

Drill

Your personal trainer is on your phone



Too many weapons

350 MILLION

in US alone, in the hands of civilians

>1 BILLION

weapons and the figure is constantly growing

Problem



 Constant training

Every weapon owner needs constant training to avoid losing their shooting skills.



 More than 90 US Dollars per month

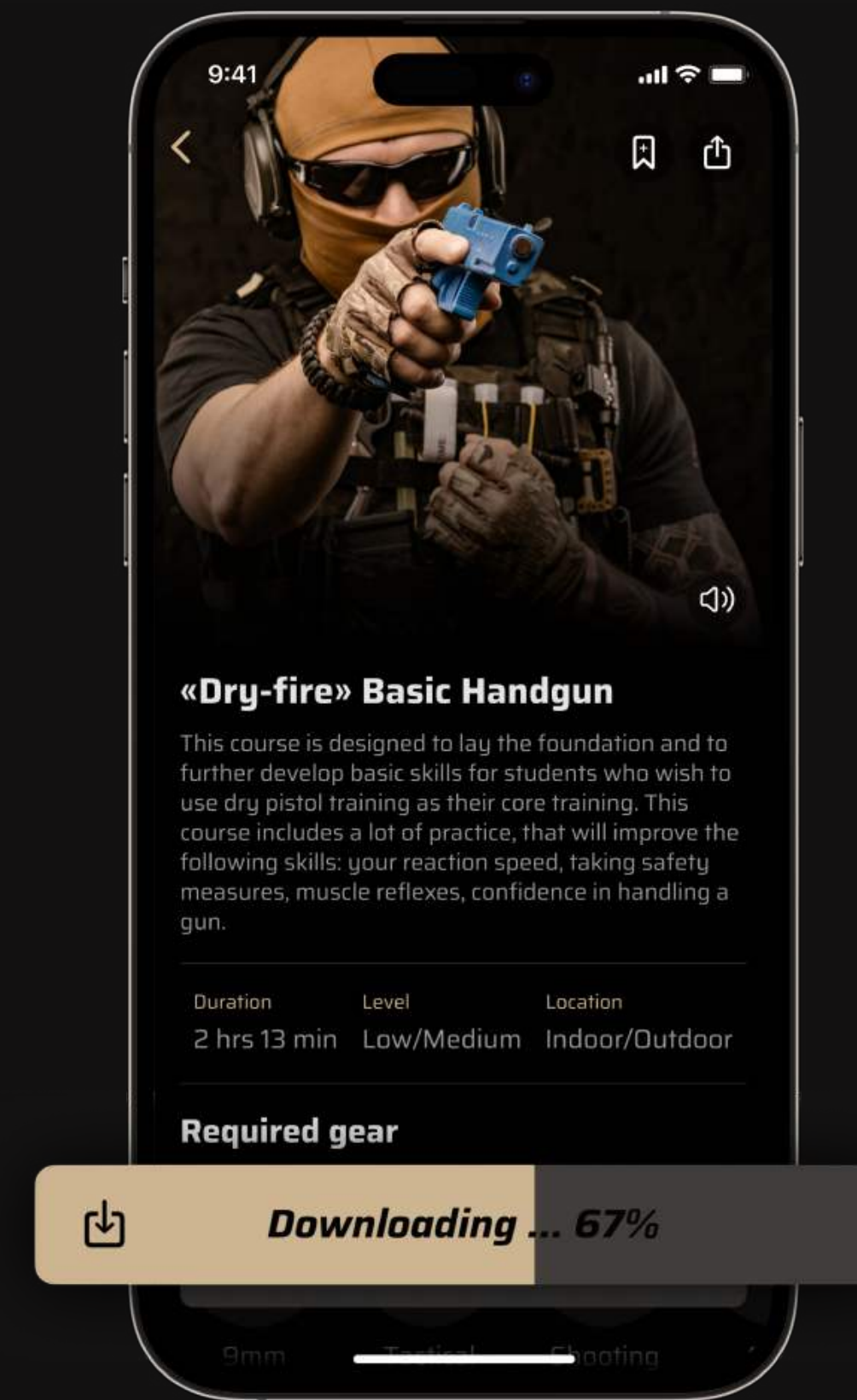
Every weapon owner needs constant training to avoid losing their shooting skills.

info from:

 **BusinessStat**[®]

The problem solution

Drill

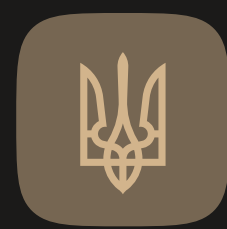


Competitors

Competitive advantages	Drill	SHOTLOG	laser HIT	USCCA	YouTube	LIVEFIRE
Short info	↓ 55.000 downloads 🏠 Launched in 2022 ★ 5.0	↓ 5.000 downloads 🏠 Launched in 2019 ★ 3.0	↓ 100.000 downloads 🏠 Launched in 2017 ★ 3.2	↓ 100.000 downloads 🏠 Launched in 2003 ★ 3.6	—	↓ 500+ downloads 🏠 Launched in 2021 ★ 4.8
Author's training lessons, courses and exercises	✓	✗	✗	✗	✓	✓
Tracking your progress	✓	✓	✗	✗	✗	✗
Exercise constructor	✓	✗	✗	✓	✗	✗
Training schemes	✓	✗	✓	✗	✗	✗
Feedback system	✓	✗	✗	✗	✗	✗

The only direct competitor that resembles us was able to obtain only 500+ downloads in two years, while our project has surpassed the 30,000 mark in just 3 months. And we haven't even started active marketing yet!

Our advantages



The unique experience of the Ukrainian military



Task diagrams and training schemes



Author's training lessons, courses and exercises



AI Feedback system



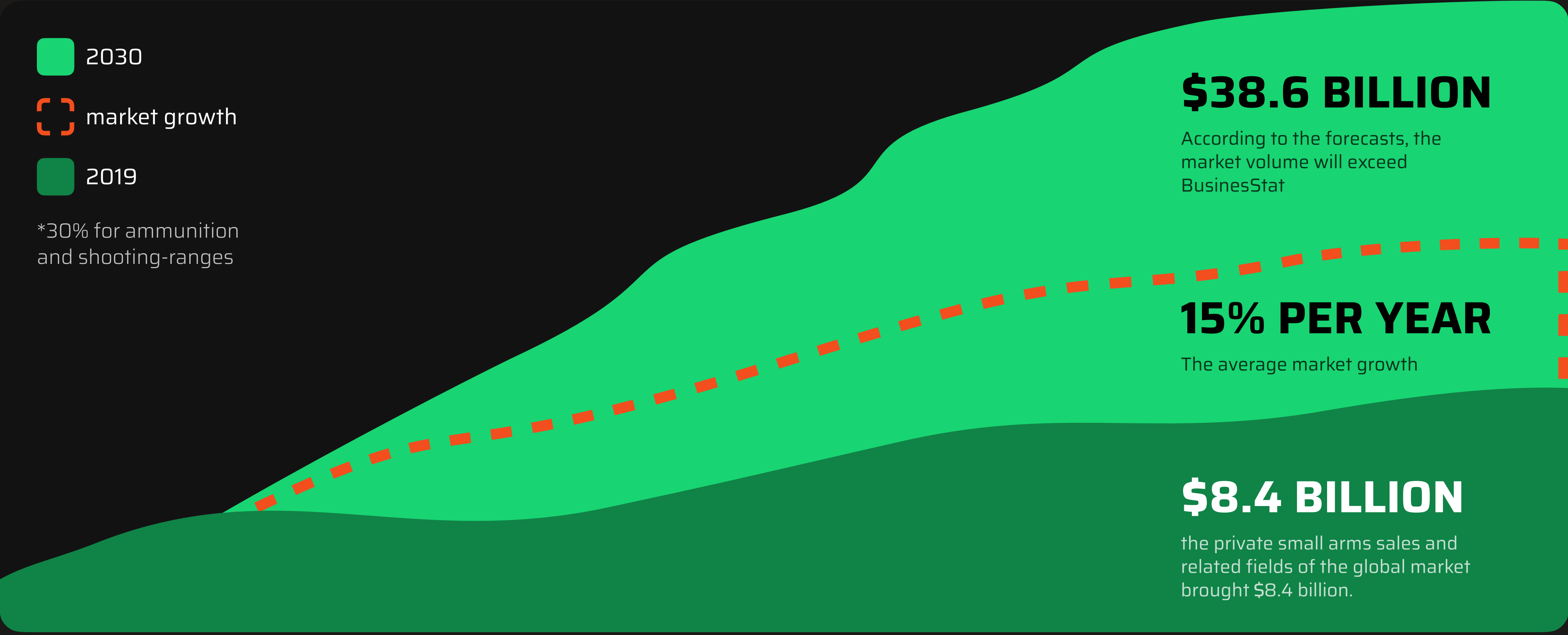
Training constructor for community



Offline functioning autonomy



Market size



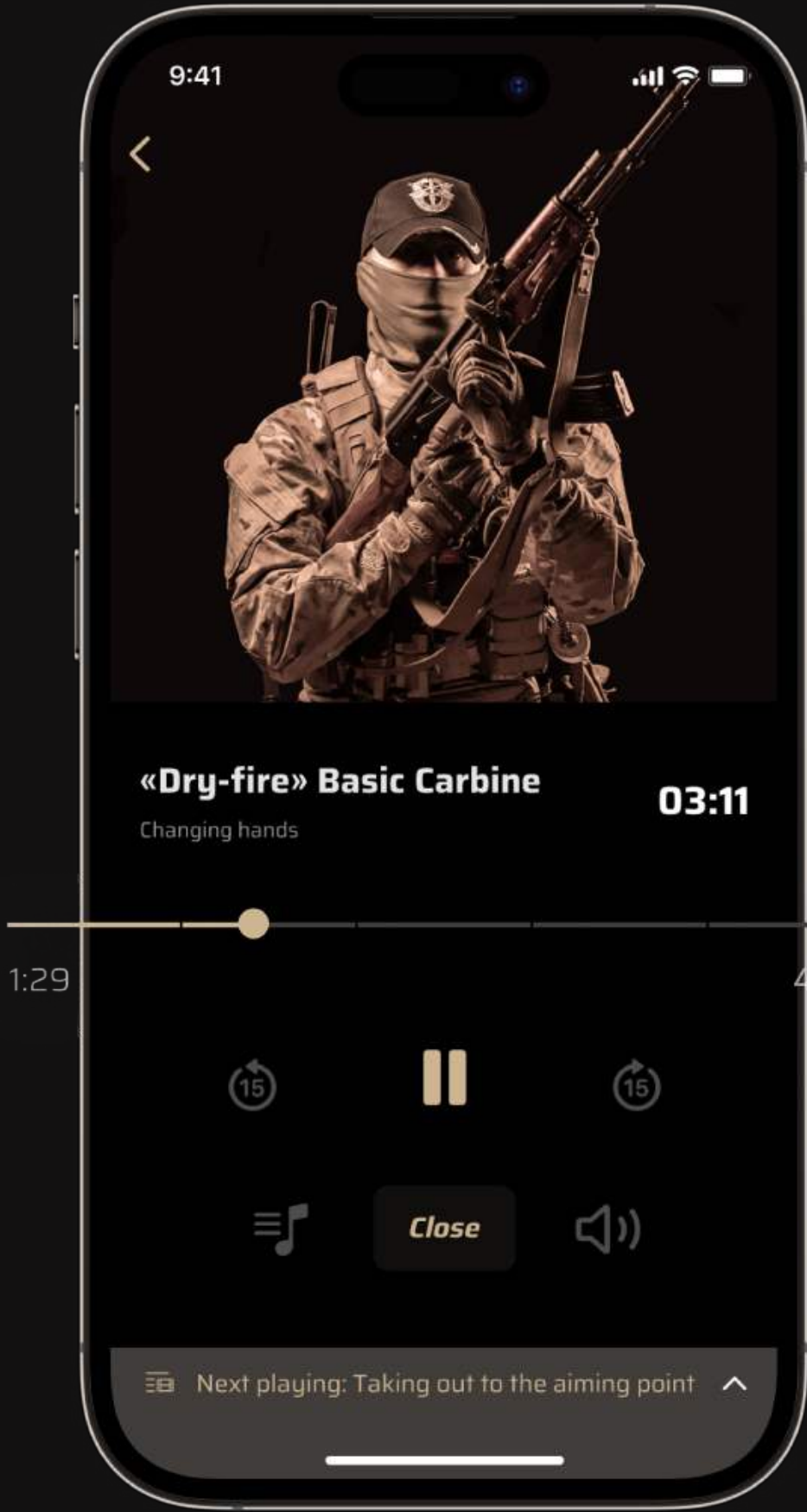
Monetization

SAAS subscription to unique and authentic courses

9 USD / MONTH*



***\$9 is cheaper than a pack of 9x19mm cartridges**



Until the war's end,
the Drill app in Ukraine is free!

In other countries:
Subscribe to premium content, author's
lessons and courses.



Go to market strategy

Proven strategy

We've gained 20.000 active app users in 2 months from release

Partnerships

with shooting ranges, gun shops and rifle owners associations in Ukraine and Poland the same strategy on other markets

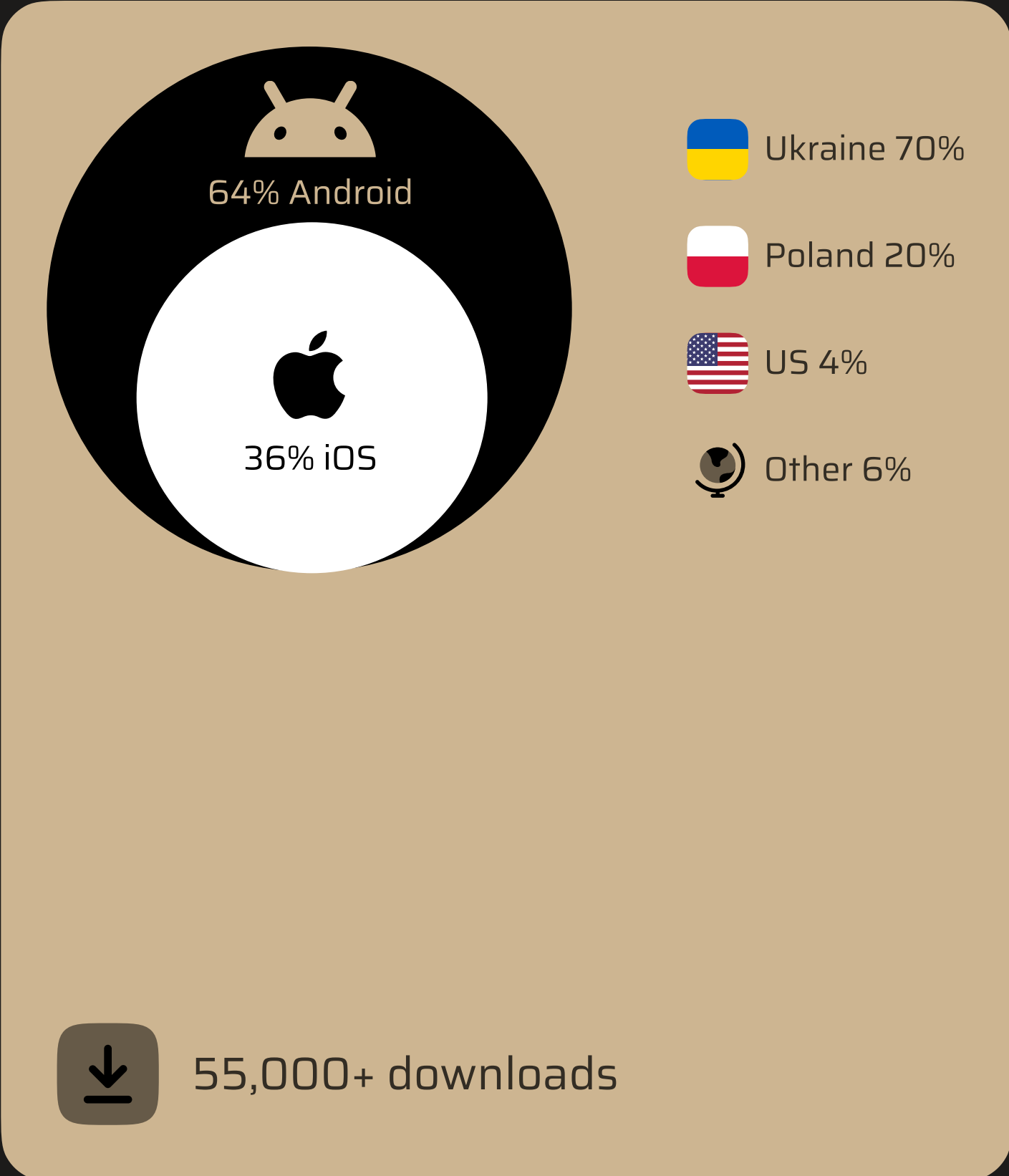
Success is guaranteed!

We are a Ukrainian tech project about weapons!

Similar strategy for expansion



Current status and traction



64% Android
36% iOS

Ukraine 70%
Poland 20%
US 4%
Other 6%

55,000+ downloads

Paid subscribers
250 users

MRR
1500 USD and growing

BRAVE¹
Obtained official permission to work with the Armed Forces of Ukraine

3 times a week
Average retention per user

38 minutes
The average session lasts

Preliminary agreements
on integration into the training of patrol police and soldiers of the TRO of the Armed Forces of Ukraine

We launched the project live under fire and during the war!

Before launch, we won a startup competition and received a grant from the Ukrainian Startup Fund.

Acceleration in **eō Business Incubators and Vacuum Deep Tech Acceleration Program**

2023

Q1

Expansion to Poland

AI Feedback form

Content development

Q2

Expansion into the American Market

Computer vision systems

Development of motivation system

Q3

Expansion into Germany

Designer of individual exercises

Referral program for shooting ranges

2024

Q4

Expansion to Latin American Countries

Development of the functionality of closed solutions for the B2B segment.

Expansion to the Middle East

News aggregators

E-commerce segment

Shooting gallery rental

Shooting events

Creating a meta universe for gun owners

We are looking for **\$500.000** (safe with a discount 10% and cap up to 5 mln) of smart money from specialized investors to prepare content, develop technical features and **GO TO US market**

Team



Oleksandr Husarov

Serial entrepreneur with successful exit history. Co-founder, CEO responsible for sales and development, military volunteer



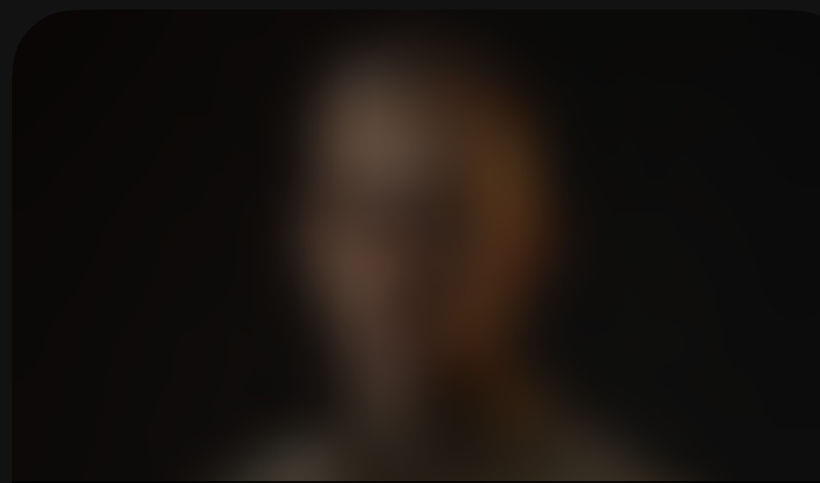
Vadym Filon

Developer, team leader of the Android team. Application development, architecture, big data



Olena Solomko

Marketing, PR, Master of sports candidate in shooting sports.



Ihor

The co-founder, chief technology officer, developer, tactical shooting instructor, a combat veteran in the East of Ukraine and missions outside the state.



Larisa Spivakova

QA specialist, Tester, experience working with the military sector. Products for the Ministry of defense of Ukraine



Oleksandr Molozh

Senior Mobile developer, Team Leader, 12 years of experience. Application development, backend, architecture



Arkady Melnik

Digital marketing, social media, event management



Dmytro Stepanov

Operator. Professional soldier, combatant since 2014.



Yelyzaveta Mykytenko

Graphic and Motion designer. The visual design of content and preparation of mappings



Daniil Lentiuhov

Web architect. UI/UX Designer. Expert in user experience and interface design

Mentors



Marshal, Evgeny Zhukov

Ukrainian soldier, paratrooper, police officer, head of the patrol Police Department of Ukraine



Denys Quebec

Veteran, volunteer, Ex - sergeant of SOF, blogger, founder of PSDinfo Military Community, combat firearm instructor.



Valeriy Markus

Military man, writer, blogger and traveller, chief master sergeant of the 47th separate assault brigade - "Magura".



Anton Melnyk

Head of Tech Ecosystem of Ukraine, Advisor at Ministry of Digital Transformation of Ukraine, military-tech accelerator founder, tech entrepreneur.



Vladimir Degtyarev

Expert in PR and communication. Co-founder and CEO of the Newsfront communication agency, professional military, and press officer of the TRO forces of Ukraine



Denys Gurak

Experienced C-level manager and serial entrepreneur. Venture Partner at ff Venture Capital, former Deputy Director General at Ukrainian Defense Industry



Tetiana Yashkina

Guns expert, military volunteer, blogger, owner & founder of gun stores.

Drill



Download now

Thank you for being so
cooperative!

Oleksandr Husarov

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