Lynk
Embedding quality control intuitively into your digital workflow

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General Info

B2B SAAS Startup for companies that heavily collaborate on documents that have high quality requirements.

Contact info

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Core team

Diverse team of 5, with entrepreneurial drift, and experience in wide range of organizations. Academic backgrounds in; Business, Economics, Data Science, Computer Science, Design & Marketing. Worked together for over 4 years.

Financial info

V1.0 of product self-financed by team (~€160k). Expecting first revenue beginning of '21.

Revenue forecast

- First 3 years no profits
- Year 4 profit of €1mio
- 50% profit increase after year 4

Investment opportunity

We're looking to setup relationships with investors that might be willing to invest at the ending of `21.
Amount TBA, based on results of `21.

Cost structure

Elevator Pitch

An all-in-one intuitive & integrated team workspace for documents, tasks and approvals, that creates a clearer overview, improves collaboration, saves time, and decreases avoidable mistakes; in term leading to smaller failure costs for complex projects.

Problem

Huge failure costs due to collaboration errors, mistakes and bad work preparations in large complex document-based projects. For just the construction industry In the Netherlands these failure costs are estimated at €2 billion.

Solution

Lynk is a platform that brings together documents, task and approvals in one intuitive and smart workspace.
The product is integrated with the big software products clients already use.

Competitive advantage

In comparison with competitors, we build on top of the Google and Microsoft suites. Our software is experienced as fast and intuitive. We also have a bunch of features competitors don't have. Our platform gently nudges people to work in a more structured way.

Target market

Any company that conducts high stake *projects* where documents are at the core. For now we are focused on the construction industries, but eventually we're planning to expand to engineering, legal, government, consultancy, oil & gas, mining, event planning.

Business model

A fixed fee per user per month. 4 tiers available, ranging between €0 (free entry tier) and €39 a month.

Achievements

- Verbal agreements for paid pilots with top 10 construction companies in the Netherlands.
- Profitable software company prior to this venture.
- Top of class graduates.
- Accepted to YESDelft program.

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Core team

Diverse team, with entrepreneurial drift and experience in wide range of organizations. Academic backgrounds in; Business, Economics, Developers, Design, Marketing & Data-science.

Financial info

Self-financed the first version of the product (~€40k).
Expecting first revenue ending of '20.

Revenue forecast

- First 3 years no profits
- Year 4 profit of 1m
- 50% profit increase after 4 year

Investment

Looking for 400k investment, for a runway of 16 months.

Legend:
- Dev salary
- Other salary
- Sales
- Marketing
- Office
- Other (hosting,

7.7%
56.9%
16.6%

Elevator Pitch / Slogan

Start managing complexity. Lynk is a digital workspace that empowers teams to collaborate and realize complex projects with ease and confidence. Supercharge your DMS into a PMS.

Problem

Large failure costs due communication and collaboration errors in large complex projects, in sectors that rely on exact work, on every project that is done, each time a project is setup and run crush profits of companies.

Solution

Bringing together the team, task and work. Providing structure that makes structured working effortless, quality control intuitive and reduce the chatter in communication.

Competitive advantage

Our technological infrastructure positions us between Google and Microsoft and allows us to focus on making value added features accessible to specific markets.

Target market

Sectors: Construction, civil engineering, maintenance, engineering, energy sector.
Project based large works, collaborations between departments and organizations.

Business model

Organically growing offering, with specific feature options per customer. Seat per user, per company.

Achievements

Top of class graduates.
Profitable software company prior to this venture.
Verbal agreements for paid pilots.