

Seeking an investor to move from **Seed Stage to Series Pre A** on the equine Healthcare market.



FINANCING SOUGHT

150K EUR

OFFER

6% OF EQUITY

ROI

2X AFTER 2 YEARS

TTM

Q3 2022

EQUINE EVERYDAY PROBLEMS

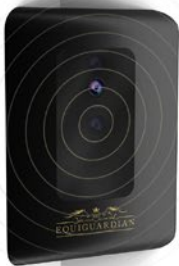
- It is considered that current on-market **contact devices harm, disturb** the horse and often **cause allergic reaction** and **do not provide continuous measurement**.
- After surgery or injury horses **need special care and monitoring** 24 hours per day - which **is very expensive, tiring and time-consuming**.
- **Horses often die** due to health disorders like **colic, when it is discovered too late**.
- Trainers and owners **need reliable real-time and historical data** about their horses' condition during and after training **to minimise injuries and optimise training methodology**.

SOLUTION EQUIGUARDIAN

EquiGuardian acts as an early warning system – it will inform you at the very first sign of equine danger or distress. Our **contactless technology** requires no sensors attached to your horse. Your horse's vital life parameters are measured noninvasively 24/7. EquiGuardian is an invaluable tool in monitoring unattended horses.

EQUIGUARDIAN SYSTEM

EQUIGUARDIAN
DEVICE



EQUIGUARDIAN
CLOUD



EQUIGUARDIAN
APP



MANAGEMENT TEAM



AGNIESZKA MNICH-KUJAWA, CEO

She links the technology with veterinary knowledge. She dealt among others with the organization of FEI European Endurance Championship in Euston Park in England and she was responsible for new business development in technology companies.



JACEK LACH, PHD

Technical Architect of the system. He has extensive experience in creating dedicated embedded systems solutions. He conducted research on the application of UWB radars in the diagnosis of living organisms.



BELINDA HITZLER, SM

A horse trainer, rider, breeder and an entrepreneur with 25 years of experience in the Equine Industry. Member of the German National Endurance Team. She sells horses and high-class training facilities for horses.



PIOTR SZPOTAŃSKI, DR. VET, CVO

Federation Equestre Internationale 4 Stars Event (FEI 4*) Vet and owner of a Veterinary clinic. He was appointed to the veterinary committee among others World Endurance Championship in UAE, Bahrain and the UK.



THE EQUIGUARDIAN SYSTEM IS BEING DEVELOPED UNDER THE SUPERVISION OF THE HORSE CLINIC IN MUNICH.

TARGET GROUP OF CUSTOMERS & USERS: Horse owners, trainers, veterinarians, breeders, riders, physiotherapists.

UNIQUE SELLING POINTS

- Contactless technology:** Remote monitoring of your horse's health. No equipment has to be attached to your horse for EquiGuardian to work.
- Continuous measurement:** 24/7 in-the-box surveillance of your horse to maximise the security, well-being and performance of your horse.
- Live monitoring with alert:** Your horse's vital parameters are live monitored along with thermovision and video view of the stable box.

INVESTMENT RATIONALE

- ✓ **First to market with contactless technology**
- ✓ **Very good relationship with key clients**
- ✓ **Experienced veterinary, business and R&D team**

MARKET OPPORTUNITIES



7,1 mln Racing Horses in the world



Opening gap market:
only a 7% increase of vets
and yet a 13% increase
in request for vet services



Our enquiries prove that up to 30%
of horses could be equipped
with EquiGuardian
1650 horses - average size
of the enquired stables

FINANCING SOUGHT

SERIES PRE-A

NOW 150k EUR

USE OF FUNDS:

- ✓ **Completion of R&D work** 5% remaining
- ✓ **Production** of the first 50 devices
- ✓ **Sales & Marketing** expansion of sales channels
- ✓ **Structuring company for growth** Customer Support, Office Manager

SERIES A

Q4 2022 1m EUR (2 tranches)

USE OF FUNDS:

- ✓ **Scaling** of production processes
- ✓ **Promotion and Sales** development
- ✓ **Development of the Premium version** enriched with computer vision algorithms

DISTRUBUTION CHANNELS

- **Direct selling**
(200k installation points in our sales funnel)
- **Distribution through VARs**
(12 potential partners)

EXCERPT OF OUR SALES FUNNEL

- Oiwake Farm, Japan**
- Royal Stables, Bahrain**
- Godolphin Stables, UAE**
- New Market Equine Hospital, UK**

REVENUE STREAMS

- Device sales
- Recurring SAAS revenue

COMPETITION

Direct competition does not exist. There are contact substitution solutions on the market from Nightwatch, Vetcheck, Trackener and Orscana. All these devices you have to attach to the horse or equipment and they do not provide continuous measurement.

SUMMARY OF SEED STAGE FINANCING:

- Funders' equity 22k EUR
- Investor's equity 220k EUR

PRODUCT LAUNCH TIMELINE



Completion of R&D works

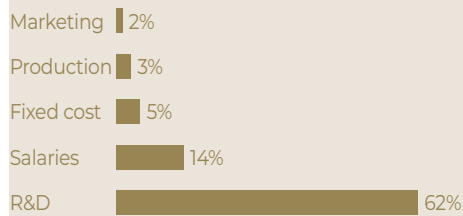


Introducing demonstrators
to the market / TRL9 stage
final tests



Market release
of EquiGuardian system

THE CURRENT EXPENDITURE OF FUNDS



REVENUE FORECAST

| SALES | FY 2022 | FY 2023 | FY 2024 | FY 2025 |
|-------------------------|---------|---------|---------|---------|
| No. of devices sold | 100 | 360 | 1 110 | 1 760 |
| No. of running licences | 100 | 460 | 1 570 | 3 330 |
| KPI | EUR | EUR | EUR | EUR |
| Revenue | 431k | 1 624k | 5 077k | 8 460k |
| EBITDA | 61k | 186k | 2 321k | 5 948k |

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