

# CartaSense

**Realtime Tracking & Monitoring:  
Anywhere, Anytime**  
随时随地的实时追踪和监测

*David Weisman, Chairman & Co-founder 董事长和联合创始人*  
*October 2021 年10月*



CartaSense

# IMPORTANT CAUTIONARY NOTICE

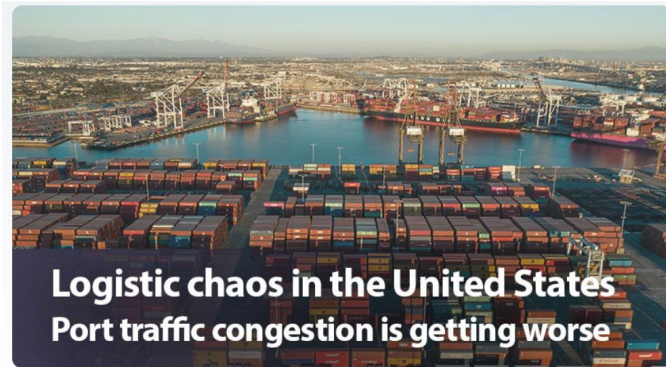
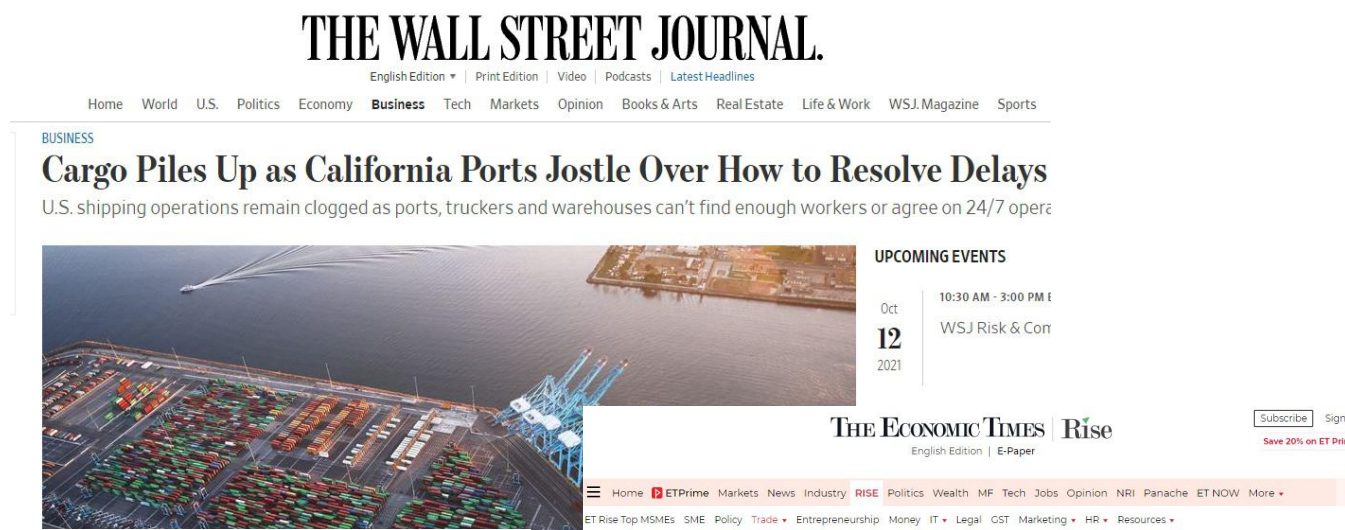
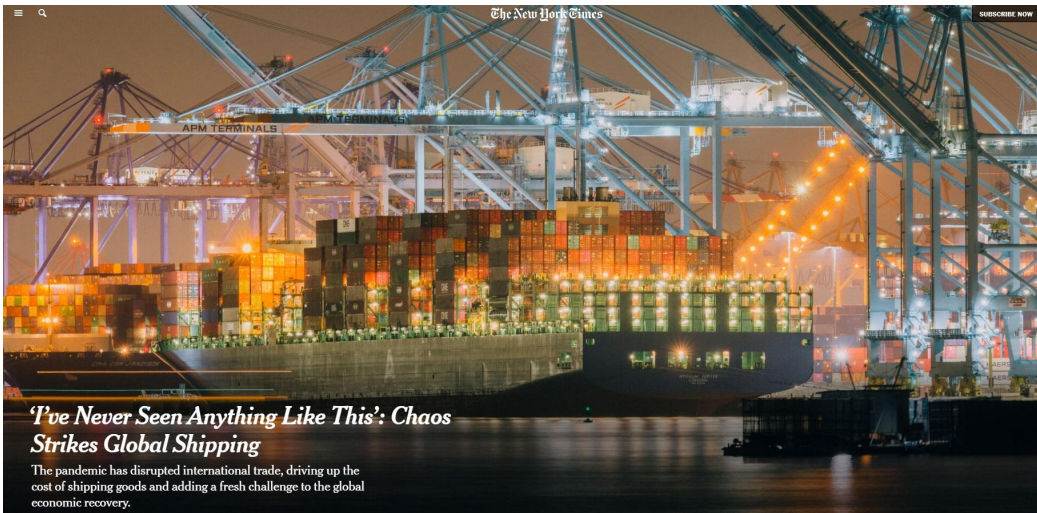
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# World Logistics Chaos 世界物流乱象



October 01, 2021

Port traffic congestion is getting worse. The shortage of the supply chain is the main problem.

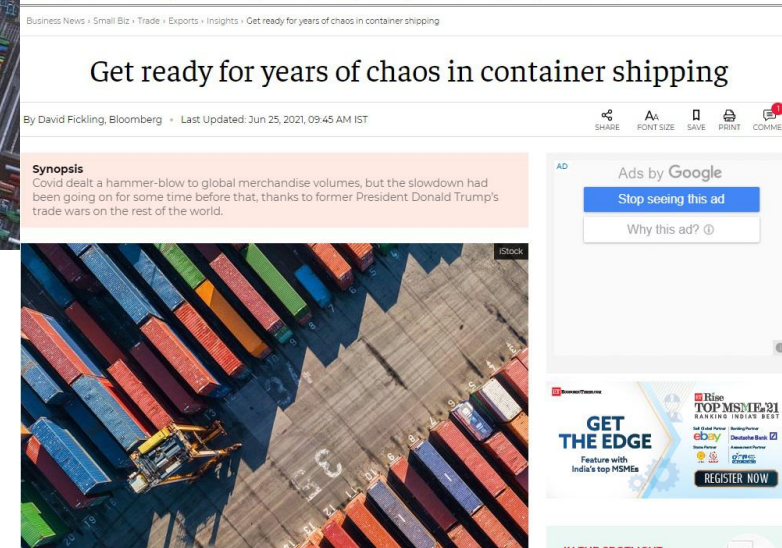
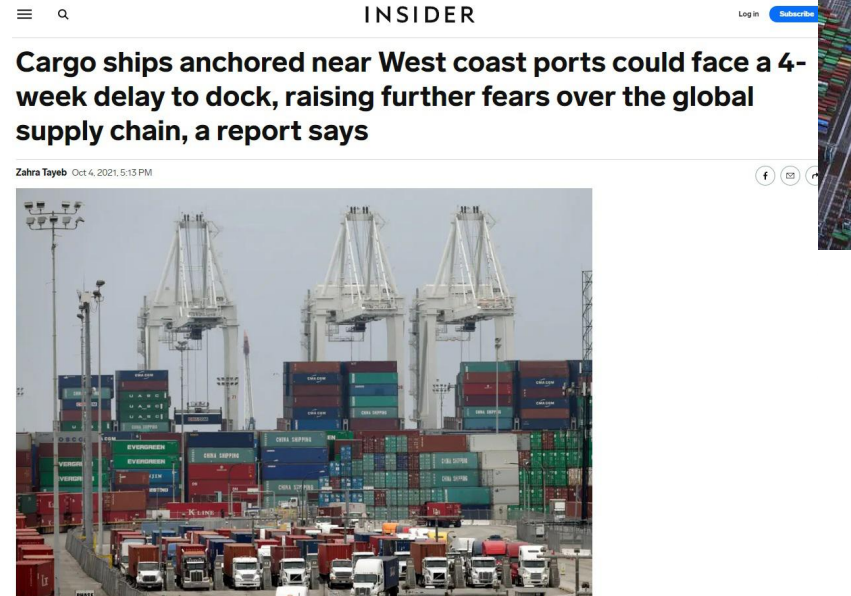
The U.S. supply chain is struggling to adapt to a crush of imports flooding through major ports. Containers are continuing to stack up at the port of Los Angeles and Long Beach and delays at the busiest U.S. port

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\* indicates required

Email Address

First Name



# Our Vision 我们的愿景



- The **Connected Logistics** market is estimated to reach \$55Bn in 2025  
互联物流市场在2025年估计会达到550亿美元
- Annual shipments are estimated to reach 10Bn packages.  
年运输量估计达到100亿个包裹
- Estimated waste for perishables (food) 35%, \$1Tr (according to the UN)  
根据联合国的估计，易腐物品(食品)的浪费为35%
- Estimated waste for pharma shipments 5% - 10%  
药品的浪费估计为5%到10%

**CartaSense vision is to reach massive waste reductions in the Connected Logistics market by:**  
**CartaSense的愿景是通过以下方式互联物流市场大规模减少浪费**

- Using big data predictive tools on small amounts of existing logistic data, together with external data sources  
在少量的现有物流数据上使用大数据预测工具，并结合外部数据源
- Enable world-wide off-the-shelf BLE (Bluetooth Low Energy) sensors usage  
让现成的低能耗蓝牙传感器在整个全球范围的使用
- Enable cost effective monitoring at the box level (vs pallet level today)  
实现经济效益高的基于货箱监控(相对于现在基于托盘的)

**The result 成效 :**

- Reducing waste and saving of energy, fuel and natural resources 减少浪费、节约能源、燃料和自然资源
- Increase productivity, efficiency and quality 提高生产力、效率和质量

- CartaSense provides E2E (End to End) monitoring solutions for temperature, humidity, light, shock, vibration and more.....  
CartaSense为温度、湿度、光线、撞击、振动等提供端到端监测解决方案
- For the regulated market: controlled environment shipments and warehouses and the “Connected Logistics” market:  
针对受监管的市场：带环控的运输和仓库，以及“互联物流”市场
  - Includes: IoT devices & infrastructure as well as services, such as asset management, remote asset tracking, data management, security & analytics  
包括：物联网设备和基础设施以及服务，如资产管理、远程资产追踪、数据管理、安全和分析
  - Serves: Food & beverages, healthcare (including hospitals and pharmacies), freight, warehouse and retail management  
服务行业：食品和饮料、医保(包括医院和药房)、货运、仓库和零售管理
- Enables substantial cost savings (online monitoring, prediction, efficiency, waste reduction, reduced packaging/shipment cost) 大量节约成本（在线监测、预测、效率、减少浪费、降低包装/运输成本）
- Strong technology, patents & IP 强大的技术、专利和知识产权
- Covers Sea, Land & Air Transportation 涵盖海、陆、空运
- Worldwide installations, top tier customers 全球安装、顶级客户
- 10 employees in Israel, 4 in Europe 在以色列有10位员工、在欧洲有4位

# Market Segments & Customers 市场细分和客户

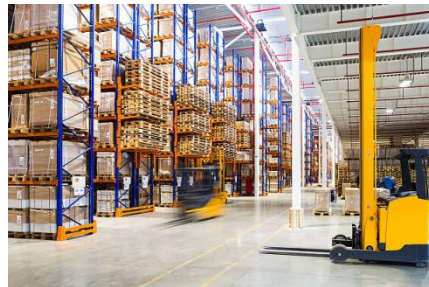
Pharma & Food international  
Freight forwarders  
医药和食品国际货运代理公司



Food Logistics 食品物流



Warehouse Logistics 仓储物流



Pharma Packaging 医药包装



Pharma Manufacturing 药品生产



Hospitals & HMOs  
医院和医保机构



Food retail 食品零售



Drugstores 药局



Food Production 食品生产



# End 2 End solution 端到端解决方案

## Sensors & Infrastructure 传感器和基础设施



O-Tracker



O-Sensor



Facility  
Gateway



U-Sensor



Vehicle  
Gateway

## Analytics related services 分析相关服务



Reports

报告



Web

网络



Risk

网络



Prediction

风险



Alerts

预测

## Professional services 专业服务



Mapping

测绘



Validation

验证

警示

Amazon AWS  
亚马逊云服务

Cloud Based  
Services  
云服务

B.I 商业智能

API to  
other  
system  
s  
与其他  
系统的  
接口



**U-Sensor** – used to monitor shipments while in transit 用于监测运输过程中的货物

- up to a year of operation 运行可达一年
- Certified for air shipment by more than 30 air carriers.  
经30多家航空承运商认证可用于航运

**U-Sensor Plus** – Facility monitoring products 设施监测产品

- Up to 3 years of operation 运行可达三年

**M-Sensor – Facility, outdoor and external probes** 设施、室外和外部的探头传感

- Up to 5 years of operation 运行可达五年
- External probes available for Sun radiation, temperature, dry contact, soil moisture 外部探头可用于太阳辐射、温度、干燥接触、土壤湿度
- External probes under development – gas sensors  
正在开发的外部探头功能：气体传感器

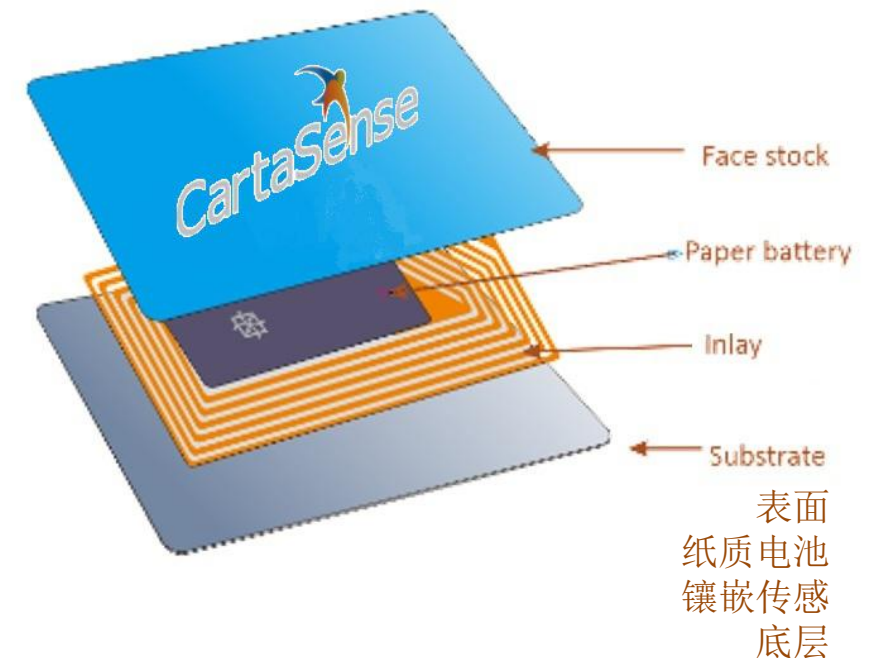
**Omni U-sensor: Smart shipment sensors Product family that is both sensor and a gateway** 既是传感器又是网关的泛传感系列产品

- supports shipment monitoring on air, sea and land use cases  
支持海陆空运的货物监测





- Unique concept, patent protected  
独特的概念，具专利
- Inlay disposable sticker with unique ID  
镶嵌传感一次性贴纸，具独特的ID
- Up to 100-meter distance to the nearest gateway  
离最近的网关最远可达100米
- Always WMI™ (where am I) 总是WMI™(我在哪)
- Up to 4 months of operation 运行可达四个月
- 40 cents selling price 销售价格40美分
- Availability: 18 months 可用性：18个月



Models for real-time Sensing and Analytics services 实时传感和分析服务的商业模式

## Shipments 出货

**\$5 - \$30 per single used sensor 一次性传感器5到30美元**

- Pallet level as few in a container (land, sea & aviation)  
基于托盘、集装箱内有几个（海陆空运）

## Facilities 物流设施

**Charge periodically per sensor - \$1 per day, per sensor**

**针对各传感器定期收费：每个传感器每天1美元**

- D.C, Retail shops, Pharmacies, Hospitals 直接渠道、零售店、药店、医院
- Higher recurring revenues with high margins 经常性收入更高，利润更高
- **One-time fee on project kick-off 项目启动一次性收费**
  - Monthly fee for each sensing point, plus - \$1,000 per year, per site (Retail)  
每个传感站点的月费，加上每站点每年收取的1000美元(零售)
  - Additional fees on Analytics 分析方面额外收费

## Now is the time 现在正是時候

- **Big growing market: The Connected Logistics market is estimated to reach \$55Bn in 2025**  
不断增长的大市场：估计互联物流市场在2025年会达到550亿美元
- **Regulatory evolution (more segments, more regulations, more controls...)**  
监管方面的改变(更多的细分市场、更多的法规、更多控制)
- **Products proven performance**  
产品性能已受验证
- **Compliance, regulated, approvals**  
合规、受监管、获批准
- **Profitable business model, high margin**  
盈利的商业模式、利润高
- **Unique concept, patent protected**  
独特的概念、专利保护
- **Expected revenue growth (2020 - \$0.7m, 2021 \$1.5m, expected 2022 \$9.5m)**  
预计营收成长(2020年70万美元、2021年150万美元、2022年预计950万美元)

# Management Team 管理团队



**David Weisman**

**Co-founder & Chairman 联合创始人和董事长**

Prior positions include CEO of CartaSense, Co-Founder and V.P. Marketing & Business Development of M-Stream (acquired by Broadcom) V.P. Marketing and Business Development of DSPG and CEO of Video-Surfer, a VCON subsidiary.

曾任CartaSense的首席执行官、M-Stream(被博通收购)的联合创始人和营销与业务发展副总、DSPG的营销与业务发展副总、VCON子公司Video-Surfer的首席执行官



**Yaron Kaufmann**

**Co-Founder & CTO 联合创始人和首席技术官**

Yaron Kaufmann spent 7 years at Texas Instruments in the Mobile Connectivity Solutions business unit, serving as CTO, strategic marketing and product manager.

Yaron's prior positions: Engineering Manager at Yamar Electronics and R&D Team Leader in the technology unit of the IDF for 10 years. 曾在德州仪器的移动连接解决方案部门工作了7年，担任首席技术官、战略营销和产品经理  
也出任过Yamar电子公司担任工程经理、并在以色列国防军的技术部门担任了10年的研发团队负责人



**Shlomo Berkovitch**

**VP of Business Development 业务拓展副总**

High-tech veteran with over 30 years of experience in management, marketing and R&D in major international companies. Founded MM&M Ltd., specializing in international and strategic business development. Shlomo served as President of Infineon, Broadband Access Division, VP at ECI and as a senior manager at Intel.

拥有超过30年的国际大公司管理、营销和研发经验的高科技资深人士。创立了专精国际和战略业务发展的MM&M有限公司，也曾担任英飞凌宽带接入部的总裁、ECI的副总裁、英特尔的高级经理



**Aviv Peled CEO 首席执行官**

Previously COO/CFO. Prior positions include VP R&D of Ommyx, a leading developer of hardware and software solutions for telemetry, R&D program manager at M-Systems [now Western Digital] Disk on Chip BU, and R&D Hardware Manager at ECI Telecom, VoIP BU. Overall, more than 29 years of experience in Hi-Tech R&D and Management.

之前为CartaSense首席运营官/首席财务官。再早曾任Ommyx的研发副总，该公司是遥测硬件和软件解决方案的领先开发商、M-Systems(现为 Western Digital)芯片磁盘部门的研发项目经理、ECI公司VoIP部门的研发硬件经理，总体在高科技研发和管理方面拥有超过29年的经验

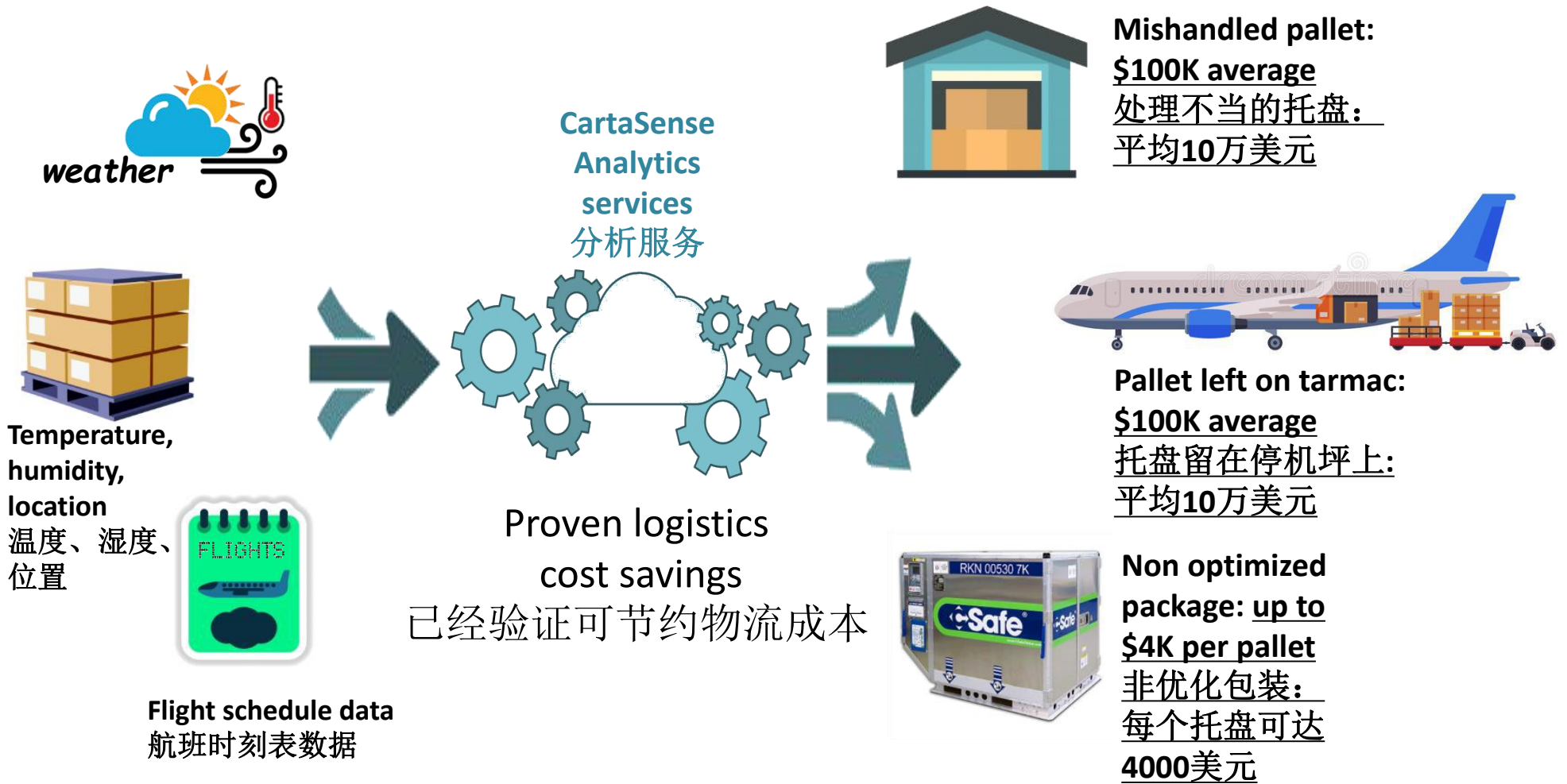


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# Additional information

## 其他信息

# Logistics optimization: Airfreight shipment 物流优化：空运货物



## Sensors support all types of sea cargo 传感器支持所有海运货物类型

- General cargo: Low-cost track & trace solutions 一般货物：低成本的追踪和追溯解决方案
- Cold chain cargo: temperature, gases and humidity for Pharmaceutical, Food, Chemicals  
冷链货物：需监测温度、气体和湿度的医药、食品、化学品
- Large sensitive equipment: electric cars, engines, batteries, servers  
大型敏感设备：电动汽车、发动机、电池、服务器
- Special feature for sea cargo: long life, resilient to salty & wet environment  
海运货物的特点：寿命长，对盐分和潮湿环境有韧性



## Support all types of monitoring sensors 支持所有监测传感器类型

- Location, tilt, shock, vibration, light, temperature, gas, relative humidity  
位置、倾斜、冲击、振动、光线、温度、气体、相对湿度

## Support all types of communication 支持所有通信类型

- Cellular, satellite, in-ship communication, in-ship gateway 手机、卫星、船上通信、船上网关

## Support all types of sea shipment users 支持所有海运用户类型

- Shippers, receivers, sea-port surveyors & port authorities, inbound & outbound distribution centers, domestic logistics, retail chains 发货人、收货人、海港测量员和港务局、入港和出港配送中心、国内物流、零售连锁
- Automatic reports to key stakeholders on shipment arrival and shipment status  
自动向主要利益相关者回报货物到达和货物状态

# Pharmaceutical Markets 制药市场

In production 生产



In storage 储存



During international and domestic shipments  
国际和国内运输过程



Pharmaceutical retail  
医药零售



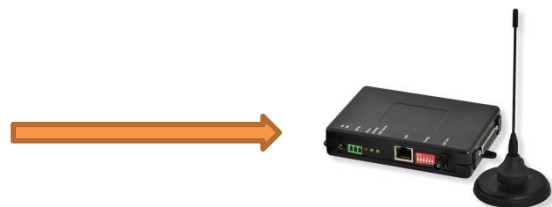
Hospitals & Clinics  
医院和诊所



Pharma certified sensors  
经制药认证的传感器



In shipment and on-site gateways  
for cloud upload  
运输中和现场网关用于云端上传



Data & application cloud server  
数据和应用云服务器



Variety of services:  
Alerts, reports, insights, risk passement,  
analytics  
各式服务:  
警示、报告、洞察、风险传递、分析

