



■ INVESTOR BRIEF · 2026

Know the value of things – not just the price.

Your daily choices, aligned with your values.

- Scan. Compare. Decide by what matters.
- A values-based guide to products, services & places.
- Semo is a transparency tool that works without company influence.



■ THE PROBLEM

You know your values, but your purchases don't reflect them.

- **Impact is invisible.**

Hidden behind price tags and marketing — buying in line with your values has never been harder.

- **Transparency is broken.**

Transparency now depends on slow, static, expensive processes reliant on the company's own cooperation.

- **No trusted source at the shelf.**

Hundreds of fragmented labels, no single real-time answer the moment you decide.

NUTRI-SCORE	FAIRTRADE	USDA ORGANIC	EU ORGANIC
EU ECOLABEL	RAINFOREST	MSC	ASC
FSC	GOTS	OEKO-TEX	VEGAN
NON-GMO	CRUELTY-FREE	DOLPHIN SAFE	DEMETER
CARBON NEUTRAL	B CORP	RSPO	SOIL ASSOCIATION
ENERGY STAR	CRADLE2CRADLE	NORDIC SWAN	?

Hundreds of labels. **Semo offers one single source of truth. Your truth.**

■ THE SOLUTION

Scan it. See the real value.

Radical transparency across four pillars.



Ecology



Health



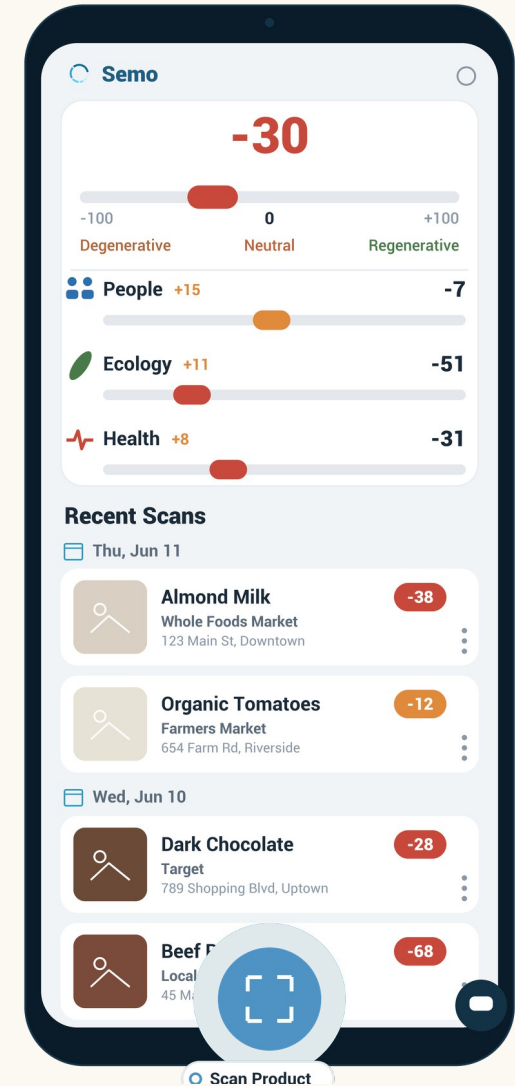
Social



Transparency

One clear score — from -100 (degenerative) to +100 (regenerative).

Verified data always scores better — revealing hidden information becomes rewarding for sellers. Scores fuse Open Food Facts, crowd-verified input, AI fill, live supply-chain data and more — integrating public information from labels (Nutri-Score, Fairtrade, FSC, EU Ecolabel, MSC...) beyond their badge.

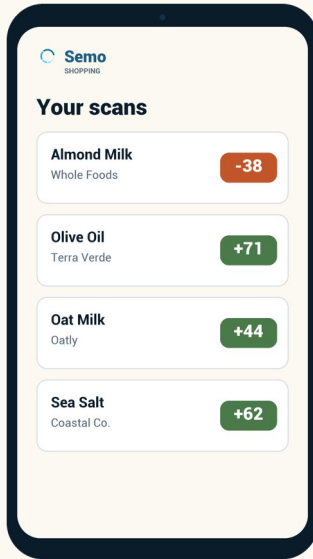




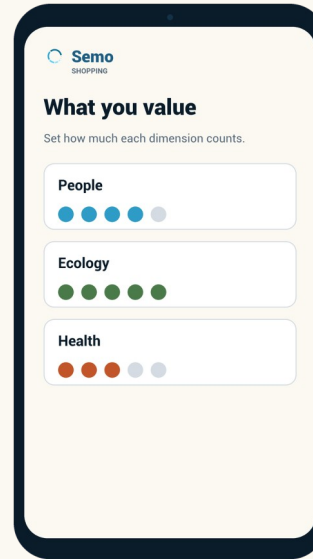
BUILT FOR DAILY USE

Tailored to you, wherever you shop

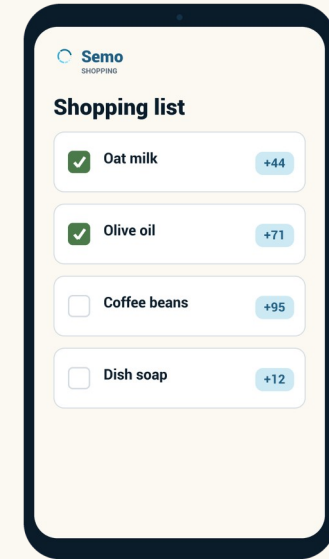
Recommendations tuned to how you actually shop — faster trips, every basket aligned with what you value.



The products you buy
Your scan history.



The preferences you set
The dimensions you value.



Your shopping list
Planned right in the app.



BUSINESS MODEL

A paid consumer core, usage-based B2B on top

The free app converts to a paid subscription — our first revenue stream. The data it generates then powers three usage-based B2B engines.

FIRST PRIORITY · CONSUMER PREMIUM (B2C)

€3 / mo

The free app's paid tier — our first and fastest income stream.

Then three B2B engines, powered by the data the app already generates:

API ACCESS

Developers → Enterprises

Programmatic access to Semo's scores & data.

BRAND FEATURES

Brands → Retailers

Badging, placement and shelf visibility.

DATA INSIGHTS

NGOs → Policy & finance

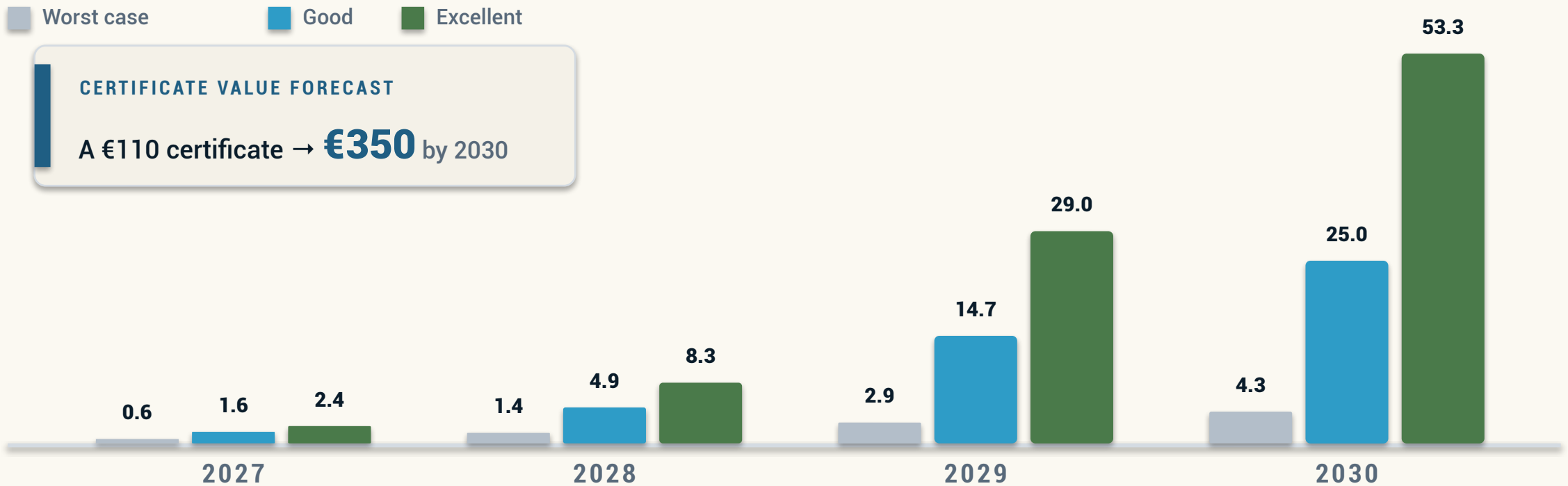
Datasets & analysis on real consumption.



THE NUMBERS

A modelled path to scale

Revenue projections (€M), three scenarios – MVP plus three B2B streams.



Modelled projections, not actuals · Step 1 (MVP) + Step 2 (3 B2B streams), assuming both funding rounds.



■ TRACTION & ROADMAP

Live in pilot, built to multiply what serves us

Beta app

in pilot, downloadable

BetterFlags

live regenerative commerce

Hemptex

first regenerative supply chain

● **+€10k / month** in live e-commerce revenue today — through Hemptex & BetterFlags.

NOW

Pilot / beta

NEXT

MVP launch · Sep 2026

THEN

2027 · +3 B2B streams

UPSCALE

+6 B2B streams

A working beta, live revenue and a real supply chain.



THE TEAM



Bart Elbertse

CEO

Project & innovation



Blaine Panares

CTO

Technology



Niek van der Kuijl

CCO

E-commerce & Partnerships



Lucas van Brakel

CFO

Business development



Matthias te Braake

COO

App UX & Functionality



Marielle Gussenhoven

CBCO

Marcom & Brand

THE FULL TEAM

+5 full-time developers · +5 part-time experts

ADVISORS

Founders of ID&T · WOOV app · ChainPoint — supply-chain & community-building.



■ THE DEAL

Own a stake in the transparency economy

€450k Round 1

€241k committed

€209k to go

54% of Round 1 already committed · €16,500 minimum investment.

STANDARD PRICE

€110 / certificate

The price you pay per certificate.

PRICE WITH MONEY-BACK GUARANTEE

€165 / certificate

A higher price — your full €165 is refunded if €450k isn't raised by 1 Sep 2026.

2027: a second round funds scaling — B2B + EU/world rollout.