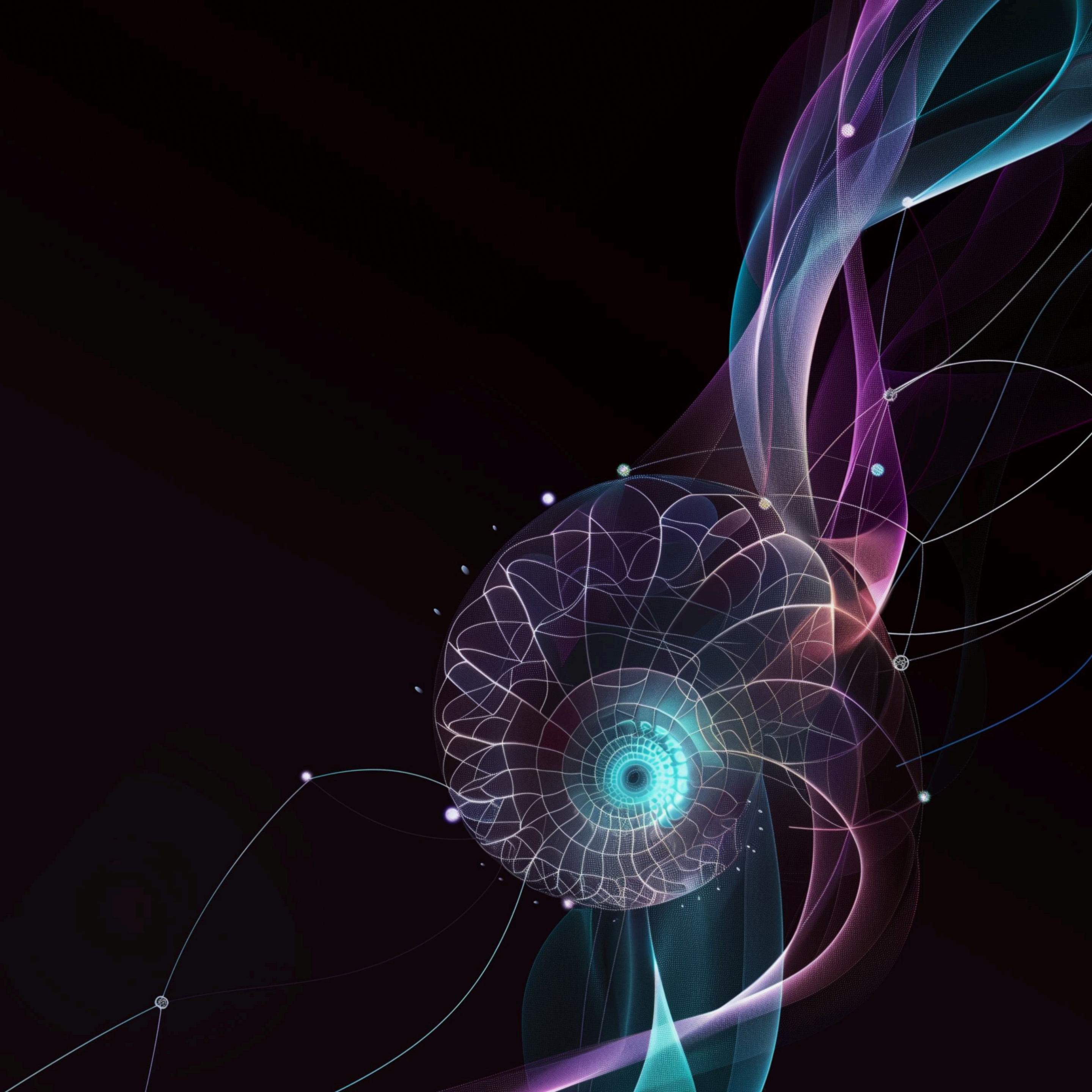




Pitch Deck

The Solution to your OT Cybersecurity Challenges



The Problem

The convergence of IT and OT systems has alarmingly expanded the attack surface, increasing the number of OT attacks every year.

Many SMEs struggle to maintain an accurate and up-to-date inventory of their OT/IOT assets, leading to undetected vulnerabilities and heightened financial exposure. This lack of visibility hampers their ability to assess risks and respond to incidents.

Most solutions are not just costly but also complex, lack data sovereignty, do not adhere to high European data protection standards, and fail to provide executives with understandable and actionable insights.

A Unique Solution to Meet the Urgent Market Need



Cybersecurity Market - trends

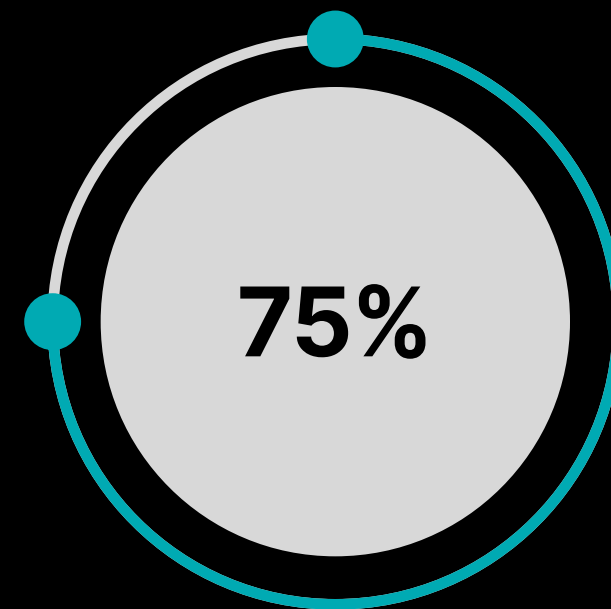
An alarming increase in OT
Cyberattacks

76% of industrial organisations
reported experiencing a **cyber
attacking their OT environment**

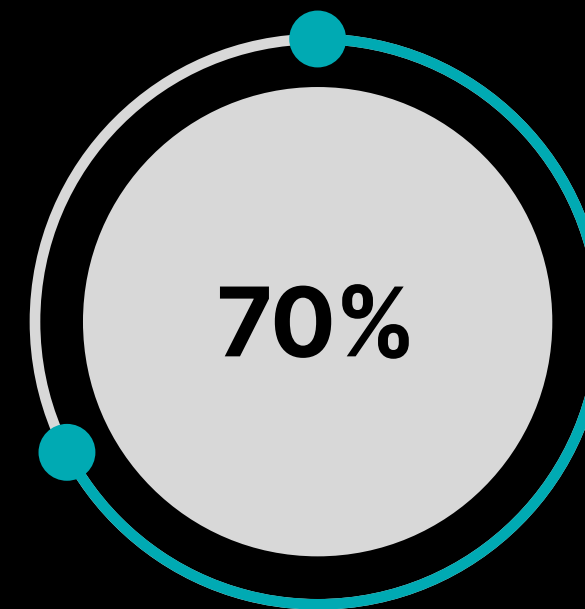
The State of OT Security - ABI research | Palo Alto

53% rise of **ransomware
incidents** for SMEs in 2024

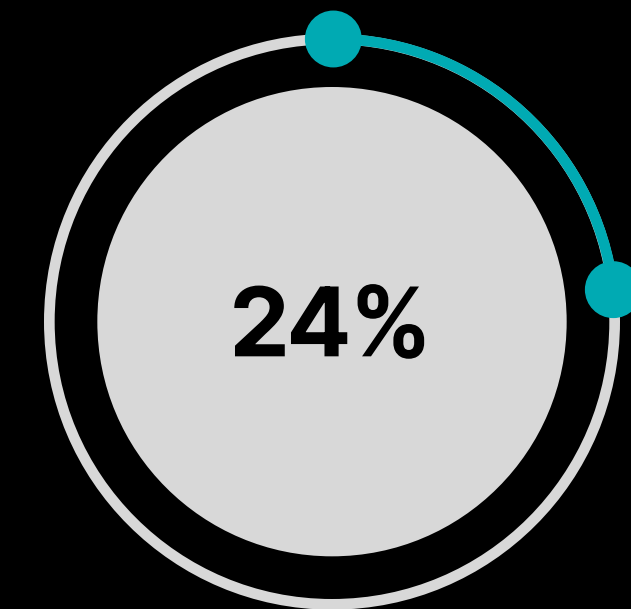
Security Navigator 2025 Orange Cyberdefense



of respondents experience
frequent OT attacks—ranging from
monthly, weekly, or even daily.



**of attacks originate from
IT environments,**
reinforcing the need for
better IT-OT convergence.



of respondents **had to shut
down operations** due to an OT
cyberattack, leading to lost
revenue and recovery costs.





Our Mission

Nautilus OT protects businesses against growing cybersecurity risks and empowers them to make their processes secure and future-proof with affordable, innovative technologies and a focus on data sovereignty.





Our Vision

We envision a world where businesses can securely manage their critical processes in an increasingly complex digital environment.

Nautilus OT strives to claim a leading position as a cybersecurity partner, enabling mid-sized companies to operate resiliently, compliantly, and innovatively, with confidence in a connected future.

We want to execute our plans and goals as a fully European company





Securing the Unseen

Protecting essential industries with financial risk insights, data sovereignty, and cybersecurity resilience.

⬆️ YOU CAN'T PROTECT WHAT YOU CAN'T SEE.

Nautilus OT maps all connected assets, uncovering hidden risks and vulnerabilities.

⬆️ WHAT'S THE REAL COST OF A CYBERATTACK?

Our ALE model quantifies risk in financial terms, helping you prioritize security.

⬆️ WHO CONTROLS YOUR SECURITY DATA?

We ensure full data sovereignty, keeping your cybersecurity data safe and compliant.



The Product

From detection to decision-making: A comprehensive approach to OT Cybersecurity



Sensor Appliances

- Seamless OT Visibility
- Plug-and-Play Installation
- On premise in local network



Nautilus Dashboard

- Real-time OT Insights
- European Sovereignty
- SaaS Platform



Executive Reporting

- Actionable Intelligence
- AI driven Strategic Insights
- Cybersecurity Awareness



Proof of Business

What our first customers are saying

“

Nautilus gave us clear visibility into our OT systems. We didn't realise how many assets we had. Their executive insights strengthened our security posture today and ensure resilience for the future.



Kévin Lutchanah
IT Manager, Swisstools

“

Nautilus' solutions uncover hidden OT risks and integrate seamlessly with our existing systems. They're a reliable partner for enhancing our datacenter services.



Sander Nieuwmeijer
Specialist Critical
Infrastructures, SECIOR



OT Growth Projection

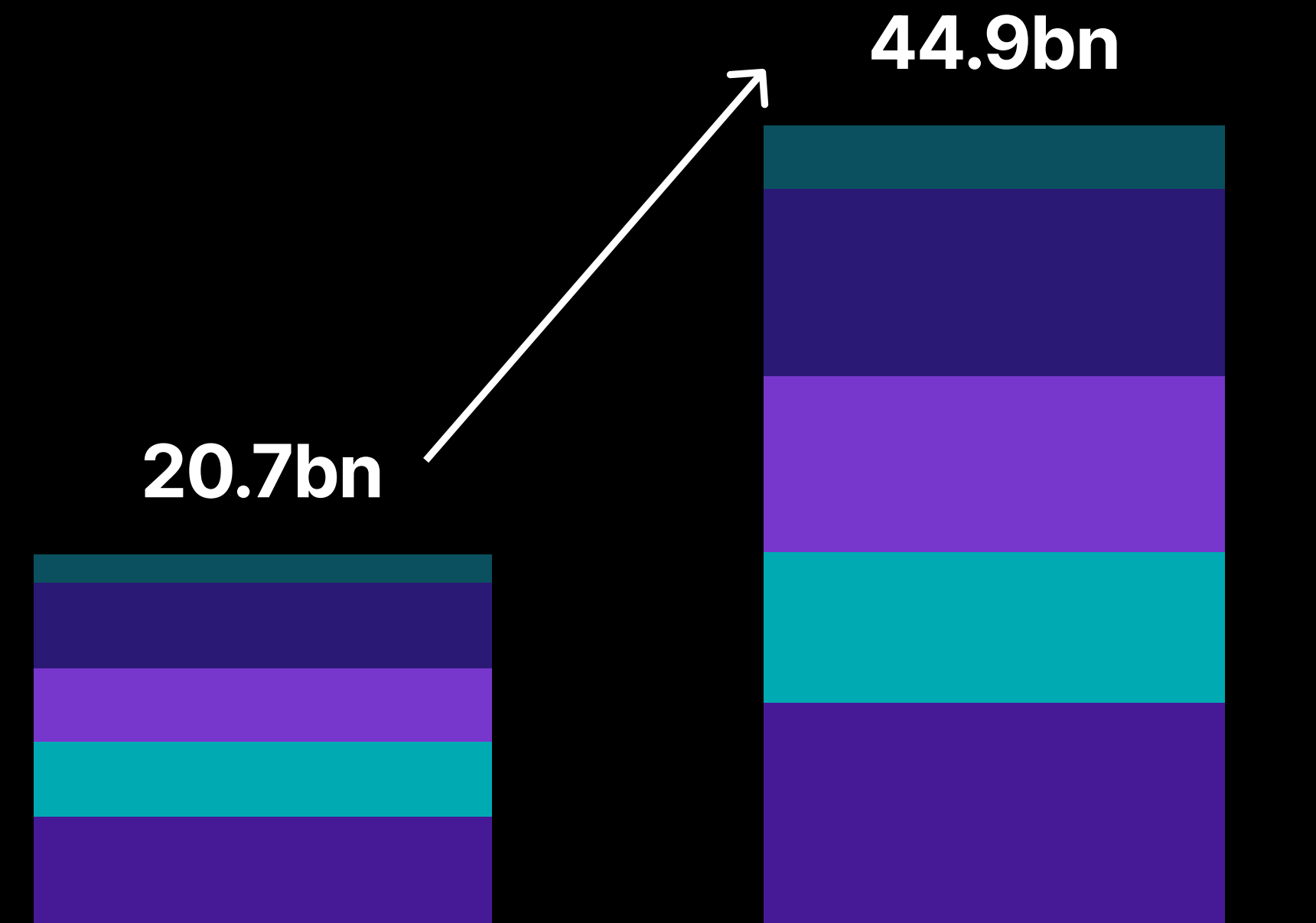
The Operational technology Security market is expected to be worth USD 44.9 billion by 2029, growing at a CAGR of 16.8% during the forecast period 2024-2029.

CAGR of 2024-2029

16.8%

*Source: marketsandmarkets.com

Key Drivers:
Increasing regulatory compliance requirements (e.g., NIS2), convergence of IT and OT systems, and the adoption of Industry 4.0 initiatives.



IoT Growth Projection

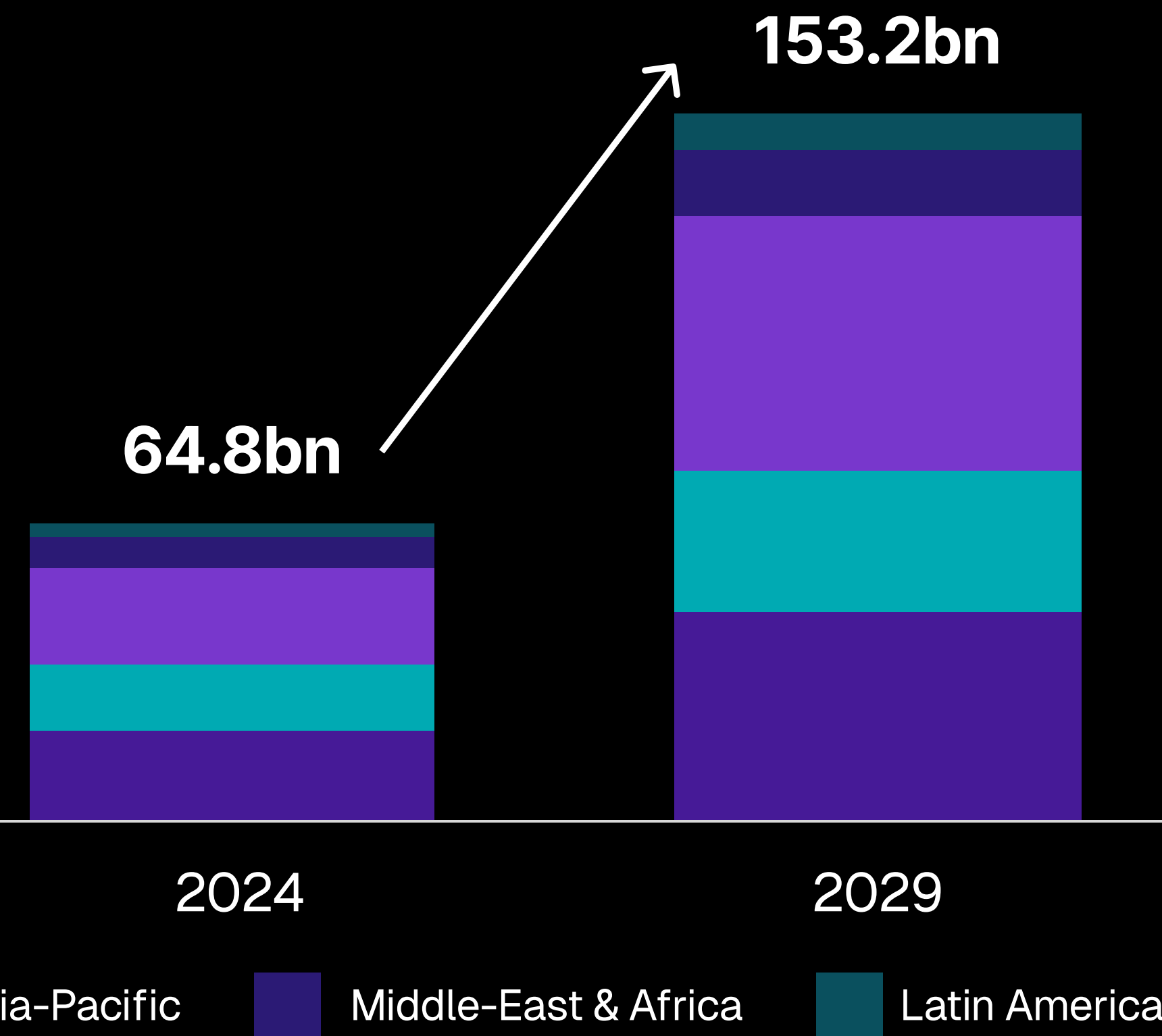
The global IoT Market is expected to grow from USD 64.8 billion in 2024 to USD 153.2 billion by 2029 at a Compound Annual Growth Rate (CAGR) of 18.8% during the forecast period.*

CAGR of 2024-2029

18.8%

*Source: marketsandmarkets.com

Key Drivers:
Adoption of smart technologies, rapid digital transformation, and increased investment in connectivity and IoT ecosystems.



MARKET ANALYSIS

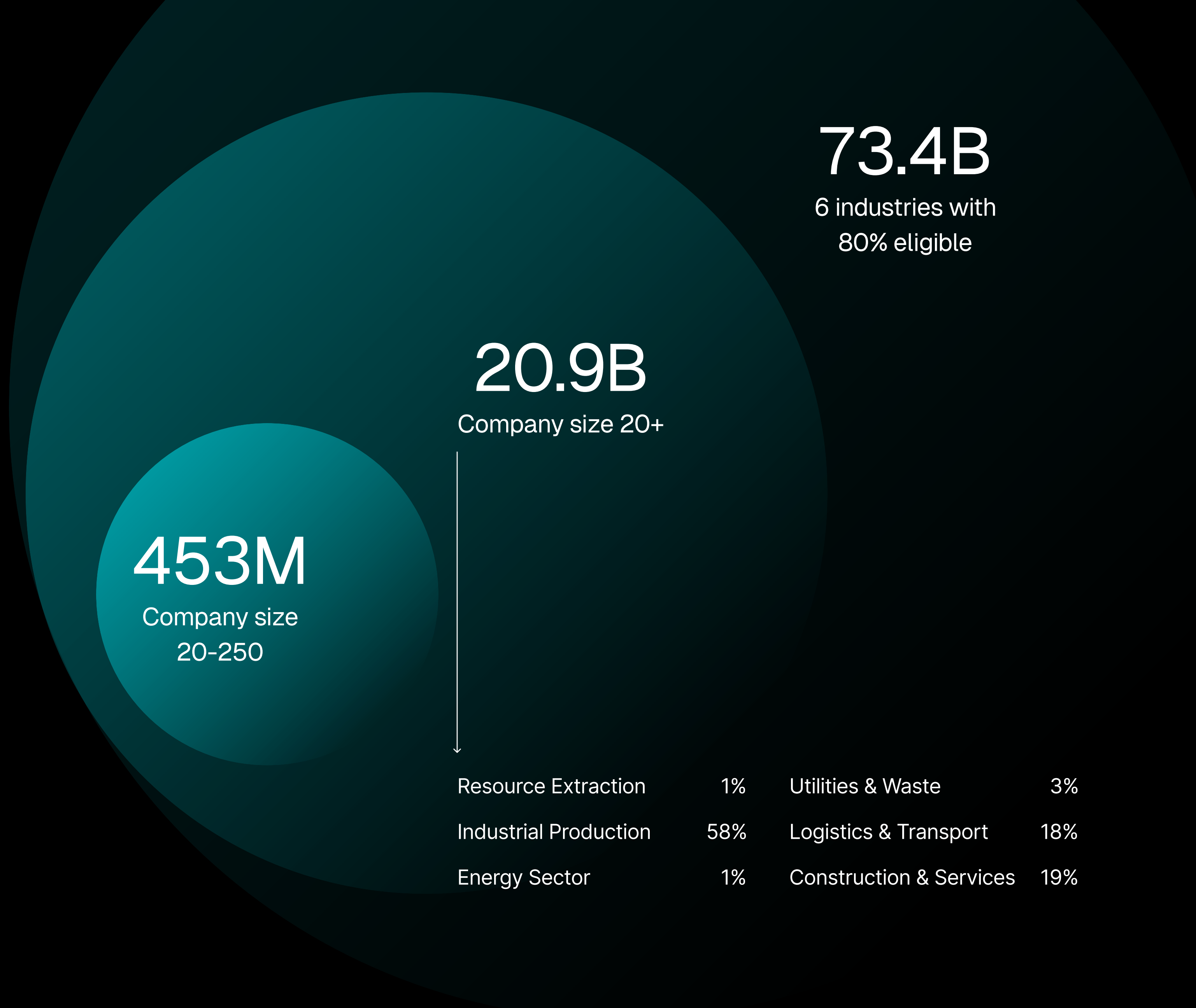
Tap into a billion-Euro opportunity

1 million eligible SME companies

European NIS2 directive drives spending; 39% of manufacturing companies expect a permanent increase in budget, 10% only a one-off.

Focus on: France | Germany | Spain | The Netherlands

*Source: Eurostat, CLV €84.600 | ENISE 2024, 1.350 organisations



73.4B

6 industries with 80% eligible

20.9B

Company size 20+

453M

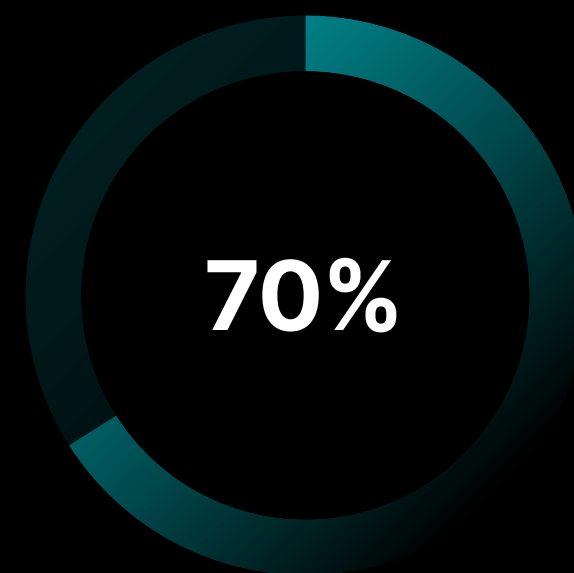
Company size 20-250

| | | | |
|-----------------------|-----|-------------------------|-----|
| Resource Extraction | 1% | Utilities & Waste | 3% |
| Industrial Production | 58% | Logistics & Transport | 18% |
| Energy Sector | 1% | Construction & Services | 19% |

Building market presence through key channels

Leveraging the right partnerships for maximum impact.

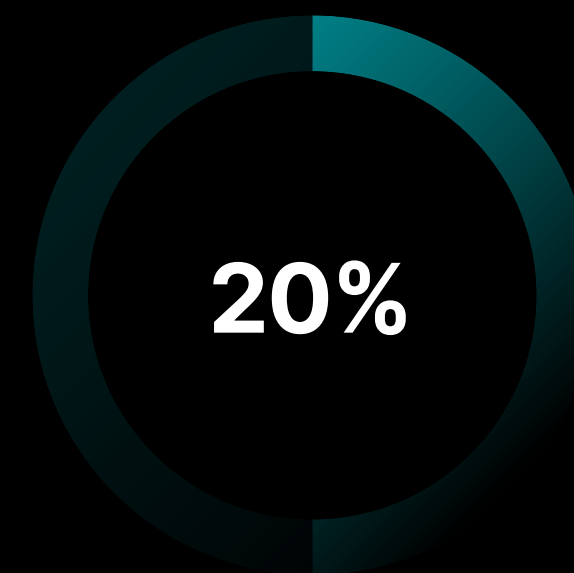
PARTNERS (INTEGRATORS)



Partnering with trusted OT and cybersecurity integrators ensures scalability, rapid adoption, and strong market penetration.



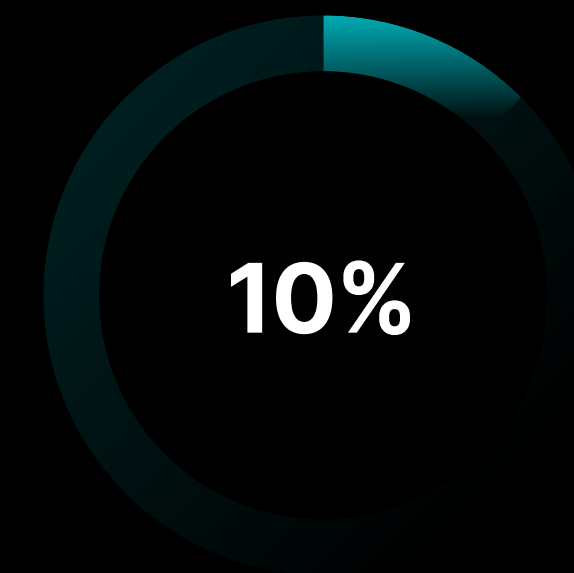
AMBASSADORS



Industry consultants, cybersecurity advisors, and OT specialists act as trusted voices within their networks.



DIRECT CUSTOMERS



We target key accounts through strategic outreach, thought leadership, and direct sales efforts.



Our Scalable Recurring Revenue Model

Recurring subscription revenue ensures consistent growth and long-term customer value.

Recurring Revenue Model

Predictable monthly subscriptions create financial stability.

Scalable Business

Revenue increases as more customers onboard and assets are secured.

Customer Retention

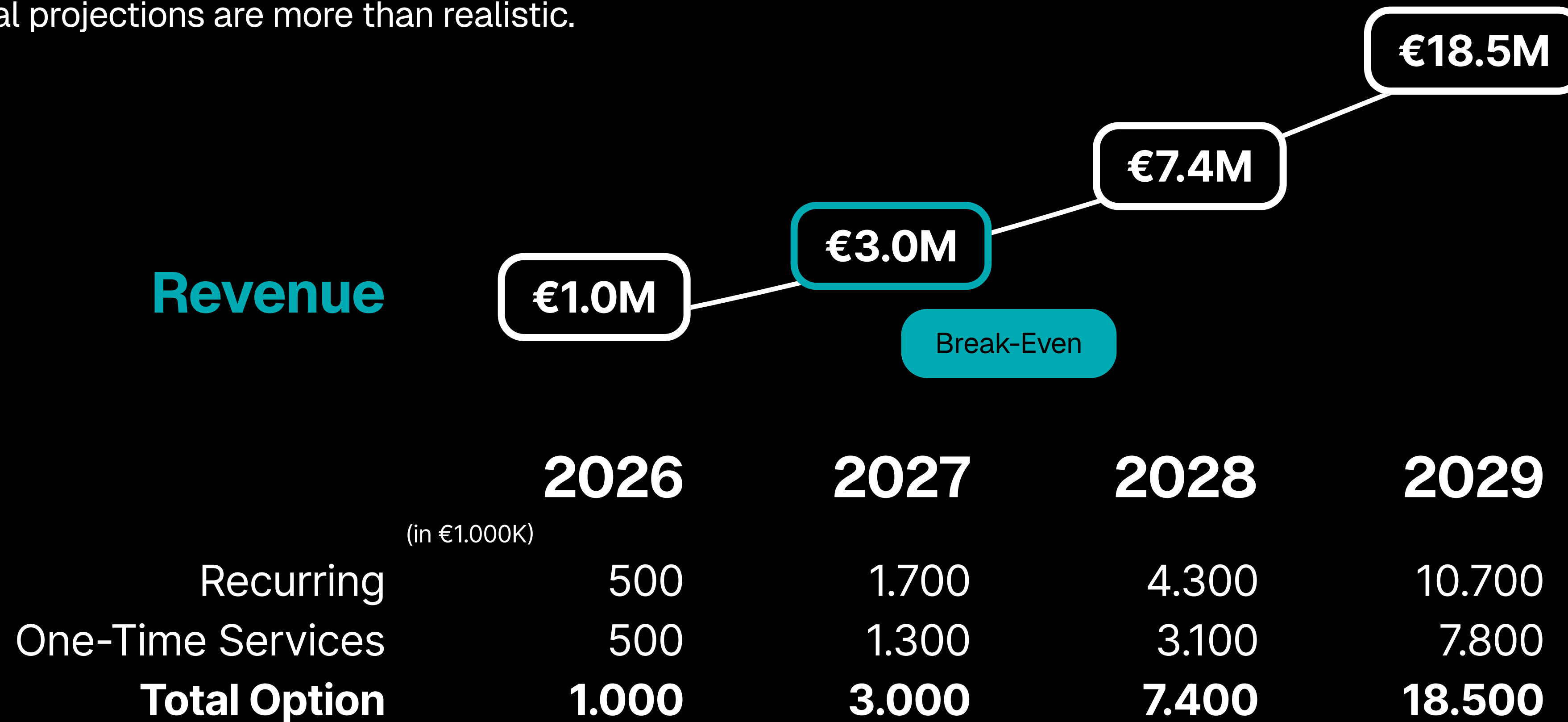
High lifetime value due to sticky solutions tied to compliance and security needs.

€1.500.000
after 18 months



Financials

Our financial projections are more than realistic.



Financial Metrics

ROI 21:1

Customer Lifetime Value (CLTV)

Average annual revenue per client: €28.200
Estimated client retention: 3 years

Total CLTV: €84.600

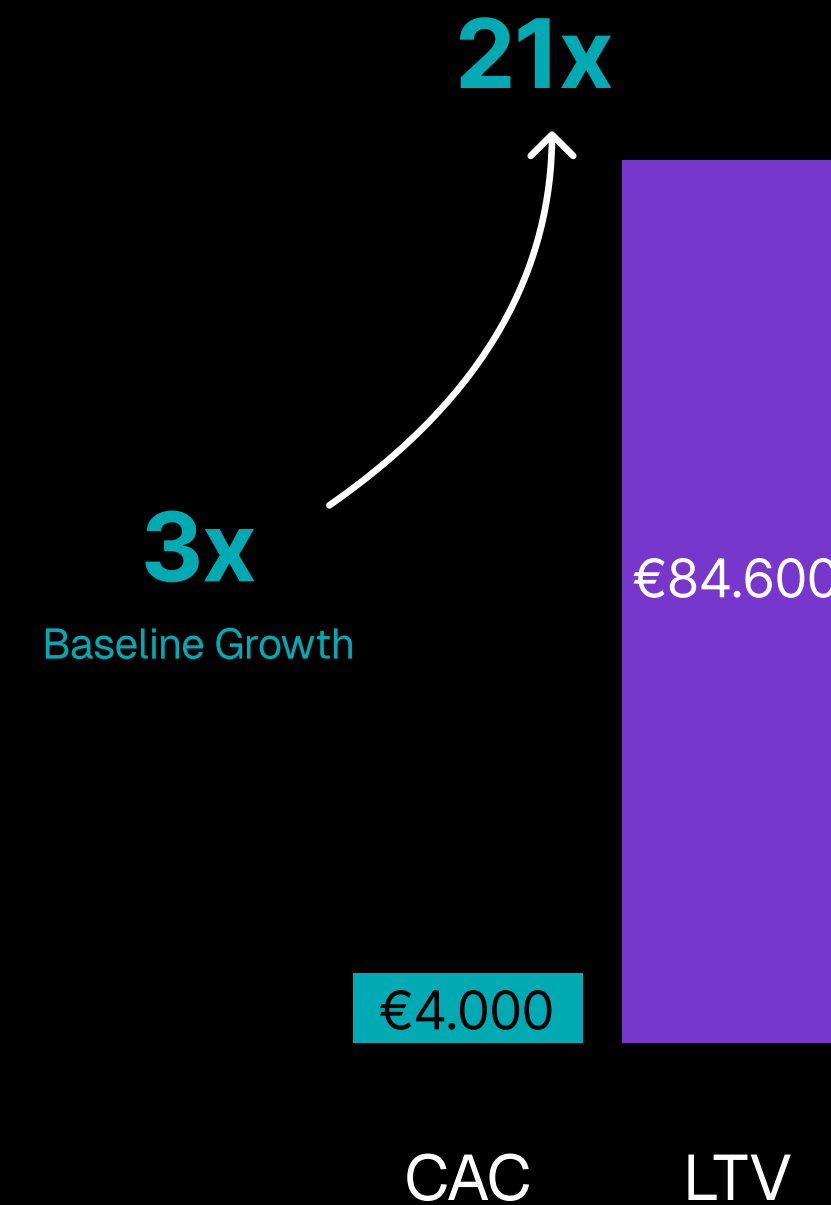
Customer Acquisition Cost (CAC)

Sales: €1.500
Marketing: €2.200
Onboarding: €300

Total CAC: €4.000

CLTV-to-CAC Ratio $€84.600 \div €4.000 = 21:1$

The ROI Impact of Earned Growth



Earned Growth CAC/LTV



Milestones

€2.2M

Our 18-month plan focuses on four stages: entering the market, refining based on feedback, scaling through acquisition, and expanding into new segments for sustained growth.



Stage 1

Market Entrance

Digital Marketing

Partnership Development

Public Relations



Stage 2

Growth & Refinement

Customer Feedback

Content Marketing

Social Media



Stage 3

Scaling & Customer Acquisition

Lead Generation

Community Marketing

Events



Stage 4

Market Expansion

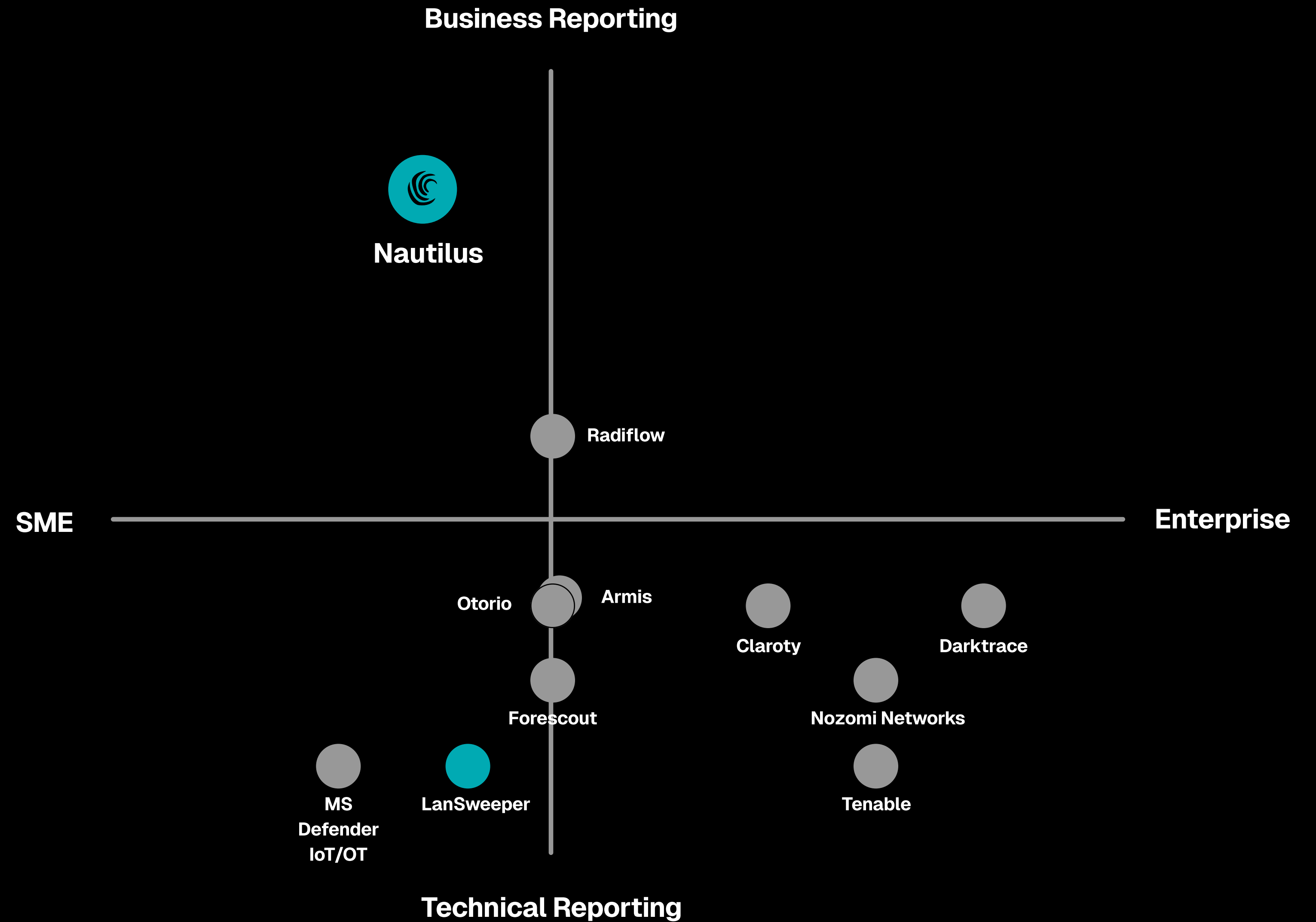
New Customer Segments

Target Marketing



Market positioning

Nautilus OT stands apart with business-focused reporting for SMEs, bridging the gap between risk and action.



● Based in Europe



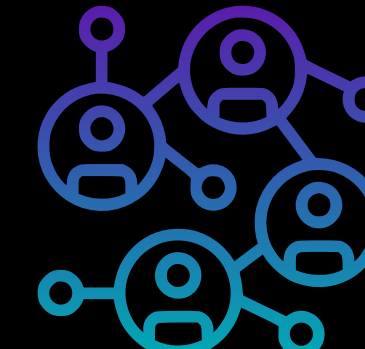
Customer Acquisition

Driving growth through strategic online and offline engagement.



Online Growth Tactics

- Accelerated Content Marketing
- Enhanced Social Media Campaigns
- Gated Content for Faster Conversions



Direct Engagement Tactics

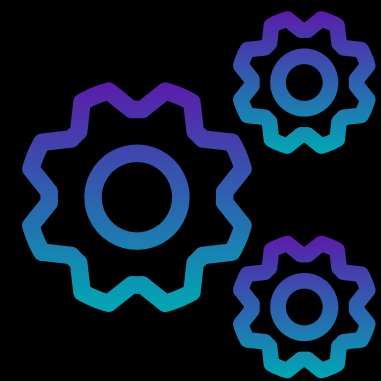
- Accelerated Event Participation
- Referral Programs
- Focused Community Marketing



The Ask - Growth and Impact Approach

Seeking investment to fuel our 18-month growth: advancing product, expanding sales, and boosting marketing. This will accelerate market reach and drive strong returns.

€ 1.500.000



Operational Cost

€75.000



Team Expansion

€350.000



Product Development

€425.000



Sales & Marketing

€650.000



2026: The Ask

Seeking investment to fuel our 18-month growth: advancing product, expanding sales, and boosting marketing. This will accelerate market reach and drive strong returns.

€ 500,000

(TRL 8-9)

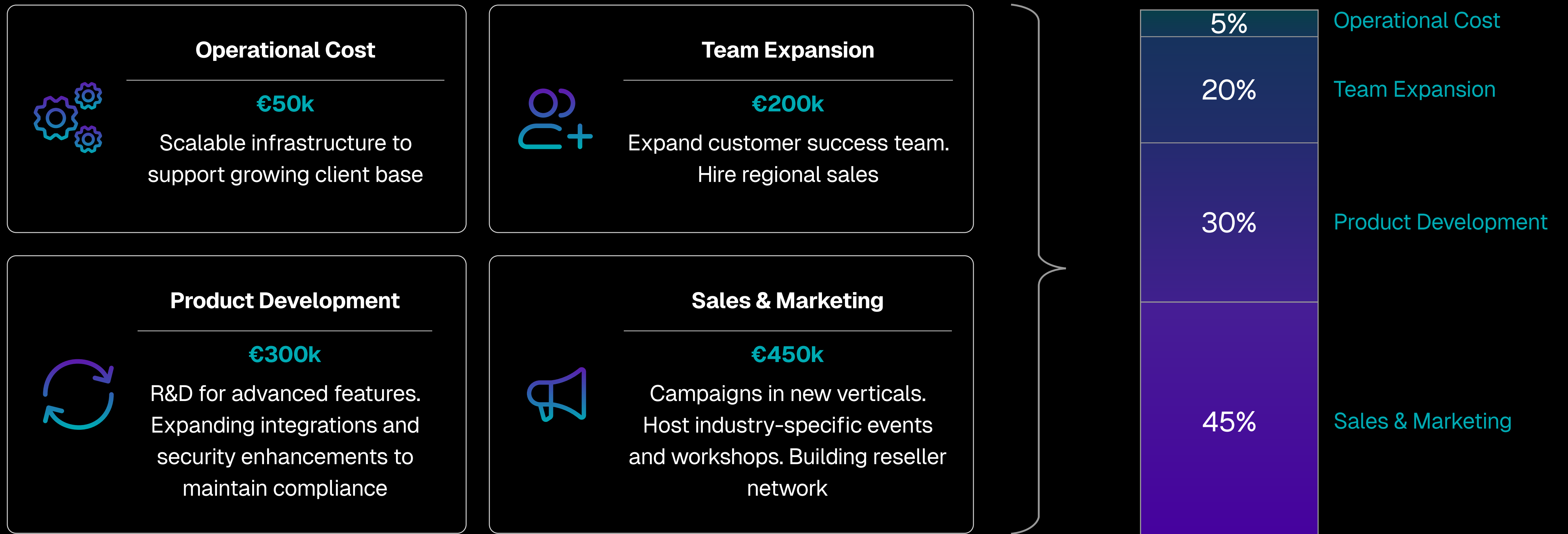


2027: The Ask

Seeking investment to fuel our 18-month growth: advancing product, expanding sales, and boosting marketing. This will accelerate market reach and drive strong returns.

€ 1 Million

(TRL 4-5 | 200K)



Passionate Individuals Driving your Success

Our team is united by a shared mission to enhance the digital resilience of SMBs.

We work tirelessly and collaboratively to innovate and deliver top-notch security solutions.



Marc van Gent
Chief Executive Officer



Norbert van Adrichem
Chief Technology Officer



Jeroen van Es
Chief Commercial Officer

**Leadership
Team**



Hans van Boggelen
Strategic Advisor



Willem van Vliet
Strategic Advisor

**Strategic
Advisory Board**



Our Leadership Team

Industry experts with a combined 60+ years of professional experience.

CEO

Marc van Gent

Entrepreneur | Investor | Innovator

Alcatel, IBM, ABN AMRO and RSM, Entrepreneur of several startups

- Entrepreneur & investor in IT, HighTech and Logistics.
- Partner @YB Inspire, supporting startups in a.o. digitalisation.
- Board advisor at Qaptis, CO₂ capture innovations.
- Experienced in scaling innovative businesses.

CCO

Jeroen van Es

Strategic Leader | Cybersecurity Advocate | Business Growth Expert

Ingram Micro, TechD/Synnex, Nomios

- Experienced in driving growth & cybersecurity expansion.
- Expert in securing key partnerships & market positioning.
- Track record in maximising company's profitability.
- European IT channel strategist

CTO

Norbert van Adrichem

Technology Architect | Cybersecurity Expert | Innovation Strategist

PALLAS (Petten), NS, ProRail, ABN, Ministry of Defence, Stadler

- 20+ years in IT & Cybersecurity - ethical hacker.
- Expert in secure architectures & OT infrastructure protection.
- Led technical teams delivering high-impact solutions.
- Strong track record in project execution & client success.





✉ hello@nautilus-ot.com