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Providing Legal Transparency  
for Contract Professionals

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Briiight™

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We envision a world where professional collaboration is easy and natural, building the foundation for thriving business relationships.

In a rush?  
Just read these

Have time for a coffee?  
Then also read these

We are here to make professional collaboration within and between companies easy

Bright's purpose is to empower contract professionals to make the best possible decisions in their drafting, negotiation and management of contracts, improving professional and business collaboration.

We do so by providing the means and information for making the best possible legal and business decisions

We aim to develop the most accessible and user-friendly contract solution, providing businesses and their employees a powerful tool for legal decision-making. The solution enables optimal professional collaboration by providing unprecedented overview and insight into contract data, enabling employees to easily access relevant information.

Waiting for your Bitcoin transaction  
to be processed?  
Then you have plenty of time

## Problem

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Companies face unnecessary legal risk and costs due to contract professionals not having a full overview of legal agreements made in emails.

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### Agreements made via email are legally binding

Email is the preferred tool for contract professionals to exchange legal information, contract amendments, and negotiate agreements - often without the contract being updated.



### The context of a contract is difficult to understand without emails

Accounting for the state of a contract is a labour-intense and costly undertaking, as documentation for legal decisions has to be presented - often in the form of emails - as contract professionals must check not only the contract itself, but all the correspondence that came after it.



### Contract-related emails are inaccessible to the company

Whenever an employee leaves the company, their emails and work computers are wiped within a few days, destroying any important contract-related legal information, making reliance on key employees a major legal risk.



### All emails of an employee is deleted when they leave the company

Whenever an employee leaves the company, their emails and work computers are wiped within a few days, destroying any important contract-related legal information.

## Solution

Through our solution, Nexus, we provide contract professionals a central point of access to the connections between emails and contracts, for full legal context and transparency.

### Connect emails to contracts for better legal understanding

Emails are easily linked to contracts from Outlook, enabling contract professionals to maintain a rich understanding of past legal decisions.

### Instant overview of a contract's email-history

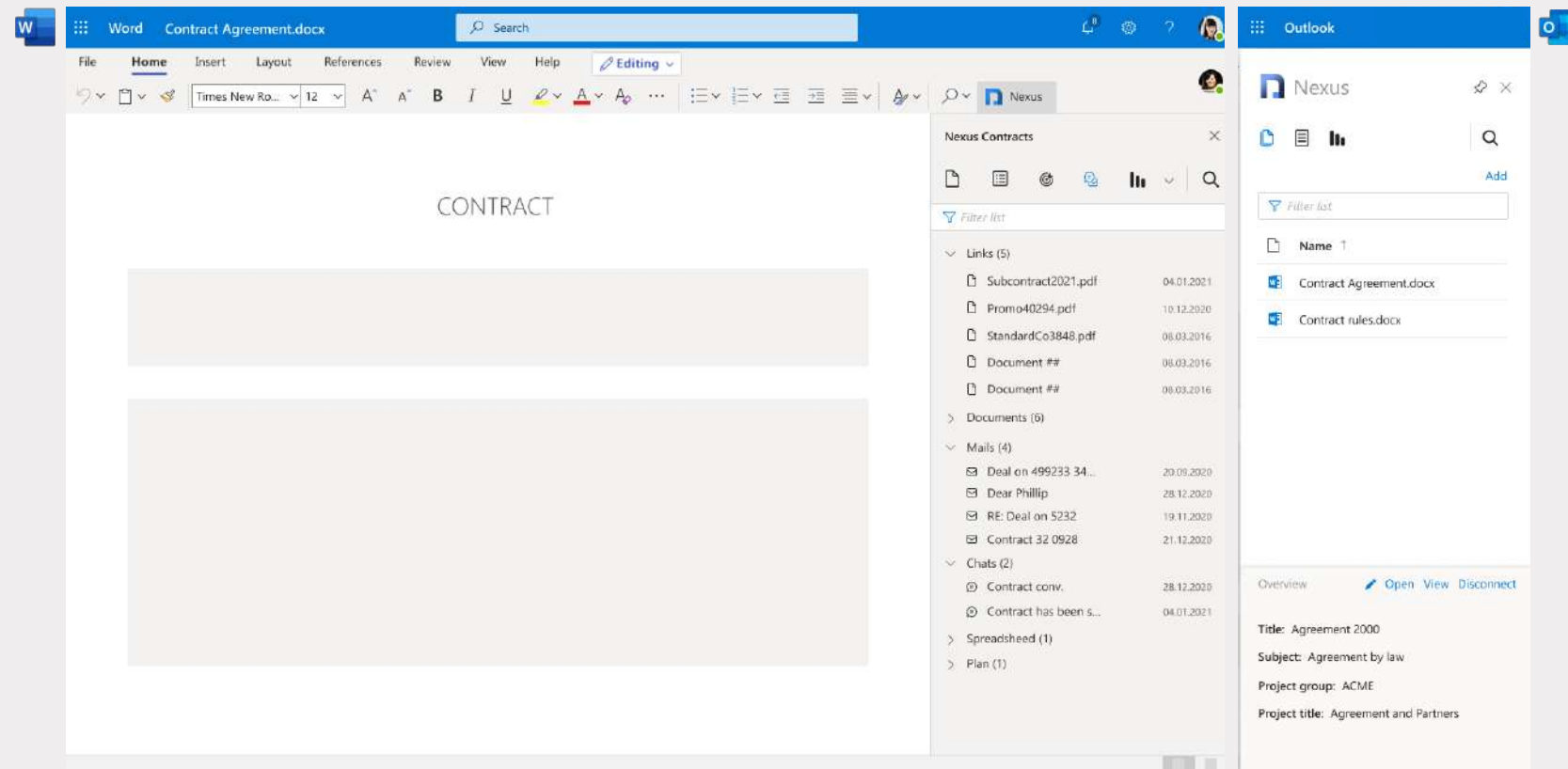
View and open contract-related emails directly from Word, providing a quick access to the context of a contract.


### Retain contract-related emails despite employee departure

The company no longer risks losing important legal information whenever a contract professional leaves.

### Connect emails to contracts for better legal understanding

Contract professionals will be able to effectively and efficiently engage with a contract, without prior understanding.





Our MVP can already do much more than connecting emails and contracts, and with time, our solution will evolve into a truly transformative business tool.

1

User-role specific tailored contract view

Users will be shown what clauses, sections, and key-information is relevant specifically to their role and tasks.

2

Clause-advisor based on contract performance

Clauses from previous contracts will be suggested, based on how those clauses and contracts have performed historically.

3

Expanding beyond contracts and Office 365

Being able to connect a broader range of business critical information, f.ex. blueprints for the construction industry, will expand our reach into new industries.

4

Automated contract negotiation  
(Artificial Intelligence)

By utilizing the data being gathered from our add-ins and platform, AI will automatically negotiate the most common contract and clause changes and disputes.

5

Turning legal contracts into smart (software) contracts  
(Blockchain Technology)

This will enable automated execution and monitoring of any transactions related to a contract.

We target enterprise-companies, our customers being the CFO, Head of Legal, or General Counsel, whose responsibilities revolve around contracts.

We enable the CFO to turn their legal departments into drivers for the bottom line

Staying on top of financial obligations and claims will set contract professionals free to optimize contract-value.

We reduce unforeseen legal risk for the Head of Legal and General Counsel

Knowing that emails do not pose a considerable legal risk anymore, is critical for the responsibility of minimizing overall legal risk of a company.

We have +50 leads lined up for sales-meetings  
Sales will be ramped up after the first MVP implementations at our pilot-partners.

We have 3 pilot-partners, with plans to turn them into customers  
We expect to sign the first contracts within 3 months.

Medical Devices  
Company

Revenue: EUR 77m  
Employees: 326

Customer:  
General Counsel

Our expected income:  
EUR 4-8k per year

Retail Company

Revenue: EUR 99m  
Employees: 401

Customer:  
CFO

Our expected income:  
EUR 8-16k per year

Retail Company

Revenue: EUR 346m  
Employees: 1,233

Customer:  
CFO

Our expected income:  
EUR 8-32k per year

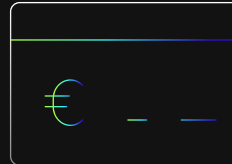
Due to NDAs, we are not able to disclose the names of the companies in our presentation.

Our solution is offered as SaaS through a subscription-model, with price based on customer-value, in the form of Office 365 add-ins.



### SaaS that is easy to distribute, access, and deploy

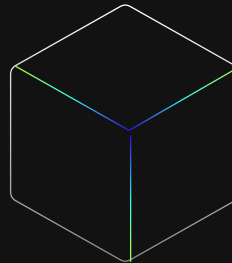
Being a combination of add-ins for Office 365, our solution makes it as easy as possible to distribute it to companies, enabling them to access it directly through Microsoft AppSource, and deployed directly to the entire organization.



### A subscription-model that is easy to understand

Companies can decide if they want to subscribe on a monthly, quarterly, or annual basis:

- Monthly plan: No discount
- Quarterly plan: 10% discount
- Annual plan: 25% discount



### With a pricing-model based on customer-value

We want the price to reflect the value our customer receives, while ensuring that we collect as much usage data as possible, which is why companies can add as many users as they want. Our pricing-model is based on:

- Number of contracts
- Number of pages
- Number of linked emails

## Competitors

We offer a unique solution compared to competitors, in our focus on the crucial role of emails in relation to contracts and legal risk-mitigation.

	Briight™	Dock 365	Contract book	DocuSign	Evisort
System type	Add-in	Add-in	Platform	Platform	Platform
Pricing model	Value-based	User-based	User-based	User-based	User-based
Immediate deployability	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Links emails & contracts	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Automatic timeline of contracts & emails	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Document automation	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Contracts stored in customer's OneDrive	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Provides a central point of access	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Ongoing administration	Low	Medium	High	Medium	Low



## Team



Martin Crillesen  
CEO/Business  
Developer

5 years experience  
bringing innovative  
software-solutions to  
market



Peter Milne  
CTO/Solution  
Architect

25 years experience  
developing enterprise  
software-solutions and  
managing teams of  
software-engineers



Erlingur Jonsson  
UI & UX Designer

20 years experience  
designing enterprise  
software-solutions and  
user-interfaces

Winner of the Red Dot  
Design Award



Kim Falk  
Jørgensen  
Data Scientist

15 years experience  
developing AI, ML, NLP,  
and recommender  
systems for enterprise-  
companies

Author of "Practical  
Recommender  
Systems"



Manus  
Dennison  
Product Owner

5 years experience  
advising on the  
benefits and use of  
LegalTech-solutions

We are a team of  
highly specialized  
individuals, bringing  
complementary skills  
to Briight, being able  
to bring the solution  
to market and scale  
the business.

## Advisory board

Anders Pilgaard Andersen  
SVP, General Counsel  
Adform

Jonatan Tylsgaard Larsen  
Corporate Affairs Director  
Rud Pedersen Group

Martin Andersen,  
Head of Cloud Engineering,  
Veo Technologies

Rasmus Lystrøm  
Senior Cloud Architect  
Microsoft

Anders Lybecker  
Cloud Architect Lead  
Microsoft

Dorthe Andersen  
Chief Consultant  
KOMBIT

Rasmus Jaqué  
Senior Cloud Architect  
Microsoft

Financials

All amounts are in EUR

	2022	2023	2024	2025	2026
Number of Customers	20	100	250	500	1000
Avg. Revenue pr. Customer	5,000	10,000	15,000	22,500	33,750
Revenue	100,000	1,000,000	3,750,000	11,250,000	33,750,000
Operating Costs	-73,000	-219,000	-438,000	-876,000	-1,752,000
Staff Costs	-280,000	-560,000	-1,120,000	-2,800,000	-8,400,000
Gross Profit	-253,000	221,000	2,192,000	7,574,000	23,598,000
Marketing	-10,000	-100,000	-2,000,000	-6,000,000	-15,000,000
Administration Costs	-24,000	-48,000	-96,000	-192,000	-384,000
Location Expenses	-12,000	-24,000	-48,000	-120,000	-360,000
EBITDA	-299,000	49,000	48,000	1,262,000	7,854,000

Marketing expenses are expected to be significant in the first 5 years, as this is the most efficient way to grow a SaaS business quickly.