

# PEOPLE AS A SERVICE

Scale Your Business Efficiently and Profitably

# Hello

Thank you for your interest in Helpware. We have created a different type of company focused on helping our clients scale their businesses on a cost-effective basis.

We are a team of entrepreneurs who have built 9 startups with 8 exits totaling over \$6B in enterprise value to companies like Disney, NBC, IAC, Deluxe Corporation, and Incomm.

We think like founders, and have built Helpware to be the company that we've always wished was available to use previously.

## We call it People As A Service.

Helpware works within your workflow. Our team members become an extension of your team so you can move quickly. Your team works in a managed and secure environment, and we provide our clients with a Customer Success Manager and Project Manager so you can focus on what's most important for your business, not managing people.

You have a one-to-one relationship with your "Helpers," and you are communicating with your dedicated resources daily, just like you would with other co-workers in your company.

Our organizational structure provides you with accountability, redundancy, and in the end, high quality results from the team we assemble together. With Helpware, you have a team of people working for your business supporting the individuals who are 100% dedicated to your business.

We are here to help. We are sturdy, thoughtful, and accountable. We are Helpware.

# 100%

**Dedicated**  
Back-Office Services  
and Customer Support

# 2

**Ambitious**  
Founders

# 1

**Goal**  
Help you grow  
your business  
with more  
margin.

# Case Studies

# CASE STUDY - LARGE SEM AGENCY

## Challenges

- With tens of thousands of individual locations to create and manage local Adwords and display ad campaigns for, keeping up with the production becomes expensive.
- Running ongoing internal and client-facing performance reports is time consuming
- Staffing up is expensive and disruptive to the current team's day to day activities.

## Solution

- Within 1 month, Helpware assembled a team of 3 Adwords people and 3 accountants, and did an excellent job of getting up to speed, and assisting with tying financials to campaign performance.
- The Helpware team became an embedded team to handle ad-hock reporting needs - both internal and client-facing reports.
- Within 3 months, the team has grown to 11 full time team members.



**“When we expected good, you gave us better. When we expected better, you gave us best. When we expected best, you gave us extraordinary. Thank you for being an exemplary team. We are so grateful to have you all as a part of our team. Thank you for everything you do.”**

- Director of Account Services

# CASE STUDY - DSP / AD PLATFORM

## Challenges

- The manual tasks of setting up advertising campaigns became too expensive for the company to do in-house.
- Campaign managers who earn \$100k+ per year needed to focus on other high-value tasks like strategy, consulting, and spending time with clients.

## Solution

- Helpware quickly was trained on campaign traffic processes to handle functions like campaign setup, geo-targeting, building geo-fences at scale for multi-location advertisers.
- Within 20 days of getting started, the cost of setting up campaigns dropped by 80% which goes straight to the bottom line increasing the company's margin per campaign dramatically.



“Helpware initially helped make our campaign setup processes more efficient, and has now expanded into providing support for our sales team with Salesforce administration, and providing support for our analytics, accounting and client services teams.

**We call it margin creation!!”**

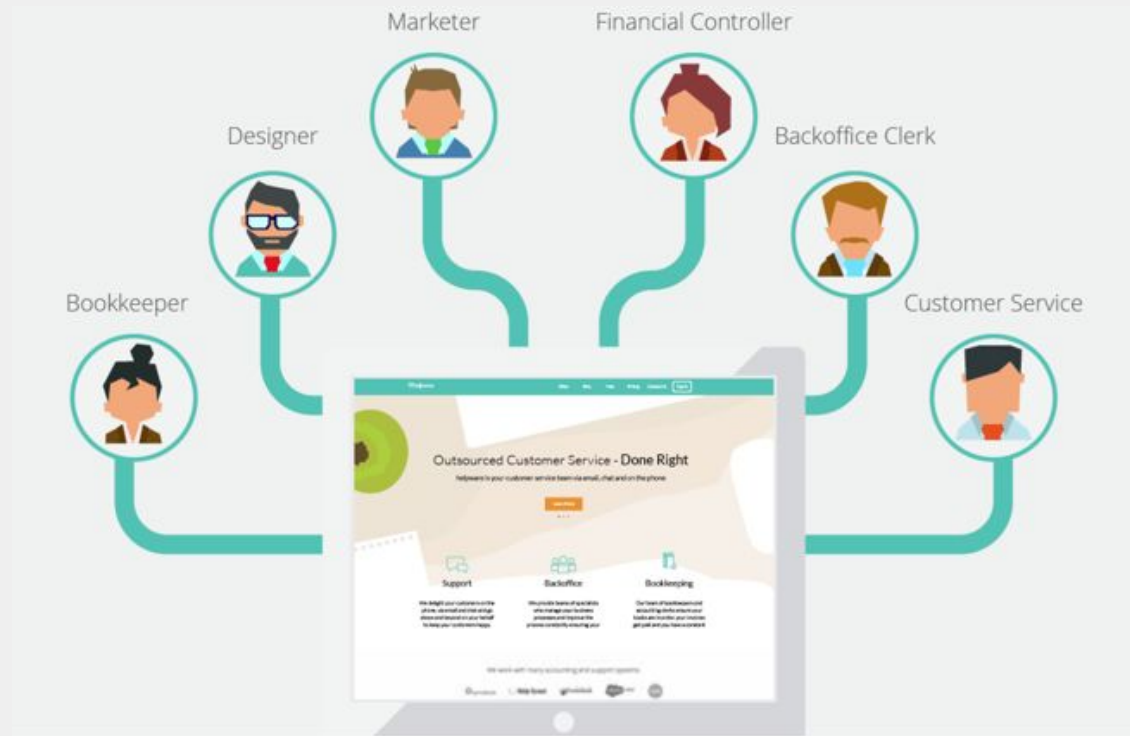
- VP of Operations

# We Are Here To Help

# WE ARE HERE TO HELP

## We call it “embedding”

- We become an extension of your operations team
- We work within your time zone
- 100% dedicated resources
- Full Transparency
- Direct 1:1 relationship with “helpers” so you can move quickly.
- Meet the team before you get started
- Flexible pricing plans
- Managed team / Managed Offices
- Buy back your time



# WE ARE HERE TO HELP



## Support

Email Support  
Live Chat Support  
Phone Support  
Knowledgebase Creation  
Customer Onboarding



## Marketing

Search Engine Marketing  
Adwords Campaigns  
Tagging  
Campaign Audits



## Finance

Bookkeeping  
Create Financial Statements  
Expense Reporting  
Year End Financials  
Background Checks



## Design

Illustrations  
Landing Page Design  
Photoshop Projects  
Image retouching



## Back-office

Research  
Data Entry  
Product Management  
Audio/ Video Transcription

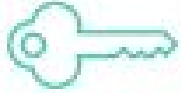
- 100% Transparency
- Direct Relationships
- Flexibility to remain agile
- Dedicated Team Manager
- Our team is your team

We help you do more of what you love.  
**Each Helpware resource is 100% dedicated to your business.**



# PaaS: PEOPLE AS A SERVICE

We handle support for a variety of industries for startups and enterprise clients.



## Ownership

Helpware takes ownership in supporting your team, and present your brand as if it were our own. Any content or data that is created is owned by you.



## Transparency

We ensure all time spent on your project is tracked. You have direct access to your management and support team at any time, from account manager to quality control - nothing is off limits.



## Communication

Communication is key to learning. Our iterative approach is built to understand your business better day by day. Asking questions, exchanging ideas is all part of our process.



## Expertise

All of our team members are University educated (many have Master's Degrees), and several years of applicable experience.



## Scalability

We can scale your team to any number of support personnel with a built-in management and support structure.



## Efficiency

Our highly educated workforce is located in Kyiv, Manila and Campinas (Brazil) where the cost of living is low and Helpware we pass these cost benefits to you.

# GETTING STARTED IS EASY

## Simple Onboarding Process:

### Assemble Your Team

- Interview candidates
- Select a Start Date
- Administrative Setup (email, Slack, etc.)



### Pre-Launch Setup

- Define project start date and timeline
- Setup Tools / Account Permissions
- Kick-off & initial training calls
- Review training materials



### Training & Client Feedback

- Role playing
- Review past use cases
- Define success KPIs to manage towards



### Official Launch

- Customer Success Manager and Project Manager drive process.
- We manage day to day and week to week with you.



# What digital agencies have been telling us

## Problem



## Solution

Fee-for-service model is clunky & makes it difficult for agencies to earn adequate margin	Lower cost/higher service level virtual team member outsourcing can significantly increase margins
Pace is fast & requires a lot of flexibility. Staffing up or changing capability is often in flux	Having a virtual staff enables agencies to make changes in staffing in hours vs. weeks
Talent Leaves often – churn is high	Planned back-up support can alleviate holes in staffing
Clients looking to bring some agency capabilities in-house	With round the clock virtual teams, agencies will be able to act faster and more efficiently than their clients



# SOLUTION: ALIGN YOUR COSTS WITH YOUR REVENUE



## OPTION #1

### Full Time Virtual Team Specialists

- Staff on a monthly basis
- 3+ Years Expertise
- Recruited position
- 40 Hour work week
- Requires 2-3 week lead time
- Full training included
- Supported by Project Manager & CSM
- \$2,100 - \$2,500/Mo (\$12.50-\$15/hr)



## OPTION #2

### Fractional Virtual Team Specialists

- Staff on a weekly basis
- 3+ Years Expertise
- Recruited position
- 15 hrs/week minimum
- Requires 1 week lead time
- Full training included
- Supported by Project Manager & CSM
- \$18 per hour (\$270 per person @ 15 hrs/wk)

# LEADERSHIP TEAM



**Andy Steuer, CEO**

20 years of VP and C-level experience leading business development and product innovation in both a startup environment, and at Fortune 500 companies.

Steuer has been on the Executive Management team of companies who have created \$6B in enterprise value over his career while at those companies.



**Joe Onufer  
Customer Success**

Joe evaluates client's business needs and provides comprehensive solutions to achieve business objectives for Enterprise and SMB accounts.

Joe's integral leadership comes from his years working for great companies such as DuPont, EDS and Kronos Inc.

Joe gets it done.



**Alex Tereshenko  
Head of Operations**

Alex's leadership in operations has been instrumental in scaling Helpware's business.

Alex is focused on quality control, and building systems that help our clients get what they need when they need it.

Alex sets the gold standard at Helpware.



**Bea Mateo  
Team Manager**

Bea manages Helpware's team of virtual assistants, customer service reps, and back office support.

Bea is instrumental in staffing, mentoring, and providing leadership to the Helpware operations team.

There is no try with Bea. There is only do.



**Nick Saidiner  
GM of Advertising**

Nick is the General Manager of Helpware's advertising business unit.

Nick is helping transform the way global ad agencies operate so they can integrate a cost structure that is in parity with how agency clients want to pay.

# COMPANY OVERVIEW



**Locations:** Los Angeles, San Francisco, New York, Chicago, Kiev, Manila, Campinas, Brazil.



**Market Positioning:**

*The AWS of Back Office Support” – [BIA Kelsey](#)*



**Core Competencies:**

- **Marketing Support Teams:** Design, analytics and data science, email marketing, social media marketing, paid search management, Facebook ad management, technical and front end design.
- **Customer Service Teams**
- **Accounting Support**
- **Virtual Assistants:** Research, Competitive analysis, data entry.



**Addressable Market Size:**

\$500B addressable market size<sup>1</sup>



**Team Size:**

300+ people

1. Source: [ServiceNow: State of Work](#)

# Thank you!



Nick Saidiner

General Manager - Advertising, Helpware

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