

**Turn your operators
into Frontline
Champions**



Investor Deck

Letter to the investor

European manufacturing companies are facing significant challenges in the area of digitalization, which is crucial for their competitiveness. Oppr offers an **AI-driven SaaS B2B Operations Intelligence Platform** that combines data from machines and humans to generate real-time, actionable insights that address the industry challenges.

Oppr is **designed to empower the human element through AI**. Oppr helps manufacturing companies reduce downtime, increase efficiency and standardize processes. This empowers employees, improves product quality, supports faster and more informed decisions, proactively solving problems. Enhancing collaboration between teams, reduce onboarding time, better retain knowledge, and train teams more effectively.

Oppr is **targeting 'operator intensive' small and medium-sized manufacturers** in the Netherlands and Belgium, with a strategic plan to expand into Germany, the rest of Europe, and the US. The focus is on the manufacturing industries with fewer than 250 employees and semi-automated workflow.

Oppr is **seeking 350K euro in funding** to expand its team, launch its commercial product, and grow its ARR to 450K+ euro by mid 2026. This investment will support the company in scaling its operations and capitalizing on the identified market opportunity. With its strong value proposition and targeted approach, Oppr is well-positioned to lead the digital transformation of manufacturing, ensuring its customers stay competitive in an increasingly data-driven world.

We look forward to getting in contact with you,

Floris Wyers, CEO



European Industry is falling behind

European manufacturing competitiveness stands at a critical crossroad, where **digitalization is pivotal for survival**.

With over **70% of transformations failing**, success ultimately hinges on addressing the **often-overlooked human factor**.

Fail to focus on your operators – fail to compete.

European manufacturing market is 8,5 Trillions of euros,
with 87,000 active companies.

Frontline Adoption is the challenge

European manufacturing companies are facing significant challenges in the area of digitalization, which is crucial for their competitiveness.

Many transformation efforts fail due to a lack of focus on the human factor, particularly the operators on the factory floor. This leads to fragmented data, an execution gap, lost human feedback, and struggles with training and onboarding. A significant amount of data goes unused, and valuable insights from the front line are lost.

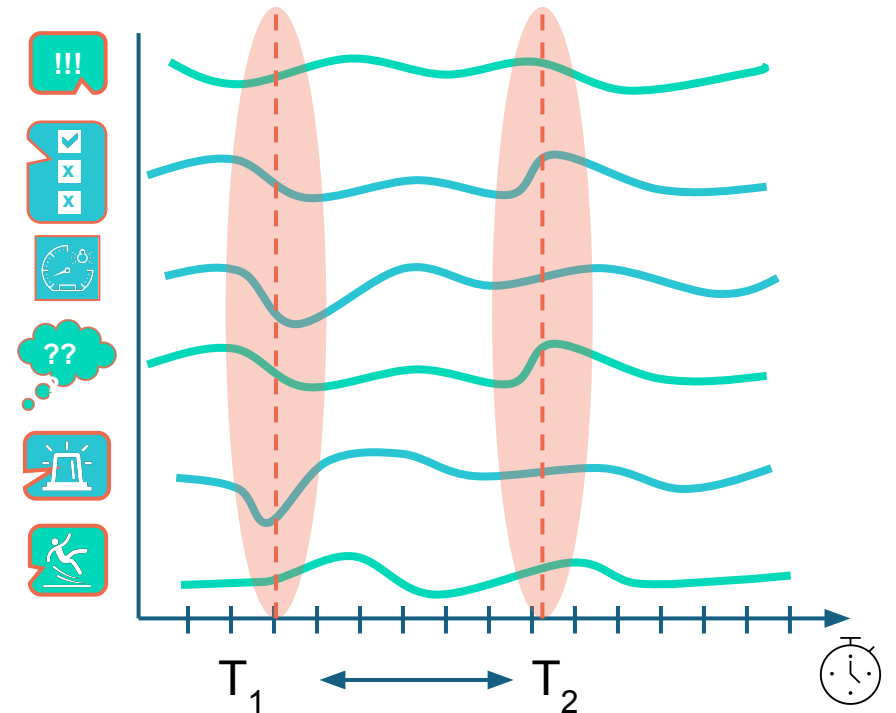
This results in inefficiencies, higher costs, and slower response times.

Fragmented Data	Execution Gap	Lost Human Feedback	Struggling Training and Onboarding	Reactive Problem Solving
<i>"You can't optimize what you can't see"</i>	<i>"Even the best plans fail without proper execution"</i>	<i>"Your team's insights are slipping through the cracks"</i>	<i>"Training workers shouldn't disrupt operations."</i>	<i>"Issues are caught too late, costing time and money."</i>

SaaS B2B Operations Intelligence Platform

Enhancing the human factor through AI,
designed to drive efficiency, improve execution &
Turn your operators into frontline champions

By combining machine data and human
insights into a **Unified Factory Data Timeline**

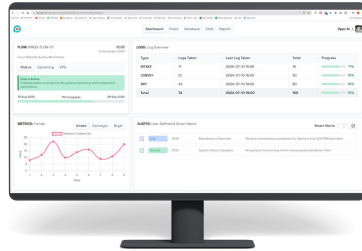


Built on the human-driven feedback loop

Data

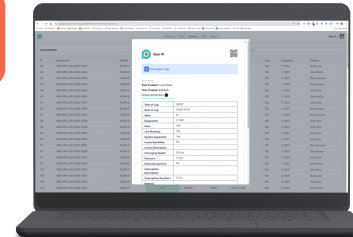


+ AI

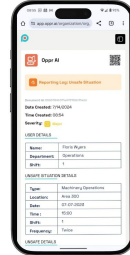
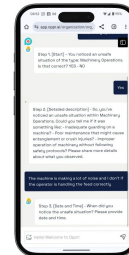
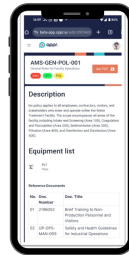


ANALYZE

VALIDATE



IMPLEMENT



Users



Democratize Data & Engage Your Workforce


Oppr's AI ensures **controlled (in- and output), reliable data** for everyone, tailored to their role and needs.

✓ **Analyze** – Transform human & machine data into insights

✓ **Validate** – Refine improvements through feedback loops

✓ **Implement** – Drive frontline execution with AI guidance

AI as operational accelerator

	Optimize Processes	Ensure Efficient Execution	Retain Knowledge & Train Teams Effectively	Team Alignment & Collaboration
	30% EFFICIENCY BOOST	40% FEWER ERRORS	53% REDUCED ONBOARDING TIME	50% TEAM PRODUCTIVITY GAIN
	<ul style="list-style-type: none">• Machine + Human Unified Timeline• AI Analysis of bottlenecks and improvement	<ul style="list-style-type: none">• Step-by-step Operator Guidance• Proactive and real-time alerts	<ul style="list-style-type: none">• Centralized knowledge and documents• Tailored AI Training Modules	<ul style="list-style-type: none">• Unified data and feedback• Faster, smarter decisions

Traction

Focused and Niche Customers with validated traction.

Launching customers:



End of 2025: **10+ total customers**

Manufacturing Industry with <250 employees and semi-automated workflows.

Buyers: Operations and plant managers (€25–30K purchasing authority).

Users: Frontline operators (adoption is critical).

Key Pain Points Oppr solves:

- Manual work & procedural logging.
- Workflow-heavy operations.
- Knowledge retention and performance variability.
- Limited data visibility.

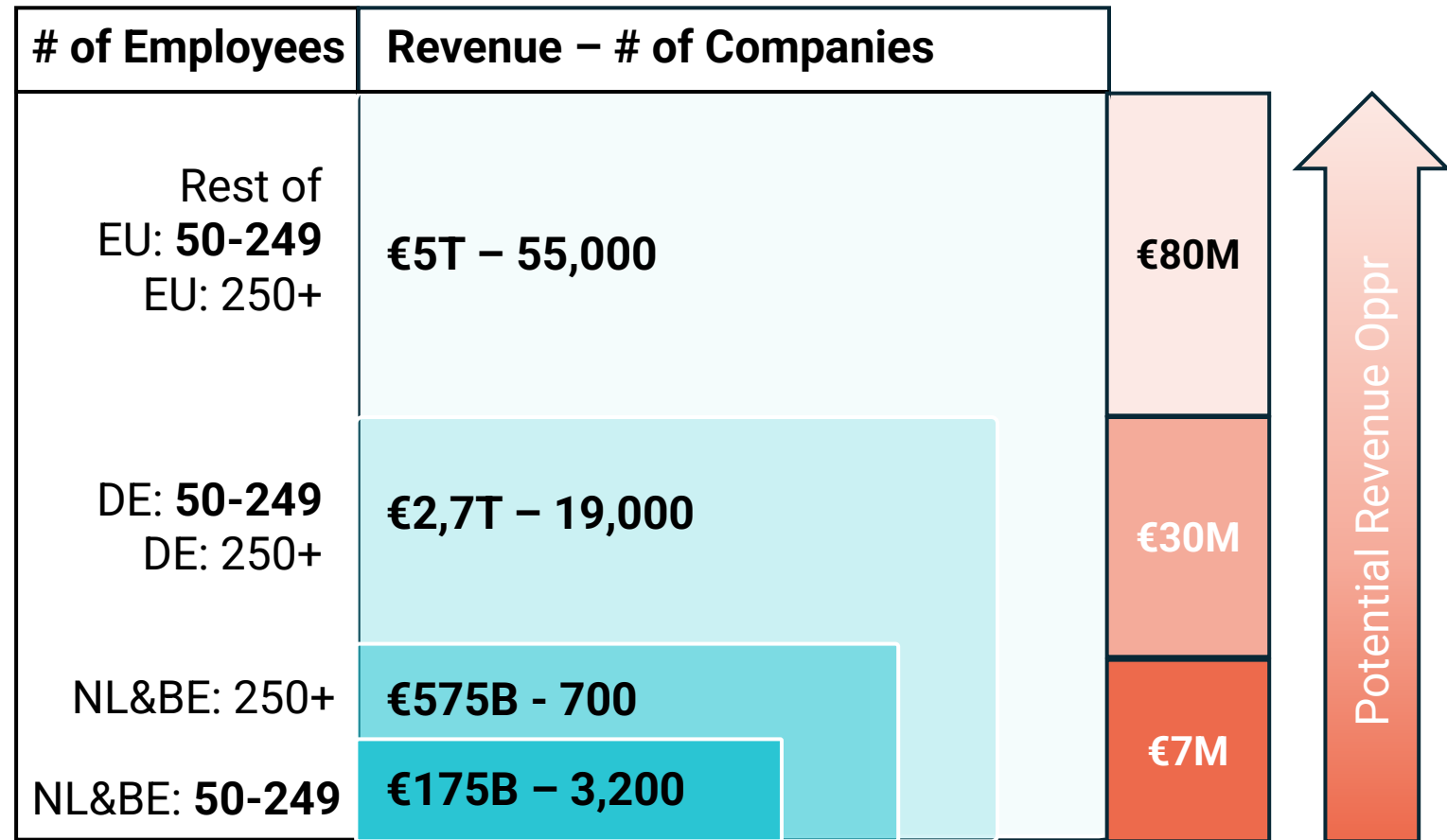
Why We're the Perfect Fit:

- Proven expertise aligns with operational challenges.
- Scalable, repeatable onboarding process.
- Clear, tailored value proposition for fast adoption and impact.

EU market potential is huge

European manufacturing (**€8.5T, 87,000 companies**) demands efficiency and competitiveness, with a **€120M** potential for Oppr.

Oppr's phased strategy targets EU companies, with plans to expand into the **\$7T US market (15,000 companies, 100+ employees)**.



Competitive Positioning

What we are doing differently

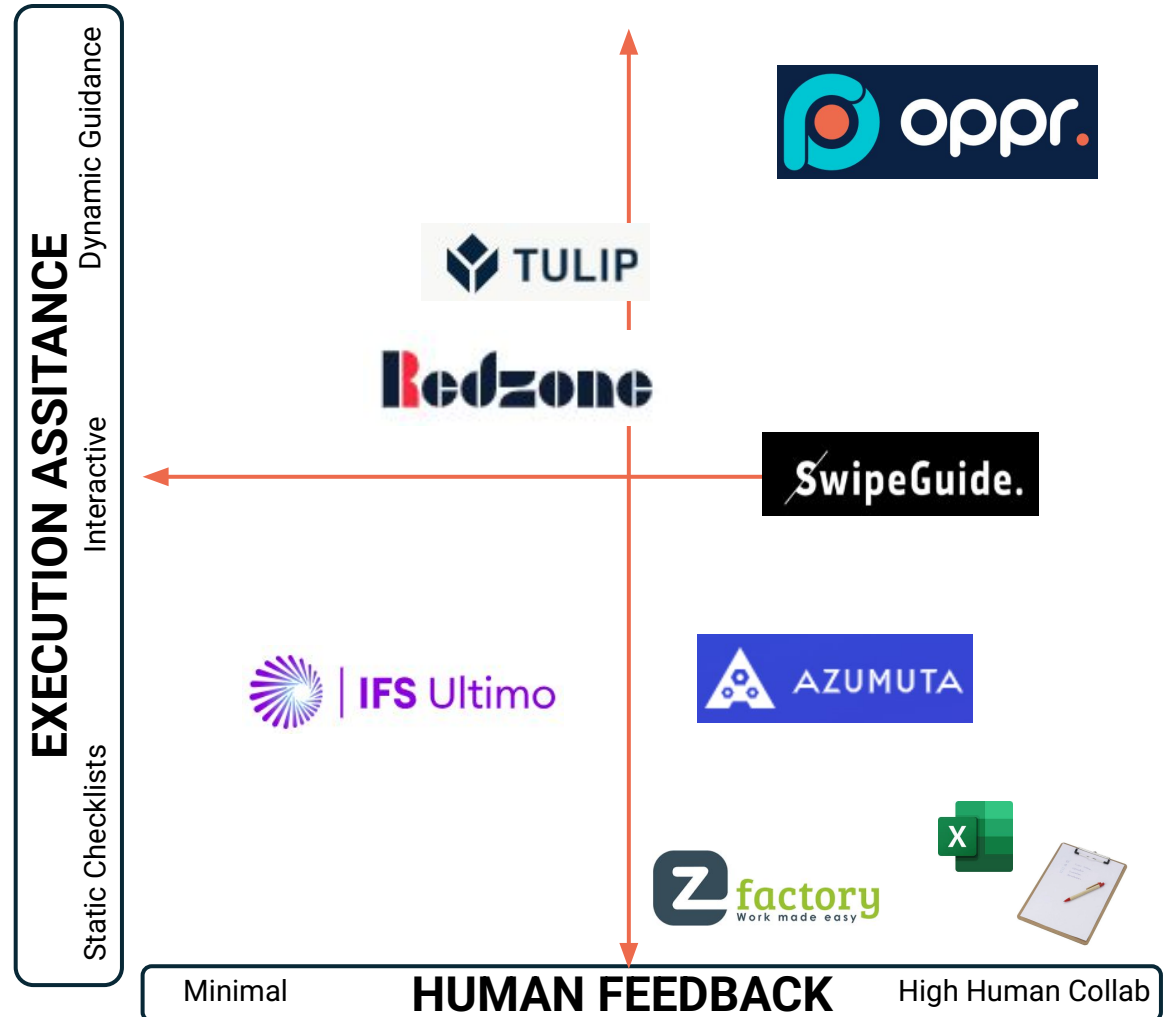
- True human-machine collaboration
- Real-time actionable insights
- Guided frontline execution
- Tailored procedures, training & reports
- Evolving ML-powered knowledge base

Potential Exit Partners:



Honeywell

AVEVA



Business Model

Pricing & ARR Targets

Launching Phase

- €2,5K onboarding / €5-10K ACV target

Commercial Phase

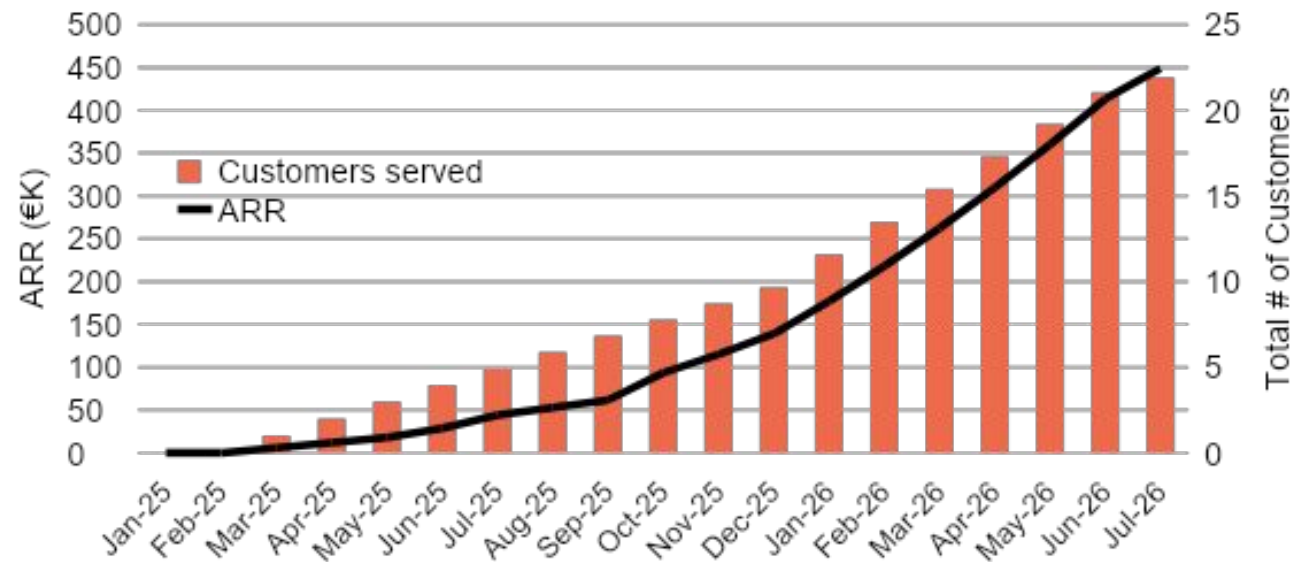
- €2,5K onboarding / €15K ACV by 2025
- Increase to €24K by end 2026
- Prepaid yearly contracts

Upsell Potential: 30% of customers are multi-site

ARR: €450K by end Q2 2026

Approach

- Start with trusted industry contacts
- Leverage pilot successes for new deals
- Investigate raising prices after demonstrating ROI (value-based pricing)



Leadership team



Floris Wyers

GENERAL
MSc & MBA
Applied Physics

As an operations manager, I've always prioritized the human asset. With AI advancements, we can finally empower frontline workers, leveraging their expertise to drive smarter, more efficient operations.



Julian Kors

TECHNICAL
Applied Sciences
Software Engineering & AI

I have been involved with AI for the last 8 years, and applying it to enhance frontline work creates the perfect blend of technology and real-world impact.



Erinc Karatoprak

PRODUCT & OPERATIONS
MSc & PhD
ML and Signal Processing

Oppr combines everything I'm passionate about—leveraging my industrial ML background to build a SaaS product. I love designing technology that makes modern solutions accessible to all, turning ideas into reality.



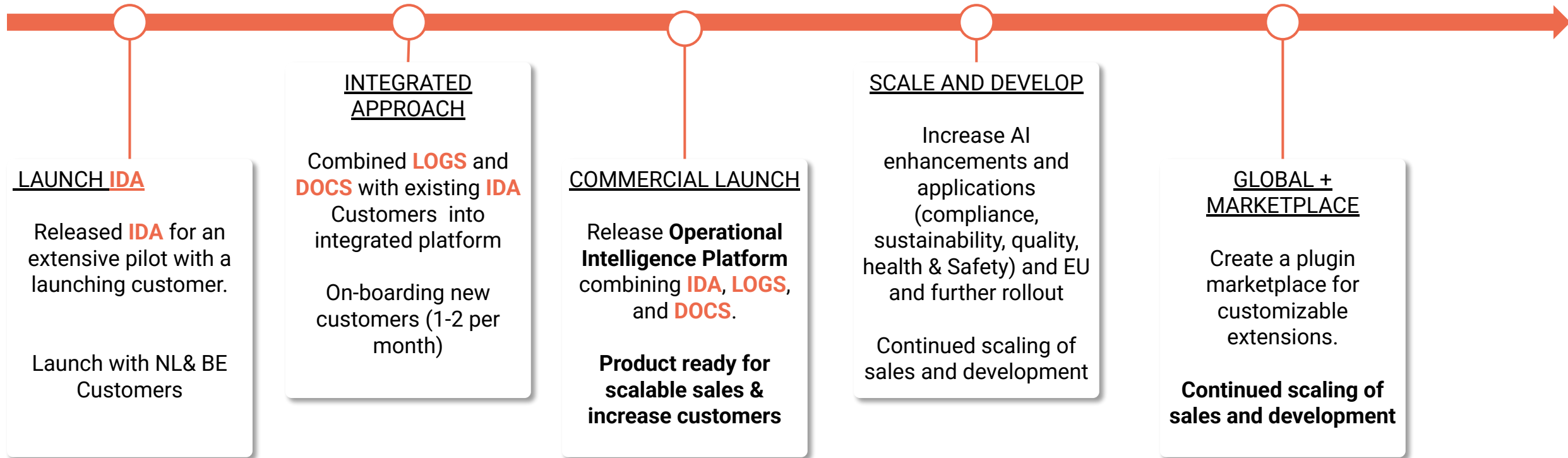
Industry Expertise

Manufacturing, chemicals, recycling, machinery, and telecom.

Technical Expertise

AI/ML, SaaS, B2B software, operations and business management

A well thought-out Roadmap



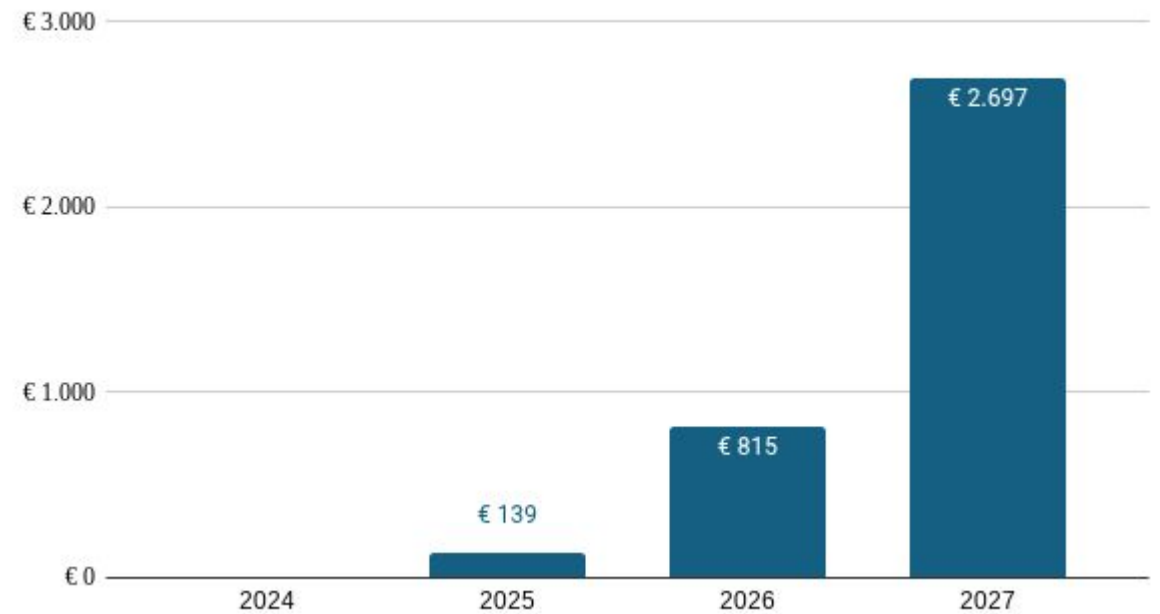
Our go-to-market strategy targets **small/mid-sized manufacturers in the NL/BE**, with first entrants in **Germany** as a gateway to **broader EU**.

Financials

Revenue and EBITDA (x1000)



ARR einde jaar (x 1000)



Use of Funds, the Ask

We seek **€350K** to reach positive business case in a period of 18 months.

Funds will support:

- Increase team to 9-10 FTE by end 2025 (Current: 3 Founders + 2,5 Dev)
- Expand commercial product (all 3 features) end Q3 2025
- Grow ARR to €450K+ by end of Q2 2026
- Maintain current lean efficient operations

We plan targeted follow-up investments to accelerate growth with new client and product launches and market expansion.

Investor Profile: industrial affinity, software experience and a hands on involvement

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