



EMBASSY
DATA LOGISTICS

Labor Management Solutions

Investor Presentation | 2023

About Embassy

25+

years of supply chain industry experience

40

countries across

6

continents

Our Mission

Providing impactful software tools for the warehousing industry that lead to our clients increasing their bottom line without the need for extensive services or interfaces.

Embassy was formed with the intent of building low-cost supply chain tools for Warehousing that provide exceptional value to users in the market. With a team of current shareholders and employees, our group has over 100 years of bringing supply chain technology to the forefront.

Headquartered in Sarasota, Florida, our growth projects will see our solution deployed in over 30 countries in just the first year, looking at not only domestic markets but global markets from the date of our launch, Aug 7, 2023.

Kommand is the company's first product and it's obviously the initial focus. The company plans to roll out another product called **Ambassador** in Q1 2024 that will allow the user to view multiple sites using Kommand. The company also has an active **supply chain and warehouse operation consulting** division with several recognizable names in the industry.



The Problem



The average commercial warehouse spends over **50%** of its operational cost on Direct Touch Labor



Over **99%** of commercial warehouse operations do not have the ability to measure productivity against an industrial standard



The costs to implement an engineered solution are prohibitive



Operations choose to work from historical trends to dictate performance and requirements which is ineffective

Our Solution

WAREHOUSE
KOMMAND
LABOR MANAGEMENT SOLUTION

Synergetic

Labor Productivity

& Forecasting

Calculator

Warehouse Kommand by Embassy is a unique Labor Management Cost and Productivity Solution

Allows users to measure Productivity and not just Activity

No longer will market average or operational averages be the norm

Calculate real time performance in an accurate, inexpensive and easy to use solution without the need for an engineer

The nominal subscription fee of Kommand far outweighs the 5-7% labor reduction the client will generate. In a warehouse of 40 employees this would be approximately \$100,000

Our Products

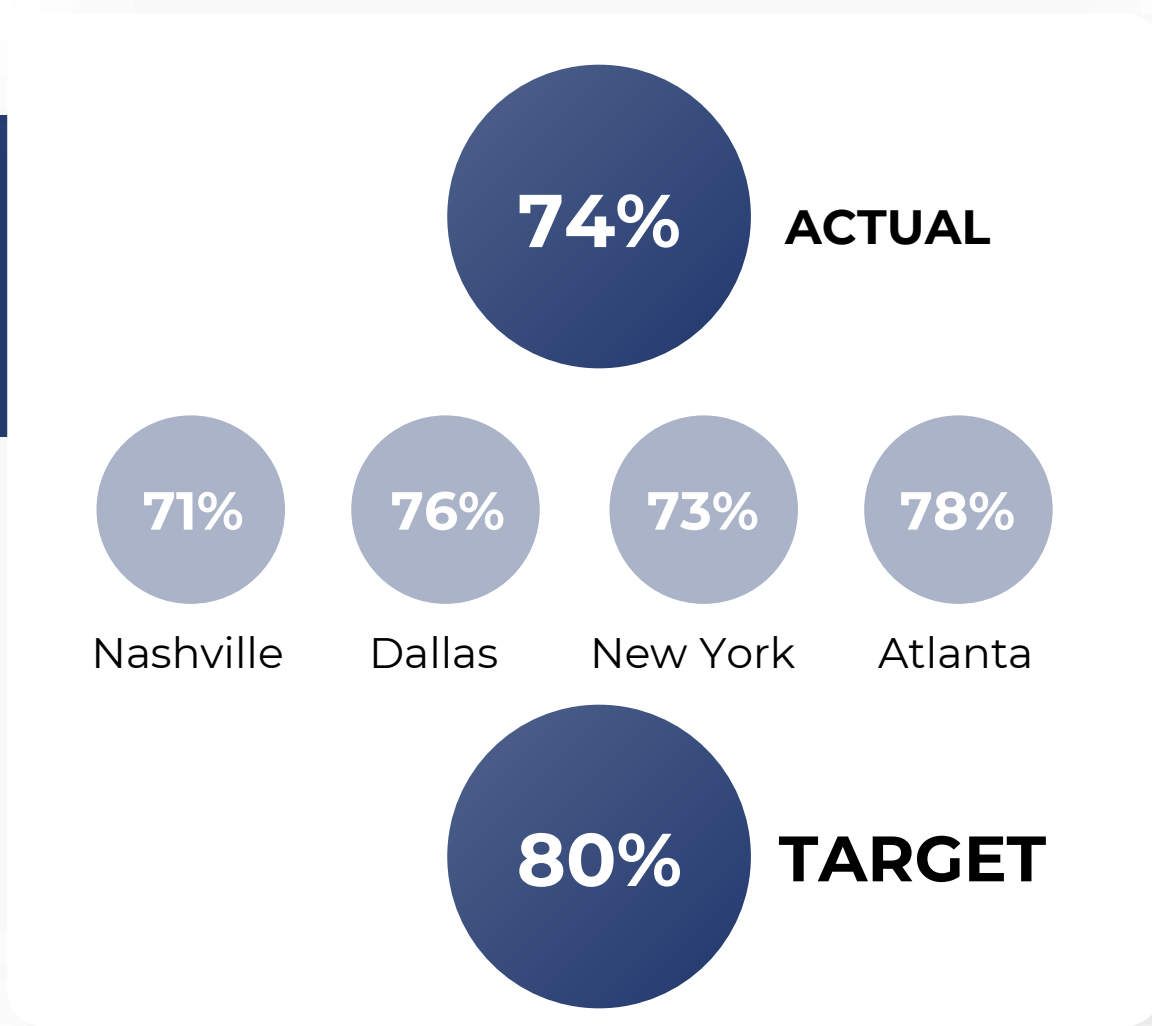
Warehouse Kommand



Warehouse Kommand: Revolutionizing Performance Measurement for \$399 USD / year
 A SaaS based web application to simplify metrics, maximize efficiency, and forecast labor to stay ahead in today's marketplace

- Comprehensive warehouse cost and labor productivity calculator
- Synergistic method of calculating warehouse performance and metrics for predictability and cost modeling
- Over 30 KPI's calculated with costs and expected costs
- Mirrors true Labor Management System output without the extravagant costs
- Comparative reports and dashboards for YOY, Month over Month or any time period against the standard
- Uses proprietary algorithms to calculate cost per unit across the 30KPIs

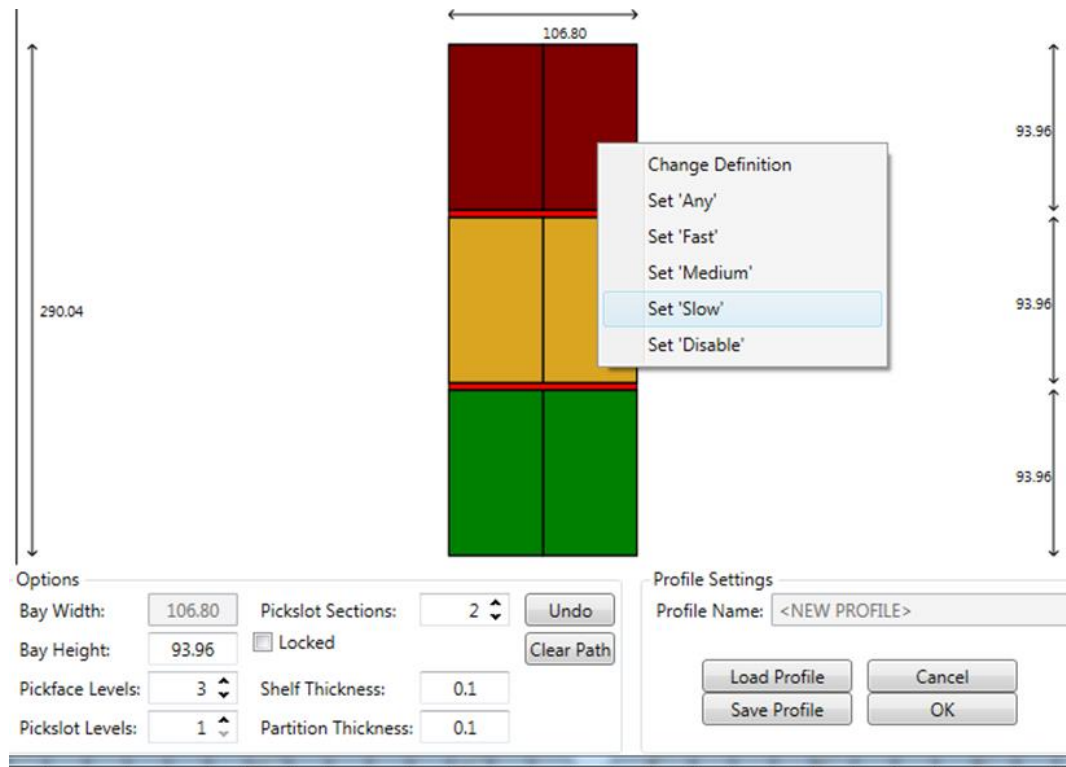
Warehouse Ambassador



Warehouse Ambassador: Revolutionizing Performance Measurement for \$75/ site/month
 A SaaS-based web application to simplify metrics, maximize efficiency, and forecast across multiple facilities and regions

- Uses base level Warehouse Kommand files for roll-up of Corporate Information
- Measure Optimal performance across the network and time. Measure comparisons on Productivity and Not activity
- Over 30 KPI's calculated with costs and expected costs
- Mirrors true Labor Management System output without the extravagant costs
- Comparative reports and dashboards for YOY, Month over Month or any time period against the standard
- Measure against a corporate productivity target

Slot Manager*



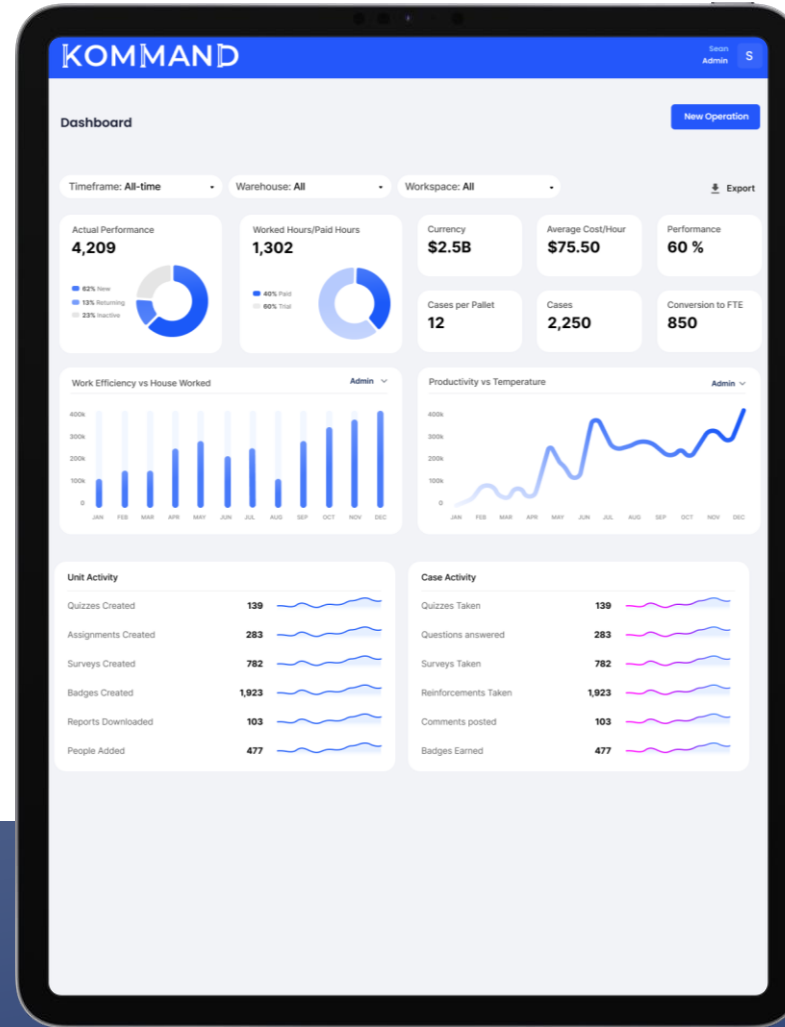
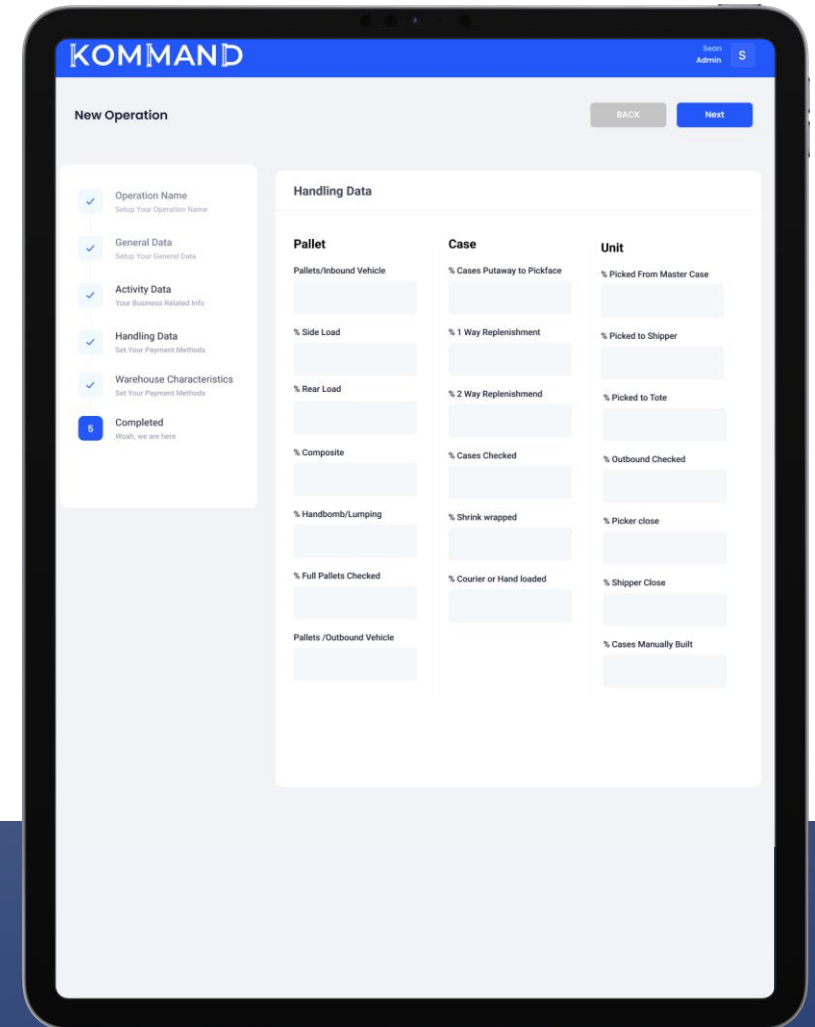
Slot Manager: Simplify warehouse optimization for \$249/ month

A SaaS-based web application to simplify metrics, with respect to product placement for increased operational performance and cube fill

- Unique web application for product placement
- Multi-level, multi-family design back using standard CAD files and Excel templates
- Over 10,000 Self building Algorithms and AI-enhanced predictability
- Available APIs for upload of history files or forecast files for easy modeling
- Comparative reports before and after cost and travel models
- Enhanced AI-Generated order profiling models

Screenshots of our Application

Easy to Use and No Integrations Needed

KOMMAND Search Admin 5

New Operation BACK Next

- ✓ Operation Name Setup Your Operation Name
- ✓ General Data Setup Your General Data
- ✓ Activity Data Your Business Related Info
- ✓ Handling Data Set Your Payment Methods
- ✓ Warehouse Characteristics Set Your Payment Methods
- 8 Completed Work, we are here

Handling Data

Pallet	Case	Unit
Pallets/Inbound Vehicle	% Cases Putaway to Pickface	% Picked From Master Case
% Side Load	% 1 Way Replenishment	% Picked to Shipper
% Rear Load	% 2 Way Replenishment	% Picked to Tote
% Composite	% Cases Checked	% Outbound Checked
% Handbomb/Lumping	% Shrink wrapped	% Picker close
% Full Pallets Checked	% Courier or Hand loaded	% Shipper Close
Pallets /Outbound Vehicle		% Cases Manually Built

Market Size



Trends to Synergetic Analytics are already beginning in the marketplace and are used by the large vendors such as Amazon and Alibaba



Vendors into the warehousing market will also be viable subscribers to Kommand as they can use the software to predict accurate labor savings through the use of their products



Software solutions that can support the decision criteria with real-time information and inputs not only on performance but also will dramatically improve operations, both from a cost perspective and from a utilization perspective

1%

of warehouse operations around the globe have technology available to predict or accurately benchmark their operations

8,000,000

warehouses are worldwide and 500,000 are located in North America alone

250,000

number of active supply chain consultants currently working globally

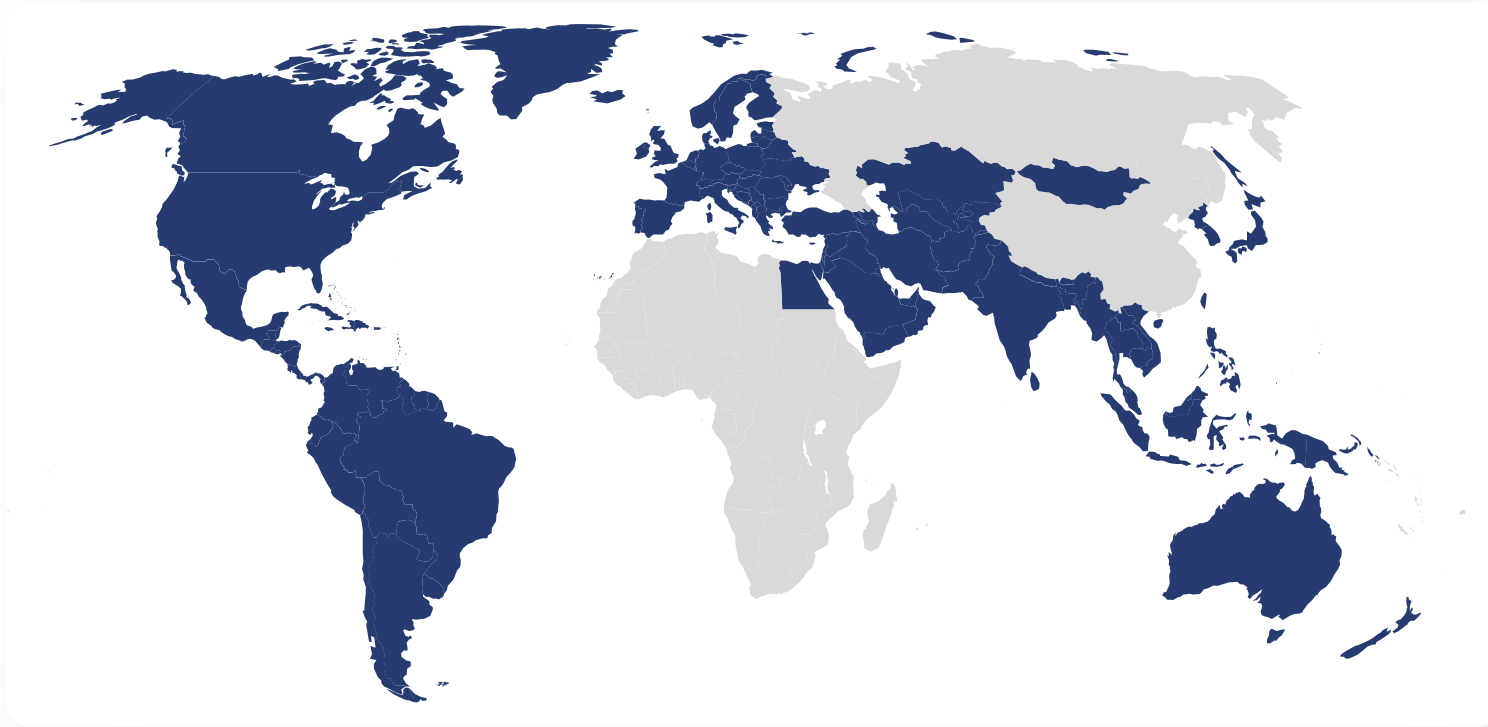
\$22.2B

Global Supply Chain Execution solutions market (Statista)

\$2.1B

Global Labor Management System Market by 2027 (Fortune Business Insights)

Target Market and Growth Opportunity



7 Core Markets

North America

Eastern Europe

Australia/New Zealand

South America

India and the Middle East

Western Europe

Asia

- Each Target Market has over **1,000,000** possible subscribers
- Each Target Market at 1% penetration would generate a total revenue of over **\$4M** annually
- Realistically the Serviceable market of 1% is approximately **50,000** subscribers
- The trends to move operations to emerging markets will enhance the need for inexpensive tools in those regions to limit labor costs
- The penetration of Synergetic modeling tools in other business markets will enhance Kommand's standing in the supply Chain Space
- Next-generation Kommand to use enhanced AI models for more robust models

Competitive Analysis & Advantage

Though no existing competitive product exists for Kommand, the following are current players in the Labor Management Market

Tier 1 providers






Tier 2 providers





Our Competitive Advantage:

1. Low Annual Cost of **\$399** – virtually eliminates all competition whose implementation fees average over \$25,000 and licenses over \$2500 per named user
2. Provides **quick, accurate, measurable performance measures** and enhanced client cost-to-serve analysis
3. Easy to use with comprehensive dashboard views
4. SaaS model solution requires no specific hardware or middleware tools, **only a web browser**
5. Uniquely designed to provide **full solutions** to Tier 3 emerging markets operations, as well as Tier 1 operations in existing first-world countries

Go-to-Market Strategy



The Embassy team has been aggregating contacts in the supply chain and warehousing industry over the past few months. We currently have close to 100,000 contacts in our HubSpot directory



On rollout, we will run marketing introductory cadences to over 100,000 contacts over an 8-week period to seed the market



During the initial period, Embassy has plans to attend 4 trade shows before year end 2023, and 4 global trade shows in the first half of 2024



On the partnership front, Embassy is actively selling foreign sales territories to agents who will receive 25% commissions from their given territory and 1% of the company shares



Embassy will seek major marketing partnerships where partners use Kommand licenses as client incentives. This will be targeted to the Tier 2 and 3 WMS market and Tier 1 Transportation Market



Embassy will seed the market with supply chain consulting partners to provide market referrals and industry feedback

Target Milestones & Growth Roadmap

What we aim to achieve in our first 6 months:

Our initial target will be to sign on four regional partner/franchise owners. (Territories include Thailand, South America, the Middle East and Asia, and Europe)

We will target a gross sales revenue of \$400,000 or approximately 1000 subscribers by year-end

We are participating in 3 trade shows in the second half of 2023, and four major global trade shows in the first half of 2024

We will publish a minimum of 3 case studies over the next few months

We will continue to publish general marketing videos as well as user-specific reference videos

01

02

03

04

05

Headcount to 12 by end of 2024, primarily in Marketing

On the horizon is the introduction of a second and third product in 2024. Product 'Ambassador' gives the user the ability to view several/many warehouses using Kommand at once

Our 3-year plan is to grow the organization organically through subscriptions and future solution development

The Team



Lee Rector
CEO

- 25-year track record of success in the Supply Chain and Logistics industry
- Two previous exits in the logistics-tech space
- Author of [Warehousing 101](#), A Reference Guide



Julia Venturino
Executive VP

- 20+ years across multiple supply chain and financial markets.



Abdel Tahir
CTO

- Led an international team of developers and technology experts for a Fortune 100 Company.

The Ask

Embassy Data Logistics is looking for

\$0.5 million Equity

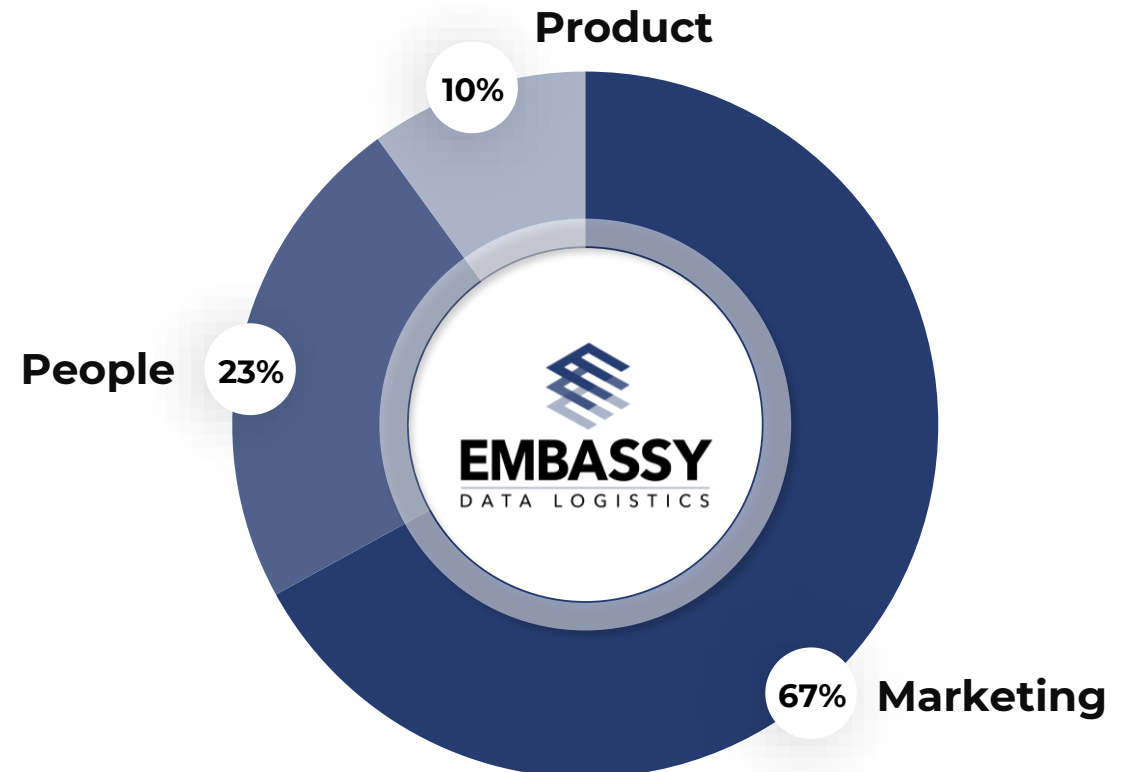
Pre-seed at a \$2 million valuation and

\$1.5 million committed debt

facility with an initial draw of \$500k

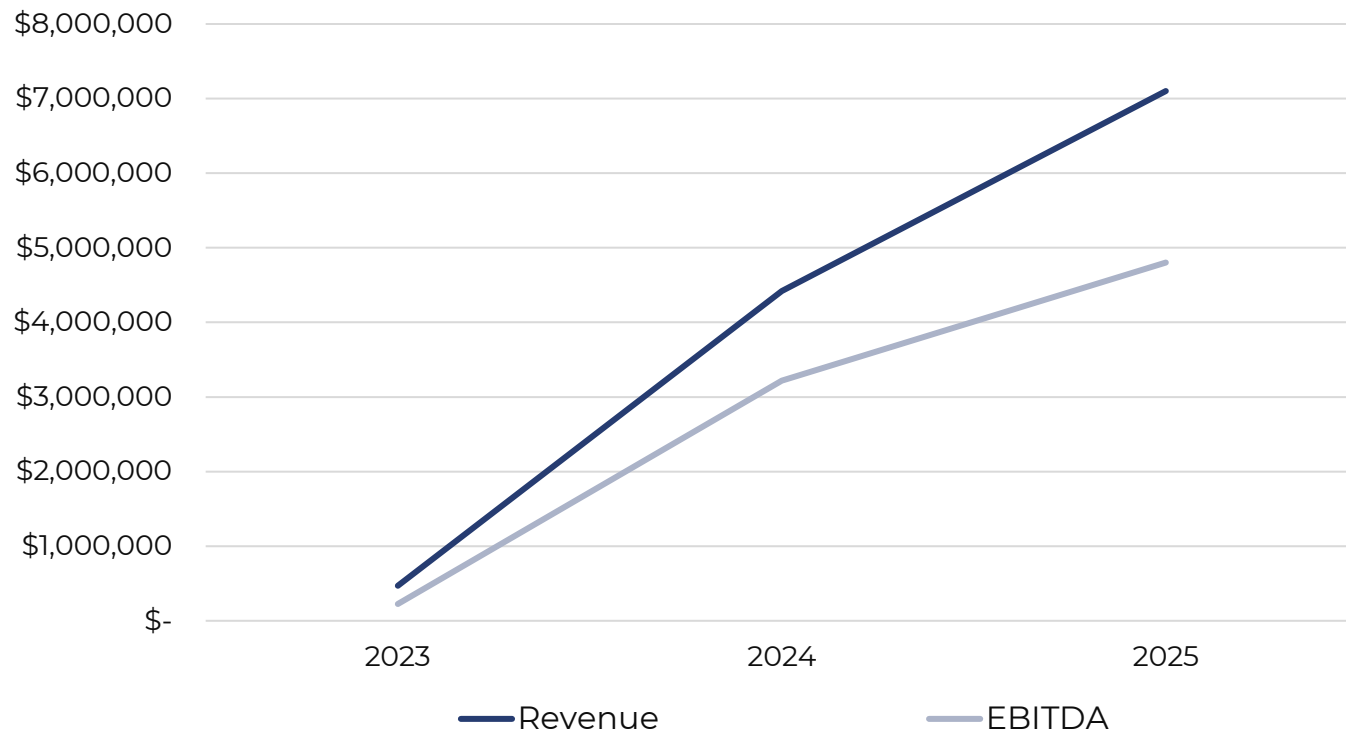
*Embassy will entertain alternative deal structures not listed that investors may wish to propose

FUND USAGE BREAKUP

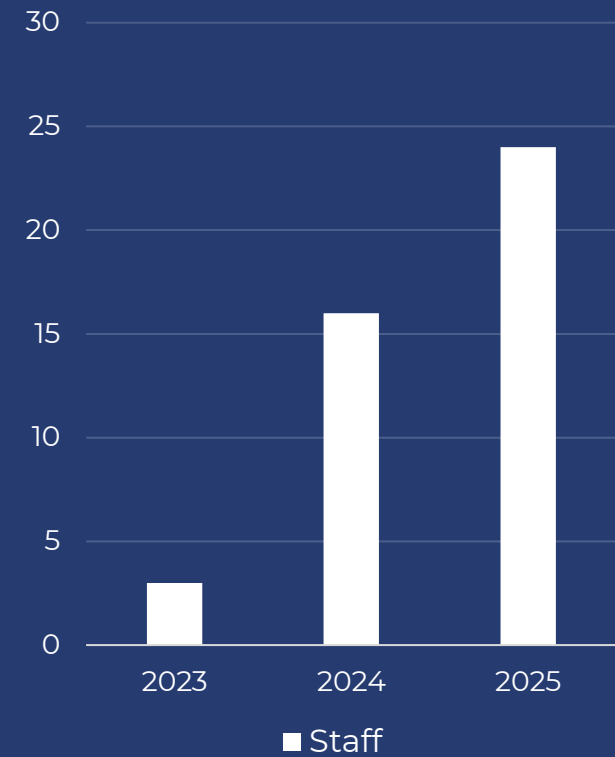


Financial Overview

Revenue and EBITDA projections



Staff





Exit Strategy



Further Funding Rounds

Series A Investment with a target of approx. \$5,000,000



Acquisition

Sell out at \$250-\$400/share



Initial Public Offering (IPO)

Building a public-ready Company



EMBASSY

DATA LOGISTICS

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