

NEW INVESTMENT OPPORTUNITY

COMPANY PRESENTATION:

AiFi

Steve Carlin, CEO,

Joao Diogo Falcao, Co-Founder & CTO,

& Fabio Pelho, Global Head of FP&A

Thursday, 6/13/2024, 12pm ET / 9am PT

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Dear Plum Alley Investor Members,

We are presenting a new follow-on investment opportunity in [AiFi](#), the leading autonomous retail technology with patented computer vision and an advanced AI-powered spatial tracking platform. The Company is addressing the **\$17.6T retail tech and AI market**, including autonomous, no-line checkout at scale, on-demand data solutions, and tracking movements and objects through the spacial layer.

Commercial Update:

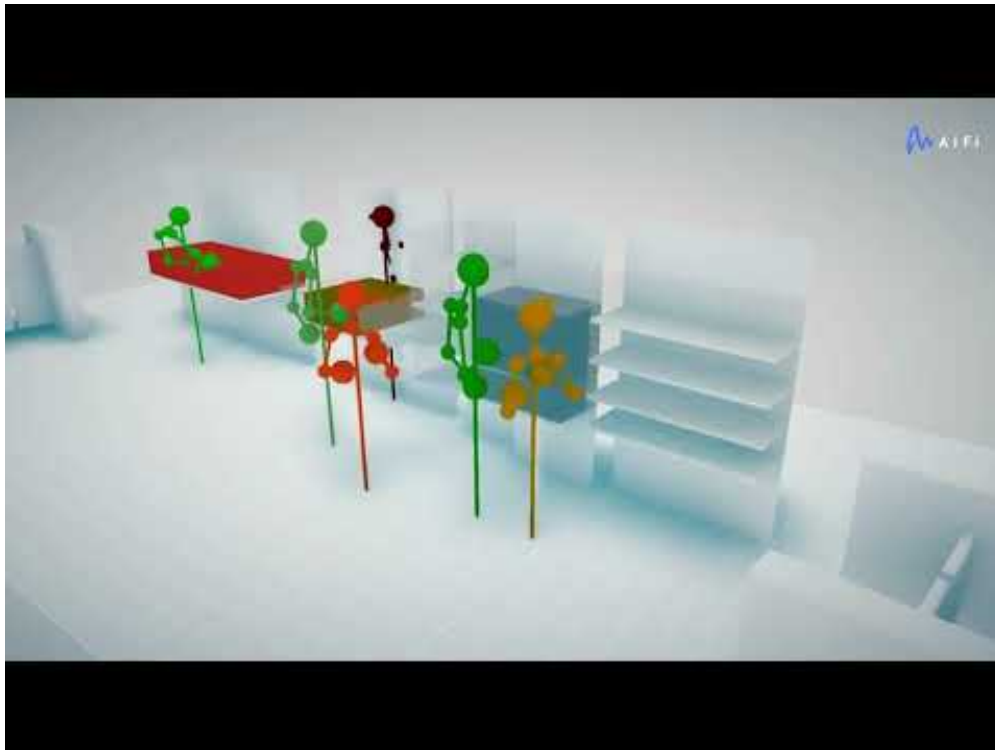
AiFi has deployed its technology in over **220 stores**, making it one of the largest autonomous retail companies globally. Current signed and existing customers include [brick and mortar retailers](#) like **Zabka**, a fast-growing EU convenience chain opening 1,000+ stores per year, **Aldi**, one of the largest grocery chains in the world, and **Compass Group**, the largest food services company in the world. Existing customers in the [live event segment](#) include a landmark contract with the brand new [Intuit Dome](#), future home of the L.A. Clippers NBA team, as well as many additional stadium and concert venues across the US and EU, including deployed stores at the stadiums for the **Atlanta Falcons**, **Kansas City Chiefs**, and **Leicester FC**. The technology has achieved a 98.98% accuracy rate in identifying objects and items, and has tracked 18,000,000 objects shopped by 6,500,000 people. This has enabled AiFi to achieve an **ARR growth rate of 262% year over year** with ~75% gross software margins.

Fundraising Update:

Plum Alley has invested nearly \$4M in AiFi across our member SPVs and Ventures Fund I. Our first investment in AiFi was in a 2020 Pre-Series B SAFE Syndicate, with the second coming in the Company's 2021 Series B via both Syndicate and Ventures Fund I. The current investment funds will be used to service and scale existing customer contracts, and enable the Company to achieve key growth KPIs towards its upcoming Series C round, targeted for early 2025. Hence, this interim funding is to allow the Company to productively capture the increasing customer demands and achieve the necessary economic metrics for a successful growth round. To support this strategic decision in the current venture market, the Board, leadership, and key investors have decided to recapitalize this round with a lower valuation from the previous Series B round in 2022, despite the growth experienced by AiFi. We are presenting this opportunity to our investor members as the key factors of global customer growth, revenue pipeline and de-risked technology support the current investment opportunity and potential upside for the upcoming Series C funding.

AiFi is raising over \$13M at a \$100M pre-money valuation vs. the previous \$250M pre-money valuation in the \$65M Series B. This round is to support its continued growth in the current financial market. It is led by [Translink Capital](#) and [Cervin Ventures](#) - co-leads of the previous round, and with participation from many existing investors. Based on available information and current growth trajectory, we have successfully secured allocation for our Member Investors. We will present more information with Company at the upcoming presentation which will include what this means for existing and new investors.

To better appreciate AiFi's technology and platform, see the video below outlining how AiFi has transformed the home of existing customer, Leicester FC.



Important Information and Timeline

The investment opportunity is available for Plum Alley members who are accredited investors.

Company Presentation

Thursday, 6/13/2024

12:00 - 1:30pm ET // 9:00 - 10:30am PT

[RSVP to Google Calendar Invite](#)

Call Link Available [Here](#)

Final Investment Commitments Due

Friday, 6/21/2024

We will take commitments on a rolling basis. Please submit final commitments here.

Funding & Documents Due

Friday, 6/28/2024

At the end of the commitment period, you will receive details regarding closing documentation and wiring instructions via Carta.

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Plum Alley Ventures Company, LLC, 43 West 23rd Street, New York, NY 10010, United States

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