



# indu4.0

## White Paper *Executive Summary*

English, June 2022

## Problem Statement

The founders of indu4.0 have worked more than 20 years in the manufacturing industry and know the market conditions and client needs very well. Conversations with customers showed that existing offers for the search for industrial partners are untransparent, incomplete, time-consuming, and holistically very cost intensive due to high variety and complexity in the industrial market. Furthermore, the traditional mindset of the manufacturing sector adds hurdles for the use of new technologies and does not allow transparency as well as lack of security of documents. Exhaustive search for new customers or suppliers results in high costs and requires the physical attendance at trade fairs which is not always possible nor efficient.

## Proposed Solution – indu4.0

The digital business-to-business marketplace indu4.0 solves the described problems with the platform economy, market efficiency through matchmaking of supply and demand and cost-effectiveness. The search of clients for both purchasers and suppliers is solved by quick and precise results based on a sophisticated filtering system. Besides the platform economy of the marketplace, the indu4.0 ecosystem focuses on the use of blockchain technology and offers blockchain-based payments. Therefore, the specific token INDU is created and used. To address the problem of document security, the introduction of NFT security (non-fungible token) allows safer and more secure transmission of documents. Virtual trade fairs in the metaverse help clients to access events from anywhere and improves the efficiency for participants through travel and transportation independencies.

The large and growing market opportunity of the manufacturing industry globally is summarized in numbers and shows the potential:

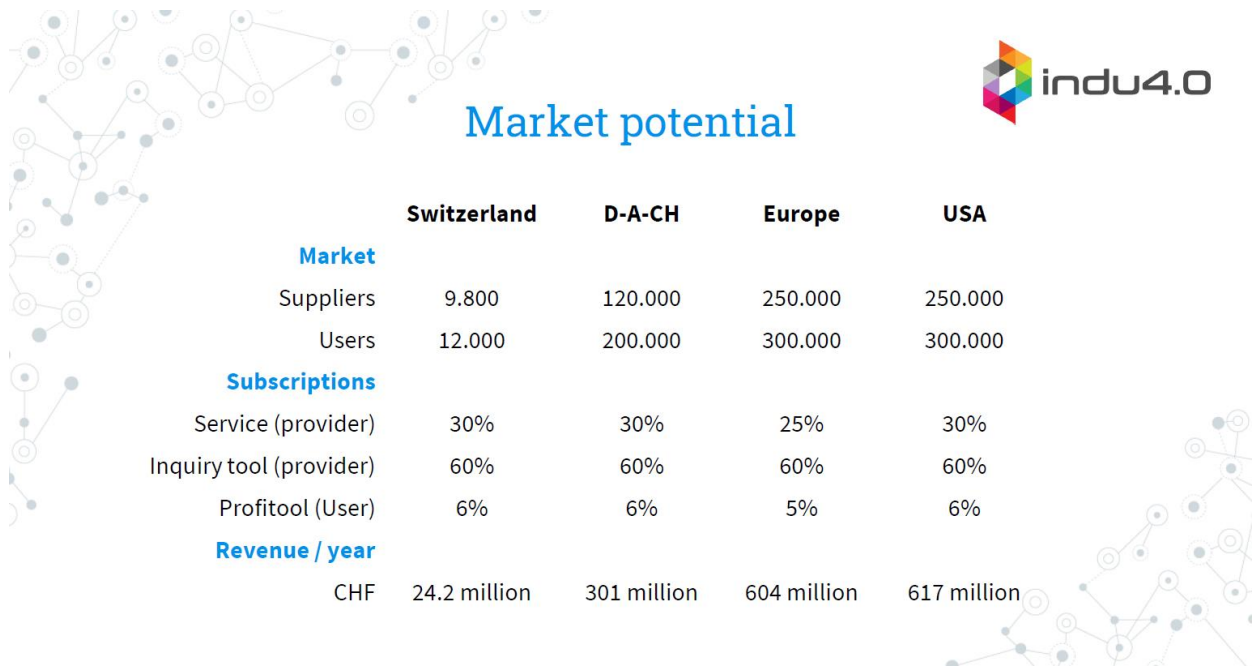


## Value and Competitive Advantage of the indu4.0 Marketplace

Compared to the existing competitors in the market, the core functionality of the indu4.0 marketplace describes the superior filter function for sophisticated search results which allows effectiveness as well as efficiency for purchasers and suppliers. As a result, indu4.0 delivers more precise output while providing high information quality whereas competitors generally deliver inaccurate output with lower information quality. The opportunities of technological possibilities as well as the increasing pressure for networking in the industrial sector foster the opportunities of the indu4.0 marketplace. Furthermore, the integration and application of blockchain technology improves the competitive advantage since competitors don't offer blockchain-based payment options nor include NFT security for documents. With the help of the metaverse approach combined with the loyalty program for any customers, indu4.0 secures a sustainable competitive advantage against existing and also new market participants.

## Business Model

Based on the global market potential displayed before, the market potential is calculated for only Switzerland, the D-A-CH region, Europe and the USA. The assumption of suppliers and purchasers combined with the subscription fees (percentages for fee-based transactions on the platform) results in the revenues per years of CHF 24.2 million for Switzerland, CHF 301 million for D-A-CH region, 604 million for Europe and 617 million for the US market.



## Team

The team of indu4.0 brings extensive and condensed know how in the manufacturing industry along to build the indu4.0 platform and provide the customers with a tool that simplifies and enhances their everyday life. Two of the core team members, Christian Dillier and Andreas Ott, have both been working for many years in the industrial sector and are deeply aware of the client needs. They are both very experienced entrepreneurs with a huge network in the manufacturing industry to connect the dots. The third co-founder of indu4.0, Kay Baur, is a very experienced IT expert who is responsible for the development of the platform. Additionally, the core team is supported by Max Schaumburg, an expert in the crypto segment with hands-on experience of creating and marketing cryptocurrencies to ensure the growth of the INDU token. Furthermore, Jan Baur supports indu4.0 as an expert in business innovation with experience in technology consulting and focuses on content creation. The board member Rui Meireles is acting as a financial advisor with lots of experience in the banking sector.



**Kay Baur**  
Co-Founder & CTO



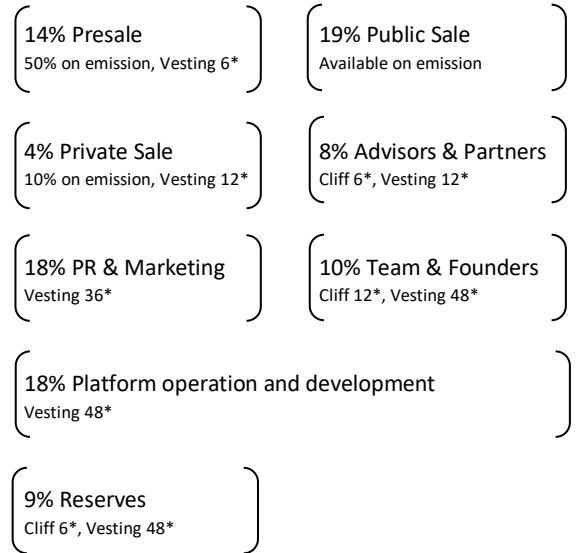
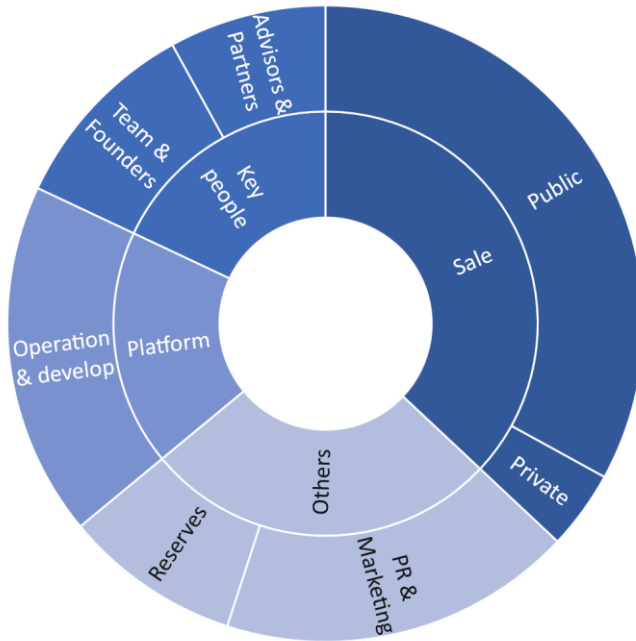
**Andreas Ott**  
Co-Founder & CFO



**Christian Dillier**  
Co-Founder & CEO

## Tokenomics

The tokenomics of the INDU token are divided as below. The amount of the private sale is a total of 4% where the issue price of tokens is 0.04\$/token. The emission price of the token is set to 0.1\$/token for the official launch.



\* Number of months

## Contact Information



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