



Entrepreneurism is the **heartbeat** of economic growth, the **cradle** of innovation, and the **instrument** of change, but why do 8 out of 10 small, start-up businesses **fail** within the first 18 months?

One of the reasons that so many start-ups fail is that, entrepreneurs are often reluctant – or unable – to pay the exorbitant costs of top-quality, integrated software designed for business management, especially when there are other pressing start-up costs looming in the first year. As a result, they soon find that they are unable to compete with larger companies that can afford the high costs of technology.

A sophisticated, integrated software subscription costs at least \$5,000 annually or \$250 monthly. Although software solutions can be found at a lower price, these options usually have an isolated function that is not integrated with other business needs and often require the help of costly technology experts for implementation. As a result – what do emerging small business owners do instead? They manage their numbers with cumbersome spreadsheets or by hand.

Eating from your own table or pantry is often the ultimate test for any business and Appy with its business software has done just that. “The proof is in the pudding” many software companies will say, at the same time convincing a customer to buy the software and not 100% certain it will work. Appy is different, we started and intend to grow our business by using our software and prove that the proof is not just in the pudding but the proof is on the packaging.

Marketing Software, CRM, Accounting management, Project management, HR software and more, all cost money and lots of it. Implementation, license fees, annual fees, support and many other hidden costs make using good business software unattainable for many small or start-up businesses. Appy changes that and we need your help to

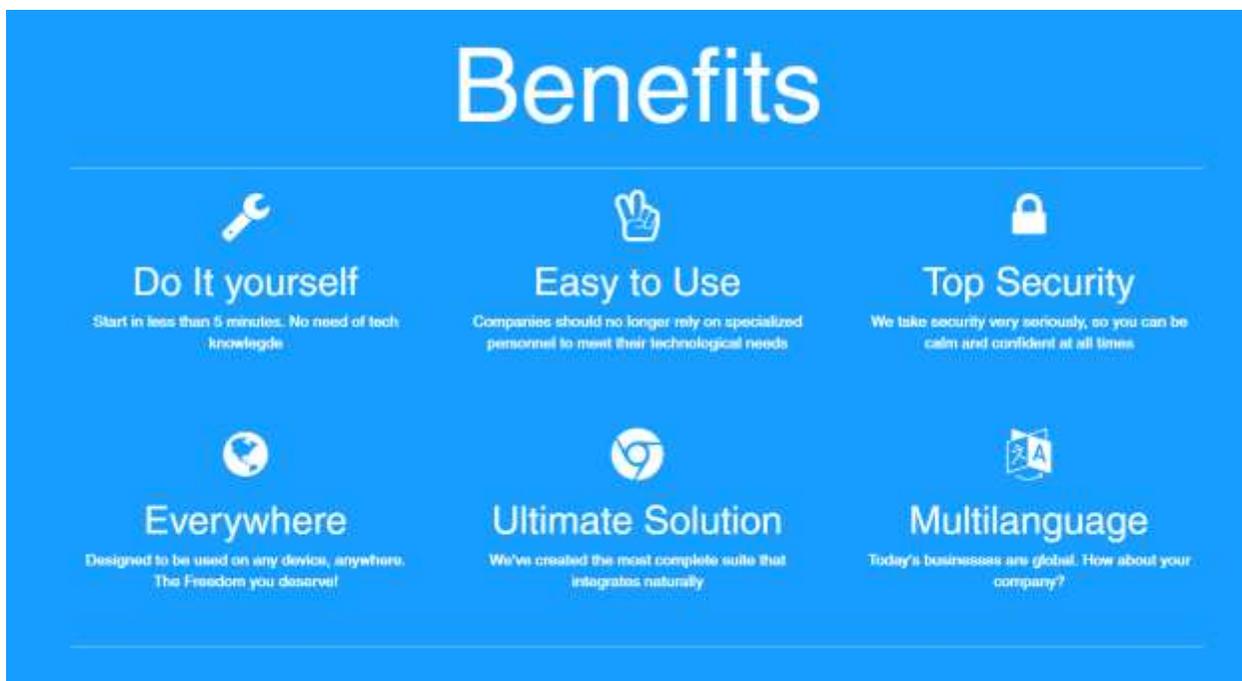
bring our solution to the market. We need your help to help us help countless other small businesses worldwide and give them a chance at success.

## That's where Appy comes in...

### What is Appy?

Appy is Freedom. Appy is a complete business solution designed by a small business for small business. Appy is a modern and advanced business solution that manages your business from top to bottom without breaking the bank, supporting our crowdfunding campaign can make Appy even more affordable.

On top of financial management, Appy is an all-in-one inbound marketing solution that helps small business managers grow their business, get more customers and pull off reports to assist business decision making. Appy has all the tools in the solution and hasn't left anything out because we know if we do that we could be cheating our customers.



Appy is the ultimate, easy to use, DIY, a cloud-based business solution developed to help your business grow. The latest technology has been used to develop the solution and the intuitive features have been included because if our business needs them so does yours. Business analysts have considered all the potential needs and wants of almost any business and these have been or will be included in the product.

In order to cut the cost of software licenses – our team has developed **Appy**, an all-on-one, inbound marketing and management software package. **Appy** tracks a full spectrum of business activity – from tracking warehouse stock, sales orders and CRM to monitoring e-commerce activity, statistics, payments and quotes. **Appy** is integrated, easy to use, secure, powerful, flexible and multilingual. It is the ultimate business software that functions *intelligently*.

Appy is the perfect solution for the small businesses: restaurants, workshops, retail stores, consulting firms, marketing agencies, small hotels, and much more.

## THE PLANS

Small Business	Traction	Intelligence
 <p>€98 <small>one time fee</small> Only in Kickstarter</p> <p><del>\$65</del> per month Retail Price</p> <p>Up to 5 users Website Builder Community Support 40+ Standard Apps <small>Subdomains (yourcompany.appy.it)</small> 500 product catalogue Unlimited Customers <small>Back Office not covered</small></p>	<p>€780 <small>one time fee</small> Only in Kickstarter</p> <p><del>\$155</del> per month Retail Price</p> <p>Small Business Plan , Plus</p> <p>Up to 10 users Unlimited product catalogue Back Office ad free 25+ Traction Apps</p>	<p>€1980 <small>one time fee</small> Only in Kickstarter</p> <p><del>\$245</del> per month Retail Price</p> <p>Traction Plan , Plus</p> <p>Up to 50 users Priority Email Support Insider Facebook Group 25+ Intelligence Apps</p>

We have three affordable monthly subscription plans. Each level includes an increasing number of enhanced features.

- **Small Business:** \$65 monthly = up to 5 users
- **Traction:** \$155 monthly = up to 10 users
- **Intelligence:** \$245 monthly = up to 50 users

However, within the crowdfunding campaign, the prices will dramatically go down, to support entrepreneurs and fund the final development stages of its cost-effective, integrated organizational software. Appy is reaching out to investors who believe in and support the initiative and spirit of businesses that want to bring products to market without the burden of having to buy expensive software

## WHY APPY?

**Appy** is a business solution software package that comes along only once in a decade. Our intent is to *cut high software expenses* out of the equation during a company's start-up phase when they are struggling with their budgets, thereby giving innovation the room to advance more quickly.

*Our goal is to secure €18,900 in funding through our crowdfunding campaign. This amount will cover the costs of pushing **Appy** through the final stages of development so that we can release a world-class product to the market by the end of year 2017.*

**If we do this right, millions of lives around the world will benefit from an unprecedented entrepreneurial surge of activity. These contributions will be a tremendous help in accelerating entrepreneurial success!**

## Timeline

Appy will be ready to market at the end of this year. It is estimated that marketing will begin in 6 Months depending on the level of support and the speed at which it is attained.

## Other Ways You Can Help:

Beyond making a monetary contribution, you can help us by sharing our campaign with your friends and family on Facebook and Twitter and your colleagues on LinkedIn.

