

c.technology



INTELLIGENT POWERSPORTS

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ABOUT US

C.TECHNOLOGY IS THE CLOUD-BASED OPERATING SYSTEM FOR THE POWERSPORT-VEHICLE ECOSYSTEM.

WE CONNECT THE TRIANGLE OF OEM, PROFESSIONAL PARTNERS AND END CUSTOMERS ON ONE PLATFORM AND BUILD SERVICES ON IT.



MANAGEMENT SUMMARY

c.technology is a Software as a Service (SaaS) tech startup, offering IoT and cloud services for connected and intelligent vehicles.

Our solution is unique in that it serves the entire powersport ecosystem around the OEM from a single platform.

We are focused on this niche market as it is both growing rapidly (SAM: \$37bn) and lagging behind in terms of software services.

Embracing a technology-first approach allows us to build systems with scalability, reliability, and a high pace for new features are at their core and to offer them to an industry that is primarily focusing on mechanical engineering, manufacturing, marketing and sales.

We have been able to connect 1000+ vehicles to the c.technology cloud and generate 120k+ revenues so far.

We focused on the solution for the end customer (2020), integrated partners as multipliers (2021) and have been targeting the OEM since 2022.

c.technology, based in Zurich, Switzerland, brings together engineers and scientists from various disciplines with a focus on data science engineering, software programming and geospatial analysis.

With the c.technology cloud and vehicle services and our off-the-shelf product lines clickahoy and clickrider, we are now able to scale the solution.

The pipeline of OEM prospects with who we are doing trials now will allow us to grow significantly and consolidate our position in the market. In order to accelerate this growth and to achieve further expansion we intend to close a next growth financing.



SITUATION

Today, more than 400M vehicles are already connected to the cloud, enabling improved service for owners, business partners and OEMs.

Example services
(not exhaustive)

Vehicle insights and analytics

Predictive maintenance

Remote assistance provision

Direct after sales channels



PROBLEM

Powersport OEMs, however, are lagging in terms of technologies due to lack of knowledge and experiences.

✘ Powersports Vehicles



20 YEARS BACKLOG



✔ Automotives



Still mostly analogue - although the ecosystem expects a digital platform.

Intelligent vehicles that add value for the owner, the professional (e.g. dealer or fleet manager) and the OEM through connectivity and data processing.





End-Customer

Monitor/secure/remote control their vehicles – 24/7.

OEM

Insights from Micro to Macro: Full analytics.

Professional Partners

Over-the-air diagnostics tools & fleet management.

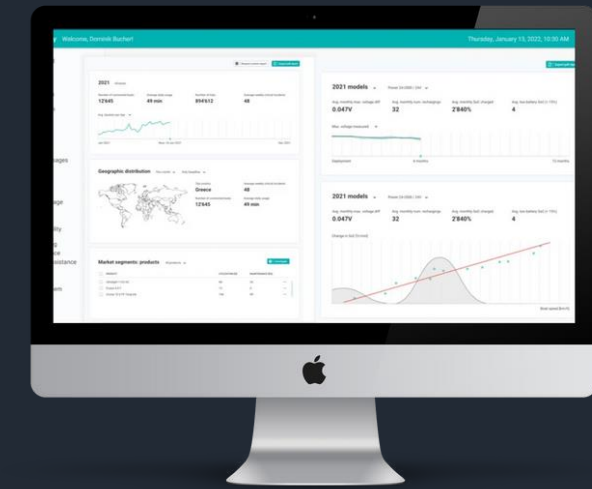
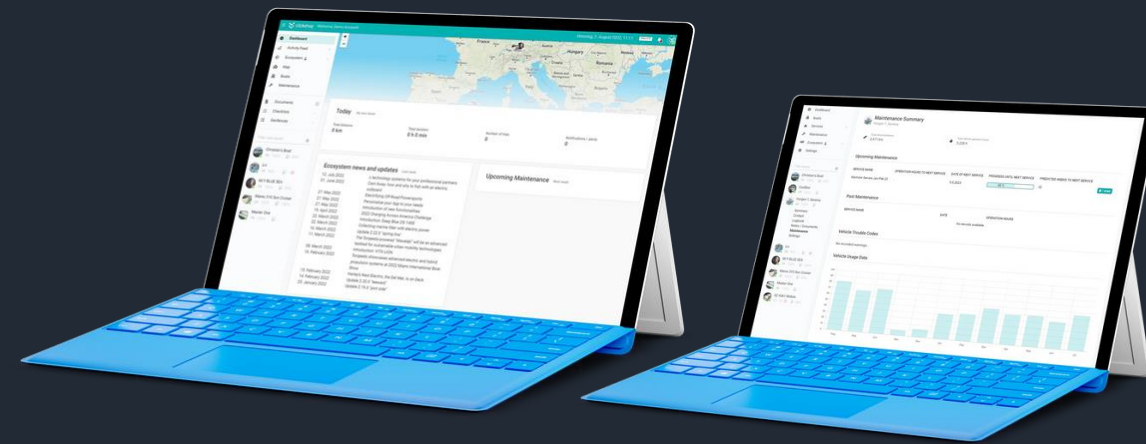
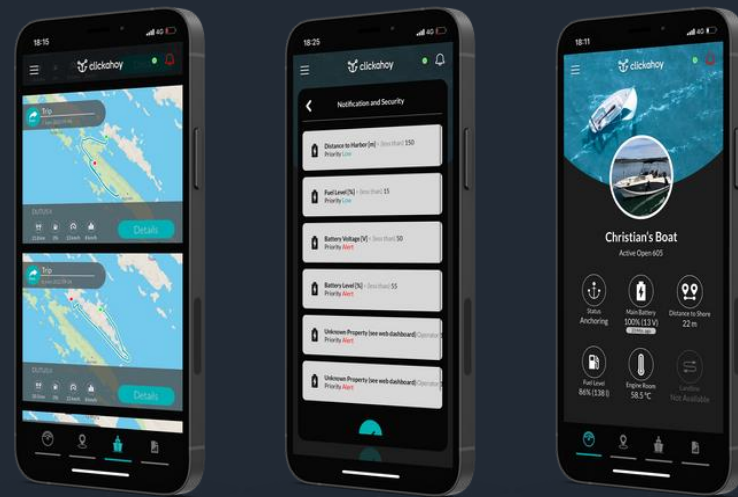
SOLUTION

Connect the triangle of OEM, professional partners and end customers on one platform and build services on it.



VALUE PROPOSITION

A completely integrated platform for real-time vehicle data intelligence



END-CUSTOMERS: MOBILE APP

- Monitor/secure/remote control their vehicles – 24/7 from anywhere.
- Predictive and preventive maintenance alerts
- Remote assistance, community features, usability improvements (logbooks, checklist etc).

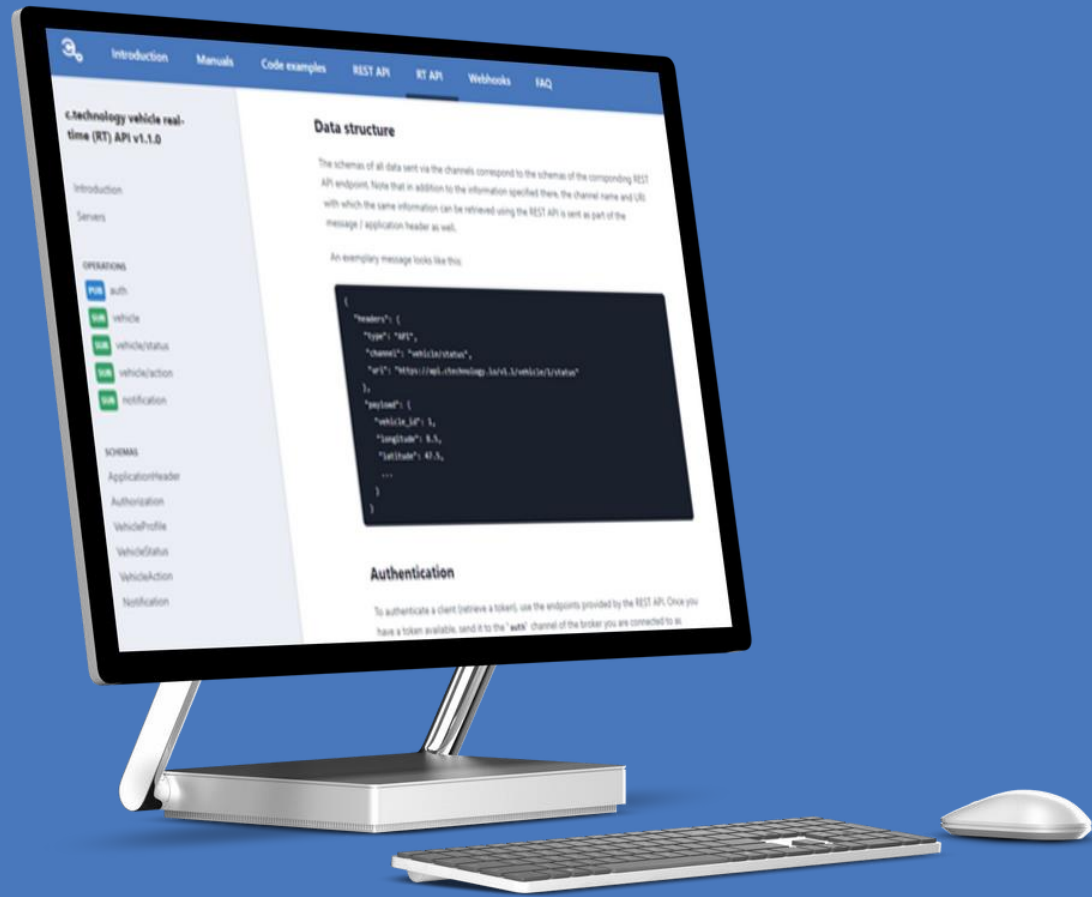
PROFESSIONAL PARTNERS: WEB APP

- Predictive maintenance with remote assistance and repairs
- Out-of-the-box fleet management and geofencing features
- Upsales channels & community tools

OEM: SOFTWARE TOOLS

- Insights from micro to macro perspectives: Across all markets, products, partners, engineering verticals, etc.
- Channels for community management
- Upselling, after-sales (incl. digital goods/apps)





POWERFUL APIS FOR DATA AND SERVICE MANAGEMENT, INSIGHTS AND INTERACTIONS

- Powerful APIs to integrate our modular cloud system with existing applications & software
- A strong focus on “getting the basics right” makes the c.technology system easily extensible
- Co-development with customers from day 1

OFFERING

We reliably ingest and process data of vehicles and operators to streamline business operations, cut expenses and provide added benefits to everyone in the ecosystem





ENABLING NEW BUSINESS CASES, AND PUSHING THE EDGE OF TECHNOLOGY IS AT THE CORE OF OUR SYSTEMS

- Build apps & services on top of the c.technology cloud (out-of-the-box app management, billing, customer reach)
- Our advances in data processing, predictive maintenance, edge computing, our digital twin infrastructure, etc., are immediately available to all customers and app users/developers.

OFFERING

We reliably ingest and process data of vehicles and operators to streamline business operations, cut expenses and provide added benefits to everyone in the ecosystem



CASE STUDY

Ganz Boote is a Swiss boat manufacturer that builds powerful motorboats by hand ("GANZ"). The company is one of Europe's leading boat OEMs in the field of design and propulsion. In addition to their core business of boat building, they are a pioneer in the field of boat sharing ("GANZ SHARING") and operate a nationwide, decentralised and free-floating boat sharing system.



PROBLEMS GANZ

All end-customers ("GANZ") benefit from a dry dock where the boats are maintained and prepared when not in use. Until now, the boats had to be requested by phone and a complex management tool had to be operated for the launching, which involved the planning of the crew as well as the crane for the launching.

All sharing customers ("GANZ SHARING") benefit from access to a large fleet of boats that they can freely reserve and use. The lack of traceability in the event of damage and the lack of control over the readiness of the vehicles due to the lack of access to the vehicle data and driver behavior cause high costs in each case.



SOLUTIONS C.TECHNOLOGY

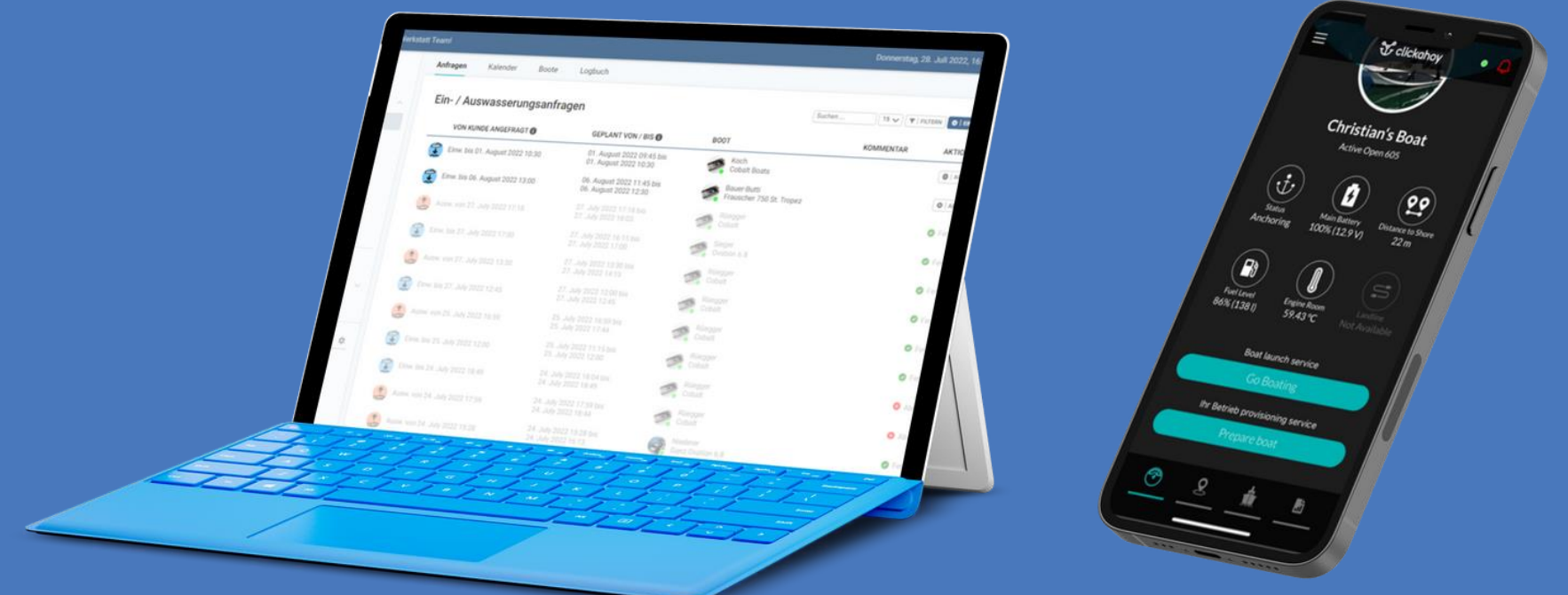
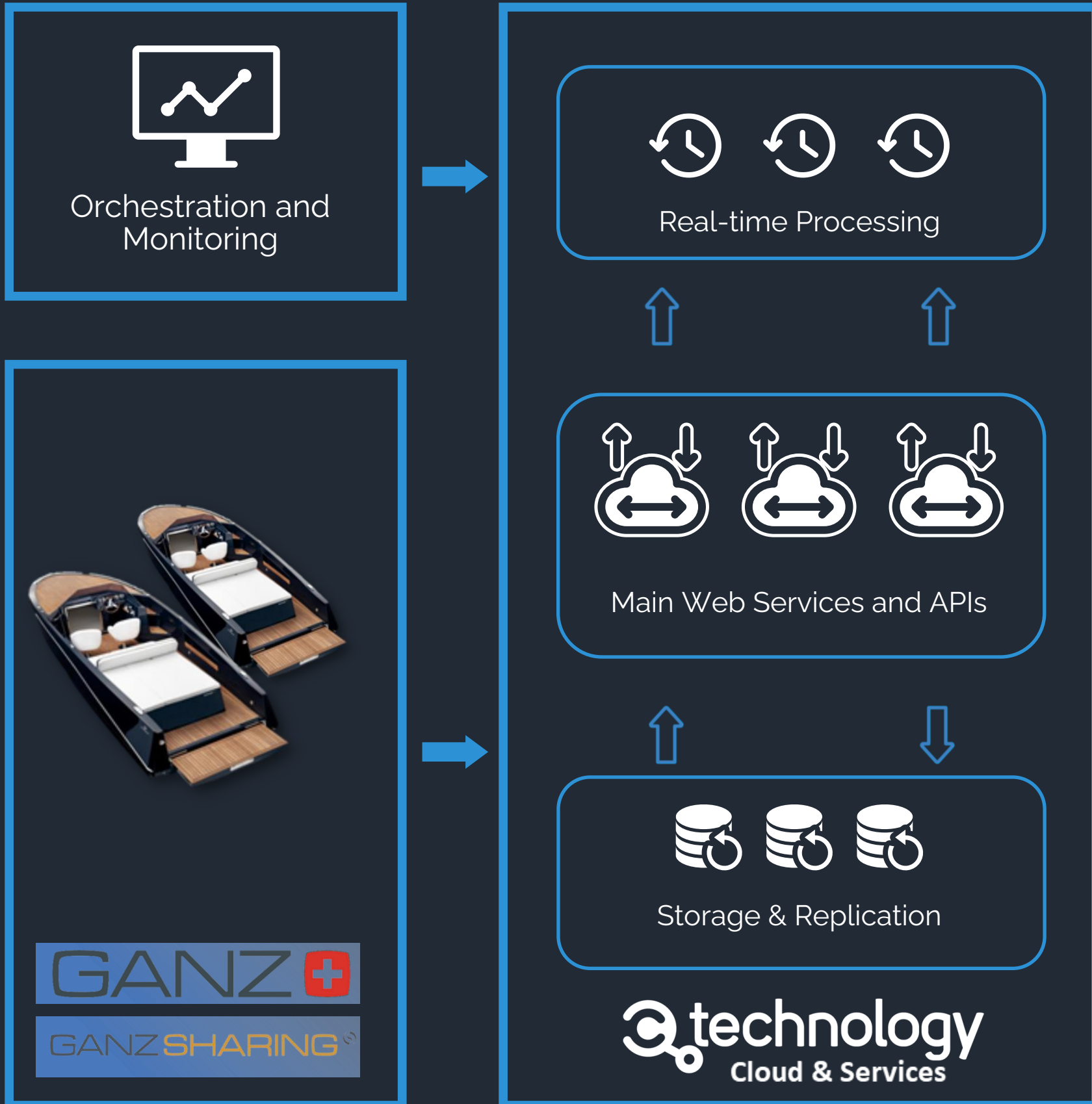
All customers use the mobile app to not only access their boat data 24/7 but also benefit from an add-on feature that allows them to request the launch of their boats at the touch of a button. The Ganz-Crew in turn benefits from a fully automated booking & management tool that digitalises the entire process and allows intelligent & efficient planning.

For Ganz' own sharing business, the c.technology system is used for fleet management, booking and geofencing features as well as deployment planning. This results in loss reduction through alerts and geofences (danger zones), a 24/7 overview of the readiness of boats, leading to better utilisation and thus more revenue for Ganz.

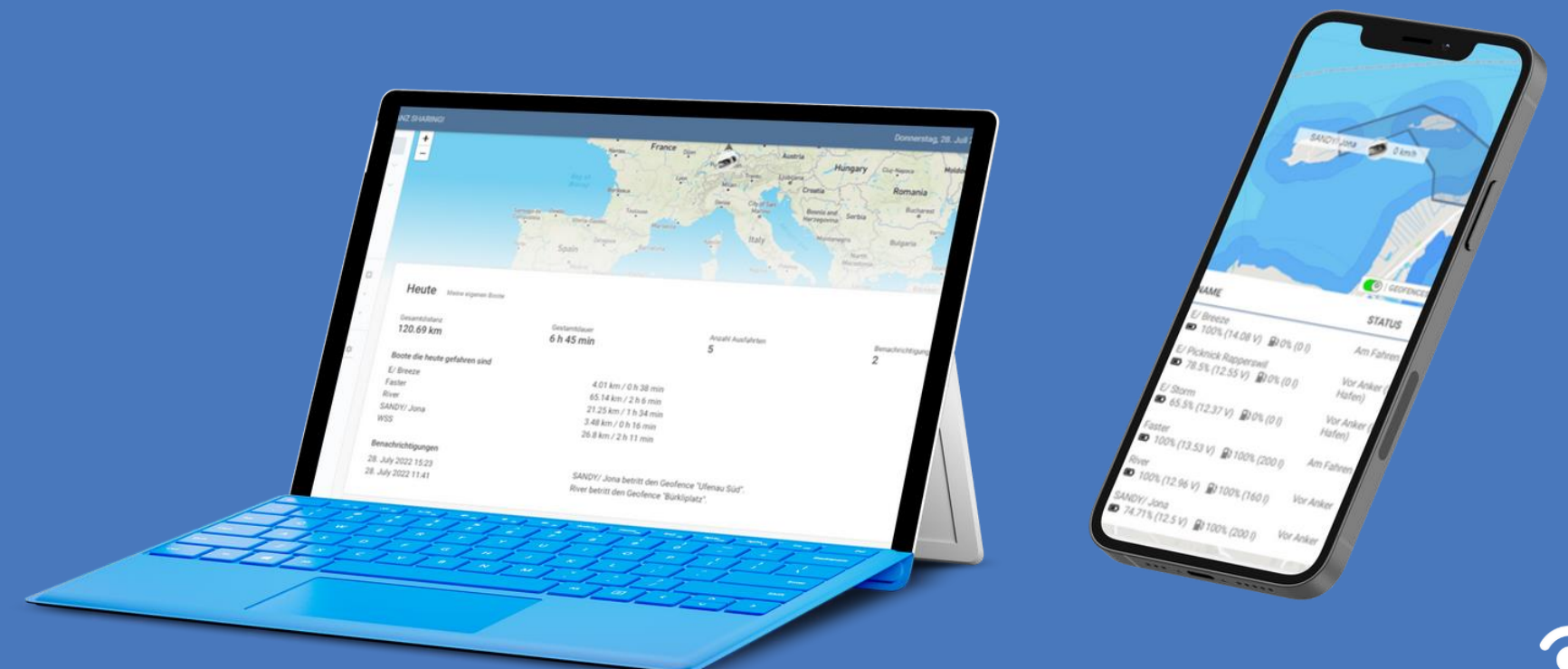


CASE STUDY

GANZ 



GANZ SHARING 



MARKET

The rapid growth of vertical SaaS in public and private markets particularly reflects the long-term trend toward digitization of niche industries

The global powersports market is expected to grow from \$93.70 billion in 2021 to \$131.08 billion by 2028 (CAGR of 4.9%)

TAM Global Powersport Market 2028: **\$131bn**

The global automotive software market size is projected to grow from USD 16.9 billion in 2020 to USD 37.0 billion by 2025, at a CAGR of 16.9%

SAM Powersports Software Market 2025: **\$37bn**

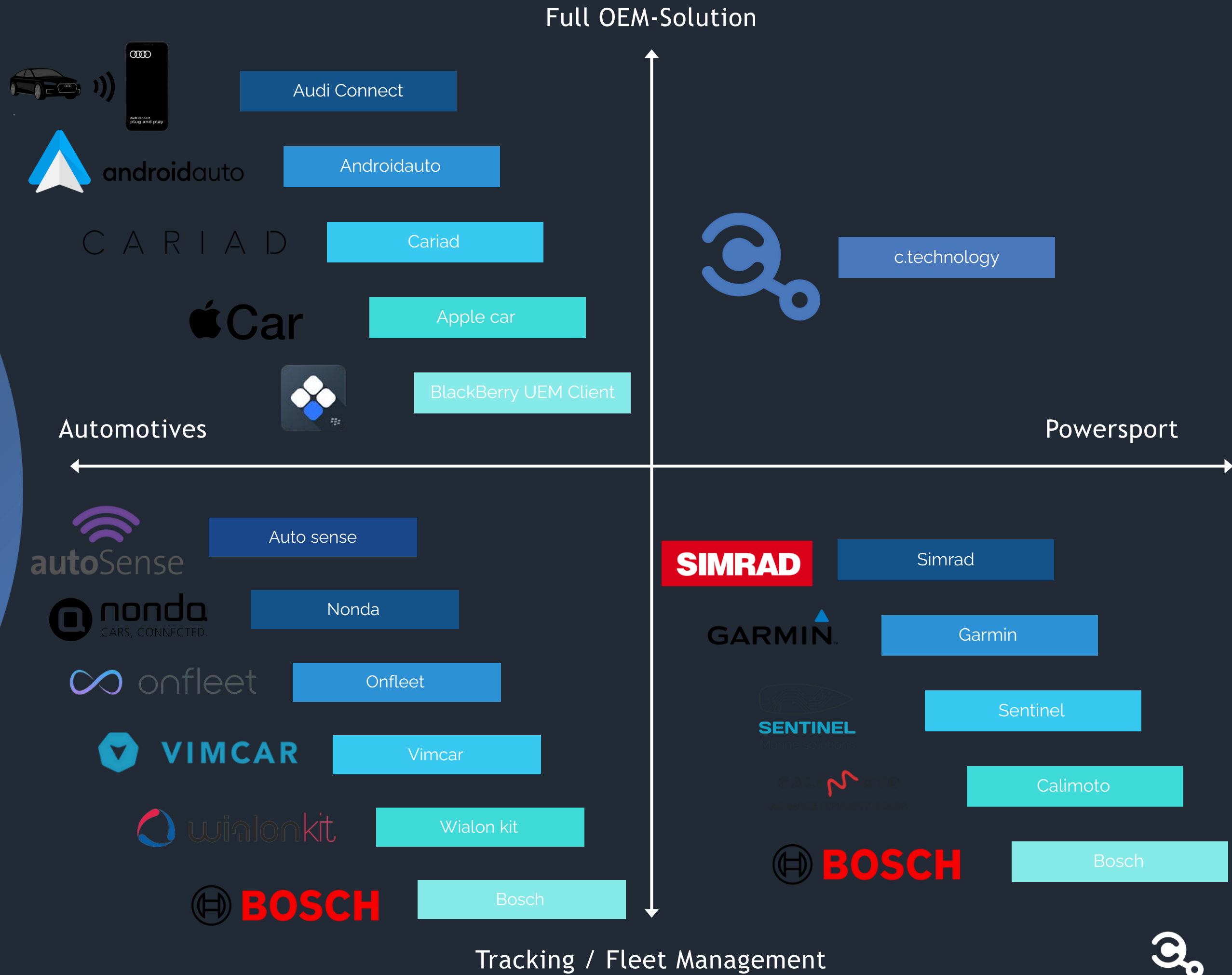
SOM Market Potential c.technology: **\$3.7bn**

- 10% of the available market as a feasible estimate, as these are targeted at c.technology products and services (SaaS)
- Growth driver electromobility for cloud & vehicle services and need for data intelligence



COMPETITOR ANALYSIS

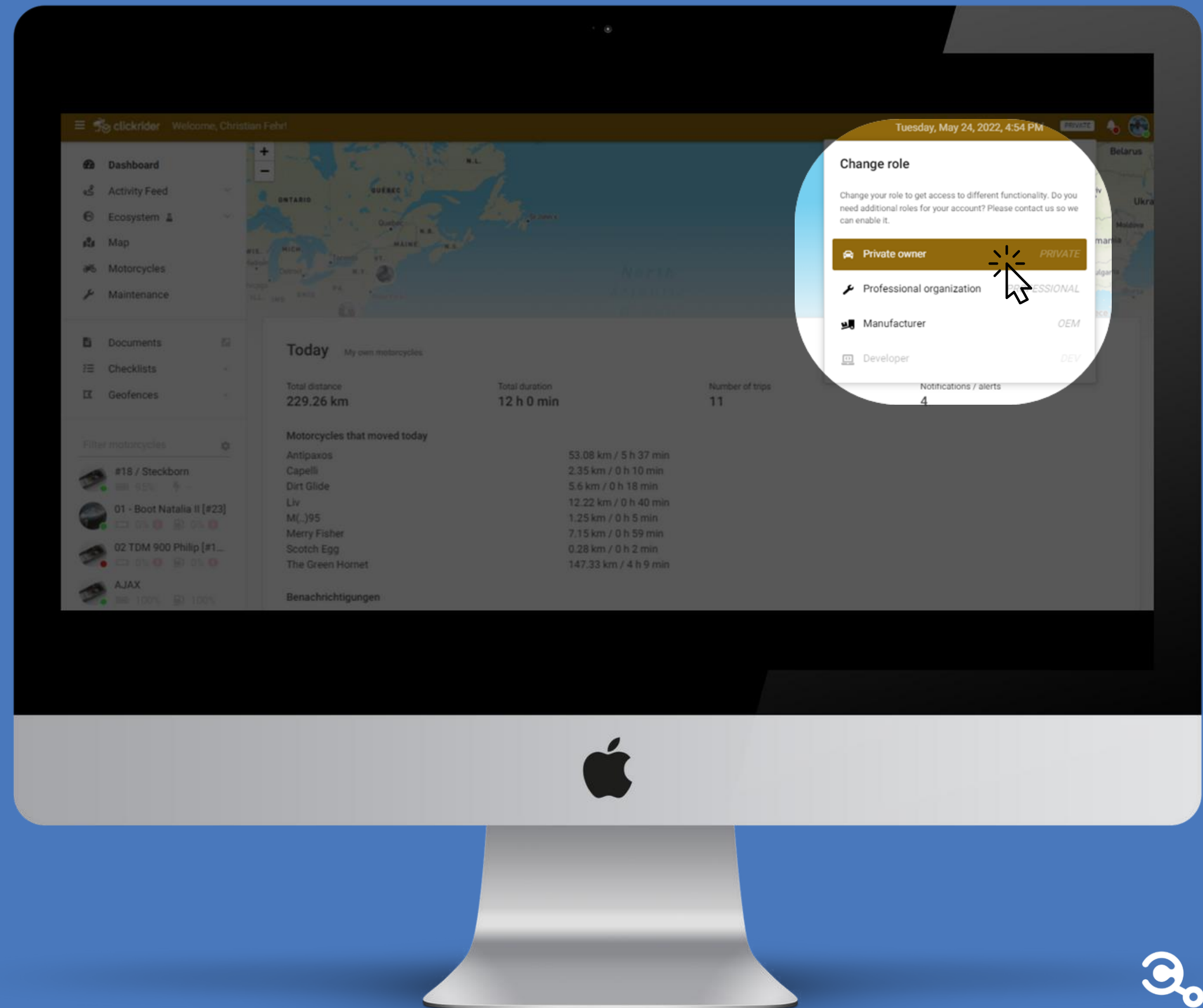
A promising, growing environment with unique opportunities for the best in class



BUSINESS MODEL

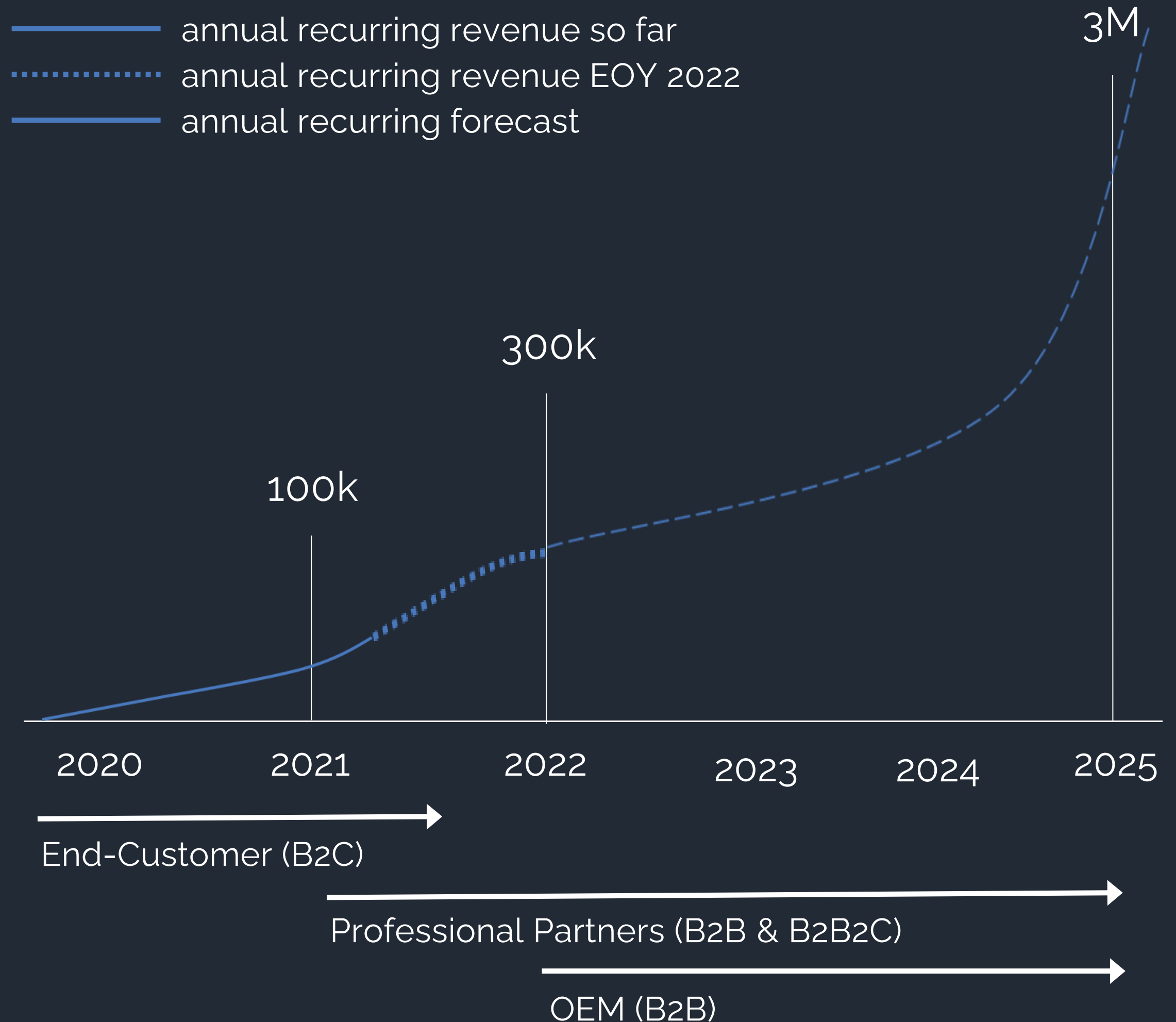
A scalable subscription model (SaaS) that serves the various participants in the ecosystem triangle according to their needs

- Annual/quarterly subscription (ARR) per vehicle for end customer-facing apps and basic data processing and functionalities
- Monthly/annual subscription (ARR) for professional/OEM white label web apps and related features as add-ons



GO TO MARKET

We started with the solution for the end customer, moved on to professional partners as multipliers and are aiming for the OEM in the near future.



MILESTONES 06/2022

Rapid growth thanks to a focus on an appealing niche
and a consistent tech approach

1000+

Vehicles on the c.technology
cloud platform

120k

ARR to date

15+

Trials and co-developments
for c.technology OEM Product
(OEM Pipeline)

Vehicles of these brands rely
on c.technology systems



TEAM

A unique team that shares a passion for mobility and has a strong connection to ETH Zurich



Christian Fehr
Co-Founder & CEO



Dr. Dominik Bucher
Co-Founder & CTO



Scarlett Davids
Head of Sales



Bettina Keller
Head of HR



Joep Dukel
IoT Engineer



Julian Brönnimann
Data Science
Engineer



Dr. René Buffat
Cloud & Systems



Christian Raemy
Full Stack Dev



Dr. Fabio Magagna
VRP c.technology
AG & Google



Rudolf Fehlmann
Investor & SeedCap
Invest AG



Nico Niesper
Investor
& Palisis Group



The know-how of these
companies is available to
c.technology



INVESTMENT PROPOSAL

Funding to reach Series A by establish the company in the OEM powersport market and reach >1M ARR revenue.

C.TECHNOLOGY IS CURRENTLY RAISING CHF 2M FOR THE NEXT 18 MONTH

- The current financing round amounts to CHF 2M:
 - 20% shareholding
 - Pre-money valuation: 10m
- Closing in EOY 2022
- The investment enables us to operate for 18 months and to reach the targeted revenues of >1M ARR
- Use of the funds:
 - 40% Sales and Marketing
 - 40% Tech Development
 - 20% Operation

INTELLIGENT POWERSPORTS.

c.technology is a Software as a Service (SaaS) tech startup, offering IoT and cloud services for connected and intelligent vehicles: ranging from high-throughput data ingestion, low-latency vehicle communication, and cloud-backed edge computing, over geo-augmented analytics, to provisioning extensive APIs and out-of-the-box tools and add-on services. Embracing a technology-first approach allows us to build systems with scalability, reliability, and a high pace for new features are at their core and to offer them to an industry that is primarily focusing on mechanical engineering, manufacturing, marketing and sales.

c.technology, based in Zurich, Switzerland, brings together engineers and scientists from various disciplines with a focus on data science engineering, software programming and geospatial analysis. Our close collaboration with ETH Zurich enables us to stay one step ahead in the fields of data engineering and spatial information technology.



Foundation
2019



Legal form
private stock company
(Inc)



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Zurich,
Switzerland



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8002 Zurich

