



# TASKER

Perfection in field force management



## ISSUE to SOLUTION



**Digital transformation** of field force service industry is one of the **fastest growing** software segments.

**Field Service Management (FSM)** solutions help to increase staff performance by:

- **streamlining** core processes;
- improving **information** flow;
- providing **mobile** tools.

Process **inefficiencies** can cost up to **20-30%** of field service revenues



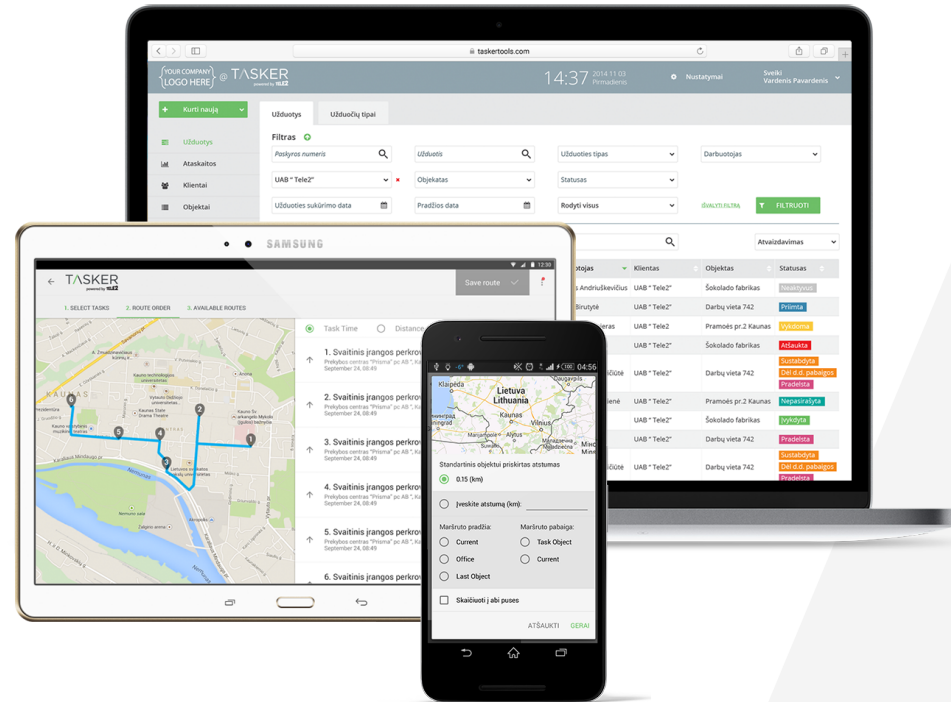
ISSUE to SOLUTION

# TASKER

Flexible **SaaS** tool for managing tasks, processes, and employees.

It connects the office with field force staff **in real time**.

- **mobile employee** uses an app on mobile device;
- **office employee** manages the process through the web.





## Executive summary

TASKER is a top notch FIELD FORCE MANAGEMENT software  
looking for investor to facilitate international growth by launching pan European B2B sales.

- **#cooperation of leaders\_** developed by leading Lithuanian software developer **iTo**; 1<sup>st</sup> round investment by biggest Lithuanian mobile operator Tele2 (300K EUR invested @ **3M EUR valuation (2015)**)
- **#proven concept\_** leader in home market (>2000 users in less than 2 years in 3M inhb. market)
- **#ready for growth\_** ready for international growth with strong home market background & support
- **#market potential\_** targeting 17% CAGR **field force automation market** that is called “next CRM”
- **#investment ready\_** UK based SPV with clean shareholder structure is incorporated



# The Market

2Bn EUR global market

17% CAGR\*

>3Bn EUR in 2019

>5Bn Eur in 2022

23% CAGR in 2022\*

25% market  
penetration

60+% in 2022\*\*

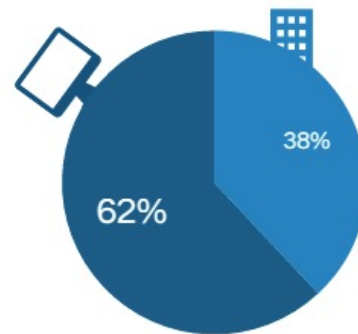
20+ vendors with 5-6 digits  
number of users\*\*\*

## Top 3 Most Popular Solutions:



## Deployment Method

- Web-based/Hosted
- On-premise/Installed



\$1,500

median amount  
spent annually on  
FSM solution

15%↓

average difference  
between expected &  
actual yearly spend

## What industries are using FSM Software?

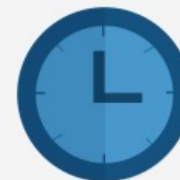


## Average # Of Users



9

5



65%


of companies took 2-  
6 weeks to find their  
FSM


86%


of companies took  
less than 6 weeks to  
implement their FSM



## How TASKER is different?


 Mobile application with very high UX and full package of functionalities

 Integrative with any other system

 Tailored development to suit any business need

 ½ Price of market leading solutions


 Online/offline


 Document digitalization


Delivers Operational Efficiency for any company with active field force.  
Provides Speed, Mobility and Productivity.




## Product features

 Job history stats and reports


 Real time reports


 Integration with other management systems


 Time tracking


 Surveys


 Offline mode

 Client satisfaction evaluation on the spot


 Real time warehouse management


 Digital signatures

 Location tracking

 Documents digitalization

 Tailored Development for specific business needs

 Transparency, Efficiency, and Remuneration

 Employee performance management



## Rollout assumptions and idea behind

Our idea for international expansion is to launch network of local B2B sales and customer support backed up by cost efficient centralized tech and dev support based in home market

- **#dedicated\_** sales in home market kicked off after dedicated B2B sales people were appointed
- **#local sales\_** B2B customers tend to deal with “local” software companies
- **#flexible model\_** in case decent partners can't be found local sales office is set up
- **#paneuropean\_** we plan to start local sales in 9 countries within 3 years

Y1: Poland & The Baltics

Y2: UK & Germany

Y3: 5 more countries



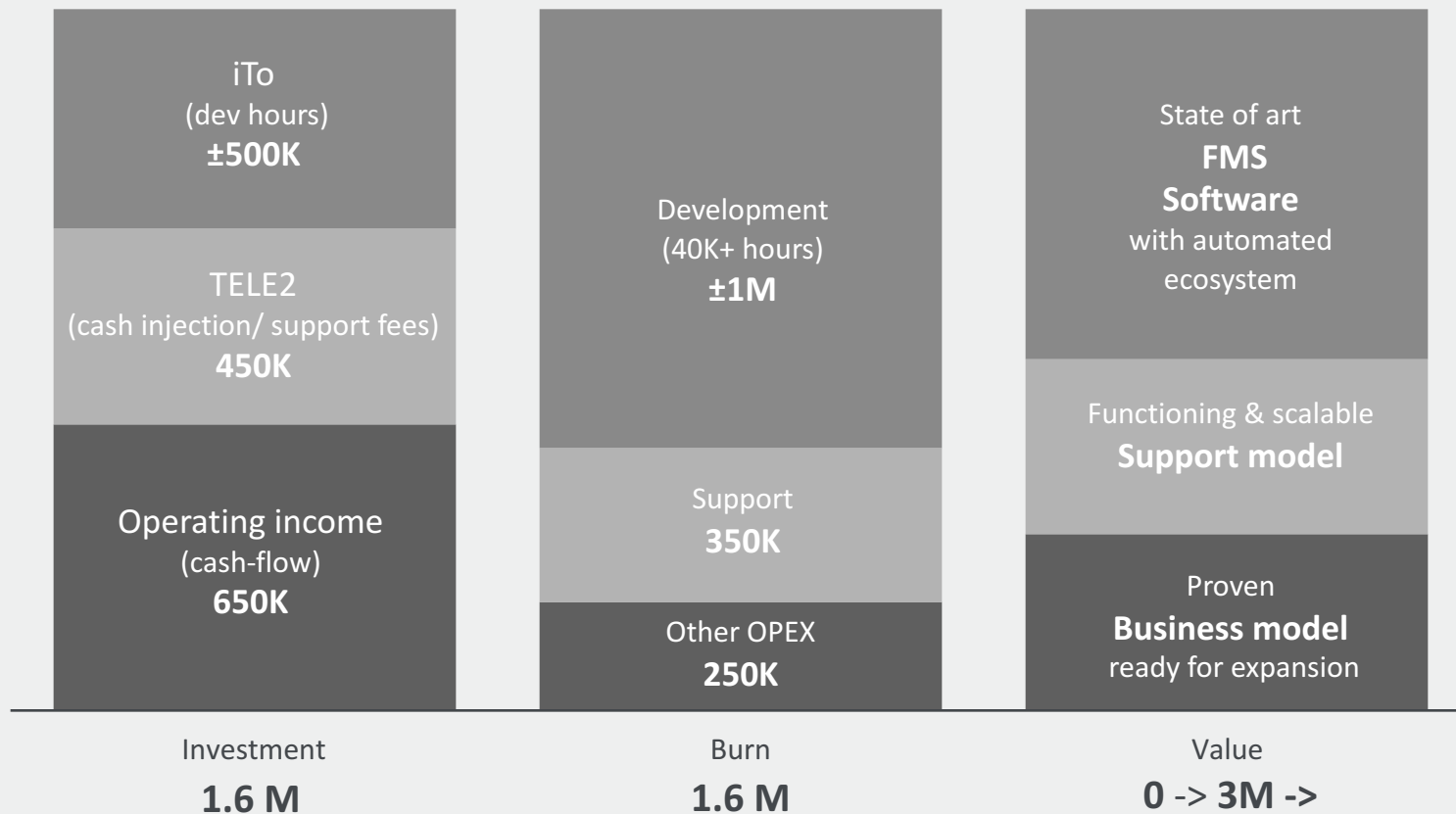


## Timeline

	prior	2015	2016	2017
Sales	-	48K	164K	536K (incl. 300K+ Lithuanian Post 1K users on premises project)
SaaS Licenses (acc.)	26	270	517	946
Clients	2	9	34	51
Events	Idea > 1 <sup>st</sup> launch	1 <sup>st</sup> round investment (300K by TELE2)	Dedicated B2B sales by TELE2	Op. break-even (excl. Lithuanian Post project)
Tech	1.0 version	2.0 version	3.0 version - Scalable support & CI	- Instant deployment & monitoring



## Historic investment > value





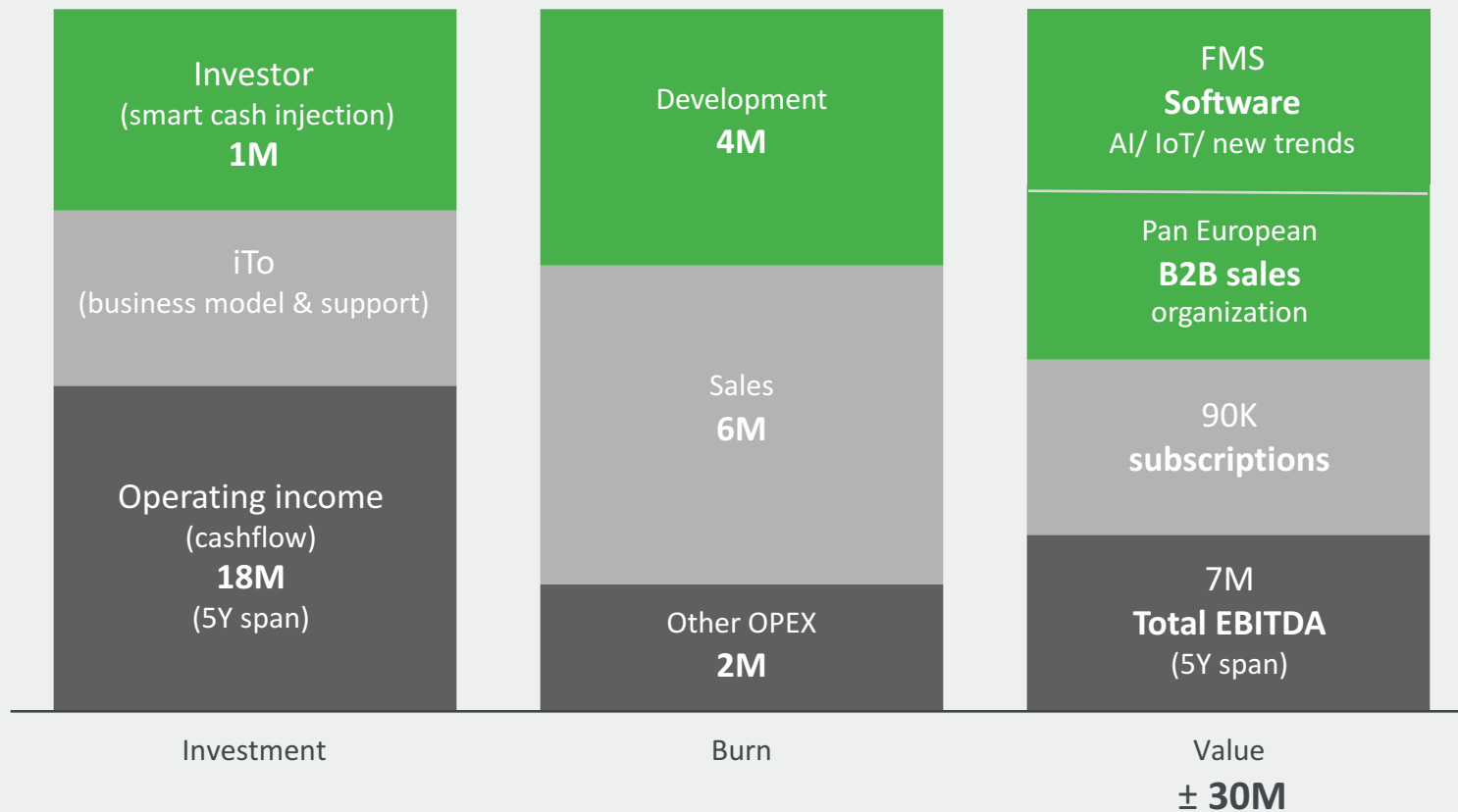
## 5Y financial forecast (after 2<sup>nd</sup> round investment)

K, Eur	Y1	Y2	Y3	Y4	Y5	Total
Sales*	292	1.709	5.303	10.298	14.788	32.392
Licenses (acc.)*	1.010	6.545	19.992	40.293	60.829	
COGS	127	807	2.288	4.391	5.995	13.610
Gross profit	164	901	3.015	5.907	8.792	18.782
OPEX	793	1.161	2.271	2.843	3.982	11.051
EBITDA	(-628)	(-259)	743	3.063	4.810	7.730

\* Home market excl.



## 2<sup>nd</sup> round investment > value





## Highlights

### / LOCAL LEADER

Unquestionable leader in the home market (90+%)

### / FLEXIBLE PLATFORM

Fast development of custom solutions & integrations

### / TELCO's EXPERIENCE

Tele2 case shows it fits Telco's B2B product basket

### / COST EFFICIENT

Development & support in EU country with lower costs

### / HUGE "ON PREMISES"

Lithuanian Post case proves 6-digits iterations potential

### / OUT OF RED

Operational profit already coming in from mid 2017

### / SCALABLE SUPPORT & DEV

Backed up by IT company that created the product

### / DEMAND DRIVEN

25> 60+% of market penetration forecasted in 5 years



## The management team & competencies



**Arūnas Eitutis (32) CEO/ Product Owner**

- 8 years of GM/ 4 years of IT dev management
- MBA in business management
- Certified SCRUM Master
- TASKER development from the idea phase



**Rytis Rudelis (34) Process analyst & Dev**

- 12 years of IT dev
- Expert in handling big iterations
- MBA in Informatics Engineering
- TASKER development from the idea phase



**Vytautas Žebrauskas (37) Sales & Business Dev**

- 14 years of CxO positions in FMCG, IT, VC.
- International experience (WE, CEE)
- MBA in business management
- Experience with Int. Sales Offices roll-out



**Valentina Korkina (32) Support & QA**

- 7 years experience in QA/ Support/ Admin
- Experience in leading LT IT companies
- Bachelor in Informatics Engineering
- QA and Support guru



**Darius Leskauskas (28) Dev & Admin**

- 10 years in software development
- Experience with various B2B and B2C projects
- Bachelor of Informatics/Certified SCRUM Master
- TASKER development from the idea phase



**Vytautas Berankis (27) Android**

- 4 years in software development
- Experience with critical control systems
- MBA in IT engineering & security
- Android guru



Backed up by 40 IT experts



## Founders & Investors



Informaciniu  
Technologiju  
Organizacija  
**Investor**

- Privately held (3 founders running company from the start)
- 11 years in IT products development & digital transformation
- 40+ IT gurus
- Invested ±500K up to current date/ **ready to co-invest further**



TELE2  
Lithuania  
**Investor**

- Leading mobile operator in the country
- Distributing TASKER in Lithuania
- Invested ±450K up to current date/ **ready to invest to Baltic sales**



# Investor proposal

- We are looking for **800K - 1M EUR** investment for an agreed share in the business to bring it to international markets
- **SPV** with all product IP rights **ready for investment** in UK
- Shareholders structure:
  - 90% - iTo (including 25% team shares & options)
  - 10% - Tele2 (non dilutable)
- **Exit strategy:** sale in 5 years to strategic or financial investor at **±30M EUR** valuation



# T/ASKER

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