

# MARQETR

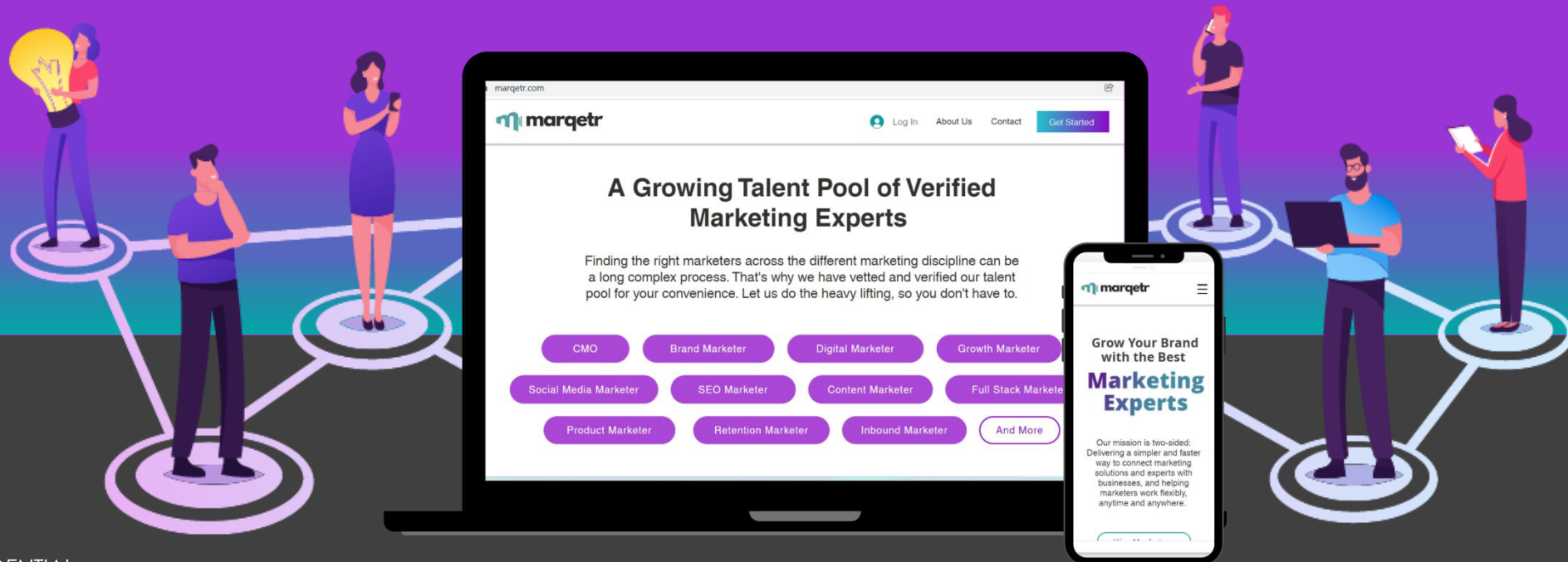
Marketing hire reimaged.  
Work the way you want.

**SEED FUNDRAISING ROUND**

*Version 2021 - 2022*



The marketing professional domain will be a massively valuable network, starting with matching on-demand hiring opportunities of startups and SMBs, to fractional marketers.



# Why Are We Doing This?

## MARQETR is Marketing Professional Search 2.0

At MARQETR, we understand that marketing plays a pivotal role for start-ups and SMBs, however, access and flexibility to connect and hire the right marketers are limited – it is often catered to companies with extensive financial resources. Our solution is rooted in inclusivity, diversity and flexibility by breaking down the barriers to marketing talents, and to democratize the way marketers and businesses connect and collaborate with each other.



# The 2- sided Problem that We're Solving

The current way is fraught with friction and fragmentation.

**On one-side, there is no easy way that exists for start-ups and SMBs to find fractional marketers on their own terms and work the way they want.**

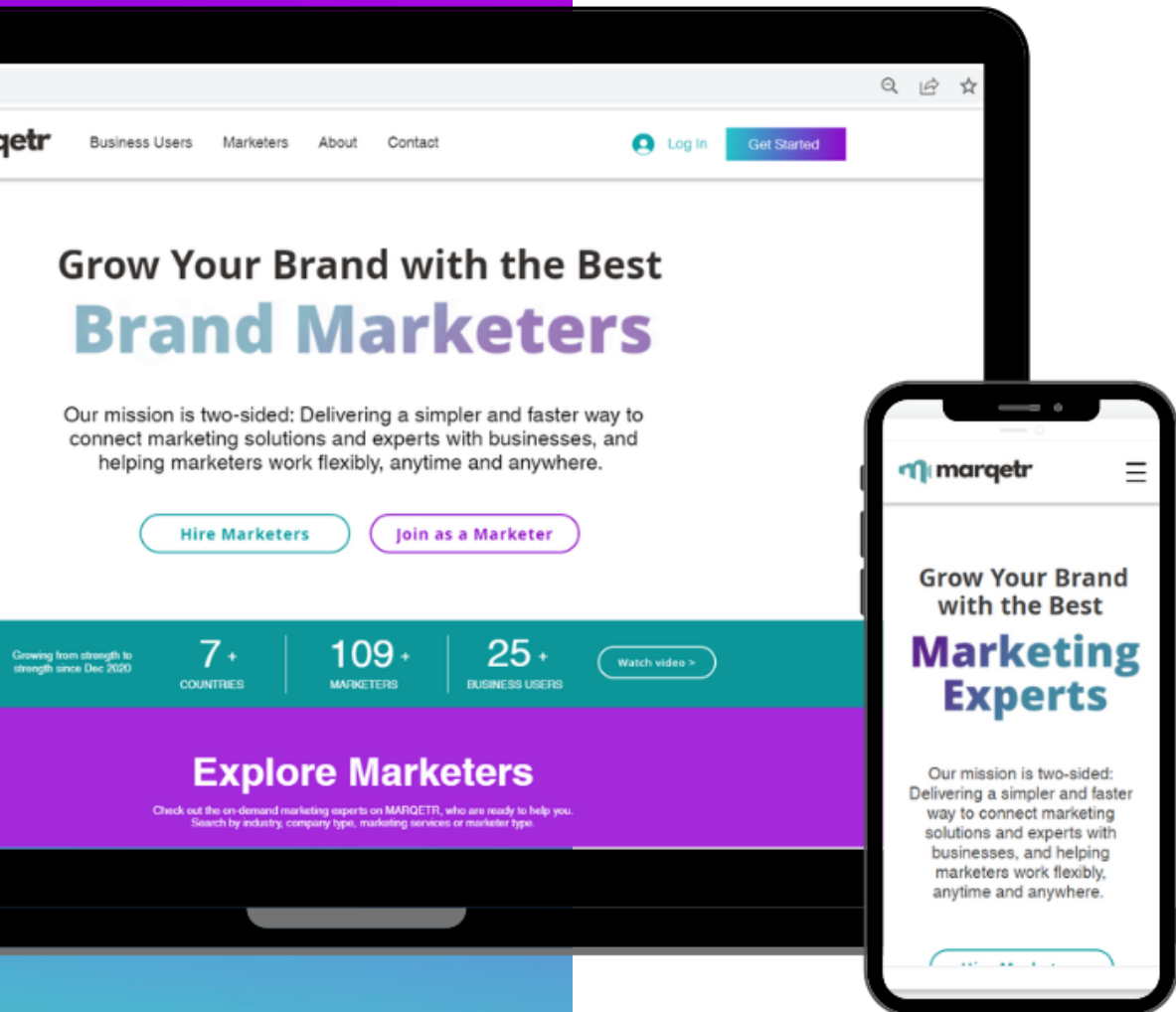
- Limited to hiring full-time or part-time talents adding burden to HR OPEX, or resort to unvetted freelancers, leading to wasted efforts and even fraud if the freelancer fails to deliver. Low to zero back-up marketers = work deliverables disruption occurs.

**On the other side, there is no alternative way for marketers to find meaningful work, on their own terms and work the way they want too.**

- Limited to full-time or part-time employment, or resort to freelancing with unvetted clients, feeling unsupported by the existing process and even be subjected to fraud if the client fails to make payment. Low to zero pipeline of new clients = income disruption occurs.

# The Solution

An on-demand platform for businesses and marketers.



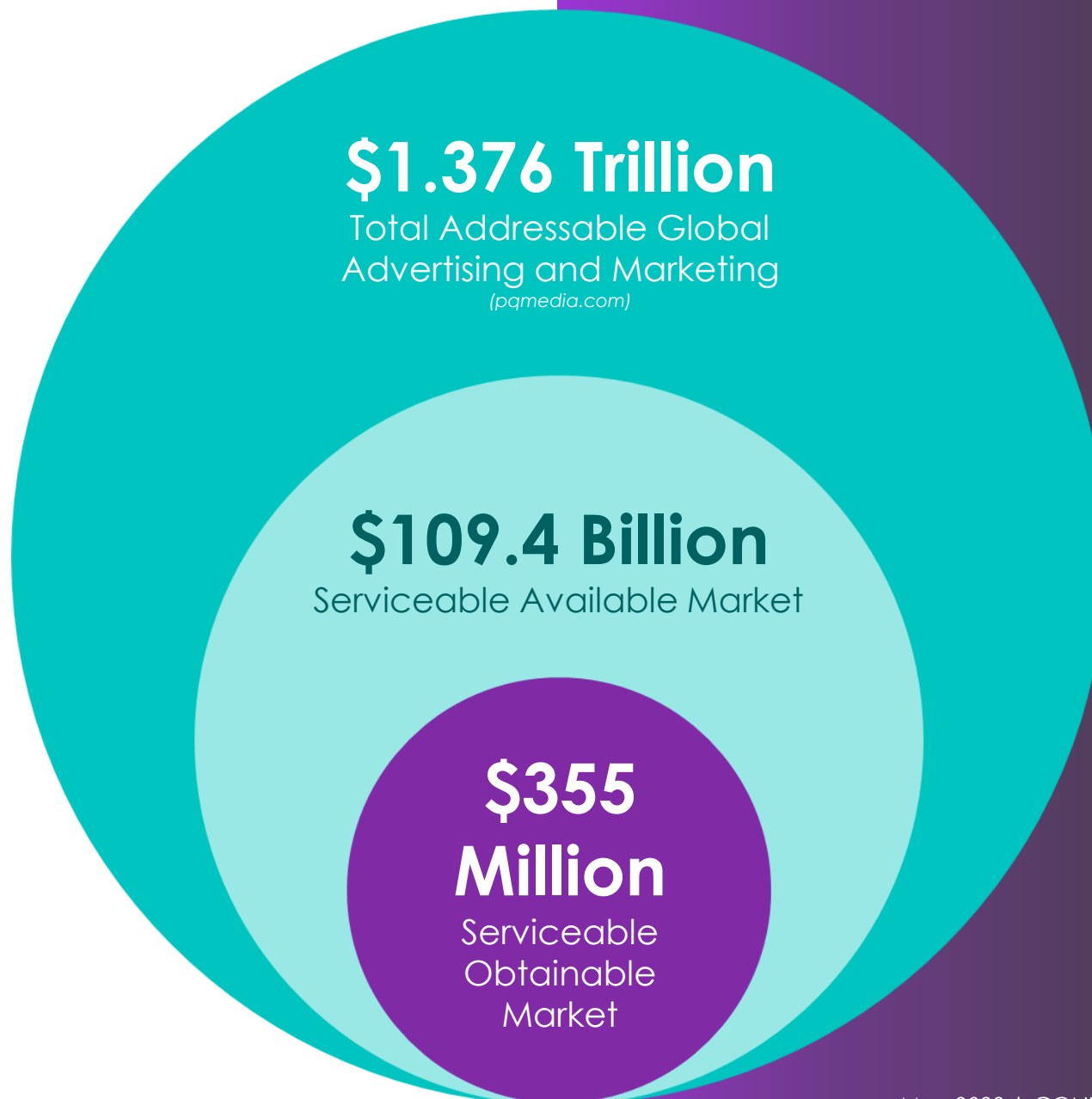
- **Post your request:** *As simple as placing an order for your favourite coffee.*
- **Short wait-time, save money:** *Say goodbye to weeks and months of search. Receive your matched marketers in 72 hours or less.*
- **Wide database of marketers:** *Over 18 types of marketers (and growing) and multiple levels of seniority to choose from, ranging from individuals, e-teams, agencies and consultancies.*
- **No more heavy-lifting, enjoy last mile service:** *Shortlist, explore, chat, and make your 1st & back-up choice easily from the matched marketers.*
- **Hire and collaborate with ease:** *Sign contracts, make payments, collaborate and track milestones & progress in digital workspaces, all via MARQETR.*

# The Market

Global ad & marketing spend is projected to grow 7.6% in 2022, driven mainly by a 12.5% upside in the digital & alternative media segment. *(pqmedia.com)*

Global marketing investment is expected to grow 30% by 2025. *(marketingweek.com)*

Our SAM and SOM is based on the estimated number of 128k start-ups and 36.4 million SMBs that we can tap into for fractional hire model, based on our presence and reach in Asia and the US. *(various sources)*



# Why Now?

## It's the New Normal.

While the problem that we're solving has long existed, the pandemic has amplified it and created a new normal for on-demand work.



73%

**The great resignation or the great reshuffle is here.** 73% of workers want flexible remote work options to stay post COVID-19. *(Forbes, 2021)*

\$455.2B

**The gross volume of the global Gig Economy** is projected to hit \$455.2 billion in 2023. *(Statista, 2020)*

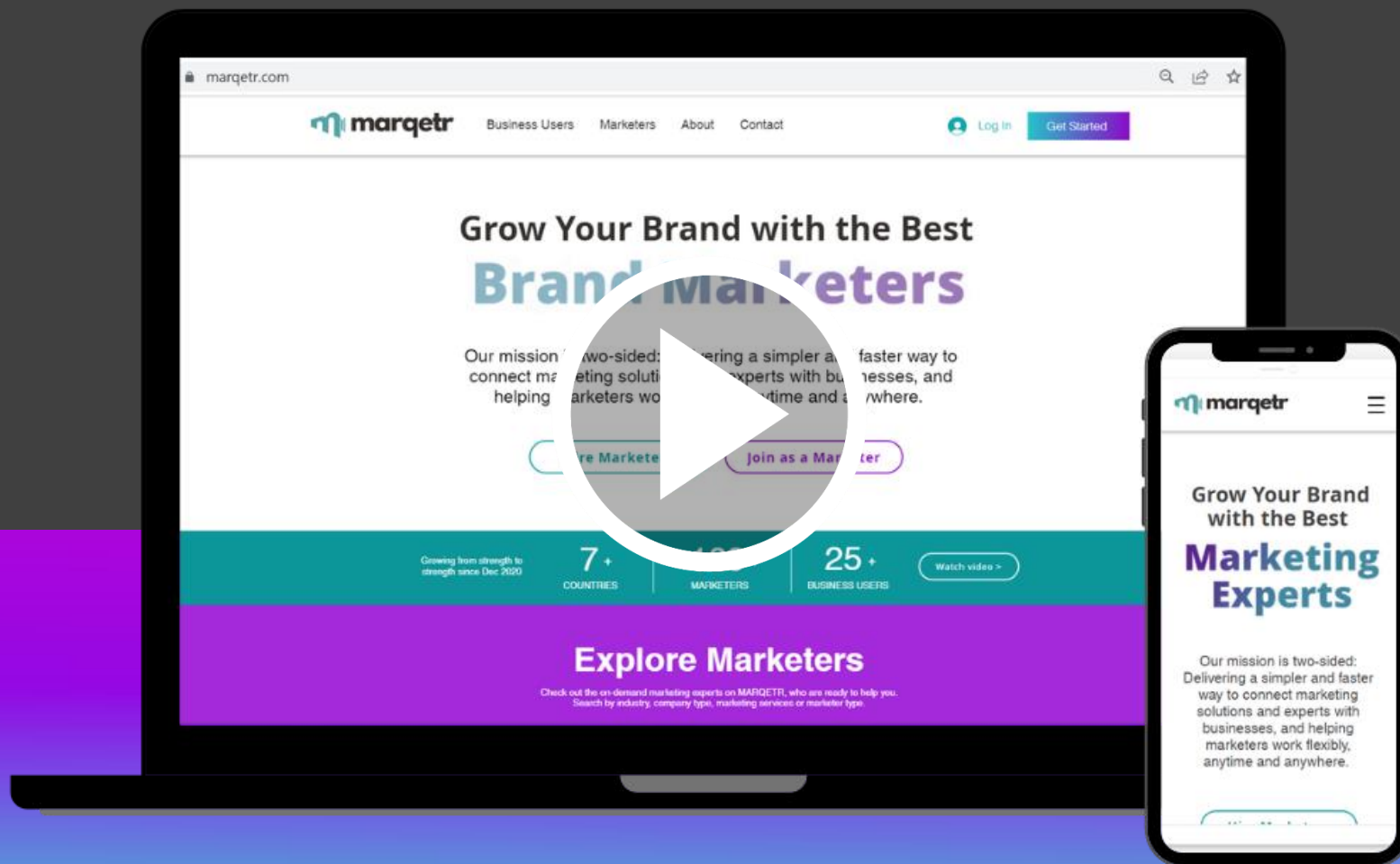
> \$503M

**Over \$503 million total funding raised for top gig platforms** in the last 2 years. For eg. Upwork, Fiverr, Malt, Catalant, Worksome and Instawork. *(Various Sources, 2020-2021)*



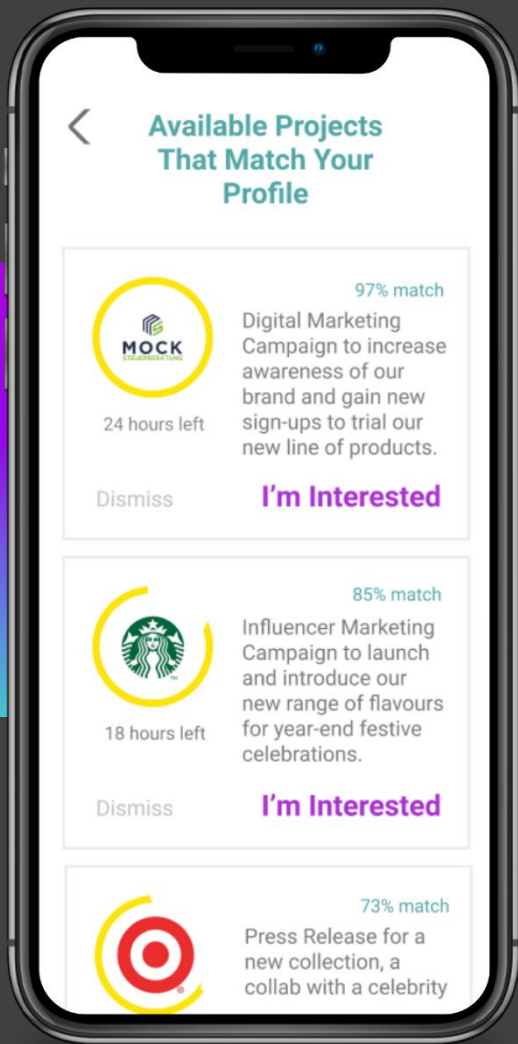
# The Solution 1.0

Press Play to  
See Demo

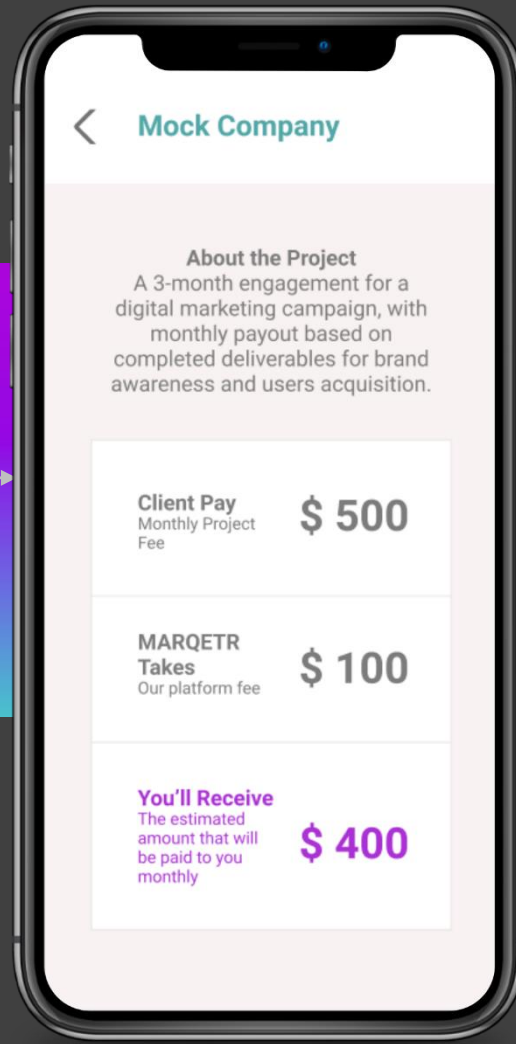




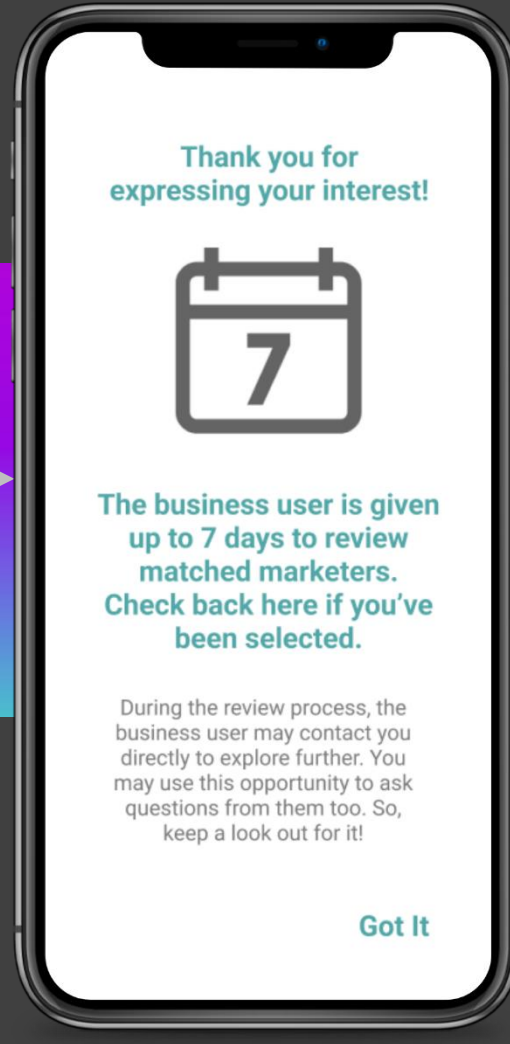
# The Solution 2.0: Next phase app development for Marketer UI/UX's Take-Rate



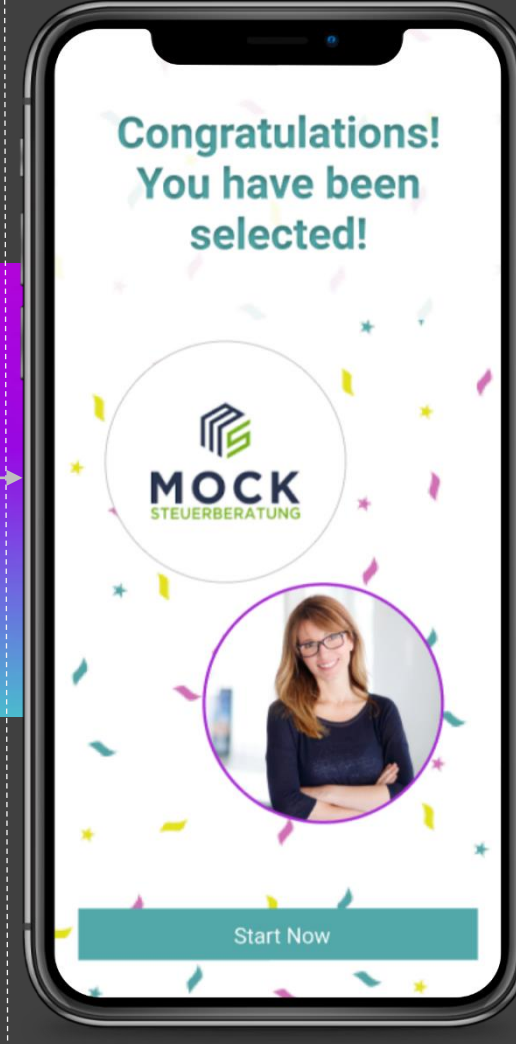
Project matches



Take rate



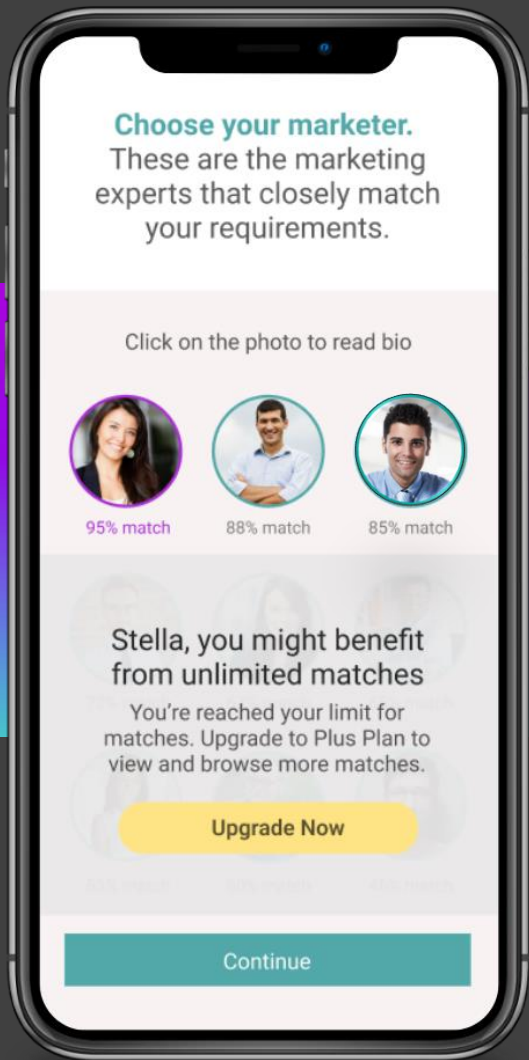
7-Day Wait Time



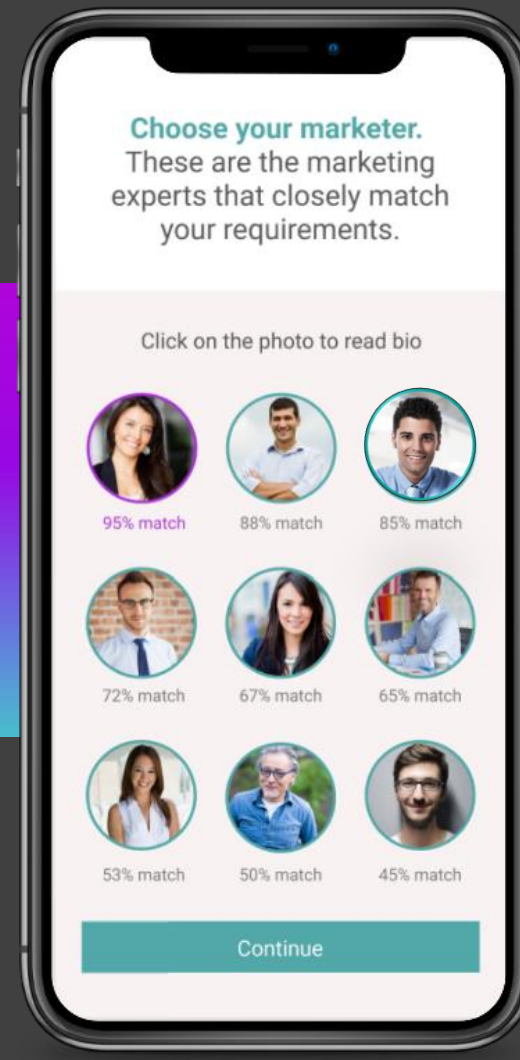
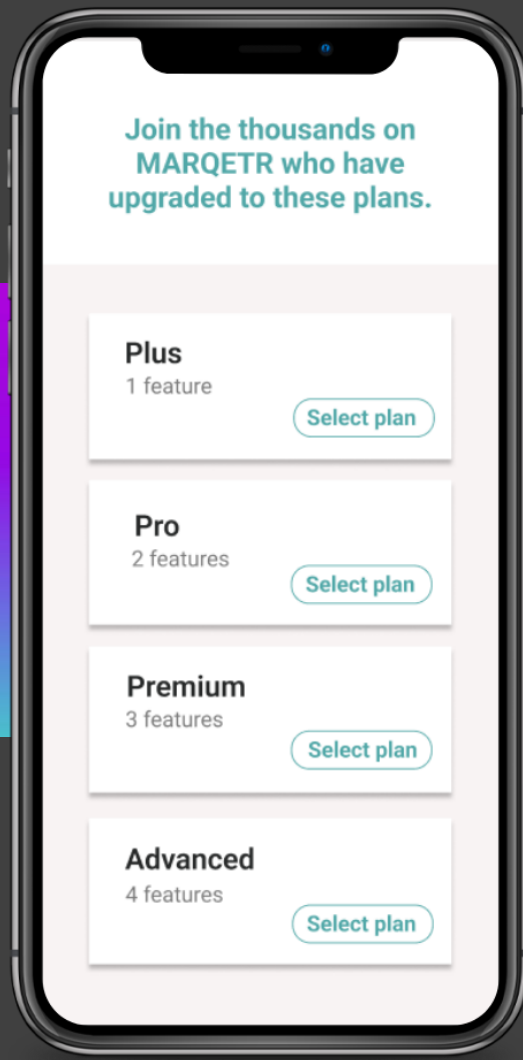
Hired

Native app high-level flow

# The Solution 2.0: Next phase app development for Business User's subscription plans



Paywall



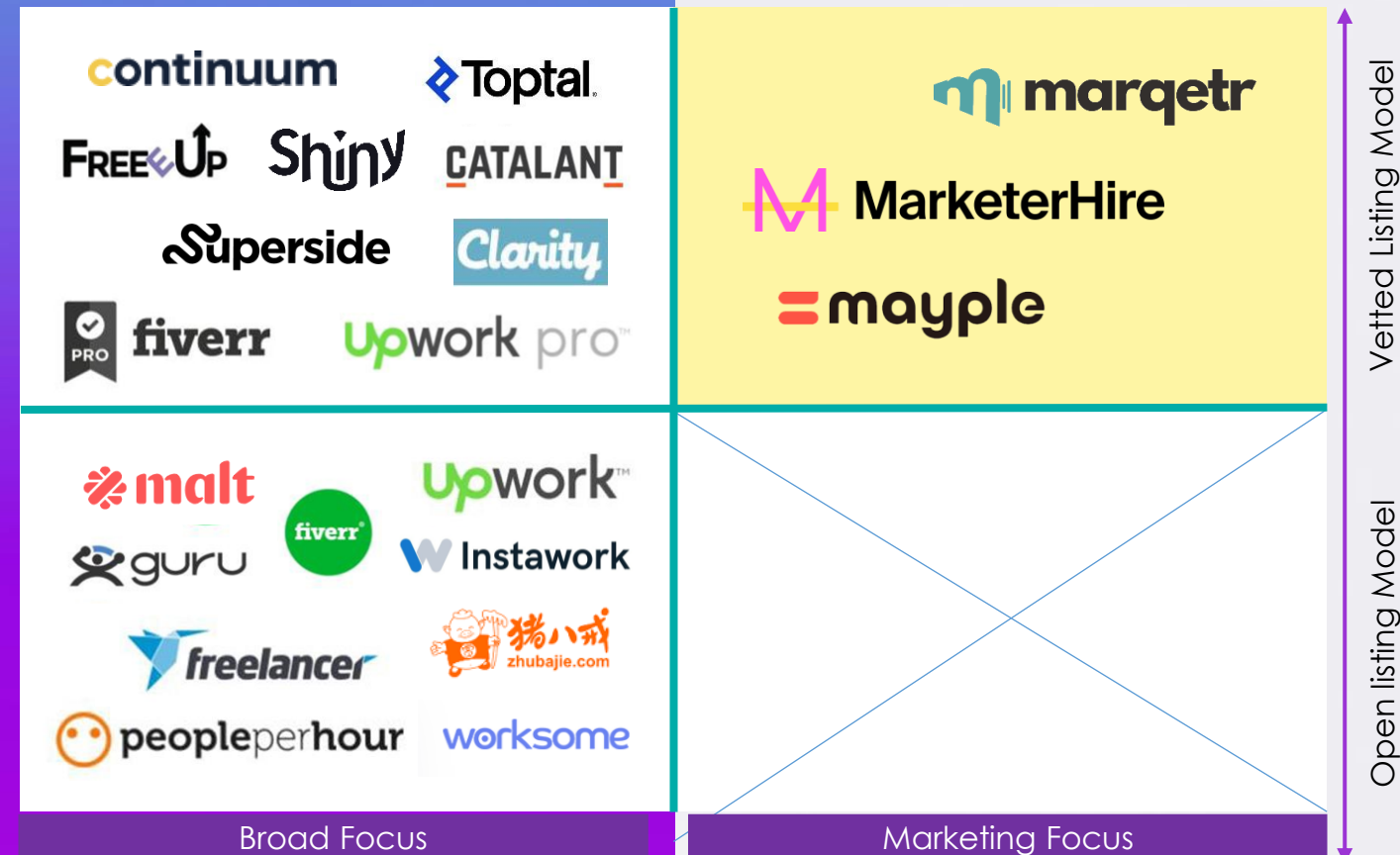
Subscribed/Upgraded

Native app mock-up showing the paywall for the subscription plans.

# Competitive Landscape

Our Competitive Advantage

- **MARQETR is in the marketing-focused, vetted listing model**, with known competitors such as MarketerHire and Mayple.
- **Investors need not worry about the companies in top left and bottom left quadrants**, as they are broad-focused.
- **MARQETR is a non-elitist, inclusive and diverse platform for all types of marketers, rank and seniority**, whereas MarketerHire only on-board the Top 5% of marketing talents, and Mayple focuses only on eCommerce marketers.
- **Our IP, tech stack and deep understanding** of the marketing industry and both end users.



# Competitors vs. MARQETR

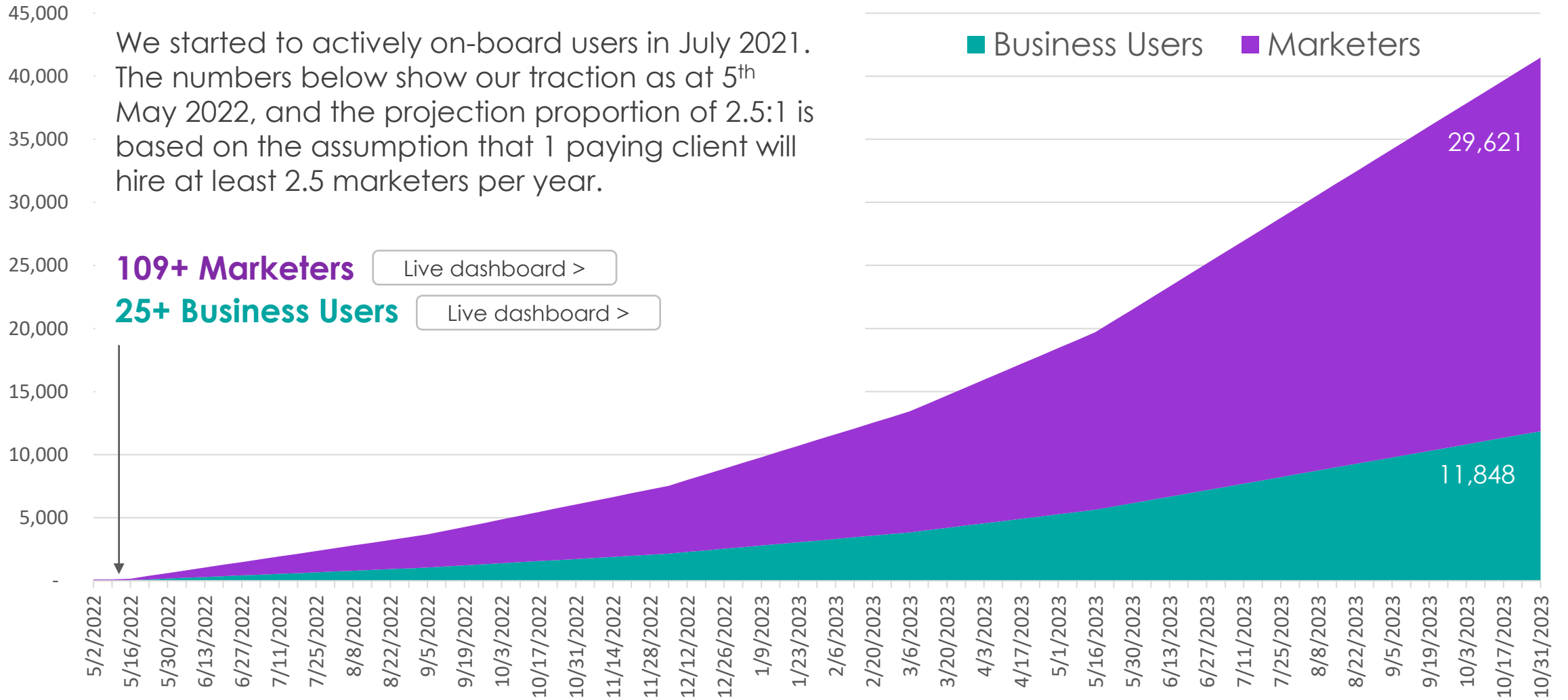
Existing marketing talents market is large but inefficient.

MARQETR aims to provide opportunities matching starting with LinkedIn's database of fractional marketers which is estimated to be **more than 7 million marketers\*** out of the 25 million.

|                | Focus Area             | Talent Strategy | Revenue 2021E, \$M | Marketers Registered | Countries Present In      | Min. Monthly Budget to Start Service | Take-rate (%) | Subscription model |
|----------------|------------------------|-----------------|--------------------|----------------------|---------------------------|--------------------------------------|---------------|--------------------|
| LinkedIn       | Broad Professionals    | Broad           | 10,000             | ~25 million          | Global                    | n/a                                  | n/a           | Yes                |
| Mayple         | eCommerce Marketers    | Top 5%          | 2.5                | 600+                 | US, Canada, UK, Australia | \$590                                | None          | Yes                |
| MarketerHire   | All types of Marketers | Top 5%          | 1.0 – 5.0          | 3,000+               | US & Canada               | \$1,500                              | None          | None               |
| <b>MARQETR</b> | All types of Marketers | Inclusive       | 0.0013             | 109+                 | US, Malaysia, Singapore   | \$250                                | Up to 20%     | Yes                |

\*Sources: Thrivemyway.com, LinkedIn.com, mayple.com, marketerhire.com

# Network Traction: Projection for Seed





# Business Model

## Pricing Plan

## Launch Timing

### MARQETR Universal Service

Remains free with access to 3 matched marketers.

Already live

1 **Opportunities:** Take-rate fee reduces with higher spend.

Up to 20% of total project fee:

- 20% = \$1 - \$24,999.99
- 15% = \$25,000 - \$49,999.99
- 10% = \$50,000 - \$99,999.99
- 5% = > \$100,000

Already live

2 **Matched Marketers Boost:** Subscriptions to see more matched marketers.

Starting from:

- Annually at USD\$5.99/month
- Monthly at USD\$9.99/month

March 2023

# Business Model

- Take-rate
- Subscription plans

**\$355M**

**Services with  
MARQETR**  
Obtainable market

**\$3,060**

**Average ARR**  
Estimated \$1,020/month @ 3  
months avg. project duration

**\$19.8M**

**Revenue**  
Cumulative  
2021 - 2026

# The Ask

At a pre-money valuation of **\$6 million**, after an 18% NPV discount, we are seeking **\$1.2 million** in seed funding for the next 18 months, for a **20% stake** of the company.

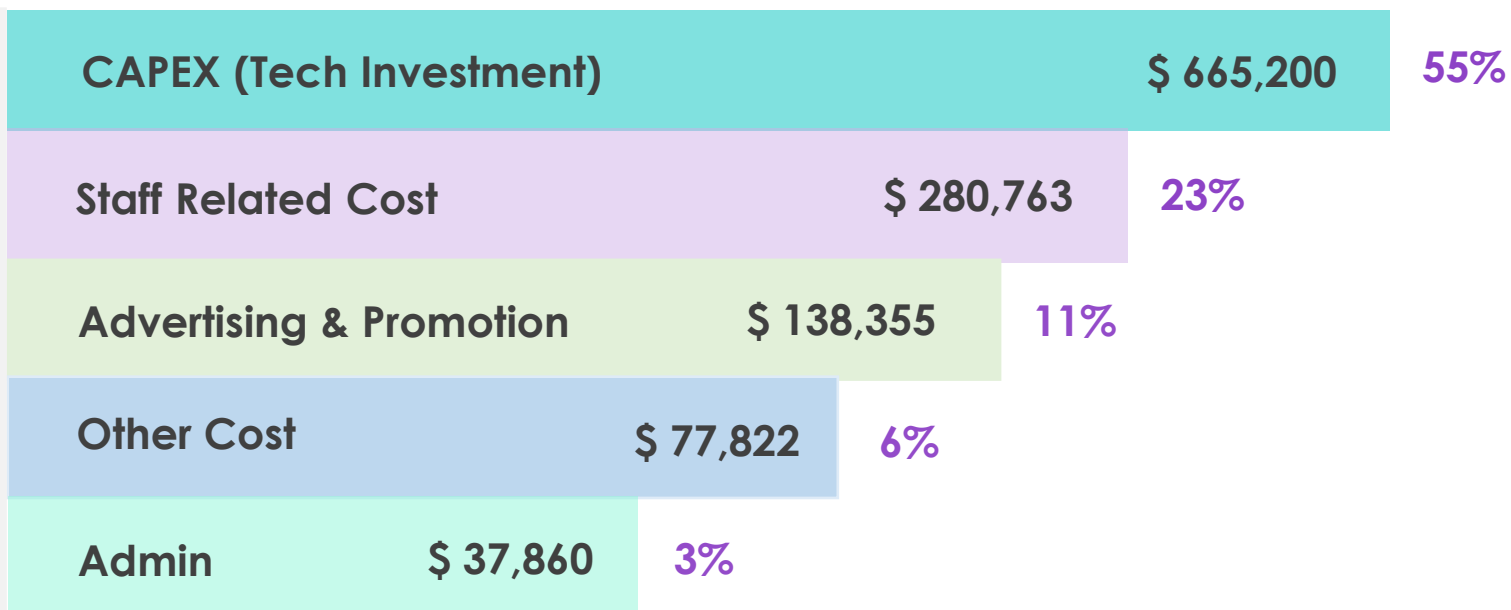
Use of proceeds:

Upgrade to Solution 2.0 of tech stack, front-end UI/UX, backend data ML engineering with 2 new engineering key hires.

Accelerate marketers match TAT from 72 hours to 24 hours per job request.

Scale users acquisition from the current 134 base to over 41,000 in 18 months.

Aggressive revenue drive to achieve cumulative \$0.9 million in 18-24 months.





# Thank You