

Why are we building gewodo?

According to the European Commission, over 90% of SME-s are digitally underdeveloped. Most of the software on the market is too complicated, expensive and targeted at bigger companies. Gewodo is a simple digital work management tool for micro and small enterprise service providers with a seamless services market for inquiries and service offers, so that all providers could be easily found and interact with their customers. Gewodo makes the work process client-friendly and optimized, helping smaller companies equal the digital abilities of market leaders.

ONLY 5% OF MICRO AND SMALL ENTERPRISES ARE DIGITALIZED AND VISIBLE ON THE INTERNET

... which significantly **reduces** their competitiveness and **hinders** development. A simple ja suitable hybrid solution **is missing**.



Task and work process management is **difficult** and **time-consuming**

Info and documents are **scattered** in emails, messages, notepads, pockets or are not stored at all.

Potential customers have a **very hard time finding** the service providers and their services

THE SOLUTION IS A SIMPLE AND CHEAP WORK MANAGEMENT ENVIRONMENT

... which includes **easy-to-use** work, project and document management and a public **services market**



Simple work processes

- Project, task and employee planning
- Calendar and file management
- Communication with customers and team

Digital presence

- Profile with company info, feedback and work experience
- Presenting services and offering on inquiries on the market
- Comfortable overview of the work process for the customer

Creating a project → Assigning tasks → Management and communication

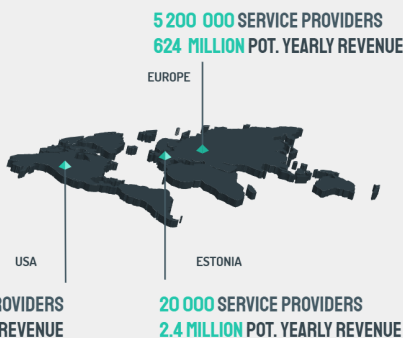
Providing overview for customer → Storing feedback and pictures → Being visible on the market

UNDERSERVED MARKET WORTH OVER 1 BILLION

Ideal customer:

- Micro or small enterprise service provider (2+ employees)
- Low digitalization, lacking choices and opportunities to digitalize
- Wants to manage work better and be visible online

3 000 000 SERVICE PROVIDERS
360 MILLION POT. YEARLY REVENUE



CURRENT STATE

- We launched the marketplace feature in October
- We have acquired 30+ partner companies who help in development and testing
- Agreements with the biggest service mediation FB groups in Estonia for posting offers and advertising our products.
- We have successfully passed 5 user tests for our product prototype with positive results and are working on the first batch of management tools (launch 02-03.21)
- The whole team is contributing full time (from July 2020)

TO THE CUSTOMER THROUGH COMMUNITY

- We post in FB groups used by the community
- We use our partners to spread the word
- We offer free premium trial + a 100% free entry option

FREEMIUM AND PACKAGES = LOW BARRIER



TIER I - BASE (FREE) + NEED BASED PACKAGES

Services market usage (restricted), public profile and work management tools for 1 user. Can buy packages.



TIER II - PRO (9.99€/MONTH)

Management for companies with 2-5 employees. Unrestricted market.



TIER III - PREMIUM (19.99€/MONTH)

Management for companies with 6+ employees + comfort features (invoicing etc.)

ON ALL EUROPEAN MARKETS BY 2023

Investment	15 000	+ 10 000	+ 10 000
Product	Basic tools - can be sold (tier I,II)	Full service market	Comfort features
Users	100	500	1000
Completion	02-03.2021	05.2021	08.2021

Q1 - 2021

Users: 100
MRR: 1000€
Market: Estonia



Q1 - 2022

Users: 5000
MRR: 50 000€
Market: Baltics



2023

Users: 50 000
MRR: 500 000€
Market: Europe



WHO WILL MAKE IT HAPPEN?



Asso Kasuk - CEO.
BA Economics, MA Business and technology management (acquiring) - Tartu University. 5 years of client-, marketing- and project management exp.



Erik Enden - CTO
5 years of web development, front-end development and custom solution creation experience. BA IT (acquiring) - Tallinn University



Jaagup Selli - Back-end developer
4 years of back-end development experience. BA IT (acquiring) - TalTech



Argo Jentson - Sales manager
4 years of sales experience. BA Economics (acquiring) - Tartu University