DIGITAL SPARK™ AWARD-WINNING B2B SAAS STARTUP

INCENTIVIZE FRONT-LINE EMPLOYEES TO BOOST SALES

PITCH DECK - EXTENDED VERSION

Deloitte.

50 | Technology **Fast 50**
2024 CE **LAUREATE**

DigitalSpark™

1d 2h 30m +15%
Promotions
Product name

1128,33
My points

Rewards

Transfer

Activities Sales report Hypercare Leaderboard

Home Education My sales Reward wallet More

MARKET CHALLENGE

DigitalSpark™

The traditional method

Companies miss out on an average of 300 BN revenue simply because they're unable to manage and track sales processes in real time and incentivize and motivate their frontline employees.

-$300 BN REVENUE*

✗ MANAGING SALES PROCESSES

Companies struggle with efficiently managing and optimizing their sales processes, often missing out on potential revenue growth and operational efficiency.

✗ EMPLOYEE INCENTIVIZING STRATEGIES

Finding effective ways to motivate frontline employees across the retail chain is... a challenge, to say the least. The ability to engage and incentivize the field force is a necessity for reaching a full potential of company sales.

✗ REAL-TIME TRACKING

Real-time tracking of sales performance remains a challenge for businesses, impacting their ability to adapt quickly to market changes and identify areas for improvement.

✗ EFFICIENT AUTOMATION PRACTICES

Handling tasks manually holds back businesses, emphasizing the need for straightforward and efficient automation to make work easier and boost productivity.

*Source: McKinsey&Company

MARKET CHALLENGE

DigitalSpark™

COMPANY

/ Sales Team

/ Distribution

/ Retail

/ Frontline Employee

The struggle of traditional managing

Inefficient reporting & tracking

Managing the in-store operations

Disconnected Frontline Engagement

Companies struggle with effectively managing bonuses for their internal sales teams. From calculating various compensation models to navigating complex incentive structures, businesses find themselves stuck. As a result, **companies face challenges in motivating and rewarding their internal sales teams efficiently**, impacting overall team morale and limiting the potential for stellar sales performance.

The challenge of **inefficient analytics and reporting** in their distribution processes is every company's nightmare. Manual reporting often falls short in providing detailed insights into sales processes, hindering optimization opportunities. Businesses struggle with a **lack of real-time, comprehensive data**, making it difficult to make informed decisions and streamline operations effectively.

Numerous companies are unable to orchestrate efficient retail operations, especially in **managing in-store merchandising, workforce, and coordination**. Traditional methods lack the tools for direct interaction between sales representatives, field teams, and frontline employees, leading to difficulties in task management, data collection, and analytics.
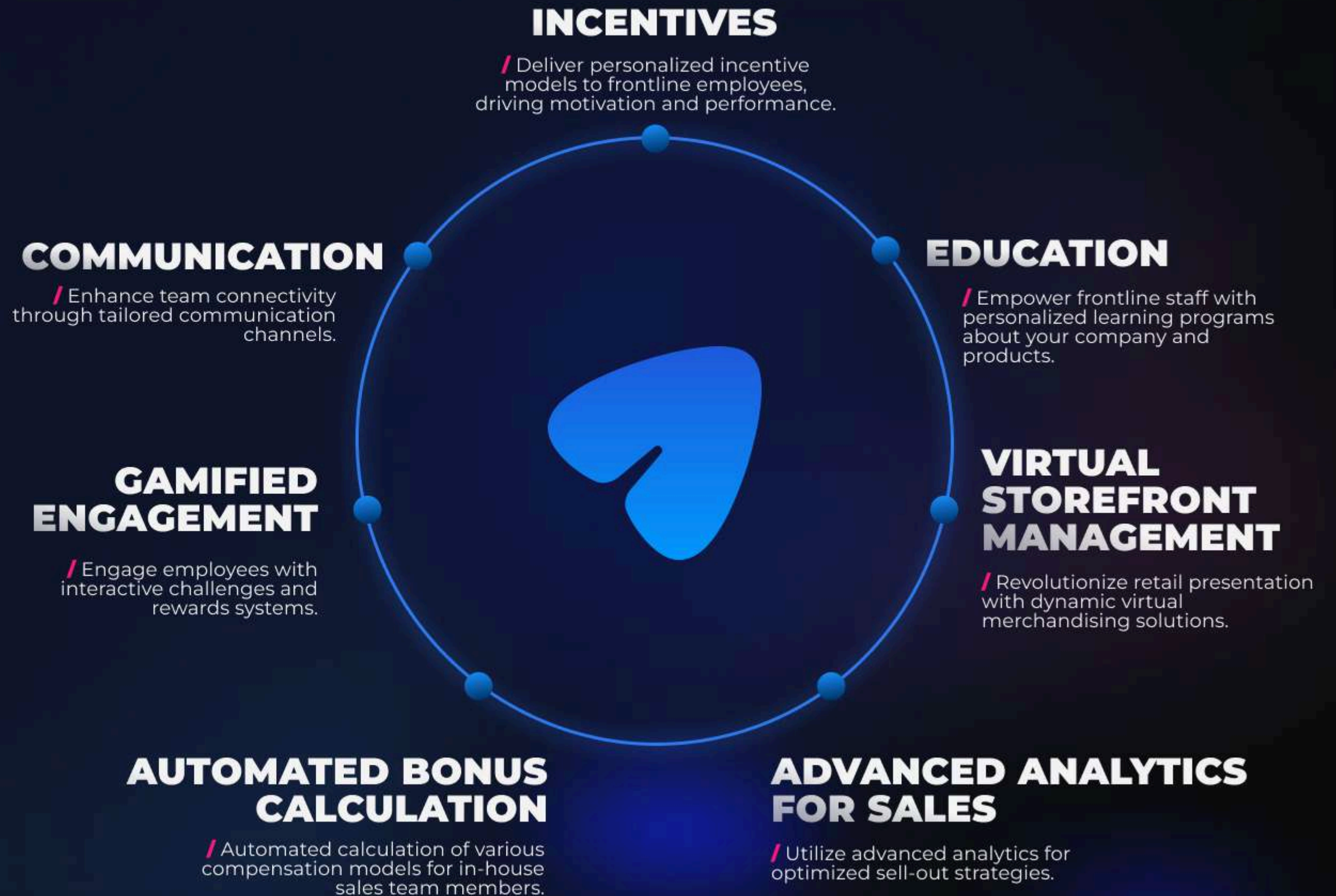
Incentivizing a **large number of retail employees across retail chains** is almost impossible—especially considering time and cost. The inefficiency in motivating and engaging the field force leads to **poor performance and demotivation**. The lack of gamification and education prevents dynamic relationships with frontline employees, limiting the potential for improved sales.

OUR SOLUTION

/ **Digital Spark™** is a comprehensive SaaS tool that embodies the core concepts of rewards and recognition. We help brands boost sales by recognizing, motivating, and rewarding their front-line employees at every step of the sales process.

Brands can easily track sales performance, set goals, and provide timely incentives to drive sales growth effectively.
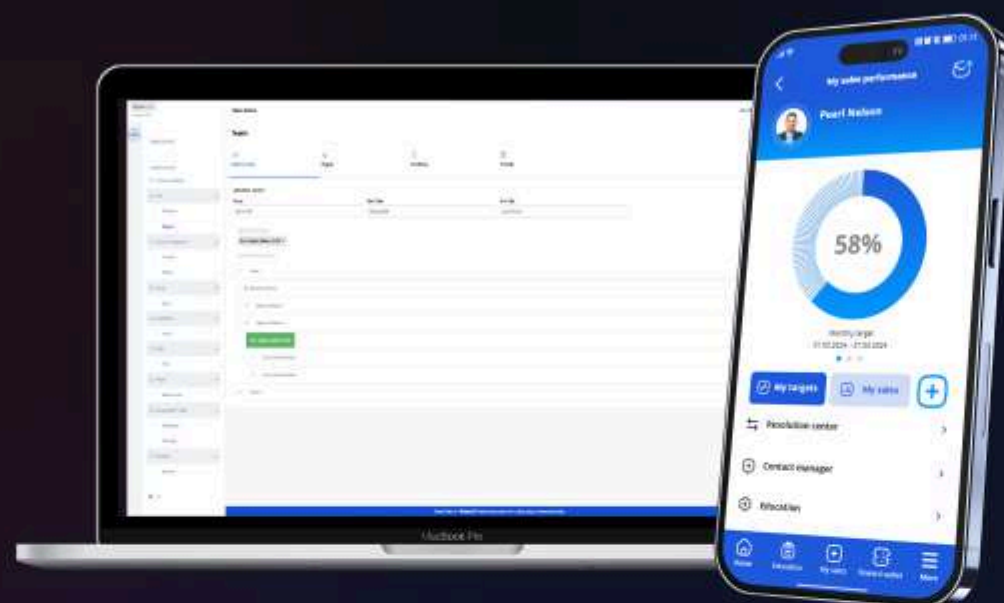
INCENTIVES
/ Deliver personalized incentive models to frontline employees, driving motivation and performance.

COMMUNICATION
/ Enhance team connectivity through tailored communication channels.

EDUCATION
/ Empower frontline staff with personalized learning programs about your company and products.

GAMIFIED ENGAGEMENT
/ Engage employees with interactive challenges and rewards systems.

VIRTUAL STOREFRONT MANAGEMENT
/ Revolutionize retail presentation with dynamic virtual merchandising solutions.

AUTOMATED BONUS CALCULATION
/ Automated calculation of various compensation models for in-house sales team members.

ADVANCED ANALYTICS FOR SALES
/ Utilize advanced analytics for optimized sell-out strategies.
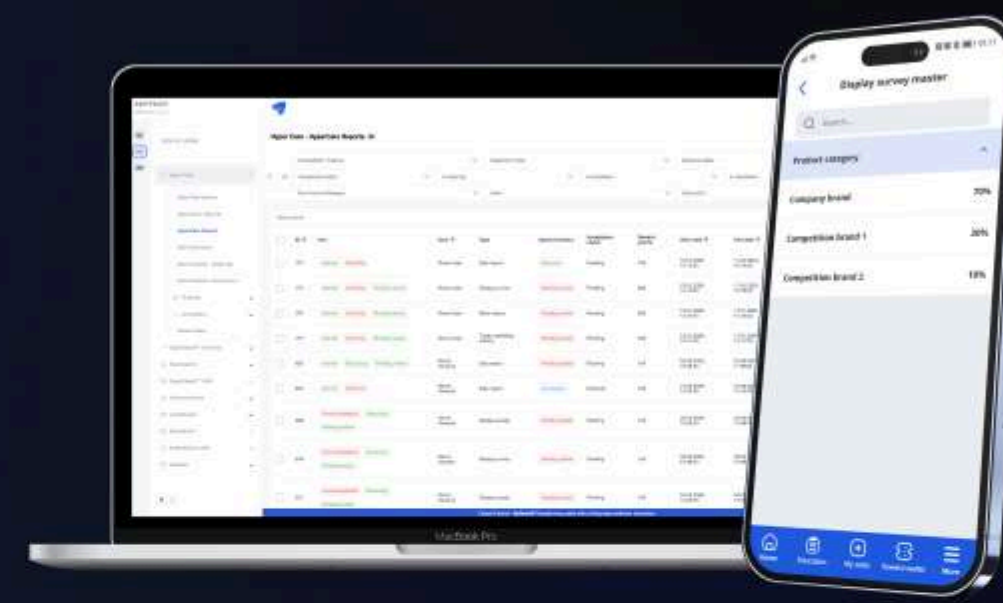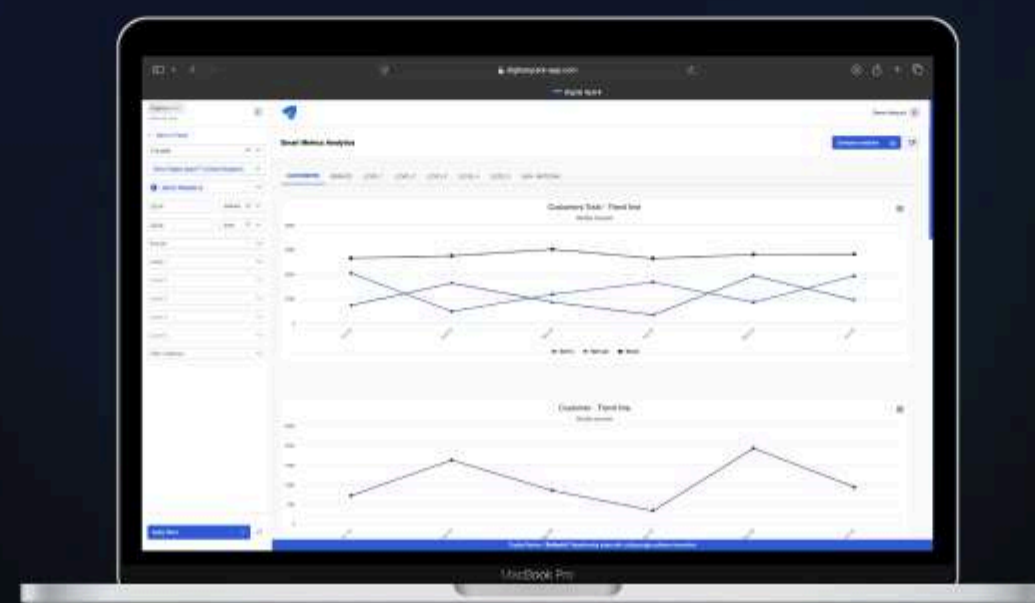
Our solution: SalesDrive™

48%	product group growth		**22%**	profit margin increase
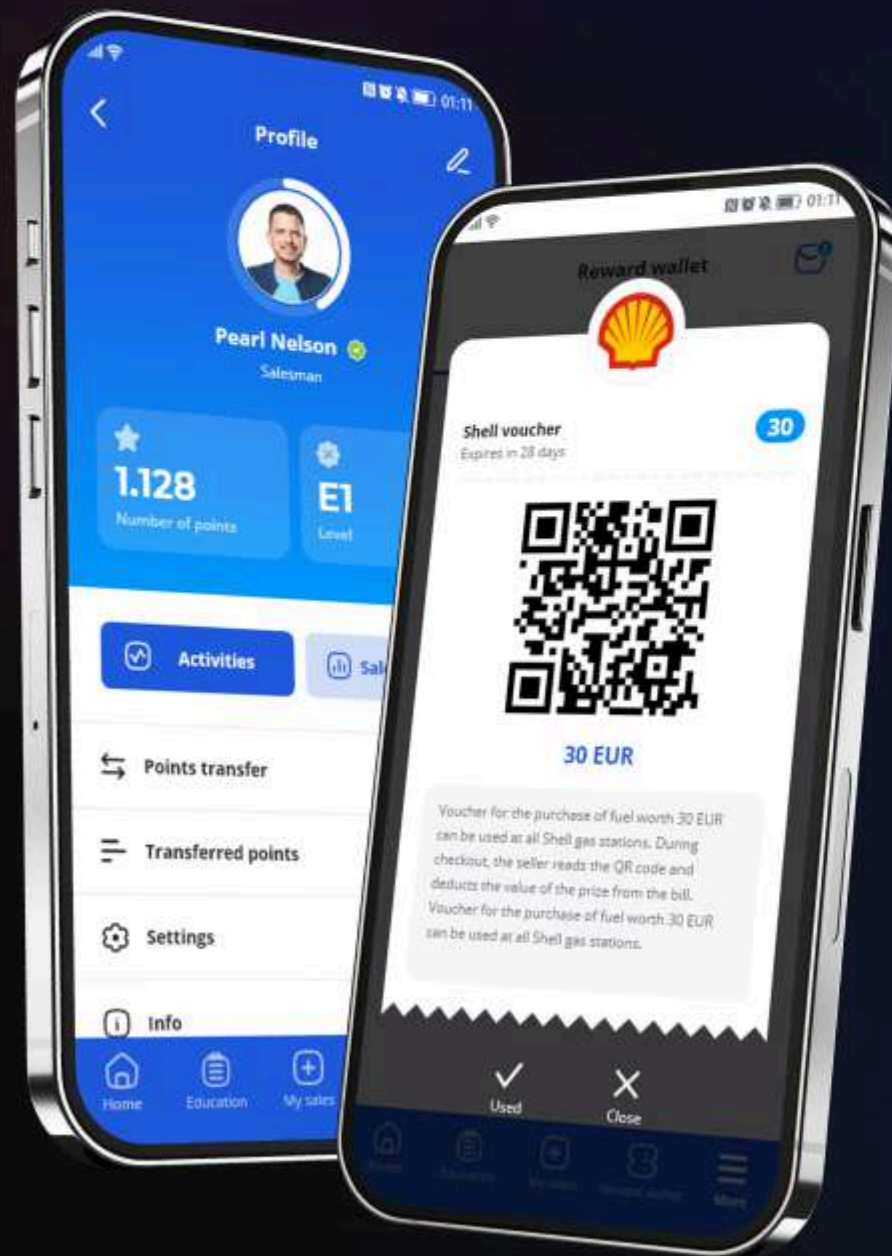
Fully-automated sales incentives and filed-marketing campaign toolkit

SalesDrive™ transforms sales management and incentivizes retail teams through innovative processes, boosting revenue and profit margins. DigitalSpark™ is the **brand's point of contact with the retail network**, enabling real-time sales tracking, performance measurement, and effortless rewards for retail employees.

- Measure and reward individual or team performance;
- Instant incentive payouts;
- Track detailed campaign analytics;
- Eliminate the hassle of facilitating an incentive program;
- Motivated frontline employees through incentive schemes;

ORACLE | Partner

Our solution: HyperCare

100K task assignments in just **10.8 seconds**

300% cost savings

Virtual merchandiser & task management platform

Sales representatives, filed sales team and frontline employees directly interact with the software, facilitating task management, data collection and analytics. Indirectly, C-level executives and sales managers benefit from **enhanced operational insights and improved decision-making**.

By using our Virtual merchandiser module within the HyperCare trade program our clients can expect:

- Improved in-store merchandising quality;
- Efficient workforce management;
- Significant cost savings – up to 300%;
- Data-driven insights for continuous improvement;
- Streamlined communication and coordination.

ORACLE | Partner
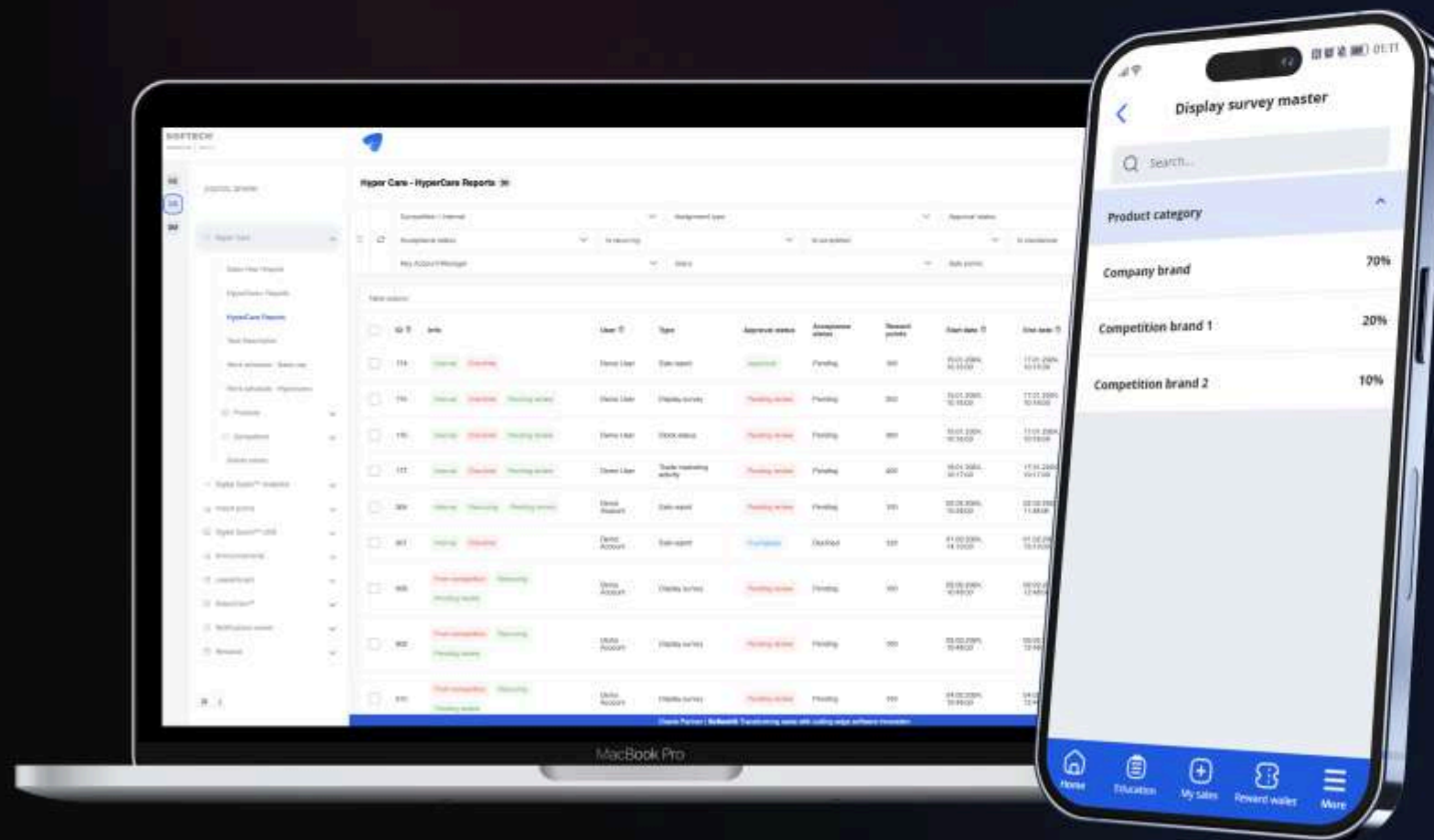
# Our solution: SmartMetrics

5X faster decision making

3x higher rotation of inventory daily

Reporting & analytics platform

SmartMetrics **simplifies the complexity of sales reporting** by consolidating all sales data into a single user-friendly interface. Serving as a fully customizable BI tool, this trade program empowers companies with the capability to **effortlessly generate flawless purchase, sell, and inventory reports**.

Enables companies to:

- Have detailed and timely insight into its sales performance;
- Manage and optimize stock and minimize stock revenue;
- Improve efficiency in decision-making and planning;
- Boost end customer satisfaction;
- Increase return on making investment,

ORACLE | Partner
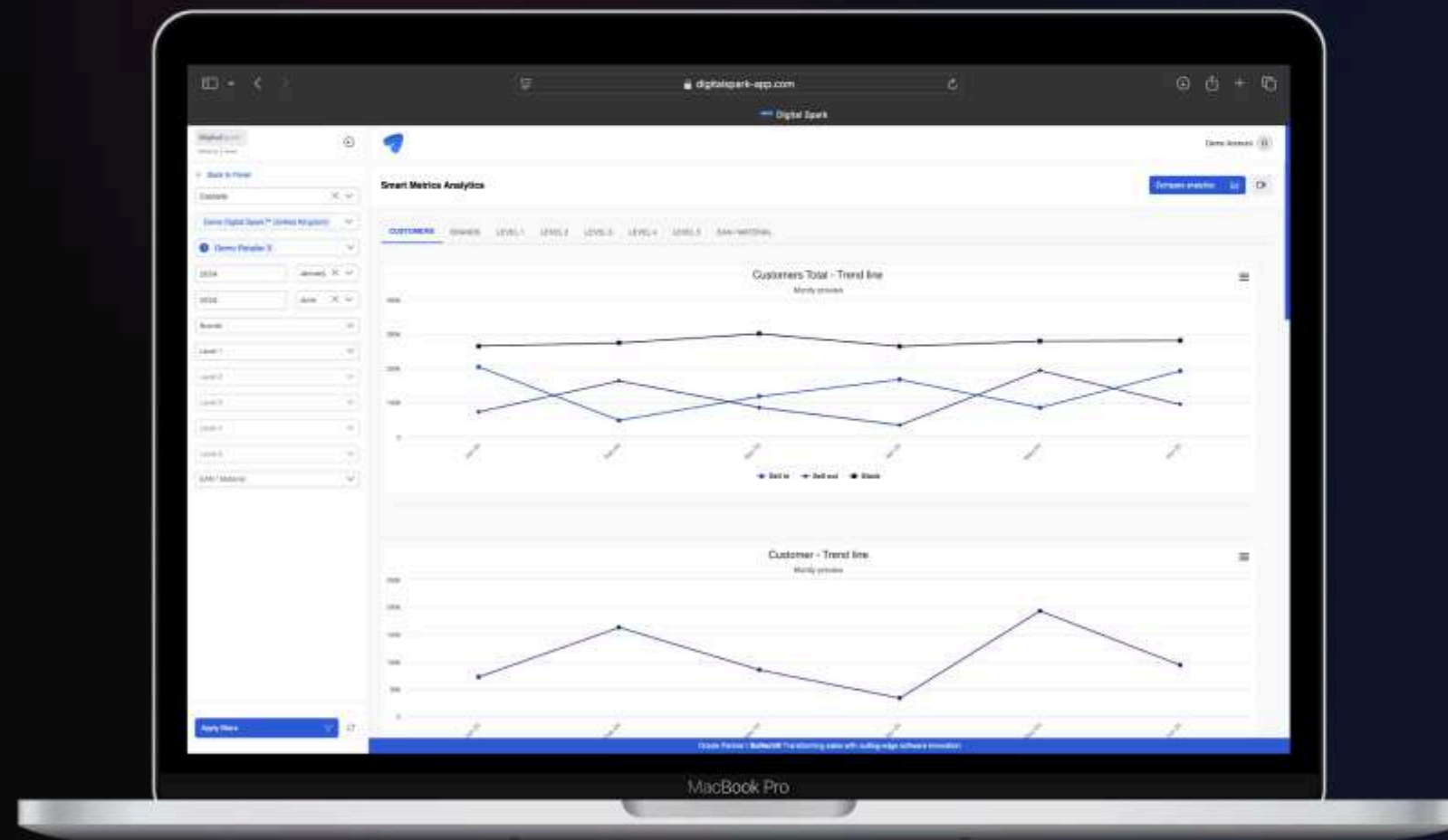
Our solution: BonusWise

**3X** higher internal team motivation

100x faster sales reporting

Internal sales team management platform

Allows businesses to **automate the calculation of various compensation models** for their in-house sales team members. BonusWise integrates various commission structures, bonuses, and incentives, **revolutionizing the process of incentivizing sales performance.** It facilitates the automation of sales reports and streamlines approval processes through automation – therefore offering advanced reporting capabilities.

- Streamline operations by implementing the automation of sales reports
- Approval process automation
- Advanced reporting through the process automation
- Combining different incentive schemes
- The focus is on company internal sales team

ORACLE | Partner
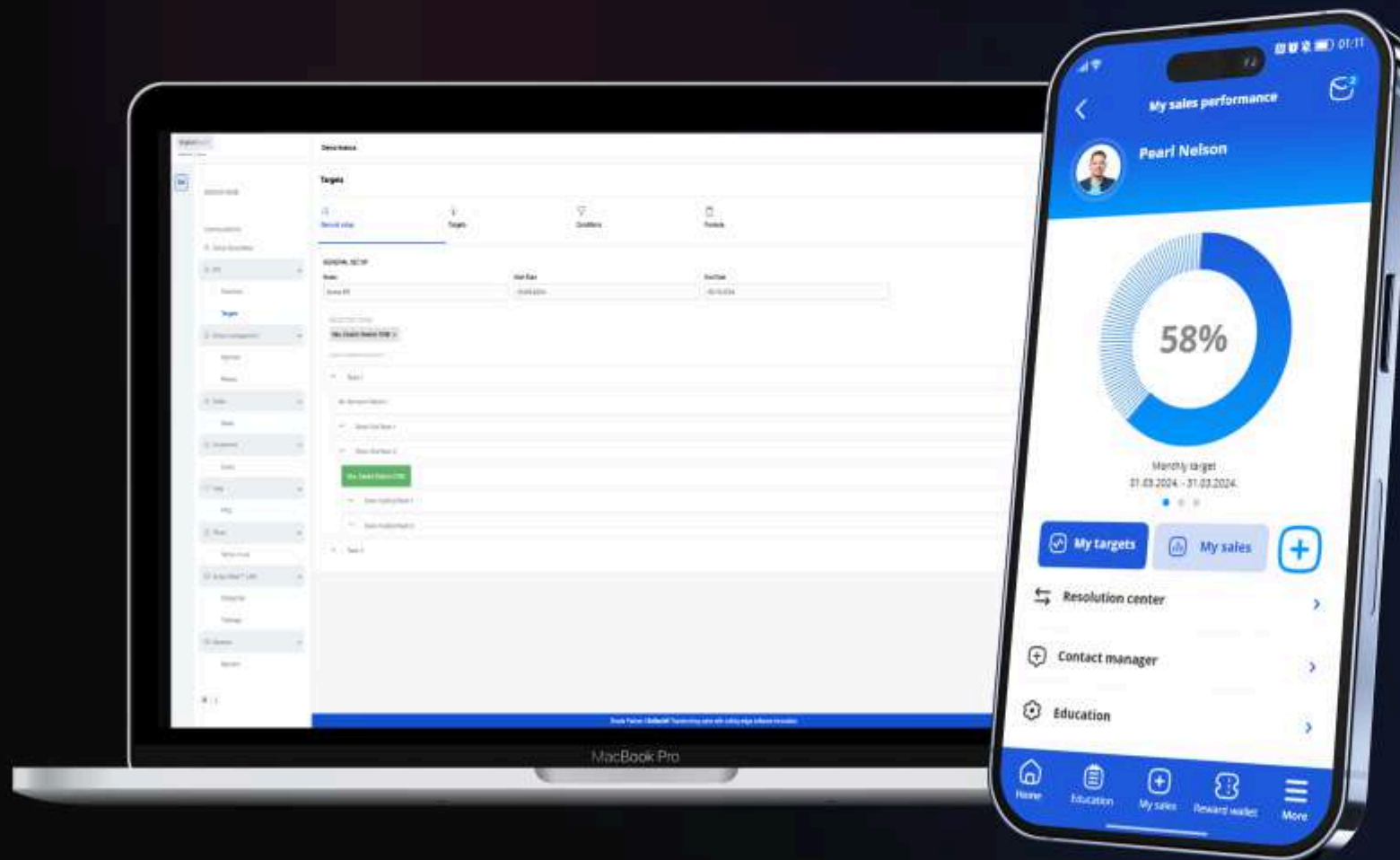
DIGITAL SPARK™

OUR PRESENCE

5 INDUSTRIES
12 COUNTRIES
105K USERS
0 CHURN RATE

Private label Enterprise B2B SaaS licences

Madrid, Spain

Belgrade, Serbia

Hisense   gorenje   IQOS   G Galenika   LG   SAMSUNG   WÜRTH   Sika   HONOR   motorola   DELTA AGRAR

TotalEnergies   ROAMING ELECTRONICS   VIVO   Hewlett Packard Enterprise   HUAWEI   TCL   COMTRADE   TESLA   MORAVACEM A CRH COMPANY

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**

salesforce   Bitrix24   monday.com   pipedrive

/ **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

Next phase
Nordic region

END GAME
USA & Latin America

PHASE 2
Central and South Europe

Current phase
UK, ES, PT, PL
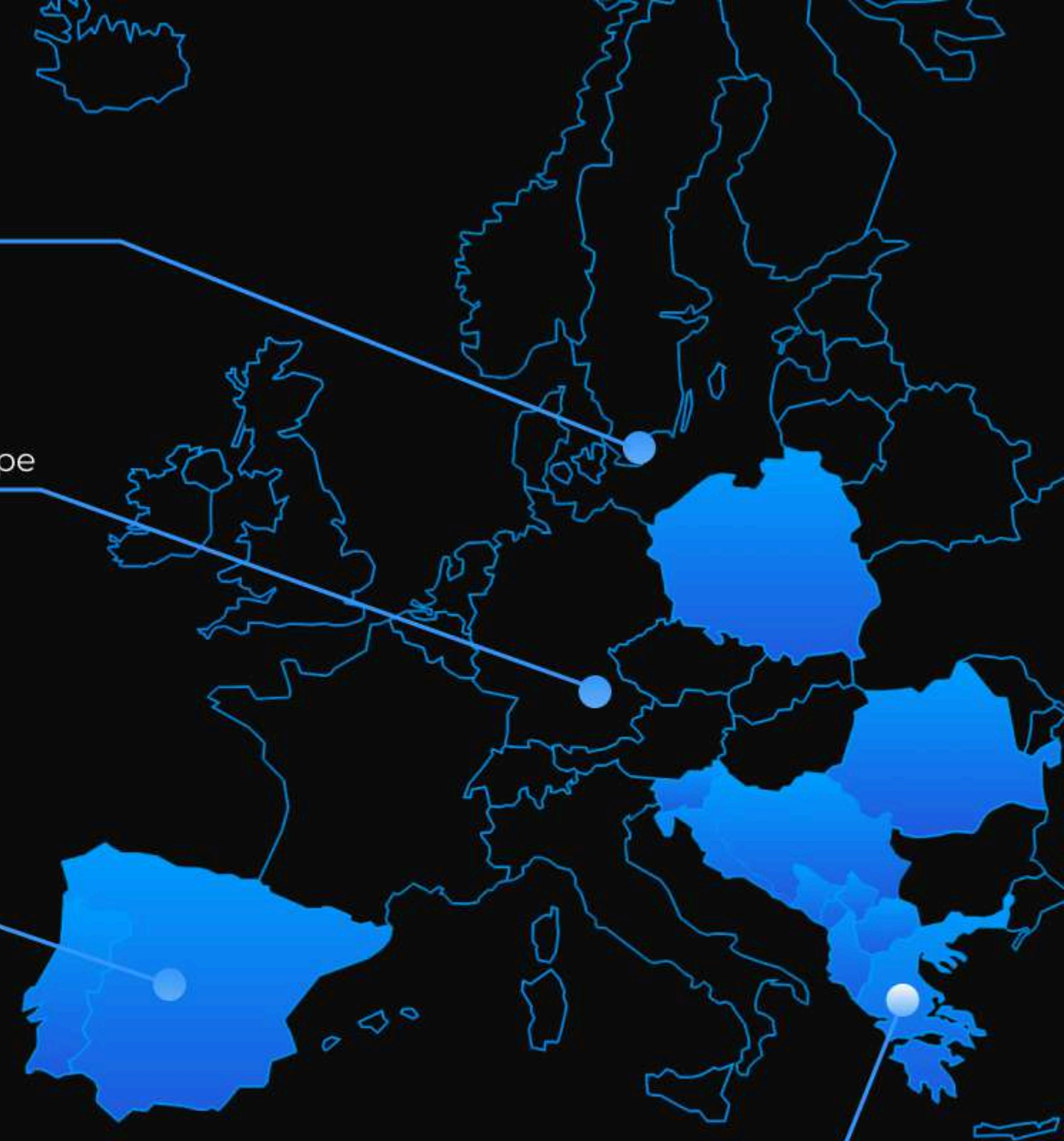
Initial phase
Markets where Digital Spark™ already exist

/**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%

/**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%

REVENUE MODEL

DigitalSpark™

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

Begin using the license without incurring any initial charges for its establishment, as clients pay based on the number of retail objects without additional setup costs.

/ No contract obligation

The flexibility of using the service without being tied down to a long-term commitment or contractual obligation, giving our clients the freedom to adapt as their needs evolve.

/ Payment per store unit

Payment is based on the number of store units utilizing the app, ensuring a scalable and cost-effective pricing model tailored to your specific usage requirements.

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**

PROFIT MARGIN: 40%

40%
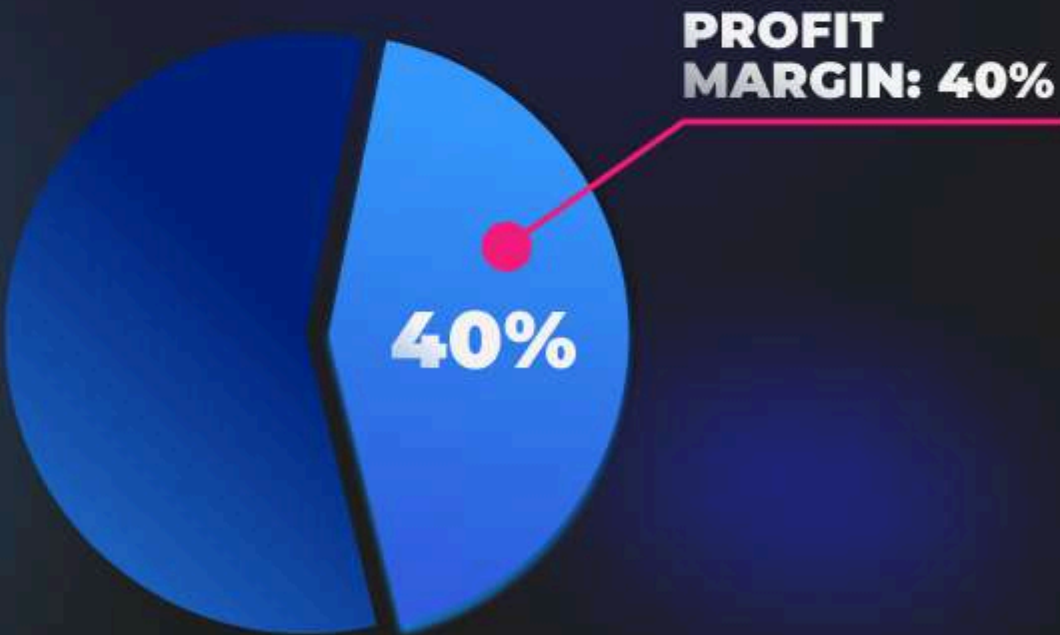
GRANTS

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.

STARTECH

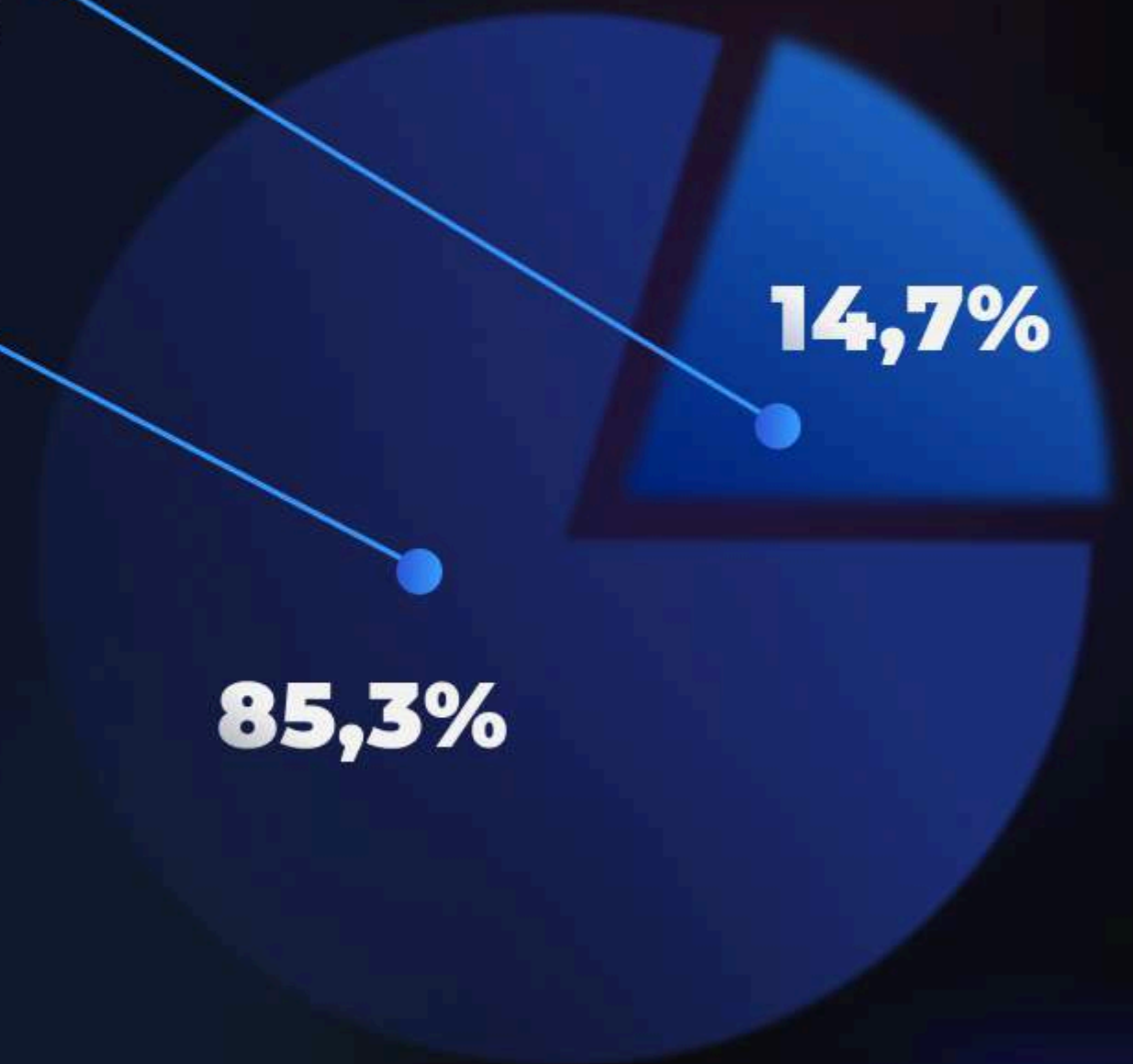## 110K $ TOTAL

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 €

REVENEUE
1.28M €

14,7%

85,3%

TOTAL 1.50M €

REVENUE FORECAST

Deloitte.
50 | Technology **Fast 50**
2024 CE **LAUREATE**

1340% GROWTH RATE SINCE 2020

- 15 MIL €
- 10 MIL €
- 5 MIL €
- 2 MIL €
- 1 MIL €
- 500K €

~ 100% YOY GROWTH

Year		
2021	328K €	154K €
2022	640K €	289K €
2023	1.130K €	445K €
2024	1.486K €	597K €
2025	3.893K €	1.980K €
2026	5.544K €	3.333K €

OUR ROADMAP

The past year was a true milestone itself. Opening the Madrid office, releasing a new version of our product and enriching our team by 3 members were our main goals, that we successfully accomplished.

150 CLIENTS

Issuing Digital Spark™ Sales Certificates

by 2027.

Sales Growth

Softech team

Madrid, 2023

/ **Digital Spark™ 2.0**

/ **Belgrade, 2019.**

US & Latin America Strong distribution network

Expanding business dev team i EE

The journey

We're on a great journey to our next destination - 150 clients, with a couple stops in between. Our team is focused on the process as much as it is on the goal, while we continue to improve, expand and help companies reach the full potential of their sales processes and revenue trough automation and digitalization.

SOFTECH TEAM

DigitalSpark™

OGNJEN LUKIĆ
Founder - 100%
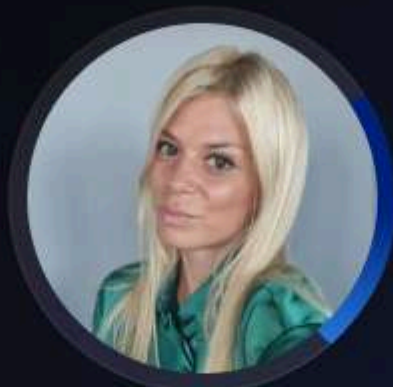
MILICA LUKIĆ
VP of Product

PETAR JOVOVIĆ
Head of Product

EMILIJA ANĐELKOVIĆ
Head of Growth

BOJANA MILJIĆ
Business Analyst

TAMARA MLADENOVIĆ
Business Dev Manager
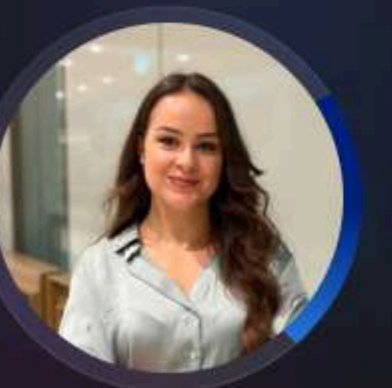
VIKTORIJA BARIŠIĆ
Product Owner

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 IQOS

While the company collaborates globally with a robust Salesforce, Philip Morris International still requires Digital Spark™ to enhance its capabilities. By partnering with PMI, you commit to professional standards regarding **security, data privacy, and technical excellence**— arguably one of the most demanding and technically comprehensive license.
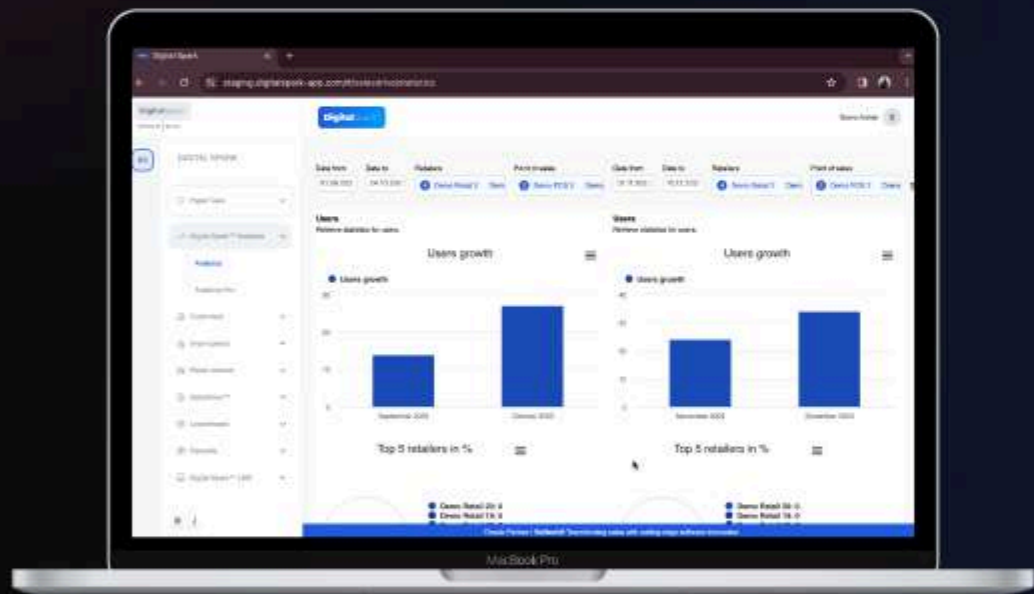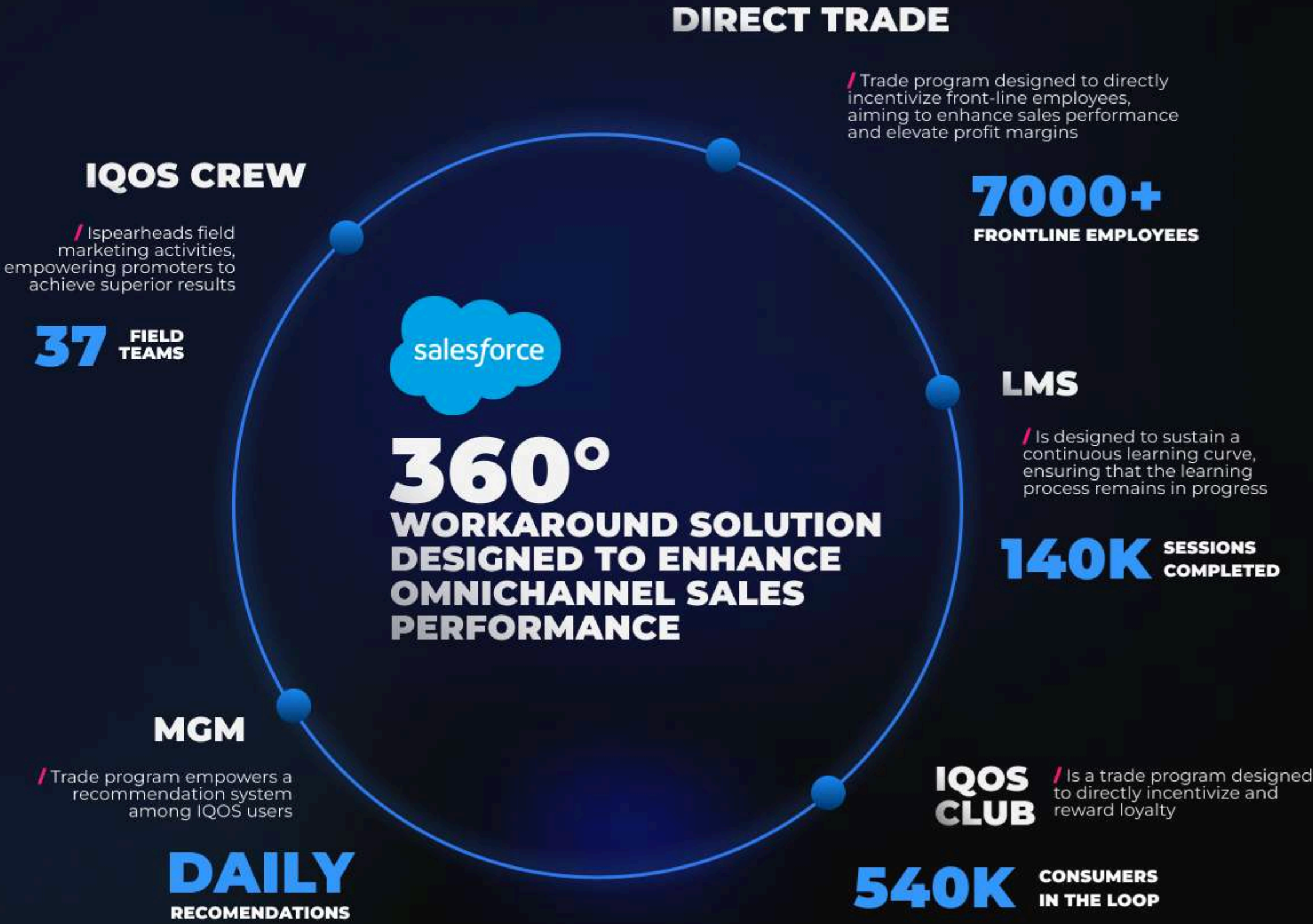
PMI Core integration

Salesforce integration

iFrame Configuration

Security assessment

DIRECT TRADE

/ Trade program designed to directly incentivize front-line employees, aiming to enhance sales performance and elevate profit margins

7000+ FRONTLINE EMPLOYEES

IQOS CREW

/ Ispearheads field marketing activities, empowering promoters to achieve superior results

37 FIELD TEAMS

salesforce

360° WORKAROUND SOLUTION DESIGNED TO ENHANCE OMNICHANNEL SALES PERFORMANCE

LMS

/ Is designed to sustain a continuous learning curve, ensuring that the learning process remains in progress

140K SESSIONS COMPLETED

MGM

/ Trade program empowers a recommendation system among IQOS users

DAILY RECOMENDATIONS

IQOS CLUB

/ Is a trade program designed to directly incentivize and reward loyalty

540K CONSUMERS IN THE LOOP

USE CASE Hisense

/ **Sales Team**

/ **Retail**

2

4

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.

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.

1

3

/ **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.

USE CASE LG Electronics

/ Our first, most reliable client

Our initial and steadfast client has **played a crucial role** in uncovering the challenges companies face in their sales processes. Year by year, we have attentively listened to the market challenges.

/ Challenge

Typical of a large-scale sales operation

Performance variability

Disparities in sales performance across regions and teams

Motivation
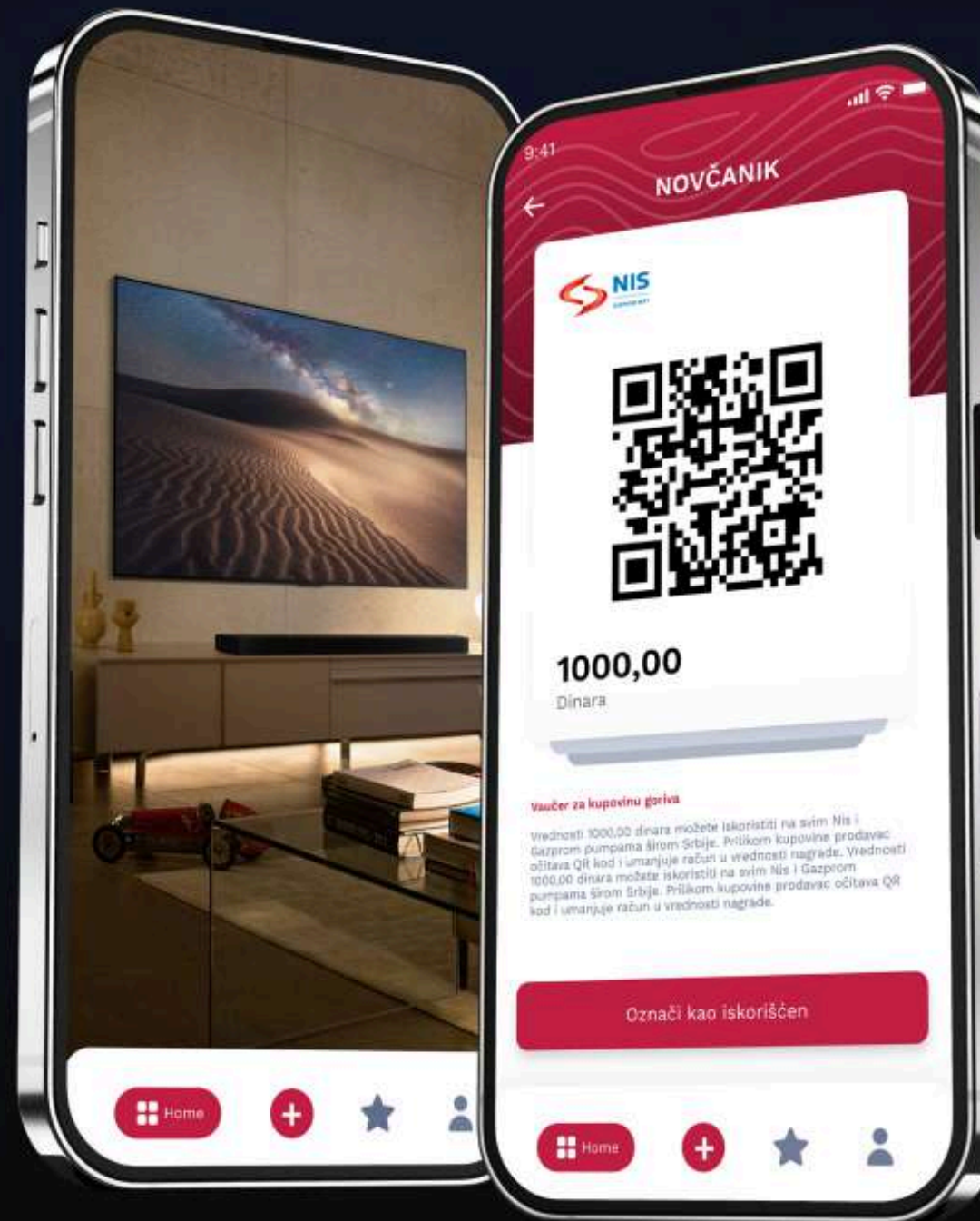
A need to boost motivation and engagement among the sales force to drive better results

Legal compliance

Ensuring that the incentive program complies with company regulations

/ Outcome

The implementation of SalesDrive™ at LG Electronics resulted in transformative outcomes

Performance improvement

Sales teams across regions experienced a noticeable improvement in performance, with increased sales figures and higher customer satisfaction scores

Motivated workforce

The personalized incentives and gamification elements created a motivated and engaged salesforce. Employees were not just meeting targets; they were exceeding them.

Legal compliance

SalesDrive™ ensured that the incentive program complied with global employment laws, mitigating legal risks associated with incentive structures

Collaborative culture

The transparent communication platform fostered a collaborative culture, where the salesforce felt connected to the company's vision and goals

Continuous improvement

Through regular audits and data-driven insights, LG Electronics was able to continuously refine the SalesDrive™ program, ensuring its ongoing effectiveness and compliance

APPENDIX

/ TECHNICAL OVERVIEW AND DOCUMENTATION

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

/ Short Pitch Deck	/ SmartMetrics - Product Deck
/ Long Pitch Deck	/ Business Plan
/ One-pager	/ Tech & API Documentation
/ SalesDrive - Product Deck	/ Product Roadmap
/ HyperCare - Product Deck	/ 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	/ Competitor analysis
/ Company entity in Serbia	/ Previous funding details
/ Company entity in Spain	/ Financial models
/ Financial statements	/ Sales pipeline
/ Tax information	/ Insurances

DATA ROOM