

# Executive Summary

## **We're Khamelia Software, Inc. and we're in the process of upgrading our software product line to transition it to the cloud.**

Do you know that small and mid-sized businesses will spend approximately \$1.0 trillion on software and/or software-related services this year alone? That's right - businesses need software and they're willing to spend the necessary money to get the required software in order to help run their companies.

The technology world is radically changing yet again, and the individuals and companies who position themselves for this massive shift, can profit quite nicely. "In many areas, SaaS (cloud) has become the preferred delivery model," said Mr. Nag, senior researcher at Gartner. "Now SaaS users are increasingly demanding more purpose-built offerings engineered to deliver specific business outcomes." This is what the experts are saying... and that's where Khamelia will be. You see, we're positioning ourselves for this new opportunity, the cloud, and we're asking you to come with us.

[Gartner Inc](#), the world's leading IT research and advisory company, has been tracking this new market demand since its beginning, where they have reported approximately \$48.2 billion in revenue in 2016 and \$71.2 billion in 2018 for software companies that are offering their software services from the cloud.

According to the Gartner Group, the worldwide SaaS cloud services is projected to grow over a 160% from 2016 to 2021, a growth of \$117.1 billion in 5 years. And this is only the beginning. Gartner is predicting exponential growth for the next 20 years.

*“Cloud computing is the new norm; the cloud is here to stay”*

*The Khamelia Adaptive Business suite has been in existence since 2012, when version one (v1.0) went on the market as an on-premise solution. Version two (v2.0) went live three years later in 2015, again as an on-premise solution. **Our current customers have been very happy with our product, but in order to stay competitive we need to evolve our product line, we need to go to the cloud. We will do that with Khamelia v3.0, the cloud edition. We are looking for investors to help Khamelia make this transition.***

## Opportunity

### Problem

*Companies today have to use business tools from many disparate vendors in order to conduct their day-to-day operations. This setup is costly, introduces compounded technical challenges that IT departments have to struggle with, and constrains the growth and profitability of the business.*

### Solution

The Khamelia Adaptive Business suite is a set of essential business tools that operate on our proprietary adaptive framework system. This setup considerably reduces costs, frustrations, and technical complexities in the environment, allowing for company funds and resources to be re-allocated towards more profitable pursuits.

The Khamelia software suite consists of the following modules:

- Project Management
- Task Management
- Timer
- Timesheets Management
- Invoice Management
- Document Management

We have additional modules that are in development or in the pipeline which will aid businesses in their day-to-day operations.

The Khamelia software is developed using our mature proprietary framework architecture design on the latest **Microsoft programming technology** (C# on ASP.NET MVC 6.0, Xamerin for mobility, with an SQL database). This makes our product robust, secure, and scalable to accommodate future modules and growth.

### Market

The Khamelia software bundle can be used by companies across multiple industries in order to manage, support and run their operations. Due to its advanced framework architecture, Khamelia can accommodate any size company, from small to enterprise level.

## Competition

We have a unique solution as no other competitor offers the software package that we do. Our competitors either offer a stand-alone project management module, or an invoice module, or a document management module, but not all of our tools in one software package. Also, none of our main competitors use our design (modules integrated on a framework architecture).

To reiterate, going with a disparate multi-vendor approach is costly and technically problematic.

The table below depicts the SaaS-based companies that will be regarded as the top competition to the Khamelia System.

Vendor	Founded	Country	Monthly Subscriptions	Monthly Revenue	Stock Offering
Asana	2008	US	150,000	1,798,500.00	Private
Clarizen	2005	Israel	400,000	16,400,000.00	Private
Trello	2011	Australia/UK	4,750,000	47,452,500.00	Public (NASDAQ)
LiquidPlanner	2006	US	200,000	9,000,000.00	Private
Wrike	2006	US	240,000	2,397,600.00	Private

## Why Us?

There are many reasons for customers to adopt Khamelia in their company. We have the best team, the best development technologies, and the best processes. We strive to prove to our customers that they can have the highest confidence in our products, and that we will be here for the long run.

The Executive Staff brings decades of proven leadership and organizational discipline, and due to our recruitment and retention strategy we have a cohesive, educated, experienced, and mature team; the envy of our competitors.

Our technology is innovative and elegant. We follow industry best practices. Our development is advanced, using the best designs and tools from Microsoft. Our testing processes are rigorous. We do extensive functionality and performance testing, and we use an external Quality Assurance audit firm to certify our testing plans and methods.

We have implemented a **Technical Advisory Board** staffed with board members from small and large companies to ensure our technology and development approach is sound and competitive. We are also implementing a **Leadership Advisory Board** staffed with leaders experienced in many industries.

And most importantly we reduce costs. We offer a software package of essential business tools that considerably reduces the expenses to the company by reducing subscriptions and licensing costs, support and maintenance costs, reduces training and on-boarding needs, and improves efficiencies in the work force.

## Forecast

Khamelia Software Inc ("Khamelia") will start its BETA phase in January 2019. This phase will be twelve months of comprehensive testing and validations where all major issues will be found and addressed. This will ensure that Khamelia will enter 2020 as a tested and proven mature business platform. During the BETA phase, Khamelia will start monthly subscription transactions at the reduced BETA pricing schedule, ensuring a revenue stream.

Khamelia will be fully profitable by the end of 2020, the first year of real operations, and will enter 2021, the second year of real operations, as a profitable company. We expect conservative revenue growth of ~50% percent year-on-year for the first 5 years starting with the first fully profitable year (2021-2025).

During the first five years of real operations (2020-2024) we will focus on **bringing on new customers, increasing repeat customers, and growing our product offering**. Because of this strategy all profits during this time period will be cultivated back into the company. This will grow our market share, improve the customer experience which will stimulate a positive feedback, and strengthen our competitive advantage. This is in line with our corporate objective to establish, solidify, and promote the Khamelia brand.

The corporate goal is that after the first five years of real operations and profitability, Khamelia Software Corporation will start its dividends payments to shareholders in accordance with the Khamelia Dividends Payment Plan, which will be finalized in the fifth year of real operations (2024). Dividends payments should start with fiscal year 2025.

Milestone	Due Date	Details
Launch the Khamelia System prototype	November 05, 2018	The Khamelia Project Management (PM) Module prototype will allow potential users and investors to see the main PM module functions, how the user interface (UI) looks like, and allows for familiarization with the Khamelia System.
Launch the BETA Phase of the Khamelia System v3.0	February 1, 2019	Launch the BETA phase of the project, with the core functionality package of the Khamelia System in order to start functionality testing, user acceptance testing (UAT), regression testing, and performance testing.
Start BETA Subscriptions	May 06, 2019	Start subscriptions for use of the Khamelia System, at the BETA pricing model.
Launch the Full Marketing Campaign	September 16, 2019	Start bringing awareness to the market of the Khamelia product.
<b>GO LIVE!</b> Launch the Khamelia System in full regalia!	January 20, 2020	Go live with the full Khamelia product line at Production pricing model.

## Financing Needed

We will transition Khamelia from the on-premise platform to the cloud, on Microsoft Azure. In order to do that, we have to update and modify the code, add additional packages of features, update the user interface (UI) to a more modern look, and then put it all through rigorous Quality Assurance (QA) testing.

We need to ensure future clients will have full confidence that they can move their operations on Khamelia. Therefore the focus and the **majority of the effort will be around quality assurance**. To do that, we will put Khamelia v3.0 cloud software through rigorous and extensive testing. We will need to:

1. Hire the Quality Assurance team consisting of QA analysts, QA engineers, and a QA project manager.
2. Conduct full functionality testing, user acceptance testing (UAT), regression testing, and performance testing. Resolve bugs and findings at every phase of testing.
3. Ask BETA participants to start using the Khamelia suite and report bugs and findings. Resolve these findings.
4. **Bring in an external firm of QA auditors to issue the Khamelia Quality Assurance Audit Report.**
5. Publish the **Khamelia Quality Assurance Audit Report** to the public.
6. Prepare for **GO LIVE!**

Once the QA efforts are complete, we will shift focus and ramp up our marketing and advertising efforts to be ready for the January 2020 Go-Live date.