REGULATORY & POLITICAL IMPACT PREDICTION FOR THE PLATFORM ECONOMY

Pitchdeck v1.0

Martin Schössler, Emmanuel Ph. Jansa

POLICYMAKER

POLICYMAKER

Problem / Opportunity:

——

Companies are reactively following regulation instead of **proactively** preparing for regulatory scenarios.

Policymaking is personalized instead of assessed by **outcomes and impact**.

Environment:

——

The Complexity of lawmaking and the friction in policymaking is rising, but **"the tools of the trade" are severely lacking behind**, especially in Germany and Europe.

Value creation:

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Policymaker will be the "Salesforce for Lawmaking" based on AI-supported **dynamic content and analysis** generation in the cloud.

POLICYMAKER

What is Policymaker?

PolicyMaker is **the first platform** that enables corporate professionals and major stakeholders to anticipate policymaking scenarios and outcomes.

Why is it valuable?

PolicyMaker provides users with **Agenda Streams**: a unique, frictionless combination of real-time monitoring, scenario building and impact analysis tools.

How is this different? Dynamic Content & AI-Engines

Supercharge content aggregation: PolicyMaker context analysis sits on top of AI-driven scenario and prediction engines.

AI-driven Automation and Analysts work in tandem to generate unique assessments of political decision-making and risk.

PRODUCT

The PolicyMaker Feature Set is far beyond the capabilities of existing solutions, it will include:

Agenda Streams
- Dynamic content generation by vertical
- Real-time GovTracking by issue (GovTracker)
- Lawmaking process by Maturity Grade
- Expert Forecast Aggregation (EFA)

AI-supported Policymaker AI engines
- Dynamic, bot-automated Content generation
- Scenario Building
- Prediction Engine
- Impact Engine / Outcome Predictions (regulatory)

For Industry & SME, Legislators, GovMembers, Stakeholders, NGO

MARKETING & SALES

GOALS

Start with MVP for top SME & critical mass corporations / early adopter

Confirmed test clients (09/2017):

SIEMENS   OSRAM   Bird & Bird   ING DiBa

hp   HUAWEI   KPMG   TÜV

BAYER   covestro   Johnson&Johnson

SAP   METRO GROUP

First project proposal out for: BOEING

Future SETUP

Direct Sales

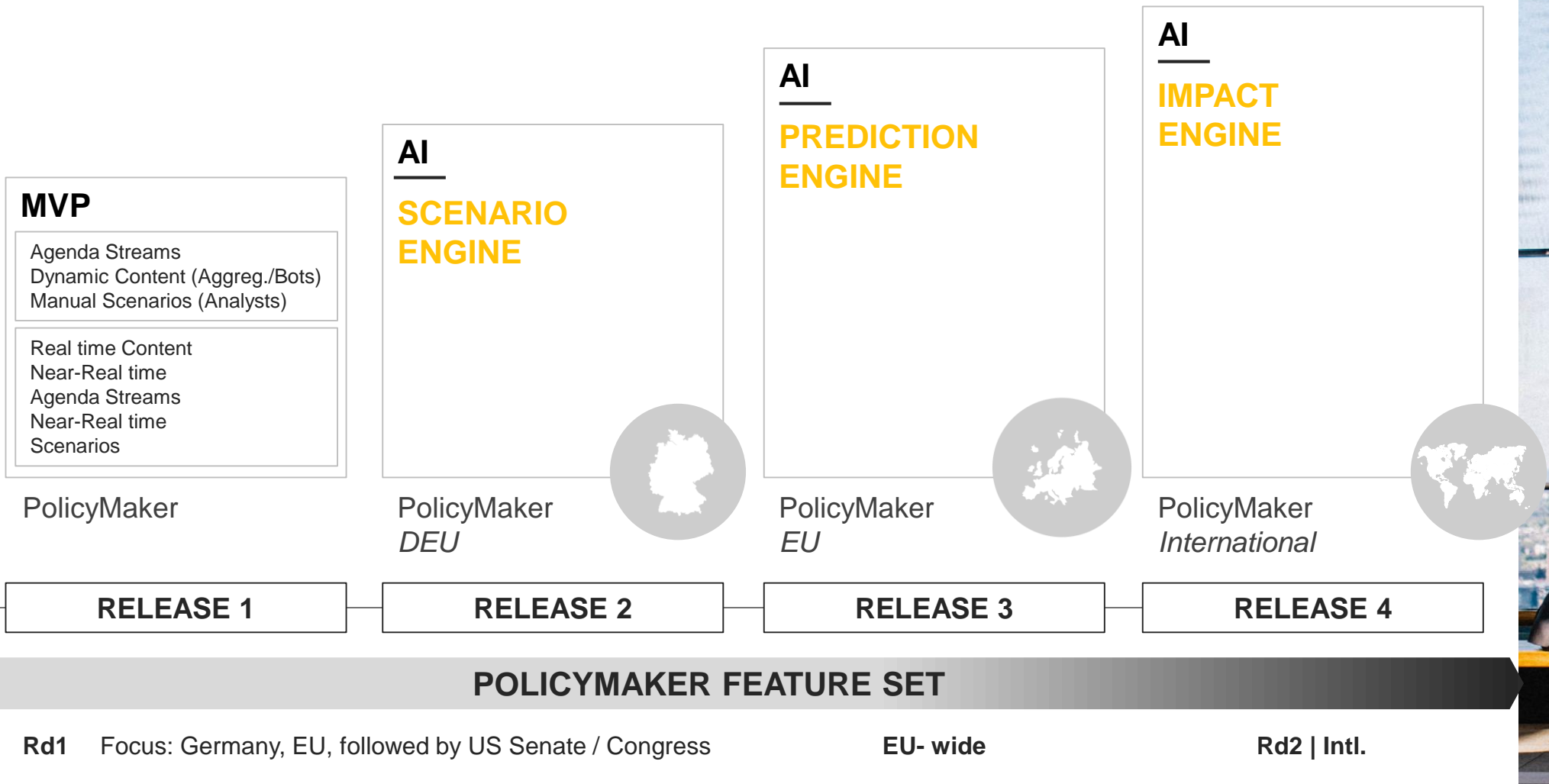Inhouse Sales & Client Training Team

Partner & Reseller Network

Licence agreements on specific platforms

Bloomberg

Moody's

inhouse

RELEASES

MVP

Agenda Streams
Dynamic Content (Aggreg./Bots)
Manual Scenarios (Analysts)

Real time Content
Near-Real time
Agenda Streams
Near-Real time
Scenarios

PolicyMaker

AI
SCENARIO ENGINE

PolicyMaker
DEU

AI
PREDICTION ENGINE

PolicyMaker
EU

AI
IMPACT ENGINE

PolicyMaker
International

| RELEASE 1 | RELEASE 2 | RELEASE 3 | RELEASE 4 |

POLICYMAKER FEATURE SET

| **Rd1** | Focus: Germany, EU, followed by US Senate / Congress | **EU- wide** | **Rd2 | Intl.** |

REVENUE MODEL
—
BUSINESS MODEL

CORE REVENUES GENERATED BY:

Subscription fees by vertical and agenda stream (upfront + ongoing, upsell) to access real-time content and analysis

Licensing of Industry Scenario, Prediction & (reg.) Impact models ("magic AI booster addons")

Custom modelling + Marketplace for AI addons / impact and risk models

Custom Integrations Builder

FINANCIAL PROJECTIONS & KEY METRICS

Exit Round 2

INCOME / FY	2018	2019	2020	Exit Round 1	2022	2023	2024	2025	2026 - 27
No.of subscriptions (accumulated)	20	100	200	400	900	2700	6300	13500	27900
Revenue	0	0	0	0	0	0	0	0	0
Opex	(470)	(565)	(795)	(2.300)	(2.800)	(4.900)	(8.100)	(15.000)	(26.900)
Operating income	(470)	(565)	(795)	(2.300)	(2.800)	(4.900)	(8.100)	(15.000)	(26.900)

CAPEX / TEUR	Release 1.0	Release 2.0	Release 3.0		Release 4.0				
Platform Development, Devices	(300)	(100)	(200)	(200)	(1.000)	(1.000)	(2.500)	(3.000)	(3.500)
Algo Development	(200)	(200)	(150)	(300)	(3.750)	(5.500)	(7.250)	(9.000)	(10.750)
Big Data & Content Development	(250)	(300)	(300)	(500)	(5.000)	(5.000)	(5.000)	(5.000)	(5.000)
Total Development	(750)	(600)	(650)	(1.000)	(9.750)	(11.500)	(14.750)	(17.000)	(19.250)

EBIT									
Operating income	(470)	(565)	(795)	(2.300)	(2.800)	(4.900)	(8.100)	(15.000)	(26.900)
Capex	(750)	(600)	(650)	(1.000)	(9.750)	(11.500)	(14.750)	(17.000)	(19.250)
EBIT	(1.220)	(1.165)	(1.445)	(3.300)	(12.550)	(16.400)	(22.850)	(32.000)	(46.150)

CASH FLOW									
Cash in	2.500			17.700					
Cash out	(1.220)	(1.165)	(1.445)	(8.300)	(12.550)	(16.400)	(22.850)	(32.000)	(46.150)
CF balance accumulated	1.280	115	(1.330)	8.070	(4.480)	(20.880)	(43.730)	(75.730)	(121.880)

INVESTMENT CF									
Investment	(2.500)			(20.000)					
Exit				6.000					

Seed: 2,500 K

Term: 4 y

Break Even: 6 y

Exit: 6,000K

IRR: 57%

COMPETITOR LANDSCAPE

Where we start

FEATURE SET

Old school (Media Companies)
- PDF Dossiers
- Briefings / Monitoring

New school (Service StartUps)
- Talent and expert networks
- Digital Issue Mgt. Dashboards

Monitoring & Collaboration Platforms /Legislative Tracking Services: (Tech & Media companies)
- Content Aggregation
- Data Tracker
- Issue Mgt. Dashboards
- Legislator Matchmaking & Voting Analysis / Forecasting

AI
IMPACT ENGINE

AI
PREDICTION ENGINE

AI
SCENARIO ENGINE

MVP

Agenda Streams
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Near-Real time
Agenda Streams
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Scenarios

FORECAST

ANALYSIS

INFORMATIVE

retresco

THOMSON REUTERS
WESTLAW™

Bloomberg
GOVERNMENT

LexisNexis® State Net®

AlphaSights

FN
FiscalNote

VOX POP LABS

Germany News Briefing
by OpenCitiz

BERLINER INFORMATIONSDIENST
ENERGIEPOLITIK
TAGESSPIEGEL POLITIKMONITORING

Prolegis

PolicyMaker

PolicyMaker
DEU

PolicyMaker
EU

PolicyMaker
International

RELEASE 1	RELEASE 2	RELEASE 3	RELEASE 4

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TEAM / Core

DR. MARTIN SCHÖSSLER

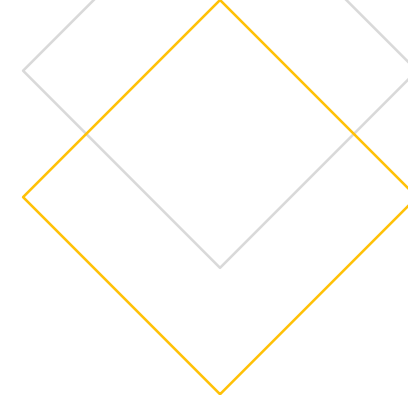Founder, Managing Partner,
CAUSA

- Director Public Sector Advisory, Western Europe, **Frost & Sullivan**
- Senior Manager, **The Economist** / EIU, Financial and Government Sector Germany
- Head of Comm., Advisor to the CEO, **GTAI** (Germany Trade and Invest)
- MA, PhD, University of Heidelberg; American University, Washington, D.C.
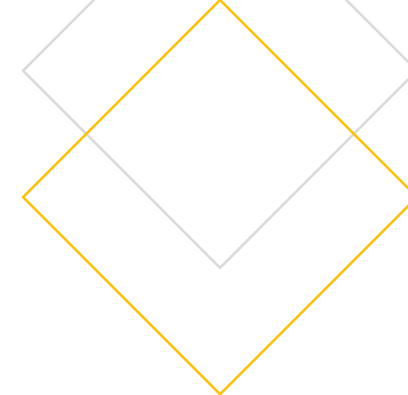
EMMANUEL JANSA

Founder, Managing Partner,
iQuantis

- Head of Vienna office, **Bureau van Dijk Electronic Publishing** , **Moody`s**
- Head of Sales, **Economist Intelligence Unit** databases in DACH and CEE
- Co-Founder, **Green Source Consulting**,
- MA (Vienna University of Economics and Business Administration)

TEAM / Legal / Economics / Other

DR. ROBERT GLAWE

Lawyer, public law, legal tech, top mgt advisory (legal strategy), **Bird & Bird**

HR Status / general:
We are at present in conversations regarding the roles of Chief Economist, Head of AI, Editorial Team (for the first vertical), Development.

- Lawyer, **KPMG Law**, Berlin
- Full Lawyer, PhD University of Goettingen, University of Hamburg

POLICYMAKER

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"Democracy is the art of running the circus from the monkey cage."

—

H.L. Mencken