

# Company Description

---

## Context

Lockdowns across the globe moved a segment of professional service providers out of the office and into the spare bedroom. Cobbling together a hodgepodge of laptops, webcams, and USB mics, many professionals experienced an aha moment. They could produce quality deliverables, meet client needs, and earn a living without the personal and financial costs associated with traveling to work. By avoiding commutes and enjoying the freedom that comes with setting their own schedules, working at home was now practical and desirable. The global pandemic transformed the nature of work and, through that process of change, there is an opportunity to help people succeed in what is being dubbed as the new 'Work From Home' economy.

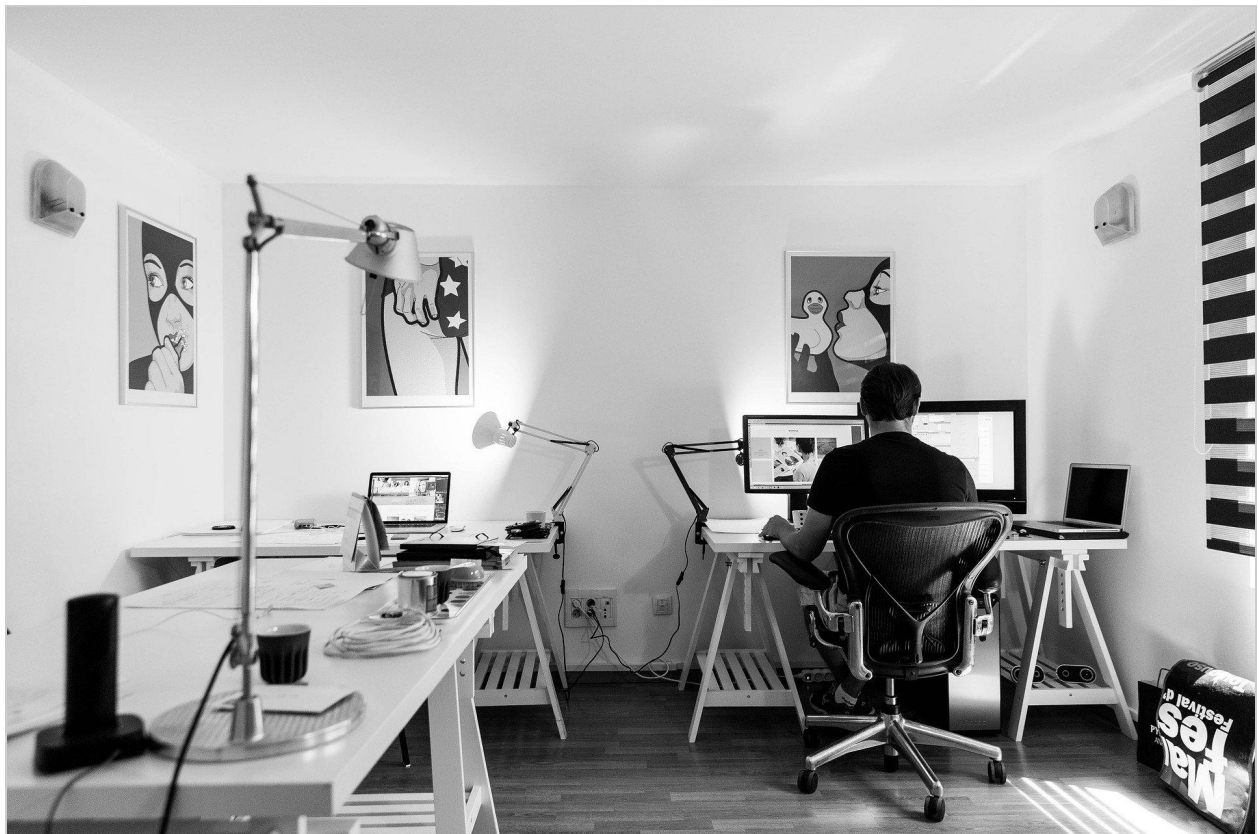


Image source: [tookapic on Pixabay](#).

The pandemic created the opportunity for professionals to provide their speciality services using virtual tools to a global audience. Though there are individual platforms that can be used to run

virtual sessions, bill for time and receive payments, there isn't one simple platform that can easily be set up and used. There is no single web-based platform that allows professional service providers to perform four key business functions: live calling, client scheduling, CRM, and billing.

Some components, like Zoom, Teams, and Hubspot, are available as individual technology stacks. But none of them are fully integrated nor do they offer the ability to track billables or process payments.

This is where deskX comes in and can make a difference.

## Mission

deskX aims to provide an easy to use, safe and affordable integrated platform to sole trader professionals and small business owners who provide one-on-one consultations to clients and need a one-stop shop tool to streamline their business.

## Vision

deskX aims to be the number one integrated platform for business owners and professionals who provide consultancy services. It is focused on providing a service that allows simplified management of appointments, secure high-quality video sessions with real-time integrated billing, all combined in a single platform. Through integrations and themed extensions, users from different backgrounds can tailor and customize their experience to ensure they are providing the best possible services to their customers.

deskX is not just another business management platform. It will become the preferred service that is fully integrated to provide a simple 'consult to bill' process all under the same roof.

## Values

At desk X, the company operates on four fundamental values to deliver incredible services:

- **Customer Centricity:** obsessed to ensure our customers are successful by being truly connected.
- **Simplicity:** we optimize and streamline business operations so you don't have to do it.
- **People First:** we thrive on diversity. Like the clients we serve, our team comes from a very diverse background and this is deeply reflected in who we are.
- **Team Work:** because no great efforts are achieved alone. We truly believe in the power of working together.

## Objectives

- In year 0, deskX will be focusing on MVP release and product development.

- By the end of year 1, we will have the first release of the deskX platform for the online and mobile platforms and acquire a user base of 6,200 starting in the Australian market.
- By the end of year 2, we will have the full release of the deskX platform and an increased presence across Australia with a customer base of 10,300.
- By the end of year 3, we will have expanded our marketing efforts from Australia to selected countries in the APAC region. The number of users is estimated to be 12,850.
- By the end of year 4, we will expand our marketing efforts beyond APAC and insert ourselves into the USA, Canada, and the UK for a total customer base of 17,100.
- By the end of year 5, we will release a marketplace product to allow small business owners to offer their services directly through deskX services and connect with potential customers.

## Product description

deskX is an integrated software as a solution (SaaS) cloud-based technology for independent professionals and small businesses with these tools:



- live face to face meetings
- real-time billable tracking
- project budgeting
- time planner and scheduling
- payment processing (credit card/Paypal)
- e-signatures
- automated CRM notifications

Our web-based solution can help stay-at-home professionals and digital nomads. Initially, we are targeting professionals, small businesses and sole traders/entrepreneurs in four industries:

- education (teachers and tutors)
- health (practitioners and instructors)
- web (graphic design and project managers)
- counseling (consultants)

Small business owners spend 40% of their time on administrative tasks such as scheduling, billing and customer management. (Mathius, 2015) deskX is a SaaS platform that provides an integrated solution for customer management and billing, allowing them to focus their efforts on generating more revenue.

Through an affordable monthly subscription model, we aim to begin by capturing the small business owner market in Australia. Following a successful launch and initial growing pains, deskX will have the ability to introduce expansion packs that cater to professional segments such as personal finance and legal matters.

deskX, your  
new way of  
working

payments, scheduling, virtual  
meetings and payments all in one.  
connect with your clients the easy  
way

[Find out more](#)

New modes of operation and billing can also be considered as part of our future growth strategy. An end-to-end marketplace built on deskX's technology and transaction fees are ideas to be explored in the future to sustain growth.

deskX will also look to monetize other components of its product to provide a more competitive fee base to the end-user. This includes selling dynamic digital advertising on the website & mobile app to relevant B2B businesses.

## SWOT Analysis

### Strengths

**Location:** We are a distributed team and work in the same space as our target market.

**Team:** Our founders have a strong IT and SaaS background.

**Costs:** Our overhead is low.

### Opportunities

**Growth:** The work-at-home or hybrid economy is expanding.

**Familiarity:** Our target market uses and understands SaaS products.

## Weaknesses

**Market:** Our company has no market presence.

**Cash:** Our cash flow will be challenging in the short term.

**Staff:** We have no in-house development staff and rely on remote teams.

## Threats

**Competition:** A large scale SaaS company could develop a new product and enter our niche.