

# Pitchdeck

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maintract

Bringing smartness

to real world contracts

## WHY WE EXIST

“We are all in the gutter, but some of us are looking  
at the stars.”

- Oscar Wilde



## WHY WE EXIST

contract

“We are all in the gutter, but some of us are looking  
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## WHY WE EXIST

contract

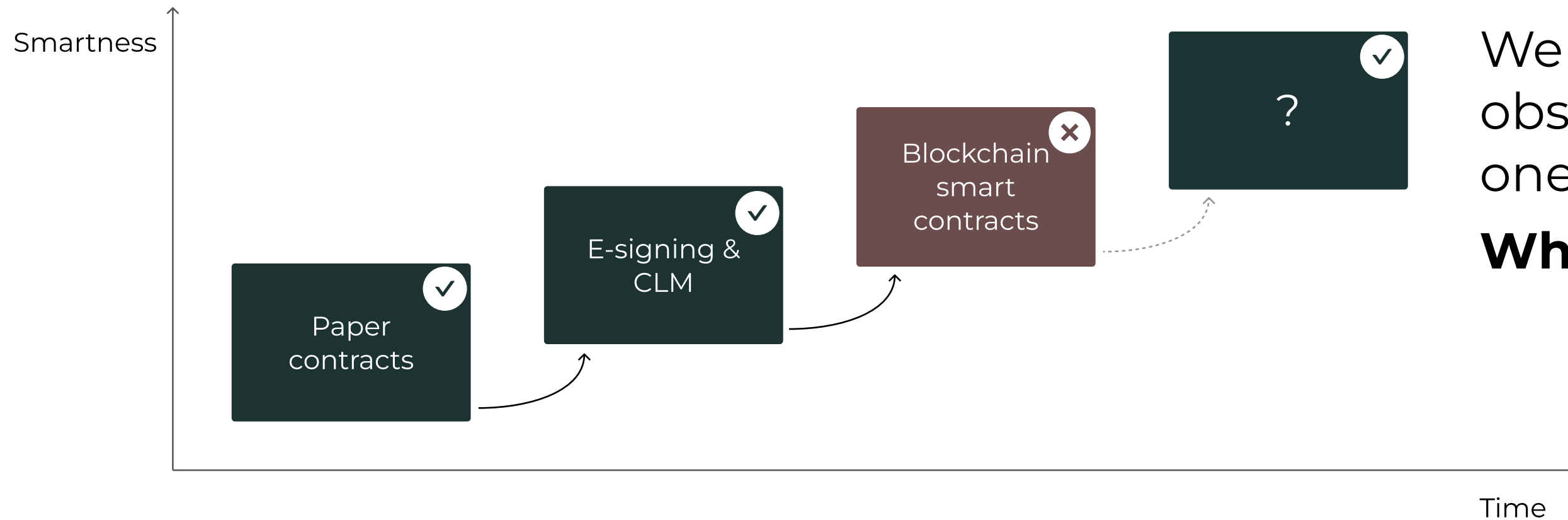
“We are all in the gutter, but some of us are looking  
at the stars.”

Let's leave the gutter.



# THE CONTEXT

Technology has evolved. Legal contracts have not.



We became  
obsessed with  
one question:  
**Why not?**

✓ Legally binding

✗ Not legally binding



# THE FOUNDER TEAM



Unique competence mixed team, with a joint vision to revolutionize contract management



**Ludvig Lejon**  
CEO

Legal counsel of complex transactions in the bank sector; architect of automation tools



**Christoffer Nilsson**  
CCO

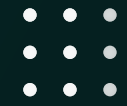
Business developer, strategy lead and sales within management tech consultancy and blockchain technology



**Adam Wigren**  
CTO

Fullstack developer from San Fransisco and Beijing startup scene; frontend lead in AI scale up

# PROBLEM



Manual contract management

→ Costly and often incorrect

No follow-up and reactive actions

→ Risk exposure

Insufficient quality and inconsistencies

→ Breaches and lost revenue

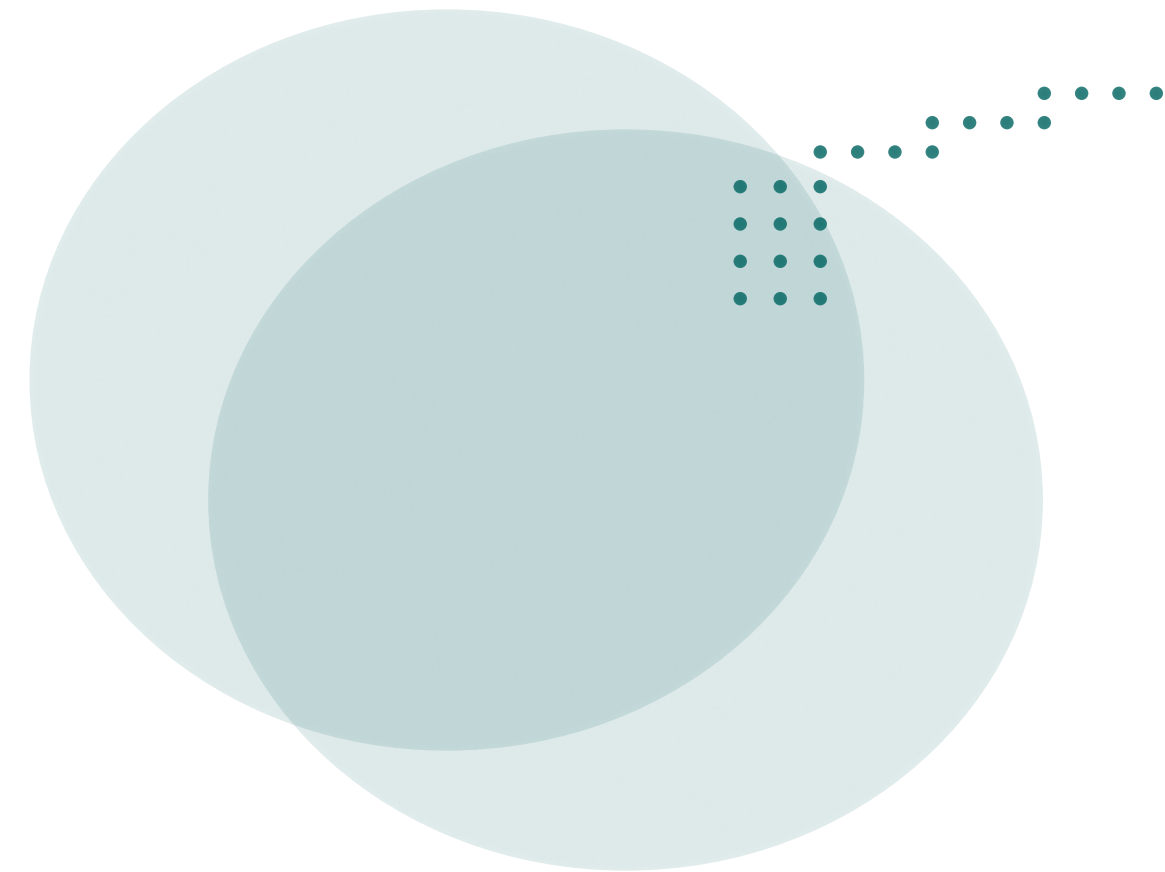


# SOLUTION

Data-driven assurance of content and actions

Contract management built into the contract

Follow-up on contract terms



# THIS IS MAINTRACT

Intelligent contract drafting

Workflow automation

Data verification

Contract negotiation

Monitoring and follow-up



# VALUABLE TRANSACTIONS

5 contracts

100s of pages

2 - 5 contract parties

2 - 100 assets involved

1 - 5 internal stakeholders per party



# TRANSACTIONS

Deal Initiation



Coordination

Drafting



Manual

Verifications



Manual

Signing



Manual

Follow-up



Manual



# TRANSACTIONS

Deal Initiation

Drafting

Verifications

Signing

Follow-up



Datafication

Assisted  
Automatic

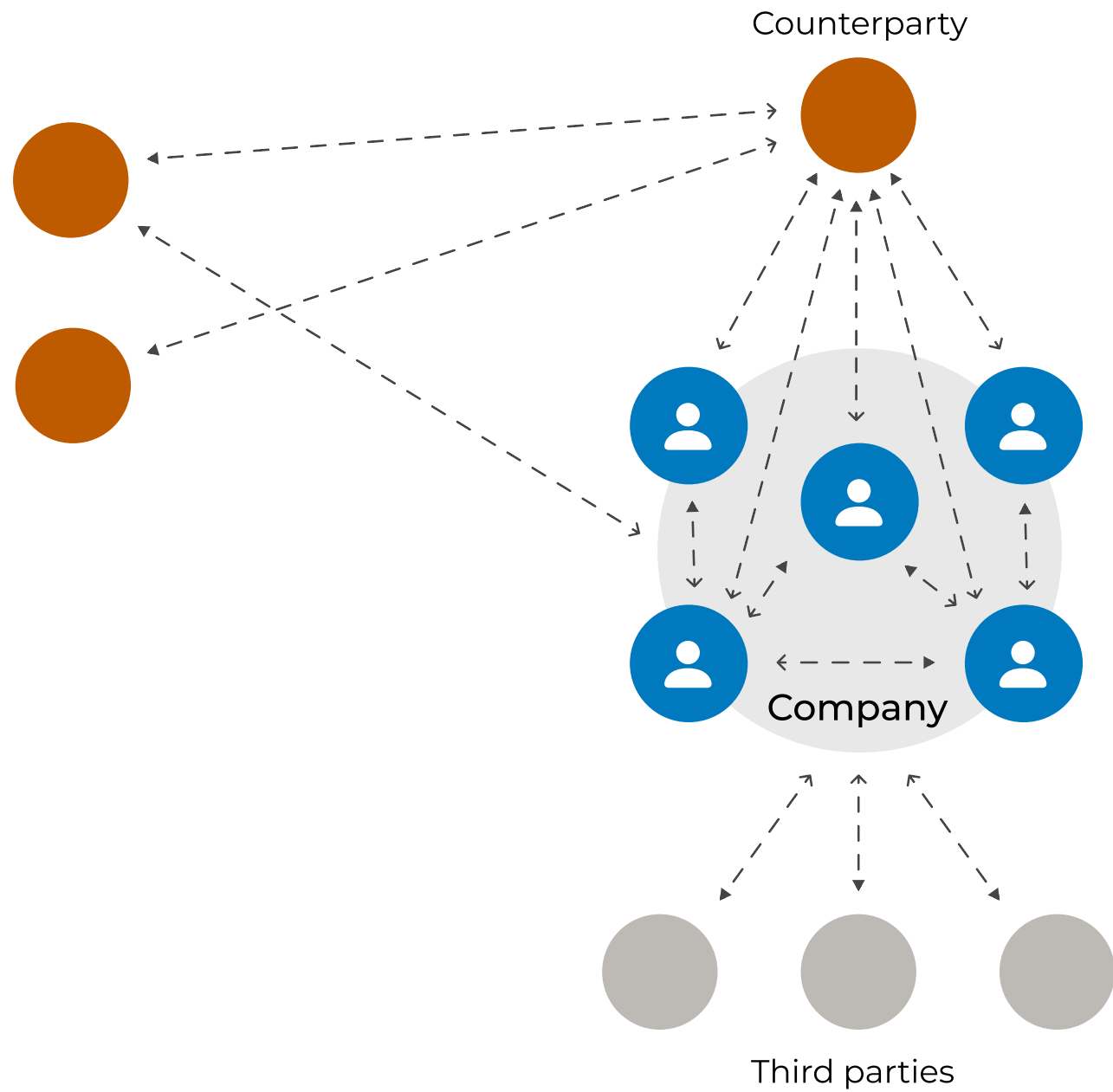
Data-driven

Controlled

Data-driven



# CONTRACT WORKFLOW



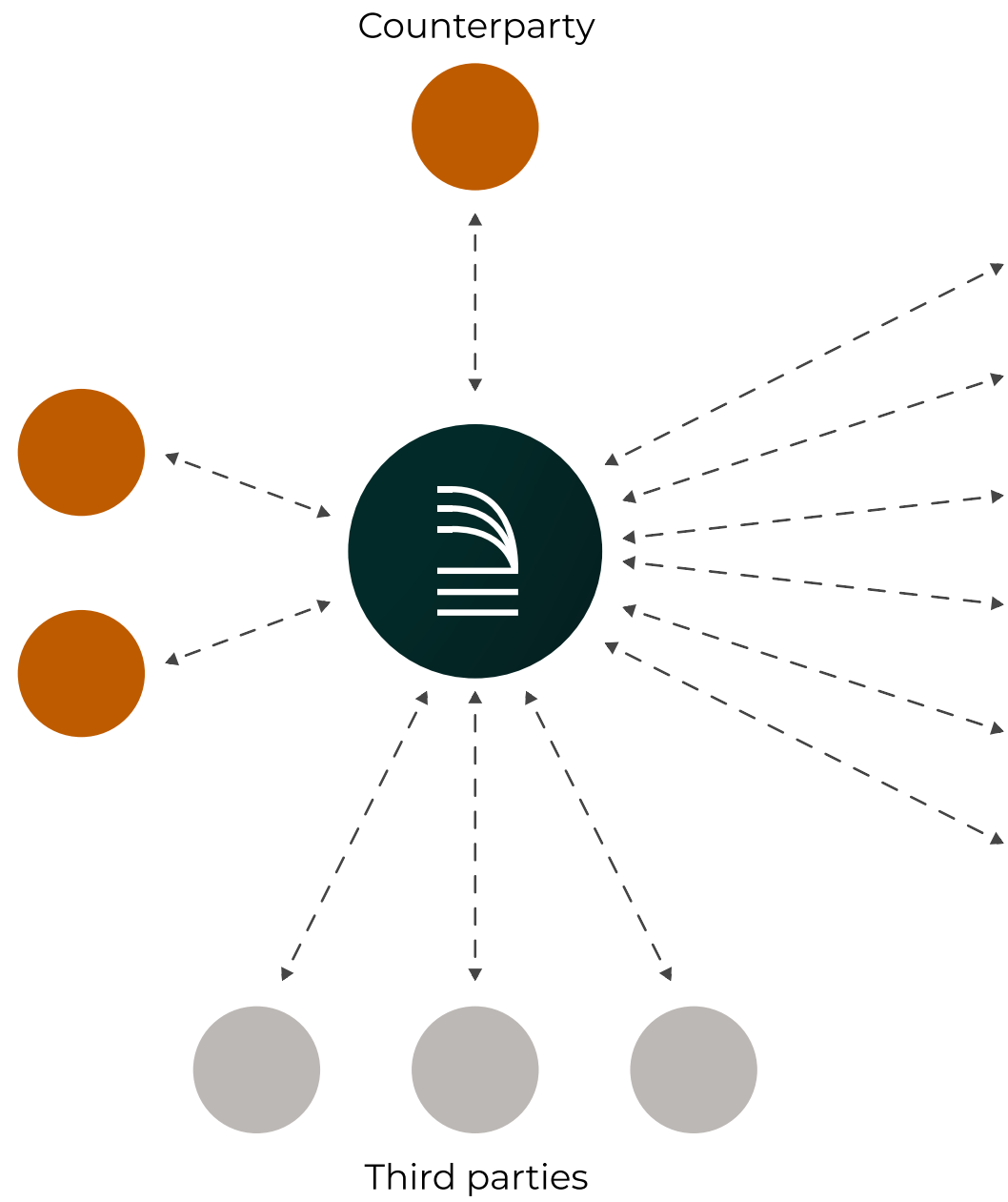
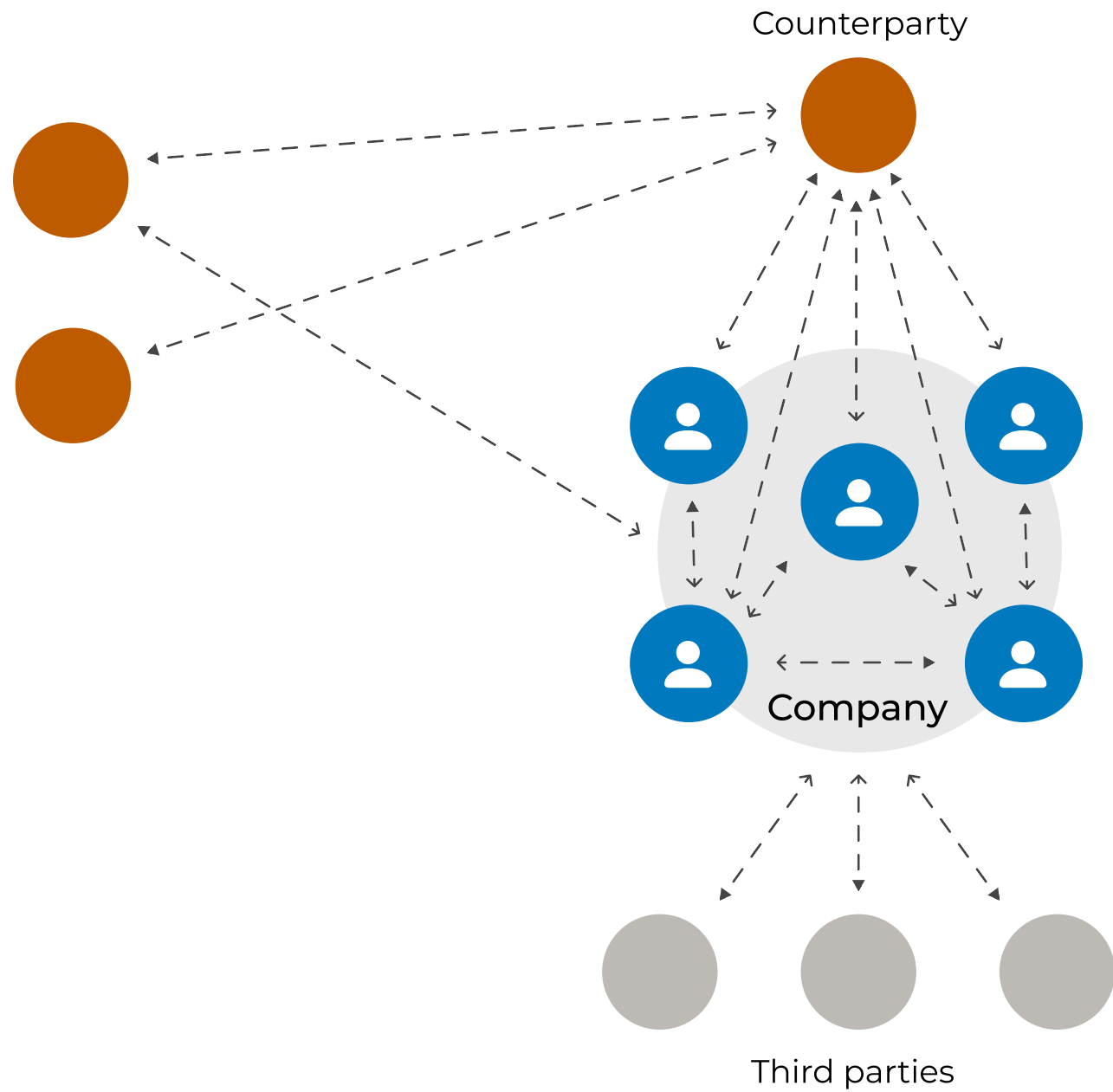
Non-efficient







Uncontrolled

Risky



# CONTRACT WORKFLOW



-  Internal stakeholder #1
-  Internal stakeholder #2
-  Internal stakeholder #3
-  Internal stakeholder #4
-  Internal stakeholder #5
-  CRM / ERP

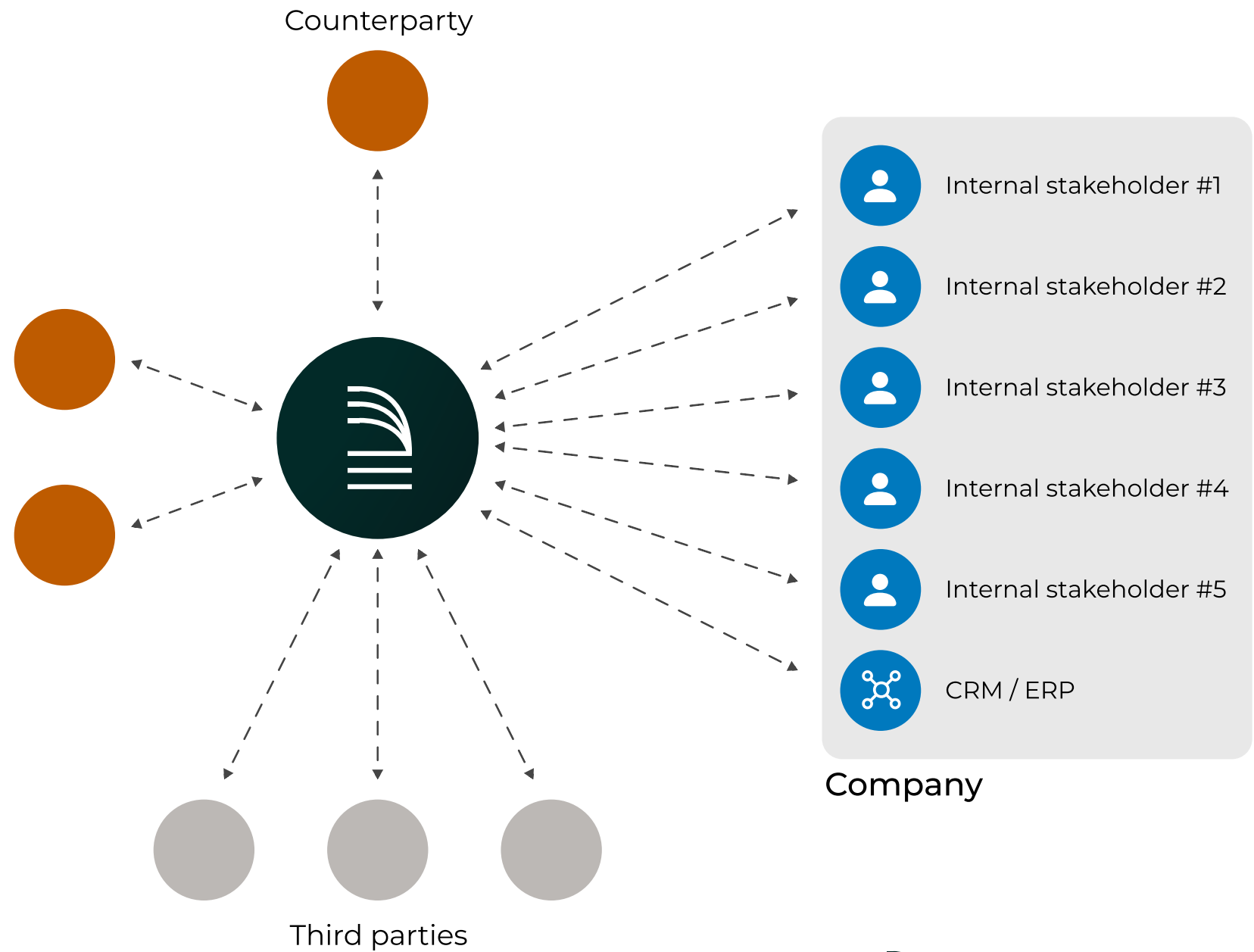
Company

# CONTRACT WORKFLOW (refined)

Saves time

Increases control

Mitigates risks





# THE SMART FUTURE

Real world contracts with smart contract philosophy

if the index Nasdaq as per 30 June 2023 is lower than 2,400, the purchase price shall be reduced by the same percentage as the index subceeds 2,400.



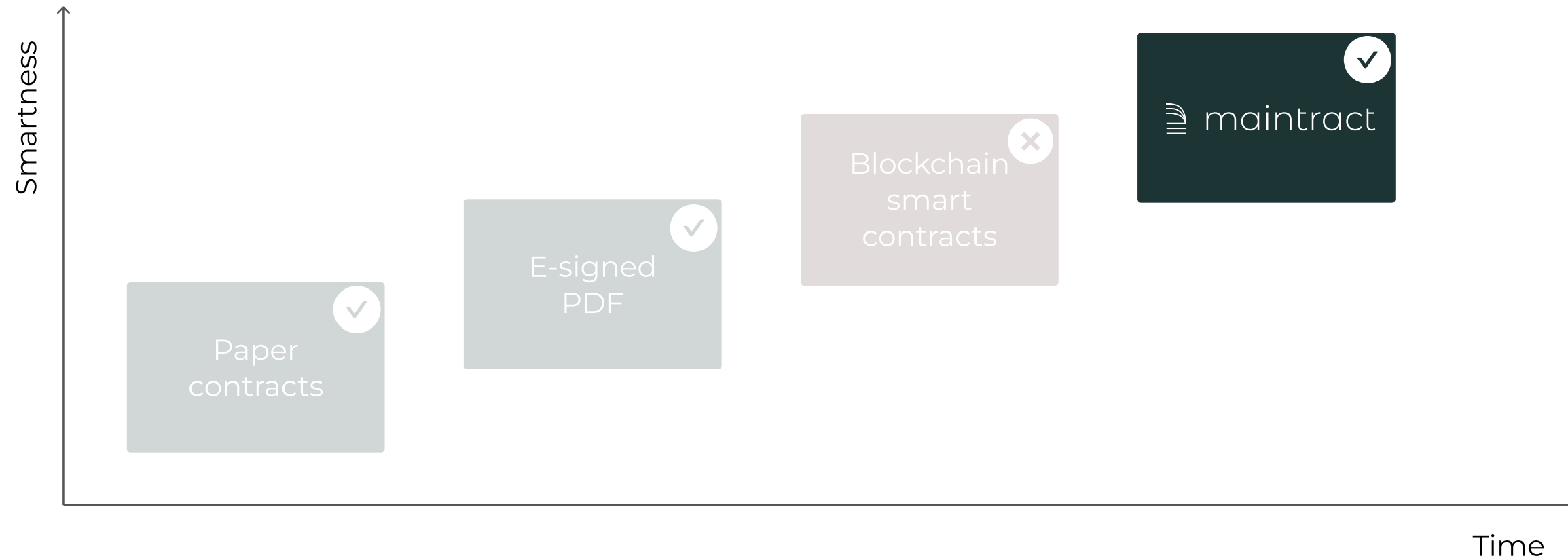
$$\underline{2,350} < \underline{2,400} \quad \checkmark$$

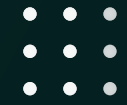
$$\underline{\$1m} - \underline{2.08\%} = \underline{\$979,166}$$



# TAKING CONTRACTS FORWARD

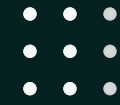
Giving legally binding contracts consciousness opens a world of opportunities





# **MARKET BUSINESS OFFERING**

# WERE WE ARE TODAY



Maintract initially focuses on customer acquisition within . . .

Financial services

**Currently:** One major Swedish bank customer

## **In the pipeline:**

Contract negotiation with a larger SME-bank

Scoping and offering to another major Swedish bank

Integration discussions with large credit institution

Management alignment with large credit institution/bank

PoC discussions with large SME bank and insurance provider

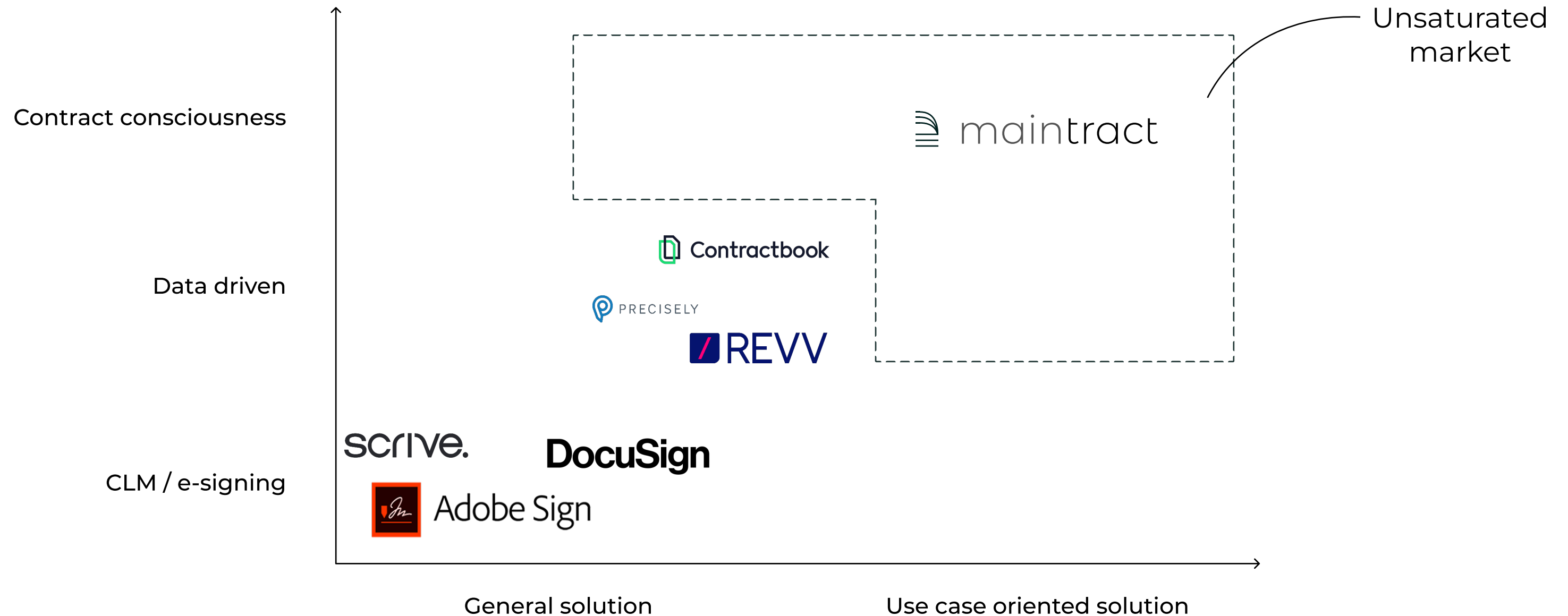
Requirements scoping with major donation organisation

Avg. ARR per  
customer: 500k

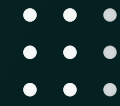
# MARKET ENVIRONMENT



Conscious and connected contracts for specific use cases opens new market opportunities



# GROWTH PLAN

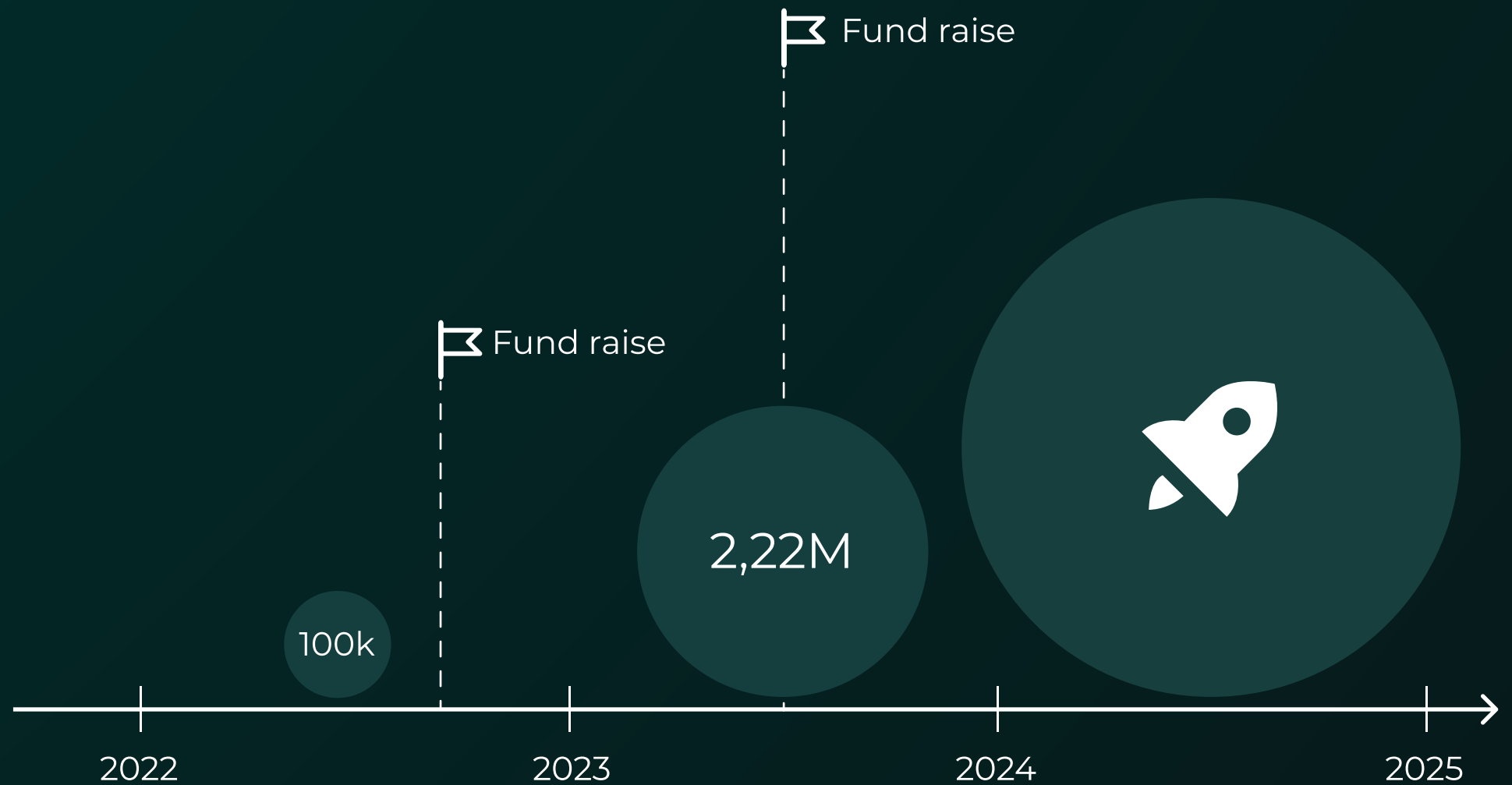


## 2023/2024 targets\*

20 bank & 48 general customers

2023: SEK 2.22M revenue    SEK 3.72M ARR

2024: SEK 9,01M Revenue    SEK 12,84M ARR



\*Detailed plan in Excel sheet available on request

# OUR OFFERING

Maintract is open for investment

## Current investors

VC Investor



Angel investors from i.a.



Nordea



Investment

SEK 4M (2MSEK soft committed)

Valuation

SEK 23.5M (pre money)

Usage

Building and improving technology

Customer acquisition activities

Implementations, integrations and customer on-boarding

