

LENDING A PRODUCTIVE HAND TO SME'S WORLDWIDE



PITCH DECK

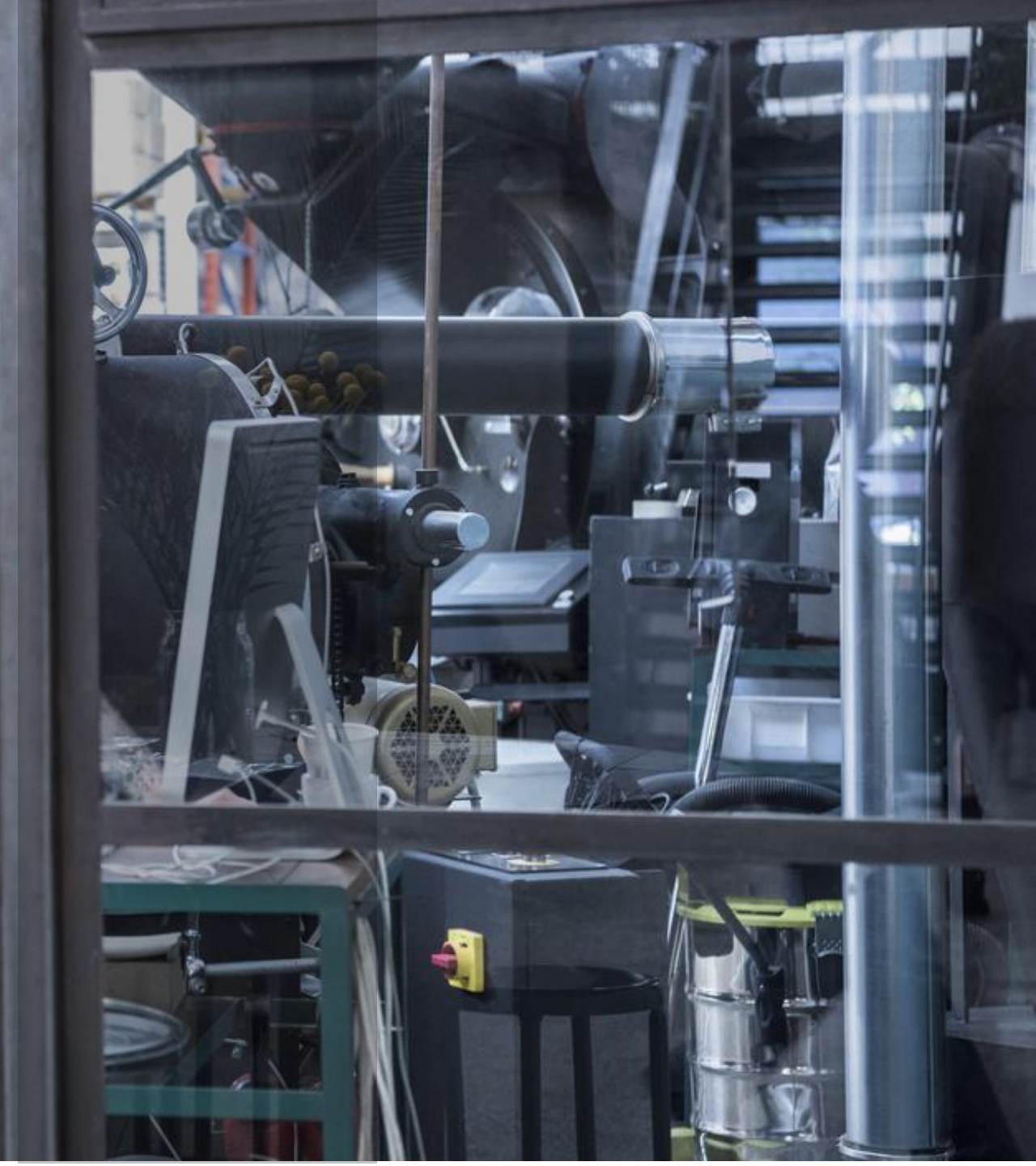
PROBLEM

In every corner of the world small and medium enterprises (SME's) struggle with the acquisition of competitive management knowhow

Advanced service firms are expensive and rarely have them in their scope, therefore they will most likely fall back on home-baked solutions or on travelling consultants with little transformative power

Poor management practices cause loss and often lead to bankruptcy, early market exit or just suboptimal development

Tens of billions of dollars/sterling and creative energies get wasted every year, millions as we speak





solution loading...



SOLUTION

An advanced, self-managed operation improvement procedure providing easy, relatively cheap access to cutting-edge B2B assisted practice on a combined web- and smartphone platform

Initial market: the global SME segment

Prospective market: we are proud to aim at big business where the service/product will rival and at some points outcompete ERP/SAP solutions by locking operational management, IoT and AI in a generic architecture of Organisational Intelligence (OI)

MARKET VALIDATION

According to current OECD estimates SME's account for

cc. 70% of jobs

in most OECD countries with an even higher percentage in the global economy, employing altogether around

1.5 billion people.

<https://www.oecd.org/cfe/smes/2090740.pdf>
http://ec.europa.eu/eurostat/statistics-explained/index.php/Statistics_on_small_and_medium-sized_enterprises
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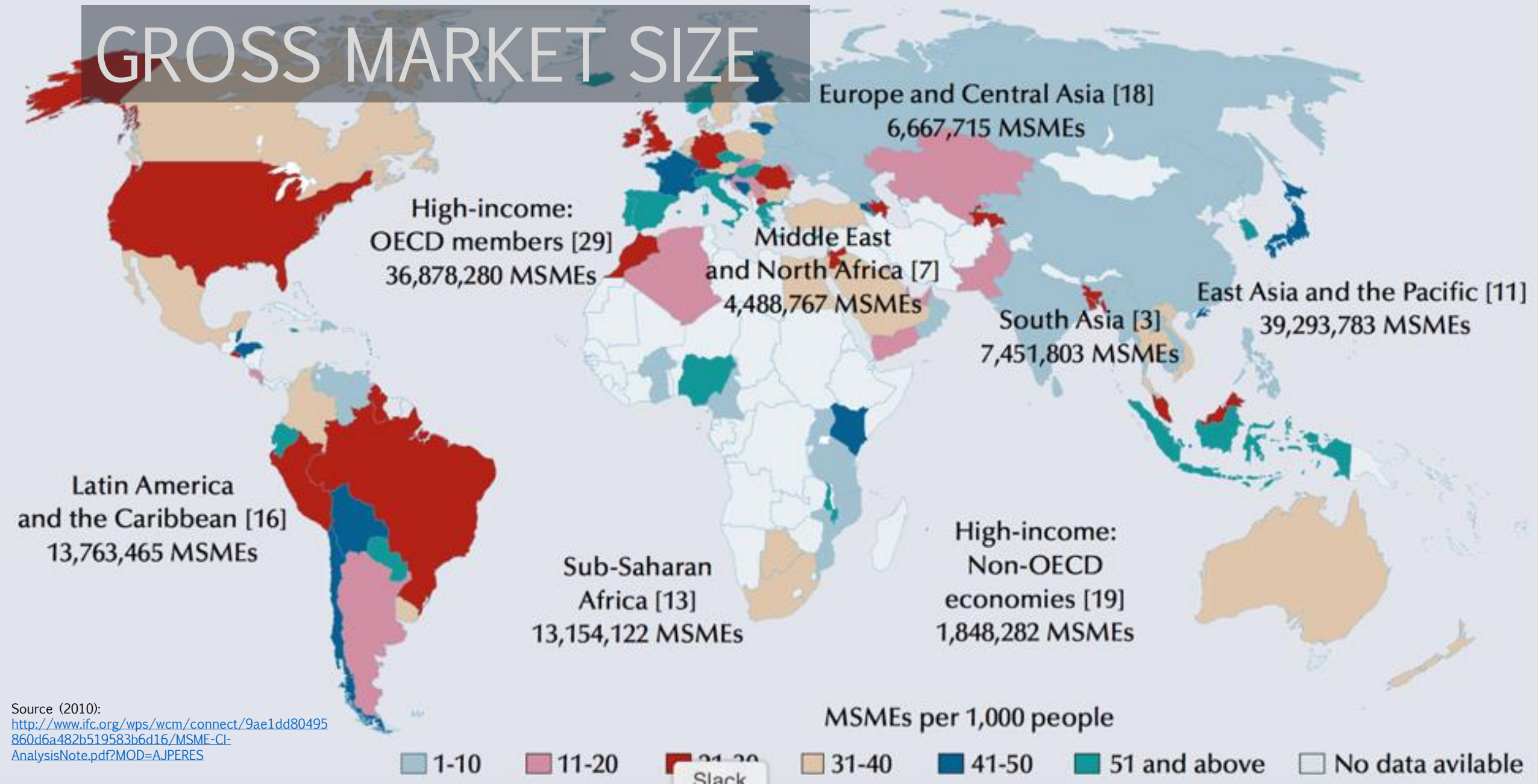
SME's (that is, privately held for-profit organisations with less than 250 employees, although the upper limit may vary in different statistics) have significantly less access to advanced management methods and processes than large firms, which very often proves to be an insurmountable obstacle – the other being finances – to their stabilisation and growth.

Having said that, the smaller the company the more animosity is apparent to on-site consulting presence in the first place. This, in turn, may lock the company's relative backwardness.

Objectively speaking, however, permanent on-site consulting presence may not be the ideal approach anyway. It is common wisdom that most consulting projects fail to achieve lasting results in operational change let alone sustainable improvement in cultures. Both tactically and in terms of ultimate effectiveness advising and shadowing of the local organisational efforts can easily turn out to be more benign.

All these speak for web-based assisted projects in this segment as the likely best practice to raise management skills, efficiency, profitability and company value.

GROSS MARKET SIZE

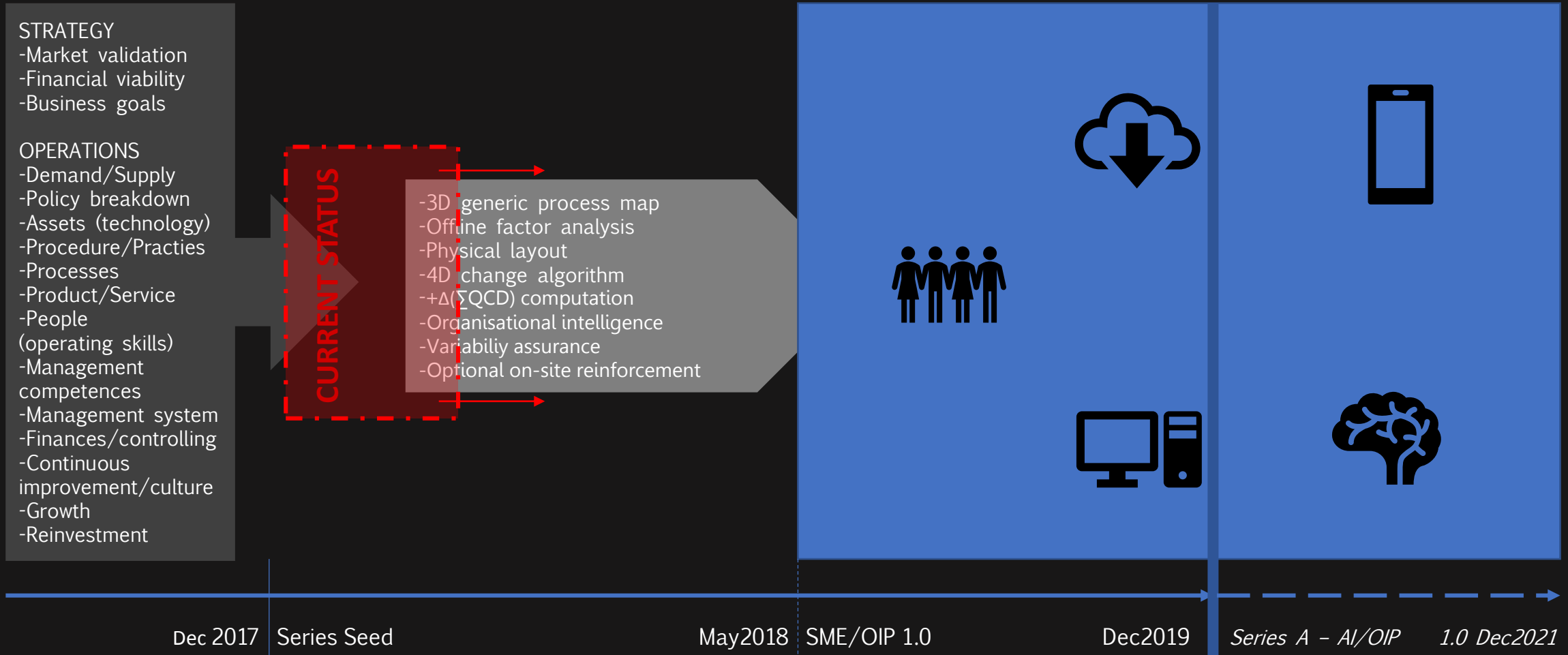


PRODUCT DEVELOPMENT

Business components

Model algorithm

Organisational Intelligence Platform (OIP)



PRODUCT (SME/OIP) BENEFITS

- Self-managed operation improvement process for the whole life cycle of a business
- Controlled interactive web-based best practice
- Dependable cultural development curve into continuous improvement
- Low out-of-pocket and unrivalled returns (into the 1000's)
- Secures best chances for market survival, growth and profitability
- Positive impact on global SME power (honouring our CSR pledge)*

BUSINESS CASE (2018 – 2021)

Total market value in prospective scope: >USD 1,000B

Total market value in scope as of end of 2019 (SME/OIP): >USD 10B
(to be built up after 1st of January, 2020, through marketing in primary developed and in secondary Asian markets, only in English at first)

Local support teams to be established starting 1st of April, 2020

Average full platform (FP) access fee (SME/OIP): ~ USD 20,000 p.a.

Expected number of fully paid FP accesses by end of 2021: min. 3,000

Expected revenues by end of 2021: USD +60M and exponential growth

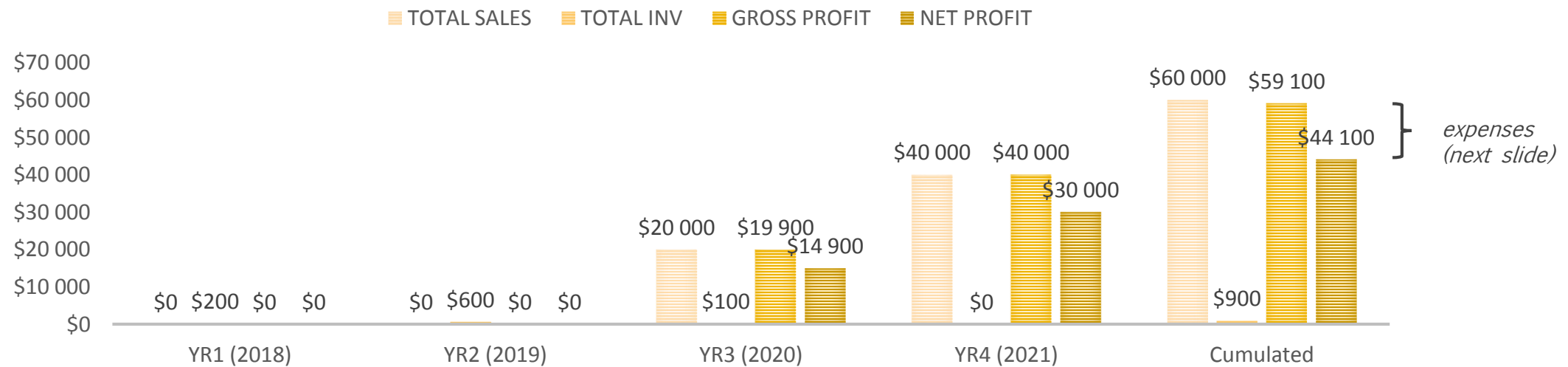
MARKETING AND SALES STRATEGY

A fully coherent, well-structured framework of online and offline channels is envisaged for the best returns including

- appeal to big business's interest to improve and benchmark suppliers
- reimbursed full-platform access to customers with adequate number of paying referrals, partial reduction in fees if qualified leads have been provided, to develop selling power from existing and past customers
- a global endeavour to shape an SME lifestyle from our OIP culture with an unrivalled impact on how this segment understands the quality of doing business also as a means, indeed, to developing people
- more traditional marketing and sales channels to feature with the usual weight

FUNDING AND RETURNS (2018–2021)

x 1,000 USD, SME SEGMENT ONLY

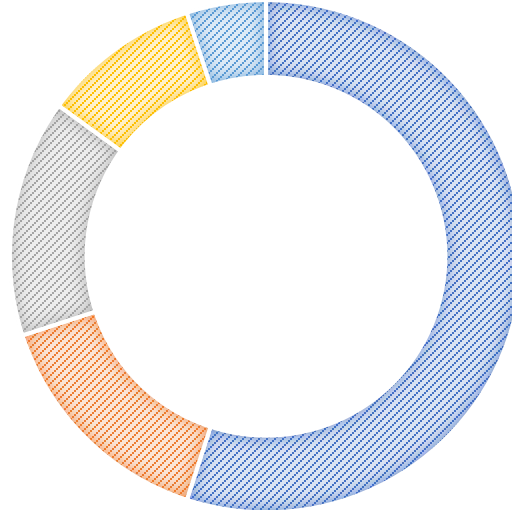


BREAKDOWN OF CUM. EXPENSES (YE2021)

SME SEGMENT ONLY

Total: USD 15M

■ MARKETING ■ SALARIES ■ CONTRACTORS ■ IT BACKUP ■ MISC. BIZ

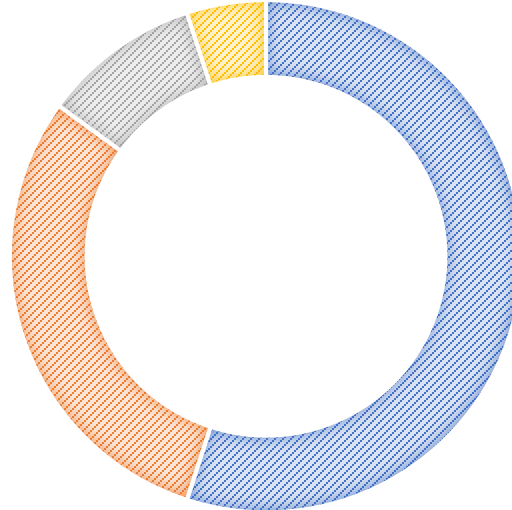


BREAKDOWN OF CUM. FUNDING (YE2019)

SME SEGMENT ONLY

Total: USD 900K

■ IT ■ MARKETING ■ SALARIES ■ TRAVEL



CONTACT



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Peter currently acts as EVP Northwest and Central Europe for the Scandinavian-based operational consulting firm, Mantec, with his offices in London and Frankfurt. The carrier of the investment platform would either be Casspeat Germany GmbH, Peter's and his partners' largely dormant company registered in Nuremberg (DE), or a newly established entity in Europe/UK.

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