

ADD VALUE S.R.L

Gruppo AVM

Providers of indoor tracking technology systems to offer location-based services, global indoor positioning market, developers of indoor tracking solutions focus on the creation of *intelligence* from location data streams.

Short project description: €1M investment (€5M pre-money) to boost the scale up, with the acquisition of new customers and new partners, complete the technical development and support the internationalization process at the global scale.

Some Financial Details: Revenue 2018 €1.1M, 2019 €1M. Forecast 2020 €0.6M, 2021 €1.4M. EBITDA 2018/19/20 > 0.

Financial Structure: €1M invested through Add Value Club Deal through Add Value SPV by February 28th, 2021.

Sector: Indoor location market registered a considerable increasing trend 2017 \$7.1B, 2019 \$41B (CAGR 42%), pushing the collateral sector of the Real Time Locating System market (2020 \$3.4 B, CAGR 24.8%). The sector is boosted also by the growing support from standardization bodies (e.g., Bluetooth 5.1, Ultra-Wide Band) and by the new need post Covid-19 to track people indoors. Several entry barriers exist and are based on software development IP, know-how and relationship with enabling technology partners (tracking devices manufacturers, RTLS providers). Large customers in various vertical domains such as, e.g., retail, smart manufacturing, fairs/events and healthcare. Existing competitors are not focused on the software and interface development and with low level of complex event processing support.

CUSTOMERS



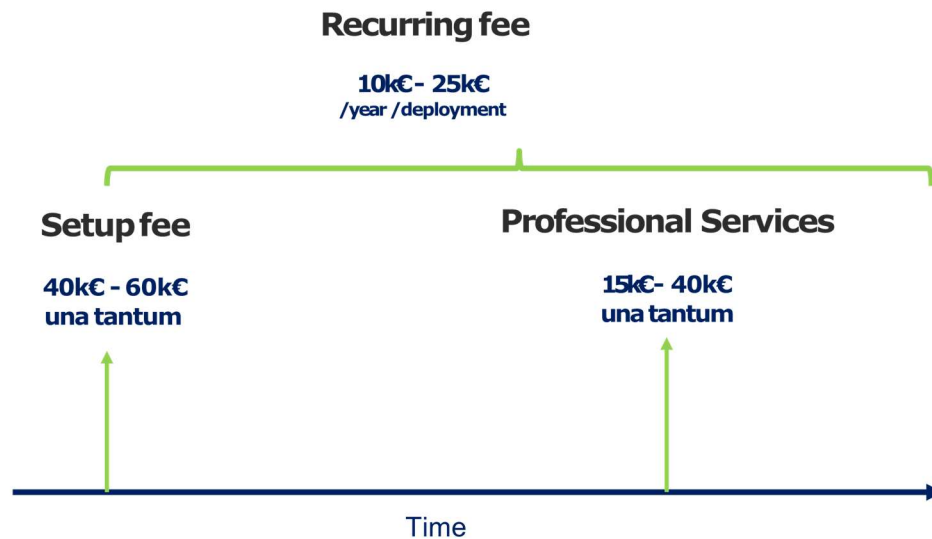
PARTNERS



Target exit: 3x in 3 years.

Business Model e Strategy:

Real Time Locating System (RTLS) combined with a proprietary location data stream processing platform, to provide sophisticated but user-friendly tools to deliver enterprise indoor location based services to various vertical industries. The Business Model is based on Software As a Service (SaaS) approach and composed by two main offers (BASIC and PRO) with different features and services. Both are characterized by three elements: setup fee (project design, implementation, hardware, infrastructure setup and training), recurring fee (maintenance services, customers and technical support) and professional services (System integration, Data analysis). Conservative pricing logic.



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