



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

**Crenger is an engine** for Deep Interest Network of capital projects clients, engineering services providers and original equipment manufactures

#### Industries

Water Treatment & Desalination

#### Stage

Revenues, Series A

#### Market Size

Between \$5B and \$10B

#### Investment opportunity

start from \$\_\_\_\_\_

#### Use of Proceeds

Marketing & eCommerce

#### Revenue Model

SaaS charging for project execution, B2B products ads and sales

#### Owner

Dr. Victor Dvornikov, platform creator, has over 30 years of experience in R&D, engineering, and management of capital projects worth of \$1.5B

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# INVESTMENT OPPORTUNITY

## Summary

Crenger is out-of-the-box *digital infrastructure* for engineering companies to jump-start business transformation into ecosystem of clients, suppliers and employees. Current version is tailored to water treatment & desalination.

## Need/Opportunity

- Nobody will argue that business transformation is a core premise for survival and continuous growth of engineering companies. But none has know-how to do it. This challenge keeps on killing startups trying to extend the success of R&D stage to the commercial projects and products.
- Such businesses are not visible to B2B eSales and eAdvertising estimated at \$2B - \$4B annually.
- Clients need Uber platform to get better and faster services in the water industry notorious for its fragmentation, stagnation and low level of the projects execution - 70% are above budget and late on delivery.
- Over 60% of LinkedIn revenues come from job hunting driven by first impression, keywords manipulation and lies (70%).
- Professional forums hosted by LinkedIn lost active audience and in 2017 have been moved to the background of the news feeder. Water Network forum struggles with membership stagnation too. Diagnosis is little added value to the professional growth.

## Strategy

- Crenger automates & digitizes business process, adding ultimate transparency, 10X speed & quality - core incentives to move to Crenger.
- As Business Platform, Crenger has 10X more time to engage employees than Facebook or LinkedIn, and to start eAd & eCommerce.
- For Original Equipment Manufactures Crenger creates "hyperconnection" to tenders, bids, and business requirements tracking.
- Customers will subscribe to Crenger to get on-line access to tender platform uberizing interactions with engineering companies.
- Crenger silently tracks the user business activities and creates *User Business Signature*. It is a bitcoin of recruitment which makes job match trivial.
- Crenger is a unique knowledge tracking & sharing platform where every question, answer or information piece is tied to the context - actual business process. Context makes professional network growth sustainable.

## Current Status

Crenger is fully functional, debugged and stable.

## Competition

Crenger extends far beyond the compound business space of such product groups as CAD P&ID, PLM, ERP, and Project Manager, project-tracking technologies of corex.com and continuum-edge.com, business process management (BPM, like pmssoft.com), and knowledge-sharing technologies of pinterest.com and quora.com.

## Go To Market

By McKinsey, 95% of construction and engineering companies failed in Digital Transformation. So "To Market" is to prove that Crenger is Digital Transformation. 31 articles about the Crenger nuts & bolts have been published on LinkedIn. 150 animated tutorials, the platform software and its core outcome - documentation packages of 5 desalination megaprojects - are offered for free.