



Solving Industry 4.0's Biggest Problem

IoT device operations

Investor Presentation



About ByteTrail

- **Founded mid-2022**
- **3 co-founders, 4.5 FTEs**
- **Self-funded 1 year (\$500K)**
- **Maintain IoT devices (firmware, apps, OS, config)**
- **B2B SaaS Solution**
- **Clean cap table**

Traction

- **MVP – foundational software**
- **Cx #1 delivered Aug 2023**
 - SMB - Distributed water utility
 - Value: \$250K cost avoided
- **Cx #2 pilot secured**
 - Enterprise – Intl manufacturer
 - \$ in negotiation
- **Cx #3 pilot in negotiation**
 - OEM – Industrial IoT mfr

Problem: Chaos for 20 Billion Things

This is Industry 4.0

Industrial Internet of “Things” (IIoT)



“Things” have a Big Problem

76%

of 20 billion things are
not updated, not managed

*Discord survey: Industry 4.0 SMEs – Industrial IIoT User Community
Courtesy of Walker Reynolds, Dec 2022*

Reason: Why it Matters

1 Inaccessible devices



- Geographically distributed
- Hazardous conditions

2 Scarce and expensive workers



- 2M mfg. jobs unfilled by 2030
- 68% of SMBs struggle with IT talent

3 Software not being updated

Examples:



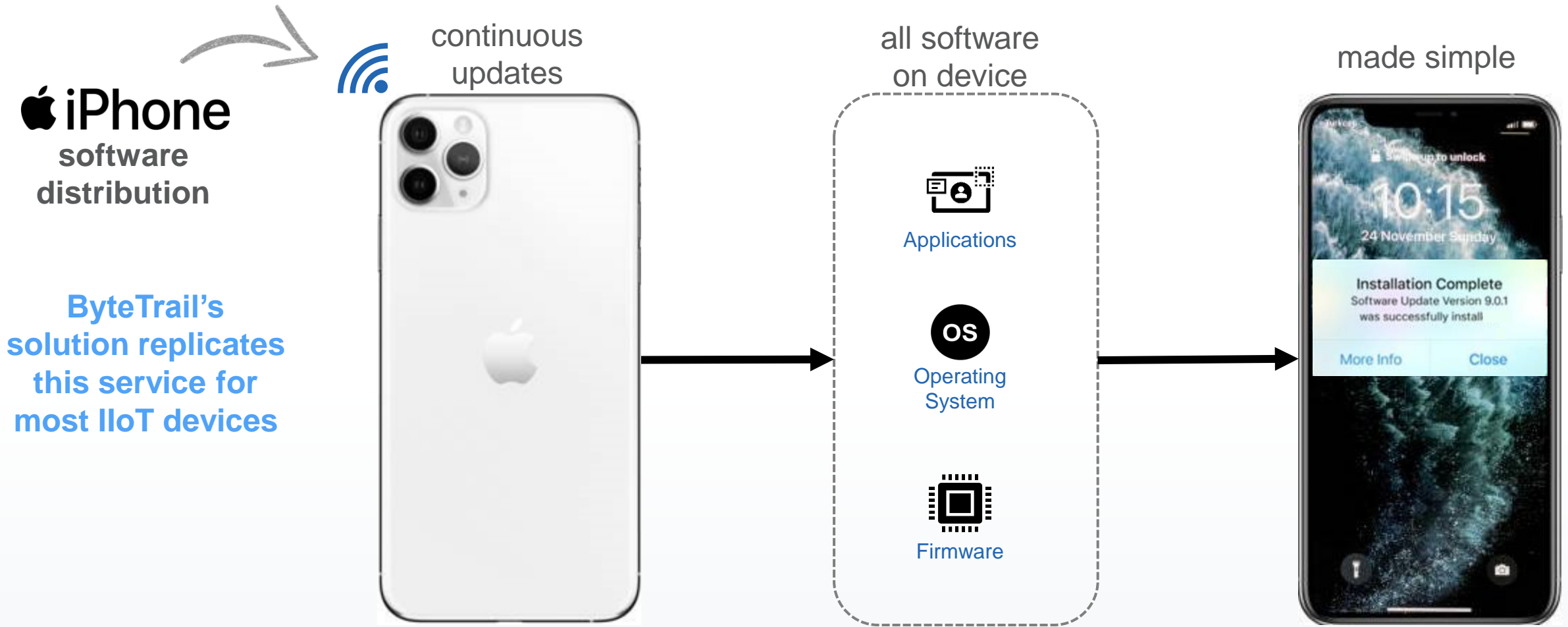
100's of millions of Industrial IoT devices affected; total costs est. over \$1 billion



70M customers' data exposed; direct costs exceed \$200M

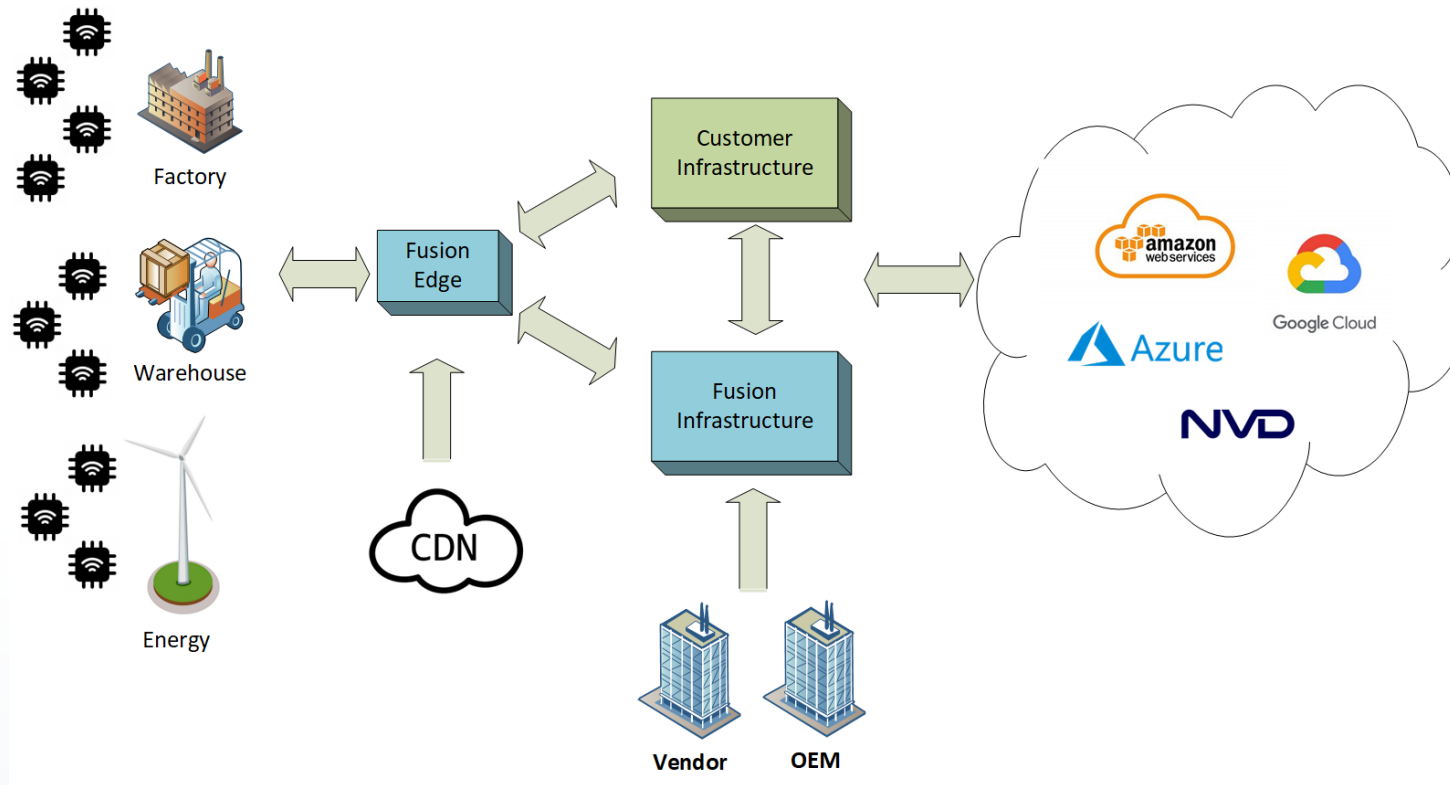
Huge Unserved Market

Metaphor: Updates for iPhone



ByteTrail's solution replicates this service for most IIoT devices

ByteTrail tech overview



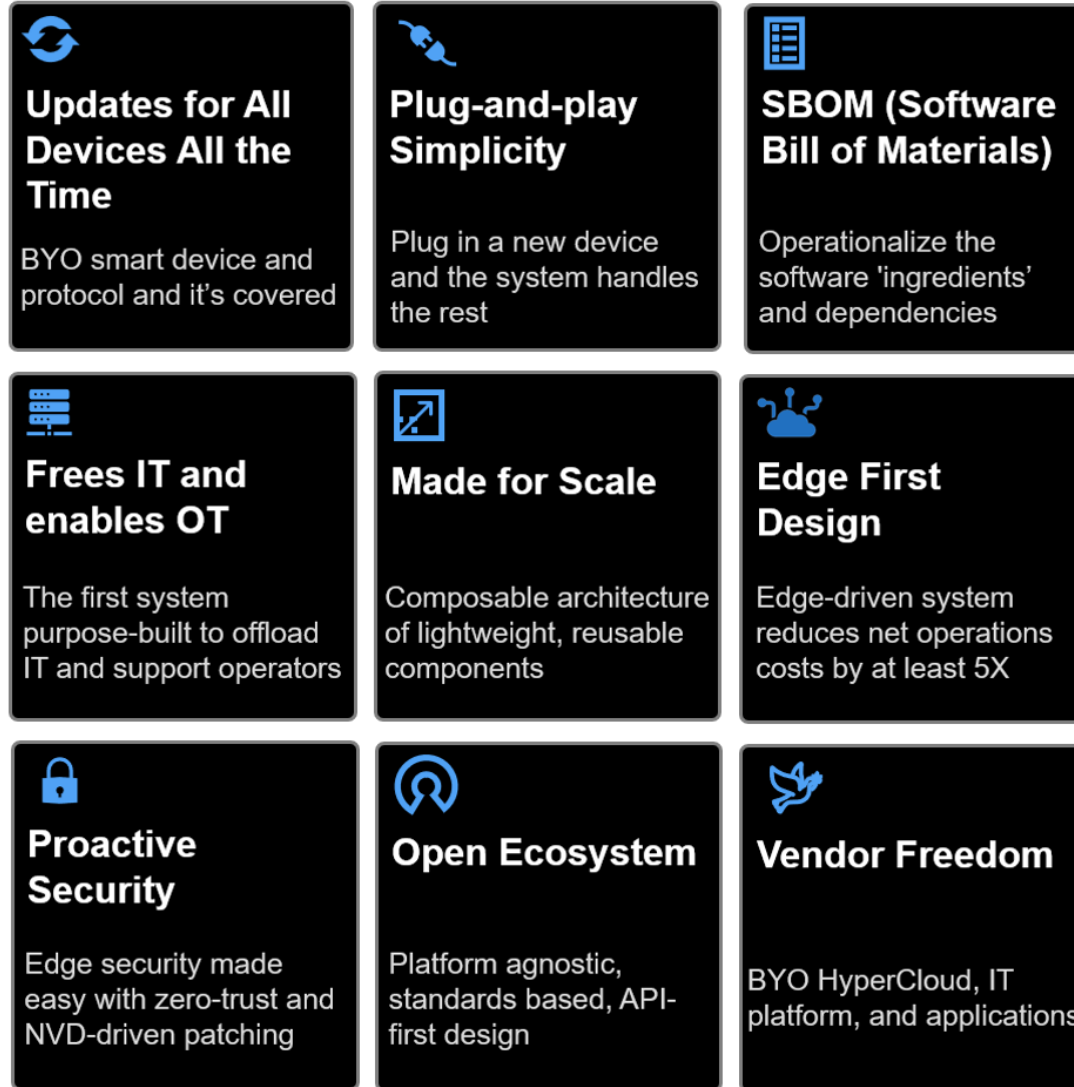
1. Tech solution scales across all verticals/use cases with NO MODIFICATIONS
2. Continuous device updates
3. Automation frees IT, enables OT
4. Conforms to coming security regulations / breach avoidance (\$4.4M per incident)
5. Leverages industry standards and protocols
6. Aggregated data has extraordinary value

Innovative modern tech stack solves for scale

Value Innovation

Technology Moat

9 key differentiating features



Vast Blue Ocean Opportunity

Industry 4.0 Top Verticals



Energy and Utilities



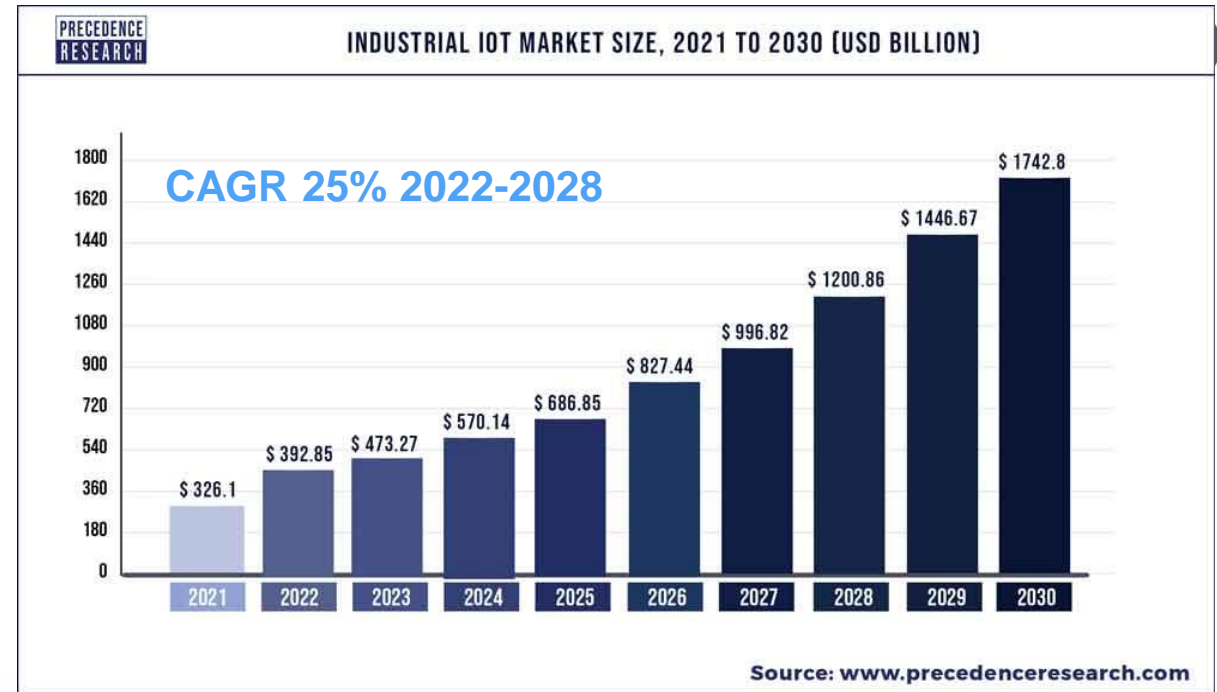
Manufacturing



Supply Chain

First Focus: **Energy**

- 30% of overall TAM
- High innovation and investment
- Looming regulatory (see: [Executive Order 14028](#))



	2024	TAM	SAM
Software		\$285B	\$71B (25%)
SMB			\$28B (40%)

target SMBs

Energy & Utilities Vertical

ByteTrail GTM Sweet Spot

- ✓ Highly distributed
- ✓ High value
- ✓ High growth
- ✓ Repeatable

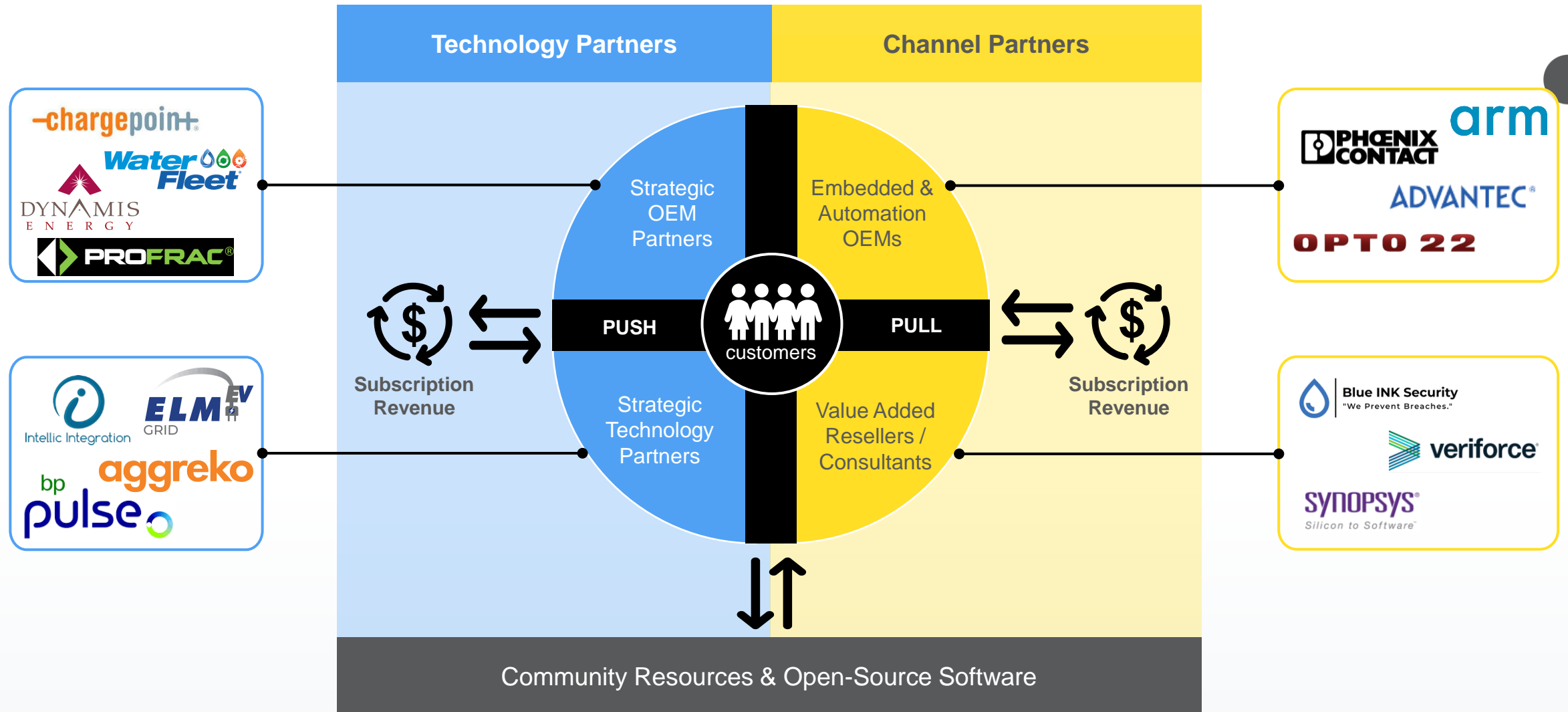
Start Here:
First customer
Mobile Water Treatment →

Then Here:
Next target customer
Distributed Energy →

Market Vertical	US Market Size (\$Bn)
Electric Utility	\$1,200
Oil and Gas	\$1,000
Renewable Energy	\$200
Water and Wastewater	\$150
Waste Management	\$100
Mining	\$50
Smart Energy	\$32
Natural Gas Utility	\$24
Hydrogen	\$1

For more detailed GTM strategy, click [here](#)

GTM leverages other people's customers



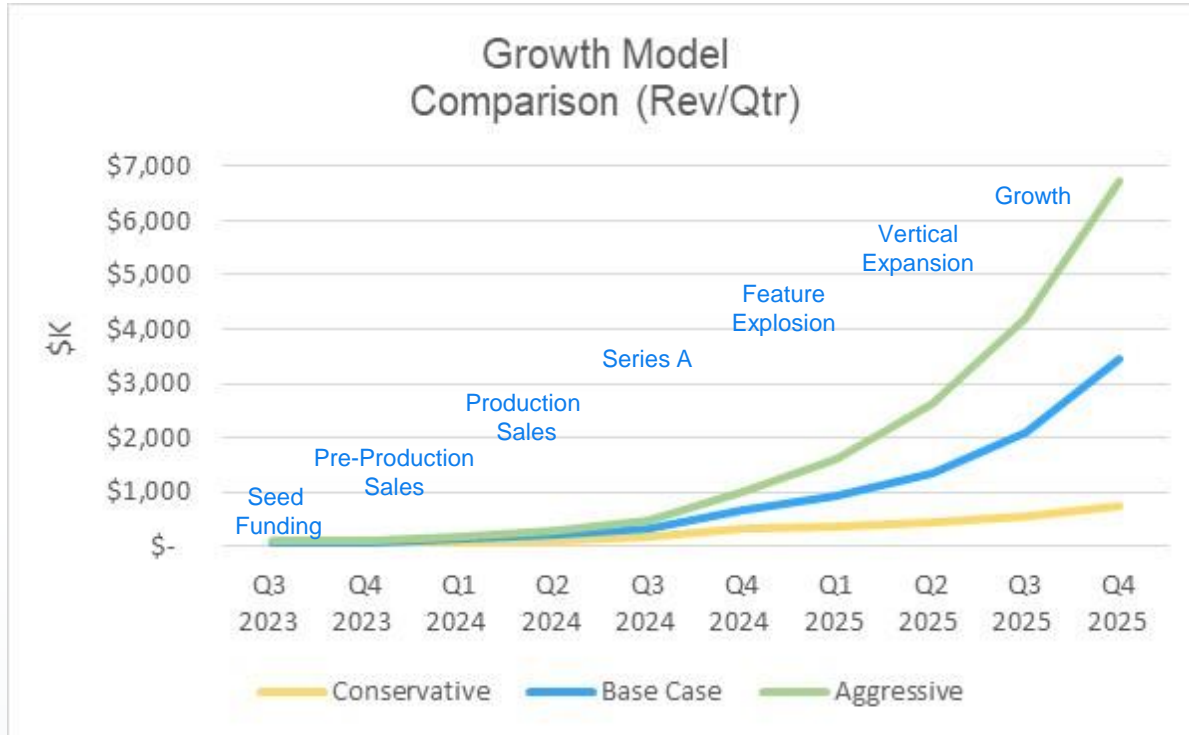
Financial Model



WHY..... Solve Industry 4.0's biggest problem

WHAT..... Build world-class software solutions

HOW..... Leverage a world-class engineering & product team



ARR

	Conservative	Base Case	Aggressive
Q4 2023	\$140K	\$280K	\$420K
Q4 2024	\$1.3M	\$2.7M	\$4.0M
Q4 2025	\$2.9M	\$13.8M*	\$27M*

Subscription Model

* EBITDA positive

Full proforma available on request

Deal Details and Use of Funds

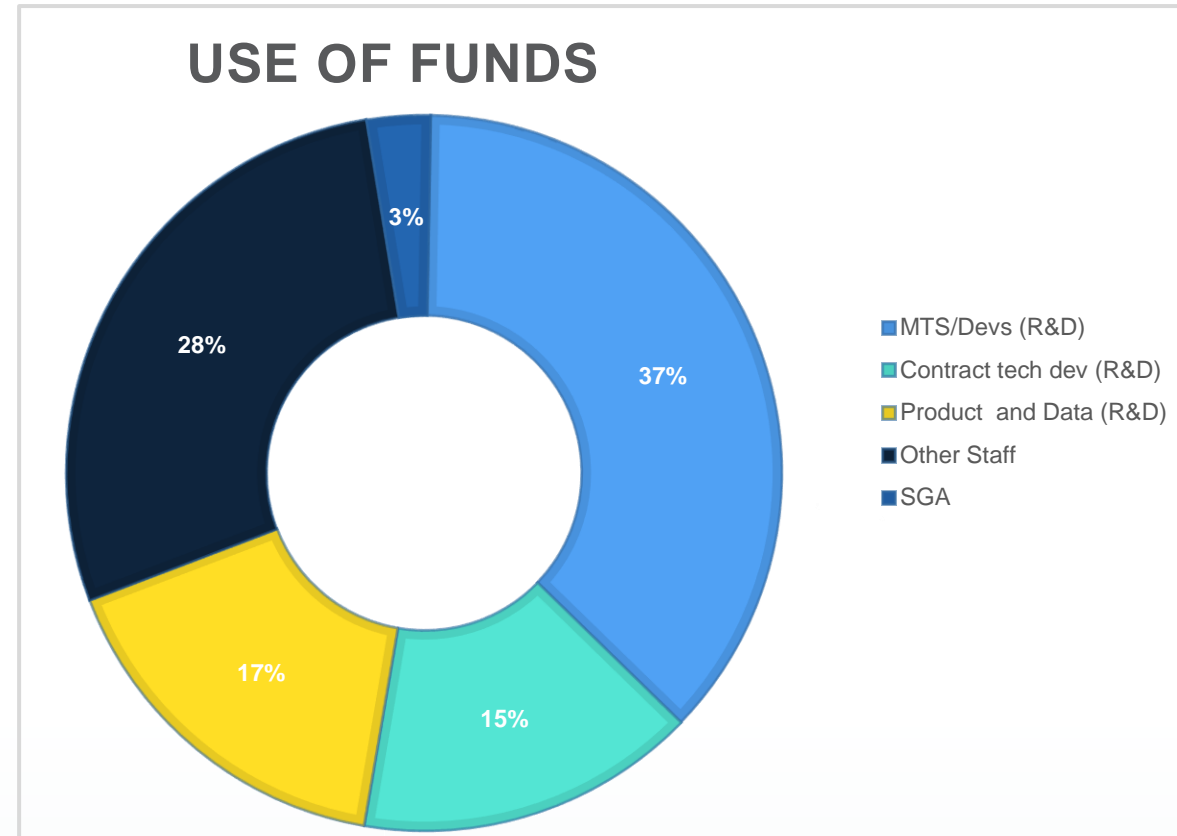
1st Customer delivered late Aug - MVP

\$2.5M Convertible Note

15 Months Runway

Key Objectives

- 2+ additional Lighthouse Cx engagements
- multiple learning cycles
- production ready tech
- GTM model proof
- staffing to proforma



70% of seed funding for IP and product development

Team Experience

Enterprise

Startup

Technology

Cyber Security

History Together



Brenda Stoner
Cofounder | President

8X Founder, Fierce Innovation Advocate, Board Member, Advisor, Culture First Leader
24 consecutive Q growth in last startup



Brandon Grooters
Cofounder | Technology

Distinguished Engineer, Technology Leader, Proven Architect



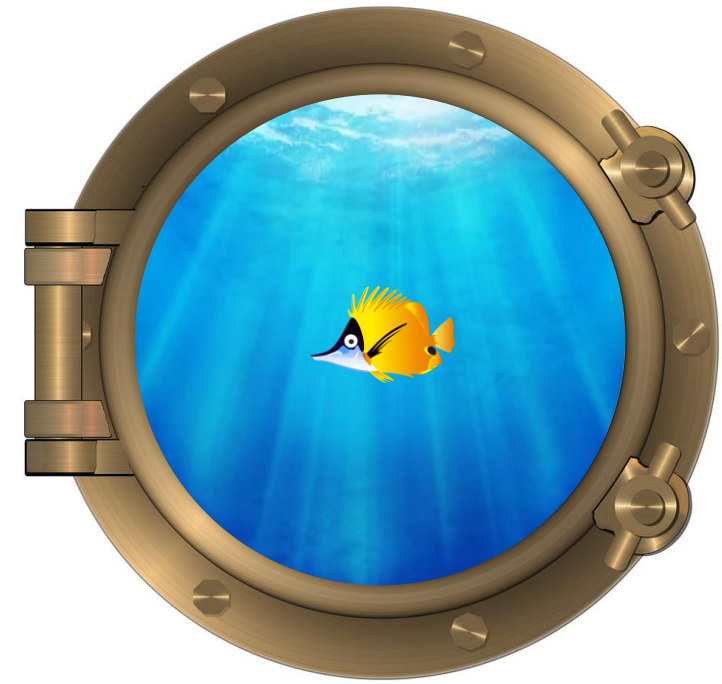
Steve Coutoumanos
Cofounder | Product

Proven Leader of Product, DevOps / SRE, Solution Engineering

Why ByteTrail?

Solving Industry 4.0's Biggest Problem

- ✓ Blue Ocean **opportunity**
- ✓ Unchallenged **multi billion-dollar** market
- ✓ Replaces scarce workers with **automation**
- ✓ Innovative modern tech **built for scale**
- ✓ **Reduces cloud costs** by 5-10X
- ✓ **Cybersecurity**/regulatory enforcement mandates coming in 2024



Market opportunity: 20 Billion devices * \$1 SaaS service / month



Contact:

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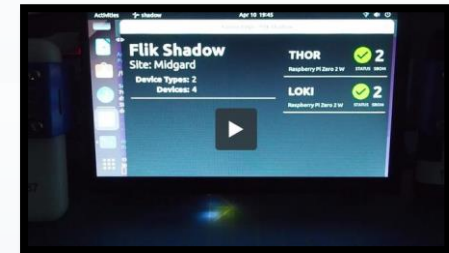
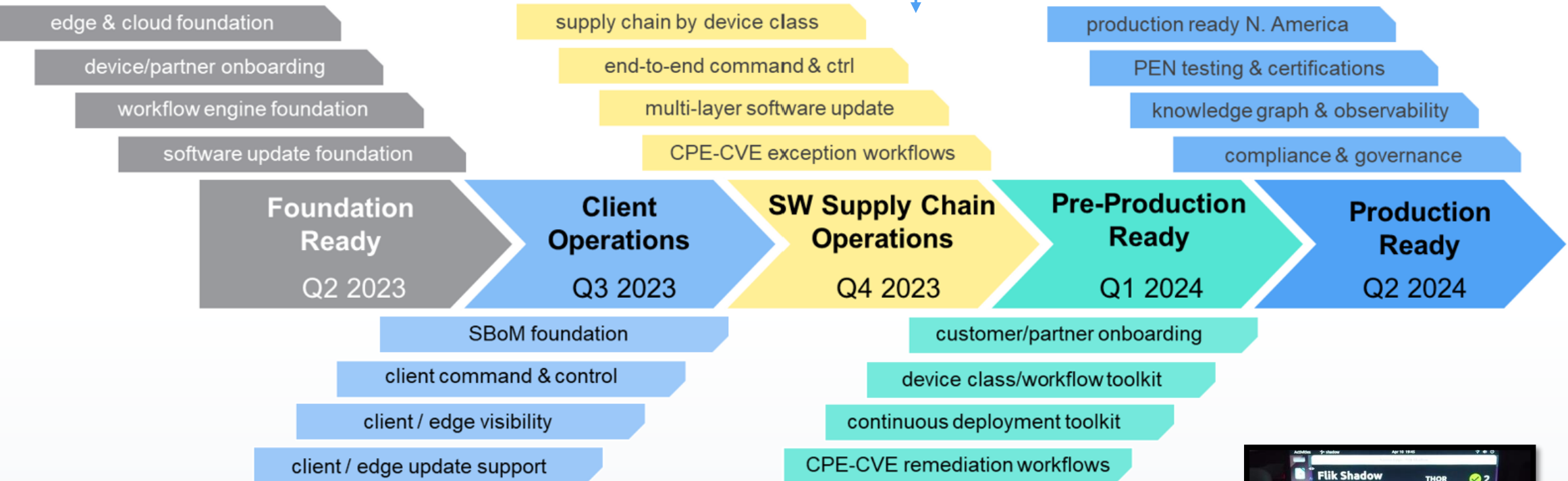
www.bytetrail.com

855-BYTETRL

Roadmap



We are here 8/2023 - MVP



[View a 1-minute demo](#)

Competition is limited

Competitive Comparison		ByteTrail	Direct Competition			Indirect Competition	
			SecuriThings	ThingsBoard	JFrog Connect (formerly Upswift)	Azure IoT	AWS IoT
BUSINESS	HQ location	incorporated 2023	founded 2016	founded 2016	/ Upswift acquired 2021	n/a	n/a
	funding to date	in process	\$39MM (as of Apr. 2023)	\$0 (as of Apr. 2023)	\$5MM (pre-acquisition)	n/a	n/a
	licensing model	open API-driven	☹️	😊️	☹️	limited	😊️
	customer focus	operator vs. IT focus	☹️	☹️	☹️	☹️	☹️
SOFTWARE SUPPLY	source software	SBoM / code signing	☹️	☹️	☹️	☹️	☹️
	store software	edge-driven	☹️	☹️	☹️	☹️	☹️
	deliver software	edge-orchestrated	☹️	☹️	☹️	☹️	custom
	implement software	Continuous Deployment	☹️	☹️	☹️	custom	custom
	monitor devices	compliance support	😊️	☹️	☹️	custom	custom
	manage devices	scalable & simple	☹️	☹️	limited	difficult	difficult
	intelligent remediation	autonomous edge	☹️	☹️	☹️	☹️	☹️
	learn & improve	device operations	☹️	☹️	☹️	custom	custom