

Europe's first comparison platform for relocation services

Pitchdeck

Michael Schneider, CEO & Founder



PROBLEMS



PROBLEM



PEOPLE



COSTS



ONLINE

Problems people relocating have:

- ✓ Huge market of companies to search through
- ✓ Many different rates
- ✓ Hidden costs through nontransparent rates

Moving company problems:

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



Q & A

leichtgemacht.at ÜBER UNS BLOG FAQ

Ihr Umzug von 1050 nach 1010

| AUSZUGSORT | | EINZUGSORT | |
|-----------------------|--|-------------------|--|
| Siebenbrunnengasse 44 | | Kärtnerstrasse 41 | |
| 1050 | Wien | 1010 | Wien |
| 1 | <input checked="" type="checkbox"/> Lift vorhanden | 1 | <input checked="" type="checkbox"/> Lift vorhanden |
| 65 | | | |
| Privatumzug | | | |

○ ○ ○ WEITER ZUM SERVICEUMFANG

Q & A

GEWÜNSCHTER SERVICEUMFANG

Personen im Haushalt

i

1 Person

Packer / LKW

i

3 Packer + LKW

Bei 65 m² empfehlen wir 3 Packer.

OPTIONALE ZUSATZLEISTUNGEN

Halterverbote

i

keines

Umzugskartons






i

0

PARTNERANGEBOTE +

Q & A

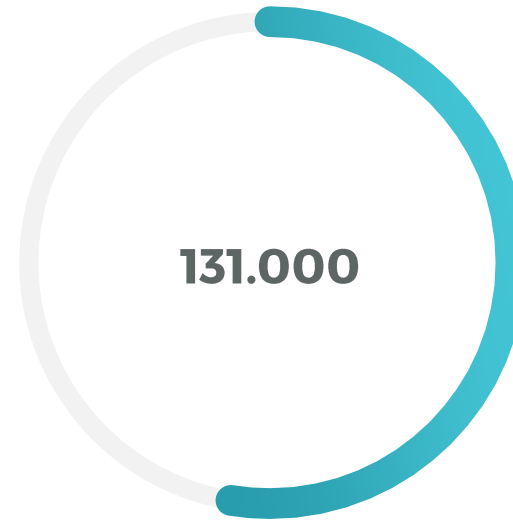
8 Angebote zwischen € 560,45 und € 1.080,14

| ANBIETER | INFORMATIONEN | BEWERTUNGEN ↑ | GESCHÄTZTER PREIS ↓ |
|---|---------------|-------------------------|---|
|  | | ★★★★★ 17 Bewertungen | € 560,45 ZUM ANGEBOT |
|  | | ★★★★★ 9 Bewertungen | € 560,45 ZUM ANGEBOT |
|  | | ★★★★★ 7 Bewertungen | € 560,45 ZUM ANGEBOT |
|  | | ★★★★☆ 23 Bewertungen | € 560,45 ZUM ANGEBOT |
|  | | ★★★★☆ 31 Bewertungen | € 580,83 ZUM ANGEBOT |

Market (AT)



Relocations in general*



Relocations /w companies**

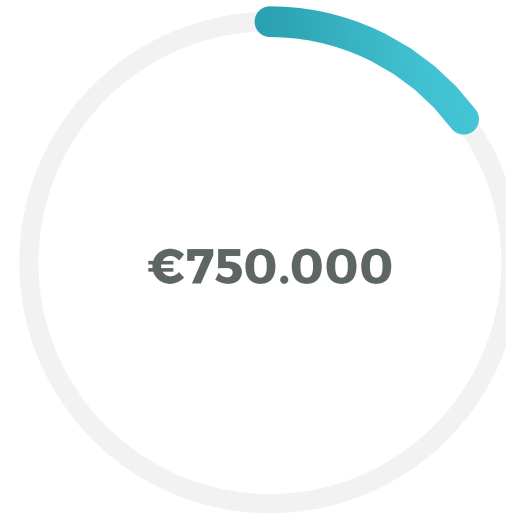
* 358.000 households (740.000 people) were relocating in Austria 2015

** 36,3% of all relocating households will book a professional relocation service.

Sales (AT)



Relocations /w companies*



5% potential customers**

* Average relocation = 750€

** Sales in release stage (15% commission per relocation)

LeichtGemacht.at Presentation

Market (GER)



Relocations in general*



Relocations / w companies

*6,1 Mio. households (>11,32 Mio. people) were relocating 2015.

Sales (GER)



Relocations /w companies*



5% potential customers**

* Average relocation = 750€

** Sales in release stage (15% commission per relocation)



LeichtGemacht.at Presentation

Sales (AT)

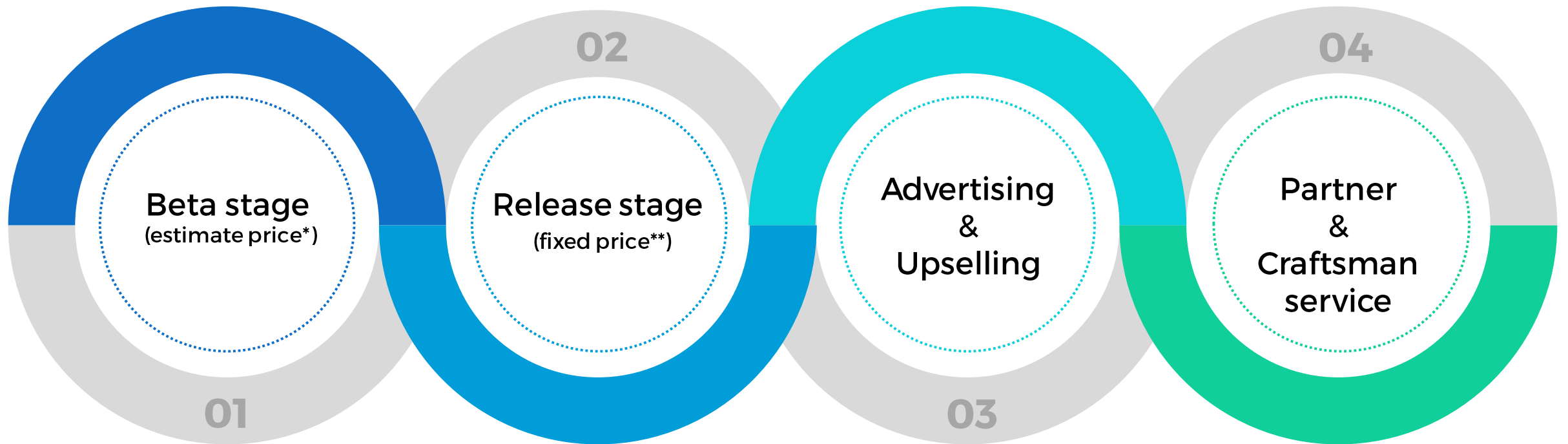
Target Group:

- ✓ People between 25-40 years
- ✓ Young couples and families

How do we approach them?

- ✓ SEO
- ✓ Content Marketing
- ✓ Blog
- ✓ Social Media
- ✓ Google Adwords
- ✓ Affiliates on real estate platforms

Business Model – B2B



*Lead mediation

** Commission – 700% more sales

USP

BETA

- ✓ first **price estimate/instant results** with our **own algorithm**
- ✓ collected **reviews** from the web
- ✓ customer can **choose the company** he wants to
- ✓ customer **saves up to 600€**

RELEASE

- ✓ **fixed pricing**
- ✓ **direct booking and payment**
- ✓ **AR scan** of the furniture (**worldwide USP**)
- ✓ **no quotations and visitations**
- ✓ **“all-round carefree package”** for the customer



LeichtGemacht.at Presentation

Competition

Competitors in AT:

umzug-easy



DerUmzug



Umzug-365.at™

✓ Only lead platforms

✓ No transparency for the customer

✓ No comparison tool

✓ Cold lead problem for the companies

Competition (DACH)

Competitor in CH:

- ✓ + modern lead platform
- ✓ + more usability
- ✓ no instant results
- ✓ no direct comparison
- ✓ 5 Mio+ funding

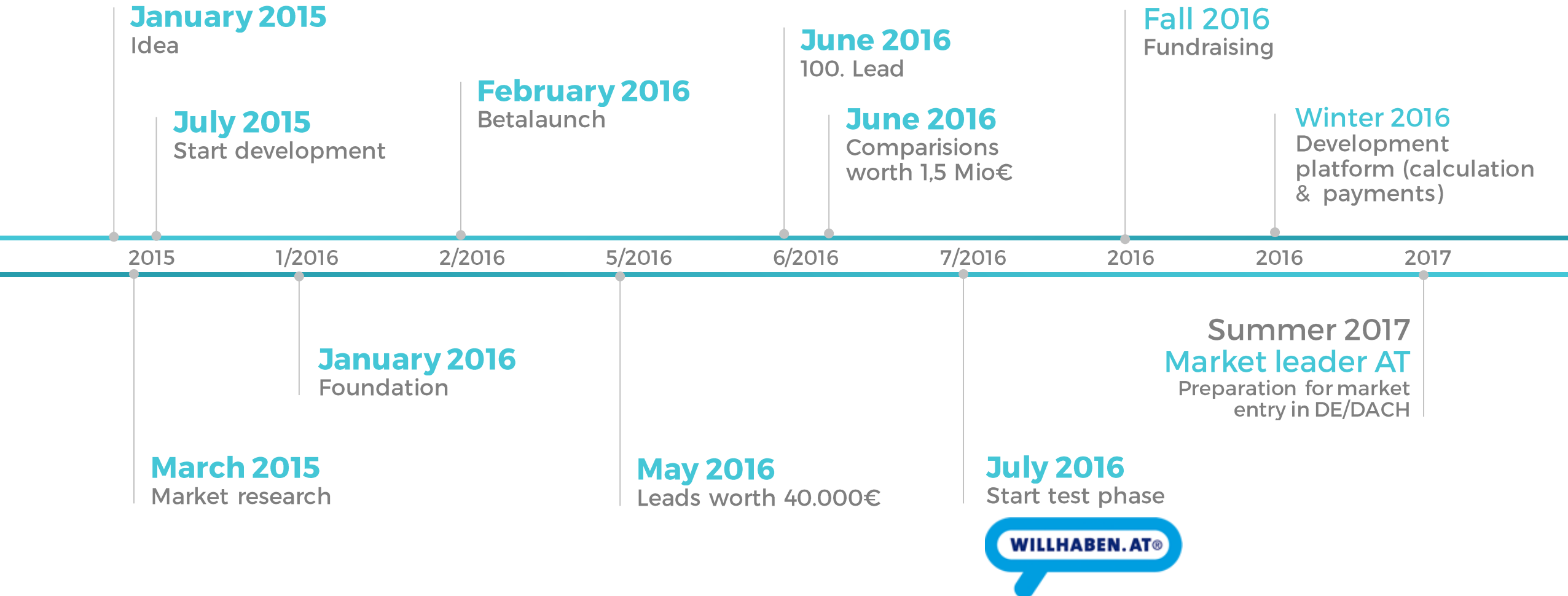


Competitor in DE:

- ✓ + modern fixed price
- ✓ only one price
- ✓ no transparency
- ✓ low customer satisfaction
- ✓ no sustainability
- ✓ 30 Mio+ funding



TIMELINE



Team

Founders:



Michael Schneider

Founder & CEO

(formerly Founder & CEO
of Chilibox Entertainment)



Markus Tiefenbacher

Co-Founder & CTO

(formerly Developer at
durchblicker.at)

Strategic Partner:



Thomas Kozlowski

Advisor

(formerly Founder of Timelack,
Changemanagement LinBit)



**We search for 400.000€
working capital and offer
20% of our company.**

Thank you for the attention and i'm
looking forward to your questions!

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