

Welcome to Vitasker !

VITASKER SERVICE JOINT STOCK COMPANY



AIR CON



ELECTRICAL



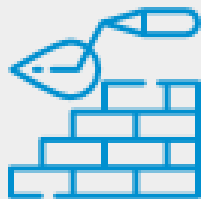
PLUMBING



APPLIANCES



CONTRACTOR



RENOVATION



INTERIOR DESIGN



PAINTING



PACKERS & MOVERS



CLEANING

PROBLEM

Busy consumers lack an easy way to get home service professional at their home or office.

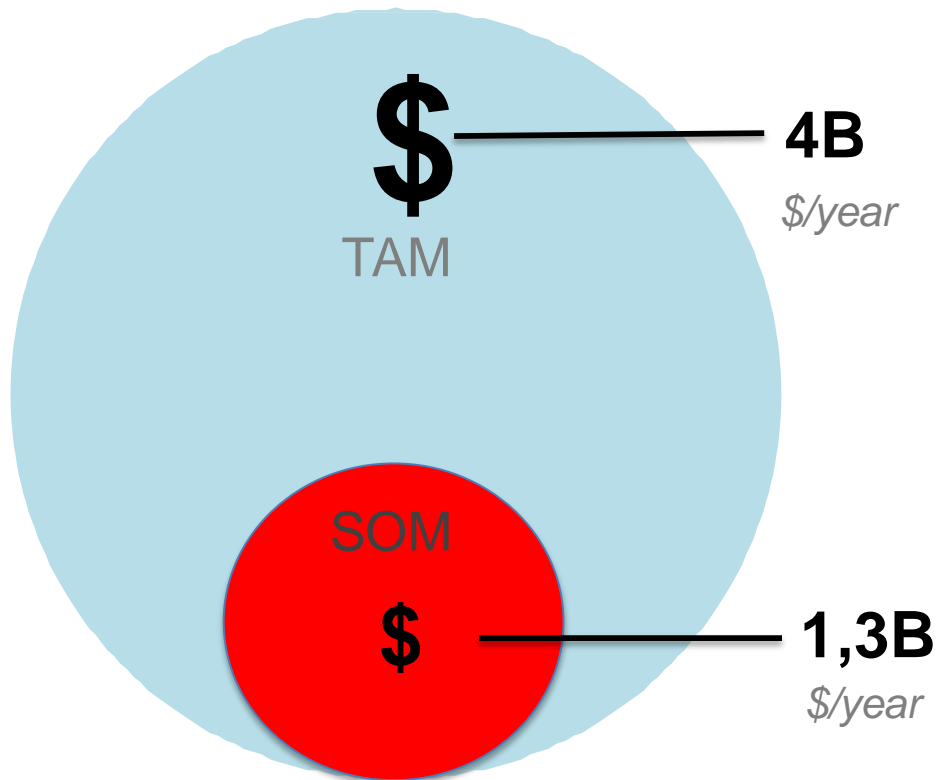
- Spend too much time to find home service professional.
- Little opportunity to negotiate prices
- Few reviews to guide selection

Home service professional spend too much time and money finding customer.

- Spend ~\$204 million/year on marketing (refer attached file “APPENDIX 2. Calculate advertising size of home service”)

THE MARKET SIZE

FIRST VIET NAM



BOOK HOME SERVICE ONLINE



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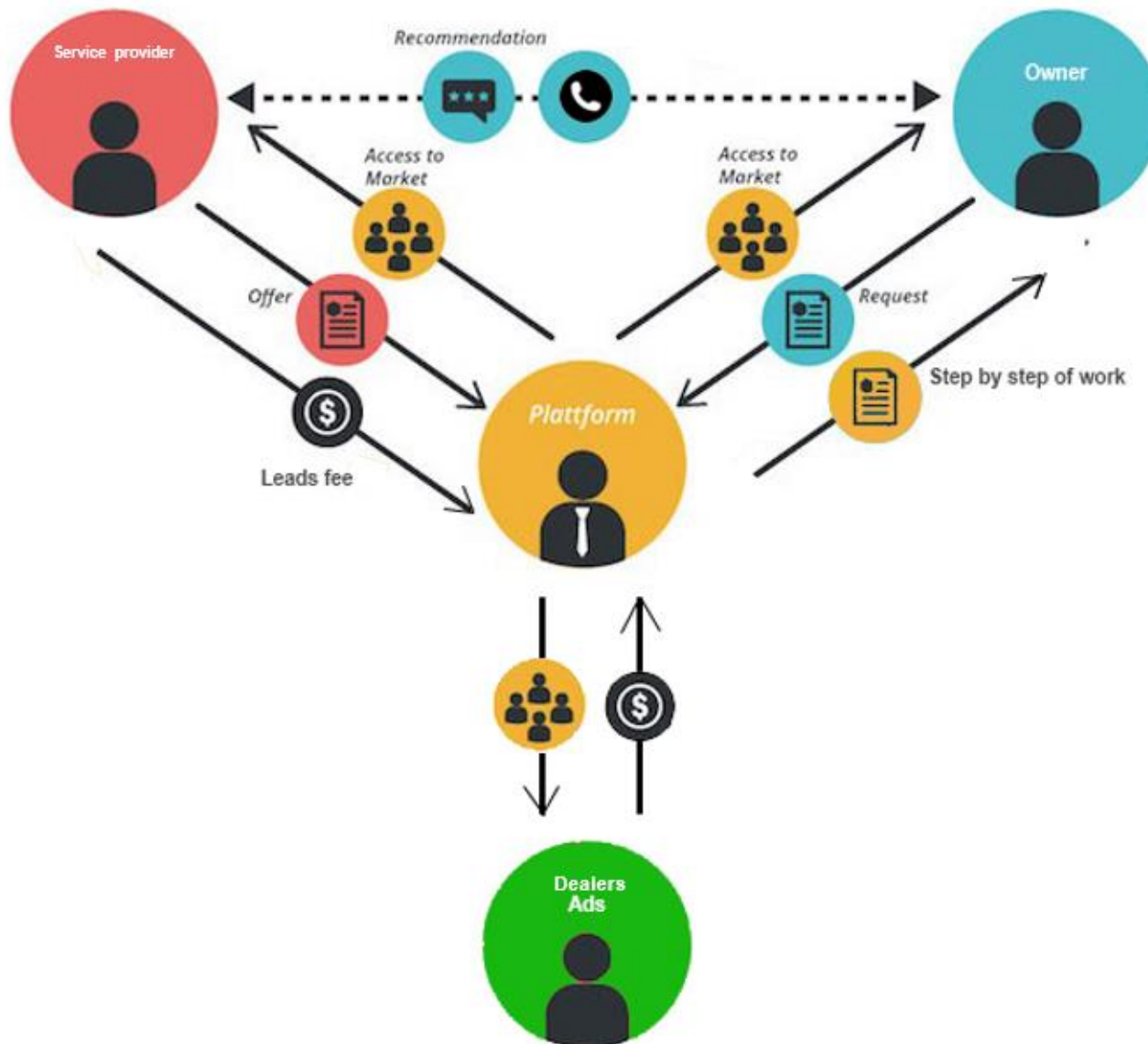
CONTRACTOR

TAM: Total available market

SOM: Serviceable Obtainable Market

Refer attached file "APPENDIX 2. Calculate advertising size of home service"

PRODUCT



BUSINESS MODEL

1. FROM REACH PACKAGE



PAYGO Ex: Reach 1 guest = \$2

Suitable for a construction team
<10 employees

Regularly online

Stage started business



PAYPRO Ex: Reach 10 guest = \$10

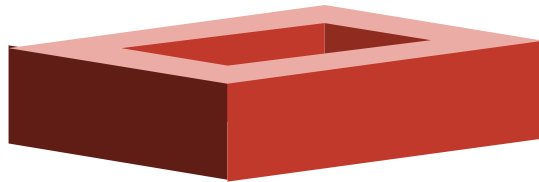
Suitable for many construction
teams, size > 15 employees

Irregular online

Stage of business development

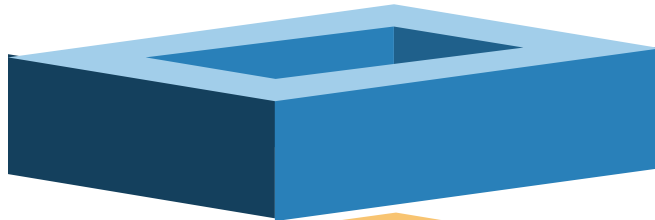
2. FROM ADVERTISING

MILESTONES



STAGE 4: 8/2018 – 10/2018

Website launch



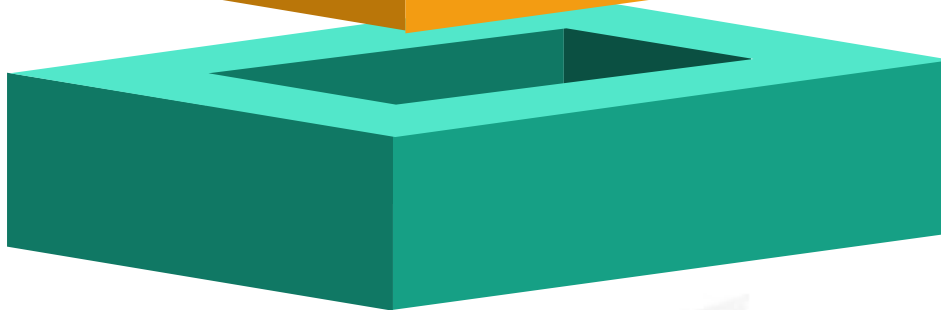
STAGE 3: 5/2018 – 7/2018

IOS Launch



STAGE 2: 30/4/2018

Android launch



STAGE 1: 20/1 - 2018

MVP on website launch

GROWTH STRATEGY

HOW WE WILL SCALE OUR BUSINESS

MARKETING & SALES

Acquiring customers

- Attracting contractors through email marketing & social marketing, creating events connected contractors offline, Affiliate
- Attracting customers through email marketing & social marketing on apartment groups, from partners.
- Collaborate with other startup parties such as renting a house, renting a shop, renting an Airbnb ...

CUSTOMER SERVICE

Keeping customers

- Caring for each customer, contractors
- Email customers on a special day.
- Cooperate with partners to give regular gifts to customers

PRODUCT DEVELOPMENT

Staying competitive

- Developed to suit customers and contractors
- Add App, website
- Add process for all work
- Book home service through voice

FINANCE

Year	2018	2019	2020	
Average number of transactions per day	87	851	7,584	
Average number of transactions per month	2,595	25,525	227,523	
Reach rate	30%	30%	30%	
Sum of Reach	93,420	918,900	8,190,810	
Net revenue	74,240	816,800	7,280,720	
Direct costs	7,091	120,818	999,019	13.7%
Operation costs	91,705	681,813	2,718,455	37.3%
Staff costs	24,889	134,667	870,844	12.0%
Marketing costs	66,816	490,080	1,456,144	20.0%
Other	0	57,067	391,467	5.4%
Profit before tax	(24,556)	14,169	3,563,246	48.9%
Profit after tax	(24,556)	14,169	2,852,674	39.2%

NOTE : REVENUE NOT INCLUDE REVENUE OF PART ADVERTISING

TALENT TEAM



Phan Lạc Quang (Founder/CEO)

Heating & Refrigerating Engineering of Hanoi University of Technology (Number one about tech in VietNam)
7 years working for leading companies of Japan such as Shimizu, Takasago about M&E and Civil construction works.



Chu Minh Quyết (Co-Founder/COO)

Mechanical Engineering of Hanoi University of Technology (Number one about tech in VietNam)
7 years working for leading companies of Japan such as Kinden, Takasago about M&E construction works.



Nguyễn Khắc Quyền (Co-Founder/CTO)

Engineer class talent information technology Hanoi University of Technology.
4 years experience as an IT engineer for FPT Japan, Fujitsu (Japan).

TALENT TEAM



Nguyễn Minh Đức (Co-Founder/IT)

A talented engineer of computing mathematics at Hanoi University of Technology. 4 years experience as an IT engineer for Viettel (VN), Bigtree Technology & Consulting (Japan).



Phan Văn Trường (Co-Founder/IT)

Information Technology Engineer, Hanoi University of Technology. 4 years experience as an IT engineer at FPT (VN)



Nguyễn Duy Dương (Co-Founder/IT)

Information Technology Engineer, Hanoi University of Technology. 4 years experience as IT engineer at startup company Wefit (VN), Tripi (VN).

TALENT TEAM



(Co-Founder/CMO)

Specialize in Marketing & Sales from Foreign Trade / National Economics University (VN).
> 2 years of experience



(Co-Founder/CFO)

Special Finance from Academy of Finance (VN), Banking Academy (VN)
> 3 năm kinh nghiệm

ADVISORY BOARD



**BUSINESS
INCUBATOR**



VT. CƯƠNG



KL. HƯƠNG



NĐ. HẬU

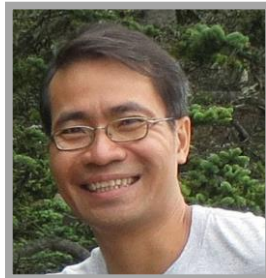


TT. HIẾU

HBI-IT Team



TL. SƠN



TL. GIANG



TV. ĐĂNG



VH. ĐOÀN



H. HÃN

MITFive Team

VITASKER SERVICE JOINT STOCK COMPANY

FUNDING

We are raising seed round of \$50,000 for 15%

- *Hold on positive profit to March 5/2019*
- *Product development and business*

With that capital we commit:

- *Achieve revenue of \$800k in the end of 2019.*
- *Achieved an average of 850 transactions per day.*
- *Increase service provider to 10,000 units.*
- *Increase the size of the company to 68 employees.*
 - ✓ *Sale & Marketing: 51 staff.*
 - ✓ *IT: 9 staff.*
 - ✓ *Other: 8 staff*