

WRITE ONCE – DEPLOY ANYWHERE

CERLULEAN CIRCLE

ONE COMPONENT AND APP-STORE
FOR EVERY INDUSTRY IN THE WEB 4.0





Powerful Forces Change the World Wide Web

Greenscreen UX

1.0



Net of Nets

linking

Computers

Via logins in
Terminals,
FTP

Mouse Desktop UX

2.0



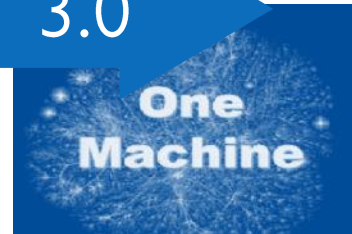
The Web - WWW

Sites

HTML browsers show each &
every information on the planet
on static Web Pages in just
5000 days

Touch Mobile UX

3.0



Semantic Web

Data - Big Data

Organizations crawl the webs
annotations and record user
interactions until the web learns
to read itself and AGI will be born

C2 M2M 2C UX

4.0



Serving Machines

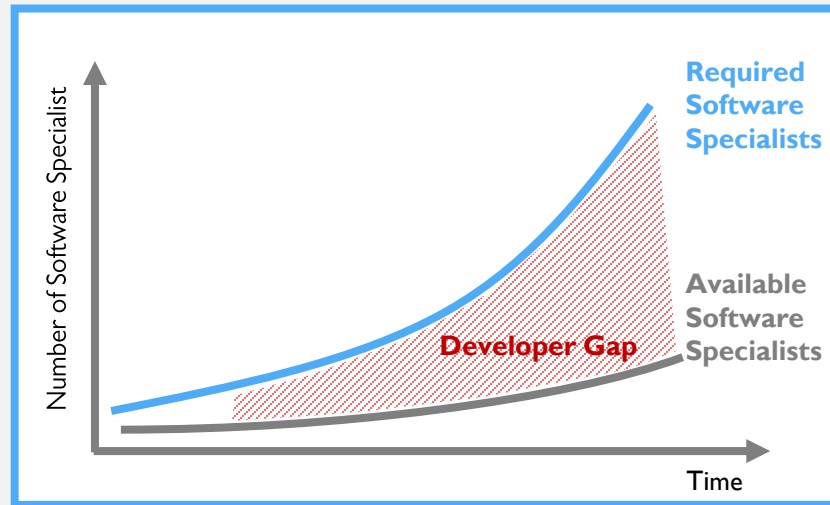
IoT Machines

Via digital service contracts that
describe business capabilities of
provider machines to serve the
customers needs holistically

Solving the Developer Gap by creating Industrialized Democratized IT

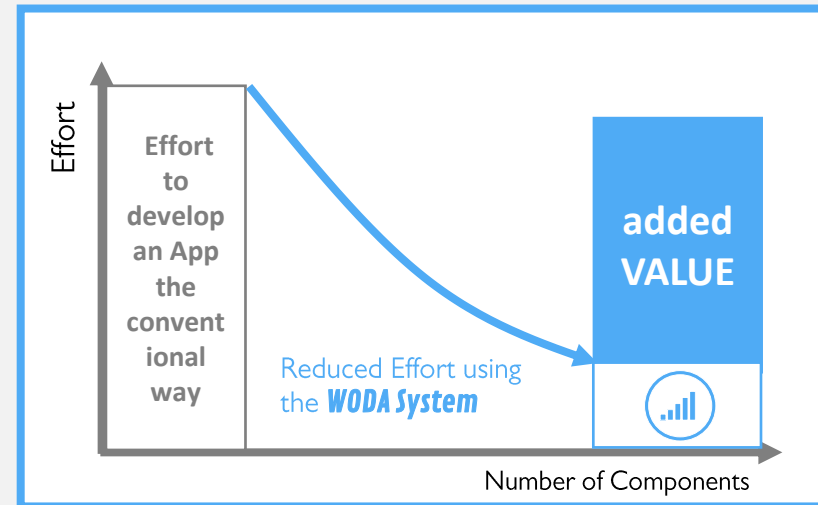


The Problem: Developer Gap



- Exponentially increasing demand for web apps and machine 2 machine communication in IoT
- Lack of coding resources and rewarding business models for software specialists
- No Scale of Economy for software development due to expensive linear efforts-based development costs

The Solution: WODA System



- Enables re-use of software components
- Enables to use any software with drag & drop
- Enables multiple app-stores for closed and open communities
- Results in development efforts & cost reduction by more than 75% easily



We've Built the New Backbone of Web 4.0

We created the Web 4.0 reference implementation, that will change how the world will interact with the web.

Software compatibility between Operating Systems, Devices and Vendors is granted by our solution

Software will be composed, deployed and installed using drag & drop

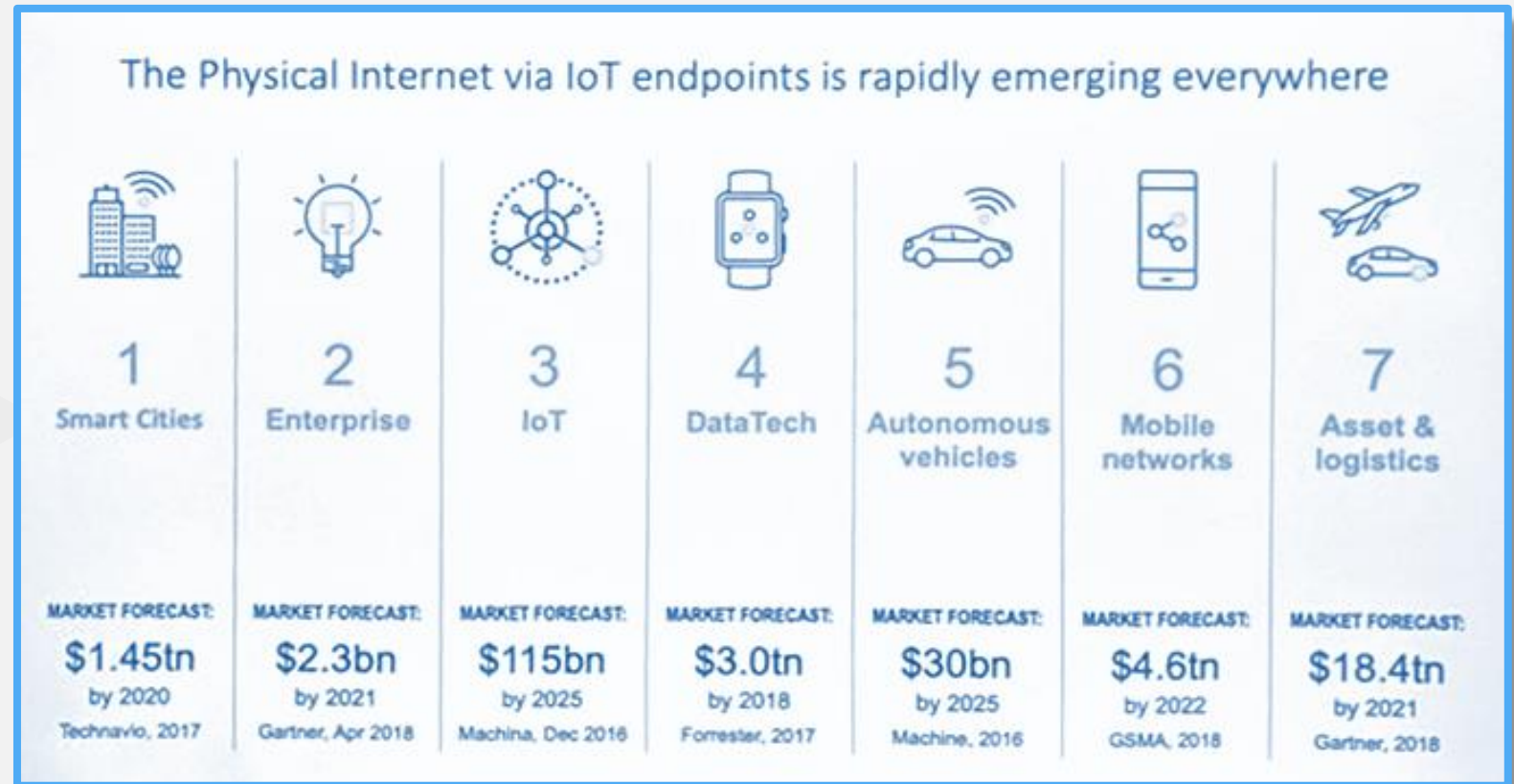
Our architecture allows trading and exchanging of software between App Stores & Communities

While today's IT is stuck in a pre-industrial, almost artisanal manufacturing stage.

We industrialize software development and create the first global software component marketplace rewarding intellectual property



The Opportunity For IoT Alone Is Massive

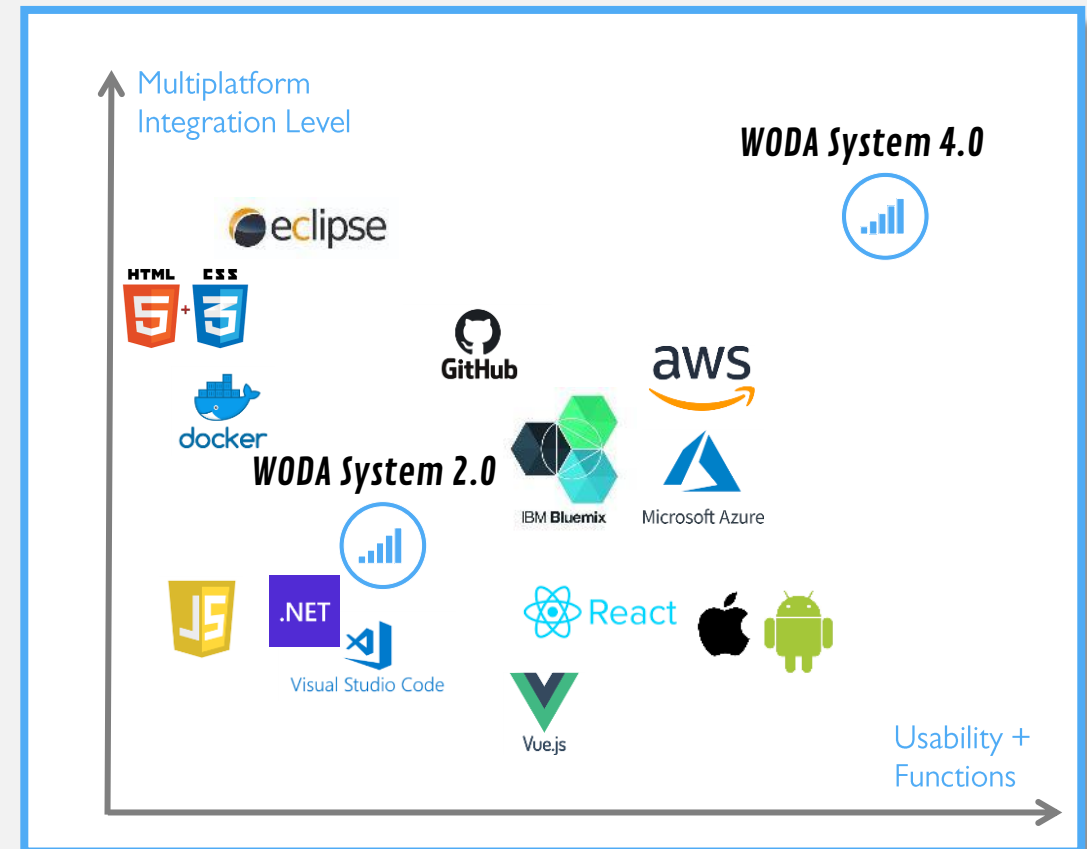


Source: Presentation from Plug & Play at the Smart City Conference Vienna 2019

The *WODA System* is the First of its Kind It is the first WEB 4.0 Integration



- Only a combination of Technologies can compete with **WODA**
- (GAFAM) Google/Apple/Facebook/AWS/ MS are not interoperable
- **WODA** is agnostic and covers the WEB 4.0 Features
- Only **WODA Systems** Covers all Functions
 - Graphical User Interface
 - IDE Application
 - Cloud Services
 - App Store
 - Repository





Building Blocks of the *WODA System*



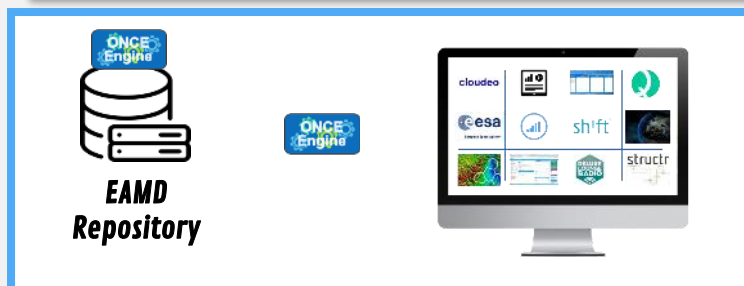
WODA

is an IDE that simplifies web and application development with an intuitive drag and drop interface enabling fast deployment and testing via the ONCE Engine.



ONCE

is a lightweight 135kb Engine. It will run inside any browser and runs even on the most minimalistic computing device.



COAST

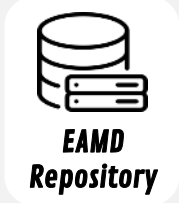
is a distributed software repository with a **CO**mponent and **A**pplication **ST**ore that scales reusability and monetization for our developer community.



Product & Value

WODA System

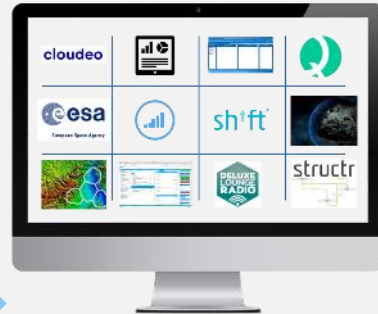
OS Agnostic Development



Thousands of Developers make “Lego”-like reusable Software Components

Component & App Store

Cerulean Circle



Enterprise customers & industrial IT providers build closed community platforms and consumer application stores and build APPs via Drag & Drop

Whitelable Platforms & Stores

Enterprise & Industrial

- GEO & Space
- Industry 4.0 & IoT
- Energy
- Banking
- Mobility

Single Source Apps

Industrial & Consumer



Desktop Apps



Mobile Apps

Millions of professionals and consumers use Apps



Revenues

Enterprise Project Business

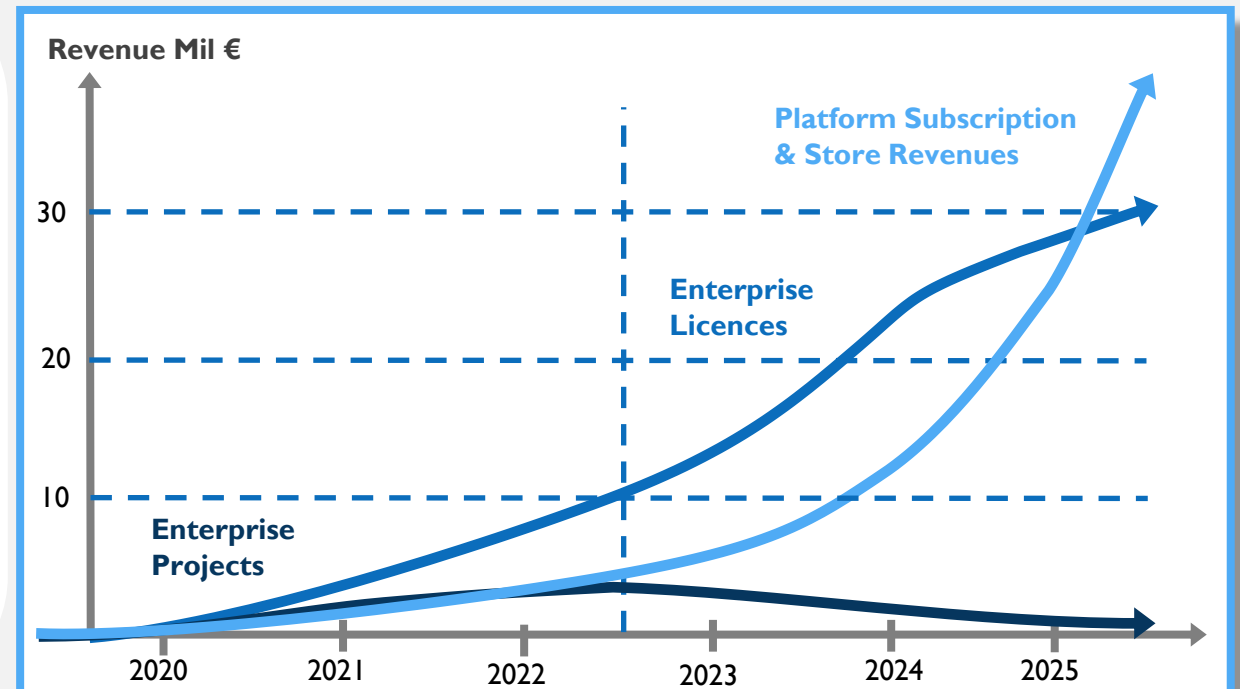
- R&D Application Development
- R&D Platform & Store Development

Enterprise Licence Revenues

- Small & Large Enterprise Licence
- Hosting & Usage based Components

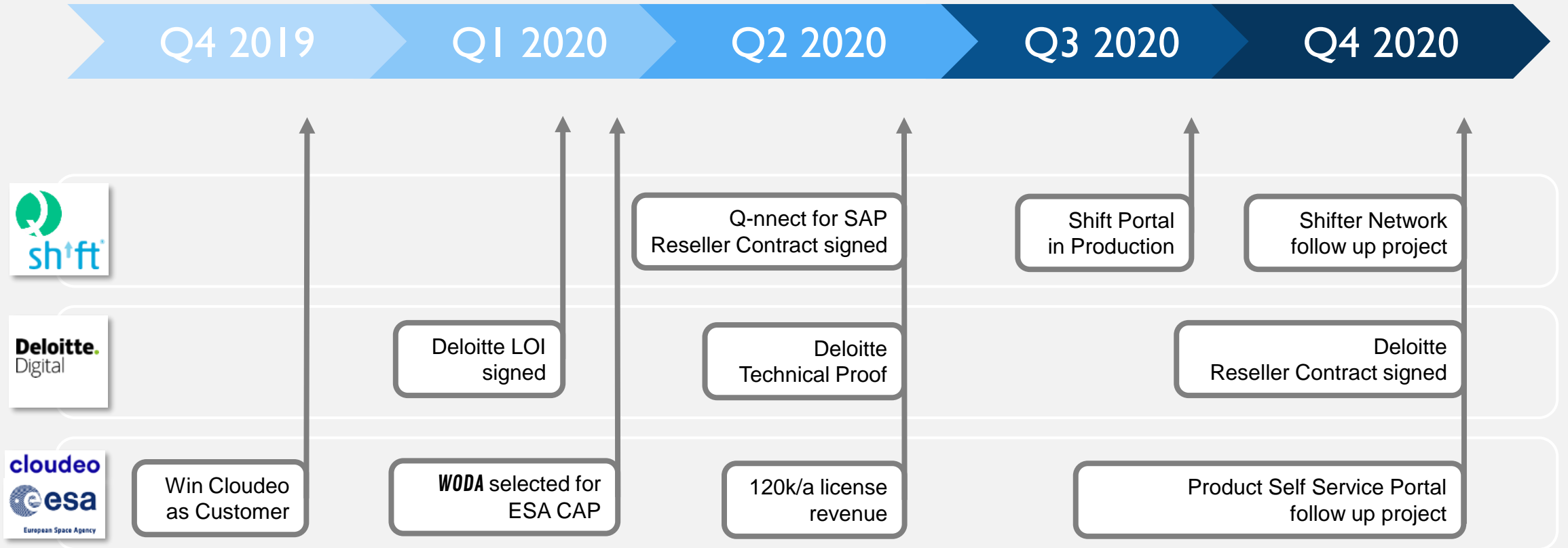
Subscription & Store Revenues

- **WODA** Subscriptions
- **COAST** (Cerulean Developer Marketplace)
- Application Subscriptions
- Licensee Store Revenue Share





Traction





Deloitte Strategic Partnership as Win-Win

Four Partnership Dimensions

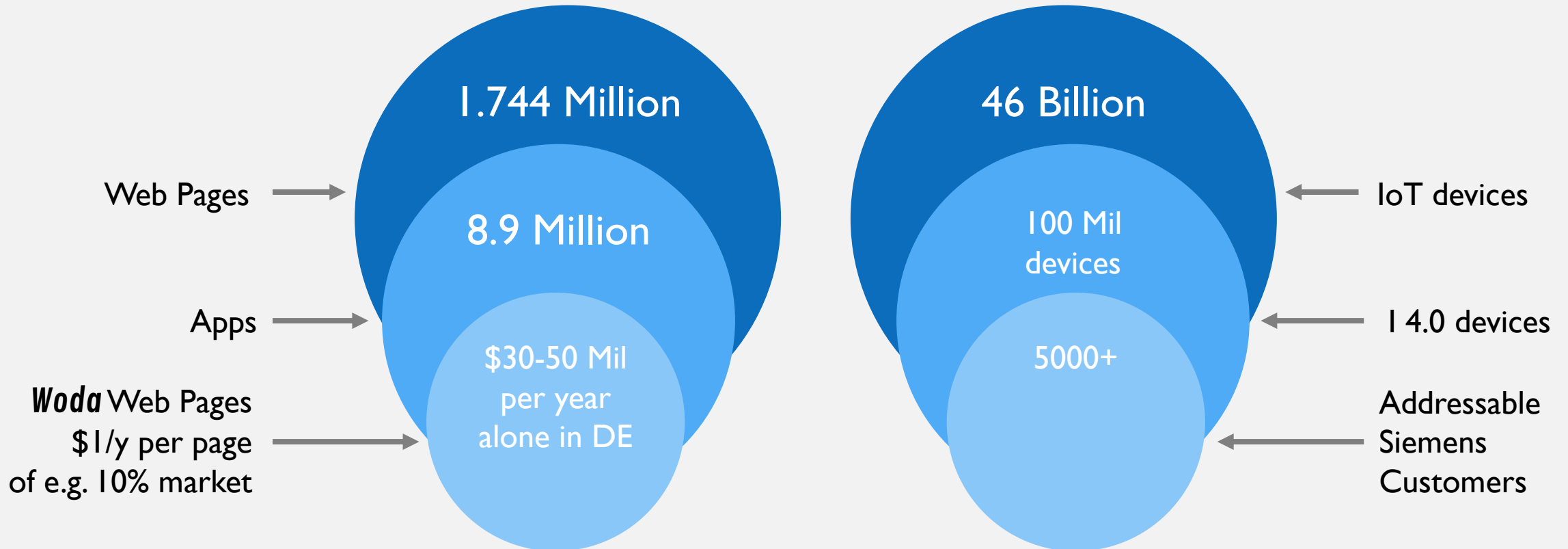
- Development Partnership
- Worldwide Sales Partnership
- Developer Community
- Deloitte Digital App Store

Cerulean Circle Benefits

- ✓ Time to Market for **WODA 4.0**
 - ✓ Very High Growth Potential
 - ✓ 25K Deloitte Developers
 - ✓ World Wide Reach Grants
- Fast Revenue Growth

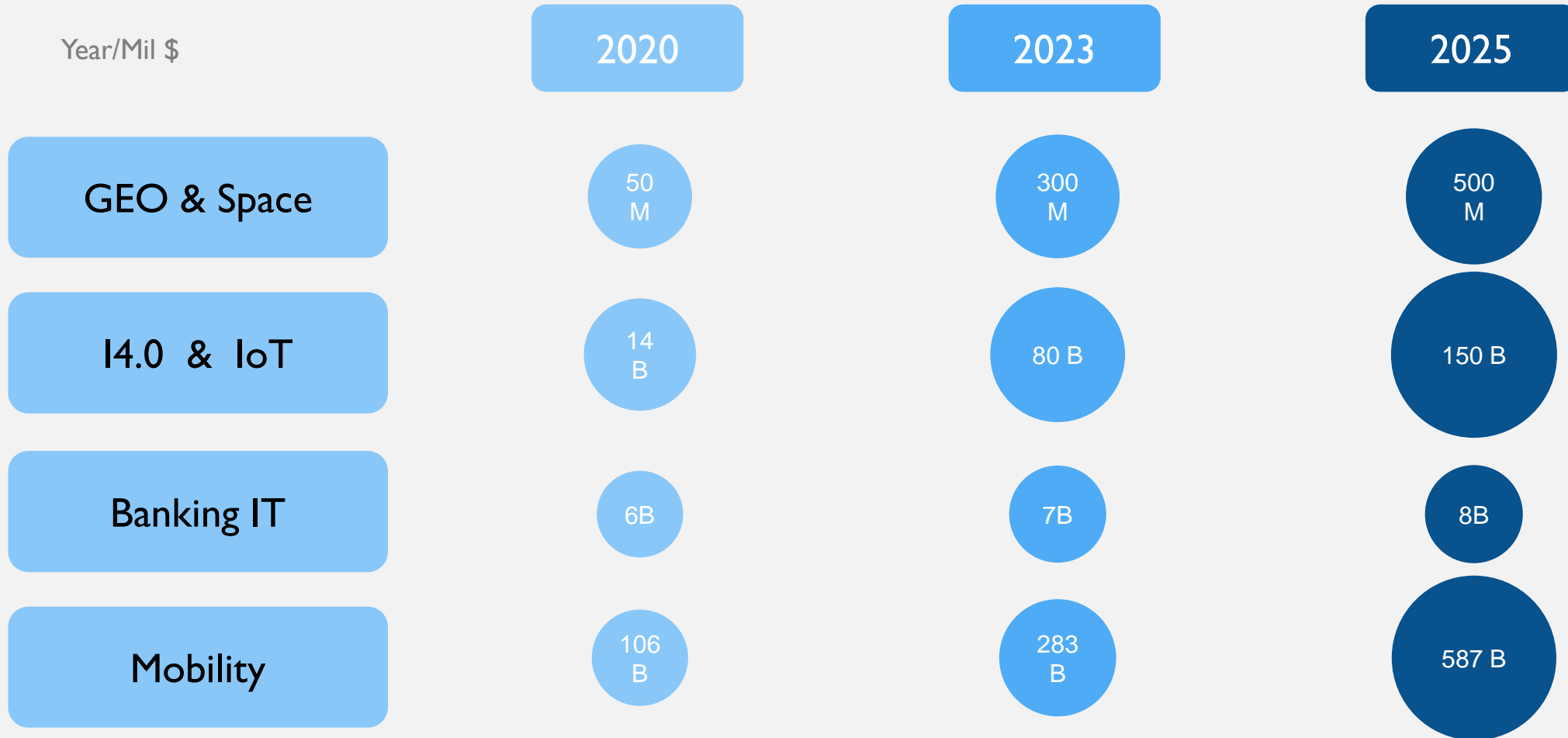


Potential seen by Deloitte





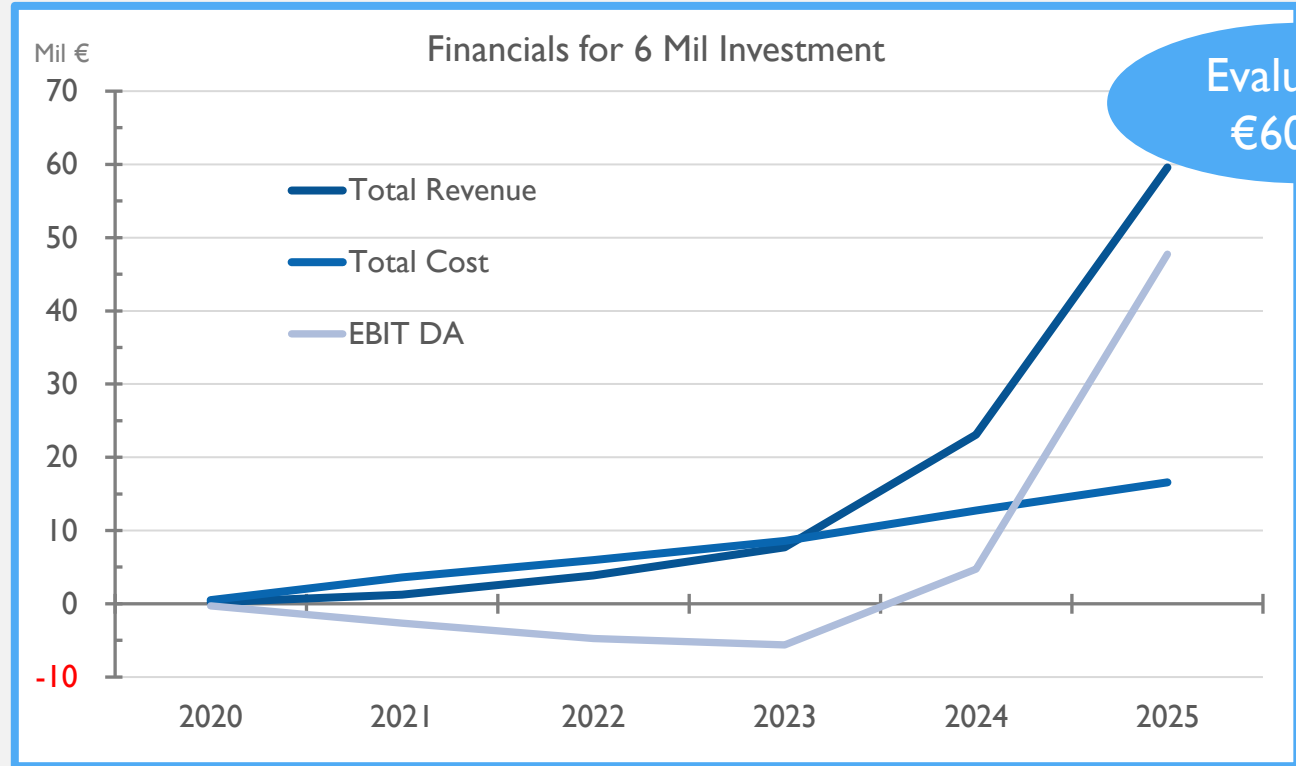
Vertical Growth





Our Ask

6.0 Mil €
10 %



Year (6 MIL)	2020	2021	2022	2023	2024	2025
Total Revenue	0,21	1,23	3,85	7,72	23,07	59,59
Total Cost	0,50	3,59	5,95	8,58	12,74	16,56
EBIT DA	-0,29	-2,65	-4,75	-5,60	4,72	47,75



How to Spend it?



Use of Money - €6 Mil

Investment in Product

- Self-Service **WODA System 4.0** 1,6Mil
- Build & Market **COAST** 0,7Mil

Spending Year One

- Hire more Experts 0,5Mil
- Core Team (15-20 FTE) 1,0Mil
- Operations/Admin/Rent 0,5Mil
- IT Infrastructure 0,4Mil



The Team to Build a Sustainable Business



Marcel Donges
CTO, Founder
Tech Guru

20+ Year Experience
Architect of Deutsche Post
Digital Transformation
Borland Alumni



Marek Machacek
VP Sales & Marketing
20y experience tech sales

Founder of tvtv Data
Services at Sony
Hardware & SAAS for IOT &
Video Streaming



Christoph Stadelers
Advisory Chair
Media C-Level

30+ years marketing and digital
transformation executive
ex-Facebook,
ex-BCG, ex-WPP



Tom Rauhe
CEO, Community
Serial Entrepreneur

14+ Year Entrepreneurial
Experience
Founder Mobalo GmbH
Raised 2.6 Mil €



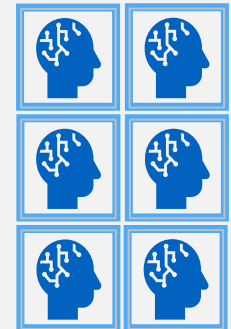
Roman Patzelt
VP Finance
25y experience finance



Johannes Stadelers
Scrum Master
Entrepreneur

Extended Reality Specialist
Co-Founder of 360WeAre
Facebook Spark AR Partner

**Development
Team**



THANK YOU

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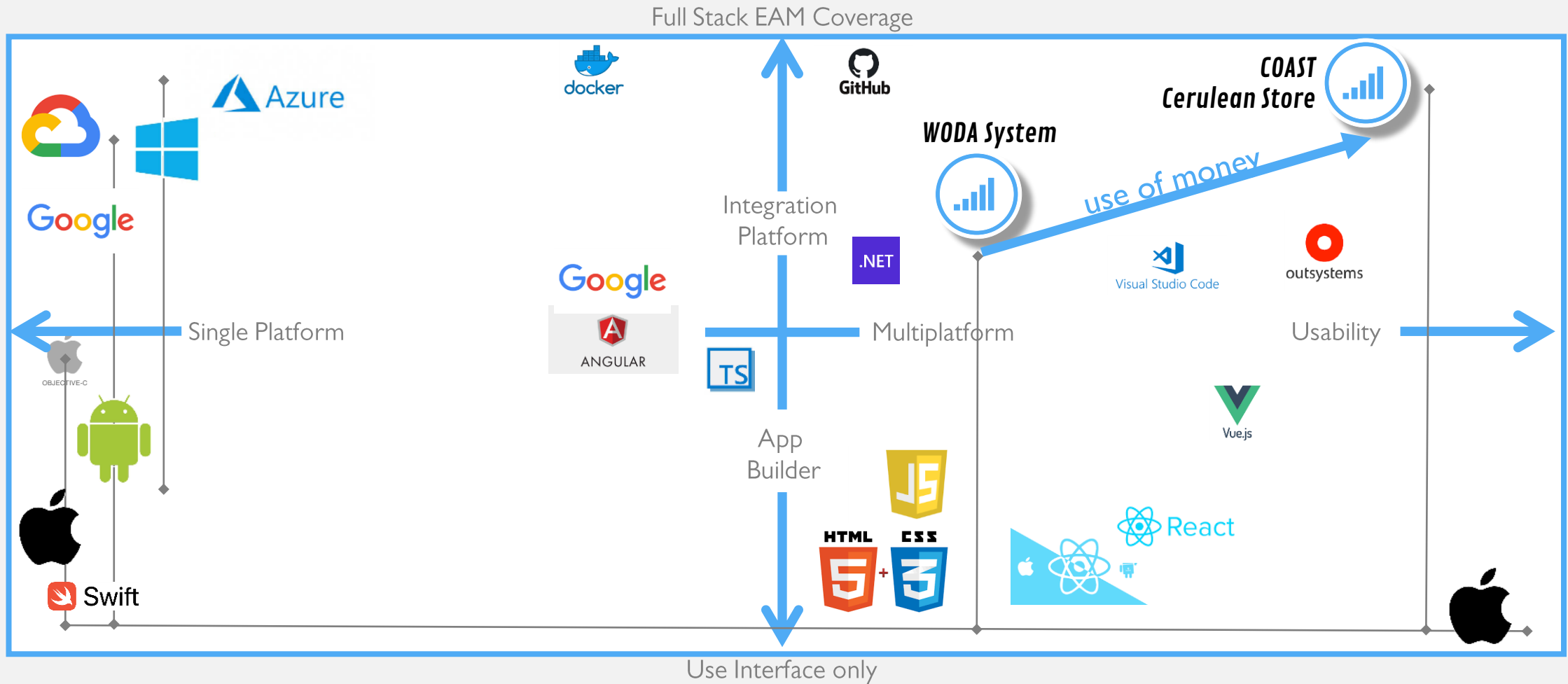
We personally invite you to our office to get a product demo and align on next steps!

Cerulean Circle GmbH, Wittelsbacherplatz 1, 80333 München






Competition is Heavy but Scattered





Feature Comparison

Main Criteria	Linux	Microsoft	Apple	Google	Eclipse	Javascript	
One IDE for all devices		+	-	○	○ (no mobile)	+	++
Mobile	-	○	+	+	-	+	+
Desktop	+	+	+	○	○	○	+
Cross Platform	○	+	-	○	+	++	++
Versioning Support	-	-	-	-	++	+	++
Multi Versioning Support	-	-	-	-	++	○	++
Service Orientation	-	-	-	○	+	--	++
App Store	-	○	+	○	○	-	++
Repository	○	-	-	○	○	+	++
Repository Businessmodel	-	-	-	-	○	-	++
IoT enabling	+	-	-	○	+	○	++
Dynamic	-	○	+	○	++	○	++
Community Currently	++	+	++	○	○	+	--



Revenue Split

