The Need

300 Kg.  

2.5 Kg.  

40%  

11%  

40%  

70%
The solution
Business Model

B2B
- SaaS
- Subscription payment
- Shared Bonus

B2C
- Free Download
- Advertising
- Information

P.A.
- Custom dev.
- Innovation
## Marketing Strategy

|---------------------|---------------------|-------------------------|

**Phase 1:** Campaign to the general public with the app to obtain a large number of downloads and increase notoriety. Rand recognition.

**Phase 2:** Campaign to the distribution and food services segment, which must already know the application by Phase 1.

- **Q2-Q4 2019**
  - B2B: Specific development proposals for public health, inspection and agro-food sector.

- **Q4 2019**
  - B2C: Free distribution App on Android and IOs stores
  - B2B: Pilot tests in wholesale and retail markets, supermarkets.
  - Public: First specific development agreements for public services.

- **Q1-Q3 2020**
  - B2C: Commercial development in the retail segment
  - B2C/B2B: Development of pilot tests and study of management results.
  - B2B: First commercial implementations.

- **Q1-Q3 2020**
  - B2C: Commercial exploitation of metrics and data usage App
  - B2B: Testing in markets

- **Q3-Q4 2020 Q1 2021**
  - B2B/B2C: Extension of the offer to the FISH and SEAFOOD section
Financials & Scalability

Current funding

- Estimated investment to date: 140,000 €.
- With funding from the promoters themselves.
- With a grant of € 40,000.

Financing needs in the short term

- Financing in 1 million euros for three years:
  - 1. R & D costs € 300,000
  - 2. Costs of extension database of references. € 250,000
  - 3. Marketing and sales costs. € 150,000
  - 4. Structure and management costs. € 300,000

<table>
<thead>
<tr>
<th>SCENARIOS OF ESTIMATED RESULTS in thousands (K) of €</th>
<th>YEAR 1</th>
<th>YEAR 2</th>
<th>YEAR 3</th>
<th>YEAR 4</th>
<th>YEAR 5</th>
</tr>
</thead>
<tbody>
<tr>
<td>ESTIMATED MAXIMUM RESULTS</td>
<td>1.842K</td>
<td>20.900 K</td>
<td>35.968 K</td>
<td>44.372 K</td>
<td>45.029 K</td>
</tr>
</tbody>
</table>
Team

RAIMUNDO PAYO

The expert in food distribution and food services

ALVARO LÓPEZ-AMO

Who had the idea and convinced the rest of the team

CESAR LAPUENTE

The technologist who doted with the idea of Álvaro

ANDRÉS GUITERAS

The Mentor. Expert in finance and launching high-growth innovative projects.
Thank you
https://arthylen.es/

ARTHYLEN
Augmented Reality Assistant