

SOFT EDGE

INTELLIGENT SOLUTIONS FOR DAMAGE CAPTURING



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The Problem

More than half of car damage inspections measurements in Europe are done manually and on the paper.

Hail damage inspection can take more than 1h and additional time needed to digitize results.



HailMaster Mobile app



Solution for quick and precise automatic hail damage detection and precise measuring damage area using AI on mobile device.

- ★ Digitalization of the all data in damage capturing process
- ★ Brings transparency to hail damage assessment process
- ★ Saves lot of time
- ★ Basic functionality available for Free in AppStore
- ★ Unlimited functionality for professionals with additional PRO functions available on subscription base

HailMaster Webservice

Integratable solution for quick and precise automatic hail damage detection and precise measuring damage area using AI.

- ★ Easily integratable solution in to existing business process or mobile applications.
- ★ Brings transparency in hail damage assessment process
- ★ Model can be improved on regular basis
- ★ Webservice can be hosted in the cloud and also on the client side.



Competitive advantages

	HailMaster	Scanners	Mobile PDR Apps
Hail Dents Recognition	YES	YES	NO
Mobility	YES	NO	YES
Integrations	YES	YES	YES
Offline Mode	YES	NO	NO
Freemium version	YES	NO	NO
Affordable price	YES	NO	YES
Integratable WebService	YES	NO	NO



Market

EUROPE it's only beginning with more than 334m vehicles on Europe's roads, 1026 Motor Insurance Companies

635 000 Hail & Storm insurance claims at 2013 in Germany

In 2018 alone, people in the US witnessed 4,611 major hail storms of damaging proportions.

Between 1996 and 2016, hail storms caused damage estimated at around \$29.7 billion in insurance losses.

The largest hailstone according to data was recorded to have fallen in Vivian, South Dakota.

Insurance companies paid \$5.37 billion in claims for hail damage between 2008–2014.

Wind and hail deductibles are becoming an omnipresent part of insurance policies.

CLIENTS

**Assessors,
Insurance Companies,
Big Smart Repair businesses,
PDR Professionals**

MODELS

Business model: **B2B**

Revenue model:
Subscription based

**Yearly contracts for
enterprise sector**

PRICING

1 month - **29.99EUR**

3 months - **80.99EUR** (Save 11%)

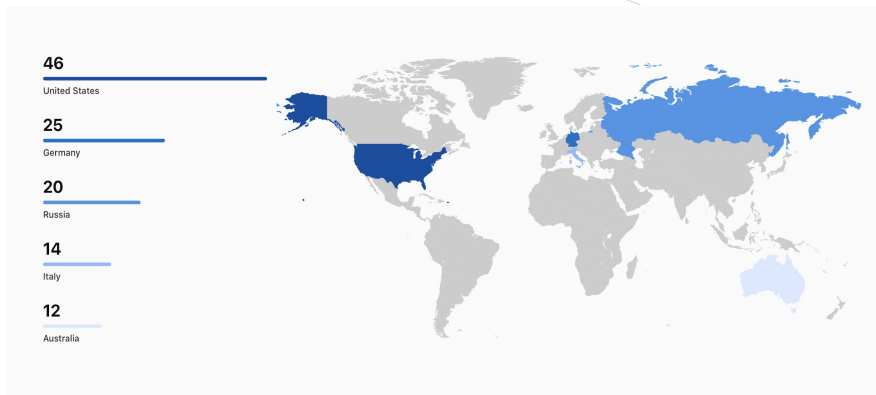
6 months - **144.99EUR** (Save 25%)

1 Year - **249.99EUR** (Save 43%)

Special yearly offer for enterprise
clients based on number of cases



HailMaster app expansion 2020



IMPRESSIONS

8.5K +732%



PRODUCT PAGE VIEWS

875 +539%



CONVERSION RATE ?

2.75%

Monthly Average



APP UNITS

200 +285%



Territory	Units
1 ● Europe	106
2 ● USA and Canada	50
3 ● Asia Pacific	18
4 ● Latin America and The Caribbean	11
5 ● Africa, The Middle East, and India	4

6 Localisations are available as for now: EN, DE, IT, ES, FR, PL

7 Small test 1w adv campaigns on FB, total cost 55\$ bring more than 100 installations with CPL less than 0.5\$

Main adv channels: **FaceBook, Youtube, LinkedIn, PDR exhibitions and events, PDR tools stores websites, Ambassadors.**



The Team



Yuriy
Umanets

Co-Founder. CTO and GURU
in technology. R&D.
Mobile applications
architecture and
development



Vitalii
Istushkin

Co-Founder.
Creative mind of the project.
Business development.
UI/UX Design, R&D.



Artemij
Istuszkin

Junior Full Stack Dev
AI researcher R&D
QA



Jordi
Safont

Advisor.
Hands-on entrepreneur
with interest in Venture
Capital, Accelerators and
M&A.



More than 15 years of experience in successful development and markets
implementation complex solutions for different industries. Huge international contacts
network in IT, Business, Sales

Traction & Revenue

EXHIBITIONS

IASRE 2020

Fulda. Smart Repair
Professionals main event

AUTOMECHANIKA 2016 in
Frankfurt together with
DAT Group

IAA 2015
together with
DAT Group

AUTOMECHANIKA 2014 in
Frankfurt together with
DAT Group

EXPENSES

Office and accountancy
2000EUR (per year)

Equipment, Services and
materials
1000EUR (per year)

Travel and presentation
materials
1500EUR (per year)

Exhibitions
1500EUR

INVESTMENTS

As for now, we estimated that
we have invested about 4
years and together with other
expenses total amount is
around 425K EUR

In 2018 SOFT EDGE was
estimated by LMarks agency
in 1M\$ by offering 50K\$ for
5% of shares as part of
acceleration program
Drive with BELRON



Roadmap and Rounds

ROADMAP

Android version

Model improvements

Advanced Web Service functionality with
Docker images

Advanced UI for Web Service

Universal API

Pricing Models presets functionality

Additional localizations
+5 most common languages

Adding iCarSurveyor AR functionality for other
types of damages

Online/Cloud Communications functionality

ROUNDS

500K EUR

Android version, +5 Localisations, API,
Advanced Web Service functionality,
More PRO functionality and AR,
Cloud functionality,
Sales and Marketing Team
1st year Expected results:
1.5k paying clients

