

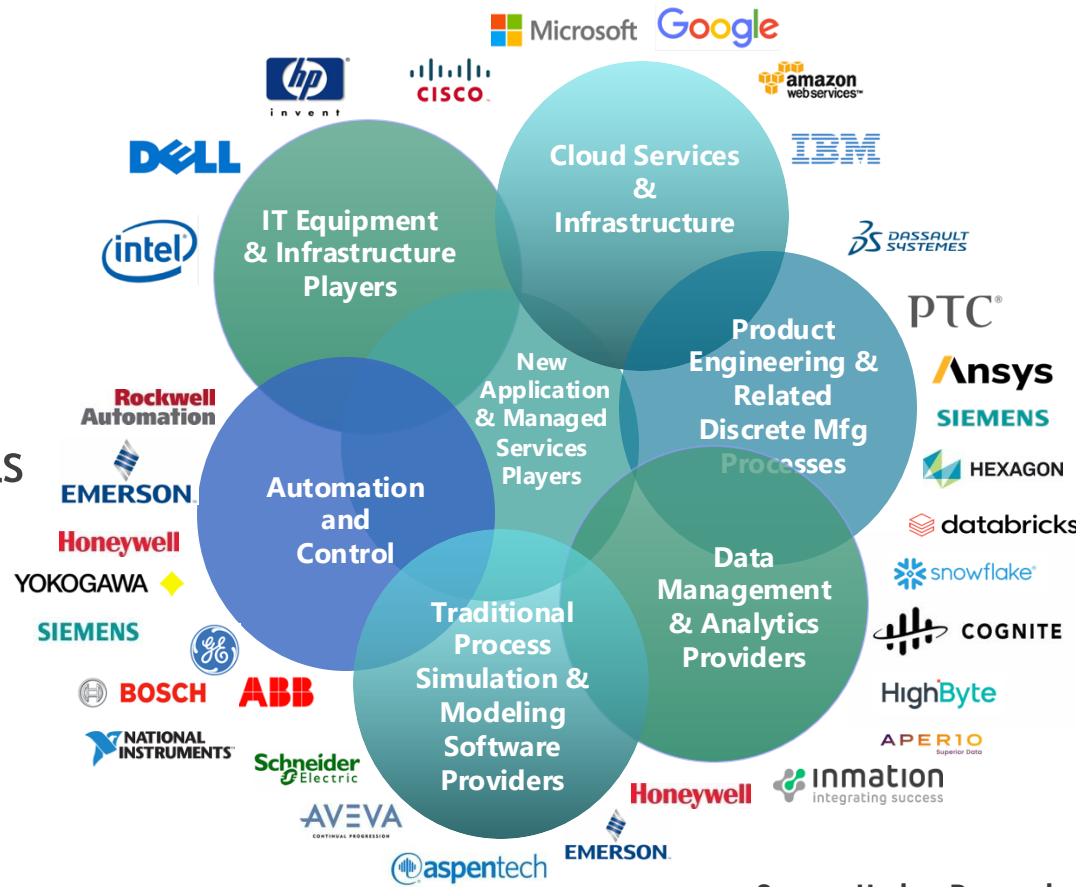
BRAVURA AI

Expert Generative AI
For Process Manufacturing

Process Industry Loses \$4.4 Billion Per Year

Process Data is...

- Disaggregated
- Non-Uniform
- Lacking Context
- Locked behind Cyber Security Walls



Source: Harbor Research

Data Needs to be...

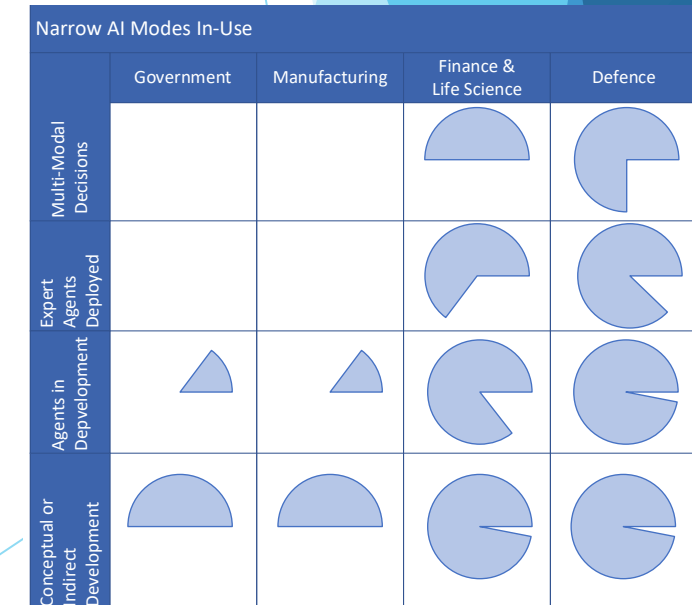
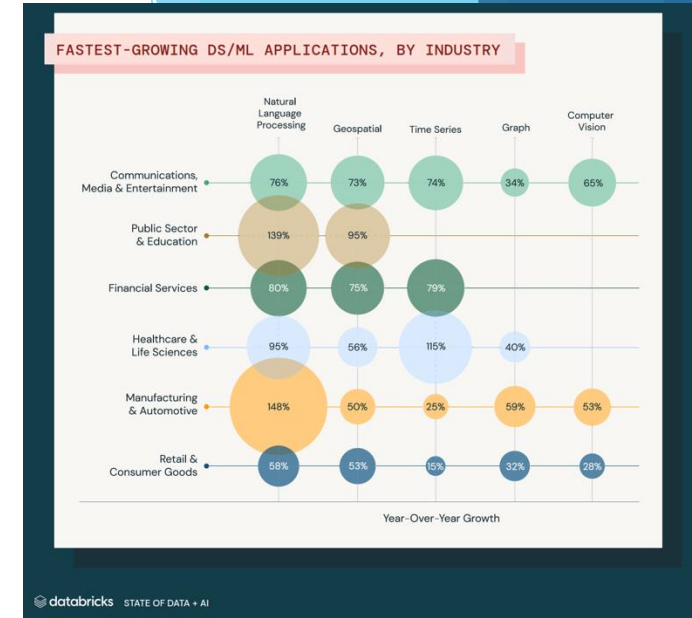
- Centralized
- Standardized
- Contextualized
- Optimized
- Ready for Automation

Generative AI Not Effective Without Addressing The Data Issue



Process Manufacturing Needs Generative AI

- Reasons for the \$4.4B per year loss
 - Lack of operations decision support tools
 - Difficult root cause of quality, safety losses
 - Documentation, reporting requirements are costly on stretched plant engineering teams
 - Stranded islands of automation data
 - Turnover / retirement operations talent
- Mounting Risk and Exposure while pressured to grow domestic manufacturing capacity
- Process Industry investment lags defense, finance, pharmaceutical in Multi-Modal AI development

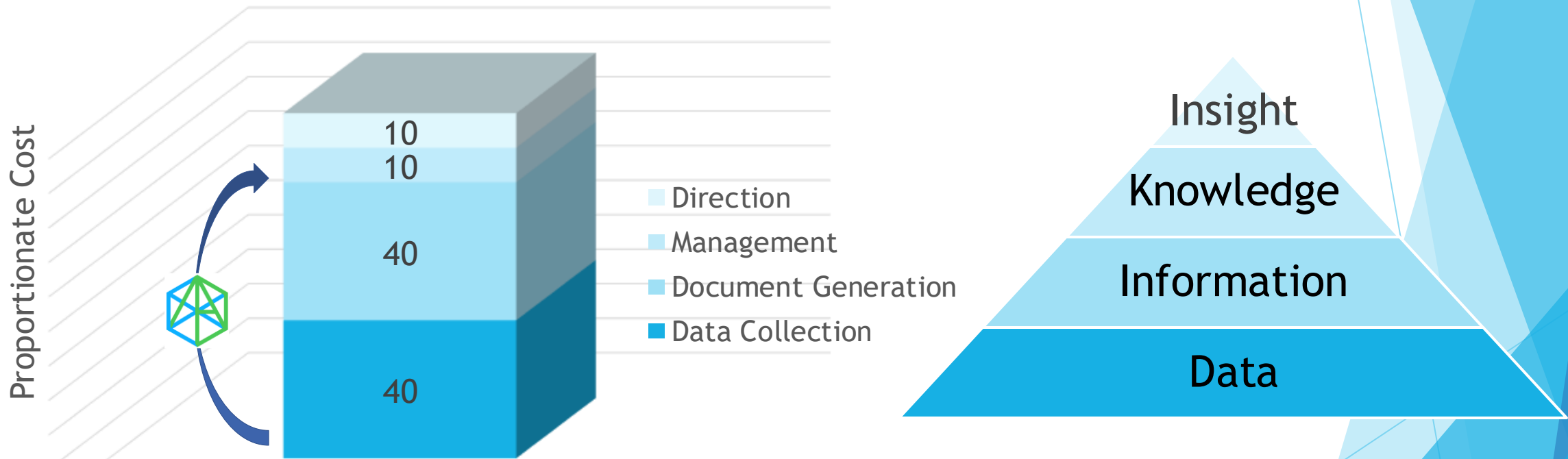


Generative AI / Data Management applications focused on the decision support, documentation requirements of Process manufacturing



Accelerating Data Into Insights and Action

Process Industries Data Value Chain Cost Distribution(%)



**High Cost of Data Handling by Expensive Technical Resources
BRAVURA AI converts data into Insights at lower cost with fewer mistakes**

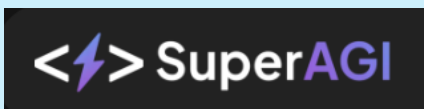


BRAVURA AI

Agentic AI Is Coming to Process Industries



Agentic AI Platforms



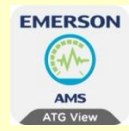
Hey Siri



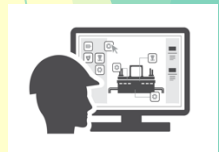
amazon alexa



BRAVURA AI



Endress+Hauser
People for Process Automation



Process Automation Ecosystem



Bravura AI right is the gateway.

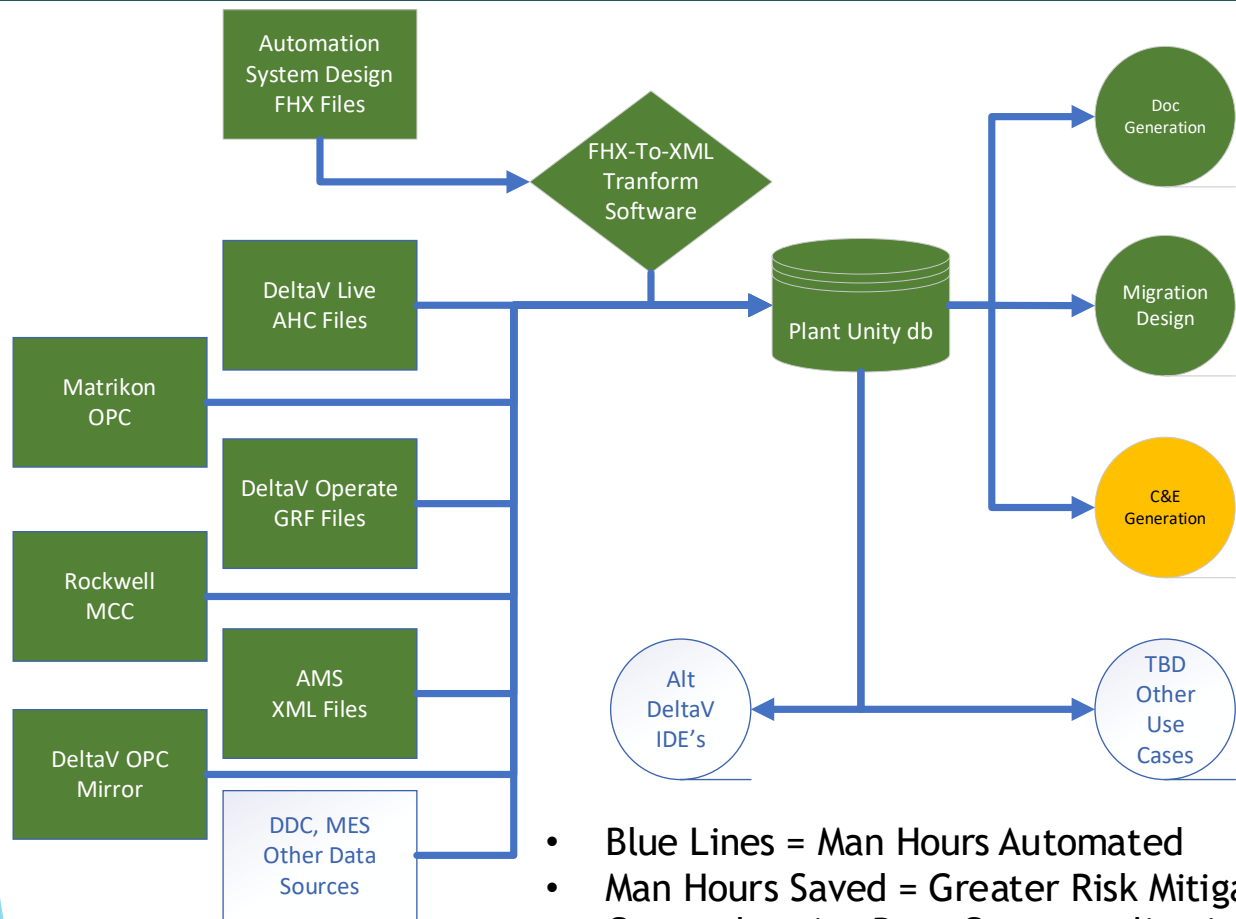


Google Assistant



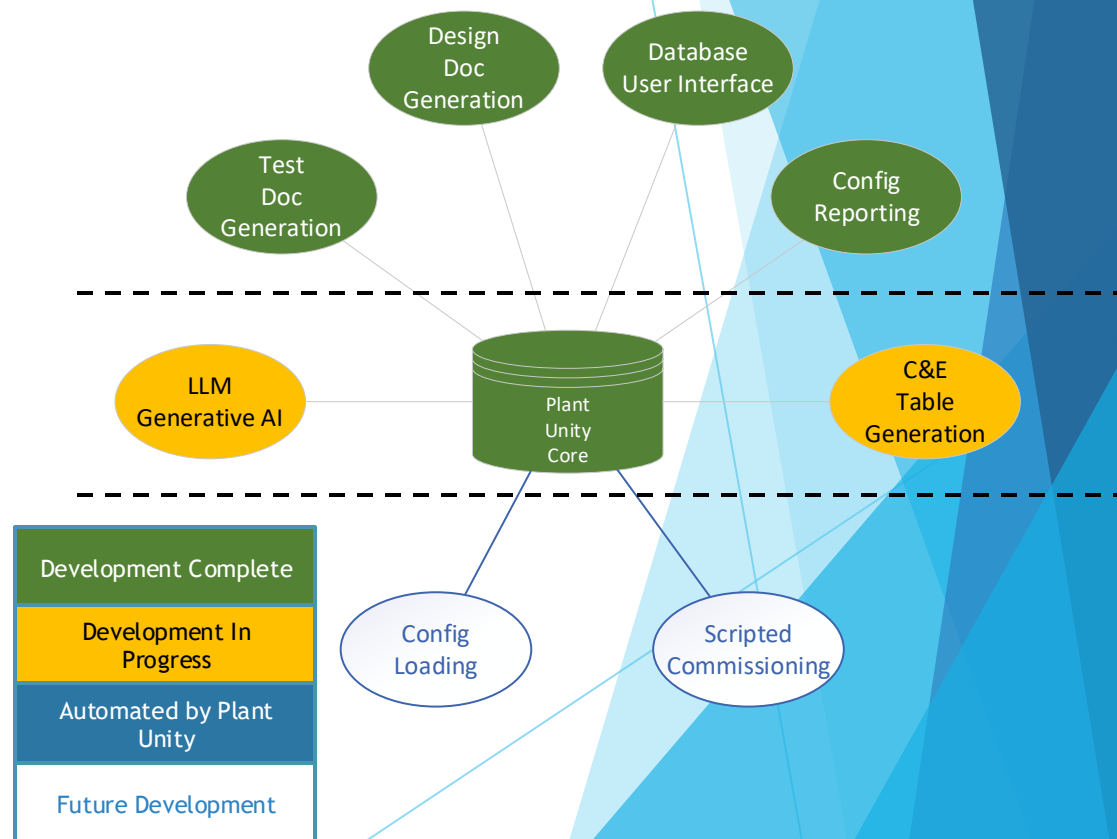
Design Data Management + Generative AI Insights

Process Plant Unity - Data Islands Unified



- Blue Lines = Man Hours Automated
- Man Hours Saved = Greater Risk Mitigated
- Comprehensive Data Contextualization Plus Generative AI Framework

BRAVURA AI - Insights & Apps





BRAVURA AI

Actionable, Accurate Support for Operations

bp bpx energy BPX Checkmate CDP
Control Module Configuration Acceptance **accenture**

CH_ACM11132

Module Instance Configuration

Process Cell Assignment: CH_CMPR1 Unit Assignment: CH_U_CMPR1 Module Tag: CH_ACM11132 Module Class: _BPX-MTR00

Controller Assignment: CH_CMPR-1 Primary Display: CH_Compressor1_Detail

Module Description: Cmpr#1 Process Cooler Fan

Graphics Config Referen

GEM Class: NOT YET LINKED

Display File: NOT YET LINKED

Plant Unity Module Explorer Graphics Explorer

Module Explorer

Filter modules... _BPX-MTR00

#	Module Tag	Description	EDC1/MODE.auto_a	EDC1/MODE.auto_p	EDC1/MODE.cas_a	EDC1/MODE.cas_p	EDC1/MOD
1	CH_ACM11132	Cmpr#1 Process Cooler Fan	-	-	-	-	-
2	CH_ACM11132	Cmpr#1 Process Cooler Fan	T	T	T	T	CAS
3	CH_ACM11132	Cmpr#1 Process Cooler Fan	-	-	-	-	-
4	CH_ACM11132	Cmpr#1 Process Cooler Fan	-	-	-	-	-
5	CH_ACM11132	Cmpr#1 Process Cooler Fan	-	-	-	-	-
6	CH_ACM11132	Cmpr#1 Process Cooler Fan	-	-	-	-	-

Plant Unity Module Explorer Graphics Explorer Wazir Abdool

Graphics Explorer

Globals / frsVariables / Alarm_Color_Table

Dynamo Class Info: Tag Reference: NONE

Properties Animations

#	Animation Level	In 1	In 2	Out 1	Out 2
1	1	-115	-112	RGB(255, 0, 0)	
2	2	-111	-108	RGB(255, 255, 0)	
3	3	-107	-104	RGB(128, 0, 150)	
4	4	-103	-103	RGB(0, 0, 255)	

Plant Unity Navigator

System Tree

- Graphics
 - Boilers
 - BLR-1
 - BLR-2
 - BLR-3
 - Cooling Towers
 - TWR-1
 - TWR-2
 - TWR-3
 - Control Modules
 - Boilers
 - FI-101
 - FI-100
 - Cooling Towers
 - TI-102
 - LI-201
 - AI-200
 - TI-202
 - FI-203
 - PI-204
 - Controllers
 - CIOC
 - CHM-1
 - CHM-2
 - CHM-3
 - Devices
 - Utilities
 - FT_101
 - TT_102
 - LT_201
 - TT_202

Process Plant Unity Navigator

Devices I/O Modules Graphics

Why ICE is essential System Integration Why ICE is essential

Pre-Operational Services Engineering Services

DeltaV

Device Parameters I/O Parameters Module Parameters Graphics Parameters

TT_202 Range Device Info Comms Info CIOC CHM-1 CHM-2 CHM-3 Boilers FI-101 FI-100 Boilers BLR-1 BLR-2 BLR-3

Process Plant Unity + BRAVURA AI Converts Stranded Data To Insights with lower cost and fewer mistakes

Porter's 5 Dimension Risk Analysis of BRAVURA AI

Competitive Rivalry

Risk Assessment: Low

- No current market competitors
- Narrowly focused competitors compete with some Applications that can be built on our platform.

Supplier Power

Risk Assessment: Low

- Deployed on Client's Corp Cloud Tennant (moves direct costs off our P&L)
- Low-Cost Development Resources

Buyer Power

Risk Assessment: Low

- Modular Pricing: Tolerable Introductory Price Point
- Cloud Tennant Resources: Enterprise Level Service Agreements

Threat of Substitution

Risk Assessment: Mid

- Continue with Current Manual Practices
- In-House Solutions
- Central Corporate Development

Threat of New Entry

Risk Assessment: Low

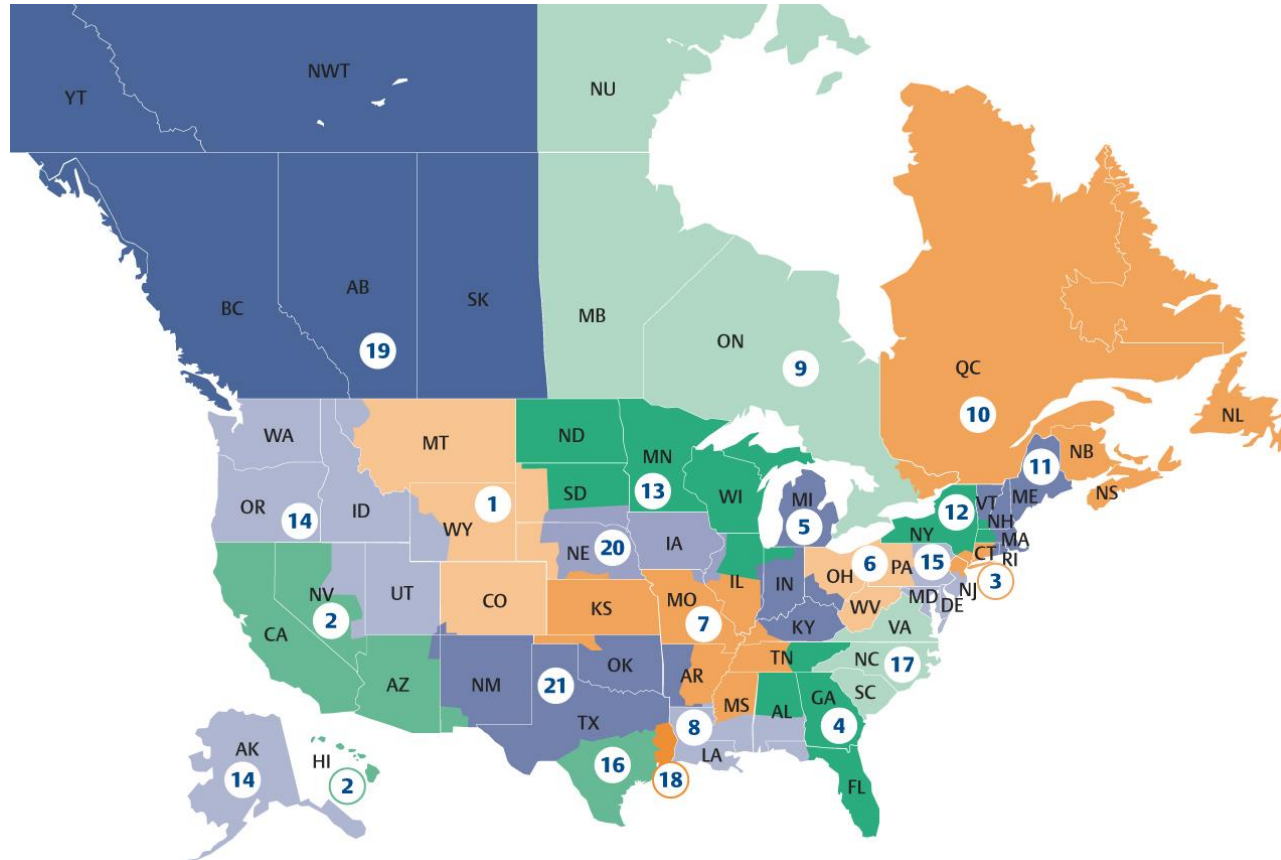
- License Contractual (EULA) Enforcement: Protection against reverse-engineering Bravura Products
- Depth & Breadth of Domain Knowledge is nearly impossible to find
- Substantial startup capital to build a first MVP from scratch (> \$ 2m) and have the time to bring this to the market. (> 2 years)

Porter's Five Forces: Definition & How To Use The Model, Feb 12, 2024
<https://www.forbes.com/advisor/business/porters-five-forces/>



Go To Market Strategy For Rapid Scaling

- Emerson NA Impact Partners (Representatives Plus Service Centers)
- Collaborative Initiative in Business Intelligence & Enterprise Solutions



- 18 Companies - Local Sales, Service, Market Expertise
- Harry Kelly & Mart Berutti: Combined 60+ Years Executive Leadership
- Initial TAM: \$500MM



BRAVURA AI

Industry Leader Early Adopters

- BP
- Merck
- Shell
- Western Midstream
- Pfizer



\$200K Revenue Contracted Through Q1-2025

Next Targets

- Energy Transfer L.P.
- Barrick Gold
- Savannah River National Laboratory (DOE)



Leadership with Strong Industry Experience

- **Brian McWhorter, President & CEO** & Profitability Growth
 - Business Owner & Entrepreneur with 12+ years Revenue Growth
 - 25 Years in Chemical Process Industry - Operations, Automation & Software Development
 - University of Iowa Instructor; System Design & Validation
- **Harry Kelly, Chief Revenue Officer**
 - Senior VP Sales RE Mason (20 years)
 - Responsible for \$150MM Sales and Services Revenue
 - RE Mason grew from \$50MM to \$150MM and 70 to 250 people under his leadership
 - Multiple Emerson Sales Awards for penetration of the Chemical and Nuclear Industries
- **Mart Berutti, Board Member, Director of Strategic Growth**
 - President, Cofounder, Mynah Technologies, Simulation Software Company sold to Emerson 2017
 - Emerson Industrial Software Executive - VP Process Simulation, VP Digital Transformation, VP Software Commercialization, VP Sales Life Sciences - retired October 2023
 - Accomplished Speaker & Writer on Data Management for Green Chemicals, Digital Twin, Synthetic Biology to Hallucinating AI...



Brian
McWhorter



Harry
Kelly



Mart
Berutti



Solid Financial Performance Projections

	2024	2025	2026	2027	2028
Total Revenue - License ARR & Services	\$ -	\$ 2,904,734	\$ 5,781,848	\$ 8,759,440	\$ 13,074,989
Total Operating Profit	\$ -	\$ 1,876,224	\$ 4,066,747	\$ 6,395,617	\$ 9,945,992
Operating Profit as % Revenue	\$ -	64.59%	70.34%	73.01%	76.07%
ARR license Revenue as % Total Revenue	0.00%	34.67%	42.99%	46.85%	52.30%
SG&A Expenses	\$ 293,750	\$ 2,019,934	\$ 2,810,707	\$ 3,065,137	\$ 3,181,174
Operating Expenses	\$ 561,750	\$ 2,787,434	\$ 3,729,303	\$ 3,949,936	\$ 4,128,211
Net Profit	\$ -	\$ (911,210)	\$ 337,444	\$ 2,445,681	\$ 5,817,781
Net Profit as % Revenue	0.00%	-31.37%	5.84%	27.92%	44.50%
Company Valuation at P/E of 20	\$ -	\$ -	\$ 6,748,878	\$ 48,913,619	\$ 116,355,627

Software License ARR exceeds 50% of Total Revenue - Q2 2028
Positive Net Profit - Q2 2026



Balance Sheet Summary

	FY-2024 (\$1000's)	
Current assets	\$	25.00
Fixed assets	\$	1,350.00
TOTAL ASSETS	\$	1,375.00
Current liabilities	\$	39.52
Long-term liabilities	\$	687.00
TOTAL LIABILITIES	\$	726.52
Owner equity	\$	648.48
TOTAL LIABILITIES & STOCKHOLDER EQUITY	\$	1,375.00

- All Long-Term Liabilities are convertible

Cap Table Summary

Share Holder Group	Pre-Seed	Post-Seed
Founder's & Leaders Shares	88.3%	68.4%
Developer's Incentives	11.7%	9.1%
Investors	N/A	22%

Friends, Family & Angels

- Close July 1, 2025
- Post Money Valuation \$5-6MM

SAFE Notes

- 20% Discount < \$100K
- 30% Discount > \$100K



Friends, Family & Angel Investor Capital Drive

Budget Summary Through Q3 2025

SG&A	\$390,000
Development	\$350,000
CentreBlock Acquisition & Expense	\$118,000
Legal	\$65,000
<u>Cash Reserve</u>	<u>\$77,000</u>
Total	\$1,000,000

Key Moves:

- Establish Beta User Contracts
- Value Added Reseller Agreements for NA sales channels
- Initiate Series A Round Campaign
- Synergies with CentreBlock team
- Document 2025-2026
 - Release Functionality
 - Development Road Map
 - Use Case
 - Customer Value

APPENDIX



BRAVURA AI

CentreBlock - Enabling Acquisition Completed October 2024

- Analytics & Visualization
 - MS Fabric
 - Power BI
- GUI & App Development
 - MS Power Apps
 - MS Power Automate
- Cloud Infrastructure
 - AWS
 - Azure



Power Apps



Power Automate



Power BI



Power Virtual Agents



Power Pages



Data connectors



AI Builder



Microsoft Dataverse



Management Tools



Microsoft Fabric



Value Delivery to Bravura AI Technology to System Owners

Orko Bairagi
Sr Python, AI Development

Tim McBain
DeltaV, Jr SQL, Jr Python

Wazir Abdool
Sr. Transact-SQL, Sr. Web Development

Aran McDowell
Jr SQL, Sr Python

Bartek Pien
DeltaV, Sr SQL Map/Server Engines

Shop Floor

- DeltaV
- AMS
- DeltaV Op
- DeltaV Live

SQL

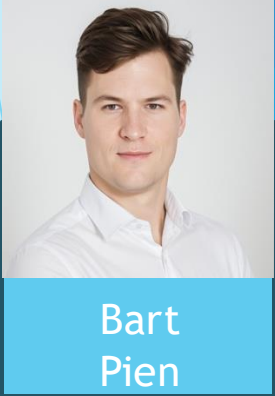
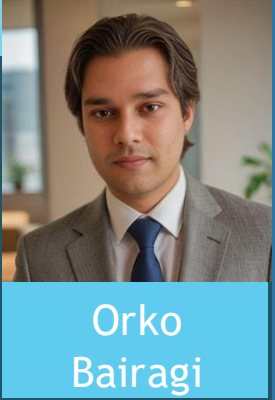
- Map/Server Engines
- Plant Unity db

Plant Unity Apps

- Reporting
- Cause & Effect
- Migration Tools

Bravura AI

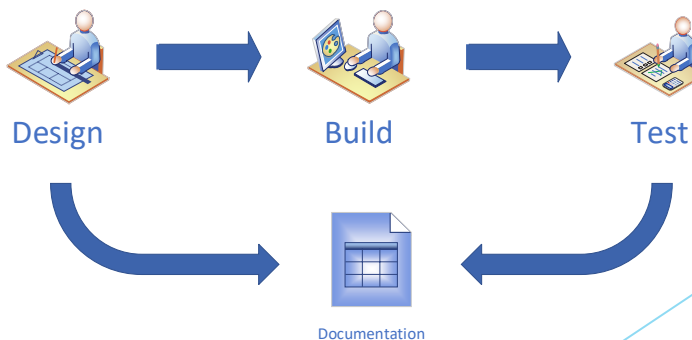
- Alaya
- Pragnaya
- Sisya
- Pious Agent



Developer Redundancy at each layer in the stack.



- Industrial risk mitigation
 - 2009 Deep Horizon Spill
 - 2018 Superior Wisconsin Refinery Explosion
 - Boeing Aircraft Issues
- Documentation nightmare
 - High Integrity Docs Cost: \$5K-10K/man-week
- Bravura AI Agents
 - Aid/Perform tasks of a journeyman engineer





Gen-AI: The Trade & Consulting Group Response

Life Science

- [AI Maturity Model for GxP Application: A Foundation for AI Validation | Pharmaceutical Engineering \(ispe.org\)](#)
- [Artificial Intelligence in GxP Regulated Environments: How to Harness its Power While Mitigating Risks - GxP-CC](#)
- [Generative AI and Its Impact on Validation: Part 1 \(valgenesis.com\)](#)
- [Generative AI and Its Impact on Validation: Part 2 \(valgenesis.com\)](#)

Commercial Aviation

<https://media-publications.bcg.com/GenerativeAI-in-Aviation-Maintenance-Repair-and-Overhaul.pdf>

<https://www.mckinsey.com/industries/aerospace-and-defense/our-insights/the-generative-ai-opportunity-in-airline-maintenance>

Industrial Safety

<https://www.techtarget.com/searchenterpriseai/tip/How-AI-can-transform-industrial-safety>

<https://www.safetyandhealthmagazine.com/articles/25485-ais-role-in-workplace-safety>



2025 Go To Market Strategy

- Emerson NA Impact Partners VAR Development
- 18 Companies - Local Sales, Service, Market Expertise
- \$2 Billion Annual Sales
- Shared Solution Sales Process developed by Richardson Sales Performance
- Collaborative Initiative in Business Intelligence & Enterprise Solutions
- High level contacts with Leadership team. Harry Kelly, Mart Berutti share 50+ years experience in key leadership positions

2026 Go To Market Strategy

- UK & Europe - expansion through partners in development
- Rockwell - Encompass Partner Program
- System Integrator Partners - Mart Berutti previously developed Co-Sell network with Accenture, Cognizant, Deloitte, ZS ...

 Applied Control Emerson Impact Partner Serves the Rocky Mountain region	1) Applied Control Serves the Rocky Mountain region <i>*As of October 2021, Applied Control and PCE Pacific have merged</i>	 CALTROL Emerson Impact Partner Serves California, Arizona, Hawaii and portions of Nevada	2) Caltrol Serves California, Arizona, Hawaii and portions of Nevada
 CONTROL ASSOCIATES Emerson Impact Partner Serves the Tri-State metropolitan New York, New Jersey and Connecticut region	3) Control Associates Serves the Tri-State metropolitan New York, New Jersey and Connecticut region	 CONTROL SOUTHERN Emerson Impact Partner Serves Georgia, Florida and the Bahamas along with portions of Alabama and Tennessee	4) Control Southern Serves Georgia, Florida and the Bahamas along with portions of Alabama and Tennessee
 CORNERSTONE Emerson Impact Partner Serves Indiana, Kentucky Michigan and Southern Ohio	5) Cornerstone Controls Serves Indiana, Kentucky Michigan and Southern Ohio	 ECI Emerson Impact Partner Serves Western Pennsylvania, Ohio, West Virginia and Western Maryland	6) Equipment & Controls (ECI) Serves Western Pennsylvania, Ohio, West Virginia and Western Maryland
 EXPERITEC Emerson Impact Partner Serves Missouri, Kansas, Illinois, Tennessee, Kentucky, Mississippi, Arkansas and Oklahoma Panhandle	7) Experitec Serves Missouri, Kansas, Illinois, Tennessee, Kentucky, Mississippi, Arkansas and Oklahoma Panhandle	 JOHN H. CARTER Emerson Impact Partner Serves the Gulf Coast states of Louisiana, Arkansas, Mississippi, Alabama and the Florida Panhandle	8) John H Carter Serves the Gulf Coast states of Louisiana, Arkansas, Mississippi, Alabama and the Florida Panhandle
 LAKESIDE Emerson Impact Partner Serves Central Canada	9) Lakeside Process Controls Serves Central Canada	 LAURENTIDE Emerson Impact Partner Serves Eastern Canada	10) Laurentide Controls Serves Eastern Canada
 NECI Emerson Impact Partner Serves the New England Region and all of Upstate New York	11) NECI Serves the New England Region and all of Upstate New York	 NOVASPECT Emerson Impact Partner Serves Illinois, Iowa, Indiana, Minnesota, North Dakota, South Dakota, Wisconsin, Missouri Nebraska and the Upper Peninsula of Michigan	12) Novaspect Serves Illinois, Iowa, Indiana, Minnesota, North Dakota, South Dakota, Wisconsin, Missouri Nebraska and the Upper Peninsula of Michigan
 PROCONEX Emerson Impact Partner Serves the Mid-Atlantic region	13) Proconex Serves the Mid-Atlantic region	 PUFFER Emerson Impact Partner Serves Southeastern and Southcentral Texas	14) Puffer-Sweiven Serves Southeastern and Southcentral Texas
 R.E. MASON Emerson Impact Partner Serves the Carolinas and Virginia	15) R.E. Mason Serves the Carolinas and Virginia	 SCALLON CONTROLS Emerson Impact Partner Serves Southeast Texas	16) Scallon Controls Serves Southeast Texas
 SPARTAN CONTROLS Emerson Impact Partner Serves Western Canada	17) Spartan Controls Serves Western Canada	 VINSON Emerson Impact Partner Serves North, East, and West Texas, Western Arkansas, Oklahoma, New Mexico and the Four Corners region	18) Vinson Process Controls Serves North, East, and West Texas, Western Arkansas, Oklahoma, New Mexico and the Four Corners region



Addressable Automation Market Size Estimates

North American Market

- Emerson (DeltaV) Installed Base
 - Greater than 2,500 Systems in NA
 - \$425M Addressable Served Market
- Other Platforms (Rockwell, Siemens)
 - Estimate 5,000 Systems
 - \$850M Addressable Served Market

