



# waves

SCALE UP SUSTAINABILITY



# New challenges for companies

**GAME CHANGER**



**Did you know that 50.000 companies in Europe will be affected by the new EU directives?**

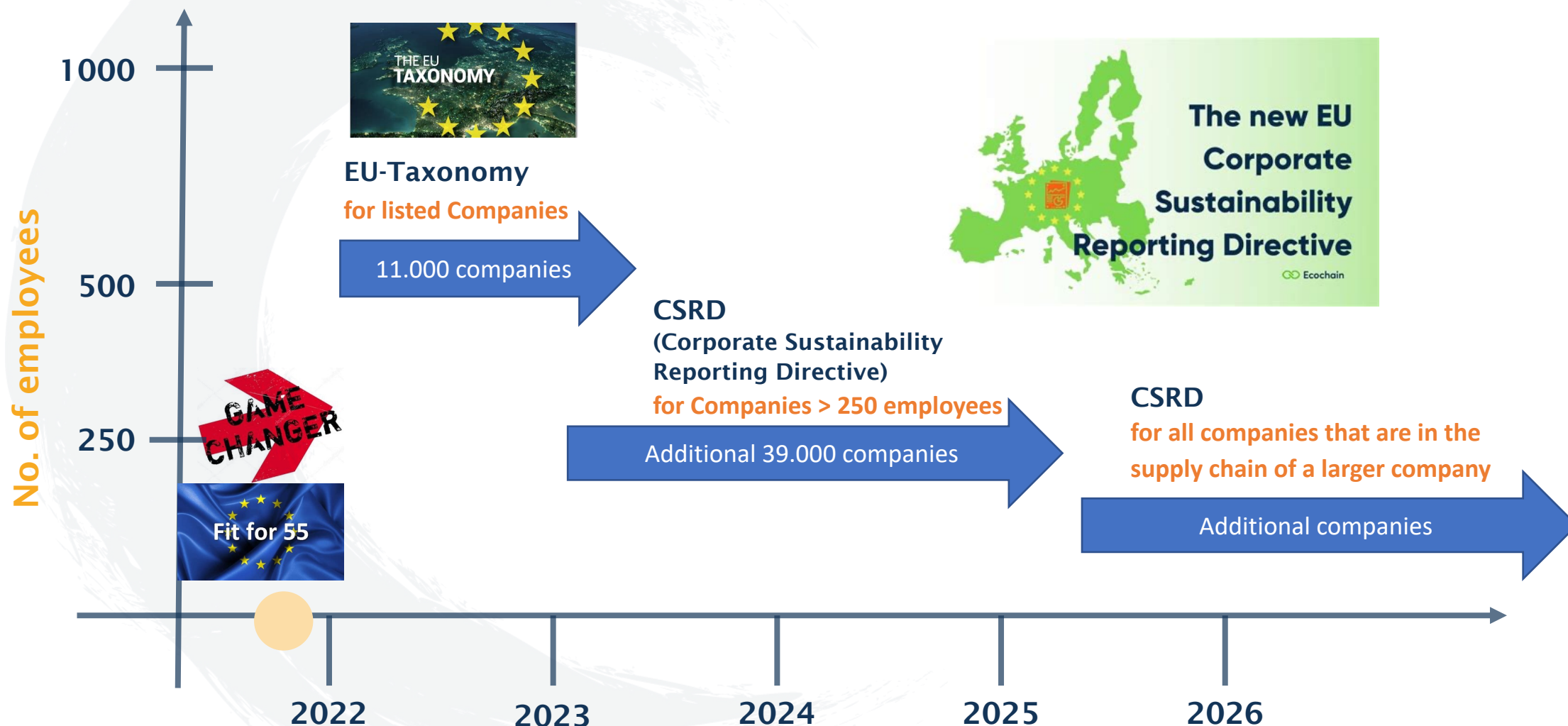
- EU Taxonomy
- CSRD Corporate sustainability reporting directive

**E**nvironment  
**S**ociety  
**G**overnance



**Reporting on sustainability indicators and measures is no longer a “nice to have” but mandatory!**

# The time for EU companies to act is now!



# Our solution

” WE MAKE SUSTAINABILITY VISIBLE  
AND ENABLE CIRCULAR ECONOMY ”



Sustainability  
Management  
Platform

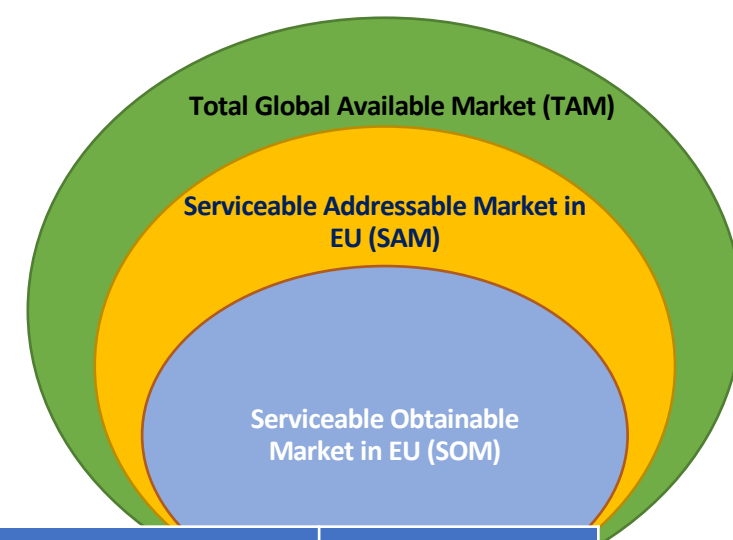
#### International registrations:

- Intellectual property:  
i-DEPOT Nr. 10559 Feb 15<sup>th</sup> 2021
- Trademark: BX 1431255 Dec 9<sup>th</sup> 2020
- Industrial Designs: CERTIFICATE  
DM/211581 Dec 01<sup>st</sup> 2020

- Automated **cloud-based platform** in B2B
- **Completeness** of climate, environmental and social indicators acc. to **international standards and legislation**
- **Transparency** of all touchpoints along the supply chain
- **Automated** data stream via API, **GDPR-compliant**



# Commercial opportunity



	Assumption	yearly recurring revenue per customer SMP €24T	Yearly consulting revenues, 12 days x €1.5T = €18T	total
<b>Total Global Available Market (TAM)</b>	50.000 companies in EU affected by CSRD	€ 1.200 M	€ 900 M	€ 2.100 M
<b>Serviceable Addressable Market in EU (SAM)</b>	40.000 companies adressable, all the others have their own sustainability and digitalization experts and internal consultants	€ 960 M	€ 720 M	€ 1.680 M
<b>Serviceable Obtainable Market in EU (SOM)</b>	Yearly revenue within the next 5 years: 5% of the EU market in software licence 1% of the EU market in consulting	€ 48 M	€ 7.2 M	€ 55.2 M

# Competition



Unique selling point:

**Unified platform** for all touchpoints that cause environmental and social impacts along the entire supply chain to steer companies towards sustainability and climate neutrality.

## Competitive advantage

- Increased data quality on sustainability through real data
- Automated connectivity
- Use of cloud technologies
- Ease of use

	EcoTransIT	Planetly	TracksforTrucks	BigMile	WAVES
AUTOMATED DATA IMPORT	●	●	●	●	●
MODULAR	●	●	●	●	●
REAL-TIME DATA	●	●	●	●	●
ENTIRE SUPPLY CHAIN DATA	●	●	●	●	●
OPEN SYSTEM	●	●	●	●	●
REAL DATA VIA DATA CHAINS	●	●	●	●	●
CALCULATIONS ON SHIPMENT LEVEL	●	●	●	●	●
CLOUD BASED	●	●	●	●	●



# Commercialization strategy

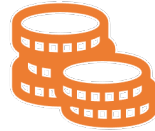


## Value Proposition

Platform-as-a-Service

+

Consulting



## Price Strategy

Pay-per-use

+

price based on performance



## Expected yearly revenue per licence customer

Small companies = € 9.000

Medium companies = € 24.000

Large companies = € 120.000



## Customer acquisition channels

Direct sales

Social media

website, landing pages

Press releases

Industry associations

Fairs and trade shows

# Sustainable solutions for transports



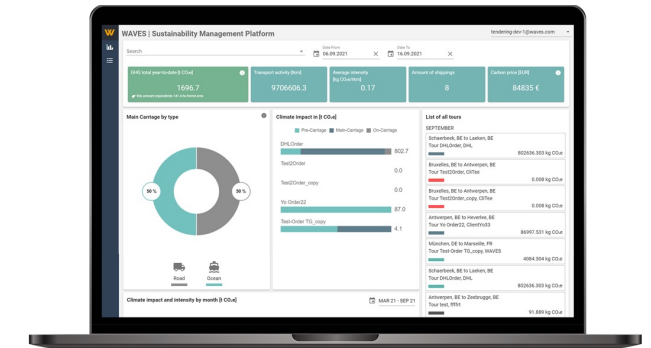
## SUSTAINABLE TRANSPORT

gives the opportunity to determine the CO<sub>2</sub> emissions down to the shipment level based on real data in real time and thus to identify savings potential.



## SUSTAINABLE TENDERING

receive meaningful information about the possible CO<sub>2</sub> emissions already in the offer phase. We calculate intermodal transport and show the CO<sub>2</sub> values. We also enable comparisons between different scenarios.





# Our customers

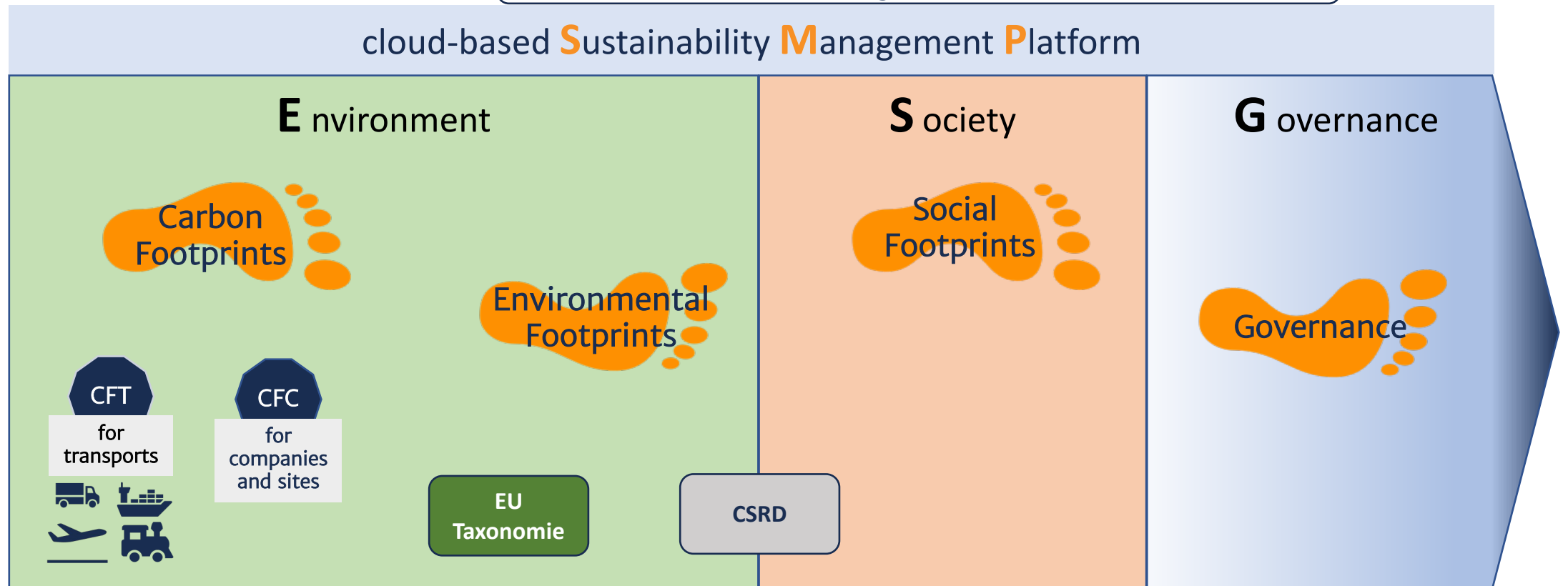


# Our mission



## DELIVER COMPLETENESS

We are the first to cover all aspects of sustainability and make them transparent and manageable in ONE unified platform.



# Go-to-market: Industries



**Sustainable Transport  
Sustainable Tendering**



**Sustainability  
Management  
Consulting**

Sustainable events  
Event organizer

CFE

**Sustainable Company**

Automotive

Fashion

CFC

Food &  
Beverage

Pharma

Construction

Chemical  
industry

EU  
Taxonomie  
for listed  
Companies

CSRD for  
companies >  
250 empl.

**2021**

**2022**

**2023**



# Go-to-market: Regions



Germany,  
Luxembourg

Austria,  
Belgium,  
Netherlands,  
Spain,  
Portugal

Europe  
(EU Taxonomy,  
CSRD)

World-wide

2021

2022

2023

2024



# What we need...



Investment  
€ 2 M

Q4/2022  
€ 0.5 M

Q2/2023  
€ 1.5 M

Go-to-market

Time-to-market



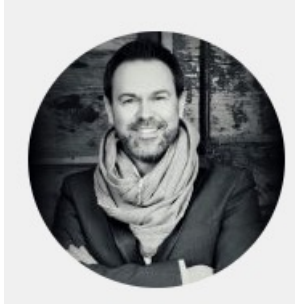
# The WAVES team says thank you!



**Armin Neises**

CEO & Founder

30 years of experience as manager, executive, expert, management consultant, trainer, keynote speaker, lecturer



**Dennis Marx**

Head of Marketing & Communication

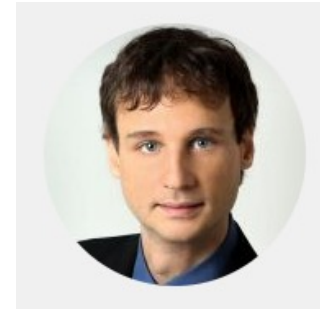
Senior business leader with more than 20 years of experience in multi-channel B2B and B2C marketing in entertainment, telecommunications and tech start-ups



**Florian Bender**

Senior Sales Manager

Sales and project management professional with 20 years of experience in publishing with a focus on events, conventions and trade shows with digital topics



**Dr. Tom Goeckel**

Senior Full-Stack Developer

PhD in Computer Science and has been involved in all aspects of web development for over 15 years



## Internal Team with 9 employees:

- CEO
- 3 Computer scientists
- 2 Eco balance experts
- 2 Marketing & Sales
- 1 HR and administration

## External Partners



### Contact:

**WAVES S.à r.l.**

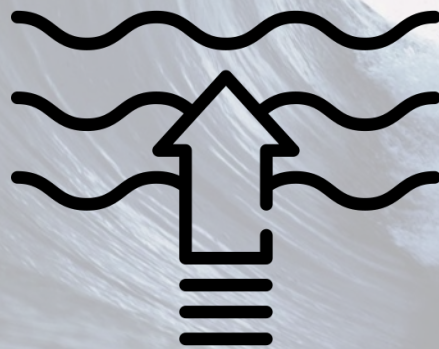
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[armin.neises@waves.lu](mailto:armin.neises@waves.lu)

# Time to act is now!




With **waves**  
you are one  
footprint  
ahead!




# Appendix





# SMP USES LATEST CLOUD TECHNOLOGY



**Fully automated data import**



## WAVES Real-Time



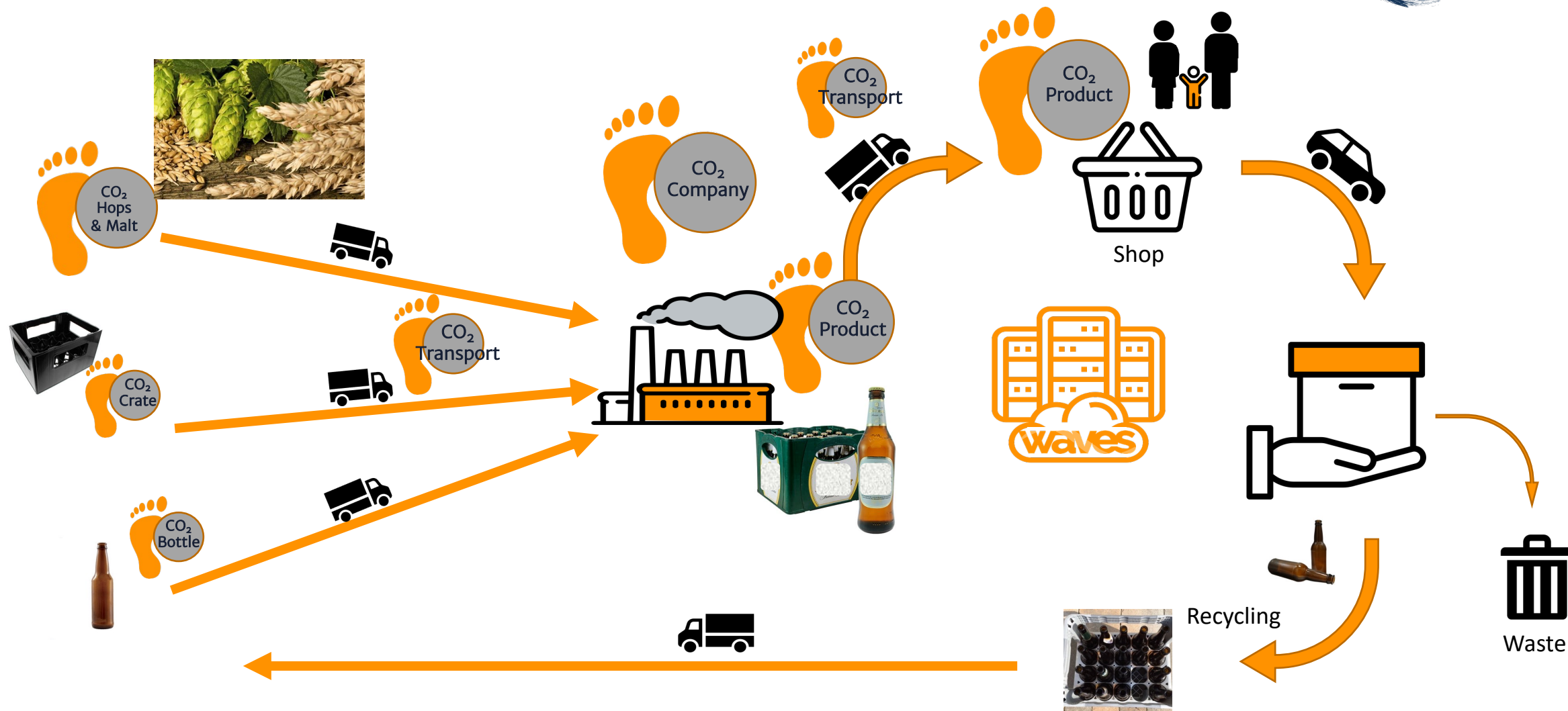
**Compliant calculations**

**Results displayed in preconfigured customizable dashboards**



**Fully automated data export**

# Transparency across industries and supply chains





# Steering towards Corporate Sustainability



build up  
transparency of  
status quo

define your  
sustainability  
goals

define and  
implement  
actions

control  
implementation

show your  
improvements  
ongoing and  
report about it

track your sustainability indicators to manage and control your company towards sustainability



# With the WAVES SMP, companies can...



## be compliant

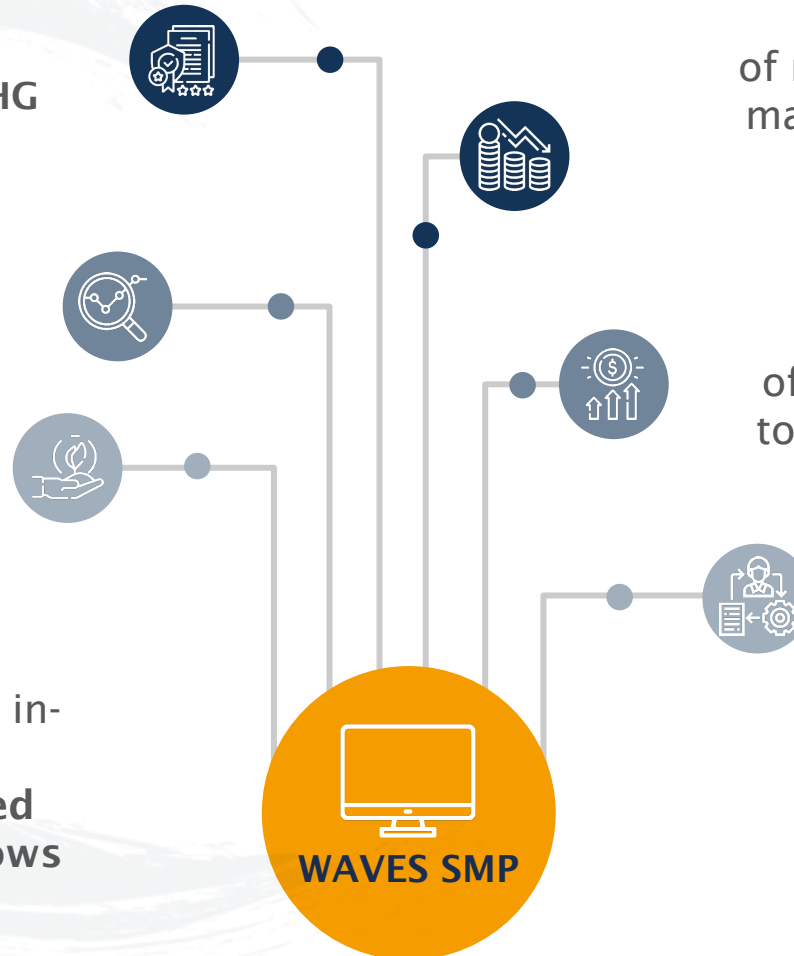
with EN16258, GLEC Framework V.2, French Décret 2011-1336, GHG Protocol, CSRD, EU Taxonomie

## obtain relevant data

on carbon price and saving potentials in an easy-to-use software solution to gain competitive advantages

## manage their sustainability

in customizable dashboards (shipper, carrier, tendering) with in-depth analysis of the carbon footprint in ONE fully integrated system and automated data flows



## realize reductions

of negative **environmental impacts** by making the emission sources and their magnitude **100 % transparent**

## generate revenue

of up to **8 % more revenue** according to recent studies, for which the SMP is a possible enabler

## save resources

of up to **90 % of human-, time- and financial resources**



# Financials



	2022	2023	2024	2025	2026
No. of customers	42	90	200	416	800
Revenues	€0.3M	€0.7M	€1.6M	€3.5M	€7.5M
Variable Costs	€511k	€816k	€1.18M	€1.58M	€2.04M
Fixed Costs	€277k	€466k	€686k	€917k	€1.20M
Net income	-€490k	-€586k	-€291k	€1.04M	€4.30M
Employment	12	18	25	30	36

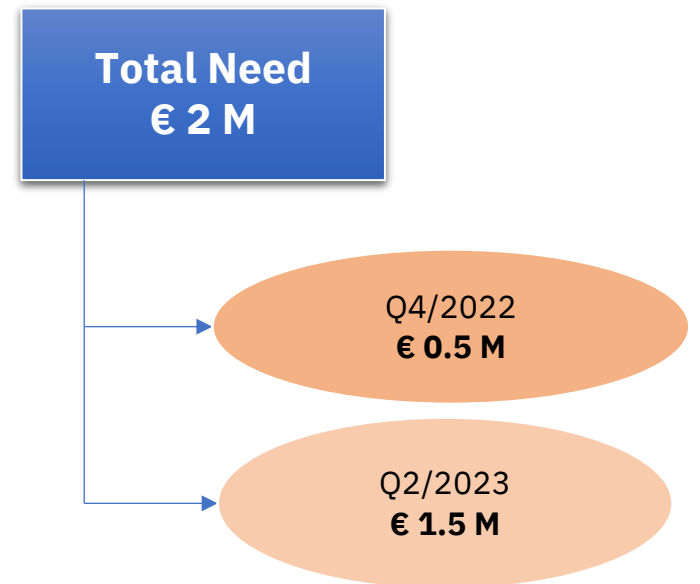
## Financials:

- Share Capital: 125.460,-€
- Equity Capital: 663.000,-€
- Shareholder loans: 522.000,-€
- Private loans: 116.000,-€
- Credit line: 90.000,-€

## Grants:

- 1. R&D-Grant Minister of economy (ready), until 30.11.2021 → 405T€
- 2. R&D-Grant Minister of economy (approved), until 30.06.2022 → 205T€
- EIC Accelerator application duration Q1/2023 until End of 2025 → 3,5 Mio €

use of investment	effects
hire additional sales staff	Find more paying customers for existing products
invest in marketing activities	quicker & successful customer acquisitions
grow IT infrastructure and development staff	quicker development shorten time-to-market duration
stronger involvement of external IT service providers	speed up the parallel product development



# Summary



**Our vision:** We make sustainability visible and enable circular economy

**Our mission:** To create a cloud-based management tool to measure, control and improve a company's sustainability footprint. The achieved transparency enables managers to better incorporate sustainability KPIs into their daily business decisions, to define sustainability- and cost saving targets more easily and in parallel to reduce their company's negative impact on the environment and our society.

**Overview:** Waves provides a full monitoring and modular sustainability management and reporting tool. The simple to use scalable cloud-based platform with personalized configuration brings new levels of compliance, reporting and performance needed to meet new regulations. Waves combines a comprehensive array of data points along the supply chain to allow for real-time reporting. The unified platform helps to steer companies towards sustainability and climate neutrality. This allows them reduce their negative sustainability impacts, save costs and to meet their regulatory sustainability goals

## Our company

- Internal team with 10 employees
- Certified by German audit authority TÜV
- 3 international registrations (IP, Trademark, Industrial Design)
- Received World Summit Award 2021 winner in the category "Environment & Green Energy", 'Made in Luxembourg' label, Solar Impulse Efficient Solutions Label Award, Cloud Award as 'Cloud Tech Innovator of the Year'



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Solar Impulse Efficient  
Solution Label



Cloud Tech  
Innovator of the  
Year 2021

