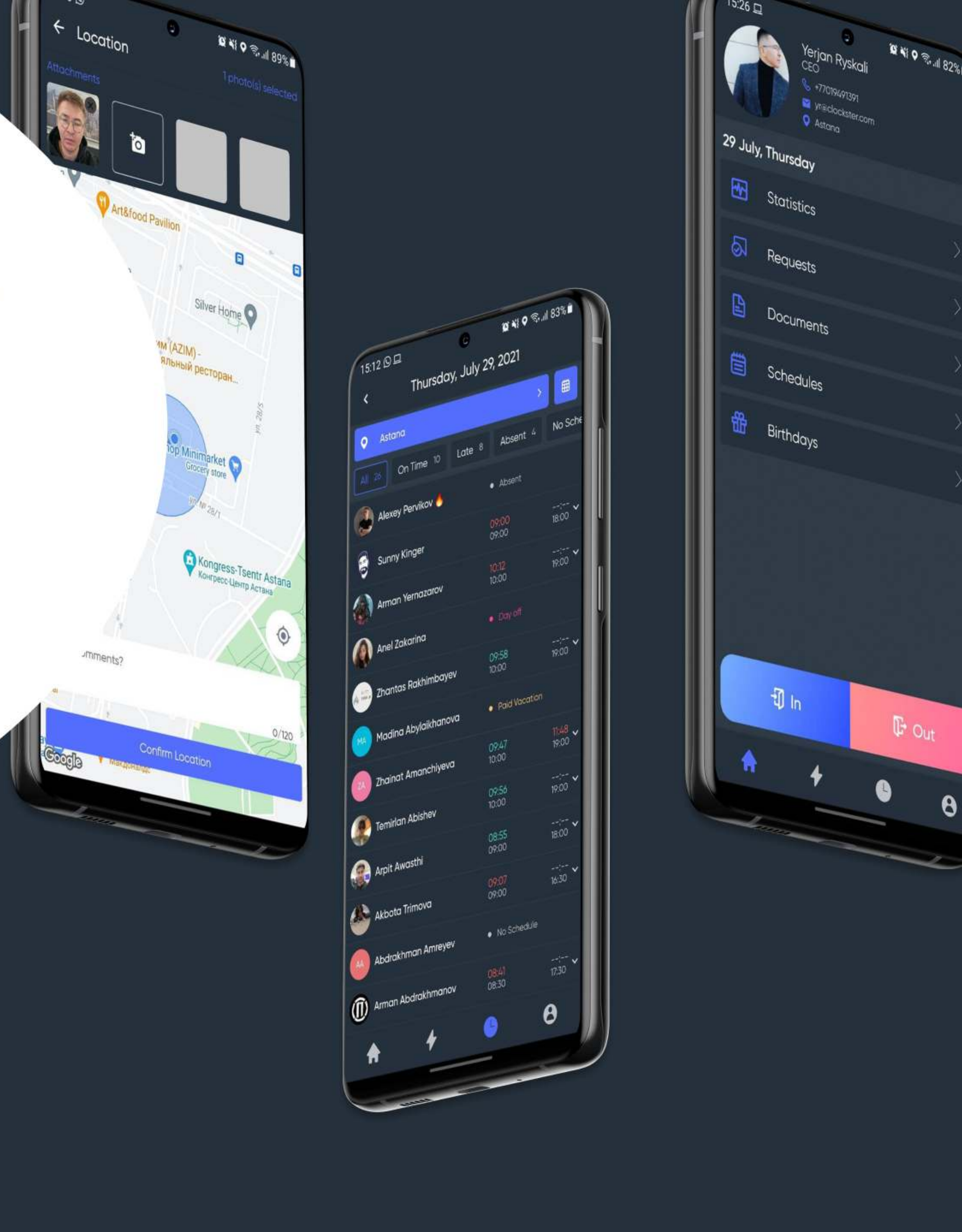# clock:ster

We help small businesses cut HR overhead by automating Payroll, attendance and more **at no cost**

Out of 65 mln+ MSMEs in Indonesia less than 10% use HRm platforms

- Pricing budget mismatch
- Resistance to change
- Low credit card ownership level

We offer
all-in-one HRm service
for <u>FREE</u>

- **time tracking & attendance**
- **schedules**
- **payroll**
- **leaves**
- **task manager**
- **access control**
- **APIs**

designed for BLUE-COLLARS / INFORMAL WORKERS

Targeted markets

↗ Indonesia

↗ India

SEA , India and why?

↗ Huge market - 2 bln population;

↗ Existing and developed culture of implementation of similar products;

TAM B2B
all MSMEs:
100 000 000+

TAM recruitment
blue-collars
700 000 000+

- **270+ mln** - population

- **65M+** - MSMEs employing **116.9M** people

- **3.5 mln vacancies** published in 2020 **13x growth during COVID**

Business model

Free HRm
As an entry point

65M+
MSMEs

100M+
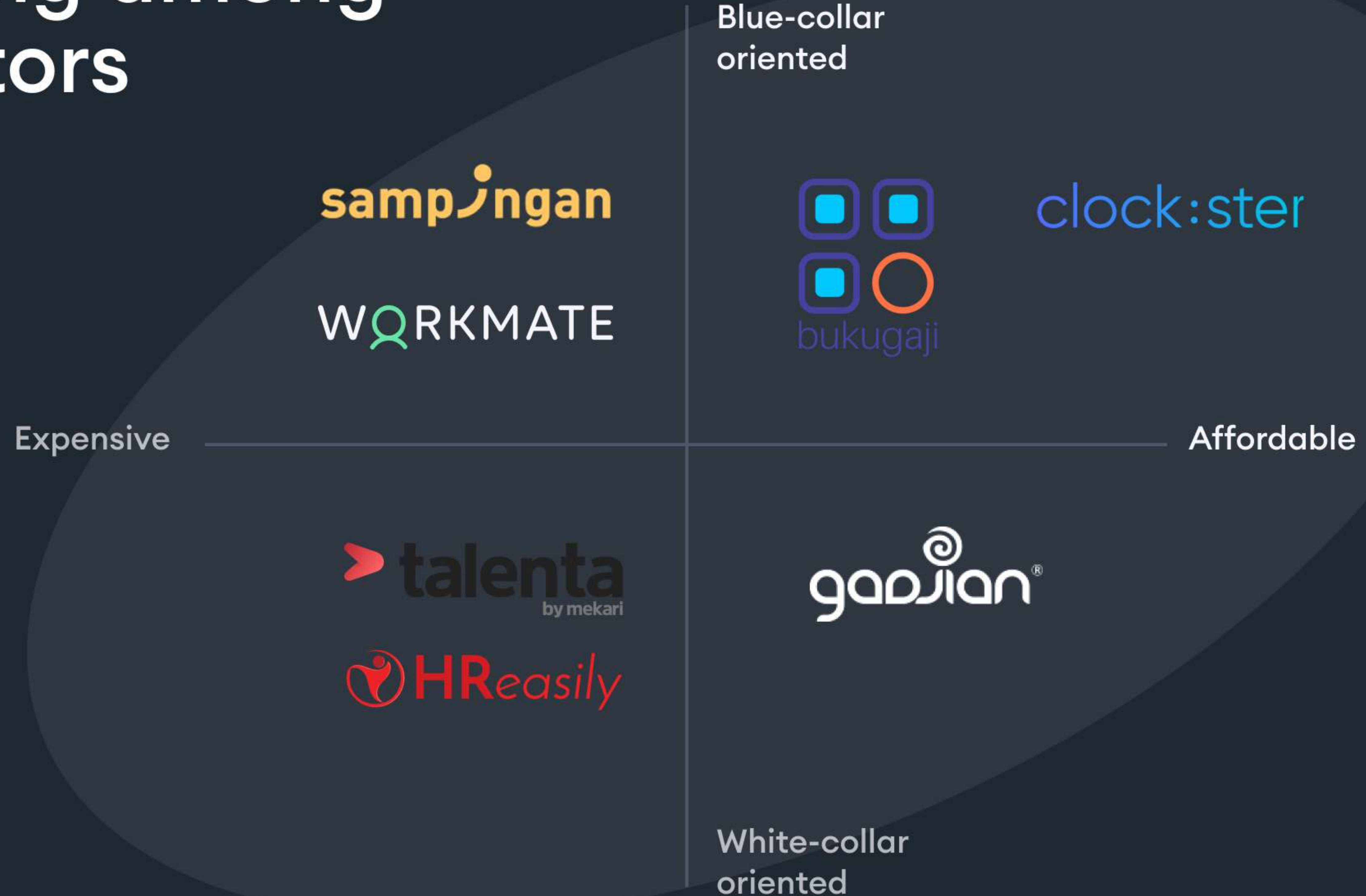informal workers

3.5M+
vacancies in 2020

EWA
$1 / transaction

RECRUITMENT
$10 / vacancy / month

Positioning among competitors

Main competitors

bukugaji

WORKMATE

sampingan

+ raised $4.8 mln
+ free app
+ 100k+ downloads
+ focuses on MSMEs
with less than 30
employees

- limited functionality
- only android app

+ raised $10+ mln
+ partners with
Lendable

- focuses on medium
and large enterprises

+ raised $5 mln
+ advanced HRm tools

- focuses on medium
and large enterprises

Why we better?

- Payroll is fully automated + disbursements

- Schedule tool that cuts 90% of overheads

- Mobile app with no fraud attendance + geofencing

- Leaves, requests and News feed integrated with chats and tasks (mini Slack)

- Access control module with integration of Face Recognition hardware for doors and turnstiles

- **Platform for various EWA providers**

- **Free HRm for ALL**

Road map 2021-22

Oct
- Payroll web version
- Advanced attendance tool
- Policies

Nov
- Recruitment mobile version
- Tasks web version

Dec
- Onboarding tool
- Payroll mobile version

Jan
- Document management tool
- Digital signature
- Org chart

Feb
- Demo Day 500 Global
- 1500 new clients in SEA, India
- 20k new employees

Traction

backed by

Quest *500*
VENTURES

2100+ MSMEs | 30+ countries
50k + employees (users) | 10% MoM
$1.5 mln USD raised funds

Yerzhan Ryskaliyev

CEO and co-founder

Alexey Pervikov

CTO, co-founder

Sunny Kinger

Lead Flutter developer, co-founder

Arman Yernazarov

CPO, co-founder

Advisory board

Jeffrey Seah

Partner at "Quest Ventures"

Adil Nurgozhin

Chairman of the board of directors at "QazTech Ventures"

Oxana Pogodayeva

Managing partner of HR&ED-tech

Olzhas Zhiyenkulov

CEO and co-founder of Paladigm Capital

Anuar Seifullin

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clock : ster

Thank you!

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