

Service offering

Title: MEI incubation voucher

Organization: Entrepreneurship Center of the University of Montreal – CEuMONTREAL

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Project date: October 10, 2022 to October 9, 2023

Company: Aquiso

Objective: Strategically position Acquiso in its rapid growth perspective

Description of the company's technology The ecosystem of

Commercial equipment financing presents several problems and limitations. On the one hand, sellers, namely manufacturers, equipment suppliers and resellers, do not have a central online location to display equipment that they have for sale. They have few financing options to offer buyers. On the other hand, buyers (entrepreneurs, companies and contractors) have difficulty finding used commercial equipment and its working conditions. financing are often difficult. It is often word of mouth, and sellers who deal with resellers face high interest rates to finance your equipment.

Finally, there are lenders who attempt to remain competitive while increasing their lending activities. financing. They face labor challenges and their fundraising tools are outdated.

Created in February 2022, Acquiso develops an online marketplace platform (Marketplace) that connects sellers, commercial equipment buyers and lenders. The platform works like a broker and artificial intelligence will improve the tool, making it possible to indicate the appropriate equipment and financing conditions according to the profile of the buyer. The Acquiso platform to allow :

- Develop a new sales channel for commercial equipment
- ÿ Have greater room for maneuver in sales prices
- Give buyers and sellers more options
- Limit the resources needed by creditors
- Streamline the process of buying or selling commercial equipment
- ÿ Reduce financing costs for buyers (who will no longer need to go through dealers, who often charge a significant price)

Instead of having a push marketing strategy, as sellers try to sell their equipment to potential buyers that they know through various promotional techniques, Acquiso offers the opportunity to do Pull Marketing, allowing Let buyers actively search for equipment to find deals in one place.

The automation of financing processes, whether prospecting customers, sending service offers, assembling the customer file, among others, will allow creditors to reduce their labor needs, while streamlining the process for sellers and buyers.

Diagnosis of the company's current situation [Development stage](#)

[of technology](#) Acquiso divides its

development in two first phases. The first phase consists of reproducing the functions of a broker online, that is, asking the right questions to buyers, gathering files, assessing risks and defining conditions of sale. At this stage, customers will be asked to answer a questionnaire and the result will be sent to a broker, who will manually process it to offer financing options.

The second phase is automation, based on artificial intelligence. At this time, creditors will not need to put in so much effort in terms of sales force and prospecting for new customers. The broker will no longer be needed, which is a drastic novelty in the area. Artificial intelligence will allow, among other things, to trace the profile of clients, including their risk level, business size, debt ratios and any other information useful to the creditor. The system infrastructure must allow the implementation of this type of advanced functions.

Technical feasibility and commercial potential of the technology were

several levels of validation were carried out. Firstly, the technical feasibility was validated with the broker for the first phase of the project. The broker is excited about the idea of using the Acquiso platform to receive potential client files. For each transaction carried out on the platform, Acquiso and the broker will share the commission equally.

The second level of validation is ongoing and concerns potential buyers. The vast majority of equipment buyers find it very useful, as it not only allows them to obtain advantageous financing and have With more choice of equipment, buyers will be better supported in their financing process.

The final level of validation concerns technological feasibility. The necessary concepts of artificial intelligence are well-known and there are several similar platforms in other industries. There is a technological risk, but the Acquiso is confident it has the resources to complete the second phase of development, planning adequately the development stages and basic infrastructure requirements.

There is great potential to gain significant market share by offering a more competitive than dealers. In fact, some large equipment retailers, such as J Lavoie Équipements Lourds or Ritchie Bros, have online sales platforms, but their offering is limited to their customers. equipment. Furthermore, they often deal with just one lender, which makes financing less competitive for the buyer.

In 2020, almost \$43 billion in financing was provided to SMEs in Quebec. There are 246 thousand financing projects per year, with an average value of US\$ 173 thousand. The average rating that Acquiso will receive for its first phase of development is therefore estimated at US\$3,000 per funding project.

The following table presents projections for the next 3 years. Acquiso believes these predictions are realistic: 2000 financing projects represent 0.81% of Quebec's market share.

Again	Number of projects	Revenue
1 (6 months)	15	US\$ 44 mil
2	500	1.46 million dollars
3	2000	5.86 million dollars

Management team A

The company was created by Christophe Bouchard, currently a management consultant in the banking sector. He has several years of experience in the area and has managed to develop a strong network of directors and account managers working in commercial financing, within different financial institutions.

Although he is the company's sole shareholder, Christophe is well supported in his project. André Martin Hobbs is a Angel Investor supporting Acquiso. He previously helped develop a similar platform for the automotive industry. His experience is a valuable asset to Christophe, who meets regularly with Mr Hobbs to discuss directions company strategies. He coaches Christophe on his business plan, sales plan and the skills needed to become a more complete entrepreneur.

The broker that will receive Acquiso clients in the first phase of development is SFA Leblanc. SFA Leblanc it also has a bank of customers, who will be the first users of the platform. The director of technological innovation of the platform is Thierry Larouche, who currently works as a consultant for Acquiso.

Christophe also surrounded himself with the Entrepreneurship Center at the University of Montreal, which is an incubator, founded in 1998, which supports innovative, technological, scientific and professional companies to help them build and validate your business model in order to bring them to commercialization and sustainability thanks to a solid network of experts and a dedicated support structure.

Christophe is following the Datapreneur journey at the Entrepreneurship Center at the University of Montreal.

Datapreneur is an 8-month program that supports companies in AI and data science.

The program offers support focused on business, strategic, technical and commercial aspects, allowing participating companies identify their strategic orientations, validate their business models and prepare appropriately for the integration of artificial intelligence into the business model, in addition to defining the market in growth to plan your marketing.

Aquiso will also have the support of Maglio, a company specialized in supporting innovative and high-quality businesses. growth potential.

Company development phase

Founded 8 months ago, the company created the brand image and visual identity. The landing page is almost completed. The company was integrated into an incubator, the key team was identified for the first phase of the project and several iterations of the business model were carried out. Several

Validations have also been completed (see section on technical feasibility and commercial potential of the technology).

The Acquiso must now be implemented for the next 12 months. Incubation activities will be used to improve the company's strategic planning and structure technological development. The details of the objectives incubation information can be found in the Business requirements, objectives and intended results section of the incubation voucher for the project period. At the same time, the company will carry out the technical development of the its platform in several iterations (technical development is not presented as an expense under the incubation voucher).

Financing

Acquiso is currently financed by Christophe Bouchard and MEI's help is needed to boost company activities. The incubation voucher and work with consultants will allow us to better define the critical phases development, costs and necessary financing.

Acquiso plans to invest US\$1.2 million over up to 36 months in the development of its platform, forming its qualified team to promote your product. Operating costs, such as non-development salaries, equipment, facilities, accounting and legal fees are estimated at US\$200,000. The costs of development total just under US\$500,000. Another US\$500,000 is planned to promote platform, including rep salaries, AdWords, LinkedIn and Facebook campaigns, and other campaigns minors. These estimates will be reviewed with specialist consultants throughout the incubation period.

To finance its growth, Acquiso will rely on several sources of income. Among other things, recipes for subscription to the platform are estimated at US\$937 thousand for the next 36 months. Furthermore, Acquiso is in negotiations with a potential investor, who could put up US\$200,000 in exchange for company shares.

Intellectual Property Rights

Intellectual property rights needs will be addressed with the assistance of a Management Consultant of Intellectual Property (lawyer). We plan to conduct a patentability analysis as part of the incubation; It is possible that certain processes can be patented.

Business needs, objectives and results sought in incubation during the project period

Over the next 12 months, Acquiso will have many needs and objectives to achieve in terms of d'incubation.

First, a fee for market analysis with a business development specialist is provided. It is expected carrying out prospecting activities for potential customers, evaluating typical customers and understanding their perception on the platform developed by Acquiso. It is also planned to build a communication strategy that Follow the company's growth outlook.

Maglio Solutions is a strategic partner for growth and innovation projects. The office will support Acquiso in strategic financial planning of its current and future projects and will assist the company in its financing procedures.

One of the company's challenges is to set up a customer billing and monitoring system that can keep up with the increase platform demand. Indeed, managing the turnover of a high-growth company can be a challenge, and Acquiso will seek advice from a chartered accountant, who will be responsible for assessing Acquiso's needs and proposing a solution adapted to your reality.

A legal expert is needed for Acquiso's activities next year. This specialist is necessary to integrate the innovation in the market and, at the same time, protect intellectual property. In particular, it is necessary to prepare an agreement parasocial appropriate to the dilutive investment context. It is also necessary to provide for the terms of contracts for users and partners, especially regarding the use of data, in order to comply with Canadian and United States regulations.

At the center of Acquiso's priorities for next year is its technological development plan. In effect, the company will have two important development phases during the year and, before creating its products, it intends to plan the technological development. One of the objectives is to define which platform infrastructure will be able to support its growth activities. The identified consultants are C-Focus and will have the

responsible for building the technological development plan. The challenge is to adequately divide the development of the first phase and the second phase. The company will also identify needs and opportunities in artificial intelligence.

The incubator, the Entrepreneurship Center of the University of Montreal, will be present throughout the incubation.

Detailed description of specialist support services, activities and internal and external resources

1. Branding and marketing strategy consultant Philippe Clairoux

– Clairoux Studio ([site](#)) ([LinkedIn profile](#))

Business development support a.

Customer review strategy b. Branding and positioning strategy (including social media) c. Communication strategy

2. Croissance innovation and planning consultant Maxim Bergeron — Maglio

Solutions ([Website](#)) ([LinkedIn profile](#))

Technological development plan strategy and financial strategy a.

Diagnosis of past and future activities b.

Establish financial planning and projections, growth plan c. Implement a dilutive and non-dilutive financing strategy d.

Support in the creation of corporate documentation e. Meeting with financial organizations and networking with key decision makers

3. Accounting consultant

Alex Brochu – Brochu et Poirier Chartered Professional Accountants Inc. ([Site](#)) ([LinkedIn Profile](#))

Accounting support a.

Specialized knowledge related to billing management b. Advice on accounting operations in a context of high volume of operations

4. Consultant (lawyer) in business law and intellectual property protection David Choinière - Dunton Rainville

([Website](#)) ([LinkedIn Profile](#))

Legal support A.

Shareholders agreement adapted to financing b.

Brand strategy c. Review of agreements with partners/distributors related to intellectual property d. Study of intellectual property needs

5. Technological development consultant Jasmin Tremblay

– Cfocus ([website](#)) ([LinkedIn profile](#))

Technological development planning phases a. Assessing the software infrastructure that can support growth b. Technology development plan, including AI integration

Detailed budget

See the appendix for budget and Gantt breakdowns.

Business needs, objectives to achieve and activities to carry out	Name of hours planned	Amount	Data forecast from the start (jj/mm/aaaa)	Data forecast not final (jj/mm/aaaa)
Business development support (market identification, prospecting and strategy Communication)	67	10.050\$	2022ÿ10ÿ10	2023ÿ06ÿ22
Planning innovation and growth (financial planning)	63	9.450\$	2022ÿ10ÿ10	2023ÿ10ÿ09
Accounting knowledge (adapted billing plan the company)	26.3	3.945\$	2022ÿ10ÿ10	2023ÿ04ÿ15
Legal expertise (shareholders agreement adapted, intellectual property needs, terms for users)	40	10.000\$	2022ÿ10ÿ10	2023ÿ10ÿ09
Technological development plan (choose infrastructure that will support growth, plan development, opportunities in intelligence artificial)	116	17.400\$	2022ÿ10ÿ10	2023ÿ10ÿ09
Incubator support		2.500\$	2022ÿ10ÿ10	2023ÿ10ÿ09
TOTAL	312.3h	53.345\$	2022ÿ10ÿ10	2023ÿ10ÿ09

Duration of incubation

1 year from the beginning of the agreement. (We are planning from October 10, 2022 to October 9, 2023)



Nada Zogheib
CEO
CEuMONTRÉAL

October 6, 2022

Data