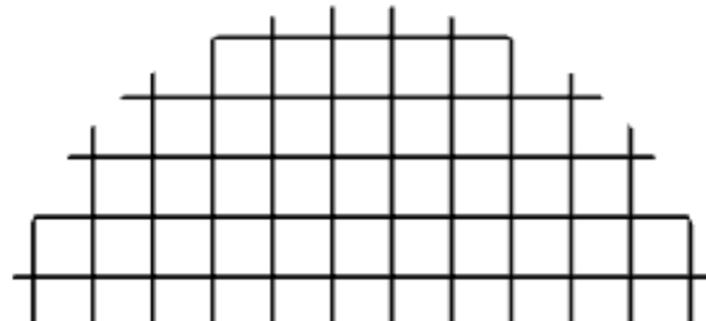


CONVOPLUS

The Digital World is Under Control

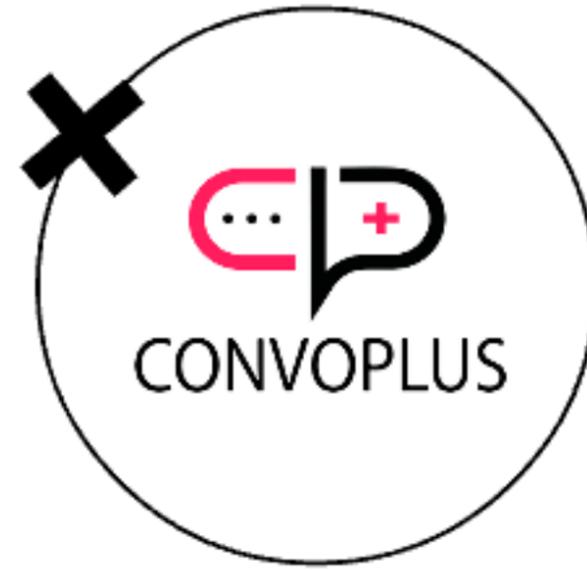
BUSINESS PLAN



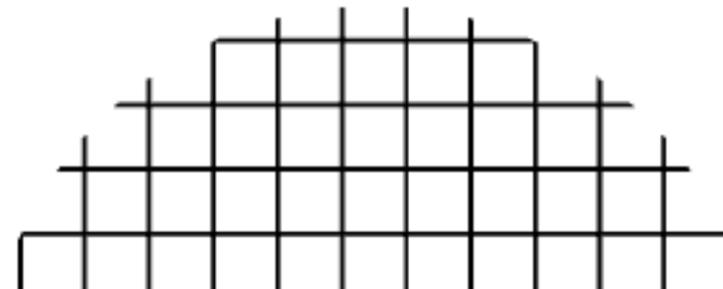
“

ConvoPLUS is a platform where companies get everything they need to build, improve and retain customer relationships in social media.

”

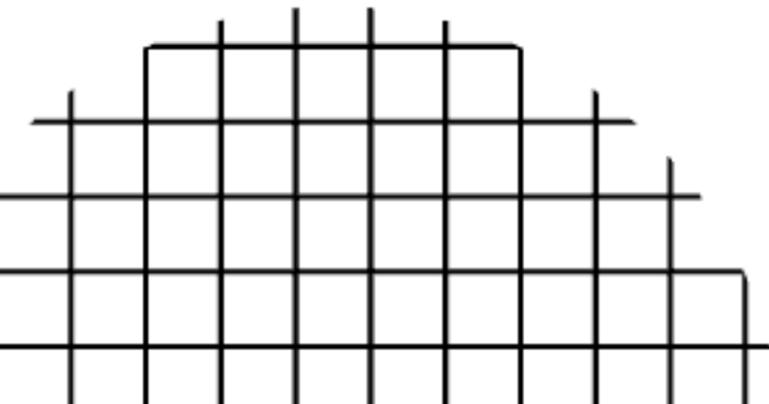


More Than Social CRM



We will cover 4 main objectives:

- Company performance
- Company growth and goals
- Financial Projections
- Marketing & Sales Plan



+ Company Performance +

Problems Worth Solving

- > Single Platform
- > Corporate Memory / CRM
- > Multiple User & Secure Access
- > Quick Reply / Personalization
- > Agent Performance Measurement
- > Gamification
- > Approved Post
- > Scheduled Post
- > Reporting
- > Crisis Management
- > Audience Ad Segmentation(sCRM)

Our Solutions and Services

Solutions:

- > Social Mapping
- > Social Middleware
- > Social Management
- > Social Monitoring and Social Listening
- > Social Measurement

Services:

- > Implementation & Integration
- > Support & Maintenance
- > Training & Consulting
- > Education



+ Company Performance



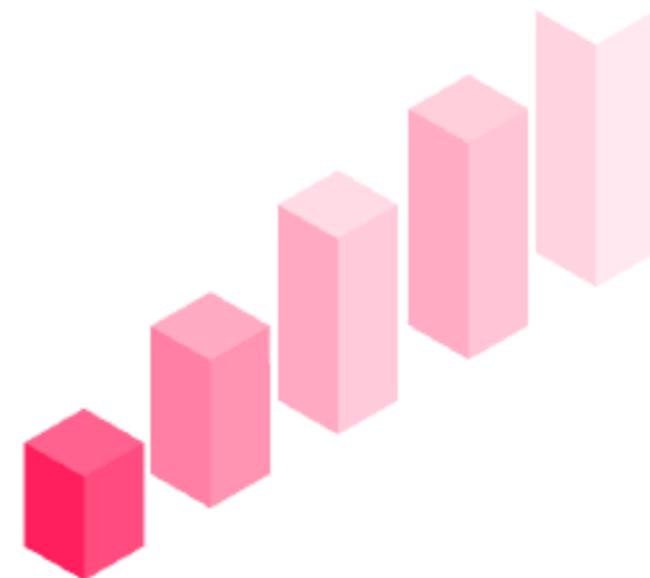
Market Segmentation

- > Energy, Power, and Utilities ✓
- > IT & Telecommunication ✓
- > Manufacturing ✓
- > Retail & E-commerce
- > Municipalities ✓
- > Automotive, Logistics ✓
- > Banking, Financial Services ✓
- > Insurance (BFSI) ✓
- > Educational Sector ✓
- > Government ✓
- > Others

Reference Sectors

> **Active Customer**

Quick Insurance, TOKİ (Housing Development Administration of the Republic of Türkiye), Fatih Municipality, Corpus Insurance, Alternatif SuperApp



+ Company Performance



University and Technopark

Advantages



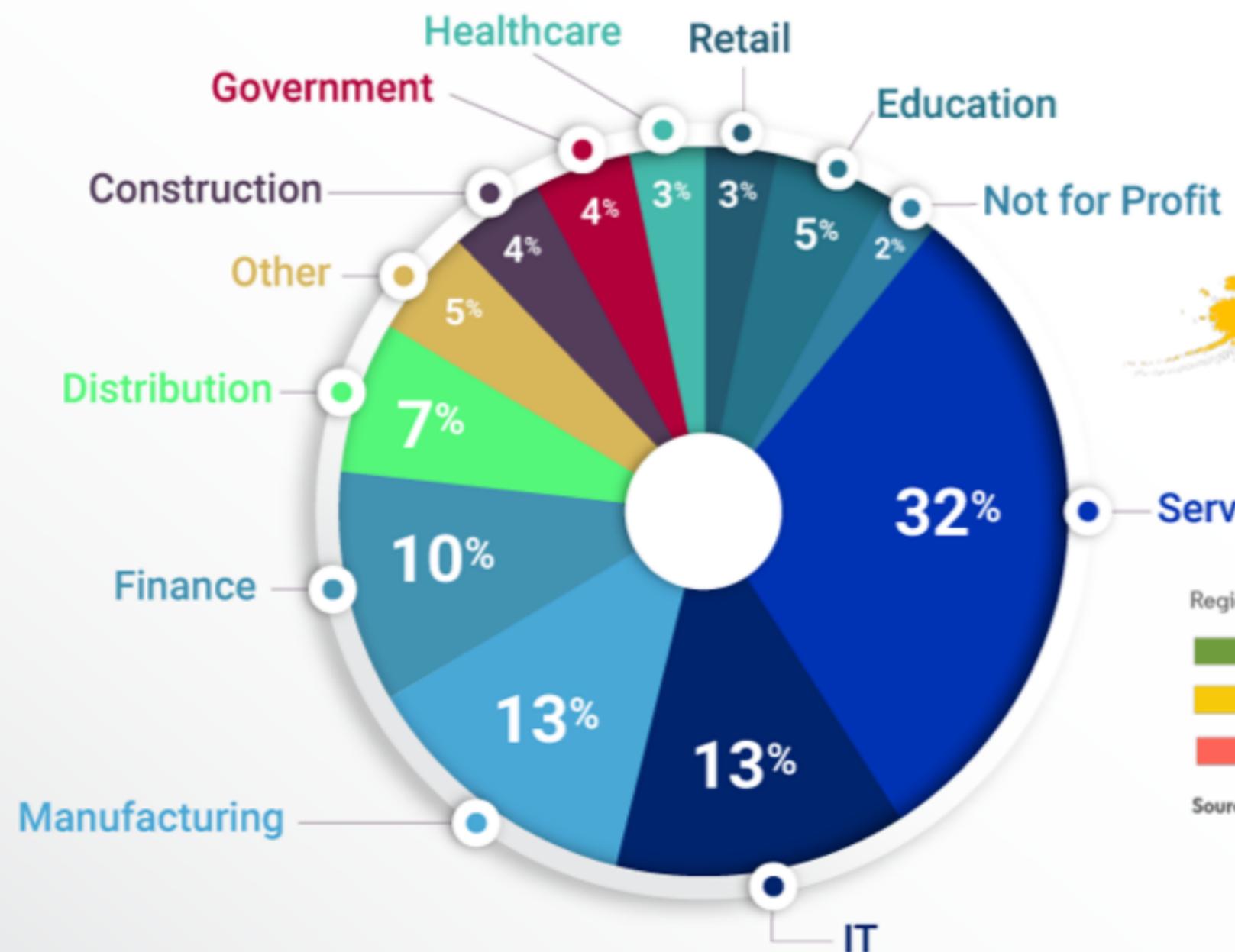
The Advantages of Being in a Technopark

- > Corporate Tax Exemption
- > VAT Exemption
- > Income Tax Exemption for Personnel
- > Support for Basic Sciences Graduates
- > Insurance Employer Premium Support
- > Income Tax Exemption for Support Personnel
- > Customs Duty Exemption
- > Out of Region Work Permit
- > Technological Product Investment Permit Support

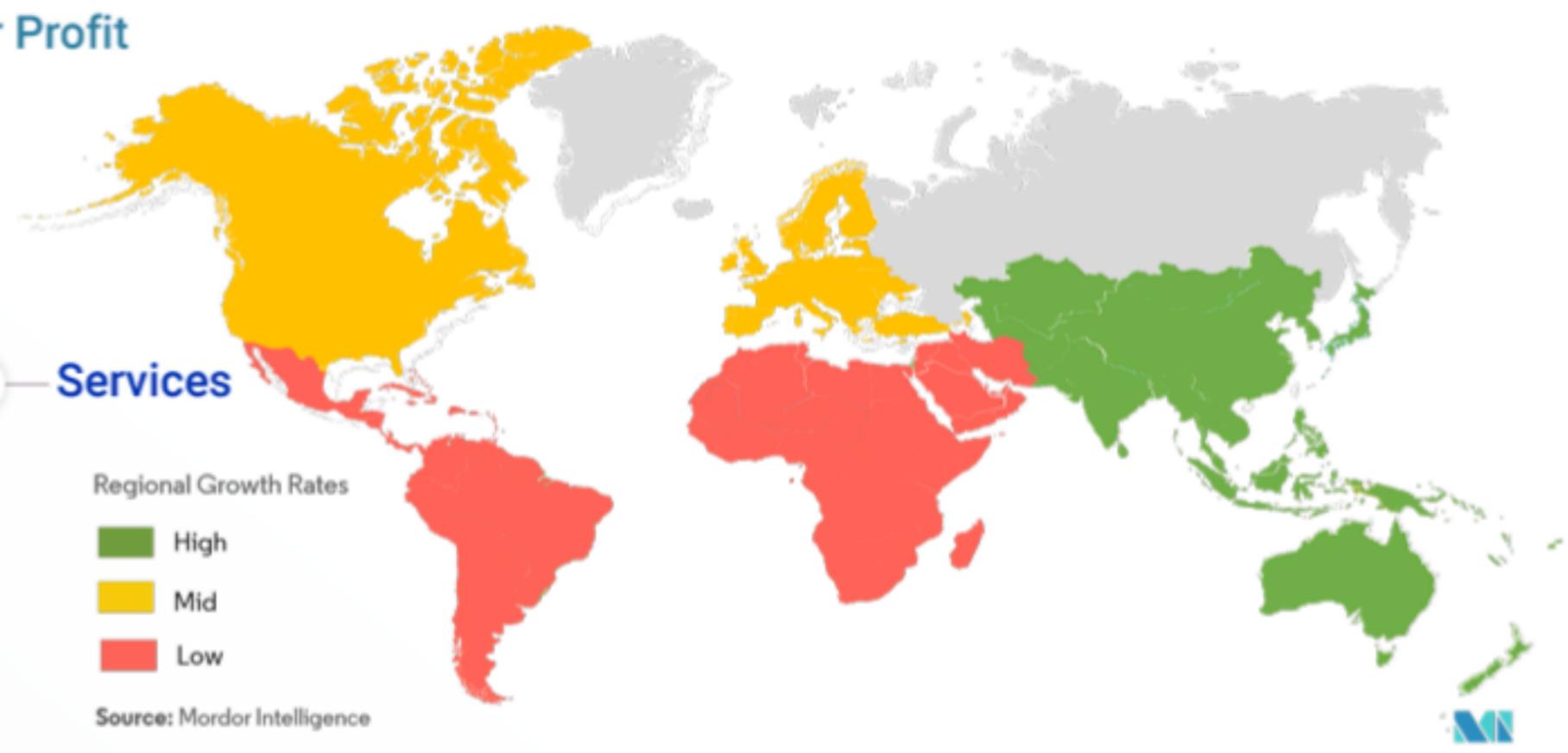


+ Company growth and goals +

CRM Software Used by Industries



Customer Relationship Management Market - Growth Rate by Region (2019 - 2024)



News From the Market

> **Sprinklr**'s valuation in September 2020 was \$2,700M.
> Sprinklr's latest funding round was a IPO for \$266M on June 23, 2021.

> **Conversocial**'s valuation in October 2015 was \$36.18M
> Conversocial hit \$10M Revenue with 200 customers in 2022

> **Falcon.io** has raised a total of \$40.7M in funding over 4 rounds. Their latest funding was raised on Feb 15, 2017 from a Series C round.

> Falcon.io's estimated annual revenue is currently \$108.5M per year.

> **Sprout Social**'s valuation in December 2018 was \$800M.
> Sprout Social has raised a total of \$111.5M

> **Oktopost**'s latest funding round was a Growth Equity for \$20M on July 22, 2021.

> **Lithium** Technologies has raised a total of \$201.7M. In 2022, Lithium Technologies revenue run rate hit \$12.3M in revenue.

> **Hootsuite** revenue is \$150M. Hootsuite was raised \$299.9M.

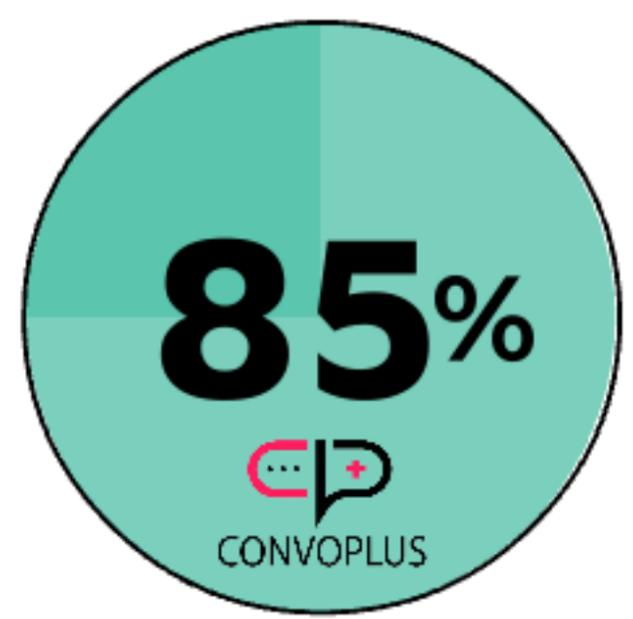
* cbinsights.com

*IPO (Initial Public Offering)

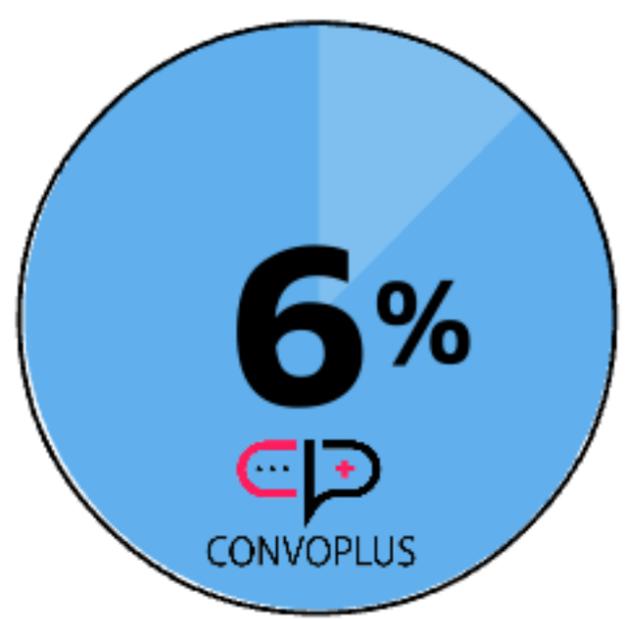


✕ Company growth and goals ✕

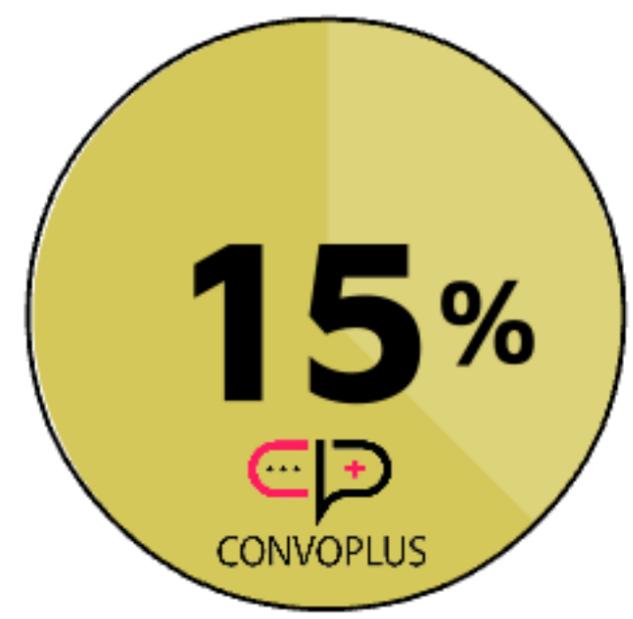
Social CRM market was valued \$17.4 billion in 2021.



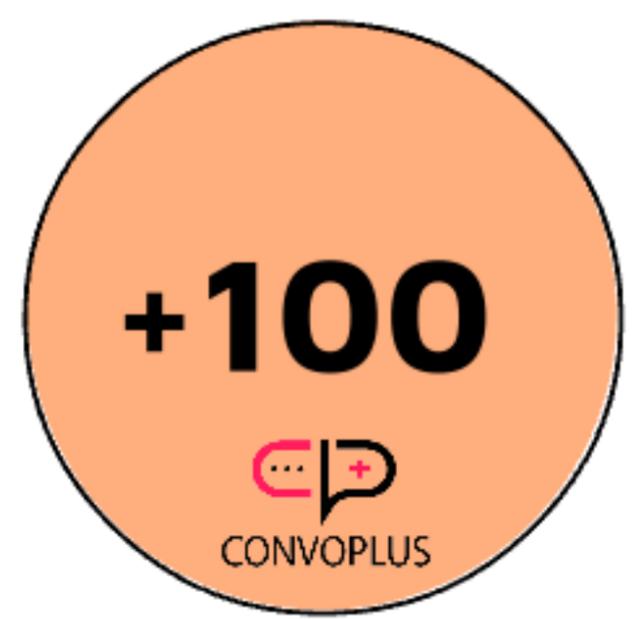
Customer Satisfaction (2026)



Estimated Market Share (2026)



Estimated Market Share (2030)



Estimated Company Growth (2030)

Milestones & Metrics

ConvoPLUS

2022

- Series A Funding
- Production Process
- Marketing Department
- Sales Team
- Affiliate Marketing (Netherlands)

2024

- Social Media Reporting Tool
- IRIS (SM Data Sales Center)
- Series B Funding

2026

- The Nasdaq Stock Market
- * The Nasdaq Stock Market, or simply Nasdaq, is the second-largest stock exchange in the world for investors looking to buy and sell shares of technology stock.

2023

- ConvoPLUS Mobile APP
- Office in Silicon Valley(with YTU)
- Office in Netherlands
- Employee Stock Option
- Marketplace Opening

2025

- Series C Funding
- Metaverse Solution Partner(sCRM)

* Employee stock options are an internal agreement providing the possibility to participate in the share capital of a company, granted by the company to an employee as part of the employee's remuneration package.

Financial Projections

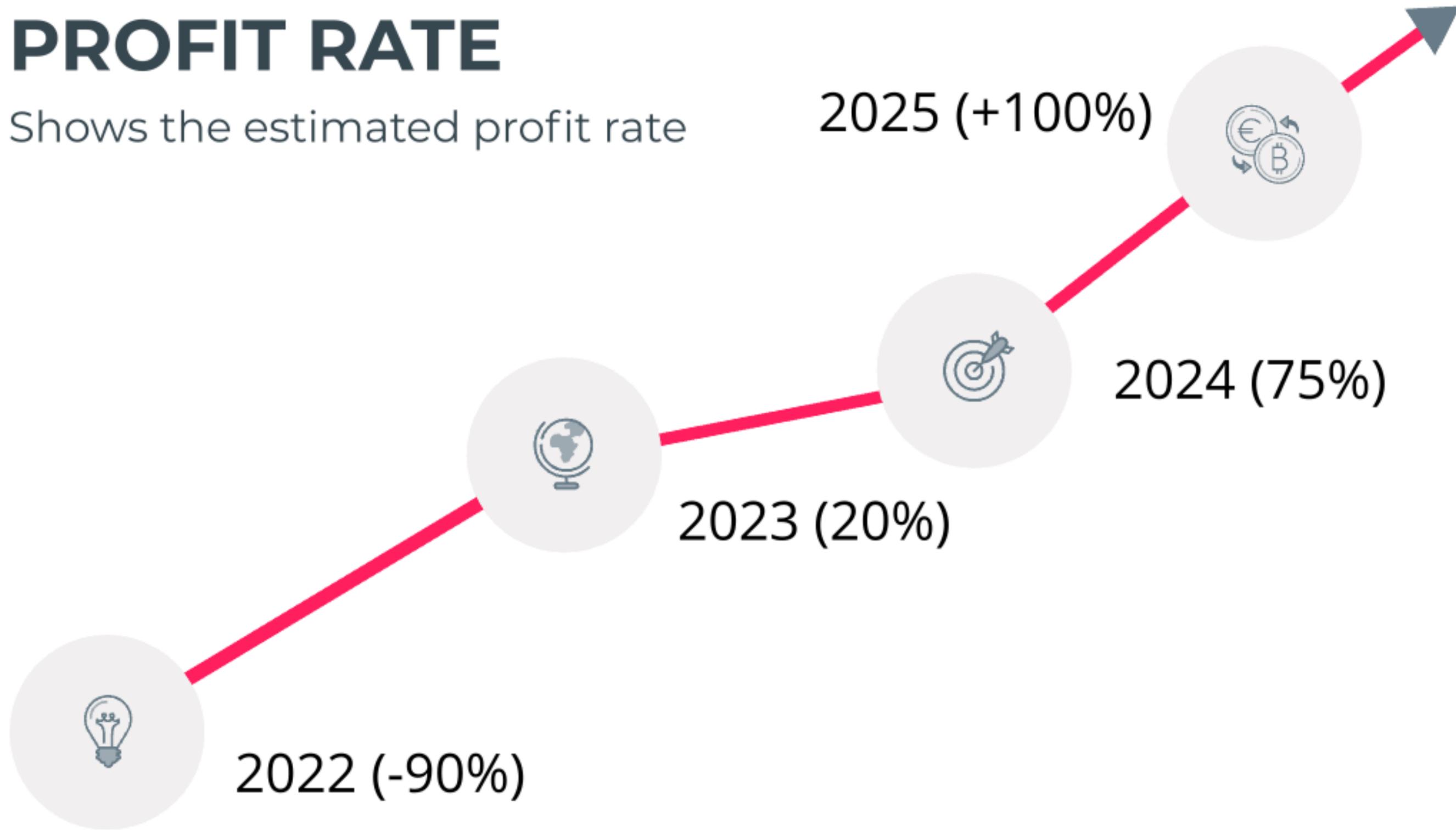


Customers



PROFIT RATE

Shows the estimated profit rate



*Created with MarketResearch data

Marketing & Sales Plan



Business Model

- > SaaS—Software as a Service (Revenue Model)
- > Agent Rental
- > Consultancy
- > Education(Social CRM and Social Media)
- > Crisis Management
- > Marketplace Sales
- > Extra Reporting



Marketing & Sales Plan



Overview

- + Sales Team
- + Marketing Team

Strategies:

- Product
- Price
- Place
- Marketing
- Promotion
- Social Media



Marketing & Sales Plan



Product Plan (Social CRM Architecture)

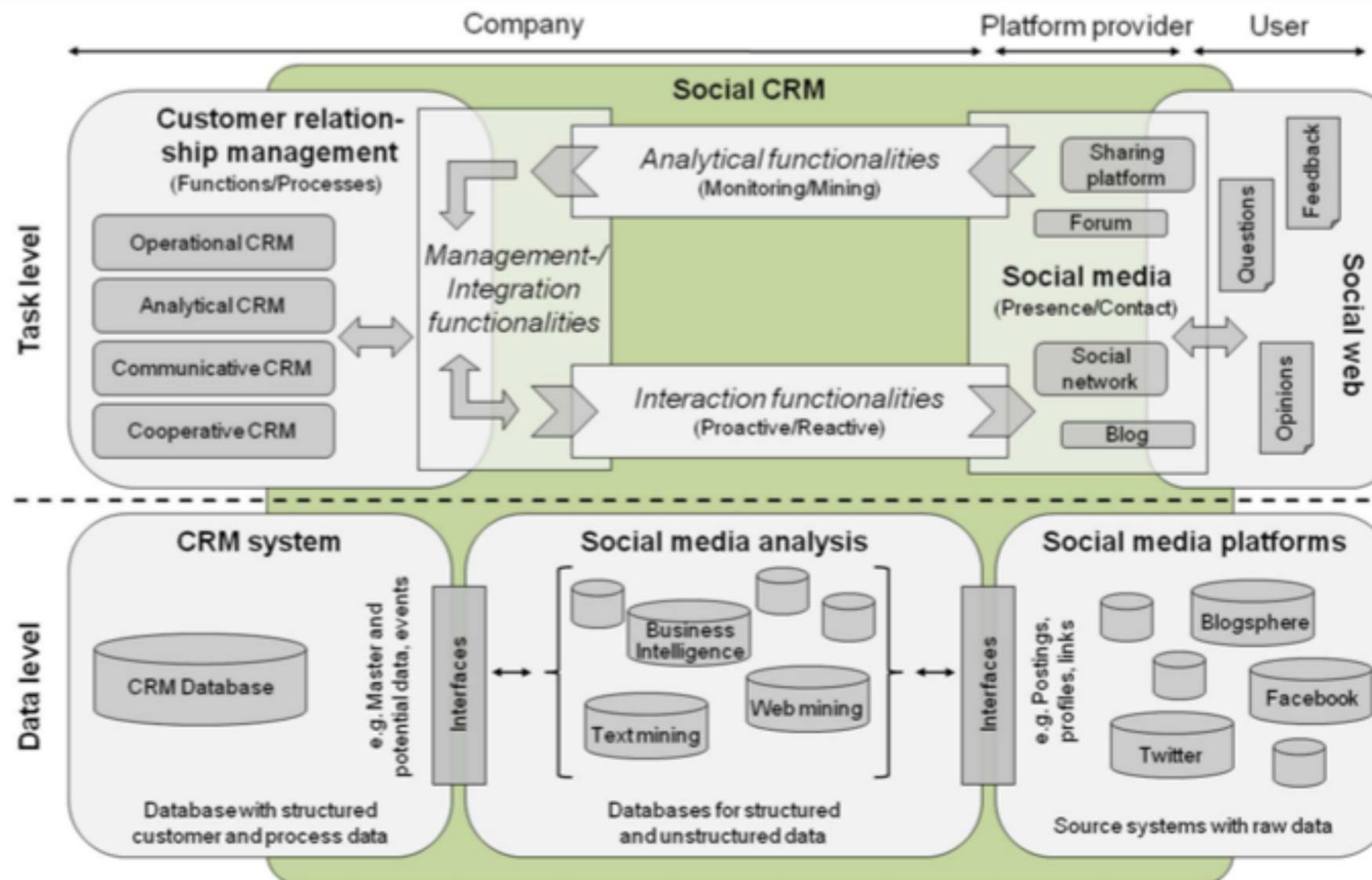
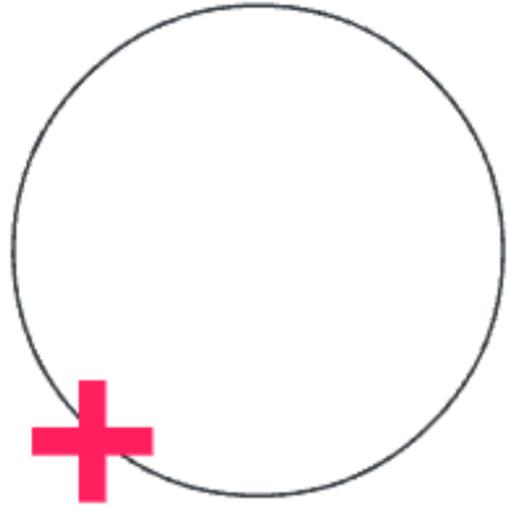


Figure 1: Components of an integrated Social CRM architecture





CONVOPLUS

The Digital World is Under Control

BUSINESS PLAN

