

Deskless
Workforce

Augmented
Intelligence

Human
Process
Automation



Broadcast your occupational know-how

Reinventing blue-collar work
documentation, training, and operations

Productivity
HRTech

Voice

80% of the global workforce
is working without a desk



Logistics is leading the field in technology adoption



Millions of new and temp workers have to be onboarded and even more retrained in warehouses every year



But documentation and training is a mess, worlds detached from each other

NONE
(aka Incompliance Hell)



None or insufficient documentation

Re-inventing the wheel in MS Office

High effort, poor/single-lang outcome

Scattered across, outdated, unsafe



Traditional P2P training less scalable

Inconsistencies between sites and teams

High volume (re)training efforts

Growing language barriers

how.fm is closing the gap between documentation and training
by turning static documentation into interactive experiences



For the first time, secure and up-to-date documentation equals scalable training and empowered workers

Enterprise knowledge repository

One safe and secure place, always up-to-date
Knowledge transfer between sites and generations
Global franchise-like standardization

Digital multilingual trainer

Agile, cost-efficient training at scale
Faster ramp-up to increased safety and productivity
Tracking, benchmarks, and insights



Empowered trainers

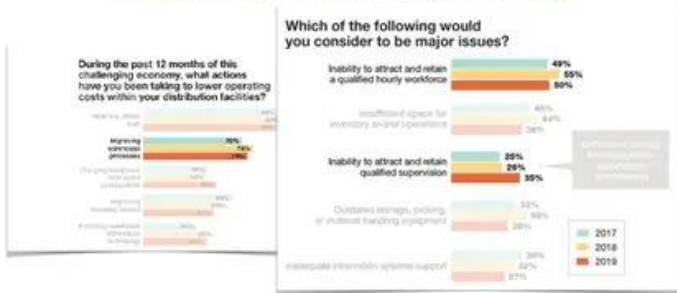
Easy to create and update, even collaborative
Motivational pull through end user wow experience
Automatic translations against language barriers

Empowered workers

Interactive and personalized learning on-the-job
Hands-free and illiterate-friendly voice interaction
Multimedia instructions in a worker's native language

Quality and cost pressure demands process excellence while market growth screams for qualified workers and supervisors

The top challenges warehouse managers are facing:



Increasing safety and compliance as well as productivity and quality

Supporting e-commerce workers to learn and apply
their policies and procedures in practice

INCRAM MICRO[®] COMMERCE & LIFECYCLE
SERVICES



TOMMY



and
more!



From logistics into more verticals, from Europe into the world

Special focus on warehouse
use cases such as:

- Occupational policies
- Health and safety trainings
- Fulfillment activities
- Value-add procedures
- Returns processing
- Machines, tools, devices handling



European warehouse hotspots:



Proven and diverse tech-driven team sharing long-term work history at **trivago**, **IBM**, and more



40K € founders investment

plus little to no founders and core team salaries
within initial customer development phase

190K € government grants

Including BMBF research funding together with
the German Aerospace Center (DLR)



Equity-free accelerators

STARTPORT
Logistics & Supply Chain

NVIDIA
Inception Program



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