



# SourceWeb

IT- service at a high level

## Project Presentation

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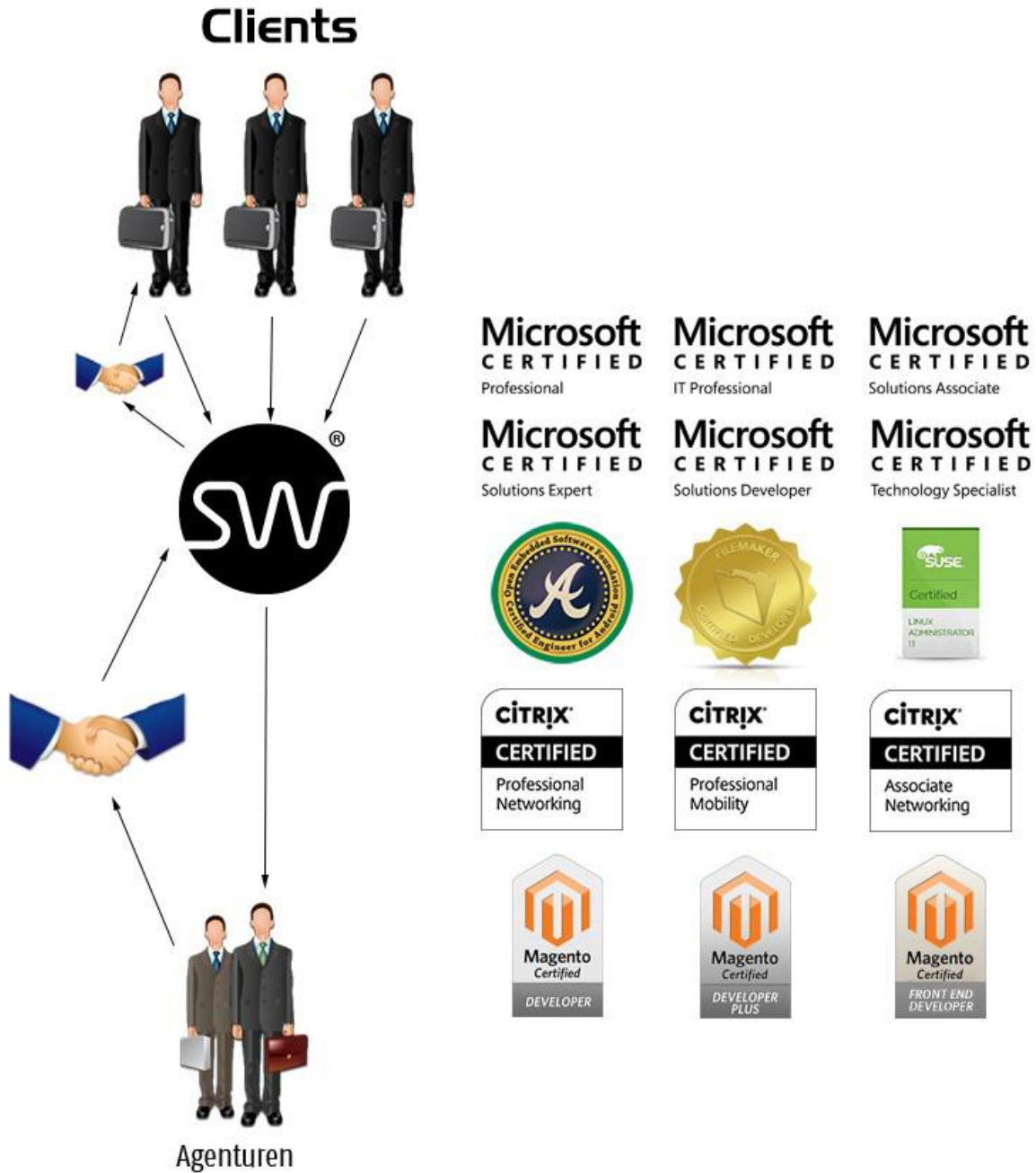
## 1. Management Summary

The company SourceWeb and its employees are distinguished by the most diverse leading IT companies as IT experts on a high to highest level. In our project, we value reliability and perfection. The IT industry is one of the few industries that continues to grow in times of economic uncertainty. Our mission and goal is to capture the demand of our customers in the context of IT services, to manifest the demand in the form of a specific contract, to pass this order on to the most suitable specialists from our agency database for fulfillment and constantly to monitor the quality and progress of the order and to assist our customers and our external specialists with our expertise throughout the process until the order is accepted. During the entire implementation of the project, we also undertake the quality control and, before handing over the result to the customer, the quality control / quality assurance. Therefore, we simultaneously take over both the position of the contractor and the associated performance and warranty obligations, as well as the position of the control and monitoring body over the project of our client. Since we have specialists for almost every IT department in our database and are also certified by companies from a wide variety of IT areas, our customers can therefore turn to us in every aspect of computer science and thus ensure that they can respond to their problem tailored specialist agency will take care of their needs.

## 2. Business Concept

SourceWeb, a market leader in the IT sector, mediates between companies that need IT services and companies that offer these services. In doing so, we not only broker the orders, but with our expert experience we select the most competent contractors from a comprehensive agency pool and present them with the order so that they then have the opportunity to accept or reject the order. If a contractor accepts the order, this contractor concludes a contract with us and we in turn with the customer. From the beginning of the order until the completion and acceptance of the orders by the customer, we then take over the customer support, as well as the monitoring of the progress of the order and the quality control / quality assurance of the orders to ensure our high quality standard and are the primary contact of both the customer and the customer Contracting agency. After fulfillment of the contract, we check whether the agreed service has been provided, settle the service with the customer and settle the invoice of the agency within pre-agreed payment periods. In case of any difficulties, we are always available to both our customers and the agencies as a discussion partner.

## 2.1 Simplified concept presentation



End customers need a service / product from the IT sector and turn to us with confidence. We determine the concrete need and redirect the order to the most suitable agencies from our extensive range Agency Pool on. During the process, we are both the end customer, as well as the agencies with our Expertise, as well as advice and assistance. At the end of the project we carry out the quality control / quality assurance to carry to ensure that the quality of the product meets our high standards. The customers therefore contract with us and we in turn with the agencies, so that we are primarily contact person in all matters.

## ***2.2 Benefits of the agencies***

SourceWeb's IT agencies have a variety of benefits.

First of all, you do not enter into any obligations by cooperating with us, and simply by entering in our list of agencies, you do not subject yourself to any further obligation to contract. You can decide for yourself if a particular job is interesting for you and if you want to take it over.

Further, the agencies receive orders without even spending on advertising and marketing. Specifications and fees are already largely certain, even before they commit to fulfill the contract. The agencies are therefore already without time and financial expenses in a briefing with a customer to invest what the order is about and can assess after a short time whether this is interesting for them or not.

In addition, there will also be occasional contracts involving participation in the project, which will give the agencies working on them the opportunity to earn a steady income with little or no follow-up.

Furthermore, in the future, the most competent agency or the most competent agencies will be able to merge directly with us or our project, or acquire direct project shares, and then play a leading role in the project, co-earning in all the projects' projects and in the project's know-how Benefit companies.

## ***2.3 Advantages of the customers***

In addition to the agencies, the customers also have a variety of advantages.

U Our clients can contact our market-leading agency to handle their orders without having to look around the market for different technical issues or projects at different IT companies. We take over the assignment of orders to specialized agencies and the monitoring of order progress.

Customers therefore have one of the most competent contact partners in the market for their diverse technical requirements at their side, who are familiar with their technical infrastructure and support them with various difficulties.

## **3. Market & Competition**

SourceWeb addresses itself to competent IT agencies on the one hand, and to medium to large-scale enterprises with demand for IT services or products on the other hand. Due to the constantly increasing for years Importance of the IT sector, the principal target group in number and in terms of sales correspondingly extensive.

### ***3.1 Geographic market situation***

Due to our geographic location and our initially limited resources, we initially focus our business on Central Europe, especially Germany, Austria and Italy. Later in further expansions are planned, especially to Western Europe.

## 4. Goals

We plan for the future, our current position in the IT industry to expand, to cooperate with the best agencies and further expand our agency pool, as well as our employees continue to retrain in order to remain permanently on the cutting edge of technology.

### **4.1 Mission & Vision**

Our idea is that the name SourceWeb becomes synonymous with professionalism, reliability and perfection. Customers should know in our long-term in IT matters in good hands because they do not own for each job / project Search each a specialized agency, but can rely on our expertise in selecting appropriate agencies in all matters and on that we monitor the entire order process.

### **4.2 Short and medium term goals**

In the short and medium term it is our goal to further expand the agency pool consisting of the most competent agencies and to enlarge our customer base. It is also our medium-term goal to increase our reputation and increase the brand awareness of the SourceWeb brand.

### **4.3 Long-term goals**

The goal is to consolidate our position in the market, sustain the value and reputation of the SourceWeb brand, and operate the company in the form of a well-capitalized corporation, with a capital investment planned by the best agencies in our agency pool.

## 5. Strategy

For the first 12 to 18 months, we focus on building our agency database and customer base, as well as profiling and classifying our current and new IT agencies. The enlargement of the agency and customer base is achieved through appropriate marketing measures, both online and offline. When it comes to online marketing, we attach great importance to a state of the art Internet presence, search engine optimization, search engine marketing, as well as organic link building. On the one hand, the agencies are profiled and classified in an exploratory interview, but on the other, they are also unilaterally on our side, based on our collected agency data and analyzes, for example, taking into account their certifications and qualifications, customer satisfaction in the context of the corresponding Agency as well as response time and quality of response to inquiries. Within the next 18 months, we plan to recapitalize the company and convert it into a corporation with third party participation from our most respected agencies.

### **5.1 Corporate Strategy**

Our company strategy is to act as a quality leader in the IT sector and approach with competence and perfection to the manifold problem cases of the IT industry and to be able to offer the most suitable IT solution for each problem of our customers with the help of our agencies.

## 6. Marketing

### 6.1 Advertising

Advertising campaigns are primarily conducted online, but also offline. With online advertising, much of the budget is invested in search engine marketing and social media marketing. The advertising budget is flexible and will be continuously redetermined according to our ongoing analysis.

## 7. Right

### 7.1 Legal form

The company is initially run in the form of a partnership. For participating agencies, a later acquisition of shares is also considered, so that a later change to a corporation is planned.

### 7.2 Business name and company

The company name is formed by the name "SourceWeb". This designation is already registered by the project founder as a word mark at the EUIPO, as well as the SW logo at various national trademark registries within the European Union.

## 8. Organization

### 8.1 Property rights

The business name "SourceWeb", as well as the logo are protected under multiple trademark laws:

#### *EUIPO trademark 009388381 ("SourceWeb"):*

NIZZA-Class 38: Telecommunications except in relation to promotional items or trade in promotional items.

NIZZAClass 42: Scientific and technological services and research and design relating thereto; industrial analysis and research services; Design and development of computer hardware and software; all the aforesaid services not relating to promotional items or trade in promotional items.

#### *UIBM brand 0001420389 ("SourceWeb"):*

NIZZA-Class 35: Advertising; office work  
NIZZA- Class 38: Telecommunications  
NIZZA- Class 42: Scientific and technological service

#### *UIBM Brand 0001420390 (logo "SW"):*

NIZZA- Class 35: Advertising; office work  
NIZZA- Class 38: Telecommunications  
NIZZA- Class 42: Scientific and technological services



## ***8.2 Value chain and service provision***

Customers come to SourceWeb's website through marketing and reputations, or contact us elsewhere and ask us about their need for IT solutions. We help them to formulate their requirements into specific specifications, prepare a cost analysis and after written confirmation from the customer, we get in touch with specialized IT agencies from your pool and present the project to them. After we were able to hand over the project to one of our agencies, we are available to both sides as the primary contact and monitor the implementation of the project. After completing the project, we will check whether the points in the functional specification have been correctly implemented and hand the project over to the customer after the positive result of this examination..

## **9. Capital requirements and running costs**

The most significant capital requirements and running costs are caused by the continuing education and training of our employees. Since the training, qualifications and certifications of our employees are most important to us, it is in particular these items that cause a large part of the running costs. In addition, capital is still needed for the operation of server systems, as well as for a continuous and moderate advertising budget. The costs for the development and further development of our in-house corporate websites and portals are paid by participating in the profits.

Since the rights of the relevant business names already registered, already the needed servers for the initial operation due to other projects, the staff needed for the initial operation are eminently qualified and certified and these employees also participate on freelance basis with cost accounting in the project adheres The capital requirements at the beginning of the project are very limited and then grow comparatively proportionally to the order situation.

## 11. Attachments

### 11.1 Previous certification overview

