PHL

Short Proposal

Project proposal – Technical description

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List of participants

Participant	Participant organisation name	Country
1 Coordinator	ProjektHubLogistik EJ	DE
2 Partner	HFEJ	CH
3 Partner	Azienda PHL	IT

1. Company Description

ProjektHubLogistik (PHL) is an innovative startup in the industrial logistics sector, focused on optimizing supply chains and improving efficiency through advanced technological solutions. Our mission is to transform how companies manage and operate their logistics processes, delivering not only significant improvements in daily operations but also contributing to reducing environmental impact through more sustainable practices.

We have developed an intelligent platform that integrates real-time data analytics and collaborative capabilities, enabling companies to quickly adapt to market changes and make informed decisions based on accurate data. This approach aims to enhance operational efficiency, reduce costs, and lower carbon emissions, aligning with global sustainability goals.

Vision

Our vision is to lead the digital transformation in the industrial logistics sector by offering solutions that not only meet current market demands but also open new avenues for growth opportunities. We strive to be recognized as the platform of choice for companies seeking operational excellence and environmental responsibility.

Ambition to Scale

PHL has immense potential for rapid growth in a logistics market valued at over 900 billion euros. Our ambition is to expand our global presence, initially focusing on key industrial markets in **Germany, Switzerland, and Italy**, as well as Asia and North America.

We aim to strengthen our customer base in these European countries while leveraging our unique combination of deep industry knowledge and cutting-edge technologies. Our platform offers a level of customization and flexibility rarely found in existing logistics solutions. We are committed to continuously developing the platform to ensure it is scalable, robust, and prepared to meet future challenges.

As we grow, we seek strategic partnerships with investors and collaborators who share our vision of transforming the sector. Our adaptability and innovation, combined with favorable market dynamics, position us uniquely to scale quickly and make a significant impact in the logistics industry.

2. Problem / Market Opportunity

The logistics industry is currently facing significant challenges related to increasing demands for efficiency, real-time decision-making, and sustainability. Many companies still rely on outdated and fragmented systems that do not effectively integrate data, leading to delays, higher operational costs, and missed opportunities for optimization. This problem is especially critical in industrial logistics, where complex supply chains require real-time visibility and seamless collaboration.

Problem from the Customer/User Perspective

From the customer's point of view, the lack of efficient logistics management creates several key pain

points:
1. **Inefficiency and Delays:** Many logistics providers depend on manual processes or isolated software systems, causing bottlenecks and delays in inventory management, order fulfillment, and delivery. This results in poor service quality and dissatisfied customers.
2. **High Operational Costs:** Without real-time analytics and optimization tools, companies face unnecessary expenses in fuel, storage, and personnel, struggling to adapt routes or inventory to dynamic market conditions.
3. **Lack of Collaboration and Communication:** Existing logistics systems often do not enable effective collaboration between partners, suppliers, and customers. Limited visibility across the supply chain hinders proactive issue detection and quick response.
4. **Sustainability Challenges:** As sustainability becomes a priority for businesses and governments, logistics companies are pressured to reduce their environmental impact. Traditional systems lack capabilities to optimize fuel consumption, minimize waste, and streamline operations sustainably.

Why This Is a Problem and For Whom
This challenge affects multiple stakeholders in the logistics ecosystem:
- **Logistics Companies:** Facing pressure to reduce costs, improve efficiency, and stay competitive, they need advanced tools to meet growing demands for faster and more efficient services.
- **Manufacturers and Suppliers:** They encounter supply chain inefficiencies causing production delays and stock shortages, requiring better logistics solutions for real-time inventory management and disruption avoidance.
- **Retailers and E-commerce Businesses:** Particularly those operating globally, they require efficient management of distribution and fulfillment networks, as logistics delays directly affect profitability and customer satisfaction.
- **Consumers:** Both individual and business end-users suffer from delays, poor service, and increased costs. In e-commerce, customers expect fast, reliable deliveries, making logistics reliability crucial to the customer experience.

Market Opportunity

3. The Innovation: Solution/Product or Service (USP)
Our innovation is a cutting-edge, integrated logistics platform designed to optimize and streamline industrial supply chains. Leveraging real-time data analytics, machine learning, and cloud-based collaborative tools, our platform provides companies with unparalleled visibility, efficiency, and sustainability across their logistics operations.

How It Works in Practice
1. **Real-Time   Data   Integration:**
   Our platform connects to existing logistics systems and collects real-time data from various touchpoints, including warehouses, transportation, inventory, and order management. This data is processed and analyzed to provide actionable insights for decision-making.
2. **Predictive   Analytics   and   Optimization:**

Using advanced machine learning algorithms, the platform predicts potential disruptions—such as weather delays, transportation bottlenecks, or supply chain risks—and automatically suggests optimal routes, inventory levels, and resource allocations. This predictive capability allows businesses to make informed decisions in real-time and avoid costly inefficiencies.

3. **Collaborative** **Tools:**
The platform fosters collaboration among all stakeholders in the logistics ecosystem—suppliers, distributors, and retailers. By centralizing communication and data sharing, everyone involved has up-to-date information, leading to smoother coordination and faster issue resolution.

4. **Sustainability** **Features:**
Our platform includes features like carbon footprint tracking, energy-efficient route planning, and waste reduction. By optimizing routes and reducing unnecessary transportation, we help companies reduce their environmental impact while lowering costs.

What It Changes for Potential Users

- **Efficiency:** Streamlined logistics operations reduce manual interventions and delays through real-time data-driven decisions.
- **Cost Savings:** Optimized routes, inventories, and resource allocations lead to significant reductions in operational expenses, including fuel, storage, and labor.
- **Sustainability:** The platform supports regulatory and consumer sustainability demands by minimizing carbon emissions and waste.
- **Enhanced Collaboration:** Integrating all stakeholders into a single platform improves supply chain coordination and overall performance.

Unique Aspects of the Solution

- **End-to-End Visibility:** Unlike many existing solutions offering only partial visibility, our platform delivers real-time insights across the entire logistics chain.
- **Predictive and Prescriptive Analytics:** Beyond traditional historical data analysis, our platform anticipates disruptions and recommends corrective actions.
- **Sustainability Integration:** Built with a strong environmental focus, our solution helps companies meet both operational and sustainability targets.
- **Collaboration at Its Core:** Emphasizing seamless cooperation across the supply chain reduces friction and enhances efficiency.

Breakthrough Potential

Our innovation combines advanced predictive analytics, real-time data integration, and sustainability features into one holistic platform—a unique offering in the logistics industry. As businesses strive to optimize operations while meeting sustainability goals, our solution stands out as a critical breakthrough.

How It's Better than Existing Solutions

Current competitors—such as **Kühne + Nagel, NTT Data, Capgemini, WiBank, and TechQuartier**—do not offer the same level of integration and comprehensive capabilities as PHL. Unlike their fragmented or partial offerings:

- We provide a **comprehensive all-in-one platform** addressing multiple facets of logistics operations seamlessly.
- Our **real-time optimization powered by machine learning** outperforms traditional rule-based systems in speed and accuracy.
- We embed **sustainability deeply into the platform**, going beyond efficiency to actively reduce environmental impacts.

Achieving the Current TRL Level

We have reached **Technology Readiness Level (TRL) 6**, with a prototype developed and successfully

demonstrated in an operational environment:
- **Working prototype:** Tested with pilot customers in the industrial logistics sector.
- **Demonstrated results:** Significant improvements in logistics efficiency, cost savings, and reduced environmental footprint.
- **System integration:** Seamlessly integrated into existing logistics infrastructures.

Why Now Is the Right Time to Bring It to Market
The logistics sector is evolving rapidly due to:
- **Rising sustainability demands:** Global regulations and consumer expectations push companies to reduce carbon emissions.
- **Technological advances:** Machine learning, IoT, and cloud computing enable sophisticated real-time integrated platforms.
- **Market readiness:** The logistics market is expanding, creating high demand for innovative, efficient, and sustainable solutions.
Our platform arrives at the perfect moment to empower businesses to stay competitive, efficient, and sustainable in an increasingly complex logistics environment.

4. Market and Competition Analysis

Business Model and Target Market
Our business model is a **Software-as-a-Service (SaaS)** platform specifically designed for industrial logistics. We offer tiered subscription plans tailored to the size and complexity of logistics operations:
- **Basic Plan:** For small to medium-sized logistics companies with fewer integration needs and lower data processing requirements.
- **Enterprise Plan:** For larger companies with complex supply chains, requiring advanced analytics, real-time optimization, and customized features.
- **Premium Plan:** For organizations needing advanced sustainability tracking, dedicated customer support, and sophisticated machine learning for predictive analytics.

Our **target market** includes:
- **Logistics and supply chain management companies:** Traditional logistics providers, freight forwarders, warehouse operators, and 3PLs (third-party logistics providers) seeking to optimize operations, cut costs, and boost efficiency.
- **Manufacturers:** Companies across sectors such as automotive, electronics, and consumer goods aiming to streamline supply chains, reduce lead times, and better allocate resources.
- **Retailers and e-commerce companies:** Businesses that require agile and efficient supply chains to meet increasing customer demands, avoid stockouts, and ensure on-time deliveries.

Why Customers Would Be Willing to Pay
- **Cost Reduction:** Significant savings from optimized routes, reduced waste, better inventory management, and lower transportation costs.
- **Increased Efficiency:** Real-time data, predictive analytics, and optimization algorithms help streamline operations, reduce manual work, and prevent costly errors or delays.
- **Sustainability Benefits:** Growing regulatory and consumer pressure for sustainability is addressed through carbon footprint tracking and logistics optimization, providing a competitive advantage.
- **Improved Collaboration:** Enhanced coordination among stakeholders in the supply chain reduces friction and improves overall performance.
- **Scalability:** Suitable for small businesses aiming to grow and large enterprises with complex logistics, with the platform evolving alongside customer needs.

Competitors
The logistics and supply chain software market is competitive, with key players including:

1. **SAP Integrated Business Planning (IBP):**
   o *Strengths:* Market leader with deep ERP integration, offering comprehensive supply chain analytics and forecasting.
   o *Weaknesses:* Complex, expensive, and challenging for smaller companies to implement.
2. **Oracle Supply Chain Management (SCM):**
   o *Strengths:* Robust, scalable, and strong in data integration and logistics management.
   o *Weaknesses:* High cost and complexity, less agile compared to newer cloud-based solutions.
3. **Transporeon:**
   o *Strengths:* Cloud-based transport management with real-time shipment data and carrier optimization.
   o *Weaknesses:* Focuses only on transportation, lacking full logistics process coverage.
4. **FourKites:**
   o *Strengths:* Excellent real-time shipment visibility and predictive analytics.
   o *Weaknesses:* Lacks deep machine learning predictive planning integrated into full logistics management.

Advantages of Our Solution
1. **Comprehensive End-to-End Logistics Management:** Unlike competitors focusing only on parts of the chain, our platform integrates warehouse management, order fulfillment, and transportation optimization for full supply chain visibility.
2. **Machine Learning and Predictive Analytics:** Advanced algorithms provide not only real-time insights but also anticipate disruptions and recommend prescriptive actions.
3. **Sustainability-Focused:** Built-in carbon footprint tracking and fuel optimization help companies meet environmental regulations and consumer expectations.
4. **Seamless Integration:** Designed to work smoothly with existing logistics systems, reducing adoption barriers and infrastructure overhaul needs.
5. **Scalability and Flexibility:** Our SaaS platform scales from SMEs to multinational corporations, with tiered pricing and customization to fit diverse needs.

Disadvantages
1. **Initial Setup Costs:** Learning curve and setup expenses may be significant, especially for companies with complex logistics infrastructures.
2. **Dependence on Data Quality:** The platform's success depends on consistent, high-quality real-time data; poor data quality can reduce accuracy.
3. **Competition from Established Players:** Large incumbents like SAP and Oracle have strong market presence and customer trust, posing entry challenges.

Why Our Innovation Will Succeed
1. **Market Demand for Sustainability and Efficiency:** Logistics companies face growing pressure to reduce costs and environmental impact—our solution addresses both.
2. **Technological Advancements:** AI, machine learning, and cloud computing enable capabilities that legacy systems cannot match.
3. **User-Centric Design:** Easy-to-use platform that integrates with existing systems without requiring a full overhaul.
4. **Strong Value Proposition:** Comprehensive, integrated solution that improves efficiency, cuts costs, and promotes sustainability.
5. **Scalability:** Platform grows with businesses, supporting expansion into new markets and increased logistics demands, ensuring long-term retention.

Conclusion
Despite strong competition, our integrated, sustainable, and data-driven logistics platform offers a unique and

compelling solution for companies aiming to optimize their supply chains and meet increasing industry demands.

5. **Broad Impacts**

Impact on Society

Our innovation addresses the growing need for more efficient, transparent, and sustainable logistics in a globalized economy. The societal benefits include:

- **Improved Access to Goods:** By optimizing supply chains, we help make products more affordable and accessible, especially benefiting underserved or remote areas through reduced delivery times and costs.
- **Equity in Logistics:** Small and medium-sized enterprises (SMEs), which often lack resources to compete with larger firms, gain access to a scalable solution that levels the playing field, enabling local businesses to compete globally and foster market diversity and innovation.
- **Better Supply Chain Transparency:** Our platform enhances visibility in logistics operations, reducing inefficiencies and building trust between consumers and businesses. This supports increasing consumer demand for ethical sourcing and product traceability.

Environmental and Climate Impact

Our solution promotes sustainability and reduces the carbon footprint of logistics operations through:

- **Carbon Footprint Reduction:** Optimizing transport routes, minimizing waste, and improving load efficiency reduce fuel consumption and emissions. Predictive algorithms help anticipate demand changes and optimize vehicle use, cutting unnecessary trips.
- **Sustainable Warehousing:** Improved inventory management reduces overstocking, thereby limiting unnecessary production and waste. Enhanced warehouse operations lower the environmental impact of idle goods and associated manufacturing emissions.
- **Alignment with EU Green Deal:** Our platform supports the EU's goal to become climate-neutral by 2050 by helping logistics companies reduce emissions and improve efficiency, contributing to supply chain decarbonization.
- **Resource Efficiency:** By optimizing the use of vehicles, fuel, and warehouse space, we help businesses use raw materials more efficiently and reduce waste—key factors for sustainable supply chains.

Impact on Job Creation

Our platform will foster job creation across multiple sectors:

- **Technology Jobs:** Growth of our platform will create high-tech positions in software development, machine learning, data analytics, and cybersecurity.
- **Green Jobs:** Increasing demand for sustainability expertise will generate roles focused on carbon management, resource optimization, and compliance, supporting businesses transitioning to greener practices.
- **Logistics Jobs:** More efficient operations enable business expansion, potentially increasing jobs in warehouse management, fleet coordination, and supply chain optimization.
- **SME Growth:** By empowering SMEs to compete more effectively, our platform supports small business expansion, which is a major driver of local employment and entrepreneurship.

Alignment with EU Policy

Our innovation aligns closely with key EU policies:

- **Digital Transformation:** By enabling the digitalization of supply chains, our platform supports the EU's vision for a Digital Single Market and a thriving digital economy.
- **Green Deal and Circular Economy:** We contribute to the EU Green Deal by helping reduce carbon emissions, optimize energy use, and minimize waste, supporting the transition to a circular and resource-efficient economy.
- **Horizon Europe and Innovation:** Our cutting-edge SaaS solution, leveraging AI and machine learning, aligns with the EU's goals to foster innovation and build a competitive, sustainable economy.

Conclusion

The impacts of our innovation extend well beyond logistics efficiency. It has the potential to drive positive societal change, reduce environmental harm, foster economic growth, and support long-term sustainability goals. By tackling inefficiencies, waste, and sustainability challenges in global supply chains, our solution benefits businesses while contributing to broader ambitions for a sustainable, equitable, and prosperous future.

6. Team and Management

Team Member	Gender	Founder (Y/N)	Position - Department	Key Competences
Ernesto	Man	Y	Project Leader / CEO	Project management, leadership, vision, stakeholder management
To be hired	Man/Woman/Non-binary	N	CFO / Financial Controller	Financial modeling, controlling, ROI, BCR, CLV, CAC
To be hired	Man/Woman/Non-binary	N	CTO / Head of Digital Transformation	Tech architecture, interoperability platforms, innovation strategy
To be hired	Man/Woman/Non-binary	N	GIS & Data Operator / QlikSense Expert	Geodata analysis, asset management, data visualization
To be hired	Man/Woman/Non-binary	N	IT System Architect / Cybersecurity	IT infrastructure setup, cybersecurity, platform architecture
To be hired	Man/Woman/Non-binary	N	Scrum Master / Agile Coach	Agile methodology, sprint planning, team coordination
To be hired	Man/Woman/Non-binary	N	Energy Manager / Smart Energy Engineer	Energy efficiency, smart grids, renewable energy integration
To be hired	Man/Woman/Non-binary	N	Technical Project Support	Gantt planning, technical execution, permits, site coordination
To be hired	Man/Woman/Non-binary	N	Industrial Plant Expert	Planning, operation, and optimization of industrial infrastructures
To be hired	Man/Woman/Non-binary	N	Sales & B2B Development Manager	Customer acquisition, strategic sales, key account management
To be hired	Man/Woman/Non-binary	N	Corporate Communications	Corporate communication, PR, media relations, brand positioning
To be hired	Man/Woman/Non-binary	N	EU Grants & Subsidy Manager	EU funding applications (Horizon, CEF, LIFE), impact reporting
To be hired	Man/Woman/Non-binary	N	Legal Advisor	Contract management, regulatory compliance, international negotiations
To be hired	Man/Woman/Non-binary	N	Accountant / Project Controller	Financial accounting, CAPEX/OPEX monitoring, project billing
To be hired	Man/Woman/Non-binary	N	Real Estate Advisor / Site Manager	Location selection, negotiation, logistics site management
To be hired	Man/Woman/Non-binary	N	HR Manager	Hiring, firing, payroll management

7. Funding Request

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PCI – Project of Common Interest

Project Name: PHL

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CLV – Customer Lifetime Value

- **Clients per Year:** 59

- **Average Revenue per Client/Year:** €4,250,000

- **Customer Lifetime (avg):** 8 years

- **Total CLV (estimated): €1,180,391,360**

   This demonstrates the project's long-term monetisation potential and customer retention performance.

CAC – Customer Acquisition Cost

- **Annual Marketing Spend per Client:** €472

- **Total Annual Marketing Investment:** €27,848

   CLV to CAC Ratio:

   For each euro spent on acquiring a client, the project generates over **€42,400** in lifetime value — an exceptional efficiency ratio.

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Investor Brief

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The PHL project is a high-yield, scalable infrastructure and tech venture targeting strategic European markets. It combines smart grid logic, project digitization, and multi-country financial orchestration. With a conservative 25.05% ROI, a massive €1,180,391,360 in Customer Lifetime Value, and top-tier revenue efficiency, it presents strong fundamentals for VC investors focused on impact, scale, and resilience.

The business model shows resilience and attractive long-term value, with lean customer acquisition and diversified revenue channels. PHL is positioned not just as a product — but as a platform for energy, logistics, and capital orchestration in the green and digital era.

8. Return on Investment (ROI)
ProjektHubLogistik (PHL) offers a wide range of premium services in logistics consulting, maintenance contracts, and strategic project development. These services form the foundation of the business model and revenue streams, providing a compelling return on investment (ROI) for stakeholders and investors.
Financial ROI Overview
- **Expected ROI:** 25.04%

- **Customer Lifetime Value (CLV):** 8 years
- **Revenue Model:** Based on a diversified portfolio of high-value consulting and operational services

Service & Pricing Catalogue (Preisliste und Dienstleistungen)

#	Service Description	Price (€)
1	CV, Cover Letter, and KMK to DKP	€450
2	GIS or QlikSense Setup/Consulting	€1,350
3	Daily Office Consultancy (2h/day)	€6,850/month
4	Impact360 Package – 5 WEVW social media posts	€10,000
5	Declarations & Forms Package (Declaration of Honour, Power of Attorney, AIF)	€30,000
6	Gantt Chart and Project Timetable	€40,000
7	10 Project Applications (HE2020 or AZA)	€50,000
8	Full Startup Competition Support (from application to award)	€200,000
9	Full Project Service Package	€460,000
10	EU Funding Documentation	€675,000
11	Amazon Global Logistics – Full Services Package	€790,000
12	CINEA Package	€3,100,000
13	IT Systems & Applications Package (48-month contract)	€5,000,000
14	Japanese Technical Assessment for German Market (JTAGM)	€7,200,000
15	SEPA Banking Administration & Compliance	€50,000,000
16	Strategic Project Lifecycle Package (Entry-Core-Exit)	€248,000,000
17	Taskforce of 167 Executives (2030–2050 Logistics Strategy)	Upon Request

Note: All prices include 19% VAT negotiations, leadership commissions, and other specific costs. Materials and service descriptions are included. Budgets are negotiated in advance, and materials/services are procured in direct consultation with the client. No materials or equipment will be returned after service completion.

Logistics Consulting Services

- Custom logistics optimization tailored to company-specific requirements
- Storage and shipping solutions planning and implementation
- Inventory and warehouse management systems setup and performance monitoring
- Transport optimization to reduce cost and lead time
- Project management for logistics projects, including end-to-end execution
- Individual strategy consulting focused on tailored logistics goals

Maintenance Contracts

- Routine maintenance and system checks
- Emergency repair services (24/7)
- Employee training and system usage optimization
- Safety and efficiency workshops
- Data management and disaster recovery planning
- System performance analysis and continuous improvement consulting
- Full support including reporting, troubleshooting, and strategic advising