

# PROJECT PROFILE – Tree D One d.o.o. Sarajevo

<b>Project Title</b>	An online educational platform LEARNy <a href="http://www.osnovna.ba">www.osnovna.ba</a>
Sector of Industry	IT and Entrepreneurship, Education
Location	Bosnia and Herzegovina, 10 countries of the region (Serbia, Croatia, Montenegro, Macedonia, Albania, Kosovo, Bulgaria, Greece, Romania, Turkey.), other global markets.
Objective of the project	Profit increase, brand recognition, regional and global expanding, user-based growth, new functions and abilities, better services, new employment opportunities.
Key characteristics and advantages of the project	Large user base (18 million potential users in 10 countries) All-in-1 Global solution for Education
<b>The financial aspect of investment - project:</b>	
Return on investment (ROI)	A very <i>conservative plan</i> - the revenue is expected to grow by <b>only 5%</b> each year. The project is financially viable with Internal Rate of Return (IRR) of 36,38%. <b>ROI = 2.219.906€</b>
Budget of expected investment – total investment	250,000€ - invested thus far <b>1,4€million</b> – investment needed to expand to 10 countries of the region – 10 million users
Expected mode of cooperation with potential investor	Available to investors upon request.

<b>Company information</b>	<ul style="list-style-type: none"> <li>• Tree D One d.o.o. Sarajevo</li> <li>• Internet based operations, software development</li> <li>• Established: July 10<sup>th</sup> 2015</li> <li>• Address: Hamze Orlovića 11, 71000 Sarajevo, B&amp;H</li> <li>• Management - Nermin Hadžić CEO</li> <li>• Capital structure: Private</li> <li>• Number of employees: 10 (70 during development)</li> <li>• Excellent Market reach, Quick-to-Change, Lean Structure,</li> </ul>								
Company size	Start-up/SME								
Structure of sales (year 2015) – according to the number of registered users out of total target audience	<table> <tr> <td>Bosnia</td> <td>20.00%</td> </tr> <tr> <td>Croatia</td> <td>3.18%</td> </tr> <tr> <td>Montenegro</td> <td>0.67%</td> </tr> <tr> <td>Serbia</td> <td>5.53%</td> </tr> </table>	Bosnia	20.00%	Croatia	3.18%	Montenegro	0.67%	Serbia	5.53%
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Croatia	3.18%								
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Serbia	5.53%								
Market position	Monopoly								
Financial data	Only available to investors upon request.								
Historical overview of the most important characteristics	<p>So far more than 2000 children were given access to the platform for free.</p> <p>Over 5000BAM worth of gift cards were given through contests.</p> <p>Provided assistance in teaching materials for 1500 students returnees in Republica Srpska</p> <p>In collaboration with Microsoft provided free IT education for entire population of Bosnia</p>								
List of products	<p><a href="http://www.osnovna.ba">www.osnovna.ba</a> – online educational platform</p> <p><a href="http://www.legislativa.net">www.legislativa.net</a> – searchable online database of all legal documents in Bosnia and Herzegovina</p> <p>Application for Digitalization of historical archive of B&amp;H</p> <p>Application for Client Information Retrieval from government agency IDDEEA and Central Bank of Bosnia and Herzegovina</p> <p>Web Application Hosting</p> <p>Application for Marketing Services for BHTelecom</p>								
Contact Information	<ul style="list-style-type: none"> <li>• Nermin Hadžić CEO</li> <li>• Phone: +387 62 030 050</li> <li>• Fax: +387 33 922 362</li> <li>• E-mail: <a href="mailto:n.hadzic@osnovna.ba">n.hadzic@osnovna.ba</a></li> <li>• Company's Website: <a href="http://www.osnovna.ba">www.osnovna.ba</a></li> </ul>								
Other information	A group of young internationally experienced (Kuala Lumpur, Dubai, Abu Dhabi) professionals with a vision for a better tomorrow through education gave you <a href="http://www.osnovna.ba">www.osnovna.ba</a> aka Facebook for Education. Why Bosnia? Best value for money!								