



# Yugonova

## EXECUTIVE SUMMARY

### CONTACT INFORMATION

Yugonova  
Belgrade, SERBIA  
+381692811993

[www.yugonova.com](http://www.yugonova.com)  
[hello@yugonova.com](mailto:hello@yugonova.com)

Started: 2019  
Total Employees: 5

### FINANCIAL INFORMATION

Funding Stage: Alpha/pre-seed  
Capital Raised: \$0  
Capital Seeking: \$100,000  
Evaluation: \$1,000,000

### USE OF FUND

20% Escrow reserve  
40% Salaries (5 employees)  
30% Sales/Marketing  
10% Legal/Other

### MANAGEMENT TEAM

- **Co-Founder & CEO:** Vedad Mesanovic ([/in/vedadme](https://www.linkedin.com/in/vedadme))
- **Co-Founder & COO:** Kristijan Kocic ([/in/kristijankocic](https://www.linkedin.com/in/kristijankocic)).
- **Co-founder & CTO:** Branislav Jerotic ([/in/branislav-jerotic](https://www.linkedin.com/in/branislav-jerotic))

### ADVISORS

- David Kobrosky ([/in/davidkobrosky](https://www.linkedin.com/in/davidkobrosky))
- Gabriel Itoka ([/in/gabrielitokaiii](https://www.linkedin.com/in/gabrielitokaiii))
- Radivoje Peskic ([/in/radivoje-peskic](https://www.linkedin.com/in/radivoje-peskic))
- Luka Sucic ([/in/lukasucic](https://www.linkedin.com/in/lukasucic))
- Jasmin Alic ([/in/alicjasmin](https://www.linkedin.com/in/alicjasmin))

### SOCIAL

Facebook: [/yugofoundation](https://www.facebook.com/yugofoundation)  
Twitter: [/yugopay](https://twitter.com/yugopay)  
LinkedIn: [/yugo-foundation](https://www.linkedin.com/company/yugo-foundation)

### ONE SENTENCE PITCH

Yugonova is developing payment solutions for freelancers and distributed teams, solving the issue of payroll for the outsourcing generation.

### PROBLEM/OPPORTUNITY

Yugonova is tackling payment issues facing the job sharing and freelance industry. In a world influenced by changing work dynamics and automated jobs, research shows that the future of labor is rooted in freelancing and job sharing. Yet, sending and accepting payments is one of the main issues for freelancers as they usually have different payment preferences. For members of distributed teams, it is often a time-consuming feat to introduce clients to the team and have them make multiple payments to team members in different countries with different payment preferences (payment services, currency).

### SOLUTION/PRODUCT

We are enabling freelancers to easily create distributed teams online and to accept and distribute payments among team members. Furthermore, we are providing companies that hire freelancers a one-stop-shop for payments to all members of distributed freelance teams.

In a nutshell, we are enabling clients to pay in either crypto or fiat via different payment services such as PayPal and Stripe, while freelancers can receive that payment via any service and currency of their choice, regardless of the payment preferences used by their clients. We are solving a major issue for freelancers and their clients, including outsourcing agencies and other companies hiring freelancers.

### BUSINESS MODEL

We will be allowing freelancers to use our service for free but they will have to purchase a premium account if they want to remove product limitations (the number of team members that you can add to your invoice, maximum amount that you can receive from a client, payment services that you can use to withdraw the payment, etc.). Furthermore, we will be charging a 0.2% fee for every transaction.

We are structuring the corporate package deal for companies that have 100+ employees and/or are hiring developers regularly. We want to ease the process of paying salaries for their remote or in-house team members.

### MARKET/TARGET MARKET

Total addressable market of the freelancing industry is \$1.5 trillion. Freelancing is a growing industry across the globe. In 2017, 57.3 million Americans were freelancing (36 percent of the US workforce) and contributed approximately \$1.4 trillion to the economy (Upwork/Freelance). This number has been growing ever since. It is estimated that by 2020, 43% of the US workforce will be freelancers.

### CUSTOMERS/PROFILE

- Outsourcing companies
- Freelancers
- Distributed teams
- Companies that hire freelancers

