Whitepaper v1.0

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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 vendors in the market. While the purchasers struggle with high efforts to find capable service providers, vendors 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 which potentially leads to more than five million monthly customers on indu4.0.

Industry Sourcing & Sales goes Digital

Introduction

indu4.0 is a digital B2B marketplace for industry, 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.

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 in the area of data exchange, marketing, social media, networks, digital product offerings, industry is still a few years behind other industries, especially the service sector.

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.

For the service provider

For the service companies, 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.

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 intransparent, incomplete, time-consuming, and holistically very cost-intensive.

For the purchaser

In order 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 has to 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.

For the service provider

Industrial service providers 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 service providers to aquire 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 service providers struggle to present their complete and accurate capabilities in a simple and understandable way.

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

Solution

As a solution to all of 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.

Presenting the offer

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

Search for services

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 service provider hit list for the services he is looking for.

Request / Offer

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

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.

Platform

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.

Features of the platform

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 buyer can additionally choose his favorite suppliers and benefit from an overview generated. Based on the user behavior, the platform is able to 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 guarantees an overview at all times and saves the purchaser an enormous amount of time.

Supplier

The service provider can create a user account for free and enter up to two competences within his company profile for free. With a subscription, the service provider 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 provider is given the opportunity to present its services clearly and compactly at a glance. An inquiry subscription allows the service provider access to the offer requests of the purchasers.

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.

INDU token

Exclusive special services can be used with the INDU token. In general, every service on the indu4.0 platform can be paid with the INDU Token.

Bonus program

For every action a provider or purchaser takes, the user can earn INDU Tokens, which in turn can be redeemed for additional services or subscriptions on the platform.

BEGINNER	PRO	ELITE
✓ Earn INDU Tokens	✓ Earn INDU Tokens	✓ Earn INDU Tokens
	✓ Benefits for trade fair visits	✓ Free trade fair visits
		✓ Purchaser profitool
*MIN INDU TOKENS 0 INDU	*MIN INDU TOKENS 10'000 INDU	*MIN INDU TOKENS 100'000 INDU
EARNING FACTOR 50%	EARNING FACTOR 150%	EARNING FACTOR 300%
*MAX DAILY EARNING 100 USD	*MAX DAILY EARNING 250 USD	*MAX DAILY EARNING 1'000 USD

*MIN INDU TOKENS = Number of INDU tokens in the user backend required for the levels.

*MAX DAILY EARNING = The maximum earning possibility within 24 hours.

Functionality

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.

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

Further developments

The following enhancements are planned:

- Request / offer tool including copyright protection of plans using NFT technology
- Professional tool for purchasers (favorites, overviews, optimization)
- Reporting for suppliers and purchasers
- Add additional industrial sectors

Market potential

Industry facts and figures

14 Million companies

Every **fifth** person works in industry

More than **160** industrial sectors

31'000 trade fairs per year

21 trillion USD
turnover industry

300 billion USD investment per year

19 million newcomers per year

> 80% growth potential for industry 4.0

686 billion USD spent for IOT per year
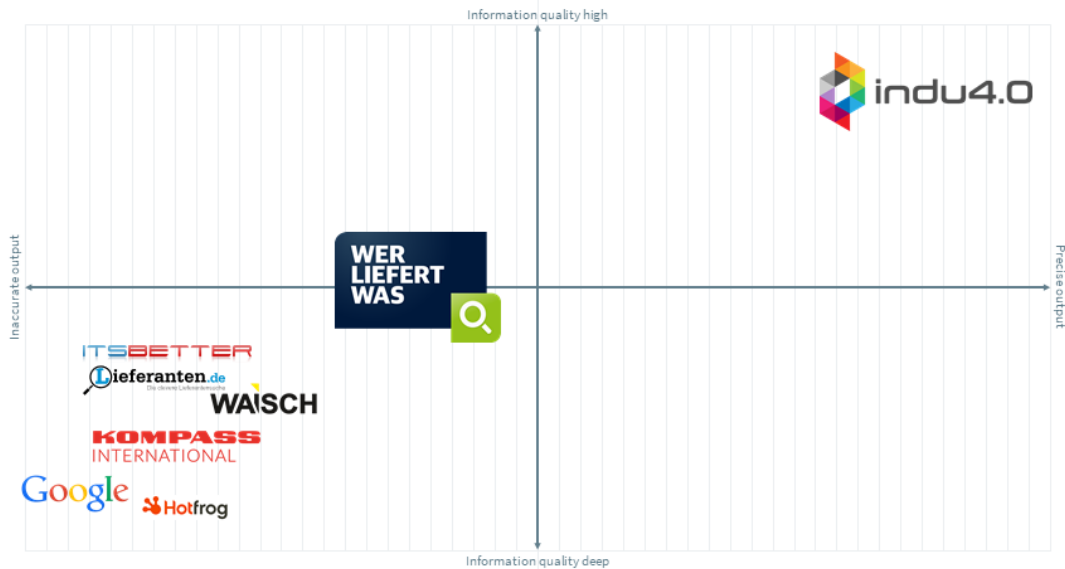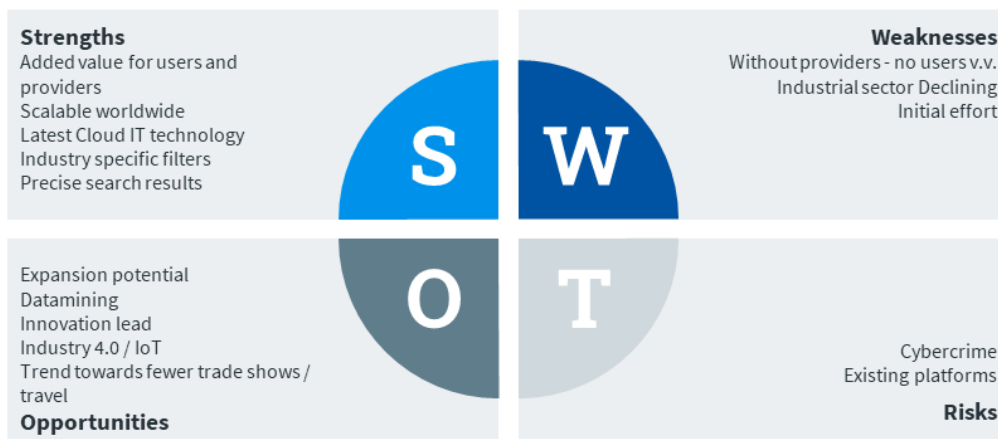
Analysis

Competitor analysis

The competitor analysis has shown that the existing offers on the market are in most cases insufficient and incomplete in terms of information quality as well as precision of the data.

SWOT Analysis

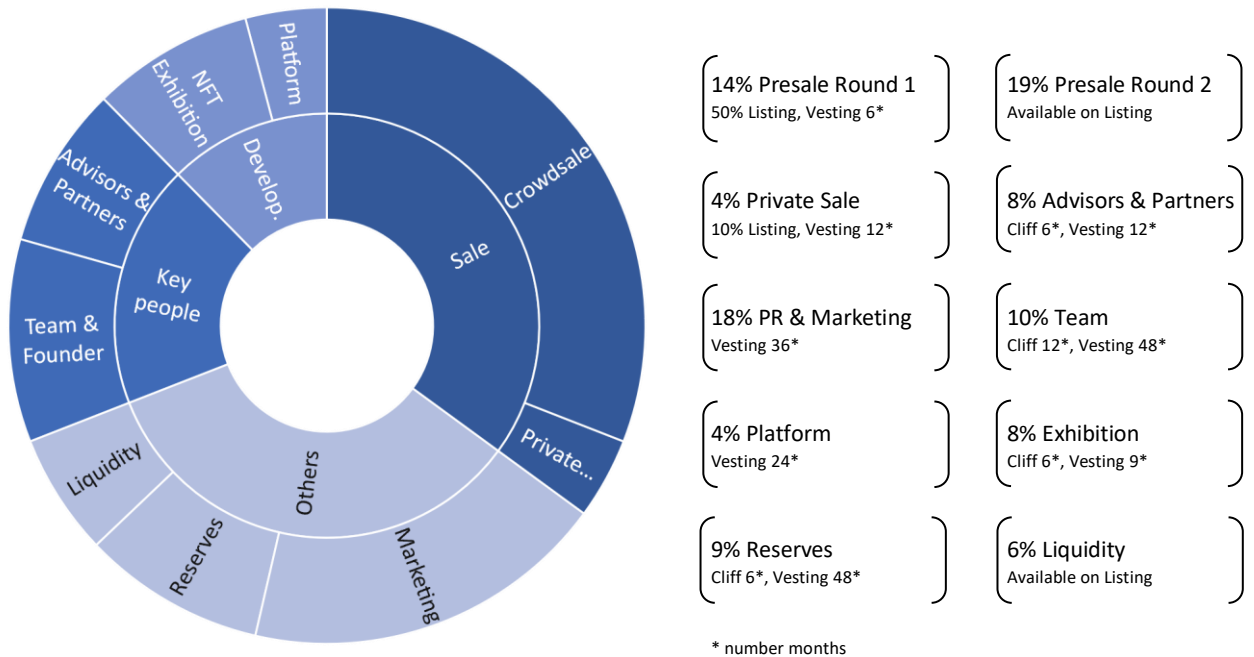The management has made the following SWOT analysis:

INDU token

Ecosystem

Blockchain based	Pay for the services of the indu4.0 platform with the INDU token worldwide.
NFT security	A great problem solver for the industry: Benefit from document & copyright protection for technical drawings.
Pay for Metaverse	Trade shows, exhibition spaces and admissions with INDU Token.
Bonus program	Earning INDU Token through platform usage and thus constant growth of platform users.

Opportunities

- INDU tokens can be used to pay for all services on the indu4.0 platform, including placing advertisements and exclusive reports.
- In the metaverse, exhibition stands can be purchased exclusively with INDU tokens. Visitors of trade fairs and events can also pay with INDU tokens.
- On the indu4.0 platform there is a bonus program where users can earn INDU Tokens. The incentives serve to ensure that more and more users use the indu4.0 platform 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.

Tokenomics

14% Presale Round 1
50% Listing, Vesting 6*

19% Presale Round 2
Available on Listing

4% Private Sale
10% Listing, Vesting 12*

8% Advisors & Partners
Cliff 6*, Vesting 12*

18% PR & Marketing
Vesting 36*

10% Team
Cliff 12*, Vesting 48*

4% Platform
Vesting 24*

8% Exhibition
Cliff 6*, Vesting 9*

9% Reserves
Cliff 6*, Vesting 48*

6% Liquidity
Available on Listing

* number months

Crowdsale	33% of the tokens can be purchased after a successful KYC in the backend. (see 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, 18% of the tokens will be used for marketing.
Development	The further development is divided into two areas, 4% of the tokens are used for the platform and 8% for the NFT exhibition.
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.
Others	To ensure the market stability of the token, a liquidity of 6% and 9% reserves are planned.

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.

Token Sale

There are three sales rounds, one private sale and two open presales. For the private sale, purchasers need a SAFT Agreement and a specific application in the backend for the token sale in addition to the KYC; for the two presales, 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.

Roadmap

2020 - Foundation & first steps

Oct – Dec	Establishment of indu4.0, development of a brand

2021 - Design & MVP Platform

Jan – Mar	Competitor analysis
Apr – Jun	Determine MVP, evaluate development partners
Jul – Sep	Start development, create platform design
Oct – Dec	Finalize design, MVP launch development, create pitch desk

2022 - Testing & Token & Launch

Jan – Mar	Create marketing concepts, investor onboarding, landing page for INDU tokens, create whitepaper
Apr – Jun	Finalize MVP, attract partners, build community, backend for INDU Token, presale of INDU Token
Jul – Sep	Listing INDU Token, test phase indu4.0, onboarding indu4.0, start marketing campaigns (TV, social media, magazines)
Oct – Dec	Online launch indu4.0

2023 - 2025 Expansion & Grow

2023	Expansion indu4.0 Europe
2024	Expansion indu4.0 USA
2025	Expansion indu4.0 worldwide, + 5 million users / month

Team

Founder

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.

Team & Board Member

Max Schaumburg

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

Partner

Contact

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