1. **Introduction 10 sek**

Dear audience,

my name is Martin Simon and I represent team FlowX.

We make aero-/hydrodynamics based product development fast, easy and affordable.

1. **The problem 30 sek**

Computational Fluid Dynamics is a great tool to develop a large array of products: ships, cars, airplanes, windmills. Starting from energy production to heat loss reduction to safety analysis.

---

During the past few months I have spoken with nearly 40 ship engineering and building entrepreneurs and asked if they invest in CFD analysis.

90% answered “No!”

The reason: Software is either limited and inaccurate, or expensive and due to complexity requires to hire an expensive specialist.

Let me put it to You this way: a quality program would cost 80 000 euros, plus a specialist

Well if You think that model testing one small craft costs 20 000 euros and 3 months, 80 000 euros doesn’t look so bad, but...

Furthermore, they argued that why should they buy a 80 000 euro software bundle of which they would harness only 10% of functionality.

1. **The solution- product 30 sek**

FlowX provides customer-oriented tools for fast prototyping that give sophisticated analysis by drag’n’dropping a model in the environment and selecting environmental conditions from preset menus.

We use a validated open-source CFD algorithms to do the calculations.

We help our customers get further faster with less clicks and without the necessity to hire a specialist.

And… we want to make it free.

1. **Target market 20 sek**

We estimate, that the European CAE market size is approximately 60 billion euros and our first target group the European Small Craft market is 25 billion euros of which during the next 5 years we plan to obtain 20% as our customers.

1. **Competition 30 sek**

Here’s what is said about our competitors:

They either can’t get the results they want or the results are inaccurate; quality software is said to be out of reach for many smaller entrepreneurs.

Our partners have chosen us because we provide a specialized approach to their product and provide them with solutions, set-up systems and competence they didn’t find elsewhere.

1. **Your team 20 sek**

To create a free high-tech and ready-set-go software for engineers you need three things:

firstly, experienced engineers: combined we have over 20 years of work experience as product developers in manufacturing, shipbuilding, automotive and thermal industry.

Secondly, scientists - we are already cooperating with TUT scientists and the Small Craft Competence Center

Thirdly, programmers - although me and Maksim have the competence to analyze algorithm code we will need to hire professionals to develop a full-scale GUI.

1. **Business model 20 sek**

So how do we make money?

Each product we develop lives in three phases:

First, the development phase: we develop a specialised product for our first customers.

These guys pay more and get our undivided attention to get a powerful tool.

In the second phase we generalise the product and sell it to approximately 2% of the market share.

In the third phase we start wide-scale marketing and turn the software into freeware. In this phase our revenue will come from advertising space sales.

(Just imagine how convenient it would be if you sold ship structural steel and all day every day 20% of all ship engineers would see why your product rocks.)

1. **Milestones 15 sek**

We began on the 1st of September 2015. We plan to launch prototype for one of the partners in May 2015 and move on to the second phase in May 2016.

1. **Offer**

We ask 250 000 euros for 20% of the company from a strategic partner.

We define a strategic partner as someone who is already trustworthy in the CAE market and who would like to expand to Computational Sciences.

Thank You for Your attention and if You have any questions I’d be happy to answer them.