ERS LABS

COMPANY PRESENTATION

erslabs.com | appnip.com

appnip

Contact:
Mobile — +91 7795480369
Email — info@erslabs.com

2nd floor, Solitaire building,
Hi-tech City, Hyderabad,
India. PIN — 500081

Introduction

— Founded in 2015, developed by intellect software professionals, ERS' team is committed to solve real world problems

1. A platform that lets anyone build apps

2. Offers a bundle of high productivity features not available in the market

3. Tried and tested omnipotent use cases proven to save costs and revolutionize procedures

4. Multiple revenue lines aligned to growth of the business

Market — High Productivity Application Platform (HPaPAAS)

— Enterprises today have high cost, long term solutions to adapt to changing requirements

PROBLEMS FACED IN AN ENTERPRISE

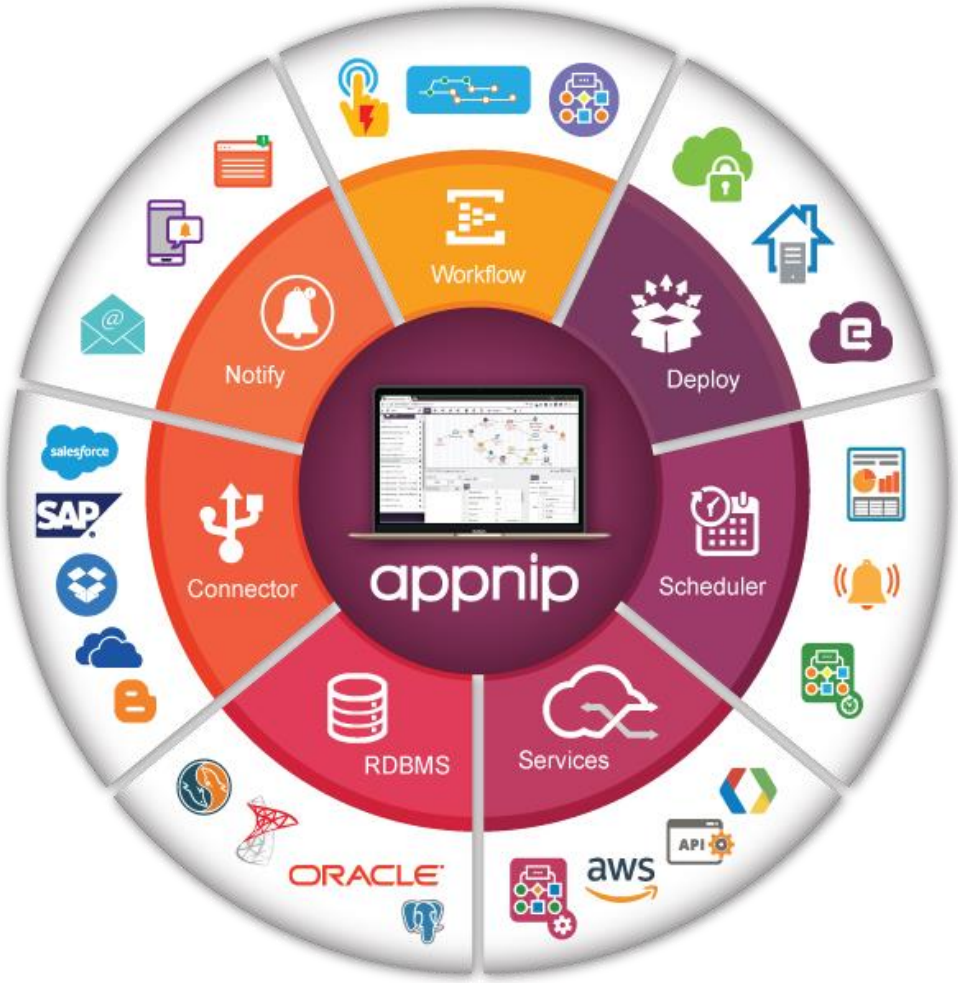
1. Legacy ERP Systems not meeting new requirements
2. Disconnected systems, need for unified reporting
3. Need for integration with outside systems
4. Leverage new technologies Decision Tables, BPM, Analytics, AI, Big Data, Block Chain

HPaPAAS PLATFORMS IS THE WAY FORWARD

High Productivity aPAAS platforms can be used by Enterprises to solve their integration needs and much more at a fraction of the cost charged by standalone integration products

About the product, appnip (1/2)

— A platform addressable to diverse verticals, offering omnipotent features with sustainable profits



Highlights

1. Simple click and drag IDE (1)
2. Build beyond the scope of limitations
3. Architecture that adopts to changing technologies
4. Scalable across verticals
5. Long standing revenue lines, high recurrence rates and increasing marginal profitability

Benefits

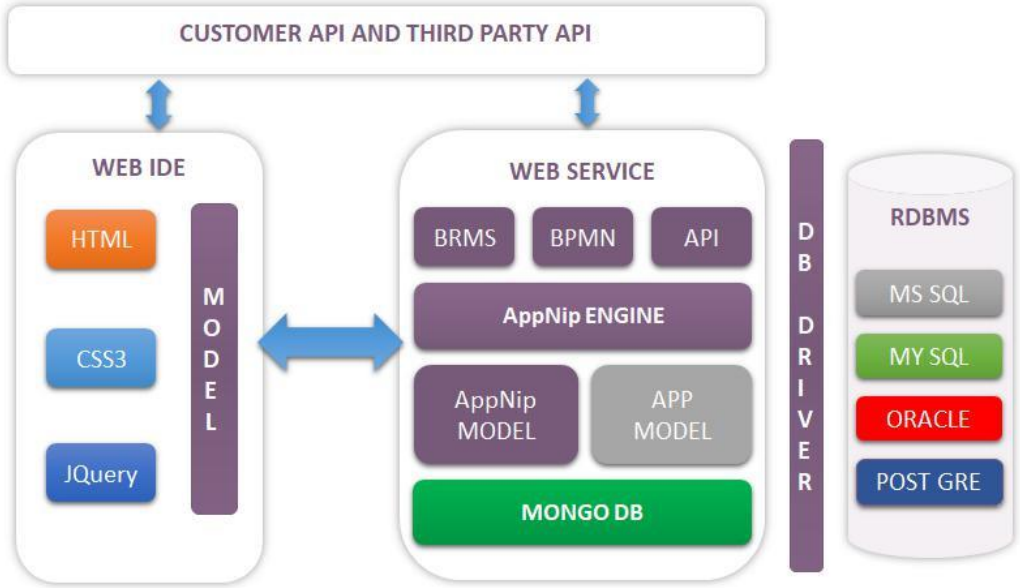
60%	2x	0	80%
savings in cost	customizability	Coding skills	time savings

(1) IDE — Integrated Development Environment

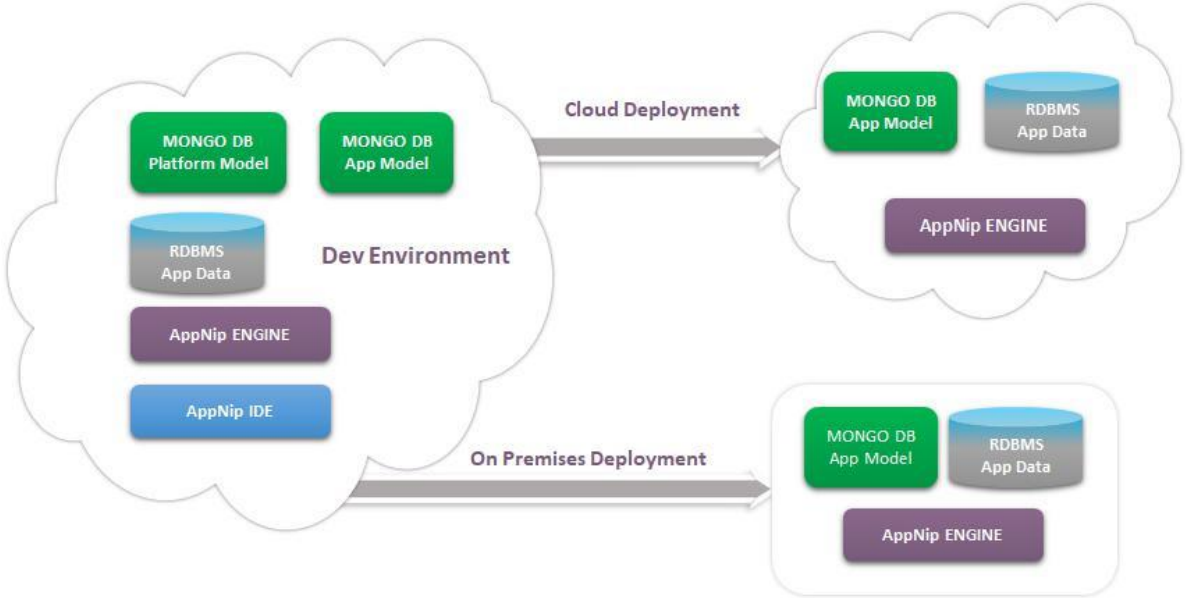
About the product, appnip (2/2)

— Architecture that adopts quickly to changing technologies

Platform Architecture



Cloud Deployment Architecture

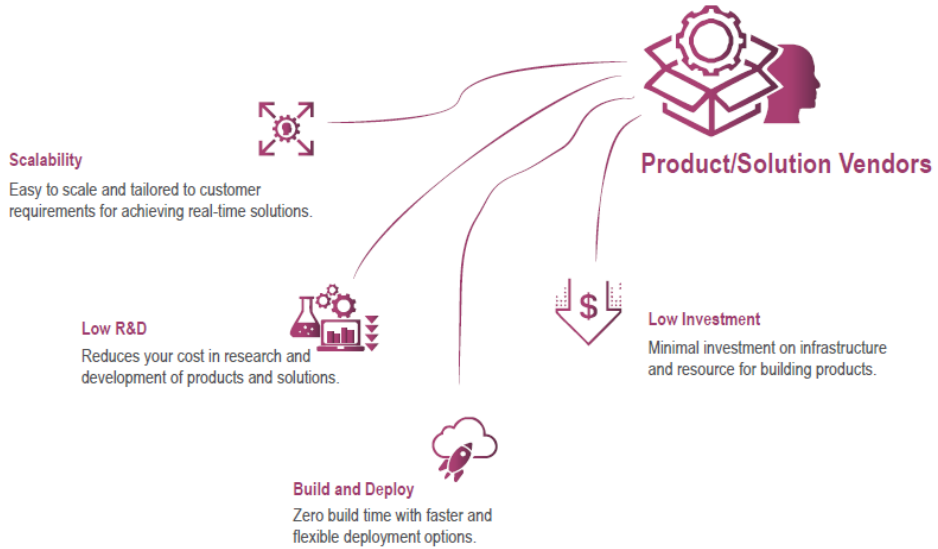


Bundle of high productivity features in a nutshell

- CLOUD PLATFORM
- PROCESS FLOWS
- MODEL BUILDER
- MULTIPLE DATA SOURCES
- WORKFLOWS
- APP BUILDER
- OUT OF THE BOX CONNECTORS
- CLOUD PLATFORM

Target Customer Base

— Integrating with processes of ITeS providers, vendors, enterprises and subject matter experts



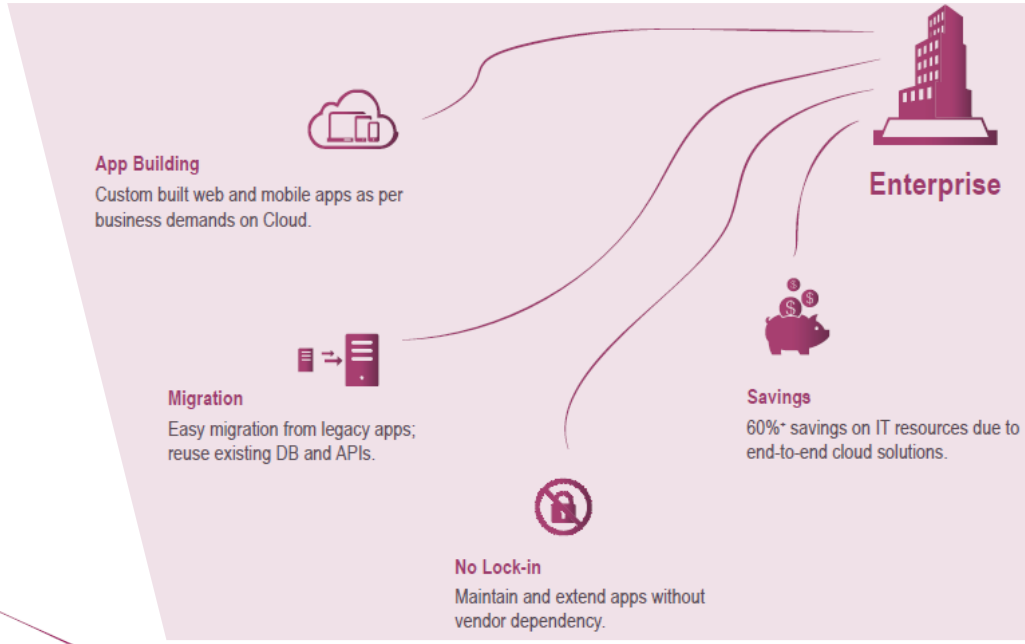
Product/Solution Vendors

Scalability
Easy to scale and tailored to customer requirements for achieving real-time solutions.

Low R&D
Reduces your cost in research and development of products and solutions.

Low Investment
Minimal investment on infrastructure and resource for building products.

Build and Deploy
Zero build time with faster and flexible deployment options.



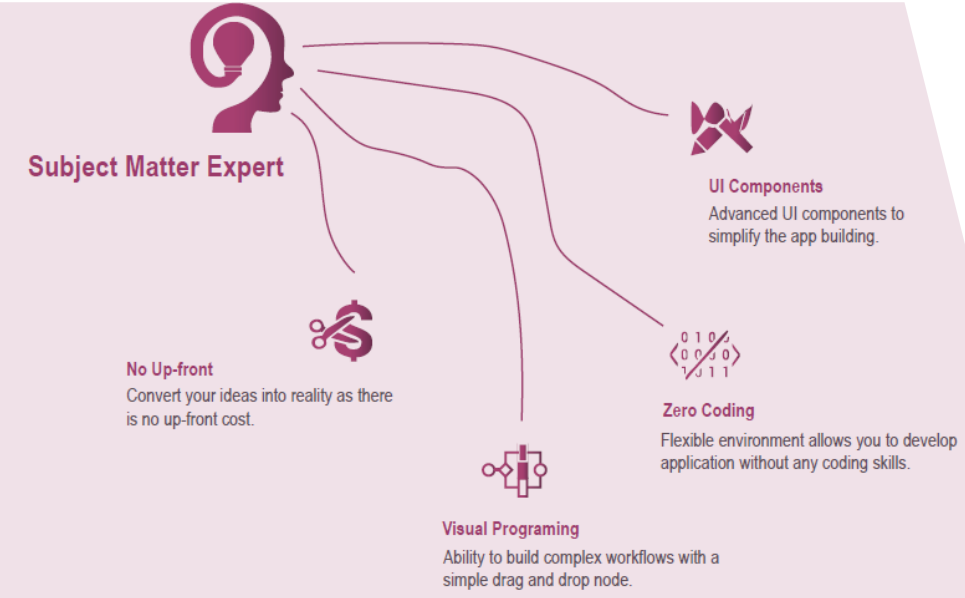
Enterprise

App Building
Custom built web and mobile apps as per business demands on Cloud.

Migration
Easy migration from legacy apps; reuse existing DB and APIs.

Savings
60%* savings on IT resources due to end-to-end cloud solutions.

No Lock-in
Maintain and extend apps without vendor dependency.



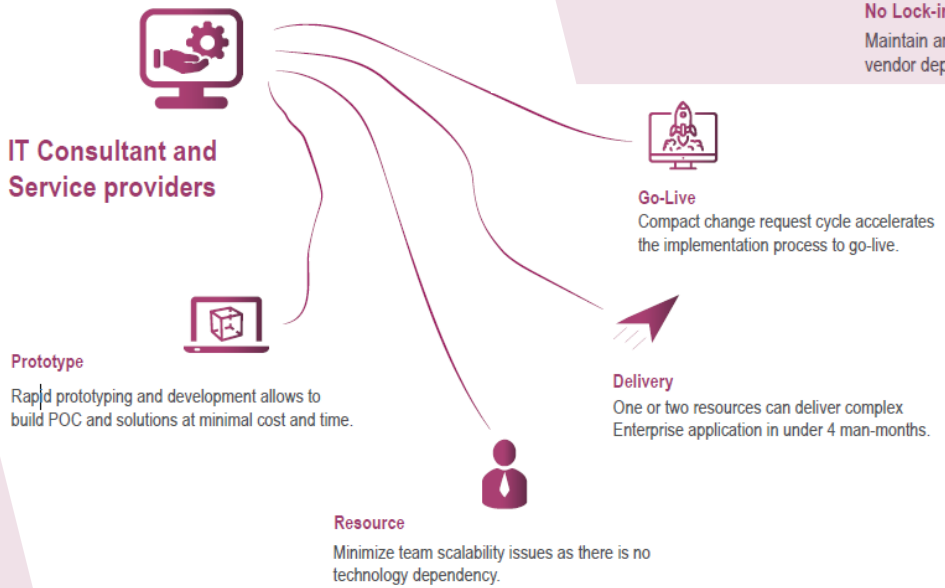
Subject Matter Expert

UI Components
Advanced UI components to simplify the app building.

No Up-front
Convert your ideas into reality as there is no up-front cost.

Zero Coding
Flexible environment allows you to develop application without any coding skills.

Visual Programing
Ability to build complex workflows with a simple drag and drop node.



IT Consultant and Service providers

Go-Live
Compact change request cycle accelerates the implementation process to go-live.

Prototype
Rapid prototyping and development allows to build POC and solutions at minimal cost and time.

Delivery
One or two resources can deliver complex Enterprise application in under 4 man-months.

Resource
Minimize team scalability issues as there is no technology dependency.

Approach and accomplishments

— Build traction by aligning sponsor requirements in sequential phases

Bridging the gap between the sponsor requirements and solution provider

- Live Preview
- Zero Coding
- No Vendor Dependency
- Drag N Drop
- Deployment
- EAM UI Components

Users can now build apps in sequential phases as provided on the platform

DESIGN — Model processes and apply business rules and plan approach

EXECUTE — Use pre-built connectors, import APIs and instant deployment

MANAGE — Monitor in-flight processes, re-assign tasks, and view performance

OPTIMIZE — Identify bottlenecks and inefficiencies and get real time visibility

Accomplishments till date

TIMELINE

1st Feb 2017 — Former SAP and YASU Technologies Senior Executive Srinivas Reddy joins team

Appnip beta version launched at India Soft Exhibition 2017, Hyderabad — **13th Feb 2017**

3rd Apr 2017 — Cloud Development Platform EAM, raises seed fund from industry veterans

ERS Labs successfully delivered the Transrisk platform to **TransGraph** pvt ltd — **20th Oct 2017**

23rd Jan 2018 — ERS labs participate at India Soft 2018 exhibition

Traction till date

— with successful pilot and positive pipeline, ERS is poised for growth

EXISTING CUSTOMERS

TRANSGRAPH
RESEARCH - CONSULTING - TECHNOLOGY
commodity market mentors

IGNITOR

bookcab

PIPELINE

goibibo.com

mihuru

Bandhan Bank

SUNRISE SOFTWARE DEVELOPMENT

INTECH INSTRUMENTS ANALYTICAL

terra greens organic

SUNTIARA SOFT

サンザイム Sanzyme

SUPPORTING PARTNERS

clientCurve™ Defining Success Curve

CA

RAJAN GUPTA & ASSOCIATES

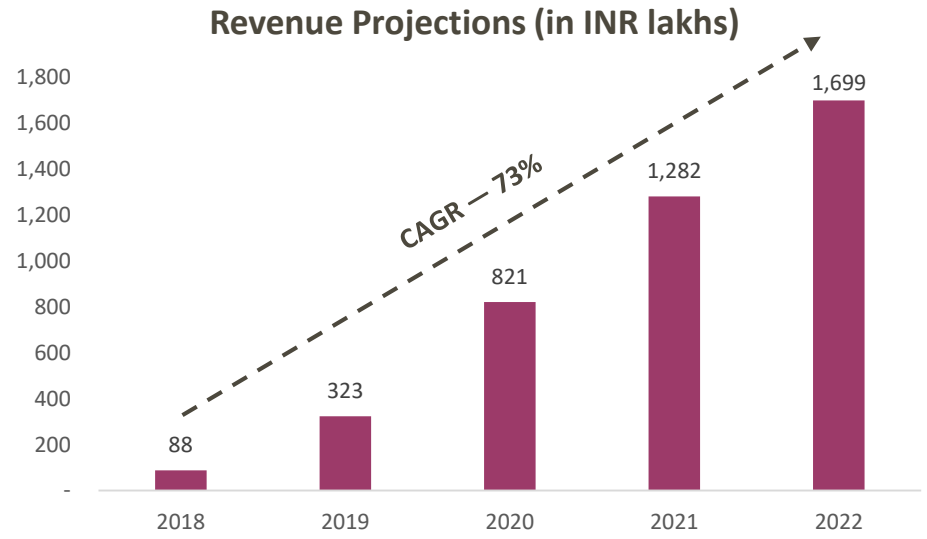
एसटीपीआई STPI

INDIASOFT

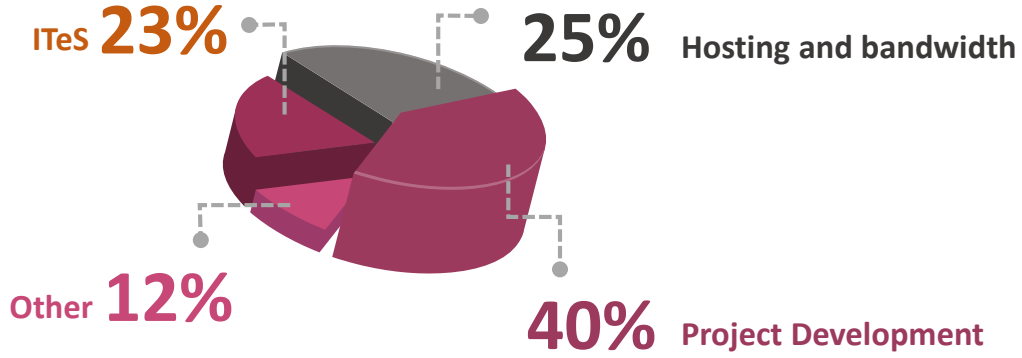
Financial projections

— with ~55% net profit margin and 73% 5-year growth rate, ERS is expected to be profitable in the next 12 months

5-year growth plan



Estimated Revenue (2018-2019)



Use of funds — next 12 months

CAPITAL EXPENDITURE

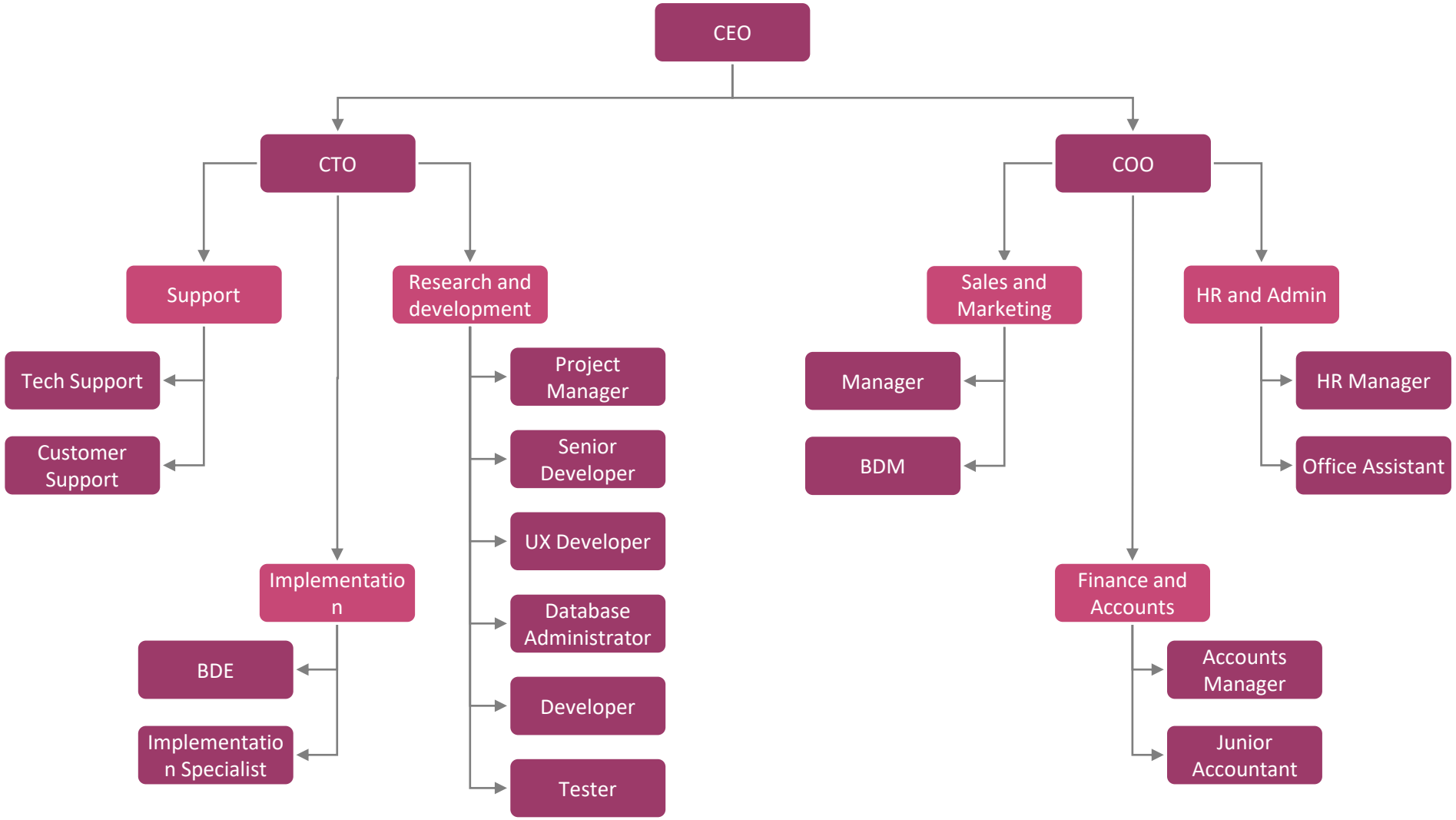
MARKETING

OTHER G&A

WORKING CAPITAL

Organization Structure

— proposed employee organogram for next 12 months



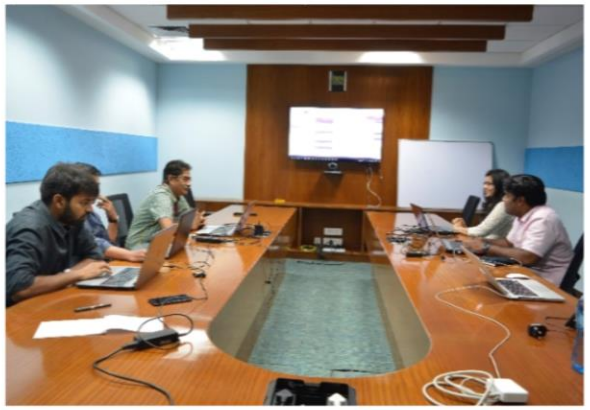
Events and conferences

— our initial yet significant efforts towards getting seen

At India Soft — 2018 (Bangalore) and 2017 (Hyderabad)

ERS Labs turns 3!

In office appnip workshops



Hosting a pro bono workshop to empower students

Core Team

— cumulative domain expertise of 50+ years

Mahipal Mettu, *Founder and CEO*

Mahi worked in several startups during an IT career spanning more than 15 years. His zeal for perfection and unwavering focus inspires many. Mahi's last engagement was with a School ERP company. During his experience at the job, Mahi realized the importance of putting the power of application development in the hands of the customer and hence embarked on his dream journey –to build a cloud platform that anyone can use for enterprise grade applications. After 3 years of perseverance we have the appnip platform that can turn conventional development philosophy head over heels.

Srinivas Reddy Annem, *co-founder and mentor*

An alumni of IIT Madras, class of 1996 and Co-founder of YASU technologies (1999), one of the first Rules Engine product companies from India. Srini, a basketball enthusiast and educationist, is an expert at devising solutions through prudent utilization of technology. He headed the US operations at YASU, working towards customer acquisition and customer engagement. Prior to YASU Srini worked at Infosys technologies and post YASU at SAP Labs. Srini is also the founder of Pragna Bharati school, located in Kurnool and is still actively associated with it. Srini's job at ERS Labs pertain to Product definition, Solution design & implementation, Customer Acquisition and Customer Engagement.

Neelima Bopanna, *co-founder and VP operations*

Neelima during her decade long career worked extensively with BPM, BRM and BAM technologies. This vested her with the power of such information tools that proved to be of utmost significance for the Company. She leads the technical implementation of MS Biztalk server at several enterprise customers. A unique combination of diligence and quick wit, her special expertise is valuable. A go getter, she brings to the table her single minded dedication in streamlining operations.

Thank You

CONTACT

Admin

+91 7795480369

sales@erslabs.com