

2024

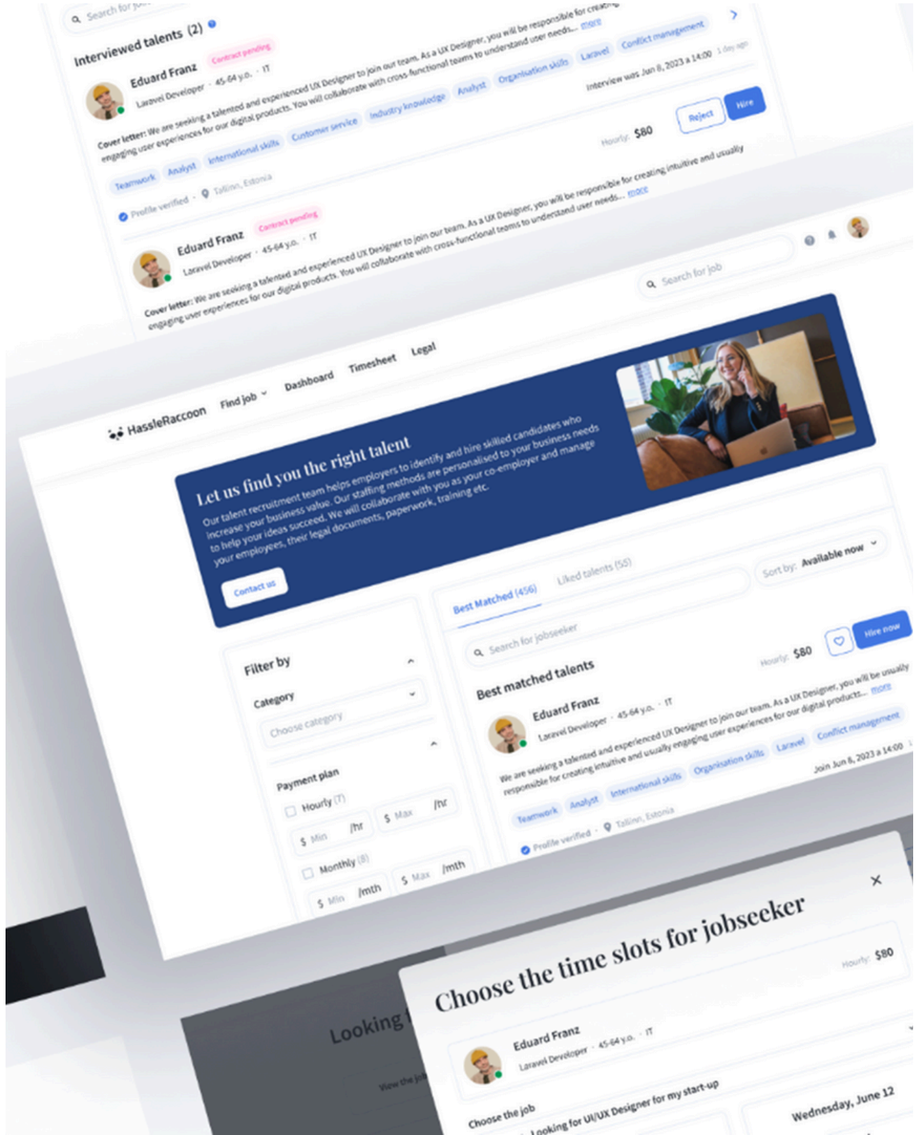
HassleRaccoon

Outsmart Hassles, Unleash Potential

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What is HassleRaccoon?

Founded on Estonian capital, HassleRaccoon is a startup launched in 2022, driven by the mission to simplify global workforce mobility and make it accessible to everyone. We believe in a globalizing world, it should be easy for anyone to connect with the right partner to unleash their true potential, all from the comfort of their screen, without the need to step away.

Our mission is to bridge the gap between employers and job seekers worldwide. To do this, we've created HassleRaccoon - a user-friendly online platform open to all. Whether you're hunting for a new job, a business in need of talented staff, or a recruitment agency with a global reach, our platform offers solutions that streamline the process of finding and offering work, making it straightforward and enjoyable.

2024

The problem is the complexity of the international labor market

In a globalizing world, the need to address issues related to international staff movement is on the rise. Cross-border recruitment processes, un-digitalized human resource management, and global legal complexities are just a few of the challenges that companies and job seekers must resolve. There is no single platform that brings together the global labor market and solutions for managing staffing agencies and large-scale employment projects



Fragmented Labor Markets

Employers and job seekers waste time and resources on static platforms with limited access, often focused on a narrow user group and do not cover the full range of possibilities in the global labor market.

Regulations and Tax Management

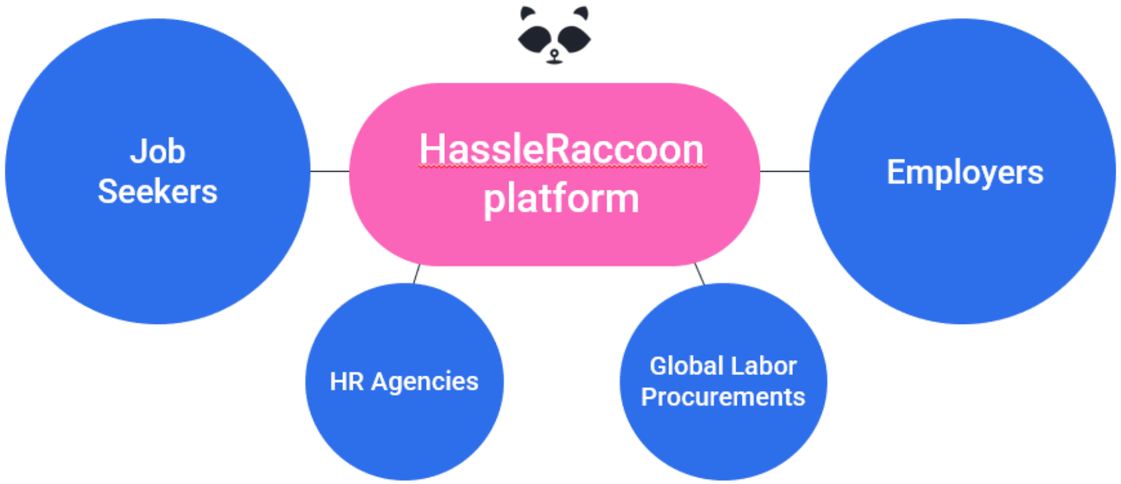
Different countries' labor laws and tax systems can vary greatly, making it complex to manage international work relationships. Companies and job seekers need to navigate the laws of the target country to ensure compliance.

Bureaucracy in Human Resource Management

Employers often face challenges in managing staff daily, especially on an international scale. Logging work hours, scheduling, and communicating data are constant struggles without digital tools in human resource management.

Your Problems, Our Solutions

HassleRaccoon is an HR platform that offers a user-friendly web application with an innovative approach to solving global workforce management problems, consolidating solutions into one environment.



Open Labor Market

We connect job seekers and employers globally and for free through an open labor market, allowing unrestricted connections between parties.

Global Legalities

We automate users' tax management and handle the legal aspects of international employment, representing clients in the target country as well.

Smart Tools

We digitalize company teams for easy management on our platform and provide workforce management tools for companies and HR agencies.

Complete Solution

We bring together the traditional labor market, HR agency activities, and international labor procurements in a user-friendly environment on one platform.

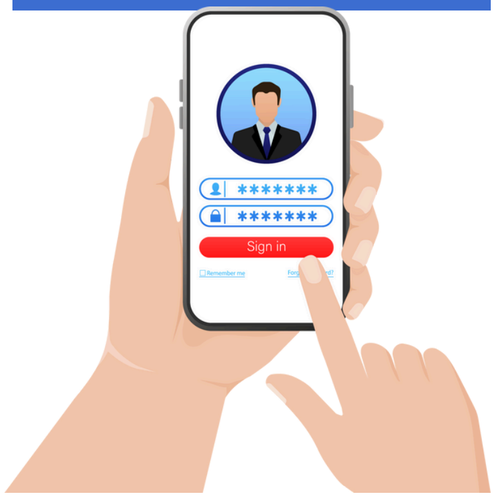
HassleRaccoon Platform

- **Web-Based Application** -Easy and user-friendly access to the platform from any smart device.
- **Online Overview** - Ability to digitalize an entire company's team on the platform.
- **HR Management Tools** - Automated payroll and two-way hour logs make complex calculations simple and convenient.
- **International Payment Environment** - We guarantee fair wage payments when needed and automate tax management in the target country.
- **Integrated Database** - Upload your internal databases, and the platform automatically creates personal profiles and offers.
- **No Hidden Fees** - Registered job seekers, employers, or HR agencies get immediate access to the platform's labor market, which is absolutely free for everyone.

Step 1:

Register User

All users get free access to our global labor market upon registration and can immediately start searching for suitable opportunities and move to the contact round.



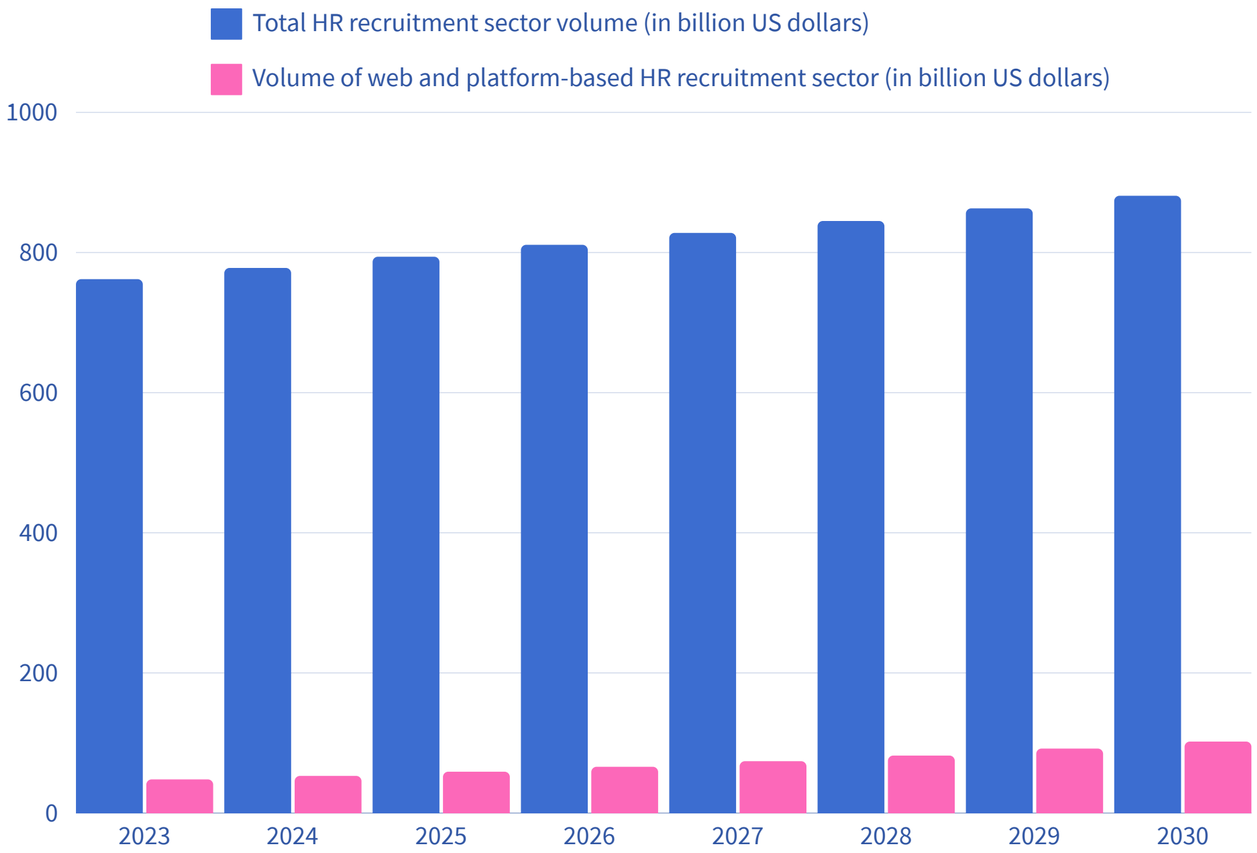


Step 2:

Onboarding Directly from the Platform

Upon finding a suitable candidate, parties can conduct job interviews and sign employment contracts directly on the platform, using it as a management environment if needed.

Global Job Recruitment Market



HassleRaccoon is entering the global job placement market, which in 2024 is valued at **$777.55 billion**, and only about **5.7%** of which is served through web or smartphone-based applications.

Billions of US dollars per year

$ 53.28

The global market size for web-based HR and job recruitment platforms is estimated for the year **2024**.

Billions of US dollars per year

$ 102.17

By **2030**, the volume of the sector in the web and platform-based HR solutions segment is expected to grow significantly.

Annual sector growth

+12%

In the coming years, the sector's annual average growth rate (CAGR) is projected to be **11.46%**.

Business Model

Job Seekers
General labor
Specialists

Employers
Private companies
Large corporations

HR Agencies
Staffing agencies
Umbrellas

Freelancers
Work gigs
Self-employed individuals

Service fees are only calculated from the start of the employment contract until its expiration.

Using the global labor market is always

FREE

for registered users on the platform

The platform's commission fee is an additional

+5%

on the value of active contracts made on the platform

All platform functions are included in a 5% service fee, except for personalized services.

BRUTO If the platform is chosen as the payroll environment, an additional 5% commission is added to the GROSS value of the contract

NETO If the platform is not chosen as the payroll environment, an additional 5% commission is added to the NET value of the contract

An additional 5% is cyclically added to the value of periodic contracts until the contract expires

Discounts on commission fees for large-scale contract signings

Parties:

- Connect on the platform
- Set the payment environment
- Choose the platform's legal form
- Determine the terms of the contract
- Sign the contract
- Deduction of the service fees

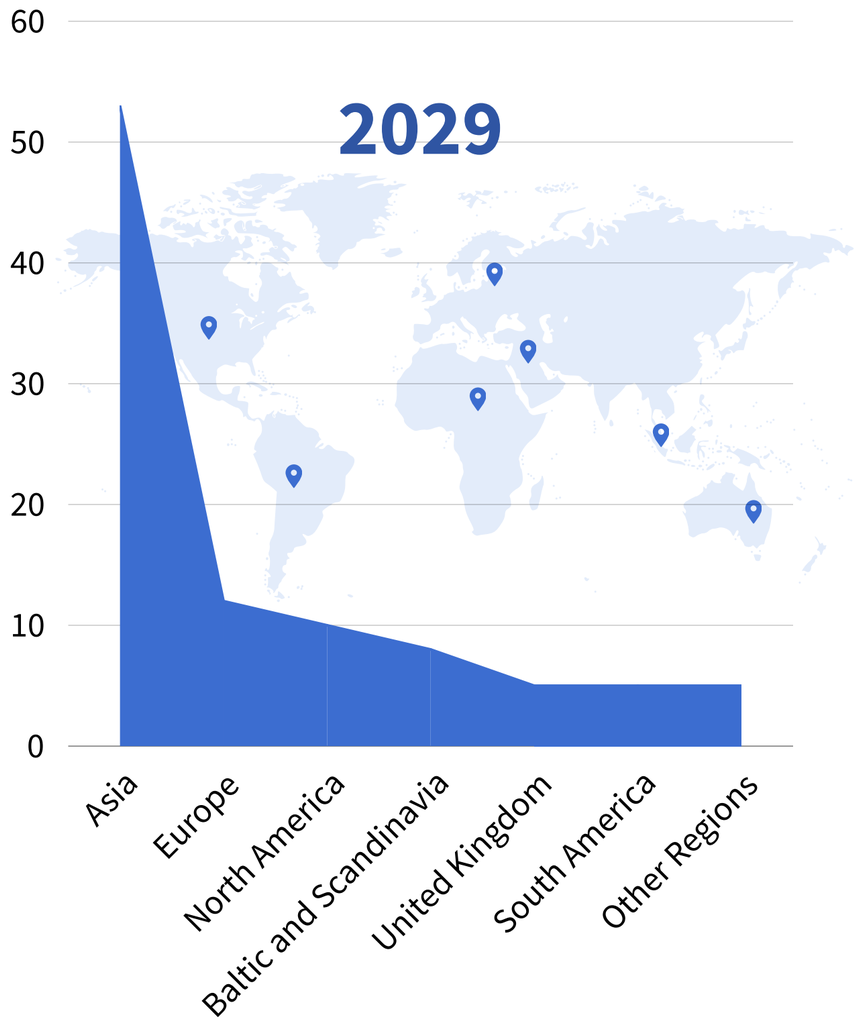
Target Markets

During the testing period, HassleRaccoon will launch its product in Estonia, with the main target market for the MVP phase being the Baltic and Scandinavian regions.

After the testing period ends, HassleRaccoon will primarily focus on the large and opportunity-rich general labor market in Asia and the Middle East.

1 2 3

2025	2027	2029
7993+	**86 635+**	**163 304+**
Estimated job seekers per month	Estimated job seekers per month	Estimated job seekers per month
400+	**4332+**	**8165+**
Estimated paying clients per month	Estimated paying clients per month	Estimated paying clients per month
10+	**35+**	**75+**
Countries represented	Countries represented	Countries represented





2024

Market Strategy:

10+
Target Markets

€600K+
Advertising expenses

€200K+
Operating costs

30+
Administrative team

€500K
Investments in product development so far

20 000+
Workhours invested in the project

€2.5Mln
Desired investment amount for the project

€225K
Product development costs

Focus:
South Asia region - rapidly growing markets, high social media usage, and a large general labor market.

Offering Advantage:
A global platform for the labor market, free for individuals and businesses to register and use.

Strategy:
Intense social media campaigns on popular platforms in target markets with culturally adapted engaging content.

Engagement Rates:
We monitor how many new users join and actively use the platform and what the conversion rates are based on signed contracts.

€612K
Product development costs

25+
Target Markets

€760K
Product development costs

35+
Target Markets

2022-23 Idea and product development

2024 Scope 1 Product test period

2025 Target markets Asia

2025 Unique value proposition

2025 Client engagement

2025 Key metrics and further development

2026 Scope 2 Scaling

2027 Scope 3 Further development

Today

MVP
Minimum viable product to be developed

5000
Users on the platform

Open labor market establishment in the region

Goal:
Leverage local digital activity, technological capability, and large market potential.

Business Model:
Fees apply only upon contract signing, creating value for both users and the platform.

Approach:
Building cooperative relationships with local agencies, creating mutually beneficial networks.

Development:
Continuous updates based on user feedback and market demands, ensuring relevance and user-friendliness.

60K+
Users on the platform

€13Mln
Net profit per year

90K+
Users on the platform

€23.8Mln
Net profit per year

8000+
Job seekers on the platform

400+
Paying business clients

€6Mln
Annual sales turnover

€1.8Mln
Net profit per year

Market Validation

Deel

HR platform

500K
Employees hired through the platform

$295Mln
Revenue in 2023

$12Bln
Company value

No visible public labor market on the platform

Employers find employees outside the platform

Mainly employer-centered platform

Workday

HR Management Tools

50Mln
Users worldwide

$6.216Bln
Broad but highly segmented

$80.19Bln
Company value

Broad but highly segmented

Does not address international recruitment issues

Separately taxed product categories

CV Online

Local Job Posting Portal

300K
Visitors to the portal each month

€9.3Mln
Profit in 2022

€6.12Mln
Revenue in 2022

Expensive advertising and access fees

No public posting of labor procurements

Portal offers only static ads

Competitive Advantage

HassleRaccoon can take advantage of the gaps left by competitors by offering a more open and user-friendly platform. Direct access to the labor market and a job seeker-centered approach can attract a diverse user base on a large scale.

- The open, free labor market quickly and easily brings together all parties and sectors of the global labor market, ensuring fair wages and transparent working conditions for general labor
- Transparent pricing policy - 5% service fee only on successfully signed contracts and includes all platform services
- Labor procurements on the platform that can also be partially fulfilled by multiple providers
- The all-in-one platform consolidates solutions for HR agencies

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Investment Offer

The funding for the acquisition of fixed assets and the increase in working capital during the project will be supported through investor participation and own resources. HassleRaccoon wants to raise **2.5** million euros in seed funding, in return for which the investor will receive **10%** of the company's shares. 65% of the investments will be covered with the help of additional investors, and 35% from own funds.

+2.5Mln	**Investor capital contributions through share issuance**
+1.06Mln	**Founders' capital contributions and business revenue**
-225K	**Scope 1 product development costs**
-600K	**Scope 1 advertising expenses**
-200K	**Scope 1 operating costs**
-612K	**Scope 2 product development costs**
-612K	**Scope 3 product development costs**

€2.5Mln
requested investment

NVP
€21.9Mln
in 2027

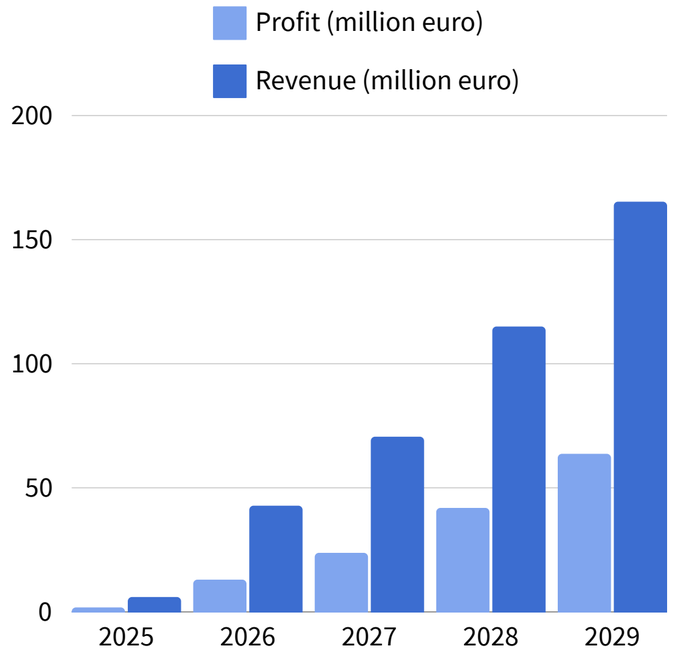
10%
offered share

IRR
81.4%

+1482%
Increase in contribution by 2029

ROI
42.4%

Financial Forecasts



The company's market value in five years is projected at **316,416,016 euros**, offering high growth potential and value increase for investors.

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HassleRaccoon Team



Tuuli Ehasalu Kadagan

Chief Technology Officer

Tuuli has extensive experience in developing various software projects and leading the technology side. Tuuli has led the project's development from the start and is a stakeholder in the project.



Veiko Pedosk

Chief Financial Officer

Veiko has been on the board of over 50 companies and has extensive experience in financial management. In addition to technical knowledge in software development, Veiko is also a stakeholder in the project with options, bringing significant strategic value.



Henry Vaaderpass

Consultant

Technical consultant to more than 25 well-known companies and digital agencies in the United Kingdom. Over 20 years of extensive experience in cloud computing, software applications, and e-commerce.



Andro Kullerkupp

Consultant

Andro is a strategist with an international master's degree. Besides his own businesses, Andro has been involved in developing more than 200 companies as a consultant.

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HassleRaccoon Team



Karel Kalvik

Business Strategy and Launch

Karel has experience in project management and has led international e-commerce development projects.



Jaanus Rikkas

Chief Executive Officer

Jaanus has experience in establishing and managing businesses in foreign markets. He is the majority owner of the company and the founder of the initial idea and model. He has key contacts in the United Arab Emirates and the Middle East.



Joonas Viet

Regional Management

Joonas has extensive, international experience in sales, sales management, product distribution, and customer management. Joonas is a company shareholder.



Mohammad Ismail Hossain

Middle East Regional Manager

Over 10 years of experience in providing PRO services. Experienced in processing trade licenses at the Dubai Economic Department, as well as in preparing visas and other immigration documents.

2024

HassleRaccoon Team

OYE Network OÜ

Software Development

During the development phase of the platform, all programming and development work is outsourced to a partner company, OYE Network OÜ.

The development team at OYE Network includes:

- **Orest Oliinyk** *(Senior backend developer and devops)*
- **Oleh Oliinyk –** *(Backend developer)*
- **Andriy Hrechyn** *(Senior backend developer)*
- **Volodymyr Maliarov** *(Senior frontend developer)*
- **George Voroboyov** *(Senior frontend developer)*
- **Amir Al-Omari** *(Senior full-stack developer)*

BRANDFLIX OÜ

Marketing

The market research and marketing plan for the company was created by Brandflix OÜ.



2024

Thank You!

Join the next success story created in Estonia today and contact us for more information.

HassleRaccoon

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