



Cas[e]pire

Cas[e]pire



a step forward in your career.



Agenda →

Team

Competitive Advantages

Problems and Solutions

Revenue Model

What is Cas[e]pire?

Financial Projections

The Platform

Current Investors

Size of the Market

Accomplishments to Date

Competitors

Use of Funds



Our Team

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Göksu Gürson
Chief Product Officer



Aslı Bingöl
Chief Communications Officer



Yusuf Yurtseven
Chief Finance Officer



Okan Yıldırım
Chief Marketing Officer

Problems →

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With 19.6 percent, **one out of every five university graduates** are unemployed in Turkey (2021).

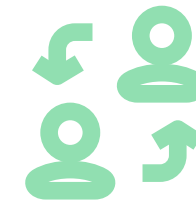
The **average time** to find the first job for bachelor's degree graduates was realized as **13.6 months** (2022).

01



52% of people feel that they get eliminated in the CV screening phase (survey data).

02



Skill assessment tests are ***not sufficient indicators*** of the applicants expertise and skills.

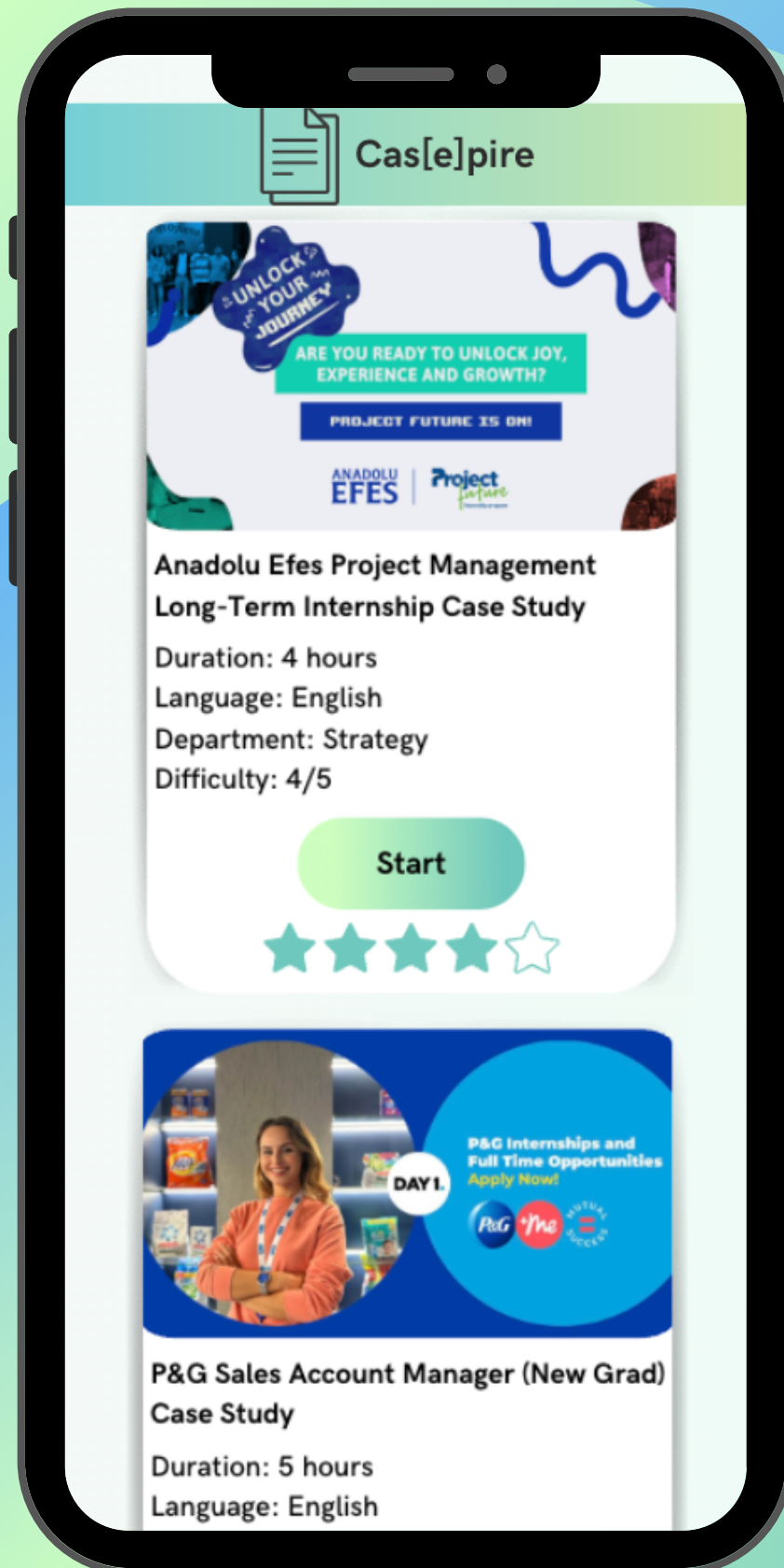
03



Demand for workshops on resume building, interview preparation, and job search strategies.



Cas[e]pire



What is Cas[e]pire?

Cas[e]pire is an online platform that offers university students and recent graduates an opportunity to pass the dreadful CV screening phase and *enhance their chances to be chosen* according to their *performance* they demonstrate in specific case studies and simulations provided by the most desired firms.

1. Case Study Library
2. Interactive Learning Modules
3. Performance Analytics
4. Articles and Workshops

"to create perfect matches between jobs and people."

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The Platform


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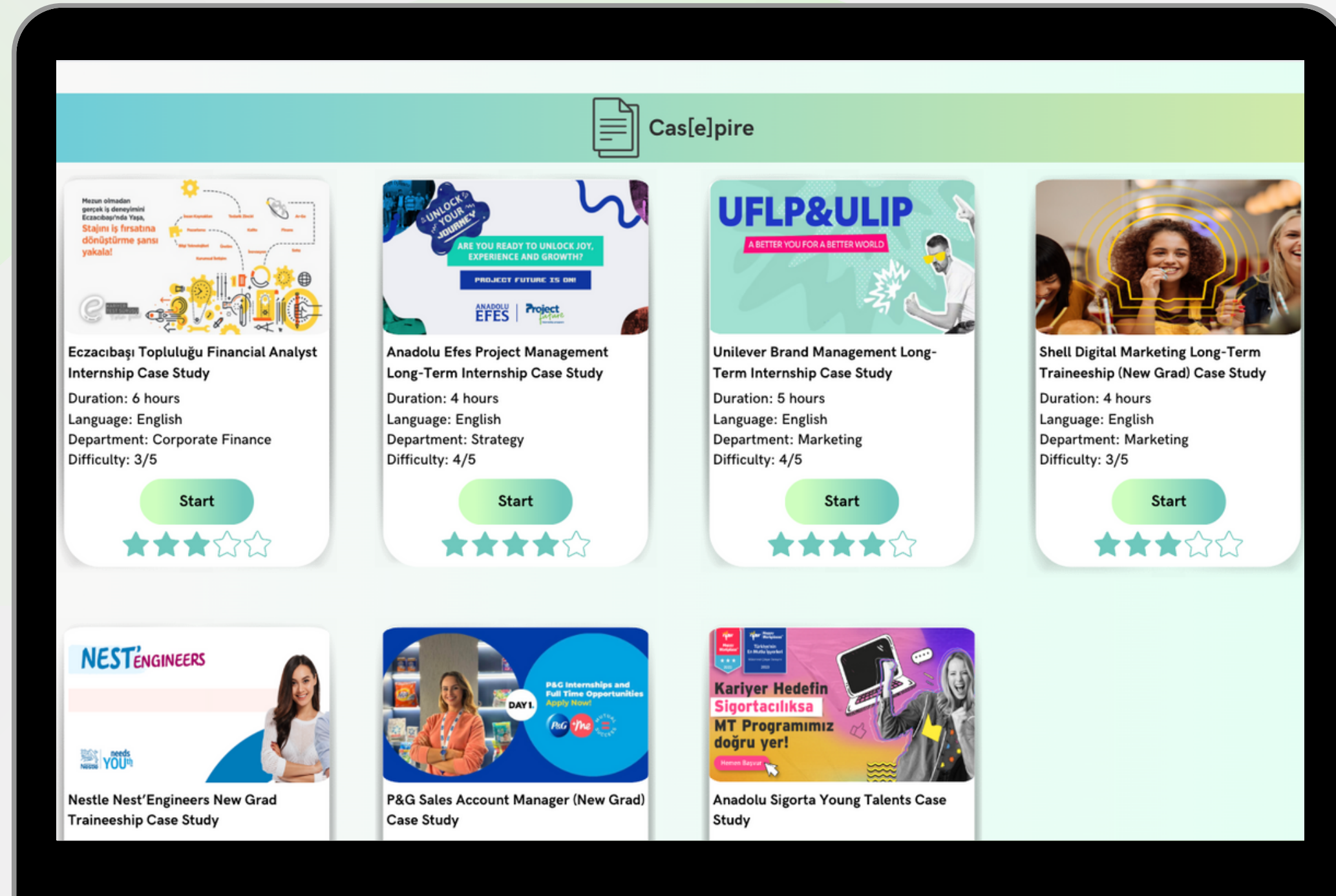
○ Desktop and mobile responsive design

○ Partnership with Bilkent Career and Alumni Office
Director Ms. Tümay Öztürk Altaş

○ Use of generative AI
In the development of new case studies and simulations as learning modules and for companies by request.

○ Access to Open Source Case Studies

 Cas[e]pire



Size of the Market

Total Available Market (TAM):

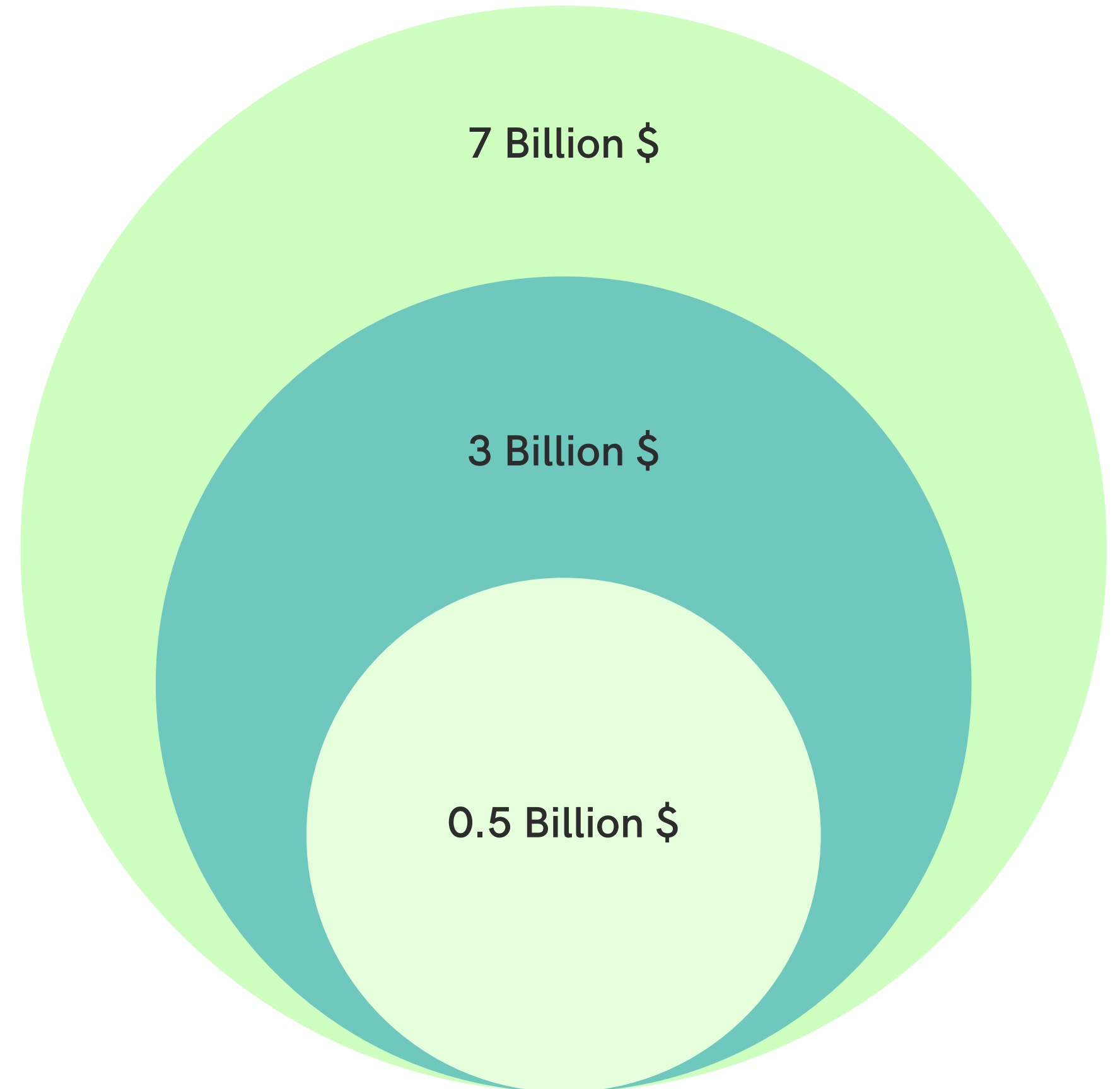
7 Billion \$

Serviceable Available Market (SAM):

3 Billion \$

Serviceable Obtainable Market (SOM):

0.5 Billion \$



MARKETING STRATEGY

Multi-Channel Marketing can be used to extend our customer reach and boost customer engagement.

01

SOCIAL MEDIA MARKETING

Using social media platforms like Instagram, Youtube, Tiktok to interact with potential users.



02

LINKEDIN

Using LinkedIn to directly contact companies for possible collaborations.



03

SEO AND SEM

Using search engines for gaining traffic and visibility through both paid and unpaid efforts.

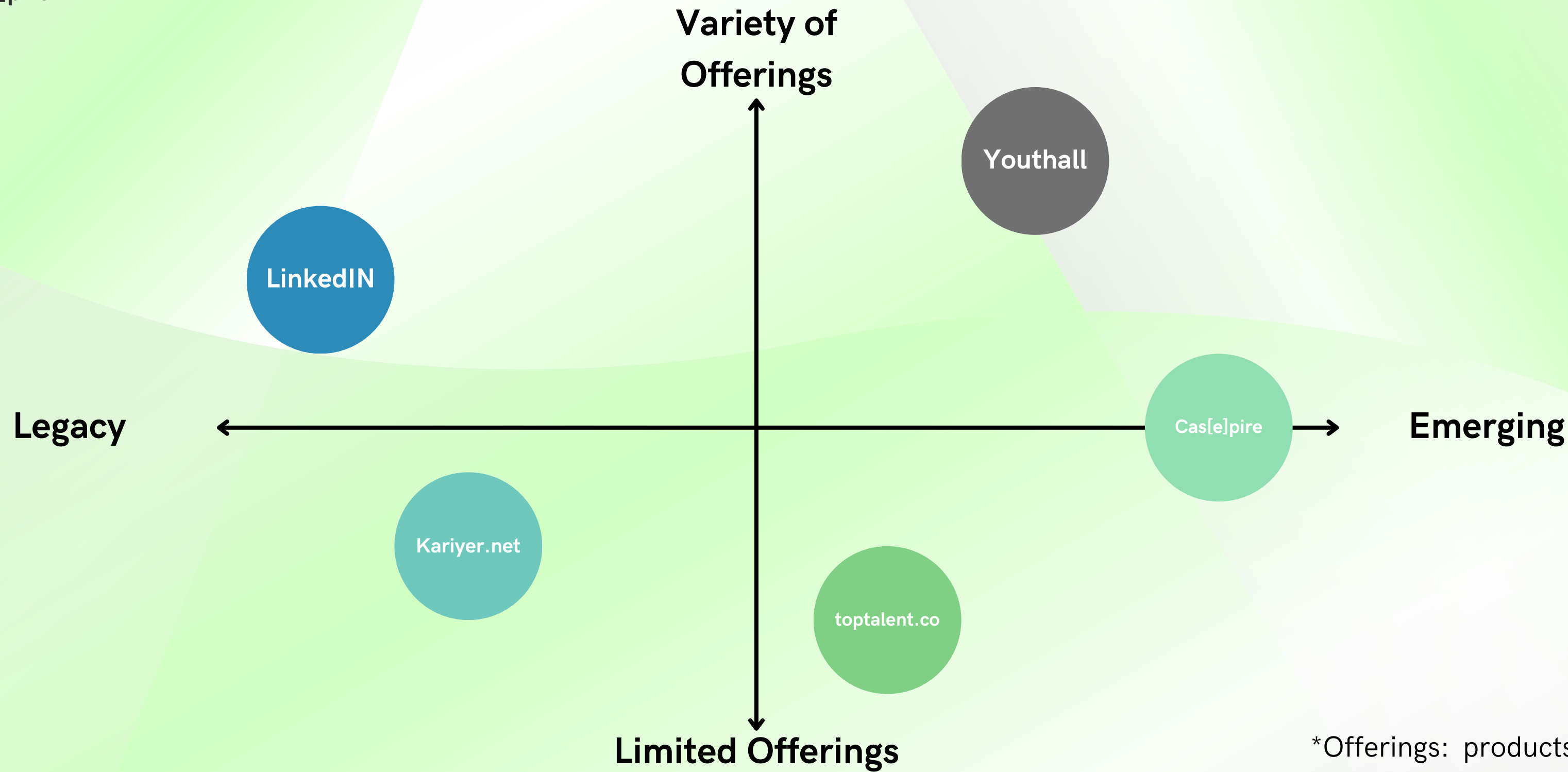


04

KPI'S

Using KPI's like website traffic and click-through rates to determine targets and help us determine company's position.





*Offerings: products and services additional to job finding.

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**Direct Connection with Company
Representatives**

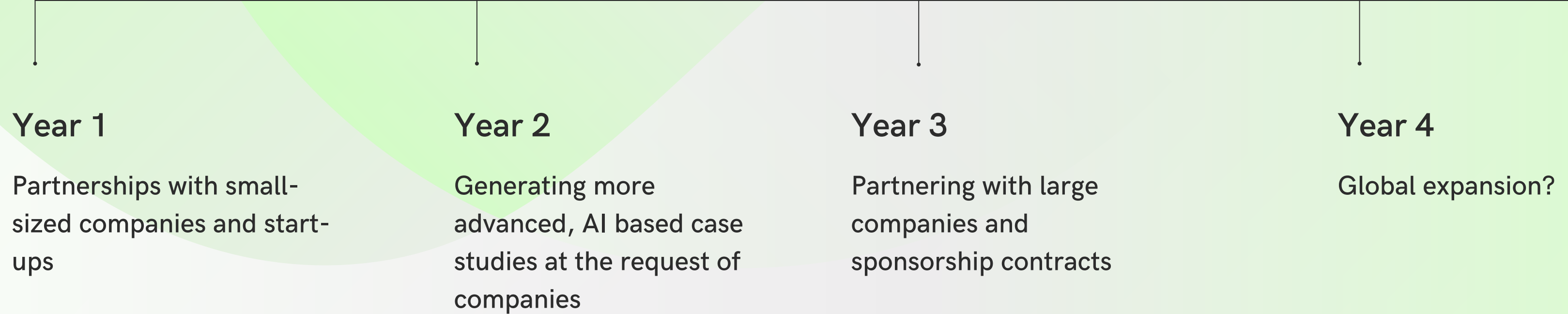
**Premium Recruitment Services (Resume
views, personalized coaching, etc.)**

**Use of Generative AI to Create Case
Studies**

**Virtual Career Fairs and Recruitment
Services**

Projected Timeline →

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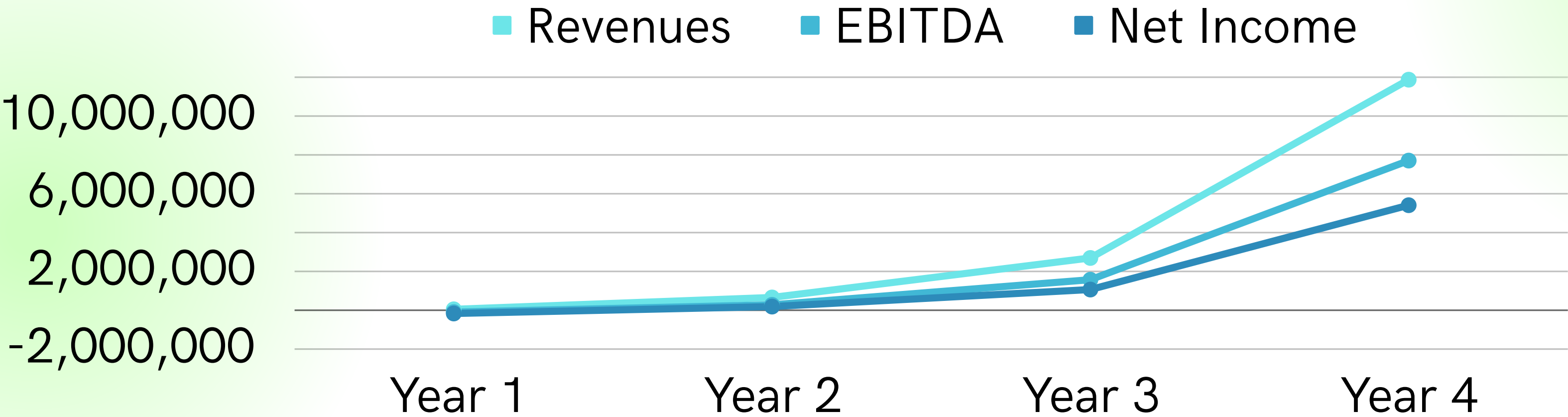
Revenue Model

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<i>Corporate Partnerships</i>	Partnering with companies to feature their case studies and connect directly with potential candidates. Companies pay a fee for enhanced visibility and access to the talent pool.
<i>Recruitment Services</i>	Offering premium recruitment services where users can opt for personalized career coaching, resume reviews, and interview preparation.
<i>Advertising and Sponsorship</i>	Advertisements and sponsorships from educational institutions, career development services, and other relevant entities looking to reach the platform's user base.
<i>Case Study Fees (future offering)</i>	Additional fee structure from having platform writers generate new case studies for the companies that request to use in the platform.

Financial Projections

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	YEAR 1	YEAR 2	YEAR 3	YEAR 4
Revenues	\$ 49053	\$ 658527	\$ 2692556	\$ 11873145
EBITDA	\$ -94947	\$ 279619	\$ 1573091	\$ 7706654
Net Income	\$ -167209	\$ 188240	\$ 1066009	\$ 5409335



Investment Needs →

- \$ 60000 FFF
- \$ 60000 VCs
- \$ 20000 Loans
- \$ 5000 KOSGEB
- \$ 5000 EU



FFF



Investors



Loans

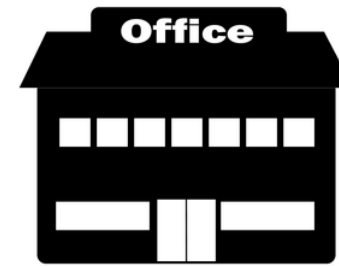


KOSGEB



EU

Use of Funds →



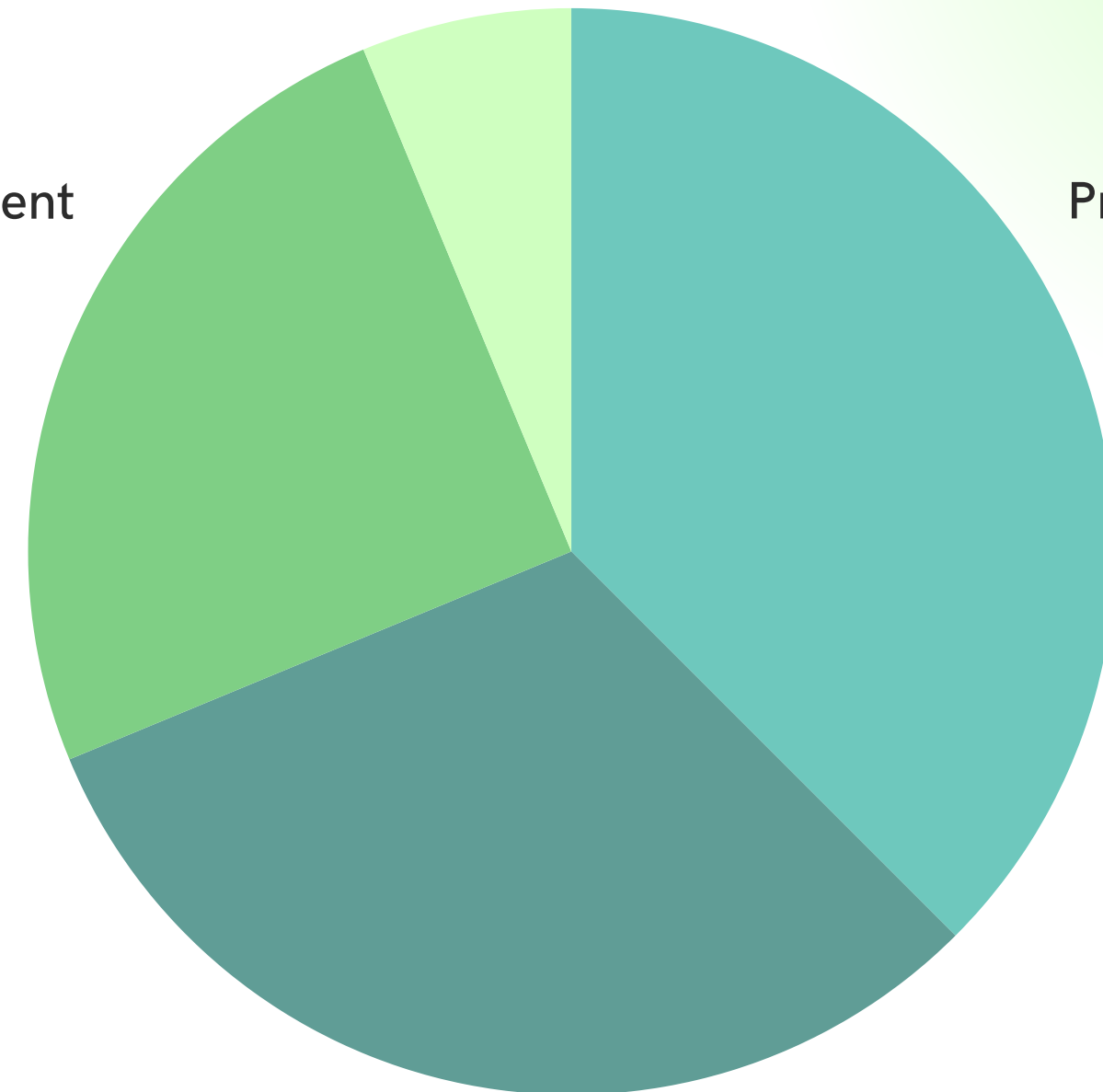
Office and Equipment
25%



Personnel
6.3%



Product Development
37.5%



Marketing and Sales
31.3%



- \$ 60000 on Product Development
- \$ 50000 on Marketing and Sales
- \$ 40000 on Office and Equipment
- \$ 10000 on Personnel



Cas[e]pire

Thank You for your time!

Reach out to us for questions.



www.casepire.com



hello@casepire.com



+90 (538) 932 5827

iQuit

QUIT TOBACCO AS ONE, EVERYONE
AND EVERYTHING





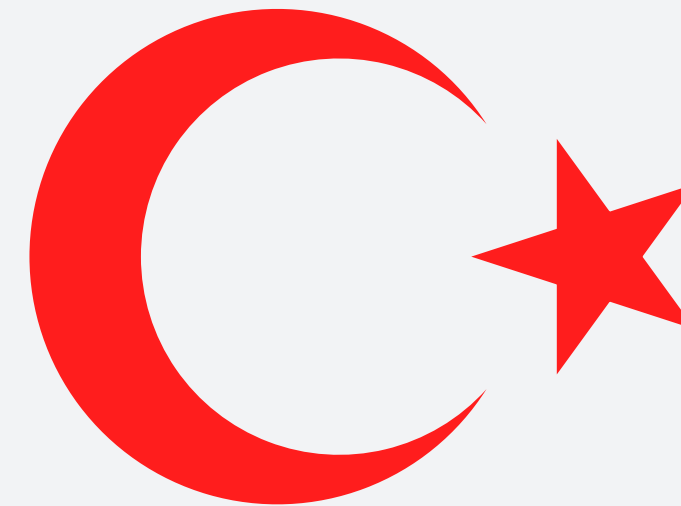
The Problem

_____ of one, everyone and everything

1.3 B People Globally



15 M People in Turkey



smoke

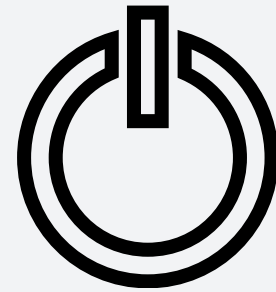
Not only humans

Pollution is also caused
by **thrown-away** buds

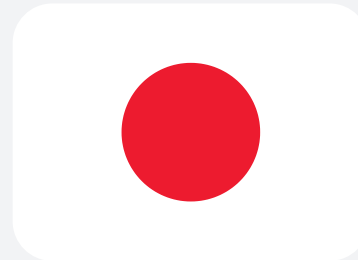


The Birth of iQuit

**Me myself a quitter,
call me Aybo**



Japan - Initial Experience



The Team



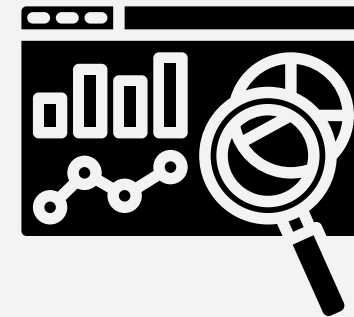
Szymon Stasiak

The Finance Hero from not so far away



Mert Ataol Viran

The Master of The Market





What do we bring
into the **game**?



**One
everyone
and
everything**

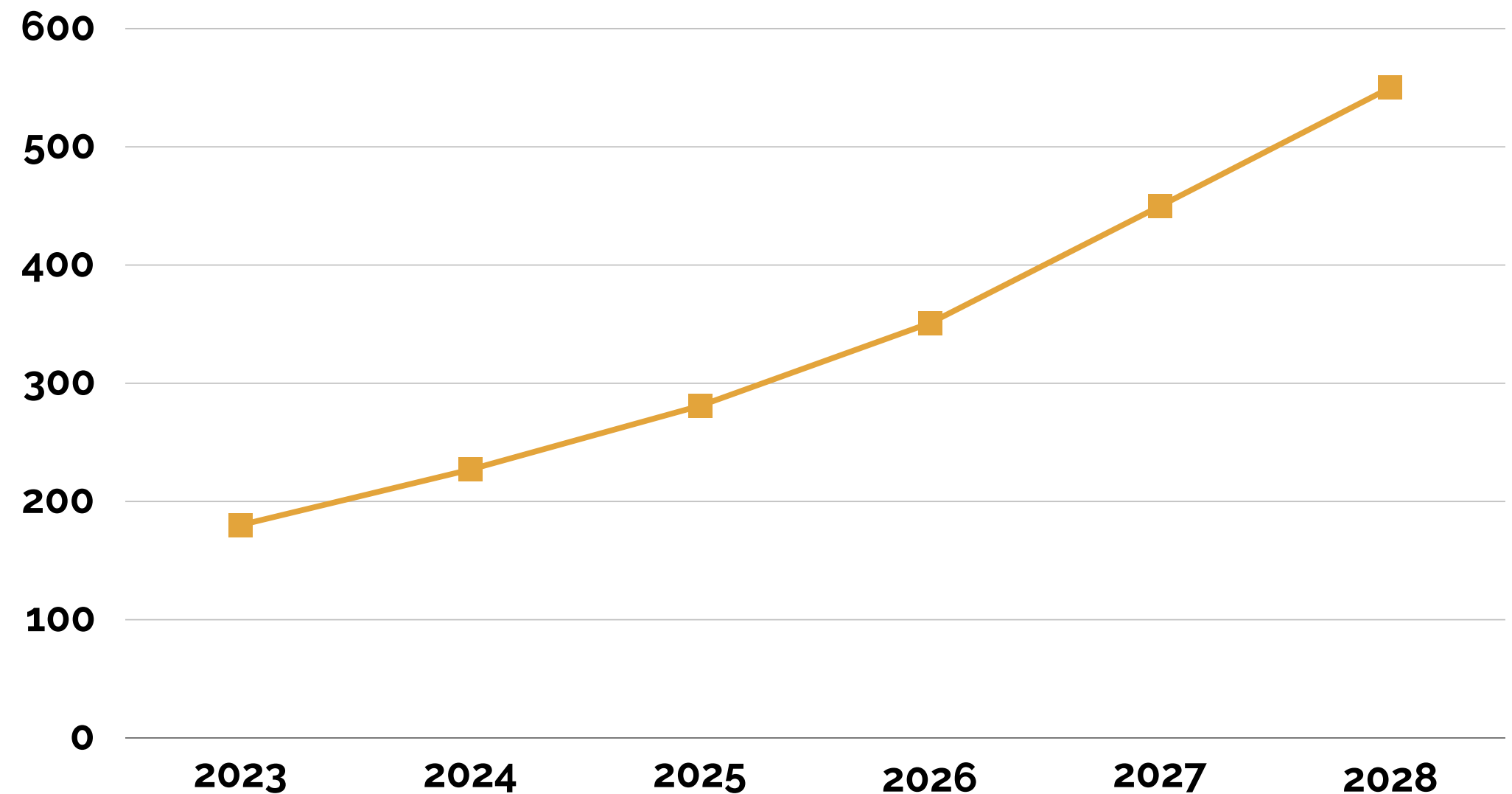
**Physical
Presence**

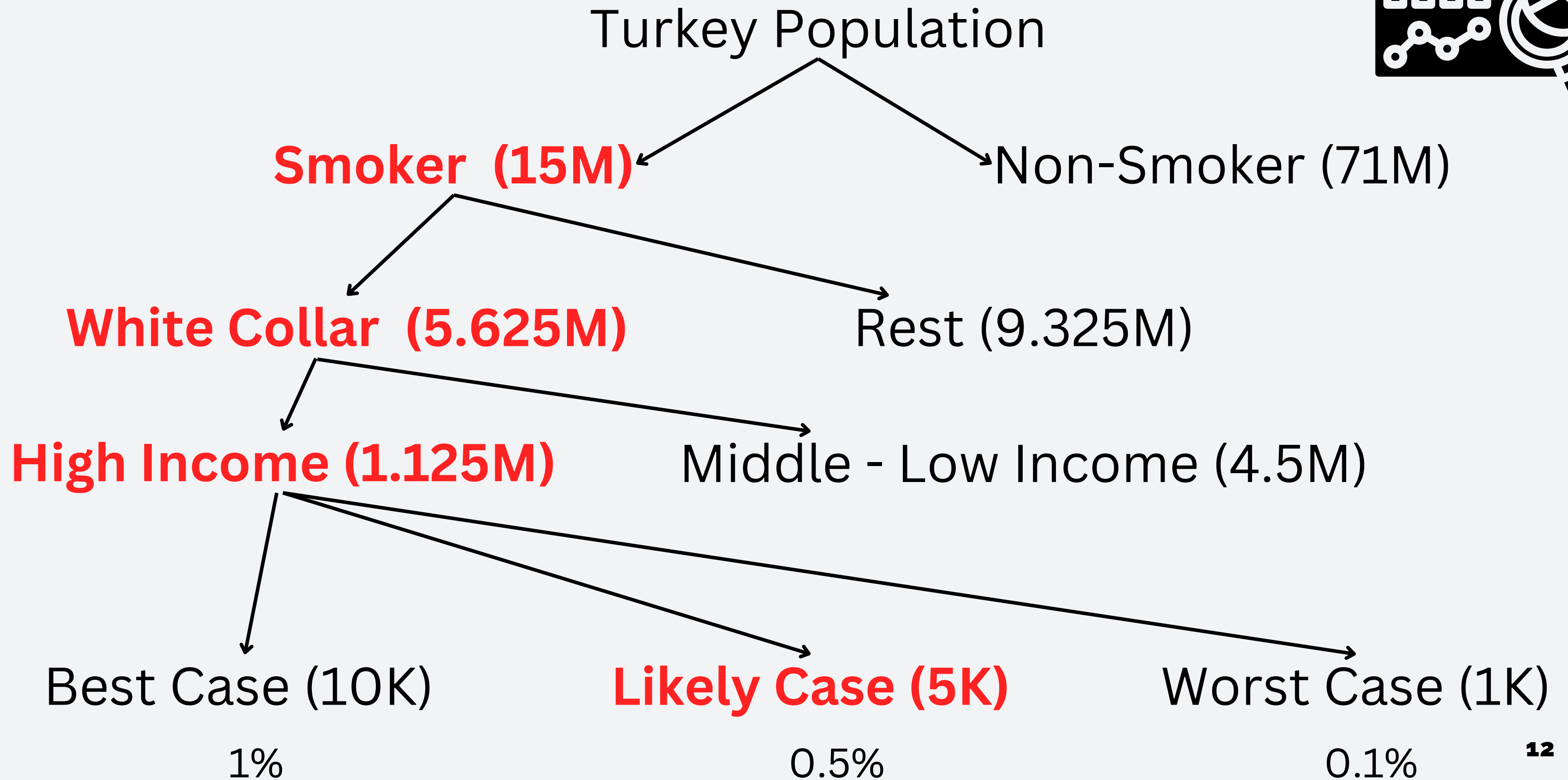
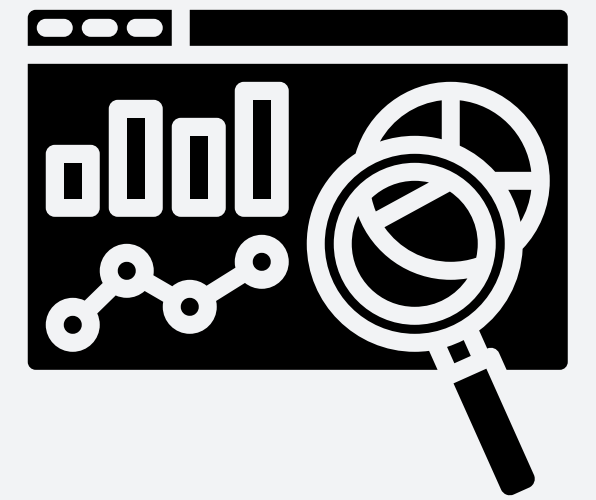


— The Market

Rise of the Digital Health Industry

The global market for digital health in healthcare is expected grow from \$180.3 B in 2023 to \$549.7 B with a CAGR rate of 25.0%



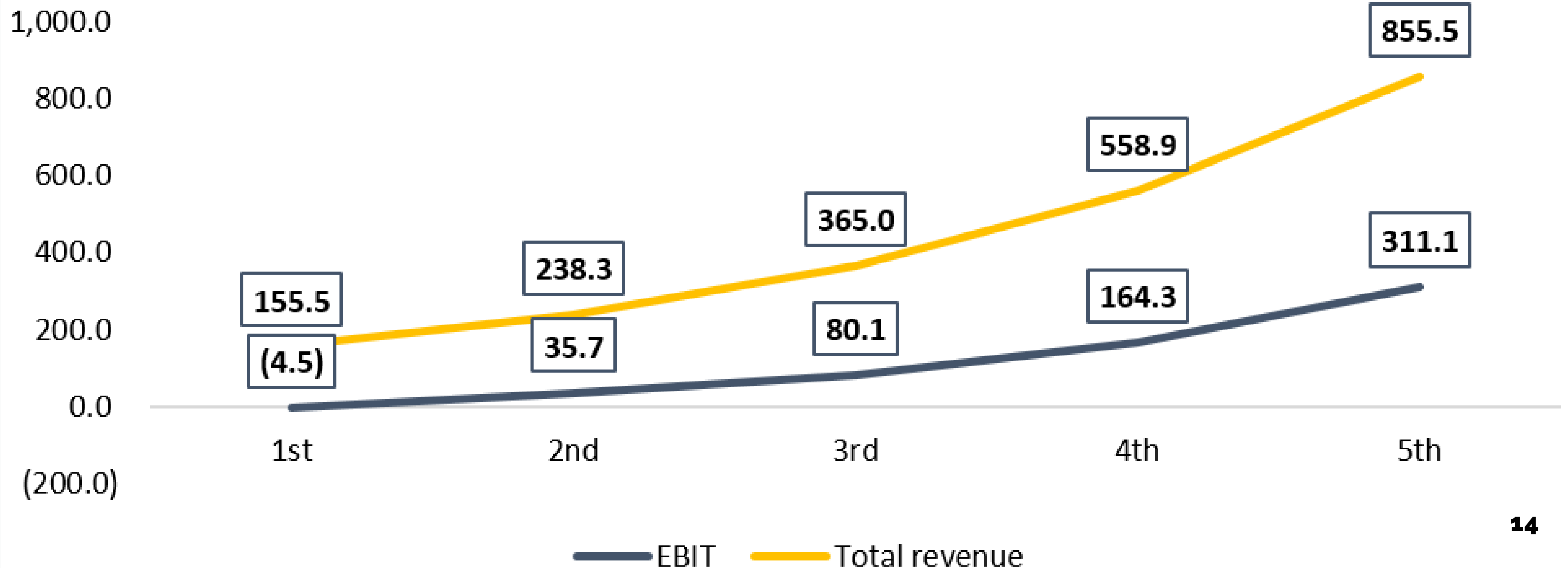


The Strategy, **Step One**

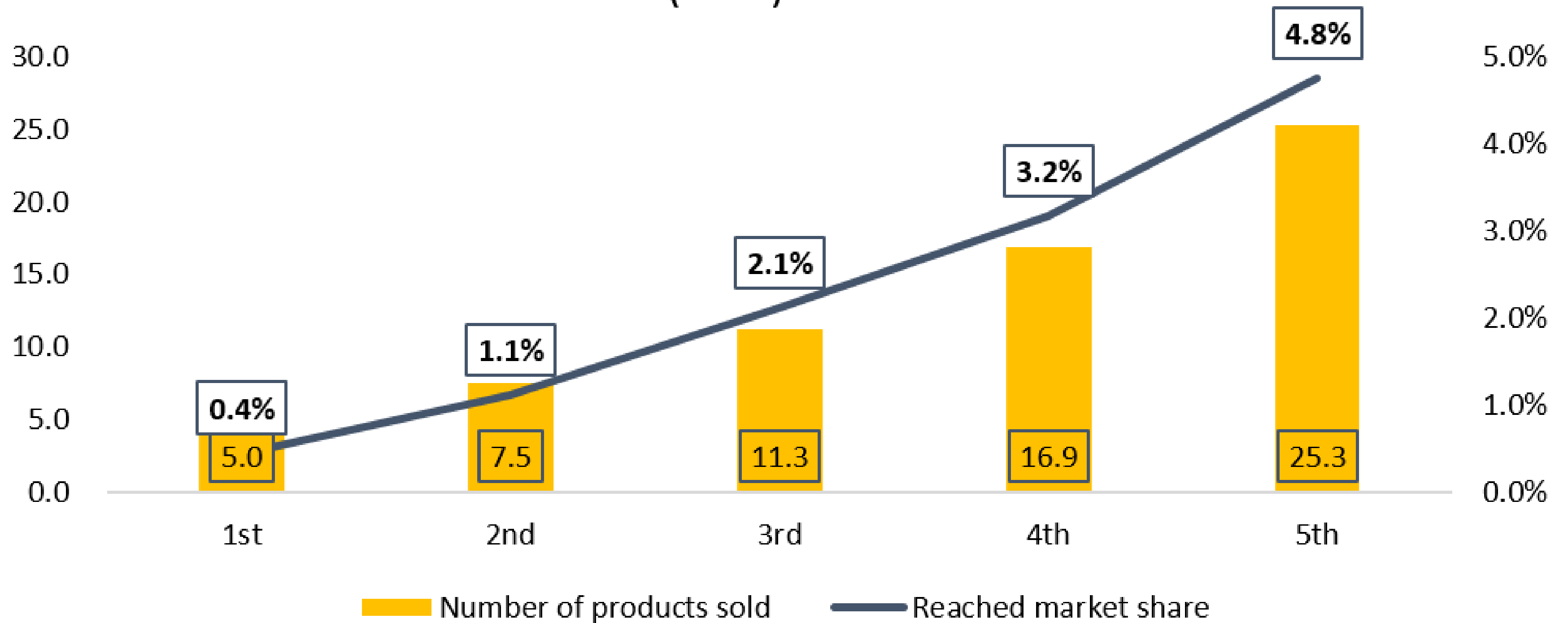
- Go2 Market: **Smokers with high income, and a sense of fashion**
- **Creating a new trend and branding**
- Model: **Freemium - with a twist**

Sales & Revenue

Financial performance ('000 \$)

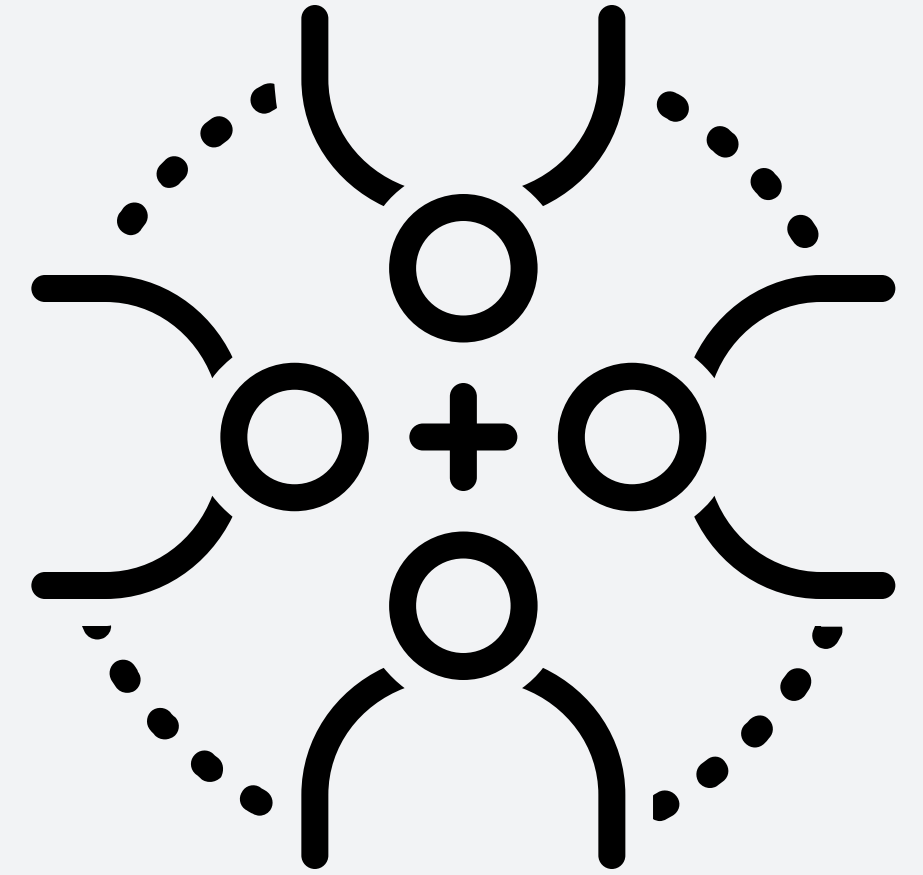


Device sales ('000) and market share



Step Everyone

- Giving people a **goal**, and getting to the **next era**
- The exchange system and **weQuit.**
- Reaching everyone, everywhere

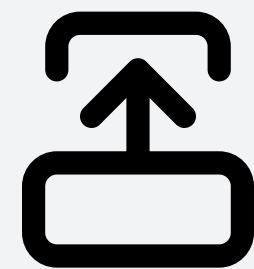


Step Everything

- 4.5 Trillion buds
- **Disposing centers**



Shift to B2B











Brazil and India

Plushies



Paper

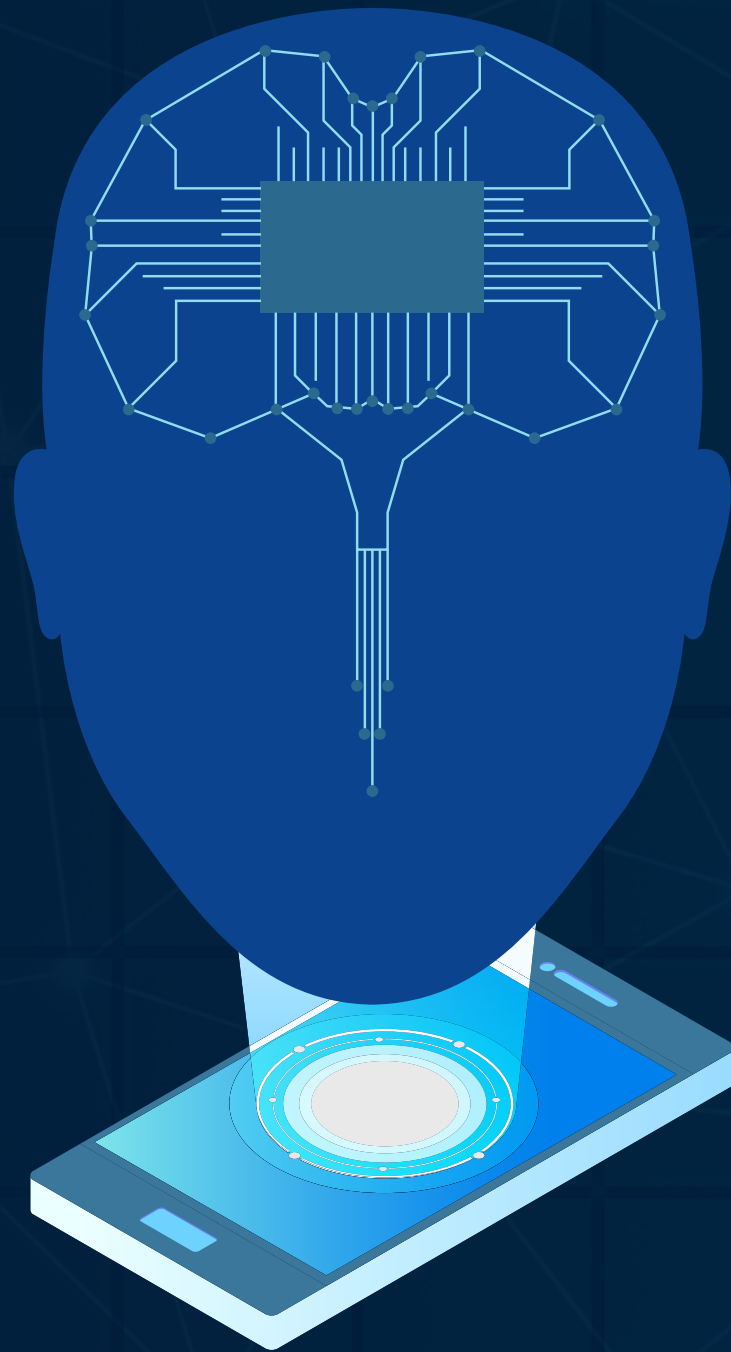
Differentiation

	Digital Health Appications	iQuit
Smart Pricing		
Tailored Language Options		
Reward System		
Physical Presence		

The Experiment with No Risk

Why not invest?

Thanks,
from the ones not
that won't **quit**



BEATUS MOS

GET THE MOST

Pitch deck by:



**BEATUS
MOS**

BEATUS

OUR TEAM



Cevdet Yunus Yörük



İlke Berfin Ateş



Beril Berksun



Ersan Egemen Kakaç



Ahmet Burak Aksu



MEETING AGENDA

- **Problems**
- **Solutions**
- **App Design and Features**
- **Marketing Strategy**
- **Competitor Analysis**
- **Financial Projections**
- **Investment Needs**



PROBLEMS

**TRADITIONAL
COMMUNICATION
COMPLEXITY**

**INEFFICIENT
REQUEST
MANAGEMENT**

**DELAYS
IMPACTING
CUSTOMER
SATISFACTION**

**CHALLENGES IN
DIRECT
COMMUNICATION**

**INFORMATION
OVERLOAD AND
POTENTIAL
MISINFORMATION**

**COST REDUCTION
IMPACTS HOTEL
CUSTOMER
SATISFACTION.**



BEATUS

SOLUTIONS

**REAL-TIME
COMMUNICATION**

**INSTANT
DETAILED HOTEL
INFORMATION**

**PERSONALIZED
EXPERIENCE**

**EFFICIENT
REQUEST
MANAGEMENT**

**COST-EFFECTIVE
COMMUNICATION**

**CUSTOMER
SATISFACTION
ENHANCEMENT**



BEATUS

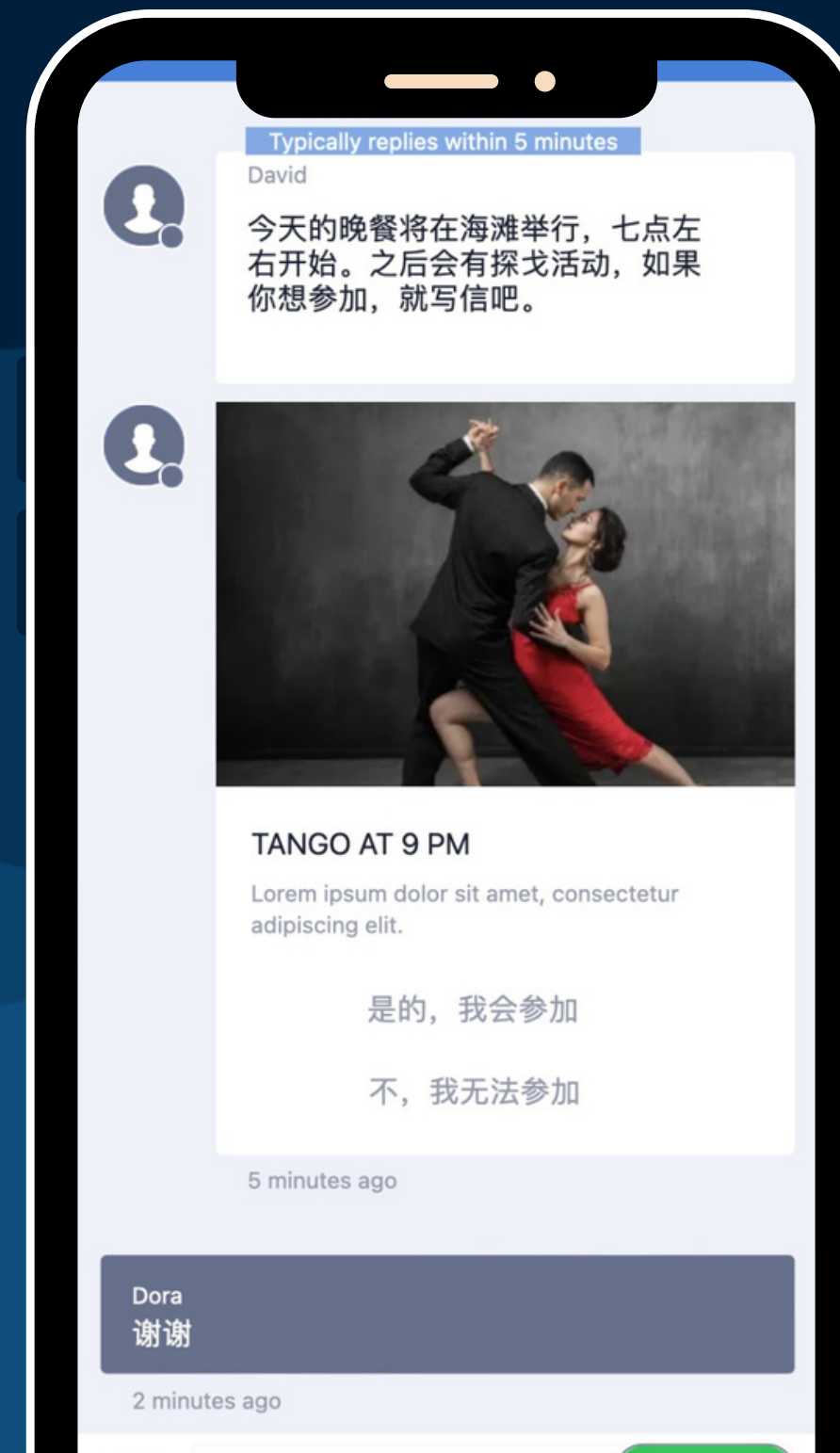
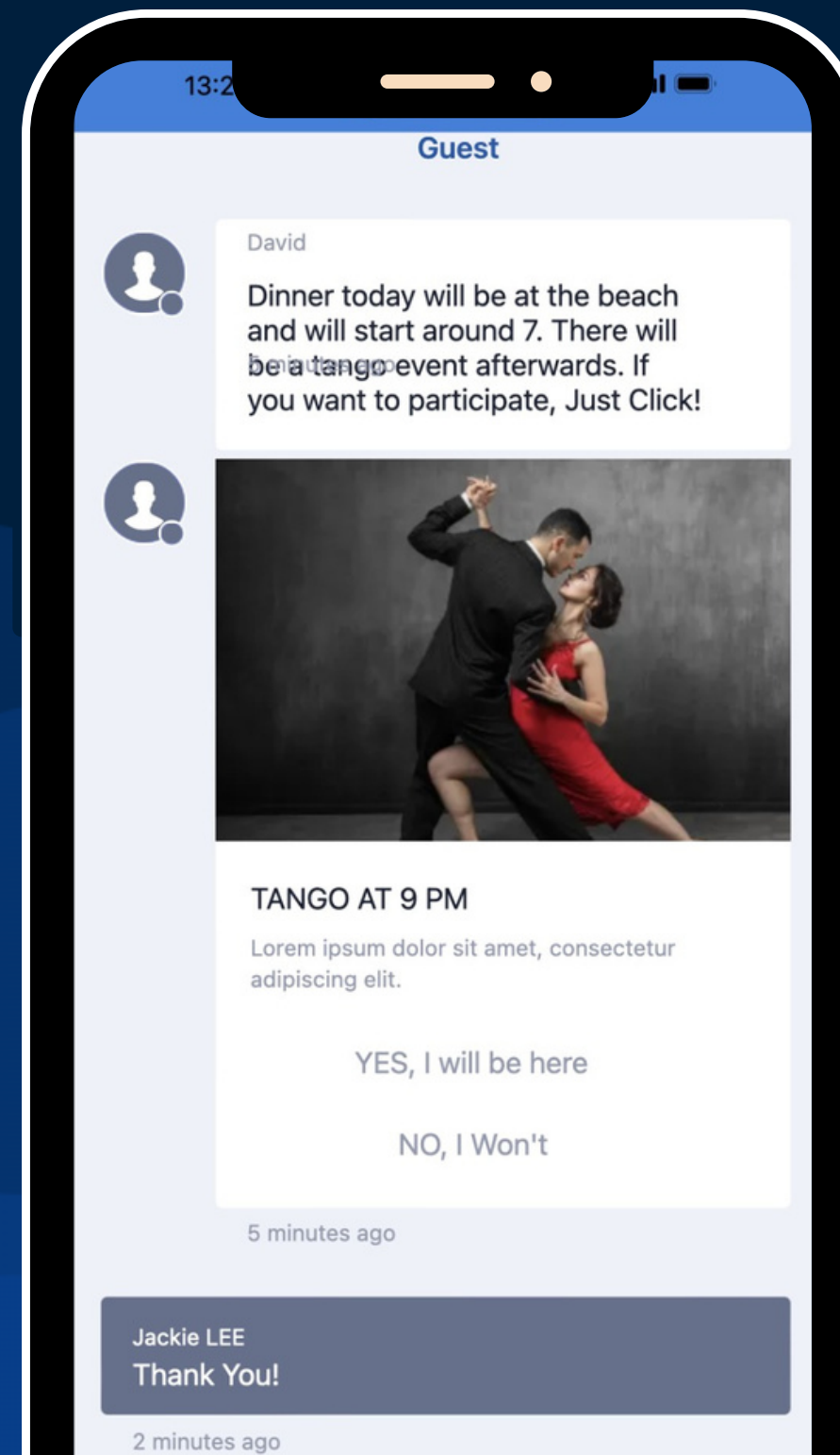


MODERN INTERFACE



EASY TO USE

Simple, elegant design for all age groups.



MULTILINGUAL SUPPORT

Multiple languages, appealing globally. Real-time Translation

APP WALLET

SMART ROOMS
SYSTEM

13:20

Payment Method

Credit Card

Paypal

Apple Pay

CARD DETAILS

Card Type

Card Number

Name on Card

Expiry Date

CVV

You CVV is the last 3 digits in the siganture strip on the back of your card.

Save card for next time?

BILLING ADDRESS

Full name*

Postcode*

City*

Country

Phone number

① Use your mobile number please

Reception

Dida

Serginho

Nesta

Employee

Stam

Maldini

Gattuso

bellboy

Pirlo

Seedorf

Kaka

Spa&Wellness

Inzaghi

Shevchenko

Maria

Other Guest

Serena

Kvitova

Jennifer

SMART
NOTIFICATIONS

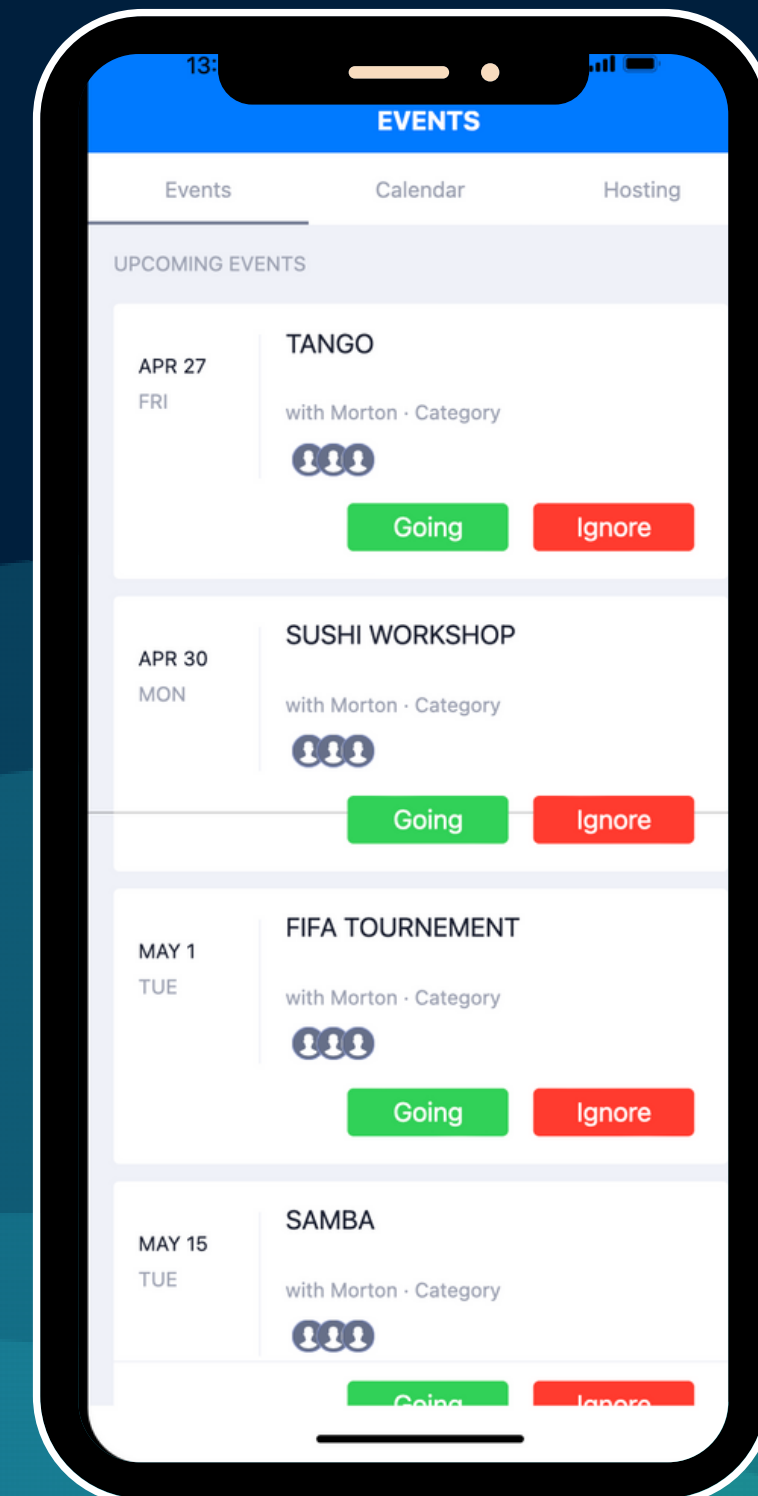
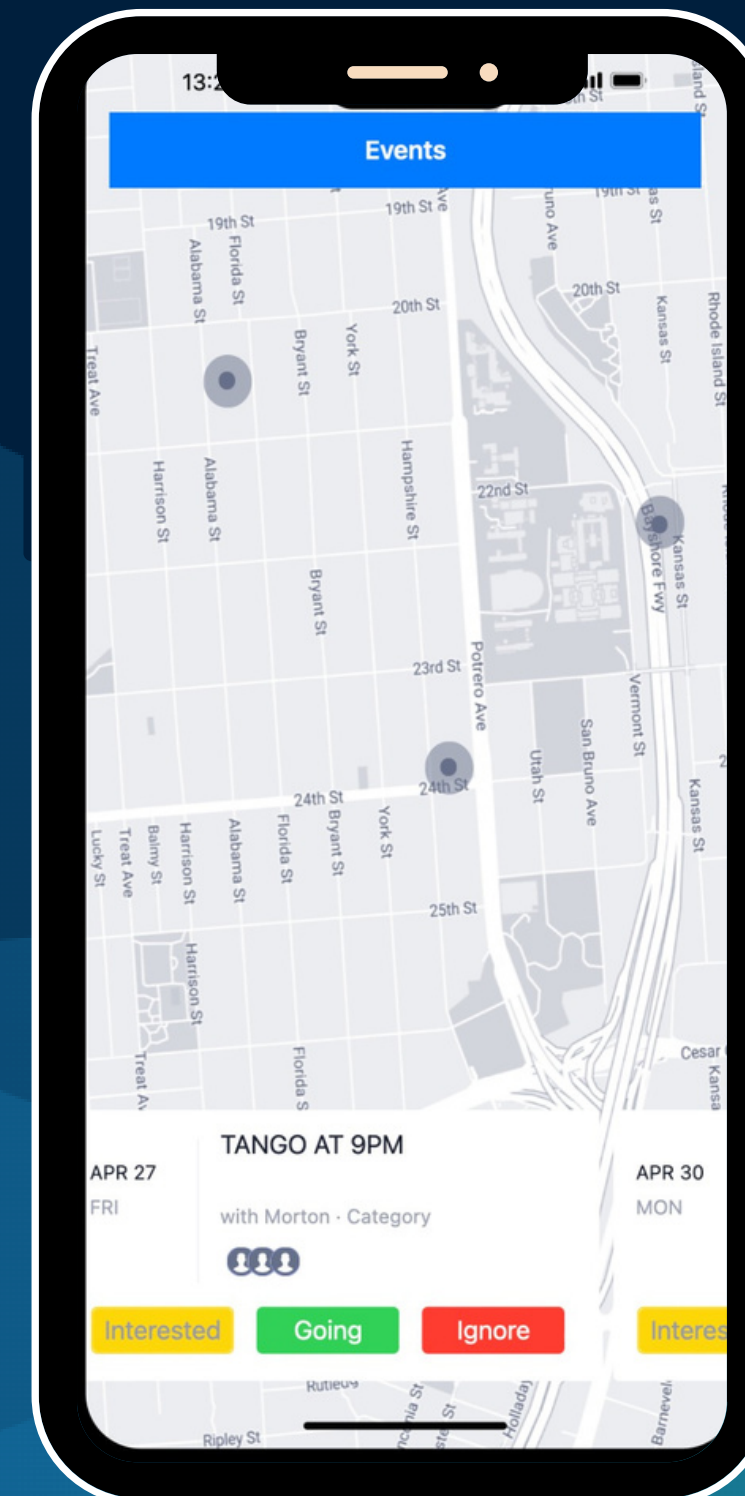
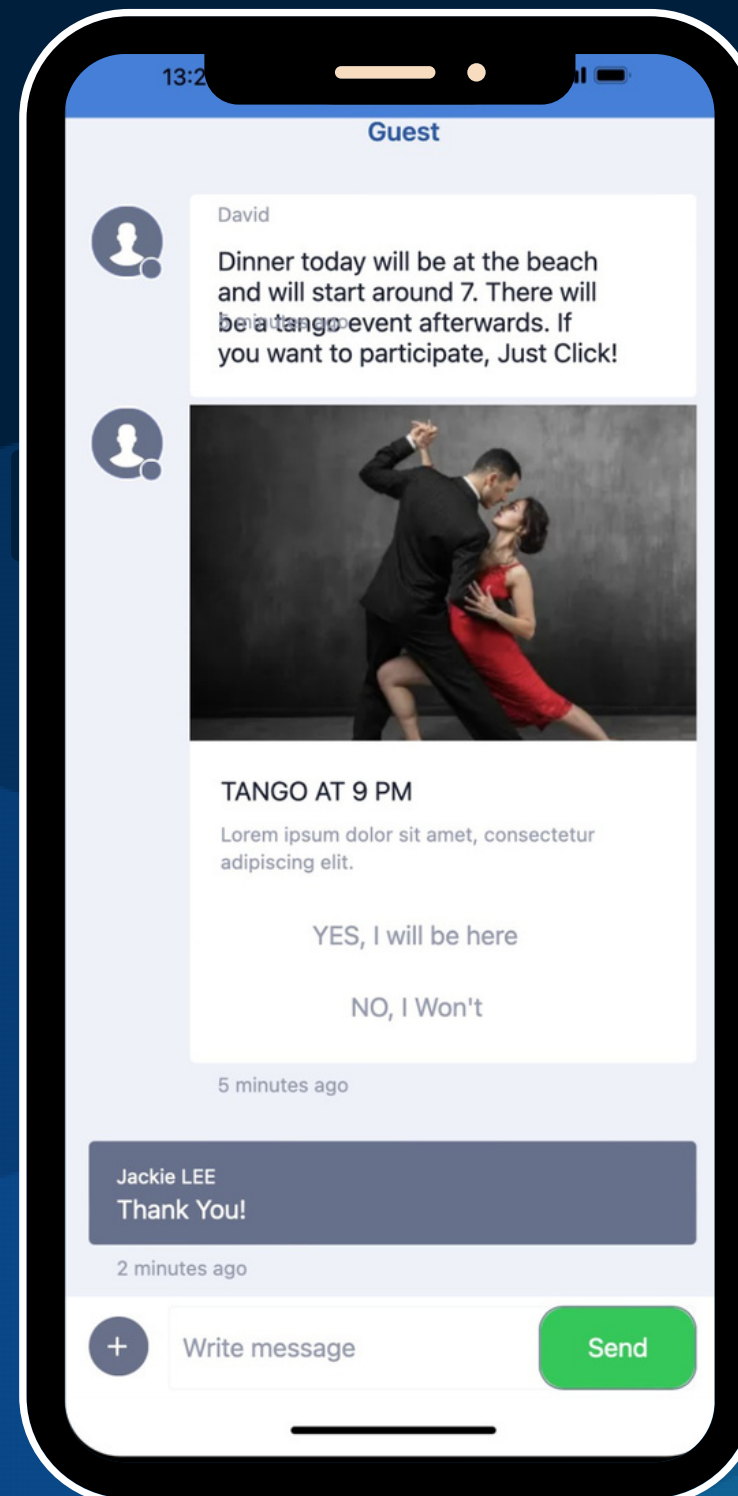
PRE-INFORMATION
AND COMMUNICATION

EVENT VIEWING AND MAPS

EVENTS TRACKING

EVENT RESERVATION

INTERIOR AND
EXTERIOR MAPS
OF THE HOTEL



ENGAGING WITH MULTIPLE GUESTS SIMULTANEOUSLY



**MULTIPLE CHAT
SCREEN**

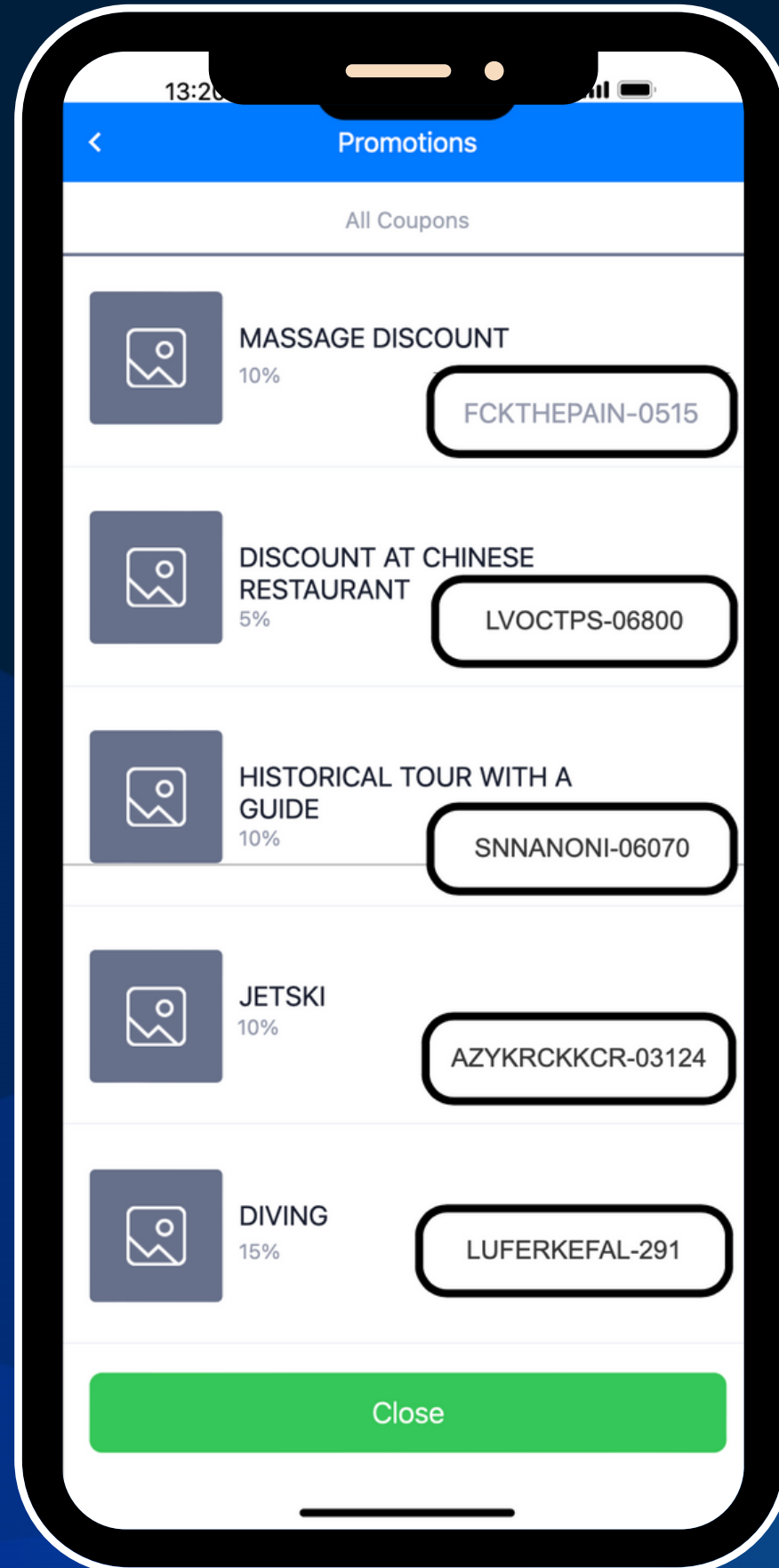
FAST FEEDBACK

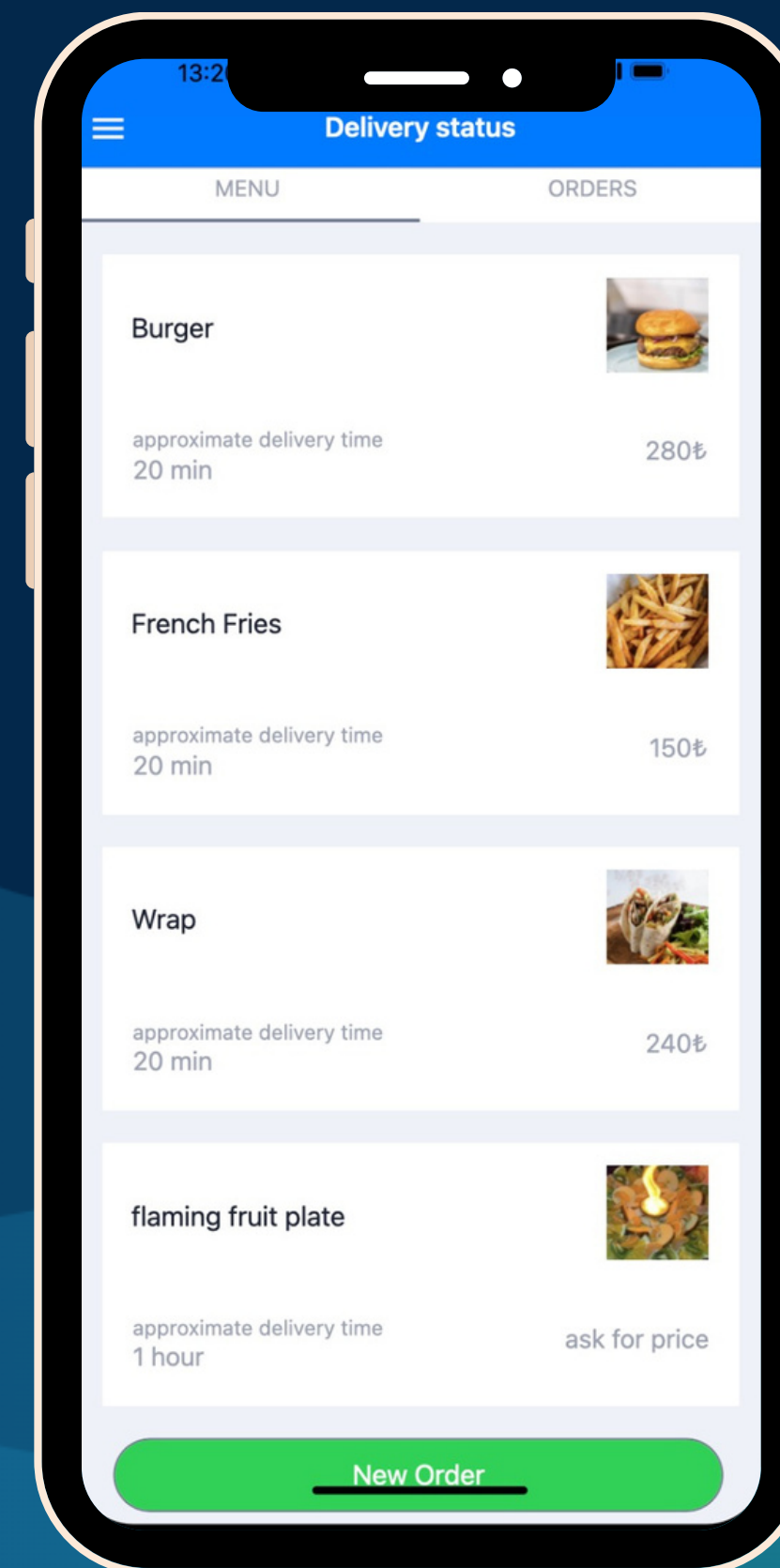
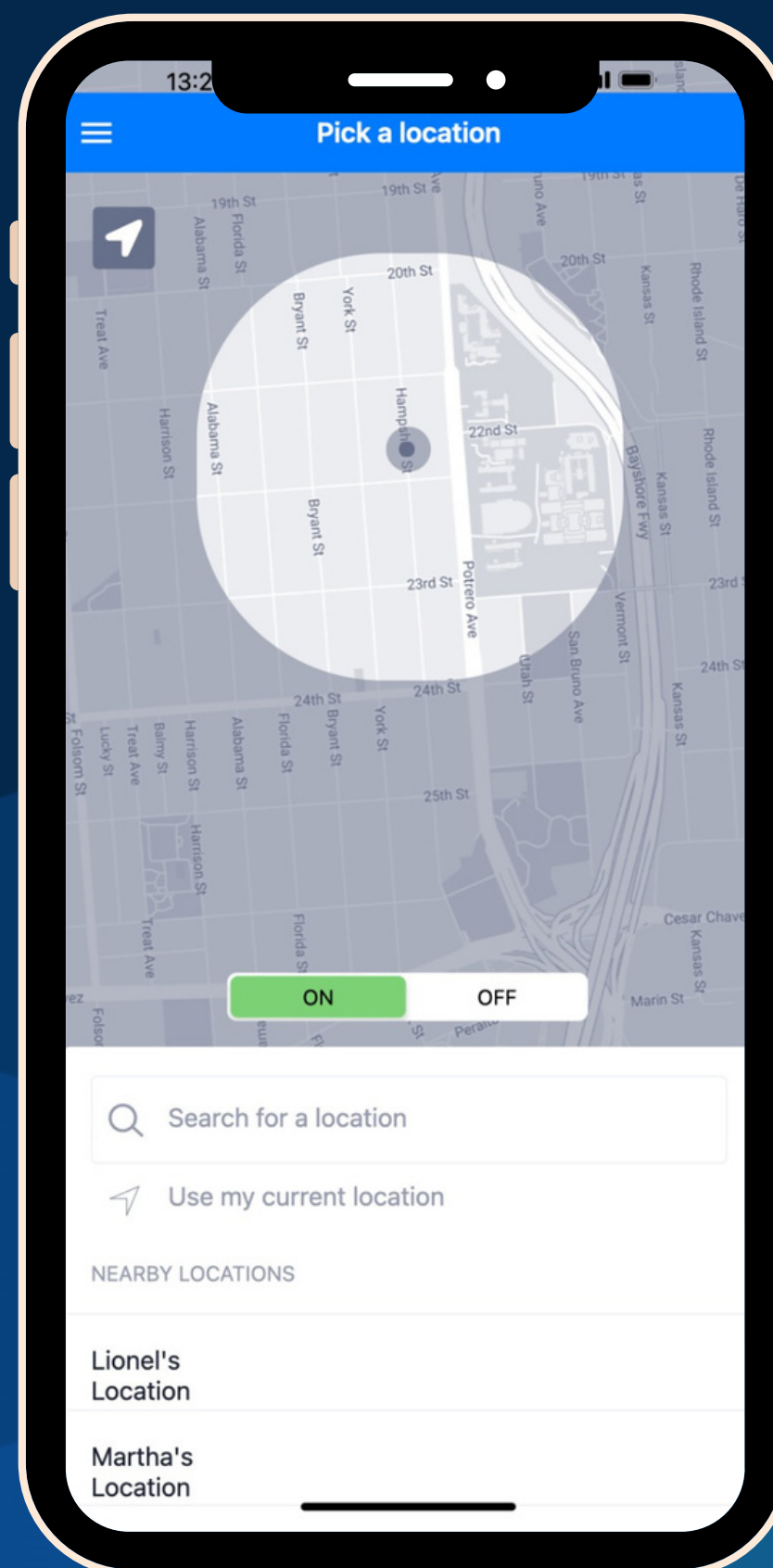
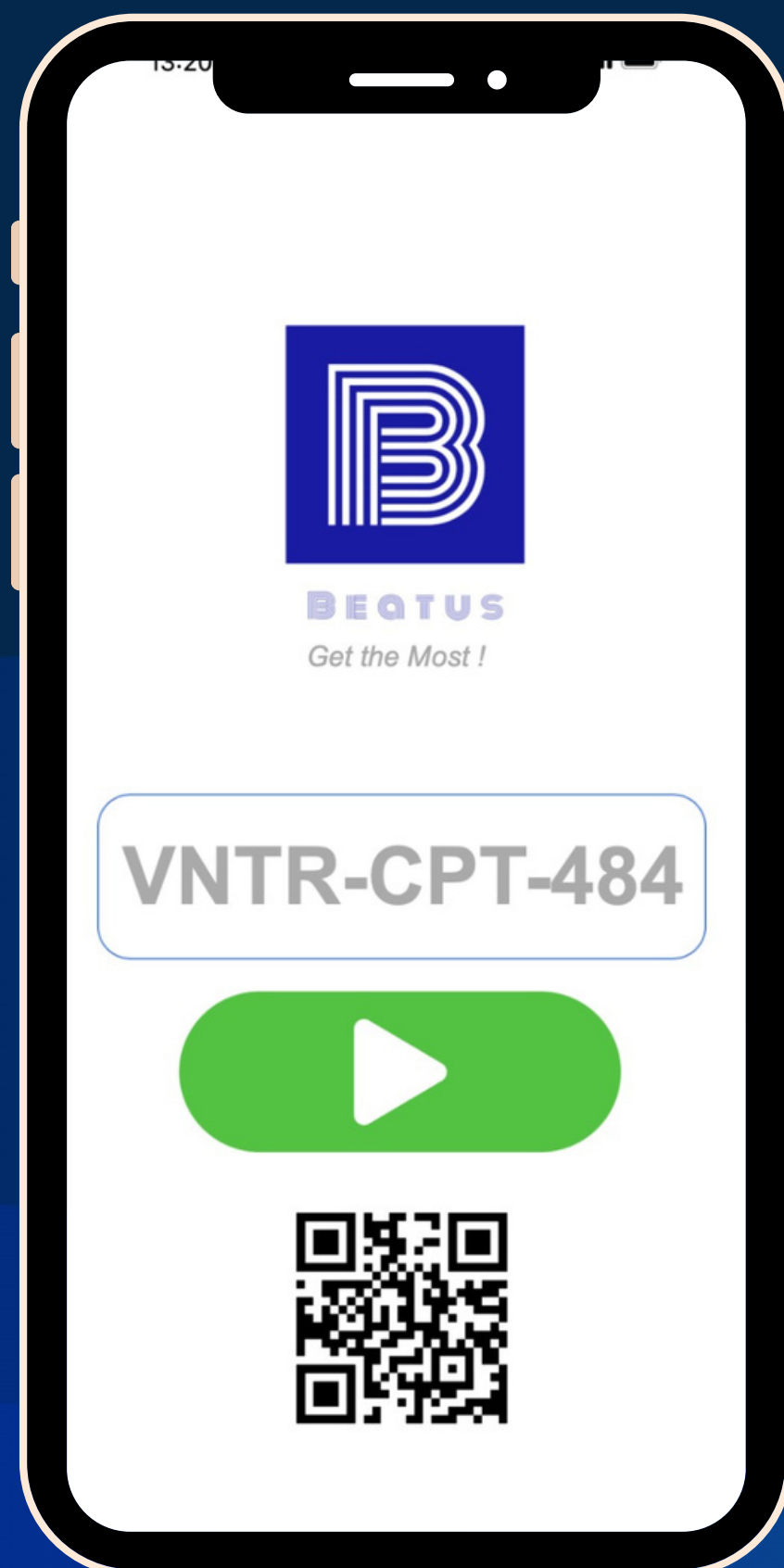
**REAL-TIME
TRANSLATION**

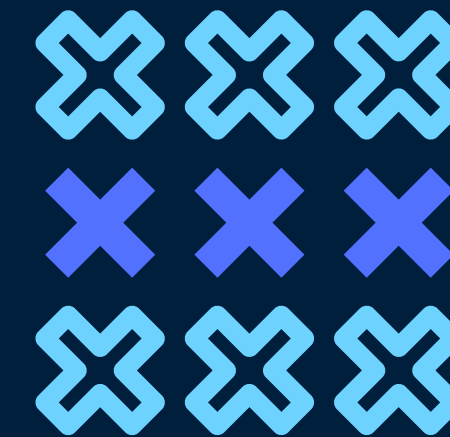
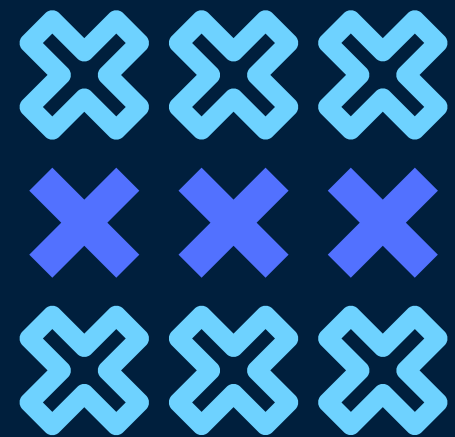
LOYALTY PROGRAM

**SPECIAL DISCOUNT
CODES FOR
APPLICATION USERS**

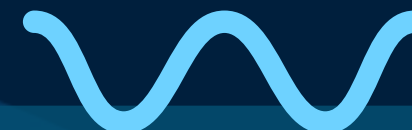
COMMUNITY







IMPLEMENTATION



Customer Comes to the hotel

The hotel guest comes to the hotel and is greeted by the reception.

Introducing Beatus Mos

The reception tells the hotel guest to download Beatus Mos for any need.

Create Account

The hotel creates a profile for the guest using the information it has already received for hotel registration and gives the access code.

Access to the application and termination of the experience

When the guest enters the hotel-issued code into the app, the guest gains access to Beatus Mos. and access ends after you leave the hotel.



MARKETING STRATEGIES

Beatus Mos is an innovative application in the hotel industry as there is no application like it in the industry.

INNOVATION

CHANNELS

Beatus Mos aims to planned to reach out to hotels via phone and email, provide one-on-one meetings, and promote the product in this way.

Beatus Mos offers packages for all sizes of hotels. They can buy features separately, and can remove the parts by charge.

BUNDLE PRICING



PRICING

PRICES MAY VARY DEPENDING ON THE HOTEL'S NUMBER OF ROOMS AND PERSONALIZED PREFERENCES.

CRUISE SHIP



\$500 +

- REAL TIME TRANSLATION CHAT
- INSIGHT DATA
- HOTEL GUEST CHAT
- GUEST CHAT
- E-WALLET
- UPSELLING
- SMART HOTEL
- EVENT
- LOYALTY PROGRAM



HOTEL



\$100-\$200

- REAL TIME TRANSLATION CHAT
- INSIGHT DATA
- HOTEL GUEST CHAT
- GUEST CHAT



HOTEL



\$200-\$400

- REAL TIME TRANSLATION CHAT
- INSIGHT DATA
- HOTEL GUEST CHAT
- GUEST CHAT
- E-WALLET
- UPSELLING



HOTEL



\$500 +



- REAL TIME TRANSLATION CHAT
- INSIGHT DATA
- HOTEL GUEST CHAT
- GUEST CHAT
- E-WALLET
- UPSELLING
- SMART HOTEL
- EVENT
- LOYALTY PROGRAM

B2B MARKET

B2B business allows companies or organizations to sell services, use them in their services, or use them to support their work.

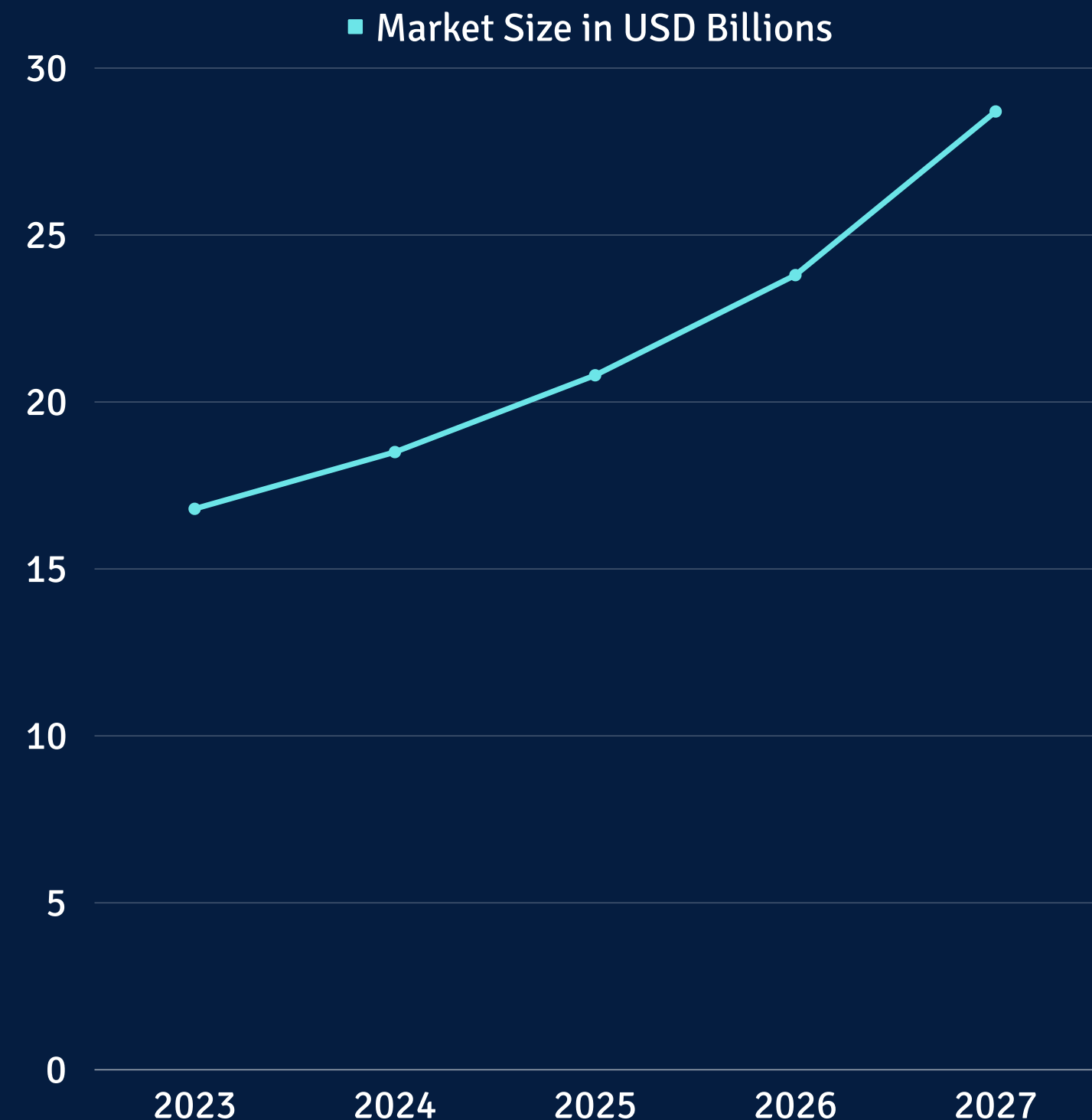
- 01 Long Decision Making Process
-
- 02 Participation in Global Tourism Summits
-
- 03 Interaction with cruise ships for future plans



	GUEST CHAT		EVENT		HOTEL AND PAYMENT		MAPS ,NAVIGATION AND SMART ROOM SOLUTION	
	HOTEL	GUEST	REAL-TIME TRANSLATION	EVENT CALENDAR	RESERVATION	DISCOUNT AND CASHBACK		WALLET
	✓			✓				
	✓		✓	✓	✓			
	✓							
	✓	✓	✓	✓	✓	✓	✓	✓

Global Market Analysis

- The Global hotel CRM software market has currently a valuation of USD 16.8 billion and it is estimated to reach a CAGR of 14.4% during the forecast period 2023-2027 and reach a valuation of USD 28.7 billion by 2027, according to the “Verified Market Reports” report.



Local Market Analysis

- According to the Ministry of Culture and Tourism, Turkey boasts a substantial hospitality sector with 20,168 hotels accommodating an annual influx of 67,778,833 guests.
- Data from the Directorate General of Maritime indicates a thriving cruise industry, hosting 1,167 cruise ships and welcoming 1,517,933 passengers yearly.

NUMBER OF HOTELS
IN TÜRKİYE:
20,168

B2B MARKET

NUMBER OF YEARLY
CRUISE SHIPS CALLING
AT
TURKISH PORTS:
1167

NUMBER OF YEARLY
HOTEL GUESTS IN
TÜRKİYE:
67,778,833

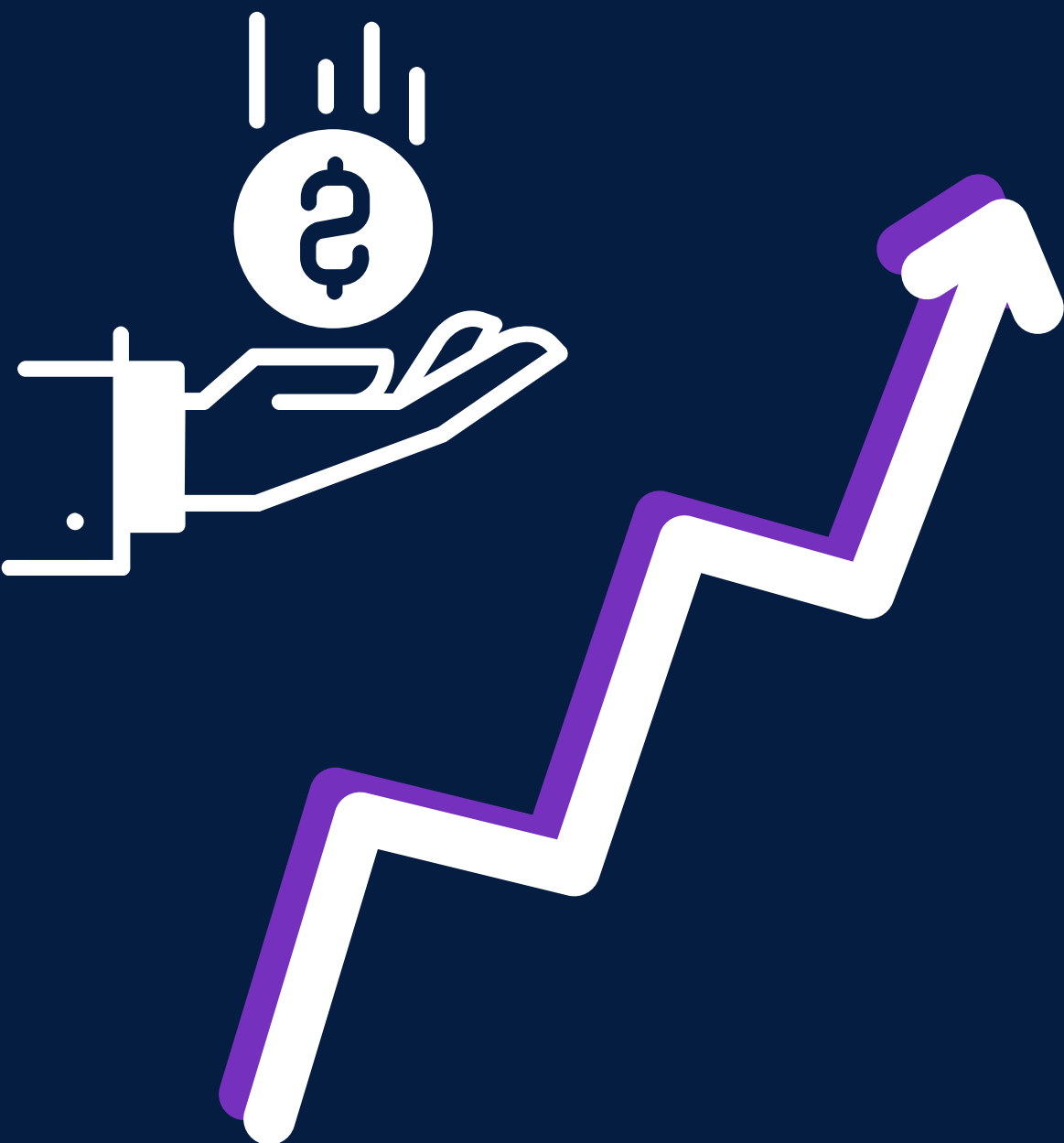
B2C MARKET

NUMBER OF YEARLY
CRUISE SHIP
PASSENGERS IN
TÜRKİYE:
1,517,933

BUSINESS FORECASTS

- **Customer Base Projection:** Forecasting the number of customers and their growth based on domestic and global market size analyses.
- **Market Entry Strategy:**
 - Domestic Market: Initiating product sales from the first year of operation.
 - Foreign Market: Introducing the product starting from the second year.
- **Sales Revenue Forecasting:**
 - Derived from our assumptions on market reach and potential.
 - 0.3%, 1.5%, 6%, 15%, 25% of the hotel segment in domestic market for the projected years respectively.
 - 0.08%, 0.72%, 3%, 8%, 15% of the cruise ship segment in domestic market for the projected years respectively.
 - Starting from the second year: 6, 30, 75 hotels and 1, 7, 25 cruise ships respectively.
- **Development and Operational Expenses:**
 - Inclusive of payroll, system development and maintenance, and after-sales support.
- **Marketing Expenses:**
 - Encompassing payroll, travel expenditures for direct selling, and utilization of online and on-field marketing tools.
- **Employee Growth Projection:**
 - Anticipating a proportional increase in staff with the expanding customer base.
 - Higher growth rate expected in the initial three years, gradually stabilizing thereafter.

FINANCIAL PROJECTIONS

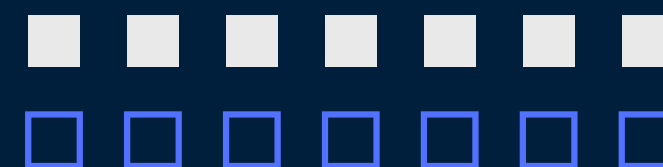


	YEAR 1	YEAR 2	YEAR 3	YEAR 4	YEAR 5
CUSTOMERS - HOTEL(D)	60	303	1210	3025	5042
CUSTOMERS - CRUISE SHIP (D)	1	9	35	93	175
CUSTOMERS - HOTEL(G)	-	6	24	110	275
CUSTOMERS - CRUISE SHIP (G)	-	1	9	25	87
USERS - GUESTS (1000)	60	400	1000	1750	2225
SALES REVENUE (1000\$)	234	1235	4958	12633	21798
DEVELOPMENT AND OPERATIONS EXPENSES (1000\$)	180	720	1465	2280	3030
MARKETING EXPENSES (1000\$)	240	1435	3650	5050	6325
EBITDA (1000\$)	(186)	(920)	(157)	5303	12443

GUEST'S SUSTAINABILITY CONSIDERATION

1. In the 2021 release of Booking.com's annual Sustainable Travel Report, 61% of travelers reported that the pandemic has inspired them to travel more sustainably. 81% of travelers also stated that they wanted to stay in sustainable accommodations in the next year.
1. In an Expedia survey conducted in 2021, 59% of travelers reported they would spend more to improve the sustainability of their trips.





Reducing Paper Usage

We offer digital check-in/check-out and billing services to reduce paper use. They can minimize paper consumption by providing guests with digital documents and information.



Solar Energy

The servers used by Beatus Mos are powered by solar energy.



The EU's Corporate Sustainability Directive

Beatus Mos takes care to work with hotels that comply with the European Union Sustainability directives.

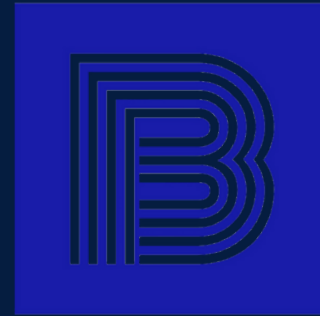
INVESTMENT

- WE ARE CURRENTLY SOLICITING AN INVESTMENT OF \$150,000 TO IMPLEMENT AND ENHANCE LOYALTY PROGRAMS AND SPECIAL DISCOUNTS WITHIN OUR APPLICATION.
- WE ARE SEEKING AN INVESTMENT OF \$240,000 TO COVER MARKETING COSTS.
- WE ARE SEEKING AN INVESTMENT OF \$180,000 TO FACILITATE THE DEVELOPMENT OF SOFTWARE AND SUPPORT FOR POST-SALES SERVICES.



TOTAL NEED OF INVESTMENT:

\$570,000



BEATUS
MOS

BEATUS

THANK YOU