



***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 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**



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**



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

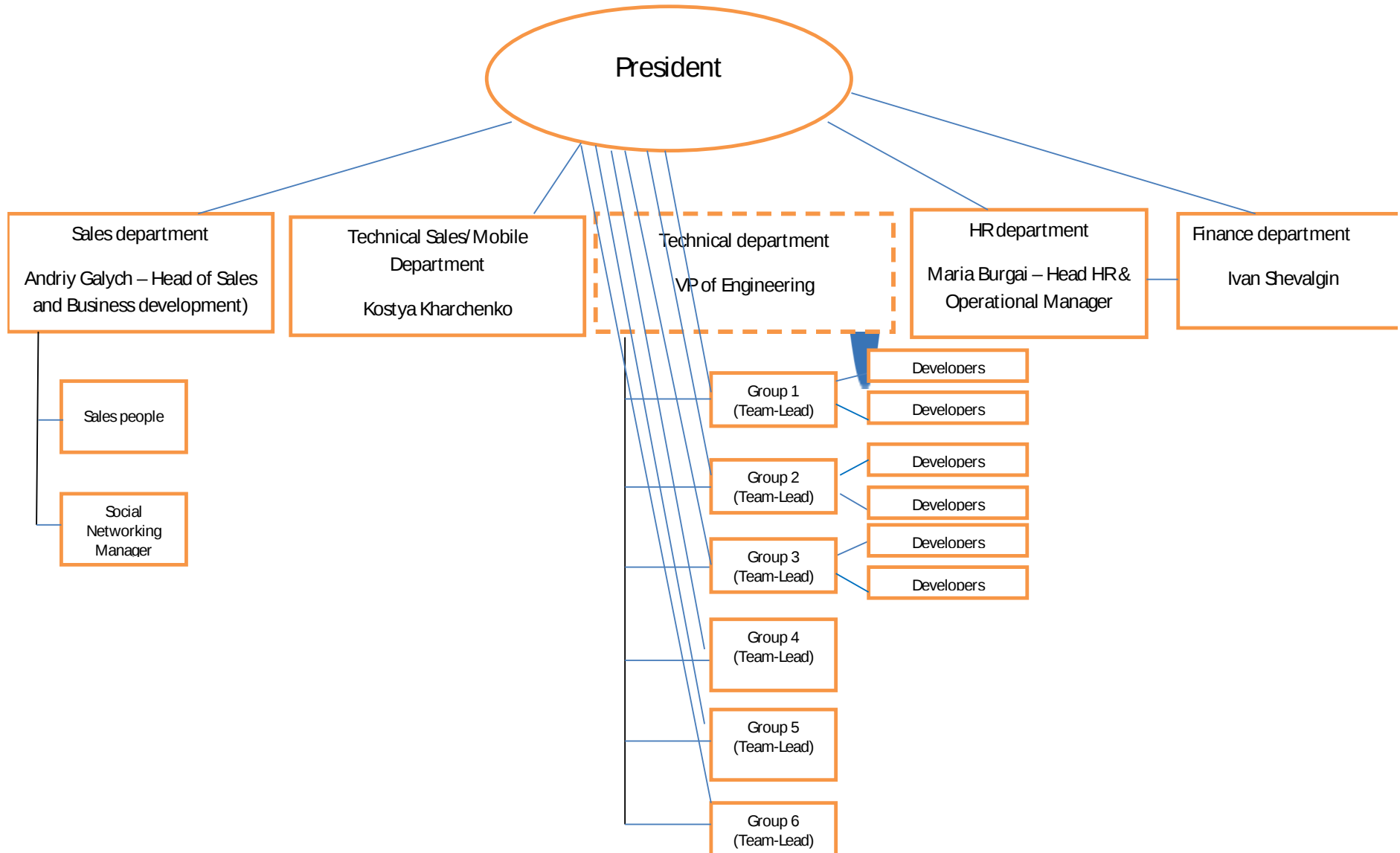


Bucket 2. Work with HR and Sales department

- Input and reviews from Maria and Andriy

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

Org Chart



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



Off we go to a merry start!

Questions, discussion and

NOW WE PARTY!!!

