

Problem

- Low Integration Level**
Low work time efficiency, usage of many not connected apps, low tech level (IoT, VR, AI) in business apps, slow processing and delay in decision making as a result, long and hard setup for new enterprises
- Old Process & Technology**
Following old processes instead of improving them with new technologies and solutions. Low acceptance of new solutions as a result of unprofessional and complicated development.
- Low Use of Modern Data Sources**
Many enterprises, especially small and medium sized, do not use IoT and modern big data sources (social media, news feeds etc.) which has proven as a comparative advantage over competition.

Solution

- Integrated Data Driven Platform**
Active platform for assisting to your business - covers all aspects at one place - from work force management to customer engagement - all filled with data and active, AI-based suggestions.
- Redesign From the Core**
First things first - customer centric application core. Plug-in based modules for easy and flexible development. Users can suggest and vote for new features and development options
- New Techs for New Usages**
IoT for inputs - voice, bar/QR code, new input points
VR for manipulation - new gadget for future dev.
AI for data intelligence - contributes to the less work load by synchronizing all company activities.

Value Propositions

Entrepreneurs

- Setup new business fast & easy**
Wizard based setup with industry-specific and customized setup data
- Get new customers**
Based on their location, time and preferences, with our advanced customer engagement mobile app
- AI generated suggestions & ideas**
New ideas and improvements based on internal/external data
- Data-driven trends at a glance**
Understand your customers - market trends & projections
- Recognize the best employees and pay them more**
Select the best employees, pay them more and stimulate to stay - a revolutionary work collaboration management for the best work allocation and fair work compensation

Unfair Advantage

- Strong vision**
based on experience, knowledge & research, with human-centric approach
- Out of the box**
point of view for new business solutions - suited for changing the actual business paradigm
- Unthinkable blend**
of business, psychology & education for new business models and human potential expansion

Customer Segments

B ↔ C
Small to medium enterprises
which want to have online ERP with advanced options for customer engagement and research based on big data technology

B ↔ B
IT developers
for using our innovative solutions (as plug-ins)

Accounting co.
as providers of our platform to their clients

Existing Alternatives

Quick Books
Xero
Sage
...some other products

***REMARK**
Most of existing products are not real alternatives, because they cover only one or just a few parts of our platform.

Key Metrics

- Number of Users**
- Frequency & Time of Use**
- Module Adoption**

High Level Concept

Employees

- Focus on your paperwork**
Automation & shortcuts for fast **work-done!** results
- Learn fast with 1 click**
Relevant knowledge available on 1 click - business oriented knowledge base & online training center & school
- Collaborate & share your work**
Need help with your task? Invite your colleague, share your work and make it done on time... Win-win!

Online ERP with big solutions for small enterprises

Channels

- WEB search** (SEO)
- Social & Professional Media**
- Representative Partners**
- Plug-in Integrations**

Early Adopters

Data-driven companies which recognize the importance of data and information nowadays.

Accounting companies that want to add new services to their portfolio in order to achieve higher competitive level.

Enterprises that want to see their business from a new perspective, with rich data flow to ensure their fast development.

PRODUCT

Cost Structure

Online Marketing, Advertisements **30%** | **60%** | **10%** Partnership & Plug-in Integration

Equipment & Platform Development

MARKET

Revenue Streams

ERPactive platform **50%** | **30%** Big data platform | **20%** Customer engagement solution

Monthly subscription

- Big data research upsale
- Data pack sales
- Accountant course (online)
- Training course (online)