

Celerya[®]

Enjoy your business

**INTEGRATE
EVERYTHING TO
INNOVATE NOW**

Why Celerya



Data Exchange Strategy more important than ever ...

Nowadays business is a continuous exchange of data. The world of business has its own challenges. **Process Complexity, Data exchange** across **heterogenous landscape** and **lack of collaboration** within the supply chain have negative impact on business outcomes

***UNLEASH DIGITAL INNOVATION
ACROSS BUSINESS FUNCTIONS***

WHAT MAKES THE DIFFERENCE?

 **Integrate everything to accelerate innovation
with a unique digital language**

 **Optimize and accelerate data exchange
for faster time to value**

 **Connect every actor in the supply chain
with faster and easier processes**

 **Data monetization**



***FUTURE PROOF YOUR BUSINESS
TO BECOME AN INTELLIGENT
AND AUTOMATED ENTERPRISE***



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

*“ACCELERATE CONNECTIVITY FOR
ANY-TO-ANY AND THIRD-PARTY
APPLICATIONS”*

Inefficient Supply Chains

1

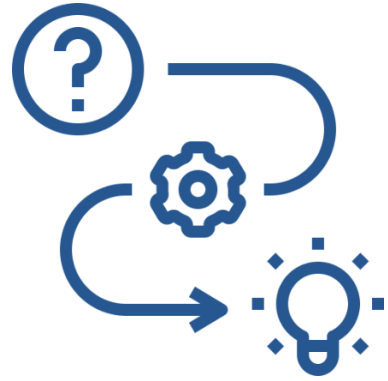
Every business transaction involves multiple actors: Producer, Supplier, Customer and Distributor

2

Communication and data exchange across heterogeneous management systems

3

Data exchange processes are extremely complex and costly



Pain Points

One of the most well-known issues for business is data exchange within supply chains



Existing solutions are obsolete and complex to manage



High operating costs



Waste of time in unprofitable activities



Companies' productivity is adversely impacted



Lack of data control and security

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**

Business Top Priorities

DESIRED OUTCOMES

- Connected and simplified business processes
- Automated processes
- Faster time-to-value
- Frictionless experiences

BUSINESS PRIORITIES

- Grow efficiency and productivity
- Foster engagement and collaboration across the supply chain
- Gain business agility
- Reduce cost and operational expenses

TECHNOLOGY HURDLES

- Process complexity
- Heterogenous management systems
- Distributed landscapes
- Disconnected processes



The Idea



- Easy and smart access to data
- An open and simple system that anybody can adopt
- Control and ownership of data



The Solution



- Provide tools to extract and share data
- Provide a comprehensive open platform
- Easy set up and ready-to-use



The Revolution



- DATA SHARING with a unique digital language
- Celerya can incorporate any existent standard
- Celerya is scalable
- Data Monetization

What SYD Does

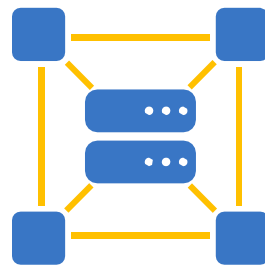
1

Extracts Data



2

Exchanges Data



3

Data Monetization

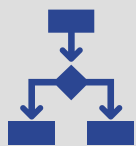


Celerya wants to become a new
global communication standard.
It provides a **unique digital identity** to any
product or service around the World.

Explore Celerya

EASY INTEGRATION

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



DATA OWNERSHIP

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



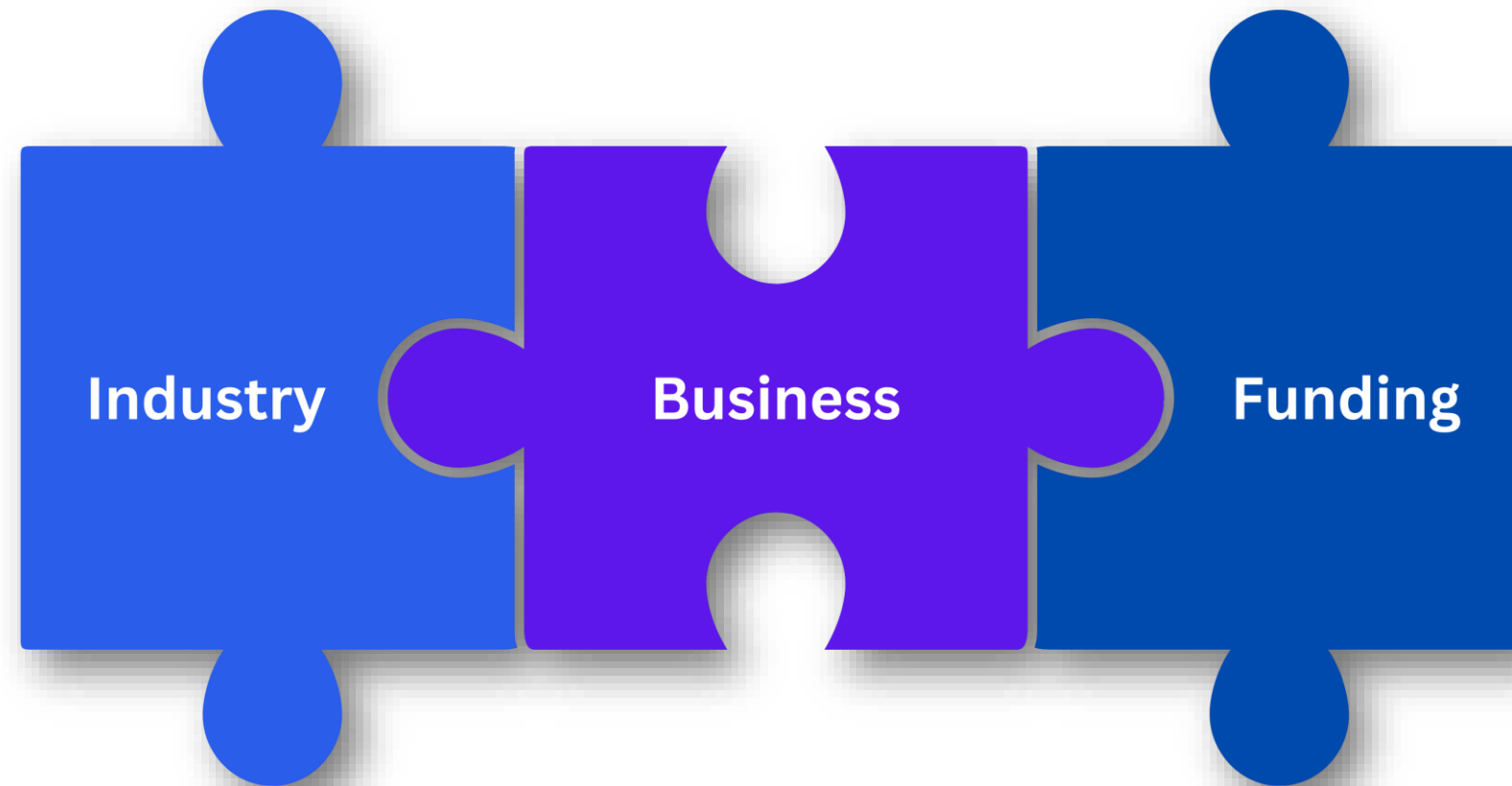
DATA MONETIZATION

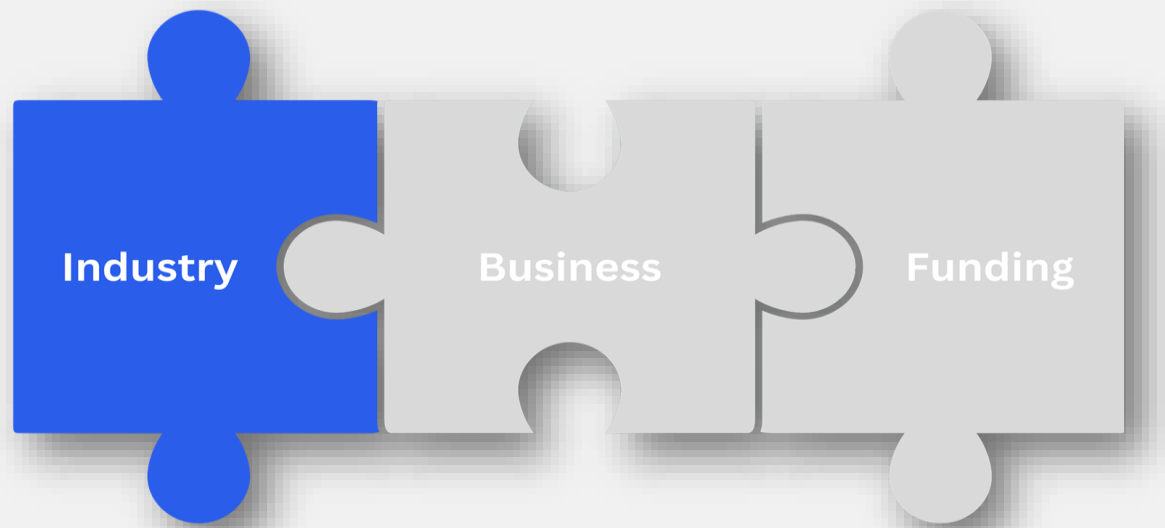
SYD facilitates the transformation of increasing volumes and types of data into an asset, providing data owners with the opportunity for monetization



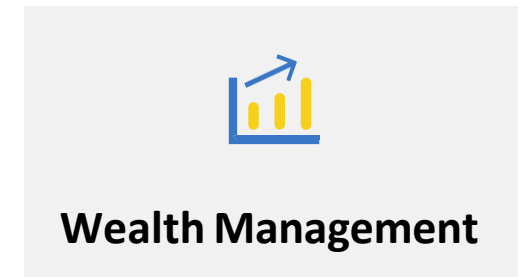
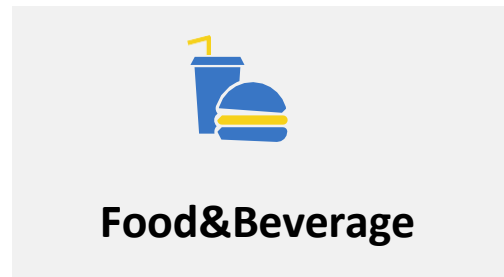
3-Pillar Strategy

The 3 Pillar Strategy has been implemented to 1) define **industries to focus on**, 2) determine **tools, partnerships** and market **positioning** to penetrate value-adding business segments, 3) **fund** operations accordingly

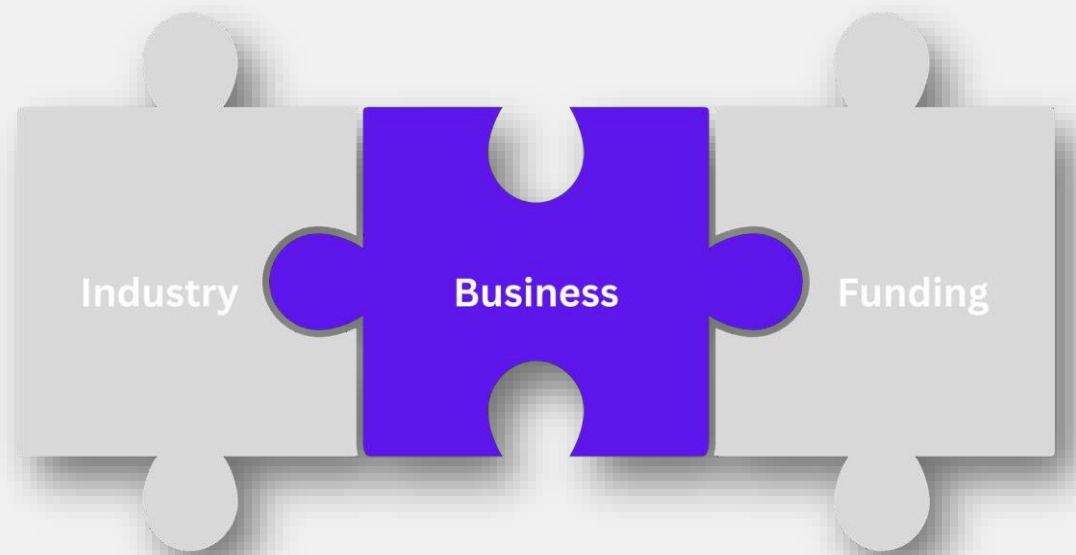




Define **industries** and business **segments** that add values




Client portfolio 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

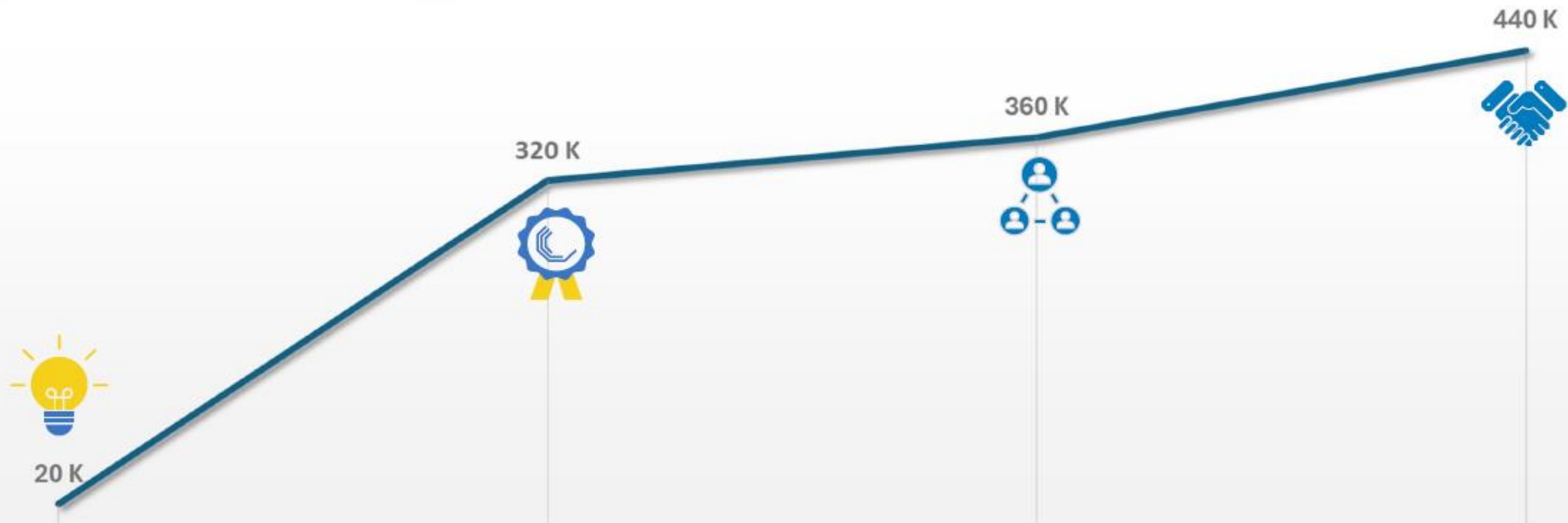
20 M

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

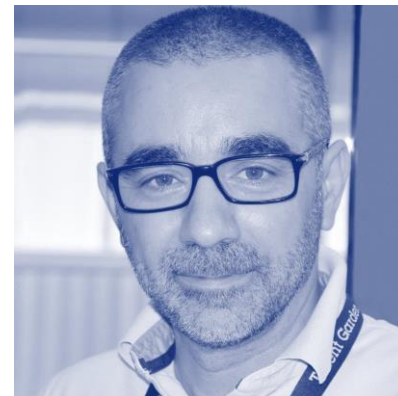
Celerya was founded in 2020 from a smart team with more than 20 years of industrial experience



**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

Marketing & Sales



**Oana
Erimia**
Head of Market Expansion

+3

Senior Sales

Finance, Legal & Investor Engagement



**Giovanni
Cuniberti**
Financial Advisor



**Pasquale
Zaccarella**
Investor Relations



**Cesare
Varallo**
Food Lawyer

Industrial Partners



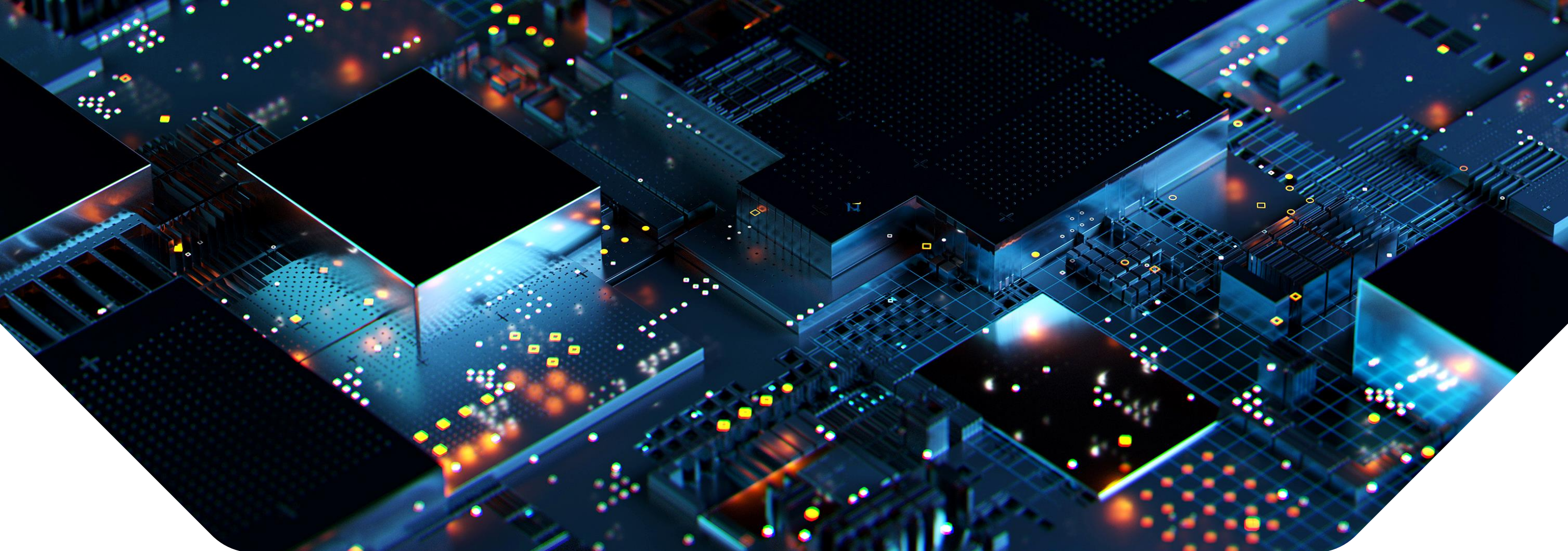
Digix Plus at a glance

Digix

DIGITAL EXCELLENCE



***RUN DIGIX
RUN DIGITAL
RUN BETTER***



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