

Fewzion

<http://gust.com/c/fewzion>

Fewzion improves industrial productivity by putting a quality plan in a supervisor's hand and holding them accountable for getting it done

Business Summary: Fewzion is a powerfully simple, online, shift management system that helps mining and operational managers improve their productivity and control costs. Fewzion's "ease of use" makes it fast and simple to get an effective, sustainable management system running in complex operations. It makes it much easier for planners to create an effective, visual plan, give it to supervisors, hold them accountable for executing it and report to management.

Product/Services: Fewzion is a simple to use, online, shift management system that improves performance in mining. It has a short term task, KPI, roster and equipment planning system that makes it easy to create an effective, visual, weekly plan. It has a touch screen function for entering actual performance figures at the end of shift and it has management reports to help manage performance. It can be run from the cloud on a browser so is very easy to deploy.

Customer problem: The closer you get to the front line (coal face) of most major industrial businesses the worse the management tools get. Billion dollar operations and projects leave the planning and execution of work to spreadsheets, whiteboards and pieces of paper that can't respond to changing conditions, people or machinery. Consultants like "Proudfoot" run Management Operating System projects that cost over \$1m to fix this issue but they are seldom sustained

Target market: We are targeting underground mines in Australia first (there are 170). After underground we will expand into open cut mines (another 300 in Aus) and into international operations with the mining companies which we have developed as clients in Australia (thousands around the world). Organisations in construction and oil and gas are currently interested in Fewzion, we will explore these industries when we have solid cashflow from mining.

Management: Alex Retzlaff, previously CTO for FinanceNow and Synergetic services. Alex has worked across mining, finance and technology industries, he has a Diploma in Software Development. Paul Moynagh has experience in mining, manufacturing and finance industries and 15 years experience improving business performance. Masters in Quality Management, Bachelor of Technology in Product Development. We have two senior advisers (Joe Thomas and Trent Bagnall)

Customers: We are targeting major international mining firms such as Anglo American, Peabody, BHP, RioTinto and Xstrata. Most mining activity in Australia is dominated by these major players. The resources industry is currently contracting (as part of the cycle), we continue to make progress against this cycle because customers see Fewzion as a way to improve the productivity of their operations and reduce cost at a time when this is desperately needed

Sales/Marketing strategy: We are using a relationship marketing approach to create opportunities to demonstrate Fewzion to mining firms and convert them into subscriptions. We have two major mining organizations using Fewzion and are selling to other sites within these groups. We continue to add new leads, proposals and customers to our pipeline each month, our advisers Joe Thomas and Trent Bagnall are helping open doors at a senior level to speed up the pipeline.

Business model: 80% of our income comes from monthly licensing fees charged to each site. We are developing a cut down version to market direct to users in a similar way to Atlassian to reduce the need for corporate sales and improve the penetration of the system. We deliver services to help implement the system on site but expect this to reduce over time as we systemise this work. Performance rewards for improved productivity results are a possibility.

Competitors: A number of mining software companies have tools in the scheduling and short term planning space (e.g. Insite, PitRam and Xact) however none focus on the supervisor as critical to the operation's performance. Management consultants and business improvement teams continue to use spreadsheets and whiteboards. Deloitte has a tool called



Company Profile:

URL: <http://www.fewzion.com>

Industry: Software

Employees: 2

Founded: 2013-03-01

Contact:

Paul Moynagh

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Financial Information (AUD):

Company Stage: Full Product Ready

Previous Capital: \$30,000

Monthly Net Burn: \$20,000

Pre-money Valuation: \$2,800,000

Capital Seeking: \$500,000

Management:

Alex Retzlaff, Technical Founder

Paul Moynagh, Business Development
Founder

Joe Thomas, Industry Advisor

Trent Bagnall, Industry Advisor

Advisors:

Lawyer: Sparke Hellmore

Accountant: PWC

Investors:

Artessian Investments

Slingshot Investments

Location:

Newcastle, NSW, 2300

AU

Ultimine that may be a substitute for Fewzion but is reported to be extremely complex and hard to use.

Competitive advantage: Fewzion is simple and visible, it was built from the ground up to be used in a browser so it is extremely easy to deploy and can be used on almost any web device. Established competitor development teams are unlikely to have this rich web application capability. Most of all Fewzion users rave about how easy the system is to use and learn and are extremely disinclined to return to spreadsheets and whiteboards.

Financials* (AUD)	2013	2014	2015	2016
Revenues	541,700	3,056,600	8,352,600	16,601,400
Expenditures	580,500	1,754,755	3,227,200	5,218,240
Net	-38,800	1,301,845	5,125,400	11,383,160