

Digirefahi

HR benefits management platform

Demo day 2024

HR Manager Duties

Hiring

Talent acquisition,
Recruitment, Employer
branding, onboarding

Development

Training, coaching,
Caring

Retention

Compensation,
Employee Benefits, job
satisfaction

Performance

insights

Feedback, control,
organizing



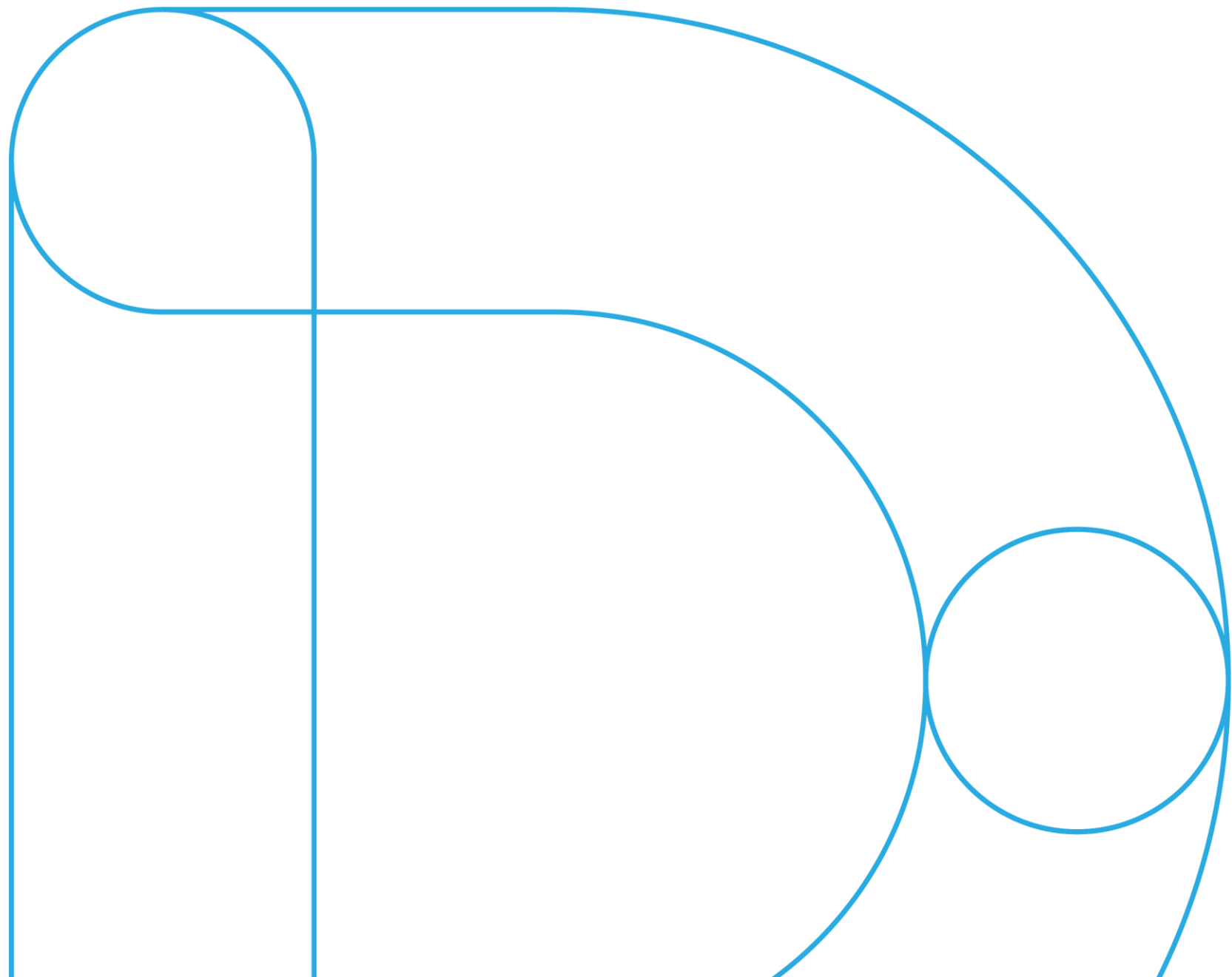
Challenges about HR Benefits

Difficult supply

Lack of Resources

Un-Customizable

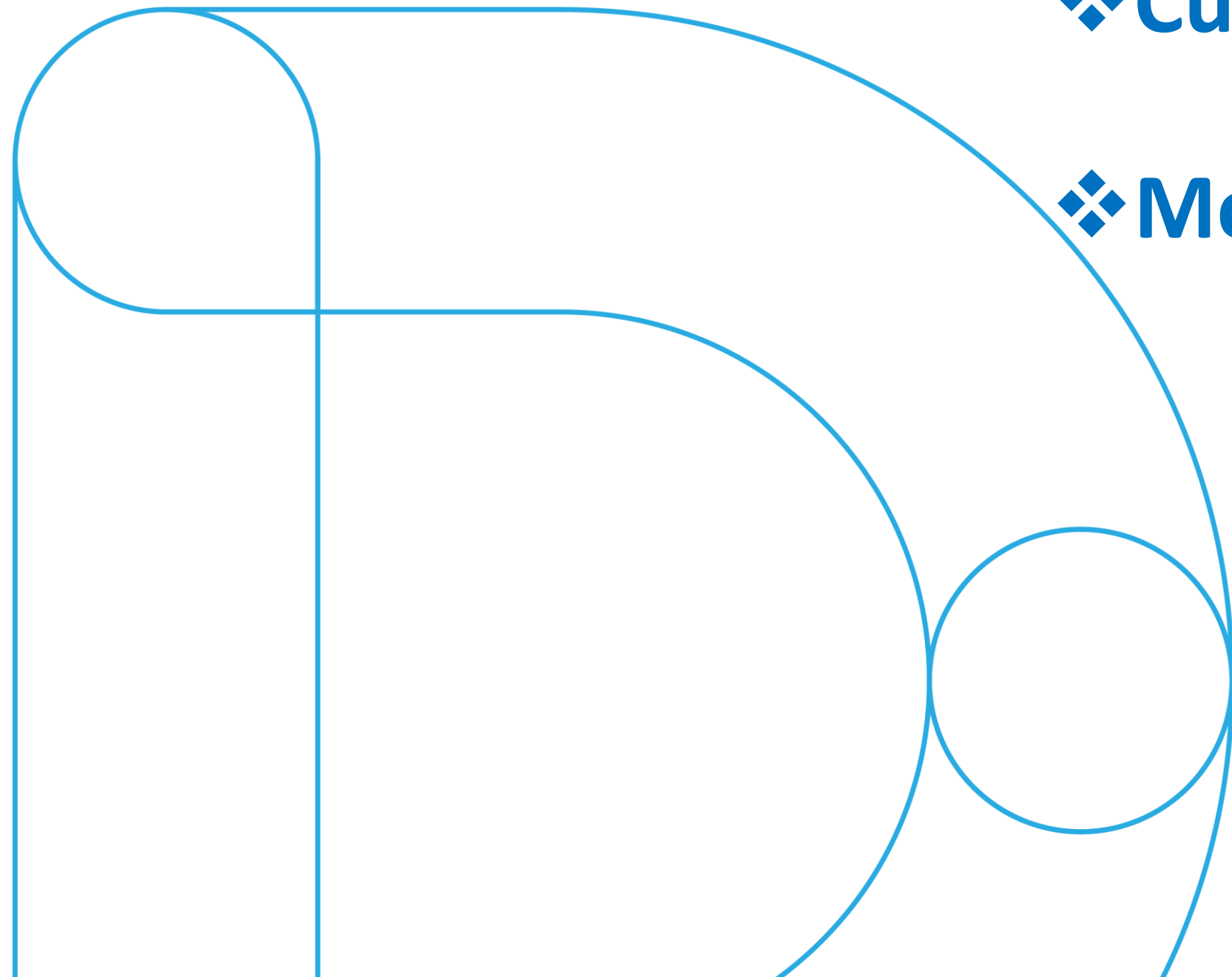
Un-Measurable



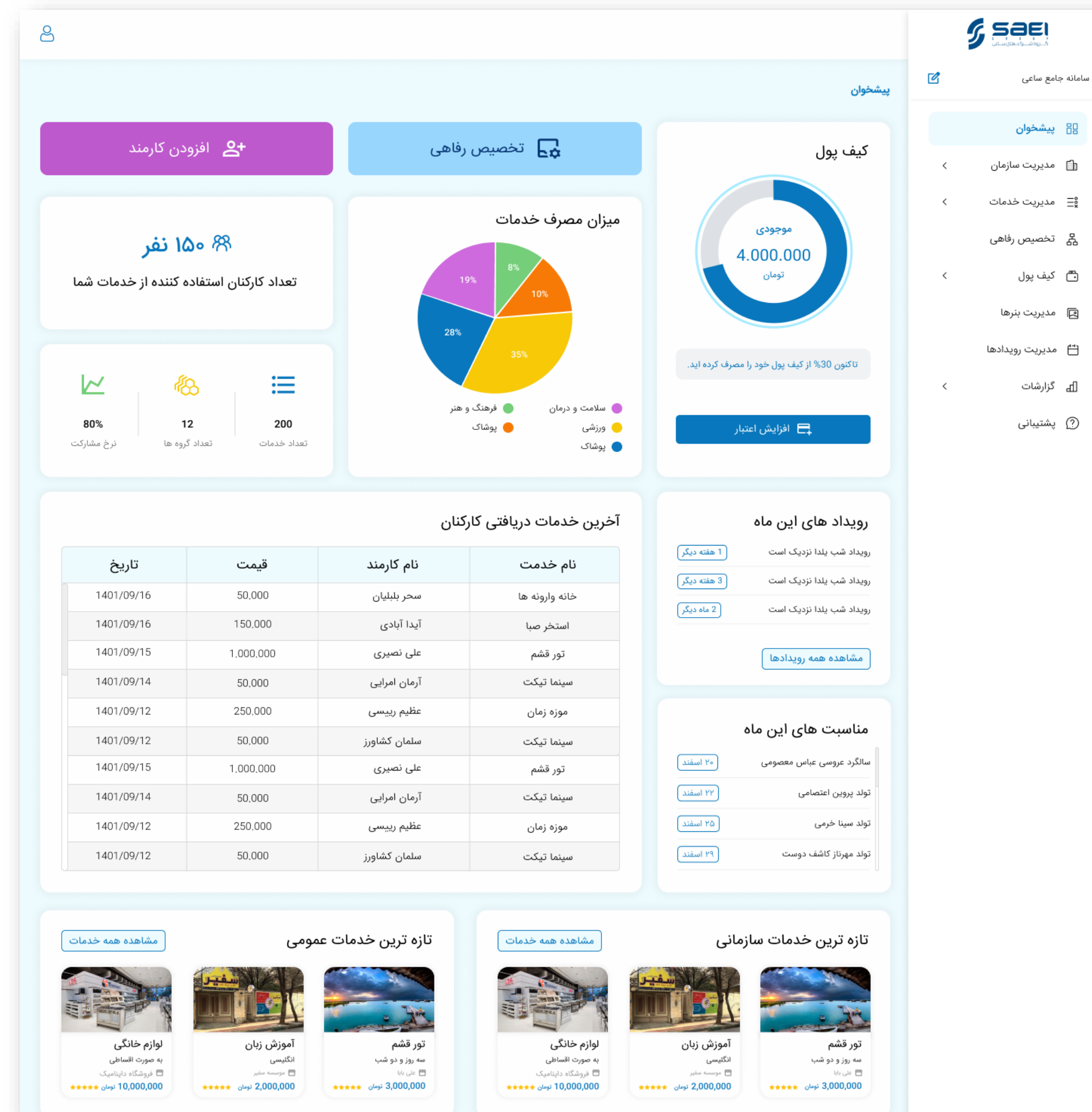
Solution

Online platform for managing Benefits

- ❖ Simple to do
- ❖ Cost effective
- ❖ Customizable
- ❖ Monitor & measurable



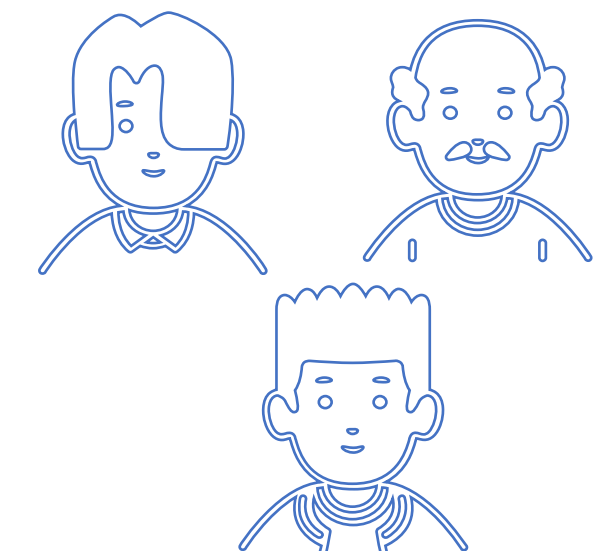
HR control panel



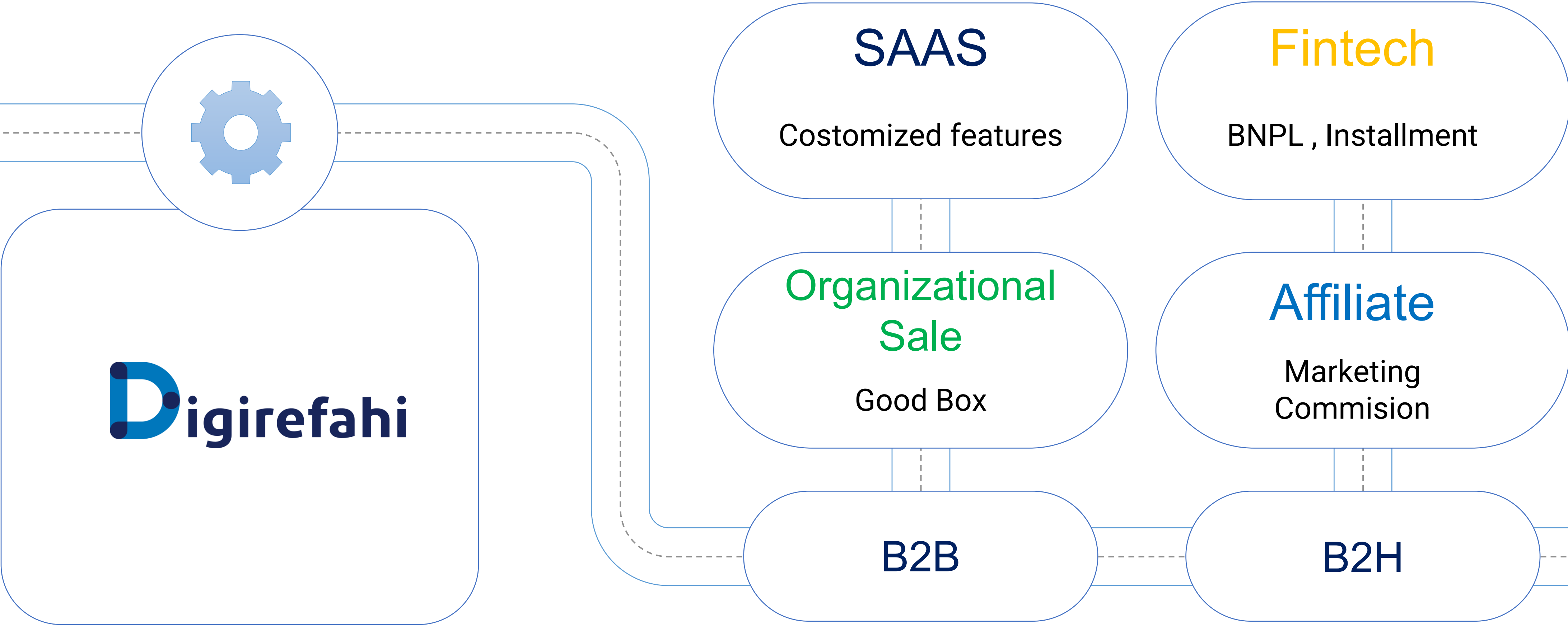
Service Pool



Employee dashboard



Business Model



Competitors



Benefit Cards

Off line vendors
Network of suppliers



Group sales

Discount
Cash Back
B2B panel



Neo Banks

E-Wallet
Cash back
Loan



Supper app

Online services
BNPL feature
Instalment loan

Value Proposition

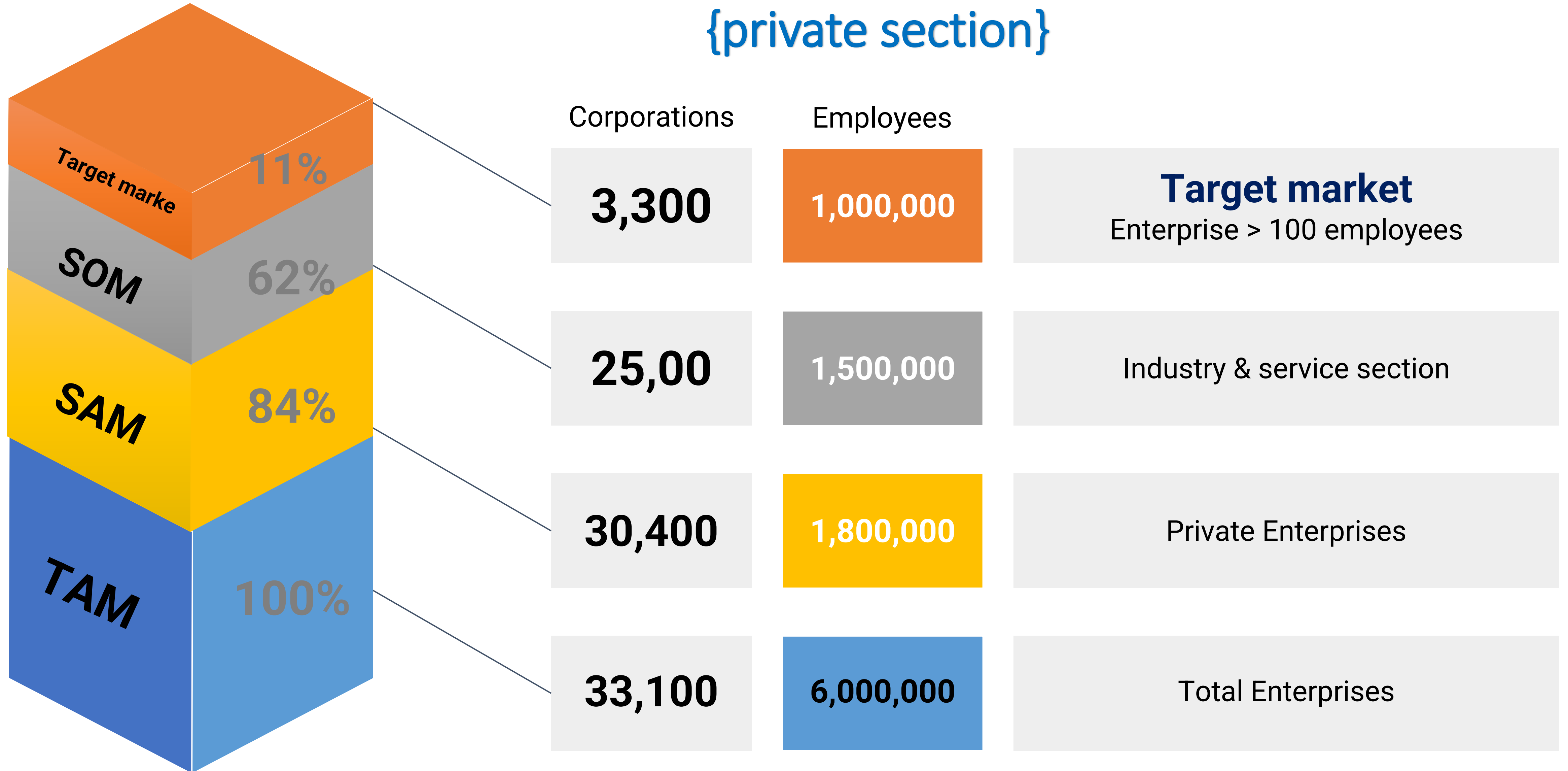
Integration of benefits

D دیجی رفاهی
رفاه به زبان سازمان شما



Market Size

{private section}



Reference: www.amar.org

Market Value

(private section)

1,000,000

Target employees

20,000,000 Tomans

Per capita welfare budget (avg.)

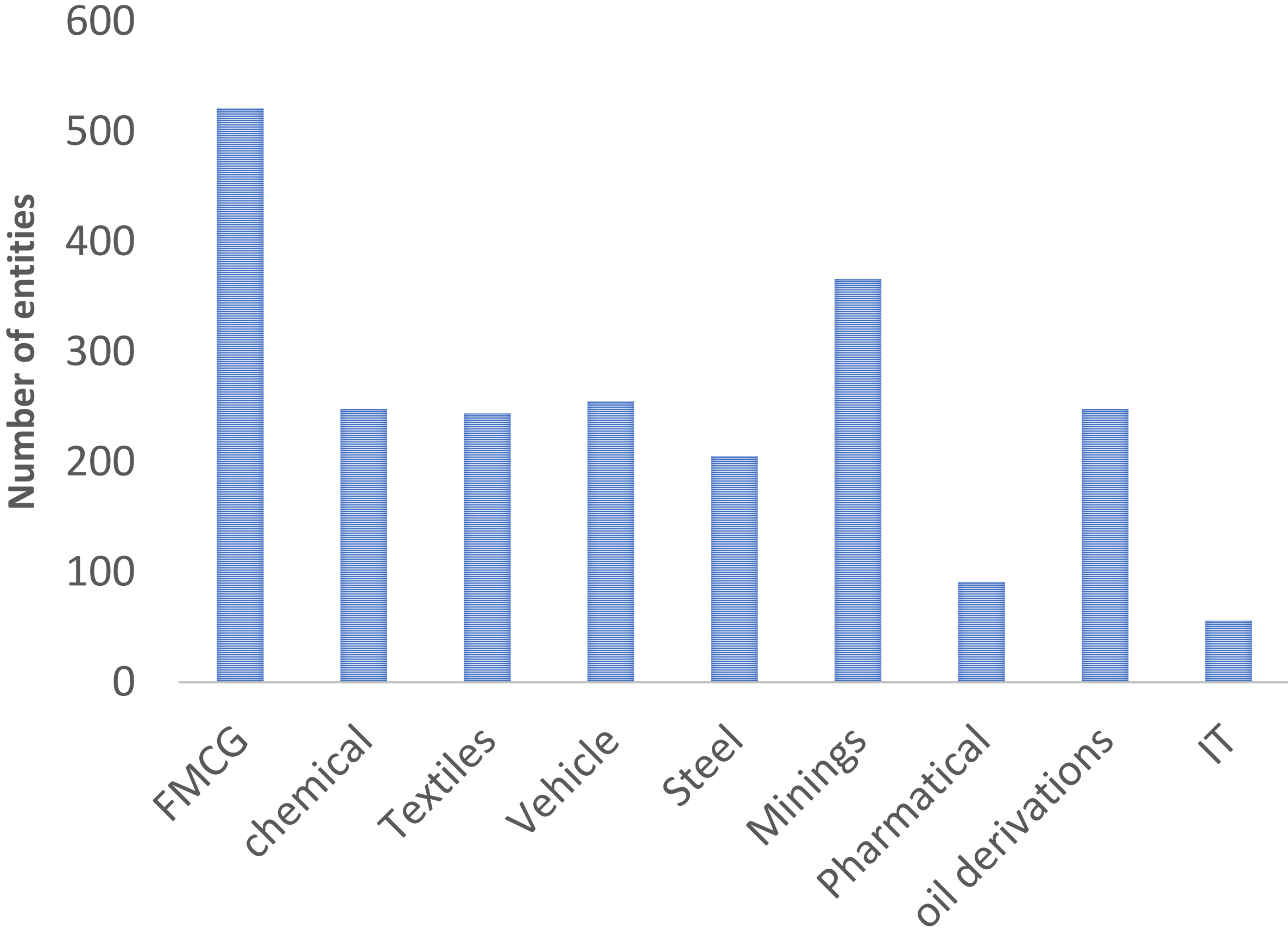
20 HMT (up to 60 HMT)

Market Value

0.5%

Market share Target (18 month)

DISTRIBUTION OF COMPANIES WITH +100 STAFF



Marketing Funnel

Linked-in / Instagram

Attraction



HR events

Interaction



B2B meetings

Conversation



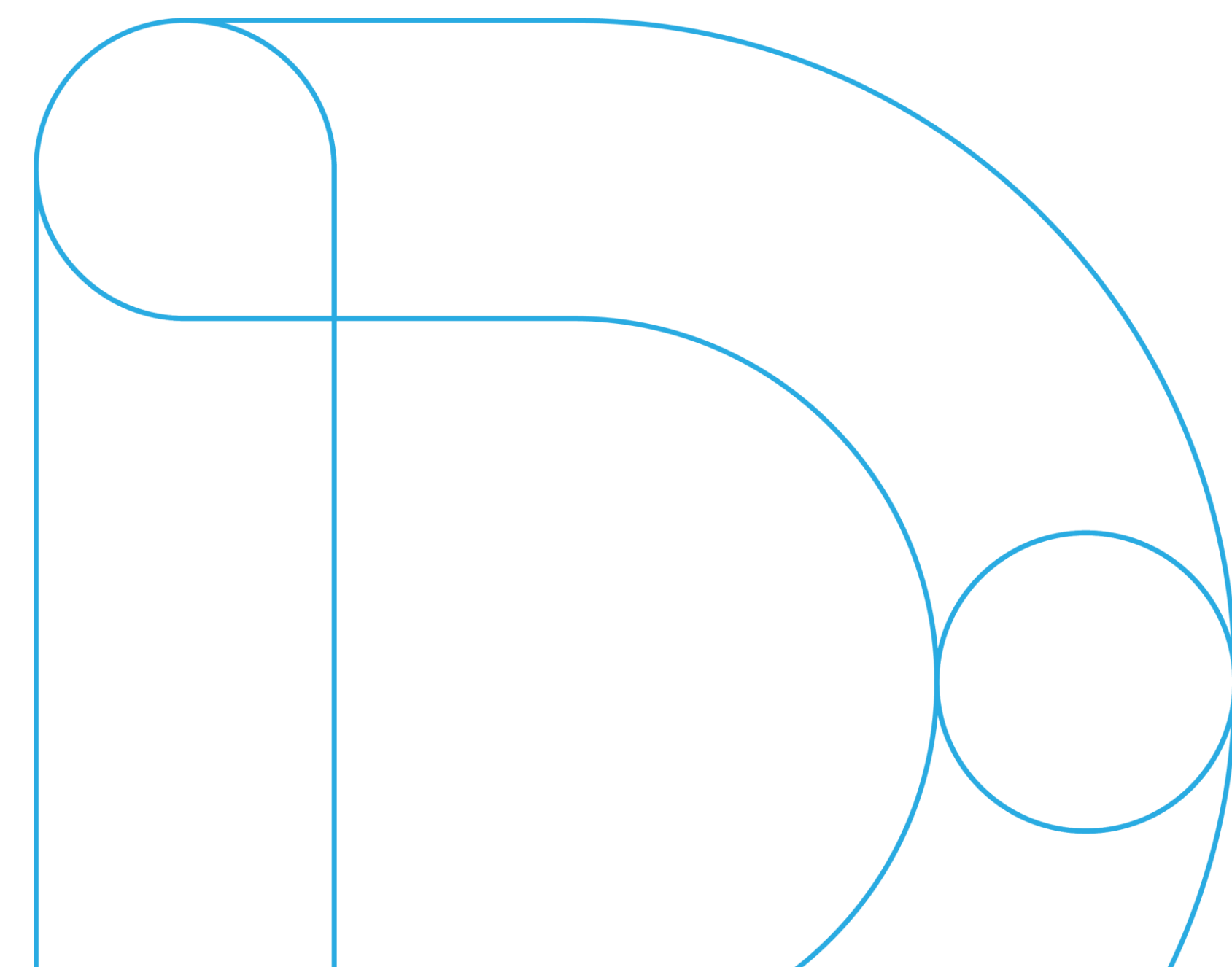
Freemium
subscription

Contract



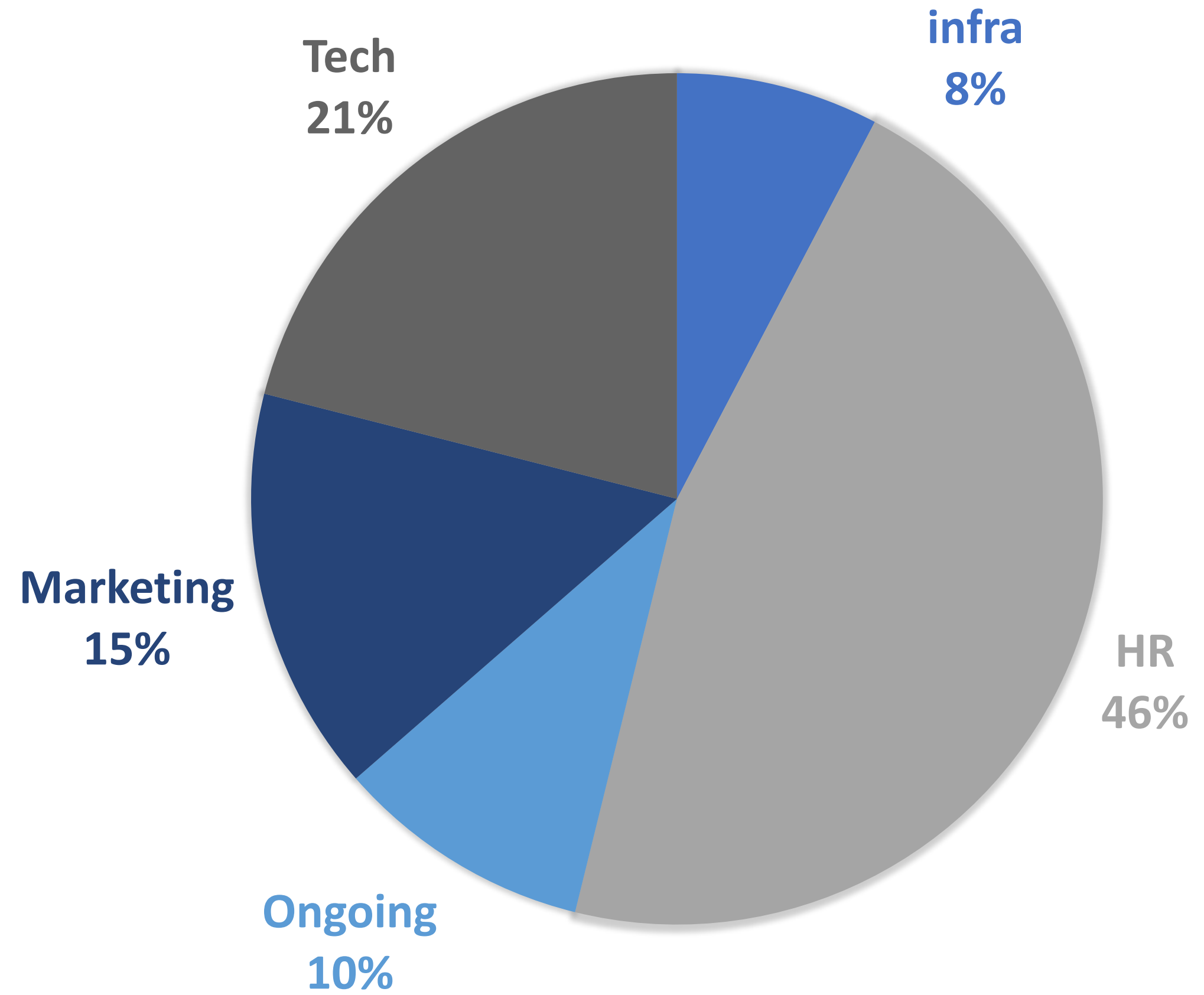
Retention

Loyalty



20 Billion Tomans

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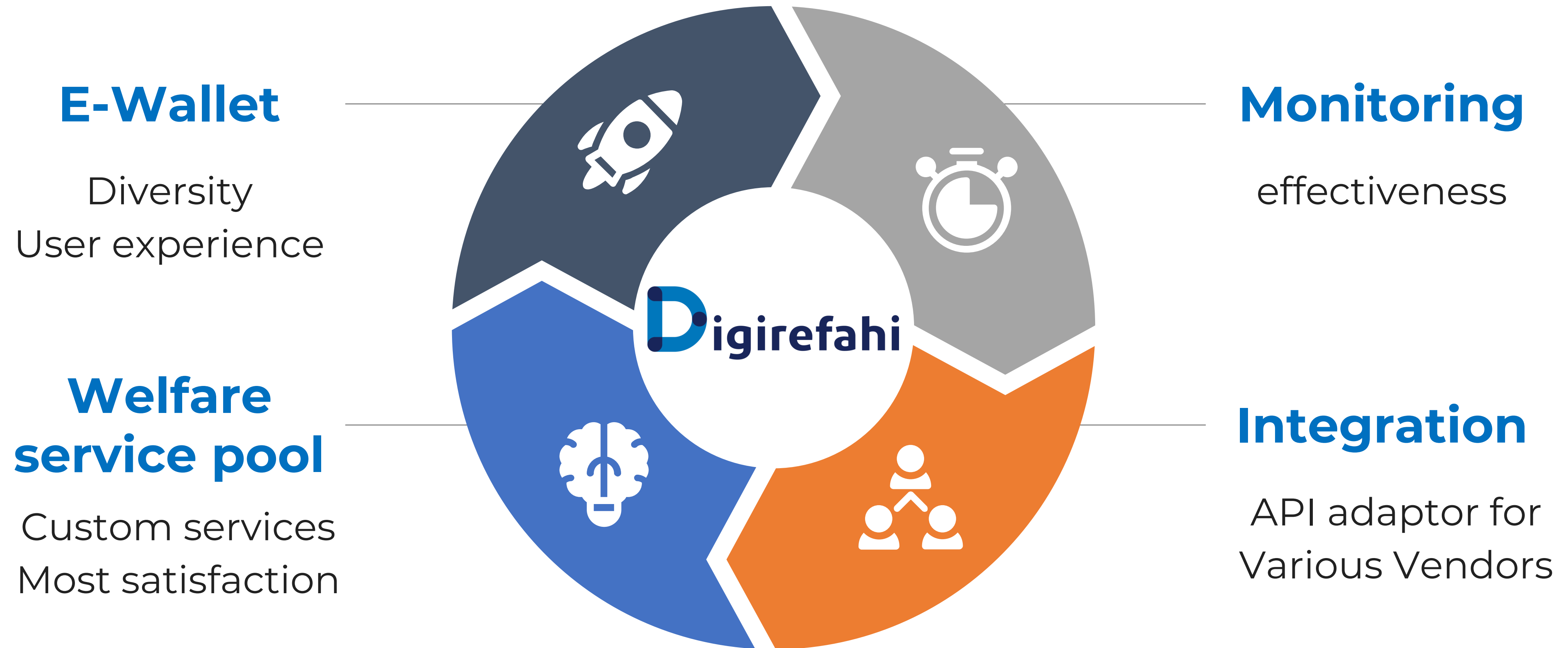


100
Billion
Sales

150
Enterprise

650
Million
Sells/org

Product Vision



Digirefahi



**Masoud
Nazarimanesh**

Product Manager

Founder, Service
designer, Startup
mentor



**Keyvan
Nasirikia**

Sales Manager

Co-Founder,
Sales Expert



**Naser
Kashiri**

Managing Director

Co-Founder,
Financial &
Operation Expert



**Majid
Karamifar**

Financial & legal

PhD in financial
management
- MCI advisor



**Amir
Taghavi**

CTO / technical team

MY-IRANCEL dev. Ops
Big Data contractor,
Angle investor

دیجی رفاهی

رفاه به زبان سازمان شما

