



Better solutions for the digital dilemma

<https://cloudandmore.ca>



What's the digital dilemma?

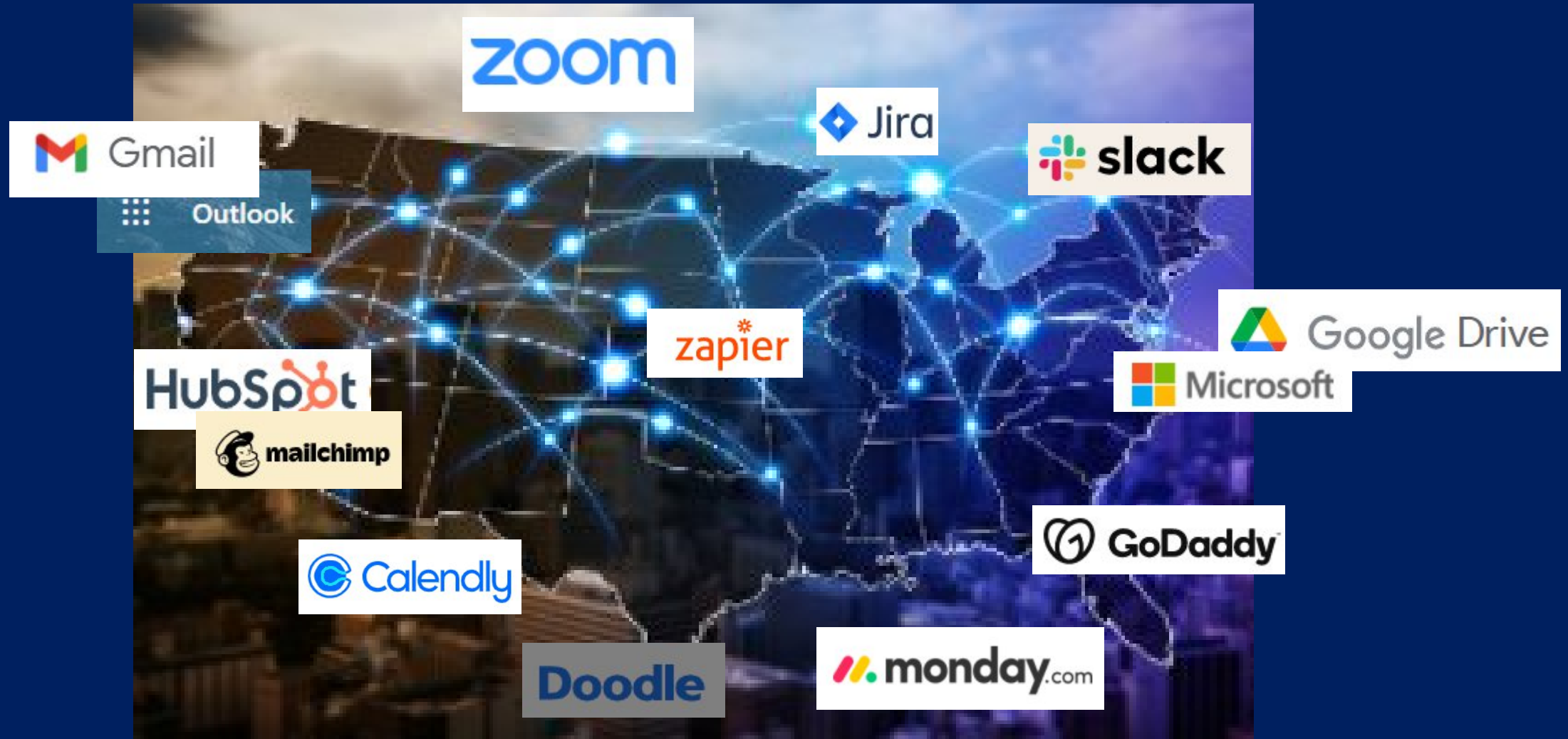
- Using a tech stack of multiple tools means your organizational data is spread out over multiple countries, in multiple organizations and is likely duplicated many times. You need to ask yourself - if you request it to be deleted, can it ever truly be deleted? (Think financial information)
- Trusting your organizational data to a large, proprietary software company is a HUGE risk - they have the power and you can risk losing everything (<https://nextcloud.com/blog/big-tech-accountability/>)

Organizations should be asking themselves:



- Where is my data stored ?
 - If you're using multiple tools in your tech stack, your data is likely spread across multiple companies and multiple countries - and subject to different privacy laws
- Who can access it?
 - If you haven't read the fine print of privacy agreements, it's likely that your organizational data is being used by the company you're buying the service from for their own gains
- What happens with my data?
 - Your data is subject to privacy laws outside of Canada if stored outside of Canada

A common Canadian tech stack!



What Canadian organizations spend / mo

MINIMUM:

\$ 767/mo

Calculated based on 7 users / month



The Digital Dilemma for Canadian Organizations

- There is no “end-to-end” Canadian solution for simplifying organizational tech stacks
- Tech stack:
 - +\$700/mo for a small org (7 ppl) to up to \$5,000/mo for medium orgs
- If data is stored multiple times, it is likely it can never be deleted - even if you request it to be (ie. org credit cards and financial data)

The opportunity

- Massive privacy violations are now common by internet technology giants like GAFAM (Google, Apple, Facebook, Amazon and Microsoft) and corporate IT departments, which leads in increase of insurance and liability costs
- **Privacy** laws are changing around the world, following the new European GDPR standard
- New potential Canadian law to include the strongest fines for privacy laws among G7 - Fines of up to 5% of **revenue** or \$25 million, whichever is greater, for the most serious offences
- Security is a major concern for 70% of Canadian executives (The CDW 2021 Cloud Report, pg 30)

Replace:

*Zoom, G-Suite, Office 365, HubSpot,
Calendly, Slack, Mailchip, GoDaddy,
DropBox ...*

Services based in multiple
countries, data stored in
multiple places, often a pay-
per-user model per platform

Our Solution:

Get Hugo



1 solution to reduce:
complexity and cost,

Privacy compliant by
design

80% Carbon emission
reduction by design

We are your **full** SaaS / IaaS / PaaS / Cloud solution and
Hybrid Cloud provider, facility and service partner.

Replace:

*Zoom, G-Suite, Office 365, HubSpot,
Calendly, Slack, Mailchip, GoDaddy,
DropBox ...*

\$ 767

up to

\$ 5,000

Our Solution:

Get Hugo



\$ 69

to

\$ 490

We are your **full** SaaS / IaaS / PaaS / Cloud solution and
Hybrid Cloud provider, facility and service partner.

Get Hugo one tool = one link



The dashboard features a top navigation bar with icons for home, search, mail, and other functions. The main content area is divided into several widgets:

- Upcoming cards:** A list of tasks with status indicators (e.g., "Layout of Demo" with a "Later" tag, "Integrate Shiftplan" with a "To review" tag, "cloud&more - Financial ..." with an "Action needed" tag, "Privacy Policy" with an "Action needed" tag, and "Review" with a "To review" tag). An "Add card" button is at the bottom.
- Upcoming events:** A calendar view showing "No more events today" and a list of events: "Integrate Shiftplan" (Tomorrow at 09:00), "Presentation cloud&more" (Tomorrow at 10:00), "cloud&more - Financial check" (Monday at 13:00), and "Training CRM" (Wednesday).
- Unread mail:** A list of unread emails: "Defender" (Here's what's been happen...), "Cron Daemon" (Cron <root@dvc01> sleep ...), "Google Play" (Pausing Google Play's billin...), and "Norbert Demps" (Fwd: Your project with X-Cart).
- Recommended files:** A list of recommended files: "(GTD) weekly brain du... .md", "Readme.md", "Symbolonly.png", "A. Design.zip", "(open) - Invoice Marke... .pdf", "(cloud&more) - NDA M.... .pdf", and "MyDailyFreeStuff.pdf".
- Important mail:** A list of important emails: "daemon" (Debian security status of ics01), "GlobalProtect App 5.2.11 is n..." (GlobalProtect App 5.2.11 is n...), and "Norbert Demps" (Fwd: Your project with X-Cart).
- Talk mentions:** A list of talk mentions: "kyle" (You created the conversation), "Talk updates" (Moderators can now assign ...), and "Talk updates" (Moderators can now assign ...).
- Reports:** A section for reports: "Demo: Population Data" (Realtime CSV Data from ...), "Demo: Thresholds" (Threshold 4.00), and "Demo: Analytics Downlo..." (Realtime download statis...).
- Recent activity:** A list of recent activity: "A guest user has created a n..." (a day ago), "created system tag Tagged b..." (22 days ago), "A guest user has created a n..." (a month ago), and "Symbolonly.png downloaded..." (a month ago).

We can do better with Hugo



OakBox – secure, encrypted internal communication

CRM / BRM
only real Canadian CRM

**Private
Cloud**

Groupware

Collaboration

E-Learning

**Cloud & File
Storage**

**Project
Management**

**Video calling
& Webinar**

**Online
Forms**

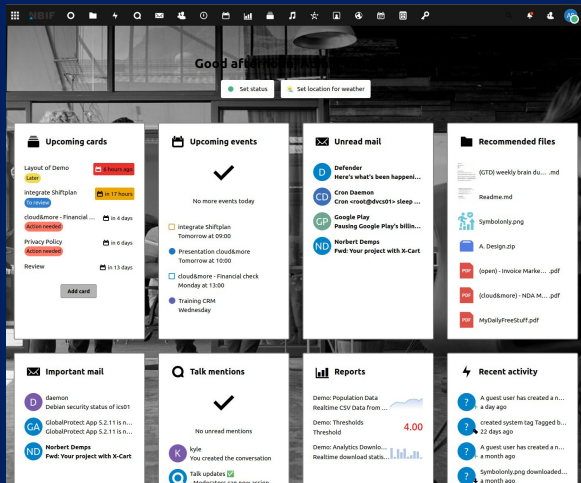
**Online
Databases**

**Email-
Hosting**

Webhosting

Legacy system integration

Own developed, adapted platforms



<https://gethugo.ca>

Founders

cloud&more is owned by **oceans next generation** and **ip&more** - together, they have been building and testing the cloud&more offering since 2018. This partnership also has 20 years of implementing cloud solutions in the European market for both SMEs and major clients such as VW.

25 years of cooperation

oceans next generation owns and developed a CRM / Business Relationship Management (BRM) system under the "no code changes" philosophy with 25 years expertise in CRM / Enterprise Resource Planning (ERP) environment and implementing business solutions

ip&more is an Internet-Full-Service-Provider with over 25 years' experience and success in the market

Management

CEO



Norbert Demps

<https://www.linkedin.com/in/ndemps/>

oceans next generation

Board



Christian Kleinheinz

<https://www.linkedin.com/in/christian-kleinheinz-b68b4271/>



Christian Dietrich

<https://www.linkedin.com/in/cudidi/>

ip&more

Traction

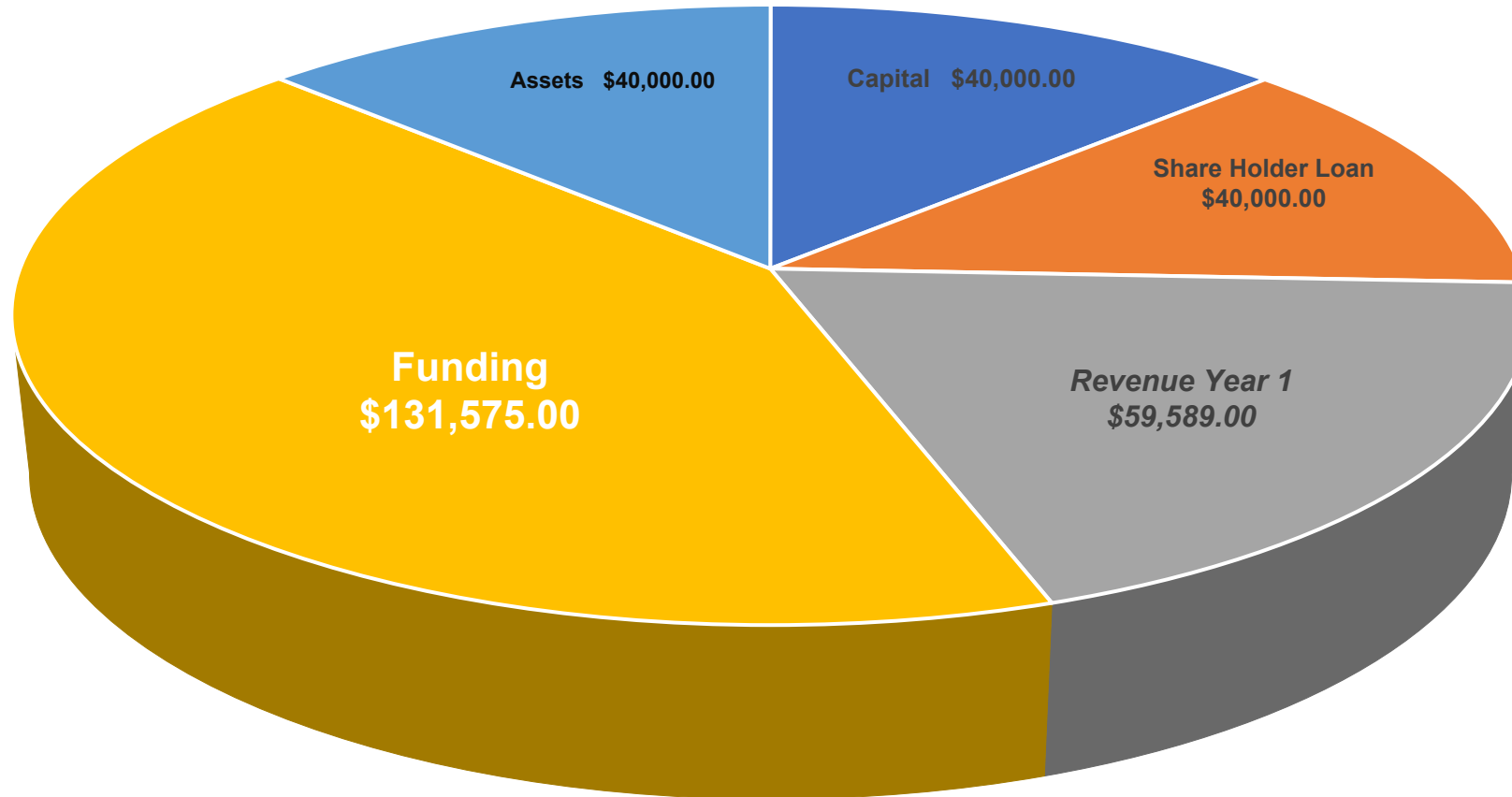
- Oct 2019 – Dec 2020: Developed platform
- Dec 2020: Incorporated cloud&more Inc.
- Jan - May 2021: Implemented physical infrastructure in Canada

❖ Since June 2021:

- ✓ over 400 active users
- ✓ 1 AWS migration completed
- ✓ Registered as supplier for Digital Boost 2.0
- ✓ Successfully implemented Digital Strategies
- ✓ approved for IRAP project 50,000 CAD in 2022

Financial Traction

Financial Traction Year 1 - \$ 271,164.00 CAD



■ Capital ■ Share Holder Loan ■ Revenue Year 1 ■ Funding ■ Assets

Financial Traction

- \$ 40,000 CAD starting capital from founders
 - \$ 40,000 Founders loan (interest free)
 - \$ 30,000 IRAP Youth program
 - \$ 35,575 Digital Skills 4 Youth (DS4Y)
 - \$ 16,000 Working NB wage support
 - \$ 16,000 LearnSphere
 - \$50,000 IRAP Development project (starting April 1, 2022)
 - \$59,589 in earned revenue (April 2021 - March 2022)
-

\$ 271,164 incl. \$40,000 assets in hardware

SME: Market Size

- 97.9% of business in Canada are considered small businesses - up to 99 employees.
 - Micro-enterprises (1–4 employees) = 55.3% of Canadian businesses
 - Businesses with 5–9 employees + microenterprises = 73.9%, or 3/4 Canadian businesses have 1–9 employees.

This is the target market as the sales cycle is shorter. In almost all cases there, isn't an IT-Department, which increases the pain of handling several vendors.

Saving on budget and increasing control over data are the highest motivators to switch

Table 1: Total number of employer businesses by business size and number of SMEs per 1,000 provincial population, December 2020

Province/Territory	Small businesses (1–99 employees)		Medium-sized businesses (100–499 employees)		Large businesses (500+ employees)		Total	Number of businesses per 1,000 individuals (18+ years)
	Number	%	Number	%	Number	%		
Newfoundland and Labrador	16,290	98.2	278	1.7	28	0.2	16,596	38.0
Prince Edward Island	6,183	97.9	125	2.0	9	0.1	6,317	48.7
Nova Scotia	29,561	98.0	539	1.8	75	0.2	30,175	37.1
New Brunswick	24,818	98.0	453	1.8	54	0.2	25,325	39.2
Quebec	250,724	97.7	5,098	2.0	682	0.3	256,504	36.8
Ontario	439,694	97.8	8,865	2.0	1211	0.3	449,770	37.6
Manitoba	39,617	97.7	810	2.0	112	0.3	40,539	37.9
Saskatchewan	40,916	98.4	591	1.4	71	0.2	41,578	45.9
Alberta	159,021	97.9	2,992	1.8	346	0.2	162,359	47.1
British Columbia	187,697	98.3	2,885	1.5	341	0.2	190,923	44.7
Territories	4,111	97.7	89	2.1	7	0.2	4,207	45.3
Canada	1,198,632	97.9	22,725	1.9	2,936	0.2	1,224,293	39.8

Sources: Statistics Canada, Table 33–10–0304–01 Canadian Business Counts, with employees, December 2020, Table 17–10–0005–01 — Population estimates on July 1, by age and sex; and ISED calculations.

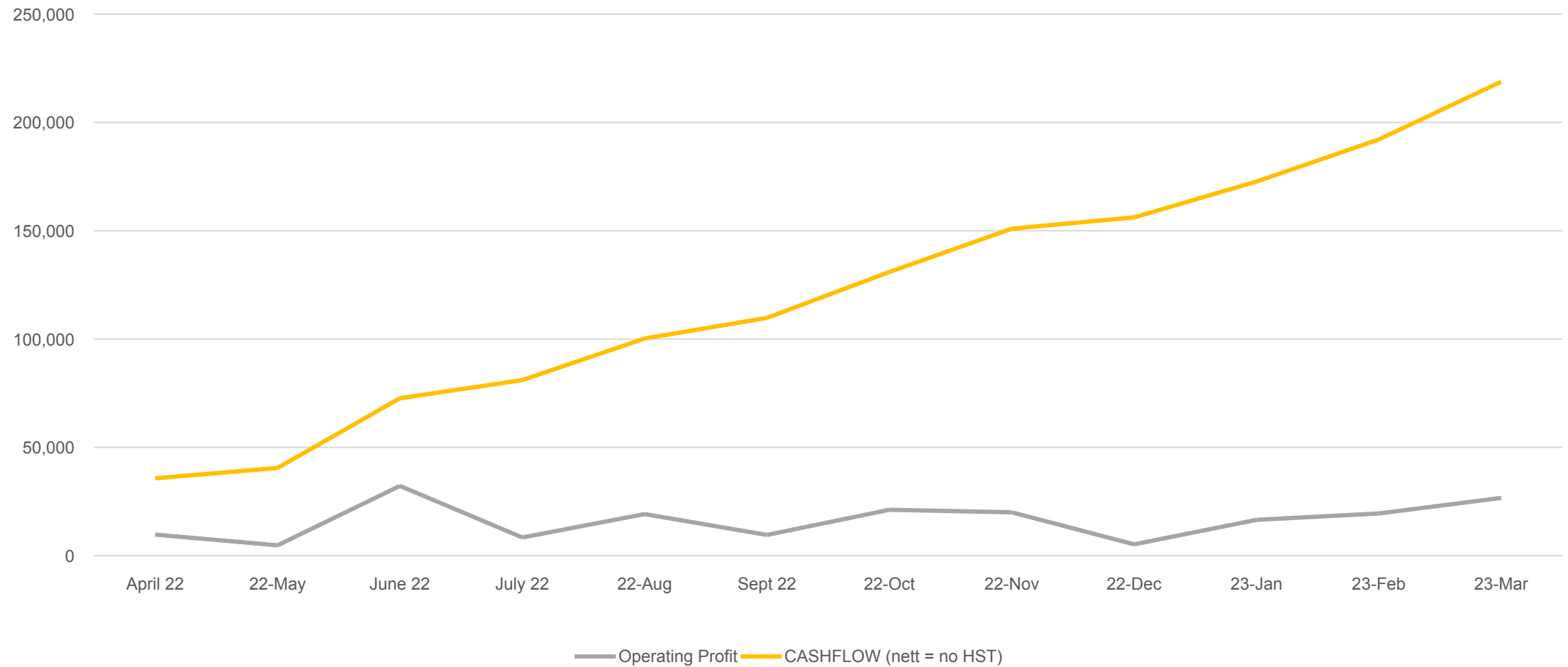
Only Canadian market	1,198,632
monthly minimum Average spent on cloud & IT solutions	\$ 767
Total go to market size per month	\$ 919,350,744
Total go to market size per year	\$ 11,032,208,928

Not for profit: Market Size

In Canada, there are over 10,000 not-for-profit organizations with an average monthly digital budget of \$2,000 – 3,000 CAD. We can reduce those costs by 50%, which leads to an average MRR per organization of \$1,250 CAD.

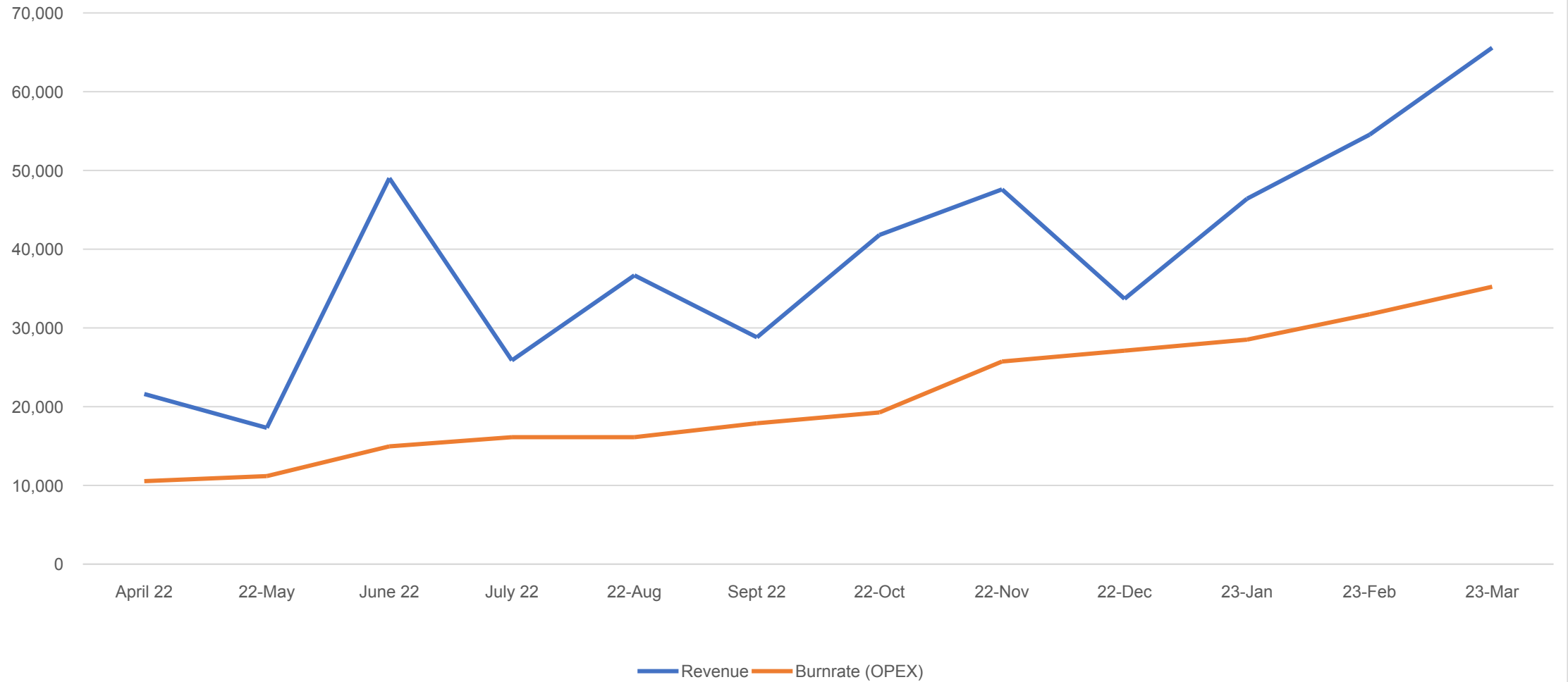
Only Canadian market	10,000
monthly minimum Average spent on cloud & IT solutions	\$ 1,250 CAD
Total go to market size per month	\$ 12,500,000 CAD
Total go to market size per year	\$ 150,000,000 CAD

Profit & CashFlow - 2022 - 2023



regain control of your data = ***take control of your business***

Revenue vs. Burnrate - 2022 - 2023



Financial projection 2022 - 2023

cloud&more		April 22	22-May	June 22	July 22	22-Aug	Sept 22	22-Oct	22-Nov	22-Dec	23-Jan	23-Feb	23-Mar	1-Year	Avvg.
Start Budget	26,000														
Revenue	21,610	17,313	49,022	25,876	36,679	28,807	41,810	47,596	33,695	46,413	54,544	65,584	468,947	39,079	
Cost of Sales	1,367	1,367	1,867	1,367	1,367	1,367	1,367	1,867	1,367	1,367	3,350	3,700	21,720	1,810	
Gross Margin %		1166%	2526%	1793%	2583%	2007%	2959%	2449%	2365%	3295%	1528%	1673%			
Gross Profit	20,243	15,946	47,155	24,509	35,312	27,440	40,443	45,729	32,328	45,046	51,194	61,884	447,227	37,269	
Burnrate (OPEX)	10,540	11,183	14,959	16,125	16,126	17,892	19,267	25,735	27,113	28,515	31,731	35,231	254,416	21,201	
Operating Profit	9,704	4,763	32,196	8,383	19,186	9,548	21,176	19,993	5,215	16,531	19,462	26,653	214,531	17,878	
CASHFLOW (nett = no HST)	35,704	40,467	72,663	81,046	100,232	109,781	130,956	150,950	156,165	172,695	192,158	218,811			
IRAP / DS4Y													0		
Shareholder Loan													0		
Assets	40,000														
Income															
Start-Up Monthly	0	0	69	69	138	138	207	207	276	276	345	414	2,139	178	
Monthly SME	590	590	1,180	1,180	1,770	2,360	2,360	2,950	3,540	4,130	4,720	5,310	30,680	2,557	
Monthl non for profit	790	790	790	1,580	1,580	1,580	2,370	3,160	3,950	4,740	5,530	6,320	33,180	2,765	
Monthly organization	0	0	1,250	1,250	1,250	2,500	2,500	3,750	5,000	6,250	7,500	8,750	40,000	3,333	
Mail (yearly)	0	72	72	144	216	360	432	360	360	504	720	720	3,960	330	
Web (Yearly)	0	72	72	144	216	360	432	360	360	504	720	720	3,960	330	
Digital Strategy	0	0	13,300	13,300	13,300	13,300	13,300	26,600	0	13,300	13,300	26,600	146,300	12,192	
Migration Projects	0	5,000	0	0	10,000	0	10,000	0	10,000	5,000	10,000	10,000	60,000	5,000	
DS4Y	14,400		21,500										35,900	2,992	
IRAP Youth	2,580	2,580	2,580										7,740	645	
Brilliantlabs	2,000	2,000	2,000	2,000	2,000	2,000	4,000	4,000	4,000	5,500	5,500	5,500	40,500	3,375	
Fix client base (Start)	1,250	1,250	1,250	1,250	1,250	1,250	1,250	1,250	1,250	1,250	1,250	1,250	15,000	1,250	
other													0	0	
IRAP project contribution		4,959	4,959	4,959	4,959	4,959	4,959	4,959	4,959	4,959	4,959		49,588	4,132	
													0	0	
SUM Income	21,610	17,313	49,022	25,876	36,679	28,807	41,810	47,596	33,695	46,413	54,544	65,584	468,947	39,079	

Pre-seed Raise

oceans next generation Inc:

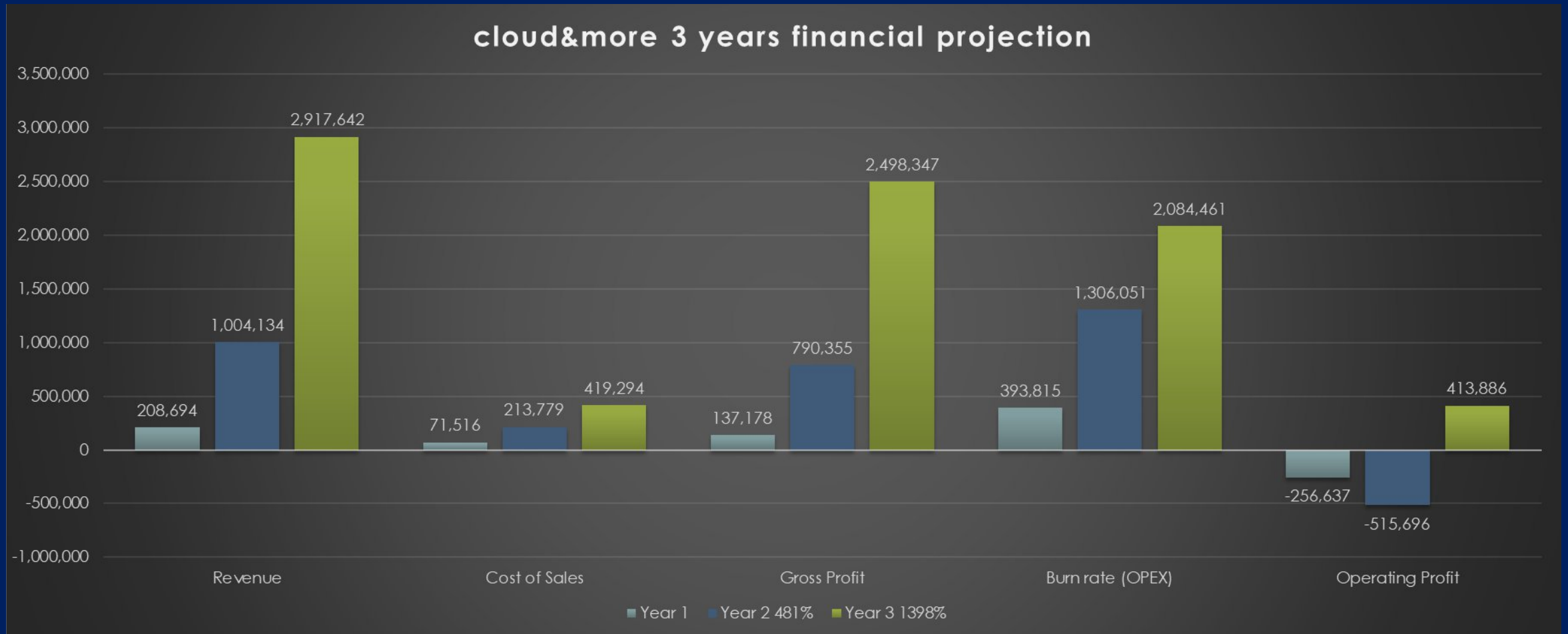
- Full shared CRM/BRM IP rights value of \$350,000 CAD

ip&more:

- Full shared provider IP rights value of \$150,000 CAD

**Seeking matching investment of
\$500,000 CAD**

Projections assuming \$500K investment



<https://gethugo.ca>



regain control of your data = ***take control of your business***

Go-to-Market Strategy

Focus on the adoption by the Canadian Start-Up ecosystem:

It is easier to have someone start with the right foot than to migrate later

- One of the main goals of incubators funded by tax money is providing Canadian solutions
- Great solution for early-stage organizations to ensure their cybersecurity risks are mitigated, which also helps in securing good insurance - while still being able to operate using the cloud

Why now?

Most organizations **use 6 - 10 different tools:**

- data is spread out on those systems, increasing data inconsistency
- may not understand where data is stored across these platforms, therefore difficulty in changing platforms, and taking your data out
- productivity loss when switching across platforms
- hard to migrate or integrate disparate data
- easy to lose track of total expenses across multiple platforms
- increasing legal standards for data privacy and ownership

Product Ownership

All products are either self-developed with existing IP rights or, developed using open-source code and then integrated. All integrations follow the 'no code changes' principle.

Maximum control over your data



Our official guarantee

Our OakBox Core Suite of Products



Competitors



CRM / BRM

only real Canadian CRM

Hubspot, Zoho, Salesforce

Private Cloud

AWS, Azure

Groupware

G-Drive, Office 365

Collaboration

G-Drive, Dropbox, Slack

E-Learning

Cloud & File Storage

G-Drive, Dropbox

Project Management

Asana, Trello, Wrike

Video calling & Webinar

Zoom, Teams, Webex

Online Forms

Google Forms, Type Forms

Online Databases

Airtable

Email-Hosting

Godaddy, Google

Webhosting

Godaddy, Google

Competition



These existing cloud providers do not offer a full solution - each client has to migrate themselves, and as a client, you pay 80% more than standard solutions available in the European marketplace.

Early-adopter program

March 2020 - Present:

- 15 start-ups using it via Venn Innovation as pilot clients
- 5 direct beta tester on the system.

Q1 2021:

- 10 additional clients (1 incubator, 4 start-ups and 5 organizations online and productive
- ensure new Hardware in Fibre Centre Moncton operational
- First paying client in February 2021

End Q2 2021: market ready

Extended Capabilities



Through shareholders, we have partner agreements with:



Digital Market

2021 CDW CLOUD REPORT

What are your cloud deployment plans for each application in the next years?

	Average	Financial	CRM	HCM	Procurement	EAM	SCM	Analytics	Office Apps	Email
Only on-premise	30%	30%	31%	28%	33%	32%	26%	33%	27%	29%
Only private cloud	7%	6%	6%	6%	6%	5%	6%	4%	10%	13%
Only public cloud	7%	5%	9%	10%	6%	8%	6%	5%	11%	6%
Hybrid IT	56%	58%	54%	56%	55%	55%	62%	58%	51%	52%
All environments	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Financial projection

Start-up client and market development based on market size and penetration of market.

cloud&more market penetration					
cloud&more Market Share	market%	min. starter price	Monthly	Yearly	
Accelerators + Partners	750	590 CAD			New clients
Year 1	2.0%	15	8,850.00 CAD	106,200.00 CAD	15
Year 2	5.0%	38	22,125.00 CAD	265,500.00 CAD	23
Year 3	10.0%	75	44,250.00 CAD	531,000.00 CAD	38
Year 4	25.0%	188	110,625.00 CAD	1,327,500.00 CAD	113
cloud&more Market Share		min. starter price	Monthly	Yearly	
Start-Ups out of accelerators	95,000	202 CAD			New clients
Year 2	0.095%	90	18,180.00 CAD	218,160.00 CAD	90
Year 3	0.218%	207	41,814.00 CAD	501,768.00 CAD	117
Year 4	0.544%	517	104,353.20 CAD	1,252,238.40 CAD	310
Year 5	1.356%	1,288	260,192.16 CAD	3,122,305.92 CAD	771

Minimum New Start-Ups	Involving out of Accelerator	Drop Rate
	40%	60%
225	90	135
338	135	203
788	315	473
2,025	810	1,215
		Drop Rate after a year
		20%
		18
		23
		62
		154

Please find the detailed financial projection over 3 years in the attached Budget planning spreadsheet.

regain control of your data = **take control of your business**

Financial projection

Direct client revenue development and growth.

The growth plan is based on the market [analysis](#) and the business statistic of [Government of Canada](#).

Revenue New Clients		avg. starter price	Monthly	Yearly	
direct clients	1,200,571	400 C A D			New c lients
Year 1	0.003%	32	12,800.00 C A D	153,600.00 C A D	42
Year 2	0.018%	216	86,400.00 C A D	1,036,800.00 C A D	184
Year 3	0.064%	768	307,200.00 C A D	3,686,400.00 C A D	552
Year 4	0.200%	2,401	960,456.80 C A D	11,525,481.60 C A D	1,633
Year 5	1.000%	12,006	4,802,284.00 C A D	57,627,408.00 C A D	9,605

Please find the detailed financial projection over 3 years in the attached Budget planning spreadsheet.

Short-Term Milestones

- Purchased server hardware in January 2021 - hardware for first 200 clients
- 17 early adopters in Q1 2021
- 10 paying clients by July 2021
- Hiring:
 - Onboarded 5 interns in May 2021
 - Community Engagement (sales & Marketing) – Q3 2021
 - Technical support - Q2 2021
 - Office assistant – Q3 2021
 - Developer (integrations – Q2 2021)