



droople | water matters to people

Investor deck | March 2021



2018



9 gems

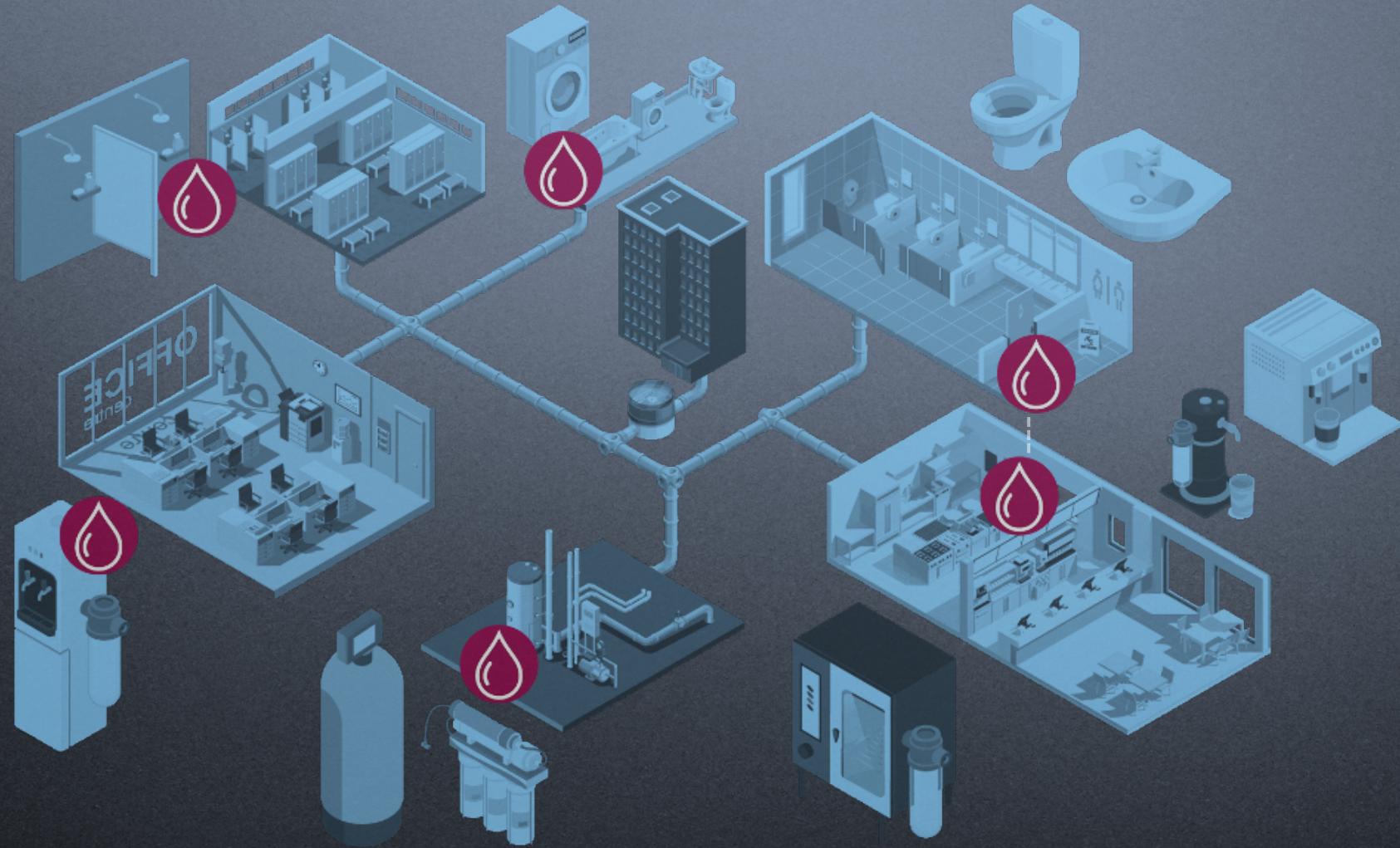


26 paying customers



Seed of 1.5M
closed

We are blind to what happens after the main water meter



Decentralize water monitoring to connect 36B+ water assets off radar today

Sanitary ware



Treatment systems



Appliances



where their performance, lifetime and
maintenance rely on water quality & usage.

Democratization of tailored and versatile water usage and quality management solutions at any point-of-use



iLink®

Communication module

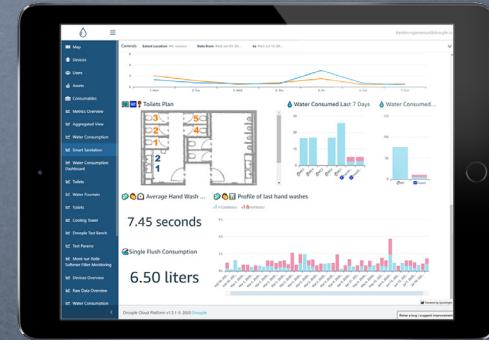
- Flow, Pressure, TDS, pH
- LoRA Comm. enabled
- Lifetime up to 10 years
- Up to 6 sensors
- IP 67, Giteki, FCC, CE
- Battery operated or 5V



iFlow®

2 Patents pending

- High accuracy
- Wide flow range
- Temperature for energy
- Low cost
- Bluetooth LE
- Lifetime up to 10 years



Cloud Platform

Modules & Analytics

- Smart Filtration
- Smart Sanitation
- Energy Audit
- API Integration
- Leak detection
- White labelling

UN predicts a 40% shortfall in global water supply by 2030 combined with an increasing water quality concern



Demand



Macro-trend



Technology



Identify sweet spots with first customers



"There is currently no turnkey system out there for monitoring point-of-use' water consumption"

David Gremaud
(Efficiency Officer)



up to 30% of energy savings



"Droople allows us to manage distribution of drinking water, hot and heat - as close as possible to their use."

Stéphane Storelli
(Head of Innovation)



up to 25% of OPEX savings



"Droople enables us to monitor our cooling tower in order to prevent further water damages."

Daniel Schmid
(Head of Infrastructure)



80% of leaks detected



"Your solution is very interesting to predict the change of small filter for small facility such as a restaurant."

Hideki Kobayashi
(Head of New Bus. Devl.)



up to -30% interventions -25% costs on taking order



"Wir sind fest davon überzeugt, dass Sie die Problematik in der Wasserfiltration Industrie erkannt haben. Ihr Retrofit Lösung bietet Potential."
Annika Enders
(PM Professional Filters)



Main leads are a drop in the ocean of 1+ trillion market size

Agiro
Sloan
Pentair

Fileder
Ayor
Vebego

Bluefilter

Kurita

Enova
WAE

PGW

Segment

Smart Sanitation

Smart Filtration

Focus next 5 years

2

1

Target Customer

Facility Managers
(in/outsourced)

Vendors /
Service Providers

TAM [\$]

34 Billion

37 Billion

SAM [\$]

800 Million

30 Million



Our SaaS business model targets growth

Low range



Medium range



Premium



License fee + Analytics

[asset] : 39\$ - 79\$ yearly for a 5 years contract

Add-ons

[asset] : 12\$ - 48\$ yearly

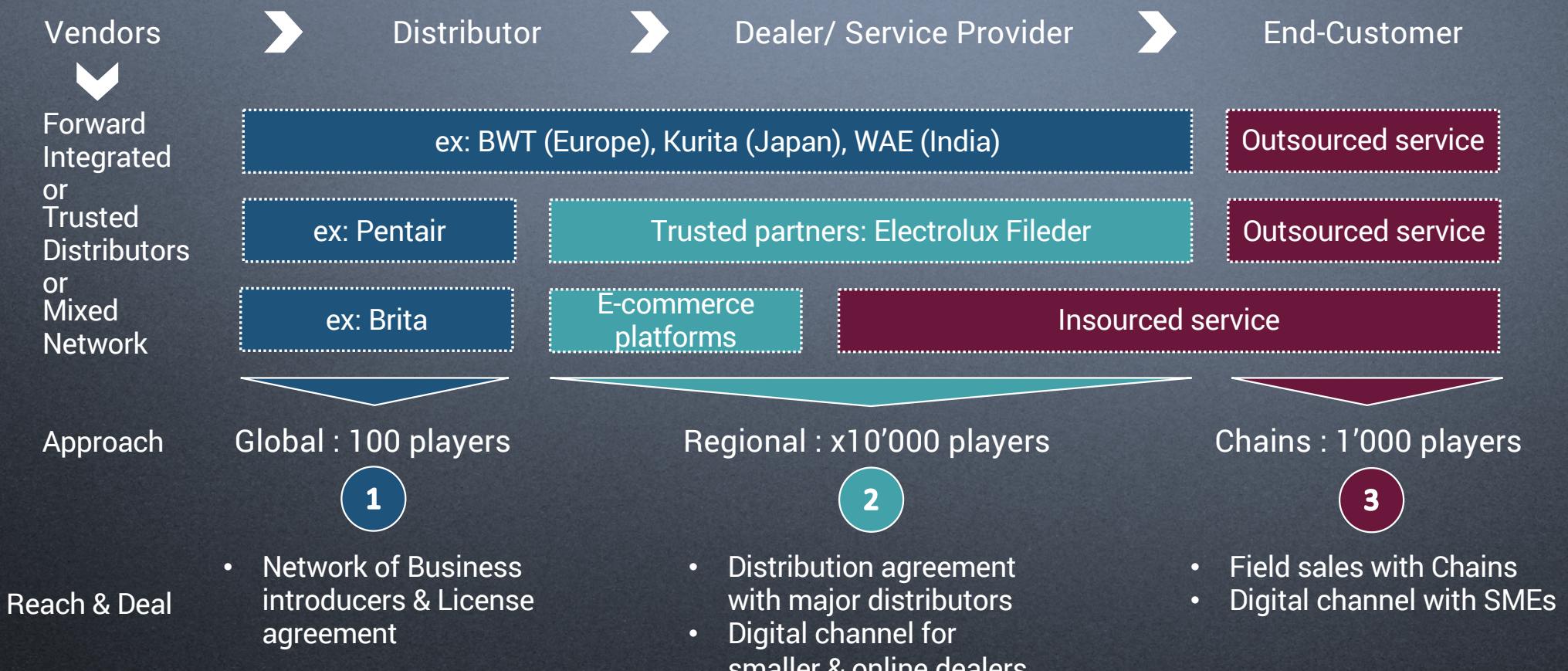
Lifetime Value

[asset] : 199\$ - 635\$ for 5 years

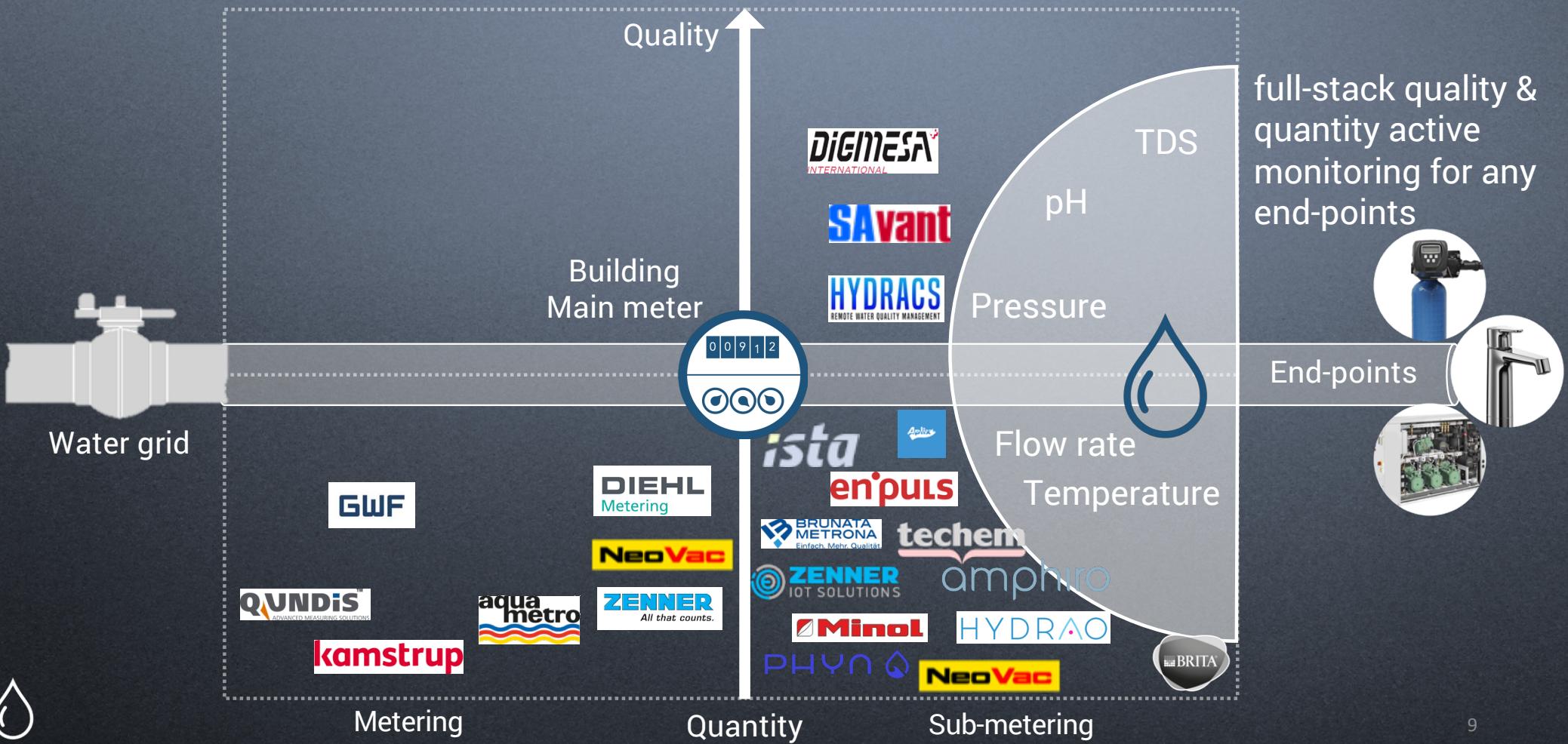
Example of a premium deployment : 22'750\$ for 50 assets



Scissors go-to-market strategy to scale



Why we stand out from competition



Committed team with sustainable vision



Ramzi Bouzerda
Founder & CEO

- Former entrepreneur, 15-years banking career
- Worldwide deployments of IT solutions
- Audit & Compliance (Pictet & Cie, BCV)



Elvira Booth
Head of Market. & Comm.



Bastien Rojanawisut
Head of Software



Denis Vörös
Head of Prod. & Supp.



Dr. Christian H. Hoffmann
Chief Financial Officer



Peter Racz
Co-founder & Head of Business Devl.

- Ex Landis + Gyr, Climkit
- Smart metering applications & strategy
- Deployment of electricity submetering & billing



Sustainable impact :



Top-notch advisory board



S. Labourey
CEO of CloudBees



C. Coquerel
Coach Innosuisse



R. Segers
Water Industry Expert



X. Bresson
Prof. Big Data & AI

Financial Plan

Seed round of 1.5M is closed. Funds will go to industrialization, certifications and sales ramp-up. Series A planned for Q4 2021.

CHF	2020	2021	2022	2023	2024
Assets under Mgmt.	110	4'100	36'450	109'958	273'600
Turnover incl. services	12'000	470'700	4'634'800	16'993'800	28'147'600
EBITDA	-365'000	-570'600	205'800	7'494'300	12'842'247
Net Operating Cash Flow	-404'800	-783'800	-261'500	5'998'600	9'869'504
Cash end of year	226'000	797'300	835'800	6'166'400	18'484'798
FTE	5.4	10.1	17	26	36
Sales force	2	3.5	6	11	15



Our future



Assets

Real Estate

Agriculture





MassChallenge
2020 Finalist



Top 60 by DeVigier
Foundation



Grant Prize Switzerland
Innovation



Les Mérites de
l'économie



Top 100 of the
Sustainable Track



Best 50 Swiss startups
to invest in 2020

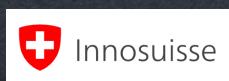


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