



About Magnetize.tech

WWW.MAGNETIZE.CO.NZ



Magnetize
Smart Business Management

Commercial in Confidence

- 1 Stay up not a Start up (Since 2011).
- 2 Privately held with experienced and supportive investors. NZ owned & Operated.
- 3 Cloud based – Hosted by Amazon.
- 4 Pukekohe (Auckland) based management and customer care team.
- 5 Drilltracker in operation since 2012.
- 6 Launched Magnetize to NZ in 2018.
- 7 Fastest growing job management software in NZ.

The Christchurch earthquakes kicked us into gear

Our Drilling company became involved in what would end up being the biggest geotechnical investigation in the world.



375,000m of Geotech coring = 4600 pieces of paperwork

We needed to get organized - fast. There was nothing on the market that would consolidate all of our needs onto one platform - so we did what any kiwi does when the going gets tough, we decided to build the solution ourselves.

Magnetize is born

Magnetize was created in real-time, to solve real problems. We created an iPad based platform that brought our entire business together. With a little bit of ingenuity, and a whole lot of hard work, we created software that allowed us to manage our entire business, in real-time, on the go.



Game changing

After years of refinement, we've made it easier for clients to manage every part of their business. From quoting, job scheduling, people & equipment to invoices.



Philosophy: We are driven by three simple words

Commercial in Confidence

Attitude + **Effort** = **Success**

Attitude is our choice, it's what we bring to the table. Effort, we understand the meaning of hard work.

90% Perspiration & 10% inspiration = Success.

+ We are a creative software company + People are at our heart + Values drive us

Our 5 Core Values

People matter

Without our staff and customers we are nothing. Our clients business success is our main goal. We remain **responsive** and **accessible** at all times

Trust based

Our word is our bond. We do not enter relationships with anyone lightly and believe in honest, win-win relationships.

Honesty

There are no sacred cows, if there is a better way to do things, we will. We encourage participation with new ideas.

Leading

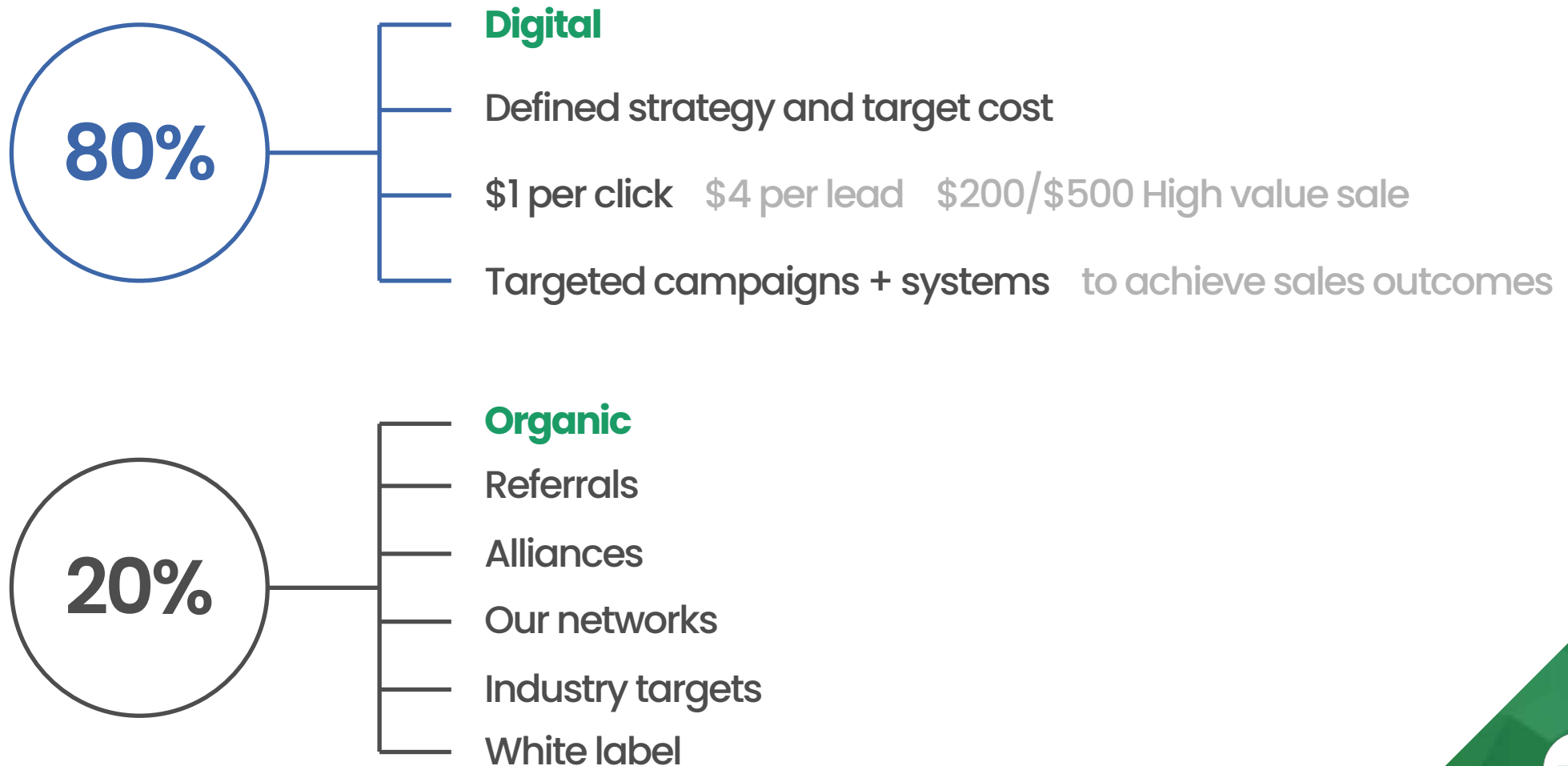
Become the best in our chosen niche. That is our goal.

Caring

We care about others enjoy making a difference.



Magnetize
Smart Business Management



Niche

Our Clear Focus is; business with **people, assets & equipment**. Our clients have a desire to digitize their business into one platform. We become our clients digital core. With no paperwork, they can get on with real work.



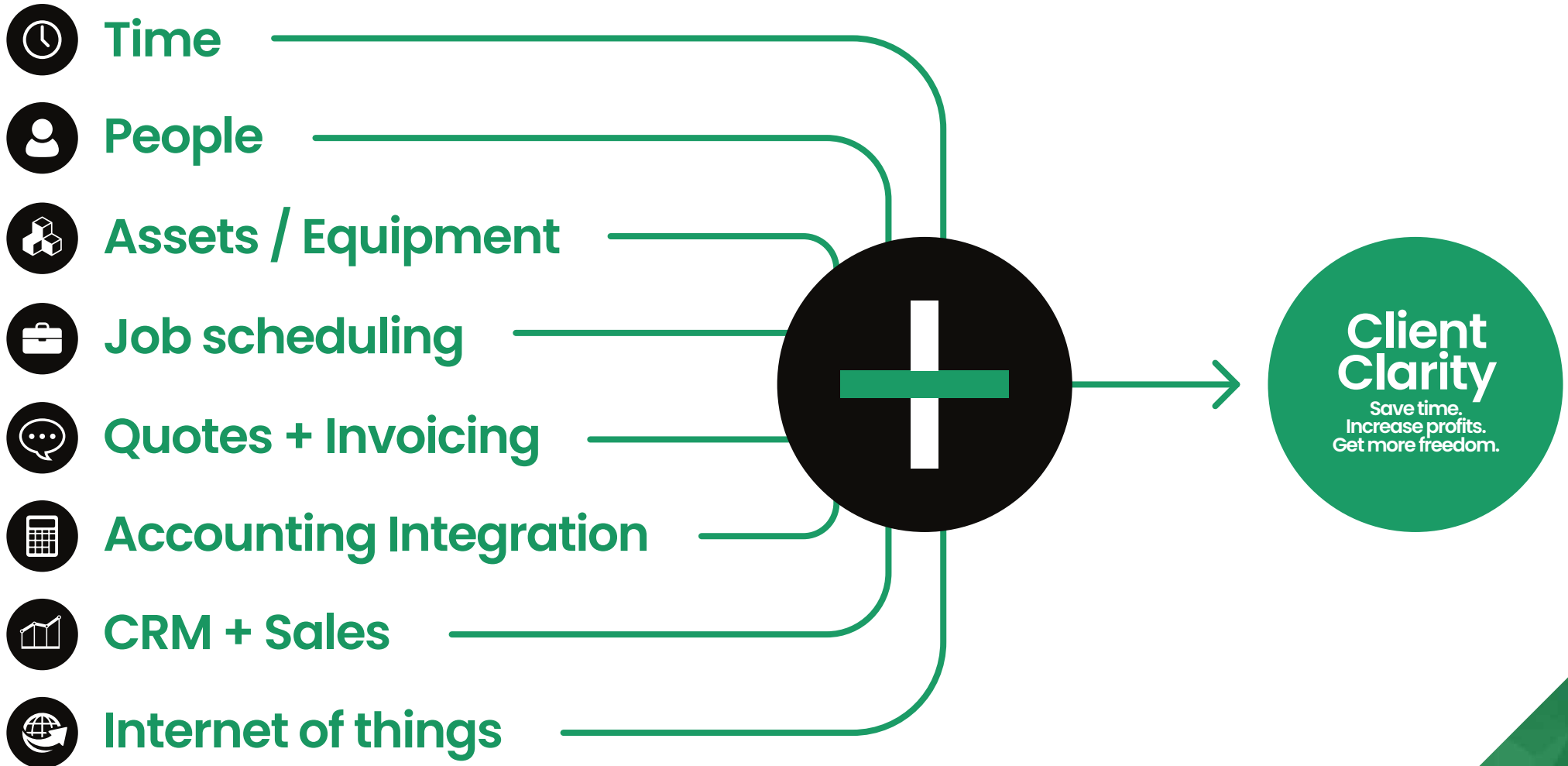
A typical client knows:

That there is a better way to do business. They are performing well. However, they are operating a multitude of disconnected systems. That do not perform well or communicate with each other or both.



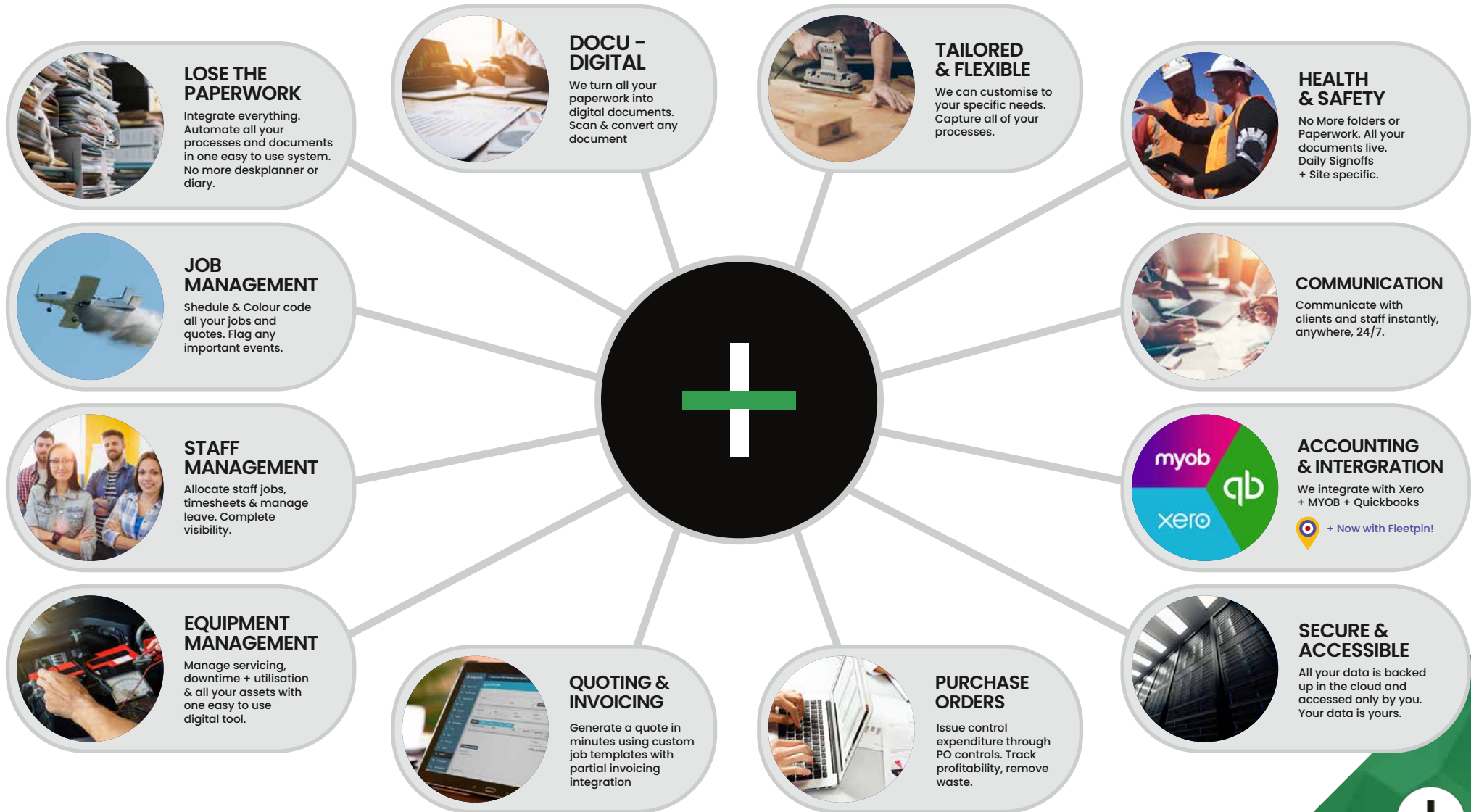
Our clients benefit

Commercial in Confidence



Help our clients

Acheive their human / business potential + do the things they love.



- + Size of our niche in NZ / Australia
- + Competition
- + Opportunities
- + Average cost of client acquisition
- + Life cycle of client
- + Goals. Year 1, 2, 3 and beyond





Magnetize

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SAVE TIME ⊕ MAKE MONEY ⊕ GET MORE FREEDOM

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