

ELTEXIR

THE AUTOMOTIVE INDUSTRY

HAS REACHED A PEAK IN INNOVATION

AUTOMOTIVE TECH



CANNOT KEEP UP
WITH CONSUMER
EXPECTATIONS

NEW PLAYERS



ARE FASTER 2 MARKET
DUE TO
LESS REGULATION

SUPPLY CHAINS



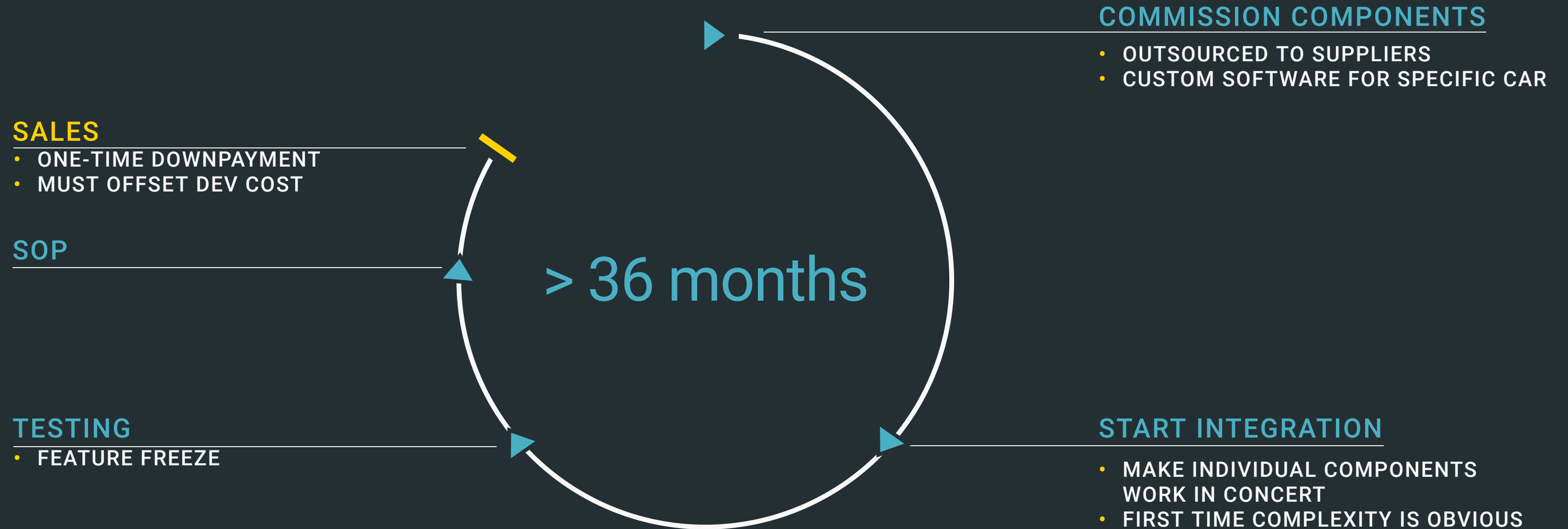
LEAD TO
OVERCOMPLICATED
PROCESSES

STEADY INNOVATION



HINDERED BY
LONG
LEAD TIMES

TODAY'S VEHICLE DEVELOPMENT CYCLES ARE LONG AND INFLEXIBLE



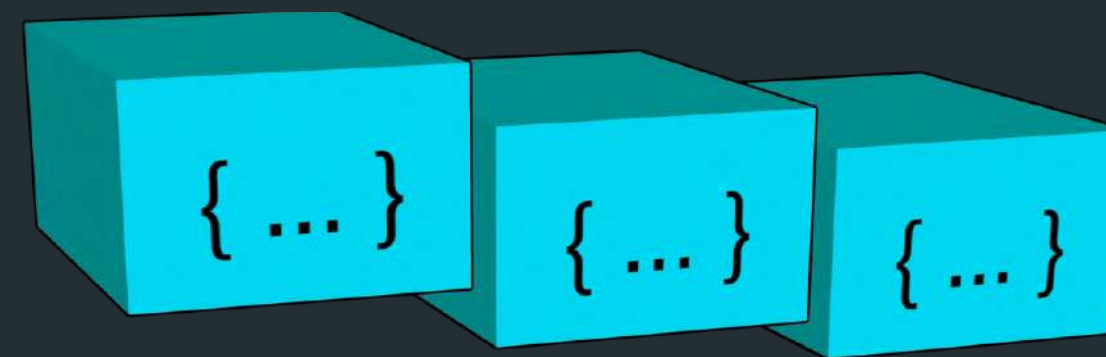
WE NEED TO **BREAK** THE CYCLE WITH A COMPLETELY DIFFERENT APPROACH



ELEXIR'S RADICALLY SIMPLE APPROACH

FUNCTIONS

APPLICATIONS - ENABLED BY US



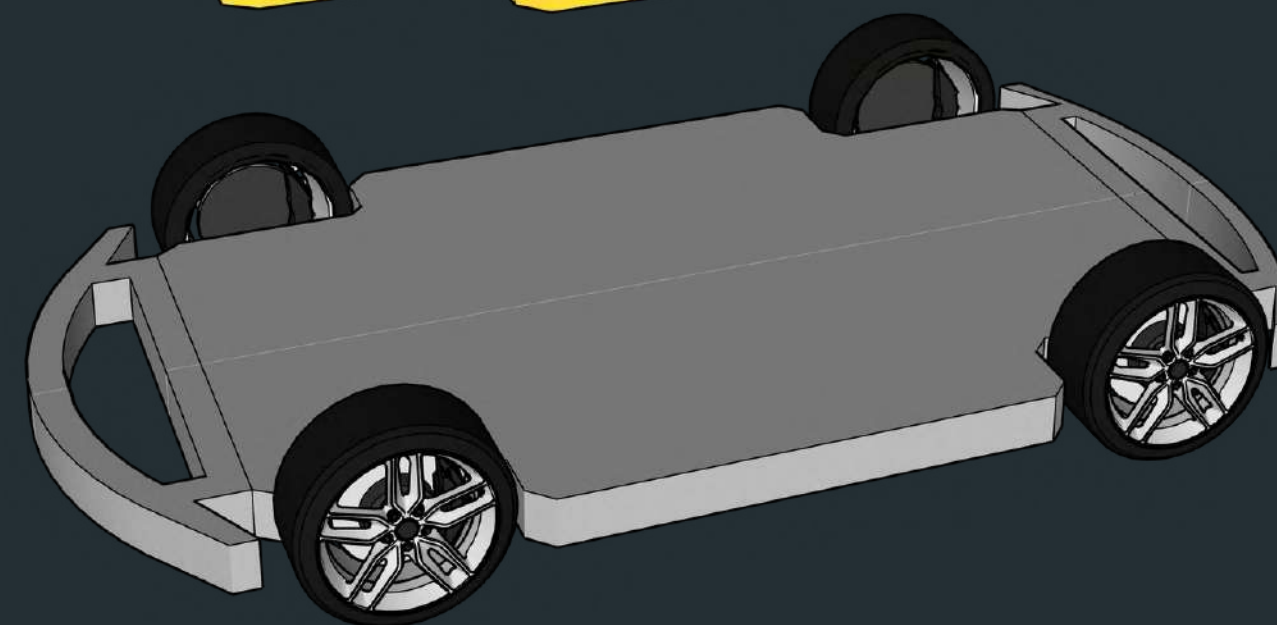
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SOFTWARE PLATFORM

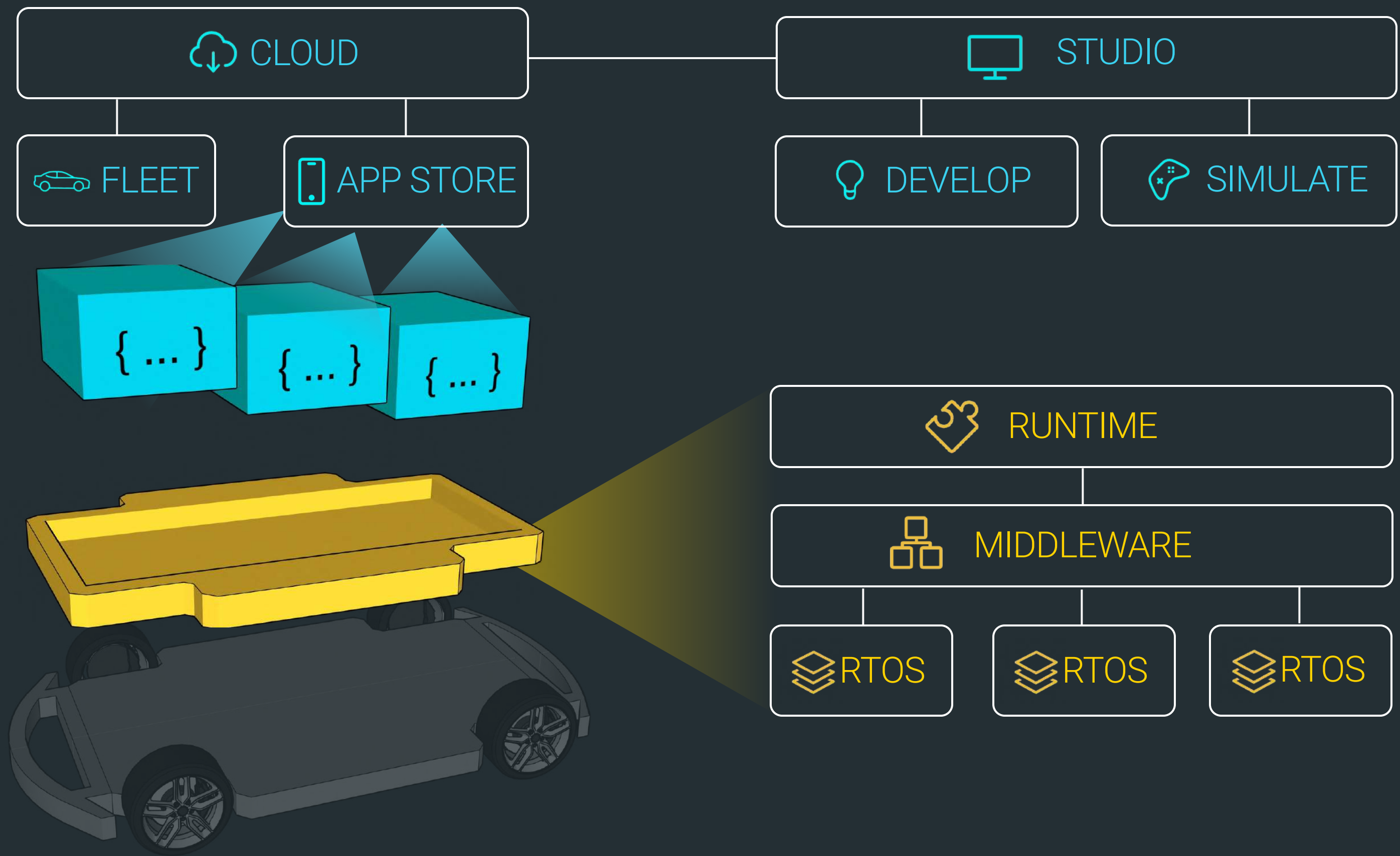


THE VEHICLE

HARDWARE PLATFORM



THE PILLARS OF OUR HOLISTIC PRODUCT



AN ALL-IN-ONE SOLUTION

THAT REINVENTS HOW VEHICLE SOFTWARE IS DESIGNED, DEVELOPED AND MAINTAINED.

**MUCH SHORTER
LEAD TIMES**



NO MORE WAITING
FOR EXTERNAL CODE

**SAFE & SECURE
BY DESIGN**



FOCUS ON WHAT
MATTERS

**NO OUTDATED
TECHNOLOGY**



START TESTING &
IMPROVING IMMEDIATELY

**PROGRAM LIKE
A SMARTPHONE**



THINK FEATURES
NOT DETAILS

**INTERCONNECTED
BY DESIGN**



CROSS-DEVICE
CROSS-VEHICLE
CROSS-BRAND

WE ARE UNIQUE IN OUR FIELD

WE CREATE THE **NEW STANDARD** FOR SECURITY, SCALABILITY AND USABILITY

WE MAKE VEHICLES **SUSTAINABLE** THROUGH APP-BASED INNOVATION

WE ARE **CROSS-VEHICLE & CROSS-BRAND**

ELEXIR

WE DEVELOP THE FUTURE

THEY DEVELOP FOR NOW.



Apex.AI

brose

OS

OS

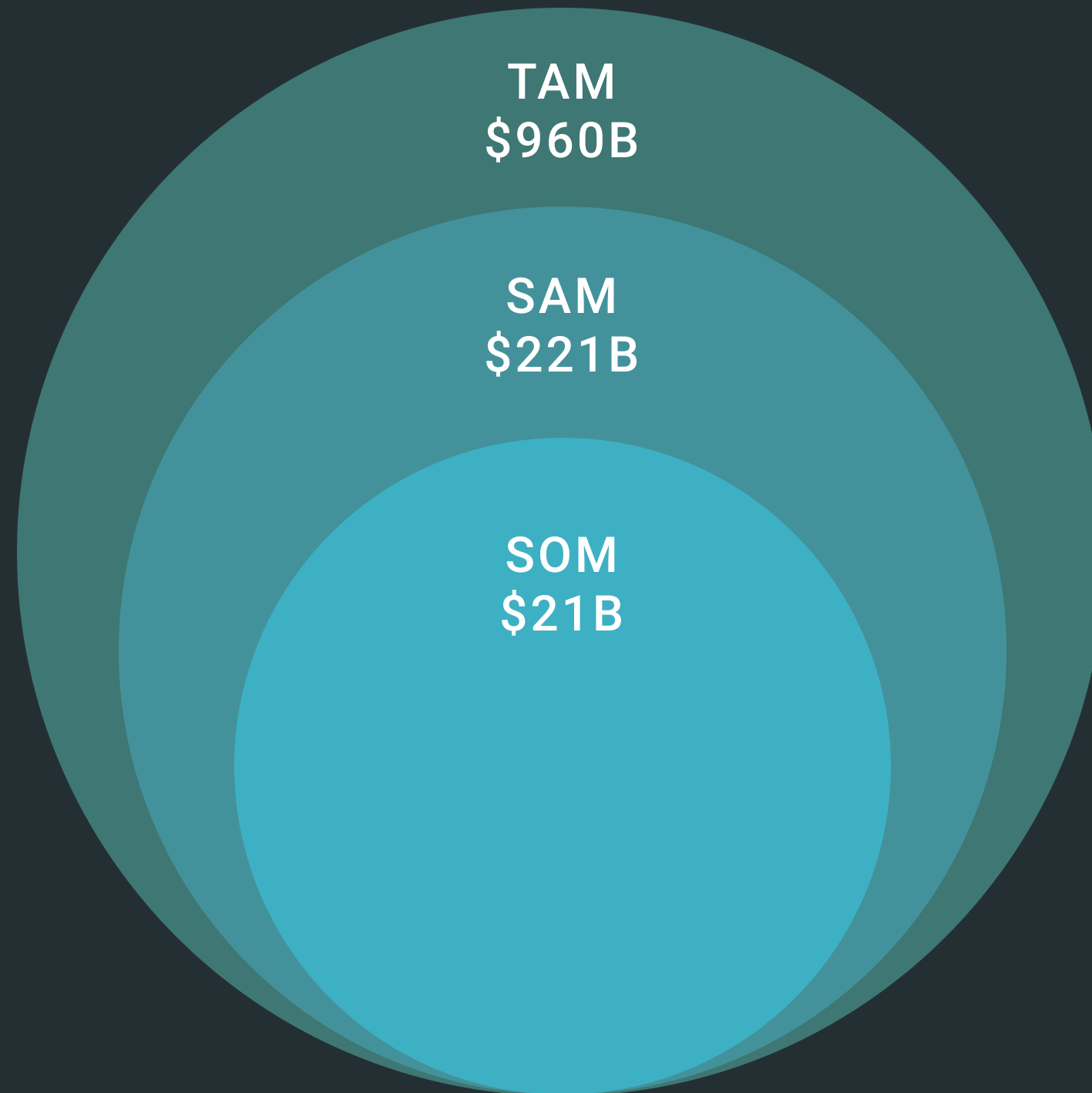
OS

OS

OS

MARKET

**GROWTH OF 7% PER YEAR IN
AUTOMOTIVE SOFTWARE INDUSTRY**



2021: 30% of profit is software

EU Market first

EV market share ↗ will dramatically increase

*Source: McKinsey, Roland Berger

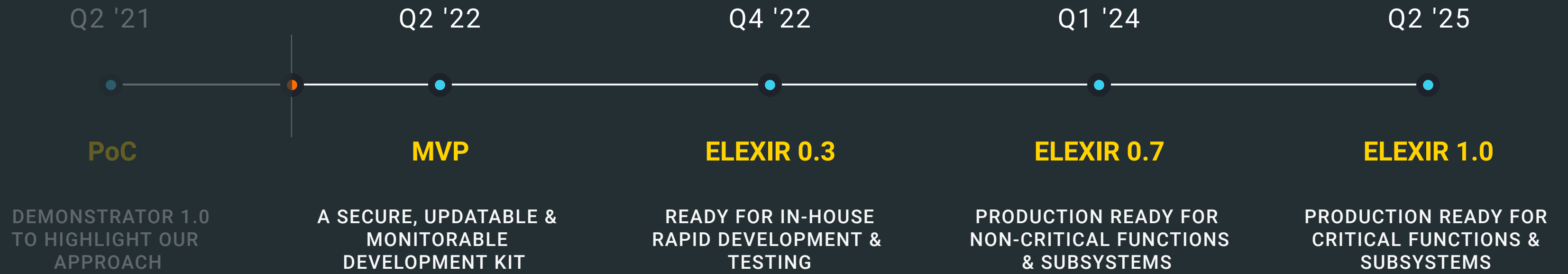
BUSINESS MODEL

	ELEXIR STUDIO	ENTERPRISE STUDIO	ELEXIR BESPOKE**
HARDWARE DEV KIT*	✓	✓	
PAY PER-DEVELOPER	✓	✓	
DEVICE DEPLOYMENT	✓	✓	
DEVICE MANAGEMENT	✓	✓	
VIRTUAL TESTING	✓	✓	
OTA UPDATES	✓	✓	
RUNTIME FLATRATE		✓	
FLEET MANAGEMENT		✓	
APP STORE		✓	
CUSTOM HARDWARE			✓
CUSTOM APPS			✓
CUSTOM APP STORE			✓
	ANNUAL FEE	ANNUAL + FIXED FEE	PRICE ON REQUEST

*OPTIONAL FOR AN UPFRONT PAYMENT

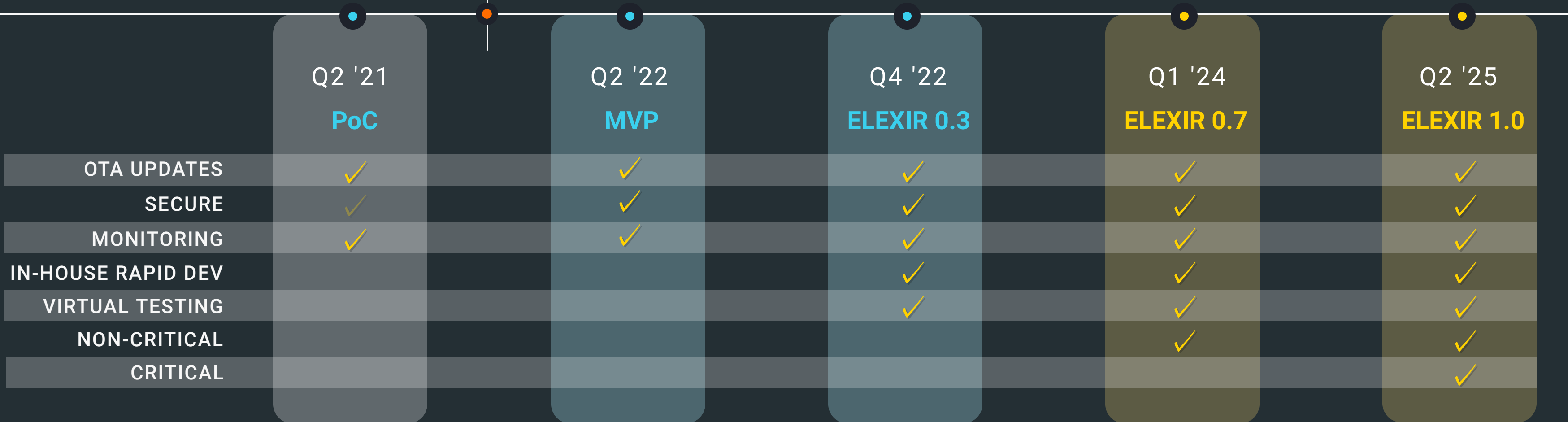
**PACKAGE ONLY FOR PROJECTS WITH ENTERPRISE CUSTOMERS

GTM STRATEGY



GTM STRATEGY

YOU ARE HERE



CONVERTED REAL CAR WITH ELEXIR TO SHOWCASE OUR APPROACH

DEVELOPMENT
PRODUCTION

OUR TEAM

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PRODUCT
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Anirudh Upadhy



Sebastian Zuschlag





SMALL SERIES PRODUCTION

- OTA UPDATES
- CONNECTIVITY
- FLEET & DEVICE MANAGEMENT



DRIVE TRAIN PLATFORM

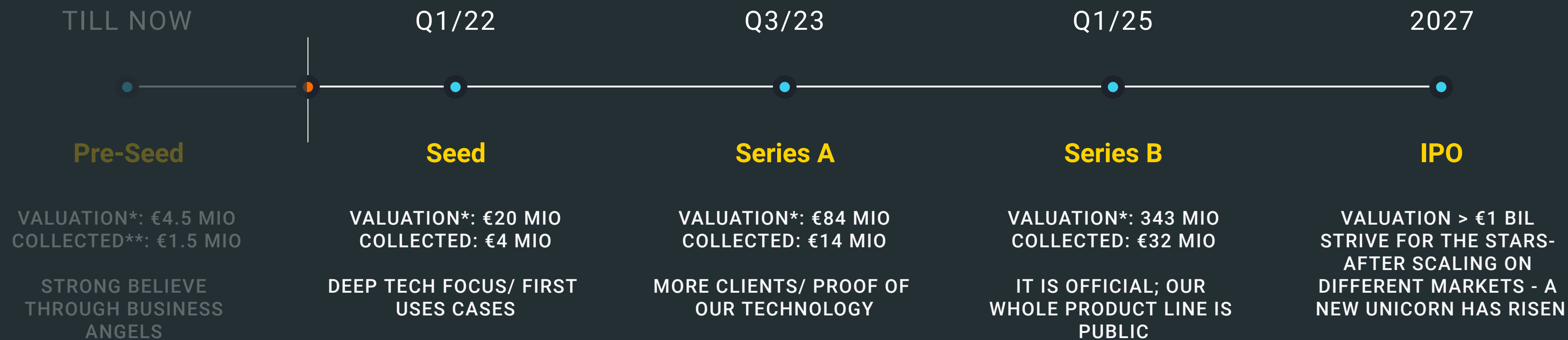
- OTA UPDATES
- RAPID SOFTWARE PROTOTYPING
- SECURE DEVELOPMENT



CAR MAKERS

- HIDDEN POC
- VERTICAL INTEGRATION
- CUSTOMISED APP STORE

OUR ROAD TO UNICORN



* PRE MONEY VALUATION
** VIA GRANT AND BUSINESS ANGEL INVEST

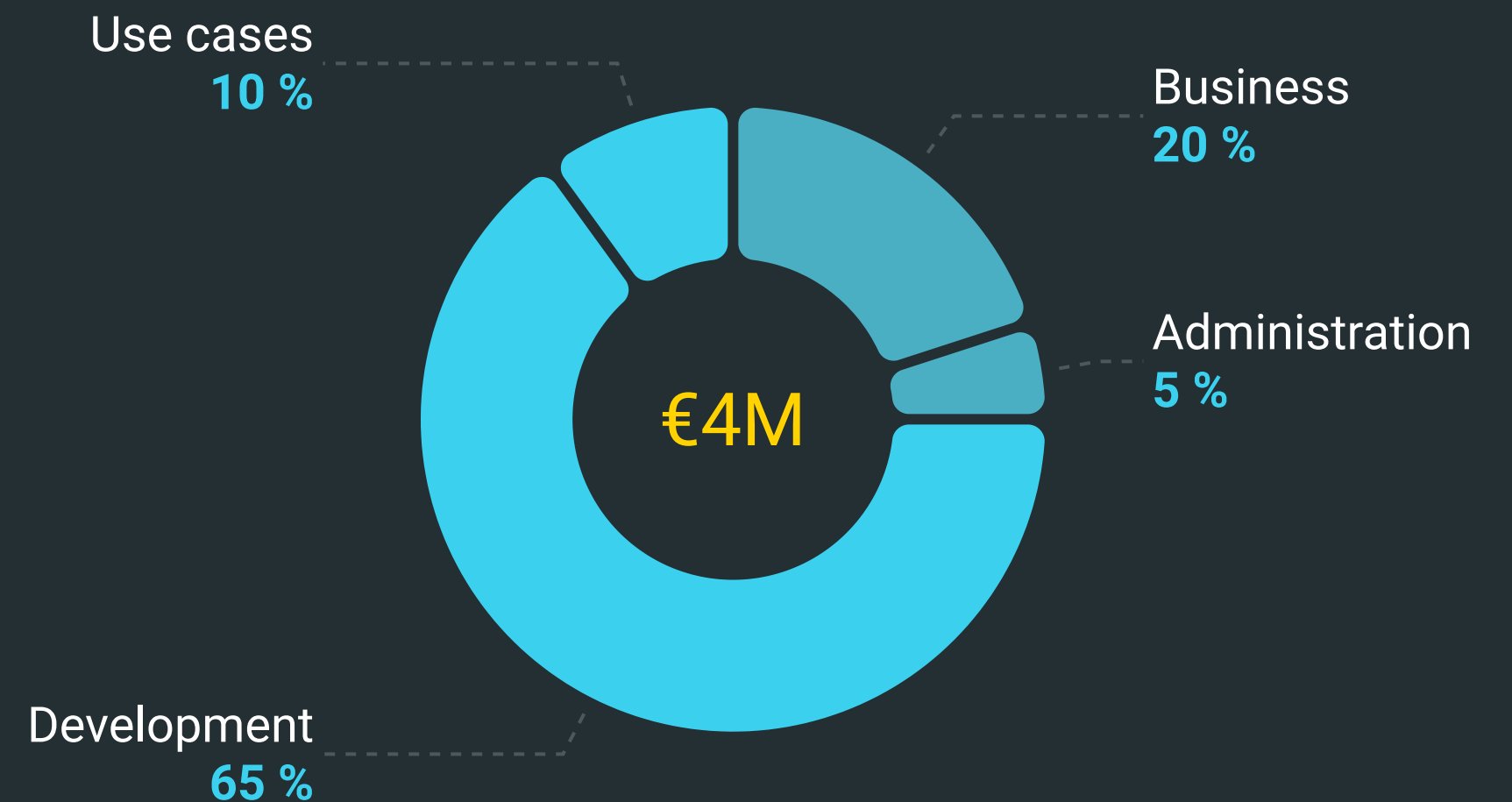
WE ARE RAISING € 4 M

We'll use the money for

- Product development
- First use cases with partners
- Increase our operational strength
- Expansion to 2nd office

We strive for investors that are

- Helping us grow and professionalize
- Strategical
- Networked to industry/use cases
- Potent enough for next rounds



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