



Your Logistics Operating System

Global Logistics Today

Legacy Systems and Processes

Line	Marks & Nos.	Pcs	Type	Description of Goods	Hgt Kil	Vol	Cubic
1	DFSU6713810/40hc	26	CTN	IFS OG Track Pants	87.19		.624
2	seal UN3296933			PO# 4800280504			
3	a part of cont			Article No./Style No: 596474-51			
4	SHIPPING MARKS:			Customer PO No. 3900029156			
5	P.ITALY			Q'TY 203 PCS			
6	Koper			HS-Code:620463			
7	Customer CO No :						
8	Art. No:						
9	Art. Name:						
10	Size :						
11	Quantity :						
12	Carton No. :						
13	MADE IN VIETNAM						
14		4	CTN	IFS Fashion Lux Track	24.55		.192
Job Totals . . . :		30			111.74		.816
Job Totals . . . :		30			111.74		.816



Market Size \$4.730 Trillion Dollars as of 2018 and forecasted to reach \$6.3 Trillion by 2024



Most processes are still very manual as a result of cheap labor in Asia



Software Traditionally Built in House



Shippers are pushing on their LSP partners for technology and innovation



Core systems are Green Screens

The Industry is in the Midst of a Great Shift

OPERATIONAL PRESSURES



Digitization



Aging IT architecture



Increasingly demanding customer expectations

LEADING TO

10% Shipments delayed, damaged, or lost.

>50% Of individual's day spent problem solving, searching, connect & sharing information

Barriers to the Best Version of Your Logistics Operations

LEGACY SYSTEMS AND PROCESSES

DISCONNECTED DATA

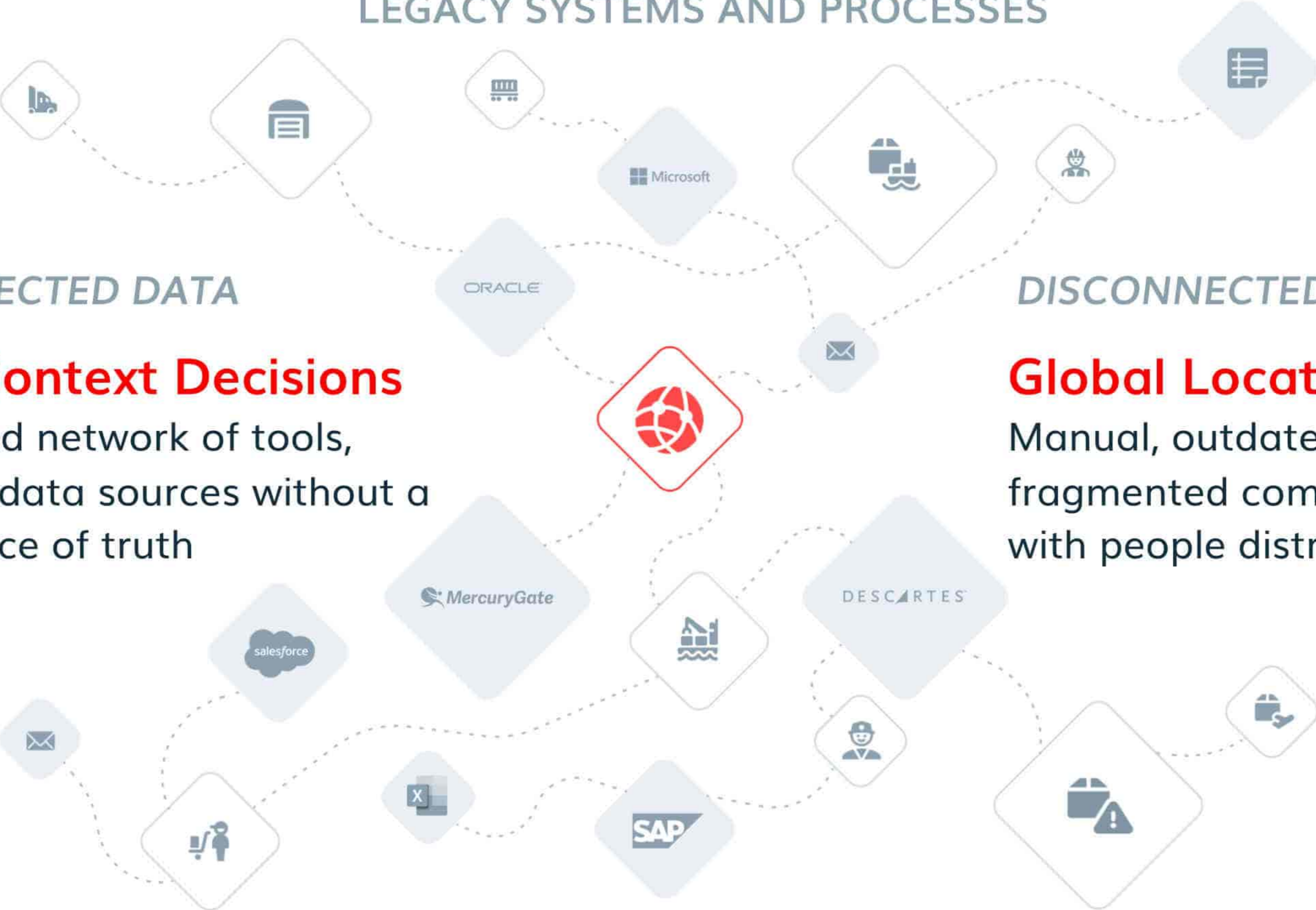
Out of Context Decisions

Fragmented network of tools, systems & data sources without a single source of truth

DISCONNECTED PEOPLE

Global Locations

Manual, outdated, and fragmented communication with people distributed globally



Logistics Operations Need a New Level of Connectivity

SEAMLESSLY CONNECT AND ENHANCE

Systems

Data

People

Processes



Targeting the Top 10 Global Freight Forwarders

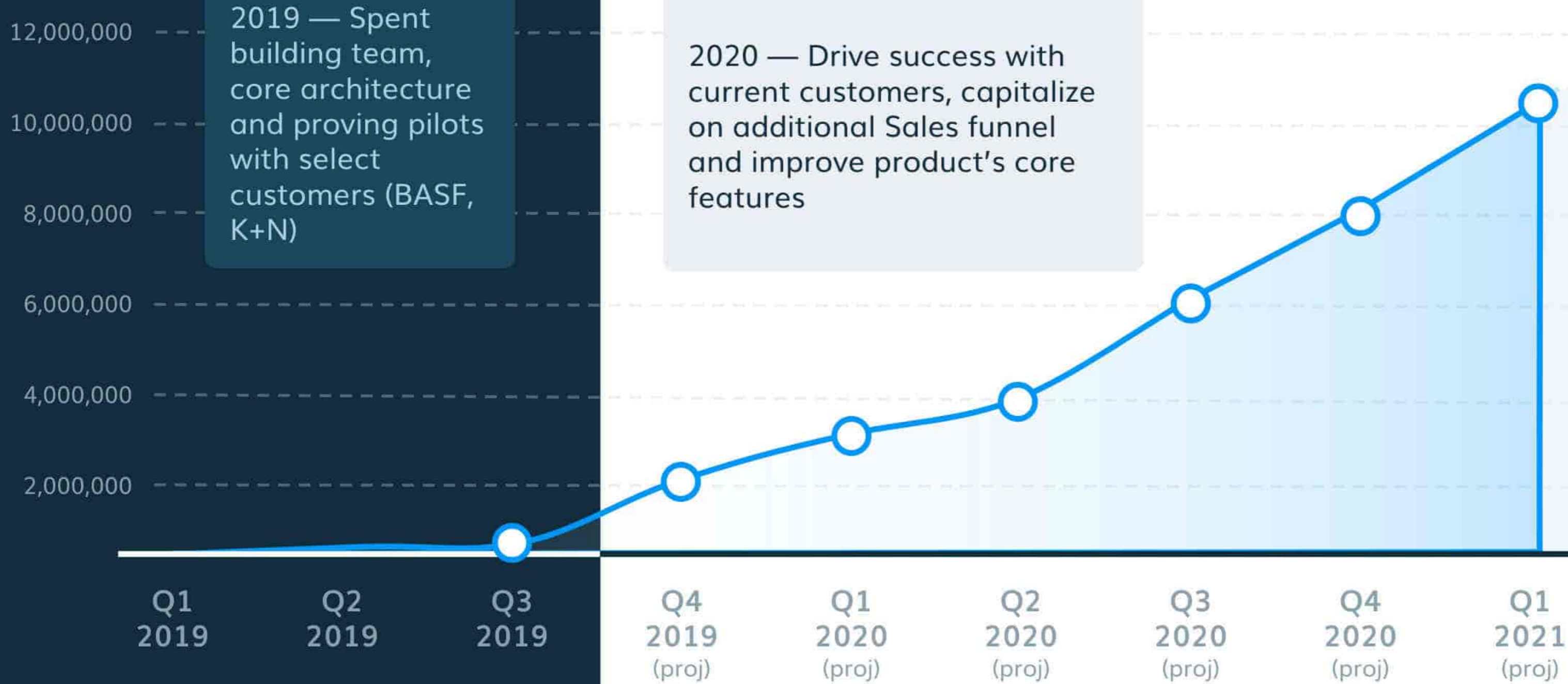
Rank in Ocean	Name	Number of Ocean Containers	Rank in Air	Name	Volume Metric Tons
1	Kuehne+Nagel	4,690,000	1	DHL Supply Chain	2,150,000
2	Sinotrans	3,360,300	2	Kuehne+Nagel	1,743,000
3	DHL Supply Chain	3,225,000	3	DSV Panalpina	1,727,745
4	DSV Panalpina	2,926,454	4	DB Schenker	1,377,000
5	DB Schenker	2,219,000	5	Expeditors	1,011,563
6	Kerry Logistics	1,196,607	6	UPS Supply Chain	935,300
7	Expeditors	1,167,820	7	Nippon Express	899,116
8	CH Robinson	1,000,000	8	Bollere	640,700
9	Hellmann	901,698	9	Kintetsu	580,228
10	Bollere	864,000	10	Hellmann	578,007

| Sync Customers



| Sync 2020 Pipeline

ARR



2019 — Spent building team, core architecture and proving pilots with select customers (BASF, K+N)

2020 — Drive success with current customers, capitalize on additional Sales funnel and improve product's core features

Capital Efficient Early Growth

Total Money
Raised
\$6M

ARR
~\$3M

Logistics Orchestration™

The screenshot displays the Ssync.io interface for a shipment with ID 43409784910394. The top navigation bar includes Home, Masters, Containers, Shipments, Orders, Exceptions, Incidents, Files, and Emails. The shipment details section shows Origin Station (SGN FS2), Destination Station (DAL FS), Expected Received Date (---), Container Number (CMAU8379169), and Status (Planned in Manifest → Loaded to Container). Below this is an Activity Feed with a 'Share a post...' input and a 'Post' button. The feed contains several entries: 'Shipment Damaged' updated from 'open' to 'resolved', 'Claim Created' by Mark (World Logistics), a post by Olivia (World Warehouse Ops) mentioning a damaged shipment with a photo, 'Email Sent' from no_reply@ssync.io to dcops@WorldLO.com, 'Shipment SH90201 Status was updated from Shipment Delivered to Shipment Damaged', 'Shipment Damaged Created', 'Shipment SH90201 Status was updated from Customs Cleared to Shipment Delivered', 'Shipment SH90201 Status was updated from Full Out-Gate at Destination Terminal to Customs Cleared', and 'SAP ETA Update was created'. On the right, there is an 'Exception' section (No Exceptions) and a 'Documents & Images' section with 'Bill of Lading' and 'Certificate of Origin'.

Business Process Automation

- Streamline manual processes with flexible, automated role-based workflows
- Rapidly identify and resolve incidents using less manual intervention

Multi-Party Collaboration

- Share information in real-time, from a single source
- Define and control user access with custom permissioning

Data Pipelines

- Seamlessly ingest and output complex data for unparalleled visibility
- First to market with end to end data aggregation and visibility

Slync SaaS Pricing

Delivering Value Affordably

Logistics
Orchestration
Enterprise



Customers

LSP
Customers



Shipper
Customers



Network Effect Pipeline Through LSPs

LSP
Customers

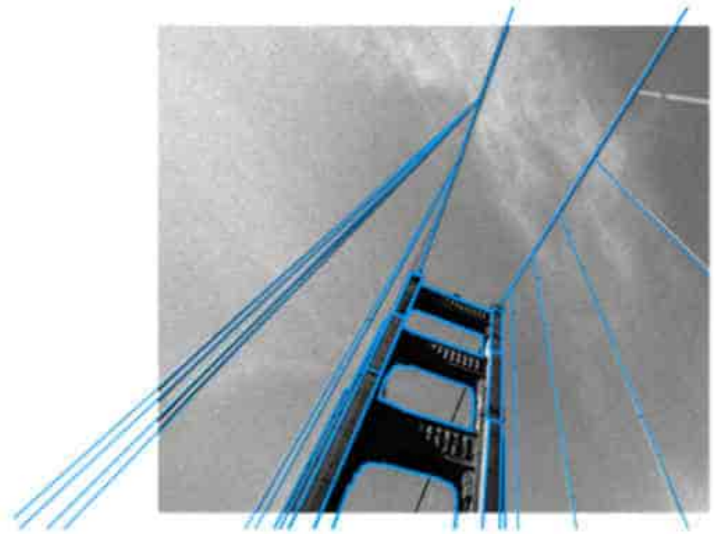


Shipper
Customers



About Slync

A diverse, world class, team of proven problem solvers utilizing highly robust and scalable technologies to create **advanced supply chain orchestration solutions** for shippers and logistics service providers.



HQ in San Francisco
Founded 2017

TEAM

Enterprise software experience

Salesforce, Oracle, GT Nexus & more

Supply chain experience

DHL, UPS, Deloitte, Chainalytics & more

CUSTOMERS

Global Shipper & 3PL customers

"Slync fills critical visibility gaps that help ensure on-time delivery of critical shipments to meet customer requirements. It also helps us avoid costly penalties and overages."

- Global shipper customer



Founding Leadership



Chris Kirchner
Co-Founder &
CEO

10+ Years of Sales and Marketing Experience.

Experience in supply chain, building teams, and positioning businesses for growth.



Rajan Patel
Co-Founder &
CTO

10+ years @ Salesforce, Intuit, and AT&T.

Experience in Product Management, Artificial Intelligence, and Enterprise Software.



Varun Dodla
Chief Architect -
Platform

10+ years @ Salesforce and Bank of America.

Experience in Artificial Intelligence and enterprise platform development.



Sutthipong Thavisomboon
Chief Architect -
Application

10+ years @ Salesforce and Oracle.

Experience in enterprise grade SaaS Software.



Kapil Gowru
VP, Design

4+ years @ Salesforce and Dell.
Experience in UX for Enterprise Software, Analytics and Artificial Intelligence.

Executive Leadership



Jason Selvidge
VP, Engineering

**Previously Dir.
Engineering of ML @
Salesforce.**

A veteran of two successful startups and three large enterprises (Salesforce, Oracle, IBM). Jason has managed teams at various levels and stages. He has led remote global teams.



**Jagadeesh
Aileni**

SVP Solutions

**10+ Years at Cisco,
AT&T and Elementum**

Experience in the field of Supply chain implementing complex business applications. Servicing customers in his previous role such as Starbucks, Office Depot and Dyson.



Richard Lopez
Director,
Solutions

**Former Regional CIO
and COO at DHL
Express and Global
Forwarding.**

Experience in technical and operational roles for well known logistics companies. Spent most of his career at DHL. Recently he was CIO for the Americas at DHL Global Forwarding.

Advisors and Directors



Jim Atwell

on Board of Directors
Former US Managing Partner for Technology and Emerging Growth Companies at Deloitte

Jim has been involved with growth companies in technology through various rounds of funding and over 60 IPOs in his 35+ years in Silicon Valley.



Bod Edwards

on Board of Directors
Serial Entrepreneur, Sold Boca Pharmacal for \$225M

Florida businessman Robert Edwards has successfully founded and sold pharmaceutical companies and assets for over two decades. He has overseen all aspects of the pharmaceutical business including development, manufacturing, distribution, sales, and logistics.



John Urban

Former Co-Founder, President @ GT Nexus. Sold to Infor for \$650M.

Co-founder and President of GT Nexus, the leading cloud platform for global supply chain management. Acquired by Infor in September 2015 for \$675 million, GT Nexus lead the market with significant market share from global Fortune 500 customers.



Kathleen King

Director of International Transportation, Ferguson

Kathleen brings 25+ years' wholesale & retail logistics experience including Ralph Lauren, The Home Depot, Linens N Things, and Best Products Co. delivering results in both line roles as the accountable decision maker and staff roles as internal consultant.



Kevin Zweier

VP, Transportation and Practice @ Chainalytics

Experience in Transportation and Supply Chain with Global CPGs and Retailers. Experience in transportation solutions and in the greater supply chain analytics space. His software experience comes as a former executive at Logistics.com and Manhattan Associates.

Kuehne+Nagel Overview

Profile

- Global third-party logistics provider with 200+ sea freight locations
- Ocean freight consolidation operations managed across disconnected systems and over emails/paper documents
- Information lag between teams and across locations

Flow



SLYNC SOLUTION

- **Data pipeline:** seamlessly ingest and output complex data
- **Business process automation:** create custom rule- and time-based operations around inbound & outbound containers
- **Incident management:** rapidly identify and address damaged, short, and not found shipments
- **Multi-party collaboration:** digitized over, short & damaged experience for smooth interaction and information flow among container freight, gateway and origin stations

CUSTOMER VALUE

- **Single source of truth** for sharing data across multiple teams
- **Improve productivity** by automating non-value add, manual activities
- **Reduce issue resolution time** and analyze exception trends
- **Enable deeper, real-time collaboration** between teams for faster alignment & effective, streamlined resolution of issues
- **Increase overall agility** and adaptability to new business requirements by leveraging flexible platform architecture

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Global third-party logistics provider with 200+ sea freight locations
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SLYNC SOLUTION

CUSTOMER VALUE

\$2.2M ARR contract for Slync delivering Greater than \$20M in value for Kuehne+Nagel

→ Multi-party collaboration: digitized over, short & damaged experience for smooth interaction and information flow among container freight, gateway and origin stations

→ Enable deeper, real-time collaboration between teams for faster alignment & effective, streamlined resolution of issues

→ Increase overall agility and adaptability to new business requirements by leveraging flexible platform architecture



Thank You



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www.slync.io



Appendix

Slync Competitive Landscape

Consultancies

The big consultants are often the source of software that we are replacing in customers or they are competitors offering to build something from scratch to solve a particular niche problem that existing systems can't solve.

Legacy Vendors

JDA, GT Nexus, WiseTech – Heavy market penetration, widespread use. In most cases these are the systems that we are integrating to in order to capture customer data. However, over time we can eat away at functionality and directly replace these legacy systems in order to capture more of the customer dollars.

Visibility Providers

Project44, FourKites, ClearMetal, etc. – These companies are built to provide data as a service centric to one mode of transportation. Where they fail is in the ability to ingest data from multiple sources, especially from order to deliver across multiple systems such as SAP, CargoWise, and more. They cannot make this happen.

RPA Companies

UiPath, Shipamax, RPA Labs, etc. – These RPA tools are limited in scope and cannot ingest and normalize data on their own. They have great niche solutions for back office or document solutions but have limited impact out of context of the overall work flow. Slync has a significant advantage by being a full stack ingesting, normalizing and running automation on data in a single place.

Investment and Levers to Accelerate Growth



People

Sales & Solutions (Pre-Sales + Engineering)



Product

Investment in automation engine to enable faster implementation turnaround



Advertising

Sync has spent very little in marketing/advertising to date.
Invest in trade shows to get in front of buyers.



Expand Physical Presence

Sales, Solutions, Support to customer
(Singapore + Germany ideal first non-US outposts)

The Ssync Difference

Metadata Based



Our product enables configuration of the product for fast implementation to address the intricacies of each use case

Data Pipelines



Ssync is a full stack and our data pipelines are bi-directional, configurable and better than any industry competitor

Simplicity and Collaboration



Our product makes our users' lives easier with the intuitive UX and streamlines onboarding reducing cost to change for our customers

API First Design

We can develop LSPs as partner/customers powering them to build their own apps. Ssync is a true platform.

Our Addressable Market

Kuehne+Nagel Operating Budget for 2018 -- \$6.695 Billion

Our first use case for CFS Warehousing is a very small one within one product within one business unit that saves >\$20M of their operating budget

Revenue of Large Legacy Companies in This Space

- \$236.82M – WiseTech Revenues Founded 1994-- \$5.35B Market Cap
- >\$200M – Infor Nexus Revenues Founded 1998– Privately held, acquired for \$675M in 2016
- >\$200M ARR – JDA – Founded 1985 – *Taken private for \$1.9B in 2012*