

# WHAT F1 CAR & B2B BUSINESS HAVE IN COMMON?

Up until Texoreq, nothing, but now everything  
Simulation, Analysis, AI, Predictability, Optimization, Productivity



**Texoreq SaaS**  
**value chain optimization service**



F1 technology is rushing in your everyday B2B business.  
Prepare yourself for a drive. Championship Drive.

# PROBLEM



## Losses due to poor Value Chain Optimization

Pharmaceutical Industry - 2023

Agribusiness Industry - 2023

Construction Industry - 2023

EV manufacturers Industry - 2021 >

Transportation and Logistics Industry - 2020 >

- **\$35 billion** in logistics
- **\$6 billion** in logistics
- **\$9.6 billion** in production/ labour and supply
- **\$210 billion** in procurement, overproduction / stock
- **\$10 billion** in supply management

# MARKET SIZE

## Texoreq aims to ERP/CRM markets



- according to the industries that uses ERP/CRM, their latest losses caused by ERP/CRM inability to solve problems in logistics, transportation, production, labor, procurement, supply management and stock, Texoreq markets size are:

Pharmaceutical Industry - 2023

- **\$35 billion** in logistics

Agribusiness Industry - 2023

- **\$6 billion** in logistics

Construction Industry/\*Canada market - 2023

- **\$9.6 billion** in production/ labour and supply

EV manufacturers Industry - 2021 >

- **\$210 billion** in procurement, overproduction/ stock

Transportation and Logistics Industry - 2020 >

- **\$10 billion** in supply management

# SOLUTION



## Texoreq SaaS

‘über-ERP’ | AI powered simulation & analysis value chain optimization service

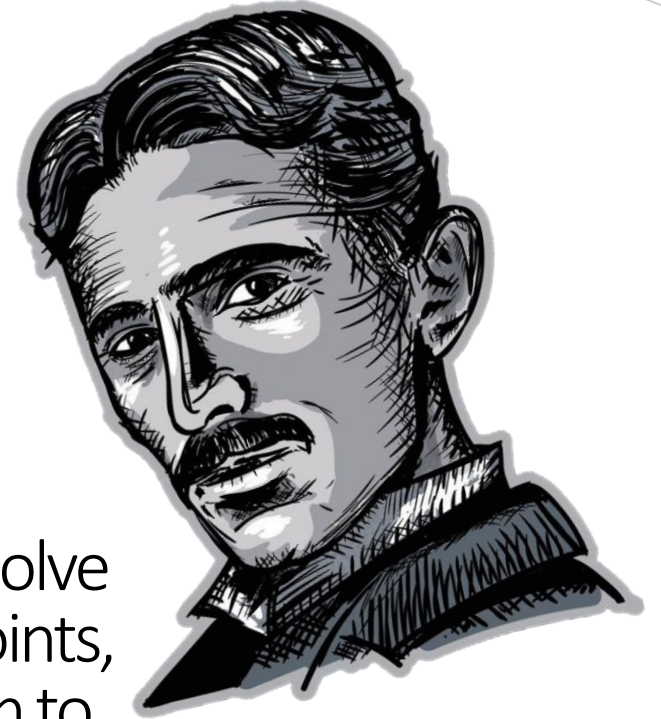
Optimized value chain productivity produces higher profitability

Solves inefficient use of ERP/CRM data (from procurement, finance, testing, R&D, manufacturing, marketing, sales, services, logistics, HR) by analysing & extracting weak points in value chain operations, simulating different productivity outcomes and optimizing them for new value creations, lower costs & TCO, manageable expenditures, higher ROI and profit margins

# MISSION & VISION

## Texoreq SaaS

to analyse, optimize and strengthen value chain in order to solve inefficient use of value chain data from core functions weak points, simulate different business process outcomes and utilize them to increase productivity, create new value and help businesses become more profitable



Texoreq's vision is to bring value chain optimization service powered by AI analysis & simulation technology to massive industrial usage available to all industrial subjects regardless the business size & scale

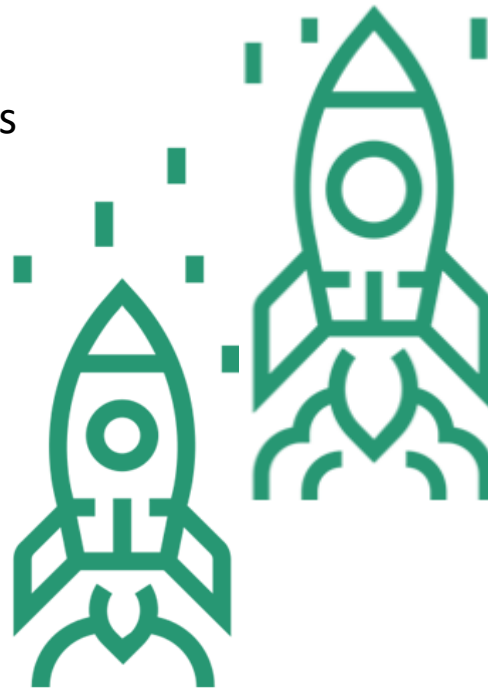
# COMPETITIVE ADVANTAGE

Texoreq creates new values, delivers value chain business operations redesign and process improvements achieving productivity and profit unlike process automation tools - SAP, Oracle, IBM...

## Process Automation Tools 'efficiency'

SAP, Oracle, IBM ... are ERP/CRM vendors

- main feature – process automation
- main contribution – automation efficiency
- can't simulate and analyse value chain operations for productivity
- not creating new values to customers
- unable to deliver operations redesign



## Value Chain Optimization Service 'productivity'

Texoreq is AI powered, value chain optimization SaaS provider in digital environment and industrial metaverse

- main feature – simulation, analysis and optimization
- main contribution – value chain productivity
- designed to deliver optimized value chain productivity
- creates new values to customers
- redesign and improve business operations and processes with data analysis and simulation

# TEAM



Antun Sunjic, Urbansoftech Ltd / Texoreq SaaS Founder and CEO

- experienced entrepreneur with one successful startup exit
- holds an MSc in business marketing with 20+ years in business
- was working on positions as follows: CEO of the ICT company, marketing agency CEO, Marketing Director, Senior marketing expert at T Mobile, Project Manager at Ericsson



Fran Hrzenjak, CTO

- Software developer focused on web technologies but with a wide range of other skills.
- Has 10+ years of professional experience, of which has been freelancing for the last 5 years.
- Enjoys talking with clients and translating business requirements to exact technical specification and solutions, as well working on actual implementations.





# GO-TO MARKET & CUSTOMER PROFILE

**Texoreqs' GO-TO market strategy** uses agile marketing and sales mix: agile customer target and attraction, USP/benefits presentation and 'über-ERP' - value chain optimization lider positioning, integrated marketing and sales execution

**Market positioning:** Dinamic provider of trusted value chain optimization services to B2B companies of all sizes

**Marketing & Sales vehides:** TexoDays events, B2B supply & ERP/CRM conferences /events, business trade shows, exhibitions, PR campaigns, B2B targeted online and print advertising, free trial offers and customer employees education

**Selling points:** new value creation, productivity, cost reduction and profit increase

**USP:** Optimized value chain productivity produces higher profitability

Texoreq sales uses endless chain technique where sales contacts every Texoreq customer value chain member and offers a starting free trial package



## Texoreq customer segmentation

- Key EU,US markets/industries:  
EV manufacturers, Agribusiness,  
Pharmaceutical, Construction, Logistics &  
Transportation
- B2B companies, manufacturing or service  
production focused, using ERP/CRM
- Small business to corporations in size and  
scale with emphasis on mid and large

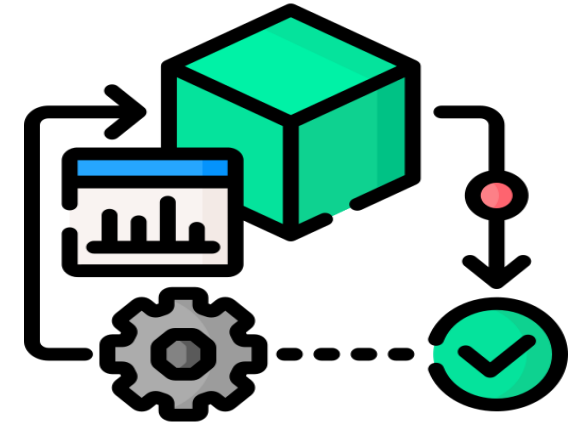
## Key customer accounts:

- CEO, CFO, COO, CSO
- Mid-level managers - operational
  - Procurement
  - Logistics
  - Production
  - Marketing
  - Sales
  - Services



# BUSINESS MODEL

## Texoreq SaaS cloud B2B subscription model

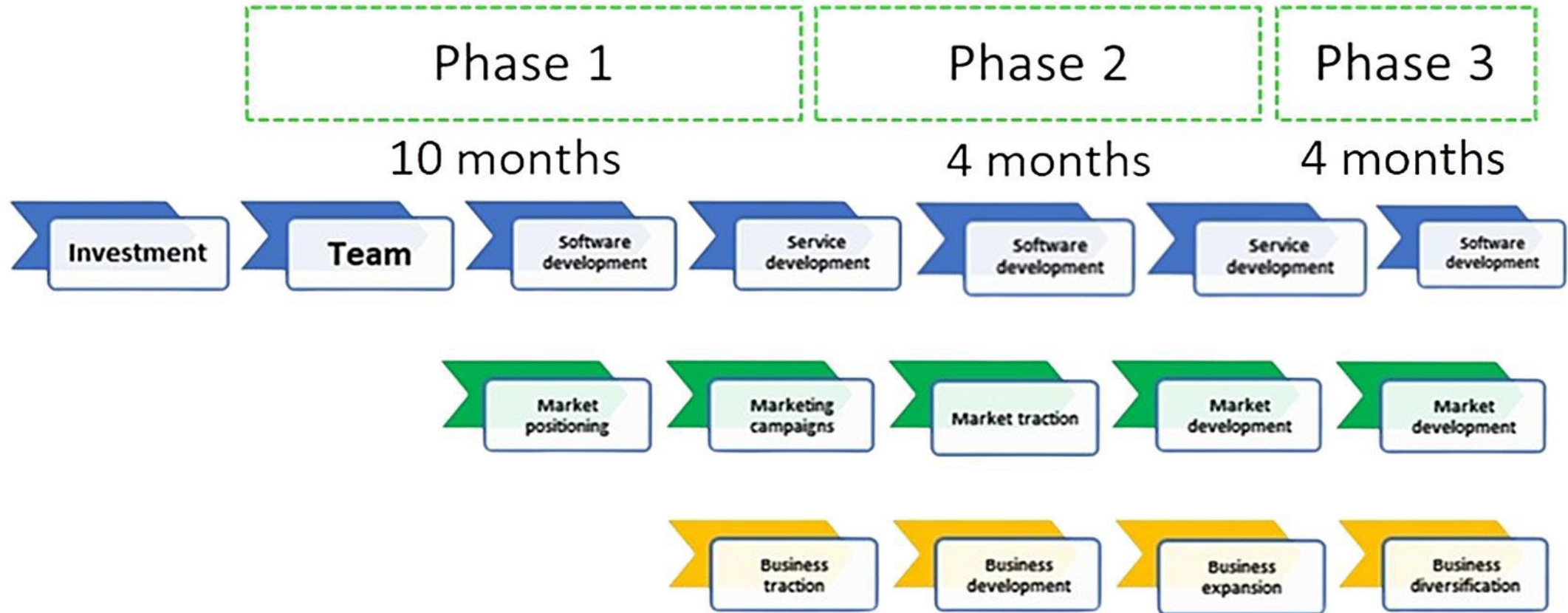


- Subscription scope: SME to Corporate
- 7 subscription packages, 3 year minimum length contract
- Additional user billed monthly –
  - 3 packages include basic number of users
  - 4 packages no-users included
- 5 packages are 'Per project monthly, billed yearly – value chain management per project'
- 1 package is 'Per year – yearly management / business planning value chain model' (percentage of annual revenue)
- 1 package is 'Vertical customized saas solution: 'multi-year perpetual software agreement-based business model'

## Texoreq Exit strategy

Selling Texoreq in 5 years from now to either Oracle or SAP or Google or IBM or Microsoft or Meta or Amazon or Siemens or similar company in enterprise tech industry, digital industry, online media or financial sector

# TEXOREQ SaaS DEVELOPMENT ROADMAP



- Current traction: Mockup/Demo service version

# INVESTMENT

Investment utilization ratio

60% R&D software : 40% business growth



Equity raise: Pre-Seed/Seed

Amount: € 1.000.000

Equity percentage: up to 13%

Looking for either individual investor or multiple individual investors or a syndicate of 2 to 3 investors

Capital deployment: 18 months

# CONTACT

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