



***Vision, Mission, Plans for the Future,  
Roadmap for Growth***

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# Our Vision

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- **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

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- **How it all started – October 17<sup>th</sup>, 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

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- **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

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	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

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- **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

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- **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

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- 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

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- Annual bonus in the form of 13<sup>th</sup> month salary
- 3 buckets equally weighted

## **Bucket 1. Performance on current projects**

- ✓ no decrease in the team
- ✓ happy customer
- ✓ no loss of projects

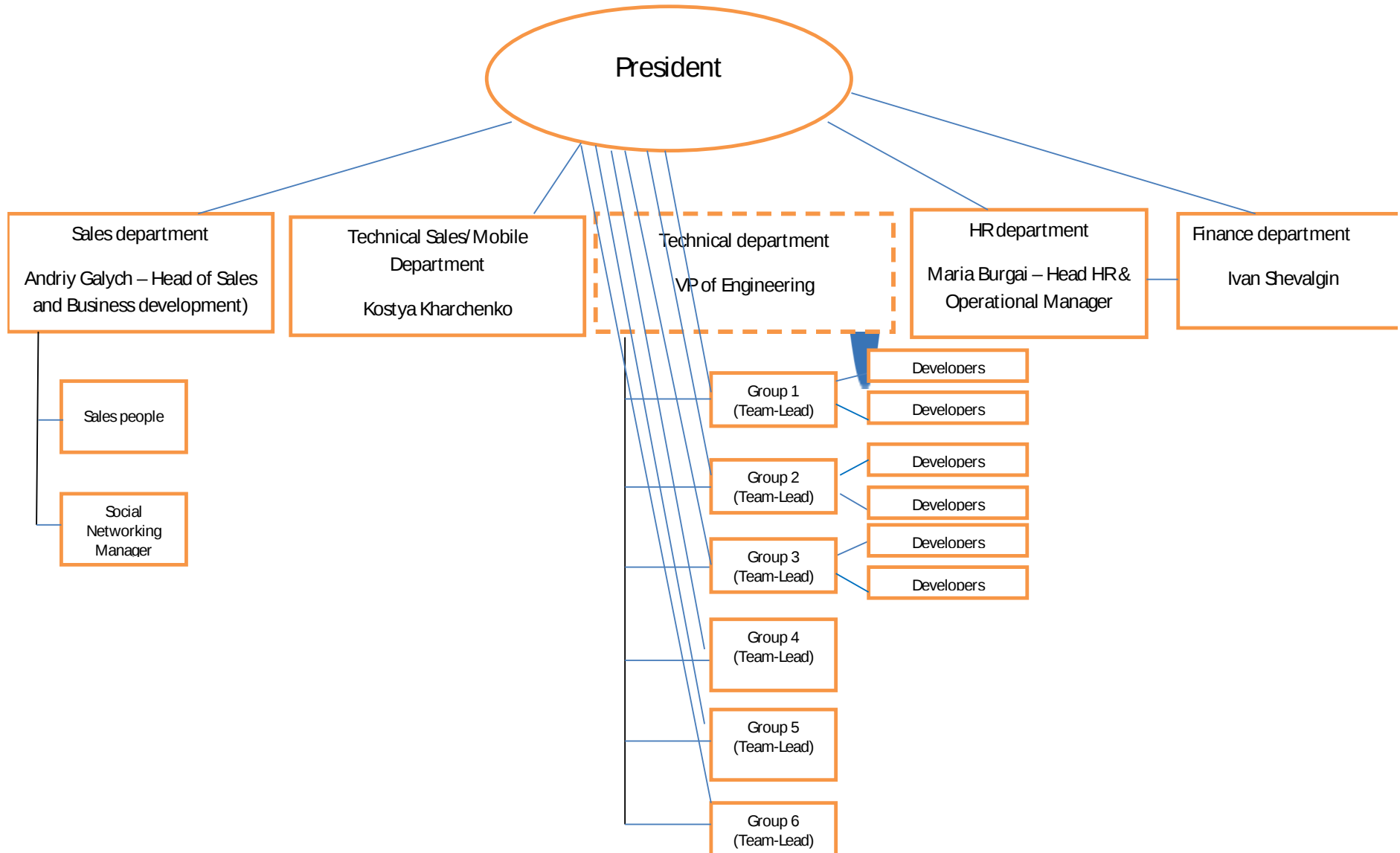


## **Bucket 2. Work with HR and Sales department**

- 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?

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- 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?

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- 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?

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- 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!

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*Questions, discussion and*

***NOW WE PARTY!!!***

