

iNex

Artificial intelligence
for efficiency

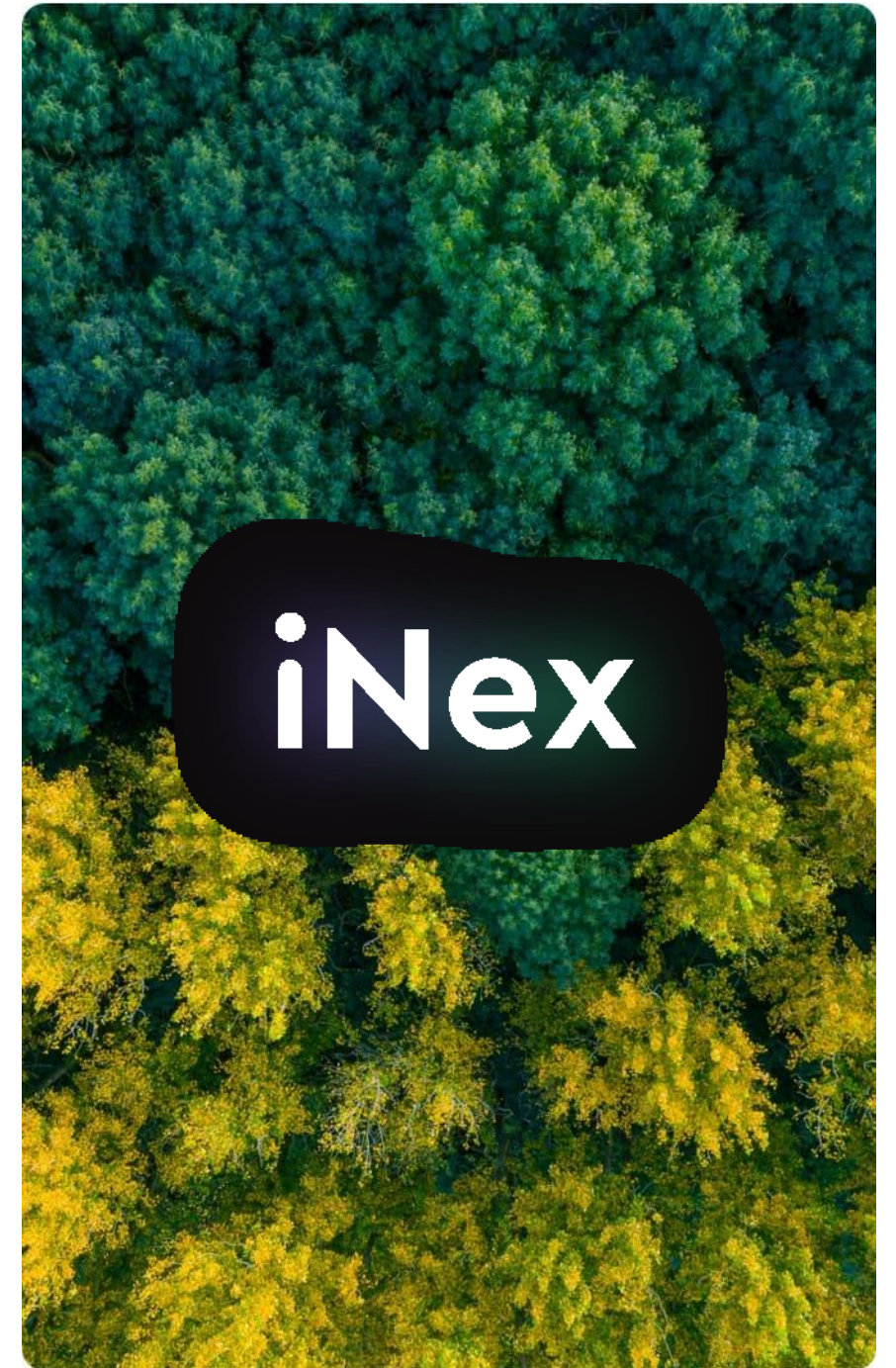


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Presentation

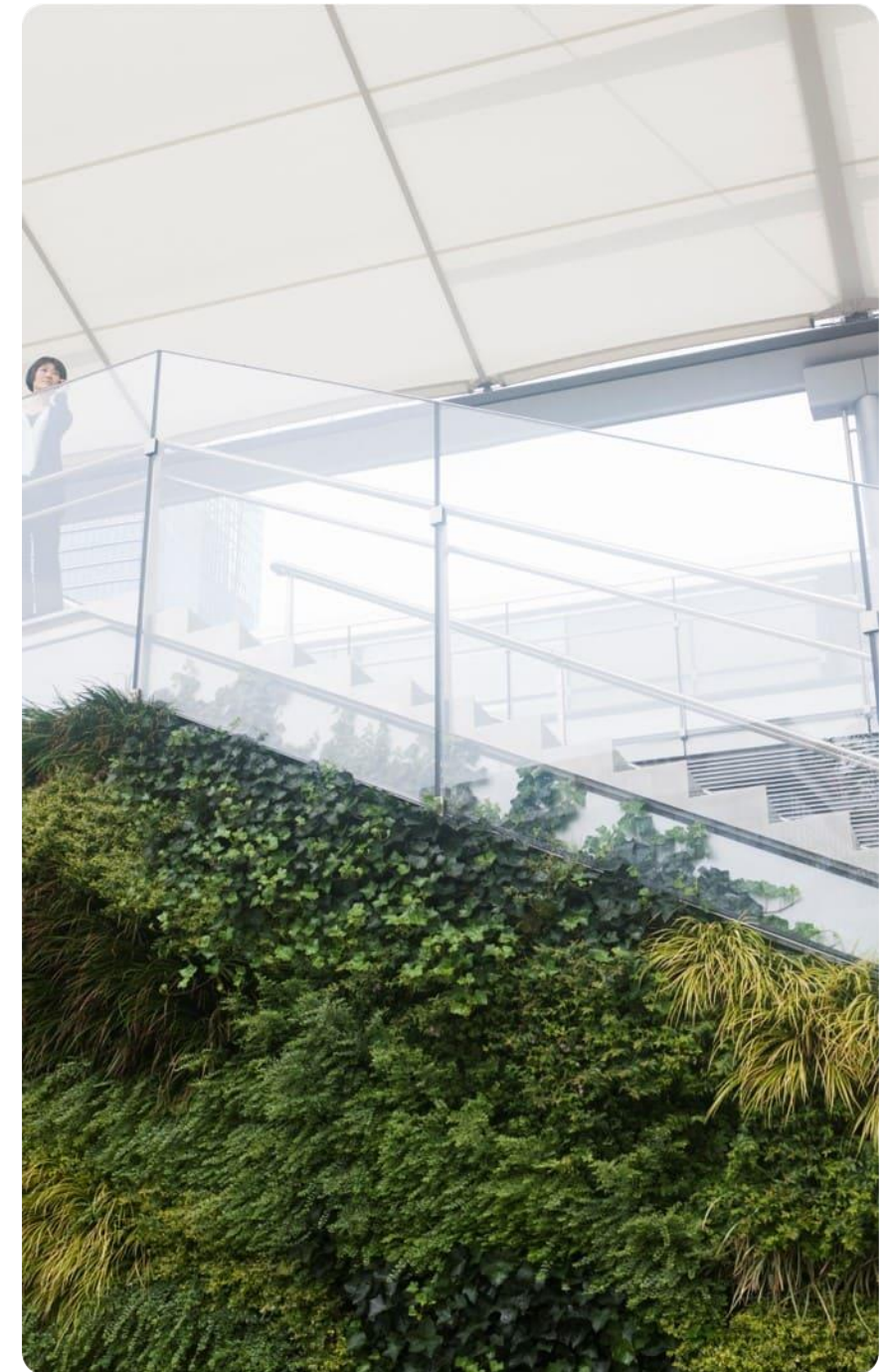
Founded in 2012, iNex was originally a **sustainable development consulting firm** supporting communities and manufacturers in **managing their waste-related issues**.

Taken over in 2018 by Olivier Gambari and Pierre Beuret, **iNex became a technological company that offers digital tools to industrialize marketing and sales** for companies working in the renewable energy and waste sectors: biogas, biomethane, bio-NGV, photovoltaic, strategic materials **by providing a tool based on a complementary team and an agregation and predictive tool conceived in partnership with the French MIT, Ecole Polytechnique de Paris**.

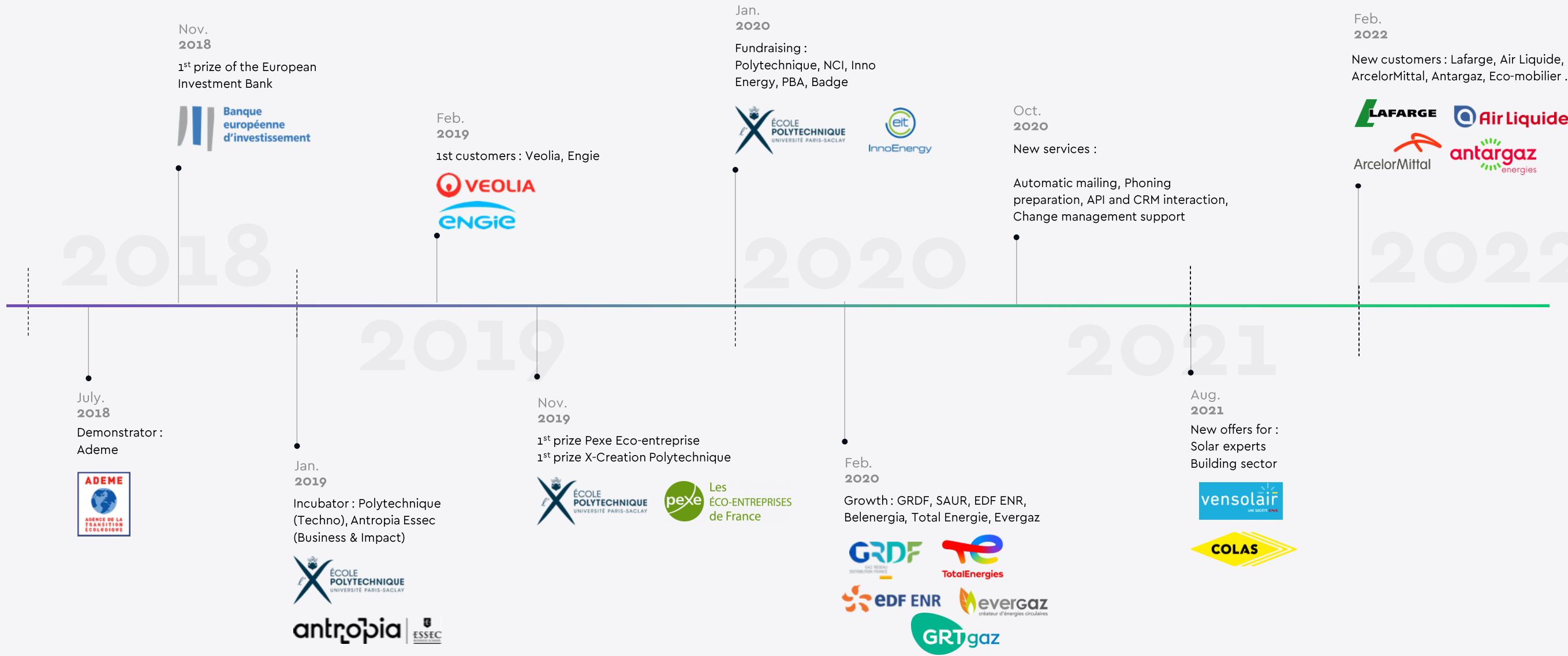
Based on studies from 8 years of consulting and more than 5,000 data sources, **iNex Sourcing is the flagship tool used by the marketing and sales departments of energy companies** (Engie, GRDF, Grtgaz, Evergaz, Belenergia), recyclers (Veolia, Nicollin Group, Baudalet) and manufacturers (Solvay, SAUR).

In 2020, with robust technology validated by the main market players, iNex raises 1M Euro from Inno Energy, Nci, PBA and Badge to accelerate its growth.

2022 marks a new step with an acceleration of its activity and **with a new capital increase to develop new territories**: Europe, US & Canada.



History



Our team



Tech, Skills, Data

iNex is the connection of complementary talents who have decided to contribute through technology to the ecological transition.

A complementary team



Olivier Gambari

CEO & Founder



Pierre Beuret

COO & Founder



Benoit de Menthère

CDO



Philippe Huger

Mentor



But also an operational team

4

Data Analyst

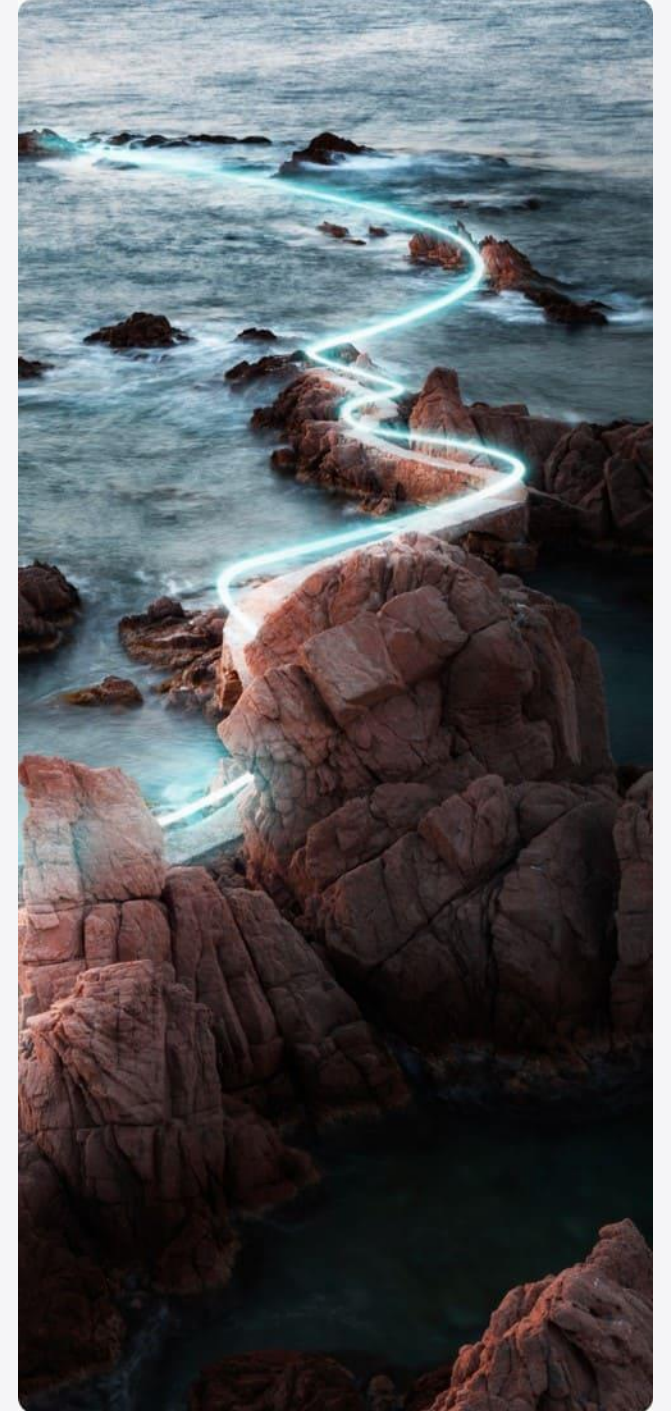
3

Data Scientist

2

Business developer

Our solution



A solution for energy professionals

The functionalities are the following:

- Statistics by sectors of activity / Actors ...
- Classification and sorting of companies or businesses according to your characteristics
- Mapping of actors / satellite view
- Heat map showing the main areas of interest and reactive according to your parameters
- Filters by actors
- Building permits and site declarations with details of the declaration visible in the tool
- Indicators allowing you to sharpen your canvassing
- Distance and surface measurement tool
- Key indications on buildings

List of companies in the defined area

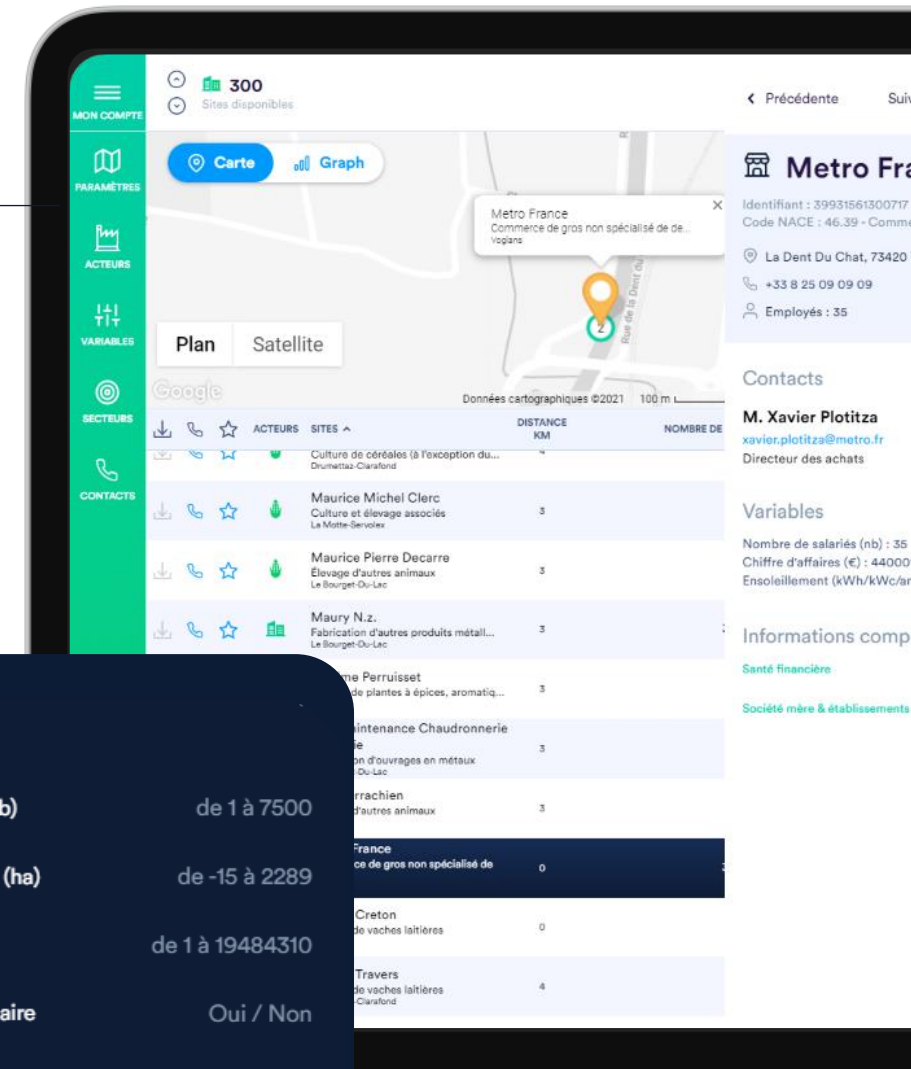
- Company information: Company name, SIRET, Address, Activity sector (NACE), GPS coordinates
- Contact information: Name, First name, E-mail, Phone number, LinkedIn

Données entreprises

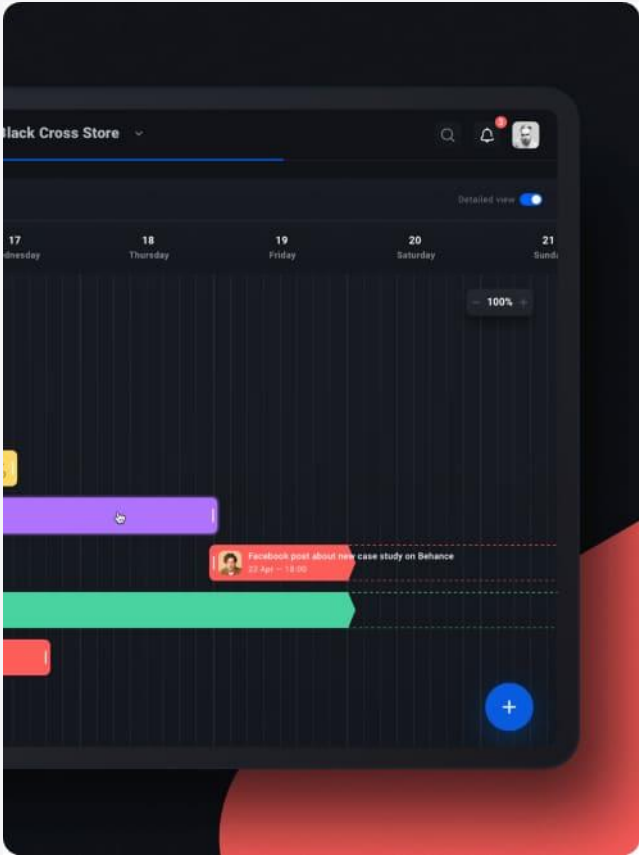
Vous accédez aux contacts et aux informations métiers

Variables

☐	Nombre de salariés (nb)	de 1 à 7500
☐	Surface Agricole Utile (ha)	de -15 à 2289
☐	Chiffre d'affaires (€)	de 1 à 19484310
☐	Présence Panneau Solaire	Oui / Non
☐	Présence Hangar	Oui / Non
☐	Ensoleillement (kWh/kWc/an)	de 0 à 1697
☐	Présence Fibrociment	Oui / Non



Our value



Our value

We offer a digital solution that allows you to reach your objectives by industrializing your marketing and sales approach:

1 Contacts

**Detect key contacts
in 3 clicks**

- Automatic detection of waste producers and key players with contact details
- Centralisation of more than 5000 key data sources to decide on an investment (PLU, PPR & Protected Areas, 500,000 Farmers, 500,000 Industrialists, 700,000 Public Actors...)

2 Expertise

**We centralise the
business knowledge
of the entire sector**

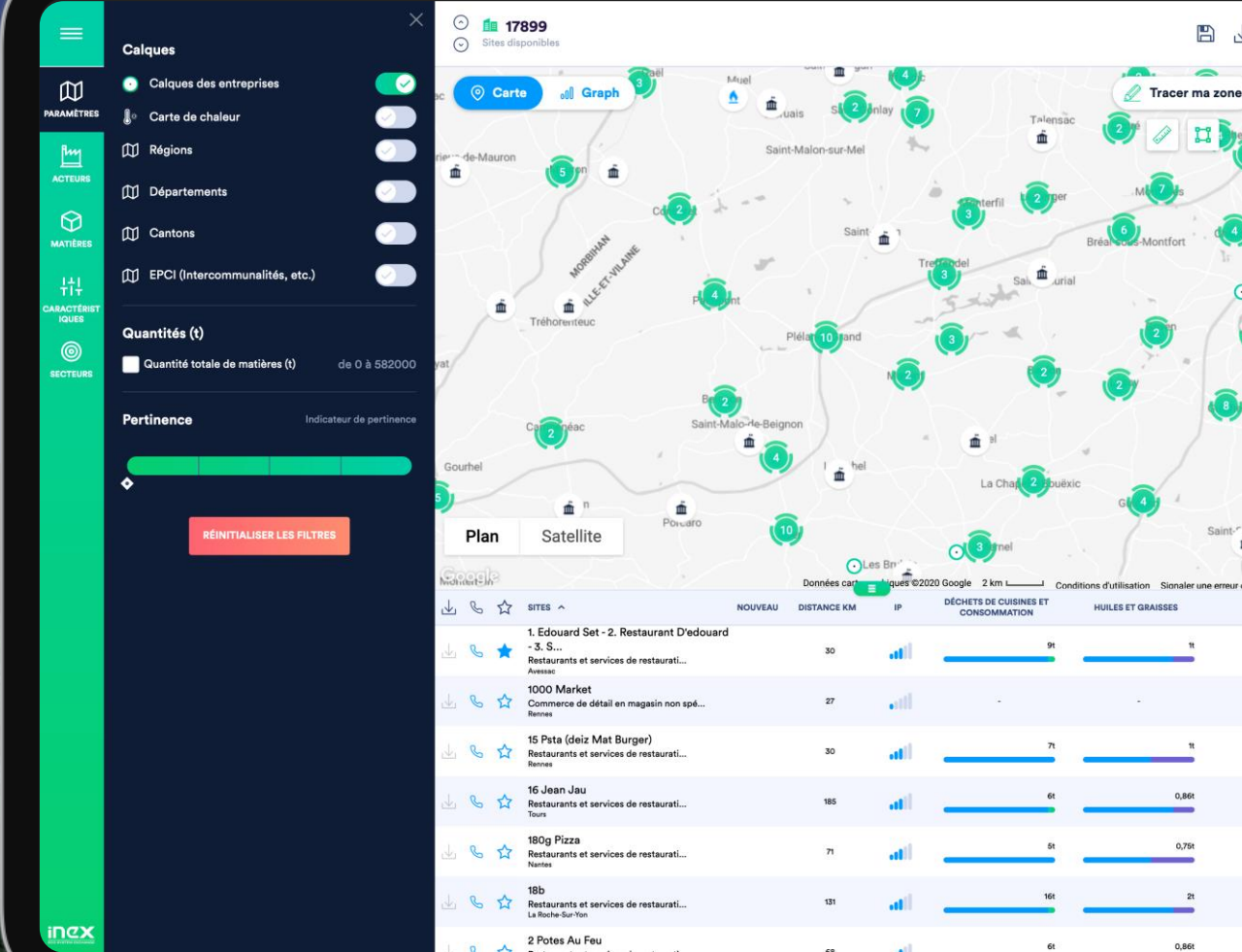
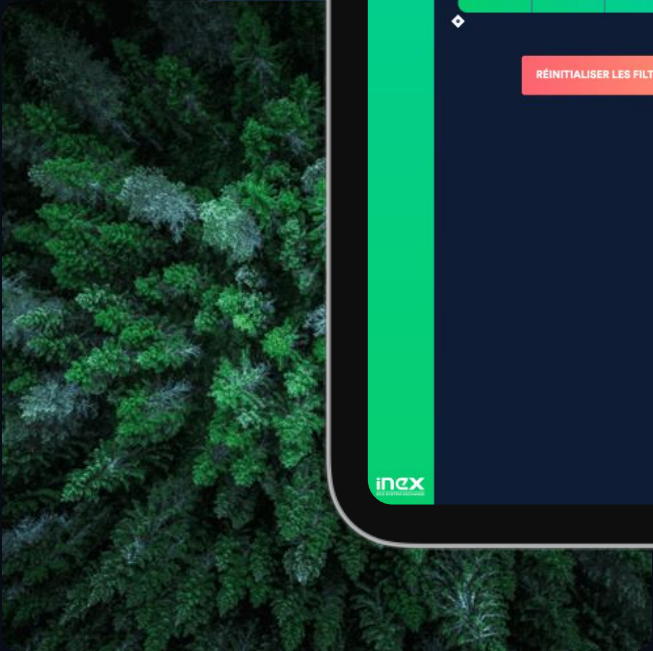
- Continuously updated key industry indicators
- Strategic filters: type of actor, type of waste, quantity, key characteristics concerning waste and actors, PLU/POS zones, environmental filters...

3 Digitalisation

**Complete digital
solution**

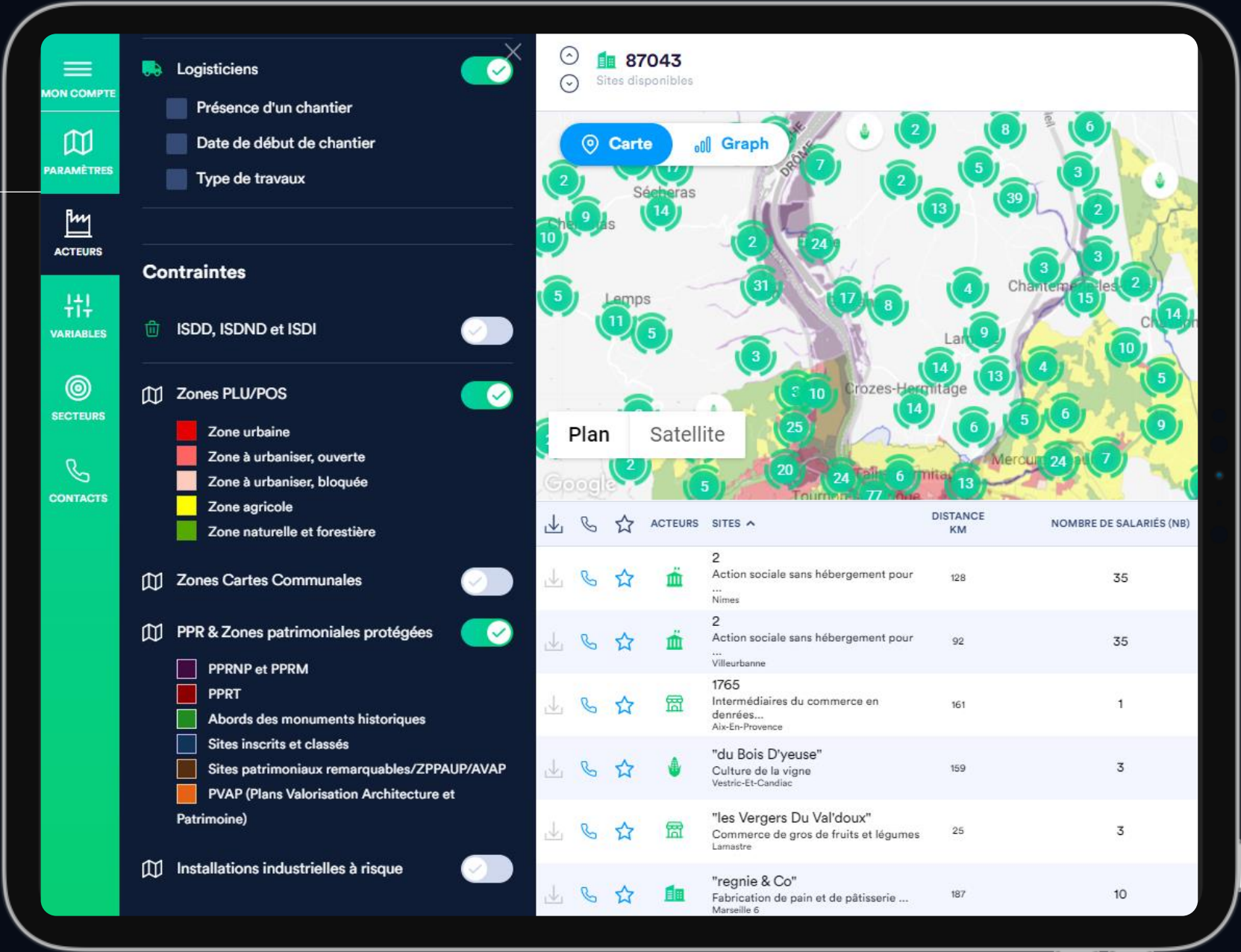
- We provide tools to structure a material recycling chain
- Sourcing, traceability, automation of marketing and sales activities, calculation of GHG impact and savings

Our
platform



Select the relevant persons

Logisticians, Distributors, Industrialists, Farmers, Public actors, mines, parkings, Sites ICPE, BASOI BASIAS, PLU/POS zones, Communal maps, PPR & protected heritage zones, Enedis posts ...



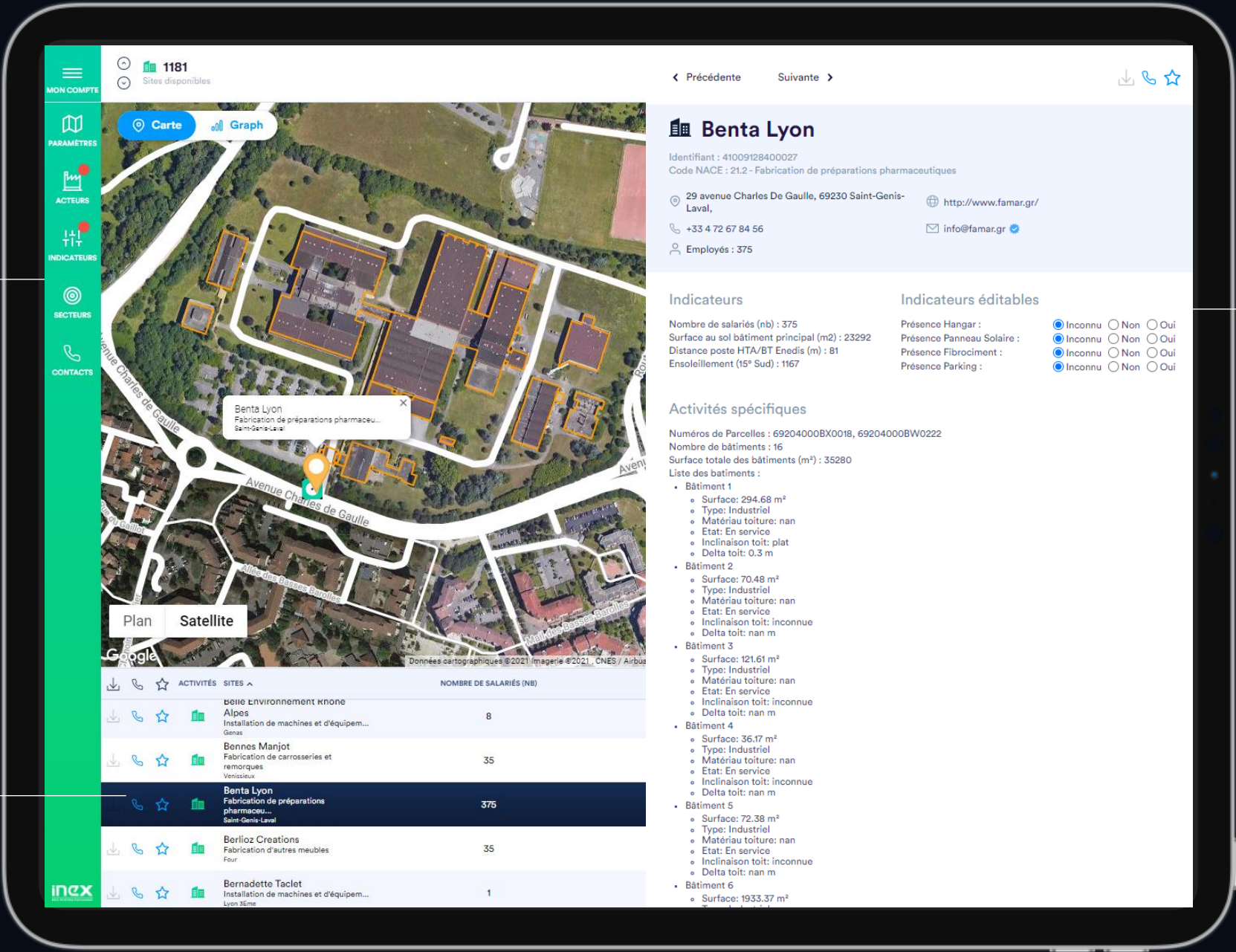
Analyse an area, regarding the roofs available or lands with high potential, in few clicks

Filter on characteristics



Geolocate relevant and available roofs

List of available sites on the chosen area



Details per site

Name, SIRET, Address, Activity sector (NACE/NAF), Nb of employees, turnover

Contacts : FirstName, LastName, E-mail, Phone number, LinkedIn, job.

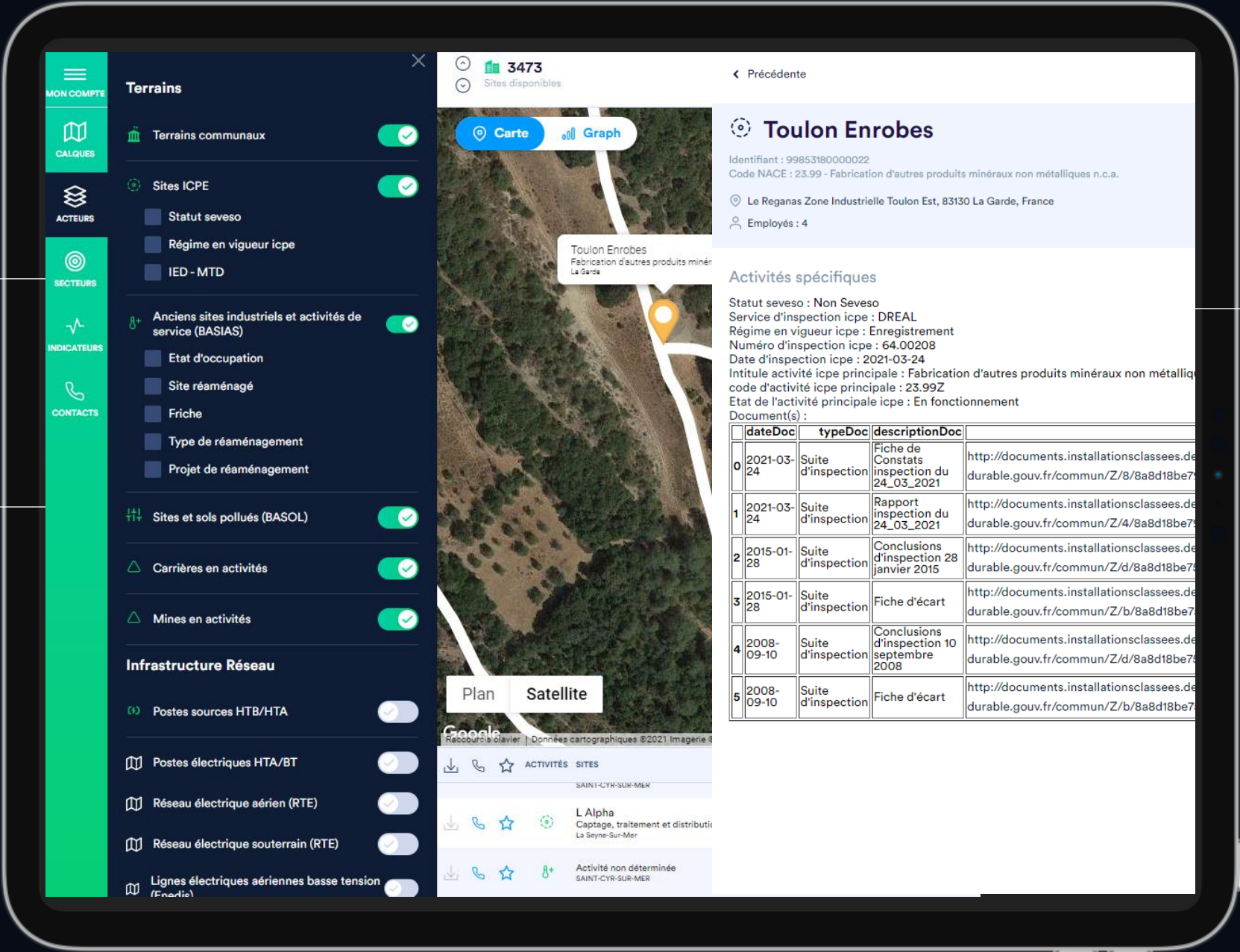
Nature of the roofs

Characteristics : Useful agricultural area, Sunshine, Roof size, Slope, Orientation...

Editable variables (manually fill) in the present shed, solar panel, fibrocement....

Geolocate relevant lands

List of actors available on the defined area



Details per site

Name, SIRET, Adress, Activity sector (NACE/NAF), Nb of employees, turnover

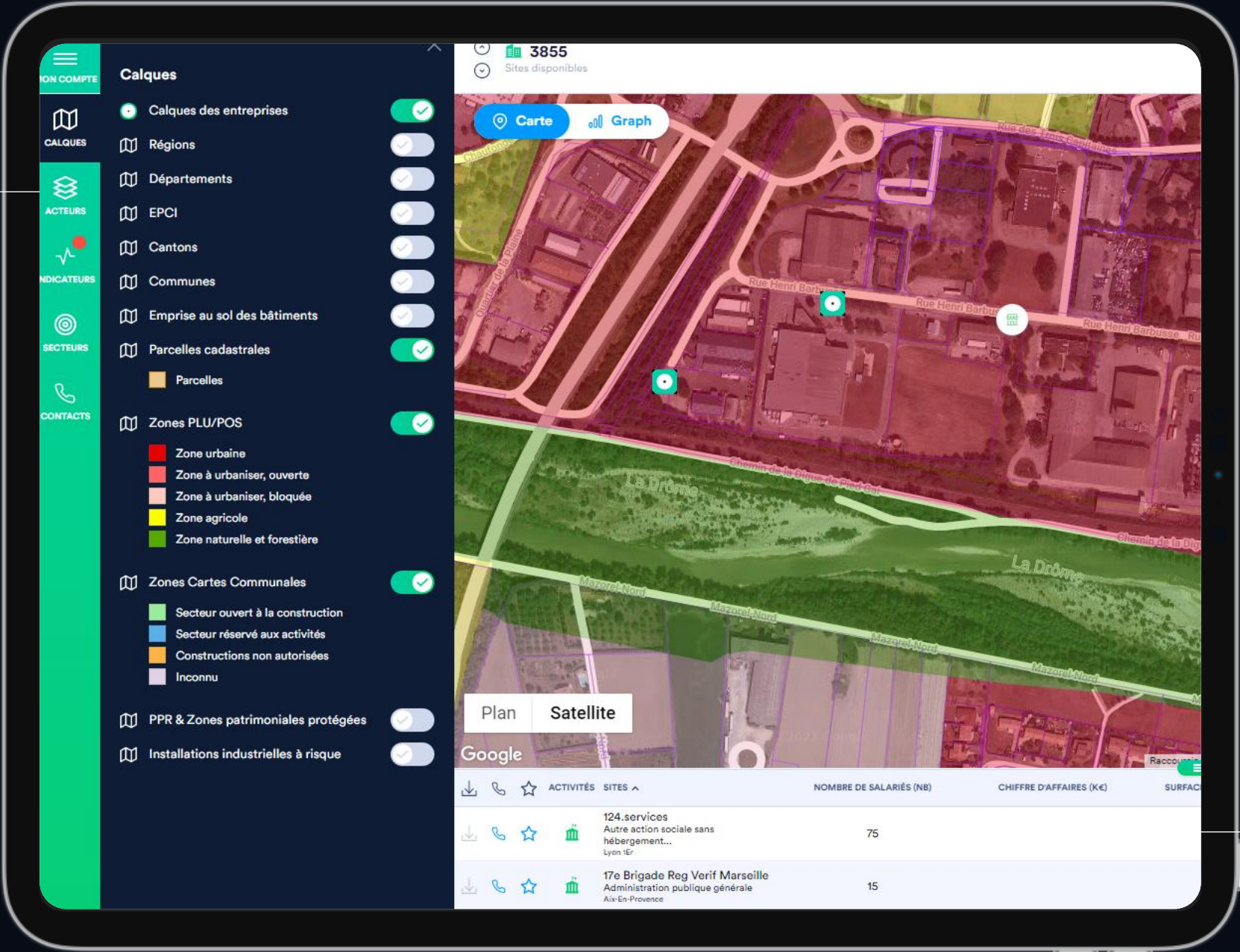
Contacts : FirstName, LastName, E-mail, Phone number, LinkedIn, job.

Nature of the lands : redevelopment status, brownfield status, redevelopment project, Status, number ICPE, communal land, quarries, mines, Basias, Basol...

Characteristics : Surface, prefectural decrees, inspection follow-up and all legal documents

Identify land units

Layers: Cadastral parcels, communes, cantons, EPCI, departments, regions.

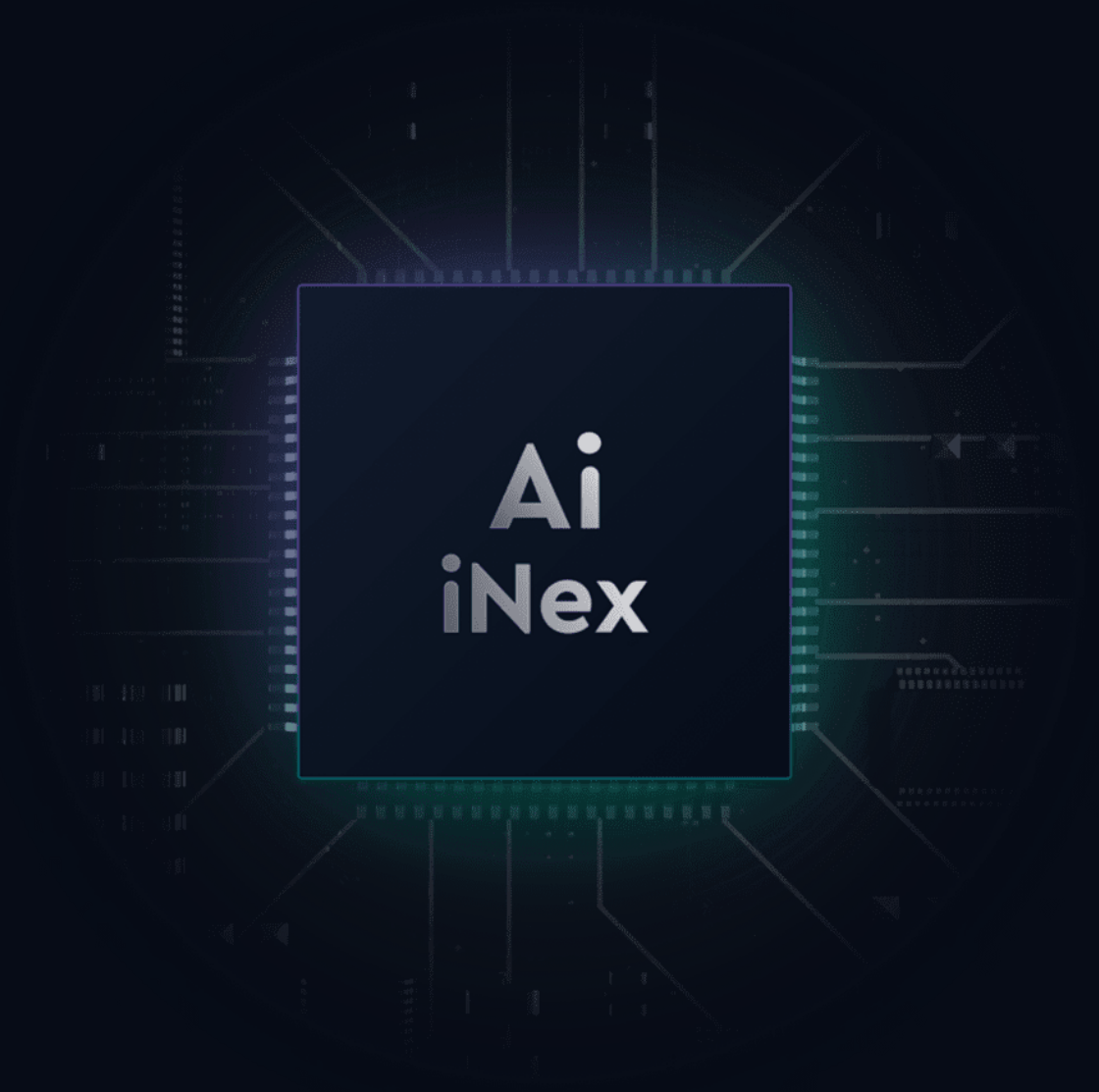


Analyse land constraints and get contact information for owners and relevant players

detail per site

Nature of the site : Surface, Ground surface, Size of the roof, Slope, Orientation, Vetustation, Work in progress..

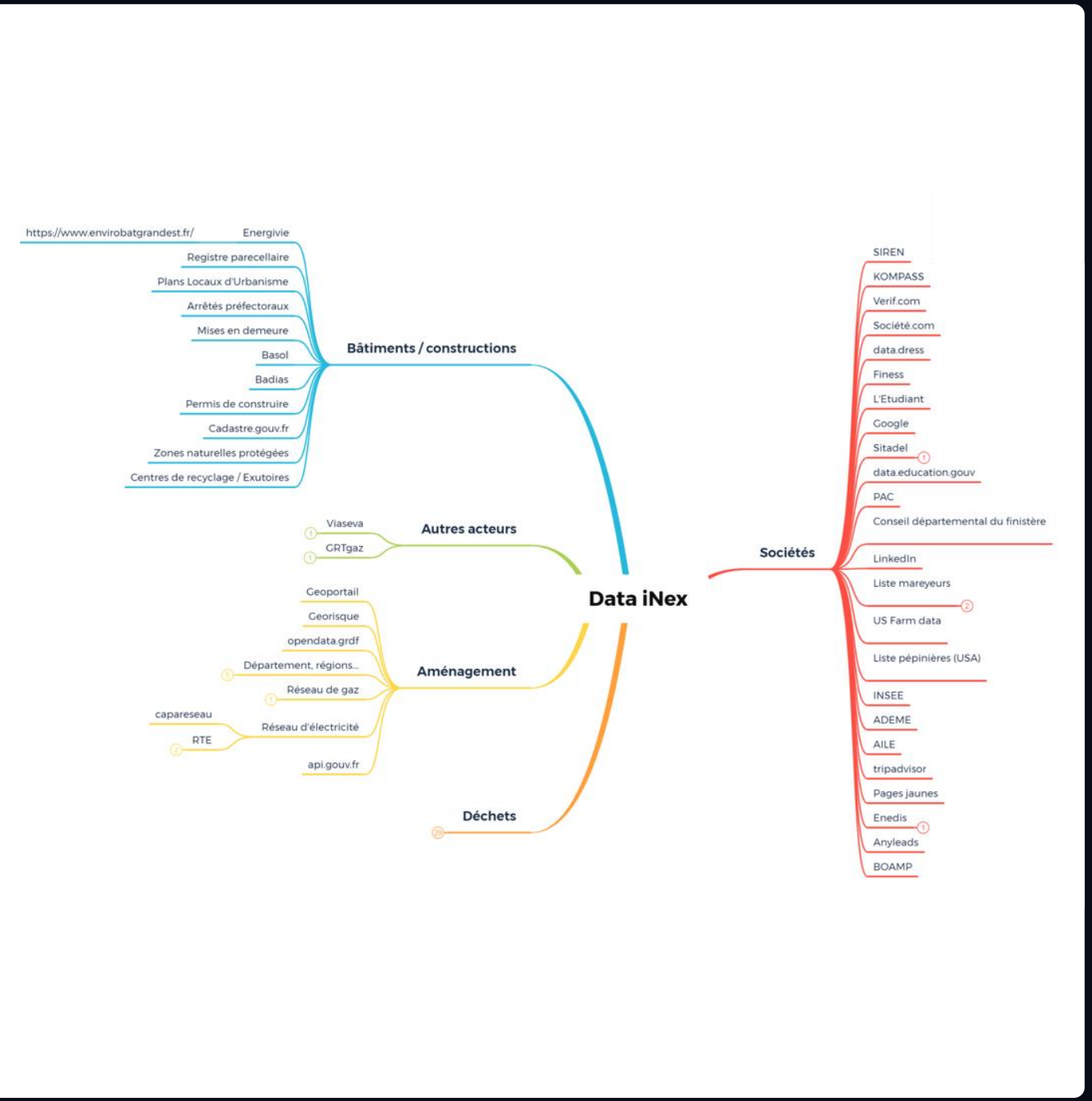
Our technology



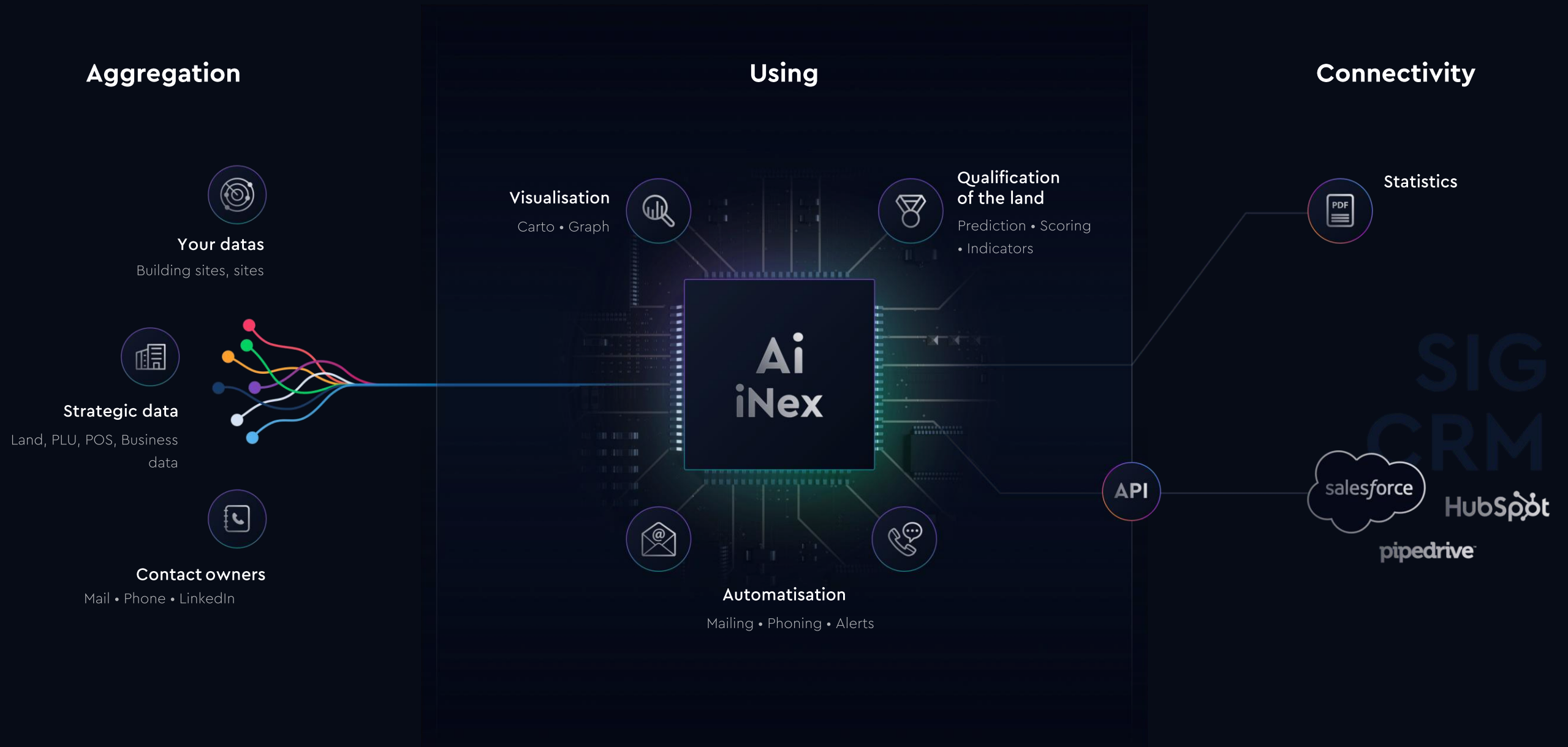
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5,000
aggregate
d sources

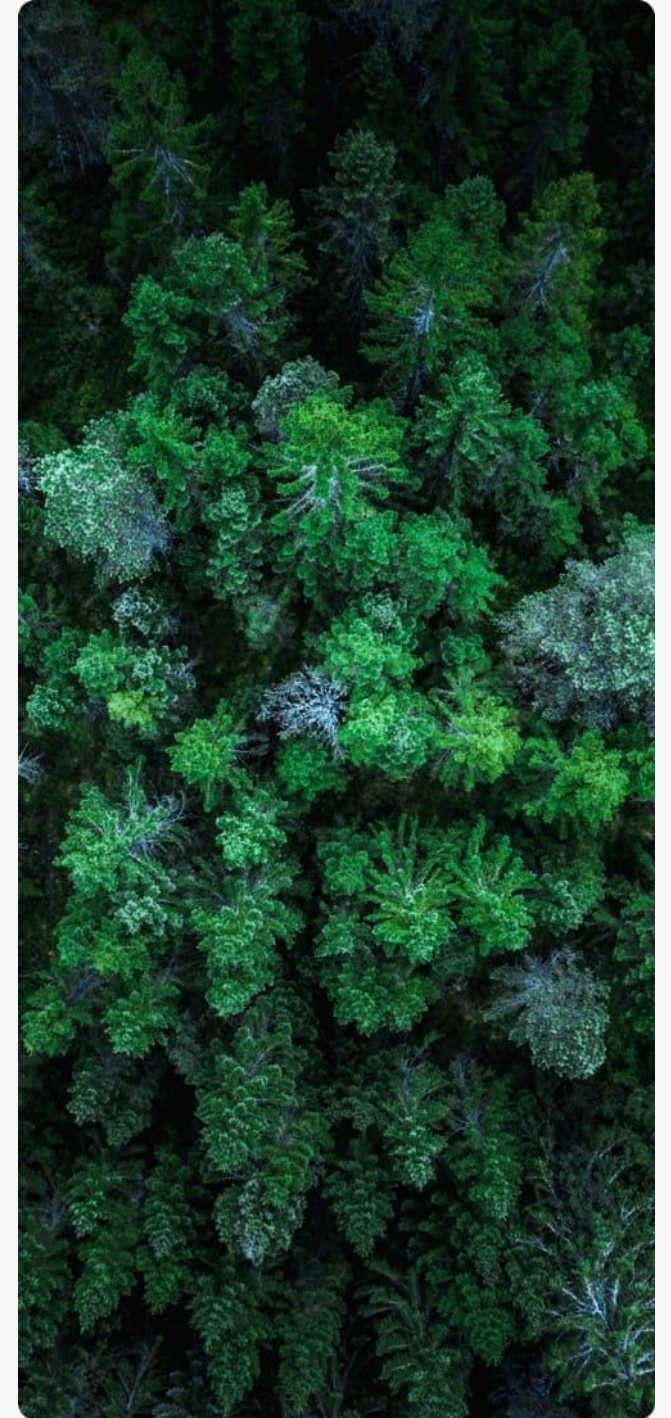
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Digitalise your prospection



The options



Industrialization of your marketing and sales approach

Beyond the essential contribution of strategic data, iNex proposes to accompany you to industrialize and digitalize your entire marketing and sales process. The principle is to co-construct a process driven by our digital tools and to remove the time-consuming and demotivating steps for your employees on the qualification of your prospects or your suppliers. While ensuring a fully digitalized chain from the sources that we have to your CRM or GIS tools (see diagram on the following slide).

Concretely, we propose to :

- **Enrich the tool with growth hacking techniques:** automatic mailing, qualification forms, phoning preparation, API connected to your tools (GIS and CRM)
- Formalize and **validate a process** with your team
- **Test the process** and the tools to integrate them in your daily life (AB/testing on emails for example)
- Integrate **additional data from your CRM** to make your tool even more relevant in your processes
- **Support your teams in the change process** by providing effective project management and support



The commercial process

Potential synthetic scheme

1

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Selection of relevant prospects

Thanks to the iNex Sourcing filters and indicators, you search for the most interesting suspects corresponding to your objectives. You register them in a search and validate them for the mailing.

2

iNex

Mailing via iNex Mailing

100 mails (1 sequence of 5 mails) are sent each day to the suspects until they have had a response or have exhausted the 5 reminders (500 mails)

3

slite
Typeform|

Phoning

The suspects who did not contact you directly but opened the email are called.

The operator follows the script (slite), fills in the information in a form (typeform).

4

HubSpot

Intercation with your CRM

Identified and qualified leads are inserted into the test CRM (Hubspot) via our API

A personal and ultra secure server

For our clients who manage strategic and confidential data, we offer you a secure and encrypted personal server hosting your iNex solution

Particularly secure, this solution is used by **Terega** to host its confidential data. We are tested via Qualys probes to guarantee an intrusion blocking.

We therefore have the experience to guarantee an **encrypted server** accessible only to restricted **IP addresses**, while securing each attempt of connectivity as you can see on the following slide.

We offer you to contact our system administrator to encompass your technical choices and reassure you of their robustness. A security test is also programmable, if you choose this solution.

The advantage of this solution

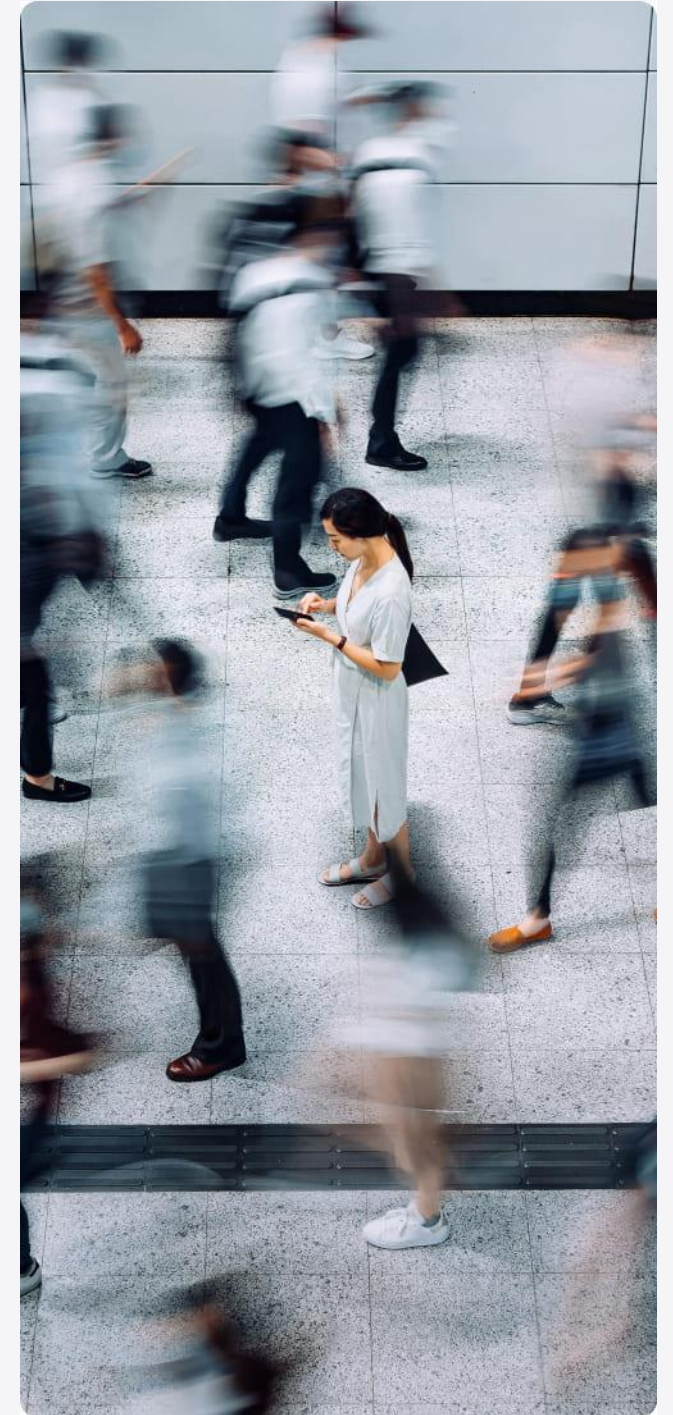
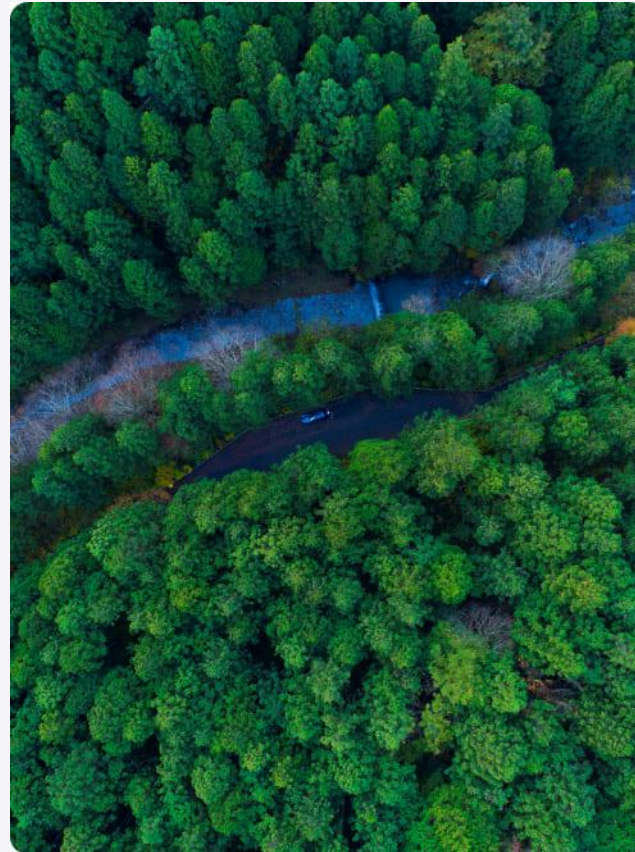
- Synchronize your **strategic data in a secure server** accessible only to your staff from your network
- **Update the data according to your needs** without sharing it with our other customers
- **Customize the tool** with options that unic for you and not shared to maintain your competitive advantage
- **Benefit instantly from new iNex options** and data updates



A personal and secure server



Our clients & references



Our clients

Recyclers & Energy specialists



« Since 2021, the tool allows us to be more efficient in the development phases of our projects and in the management of our units as the operation progresses. Coupled with regular support, iNex ensures a quality service that is as close as possible to the needs of our various users. »



Christina Ferreira
TotalEnergies

« My colleagues and I were impressed by the results presented today: the platform is very intuitive and easy to use, and the statistically calculated volume data is realistic.»



Patrick Durand
Veolia

Our clients



France

Industrialisation of the detection of photovoltaic projects for an optimised marketing and commercial approach.



Rhône Valley

Industrialisation of the detection of photovoltaic projects in order to solarise the Rhône Valley and reach 1GW of projects by 2030.



France

Detection of projects for the construction of photovoltaic sheds.

For more information or a meeting

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