



Participation Seed Round



IXORA



FUNDING ROUND

seed round



INDUSTRY

immersion cooling



FOUNDED

2020



CONTACT

Job Witteman CEO

email: job.witteman@ixora.eu / tel: +31622423638



PROPOSITION

To continue development of the technology and invest in increasing its revenue, the company has issued certificates worth €2 million for 10% of its shares, of which only 30% is still available (January 2024).



SUSTAINABILITY

iXora offers an investment according to the planet-people-profit principle, where technological progress enables a sustainable world, yet in a profitable way.

Data centers are an enormous global market

The growth of the global data center market is staggering, with an average growth of 17% per year over the last decade. Virtually all electronic communication takes place via data centers. There is growing concern about the energy consumption of data centers, in which over 120 million servers worldwide are operational 24/7. Half of the energy use of traditional, air cooled data centers is wasted and the water consumption needed for cooling is of increasing concern. iXora Holding BV from The Netherlands has a unique approach to solve these problems.

Immersion cooling in the age of artificial intelligence (AI)

The iXora approach is based on 'immersion cooling', a cooling method by means of liquid instead of air cooling. The company has developed a solution with which data centers can save more than 30% on their energy consumption. The patented technology also generates residual heat which can be used by both residential and commercial real estate. In short, iXora's technology leads to significant cost savings and structural reduction of CO₂ emissions.

As the rise of Artificial Intelligence (AI) accelerates, the demand for high-performance servers and GPUs, and their consequential energy needs and heat outputs, are growing exponentially. Traditional cooling methods are proving inadequate for this new environment, intensifying the need for iXora's solution to handle the thermal output from AI processes. With the ongoing expansion of AI and its resultant increase in data center demand, immersion cooling emerges as a vital investment opportunity, enabling the harnessing of AI's full potential without compromising environmental sustainability.



Lubrizol licensing agreement

iXora has recently announced a licensing agreement with Lubrizol, a subsidiary of Berkshire Hathaway, the holding company run by legendary investor Warren Buffett. Lubrizol will exclusively license the iXora HRM technology to serve data center customers worldwide. Under the agreement, Lubrizol guarantees iXora a multiyear revenue stream of over \$32 million.

Experienced team with proven track record

The two founders of iXora have a very successful track record in the technology industry, CEO Job Witteman founded the Amsterdam Internet Exchange AMS-IX, where he served as CEO for 17 years and CCO Vincent Beek has two decades of experience in international technology sales. Head of Engineering Erwin Bleeker has designed data center solutions at leading Dutch hosting provider True and at Dell for nearly twenty years. As former developers and customers of data centers, the team of iXora possess a unique combination of keen insight into the market and extensive knowledge of the required products and services.

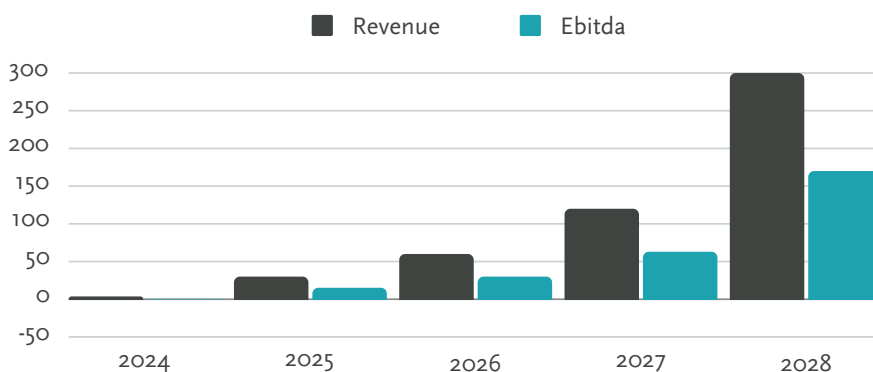
Competition

Only iXora makes it possible to apply immersion cooling in the worldwide standardized 19" racks. Solutions offered by the competition require data centers to install large open tanks filled with cooling liquid, which are uncommon and undesirable in data centers. Conversely, iXora's closed cassette solution does not require use of a crane, allows access to the server at all time and eliminates fluids leakage on the data center floors. As a result, the chance of achieving high market penetration based on the iXora technology is much higher.

Financial status

In the pre-seed phase, the founders of iXora provided a subordinated loan of more than €1,200,000 to the company and attracted €355,000 from investors. The company also received €325,000 in government subsidies. The company has started to generate revenue from the field tests and plans to be cash flow positive in 2025.

Forecast



Key figures

Installed base	Annual growth	Guaranteed by Lubrizol	Other markets
120 mio Number of servers in data centers worldwide suitable for iXora.	17% Over the past decade, the number of servers in data centers has grown on average by 17% per year.	> \$32,000,000 Lubrizol guarantees iXora over \$32 million in revenue, with a minimum guaranteed fee of 18% of the gross sale price.	?? million iXora sees large opportunities in markets such as defense, healthcare, marine engineering and high end audio visual systems.

Participate in iXora

Shareholders Of the outstanding shares, 81% is held by the founders, 9% of the shares were purchased by an investor in the pre-seed phase and 10% are reserved for the new shareholders in the current seed round.

STAK In this seed round, the company has issued certificates worth a total of €2 million through an investment vehicle that bundles all new shareholders in a single entity, a so-called STAK (Stichting Administratiekantoor), a very common setup in The Netherlands that is similar to an SPV. The board of the STAK is formed by the management of iXora Holding BV. The STAK has acquired 10% of the shares in iXora Holding BV and issues 2 million certificates of €1 each. Participation is possible from a purchase of 5,000 certificates.

Bonus From €10,000 a bonus of 10% is granted. An example: with a purchase worth €10,000, an additional 1,000 certificates are issued on top of the 10,000 purchased certificates, for a total of 11,000 certificates. From €50,000 the bonus granted is 30%. The issuing of the certificates has taken place via VPVA Notaries in Wageningen, The Netherlands.

Risks

Investing in a high tech company like iXora Holding BV is a high risk investment. Please only invest if you have the financial capacity to lose the money you invest. As an investor, no (future) obligations or securities are required.