









The solution





ARTHILEN

















- SaaS
- Subscription payment
- Shared Bonus

- Free Download
- Advertising
- Information

- Custom dev.
- Innovation

Marketing Strategy

PHASE 1: B2C market

Development of free App available in Google Play and Apple Store.

Promotion in digital and offline channels

PHASE 2: B2B market

Consultative selling.
Offer pilot projects before a final implementation

PHASE 2B: Public Market

Consultative selling.
Specific joint development projects.

Innovative purchase offers

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.

Operations Plan: B2C, B2B & Public Market

Q2-Q4 2019

B2C/B2B:Complete development App for fruits and vegetables.
Development of back-end application support.

B2B: Specific development proposals for public health, inspection and agro-food sector

Q4 2019

Q1-Q3 2020 Q1-Q3 2020 Q3-Q4 Q1 2020 2021

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

B2C: Commercial development in the retail segment

B2C/B2B:
Development of pilot tests and study of management results.

B2B: First commercial implementations

B2C:

Commercial exploitation of metrics and data usage App

B2C/B2B: Development of the FISH recognition module.

B2B: Testing in markets

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

SCENARIOS OF ESTIMATED RESULTS in thousands (K) of €	YEAR 1	YEAR 2	YEAR 3	YEAR 4	YEAR 5
ESTIMATED RESULTS	101 K	2.762 K	6.027 K	10.199 K	12.232 K
ESTIMATED MAXIMUN RESULTS	1.842K	20.900 K	35.968 K	44.372 K	45.029 K

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