

INVITATION TO TENDER

Announced by

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Dynamic Safety System ApS hereby officially offers you to participate in our Tender.

1. Feasibility Voucher – Tender

Dynamic Safety System ApS hereby officially offers you to participate in our Tender.

2. General information:

Tender title: Feasibility study tender

Provider name: Dynamic Safety System ApS, Tom Christensen

Address: Odin Havnepark, Lumbyvej 11, Indgang. B, St. Th. 5000 Odense C, Denmark

CVR number: 43004883

Date: 01.09.2022

Deadline for Tender: 21 September 2022

Questions and offers are addressed to: tc@ynamicsafetysystem.com

Tlf. nr. +45 5353 7795:

3. PRESENTATION OF OFFERING COMPANY:

Dynamic Safety System (DSS) is created by Tom Christensen in late 2018. Our product is a combined technology container fitted with lift and rigging equipment (which we plan to build ourselves) and an innovative software solution (produced by IBM). The product is currently in the development phase TRL7. Flemming Viulm is currently an intern, and he will become an active Partner in the business shortly. The business has so far had no revenue but has received several subsidiary grants.

On the 15 July 2022 we achieved a Patent Pending from the Danish Trade and Patent Office.

We have recently become IBM Partners with whom we plan to map relevant innovative technologies to implement into the software solution. We plan to use IBM as our software development partner. IBM offers a range of help facilities, EG: Go to market, Technical Support, Training and Education, Financial benefits. The IBM World partnership is a unique way for us to develop

our own product and business case and we have high hopes for this journey. The product we plan to develop consist of the following technologies:

- Machine Learning
- Big Data
- Image Analysis
- Algorithms
- RFID sensors, RFID readers, GPS sensors
- Artificial Intelligence
- Block Chain
- SAP
- IBM Cloud, IBM MAXIMUS, IBM DR Watson
- VR/XR/AR

Once the software is developed to a light version, and the technology container is produced we plan to go to market. For this we need a pilot client to pay for our solution, alternative we need an investor with Smart-Money and Market knowledge. We plan this in Q1/2023.

The feasibility study will help us with valuable information to this process. For this we need a Feasibility consultant to make the mentioned report.

Please see our website: www.dynamicsafetysystem.com

4. DESCRIPTION OF THE TASK UNDER MARKET HEDGING:

Dear Sirs,

as a part of an EU governed program, called Digital Lead Accelerate, Feasibility study - we hereby request you to forward us a tender based on the following information.

We need a feasibility study report describing

- A market analysis
- A competitor analysis
- A strategy check

We need the report, to gain proof of concept to future investors and a validation of our planned strategy.

A market analysis:

Our patented product Dynamic Safety System (DSS) is a B2B product, with a PaaS – Product as a Service strategy. The PaaS product price payment will be a monthly leasing fee of approximately 1 Mio. DKR pr. Unit.

To be effective in our marketing strategy we need to gain knowledge of the B2B market situation, within the following market segments:

- Oil & Gas industry
- Wind farming
- Petrochemical industry
- Shipyards
- Subsea
- Nuclear plants
- Powerplants
- Large construction sites
- Crane sites

We need a comparative estimate of the market size and a description of the trends in each market segments, are they increasing/decreasing in size? Are there any obstacles or industry drivers, trends? We need to establish knowledge for market attractiveness and locate the most lucrative segments. Therefor we need a detailed client list of each segment, preferably compared in volume size, region, country, etc.

The aim of the market study is to assess the market potential subsequently guiding the strategic decision making and sales & marketing strategy.

In addition to information about the segments we also need information about the segment's insurance companies: (for example)

- Lloyd's register
- Bureau Veritas
- others

We need a comparative study of the 10 primary insurance companies that insures our segments liability policies. But we have no interest in the insurance companies that insures the public sector, auto sector, airline sector or the health industry, etc.

It would be of great value if we could get metrics of incidents and accidents related directly to Lift operations, especially of interest is metrics related to cost of incidents and accidents in the segments. But we find that information highly unlikely to find as the information is guarded by GDPR regulation.

It would be of great value if we had information about the segments payment size, growth for their liability policies pr. Sector as it would provide valuable information about market attractiveness and locate the most lucrative sector segments and their insurance company. This will give us a great opportunity to establish a cooperation partnership with the insurance industry.

A competitor analysis:

We need an evaluation of our own product position in the market compared to our competitors.

We believe that the true competitors are The Work Permit Software sellers, as they are the only companies in the market selling Work Permit software. DSS is also a type of (narrow craftsmanship) Work Permit Software, but it is built up and around a Dynamic Risk Assessment methodology different from Work Permit Software more static approach. We call the methodology a DRA-Score that are calculated in Real-Time. We therefore believe our product is a supplementary product to the normal and broader trade craftsmanship Work Permit Software.

Work Permit Software targets (normally) the following personnel staff:

- Blacksmiths
- Welders
- Scaffolder
- Electricians
- Painters
- Sandblasters
- Machine and process operators
- Lift and riggers
- Deckhands
- Pipefitters
- Structural fitters
- And many other disciplines

The DSS only targets one discipline of staff namely the Lift and rigging discipline that consists of 7 roles:

- Riggers
- Sagkyndig (Tools Expert)
- Rigger foreman
- Inspectors
- Lift and Rigging Supervisors
- HMS/VO – (Safety personnel)
- Safety (Management)

These 7 roles are the only users of the DSS software solution. In short, the DSS is very user specific compared to standard multidiscipline Work Permit Software.

These are the Work Permit Software competitors that we currently are aware of:

- E-CoW, Control of Work, Enablon! Wolters, Klüwers
- Permit Vision, eVision
- GIS, Safework
- SafeMint, Dubai
- Niyati, Dubai

We need to know if there are other Work Permit Software competitors. We also need a comparative study of the competitors:

- Markets share
- Size
- Growth
- Product pricing
- Geographic's
- Ownership

The segments we like to get more information about are mentioned on page 1 and the information about these segments will make it possible to penetrate the market and give a disruption of the Work Permit Software market as we know it today.

Ultimately, the market study will highlight the most attractive markets, and can serve as a strategic direction for commercialization of our product. Thereby we hope to give DSS a competitive advantage in the market as we have a patented technology.

A strategy check:

USP-Unique Selling Proposition for DSS:

The patented product - "Dynamic Safety System" offers a digitalization of the lift and rigging process to international O&G industry, Heavy industry, Windfarms, Shipyards and Petrochemical companies, powerplants etc. By providing quality suspension registration and a holistic digital automated dynamic risk assessment of suspensions & tools, we are helping the companies preventing incidents and accidents.

- We save Lives, Values, and the Environment

Building our business plan, we have chosen a combined PUSH/PULL sales & marketing strategy.

1)Our PUSH strategy is, to persuade the current competitors into a "White label" Business partnership, where they can sell our product as it was their own product. Thereby we gain access to the world market and sales and distribution network worldwide, quickly, and effortless. The business partners will get in return a newer and more advanced technology to implement in their own product via an API software module.

2)Our PULL strategy is, to persuade insurance companies (who undertake liability with large international O&E companies and all segments mentioned on page 1) to lower their insurance fee by e.g.: 10-20% against the international clients by incorporating the DSS into their organization, and by certifying system users with a certificate to operate the system safely.

The insurance companies gain an indirect lower risk and costs associated with the insured liability policies by preventing incidents and accidents.

The clients gain immediately cost reduction in their insurance fee, and reduce the cost related to incidents and accidents, and at the same time gain up to 80% production efficiency benefits by implementing the DSS system.

If we get the insurance companies on board, we get more or less a monopoly situation on the market by having the only dynamic risk assessment patented product at this moment.

A combination of a "White Label" strategy and a PUSH/PULL strategy will send the product into the fast track to gain markets shares from the existing market owners, forcing competitors to sell our technology in hand with their own product, and thereby establish DSS as a market dominant leader.

We welcome all constructive comments made by the Feasibility study Consultant.

@Flemming Viulm, Tom Christensen, +45 553 7795, Dynamic Safety System ApS

5. OBJECTIVES AND SUCCESS CRITERIA OF THE ASSIGNMENT:

Here it is described what the goal of the task's solution is and how it is measured/ensured that the task has been solved.

Goal 1: A report, at a minimum of 15 pages for market analysis, at a minimum of 15 pages for competition analysis, at a minimum of 15 pages for strategy check – in total of minimum 45 pages.

Goal 2: Due date is November 15th, 2022.

Goal 3: A full comparative segment analysis must be performed in market analysis

Goal 4: A full comparative study of the 10 primary insurance companies that insures our segments liability policies

Goal 5: A full comparative list of Work Permit Software competitors

Goal 6: A full strategy check

6. BUDGET AND OFFER SPECIFICATION:

We expect the written offer to contain at least:

- References and history
- Bidder's proposal for solving the task
- Specifying the price for solving the task
- Discount on the Tender
- Expected schedule

7. BACKGROUND OF THE TENDER:

The provider is subject to a number of requirements for good, sound financial management, including documentation that it agreed price for external purchases is an expression of the market price. This tender is part of this.

We emphasize that the tenderer may only make an offer for the requested delivery. Services of executor or implementing character

cannot be approved. The final offer is chosen by the offering company based on an assessment of the best correlation between price and quality.

Deadline for submission of tenders: 06-12-2022

Amount limit: 75.000,00 DKK excl. VAT

Submit tender



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Danmarks
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