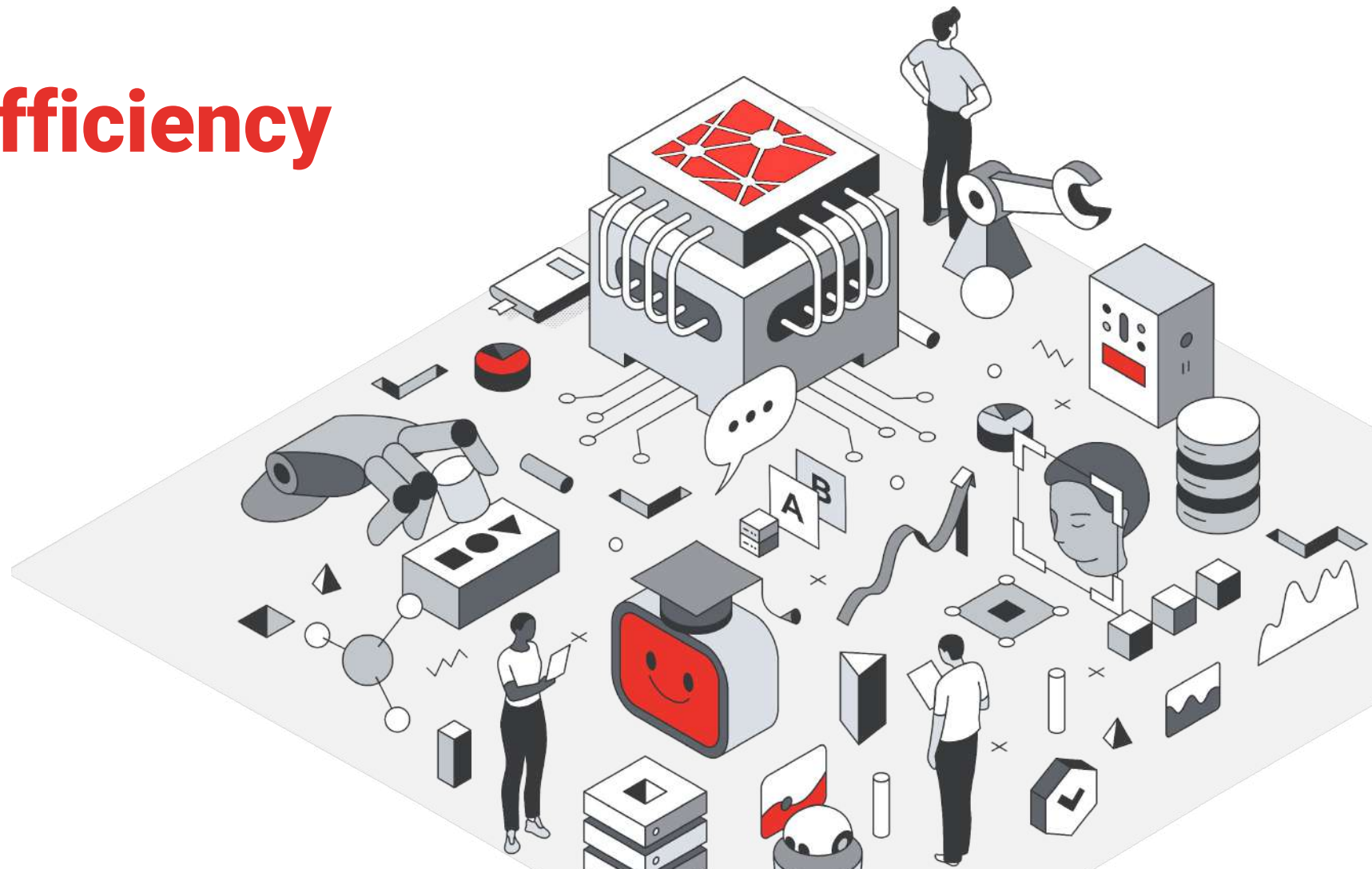


We improve **manufacturing efficiency** with actionable **production data**

Series A - 2024

Confidential



**We built a turnkey
hardware-enabled SaaS
solution to increase
industrial performance**



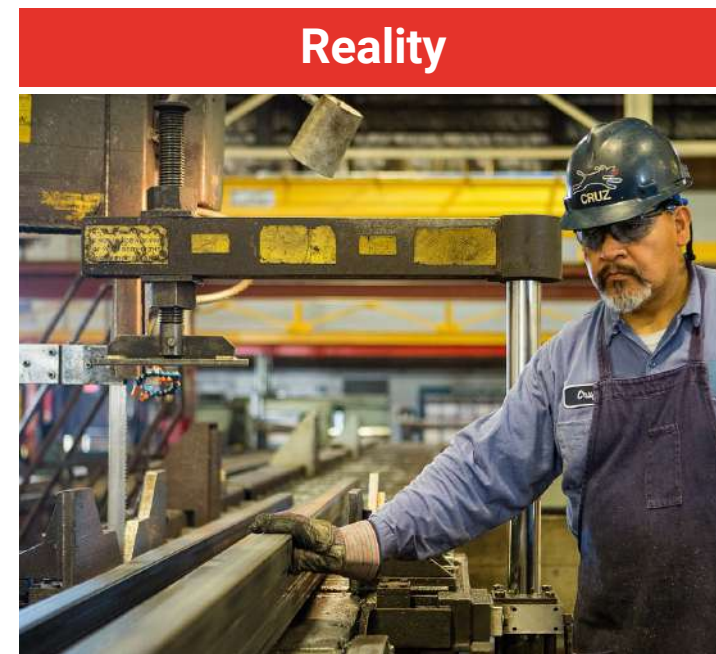
Executive summary



- TEEPTRAK develops **performance monitoring systems** for manufacturing companies
- Data & insights allow management teams to **improve efficiency**
- The company has **105 clients**, equips **261 sites** with **2000+ active licenses**.
- Last 12 months revenue is **€2m** and ARR is **€900k** as of April 2024 (80% YoY growth)
- Gross margin **>80%** on hardware and **>95%** on software.
- The company is **cash-breakeven** since December 2023
- Embedded product, almost churn-free (**0,2% annual churn** since inception)
- Clients of **all sizes and industries**, such as aerospace, chemicals, food or electronics.
- Land and expand strategy. LTV @48 months **€30k**, @72 months is **€110k**
- **Raising €4m** to expand in China (office already active) and **open the US market**

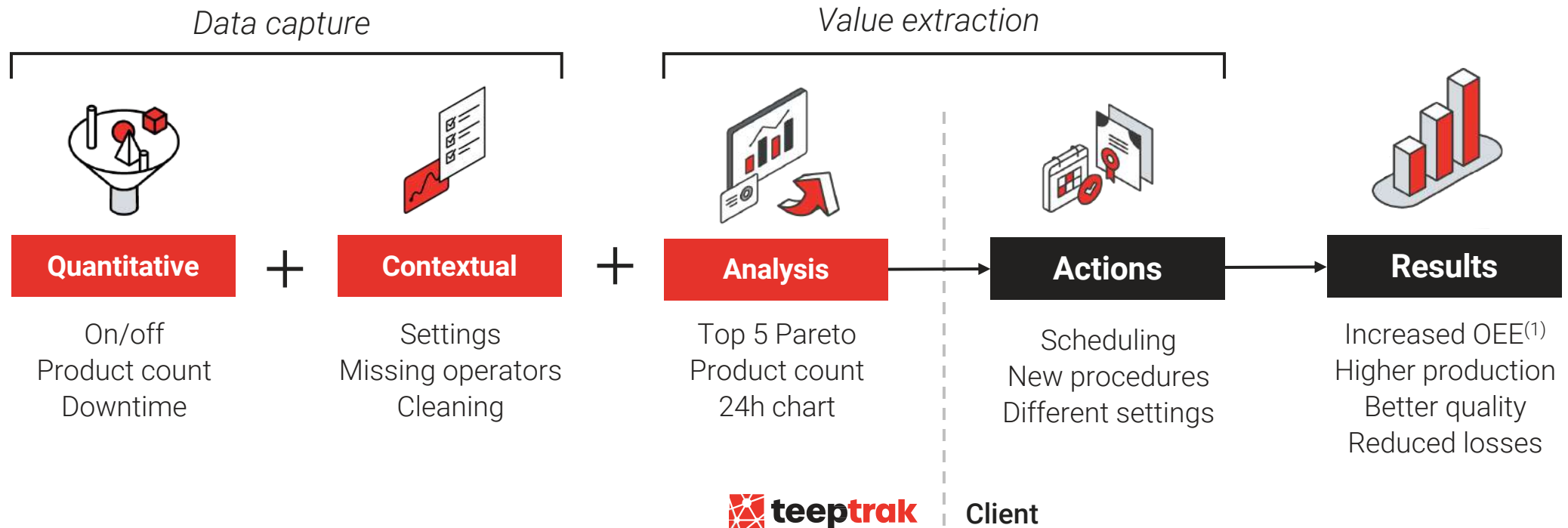
Dispelling **misconceptions**

Factories are **far from** state-of-the-art technologies



The companies and teams of **today** need **realistic** solutions

We enable **value** creation with **actionable** production insights



We monitor **real-time production data** across 4 key dimensions



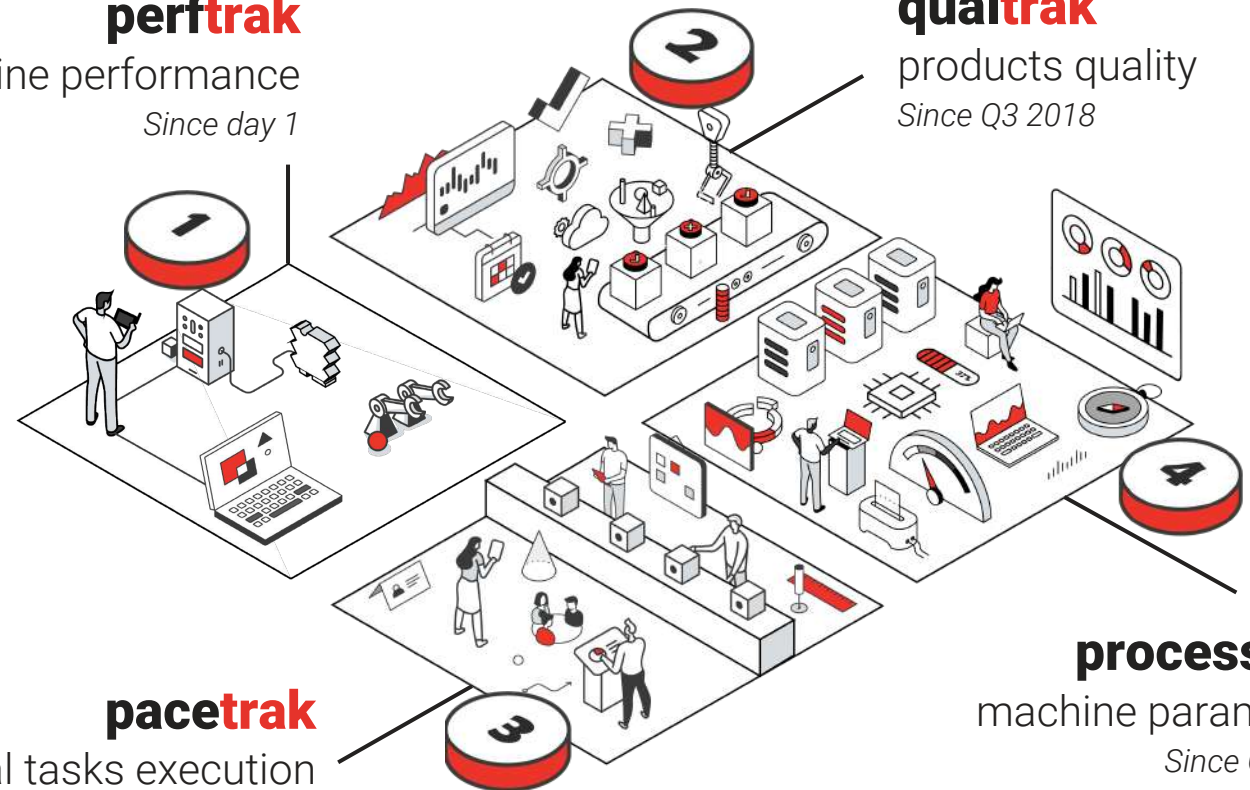
Proprietary TEEPTRAK Bluetooth module
Same module for all use-cases

perftrak
machine performance
Since day 1

qualtrak
products quality
Since Q3 2018

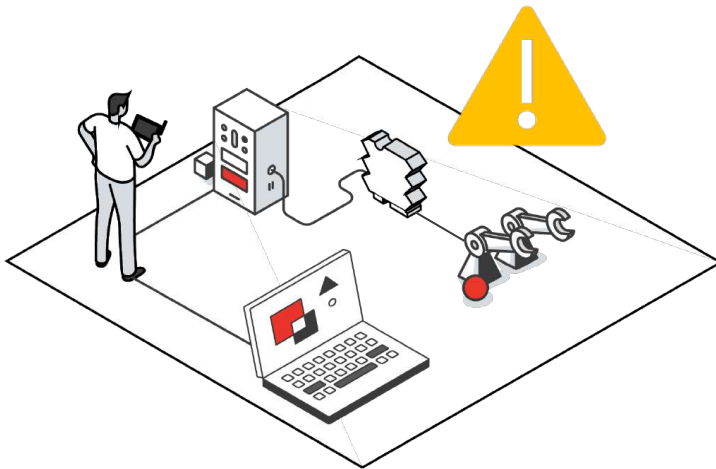
pacetrak
manual tasks execution
Since Q4 2018

processtrak
machine parameters
Since Q3 2022



Involving **human operators** with an intuitive UI to **contextualize** the captured data

1 The system detects a stoppage



2 Operators add crucial contextual information



Our platform transforms **data** into **value** for every stakeholder

Knowledge only matters if turned into **actions**



Shop-floor workers

Faster troubleshooting
Less data entry



Supervisors

Better operational decisions
Less reporting

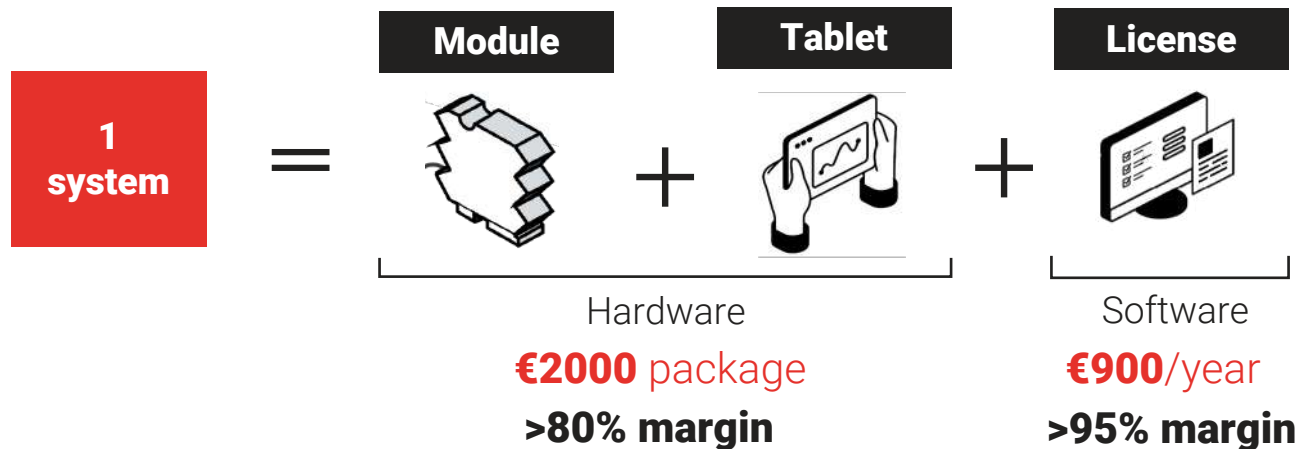


Management

Better OPEX/CAPEX budgeting
Increased profitability

Hardware-enabled **SaaS** business model with high **margins** and high **scalability**

1 A simple business model



2 Healthy KPIs

€110k+ Average LTV @6y ⁽²⁾ **0,2%** Annual churn

3 Typical factories: small and large



Small
factory



1 site equipped: 20 systems
€38k revenue + €5.3K ARR ⁽¹⁾

Savencia potential: 100 sites, 2000 systems



Large
factory



1 site equipped: 90 systems
€135k revenue + €15K ARR ⁽¹⁾

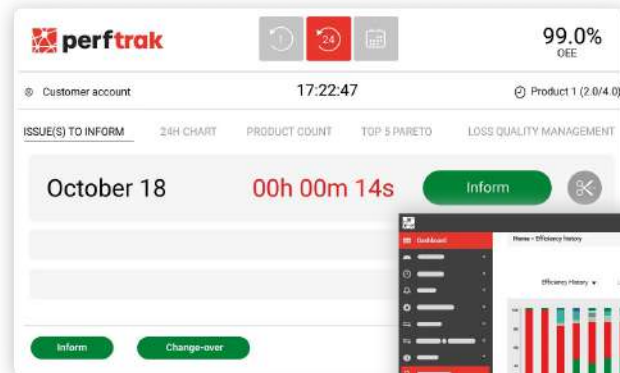
Stellantis potential: 4 sites, 360 systems

The **Hutchinson** case: **+25% effectiveness gain** in less than a month

1 Context

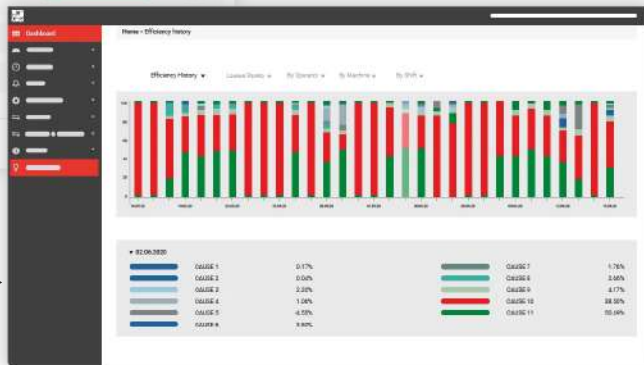
HUTCHINSON €4.3b revenue, 95 sites

World's 3rd largest manufacturer of non-tire rubber
perftrak, installed in a day on 3 machines.

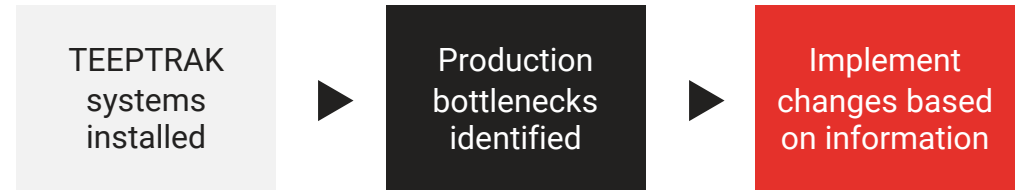


Tablet interface
for shop-floor teams

Example of dashboard
on the platform



2 Results

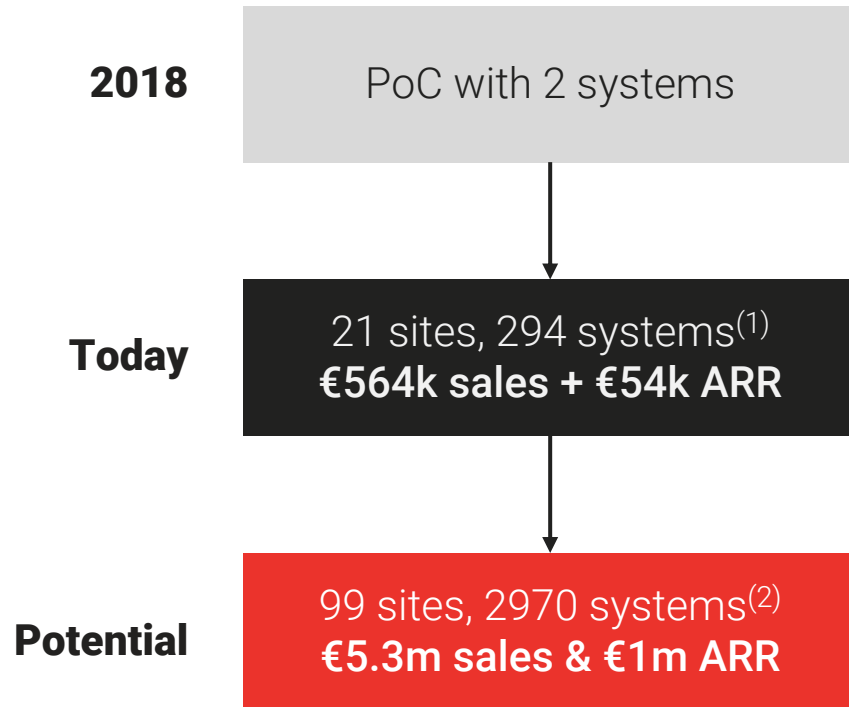


Overall Equipment Effectiveness (OEE)

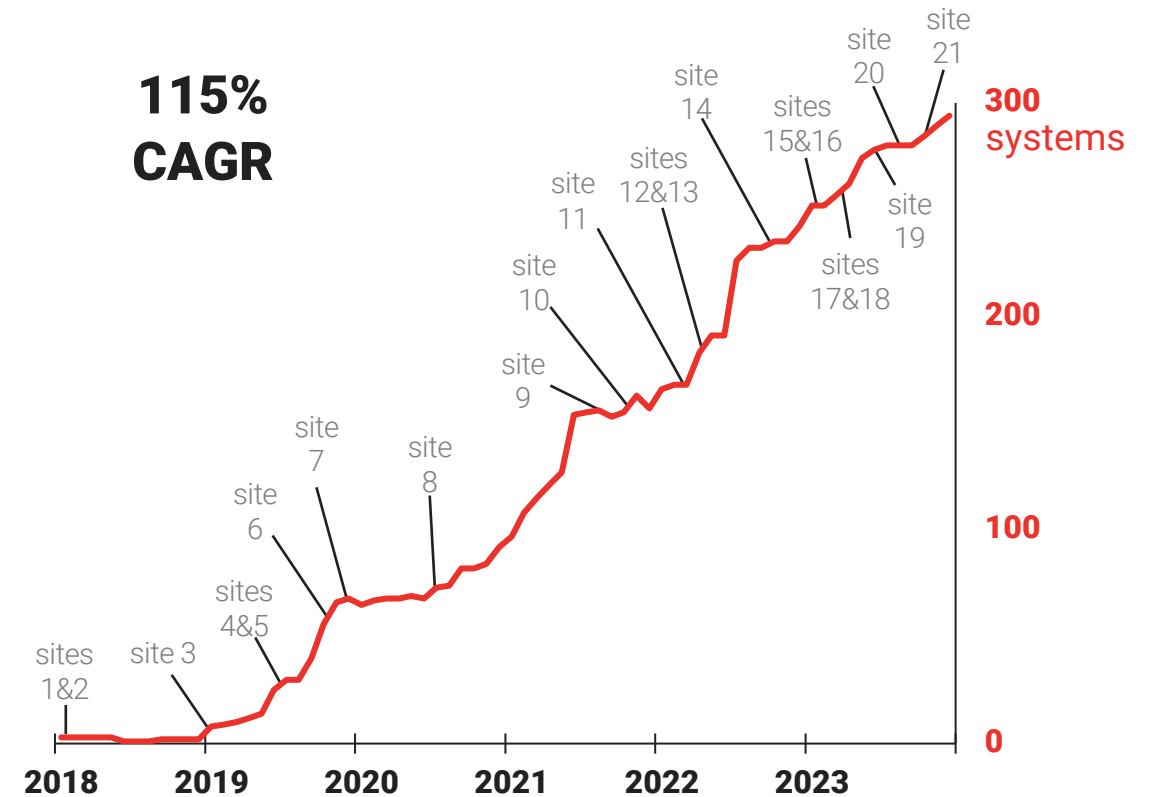
47% $\xrightarrow{\text{1 month}}$ **72%**

The **Hutchinson** case: A perfect example of **large-scale deployment**

1 From POC to deployment to large scaling



2 Systems deployed at Hutchinson



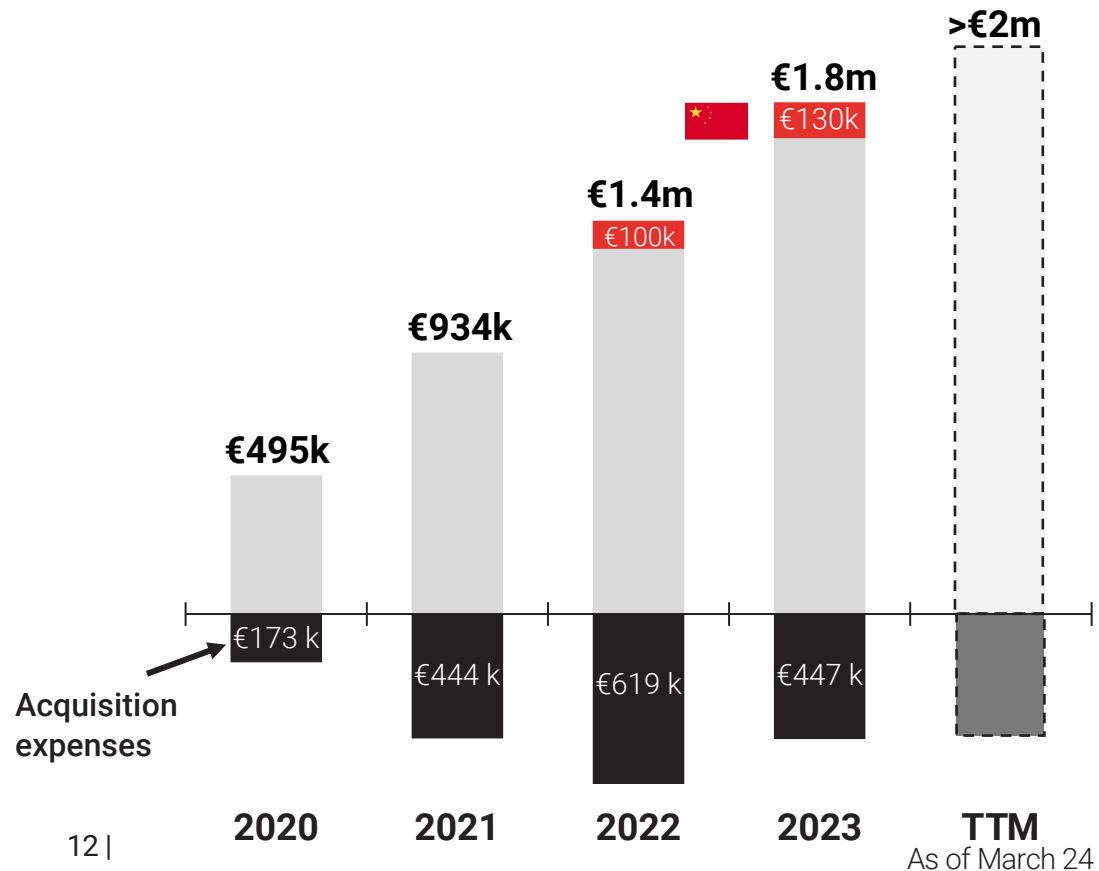
(1) 189 Perftrak, 18 Qualtrak, 87 Monitrak

11 | (2) Based on 30 systems per site, €2k hardware price and €360 annual license

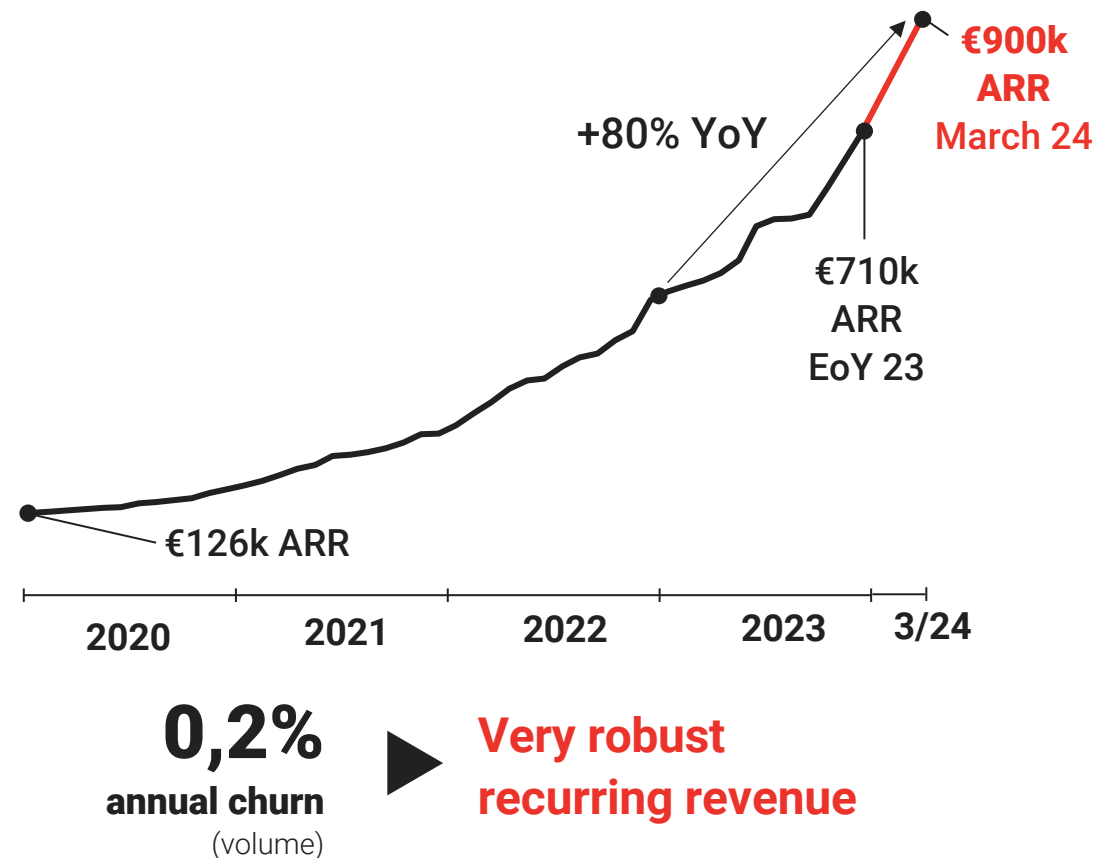
Cash breakeven since EoY 2023

We're building a long-term recurring revenue machine

1 Efficient overall growth



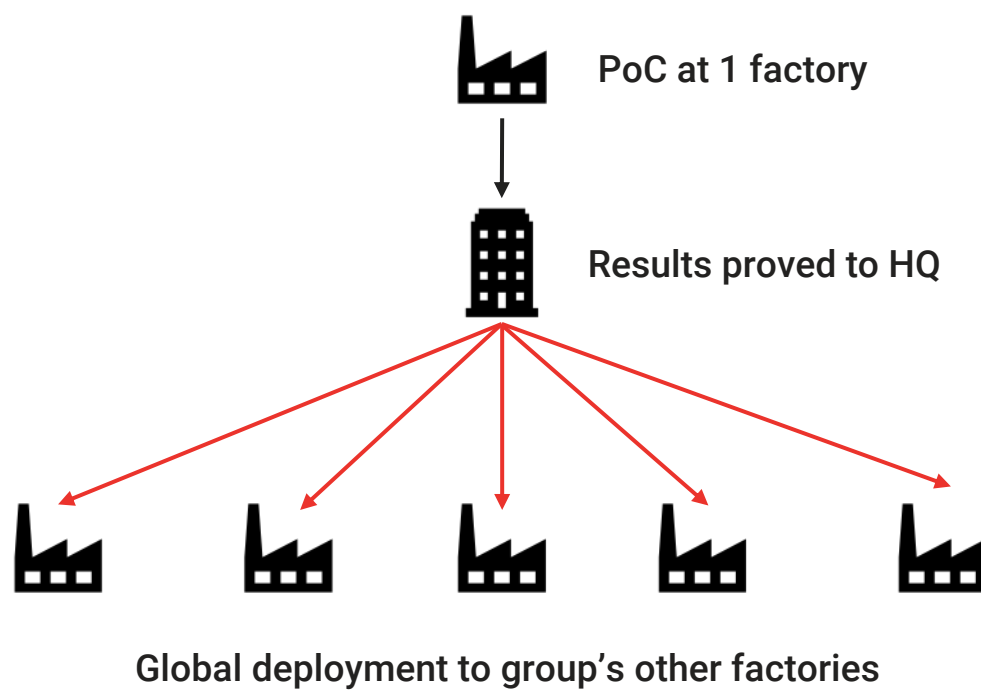
2 Supported by ARR from licences



We land and expand in 3 dimensions

Equip **more machines**, spread to **other sites**, capture more **value**

1 Groups centralization leads to viral growth



2 Multi-dimensional growth

	2017		2023
Licenses per site	3	— x2.4 →	7.2
Sites per group	1	— x2.4 →	2.4
Monthly price per license	€15	— x2.2 →	€32.7

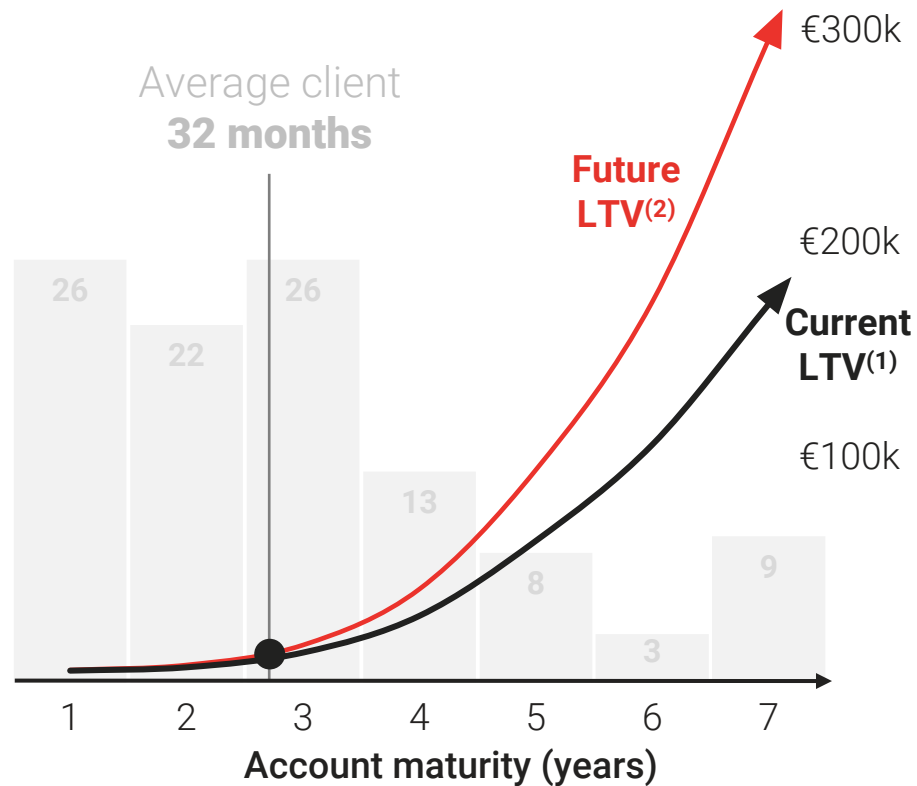
3 Resulting in strong ARR Expansion

	m1	m12	m24	m36	m48	m60	
2018	1x	1.8x	9.2x	10.5x	11.3x	11.7x	
2019	1x	1.6x	2.4x	3.2x	5.3x		
2020	1x	1.9x	2.0x	1.6x			
2021	1x	2.7x	3.1x				
2022	1x	1.5x					

Average⁽¹⁾:
4.5x @24m
9.2x @36m

Our client portfolio is **young** Growth is **inevitable** with **time** and a shift to **higher LTV**

1 Lifetime Value evolution



2 Future LTV growth rationale

Price **increase**

Larger product range

Track record

Improved **upsell tactics**

Current LTV includes pandemic

The **current** client portfolio has **€5m sales and €1.5m ARR** built-in in the next **24 months**

	Current clients	New clients	Total
Short-term Over next 24 months	€1.9m revenue in 2024 €3m revenue in 2025 €4.9m total revenue⁽¹⁾ €1.5m ARR⁽²⁾	€6m cumulated revenue over 2 years €1m new ARR EoY 2025	€11m cumulated revenue €8m annual revenue €2.5m ARR

Already secured from

- planned deployments
- framework agreements
- historical Lifetime Value

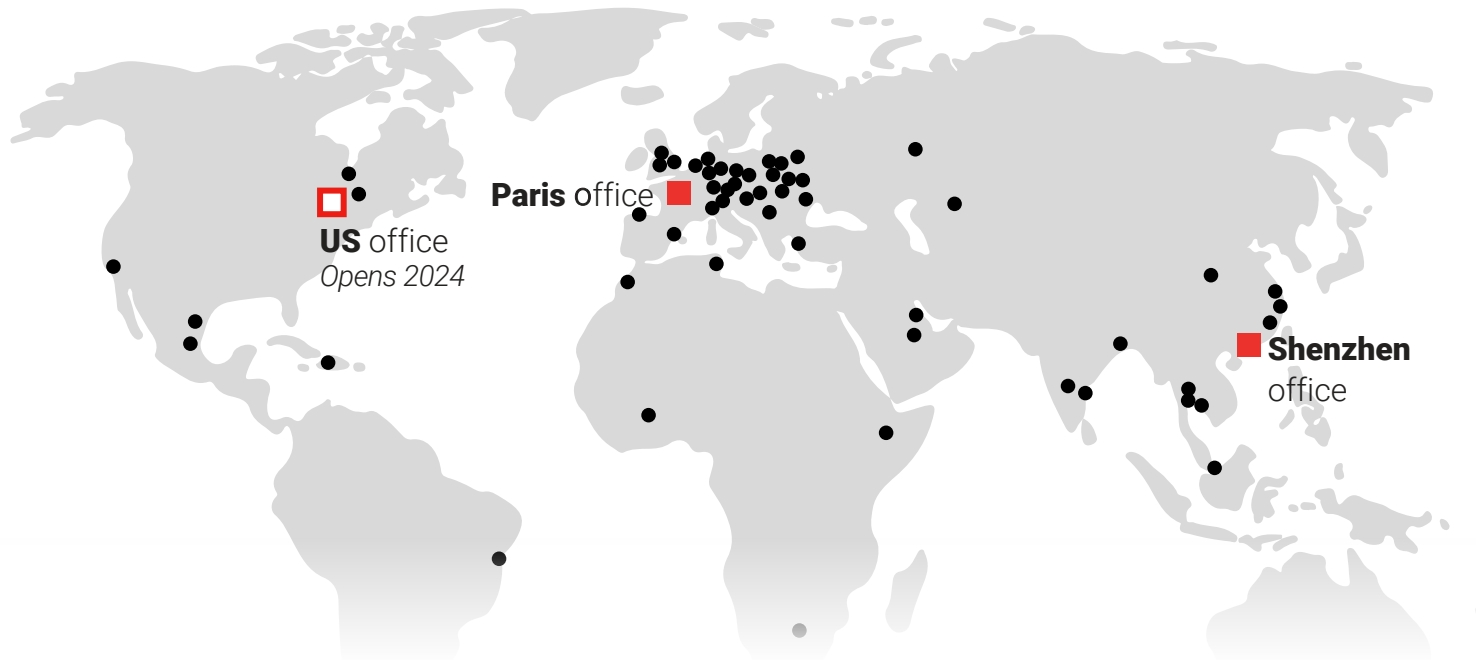
(1) Recognized revenue over 2 years, both hardware sales and licenses recurring.

(2) 2025 EoY ARR from all current clients.

We are sector **agnostic** and **fit all sizes**

	 Auto	 Agri-food	 Aerospace	 Chemicals	 Electronics	 Luxury	 Transport	 Pharma	 Packaging	 Others
Niche 250-1k FTEs										
Medium 1k to 10k FTEs										
Large >10k FTEs										

We already equip manufacturers **all over the world**,
and we are ready to **scale-up**

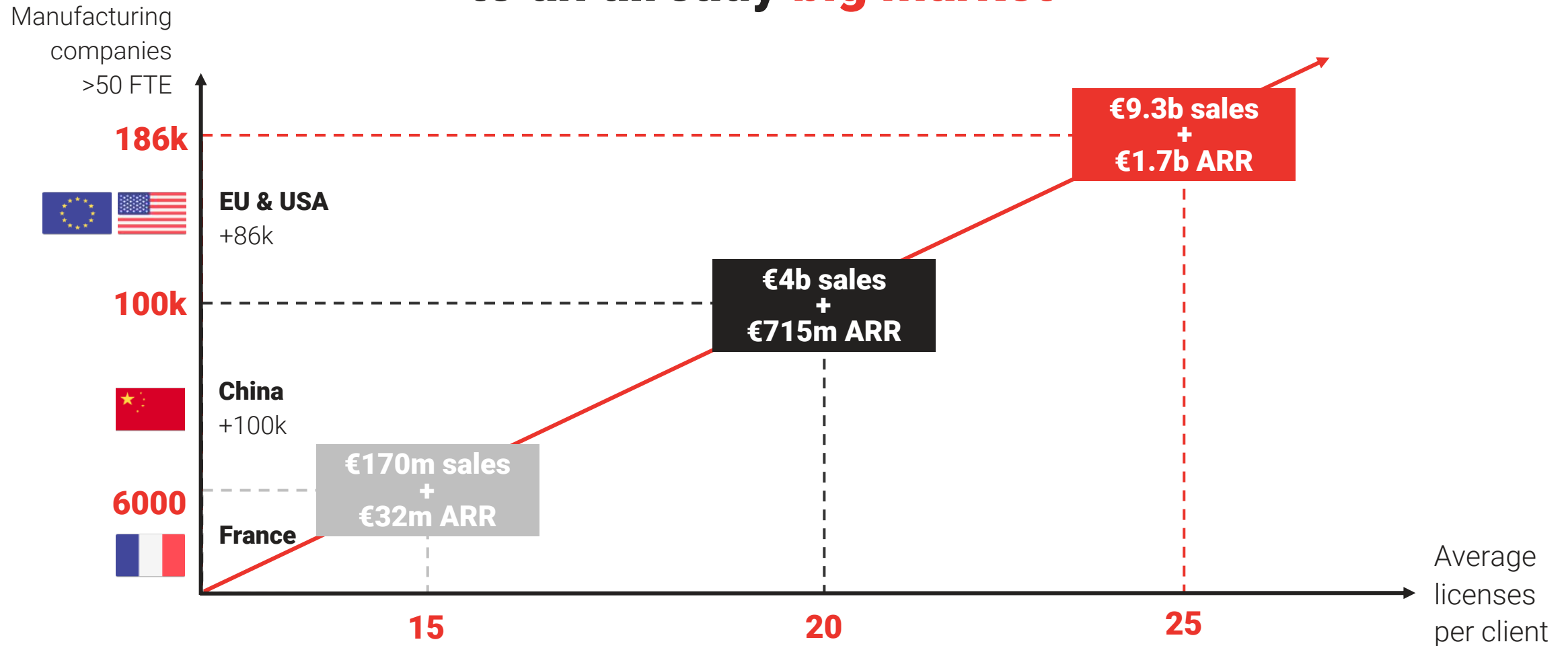


22% of equipped factories are **abroad**

















Our software is available in 19 languages

The **compounding** effect adds depth to an already **big market**



We address mid-market manufacturers with clear **competitive advantages**

		 	 	 
		Direct competitors	Big players	Software specialists
 Price				
 Ease of deployment				
 Custom needs				
 Integration costs				
 Software quality				
 Retrofitting capabilities				
 Shop floor UX				

We are an **experienced** team ready to **scale**, backed by **leading** investors

1 Key people



Francois Coulloudon
Founder & CEO



Guillaume Artigue
Chief Operations Officer



Antonin Sibois
Android Lead Developer



Damien Blondeau
Platform Lead Developer



2 Teams

 **Paris**

20 FTE

Management (4)
R&D (6)
Sales & Mktg (7)
Operations (3)

 **Shenzhen**

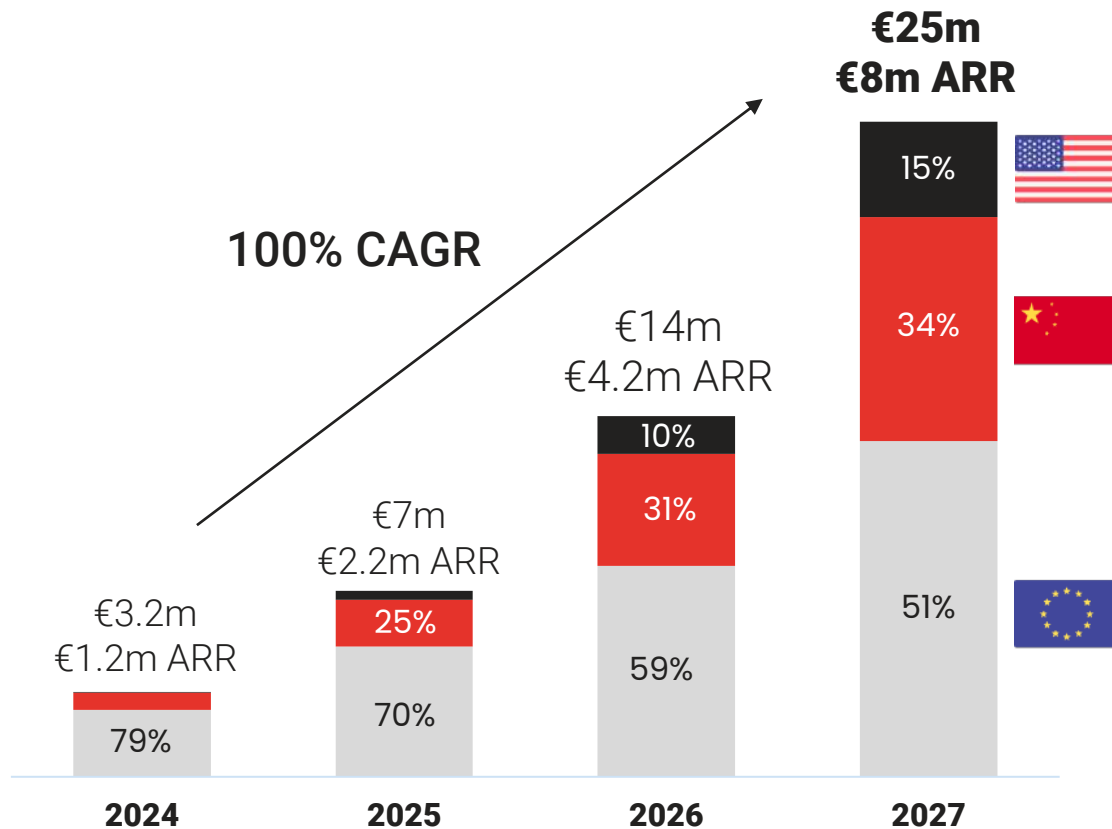
5 FTE

Manager (1)
Sales (4)

3 Historical investors



We raise €4m to reach €25m revenue & €8m ARR by 2027



1 Open the US market

2 Expand our presence in China

3 Continue European growth

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Appendix

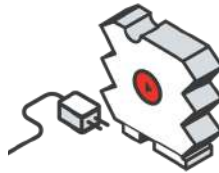
One-size-fits-all makes the solutions **plug-and-play** **Less than an hour** from package to running



Signal acquisition

Through an external sensor or by retrieving a signal

20 minutes



Module connection

Connecting the module to the sensor or signal

10 minutes



Tablet fixing

Installing the tablet on the operator station

10 minutes

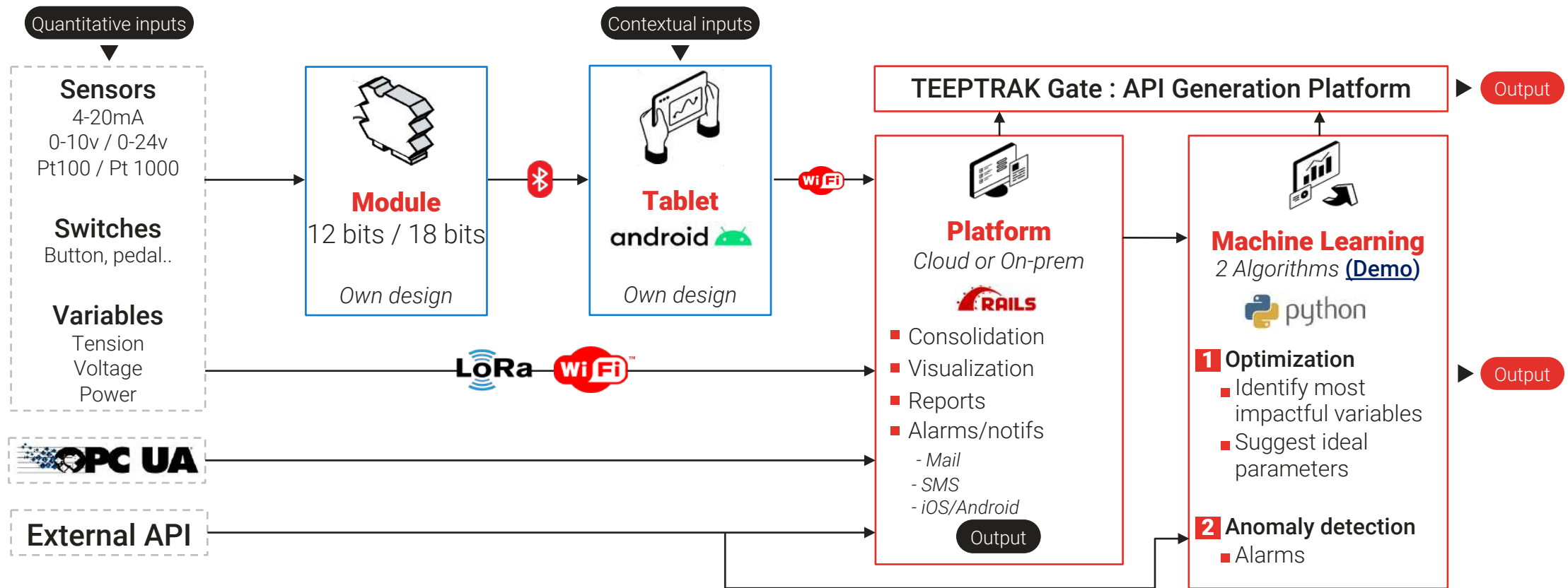


Web configuration

Setting up the virtual factory on the website

10 minutes

We maximize **compatibility** for flawless operations It's **our tech** from A to Z



Current solutions are **unfit** for mid-sized factories

Long setup time



Complex roll-out



Many parties involved
(Software, Integrator, IT...)

6 to 9 months install
for each site

Heavy CAPEX



Retrofitting old machines



Proprietary protocols

€400k to €1m
Minimum
implementation costs

Overkill features



Digital twins



Advanced ML models

€400k to €1m
Minimum
implementation costs

Positive ROI **only achievable on very large sites**