

**A Work Project, as presented as part of the requirements for the Award of a
Masters Degree in Management from the NOVA – School of Business and
Economics**

APPENDIX AND ADDITIONAL RESOURCES

BJOERN THOMAS WIND,

Student Number: 1736

**A Project carried out on the Entrepreneurship course, under the supervision of:
PROFESSOR CARLOS MARQUES**

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“The email I’m getting a lot is about frustration, people are feeling overwhelmed, too much technology, too fast - maybe good technology but I feel that there is not enough of the support structure, there is not enough help. I call it software rage and man let me tell whoever figures out how to make money out of this frustration will [...]”

David Pogue, leading Technology columnist at New York Times & CBS, @TedConference

2011

Table of Content

Appendix Competitive Landscape.....	1
List of Competitors.....	1
Appendix Strategy Outlook.....	2
Marketing Growth Plan.....	2
MyHelpster`s Milestones.....	3
Appendix Company Structure.....	4
Organizational Chart (year one).....	4
Management Responsibilities and Key-Hires over Time.....	5
MyHelpster HR in Growth Plan	Error! Bookmark not defined.
Job Description for Early Stage Key-Hire:	7
3 Year Capitalization Table:	9
Appendix Financials.....	11
Key Assumptions	11
The Impact of one Helpster	11
Change of Costs over Time	12
The Impact of Recurring Customers	13
5 Years Cash Flow Statement.....	14
5 Years Income Statement	14
3 Years Balance Sheet	15
Appendix Additional Research	16
References.....	16
Survey	21

Appendix Competitive Landscape

List of Competitors

Competitor	Website	Monthly Visits	Category	Price	Staff	Raised Mio	Launched	Main Market
iYogi.com	www.iyogi.com	960K	TS	\$180ppa.	4.500	\$85.6	2007	US / UK
SupportSpace	www.supportspace.com	7K	TS	\$30-80 per instance	75	\$36.6	2006	US
247/Techies	www.247techies.com	45K	TS	180 p.a.		\$0.6		US
KnowHow	www.knowhow.com	420K	TS	£70.00 p.a (only	1.400			UK
iTok.net	www.itok.net	470K	TS	\$280 ppa.			2004	US
FixFlash.com	www.FixFlash.com	n.a.	TS					US
geeksonsite.com	www.geeksonsite.com	35K	TS	\$100/h	< 150			US
Geeksquad	www.geeksquad.com	1,6 Mio	TS	£14.99 per problem/	24.000		1994	US / UK
OmniTech Support	www.omnitechsupport.com	110K	TS	\$300 ppa.				US
Microsoft Answer Desk Support	www.dashburst.com/fiverrm	210 K	TS	\$200 per session				UK / US
Bold Support	www.Bold Support	n.a.	TS	£69.99 per instance				UK
USTechSupport	www.ustechsupport.com	130K	TS	\$99 ppa.				US
Spartan Touch	www.spartantouch.com/	4K	TS	\$479.88 ppa.				US
Support.com	www.support.com	n.a.	TS	14\$ - 200\$ per instance				US/UK
crowdflower	www.crowdflower.com	n.a.	TS	10\$ per instance				US
Zibtask	www.ziptask.com/	50K	TS	230\$ monthly		\$ 2,50		US/UK
Guruaid	www.guruaid.com	680K	Scam	n.a.			2010	US / UK
SupportMart	www.supportmart.net/	10K	Scam	n.a.				US
Rescue	www.rescuecom.com	20K	Scam	n.a.				US
LiveTechCare	www.LiveTechCare	n.a.	Scam	n.a.			2010	US
Digimanindia	www.digimanindia.com/	4K	Scam	n.a.				US
zuutech.com	www.zuutech.com	n.a.	Scam	n.a.				US
Anantonline	www.Anantonline	40K	Scam	n.a.			1997	US
JinJoon	www.JinJoon.com	n.a.	Scam	n.a.	<10		2011	UK
Pearl.com	www.pearl.com	10.5 Mio	Q&A	\$30 per instance	10.000	\$50,7	2007	UK / US
Ehow	www.ehow.com	890K	Q&A	\$120 ppa	13.000		2013	US
Tesco Support	www.Tesco Support	n.a.	LTS		1.000			UK
Student@Home	www.Student@Home.co.uk	n.a.	LTS	£30/1.h	700	\$ 0,75	2013	UK
Guru2go	www.gurus2go.com/	5K	LTS	\$50-\$90 per instance	6.000			US
PcPal	www.pcpal.co.uk/	110K	LTS	£50/1.h				UK
Protoexchange	www.protoexchange.com/	8K	LTS	n.a.				
LivePerson	www.LivePerson	n.a.	FM	\$18 - \$60 per 30 min	748		1995	US
Google Helpout	www.keywordspy.com	2 Mio	FM	set a price & get offers			2013	UK / US
Odesk	www.odesk.com	17 Mio	FM	set a price & get offers		\$ 82,00		UK / US
Elance	www.elance.com	11 Mio	FM	set a price & get offers		\$ 23,00		UK / US
Fiverr	www.fiverr	5 Mio	FM	5 - 100\$ per project		\$ 50,00	2010	US
Freelancer.com	www.freelancer.com	6.1 Mio	FM	set a price & get offers				UK
Zirtual	www.zirtual.com/	56K	FM	set a price & get offers		\$ 2,50		US
Guru	www.guru.com	2.8K	FM	set a price & get offers				US/UK
Thumbtack	www.thumbtack.com/	7.2 Mio	FM	set a price & get offers	51-200	\$148,00	2008	US
Onforce	http://www.onforce.com/	220K	FM	set a price & get offers	1000	\$ 26,80	2003	US
Work Market	www.workmarket.com/	630K	FM	set a price & get offers	51-200	\$ 16,00	2010	US
Tasks Everyday	www.taskseveryday.com/	55K	FM	\$6,98 per hour (fix)				UK,
Agent Anything	www.agentanything.com/	20K	FM	set a price & get offers			2010	US & CA
Mturk (by amazon)	www.mturk.com	n.a.	FM	set a price & get offers			2005	
FiverUp	www.fiverup.com/	50K	FM	set a price & get offers				US
Gig Bucks	www.gigbucks.com/	150K	FM	5-50\$ per instance			2010	US
Zeerk	zeerk.com/us/	15K	FM	set a price & get offers				
SEO Clerks	www.seoclerk.com/	930K	FM	set a price & get offers	1-10		2011	US
Tenrr	www.tenrr.com/	25K	FM	set a price & get offers				
Microworkers	www.microworkers.com/	940K	FM	set a price & get offers	1-10		2009	US
Fivequids	www.fivesquids.co.uk/	110K	FM	5 pounds				UK
GigsBull	www.gigsbull.com/	25K	FM	set a price & get offers				
Ratonwork	www.ratonwork.com/	n.a.	FM	set a price & get offers				US
Nowtrythat	www.nowtrythat.co/	n.a.	FM	set a price & get offers				US
Work Hint	www.workhint.com	n.a.	FM	set a price & get offers				US

Annotations

** Data's researched in June 2014

** Monthly website visits estimated with; similarweb.com // alexa.com

** Deabbreviations of Category: FM = Freelancer Marketplace, TS = Tech Support, LTS = Local Tech Support, Q&A = Question and Answer

Appendix Strategy Outlook

Marketing Growth Plan

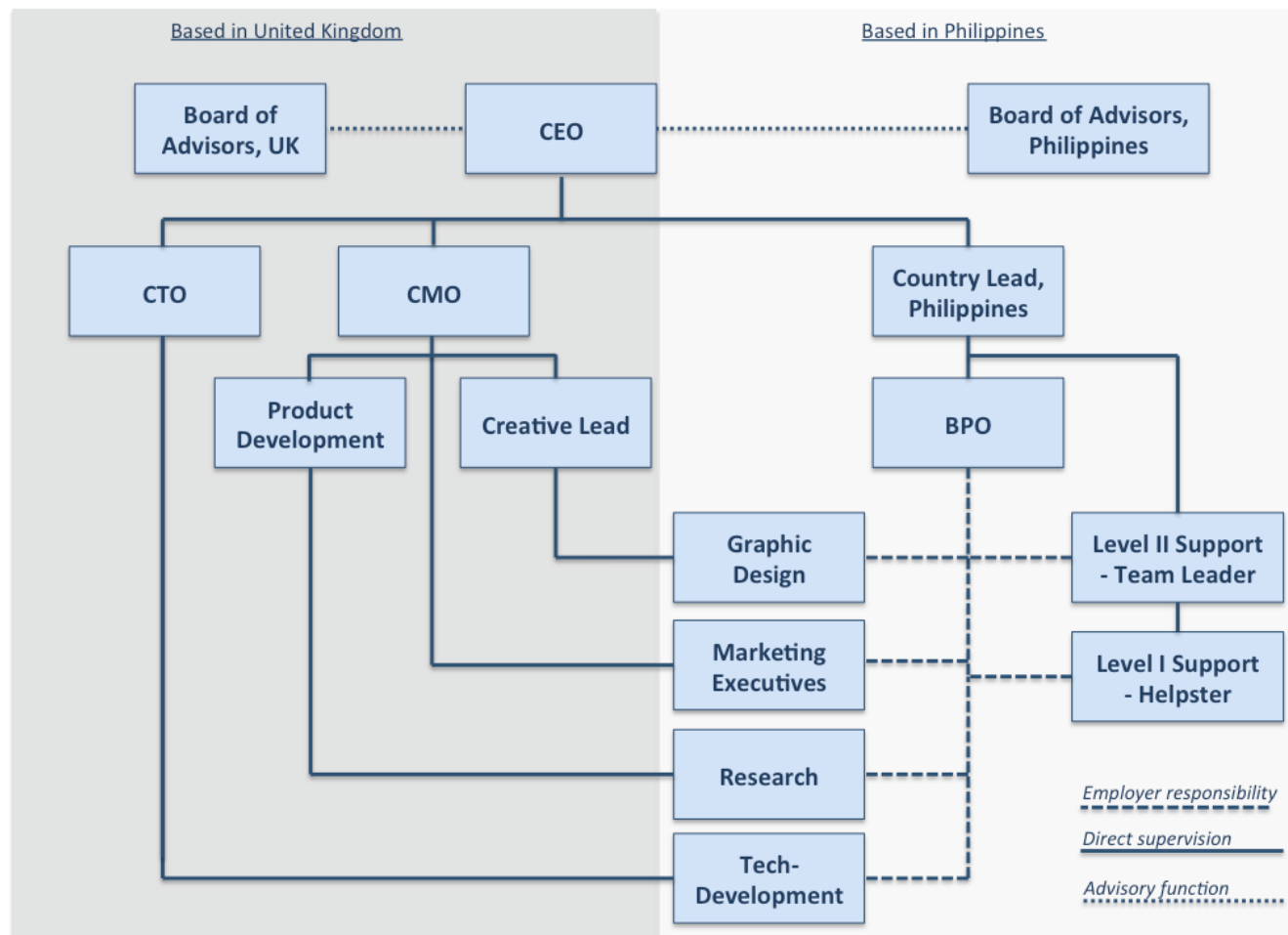
Phase	Year 1	Year 2	Year 3	Year 4 - 5
Targets	Freelancers, within the milieus “responsible driven Individuals “ and “Efficiency-oriented Performers”	Further focus on “Efficiency-oriented Performers” with relatively low skills and “responsible driven Individuals” with relatively high skills	Additional focus on Students in the segment “Digital Vanguard” and further focus on “Efficiency-oriented Performers” with relatively high skills	- Further focus on “responsible driven Individuals” with relatively low skills and “Post Material Skeptics” as well as SMBs
Communication Focus	- Innovator Campaigns - Partnering	- Innovator campaigns - Partnering - PR	- Innovator campaigns - Partnering - PR - Social Media	- Referral programs - Partnering - PR - PPC
Products	- Support Helpster: generic software (e.g. MS Office, iTunes), Security & Privacy, Tuning, Synchronization between devices + Helpster for specific campaigns	- Extension of existing Support Helpster to Smartphone & Tablet support - Design Helpster: e.g. Work in Adobe Photoshop like Business Cards Design, Infographics, etc.	- Language Helpster: e.g. Translation, Proofreading or home work help - Home Helpster: troubleshooting setting up TV and other “Internet of things”	- Marketing Helpster: e.g. SEO works - Programming Helpster: e.g. small development projects - Additional new fields possible through corporate franchise (see back office strategy)

MyHelpster`s Milestones

Area	Actions to take	2015												2016												Goals to Reach	Additional plans for 2017 - 2019
		Q1			Q2			Q3			Q4			Q1			Q2			Q3			Q4				
		1	2	3	4	5	6	7	8	9	10	11	12	1	2	3	4	5	6	7	8	9	10	11	12		
Technology	Finalize Website 3.0																									Helpster categorization enables to choose wished Helpster in < 1 Min.	* Comprehensive CRM System * Engaging entertainment System for call-back waiting time * Platform integration & website extension for corporate franchise system
	Develop own platform access																									Reduce log-in and connection time at about 50 percent and substitute Zendesk	
	Establish KPI's measurements Helpsters																									Possible to evaluate and predict each Helpsters' resolution time probability > 80%	
	Develop integrated Helpster time scheduling																									Automatic time indication till call-back with probability 90%	
	Develop own App																									Enable Helpster request via App within < 1 Min.	
	MILESTONE I																									All systems (remote, App, etc.) are integrated in one platform with unlimited users	
	Finalize Website categorization & crawling																									Crawler function & Artificial Intelligence enable to choose Helpster in < 30 sec.	
	Instant webcam connection through premium line																									Enables smooth connection between Helpster and customer in <30 sec.	
Financials	MILESTONE II																									Technically it is possible to request and get help in less than 1 Min.	* (If required) find Investor for US expansion * Moving HQ to Philippines for tax purposes
	Start Investors negotiations																									Get investor willingness to seek \$600K. for less than 22%	
	Appoint non-exec. Chairman																									Find senior committing atleast 20 hrs. per week	
	Finalize all legal documents																									Don't spend more than 15.000\$ on legal launching fees	
	MILESTONE I																									Get cash in bank of \$600 K.	
	Touching Series A Investors																									Find a circle of atleast 3 highly interested Investors	
	Start Investor negotiations																									Get investor willingness to seek \$600K. for less than 5%	
	Finalize all legal documents																									Don't spend more than 7.500\$ on legal launching fees	
HR	MILESTONE II																									Get cash in bank of \$600 K.	* Corporate Franchising partners pulled in
	Recruit Country Lead Philippines																									Find Country Leader has profile with atleast 10 out of 12 job criteria matching	
	Establish BPO partnership																									Find BPO partner who offers seat for <550\$ and is agrees to Franchise conversion	
	Establish trainings-concept																									Establish training concept, which ensures availability of Helpster in < 30 Min.	
	Establish effective retention mechanisms																									Keep annual Helpster fluctuation <10%	
	MILESTONE I																									Standards and service level agreements equal B2B help desk	
	Establish Freelancer Franchise concept																									Convert atleast 5 Freelancers starting with customer satisfaction >90%	
	Helpster sheduling strategy																									Helpster seats occupied 95% as scheduled	
Marketing	Ensure Freelancer Franchise effectivity																									Freelancer fluctuation <10% with >15% working in Franchising	* Portfolio extension in non-IT related fields * US expension (possibly Canada, Australia)
	MILESTONE II																									Freelancer franchise KPIs equal BPO standards and enabling scaling	
	Helpster Campaigns																									Develop atleast 6 Helpster campaigns with acquisition costs <16,6\$	
	Partnerapproach																									Find atleast 20 printing stores as well as 5 medium sized electronic stores	
	Helpster Quality improvement																									97% responses within <30 min., customer satisfaction >90%	
	Improve service blue print																									Keep problem resolution time <20min	
	Establish effective referral program																									Viral coefficient <0,1	
	MILESTONE I																									Recurring customer base > 24.000	
Marketing	Helpster expansion																									Extend to Smartphone & Tablet support & Design Helpster each category > 15 Helpsters	* US expension (possibly Canada, Australia)
	Helpster Campaigns																									Develop atleast 6 Helpster campaigns with acquisition costs <13,5\$	
	PR "buzz approach"																									Get in atleast 4 nationwide newspapers with a Helpster(s) tackling a interest	
	Partnering approach																									Convince Maplin (or comparable size) to list us	
	MILESTONE II																									Recurring customer base > 98.800	

Appendix Company Structure

Organizational Chart (year one)



Management Responsibilities and Key-Hires over Time

Management Growth Plan					
Year one		Responsibility field	Direct Supervisor for:	Supervised by	
Management overall					
1	CEO	Overall strategy, HR UK, Company representation, Investors relations & financing, Legal supervision, Financials, Processes UK	Management	Board of Director	
2	CMO	Marketing strategy, PPC, SEO, Partnerships UK & PR	Marketing executives for social media PPC and SEO, Product Development, Copywriter & Arts Director	CEO	
3	CTO	Technology strategy, System & Network supervision, App & Website development, Plattform development	Network Administrator, System Administrator, Programmer	CEO	
4	Country Lead Philippines (CLP)	Back-office strategy, HR strategy & supervision Philippines, BPO, Partnering Philippines, ITIL processes, Quality Management, Freelancer Franchise concept	Helpsters, Helpster Teamleader	CEO	
5	Product Development	Helpster development, Helpster quality appraisal, Blueprint development, Helpster Marketing Campaigns	Marketing executive Research	CMO	
6	Copywriter & Arts Director	Visual & verbal concept creation, brand identity development, Content, Social Media	Graphic Designer	CMO	
Year 2 -3		Responsibility field	Direct Supervisor for:	Supervised by	
Management overall					
1	CEO	Overall strategy, HR UK, Company representation, Investors relations & financing, Legal supervision, Financials, Processes UK	Management	Board of Director	
2	CMO	Marketing strategy, PPC, SEO	Marketing executives for social media PPC and SEO, Product Development, Copywriter & Arts Director, PR & Partnership	CEO	
3	CTO	Technology strategy, System & Network supervision, Plattform development	Network Administrator, System Administrator, Plattform Programmer	CEO	
4	Country Lead Philippines (CLP)	Back-office strategy, BPO, Partnering Philippines, ITIL processes, Quality Management, Freelancer Franchise concept	HR Philippines	CEO	
5	Product Development	Product Strategy, Helpster development, Helpster quality appraisal, Helpster Marketing Campaigns	Marketing executive Research	CMO	
6	Copywriter & Arts Director	Visual & verbal concept creation, brand identity development, Content, Social Media	Marketing executive Blogging, Graphic Designer	CMO	
7	Partnering	Partnerships UK		CMO	
8	Lead Programmer	App & Website development,	Website & App Programmer	CTO	
9	HR Planer Philippines (HPP)	HR strategy & supervision Philippines	Helpster, Helpster Teamleader	CLP	
10	PR	PR		CMO	

Year 4 - 5		Responsibility field	Direct Supervisor for:	Supervised by
Management overall				
1	CEO	Overall strategy, Company representation, Investors relations	Management	Board of Director
2	CMO	Marketing strategy	All Marketing related	CEO
3	CTO	Technology strategy, Plattform development	All Technology related	CEO
4	COO	HR UK, Legal Supervision, Processes UK, Expansion strategy US	Country Lead Philippines, Business Development	CEO
5	CFO	Financials, Financing	Accountants	CEO
6	Country Lead Philippines (CLP)	Back-office strategy, BPO, Partnering Philippines, ITIL processes, Quality Management, Freelancer Franchise concept	HR Planer Philippines	CEO
7	Product Development (Brand A)	Product A Strategy, Helpster development, Helpster quality appraisal, Helpster Marketing Campaigns	Marketing Executives Research	CMO
8	Product Development (Brand B)	Product B Strategy, Helpster development, Helpster quality appraisal, Helpster Marketing Campaigns	Marketing Executives Research	CMO
9	Product Development (Brand C)	Product C Strategy, Helpster development, Helpster quality appraisal, Helpster Marketing Campaigns	Marketing Executives Research	CMO
10	PR	PR		CMO
11	Lead Programmer	App & Website development,	Website & App Programmer	CTO
12	Lead Network & System Admin	System & Network supervision,	Network Administrator, System Administrator	CTO
13	HR Planer Philippines (HPP)	HR strategy Philippines	Helpdesk Supervisor Franchise & BPO	CLP
14	Business Development US	Marketing (to be defined)	To be defined	COO
15	Business Development US	Marketing (to be defined)	To be defined	COO
16	Business Development US	Marketing (to be defined)	To be defined	COO
17	Business Development US	Organisation (to be defined)	To be defined	COO
18	Business Development US	Organisation (to be defined)	To be defined	COO
19	Partnerships US	Partnerships US	To be defined	COO
20	Partnering UK	Partnerships UK	To be defined	CMO
21	Marketing Social Media	Social Media	Marketing Executives Social Media	CMO
22	Copywriter & Arts Director	Visual & verbal concept creation, brand identity development	Marketing executive Blogging, Graphic Designer	CMO
23	Helpdesk Supervisor BPO	HR supervision Franchise	Helpster & Helpster Teamleader BPO	HPP
24	Helpdesk Supervisor Franchise	HR supervision Franchise	Helpster & Helpster Teamleader Franchise	HPP
25	PPC & SEO	Overall PPC & SEO, Key Words strategy, Content	Marketing executives PPC, Marketing Executives SEO	CMO
Annotation; the word Management refers to "high sallary employees"				

HR Growth Perspectives

<i>Understanding the size</i>						
<i>At the end of year</i>	1	2	3	4	5	
Own HR	13	37	48	97	161	The number of employees on our pay roll keeps fairly low and the size dealable
BPO/ Freelancers	39	164	260	450	810	
Total	52	201	308	547	971	
Technicians in peak shift	14	68	106	259	465	This is a medium sized to large contact center. Large contact centers > 1000 technicians in one shift
Cumulative customers	24.165	103.375	171.237	277.448	498.723	This is less than a quarter of iYogi, which has only 0,3 percent market share in the consumer tech-support industry
Calls per day	504	2.410	3.928	7.212	12.976	

Job Description for Early Stage Key-Hire:

Country Manager Philippines

Main Tasks and Responsibilities

- Represent MyHelpster and its values towards all stakeholders in the Philippines and beyond
 - Provide great leadership towards all employees in the Philippines
 - Report to the CEO
 - Serve as an around-the-clock contact for the HQ in the UK
 - Prepare annual budgets and operate within these budgets
 - Develop viable business partnerships
 - Develop and monitor HR-development plans
 - Develop and monitor HR growth plans
 - Develop HR managing system within legal frameworks
 - Develop recruiting and retention plans
 - Develop contact center infrastructure plan and processes
 - Identify and manage fields of quality improvement
 - Build an effective management team in the Philippines
 - Manage help desk staff including recruiting, training, consultation on performance evaluations, promotions, and disciplinary responsibilities
 - Ensure 24/7 contact center availability in terms of scheduling and technical infrastructure
-

Required skills and competencies

- Great leadership skills
 - Expression of Seniority
 - Expression of authenticity and authority to transmit organizational values
 - Ability to network in high profile business environments
 - Knowledge about legal frameworks in terms of employment in the Philippines
 - Ability to plan, set and follow specific, measurable, accepted, realistic and timed objectives
 - Ability to develop concepts and plans from the scratch and to execute them accordingly
 - Ability to think in lean and low-budget solutions
 - Ability to plan and control high growth projects
 - Good problem analysis and problem solving skills, including the ability to delegate tasks accordingly
 - Willingness and ability to travel regularly to Europe
 - Strong communication and written skills
 - Best possibly startup mentality
 - High customer service orientation
-

Education and experience

- Experience with the Philippines culture on all hierarchical levels of an organization
 - Worked in a leadership function before managing medium to large size teams including management staff
 - Experience with high growth and “from the scratch” projects
 - Experience of contact center/ help desk management/ ITIL
 - Best possibly a proven business network in the Philippines
 - Best possibly experience in some kind of startup working environment
-

3 Year Capitalization Table:

The tables bellow show the change of shares over time, including expected capital raises as well as the particular employee option pool. The valuations are based on median competitor raises in the past.

Year one – change of capital structure and underlying assumptions about financial valuation:

		Pre Seed		Post Seed		
		Number of Shares	% held	Cash invested	Number of Shares	% held
Founders	Björn Wind (CEO)	1.000.000	47,62%		1.000.000	33,44%
	Felix Strässer (CMO)	1.000.000	47,62%		1.000.000	33,44%
	Manal Lamine (CTO)	100.000	4,76%		100.000	3,34%
Equity Emplooyes						
Equity Advisors			0,00%		0	0,00%
Investors	Investor 1(Seed)		0,00%	\$600.000,00	630.000	21,07%
	Investor 2 (Ser. A)		0,00%		0	0,00%
	Investor 3 (Ser. B)		0,00%		0	0,00%
Option Pool Co-Founder	Share Option Pool I		0,00%		120.000	4,01%
Option Pool Employees (EMI)	Share Option Pool II		0,00%		50.000	1,67%
Option Pool Advisors	Share Option Pool III		0,00%		90.000	3,01%
TOTAL		2.100.000	100,00%	\$600.000,00	2.990.000	100,00%

Seed Stage

Pre Money Valuation	\$ 2.000.000,00
Price per share	\$ 0,95
Post Money Valuation	\$ 2.600.000,00
Post Money Valuation (including option pool)	\$ 2.800.000,00

Year two – change of capital structure and underlying assumptions about financial valuation:

		Pre Series A		Post Series A		
		Number of Shares	% held	Cash invested	Number of Shares	% held
Founders	Björn Wind (CEO)	1.000.000	33,44%		1.000.000	25,66%
	Felix Strässer (CMO)	1.000.000	33,44%		1.000.000	25,66%
	Manal Lamine (CTO)	100.000	3,34%		140.000	3,59%
Equity Emplooyes					16.667	0,43%
Equity Advisors					30.000	0,77%
Investors	Investor 1(Seed)	630.000	21,07%		630.000	16,17%
	Investor 2 (Ser. A)	0	0,00%	\$ 1.870.000,00	822.250	21,10%
	Investor 3 (Ser. B)					
Option Pool Co-Founder	Share Option Pool I	120.000	4,01%		80.000	2,05%
Option Pool Employees (EMI)	Share Option Pool II	50.000	1,67%		103.333	2,65%
Option Pool Advisors	Share Option Pool III	90.000	3,01%		75.000	1,92%
TOTAL		2.990.000	100,00%	£1.870.000	3.897.250	100,00%

Series A Stage

Pre Series A Valuation	\$ 6.800.000,00
Price per share	\$ 2,27
Post Money Valuation	\$ 8.670.000,00
Post Money Valuation (including option pool)	\$ 9.022.508,36

Year three – change of capital structure and underlying assumptions about financial valuation:

		Pre Series B		Post Series B		
		Number of Shares	% held	Cash invested	Number of Shares	% held
Founders	Björn Wind (CEO)	1.000.000	25,66%		1.000.000	22,96%
	Felix Strässer (CMO)	1.000.000	25,66%		1.000.000	22,96%
	Manal Lamine (CTO)	140.000	3,59%		180.000	4,13%
Equity Emplooyes		16.667	0,43%		56.667	1,30%
Equity Advisors		30.000	0,77%		65.000	1,49%
Investors	Investor 1(Seed)	630.000	16,17%		630.000	14,46%
	Investor 2 (Ser. A)	822.250	21,10%		822.250	18,88%
	Investor 3 (Ser. B)			\$ 5.000.000,00	458.500	10,53%
Option Pool Co-Founder	Share Option Pool I	80.000	2,05%		40.000	0,92%
Option Pool Employees (EMI)	Share Option Pool II	103.333	2,65%		63.333	1,45%
Option Pool Advisors	Share Option Pool III	75.000	1,92%		40.000	0,92%
TOTAL		3.897.250	100,00%	£5.000.000	4.355.750	100,00%

Series B Stage

Pre Series B Valuation	\$42.500.000,00
Price per share	\$ 10,91
Post Money Valuation	\$47.500.000,00
Post Money Valuation (including option pool)	\$47.500.000,00

3 year vesting table for key-hires and employee option pool. Options will be given out under the Enterprise Management Incentive Scheme. Table bellow is referring to all three capitalization tables above.

Building the Team & Hiring

Years of vesting (proportional) = 3 yrs			3
Term 1	TEAM		Pre Seed
	Manal Lamine	120000,00	5,714%
	Country Manager Philippines	20000,00	0,952%
	Advisory Board	90000,00	4,286%
	Additional	30000,00	1,429%
	SUM	260000,00	12,381%
Term 2			Pre Series A
	HR Lead Philippines	10000,00	0,334%
	Business Development	10000,00	0,334%
	Lead Programmer	20000,00	0,669%
	Additional Advisors	15000,00	0,502%
	Sum	85000,00	2,181%

Vesting Schedue

		1	2	3	4
Term one	To Manal	40000	40000	40000	
	To Advisors	30000	30000	30000	
	To Employees	16666,66667	16666,66667	16666,6667	
Term two	To Advisors		5000,00	5000,00	5000,00
	To Employees		23333,33	23333,33	23333,33
Sum		86666,67	115000,00	115000,00	28333,33

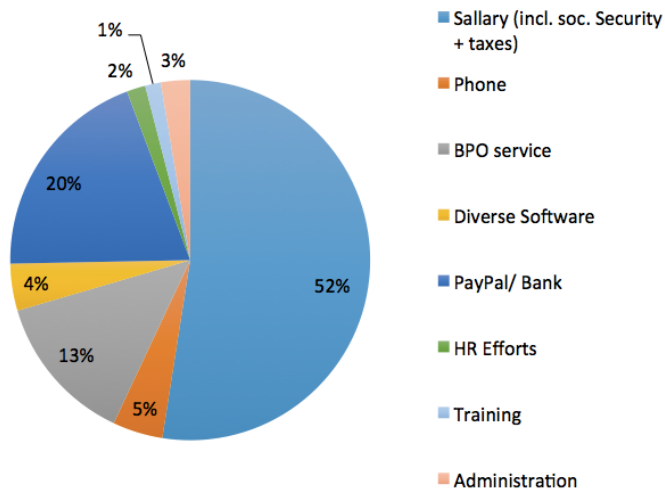
Appendix Financials

Key Assumptions

Assumption	year	1	2 to 3	4 to 5	Appraisal due to research
Average gross price		\$ 9,00	\$ 9,50	\$ 10,00	Very pessimistic (!), values in survey as well as market prices much higher
Customer satisfaction		90%	92%	95%	Industry average
Average phone call duration		20 min	19 min	18 min	Neutral, "Helpsters'" price will be adjustet according to duration.However according to BPO comparables very pessimistic
Average call per customer		7 p.a.	8 p.a.	9 p.a.	Values increasing due to portfolio extension. Values pessimistic considering primary research results
Customer acquisition costs		\$ 16,55	\$ 13,35	\$ 8,64	pessimistic (!), considering results of MVP
Contribution Margin		\$ 4,83	\$ 6,19	\$ 7,21	-
Annual customer loss		12,7%	12,7%	26,8%	To consider retention costs
Share variable/ fixed costs		(28/72)	(40/60)	(44/56)	-

The Impact of one Helpster

The distribution of dirctly Helpster related costs



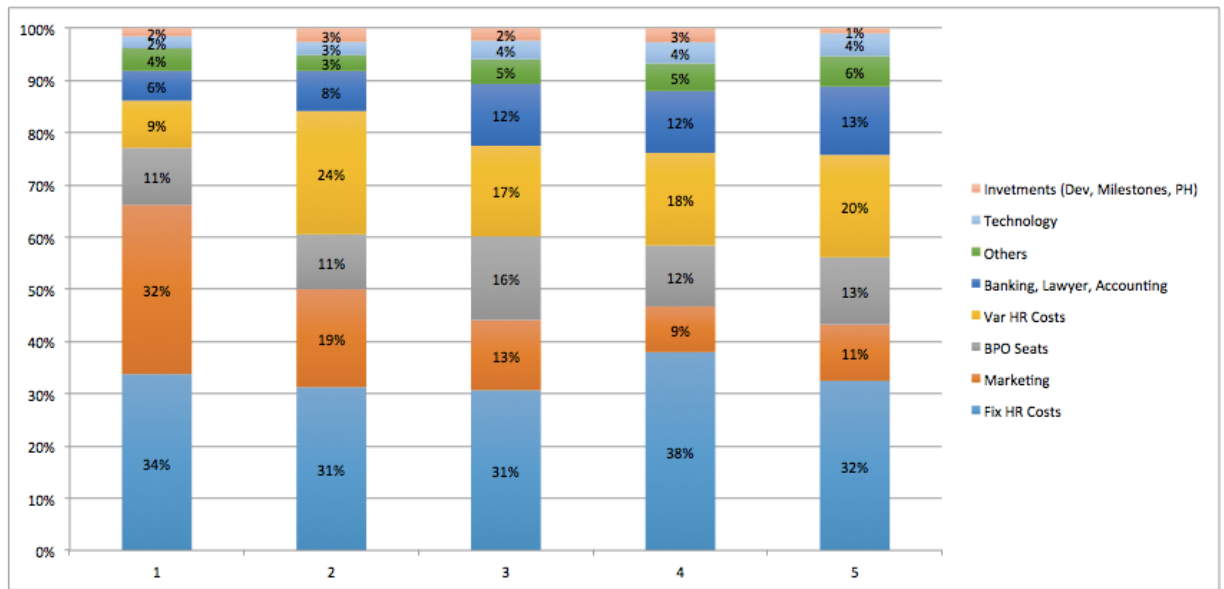
**Annual revenue per Helpster
(annual growth margin per
Helpster):**

58.243\$

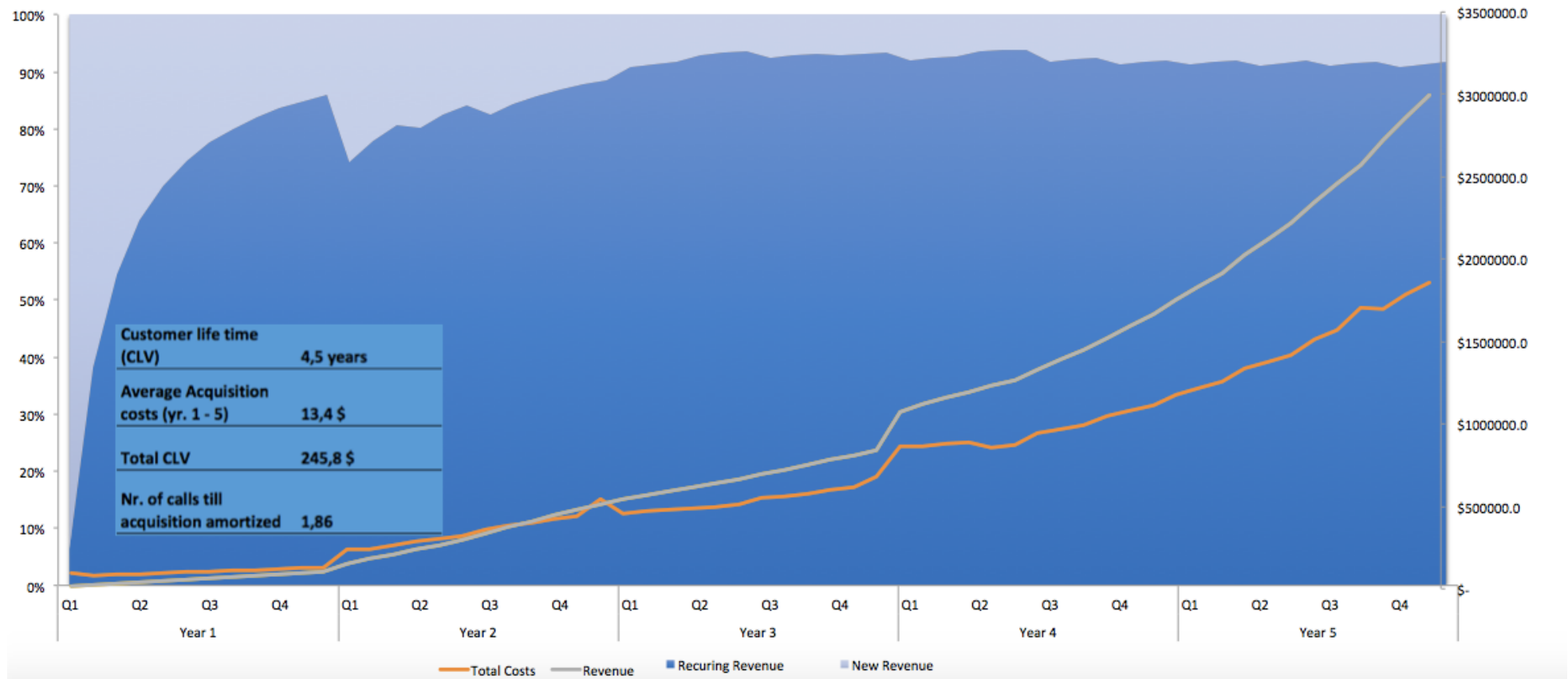
**Annual cost directly
Helpster related:**

17.114\$

Change of Costs over Time



The Impact of Recurring Customers



5 Years Cash Flow Statement

year		1	2	3	4	5
<i>Investments</i>	\$ 600.000,00		\$ 400.000,00			
Operating CF	\$ -15.000,00	\$ -378.506,12	\$ 761.867,69	\$ 3.830.858,31	\$ 8.771.726,98	\$ 17.069.188,27
Financing CF (income loan, loan repayment, taxes)	\$ 600.000,00	\$ -170.437,74	\$ -556.942,89	\$ -2.017.134,17	\$ -3.357.232,90	\$ -5.841.567,30
Investment CF (purchased capital)	\$ -	\$ -13.500,00	\$ -162.447,14	\$ -221.776,35	\$ -394.242,14	\$ -615.810,80
Net Cash Flow	\$ 585.000,00	\$ -562.443,86	\$ 42.477,66	\$ 1.591.947,80	\$ 5.020.251,94	\$ 10.611.810,17
Opening	\$ -	\$ 585.000,00	\$ 22.556,14	\$ 65.033,80	\$ 1.656.981,60	\$ 6.677.233,54
Closing	\$ 585.000,00	\$ 22.556,14	\$ 65.033,80	\$ 1.656.981,60	\$ 6.677.233,54	\$ 17.289.043,71

5 Years Income Statement

YEAR	Year 1	Year 2	Year 3	Year 4	Year 5
Revenue from sales	\$ 852.188,69	\$ 4.784.714,43	\$ 10.085.670,83	\$ 19.748.428,82	\$ 34.362.160,59
Gains IP development	\$ 13.500,00	\$ 162.447,14	\$ 221.776,35	\$ 394.242,14	\$ 615.810,80
Total	\$ 865.688,69	\$ 4.947.161,57	\$ 10.307.447,18	\$ 20.142.670,96	\$ 34.977.971,40
Expenses	\$ 1.259.194,81	\$ 4.185.293,88	\$ 6.476.588,87	\$ 11.370.943,98	\$ 17.908.783,13
Depreciation		\$ 4.500,00	\$ 58.649,05	\$ 132.574,50	\$ 259.488,54
EBIT	\$ -393.506,12	\$ 757.367,69	\$ 3.772.209,26	\$ 8.639.152,49	\$ 16.809.699,72
tax	\$ -170.437,74	\$ -956.942,89	\$ -2.017.134,17	\$ -3.357.232,90	\$ -5.841.567,30
EAT	\$ -563.943,86	\$ -199.575,20	\$ 1.755.075,10	\$ 5.281.919,59	\$ 10.968.132,42

3 Years Balance Sheet

Opening Balance Sheet, beginning year 1				Closing Balance Sheet, end year 1			
Assets current		Liabilities		Assets current		Liabilities	
Cash/ checking account	\$ 585.000,00	Notes/ accounts payable		Cash/ checking account	\$ 22.556,14	Notes/ accounts payable	
Assets non-current		Owners`equity		Assets non-current		Owners`equity	
Intangible Assets		Capital Stock	\$ 585.000,00	Intangible Assets	\$ 13.500,00	Capital Stock	\$ 36.056,14
		Retained Earning				Retained Earning	
Total Balance	\$585.000,00	Total Balance	\$ 585.000,00	Total Balance		Total Balance	\$ 36.056,14
Opening Balance Sheet, beginning year 2				Closing Balance Sheet, end year 2			
Assets current		Liabilities		Assets current		Liabilities	
Cash/ checking account	\$ 422.556,14	Notes/ accounts payable		Cash/ checking account	\$ 65.033,80	Notes/ accounts payable	
Assets non-current		Owners`equity		Assets non-current		Owners`equity	
Intangible Assets	\$ 13.500,00	Capital Stock	\$ 436.056,14	Intangible Assets	\$ 171.447,14	Capital Stock	\$ 236.480,95
		Retained Earning				Retained Earning	
Total Balance	\$436.056,14	Total Balance	\$ 436.056,14	Total Balance		Total Balance	\$ 236.480,95
Opening Balance Sheet, beginning year 3				Closing Balance Sheet, end year 3			
Assets current		Liabilities		Assets current		Liabilities	
Cash/ checking account	\$ 65.033,80	Notes/ accounts payable		Cash/ checking account	\$ 1.656.981,60	Notes/ accounts payable	
Assets non-current		Owners`equity		Assets non-current		Owners`equity	
Intangible Assets	\$ 171.447,14	Capital Stock	\$ 236.480,95	Intangible Assets	\$ 334.574,44	Capital Stock	\$ 236.480,95
		Retained Earning				Retained Earning	\$ 1.755.075,10
Total Balance	\$236.480,95	Total Balance	\$ 236.480,95	Total Balance	\$ 1.991.556,04	Total Balance	\$ 1.991.556,04

Appendix Additional Research

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Survey

The following shows the questionnaire as conducted in December 2013, at a point when MyHelpster was exclusively focused on MS Office Support. The total number of participants was 1712. After the deduction of incomplete or obviously wrong questionnaires, 1265 questionnaires could be used. The survey was distributed through a range of Facebook Groups (e.g. “University of London – Alumni 2008, or “Garage Sales Wisconsin”). The purpose was to cover a broad range of demographics, as no clear target group had been defined at that stage. As a result, 35% male and 65% female participated. The average age of the participant was 35,7 years old. 56% of participants came from the United States, 27% from the United Kingdom, 5% from Canada and 11% from a range of diverse countries, hence listed as *Others*. The survey was conducted with the Qualtrics Survey Software provided by the University of Manchester.

Default Question Block

Questionnaire for a MBA thesis

Survey as a part of a MBA thesis, to the topic: Aspects of efficiency in a digital private life - commercial solutions.

Everyone is welcome to participate in my 5-min questionnaire.

If you complete the survey you have the chance to win one Ipod mini or one of **four Amazon 25 \$ gift cards**.



Browser Meta Info

This question will not be displayed to the recipient.

Browser: **Safari**

Version: **8.0.2**

Operating System: **Macintosh**

Screen Resolution: **1280x800**

Flash Version: **15.0.0**

Java Support: **1**

User Agent: **Mozilla/5.0 (Macintosh; Intel Mac OS X 10_10_1) AppleWebKit/600.2.5 (KHTML, like Gecko) Version/8.0.2**

Safari/600.2.5

Organisation and clarity

Information about participant

What is your gender?

- ☐ Male
- ☐ Female

How old are you?

Where do you currently reside?

Country

Employment Status: Are you currently...?

- ☐ Employed for wages
- ☐ An employer
- ☐ A freelancer
- ☐ Unemployed
- ☐ A homemaker
- ☐ A student
- ☐ Retired

Current job title or position

What is the highest level of education you have completed?

- ☐ Grammar School
- ☐ High school or equivalent
- ☐ Vocational/technical school (2 year)
- ☐ Some college
- ☐ Bachelor's degree
- ☐ Master's degree
- ☐ Doctoral degree
- ☐ Professional degree (MD, JD, etc.)
- ☐ Other:

Experience with Office Suite

Experience with Office Suite?

What office suites do you use?
(multiply answers possible)

- ☐ Microsoft Office
- ☐ Open Office
- ☐ iWork
- ☐ Google Docs.
- ☐ Other:

Do you have acces to professional IT support at your workplace (helpdesk)?

- ☐ Yes
- ☐ No

Please answer **all** following questions and consider **only** situations in which you don't have access to this professional IT support.

How do you rate your expertise in office suite programs on a 1 to 6 scale.

1 (absolute beginner)	2	3	4	5	6 (Microsoft Office expert)
☐	☐	☐	☐	☐	☐

What specific Office & Productivity Applications do you use? (multiply answers possible)

	And how often do you use these programs?					
	Never	Less than Once a Month	Once a Month	2-3 times a Month	At least once a Week	Daily
Word (or any other kind of word processor program)	☐	☐	☐	☐	☐	☐
Excel (or any other kind of spreadsheet program)	☐	☐	☐	☐	☐	☐
Outlook (or any other kind of personal information manager)	☐	☐	☐	☐	☐	☐
PowerPoint (or any other kind of presentation program)	☐	☐	☐	☐	☐	☐
Microsoft OneNote (or any other notebooks)	☐	☐	☐	☐	☐	☐
Other:	☐	☐	☐	☐	☐	☐

Problems in Office Suites

Customer Support in Office Suites

How often do you have office software questions per year? (Word, Excel, Outlook, PowerPoint, etc. combined)

	How often do you have these issues?						How do you solve these problems? (multiply answers possible)				
	Never	1-5 per year	6- 12 per year	1-3 times per month	at least once per week	daily	Microsoft Support/Help	Google an answer	Asks a friend	Trough trying out for myself	How-to / Expert Websites
How-to questions (e.g. "How to convert word into .pdf", "How to use the if function in Excel")	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
Error messages (e.g. "can't open a file", "bookmark not defined", "invalid cell reference")	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
Installation Problems (e.g. configure email in Outlook, new printer)	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
Virus (e.g. malware, virus, spyware - don't know how to remove)	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
Other 	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐

Remote solution

Remote solution

Techies guide you remotely through the process, solve your problem for you or answer any question directly.



Have you ever used a remote IT Support Service?

- ☐ Yes
☐ No

What remote IT service provider have you used?

How satisfied have you been with this IT service?

Very Dissatisfied

☐

Dissatisfied

☐

Neutral

☐

Satisfied

☐

Very Satisfied

☐

Why have you never used a remote IT Support Service? (multiply answers possible)

- ☐ I didn't know that such services exist
- ☐ The prices of the services I found were too high
- ☐ I don't need any IT support subscription (I don't have enough problems, questions, incidents)
- ☐ I don't trust these remote IT support companies (scam)
- ☐ The techies don't speak proper English
- ☐ The services are not fast enough
- ☐ Other

Imagine you could chose the price after a 15 min remote session and one of your PC or Microsoft Office problems has been successfully solved by an expert. How much would you pay:

0 \$ - I would
never use such
a service

☐

1 - 2 \$

☐

3 - 5 \$

☐

6 - 8 \$

☐

9 - 12 \$

☐

13 - 15 \$

☐

16 - 20 \$

☐

more than 20 \$

☐

How likely is it that you would use a remote IT support service for the price you picked?

Very unlikely

☐

Rather unlikely

☐

Unlikely

☐

Likely

☐

Rather likely

☐

Very likely

☐

How often would you probably use this service?

One time only

☐

1-3 per year

☐

4-6 per year

☐

7- 12 per year

☐

1-3 per month

☐

At least once a week

☐

Would you feel comfortable, if a trained IT engineer [from abroad] solves or explains to your problem on the phone and through remote access on your PC?

not comfortable

☐

somewhat comfortable

☐

Indifferent

☐

moderately comfortable

☐

very comfortable

☐

Thank you for completing our questionnaire!

If you want to participate in the raffle please leave your e-mail.