



KATANA

Direct-To-Consumer (D2C) Manufacturing Opportunity

55%
of shoppers prefer to **shop directly** with brand manufacturers over retailers

Astound Commerce Insights 2017

48%
of manufacturers are building **DTC channels**

LCP & Cranfield 2017
Economist 2018

DTC manufacturers expected to **grow 18%**
p.a. for the next **5 years**

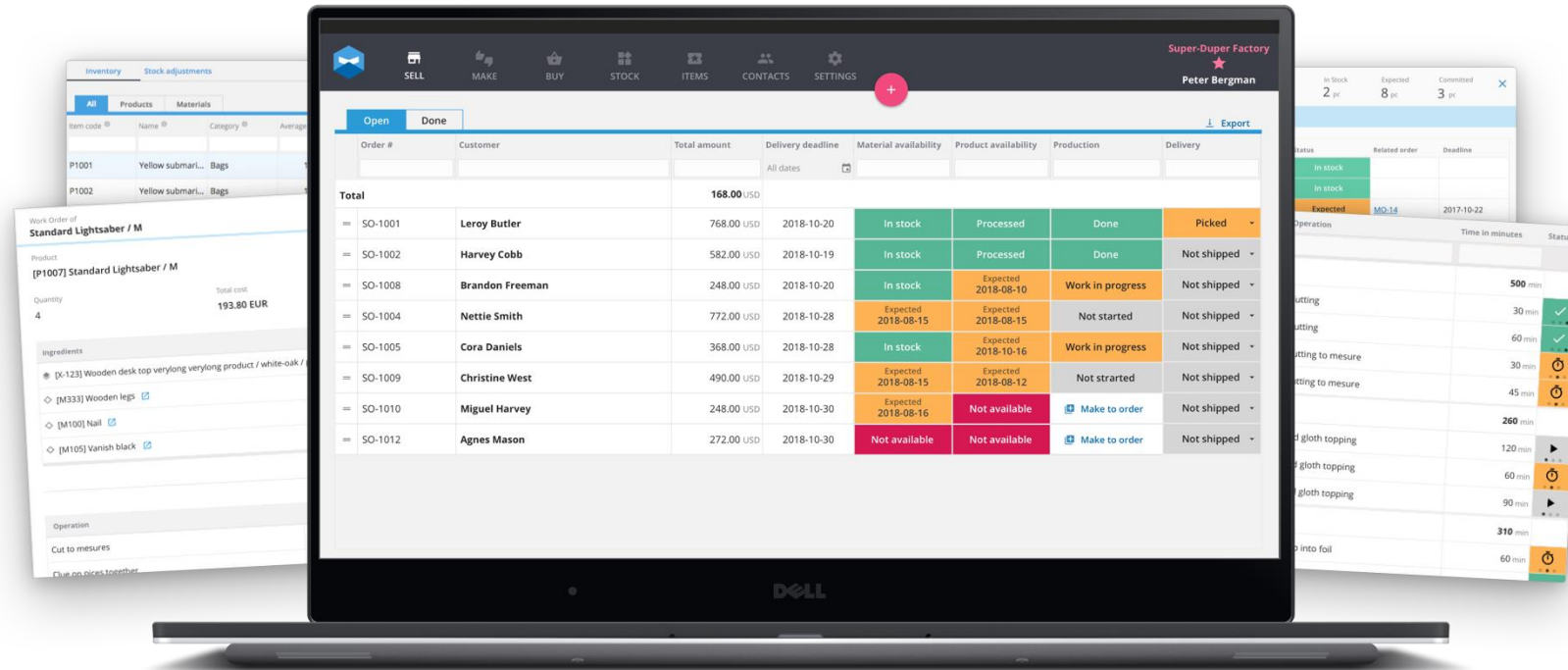
Forrester 2019



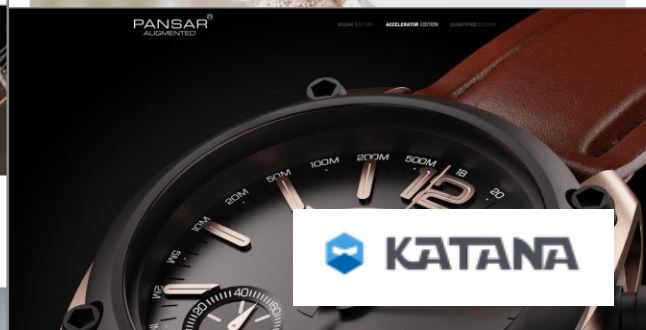
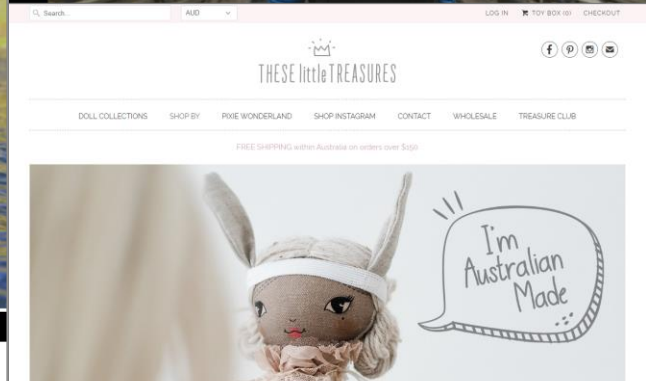
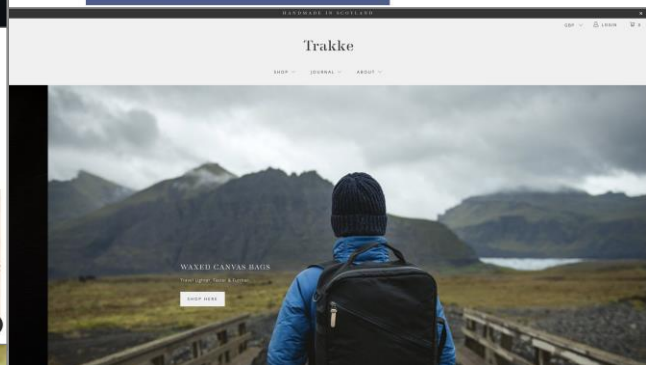
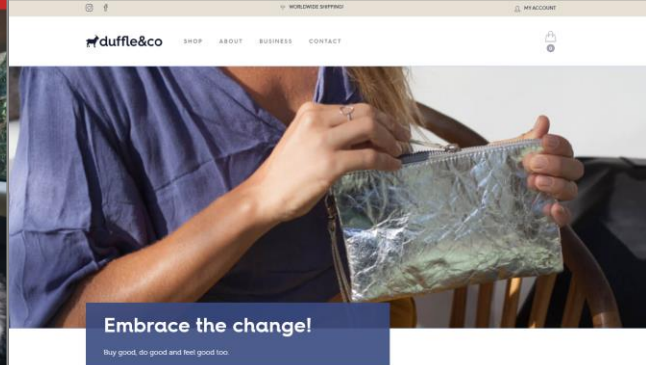
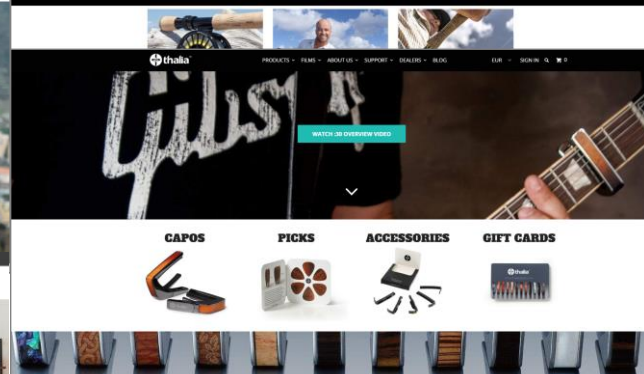
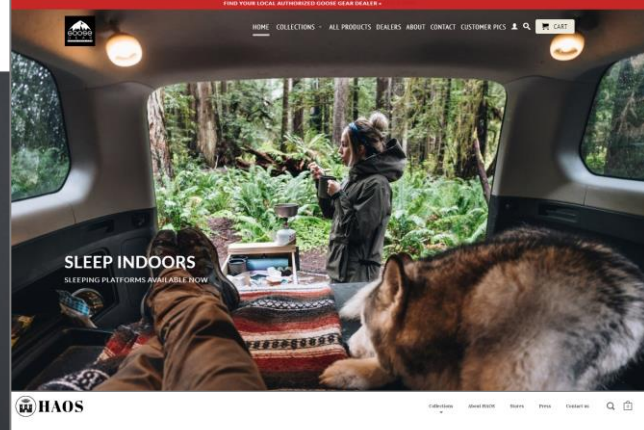
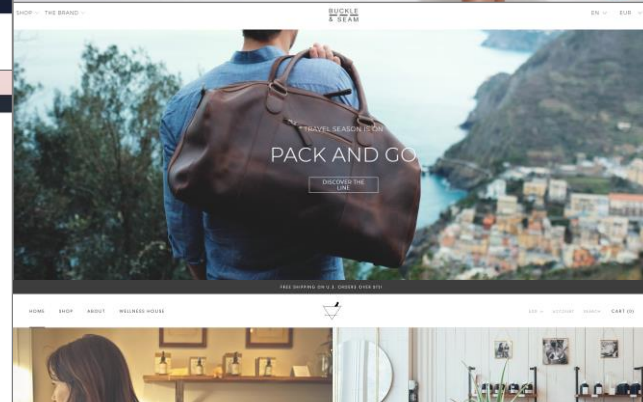
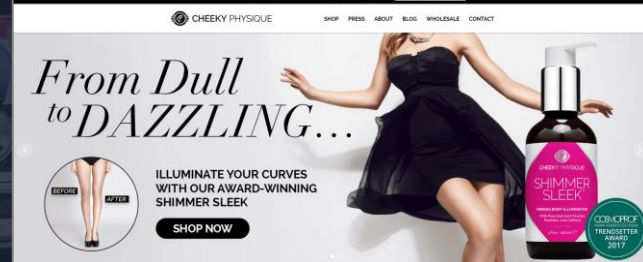
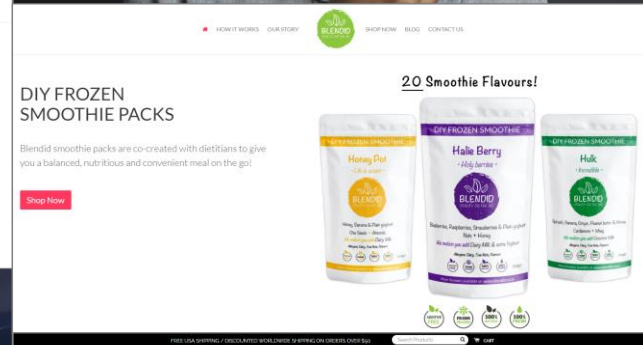
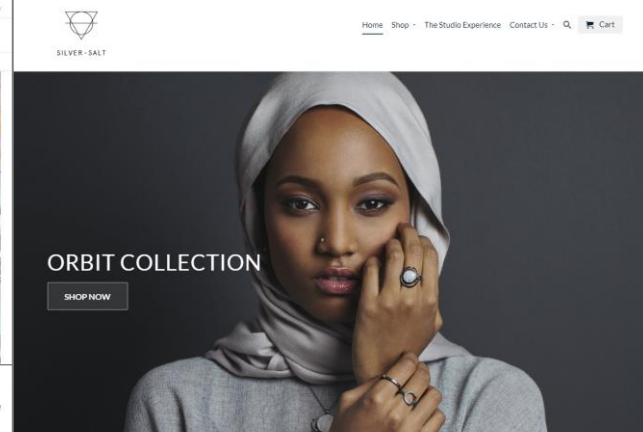
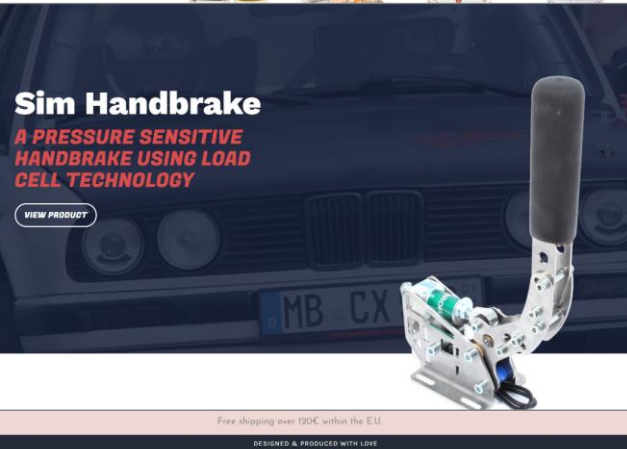
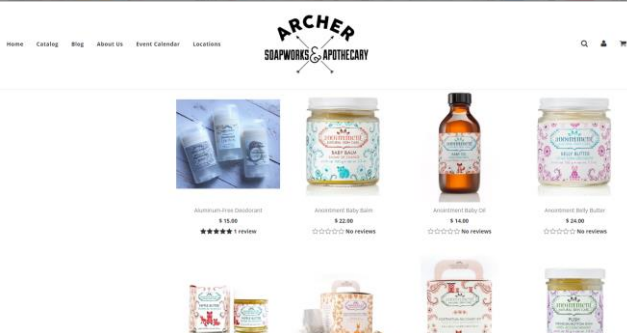
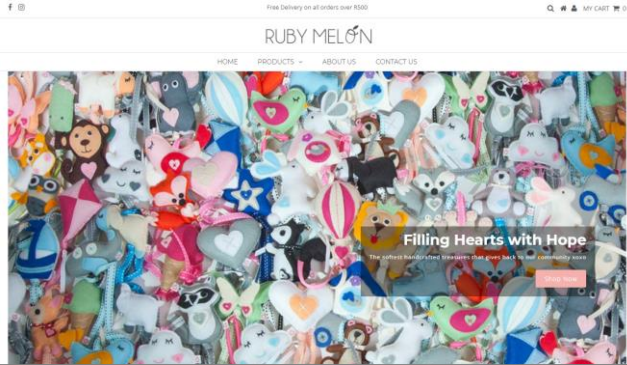
- The rise of the D2C/DTC channel is creating a large new market of SMB brands who need software to run their manufacturing operation
- Existing MRP/MES providers do not support make-to-order workflows, lack integrations, open API-s and user-friendly UIs
- Manufacturing software market today resembles the CRM software market pre-Salesforce

Manufacturing software market to be disrupted by modern SaaS platforms supporting D2C manufacturing

We built the first **Smart Manufacturing SaaS**



Initial traction from workshops selling on
 **shopify**
... and now moving upmarket towards SME



Katana Smart Manufacturing ERP for SMEs

680 factories/workshops
as paying customers
(2021 January)

USD 1.3m ARR
(2021 January)

4.5X growth in MRR
(2020 y-o-y)

#1 manufacturing app on
Shopify Appstore

60% customers
from North-America

65% customers
self-onboard

USD 16m raised
(angel + seed + A-round)

B round target H1 2023:
USD 5m+ ARR

Vision: **#1** SME
manufacturing platform globally



Micro & SME manufacturers mastering tons of **spreadsheets** to run their **workshops**



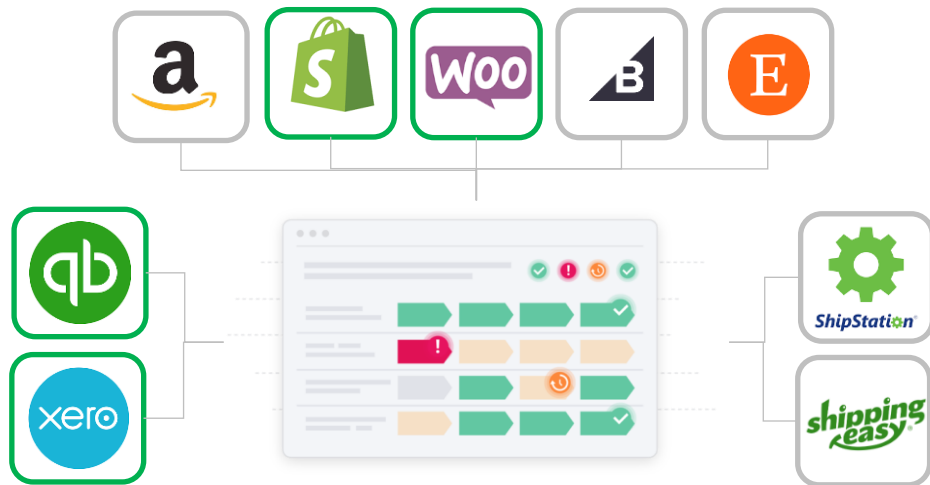
Low efficiency



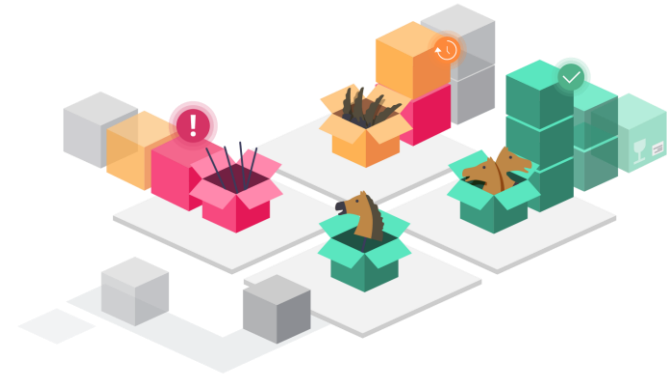
Missed sales



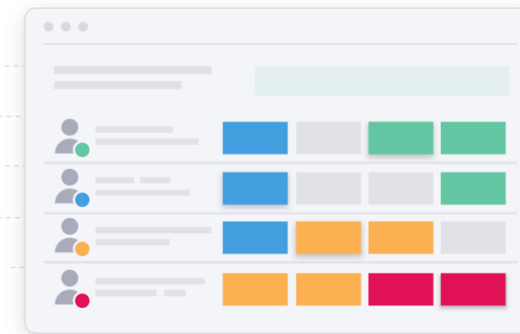
Bad customer experience



Integrated with your favourite **sales channels**,
accounting and **shipping platforms**



Inventory management from **raw materials**
to **ready-made goods**



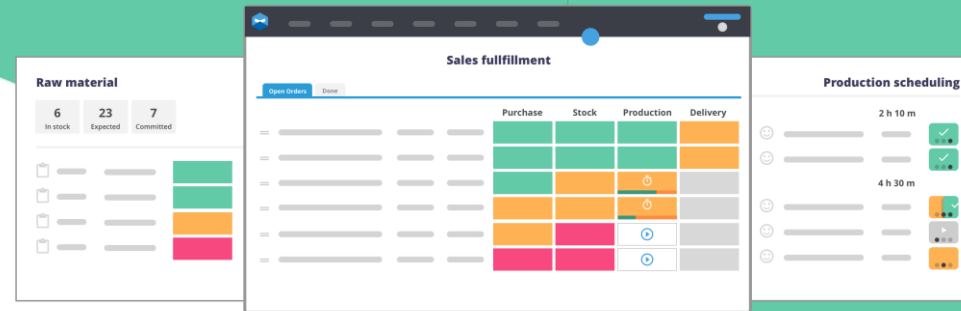
Manufacturing floor-level control

Micro
1 - 15

Small
15 - 50

Medium
50 - 200

Enterprise
200 +



Smart Manufacturing Software



Market entry via D2C manufacturers
Expanding to B2B manufacturers moving to cloud

20 million manufacturers globally

~10% manufacturers already selling direct-to-consumer

Expected to **double in 4 years** (Forrester on D2C Brand Growth)



1.5m+ stores

100k+ manufacturers

*Integration available,
Appstore listing since
March 2019*



2m+ stores

50k+ manufacturers

*Integration available since
September 2019*



€ 10+ billion potential market

D2C and B2B manufacturing combined



Manufacturing ERP/MRP for SME

No or limited D2C / MTO workflow support
Often outdated UI/UX | Self-onboarding not supported



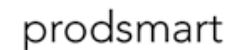
Inventory management as SaaS

No or very limited manufacturing support



ERP/MRP systems for Large/Enterprise

Often no or limited cloud support | Expensive
Workflows and integrations do not support D2C



Modern MES platforms for SME

Floor level and machine data focus



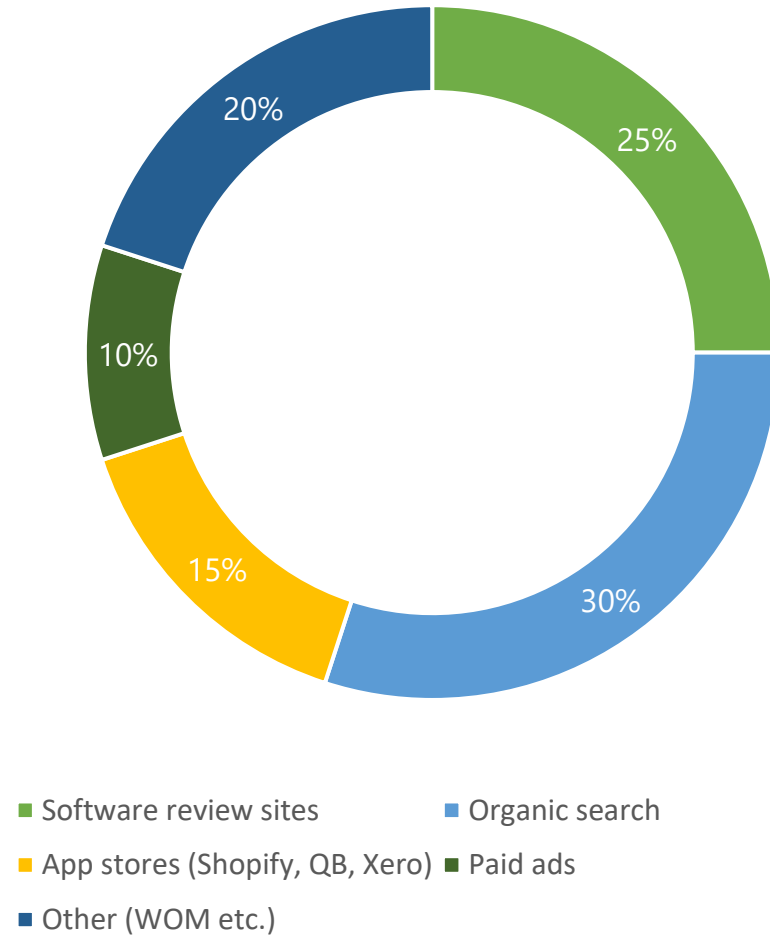
Excel / Google sheets

Starting point for most of our customers

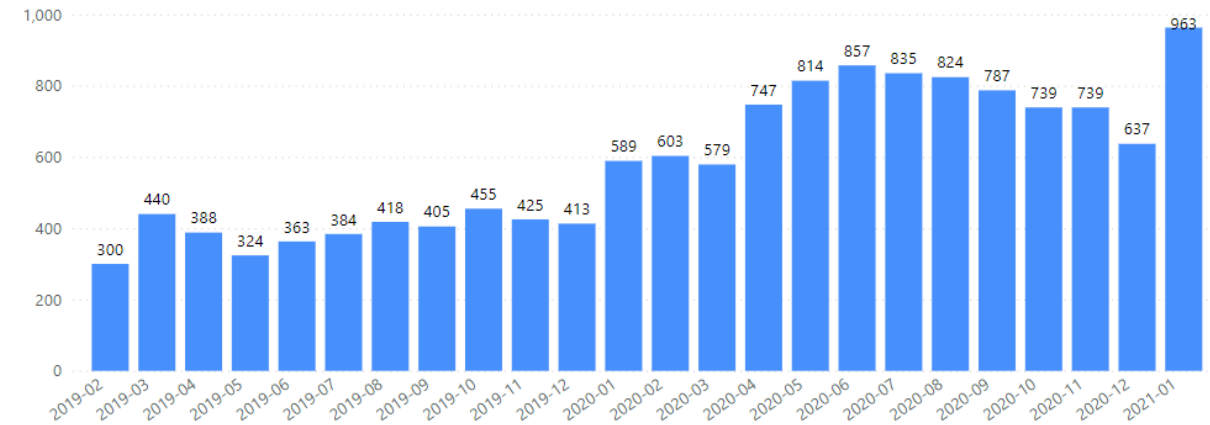
680 factories as paying customers



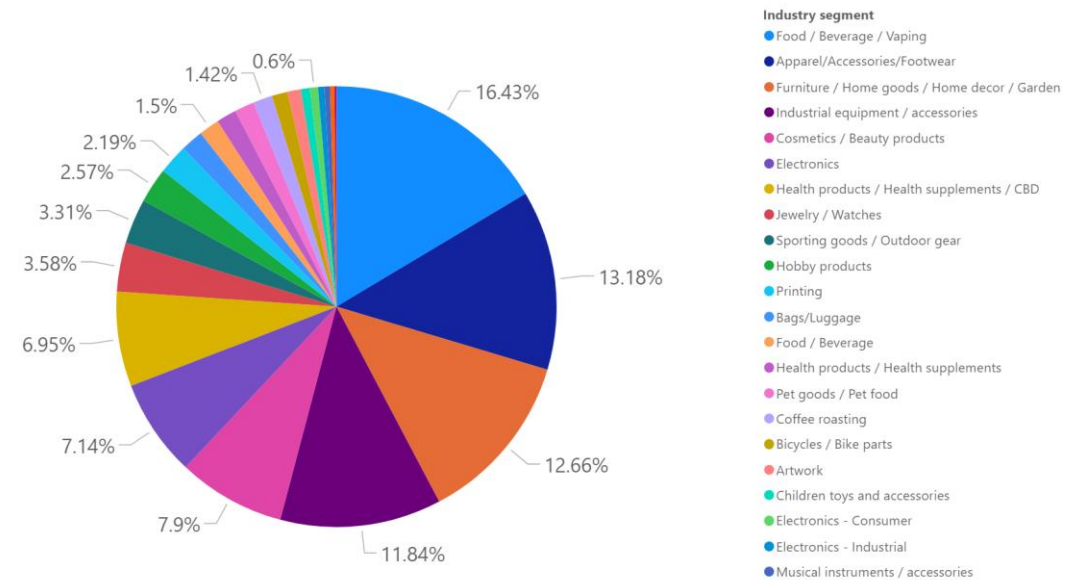
Signups by channel



Number of signups per month



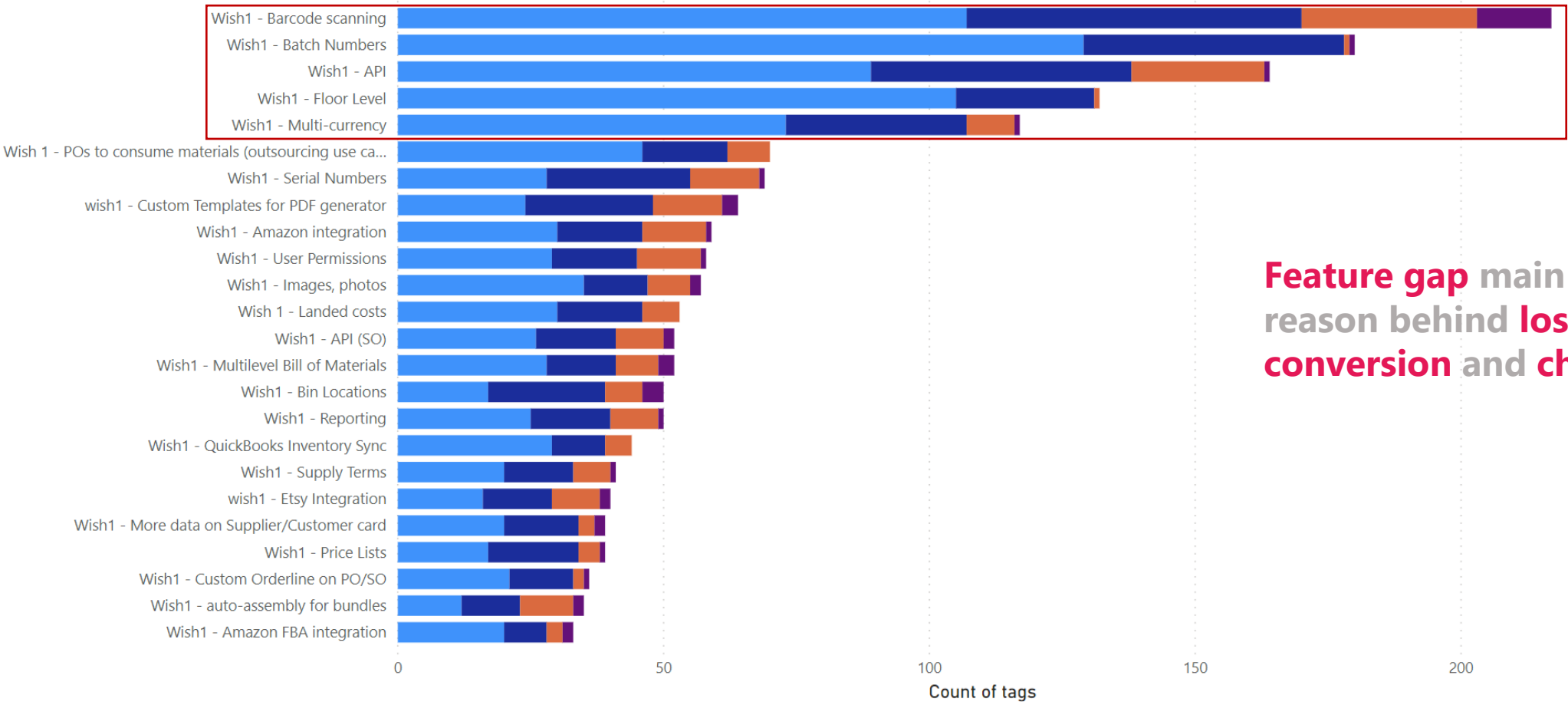
Industries



Missing key features: number of factories in the waiting list

Count of wish tags by tag and age

name 180-360 days 90-180 days 30-90 days Last 30 days



→ PRO package

Feature gap main reason behind lost conversion and churn

Team

Kristjan Vilosius

CEO, co-founder

Investor & co-founder in several manufacturing companies

Priit Kaasik

CTO, co-founder

ex.    Microsoft

Hannes Kert

CCO, co-founder

ex.   KEYSTONE ADVISERS

Marketing

5 people

ex.   TransferWise

Developers

17 people

ex.    Microsoft

Customer success

9 people

ex.  

Product & design

5 people

ex.  

Mid-term target

#1 SaaS for SME manufacturers globally

Monthly ARPA:

>500 \$

LTV:

>10 000 \$

Paying customers:

> 15 000 

ARR:

>100 mil \$

Long-term vision

#1 Manufacturing platform globally

API-first approach

Challenge the Manufacturing ERP Enterprise segment

