

plerk

Where fintech meets human resources

INVESTOR PITCH DECK

Overview

Plerk is helping companies to increase productivity (80%)¹ and retention (50%)² by making employees happy³ with flexible perks and benefits.

Plerk helps companies support their workforce through personalized perks & benefits for all employees, regardless location. We are primed to become the people platform for Latin America and US-based companies hiring Latin American teams.

We are building the must-have HR platform for LatAm by providing additional services such as Local & International Payroll, Personal Banking and Financing, and more.



¹ Graziotin D., Wang X., Abrahamsson P. (2013) Are Happy Developers More Productive?. In: Heidrich J., Oivo M., Jedlitschka A., Baldassarre M.T. (eds) Product-Focused Software Process Improvement. PROFES 2013. Lecture Notes in Computer Science, vol 7983. Springer, Berlin, Heidelberg. https://doi.org/10.1007/978-3-642-39259-7_7
² SHRM (2018). 2018 EMPLOYEE BENEFITS THE EVOLUTION OF BENEFITS. Retrieved from <https://www.shrm.org/hr-today/trends-and-forecasting/research-and-surveys/Documents/2018%20Employee%20Benefits%20Report.pdf>
³ Proto, E. Are happy workers more productive?. IZA World of Labor 2016: 315 doi: 10.15185/izawol.315

The opportunity

150M employees need Plerk
\$22B TAM for employees just in LatAm

Facts include:

- 1 in 2 employees work at SMEs or Large Enterprises in Services, Tech, Industrial, CPGs, and industries related to technology
- 1 in 3 companies offers WFH benefits (wifi, electricity, etc.)
- 9 in 10 companies are working from home, 80% won't go back even after 2022
- 1 in 4 companies pays for employee wellbeing services (education, gym, etc.)
- 1 in 4 employees work from a different city to the company's offices



TAM: 150M employees work at SMEs, Large Enterprises in Services, Tech, Industrial, CPGs, and industries related to technology, according to [ILO](#) with an annual subscription of \$60. + 150M employees x \$600 ACV x 15% take rate.

RunaHR "El futuro del trabajo en America Latina" (2020)

Proto, E. Are happy workers more productive?. IZA World of Labor 2016: 315 doi: 10.15185/izawol.315

Our team



Combinator S20



Miguel Medina
Co-Founder

At Rappi:
Regional General Manager México
City Manager Rio de Janeiro
Special Projects São Paulo
Head of Launching +10 cities



Angel Arias
Co-Founder

At Rappi:
Country Manager México
Regional General Manager México
Growth, Operations, Marketing
Head of Launching +45 cities

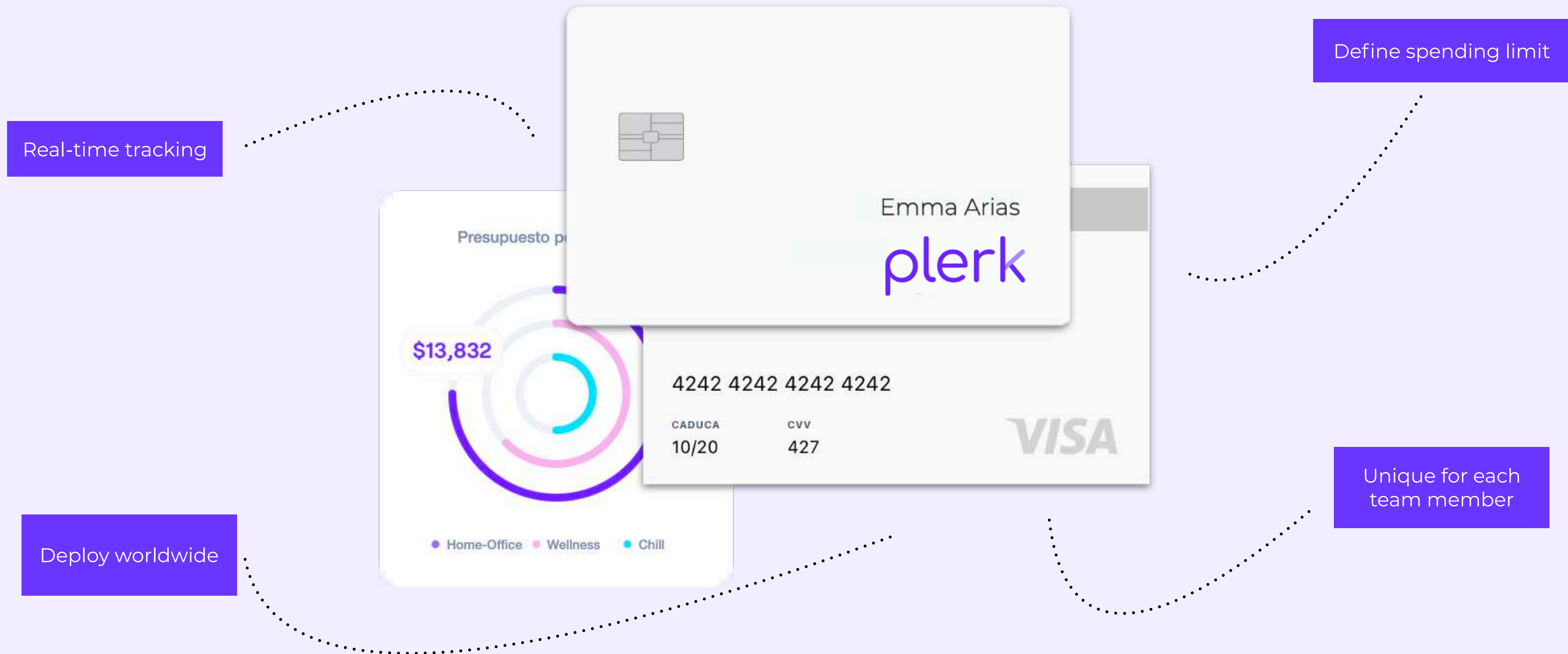


Antonio Martínez
Co-Founder

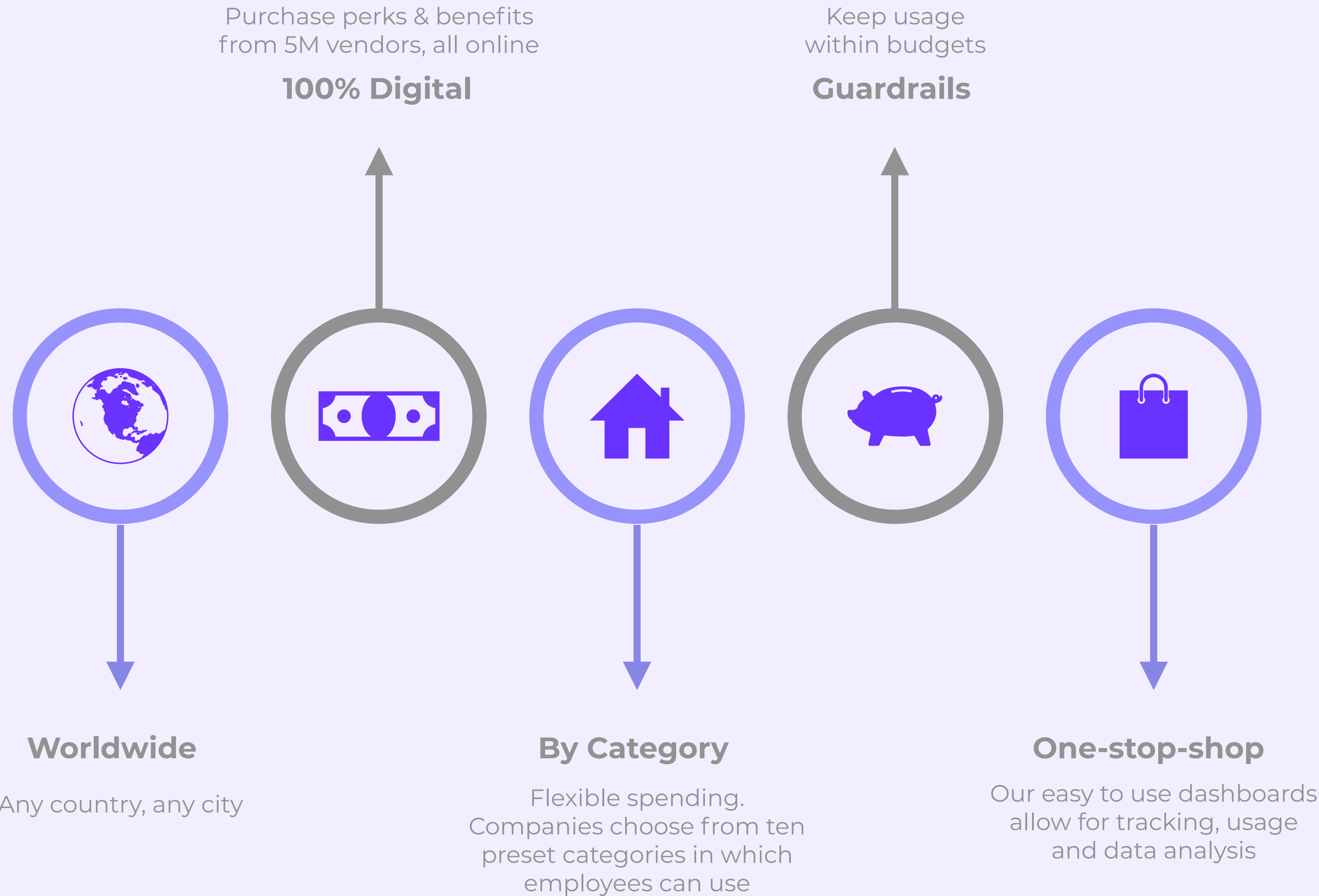
Innovation Product Manager @ Banregio
Product owner @ Vindicia
IoT Vaccine Monitoring Startup Founder
Serial Entrepreneur



Plerk: Where fintech meets human resources



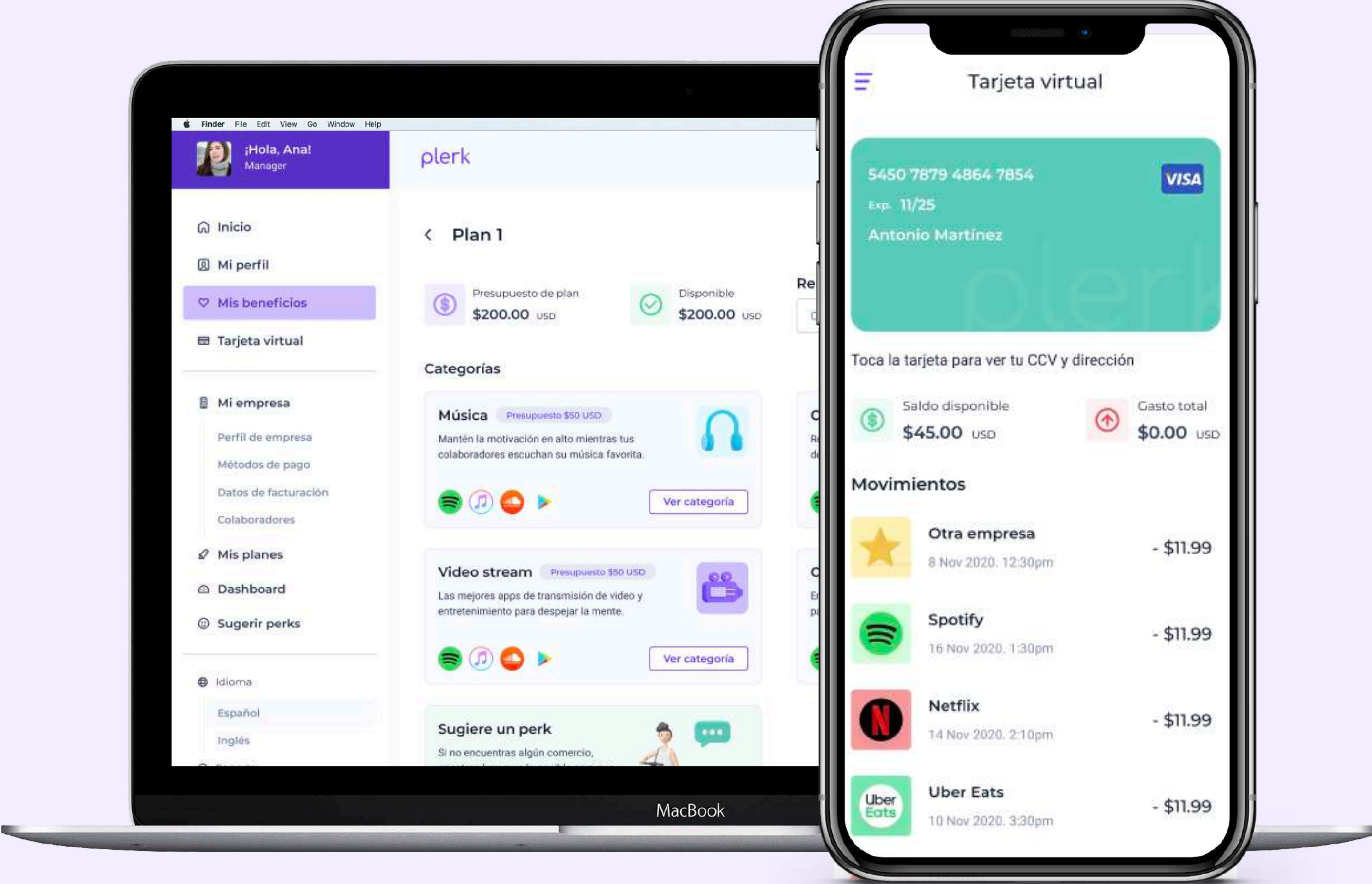
Total control



Our platform

For Managers

- Select the plan that best reflects company's culture
- Define budget
- Invite team members
- Follow-up dashboards
- Automated wellbeing data analysis



For Teams

- Activate, manage and use debit card
- Automated transaction history
- Access benefits marketplace
- Wellbeing assessment

Perks for each culture

Each company can create it's own programs, aligned with their culture

Wellness

- Remote Gym App
- Mental Health App
- 1 Spa Day /mo
- 1 coffee per week

\$100 /mo
per user

Digital Life

- Remote Gym App
- Mental Health App
- EdTech App
- 1 coffee a week

\$60 /mo
per user

WFM MX

- Remote Gym App
- Mental Health App
- WiFi + Electricity
- 1 coffee a week

\$75 /mo
per user

Example of some programs created by our users.

Benefits

We already have +5,000,000 vendors integrated to our platform accepting online payments.

Plerk enables our customers' employees to choose the right benefit for them, including: apps, coffee, gym memberships, health insurance and much more...

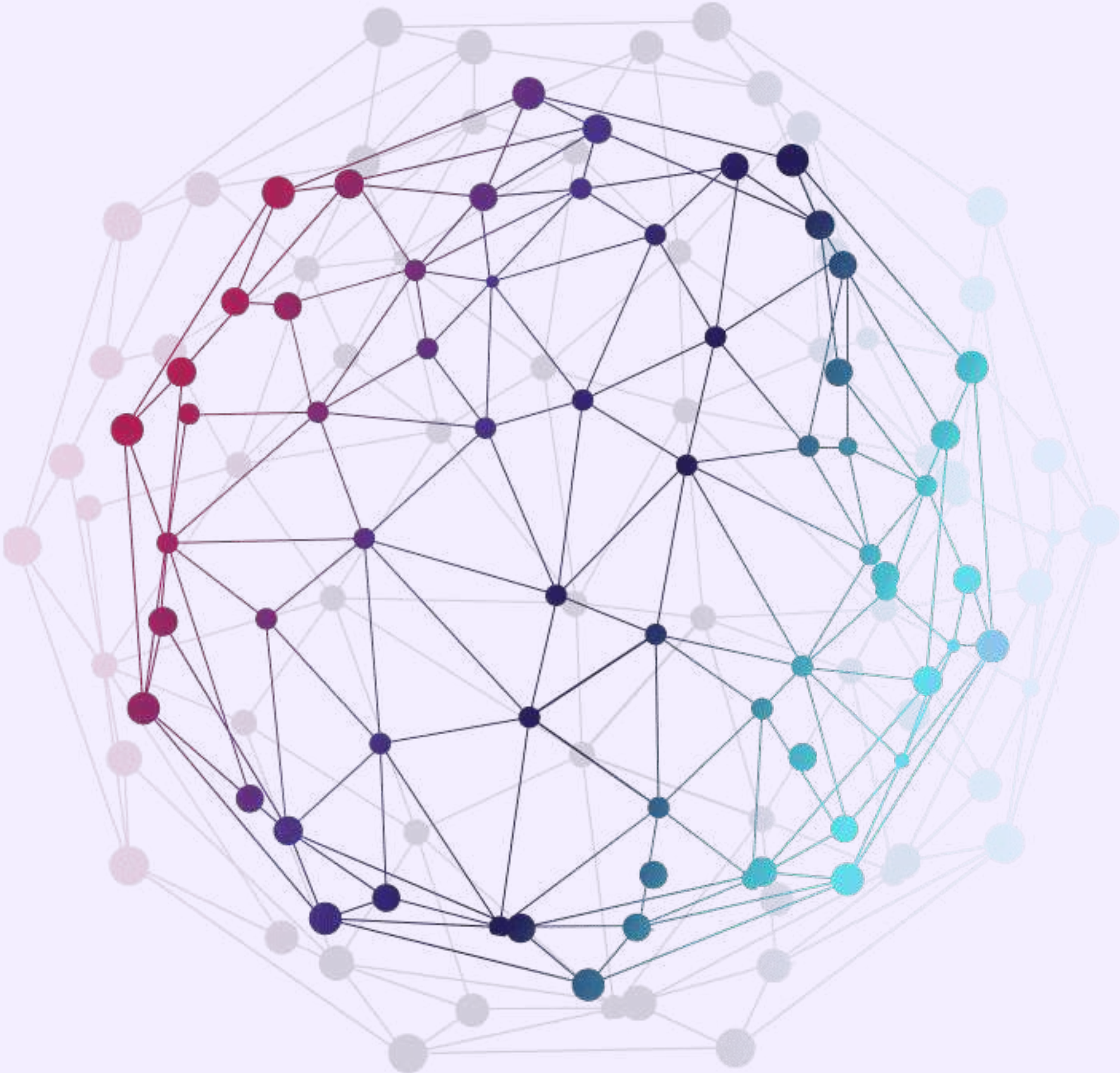


B2B2C - Connecting Dots

As our pool of users increases, more vendors will be keen on becoming part of our Perks & Benefits marketplace.

We already have **30+ vendors** willing to pay us for being part of Plerk.

Featured products, recommended solutions, special discounts, marketplace index positioning, and up-selling are just some of the opportunities for Plerk to capture extra revenue in our Perks & Benefits Marketplace.



We will become the preferred user acquisition channel for B2C vendors, capturing on average a **15% take rate** in vendor commissions.

Market tailwinds

On December 9th, 2020 Mexican Chambers reformed the Mexican Federal Labor Law in order to recognize employees that Work From Home.

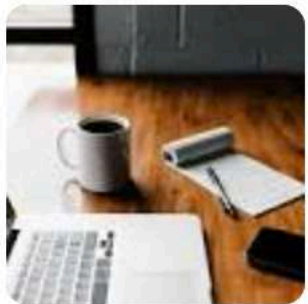
Now, it is mandatory for employers to pay for the internet, electricity, and other tools for employees who WFH.

This unlocks a big opportunity to scale Plerk.

F Forbes Mexico

Senado aprueba que empresas paguen luz e internet por home office

Sólo falta que el presidente promulgue la reforma para que las empresas adquieran obligaciones por home office de sus trabajadores.
hace 16 horas



E Entrepreneur

Diputados aprueban iniciativa para regular el 'home office' que incluye el pago de luz e internet por parte de las...

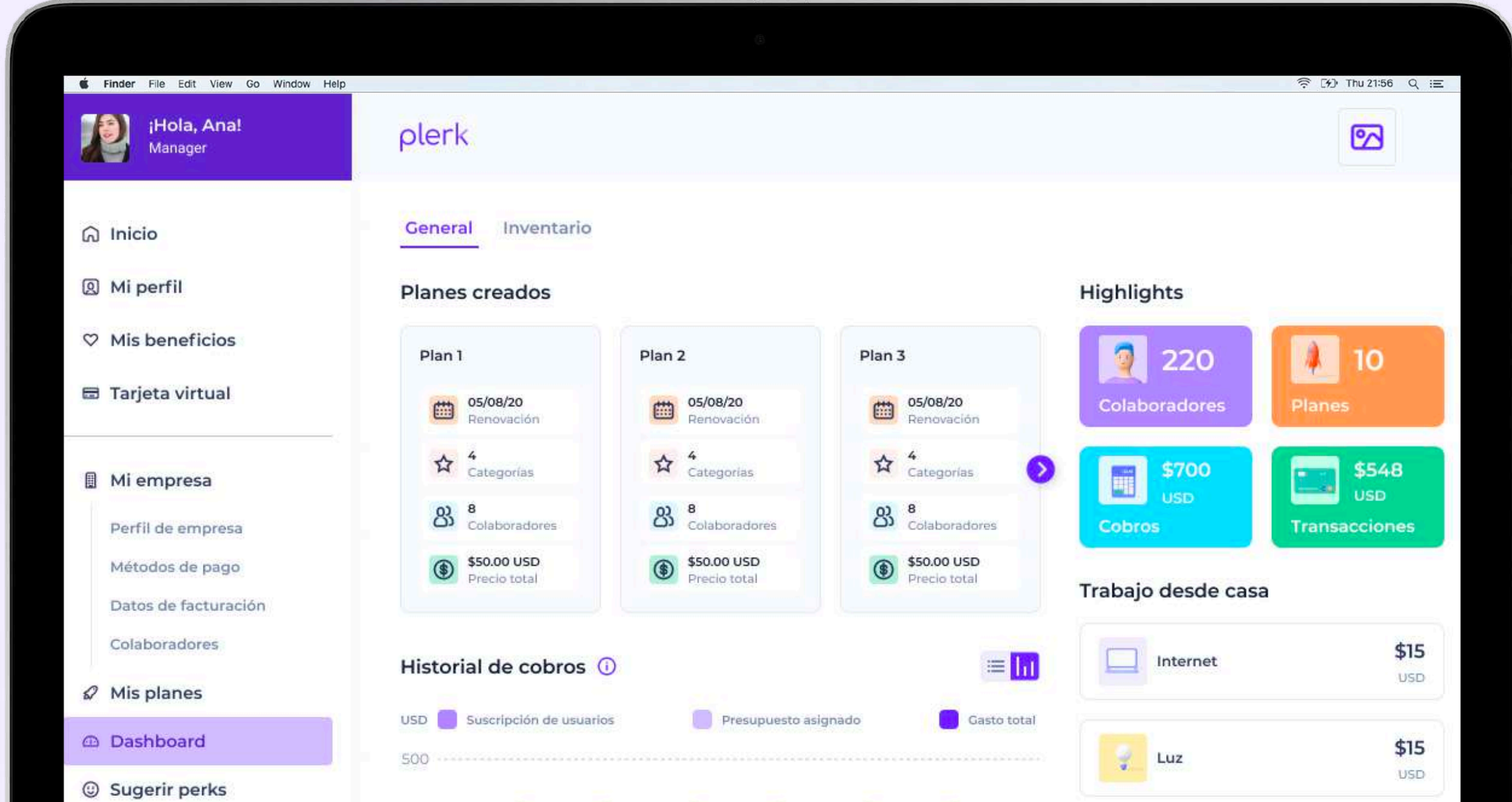
Los patrones deberán respetar los derechos laborales, datos personales, derecho a la intimidad y desconexión de sus trabajadores que...
hace 1 día



El Universal

Home Office: patrones deberán pagar el internet y otros insumos si trabajas desde casa | El Universal

... derivados del teletrabajo o Home Office, es decir, el pago de servicios de telecomunicación (internet) y la parte proporcional de electricidad, ...
hace 1 día



How we make money

\$5^{USD}
/ user / month
Monthly Subscription

Avg 15%
per transaction
Vendor Commission

***Coming soon**

In just few weeks

We launched few weeks ago with YC Companies, now we are also onboarding companies outside YC based in Mexico and Colombia, and a couple of US-based company too.

And this is just the beginning, we will go for all Spanish speaking LatAm companies and then US-based companies with LatAm based employees.

This is a **\$22.5B** opportunity.

- Onboarded first customers for **\$1,500+ MRR** and **\$9,000+ GMV**
- 12+ companies and 900+ employees on waiting list (**\$4,500 MRR**)
- \$150K in the pipeline (**\$25K MRR** in later stage conversations)



Early customers

Our early customers love us - this is what they say about Plerk

“Plerk makes it easy for us to give that extra gift all Frubanos deserve. With Plerk, our team have greater flexibility in their benefits. In Frubana we have presence in several countries and Plerk, being a virtual card, allows us to reach all Frubanos without friction. The benefits platform is very simple and easy to use.”



Fabian Gomez
CEO & Co-Founder at Frubana

“Plerk promotes the message that we have in our culture at Kovi, where our collaborators are the most important. It empowers our collaborators more, we make better use of the company's money and it saves our team time with bureaucracies and management of different partners. We love Plerk’s speed and flexibility.”



Adan Ramos
Country Manager at Kovi

“Our experience with Plerk has been great. Our employees not only have an extra benefit, but they are able to personalize it depending on what they want and need. Without much effort, we have been able to retribute a part of the extra mile that our employees give to Laika. Plerk provides us with excellent 24/7 customer support and has been able to adapt to our needs as a startup.”



Sofia Serna
Executive Assistant at Laika

Market size

$$\begin{array}{l} \mathbf{150\ M} \\ \text{Latin America} \\ \text{Employees} \\ \text{Tech + SMEs + Large} \end{array} \times \begin{array}{l} \mathbf{\$60} \\ \text{Annual} \\ \text{Subscription} \end{array} = \begin{array}{l} \mathbf{\$9\ B} \\ \text{TAM} \end{array}$$

$$\begin{array}{l} \mathbf{150\ M} \\ \text{Latin America} \\ \text{Employees} \\ \text{Tech + SMEs + Large} \end{array} \times \begin{array}{l} \mathbf{\$600} \\ \text{ACV} \end{array} \times \begin{array}{l} \mathbf{15\%} \\ \text{Average} \\ \text{Take Rate} \end{array} = \begin{array}{l} \mathbf{\$13.5\ B} \\ \text{TAM} \end{array}$$

$$\mathbf{\$22.5\ B} \text{ TAM}$$

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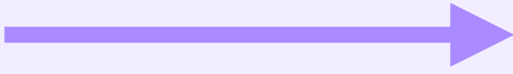
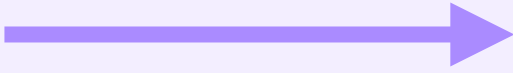
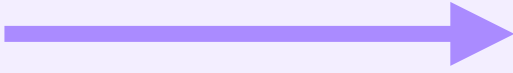
Product roadmap

	S1 2021	S2 2021	S1 2022	S2 2022	S1 2023
Product	Mobile App Launch	Add Payment Methods	Vendors Self-onboard	B2B UAC	Expense Management Tool
Integrations	Google + Slack	HR Management Tools	Direct Payments Merchants	Microsoft Teams	SAP
Fintech	Funding By Employee	Own BIN + Personal Loans	Personal Banking	Payments In Advance	Saving Funds
HR	Wellbeing Assessment	Employee Rewards	Local Payroll	International Payroll	Unique Employee ID Blockchain

Investing for growth

Use of Funds

- Build team + inside sales
- Invest in marketing and content
- Launch new countries
- Grow vendor network



Milestones Q2 2021

\$25,000 MRR

5,000 employees onboarded

Mexico & Colombia first

50 paying vendors

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