

# Klapp

## International Partner Program

2024

Version 2.0

Communication made simple



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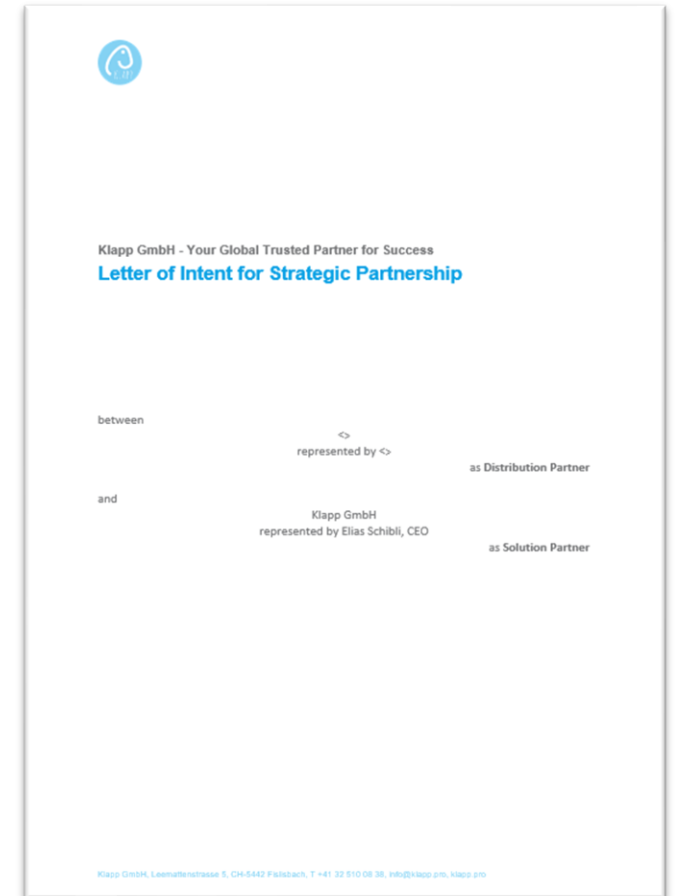
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“To be the preferred School Communication Solution globally”



# Introduction



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## Executive Summary

Klapp GmbH, founded in 2018, has rapidly become a leading provider of school communication solutions in Switzerland. Recognizing the need for enhanced global communication in education, we aim to expand our innovative platform internationally. Our vision is to provide seamless, efficient, and inclusive communication solutions to schools worldwide, fostering better connectivity among students, parents, and educators..

We aim to bring our school communication solution to every corner of the world. By leveraging local partnerships and adapting our solutions to meet regional needs and regulations, we strive to drive educational equity and provide top-notch communication tools to schools globally.

### *Why Partner with Klapp:*

- Proven and Scalable Solution: Market-proven with continuous growth.
- Expanding Product Portfolio: Continuously evolving to meet customer needs.
- Agile and Responsive: Quick and proactive customer management.
- Empowered Partnerships: Full personal responsibility for partners.
- Brand Recognition and Support: Strong brand and comprehensive marketing support.

### *Flexible and Fair Pricing:*

Our pricing strategy ensures affordability and fairness, considering local economic conditions. Schools pay an annual subscription based on the purchasing power of each country.

### *Initiating an International Partner Program:*

Our Letter of Intent outlines the strategic partnership framework with potential international distributors. The collaboration proposal includes an initial evaluation phase with a proof of concept, followed by exclusivity and expansion opportunities. Additional opportunities for translation, localization, and expansion into related sectors further enhance the partnership's value.

Klapp GmbH is committed to revolutionizing school communication globally. By partnering with us, international distributors can leverage our proven, scalable solution, ensuring enhanced connectivity and collaboration within school communities worldwide. We look forward to forging strong, mutually beneficial partnerships that drive educational equity and innovation.

# Introduction

## Our Vision and Mission

“To be the preferred School Communication Solution globally”

### Strategic Objectives

**Achieve International Recognition:** Establish Klapp as a globally acknowledged leader in school communication solutions.

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**Forge Strong Partnerships:** Collaborate with top partners to deliver trusted and reliable school communication services.

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**Global Presence and Service:** Expand our operations internationally, ensuring effective service delivery in diverse regions.

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**Drive Innovation for Value:** Continuously innovate to offer exceptional value through our products and services.

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**Ensure Profitable Growth:** Focus on strategies that promote sustainable and profitable growth.

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# Where are we



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## Global Mandate

*"This is the first important step towards a more internationally focused approach. Our top-tier service and specialist communication solutions will continue to be the foundation upon which we build our growth. However, we aim to increasingly address the challenges and opportunities faced by our international partners, leveraging their skills to achieve mutual success. Collaboration with our partners is crucial, and a deeper understanding of what Klapp can offer is essential for all involved."*

*Klapp will focus on three main areas: Growth, Service, and Product. Specifically, we will:*

- 1. Work closely with our partners as they expand Klapp internationally, whether through organic growth or acquisitions.*
- 2. Help improve efficiency and provide support to adapt Klapp to new regions.*
- 3. Offer the highest possible quality of service and product to our clients by concentrating on our core strengths in these areas.*

*By concentrating on these priorities, we will ensure that Klapp not only meets but exceeds the expectations of our clients and partners on a global scale."*



# Where are we

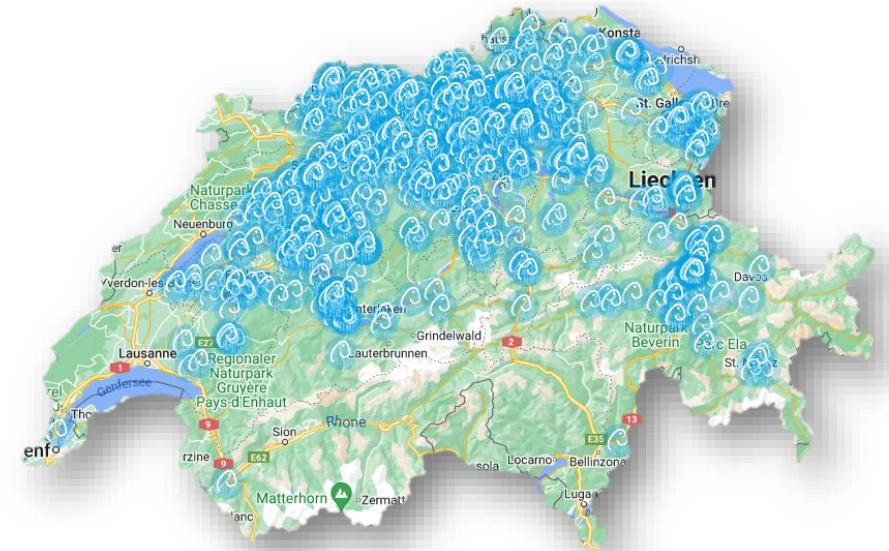
## Context - Where are we

Klapp was founded by three fathers in 2018 to address the lack of communication between schools, students, and their parents. In August 2022, CM Informatik AG, a strategic and long-term oriented company, became the majority shareholder of Klapp GmbH.

Klapp aims to offer schools a streamlined digital communication platform that leverages technological benefits while maintaining control. Our experience shows that teachers receive quicker feedback and no longer need to follow up repeatedly for responses. Meanwhile, parents feel more connected to their child's daily school activities and can offer better support.

Klapp has become the go-to solution for effective, straightforward, and informative communication in schools, demonstrating its profitability and reliability. We proudly stand as the leading school communication solution in Switzerland, recognized for our excellence and dependability.

Our platform is meticulously designed to meet the specific needs of schools, ensuring a tailored fit for every educational environment. We are deeply committed to enhancing communication and inclusivity within the school community, fostering better relationships among students, parents, and teachers.



Market leader in Switzerland

“We invite you to join us in revolutionizing school communication.”

# Where are we

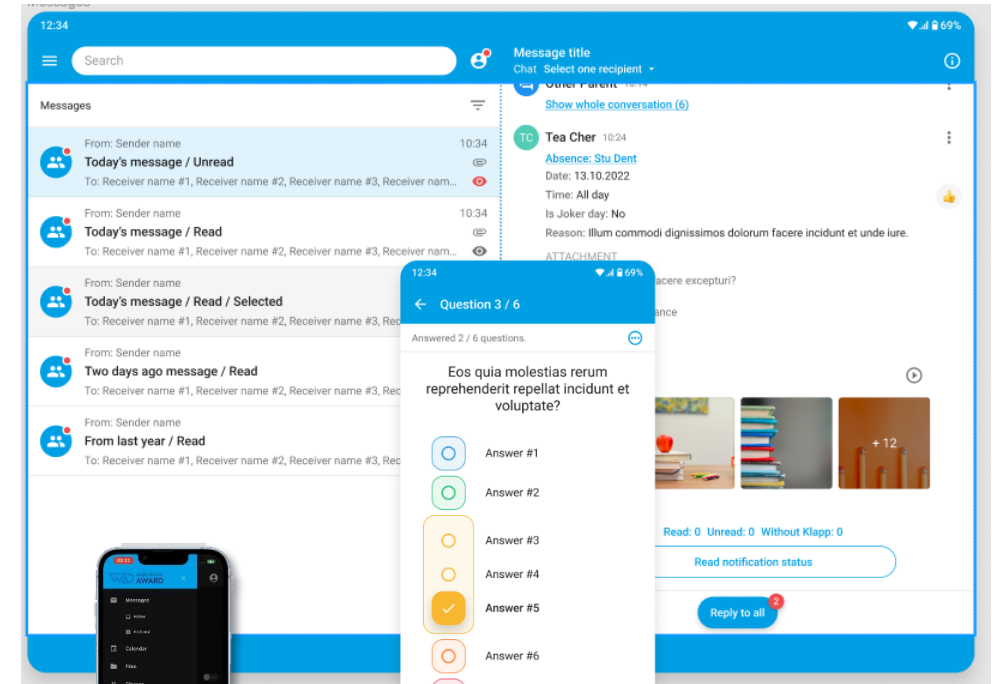
## Our Solution

Our solution ensures easy communication between parents, students, and staff, tailored to meet the unique needs of schools.

- **Effortless Communication:** Reach all contact groups with just a few clicks.
- **Absence Notifications:** Absences are sent to all responsible teachers and are also visible in the calendar.
- **Centralized Scheduling:** All dates entered are accessible to parents in the calendar.
- **Flexible Surveys:** Create surveys with any number of options.

The Klapp App organizes appointments, letters, and timetables centrally in one place, making it the leading solution in Switzerland.

- **Inclusivity:** Our platform includes translation functions, allowing non-native speakers to easily understand and participate in school communications.
- **Improved Attendance:** The integrated calendar feature helps improve attendance and punctuality by providing clear and organized scheduling for all school-related activities.
- **Quick Deployment:** Our solution can be quickly deployed without extensive project planning, allowing schools to start benefiting from improved communication almost immediately.



# Where are we

## Key features

Klapp ensures easy communication between parents, students, and staff, tailored to the unique needs of schools.

Key features include:

- Effortless communication and absence notifications.
- Centralized scheduling and flexible surveys.
- Translation functions for inclusivity.
- An integrated calendar to improve attendance and punctuality.
- Quick deployment with minimal project planning required.

## SaaS solution

Klapp is a SaaS solution designed to streamline communication within school communities.

Our solution:

- Provides an intuitive, user-friendly interface for self-service.
- Offers rigorous quality assurance through continuous updates and improvements.
- Empowers users with self-service and distributed administration features.
- Includes data cleansing tools to maintain high data quality.
- Ensures interoperability with existing systems via open API architecture.
- Allows customization and secure access control through sophisticated privileges management.
- Facilitates seamless transitions with our migration tool.



# Where do we want to go

## Where do we want to go together

Our vision for global expansion is to bring our innovative school communication solution to every corner of the world, ensuring that all students, teachers, and parents benefit from enhanced connectivity and collaboration.

- **Global Presence:** We aim to establish a presence in key international markets, leveraging local partnerships and adapting our solutions to meet regional needs and regulations.
- **Educational Equity:** By expanding globally, we plan to drive educational equity, ensuring that schools in both developed and developing regions have access to top-notch communication tools.
- **Adaptability:** Our flexible and scalable platform is well-suited to adapt to the specific needs of various markets, making it an attractive option for schools worldwide.
- **Mobile Integration:** We see strong potential in regions with high mobile device penetration, where our app can provide immediate and impactful benefits to school communities.
- **Data Privacy and Security:** The increasing focus on data privacy and security globally positions our solution as a preferred choice, given our commitment to compliance and safeguarding user information.

### Why Partner with Klapp?

**Proven and Scalable Solution:** We offer a market-proven and scalable communication solution that is currently in its growth phase.

**Expanding Product Portfolio:** Our product portfolio is continuously expanding to meet the evolving needs of our customers.

**Agile and Responsive:** Behind this innovative solution is an agile company that can quickly and proactively manage customer needs.

**Empowered Partnerships:** We believe in full personal responsibility, placing opportunities and risks in the hands of our partners.

**Brand Recognition and Support:** We offer strong brand recognition and comprehensive marketing support to help promote and grow your use of our school communication solution.

**Risk-Free Investment:** Our success guarantee ensures that customers only pay when the solution works effectively, providing a risk-free investment.

# How do we get there

## Strategic Partnership between Potential International Partner and Klapp

Klapp GmbH seeks to collaborate with a potential international partner to extend its impact in the educational sectors.

This partnership leverages the partner's strong regional presence and Klapp's expertise in school communication solutions.

### Proposal for Collaboration:

#### 1. Initial Evaluation Phase (Proof of Concept):

- **Adopt a School Program:** Implement Klapp's system free of charge for one year in five schools in a, promoting these schools on Klapp's platform and engaging potential sponsors.
- **Engage Additional Schools:** Incorporate five additional schools at a locally adjusted price, with a 50/50 revenue split, to demonstrate the system's efficacy.

#### 2. Exclusivity and Expansion (Go Live):

- Upon successful completion of the initial phase, the partner will receive exclusive rights to market, sell, and support Klapp.

### Pricing Intention:

Klapp's pricing strategy considers local economic conditions to ensure affordability while maintaining value.

- **Adjustments for Local Buying Power:** Prices are adjusted based on local economic realities using the BigMac Index.
- **Geographical Considerations:** Pricing reflects local market conditions, including tax regulations and import duties. Flexibility and

**Adaptability:** The partner can adjust pricing within Klapp's framework to remain competitive and relevant.

### Additional Opportunities and Responsibilities:

- **Translation and Localization:** The partner will adapt and quality-check translations of Klapp's software for local markets.
- **Expanding to Related Sectors:** Klapp's solution can also be applied to social clubs, daycare centers, and churches, representing additional opportunities.