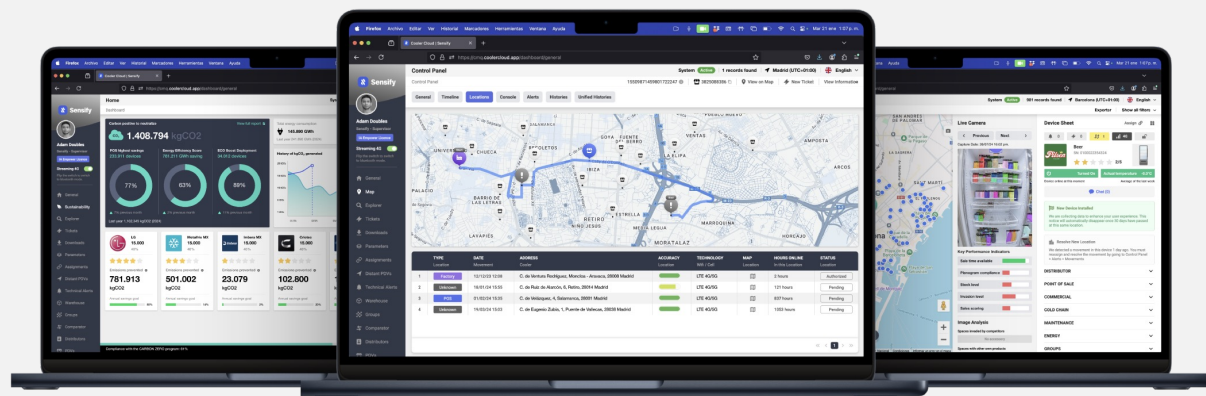




Deck 2025 Seed Round



MACHINE LEARNING

AI-DATA

COMPUTER VISION

We help food and beverage brands turn commercial refrigerators into **sources of insights** to manage their sales intelligently and sustainably.

Opportunities



Lost sales

Up to 36% sales lost from stock-outs & poor execution



Lost assets

12% of coolers move each year—many go missing



Cold-chain failures

27% of food waste comes from cold-chain failures.



On-site maintenance

50% of issues could be solved remotely—yet aren't



Energy consumption

Refrigeration uses 15% of total sector energy

Sensify Value Proposition

Our solution transforms data into **actionable insights** that optimize the **technical, commercial, and environmental performance** of every refrigerated asset.

Infrastructure

Everything you need to get Sensify up and running: hardware, sensors, controller, connectivity, BT app, etc.

CONNECT

Intelligence

CoolerCloud, the brain of the system, with five pillars of value that transform data into actionable decisions.

UNDERSTAND

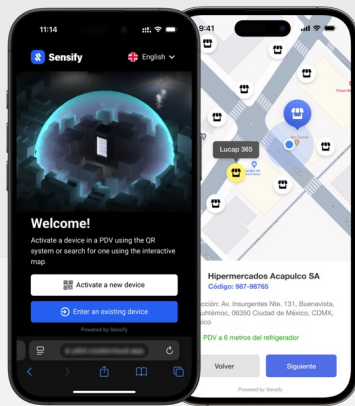
ACT

Experience

Sensify's team and service model actively support customers in achieving a return on investment.

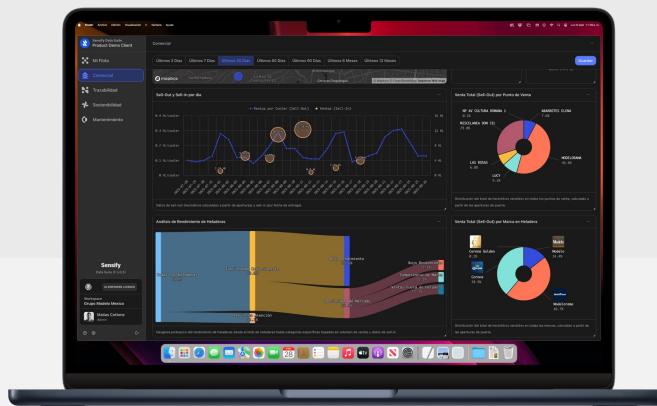
SUPPORT

CoolerCloud™ Product Family



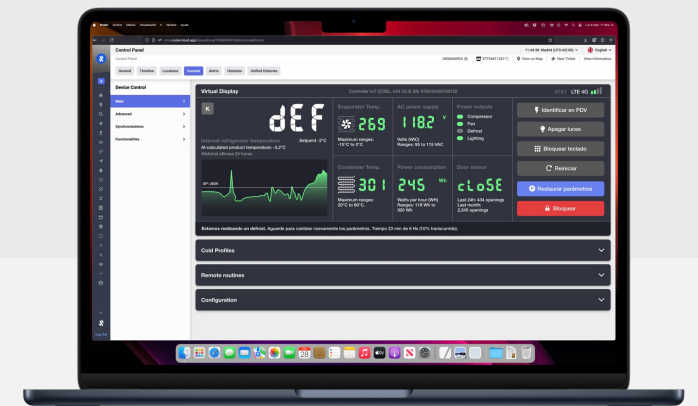
CoolerCloud Data

Field application with multiple features for your staff.



CoolerCloud Management

Supervision software for goal tracking and OKRs.



CoolerCloud Control

Operational software, CRM, task creation tool, and more.

Each cooler pays a monthly subscription.
No strings attached, no long-term contracts.

	RECOMMENDED	
<h3>Basic</h3> <p>Know the location of your coolers</p> <hr/> <p>Bluetooth</p> <hr/> <ul style="list-style-type: none">• Precise geolocation <p>U\$14</p> <p>Annual price per cooler</p>	<h3>Essential</h3> <p>Take technical maintenance to the next level</p> <hr/> <p>LTE-CATM 1 (3G, 4G, 5G)</p> <hr/> <p>Everything in the Basic plan plus:</p> <ul style="list-style-type: none">• 7 apps in Cooler Cloud• 1 salesforce app• Monthly support package.• Research and development. Estimated dedication: 8 to 12 hours per week <p>U\$24</p> <p>Annual price per cooler</p>	<h3>Advanced</h3> <p>Planogram, stock, and invasion control</p> <hr/> <p>LTE-CATM 1 (3G, 4G, 5G)</p> <hr/> <p>Everything in the Essential plan plus:</p> <ul style="list-style-type: none">• 15 apps in Cooler Cloud• SensifyOS CORE• 4 salesforce apps• Research and development. Estimated dedication: 20 to 30 hours per week <p>U\$42</p> <p>Annual price per cooler</p>

Market

80M

Commercial refrigerators worldwide

3B USD

Sale of refrigerated beverages and foods in retail.

8M POS

New refrigerators are purchased every year by the leading food and beverage brands.

We work with **global clients**



PEPSICO



+50.000 coolers online



Founded in 2020, Sensify was born with the vision of developing technology capable of connecting and analyzing data from coolers all around the world.

Over the past five years, we have established ourselves as a leader in research and innovation, creating solutions that transform the way the industry manages its assets.

In 2021, we took a decisive step forward with the launch of Sensify Protocol (SFY), our own communications standard, which today is recognized as a benchmark for the industry.

CEO Eugenio Harraca

COO Matias Cottone

CTO Federico Harraca

Sensify Team Size 25 people



Fundraising

Seed Round

U\$ 2M

100% CAPTURED



Seed Round 2025

Raised U\$2.000.000

Ticket Minimum

U\$ 425.000

Post-Money Value

U\$ 11.000.000

Investors

Kamay Ventures
Innventure
CVC Novus Brasil

Pre-Seed 2023

Raised U\$535.000

Investors

Kamay Ventures
Innventure
CVC Novus Brasil

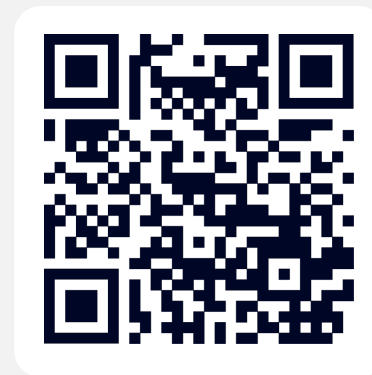


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