



# Bridging the Gap Between Designs and Manufacturers in the \$100B Wire Harness Industry

[www.cableteque.com](http://www.cableteque.com)

**\$5,000,000**

## Transforming the wire harness

Abstract

Cableteque is revolutionizing the \$100 billion wire harness industry with AI-driven Predictive Interconnect Analytics (PIA), enhancing design accuracy, reducing costs, and accelerating time-to-market. We seek a \$5 million investment to expand our innovative solutions and further transform the industry.

## Executive Summary

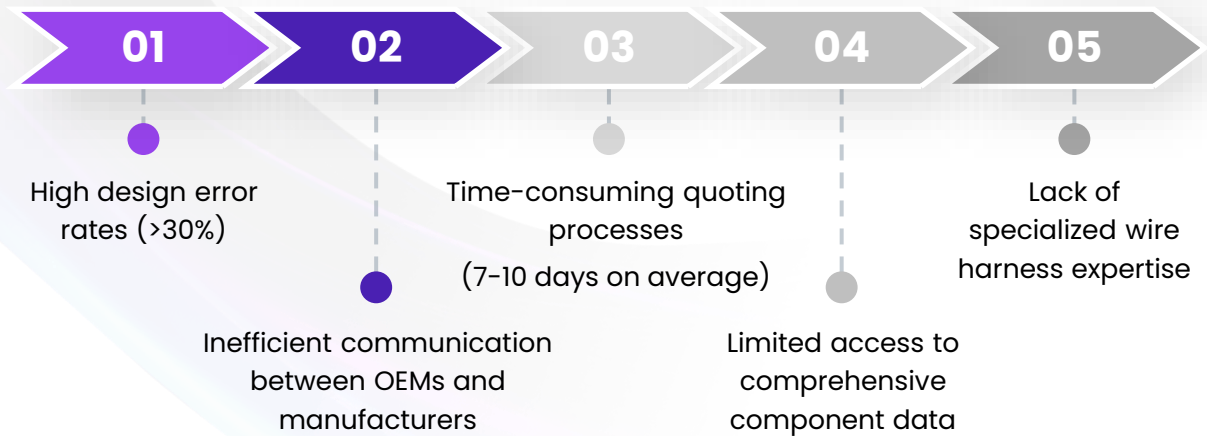


Cableteque is revolutionizing the \$100B+ wire harness industry with an innovative cloud-based optimization platform. Our solution bridges the critical gap between OEMs and manufacturers, addressing longstanding inefficiencies in design, validation, and manufacturing processes. With a projected market growth to \$165.2B by 2030 at a 5.9% CAGR, Cableteque is poised to capture a significant market share by transforming how wire harnesses - the central nervous system of modern technology - are designed and produced.

## The Problem



The wire harness industry faces significant challenges:



These issues lead to product launch delays, increased costs, and reduced quality. The consequences can be severe, as evidenced by high-profile incidents like the Boeing 737 MAX grounding, Toyota's accelerator pedal recall, and the F-22 Raptor oxygen system failure - all linked to wire harness problems.

## The Solution



Cableteque's Predictive Interconnect Analytics (PIA) platform offers a comprehensive solution:

- **Quick-turn Quoting:** Transforms week-long quoting processes into minutes.
- **Real-time Design Validation:** Automatic interpretation of customer drawings with optimized supply chain data.
- **OEM-Manufacturer Collaboration:** Streamlined communication for enhanced product quality.
- **AI Design Assistant (Future):** ML-driven optimization and predictive analytics.

Our platform integrates advanced AI, data analytics, and deep industry knowledge to predict and prevent design errors while streamlining the entire process from design to manufacturing.

## Market Opportunity



- **Total Addressable Market:** \$165.2B by 2030
- **Key Segments:** Automotive (\$50.09B in 2023), Aerospace/Defense (\$24.47B in 2023)

- **Initial Focus:** Emerging tech OEMs and specialized manufacturers (50,000+ potential customers globally)
- **Market Drivers:** Increasing electrification, growth in autonomous systems, rising complexity in aerospace and defense technologies

## Go-to-Market Strategy



**Dominate CM Market:** Rapid deployment of quoting application to Contract Manufacturers

- Target: Widespread adoption by end of 2025
- Value Proposition: Transform week-long quoting process into minutes



**Leverage CMs as Growth Catalysts:** Utilize satisfied CMs as distribution /referral partners



**Precision OEM Targeting:** Use CM intelligence for efficient OEM sales process

## Revenue Model



### Manufacturer Subscription Model:

- \$600/month per organization (annual commitment)
- \$300/month for each additional seat

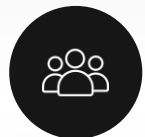
### OEM Pay-Per-Use Model:

Flexible pricing based on usage

### Future Revenue Streams:

- Data-as-a-Service for the wider industry
- Potential licensing to CAD tool providers
- Matching Suppliers with Demand

## The Team



**Arik Vrobel,**  
Founder & CEO

30+ years industry expertise,  
former CEO of El-Com Systems

## Leadership Team

**Ofer Amram**

Chief Financial Officer

**Joel Pointon**

Director of Product

**Viktoras K.**

Director of Engineering

**Yuval Aronoff,**

Director of Data

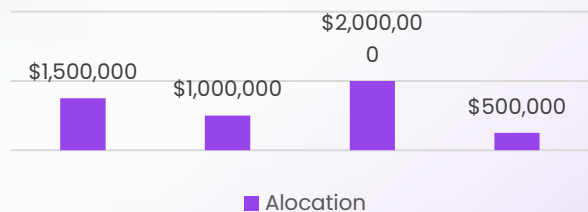
**Advisors:** Dipak Shah, Max Clark, Rashesh M. A team of 20 global industry experts

## Investment Opportunity



**Seeking \$5 million in strategic investment through a SAFE note 20% discount offered**

- \$1.5M: Customer acquisition & marketing infrastructure
- \$1M: Scaling of data library
- \$2M: Development of supply-chain, manufacturing, and data scaling
- \$500K: AI Development



### Conclusion

Cableteque offers a unique opportunity to transform the wire harness industry with an innovative solution that drives efficiency, accuracy, and cost savings. With our experienced team, clear competitive advantage, and strong market position, we are well-positioned for rapid growth and multiple exit routes.

For more information or to discuss this investment opportunity, please contact:



**Arik Vrobel,**

Founder & CEO



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