

pagerzz.

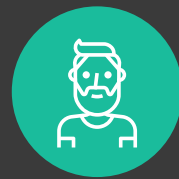
Competitive Analysis

Provider's Troubles



Mass Market Agency

- Selling low prices websites with small margins
- Every website needs the same amount of human resources
- Needs a lot of clients to be profitable and is not scalable



The Freelancer

- Not reliable
- Can handle only a small amount of clients
- Needs all skills an agency has in one person



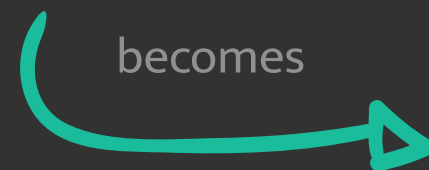
Website Builder

- Client needs basic design, computer and contentwriting skills
- Client needs to have time
- Client is just renting the site (subscription dependet)

How we solve the problem

pagerzz creates a new agency model as not using human resources for each website.

service



product

pagerzz.:

- Can offer low price websites
- Can generate bigger margins
- Can create millions of personalised websites with a mouseclick
- Is scalable



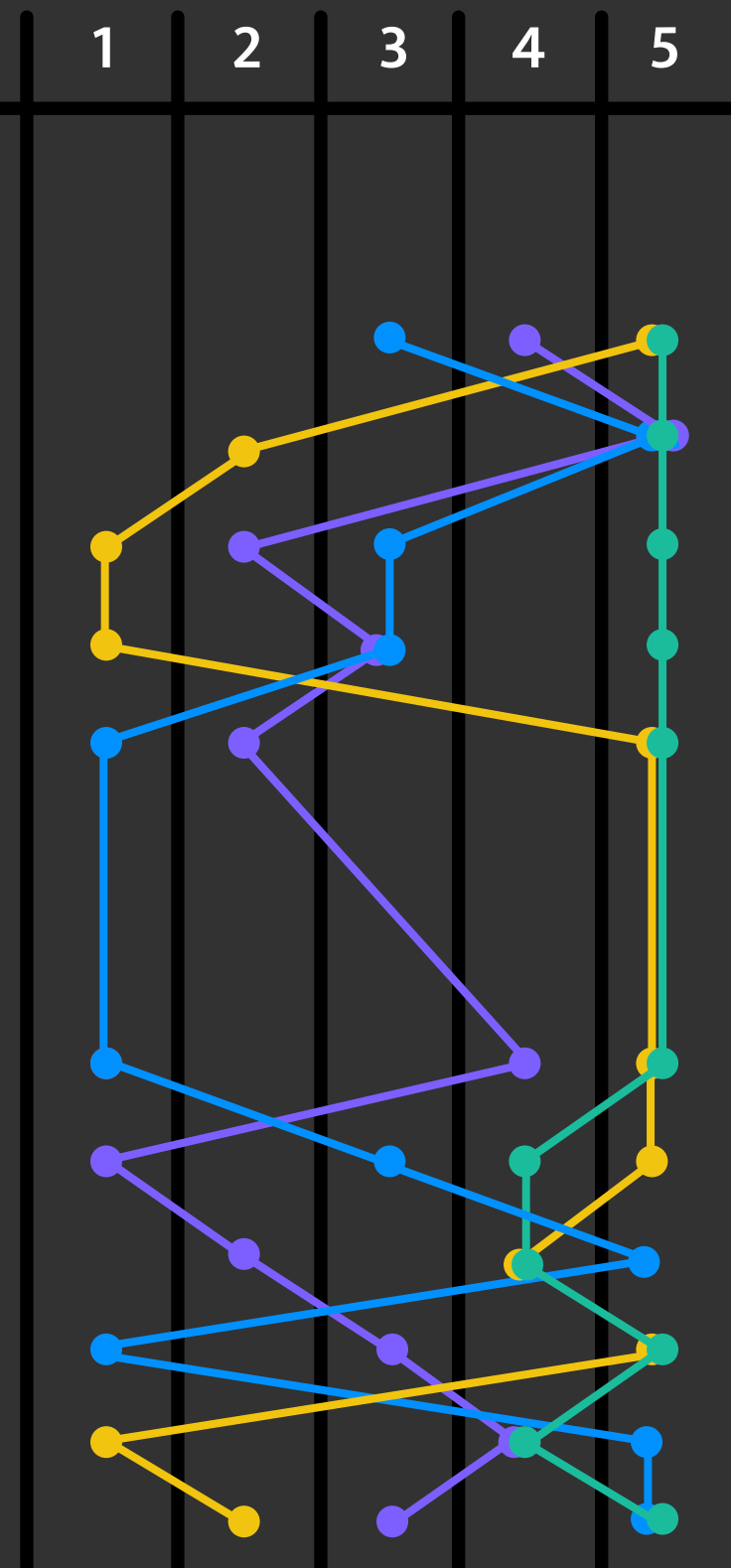
Competitive Analysis

Clients criteria

- Affordable
- No webdesign skills needed
- No contentwriting skills needed
- Not time taking
- No trust barriers

Providers criteria

- Many customers
- High margins
- Low employee costs/client
- Scale effect
- Personal service
- Selling site (not rent)



Providers:

- Mass Market Agency
- Freelancer
- Website Builder
- pagerzz

Scale:

- 1: Definitely Not
- 2: Probably Not
- 3: Possibly
- 4: Probably
- 5: Definitely

Competitive Advantage

- Generating millions of personalised websites with a mouseclick
- Client sees personalised website before buying
- No more trouble for client
- Scalable for service provider
- Low Employee Costs per Client (as we scale)
- Low Fix Costs (as we operate from Istanbul)
- High Availability of Human Ressources (15 Mio population in Istanbul)

Thank You For Your
Attention.

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