

pagerr

Saving 200,000  
trees this year.



# Paper resources are wasted

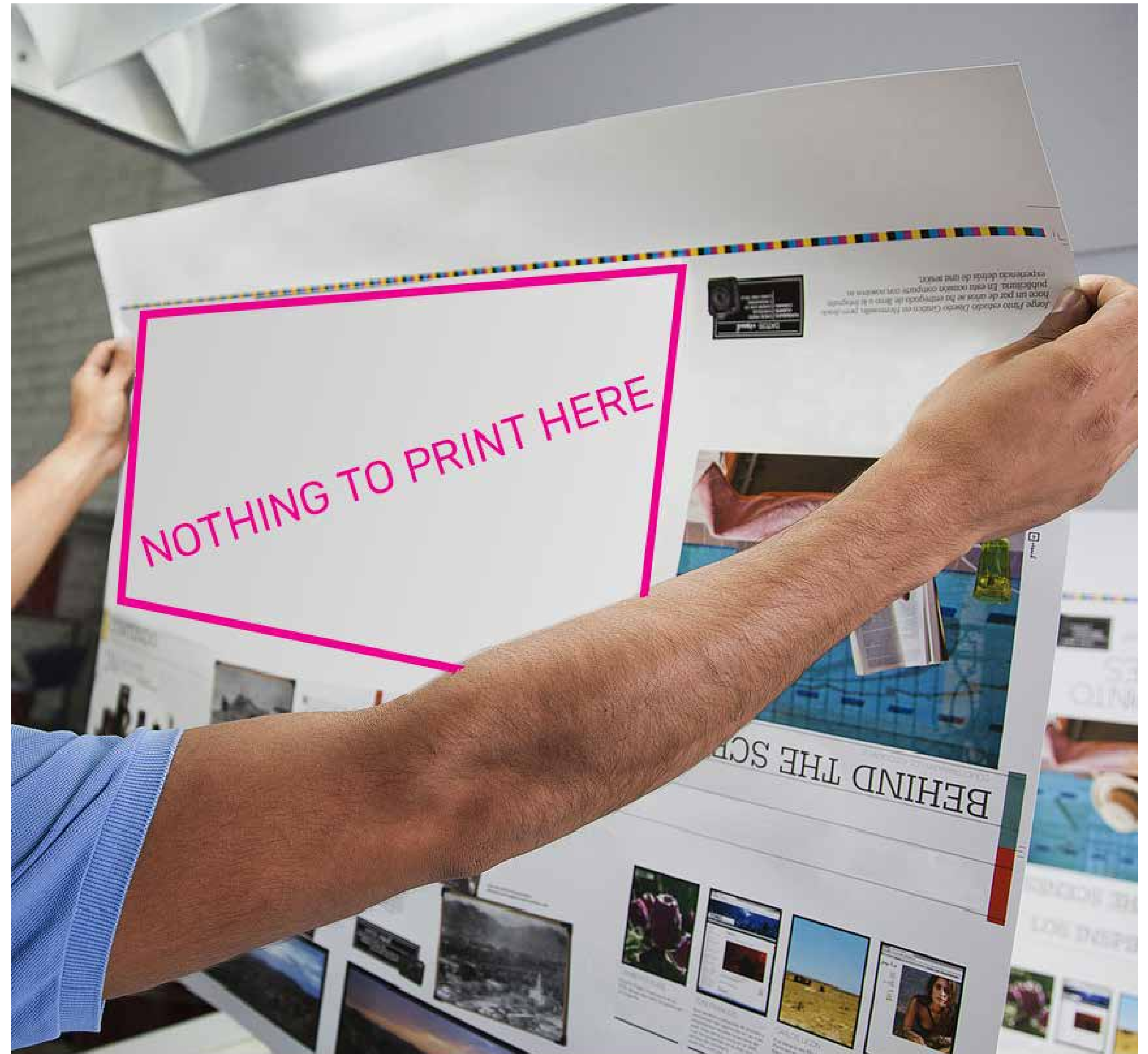
- 7% - 20% unused
- 100 thousand trees cut down
- 9 million euros worth **daily in Europe**

4500  
tonnes  
wasted

daily print volume:  
70,000 tonnes\*  
of paper

# No fitting orders on right time

- areas stay empty
- no order at the right time
- To small customers for sales team



# Benefits from using Pagerr

Most environmental friendly printing

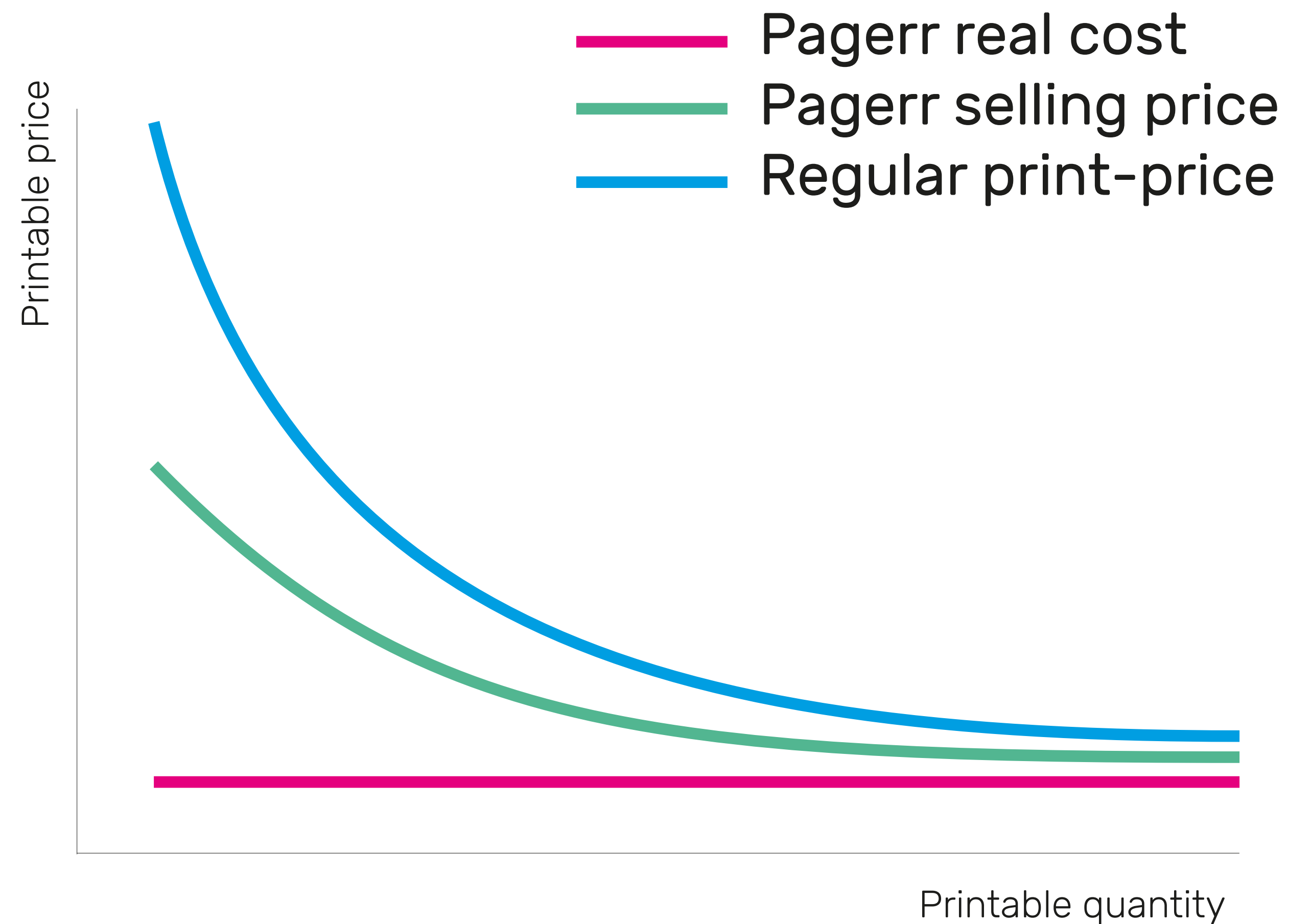
Up to 4 times cheaper prices

Printing houses earn 20x more



# Beneficial business model

- up to 4x cheaper
- up to 80% margin rate
- global scaling capabilities



# Competition

ECO

pagerr



CHEAP

HelloPrint



FLYERALARM



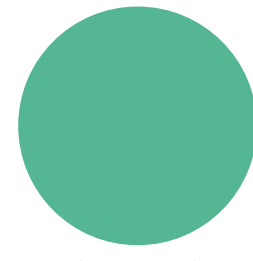
gogoprint

2019  
Q1



Idea to make ordering printables easy

2019  
Q3



Launch of ordering platform

*Customers: 56*

*Turnover: 7.460,32€*

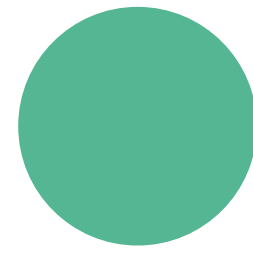
2019  
nov



Winner of Digital Innovation Days Hackathon

*Team expanded to 5, development of print integraton*

2019  
Q4



Pivot to save leftover paper

*Customers: 106*

*Turnover: 38 536,90€*

2020  
jan



Automated printhouse integration

*Detects empty areas and matches with additional orders*



2020  
feb

Investment for expansion

2020  
feb

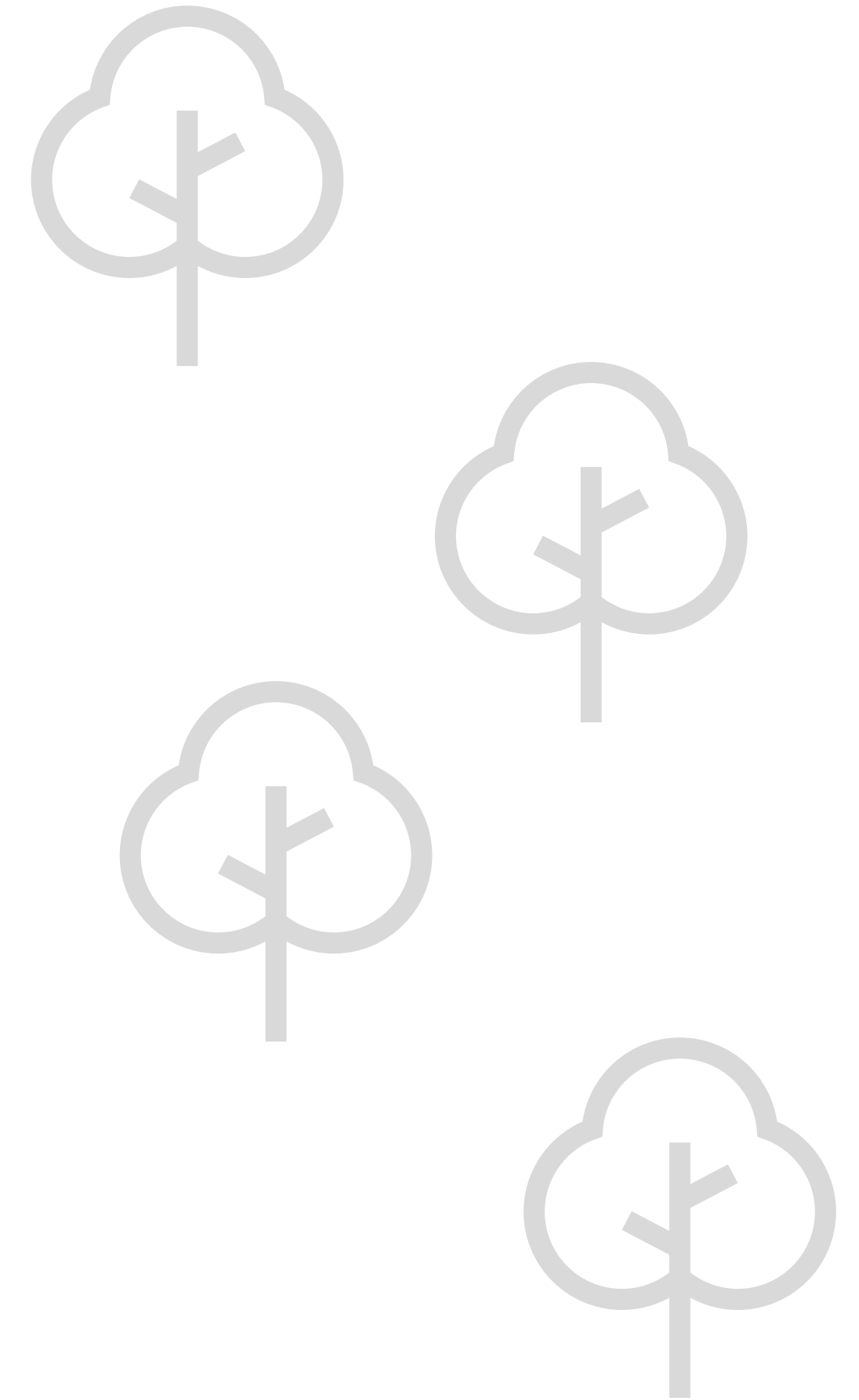
Soft Launch of Germany  
*Testing target market tractor*

2020

Germany & Scandinavia  
*Customers: 2000*  
*Turnover: 1 000 000€*

2025

Expansion in Europe  
*Customers: 20 000*  
*Turnover: 100 000 000€*





# Experienced team



## Rudolf-Gustav Hanni

*Founder, CEO*

### **8 years in the printing industry.**

Rudolf has the powers to make things happen. He has been closely working together with printhouses for the past 8 years.



## Toivo Hanni

*COO*

### **5 years in the printing industry**

Toivo has kept eye on details, and wants everything to be perfect. He has education in Printing and knows exactly the hidden and dark secrets of the industry.



## Elo Johanna Kuklane

*CMO*

### **Marketing in Baltics**

Elo is marketing expert and knows how to sell print products. With clear visions and craving for actions, our brand is in good hands.



## Ott Nool

*Müügijuht*

### **Pipedrive, Telema & retail sales**

Ott can sell everything, even without knowing about the products. But within a few months, he has mastered in printing, and makes the deals happen.



## Siim Tiilen

*CTO*

### **Express Group & Veriff Senior Developer**

Siim makes the dreams come alive. With extraordinary programming skills and background in most successful unicorn startups, he's the man who can build things, in computer.

# Time to expand further in Europe

- save 200,000 trees
- get 20,000 customers
- expand in Germany and Scandinavia

20% development  
80% sales & marketing



looking for  
**200,000€**  
investment

pagerr

Let's change the  
printing industry.