

**AIRBLOCK  
TECHNOLOGIES, CORP.**



# **Airblock**

Digitally transforming the aviation supply chain  
to bring the industry into the 21st century

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Airblock

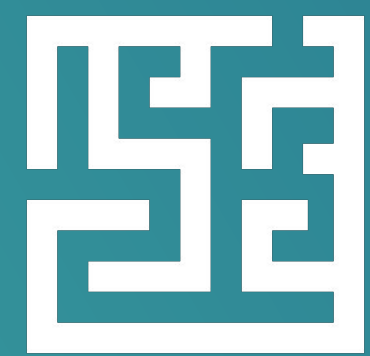
Every aircraft and aircraft part is an asset that needs **maintenance**.

This maintenance needs to be **documented** in order to ensure the highest levels of safety.

**But right now, this analog process is...**



Painful



Complicated



Time-Consuming



Error-Prone

Low accountability and a lack of visibility  
leads to **billions of dollars** in delays,  
penalties, fees, & lost revenue...



Lost Revenue for Grounded  
Planes Per 90 Days

**\$12.7M**

**Every 90 Days**

Source: Aviation State Exchange

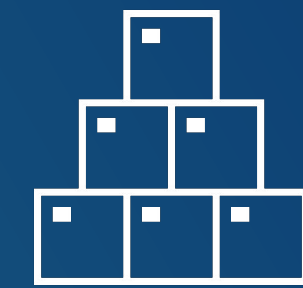


Return to Lessor Fees for  
Rented Aircraft

**\$1B**

**Per Year**

Source: International Air Transport Association



Supplier Delay Penalties for  
Cargo, Goods, and Services

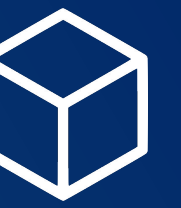
**\$5B**

**Per Year**

Source: McKinsey

**...and this is just the tip of the iceberg based on what we know...**





Airblock

# Airblock Is Aviation Asset Management Reimagined

Airblock is a SaaS platform that improves turn-around-times by transforming paper documents into automatic scheduled actions, predictions, and asset surveillance so that aviation businesses can be more efficient, save money, and avoid penalties.

## Key Benefits



Accessible



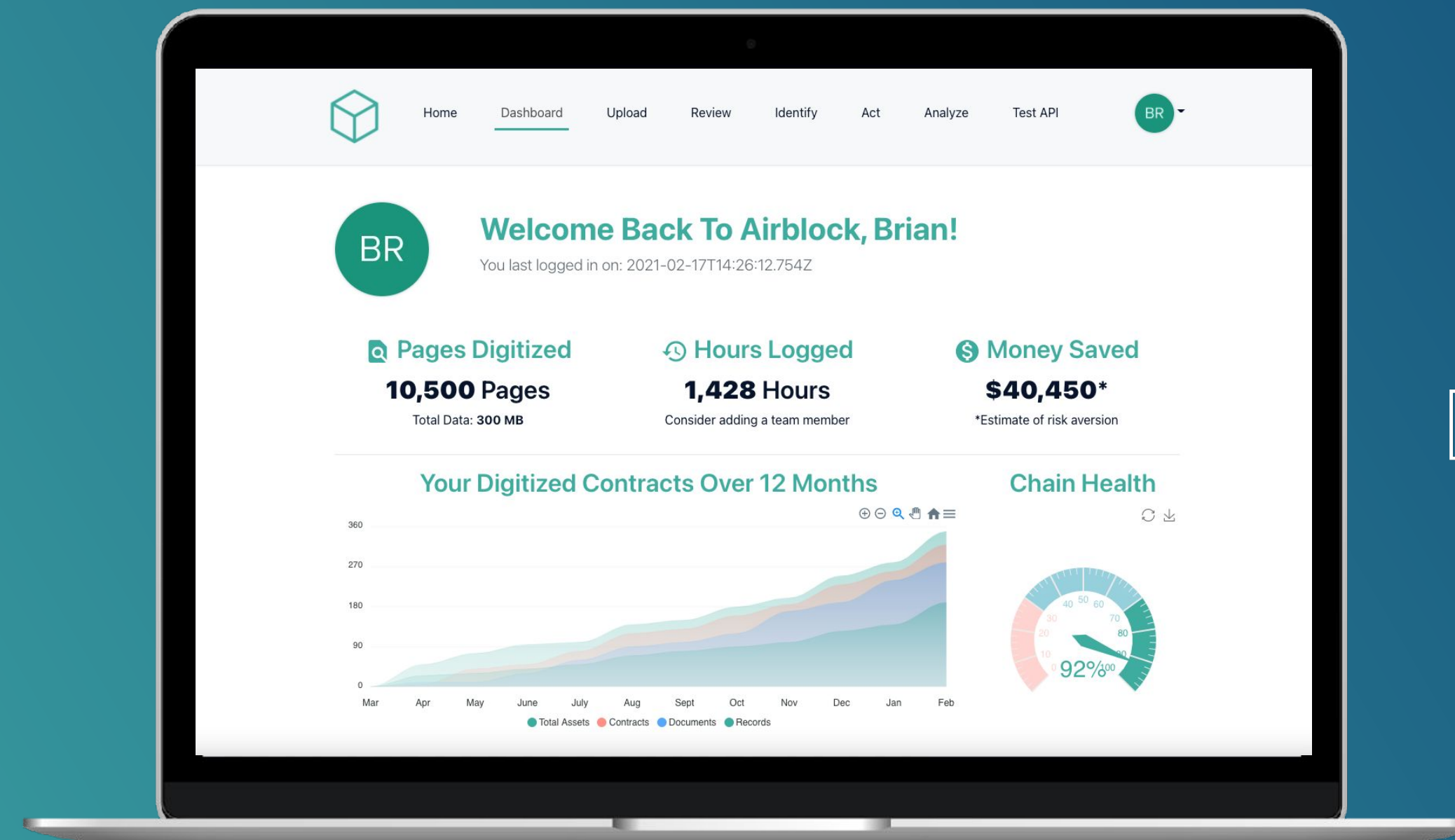
Easy to Use



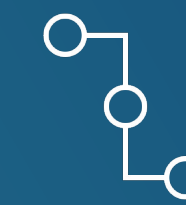
Efficient



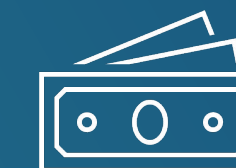
Accountable



## Key Uses



Asset Management Tracking



Penalty and Risk Aversion



Document & Contract Management



## LAYER 4

Data Distribution for  
All Parties Across the  
Network

## LAYER 3

Predictive Maintenance  
Tracking, Risk Aversion,  
and Increased Efficiency

## LAYER 2

Data Availability,  
Decentralization,  
and Traceability

## LAYER 1

AI Data Extraction  
from any source



Distribution



Prediction



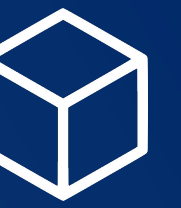
Visibility



Interoperability



# The Market Opportunity for Airblock



Airblock



**Rent & Lease  
Businesses**



**Maintenance & Supply  
Chain Businesses**



**Commercial &  
Private Aviation**

**59**  
Airlines

**30,000**

Aviation Businesses  
that Could Use  
Airblock Right Now  
in North America

**TAM: \$4.5B**

Global estimated size of  
target Airblock customers

**SAM: \$1.8B**

North America is 40% of the  
global addressable market

**SOM:  
\$100M**

3% of the market in  
North America



# Airblock's Go-to-Market Trajectory



Airblock

## PHASE 1: Commercial/Private Aviation

## PHASE 2: Compliance & Manufacturers

## PHASE 3: Enterprise & Public Sector

CUSTOMERS

Private  
Aviation  
Companies



Supply Chain &  
Maintenance  
Businesses



Manufacturers,  
Regulators and  
Parts Suppliers



Supply  
Chain  
Operators



Public-Sector  
Companies



Governmental  
Agencies



2021

2022

2023

2024

2025

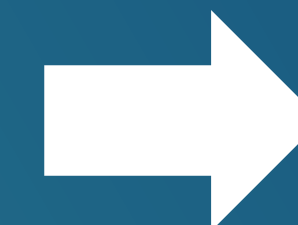
2026

**Airblock:** Est. \$5,800/mon x 150  
companies (0.5% of the market)



**Goal: \$10M ARR**  
(within 3 years)

**Enterprise Airblock:** Est. \$12,000/mon  
x 600 companies & agencies



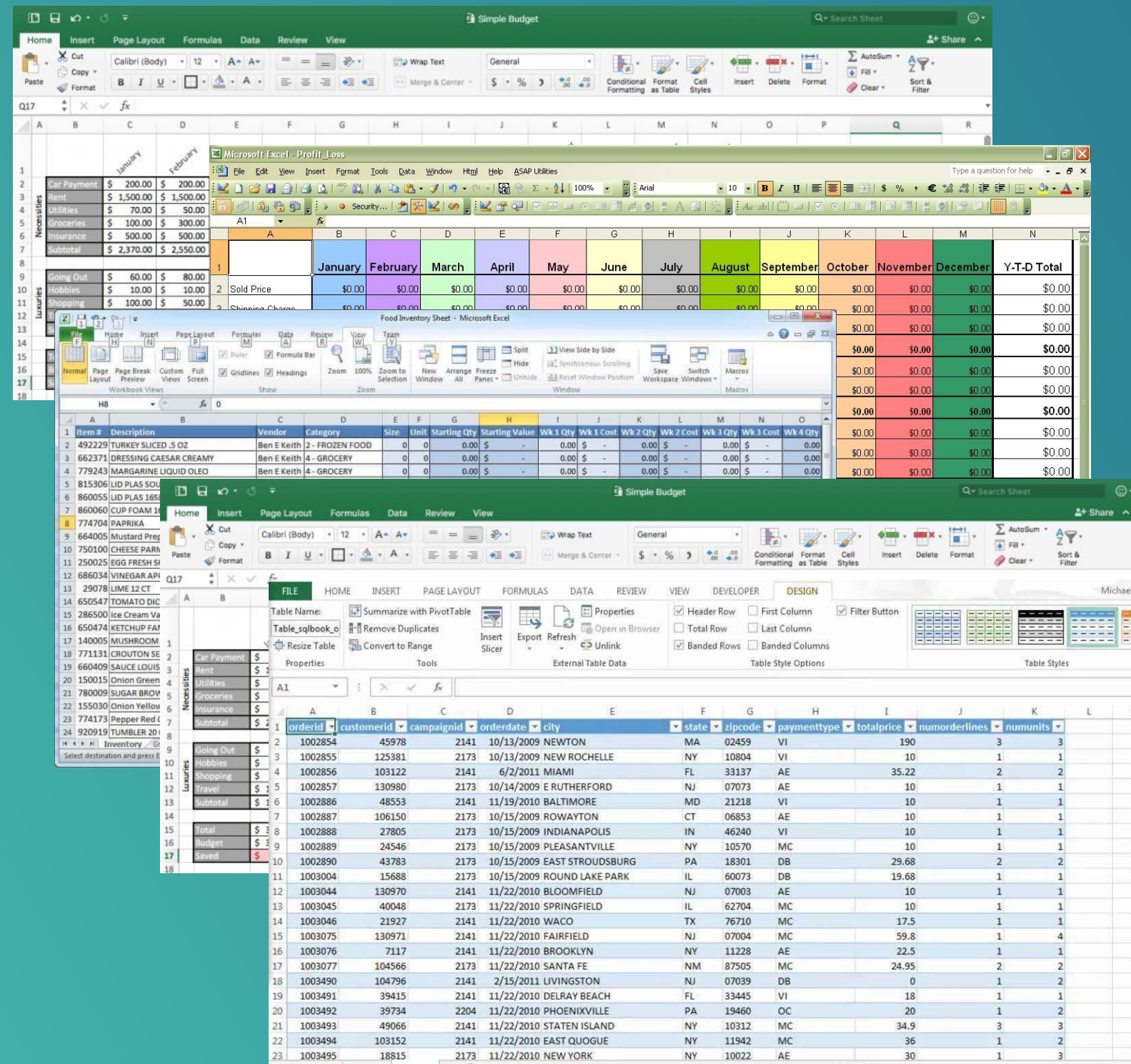
**Goal: \$100M ARR**  
(within 5 years)



# Expensive legacy ERP systems and solutions, as well as software that is not tailored to the industry is holding aviation businesses back



## The Current Reality:



## Commercial/Military Focus:



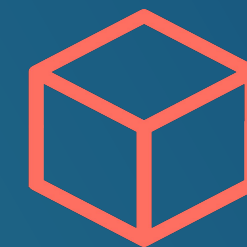
## General Solution:



## Legacy ERP Solution:



## Airblock Uniquely Solves 4 Industry Needs:



Transparency & risk aversion



Cost efficiencies



Digital verification



Windows into supply chains



# Airblock is led by leaders, builders, and innovators across aviation, engineering, technology, and global markets



**Janet Chacon**

CEO & CO-FOUNDER

Janet brings over 13+ years of aviation industry experience as a Project Management Professional® and technology consultant.



GE  
Aviation



**Brian H. Hough**

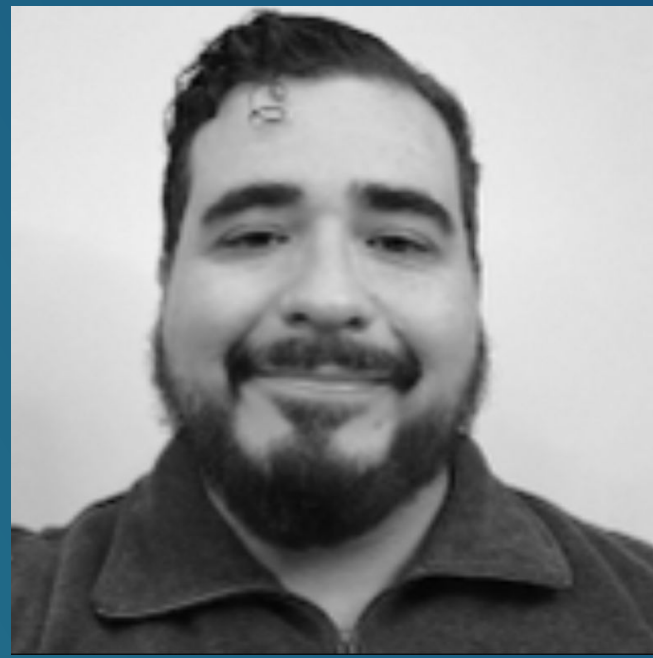
CTO & CO-FOUNDER

Brian is a certified blockchain developer, AWS Community Builder, and award-winning programmer with a passion for innovation.



HARVARD  
Kennedy School

BOSTON  
UNIVERSITY



**Ernesto Herrera**

DEVOPS ENGINEER

Ernesto is an experienced and industry-tested senior DevOps engineer.



**David Garcia**

BACK-END INTERN

David is a back-end developer focused on JavaScript and cloud.



CETIS NO. 62  
SECRETARÍA DE EDUCACIÓN PÚBLICA



**Jennifer Gonzalez**

FRONT-END INTERN

Jennifer is a front-end developer focused on UI & UX.



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## Board of Advisors:



**Roy Stone**

40+ years at GE Aviation & 13+ working with MROs



**Marcos Rosales**

25+ years of aviation experience & CEO of a helicopter MRO



**Kenneth Goodwin**

Expert in digitalization, fundraising, & Managing Partner of Jeanensis VC



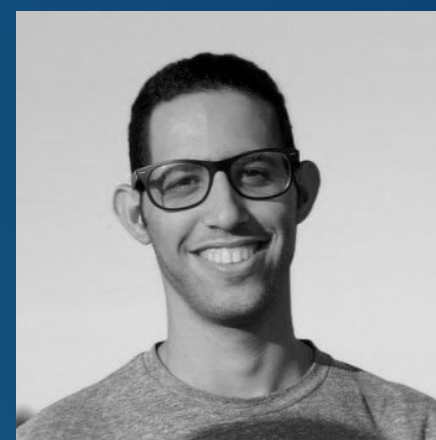
**Matt Sylvestre**

20+ years of experience leading product teams, with 3 successful exits



**Paulina Szyzdek**

Angel investor of future of work startups & fundraising advisor

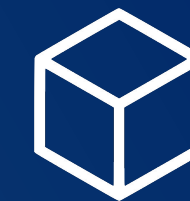


**Orlando Aloma**

Blockchain & IoT evangelist and startup consultant



# Companies Are Asking for Airblock, Now



Airblock



**"I want to buy Airblock now** for my company's parts procurement and component management processes."

**- Jesus Escudero, CEO of ASES**



**"I want Airblock for CSIRUS** and I want to recommend Airblock to my company's customers."

**- Marcos Rosales Gómez, CEO of CSIRUS**

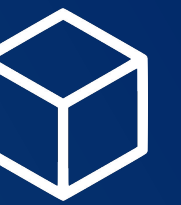
**Letters of Intent  
for Airblock Come  
from Companies  
Including:**



**AND  
MORE...**



# Fundraising Targets to Launch Airblock



Airblock

**PRE-SEED: \$200,000**

← Q1 2021 Target

Q3 2022 Target → **SEED: \$750,000**

## CURRENT FUNDRAISING ROUND

**PRE-SEED:** \$200,000 as Convertible Notes

**Goal:** Prepare Airblock for Launch + Go-To-Market

**Close Date Goal:** March 2021 | **ROI Target:** 2023

## NEXT FUNDRAISING TARGET

**SEED:** \$750,000

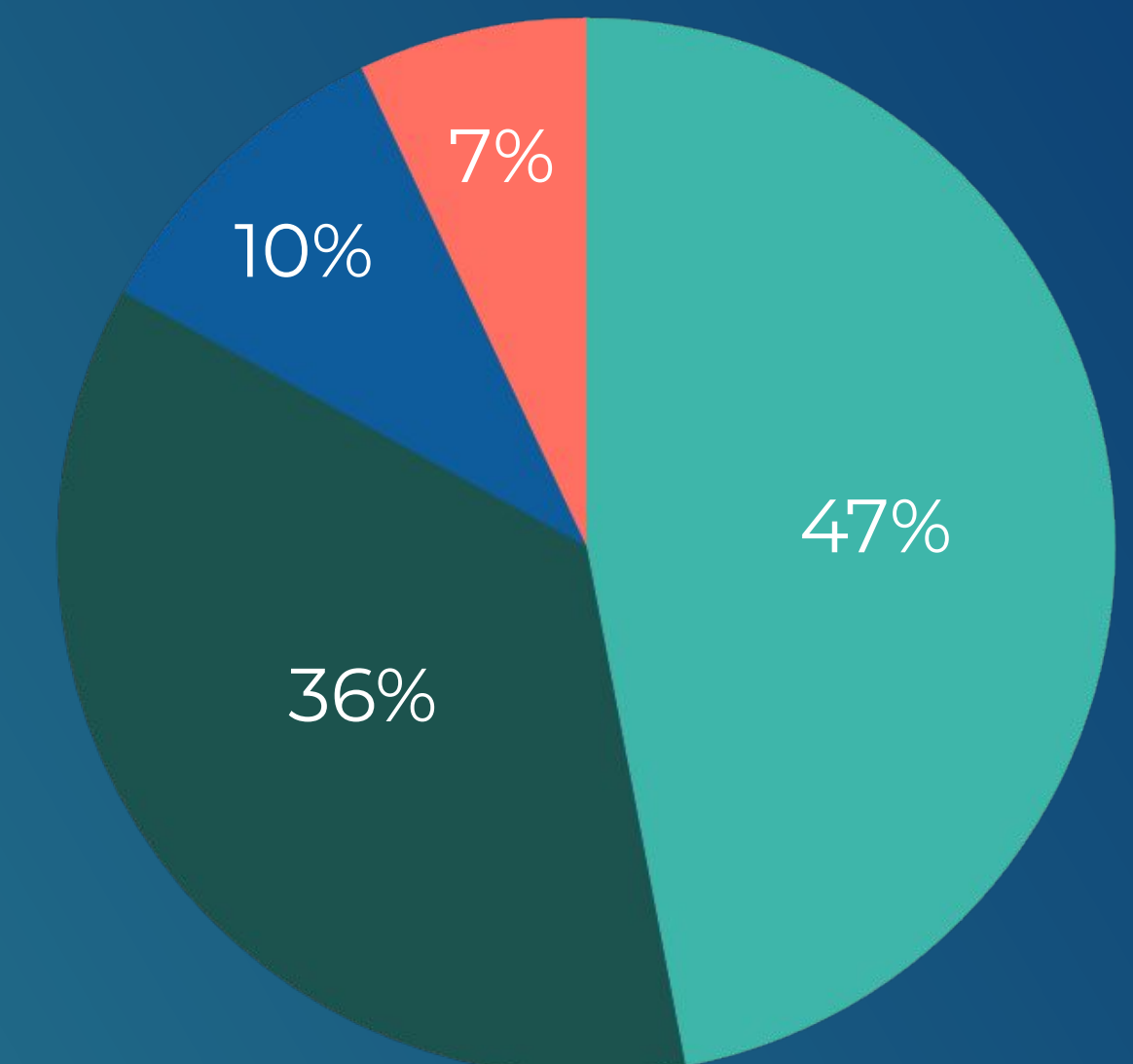
**Goal:** Scaling Airblock to \$10M in 3 Years

**Close Date Goal:** June 2022 | **ROI Target:** 2025

### Pre-Seed Goal: Prepare Airblock for Launch + Go-To-Market

<b>Product Development:</b> software infrastructure: compute, security, integrations, DLT, and deployment, as well as advisory/consulting	\$ 94,000 (47%)
<b>Sales:</b> building sales and customer success teams for finding new customers of Airblock and upgrading current users	\$ 72,000 (36%)
<b>Marketing:</b> trade-shows, events, demos, and advertising campaigns in print & on social media platforms	\$ 20,000 (10%)
<b>Legal:</b> fundraising oversight, advisement, preparation for Airblock's seed fundraising round, and corporate general counsel	\$ 14,000 (7%)
	<b>\$ 200,000</b>

● Product ● Sales ● Marketing ● Legal





# Want to Join Us In Digitizing the Aviation Industry?

Please Send a Message to:

**janet@airblocktech.com**

**brian@airblocktech.com**

Learn More About Us:

**AirblockTech.com**

Follow Us on Social:

    **@AirblockTech**



# Appendix

- I. Business Model & Projections
- II. Platform Overview
- III. Feature: Document Processing
- IV. Feature: Secure Document Management
- V. Market Validation: Prospective Customer Conversations



# Business Model & Projections



Airblock

## Pricing to Scale With the Business' Needs 3 Tiers of Pricing

**Airblock  
Licensing**  
Yearly Fee / Flat Cost

**Airblock  
Training & Onboarding**  
One-Time Fee



## Minimum Success Criteria 3 Year & 5 Year Plans

**GOAL:**

\$10M  
ARR

3 years

**Airblock Pricing Model**  
Avg. \$100,000 / year subscription

**Expected Customer Lifetime**  
At least 1 year

**Expected Acquisition Rate**  
10% (doesn't include referrals)

**Customers Acquired**  
100-150 aviation  
businesses

**Introduce an Enterprise-Level  
and Public Sector Airblock**

**GOAL:**

\$100M  
ARR

5 years

**Airblock Enterprise Pricing Model**  
Avg. \$550,000 / year subscription

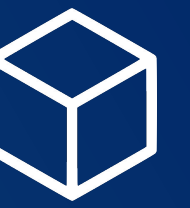
**Expected Customer Lifetime**  
At least 4 years

**Expected Acquisition Rate**  
10% (doesn't include referrals)

**Customers Acquired**  
145-150 public-sector companies,  
regulatory agencies, and firms

	<b>Subsonic</b> \$70,000 / year	<b>Sonic</b> \$100,000 / year	<b>Supersonic</b> \$110,000 / year
Users	5	15	25
Storage	250 GB	500 GB	2.5 TB / year
Identify	✓	✓	✓
Assets Surveillance	✓	✓	✓
Analytics	X	X	✓
Training	✓	✓	✓
Records Keeping support	X	✓	✓
Digital Success Specialist Support	X	✓	✓
Add on per user	contact your account manager	contact your account manager	contact your account manager





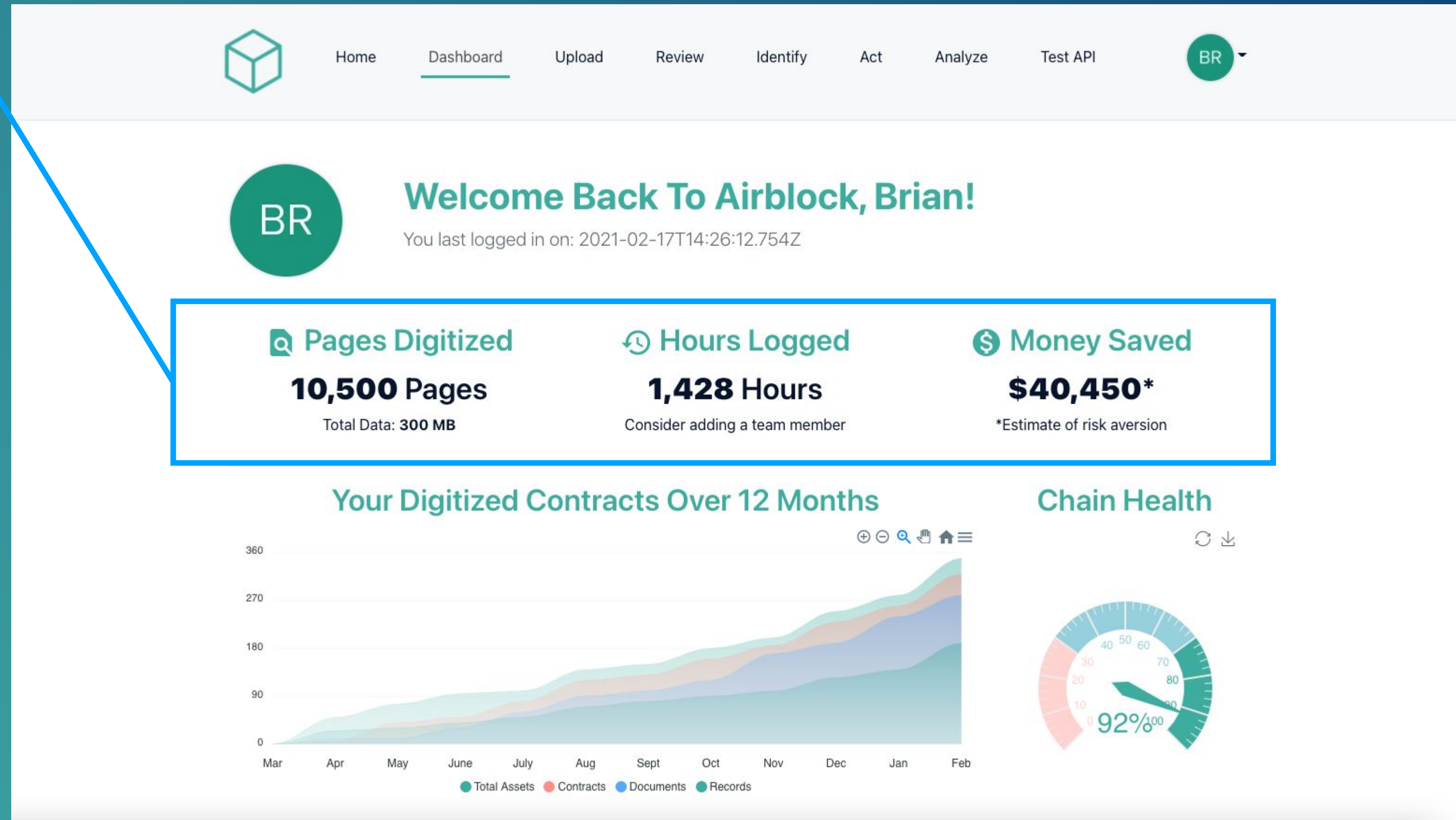
Airblock

# Platform Overview

**1 The Metrics Dashboard**  
keeps you informed of all the business' key analytics and economic benefits.

**2 Digitize Your Records**  
Upload and store all your records and contracts in the same place from any device in real time.

**3 Review**  
View all your documents, with configurable search to locate your documents easily.



**4 Identify**  
key operational parameters of your records so you can get actions out of the digital document

**5 Asset Surveillance**  
provides timely notifications to schedule tasks (inspections, internal or external repairs, etc.)

**6 Analytics Breakdowns** of the whole supply chain

**Visibility, Accessibility, and Transparency** across the entire supply chain

Demo Available Upon Request



# Document Processing



Airblock

1

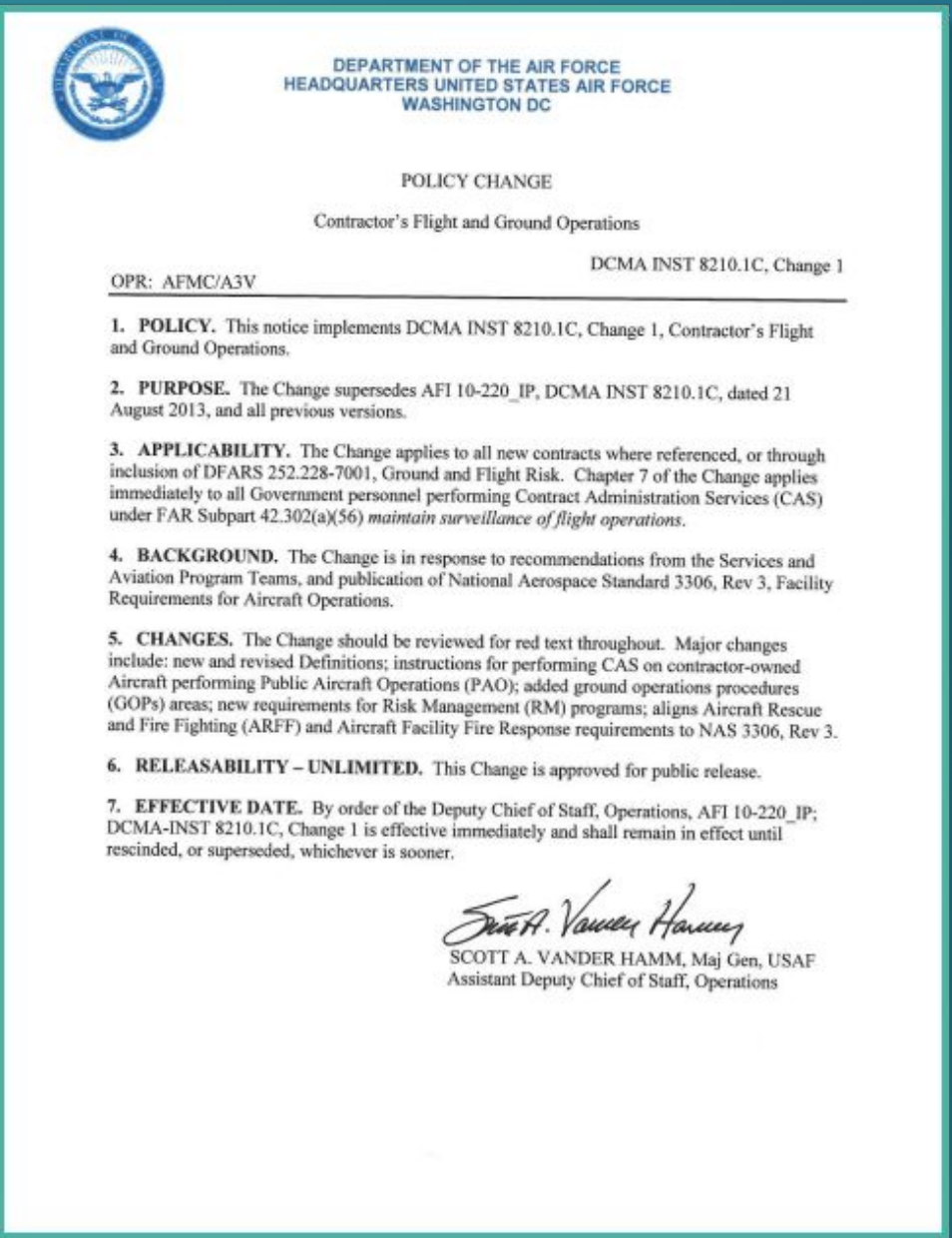
## Step 1: Digitize Your Documents

Upload contracts, documents, and technical records to the Airblock supply chain management platform

2

## Step 2: Make Your Data “Speak” to You

Airblock takes your files and creates a series of actionable steps to help you and your team manage important data

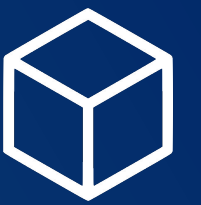


```
“operational-data”: {
  “firstName”: “George”,
  “lastName”: “Billena”,
  “title”: “president”,
  “company”: “AeroTransport”,
  “contractNumber”: “12849212”,
  “serialNumber”: “12849212”,
},

“external-data”: {
  “airports”: {
    “airport1”: “Air-One”,
    “airport2”: “Air-Two”,
    “airport3”: “Air-Three”,
  },
  “airTrafficControl”: “Control1”,
  “fuelCompanies”: {
    “fuel1”: “Fuel-One”,
    “fuel2”: “Fuel-Two”,
    “fuel3”: “Fuel-Three”,
  },
}
```



# Secure Document Management



Airblock

1

## Step 1: Manage Your Documents In 1 Click

Either upload documents from your phone or as a file on a computer, and have instant access to them

STATUS: Your invoices are loaded!

Search...

MENU BAR OF OPTIONS

INVOICE MANAGEMENT

FINANCIAL TOOLBAR

ACCOUNT OVERVIEW

CUSTOMIZABLE TOOLBAR --- pin a set of actions here that are used most often by the user

### My Invoices

Leasing Agent: American Airlines  
Lease Ends: July 5, 2020  
[view](#)

Leasing Agent: American Airlines  
Lease Ends: July 5, 2020  
[view](#)

Leasing Agent: American Airlines  
Lease Ends: July 5, 2020  
[view](#)

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Leasing Agent: American Airlines  
Lease Ends: July 5, 2020  
[view](#)

Leasing Agent: American Airlines  
Lease Ends: July 5, 2020  
[view](#)

### Digitize My Invoice

Upload your document here

Type: \_\_\_\_\_

First Name: \_\_\_\_\_

Last Name: \_\_\_\_\_

Title: \_\_\_\_\_

Company: \_\_\_\_\_

Plane Number: \_\_\_\_\_

Serial Number: \_\_\_\_\_

Notes: \_\_\_\_\_

SAVE

UPLOAD TO THE BLOCKCHAIN\*  
\*Requires Verification

2

## Step 2: Full Visibility and Transparency of All Documents

Airblock creates an immutable ledger of all documents, contracts, and records across the entire supply chain

STATUS: Your invoices are here!

Search...

MENU BAR OF OPTIONS

INVOICE MANAGEMENT

FINANCIAL TOOLBAR

ACCOUNT OVERVIEW

CUSTOMIZABLE TOOLBAR --- pin a set of actions here that are used most often by the user

10349  
Identification Number

Leasing Agent: American Airlines  
Lease Ends: July 5, 2020  
Status: Purchased; In-Use  
Planes: 5 rented

!

1 deadline  
Payment for engine.

10350  
Identification Number

Leasing Agent: American Airlines  
Lease Ends: July 5, 2020  
Status: Purchased; In-Use  
Planes: 5 rented

!

2 deadlines  
Payment for engine.  
Payment for engine.

10351  
Identification Number

Leasing Agent: American Airlines  
Lease Ends: July 29, 2020  
Status: Purchased; In-Use  
Planes: 5 rented

!

1 deadline  
Payment for engine.

10352  
Identification Number

Leasing Agent: American Airlines  
Lease Ends: August 5, 2020  
Status: Purchased; In-Use  
Planes: 5 rented

!

4 deadlines  
Payment for engine.  
Payment for engine.  
More

10353  
Identification Number

Leasing Agent: American Airlines  
Lease Ends: August 10, 2020  
Status: Purchased; In-Use  
Planes: 5 rented

!

1 deadline  
Payment for engine.

10354  
Identification Number

Leasing Agent: American Airlines  
Lease Ends: September 5, 2020  
Status: Purchased; In-Use  
Planes: 5 rented

!

6 deadlines  
Payment for engine.  
Payment for engine.  
More

10355  
Identification Number

Leasing Agent: American Airlines  
Lease Ends: October 5, 2020  
Status: Purchased; In-Use  
Planes: 5 rented

!

1 deadline  
Payment for engine.



# Market Validation: Prospective Customer Conversations



**“I want to buy Airblock now** for my company’s parts procurement and component management processes.”  
- **Jesus Escudero**, CEO of ASES



**“I want Airblock for CSIRUS** and I want to recommend Airblock to my company’s customers.”  
- **Marcos Rosales Gómez**, CEO of CSIRUS

*“One of my good friends at **Boeing** was complaining to me the other day about this exact issue* and how paper-based the company and the industry is.”  
- **Greg**, TheVentureCity

*“When I was working at Pratt & Whitney, my role was entering mounds of data and contracts into Excel. It was a nightmare.”*  
- **Pablo**, ONESIXONE Group