THE PURPOSE

HELP **SOHO** DIGITIZE FAST USING A SINGLE CLOUD PLATFORM

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THE PROBLEM

SMALL OFFICE - HOME OFFICE

Finding customers is hard, especially for **SOHO** with no or weak digital presence on the web.

SOHO are often illiterate on digital topics, therefore they focus the budget in the wrong direction.

Lacks of simple analytics tools weigh heavily on **SOHO** cash flow.

SOHO work efficiency is low due to the absence of automated tools.

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THE PROBLEM

END CUSTOMER

1. Nowadays users want to book, **pay and manage** the status of their reservations online.
2. **Users prefer to compare providers**, preferably with real time data, before committing to book a service.
3. Users want a **seamless online experience**.
4. **Check reviews and feedbacks** from other customers is becoming a must in online services.

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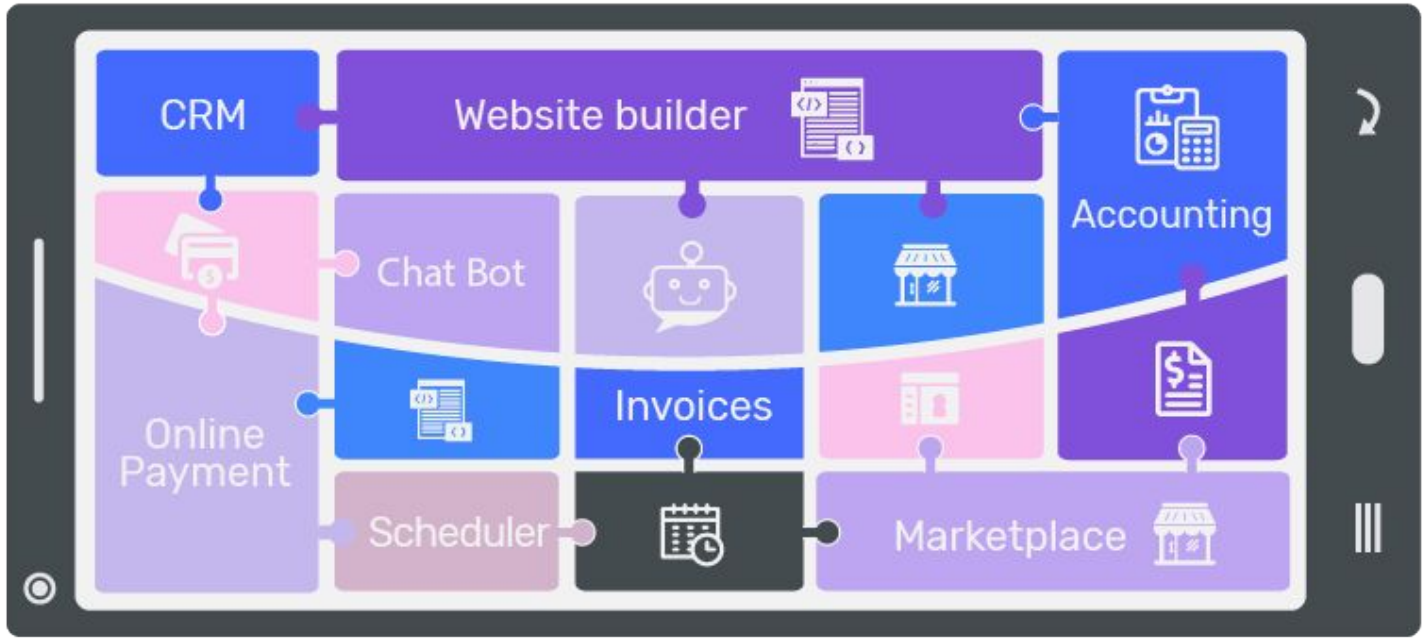
THE SOLUTION

WE PROPOSE A UNIQUE SAAS PLATFORM TO HELP SOHO DIGITIZE FAST, IMPROVE EFFICIENCY AND INCREASE SALES.
THE PLATFORM IS **peekaboox**



peekaboox

THE SOLUTION

HELP SOHO DIGITIZE FAST, IMPROVE EFFICIENCY AND INCREASE SALES

A **friendly CRM** allows **SOHO** to:
- **Manage Customer Relations**
- Insert **Promotional Code and Discount**
- **Add Workflow** and automation of notification

Accept **online** payment
- Select from a **wide range** of payment provider
- Multi **currency**
- Multi **language**

SOHO can be part of a leading **marketplace**
- **SOHO can widen their customer base**
- Users can compare a **wide range of different providers**

Easily create and deploy a **website:**
- **Friendly user interface** to create a website
- Deploy on **custom domain**
- **Tons of template** to choose from

All transactions are collected and tracked in a **customizable Dashboard**
- Monitor **cash flow**
- Track Income **Statement and Balance Sheet**
- **Analytics**

Easy Scheduler to accept real time booking
- **Accept online booking** only when the workforce is available
- Schedule **workforce activities**
- Export to **Excel**
- Mobile App with geo-localization services

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COMPETITIVE ADVANTAGE

MARKETPLACE

Complete synergy between the marketplace and the SaaS platform who feed data to the former.
No other platform does something similar.

EXPERIENCE UAE

5 years experience in the **UAE** market with constant growth.

AFFORDABLE

The business model allows small businesses to enter for free and get the premium membership for a small fee.

LIMITED PHYSICAL PRESENCE

Empowering small businesses with online tools to digitalize efficiently equates into a limited physical presence on the territory to evolve the marketplace worldwide.

THE PLATFORM

The platform includes all the tools needed by a SME to digitize efficiently without having to look for and use different solutions in the cloud.

REVENUE MODEL

Revenue model is based on both commission from the marketplace and monthly membership from SaaS platform.

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ITALY MARKET SIZE

PROVIDER MARKET SIZE

- In **Italy** there are over **4.1 million micro enterprises** (SOHO) that represent **95 per cent** of the total share. They employ almost **7.6 million citizens.**
- **Lombardy** boasts, on the whole, also the greatest number of SOHO.
- Only 35% of SOHOs have internet connectivity and social networks.

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Istat Report *market share

ITALY MARKET SIZE

MARKETPLACE MARKET SIZE

- **The Italian GDP pro-capita** in the 2019 was 26.860 euro. Notably, there was an increase in online reservations.
- **25 million and 700 thousand families**, 33% are individuals.
- We assist two types of service industries: **hourly based**: *p.e. baby sitting, pet sitting, tutoring, coaching, personal training, housekeeping* and **fixed price**: *p.e. beauty & hair style saloon, doctor office, physiotherapist and nutritionist activity.*
- In Italy the proportion of people aged 16-74 who **ordered or purchased goods or services** via the Internet for private purposes **was 60 % in 2018**.
- We assume that each family purchases 45 hourly and fixed services in a year and these are on average 2 hours at a cost of 40 €.

25.700.000 x 60% x 45 x 40€ = 27.756.000.000€

Cerved Group report + Istat 2020 *MS Market Share

REVENUE MODEL

OUR REVENUE MODEL

How do we make revenues:

- Charging a commission of **20%** for each service booked through *the marketplace* and accepted by the **SOHO.**
- Charging a monthly fee for using our **SaaS platform.** Free tier also available to incentivize the use.

Commissions

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By Booking

20%

- *help4u.today* gets 20% of commission for each reservation booked from the platform and serviced by SOHO.

VAT Excluded

Membership

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Monthly

EUR **25/month**

- A premium membership is charged on monthly basis to use our platform.

VAT Excluded

THE COMPETITORS

SAAS PLATFORM

Features	Peekaboox	WIX	One.com	Shopify
Website Builder	Limited feature	Top feature	Limited feature	Limited feature
E-Commerce	* Top feature	Nice feature	Nice feature	Top feature
Online Scheduler	Limited feature	Limited feature	Limited feature	* No feature
CRM	Nice feature	Limited feature	Limited feature	Nice feature
Bookkeeping	Nice feature	** No feature	No feature	** No feature
Marketplace	Top feature	** Limited feature	No feature	** Limited feature

No feature · Limited feature · Nice feature · Good feature · Top feature

* For appointment ** Only through third parties plugin

MARKETPLACE

Features	help4u	DAUA	ProntoPro	Helpling
Type of Services	Good feature	Good feature	Top feature	Limited feature
Funds	No feature	Top feature	Good feature	Top feature
SEO	Nice feature	Nice feature	Good feature	Nice feature
Real time data	Top feature	Limited feature	Limited feature	Nice feature
Presence	Limited feature	Nice feature	Nice feature	Top feature
Automation	Good feature	Good feature	Nice feature	Nice feature

No feature · Limited feature · Nice feature · Good feature · Top feature

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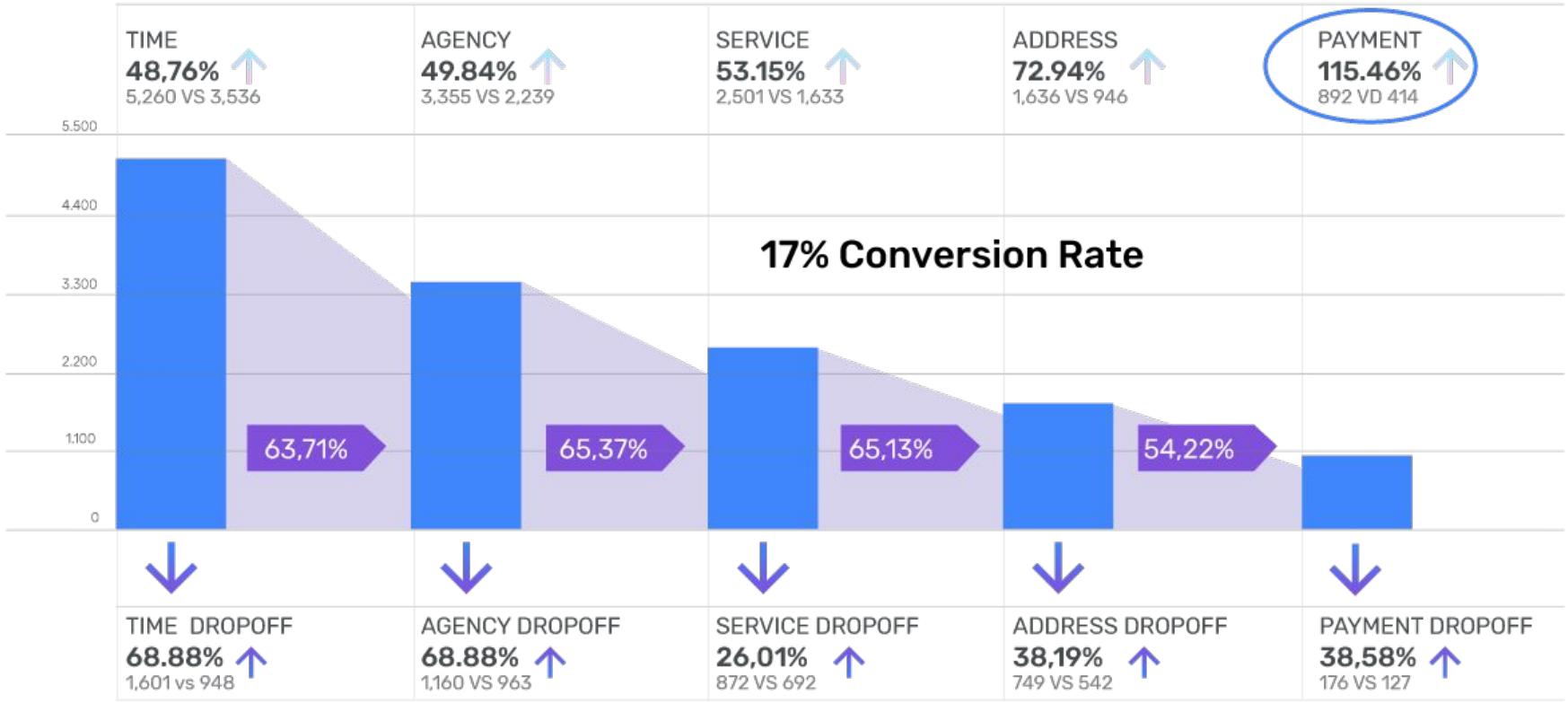
THE UAE TRACTION

CHECKOUT BEHAVIOR - NEW TRANSACTIONS. COMPARISON BETWEEN PERIODS; **115.46% GROWTH YTD**.

- 31st Jul 2019 – 30th Sep 2019
- 31st Jul 2018 – 30th Sep 2018



Source Google Analytics: data from UAE experience

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ESTABLISH A PRESENCE IN ITALY

1 **COVID19**
Social distancing restrictions and demand shifts from COVID-19 are expected to shutter many SOHO

2 **Booking Economy**
After share economy **now it's time of book economy:** where the business need to offer new way to contact their customer

3 **Reconnect to customers**
The **SOHO need to re-establish** personal relationships with the most important part of his business - the customers and **come back to do the core of their job**

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SHAREHOLDERS & WORKING TEAM

WORKING TEAM

Managing all functional areas

IT + Developing
OptionFactory Srl

Finance
Alessandro Rinaldi

Sales
Alessandro Rinaldi
Elena Lucicesare

Marketing & Communication
Elena Lucicesare

Operation
Roberto Cecchia

Legal
Ughi e Nunziante Studio Legale

SHAREHOLDERS

Continuous dialogue with Working Team

Alessandro Rinaldi	53%	Amon Airoldi	4%
OptionFactory Srl	15%	Franco Fasano	4%
Edoardo Crotti	3%	Roberto Cecchia	7%
Laura Monge Madro	4%	NewB Srl	10%

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THANK YOU

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