

DATA DRIVEN
BUSINESS EXECUTION

YOU TiLiGENT

April 2021

Founders



Avichai Belitsky
Co-Founder CEO

- VP, Managing Director International at Fiber
- Industry manager & marketing specialist at Waze
- CEO of Experience division at ZAP group.
- Founder & CEO at Mitchatnim, acquired by ZAP group.



Aviv Levin
Co-Founder CPO

- Head of Innovation & smart mobility at Egged Transport
- Lead product & solution campaigns for Healthcare, Telco, Transportation, and Gaming at Software AG.



Vadim Hashansky
Co-Founder CTO

- CTO at Yael Group, one of the leading IT integrators in Israel.
- Solution Architect and Head of R&D of many complex projects.
- Lead of technology innovation and incubation program at Yael Group.
- 20 years of experienced including Cloud, IoT, Big Data and ML projects.



The IoT Missing Middle

Commercial Appliances (B2B) (On-site)

Industrial 4.0 & Smart Cities (B2G)

SCADA, Manufacturing
Production Floor
Optimization



Consumer (B2C)

Smart Home
& Wearables
Appliances

seebo

AYEKA

AUGURY

ECOPLANT

3dSignals

YOUTILIGENT

Competition:
IoT Projects



Nest

IFTTT



SmartThings



Sensibo

amazon



BOSCH

Challenges of IoT Adoption

Scale

- Too long to deploy
- Lack of resources to scale
- High cost of scaling

Business

- Unclear business value
- High POC & implementation cost
- No clear strategy
- Too many use cases to prove

Complexity

- Lack of technology & skills
- Security & privacy issues
- Too long to implement
- Daily challenges come first

High TCO, Unclear ROI

Filling the Missing Middle

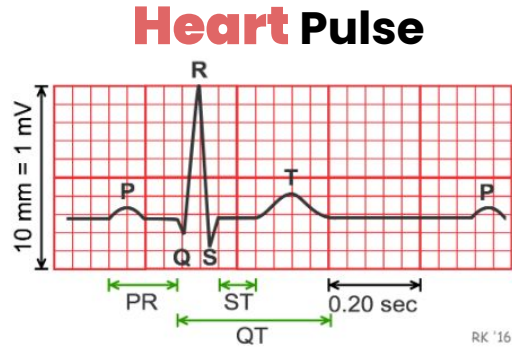
Youtiligent answers a need for a vast, untapped market of customers with unconnected **on-site appliances**.

This results in substantial **blind spots** that cause **billions of dollars** in losses due to unnecessary downtime, inefficient supply chains, stockouts, malfunctions, and more.

Solution

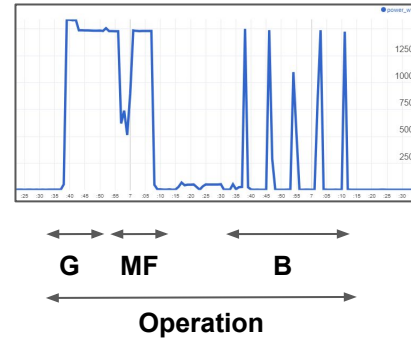
Youtiligent AI & IoT (AIoT) technology enables customers to execute **data-driven** business decisions, based on **actual usage** of their on-site machines, enabling them to scale services, logistics and sales opportunities.

The EKG Approach



EKG translates the electrical signal of a human heart into **pulse**

Equipment Pulse



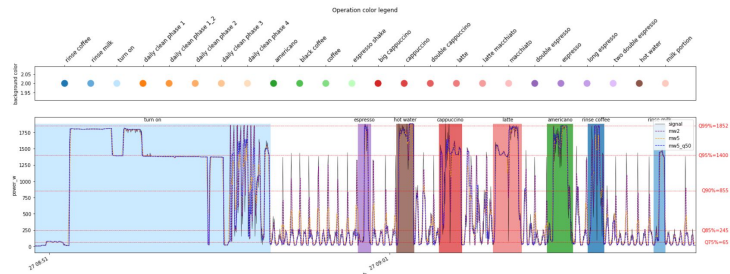
We translate the electrical signal of any equipment into **usage data**

Technology

We use machine learning to learn machines.

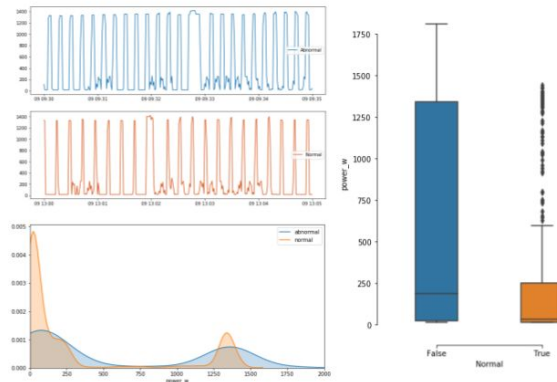
Our PCT patented technology creates groups of power signal labels and converts electric patterns into **actionable business insights.**

Supervised Learning



Anomaly Detection

Power distribution between regular idle and abnormally steaming



Semi-supervised & AutoML



Solution Advantages

- ✓ Plug & Play
- ✓ Non-intrusive
- ✓ Manufacturer agnostic
- ✓ Cost effective
- ✓ Vertical specialized
- ✓ Built-in communication
- ✓ Seamless automation
- ✓ Asset tracking
- ✓ Cyber secured

YOU TILIGENT



Customers Use Cases

Service & Maintenance

- Remote monitoring
- Preventive maintenance
- Compliance
- Regulation

Logistics & Operations

- Deliveries optimization
- Stock level detection
- Auto replenishment
- Stockouts prevention

Sales & Marketing

- Recurring revenue enabler
- Pay-per-use
- Fraud detection
- User experience
- Trends & preferences

Hemro Success Story

The worldwide leader of commercial coffee grinders manufacturing



■ Pain Points to solve & Opportunities

- Unable to track usage
- No direct channel with points of sale
- Inefficient service and maintenance
- Manufacturer, will now be able to sell service and have new recurring revenue streams

■ Contract Details

- Youtiligent will be Hemro's complementary solution for connectivity
- Launching a paid project (100 grinders, Q1 20)
- Committed next order: First 1,000 plugs in Q1 21



Customers & Pipeline

Food & Beverage

- Consumption Tracking
- Supply optimization
- Pay-Per-Use
- Maintenance compliance



Retail

- Refrigeration monitoring
- Stock level detection
- Predictive maintenance
- Asset tracking



Pharma & Medical

- Preventive maintenance
- Temperature monitoring
- Health hazards prevention



Silo Machines*

- Predictive maintenance
- Maintenance compliance
- Asset tracking

*Silo Machines—stand alone machines that are crucial for overall operation



B2B Business Model

- SaaS-based subscription, charged monthly per connected machine.
- No hardware charge (free with 36 month subscription)

\$15 monthly

Standard

\$25 monthly

Advanced

\$50+ monthly

Premium & 3 phase

Competitive Landscape

Food & Beverage



- Hardware Intrusive
- Limited for specific machines or verticals

Retail



- High cost implementation
- No solution for freezers

Pharma & Medical



- Post problem
- No predictive or preventive capabilities

Silo Machines



- Hardware Intrusive
- Sensors based

TAM Examples

Vertical	Line of Business	No. of Appliances (US, EU)	Monthly Revenue Per Device (\$)	Annual Potential Revenue (\$)
Food & Beverage	Office coffee machines	32M	15	5.7B
	Commercial coffee grinders	9M	25	2.7B
	Commercial coffee machines	8M	25	2.4B
	Smoothie, ice cream, soft drinks	12M	15	2.1B
Retail	Ice cream freezers	17M	15	3.1B
	Food service 3 phase appliances	5.5M	45	3B
Pharma	Medical refrigerators & systems	3.1M	25	1.B
Silo's	Compressors, stand alone machines	4.5M	50	2.7B
	Total			22.7B

GTM Plan

How to onboard a new customer? Low CAC Through Product-Led Growth

POC

1 Month Trial

- Connect 10–20 machines in 1–3 locations
- Insights report and recommendations workshop
- Understand the value and potential ROI before mass deployment
- **Free trial**

Land

3 months of Experience

- Connect 50–150 machines with no hardware payment
- Customers gains access to real time data & insights
- Demonstrating value at scale
- Expected average of \$20–\$25 monthly per machine
- $\$20 \times 100 = \mathbf{\$2000 \text{ MRR}}$

Expand

Scale and Perform

- Connect 200–1000 Machines
- Once ROI for customer is clear, scale up according to business needs
- $\$20 \times 1000 = \mathbf{\$20,000 \text{ MRR}}$

Customer Dashboard

HEMRO
Global Coffee Grinders Solutions

hemro

- LOG OUT | SWITCH
- IAM
- SETTINGS
- REGISTRY
- Sites
- Devices
- Sensors
- Quick Onboarding
- ACTIVITY
- INVENTORY
- MAINTENANCE
- PERFORMANCE

Grinder Overview

Ahad_Haam_51 Site E655_medium Grinder # Mahlkoenig E65S Grinder Type YP1V2-230011 Sensor ID

Usage KPIs

Today: 129.4 Total Beans (KG) 4.31 Average Daily (KG) 646 Total Grind Cycles 215.4 Average Daily Cycles 79.8% Usage Trend

Usage Counters

458.6 Burr Usage Life Time (KG) /1500KG 29:48:41 Engine time (with beans) 00:00:00 Engine time (with out beans)

Notifications

Periodic Consumption & Preferences

From 16/02/2021 To 16/03/2021

Beans Consumption (KG)

Date	Consumption (KG)
16/02/2021	3.5
17/02/2021	4.0
18/02/2021	3.0
19/02/2021	4.5
20/02/2021	3.5
21/02/2021	4.0
22/02/2021	3.0
23/02/2021	4.0
24/02/2021	3.0
25/02/2021	4.0
26/02/2021	3.0
27/02/2021	4.0
28/02/2021	3.0
01/03/2021	4.0
02/03/2021	3.0
03/03/2021	4.0
04/03/2021	3.0
05/03/2021	4.0
06/03/2021	3.0
07/03/2021	4.0
08/03/2021	3.0
09/03/2021	4.0
10/03/2021	3.0
11/03/2021	4.0
12/03/2021	3.0
13/03/2021	4.0
14/03/2021	3.0
15/03/2021	4.0
16/03/2021	3.0

Hourly Load Distribution - Grind Cycles

Hour	Grind Cycles #
5:00	59
6:00	976
7:00	3803
8:00	4267
9:00	3608
10:00	3569
11:00	3251
12:00	2126
13:00	2623
14:00	2354
15:00	1188
16:00	850
17:00	458
18:00	1
20:00	1

Brewing Preferences

Preference	Percentage
double_dose	~95%
manual	~5%

Supply optimization

Maintenance alert

Seasonal spike

Coffee grinder overview, last 30 days, tracking consumption, supply optimization, wellness etc.

Projections 21-23

Expected **MRR** and **connected machines** based on existing customers, contracts & pilots.

	2021				2022				2023			
	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4
Connected Machines	✓ 97	518	1,536	3,189	6,168	10,397	14,126	17,855	23,002	30,149	36,296	42,443
MRR	✓ 3,500	✓ 10,365	24,265	55,645	118,055	181,025	246,170	311,315	420,485	537,155	643,325	747,995

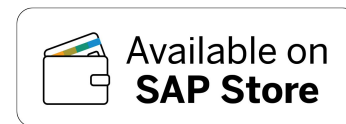
Revenue 2020- **\$75K**

Breakdown to segments- **MRR** and **connected machines**

	2021		2022		2023	
	No. of Machines	MRR	No. of Machines	MRR	No. of Machines	MRR
Food & Beverage	1,650	32,395	6,450	127,190	11,850	235,430
Retail	879	13,235	5,103	64,045	9,777	123,355
Medical Equipment	775	13,500	5,330	100,100	14,810	283,700
Total	3,304	59,130	16,883	291,335	36,437	642,485

Status

- Raised \$1.3M to date
- Backed by Israel Innovation Authority (IIA)
- PCT Patent in: US, EU, CHN
- Strategic partnership with SAP
- Connected at 10 companies, strong pipeline



- Raising funds
 - Grow our data science, R&D and global sales teams
 - Aiming to connect 15K machines and reach \$3.7M+ revenue by the EOY 2022.



Avichai Belitsky, CEO

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Examples

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