



Mission 3.1 - What to look for in startups? Pitch Deck Evaluation

Venture Capital Analyst 2023

I. Prospective Start-ups Pitch Desk



Overview

Blockhead Technologies is a leading software company, that empowering clients with trusted and powerful data insights through blockchain-enabled solutions. Through STAMP & various other solutions, Blockhead provides the software that allows companies to access value in their data.

Blockhead Technologies offers highly customizable and interface-agnostic SaaS solutions for our clients in the fuel and mining sectors. Our open architecture is designed for easy integration and scalability.

Blockhead Technologies was founded in 2017 and has headquarters in both Vancouver, Canada, and Perth, Western Australia. BHT provides services for companies worldwide.

Market

- Market size: The Blockchain Supply Chain Market size is expected to grow from USD 0.56 billion in 2023 to USD 4.21 billion by 2028, at a CAGR of 49.87% during the forecast period (2023-2028).
- Competitors: Key player competitors are IBM, Gartner, and INT
- Market Trends: Increasing adoption of transparency in businesses, the need to reduce the high costs of inefficiencies plague in supply chains.

Product and Problem

- Problem: visibility remains challenging in large supply chains involving complex transactions.
- Product: Blockhead offers businesses to empower their decisions with real-time data insights, tailor-made for those who value transparency, credibility, and trustworthiness. Their solutions, backed by blockchain and user-friendly design, offer unparalleled flexibility and performance, ensuring businesses to always have a step ahead.
- Competitive Advantage: Advance software solution with powerful data insight through blockchain coupled with real-time environmental accounting and high-level ESG insights, offering a comprehensive perspective on sustainable business performance across a multitude of ESG and financial metrics.

Team

- Founders: Greg Leach (CO-FOUNDER & CEO) and James Allen is the chief technology officer.

- **Relevant Experience:** Greg Leach is an ICT trailblazer with nearly 30 years of entrepreneurial spirit. Greg's vision and leadership have birthed multiple successful ventures, including ASX-listed companies like Empire Limited. James Allen, a Ph.D. in Molecular Biology from the University of Western Australia, blends his expertise as a data scientist with his knowledge of blockchain and mining systems.

Metrics

- **Revenue:** In 2023, Blockhead Technologies revenue run rate hit \$2.5M in revenue, with 5.2% YoY

P.S: Due to time, other metrics measurements were not obtained, an email was sent to the company to ask them for relevant metric measurements but unfortunately they could not reply to the email.



Overview

TE-Food is a company that focuses on providing end-to-end food traceability solutions, operating within the food safety and supply chain management sectors. The company offers a comprehensive suite of tools and solutions that enable complete supply chains to track and trace their products, thereby improving transparency and operational efficiency. TE-Food primarily serves the food industry. It was founded in 2016 and is based in Budapest, Hungary.

Market size

- **Market size:** The Global Blockchain In Agriculture And Food Supply Chain market size was valued at USD 147.71 million in 2022 and is expected to expand at a CAGR of 20.73% during the forecast period, reaching USD 457.33 million by 2028 (Market Growth Report, 2023).
- **Competition:** Key players are IBM Food Trust, Microsoft, Walmart, Provenance, Ambrosus and TagOne
- **Market Trends:** Increase demand of consumers for food transparency, food waste reduction and recall food faster and more efficiently to reduce illness and waste.

Product and Problem

- **Problem:** Contaminated or unsafe food products pose serious health risks. In the event of a foodborne illness outbreak, it is often challenging to quickly identify and remove the affected products.
- **Product:** TE-FOOD is a company that utilizes blockchain technology for food traceability and supply chain management.

- **Competitive Advantage:** TE-Food's primary focus is livestock and fresh-food traceability, with emerging countries as potential markets, and besides logistics data, TE-FOOD focuses on food quality data as well which allows them to offer the best quality food within the food sector.

Team

- **Founder and Management:** Erik Arokszallasi (CEO), Trung Dao Ha (Chairman), Marton Ven (CMO), Sandor Miskey (CTO).
- **Relevant Experience:**
 - The founder has a strong experience in entrepreneurial, he is a leader of two successful corporate IT development companies in Hungary and he has 23 years of leadership, and IT project management experience.
 - The rest of the team have at least 20 years of experience in marketing, sales experience, IT development, security, and project management.

Metrics

- **Customer Traction:** Te-food is used by:

<ul style="list-style-type: none"> ➤ 3100 Farms ➤ 3400 livestock agents ➤ 70 slaughterhouses ➤ 35 food producers 	<ul style="list-style-type: none"> ➤ 25 veterinary companies ➤ 30 wholesale markets ➤ 190 wholesale distributors ➤ 2600 retailers and markets
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Te-Food has acquired more than 6000 business customers and is currently serving 150 million people with fresh food traceability information.

- **Revenue:** Te-Food had \$4M revenue in 2021, in 2022 Te-Food ended with \$12 million as a year revenue (200% YoY growth rate).
- **Customer Feedback** Positive reviews for ease of use, and compatibility. It is rated above 4.0 average by most credible ICO review websites plus the self-service terminal solution helps consumers without mobile phones read QR codes



Overview

Konexial develops advanced technology aimed at enhancing carriers' profitability by employing edge computing telematics, video safety solutions powered by artificial intelligence, and real-time visibility into the supply chain. The company offers its

technology to the transportation sector using a Platform as a Service (PaaS) model, encompassing fleet management, video and safety management, asset tracking, and programs focused on fuel savings.

Market Size

- Market size: The global blockchain in transportation and logistics market accounted for US\$ 22.5 million in 2019 and is estimated to be US\$ 765.5 million by 2025 and is anticipated to register a CAGR of 80.0% ((Prophecy Market Insights, 2023).
- Competition: KeepTruckin, Verizon Connect, Oracle, Bitfury, Cegeka, Earthport, Guardtime, Digital Asset Holdings, Chain, and Huawei.
- Market Trends: The development and adoption of industry standards for blockchain interoperability are becoming essential. Standardisation helps different stakeholders within the transportation network to seamlessly connect their blockchain systems, fostering collaboration and data sharing. Furthermore, the adoption of blockchain to support sustainability initiatives in transportation, such as verifying the authenticity of carbon credits and promoting green logistics practices contributes to reducing the environmental impact of transportation operations.

Product and Problem

- Problem: The increasing digitalization globally has heightened consumer expectations for increased transparency in financial transactions, leading to the emergence of innovations such as blockchain. The main beneficiaries of this technology are financial institutions and the banking sector, as it facilitates seamless management of business payments. Nevertheless, the substantial initial investment and security apprehensions may pose challenges to the growth of the target market.
- Product: Konexial offers My20 ELD (Electronic Logging Device), which primarily focuses on compliance and fleet management in the transportation industry.
- Competitive advantage: The integration of Dynamic Load Matching (DLM) and blockchain technology is a strategic initiative aimed at optimizing resource allocation. DLM, by dynamically matching available truck capacity with the real-time demand for shipments, enhances the transparency, security, and automation of the tracking and transport processes. This heightened efficiency in resource utilization serves as a key competitive advantage for Konexial within the transportation sector.

Team

- Founders: Ken Evans (founder & CEO) and Andy Dishner (Co-founder & CTT)
- Relevant Experience: In overall, the team has strong relevant experience within the blockchain sector. The founder has 30 years of experience in the logistics and supply chain industry and the co-founder has 25 years' of

leadership experience in multiple areas of the Supply Chain Industry.
Leadership student driving organizational change and explosive growth.

Metrics

- Customer traction: Konexial has been established for 7 years and has served more than 55000 drivers
- Revenue: In 2023, Konexial revenue run rate hit \$1.2M in revenue, with 28.6% YoY.
- Customer service: The overall customer service is excellent, with 98.5% of customer satisfaction.

References:

- Blockchain Supply Chain Market Insights (2023). Available at: <https://www.mordorintelligence.com/industry-reports/blockchain-supply-chain-market>. (Accessed: 29 Dec 2023).
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- Prophecy Market Insights: Global Blockchain in Transportation and Logistics Market | PMI. (2023). Available at: https://www.prophecymarketinsights.com/market_insight/Global-Blockchain-in-Transportation-and-Logistics-Market-4570. (Accessed: 11 Jan 2024)