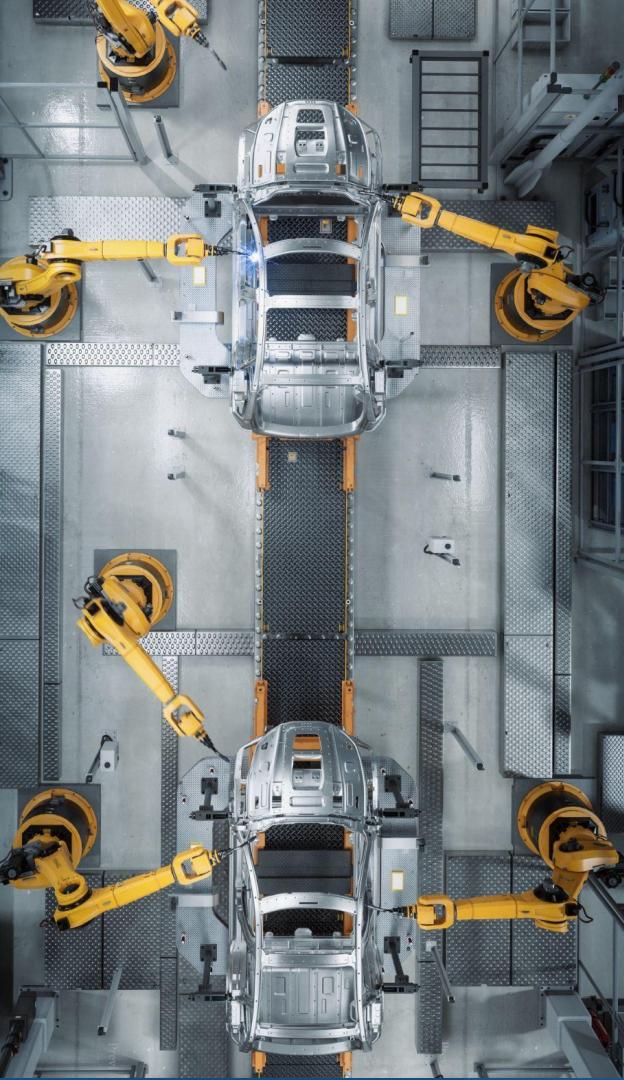




# Cybus pitch deck 2023

## Series A+

Smart factories are possible



Large industrial enterprise customers in discrete manufacturing are in the midst of their digital journey. So far, implementing digital use cases in industry has taken years as companies suffered from data silos and the inability to replicate pilots, burning millions of euros and wasting scarce resources. These companies are now realizing that half-hearted attempts at transformation will only result in sunk costs.

**In this era of rapid digital transformation,  
time is the ultimate currency.**

**Let us introduce our solution.**

# The obstacle: Production data is still far from accessible.

## Shop floor is not designed to be connected

- › Huge protocol and interface variety
- › Legacy IT systems and data silos
- › Complex network topology in factories, cybersecurity vs. omni-connectivity?

## Organizational responsibilities are unclear

- › Knowledge and business cases are too scattered in the organization
- › Is IT a driver or a preventer?
- › Is production digitization a CFO or COO topic?

## Make or buy decisions paralyze transformation

- › The complete factory IT landscape is transforming – where to start? Edge or cloud?
- › Use case driven budgets tend to create even more silos

**Financial impact of Industry 4.0 initiatives lags expectations by far**



take too long to complete\*



take too long to realize value

... and most are never started or stuck in pilot stage

\*Source: Gartner CIO Agenda, 2023

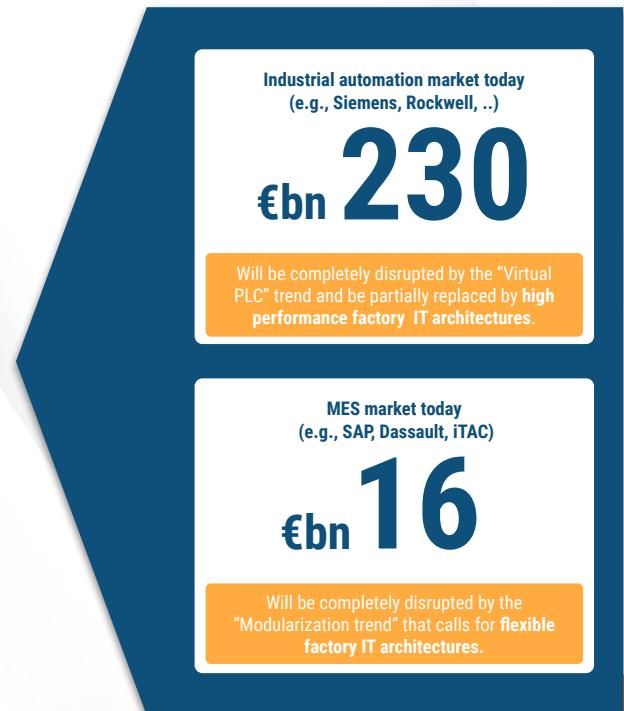
# The opportunity: A growing IIoT market is hitting and disrupting the existing revenue pools of the industrial automation market.



In between automation vendors striving towards the cloud and hyperscalers reaching down to the shop floor, we have identified an **underestimated position** in the technology stack that will be of **high strategic relevance**.

**Control over data infrastructure is of crucial importance** for both customers and vendors.

What is a game of data transparency today, will be the “iPhone moment” of industrial software tomorrow and can even disrupt real-time automation.

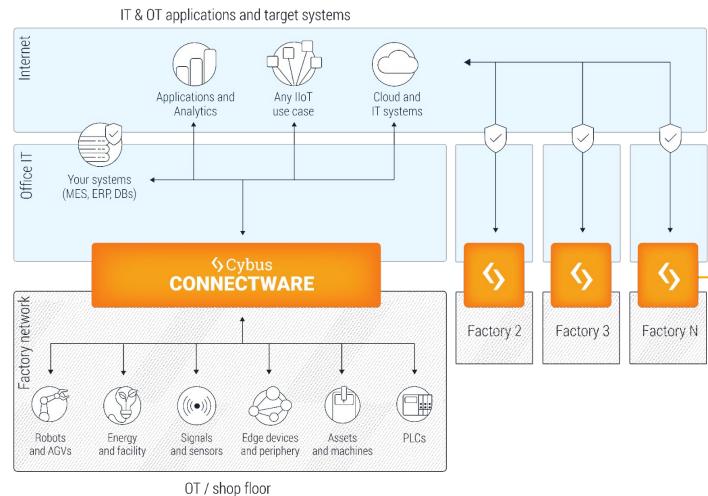


\* Market size estimations by 2027 in US\$, IoT Analytics Research, June 2023

\*\* Infrastructure as a Service

## In the center of this disruption, our factory data hub is a mission critical backbone.

Cybus enables **best-practice data architecture** for the industrial IoT world. Our software "**Cybus Connectware**" is an edge software solution and provides a **customizable, powerful infrastructure backbone** for all (future) digital applications. We solve shop floor connectivity with a highly scalable, Kubernetes based infrastructure approach.



### What is Cybus?

A **vendor independent layer** between asset data and IT applications to leapfrog any **infrastructure** to true **Smart Factory** and standardization across locations

- Connect data from machines, sensors and IT systems only once, and (re-)use it in all applications – efficient and reliable. All relevant protocols are already built-in
- Greatly reduce customization effort, costs, and risk in IT projects
- Save cost in maintenance and optimization of data structures through a high degree of IT automation
- Continuous delivery of use cases through build pipelines in full operations
- Highest throughput and resilience and lowest latency covered by a proprietary enterprise MQTT industrial broker, at the heart of Cybus Connectware
- Fast deployment across lines, sites, or business units
- Scalability through standardization and central governance

# Our product has shown to generate value in diverse use cases.

## Reduced downtime:

Decrease downtime by 9%, saving up to 2.500/h in lost productivity.

## Efficiency improvement:

Boost production efficiency by 30%, leading to increased output worth €10.000/day.

## Cost savings:

Slash cloud costs of use cases by 23%, worth €500.000/annum.

## Innovation speed:

Cut innovation cycle time by 70%, delivering value as early as possible.

**Increased operational performance**

**Increased environmental performance**

## Reduced waste:

Cut waste production by up to 13%, saving €300.000/annum (scrap, disposal, and reclamation).

## Energy efficiency:

Improve energy efficiency by 17%, leading to utility savings worth €75.000/month.

## Lower CO<sub>2</sub> emissions:

Reduce CO<sub>2</sub> emissions by 15%, potentially saving €400.000/annum in carbon taxes.

## Resource optimization:

Boost resource utilization by 20%, saving €200.000/annum.

## Compliance advantage:

Ensure adherence to environmental regulations, avoiding fines, and enhancing reputation.

# Our core promise: Agility. After initial setup, further use cases are easily added to an ever-extending data infrastructure.

## Starting point



Dozens of disparate factories with significant potential for operational efficiency and sustainability

## 4 weeks\*



### Overarching connectivity

Immediate **increase in data transparency** and **accuracy** in the factory.

**Reduced manual effort** for data capturing and correction.

## 6 weeks



### Status monitoring

Potential to decrease **downtime by 8%** by identifying patterns and shortening maintenance reaction time.

## 8 weeks



### Energy management

Potential to reduce **energy costs by 17%** by identifying and monitoring superfluous consumption.

## 10 weeks



### Waste reduction

Potential to cut **scrap by up to 25%** by spotting faults early in the process and reacting faster; avoiding rework.

## 12 weeks



### Scaling across factories

Data and security foundation is set to realize use cases without marginal costs and a small digitalization team. The customer is set with one factory and ready to roll out their blueprint to all other production sites.

\* Timeline based on typical Cybus PoC schedule for a limited subset of the production but easily rolled out to full factory.

# Enterprises must decide between strategies to connect OT and IT.

## DIY / INTEGRATE

Self-developed data hub  
to connect OT and IT

 Heavy multi-year price tag  
and very human-resource intensive

Infrastructure



simplified

Communication



Machine connectivity



## CONFIGURE

Combine the adaptability  
of self-developed hubs with the simplicity of  
standard solutions



Flexible, customizable, scalable,  
manageable, and affordable

-  Leverage existing data models and initiatives
-  Provide data consistently and reliably
-  Configure and centrally govern data
-  Integrate and enhance the production environment  
to scale any use case



Most advanced European  
data hub solution



Most advanced US data  
hub solution

## BUY

Low code solutions for single use  
cases to connect IT to OT

 Limited flexibility,  
customizability, and scalability

Market players



# Who we are and what we stand for:



## Peter Sorowka

- CEO (former CTO) of Cybus, now **leads Cybus and enterprise sales**
- Designed and built the foundation of Cybus' technology and envisioned the product

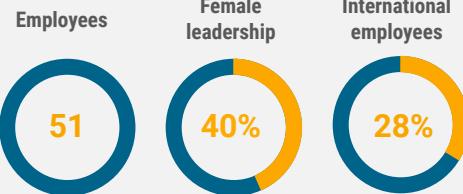


## Jasmin Skenderi

- Experienced CTO complementing Peter with his proven record of leading companies and building industrial products for 20 years
- Brought Cybus' technology to a level of **enterprise-readiness** and **production-critical quality**

## Together, we are building a company with strong values:

### Diversity of thoughts and leadership



### Trustful collaboration and open discussion culture

Advisory/expert board	Backing investors
Ralf-M. Franke Former CEO Siemens Factory Automation	
Ralf W. Dieter Former CEO Dürr, Carl Zeiss and more	
Henrik Schunk Chairman Plattform Industry 4.0, Vice President VDMA	

### Customer and partner centricity

Selected customers	Selected partners
Production-critical at Porsche	

2 offices: Hamburg (HQ), Berlin, Funding so far: €11m

# The question everybody asks me: **What took you so long?**



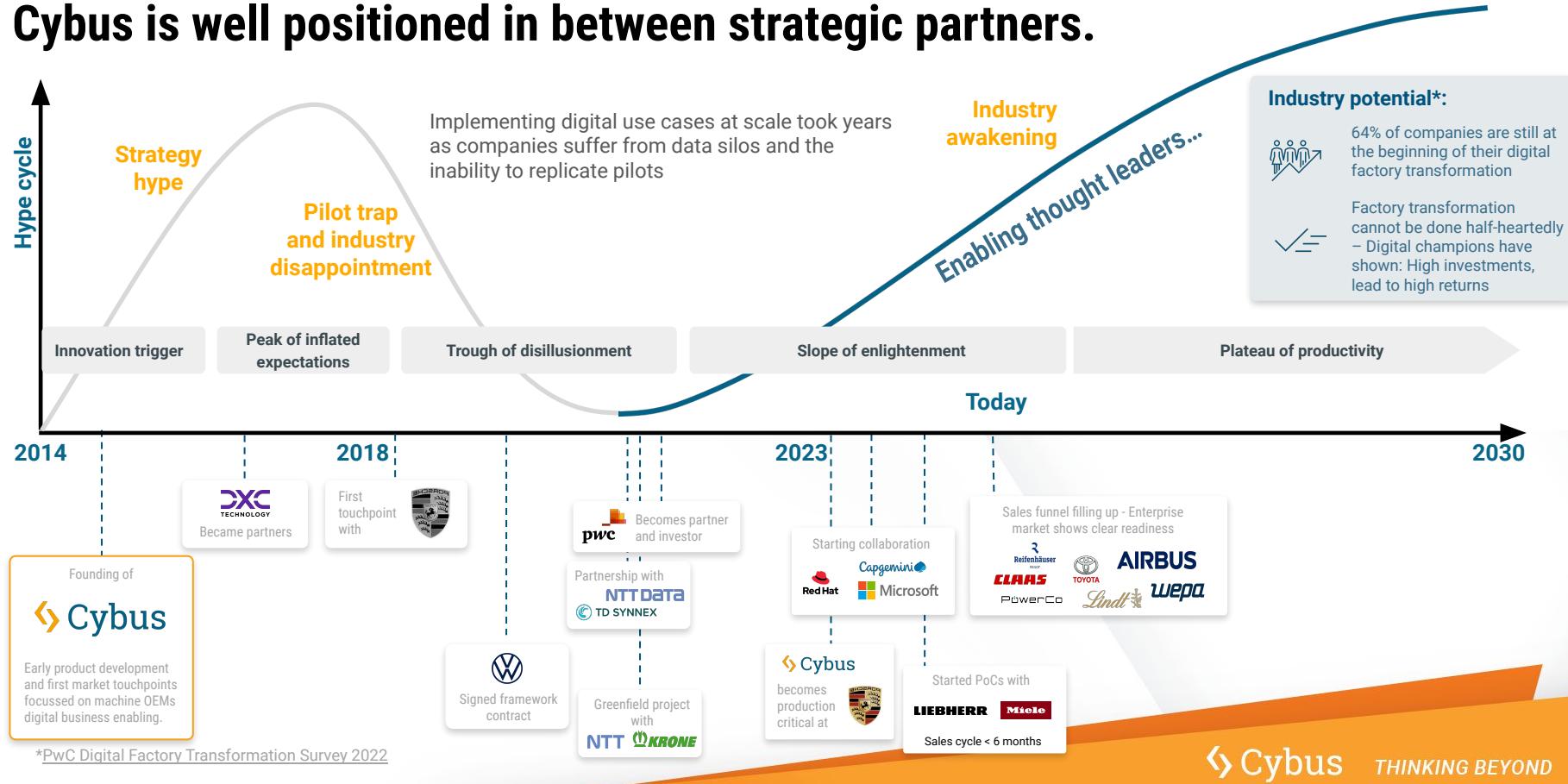
**“During the last years, the discussion around Industry 4.0 was characterized by exploring use cases and preparing organizational change. The broad market has seen only very few actual rollouts but many pilots.**

Today, it is clear that a **substantial edge infrastructure** is needed for exploiting the full potential of production digitization.

Most **larger companies** are now ready for **significant investments** into this data infrastructure. And we are ready to deliver, as we proved as critical infrastructure at Porsche.”

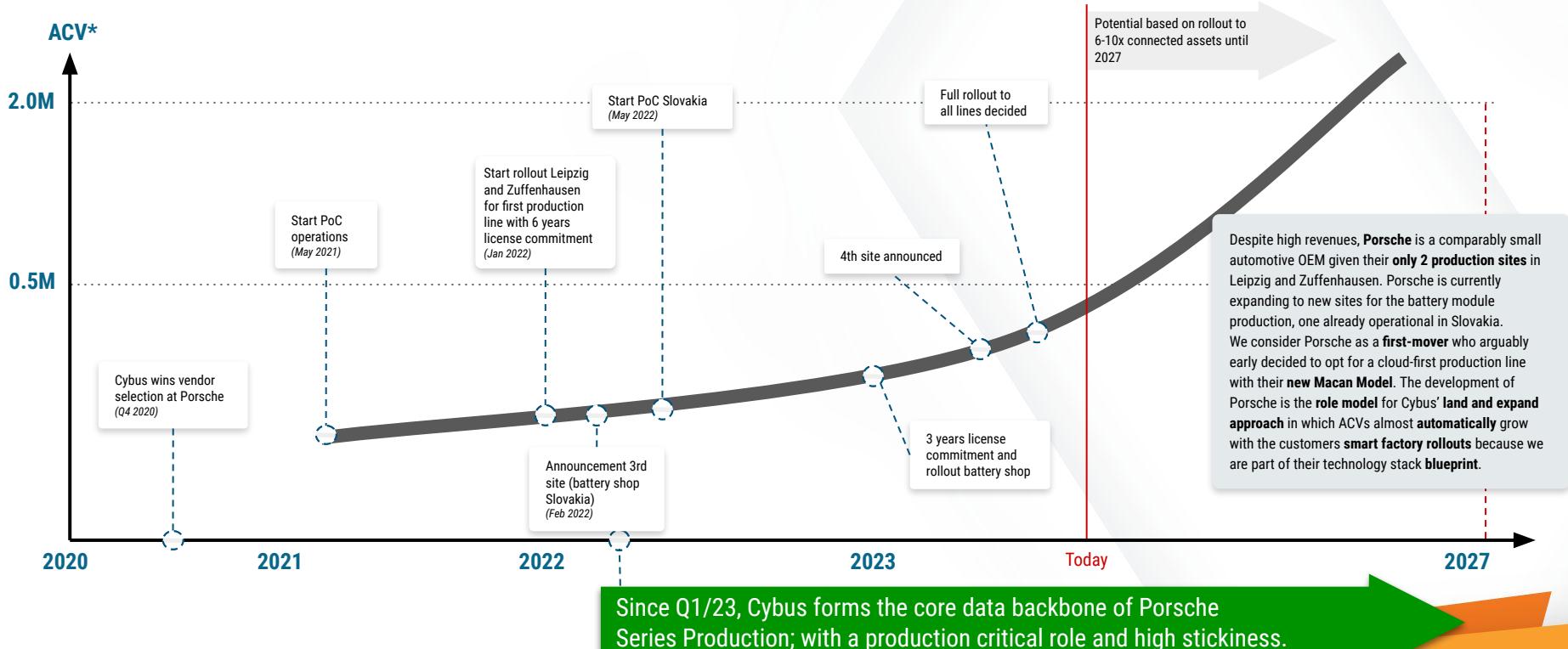
*Peter Sorowka, CEO Cybus*

# The Industry 4.0 hype cycle is long, but the ecosystem is settling. Cybus is well positioned in between strategic partners.





We are pursuing a site-by-site land and expand approach as shown at our reference customer Porsche.



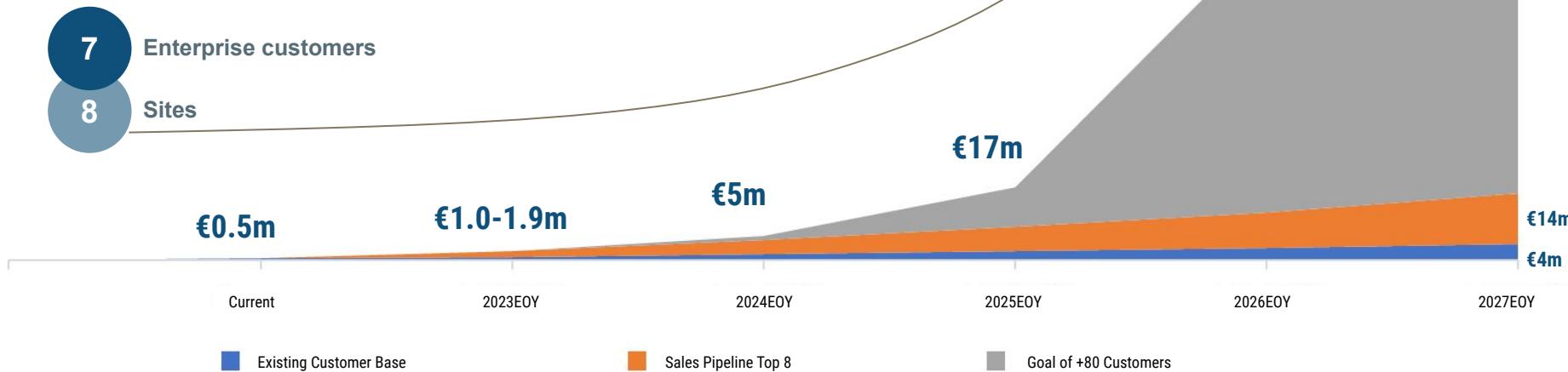
\*Annual Contract Value in €

# ... Unleashing the high scalability of our business model

ARR forecast based on our goal of **100 customers**



We don't need many customers to scale.  
We roll out across their sites.  
And once we are in, we stick more with every  
further use case.



# We are on the way to be the shop floor operating system for global rollouts. Our go-to-market starts in Western Europe.

We identified **>700 target enterprise customers** in discrete manufacturing in DACH, Benelux and Nordics, where we will systematically execute our new, highly structured sales strategy.

We see accelerating sales cycles, currently at 6 months from cold outreach to PoC.



Approached and engaged since January 2023

**>150**



Offer requested / PoC in progress

**>15**



Customers in series production



We are targeting enterprise grade **digital pioneers** who demand and require **best practices** – typically enterprise customers with **>€1bn revenues** and **>10 production sites** to transform

Cybus statt Porsche-Werk mit digitaler Infrastruktur aus  
20.02.2021 | Quelle: Pressemitteilung  
In den Porsche-Werken Stuttgart-Zuffenhausen und Leipzig wurde eine gemeinsame Dateninfrastruktur und universelle Cloud-Konnektivität basierend auf Cybus Connectware realisiert.



Das Unternehmen Cybus hat gemeinsam mit Porsche verschiedene digitale Lösungen entlang des Fertigungsprozesses ermöglicht. Ein wesentlicher Vorteil, wenn es darum geht, zwischen den beiden Werken Stuttgart-Zuffenhausen und Leipzig einen Hubs einrichten, dass die Shopfloor- und Operative Technologie (OT) mit der Werks-IT verbindet (auch Integration von OT und IT). Porsche hat sich dieser Herausforderung gestellt und gemeinsam mit dem Industrial Cloud Community Partner Cybus eine übergeordnete Lösung gefunden, die die Produktion optimiert. Diese Lösung kann nun im Zukunft auf weitere Standorte im Volkswagen Konzern übertragen werden.



Gemeinsam mit unseren Partnern FIR e.V. an der RWTH Aachen und Cybus bringen wir das Shopfloor Management bei KRONE auf das nächste Level und optimieren die gesamte Produktion.«

# We are raising funds for elevating Enterprise Sales and User Experience

1

**Building a high-impact sales force**  
→ Quicker customer gain  
→ Push deal ACVs higher

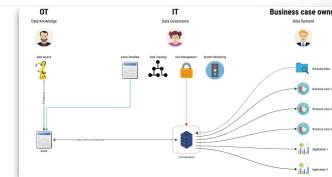
We will invest in a top-tier sales team, specialized in swift, high-value enterprise deal closures. This accelerates customer acquisition, shortens the sales cycle, and drives rapid revenue growth, enabling us to better serve larger clients and secure our market position.



2

**Investing in advanced collaboration features for data excellence**  
→ Broader target group  
→ Quicker expansion and upsell

We are committing resources to enhance our product's data collaboration capabilities, positioning it at the forefront of the market. Simultaneously, we will ensure top-notch performance, security, and integrations. Our focus on collaborative features reflects our commitment to driving user engagement and facilitating seamless data-driven decisions across enterprise.



3

**Revolutionizing shop floor connectivity with AI-driven infrastructure**  
→ Getting ahead of competition

We are channeling investment into a unique AI-based co-pilot to revolutionize the integration of shop floor knowledge into extensive industrial connectivity. Leveraging our exclusive 'infrastructure as code' approach, this ground-breaking development will catapult Cybus beyond existing low-code solutions, significantly amplifying shop floor connectivity and setting an unprecedented industry standard.



# To realize our vision, we are looking for strong partners:

- Who know the industry and will be strong sparring partners for us as we realize our **vision** of becoming the **world's leading shop floor operating system for data-driven applications**.
- Who give us the same **confidence** and **backing** as our highly respected advisory board/expert panel and existing investors.
- Who will lead our Series A+ with a contribution of **€3-4m**. The remaining volume to reach the total planned round size of **€7m** is already committed by existing investors and potential co-investors.

“ One day, we will make implementing and using digital apps for industrial operations as easy as using apps on a smartphone.



- **Pain:** Industrial enterprises with multiple production locations struggle to efficiently integrate their assets and systems, leading to data silos, complexities, and missed opportunities for optimization. Industry 4.0 remains in pilots and doesn't scale.
- **Solution:** Cybus offers Connectware, a software defined data infrastructure solution that seamlessly connects production assets with external systems. With its scalability, usability, and collaboration features, Connectware addresses the integration challenges faced by enterprises, enabling them to unlock the full potential of their operations.
- **Our business moat:** Cybus differentiates itself through a combination of usability, scalability, and collaboration. The infrastructure as code core and no-code elements provide a comprehensive solution, while the focus on multi-location production and Industrial DevOps creates a strong barrier to entry for competitors.
- **Why invest now:** The timing is ideal for investment in Cybus. The demand for seamless connectivity and integration solutions is rapidly increasing and Cybus has established itself as a thought leader in the industry. By investing now, investors can be part of the company's growth trajectory and capitalize on the expanding market opportunities. We are facing a strong momentum and are very well positioned via our partner network (Microsoft, TD Synnex, NTT Data, Capgemini, PwC, etc.) to become the shop floor operating system for the global digital rollouts of industrial enterprises – targeting discrete manufacturers with >€1bn revenues.
- **And the great thing about our business model:** Cybus operates on a subscription-based model, ensuring predictable and recurring revenue. The flexible pricing plans based on agents, sites, and use cases allow for scalability and customization. With a focus on customer success and support contracts, Cybus aims to maximize the value delivered to customers while driving sustainable profitability. We don't need many customers to scale. We roll out across sites and reach a turnover of €133m in 2027 when we achieve our goal of 100 enterprise customers thanks to our scalable business model and customer stickiness.
- **What we are looking for:** Strong sparring partners who know the industry and have confidence in us that we can execute our vision and lead our upcoming €7m Series A+ round with a contribution of €3-4m to optimize and scale our sales engine, professionalize our processes, and continue to excel in our technology.

Let's talk!

## Peter Sorowka

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