Automated supply chain data entry

Automate the reading of documents and emails to create intelligent workflows in your management systems: data sharing and automatic data entry

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Problem

80%

daily time spent in
copy, paste, share
operations data

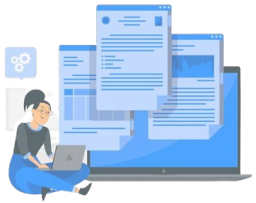
1.5 T$

global business losses

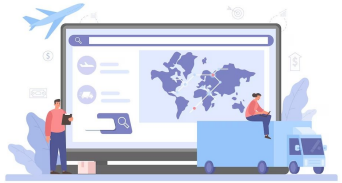
Solution?

60%

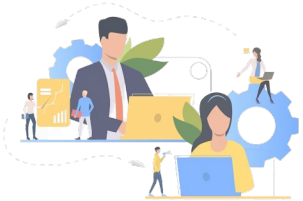
time saved!



Docs/text to structured API



Logistics data set & workflows



AI, ML scalable learning

Easy to use, fully integrated product

Any input channel

Pre-processing, AI/ML, post processing

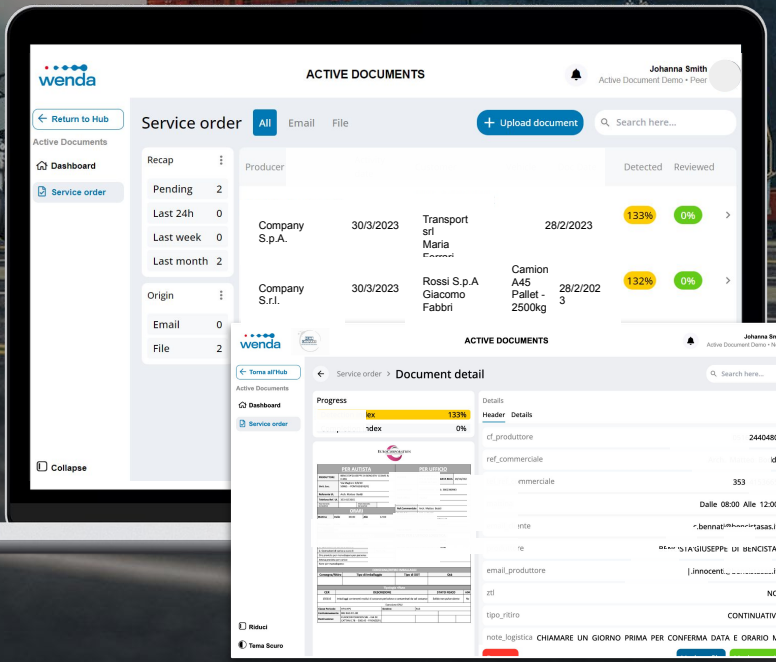
Fully integrated output

Scanner

Attachments pdf, jpeg, xml

E-mail

FTP, API



wenda Platform

ERP, WMS, TMS

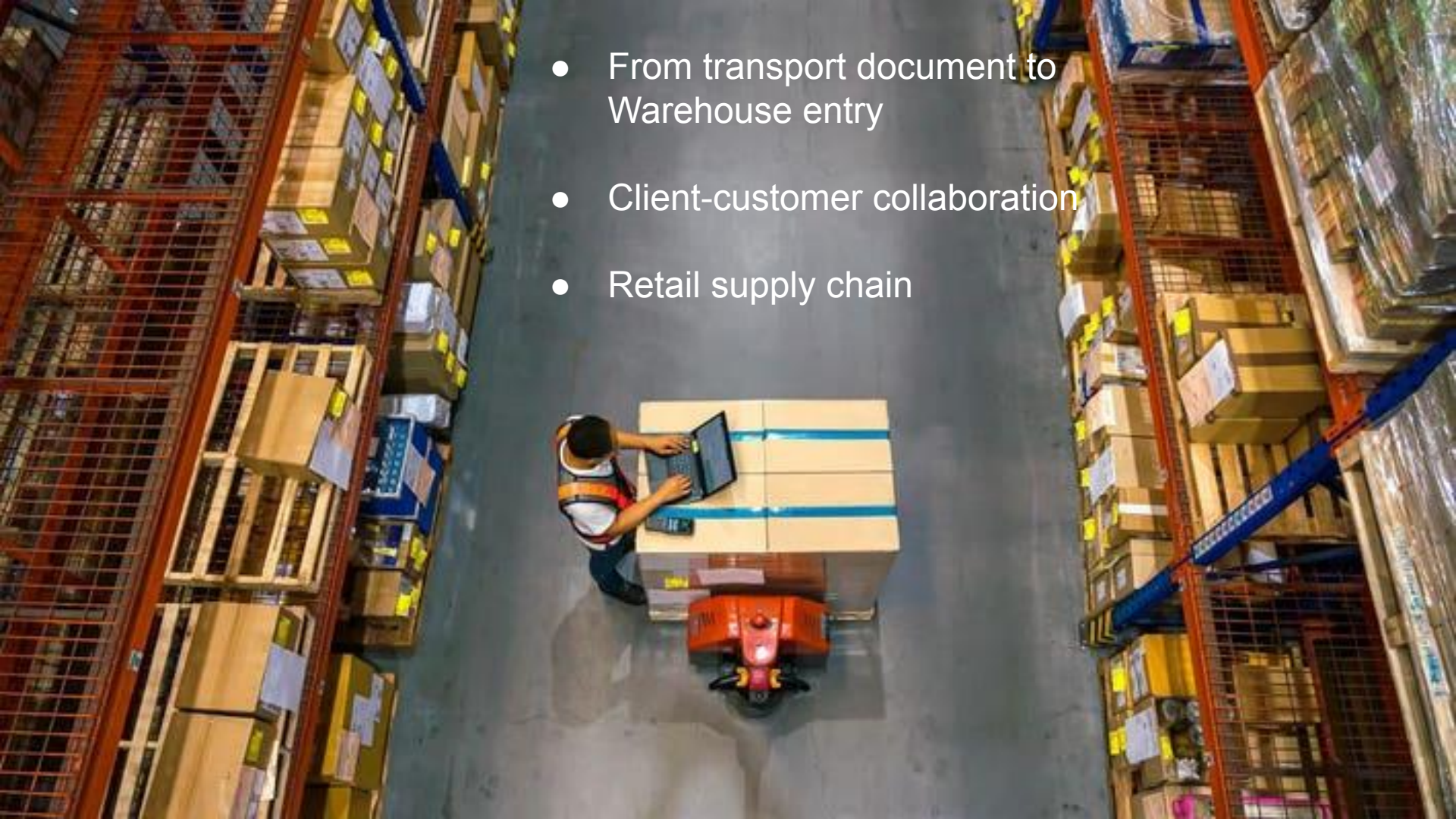
File, EDI, xml, json

API, FTP

KUEHNE+NAGEL
From paper scanner to data in ERP
Manufacturing operations
60% time saving in 8 warehouses

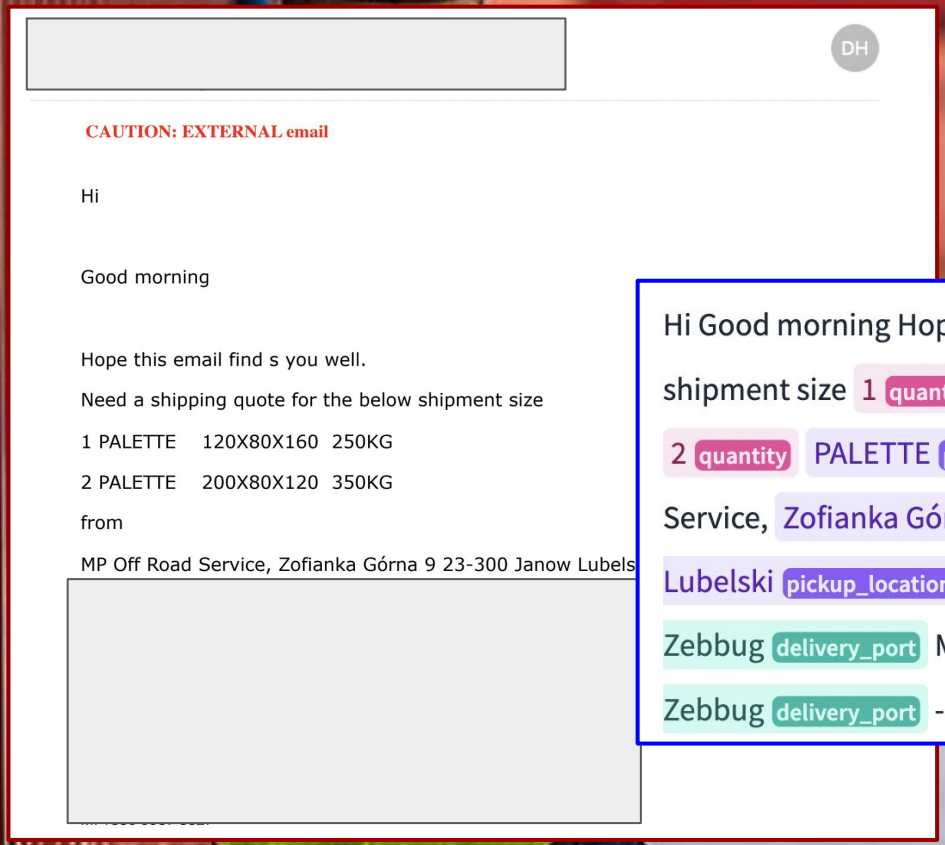
- From email request to transport
- Multi-branch operations
- Automated customer service

RHENUS LOGISTICS



- From transport document to Warehouse entry
- Client-customer collaboration
- Retail supply chain

- From email request to quotation
- ERP integration
- International maritime industry



DH

CAUTION: EXTERNAL email

Hi

Good morning

Hope this email find s you well.

Need a shipping quote for the below shipment size

1 PALETTE 120X80X160 250KG

2 PALETTE 200X80X120 350KG

from

MP Off Road Service, Zofianka Górna 9 23-300 Janow Lubels

Hi Good morning Hope this email find s you well. Need a shipping quote for the below shipment size 1 quantity PALETTE package_type 120X80X160 measures 250KG weight 2 quantity PALETTE package_type 200X80X120 measures 350KG weight from MP Off Road Service, Zofianka Górna 9 23- pickup_location 300 pickup_cap Janow Lubelski pickup_location Poland pickup_state Delivery to Hilltop garage Haz Zebbug delivery_port Malta Darren Dalli Hilltop Garage Triq Gharram Haz- Zebbug delivery_port - ZBG 2851 Malta - Europe VAT No. 1688 2311 M: +356 9987 3827

Powerful saas business model with high margins and high LTV driven by product stickiness

Saas platform

Network effect

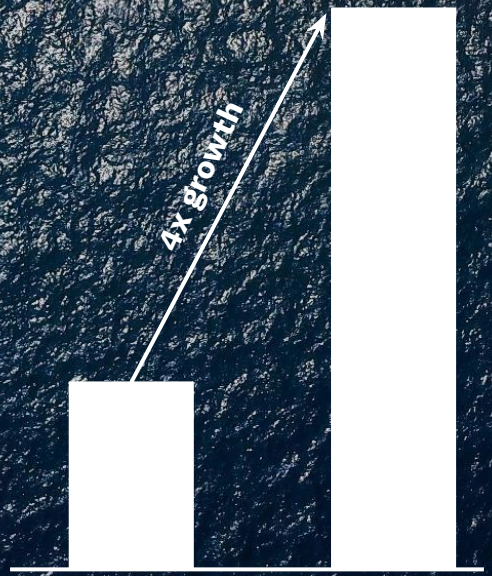
Fast CAC payback

Strong lock-in

3 y. avg contract

Upselling

Market



$76B

global market value in 2030,
AI for docs & text grows at a 36% CAGR

SME=50% of the size. Fastest growing segment

High digital investments

Increasing M&A

Time is now!

Logistics market structure and target

Italy only counts
many target clients

4.000
logistics operators

2.000
freight forwarders

128
Ports (air, sea, dry)

4.9M^2
Warehouses

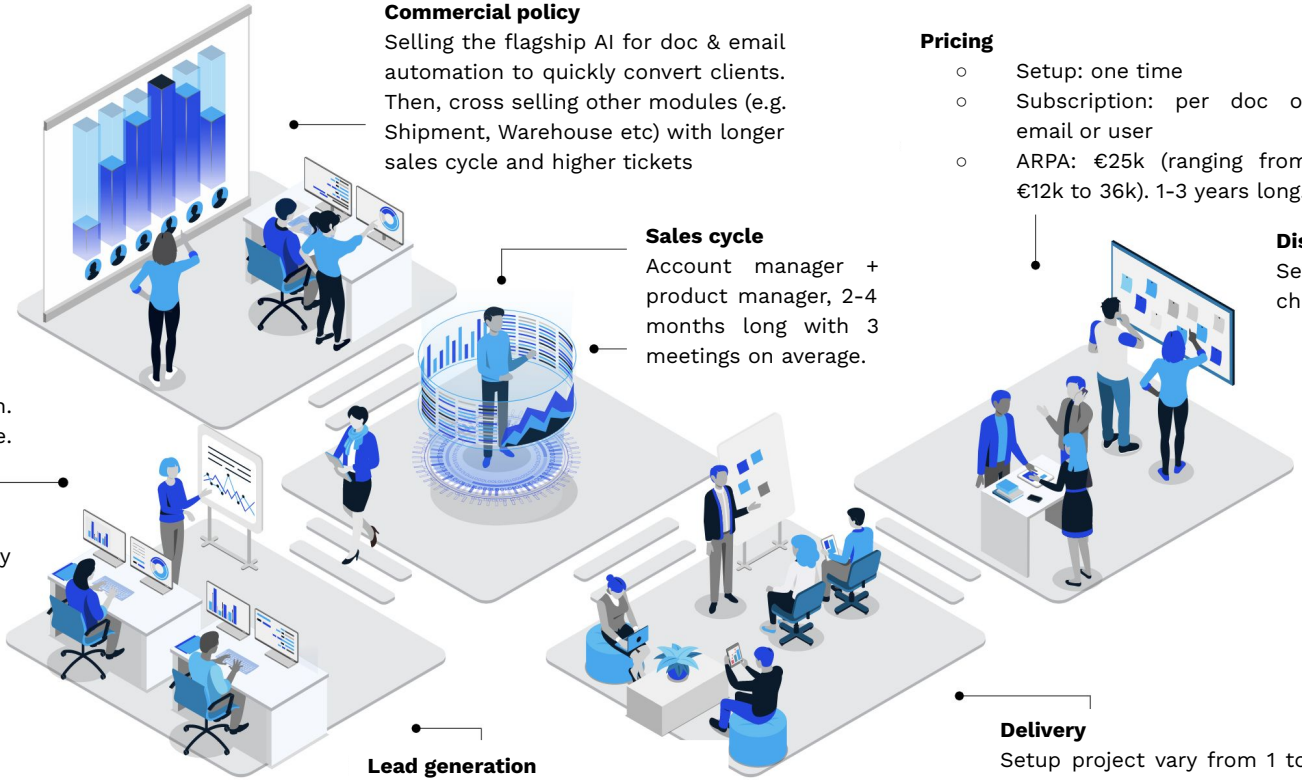
Commercial policy
Selling the flagship AI for doc & email automation to quickly convert clients. Then, cross selling other modules (e.g. Shipment, Warehouse etc) with longer sales cycle and higher tickets

Pricing

- Setup: one time
- Subscription: per doc or email or user
- ARPA: €25k (ranging from €12k to 36k). 1-3 years long.

Sales cycle
Account manager + product manager, 2-4 months long with 3 meetings on average.

Distributors
Settling up distribution channels (e.g. ERP)



Target
Logistics, distribution. Mid-sized enterprise. Italy, Spain.

Customer persona
Operations / Supply chain manager

Lead generation
Dedicated outbound sales team

Performance adv and events
Dedicated marketing team + external

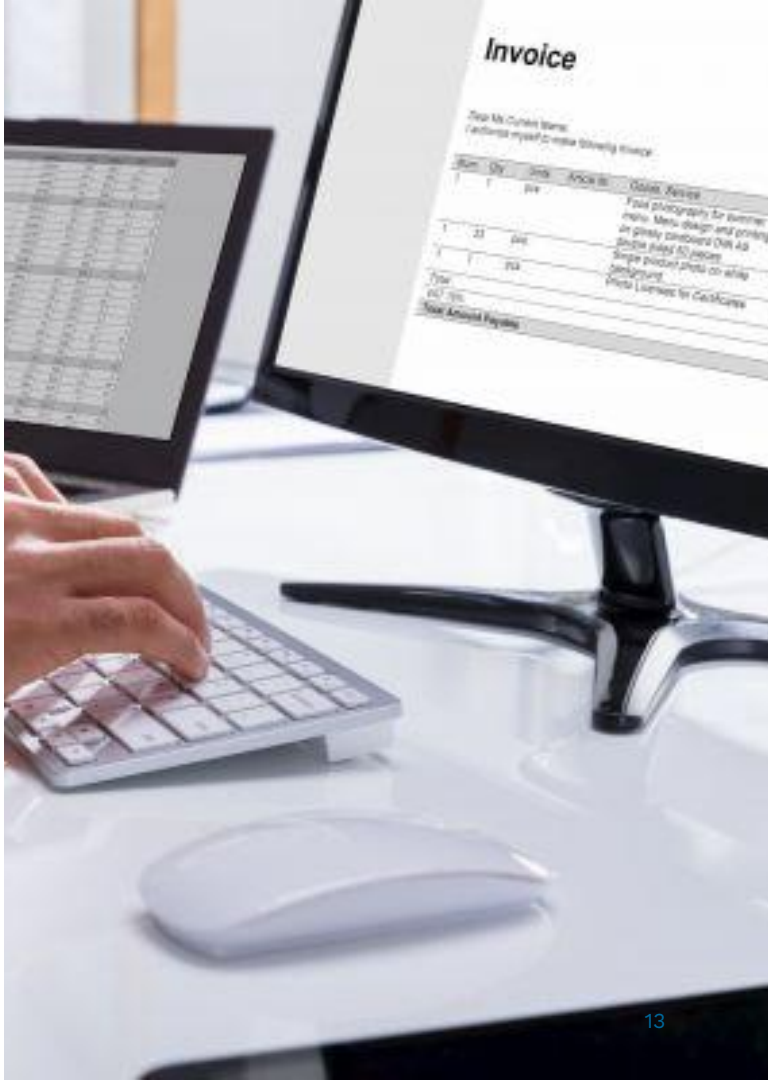
Delivery
Setup project vary from 1 to 3 months. Project manager + dev

Go live
Account manager + Customer success for a quick onboarding

Competitors

Targeting Mid-market with a unique mix of AI and a multi-enterprise architecture

	wenda	OCR	RPA
Document & email extraction	✔	✘	✘
Self learning	✔	✘	✘
Scalability across templates	✔	✘	✘
Workflows	✔	✘	✘
Multi-enterprise platform	✔	✘	✘



Executive Team

Antonio Catapano
Co-founder, CEO/CTO
MBA, Entrepreneur
Supply chain
System Integration

Mattia Nanetti
Co-founder, COO/CMO
Food, Innovation
Marketing & Sales
Lean startups

Team: + 20 people

Advisors

Daniele Testi
Marketing, logistics
KPMG contship italia group

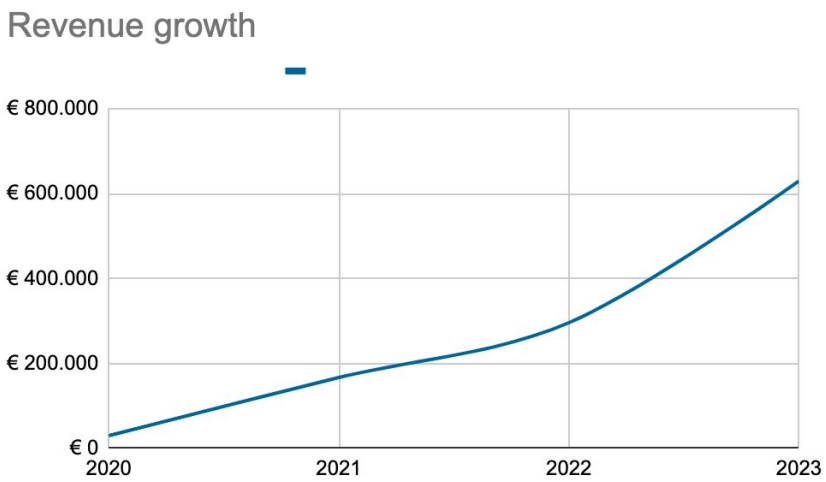
Gianluca Lisci
Pharma industry
octapharma

Daniel Dancausa
Startup acceleration, AI Tech
LANZADERA
Sheetgo
Materetc

Investors & Accelerators

SYS TECH Sistemi & Tecnologie
cdp
LE VILLAGE
LANZADERA
MERCADONA
MÆRSK
accenture
makanta
IOF
rockstart.
DIGITAL MAGICS

- x5 ARR growth
- €1.5M raised
- EU focus



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Roadmap

2019-2022

⇒ 1.5 million in funding

⇒ €700k revenues

⇒ 20 clients & 20 FTE

2023

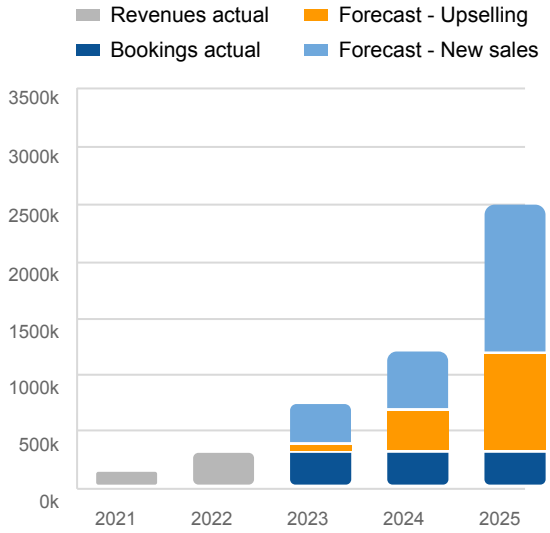
- Round for AI
- AI deployed on 10 clients
- 30 total clients, Italy, Spain

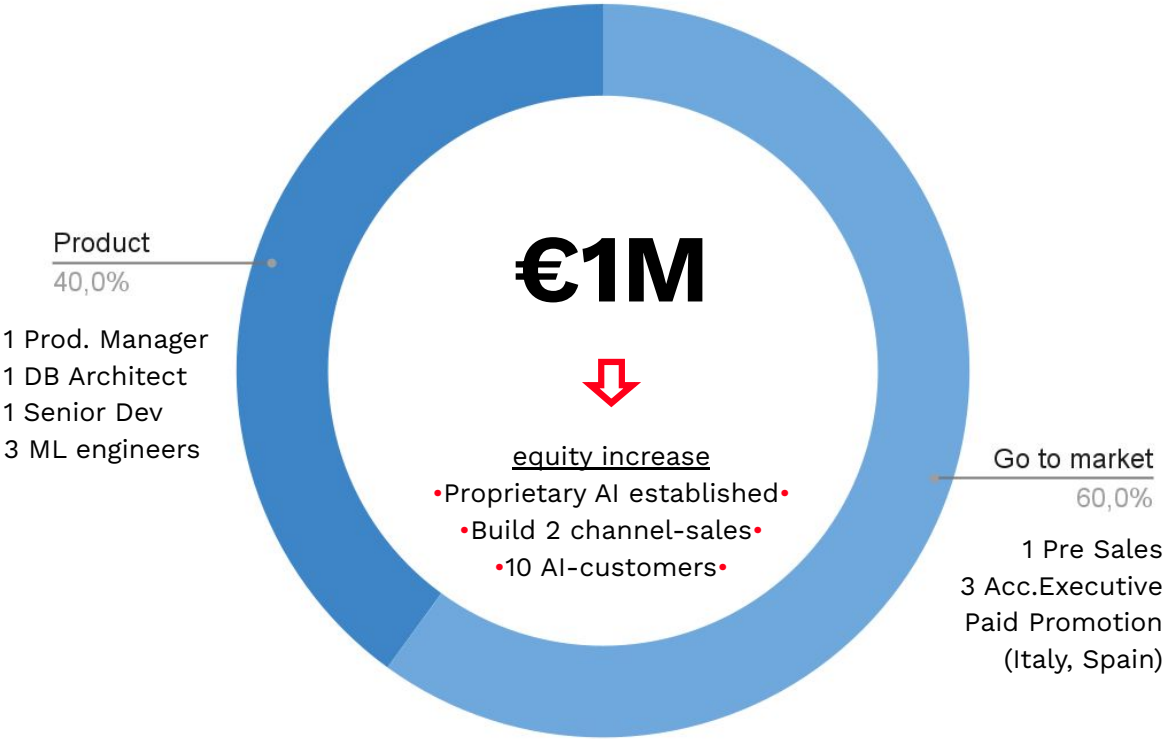
2024

- WMS integration
- €1.2M revenues in Italy, Spain
- Spanish local team settled

2025

- Series A
- €2.5M revenues in Italy, Spain
- Start EU intl




Product
40,0%
1 Prod. Manager
1 DB Architect
1 Senior Dev
3 ML engineers
€1M
equity increase
•Proprietary AI established•
•Build 2 channel-sales•
•10 AI-customers•
Go to market
60,0%
1 Pre Sales
3 Acc.Executive
Paid Promotion
(Italy, Spain)

wenda

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Discover more!