Digitizing the world's field operations with data power!

#AgendaEconómica

STARTUP CHILENA INGRESÓ A IMPORTANTE PROGRAMA EN EE.UU.

VIVO

CNN CHILE

CNN CHILE.com Senadores proponen reforma constitucional para renuncia de Rojas Vade   08:20

home.eskuad.com   Portland ME   🐦 📘 📷

Technology   Software   B2B   Minority Owned   Operations

LEAD INVESTOR ⌄

Jon Tandarich

I invested in Eskuad because their product made sense to me. It was surprising to hear that many in the natural resource industry were still using pen and paper while out on the job leading to inefficiencies. Investing in people is also important to me. I was fortunate enough to spend some time with the Eskuad team and was impressed by the passion and drive that the CEO and founder, Max, had when it came to his company and what they were trying to accomplish. I believe there is a tremendous opportunity for them to scale their product into various industries. I am excited to be a part of the company and watch them grow as they begin to close deals.

Invested $30,000 this round

Highlights

1   📝 Field workers operate in remote areas collecting loads of data, most of them using pen and paper.

2   🏆 We won the most innovative solution Award by Start-Up Chile!

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3   👷 We have software skills, field operations, and start-up experience, including 2 exits.

4   🔥 We are a Techstars-backed company! 85% of their portfolio is successful!

5   🌱 We have 4 customers in natural resources field services and users in America and Chile

6   📈 The total addressable is $1.4B in America and bigger worldwide.

7   🚀 We just launched our Beta Version, and we have 100 users.

Our Team

Max Echeverria   Founder & CEO

Internationally Awarded Founder & CEO. He created an accelerator that was ranked nº1 in Chile for college-level startups, where he impacted 6000+ students in less than 3 years, launching new companies each term. Exited 2 previous startups.

Because we all grew up surrounded by field workers who needed to be out on the field working and collecting data for management, and process improvement. The problem is that they spend hours after office hours working instead of sharing with their kids... those kids were some of us.

Donald Inostroza Co-founder & CTO

Responsible for the design and development of one of the key innovations in Chilean wire transfers using mobile apps. Because of that, he served banks in America, Chile, airlines, and tv stations. Started 2 previous companies.

David Osorio Co-founder & Lead Sofware Developer

Has created a processes automation software for forestry. Also has built rental software for soccer fields and inventory, and a listing system for events. Which has been widely used nationally although he was the only developer behind the systems.

Pitch

eskuad.
Field Data Platform

Max Echeverria - Founder & CEO

Background
What's it like for field operators

Field operators across industries need to organize teamwork, collect data, and create reports.

Despite investments in modern machines and equipment, productivity has stagnated over the last 20 years, due to a lack of digital tools built for this unique type of work.

Source: McKinsey & Company Report   -CONFIDENTIAL-   1
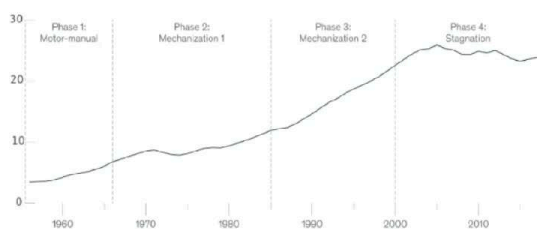
Source: McKinsey & Company Report

What's it like for field operators

Field operators across industries need to organize teamwork, collect data, and create reports.

Operators work:
- spread out in remote and large areas
- without reliable internet service
- in harsh conditions
- with gloves and other heavy equipment

....as a result, they consistently return to tried and true paper solutions despite any new software or technologies released in the market.

Current solutions lead to:
- Bad reporting
- Miscommunication
- Inefficient planning

...resulting in a **20% increase in operational costs.**

Field operators are responsible for environmental surveying and management, these problems can lead to catastrophic results and massive liabilities.

Source: McKinsey & Company Report

There is a struggle to find solutions that adequately meet the needs of Field Operators as well as Software Teams

Software Team Friendly	vs	Field Operator Friendly

SAP **ORACLE**
DataScope **Click** A Salesforce Company
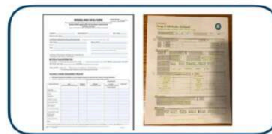**Google Forms** **PRONTOFORMS**

Digital
- Either Expensive or not reliable for Field Ops.
- Too complicated for field operators- bloated features
- Takes a lot of time to set up and deploy. Hard to setup/configure
- Requires fast internet connections to work well
- Not mobile friendly

Paper
- Lacks functionality needed by software and operations teams
- Takes significant time to translate paper forms and data collection to digital
- Translating data to digital leads to many errors

They require better connectivity, better data capturing processes, analytics and forecasting, and predictive models.

All these tools are excellent, they have empowered workers in many places. But when it comes to field workers in the middle of nowhere it all falls apart.
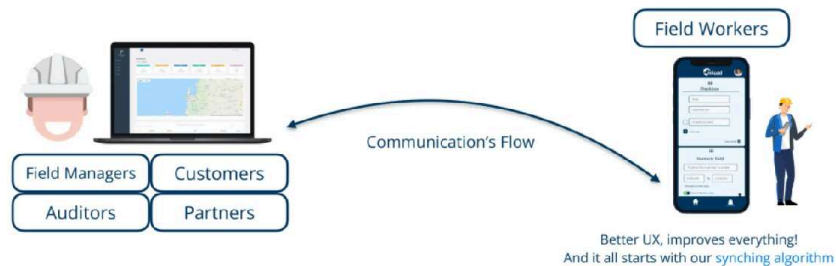
*This is based on our user experience and testimonials by users in our target market.

A mobile-first **field data platform** designed specifically for field operations

We make it easy for field operators to organize their work, collect data, and generate reports; regardless of the conditions of their work.

We also make it easier for management to analyze and predict the future operations.

Field Workers

Communication's Flow

Field Managers **Customers**
Auditors **Partners**

Better UX, improves everything!
And it all starts with our synching algorithm

We help workers collect data in real-time, and deliver it without worrying about connectivity, or synching.

We create the features, Companies customize as they need!

1. **Fast Implementation**
   - Forms can easily be created and accessed directly from the app
   - Simple API if they already have custom software/digital solutions
2. **Unique seamless offline functionality**
   - Custom algorithm opportunistically syncs/uploads data with as low as an unreliable service signal.
3. **Mobile first operability custom workflows and templates**
   - Collect data manually and automatically, data is captured in real time!
   - It doesn't depends on internet service quality

Basic	Pro	Enterprise
$0	$25	$40
per user per month	per user per month	per user per month
1-5 Users	5+ Users	Unlimited Users
	Advanced Team Work Features	Quantity Discounts
		Unlimited API Calls

*This is our target price, it can be affected by different circumstances related to changes in the market.

Team
Get to know our Squad

Max Echeverria in
CEO and Founder
- Experienced Chilean entrepreneur with two successful exits
- Master's degree in Industrial Engineering
- Career focused in innovation and operations research for forestry and mining.

Donald Inostroza in
CTO
- Accomplished software engineer with 15+ years of both startup and corporate experience
- Previously served as a CTO and Co-Founder as well as a lead software developer overseeing large teams at multinational corporations.

Board of Directors

Rachel McCarthy in
Counsel & CFO
Cisco and IBM acquired companies
Webhire (IPO)

Mike Daoust in
Global Managing Director
Chrome Enterprise, Google

Techstars M.D.

Lars Perkins in
Founder Webhire (IPO) & Picasa
Former Director, PM Google

Accelerators + Partners

techstars_ **ST>RT-UPCHILE**

aws CTO Fellowship

Google for Startups
Founder's Academy

GOODiE NATION
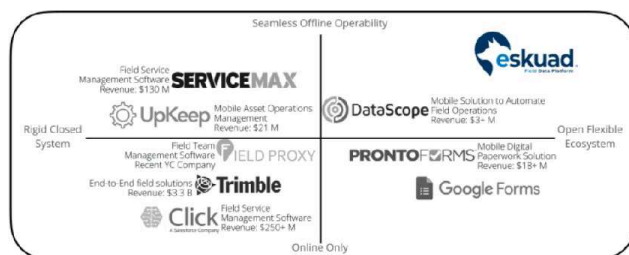
mongoDB. FOR STARTUPS

We won the **Most Innovative Solution award** at **Start-up Chile's Ignite 1** (2021), we got accepted into **The Roux Institute Techstars Accelerator** (2021), Donald is an alumnus of AWS' CTO Fellowship 2022, and Max successfully participated in **Google Founders Academy** 2022.

Competition
Eskuad is the first solution built specifically for field workers

Competition's Approach	vs Eskuad's
Designed for IT	**vs Designed for Field Workers**
Top-down & roll-out	**vs Bottom-up adoption**
Owning Workflows	**vs Open ecosystem**
RIP & Replace	**vs Live side-by-side**
Premium Price	**vs Fair Price**

Seamless Offline Operability

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Field Service Management Software **SERVICEMAX**
Revenue: $130 M

UpKeep Mobile Asset Operations Management
Revenue: $21 M

DataScope Mobile Solution to Automate Field Operations
Revenue: $3+ M

Rigid Closed System

Field Team Management Software **FIELD PROXY** Recent YC Company

PRONTOFORMS Mobile Digital Paperwork Solution
Revenue: $18+ M

Open Flexible Ecosystem

End-to-End field solutions **Trimble**
Revenue: $3.3 B

Google Forms

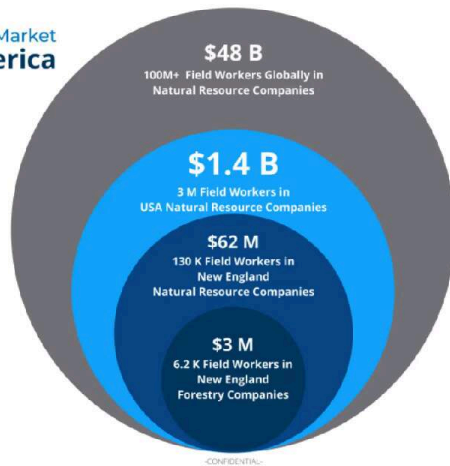**Click** Field Service Management Software
Revenue: $250+ M

Online Only

We have been testing our bottom-up adoption with our newest version, and guess what? **It is working! We just closed a corporate customer with this strategy.**

*This is based on our user experience and testimonials by users in our target market.

Total Addressable Market
$1.4 B in America

$48 B
100M+ Field Workers Globally in
Natural Resource Companies

$1.4 B
3 M Field Workers in
USA Natural Resource Companies

$62 M
130 K Field Workers in
New England
Natural Resource Companies

$3 M
6.2 K Field Workers in
New England
Forestry Companies

-CONFIDENTIAL-

Sources: **DataUSA + Bureau of Labor Statistics & Other**, **Techstars Report**,
Techstars Report Presentation

Traction
Our Customers

- 2 Countries: Chile + USA

- 5 Verticals: Forestry, Agriculture, Mining,
  Maritime + Shipping Operations,
  Environmental Management

- 150+ Users

- 500+ Forms

- 1000+ Monthly reports

Users - by Country			Users - by Platform -	
COUNTRY		USERS	PLATFORM	USERS
Chile		115	Android	124
United States		41	iOS	44
			web	24

Eskuad deployed in
the field

-CONFIDENTIAL-

We have more users testing the app, and we expect to convert some of them into
use cases and then business cases when companies decide to use our solution as
corporate customers.

Testimonials

badinotti
GROUP

arauco

Randolfi Price

"With Eskuad, we have made our
administrative work much easier to
complete, and as such find it much
easier to send our client reports in
a timely manner.

The team has saved up to 2/3 of
the time they spent recording their
progress and submitting it for
processing. They can now spend
their time on the job, improving
their productivity and increasing
their morale. "

15% Savings in Operation Costs

"We originally selected Eskuad as a
tool to eliminate paper, digitize our
data, and reduce transcription
problems.

Once we implemented the system,
we realized we could also use it to
measure and manage employee
productivity, data quality, and the
safety of our field teams.

Eskuad is easy for our whole team
to use and has become our most
valuable tool for field operations."

20% Savings in Operators' Time

"Eskuad is a very user friendly
system. When workloads and
stress increase having a system to
easily enter information and create
reports is really helpful. Eskuad
helps generate data, providing
useful visibility into the work
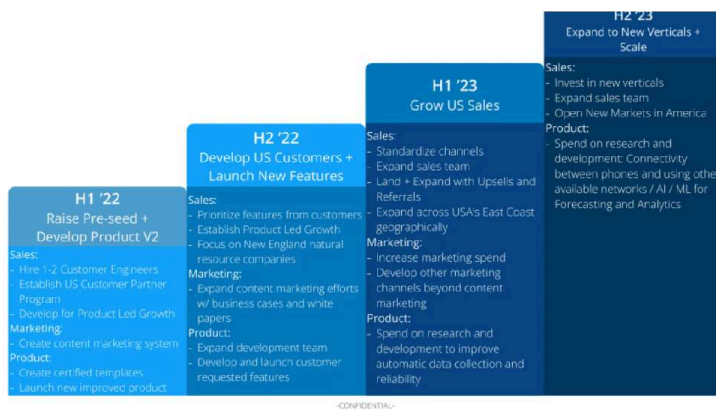happening in the field.

Whenever I use it i can easily login
without any problems and have
access to all the information I
need."

All their processes automated

Ignacio Duran
Project Engineer

Cristian Duran
Forest Manager

Fernanda Campos
Administrator

Our current customers are happy, they are getting more value than expected!

Go-to-market strategy
Roadmap

When we raise, we expect to execute our plan, which consists of creating our marketing system using business cases. In order to do it, we will need more customer partners.

When we have enough users, we will start working on improved connectivity features and forecasting and analytics for our customers.
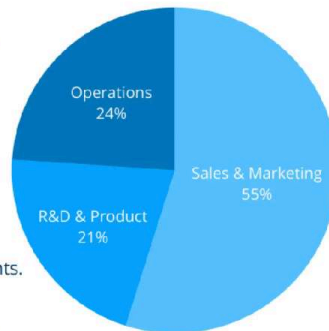
*We can't assure these future projections.

We will need to hire people and establish a Customer Partner Program, in order to prioritize what features are most important and how they should operate.

*Our goals are based on our current operations, and the percentages are approximations.

We invite you all to join our squad and help us digitize the world's field

operations.

Max Echeverria - Founder & CEO