PAU2E

Contact Info

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Financial Info

Company Stage: Seed
Previous Capital: 6K
Capital Seeking: 500K

Use of Funds

% Prod Dev:
% Marketing:
% Ops & Inventory:
% Legal % Other:

Management Team

Shiran Yosef
Founder, CEO.
Live in Ramle, 26 years old.
Has a bachelor's degree in computer science.
Accelerator graduate, and over 10 years of sales experience.

Exchange students of computer science and Full Stack.

Advisors

Mark Israel
Has experience in project development.

Alex Lyhovez
A marketing and business development professional, blogger and an online entrepreneur.

EXECUTIVE SUMMARY

📣 Pitch

The company's goal is to create a precise balance between productivity and well-being while working in front of the screen. Currently over 77% of jobs include working in front of a computer, and that number is only growing.

🔍 Opportunity & Market Problem

The strategy is to sell our services to large companies and organizations with many employees and developers, in order to save time and money for employers due to unproductive hours of the employee, and on the other hand to give the user an amazing experience and the opportunity to learn about himself.

⚙ Product/Service/Solution

Today at many areas understand that human beings are different from each other, and all the new solutions are based on personalization. Currently companies that test productivity, pay between $ 40-600 a month for HR technology. Pause is more efficient than the rest, because it does not use statistics, but machine learning technology.

⚙ Business Model

PAUSE will cost about $ 9.99 per month for a basic user, about $ 14.99 for a standard user and about $ 19.99 for a premium user.
In addition, in the initial stage, companies that work with us in cooperation will receive our service for free for 6 months after the period of the joint experience.

🛒 Market

This is a platform that suits for so many areas such as: Small and medium-sized businesses, high-tech organizations, public organizations, the military, government authorities and more. And in the first step we will turn to: Employer brand managers, HR people, VP of human resources and employee experience managers.

👪 Competitors

Employee Performance Monitor, Break Reminders, Blue Light Filters, Wearable accessories, Security and Fatigue Detection Car System.
The workplaces have the most software because this is where the big money is, and I fall into that category.

🏃 Competitive Advantage

My product is customized and personal, and gives a summary report so that the person can evaluate his performance in the future, no one doing it so accurately.
In addition, all programs of this type, such as "Time Doctor" and "Hubstaff", refer only to the administrative side, and not to users at all. We are a "win win platform".

📋 Go to Market Strategy & Execution Plan

We will break into the market as quickly as possible, because this is an evolving technology as AI. In the first stage, we will start in Europe – England, because it has the highest percentage of users of similar software. The site through which the product will be advertised, will be as reliable as possible and clearly explained for each stage.

🚀 Current Traction

We have been creating the software for over a year.
There is an initial prototype.
There are 3 teams for Beck (the algorithm) for the front (website) and designers who work around the clock.

Year	Gross Revenue	Cost of Goods	Admin. Exp	EBITDA
2023	0	720$	0	-720$
2024	480,000$	200,000$	330,000$	-50,000$
2025	2,400,000$	400,000$	400,000$	+1,600,000$
2026	6,000,000$	600,000$	500,000$	+4,900,000$