



Transcend

Generative Design SaaS for Critical Infrastructure

Investor Presentation
2023

Solving the root cause of the climate crisis: poor planning = unsustainable infrastructure

We believe Transcend directly addresses the systemic issues that cause climate change to build a new foundation for the infrastructure of the future.

Our vision is that TDG will be used by every major stakeholder in ANY critical infrastructure project; helping them find the root cause of system flaws, unlock engineering bottlenecks, and press 'reset'.

By freeing up time and capital for the smartest planning, engineering, and construction minds, we enable them to evaluate a multitude of critical infrastructure options and scenarios that focus on sustainability, affordability, and resiliency to build a climate positive future.

We have a once in a generation opportunity to design our future critical infrastructure with a refreshed approach and provide equitable access to technologies that can positively impact the frontline communities who need them the most.

Transcend Enables the Infrastructure Renaissance

Forbes

Our Infrastructure Renaissance
- How To Seize Real
Opportunity?

"Your grandfather's slow and steady infrastructure business will become one of the most dynamic businesses on earth."

THE PROBLEM

THE SOLUTION

- The world's critical infrastructure (water, power, transportation, buildings) will require \$9 trillion in new investment by 2025 to support the global population.
- Climate change makes it difficult to design & build infrastructure that can withstand future unpredictability
- Traditional (manual) design methods are costly and time-consuming, leading to difficulty in budgeting and limited ability to innovate and integrate already existing solutions.
- As a result, our current infrastructure lacks resilience to repair our broken planet and sustain our quality of life

- Transcend is uniquely positioned to take advantage of the over \$1 trillion in committed government spending on critical infrastructure to prepare for climate change.
- Transcend's mission is to transform the way infrastructure is assessed and designed
- Transcend gives capital planners and engineers the time and resources to evaluate innovative technologies & sustainable design approaches
- By driving down the costs and resources required in the preliminary design stage, Transcend will help bring the infrastructure industry into the 21st Century

Transforming Infrastructure Design



- Transcend's Design Generator (TDG) is a cloud-based generative design platform that automates the preliminary engineering process for critical infrastructure projects.
- TDG generates professional grade preliminary engineering documents - 30% of a complete design - with no human intervention
- The software uses a proprietary data structure and sustainability focused design methodologies to complete all required calculations and instruct EXISTING industry-standard engineering software tools (simulators, CAD, BIM, etc.) to generate optimized outputs
- TDG designs are generated faster and with fewer resources compared to traditional processes, reducing costs and speeding up project cycles and freeing up resources to consider more options prior to setting a project budget.

TDG users have generated over 12,000 designs for vertical assets to date

Transcend is a generative design SaaS company helping the world design and build critical infrastructure more efficiently.

Our intuitive, cloud-based design platform, the Transcend Design Generator (TDG), fully automates the preliminary engineering of water, power, and other traditionally complex and hard-to-design vertical assets.

Target Customer Segments

**Asset Owners/
Utilities**



BRK Ambiental and Scottish Water logos.

Technology OEMs



xylem and DUPONT logos.

**EPCs (Engineering/
Procurement /
Construction) and
Consultants**



BLACK & VEATCH and Stanley Consultants INC. logos.

Current Target Verticals

**Water/Wastewater
Treatment Plants**

>\$5B Global TAM/
~\$1.2B US TAM

**Electrical
Substations**

>\$2B Global TAM/
\$550M US TAM



85 Talented & Passionate Transcenders

45+ Product, Engineers, & Developers



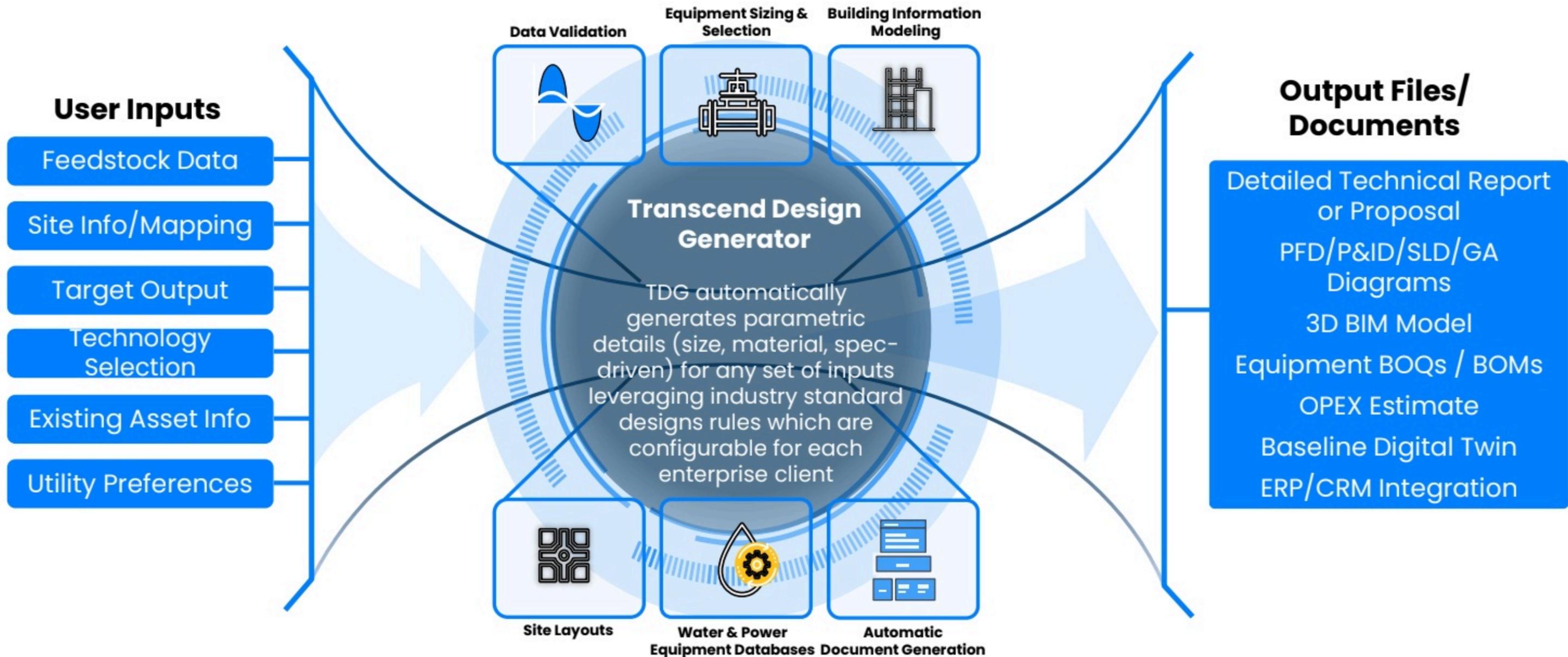
Founded in Dec 2019



HQs in Princeton, NJ & Product/Dev team in Budapest, Hungary

Experience across a **wide range of MNCs** (GE, Microsoft, etc.) and **technology startups**

TDG: months long capital planning processes completed in hours



TDG Virtual Demo:

Designing an entire treatment facility in 5 minutes



[Link to Demo Video](#)

TDG Product History: 10+ years in the making



Created to solve a real business need prevalent across the industry

Ideation to Product Launch

- Software POC started as internal tool for wastewater engineering & technology company (Organica Water)
- Completed V 1.0 to automate design of Organica-powered WWTPs
- Integrated engineering team into software development and QA/QC

Product-Market Fit Validation

- Utilization by Organica commercial and engineering teams (2014+)
- Addition of other wastewater technologies/unit processes (2015+)
- ~2000+ designs run

Commercial Validation

- Product registration opened to 3rd party ESPs and Organica License Partners
- Launched V 2.0 and migrated to an improved AWS environment
- 4000+ designs run

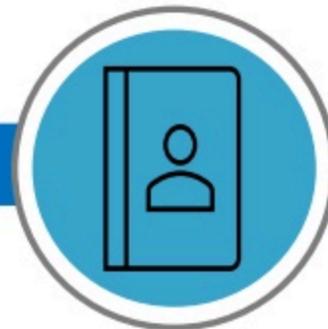
Spin Out and Seed Financing

- TRANSCEND Brand Release
- Hired first dedicated employee (Adam Tank)
- Spin Out and complete separation from Organica (Dec 2019) and initial seed financing

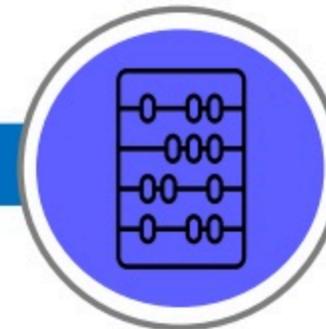
2011-2013



2014-2016



2017-2018



2019-2020



Five Core Differentiators



Transcend's Vision

Be the #1 Player Driving the Change from Manual to Generative Design in Critical Infrastructure Industries

Product-Led Growth



Product development focused on building features and functions that ensure TDG supports design of facilities that solve **the MOST pressing problems** faced by Asset Owners in the industry

Be THE Leading Voice



Through innovative content marketing and presence at high-visibility industry events, **be THE leading voice** promoting the benefits of generative design to ALL stakeholders in the industry

Clear ROI



Drive value and assist in accelerating the change through **clear ROI calculations** and success metrics for customers. Publish these ROI figures whenever possible to **SHOW** (not tell) the tangible benefits of generative design

Land and Expand Sales Strategy



Transcend represents a **MASSIVE** change in infrastructure design: from **weeks or months to hours**. We go on this journey **WITH** our customers, helping them adapt & transform with the best sales and CS team on the planet

Keep our Software Clean and Scalable



To generate designs this complex, we have a **highly advanced tech stack**. We continuously invest in the core back end, refactor as we grow, avoid shortcuts, and leverage the latest technologies and frameworks. Internal training and learning is part of our DNA

Purposeful Work

Transcend Company Values

Customer Journey

Thinking Together

Quality Matters

Smart Flexibility

Embrace Change

Three Target Customer Segments within Each Vertical

Asset Owners/Utilities

- Must consider alternatives for capital planning of asset base
- Typically do work in-house or pay 3rd party engineering firms
- Key influencer/decision maker controlling 100s of Mil or Billions of investment
- Cost for a SINGLE design option is substantial
- Prefer to consider multiple alternatives to reduce risk and maximize ROIC, but this is cost prohibitive currently
- Highest ROI of any segment, as they directly own, invest, & spend \$\$ in capital projects

EPCs/Consultants

- Typically hired by Asset Owners to evaluate options
- Sometimes bill for services by the hour like a lawyer or accountant
- TDG fully automates a portion of the work they bill for today
- Their industry will be completely transformed by generative design, but in early stages of disruption
- Typically have large IT budgets for software (CAD/BIM) to provide value to their customers

Technology OEMs

- Sell engineered equipment (membranes, breakers, etc.) that is key part of a facility
- Must provide preliminary design to EPCs/Owners
- Sales engineers are typically a bottleneck in sales process
- Leverage TDG to bid on more projects, faster, with more detail, at lower cost
- Most interested in the ACCESS Transcend provides them directly to owners that will ultimately buy their technology/ equipment

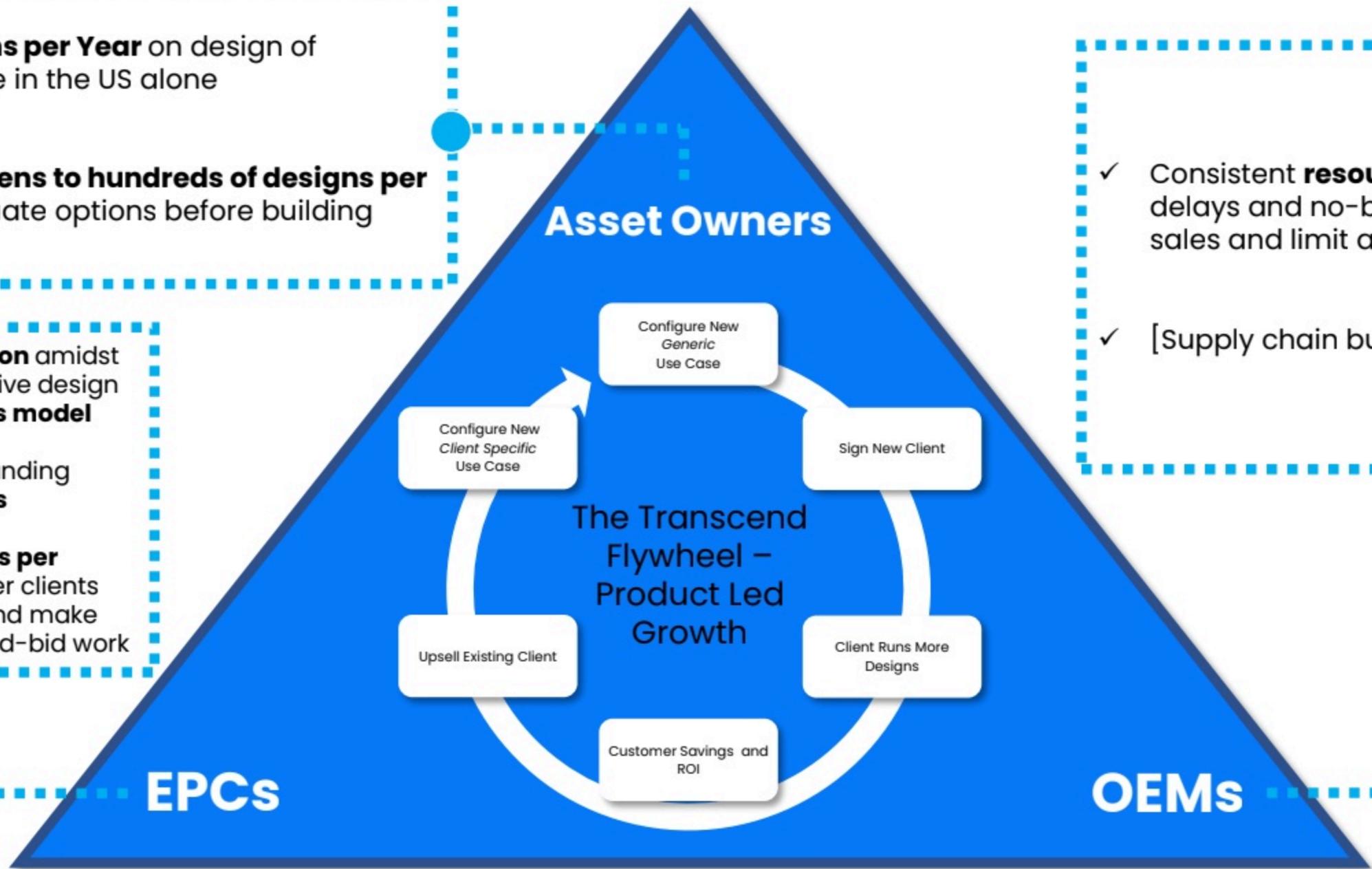


Substantial ROI for Each Customer Segment

- ✓ Spend **Billions per Year** on design of infrastructure in the US alone
- ✓ Must run **dozens to hundreds of designs per year** to evaluate options before building

- ✓ Consistent **resource limitations** cause delays and no-bids that result in lost sales and limit ability to grow
- ✓ [Supply chain bullet point]

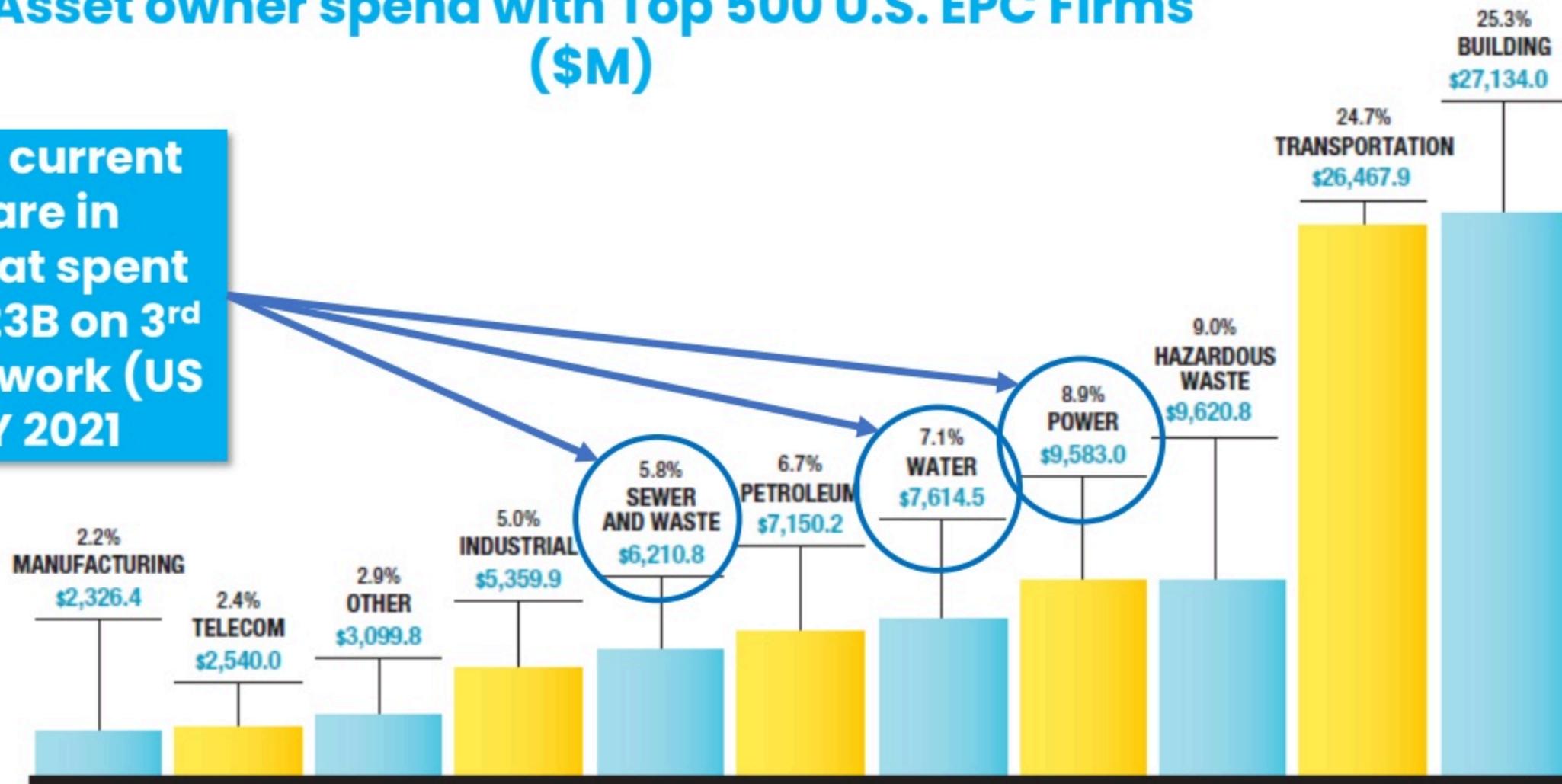
- ✓ After **decades of consolidation** amidst limited competition, generative design is **threatening their business model**
- ✓ Customers are rapidly demanding **outcomes, not billable hours**
- ✓ TDG saves **hundreds of hours per design**, allowing them to offer clients more options/alternatives and make much higher margins on fixed-bid work



A Massive Market Opportunity: Asset Owners Spend \$107B on 3rd Party Design Work in the US Alone

Asset owner spend with Top 500 U.S. EPC Firms (\$M)

Transcend's current verticals are in industries that spent more than \$23B on 3rd party design work (US only) in FY 2021



Source: ENR 2021 Top 500 US Design Firms (FY'21)

Vertical Expansion Offers Significant Upside to Financial Projections

Placeholder for product roadmap, financial projections per vertical



OEM Use Case – XX Customer

Company Overview

- **XX** is unmatched in global reach, industry experience, and expertise. Product portfolio includes many water/wastewater treatment technologies
- ~1k+ employees, \$xB+ revenue

Key Results – Happy Employees, Meaningful ROI

- The tool has reduced the time to produce standard budgetary proposals by 50% (3 days to 1.5 days)
 - With 200+ proposals run to date, it's 300 days of engineering time saved
- AE team down to 10% of time (from 60%) spent on budgetary proposals, increasing capacity significantly within existing team

"As more of the sales team adopts TDG, I can spend more time on complex design projects...TDG is helping us scale our sales operations and better meet our customers' needs."

– Customer Quote

"Thank you for making my life easier when generating budgetary proposals."

–Customer Quote

The Global Proposals Challenge

- Engineering teams were spending too much time on simple preliminary proposals and not enough time on complex, cost-recoverable or billable work.
- Global teams use a variety of engineering and design tools, leading to high variability and quality of engineering outputs.
- Executive leaders share vision for digital-first mindset, but difficulty in executing as a hardware & services company

Upsell/Cross-sell Potential/Results

- Contract started for one product line
- Transcend continuously improved XX Designs based on the team's feedback.
- Based on XX success, customer agreed to an upsell to add two technologies in mm/yy
- Two other product lines already identified for future upsell opportunities, with customer team asking for timeline

The Transcend Team: Seasoned Infrastructure Investors, Engineers, & Technologists

Ari Raivetz
CEO & Founder



- Fmr. CEO of VC backed water tech start-up
- Previously lead PE at pioneering cleantech VC
- Fmr Equity Analyst (BofA)
- ERP/CRM background
- Yale MBA

Adam Tank
Co-Founder and Chief Customer Officer



- Fmr. Founder/CEO of VC-backed & exited water robotics start-up
- Fmr. Dir. Smart Cities for SUEZ North America
- GE Leadership Graduate
- B.S., Microbiology & MBA

Tony Rhine
COO



- 20+ yrs experience in SaaS sales to utilities & engineering industries
- Built sales team at I20Water, promoted to President
- Fmr. Octiv, SESTERTii

Lorenzo Slay
Director, Energy



- Eng. Section leader, 10 yrs. @ Arizona electric utility
- Digital Projects Lead @ largest U.S. nuclear power plant
- B.S., Chemical Engineering

Péter Bohács
VP, Product



- Fmr. Head of engineering and dev at Organica Water
- 10 yrs industrial automation and engineering experience
- Started career at SPX as an Electrical Engineer

Sahil Chaini
Sr. Manager, Customer Success



- Fmr. sales lead @ VC backed water start-up
- Sr. CS manager, PathFactory
- M.A. Duke U., Water Resource Mgmt.

Gábor Kovács
VP, Delivery



- Lead development teams at Fintech and Edtech start ups
- Data oriented fullstack developer w/ 15 years of experience

Select Board Members

Kim Baker
Elemental Excelerator



Alexander Crowell
PureTerra Ventures



John Haesler
Aspen Capital Group

