



axonjay

Spreads
Public Campaign

20/09/2023

#DisruptWithPurpose
#RightHereRightNow!

Financials

Acquisition of Customers next 12 months

Customers	Q2 23	Q3 23	Q4 23	Q1 24	Q2 24	Total
AI-HR assistant						
BE	9	5	13	20	30	77
FR	0	0	2	15	21	38
UK	0	0	0	3	15	18
AI-Private Fund assistant	1	2	10	18	36	67
AI-Custom assistant	0	1	3	0	2	6
Totals	10	8	28	56	104	206

Invoicing per product next 12 month

Product	Q2 23	Q3 23	Q4 23	Q1 24	Q2 24	Total
AI-HR assistant	€ 3k	€ 3k	€ 30k	€ 150k	€ 300k	€ 486k
AI-Private Fund assistant	€ 5k	€ 3k	€ 5k	€ 13k	€ 160k	€ 213k
AI-Custom assistant	€ 0k	€ 40k	€ 120k	€ 160k	€ 80k	€ 240k
Totals	€ 8k	€ 46k	€ 155k	€ 209k	€ 540k	€ 939k

Estimate financial outlook

	2023	2024	2025	2026	2027
Invoicing	€ 209k	€ 2.000k	€ 6.000k	€ 16.000k	€ 36.000k
Contribution 75%	€ 156k	€ 1.500k	€ 4.500k	€ 12.000k	€ 27.000k
Personal	€ -700k	€ -1.400k	€ -2.500k	€ -400k	€ -8.000k
S&M	€ -200k	€ -400k	€ -800k	€ -2.000k	€ -4.000k
Other	€ -400k	€ -750k	€ -1.000k	€ -1.200k	€ -2.000k
Profit/Loss	€ -1.144k	€ -1.050k	€ 200k	€ 4.800k	€ 13.000k
Investments	€ -300k	€ -600k	€ -1.100k	€ -2.400k	€ -4.500k
Working Capital	€ -20k	€ -100k	€ -300k	€ -900k	€ -2.000k
Cash Flow	€ -1.469k	€ -1.750k	€ -1.200k	€ 1.500k	€ 6.500k

Our apps for each vertical are brought to customers by small, agile and specialized go-to-market teams.

Our sales strategy for the AI-HR assistant:

- Pilot Belgian Recruitment & Placement companies
- Use of Call Center to book meetings and presentation
- Target: 20 Customers (Early Adopters)
- Social Media campaign + SEO to generate leads
- Next step roll out in 2 new countries: UK and France
- Continue using Call Center for additional lead generation
- Hiring 1-3 new Sales
- Sales target: 50-100 new Customers/country
- Pricing strategy 2023: EUR 199/month/user (Early Adopters)
- Pricing strategy 2024: EUR 399/month/user

Our sales strategy for the AI-Private Fund assistant:

- We detect In Real Time 10% more Private Funds globally than the competition
- Realtime update of data
- Expect to be an attractive number 3 in the market
- Price strategy: attractive price during the first 6 months
- Test and evaluate of our solution at 4% of the family investment market in Benelux
- Target 20 customers for Early Adopters
- Pricing strategy 2023: EUR 199/month/user (Early Adopters)
- Pricing strategy 2024: EUR 399/month/user