

movinn

moving abroad made simple

THE WORLD OF RELOCATION
COMING TOGETHER



FOR
70+ MILLION
EXPATS WORLDWIDE

Solving problems we
have suffered through.



RELOCATING
WITHOUT
movinn

THE PROBLEM

“Relocating to a new country is hard. It requires a lot of research and synchronisation with many service providers”.



1) Research Phase
Information Overload



2) Selection Phase
Too many service providers
to choose from



3) Managing Phase
Too much to manage

RELOCATING
WITH
movinn
THE SOLUTION



1) Research Phase

Based on the client's profile, goals & preferences we provide them with the right information that is specific to their needs.

powered by our Intelligent Database



2) Matching Phase

We provide a tailored plan while matching the best service providers suited to our clients needs.

powered by our AI



3) Managing Phase

Our customers have one point of contact to get everything done. A full overview of the progress at all times with help at the click of button.

powered by our SaaS workflow

movinn

market network solving a
2 sided problem with
1 solution

Amy
Entrepreneur

Mike

John
Software Engineer

Family Relocation
USA To Portugal

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Insurer

Banker

Visa Lawyer

Tax Lawyer

Shipping

Realtor

Schools

It's like combining LinkedIn's network with a Airbnb type marketplace for relocation services designed over a customer journey.

100's of the top service providers selected, vetted and tested by movinn.

The matching criteria is not only about technical expertise and experience but also cultural traits, languages, location, etc.

OUR SOLUTION

BRINGING IT ALL TOGETHER ON ONE PLATFORM

1) RESEARCH



Clear & updated information in a centralised location (Gov approved)



Discovery & comparative tools i.e. city, lifestyle, cost of living



Collect client's data: profile, goals & preferences



City match based on Profile & Objectives with tailor made plans



MATCHING

Match data collected with best suited service providers

2) MANAGEMENT



Fully Integrated Dashboard



Legal services i.e. Visa, Tax, Incorporation, Labour etc.



Real Estate



Recruitment



Essentials



Info sharing & reporting b/w different service providers



Document management



One form simplification



Workflow management

3) SETUP



e-CONCIERGE whatever you need whenever you need it



Smart Networking & Community



Marketplace of trusted specialists



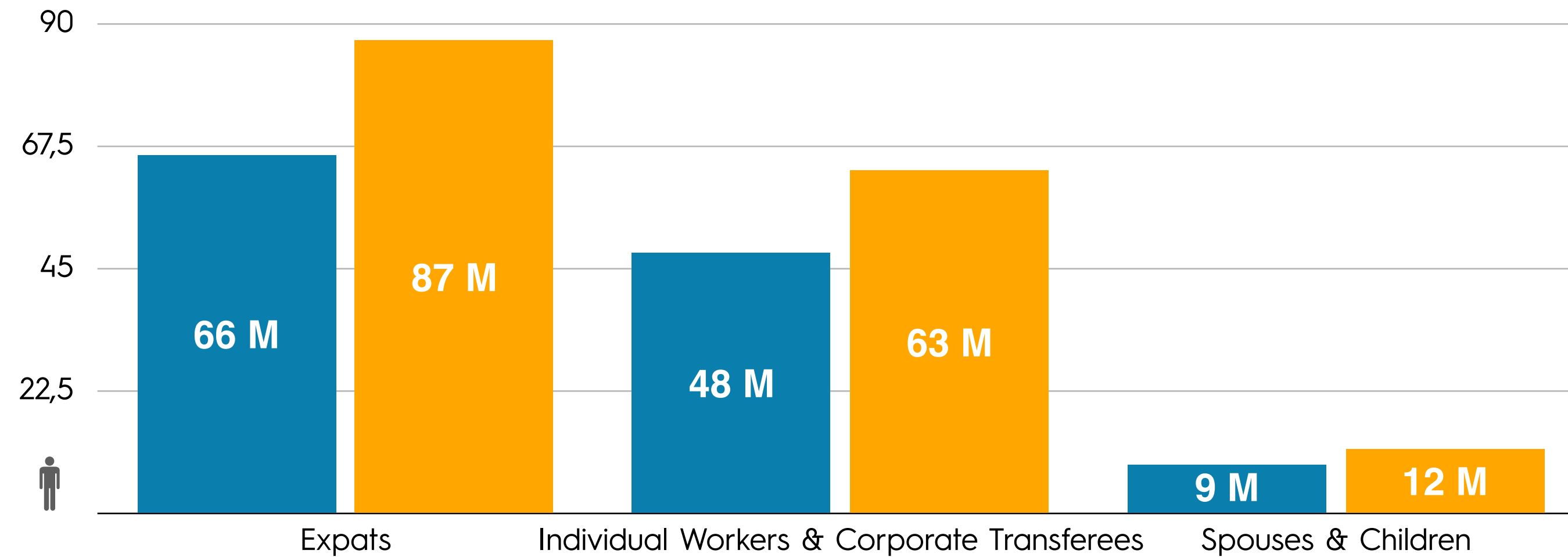
Curated, tailored lifestyle content

GLOBAL MARKET SIZE + VALUE

With Covid-19 globalisation is moving to the next level as we see an explosion of remote workers which could significantly accelerate the growth trend below.

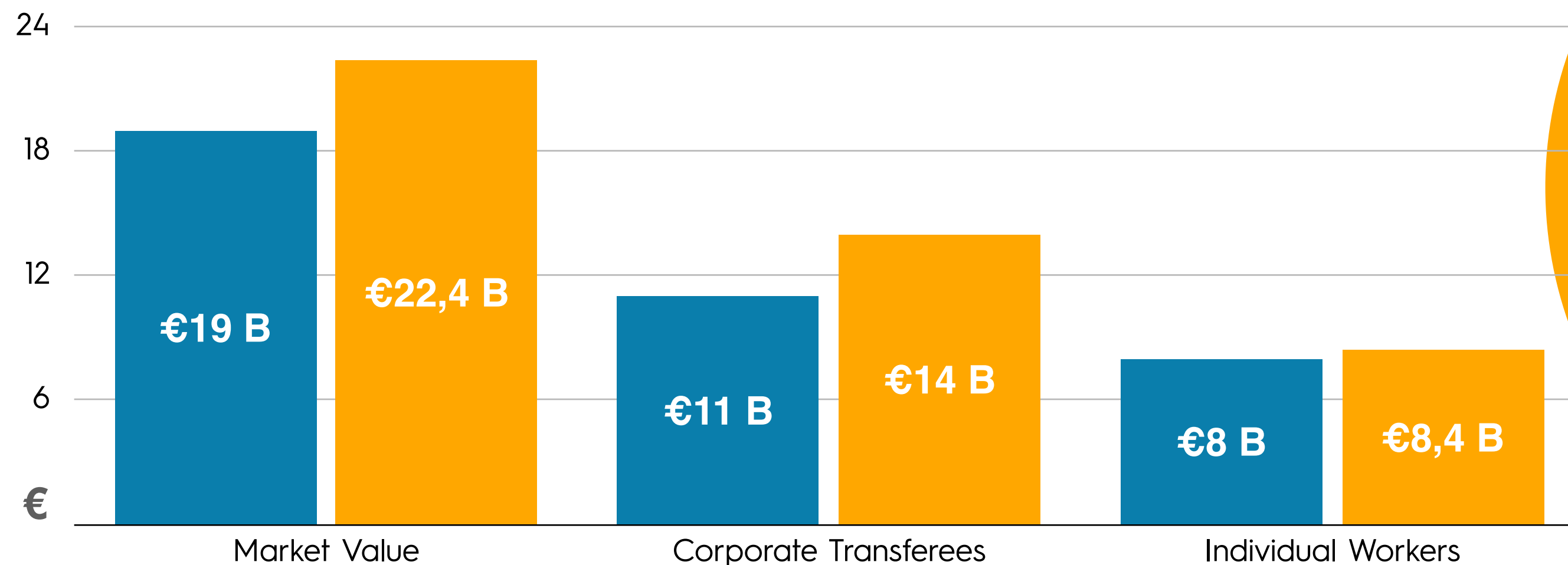
MARKET SIZE

■ 2017 ■ 2022



Source: Finnacord "Global Expatriates: Size, Segmentation and Forecast for the Worldwide Market"

MARKET VALUE



Source: Strategy Analytics' latest report: "Global Mobile Workforce Forecast Update 2016-2022." * adjusted for 2017-2023

+32%
increase

TAM

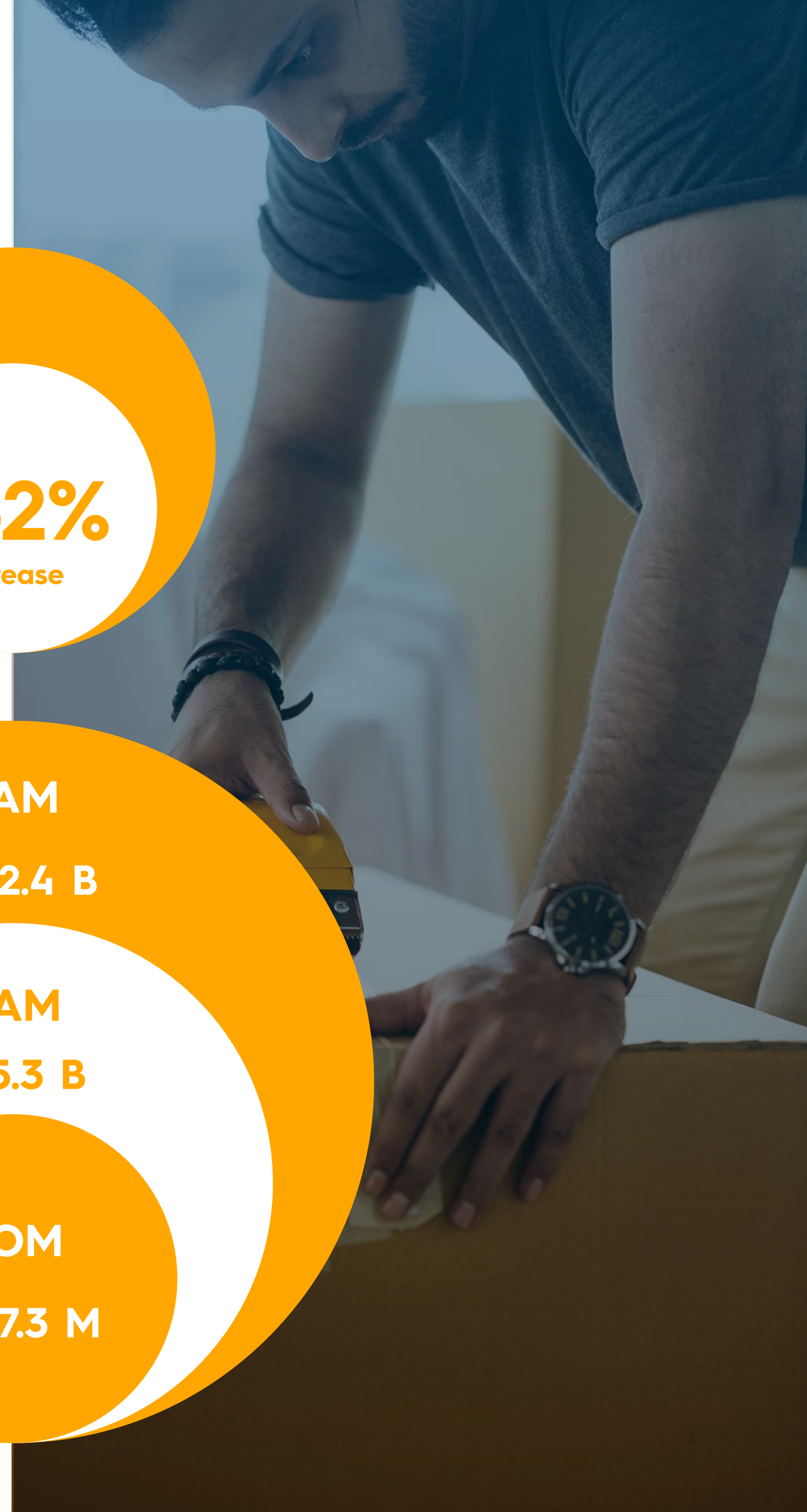
€ 22.4 B

SAM

€ 5.3 B

SOM

€ 47.3 M



WHY NOW?

Pre-Covid-19 we knew ...

There is a high demand for skilled professionals in Europe

“ Portugal needs 75 thousand new immigrants each year till 2060 ”
(source: ordemsecreta.com.br)

“ Europe faces shortage of 350,000 cyber security professionals by 2022 ”
(source: computerweekly.com)

coupled with an ageing population

“ EU’s low fertility rates and rising life expectancy are shrinking its labour force” (source: euobserver.com)

“ Expected decline of the working-age population (aged 20 to 64) by 1.9 million people by 2020.” (source: ec.europa.eu)

& a rise of Digital Nomadism thanks to millennials

Covid-19 has blown the cover with remote work becoming the new norm of today

NOT TOMORROW

“ Tech Giants Google, Facebook, Twitter have all shifted to remote work meaning...

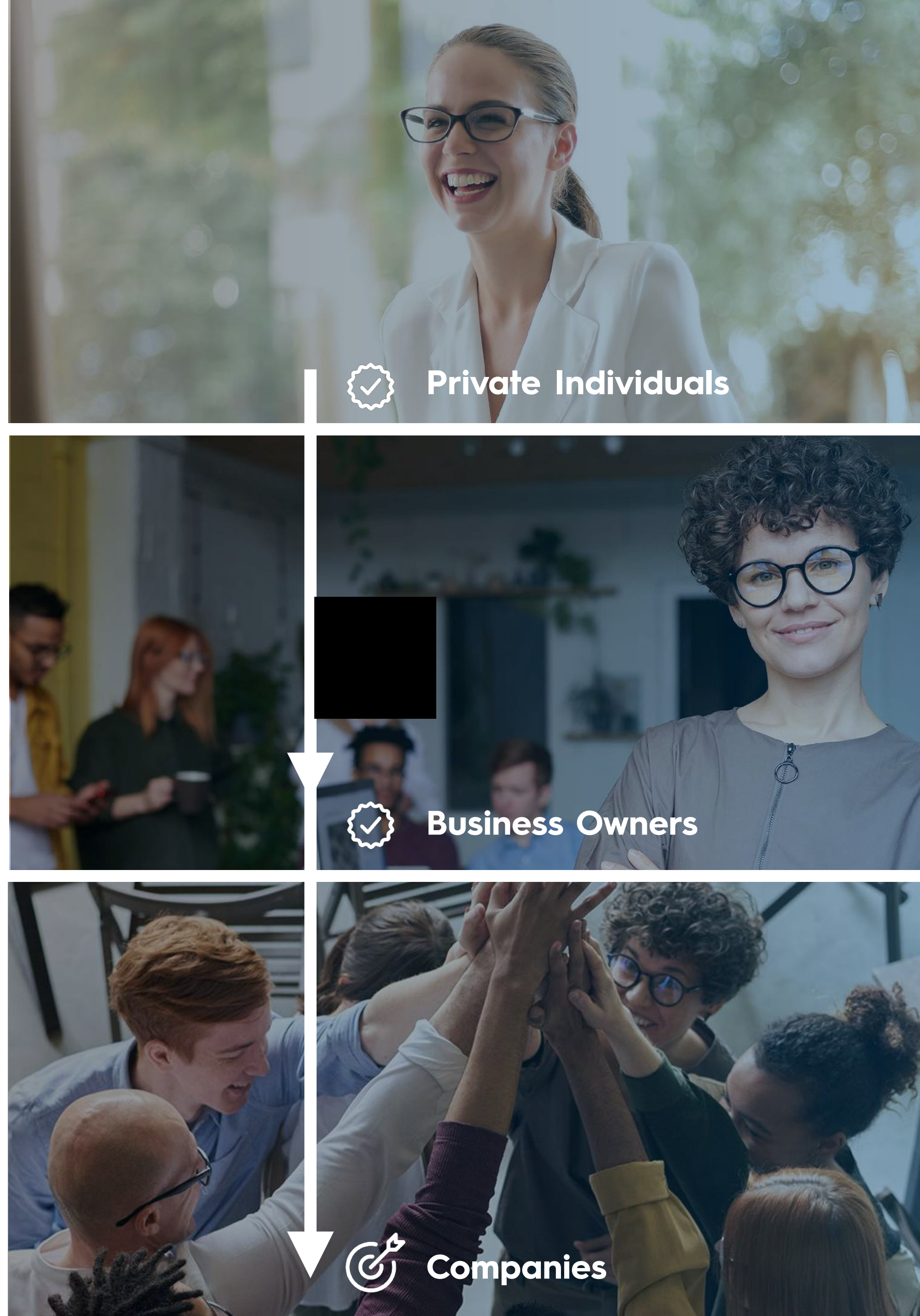
Plus after 4 years of working in this industry we now know what to build for our stakeholders.

CUSTOMER SEGMENT

A growing population of GLOBAL CITIZENS is in search of new opportunities and experiences worldwide.

We started with B2C before including SMEs. This natural progression has allowed us to start building a differentiated product focused on the experience and success of the actual people that are moving.

AT THE END OF THE DAY
IT'S ALL ABOUT THE PEOPLE



✓ Private Individuals

✓ Business Owners

✓ Companies

✓ Validated Learning

Segments that have been mastered are:

- Private Individuals
- Business Owners

Employers have become more conscious about the importance of ensuring an incredible relocation experience for their employees which boosts not only motivation and productivity but also employer branding.



CLIENT VIEW

Product Benefits

- AI Recommendations
- Mobile Alerts
- Centralised Platform
- Progress Dashboard
- Cost Certainty
- Responsive time frames
- Vetted Service Providers

PRODUCT

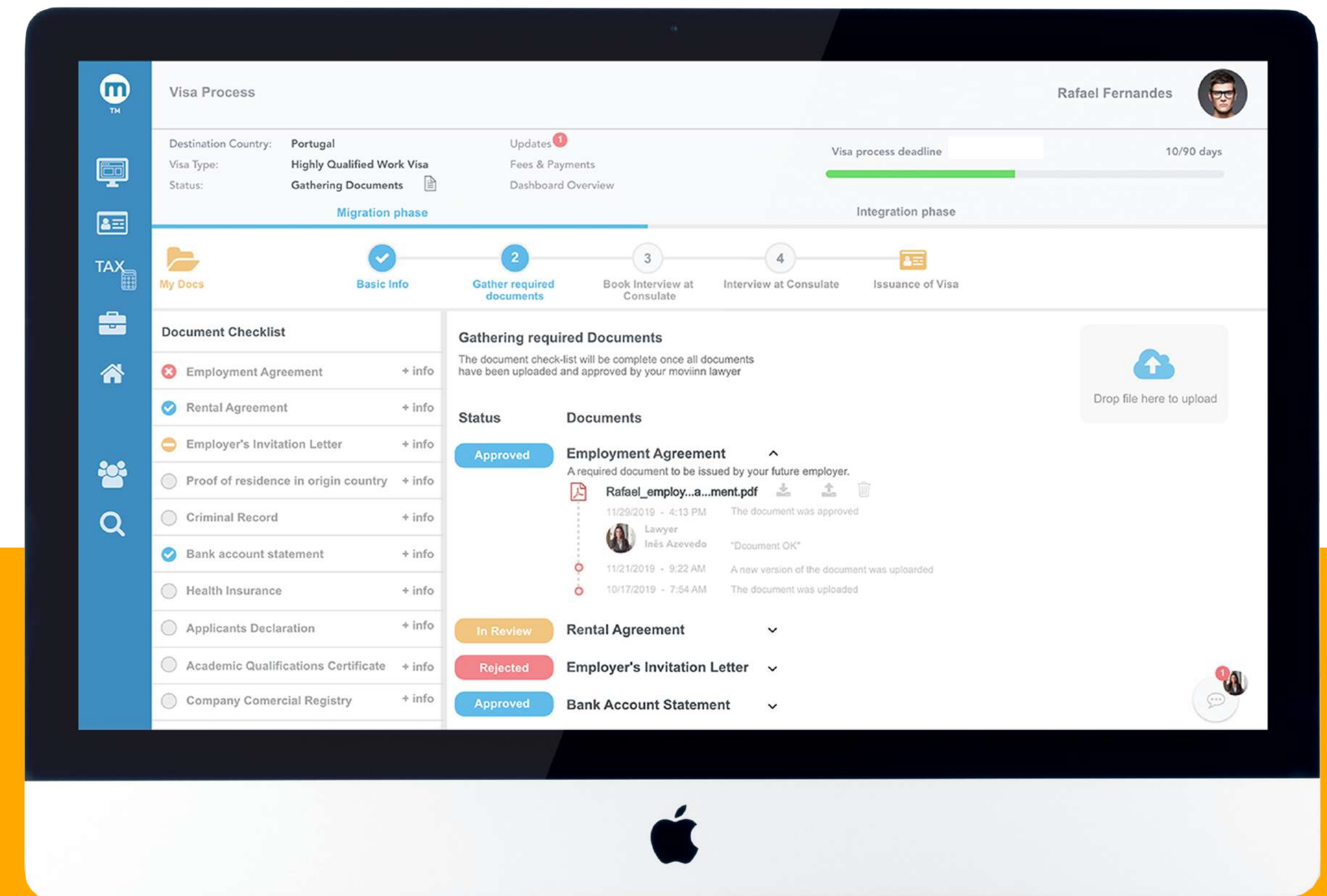
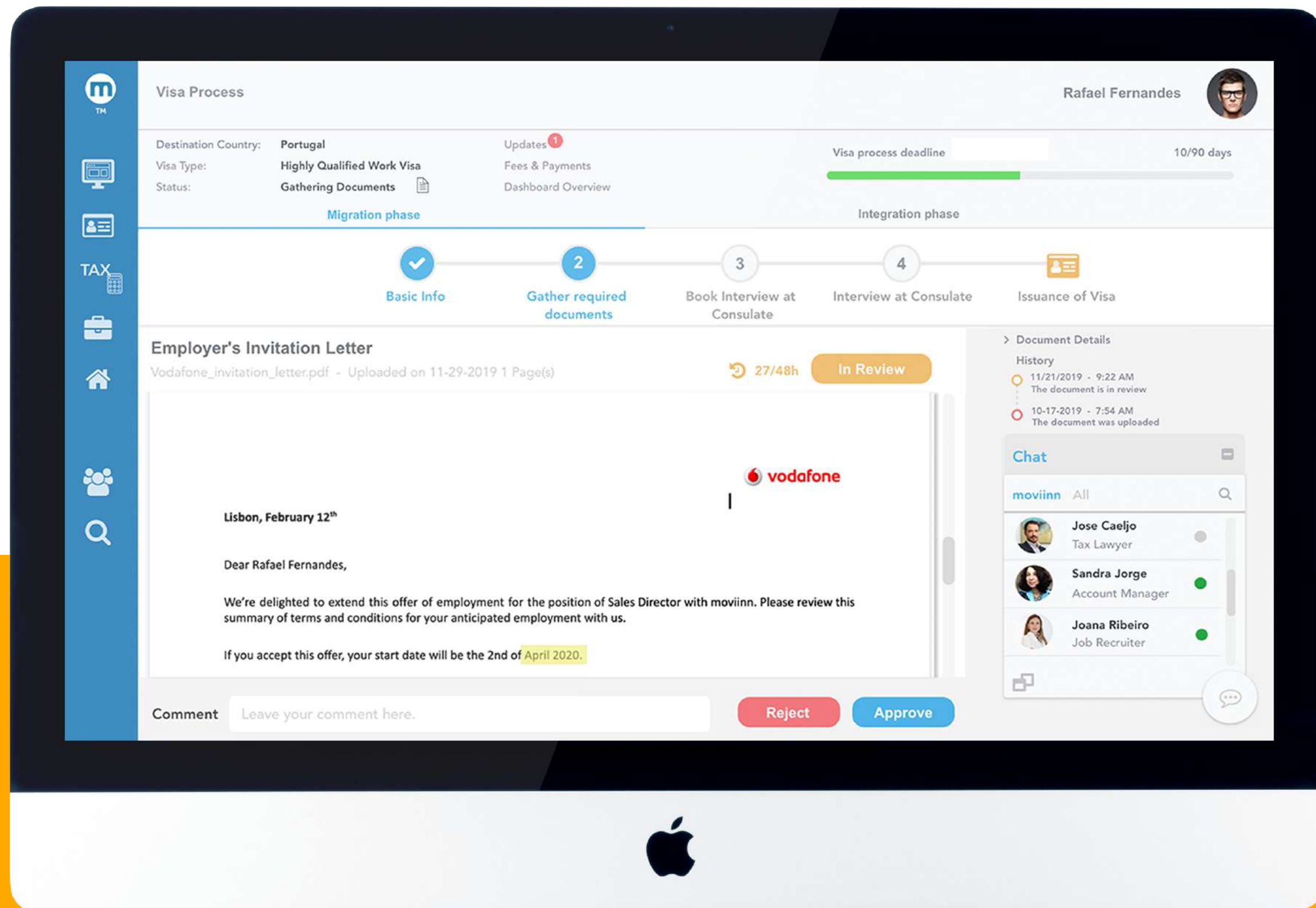
OUR TWO SIDED AI SAAS
SERVING OUR CUSTOMERS AND
OUR SERVICE PROVIDERS

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SERVICE PROVIDER VIEW

Product Benefits

- Saving Lawyer hours
- White Label Solution
- Smart Admin (payments, CRM, e-signature's)
- Document management
- Due Diligence
- Online Contracts

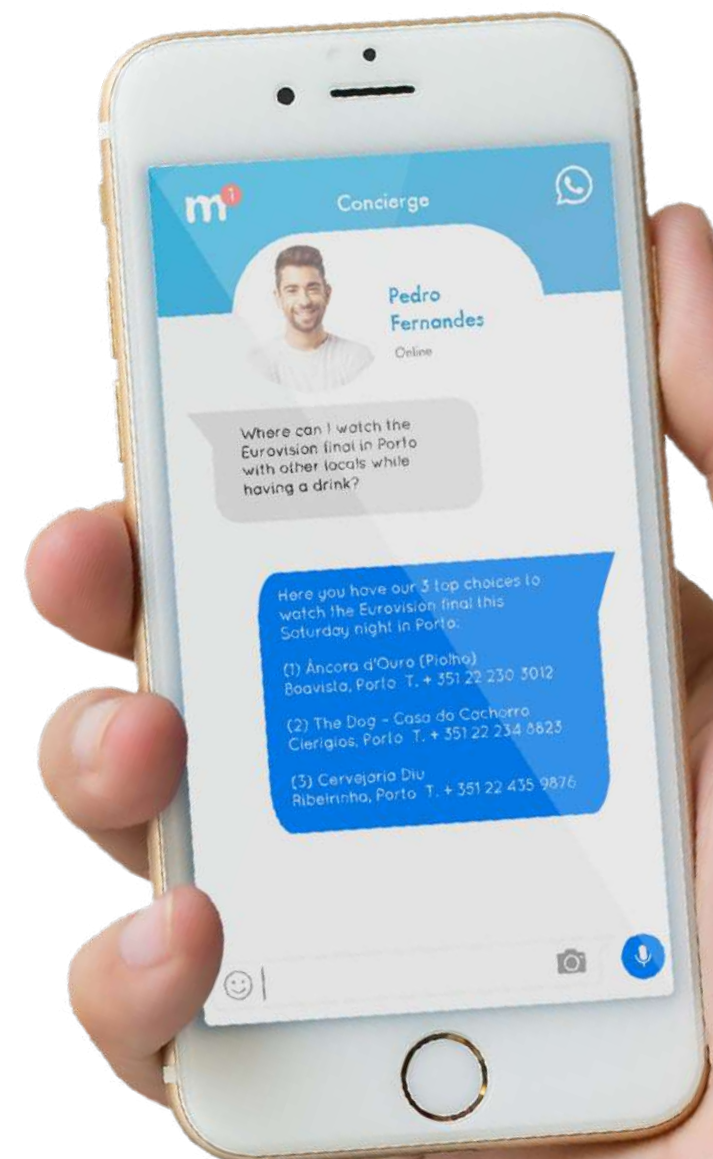


CONCIERGE

A NEW SERVICE

As an expat, you would probably agree that we are never fully prepared to integrate quickly and seamlessly into a new culture.

Our personal assistant will support you on your path to becoming a new local.



I would love to try surfing.

I need a dentist!!

I want to escape the bustle of the city, where can I go for a picnic?

I need the right package for internet and calls.

How can I get my driver's license permit?

Which is the best Lebanese restaurant in town?

Can you recommend a wedding planner?

What is the best Portuguese language school for my kids?

Where can I rent a warehouse?

What are the best medical care packages?

Is it worth subscribing to Via Verde?

BUSINESS MODEL

CURRENT


REVENUE SHARE
30/70

With our core Services Providers e.g. Lawyers, Recruiters, Realtors.


COMMISSIONS

With secondary services Insurance, Banking, Accounting.

FUTURE


SUBSCRIPTION
e-Concierge


ROYALTIES
WHITE LABEL

HOW WE MAKE MONEY?

SERVICE LINE

Service Line	Visas	Tax	Business Incorporation	Recruitment	Real Estate	Essentials
Avg Price	1.750€	1.500€	2.000€	4.500€	1.500€	550€
Margin	525€	450€	600€	1.350€	450€	550€

TESTING THE MARKET

TRACTION

5,558 users
1030 leads
96 customers

Details

Avg. Ticket 1,800 € (2020)

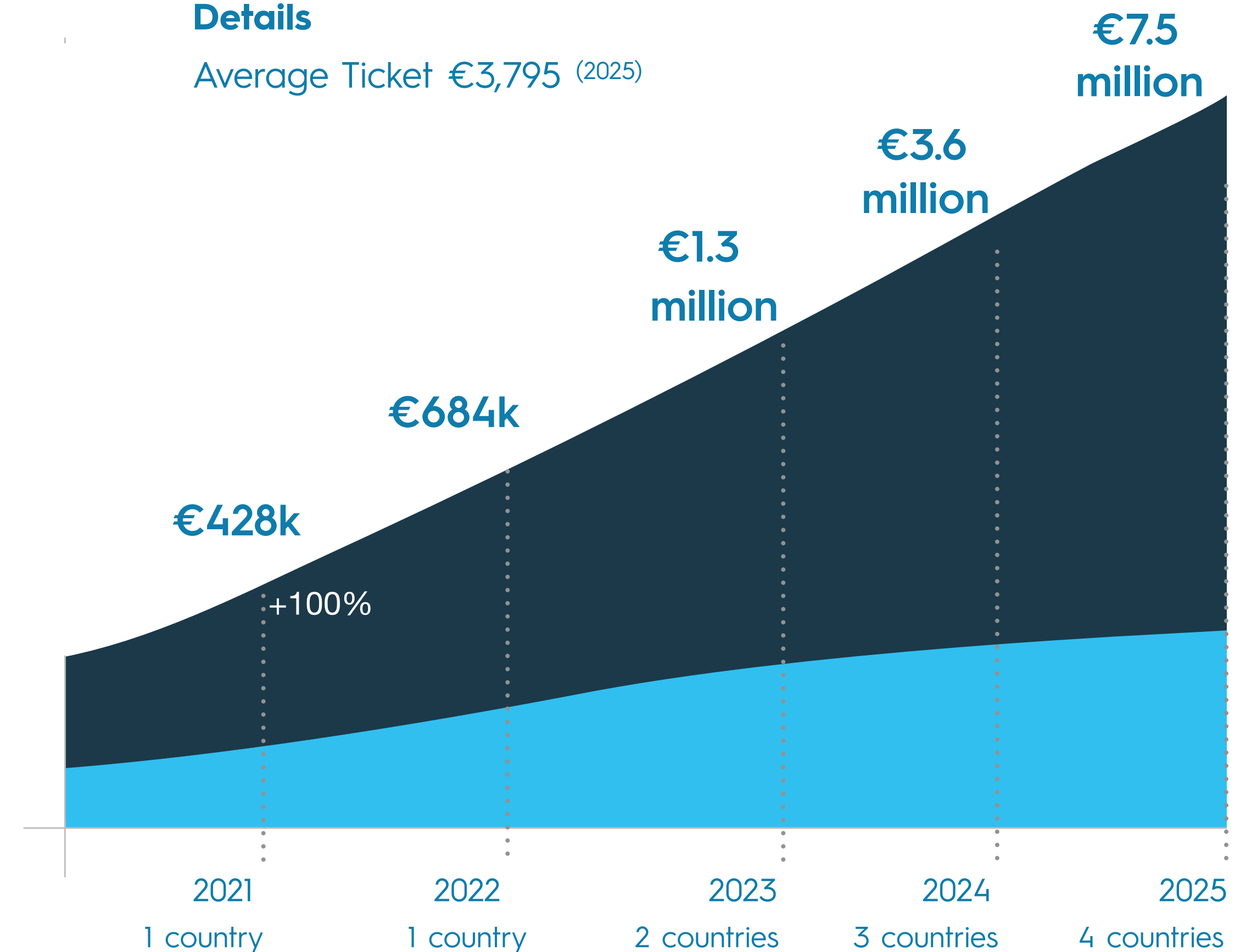


PROJECTION

177,856 users
70,945 leads
12,465 customers

Details

Average Ticket €3,795 (2025)



GROWTH

HOW WE WILL REACH OUR GROWTH PROJECTIONS

Proof of concept

- Validated service offering
- Test market - Portugal
- Market network initialisation

Toolkit

- Tech platform - value additive
- B2B
- Widen service portfolio
- Expansion into new markets

Objectives

- Grow revenue and user base
- Increase margins
- Drive towards profitability
- More market share

EUROPE FIRST ADVANTAGES

- Similarities and converging legal & financial processes.
- High number of expatriates moving to these locations;
- Need for highly qualified talent.

INTERNATIONALIZATION

1st PORTUGAL

Operating since 2017



+ **.590 million** foreign residents

+ **89k** new foreigners (yearly)

2nd SPAIN

Q2 2023

+ **7.2 million** foreign residents

+ **207k** new foreigners (yearly)

3rd NETHERLANDS

2022



+ **2.1 million** foreign residents

+ **269k** new foreigners (yearly)

4th FRANCE

2024



+ **11.8 million** foreign residents

+ **262k** new foreigners (yearly)

COMPETITORS

	movinn	Localyze	Jobbatical	TOPIA	Santa Fe	Cartus	Internations
Focus	Legal Tech SaaS	Corporate Relocation Platform	Corporate Relocation Platform	Talent Mobility Platform	Traditional Relocation Company	Traditional Relocation Company	Expatriate Community
Community	✓	✗	✗	✗	✗	✗	✓
B2C	✓	✗	✗	✗	✗	✗	✗
Market Network	✓	✗	✗	✗	✗	✗	✗
Integration Services	✓	✗	✗	✗	✗	✗	✗
Relocation Services							

KEY

- BUSINESS SET-UP
- VISAS
- JOBS
- SHIPPING
- HOUSING
- TAXES

CAPITAL INJECTION

WHAT WE'RE WORKING TOWARDS

Accelerating our product development, scaling & internationalising.

INITIAL INVESTMENT

EUR **150k**
LOAN

1014
CLIENTS

avg ticket 2,452€ (2022)

EUR **3.6M**
REVENUE

over 24 months (2024)

WITH INCREASED MARGINS

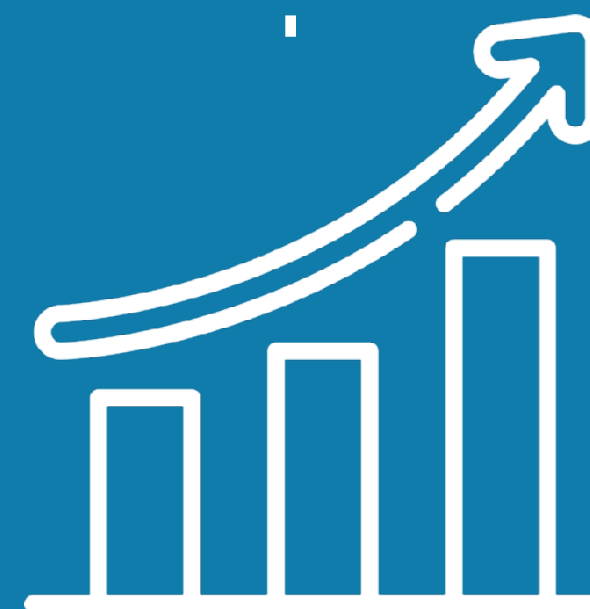
HOW WE'LL DO IT



PRODUCT TECH & DESIGN

Automate processes & user engagement, streamline experience.

€ 50k



BUSINESS DEVELOPMENT

B2B partnerships, Corporates Clients, Marketplace providers

€ 50k



MARKETING & BRANDING

increase online outreach, affiliates, lead generation, content & International brand awareness.

€ 50k

€ 150k

OUR TEAM

BASED IN LISBON

Solving problems we
have suffered through.

An international &
diverse team of expats
and local experts.



www.moviinn.com



JAMES MUSCAT
CEO
Serial Entrepreneur



GONZALO SARAMAGO
HEAD OF SALES
Guardian



SONIA FERNANDES
MARKETING MANAGER
Vini Portugal



JULIA JARZEWSKA
SENIOR ACCOUNT MANAGER
New Way



ANA CONTRERAS MECA
OFFICE MANAGER & HR
HISCOX



FRANCISCA TENREIRO
SERVICE DELIVERY MANAGER
St. Julians International

OUR ADVISORS

HELPING US BUILD THE
PRODUCT THAT WILL
DISRUPT RELOCATION



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