

Anvert is a Hungarian startup founded in 2018, continuously developing and selling a **real-time email traffic, content and sentiment analytics SaaS software** especially for executives in The SME sector.

## HOW DOES ANVERT HELP?

We provide our clients with comprehensive overview and statistical analysis of their external and internal corporate emails in **real-time**.

We also offer sentiment and emotion analysis through **text analytics**, which helps our customers identify problems at an early stage.

We make it easy for managers to benchmark **team and individual performances** and achieve targets through constantly updated metrics.

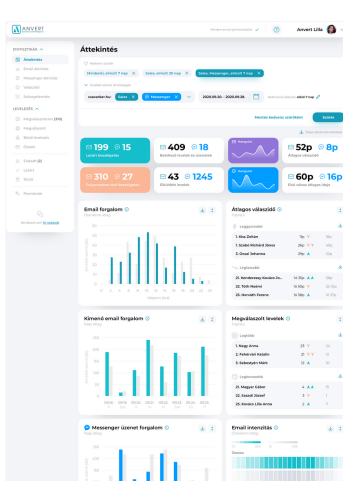
## PROBLEM

Almost every business has lost a deal or a customer due to a late reply or a missed email. Our **low cost** software can solve this problem for everyone.

Many companies are unprepared for the changes in the labour market due to Covid 19 and the need to **monitor home and remote working**. Anvert is the ideal solution for them too.

## SOLUTIONS

- Anvert's easy-to-use Dashboard shows you how your colleagues are performing on **key business email metrics**.
- It allows you to customize KPIs and charts to fit your team structure in order to **maximize performance and efficiency**.
- As Anvert is a web-based solution, it does not require the implementation of any new software and **automatically supports** your company's operations and decision-making.



## STRATEGY

- Intensive external market expansion - through advertising and global marketplace presence
- Expansion to larger corporate customers
- API provision for interfacing with other softwares
- Integration of additional features

## BUSINESS MODEL

Anvert offers SaaS services as a **renewable monthly subscription**. The service is priced according to the number of e-mail accounts connected to the service in the user's company (9.90 EUR/account/month). A **14-day free trial** period with full functionality is provided.

## MARKET SIZE AND COMPETITORS

According to the European Commission's report, there are approximately **24.5 million micro, small and medium sized enterprises** in the 27 EU Member States. This is our target market in the first phase. Currently, no other software in the EU market can offer the same functions as Anvert.



## MILESTONES

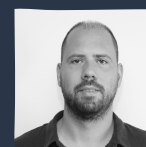
- Incubation investment  
Summer 2018
- Ready prototype  
January 2019
- Web application beta launch  
March 2019
- First client  
June 2019
- Seed investment  
September 2020
- 15,000 EUR income achieved  
May 2021
- Microsoft for Startups programme enrolment  
2021 May
- Entering foreign markets  
June 2021

## MANAGEMENT

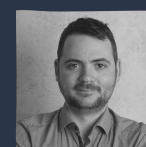
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