

Celerya[®]

Enjoy your business

Why Celerya

The world of business has its own challenges. Bureaucracy, disorganization and lack of collaboration have negative effects on business results.

Nowadays business is a continuous exchange of information.

"Celerya has been created to bring efficiency and simplicity to the Business World, starting with an easy way to exchange data".

Celerya developed SYD, a patented system capable to translate any company's database into **saleable digital data** accessible from third parties.

Inefficient Supply Chains

1

Supply chains actors generate and utilize different and several data

2

To exchange data Companies rely on heterogeneous systems usually old and hard to use

3

These systems make the data exchange extremely complex and expensive

Known Issues



Supply chains data exchange is one of the most well-known issue



Existing solutions are obsolete and complex to manage



Unprofitable activities



Additional costs



Waste of working time



Companies' productivity is hit negatively

Direct and Indirect Effects

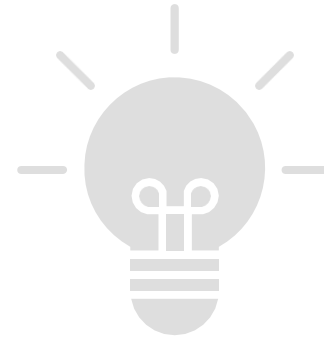
- Bad perception of the company's trend
- Lack of organization
- Risk to violate rules
- Increase of stress levels
- Increase of management costs
- Loss of competitiveness

The Idea



- The possibility to access information
- An open and simple system that anybody can adopt
- Control and property of the data

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The Solution



- Provide tools to extract and share data
- Provide a comprehensive open platform

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The Revolution

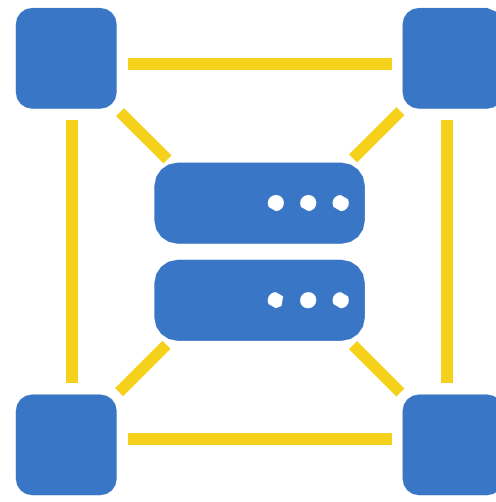


- Celerya offers a unique digital code to any entity
- Celerya can incorporate any existent standard
- Celerya is scalable

What SYD Does



Extracts



Translates



Sells

Celerya wants to become a new **global communication standard.**

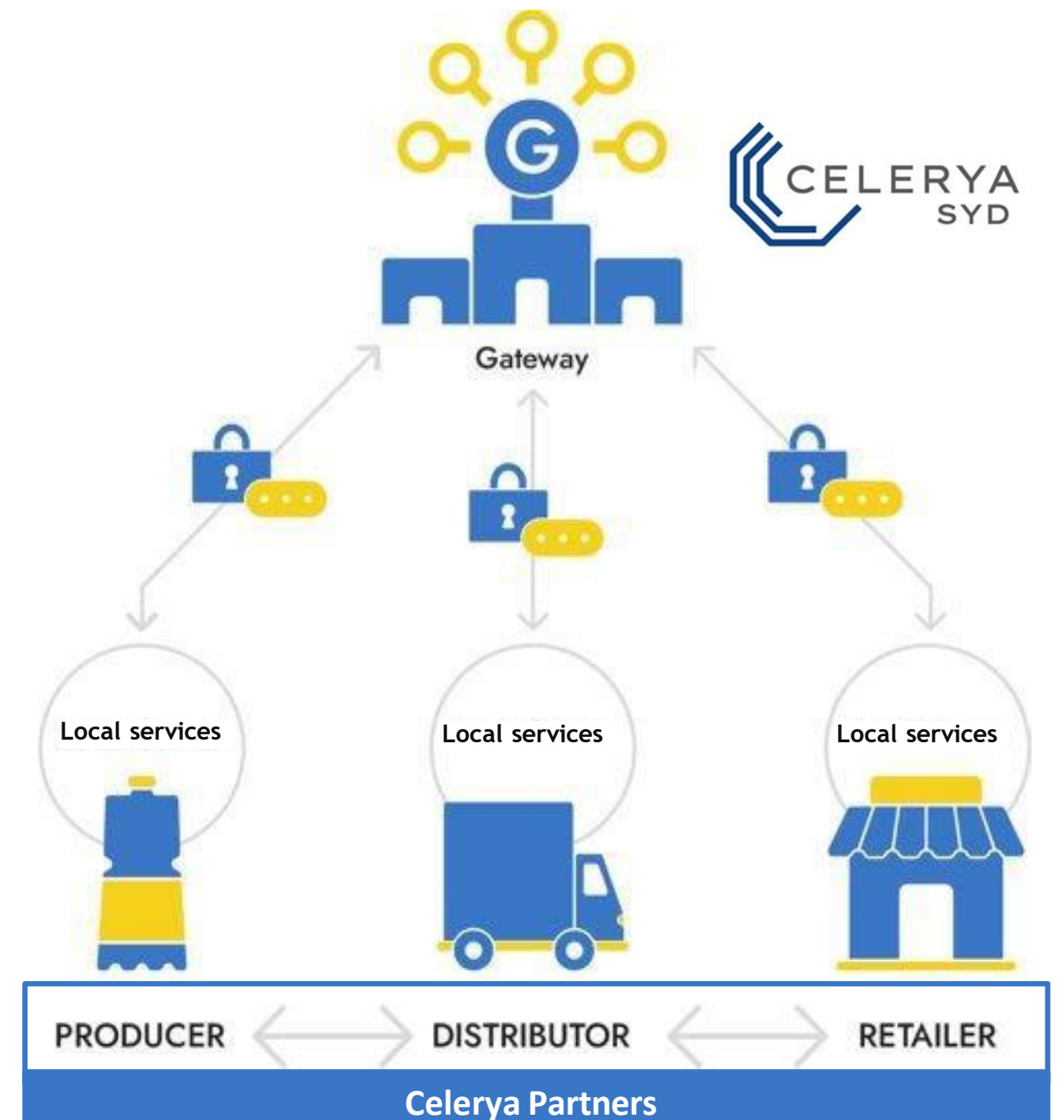
It provides a **unique digital identity** to
any product or service around the
World.

How SYD Works

The *data producer* and the *information buyer* **sign a contract with Celerya** that becomes the only authorized intermediary among the parties.

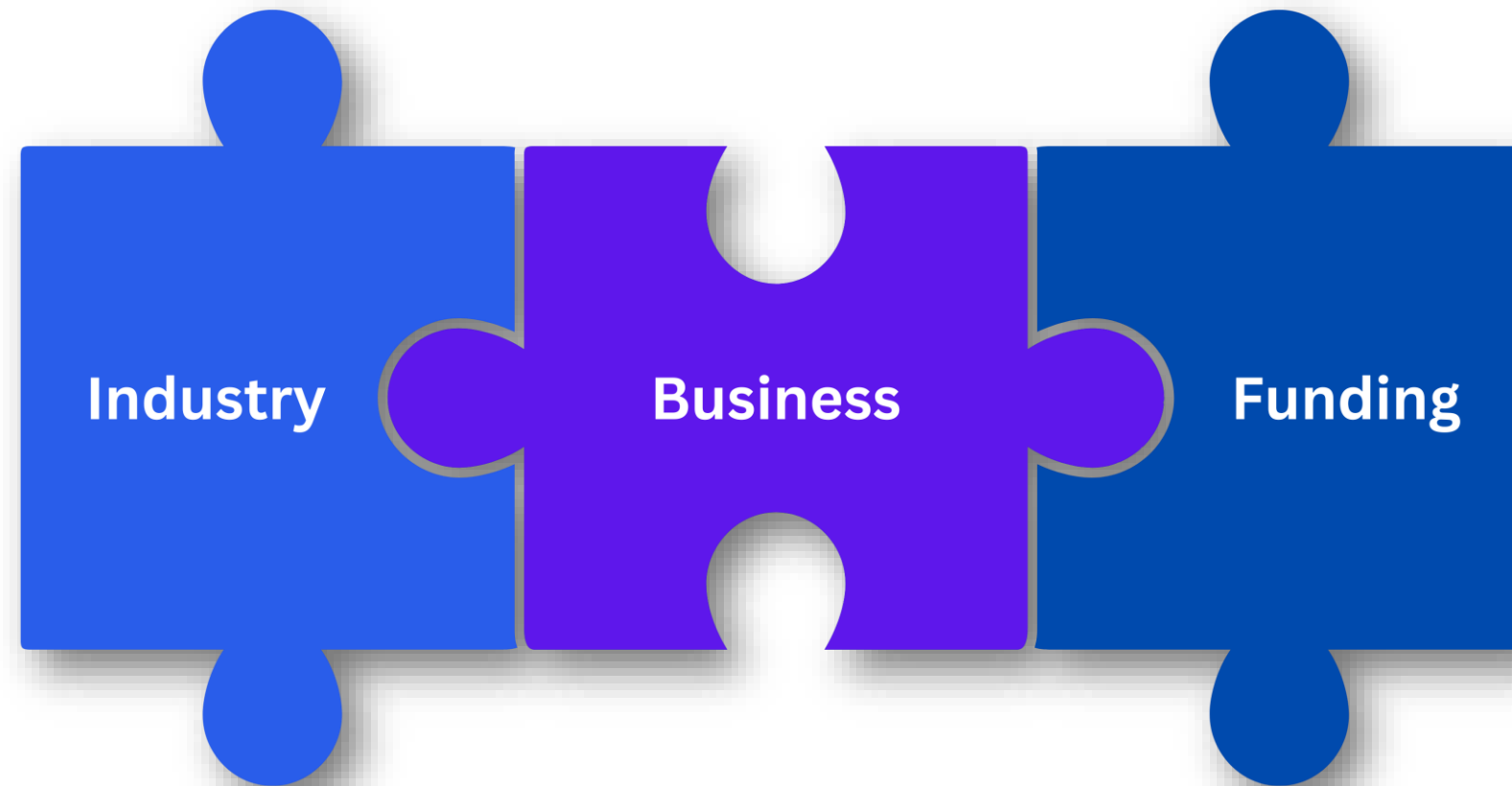
The intermediation takes place through the Gateway that acts as a private marketplace.

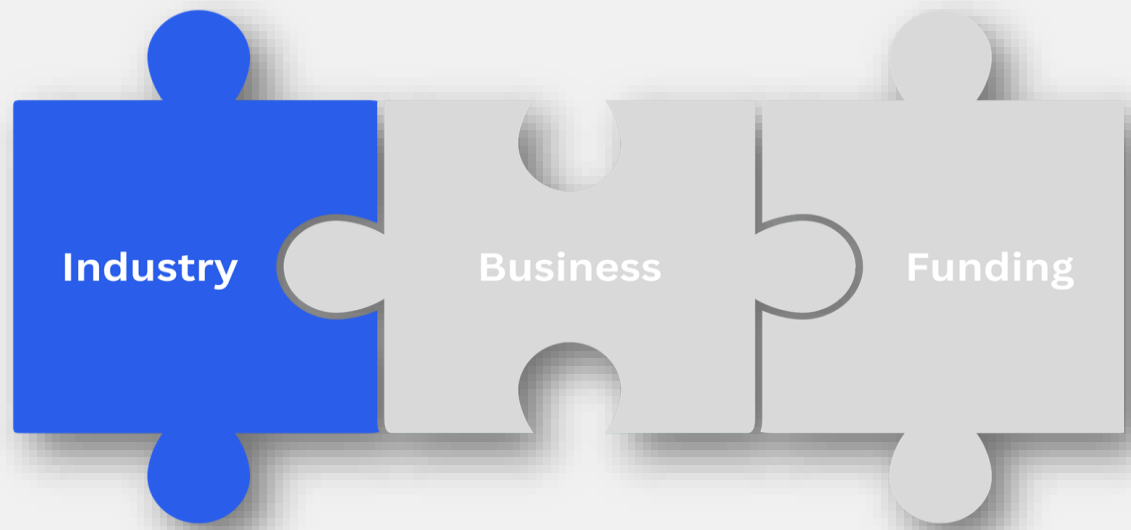
SYD is able to **deliver updated and authorized data** among the different players.



3-Pillar Strategy

The 3 Pillar Strategy has been implemented to i) define **industries to focus on**, ii) determine **tools, partnerships** and market **positioning** to penetrate value-adding business segments, iii) **fund** operations accordingly





Define **industries** and business **segments** that add values



Food&Beverage



Industrial Cleaning

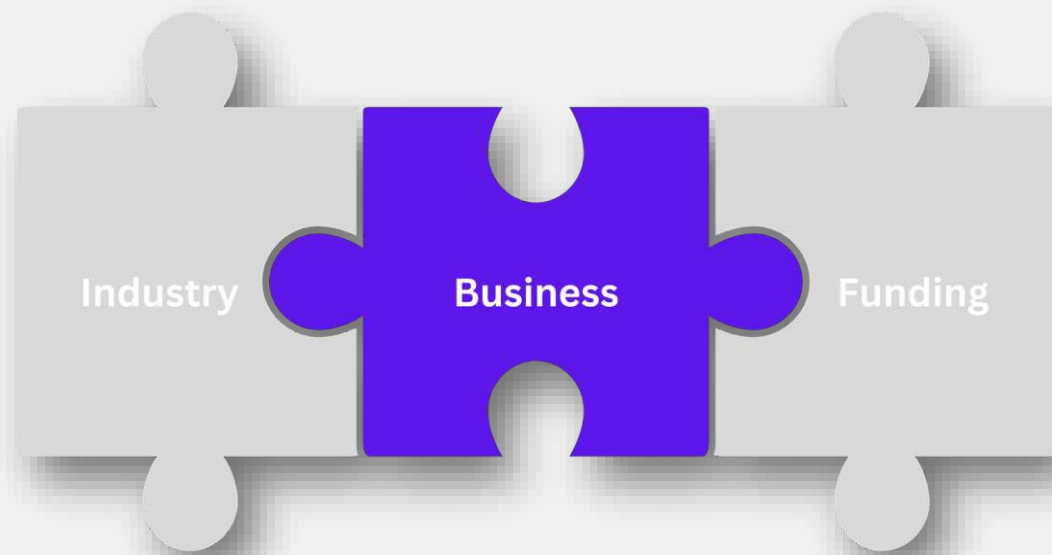


Logistics



Wealth Management

Client portoflio has proven to be widely diversified by relying on **network effect** and early adopters **referral** supporting the successive adoption of SYD along and across their network



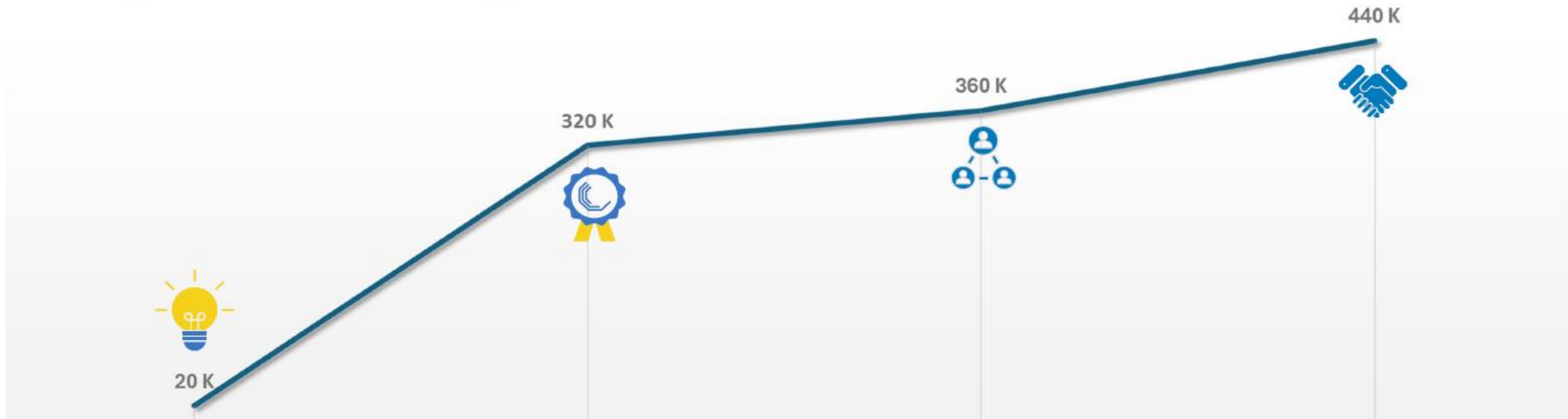
Determine **strategy**, **partnerships** and **market positioning** to penetrate value-adding **business segments**

Industry 	 Food&Beverage	 Industrial Cleaning	 Logistics	 Wealth Management
Revenue Segment 	3 M to 100 M	12 M	20 M	Boutique - SIM

SYD has been firstly tested on SMEs and then effectively implement on first adopters regardless Revenue "dimensions" and business core of operations



Fund operations accordingly



Our CEO gets onboard as first investor

Private Investor and co-founders

Business Angels

Digix Plus joins at 12 MLN of Val

Founders

Celerya was founded in 2020 from a smart team with more than 20 years of industrial experience.



Claudio
Lupica Rinato
Founder & CEO



Dario
Martinelli
Founder & CIO



Marco
Mazzini
Founder & COO



Gian Luca
Scatena
Founder & CFO

Key People & Strategic Alliance

Tech & AI



Dario
Cereser
CTO



Enrico
Busto
Head of R&D
1 exit in his career



Alberto
Chiardola
Founder, Digix Plus



Alberto
Chiardola
Founder, Digix Plus



Oana Erimia
Head of Market
Expansion



Alessandra
Zarlottin
Marketing Expert

Finance, Legal & Investor Engagement



Giovanni
Cuniberti
Financial Advisor



Pasquale
Zaccarella
Investor Relations



Cesare
Varallo
Food Lawyer



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