



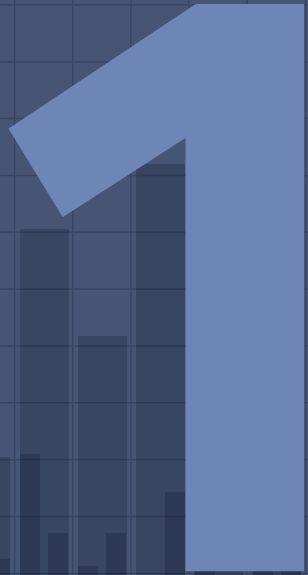
Live Weightless, With CloudCore

The Market

Existing Market: Computer and Cellphone hardware for the Enterprise

Current Solutions: Buy expensive laptops and phones for every employee

Problems with the current offers: Phones and Laptops are both powerful computing devices. Buying both is redundant and should not be necessary.



Pains of the current solutions

Finance

On average, companies spend 2000€ - 2500€ every four years per employee on laptops and smartphones

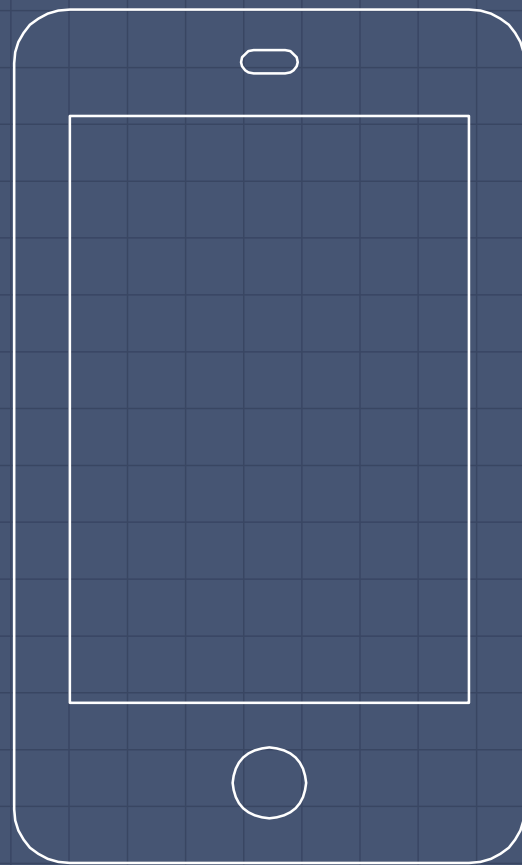
IT

The large amount of devices represents huge security and maintenance overhead

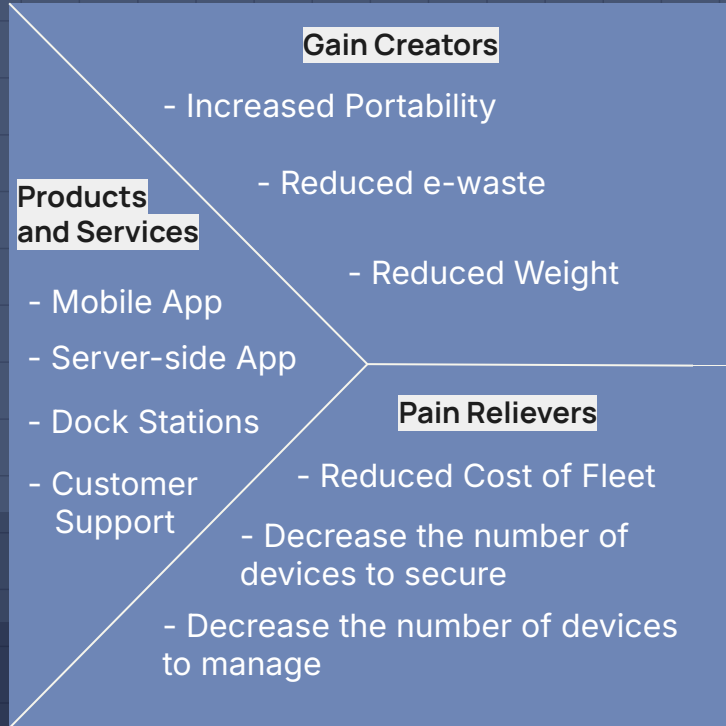
Employee

Carrying a bag to and from the office with their laptop

CloudCore



Value Proposition



2

Target Customer

- Companies that provide employees with Smartphones and Laptops



Customer Segment

Gatekeeper

- IT managers
- Regulators

Customer

- IT managers
- Procurement
- Innovation

User

- Employees

Interviews

Ricardo Silva

Company: Construção Pública

Position: IT Coordinator

Users:

João Morgado @ Mindera

Rui Domingues @ Witbe

Carolina Fidalgo @ BCG

Bruno Nogueira

Company: Bankinter

Position: Chief Information Officer

Surveys:

- 66.7% Of employees carry their laptop to work every day

- 50% Would like not to

Júlio Santos

Currently: Board Advisor @ NBCC

Previously:

Head of Operations Development and Head of Sales and Backoffice Systems @ Soane

IT Director @ Optimus

The Team



Hackers



Alexandre Santos

Business planner

Engineer



Jorge Contente

Engineer

Designer



João Santos

Engineer

Hipsters



Tomás Ferreira

Designer



João Fortunato

Marketing

Hustler



Nuno Abreu

Manager

Revenue Streams

Licencing Plans: Different monthly prices depending on the number of devices

Hardware Cost: Lose money in the sale of hardware



Marketing & Sales

- Trade Shows
- Website (SEO)
- App Stores

- Direct Contact
- Traffic Partners

5

Business Model Canvas

Key Partners



Peripheral
Manufacturers

Technology
Consultants

Key Activities



Software
Development

Key Resources



Human
Capital

Value Proposition



Cost Reduction

Risk Reduction

Customer Relationships



Direct Contact

Partners

Channels



Website
App Stores

Customer Segments



Companies that
provide
employees with
Laptops and
Smartphones

Cost Structure



Revenue Streams



Monthly Subscriptions

Financials



Competitor Analysis

Alexandre Correia

Company: Crossjoin Solutions

Laptop: Lifebook U Series Fujitsu

Cost: 1800€

António Pereira

Company: Premium Minds

Laptop: Lenovo Thinkpad P14s

Cost: 1026€

Afonso Ravasco

Company: Trash4Goods

Laptop: Renting

Cost: 20€/m

Miguel Gonçalves

Company: Opensoft

Laptop: HP ProBook 450

Cost: 1200€

Afonso Freitas

Company: Volkswagen Digital Solutions

Cost: 1200€

Financials

	Month	36	
Totals	Ending Cash Balance	1703835	EUR
	Investment	330000	EUR
	Marketing	540000	EUR
	New Users	19650	
	Revenue	2264655	EUR
Metrics	CAC	27	EUR
	Average revenue per user (ARPU)	115	EUR
	Churn	2%	
	Estimated Exit Value (in year 3)	9700800	EUR

Year	0	1	2	3
Revenue		8100	316395	1940160
COGS		0	0	0
Gross Profit		8100	316395	1940160
Gross Margin		100%	100%	100%
SG&A		88560	242980	553680
EBITDA	0	-80460	73415	1386480
Free cashflow	0	-250460	-86585	1386480
Exit Value	0	40500	1581975	9700800
Investment		170000	160000	0
Free Cashflow+Exit	0	-209960	1495390	11087280
Year	0	1	2	3

Milestones

M	Milestone	Staff	Mkt/m	Add. Serv.	Add. Capex	Invest
0	Start	2		5000		70000
3	MVP Ready	3				
6	Private Beta Launch	3				
9	V1.0 Launch	5				100000
9	1K revenue/month	5				
14	100% growth rate/month	5				
17	Hire VP marketing	6				160000
20	10K revenue/month	6	30000			
30	50K revenue/month	6	40000			
36	3-Year checkpoint	6	40000			

THANK
YOU!





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