



Ministry of Science, Technological  
Development and Innovation

**kat\_pult**

REPUBLIC OF SERBIA  
INNOVATION  
FUND



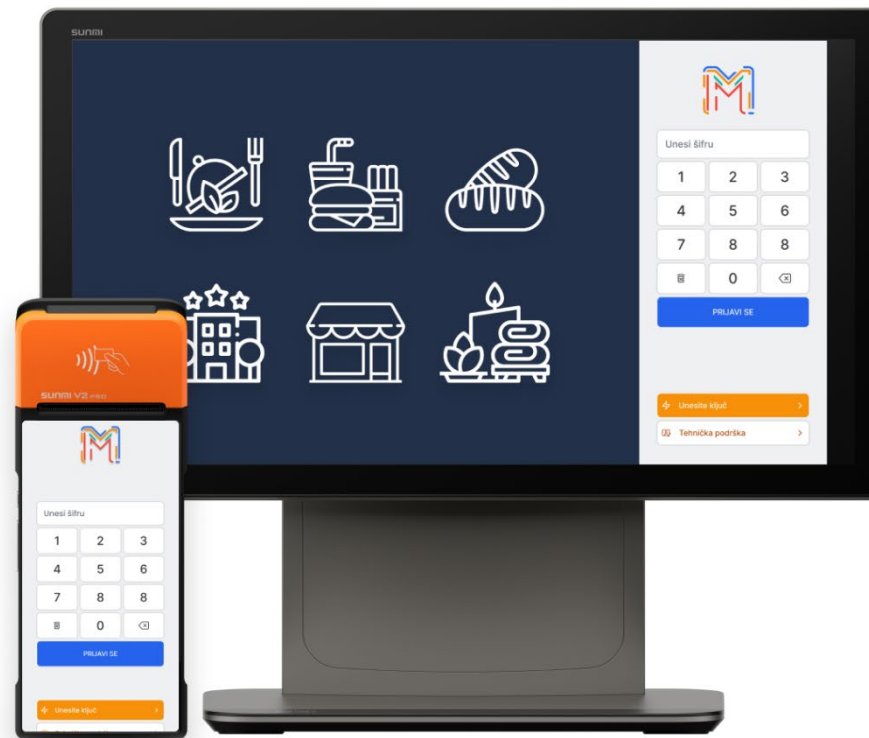
THE WORLD BANK  
IBRD • IDA | WORLD BANK GROUP



# An innovative approach to management and control in **hospitality** business

**A CLICK AWAY FROM YOU!**

[www.master.software](http://www.master.software)



Katapult,  
Public call from June 24th, 2024

[www.katapult-akcelerator.rs](http://www.katapult-akcelerator.rs)  
[www.inovacionifond.rs](http://www.inovacionifond.rs)

## TEAM

# We have background in this industry



**Petek Milan**  
Founder & CEO



**Nenad Urošević**  
COO at Master software



**Dmitar Opalić**  
CTO



**Vladimir Veličković**  
Business Scale - Up & Fundraising



**Miloš Jovanović**  
Business development



**Nikola Pejović**  
CFO



**Mario Krivokapić**  
Revenue Architec



**Marina Slavković**  
Accounting

## Board of Advisors

&

## Dev Team

**Snežana Tijanić**

Tax Expert

**Željko Bošnjak**

Customer Experience

**Delimir Tašić**

Leading Sales Channels to Excellence

**Dejan Bogičević**

Backend

**Marko Mijović**

Frontend

**Milovan Marjanović**

Frontend

**Dragomir Jovanović**

Frontend

**Ivan Šoškić**

Backend

**Nenad Cvetkovic**

UX/UI design

**Darko Sekulić**

QA



## OWNERSHIP

### Milan Petek 100%

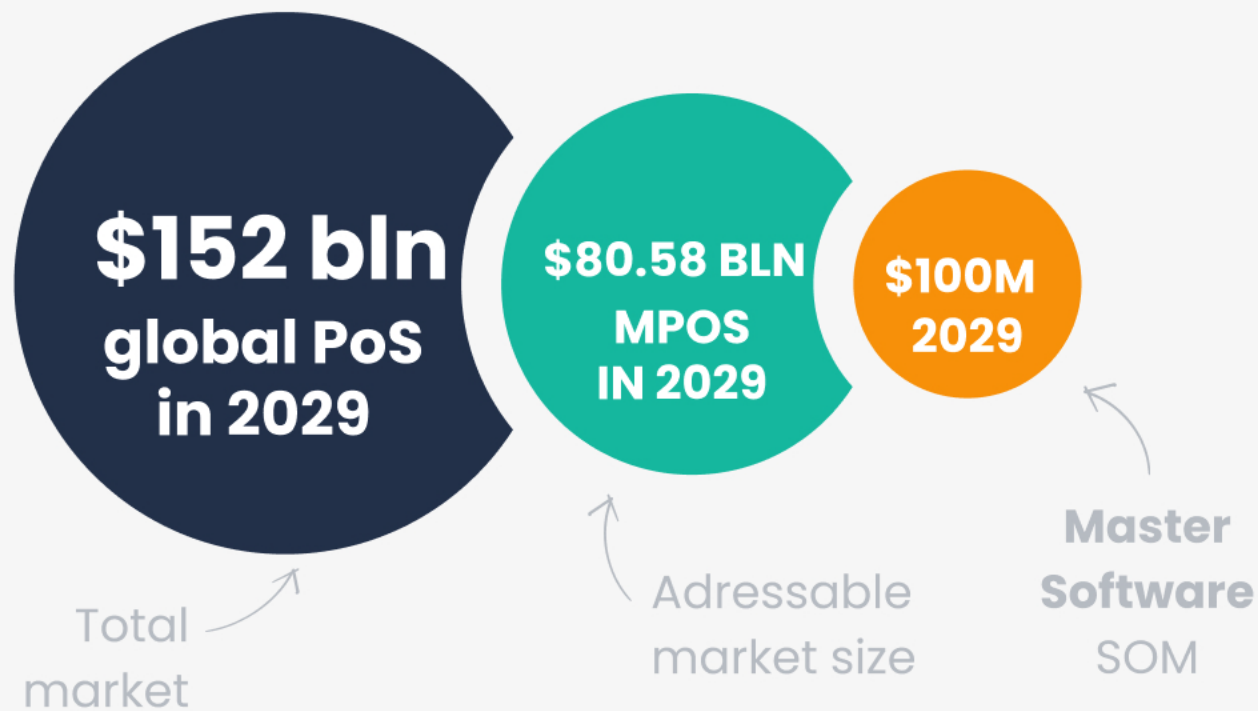
€500,000 - €600,000 equity raise to get to €3M valuation:  
 New investors would receive 7- 10-15% equity in each  
 funding round

### Future Rounds:

Founder to retain at least 65-70% ownership after Series A or Series B to maintain control over strategic decisions.

### Team Incentives:

Allocate 5-10% stock options for key hires and long-term team retention without significantly affecting founders' shares.



## PROBLEM & SOLUTION

- Things we solve for the **end users**, small businesses, merchants and producers
- Things we solve for **existing users** of another POS and comparing to other systems



- Advanced Point-of-Sale (POS) service web solutions
- Hospitality industry, markets, shops, and service providers.
- Available on all major platforms



## TRACTION



**1000+**  
MASTER ERP



**6000+**  
SOFTWARE MASTER

**Full**

Subscription:

**\$25** all features per month

**Light mngt**

Back office:

**\$5** per feature per month

**Basic**

Subscription:

**\$3** per feature per month

**Additional**

Features:

**\$2** per feature per month



## MARKET STRATEGY FOR 2025

### Objective

Launch Master Software's global presence and expand customer base focusing on underserved regions in Eastern Europe and niche industries in developed markets.

### Key Metric:

Reach 7,500 active paying customers by the end of 2025

### Market Entry Tactics:

- Certification
- Localized Campaigns: social media, SEO, PPC, Youtube
- Channel Partnerships: Sunmi, local resellers (legal, office, split fee from marketing).
- Industry Events

### Hospitality Industry

Target Customers: Restaurants, cafes, bars, and hotel F&B operations.

### Retail Industry

Target Customers: Small to medium-sized retailers, including local shops, supermarkets, and specialty stores.

### Service Providers

Target Customers: Salons, fitness centers, repair shops, and professional services.



**Q1 2025:**  
**+1500 new customers**



**Q2 2025**  
**+2000 new customers**



**Q3-Q4 2025**  
**+ 4000 new customers**



**Churn Rate**  
**Estimated at 5% quarterly.**



## FINANCIAL FORECAST

2024

2025

2026

2027

2028

### "BEST CASE" SCENARIO

<b>Total Revenue (EUR)</b>	250.000,00	1.627.500,00	8.773.500,00	26.165.775,00	56.393.141,00
<b>Profit (EUR)</b>	16.000,00	-569.405,00	3.960.293,00	13.020.266,00	38.864.331,00

### "REALISTIC" SCENARIO

<b>Total Revenue (EUR)</b>	250.000,00	1.515.000,00	7.190.500,00	20.015.775,00	41.093.141,00
<b>Profit (EUR)</b>	16.000,00	-682.000,00	2.385.293,00	6.870.266,00	23.564.331,00

### "WORST CASE" SCENARIO

<b>Total Revenue (EUR)</b>	250.000,00	1.065.000,00	4.948.500,00	14.765.775,00	35.693.141,00
<b>Profit (EUR)</b>	16.000,00	-1.131.905,00	135.293,00	1.620.266,00	18.164.331,00



## THE REASON FOR APPLICATION TO THE KATAPULT PROGRAM AND USE OF FUNDS

### Strategic Growth Needs:

- Scaling Expertise
- Go-to-Market Optimization
- Partnership Development

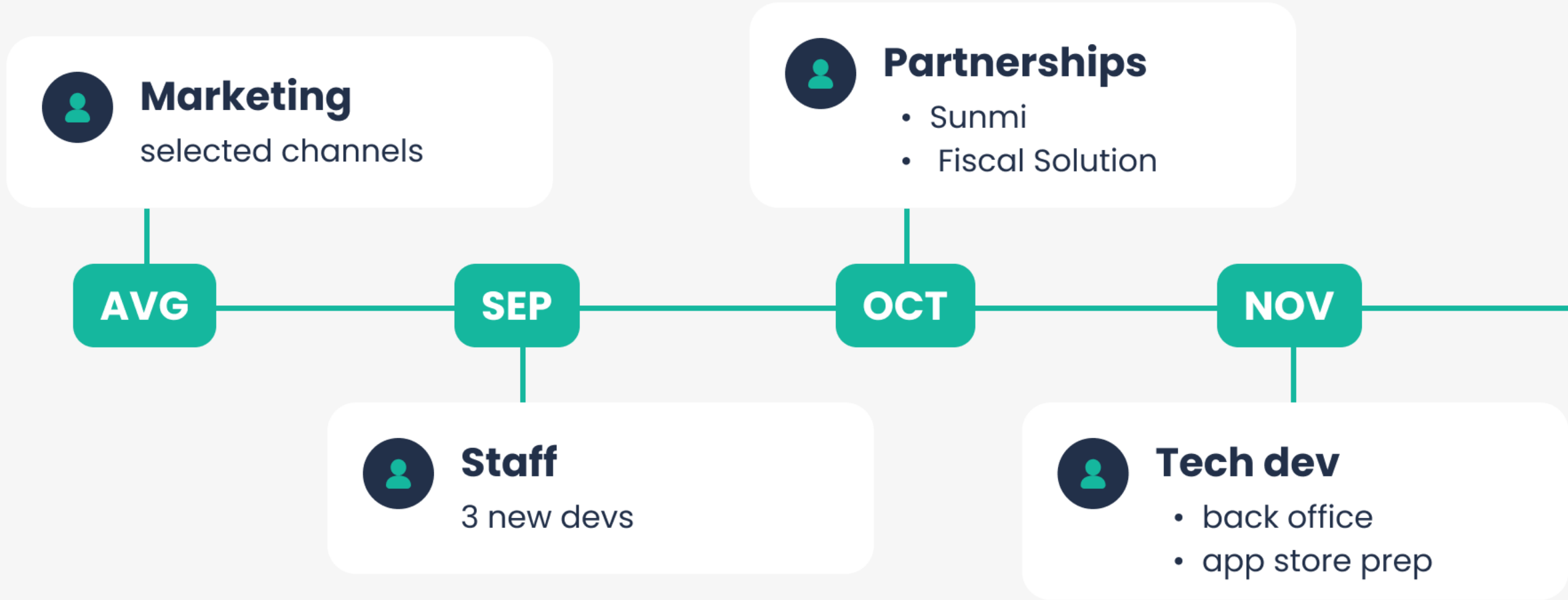
### Planned Allocation:

1. Market Expansion (60% | €30,000)
2. Sales and Partnerships (40% | €20,000)



MILESTONES

# Our timeline

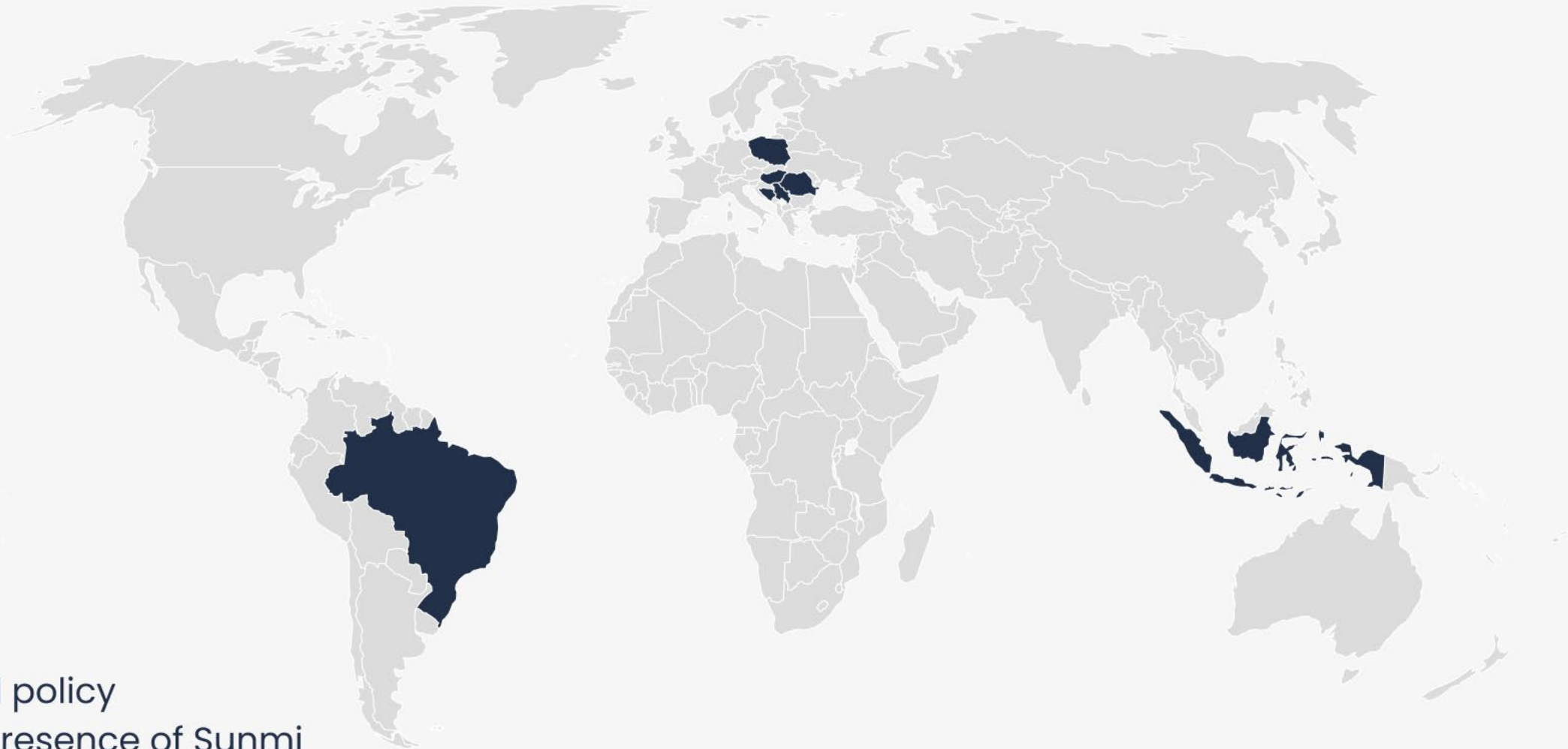


## OUR ADVANCED POS-SERVICE WEB SOLUTIONS

# Any device...Any OS...Any time...Anywhere...

Master Software is an information system developed as a single working platform. A click away from you!





**Info:**

- fiscal policy
- the presence of Sunmi
- cooperation with Fiscal Solution
- strong marketing
  
- testing other regions through campaigns





# Thanks for your attention !

Investment Pitch Deck · Dec 2024



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[master.software](https://master.software)



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