Groundley .

SAVINGS AS A SERVICE

Groundley saves SMEs money on their external spend.

Fin/Tech - Procurement AI



PREPARED FOR

RevTech

July 2026

THE PROBLEM

SMEs overpay

Large enterprises realize millions in sourcing savings - driven by big procurement teams and expensive tools. For SMEs, the cost of capturing those savings has always been too high. So they overpay on everything they buy.*

*McKinsey

Groundley changes that. →



THE SOLUTION

We're building the automated procurement department for every SME.

6%+

SAVINGS ON EXTERNAL SPEND

0

EFFORT FOR THE SME

HOW

Our agentic AI Myna finds the money - then goes and gets it

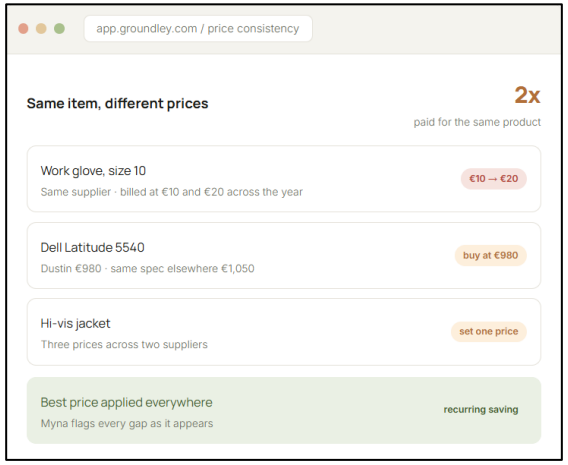
Groundley · Savings as a Service

SEE EVERY PURCHASE · MATCH TO SUPPLIER CONTRACTS · LAND BOTTOM-LINE SAVINGS

PART I · VISIBILITY

See every saving

Groundley sits on top of the ERP – directly integrated. Myna reads every invoice line and checks it against every contract - savings calculated, not estimated.

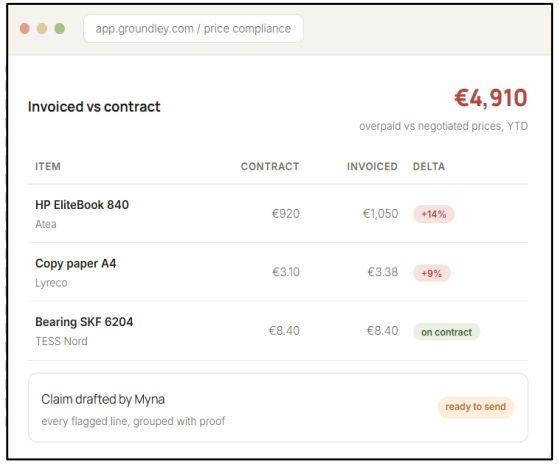


→ The savings, found and sized.

PART II · EXECUTION

Get every saving

Myna handles ordering directly in the platform. Our procurement experts deliver the bigger sourcing savings - and train Myna to take over.



→ The savings, landed on the P&L.

THE COMPETITION

Current solutions don't work

OPTION 1

Analytics + Workflow Automation

Billions invested. Productivity-focused. No bottom-line impact.

Compri AI	AI procurement workflow automation	**€1.6M** raised
Coupa	Spend management — not savings	**$8B** acquisition
Simfoni	Analytics + workflow	**€50M+** raised
Sievo	Analytics	**$44M** raised

The problem: software can't implement actual savings.

OPTION 2

Procurement Consultants

One-off impact, high cost, low scalability.

McKinsey	Strategic procurement	**~€1,500k** per project
Bain & Company	Sourcing strategy	**~€900k** per project
Efficio	Procurement specialists	**~€550k** per project
Prokura (Kearney)	Supply chain consulting	**~€450k** per project

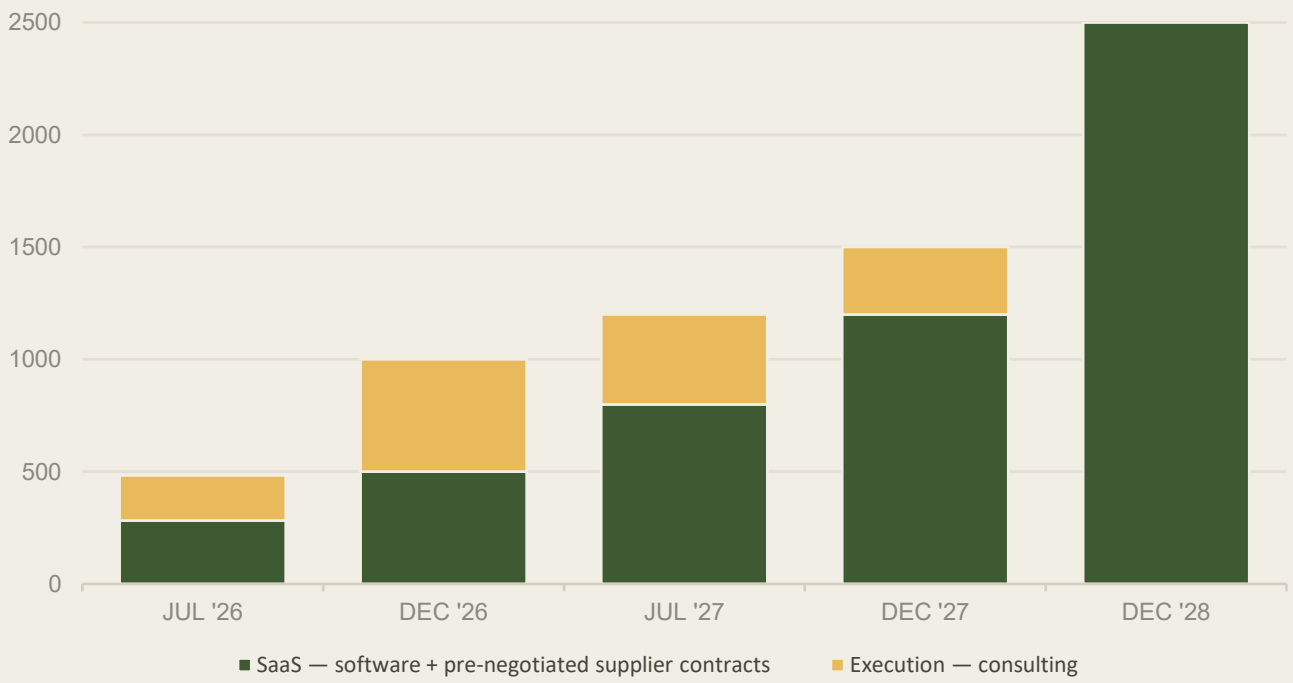
The problem: results at massive margins. 100% manual. Not scalable.

Groundley: savings implemented by software and experts - at software cost.

TRACTION

Experts bootstrap it. Our AI turns it into pure SaaS.

CONTRACTED ARR · €K



Now: AI sees, consultants deliver

Our AI creates the visibility; our consultants deliver the savings. Consulting is a large share of the €483k contracted today.

End 2027: SaaS becomes dominant

Our AI delivers the majority of the work, with light expert support, and pre-negotiated supplier contracts start to ramp up. SaaS revenue takes over.

End 2028: automated end to end

Our AI and pre-negotiated supplier contracts deliver savings end to end. No consulting needed - any residual is delivered by external partners.

CUSTOMERS INCLUDE **DFDS · VELUX · NILPETER · STORVIK · VETFAMILY**

cARR = contracted annual recurring revenue. Jul '26 is contracted as of today; all later periods are estimates.

TEAM

Exited founders - Procurement and AI specialists

Procurement services will be transformed by AI within five years. The first teams to capture this market win big.



Mads Zeidler

CO-FOUNDER & CEO

10 yrs tier-1 procurement consultant. Exited founder.



Ahmad Sabah

CO-FOUNDER & CTO

Full-stack & AI specialist. 4 yrs as lead dev in corporates & startups.



Peter Kannov

COO

6 yrs tier-1 procurement consultant. Ex-CPO at Falck.



Jamie Reynolds

CPO

Marketplace product expert. 3× founder in B2B & B2C, €10M+ raised.

CURRENT TEAM

6.5 FTE

POST-CONVERTIBLE

7.5 FTE

EXPERIENCE FROM

- PROKURA
- FALCK
- EIVEE
- ISS

WHY REVTECH

Let's build the US chapter together

US-READY BY DESIGN Similar business culture · Same ERPs · No language barrier · Large SME market

01

Learn the US market

Access to US manufacturing customers - the groundwork for our market entry.

02

Access to US investors

VC relationships and visibility ahead of our seed in Q1 '27.

03

De-risk the journey

Extended runway - we enter the raise from strength, not necessity.

04

Build faster

Add one developer for more capacity and speed on Myna and the platform.

Accepted to RevTech Labs in fall '25 - we chose to wait until Groundley was ready for the US. Now we are.