



*NextGen end-to-end holistic  
supply chain eco-system:  
The Apple of Pharma Logistics*

October 2021  
Management Presentation



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# INTRODUCTION



01.

## Executive Summary

Company X was founded in 2018 with the aim of revolutionizing cold chain logistics for the pharma industry. One of the two founders had worked part-time as an onboard courier during his studies and delivered urgent consignments worldwide that must not exceed a certain temperature. Conventionally, coolers only work passively with Styrofoam and dry ice, even in this professional field. The founding team quickly realized: this can be done way better!

In 2019, one year before the outbreak of the global Corona pandemic, Company X brought the Company Y to series production readiness: an electrically operated and smart cooling container for medicines and vaccines. While feverish research was being conducted worldwide on a serum against the virus in the following months, Company X expanded their business model to include the xxxx and the xxxx - two innovative IoT solutions for tracking multiple data of all kinds - as well as the xxxx, a smart browser-based logistics dashboard to monitor global supply chains live around the globe.

In consequence, Company X has built up a holistic tracking eco-system enabling seamless end-to-end supply chain visibility which is used by small and large renowned customers from all over the world. While competitors tend to focus only on selected parts of the pharma logistics supply chain, Company X is the only provider of a holistic end-to-end supply chain product eco-system. Due to its comprehensive, easy-to-use and client-oriented approach Company X is poised to gain a significant market share of the global \$500bn pharma logistics market share in 2026.

For its forthcoming expansion strategy, management seeks an investment of \$xxm preferably by a strategic player which does not only provide capital, but can also leverage Company X's product offering due to deep domain expertise and access to customers.

## Company X at a Glance

### Offer

- \$XXm of equity investment will be required to implement the forthcoming expansion strategy, which includes more marketing spending, a more vital sales force, and continual product enhancement

### Background

- Founded in 2018 in New York, US, to revolutionize the modern way of cold-chain logistics
- The company currently has xx employees and aims to expand its team size to xx by the end of 2025

### Solution Offering

- Company X offers an integrated NextGen end-to-end supply chain eco-system, including the following:

#### Smart Boxes



#### Monitoring



#### Cloud Solutions



#### Artificial Intelligence



### Customers

- Company X serves a variety of clients with a clear focus on the pharmaceutical industry
- Customers include small and large pharma companies, specialty and commercial wholesalers, hospitals & clinics, and nonpharmaceutical companies

### Sales & Marketing

- For market expansion, Company X offers a comprehensive all-in-one supply chain solution directly to prospective clients
- To capitalize on the growing market adoption, Company X is seeking strategic as well as reselling and integration partners

### Revenue Model

- Holistic approach encompassing SaaS (XXXX) and Hardware (one & done as well as XXXX)
- Company X provides free upgradable and rental versions in order to give their customers as sense of their products and thereby promote it

### Shareholders & Partners

- Existing shareholders:

Company  
Logo

Company  
Logo

Company  
Logo

- Partners:

Company  
Logo

Company  
Logo

Company  
Logo

Company  
Logo

and  
many  
more...

### Financials

- Revenues are expected to exceed \$xxm in 2021, while reaching \$xx million with an EBIT of \$xxm in 2026
- Cash flow is expected to turn positive by early 2026

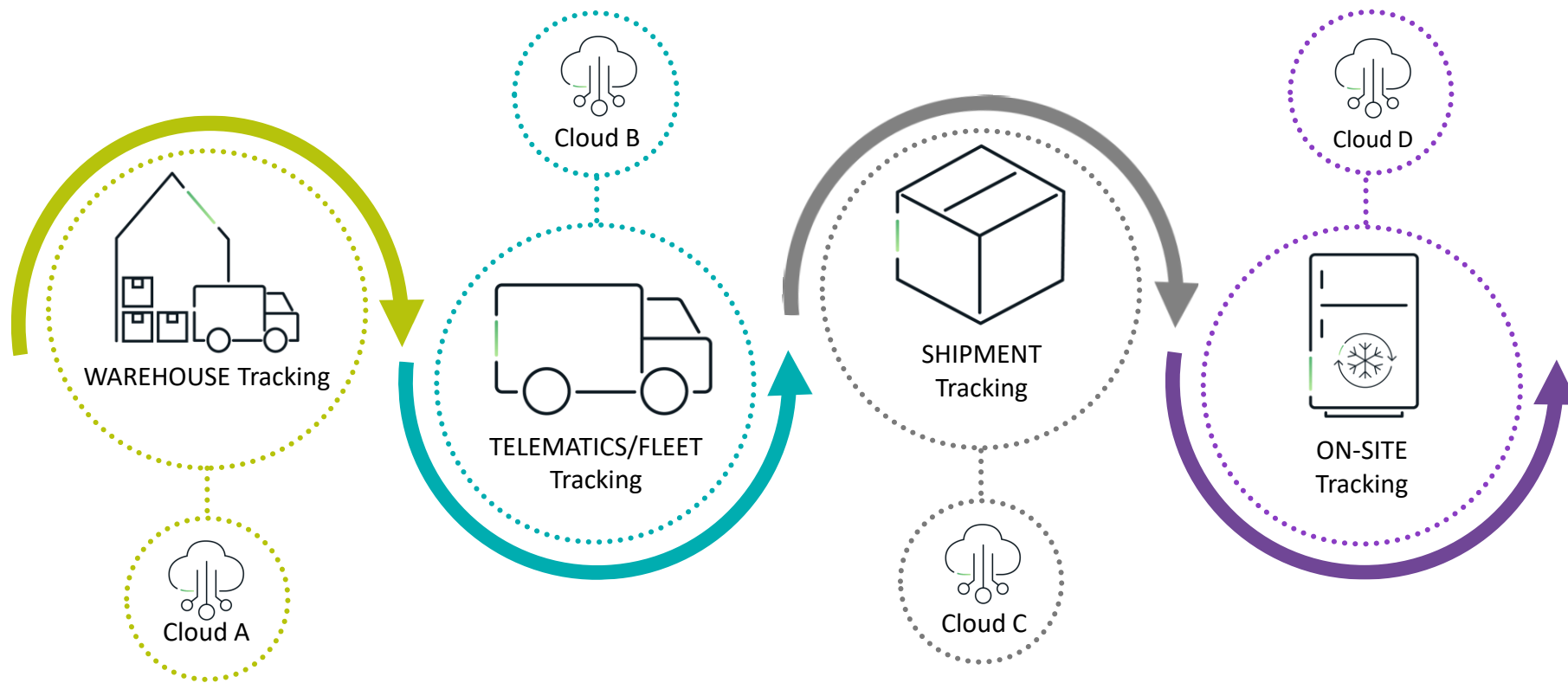
# PRODUCT & TECHNOLOGY



02.

## Problem

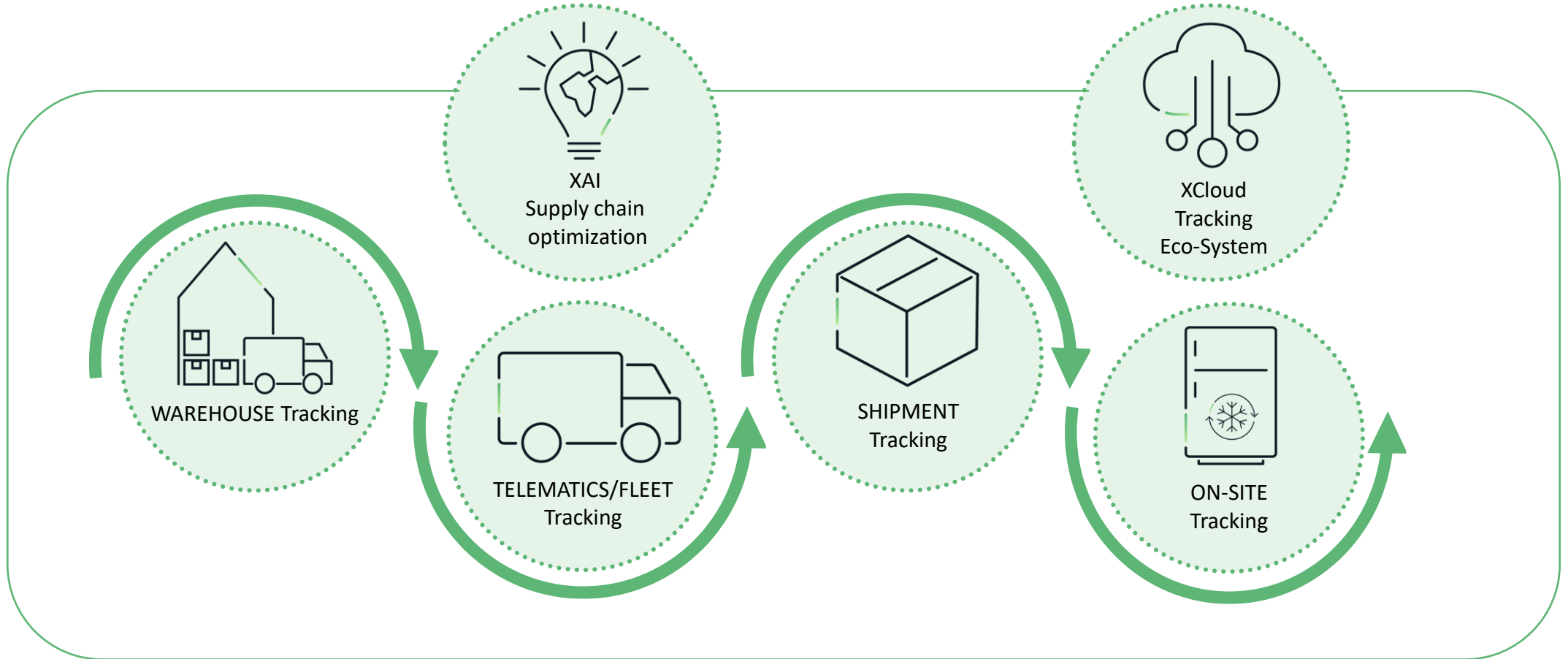
With conventional logistics tracking systems complete traceability of the supply chain is impossible due to various logistics systems, data silos and media breaks.



Complex IT and hardware infrastructure lead to different hard- and software causing inefficiencies and high costs.

## Solution

The Company X tracking eco-system enables seamless end-to-end supply chain visibility.



Company X provides cost and time efficient automation due to holistic data streams along all parts of the supply chain.





# Product Overview

Company X's connected devices meet the requirements of the logistics industry in a comprehensive ecosystem.



All Company X products work as stand-alone products but can also be combined with third party and existing systems.

Customers

Company X caters to a variety of customers with a clear focus on the pharmaceuticals industry.

Small & Big Pharma



Hospitals, Clinics & Pharmacies



Technische Universität München



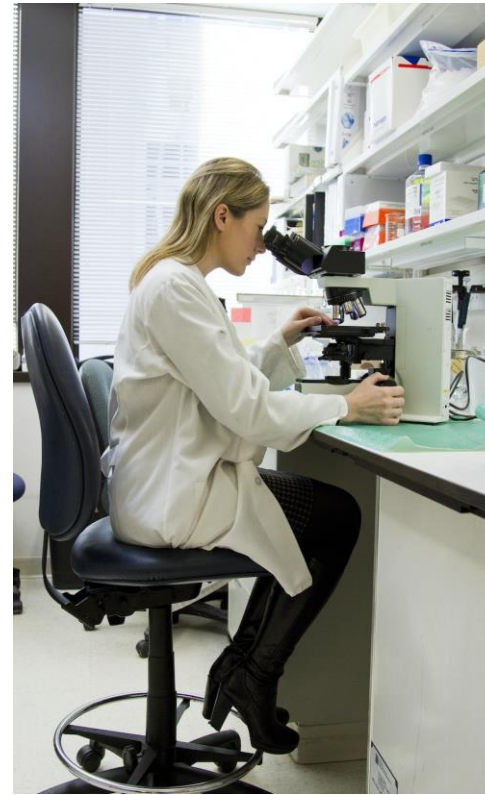
Specialty & Commercial Pharma Logistics



Non-Pharma



# MARKET & COMPETITION

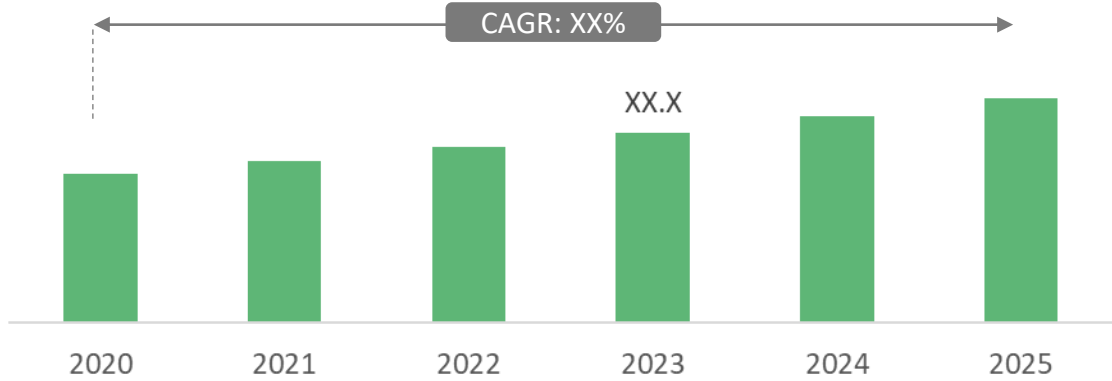


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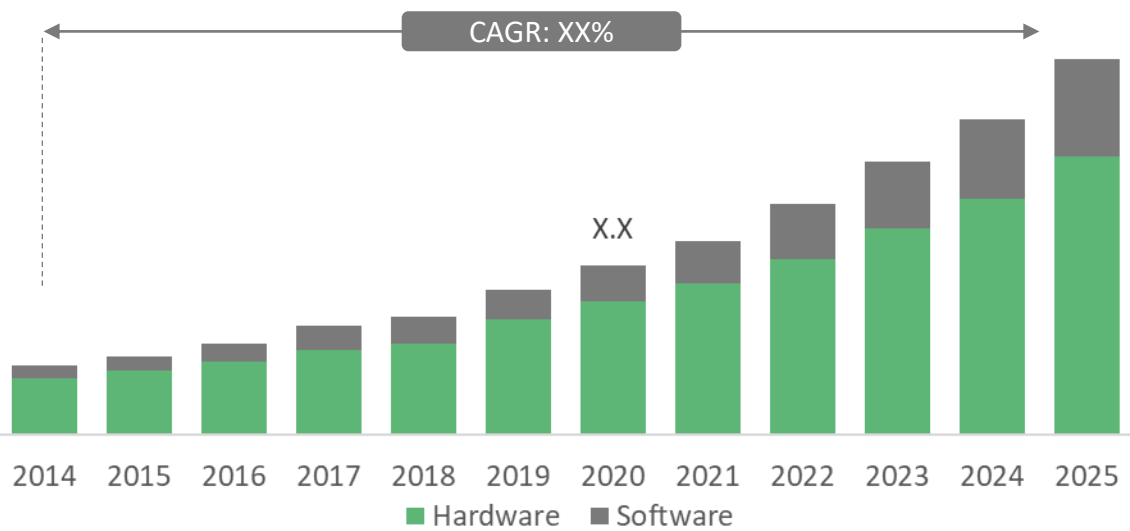


# Pharma Logistics & Cold Chain Monitoring Market

## Global Pharma Logistics Market Size (\$ Bn)



## North American Cold Chain Monitoring Market (\$ Bn)



## Trends & Drivers

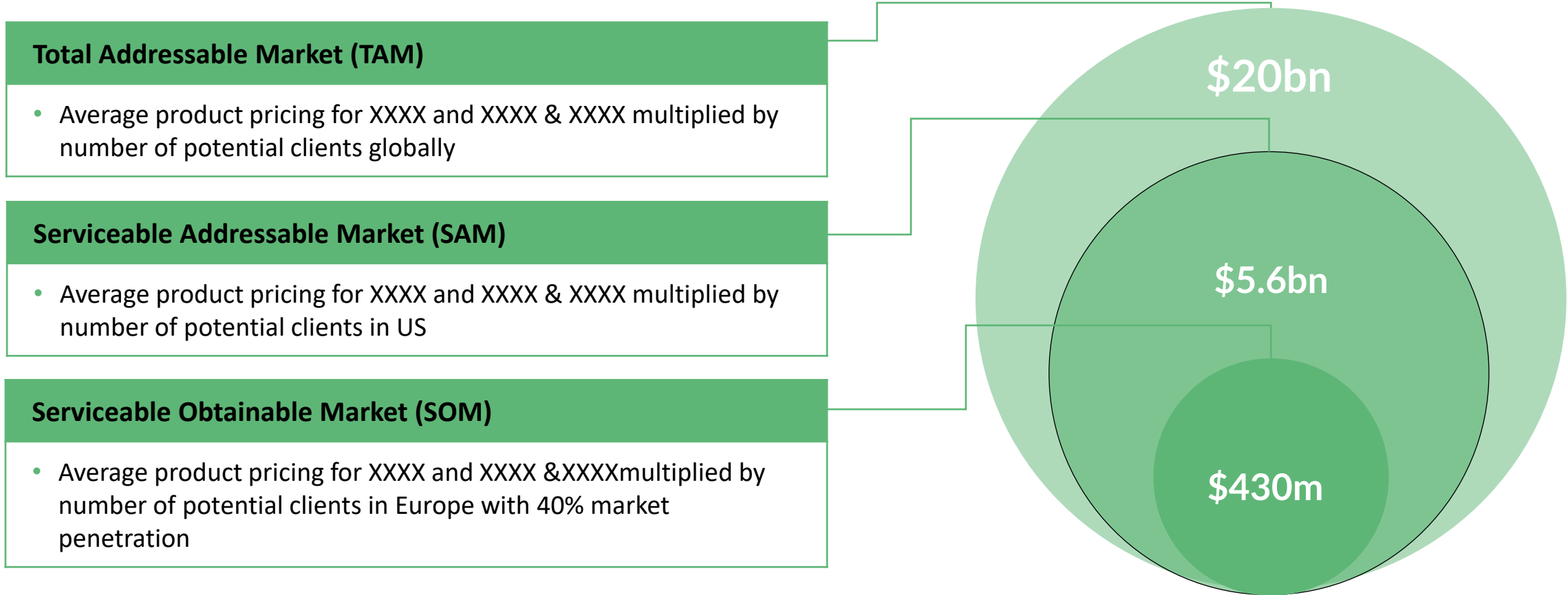
- **Precision / personalized medicine** with stronger focus on last-mile
- Hype of **patient-centric supply chains** in Clinical Trials (DtP- & decentralized trials) and in the commercial market
- Increasing focus on cold chain and rising **complexity** of logistic routes because of Covid-19
- Tougher **regulatory environment** by regulatory bodies (e.g. GDP)
- Increasing **monitoring and tracking market** for cold chain (software and hardware)

“The distribution of Covid-19 vaccines will require **20,000,000** deliveries in cooling boxes to distribute 30 bn doses globally.”



## Market Focus

The following market estimation for Company X provides a glimpse into the opportunity at hand.



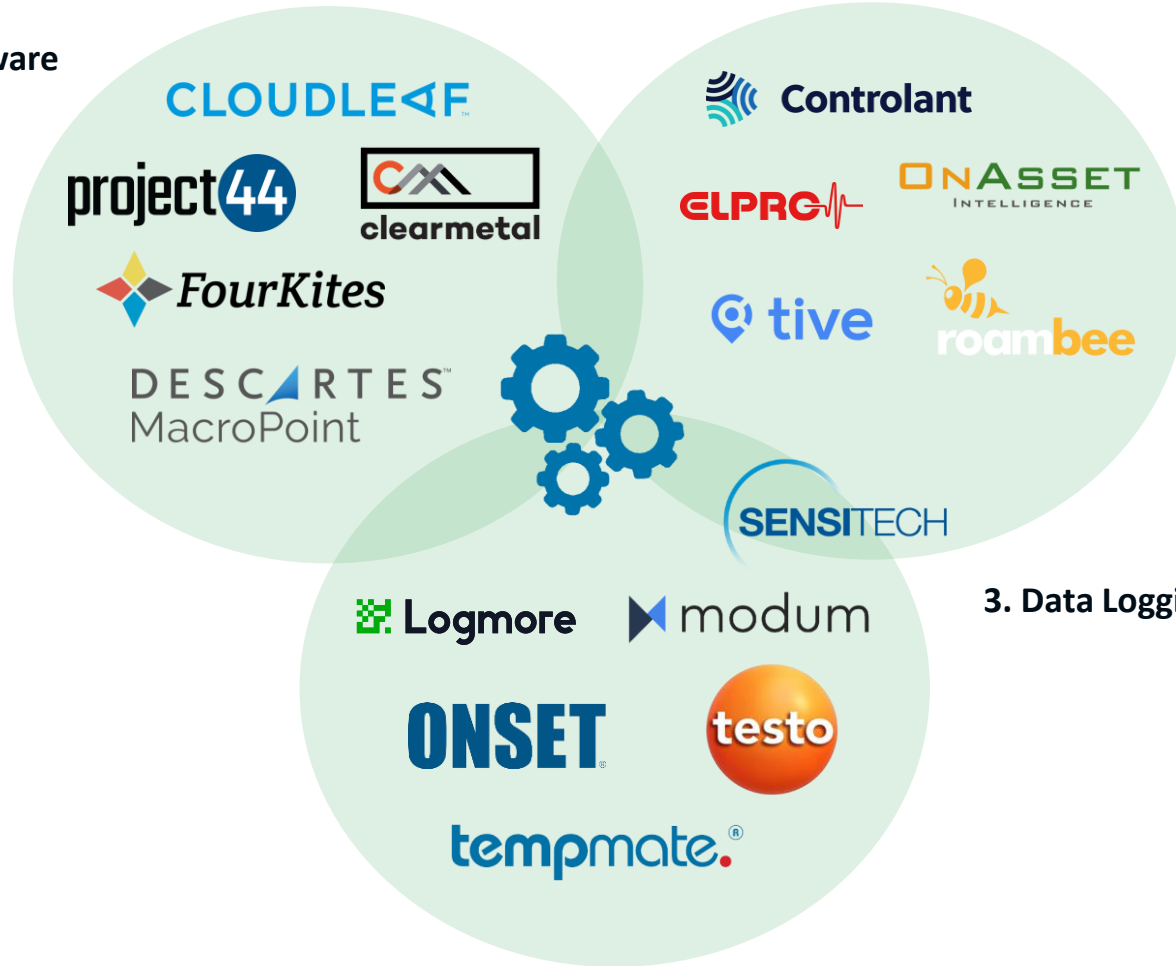
Due to its holistic approach Company X is confronted by a global multi-billion dollar opportunity market size.

# Positioning

Competitors tend to focus only on selected parts of the pharma logistics supply chain...

1. Supply Chain Monitoring Software







2. Real-time Monitoring










...while Company X is the only provider of a holistic product ecosystem due to its logistics and cooling expertise.

## Competitors Overview I

### 1. Supply Chain Monitoring Software








| Company    | Country   | Own hardware | Lane Risk Profiling | Warehouse Manager | Fleet Manager | Dash-board | SAP         | 3rd party devices | CFR Part 11 Compliance | Focus Pharma |
|------------|---|--------------|---------------------|-------------------|---------------|------------|-------------|-------------------|------------------------|--------------|
| Company X  |  | ✓            | 🎯 (planned)         | ✓                 | 🎯 (planned)   | ✓          | 🎯 (planned) | ✓                 | ✓                      | ✓            |
| Cloudleaf  |  | ✗            | ✓                   | ✗                 | ✓             | ✓          | ✓           | ✓                 | ✓                      | ✓            |
| Project44  |  | ✗            | ✗                   | ✗                 | ✓             | ✓          | ✓           | ✓                 | ✗                      | ✓            |
| Fourkites  |  | ✗            | ✓                   | ✗                 | ✓             | ✓          | ✓           | ✓                 | ✗                      | ✗            |
| Clearmetal |  | ✗            | ✓                   | ✗                 | ✓             | ✓          | ✗           | ✓                 | ✗                      | ✗            |
| Macropoint |  | ✗            | ✗                   | ✗                 | ✓             | ✓          | ✗           | ✓                 | ✗                      | ✗            |

### 2. Real Time Monitoring

| Company    | Country   | SmartLock | E Ink Display | 5G | Geo-Positioning   | Sensor data   |
|------------|---|-----------|---------------|----|-------------------|---|
| Company X  |    | ✓         | ✓             | ✓  | GNSS   WIFI   GSM | Temperature   Humidity   Shock   Air-pressure   Tilt  |
| Controlant |   | ✗         | ✗             | ✗  | GNSS   GSM        | Temperature   Humidity   Shock   Light                |
| Elpro      |  | ✗         | ✗             | ✗  | GNSS   GSM        | Temperature   Humidity                                |
| TIVE       |  | ✗         | ✗             | ✓  | GNSS   WIFI   GSM | Temperature   Humidity   Shock   Light   Tilt         |
| OnAsset    |  | ✗         | ✗             | ✓  | GNSS   GSM        | Temperature   Shock   Light   Air-pressure   Tilt     |
| Roambee    |  | ✓         | ✗             | ✗  | GNSS   GSM        | Temperature   Humidity   Shock   Light   Air-pressure |
| Sensitech  |  | ✗         | ✗             | ✗  | GNSS   GSM        | Temperature   Shock   Light   Tilt                    |

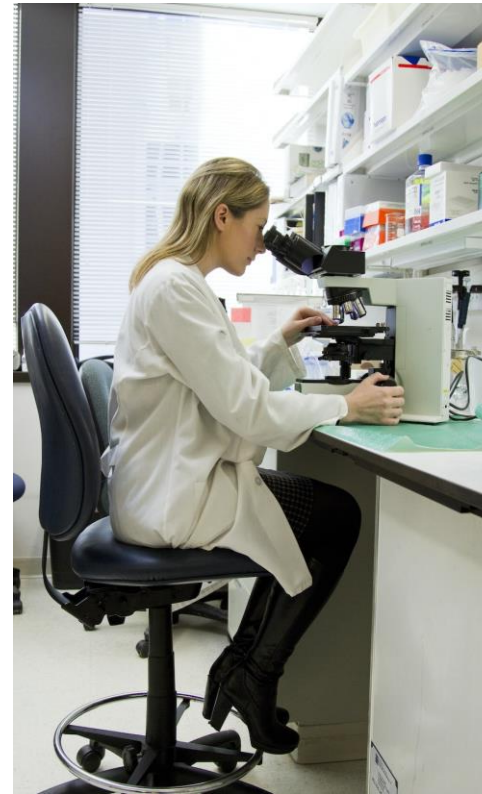
## Competitors Overview II

## 3. Data Logging, Mobile App &amp; Cloud

| Company   | Country   | BLE | Long-Range | Runtime     | External Probe | Geo-Positioning | Sensor data                                  |
|-----------|---|-----|------------|-------------|----------------|-----------------|--|
| Company X |  | ✓   | ✓          | 1.5 years   | ✓              | XXXX   App      | Temperature   Humidity   Shock   ex. sensors |
| Logmore   |  | ✗   | ✗          | 1.5 years   | ✗              | App             | Temperature   Humidity   Light   Shock       |
| Modum     |  | ✓   | ✗          | 6-12 months | ✗              | App             | Temperature   Light                          |
| ONSET     |  | ✓   | ✓          | 90 days     | ✓              | ✗               | Temperature   Humidity                       |
| Testo     |  | ✗   | ✗          | 90 days     | ✗              | ✗               | Temperature   Humidity                       |
| Tempmate  |  | ✗   | ✗          | 2 years     | ✗              | ✗               | Temperature                                  |
| Sensitech |  | ✗   | ✗          | 180 days    | ✗              | ✗               | Temperature   Humidity                       |



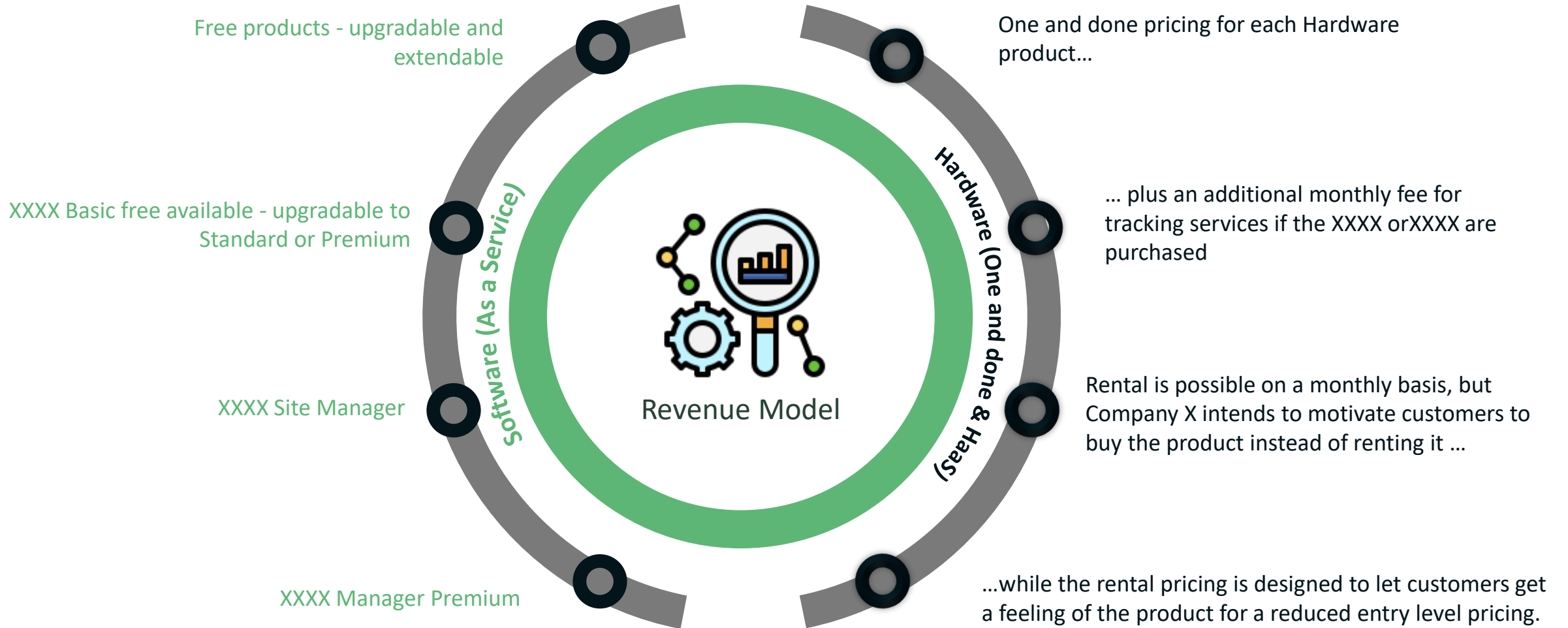
# REVENUE MODEL & SALES STRATEGY



04.

# Revenue Model

Company X provides free upgradable and rental versions in order to give their customers a sense of their products and thereby promote it.



Marketing & Direct Sales

Sales and Marketing is mainly driven by the attendance of the most relevant trade fairs and via online lead generation.

Top Trade Fairs



Sales Cycle



Customer Acquisition

First contact is made through trade fair attendance or online channels...



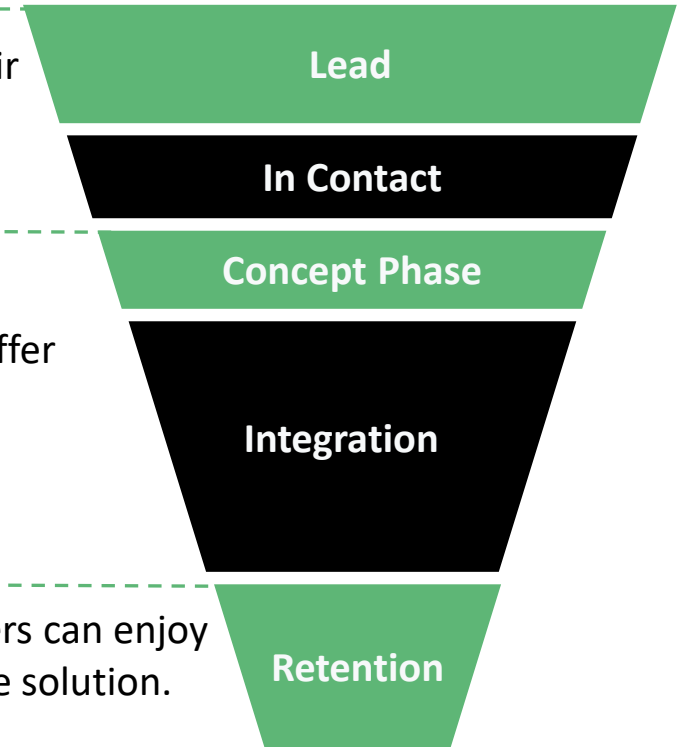
Customer Onboarding

...leading to a product pilot and an offer being negotiated.



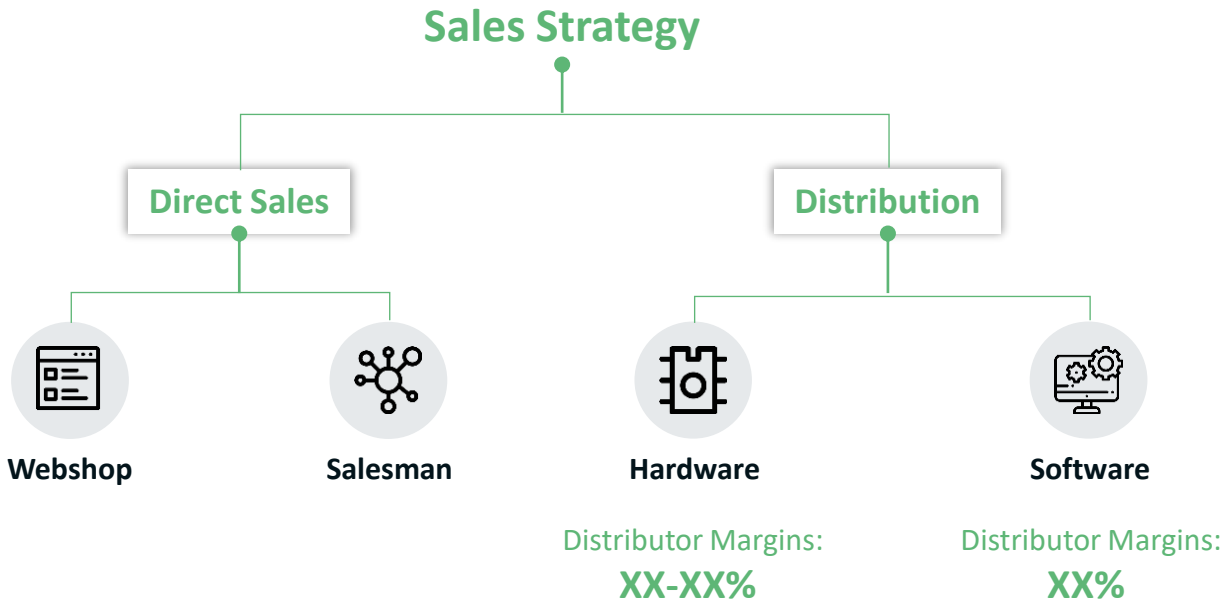
Happy Customers

Once successfully onboarded customers can enjoy Company X's easy to use and all-in-one solution.



**Sales Strategy**

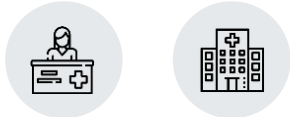
The focus is on direct sales and distributors to enhance individual customer experience.



**Targeting Customers**

1

Focuses on utilizing Distributors to reach smaller customers with small demand.



Pharmacy Hospital

2

A sales strategy led by sales representatives to enable individual customer experience.



Salesperson

3

At the same time, all products are, of course, available via their online shop.



Online shop

# MANAGEMENT AND ORGANIZATION



05.

## Management Team

**A foundation built on technology expertise and entrepreneurial initiative.**

AXY  
CEO & Founder  
M.Sc., K University



“Company X will become the Apple of pharma logistics: xxxx xx xxx xxxxx integration in a closed eco-system.,”

Strong deep tech entrepreneur with straightforward customer and market focus. Before founding Company X, AXY has collected multicultural business experiences, among others, during his studies at UCSB (CA, USA) and his internship at Schott (Shanghai, China). AXY is the founder of the xxx xxxx and won multiple national and international scholarships and prizes.

YYY  
CTO & Founder  
B.Sc., YZ University



“Company X is my way of bringing xxx to the market.,”

Passionate xxxx developer. YYY started coding at the age of xx and xxxx at the age of xx. A highly focused individual with a great organizational structure and a focus on detail. YYY is a great and sympathetic team lead, with high expectations but a very supportive mindset. Before founding Company X, YYY has worked in software consulting and gathered excellent work experience.

## Team

### A talented and well-knit team aligned to the business vision.

Company X family is open-minded, hands-on and quick at adapting. Its forward-thinking working style with a clear customer focus enables short development cycles and products that perfectly fit the client needs.

Company X family is trustworthy, clearly focusing on quality Made in US, coming with a clear sustainability approach.

Company X team follows the xxx management system and has an in-depth and strong technological know-how, ranging from the smallest capacitor to the cloud computing.



ABC, M.Sc.  
Mechanical Engineering



ACX, B.Eng.  
Sales



BXZ, B.Sc.  
Marketing



XYZr, M.Sc.  
Mechanical Engineering



AWX, M.Sc.  
Senior Software Engineer



ABX, M.Sc.  
Junior Software Engineer



CBA, B.Sc.  
Senior Software Engineer



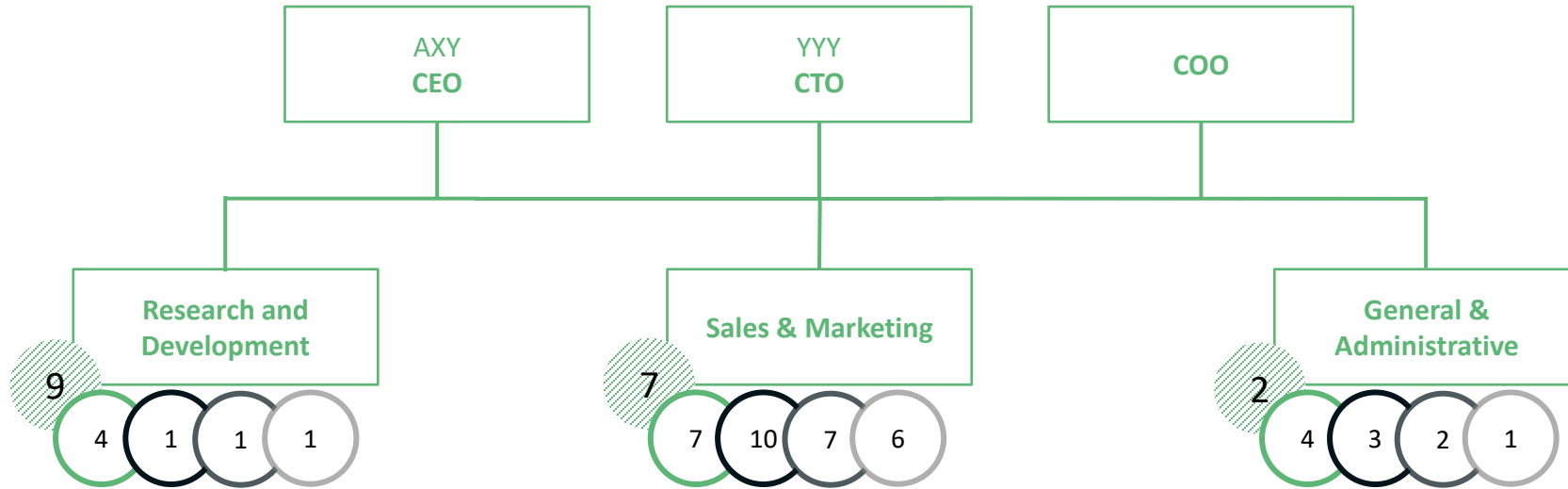
ABZ, B.Sc.  
Marketing

**We live the future!**



# Organisation

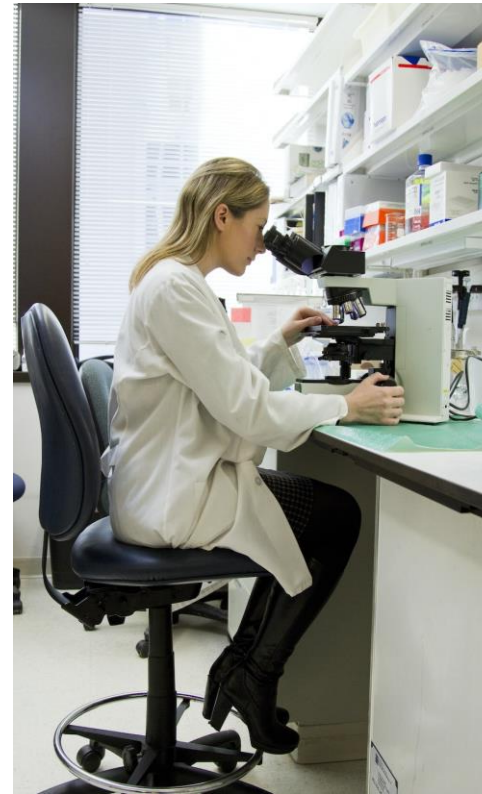
A structured setup of managing and expanding team size with growth.



|                                    |   |                     |   |                     |   |                     |   |                     |   |
|------------------------------------|---|---------------------|---|---------------------|---|---------------------|---|---------------------|---|
| Number of personnel by end of 2021 | # | New hirings by 2022 | # | New hirings by 2023 | # | New hirings by 2024 | # | New hirings by 2025 | # |
|------------------------------------|---|---------------------|---|---------------------|---|---------------------|---|---------------------|---|



# FINANCIAL OVERVIEW

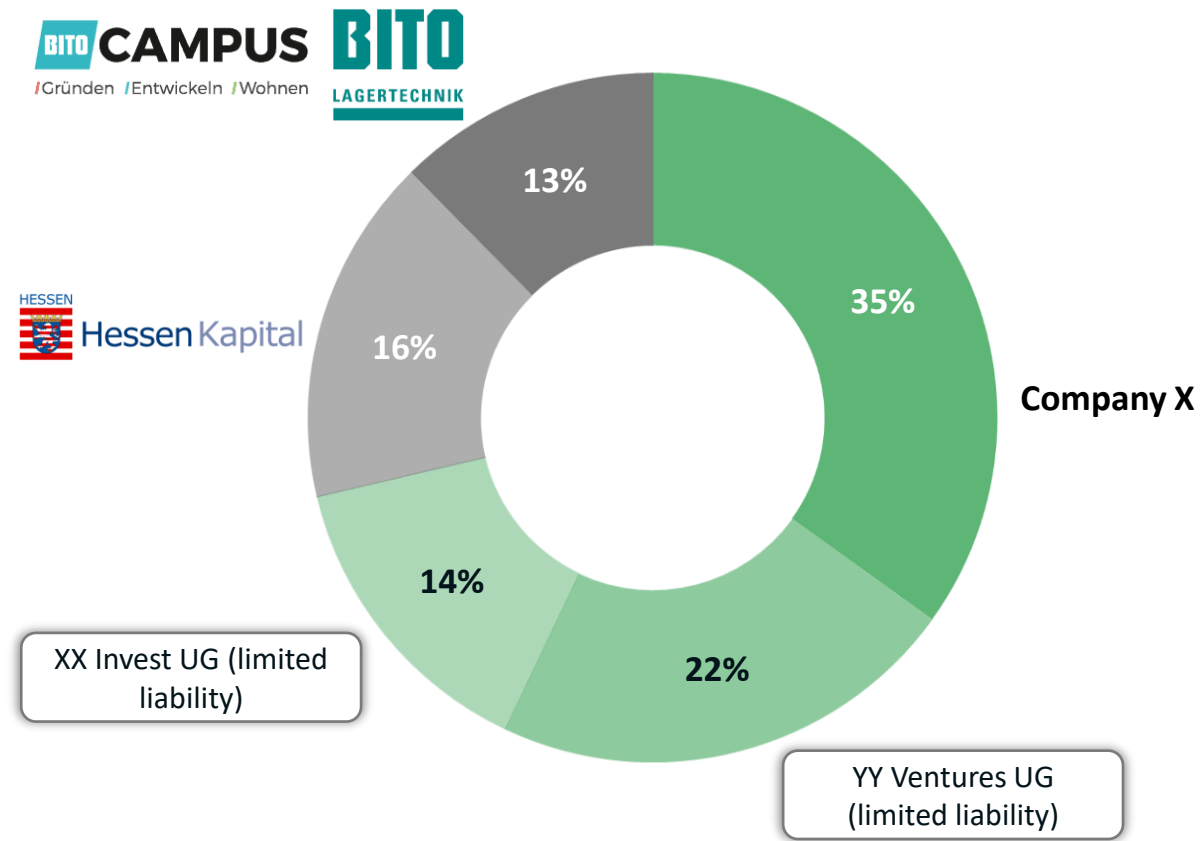


06.



**Financials**

**Ownership**



**Financial Projection (\$ Mn)**



## Investment Highlights

- Clear vision and mission to revolutionize cold chain logistics
- Complementary, young and ambitious team
- Market-ready product poised for global roll-out
- Clear value proposition and differentiation from competitors
- Tremendous market opportunity in the pharma logistics sector with multiple additional application fields once pharma logistics has been successfully captured

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(lift to level 5)

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