



**B2B IT OUTSOURCING &
SOFTWARE PRODUCTS PLATFORM**

1,600+ companies, 100,000+ developers from Europe, 400+ products

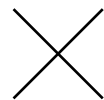
B2B IT OUTSOURCING & SOFTWARE PRODUCTS PLATFORM

Services

Get specialized teams to build from simple to complex solutions

Products

Buy ready made software products to use in cloud or in your infrastructure



DEAR STAKEHOLDERS,

From a network of 30 Lithuanian companies a few years back to a platform of 1600+, we now cover any custom development work and hundreds of software products in our TAP ecosystem.

Over the last few years our business has taken a clear shape: **collaboration (between our suppliers) as the business model** and everything else started falling into its places.

We enable our partners to **sell their software at full price, while clients receive average 40% discount**, all thanks to our coupon and reverse factoring innovation.

With the **first in the world** smart-coupon – **TAP, we're the only company that can do this**.
Already 70+ products and 8 million EUR in agreements on board and growing.

- Sincerely, Aismantas Bulanavičius, Co-Founder -



ACIETY NETWORK



Aciety

We are a curated B2B network of top 10% software development and product companies from Europe.



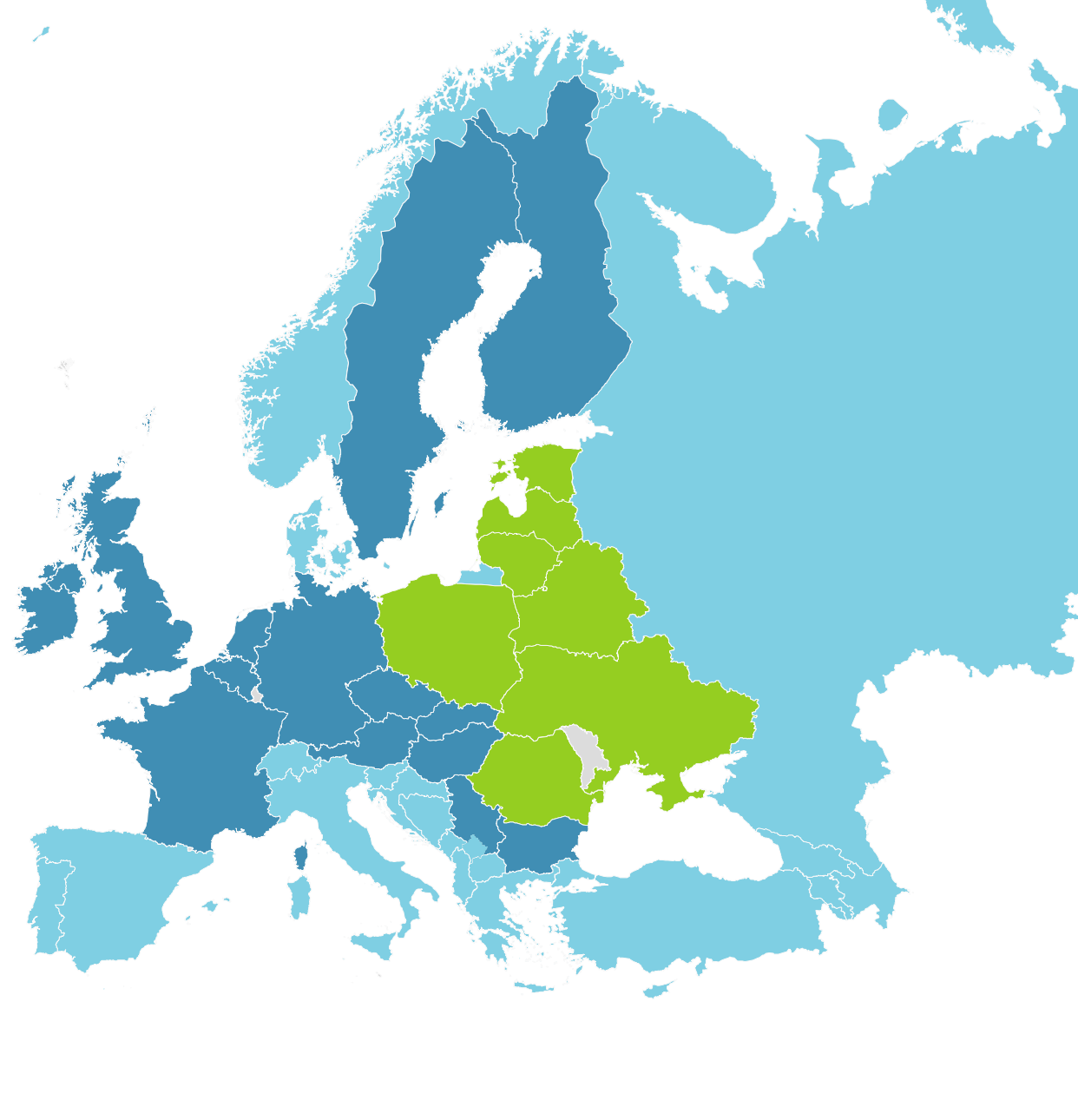
Suppliers

Currently, we unite over 1600+ companies (100,000+ developers).



Client reach

Our companies receive 10+ billion EUR in client requests. We help them earn from all clients which they cannot service themselves.



A C I E T Y

HOW WE WORK



INTRO & CONSULTATION

With each new client, we setup a call to better understand their business and shape realistic expectations.

SOFTWARE VS SERVICE

Often clients ask for but do not need entirely custom solutions. We help to determine if there is already software that would cut time, costs and risks for their the problem at hand.

MATCHMAKING

Then, we match them with 3-4 most suited suppliers from Europe, each of which provides attention and a well thought offer (as opposed to more generic mass tenders).

A C I E T Y

HOW WE WORK



CHOOSING THE WINNER

Client communicates with suppliers directly to choose the final one based on our analysis and their personal preference.

PRODUCT? TAP!

If client chooses product (and integration / customization) we offer them TAP to amass av. 40% discount on the license of the product while integration works are being performed.

RECIPE FOR SUCCESS

Our funnelling approach leads to value for all. In **95%+** of all cases, a chosen supplier delivers at or above client's expectations (as opposed to [75% in the market](#)).

DEBUNKING

COMMON MISCONCEPTIONS



5,000 h custom

V S



5,000 h code base
+ 1,000 h custom

As product companies invest years on R&D while building re-usable products, this results in more stable solutions and less first time (v1) mistakes, often resulting in

A BIT DIFFERENT REALITY:



5,000 h (stable) code base
+ 1,000 h custom

V S

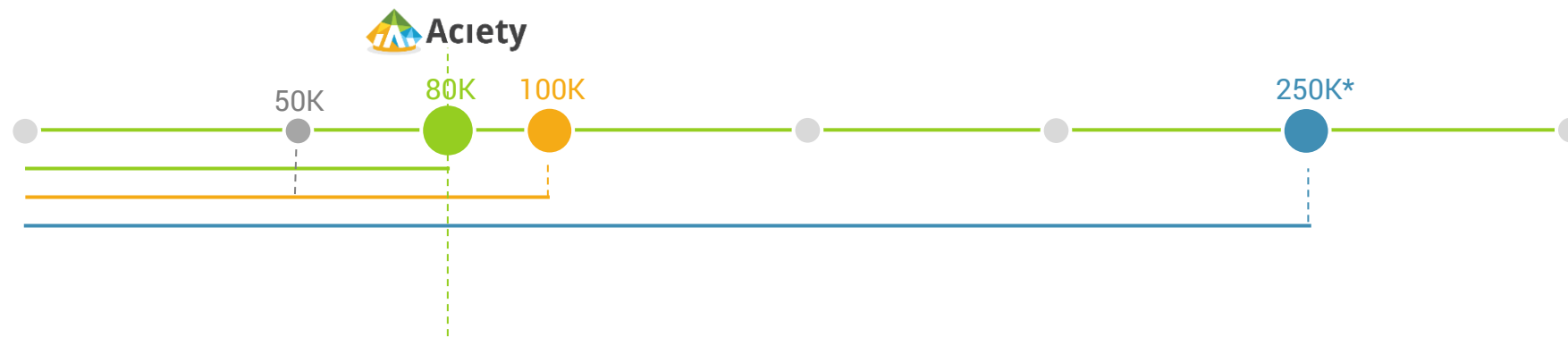


5,000 h custom (v1)

*5,000 hours x 50 EUR / hour = 250,000 EUR. Note. Calculations based on real client case.

HOW CLIENTS SAVE WITH TAP:

Example case: E-commerce business needs to automate parcel logistics planning process. 5,000 hours of work (250K EUR)* is estimated to build required modules. Problem is not unique (as most E-shops have the same issue), there is a licensed solution that covers the required code (50K EUR for license) and it can be implemented with 1,000 hours (50k EUR) of custom integration work. Client ends up spending **80K EUR** instead of 250K EUR for the same result.



Average client who uses TAP to buy licenses saves 40% on license costs. In this example it represents **20% overall savings** compared to if not using TAP, or **68% savings** compared to developing from scratch.

CONSISTENT COMPETITIVENESS



The previous example illustrates not an exception, but an increasing rule – in Aciety in over 30% of cases we already find product + integration to be overall superior to from scratch development, not only on price, but on time to delivery and associated development risks.

Furthermore, if using TAP to pay for licenses of products – **we are consistently more competitive even than the companies themselves directly**, because the discount to client (20K EUR in example) comes not from us, or the product company, but from the **pricing formula of TAP: All agreements / 10 million TAP**. With each new product we sign how much TAP in EUR they would accept and this value is added to overall obligations backing TAP (8M EUR from 70+ products at the moment = 0.8 EUR/TAP), hence new product = increasing buying power (or an effective discount for client).

We will have this unbeatable competitive advantage for the next 5+ years, while on-boarding 10,000+ products to Aciety Marketplace.

P A T H T O

10 , 000

XTAP = 8M EUR / 10M TAP = 0.8M EUR per TAP.

>8M

×

EUR SIGNED

8+M EUR in agreements,
70+ products

>5M

×

PIPELINE

40+ more products in
pipeline already

>10K

×

OVERALL

10k products overall to fit all
markets and niches



TAP MATRIX:

Clients – Buy TAP, get discounts

Business Angels – Buy TAP, get shares

Startups – Buy software, pay in shares

Products – Accept TAP for licenses

Services – Accept TAP for services

REACHING THE CLIENTS:

You can have the best product or service, but it means nothing if you cannot reach your clients. We know that total IT outsourcing market is 300+ billion EUR every year. Instead of trying to reach all the clients by competing with all suppliers in the market, we developed an irresistible model to our suppliers:

Lead Exchange: Received irrelevant request? Exchange to relevant one (or sub-contract)

Bundling: Similar clients, but different value proposal? Bundle your product to others

Ambassadors: Know various executives? Introduce us to help them save with TAP

Thus, we do not need to advertise to clients, but can reach them via the supply side, while suppliers can know that all their marketing efforts will turn to matching clients.



COLLABORATION IN ACTION:

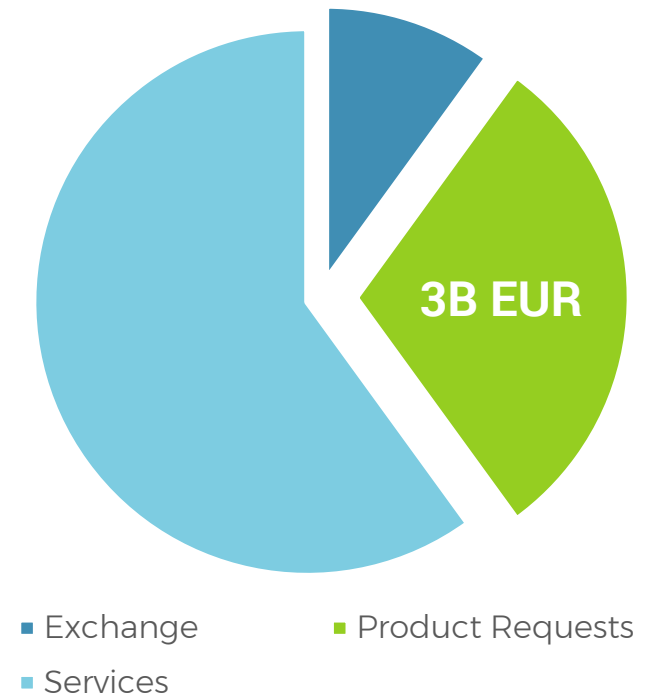
Aciety partners with 1250+ software service companies from Europe, collectively receiving **10+ billion EUR client requests**, but on their own winning 30% of these projects, **how about remaining 70%?**

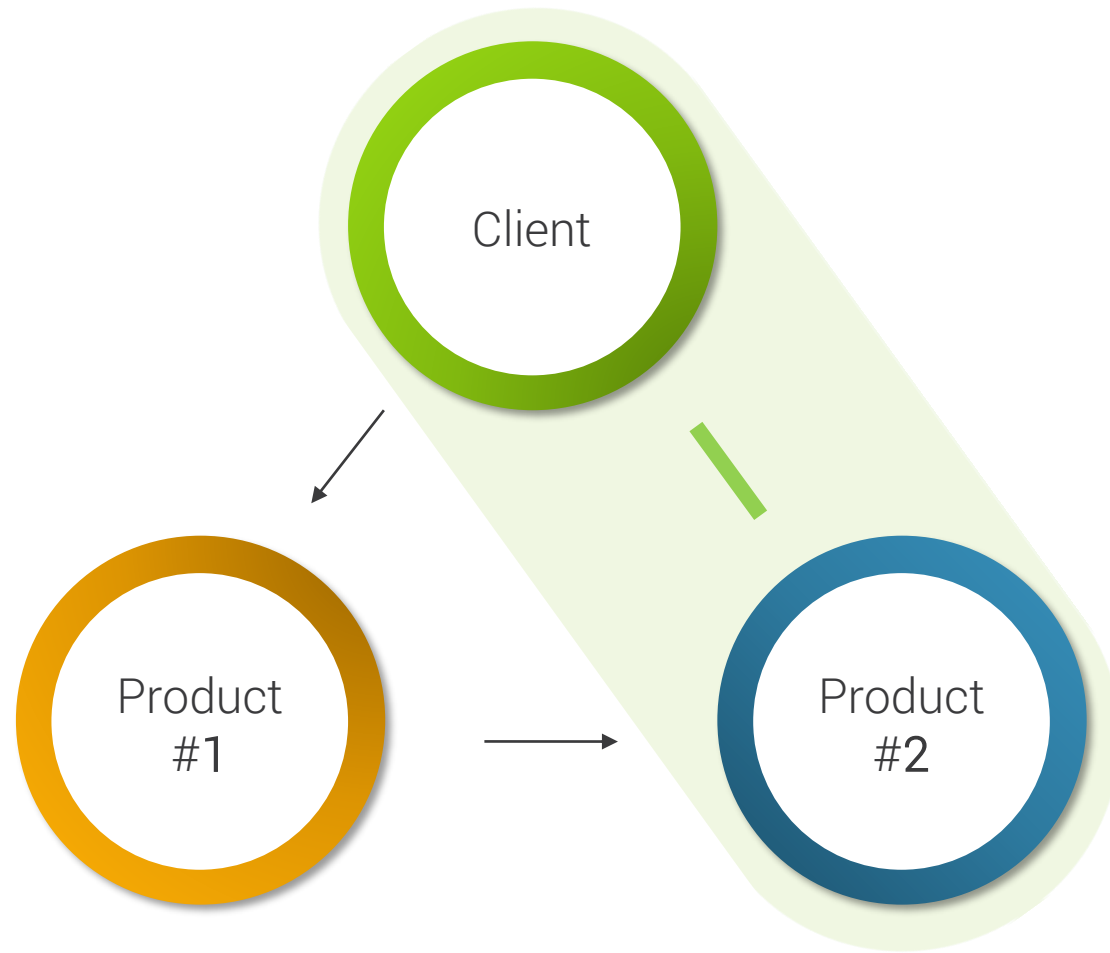
Instead of trying to reach these **7+B EUR** ourselves through expensive marketing campaigns, we enable such suppliers to monetize all requests they receive:

In 2017 we started [Aciety Lead Exchange](#) – now suppliers can exchange all requests not fitting their pricing, skillset, geography, or availability. 200+ suppliers already exchange projects, with **10% of all requests*** exchanged once all suppliers will become active.

In 2018 we started [Aciety Marketplace](#) – and as **30% (3+B EUR)** of all client requests are for products, we designed a way to get software products sold straight by other suppliers – at terms best for both parties, Aciety as the dealmaker!

**2018 spring survey of 140+ Aciety suppliers*





PRODUCT BUNDLES:

Often 2+ products have the same client that benefits from them, but reach them with separate marketing budgets.

If these products are complementary to each other (i.e. solve different client problems), we connect them to a Bundle - once client reaches one product, the other can potentially offer them added value without incurring marketing costs. TAP is used in process to account for value exchanged.

Bundled sales marketing costs are by design lower, thus producers naturally flow to Aciety Ecosystem.

SERVICES TO SUPPLIERS

1) Growing software **service companies** network, we invite new suppliers for:

- **Matchmaking.** Get matched to clients of their skill specialty;
- **Lead Exchange.** Exchange / sub-contract non matching client requests;
- **Discounts.** Buy Aciety TAP coupons to accrue av. 30-70% discounts (or affiliate revenue) for software products;
- **Up-selling.** Up-sell their clients with matching services and product bundles;
- **Fill availability.** Sell available developer hours for TAP, buy them back from others when overbooked;
- **Analytics.** (Pending) Provide us with crucial information (CRM and other data to be used for our AI) and get live market updates.

2) Growing software **product companies** marketplace, we invite new producers for:

- **Matchmaking.** Get matched to clients of their product specialty;
- **Affiliate program.** Get marketed by 1000+ companies if entering advanced affiliate program (and accepting Aciety TAP coupons);
- **Up-selling.** Up-sell their clients with matching services and product bundles.
- **Licenses to services.** Trade product licenses for TAP, pay for product development with it.
- **Analytics.** (Pending) Provide us with crucial information (CRM and other data to be used for our AI) and get live market updates.

NEXT STEPS:

- New service companies (5,000 company target in Europe);
- New product companies (10,000 products target in Europe);
- New pledge agreements (to accept TAP), 20M EUR in 2020.





IF YOU EVER:

- A. Buy software and/or software services;
- B. Invest in businesses (i.e. form investment portfolio);
- C. Have software service or product company;
- D. Participate in various conferences/events and network -

There is likely more than one way how we can help you. **Let's get in touch!**



Let's talk

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The background features four diagonal bands of nature photography: clouds and mountains in the top-left and bottom-right, and autumn forests in the top-right and bottom-left. A large, thin 'X' is formed by two intersecting lines across the center.

DETAILED **GRAPHS**

SELF SUSTAINING

PRODUCER ON-BOARDING

New service suppliers = more clients (from lead exchange). We've developed a unique model to earn money while on-boarding product companies as well:

We have created Aciety TAP coupon, which buys software of our producers.

With each 100 thousand EUR agreement to accept TAP, we can sell 2500 EUR of it to clients.

We will release a total of 10 million TAP coupons (at around 10,000 products in Aciety Marketplace).

Each coupon buying power depends on total agreements we signed (currently 8 million EUR agreements => 1 TAP buys 0.8 EUR of software)

=> **Each new agreement makes each TAP buy more software.**

Our suppliers receive client requests for products every month, thus they buy TAP to spend it at later dates when its buying power grows (earning substantial affiliate commission).

Thus, superior affiliate value for all 3 parties:

- 1) We make money for organising affiliate program (2.5k per each 100k in agreements);
- 2) Suppliers earn substantial commission on product sales without separate agreements;
- 3) Producers get their products sold and can pay around 0% commission fees (as affiliate commission is substituted with growth in buying power of coupons, until we will distribute all coupons to the market).

Note. TAP is also sold to direct clients – SMBs and business angels, who buy TAP to save on software for their startup portfolio.

Each Pledge (new product) **grows**

Total Pledges

&

EUR of software that

each TAP buys

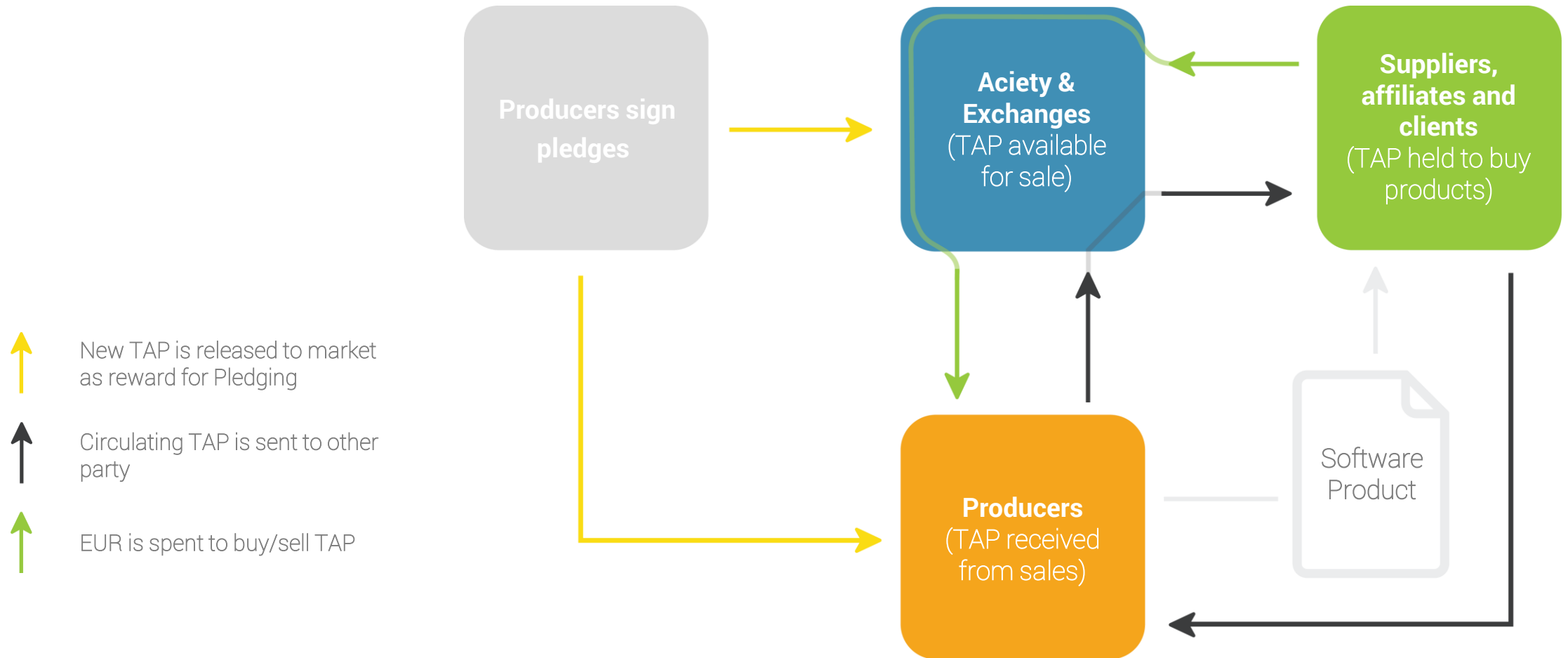
TAP (PLEDGE) AGREEMENT:

We use Aciety Coupon (TAP) to enable seamless affiliation: service suppliers buy TAP to later use for products; and product companies sign Aciety Pledge Agreement, which contains:

- 1) Pledge size (ex. 100,000 EUR) – how much TAP would producer accept for their product; Note. Pledge value is added to Total Pledges.
- 2) With each Pledge, Aciety gets a right to release decreasing number of TAP coupons to market, with total of 10 million TAP at around 10,000 products Pledged;
- 3) Producers accept TAP, based on value* formula:
 $1 \text{ TAP} = \text{Total Pledges} / 10 \text{ million};$

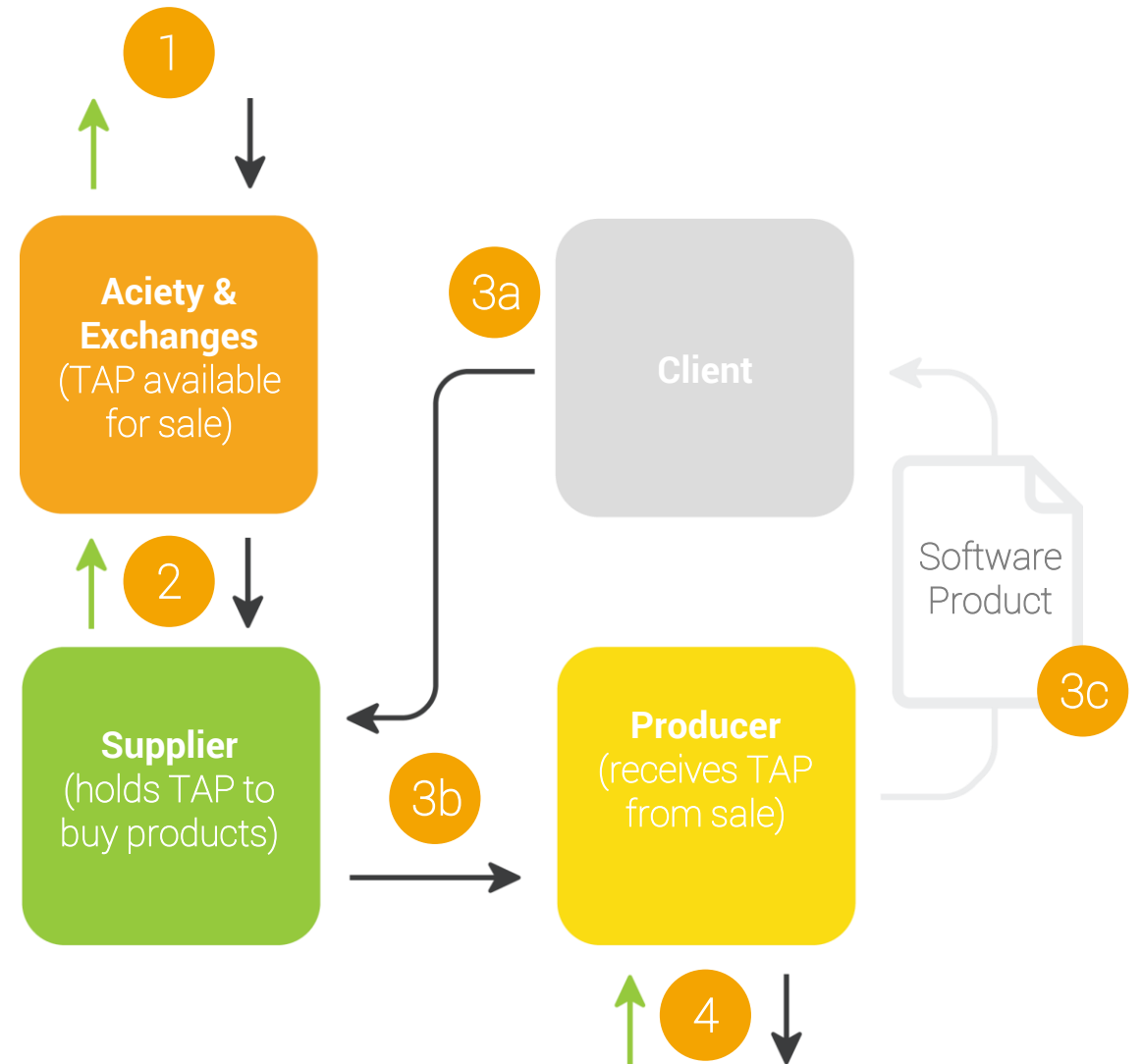
* Example: if there are 100 Producers each with 1 product and 100,000 EUR Pledge, then $\text{Total Pledges} = 100 * 100,000 = 10 \text{ million EUR}$ => $1 \text{ TAP} = 10 \text{ million EUR} / 10 \text{ million} = 1 \text{ EUR}$

ECOSYSTEM OF TAP COUPON



EXAMPLE OF TAP CYCLE:

- There are 100 products Pledged, 10M EUR Total Pledges: **1 TAP = 1 EUR (1)**
- Supplier **buys 10,000 TAP for 10,000 EUR (2)** (from Aciety, or Producers who are selling TAP)
- - *Some time passes, Client comes to Supplier requesting CRM product. There are now 200 products Pledged, 20M EUR Total Pledges => 1 TAP = 2 EUR*
- - *Supplier sees that Producer X has CRM, which sells for 20,000 EUR (and fits Client's budget and specs)*
- Supplier **receives the 20,000 EUR (3a)** from Client and **pays Producer (3b) 10,000 TAP (=20,000 EUR)** for CRM **(3c)**, at **50% Net Commission**
- Producer sells 10,000 TAP, repeating the cycle, but now at: **1 TAP = 2 EUR (4) (i.e. at 0-10% sales fee)**



EUR OF SOFTWARE PER TAP COUPON:

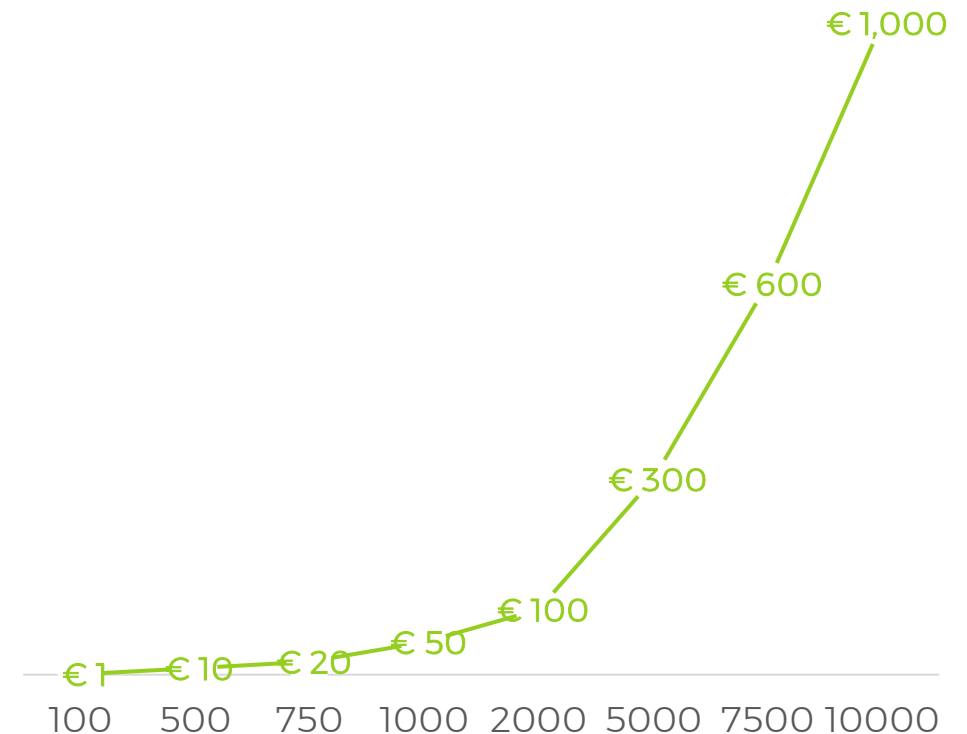
The previously mentioned cycle will happen hundreds of times till we on-board 10,000 products and distribute all TAP to market.

Aciety determines the size of Pledge the Producer can make based on estimated product's popularity, company health and other criteria. As a rule of thumb, we allow 10,000 – 25,000 EUR Pledge per employee (ex. Producer with 20 employees usually makes 0.2-0.5M EUR Pledge).

Currently we invite mid sized Producers. Later, we'll be inviting bigger Producers, av. Pledge will grow (i.e. expected 0.5M EUR at 1,000 products).

Thus, while signing new products, Aciety can generate significant discount to all clients for the next 5+ years.

See next slide for transition between growth and maturity period.



GROWTH PERIOD

0-10% SALES FEE:

GROWTH STAGE:

As we are on-boarding around 10,000 products Globally to Aciety Marketplace, in growth period (i.e. from 100 products to 200; to 300; ... to 10,000):

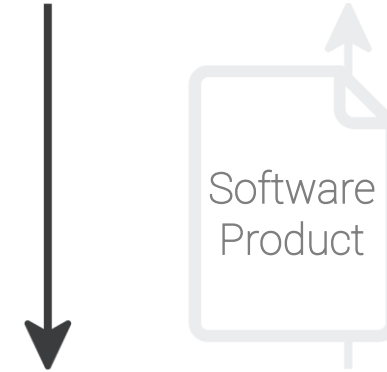
Stakeholders who buy/receive TAP, accumulate significant discounts on products, while producers do not provide them themselves.

MATURITY:

Once the growth will no longer exceed old products getting outdated (at around 10,000 product mark), TAP will start selling at a discount, equal to average sales commission agreed by the market (similarly as in traditional affiliate systems – anywhere from 5 to 15 %).

Market will gradually transition from accruing major discounts over time to receiving small discounts instantly when using TAP.

GET TAP & **SELL SOFT**



COMMON QUESTIONS

ABOUT TAP

Q: What is TAP?

A: Software coupon, which accrues in buying power once new products sign Pledge Agreements to accept it. In short – it is an accumulating discount coupon to anyone looking to buy software.

Q: What products can I buy?

A: ERPs, CRMs, Platforms, Marketing/Sales/Development/Other Tools, etc.; licensed as SaaS, White Label, etc.

Q: Can I buy only software products?

A: Only software producers give guarantees (sign Pledges) to accept TAP. Software service companies do not sign these agreements, BUT many are looking to earn TAP (in exchange for their service), as it increases their sales, while they can later buy products with TAP for their clients.

Q: What if there is a product I'm interested in, but not Pledged, yet?

A: Let us know such products, especially if you are in touch with their Producers. It is in your, our and their best interest to join with Pledge, as they will receive full payment, while you get a discount.

Q: How transaction works?

A: Once you find Pledged product of your interest, you will fill in Aciety request form to buy it – Pledge Agreements specify that each Pledger accepts TAP Coupon at same terms as they would traditional payments. Thus, process from there is the same as buying product from them normally.

2 0 1 9

GROWTH

In mostly all major criteria, **Aciety** has reached or surpassed 2018, while opening a new addition to business – TAP, allowing to dominate any competition for software products. We cannot guarantee TAP value growth, but target reaching 20M EUR Pledge Agreements (2 EUR / TAP) in 2020.

+400K

×

SUPPLY

From 1,200 to 1,600+ suppliers,
from 70K+ to 100K+ developers

+40K

×

SOFTWARE PRODUCTS

From A to Z, the right product for
you and with the possibility of
customization to fit your exact
need

+4M

×

PLEDGES

From 3M to 7M EUR and over 5M
EUR in current pipeline already



Let's talk

×

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