



ORACLE | Partner

DIGITAL SPARK™ AWARD-WINNING B2B SAAS STARTUP

INCENTIVIZE FRONT-LINE EMPLOYEES TO BOOST SALES

PITCH DECK - SHORT VERSION

Deloitte.

50

Technology Fast 50
2024 CE LAUREATE



MARKET CHALLENGE

COMPANY

/ Sales Team

/ Distribution

/ Retail

/ Frontline Employee



/ COMPANIES MISS OUT ON

\$300 BN REVENUE ANNUALLY

/ BECAUSE THEY'RE NOT ABLE TO:



**MANAGE SALES
INCENTIVIZE PRODUCTS
TRACK SALES IN REAL-TIME
REWARD EMPLOYEES**

OUR SOLUTION

DigitalSpark™

/ Digital Spark™ is a comprehensive SaaS tool that helps brands boost sales by recognizing, motivating, and rewarding their sales reps at every step of the sales process.

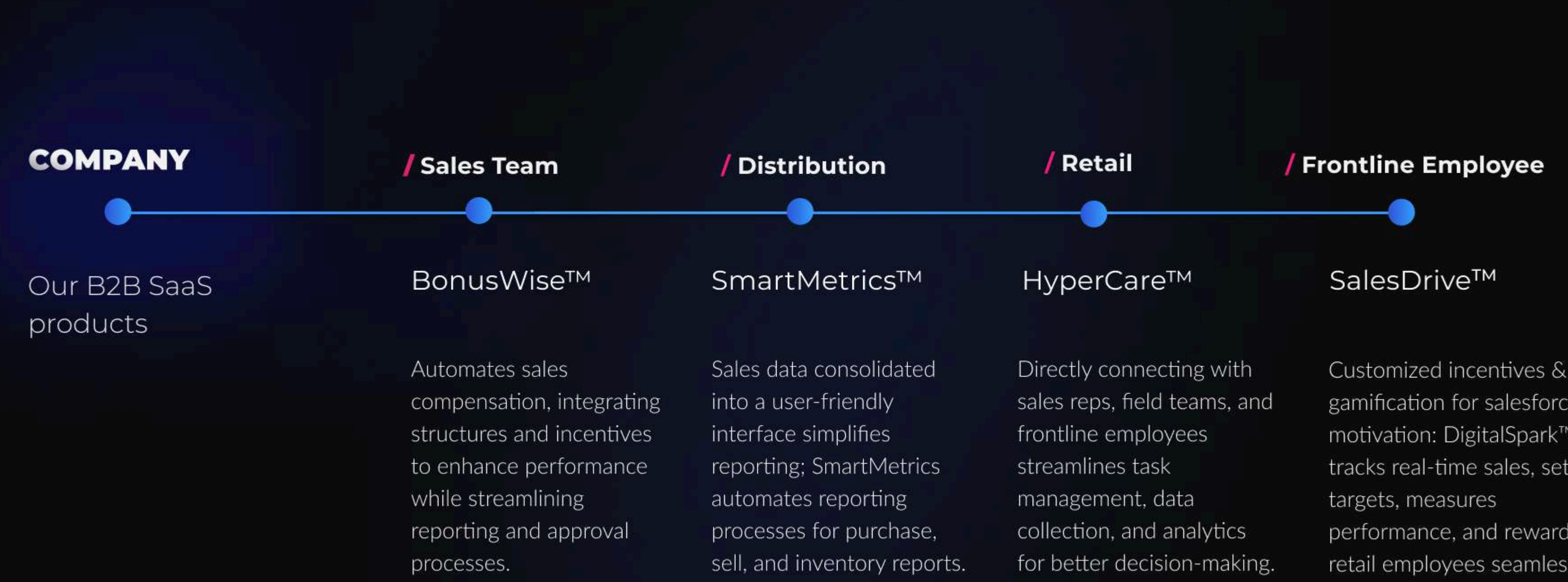
Brands can easily track sales performance, set goals, and provide timely incentives to drive sales growth effectively.



COVERING ALL THE STAKEHOLDERS IN THE SALES PROCESS



HOW DOES IT WORK



DIGITAL SPARK™

OUR PRESENCE

5 INDUSTRIES
12 COUNTRIES
105K USERS
0 CHURN RATE



Private label Enterprise B2B SaaS licences

Hisense

gorenje

IQOS

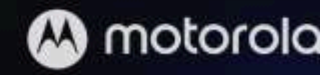
Galenika



SAMSUNG



HONOR



VIVO



TCL



TESLA



BENEFITS

DigitalSpark™

TRANSFORMING RETAIL EXCELLENCE

/ REVENUE GROWTH

Witness your retail sales revenue soar by an incredible **48%**

+48%



/ PROFIT MARGINS

Our partners experienced profit growth upto **22%**

+22%



/ SEAMLESS INTEGRATION



/ 100% ACCURATE AND ACTIONABLE INSIGHTS



/ FOSTERING A STABLE AND MOTIVATED WORKFORCE

Enjoy a **-17%** decrease in employee turnover rates

✓ Track sales in realtime

✓ Measure ROI

✓ Build strong relationships

PRECISION IN ACTION, SELF-CONFIDENCE IN STRATEGY

Fully-automated sales incentives and effortless
vendor-sponsored reward programs.

/ FOR BRANDS / FOR RETAILERS / FOR DISTRIBUTORS

MARKET ROLL OUT

END GAME
USA & Latin America



/MARKET SIZE:

\$11.1 BILLION

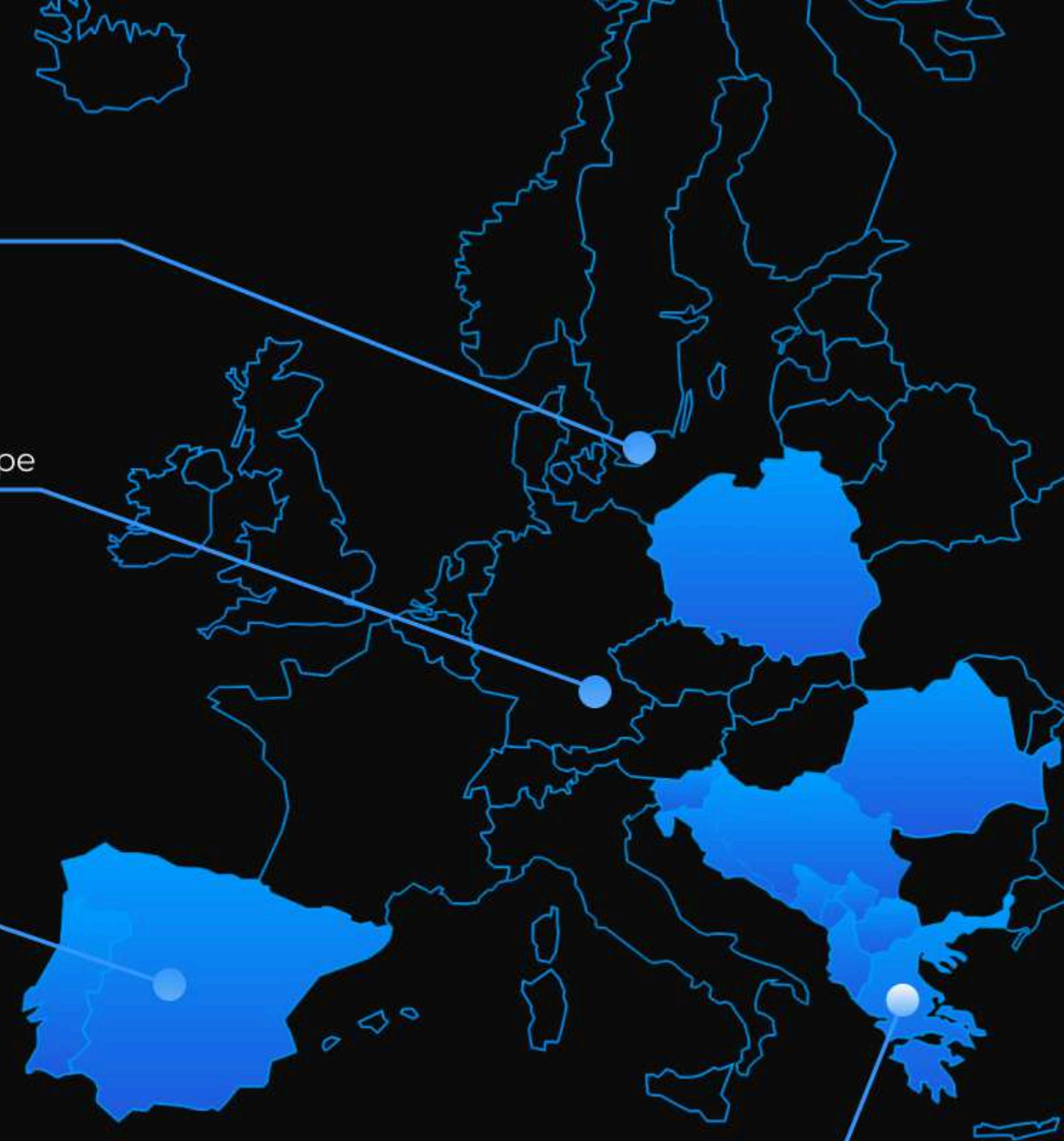
The global employee recognition system market was valued at USD 11.1 billion in 2021 and is projected to reach USD 34.1 billion by 2030.

/CAGR 13.4%

Next phase
Nordic region

PHASE 2
Central and South Europe

Current phase
UK, ES, PT, PL



/REVENUE FC BY 2026

\$8 MILLION

Predicted revenue increase in the next two years (2024 & 2025) is between 410% and 460%.

/MARKET SHARE 0.072%

Initial phase
Markets where Digital Spark™ already exist

REVENUE MODEL

PRICE LIST - SALES DRIVE™

Number of stores	Price per POS	Total monthly fee
10	99,00€	990,00€
30	49,00€	1.470,00€
50	39,00€	1.950,00€
100	25,00€	2.500,00€
150	19,00€	1.900,00€
200	14,00€	2.800,00€
300	12,00€	3.600,00€
500	9,00€	4.500,00€
1000	4,90€	4.900,00€
2000	3,40€	6.800,00€
3000	2,90€	8.700,00€
5000	1,90€	9.500,00€

- / No setup fee
- / No contract obligation
- / Payment per store

PROFIT & LOSS (2024)

Revenue

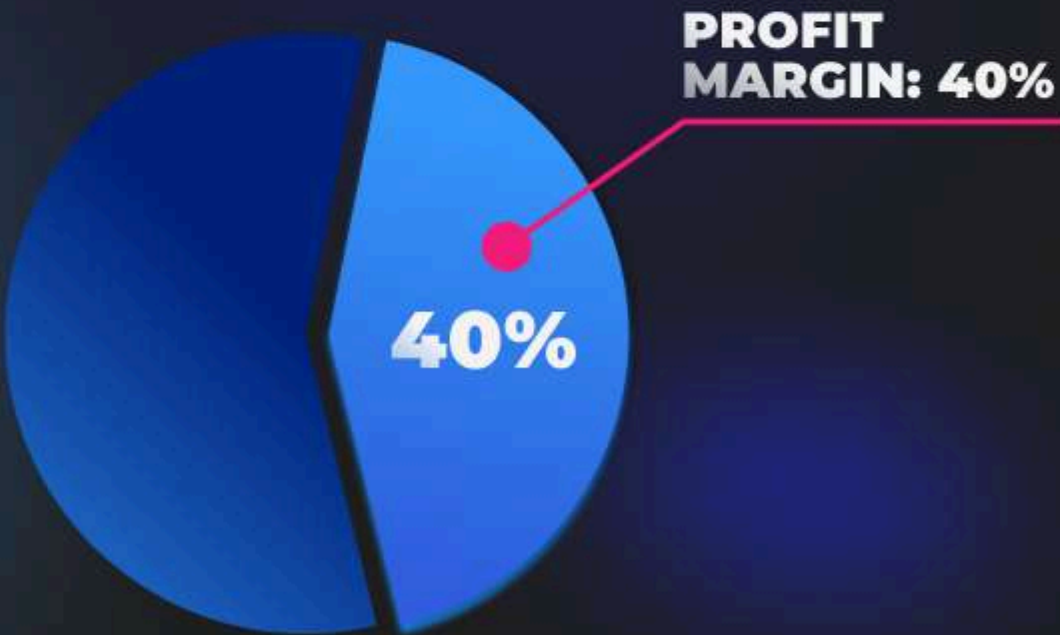
Core Revenue (B2B, SaaS license)	€ 1,450,800.00
Number of Customers / Units Sold	39
Price per Customer / including addition revenue (avg)	€ 37,200.00
Additional revenue streams (support)	€ 35,000.00
Bonus revenue on B2B	€ -
Total Annual Revenue	€ 1,485,800.00
Monthly recurring revenue (MRR)	€ 123,816.67

Expenses Cost of Goods Sold (SOGS)

Team salaries & Benefits	
Tech Development team / Gross	€ 255,000.00
Business development team / Gross	€ 180,000.00
Contributors	€ 35,000.00
Advisors and Experts Fee	€ 70,000.00
Founder interest	€ 230,000.00
Advertising & Marketing	€ 12,000.00
Office and General Administration Expenses	€ 35,000.00
Professional services	€ 25,000.00
Depreciation and Amortisation	€ 12,000.00
Other	€ 35,000.00
Overall expenses	€ 889,000.00

EBITDA	€ 596,800.00
Operating Income - EBIT	€ 623,700.00
Other Expenses	€ -
Interest & taxes, e.g.	€ 35,200.00

Net Income	€ 588,500.00
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GRANTS

REPUBLIC OF SERBIA
INNOVATION
FUND



430K € TOTAL

The Innovation Fund of the Republic of Serbia is the key **state institution supporting innovative activities** and managing funding for stimulating innovation. Softech® is funded by European Union's IPA fund in 2022/2023.



110K \$ TOTAL

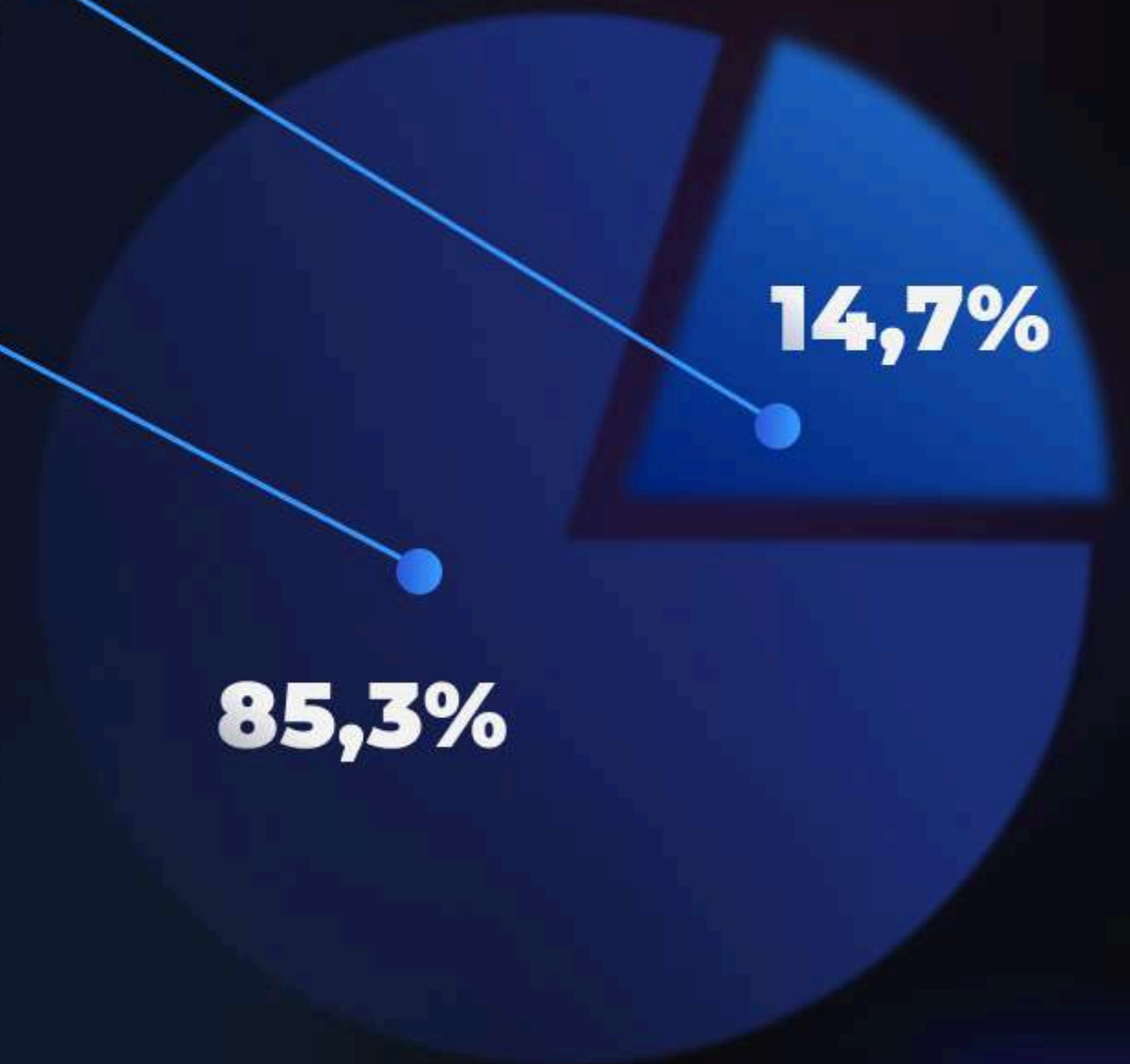
1/10 most innovative projects at Startech program. Program is aimed at facilitating startup growth acceleration organized by NALED in cooperation with the Government of Serbia.

GRANTS

215K €

REVENUE

1.28M €



TOTAL 1.50M €

FUNDING ASK

2M €



/ STRATEGIC FUNDING FOR SUCCESS

Guided by a strategic vision, the investment will be the driving force behind our success story. It will fund competitive salaries, ensuring our team's dedication; propel innovative product development, distinguishing us in the market; amplify our brand through targeted sales and marketing efforts, and optimize operational efficiency, ensuring a seamless business experience. This comprehensive approach not only maximizes the impact of the investment but also sets the stage for sustained growth and industry leadership.

REVENUE FORECAST



SOFTTECH TEAM

DigitalSpark™



OGNJEN LUKIĆ
Founder - 100%



MILICA LUKIĆ
VP of Product



PETAR JOVOVIĆ
Head of Product



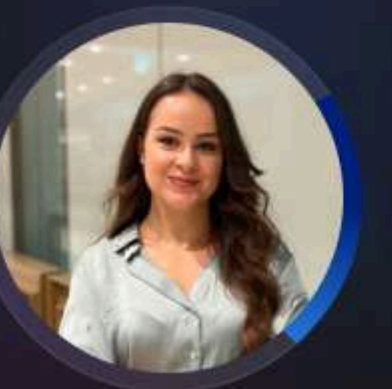
EMILIJA ANĐELKOVIĆ
Head of Growth



BOJANA MILJIĆ
Business Analyst



TAMARA MLADENOVIĆ
Business Dev Manager



VIKTORIJA BARIŠIĆ
Product Owner



JOVANA STAROVIĆ
Business Dev Manager



MILJAN TERZIĆ
Product Specialist

/ The names behind the innovation

At the heart of our mission is a dedicated team of visionaries, each bringing a unique set of skills and perspectives to drive our journey towards excellence.

+6

**FULL TIME
TECH TEAM MEMBERS**

USE CASE **Hisense**

 Productivity

 Automation

 Gamification

 Revenue growth

/ Sales Team

2

200+

**Satisfied sales people
quarterly bonus
payouts**



With BonusWise, it's never been easier for Hisense to motivate their internal Sales Team.

\$460M

**Tracked sell out
annually**

3 markets,
11 countries,
56 sales employees
daily engaged



SmartMetrics provides Hisense with detailed and timely sales insights, and gets decision-making and planning on highest level.

/ Retail

4

67K

**Assigned tasks
for virtual
merchandiser**



HyperCare enhances in-store merchandising, while achieving explosive cost & time saving for Hisense.

\$1+M

**Investment in
incentives**



Hisense uses SalesDrive™ because they know that there is no better way to boost sales than incentivizing their frontline employees.

/ Distribution

/ Frontline Employee



/ **Stone Zhang**
Director of Multimedia Products @ Hisense



Digital Spark™ has been a game-changer for our global sales strategy. The seamless integration of trade programs has elevated our in-store merchandising, streamlined workforce management, and provided a data-driven approach that fuels continuous improvement.

APPENDIX

DigitalSpark™

/ TECHNICAL OVERVIEW AND DOCUMENTATION

Within the technical appendix, you'll discover a range of documents that encompass:

- / Short Pitch Deck
- / Long Pitch Deck
- / One-pager
- / SalesDrive - Product Deck
- / HyperCare - Product Deck
- / SmartMetrics - Product Deck
- / Business Plan
- / Tech & API Documentation
- / Product Roadmap
- / Media Coverage

/ FINANCIAL AND LEGAL FRAMEWORK

Within the financial and legal appendix, you will find a variety of documents that cover the following aspects:

- / Investment plan
- / Company entity in Serbia
- / Company entity in Spain
- / Financial statements
- / Tax information
- / Competitor analysis
- / Previous funding details
- / Financial models
- / Sales pipeline
- / Insurances

DATA ROOM

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REQUEST A DEMO

Deloitte.

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Technology Fast 50
2024 CE LAUREATE

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