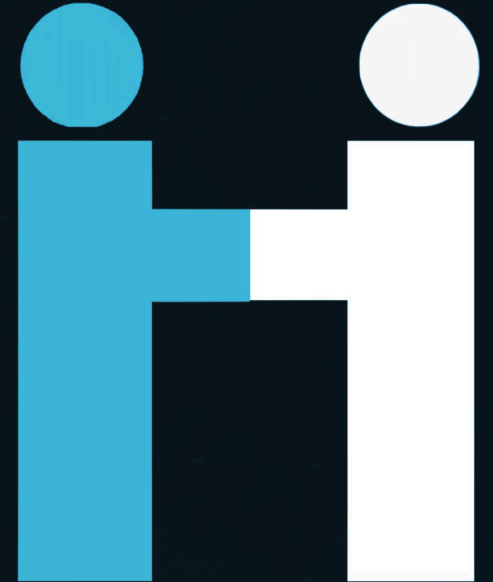


# Holi HR

QR-Based Workforce Management for Malta's Micro-Hospitality SMEs

*From roster chaos to calm — in one scan.*



JA MALTA START-UP PROGRAMME 2025–2026

TEAM JCG · MCAST — IBMC & ICT

# What 100+ Operators Told Us

We surveyed 100+ Malta NACE I hospitality operators before writing a single line of code.

78%

Roster Management

currently manage rosters via WhatsApp or paper

61%

Payroll Errors

have experienced a payroll error in the last 6 months

€25–€50

Willingness to Pay

said they would pay per month for a simple digital solution

43%

Adoption Barrier

cited "too complex or expensive" as the reason they haven't adopted HR software

#1

Top Requirement

said ease of use was their #1 requirement

- ✔ Validation-first approach: product features, pricing tiers, and onboarding flow were all shaped directly by operator feedback — not assumptions.

# Holi HR at a Glance

A SaaS HR system purpose-built for Malta's NACE I sector — cafés, snack bars, and small restaurants with 5–50 staff. Holi HR replaces spreadsheets and WhatsApp group chats with QR clock-in/out, smart rostering, and payroll-ready exports.

€25

Starting Price  
Per location/month

70

Year 1 Customers  
Target paying SMEs

210

Year 3 Customers  
Target paying SMEs

€97k

Year 3 Revenue  
Projected annual

23%

Year 3 Margin  
Net profit after tax

7,460

NACE I SMEs  
Total addressable base



Affordable, Malta-specific, and built for small hospitality teams that need structure without complexity.

# Holi HR — Lightweight, Mobile-First SaaS



## Punch-In / Out Systems

Staff can use either a QR code at Basic tier, Fingerprint within the growth tier and face recognition within the pro tier.



## Availability & Shift Swaps

Staff submit availability; managers approve swaps with a single tap. Fewer last-minute surprises.



## Holi Kiosk

Dedicated on-site tablet mode for shared clock-in at the venue entrance — ideal for multi-staff locations.



## Smart Rostering

Build and publish shift schedules quickly with drag-and-drop simplicity. Reduce the time spent on weekly planning.



## Payroll-Ready Exports

Clean, formatted exports reduce manual reconciliation and errors when handing over data to payroll processors.



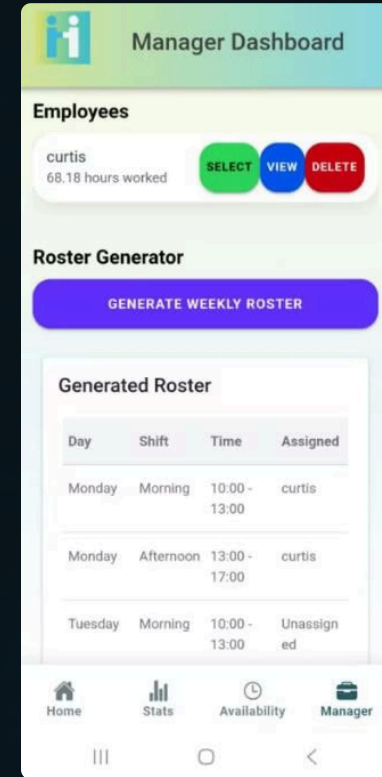
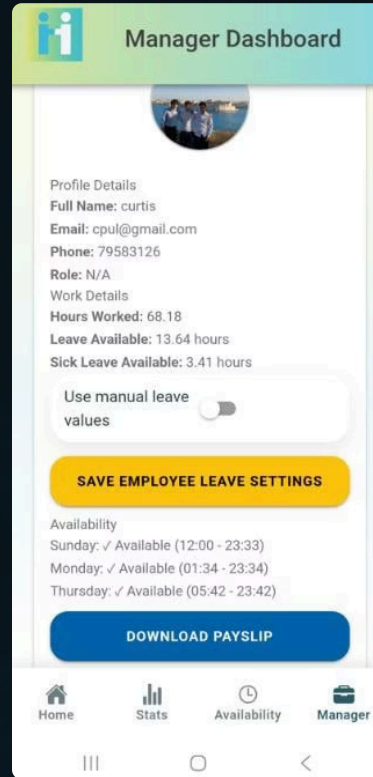
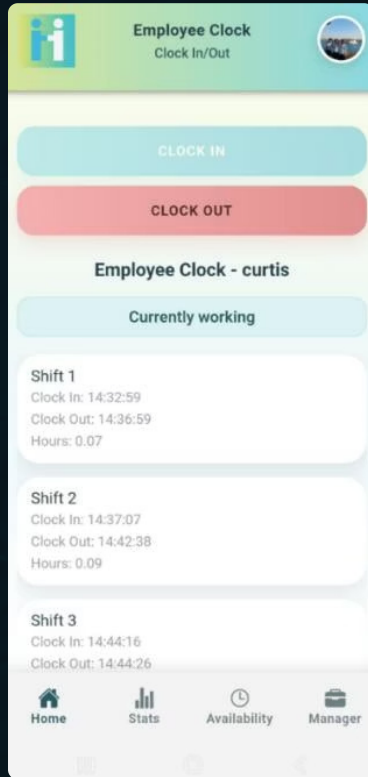
## Holi Admin AI

An AI assistant to help managers with scheduling queries, leave calculations, and routine admin tasks.

Built with **Ionic React** and a modern cloud backend. Responsive across desktop, tablet, and smartphone. **A working prototype has been completed.**

# The App in Action

The Holi HR prototype demonstrates the full user experience — from employee clock-in to manager payslip downloads and automated roster generation.



# A Real, Reachable, and Ready Market

Three converging forces make now the ideal moment for Holi HR to enter the Maltese hospitality market.

## NACE I

The country has over 7,460 classified NACE I establishments (NSO, 2024). Providing a strong customer-base which was previously un-targeted by HR systems.

## Digitalisation as National Priority

The EY Malta Attractiveness Survey 2025 identifies digitalisation as a top strategic priority for Maltese businesses — creating a policy and cultural tailwind for adoption of tools like Holi HR.

- ✔ The market is large enough, digitally ready, and underserved at the micro-hospitality level — making this the right moment for adoption.

# Where Holi HR Wins

Incumbents serve larger, more complex organisations well. Holi HR is purpose-built for the segment they overlook — Malta's micro-hospitality operators who need simplicity, local fit, and an affordable flat rate.

Feature	Talexio	Shireburn	BambooHR	Excel/WhatsApp	Holi HR
Best For	Mid-large firms	Mid-large firms	Global SMEs	Solo operators	Micro-hospitality (5–50 staff)
Malta-Specific	✓	✓	✗	✗	✓
Micro-Team Focus	⚠ Overkill	⚠ Overkill	⚠ Too generic	✓	✓
Flat Per-Location Pricing	✗ Per-employee	✗ Per-employee	✗ Per-employee	✓ Free	✓
Ease of Setup	⚠ Requires IT	⚠ Requires IT	⚠ Moderate	✓	✓
Affordable Entry Point	✗ €80+/mo	✗ €100+/mo	✗ USD pricing	✓ Free	✓ €25/mo

📌 Talexio and Shireburn are strong products — built for larger, more complex organisations. Holi HR is not trying to beat them at scale. We win on simplicity, price, and fit for Malta's micro-hospitality operators.

# Predictable SaaS Pricing with Recurring Revenue

Three clearly positioned tiers ensure every Malta hospitality SME can find the right entry point, with room to grow.

## Basic — €25/month

Up to 10 staff · 1 location. The lowest-friction entry point for very small cafés and snack bars.



## Growth — €45/month

Up to 25 staff · 2 locations. For expanding operations managing multiple sites or larger rosters.



## Pro — €70/month

Up to 50 staff · 4 locations. Full-featured access for established multi-site hospitality operators.

## Additional Revenue Streams

Add-On	Price	Type
Setup Fee	€120	One-time
Holi Kiosk	€50	One-time
Holi Admin AI	€12/month	Recurring
Extra Seat	€1.50/month	Recurring

## Business Sustainability

- Recurring subscriptions ensure predictable cash flow
- Lean Year 1 structure — founders unpaid, reducing early burn
- In-house development minimises external costs
- Revenue diversified across setup, hardware, AI, and seat add-ons

# Four-Phase Growth Strategy

A disciplined, low-cost acquisition funnel built for Malta's tight-knit hospitality community — where trust and word-of-mouth drive decisions.

1

## Validation

100+ operator survey completed. 5–10 free pilot cafés will be recruited to generate real-world proof and testimonials.

2

## Digital Marketing

Facebook and Instagram campaigns at ~€50/month. Wix landing page with a live demo call-to-action.

3

## Local Presence

Active outreach at JA Malta events, Chamber of Commerce sessions, and MHRA industry gatherings.

4

## Referral Programme

Referrer earns one free month; new customer receives a discount — reducing friction in a close-knit local market.

📌 🎁 **Holi 2+1 Launch Offer:** Pay for 2 months, get the 3rd free — reducing the psychological barrier to first commitment. Pilots create proof → proof generates testimonials → testimonials support referrals → referrals reduce adoption friction.

# Three Founders, One Execution-Focused Team



## Gabriel Pulis — IT Lead

Product and dashboard development, Ionic React, backend architecture, and QR clock-in logic. Responsible for the working prototype.

## Curtis Pullicino — Business Strategy & Marketing

Brand identity, go-to-market strategy, report coordination, and primary market validation including the 100-operator survey.

## Jean Carl Grech — Finance & Legal

Financial model, GDPR compliance framework, competitor analysis, and supporting research across all business documentation.

# What We Assumed vs. What We Learned

Three pivots shaped by real operator feedback — not guesswork.

## Pricing

**We assumed:** Per-employee pricing (like most HR SaaS)

**We learned:** Operators hated variable costs — they wanted predictability

**We changed:** Flat per-location pricing at €25/€45/€70/month

## Onboarding

**We assumed:** Self-serve signup would be enough

**We learned:** 67% of operators wanted a guided setup call

**We changed:** Added an optional onboarding session being the €120 setup fee

## Features

**We assumed:** Payroll automation was the #1 ask

**We learned:** Clock-in reliability and roster simplicity came first

**We changed:** Prioritised QR punch-in; payroll export as a clean output

 Every pivot made the product simpler, cheaper to adopt, and more aligned with how Malta's micro-hospitality operators actually work.

# Digital Ethics & Trust

Holi HR is built on a foundation of ethical data handling and robust security, ensuring peace of mind for operators and their staff.

## GDPR Framework

Implemented from day one, ensuring full compliance with European data protection standards for all personal information.

## Encrypted Cloud Storage

All workforce data is securely stored using industry-standard encryption protocols, protecting sensitive employee records.

## Legal Consultation

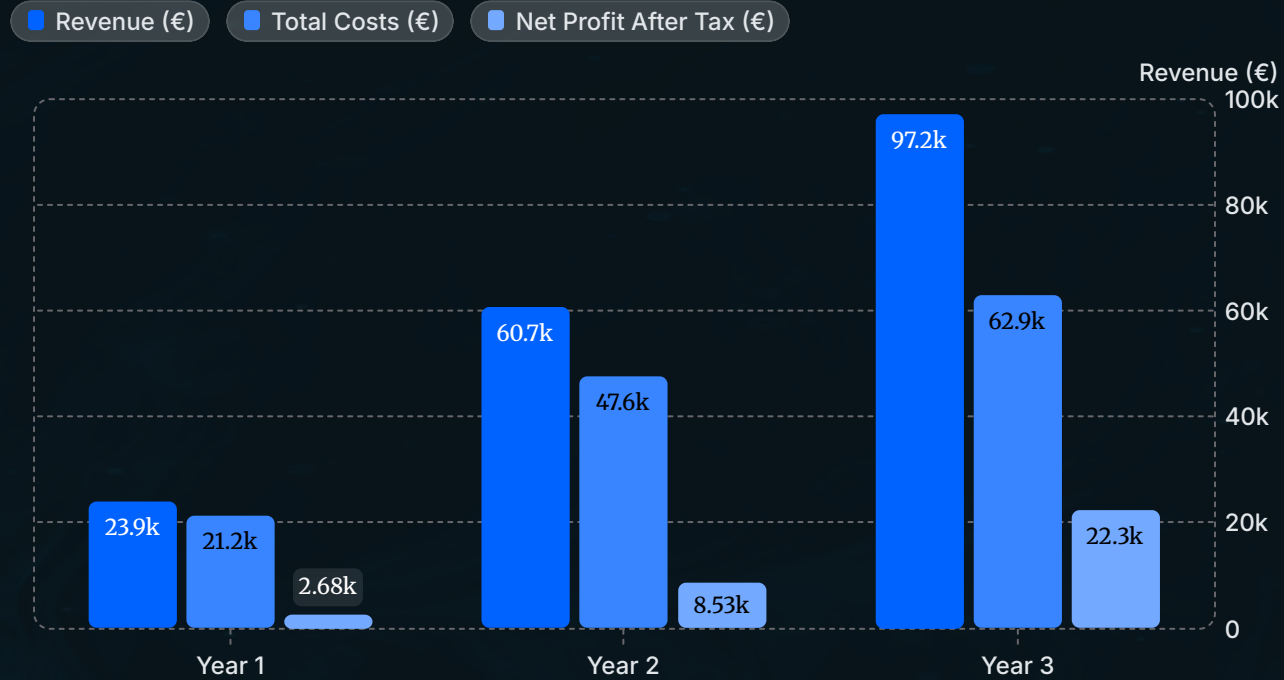
Our business approach integrates ongoing legal consultation to proactively address compliance and ethical considerations.

## Responsible Data Handling

Commitment to the responsible and transparent handling of all employee attendance records and other sensitive data.

# Viable Growth with Disciplined Costs

Conservative assumptions underpin a model that reaches profitability through steady subscription growth and controlled operating costs.



## Key Assumptions

- 60/30/10 Basic/Growth/Pro customer mix
- ~€33 average monthly revenue per customer
- 3% monthly churn rate
- 5–6 new subscribers added per month

## Key Risks & Mitigation

### Risk

- Low adoption
- Competitors moving downmarket

### Mitigation

- Pilots, 2+1 offer, live demos, testimonials
- Niche focus, lower price, simpler UX

✓ **Net margin progression:** Year 1 -11% → Year 2 -14% → Year 3 -23% net margin — a sustainable, scalable business within three years.

# Let's Build the Future of Digitalized HR in Malta

Holi HR is validated, built, and ready for pilots. We're looking for the right partners to grow with.

email: [holi.hr.mt@gmail.com](mailto:holi.hr.mt@gmail.com)

Holi HR · JA Malta Start-Up Programme 2025–2026 ·

Team JCG · MCAST



# References

National Statistics Office Malta. (2024). Business demography statistics for Malta, including total SMEs (59,030) and NACE I accommodation and food service establishments (7,460). <https://nso.nso.mt/wp-content/uploads/NR-218-2025.pdf>

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## Holi HR Primary Research:

Holi HR Team (Pullicino, C., Pulis, G., & Grech, J. C.). (2026, March–April). Holi HR Malta Hospitality Workforce Survey [[Internal survey of 100 Malta hospitality business owners and managers on rostering, payroll errors, and tool usage](#)].