



Professional Investors
Only

## **Investment White Paper**

Profitable and Growing IoT Enabled Logistics Fleet Platform as a service provider (SaaS) is raising up to USD \$20 M for strategic growth & global expansion.



#### **INVESTMENT HIGHLIGHTS**

- ♣ NSaaS™ is a profitable, high-margin, and high-growth logistics software as a service company, established in the year 2016 with global offices.
- > Has a strong customer base in India, Asia Pacific, Middle East, African countries.
- High-retention rate of customers on board with average client engagement duration for a period of 36 months.
- Opportunity best suits for Strategic Investors and Technology / Crypto funds.
- **♣** 2021 FY revenues are \$7.7 Million with an EBITA of \$ 3.8 Million.
- ❖ High price earnings growth (PEG) outlook up to 15 x over next 24 -36 Month as they look forward to attaining revenues of \$ 27 Million in 2022 FY.
- Pre-money valuation guide of USD 75 Million by AGC Partners on M & A Strategy in the FY Year 2019.
- Value Builder Report on Valuation of the Sellability Report for NSAAS Platform is \$ 230 Million for the FY Year 2021.
- Use of funds to build on technology on integration with BlockChain, ERP & CRM platforms and on business development teams to grow product offerings and expand customer base globally.
- NSAAS Solution and Trademark are patented in India under class 39, published in Journal no: 1968-0, dated 05/10/2020.

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## **NSaaS™ Executive Summary**

Headquartered in India, **NSaaS** is a logistics fleet management technology company that provides software as a service in deep tech logistics which includes asset tracking, real-time monitoring of mobile fleets and assets with Advanced Fleet Matics.

Founded in 2016, NSaaS is **profitable** from its third year of operation. It has achieved **YoY double digit growth** in profits and forecasts continued robust growth in revenues and earnings. The Principals have reinvested profits into the company and are now seeking funds to deliver growth.

## **The Problem**

NSaaS provides an online fleet matic solution to its global clients in helping them track their deliverables on time. This is a Solution for B2B and B2R and can be adopted by any client globally currently available in 52 end user Languages with client engagement duration of **36 months** in pay as you go model.

This solution is **Android** - based on Application adding to **IoT** enabled hardware devices to be provided to clients. Helps the client organization management to track the asset surrounding the sense of urgency around delivery, on time.

**Construction (Cement and Ready Mix Industry),** the prepared ready mix has to be delivered within 3 hours of it being prepared in ready-mix plant to the construction site.

**Cold Chain Logistics and Pharmaceutical Industry on** the vaccine and high - value drugs where temperature standards have to be maintained and delivered on time with a sense of urgency on delivery to hospitals, Primary Health Care Units.

NSaaS identifies the core issues of raw material mapping to delivery of end goods through a specialized **CIMA** reporting structure for organization management to track the live vehicles of delivery on dash board 24/7.

NSaaS sees opportunities for expansion in new industry segments such as live Stock Management, Drone Mapping, Agri-tech, and Student Tracking.

COMPANY CONSOLIDATED FINANCIALS           YEAR         REVENUE         NPBT (LOSS)           2019(A)         \$2.4m         \$0.4m           2020(A)         \$6.60m         \$2.5m           2021(A)         \$7.70m         \$3.8m		
YEAR	REVENUE	
2019(A)	\$2.4m	\$0.4m
2020(A)	\$6.60m	\$2.5m
2021(A)	\$7.70m	\$3.8m
2022(F)	\$27.03m	\$14.19m
2023(F)	\$32.43m	\$17.03m
2024(F)	\$39.82m	\$20.43m

COMPANY OVERVIEW					
FOUNDED	2016				
FTE EMPLOYEES	74				
INDUSTRYSECTOR	Logistics Technology Platform				
PRODUCT	App Based, Fleet Matics, IOT				
STATUS	Expansion				
REQUIREMENT	\$ 20 M USD				
USE OF FUNDS Growth					
VALUATION GUIDE (PRE MONEY)	\$ 35 M - \$ 50 M USD				
EXIT	Trade Sale or M & A in 3 Years				

- Regulatory requirements gazetted for vehicle location tracking and panic buttons according to govt standard of AIS 140.
- USD 5 Billion fragmented market growing 20% +per/annum only on vehicle tracking. Extensive managerial expertise and
  experienced team with a collective experience of more than 100 years in information technology.

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### NSaaS™ Solution and Business Model

Web-based SaaS (software as a Service) provides users significant savings on IT and hardware costs and gives mobile workforce access to critical data, alerts, and reports with a monthly recurring revenue model with minimum client contract engagement for 36 months.

Enables vehicle maintenance tracking to generate alerts for servicing. Helps improve the accuracy of preventative maintenance programs to reduce costs.

e-e

Allows setting up customized access and security levels to meet organizational needs. Users can be created and assigned specific groups for easier management.

Fleet data is securely stored, enabling historical report generation to uncover insightful trends, support investigations, and explorable reliable forecasts.

Provides valuable insight on map locations with the most current and comprehensive satellite imagery available. Includes both street side and bird's Eye views for extra detail.

### **Transport & Logistics Segments Served**

### NSaaS™ *Transportation Kraft* takes care of:

- Traceability
- IoT Enabled Devices
- Asset Tracking & Recovery
- Live GPS Tracking
- Object Warning System
- Weapons Tracking System
- Animal Protection Tracking
- Drone Mapping and Monitoring
- RFID Technology
- Agri Tech Monitoring
- Food Delivery Management
- Retail/E-Commerce Delivery Management





Cement and Ready Mix Industry

Livestock Transportation





Pharmaceutical Logistics

Fast-Moving Consumer Goods (FMCG)



Cold Chain Logistics

### NSAAS has now AIS -140 Complaint Certified Devices on Flee

Integrates with other enterprise systems such as SAP, Oracle, VMWare, Zoho CRM, using standard web-based APIs. Helps improve the speed and accuracy of data collection for payroll, HR, and CRM solutions.



### **International Compliance Standards**

- Zero Net Strategy IoT Enabled Devices helps on reports for decarbonizing on decreasing carbon emissions.
- Cost Optimization and Operational efficiency multimodal transport in the context of sustainable development.
- ✓ Implementing Environmental, Social and Governance (ESG) Criteria.

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### NSaaS™ Global Tech Partners



















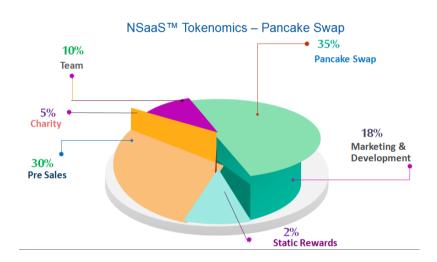


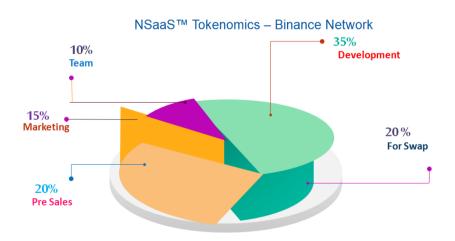






### NSaaS™ Tokenomics





**Token Symbol:** 



Token: **BEP 20** Token Name: **NSAAS** Total Supply: 40 Billion

(Forty Billion)

Total Tax fee: 10% Breakdown Charity – 5%

Static Rewards - 2%

Development - 3%

Why is blockchain good for Fleet Matics and IoT?

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Yes, when the majority people think of blockchain, they think of Bitcoin or Ethereum, a public classification open to anyone—but in reality, blockchain provides many categories. The best blockchain system for fleet matics is a consortium allowing only the members of the group to access the chain of information. Fleet managers, drivers, owners, operators, employees, vendors, and anyone else in the supply chain management can potentially have information on blockchain content, providing a resourceful, crystal clear system with a high level of safety measures. Particularly global payments can be made much faster with blockchain global access.

Reporting and Data Analytics of Global Fleet Management in the Cost Optimization and Operational efficiency multimodal transport in the context of sustainable development.

Business organization in B2B environment would be able to manage the complete reports on a daily, weekly, monthly basis with the global context of cost optimization in multimodal transport such as connecting to rail, flight, sea, and road and in this context cryptocurrency plays a vital role in payment transactions and enhancement of security between the transactions. With the best of reports integrating with Artificial Intelligence and Internet of Things the (IoT) knowledge, originations could buy, sell, and repair new vehicles more shrewdly.

Coupling blockchain technology with the IoT, or Internet of Things, distributors and fleet management could use sensors placed inside refrigerated trucks to monitor the temperature. If the level climbed above a certain degree, drivers would be notified before the products spoiled. Those same sensors could also allow distributors to track and weigh their loads at all times instead of relying on hand-recorded inventories, which can be prone to error. Using blockchain, NSAAS fleet management could monitor loads and communicate live reporting 24\*7 customer data to customers and drivers.

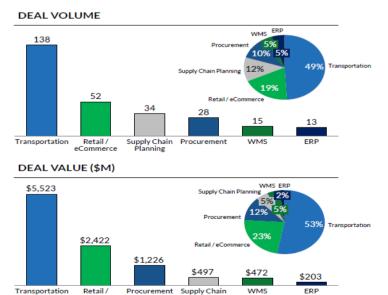
**♣** Global Trustworthy has been attained by blockchain as the single source of Business Amalgamation.

As we understand blockchain is still in its infancy and holds great promise, the fleet management industry must overcome three key challenges for blockchain to take off. If we collectively chart the future with this budding technology and anticipate unintended consequences, blockchain could be more than a buzzword in global supply chain management.

**Streamlined Payment Systems: Efficiencies and Speed.** 

One of the nearly all basic applications is the creation of an even more rationalized disbursement system. Blockchain technology can generate a digitized roadmap of routes, and smart contracts printed into the blockchain could trigger the direct transfer of funds to a driver once a delivery has been completed.

### **NSaaS™ Competitive Landscape / Market**



- Transportation software represented half of all capital raised at \$5.5B across 138 transactions: large transactions in food-delivery platforms dominated the top 10 largest deals, accounting for more than 50% of sector capital raised at \$3.2B. The sector saw "piling in" transactions, in which firms raised 2 (or more) rounds during the year: Instacart, Outrider, Flock Freight, Point Pickup, Controlant
- Retail/eCommerce came in at a strong #2 with \$2.4B raised across 52 transactions; the top 6 deals accounting for \$1.5B, or 63% of sector capital raised. Notable transactions include the \$400M round for restaurant platform Toast, \$300M for French eCommerce platform vendor Mirakl and \$290 for Florida-based eCommerce fulfillment platform vendor ShipMonk
- Supply Chain Planning/Management appears to be gaining traction, but activity levels remain relatively low; \$497M raised across 34 transactions, including the notable \$100M investment by KKR in o9 Solutions. The sector saw stronger interest in supply chain analytics, with 9 transactions hauling in \$110M
- eProcurement had an active year with \$1.2B raised over 28 transactions, including two significant transactions: ISN Solutions with \$500M and TradeShift with \$240M. The top 10 transactions raised a combined \$1.1B
- ERP is underinvested in contrast to its strong M&A activity, with a total investment of a mere \$203M. The sector is being actively consolidated by PE-owned mid-market players it was several of these large players trading PE hands which accounted for the bulk of the ERP M&A volume in the period

Source: 451 Research, Pitchbook

AGC Partners

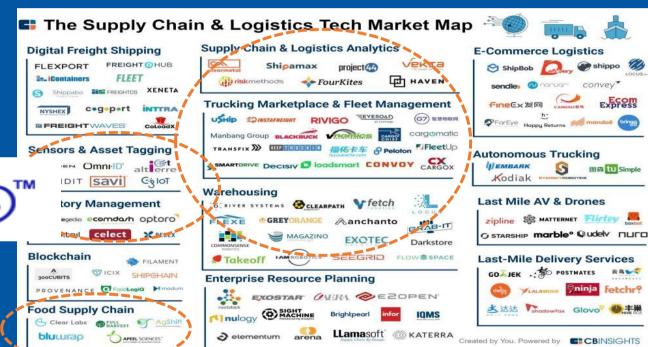
Capital raising by sector on Supply Chain Management report by AGC PARTNERS

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**WSaaS** 



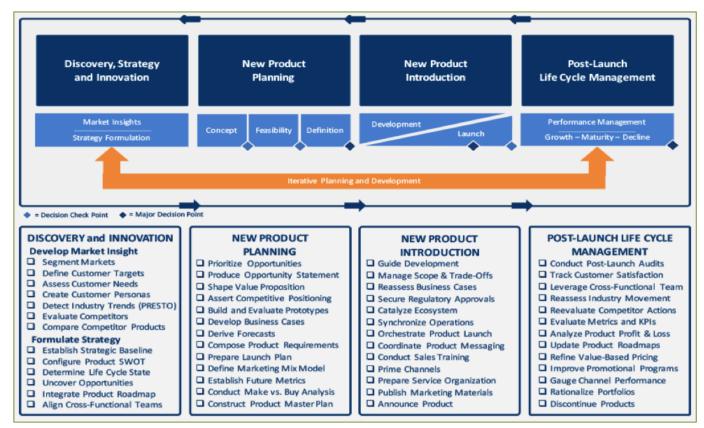




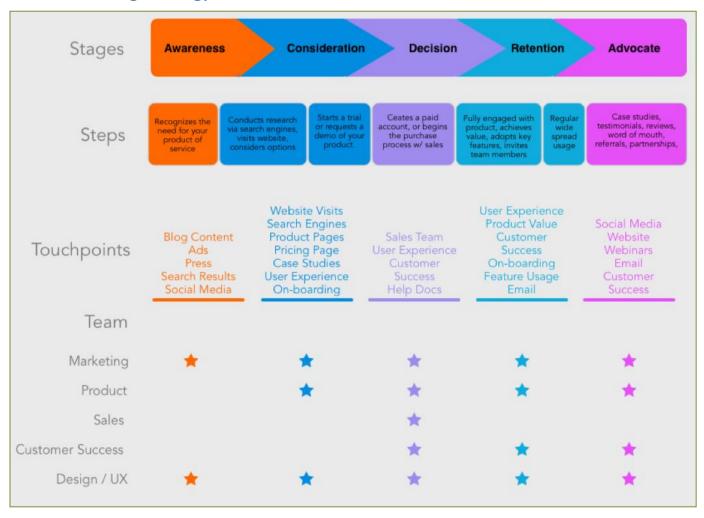


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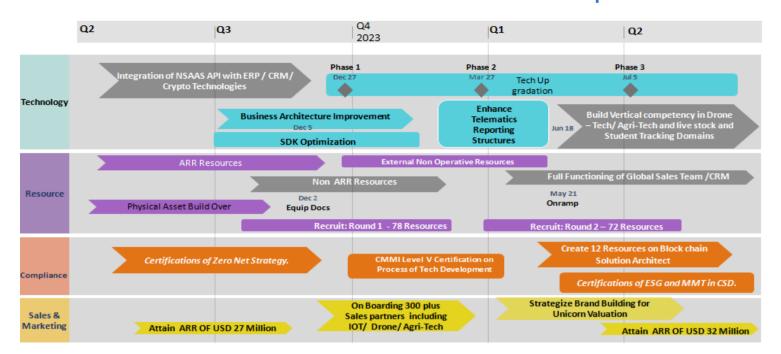
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### NSaaS™ *Marketing Strategy*



## NSaaS™ 2022-2023 Roadmap



### NSaaS™ Revenue Breakdown, Distribution of Funds & Projections



Resource Designation / Skill Set	No of Resources	Operations Management	Operation Type
CEO ( 125 Resources)	1	, ,	In House
CTO (Total Resources Reporting (40 Resources)	1	Management of Suppliers	Innouse
VP Engineering - Crypto	28	Management of Project Documents	In House
Director, Web	15	Management of Accounting Practice	Outsourced
Front End	8		In House
Back End	6	Management of Stake Holders	
Director, Client Applications, plus 5 Crypto & Artifical Intelligence dev	6	Reporting to Board	In House
Director, Core Services/Platform, plus 3 devs	2	Strategy	In House
Quality Assurance Director, Infrastructure, plus 2 devs	3	Asset Life Cycle Management	In House
Director, Security, plus 1 dev	2		
Director, Analytics, plus 3 analysts	4	Project Management in studio	In House
CSM Enterprise (6), CSM SMB & MM (5)	11	Management & Administration	In House
Director, Implementation / Solutions, plus 2 solutions or sales		Compliance Management	In House
engineers (3)	4		0.4
Director, Customer Support, plus 3 CS reps (4)	7	Call Centre Operations	Outsourced
CMO (15)	15	Credit & Billing Functions	In House
Director, Product Marketing – Fleet Matics, plus 3 PMMs (4)	7	IT Support and Concessionaries and IT Corporate Functions	In House
Director, Product Marketing – Drone & Agri-Tech , plus 3 PMMs (4)	7 5	In side sales campaign management	In House
Director, Sales Enablement, plus 2 marketers (3) Director, Brand Marketing (3), PR & Analyst Relations (1-2),	5		
Events/Community (1)	5	Marketing – Out bound campaigns	Outsourced
CFO 13	1	Marketing – SEO & Brand Building	Outsourced
FP&A director and analyst (2), Controller, plus 1-2 accountants (2-3)	4	Data Center Management on Servers	Outsourced
Director of Recruiting, plus 3 recruiters (4), HR (2), Ops (2)	7	Management of ITIL on Tech Enhancement	In House
Total Resources on Board	152		
Non – ARR Contributing Resources	29	Management of Global Operational Office	In House
Target: Achieve \$ 40,000 - \$50,000 Per Employees on Average	123	New Office Premise – Under Construction	Outsourced

### **NSaaS™ Management Profiles**



### Hari Krishna Reddy - Managing Director

Hari Krishna Reddy has more than two decades of Information Technology exposure and expertise working with top-notch IT Firms in implementing the solutions along with leading sales teams across different domains globally. He is Six Sigma & PMP certified with an MBA in International Business Management from the Institute of Technology Management. As Project Manager he played an extensive role in attaining compliance certifications such as ISO 9001: 2008, ISO 27001: 2005 and implemented CMMI certification for Process areas like DAR, RSKM, PP, PMC, MA, IPM, RD. Hari has worked prior with companies like Vmoksha, Pramati, Prolfics, SIS, and Compqsoft Inc. He has been instrumental in growing NSAAS from scratch level to global Trade Mark.



### Vijaya Lakshmi - Director of Technology

Vijaya Lakshmi has more than two decades of experience in writing code and managing technical projects in Java and .Net Technology. She is a Microsoft Certified Professional Developer having worked with companies like Accenture, IMI Mobile, and Patni Computers. She has Masters in Technology from JNTU, Hyderabad. In the recent past, she has gained extensive knowledge in implementing the IoT enabled devices for global customers of NSaaS on 24\*7 live dashboards including global CRM Support.



### **Praveen Kumar – Chief Executive Officer**

M S Praveen Kumar is the chief executive officer of Nivriti Solutions Global Private Limited. He is a result oriented professional with 15 years of Professional Experience in domains includes US Healthcare RCM, HR, and Business Development of Information Technologies Products. Major experience lies in strategizing, coordinating, and leading cross-functional teams to achieve desired results and improvement in strategy, process, and profitability seeking new opportunities to transform the company practices into resourceful and cost-effective solutions. Core concentration on EBITDA growth, Timely upgrade to the new technologies for the SaaS model integrating ERP, CRM ISV's with NSaaS Fleet Management Platform.

### NSaaS™ Pre - ICO Global Investors & Mentors



### Dr. Saliba Sassine - Founder and Managing Director - Blue Mount Capital, Australia.

Dr. Sassine is a highly experienced executive across corporate finance, merchant capital as well as serving as Chairman or Managing Director of several public and private companies across biotechnology and pharmaceuticals, telecommunications, natural products, and resources. Dr.Sassine has served as Senior Ministerial Advisor at the State Government level and was also an advisor at the National level. He chaired several government working parties and committees, including representing Western Australian on the National Prices and Incomes Advisory Committee. He has served on the Senate and Council of two universities in Western Australia and served as Chairman of the Perth Theatre Trust which controlled the major performance venues in the State with around \$1 billion in assets. Dr. Saliba has a First Class Honours Degree from the University of Western Australia and is a Doctor of Philosophy from the same university. He is an active investor in NSAAS and provides direction on global business management in Australian commercial fleets.



### JC LIU - Founder - Richfileds Capital Limited, China.

JC LIU - Founder - Richfileds Capital Limited, China.

Jic Liu is an active investor in NSAAS and provides direction on global business management in APAC markets building on the strong IoT -focused markets. In the last decades, JC built up his track record as a business leader and corporate executive with an impressive list of achievements such as the IPO of Dynasty Fine Wines Group and the HKD 11 billion acquisition of Tianjin Port, the operator of the world's 4th largest port by volume at that time. His expertise in managing China business, IPOs, M&A, operating listed companies, etc. is well recognized in the market. Over the years, he has established an extensive network of business and investor connections across Asia, Europe, and Australia. JC is a Hong Kong permanent resident. He holds a Master of Management and a Master of Business Administration from Macquarie University, Australia.



### Raphael Attais – Chief Information Office – ORT France, France.

Experienced Chief Innovation & Strategy Officer at ORT France with a demonstrated history of working in various sectors of industry to accelerate digital transformation. Skilled in Data Analysis, Management, Information Technology, and Business Strategy. Strong knowledge in R&D environments and expert areas with a Master's degree in Science and Executive in Innovation, Management of government from Harvard Kennedy School. Highly Skilled in 40 areas of innovation in information Technology Management skills, he drives the tech reach and AI integration for NSAAS solutions focusing on the European markets and he is an active investor in NSAAS.



### Brian J Barriger - Managing Partner, CTE Pensions & Wolf Source Capital LLC, USA.

Brian Barriger has more than 40 years of Industry experience in being dealt with USA financial markets. He started his carrier as a financial consultant with Merrill Lynch, Marnier Financial, and SII investments and became HARSS underwriter with Citibank Mortgage and later moved on as Director for First Sense Medical, President of CTE pensions, and Managing Partner of Wolf source capital. He holds a BBA from Western Michigan University. Brian is an active investor in NSAAS and helps the USA operational team in enhancing its Midwestern USA business.



### Craig Boddington - Managing Partner at Blackhouse PE & CEO at Transphorm, USA

Craig as well as being an internationally renowned corporate transformation consultant and coach to Fortune 500 companies. He is also a Business Investor, specializing in both early stage businesses as well as those seeking to R2 growth. Craig presents a strong, credible and adaptive approach to defining and facilitating business strategy and development, by providing thought leadership, vision and creativity. With an MBA from Cranfield University, Certified as a Master Results Coach, Master Practitioner in NLP, Ericksonian Hypnosis and Neurological Repatterning he provides Corporate and Senior Executive Coaching, helping to achieve greater self efficacy and to move clients to a fully self actualized state. Criag is an active investor in NSAAS and takes care of the growth, IPO and Exit Strategy for NSAAS.



### **Eddie Kartun – Managing Director ITS SA and XIOT Pty, South Africa.**

Eddie is an Automotive Electrician, having spent most of my working life within the automotive industry developing my skill base in the Telematics, Fleet Management, and Asset Tracking industry to grow and enhance my businesses. His key strengths as an entrepreneur have always been his ability to create and develop unique and comprehensive solutions that are presented to my clients. With his ability to cross-reference and negotiate with suppliers on a global level, Eddie is an active investor in NSAAS also providing Hardware and IoT devices support for its African-based clients. To ensure that we always stay abreast of the technology wave, we are always testing new and interesting products that could enhance our business model so that we can keep offering innovative solutions to our customers.



### Anthony O'Leary – Managing Partner at Unity Group, MBH Corp, Alliance Group, Ireland.

Through M&A partners Anthony and Team invest in or acquire SMEs in the UK, Ireland, North America, and Southeast Asia. He is particularly interested in companies where an owner is looking to exit that have revenues over £2m and are profitable. Whilst he is sector agnostic and has interest and expertise in high revenue growth companies. Started life out as a bricklayer. Launched his first business aged 20 that grew into one of the largest subcontractors in southern Ireland. Pivoted into sales where we had contracts with some of the UK's largest brands like Sky tv and SSE Airtricity as well as world-renowned Kirby vacuum cleaners. He is currently a partner and equity investor in Saalbach Equities Corporation, MBH Corporation PLC, Alliance Group, Black House PE, and Unity Group. He is an active investor in NSAAS helping on building a good road map for M & A and IPO.



### Dennis Rourke, AGC Partners, Boston, Massachusetts, USA

Dennis brings more than 25 years of experience in investment banking and has been a partner with AGC since it was founded in early 2003. Has completed more than 80 transactions; including 25 deals in supply chain software. Earlier he was managing director banc of America securities East Coast Technology group. Dennis holds an M.S. in Finance and Management from the MIT Sloan School and an M.A. in German Literature from the Johannes Gutenberg University. He received his B.A. in English from Middlebury College. He drives the M & A Strategy initiatives for NSAAS from 2020 in SCM Space.



### Tibor L Fülöp - Investor Relations @ Cashba Capital Management, Hungary.

Tibor having spent years as a corporate coach in multiple business environments, went into special project management dealing with finding solutions to my clients' needs. This expanded over the years to the current list of services provided as an independent consultant. He prefers full transparency with my clients as well as discreetness. He is an active investor in NSAAS and helps grow sales operations in the European base for NSAAS IoT Fleet related solutions.



NSaaS<sup>™</sup> with its global investors and expansion strategy is in the foray of creating Unicorn Valuation by 2026

### NSaaS™ Planned Events Schedule for Year 2022



NSaaS<sup>™</sup> is an active participant in industry events focusing on Fleet Matics, Artificial Intelligence, Blockchain, and Supply chain Management. Catch us at the following events

- Summer 2022 AGC PARTNERS' 2022 DISRUPTION CONFERENCE LAS VEGAS, USA.
- **❖** Gartner Supply Chain Symposium/Xpo™, 6-8 June 2022, Orlando, Florida, USA.
- ❖ SWISS Supply Chain conference 20-21 June 2022, ZURICH
- ❖ 2022 International Conference on Machine Learning, 17 Jul, 2022 Sat, 23 July 2022, Baltimore, USA.
- International Conference on Robotics, Machine Learning and Artificial Intelligence, March 30, Warangal, Telangana, India.
- International Conference on Computer Science, Machine Learning and Big Data, August 17 2022, New York,
  USA.
- International Conference on Tourism, Transport, and Logistics, 23<sup>rd</sup> June Luxembourg City, Luxembourg.
- ❖ International Conference on Tourism, Transport, and Logistics, 28<sup>th</sup> August Toronto, Canada.
- IACR Conference on Crypto 2022 will take place on August 13-18 2022 in Santa Barbara, USA.

## **Nivriti Solutions Global Private Limited**

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