kartano

Helping people in manufacturing visualize their production in real time.

Revenue model

SUBSCRIPTION

| INTEGRATION SUPPORT |
| TEAMS |
| ALARMS |
| CHAT BOT INTERFACE |
| DATA STORAGE |

FREEMIUM

| WEB INTERFACE |
| TUTORIALS |
| API |

IoT sensors
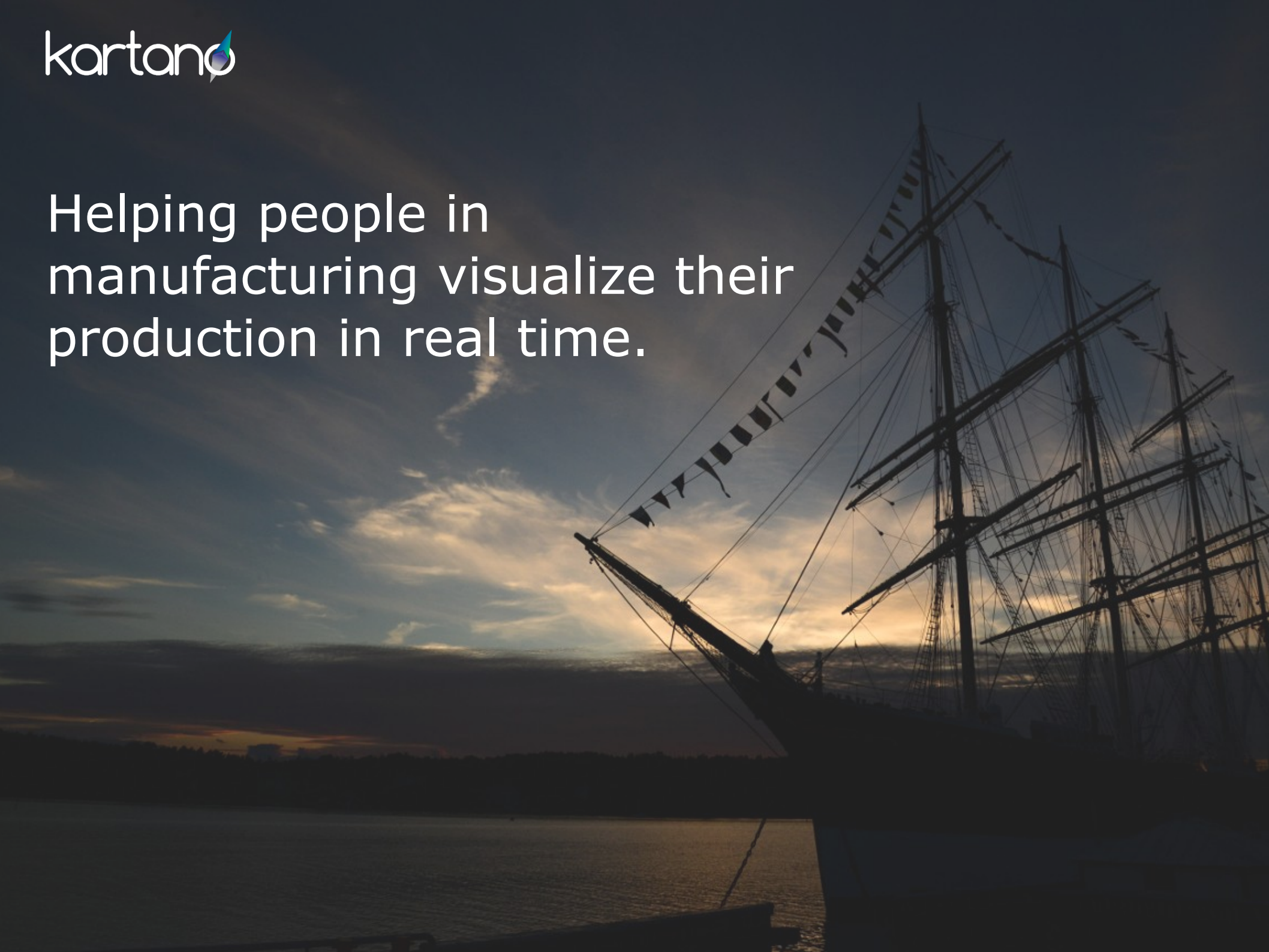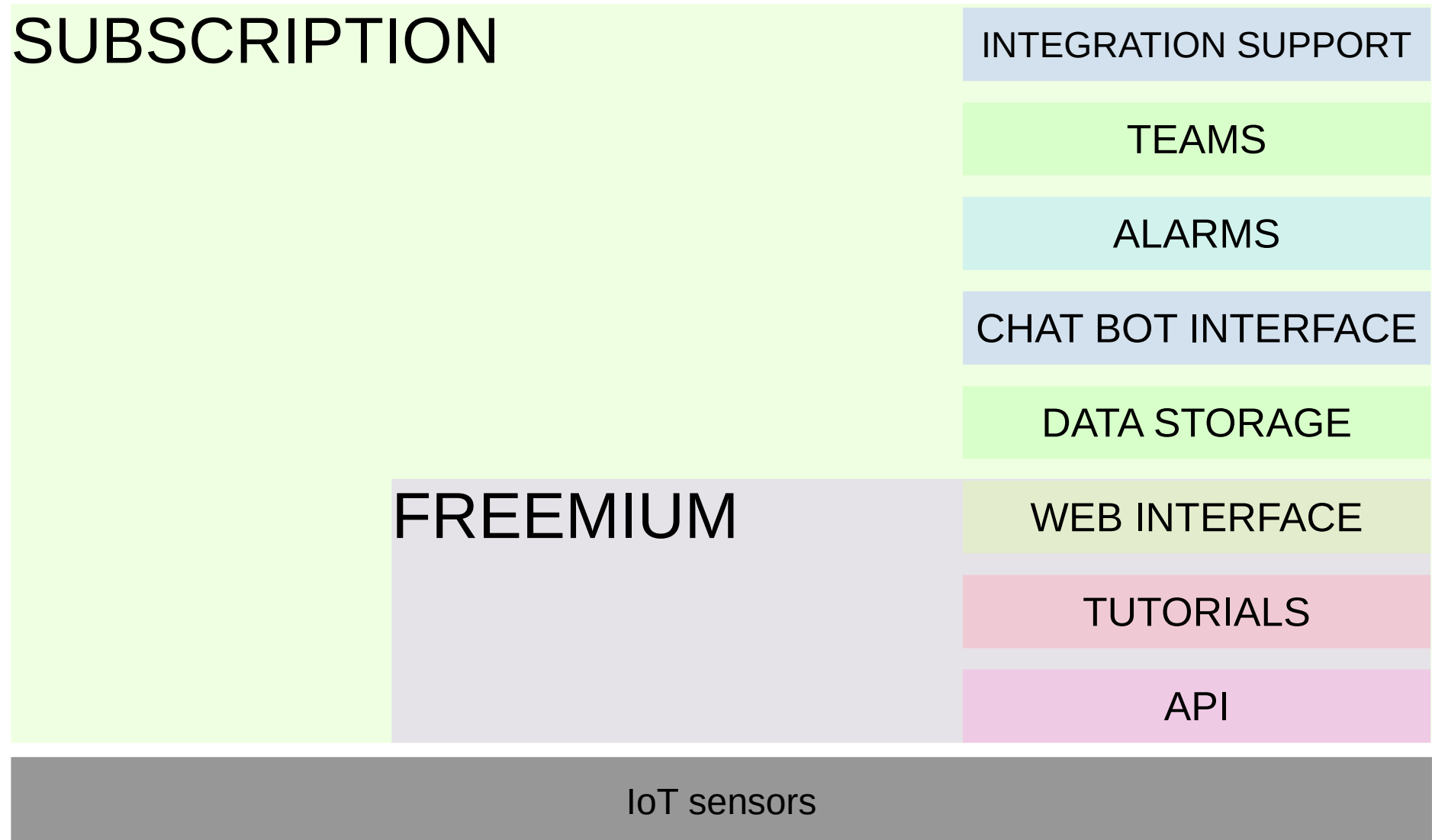
Financial numbers

Consolidation				
		Year 1	Year 2	Year 3
Customers		609	5,208	18,107
Freemium ratio		66.56%	66.02%	66.34%
CAC		5.65 €	0.560 €	0.1919 €
Gross Profit	(k)	9 €	485 €	1,774 €
Funding	(k)	245 €	70 €	0 €
Expenses	(k)	-251 €	-381 €	-432 €
Δ	(k)	3.60 €	173.62 €	1,341.69 €
Team members		2 → 9	9 → 12	12 → 12

#1 Effective customer on-boarding
People subscribing to the system using free subscription

#2 Customer conversion
A customer decide to go for a paid subscription and purchase our sensors

#1 Customers

New customer subscriptions
Active customers
Sleeping customers
Lost customers

#2 Customer conversion

Customer subscribe paid version
Customer cancel subscription

#3 Production

Sales delivered
Open orders
Forecast

ERP project Key Performance Indicators

#1 Training
Internal team training according plan
Training effectiveness

#2 Data conversion
Inserting data to ERP system vs original plan

Milestone GO LIVE

#3 Manual orders vs ERP orders
No manual order shall be issues after Go live

#4 weekly audit
Discrepancy level between ERP number and spot inventory count.

kartano.33co.de

to help PEOPLE IN MANUFACTURING

visualize their production in real time

using

DATA COLLECTED

BY IoT SENSORS