



## CONTACT INFORMATION

Qolga LLC  
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## FINANCIAL INFORMATION

**Company Stage:** Row Startup  
**Previous Capital:** GEL 100K  
**Monthly Net Burn:** GEL 20K  
**Capital Seeking:** \$1.2M

## USE OF FUND

10% Product Development  
60% Marketing/Sales  
25% Operation/Inventory  
5% Legal/Other ...

## MANAGEMENT TEAM

- **CEO & Co-Founder:** Solomon Ioramashvili. 20+ years in Pharmaceutical market on top management positions in international Pharmaceutical representatives in Georgia. Co-Founder eMedica.ge and Chairman of APH.
- **CIO & Co-Founder:** Dimitri Shughliashvili. 12+ years in IT management, Software development and Project management. Co-Founder and Technology Architect of eMedica.ge.

## ADVISORS

- Mark Iwanowski, Founder and CEO/President, GLOBAL VISIONS-SILICON VALLEY, INC.
- Caren Kelman Edwards, Lead Mentor, HUBSV

## PITCH

Qolga is a e-auction, that gives end users opportunity to online purchase different products (medicines as well) in wholesale prices, even lower and get them in desired place.

## PROBLEM/OPPORTUNITY

- 25% - 70% margin in retail;
- Hard to find product with affordable price in desired outlet;
- Difficult to get discounts without making additional purchases – as in quantities, as well as additional items;
- Difficulties facing by manufacturers in process of penetration on market for newly launched and expensive products;
- Absence of effective bridge between online and offline sales for retailers.

## QOLGA POTENTIAL CONSUMERS ARE:

- Consumers of expensive products;
- Consumers of products (i.e. medicines) on regular bases ;
- Seekers of products with significantly competitive prices, compromising delayed delivery service;
- Companies which are having high frequency procurements;
- Small and medium size Manufacturers, who are trying to expand market share;
- Retailers, expecting increase customer flow;
- Any size of manufacturers - in launch and/or newcomer period.

## SOLUTION/PRODUCT

Download free App or use Web; Search/choose desired product and destination; Pay; Get discount, wait deadline or get order ID; Pickup in desired outlet as soon as Qolga informs.

## BUSINESS MODEL

To consolidate requests of single buyers on particular product, aiming to enlarge purchase volume and get discounts based on volume, from one side and to create transparent competition between manufacturers and wholesalers for optimizing wholesale prices and enlarge discount's size, from another side (driven by B2B part of business model). All it processes via web or mobile application.

## MARKET

Total Addressable Market (Georgia) is \$1.5bln, Serviceable Available Market (regular consumption of medicines) - \$225M, Initial Target Market (Tbilisi, capital of Georgia) - \$72M

## COMPETITORS

- There are offline retailers regularly announcing “discount days”;
- There are brick and mortar outlets who may decide sale through web or mobile application.
- Similar solutions from competitors using the same part of business model – online sales terminating in outlets of customer choice.

## COMPETITIVE ADVANTAGE

- Exclusive Access to wholesale prices using eMedica.ge platform (already established comparative B2B startup). That gives opportunity to make volume based discounts, thus gives chance to QOLGA's customer reach better price in case of aggregating demand.
- Governmental (GITA) support.

## EXECUTION PLAN/GO TO MARKET STRATEGY

Finding of strong strategic partner(s) (Angel or VC, who are able for scalable Qolga in future rounds). Website and mobile applications development (android, IOS); Beta testing and supplier negotiations; integration with eMedica.ge, Marketing and Ad planning; Launch; Analyze and prepare for bigger markets (other than medical items and other countries).

## TRACTION

Startup is in development stage