

DESCRIPTION OF THE START-UP	
Contact	DESCRIPTION OF BUSINESS ACTIVITIES
<ul style="list-style-type: none"> <li>▪ <b>Data Lighthouse;</b> (we are currently carrying out a rebranding project and will appear at the trade fair under the brand "akeno")</li> <li>▪ Hamburg, Germany</li> <li>▪ <a href="http://www.data-lighthouse.com">www.data-lighthouse.com</a> (future: <a href="http://www.akeno.ai">www.akeno.ai</a>)</li> <li>▪ Contact person: Alexander Ebbrecht</li> <li>▪ Speaker: Alexander Ebbrecht</li> <li>▪ 015163400476</li> <li>▪ <a href="mailto:ebbrecht@data-lighthouse.com">ebbrecht@data-lighthouse.com</a></li> <li>▪ 01.2021</li> </ul>	<ul style="list-style-type: none"> <li>▪ What is the main business area?</li> <li>▪ In short: "Production planning software for industrial customers in the SaaS model"</li> <li>▪ Our startup is developing an autonomous, data-driven production planning and scheduling solution. Our software optimizes complex production processes by automatically making the best planning decisions, minimizing bottlenecks and efficiently utilizing production capacity.</li> </ul> <p>We help companies automate their production planning, eliminating manual processes, inefficient Excel planning and error-prone communication.</p> <ul style="list-style-type: none"> <li>▪ What is sold by the startup and to whom?</li> </ul> <p>Production planning software for industrial customers in the SaaS model, especially for process industries such as the chemical industry, specialty chemicals, pharmaceuticals and food manufacturing</p>
PRODUCT, TECHNOLOGY, KNOW-HOW, EXPERTISE	
<ul style="list-style-type: none"> <li>▪ Description of products and solutions</li> <li>▪ Our start-up is developing an autonomous, data-driven production planning and scheduling solution. Our software optimizes complex production processes by automatically making the best planning decisions, minimizing bottlenecks and efficiently utilizing production capacity</li> <li>▪ Subject area, technological know-how, expertise: We combine state-of-the-art optimization algorithms, artificial intelligence (AI) and machine learning with in-depth industry know-how from the process industry. Our expertise includes: <ul style="list-style-type: none"> <li>• Constraint-based production planning for complex manufacturing processes.</li> <li>• Multi-objective optimization to optimally balance costs, throughput and quality.</li> <li>• Adaptive scheduling technologies that adjust in real time to raw material availability and machine capacities.</li> <li>• Automated modeling of production processes to make optimal use of interactions between systems and process steps.</li> </ul> </li> </ul>	

- What is the USP?/What makes you special?
  - Autonomous production planning: Our solution replaces manual planning with an intelligent, self-optimizing scheduling engine.
  - Data-driven decision making: Our system continually learns from historical data and improves with each production planning.
  - Flexible & real-time capable: Reacts automatically to changing conditions, from raw material shortages to machine failures.
  - Especially for the process industry: We understand the challenges in paints, varnishes, adhesives and specialty chemicals - we speak the language of our customers.

### SUCCESS STORIES

- Self-financed startup, currently working with customers such as BASF, Sun Chemical, Beckers Group (reference customers) in Europe and China, expected in the Americas in 2026
- Innovation projects with various customers (usually the first "AI project" in the production environment)
- Global rollouts for corporate customers

### WHAT ARE YOU LOOKING FOR AT THE TRADE FAIR?

- Customers (segments): Chemical production