

CLOUD-BASED BUSINESS SOFTWARE

TOTALLY is a SaaS (Software as a Service) designed to deliver the functionality necessary for businesses of all types and sizes to efficiently and affordably manage the most common business processes.

TOTALLY will initially be targeted at the Australian Small Business (SME) market estimated at 470k¹ addressable businesses, but it is intended to ultimately target up to 27.6 million US² and 5.8 million UK³ Small Businesses.

TOTALLY's potential target market includes Divisions and Departments of larger organisations that often rely on external SaaS Apps and Excel to manage business processes.

²ABS 2019

³US Small Business Administration 2019

⁴UK Government 2019

