ProductHub

The world's product data platform!

Revolutionising Global Product Data Management

Investor Pitch Deck 2024
Confidential and Proprietary

The Global Product Data Challenge

In today's complex global marketplace, businesses struggle with managing vast amounts of product data across multiple platforms. This fragmentation results in inconsistencies, errors, and inefficiencies that affect all parties in the supply chain, from manufacturers and distributors to retailers.

These issues lead to delays, miscommunication, and a loss of trust due to unreliable or incomplete product information. Addressing this challenge is critical for improving efficiency and building trust throughout the entire supply chain.

The Global Product Data Challenge

Key Issues:

- Fragmented global product ecosystem
- Inconsistent product information across channels
- Inefficiencies in supply chain management
- Difficulty in accessing reliable product information for consumers

Impact on Stakeholders:

- Manufacturers/Suppliers: Increased operational costs, compliance risks
- Distributors: Shipping errors, inefficient routing
- Retailers: Inventory mismanagement, lost sales opportunities
- Consumers: Misinformed purchasing decisions, lack of trust

What is ProductHub?

The Heart of Product Data Management

At its core, ProductHub aggregates data from various sources, using AI and user inputs to maintain an accurate and evolving dataset.

Our proprietary search engine is data-driven, delivering unbiased results. By sharing data with other search engines, we drive users back to ProductHub for the most complete and reliable information.

Our SaaS subscription model ensures that all stakeholders benefit from consistent and enriched product data.

Additionally, we provide tools and plugins that companies can integrate into their websites, enhancing their digital capabilities. These added incentives encourage companies to join our platform, driving subscription growth and ensuring comprehensive data coverage across the supply chain.

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What is ImageHub?

Powering Visual Asset Management for ProductHub

As an integral part of the ProductHub platform, ImageHub provides a robust solution for creating, managing and distributing product images and videos. It centralises visual assets in one place, ensuring that they are easily accessible, up-to-date, and connected to the latest product data.

ImageHub enhances the ProductHub ecosystem by supporting high-quality, multi-image management for products. Companies can manage everything from basic product photos to in-depth multimedia content, distributing them as needed to partners, retailers, and customers. Automated processes for image optimisation, metadata alignment, and quality checks make managing visual assets seamless.

By integrating visual content with data management, ImageHub ensures that businesses can offer a complete, consistent representation of their products. This unified approach supports better decision-making and more effective marketing, helping companies maximise the impact of their product information.

Delivering transparency and accountability through innovative data management
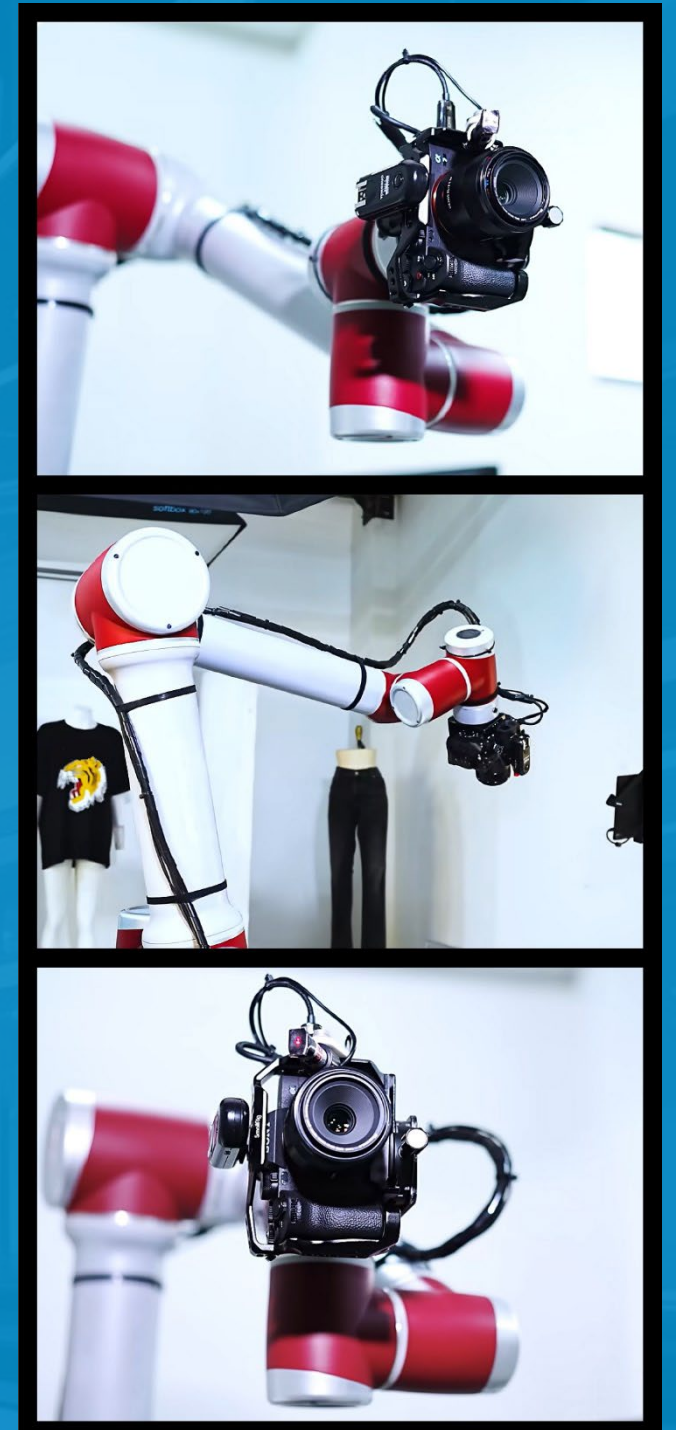
What is ImagingHub?

Extending ProductHub with Scalable Robotic Product Imaging

ImagingHub is a natural extension of ProductHub, leveraging our product data platform to create a complementary, high-potential business within the ProductHub ecosystem.

This imaging solution offers companies an efficient way to capture high-quality product visuals, establishing ImagingHub as an innovative service offering with standalone value.

With cutting-edge robotics, AI, and high-resolution imaging, ImagingHub captures comprehensive product data in minutes, enhancing supply chain transparency and data integrity through seamless integration with ProductHub.

This R&D model is designed to support franchise expansion, enabling global scalability. Future plans to add GS1 verification capabilities will position ImagingHub as a trusted, full-service resource for impactful, accurate product visuals worldwide.

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What is DocumentHub?

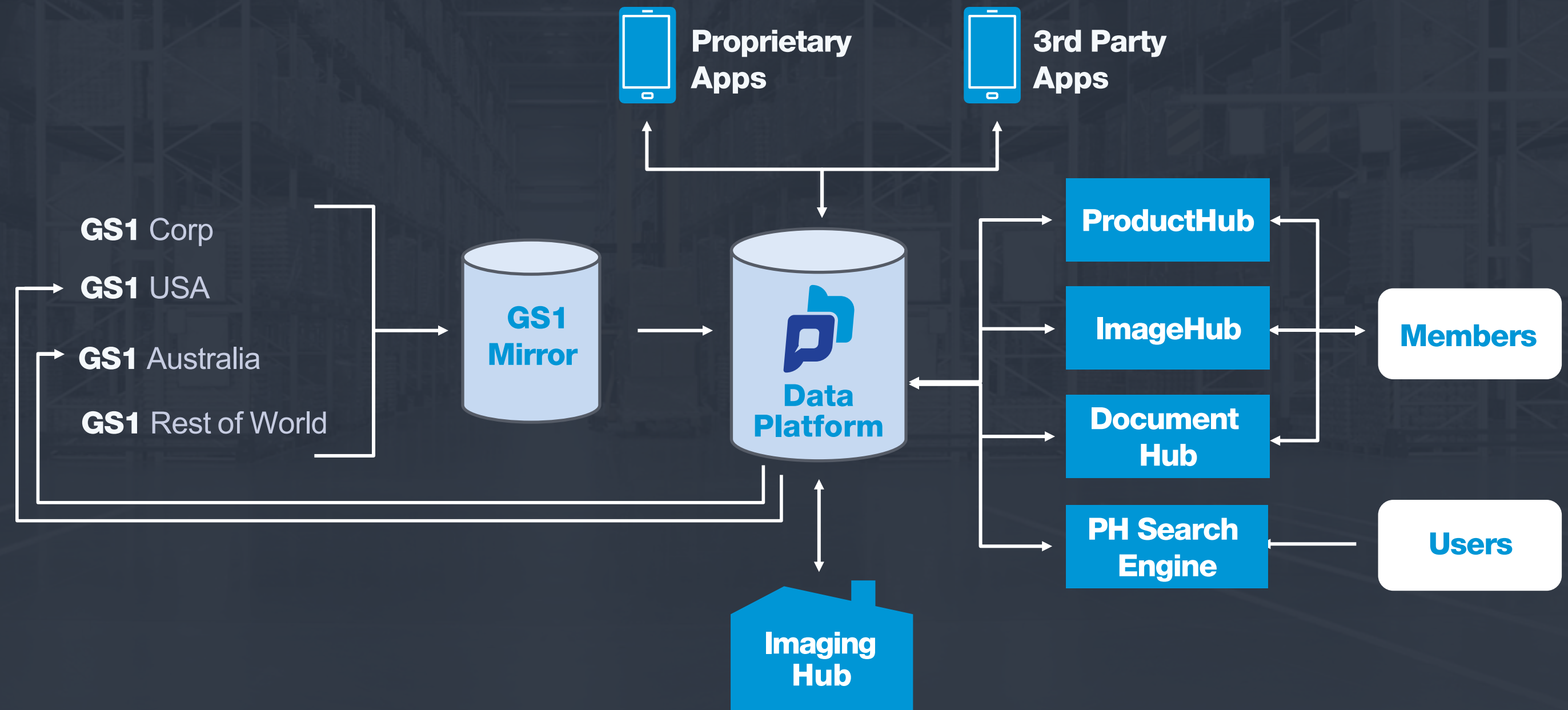## Empowering Product Documentation with Seamless Integration

DocumentHub leverages the ProductHub data platform to create and distribute essential product documentation, ensuring accuracy and consistency. This centralised hub allows businesses to manage both ProductHub-generated documents and their own, streamlining workflows across the supply chain.

From technical specifications to marketing materials, DocumentHub facilitates the controlled sharing of critical documents with partners, retailers, and consumers. By connecting documentation with live product data, DocumentHub ensures companies deliver up-to-date, comprehensive information seamlessly.

Unifying Global Product Data

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Quantifiable Benefits:

- **70% faster product onboarding**
- **Over 60 Data Points per Product**
- **30% reduction in data errors**
- **25% growth in operational efficiency**
- **20% increase in consumer engagement**

Proprietary Apps

3rd Party Apps

GS1 Corp
GS1 USA
GS1 Australia
GS1 Rest of World

GS1 Mirror

Data Platform

ProductHub

ImageHub

Document Hub

PH Search Engine

Members

Users

Imaging Hub

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Key Reasons to Join

- Access to the leading 'best product data platform'
- Innovative web indexing and search engines
- Global sharing of Product Data through GS1 Channels (their competitors will all be on the platform)
- Improved Product Ranging & Sourcing of New Products
- Subscription based SaaS model ensures that all stakeholders benefit from consistent and enriched product data

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Who are GS1?

GS1: The Global Standards Authority for Barcodes

GS1, short for "Global Standards 1", creates and maintains the world's most widely used supply chain standards, including the licensing and control of barcodes.

GS1 is a global, not-for-profit organisation that sets the standards for barcodes and ensures their implementation across industries worldwide. With key partnerships already established with GS1 USA and GS1 Australia, we aim to deepen these collaborations while developing relationships with GS1's Head Office in Belgium.

Our goal is to become a key player in GS1's global ecosystem, driving innovation and value across the supply chain.

ProductHub has full access to all two million companies

GS1 platform has nearly a billion products

ProductHub's platform improves this product data through AI, *empowering companies* to better use their data for sales, marketing and distribution

ProductHub's product file has *more datapoints* and *more products*

Multiple advantages from increased data points and proprietary categorisation

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GS1 Accreditations

Our Strategic Relationships with GS1

We are proud to be official partners with GS1, gaining access to critical product data systems through these relationships.

Our Executive Solution Partner status with GS1 USA and Associate Alliance Partnership with GS1 Australia demonstrate our credibility and collaboration within the GS1 community. These partnerships allow us to provide value-added services to businesses worldwide.

As ProductHub expands, we aim to strengthen these relationships further and develop connections with GS1 headquarters in Belgium and other offices globally, ensuring our platform continues to offer exceptional value.
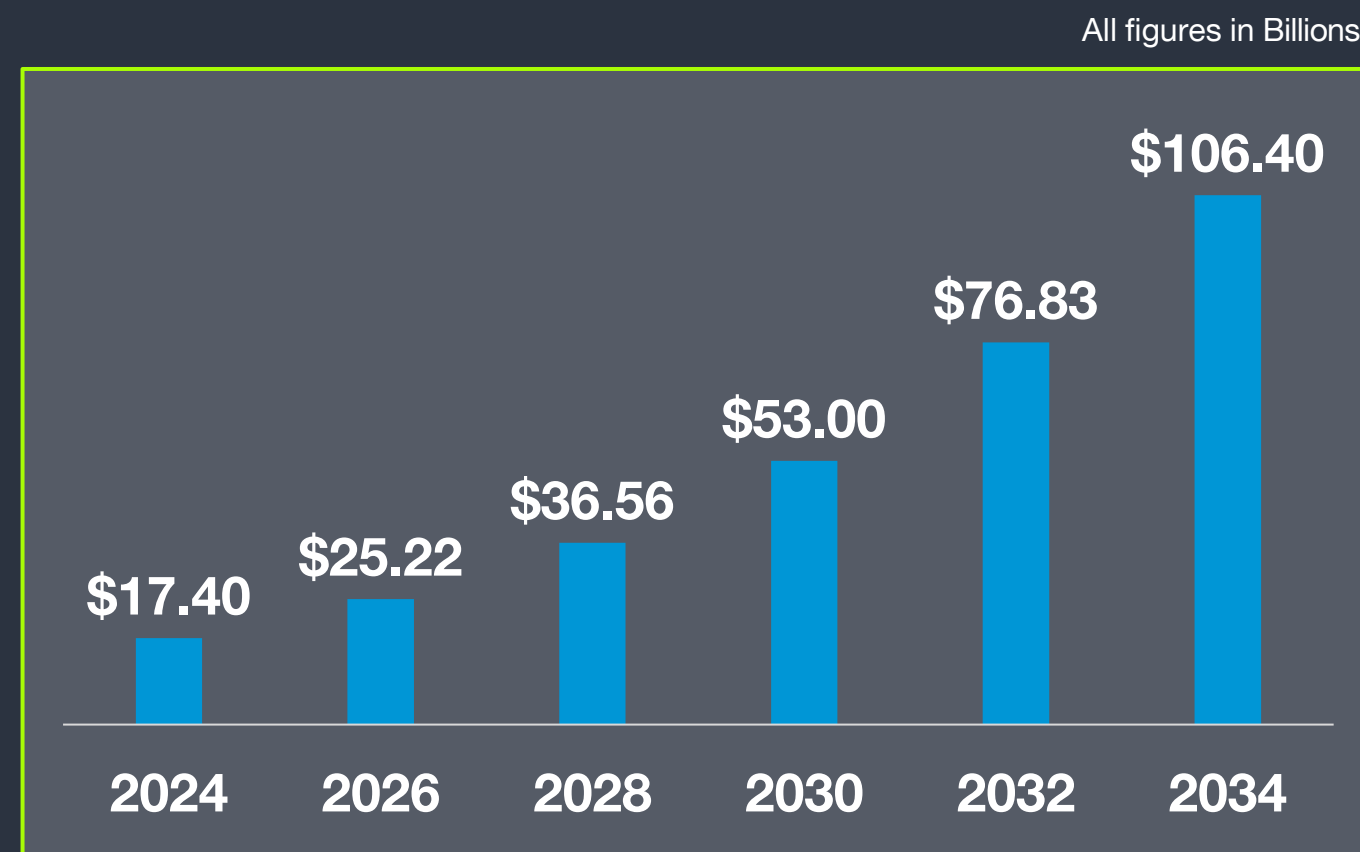
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Tapping into a Multi-Billion-Dollar Market

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The product data management market is experiencing rapid growth, driven by the increasing complexity of global supply chains and the rising demand for seamless omnichannel experiences. ProductHub is uniquely positioned to capitalise on this growth, addressing the needs of businesses across various sectors and sizes.
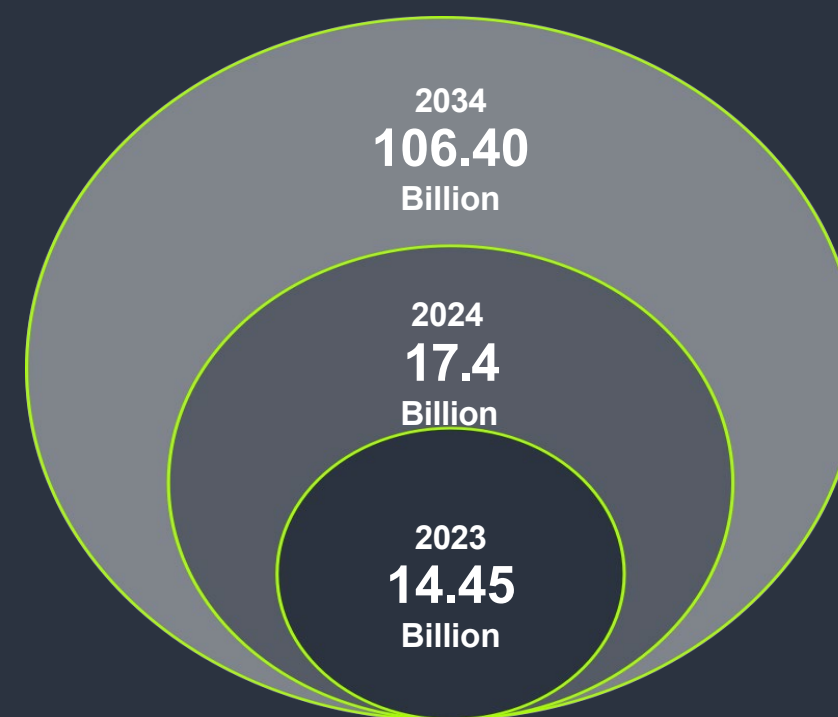
Market Growth Rate from 2023 to 2034
CAGR of 19.85%

Largest Market
North America
Fastest Growing Market
Asia Pacific

All figures in Billions

- 2024: $17.40
- 2026: $25.22
- 2028: $36.56
- 2030: $53.00
- 2032: $76.83
- 2034: $106.40

Source link is: https://www.precedenceresearch.com/product-information-management-market

Product Data Management Market Size

- 2034: 106.40 Billion
- 2024: 17.4 Billion
- 2023: 14.45 Billion

All figures in US$"

Addressable Market:

- **Two Million Supplier Companies (GS1 members)**
- **60 Million Retailers**
- **350 Million Businesses Globally**

Key Sectors:

- **Retail, Manufacturing, Distribution, E-commerce**

Target Company Sizes:

- **SMEs to Large Enterprises**

The ProductHub Ecosystem

Our integrated ecosystem ensures that all aspects of product data management are covered under one unified platform.

This holistic approach eliminates data silos, reduces errors, and streamlines processes across the entire product lifecycle.

ProductHub: Core Data Management System

- Centralised product information database
- AI-powered categorisation and search
- Real-time updates and version control
- Customisable dashboards and reporting

ImageHub: Advanced Imaging Service

- High-quality, standardised product photography
- 360-degree view capabilities
- Automated image tagging and categorisation
- E-Commerce ready imaging (R&D Component)

DocumentHub: Secure Documentation Platform

- Templates for product-related documents
- Version control and collaboration tools
- Granular access controls and audit trails
- Seamless integration with ProductHub data

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Setting the New Industry Standard

Key Differentiators:

- Comprehensive end-to-end solution
- AI-powered data enhancement and categorisation
- Integrated imaging and document management
- Strategic partnerships with GS1 organisations
- Scalable architecture supporting billions of products

ProductHub stands out in the market as the first truly comprehensive product data management solution. While competitors often focus on specific aspects of data management, our platform integrates all critical functions into a single, seamless system. Our strategic partnerships, particularly with GS1 organisations, provide us with unparalleled access to global product identification standards, enhancing our data validation and accuracy capabilities.

Proprietary Technology:

- Patent-pending AI algorithms for data cleaning and enrichment
- Continuous machine learning for improved categorisation
- Scalable cloud architecture for handling vast data volumes

Our technology is built on a foundation of cutting-edge AI and machine learning, continuously evolving to meet the changing needs of the market. This technological edge, combined with our comprehensive approach, positions ProductHub as the leader in next-generation product data management solutions.

Scalable Revenue Generation

Our business model is designed for scalability and recurring revenue. The subscription-based model ensures a steady cash flow, while additional services provide opportunities for upselling and increased customer value. This diversified approach allows us to cater to businesses of all sizes, from SMEs to large enterprises.

Primary Revenue Model:

- Subscription-based SaaS
- Tiered pricing based on data volume and features
- Annual contracts with monthly billing options

Additional Revenue Streams:

- Premium imaging services (ImageHub)
- Custom API integrations
- Advanced analytics and insights reports
- Premium Documentation services (DocumentHub)
- Blockchain-based authentication (future)

Pricing Strategy:

- Starter: $19/month (up to 100 active products)
- Professional: $49/month (up to 500 active products)
- Enterprise: Custom pricing (unlimited products)

Capturing Market Share

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Our go-to-market strategy focuses on a multi- pronged approach to customer acquisition. We leverage a mix of inbound marketing to attract and educate potential clients, coupled with targeted outbound sales efforts for enterprise accounts. Strategic partnerships amplify our reach and credibility within the industry.

Target Customer Segments:

- Large retailers and e-commerce platforms
- Global manufacturers and brands
- Distributors and logistics providers
- Small to medium-sized businesses (SMBs)

Marketing and Sales Approach:

- Inbound marketing: SEO-optimised content, webinars, thought leadership
- Outbound sales: Direct outreach to enterprise clients
- Strategic partnerships: Collaborations with industry bodies and tech providers
- Free trials and freemium model for SMBs

Expansion Plan:

Phase 1 (Current):
- Launch ProductHub to Domestic Market
- R&D of ImageHub Imaging Solution

Phase 2 (Year 2):
- Launch ProductHub into US Market (330,000 Supplier Companies)
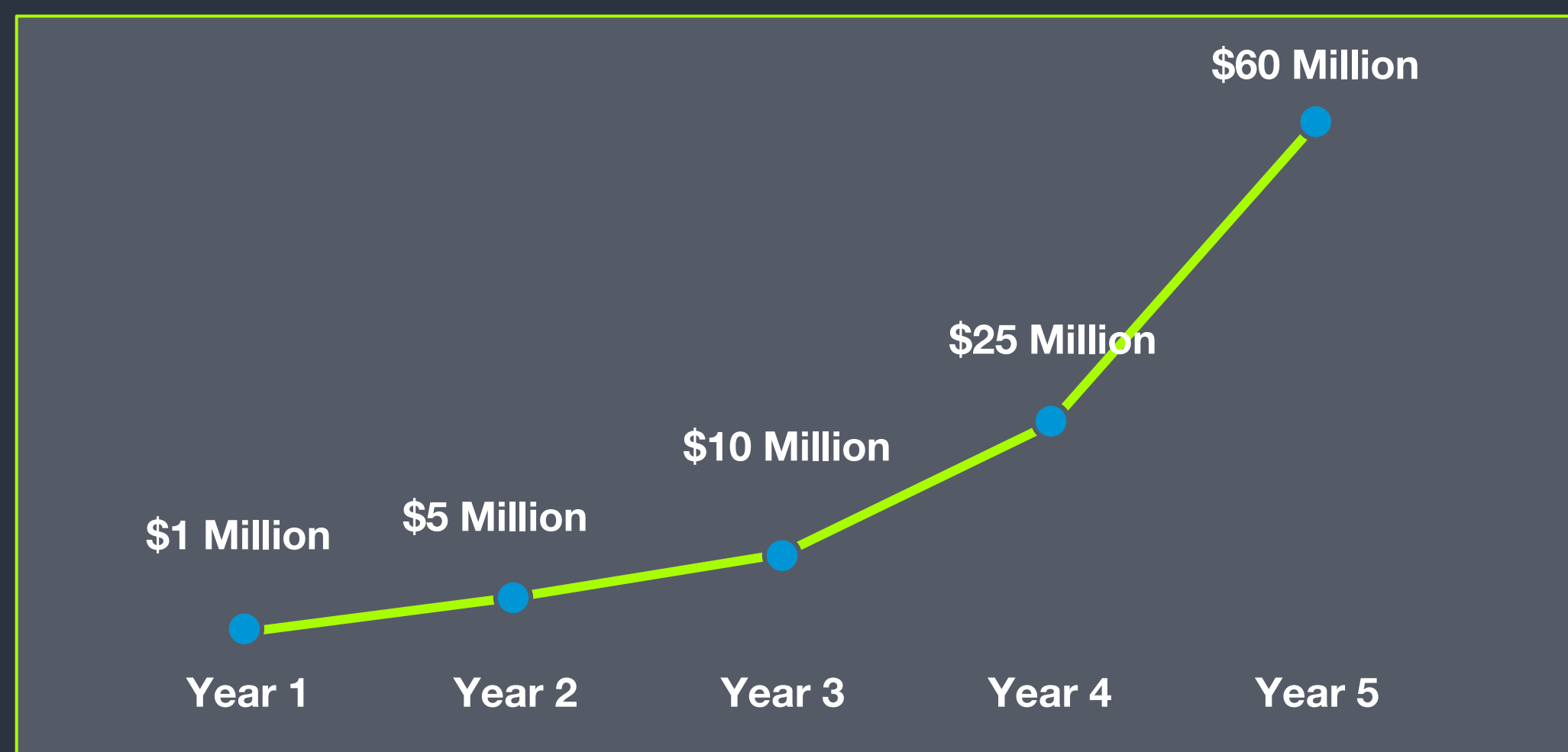- Open first ImageHub Physical Locations

Phase 3 (Year 3-4):
- Launch ProductHub into Europe, Asia, Latin America
- Franchised/Licensed ImageHub Rollout

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Fueling Our Next Phase of Growth

Use of Funds:

10% — General operations and team growth

20% — *ImageHub* R&D and expansion

40% — Improvement of Data, systems and processes including expanded AI development

30% — Marketing and customer acquisition
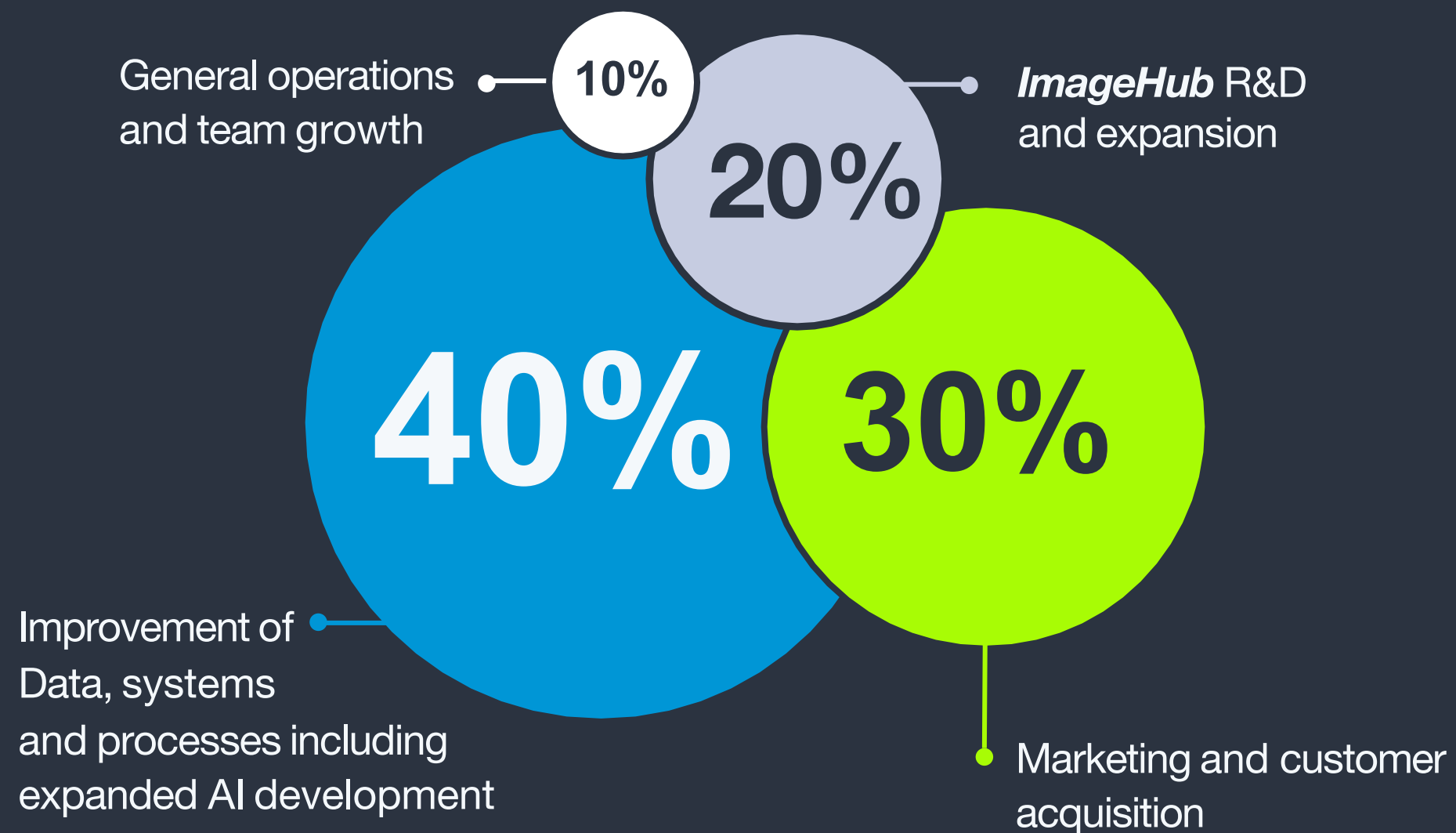
Expected Outcomes:

- Significant increase in customer base within 18 months

- Launch of next-gen AI categorisation system (95%+ accuracy)

- Preparation for expansion of ImageHub to new International Locations

- Achievement of $10 million ARR by end of Year 3

Funding Details:

- Seeking: $3,750,000 AUD ($2,500,000 USD)

- Equity offered: 10%

- Pre-money valuation: $33,750,000

This investment will be crucial in accelerating our growth and solidifying our market position.

By enhancing our core technology, expanding our market reach, and scaling our operations, we aim to capitalise on the rapidly growing demand for comprehensive product data management solutions.

Charting Our Future

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Our roadmap outlines an ambitious plan for both product development and business expansion. We're committed to staying at the forefront of technology while rapidly scaling our global presence.
This strategy ensures that ProductHub remains the most comprehensive and advanced solution in the market.

Product Development Milestones:

2025
AI-powered categorisation 2.0 (95%+ accuracy)

2025
Blockchain-based product authentication

2025
Advanced predictive analytics dashboard

2026
IoT integration for real-time product tracking

2026
Opening of the first ImageHub locations

Business Expansion Targets:

2025
Double Australian operations

2025
Launch in US market

2026
Enter European market

2026
Expand to key Asian markets

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Strategic Goals

1 **Become the global standard for product data management**

2 **Achieve 25% market share in key regions by 2028**

3 **Potential exit strategies: IPO or acquisition by major tech / e-commerce player**

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Let's Revolutionise Product Data Management Together

Thank you for your interest in **ProductHub**. We're excited about the opportunity to discuss how we can work together to transform the global product data landscape.

Whether you have questions about our technology, business model, or investment opportunity, we're here to provide you with all the information you need.

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