# Celerya®

## Enjoy your business

# SMART DATA INTERCHANGE PLATFORM

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# Why Celerya

The world of business has its own challenges.
Bureaucracy, complexity 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".

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## Principle I

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

# Inefficient Supply Chains

1. Every business transaction involves multiple actors: Producer, Supplier, Customer and Distributor

2. Communication and data exchange between heterogeneous management systems

3. The data exchange processes are extremely complex and costly

# Pain Points

- Supply chains data exchange is one of the most well-known issue
- Existing solutions are obsolete and complex to manage
- Additional costs
- Waste of time in unprofitable activities
- Companies' productivity is hit negatively

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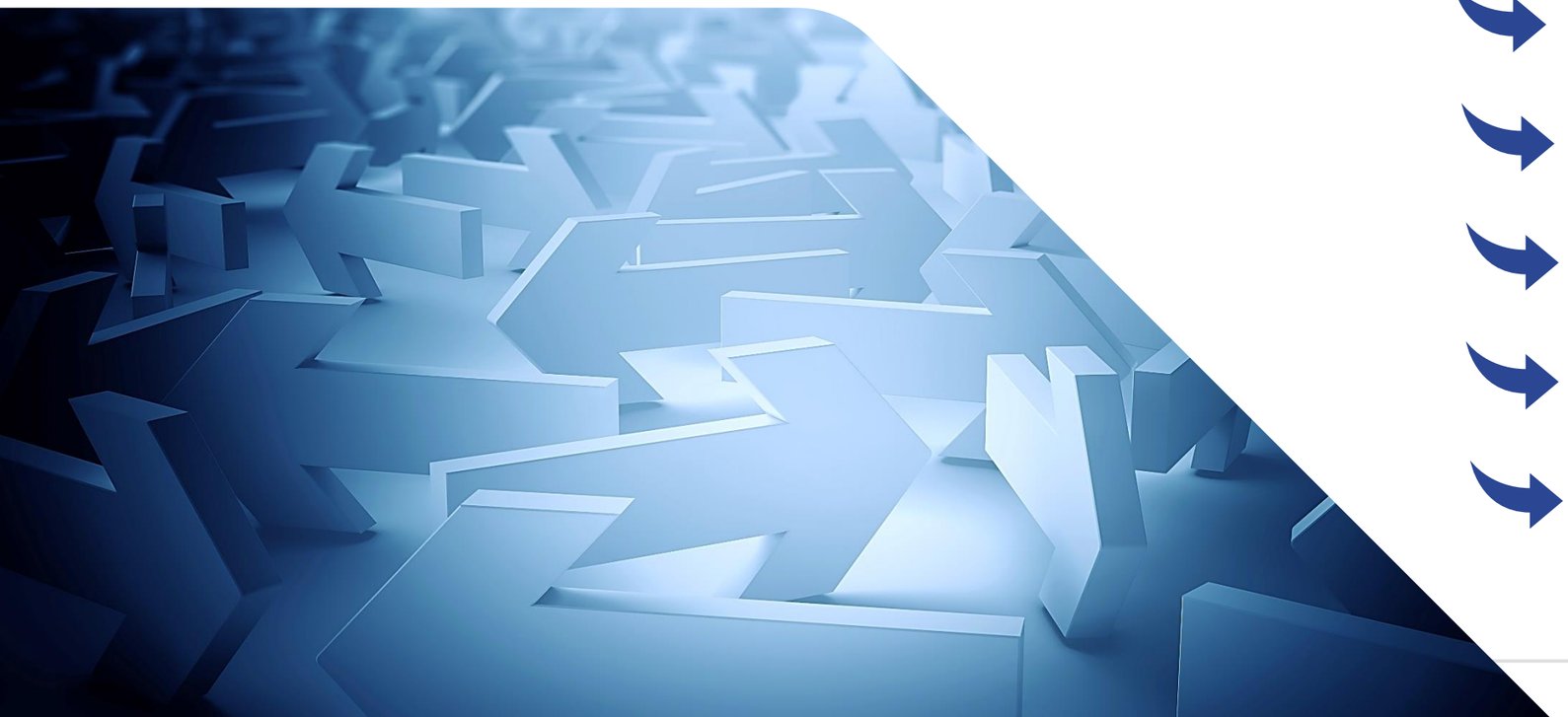
# Direct and Indirect Effects



- 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

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# The Idea

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

# The Solution

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

# The Revolution

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



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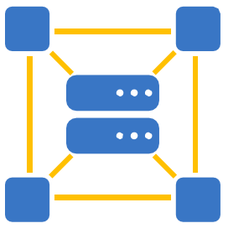
# What SYD Does

1

Extracts Data

2

Exchanges Data



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Data Monetization

## Principle II

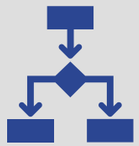
**Celerya wants to become a new global communication standard.**

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

# How SYD works

## EASY INTEGRATION

SYD's flexible local software container enables easy API configuration with no need for custom development, streaming integration



## DATA PROTECTION

SYD ensures data integrity and safeguards ownership by encrypting all data and workflows with a unique Customer Key

## UNIQUE DIGITAL ID

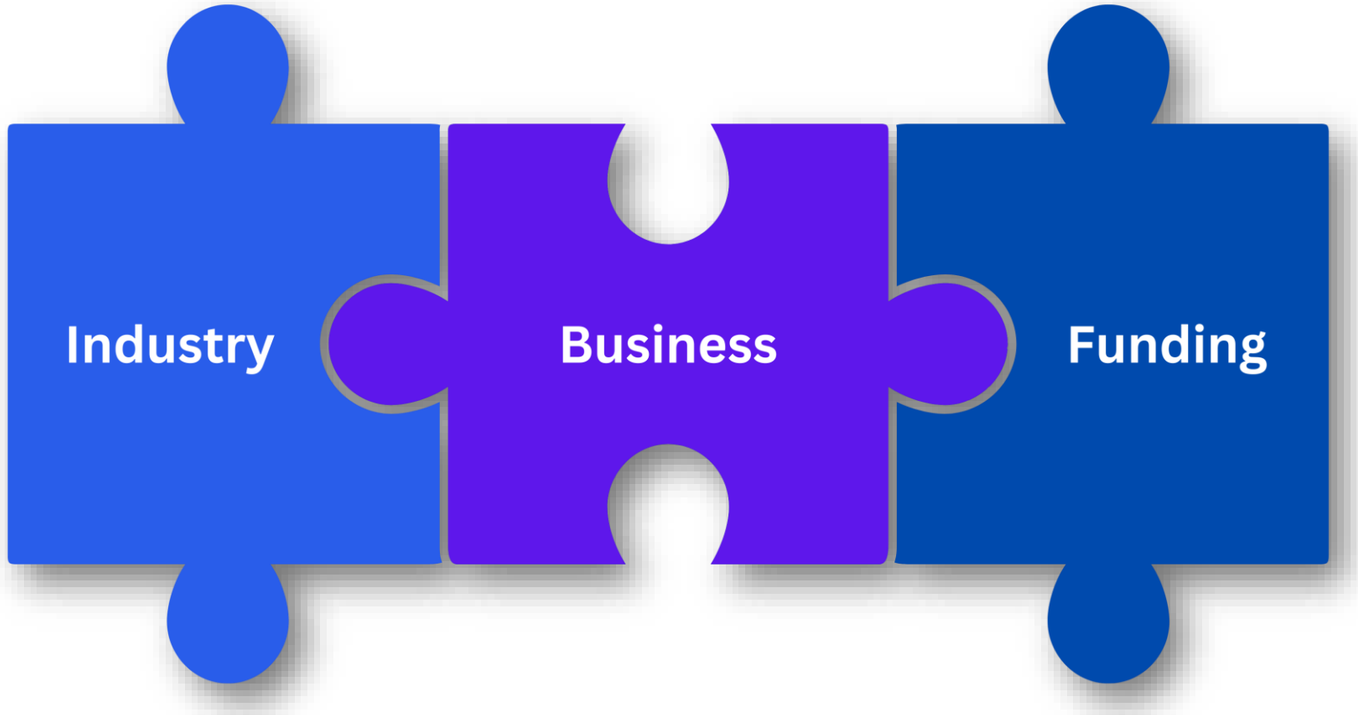
SYD ensures every product is assigned a digital identity, simplifying management throughout its entire lifecycle

## DATA MONETIZATION

SYD facilitates the transformation of increasing volumes and types of data into an asset, providing data owners with the opportunity for monetization

# 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



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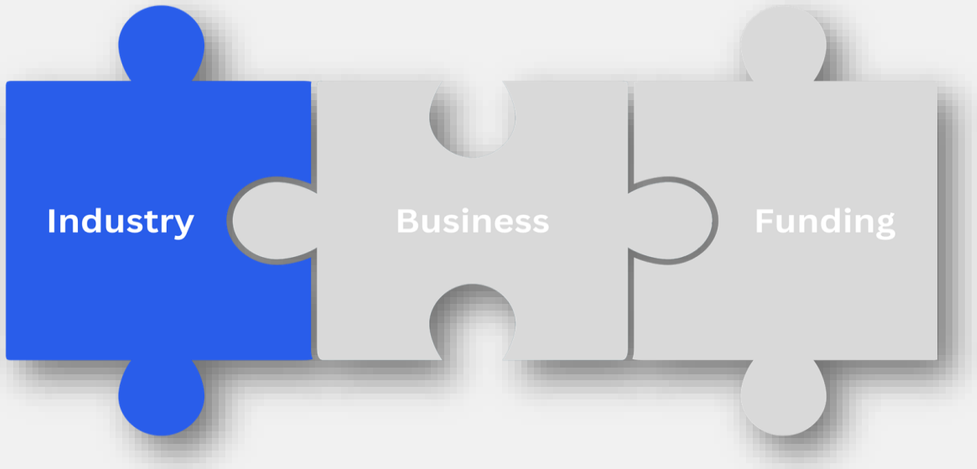


Define **industries** and
business **segments** that add values

**Industry**

**Food&Beverage**

**Industrial Cleaning**

**Logistics**

**Wealth Management**

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



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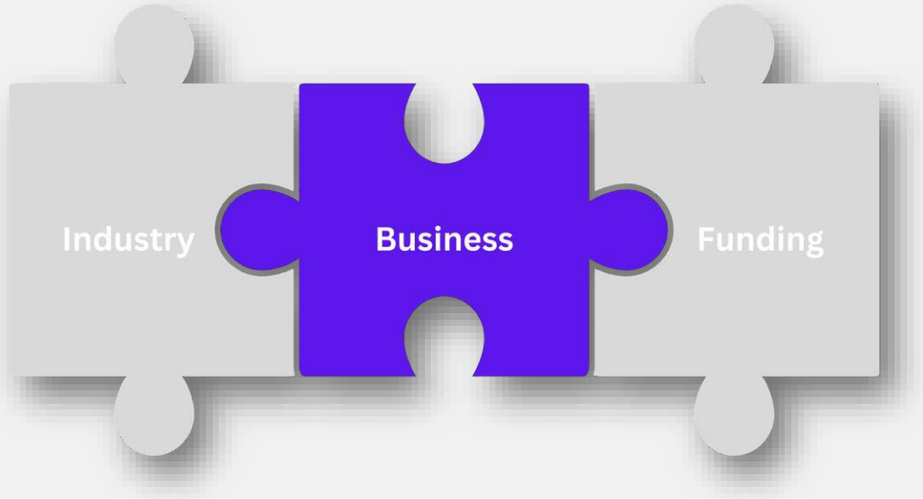


Determine **strategy**, **partnerships** and **market positioning** to penetrate value-adding **business segments**

| 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



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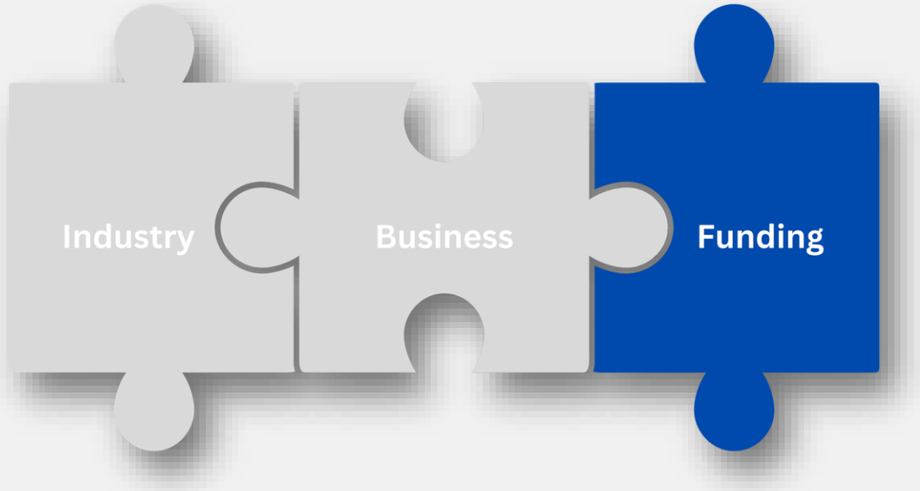
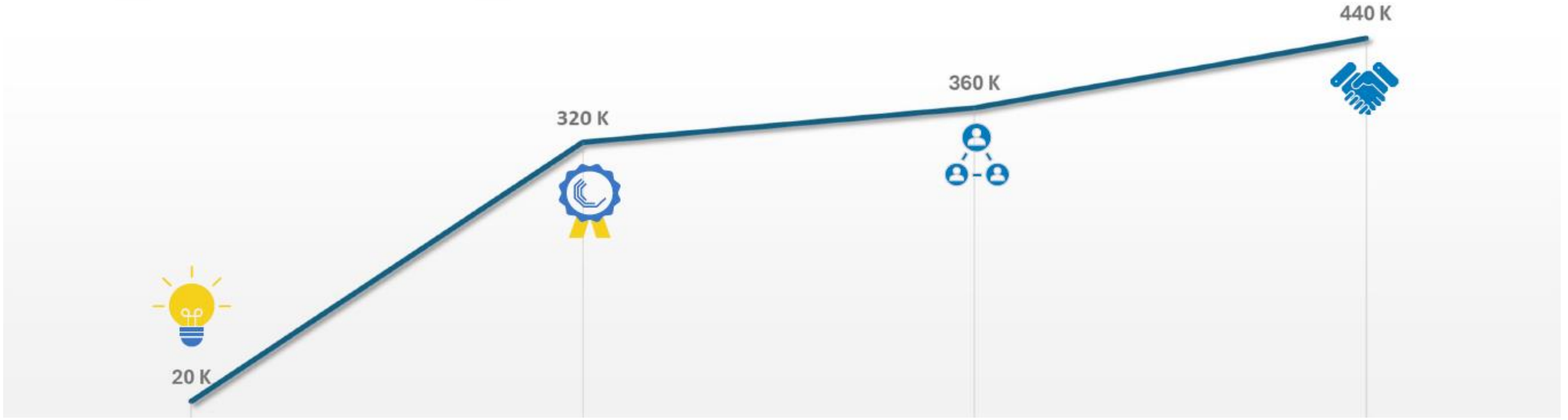



**Fund** operations accordingly




**Our CEO gets onboard as first investor**

**Private Investor and co-founders**

**Business Angels**

**Digix Plus joins at 12 MLN of Val**



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# 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

## Marketing & Sales

Oana Erimia

**Head of Market Expansion**

**+3**

**Senior Sales**

## Industrial Partners

DigiX

## Finance, Legal & Investor Engagement

Giovanni Cuniberti

**Financial Advisor**

Pasquale Zaccarella

**Investor Relations**

Cesare Varallo

**Food Lawyer**

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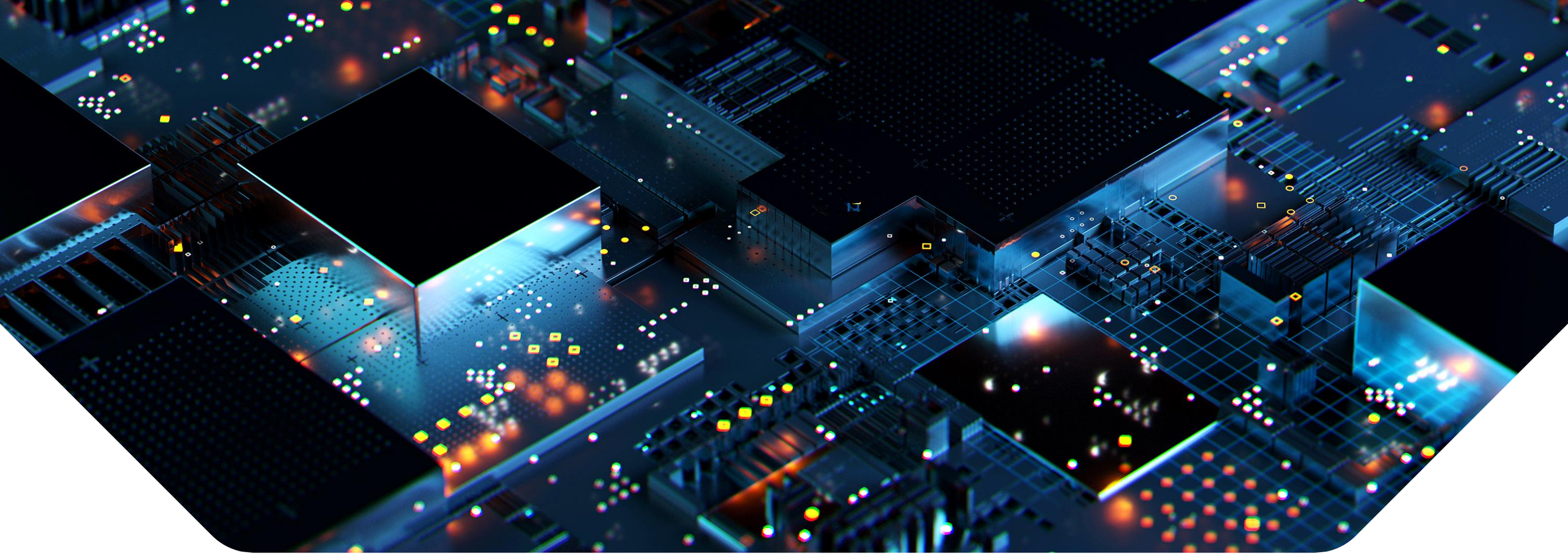

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**Claudio Lupica Rinato**
Founder CEO

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