

# PLYZER TECHNOLOGIES, INC – INVESTMENT SUMMARY FEBRUARY 2020

Ticker: PLYZ Exchange: OTCQB 52-Week Range: .09/.70 Stock Price: .26 Mkt Cap USD\$ 21M Shares Out: 84.1M Float: 43M Warrants: 5.9M @ .20 & 923K @ .50  
 Conv Deb: 1M Employees: 25 Monthly Burn Rate: \$150K Ownership: Luis Pallares 23M - Terence Robinson 18.9M Auditor: Heaton & Company, PLLC  
 Investor Site: [www.plyzertechnologies.com](http://www.plyzertechnologies.com) Plyzer Intelligence site: [www.plyzerintelligence.com](http://www.plyzerintelligence.com) Plyzer App Site: [www.plyzer.com](http://www.plyzer.com)

Plyzer Technologies (PT) develops proprietary software using Artificial Intelligence. Our team of data scientists, AI experts and software developers are building state of the art products which address the \$2.3T E-commerce marketplace. PT intends on being a global leader in generating useful and understandable data that leads to actionable insights, providing a clear competitive advantage to the user. PT is a Nevada (USA) company, based in Barcelona (Spain) with an office in Toronto (Canada).

PT currently has 2 business units which are a B2C and B2B, both led by founder Luis Pallares, who studied computer science at MIT and has 25 years of business experience ([Linkedin](#)).

## B2B – PLYZER INTELLIGENCE (PI)

Plyzer Intelligence is an advanced pricing analytics solution that provides a cloud-based customizable dashboard for real-time, cognitive/AI-based price reporting, advanced and predictive analytics, content analytics, and geo-location analytics. This allows for a real-time competitive analysis and business management by monitoring resellers and competitors and detecting price violations, brand misuse and unauthorized sellers.

Plyzer Intelligence automatically uncovers sales opportunities in new and underserved markets and allows for optimization of current markets. Other solutions in the market rely on customer feedback to identify sales channel options, which omits valuable insights and is subject to inaccurate and incomplete information.

Target customers for PI are Pharma labs, cosmetic manufacturers, brands, ad agencies, retailers.

Online market size (sales) in the OTC and cosmetics sector for Spain + Canada > \$10B+, Spain alone has over 1000 pharma and cosmetics companies.

PI currently monitors over 80,000 products between Spain/Canada in over 1000 online marketplaces and 3,000,000 URL's daily. PI has developed proprietary product matching technology.

PI is a SAAS based model payable by a monthly subscription

## B2C – PLYZER APP (PA)

PA is an application that provides the best pricing for consumers seeking to purchase products online. PA is now available in Spain and Canada for consumers seeking the best prices for OTC products sold through online pharmacies. A rollout in the USA is expected soon as well as other global markets. Potential revenues for PA include advertising, affiliate programs and data. PA can save consumers vast amounts of money as we eliminate the wide discrepancies in prices. Management of PT views this as an excellent social and community service as well. PA democratizes the online playing field. Available in Android and Apple.

PT will continue to scale the company's go-to-market capacity and make key investments in technology to advance its competitive advantage. PT plans to explore new technological trends to add to its platform, including Augmented and Virtual Reality, IoT and predictive pricing in an effort to provide the most complete and efficient customer experience.

## MARKETS



## PROJECTED REVENUES (INITIAL MARKETS, \$M)

	Jul 2019 - Jun 2020	Jul 2020 - Jun 2021	Jul 2021 - Jun 2022
<b>Revenue</b>	<b>Y1</b>	<b>Y2</b>	<b>Y3</b>
<b>Pharma Spain</b>	<b>900,000</b>	<b>3,600,000</b>	<b>8,100,000</b>
#Clients	50	100	150
#Products monitored / client	50	100	150
€ / product / month	30	30	30
€ / client / month	1,500	3,000	4,500
<b>Pharma Canada</b>	<b>450,000</b>	<b>3,600,000</b>	<b>8,100,000</b>
#Clients	25	100	150
#Products monitored / client	50	100	150
€ / product / month	30	30	30
€ / client / month	1,500	3,000	4,500
<b>Total</b>	<b>1,890,000</b>	<b>7,200,000</b>	<b>16,200,000</b>
<b>Costs</b>	<b>Y1</b>	<b>Y2</b>	<b>Y3</b>
Customer setup and support costs	283,500	1,080,000	2,592,000
R&D & Product development	500,000	1,000,000	1,500,000
General - Rent & External services	500,000	1,000,000	1,500,000
General - HR, Management, Marketing, Com	500,000	1,000,000	1,500,000
Sales	500,000	1,000,000	1,500,000
<b>Total</b>	<b>2,283,500</b>	<b>5,080,000</b>	<b>8,592,000</b>
<b>EBITDA</b>	<b>-393,500</b>	<b>2,120,000</b>	<b>8,488,000</b>

\$2.3T

### E-commerce

In 2017, 1.7 billion people purchased US\$2.3 trillion of goods online, a dollar value that is projected to double by 2021.

\$42B

### Big Data / Business Analytics

According to McKinsey, spend in Big Data / Business Analytics is USD \$42B.

\$16B

### Business Intelligence

According to Statistics MRC, the Global Business Intelligence market is expected to grow 11% CAGR through 2022 from US\$15.6 billion in 2016. The fastest-growing segments are Unstructured Data Analytics and SME adoption.

\*A more detailed plan is available under an NDA