

HOLI HR

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



€25–€70	210	€97k	23%	7,460
Monthly Tiers	Customers Y3	Y3 Revenue	Net Margin	NACE I SMEs

Business Idea

Holi HR is a SaaS workforce-management platform for Malta's micro-hospitality sector — cafés, snack bars, and restaurants with 5–50 staff. It replaces spreadsheets and WhatsApp with QR clock-in/out, smart rostering, and payroll-ready exports.

The Problem

- 43–46% of Malta SMEs cite staff shortages as #1 concern
- 84% of small firms make payroll errors; ~50% still use spreadsheets
- Survey of 100 operators: shift no-shows and roster chaos in top 3 pain points
- Existing tools (Talexio, Shireburn) target 50+ staff — too costly for micro-operators

Our Solution

QR Clock-In/Out: Instant attendance via smartphone or Holi Kiosk tablet
Smart Rostering: Colour-coded weekly rosters with availability-aware suggestions
Shift Swaps: Self-service staff portal replacing WhatsApp threads
Payroll Exports: CSV/PDF summaries ready for accountants or Shireburn
Holi Kiosk: Optional €50 tablet stand for shared punch-in screen

Market Opportunity

Segment	Est.	Fit
TAM — All Malta SMEs	59,030	Longer-term
SAM — NACE I	7,460	Core pool
SOM — Year 3 target	210	~3% SAM

The 'Digitalise Your SME' government grant (up to €10,000, open until June 2026) directly lowers adoption barriers for target customers.

Competitive Landscape

Competitor	Gap vs Holi HR
Talexio / Shireburn	Aimed at 50+ staff; expensive for micro-ops
BambooHR / Global SaaS	No Malta localisation or payroll export
Excel / WhatsApp	Error-prone; no compliance audit trail

Holi HR's edge: niche focus on Maltese hospitality, flat per-location pricing, and a simple dashboard — no training required.

Go-to-Market

Holi 2+1 Offer (pay 2 months, get 3rd free) anchors Y1 acquisition:

Mths 1–4 Validation: Free pilots with 5–10 cafés, testimonials.

Mths 4–8 Community: JA Malta events, MHRA & Chamber of SMEs outreach.

Mth 8+ Digital: Targeted Meta ads (~€50/month Y1), landing page.

Ongoing Referral: 1 free month per referred SME; discount for new sign-ups.

Our Team

Member	Role	Focus
Gabriel Pulis (ICT)	IT Lead	Prototype, Ionic React, QR backend
Jean Carl Grech (IBMC)	Finance	Financial model, GDPR, research
Curtis Pullicino (IBMC)	Strategy	Branding, GTM, coordination

Founders unpaid Y1; partial salaries begin Y2 as subscription base grows.

Business Model

SaaS subscription with flat per-location pricing — not per-employee, keeping costs predictable for small operators.

BASIC	GROWTH	PRO
€25/mo ≤10 staff · 1 loc · QR · clock-in/out · Roster & payroll export · Employee portal	€45/mo ≤25 staff · 2 loc · All Basic + · Overtime alerts · Shireburn integration	€70/mo ≤50 staff · 4 loc · All Growth + · Remote working · Advanced compliance

Additional Revenue

Item	Price	Notes
Setup Fee	€120 one-time	Onboarding session
Holi Kiosk	€50 one-time	Tablet + stand punch-in screen
Holi Admin AI	€12/month	Auto-rostering & compliance checks
Extra Seat	€1.50/month	Beyond tier headcount limit

Financial Projections

Conservative projections from the finalised financial model. Year 1 fully bootstrapped — founders unpaid.

	Y1 (2026)	Y2 (2027)	Y3 (2028)
Paying Customers	70	140	210
Total Revenue	€23,882	€60,684	€97,166
Total Costs	€21,201	€47,562	€62,924
Net Profit (AT)	€1,742	€8,529	€22,257
Net Margin	7%	14%	23%
Closing Cash	€1,742	€10,271	€32,528

Key Cost Drivers

- Development: €10k Y1 (in-house + outsourced components)
- Marketing: €5k/year — Meta ads, referral scheme, 2+1 offer
- Salaries: €0 Y1 → €32k Y2 (founders unpaid until base established)
- Hosting + Admin + Insurance: ~€1,760/year all-in

Risks & Mitigation

Risk	Lvl	Mitigation
Low adoption	Med	Free pilots, 2+1 offer, in-person demos
Competitors expand downmarket	Med	Niche focus, lower price, simpler UX
Team capacity (student load)	High	MVP-first; JA mentorship support
GDPR / data breach	Low	GDPR framework from day one; encrypted storage
Churn > 3%	Med	Strong onboarding; referral loyalty programme

Future Plans

Short Term (0–12 months)

- Finalise and launch MVP (QR attendance, portal, payroll exports)
- Secure first 10 paying SMEs via pilot referrals and 2+1 offer
- Apply for JA Malta and 'Digitalise Your SME' grants

Medium Term (1–3 years)

- Expand analytics — overtime trends, cost-per-shift dashboards
- Integrate Shireburn/Buddy payroll + POS to eliminate double-entry
- Holi Go — GPS clock-in for delivery and field workers

Conclusion

Holi HR addresses a real, validated gap: Malta's micro-hospitality businesses need a simple, affordable, locally-aware workforce management tool. Our QR-based platform, flat per-location pricing, and Holi Kiosk hardware create a compelling, low-friction offer. At €25/month and backed by a three-year path to 210 customers and €22,257 annual profit, Holi HR is financially viable and ready to grow.