Optimize all electric motor driven equipment

Investor deck

Viimatech Digital Ltd

17.10.2024

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www.viimatechdigital.com

The Challenge and the Solution

Problem to be Solved/Customer Need

- Electrical motors consume nearly 50% of the electricity worldwide.
- Only 15% of those motors are monitored for energy efficiency and maintenance purposes.
- Traditional solutions focus on critical equipment and are not feasible to apply for entire fleet optimization.

Solution

- Electrical Signature Analysis (ESA) offers a unique and cost-effective solution to monitor all electric motor driven equipment.
- Using digital twin based on electric current analysis in combination with easy direct to cloud data harvesting solution offers unbeatable effectiveness to enable total fleet monitoring and optimization.
- Unique algorithms for optimizing energy consumption, predictive maintenance, and operational efficiency.

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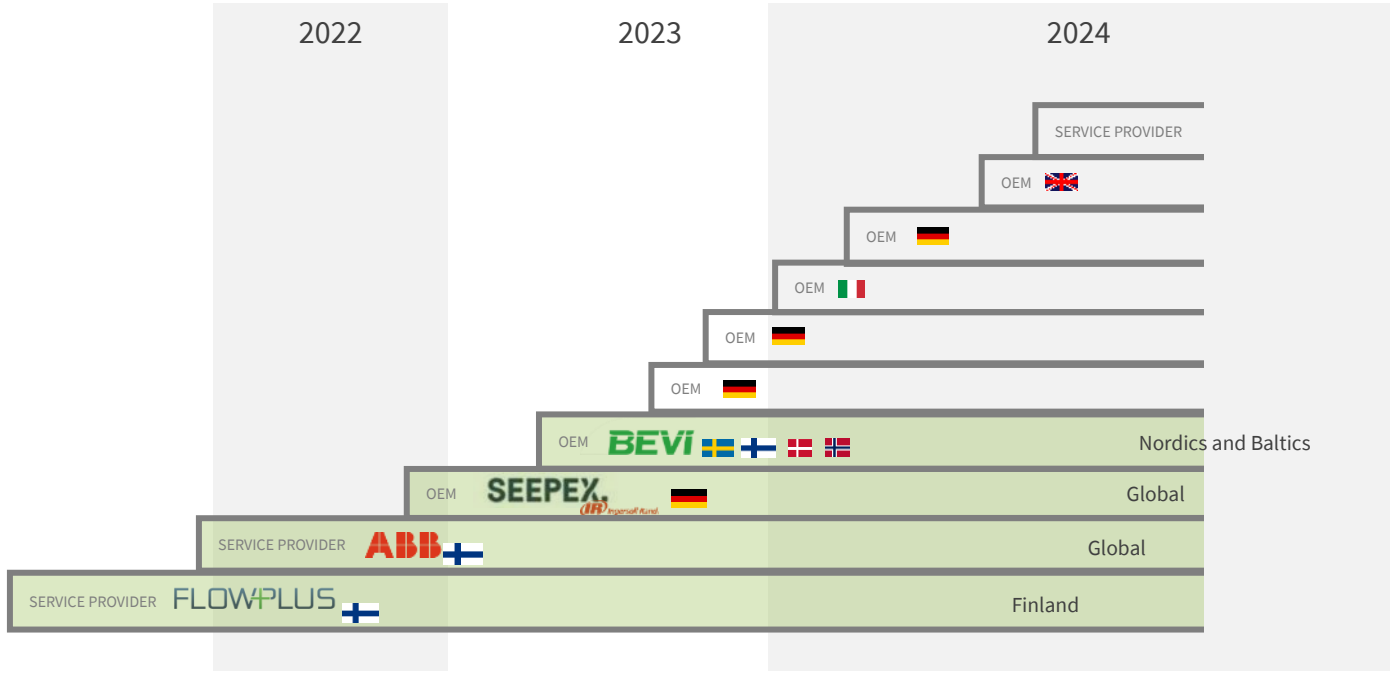
Traction

- In the last 12 months Viimatech gained €200k net revenues, with €500k net burn.
- We signed a long-term co-creation agreement with a large German pump manufacturer that will lead to serial production of our monitoring technology in Q4 2025.
- Viimatech has signed up a total of 6 customers in Finland, Germany, Sweden and UK such as ABB, Bevi, Ingersoll Rand and Flowplus.
- We have previously (2020 - 2023) raised €700k in pre-seed rounds in 5 countries from angel investors in Finland, Germany, Switzerland, Australia and Qatar and industrial maintenance company Flowplus in Finland to develop our MVP and validate the product market fit.



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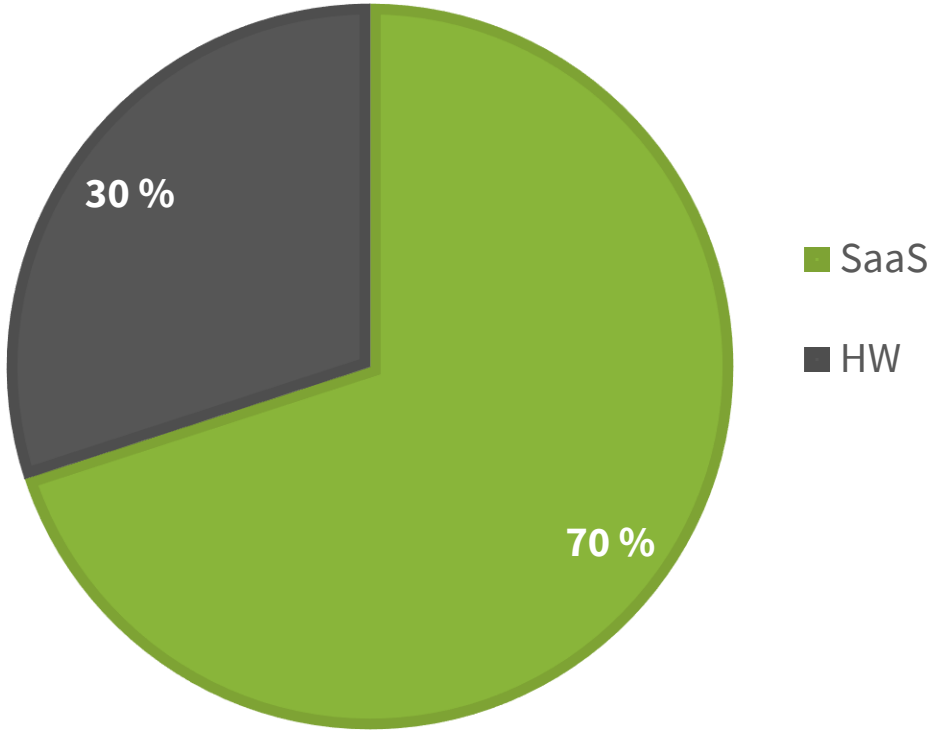
Business Model

- Viimatech is monetizing through a SaaS business model (70%) and hardware sales (30%) charged to B2B customers, such as motor, pump, fan and compressor manufacturers.
- Revenue growth is projected at 300% YoY (cashflow positive as of Q4 2027), reaching €250M (targets of 85% SaaS, 15% HW) by Q4 2030.



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Market Size

- Total market estimate is based on global research(* on electric motor and pump market size values and estimated growth rates.

- Available market estimate is based on our own experience and understanding of the market volume split by power and segments.

- Target market share represent the focus market segment of European medium size manufacturers volumes.

Global Total Market

- Service providers ~ $13B
- Electric motor manufacturers ~$16B
- Pump OEMs ~$10B

Viimatech portfolio ESA available market ~5B$

Target market share 0,4% ~250M$ in 2030

*) Mordor intelligence and Grand View research

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Team

- Viimatech team of 2 co-founders, 7 employees, and 4 advisors, is based in Finland.
- The management team combines several decades of sales management, industrial service development, HW and SW development, IT/OT systems and mathematical modeling of industrial equipment (digital twins) expertise in global technology companies such as ABB, KSB, SGS, Efore and Helsinki University of Technology.

Antti Lehikoinen Matti Viita Mikko Luodemaa

Jyri Lehtinen Aki Maenpaa Pasi Harjula

Jarmo Piippo

Gus Abboud

Petteri Särkiniemi

Regina Roos

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Mission and Vision

Mission

To position Viimatech as the global cost leader in IoT based analysis solutions, by way of optimizing the maintenance and energy consumption of industrial processes.

Vision

To make maintenance and energy optimization easy and affordable for all electrically driven processes contributing substantially to carbon footprint reduction.

Product Portfolio & Services

IoT SOLUTIONS and ANALYTICS

Digital services

Target Market/ Segment:
Service providers and OEMS

Key Value Proposition
Predictive maintenance
Energy saving
Operation optimization
Digitalization

OEM Motor integrated

Target Market/ Segment:
Motors and rotating machinery OEMs

Key Value Proposition
Turning regular motor to a digital sensor, Automatic connectivity, Digitalization solution for equipment manufacturers

Portable

Target Market/ Segment:
Energy auditing services, Equipment manufacturers

Key Value Proposition:
Installation is few seconds, automatic connectivity, portable monitoring solution for quick insights

Retrofit

Target Market/ Segment:
Service providers, Equipment rental, Submersible pumps, Pumping stations
Retrofit installations

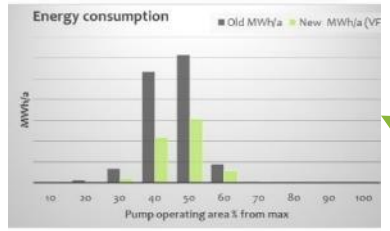
Key Value Proposition:
No special skills required, Easy installation for new and retrofit, automatic connectivity, optimized for pumping stations

Customers / Success stories

ABB, SEEPEX, Metsä, Stora Enso, SSAB, Kymen Vesi, FLOWPLUS, BEVI, CRAMO, MM Kotkamills, JPJ, YARA, Oulun Vesi

Electrical Signature Analysis – Our Unique Approach

Autonomous reports/ dashboards for energy and equipment condition
→ Take predictive, informed actions validated by unique algorithms



Motor and pump digital twins

Automatic direct to cloud connectivity

LTE-M, NB-IoT, 5G

No gateway

IoT integrated

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Competitive Advantage

Key USPs versus traditional industrial monitoring solution offered by e.g. ABB and Siemens is that Viimatech is the world's first utilizing a unique combination of 3 disruptive technologies: direct to cloud, ESA (Electrical Signal Analysis) and unique digital twins, which altogether bring down costs of 10% compared to similar solutions.
On top of this, Viimatech monitoring solutions do not require special on-site competence, which enables fast and easy scalability.

Market Peers

Samotics ELMODIS ECO-ADAPT SENSORFACT

Viimatech Unique Key Differentiators

Simplicity
Plug & play connectivity
"direct to cloud"
Automatic global coverage by NB-IoT / LTE-M
No need to onsite technical competence.

Digital Twins for
motors, pumps and fans.
Based to university research and covering field tests

Cost competitive:
Minimal TCO is based to:
1. Optimized HW
(no under or over design)
2. Optimal slit of edge computing and cloud computing to minimise data transfer costs.
3. Extremely know need of competence and time in installation

Open, extensive and flexible:
Easy integration and customization

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The Ask and round details

- Viimatech is now looking to raise a €2M seed round. The ideal investor would have expertise in B2B SaaS. The investment is needed to:
  1. Reach 20+ B2B customers especially pump manufacturers in the DACH and Nordics and €80k net monthly revenues by Q3 2025.
  2. Strengthen the team with 4 new hires in sales to enter the DACH market and 2 new hires in product development to enable automatic unlimitedly scalable analysis.
  3. Achieve the necessary traction for the next €5M series A round in Q3 2026.

- At a €8M pre-money valuation, Viimatech aims to close this €2M seed round by 31 January 2025.
- One new angel investor has already committed to join with €150k.
- The minimum investment ticket size is €100k.

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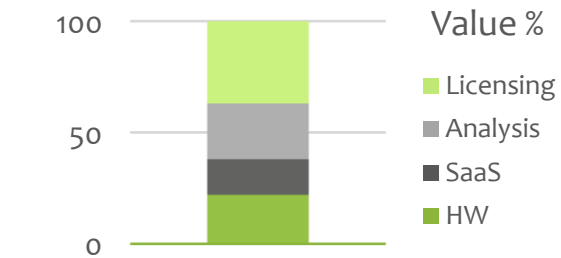
Business Development Roadmap

	2023	2024	2025	Target 2030
	SCALABLE HW	STD OEM PLATFORM	AUTOM ANALYTICS	
Revenues	**$150k**	**$250k**	**$2M**	**$250M**
Personnel	7 people	12 people	20 people	100 people
Sales focus	**OEM FIN + SE + DE**	**OEM Europe**		**Global**

INVESTING IN
Sales
New markets presense in Europe
Strengthening R&D

REVENUE SPLIT



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Financing Plan and History

	2019-23 Market entry	2024-25 Growth	2026-27 Globalization
Total Needed Funds		**$3.0M**	**$5.0M**
Private Investors	$650k	**$2.0M**	**$3.5M**
Finland/EU Public Funding	$350k	**$1.0M**	**$1.5M**

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Exit strategy

- Viimatech is seeking to exit in 2030 via M&A / Buyout at a target post-money valuation exceeding €1Bn (80x ROI).
- Potential buyers will be global players in industrial automation, machine building or maintenance service providers (ABB, Siemens, KSB, Wilo, Veolia, etc).

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