



## The Digital Hub for Communities & Services

Bridging people, services & IoT



# EXECUTIVE SUMMARY

There is a growing market for **Service and Communication E-Platforms** dedicated to local communities.

**HAKISA Digital Hub is an ideal business solution for professionals with Front Office, Back Office and Notification Applications.**

**HAKISA sells to the different market segments thru Indirect Channels monetizing the communities with a SaaS subscription fee.**

**The attractive business model based on recurrent revenues Proven Locally is now ready to be Replicated Globally.**

The sales funnel has reached a level that requires **Capital** to support **Geographic Expansion and Growth Plan**.



# A GLOBAL DEMAND FOR E-PLATFORMS

In our increasingly digitalized societies, there is a growing demand for dedicated **Communication and Services Platforms.**



Local service providers, administrations, businesses and associations need to organize affordable, easy to access and secure **Community and IoT based services.**

# PRIME MARKET SEGMENTS SERVED BY HAKISA

SMART HOME

*by Hakisa*

## REAL ESTATE

22 million Operated  
Residential Units

Assisted Living Market is estimated to grow from USD 1.20 Billion in 2015 to USD 3.96 Billion by 2020 (M&M)

Ma-residence.fr  
Intent Technologies

SMART CARE

*by Hakisa*

## SILVER ECONOMY E-HEALTH

80 millions Seniors in  
Developped Countries

Paul, Famileo, Facilotab  
Connected Living

SMART SERVICES

*by Hakisa*

## LOCAL BUSINESS

90 thousands EU  
Local Administrations

Local IT companies

## PROVIDE A DIGITAL HUB BRIDGING



# Service Providers



# BEST OF BREED DIGITAL PLATFORM TECHNOLOGYs

**Contents & Services**

**Content Notification**

**Adapted User Interface**

**IoT based Alarms**

**Intergenerational**

**Open Interfaces**

**Responsive Design**

**Full SaaS Cloud Computing**

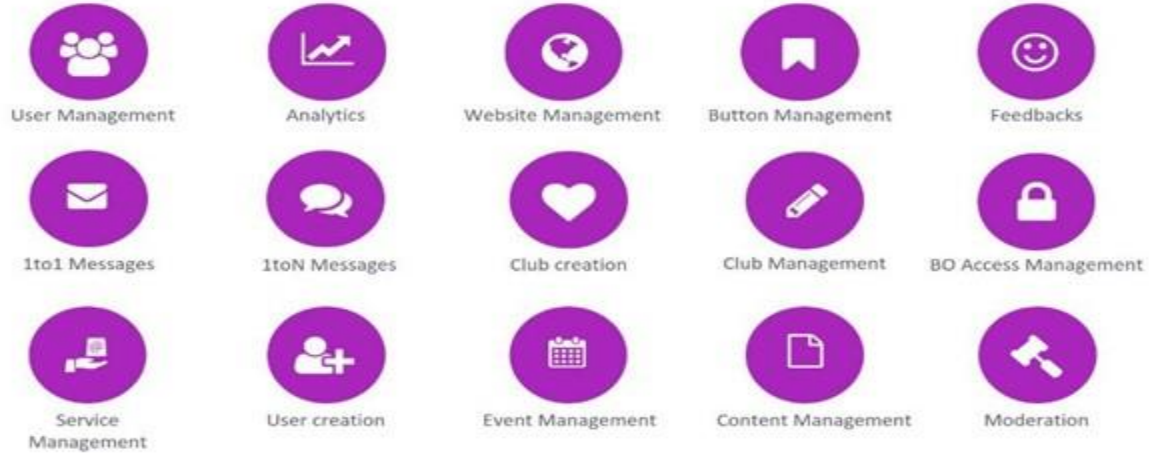
**Multilingual**

**Real-Time&Presence Servers**



# ADVANCED APPLICATIONS FOR ADMINISTRATORS AND USERS

## Back-Office Features for Community Services Administrators



## Front-Office Features for the End-User



# FRONT OFFICE FEATURES TO CONNECT USERS ONTO THE NETWORK

## BACK OFFICE FEATURES TO ADMINSTRATE COMMUNITIES & SERVICES

MONETIZING  
INTEREST  
COMMUNITIES  
BASED ON A  
B2B2C MODEL

We sell through  
**Distributors and  
Integrators** to  
communities  
looking at a **Service  
and Communication  
Platform**





# A USER WILL BE MONETIZED MULTIPLE TIMES IF REGISTERED IN DIFFERENT SERVICE COMMUNITIES (HUBS/CLUBS)

## Setup cost + SaaS Subscription fee

To Service Operators (Hub) : 2€/month/hub users

### To Community Services Administrators (Clubs)

- Retirement Homes : 2€/bed/month
- Real-estate, Residential Units : 2€/unit/month
- Associations : 8€/member/year
- Cities : 0,25€/citizen/month

Reseller/Distributors : 30% off pricelist

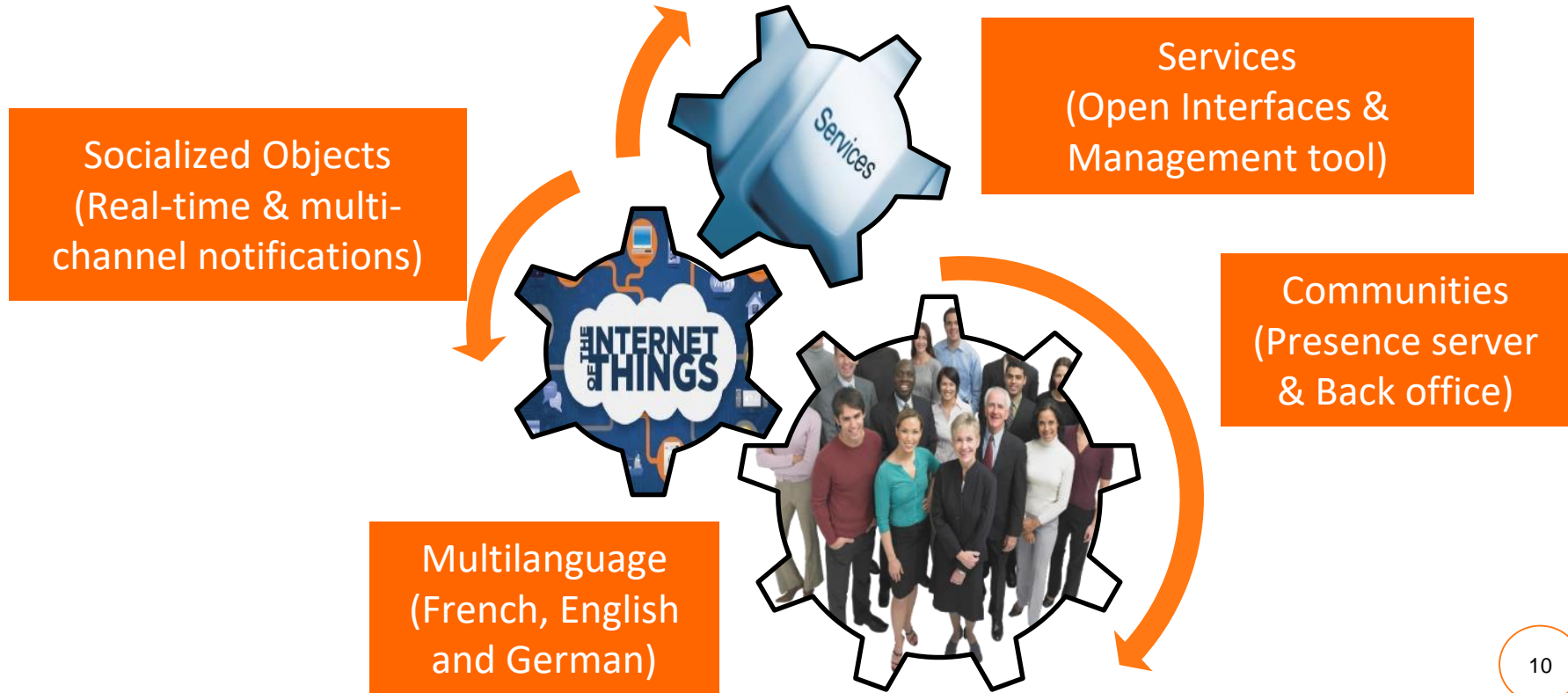
### Example :

Seniors living in a Residence with a Hub :	24€ / year
Members of City Club :	6€ / year
Members of an Association Club :	16€ / year
	<hr/>
<b>Total :</b>	<b>46€ / year</b>

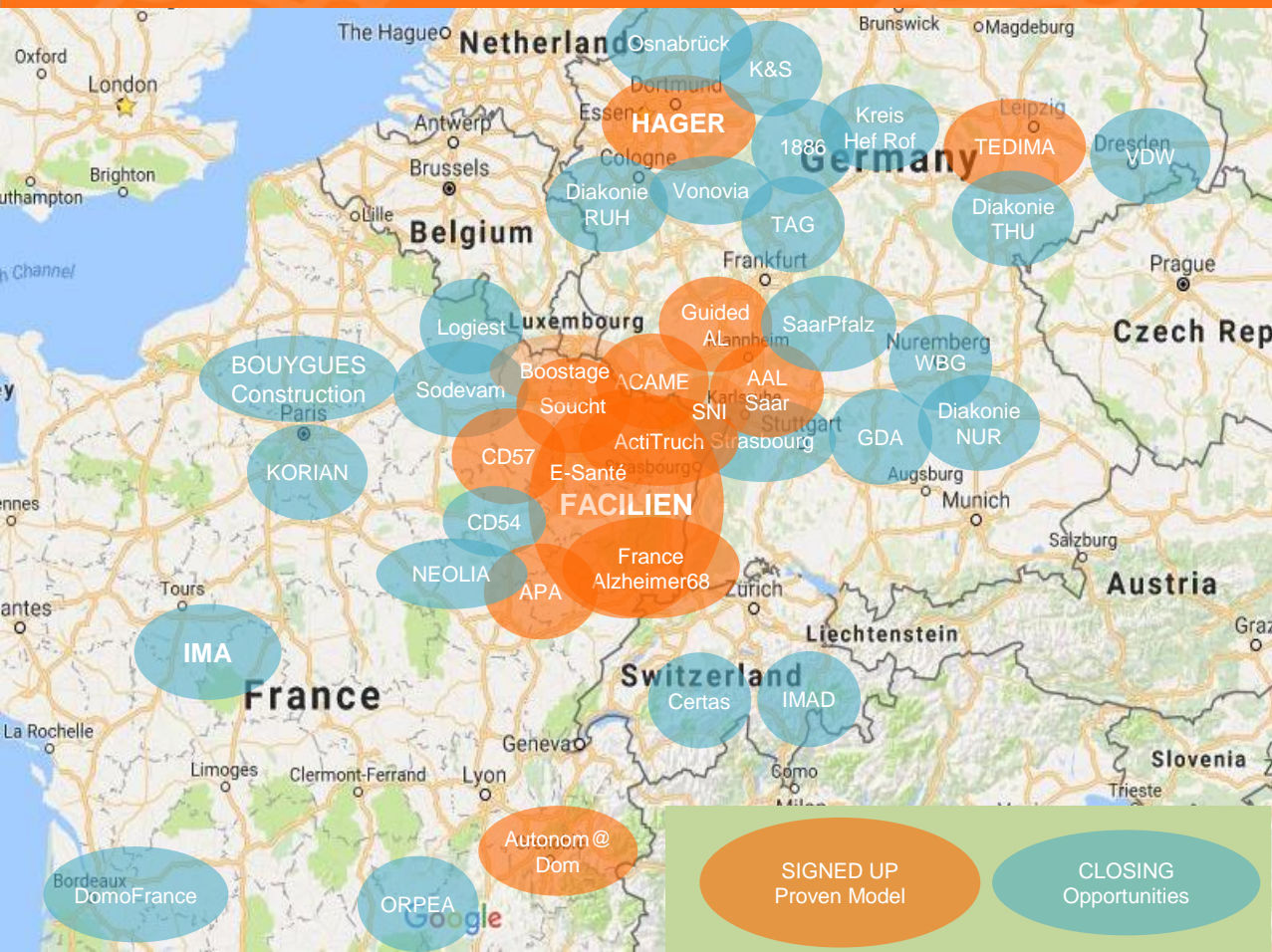


# OUR MARKET DIFFERENTIATORS

Open ecosystem, Low Cost SAAS model, easy integration of connected objects, users and services in an all-in one digital hub and integrated affiliation.



# SIGNED UP CUSTOMERS AND A SIZEABLE SALES FUNNEL



## Sales Funnel

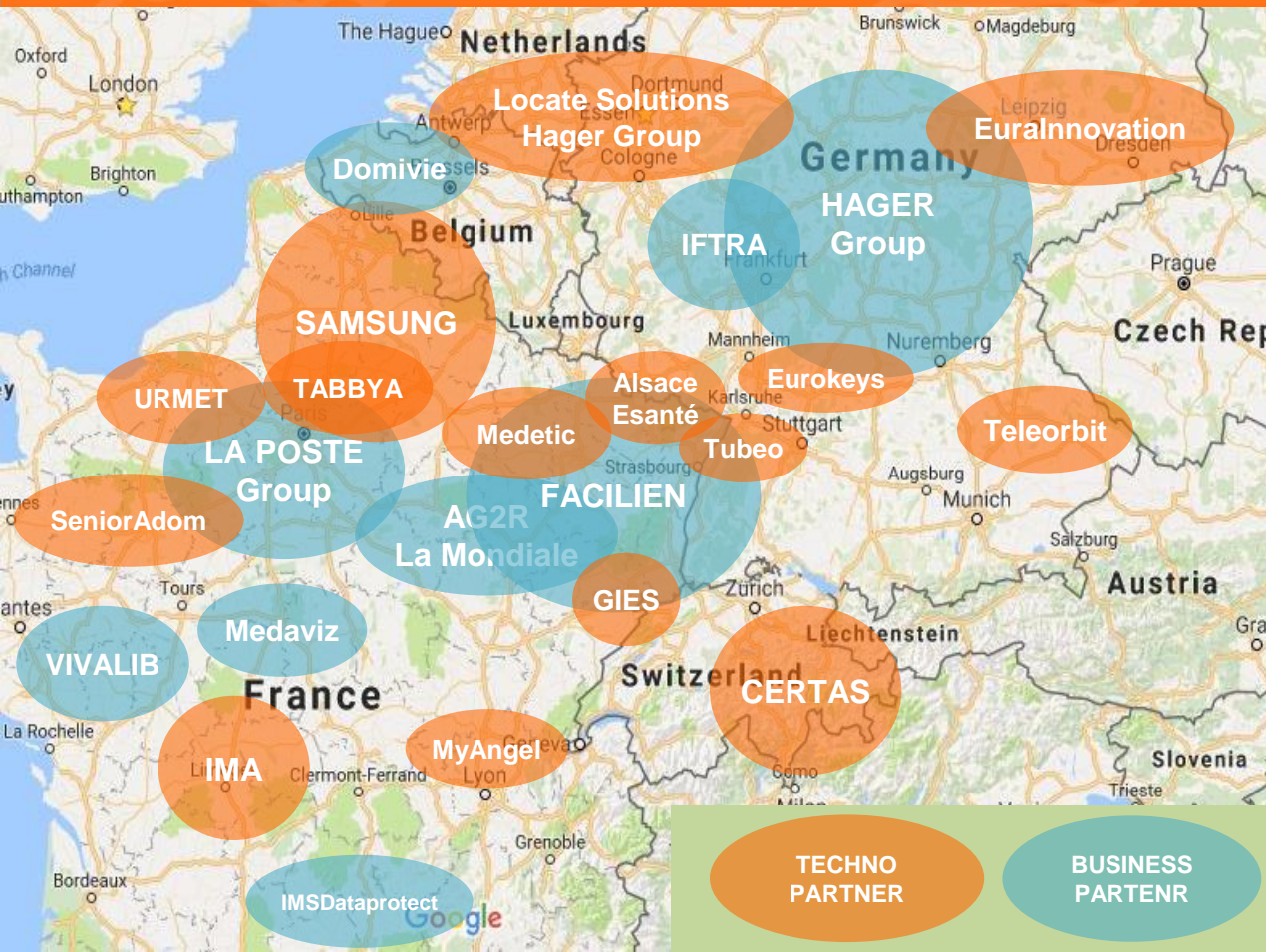
- >120 deals qualified
- Total 1,3M€ opportunities
- 5 distributors signed
- German deals via Hager

## Main Challenges

- Closing deals
- Support Hager in Germany
- Facilien expansion



# A INDIRECT DISTRIBUTION CHANNEL IN PLACE



## Technology

- 15 Techno partnerships
- Joint solution sale

## Business

- 9 distribution partners
- Service and Integration
- Main traction Hager in Germany and Facilien in France

# ACHIEVEMENTS AFTER 5 YEARS OPERATIONS

State of the art technology and platform architecture  
20+ representative customers signed up (4 in Germany)  
30+ Strategic alliances and distribution partners  
Business Model proven and reproducible  
Generated a sales funnel with 100+ opportunities (1.5M€)  
Started-up Joint-Venture Facilien (25% share ownership)  
Financed until now with Family&Friends and Loans

*Founded in 2011*  
*Co-Founders 70% Shares*





# A PASSIONATE TEAM PURELY CUSTOMER DRIVEN

**Eric Gehl**

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Co-founder & CEO



**Olivier Audouze**

olivier.audouze@hakisa.com

Co-founder & CTO



**Sonja**

Head of Marketing



**Mathilde**

Community manager



**Thomas**

Head of R&D



**Nicolas**

Web developer



**Michèle**

Web developer

## EXPERIENCED BoD MEMBERS



**Rick Mace**

CEO

Executive Partner SIRIS Capital  
Invested 300 K€ in Hakisa



**Bill Everett**

Retired CFO/CEO  
Everett Consulting LLC

Accelerating sales by converting generated opportunities and expand model globally  
Investment needs : 1-2 M€ for a 3 year expansion and growth plan



- ### Additional resources and competencies to be recruited over the 3 year period

# Globalization

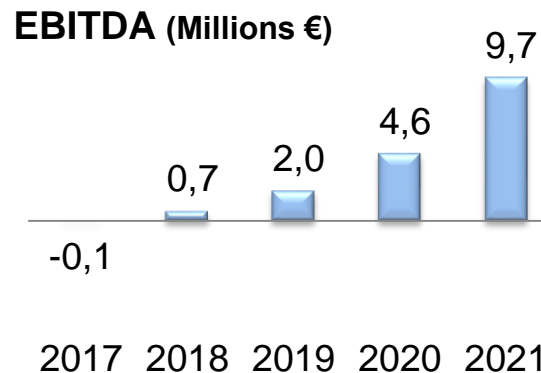
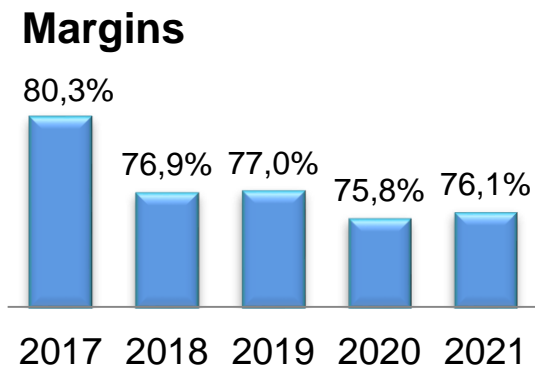
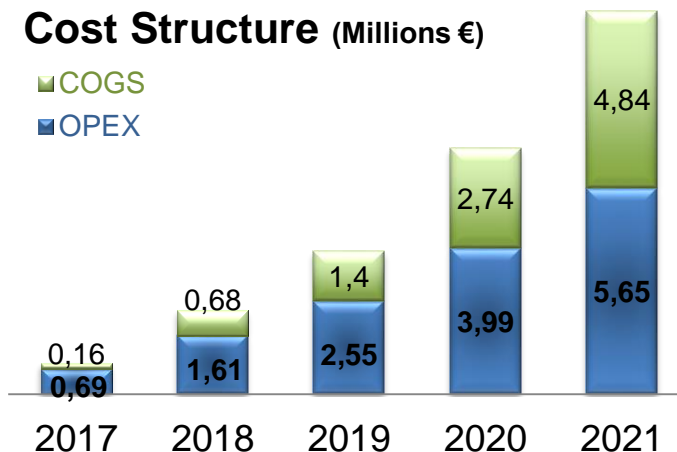
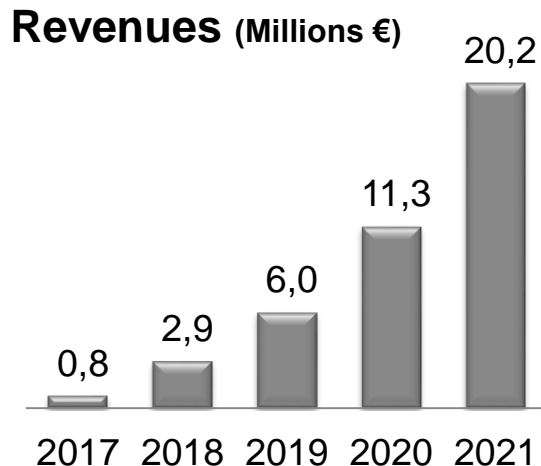
- ## 5 Resources in G&A



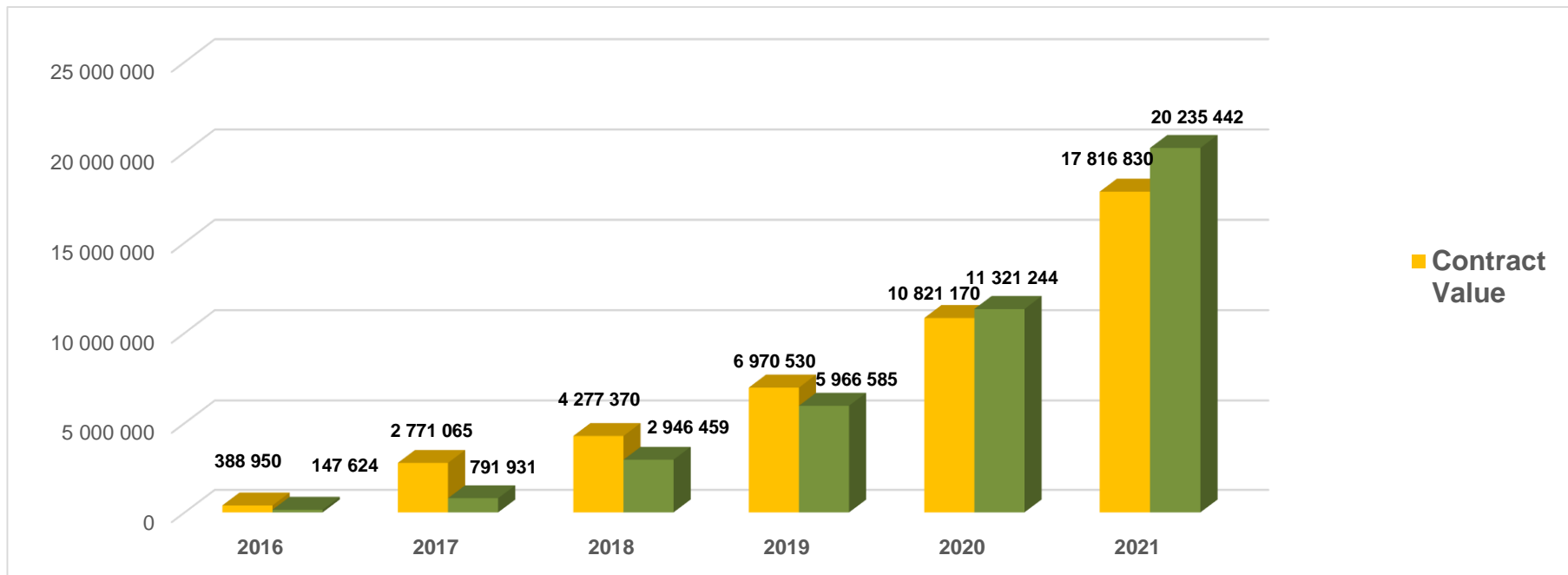
- ## 6 Resources in R&D and Support



# FINANCIAL PROJECTIONS



# CONTRACT VALUE CREATION OF THE HAKISA SAAS MODEL



Average contract duration : 24 months (Club), 36 months (Hub)

Attrition rate on contract value : 10% (Club), 5% (Hub)



## Co-founders

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