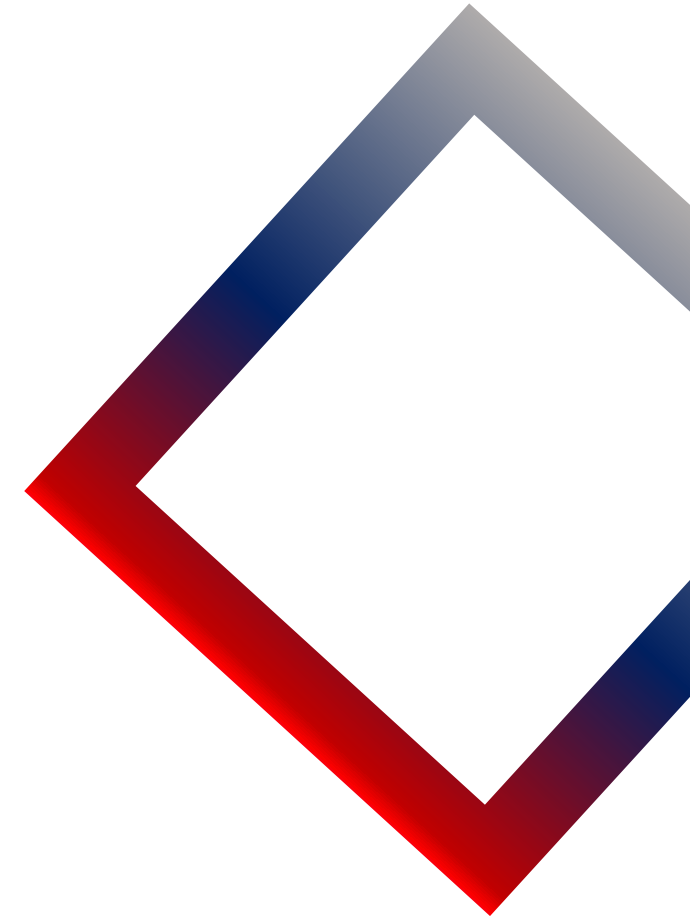


# POCHÍNOV

Hub platform for matching customers with tool repair & service centers, based on digital process automation and Big Data approach

## Investment proposal

2020



# Team



**Boris Sheynkman**

Founder of the **POCHINOV**  
platform

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More than 11 years of business management experience. Founded POCHIN Tool Service Center in 2009, UDARNIK online store in 2013, CG NIKUDAR in 2019. Worked as an engineer in Israeli startup companies: Smartline Engineering and Compulite. In 2019 registered the POCHINOV trade mark and created the POCHINOV platform - a digital platform solution for service centers



**Dmitry Sheynkman**

Co-founder of the **POCHINOV**  
platform

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More than 7 years of business management and SEO experience. Co-founded the UDARNIK online store and the POCHINOV platform - a digital platform solution for service centers.

# Concept

The idea of creating a smart platform-based solution for matching customers with the service providers reflects the essential needs of the Tool Repair & Service market.

The customers search for a conveniently located all-in-one service center, while the service providers would benefit from marketing and business processes automation allowing to concentrate solely on increasing the service quality and capacity.

This platform provides a smart solution for both customers and the service centers, whether independent ones or franchisee.

The **Pochinov** platform features the innovative approach of smart customer distribution between the service providers and the auto-calculation of the service and repair cost based on big data.



# Process Map

**1** Customers find the list of the relevant service centers operating under the **Pochinov Club** license on **pochinov.ru** website. The website search visibility is maintained by SEO and paid search advertising.

**2** Customer chooses a service center or a related collection & pick-up point (CPP) where he can drop the tools or appliances needing service or repair. There is also a remote Customer Support Call Center that can answer any relevant questions.

**3** The CPP registers and sends the information on the customer and the collected tools to the **Pochinov Club** cloud database.

**4** Tools and appliances collected for service and repair are automatically dispatched within the network of **Pochinov Club** service centers. The criteria for choosing a dispatch destination include the statistics on repair quality, speed and cost, as well as the service center location. The dispatch process is coordinated by AI.

**5** The system automatically creates a ticket for the logistics department coordinating the movement and storage of the serviced equipment.

**6** The service center does the troubleshooting and diagnostics for the received tools and appliances in order to determine the repair costs and terms.

**7** The remote Customer Support Call Center contacts the customer. After the customer agrees on the servicing costs and deadlines, the tools are repaired and serviced, or otherwise returned to the customer.

**8** After receiving the repaired tools at a CCP, the customer pays for the services by cash or card. The money are transferred to the relevant service center excluding the **Pochinov Club** transaction fee (20%).

# Competitive advantage

The Pochinov platform offers an innovative approach to the marketing and business processes automation for the Tool Repair & Servicing industry. This solution is based on the big data analysis and the AI assisted automation. The system itself can be adapted to other customer service industries featuring multiple choice of independent service providers.

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The platform can be easily accessed through the [pochin74.ru](http://pochin74.ru) website using any device with a web browser and Internet connection.

The platform functionality makes it possible to bring the customer-service provider relationship to a new level by enhancing the quality control, deadline compliance and customer experience.

**The Pochinov company** is an agile organization that focuses on achieving operational excellence through implementing the most up-to-date technological solutions.

# Advantages

- ❑ Operating since 2009.
- ❑ Easy business scaling – the number of Collection & Pick-up Points can be quickly increased to grow the customer traffic and expand the marketing region.
- ❑ The ready-to-use system can be implemented in any city and any region within 48 hours.
- ❑ Repair costs are automatically calculated by AI.
- ❑ Easy logistics and cash flow tracking.
- ❑ High profit margin (25% and more from each transaction).
- ❑ New work places for partner companies.
- ❑ Pre-organized and automated business processes for the franchisee service centers..

# Risks

- ❑ World and regional economic slowdown
- ❑ Need for regular services quality control

## Direct competitors:

- ❑ [Profi.ru](#)
- ❑ [Youdo.com](#)
- ❑ [Uslugio.com](#)
- ❑ [Zoon.rubinsk.zoon.ru](#)

## Indirect

### competitors

- ❑ Local service centers
- ❑ Aggregator web platforms

# Investment proposal

We offer

# 10%

Share of the company\*  
for 3 000 000 if acquired  
till the end of 2021.

Current company value – **30 000 000** RUR.

The funding is scheduled to be received in even shares within the announced time period.

The company share will be proportional to the investment size.

## Share option

An additional option for 5% interest share acquisition is available till the end of 2021 year.

The share will be sold at the up-to-date company value, but not less than 300.000 RUR for 1% interest.

## Investor exit

The investor can exit the company after the investment period expiration or after selling his share during the new investment round: 5 years exit multiple:

**X 50**

10 years exit multiple: **X 100**

## Expected capitalization of the company

The capitalization is expected to increase as follows:

End of 2020 – **30 000 000** RUR  
10% interest share cost - **3 000 000** RUR.

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End of 2021r – **50 000 000** RUR  
10% interest share - **5 000 000** RUR

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End of 2022 – **150 000 000** RUR  
10% interest share - **15 000 000** RUR

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End of 2024 – **400 000 000** RUR  
10% interest share - **40 000 000** RUR

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End of 2029 – **600 000 000** RUR.  
10% interest share - **60 000 000** RUR

# Financing schedule

We expect to raise and spend an investment pool of 3 000 000 roubles through selling 10% interest shares till the end of the year 2021.

Month	May	June	July	August	September	October	November	December
Expenses RUR	300000	500000	500000	400000	350000	350000	300000	300000

**Total in 2020: 3 000 000 RUR**



# Open for cooperation

**Boris Sheynkman**

Founder

Phone, Whats App, Telegram

**+7(952) 515 38 30**

Email:

**zakaz@pochin74.ru**

