How an EU funded project became a sustainable compay

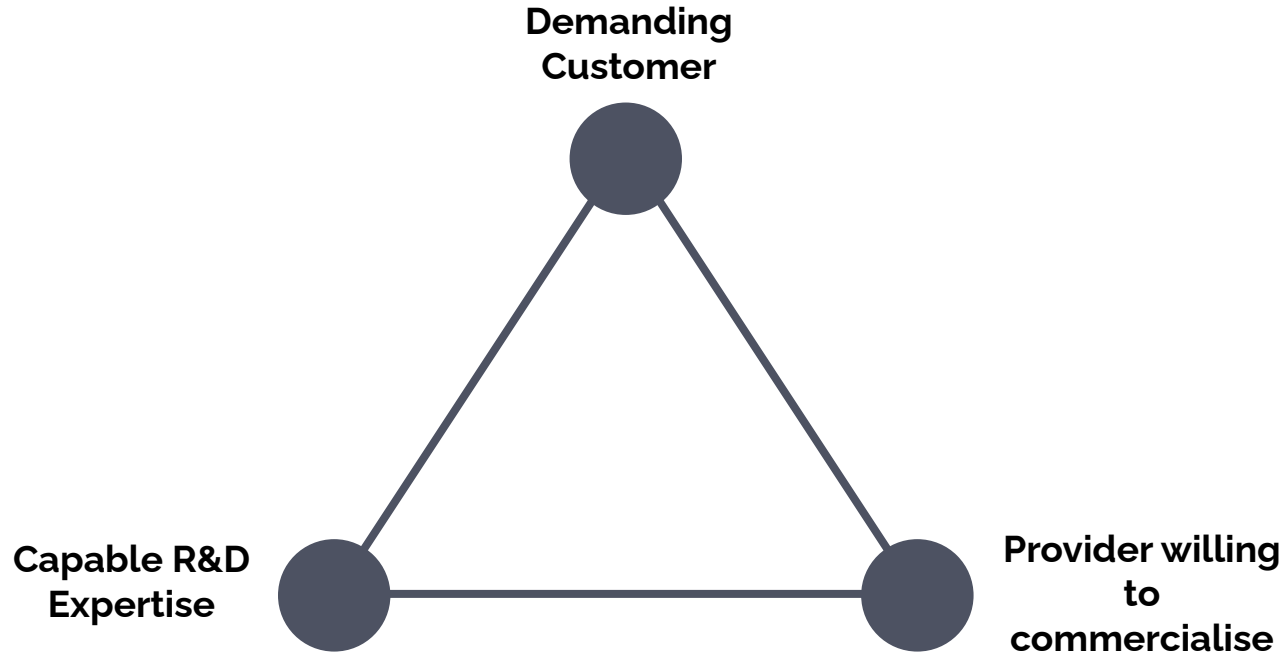**iCargo**

MIXMOVE

The Transformation

Want Commercial Success of R&D Results?

iCargo (2011-2015)

- Intelligent Cargo in Efficient and **Sustainable** Global Logistics Operations

- What makes logistics more sustainable?

  - **Improved load factors** – removing energy used per unit moved
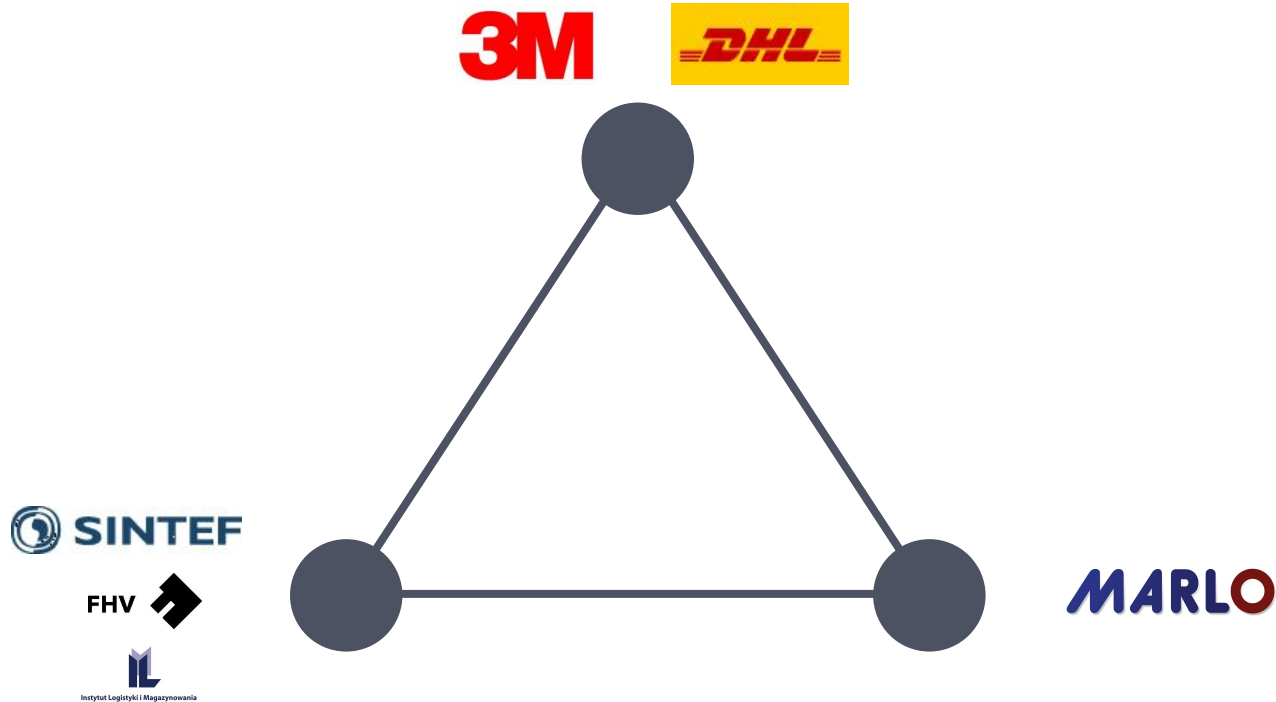
3M Challenge

From

To

How it Developed

MARLO

2011 — Project start

2012 — Pilot (DHL)

2014 — Live operations

2016 — Innovation Radar Prize

IPIC 2017 — Physical Internet Venture Award

How to grow?

2017 — MXMOVE
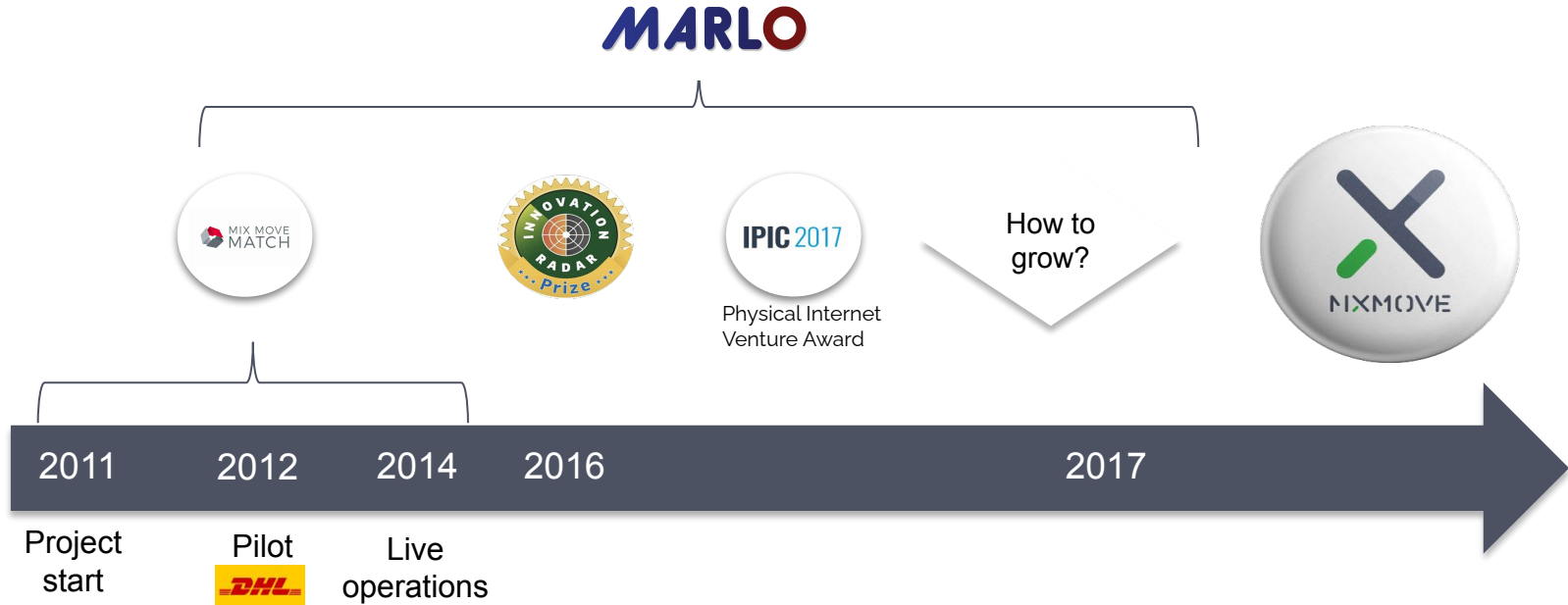
NXMOVE

From Funding to Company

Founded on award winning technology

- HQ in Norway - subsidiary in Portugal (development)

- Product launched in 2014 - First customer 3M EMEA

- Clean cut start in 2018 - no unsettled history or sweat capital

- Currently employs 37 people, mainly IT-developers, sales and marketing

Sales reps

The origin

EU funded project (iCargo) with Marlo, 3M, and DHL to reduce emissions from logistics.

MIX MOVE MATCH	IPIC 2017	IDE KAPITAL	Gartner®
Project started	Physical Internet Venture Award	Funding by IdeKapital Fund 1	Cool Vendor Supply Management Technologies

2014   2016   2017   2018   2018   2019   2019

INNOVATION RADAR Prize — Awarded "Best innovation in Europe" by the EU commision

MIXMOVE — MIXMOVE AS incorporated and IP acquired

IPIC 2019 — Physical Internet Venture Award

The logistics reality

- Freight emissions are expected to grow, in contrast to most other sectors - freight transport accounts for about **39%** of transport CO2 emissions and around **8%** of CO2 emissions worldwide

- Forecasted **300%** increase in global transport demand by **2050**

- Increasing fill rates on those trucks can alone reduce cost by €100 to 300 billion and emissions by 124 megatons CO_2*

High Fragmentation & Low Transparency

72% of all goods in Europe. Is moved on the road i

22% of all trucks on the road in Europe are empty,

52% Average Truck Fill Rate

400 million Tonnes of CO2 Emissions

43% Digitisation in Average Supply Chain
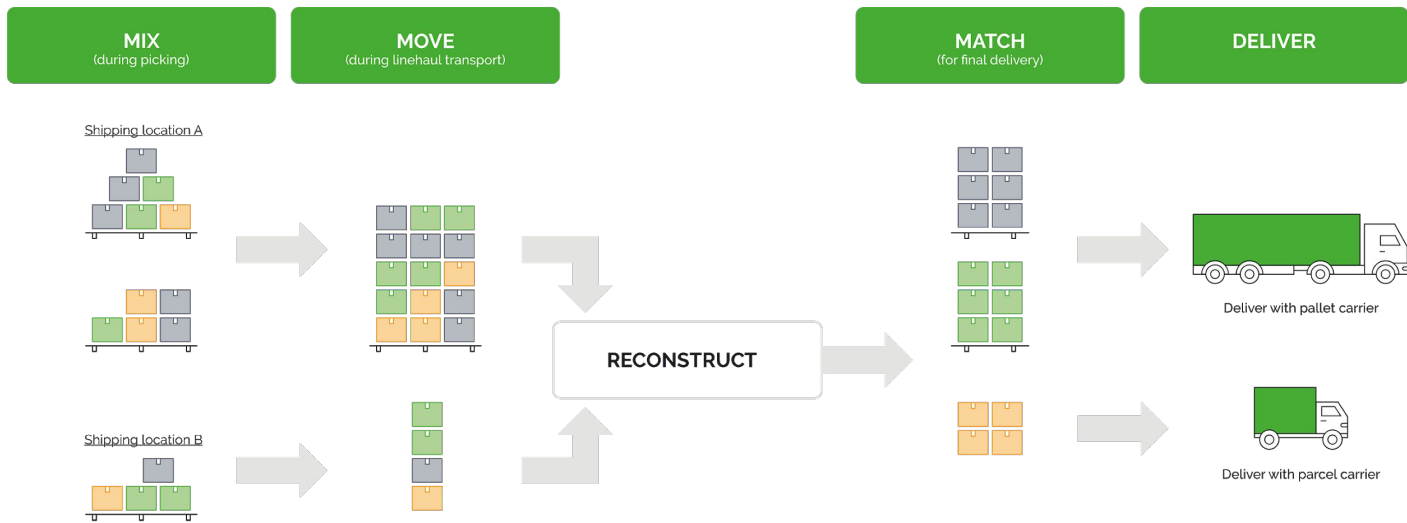
Low Resilience & Flexibility

Company Purpose

Our Vision
Making Logistics Sustainable

Our Mission
Creating a collaborative network that target environmental and economic challenges in logistics operations

| MIX (during picking) | MOVE (during linehaul transport) | MATCH (for final delivery) | DELIVER |

Shipping location A

Shipping location B

RECONSTRUCT

Deliver with pallet carrier

Deliver with parcel carrier

Owning the process gives great results

3M

35% logistics cost reduction in EMEA operations

50% carbon footprint reduction

90% Improved fill rate on long haul

By shifting from systems focused on local operations to a fully collaborative network, with decisions taken in real-time using smart automation, some of the biggest inefficiencies in logistics were unblocked.

We are in position!

145 000 000 +
Parcels scanned with our platform so far

3 000 000 +
Parcels scanned monthly

70 000 +
Distinct products handled per month

27
Installations in 21 countries

16
Smart City hubs serving 20 cities

How do we get there

MXMOVE

Sales Focus

- Sell software that generate value
- X Dock - Enterprise and Standard solution

Product Focus

- Measure and adapt to customer satisfaction
- Monitor product performance
- Implement a structured and transparent product prioritization process for all new product requests

Conversion

Deploy effective lead engine
- 28 Wins
- 106 Opportunities
- 434 SQLs
- 2 168 MQLs
- 43 361 Suspects
- 61 888 Targets

Market Focus

Germany
Belgium
Netherlands
UK
France
Scandinavia
US/APAC

Effective sales team

- Document standard product description
- Value Proposition Design
- Industry & application landscape mapping
- Size the market
- Translate positioning into sales story marketing and sales materials

Chasing the north star, leave no one behind

- Platform architecture and design
- Dissemination of the knowledge across the organization
- Support the Organization

Connectivity
Cross-docking
Loading Unit Optimization
Carrier Booking

Single source of truth
Visibility
Control Tower
Service Planning
Service planning and Optimization

Decision Support
Artificial Intelligence, used for risk detection
Automatic Routing and Dispatching based on algorithms
AI driven colaboration

Interoperability
platform interaction
Governance

Physical Internet Service Provider