



5000, Lenker St, Mechanicsburg, PA 17050

DezHIRE Business Plan

Contents

1. EXECUTIVE SUMMARY	3
2. INTRODUCTION.....	4
3. ABOUT US - TECHGURUS CONSULTING LLC (WWW.TECHGURUSCONSULTING.COM) 5	
4. RECRUITMENT – CURRENT SCENARIO	6
5. RECRUITMENT – SOURCING STORY.....	7
6. RECRUITMENT – KEY GLOBAL TRENDS AND DIRECTIONS	8
7. RECRUITING – THE MOST POPULAR JOB BOARDS.....	9
8. DEZHIRE – THE GAME CHANGER.....	10
9. DEZHIRE – PRODUCT ROADMAP AND MILESTONE.....	11
E. COST BENEFIT ANALYSIS - EMPLOYERS.....	15
10. DEZHIRE – INVESTMENT COMMITMENTS	16
11. BUSINESS PLANS -GO TO MARKET STRATEGY AND RISK MITIGATION.....	18
12. CORPORATE STRUCTURE AND PEOPLE PLANS	20
13. ORGANIZATION STRUCTURE	22
14. REFERENCE LINKS USED:.....	23

1. Executive Summary

Executive summary of the Dezhire Business plan

The process of acquiring the right talent for the right job has always been the primary task of corporates and has now become more complex with the changing contours of businesses redefining themselves, role expectations going beyond today, technology disruptions and higher end customer requirements.

There is an emerging need for Job Boards and 3rd Party Agencies to radically change their solution offerings to ensure alignment of the hiring process with changing trends and directions.

Some of the key challenges for Job Boards are:

- The candidate controls the content and no validation of the same
- Skill sets are not tested or differentiated and no means to show capability
- Soft skills etc are not tested or rated
- Key word search still very broad based

Dezhire - Key proposition

This is where Dezhire steps in.....DezHIRE – The Game Changer

This new platform has best of the traditional world of recruiting blended with the current trends and practices and aims at ironing out certain kinks in the sourcing and selection process resulting in time and effort being saved. Here are some of the key differentiators:

- Curated resumes
- Technical skills tested, rated and videos of tests etc.
- Soft skills and behavioral skills evaluated and rated
- Customized profile pool for employers
- Niche geo-spread
- Constant updating of assessments and tools

The Market

The target audience for Dezhire, specifically IT specialized occupational audience looking for the good resources and resources looking for a good employers/client. Dezhire will be a very good interactive system for both employer/vendor and employee relations. Customers will be vast and will spread out to the global users. Dezhire will have its own dashboard for each employer to interact the usage,

2. Introduction

TechGurus Consulting is a certified Minority and disadvantaged small business (MBE/DBE) and certified Women owned Business working in multiple states in the US with extensive experience delivering cutting-edge technology solutions to clients worldwide. Tech Guru's Founders have over a decade of professional experience as IT professionals and have a very successful career track record for past 12 years.

Besides being an emerging Global IT services provider with foot-print across Americas and Asia-Pacific Techgurus Consulting also educate the resources in different technology and helps resources to engage in the client projects

*Techgurus Consulting LLC is moving forward by creating a new department to develop tools and other online product based on the market needs and integrates the system. TechGurus Consulting has branded this initiative as **Dezhire** – a unique business model that paves way for an exclusive approach in the Manpower sourcing-selecting-on boarding space.*

*This document details out the emerging environment, expected trends in this space and How **Dezhire** has evolved a business model and plan which can yield itself to the business cycle and emerge as a successful trend setter in this business space.*

3. About Us - TechGurus Consulting LLC (www.techgurusconsulting.com)

With over 12 years of experience working for customers globally on various tools and technologies, we understand the need of the hour for an enterprise. Whether it is an application written in legacy or latest technology, on web or mobile platform and data store into relational or flat databases we have resources and tools to meet the demands. Our service portfolio includes the following:



PROFESSIONAL STAFFING

We offer full range of staffing services including Contract Staffing and Contract-to-Hire staffing. Our strength is in on boarding experienced and versatile technical consultants with practical exposure in implementing real-world projects.



SOFTWARE DEVELOPMENT

We deliver excellence, certainty and ROI across all of your enterprise's IT application needs. We also help enterprises make smart decisions in adopting mobility solutions to drive business results.



CLOUD SERVICES

We deliver excellence, certainty and ROI across all of your enterprise's IT application needs. We also help enterprises make smart decisions in adopting mobility solutions to drive business results.



TRAINING & PLACEMENTS

We have a very organized learning process and procedure based on best practices by highly experienced Instructors delivered at our resource center and online. The training staff assist you in selecting the appropriate courses, locations, or even customized training packages, with an objective to make you more productive by keeping you updated with the latest technologies.



APPLICATION TESTING

We provide need-based testing capability and required support to maintain and keep your application "bug" free.



BIG DATA ANALYTICS

We provide innovative data analytics solutions that assist our client to improve the quality of critical information in their business.

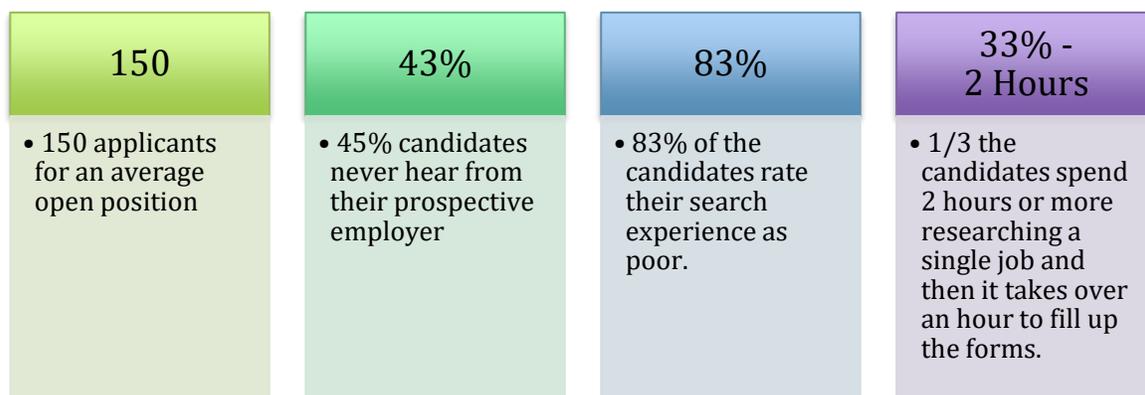
4. Recruitment – Current Scenario

The process of acquiring the right talent for the right job has always been the primary task of corporates and has now become more complex with the changing contours of businesses redefining themselves, role expectations going beyond today, technology disruptions and higher end customer requirements.

Some hard facts that current recruitment processes are saddled with are:



The scenario from the prospective employee's perspective is equally complex, difficult, time consuming and at times frustrating. Some numbers here corroborate these emotions.

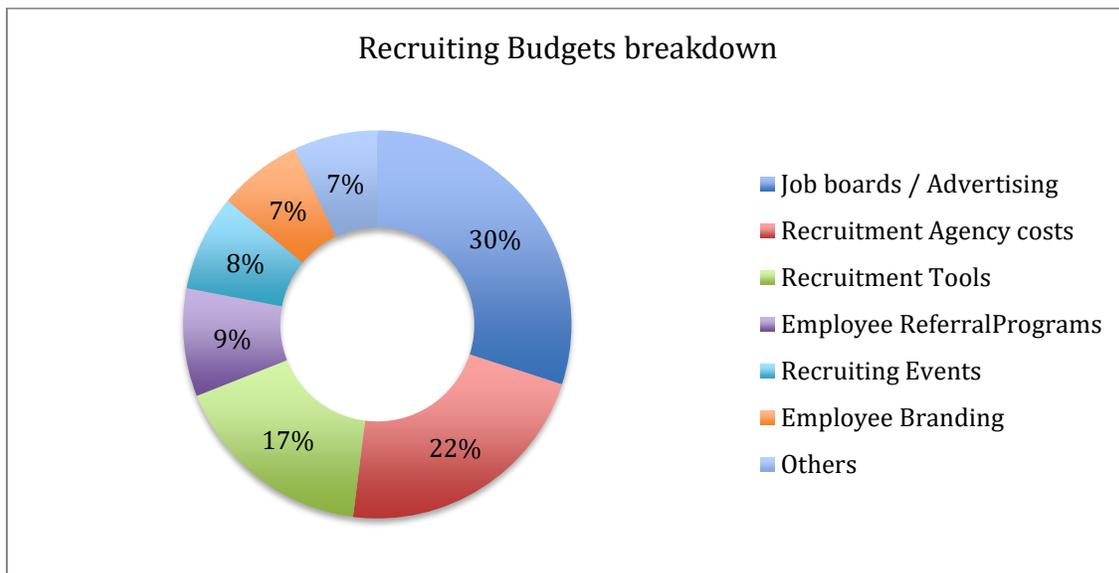
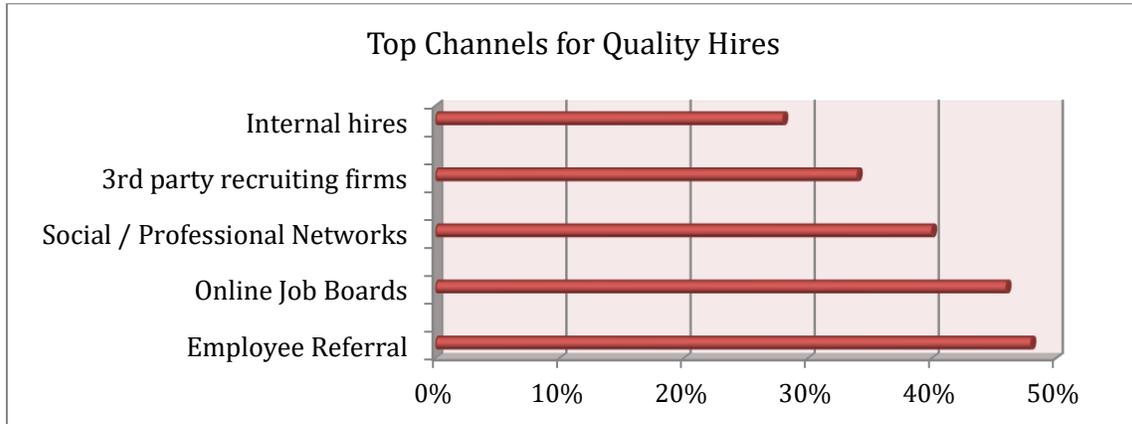


One can see that with the changing business environment the demands from both sides have changed dramatically and search and selection is evolving constantly to keep pace.

5. Recruitment – Sourcing Story

According to Deloitte and Big 5 Human Capital trends survey over 61% of the top executives stated that their companies are not doing a good job of finding the right talent.

The most popular methods to hire talent and typical budget breakdown as per LinkedIn Global Talent Trends 2017 is given below



While 52% of spends are on Job boards and External / 3rd Party Agencies, a large part of the quality hires also come from these two sources. The need to ensure great return on spend is never more acute with spends likely to stay flat. Changing technology trends will see increase spends in these areas in the coming years.

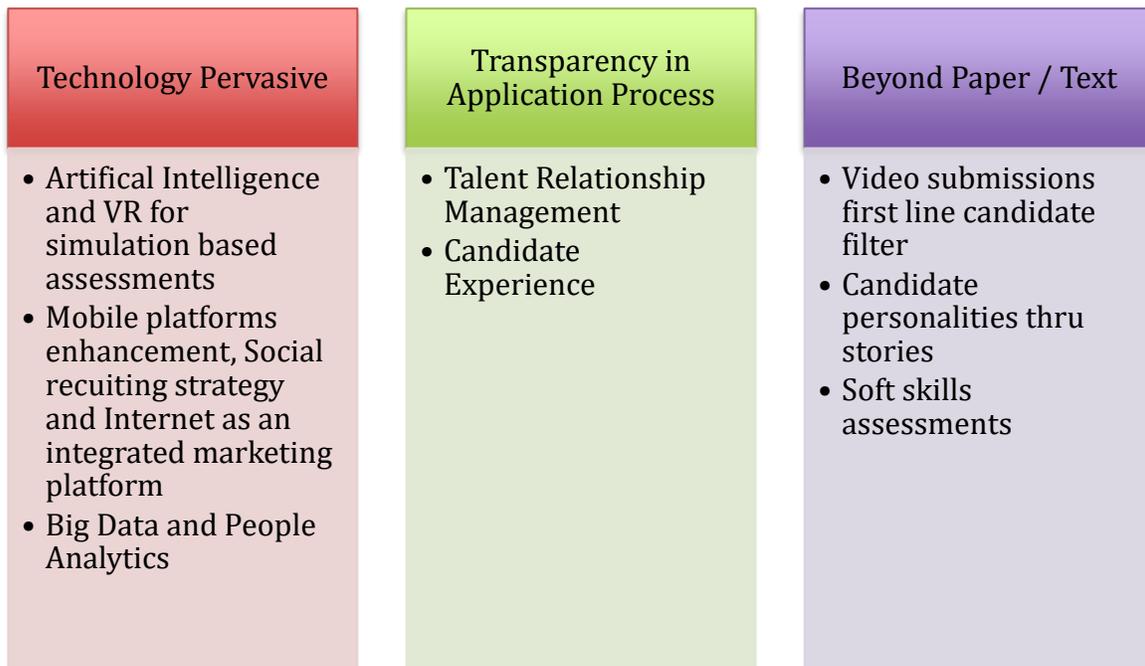
Thus there is an emerging need for Job Boards and 3rd Party Agencies to radically change their solution offerings to ensure alignment of the hiring process with changing trends and directions.

6. Recruitment – Key Global Trends and Directions

Some of these trends are already in play and in the coming years their impact and influence is expected to have a disruptive effect on the way organizations will source and hire talent right talent.

The business complexities are driving jobs away from “static jobs” to “hybrid roles” where standard role descriptions and titles are not tenable.

The overall trend is moving in the direction of employers wanting fewer but more appropriate applicants while the candidates are seeking faster means to get the right fit job.



Job boards have started video resumes, Google for Jobs will revolutionize search capabilities, and innovative recruitment tools and methods are on the rise. Staying abreast of these trends will enhance the recruiting process in the coming years.

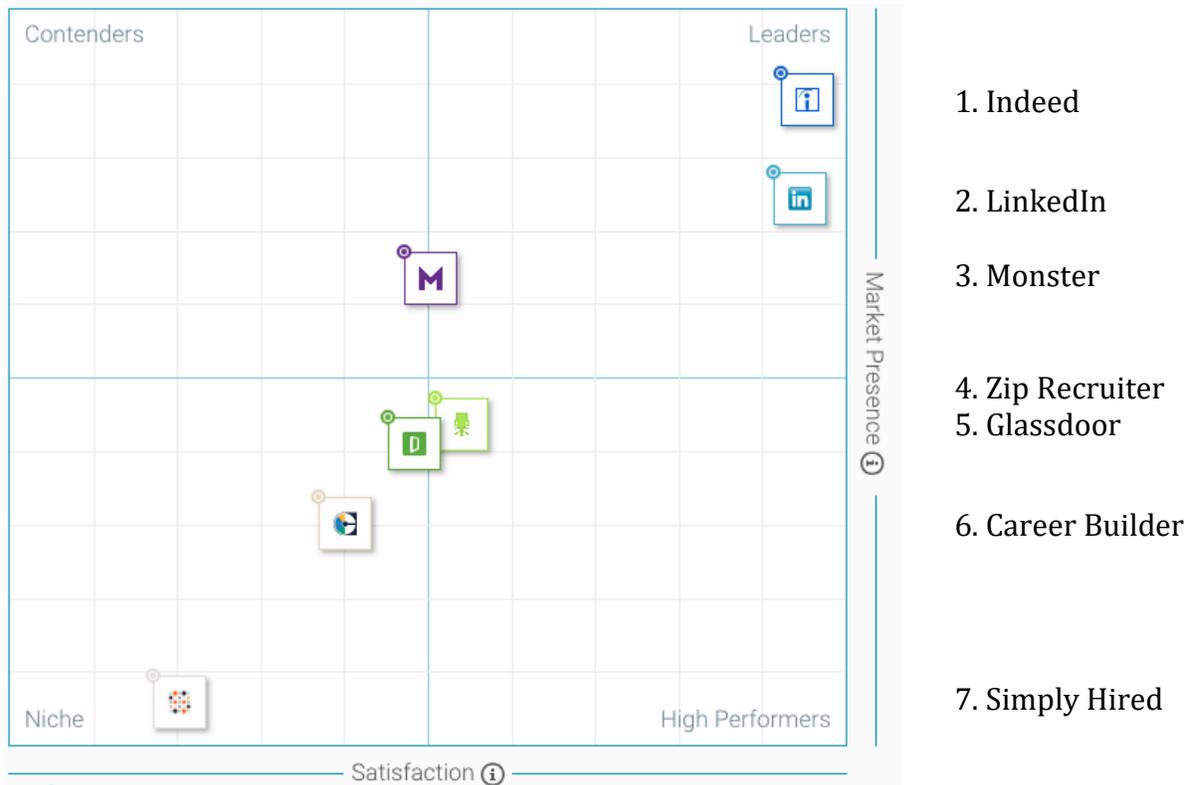
7. Recruiting – The most popular Job Boards

Job Boards are the most popular, widespread and easiest access to postings and are intensively used by applicants, employers and 3rd party agencies or staffing companies. However only 30% of hires are from Job Boards.

Given below is one perspective of the top 7 based on reach and user satisfaction.

DezHIRE will start as a niche player and grow to High Performer in the next 5 years.

G2 Crowd Grid[®] for Job Boards



Some of the key challenges for Job Boards are:

The candidate controls the content and no validation of the same

Skill sets are not tested or differentiated and no means to show capability

Soft skills etc are not tested or rated

Key word search still very broad based

8. DezHIRE – The Game Changer

This new platform has best of the traditional world of recruiting blended with the current trends and practices and aims at ironing out certain kinks in the sourcing and selection process resulting in time and effort being saved. Here are some of the key differentiators:

- Curated resumes

Each resume on our portal will be vetted for accuracy and validity of content and reduced misrepresentation of facts.

- Technical skills tested, rated and videos of tests etc.

Every candidate will go through a battery of IT assessments to gauge and rate their skills on different technologies. This will go a long way in selecting candidates with a combination of dominant and adjacent skill sets and thus future proof skill requirements. The video recording of these assessment will be made available to employers for review.

- Soft skills and behavioral skills evaluated and rated

The ability to get soft areas also rated gives the employer another vital dimension of the candidates profile and thus getting the right fit in a shorter time frame a reality.

- Customized profile pool for employers

We will based on an understanding of the job requirements use our internal algorithms to create a pool of candidates that will be most appropriate and thus eliminating the need to sift through large set of applications etc.

- Niche geo-spread

We intend to operate in specific geographies where there is a high availability of university students or IT employers. We will relocate talent through our unique learn and earn model and make sure the right talent is available on time for a specialized occupancy and talent..

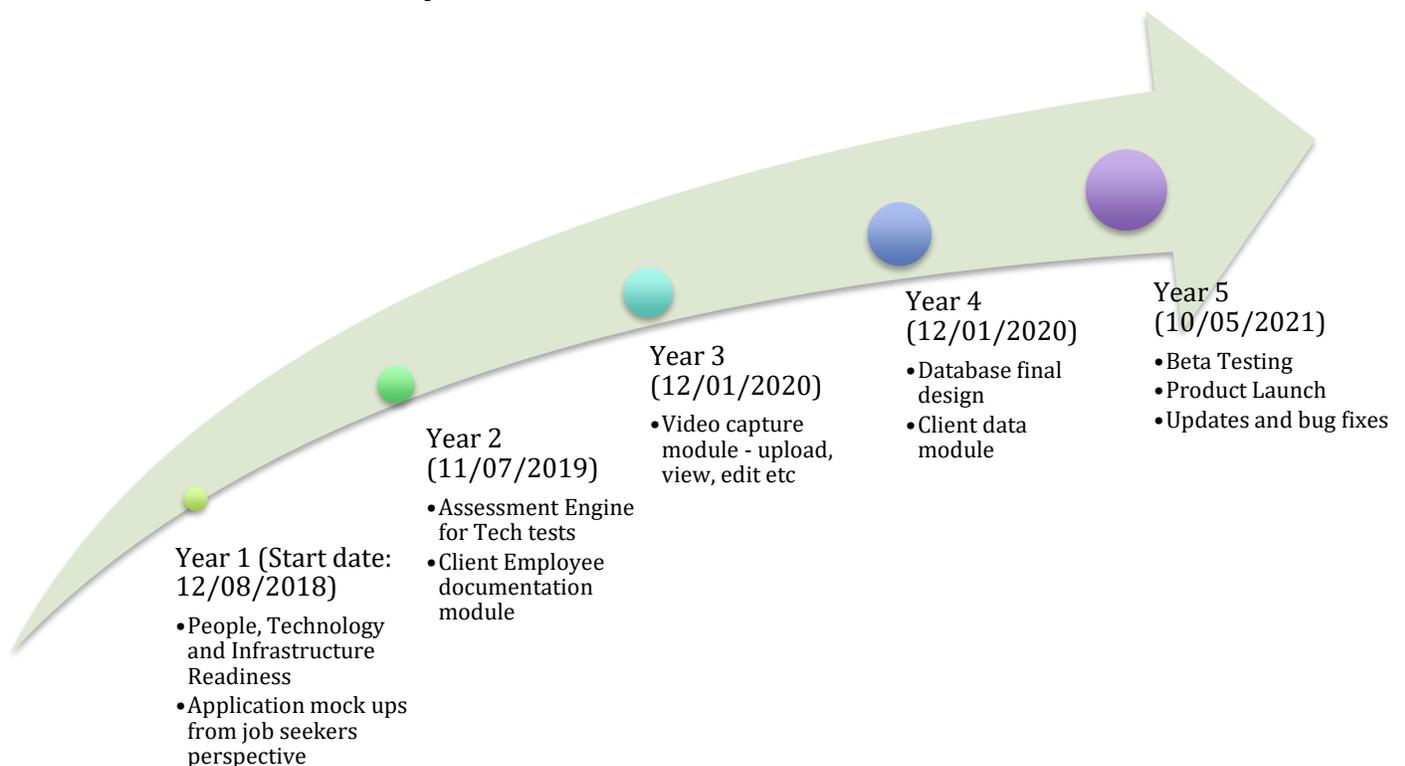
- Constant updating of assessments and tools

We are committed to enhancing our assessment portfolio to keep pace with new technologies, revamp the old database of questions and eliminate test items based on percentage of passes etc.

9. DezHIRE – Product Roadmap and Milestone

This system will be geared up to present the employer the following-

- The resources resume will be filtered based on the technology the client’s selection.
- Basic detail and whereabouts of the resources and the clients will be registered.
- Will provide the online interview file of that resource as requested by client
- Technical Analysis of the resources will be presented to the client by Horizontal graph.
- Interviewed question for a person will be presented to Client based on the request.
- Employer will have their dashboard in “Dezhire” to maintain and view the usage, example no of employees hired from Dezhire, number of interview files downloaded and all other information and other detail information.
- With Dezhire, resource seeking for job will have the status update of the resume based on the next steps.



With these milestones achieved, we will have a unique and differentiated product portfolio that would be based on latest technology and having embraced some of the key trends and directions that we see the recruitment process moving towards. Quality of hire and Time to hire will be the driving elements behind the product design keeping user friendliness and intuitive interactivity as the experience driver.

B. Product Feature and Process Map

Candidates

- Registration - Demographic Information, Aptitude test, Scoring and Status

Employers

- Client Registration
- Allow adding requirements (20 Position for free for each client)
- Allow employer to view employee demographics and technical detail based on the requirements
- Request DezHIRE for video and Contract, if required.

Process Flow

- Job Seeker registers
- Job seeker will have a question to market thro Techgurus or Dezhire. When Techgurus is selected the job seeker will be requested to join Techgurus, BUT DezHIRE is independent of Tchgurus. It is another job search engine but with full capability.
- Allows the user to enter the demographics information.
- DezHIRE allows the job seeker select the technology or specialization.
- Job Seeker valid pic identity will be uploaded during the registration process.
- Once registered, DezHIRE sends users a link with interview questions based on the technical skills.
- Before taking the test candidate camera will validate with the pic that was loaded while registration to avoid any fraudulent act.
- Once the user is ready to take the test the DexHIRE will check with Hardware requirements to validate the camera.
- First test will be free for a candidate and any retest will be charged. Once test started , DezHIRE will record every move of the candidate.
- Once a test is completed the Score will be sent to the candidate and allow a retest if required and a fee charged.
- Once it is finalized, the file be saved with his demographics.
- DezHIRE marketing will follow with client requirement and update the status of every travel.
- Capture video from a webcam, network IP camera or video input device (e.g., VHS recorder)
- Screen capture software records the entire screen, a single window or any selected portion

Documentation

- Candidate can see the application status (Score, submission to the client, any feedback from client , if submitted) for 60 days only.
- Once candidate choose to join Techgurus, legal documentation will be submitted through for process through DezHire.

C. SWOT ANALYSIS

Strengths

- IT Domain Expertize
- Recruitment Vertical History
- Curated and Rated Resumes
- Testing Platforms
- Video Platform
- Customized Services for Clients

Weaknesses

- Current Geo presence limited
- Internal funding dependent

Opportunities

- Client requirements changing towards getting "appropriate resumes" for jobs defined
- Job Definitions getting "hybrid" and thus need for a platform with flexible and soft criteria for search
- Video submission getting viral. Paper resumes decline and online text being one dimensional
- Technology infiltration for behavioral and situational assessments

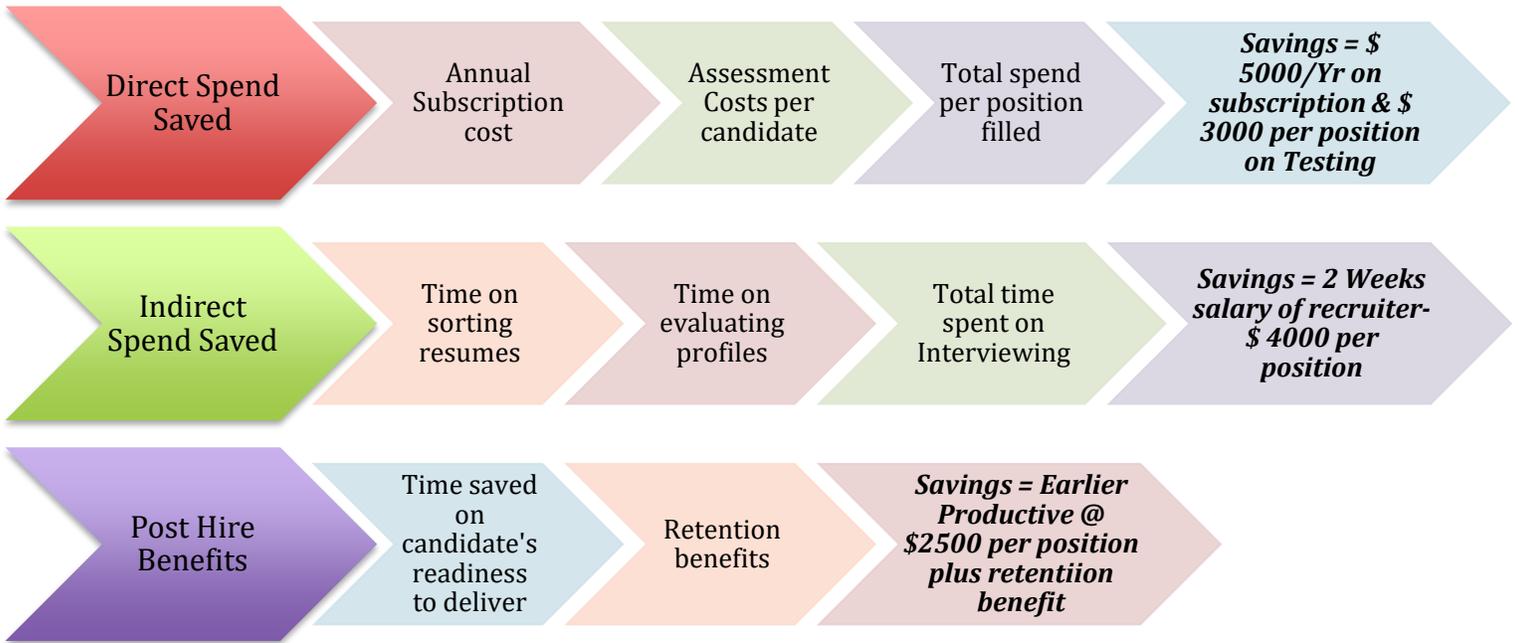
Threats

- Technology companies jumping in - Google For Hire
- Deep pockets of top Job Boards who can jump start our ideas quickly
- Technology disruptions in the short term
- Unemployment rates changing upwards. Any Economic cycle thats negative
- Regulations like Visa rules could constrict some current low hanging supply markets

D. Competition Comparison Chart

		DICE	Monster	Indeed	LinkedIn	DezHire
Employers	Registration	✓	✓	✓	✓	✓
	Upload Requirements	✓	✓	✓	✓	✓
	Candidate's assessments on video					✓
	SPOC for each Client for direct contact					✓
	Video Files					✓
Job Seekers	Registration	✓	✓	✓	✓	✓
	Interactive Video Interview					✓
	Tech Proficiency Assessment					✓
	Video Uploads					✓
	Application Status					✓
	SPOC for direct contact					✓

E. Cost Benefit Analysis - Employers

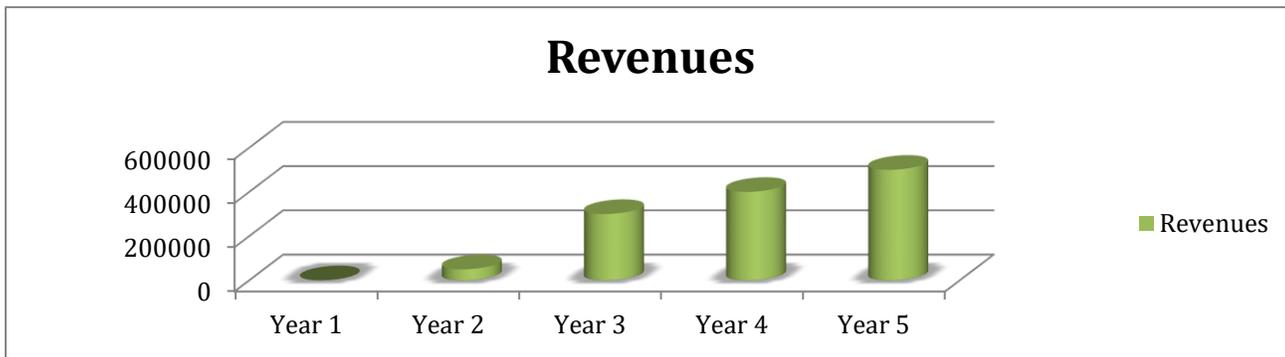
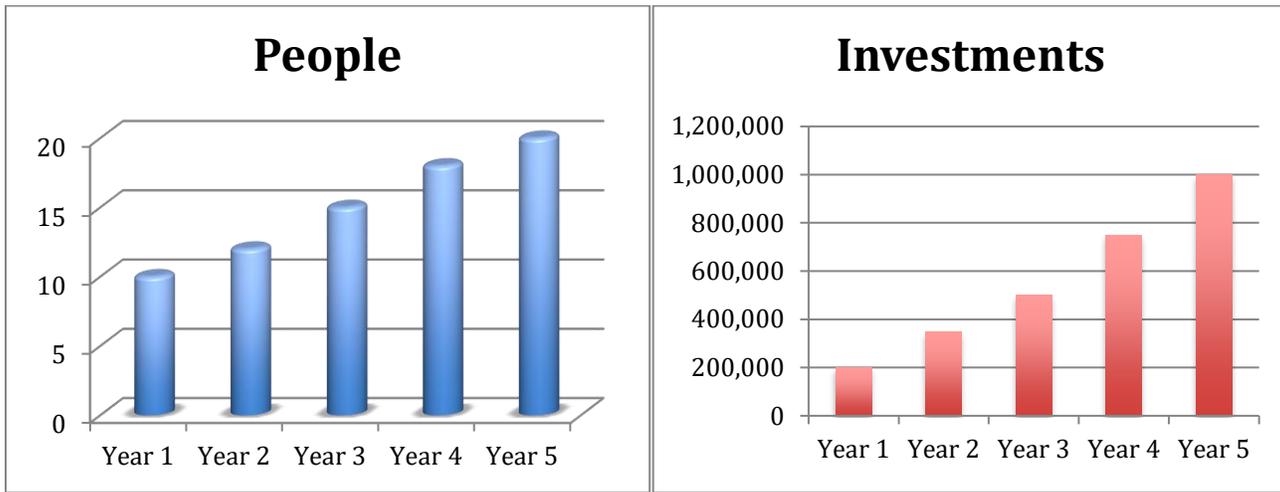


So if one were to take into consideration an average of 20 hires in a year the potential savings are as under:

• Annual subscription savings	\$ 5,000
• Technical and Soft skills Assessments	\$ 60,000
• Time saved in relative terms	\$ 40,000
• Post hire productivity savings	\$ 50,000
Total annual savings (approx.)	\$ 1,55,000

10. DezHIRE – Investment Commitments

We are bootstrapping the project and down the line early investors will be approached to additionally fund the project. Internal accruals will be the key initial investment.



Investment Break-up

	Year 1	Year 2	Year 3	Year 4	Year 5
Space	1000 sqft	1000 sqft	1500 sqft	1500 sqft	1500 sqft
Tech. Infra	6 laptops, 1 RAID/SAN Server, LAN Server, Cloud Server	2 laptops, 1 Testing Server, 1 Production Server, 2 Video Equipment, Recording Studio	3 high end PCs, 1 Bio-metrics Server	3 Laptops	2 Laptops
People	10	12	15	18	20
Software					
Legal - Agreements etc	Privacy, User Agreement, Candidate Service, Training etc Agreement	Employer Agreement, Big data platform Processing application, Implement of payment service.	Creating Dashboard for both ends, Implementing of Video capture program application	Implement the entire application, Implement and manage the marketing team	Launch Application, Maintenance process, Patch

Laptop Configuration:

- 8 Laptops: 7th Gen Intel® Core™ and E3-1505M v6® processors, Intel Xeon E3-1505M v6 (Quad Core Xeon 3.0GHz, 4.00GHz Turbo, 8MB 45W, w/Intel HD Graphics 630)
- 6 Laptop: 8th Generation Intel® Core™ i5-8300H Processor (8M Cache, up to 4.0 GHz, 4 Cores), 8GB DDR4-2666MHz, 2x4GB, 1TB 5400RPM 2.5" SATA Solid State Hybrid Drive, 256GB M.2 2280 PCIe Solid State Drive

Planned work product-

First Year -

- Purchase new product and machines for Dezhire application.
- Purchase design software to design the application by each step.
- Design the network and other office logistics to start the application.
- Hire appropriate staff to design and develop the new project work in Clouds
- Mock-up the Dezhire screen to Register and Login for Resources (Job Seeker)
- Allow user to enter the Basic Demographics information. (Job Seeker)
- Allow user to select the work authorization and technical Skill and enter the required information.

Second Year -

- Create a data center for question bank based on the expertise.
- Allow application to pick random question from the question bank.
- Application will be designed to allow the resources to do multiple exams
- Application will be developed to email or download the exam results and will display the graphical analysis to the resources.
- Design the system to generate the documentation
- Develop an application to create the .PDF documentation to sign the contract between employee and employer.
- Develop the application to upload and download the documents.

Third Year -

- Develop a system that would interact the resources to interview through Video
- Application is developed with intelligence insight to avoid any unprofessional conduct.
- Develop an application to save the video file in to the system
- Allow clients to view the video files based on the filters and restriction, this is allow the client to save time and money.

Fourth Year -

- Design the database for the client module to save related information.
- Design the screen to enter the client information
- Begin designing the database and framework.

Fifth Year -

- Begin development of software and beta testing phase.
- Once testing is complete, launch market-ready product.
- Ongoing updates, marketing & sales.
- Continue developing the rest of the consulting business in parallel.

11. Business Plans -Go to Market Strategy and Risk Mitigation

- The Basic Premise

Although the job seeking business is highly competitive, we believe that Dezhire is a place for high-quality, interactive, and affordable price for all people looking for a career growth and job opportunity and efficient resources, . Our goal is to build and market the Dezhire that will be marketed to employer and employee and stand as unique.

There is a unique opportunity in the market where currently no single service provides access to wholesome of Job site including in-built interview process and file generation. The market is fragmented and so employee, employer and Vendors have to utilize multiple pieces of software to accomplish what we are looking to deliver in a package solution.

This application fills a need in the market by providing multiple solutions under one single piece of software, rather than practices having to switch back and forth across various solutions to get the same level of comprehensive care.

- The Market

The target audience for Dezhire, specifically IT specialized audience looking for the good resources and resources looking for a good employers/client. Dezhire will be a very good interactive system for both employer/vendor and employee relations. Customers will be vast and will spread out to the global users. Dezhire will have its own dashboard for each employer to interact the usage, example no of employees hired from Dezhire, no of interview files downloaded.

- Job Search technology is a stable software category with customers paying a monthly fee or one-time fee and complex algorithms that are challenging to replicate.
- Employee, Clients and other are now used to electronic communication and the new generation is into mobile apps.

Dezhire will help employers/client to save time for each employer that they would spend in selection of interview when doing through telephonic or Skype.

- Business Model

The strategy is to test a fermium software version with limited functionality, for resources and client to learn the software and help provide feedback. We will work to register as many free accounts as possible. We will then offer a license to employer and employee. Licenses will be sold based on a one-time fee and based on the resources selection from the employer.

As the member base grows, we will introduce new features including new workflow automation tools and programmed suggestions into the system to help TechGurus's platform become the go-to application for collaboration for all IT professionals.

- Growth strategies
 - Acquire marquee clients by reputation of quality of resources.
 - Expanding foot print in USA by Marketing , Linkden, Facebook.
 - Expanding globally by Marketing through Advertisement using internet and other media, advertisement in schools.
 - Go for brand valuation and funding by Techgurus Consulting LLC.
- Operational strategies
 - Pilot implementation to begin form 2 Year (11/07/2019)
 - Setting of off-shore marketing office by Techgurus Consulting LLC
 - Team size reaching 20 by start of 5th year.
 - Adopting new technology platforms on an ongoing basis when required .
- Risks and Mitigation
 1. Job Boards are evolving and we are seeing them starting to add features to increase customer traction.
 - a. Since we will focus on the end to end process and target specific markets, our niche approach will help us stay ahead of the curve. Additionally with a nimble and experienced in house team of software developers, customization will be faster.
 2. Availability of profiles in large quantities – Job Boards have a head start and this factor could be one held against this platform.
 - a. Trends are showing that if we can get smaller quantities of appropriate profiles the recruitment experience will be a lot better and result oriented.
 3. Funding glitches. The project is dependent on timely funding of operations.
 - a. In house bootstrapping will kick start the project and will last a year at minimum and plans afoot to bring in early investors already on. Pricing plans can also be altered to enhance cash flows.

12. Corporate Structure and People plans

People Behind this initiative

We are a strong team located at Mechanicsburg, PA and the core team comprises of

President - Bhargavi Baldev

Ms Bhargavi Baldev serves as President of Techgurus Consulting LLC. He oversees the expansion and growth of the Company. Ms Bhargavi Baldev is responsible for directing, coordinating, and monitoring the Company's financial activities as well as establishing and developing the Company's procedures, policies, and goals. she evaluates the Company's sales success rate as well as identifies and tracks changing industry trends to adjust the Company's policies and procedures as needed. Ms Bhargavi Baldev oversees the establishment and management of business relationships with clients and business partners. She is responsible for overseeing and evaluating the performance of the Company's personnel.

Marketing Manager

Duties of the Marketing Manager include managing all marketing for the company and activities within the marketing department. Developing the marketing strategy for the company in line with company objectives. Co-ordinating marketing campaigns with sales activities. Will be reporting to President.

Human Resource Manager

Management extends right from managing employees to managing the employers and the whole HR department as well. The role of an HR manager of Techgurus Consulting LLC is to manage, create, implement and supervise policies/regulations, which are mandatory for every employee and also have knowledge of its appropriate functioning.

Project Manager - Application

Techgurus Consulting LLC is in progress of interviewing the Project manager. Project Manager Knowledge is just not limited to the application, will conduct periodical discussion with the client, and will communicate the same in design sessions. Application manger will take a role to handle the entire SDLC of the application. Project Manager will be taking a lead of Application, Implementation and Quality Manager to deliver the application in a timely fashion and will be a main part of staffing to the company. The Project Manager ensures smooth operations of production and development and supports other team members in resolving incidents.

Business Intelligence Analysts

Business intelligence analysts gather this data through a number of ways, from mining a company's computer data through software, looking at competitor data and industry trends to help develop a picture of where the company stands in the industry, where they can improve and where they can reduce costs.

- Communication. While someone working in business intelligence requires a number of hard skills, communication is a critical soft skill, Data Analysis., Industry Knowledge, Problem Solving.

Business Intelligence Analysts (BigData)

Business intelligence analysts with regards to the Big Data gather Images about the action of the candidate will be captured through sensor camera. Sensor will send the related images in the form of machine Readable that will be the input to Bigdata platform processing application.

This application will parse the image data to human understandable form to make it structured and to predict whether candidate will be real or fake based on the characteristic and it will be showed in the dashboard to get insight and at the same time it will be stored in database to maintain the data.

Every time application model will make use of historical data to predict the candidate category (real or fake candidate) as accurate as possible. Since data will grow exponentially over the period it should be maintained in Bigdata platform. Big data can increase the memory capability horizontally without disturbing the process and at the same time it can process in parallel manner.

Software Development Manager - Application

Techgurus Consulting LLC is in progress of interviewing the Application manager for software development department. Software development managers lead teams of software developers working in industries ranging from medical research to finance. In addition to designing software, web applications, and web services, they also train, and manage staff, create and high level budgets with in thier team, and make progress reports to senior management.

Information Technology Shared Services (ITSS) Manager – Application

Techgurus Consulting LLC is in progress of interviewing the Information Technology Shared Services. ts core offerings are: IT strategy and operations management, HRIS support, business analysis, application services, project management, and desktop and infrastructure support. Typical positions within ITSS include Business Analysts, Portal Administrators, Program Managers, and Technology Support personnel.

Software Development Manager - Application

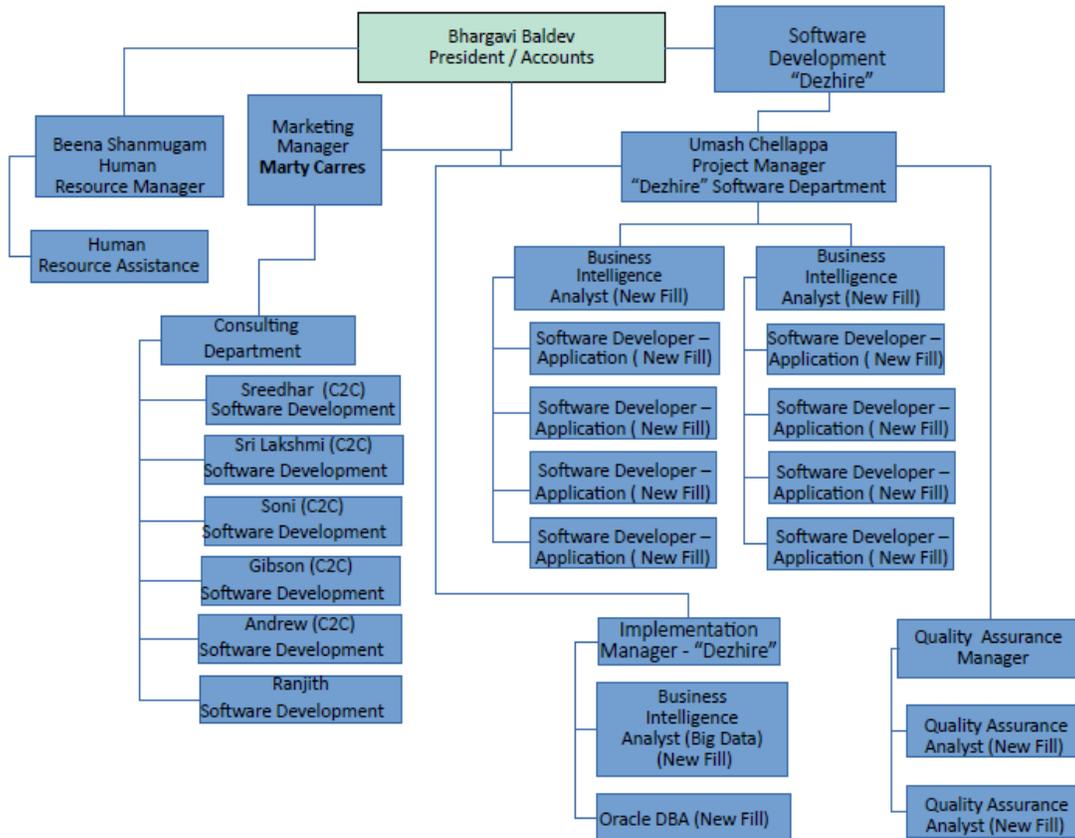
Techgurs Consulting LLC will hire 10 .NET Developers in Year 1 and will increase periodically based on the mile stone.. The Senior .NET Developers will build software using languages and technologies of the .NET framework. These employees will write clean, scalable codes using .NET-programming languages. The .NET Developers will test and deploy applications and systems. These employees will revise, update, refactor, and debug codes. The .NET Developers will improve existing software. These employees will develop documentation throughout the software development life cycle. Developers will support the entire SDLC.

Quality Assurance (QA) Analysts

Techgurus Consulting LLC will hire five QA Analysts in Year 1 and four QA Analysts in Year 2 based on the Milestone. The QA Analysts will be responsible for supporting the planning, design, and execution of system testing on simple and complex implementations. These employees will develop test plans, test cases, test scripts, and test reports on multiple projects of varying sizes. The QA Analysts will perform testing on various software, telecom, and reporting systems. These employees will validate that user expectations are achieved

during the testing process. The QA Analysts will review user requirement documents to ensure that requirements are testable.

13. Organization Structure



Key Positions on the anvil for hiring are:

- Human Resource Manager
- Project Manager - Application
- Business Intelligence Analysts
- Business Intelligence Analysts (BigData)
- Software Development Manager - Application
- Information Technology Shared Services (ITSS) Manager – Application

- Software Development Manager - Application
- Quality Assurance (QA) Analysts

14. Reference Links Used:

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<https://careersherpa.net/50-best-websites-for-job-search-2017/>

Investment – Benefit Analysis

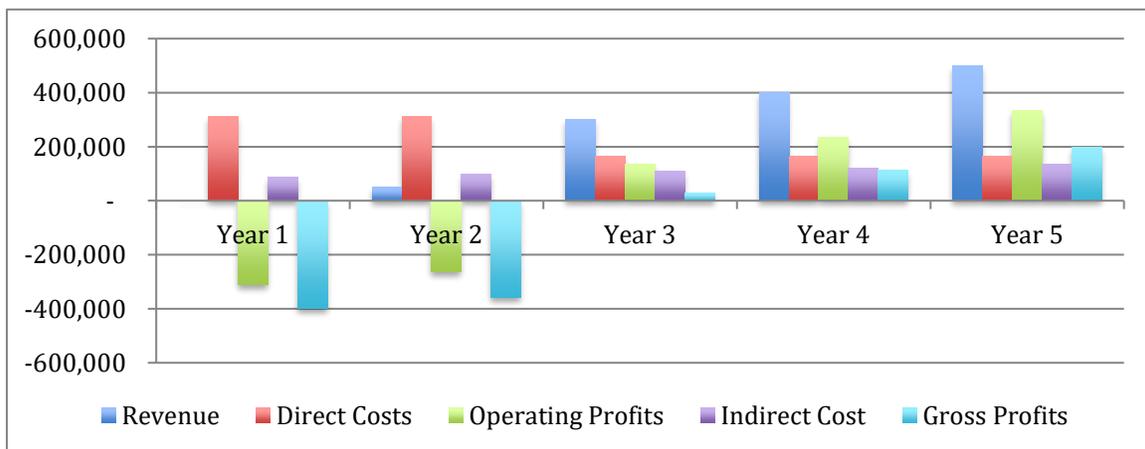
We at TechGurus Consulting believe any product based revenue will take a few years to start and post the threshold investment point will yield higher margins as the primary costs will shift from development to maintenance costs.

As the market grows and product features are enhanced both revenues and margins will grow year on year and reach a peak point around 40% gross profits.

	Year 1	Year 2	Year 3	Year 4	Year 5
Revenue	-	50,000	300,000	400,000	500,000
Total Direct	312,000	312,000	163,200	164,520	165,972
Operating Profit	-312,000	-262,000	136,800	235,480	334,028
% of Sales	#DIV/0!	-524%	46%	59%	67%
Total Indirect	86,400	96,768	108,380	121,386	135,952
Gross Profit	-398,400	-358,768	28,420	114,094	198,076
% of Sales	#DIV/0!	-718%	9%	29%	40%

From the table above its quite evident that the operating margins move from a negative in the Development phase to a steady state 60% plus in the product stabilization phase and revenues will grow exponentially post the 5th year as primary spends will be on marketing and customer acquisition. As the customer entrenchment enhances we will growth in average customer revenues year on year as their manpower requirement sourcing will be totally dependent on this platform. This will further increase margins as the customer acquisition costs will stabilize but life time revenues from each customer will increase for no additional cost.

The graph below visually represents the financial elements across the next 5 years.



We see the breakeven point post trial launch in year 3. In year 2 we will do some

unpaid and paid pilots to ensure product functionality and understand customer usability and stickiness.

We also see the pre-tax margins stabilizing around the 40% margin in tune with a typical product company and reinvestments for product revamp is envisaged post the 10 year horizon only with incremental changes being accounted for as part of maintenance. Additionally we have a scalable in-house capability for temp enhancement of the development team to ensure low cost committed teams.