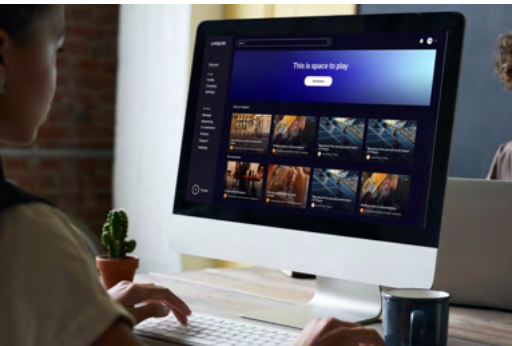


LET'S

MAKE THINGS WORK



VISION

**MAKE
THINGS
WORK**

craftguide

**Craftguide provides and connects
professionals worldwide with unlimited
technical know-how**



How does the lack of technical know-how affect the industry?

- High training expenses
- Decreased competitive advantage
- Customer dissatisfaction
- Loss of revenue

Why is the productivity of millions of workers around the world limited?

- Limited labor force
- Limited knowledge transfer
- Limited training methods
- Increasingly complex products

The challenge of connectivity, a sharing economy & globalization of services have become instrumental in a firm's ability to maintain & grow their client base.

MISSION

craftguide

**MAKE
THINGS
WORK**

The Solution for Increased Productivity, Improved Knowledge Management & Community

Breaking Barriers

Overcoming the limitations of knowledge transfer for a better future

Digital Transformation

Digital vocational educational training lifts businesses and upskills millions

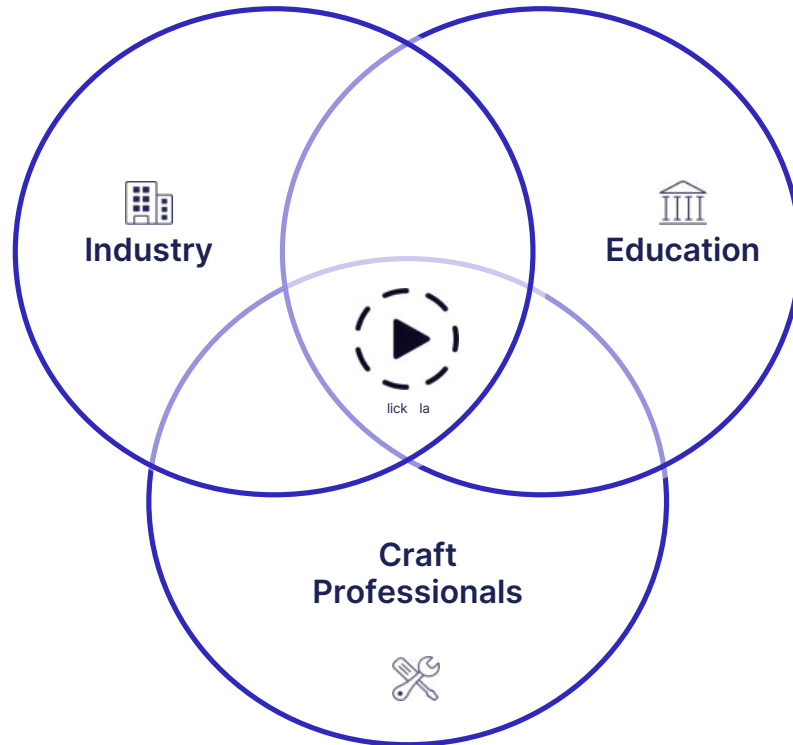
The Power of Integration

Seamless Workforce Management, simplified ecosystem, scalable content delivery



Empowering industry evolution

Scalable & integratable platform



Disruptive use cases



MAKE THINGS WORK

Headlines

"Streamlining the Future of Energy: How Digital Workflows are Transforming Green Energy"

McKinsey & Company

"Optimizing HVAC Performance: The Benefits of Digitalizing Workflows in the Industry"

Bloomberg

"Mobile Learning Market size surpassed USD 20bn And is poised to grow at 13% CAGR"

Global Market Insights



2023 Markets

Digital Transformation:	\$2000bn
Renewable Energy:	\$5700bn
Accelerated Learning:	\$ 3000bn
Metaverse:	\$ 5200bn
HVAC:	\$ 365bn
New Jobs:	\$ 500bn

XR (AR/VR) Contribution:
75% of all Capital-Equipment-Intensive Industries will use Digital-VET (Vocational Educational Training)

20% of Employees in Manufacturing will retire by 2030.

Priorities & Potential Opportunities

The global outlook for skilled labor training in the agriculture and industry categories is a fragmented frontier offering “land-grab” opportunities for early market entrants like Craftguide, which enjoys a commanding lead due to the development of its robust and comprehensive platform infrastructure vs its peers.

As the “Digital VET” industry is in its nascent stage, DACH and European countries are a strategically convenient region for a campaign launch while Primary VET L1 (USA, Brazil & India) offers huge upside in business development opportunities.

Target Market Priority	Region	Countries
Primary VET L1 (DACH):	Europe	Germany; Austria; Switzerland
Primary VET L1:	Americas	USA; Brazil; Canada
	Asia	India
Primary VET L2:	Europe	UK; Netherlands; Poland; Hungary
	Americas	Mexico
	Asia	Taiwan; Philippines
	Oceania	Australia
2ndary VET L3:	Europe	Spain; Italy
	Asia	Indonesia
	Oceania	New Zealand
Least Attractive VET L4:	Europe	France; Russia; Turkey; Portugal; Greece; Ukraine
	Americas	Argentina
	Asia	Japan; China; South Korea; Singapore; Vietnam
	Africa / M.E.	Nigeria; Egypt; Saudi Arabia; Israel; Kenya; Ethiopia

Global Regions	Labor Force (mm)	# Agriculture (mm)	# Industry (mm)	# Services (mm)
Europe	301.754	18.309	72.607	210.704
Americas	319.799	17.304	103.508	198.827
Asia	1,630.823	537.670	415.880	677.273
Oceania	15.277	0.631	3.213	11.433
Africa / M.E.	188.993	100.296	24.360	64.337
Totals	2,456.65	674.210	619.568	1,162.575
Target Market Priority				
Primary VET L1 (DACH):	53.391	0.818	12.735	39.794
Primary VET L1:	772.785	254.821	200.908	317.203
Primary VET L2:	85.549	3.011	17.262	65.215
2ndary VET L3:	148.631	19.808	35.619	92.879
Least Attractive VET L4:	1266.924	354.355	302.137	504.081

Participants entering (Age 15–24) labour force vs. exiting (Age 55–64)

Country	Age Structure % 0-14	Age Structure % 15-24	Age Structure % 25-54	Age Structure % 55-64	Age Structure % 65-84	% Gap entering vs exiting
Europe						
Germany /DACH	12.89%	9.81%	38.58%	15.74%	38.73%	-5.93%
Austria / DACH	14.01%	10.35%	41.35%	14.41%	34.28%	-4.06%
Switzerland / DACH	15.34%	10.39%	42.05%	13.48%	32.21%	-3.09%
UK	17.63%	11.49%	39.67%	12.73%	31.21%	-1.24%
Netherlands	16.11%	11.91%	39.47%	13.69%	33.51%	-1.78%
Poland	14.83%	9.80%	43.33%	13.32%	32.04%	-3.52%
Hungary	14.54%	10.43%	42.17%	12.17%	32.86%	-1.74%
Spain	15.02%	9.90%	43.61%	12.99%	31.48%	-3.09%
Italy	13.45%	9.61%	40.86%	14.00%	36.08%	-4.39%
France	18.36%	11.88%	36.83%	12.47%	32.93%	-0.59%
Russia	17.24%	9.54%	43.38%	14.31%	29.84%	-4.77%
Turkey	23.41%	15.67%	43.31%	9.25%	17.60%	6.42%
Portugal	13.58%	10.94%	41.49%	13.08%	34.00%	-2.14%
Greece	14.53%	10.34%	39.60%	13.10%	35.53%	-2.76%
Ukraine	16.16%	9.28%	43.66%	13.87%	30.90%	-4.59%
Americas						
USA	18.46%	12.91%	38.92%	12.86%	29.71%	0.05%
Brazil	21.11%	16.06%	43.83%	9.78%	18.99%	6.28%
Mexico	26.01%	16.97%	41.06%	8.29%	15.96%	8.68%
Canada	15.99%	11.14%	39.81%	14.08%	33.06%	-2.94%
Argentina	24.02%	15.19%	39.60%	9.07%	21.20%	6.12%
Asia						
India	26.31%	17.51%	41.56%	7.91%	14.63%	9.60%
Indonesia	23.87%	16.76%	42.56%	8.99%	16.81%	7.77%
Taiwan	12.42%	11.62%	45.51%	14.73%	30.45%	-3.11%
Philippines	32.42%	19.16%	37.37%	6.18%	11.04%	12.98%
Japan	12.49%	9.47%	36.80%	12.06%	41.24%	-2.59%
China	17.29%	11.48%	46.81%	12.08%	24.42%	-0.60%
South Korea	12.02%	10.75%	44.83%	15.66%	32.40%	-4.91%
Singapore	12.80%	15.01%	50.73%	10.58%	21.47%	4.43%
Vietnam	22.61%	15.22%	45.70%	9.55%	16.46%	5.67%
Oceania						
Australia	18.72%	12.89%	41.15%	11.35%	27.23%	1.54%
New Zealand	19.63%	12.92%	39.98%	11.93%	27.47%	0.99%
Africa / M.E.						
South Africa	27.94%	16.80%	42.37%	6.80%	12.89%	10.00%
Nigeria	41.70%	20.27%	30.60%	4.13%	7.43%	16.14%
Egypt	33.62%	18.01%	37.85%	6.08%	10.52%	11.93%
Saudi Arabia	24.84%	15.38%	50.20%	5.95%	9.58%	9.43%
Israel	26.76%	15.67%	37.20%	8.40%	20.36%	7.27%
Kenya	38.71%	20.45%	33.75%	4.01%	7.08%	16.44%
Ethiopia	39.81%	19.47%	32.92%	4.42%	7.80%	15.05%

High Growth Potential due to Lock-in Effect

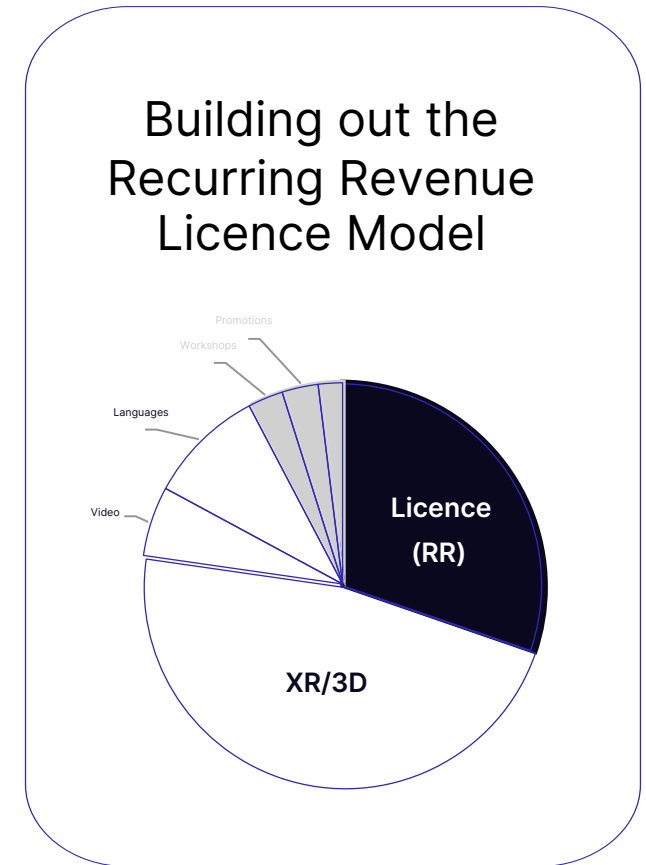
Licence

Your digital infrastructure

START	PLUS	PRO	UNLIMITED
1000 Views	5000 Views	20000 Views	Unlimited Views
200 Pro-Users	1.000 Pro-Users	2.500 Pro-Users	10.000 Pro-Users
480,00 € per month*	1.200,00 € per month*	2.400,00 € per month*	3.900,00 € per month*

* Views: Number of workflow views in the Web/VR Launcher and within the craftguide app's Open Space. Pro-User: Number of users within the manufacturer area of the craftguide app.

Platform as a Service
Pay per use



XR/3D Workflow Bundles

from 8.825 €* per 3D workflow

VR/3D Bundle BASIC	VR/3D Bundle START	VR/3D Bundle PLUS	VR/3D Bundle PRO	VR/3D Bundle MAX
2 Workflows	6 Workflows	10 Workflows	14 Workflows	20 Workflows
10.250,00 € Price per Workflow*	9.625,00 € Price per Workflow*	9.250,00 € Price per Workflow*	8.875,00 € Price per Workflow*	8.825,00 € Price per Workflow*

* VR/3D Workflow: Creation of a three-dimensional step-by-step tutorial for use in virtual reality, augmented reality, and the associated export to a 2D video for a product from your portfolio.

Languages/Language Packages

from 88,10 €* per language

Video Bundle BASIC	Video Bundle BASIC	Video Bundle START	Video Bundle START	Video Bundle PLUS	Video Bundle PLUS	Video Bundle PRO	Video Bundle PRO	Video Bundle MAX
20 Languages	50 Languages	100 Languages	200 Languages	400 Languages	800 Languages	1600 Languages	3200 Languages	6400 Languages
200,00 € Price per Language*	175,00 € Price per Language*	156,25 € Price per Language*	131,25 € Price per Language*	115,20 € Price per Language*	118,10 € Price per Language*	106,30 € Price per Language*	95,65 € Price per Language*	88,10 € Price per Language*

Content as a Service
Pay per digital XR/3D step

Platform as a service - choose your licence

Digital infrastructure for the cost-efficient creation and target group specific distribution of multilingual step-by-step workflows in 3D/XR and captured video

	PRO	ADVANCED	EXPERT	ENTERPRISE
Views	2.500	5.000	20.000	Unlimited*
Pro User	200	1.000	2.500	10.000
User & Content Management	✓	✓	✓	✓
Webplayer	✓	✓	✓	✓
Apps (Web and Mobile)	✓	✓	✓	✓
Publish on craftguide	✓	✓	✓	✓
Analytics	✓	✓	✓	✓
Video Workflow Editor	✓	✓	✓	✓
XR Workflow Editor	✗	On request	On request	On request
Languages per Workflow	3	6	12	Unlimited
Free XR Workflow Creation Service (see slide 6)	✗	✗	1 per year	2 per year
Monthly Fee (excl. VAT)	499 €	1,399 €	2,760 €	4,300 €

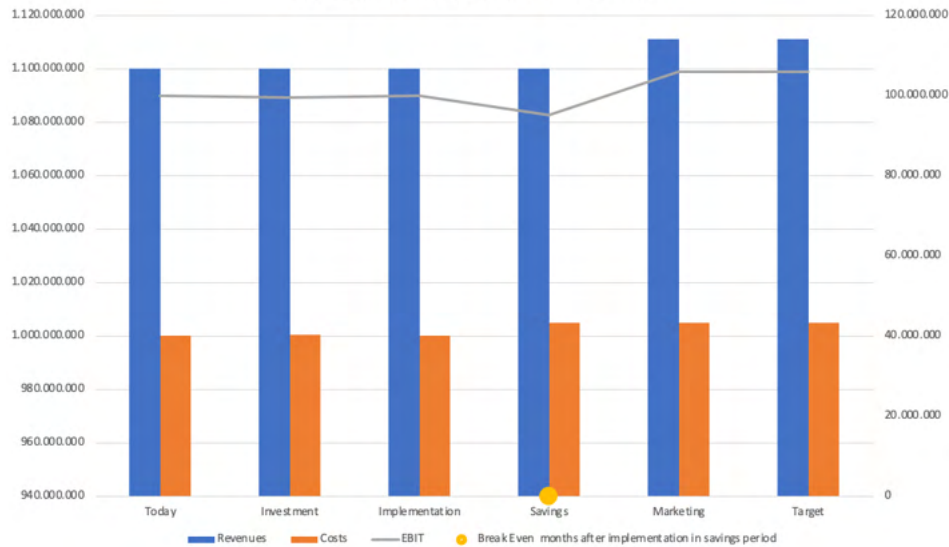
- Views** One view is counted when playing a Workflow using the craftguide platform (using Web, App, or VR), or via custom integrations into your existing system (e.g. as QR codes in manuals, or embeddings on your existing systems such as LMS, service apps or homepages)
- Pro User** Number of registered users within your private channels on the craftguide platform (web, app & VR), user- and content management system & offline usage of workflows.
- Analytics** See statistics live on your web dashboard

* Max. 1.00.000 open views

Customer ROI Calculation

Customer benefits through Saving Ratio of Factor x26 within first 3 Years of Full Field Service Implementation

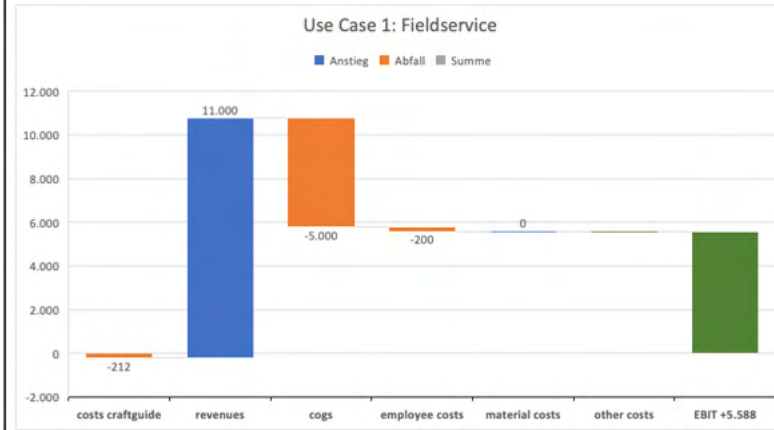
Development of Use Case Client



Optimized with cg
Use Case 1: Fieldservice

	Improvement	Improved PL Case 1	
revenues	1,0% 11.000.000	1.111.000.000	101,0%
cogs	1,0% 5.000.000	505.000.000	101,0%
employee costs	-0,1% 200.000	300.200.000	100,1%
employees	-0,1% 2	3.002	100,1%
material costs	-0,2% 0	100.000.000	100,2%
costs craftguide	211.733	211.733	
other costs	0,0% 0	100.000.000	100,0%
EBIT	5,6% 5.588.267	105.588.267	9,5%

With yearly additional costs of 211.733 EUR it can be generated 5.588.267 EUR per year.
 Savings Ratio: 26,4
 Earnings in 3 years: 16.764.800
 Craftguide costs in 3 years: 635.200



Leading voices of the craft industry agree with the demand for digital work guidance

" In our management board we decided to launch all our new products with craftguide tutorials."



STIEBEL ELTRON

manufacturer of HVAC industry
yearly sales > € 1 bn

F R A N K R Ö D E R

Head of Technical Sales Service - Stiebel Eltron

" Our workers get efficient support, which helps them to adapt complex products faster, while our support staff can be quickly empowered through craftguide training."



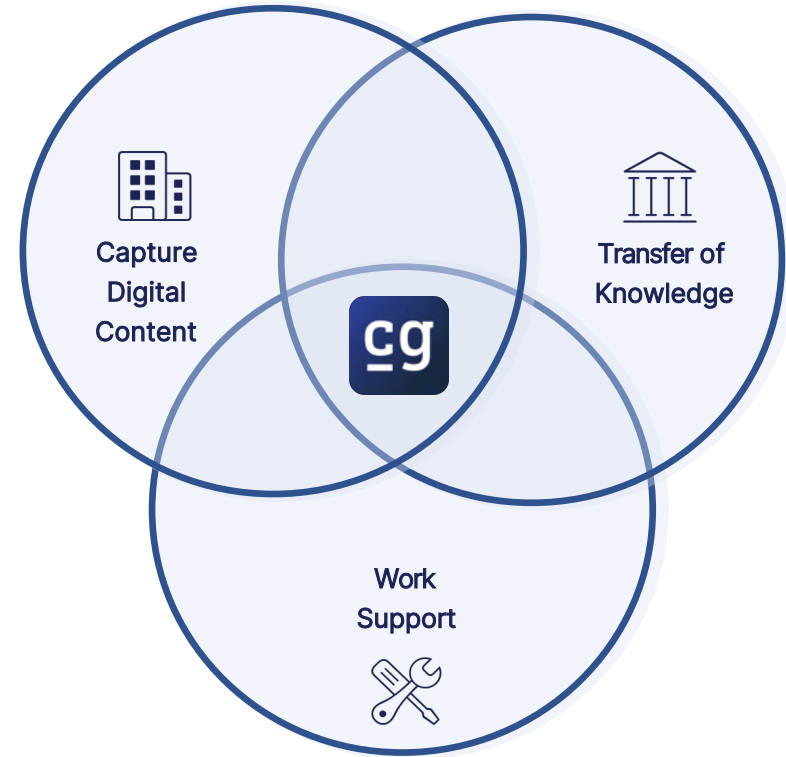
Daume
Gruppe

German craft company
with 900 workers

N I K O L A U S D A U M E

CEO - Daume Group





Only all-in-one Multimedia Industry Platform
Providing Integration & Delivery



✓ Mobile training & work support

✓ Embed on any Website and LMS

✓ Immersive learning experience

✓ Hands-free work support

Seeing is believing



[Workflow Assistance](#)



[Training & Marketing](#)



[Workflow Editors](#)



[How to capture](#)



[Step-by-step Industry Pitch](#)

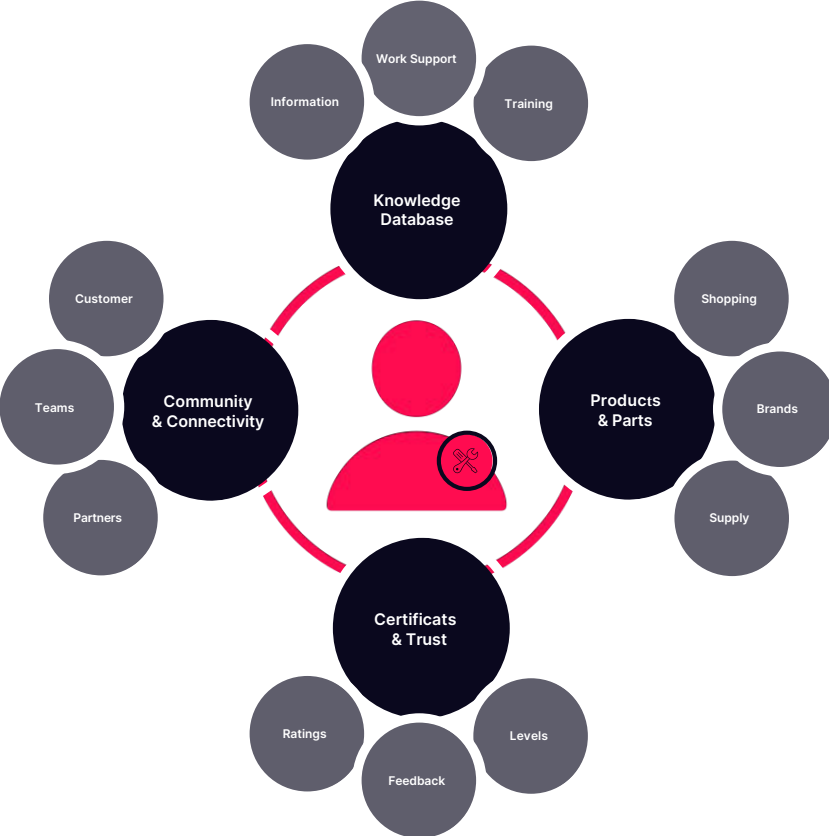


[Try it on web](#)

Cross Trade Services are Defined and Completed

 HVAC

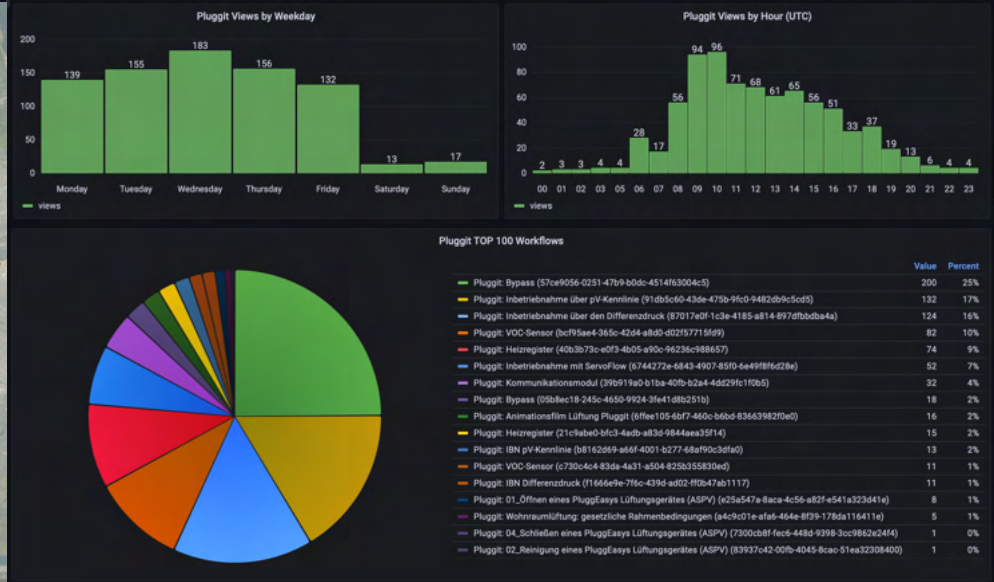
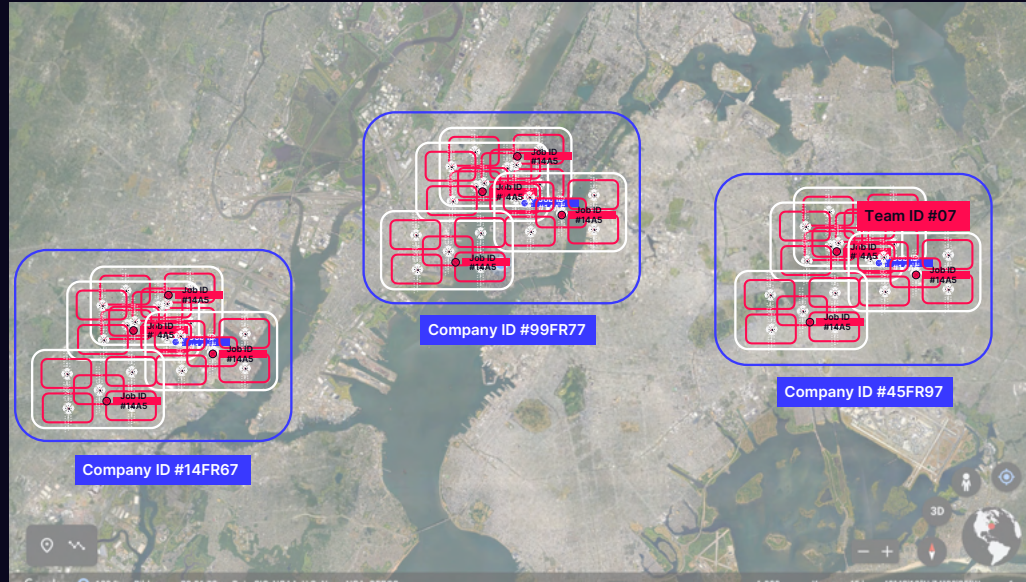
 Construction



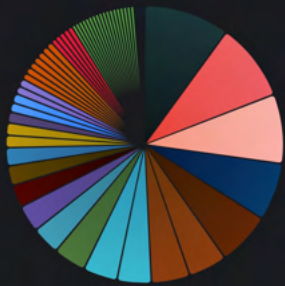
 Agro Tech

 Energy

Workforce Management & Analytics

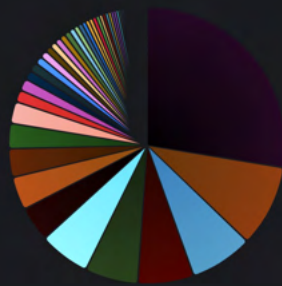


Workflows per Company TOP 100



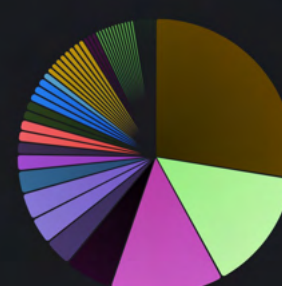
Company	Value	Percent
SHK Innung München	58	10%
fischerwerke GmbH & Co. KG	53	9%
Windhager	47	8%
KALDEWEI	39	7%
Siemens AG	36	6%
craftguide	26	5%
Stiebel Eltron	26	5%
Malco	23	4%
Wolf GmbH	23	4%
GROHE	22	4%
Handwerkskammer Trier	19	3%

Views per Company TOP 100



Company	Value	Percent
Stiebel Eltron	3553	29%
Cosmo	1229	10%
fischerwerke GmbH & Co. KG	943	8%
craftguide	839	7%
Pluggit	795	6%
Vallox	760	6%
Siemens AG	522	4%
Handwerkskammer Trier	493	4%
SHK Innung München	421	3%
Christiani	370	3%
Windhager	321	3%

Users per Company TOP 100



Company	Value	Percent
SHK Innung München	178	29%
Windhager	93	15%
Pluggit	86	14%
Vallox	36	6%
KWB	21	3%
Handwerkskammer Trier	20	3%
Stiebel Eltron	20	3%
craftguide	17	3%
Christiani	12	2%
EWE	9	1%
GROHE	8	1%

PERFORMANCE MEASURES

up to **30%** 

Capacity gain for partners

up to **50%** 

Increasing productivity

up to **20%** 

Increase in absorption rate through time-saving work support for services

up to **30%** 

Increase in after-sales utilization (man-hour/hours on site)

COST EFFICIENCY MEASUREMENTS

up to **50%** 


Reduction in required on-site training

up to **75%** 

Reduction of teaching per machine

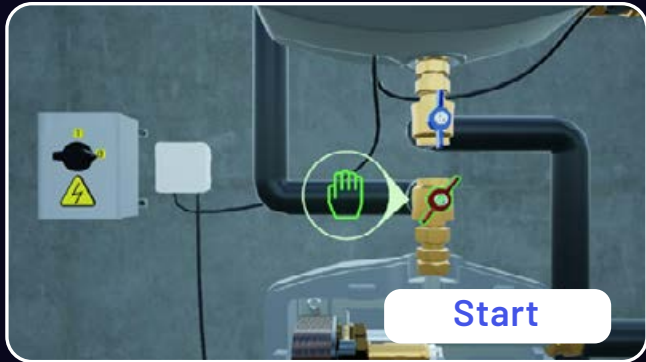
up to **30%** 

Total cost reduction compared to conventional product planning

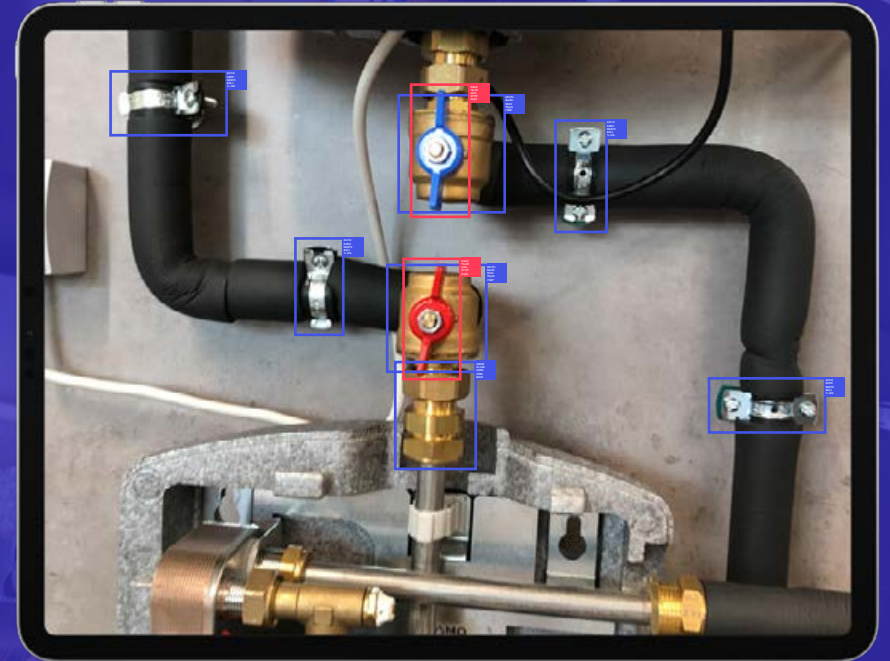
up to **70%** 

Reduction of CO2 emissions

Increase your Efficiency with Innovative Technology and Measurable Benefits through Digital step-by-step Workflows



▶ Replace Heat Exchanger Fresh Water Module (CFWME50)



Object recognition and linked data

Distribution of spare parts & sponsored content



Johannes Nies
CEO - Founder

7+ years startup experience
5+ years industrial project management
5+ years design and process consulting



Theo Strauß
Managing Partner - Founder

4+ years early stage startup experience
6+ years cross trades expertise
award winning craftman certificate



Adrian Indefrey
CFO

3+ years startup experience
5+ years business strategy consulting
international work expertise



Lukas Grillmayer
CTO

8+ years software architecture & engineering
7+ years space & robotics experience
founder of bavarian space agency



Kyle Koenig
CCO

15+ years international experience
8+ years sales & marketing experience
8+ years startup experience



REACHED MILESTONE

Business

Successful Product-Market-Fit
(HVAC, Agriculture, Energy, Construction)

Partnered with Organizations & Guilds

Brand positioned in DACH market

Interdisciplinary Team setted



2023

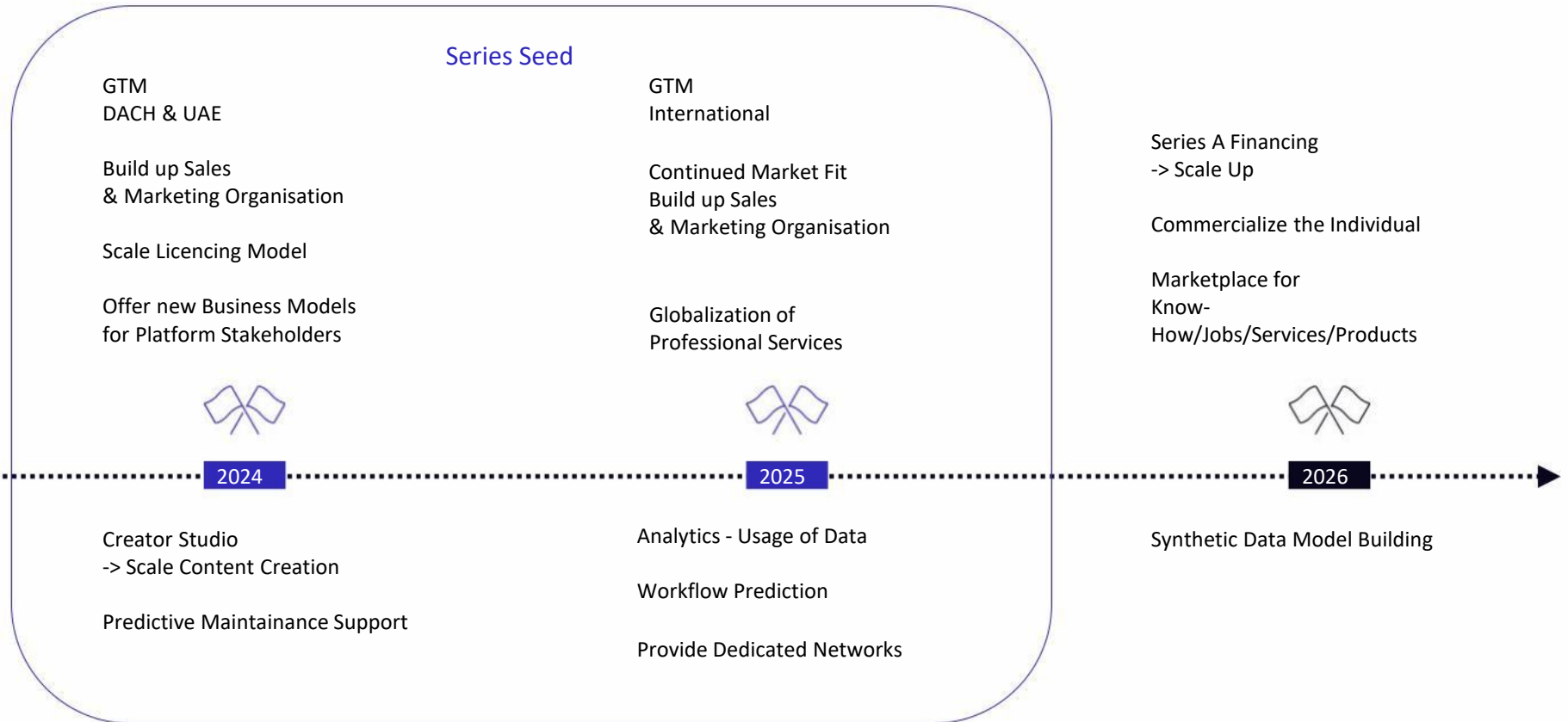
Product

Experience Platform launched:
Scalable Cross-Device XR/Web/App

Multidevice/Languages
Step-by-Step Content

User/Content Management

ROADMAP



Client Case

Value of 4yr contract: \$ 2 – 3,5m

- Client would invest as minority shareholder
- Client will pay 10x contract if CG leaves market

STIEBEL ELTRON

“In our management board we decided to launch all our new products with craftguide”

Frank Röder, Head of Technical Sales at STIEBEL ELTRON
HVAC company, annual turnover over \$1bn

Traction

Product-Market-Fit
25 Customers (in DACH), 4 Global Players
German Guild’s OnBoard



Target Customer

Projected Revenues

2024 with existing Clients
\$ 1 – 1.5m

2024 with GTM
\$ 2 – 5m

2025 Europe, USA, UAE
\$ 5 – 20m

2025 full GTM build-out
\$ 10 – 50m

Multiply^x GTM

Market Silos*

HVAC
\$ 2bn

Agriculture
\$ 17bn

Construction
\$ 50bn

Energy
\$ 6bn

*Trading Economics, Global Innovation Index, Precedence Research

SOM

Seed for GTM

Seed Round

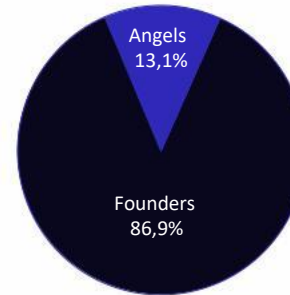
\$ 2m -15m

Allocation of Funds

2024 GTM DACH & EU
2025 GTM International

Current Investment Level

Total Investments
\$ 4.5m (to date)



Current Cap Table

data analytics

- optimization of workforce operations
- predict demand of spare parts and workload

artificial intelligence

- automated content creation
- user targeting and content delivery
- object recognition (machinery, construction sites)

craftguide

Why the platform can get 1000x bigger

provision of data

- control of robots in automation of work processes
- risk calculation for insurance companies

integration/API's

- ERP systems for direct selling of spare parts, tools, machinery
- plug-ins for CAD software
- third party data fusion

export of crafts know-how

EU, USA, CHN and emerging countries



Let's talk about the
investment proposition

Contact: kyle.koenig@craftguide.com | +49 (0) 151 21 30 82 88