

# 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 and ML 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
- ★ PRO version offers better and faster recognition together with functionality for professionals

# 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 and retrained 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



# HailMaster app expansion 2020

41

United States

24

Germany

19

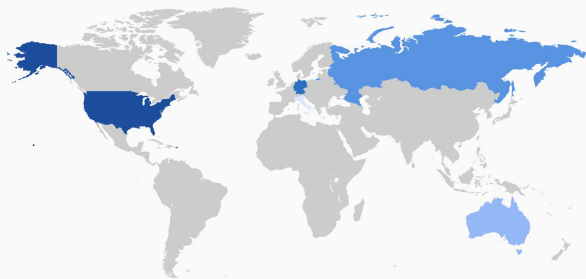
Russia

12

Australia

12

Italy



IMPRESSIONS

7.1K 0%



PRODUCT PAGE VIEWS

726 0%



CONVERSION RATE ?

3.42% 0%

Weekly Average



APP UNITS

180 0%



SALES PER PAYING USER ?

-

Weekly Average

SESSIONS PER ACTIVE DEVICE ?

3.08 0%

Weekly Average + Opt-in Only



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

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.**



# 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 SmartRepair 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



# 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.





# 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  
4,3 years of 1 full time  
engineer. With hourly rate  
45 EUR m/h we came up to  
total investments around  
405K EUR and together  
with other expenses  
total amount = 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

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

