

**L<sup>2</sup>F**

Learn to Forecast

Creating space for meaning

# Vision

At L2F we develop and distribute a **machine learning library** that facilitates A.I. understanding through **shapes**.

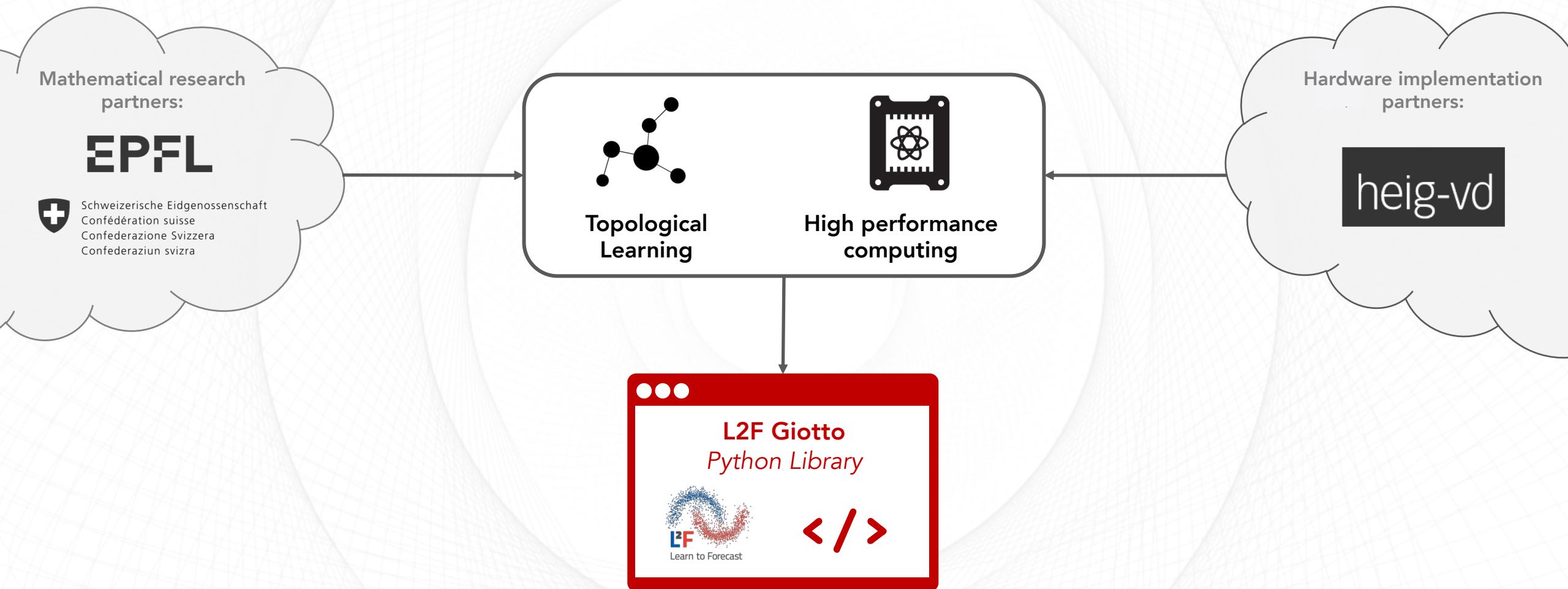
We believe that an **Intuitive access to A.I. is essential**. An intuitive interface that immerses the user into the world of machine intelligence. A **universal translator** between human intelligence, which is based on shapes, and machine intelligence, which is based on numbers.

Human intelligence is triggered by shapes. By creating an **operating system based on shapes**, we will make problem solving with A.I more accessible but also more robust.



# L2F – Core technology for data science

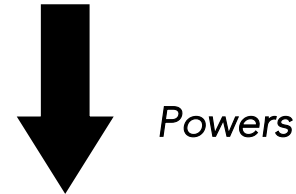
Our theoretical research is combined with state of the art high performance computing with the objective of delivering a **library of Machine Learning algorithms**. Selected functions from our library will be made available **open source** to the data science community.



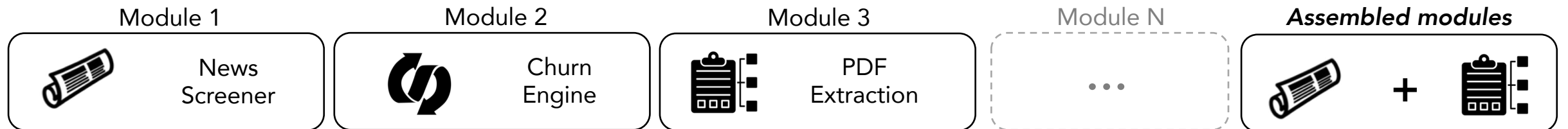
# L2F – Opencore architecture

L2F has created two synergic software libraries. The open source one aims to create advocacy in the ML community while our commercial offering consists in interlinkable software modules aimed at corporate clients.

OPEN SOURCE LICENSE LIBRARY



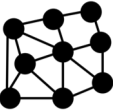






COMMERCIAL LICENSE MODULES





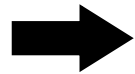
# L2F – Current commercial modules



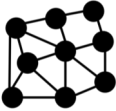




|   |                                    | TECHNOLOGY USED                               | INDUSTRY APPLICATIONS         |                             | ANNUAL SUBSCRIPTION FEE (CHF) |
|---|------------------------------------|---|-------------------------------|-----------------------------|-------------------------------|
|    | <b>Churn Engine</b>                | Structural Graph Embedding                    | Telcos<br>E-commerce          | Insurance<br>Banks<br>Media | 36K                           |
|    | <b>News Screener</b>               | Structural Graph Embedding                    | Insurance<br>Healthcare       | Reinsurance                 | 24K                           |
|    | <b>Demand Forecasting</b>          | Time Series Analysis                          | Telcos<br>E-commerce          | Financial Instit.<br>Media  | 36K                           |
|    | <b>Quantitative Trading Engine</b> | Time Series Analysis                          | Hedge Funds<br>Family Offices | Investment Banking          | 360K                          |
|   | <b>PDF Extraction</b>              | Structural Graph Embedding<br>+ Deep learning | Healthcare<br>Insurance       | Legal                       | 36K                           |
|  | <b>Image Segmentation</b>          | Topological clustering<br>+ Deep learning     | Telcos                        | Media                       | 36K                           |
|   | <b>B2B Prospection</b>             | Topological clustering<br>+ Bayesian learning | Telcos                        | Financial Instit.           | 36K                           |

# L2F – Business model example

Our customizable selection of core components is very successful with large digitalizing companies. It generates scalable MRR.

Client : **AON**  
Needs to automate part of its current **sales and account management** activities using Artificial Intelligence.



| Module  |                             | Monthly license | Client selection |
|---|-----------------------------|-----------------|------------------|
|    | Churn Engine                | 3'000           | ✓                |
|    | News Screener               | 2'000           | ✓                |
|    | Demand Forecasting          | 3'000           |                  |
|    | Quantitative Trading Engine | 30'000          |                  |
|   | PDF Extraction              | 3'000           |                  |
|  | Image Segmentation          | 3'000           |                  |
|  | B2B Prospection             | 3'000           | ✓                |

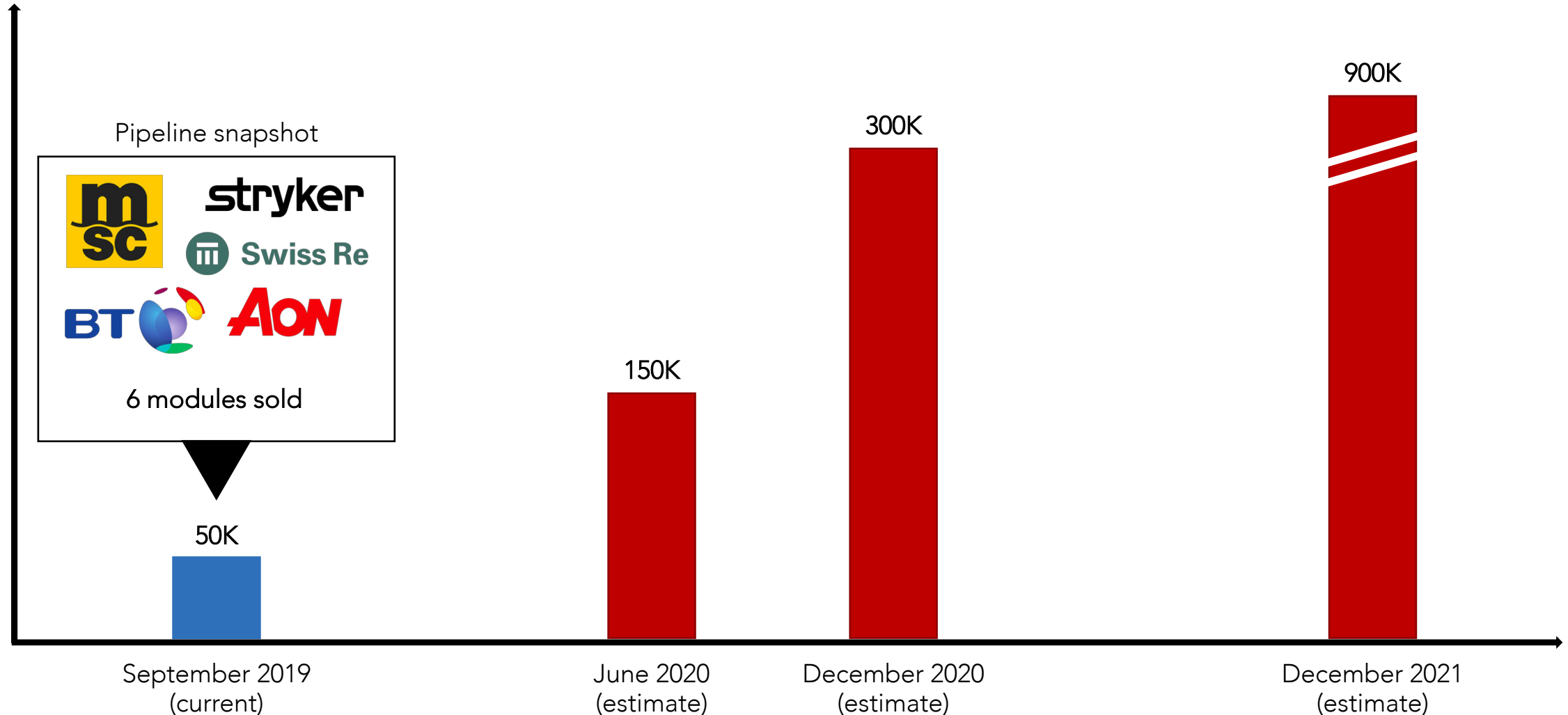


Monthly Recurring Revenue:  
**CHF 8'000**

# L2F – Revenue projections and pipeline

L2F projects committed ARR to triple by 1H2020, then double by the end 2020, then triple again during the year 2021.















Committed Annual  
Recurring Revenue





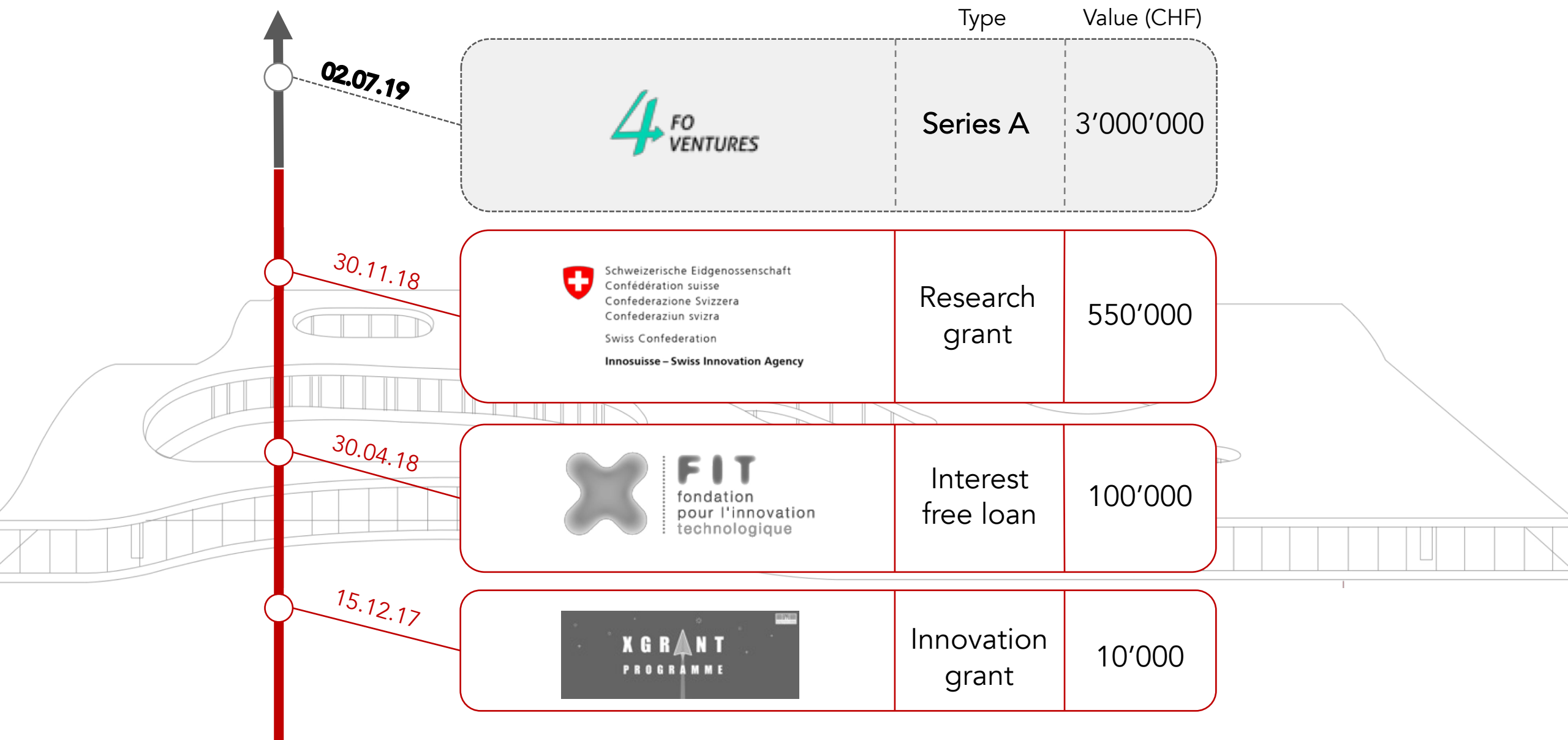
# Opencore Model – Acquisition examples

Examples of acquisitions of software companies with a strong open source component:

| Company   | Acquired by   | Date     | Deal value (\$) | Nature of synergy  |
|---|---|----------|-----------------|--|
|     |    | 28.10.18 | 34'000'000'000  | "hybrid cloud integrations that can compete with VMware in enterprises" <b>operational synergy</b>   |
|    |    | 02.01.08 | 1'000'000'000   | "deal will augment its position in the enterprise IT market, including the \$15 billion database market." <b>Op</b>  |
|     |    | 06.11.18 | 550'000'000     | "expanding the business funnel and margins for (...) hybrid storage and computing services with that expertise" <b>operational</b>   |
|     |    | 09.08.16 | 408'000'000     | "advance Intel's AI portfolio and enhance the deep learning performance of our (...) processors." <b>operational</b>   |
|    |   | 05.12.14 | 330'000'000     | "Complementing OpenText's existing information management and B2B integration offerings, (...) business process efficiencies, greater <b>brand experience</b> " + <b>op.</b> |
|  |  | 19.08.15 | 24'500'000      | The new company will have 120-plus ISP customers. Zimbra adds hundreds of millions of free and paying users in 135-plus countries. <b>Operational + commercial</b>           |
|  |  | 19.02.16 | Undisclosed     | "use some of the tech to build out Salesforce's own machine learning capabilities as part of SalesforceIQ" <b>operational</b>  |

# L2F - Institutional Funding

L2F has received CHF 660K in federal funding to this day.



# L2F – Management

L2F's management reflects expertise in both business and technology development.

## BUSINESS



**Aldo Podestà**  
Chief Executive Officer



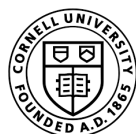
**Fabrice Leclerc**  
Chief Strategy Officer

BSc Mathematics (int)



**Experience:**  
PMI Global Sales Strategy,  
Kaggle Winner

MBA



**Experience:**  
CEO Häagen-Dazs,  
Various board seats



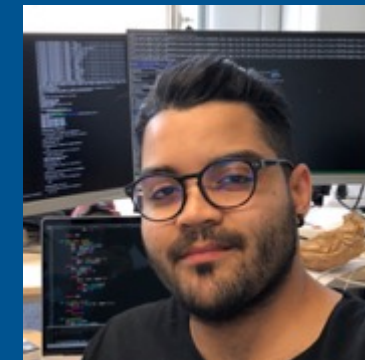
## PRODUCT DEVELOPMENT



**Răzvan Ludvig**  
Chief Technology Officer



**Matteo Caorsi**  
Chief Scientist



**Wallyson Lemes**  
Product Owner

MSc Computer Science



**Experience:**  
Senior Software Architect



PhD Mathematics



**Achievements:**  
Extensive research  
background



MSc Mathematics



**Achievements:**  
Kaggle Winner







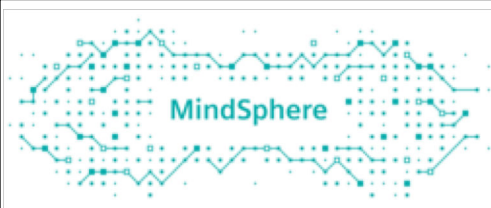
# Appendix

# Appendix – Validation of technology

L2F got noticed by the Machine Learning community with two important wins in global competitions.

kaggle by Google

1257 teams: Google, H2O, Accenture...  
October 2017



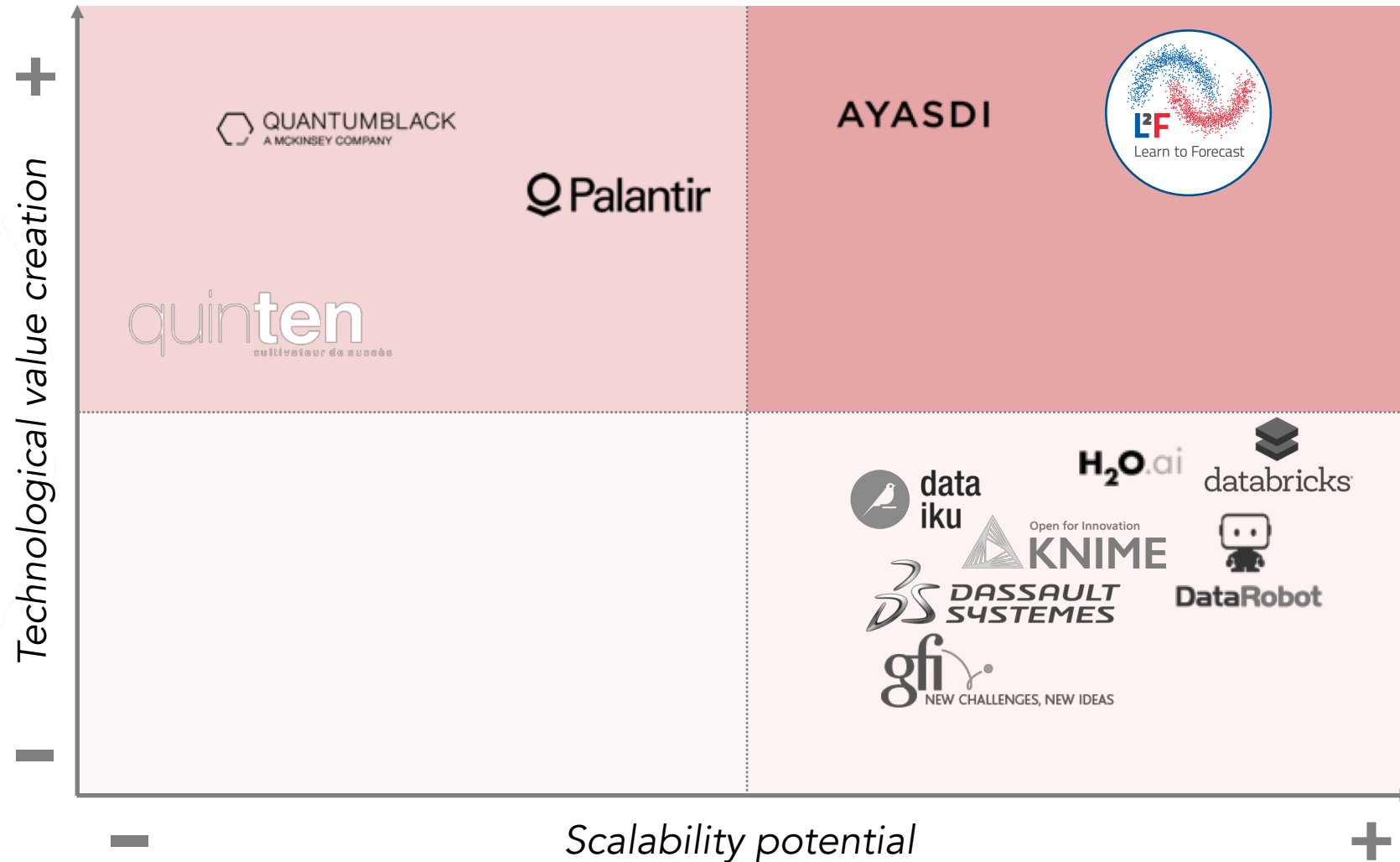
by SIEMENS

200+ teams  
December 2018



# Appendix - Competitive landscape

With the technological advancement, customisation potential and the scalability of its module portfolio, L2F occupies a unique position in the market.



Threat level of industry segment