



## DEALOGX - Network of Opportunities for Business People, Professional Communities, NGOs, Municipalities, and Government Institutions



**DEALOGX** transforms network communication into digitally and legally significant interaction.



**DEALOGX** is not “a social network for content” — it is network infrastructure for real business and operational activity.

### This creates:



higher  
ARPU



stronger  
retention



higher  
switching costs



more stable  
SaaS monetization



powerful  
network effects



# Problem

Digital competition has created thousands of services that compete for individual functions, but do not solve the problem of holistic digital interaction.

As a result, business communications have become fragmented:

- important articles are stored in browser bookmarks;
- documents, files, and knowledge are scattered across different operating systems, clouds, and services;
- communication happens in messengers;
- contacts are stored in social networks;
- document workflow and signing are handled in separate systems;
- tasks, reminders, and teamwork are managed in other applications.

People are forced to constantly remember:

- where information is stored;
- which service to continue communication in;
- where a document is located;
- who needs a response and about what.



All of this creates digital chaos, inefficiency, loss of context, and missed opportunities.



# Solution



## DEALOGX — Vertical-Horizontal Network Infrastructure



### HORIZONTAL LAYER

These are social and professional networks:

- people;
- organizations;
- communities;
- businesses;
- experts;
- municipalities;
- thematic ecosystems.



The horizontal layer creates  
scale, reach, and network effects.

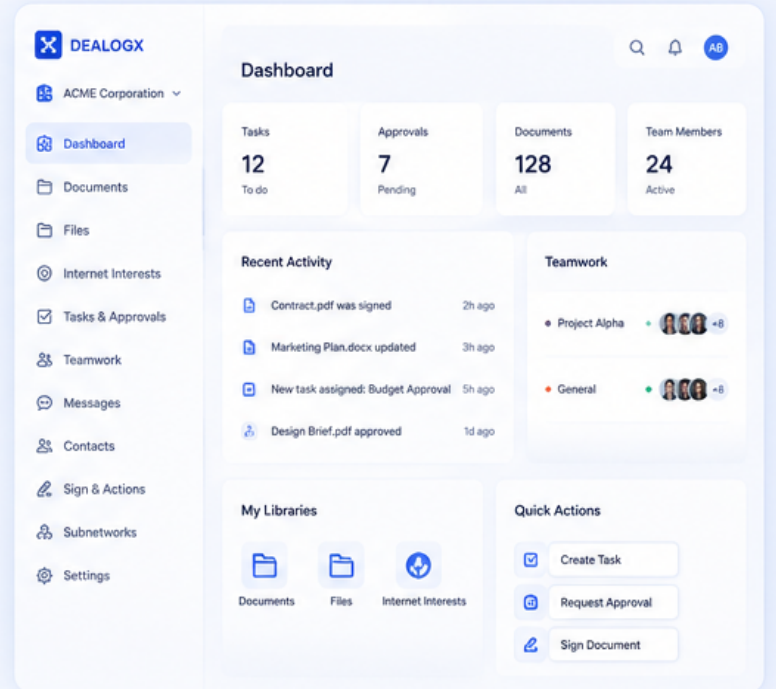


### VERTICAL LAYER

This is the functional depth of each account with Zero-Knowledge architecture and end-to-end encryption (E2E).

Each account can contain:

- ✓ internal organizational structure;
- ✓ roles and access permissions;
- ✓ libraries of documents, files, and internet interests;
- ✓ tasks, reminders, and approvals;
- ✓ teamwork;
- ✓ legally significant actions;
- ✓ private subnetworks.




An account in DEALOGX is not a page — it is a digital operating node with its own internal network structure.

# Traction

DealogX is currently evolving from MVP to MVB and therefore has grown without paid acquisition, advertising campaigns, or growth mechanics.

Despite this, it has already demonstrated early organic validation:

 **859**  
App Store  
downloads

 **456**  
reinstalls

 Stable organic  
user inflow for  
more than 2 years

Current traction has been generated through:

 developer team referrals

 network effects

Core growth directions  
beyond digital marketing  
are focused on:

 communication layers  
for administrative services

 municipality digitalization

 local digital communities

 professional organizations

 partner ecosystem  
deployments

 white-label infrastructure  
integrations

The growth model is based on  
network effects:  
each new digital community becomes  
a separate scaling channel.



Unlike classic consumer apps, DealogX is positioned as  
an **infrastructure communication & operational layer**,  
where retention is driven by:



embedded  
workflows



persistent  
digital identity





team  
interaction




participation  
in the network

At the current stage:

 CAC remains close to zero  
due to the absence of paid acquisition

 LTV cannot yet be accurately measured  
because monetization has not been activated

 retention is currently evaluated  
through reinstalls and repeated user returns



# Business Model

DEALOGX monetizes through several complementary revenue streams:

- 1 Premium Accounts** €18 / year / user
- 2 Organizational Accounts** €240 / year for up to 20 users + €12 / year per additional user
- 3 Paid Communities & Subnetworks** €1,800 / year per network + administrator cabinet
- 4 Legally Significant Actions** €0.1 / per signature or legally significant action
- 5 Marketplace Fees** 0.1–0.2% / per transaction

## Early-Stage Operating Expenses

- Software Development €65K / month
- Server Infrastructure €10K / month
- Promotion & Information Campaign €25K / month

TOTAL:

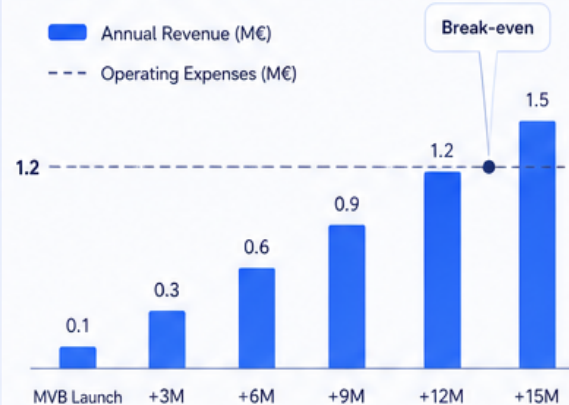
€100K / month = €1.2M / year

Break-even for fixed operating expenses is achieved within one year after the MVB release with 200,000 active users:

- Premium Accounts: 20,000 users × €18 = €360K / year
- Organizational Accounts: €460K / year
- Paid Communities: €180K / year
- Legally Significant Actions: €100K / year
- Marketplace Fees: ≈ €100K / year

Early-Scale Gross Revenue: ≈ €1.2M / year

## Path to Break-even





# Market Opportunity

DEALOGX sits at the intersection of several global markets:

	Social networks	5B+ users
	Messengers & communications	4-5B+ users
	Secure messengers	100M users
	Productivity & collaboration	1B+ users
	Cloud storage & knowledge management	2B+ users
	e-Signature & digital documents	1B+ users
	Marketplace & digital commerce	2-3B+ users
	Civic tech & digital government	Hundreds of millions of users



**Core Audience**  
 ≈ **100M**  
 productivity-oriented digital users.

**Early Adopter Segment**  
 ≈ **10M**  
 users.



The complementarity of vertical-layer services creates an **internal lead-generation & retention ecosystem** within the product itself.



# Financials

## Digital Scaling Channels Model

In most European countries, the target municipality for DealogX is a community with 2,000–15,000 residents.

This creates a large market of repeatable local deployments where the product can scale as infrastructure for communities, organizations, and local digital networks.



  
Repeatable  
Local Deployments

  
Infrastructure  
for Communities

  
Scale Across  
Europe

## Municipal SaaS Model



Civic Node Subscription

€5,000 / month / municipality

The municipality pays — everyone benefits:



Government



Citizens



Local Businesses

DEALOGX provides:

- ✓ digital administration office
- ✓ workflow & document management
- ✓ digital citizen interaction
- ✓ participation layer
- ✓ local network economy
- ✓ structured communication
- ✓ legally significant actions



3-Year Target

1,000+

Digital Municipalities

At minimum, this niche alone creates:

1M+ active users.



## Minimum Revenue Potential

1 Municipal SaaS:

1,000 × €5,000 / month

= €5M / month

= €60M / year

2 1M active users:

≈ €6M / year



DealogX combines infrastructure scale with sustainable recurring revenue and strong network effects in the public sector.



Scalable



Essential



Recurring



Network  
Effects



By digitalizing municipalities and local communities, DealogX creates a scalable infrastructure business with predictable SaaS revenue and high long-term impact.



# Team



## Proven Experience

10+ years building digital infrastructure.



**dzo.com.ua** → **100K+ users**  
(Prozorro ecosystem)



**document.online** → **300K+ users**  
(document workflow)



**DealogX** → **secure communication platform**  
(MVP)



**Platmix** → **digital commodity economy infrastructure**  
(MVP)



**Mykola Sinkovskiy**  
Product Owner [in](#)



**Danylo Sinkovskiy**  
Co-Founder [in](#)



**Mykhailo Bondarenko**  
CTO [in](#)



**Anna Coen**  
Head of Communications [in](#)



**Yuliia Demydiuk**  
Project Manager [in](#)



**Andriy Vasyk**  
Senior Software Engineer [in](#)



**Mykola Buhaiov**  
Backend Developer [in](#)



**Artem Panasenko**  
Senior iOS/macOS Developer [in](#)



**Ivan Magda**  
Full Stack Developer [in](#)



**Amid Mamedov**  
iOS/macOS Engineer [in](#)



**Roman Troshchuk**  
UX/UI Designer & Product [in](#)



**Illia Kunytskyi**  
QA Engineer [in](#)



**Andrew Kononenko**  
QA Team Lead [in](#)



**Oleh Pryshedko**  
Product Design [in](#)



We are reinvesting our own capital, technologies, and experience into DEALOGX and invite partners to scale globally together.



# Competition

The **closest theoretical competitors** could emerge from:



Facebook



through social networking and communication



LinkedIn



through professional networks

DocuSign

DocuSign



through the digital transaction layer



Signal + Threema



through secure communication



Productivity ecosystems



through workflow & collaboration tools

However, today **none of these players** combine:



secure communication



digital identity



operational workflows



legally significant actions



community infrastructure



network governance



within a **single vertical-horizontal** digital interaction system.



DealogX does not compete with one product — it competes with the fragmentation of the digital environment.



# Fundraising



To date,  $\approx$  **€2M** of founder capital has already been invested into **DEALOGX**.



**Seed Round**  
**€1.0M** / 12 months runway



## Round Objective

Bring **DEALOGX** to early commercial scale and validate the paying capacity of the core audience.



## Use of Funds



**75%** — product & technology

MVP → MVB,  
development of the  
functional core.



**25%** — promotion &  
market launch

activation of professional  
communities, early adopters,  
partnerships.





# DEALOGX

DEALOGX is network infrastructure for digital interaction, where communication transforms into **actions, agreements, and trust.**

We are building a product at the intersection of several global markets, with proven team experience, founder investment, and a clear scaling model.

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## DEALOGX -

Network of Opportunities, Actions & Trust.



**Danylo Sinkovskiy**  
+43 664 93 00 89 08



**Anna Coen**  
+45 91 95 14 99



[www.dealogx.com](http://www.dealogx.com)



[info@dealogx.com](mailto:info@dealogx.com)

