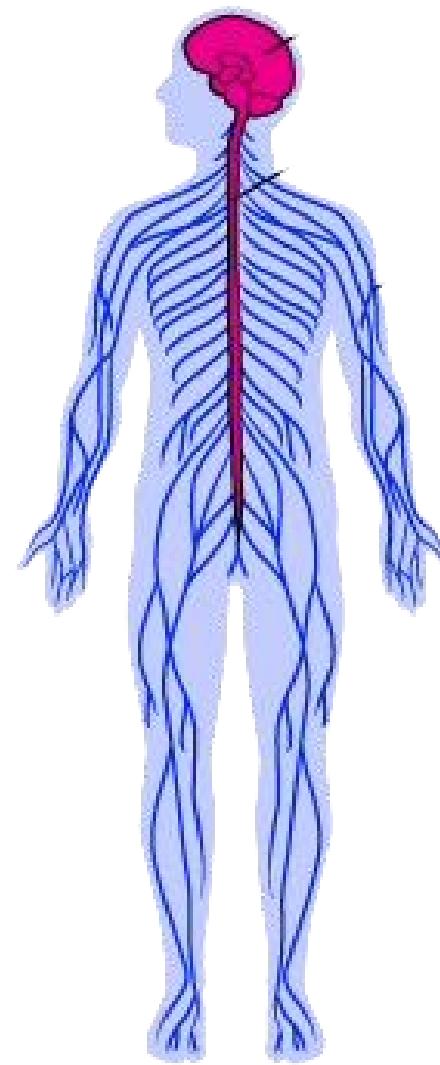


Senra Systems

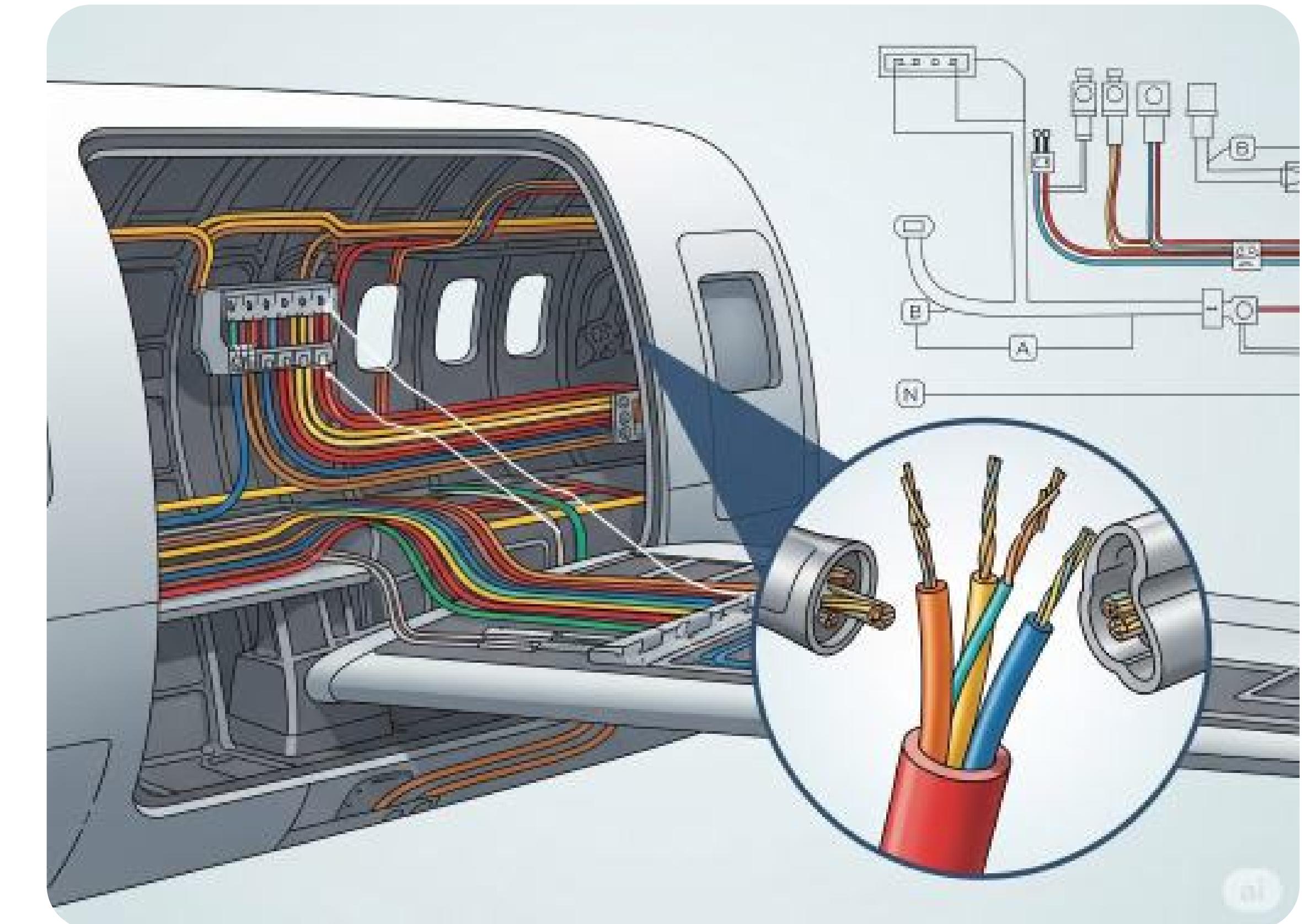
Modernizing the Backbone
of Electrification

What are Wire Harnesses?



Human Nervous System

- **45+ million** produced annually
- **\$100B+** industry
- Tesla Model 3: 2+ miles of wire harnesses, **25% of vehicle cost**
- Airbus A380: **330 miles** of wiring



Wire Harness Failures

- **1.3M+ vehicles recalled** for rearview camera harness failures
- 570K+ for tow hitch **fire hazards**
- Average of **3 months** to go from quote to receipt of shipment



Apollo 1 Disaster

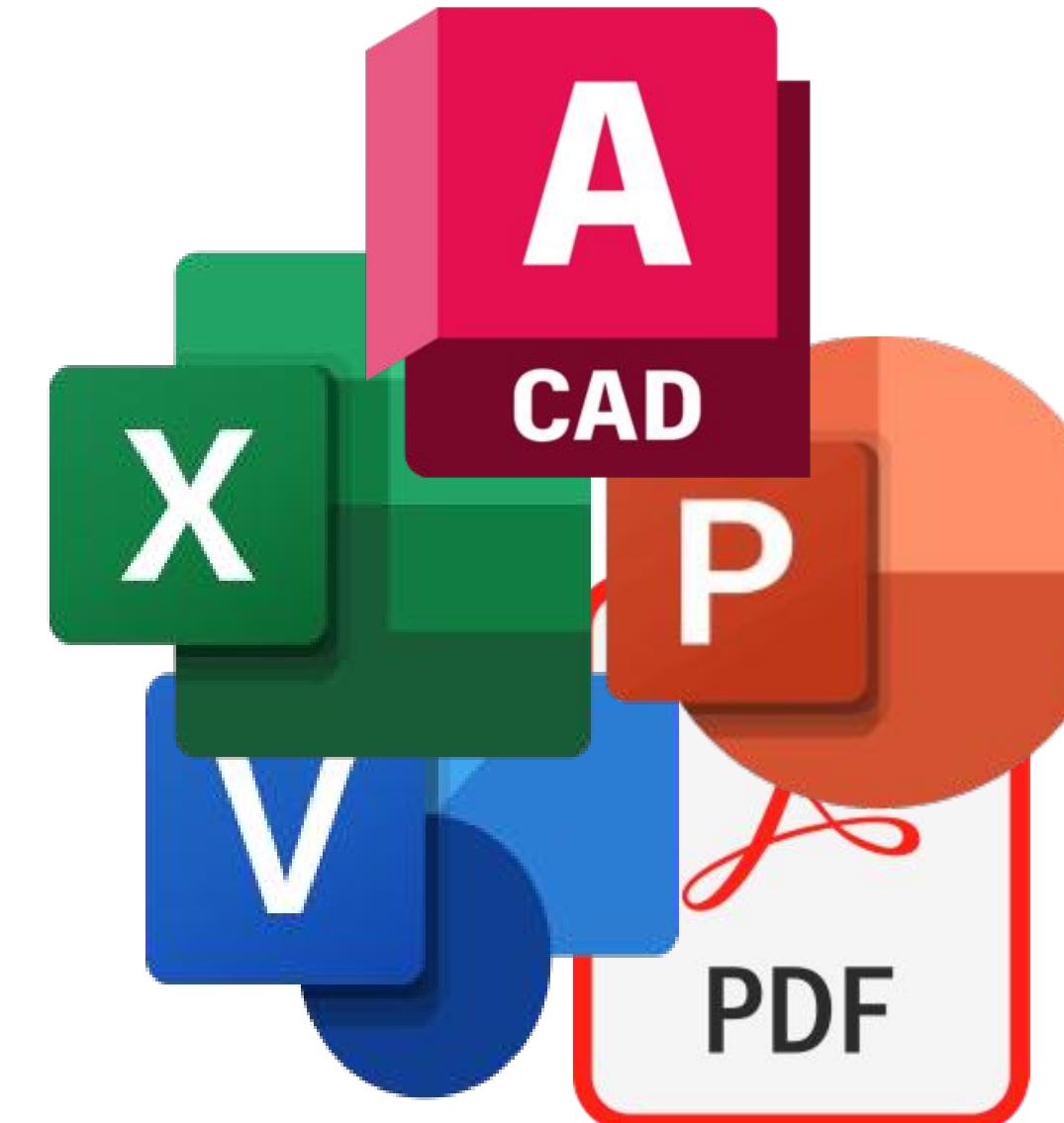


Airplane Seatbacks

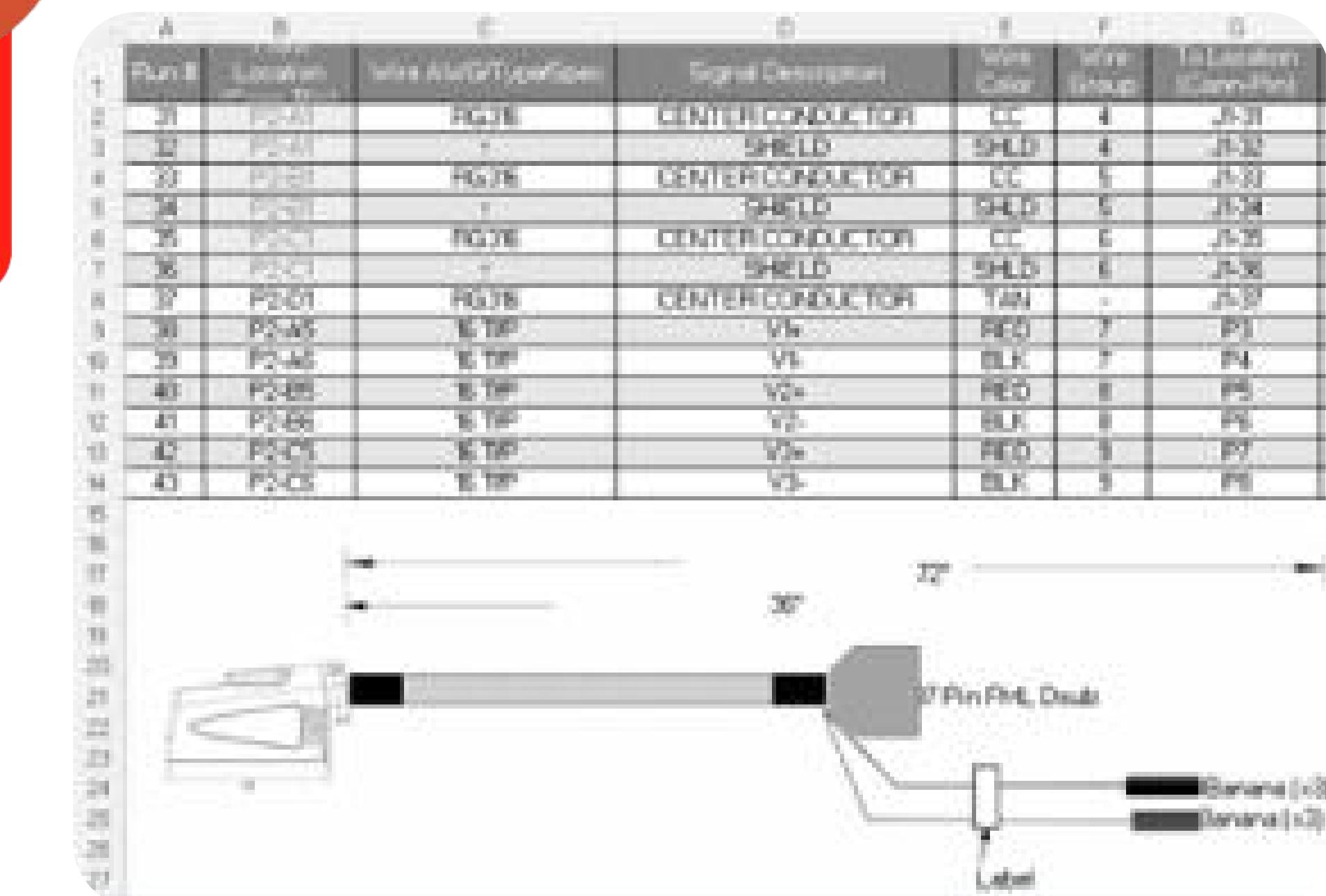
Why is something so important
designed so poorly?

Issue 1: Design

- No industry standard format
- Manually specify **50+ factors**
- In aerospace, average of **4+ weeks** of just clarifications
- Start-to-finish process takes **months** (back and forth email chains)



Assortment of Tools



Issue 2: Manufacturing



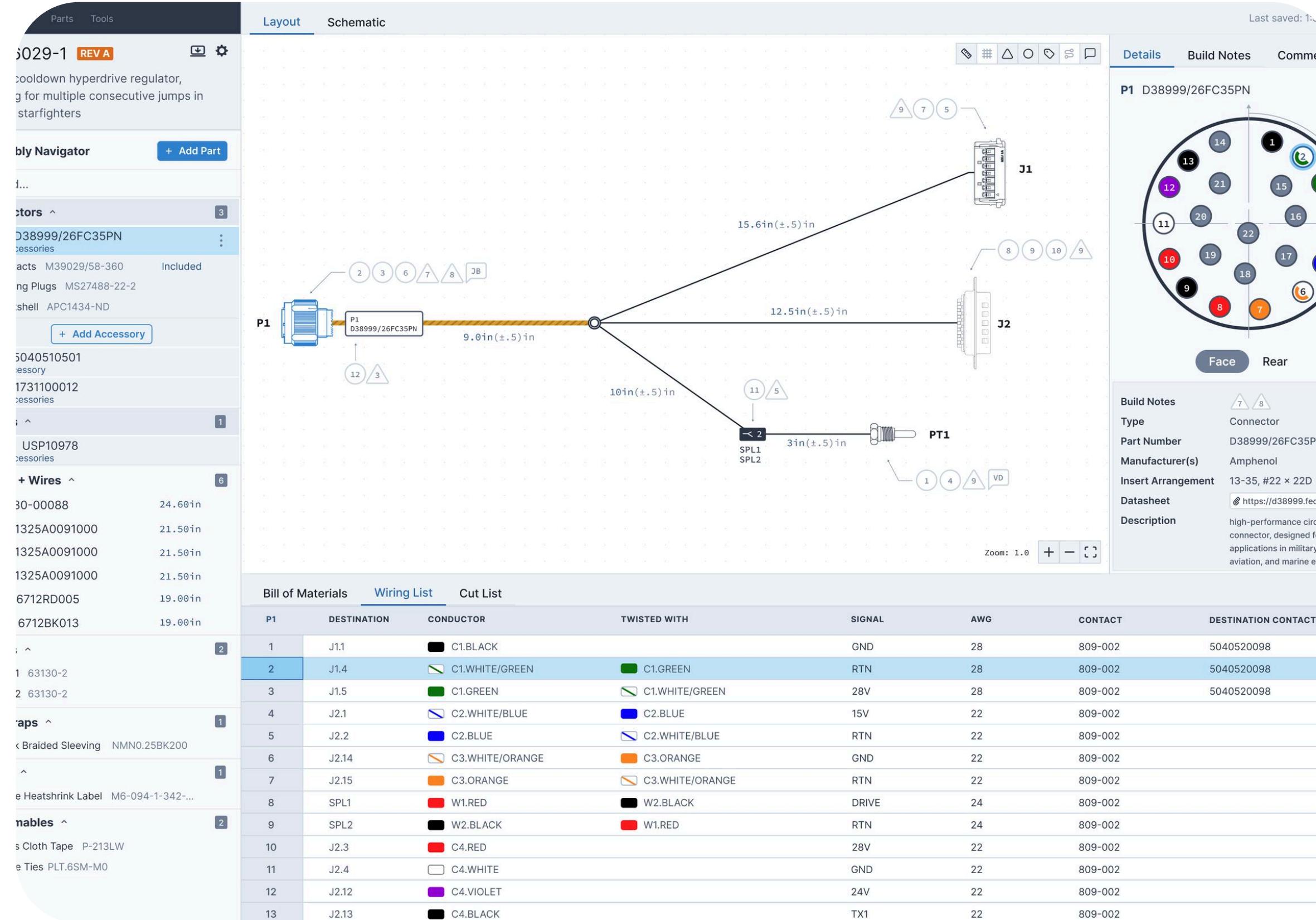
Present-Day Wire Harness Shop

- Automation fails because wire harnesses are **100% custom**
- At SpaceX, **12-24 month** training period
- **70% of wire harness failures** stem from microscopic production flaws
- Errors discovered **after** product is sent to company

Q: Doesn't this mean the best solution will address **both** design and manufacturing?

A: Correct! Meet
Senra Systems.

Design: Amp



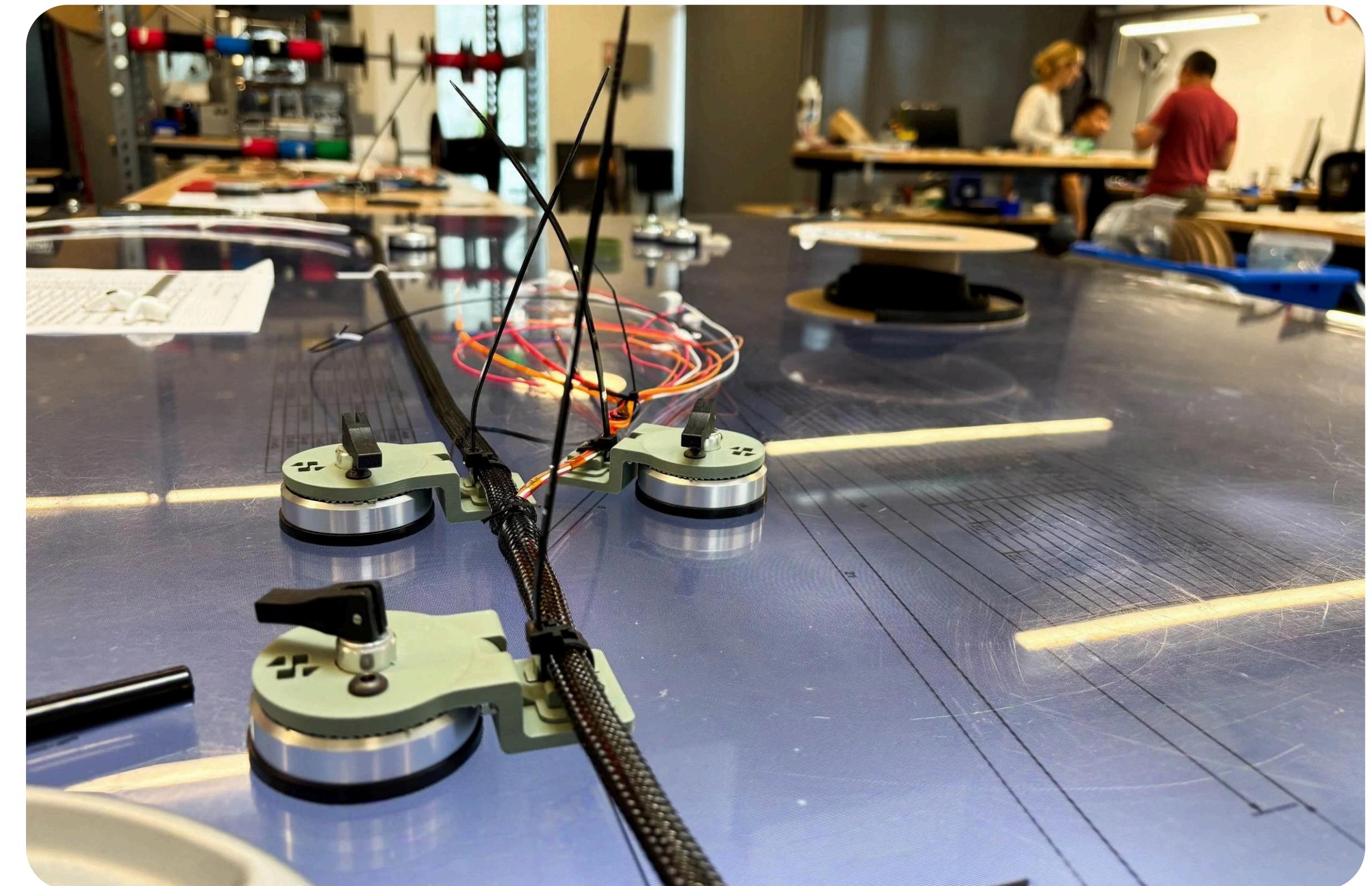
Screenshot

- **Browser-native** wire harness CAD tool
- Senra-managed **parts library**
- Reduces training time ten-fold (**<1 day**)
- Updates quoted cost and creates schematics for production **automatically**

Vertically integrated into FactoryOS

Manufacturing: FactoryOS

- Receives design data **straight from Amp** to automatically configure machines
- Aerospace-grade **certifications**
- Scaling to **100,000 sq ft** factory in 2026
- When edge cases appear, fixes are **encoded back**



Drone Assembly Machine in FactoryOS

Meet the Team

CEO

interview!

Jordan Black: led SpaceX's Avionics R&D division



CTO

Benjamin Shanahan:
SpaceX software engineer



HoF

Greg Brainard: FT IB and Blumberg VC



Fund Raising



**\$25M Series A in
June 2025**

**Post-Money
Valuation: \$157M**



Dylan Field led the round



Casestudy

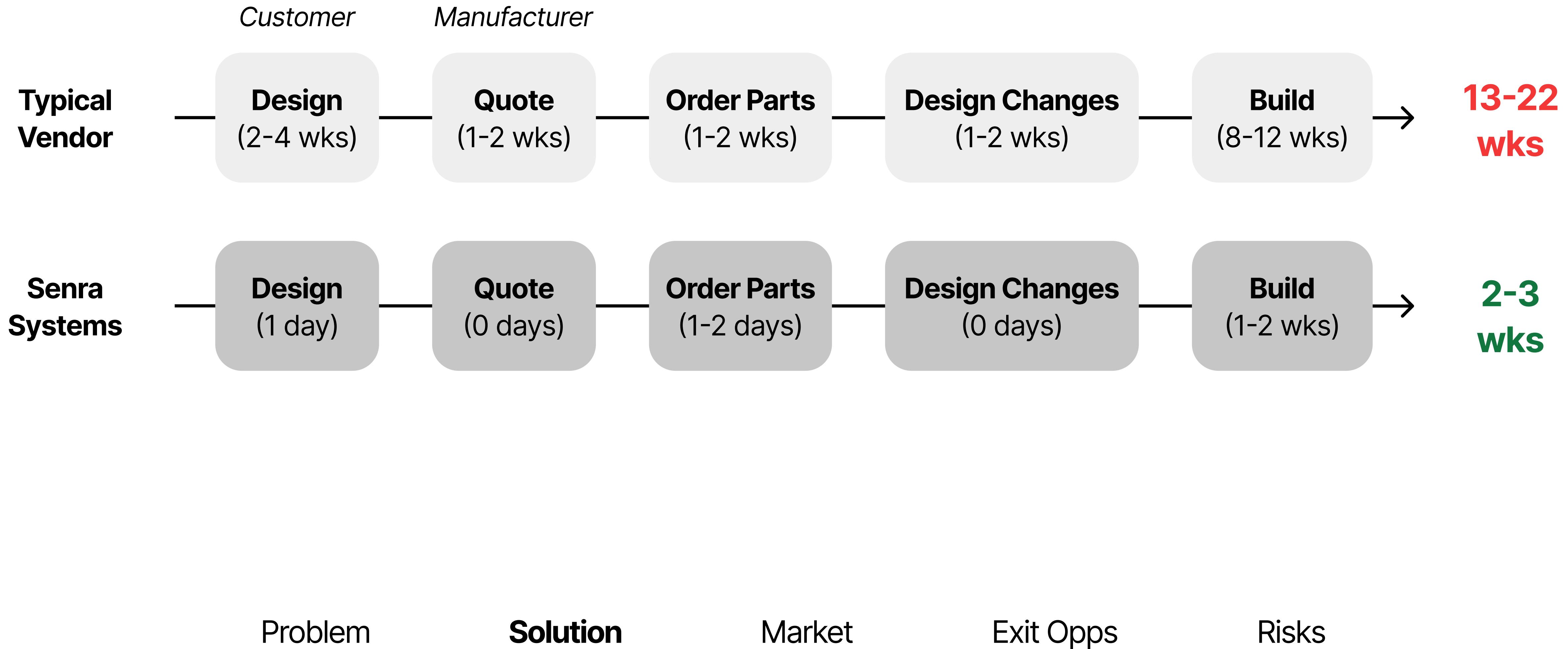


Submarine

- 800+ hours to produce wire harnesses
- John in Oklahoma: if he leaves, they're done
- Senra reverse-engineered to **remove this bottleneck** for L3Harris (\$54B company)
- Reduced internal cost by **90%**

Timeline

Senra is the first **software-powered** wire harness manufacturer, accelerating every step.



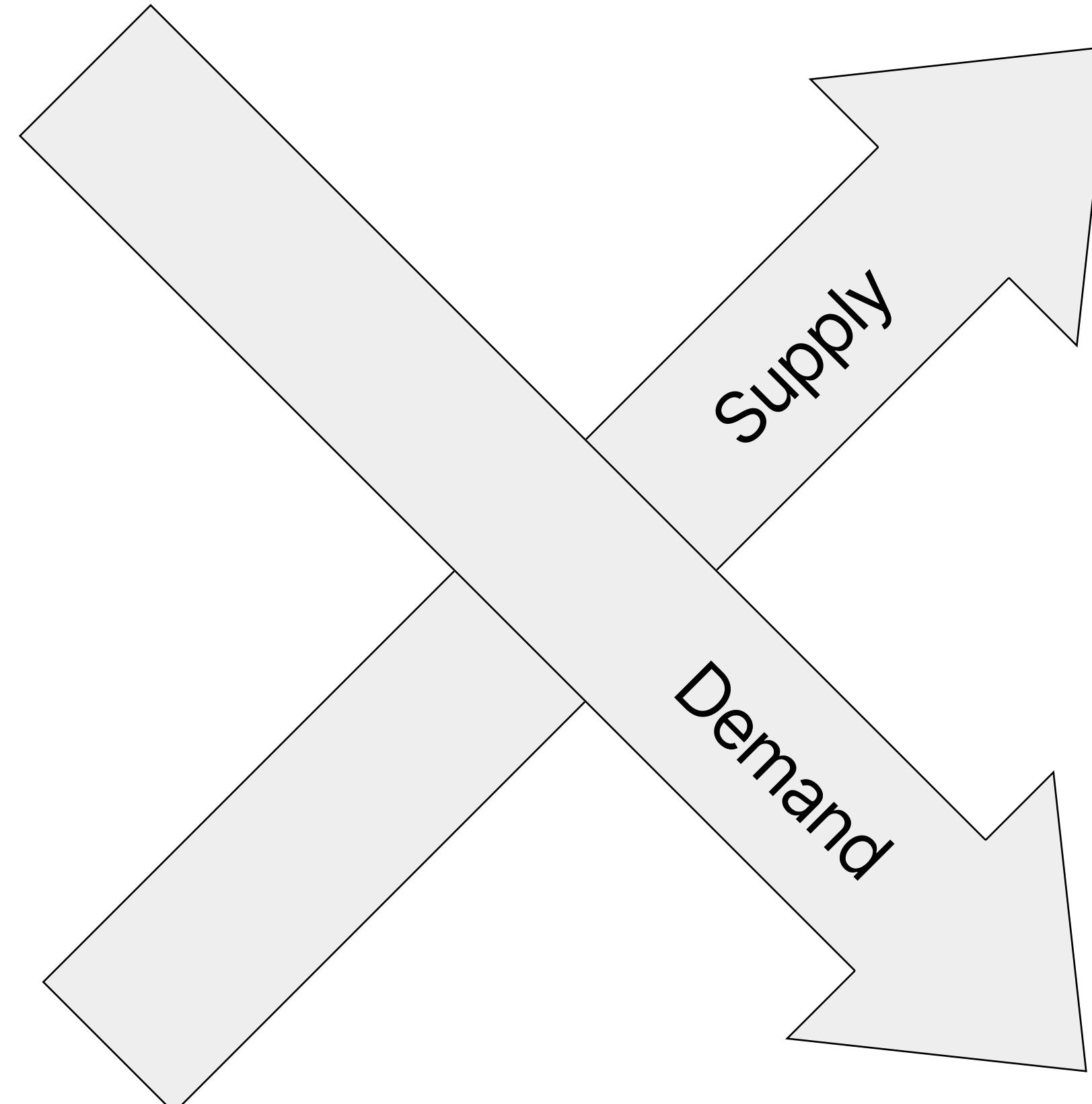
Margin Breakdown

Senra is not only faster, but **cheaper**.

Unit Category	Typical Shop	Senra
Revenue per harness	\$25,000	\$25,000
Material & Procurement	\$9,000	\$8,840
Engineering Overhead	\$3,375	\$1,025
Technician Overhead	\$9,000	\$3,175
Gross Margin per harness	15%	49%

Why Now?

Unique position of diminishing **supply** and skyrocketing **demand**.

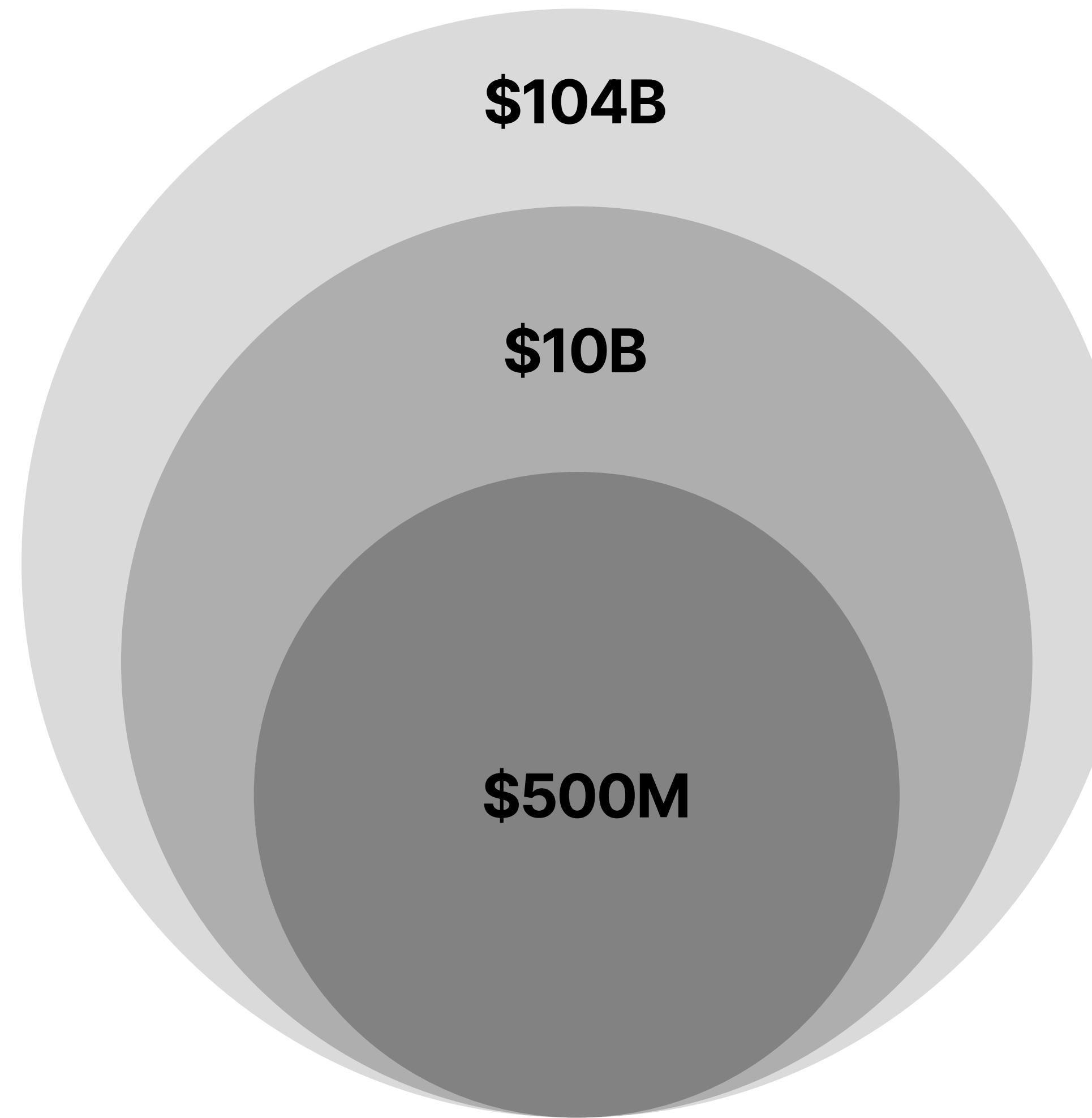


Manual Labor: 2.1 million unfilled manufacturing jobs by 2030

Geopolitical Tensions: DoD implemented “Buy American” (65%)

Increasing Electrification: EVs, data centers, CHIPS Act (semiconductors), IRA (renewable energy)

Market Size



Problem

Solution

Market

Exit Opps

Risks

- **TAM:** Global wire harness industry
- **SAM:** North American aerospace and defense wire harness industry
- **SOM:** 5% of SAM
- **ARR: \$300M**
 - (1,000 harnesses/month, \$25,000 average revenue)

Competitors



Problem

The Siemens logo is the company name "SIEMENS" in a large, bold, teal-colored sans-serif font.

Solution

The cableteque logo features a purple globe icon to the left of the word "cableteque" in a bold, black, sans-serif font.

Market

Exit Opps

Risks

Exit Opportunities

IPO

High CapEx

Revenue isn't high enough

Acquisition is more likely

Autodesk

Linius Technologies
and their founder

Strategic fit with design
software

Prodsmart and CIMCO
(both manufacturing and
machining tools)

Corporations

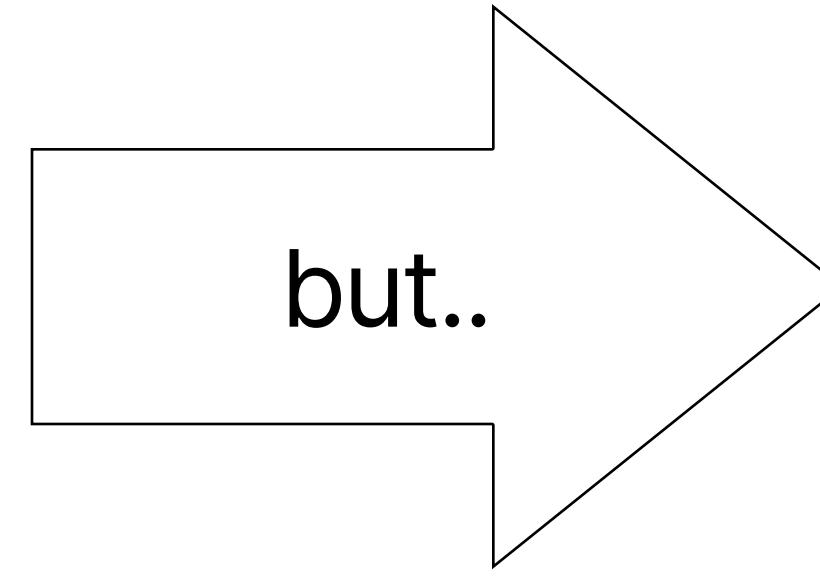
Boeing, SpaceX etc.

Love vertically integrated
systems

Have the capital to do so

Risks and Mitigations

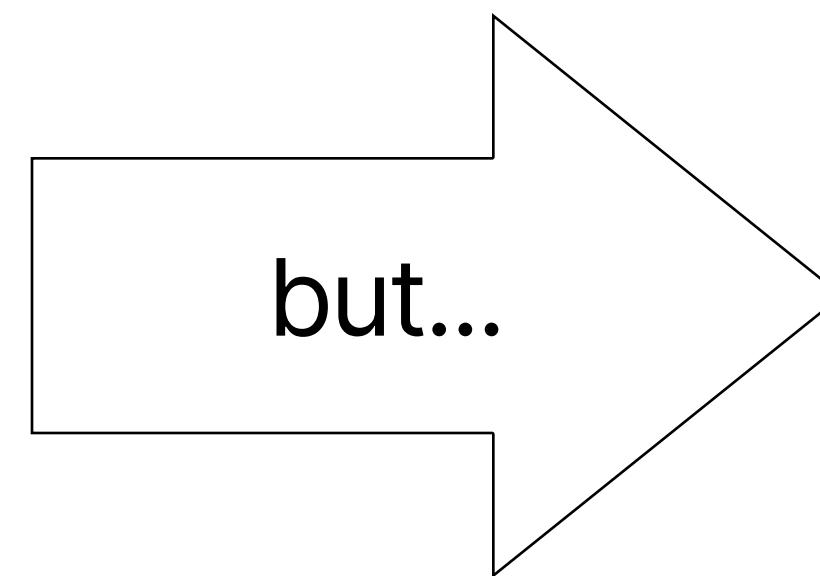
Scaling manufacturing
without sacrificing quality



but..

Software enforced production
with feedback loops

Sending Amp designs to
other manufacturers



but...

Vertically integrated system



Thank you!

