

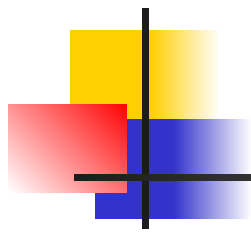


Web-based translation service: T-Link

Problem → **Market needs fast & cheap translation service**

Solution → **Professional freelancers & qualified editors**





How does it work?

Order is received



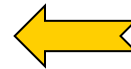
It's passed to editor



Qualified translators begin work



Confirmation of order and payment is processed



Translation is done and passed to editor



VALUE PROPOSITION

Due to big amount of translators and little expenses, we can translate big amount of work much more faster and 30-50% cheaper compared to competitors in the market





MAIN COMPETITORS

- Translation agencies:
 - Strengths – might be better at quality, reputation
 - Weaknesses – price, pace of work, bureaucracy

- Freelancers:
 - Strengths – low price
 - Weaknesses – quality is under suspicion, lack of control



COMPETITIVE ADVANTAGES

- + Faster speed of translation
- + 30-50% cheaper price
- + Big amount of work can be done



MAIN CUSTOMERS

- - Construction companies;
- - Banks and educational organizations;
- - Charity organizations and NPO;
- - Foreign large companies;
- - Foreign translation companies (outsourcing);
- - Students;



CHANNELS

- - Direct mailing and cold calls;
- - Direct marketing (adwords, direct);
- - SEO





REVENUE STREAMS

- - 20% commission from an order
- An average amount of commission per page is 200-250 KZT. (1.2-1.5\$)
- 500 pages per day would be –
100-125K KZT per day (550-675\$)



COST

- Website and platform
- People



TEAM

- Auel Rysbekov
- Founder of LSA translation agency
lsagency.kz
- Founder of transportation service
flagmantrans.kz



Thanks for attention

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