



Maria Fierro <maria@ikonpartner.com>

Potential lead

12 messages

Maria Fierro <maria@ikonpartner.com>
To: Jeff Saunders <js@telehilladvisors.com>

Thu, May 23, 2024 at 11:21 AM

Hi Jeff,

This time I send you a message in regards to a different Company in my portfolio
Alfred Smart Systems (<https://alfredsmart.com/en/>)

I enclose the deck FYI, but basically they have a platform for smart building (energy efficiency, access management, property/tenant management...). The differentiating factor is their device-agnostic gateway connecting all areas of a space (Build-to-Rent spaces, Hotels, Offices,...)

They closed 2023 in 2.5M revenue and they have closed contracts for this year of 4M (expecting a 5.8M overall)

They have a Company in the captable holding 25% of the equity in a bad finance position and they want to replace this or go to a funding round to make sure they have the right partner to keep on growing and ultimately exit (they have been already in conversations with Schneider Electric and Nice)

Let me know if this could be of your interest

Best

--

Maria Fierro Massana
Partner

ikon

Avda. Diagonal 640 Planta 6 – 656
08017 Barcelona, Spain
[t]: +34 616 895 203
[m]: maria@ikonpartner.com

 **ALFRED SMART DECK 2024.pdf**
5150K

Jeff Saunders <js@telehilladvisors.com>

Thu, May 23, 2024 at 8:57 PM

To: Maria Fierro <maria@ikonpartner.com>

Hi Maria,

Thank you for thinking of me.

Let me and Amar take a look at the information. We will probably want to set up a call with the management team to understand their dynamics and goals.

I will get back to you tomorrow.

Regards,

Jeff

From: Maria Fierro <maria@ikonpartner.com>
Sent: Thursday, May 23, 2024 2:22 AM
To: Jeff Saunders <js@telehilladvisors.com>
Subject: Potential lead

Hi Jeff,

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Let me know if this could be of your interest

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Maria Fierro Massana

Partner

ikon

[Quoted text hidden]

Jeff Saunders <js@telehilladvisors.com>
To: Maria Fierro <maria@ikonpartner.com>

Tue, May 28, 2024 at 1:53 AM

Hi Maria,

Apologies for the delay.

Can you introduce us to the CEO of alfredsmart?

I would like to have a call and invite our managing partner, Phillip Courten to join. Phillip has a lot of experience with these types of special financing needs.

Regards,

Jeff

[Quoted text hidden]

Maria Fierro <maria@ikonpartner.com>

Tue, May 28, 2024 at 8:49 AM

To: Manuel Berja Castuera <manuel@alfredsmart.com>, Daniel Batlle <dbatlle@alfredsmart.com>

Buenos días Manu, Dani,

Parece que el banker de US tiene experiencia en el área y puede estar interesado en llevar la operación de secundario+ronda

Si me dais un par de opciones para hablar con ellos, os hago mail-intro. Estan en costa oeste (San Francisco), por lo que idealmente a partir de las 18h

Bs

M

Inicio del mensaje reenviado:

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[Quoted text hidden]

[Quoted text hidden]

--

Maria Fierro Massana

Partner



[Quoted text hidden]

Manuel Berja Castuera <manuel@alfredsmart.com>
To: Maria Fierro <maria@ikonpartner.com>
Cc: Daniel Batlle <dbatlle@alfredsmart.com>

Tue, May 28, 2024 at 8:55 AM

Genial Maria, por mi parte esto es prioritario. Menos hoy cualquier día a las 18 me adapto.

Entiendo que tu tb estarias en la call?

Enviado desde mi iPhone

El 28 may 2024, a las 8:49, Maria Fierro <maria@ikonpartner.com> escribió:

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[Quoted text hidden]

[Quoted text hidden]

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Maria Fierro Massana

Partner

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49K

Daniel Batlle <dbatlle@alfredsmart.com>

Tue, May 28, 2024 at 9:05 AM

To: Manuel Berja Castuera <manuel@alfredsmart.com>, Maria Fierro <maria@ikonpartner.com>

Genial Maria,

Conta amb mi també, si ho veus interessant.

Una forta abraçada,

Dani

[Quoted text hidden]

Maria Fierro <maria@ikonpartner.com>

Tue, May 28, 2024 at 12:48 PM

To: Jeff Saunders <js@telehilladvisors.com>

Hi Jeff,

No problem. I have just spoken to the Founders (CEO + CMO) and they could be available on Thursday by 9am PT (6pm CET)
Let me know if that works, otherwise I will get alternative slots from them

Thanks

M

[Quoted text hidden]

Jeff Saunders <js@telehilladvisors.com>

Tue, May 28, 2024 at 7:32 PM

To: Maria Fierro <maria@ikonpartner.com>

Hi Maria,

9:00 am PDT on Thursday works for us.

Do you want to send an invitation, or would you like me to?

[Quoted text hidden]

Maria Fierro <maria@ikonpartner.com>

Tue, May 28, 2024 at 9:02 PM

To: Daniel Batlle <dbatlle@alfredsmart.com>, Manuel Berja Castuera <manuel@alfredsmart.com>

Fyi. Paso invite e intentamos buscar un hueco nosotros para hablar antes

M

Inicio del mensaje reenviado:

De: Jeff Saunders <js@telehilladvisors.com>

Fecha: 28 de mayo de 2024, 19:33:06 CEST

Para: Maria Fierro <maria@ikonpartner.com>

Asunto: RE: Potential lead

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--

Maria Fierro Massana

Partner

ikon

[Quoted text hidden]

Maria Fierro <maria@ikonpartner.com>
To: Jeff Saunders <js@telehilladvisors.com>

Wed, May 29, 2024 at 11:11 AM

Hi Jeff,

I will send the invite and be in the call to make an intro and then as "shadower" so as you can discuss on that directly
Please add whoever you consider needs to be in the call

Thanks
M

[Quoted text hidden]

Jeff Saunders <js@telehilladvisors.com>
To: Maria Fierro <maria@ikonpartner.com>

Wed, May 29, 2024 at 5:47 PM

Hi Maria,

Thank you for arranging the call.

I will ask Amar to join me.

Talk with you tomorrow.

[Quoted text hidden]

Maria Fierro <maria@ikonpartner.com>
To: Jeff Saunders <js@telehilladvisors.com>

Thu, May 30, 2024 at 9:41 AM

Perfect, Jeff

Thanks

M

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