

THREEDY GmbH

Rethink
Industrial 3D



The Core

- 10 years development ·
- Welded core team ·
- Fraunhofer spin-off ·
- Fast growth over first 2 years ·
- Hiring expert knowledge ·
- Industry-experts Board ·



The Paradigm Shift



- "Google maps" for 3D data
- First data-driven end-2-end visual computing middleware
- Industry-proven along life cycle
- Accelerate Digital Transformation

The Validation

- Strong customer base ·
- German automotive OEMs ·
- Engineering & construction ·
- Multi-year framework contracts ·



The Game Changer



- 3D data & compute virtualization
- Any Data, Any Device, Any Size!
- Smart compute distribution
- KPI-based continuous optimization



SIEMENS

TRUMPF



edf

The Strategy

- Subscription-based token licenses ·
- License-enablement projects ·
- Exceptional CLV (ACL >10 years) ·
- Strong partner network ·



The Acceleration

- Execution: Series A Q2 2023
- Expand technology leadership & integrations
- Market entry in new sectors
- Internationalization
- Multiply ARR > 10x over 5 years, strong upsides

Visual Computing Pioneers

Decades of expertise complemented by outstanding hires



Christian Stein
CEO *



Dr. Johannes Behr
CPO *



Maik Thöner
CTO *



Sascha Räsch
PS & QA *



Stefan Domdey
VP Sales



Andreas Holz
CFO

25 years of research
experience

>25M € R&D Invest
over last decade

Founded in Q3/2020

An extraordinary team to drive the paradigm shift

* Founder

50 heads by Q2/2023

Advisory Board
packed with
Industrial Software
Expertise



matterwave®
ventures

Fraunhofer
VENTURE

High-Tech Gründerfonds

Experienced in
International
expansion

Exceptional team
spirit due to
common history

Exploding demand
for industrial 3D
to bring
Digital Twins &
Industrial Metaverse
to life!



<https://www.pkfraunhofer.de/>

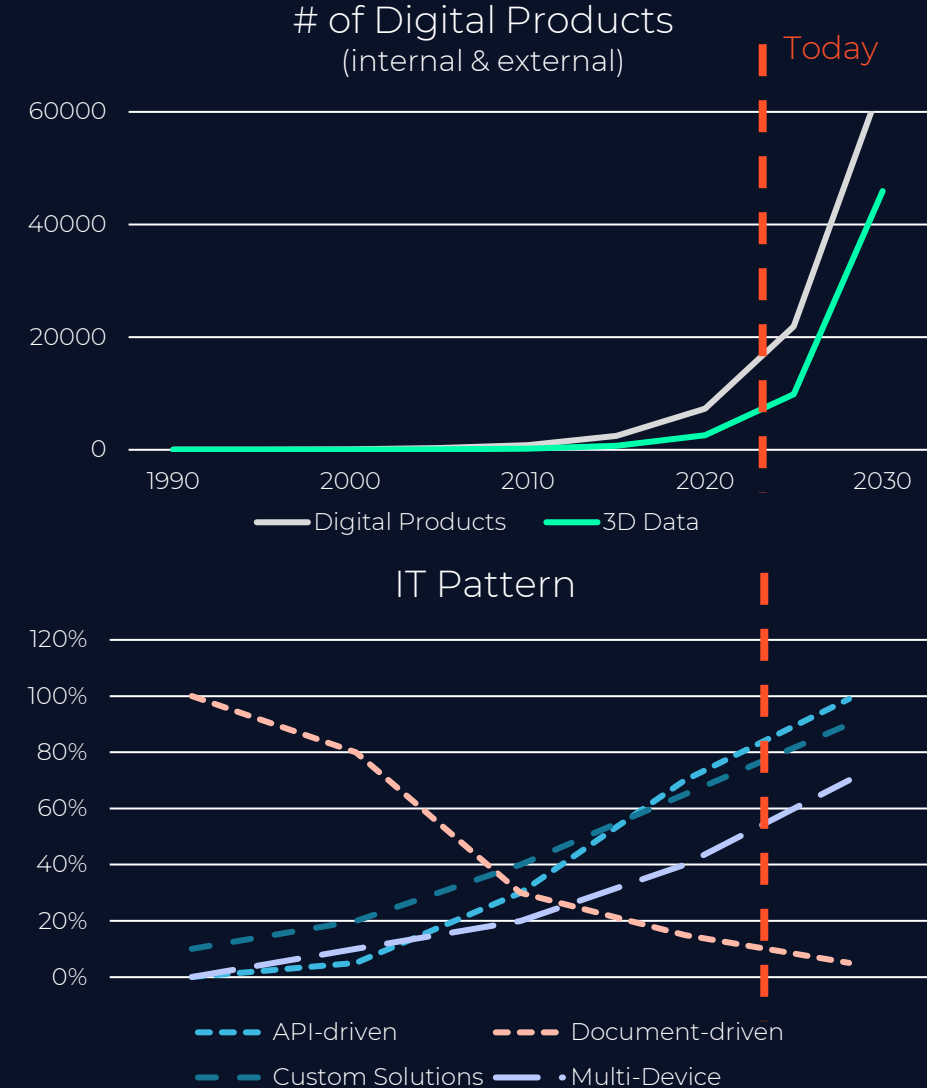


<https://www.autopromotec.com/>



<https://job-wizards.com/>

Customers accelerate
Digital Transformation
with growing # of tailor-made
Digital Products
to accelerate
Time to Market
for physical products



Web Technology
is today's dominant
application platform

Hyperconnectivity



- Progressive data & apps
- Desktop, mobile & XR
- Multi-user, Multi-channel
- Distributed data governance

Interoperability



- Dynamic, user generated content
- Rich user experience
- Mobile first
- Databases & APIs

Static content



- Discrete data
- Single user
- Server compute
- Blocking transmission

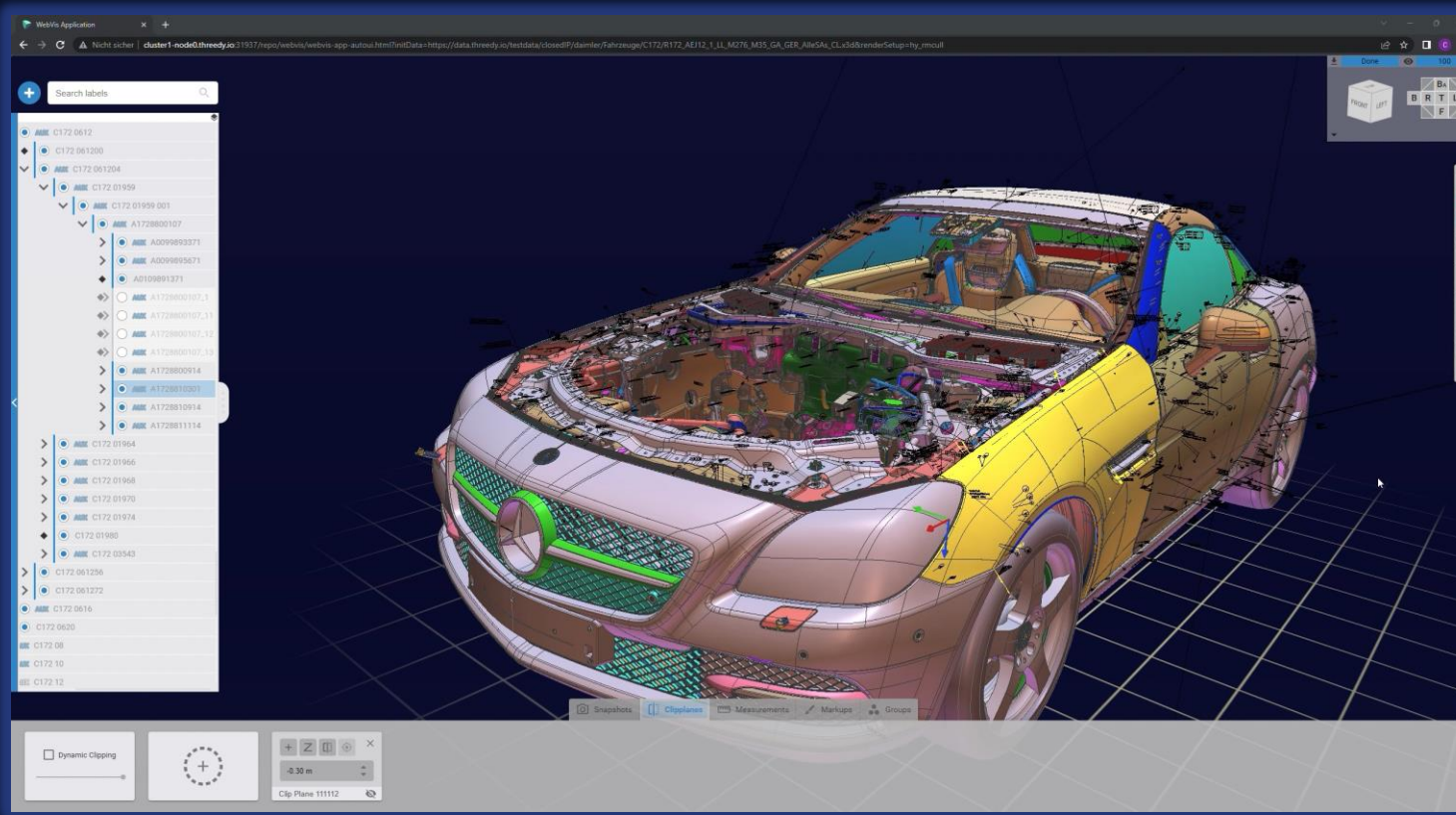
But **current 3D technology won't deliver** on the 3D data omnipresence!

3D Technology Today

- Discrete & closed files
- Coupled transfer & processing
- Server vs. client compute
- Data size & format explosion
- Costly conversion as band-aid fix

instant3Dhub: “Google Maps for 3D Data”

API Platform to Enable Company-wide Visual Computing



Data integration via
live-links to harmonize
single source(s) of truth
e.g., PLM or Digital Twin
backends

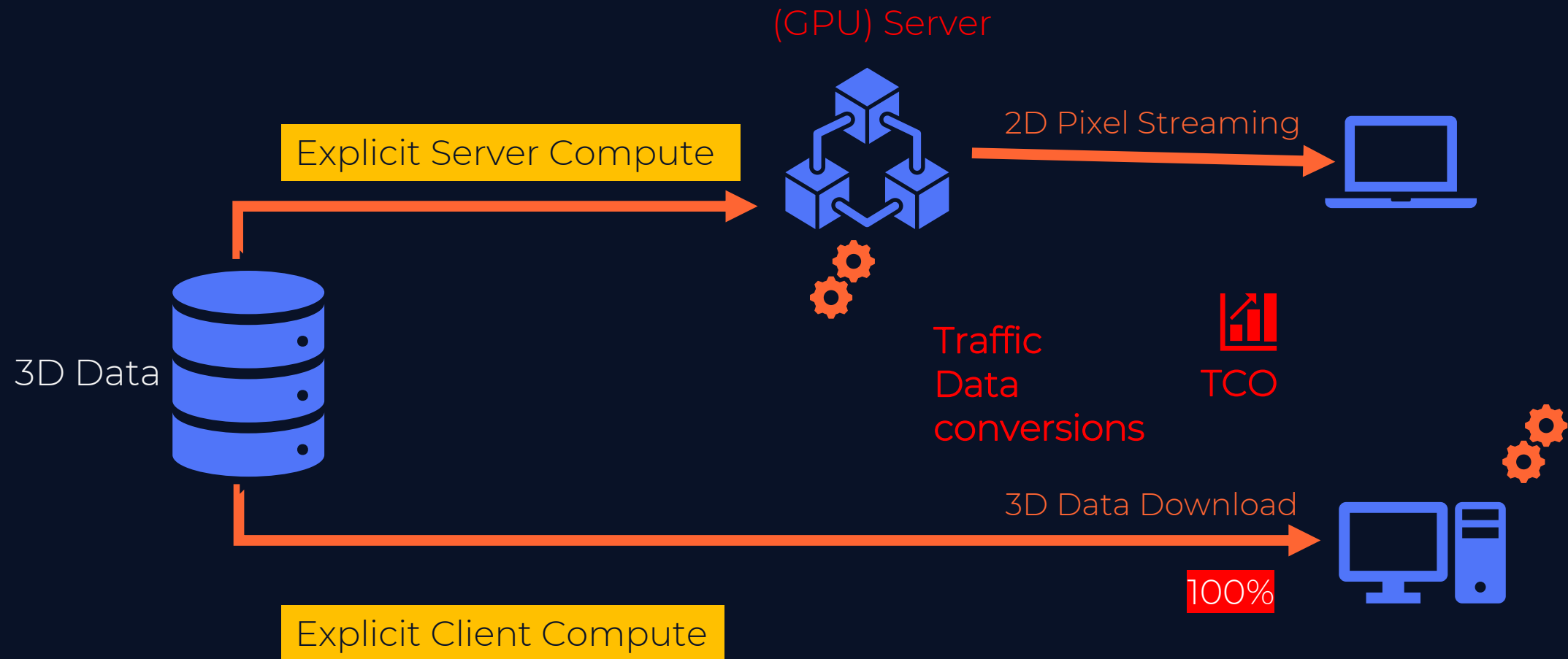
First data-driven
Visual Computing middleware
for fully automated
distributed computation &
progressive streaming

Packaged
Standard Apps
& **Custom App**
built on service APIs

Any Data **Any Device** **Any Size**

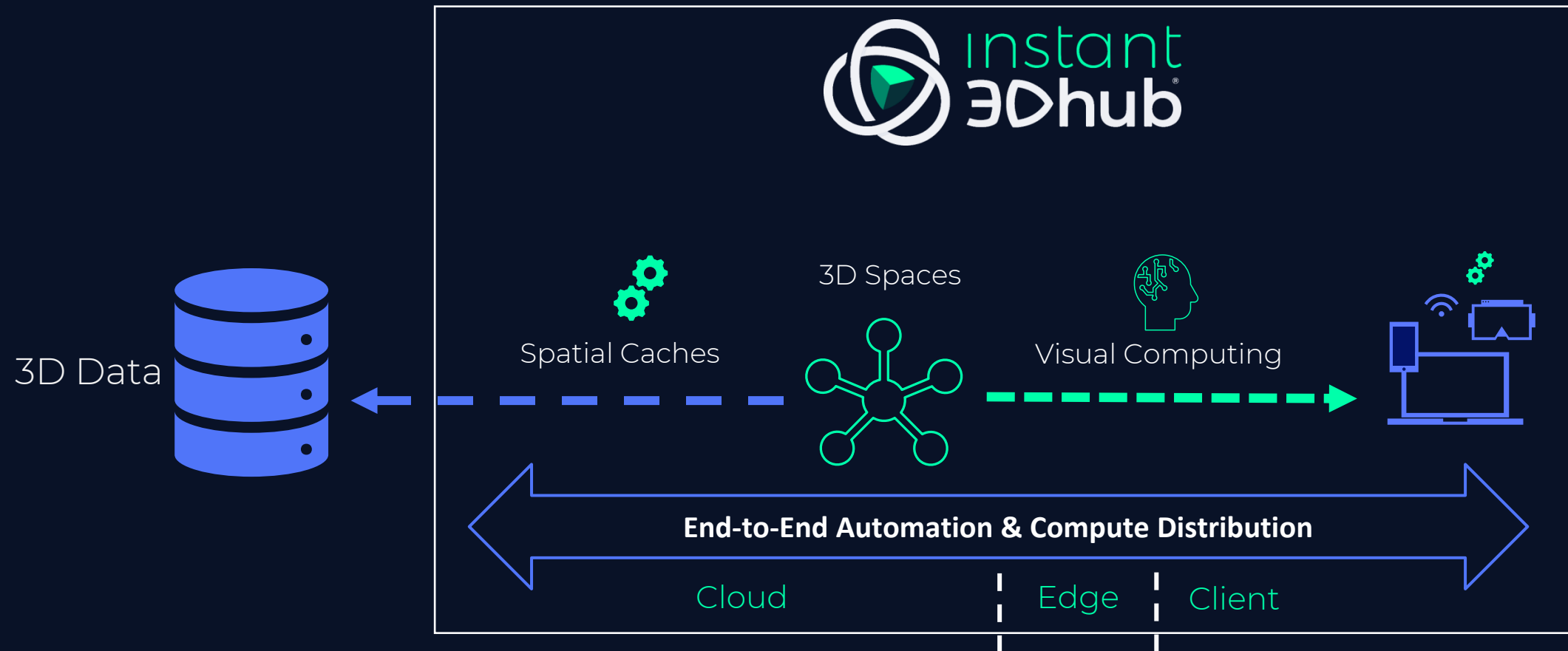
Standard 3D Software Architectures

Download & Local Compute vs. Pixel Streaming



instant3Dhub: Visual Computing middleware

Service infrastructure to automate & distribute computations



Connect.

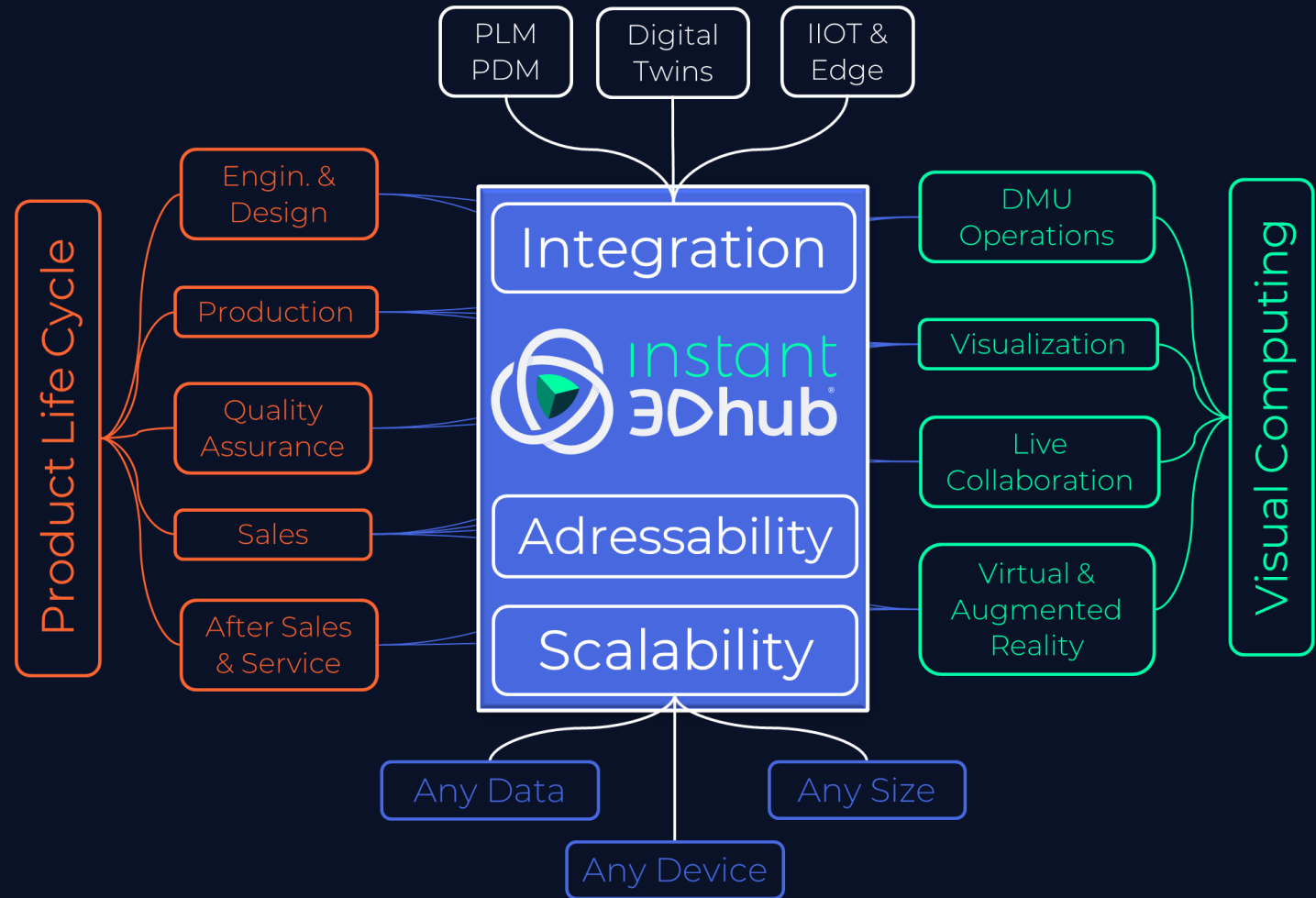
Easily integrate the single source of truth from any data backend building on our standardized gateway.

Accelerate.

Speed up development of complex digital products by abstracting 3D domain complexity.

Transform.

Rethink 3D data utilization along the product lifecycle with a new generation of scalable digital products.



Eng. & Design

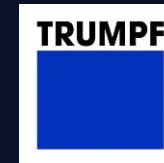
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AfterSales & Service



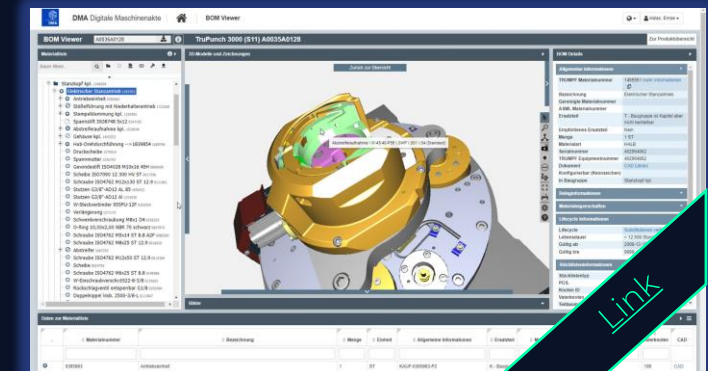
Mercedes-Benz



- “Visualization-as-a-Service” infrastructure backbone
- #1 Use Case: Engineering review & collaboration
- > 2.000 daily users for core applications

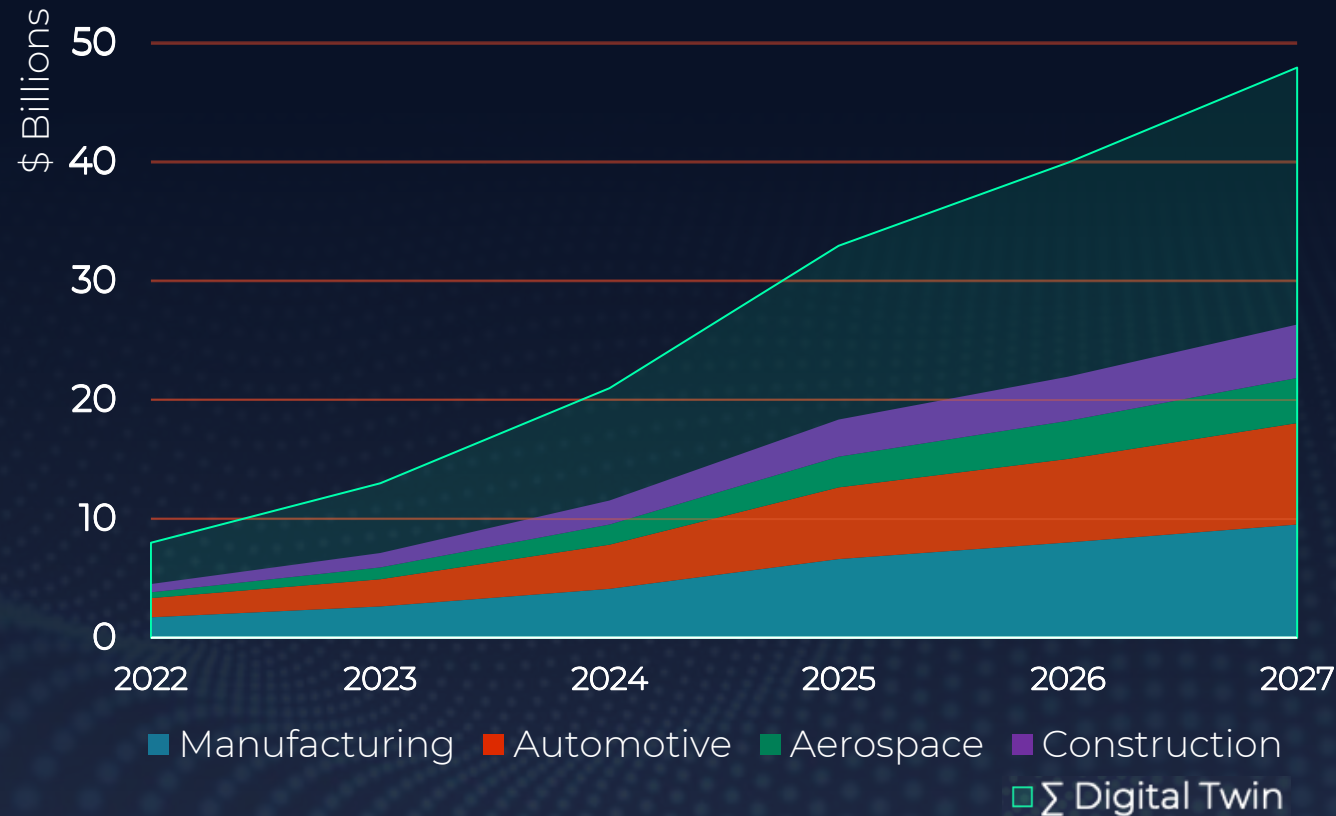


- Company-wide End2End 3D enablement
- Various use cases along product lifecycle
- DARC: #1 AR solution for engineering & backbone for XR Application mesh



- Digital twin for worldwide field service
- 1.7k users accessing > 150k product instances
- Deep integration of live 3D & product data

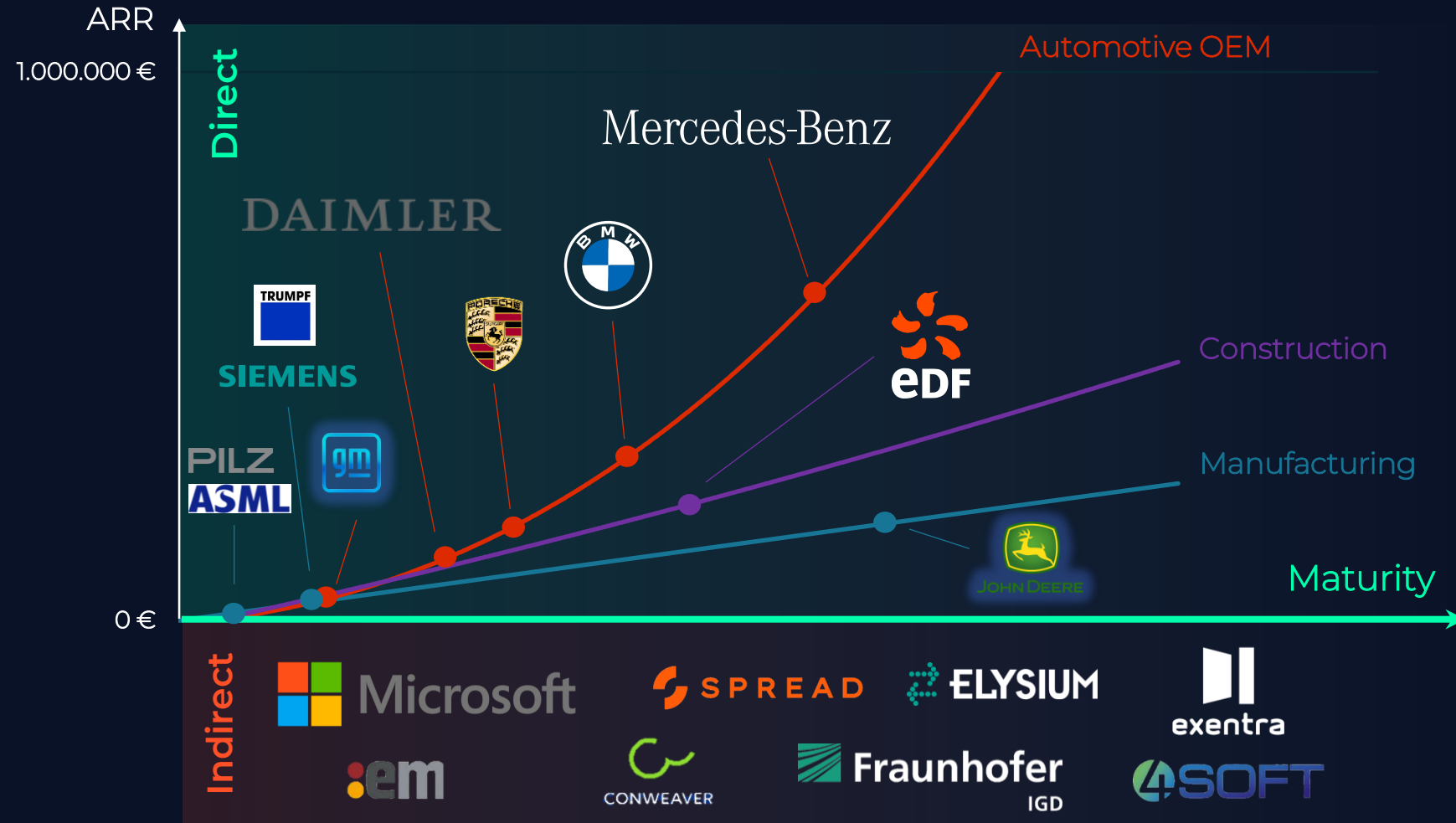
Industrial Digital Twin market 2022 to 2027



**+40% YoY CAGR
growth of Digital
Twin Market**

**Threedy YoY
CAGR above
market**

Customer maturity path



Company-wide Enablement

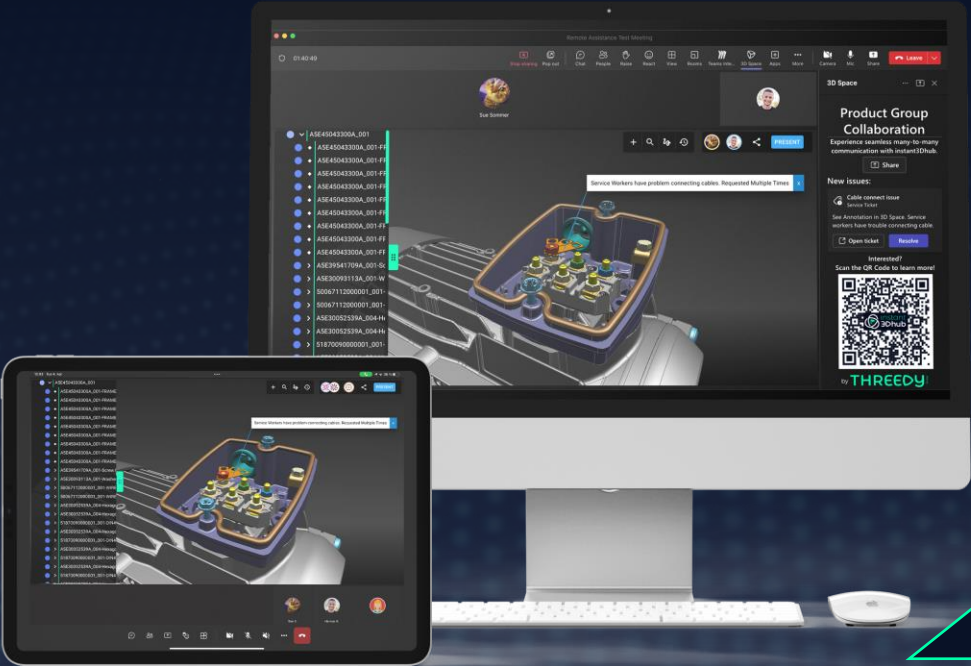
Long CLV due to deep integration (OEMs >10 years)

Land & Expand Sales strategy

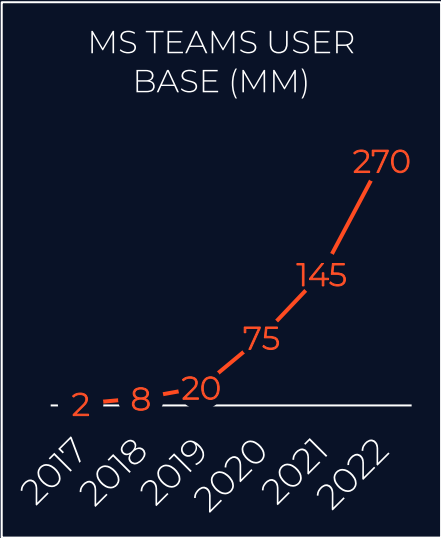
Key partnership with IIoT leader Microsoft, delivers tremendous growth potential.



3D collaboration across engineering & manufacturing “as easy as Office365”.



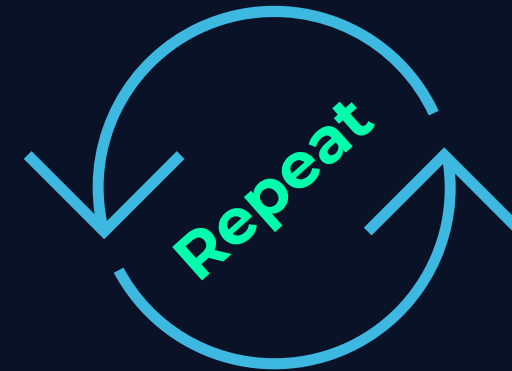
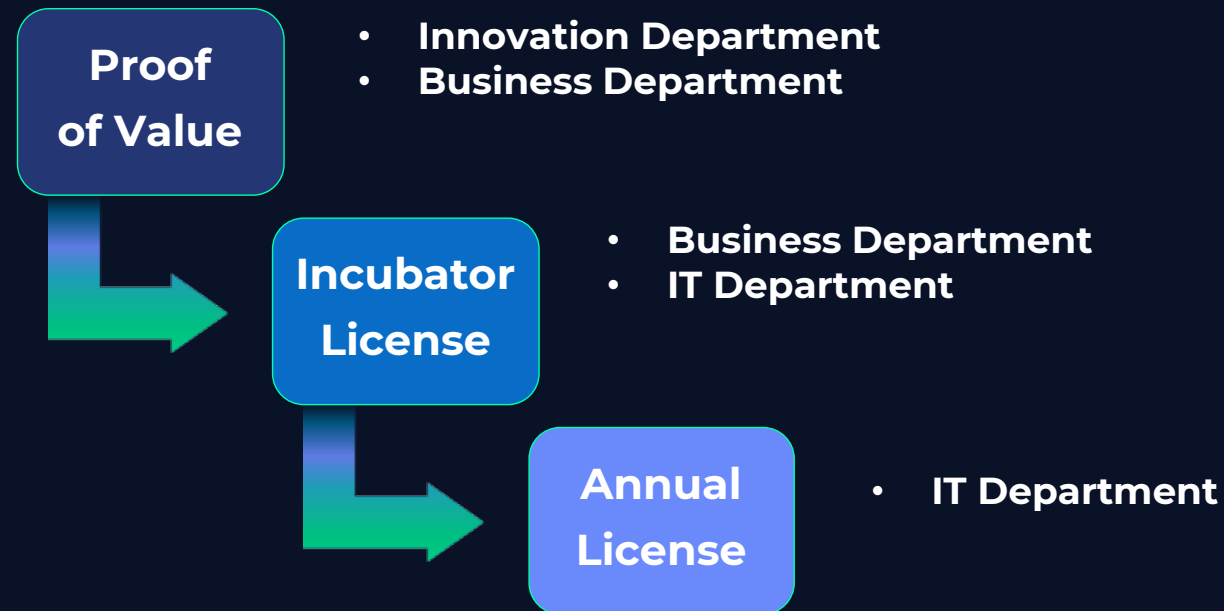
any data. any device. any size.



Source: Microsoft

Scalable sales playbook

Repeatability by standardization



Entry points along the value chain

Scalable & Modern B2B License Model

Subscription-based
Token Licenses



> 3.000 users daily

Supported by
Enablement Projects



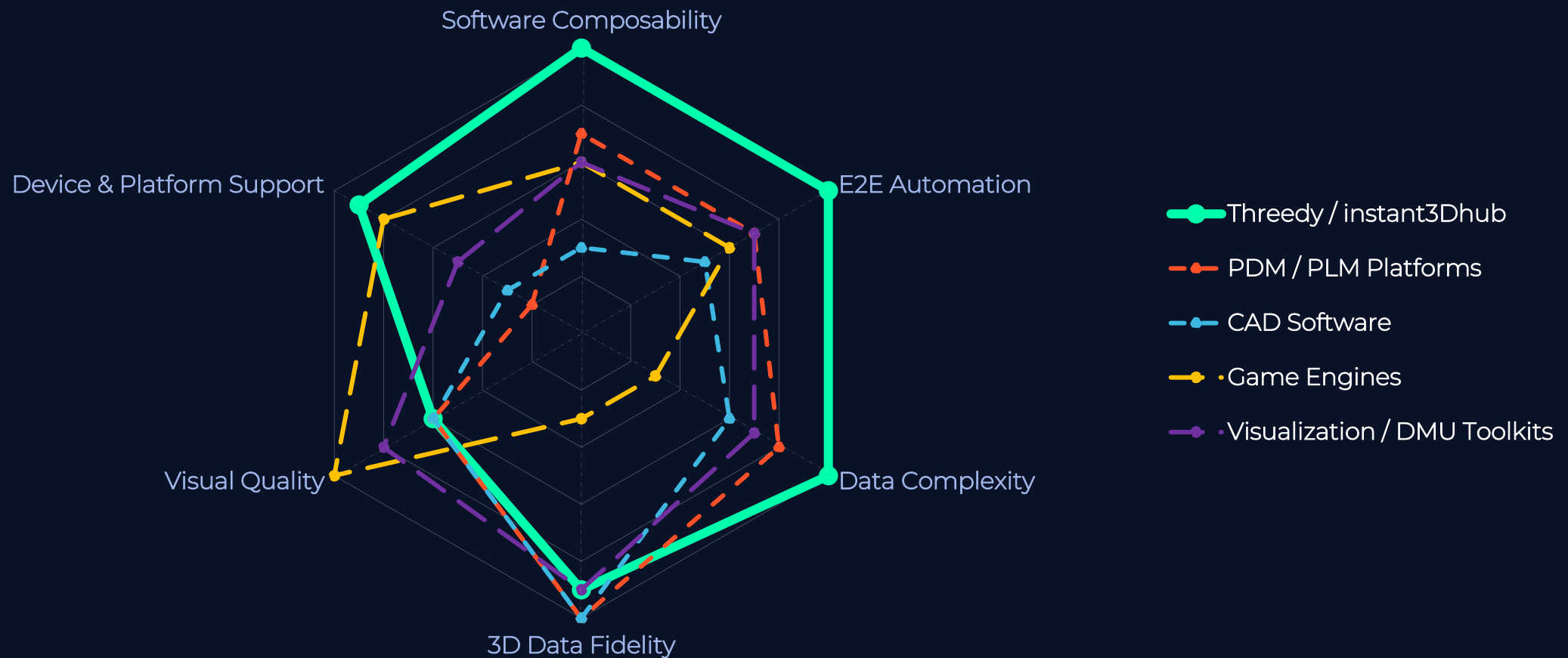
> 30% growth YoY at major customer

To build strategic
Infrastructure Solutions



> 200.000 resources processed daily

A superior technology for industrial 3D data omnipresence



2020

The Foundation

- ▶ Team Transition & Scaling
- ▶ Management Completion
- ▶ Established Sales, BD & PS
- ▶ Customer transition

matterwave®
venturesFraunhofer
VENTURE

High-Tech Gründerfonds

2023

The Acceleration

- ▶ Multiply ARR > 10x (~2x YoY)
- ▶ Strong upsides
- ▶ Fortify technology leadership
- ▶ Additional integrations
- ▶ Market entry into new sectors
- ▶ Initiate large-scale internationalization
- ▶ Existing investors committed

Automotive & Supplier

Construction

Manufacturing

Aerospace, Maritim & BIM

Europe

North America

2021

2022

2023

2024

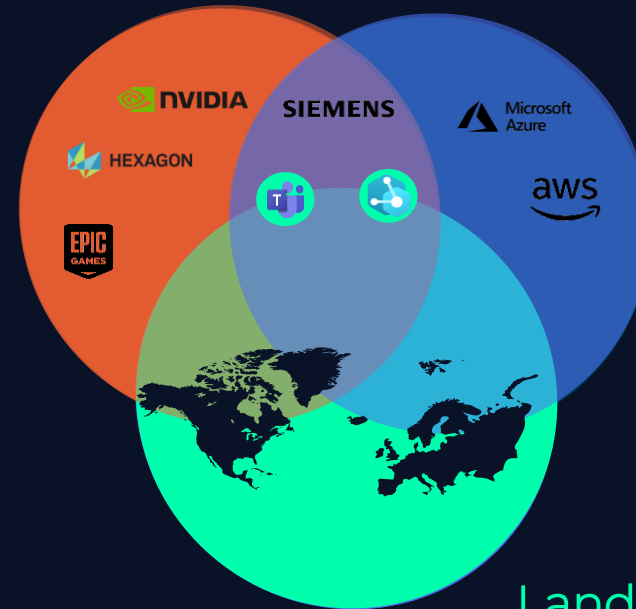
2025

Strong upsides

Technical Invest covered by Series A

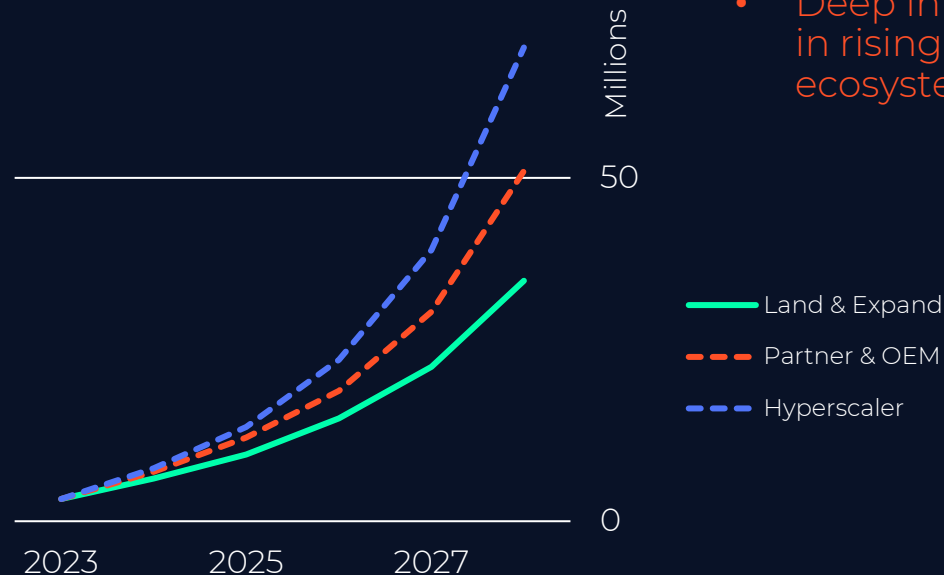
Partners & Software OEMs

- Key technology provider to major software OEMs
- Deep integration in rising cloud ecosystems



Hyperscaler Ecosystems

- Standardized SaaS offering via marketplaces
- Accelerate automation



Land & Expand Base Case

- Multiply ARR > 10x over 5 years
- New markets & regions: multiply proven direct sales
- Extend technology leadership

Rethink
Industrial 3D

invest@threedy.io

