

PRO ORX

D I G I T A L

shopprime

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 quarterback

Meet The Team



Szabolcs Timku

Business Development Director, COO



Dániel Bartha

Platform Engineer, CTO



Péter Fesler

Head of PMO



György Halász

Senior Digital Art Director



Emese Nagy

Head of Int. Business Development



Kitti Schwarcz

Key Account Manager

Meet The Founder



Domonkos **Pichovszky**

- Proven track record of running successful digital businesses
- Background in marketing strategy and communication
- Set up Createam Advertising in 2002 (currently 5-8% market share of a crowded segment)
- Joined Honeycomb in 2018. The company had 10% market share (currently has 40% and is now fully owned by Domonkos)
- Set up Proworx in December 2018

Solution: **Proworx** Born to be efficient.

shopprime

Shopprime (TM) is the first end-to-end digital platform for **customer touchpoint communication asset management**

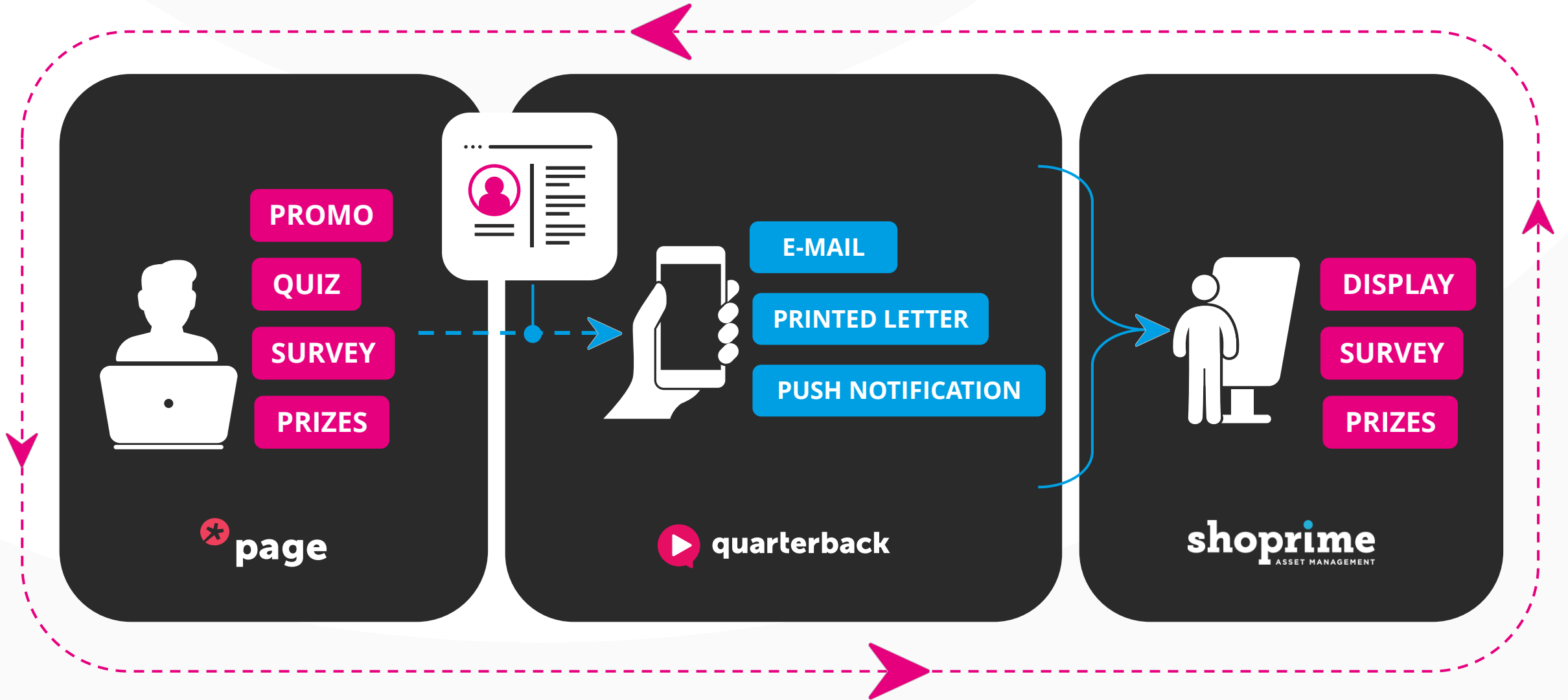
 **page**

Starpage is a lead generation & sales support **microsite builder & automated campaign management engine**

 **quarterback**

Quarterback is a **multi-channel communication management dashboard** handling print, DM, EDM and push notifications

Overview: customer journey by Proworx





CASE STUDY: BRICK&MORTAR RETAIL DIGITALISATION

350%
growth in
total retail
sqm in
Central
Europe in the
past
10 years



600%
growth in
number of
digital
screens in
the past 5
years in EU



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**perfect
tool for
everything**



For any type of communication asset. **Transparent.** Easy to use.





PROJECT STATUS & INVESTMENT NEED

PROWORX TIMELINE



Goals are set



Entering & scaling-up in the **EU markets**
and **expanding to the U.K.**



Market size

- 50-100 potential clients/country
- **EUR 30-50M / market / annum***

* Market estimation based on our own research in V4/DACH countries (2019-20)





Target sectors

Potential customer segments:

- **Retail networks** with sales support campaign needs
- **Real estate management companies and asset management firms** with large retail network (offline and digital toolkit exposure and regular sales support needs)
- **Financial institutions** and insurance companies
- **Energy & oil companies** with regional network
- **Transport**, airports, bus or train stations



Unique Selling Point:



USP

- Ready- made product substituting a combination of 2-3 other products
- **Fully customisable**
- Product can be launched within **30 days.**
- We offer **field work** as an optional part of our service
- **Most cost effective** option on the market



**Stakes
are
high**



Revenue generated

2019:	100K EUR
2020:	350K EUR
2021 FC:	530K EUR

**Followed by the (one-off) setup and data upload
fee we charge recurring licence and support fees**

Sales pipeline is full

Business **pipeline is nearly full**: in May 2021 Proworx already achieved the contractual target set for Q4, and has apx. **EUR 500.000 business in pre-contractual phase**.





Ambitions
are
big



Proworx is still bootstrapped - has achieved all business goals with the founder's investment



We are looking for EUR 3-5 M to cover scale-up cost of sale

Born to be **efficient**

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