



Sky
Systemz

○ **Fractal in HBM Industry**

Concept 1: The reason for our focus



Why were focusing on the platforms we are:

- Command Alkon and Sysdyne own 90% of the market with roughly 40,000 locations between the 2
- We will then pivot to HCSS who owns 50% of the construction services market with over 5500 customers

Command Alkon:

Command Alkon operates in the heavy building materials industry, providing software and hardware solutions that automate and streamline operations for construction material producers.

Sysdyne:

Providing cloud-based software solutions for concrete producers for over a decade, focusing on streamlining operations and improving efficiency.

- Heavy Building Materials Industry Total Addressable Market: \$89.47 Billion

HCSS: Construction management software

Estimating and Bidding:

- **HeavyBid:** Software that helps contractors prepare accurate bids and estimates, enhancing their chances of winning projects.

Project Management:

- **HeavyJob:** Project tracking and daily job costing software for efficient field data collection and management.

Total Addressable Market: \$420 Billion





How does this impact SKY?

- Command Alkon utilizes on-prem software Apex & Integra), which consists of 10,000 locations. This presents the opportunity for Sky to provide a terminal solution to their on-prem customers.
- Command Alkon will feed us some warm leads, however, our partnership provides credibility when approaching these opportunities.
 - ▶ Pursuing their largest customers and working with Platform sales reps
 - ◆ Large customers will be hesitant to migrate to cloud payments and the platform reps will refer to those as well.
- We will have similar situations with other platforms Fractal partners with.
 - ▶ HCSS opens another focus-vertical for Sky to leverage and become an industry expert in.



Fractal Sales Model

Fractal sales works with platform reps to generate opportunities from all sizes and some will feed into Sky.

Fractal approaches platform reps with 3 solutions:

Cloud integration

EasyPay

Terminals (Sky)



Fractal Feeds Sky:

How does Sky capitalize on the platform Opportunities?

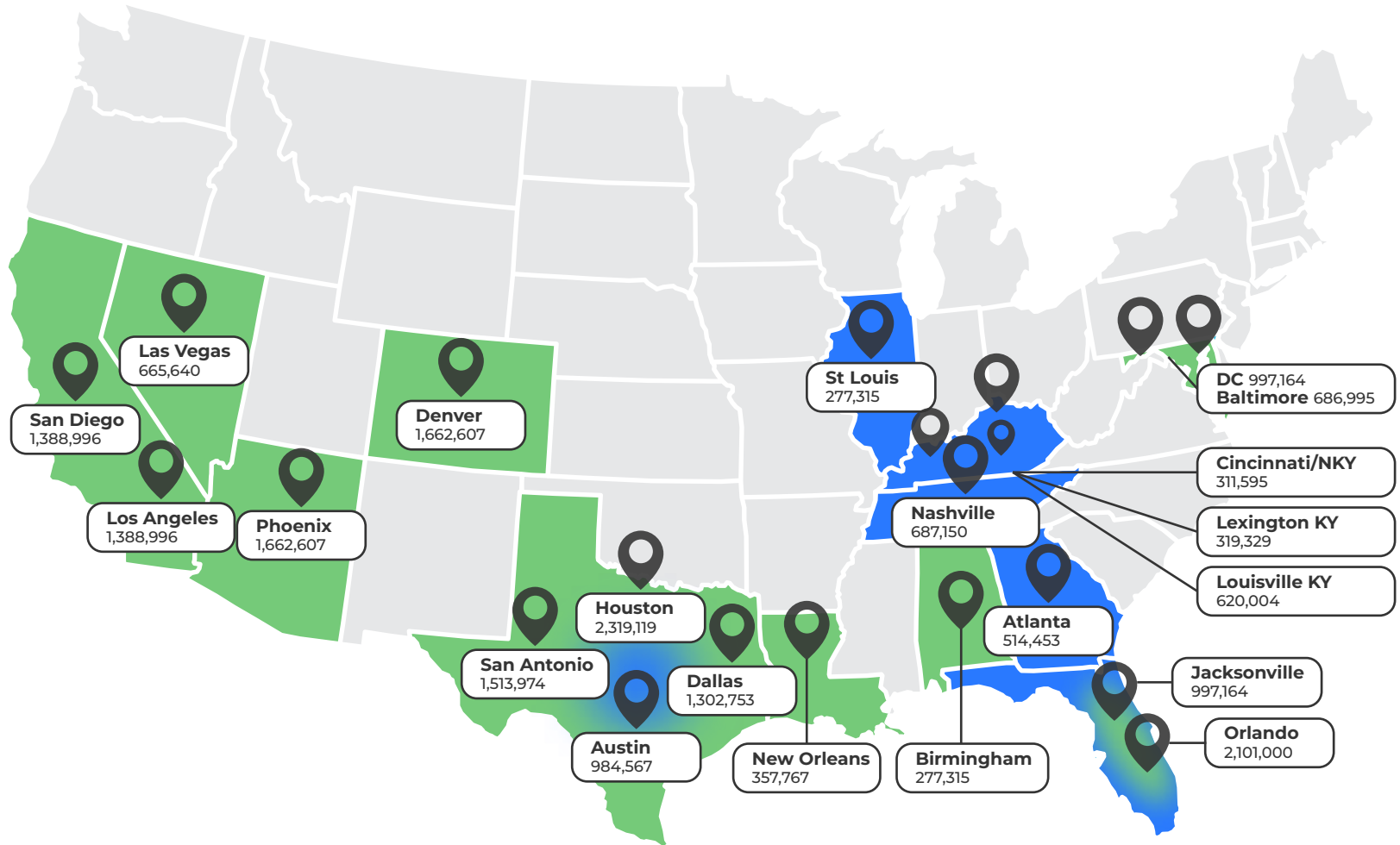
- Skywill be hiring ASMs in major markets such as:

Las Vegas, San Diego, Los Angeles, Birmingham, Denver, San Antonio, Houston, Austin, Jacksonville, DC/Baltimore, New Orleans, Phoenix

- Skysales team is structured to capitalize on all opportunities with ready-mix producers, aggregate companies, asphalt plants, pre cast, quarries, cement, and others

Map Key

- Current Markets
- New Markets





- 150 locations
- \$180 million opportunity



- \$120 million opportunity (COD only)



- 35 locations
- \$50 million opportunity

Current Game Changing Opportunities



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Concept 2: Goals / KPIs



Formulas for Success: Goals & Accountability

Results driven compensation plans

High activity = high reward

Activity Goals

20 weekly in-person visits

3 new accounts / month (after 45 day ramp)

Points System

Discovery Call	F/U Call	Email	In Person Visit	Demo Video	Demo (Sales)	Demo Closer	Demo Presenter	Demo Participant	Registration	Closed Won
1	2	1	25	5	50	25	25	10	50	50

Follow up activities expected (calls, texts, emails, linkedin, drop-ins, etc)



Sales support

- Schedules 2 new opportunities per day in the heavy building materials industry and providing research
 - ▶ ASM is responsible for adding 3 additional stops, including follow up visits
 - ◆ Additional verticals: equipment rentals, metals, roofing and siding (usually windows too), storage units, automotive repair shops 3 bays), lumber yards

Sales Engineers

- Technical demonstration of how the merchant will utilize our software increases our conversion rate and catalyzes the sales cycle

Measure of success

Follow the process, set the demo, and hit quota

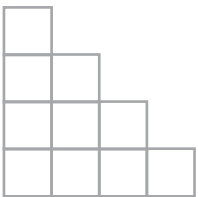
- **Failure:** deviate from the process and try to run your own show





Concept 3: Paid Model (SaaS)

- SaaS model and using paid service to create sales urgency or subscription revenue, however, Sky ASMs will have the ability to waive or reduce the fee by location if needed
- Average cost of ERP \$7500/user annually (rough base cost of \$75,000/year)
 - ▶ Sky will be offering these services at \$199/location up to 5 locations



Concept 4: Recap

Accelerating Growth with a Data-Driven Approach

1. Big Opportunities to Seize

Command Alkon: Leveraging 40,000 locations for terminal solutions.

Walbec Group: \$180M opportunity across 150 locations.

Heidelberg NA & Ernst Concrete: High-value COD and ready-mix opportunities.

2. Key Growth Strategies

Hiring & Expansion: Focus on high-potential markets such as Las Vegas, Houston, and Phoenix.

Sales Team Optimization: Empower ASMs to drive SMB growth and manage vertical-specific strategies effectively.

3. Performance Monitoring & Action

Data-Driven Accountability: Using KPIs and activity tracking to measure sales outcomes.

Adjust & Accelerate: Double down on top-performing ASMs or make strategic changes as needed.

4. Vision

Building market leadership in the heavy building materials and construction services industries through strategic focus, partnerships, and execution excellence.





“If everyone is moving forward together,
then success takes care of itself.”

-Henry Ford

