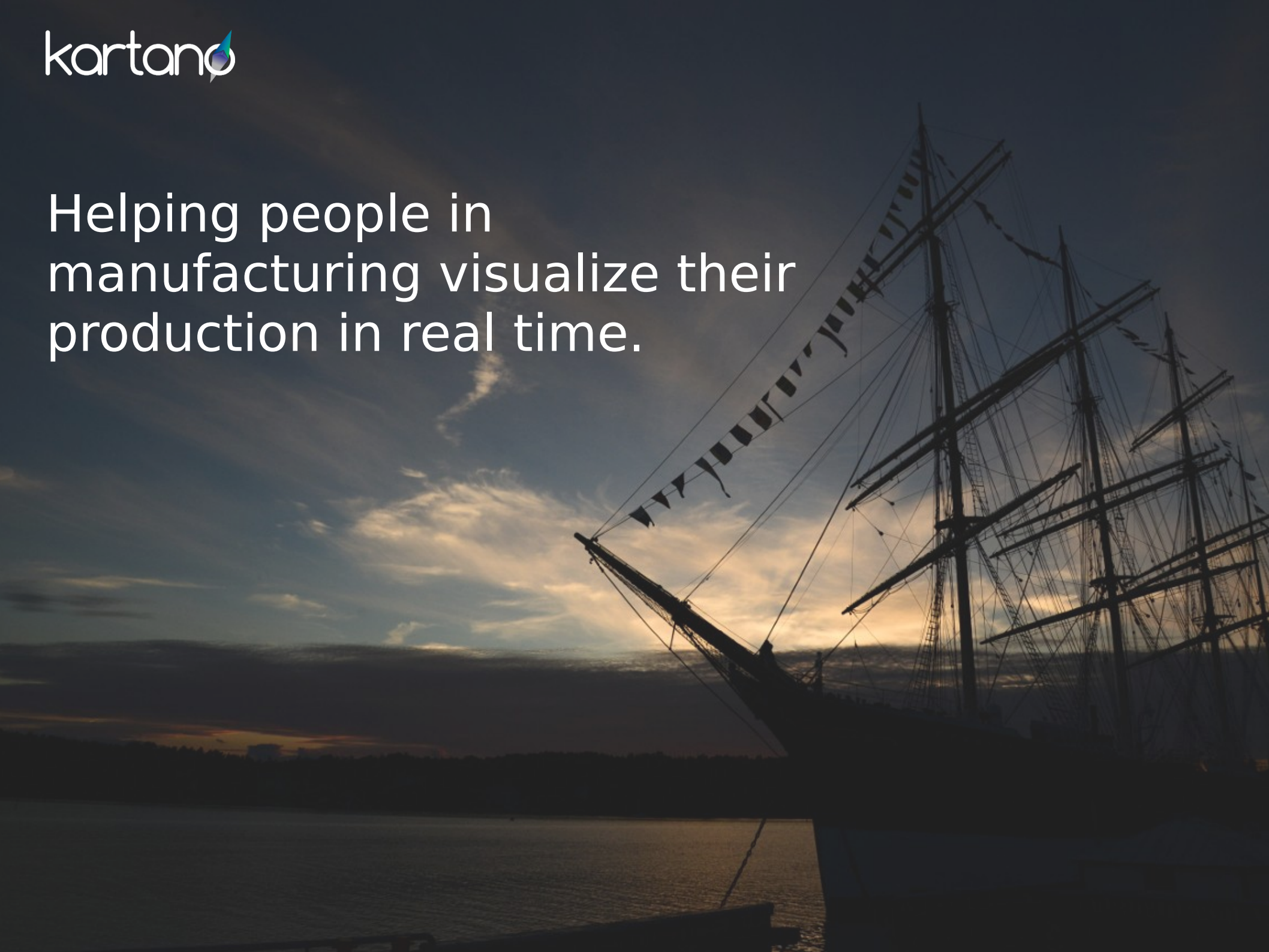




Helping people in  
manufacturing visualize their  
production in real time.





# Eduardo Hofmann

CEO and Founder

Working in manufacturing since 1998.  
Experience in Brazil, Mexico, Finland  
and Worldwide Companies.



The problem that Kartano is solving is that:

**People in manufacturing** don't have information about their most **IMPORTANT** machines



where the money is made





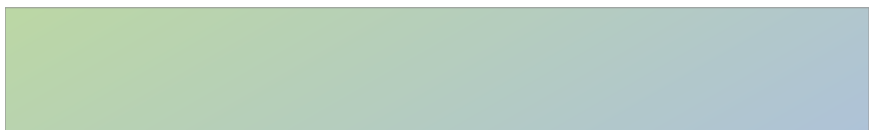
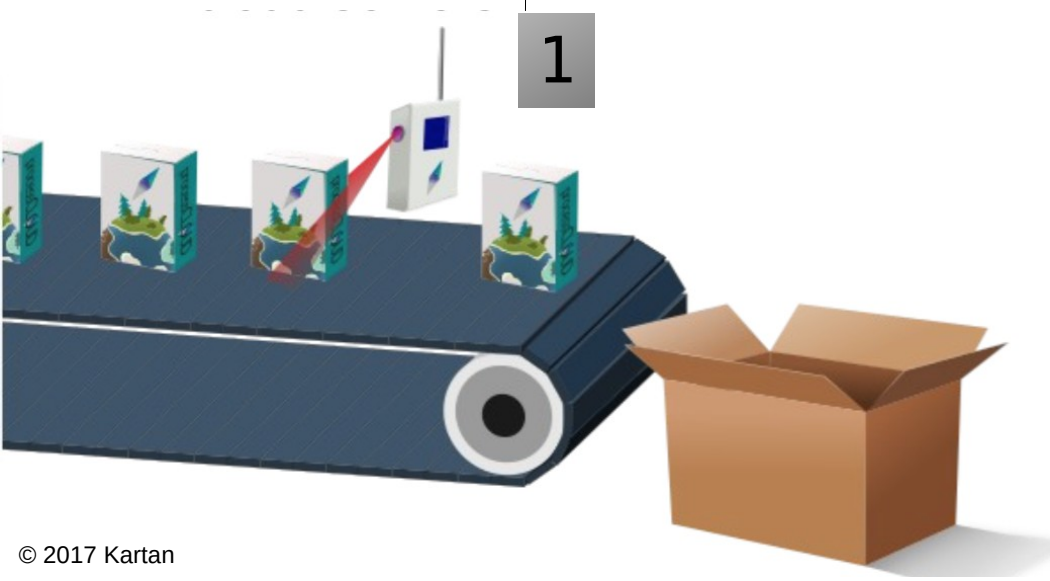
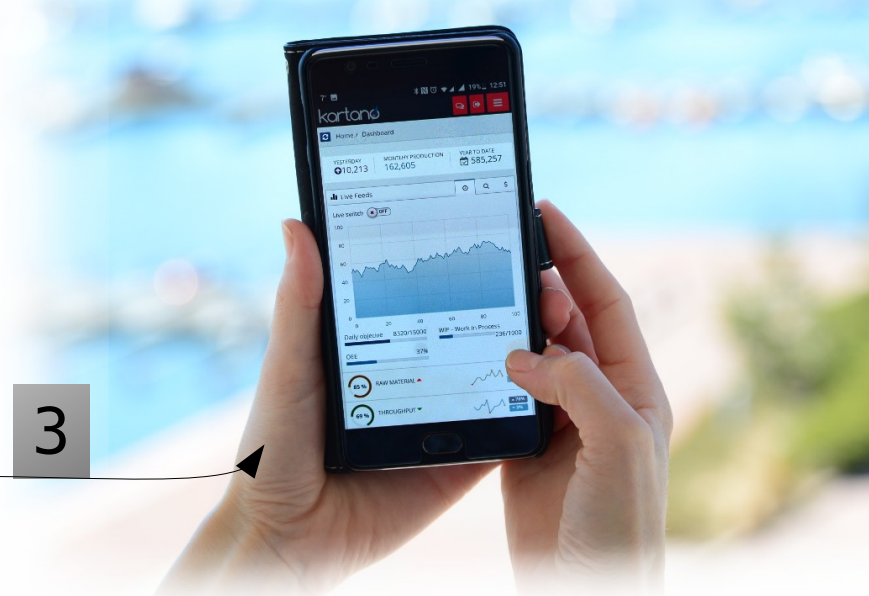
Only in Europe, there are 2 millions SMEs in Manufacturing sector. These enterprises are out there producing every day good products using legacy machinery.

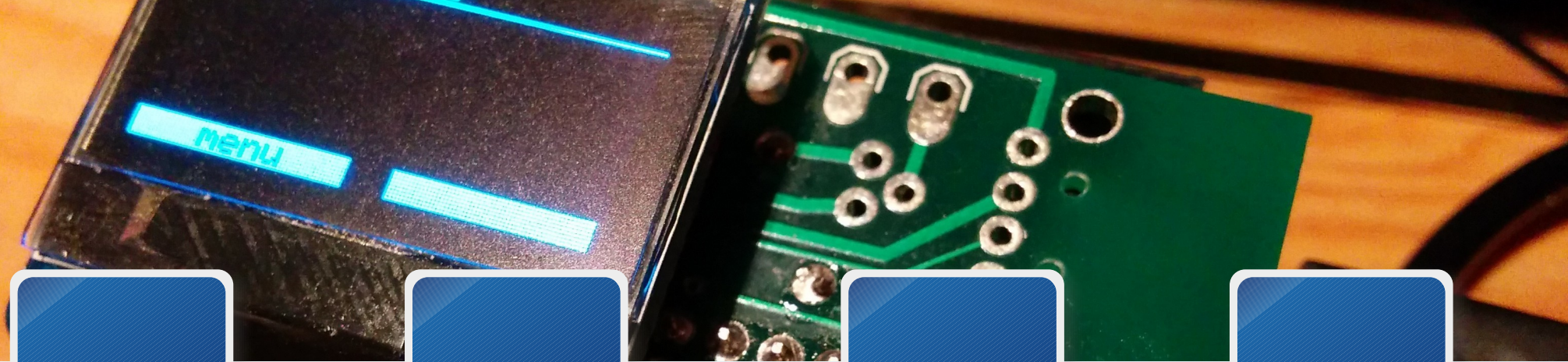
It's important to bear in mind: They will not replace existing machinery only to be connected in a digital world.

However, these enterprises want to have the benefits of a connected world on their manufacturing shop-floor.

22 millions SMEs in Europe

Manuf  
2 mi  
SMEs





sensor

cloud

web

mobile



## SUBSCRIPTION

INTEGRATION SUPPORT

TEAMS

ALARMS

CHAT BOT INTERFACE

DATA STORAGE

## FREEMIUM

WEB INTERFACE

TUTORIALS

API

## renew your plan

Serial

3113816716

Name

Production Cell 19

feature	community	professional	industrial	world class
shetchpad	2	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
dashboard	2	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
manual input	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
momentum	not available	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
events	1000/day	500,000/month	2,000,000/month	7,000,000/month
price per quarter	free	<input type="radio"/> 14.97€	<input type="radio"/> 20.97€	<input type="radio"/> 32.97€
price per year	free	<input type="radio"/> 54.89€	<input type="radio"/> 76.89€	<input type="radio"/> 120.89€

Next

## promotional code

Promotional Code

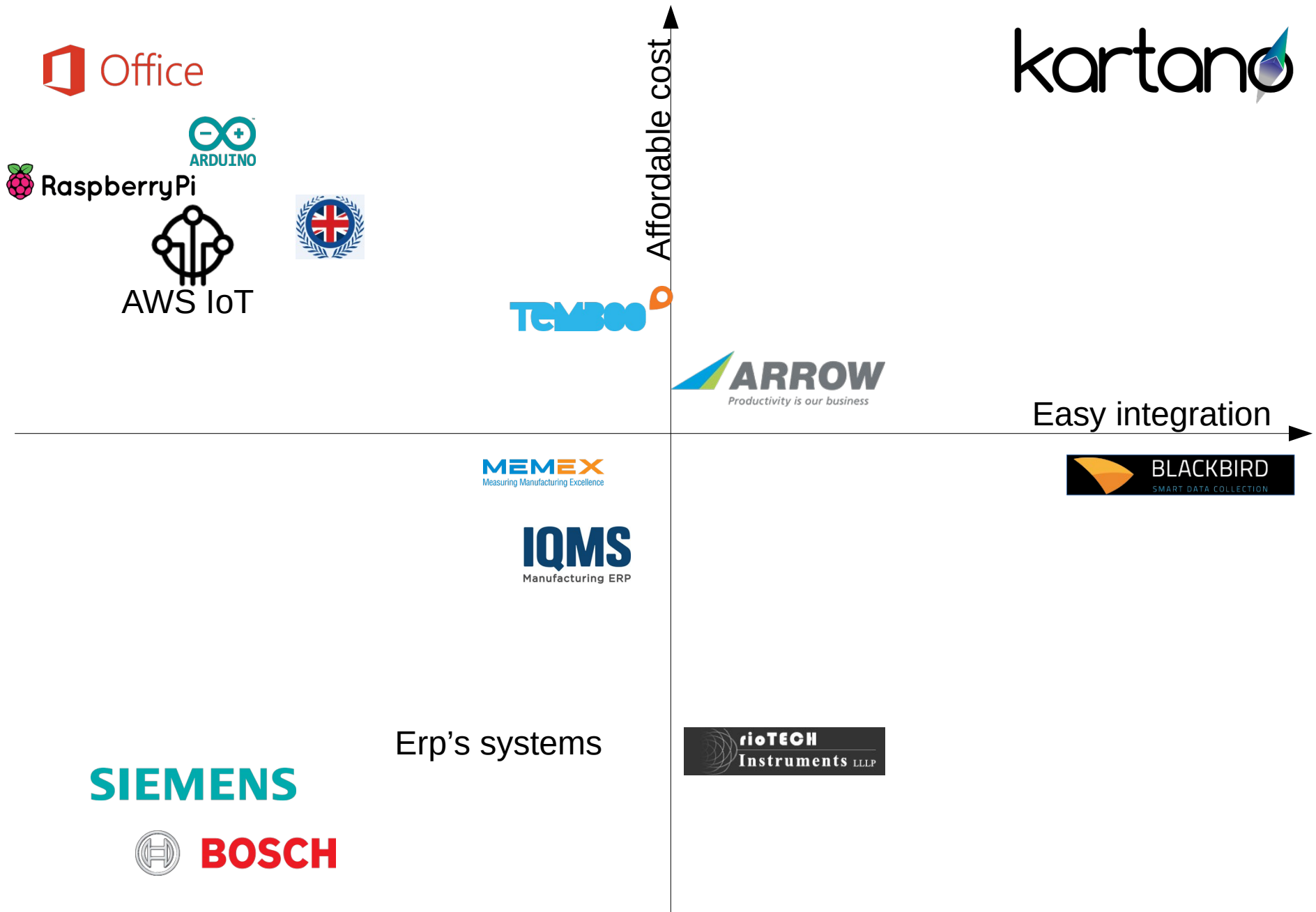
promotional code

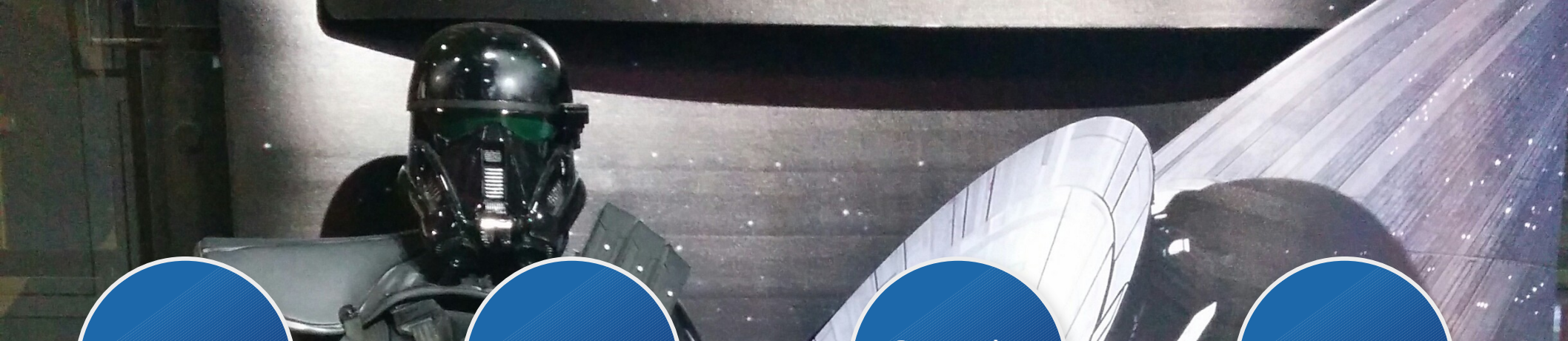
validate



Consolidation				
		Year 1	Year 2	Year 3
Customers		609	5,208	18,107
Freemium ratio		66.56%	66.02%	66.34%
CAC		5.65 €	0.560 €	0.1919 €
<hr/>				
Gross Profit	(k)	9 €	485 €	1,774 €
Funding	(k)	245 €	70 €	0 €
Expenses	(k)	-251 €	-381 €	-432 €
$\Delta$	(k)	3.60 €	173.62 €	1,341.69 €
<hr/>				
Team members		2 → 9	9 → 12	12 → 12

# competitors





MVP

Sensor and  
cloud

3F

crowdfunding  
On Indiegogo

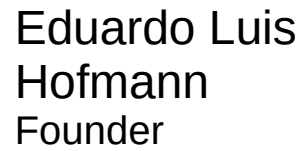
Grow the  
base

Community

Scale

Features +  
Innovation

Next steps...



To be hired

Marketing and Social Media  
Logistics  
Customer care  
Developer I  
Developer II

Hardware Engineer  
Technical support  
Sales Exec 1  
Sales Exec 2  
Sales Exec 3



[kartano.33co.de](https://kartano.33co.de)



to help PEOPLE IN MANUFACTURING

visualize their production in real time

using

DATA COLLECTED  
BY IoT SENSORS