

## PROBLEM

Asset intensive industries\* **struggle to inspect, maintain and repair** their assets (in response to production optimization) in a **coordinated and timely way**.

Their business-as-usual collaboration solutions (e.g. E-mail, Microsoft Excel, Power BI) are reactive, highly dependent on human input or lack data context.

This leads to avoidable production losses, asset downtime or quality issues.

\* energy, offshore, food and beverage, chemical and manufacturing

## PRODUCT/SOLUTION

A collaborative environment to organize, track and manage **asset related actions**, turbo charged by **data**.

We gave life to this vision together with **Total E&P Netherlands**, creating a solution that transforms their production data into actions for operational staff.

What **Atlassian JIRA** is to software development, is **Cuurios** for the industry.

## TRACTION

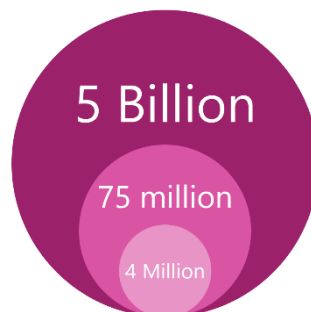
- We've generated a profit of **200.000 Euro** in the first 2 years of operation.
- Our **recurring revenue** resulting from multiyear SLA agreements with two clients using our MVP in every day operation is approximately 30%.
- Currently running a paid trial with Total at multiple international production locations, after which a **global deal with Total** as our launching platform customer is expected early in 2021.

## CLIENTS



## TARGET MARKET

- There are 2.500 industrial companies (energy, offshore, chemical, food and beverage and manufacturing) with 50+ employees in the Netherlands
- The Serviceable Obtainable Market in the Netherlands for Cuurios is estimated 4 Million Euro (recurring yearly revenue)
- The Serviceable Available Market is estimated at 75 Million Euro and the Total Addressable Market is estimated at 5 Billion Euro



## BUSINESS MODEL

- A **cloud Enterprise version in combination with an on premise software model**.
- **User based licencing model** for the cloud version (Basic, SME and Enterprise).
- **Service Level Agreements** with clients, monthly recurring revenue target: 70%
- **Consultancy services** to deploy, configure and customize solutions.

# CUURIOS

- DATA - TO - ACTIONS -

We are proud to have **YES!Delft** **YES!DELFT** as our partner and tech incubator.

## GENERAL INFORMATION



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## TEAM



### Gaëtan Giraud, co-founder

Result-driven, inquisitive professional.  
focus on technology.



### Leen de Graaf, co-founder

Enthusiastic, curious and team-builder.  
focus on business.



**Tamara Nagy**  
Software developer



**Michael Bolaji**  
Software developer



**Anna Martynova**  
Software developer

## INVESTMENT

Cuurios plans to use an **innovation loan** to finalize the product development. In 2022 we seek an investment of **1 Million Euro** to continue our growth through hiring new technical and sales personnel and invest firmly in marketing.

- Software developers (60%)
- Sales personnel (25%)
- Marketing (15%)



Exit strategy: selling to a major software

## MILESTONES

- 1 Q1 2021: finalize paid trial with Total and secure global roll-out
- 2 Q2 2021: secure innovation loan, scale software development team
- 3 Q3 2021: launch of market ready product
- 4 Q1 2022: investment to scale organization and product sales