SeaSweet Software

"Software for Success in Business"

Overview

SeaSweet Software is creating software

for top management teams

to greatly improve the odds of success in business.

Problem

<u>50% of Small-Medium size Businesses (SMBs) fail in the first 4 years</u> and most of the others only barely survive, because they:

Lack Experience
Lack Education
Lack Tools
Lack Support
Lack Systems

Current business software is focused on administrative tasks (spreadsheet, word processing, CRM, help desk, etc.) and does not help the *team* be more efficient or effective.

Solution

A *system* for doing business, implemented with team-focused software, supported online and by authorized local trainers.

Consistently repeatable 3-step system based on 10 principles
Rapid continuous improvement based on feedback
Analytics dashboards, team transparency
Focus on goals, plans, priorities, deadlines, and KPIs
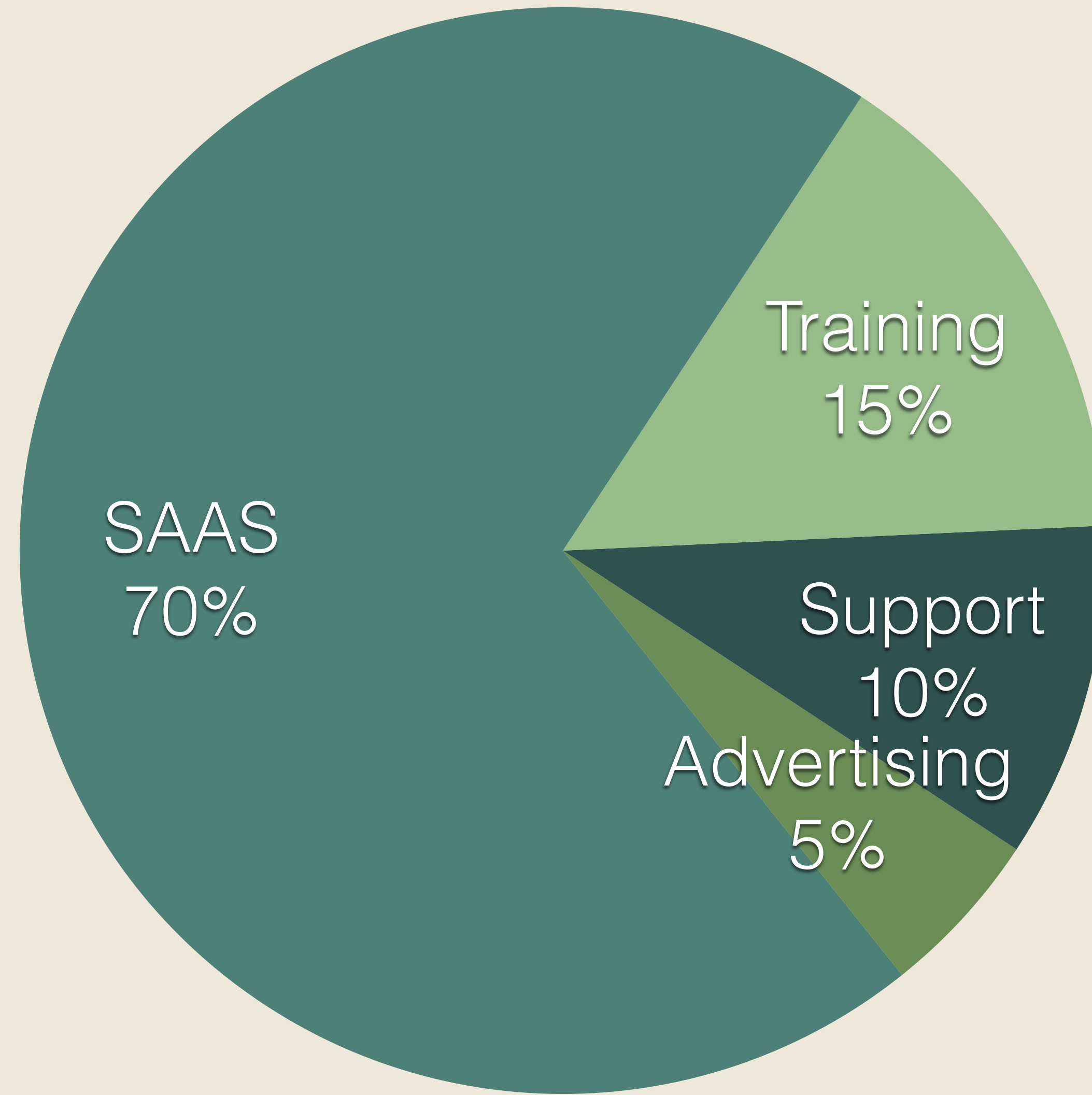Proprietary content, proven framework

Market Size

SMBs in USA (excluding small/home office) = 6.3M

Total number SMB team members = 80M

Approximate number of new SMBs each year = 200K

Money spent on team coaches in the US = $9 Billion

Revenue Model

Sales & Marketing

Direct Sales

Authorized Local Trainers

Potential Competition

Asana

Align

Balanced Score Card

Compass

Results.com

Slack

Trello

Yammer

Team

Michael McCafferty, *Founder - CEO*. Serial entrepreneur, Inc. 500 twice, advisor to entrepreneurs, software developer, first electronic yellow pages (PAL), created the first CRM, TeleMagic, exit to Sage, Bank Founder.
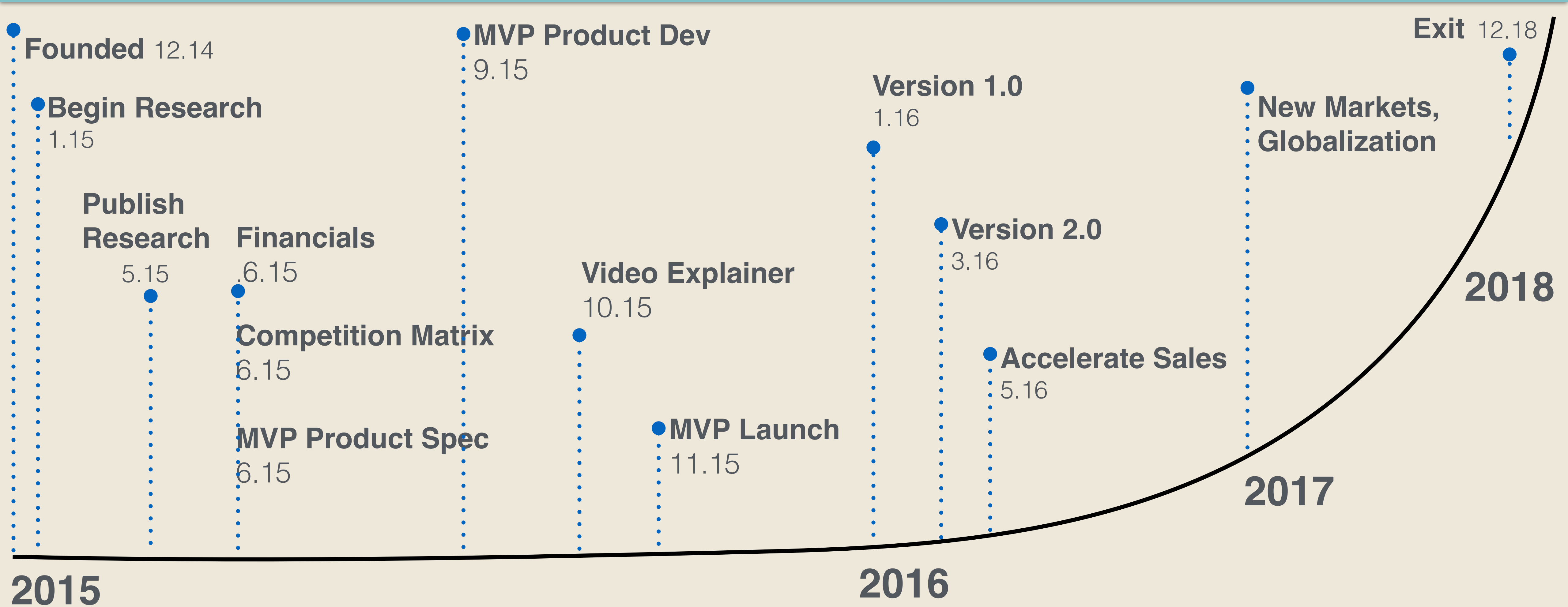
BOARD OF ADVISORS

Rand Mulford, *Strategy*. Harvard MBA, Princeton BSE, McKinsey Consultant, Executive Director at Merck, Nuclear Submarine Naval Officer.

Mitch Russo, *Sales and Marketing*. Serial Entrepreneur, $10M exit for Timeslips to Sage, CEO and President of BBI a Tony Robbins and Chet Holmes joint venture.

Michael J. McCafferty, (son), *Hosting and Cloud.* Bootstrapped M5 Hosting and M5 cloud to 500 servers, profitable since day one with no investors.

Timeline

Founded 12.14

Begin Research
1.15

Publish
Research
5.15

Financials
6.15

Competition Matrix
6.15

MVP Product Spec
6.15

MVP Product Dev
9.15

Video Explainer
10.15

MVP Launch
11.15

Version 1.0
1.16

Version 2.0
3.16

Accelerate Sales
5.16

Exit 12.18

New Markets,
Globalization

2015

2016

2017

2018

Thank You

MM

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