Vision, Mission, Plans for the Future,

Roadmap for Growth

Our Vision

- **Software development is a huge industry**

- **Outsourcing is only going to continue to grow**

- **No clear leader**

- **India the first country emerge**

- **Now the global competition**

- **Where does Svitla fit in – grow to one of the largest outsourcing companies not just in Ukraine but in Eastern Europe**

Svitla Story

- **How it all started – October 17th, 2003 - our company Day**

- **Svitla meaning and Svitla's Roman "legend"**

- **What we want to do next**
    - **Growth, growth, growth**
    - **Discomfort when growing and evolving**
    - **Key to growth and replicate the process with the growth**

Svitla systems

Svitla Advantage

- **Ability to get sales – Svitla's one of the key advantage**

- **Location in Silicon Valley**

- **Access to Stanford entrepreneurs and networks**

- **Strong technical talent**

- **Ability to recruit and bring new people is important**

- **Processes and motivation schemes**

- **Svitla's advantage for people**

Developers Gradation Within Svitla

	Stazhor	Junior	Middle	Senior/Team Leader
Kyiv/Elsewhere in Ukraine	$250-500	$600-1000	$1100-1600	$1700-3000
Average Expectation to move	3 – 6 months	1-2 years	2-3 years	

Juniors/Middle Developers

- **Perform on the project, keep the customer happy**

- **Utilization levels are important !**

- **Do the project work and do it well**

- **Grow technically**

- **Develop good communication skills**

- **English in Svitla is a must, improve English skills**

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Team Leaders Responsibilities

- **Make customers happy!**

- **Manage and grow the team**

- **Communicate holidays schedules, coordinate vacations, etc with the customer in advance**

- **Work with HR and sales department**

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Compensation with Svitla

- **For stazhory, juniors and middle – reviews twice a year**

- **Process for review - team leader is primary input, HR, and management team input**

- **Key criteria for evaluation in review:**

  - ✓ **Performance on projects & customer satisfaction is key**

  - ✓ **Utilization on project basis**

  - ✓ **Technical/professional growth**

  - ✓ **Bringing/referring new people to the team**

Compensation in Svitla – Team Leaders

- Annual bonus in the form of 13th month salary

- 3 buckets equally weighted

Bucket 1. Performance on current projects
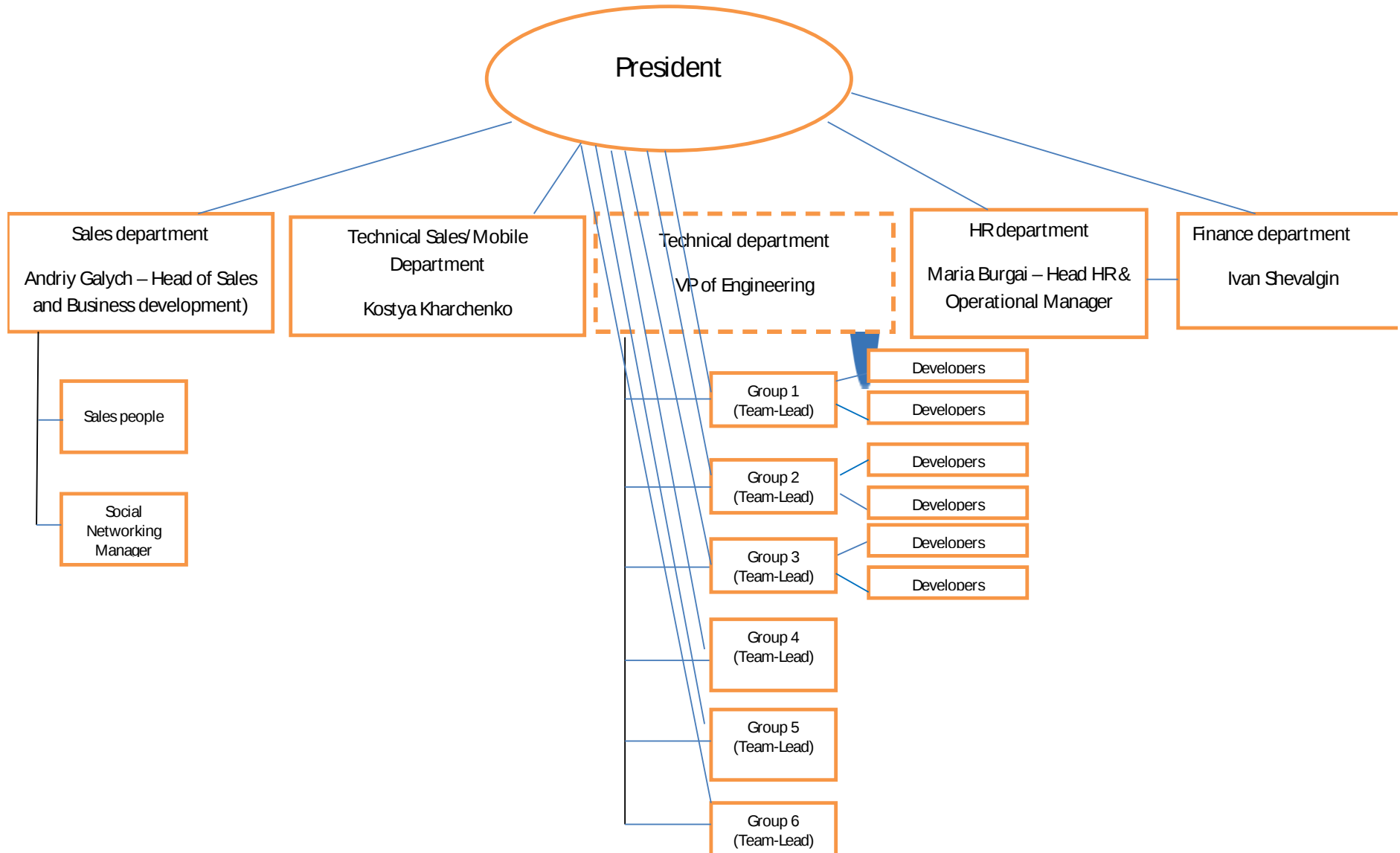- ✓ no decrease in the team
- ✓ happy customer
- ✓ no loss of projects

Bucket 2. Work with HR and Sales department

- Input and reviews from Maria and Andriy

Bucket 3. Adding new people onto the team/spinning out new team leaders

Org Chart

President

Sales department

Andriy Galych – Head of Sales and Business development)

Technical Sales/Mobile Department

Kostya Kharchenko

Technical department

VP of Engineering

HR department

Maria Burgai – Head HR & Operational Manager

Finance department

Ivan Shevalgin

Sales people

Social Networking Manager

Group 1 (Team-Lead)

Group 2 (Team-Lead)

Group 3 (Team-Lead)

Group 4 (Team-Lead)

Group 5 (Team-Lead)

Group 6 (Team-Lead)

Developers

Developers

Developers

Developers

Developers

Developers

What is HR doing?

- **Taking care of people**

- **Recruiting, interviewing, close collaboration with Sales**

- **Monthly "Open door " Policy – last Friday of each - with the Management team**

- **Conduction of the evaluations**

- **Track vacations – Nina , Maria**

- **Maria's short presentation**

What is Finance Department Responsibilities?

- **Take care of compensation # 1 priority**

- **Do all the paperwork related to P. E.**

- **Computer/hardware related purchases**

- **Utilization tracking and time reports**

What Does Sales Department Do?

- **Sales are key for growth, cannot be done in a vacuum, maximum**

Support to our sales department from team leaders

- **Sales department road map**

- **Andriy's short presentation**

Svitla *systems*

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Off we go to a merry start!

Questions, discussion and

NOW WE PARTY!!!