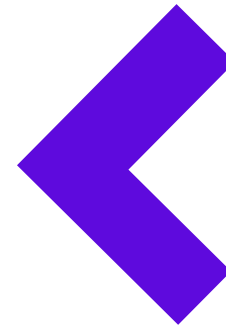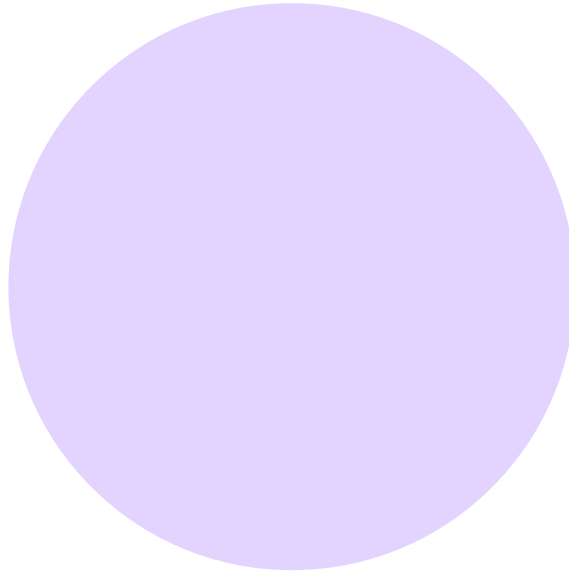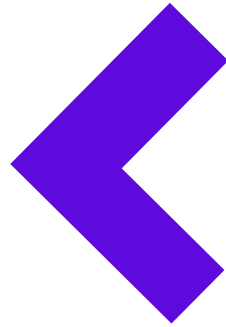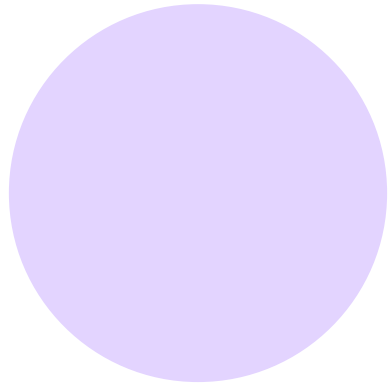
Barriers to Entry

- First to market & Quick adoption
- Make in India product with local support and fallback
- India centric Custom widgets and templates for MSMEs
- Mature product with growing MSME usecase templates
- Affordable price, no one can match

Competition

- No make-in-India low-code app builder solution yet
- Global companies lack India & MSME presence & focus
- Local sales, support & implementation required
- Local widgets for GST, Payments etc required
- For Indian companies, market is fragmented & untapped

Indian Solutions does not exist & International Solutions are not localized

Monetization

{{..}}

- 2,500 paying SME customers
- 10,000 apps
- INR 1000/app/month

Rev: INR 1 Cr per month

CY - 2021

- 50,000 paying SME customers
- 200,000 apps
- INR 1000/app/month

Rev: INR 20 Cr per month

CY - 2022

- 200,000 paying SME customers
- 1,000,000 apps
- INR 1000/app/month

Rev: INR 100 Cr per month

CY - 2023

Go to Market Strategy

{{..}}

Digital Channels

Intrinsic sales

- Pilot Program with select set

- Get more customers from Word of Mouth/References

- Scale with Digital Ads to generate leads at scale

- Customer Success team to educate, onboard & handhold

- SME Focussed channel partnerships, Influencers

Partnerships & SME Events

Participate in SME events

- CII
- Assocham
- FICCI
- Tech Saksham
- UNIDO
- SIDBI

Participate in SME Fests & Events

Participate in Meity Events

Corporate Collaborations

Partner with corporates : -

- "Grow with Google" by Google

- "Support Small Business" by FB

- "Cisco SME programme"

- "Jio SME connect" by Reliance