



**Bridging the  
Language  
Divide in  
The European  
Union.**



**Bas van den Boom**



**Bas van Schijndel**



**Niels Arts**

# Founders

# Team



- Around 15 parttime and fulltime employees (+-6fte)
- Own development team
- Lots of parttime student whizzkids



# Language barriers





## Problem

### Time-consuming

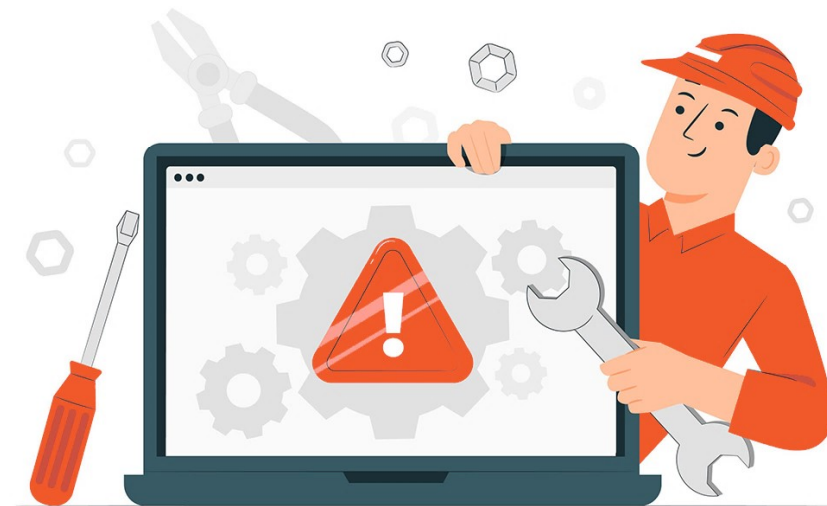
10,000-page will take more than 5 months

### Costly

It requires €5,000-€50,000 investment

### Difficult to maintain

Any changes must involve the translator.



## Solution

### Time-saving

Live within 1 day - 3 weeks.

### Affordable

Sufficient for 98% of the websites.

### Almost no maintenance

Every change automatically copied & translated to the clone website.

# Translation quality

**clonable**  
the world is yours



# Market Potential



## 1-Webshops

Focus first in the Netherlands and Germany  
Focus on CMS: Magento / Shopware / Wordpress



## 2-Other Businesses.

Business websites often don't have a translated website.



## 3-(Semi) Governments.

EU likes them to be translated in 1 extra language at least.



## 4-Specific sectors.

Tourism, hospitality, etc.





# Pricing




**X-Small**  
**€15**  
p/m

- Very small sites (50 pages max)
- ✗ No characters p/m.
  - ✓ Additional 100,000 characters : €50
  - ✗ No support ( with documentation)
  - ✗ Installation assistance? + €100
  - ✓ Price per clone.



**Small**  
**€75**  
p/m

- Smaller websites (50-400 pages)
- ✓ Up to 100,000 characters p/m
  - ✓ Additional 100,000 characters: €20
  - ✓ Full support
  - ✓ All features
  - ✓ Price per clone



**Medium**  
**€200**  
p/m

- Larger websites (400 - 5,000 pages)
- ✓ Up to 2,000,000 characters p/m
  - ✓ Additional 100,000 characters: €10
  - ✓ Full support
  - ✓ All features
  - ✓ Price per clone



**Large**  
**€300**  
p/m

- Very Large sites (>5,000 pages)
- ✓ Up to 5,000,000 characters p/m
  - ✓ Additional 100,000 characters: €5
  - ✓ Full support
  - ✓ All features
  - ✓ Price per clone

# Competition







# Growth

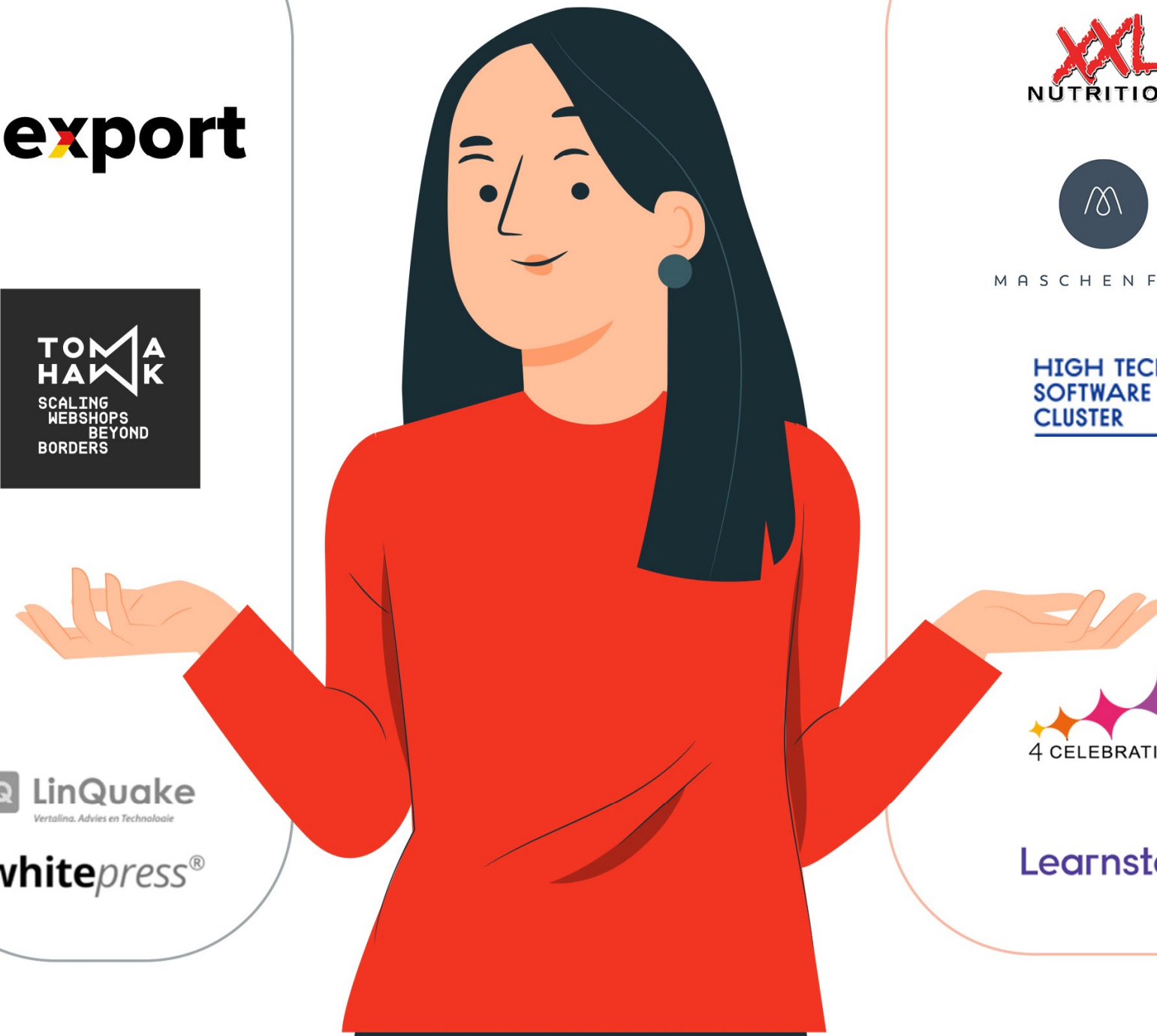
**The business model is easy:**



- Good margins.
- High lifetime value (sticky model).
- Development costs aren't too high.
- Costs are easily adjusted when growth is less than expected.

# Partners

# Clients

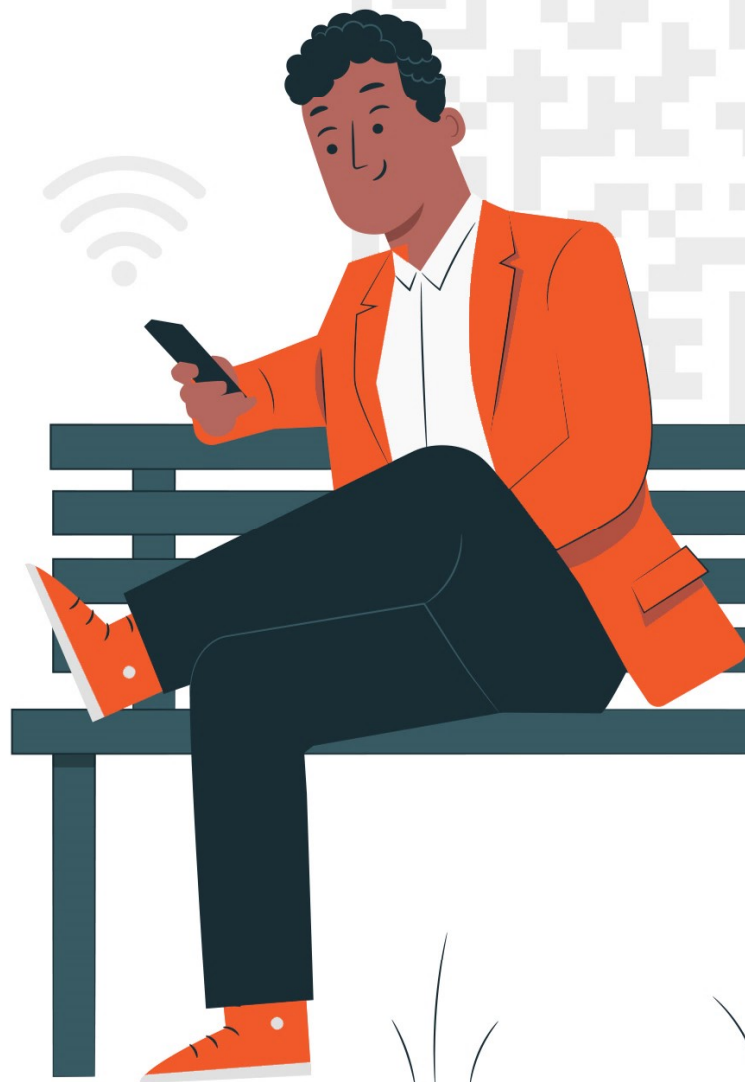


M A S C H E N F E I N





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Business Center Gemert

 Scheiweg 26

5421 XL te Gemert

 tel. 0031 492 77 52 69

 Clonable.net

 info@clonable.net

**Need information fast?**

**Call or whatsapp**

**Niels Arts**

**0031 6 471 38243**



**To the European Union  
and beyond!**