

# Austria's comparison platform for relocation & craftsman services

Pitchdeck

Michael Schneider, CEO & Founder



# PROBLEMS



PROBLEM



PEOPLE



COSTS



ONLINE

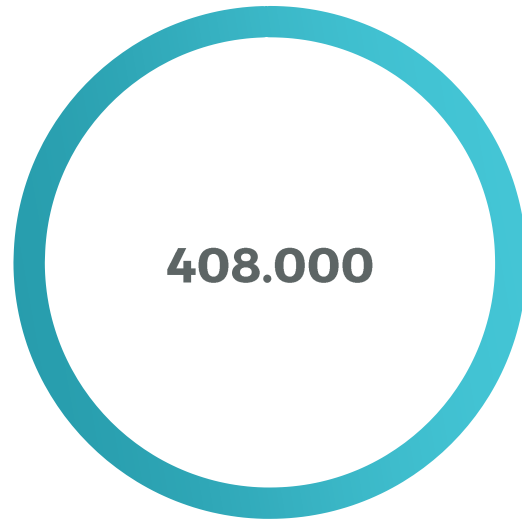
## Problems people have:

- ✓ Huge market of companies to search through
- ✓ Many different and nontransparent rates
- ✓ Hidden charges & bait offers

## Problems companies have:

- ✓ Marketing is expensive (Google Adwords, Print, etc.)
- ✓ Cold leads
- ✓ Customer is hard to reach
- ✓ Not much know how in (online) marketing

# Market Relocation (AT)



**Relocations in general\***



**Relocations /w companies\*\***

\* 408.000 households (817.000 people) were relocating in Austria 2016

\*\* 25% of all relocating households will book a professional relocation service.

# Market Relocation (GER)



**Relocations in general\***



**Relocations / w companies\*\***

\*6,1 Mio. households (>11,32 Mio. people) were relocating in Germany 2016.

\*\* 25% of all relocating households will book a professional relocation service.

# Market Value Relocation (**GER & AT**)



**Germany**

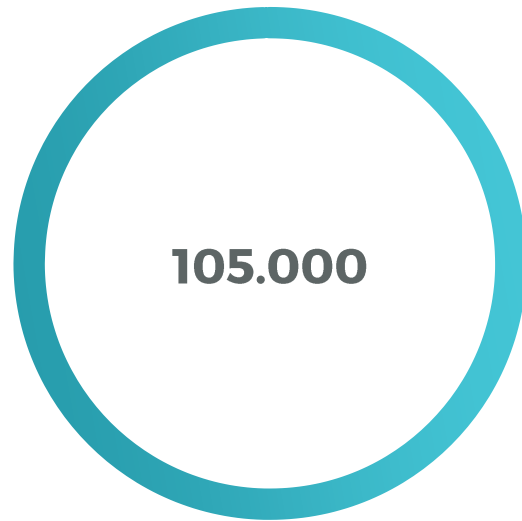


**111 Mio.€**

**Austria**

\*Average relocation costs 750€

# Market Locksmith (AT)



**Key losses in general\***



**Door openings /w companies\*\***

\*Reported key losses

\*\* 20% of all cases will book a professional locksmith service.

# Market Locksmith (DE)



**Key losses in general\***



**Door openings /w companies\*\***

\*Reported key losses

\*\* 20% of all cases will book a professional locksmith service.

# Market Value Locksmith (GER & AT)



**Germany**



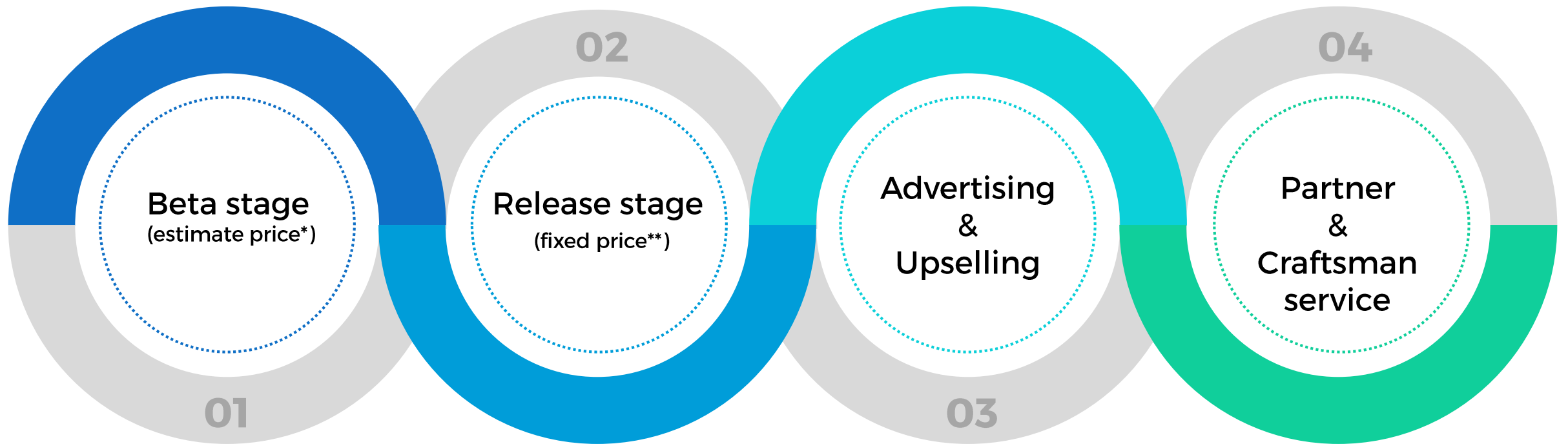
**Austria**

\*Average door opening costs 138€

\*\*General Locksmith Market Value (GER) 273 Mio. €



# Business Model – B2B



# USP

## BETA

- ✓ first **price estimate/instant results** with our **own algorithm**
- ✓ collected **reviews** from the web
- ✓ customer can **choose the company** he wants to
- ✓ **high quality leads**
- ✓ **good conversions**
- ✓ **locksmith & cleaning services**

## RELEASE

- ✓ **fixed pricing**
- ✓ **direct booking and payment**
- ✓ **AR scan** of the furniture
- ✓ **no quotations and visitations**
- ✓ **“all-round carefree package”** for the customer
- ✓ **new craftsman services like painters or plumbers**



LeichtGemacht.at Presentation

## Competition

Competitors in AT:

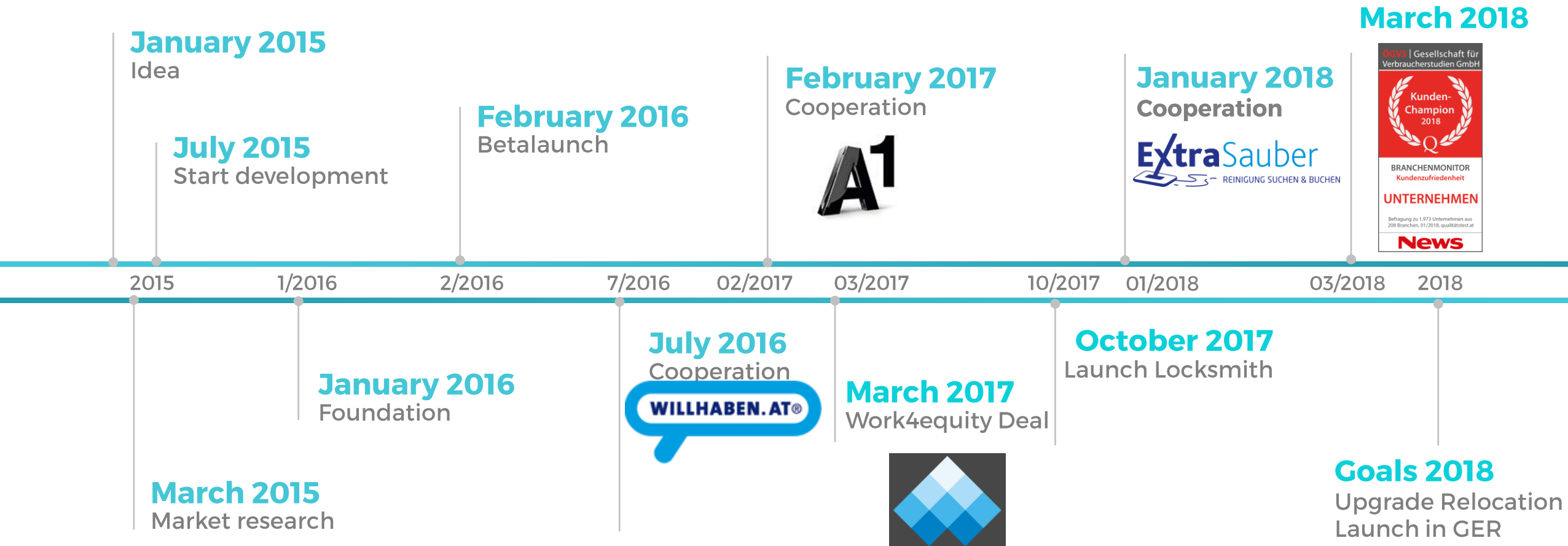
umzug<sup>easy</sup>

MALER-24



- ✓ Only lead platforms
- ✓ No transparency for the customer
- ✓ No comparison tool
- ✓ Cold lead problem for the companies

# TIMELINE



# Team

## Founders:

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**Michael Schneider**

*Founder & CEO*

(formerly Founder & CEO  
of Chilibox Entertainment)



**Markus Tiefenbacher**

*Co-Founder & CTO*

(formerly Developer at  
durchblicker.at)

## Strategic Partner:

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**Thomas Kozlowski**

*Advisor*

(formerly Founder of Timelack,  
Changemanagement LinBit)



Future Shareholders of the Leichtgemacht GmbH  
(2018) as the new CTO.



**We are especially looking for strategic partnerships, network and "smart money".**

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