BlueFireLabs
Venture Studio

OT BOX

Lima, Peru - Valencia, Spain   www.bluefirelabs.com

Elevator Pitch

What we do
We build a modular **hardware platform and app store** that brings **Industry 4.0** capabilities—such as AI analytics, secure file transfer, and intrusion detection—directly into legacy manufacturing environments, all from a single box.

Why now?
The timing is right because factories are under massive pressure to digitize, but most still run legacy equipment that was never designed for modern connectivity. As industrial digital transformation accelerates, manufacturers need secure, cost-effective ways to bridge the gap without violating compliance or exposing themselves to cyber risks.

Why Us?
We are the right team to build this because we've spent the last years working at the intersection of industrial automation and cybersecurity, helping Fortune 500 manufacturers modernize their operations. We've already secured key partnerships, including a U.S. OEM hardware supplier, strategic industry advisors, and early interest from pharmaceutical clients ready to pilot the system.

The ask
We are currently raising **€200,000** via a convertible note in exchange for a **5%** stake, to finalize product development, launch pilot deployments, and build our software marketplace.

Why Connectivity in Manufacturing Is Now Critical

Despite the global shift toward Industry 4.0, the vast majority of manufacturing facilities still operate with outdated or semi-automated equipment—commonly referred to as Industry 3.0 systems. These systems lack native digital interfaces, making them invisible to modern IT and analytics platforms.

Manufacturers today face growing pressure to optimize production, reduce downtime, and respond faster to market changes. But without real-time data from machines and production lines, these goals are difficult—if not impossible—to achieve.

That's why there's a growing need to connect legacy assets and turn operational data into actionable insights. Enabling connectivity across existing factory floors not only extends the life of capital equipment but also unlocks major advantages such as predictive maintenance, performance benchmarking, and full traceability.
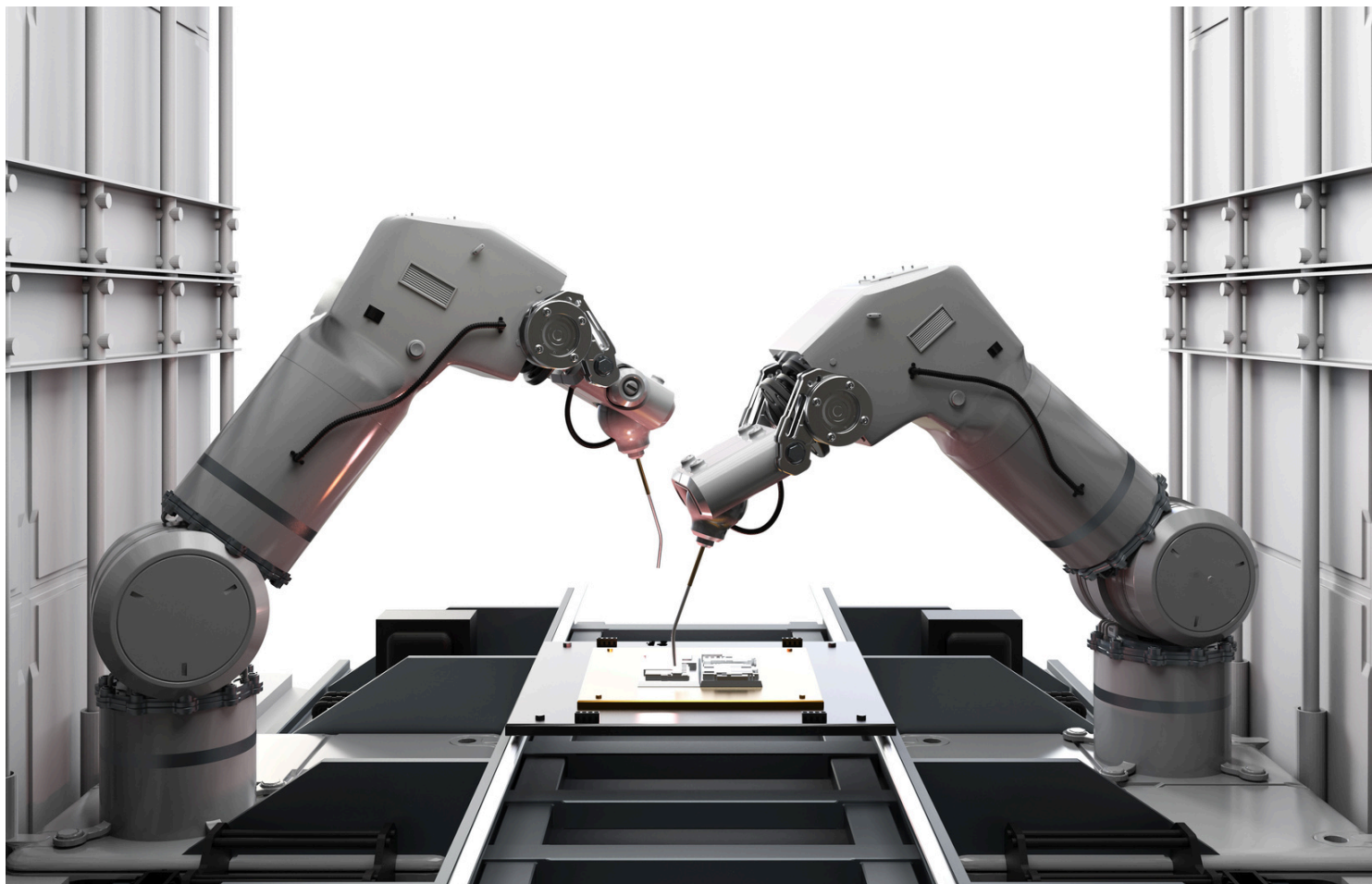
Problem: Legacy Systems Are Isolated —For a Reason

Factory systems—such as production lines, robot cells, and PLC networks—are inherently isolated from the rest of the IT infrastructure. This isolation was intentional, protecting decades-old equipment from cyber threats and minimizing production risks.

However, as the pressure to adopt Industry 4.0 increases, manufacturers are being forced to connect these vulnerable systems to modern IT environments, exposing critical assets to new risks.

To unlock the benefits of Industry 4.0—such as real-time analytics, predictive maintenance, AI-based optimization, and seamless ERP/MES integration—factories must grant access to these systems. But doing so introduces three major challenges:

The Emerging Pain Points

SECURITY RISK EXPLOSION

Exposing outdated systems to the network makes them prime targets for cyberattacks—especially in industries like pharmaceuticals where system integrity is critical.

COMPLIANCE COMPLEXITY

Every new connection or change must go through rigorous change control processes, causing delays and compliance headaches in highly regulated environments.

INFRASTRUCTURE OVERLOAD

Industry 4.0 solutions often require deploying multiple dedicated systems (AI servers, OT firewalls, secure file gateways, traffic monitors, etc.), resulting in costly and complex infrastructure buildup.

Solution: One Box. Infinite Possibilities.

To address the complexity, cost, and risk of connecting factory systems, our startup offers a unified platform: a powerful, modular computer system that consolidates multiple Industry 4.0 solutions in a single, secure device.

At its core, our system uses advanced virtualization to run up to 10 different applications simultaneously—ranging from AI analytics and secure file transfer to intrusion detection and network monitoring—on a single box.

Each unit features a modular interface system, enabling plug-and-play compatibility with a wide range of industrial protocols, including serial, fieldbus, and other exotic interfaces, making it adaptable to virtually any environment.

Key Benefits

One Installation, Multiple Functions

Drastically reduces hardware footprint and costs by consolidating what typically requires multiple servers.

Instant Access to Industry 4.0 Applications

Connect to our curated marketplace to deploy the latest solutions with just a few clicks—ready in minutes, not months.
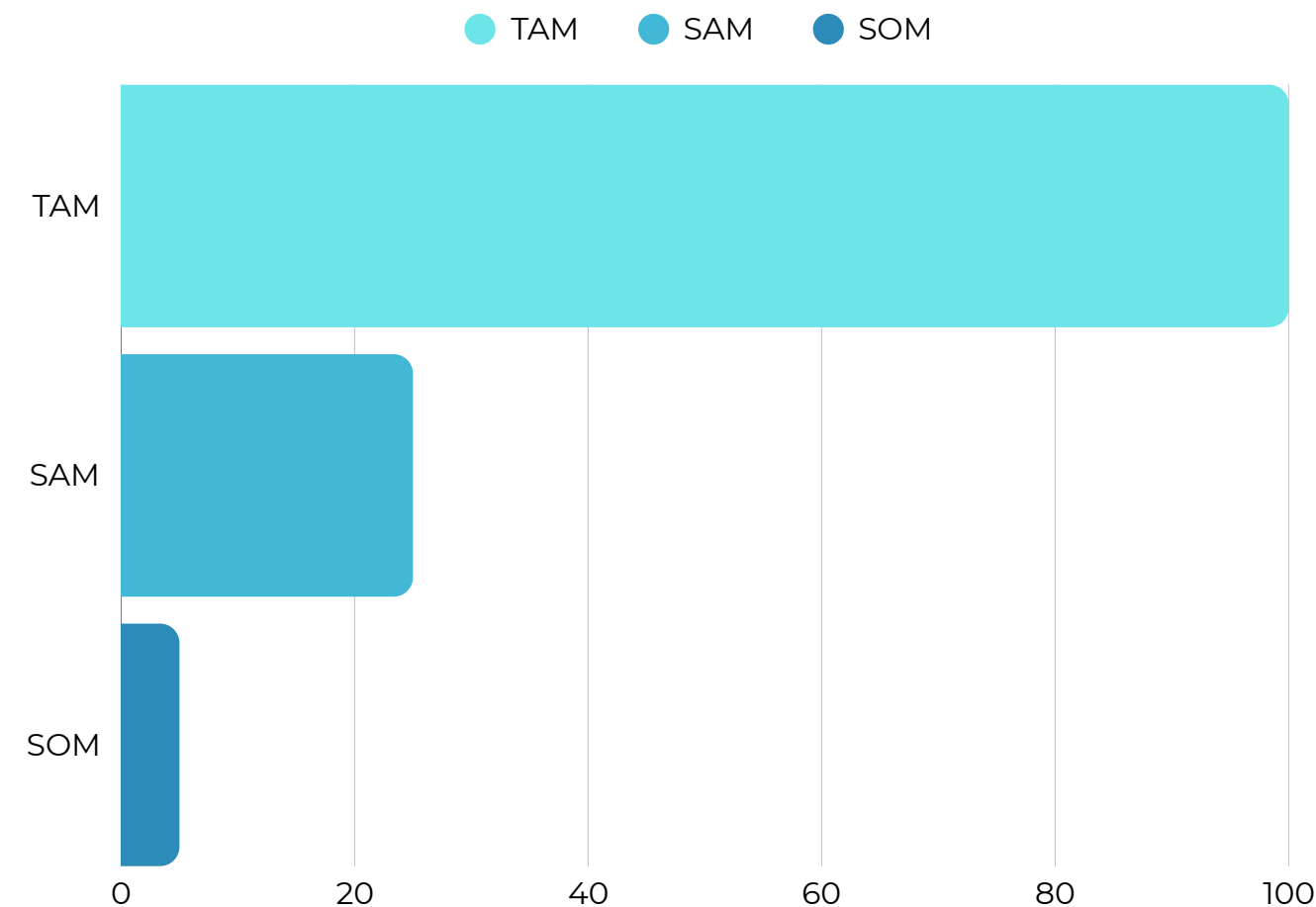
SEAMLESS DEPLOYMENT AT SCALE

Push updates or new apps to thousands of systems remotely, enabling agile experimentation and rollout.

Secure and Compliant by Design

Centralized control, segmented environments, and hardened modules ensure the system meets even the strictest industry standards.

Market Size

● TAM   ● SAM   ● SOM

"A Converging Opportunity"
Our box addresses a $100B+ market at the intersection of Industrial IoT, Edge AI, and Smart Factory initiatives. As manufacturers rush to digitize legacy systems, the demand for secure, multi-purpose edge solutions is growing rapidly.
With a focused go-to-market strategy, we aim to capture a share of the $25B serviceable market and expand from there.

Total Available Market (TAM)

100+ Billion

- All factories globally looking to digitize legacy equipment — e.g., over 10 million industrial sites worldwide.
- TAM = A share of the global Industry 4.0 + Smart Factory + Edge AI + Industrial IoT markets
- ≈ $100B+ USD

Serviceable Available Market (SAM)

15-25 Billion

- Factories with legacy equipment actively opening up to IT integration over the next 5–10 years.
- Focus on regulated sectors (pharma, food, chemicals, automotive)
- ≈ $15–25B USD

Serviceable Obtainable Market (SOM)

0.5-1 Billion

- The initial target geography and verticals, e.g., Europe and North America + pharma and food.
- Conservative estimate of reachable market within 5 years
- ≈ $500M–1B USD

Business Model

Hardware-Enabled, Marketplace-Driven

Our revenue model combines upfront hardware sales with recurring software income—driven by a growing ecosystem of Industry 4.0 applications.

Hardware & Support (Entry Point)

- High-performance industrial boxes sold with optional service/support contracts
- Provides initial revenue and creates deployment footprint for marketplace adoption

Application Marketplace (Primary Revenue Stream)

- Clients access and deploy apps through our integrated marketplace
- We manage the licensing infrastructure and monetize via revenue share

Why It Works

Recurring Revenue from licenses and subscriptions

High Margins through software distribution

Vendor Lock-In by becoming the central hub for industrial applications

Network Effects as more apps and users increase value across the ecosystem

Traction

We've laid the groundwork for rapid deployment and market validation by securing critical partnerships and technical capabilities:

OEM Hardware Secured

Partnered with a U.S.-based industrial computer manufacturer capable of delivering high-performance, modular hardware along with global aftersales support.

Strategic Pilot Pipeline

In discussions with a well-connected partner who has access to major pharmaceutical manufacturers—several of whom have expressed interest in testing the system in regulated environments.

SOLUTION ECOSYSTEM UNDER DEVELOPMENT

Engaging multiple application developers to integrate their tools (AI analytics, intrusion detection, secure file handling) into our marketplace—ensuring instant value for early adopters.

Our Team

We're actively assembling a high-impact team of advisors and experts to guide us through product development, market entry, and scale.

Industry Mentors & Business Angels Engaged

We've connected with experienced business angels and sector-specific mentors who are actively advising our go-to-market and operational strategy.

OT/IT Security Architect on Board

A senior cybersecurity consultant with hands-on experience across pharmaceutical and industrial clients is already contributing to product architecture and compliance frameworks.

DISCUSSIONS UNDERWAY WITH KEY INDUSTRY LEADER

We're in active talks with the former CEO of one of the world's leading security appliance vendors, aiming to bring him on board as a strategic advisor and public credibility anchor.

The Ask

We're raising **€200,000** in the form of a convertible note in exchange for a 5% equity stake, with the goal of building and launching our MVP within the next 12 months.

Product Development

- **OS & Hardware Engineering** – Custom OS and interface driver stack for the OT Box
- **Full Stack Development** – Marketplace platform, deployment system, and license management infrastructure

Go-to-Market

- **Sales Talent** – First hires to drive pilot acquisition and customer relationships
- **Branding & Positioning** – Visual identity, marketing collateral, and product storytelling

Operational Setup

- **Recruiting & Administration** – Engaging specialized recruiters and backend ops
- **Legal & IP** – Company formation, contracts, and intellectual property management

Funding Allocation – €200,000 Convertible Note

Legal & IP
Recruiting & Admin
15.0%
15.0%
Sales & GTM
20.0%
Product Development
(OS + Marketplace)
50.0%
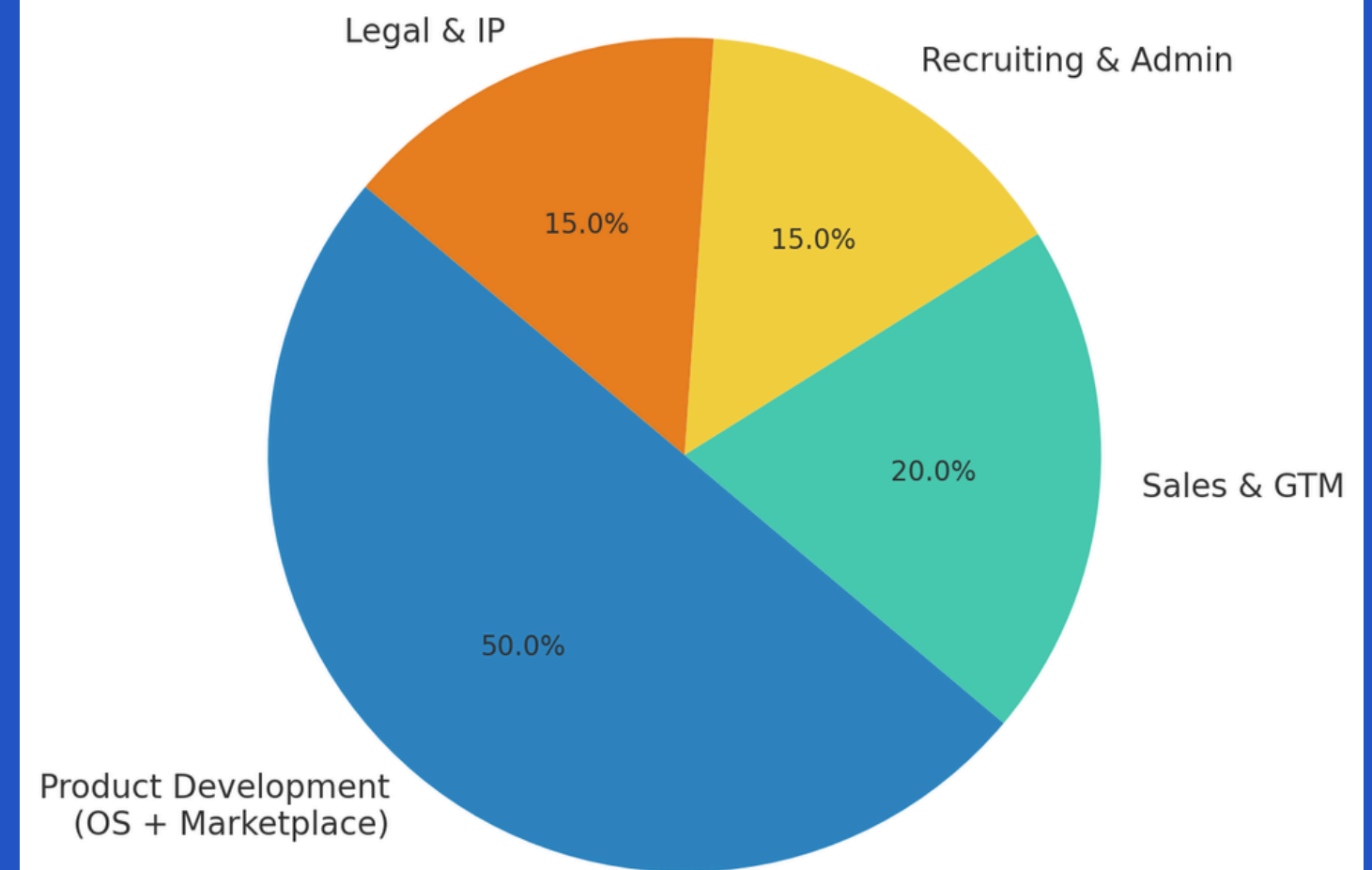
Milestones Post-Funding

Deploy First Prototype

Fully functional OT Box with core features (OS, modular interface, virtualization)

Pilot Launch Across 3 Industrial Environments

Deploy and test in real-world scenarios across at least 3 different clients/projects, with a focus on pharma and regulated industries

Marketplace MVP Live

Enable push-to-box app delivery, license management, and first 3rd-party integrations

Thank You

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