S E L F B L U E

A new customer experience in unattended retail
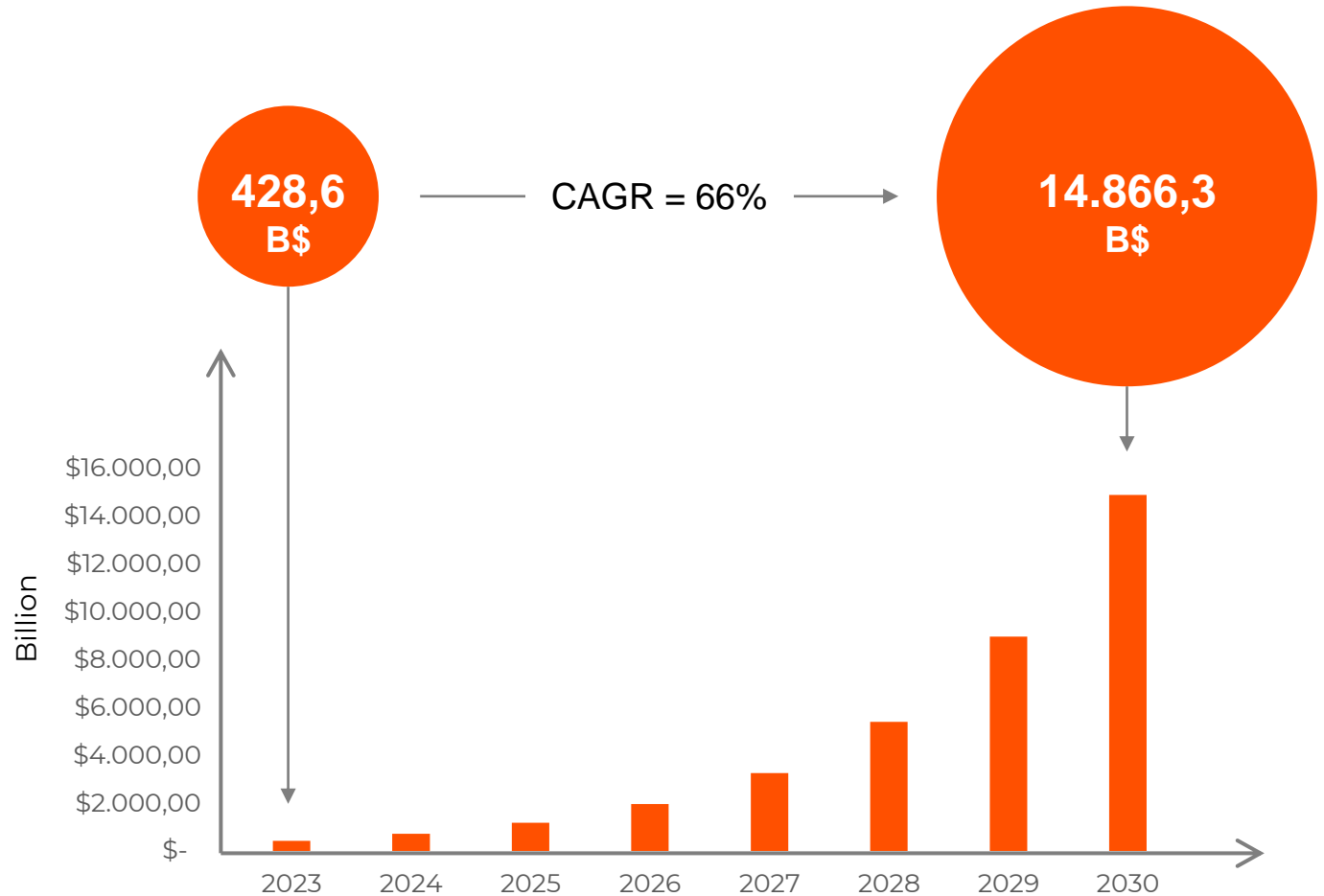
PEACHWIRE
THINK DIGITAL, LIVE PHYSICAL

IOT PAYMENTS MARKET IS FAST GROWING

The IoT payments market is huge and growing rapidly around the world.
Consumers and retailers are rapidly adopting technology and using the IoT to further digitize their relationships.
Payment is one of the key issues in IoT development as many of the relationships that emerge are business-related and require payment for services and products.

Global IoT payments market size

428,6 B$**   CAGR = 66% →   **14.866,3 B$

Billion

$16.000,00
$14.000,00
$12.000,00
$10.000,00
$8.000,00
$6.000,00
$4.000,00
$2.000,00
$-

2023 2024 2025 2026 2027 2028 2029 2030

Source: Introspective Market Research

THE PROBLEM IN UNATTENDED RETAIL

❑ Know and retain consumers by offering an engaging user experience

❑ Shift the user experience from hardware to services

State of art

Anonymous users

Their purchasing habits are not known

No sophisticated marketing approach

Current self-service systems are "dumb" and offer basic services

Hardware-centric type of retail

Almost all the intelligence (little) is in the hardware

"Old style" payment systems

POS, bill validator, etc.

SELFBLUE

The shop assistant for unattended retail

From payments to engagement!

Payments are just a commodity. With SELFBLUE, merchants and consumers can be engaged with a rich sales and purchasing experience that includes payments, user profiling, promotions, loyalty programs, advertising, engaging contents, social interactions.

The solution

SELFBLUE is an end-to-end IoT solution implementing a wallet with a multitude of other services.
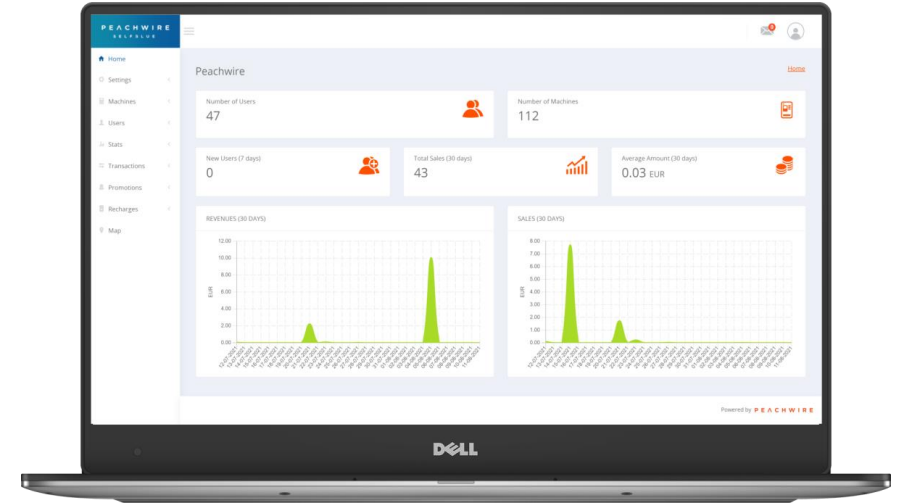
It includes a hardware device, a mobile app (Android and iOS) for end users and a SaaS application to be used as a control panel by the service providers.

With SELFBLUE the service providers can:

- ❑ Know their users
- ❑ Offer a lot of services beyond payments
- ❑ Manage their business as if it were an e-commerce
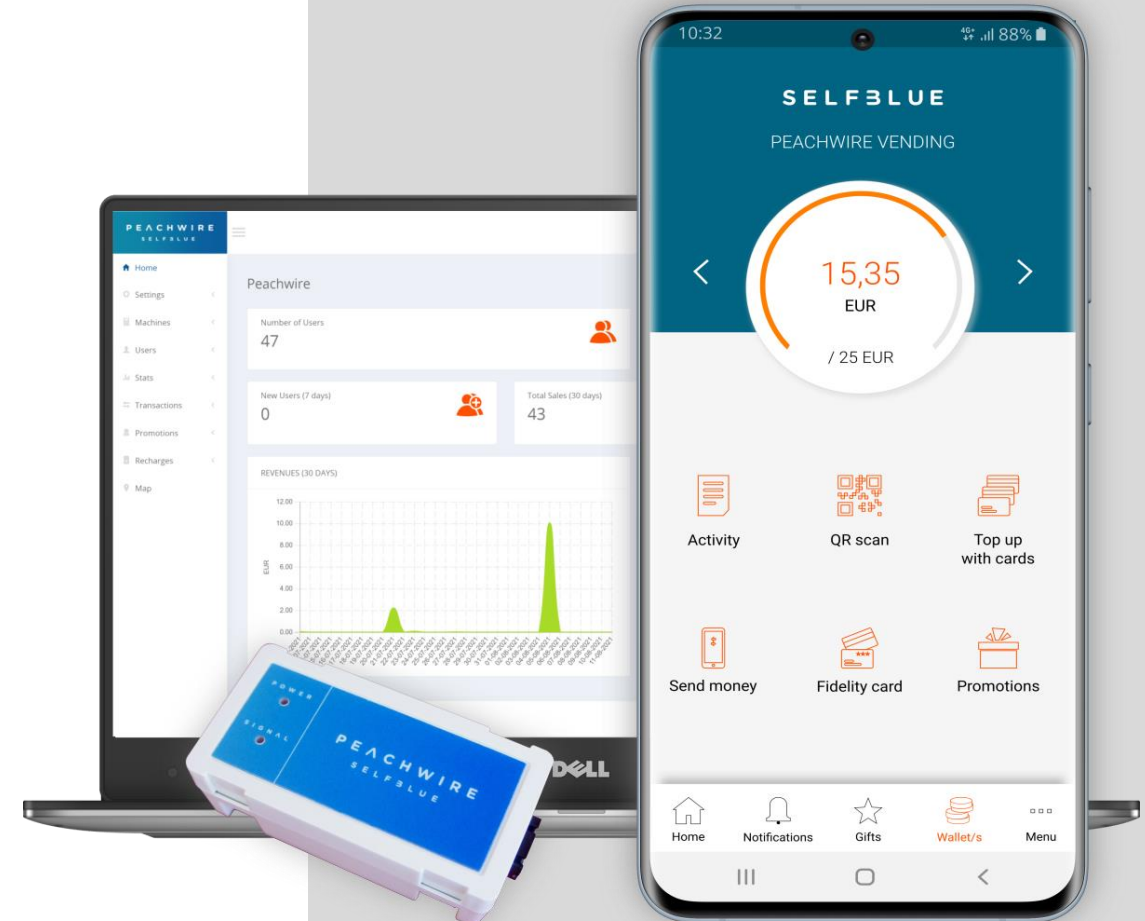
How it works

The device
SELFBLUE device is inside the self-service machine

The user app
End-users interact with the machine via SELFBLUE user app

The control panel
Service providers manage their business using the cloud control panel

SELFBLUE

The powerful control panel

Self-service managers have a cloud control panel from which they can:
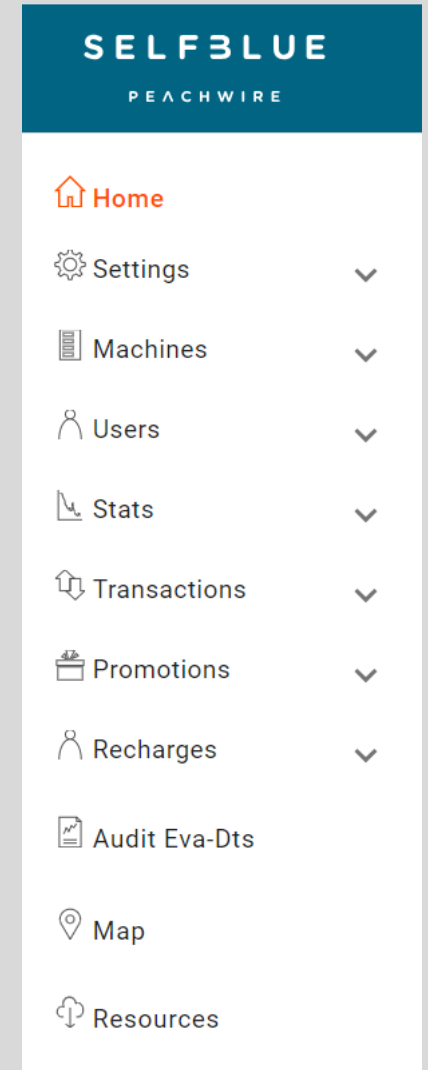
Know their users through consumption habits

Monitor their business with a variety of real-time statistics

Set up different types of promotions for their users

Manage different wallet top-up modes

SELFBLUE
PEACHWIRE

- Home
- Settings ⌄
- Machines ⌄
- Users ⌄
- Stats ⌄
- Transactions ⌄
- Promotions ⌄
- Recharges ⌄
- Audit Eva-Dts
- Map
- Resources

SELFBLUE

DIGITAL MONEY

"Digital Euro. Central bank money in digital form, available for any electronic payments in shops, online or from person to person.
It would complement banknotes and coins, giving people an additional choice about how to pay."

The vision

"becoming the leader of IoT shopping & payments in the age of the digital money"

Use cases

rheavendors group ⊙

aqvagold

McFIT Semplicemente in forma.

> 200 operators

top global vending machines manufacturer

public water houses network

european network of fitness gyms

the current number of peachwire customers

Rheavendors uses a customized version of the SELFBLUE app that allows to select the product and to pay for it on a vending machine. Maximum hygiene because the consumer does not have to touch the machine!

AqvaGold manages over 200 public water fountains in Lombardy and thanks to SELFBLUE it has built a community of loyal users who receive offers and promotions

McFIT uses SELFBLUE in its gyms to sell dietary and health products. The SELFBLUE wallet is integrated with the one for access to the gym services

Our customers are operators of self-service machines and are mainly distributed in Europe. Over 5 million transactions occurred on our cloud during 2022.

SELFBLUE

Worldwide competitors

SaaS

satispay

PayRange
(only North America)

SELFBLUE

Only payments ← → e-Commerce like

cpi

Hardware

SELFBLUE
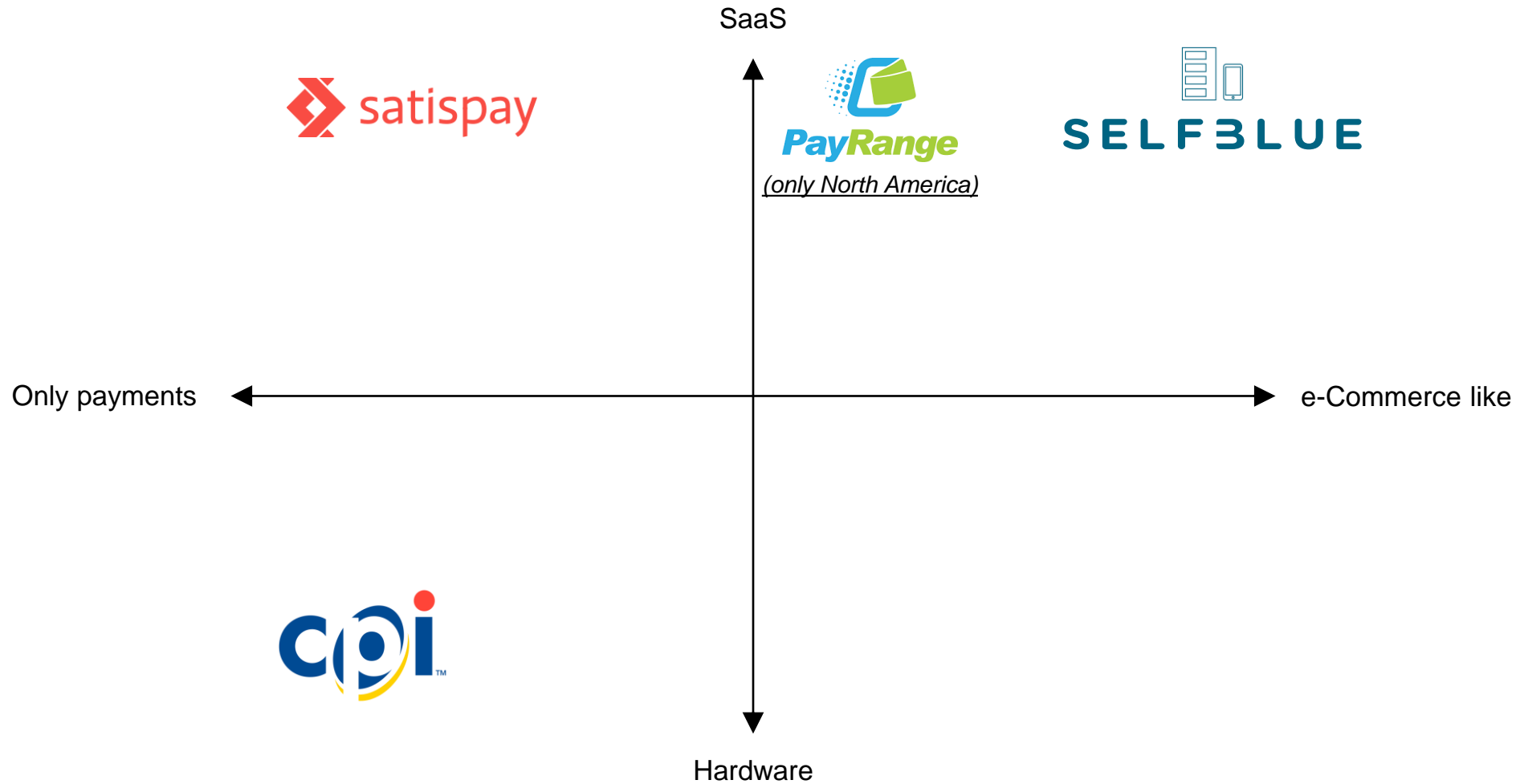
Why we are different

Compared to other competitors we have qualified strengths and differentiation points:

- ❑ Competitors are essentially only-payments providers
- ❑ Competitors are general purpose (not IoT) payments providers
- ❑ Only PayRange has a solution similar to SELFBLUE, but only for North America. The growth of PayRange is the best confirmation of our optimism on Peachwire stunning growth opportunities

Value

We share user data
with service providers
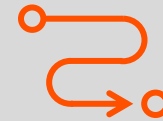
End to End

We offer a complete solution
developed entirely by us

Openness

We have a solution
open and integrable

Peachwire milestones

2016
First SELFBLUE
at Venditalia fair

2018
Market launch at
Venditalia fair

2022
New device with
advanced futures

2013
Peachwire born
as software house

2017
Seed round
135K (Poretta A.)

2020
France and Germany
market with Rheavendors

Continuous improvements
Joint effort with our customers
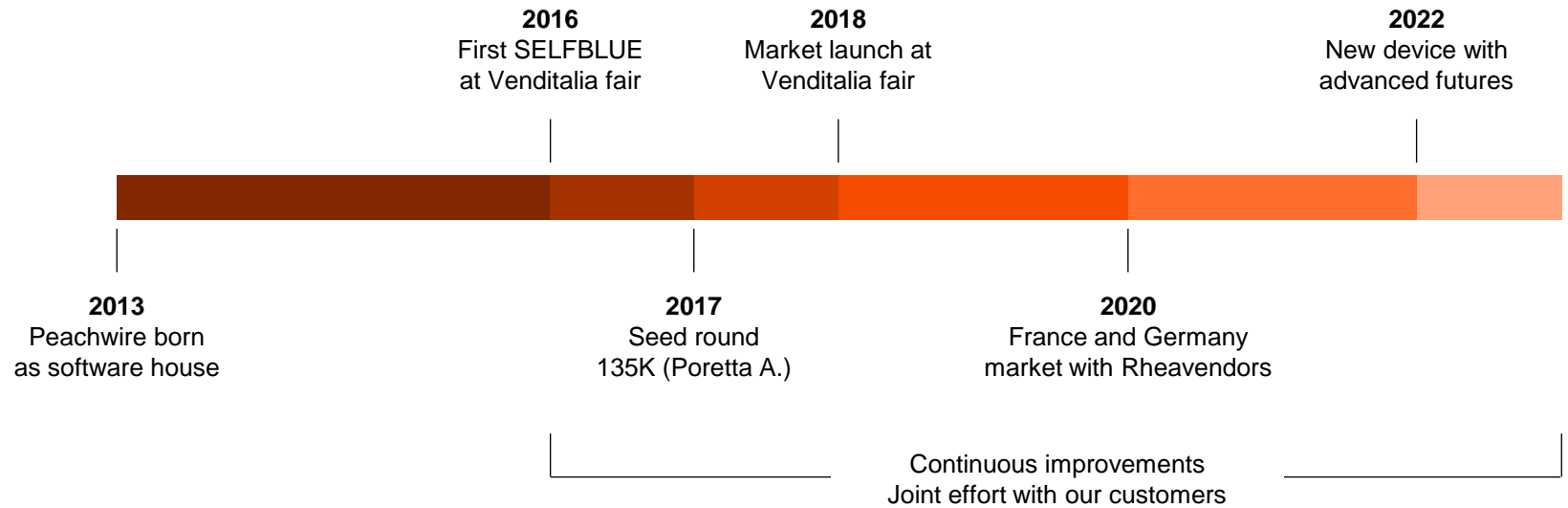
SELFBLUE IS GROWING WITH OUR CUSTOMERS

❑ More than 200 customers

❑ 4.000 machines connected

❑ 85.000 end users

❑ More than 10 countries served

Where we are

number of sales transactions/day

19.245
(november/2023)
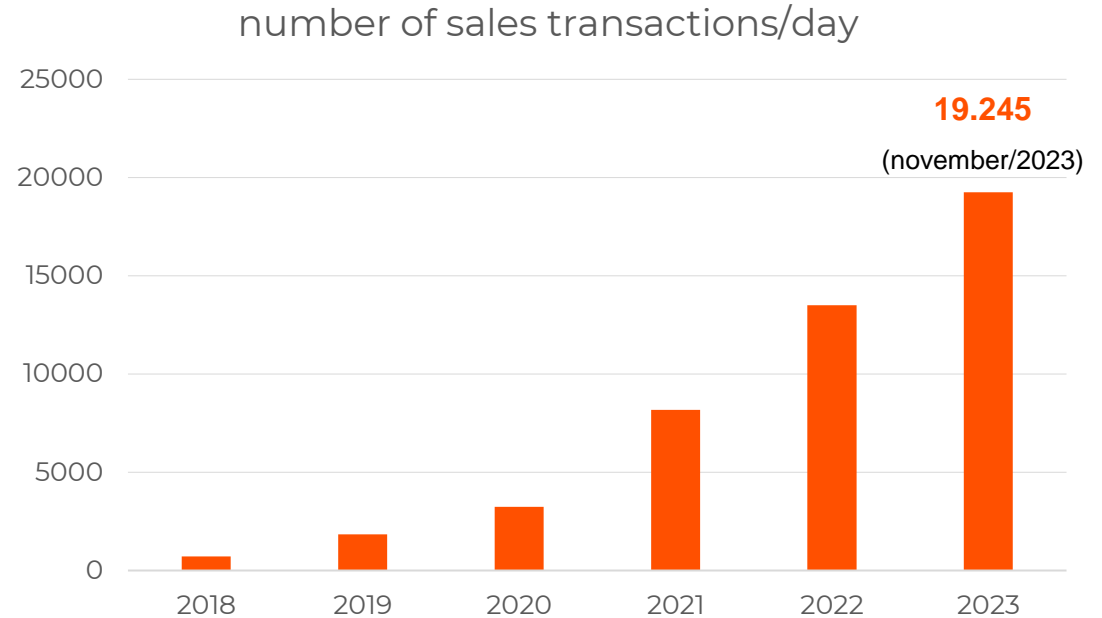
Meet the team

Founders

Roberto Elia
CEO

Valerio Elia
COO&CTO

Maria Grazia Gnoni
QUALITY

First investor

Achille Poretta
Partner

Elia R.
8%

Poretta A.
20%

Elia V.
36%

Gnoni M.G.
36%
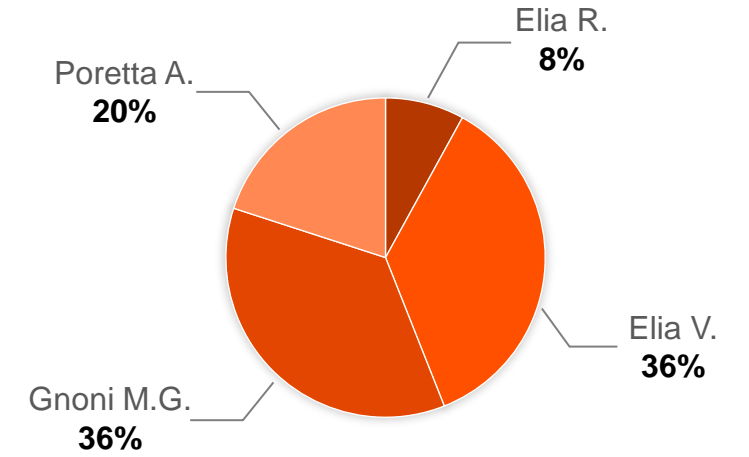
Team

Giuseppe Cocciolo
Hardware engineering

Eugenio Polito
Software engineering

Maria Chiara D'Autilia
Front end developer

Francesca Manca
Android developer

Fabrizio Latino
iOS developer

Business model

120€

SELFBLUE device

one-time price
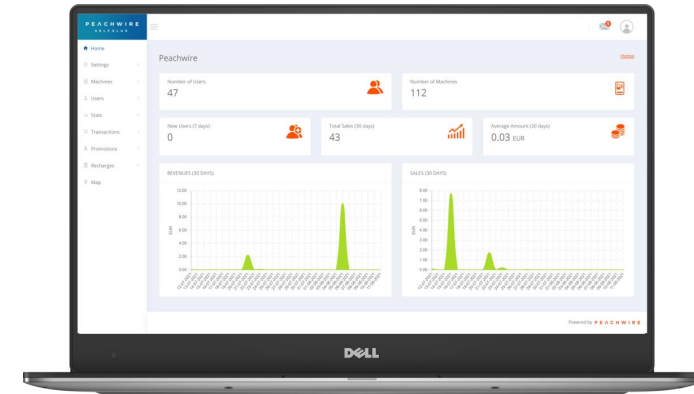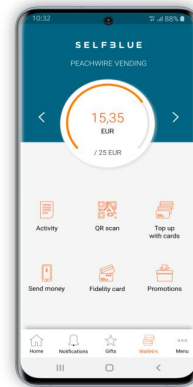
5€/year/device + 0,01€/sales

SELFBLUE control panel

SaaS fee

SELFBLUE

SELECTED PARTNERS

❑ Manufacturers of unattended systems

❑ Resellers of payments systems

❑ Big operators of unattended services

The two dimensions of growth strategy
(next 5 years)
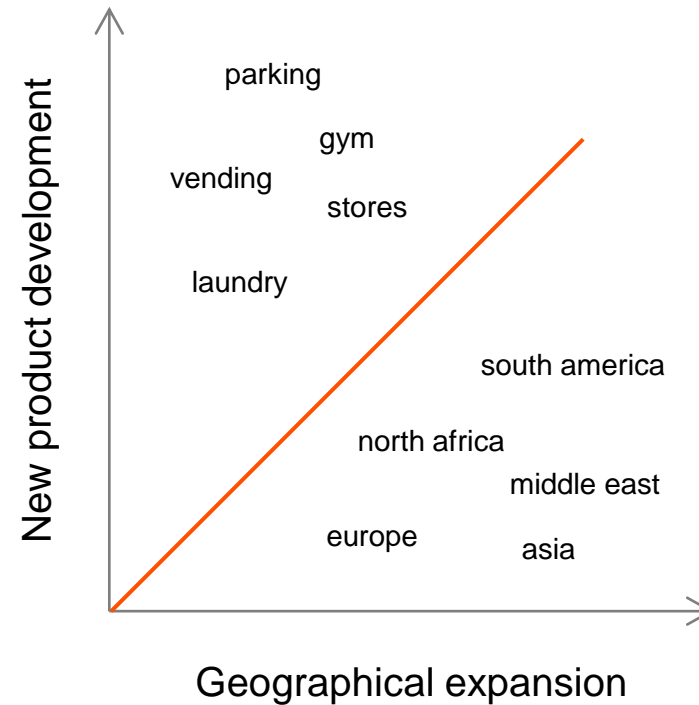
What we are looking for

"partners to support us financially and managerially on business development"

We propose to potential partners a seed round which can take forms to be agreed upon

THE ROUND

We ask 850.000 € for:

❑ Seize all the opportunities in the IoT shopping & payments market

❑ Strengthen the technical team with 2 more people

❑ Participation in trade fairs, advertisements in specialized magazines, etc
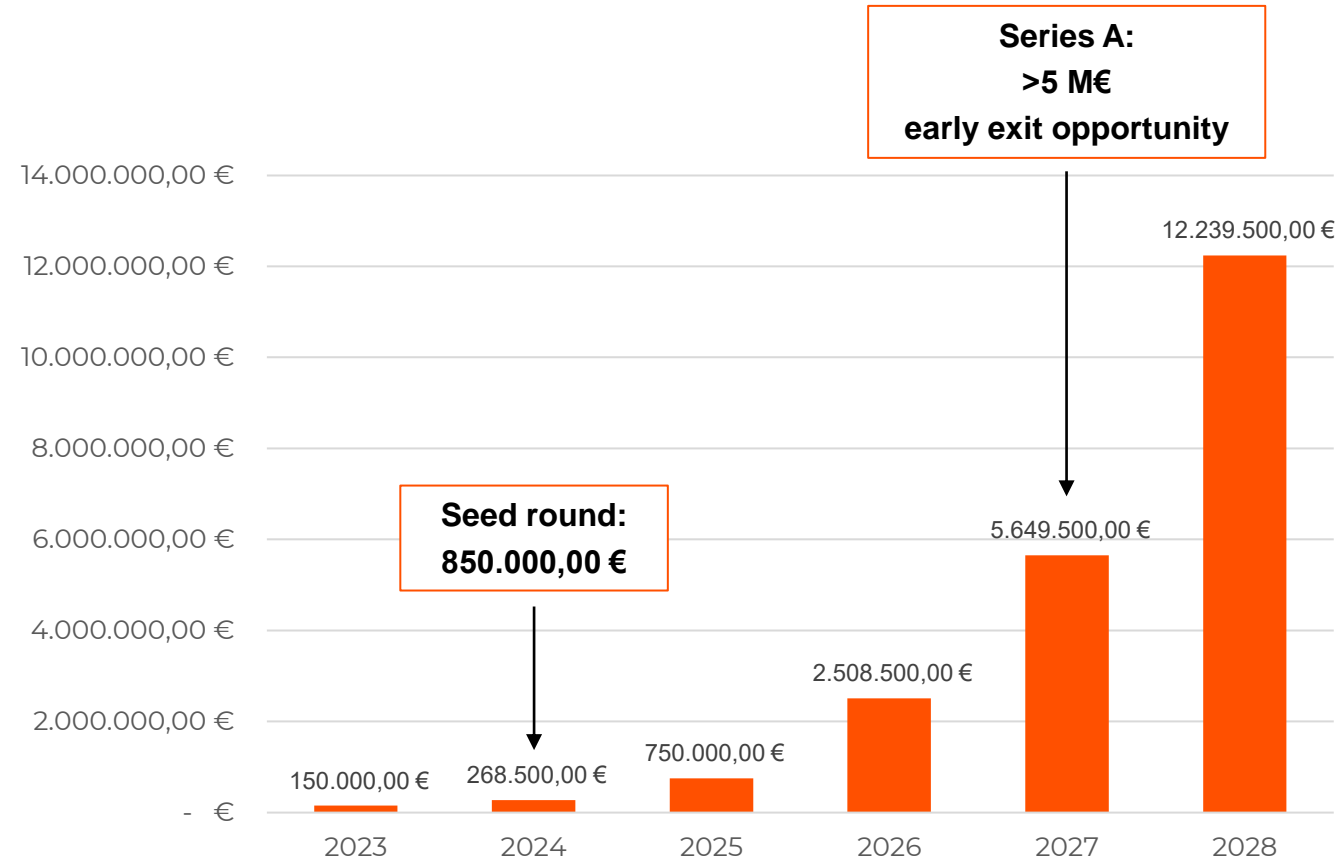
**Peachwire is a «PMI innovativa» (30% tax benefit for investors)**

We ask

850.000 €

30%
Business development

30%
Technical team

40%
Marketing & adv
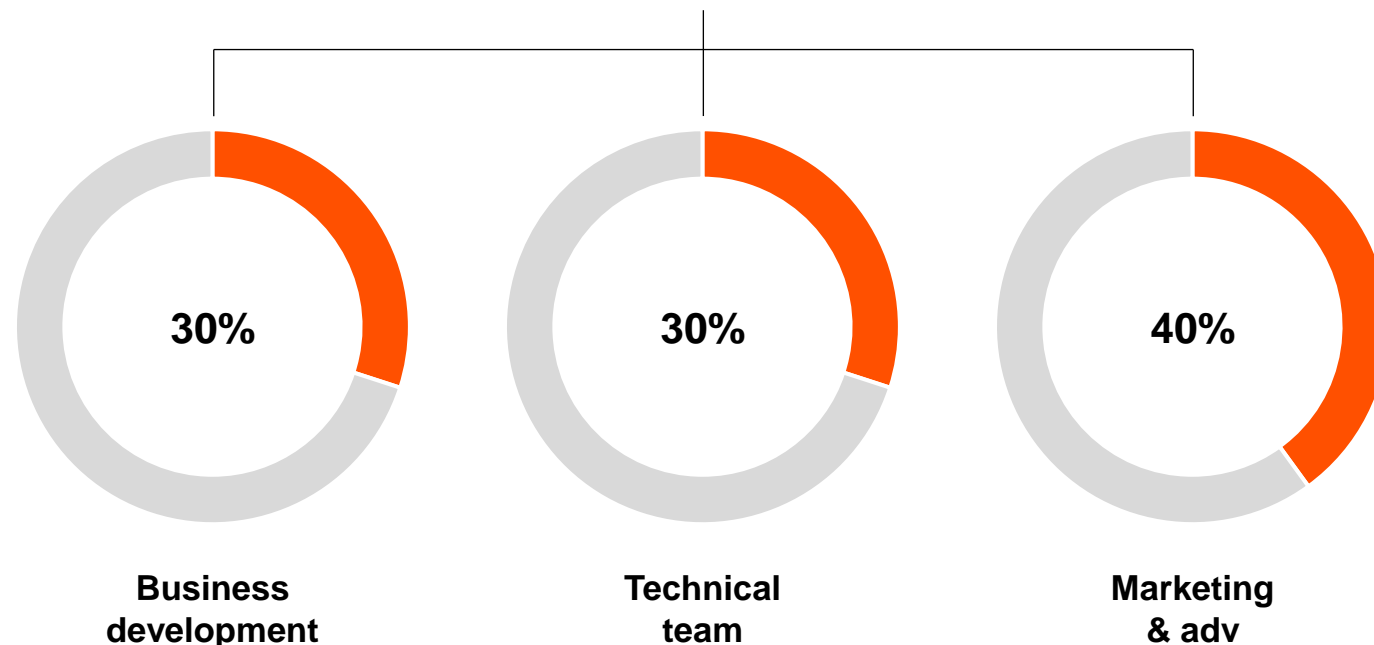
Growth plan

EVER LOWER PRODUCTION COSTS

Thanks to the continuous internal innovation process, starting from 2024 the hardware device is completely re-engineered and has an industrial cost, with the same volumes, equal to 60% of the previous one.
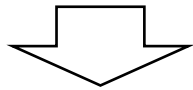
Profitability with scale

Increasing volumes:
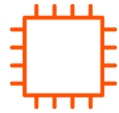
It further reduces the industrial production cost of the hardware device

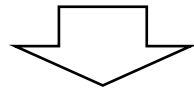It significantly decouples the cost of the cloud from the number of users

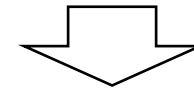# Exit opportunities
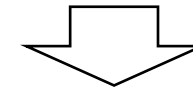
Banks and financial institutions	Retail groups	Manufacturers of unattended systems	Service providers (parking, car wash, etc)

To offer IoT shopping & payments

To automate checkout with also loyalty, promotions, etc.

To integrate a new shopping experience

To offer a new payment experience with also loyalty, promotions, etc.