

Aensof.com has made an adaptive website, which is a online B2B global marketplace with **+180000 SKU** to connect **+25 million** companies globally that sell and buy polymers, petchem & chemicals for **\$19 Billion Every Day**



AENSOF

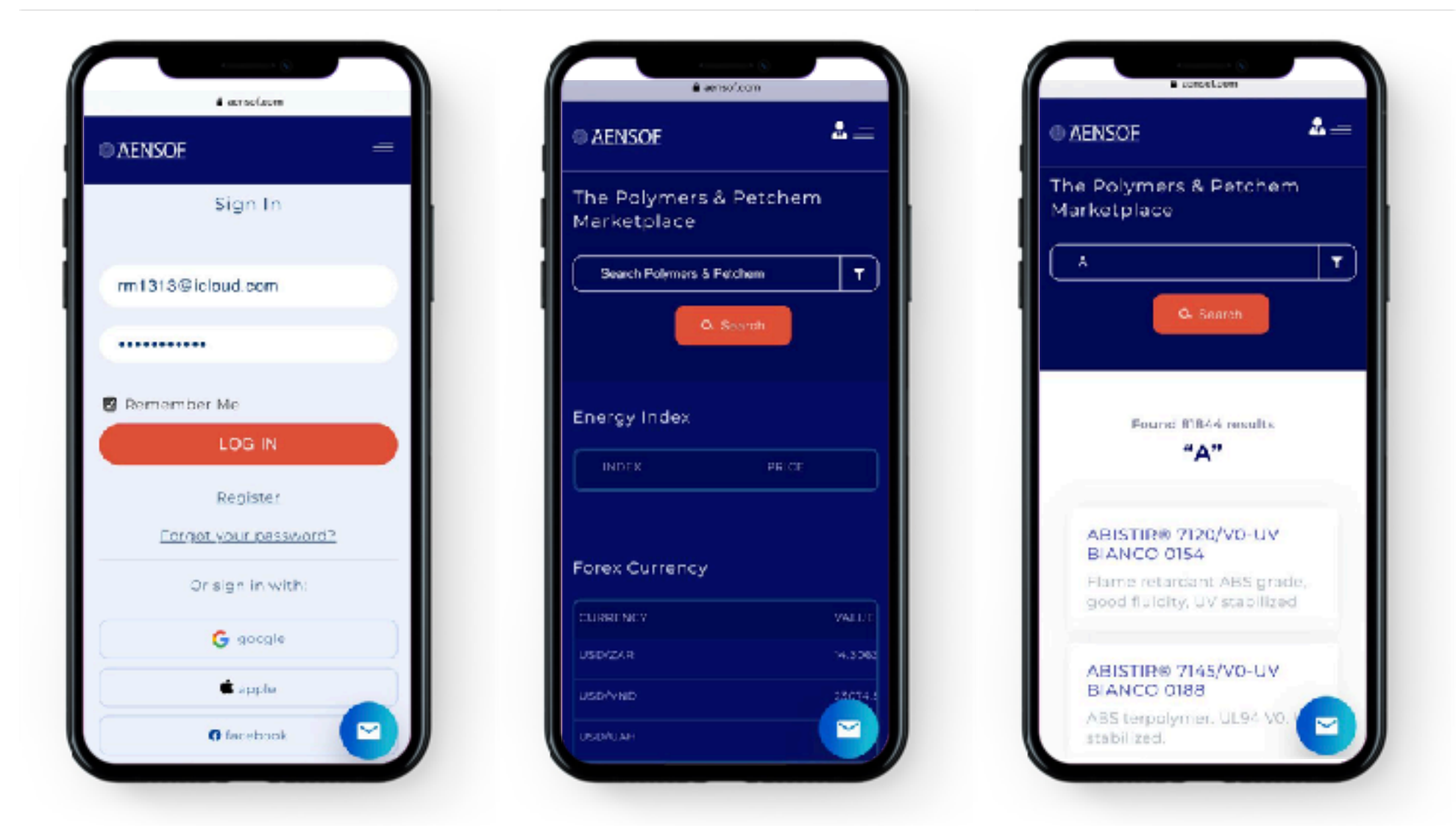
WHY DID WE DECIDE TO MAKE AENSOF.COM?

We are a team of like minded professionals from the chemical industry and we know that the chemical supply chain currently works in old fashioned offline way

Most of work process is difficult, time consuming and when sometimes crisis & force majeure occur for most of small and medium enterprises it may result in loss of profits or capital

Industry's constant problems are price fluctuations, lack of supplies, huge work to find new customers, searching new grades, find a logistics company and lots of paperwork

So we decided it would be great to make a B2B global marketplace to sell & buy online, completely automate the work flow process and get support 24/7



ALL USERS OF AENSOF.COM WILL

1

Free up unthinkable time

2

Use human resources more efficiently

3

Enhance business growth

4

Save on marketing, information collection, travel & communication budgets

5

Save on new personnel minimum **\$3000 per month**

6

Experience simplicity, clarity & transparency working online

7

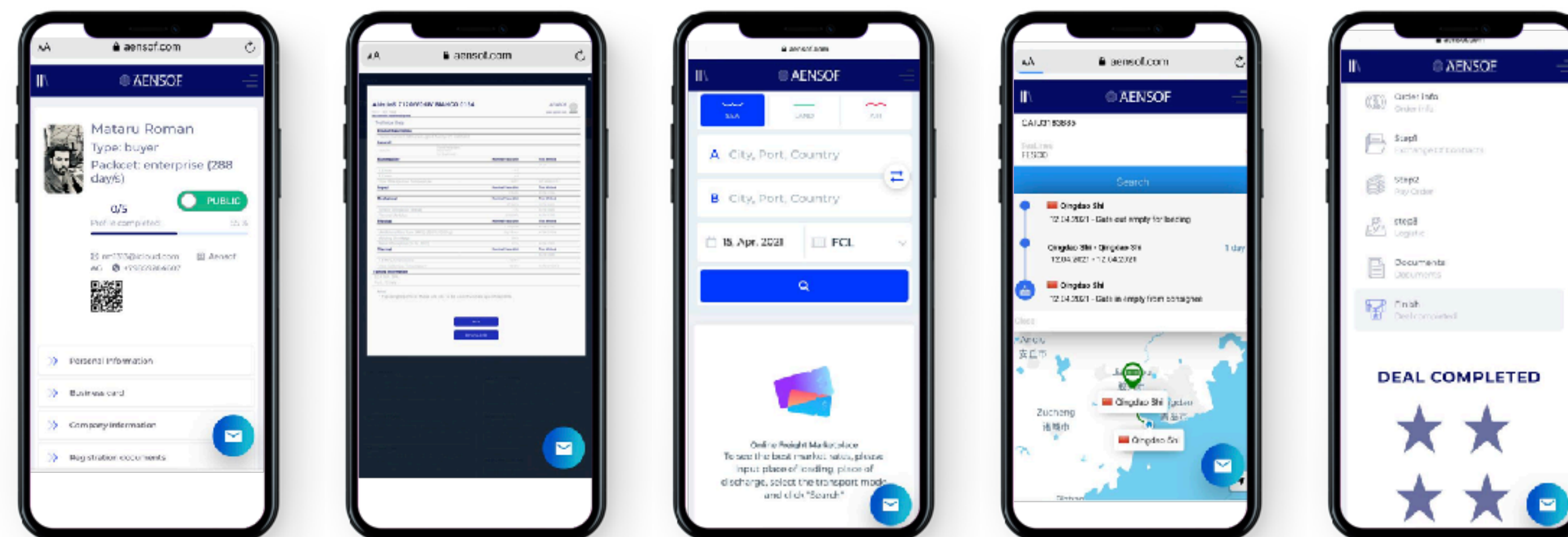
Have no hidden costs or fees



HOW AENSOF.COM WORKS?

We want to give our users the same experience of familiar work process as in offline

- 1 Registers a company
- 2 Fill up a company profile
- 3 Enter a name of a chemical or any word in our search engine
- 4 Get chemical results and click to sell or buy
- 5 Receive a 1 click confirmation with automatically created contract and documents.
- 6 Can make payments directly to supplier
- 7 Can use our inbuilt logistics booking module to select delivery mode and rates for order to be picked up and dispatched
- 8 Can track and see order on a map during shipment in **real time**



CHEMICAL INDUSTRY MARKET & COMPETITION ANALYSIS

CEFIC the European Chemical Industry Council reported

1. Chemical Industry is a \$7 Trillion market
2. Chemical industry IS 7% of Global GDP
3. Chemical Industry has a Growth rate of 6% yearly
4. Chemical Industry 50% of market is located in Asia

World bank Report

-300 million registered SME (Small & Medium Enterprises) Globally

ChemBuild Report

Currently there are +50 marketplaces online built mostly in the last 5 years for the chemicals industry businesses. Mainly working as a online product dashboard without much of trade process automation

2020 Mckinsey & Company Report

A market study on how digital solutions can improve for chemical industry B2B customer buying experience.

CHEMICAL INDUSTRY MARKET & COMPETITION ANALYSIS

Percentage of Customer Responses

Top Pain Points:

1. Delivery time is too long - 46%
2. MOQ is too high - 38%
3. Products I want are not in stock - 38%
4. I can't get in touch with my rep - 38%

Online Customer Preferences:

1. Access & Download documents - 68%
2. Sample requests - 48%
3. Place orders online - 44%

Relevant Digital Features

1. Track & Trace online - 64%
2. Stock Transparency - 59%
3. 1-Click ordering - 55%

Key Buying Factors

1. Short Term delivery - 58%
2. Price Transparency - 42%
3. Technical Support - 35%

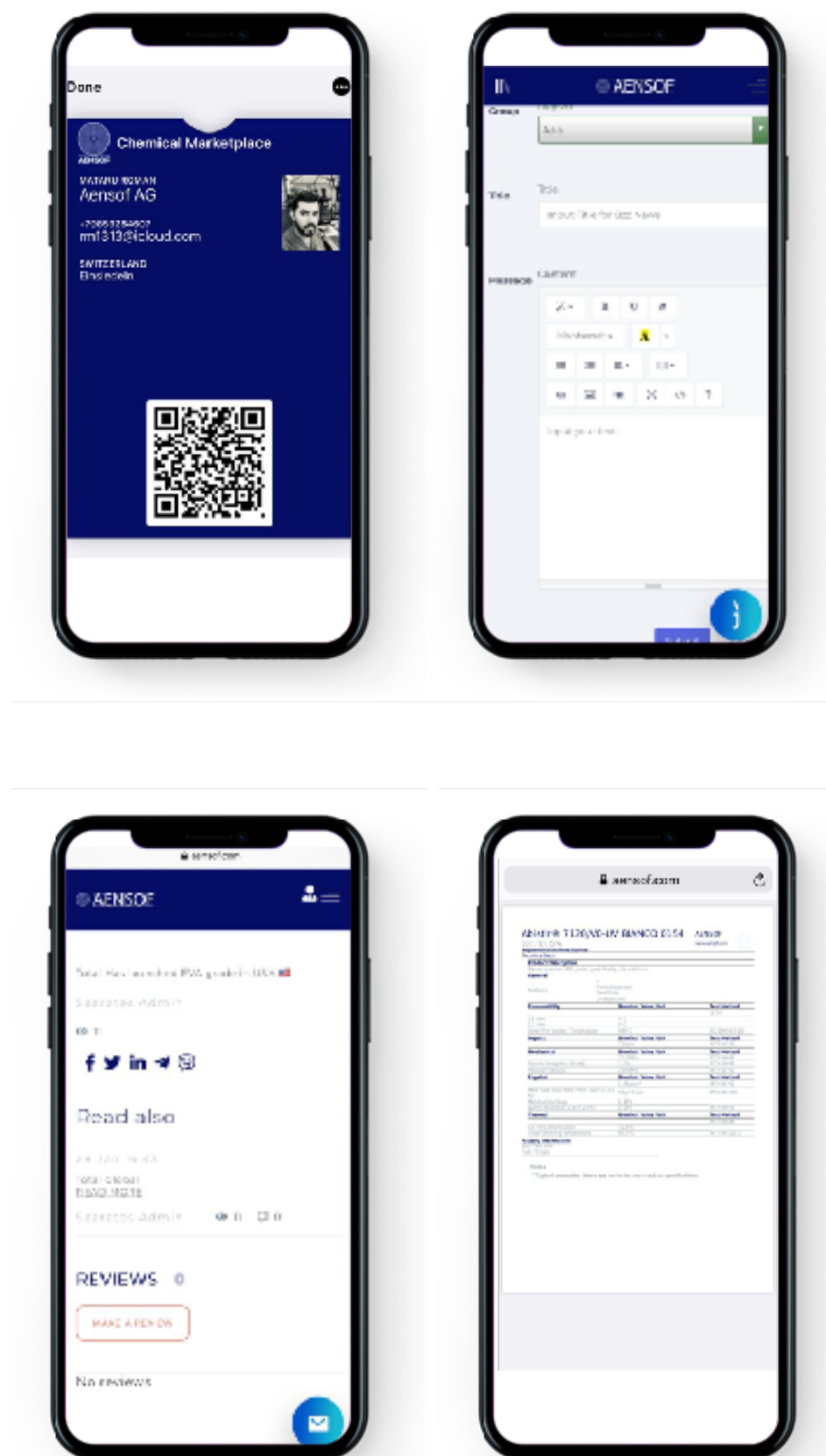
Aensof.com Solution

Only Valid Delivery Terms & Optimal Route Planner
No MOQ limits
Product Validity on Marketplace is 7 days with exact qty
Detailed contact profile, inbuilt messaging and notification system (sms/email)

All documents can be saved, downloaded, shared and printed from
We have a inbuilt sample ordering button & dashboard section
Completely online from inquiry to order and delivery

Track orders status in real time and see it on a map
only valid goods offered in marketplace
Aensof. Com is built to ease each process to 1 click

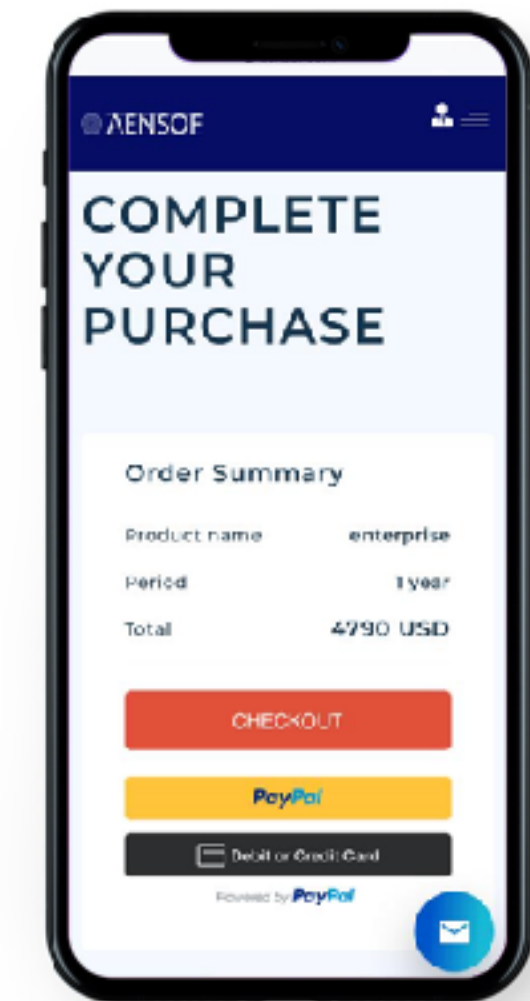
Marketplace shows cargo delivery dates
Only direct offers from sellers without any hidden cost or commission
24/7 professional support team



AENSO.COM MONETIZATION, SALES & MARKETING STRATEGY

Mainly a team of direct sales managers will offer to chemical industry sellers and buyers to select a subscription plan

- 1 **Pay \$39** daily for full system access
- 2 **Pay \$499** monthly subscription plan for full system access
- 3 **Pay \$4790** yearly subscription Plan for full system access + exclusive promotional news content creator feature



Aensof.com from all logistics booking orders will get paid up to \$400 depending on size of container

Aensof.com main Target audience focus will be 20.5 million SME (small & medium enterprises) which is 82% of total market

Aensof.com will offer services to asian users first because it is 50% of global market

Aensof.com is confident because we have prepared a list of 1 million global company database

Our digital marketing strategy will cover LinkedIn and website SEO by writing unique content

We are devoted to gather a **huge community** in place and promise to do so by giving full access to registered users for 7 days every month forever, we are really going all in to make **equal opportunities** be as it is

AENSOF AG 10 YEAR FINANCIAL MODEL

The total potential Subscriber companies globally in 2021 are 25 million and will grow to 30 million by 2030

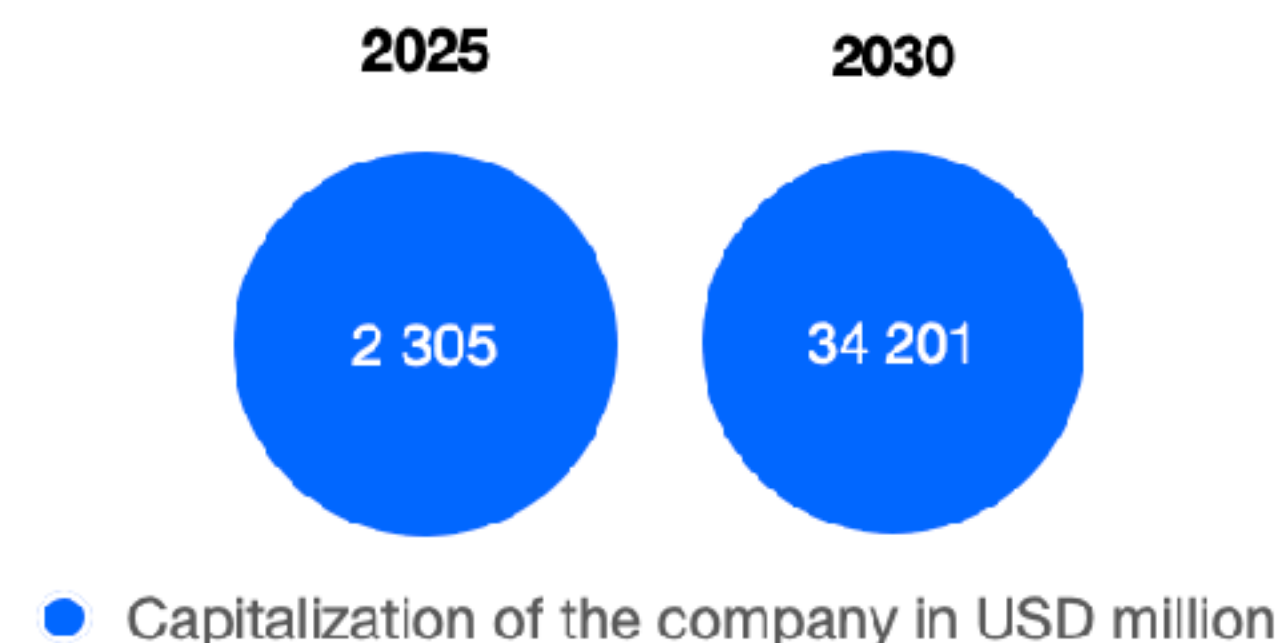
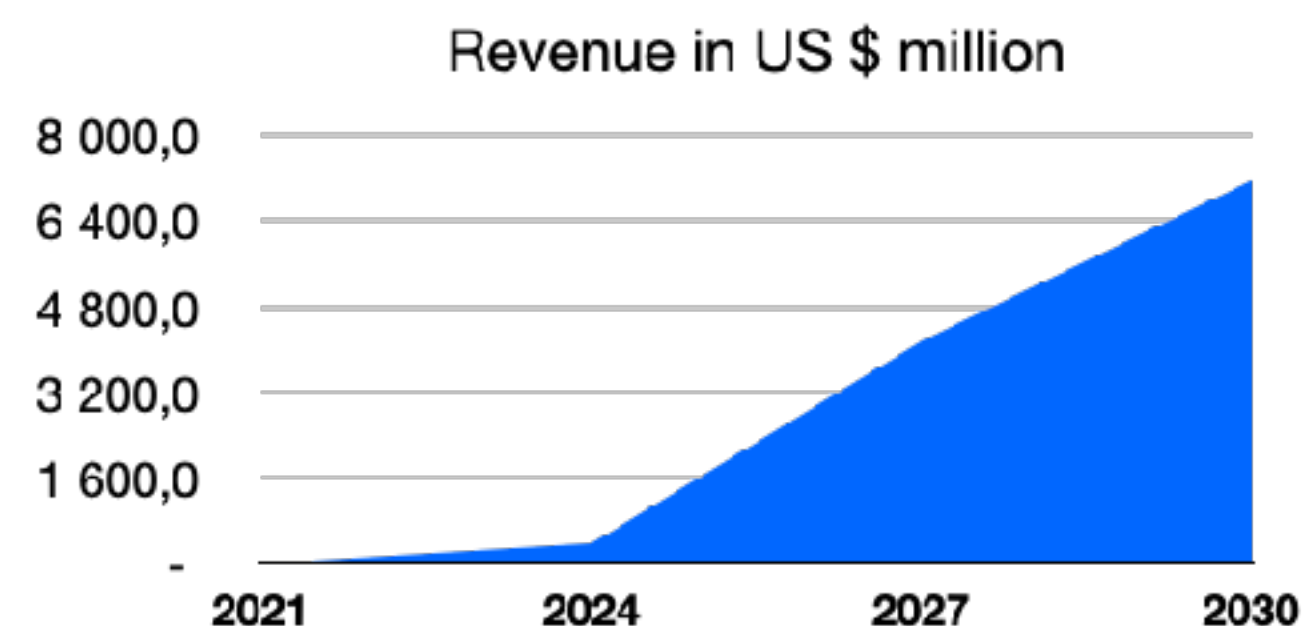
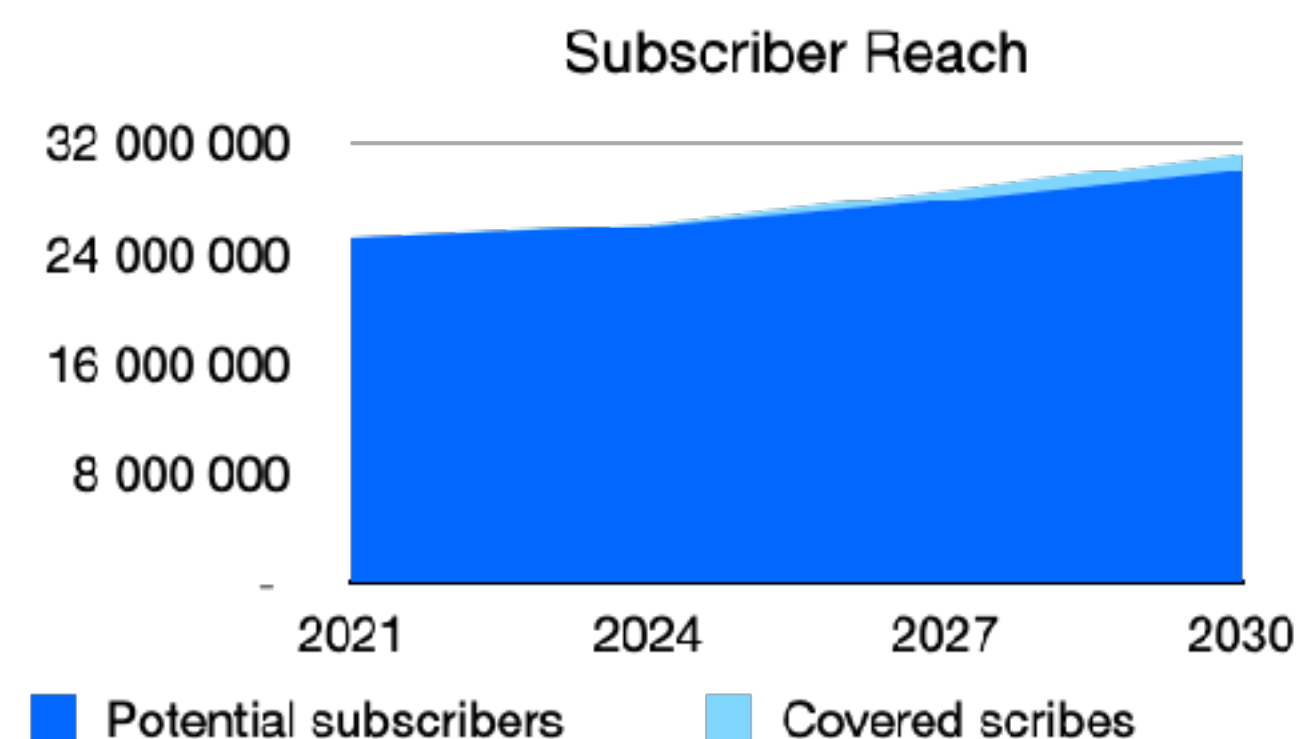
Target number of subscribers in 2021 is +3000, 179 thousand in 2025 and by 2030 +1 million

Net revenue excluding VAT in 2021 will amount to \$3.6 million, in 2025 \$536 million and +\$7.1 Billion in 2030

Net Income of \$1.1 million in 2021, \$225 million in 2025 and +\$3 billion in 2030

Accumulated cash at the end of 2025 will amount to \$354 million and +\$7.9 Billion in 2030

The capitalization of Aensof AG will be +\$2.3 Billion by 2025 and +\$34 Billion by 2030



AENSOF AG UNIT ECONOMICS IS CALCULATED FOR 2021 & 2022

INPUT

Total REVENUE	24 652 285 \$
Total Customers	13 782
Customer Acquisition Expense (Sales + Marketing) 28% from sales volume	6 902 640 \$
Cost of production & support 16%	3 944 366 \$
Churn Rate (%)	7,00 %

UNIT ECONOMICS

Customer Acquisition Cost (CAC)	501 \$
Average Revenue per User (ARPU)	1 503 \$
Lifetime Value (LTV)	21 465 \$
Payback Period (Months to Recover CAC)	0,33

RATIOS

Gross Margin (%)	84 %
LTV:CAC Ratio	42,9

AENSOF AG: FOUNDED 2018, CANTON SCHWYZ, SWITZERLAND

TEAM:

Roman Mataru: Founder/CEO - 16 years chemical industry distribution supply china business experience with sales record of +\$250 million

Natalia Kurandina: Co-Founder/CTO - 20 Years in iT industry with 40 scientific & practical publications, Security & Networking Specialist

Yuri Verenov: Co-Founder/CMO - 30 years international business in HiFi Industry with management of \$100 million brands portfolio

Roshan Pokharel: CFO - 20 years Founders of a auditing, consultancy company and certified DBA & tax consultant

Abhik Roy: CSO - 20 years experience in international logistics with over 10000 containers worth \$300 million delivered

Back & Front Office - we will always offer **equal opportunity** for all & we know how to build a compatible team

Engineers - Min 3 years experience in iT company with hacking mindset to solve problems

Sales manager - Min 3 years in chemicals sales & distribution company experience

Logistics Support - Min 2 years in logistics or custom brokerage company experience

Chemical Support - Min 1 year chemical engineer experience

Tech Support - Min 1 year tech company support back ground

News Copy Writers - Min 2 years in market news & report coverage across raw materials & manufacturing industry

AENSOF AG ASK

\$1.5 Million for 10% equity stake

We have planned to use the invested money in getting +3000 paying subscribers within the first year

Aensof will open sales and marketing offices in Seoul, South Korea

Do feature upgrading and offer customer support to our users from Russia, Ukraine & Nepal offices

ROI is supposed to be within 3 years from launch date through 10% dividends payout

Contact us
info@aensof.io

Thank you

Aensof AG Team

