mia

Smart Factory via App.

Industry 4.0 seems to be here...

The smart and connected factory is made possible by automation

By **Henning Dransfeld**   September 29, 2022   ○ Dyslexia mode

The rise of smart factories in SA: AI and data analytics are driving the future of manufacturing

The use cases behind today's success stories are as varied as manufacturing subsectors, but themes are emerging

BMW Brilliance Plant Lydia inaugurated: Digitalization empowered vehicle plant sets new standards for future-oriented vehicle production

23.06.2022 PRESS RELEASE TOP

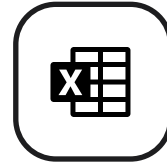## ...for Fortune 500 Companies.

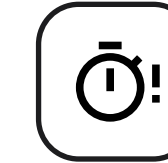# But for most companies the reality looks quite different...

Data is collected manually

Data is often still collected manually on checklists or tally sheets with pen and paper. The cost amounts to at least **1 FTE**.

analysed with Excel

If data is collected, it is often still tediously transfered to and analyzed in Excel. On average this costs **2 FTE**.
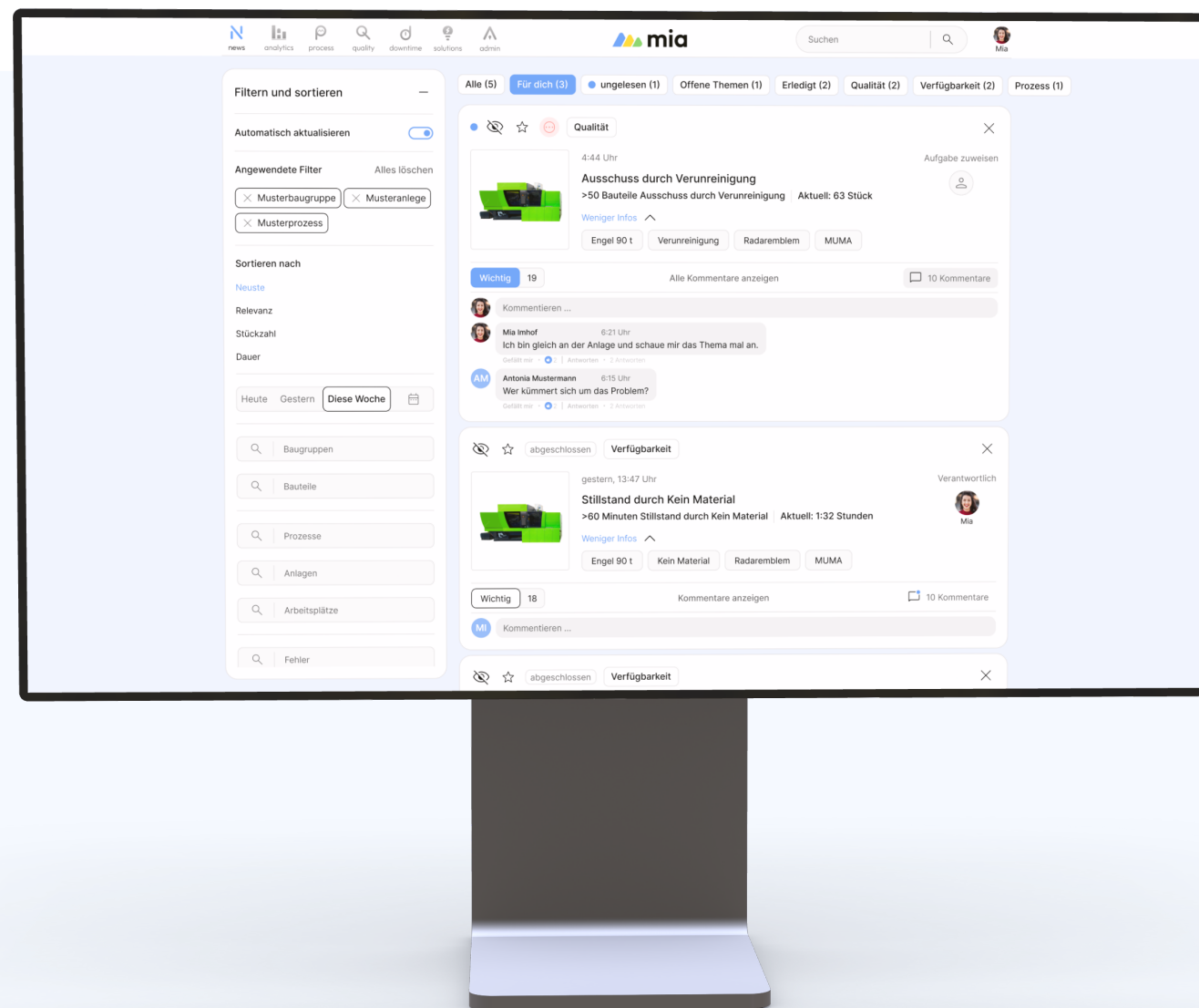
and reaction times are long

Until an issue is captured, analyzed, and communicated over **24 hours** can pass in which nothing or scrap is produced.

Our simple solution for any factory:
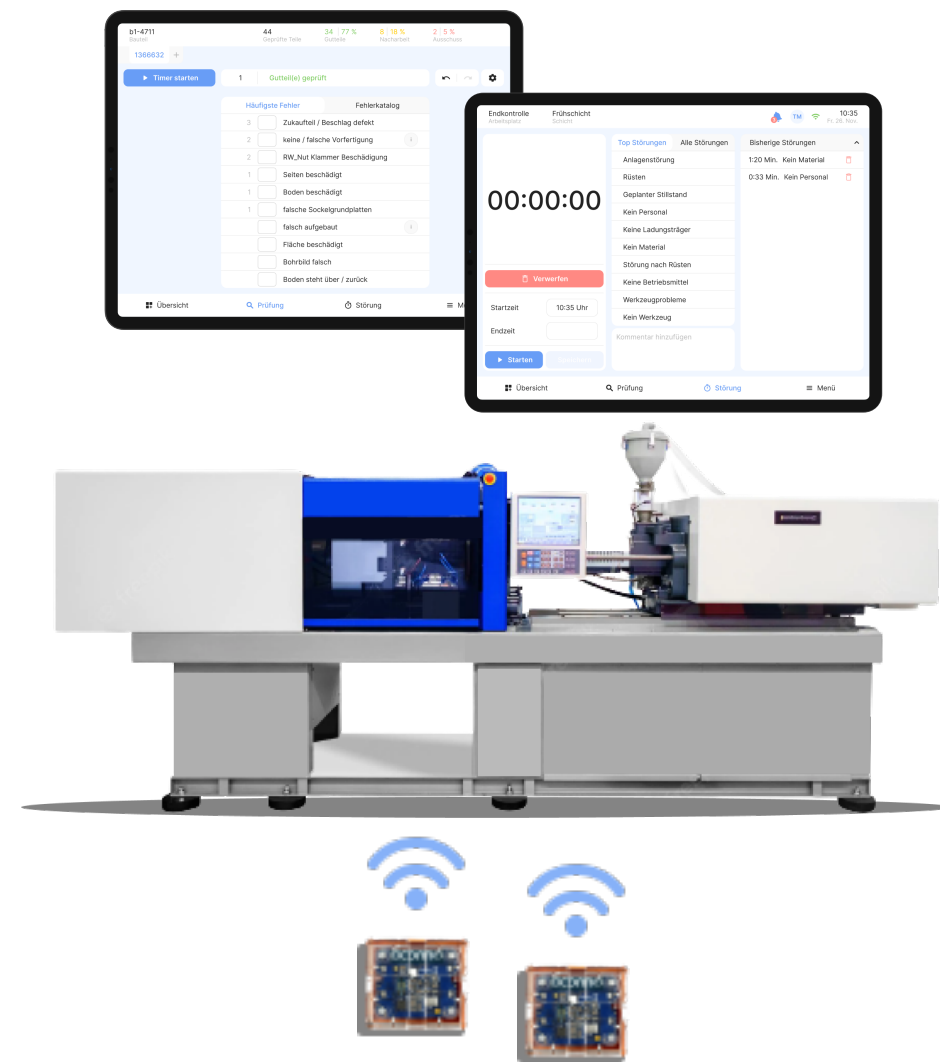
mia

Smart Factory via App.

Software-as-a-Service
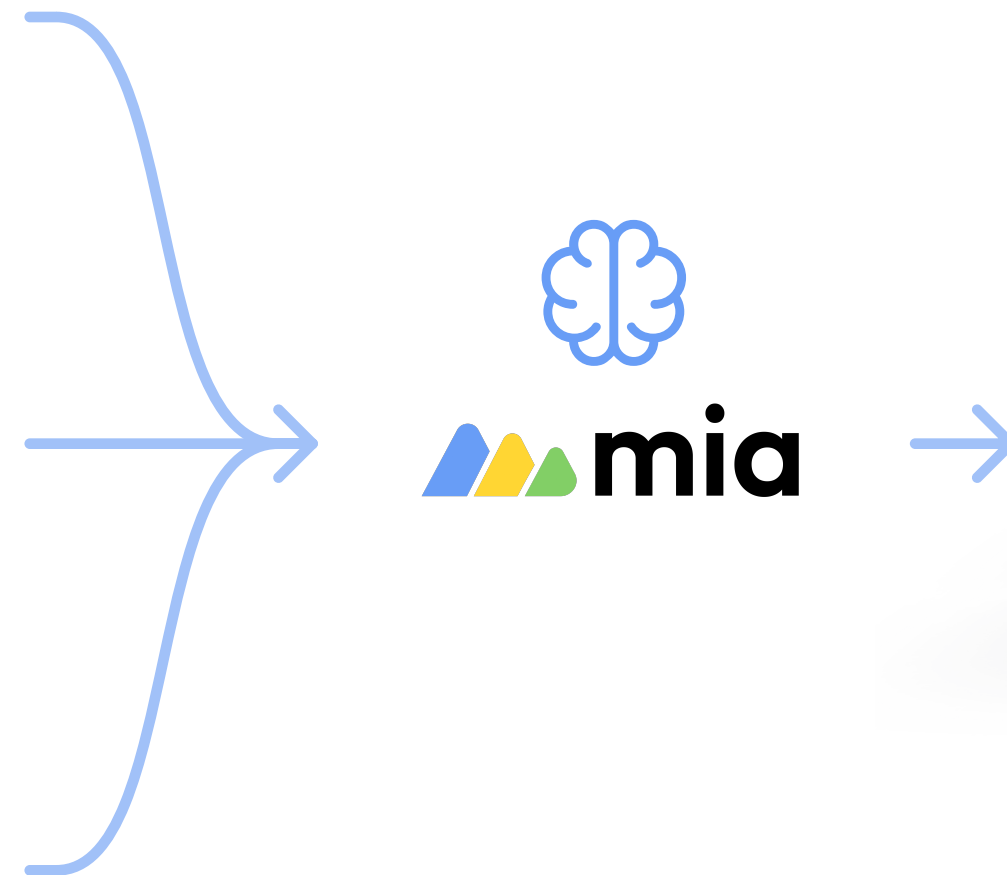
From **€999** monthly per plant.

Collect factory data. Use AI. Solve problems.

Digital data acquisition.

mia collects machine data via Drag'n'Drop APIs and quality data through our tablet-app in real time.
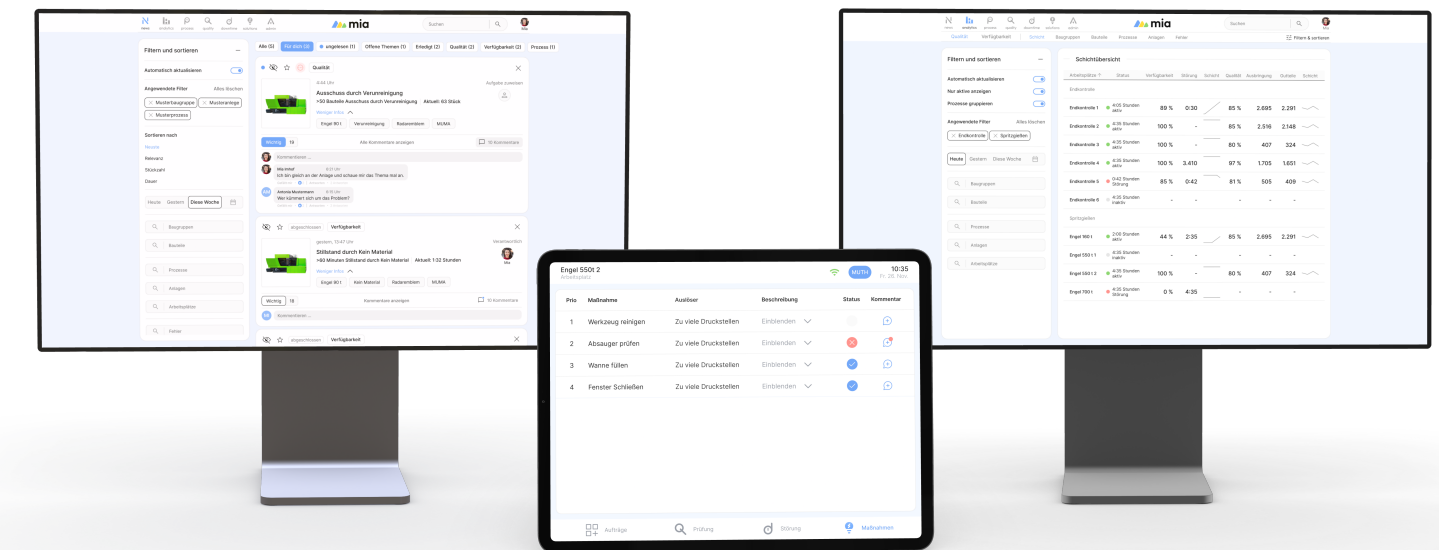
Effect: **< 1 FTE for data capture**

Machine learning.

mia analyses data in real time with simple thresholds and uses the mia-AI for complex data-trends.

Effect: **0 FTE for analysis**

Problem solving.

mia communicates analysis results, issues, and corrective actions automatically to the relevant people.

Effect: **< 1 hour reaction time**

More scalable and smarter than the rest.

What?	mia All in one	Manual	BABTEC CAQ	SAP ERP	Custom software Unique
QA, visualisation, APQP/PPAP, complaints, actions, FMEA etc.	✓	✗	✓	✓	✓
Workflow automatisation	✓	✗	✗	✗	✓
Easy to use	✓	✓	✗	✗	✗
AI analysis	✓	✗	✗	✗	✓
Scalable	✓	✗	✗	✗	✗
24h-implementation	✓	✓	✗	✗	✗

Our goal: By 2032, 5% of German factories will be working with mia.

+2,7 M

European
industrial companies

+73 k

German companies
>10 EE

+3 k

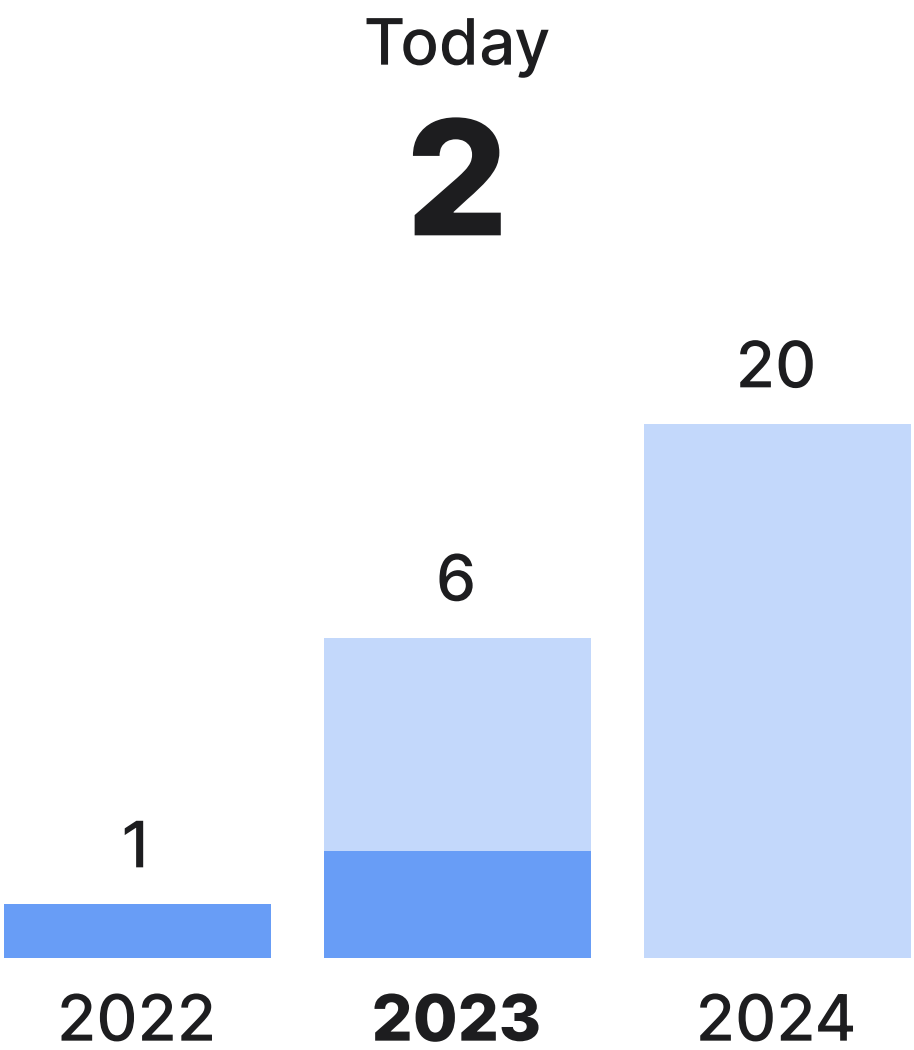Customer until
2032

3 k x **€ 30 k** = **€ 90 M**
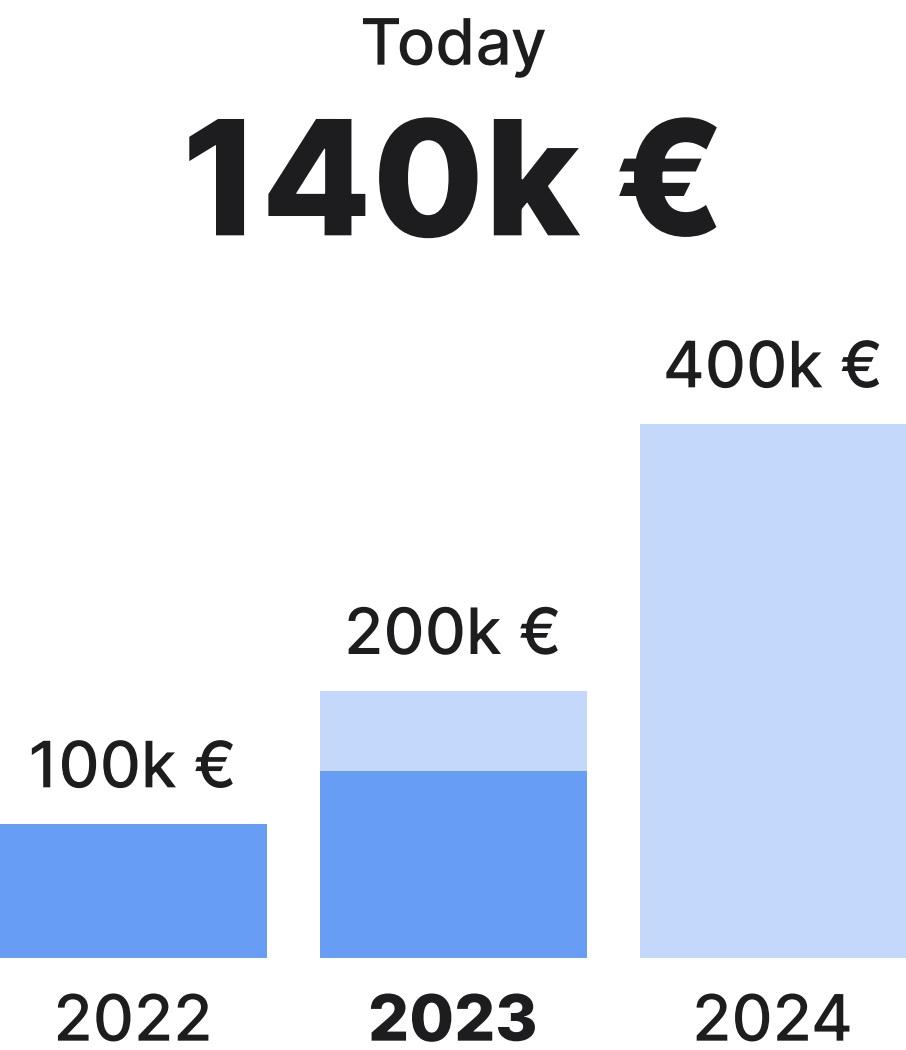
Customers until 2032   ARR per customer   Euro ARR until 2032

mia in numbers

Customers

Today
2

Year	Value
2022	1
2023	6
2024	20

Revenue

Today
140k €

Year	Value
2022	100k €
2023	200k €
2024	400k €

Team size

Today
5

Year	Value
2022	5
2023	8
2024	15

YTD sales numbers

86

1,2 %

4,7 %

10,5 %

22

25,6 %

9

4

1

Customer Conversations

Qualified Prospects

In Specification

Expected Customers

Paying Customers

YTD
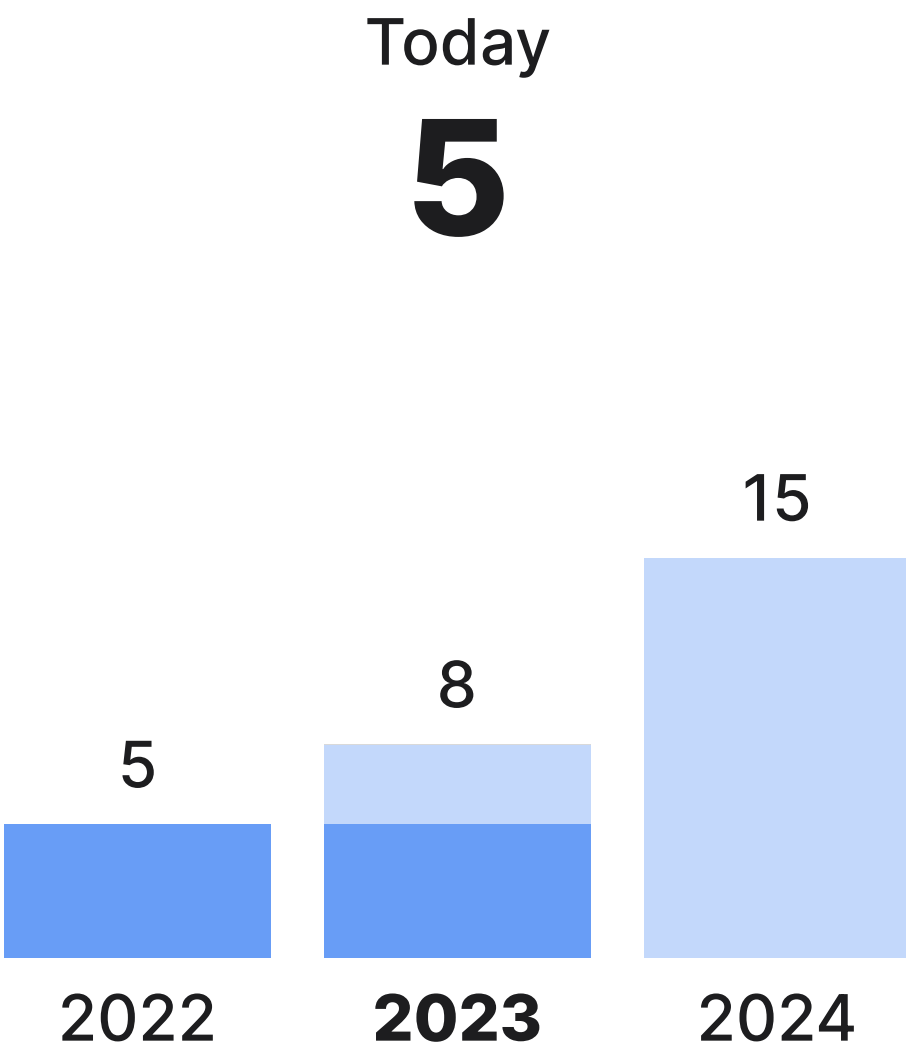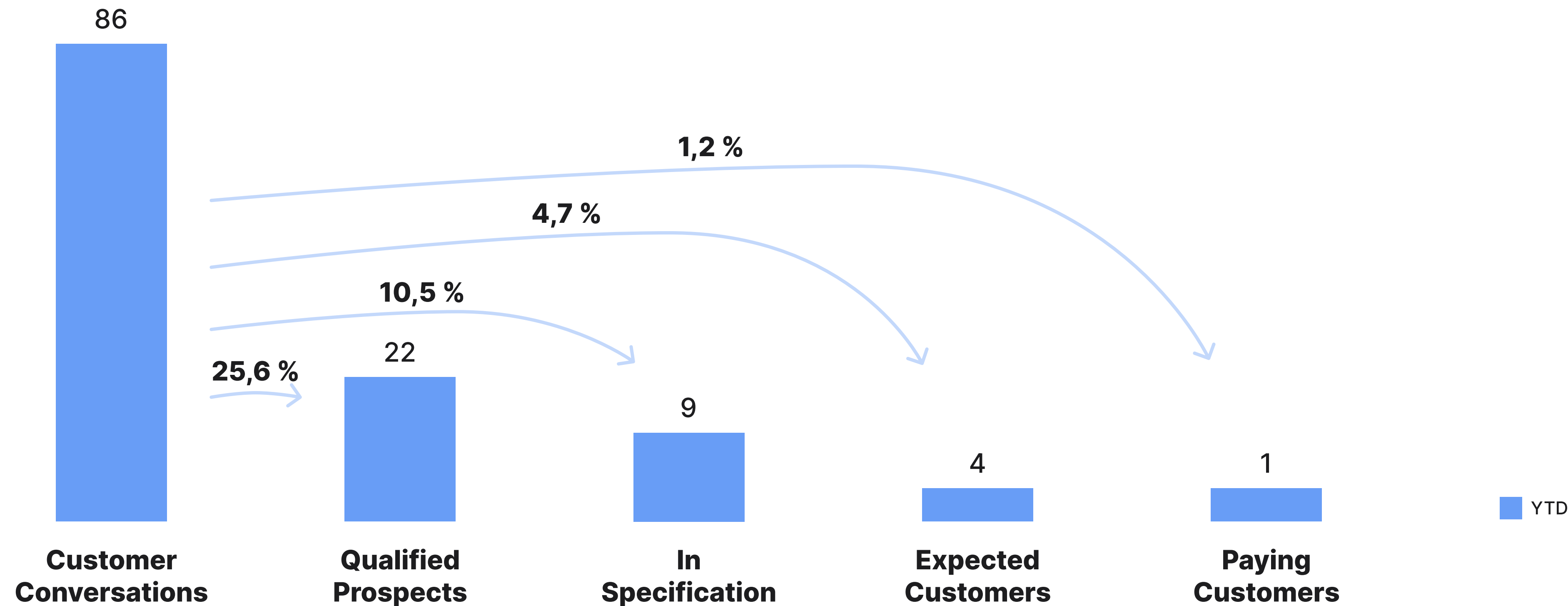
We validated demand.
Now, we are ready to scale.

Validated
demand

AI-Project
Customer 3

Checklist-Project
Customer 4

Smart
news feed

Customer 5

Additional
Machine interfaces

Customer 6

€ 220 k
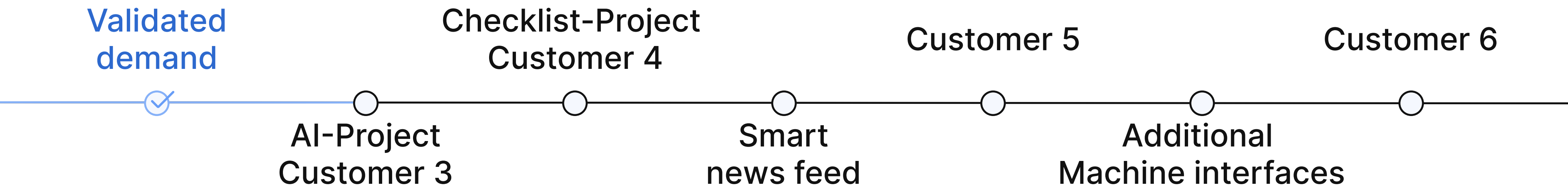
Sales & Marketing

€ 1 Mio

Investment need

€ 780 k

Product development

We are ▲▲▲ mia

Gabriel G. Keubgen

Founder, CEO, Factory expert

Industrial engineering

8 years experience as a consultant in the automotive industry

Valmir Etemi

Founder, CTO, AI-Expert

Business informatics

9 years experience as a full-stack-developer

Philip Mewes

Co-Founder, COO

International Business

Business development expert

GERMAN ACCELERATOR®

IGNITION
powered by digihub

TECHBOOST STARTUP

Ein Programm der **T** · ·

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