



# INVESTOR PRESENTATION

**THE FUTURE OF BPO: SMART, SCALABLE, AND TECH-DRIVEN**  
**CANADA HQ | GLOBAL DELIVERY: PHILIPPINES, SRI LANKA, SOUTH AFRICA & POLAND**  
**CONCEPT-STAGE | PRE-SEED | RAISING: \$2-3M SEED ROUND**

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MAY 12, 2025

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# FUTURE PROOFING RESILIENT GROWTH

*Korfshore empowers businesses to work smarter and scale faster with AI-driven outsourcing, blockchain security, and immersive tech solutions—all from one seamless global platform.*

## OUR MISSION

"Our mission is to shape the future of business by delivering world-class outsourcing and consulting solutions—spanning BPO, Finance & Accounting, Talent Augmentation, Staff Offshoring, AI & Software Development, and Digital CFO services—empowering companies to scale faster, smarter, and more sustainably."

## OUR VISION

"To become the world's most trusted and transformative global workforce platform—empowering businesses and people through innovation, inclusivity, and intelligent solutions"

# PROBLEM

THE TRADITIONAL BPO MODEL IS BROKEN.

## TRADITIONAL BPO MODEL IS BROKEN

- Rising labor costs in developed markets make outsourcing less cost-effective.
- Shrinking talent pools limit access to qualified staff and slow scalability.
- Legacy operating models rely on rigid, manual processes.
- Fragmented digital adoption prevents real ROI.
- Customer experience declines due to outdated workflows and inflexible service models.

## BUSINESSES STRUGGLE WITH INEFFICIENCY

- They face higher costs for the same output.
- They can't scale operations smoothly.
- Digital investments often fail to deliver value.
- Retention, reputation, and growth are at risk.

## KORFSHORE SOLVES THIS FLEXIBLE OUTSOURCING

- Models tailored to client needs.
- Tech-enabled delivery with automation and AI integration.
- Global workforce hubs providing scalability and cost-efficiency.
- Focus on improving customer experience through agile processes.



# SOLUTION

## MODERN OUTSOURCING REIMAGINED

Korfshore is redefining BPO for the modern era — **tech-first**, not labor-first. We're more than an outsourcing vendor; we're a smart, scalable operations partner that solves the inefficiencies of legacy BPO.

## CLIENTS DEMAND SCALABLE, AGILE, AND COST-EFFECTIVE SUPPORT

Businesses today need more than low-cost labor. They need a partner who can deliver speed, adaptability, and technology-driven outcomes — without sacrificing quality or compliance.

## KORFSHORE DELIVERS THIS

- Tech-enabled BPO: Intelligent, automated workflows for efficiency and accuracy.
- Cost-efficient F&A Services: Scalable financial operations that cut costs while ensuring compliance.
- Flexible Staff Offshoring: On-demand skilled teams to meet changing business needs.
- Next-gen AI & Software Development: Innovative AI and software solutions that unlock efficiency and insights.
- Growth Consulting & Digital CFO Services: Data-driven strategy, financial planning, and insights to fuel sustainable growth.

# KEY STRENGTHS

**Integrated BPO & Tech Solutions** – Seamless combination of business process outsourcing with proprietary AI, blockchain, IoT, and cloud technologies for end-to-end transformation.

**Global Talent & Delivery Network** – Access to skilled professionals across strategic global hubs, ensuring cost efficiency, scalability, and cultural alignment.

**AI-Driven Operational Intelligence** – Use of AI analytics and automation to optimize decision-making, enhance efficiency, and reduce costs for clients.

**Client-Centric Flexibility** – Customizable service models tailored to client needs, from staff offshoring to full digital CFO support and growth consulting.

**Commitment to Innovation & Security** – Ongoing investment in emerging technologies and secure platforms (e.g., Korfshore Blockchain Secure) to future-proof client operations.



# CUSTOMER PROFILE & MARKET OPPORTUNITY

## GLOBAL MARKET POTENTIAL

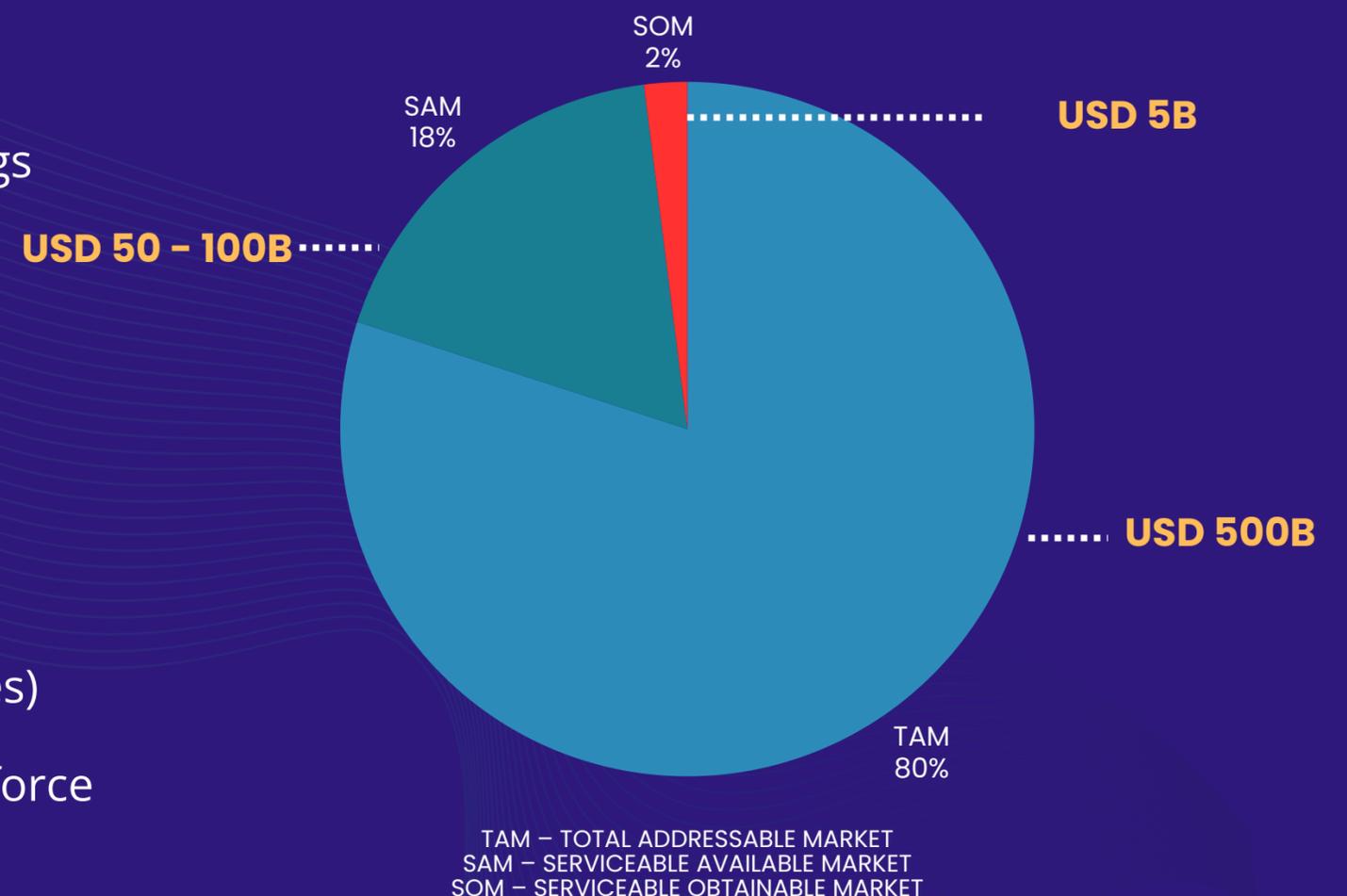
- Global outsourcing industry = \$500B+ TAM
- Rapid growth as companies seek efficiency & cost savings

## STRONG DEMAND DRIVERS

- Rising labor costs in developed markets
- Shrinking talent pools for skilled roles
- Businesses accelerating digital transformation

## KORFSHORE'S OPPORTUNITY

- Targeting SMEs & mid-market firms (50–1,000 employees)
- Serviceable market (SOM) = \$5–10B within 5 years
- Positioned at the intersection of BPO + AI + global workforce



# MARKET TRACTION (2025–2029)

## INITIAL MOMENTUM:

- Korfshore has secured early discussions with clients in North America, EMEA, and Australia, demonstrating proof of execution and market fit.
- Built operational capacity of 200+ staff across the Philippines and Sri Lanka to serve early clients efficiently.

Region	Revenue	% of Total	Active BPO Seats	Clients Needed*
North America	\$15.6M	38%	700	70
EMEA	\$7.8M	19%	400	40
Australia	\$17.6M	43%	500	50
<b>Total</b>	<b>\$41M</b>	<b>100%</b>	<b>1,600</b>	<b>160</b>

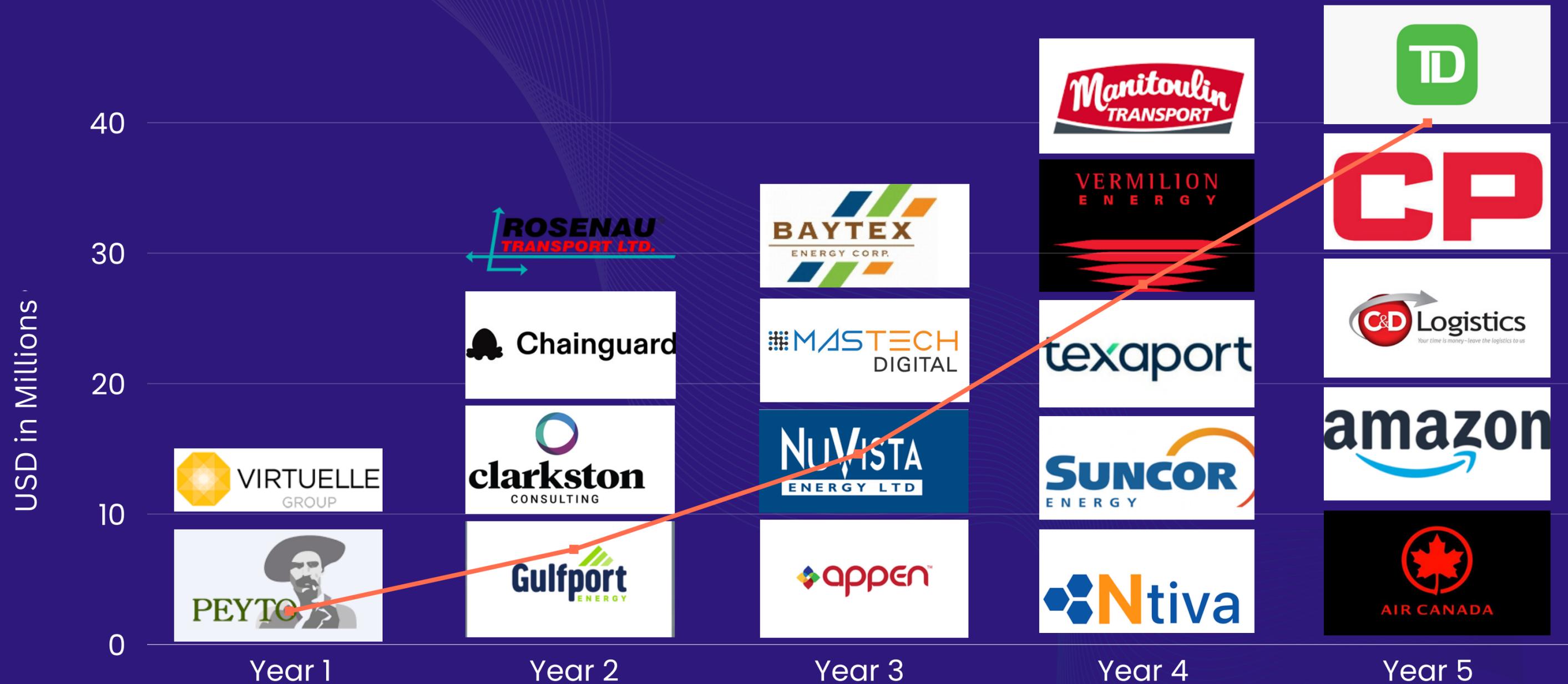
\*Assuming 10 seats per client

## KEY TAKEAWAYS:

- Strong early traction demonstrates market fit and operational readiness.
- Balanced regional and industry diversification reduces risk while maximizing growth potential.
- Active client acquisition targets aligned with seat capacity ensure scalable, predictable growth.



# TRACTION - VALIDATING THE MODEL



# METRICS (2025–2029)

## KEY EARLY METRICS

- Gross Margin: 55–65% target range
- ARPU: \$141K → \$182K (Yr 1 → Yr 5)
- LTV/CAC: >35x (exceptional unit economics)
- Workforce: 200 → 1,000+ in 5 years

## PROOF OF EFFICIENCY & SCALABILITY

- High margins = sustainable profitability.
- Rising ARPU = deeper client value + upsell potential.
- Strong LTV/CAC = sticky clients with low acquisition cost.
- Workforce expansion = operational scale matched to demand.

## EXECUTION STRATEGY

- Offshore hubs + AI/automation = efficiency & cost advantage.
- Cross-sell into IT Support & Medtech to lift ARPU.
- Long-term BPO contracts lock in client lifetime value.
- Phased hiring across PH, Morocco & Poland to scale delivery.

\*These metrics validate that Korfshore is built for profitable, scalable growth on the path to \$41M revenue by 2029.



# DRIVING IMPACT ACROSS INDUSTRIES & FUNCTIONS

*"These industries are characterized by process intensity, rapid growth, and talent challenges. Korfshore provides specialized offshore and technology-enabled support to drive efficiency and business scalability."*

## CORE INDUSTRIES WE SERVE

- Oil & Gas
- Logistics & Supply Chain
- Technology & Startups
- Finance & Accounting
- Healthcare & Life Sciences

## HIGH-NEED SEGMENTS

- Process-heavy operations
- Talent shortages in developed markets
- Pressure to reduce costs while scaling

## KORFSHORE ADVANTAGE

- Offshore hubs delivering cost-efficient skilled teams
- AI-driven automation to streamline workflows
- Digital CFO consulting for strategy, compliance, and growth



# COMPETITORS, SUBSTITUTES & BARRIERS TO ENTRY

## KEY COMPETITORS

- Teleperformance / Infosys → Large, traditional BPOs
- TaskUs → Niche, fast-growing outsourcing firm
- Upwork → Freelance marketplace, fragmented workforce

## MARKET GAPS EXIST

- Legacy players = rigid, manpower-heavy, slow to innovate
- Freelance models = inconsistent quality, lack of accountability
- Few players offer integrated, tech-first outsourcing

## KORFSHORE ADVANTAGE

- Unified service model (BPO + F&A + Offshoring + AI + CFO)
- Tech-enabled delivery for agility and efficiency
- Scalable & flexible hubs across 4 continents
- Positioned as the modern alternative to both legacy BPOs and gig platforms

# GO-TO-MARKET STRATEGY

## 1. TARGET MARKET & SEGMENTATION

- **Geographies:** Philippines, Sri Lanka, Morocco, Poland & South Africa (delivery hubs) + Target clients in North America, Europe, and Australia.
- **Industries:**
  - Primary - Oil & Gas, Transport & Logistics, Technology & Startups
  - Secondary - Finance, Healthcare, Tech/Software, E-commerce, Professional Services.
- **Buyer Personas:** CFOs, Heads of Operations, HR Leaders, CEOs/Founders CTOs seeking cost-efficient, scalable, and tech-driven outsourcing solutions.

## 2. VALUE PROPOSITION

- **Efficiency & Cost Savings:** Tech-enabled BPO and F&A services reduce overhead while improving accuracy.
- **Scalability:** Talent augmentation and flexible staff offshoring allow rapid workforce scaling.
- **Innovation:** AI and software development solutions drive digital transformation with measurable ROI.
- **Strategic Guidance:** Digital CFO and growth consulting services support data-driven decision-making.

## 3. SALES & MARKETING CHANNELS

- **Direct Sales:** Outreach to enterprise accounts via CRO-led teams in target markets.
- **Digital Marketing:** SEO-optimized content, LinkedIn campaigns, thought leadership, webinars, and case studies.
- **Partnerships & Referrals:** Collaborate with consultants, software vendors, and local BPO associations.
- **Events & Conferences:** Industry-specific events to showcase outsourcing and digital finance capabilities.

# GO-TO-MARKET STRATEGY

## 4. CUSTOMER ACQUISITION STRATEGY

- **Outbound:** Personalized outreach campaigns to decision-makers highlighting cost savings, flexibility, and operational improvements.
- **Inbound:** Lead generation through content marketing, SEO, and educational webinars demonstrating ROI.
- **Account-Based Marketing (ABM):** Focused campaigns targeting high-value enterprise clients.

## 5. PRICING & CONTRACTING

- **Flexible pricing models:** Retainer + Performance-based, per FTE, or project-based for software development.
- Transparent, ROI-focused contracts to reduce buyer hesitation.

## 6. METRICS & KPIS

- Leads generated & conversion rates
- Customer acquisition cost (CAC) vs. lifetime value (LTV)
- Client satisfaction / NPS
- Revenue growth by service line
- Efficiency gains delivered to clients



# SERVICE GROWTH & EXPANSION ROADMAP (2025–2029)



- Launch global delivery hubs in Philippines & Sri Lanka
- Secure first 20+ SME & mid-market clients
- Build core service lines: BPO, F&A, Offshoring
- Workforce: 200+

- Expand South Africa & Morocco Poland hubs for AI + software services
- Grow client base to 100+ across North America & EU
- Launch Digital CFO & Growth Consulting division
- Workforce: 400+



- Strengthen partnerships with VCs & enterprise clients
- Scale offshore staffing to 600+ seats
- Double F&A service revenue with automation-driven delivery
- Investor payback begins



- Enter MENA & ANZ markets
- Launch multilingual BPO services (French, Spanish, Arabic support)
- Workforce surpasses 800+
- Target 100+ clients globally



- Workforce exceeds 1,000+ across 4 regions
- Become top-tier outsourcing partner for SMEs & mid-market globally
- Revenue diversification: 30% BPO, 30% F&A, 20% Offshoring, 20% Consulting & AI development
- Position for Series B / strategic exit opportunities



# BUSINESS MODEL

## VALUE PROPOSITION

- Cost-efficient, scalable, and tech-enabled outsourcing solutions
- Access to global talent through staff offshoring & augmentation
- Strategic finance & digital solutions for growth

## CUSTOMER SEGMENTS

- Enterprises & SMEs in North America, Europe, Australia
- Key industries: Finance, Healthcare, Tech, E-commerce, Professional Services
- Decision-makers: CFOs, COOs, HR Leaders, Founders

## REVENUE STREAMS

- Per FTE model (BPO & Staff Offshoring)
- Project-based contracts (Software & Consulting)
- Retainer + performance-based fees (Digital CFO & Advisory)

## CHANNELS

- Direct sales & account-based marketing
- Digital marketing (SEO, LinkedIn, webinars)
- Partnerships & industry networks

## KEY RESOURCES

- Global delivery hubs (Philippines, Sri Lanka, Morocco, South Africa & Poland)
- Skilled workforce & talent augmentation network
- Technology & software development expertise

## COST STRUCTURE

- Workforce salaries & benefits
- Technology infrastructure & tools
- Sales, marketing & business development

# CAPITAL REQUIREMENTS & USE OF FUNDS

Total Capital Required (Pre-Cash Flow Positive):

Target Raise: **\$2.0 to 3.0 Million**

Minimum Required to Reach Key Milestone (**500 Seats**): **\$2M**

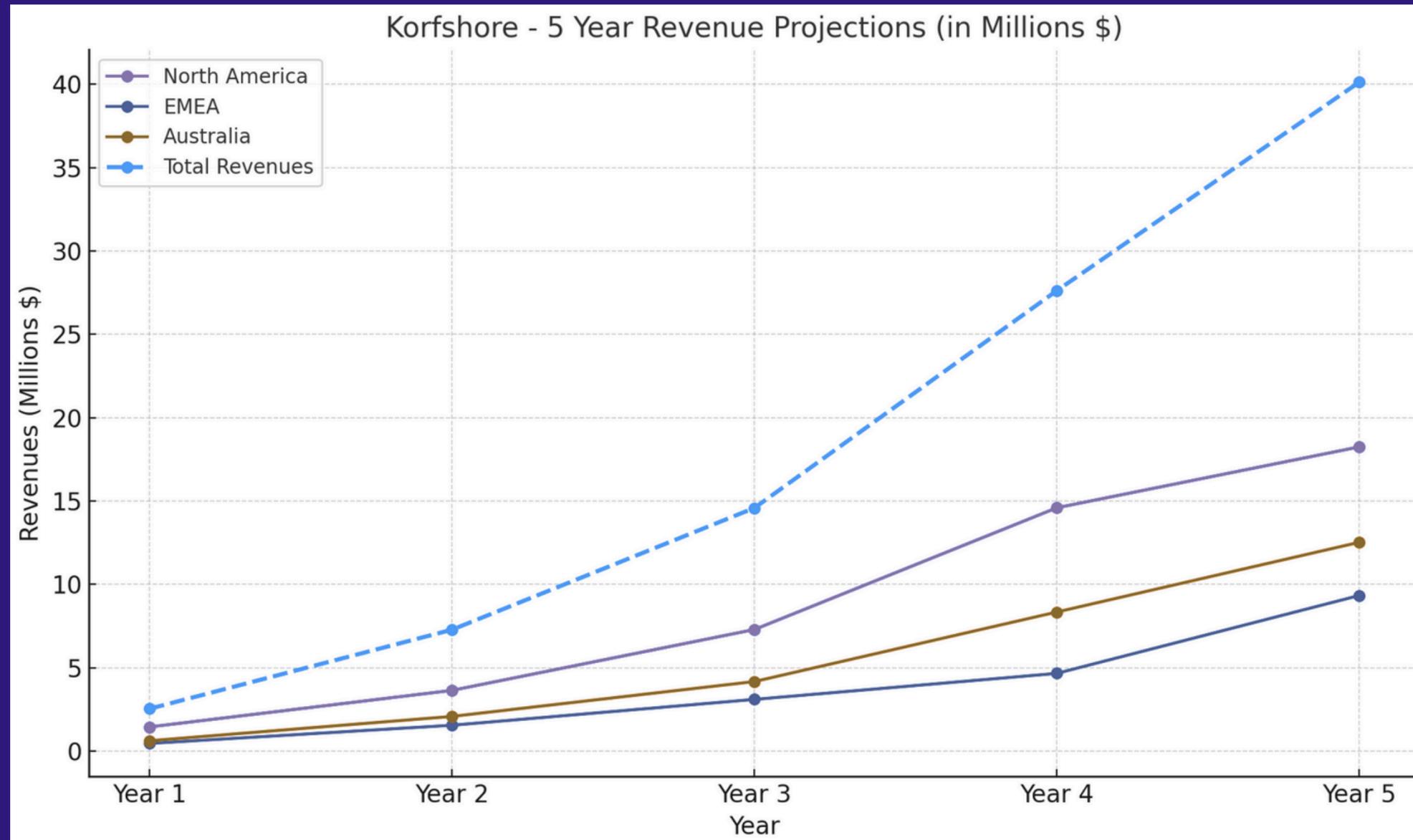
Category	% Allocation	Amount (USD)	Details
Talent & Workforce	40%	\$1,200,000	Hiring & training (200 staff Year 1, scaling workforce), talent augmentation
Technology & Infrastructure	25%	\$750,000	AI & software development, IT systems, automation tools
Sales & Marketing	15%	\$450,000	Enterprise client acquisition, branding, digital marketing, ABM campaigns
Operations & Delivery Hubs	15%	\$450,000	Setup & expansion in Philippines, Sri Lanka, Morocco, Poland
Working Capital & Contingency	5%	\$150,000	Cash buffer for ramp-up & unexpected costs
<b>Total</b>	<b>100%</b>	<b>\$3,000,000</b>	—

# 5-YEAR FINANCIAL FORECAST (2025-2027)

REVENUES						
		YEAR 1	YEAR 2	YEAR 3	YEAR 4	YEAR 5
<b>North America</b>						
	Clients	8	20	40	80	100
	# of Seats	80	200	400	800	1000
	Revenues	\$1,459,929.60	\$3,649,824.00	\$7,299,648.00	\$14,599,296.00	\$18,249,120.00
	In Millions	\$1.46	\$3.65	\$7.30	\$14.60	\$18.25
<b>EMEA</b>						
	Clients	5	15	20	30	60
	# of Seats	30	100	200	300	600
	Revenues	\$466,981.20	\$1,556,604.00	\$3,113,208.00	\$4,669,812.00	\$9,339,624.00
	In Millions	\$0.47	\$1.56	\$3.11	\$4.67	\$9.34
<b>Australia</b>						
	Clients	5	20	30	40	60
	# of Seats	30	100	200	400	600
	Revenues	\$626,400.00	\$2,088,000.00	\$4,176,000.00	\$8,352,000.00	\$12,528,000.00
	In Millions	\$0.63	\$2.09	\$4.18	\$8.35	\$12.53
<b>Total Revenues</b>	<b>In Millions</b>	<b>\$2.55</b>	<b>\$7.29</b>	<b>\$14.59</b>	<b>\$27.62</b>	<b>\$40.12</b>



# KEY FINANCIAL PERFORMANCE METRICS



**Gross Margin: 55–65% target, scalable with AI & offshore hubs**

**ARPU: Growing from \$141K (Year 1) → \$182K (Year 5)**

**LTV/CAC: >35x (exceptionally strong)**



# 5-YEAR FINANCIAL FORECAST (2025–2029)

## GO-TO-MARKET EXECUTION

### 1. Market Entry & Segmentation

- Launch in target geographies: North America, Europe, Australia
- Focus on high-value industries: Finance, Healthcare, Tech, E-commerce
- Identify key buyer personas: CFOs, COOs, HR leaders, Founders

### 2. Sales Strategy

- Direct Sales: CCO-led enterprise outreach
- Account-Based Marketing (ABM): Focused campaigns for strategic accounts
- Partnerships & Referrals: Collaborate with consultants, vendors, and local BPO networks

### 3. Marketing & Lead Generation

- SEO-optimized content & LinkedIn campaigns
- Webinars, case studies, and thought leadership content
- Industry events, conferences, and workshops

### 4. Customer Acquisition & Conversion

- Personalized outreach highlighting efficiency, flexibility, and growth impact
- Lead nurturing through email sequences, content, and demos
- Transparent, ROI-focused proposals & contracts

### 5. Service Delivery & Client Success

- Onboarding via dedicated account managers
- Delivery through global hubs (Philippines, Sri Lanka, Morocco, Poland)
- Continuous improvement via client feedback and KPI tracking

### 6. Metrics & KPIs

- Lead conversion rates & CAC vs. LTV
- Revenue growth by service line
- Client satisfaction (NPS)
- Efficiency & cost savings delivered

# LET'S BUILD THE FUTURE OF INTELLIGENT BPO—TOGETHER

## WHY INVEST IN KORFSHORE?

We're redefining business process outsourcing with AI, automation, IoT, NLP, and immersive AR/VR technologies — delivering smarter, faster, and scalable solutions for the global enterprise.

*We are inviting visionary investors to partner with us on this high-growth journey.*

### Seed Funding Requirement: \$2M–\$3M

To expand our delivery hubs, onboard initial clients, and scale our tech-enabled BPO, Finance & Accounting, Staff Offshoring, and Consulting operations.

*With a global outsourcing and digital transformation market valued at over \$500 billion, this is a unique opportunity to shape the future of the global workforce. **let's talk.***

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# MEET THE TEAM



Sathasivam S (Eisen)  
Founder/ CEO



Jenna Sirucek  
(Co-Founder/ CPO)



Ryan SY  
(Co-Founder/ CFO)



Jeremy Fry  
(Co-Founder/ CCO)



Rhiza Mae  
(VP - Business Development)



Chris McLean  
(Non - Executive Director)



Chad Wormington  
(Non - Executive Director)



Christopher Bishop  
(Non- Executive Director)



Bryan Bos  
(CTO/ Co-Founder)



Chris George  
(Partner/ Director- APAC)

**THANK YOU**

**BUILD WITH US THE FUTURE OF GLOBAL WORK:  
POWERED BY PEOPLE, PROCESS, AND AI.**

**Korfshore**  
Accelerating Growth