VERSATILE

Turning Construction into Controlled Manufacturing.

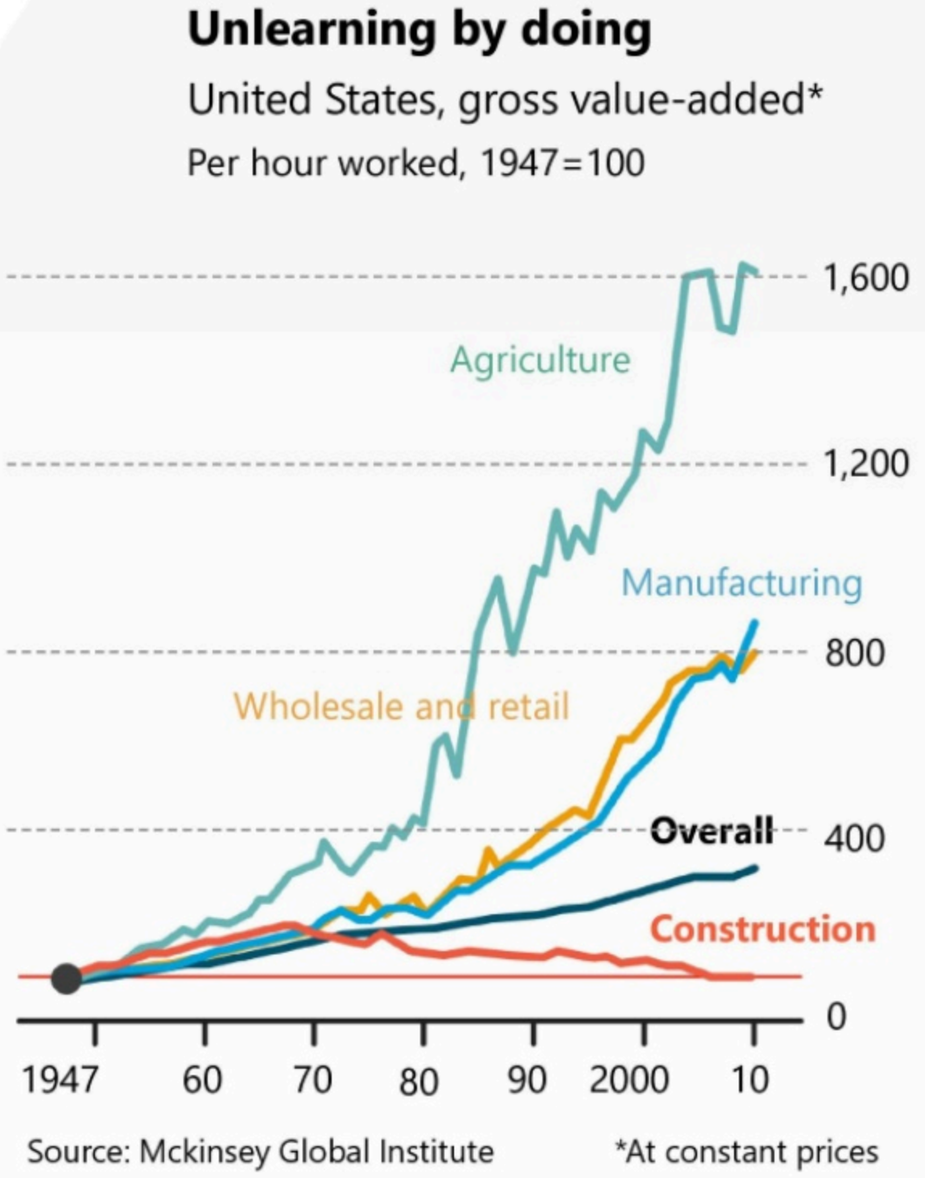
MEIRAV OREN, CO-FOUNDER & CEO

2020

Construction is an uncontrolled, fragmented, and unstructured **manufacturing process.**

$265B is left on the table by General Contractors every year (McKinsey & Company, June 2020)

Tech adoption accelerated!



You can only improve **what you can measure.**

Versatile CraneView is the only way for contractors to collect accurate, transformational production data driving actionable & measurable improvement in productivity, predictability and safety.

30%

Improvement in cycle times (Savings ranges from $186 to $2,849 per minute)

35-45%

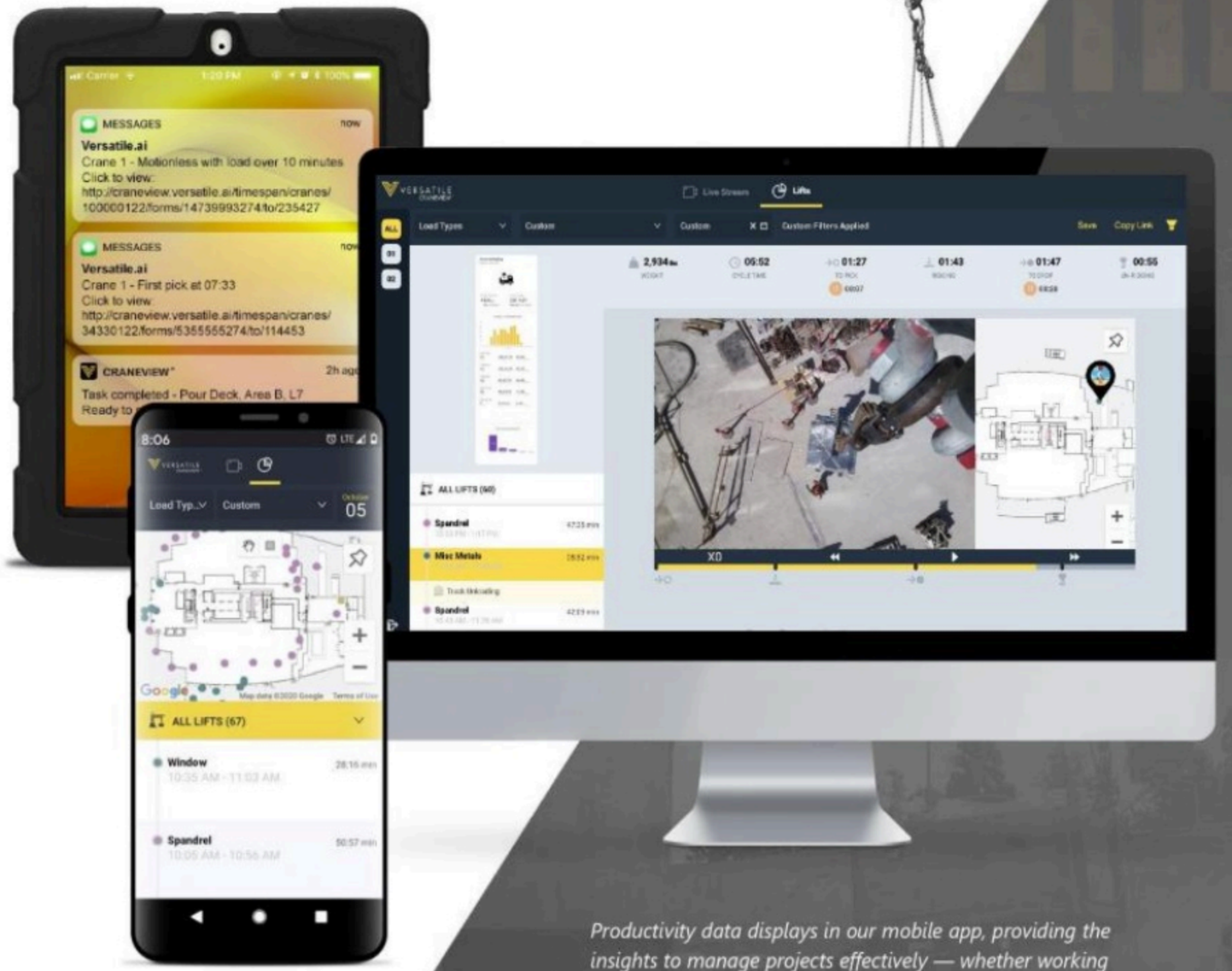
Improvement in forward looking scheduling errors (2 hours per day)

5-6 weeks

Improvement in crane demobilization (Savings ranges from $60K in direct costs to $1M in risk mitigation)

Versatile is adopted because it naturally fits into GC's workflow.

Every jobsite is monitored and improved from its center of productivity—the crane.



Productivity data displays in our mobile app, providing the insights to manage projects effectively — whether working onsite or remotely.

- Link to reports

Here's how it works:

Collect
Site plans, models, and schedules.
(pre-onboarding)

1

2

Install
Versatile device integrates in 5 minutes

Begin collecting data.

3

Interpret
We automatically generate performance reporting for the different users

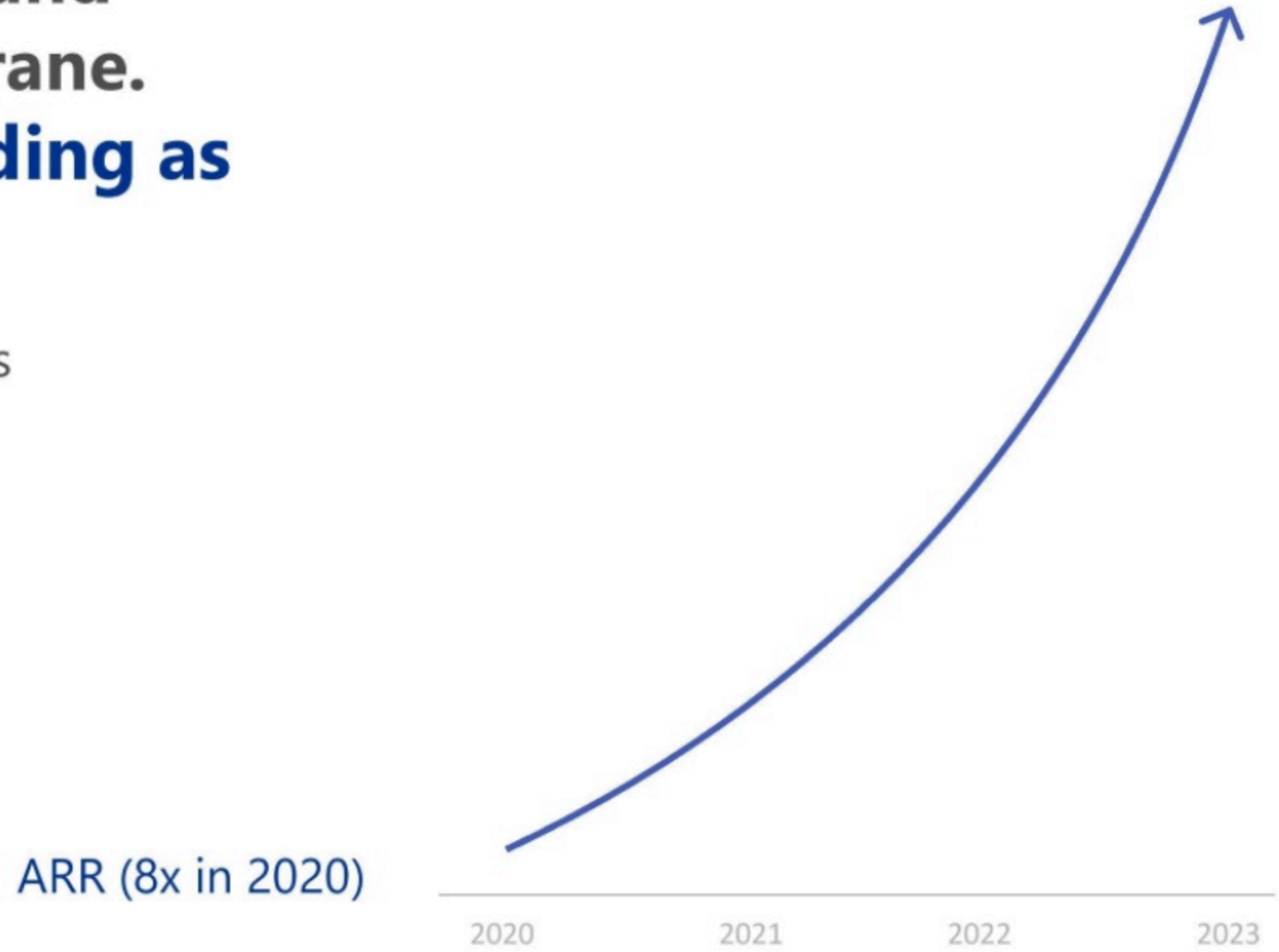
4

Monitor
We automatically notify the user of opportunities in performance or schedule.

Update the plans, models & schedules with actuals.

Our customers rapidly expand their contracts after first crane. **And new, larger deals landing as of March'2020**

Our Land-and-Expand successful strategy is driven by the sticky, opex-heavy nature of the industry and the high ROI-seamless adoption of CraneView in the field

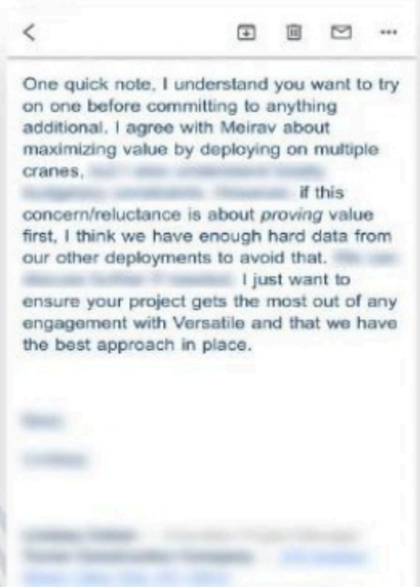


Our customers are our best salespeople.

ENR
Engineering News-Record

Turner Construction Finds Major Productivity Gains in Sensor System for Cranes

CraneView from Versatile uses cameras, sensors and machine learning to uncover hidden insights into how cranes are being used on site


One quick note, I understand you want to try on one before committing to anything additional. I agree with Meirav about maximizing value by deploying on multiple cranes, [redacted] if this concern/reluctance is about *proving* value first, I think we have enough hard data from our other deployments to avoid that. [redacted] I just want to ensure your project gets the most out of any engagement with Versatile and that we have the best approach in place.

[redacted]

The Crosby Group
10,769 followers
4mo

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Versatile's CraneView™, an innovative load bearing and measuring assembly, helps project teams leverage thousands of data points in real time to make smart decisions that impact cycle time, overtime, and crane demobilization. See CraneView at The Crosby Group's CONEXPO-CON/AGG booth on the Festival Grounds (F3686).

#CONEXPOCONAGG2020 #versatile #craneview #tigercrosby #snowfallload #construction #innovation

Taking AI to new heights to enable better job site decision-making. The Crosby Group and Versatile enter into strategic partnership.

Reactions +23

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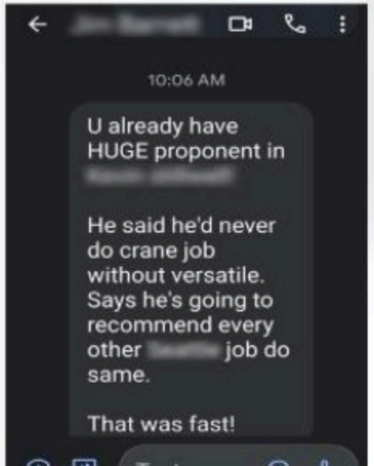
Most Relevant

Steve Elliott LEED AP · 2nd
General Superintendent at Turner Construction Company
3mo

Just getting better all the time!! Congrats my friend!

1 Like 1 Reply


[redacted]

10:06 AM

U already have HUGE proponent in [redacted]

He said he'd never do crane job without versatile. Says he's going to recommend every other [redacted] job do same.

That was fast!

19:53

[redacted] wanted to give you feedback from our team in regards to the meetings you had last week on site. You received glowing reviews, and they said it was the best onboarding process they've seen. It also went so well, that as you know, people are thinking of other opportunities outside of this project and really understand the value this brings.

Figured you would like to hear that. Your team was one of the few companies we hadn't worked with yet, so that feedback should really mean something. [redacted]

[redacted]

Thanks,

Jim

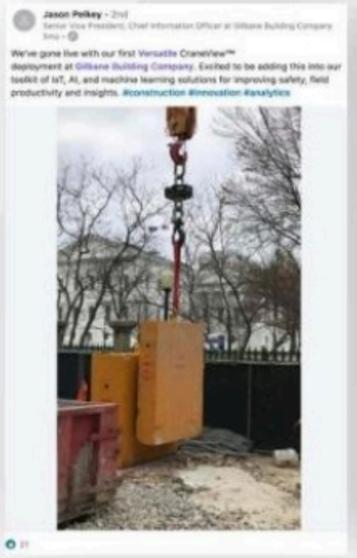
9:44 LTE

[redacted] The average time on the rebar columns went down from 18 minutes to less than 6 on average.

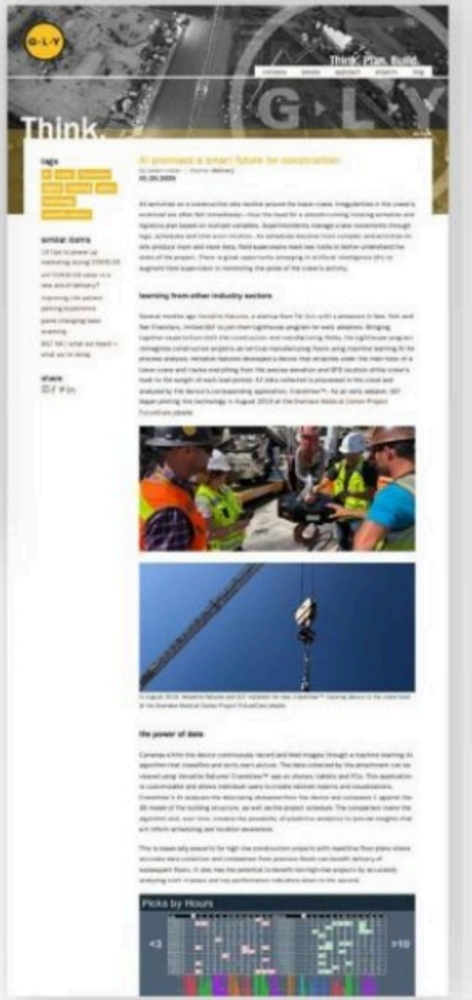
Got it, thanks! Got it! Very cool!

ENR
Engineering News-Record

World Economic Forum Names Construction Tech Firm Versatile as a 2020 Technology Pioneer


Jason Pelkey · 2nd
Senior Vice President, Chief Information Officer at Gilbane Building Company
5mo

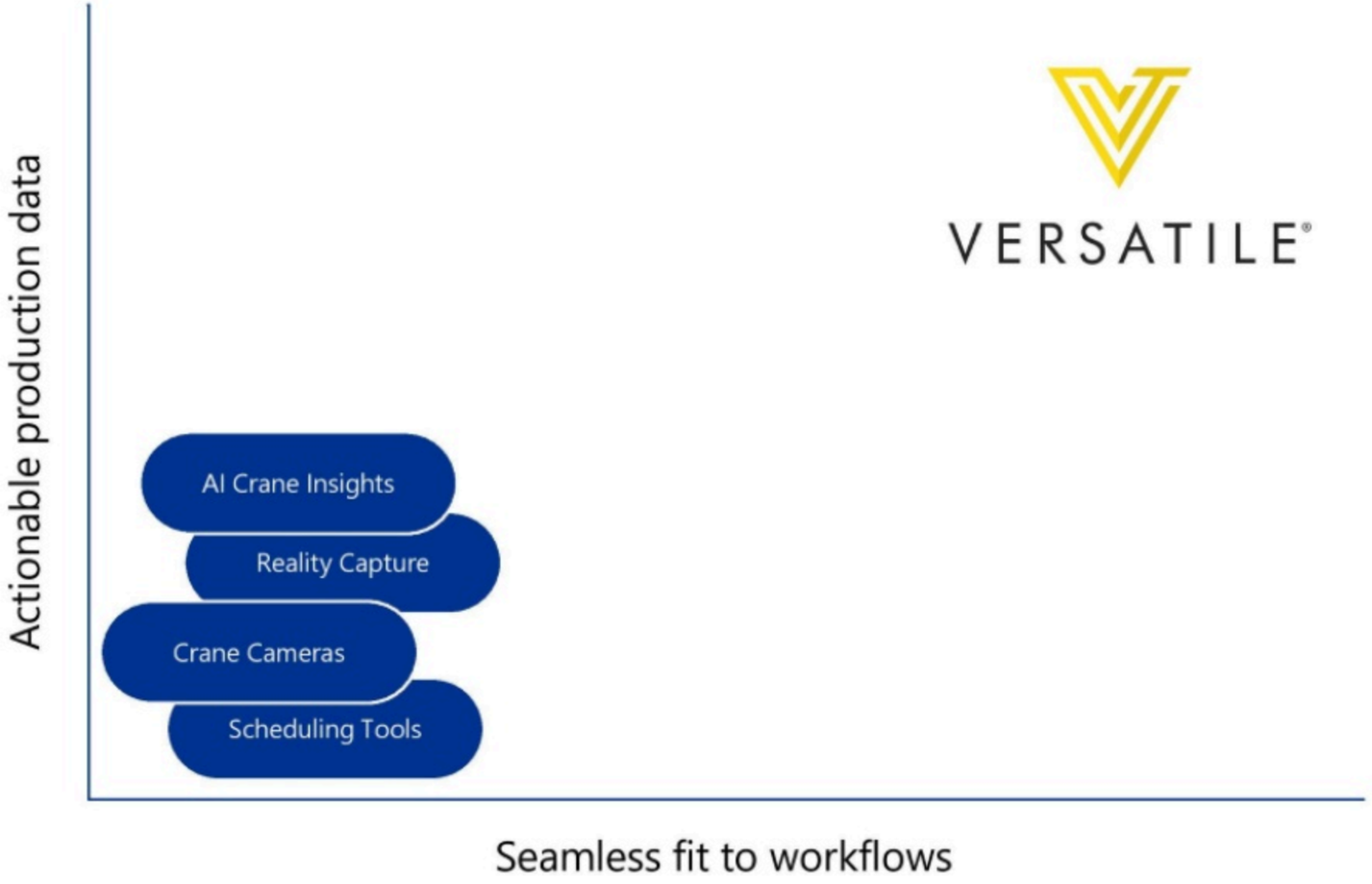
We've gone live with our first Versatile CraneView™ deployment at Gilbane Building Company. Excited to be adding this into our toolkit of IoT, AI, and machine learning solutions for improving safety, field productivity and insights. #construction #innovation #analytics



AI promises a smart future for construction

Versatile offers fast, proven value at zero effort or change

Up against stop watches to produce production rates



Our team has a history of executing in *Construction and SaaS*

Meirav Oren
CEO & CO-FOUNDER

Danny Herman
CPO & CO-FOUNDER

Barak Cohen
CTO & CO-FOUNDER

Ran Oren
CO-FOUNDER

Department Leads

Ronen Barak
Constriction Science, BIM Specialist
Former Innovation Manager, Tidhar Construction
Senior Lecturer & Researcher at the Technion (Civil Eng)

Bertin Katz
Head of Design
Former Head of Product Design at Autodesk (Construction)

Jared Rastegar
Director Customer Success / Sales
Former Senior Manager, Sales at Oracle & PS Senior Consultant at Aconex

Sales Consultants / Lead Generation

Chad Hollingsworth
BD & Lead Gen
Former CEO & Co-Founder of Triax

Mike Anderson
Lead Gen
Former Construction Insurance Executive

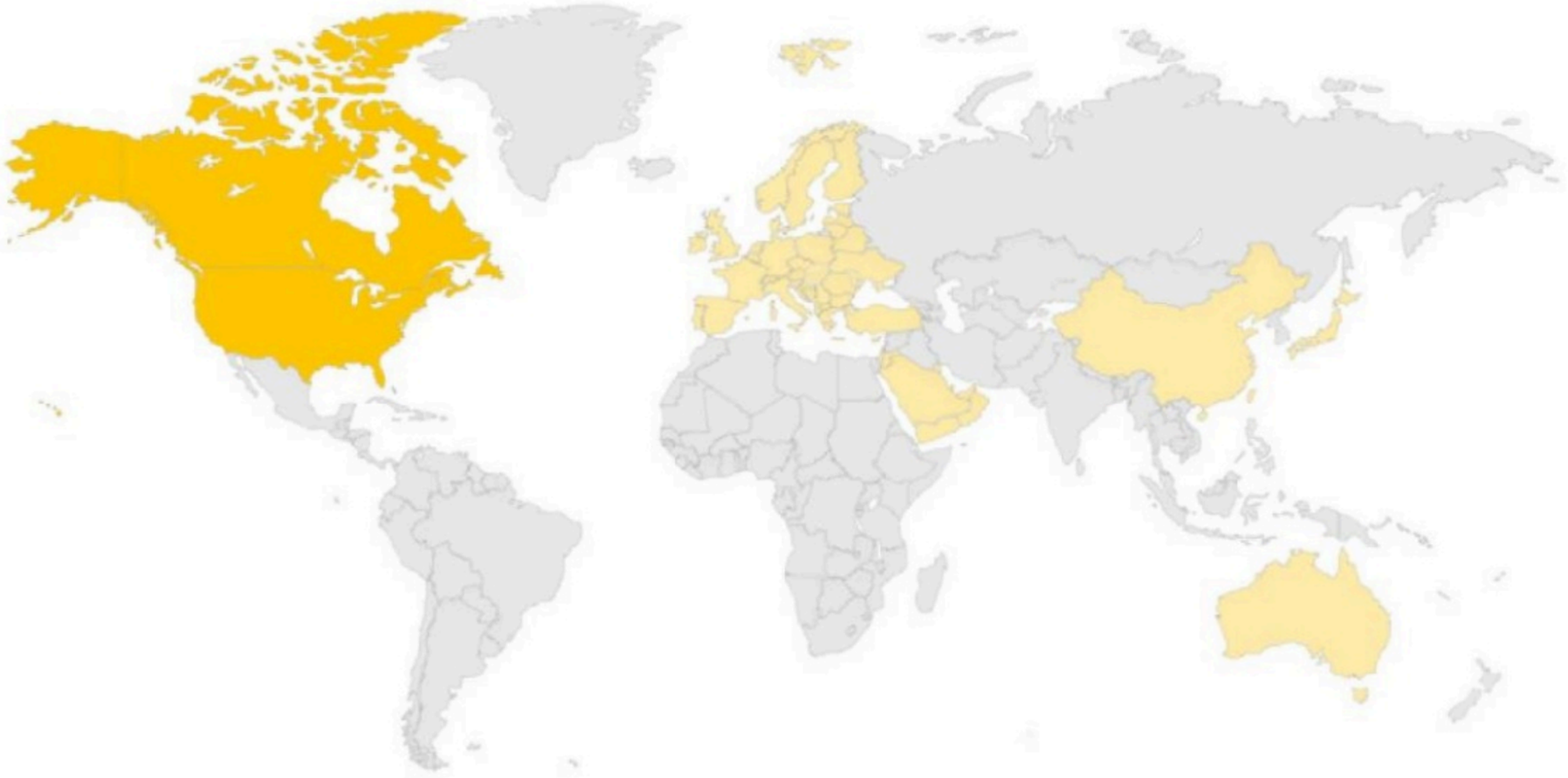
Key Advisors / Angels

Leigh Jasper
Investor, Former CEO & Co-Founder, Aconex

Rob Philpot
Investor, Former CPO & Co-Founder, Aconex

Robert Kipp
Senior General Superintendent at Holt Construction Corp

We focus on instrumenting every crane in the US first!
$##B Serviceable Obtainable Market (SOM)



VERSATILE

Let's go.

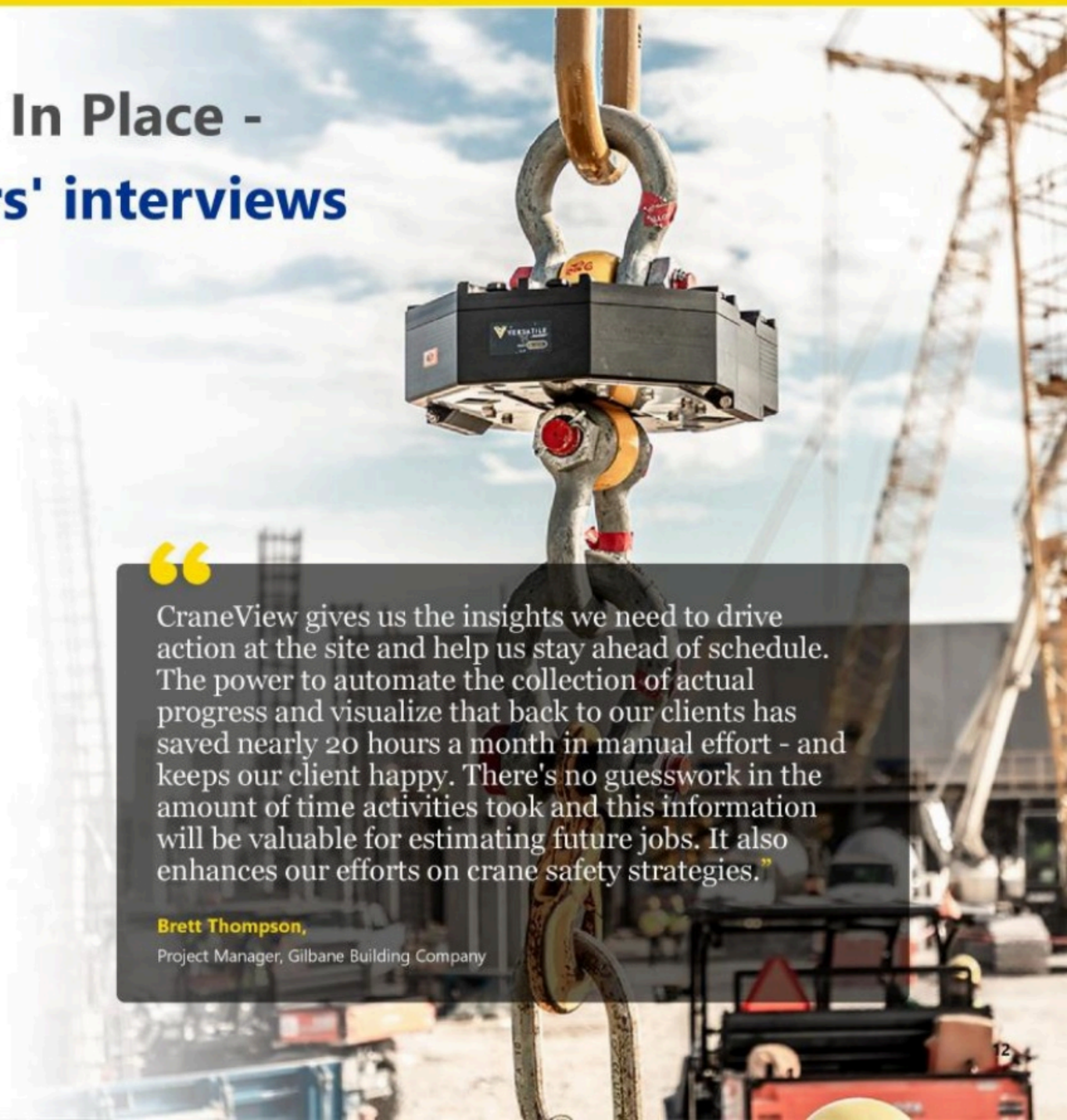
MEIRAV OREN

CEO and Co-Founder

What we learned from Shelter In Place -

Touchless deployments & users' interviews

- ✓ We used SIP to enhance our product by interviewing the (never-before available) superintendents
- ✓ **With a 100% remote, touchless deployment, we kept growing!**
- ✓ Promotions targeting active sites
- ✓ **Positive press driven by our happy customers**
- ✓ Immediately announced a “stop charge” for all SIP projects



> “CraneView gives us the insights we need to drive action at the site and help us stay ahead of schedule. The power to automate the collection of actual progress and visualize that back to our clients has saved nearly 20 hours a month in manual effort - and keeps our client happy. There's no guesswork in the amount of time activities took and this information will be valuable for estimating future jobs. It also enhances our efforts on crane safety strategies.”
>
> **Brett Thompson,**
> Project Manager, Gilbane Building Company

5 Minute
Time-to-Value for General Contractors

Versatile deploys seamlessly and starts generating value in minutes.

G·L·Y $915M Annual Revenue GC, demonstrating Versatile

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