

V



OPEN-V
ENGINEERING OPEN SOURCE

Autonomous Enterprise Cloud Platform

The Next-Generation of Software-Defined Datacenter engineered to deliver
“Everything as a Service”

INVESTOR DECK
April 2018

Background: Highlights - Company Information



- Founded in 2016 by **industry veterans with Deep Domain Expertise in Data Centers, Open Source and Infrastructure Management;**
- Relevant Enterprise Customers, Post revenues and a small profit in 2017
- Innovative Start up (30% fiscal incentives for Italian Resident Investors)



International team

- HQ in Milan (Italy);
- R&D – Tech Center in Coimbatore (India)



Validated Disruptive solution

- Developed a Technology that will disrupt the **Enterprise Cloud Business.**
- Cutting Edge technology – STACKMAX – which delivers turnkey Everything as a Service (XaaS) with an Intelligent Cloud Management Platform



Background: Tech References

OPEN-V SELECTED IN 2016 TO JOIN INTEL STORAGE BUILDERS
DEVELOPERS COMMUNITY



MARKET INNOVATION VISION COUPLED WITH ENGINEERING TEAM
ABLE TO DEVELOP THE BEST OPEN-SOURCE CODE



Background: Technology Partners

ESTABLISHED PARTNERSHIPS WITH RELEVANT TECH PLAYERS



Background: Commercial References

PAYING CUSTOMERS: FEW LARGE ENTERPRISES HAVE ALREADY CHOSEN OPENV



Università Commerciale
Luigi Bocconi



METTLER TOLEDO



Background: Partner References

ESTABLISHED BUSINESS RELATIONSHIPS WITH RELEVANT
SYSTEM INTEGRATORS/CHANNEL PARTNERS

dimension
data 

axians

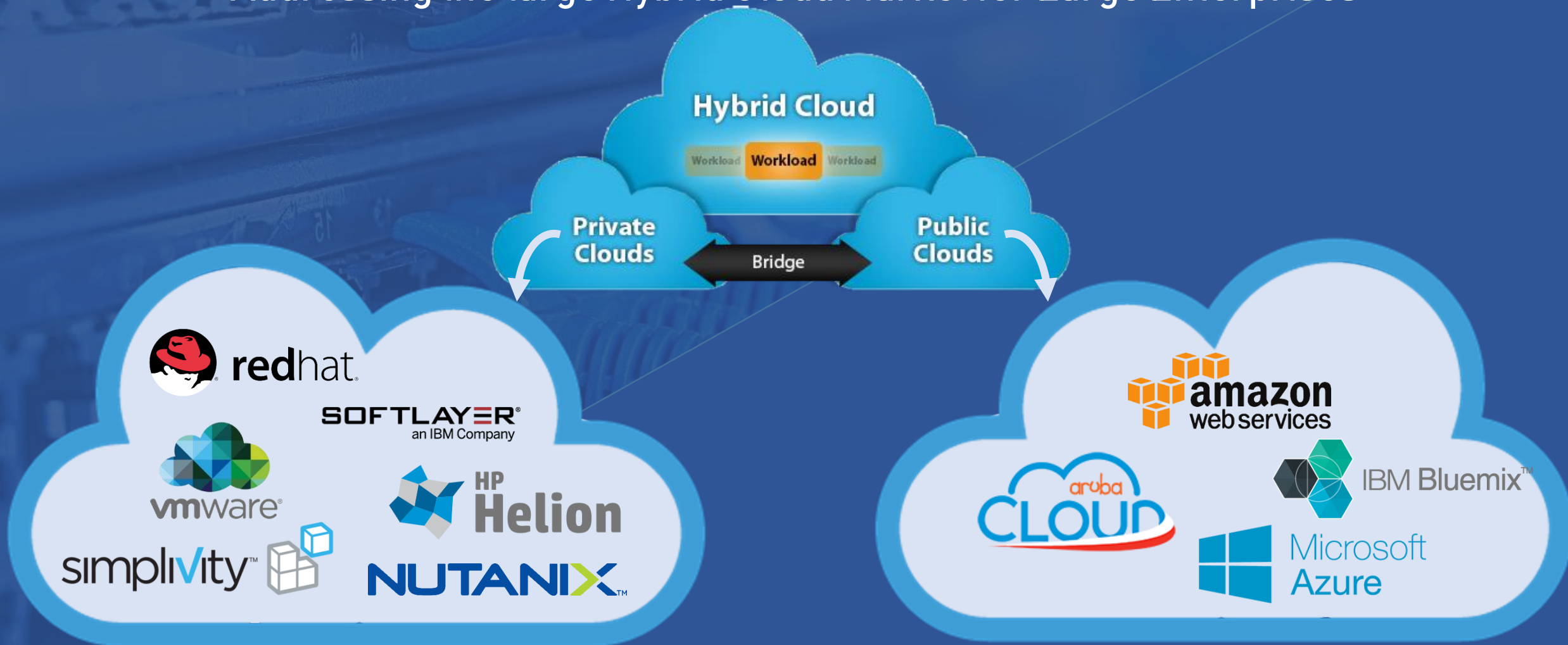
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 FLYTECH[®]

Cloud Market

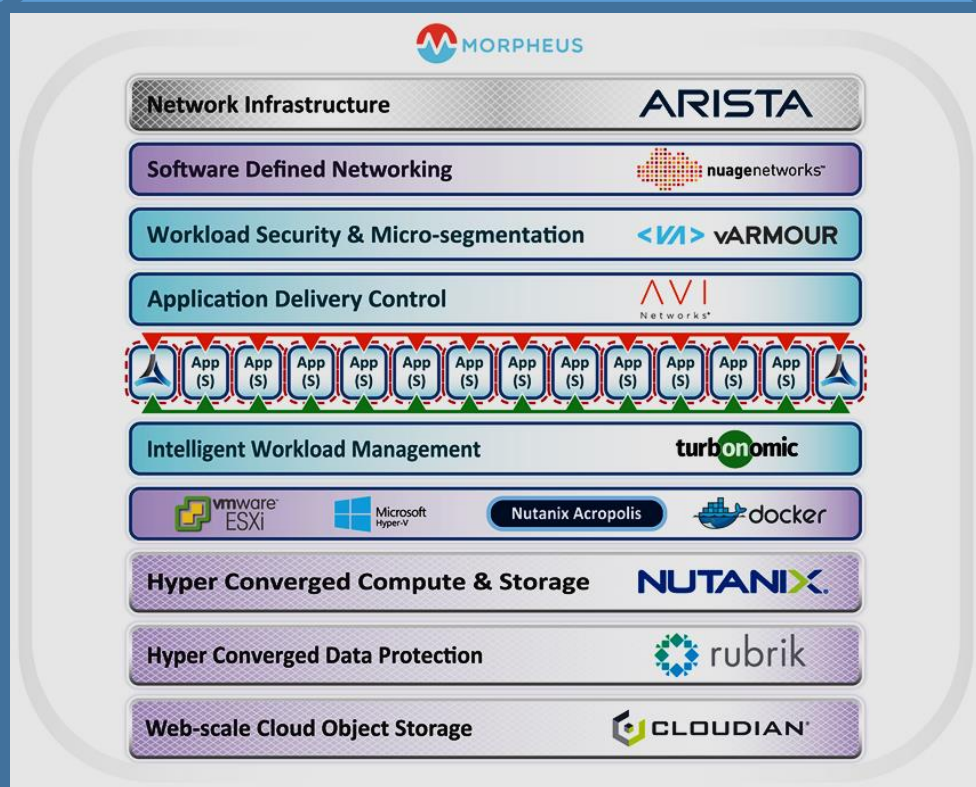
Addressing the large Hybrid Cloud Market for Large Enterprises



Customer Problem

- VERTICAL-ONLY SOLUTIONS CURRENTLY AVAILABLE ON THE MARKET
- TYPICALLY NEED MANY DIFFERENT VENDORS/PRODUCTS TO HAVE A COMPLETE A CLOUD SOLUTION

ILLUSTRATIVE EXAMPLE

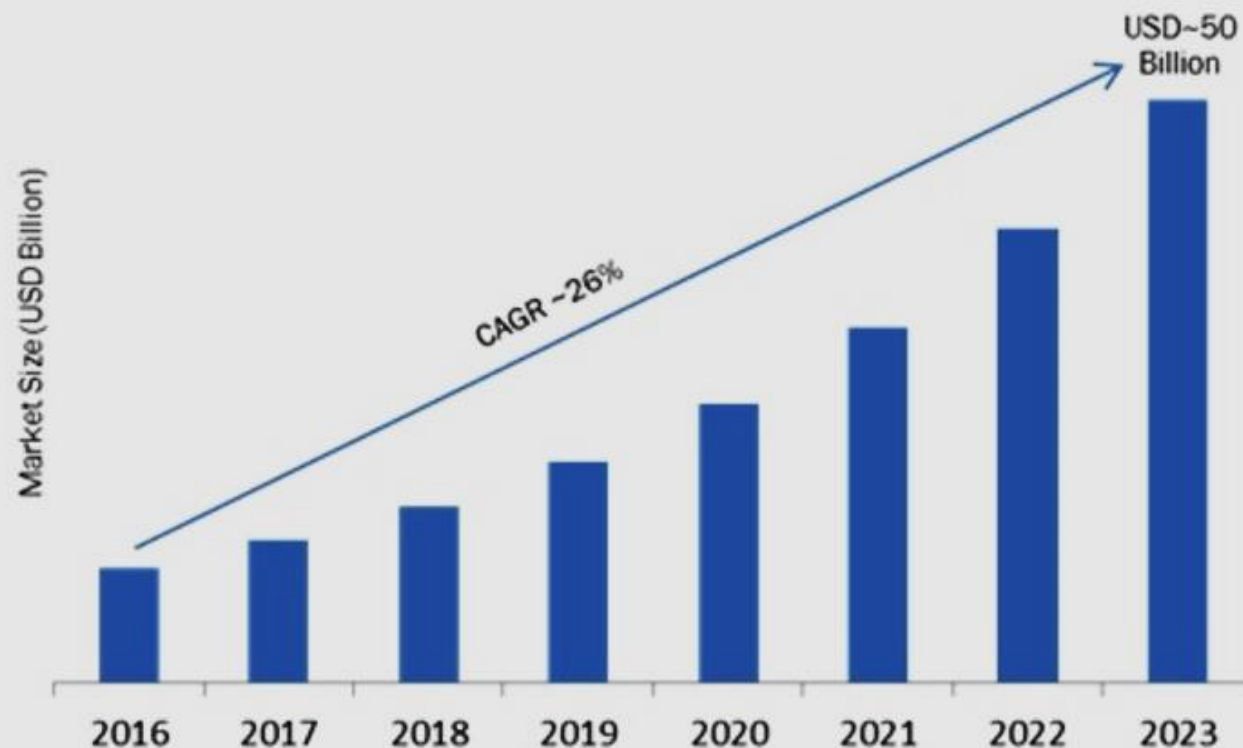


NEGATIVE CONSEQUENCES:

- Vendor Lock In
- Multiple Dashboard for Many Applications;
- Many Applications Many Support Level
- Different Expertise need for Management;
- Many resources and Many Expertise need;
- Coexistence of many different application means complex tuning and expertise;
- TCO very expensive; Low ROI

The Market – Private Cloud Enterprise

A LARGE AND GLOBAL MARKET

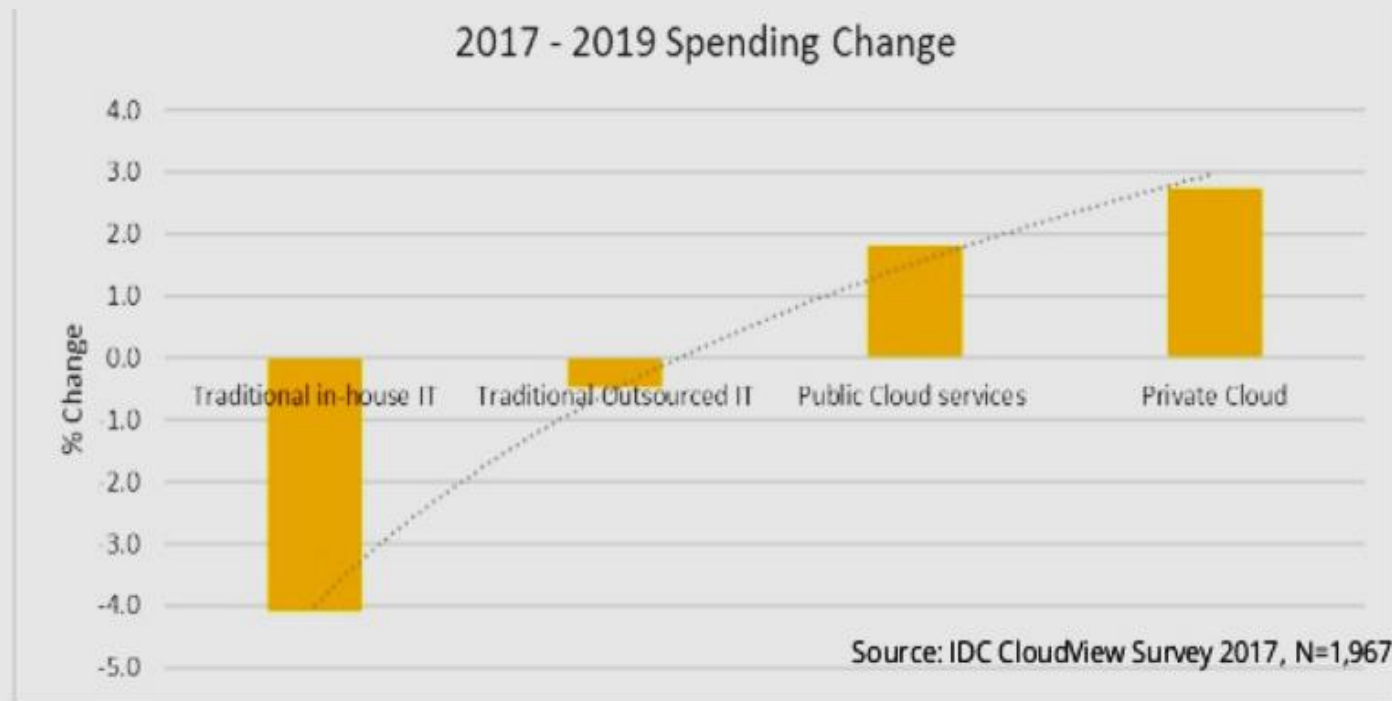


The Global Virtual Private Cloud Market is expected to grow at approx. USD 50 billion by 2023, with 26% of CAGR between 2017 and 2023.

(Source: Market Research Future)

The Market – Private Cloud Enterprise

HIGH GROWTH RATES



Combined Private Cloud has the largest spending increase in next two years

Current Solution by OPEN-V

A TURNKEY “INTELLIGENT BUSINESS CLOUD PLATFORM™”

- + No Vendor Lock In;
- + Single Dashboard for Many Applications;
- + Single Support Level;
- + Single Platform Expertise Need for Management;
- + Single Resources for Management Need;
- + No Need Tuning and Expertise;
- + TCO Very Inexpensive; high ROI



- INTELLIGENT DATACENTER BUILDING BLOCKS & SOFTWARE DEFINED DATACENTER SOLUTIONS
- MANAGED SUPPORT AND SERVICES

Current Solution by OPEN-V

A TURNKEY "INTELLIGENT BUSINESS CLOUD PLATFORM"™



EX Series For Fortune 500

CSP Series

For Service Providers /
Channels

GP Series

For Small / Micro Businesses

STACKMAX PLATFORM

MANAGED SERVICES

- DataLake
- Blockchain
- Deep Learning
- DR / BC
- General Purpose Applications
- SD-WAN / NFV

Current Solution by OPEN-V

TRANSFORMING IT CLOUD MANAGEMENT INTO IMMERSIVE EXPERIENCE

MAJOR CUSTOMER BENEFITS:



CUSTOMER EXPERIENCE

Simplification of every aspect of IT infrastructure lifecycle

- «Three clicks» infrastructure management
- Reduced complexity of legacy virtualization management



COSTS

Reduced virtualization costs up to **80%**



MODULARITY

Modular expansion with linear scalability of critical cloud resources



MONETIZATION

Transforming Return on Investment into **Revenue on Investment**

OPEN-V: Competitive Advantages



VENDOR-NEUTRAL CLOUD
TECHNOLOGY

FREE OF LICENSING
OBLIGATIONS

OUT-OF-THE-BOX
SOLUTION

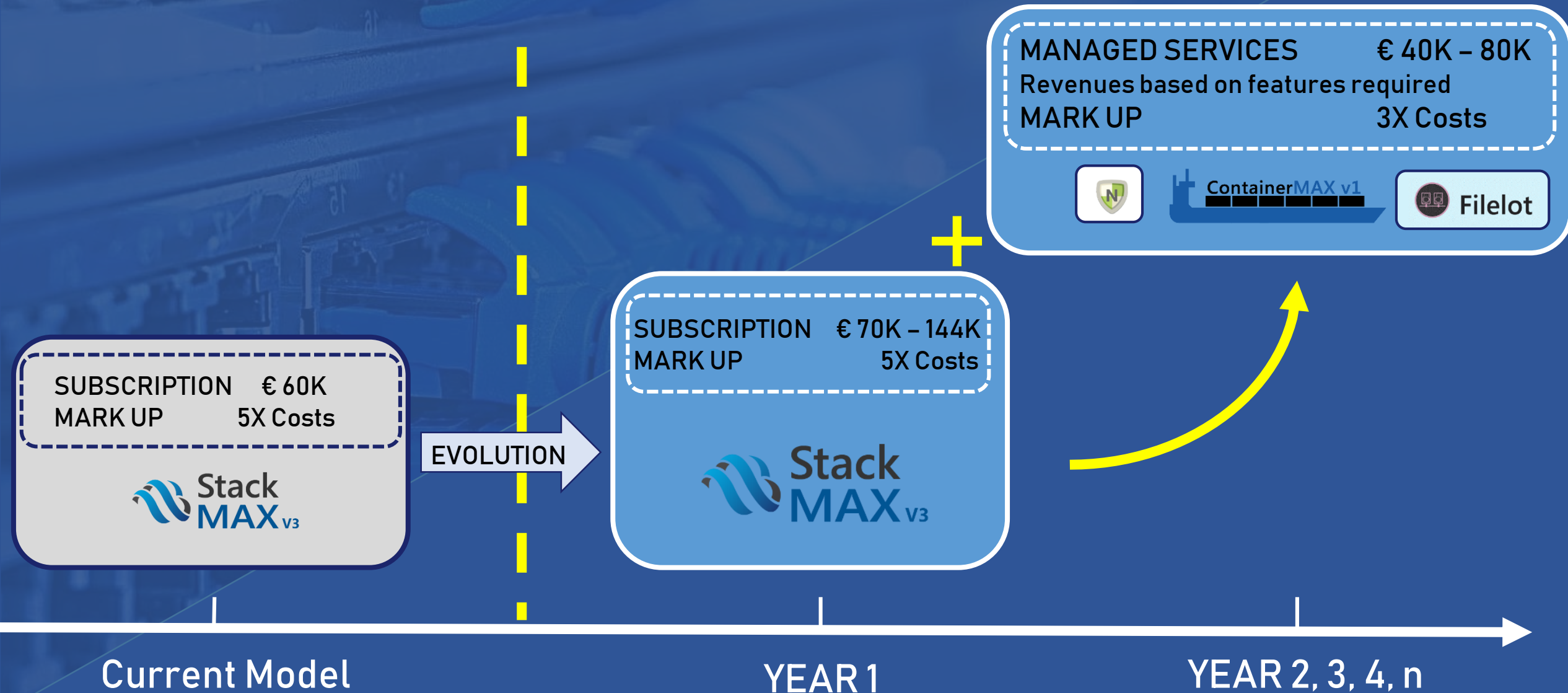
OPEN-SOURCE BASED
INFRASTRUCTURE AND
RESOURCE MANAGEMENT

FUTURE-ORIENTED &
SIGNIFICANT COST
SAVINGS

SEAMLESS DEPLOYMENT
OF APPLICATIONS

OPEN-V: Revenue Model

REVENUE MODEL: SUBSCRIPTION (STACKMAX) + MANAGED SERVICES (RECURRENT COMPONENT)

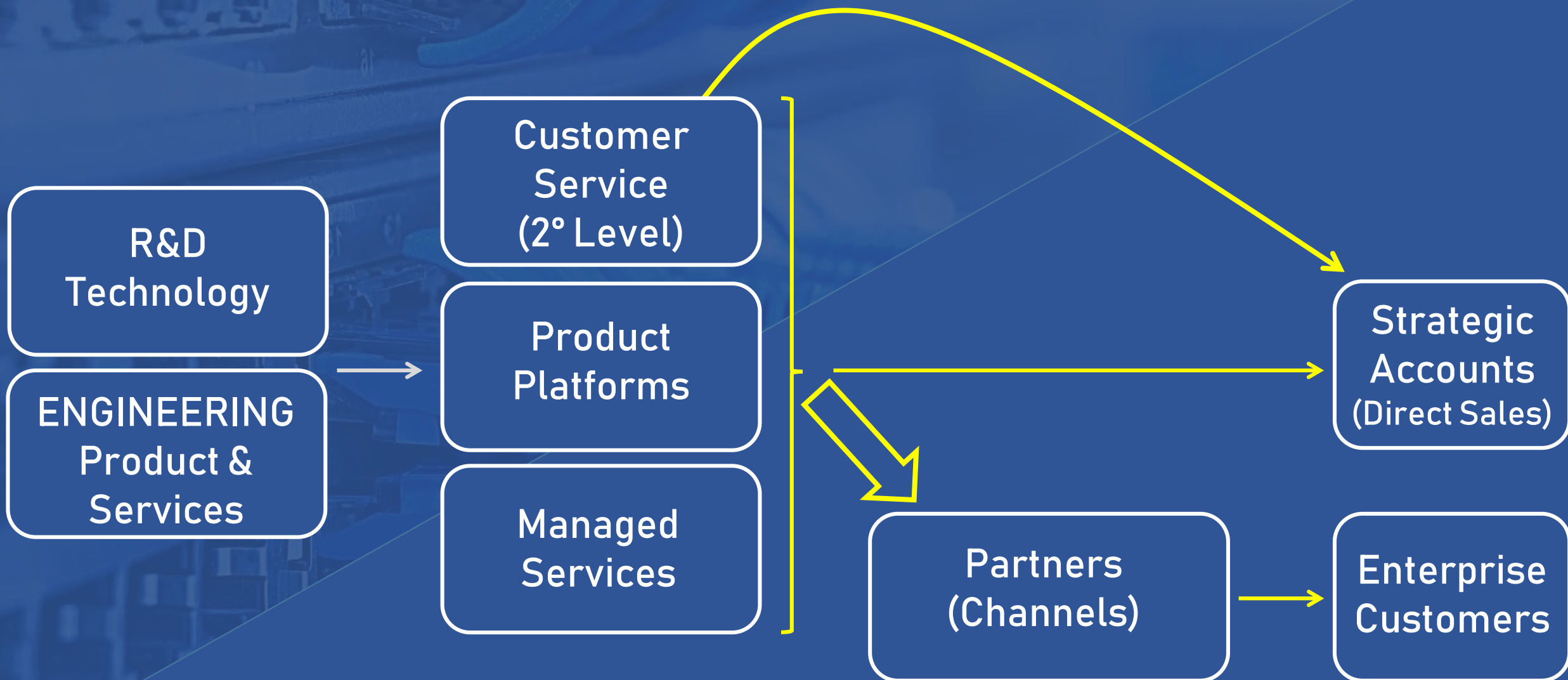


Market Positioning



Business Model & Value Chain

Main growth mainly developing strong alliances with International Partners



Go To Market 2018-2019

CUSTOMER ACQUISITION MAINLY THROUGH
EFFECTIVE CHANNEL MANAGEMENT AND MARKET POSITIONING

MAIN OBJECTIVES



**Grow relationship with
current System
Integrators
(International Partners)**



**Build Market Awareness
& Reputation
(Marketing & Channel
support initiatives)**



**Serve directly a limited
number of Strategic
Accounts**



Solution Showcase

CHANNEL MARKETING

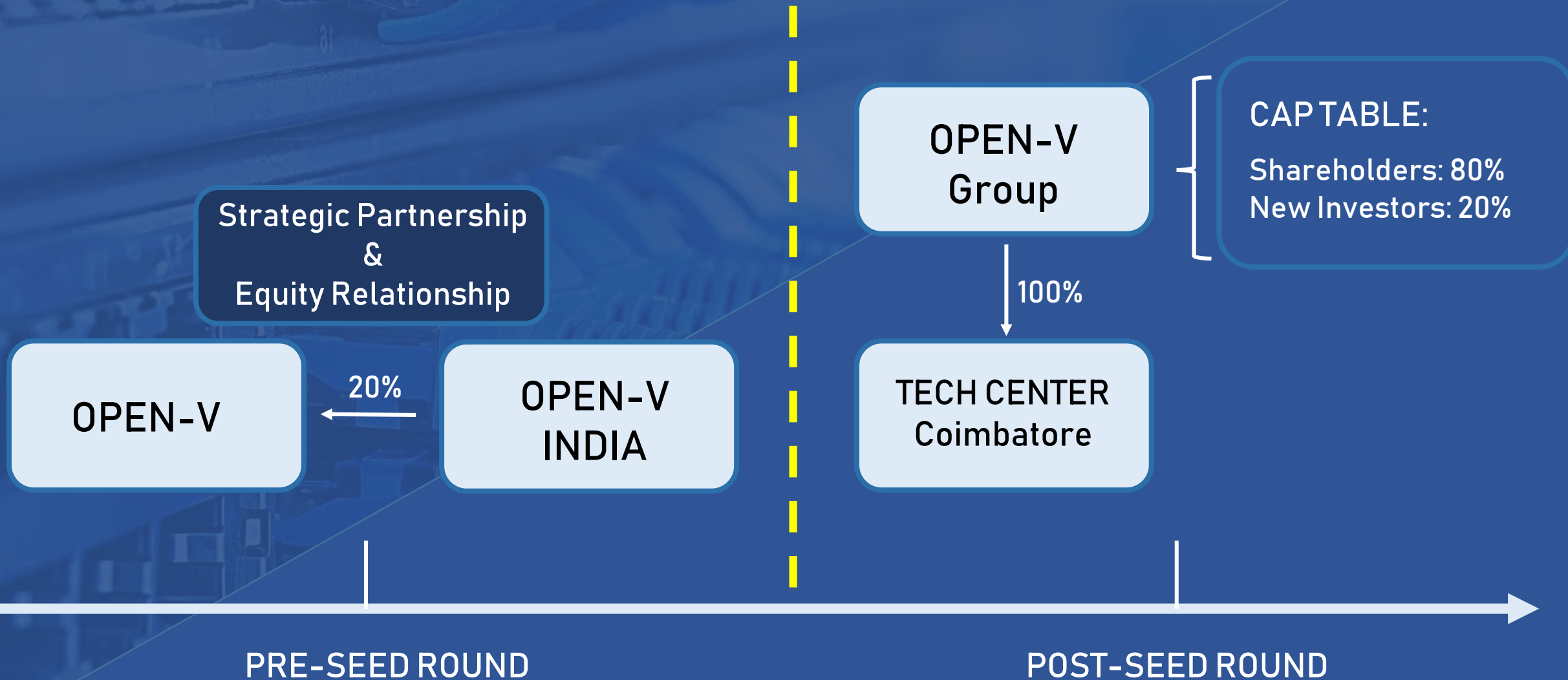
**PARTNER RELATIONSHIP
MANAGEMENT**

CUSTOMER MARKETING

**POSITIONING &
REPUTATION BUILDING**

STRATEGIC ACCOUNTING

Group Structure - Cap Table



Executive Team & Organization



Chief Technology Officer
Srinithin Jayabal



Chief Executive Officer
Massimo Calabrese



Chief Financial Officer
Mauro Zortea



Mentor
Diamond Lauffin



Business Angel
Carlo Moser



Advisor
Domenico Laudonia

NEW KEY HIRES



Chief Commercial Officer

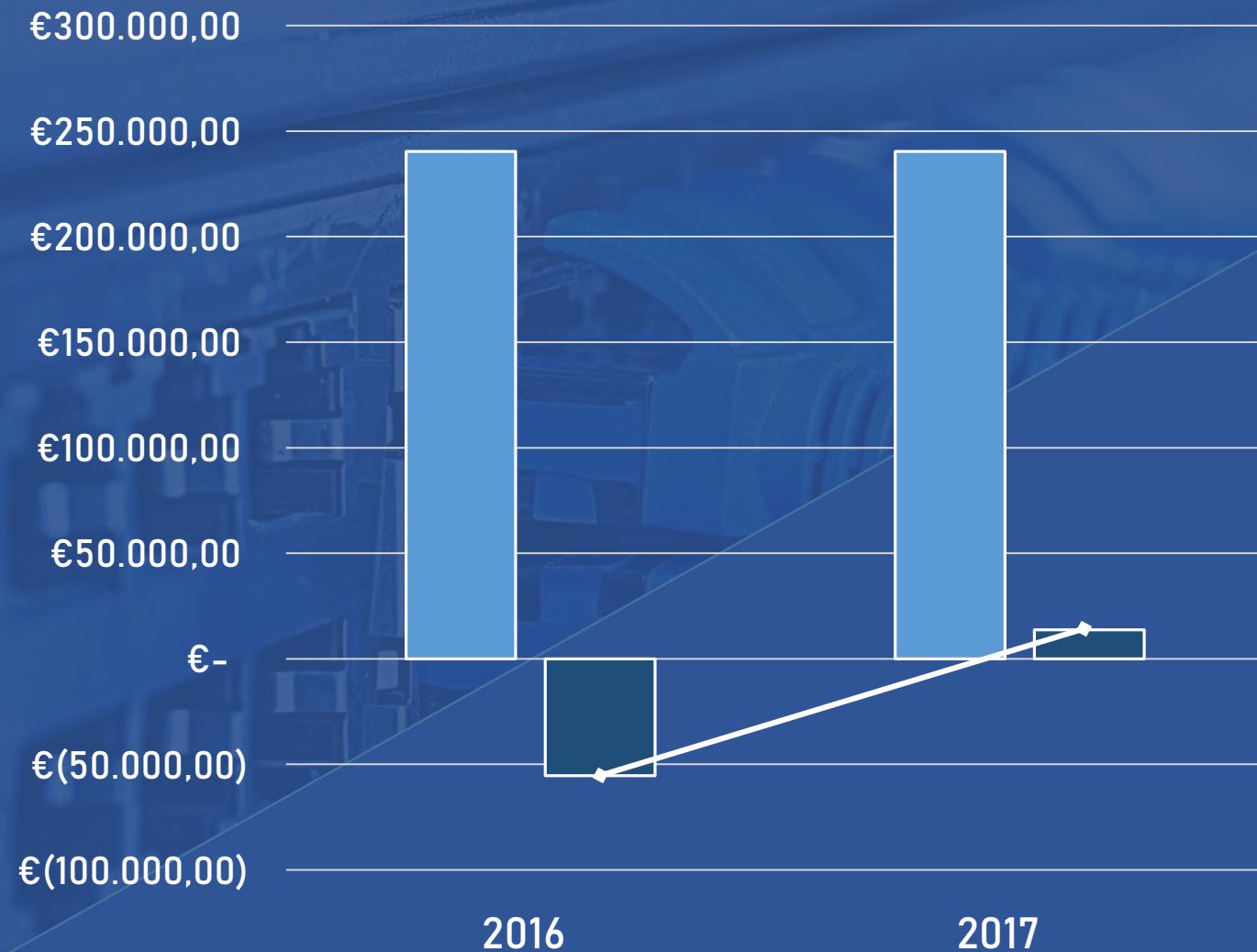


BizDev & Partnerships

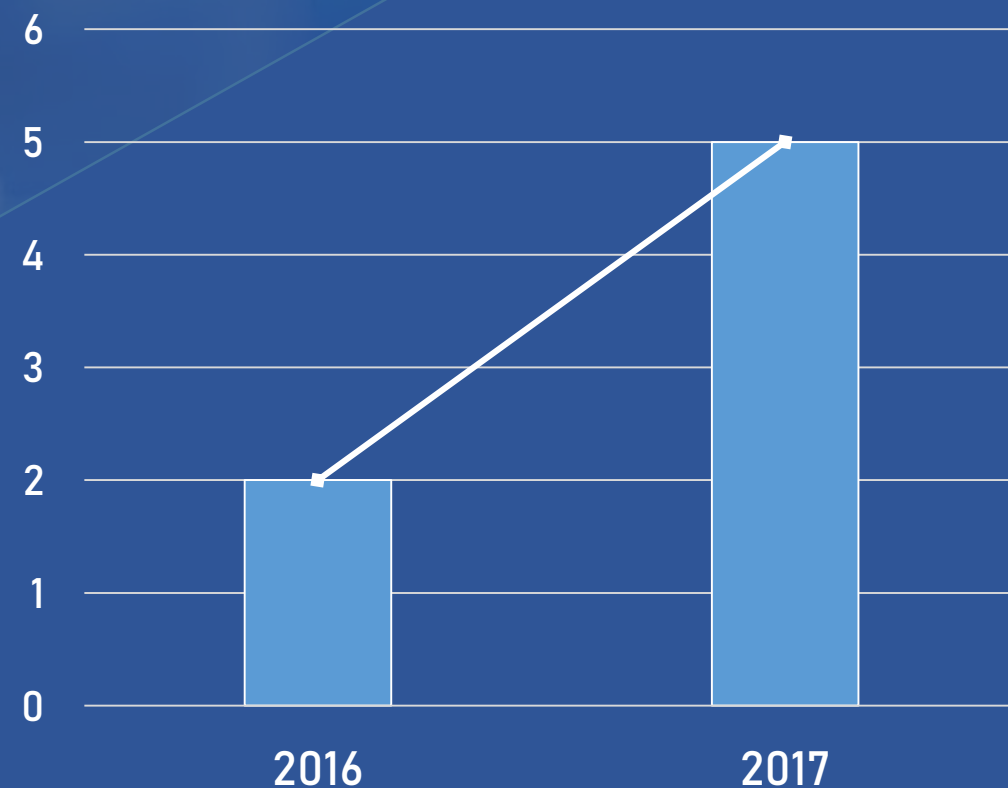
Business Achievements 2016-2017

EBITDA – REVENUES GROWTH

■ Total Revenues ■ EBITDA

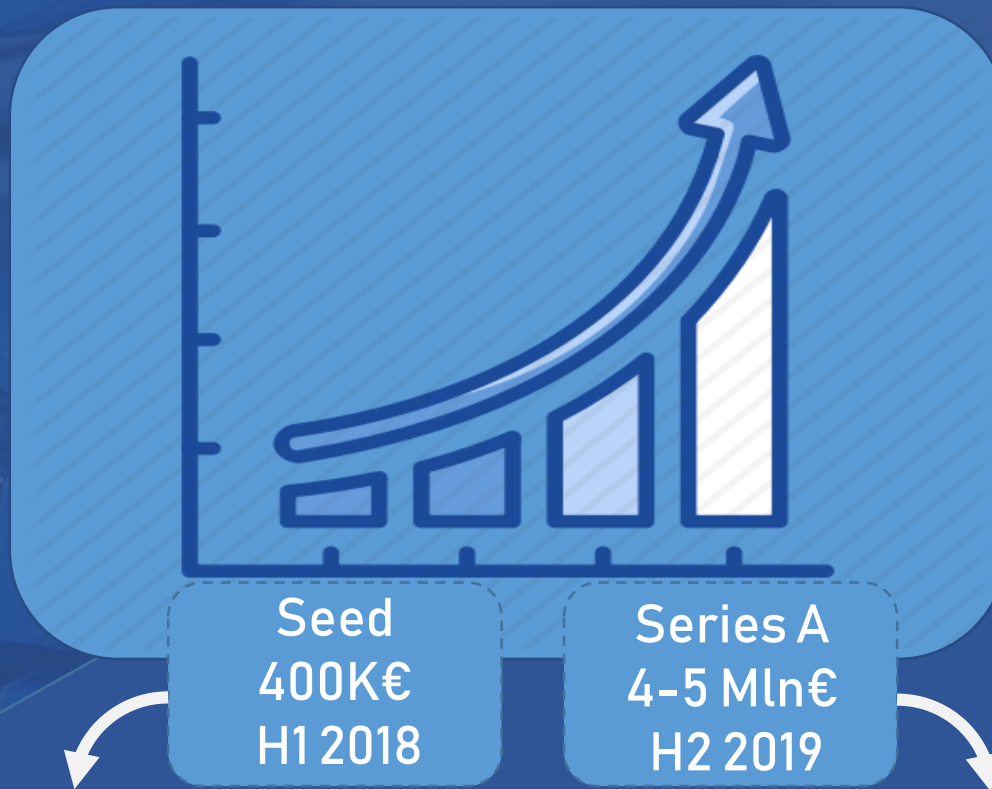


NUMBER OF CLIENTS



Investment & Use Of Proceeds

TWO EQUITY INVESTMENT ROUNDS IN TWO YEARS



- 40% Marketing
- 40% Team Structure (pre & post sales, customer service)
- 20 % Product & Technology

Business Expansion
(Internationalization)
To be elaborated based on the
Business plan 2020-2024

Business Plan 2018-2020

SERIES A round
Programmed by End of 2019

	2017 A	2018 F	2019 F	2020 F*	AVG ANNUAL GROWTH RATE 2018-2020
Total Number of Customers (Nr)	5	10	23	41	104%
Total Revenues (K €)	295	411	1,248	2,276	143%
Purchases (material & services for production)	100	98	198	336	-
Employees	15	245	437	545	-
External advisors	11	44	68	69	-
Marketing	-	100	100	100	-
G&A (Office, rents, travel expenses)	101	245	249	250	-
Total Costs (K €)	227	732	1,052	1,300	34%
EBITDA (K €)	66	- 362	59	724	-

***Forecast 2020 (nr of customers, Revenues, etc) does not include performances due to a Series A to be programmed End of 2019**

Thank you

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