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“The personality behind your  
connectivity built on technologies that  
deliver business continuity”

# ONE-LINE PITCH

LucraCorp Has built a self contained, self sufficient, self supporting, fully redundant voice and data network. Specifically designed for the South African Micro Enterprise Market. Which offers them a tailormade ICT solutions for their size organization by combining all the technologies required to run and support a business in one box and delivering it to the market at a fraction of the cost of the technologies currently available to them.

# PURPOSE

“Our intent is to invent solutions to problems that produces profits”

# PROBLEM

Micro Enterprises or Small office Home office business owners in South Africa, who make up roughly 66% of the formal business market, do not currently have access to tailormade and cost-effective ICT Solutions specifically designed for their organizations.

# SOLUTION

TLXi SoHo was born out of the necessity to solve every single one of the problem areas that local micro enterprises face today. Before she was conceived, extensive research was conducted to identify suitable ICT solutions for businesses with a user base of 1 to 10 users. It became crystal clear that these Micro Enterprises were being overlooked by current service providers and that the required solution did not exist. That is when the decision was made to design a solution specifically tailor-made and customized to the unique needs of local micro enterprises

# PRODUCT

TLXi SoHo is an automated and secure data and voice communication network incorporated into a sleek, sexy and aesthetically pleasing encasement that only weighs roughly 3Kg's and can be carried around and installed anywhere in the small office or home office environment, without the need of any additional network cabling and perfect for the micro enterprise market.



# PRODUCT

She is essentially an ICT and ISP solution in a box that caters to all the technology requirements of a micro enterprise, she is mobile, agile and automated, she is self contained and self sufficient, and possesses all the elements a micro enterprise requires to experience always-on, high quality, voice and data services backed up by a built-in support and maintenance function. TLXi SoHo is the solution micro enterprises did not know they needed and for which they will be exceedingly grateful after she has been introduced to the market.

# WHY NOW ?

The local micro enterprise market is yearning for an ICT and ISP solution tailormade for their size businesses, everyday that this solution is kept out of the market is costing these businesses unnecessary costs and leaving them exposed to inappropriate solutions hacked together and made up of overpriced and over engineered products that don't work in unison and don't cater for the full requirement.

# WHY NOW ?

Imagine if something like this was available before COVID... these business would have been able to pack their completed voice and data networks up and taken home with them.

There is not more time to wait, the opportunity is ever present and the sooner we launch the sooner we usher in the new era of telecommunications for this critical segment of the local enterprise market.

# WHY NOW ?

The business model is also extremely lucrative with:

- Great margins
- Excellent once off and annuity income
- Phenomenal net profits
- Modular in every sense and able to grow organically from within
- The business is future proof and built on technologies that can adapt and change with the ever-growing technology landscape never facing the threat of becoming out of date.

# WHY NOW ?

The Telecoms industry is currently going through another growth phase and TLXi SoHo's projected launch date aligns perfectly with the expected end of the current global chip shortage.

Now is the time to start preparing for the launch of a product that will change the way micro enterprises purchase, use and benefit from voice, data and network connectivity in the future.

# MARKET POTENTIAL

**176K Micro Enterprises**

**Market size R5.6B**

**Prospects 704K Users**

# COMPETITION

There is nothing like TLXi SoHo in the market, the below companies are listed as competitors because they are telecoms companies that are the closest thing to a competitor we have.

# COMPETITION

Competitors	How our solution is better
<i>Daisy Solutions</i>	Voice + Data network + backup power Solution in one Box with automated and self-sufficient support
<i>Yaxxa</i>	Voice + Data network + backup power Solution in one Box with automated and self-sufficient support
<i>Itec</i>	Voice + Data network + backup power Solution in one Box with automated and self-sufficient support
<i>Huge Telecoms</i>	Voice + Data network + backup power Solution in one Box with automated and self-sufficient support

# TRACTION MILESTONE

We have spent the last three years building the fully functional **TLXi SoHo** prototype which includes all the elements and features that will be present in the final product.

Our initial thoughts were to take care of the manufacturing and assemble ourselves but realised that even by building a Minimum Viable Product and trying to launch that into the market first would not be possible with the time, money and other resources currently available to us.

# TRACTION MILESTONE

That is why we decided to get the prototype completely built and to complete a comprehensive Business Plan in order to obtain the required capital to successfully launch TLXi SoHo into the market.

# BUSINESS MODEL

We will sell TLXi SoHo units to the local Micro Enterprise market from our website and from trained Facilitators. These unit sales will be the key driver for the business.

Our customers will have the option to purchase the unit outright or finance it over a 24-month period.

Both purchasing options will have additional services which will be billed on a monthly recurring basis with a 30-day cancellation clause.

# BUSINESS MODEL

As a “Born Digital Business” all our business processes from lead generation to sales fulfillment, from unit delivery and installation to after sales support will be initiated, tracked, recorded, reported and analyzed. This will be made possible by the integration of various technology platforms, as described, in detail, in the full **Business Plan**.

We will know exactly what is going on in every segment of the business in real time and this access to the data will also enable us to better plan and more accurately predict into the future.

# BUSINESS MODEL

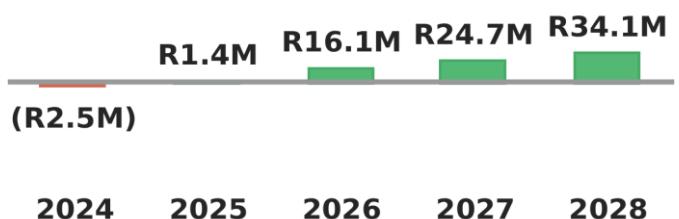
Our main revenue drivers will be:

- TLXi SoHo unit sales
- Hosted PBX Extensions
- Voice Lines
- Data Rebates
- Minutes on Voice Calls
- Technical Support

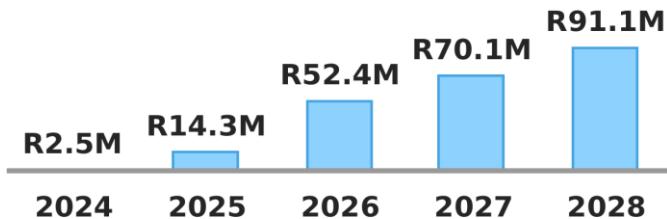
# FINANCIAL PROJECTIONS



## Revenue



## Profit



## Expenses & Costs

# REQUIREMENTS

The total amount of capital investment required to launch the TLXi SoHo business, which will contribute to operating expenses prior to the first sales being realized and to invest in all the other required elements is R7 259 242.

Given the fact that the business, in its current state, does not have a trading history and therefore cannot be valued according to that, the founders are willing to relinquish a 49% stake in the business to potential share holders.

# REQUIREMENTS

The founders are also willing to refrain from taking any dividends from the business until the potential investors have been paid back in full.

The business projects to pay the investors back in two capital payouts of R3 629 622 in the 4th and 5th year of operation, still leaving the business in a very strong position and able to return many more dividends to share holders in the future.

# REQUIREMENTS

**FUNDING NEEDED R7.3M**

- Tooling
- Industrial Design
- Operational Expenses
- Personnel Expenses
- Trademarking
- Servers
- Marketing
- Core Network
- Business premise rental
- Hardware

**Detailed breakdown and costs available in Business Plan**