



Learn tech skills & work online
on IT microtasks asked
by international companies.

TALENT SUPPLY

Lack of 19 million developers by 2030

- TEAM ACQUISITION COST TOO HIGH
- HARD TO FIND QUALIFIED DEVELOPERS
- 8-12 WEEKS WASTED TIME TO LAUNCH

KICK-OFF

75% of project success depends on the Product Owner

- NOT ENOUGH QUALIFIED PROJECT OWNER
- LACK OF CLEAR PROCESS FROM THE START
- MANAGEMENT TOOL LEARNING CURVE

IT DEVELOPMENT

1/3 of developers on the market are juniors

- LACK OF EXPERIENCE / SOFT-SKILLS
- MANAGEMENT PROBLEMS
- LACK OF IN-SERVICE TRAINING

DELIVERY

Only 39% project completed with initial requirements, 43% with problems

- DELAY
- BUDGET OVERRUN
- MISSING FEATURES

< PROBLEMS >

Lack of control over the value chain
is a major risk for project failure

IT OUTSOURCING MARKET ●





MICROTASKS PLATFORM

- We digitalizes the entire IT value chain to sell tasks executed in record time by our community
- Projects divided into microtasks in an automated process
- Companies come with their projects or select tasks already set on our marketplace
- 25 microtaskers worked with us
- 14 458 tasks sold since 2019

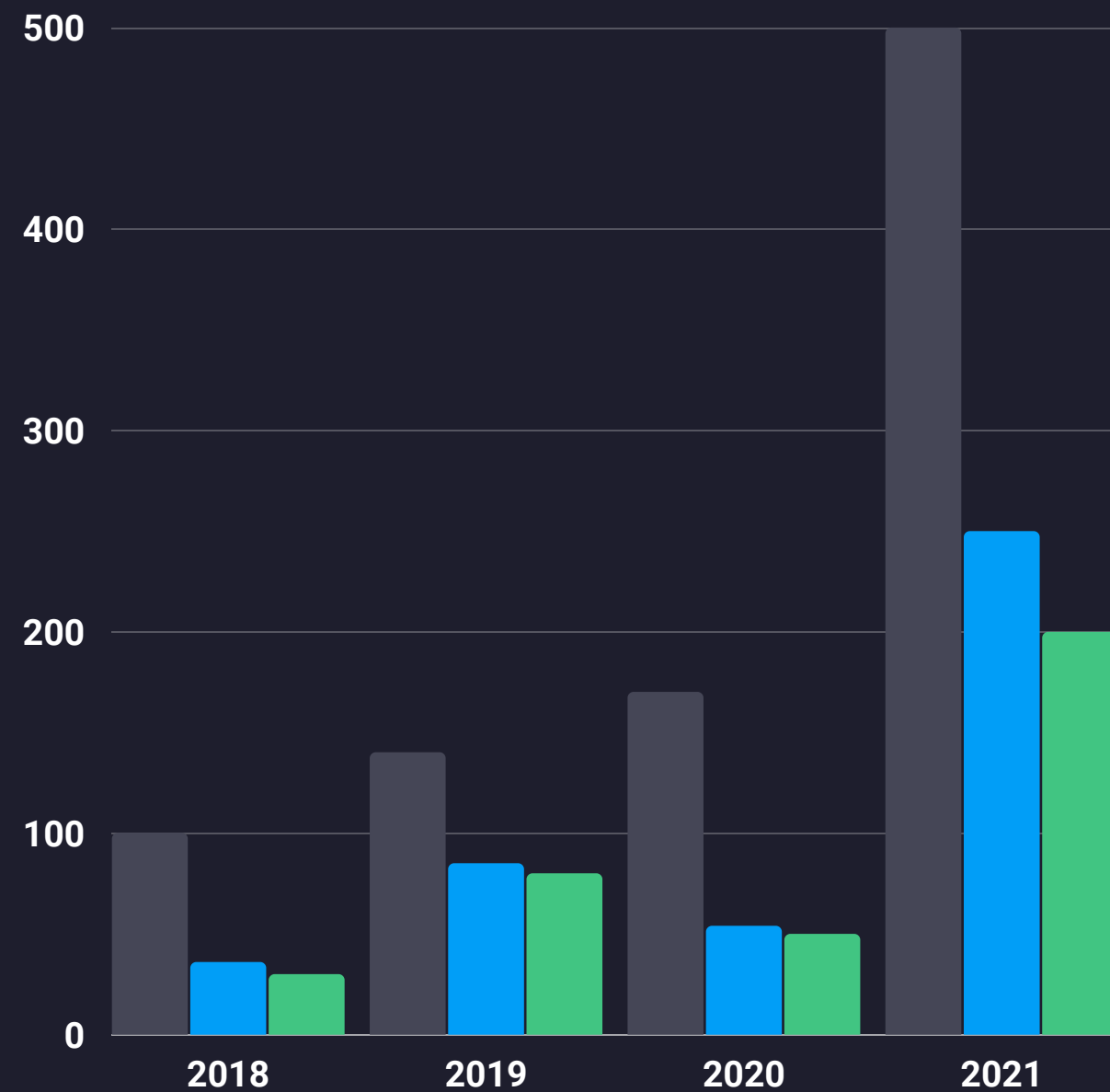


LEARNING PROGRAM

- Unique e-learning gamified experience
- Certified skills open task opportunities.
- Learners go back an forth to upskill and earn more.
- 200 learners trained
- 90% found a job



WHAT WE DO



Number of candidats who want to learn
 Effective students
 Students who found a job

STUDENTS
PLACED

+100

STUDENT
FOUND A JOB

+90%

IT
PROJECTS

+14

B2B
CLIENTS

+60

TRAINED
STUDENTS

+200



TECH TASKS
SOLD

+14 458

AVERAGE
MONTHLY
REVENUES

11 095\$

- We always had traction but going online enable us to accommodate all the students demands & all the enterprises needs.
- Selling microtask instead of placing a talent enable us to increase the enterprise's order from 800€ one shot to 1000€ per month.
- Selling tech task & project enable our student have job more rapidly after the training.

**MICROTASKERS** ...

THE MICROTASKER GETS BETWEEN 25% AND 50% OF THE PRICE OF THE MICROTASK SOLD.
MICROTASKS PRICE STARTS AT 12\$

Grades

**LEARNERS SUBSCRIPTION PLANS** ...

Intro

Discovery

FREE

Montly

Popular

9,90\$

Annually

2 months free

99,00\$

B2B

EUROPE / AFRICA / MIDDLE EAST

400 BN\$

ANNUAL VALUE OF IT
OUTSOURCING CONTRACTS



INFOS

IN MARCH 2020, THE POTENTIAL OF IT
OUTSOURCING MARKET WAS 98 BN\$.
IN THE PERIOD 2020-2024
THE MARKET'S GROWTH MOMENTUM
WILL ACCELERATE DURING THIS PERIOD.

B2C

AFRICA

800 M\$

IN THE AFRICA E-LEARNING
MARKET IN 2018
(+38% EACH YEAR)

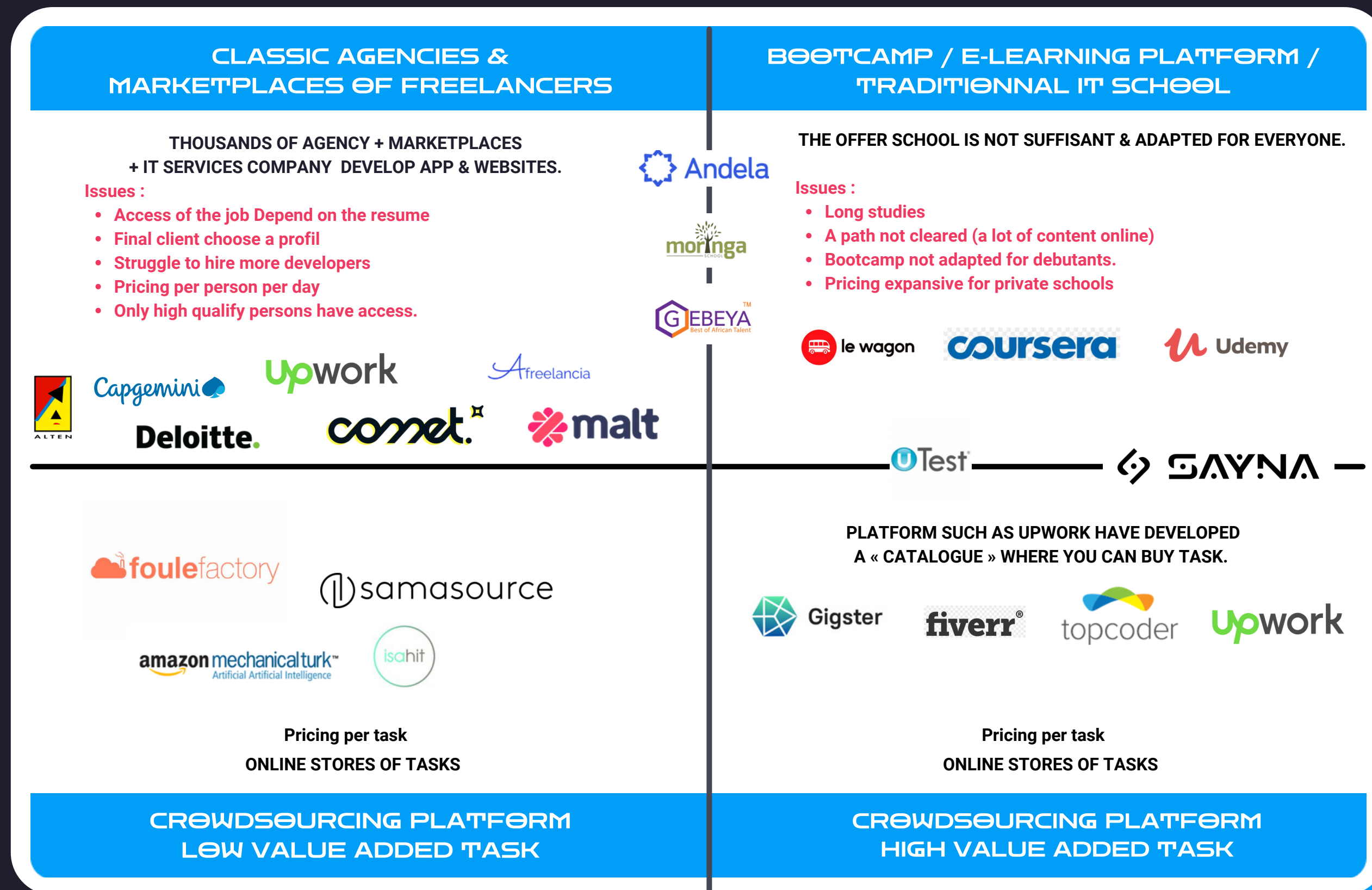
6,4 M\$

EXPECTED AT THE END OF 2024

TARGETS

1,2 M\$

EXPECTED AT THE END OF 2024



MICROTASKS TEAM



KABATH
Lead Dev



Ny Aina
Product Owner



Nambinina
Product Owner



Mino
Production Director



Rado
Community Builder



MICROTASKERS
Freelancers

ADMINISTRATION TEAM



Sanda
Administrative & Financial



Nicky
Credit Manager



Andotiana
Marketing

DIRECTORS TEAM



Matina RAZAFIMAHEFA
CO-FOUNDER & CEO | VISION & SALES



Nirina RAHOELIARIVAHY
CO-FOUNDER & IT ADVISOR



Adam HACIANE
COO | OPÉRATIONS & PRODUCT



Mike SYLVESTRE
CTO - 10 YEARS XP TEACHING & STARTUPS

UNIQUE APPROACH

Innovative products in education and technology
developed over the last 3 years: 100% online with co-
working space partners expensions

INVEST TEAM



ASIME
VENTURES



KOMBE
VENTURES



KABATH
BUSINESS A.

Live now

JOIN US
NOW

784 189



< / STRATEGIC MILESTONES >

2018

CROWDFUNDING - 5K€ - MVP

36 Physical learners
Annual Revenue : 13,5k €
10 B2B corporate clients

2020

ANGEL ROUND - 100K €

EARLY ACCESS LEARNING PLATFORM

100 online learners
Annual Revenue: 85k€
50 B2B corporate clients

2022

SERIE A - 3M € TO SCALE

Open SAYNA in African French-speaking countries : Cote d'Ivoire, Cameroun, Senegal through co-working spaces partnership

2019

LOVE MONEY - 50K € - POC

92 Physical learners
Annual Revenue : 41k €
30 B2B corporate clients

Q1 - 2021

DEVELOPMENT E-LEARNING & MICROTASKERS PLATFORM

Early access - Handcrafted

Q3 2021

**SEED CAPITAL - 500k €
PUBLIC LAUNCH PLATFORMS**

500 online learners waiting the release
Expansion to all the big cities in Madagascar

2023

GROWTH ACCELERATE

New vertical for our tech tasks
Salesforce, SAP, ,Data...



< / FINANCIAL PROJECTIONS >

We are going for this

Revenue

85k€

ANGEL ROUND - 100k €

220K €

SEED CAPITAL - 500k €

948k €

SÉRIE A - 3M €

3,2 M€

6,3 M€

Cost structure

88k€

275k €

780 k €

782k €

2,5M€

EBITDA

- 3k €

-55k €

-200k €

+2,4M €

+3,8 M €

2020

2021

2022

2023

2024

LEARNING PLATFORM

Online learners

100

300

3620

7500

12000

MICROTASKING PLATFORM

Task sold annually

4 250

2 800

14 400

66 600

229 800

Number of projects sold

9

12

19

69

132



Terms of the round
500k€ for 20% of the capital
Pré-money valuation : 2 000 000 €
Post money valuation : 2 500 000 €
220k€ secured

We're raising **500k€ seed round** for a 12-18 months sprint to fast track product development and scale our growth on the African continent's B2B/B2C markets and EMEA B2B market.

40%

STAFF
Executive Team
Developers Team
Sales Team

25%

Operations
Offices
Legal counselors
Educationnal content
CRM

25%

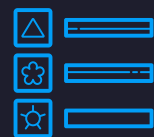
Product & engineering

10%

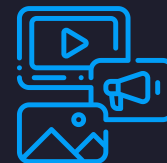
Marketing & Growth

With the COVID-19, remote working & learning has become a compelling renewed opportunity for employers and employees. It is an opportunity to learn from anywhere and make work accessible and profitable to all.

We are developing four very strong assets / IP.



Most complete
IT courses online



E-learning gamified
platform



The platform of microtasking
& our libraries of microtasks



The community
of microtaskers



**IT Microtasking force : human and
machine in symbiosis for a new profitable
and impactful IT outsourcing model.**

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INCUBATEUR

STATION F