



Confidential Teaser
HR Software Firm

Project HumanEdge

1. Executive Summary

- Turkey's pioneering HR software firm since 1993, offering modular and compliant solutions with over 30 years of experience.
- Established: 1993
- 100% Founder-owned
- HQ: Istanbul
- ISO 27001 certified
- Lean & scalable structure

3. Product Overview



30+ HR modules



Self-service portals



Performance, Payroll,
Leave, Talent, Training,
Analytics

4. Key Differentiators



HR-only focus for 30+ years



Fast deployment



Regulatory compliance



Proven large-scale client success

5. Market & Clients

Sectors:
Manufacturing,
Retail, Healthcare,
Utilities

35,000+ users

Global brands
among clientele

A blurred background image of a business meeting. Several people in professional attire are gathered around a table. One person is holding a white coffee cup, and another is gesturing with their hand. A tablet and a smartphone are visible on the table. The scene is brightly lit, suggesting an office environment with large windows.

6. Business Model

- License + Project setup
- Recurring: 100% from annual support
- No SaaS yet – on-premise/customer-hosted



7. Growth Opportunities

- SaaS transition
- AI features in pipeline (2026)
- Expansion to MENA, Balkans
- OEM partnerships

8. Financial Snapshot (2024)



Revenue: TRY 3.9M



EBITDA Margin:
~65%



Active Clients: 13



Users supported:
35,000+

9. Why Invest?



UNIQUE MARKET
POSITIONING



STRONG RETENTION
& COMPLIANCE EDGE



SCALABLE, LOW-OPEX
BUSINESS

10. Strategic Objectives



Accelerate SaaS



Grow globally



Expand
AI/product teams



Institutionalize
GTM efforts

Contact Information



Advisory Contact

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