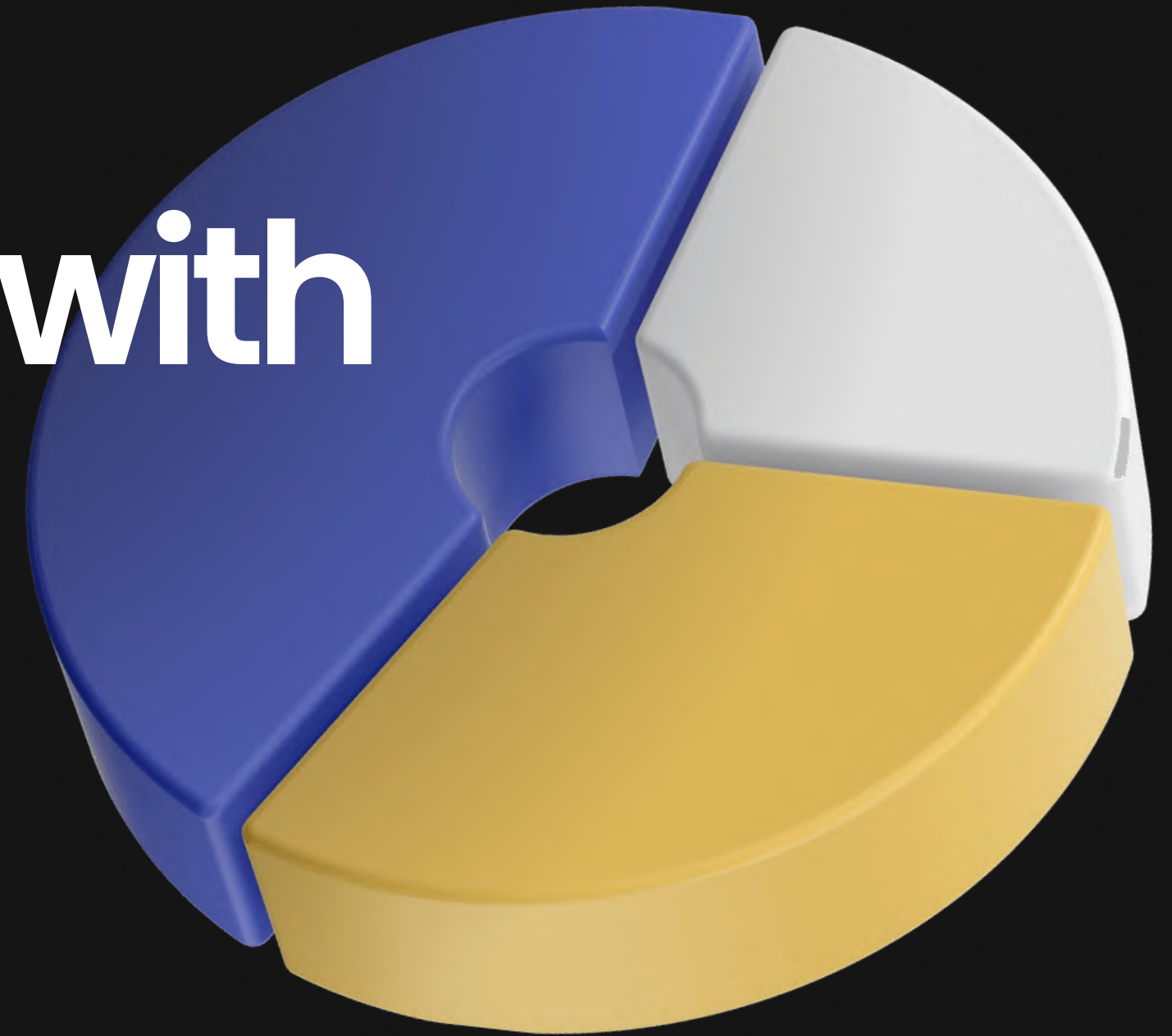


pnp

employee surveys with

HR analytics



B2B SaaS platform

Problem

Management doesn't always know what real problems are in the teams.

Employees burn out, companies lose key talents, and work less efficiently.

Why now

COVID turned the world upside down. This affected both the processes and the emotional state of the employees.

Our solution can significantly reduce risks by automating employee feedback.

Solution



- **Self-service platform**
- **Modern survey builder**
- **Survey templates**
- **Different types of survey**
- **Automation of sending**
- **eNPS calculation**
- **360-degree feedback**

The screenshot displays the 'Create survey' interface. At the top right is a blue 'Create survey' button. Below the title, there's a breadcrumb 'Surveys > Create survey'. A text input field for 'Survey name' contains the word 'Engagement'. To the right, there's a checkbox for 'Anonymous survey'. A 'Rating' question card is shown with a green star icon, a text input field containing 'How are you feeling?', and a description field. Below the question card, a 'Settings' panel is visible with a dropdown for 'Number of stars' set to '10', and input fields for 'Minimum value signature' (containing 'Bad') and 'Maximum value signature' (containing 'Great! 🥳'). At the bottom of the settings panel is a blue '+ Add question' button. To the right of the settings panel, a preview of the survey question is shown: 'How are you feeling?' followed by a 10-star rating scale from 'Bad' to 'Great! 🥳' and a 'Submit' button.

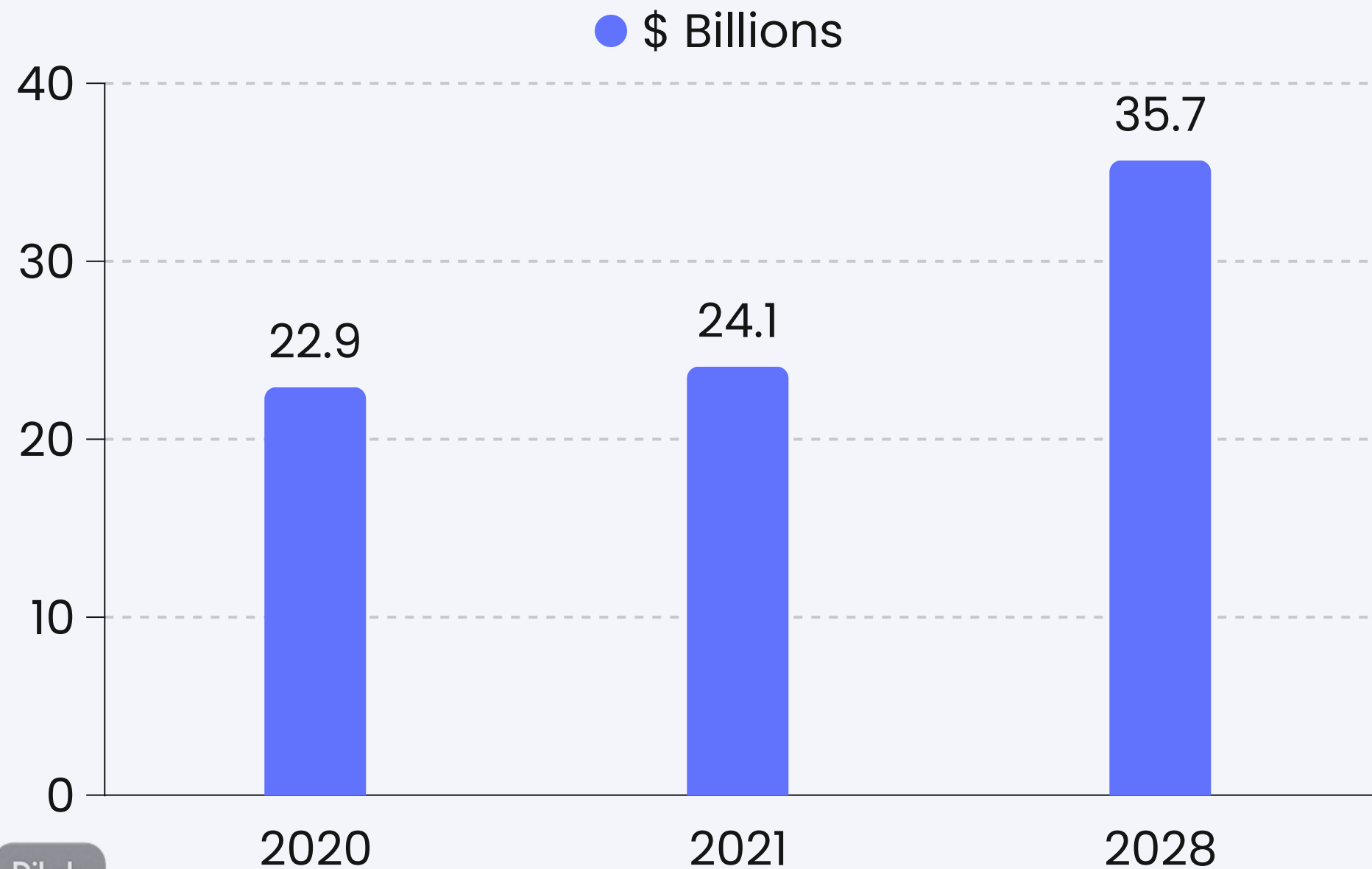
Audience*

- **Small and Medium businesses**
- **50–500 employees**
- **IT, Digital, HoReCa, Retail, Services**

*for the current (Q4 2021) version of the product

Market size

The global HRtech market is projected to grow from \$24.04 billion in 2021 to \$35.68 billion in 2028 at a CAGR of 5.8% in the forecast period.



Our solution is part of some of the most invested HR technologies over the past few years:

- Talent management
- Performance management
- Wellbeing



Russian HRtech market

TAM ₺ 20B

SAM ₺ 1.8B

SOM ₺ 200M



Competitors

Global

- Google Forms
- SurveyMonkey
- TypeForm
- Workday
- BambooHR
- Zoho
- Officevibe
- Netigate

CIS

- TalentTech
- Happy-Job
- Proaction
- Hurma
- Yva.ai
- Peopleforce

Business model

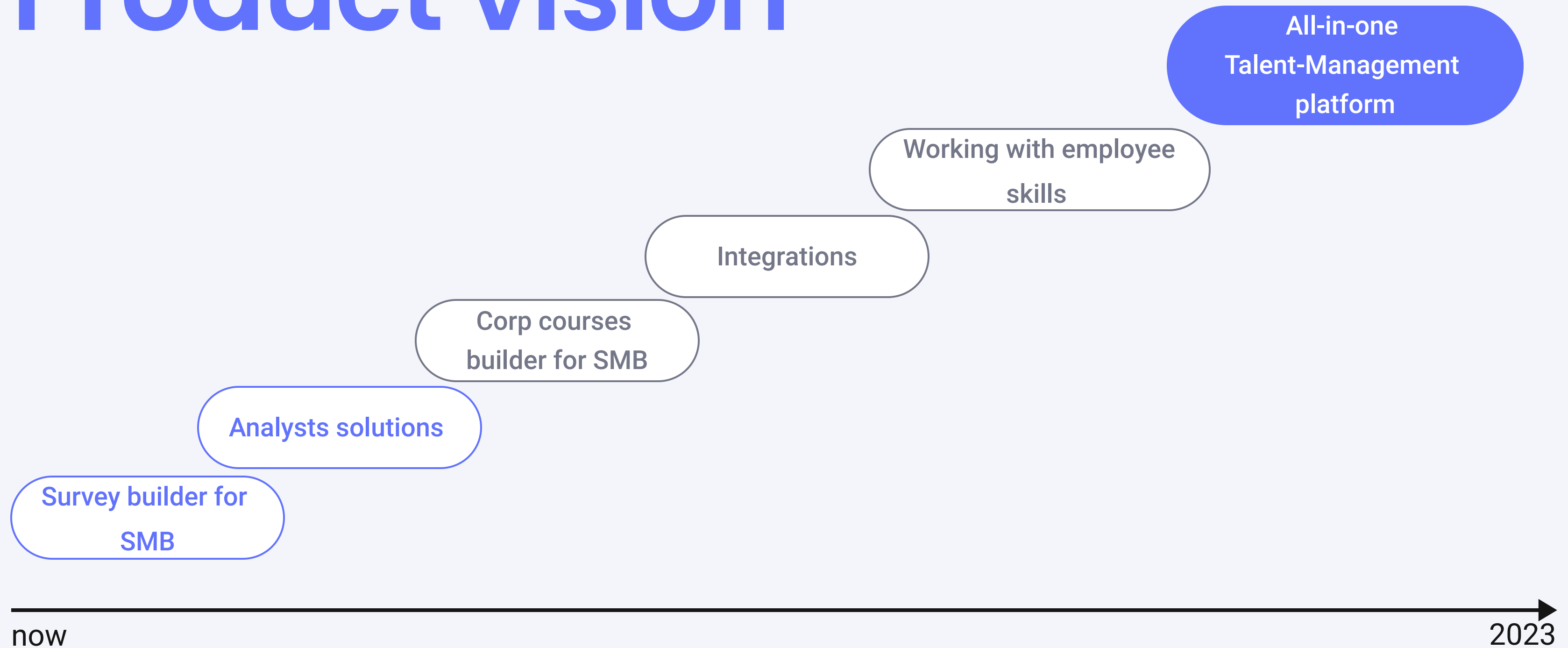
- **B2B SaaS**
- **\$60 per company/month (Base plan)**
- **14 days trial**



Marketing strategy

- **Direct sales**
 - decision-makers: HRD, HRBP, CEO
- **Working with the community**
 - telegram chats, Facebook groups, Slack
- **Participation in conferences**
 - include webinars
- **Linkedin&Facebook ADS**

Product vision



Our public roadmap

Advantages

Increasing online communications, more and more employees work remotely. Working with HR is more important than ever now, so all HR processes will be **automated**, employee **retraining** within the company will take place, and the employee's **intangible retention** have to be improved.

At the same time, the hiring of specialists will rise in price, the transition of specialists within the same company will become more frequent.

Also, **AI technologies** will be used to analyze HR processes.

Founders



Kirill Dobrinov CEO

9 years experience as a founder at [N1 team](#)
5 years experience as a product manager
at different companies include Yandex, VK:

<https://linkedin.com/in/kpdobrinov/>



Mark Gubarev CTO

9 years experience as a co-founder at [N1 team](#)
7 years experience as a back-end developer
and team lead at FinTech companies:

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People First LLC