



KATANA

Direct-To-Consumer (D2C) Manufacturing Opportunity

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

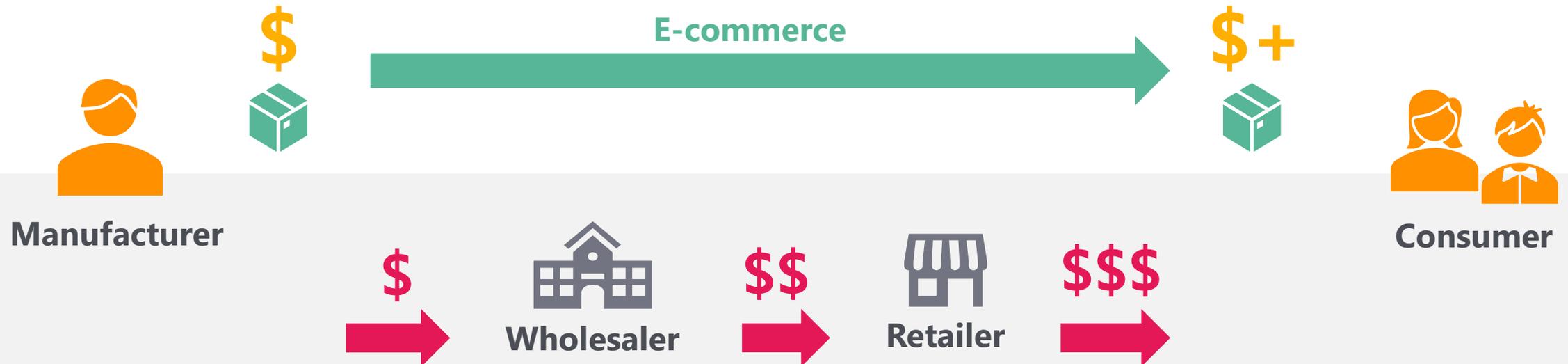
Astound Commerce Insights 2017

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**

The main dashboard table displays the following data:

Order #	Customer	Total amount	Delivery deadline	Material availability	Product availability	Production	Delivery
Total		168.00 USD					
SO-1001	Leroy Butler	768.00 USD	2018-10-20	In stock	Processed	Done	Picked
SO-1002	Harvey Cobb	582.00 USD	2018-10-19	In stock	Processed	Done	Not shipped
SO-1008	Brandon Freeman	248.00 USD	2018-10-20	In stock	Expected 2018-08-10	Work in progress	Not shipped
SO-1004	Nettie Smith	772.00 USD	2018-10-28	Expected 2018-08-15	Expected 2018-08-15	Not started	Not shipped
SO-1005	Cora Daniels	368.00 USD	2018-10-28	In stock	Expected 2018-10-16	Work in progress	Not shipped
SO-1009	Christine West	490.00 USD	2018-10-29	Expected 2018-08-15	Expected 2018-08-12	Not started	Not shipped
SO-1010	Miguel Harvey	248.00 USD	2018-10-30	Expected 2018-08-16	Not available	Make to order	Not shipped
SO-1012	Agnes Mason	272.00 USD	2018-10-30	Not available	Not available	Make to order	Not shipped

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

Free Delivery on all orders over \$50

RUBY MELON

HOME PRODUCTS ABOUT US CONTACT US

Filling Hearts with Hope

The online marketplace for people that give. It's for your charity cause.

SHOP NOW

ARCHER SOAPWORKS & APOTHECARY

Home Catalog Blog About Us Event Calendar Locations

Aluminium-Free Deodorant \$ 15.00

Assessment Baby Balm \$ 22.00

Assessment Baby Oil \$ 14.00

Assessment Baby Butter \$ 24.00

Shop Now

Sim Handbrake

A PRESSURE SENSITIVE
HANDBRAKE USING LOAD
CELL TECHNOLOGY

VIEW PRODUCT

Free shipping over 120€ within the EU

DESIGNED & PRODUCED WITH LOVE

SHOKO

Search

New in Clothes Bags Accessories Exclusive Sale Shop Points About Us Account

MOWGLI

SILVER SALT

Home Shop The Studio Experience Contact Us

ORBIT COLLECTION

SHOP NOW

DIY FROZEN SMOOTHIE PACKS

Blendit smoothie packs are co-created with dietitians to give you a balanced, nutritious and convenient meal on the go.

20 Smoothie Flavours!

Shop Now

CHEEKY PHYSIOUE

SHOP PRESS ABOUT BLOG WHOLESALE CONTACT

From Dull to DAZZLING...

ILLUMINATE YOUR CURVES WITH OUR AWARD-WINNING SHIMMER SLEEK

SHOP NOW

TRAVEL SEASON IS HERE

PACK AND GO

Shop

WELLNESS HOUSE

SLEEP INDOORS

SLEEPING PLATFORMS AVAILABLE NOW

HAOS

Table lights

MAKO FLY REELS

BY JACK CHARLTON

THE PRECISION INSTRUMENT FOR FLY FISHING

thalia

PRODUCTS FEMS ABOUT US SUPPORT DEALERS BLOG EUR SKIN & B

CAPOS PICKS ACCESSORIES GIFT CARDS

duffle&co

SHOP ABOUT BUSINESS CONTACT

Embrace the change!

Buy good, do good and feel good too.

Trakke

WAKED CANVAS BAGS

Your gear. Your future.

SHOP DESIGNS

THESE little TREASURES

DOLL COLLECTIONS SHOP BY PIXIE WONDERLAND SHOP INSTAGRAM CONTACT WHOLESALE TREASURE CLUB

FREE SHIPPING within Australia on orders over \$50

I'm Australian Made

PANSAR AUGMENTED

KATANA

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



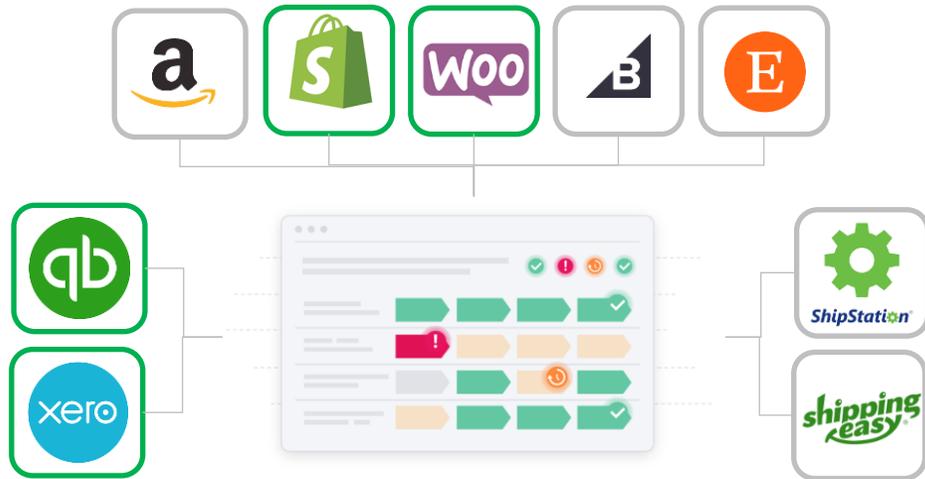
Micro & SME manufacturers mastering tons of **spreadsheets** to run their **workshops**



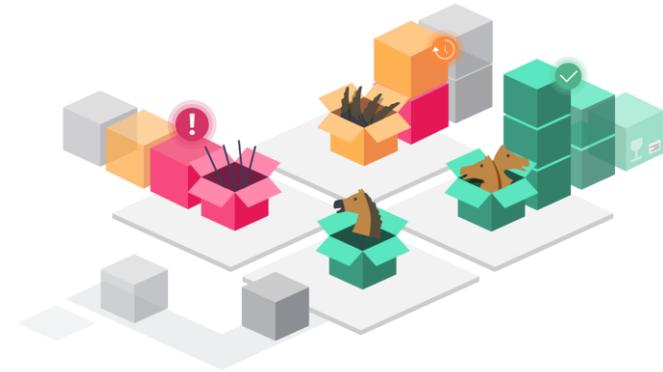
☹️ **Low efficiency**

☹️ **Missed sales**

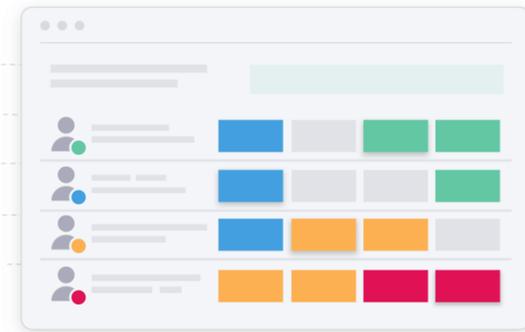
☹️ **Bad customer experience**



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



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



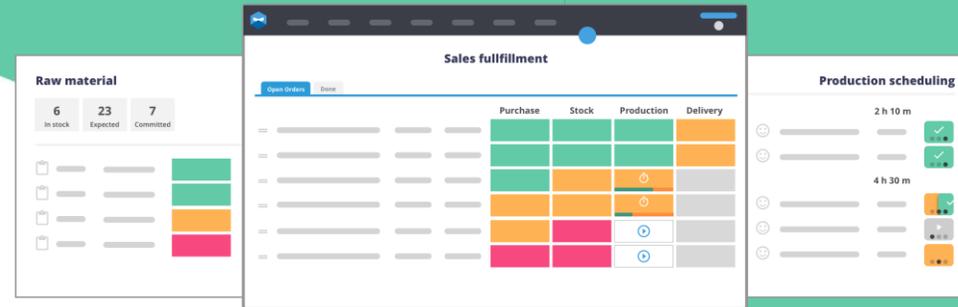
Manufacturing floor-level control

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



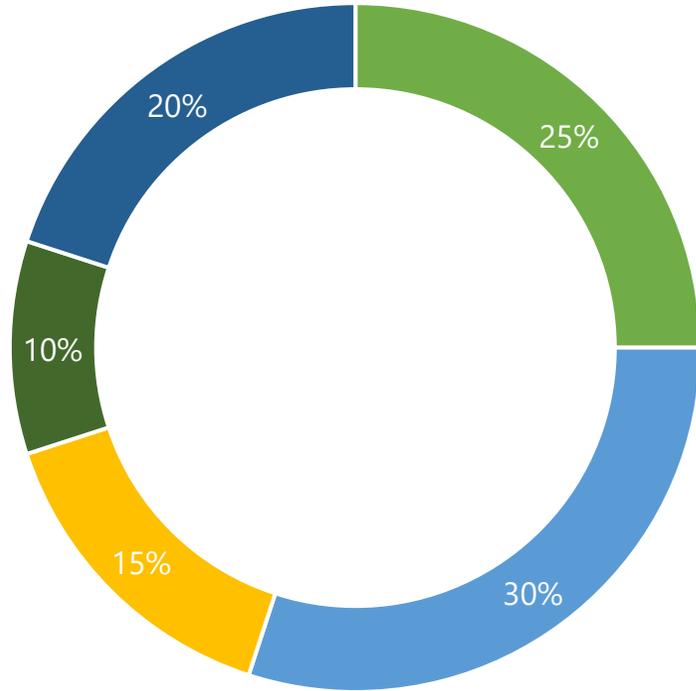
Excel / Google sheets

Starting point for most of our customers

680 factories as paying customers

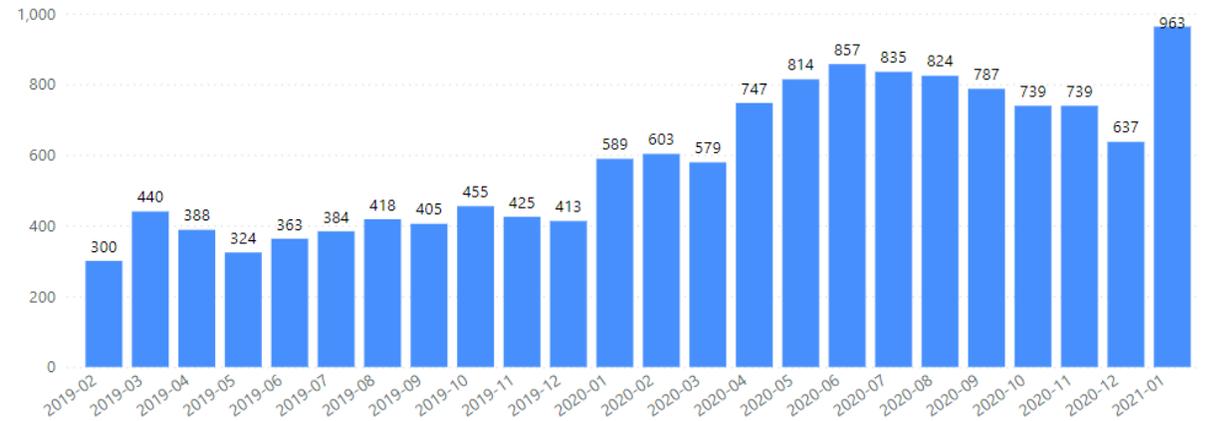


Signups by channel

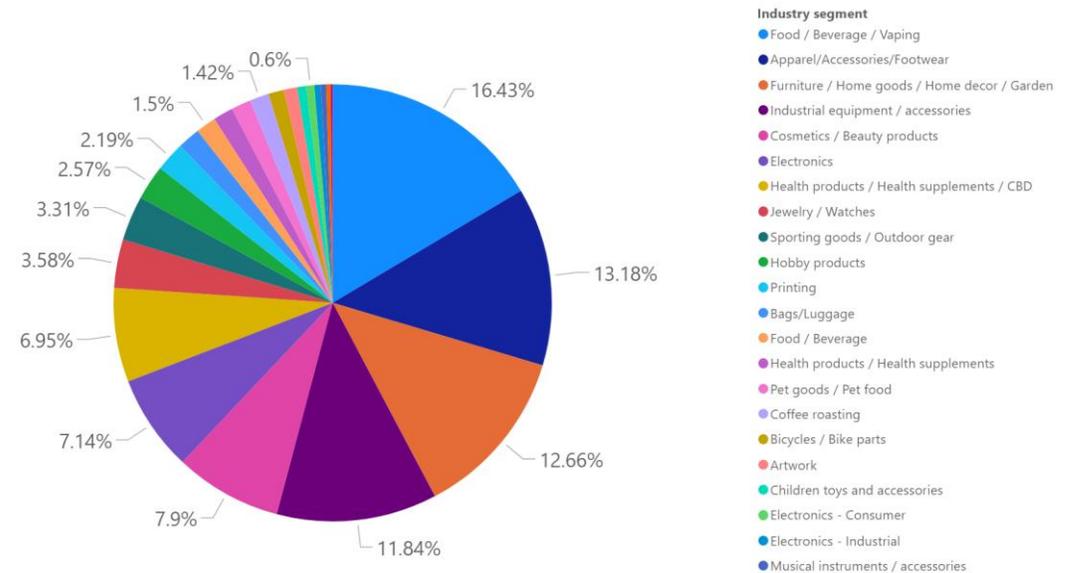


- Software review sites
- Organic search
- App stores (Shopify, QB, Xero)
- Paid ads
- Other (WOM etc.)

Number of signups per month



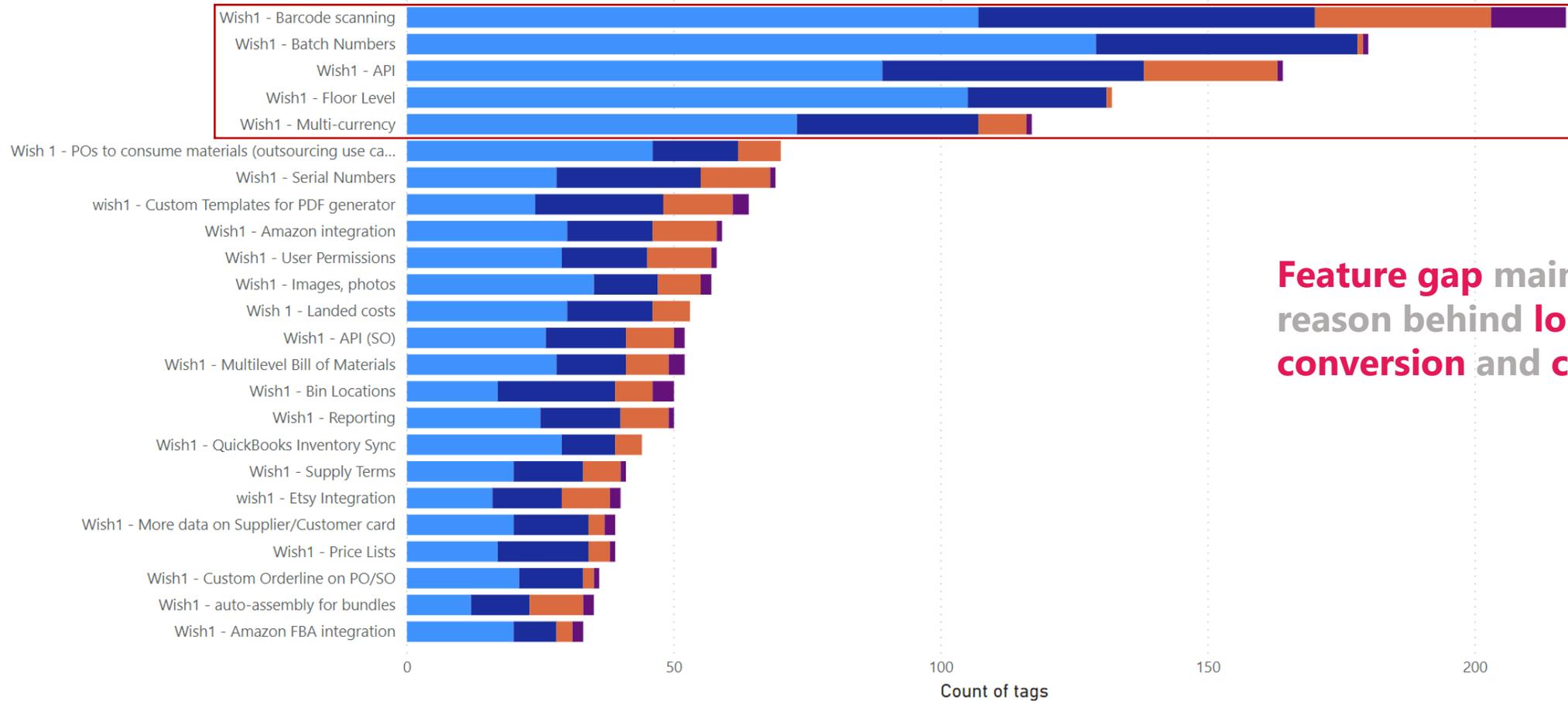
Industries



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

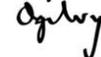
Hannes Kert

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

