



This project is co-financed by the
European Union and the Republic of Turkey

Bu proje Avrupa Birliđi ve Türkiye Cumhuriyeti tarafından
finanse edilmektedir



Technical Assistance for Turkey in Horizon 2020 Phase-II
EuropeAid/139098/IH/SER/TR

Turkey in Horizon 2020 II

How to create a Pitch Deck for EIC Accelerator Application

Serkan Bolat

Project Writing Training 12

December 14, 2021



REPUBLIC OF TURKEY
MINISTRY OF INDUSTRY
AND TECHNOLOGY



COMPETITIVE
AND INNOVATION
PROGRAMME



TÜBİTAK

What is a Pitch Deck?

A compelling story that everybody wants to be part of.



- Business Plan overview
- 10-15 slides, delivered in 10 minutes
- To raise money, sell a product, build partnerships
- Mandatory for EIC Accelerator proposals
- Emotional, novel, and memorable
- Tell and sell the evaluators your story

EIC Pitch Deck Requirements

Short Proposal

- .pdf only, max 10 pages
- No predefined template
- Self-explanatory
- Do not try to touch on every aspect of your project
- Attract attention; let them ask for the Full Proposal

Full Proposal

- .pdf only, no slide limit
- No predefined template
- 2-4 slides for business model, targeted market, and growth forecast are must
- Pitch Deck used during 10-minute Jury presentation if invited
- Amaze the audience; make them invest in your business

Pitch Example to VC panel



SME Instrument Phase 1, 2019
€50K



ablehumanmotion.com

Watch the session:

['Pitch-er perfect' with eHealth/MEDtech startups](#)

Mobility impairments increase dependency and restrict participation in society

1 billion

people are affected by
neurological diseases

Stroke & SCI

leading causes of
movement disability

1 in 6 will
suffer a stroke

numbers are
increasing

798 B€

healthcare costs
in Europe



Exoskeletons can help people with impairments to regain mobility,



although current technology is:



Expensive



Heavy



Not patient
tailored



Needs
supervision



Only used in large
clinical institutions



ABLE Human Motion was born to lead the exoskeleton transition from clinics to users' homes



Lightweight

- Optimized design using advanced materials
- Proprietary cable-driven actuator technology



Easy-to-use

- Seamless detection of user's intention
- 80% reduced fitted time

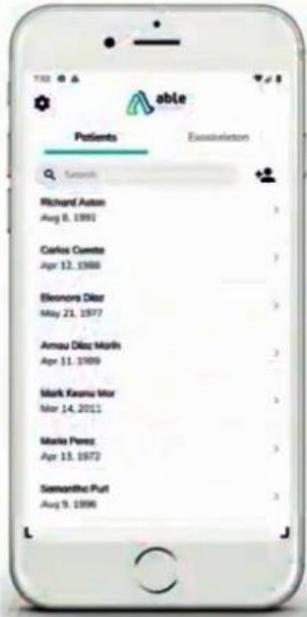


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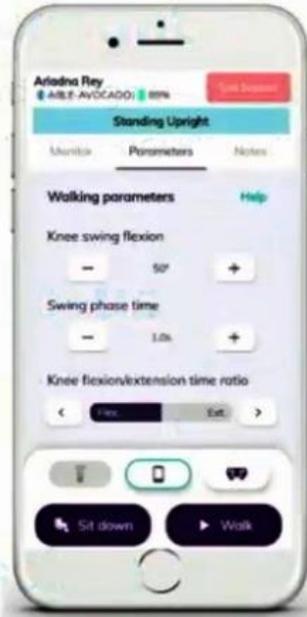
- Design tailored to each condition
- Towards home-use



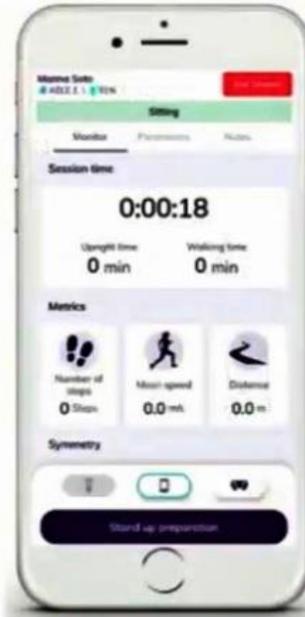
Software to enhance the rehabilitation experience, enabling a more personalized and data-driven therapy.



Record patient's & session's data



Adjust gait parameters



Monitor real-time utilization



Track patient's progress



Recurring Revenue Model: towards becoming the Standard of Care

B2B model Short term



B2B2C model Mid to long term



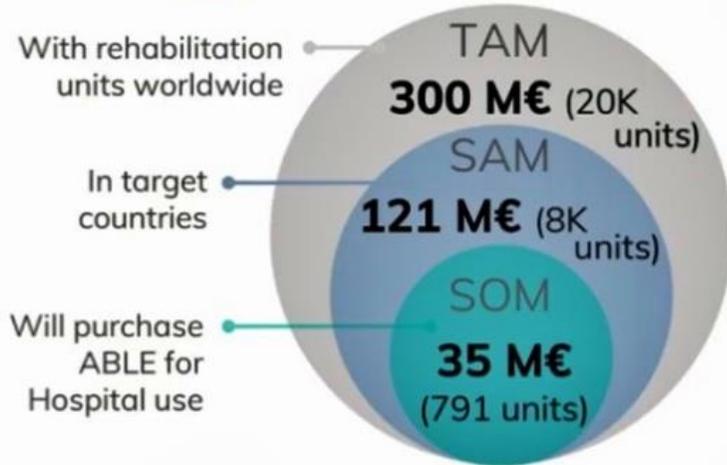
Market Size (2023-2027)

+41%
 Annual Growth
 Exoskeleton Market

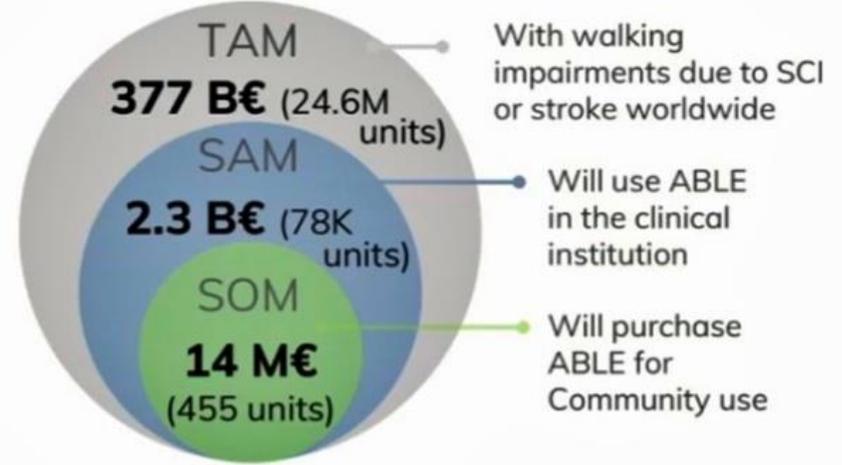
“ Exoskeletons are among the ten most promising innovations to improve global health. ”
 McKinsey
 Global Institute



CLINICAL INSTITUTIONS



END – USERS (PATIENTS)



Main Competitors

“ ABLE offers **improved functionalities** for patients & clinicians, while being **2x lighter** and **3x cheaper** than its competitors. ”

	 CYBERDYNE	 ekso BIONICS	 indego	 ReWalk More Than Walking	 able human motion
Country	Japan	USA	USA	Israel	Spain
Price	150,000 €	130,000 €	120,000 €	100,000 €	40,000 €
Weight	14 kg	27 kg	18 kg	28 kg	11 kg
Site of care	Clinics	Clinics	Clinics/Home	Clinics/ Home	Clinics/ Home



- ✓ User-initiated steps
- ✓ Variable assistance
- ✓ Used with crutches
- ✓ Adjustments w/o tools
- ✓ Quick fitting
- ✓ Mobile app
- ✓ Higher level SCI



Traction and Roadmap

2018-2021

- Patented technology
- 6 iterations (product-market fit)
- Tested successfully by >90 paraplegic patients
- Multicentre clinical trial: proven Safety & Usability

Heidelberg University Hospital Institut Gutfmann

- ISO 13485 Quality System



- Collaborations with leading clinical institutions



2022

- Design freeze
- Official product launch
- CE Mark for Hospital use

REHAB WEEK 2022



2023

- First sales in ES, GER, Nordics, BENELUX
- Efficacy clinical trials



2024

- First sales in FRA, ITA, CH, UK, IL
- 100 devices sold
- Stroke indication



2025

- First sales in Canada, US
- 300 devices sold





FUTURE ROUNDS

- CE Mark for Community use
- US clinical trial
- Product for mild walking impairments
- B2B2C sales for Community use
- Reimbursement

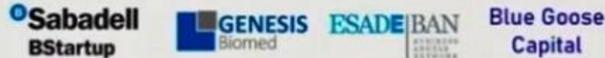


We need 2 M€ to launch sales in Europe

2018-2021

Thus far, we raised:

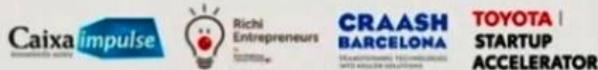
704 k€ Pre-Seed round (Jul 19)



1.5 M€ Public funds



Accelerated by:

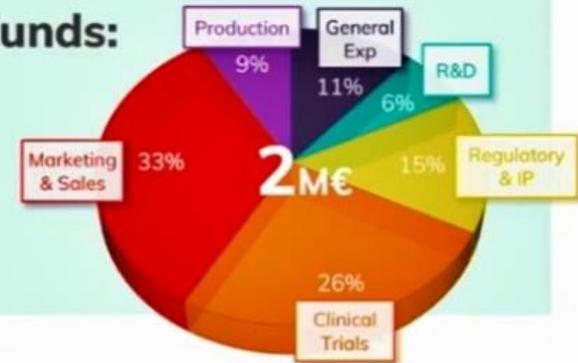


2022-2025

Now, with 2 M€ we will:

- Obtain CE Mark as a medical device
- Launch B2B Sales in Europe
- 300 devices sold
- Efficacy Clinical Trials

Use of funds:



Management Team



Alfons Carnicero
 CEO & Co-founder



Alex Garcia
 CTO & Co-founder



Douglas Younger III, MBA
 Marketing Director



Anna Mas, PhD
 Quality & Regulatory



Helena Lopez
 Clinical Specialist



Advisory Board



Mar Cortes, MD
 Co-Director at Abilities Research Center



John Collins, PhD
 Chief Operating Officer at CIMIT



Paolo Bonato, PhD
 Director of Motion Analysis Lab



Karen J. Nolan, PhD
 Assistant Director at Center Mobility & Rehab. Eng.



Technological partners



Awards

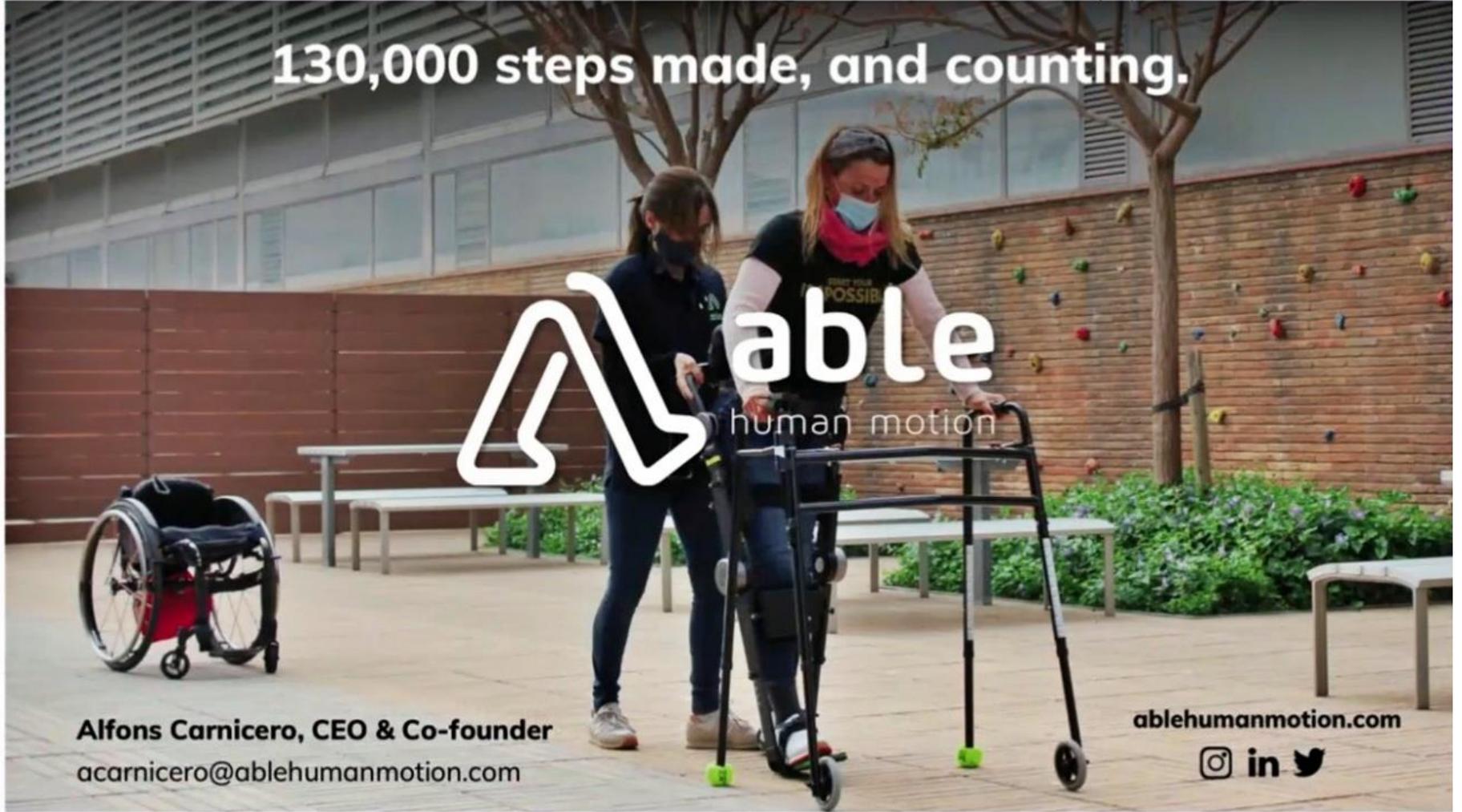


2020 Best EU Robotics Startup



Toyota Startup Awards "Mobility for All"

130,000 steps made, and counting.



able
human motion

Alfons Carnicero, CEO & Co-founder
acarnicero@ablehumanmotion.com

ablehumanmotion.com
  

Pitch Deck Content



Company



Problem



Solution



Technology



Competition



Business Model



Market



Go2Market



Progress



Value Chain

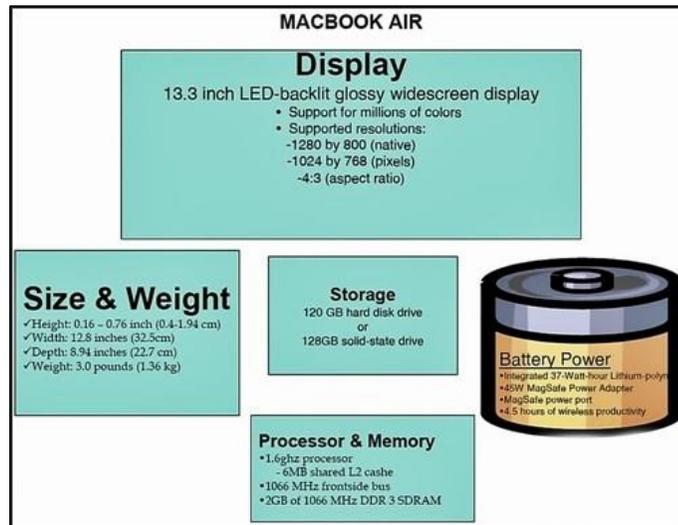


Team



Growth

Pitch Deck Style



- Use EIC terminology, limit technical jargon/abbreviations
- Basic but key facts; 3-4 key points for each slide
- The more evidence, the shorter and more persuasive the deck
- Less text, more visuals; company logo & project acronym on each slide

Pitch Example to VC panel



EIC Accelerator Pilot, 2020-2022
€2.5M



toposens.com

Watch the session:
['Pitch-er perfect' with robotics startups](#)



TOPOSENS

3D Ultrasonic Sensors for Safer Autonomous Vehicles

Confidential

Toposens is part of a project that has received funding by the European Union's Horizon 2020 research and innovation program under grant agreement number 953716.



Detecting the Undetectable

What We Do

Our short-range ultrasonic 3D sensors
can detect objects that no other sensors can detect,
UNIQUELY...

- ...unlocking the rapidly growing demand for autonomous industrial robots
- ...enabling automotive underbody detection required for all autonomous parking systems

Automation Technologies Are Growing Massively

Automation is changing how we live and work.

Industrial Robotics



Other Robotics



€ 210b
in 2025
26% CAGR
- Statista 2020 -

Autonomous Passenger Vehicles



Autonomous Commercial Vehicles



€ 200b
in 2025
26% CAGR
- Research and Markets 2020 -

Problem: When Machine Vision Fails in Short-Range Scen



Industrial Robot crashed into forklift

2D LiDAR can't see forklift fork

500 deaths, 60,000 injuries in parking

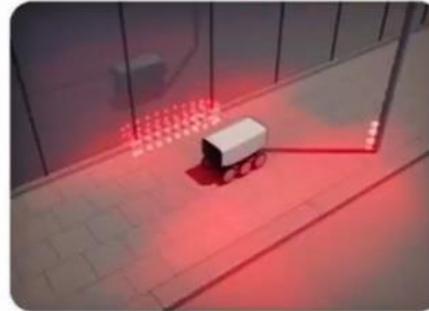
Rear-view camera, limit's view to 80°

Next Level Robotic Safety with 3D Ultrasonic Sensing

3D Collision Avoidance for AGVs



Reliable Outdoor Usage



Short Range 3D Data for Autonomous Parking



Worlds First and Only 3D Ultrasonic Sensing Solution



ECHO ONE™ DK 3D Ultrasonic Sensor (FCC, CE certified)



+

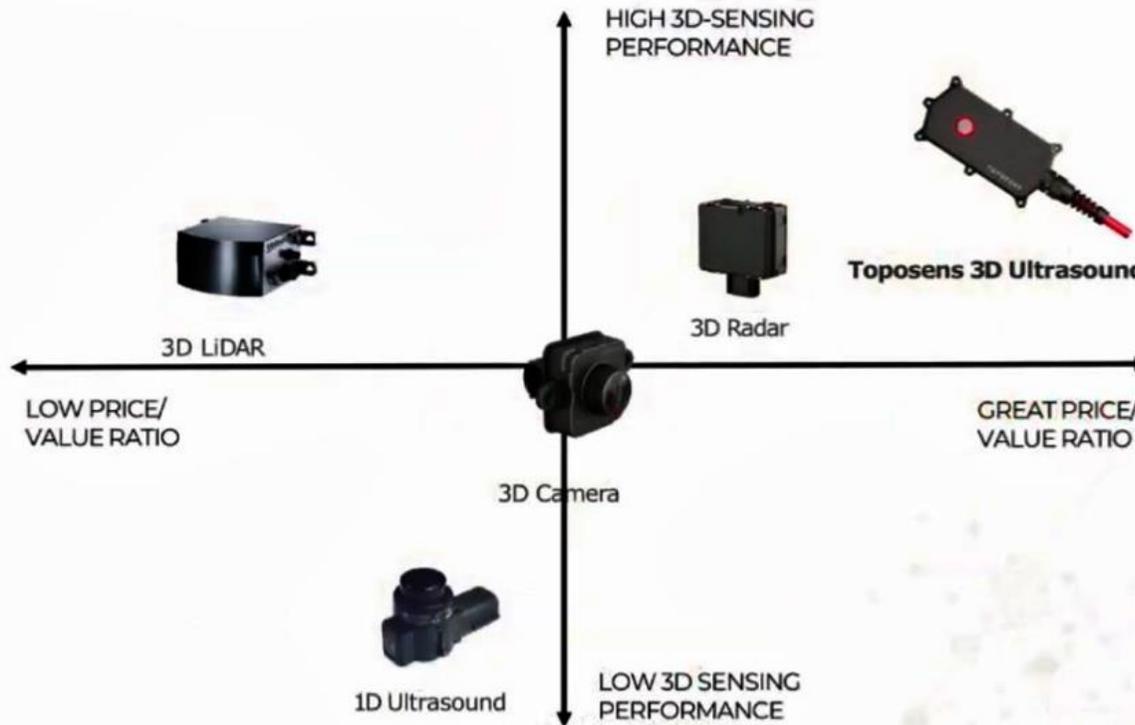


+



Competing Technologies in 3D Short Range Sensing

3D ultrasound is unmatched in performance and price



Key Advantages of 3D Ultrasound

- Super wide field of view
- no blind zone
- high robustness to environment
- precise 3D data

Business Model

Perception software and high-quality sensors systems create the full customer solution

Application Software Packages



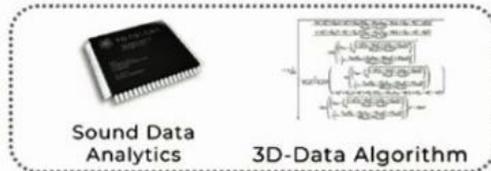
Collision Avoidance

Mapping

Navigation

- **Lock-in effect** of solution software

Embedded 3D Software



Sound Data Analytics

3D-Data Algorithm

- Unique Toposens IP of **processing ultrasonic data into 3D data**

Sensors (Hardware)



Robotic

Mobility

- Solution enabler for **high margin SW**
- **Outsourced manufacturing**

➤ Modular approach for easy adaptation to market and customer needs

Traction

Pilot Customers - Worldwide Demand for 3D Short-Range Sensing

Robotics



Automotive



Toposens has a unique and differentiating technology in the 3D sensing industry.



For a challenging environment, Toposens has a proven technology with innovative algorithms



The results of the PoC were of high quality.

1m+ in total revenue since company start through PoCs, Pilots and 250+ sold development sensors

The Team

A strong team and is supported by high profile advisors



Alexander Rudoy
CTO

- M. Eng. Mechatronics



Tobias Bahnmann
CEO

- M.Sc. Business Administration



Rinaldo Persichini
VP of Product

- M. Eng. Mechatronics



TEAM

30 Person team
(24 Engineers)

Advisors



Harry Strasser

- Former CTO Siemens, CMO/CSO Philipps
- Executive Chairman and key account support



Thomas Hetmann

- Former CFO Schaeffler (Tier 1)
- Investor in Toposens



Benjamin May

- 13y Magna autonomous driving engineering, mass market deployment of LiDAR at Innoviz

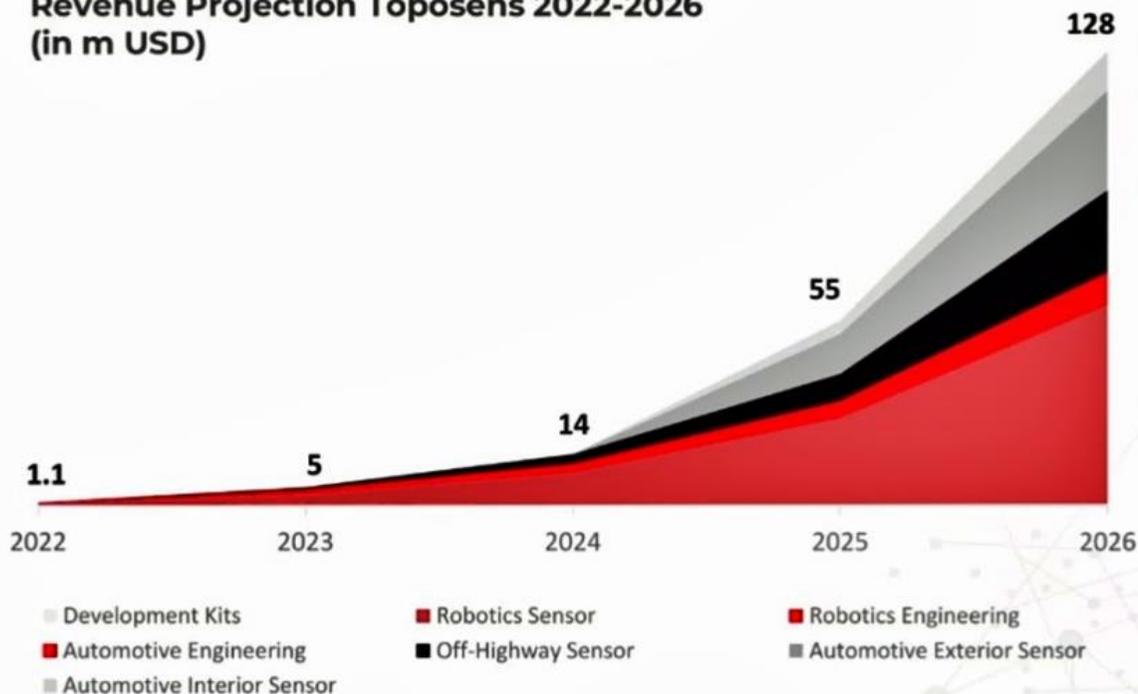
International Investors:



Financials

Positive customer feedback of market leaders show the future market impact in Robotics and Automotive

Revenue Projection Toposens 2022-2026
(in m USD)



Key Business Facts:

Robotics

- Ramp up in Robotics 2021/2022
- 4 LOIs, Advanced pilots and market commitments for 2022
- Target robotics sensor unit volume in 2025 equivalent to 3-7% market share



Automotive

- Launch Automotive Sensors: 2024+
- Revenue ramp up until 2030 for € 200m+ opportunity



10 |

“The Ask” to scale rapidly and make the world of automation safer than ever before

Executing a Pre-A round to raise a strong Series A

€3.0m round for runway until end of 2022



Execute Robotics market penetration with lead customers and satisfy high market demand in robotics and prove market scalability



Ramp up of automotive team for certified automotive sensor development



Invest into R&D (SW and next level microphones) for **future products**

Previously raised

▪ EUR 2.8m raised in SAFE notes

▪ EUR 2.5m in EU grant funding



11

Do not seek perfection



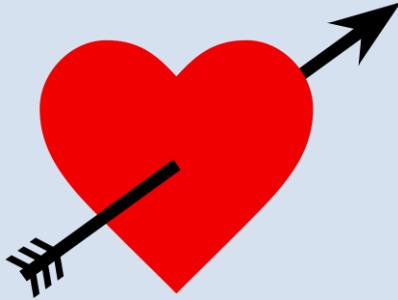
*“For every one of our failures,
we had spreadsheets that looked awesome.”*

Scott D. Cook, Founder of Intuit



Your Winning Pitch Deck

Emotional



Novel

$1 + 1 = 3$

Memorable



Good Luck!

Any questions?

Annex

Exemplary Pitch Decks from EIC Beneficiaries



TAPP  WATER

 caprimedical

 MyCol.si

Pitch Example to VC panel

TAPP  WATER



SME Instrument Phase 2, 2018-2020
€1.3M

EUROPEAN
INNOVATION
COUNCIL
SUMMIT 21

24 - 25 November 2021

tappwater.co

Watch the session:

['Pitch-er perfect' with consumers-related startups](#)

TAPP WATER

Our mission is to eliminate bottled water, for you and the planet.

We do that by creating sustainable, affordable and convenient badass products that eliminate the need for bottled water.

TAPP Water €2.5m Investment Round

Presenting: Magnus Jern, Co-founder, CPO and B2B

Strictly confidential. Do not share without permission from the owner of this document

1

Vision



Reduce plastic waste
by 10 bn bottles by 2026



Create a €1bn Water as a Service
brand for sustainable water
consumption



Problem = Opportunity

1. **60m households in Europe** (540m worldwide) drink bottled water at home
2. It's difficult and costly to fix the **taste of public tap water** (chlorine + minerals)
3. Plastic pollution and climate change top of the agenda but **change is slow**
4. Existing **water filters have failed** to address consumer needs (simplicity, convenience, taste, sustainability)
5. Expected **tipping point for alternative solutions** (as with electric cars / energy)



Our solution



World's smallest faucet filter (Patent pending) with "Spotify like subscription" from €8.99/mth



Simple to install and use



Great taste & Healthy



Affordable / Subscription



Sustainable (plastic and CO2 reduc.)



Next gen 2023+ Connected (flow, use, quality, etc)

Powered by our Water as a Service platforms including water quality database.

4

Market size & validation



60 million households in Europe of which > 50% will transition away from bottled water in the next 5-10 years.

-> 10% market share = €300m business



Sold 100,000+ filters worldwide, 2.5% households in home market Barcelona



9 out of 10 customers say taste like bottled water



**Ready to grow!
88% choose subscription
65% NPS, 18% referrals**



Customers have avoided 60m+ plastic bottles

5



Business model

Filters installed with long term recurring revenue from

- 1) yearly/monthly subscriptions (D2C)
- 2) standalone filter and cartridge sales (retail/marketplaces/Amazon)

Current trend/projection for EcoPro Compact

NetLTV: €92

CAC: €25

Our plans

Choose the plan based on your households water consumption. Try our wizard.

Plan S	Plan M	Plan L
€8.99 / month	€11.99 / month	€14.99 / month
		
New refill every 3 months	New refill every 2 month	New refill every month

* Plans based on household size

6

Competition

Competitor

Bottled Water



Pitchers & Faucet



Under the Sink / RO installations



TAPP Water USPs

Save money
Convenience
Healthier
Save the planet

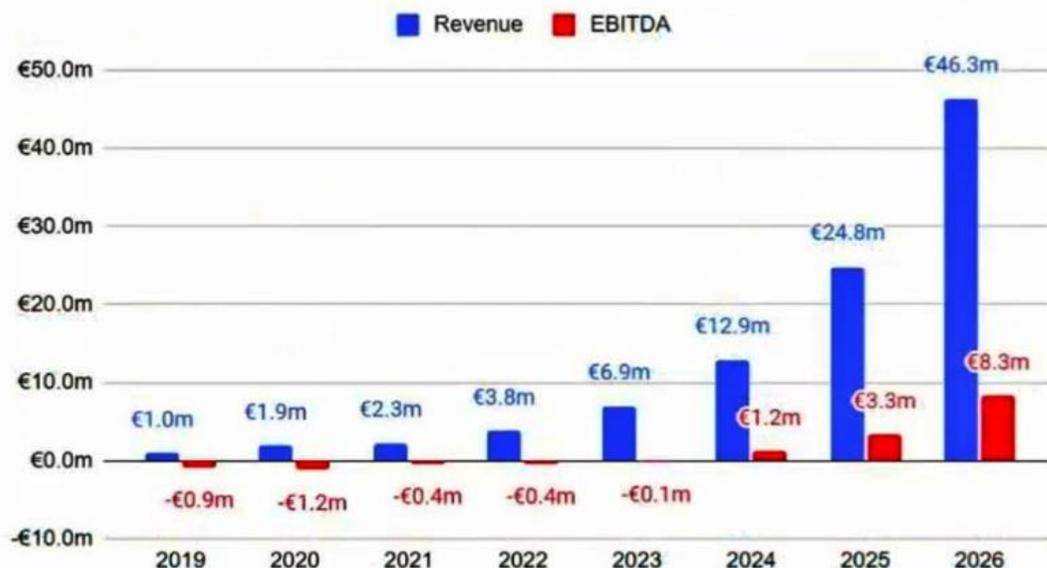
Better taste
Compact design
Faster flow + limescale filtration
No plastic waste

Easy to install / no plumber or drilling
Affordable (<100 euro year)
No waste of water or plastic

The only company that offers an eco-friendly and affordable pay per use "Water as a Service" that doesn't require professional installation.



Growth Plan with €2.5m funding



Raising €2.5m with €1.5m committed from existing investors

Accelerated growth with WaaS mid 2022

Break-even mid 2023

Assuming round closed by Q1 2022. Based on marketing and sales plan. Our firm belief is that we will reach a tipping point with the opportunity of €100m revenue run-rate by 2026 based a small share of the bottled water market in Europe.

8

And the team that will deliver



Alexander Schwarz
 CEO & Co-founder

Michaela Mairinger
 Marketing & Sales

Magnus Jern
 CPO & Co-founder

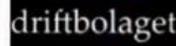
Chiara Castellani
 Head of eCommerce

Jeff Cardarelli
 Data & Co-founder

Cristian Eichborn
 Customer Experience



ROSA CLARÁ



Anna Bernsten
 Board Director

Top non-ex in Sweden on 10+ boards



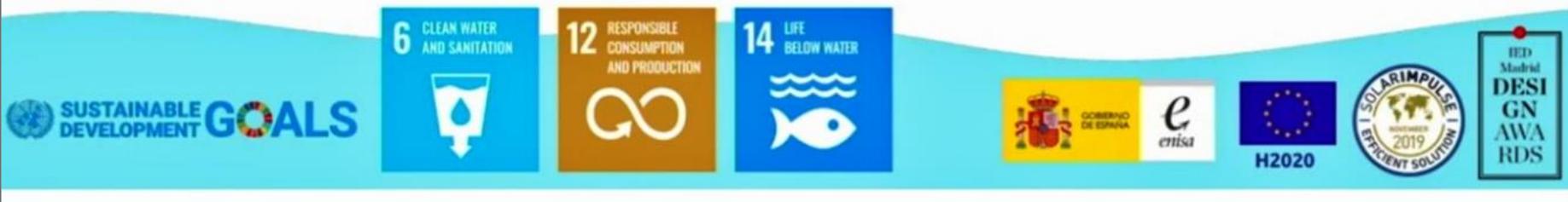
+ 22 other team members

Advisory board including top industry experts, investors and green tech entrepreneurs
 Partners including Suez, Bluefield, AUB, Bucknell and Michigan University.

Invest in TAPP



- Addressing a problem for 100s of millions of households
- Proven early success with 100,000 sold products
- Diverse team with proven ability to execute & scale across Europe and international markets with 30 distributors
- Strong financial plan to reach €50m run-rate by 2026
- Aligned with UN SDGs, received €1.2m in EU R&D grant 2018
- Profitable from 2023 and already received acquisition offers



Pitch Example to VC panel

 caprimedical



EIC Accelerator Pilot, 2020-2022
€2.4M



[Capri-Medical.com](https://www.capri-medical.com)

Watch the session:

['Pitch-er perfect' with eHealth/MEDtech startups](#)

Chronic Migraine: A disabling disease

1 Billion (Global)
Acute Migraine Patients

144 Million (Global)
Chronic Migraine Patients

20 Million (Global)
New CM Patients Annually



Chronic Migraine

15 migraine days / month

3rd

most common
disease

3X

Woman
than men

6th

most disabling
disease

European Headache Federation

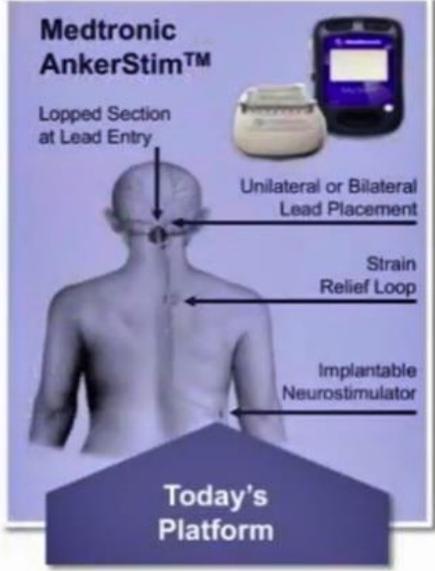
“Neurostimulation is promising
but invasive and expensive.
New Devices needed”

World Health Organisation

“More disabling than blindness”

Referral Pathway: Continuum of Care (Today)

Primary Opioids	Neurologists Triptans	Pain Specialists Injectables	Neurosurgeons Neurostim
<ul style="list-style-type: none"> • Side Effects • Organ Damage • Contraindications 	<ul style="list-style-type: none"> • Side Effects • Contraindications 	<ul style="list-style-type: none"> • 20-40 Injections • Repeat >4/year • Steroids 	<ul style="list-style-type: none"> • Last treatment option • 3 hour surgical procedure • Large Patient Revision



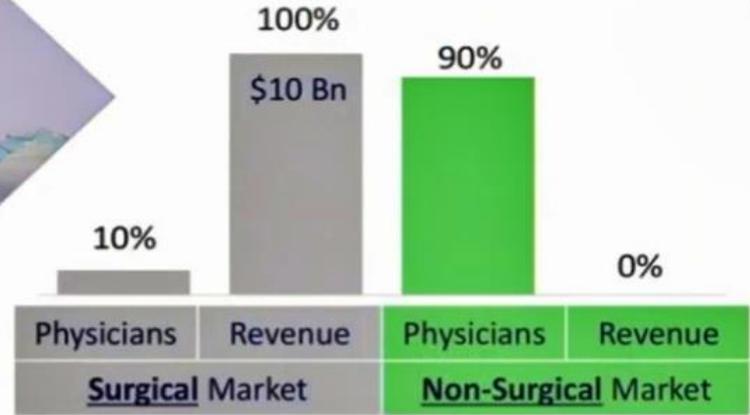
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Eliminating the referral difficulty

Primary **Neurologists** **Pain Specialists** **Neurosurgeons**
Opioids **Triptans** **Injectables** **Neurostim**



From last option to better option



Our Mission

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Luna-System

A bioelectronics platform for non-surgical physicians

1. New Non-Surgical Markets
2. Higher throughput in existing markets

New Market Platform

- Migraine
- Peripheral Pain
- Spinal Cord
- Lower Back Pain
- Sleep Apnea
- Epilepsy
- Overactive Bladder
- Depression



Luna-Air

Neurostimulation Therapy



Luna-App



Luna-Inject

Luna-Control
External Power Unit



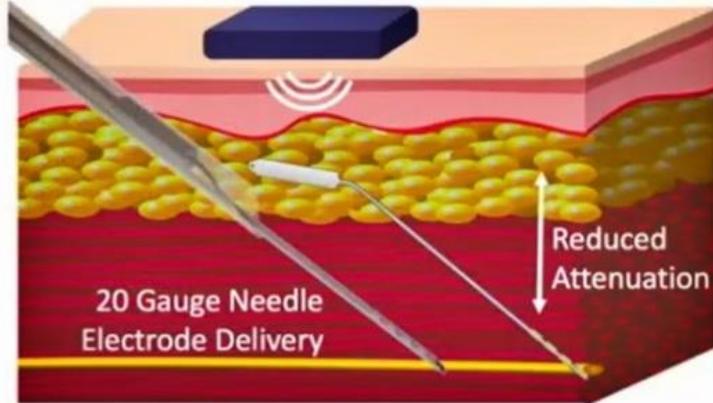
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Luna Inject

A bioelectronics platform for non-surgical physicians



Predicate
Contraceptive Implant



➤ Enables Non-Surgical Physicians

- One-handed procedure
- Self-anchoring
- Reduced attenuation
- Reduced risk of infection & revision
- Easy explantation

Strong IP



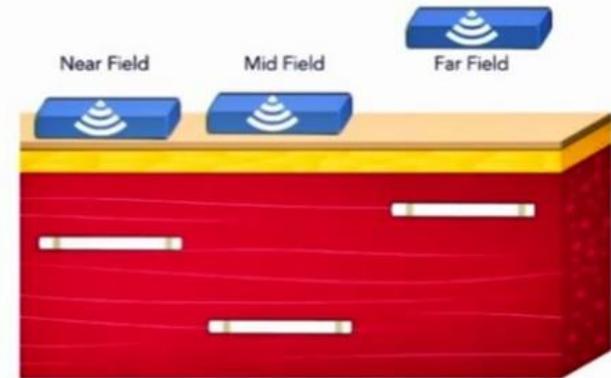
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Luna System

A bioelectronics platform for non-surgical physicians

	Capri	Neuspera	Nalu	Bioness
Injectable Non-Surgical	✓	X	X	X
Multi-Field Wireless Power	✓	X	X	X
Advanced Habituation Stimulation	✓	X	X	X
Future Sensor integration	✓	?	?	X

Multi-Field Wireless Power



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Key Benefits



New Non-Surgical Market

- 1 Injection
 - 20 Minute Procedure
 - Outpatient clinic
 - 6X Patient Throughput



More Effective Therapy

- Habituation Stimulation = longer-term efficacy



Advanced Wireless Power

- Improved Patient Experience
- Enables new product form factors and differentiation



Economics

- Cost reduction over
 - Botox Treatments
 - Traditional Neurostim



Safety

- Reduced Lead migration
- No Cannulation
- No Subcutaneous Tissue Trauma
- Easy explantation

Fundraising Co-investment

	Grant	Series A		Series B	
Pre money		CLN		€ 25 m	
Investment Gap		€ 4.0 m		€ 20m	
Commitments	€2.0 m	€ 4.0m	EIC		
Total. Investment	€2.0 m	€ 8.0 m		€ 20.0 m	
Milestones	Prototypes Preclinical IP Team	Design Freeze		Sales Revenue – USA Sales Revenue – EU	
		Preclinical Complete		FIH & RCT Complete	
		510K approval		EU MDR Approval	
Timeline	M2 2020 – M1 2022 24 months	M1 2022 – M1 2024 24 Months		M1 2024 – M1 2026 24 Months	

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World Class Team



Fergal Ward
CEO & Founder

M.Eng, B.Eng, MBA
15 Years Tech Startups
BioInnovate
Intune Networks



Jeff Erb
Chairman

Ex Global Director
Neurostimulation
Medtronic



Ricardo Vallejo, M.D., PhD.
KOL

CEO and Founder at Stingenics
Co-Founder: Millennium Pain Center

Director of Research: National Spine and Pain Centers
Research Professor: Psychology, Illinois Wesleyan University
Editorial Board: Pain Practice, Pain Physician, Journal of Neuromodulation, Regional Anesthesia and Pain Medicine
Scientific Committee: North American Neuromodulation Society
Director-at-Large: NANS Board of Directors



Ciarán Lohan
CFO

CIMA, MBA
25 Years Finance
Merrill & Others



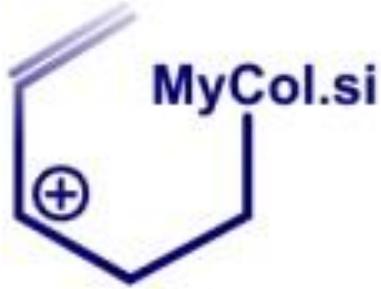
Cedric Assambo
CTO

PhD Electronics
14 Years Engineering
R&D Mallinckrodt

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Pitch Example to VC panel



SME Instrument Phase 1, 2019

€50K

EIC Accelerator Pilot, 2021-2023

€1.1M



mycol.si

Watch the session:

['Pitch-er perfect' with food technology startups](#)

Mission

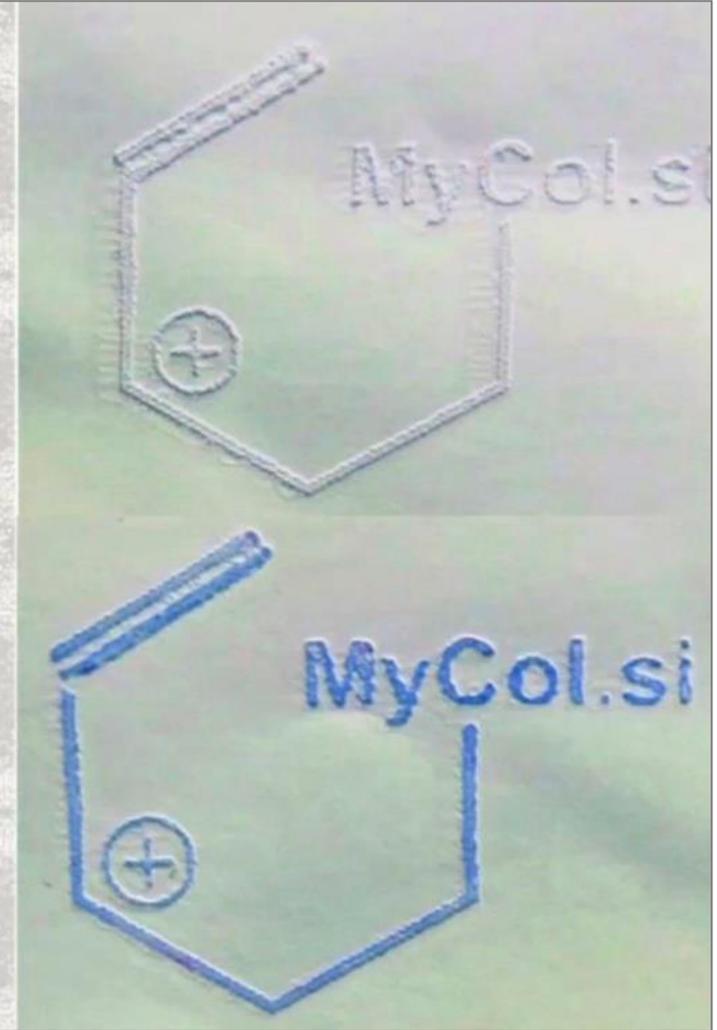
.. to become a highly competitive provider of innovative products

to control the temperature for different objects visually.

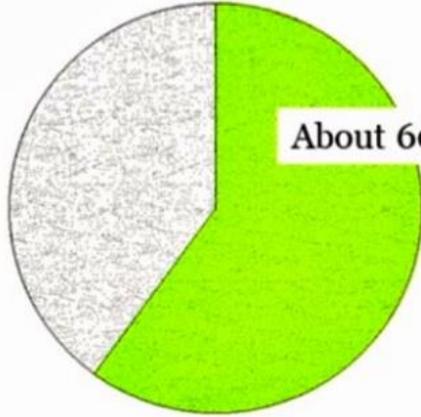
- mass production of printed indicators:
 - suitable for any smooth surface,
 - their colour changes when the predefined temperature is crossed,
 - repeatable or permanent colour change are possible.

Funded in March 2017

Spin-off of the National Institute of Chemistry, Ljubljana, Slovenia

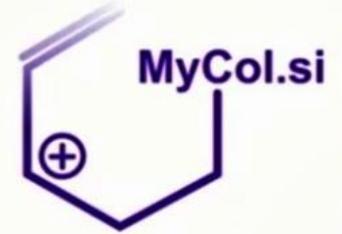


Problem



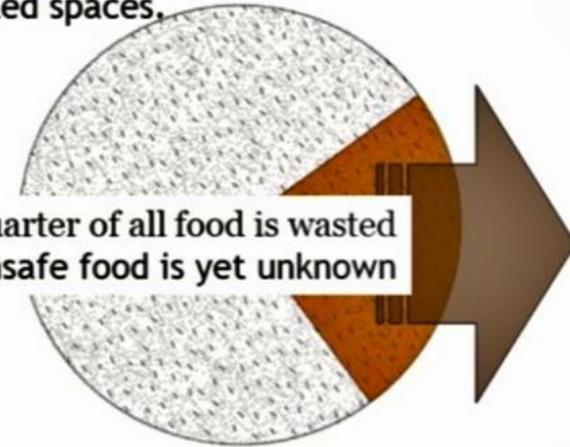
About 60% of food needs **cold chain protection**

BUT we have no sure way
of detecting temperature excursions
during transport between chilled spaces.



A quarter of all food is wasted
The amount of lower quality or even unsafe food is yet unknown

Food wasted from cold chain
has the largest carbon footprint



WASTE

Controlling temperature excursions of each package on travelling along cold chain is **technologically questionable**.

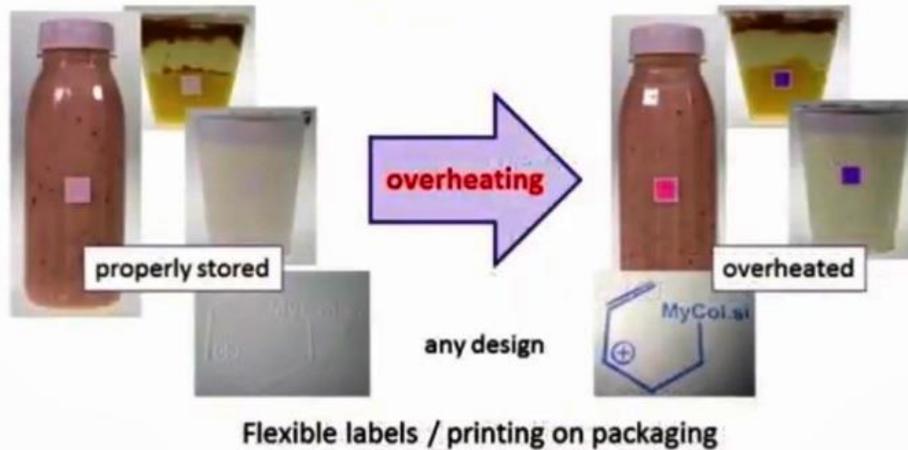
The existing solutions are not cost-effective, especially for consumables.



Solution



Permanent (irreversible) colour change



- Temperature-sensitive printing ink.
- Printing of indicator labels.
- When cooled and activated, each label remains white as long as temperature remains low.
- Permanent colouration occurs with overheating.
- Any shape can be printed.
- The colour change is clearly visible by naked eye.





Value proposition

Benefits of *T-Sense Cold* for food chain actors :

FOOD PRODUCERS	TRANSPORTERS
<p><u>Proof of overheating</u> in the chain</p> <p>→ diminishes the costs of disposal</p> <p>→ increases the revenue</p>	<p><u>Indication of mistakes</u> in the transport chain</p> <p>→ become a provider with proof on increased accuracy.</p>
RETAIL	CONSUMERS
<p>Only food with non-coloured indicator will be accepted (<u>proof of quality</u>)</p> <p>→ lower costs, increased trust and loyalty of consumers</p>	<p><u>Simple and independent control of quality</u> of the food</p> <p>→ high quality and safe food</p>

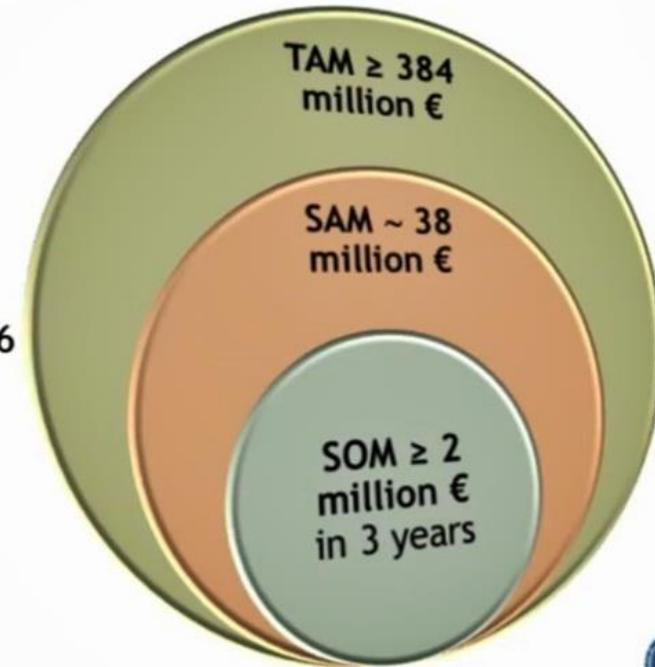


Market opportunity



Market growth

- global cold chain market: CAGR=7.6%
- Fruits and vegetables = 32.7% total market
- Food safety testing market: 28.6 bn USD till 2026

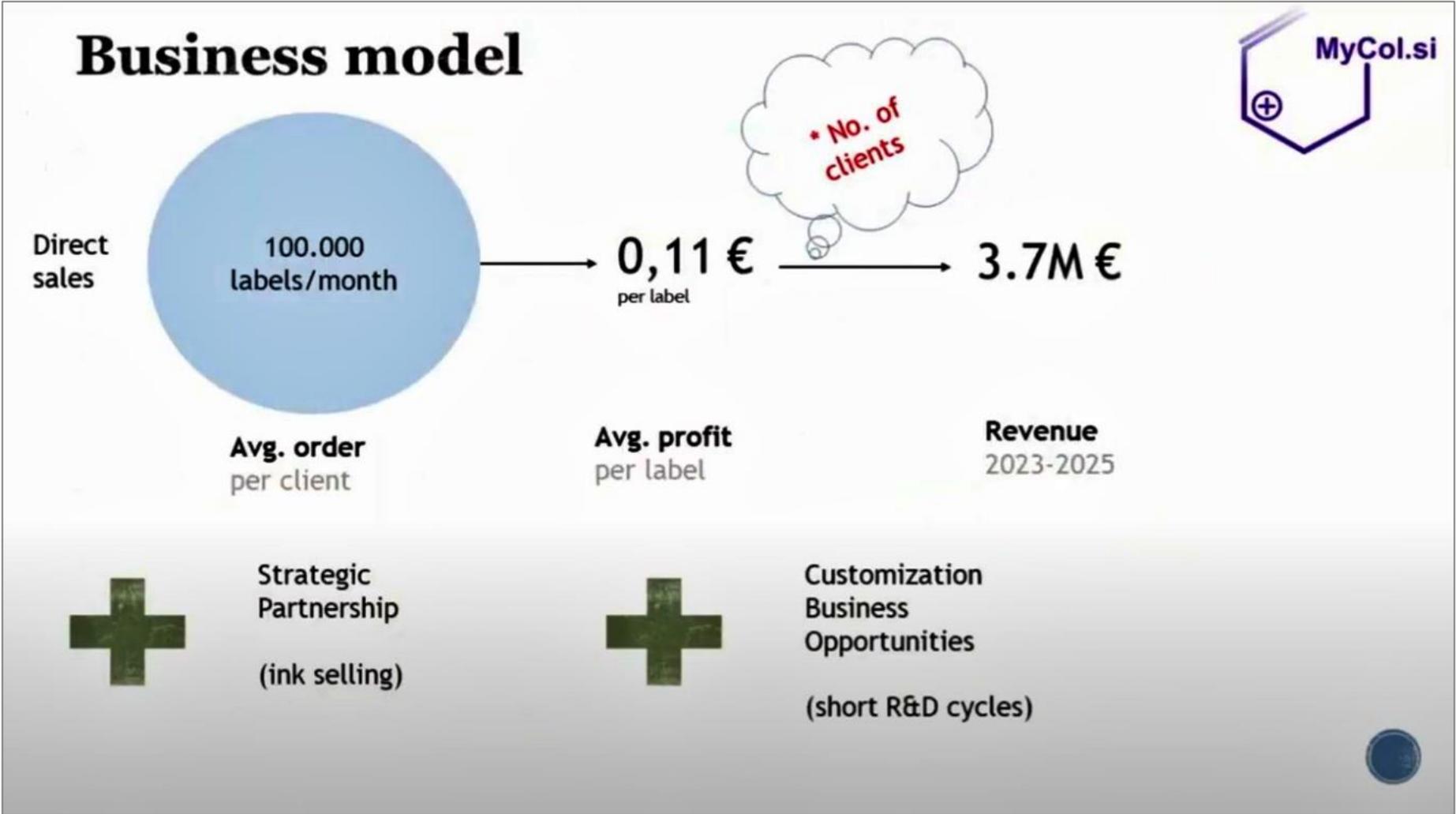


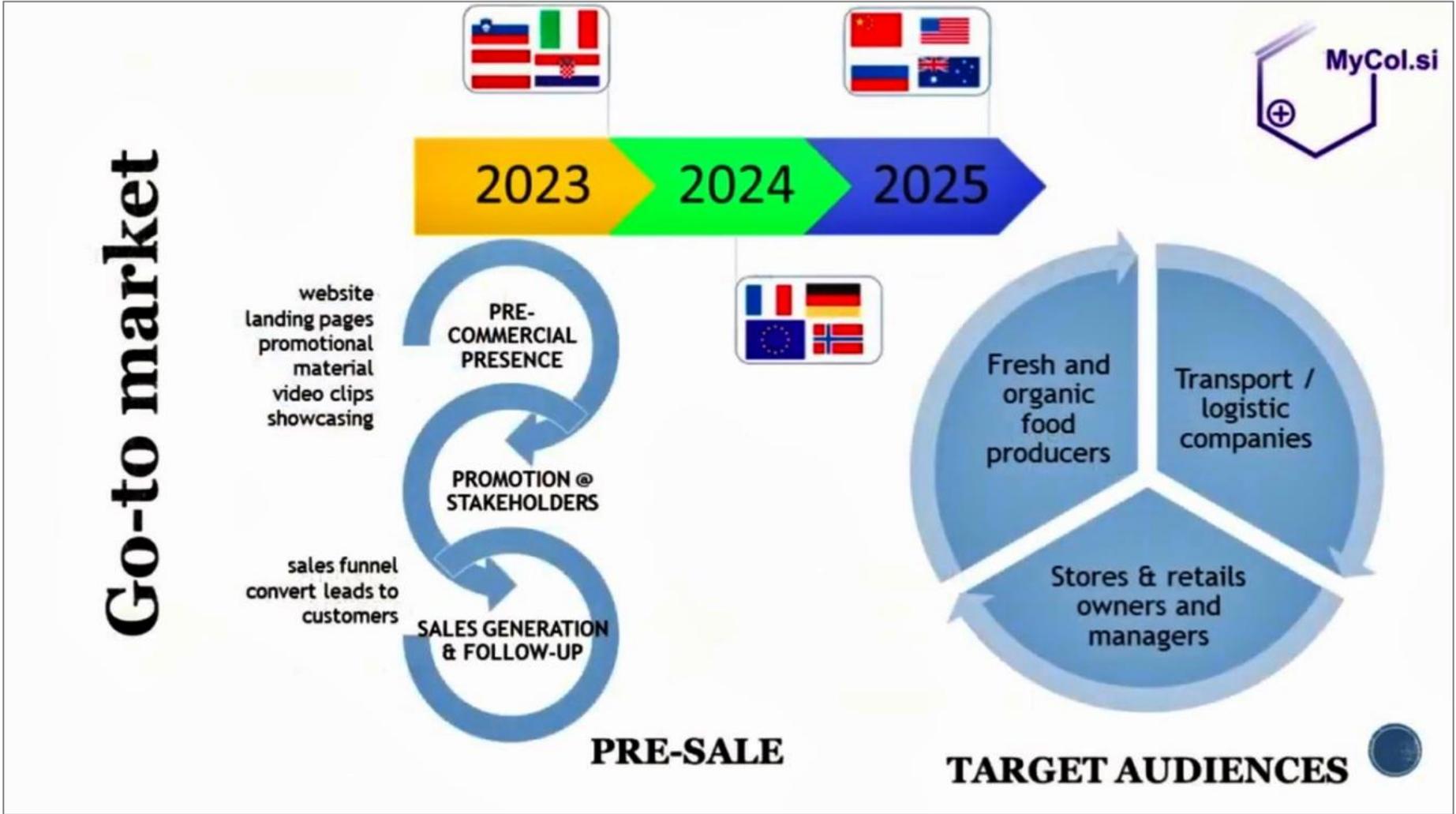


Competition

	MyCol	ShockWatch WarmMark	TimeStrip Temp*	OnVu (Bizerba)
Many possible colours	Green	Red	Red	Red
Flexible label	Green	Red	Red	Green
Any design	Green	Red	Red	Red
Activation	Contact & non-contact	Contact	Contact	Non-contact
High Detection	Green	Yellow	Yellow	Orange
TA	8°C, possible: -50°C to 20°C	-18°C, 0°C, 5°C, 8°C,	6°C, 10°C	4°C
TA tolerance	±1°C	10°C ±1°C	±0.5°C	No data
Shelf life (un-activated)	> 1 year	2 years	~ 2 years	No data
Shelf life (activated)	Potentially unlimited	No data	1 year	14 days
Price (per 1000 pieces)	0,15-0,25 €	0,72 - 1,00 €	~0,90 €	Not available









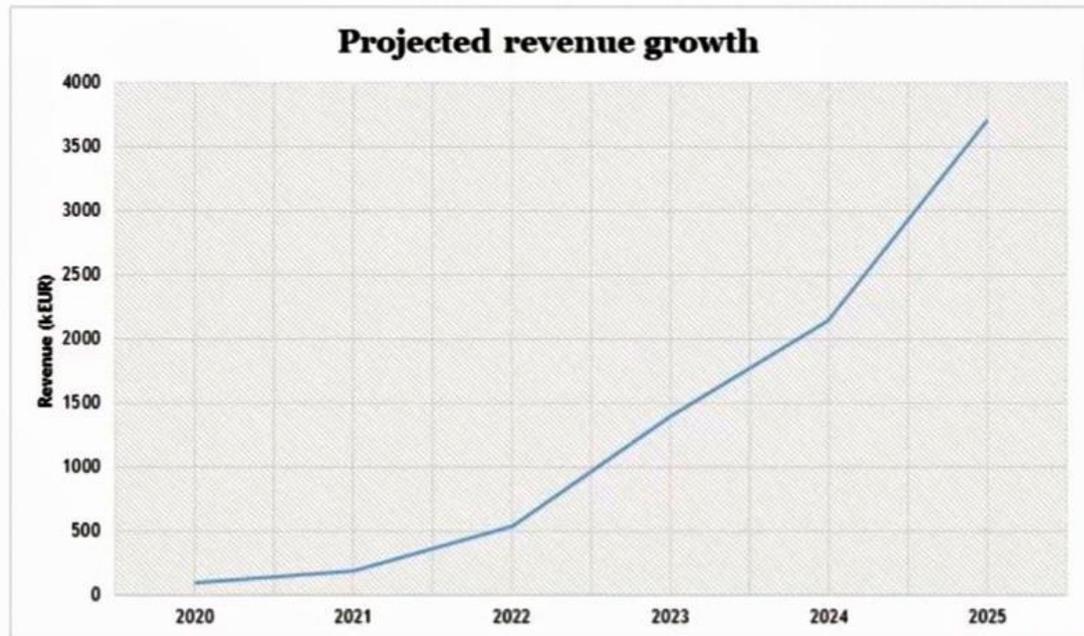
Team

 <p>Marta Klanjšek Gunde PhD</p> <ul style="list-style-type: none"> • CEO • R&D in materials science • Winner of WIPO Best Invention Award 2021 	 <p>Nadja Železnik PhD</p> <ul style="list-style-type: none"> • quality management system • certification • sustainability 	 <p>Matjaž Kunaver PhD</p> <ul style="list-style-type: none"> • R&D in polymer chemistry • large scale demonstration • validation 	 <p>Katarina Jenko</p> <ul style="list-style-type: none"> • laboratory work • Product development • testing & measurements
 <p>Ivica Ilić M.A.</p> <ul style="list-style-type: none"> • Business development • Commercialization • Sales & Negotiations 	 <p>Primož Kunaver MSc</p> <ul style="list-style-type: none"> • Business Consultant 	 <p>Milena Jeraj</p> <ul style="list-style-type: none"> • Administration • Accounting 	 <p>Mitja Pajek</p> <ul style="list-style-type: none"> • business development • commercialization • International sale

Financial projections

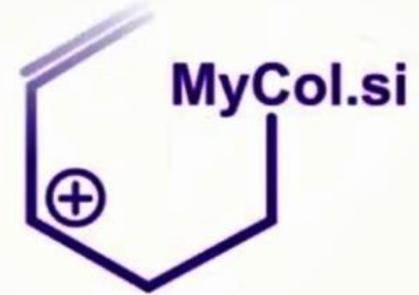


- In 2025, cumulative revenue 3.7 M EUR
- Long-term projection -> 8 M EUR until end 2029
- Funding raised: 1.1 M EUR from EIC Accelerator
- Looking for: 700.000 EUR



Why invest in us?

- *Good Investment Return = approx. 3-5 years*
- *Among top 5 smart label solutions is the world (StartUp Insight)*
- *High replicability potential in other industries*
- *Strong team with very high cumulated knowledge base*



Contact:

Office Address

*Turkey in Horizon 2020 Project
And Sokak 8/12 Akasya Apt. 06680 Çankaya/Ankara*

06520 Çankaya/Ankara, Turkey

Tel: +90 312 467 61 40

<https://ufukavrupa.org.tr/en/th2020ii>

info@TurkeyinH2020.eu



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MINISTRY OF INDUSTRY
AND TECHNOLOGY



COMPETITIVE
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