

HUBSTARTER PITCH DECK

VERSION 1.0

Amanda Cassar
November 2022

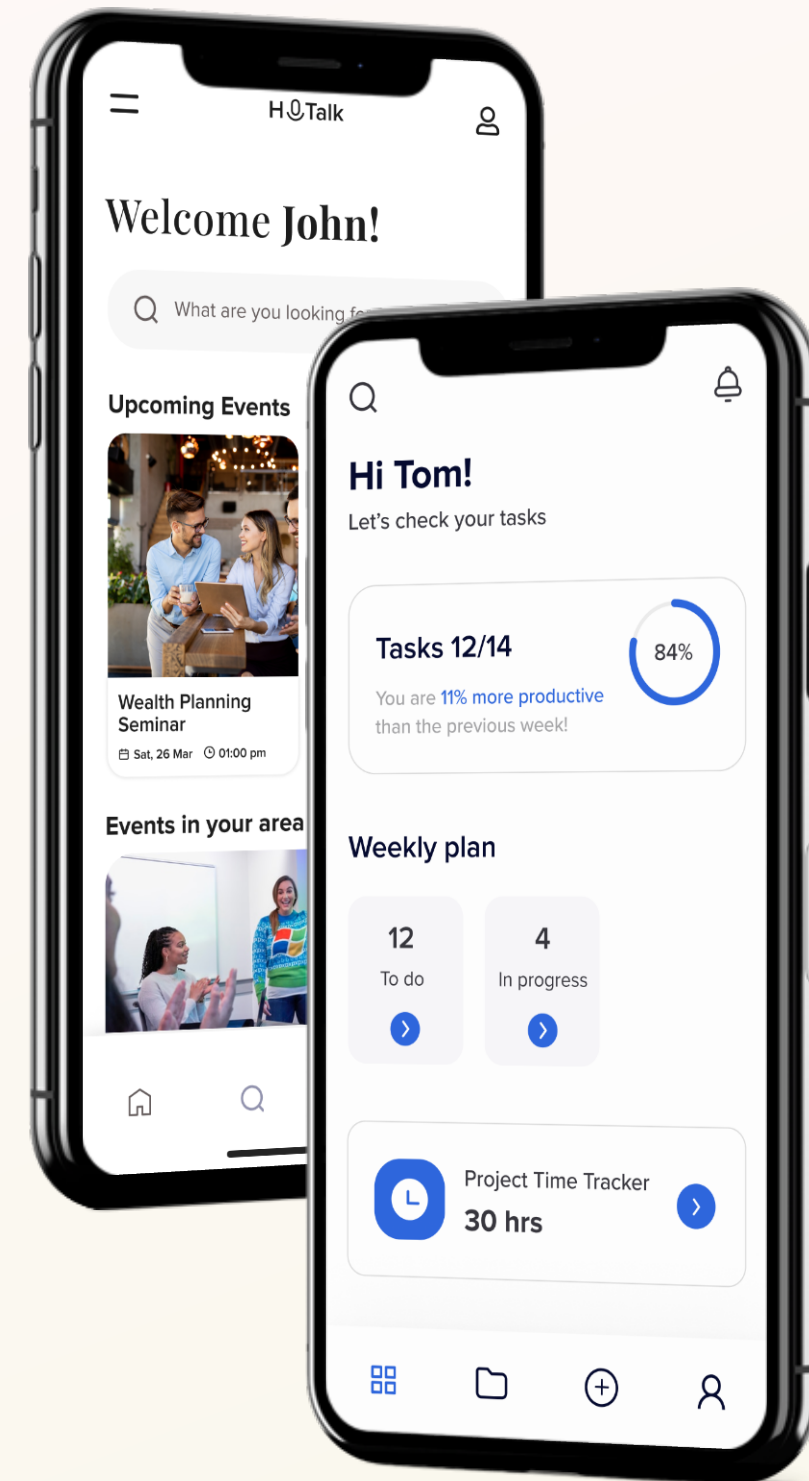




Table of Contents

- 01** Executive Summary
Hubstarter is a tech start up company
- 02** Company Purpose
Providing value to membership based organisations
- 03** Product Overview
Bringing together all resources in one place
- 05** Our Team
Our Founder and development team
- 06** The Problem
Difficuly retaining members
- 07** Project Scope
Reducing operating expenses and providing solutions
- 09** Mobile Applications
Creating marketing channels for all industries
- 10** Value Creation
Adding an instant revenue stream for organisations
- 11** Module Map
Module & Templates
- 12** Business Model
Key partners, activities, resources and revenue stream
- 13** Market Research
Value of the mobile app market
- 14** Competitor Analysis
Largest competitors in our field.
- 18** Hubstarter Pricing Plan
Suggested pricing plan
- 19** SWOT Analysis
Strengths, Weaknesses, Opportunities, Threats
- 20** Hubstarter Roadmap
Organization Registration, Design & Development
- 21** Milestones
Targets we can accomplish together
- 22** Investment Estimate
Start up costs and predicted ongoing costs
- 23** Recruitment Plan
Requirement for developers to build applications
- 24** Organization Structure
Our HubStarter staff
- 25** Thank you

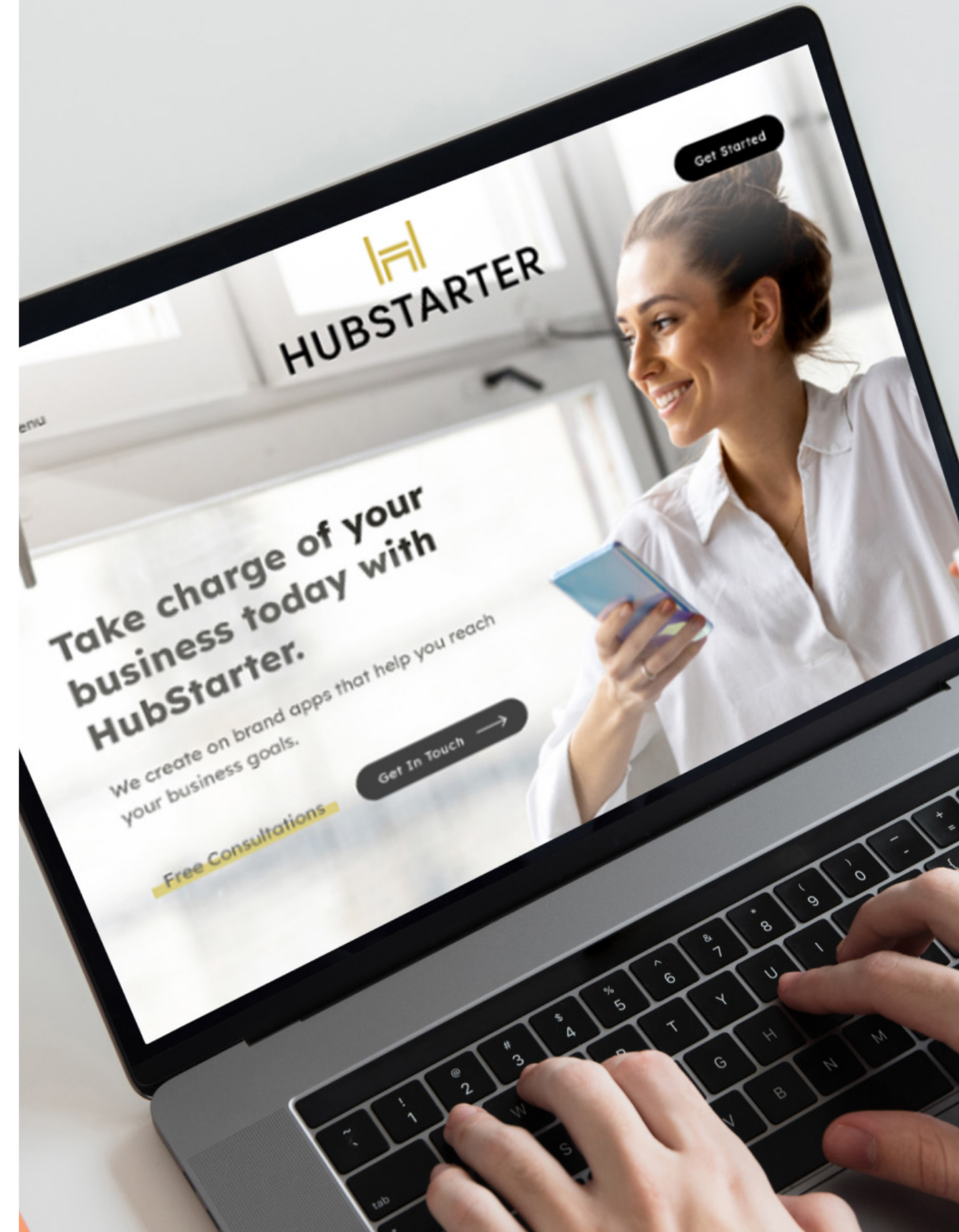


COMPANY PURPOSE

Hubstarter provides a digital solution to businesses by creating custom branded apps at an affordable monthly subscription fee.

HubStarter's tailored apps increase client engagement and offer an additional income stream. We provide the innovation that gives you the ability to become completely member centric.

Hubstarter provides a fantastic opportunity for your business to consistently engage with your customers while keeping them up to date with your insights, ideas, products and services.



THE PROBLEMS

HIGH COSTS

A business will always look at ways to cut costs and still deliver quality services. Connecting and retaining clients is expensive. Marketing services can be costly and unaffordable for many businesses.

MOBILE APPLICATIONS

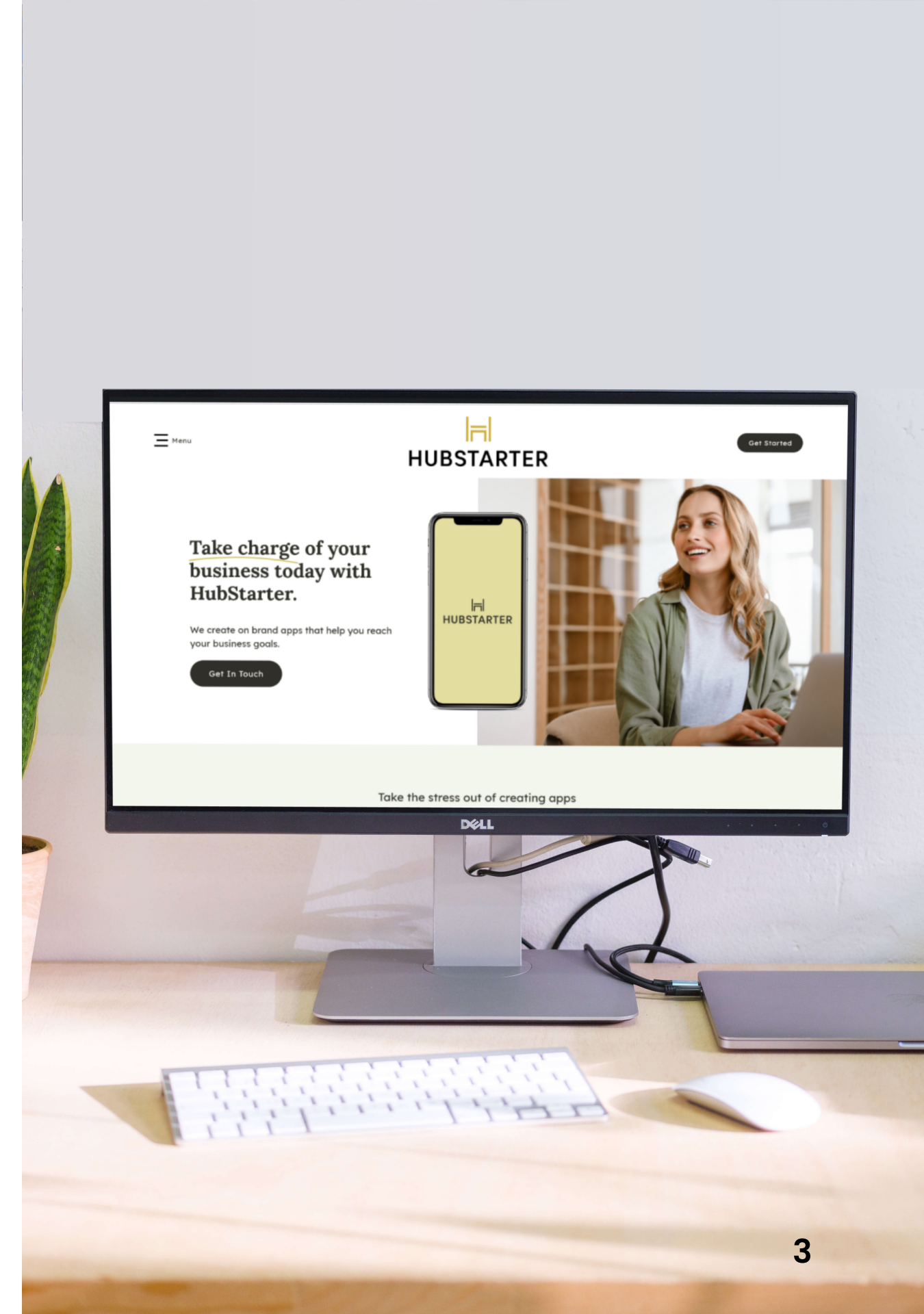
Many businesses and membership organisations often cannot afford to start from scratch and invest thousands in a tailored app. Upfront costs are prohibitive.

TECHNOLOGY

Embracing technology and digital strategies can be time consuming and unattainable. Hiring an expert to manage tech or digital marketing solutions is beyond the reach for many businesses.

CLIENT ENGAGEMENT

You may be challenged by not being able to offer services and products via a nimble app solution. Hubstarter bring together all your know-how and resources into one convenient place.



THE SOLUTION

HubStarter does the hard work for you.

We are a convenient solution that consolidates your offerings and screams your brand providing you the opportunity for new income streams.

HubStarter provides the solution. By enabling a business to adopt digital solutions such as ecommerce, member forums, chats, events and membership platforms at a lower cost. We offer tailored subscription services rather than a large upfront investment.

HubStarter will be located initially in Australia and target local customers in the first phase, then opening up to New Zealand, the United Kingdom, Asia and Northern America.

ECONOMIC

- Lower ongoing expenses
- Affordability
- Additional income streams

APPLICATIONS

- Branded solutions
- Various app modules tailored to your business

ADVANTAGES

- Easy engagement
- Easy offerings
- Easy outsourcing

WHY NOW

The digital advertising market achieved very strong growth in 2021, supported by delayed marketing spends, traditional seasonal uplift, the rollout of COVID-19 vaccines and the recovery of the economy.



DIGITAL ADS

\$7.45 B

Total spend on digital ads in 2021



SOCIAL MEDIA ADS

\$1.93 B

Total spend on social media ads in 2021



DIGITAL VIDEO ADS

\$712.5 B

Total spend on digital video ads in 2021



SEARCH ADS

\$3.12 B

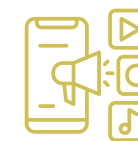
Total spend on search ads in 2021



DIGITAL BANNER ADS

\$1.04 B

Total spend on digital banner ads in 2021



DIGITAL CLASSIFIED ADS

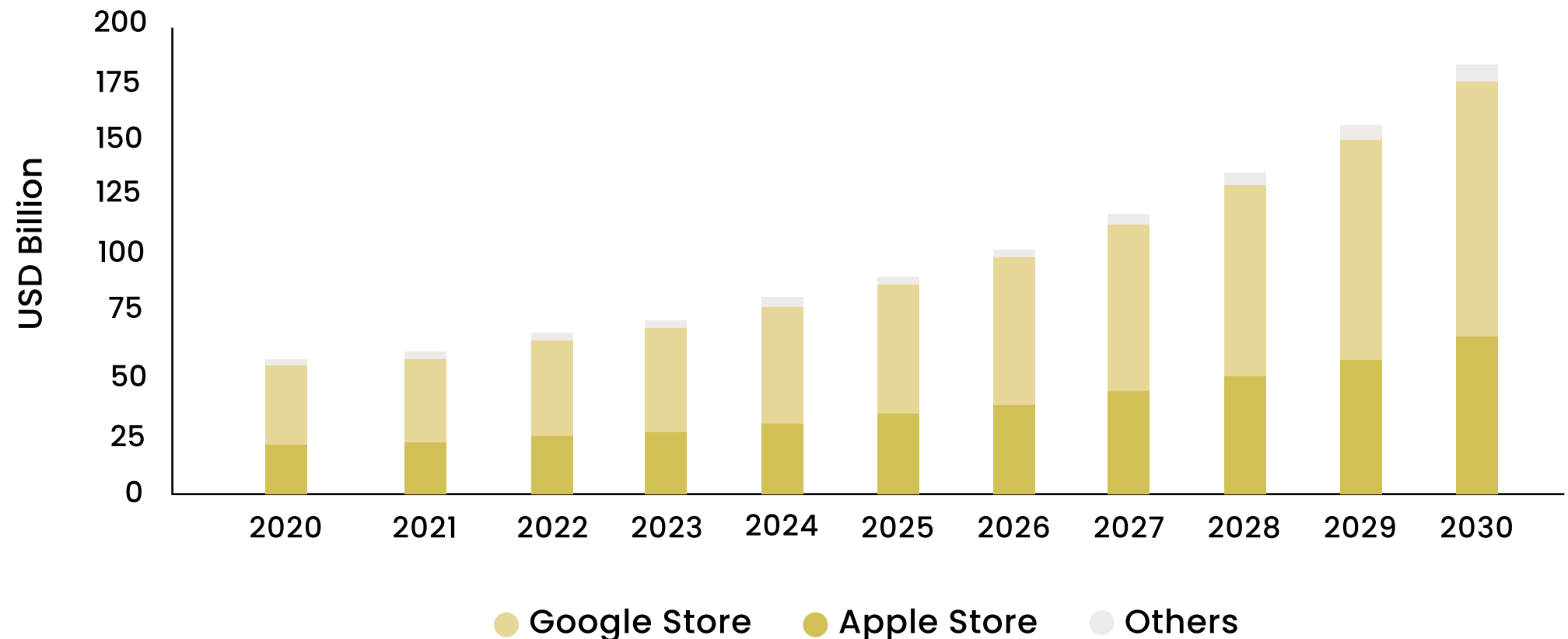
\$644.9 B

Total spend on digital classified ads in 2021

MARKET SIZE

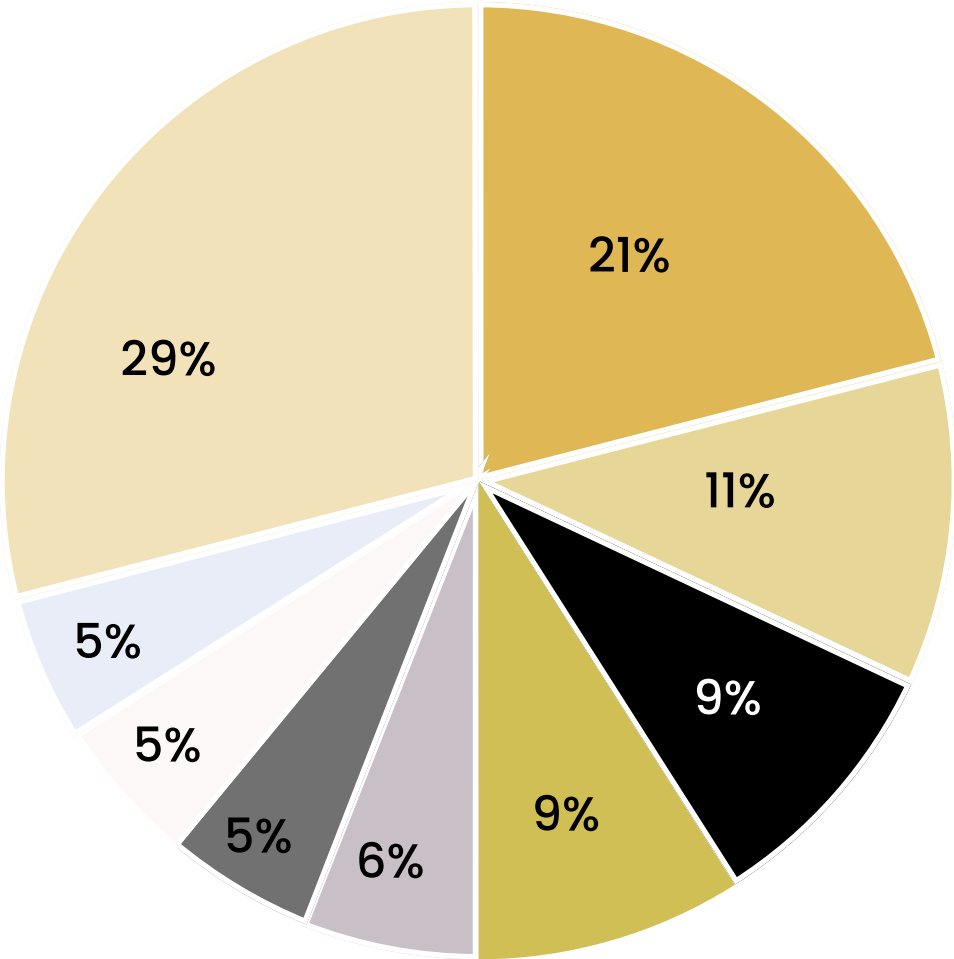
The global mobile application market size amounted to USD 187.58 billion in 2021 and is projected to grow at a compound annual growth rate (CAGR) of 13.4% from 2022 to 2030. Applications for gaming, mobile health and fitness, music and entertainment, social networking, retail and e-commerce, and other purposes are all included in the study's scope. The ubiquity of smartphones, rising internet usage, and the use of technologies like artificial intelligence and machine learning in mobile applications all point to future growth in demand for mobile applications (apps). Additionally, the aforesaid applications are typically downloaded from application distribution websites like the Google Play Store and the App Store for iOS.

13.4% N. America Market CAGR,
2022 - 2030



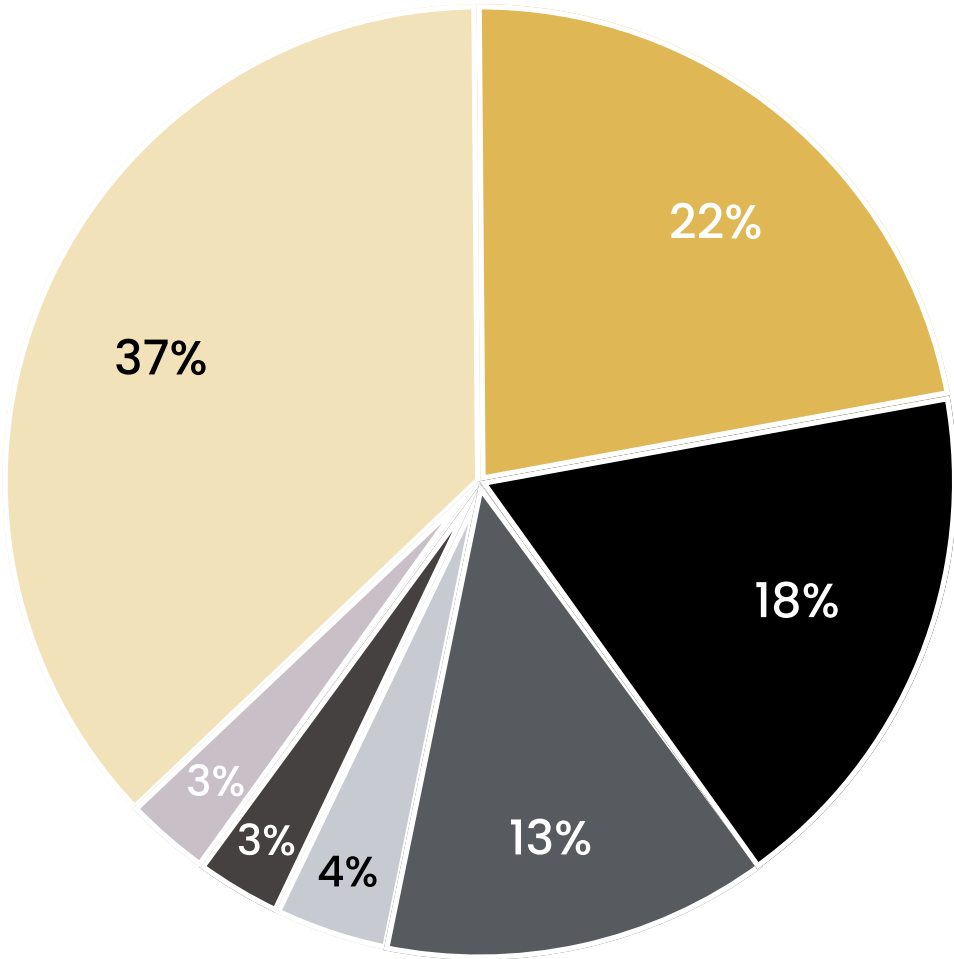
MARKET RESEARCH

Global Mobile Application Market Share 2021



- Gaming
- Business
- Education
- Productivity
- Lifestyle
- Shopping
- Entertainment
- Social Networking
- Others

B2C eCommerce Platform Market Share 2021



- Woocommerce
- Shopify
- Magento
- Prestashop
- Big Commerce
- Opencart
- Others



COMPETITOR ANALYSIS

	Gatsby	Hugo	Jekyll	WordPress
Modules	CMS, CSS & UI, E-commerce, Payment & Auth, Search, Media & Analytics.	Blog, ecommerce	Websites with blogs	Blog publishing, mailing lists and forums, media galleries, membership sites, learning management systems (LMS) and online stores.
User base	1% of the top 10,000 websites.	Blog, ecommerce		42.8% of the top 10 million websites (Oct 2021)
Year of start	2015	2013	2008	2003
Type	Open source architecture with marketplace for plugins. Also provides paid cloud hosting services.	General purpose website framework.	Open source architecture.	Open source architecture with marketplace for plugins.
Funding	\$3 million AUD seed funding. \$15 million Aud series A funding.	Seed fund of \$6.1 million.		Adopted by GitHub and acquired by Microsoft.
Advantages	<ul style="list-style-type: none"> • Includes an extensive range of plugins. • Progressive web application. • Requires GraphQL. • Supports WordPress and Drupal as a CMS. 	<ul style="list-style-type: none"> • High speed processing. • Configuration not required. 	<ul style="list-style-type: none"> • SEO friendly. • Integrates with third party plugins. • Liquid not required. 	<ul style="list-style-type: none"> • Open source. • Plugin architecture. • Templated system.



OUR PRODUCT

The scope of the start-up is to develop a cloud-based application development platform and provide Software as a Services SaaS, Platform as a Services PaaS and Infrastructure as a Services IaaS. This will offer users the ability to develop their website, ecommerce stores, blog post, CRM and training platform with less coding or no coding skill requirement.

BUILD APPLICATIONS

- The user has the ability to register their APP name.
- View and select from a range of pricing plans.
- Ability to select modules to build their application.
- Access support via the HubStarter platform.
- Ease of use by searching templates and industries.



PRODUCT OVERVIEW

We can arrange to bring all of your content together in one convenient app, that screams your brand and has the opportunity to provide new income streams to your group.



Forums



Memberships



Networking



Sponsored Ads



Ecommerce opportunities



Highlight/Spotlighted members etc.



Socials – Videos, Twitter feed, YouTube, Vimeo, Facebook Groups etc.

VALUE CREATION

Hubstarter can add an instant revenue stream to any business without the heavy lifting.

We can offer increased revenue with the Hubstarter platform.

DATA VALUE CHAIN

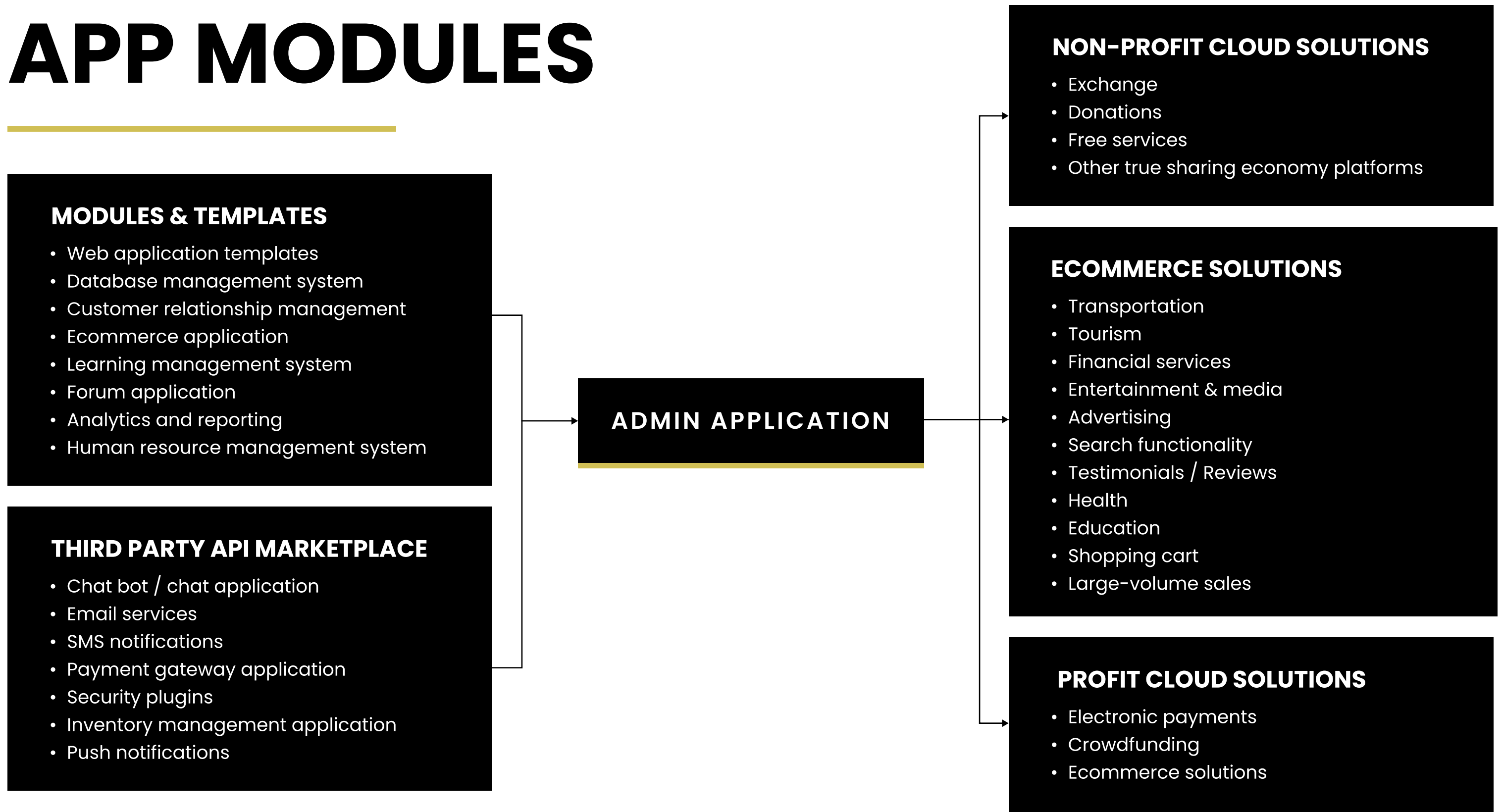
- Transform data into digital
- Creating business models
- Analyse / business Inputs
- Financial model



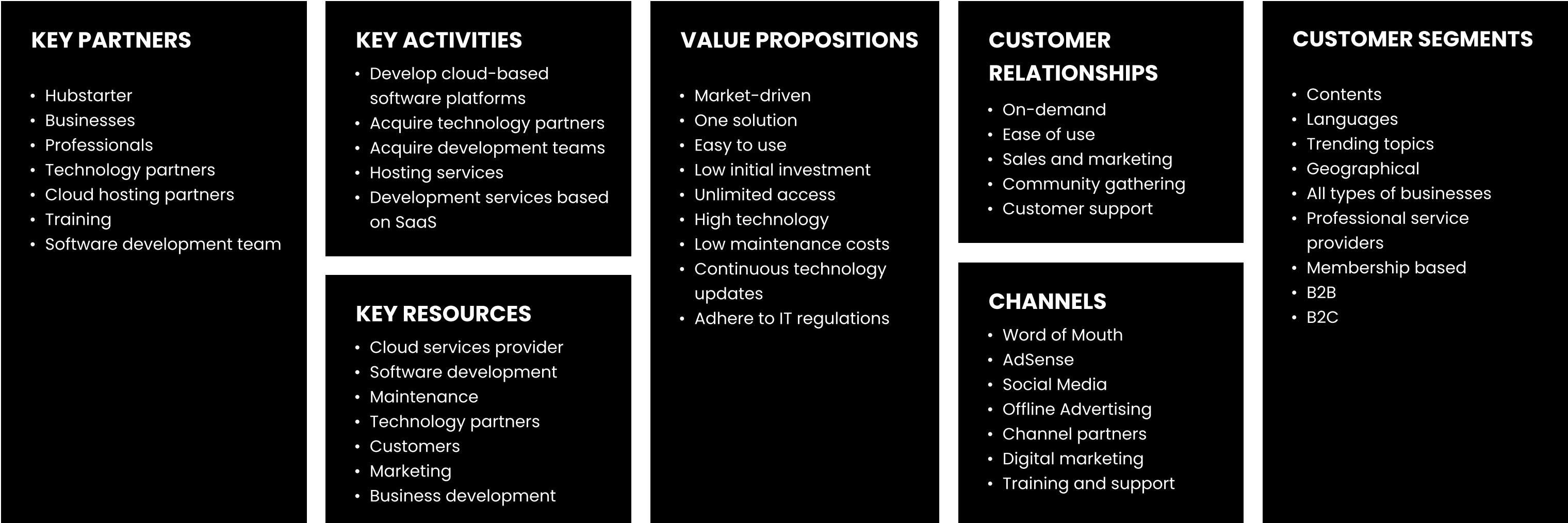
DATA MONETISATION

- Identify the data applications available
- Offering premium products to members
- Multiple Industry platforms
- Product improvement & development

APP MODULES



BUSINESS MODEL



COST STRUCTURE

- Software product development
- Sales and marketing
- Operations

REVENUE STREAMS

- Build infrastructure, configuration and development charges
- Application hosting
- Maintenance
- Value creation through analytics and advertisement



MOBILE APPLICATIONS

1 Direct communication and engagement with clients and customers.

2 Improve customer engagement.

3 Increase brand awareness.



4 Create a useful marketing channel.

5 Create an effective loyalty program.

6 Get ahead of your competition.



SWOT ANALYSIS

STRENGTHS

- Easy to implement end to end solution
- Third party application library
- Easy third party application integration
- Template database
- Low cost ongoing as a Subscription service
- No large upfront Investment

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WEAKNESSES

- End user awareness
- Huge capital and development time
- Significant development time

OPPORTUNITIES

- New target market
- Public awareness
- Technology integration with other platforms such as WordPress
- Provide app solution integration for existing platforms

THREATS

- Competition from other platforms
- Copycat Apps with large funding



HUBSTARTER ROADMAP

ORGANISATION REGISTRATION

- Company registration
- Acquire seed fund
- Concept design of Hubstarter

DESIGN & DEVELOPMENT

- BRD (Business Requirement Document)
- Develop CMS, DMS & CRM
- Cloud vendor finalisation and contract signing
- Application development
- API market place
- Technology partner acquisitions

COMMERCIALISATION

- MVP test release
- User acceptance testing
- Commercialisation
- Digital marketing

SALES & MARKETING

- Launch phase in Australia
- Application development
- Sales & marketing

BUSINESS EXPANSION

- Application development
- Sales & marketing
- Technology partner acquisition
- Expand business
- International marketplace growth



Our Team



Amanda Cassar

Founder & Owner

Amanda is the Director of Wealth Planning Partners. She holds a Master of Financial Planning and is an AFP® member of the Financial Planning Association, participating in their 'Ask an Expert' program. She was the Gold Coast Chapter Chair of the Association of Financial Advisers for 10 years and is an SMSF Specialis Advisor™ (SSA) member of the SMSF Association of Australia. Amanda is also a part of the international Premier Association of Financial Professionals®, the Million Dollar Round Table®.

Amanda believes in lifelong learning and invests in her own growth and development with the Strategic Coach® program for entrepreneurs.

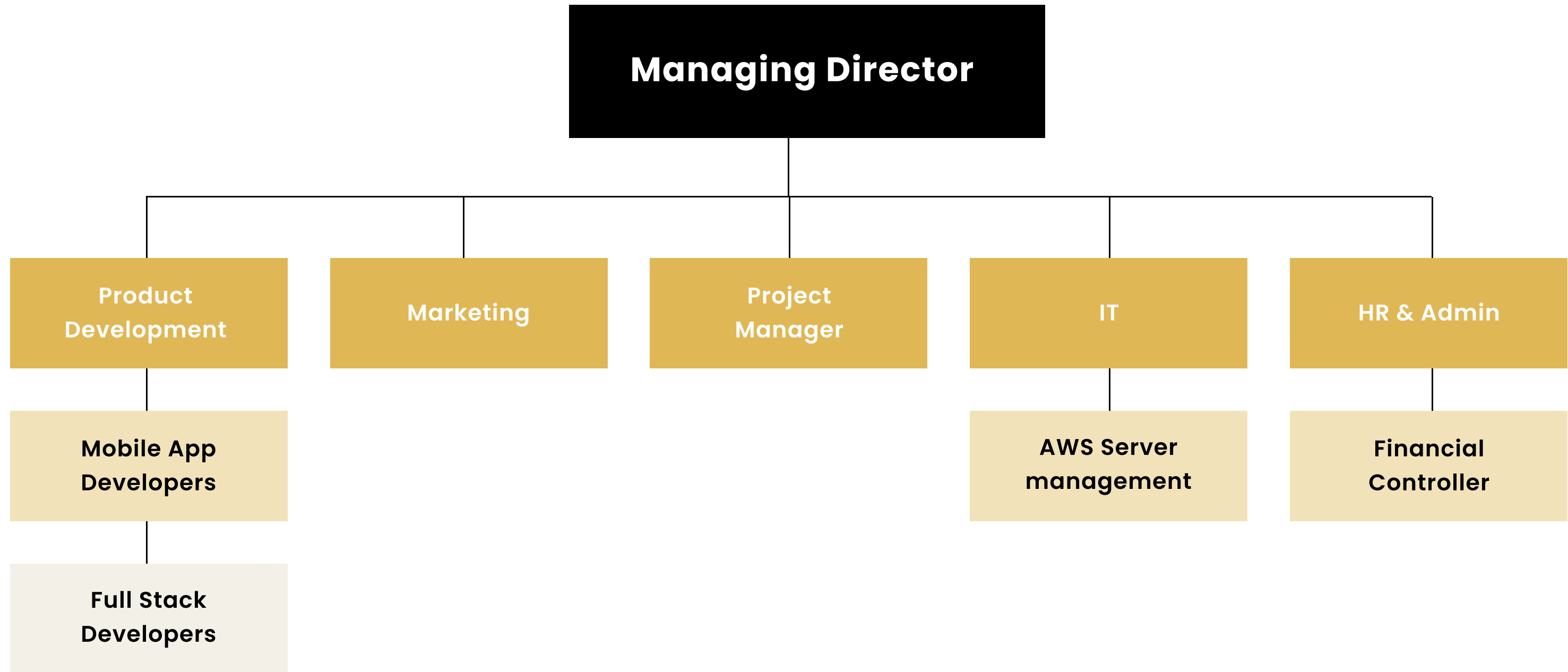
Development Team



www.xenex-media.com.au

Xenex have worked on mobile app projects and have developed native iOS and android apps for a range of industries include fitness, healthy & beauty, social media, productivity, messaging, games and mobile commerce. Our aim is to give your business a mobile shop front that users can connect to anywhere and anytime, with focus on user experience, quick load time and aesthetically pleasing to your target market.

ORGANISATION STRUCTURE

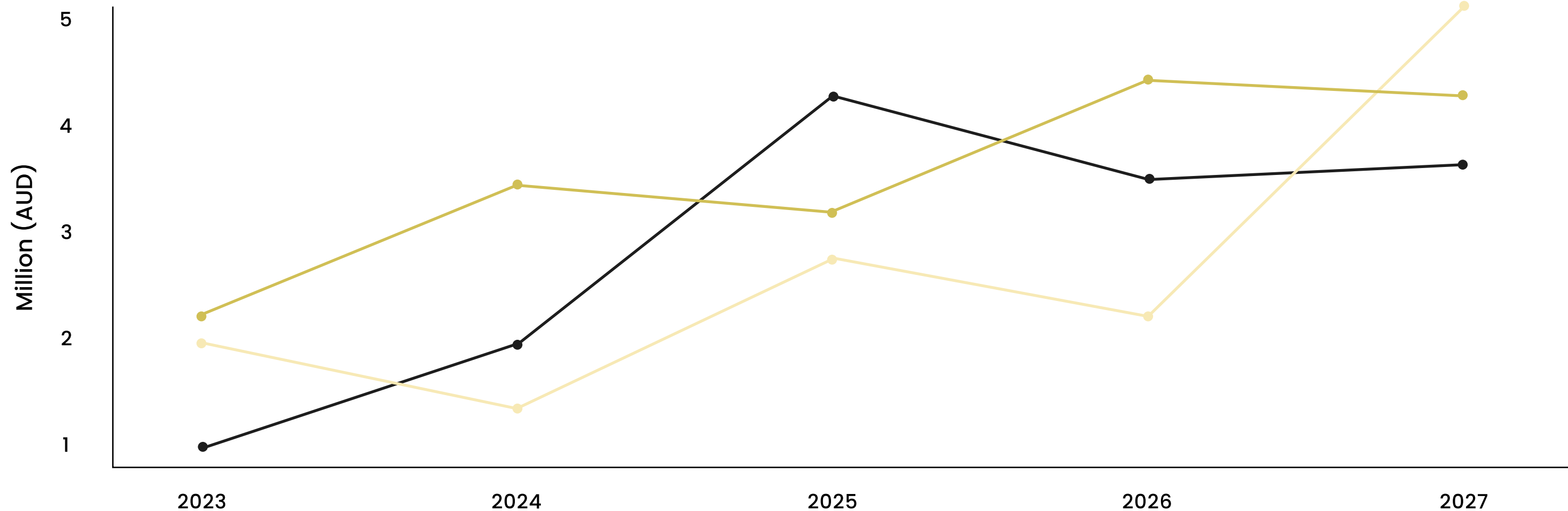


Hubstarter Pricing Plans

Type	Light \$77 / month	Medium \$220 / Month	Corporate \$385 / Month	Enterprise Custom Pricing
	Small Team	Medium Team	Large Team	Performance plan
Hosting	4GB	8GB	Unlimited	Unlimited
Domain Registration	✓	✓	✓	✓
CMS	✓	✓	✓	✓
Mobile Apps	1	Up to 3	Up to 8	Custom
Users	1 User	Up to 5 Users	Up to 10 Users	Custom
Website	✓	✓	✓	✓
Support	✓	✓	✓	✓
Free SSL	✓	✓	✓	✓



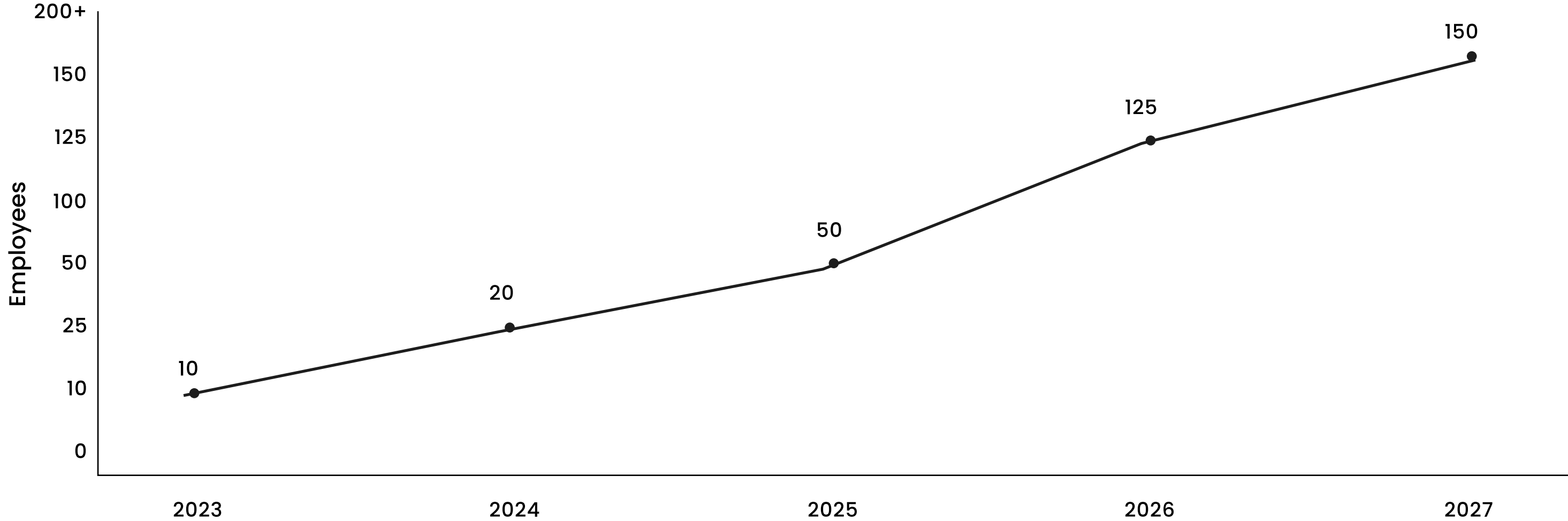
INVESTMENT ESTIMATE



- HubStarter will require an initial investment of AU\$1.5 million upfront and up to AU\$5 million over a period of 5 years.
- The majority of the investment will be funding the application development and branding.
- Investment requirement for future growth will be managed with the revenue generated by the business.

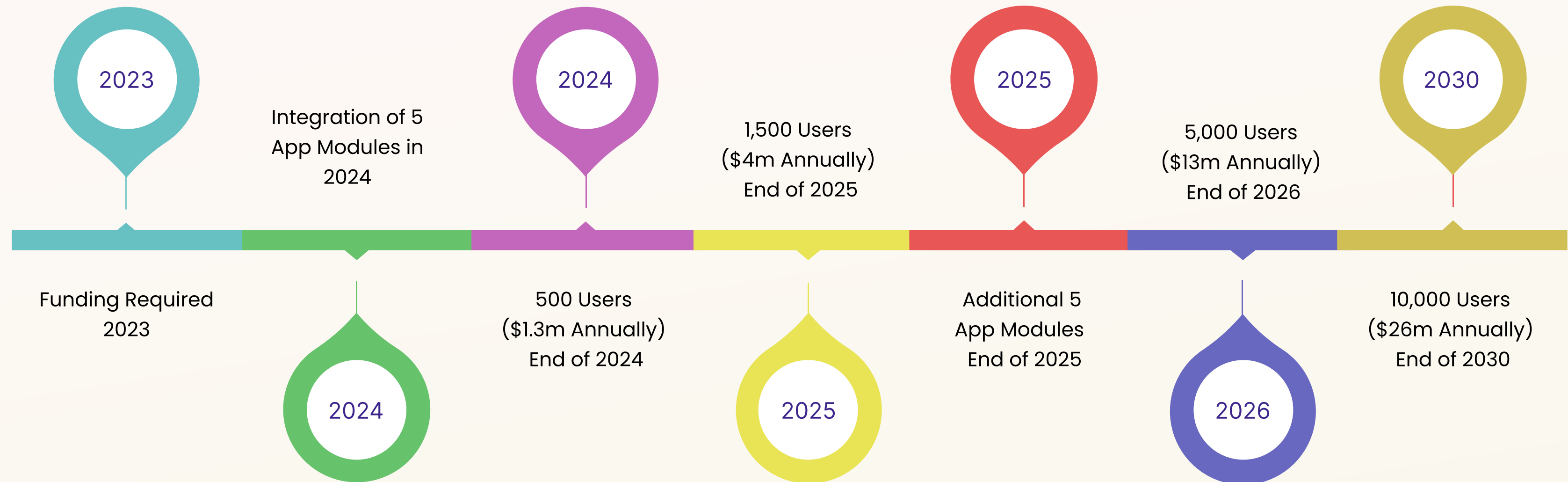


RECRUITMENT PLAN



- Hubstarter will require a minimum of 10 staff including Mobile Application developers with an expected growth of 50% increase within the first 12 months.

MILESTONES



*Data based off Medium Plans





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THANK YOU



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