



# COGNIFAB

MANUFACTURE THE FUTURE

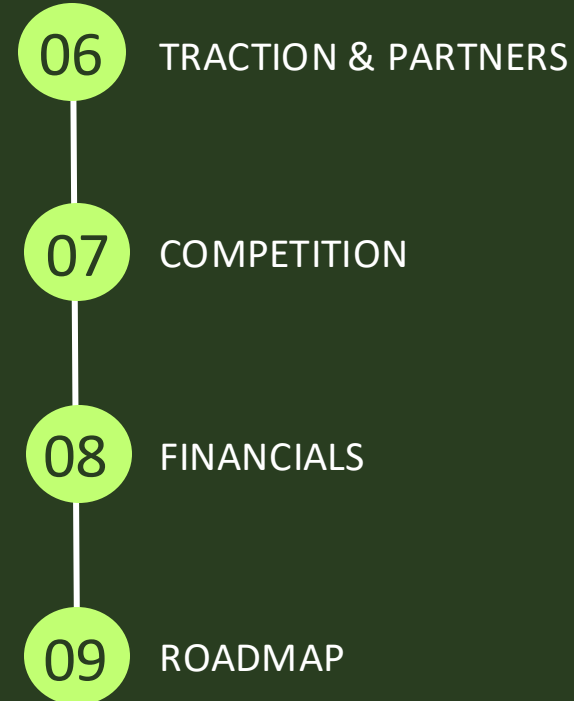
2024

# MASTER PITCH DECK



# Table Of Content

- 
- 01 PROBLEM STATEMENT
  - 02 UNIQUE SELLING PROPOSITION
  - 03 PRODUCT
  - 04 MARKET OPPORTUNITY
  - 05 BUSINESS MODEL

- 
- 06 TRACTION & PARTNERS
  - 07 COMPETITION
  - 08 FINANCIALS
  - 09 ROADMAP

# INTRODUCTION

## Our Mission & Purpose



**CogniFab integrates advanced artificial intelligence, digital twin technology, and industry-leading practices to optimize the entire product lifecycle across automotive, naval, railway, aviation, and aerospace sectors.**

Our intuitive SaaS platform delivers unparalleled user experience, enabling businesses to achieve superior quality, enhanced productivity, and optimized costs from design to maintenance.

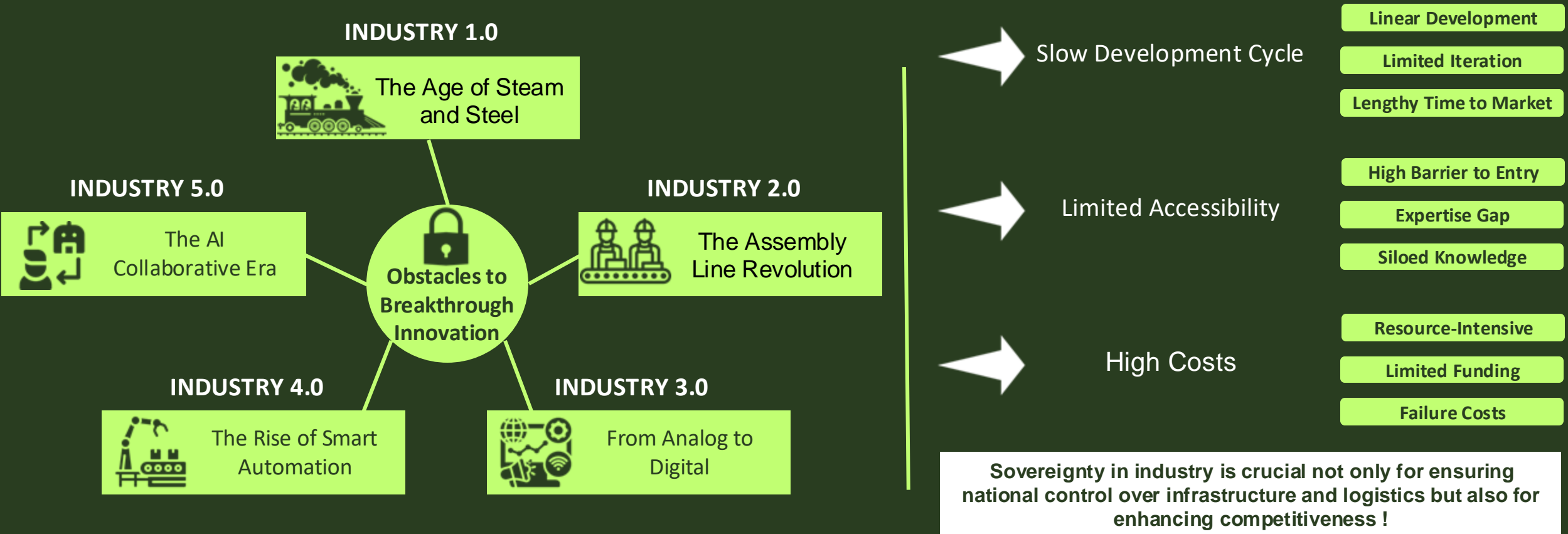


**EMPOWERING INDUSTRIAL INNOVATION  
THROUGH FOUNDATIONAL LARGE ENGINEERING  
MODELS**



# PROBLEM STATEMENT

Existing Industrial Model Choke Innovation





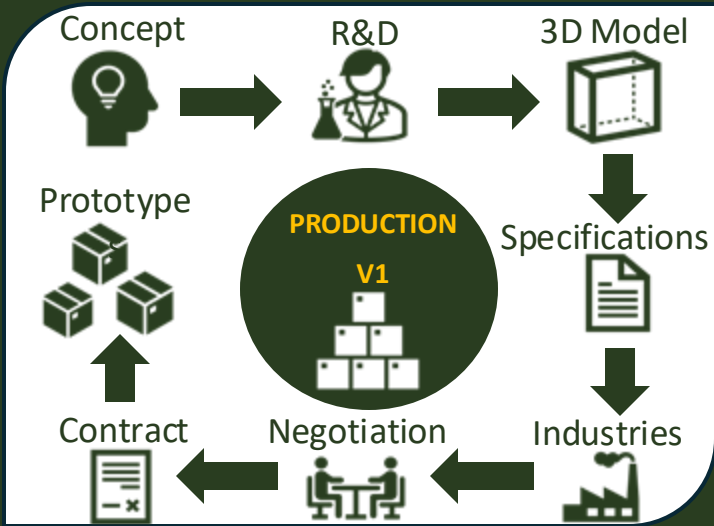
1

# UNIQUE SELLING PROPOSITION

Comprehensive Platform To Streamline Industrial Innovation



## CURRENT INDUSTRIAL PRODUCTION MODEL



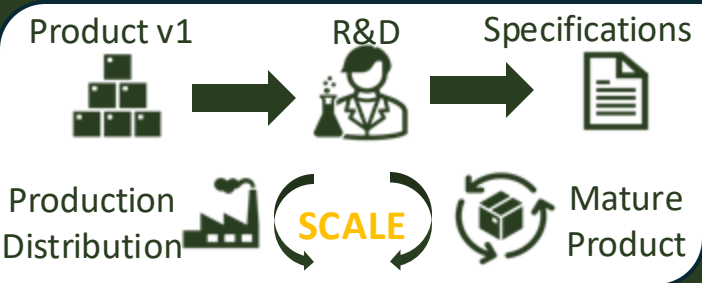
(Linear & Complex)

**DISRUPTION**

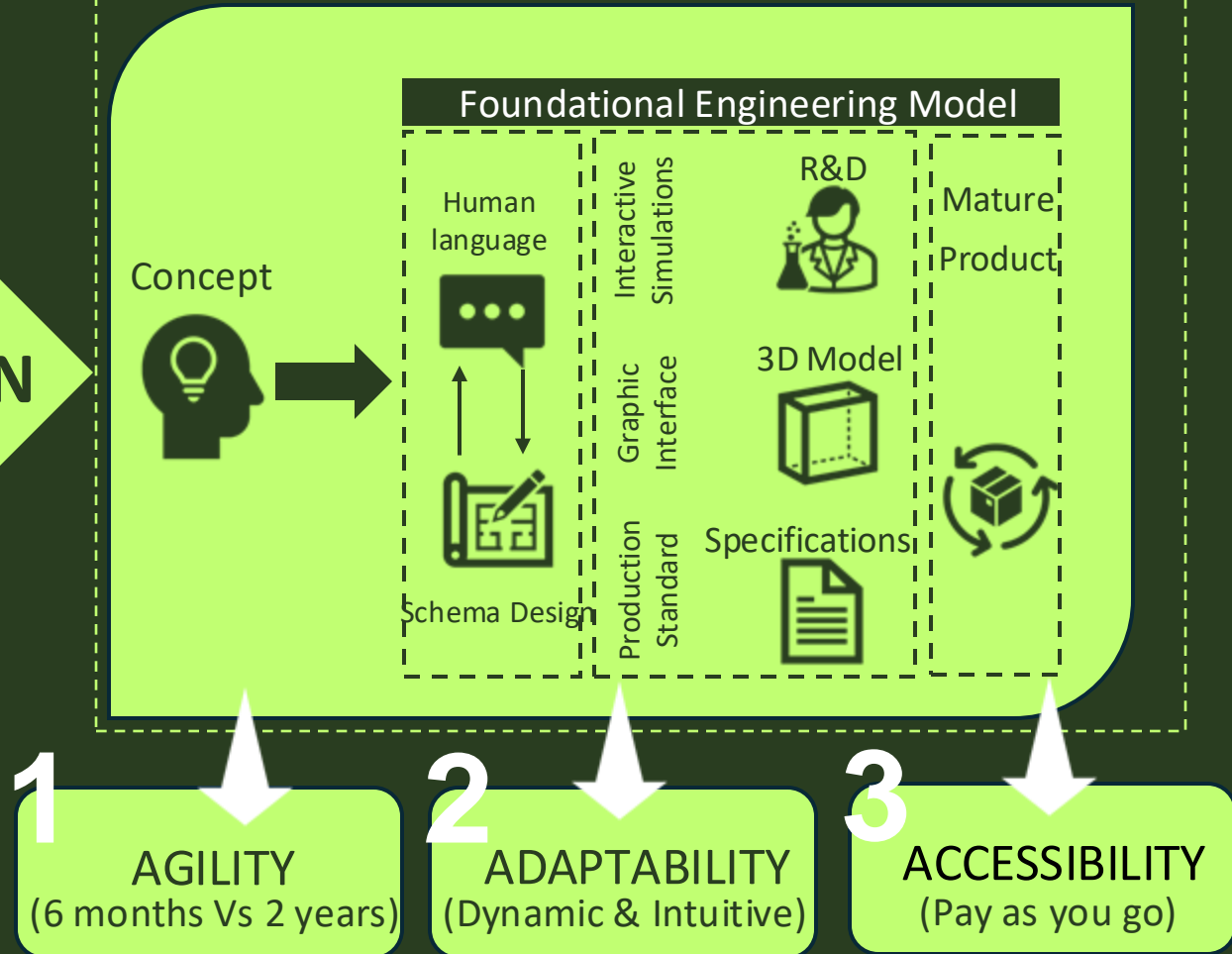
Restricted (Prohibitive)

Slow (2 years)

**Market Adoption & Commercial Success**



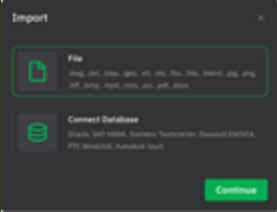
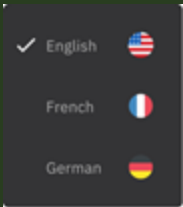
## NEW GENERATION INDUSTRIAL ENGINEERING MODEL



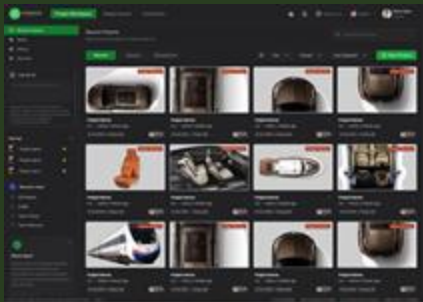


# PRODUCT

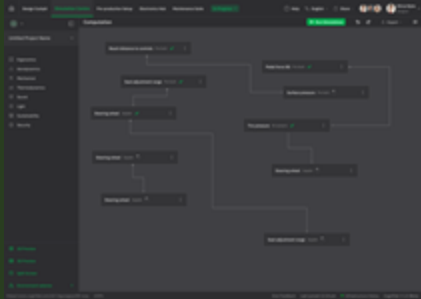
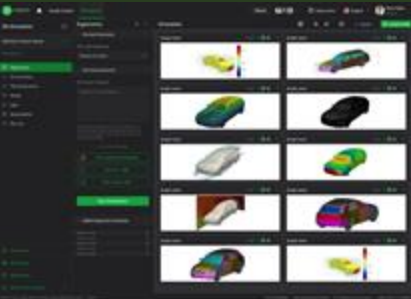
End-to-End Multimodal Platform for Transport Industry



R&D DESIGN



SIMULATIONS

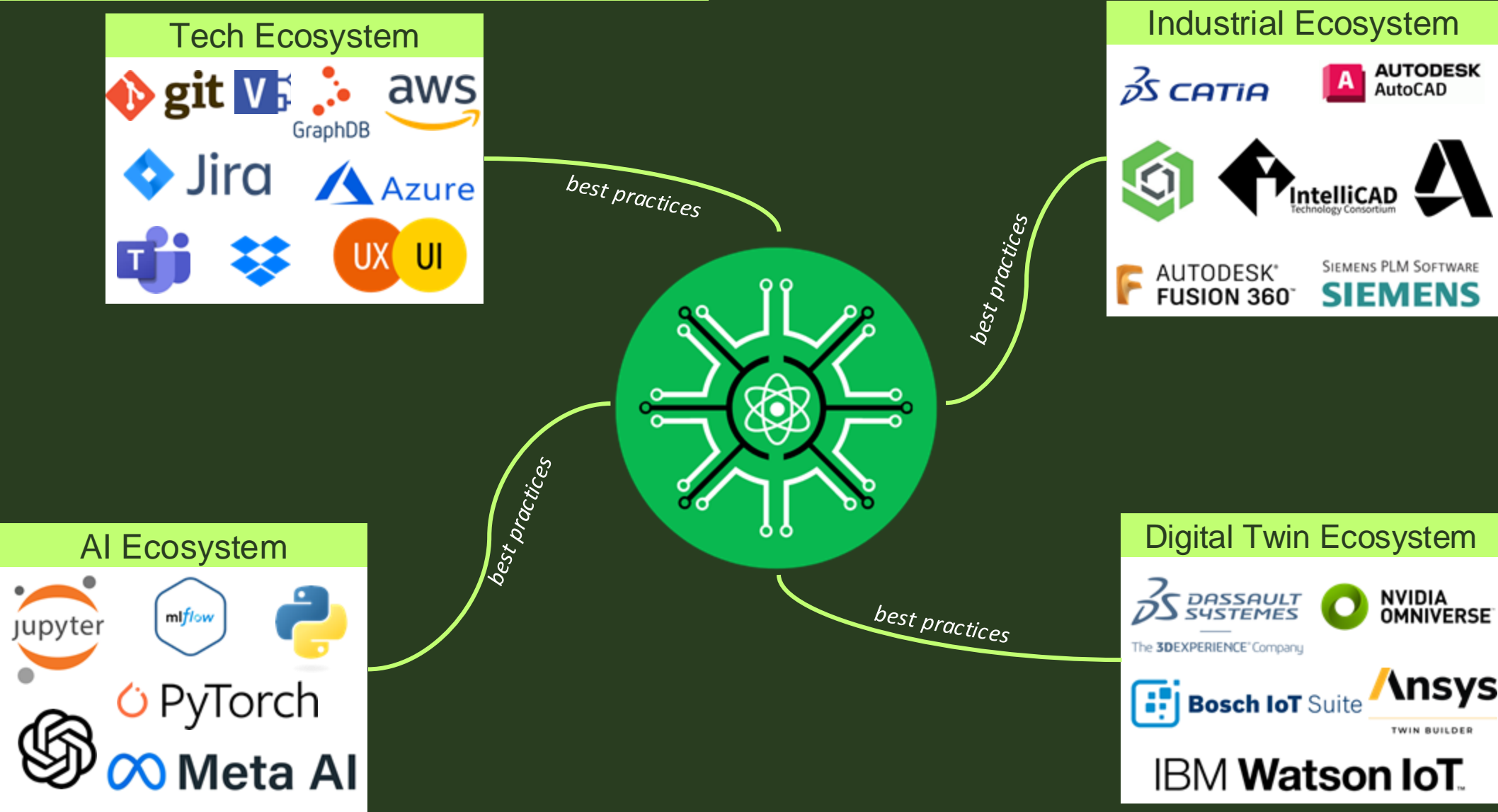


PRE-PRODUCTION



# PRODUCT

Uniting Best-of-Breed Solutions for a Powerful Platform



# PRODUCT

## Current Focus – Automotive Interior Design Simulation



Interior car design goes beyond aesthetics; it's about crafting a functional, comfortable, and safe environment that enhances the driving experience. This process involves not only the meticulous design of the dashboard, seats, and door panels but also advanced simulations in materials, lighting, sound, thermodynamics, and aerodynamics.

### Dashboard Interface Design



### Seat Ergonomics & Comfort Design



### Interior Trim & Aesthetic Design



### Materials Simulation & Testing



### Lighting Simulation & Optimization



### Acoustic Simulation & Analysis



### Thermodynamics & Heat Simulation



### Aerodynamics Simulation





# MARKET OPPORTUNITY

## R&D Expenditures For Target Industries

Groupe PSA, Groupe Renault et Bpifrance lancent le Fonds Avenir Automobile 2 pour soutenir la croissance et l'innovation des PME et ETI de la filière automobile française

LESINNOVATIONNELLE

Services

Offres

Recherche

Régions

Villes & Particularités

Info

AÉRO - SPATIAL

Aéronautique Spatial Défense L'Aéro en région Digital/Technos Les défis de l'aéro

PROJETON CERCLE

AIRBUS GROUP

AIRBUS

« Nous allons investir un milliard d'euros sur quatre ans », annonce le patron d'Airbus Atlantic



IDEAL CLIENT PROFILE

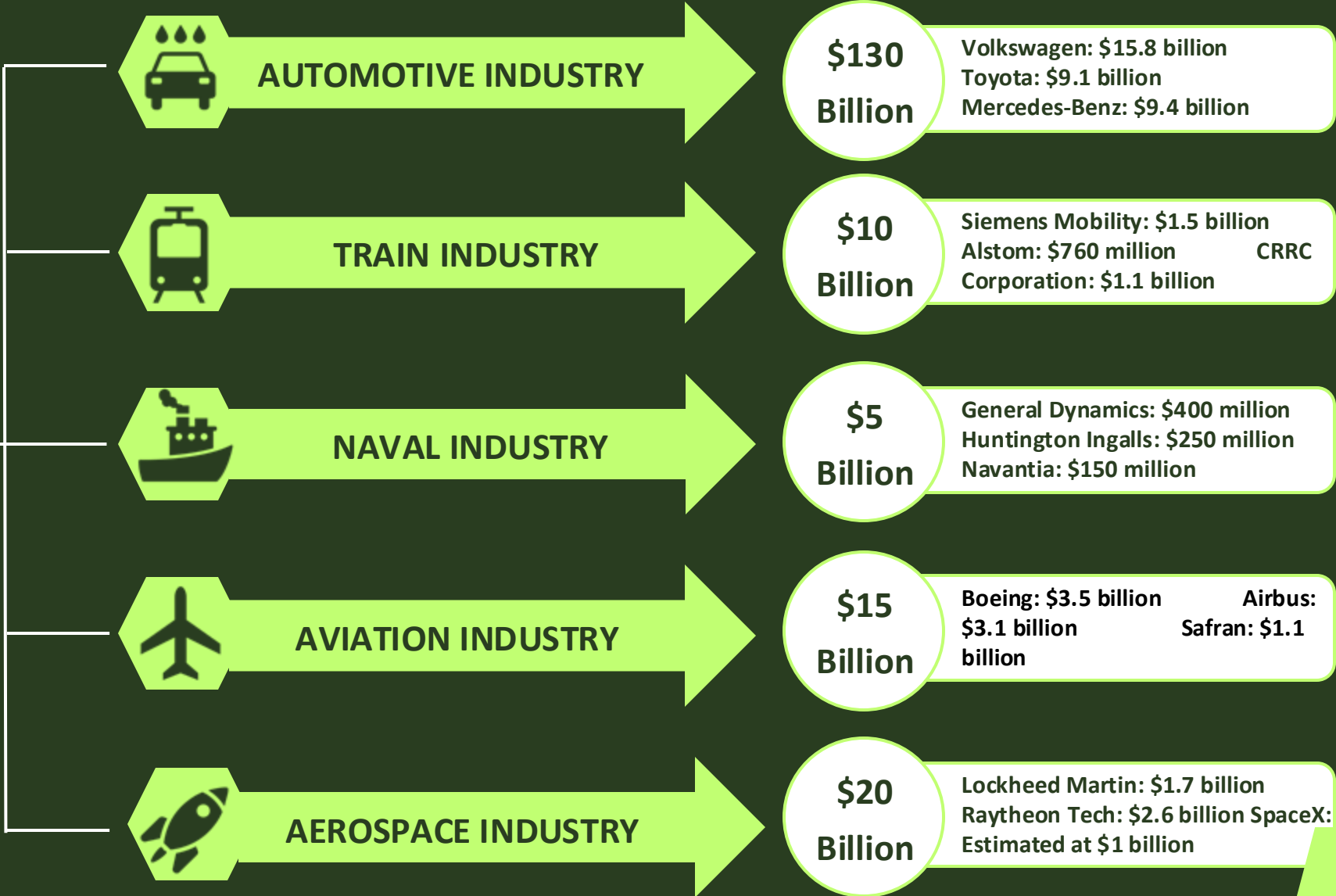
Transformational Impact

Resource Intensive

Complex Design

High Risk

Intricate Regulation



# BUSINESS MODEL

Multi-Stream Revenue Driving Recurring Value



## Usage-Based Pricing

Clients pay for actual usage of CogniFab platform, measured in compute hours, simulation runs, and data processed.

## Tiered Pricing Structure

Different pricing tiers offer varying levels of access and priority, catering to diverse client needs and budgets.



RECURRENCE



MULTI-STREAM



SCALABILITY

## Subscription Add-Ons

Optional subscription-based add-ons for premium features, dedicated support, and advanced training programs.

## Volume Discounts

Incentives for high-volume users through discounted rates or bonus credits, encouraging increased usage and loyalty.

# French Market Penetration Strategy

Bottom-Up Adoption Approach (BUAA)



## PHASE 1



National  
Leadership

	 YEAR 1	 YEAR 2	 YEAR 3 	  YEAR 4  	YEAR 5
FOCUS	Niche Automotive Manufacturers	Major Automotive Players	Naval & Rail Small Players	Naval & Rail Majors + Aerospace Niche	N°1 Industrial end-to-end Platform
PRODUCT	Non critical (eg.interior design, ergonomy)	Semi-critical (eg. exterior design) to critical (eg. engine)	Non critical (eg.interior design, ergonomy)	Semi-critical (eg. exterior design) to critical (eg. engine)	
MARKET	€300 M	€600 M	€350 M	€800 M	
USERS	Designers, ergonomists, UX specialists...	Engineers, quality experts, maintenance operators...	Designers, ergonomists, UX specialists...	Engineers, quality experts, maintenance operators...	
TARGETS	   	    	     	     	    

# European Market Penetration Strategy

Incremental Market Expansion Model (IMEM)



PHASE 2



Europe  
Leadership



FOCUS

YEAR 6  
Emerging Markets



PRODUCT

Full Spectrum



MARKET

€1.5 B



USERS

Full Spectrum



TARGETS



YEAR 7

Growing Markets



Full Spectrum

€3 B

Full Spectrum



YEAR 8

Established Markets



Full Spectrum

€5 B

Full Spectrum



YEAR 9

Leading Markets



Full Spectrum

€10 B

Full Spectrum



YEAR 10

N°1  
Industrial  
end-to-end  
Platform



# GO-TO-MARKET STRATEGY

Driving Market Penetration and Customer Engagement



CogniFab's marketing and sales strategy is designed to establish our position as the leading provider of AI-powered automotive R&D solutions while driving adoption across the industry.



## Lead Generation

Utilize multi-channel marketing to attract potential clients and generate qualified leads

## Consultative Selling

Engage prospects with in-depth discussions and personalized demonstrations of the platform

## Proof of Value

Offer limited-time trials or small-scale projects to demonstrate value and build trust

## Conversion

Convert trials into long-term partnerships through demonstrated ROI and ongoing support





### Industry Early Interest

#### 1. Automotive Giants Awaiting Demo

- Renault (170,000+ employees, €46.2B revenue)
- Volvo (95,000+ employees, \$43.9B revenue)
- Scania (54,000+ employees, €13.9B revenue)

#### 2. Digital Engagement

- 2,000+ unique website visitors (past 6 months)
- 120+ qualified candidates applied to openings

#### 3. Innovation Recognition

- Invited to present at 3 international automotive conferences

CogniFab has quietly  
but rapidly gained  
significant traction in  
the industry,  
attracting attention  
from major players  
and strategic partners  
alike

### Ecosystem Support

#### 1. Venture Capital Interest

- Ewor (Europe's answer to Y Combinator, acceptance rate of 0.1%)
- Soonami (German based, High Profile startup badge obtained)
- Startup Bootcamp (1600 + startups accelerated, €1.7 m Average Funding)
- 50 Partners (French based, +50 startups)

#### 2. Tech Programs

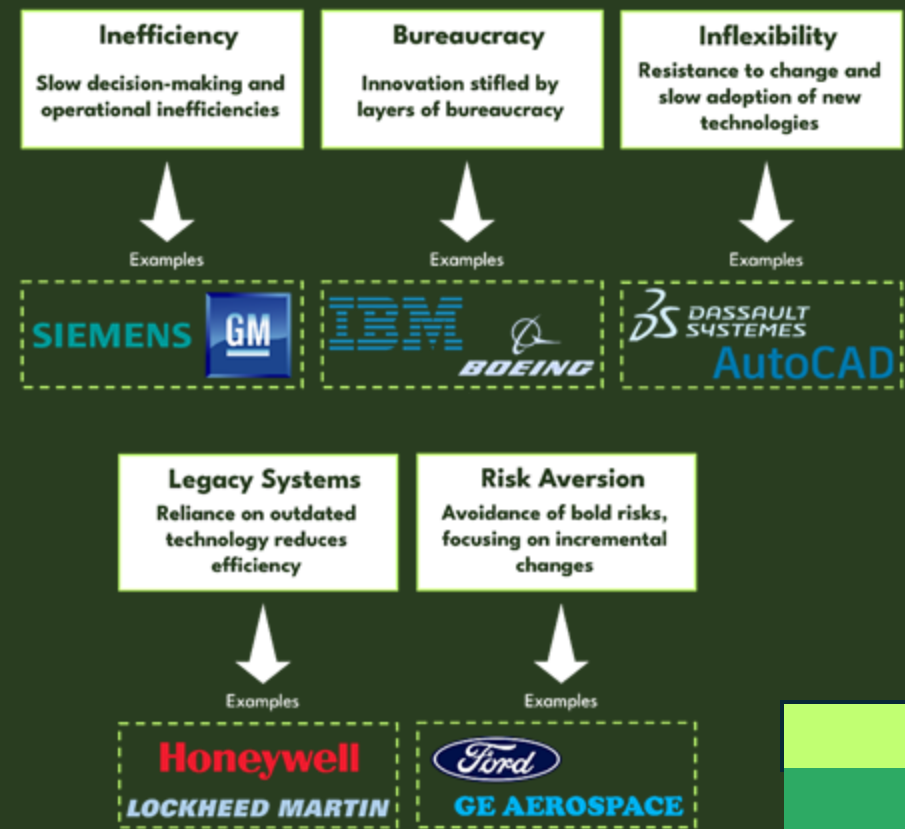
- Microsoft Founders
- Notion Startup
- AWS Startups
- Scaleway Program

# COMPETITION

## Established Competitors' Weaknesses



Leaders



### Competitor 1 - NYONIC



**Profile:** AI for Business (and later, for Industries), Founded 2023, Series A in 2023, Focus on China Market.

**Weaknesses:**

- Lack of Strong Product & Tech Co-founders
- Lack of Industry & R&D Expertise

### Competitor 2 - Cognyx



**Profile:** AI for Manufacturing, Backed by OSS Ventures, PreSeed of \$1.8M in 2024, Focus on European Market.

**Weaknesses:**

- No AI & Data Science Expertise
- Lack of R&D & Industry Experience
- Weak in AI Product Vision & Tech Recruitment

Disruptors

### CogniFab Competitive Advantages

- ✓ Deep AI & Tech Expertise
- ✓ Strong Industry & R&D Experience
- ✓ Leadership & Entrepreneurship

# FINANCIALS

Funding Allocation & Development Costs (18 Months)



 **Target Pre-Seed Funding ≈ 2 M€**

## Human Resources

Industry Team	280 K€
Tech Team	350 K€
AI Team	250 K€

## Technology

Software	350 K€
Hardware	50 K€

## Support Roles

Marketing	100 K€
Communication	100 K€
Legal & IP	100 K€

## Finances

Working Capital	400 K€
-----------------	--------



**Means To achieve our Ambitions**



**A+ Deeptech Incubator**

Mentoring   Demo Days   Expertise



**National Grants  
Competition Prizes**



Non dilutive financing



**Prospects Portfolio  
Letters of Intent**



Traction & Collaboration

# ROADMAP

Development Status & Future Vision



# FOUNDER

Chief Executive Officer



Dr. Badre Belabbess



## Academic Background

- PHD France – Top 5 Engineering School, Artificial Intelligence (2017)
- Master Degree France – Top 5 Engineering School, Computer Science (2014)

## Skills & Know-How

- AI Technical Expertise & Vision
- Solid Industry Experience
- Scale Up Entrepreneurship

## Certifications

- AI – IBM & USAII Certified Scientist (2022)
- Agility - SAFE 4.0 for architects (2019)
- Cloud - GCP & AWS Architect (2018)



## Professional Career

**+10 Years Experience**

### ❖ Full Time Consulting – 2.5 years

Sopra Steria, Digital Expertise Center – Paris, France  
Tech 5.0 Squad Senior manager

### ❖ Full Time Engineering – 4.5 years

Atos, Innovation Laboratory – Paris, France  
Artificial Intelligence & Big Data Architect

### ❖ Independent Ventures – 3 years

Call Me Newton , Board Tech Counselor – Paris, France  
Serie A Tech Exec & Product Strategy

Techemics Board Tech Counselor – Hong Kong, China  
Serie B Tech Exec & Scale Strategy

Campado, Board Tech Counselor – Berlin, Germany  
Serie C Tech Exec & Partnerships Strategy



## Publications

**+10 Applied Research Papers**

- ❑ 2018 - Combination of machine learning and semantic web to detect anomalies, EKAW, France
- ❑ 2017 - Contextualization of Singularities in Real-Time by Knowledge Extraction from the Web of Data, EGC, France
- ❑ 2016 - Real-Time Knowledge Management from Massive Data Flows and Machine Learning, EGC, France
- ❑ 2015 - WAVES: Big Data Platform for Real-time RDF Stream Processing, ISWC, Japan



2016- Finalist, 2nd European AI & Data project, Semantics, Germany



2017- Best Applied Research publication, EGC, France





## Empowering Industrial Innovation Through Foundational Large Engineering Models

We are excited about the opportunity to collaborate and look forward to exploring initiatives that drive innovation and industrial excellence in Europe.