

On-labs • Investor Deck (Draft v0.1)

Outcome-first, hardware-agnostic platform for screens, rooms, and automation. Team with 30+ years combined in sales, hardware, and software.

1) Problem

- Fragmented stacks for signage, AV/VC, KNX/IoT; per-site configs and hardcoded navigation.
- Slow changes: menu/LED/scene updates require onsite visits.
- Limited accountability: hard to prove who published what/when; uptime/monitoring fragmented.

2) Solution

- One core for playlists, room signage, AV/VC presets, and automation scenes – role-driven, cloud-ready, hardware-agnostic.
- Manifests/roles/licensing from core; no hardcoded menus per site.
- Ops-grade: proof-of-play, monitoring, audit, SLA hooks; swap hardware vendors without rework.

3) Product Highlights

- Digital signage: playlists, LED walls, menu boards, proof-of-play.
- Rooms/AV: room signage, VC presets (Teams/Zoom/Webex), wayfinding.
- Automation: lighting/shades/HVAC scenes, room control, monitoring.
- Admin: roles/licensing/menus from core; spec pack (text, install checklist, scene/playlist templates).

4) Market & Segments

- Retail/QSR: menu boards, LED walls, proof-of-play, regional ops.
- Hospitality: room control/TV, lobby DS/audio, halls with VC presets.
- Offices/Campus: room signage, AV/VC, internal comms and KPI boards.

5) Go-to-Market

- Direct + partners (architects, integrators) via spec packs and commissioning kits.
- Fast pilots (days) → regional rollouts; hardware-agnostic to fit existing vendors.

6) Business Model

- Licensing per tenant (plans enable modules automatically; add-ons for extra modules/roles).
- Services & integrations (ERP/POS/PMS/IoT/AV), commissioning, monitoring/SLA options.

7) Traction (current signals)

- Pilots: retail/QSR networks (menu boards, LED, proof-of-play, regional ops).
- Hospitality: rooms + commons (room control/TV, lobby DS/audio, halls with VC presets).
- Offices: meeting spaces (room signage, AV/VC, internal comms, KPI boards).
- Metrics placeholders:
 - ARR: ____
 - **paying tenants:** ____
 - **pilots in flight:** ____
 - Avg deal size / cycle: ____

8) Roadmap (high-level)

- Q1–Q2: LED tooling, AV/VC presets, extended proof-of-play/monitoring.
- Q2–Q3: KNX/DMX profiles, energy modes, richer room presets.
- Q3–Q4: AI for content/plans, anomaly alerts, stronger audit/observability.

9) Defensibility

- One core for roles/licensing/menus; avoids per-site hardcoding.
- Hardware-agnostic; swap displays/players/KNX/DMX/AV vendors without rework.
- Ops-first: proof-of-play, monitoring, audit, SLA → lower TCO and stickiness.

10) Team

- 30+ years combined across sales, hardware, software.
- B2B GTM with pilots converting to regional rollouts.
- Engineering focus on manifests/automation to keep ops predictable.
- Key people (fill names/roles): ____

11) Financials & Asks (placeholders)

- Current ARR / burn / runway: ____ / ____ / ____.
- Fundraise target & use of funds: ____ (e.g., product/engine, GTM, support).
- KPIs to watch: activation → pilot win rate → rollout conversion → NRR/churn → gross margin.

12) Contact

- Deck/overview: <https://on-control.eu/investors>
- Book a call: <https://calendly.com/oc-connect/30min>
- Email: support@on-labs.eu

Working draft — update metrics, names, and visuals before sharing externally.