



# indu4.0

## White Paper v1.3

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## Table of Contents

1. Abstract .....	3
2. Industry Sourcing & Sales goes Digital .....	4
2.1. Introduction .....	4
2.2. Initial Situation .....	4
2.2.1. For the Purchaser.....	4
2.2.2. For the Supplier .....	4
2.3. Problem.....	4
2.3.1. For the Purchaser.....	4
2.3.2. For the Supplier .....	5
2.4. Solution.....	5
2.4.1. Presenting the Offer .....	5
2.4.2. Search for Suppliers .....	5
2.4.3. Request / Offer .....	6
2.4.4. Data Protection.....	6
3. Platform.....	7
3.1. Technical Details.....	7
3.2. Features of the Platform.....	7
3.2.1. For the Purchaser.....	7
3.2.2. For the Supplier .....	7
3.2.3. For other Customers .....	7
3.2.4. Loyalty Program.....	7
3.3. Functionality.....	8
3.3.1. Test Phase .....	8
3.3.2. Launch .....	8
3.3.3. Further Developments .....	8
4. Market potential .....	9
4.1. Industry Facts and Figures .....	9
5. Analysis.....	10
5.1. Competitor Analysis.....	10
5.2. SWOT Analysis.....	11
5.2.1. Internal Analysis .....	11
5.2.2. External Analysis.....	11
5.2.3. Conclusions from the SWOT Analysis .....	12

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6.	INDU token .....	13
6.1.	Ecosystem .....	13
6.2.	Opportunities .....	13
6.3.	Tokenomics .....	14
6.3.1.	Cliff / Vesting .....	14
6.4.	Token Sale .....	15
7.	Roadmap .....	16
8.	Team.....	17
8.1.	Founders .....	17
8.2.	Team & Board Members.....	18
8.3.	External Partners.....	18
9.	Contact Information.....	18
10.	History of Changes .....	19
11.	Disclaimer .....	20

## 1. Abstract

Since the manufacturing industry is regarded as traditional, digital transformation and the adoption of new technologies describe major obstacles. The variety and complexity of product offers prevent efficient matching of purchasers and suppliers in the market. While the purchasers struggle with high efforts to find capable service providers, suppliers mainly face problems in finding appropriate inquiring customers. This white paper proposes the digital business-to-business marketplace indu4.0 that enables efficient, quick and cost-effective matchmaking of supply and demand. Furthermore, the ecosystem provides benefits such as blockchain-based payments, NFT security and access to virtual environments to create new opportunities for all clients. We believe that the growth and scalability of the platform-economy allow for mutual gains of all stakeholders.

## 2. Industry Sourcing & Sales goes Digital

### 2.1. Introduction

indu4.0 is a digital B2B marketplace for the manufacturing industry and further services within this sector, scalable worldwide, with the goal of bringing "supply and demand" together quickly, efficiently, and cost-effectively. We have succeeded in integrating the extremely high complexity and diversity of industrial products and services with a sophisticated filter system in a user-friendly way on one platform.

The company Indu4.0 AG is headquartered in the heart of Europe, in the beautiful city of Lucerne, Switzerland.

### 2.2. Initial Situation

The founders of indu4.0 have worked in the industry for more than 20 years and know the market conditions very well. In terms of manufacturing technology (CNC machines, robots, etc.), the next industrial revolution has already begun. However, regarding digital possibilities around data exchange, marketing, social media, networks, digital product offerings, industry is still a few years behind other industries, especially the service sector.

#### 2.2.1. For the Purchaser

In purchasing within the industrial world, we distinguish between standard parts and parts that are manufactured according to specific drawings. Standard parts can usually be procured quickly and easily in a standardized way. Contrarily, more specific parts (i.e., according to drawings) are unique and cannot simply be searched for as a product. The purchaser needs to research for suppliers with the specific capability to produce such a part. In summary, the supplier requires machines, know-how, certifications and ultimately the necessary capacity.

#### 2.2.2. For the Supplier

For the supplier, we experience exactly the opposite situation. They are looking for customers in the market who request/demand parts that fit their machines, know-how, certifications and are willing to pay the corresponding price.

### 2.3. Problem

In the following, we are outlining the core of the problem in the industrial market so that you understand the unique selling proposition (USP) of our platform. In contrast to well-known marketplaces for cars, household appliances or dating sites, the variety and complexity in the industrial market is many times higher. Today's offers for the search for industrial partners are untransparent, incomplete, time-consuming, and holistically very cost intensive.

#### 2.3.1. For the Purchaser

To find the right supplier these days, you need specialized personnel with the appropriate experience. The purchaser cannot search for a specific and nameable item. Today's options for the purchaser are all tedious and inefficient:

- Search engines: too many hits, each supplier must be checked manually

- Company directories: incomplete, no specifications available
- Trade shows: do not take place all the time, travel, incomplete

Additionally, we face the challenge that many of these services do not have a standardized name. Thus, depending on the search term used, the purchaser may find a completely different hit list for the same manufacturing technique.

Another disadvantage nowadays is that technical drawings are transmitted without the protection of property rights when requests for quotations are made.

As a result of this unnecessary expenditure of time, many purchasers are unable to fully perform their core tasks. There is too little, or no time left for tasks such as supplier evaluations, price benchmarking and searching for cost savings potential.

### 2.3.2. For the Supplier

Industrial suppliers looking for new customers nowadays spend a lot of money to find them. Many small and medium enterprises do not have these financial possibilities at all and live from their existing customers. Today's possibilities for the suppliers to acquire new customers and orders include:

- External Sales Service: Very costly, limited capacity, inefficient
- Trade show: Cost-intensive, very time-consuming, regionally limited
- Trade magazines: Outdated and declining, poor cost-benefit ratio
- Corporate website: High-maintenance, lack of expertise, lack of resources
- Company directories: Low success rate, inaccurate industry categories

In addition, we find that many suppliers struggle to present their complete and accurate capabilities in a simple and understandable way.

Due to these complex and imprecise acquisition methods, the suppliers receive too few inquiries, leads or even unsuitable inquiries, which cannot be served at all. Unsuitable inquiries burden the internal sales team with unnecessary work and generate avoidable costs.

## 2.4. Solution

As a solution to all the described problems we developed the indu4.0 platform. At the core, there is a sophisticated filter system, which standardizes the input and output and thus guarantees a high accuracy of search results.

Indu4.0 has a simple and understandable interface and supports both the supplier in the structured formulation of his offer as well as the modern purchaser in his daily work.

### 2.4.1. Presenting the Offer

Due to the uniform and complete input masks, we ensure that the offers are clearly named, the supplier can fully record all his capabilities and his offer is automatically presented in a clear and comprehensible way.

### 2.4.2. Search for Suppliers

Because of the sophisticated filter system, the purchaser can perform his specific search easily, quickly and intuitively. The standardized terms and filter steps quickly provide the purchaser with an accurate supplier hit list for the services he is looking for.

#### 2.4.3. Request / Offer

The purchaser can immediately select from the supplier hit list and send his inquiry including technical drawings directly to several potential suppliers via the platform. Because of this filtering, the suppliers receive inquiries that match their specific offer.

#### 2.4.4. Data Protection

With the integration of blockchain technology, data worthy of protection can be securely exchanged among each other on an NFT basis. Thanks to NFT, the originator of the data can also be traced and proven without falsification.

## 3. Platform

### 3.1. Technical Details

The indu4.0 platform is hosted in the cloud on Firebase (Google) and is therefore unlimited and globally scalable. The programming and further development of the platform is done in-house and with external partners. The logic and core knowledge of the functionalities as well as the intellectual property is 100% owned by Indu4.0 AG.

### 3.2. Features of the Platform

#### 3.2.1. For the Purchaser

The purchaser can use the indu4.0 platform without logging in and fully utilize the search functions. To receive detailed information of the suppliers of his search result, a free user account is required. The purchaser can save his search queries and is automatically informed about news by the platform. With a subscription, the purchaser can additionally choose his favourite suppliers and benefit from an overview generated. Based on the user behaviour, the platform can suggest optimizations for the purchaser's supplier network.

The most important function for the purchaser is the possibility to send offer requests to selected suppliers from his list directly via the platform with just a few clicks. This always guarantees an overview and saves the purchaser an enormous amount of time.

#### 3.2.2. For the Supplier

The supplier can create a user account for free and enter up to two competences within his company profile for free. With a subscription, the supplier can enter more competencies and will thus appear even more often in the search results. The input masks have a modern design and can be edited directly in view mode. With its company profile, each supplier is given the opportunity to present its services clearly and compactly immediately. An inquiry subscription allows the supplier access to the offer requests of the purchasers.

#### 3.2.3. For other Customers

Other customers who are not directly acting as suppliers or purchasers can place advertisements on the indu4.0 platform or visit trade fairs and events in the metaverse.

#### 3.2.4. Loyalty Program

Long-term and loyal customers of the indu4.0 platform should be rewarded. As a marketing activity, we reciprocate by giving our customers INDU tokens for actions taken on our platform (e.g., book an indu4.0 subscription, keep the company profile updated). Depending on the individual usage of the indu4.0 platform and generated revenue, customers participate in one of our three loyalty levels.



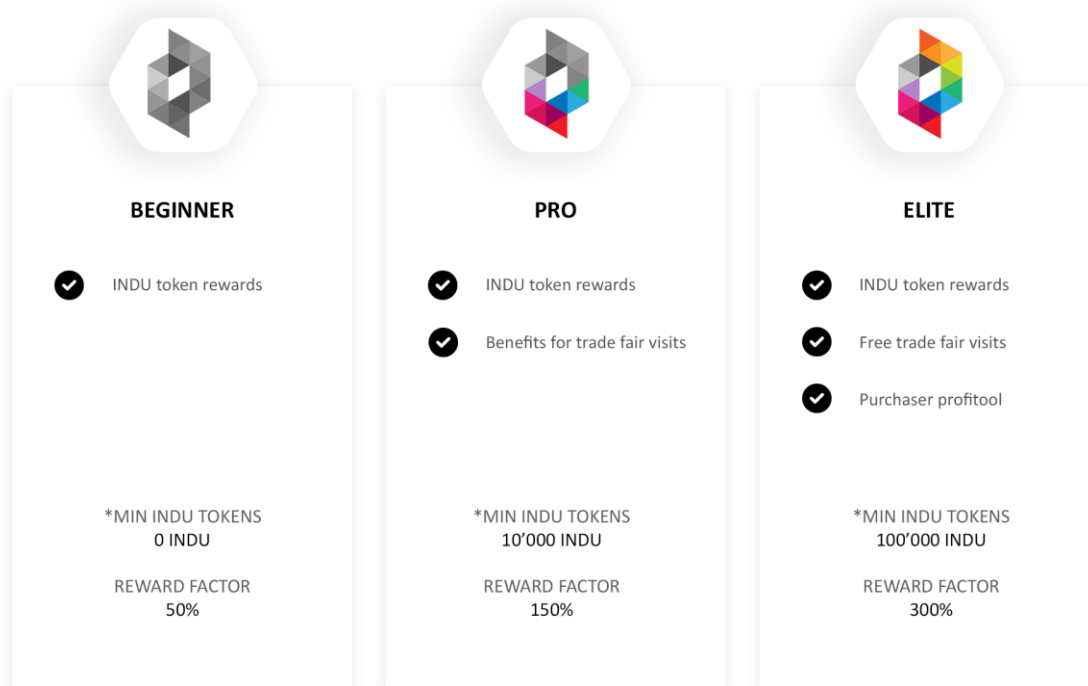


Figure 1: Overview of the loyalty program (source: own illustration)

\*MIN INDU TOKENS = Number of INDU tokens a customer must own to gain desired loyalty levels.

### 3.3. Functionality

#### 3.3.1. Test Phase

In the test phase the following functions are available:

- The sophisticated filter logic
- Recording and displaying of services (provider)
- Conclusion of subscriptions (provider)

The website will not be accessible to the public at this time.

#### 3.3.2. Launch

The following additional functions will be available at launch:

- Multilingual (EN, DE, FR, IT)
- User account for purchasers
- Search function available for non-registered users
- Contact possibilities between purchaser and supplier
- Platform subscriptions paid with INDU tokens
- Metaverse for advertisement and trade fairs / events
- NFT creator for your valuable documents (e.g., 3D drawing)

#### 3.3.3. Further Developments

The following enhancements are planned:

- Professional tool for purchasers (favourites, overviews, optimization)
- Reporting for suppliers and purchasers

## 4. Market potential

### 4.1. Industry Facts and Figures



Figure 2: Overview facts and figures about the worldwide industry, source: examples from statista.com

## 5. Analysis

### 5.1. Competitor Analysis

The competitor analysis includes both primary and secondary research approaches, with key insights gained from interviews with numerous industry representatives. Extensive research ensured that the existing problems and pains in the industry are not already covered by existing products or services.

As part of the primary research, interviews served as a key instrument for finding out from existing customers where the shoe pinches. The question about whether there is an effective, efficient marketplace for customers and suppliers based on today's needs could be answered with "no" after only a few interviews. The consolidated evaluation showed that the existing offers in the market are in most cases insufficient and incomplete with regard to the quality of information and the precision of the data. A corresponding offer or product that satisfies customer needs and makes daily work more efficient proved to be a gap in the market.

The search for potential competitors in the context of the secondary research served parallelly to assure that no product or service provider exists locally as well as globally, which serves the market. After consulting external sources, some competitors could be identified. More in-depth research of the offered services showed that there are no adequate market participants both in terms of information quality and precise search results.

In summary, the customer-related findings about existing problems and difficulties in the industry as well as the missing offers in the market lead to the marketplace indu4.0 and related offers. The MVP compared to existing market participants is illustrated in Figure 3.

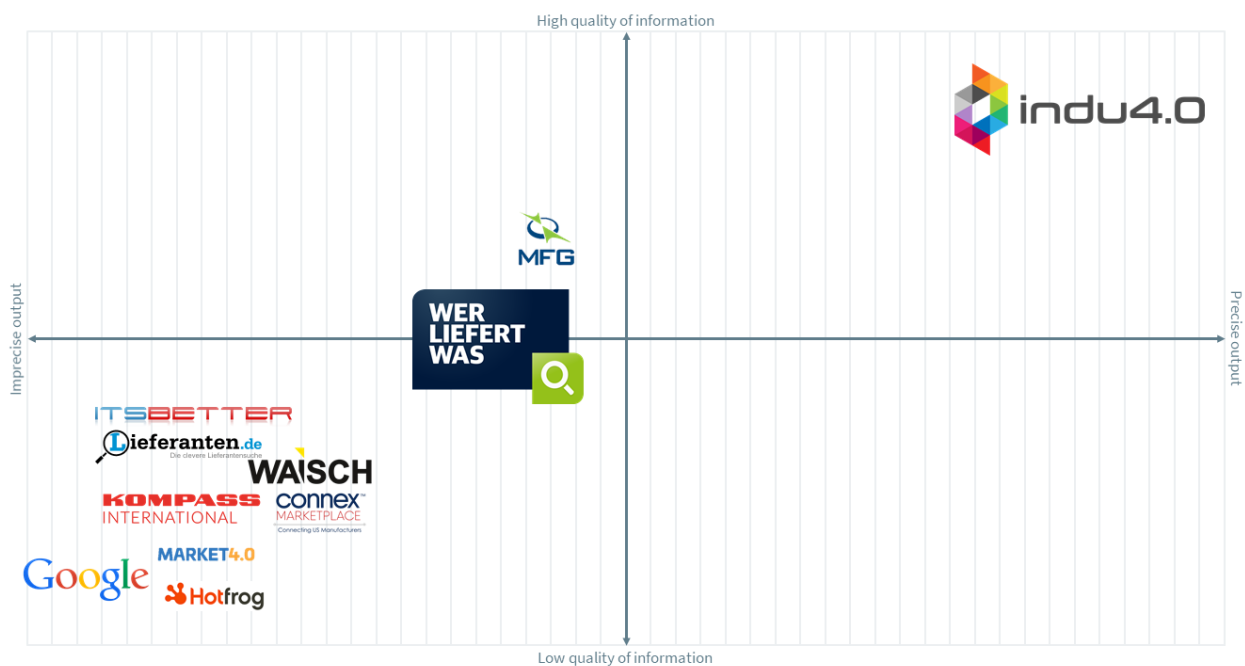


Figure 3: The competitor analysis shows clear deficits of existing market participants with regard to information quality and search result precision, which sets the indu4.0 platform apart from competitor offerings. (source: own illustration)

## 5.2. SWOT Analysis

As part of the SWOT analysis, indu4.0 AG has developed internal factors (divided into strengths and weaknesses) on the one hand and external factors (listed in opportunities and threats) on the other. The respective factors are illustrated in Figure 4 and findings are derived in the summary (cf. Chapter 5.2.3).

### 5.2.1. Internal Analysis

The internal analysis considers influencing factors that have a direct impact on the company's success and are defined as follows:

#### **Strengths:**

- Efficient, effective and customer-friendly marketplace for suppliers and buyers, including industry-specific filter function and precise search results
- Simple and location-independent scalability
- Existing network and sector know-how in the manufacturing industry
- Innovative strength through the use of blockchain and cloud technology
- Qualification and diversity of the team
- High team motivation and productivity

#### **Weaknesses:**

- High initial costs for platform development
- Initially limited financial resources
- no buyers without service providers on the platform (and vice versa)
- initial costs for customer acquisition on the platform

### 5.2.2. External Analysis

In contrast to the strengths and weaknesses, the external analysis highlights influencing factors from the company's environment that cannot be influenced by the company itself.

#### **Opportunities:**

- Technological progress / innovations for further development and new opportunities
- Demographic change (e.g. change in values in the industrial sector) through younger generation
- Digitalization for increasing acceptance as well as need for change
- Higher and changing customer expectations
- Need for more security (e.g. document/patent rights)
- Pandemic (e.g. COVID) as accelerator for technological change as well as change in values (declining travel activities)

#### **Risks:**

- Acceptance due to traditional values of the industrial sector
- Economic and financial crises resulting in a decline in spending propensity
- New competitors
- Legislation and regulations (regional differences)
- Political trends (regional differences)

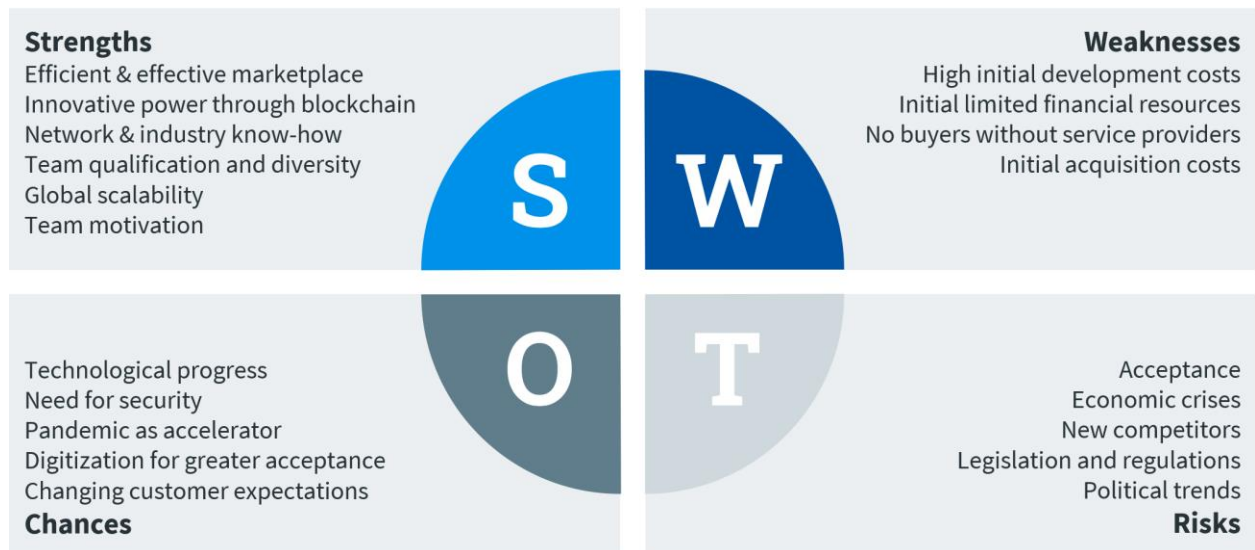


Figure 4: SWOT analysis of the indu4.0 platform (source: own illustration)

### 5.2.3. Conclusions from the SWOT Analysis

The summary of the findings can be derived from the combination of the respective internal and external factors. The highlights describe the search results that are tailored to customers and the matching of supply and demand, which can be scaled as desired based on the efficient platform economy. These strengths are enhanced by the opportunities of technological possibilities as well as the increasing pressure for networking in the industrial sector (e.g. Industry 4.0 / IoT). The greatest weakness in combination with recognized danger is not being able to initially find providers as a platform, which is dependent on the existing culture in the industrial sector and could be reinforced by declining willingness to spend. Without a customer base on the side of the providers, there would be no foundations for the benefits on the demand side.

## 6. INDU token

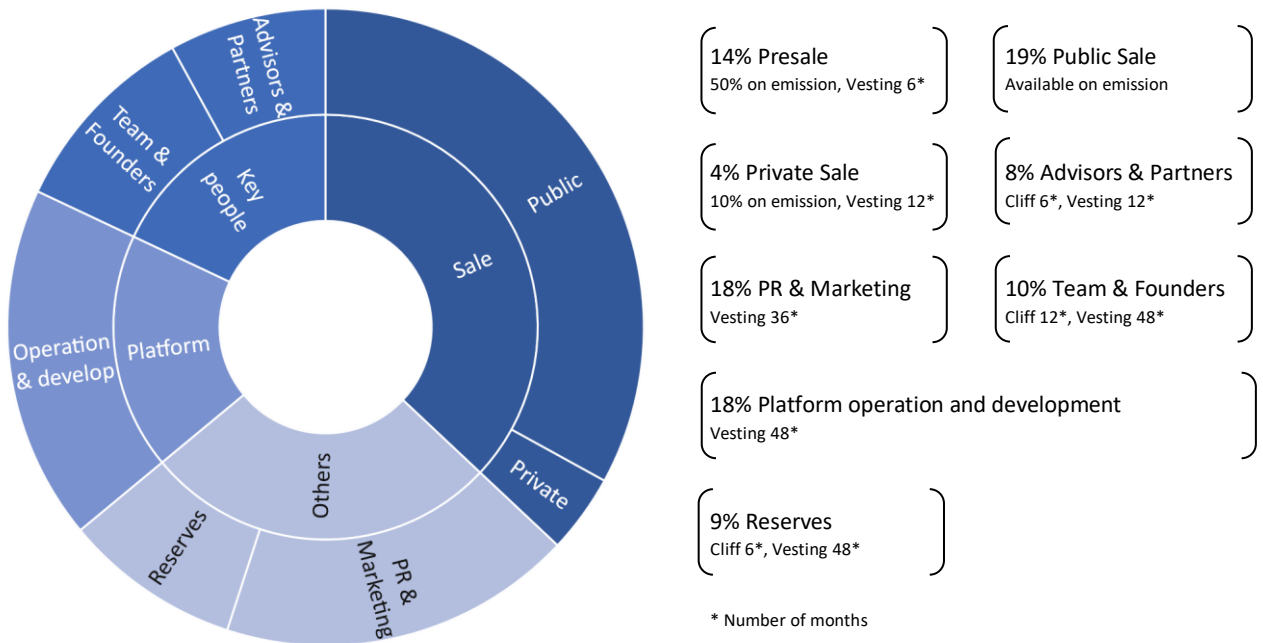
### 6.1. Ecosystem

Blockchain based	Pay for the usage and advertisement on the indu4.0 platform with the INDU token.
NFT security	A great problem solver for the industry: Benefit from document & copyright protection for technical drawings.
Metaverse	Pay for trade shows, exhibition spaces and admissions offered by Indu4.0 AG with INDU tokens.
Loyalty program	Participate in the loyalty program and receive rewards in form of INDU tokens through regular platform usage.

### 6.2. Opportunities

- INDU tokens can be used to pay for all services on the indu4.0 platform, including placing advertisements and receiving exclusive industry reports, offered by Indu4.0 AG.
- In the metaverse, exhibition stands at events organized by Indu4.0 AG can be purchased exclusively with INDU tokens. Visitors of trade fairs and events of Indu4.0 AG can also pay with INDU tokens.
- On the indu4.0 platform there is a loyalty program where users can receive rewards in form of INDU tokens. The incentives serve to ensure that more and more users use the indu4.0 platform regularly and thus the number of users on the platform is constantly growing.
- Thanks to NFT technology, sensitive and proprietary data can be exchanged securely via the indu4.0 platform. The NFT INDU token can be used to verify the owner of the files.

### 6.3. Tokenomics



Public Sale	33% of the INDU tokens will be sold in a public sale and can be purchased by the public (subject to a successful KYC and acceptance of terms and conditions).
Private Sale	4% are awarded in the private sale. Special terms and conditions apply to the private sale.
PR & Marketing	In order for the indu4.0 platform to take off successfully worldwide, up to 18% of the INDU tokens may be used for marketing.
Development	For the long-term platform operation, stability and development, up to 18% of the INDU tokens may be used.
Key People	For the necessary support and network we have earmarked 8% for our advisors and partners, 10% will go to the team and founders.
Reserves	For unexpected happenings.

#### 6.3.1. Cliff / Vesting

Cliff	The number behind Cliff means that the tokens are locked away for X months before they are distributed linearly or immediately.
Vesting	The number behind Vesting means that the tokens will be distributed linearly during X months. The distribution of the tokens always takes place on the 25th day of a month.

## 6.4. Token Sale

There will be three sales rounds, one private sale round and two public sale rounds. For the private sale, purchasers need a signed SAFT Agreement and fill in a specific application in our registration process for the token sale in addition to the KYC; for the two public sale rounds, a KYC is sufficient. The maximum purchase limit, as well as the sale price and sale start of the respective sale rounds can be found on the official website.

The INDU token will run on a blockchain/distributed ledger supporting smart contracts. Right now, we are in the evaluation phase to find the best technically solution for the indu4.0 project.

During the ICO we accept the cryptocurrencies BTC, ETH and BNB or fiat money EUR and CHF. We keep the opportunity only accepting the mentioned cryptocurrencies in the private sale.

To meet our calculated target, the hard cap is set to 16.5 million euro.

Attained money will be used for:

- Expand the Indu4.0 AG support and development team
- Marketing campaigns in multiple channels as social media, poster advertising, TV, trade publication
- Cover costs for external cloud providers, infrastructure enlargement, office rental, administrative charges
- The gains will substantially help to operate the indu4.0 platform in long-term and successful



## 7. Roadmap

### 2020 - Foundation & First Steps

Oct – Dec	Establishment of indu4.0, development of a brand
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### 2021 - Design & MVP Platform

Jan – Mar	Competitor analysis
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Apr – Jun	Determine MVP, evaluate development partners
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Jul – Sep	Start development, create platform design
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Oct – Dec	Finalize design, MVP launch development, create pitch deck
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### 2022 - Testing, Token & Launch

Jan – Mar	Create marketing concepts, landing page for INDU tokens, create white paper
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Apr – Jun	Finalize MVP, attract partners, build community, develop user portal for INDU token sale
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Jul – Sep	INDU token test phase, onboarding indu4.0, start marketing campaigns (TV, social media, magazines)
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Oct – Dec	Online launch indu4.0 platform and issuance of INDU token
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## 8. Team

### 8.1. Founders



#### Kay Baur

Chief Technical Officer

Kay is a field-tested IT security specialist in Switzerland.

He has been working in the IT business for over 15 years for various companies.



#### Andreas Ott

Chief Financial Officer

Andreas is a business economist and entrepreneur.

He was CEO of industrial companies for several years for German and Swiss industrial groups.



#### Christian Dillier

Chief Executive Officer

Christian is an independent entrepreneur and an expert in the international sales scene in the industrial environment.

Thanks to his technical studies and his sales talent, he is a sought-after partner for various customers.

## 8.2. Team & Board Members



**Max Schaumburg**

A well-known connoisseur of the worldwide crypto scene and successful entrepreneur in the field of consumer goods.



**Jan Baur**

Analytical and structured out-of-the-box thinker with experience in management and technology consulting as well as a degree in Business Innovation (M.A. HSG).

## 8.3. External Partners



STIER & PARTNER



## 9. Contact Information



Indu4.0 AG - CHE-394.175.720

Rütligasse 2, 6003 Luzern, Switzerland

[token@indu40.io](mailto:token@indu40.io)

## 10. History of Changes

Version	Date	Most important changes
1.1	April 2022	✓ general linguistic corrections and selective additions
1.2	May 2022	✓ general linguistic corrections and selective additions
1.3	June 2022	✓ Additions and deepening of the analysis (Chapter 5) ✓ Additions to the team (Chapter 8.2) ✓ general linguistic corrections

## 11. Disclaimer

This white paper contains non-binding preliminary information for promotional purposes for interested people with experience in dealing with cryptographic tokens and it does not constitute a prospectus, or any other document approved by or filed with any regulatory authority in Switzerland or abroad.

This white paper is neither an offer nor a solicitation of an offer to purchase cryptographic tokens, such as the INDU token, or any securities or other products. Indu4.0 AG does not assure any future appreciation, certain future performance or profit potential in connection with INDU tokens. In particular, the INDU token does not include a right to receive a repayment of the purchase amount under any circumstances, nor does it include a right to receive an interest, any kind of financial benefit, share in the turnover, profits or assets of Indu4.0 AG, or any kind of voting rights. In addition, Indu4.0 AG reserves the right to exclude certain people from purchasing INDU tokens based on any reasons (e.g., people from restricted countries, such as the U.S., or politically exposed persons).

The information in this white paper does not constitute investment advice or an investment recommendation. While every care has been taken in creating this white paper, errors and omissions are reserved. The statements made are based on estimates, economic data, own judgments and are forward-looking statements at the time of preparation of the white paper and may be subject to change. Therefore, this information is provided on the basis that neither Indu4.0 AG, nor partners or employees of Indu4.0 AG are liable in any way for any errors or inaccuracies within this white paper. Indu4.0 AG assumes no liability for any loss or damage caused by the information contained herein or any possible error or inaccuracy.

In general, the purchase of cryptographic assets, such as the INDU token, are of high risks and a total loss of the purchase amount cannot be excluded. As a typical risk of a newly developed product such as the INDU platform, there is no data available to reliably assess the potential future market adoption, success chances or price stability of the INDU Token. Also, the Indu4.0 AG is not guaranteeing or assuring that the INDU token will be listed on a secondary market or that the INDU token can be resold in the future at a certain price that would meet a purchaser's expectations. In any case, decisive for the purchase and sale of the presented INDU token is NOT this white paper, but exclusively the corresponding purchase agreement, SAFT agreement or the general terms and conditions to be accepted by buyers, where also the corresponding risks for a purchase of cryptographic tokens, such as the INDU token, are described in detail. This white paper may not be reproduced, distributed to others or published, in whole or in part. People who come into possession of this white paper must inform themselves, do their own research about and comply with all applicable laws and regulations.