ApproApp

YOUR APPROVALS OUR RESPOSIBILITY

PURPOSE

YOUR APPROVALS, OUR RESPONSIBILITY. ApproApp mission is to advance the process of digital signing different documents or legal application to be exchanged between different stakeholders of an organization.

PROBLEM

- Digital signature is not working the way it was made for.

- An Organization is made of decisions approved by it's employees using physical signing process this is the pain point.

- We need to find a solution to remove paper work and lengthy physical process

SOLUTION

- ApproApp addresses digital signing platform with its own online portal that links organizations, Executives, and Applicants on single platform.

- Improving Security of confidential documents and reducing time consumption and online frauds this advanced and convenient way of digital approvals platform will be available from March 2018.

- Representing significant value over existing alternatives, our online service will be priced at INR 10,000 per organization per year meaning both cost and profitability will be highly attractive to our initial customers and early investors.

APPROACH

- Our approach is simple, multidimensional & is a part of artificial intelligence I.e, process mining. We'll have 4 types of use cases I.e, organizations, executives, applicants, & Rest world.

- Organizations will have form builder they will build forms which will be filled by using applicant portal now it will be converted to PDF and sent to executives.

- Executives will digitally sign that pdf using encrypted pfx files provided by us. Now a QR code will be printed on pdf which can be scanned to get real copy of approval from our servers this will stop frauds.

WHY NOW

- Digitalization is on its top levels.
- Digital signature system is now required by many govt organizations eg. MCA.
- Physical Signing is slow and unsecure.

PRODUCT

Organization platform: organization will be able to create or build online forms which will be used by applicants to apply for a specific task in the organization. The organization will also be capable of publishing documents which will carry all the necessary information of required digital signatures by officials for the approval of an application. They will also publish information from last stakeholder who will collect that document and process it.

Applicant platform: individuals can fill those forms online and send them to officials for approval using our platform, they will be notified at each step of processing the document, lie when it will proceed to the next official and what comments did last official make.

Official platform: officials will be required to digitally signed the documents and approve them through their pfx files provided to them on behalf of ApproApp.

Approval information platform: every document processed on our website will be having a QR code on it, Scanning this QR anyone can reach the approval information published on our website if a executive wants to change his decision he can apply for disapproval which will change the original copy of approval and company will have the rights to disapprove the real copy or not.

DEVELOPMENT

- Product Development will take two months and while developers will develop product our team will be setting up servers so that we can host our database and clouds by our own(No Third Party Data Sharing).

- It will be done by using python as programming language and django as programming framework.

- Functions that are not a competitive advantage for us i.e. printing materials, building websites will be outsourced to vendors who can provide a distinctive offering in those areas.

B->B->C

ApproApp will create its customer segment as applicant tapped by organizations.

So, we will market our site in businesses or organizations who will market it to get applicants as our customers.

SALES & DISTRIBUTION

- Sales calls will be made our CEO and chief of business development. Not only will they be able to represent the products we offered and negotiate pricing and contracts. The also will be the support facilitators.

- This sales model will enable our clients to understand the value proposition offerings as well as enable them to get a sense for how our platform differ dramatically from traditional signing process going on in the organizations.

1ST CUSTOMER

- We will initially try to market our product in educational institutions like Thapar University, Chitkara, CU.Chd., etc.

- Because these colleges get a lot of signing works.

- Each professor has to sign 100s of documents daily.

- So We can expect our initial customers from these colleges.

DIRECT

DIGIO & SIGNDESK

INDIRECT

ADOBE

BENEFITS

- Our product valid with IT act 2000 as we provide encrypted pfx files.

- Networking Based Approvals or chain approvals.

- Executive can change his decision.

- Single Platform for all stakeholders.

- Fraud proof as QR code contains real copy of approval.

- More reliable.

- Highly Secured.

- We do not share data with any third party.

- And much more

MARKET SIZE

- Our target market consists of officials like engineers, professors, doctors etc. who works at some organization. Each ApproApp product offering targeted at filing 1 or more of gaps between them for approvals or digital signatures required for one another.

- We will target to organizations inside India.

1.57 Million Registered

companies in

INDIA

TAM, SAM, & SOM

TAM
SAM
SOM
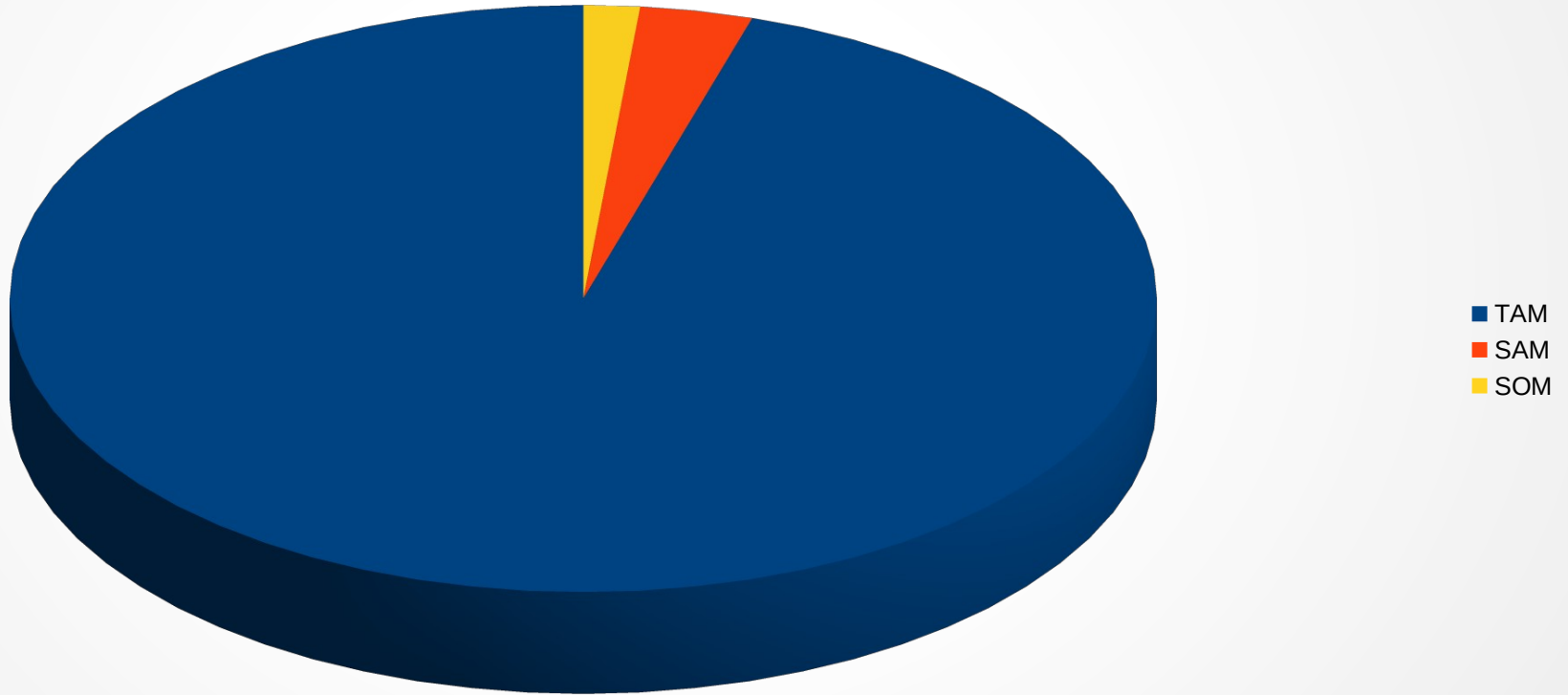
PITCH DECK APPROAPP

FINANCIAL

ApproApp		Year 1	Year 2	Year 3	Year 4	Year 5
Summary						
Years 1 to 5						
		Year 1	Year 2	Year 3	Year 4	Year 5
Summary Financials ($)						
Revenue		21,012,500	50,050,000	200,250,000	200,250,000	600,250,000
Gross Profit		15,629,000	37,239,500	155,700,000	148,760,000	484,265,000
EBIT		9,788,667	23,137,833	114,872,667	107,086,667	374,531,667
EBITDA		10,122,000	24,504,500	117,106,000	109,520,000	377,965,000
Net Earnings		9,788,667	16,196,483	80,410,867	74,960,667	262,172,167
Net Cash from Operating Activities		5,294,000	17,651,150	73,524,200	77,394,000	241,665,500
Capital Expenditures		400,000	2,000,000	3,200,000	2,100,000	3,100,000
Interest Income/(Expense)		0	0	0	0	0
Dividends						50,000
Cash		8,894,000	39,545,150	139,869,350	215,163,350	503,678,850
Total Equity		10,788,667	35,985,150	156,396,017	221,356,683	543,478,850
Total Debt		0	0	0	0	0
Growth						
Revenue Growth Rate - CAGR:			138%	300%	0%	200%
Net Earnings Growth Rate - CAGR:			65.5%	396.5%	Nil	249.7%
Ratios						
Current Ratio		3.4	8.6	8.2	11.7	10.3
Debt to Capital (LT Debt + Equity)		0.0	0.0	0.0	0.0	0.0
Profitability						
Gross Profit %		74.4%	74.4%	77.8%	74.3%	80.7%
Operating Expenses %		27.7%	28.2%	20.4%	20.8%	18.3%
Net Earnings %		46.6%	32.4%	40.2%	37.4%	43.7%
Returns						
Return on Assets		50.1%	31.9%	45.5%	29.8%	43.6%
Return on Equity		66.2%	35.2%	51.4%	32.4%	48.2%
Return on Capital (LT Debt + Equity)		66.2%	35.2%	51.4%	32.4%	48.2%

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VALUATION

ApproApp

Valuation

Venture Capital Method

Years 1 to 5

Assumptions:		REF							Notes					
Investor required IRR	60%	A												
P/E ratio at IPO or acquisition	15	B												
Initial investment	$1,500,000	C		FV(A,C)	G/F				IRR(D,G)					

	REF	D	E	F	G	H	I	J	K					
Valuation Calculation		Year	Net Income	Market Capitalization	Required Future Value (Investor)	Investor's Share	Investor's Return	Investor's ROI	Investor's IRR	IRR Calculation Workspace				
Calculation			Income Stmt	B * E	FV(F,D)	C / G	F * H	I / C	IRR(I,C,D)	Start	Year 1	Year 2	Year 3	Year 4	Year 5
Liquidity Event in Year 1		1	9,788,667	$146,829,998	$2,400,000	1.6%	$2,400,000	160%	60%	($1,500,000)	$2,400,000				
Liquidity Event in Year 2		2	16,196,483	$242,947,250	$3,840,000	1.6%	$3,840,000	256%	60%	($1,500,000)	$0	$3,840,000			
Liquidity Event in Year 3		3	80,410,867	$1,206,163,000	$6,144,000	0.5%	$6,144,000	410%	60%	($1,500,000)	$0	$0	$6,144,000		
Liquidity Event in Year 4		4	74,960,667	$1,124,410,000	$9,830,400	0.9%	$9,830,400	655%	60%	($1,500,000)	$0	$0	$0	$9,830,400	
Liquidity Event in Year 5		5	262,172,167	$3,932,582,500	$15,728,640	0.4%	$15,728,640	1049%	60%	($1,500,000)	$0	$0	$0	$0	$15,728,640

					Negotiation Workspace									
					Year	Investor's Share	Investor's Return	Investor's ROI	Investor's IRR					
					1	25.0%	$36,707,499	2447%	2347%	($1,500,000)	$36,707,499			
					2	25.0%	$60,736,813	4049%	536%	($1,500,000)	$0	$60,736,813		
					3	25.0%	$301,540,750	20103%	486%	($1,500,000)	$0	$0	$301,540,750	
					4	25.0%	$281,102,500	18740%	270%	($1,500,000)	$0	$0	$0	$281,102,500
					5	40.0%	$1,573,033,000	104869%	302%	($1,500,000)	$0	$0	$0	$0	$1,573,033,000

CASH FLOW

ApproApp		Year 1	Year 2	Year 3	Year 4	Year 5
Cash Flow Statememt						
Years 1 to 5						
($)						
OPERATING ACTIVITIES						
Net Earnings		9,788,667	16,196,483	80,410,867	74,960,667	262,172,167
Depreciation		333,333	1,366,667	2,233,333	2,433,333	3,433,333
Working Capital Changes						
(Increase)/Decrease Accounts Receivable		(4,980,000)	0	(13,280,000)	0	(31,540,000)
(Increase)/Decrease Inventories		(4,980,000)	0	(9,760,000)	0	(25,460,000)
(Increase)/Decrease Other Current Assets		(600,000)	0	(1,600,000)	0	(3,800,000)
Increase/(Decrease) Accts Pay & Accrd Expenses		5,132,000	88,000	13,920,000	0	33,060,000
Increase/(Decrease) Other Current Liab		600,000	0	1,600,000	0	3,800,000
Net Cash Provided/(Used) by Operating Activities		5,294,000	17,651,150	73,524,200	77,394,000	241,665,500
INVESTING ACTIVITIES						
Property & Equipment		(400,000)	(2,000,000)	(3,200,000)	(2,100,000)	(3,100,000)
Other						
Net Cash Used in Investing Activities		(400,000)	(2,000,000)	(3,200,000)	(2,100,000)	(3,100,000)
FINANCING ACTIVITIES						
Increase/(Decrease) Short Term Debt		0	0	0	0	0
Increase/(Decrease) Curr. Portion LTD		0	0	0	0	0
Increase/(Decrease) Long Term Debt		0	0	0	0	0
Increase/(Decrease) Common Stock		1,000,000	9,000,000	40,000,000	(10,000,000)	60,000,000
Increase/(Decrease) Preferred Stock		3,000,000	6,000,000	(10,000,000)	10,000,000	(10,000,000)
Dividends Declared		0	0	0	0	(50,000)
Net Cash Provided / (Used) by Financing		4,000,000	15,000,000	30,000,000	0	49,950,000
INCREASE/(DECREASE) IN CASH		8,894,000	30,651,150	100,324,200	75,294,000	288,515,500
CASH AT BEGINNING OF YEAR		0	8,894,000	39,545,150	139,869,350	215,163,350
CASH AT END OF YEAR	0	8,894,000	39,545,150	139,869,350	215,163,350	503,678,850

BALANCE SHEET

ApproApp
Balance Sheet
Years 1 to 5
($)

	Begin	Year 1	Year 2	Year 3	Year 4	Year 5
ASSETS						
CURRENT ASSETS						
Cash	0	8,894,000	39,545,150	139,869,350	215,163,350	503,678,850
Accounts Receivable		4,980,000	4,980,000	18,260,000	18,260,000	49,800,000
Inventories		4,980,000	4,980,000	14,740,000	14,740,000	40,200,000
Other Current Assets		600,000	600,000	2,200,000	2,200,000	6,000,000
Total Current Assets	0	19,454,000	50,105,150	175,069,350	250,363,350	599,678,850
PROPERTY & EQUIPMENT	0	66,667	700,000	1,666,667	1,333,333	1,000,000
TOTAL ASSETS	0	19,520,667	50,805,150	176,736,017	251,696,683	600,678,850
LIABILITIES & SHAREHOLDERS' EQUITY						
CURRENT LIABILITIES						
Short Term Debt					0	
Accounts Payable & Accrued Expen		5,132,000	5,220,000	19,140,000	19,140,000	52,200,000
Other Current Liab		600,000	600,000	2,200,000	2,200,000	6,000,000
Current portion of long term debt			0	0	0	0
Total Current Liabilities	0	5,732,000	5,820,000	21,340,000	21,340,000	58,200,000
LONG TERM DEBT (less current portion)			0	0	0	0
STOCKHOLDERS' EQUITY						
CommonStock	0	1,000,000	10,000,000	50,000,000	40,000,000	100,000,000
Preferred Stock	1,000,000	4,000,000	10,000,000	0	10,000,000	0
Retained Earnings		9,788,667	25,985,150	106,396,017	181,356,683	443,478,850
Total Equity	1,000,000	14,788,667	45,985,150	156,396,017	231,356,683	543,478,850
TOTAL LIABILITIES & EQUITY	1,000,000	20,520,667	51,805,150	177,736,017	252,696,683	601,678,850

PITCH DECK APPROAPP

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Current Valuation
= INR 122Mn

Our Need
= INR 1Mn

FUTURE

- We will start from a small part of market with less resources for example 50 organizations and required web platform with 50x100 encrypted pfx files provided by our side.

- On next stage we will tap Certifying Authorities of India who will provide us pfx files now our signs will be legal all over India because of IT act 2000.

- In last stage we will tap international certifying authorities which will enable us to launch internationally.

THANK YOU!