

# The unique watermark for plastics!



traceability



identity



brand trust

industry 4.0

André Bernard, CEO & co-founder

matriq

customer need marking on their products





legislation  
compliance



track and trace  
along its life cycle



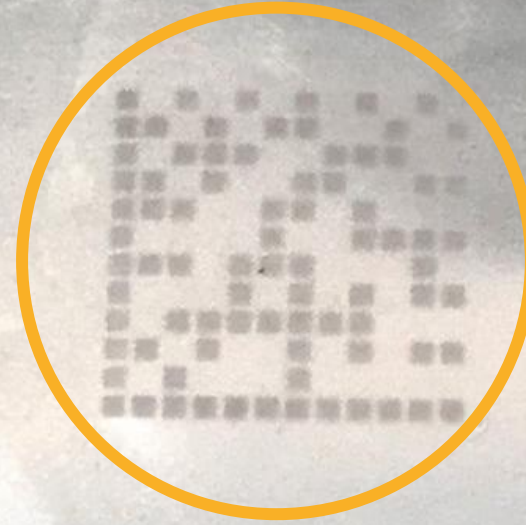
managing recall  
campaigns



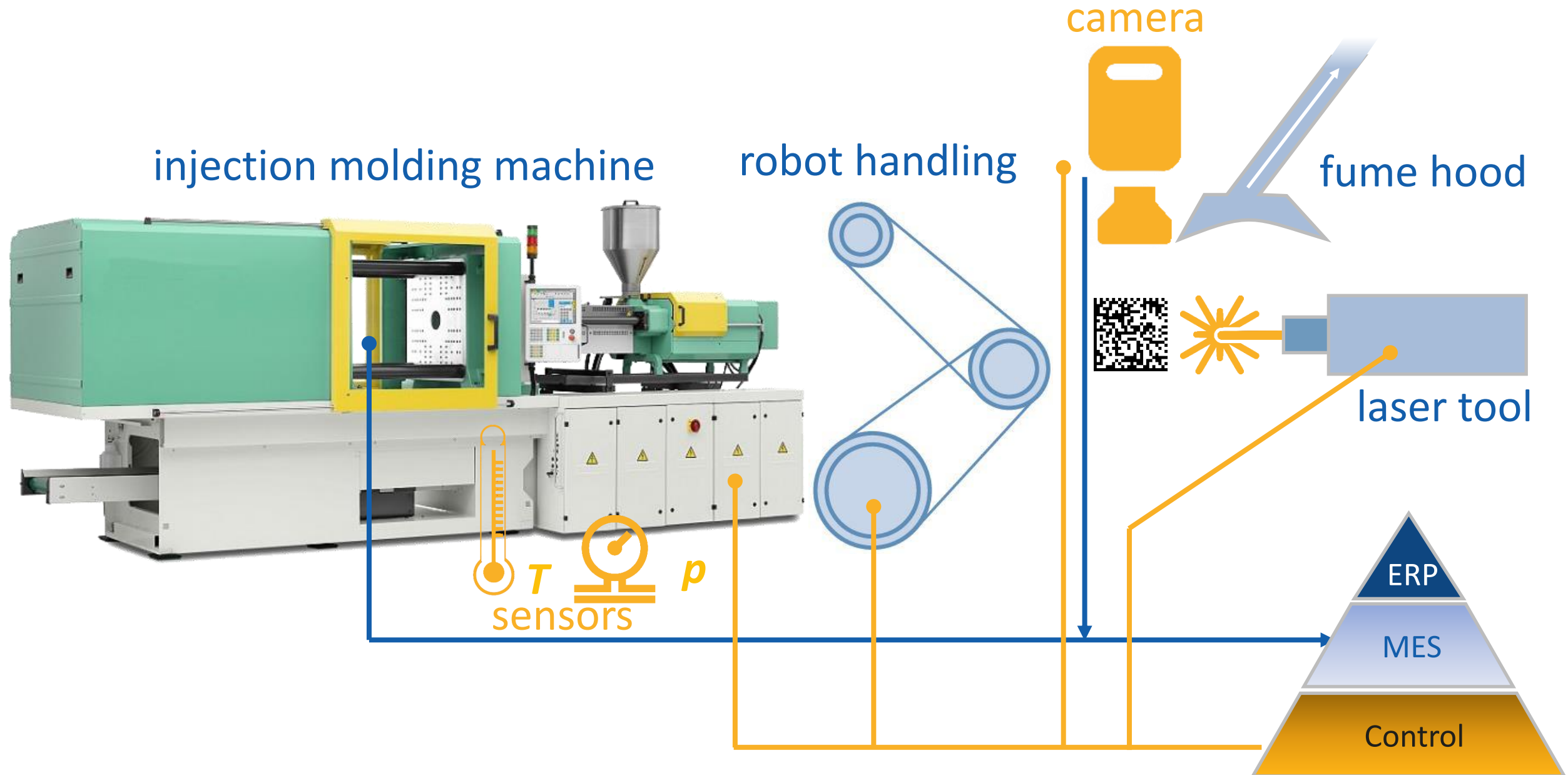
quality control  
process details



brand protection  
consumer trust

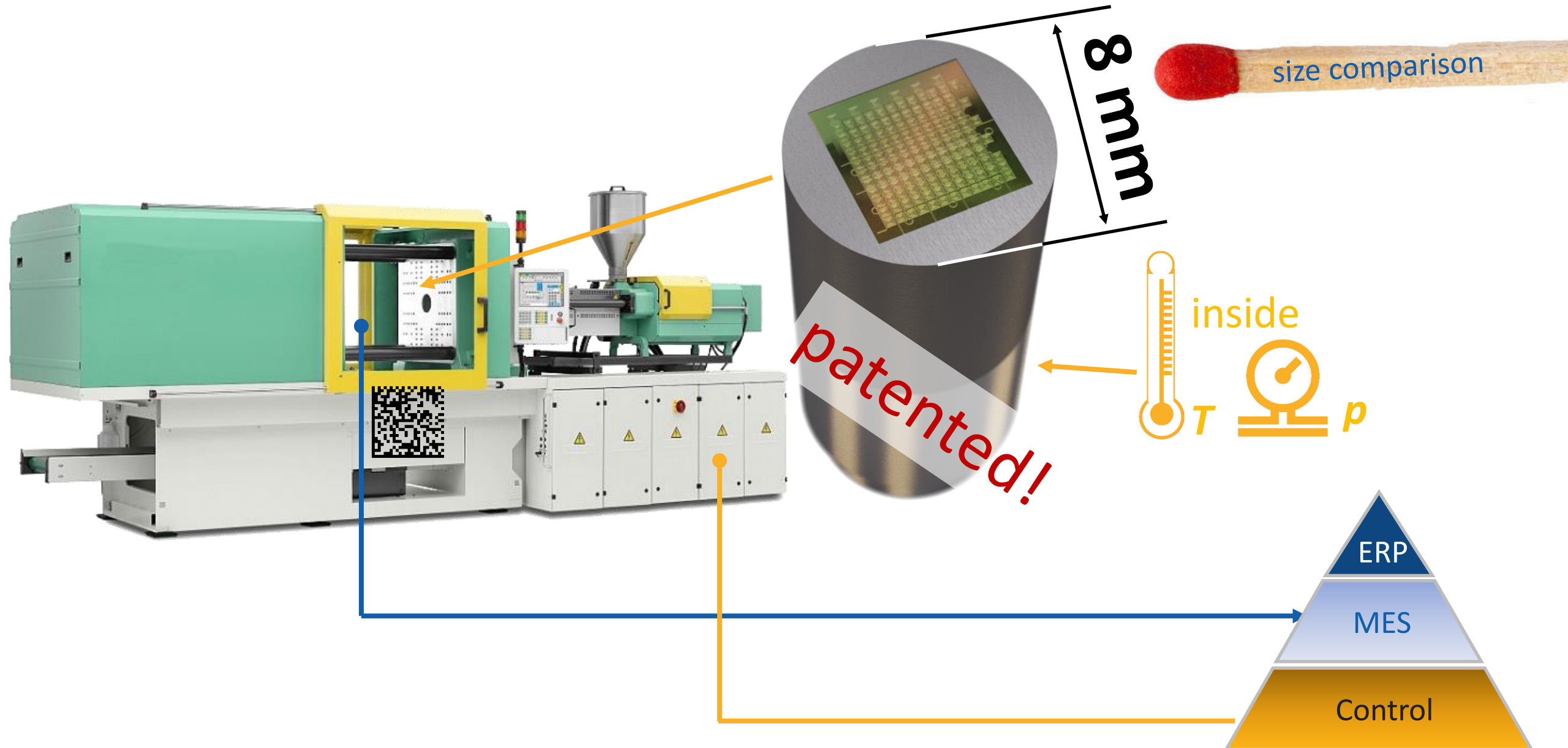


# today: marking process **outside** of the machine



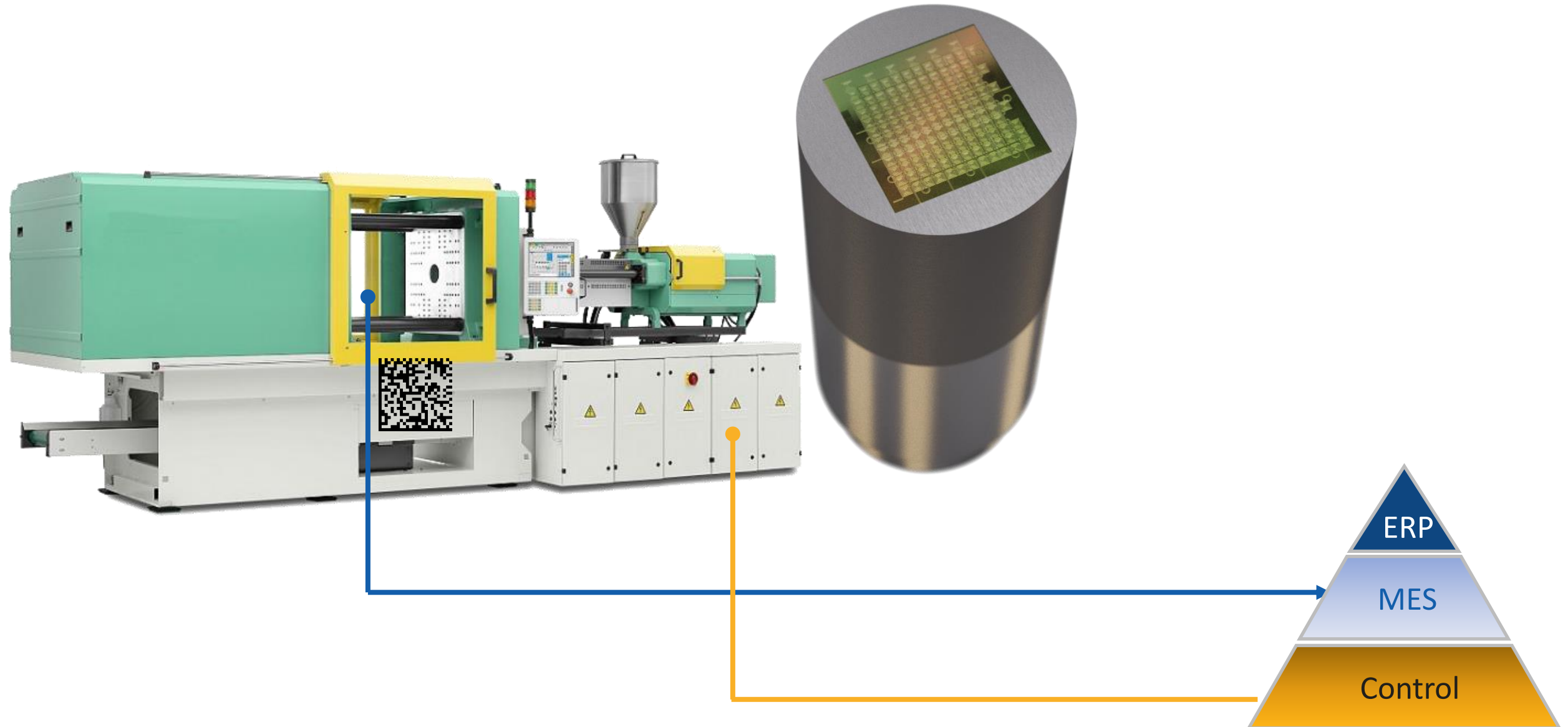
# our solution: innovative marking in-mold

matriq



# our solution: innovative marking **in-mold**

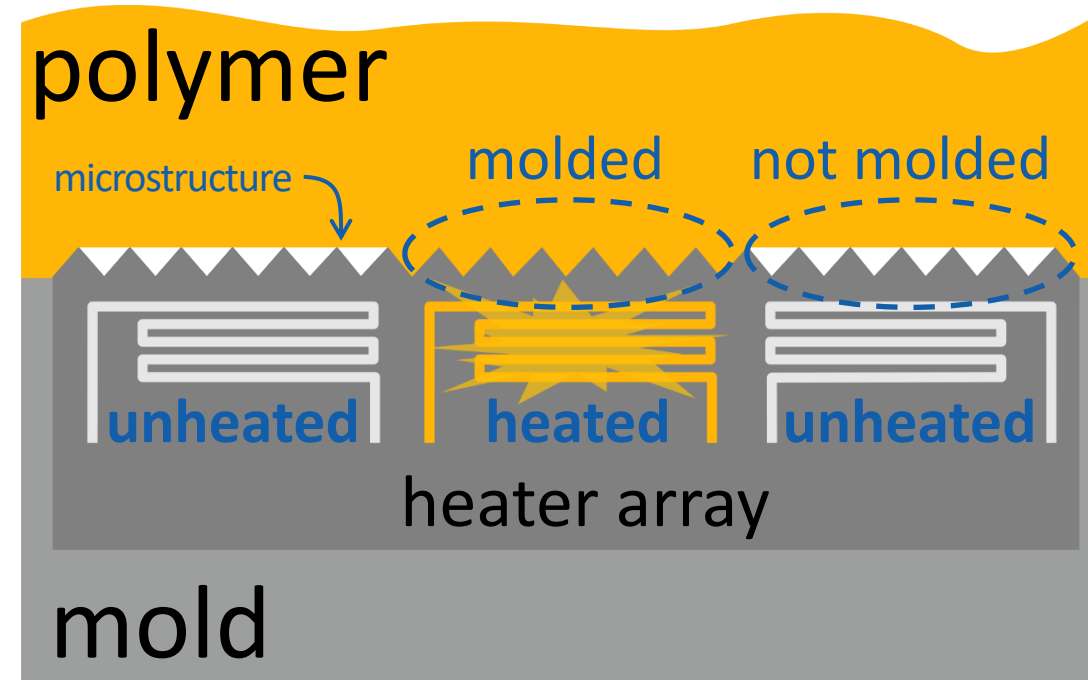
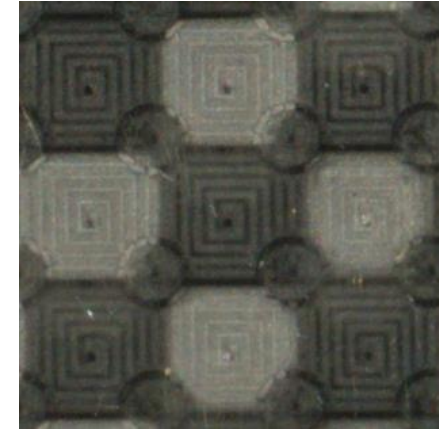
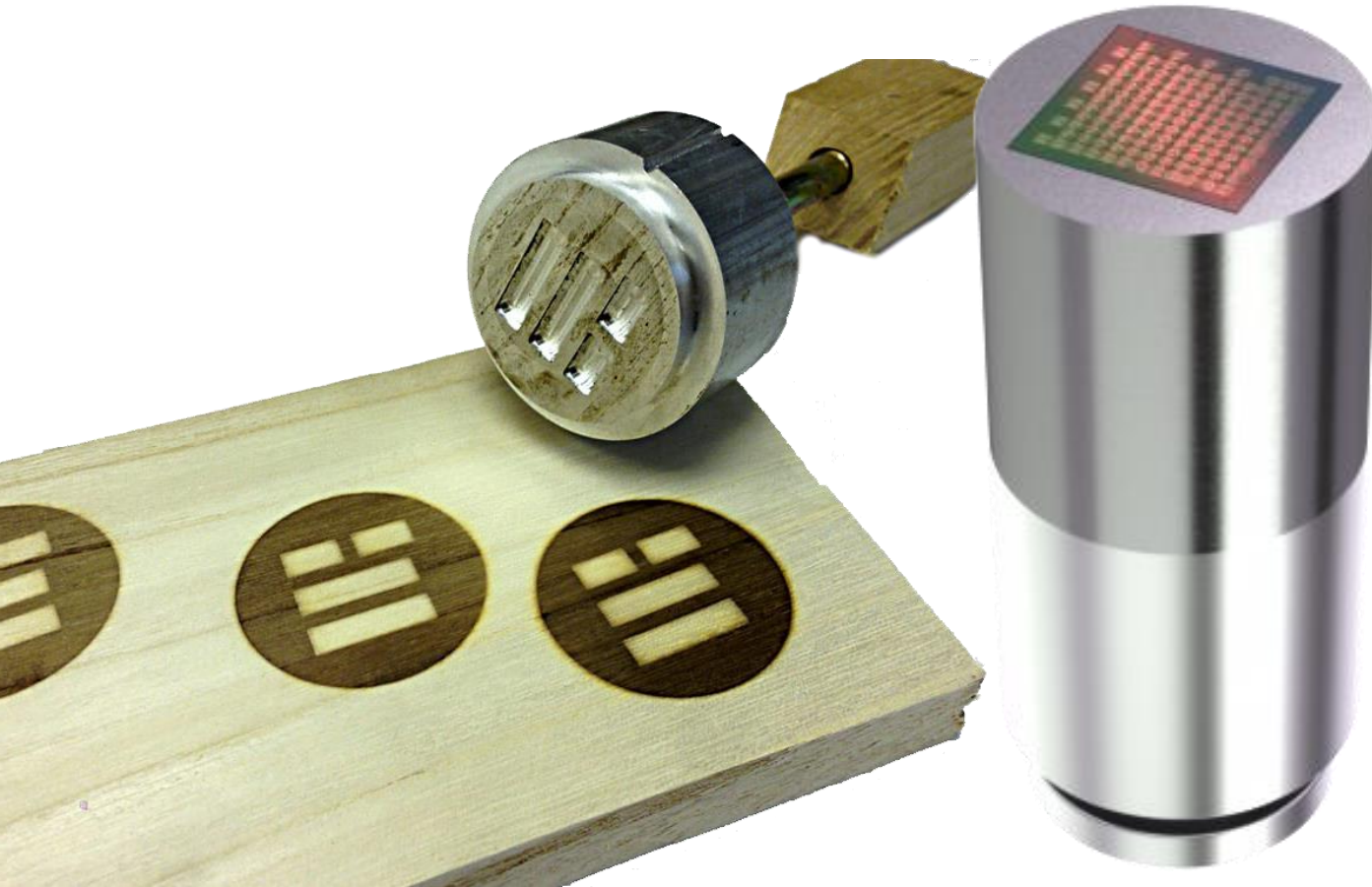
matriq



# our innovative solution: *DynamicMold*

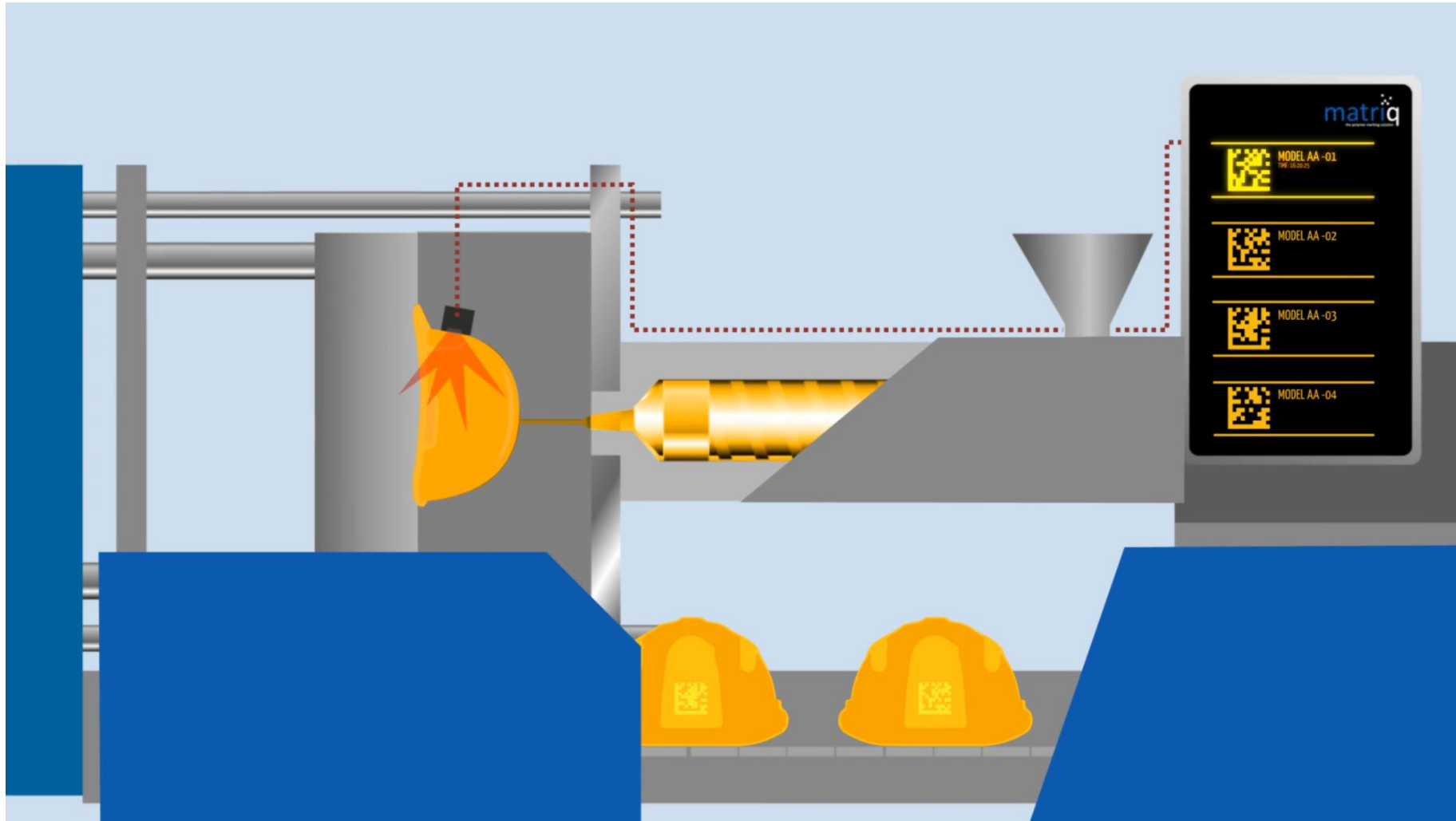
matrìq

*a microfabricated variable  
"branding iron" for plastic parts*

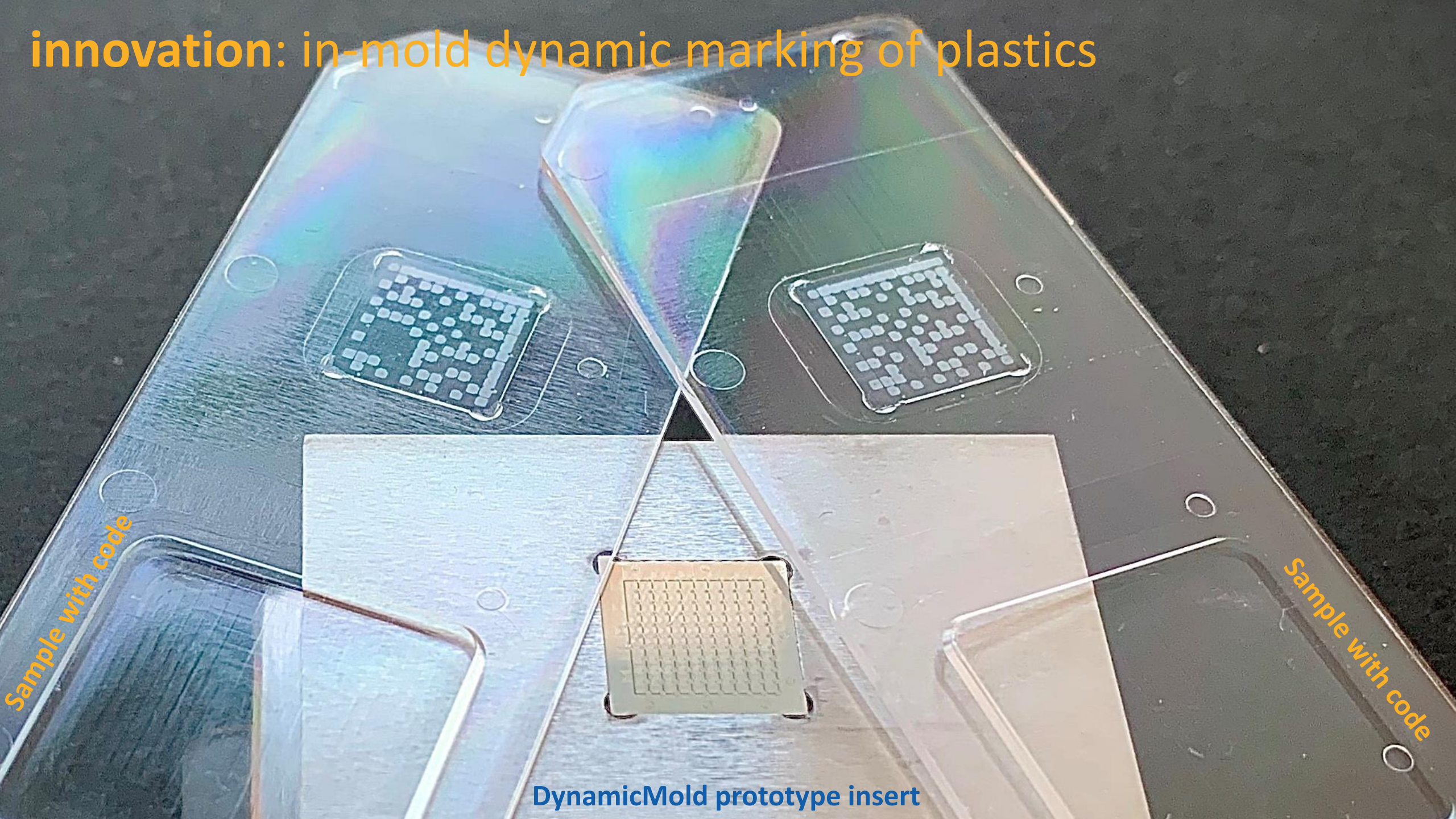


# our innovative solution: *DynamicMold*

check our video at: <https://www.youtube.com/watch?v=O-cBCVAYQ6E>



# innovation: in-mold dynamic marking of plastics

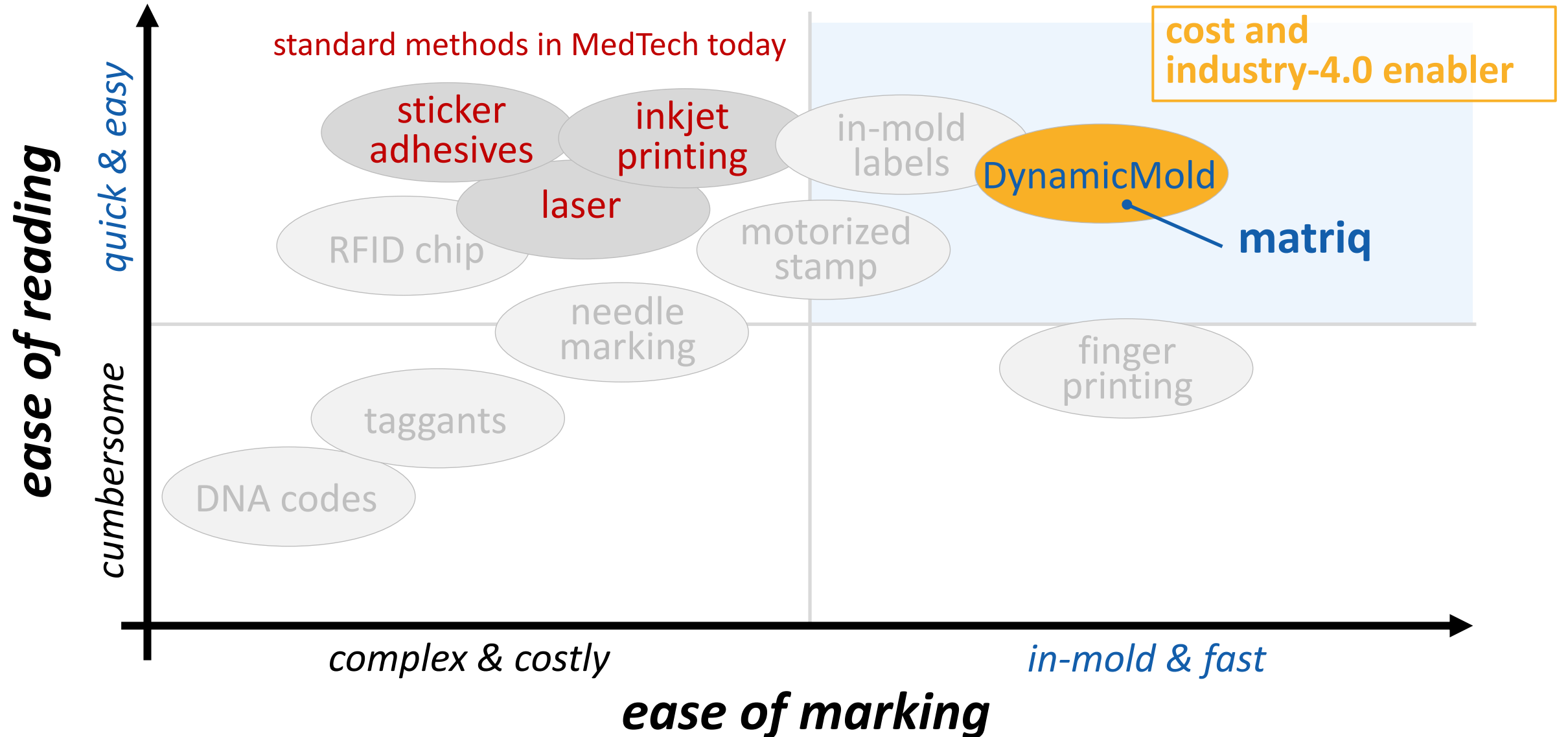


Sample with code

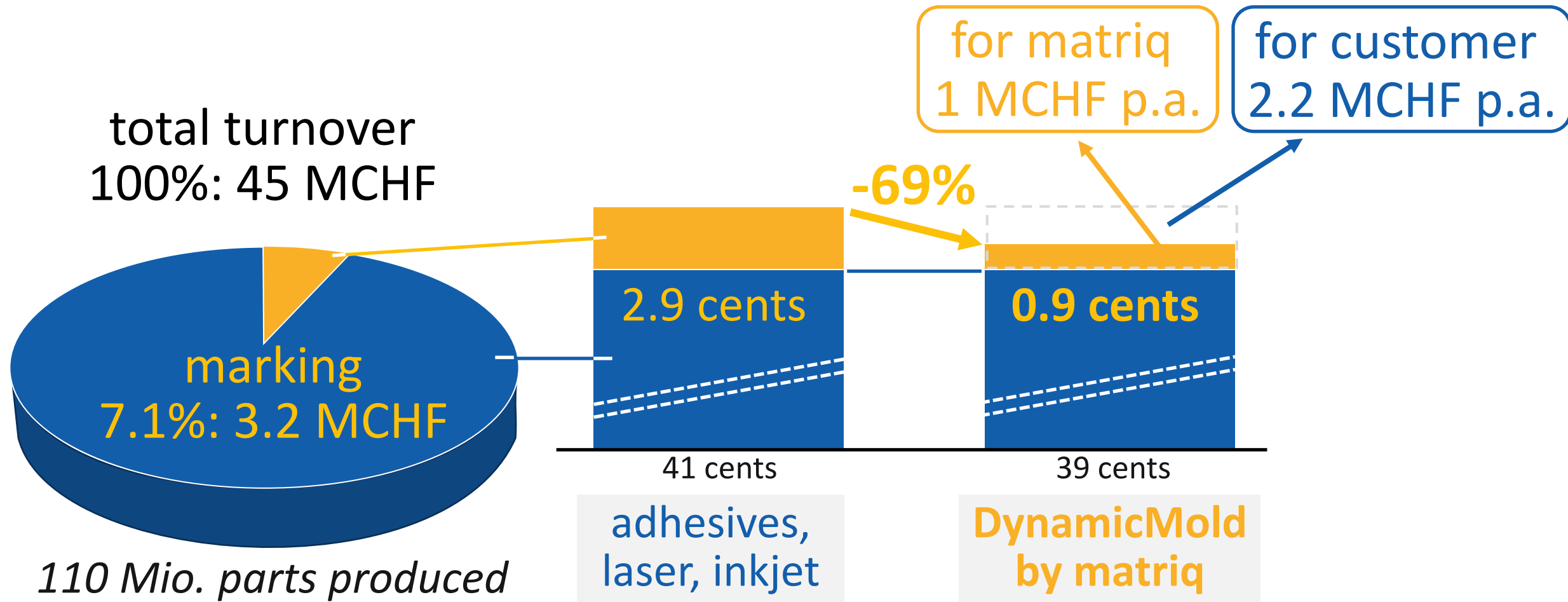
Sample with code

DynamicMold prototype insert

# competitive landscape 1: *variable* marking plastics

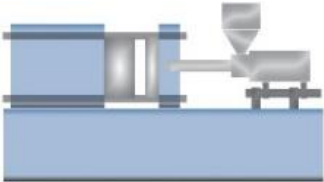


## use case: client in Switzerland showing matrix's potential



the markets: CH, DE, EU, USA, China and world (2018)

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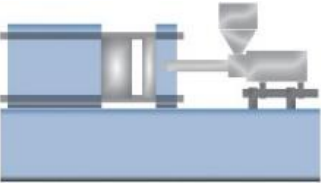
|                                                                                  |  |  |  |  |  |  |
|----------------------------------------------------------------------------------|-----------------------------------------------------------------------------------|------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|
|  | 10'000                                                                            | 50'000                                                                             | 200'000                                                                             | 200'000                                                                             | 300'000                                                                             | 1'000'000                                                                           |
|  | 420                                                                               | 3'100                                                                              | 14'000                                                                              | 10'000                                                                              | ...                                                                                 | >>50'000                                                                            |

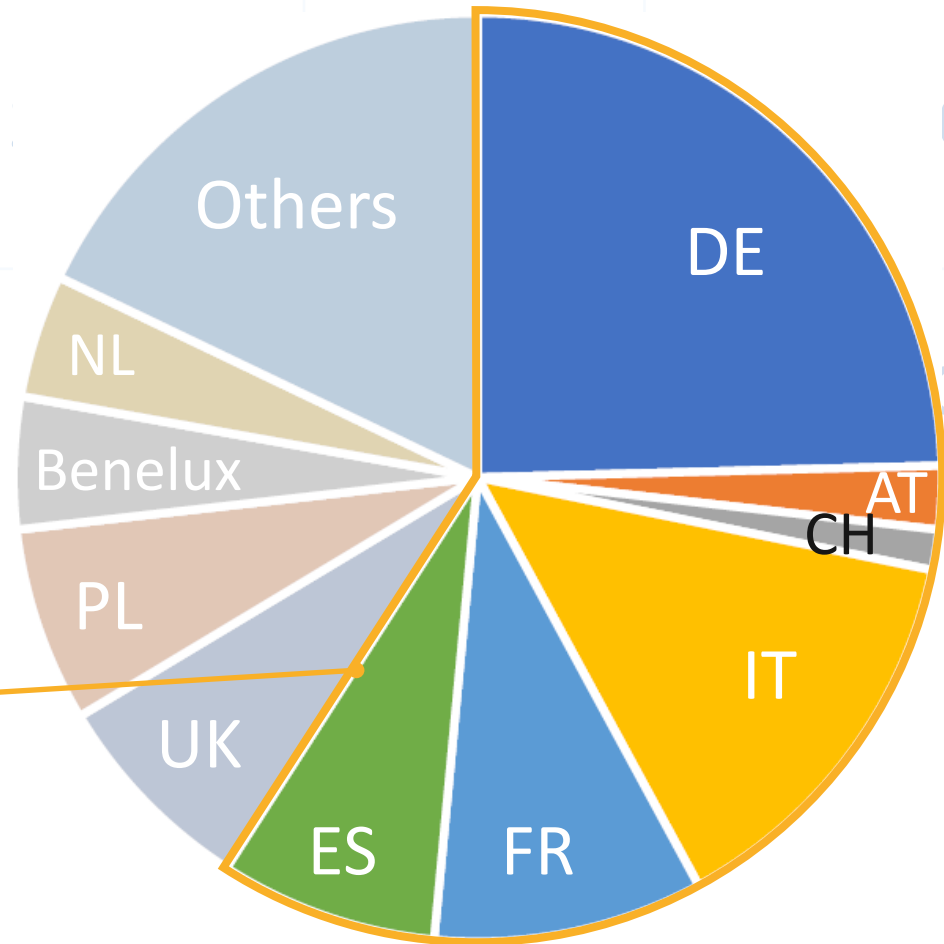
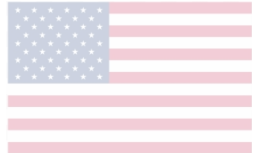
worldwide marking market:  
7bn €, CAGR 7% till 2024

medical in EU: 81mn €  
automotive in EU: 93mn €



# the markets: CH, DE, EU, USA, China and world (2018) matriq

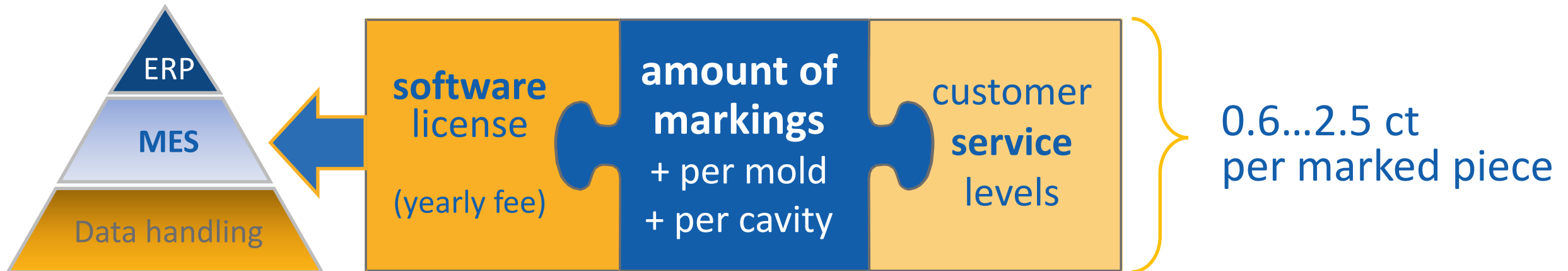
|                                                                                  |  |  |  |
|----------------------------------------------------------------------------------|-----------------------------------------------------------------------------------|------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|
|  | 10'000                                                                            | 50'000                                                                             | 200'000                                                                             |
|  | 420                                                                               | 3'100                                                                              | 14'000                                                                              |



**serviceable obtainable market  
SOM of 180 Mio. EUR**

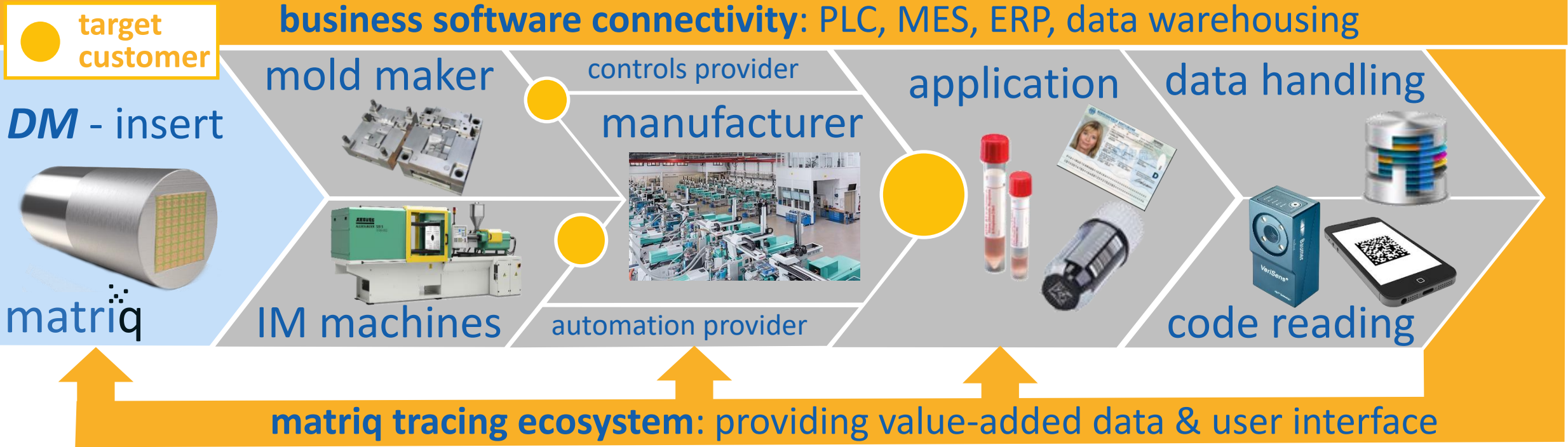
matriq sells *markings* on customers' plastic products

## our revenue model

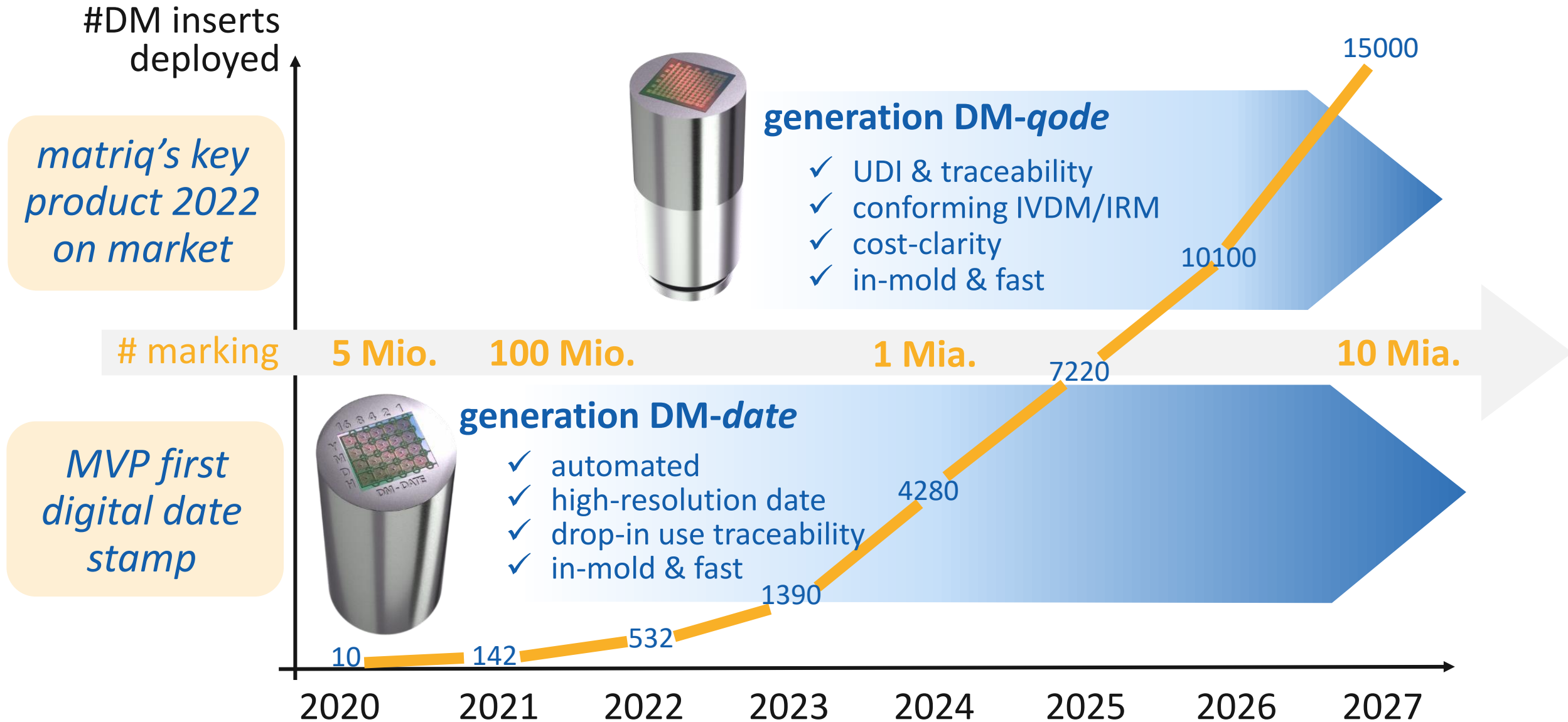


# sales strategy: value chain of IM and our traction

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# sales strategy: DM products number in use



2015-19

3/4Q19

1/2Q20



**r&d invest**  
>1.2 MCHF



- *industrial* 650 kCHF
- *funds* 550 kCHF



**initial capital**  
200'000 CHF  
by founders



**startfeld pack**  
10'500 CHF



**innocheck**  
15'000 CHF



**startfeld diamant**  
30'000 CHF



**venture kick I & II**  
50'000 CHF



**Innosuisse**  
1'258'128 CHF



Foundation  
Selection 2019



>>venture>>  
Companies for tomorrow



Schweizerische Eidgenossenschaft  
Confédération suisse  
Confederazione Svizzera  
Confederaziun svizra

Swiss Confederation

Innosuisse – Swiss Innovation Agency



**invest round 1**  
1.75 MCHF



## goals

- *product TRL 8*
- *hire skilled people*
- *file 2 more patents*
- *turn-over >1 MCHF*
- *lead customer acquisition*
- *reach out and trade fairs*

1/2Q20



**invest round 1**  
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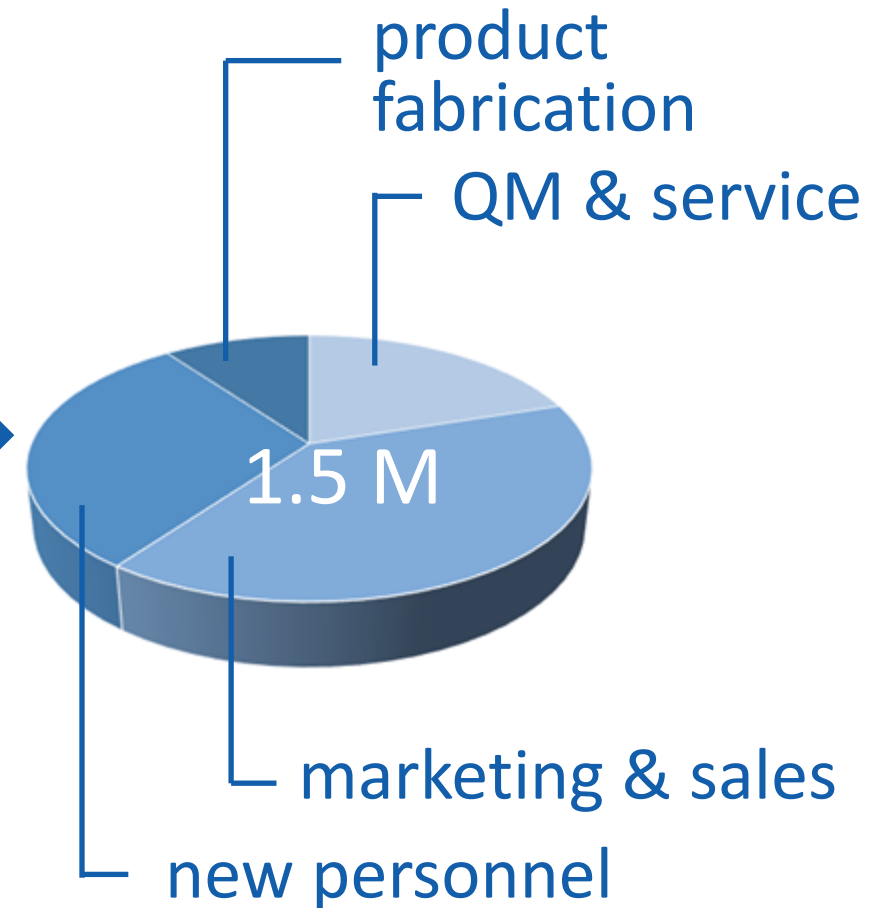
2021



**invest round 2**  
1.5 MCHF

## goals

- *product TRL 9*
- *global distribution channel*
- *turn-over >3 MCHF*
- *service organization*
- *quality control ISO*



potential exit: trade sale

# the matrix core team



Life  
Bits



KENZEN

negotiator &  
convincer

**Dr. André Bernard**  
CEO & sales



financial fox  
of all trades

**Dr. Simone Frick**  
CFO

fund raiser &  
project team guide

**Dr. Marianna Fighera** PM

**Klaus Dietrich**  
CTO



inventor &  
technology brain



# board of directors and management of matrix



Klaus Dietrich

André Bernard

Simone Frick

Franz Koller

Martin Angehrn

Andreas Schmidheini



entrepreneur, CEO,  
multi-BOD,  
machine industry

entrepreneur, CEO,  
multi-BOD,  
industrial electronics

entrepreneur, CEO,  
multi-BOD, food  
industry



matrīq  
the polymer marking solution