



FENWAY PARK
HOME OF THE
BOSTON
RED SOX

Evolv Technology



2023 Analyst Day

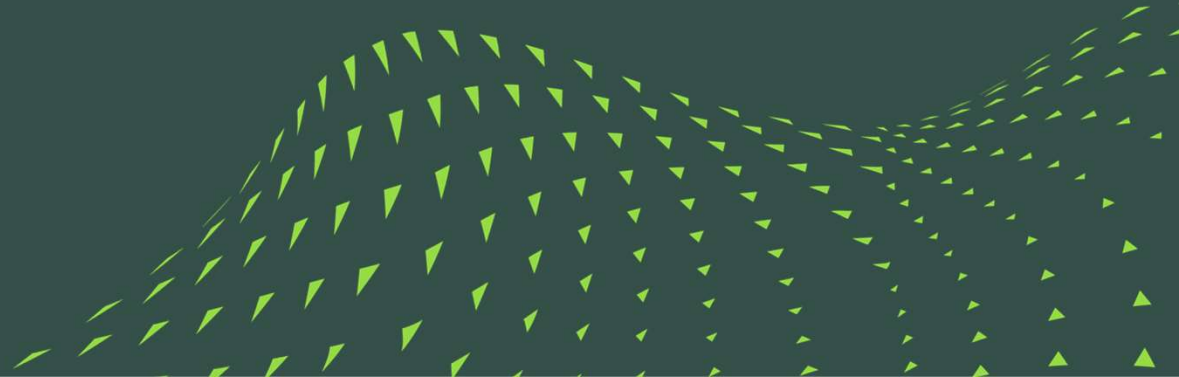
May 25, 2023 | Boston, Massachusetts



Capturing the Market Opportunity

AJ De Rosa

Chief Revenue Officer



AJ De Rosa



Over 20 years of leadership experience in both public and private technology companies – primarily subscription based.



Revenue
Leadership Roles



Co-Head of
Global Sales

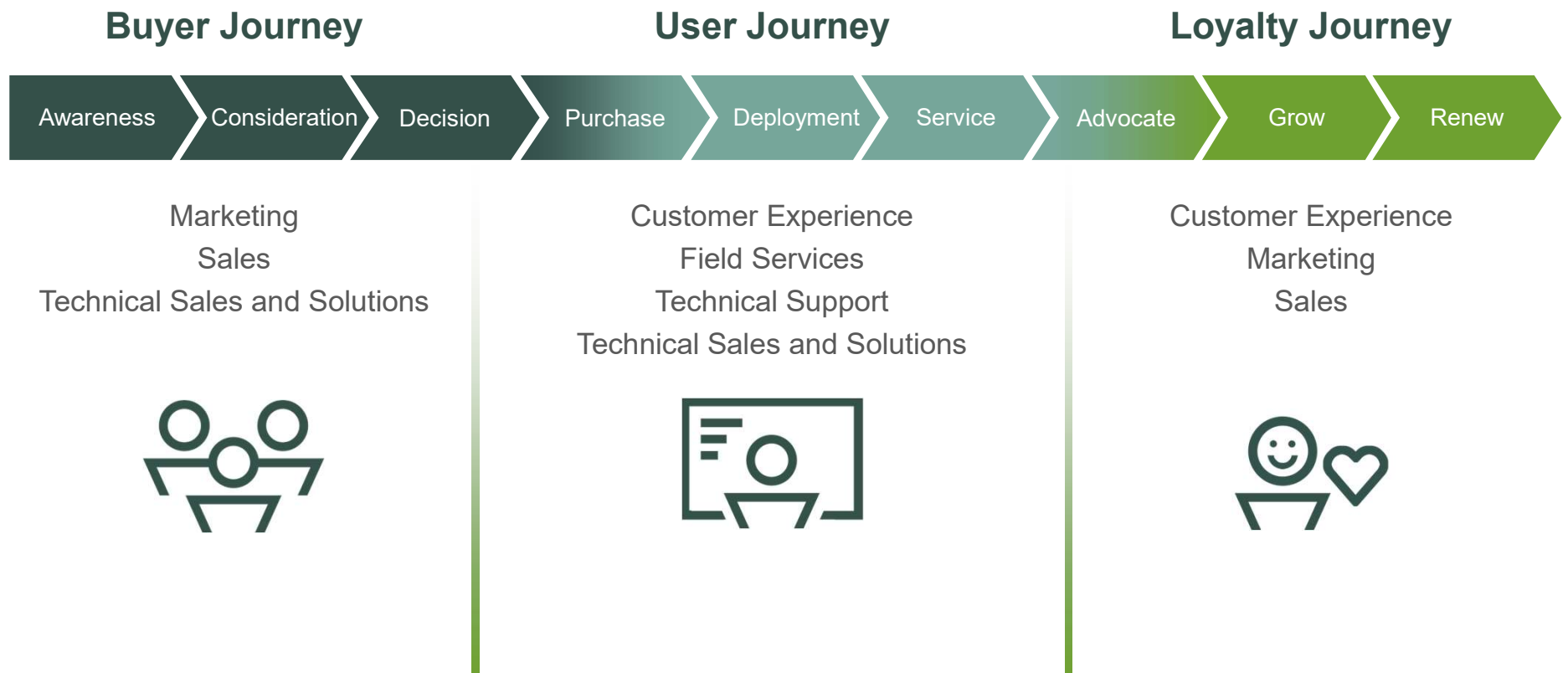


Chief Revenue
Officer



Chief Revenue
Officer

Customer Journey



AJ De Rosa
Chief Revenue Officer

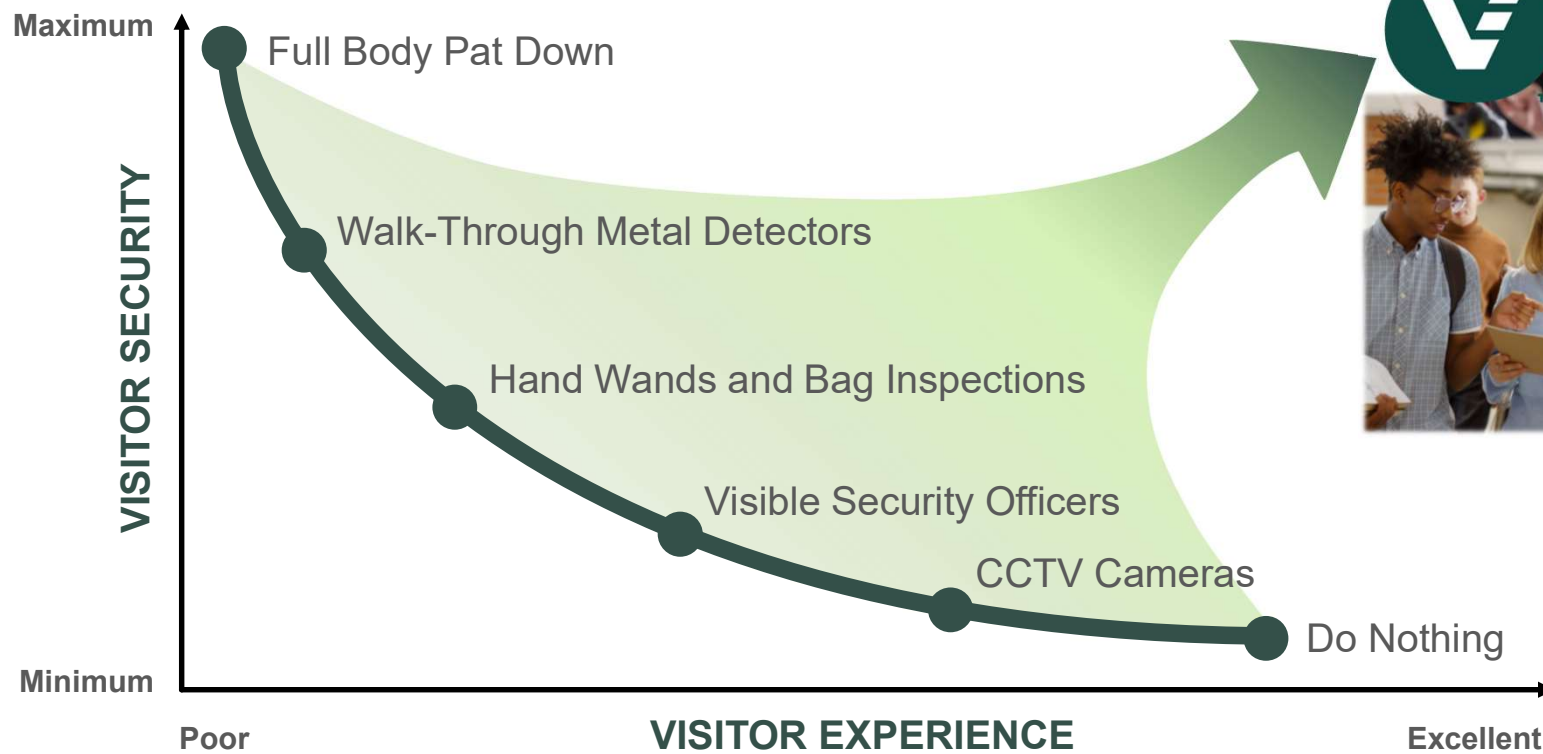


Key Challenges Facing Our Customers

- Ever-increasing threat environment
- Poor visitor experience
- Costly security labor shortage
- Challenging worker retention
- Lack of visibility into security and visitor data

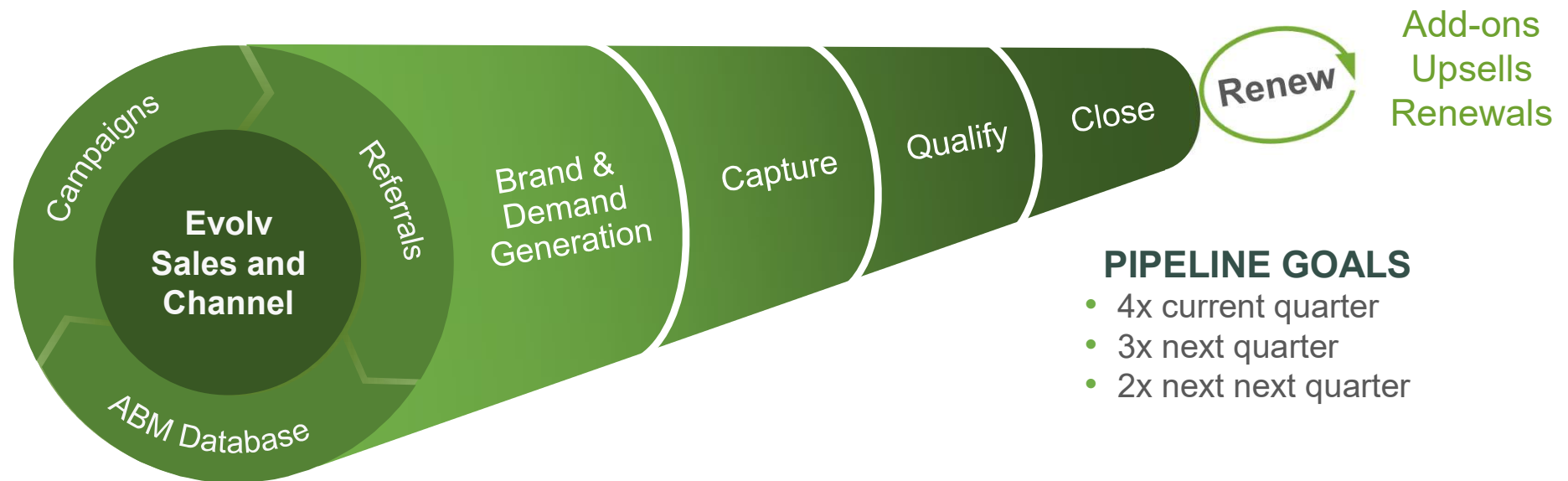


Evolv Has Solved the Protection Paradox

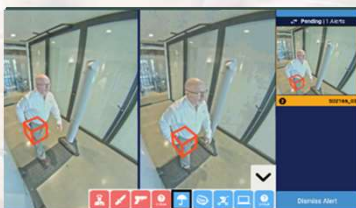


Scalable Pipeline Development Strategy

Efficient and Scalable Customer Acquisition Model



Why Customers Choose Evolv Express



**Unmatched
Security**



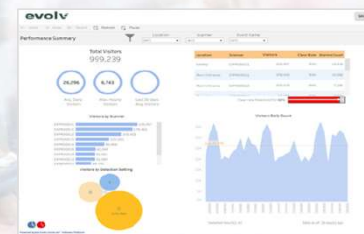
**Superior
Visitor
Experience**



**Significant
Cost
Benefit**



**Employee
Retention**



**Operational
Insight**

Organized to Capture the Market Opportunity



Vertical Market Approach

Focused on key end markets where we have established domain expertise and have referenceable customers.



Education



Healthcare



Very Good things are happening here



Sports & Entertainment



Industrial Workplaces



Metro Verticals



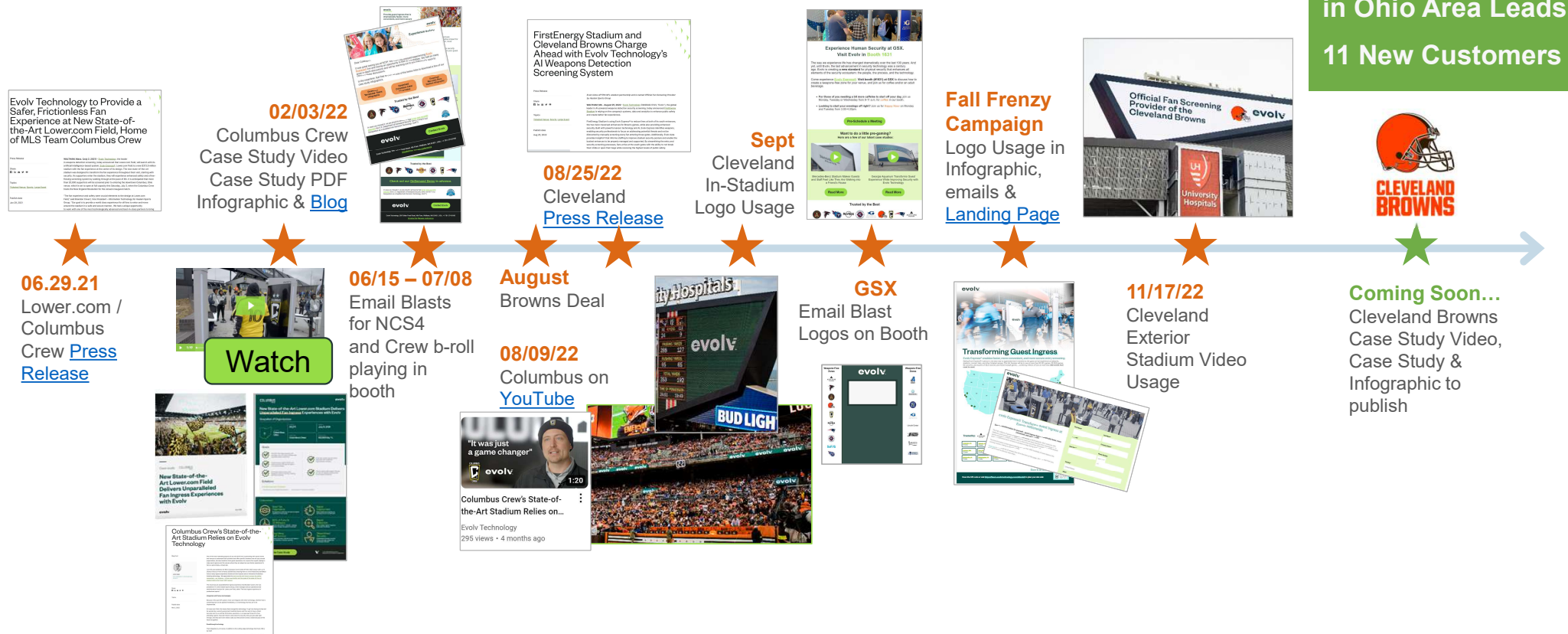
Market Dynamics in Key Markets

	Education	Healthcare	Sports & Entertainment	Industrial Workplaces
Sales Cycles	6-9 Months	3-6 Months	3-6 Months	3-6 Months
Sell To	School District Superintendent School Board	Healthcare System COO and CSO	Stadium COO and Facility Leadership	Various
Pilot	Occasional	Occasional	Generally	Occasional
Direct/Channel	Channel	Channel	Direct	Channel
Size of Deals (Units)	8-10	2-3	8-12	4-5

Leveraging our Presence in Professional Sports

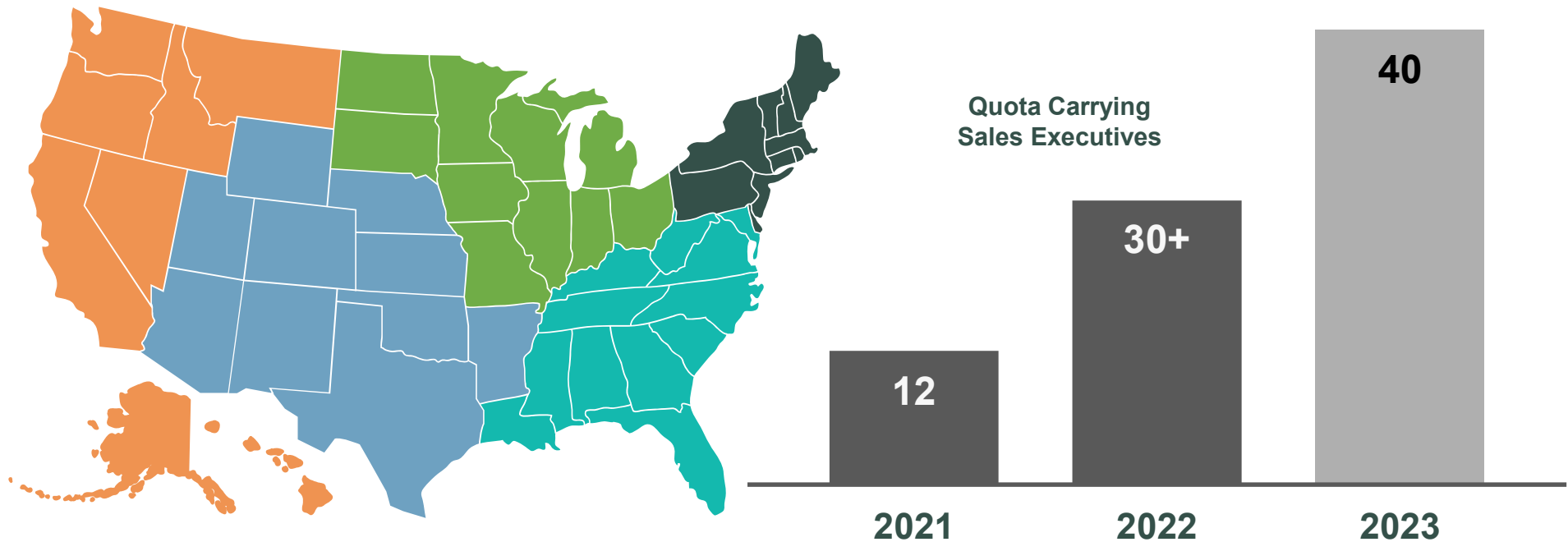


Sports Brand Affiliation



Geographic Market Approach

Evolv's High Velocity Sales Engine has 100 revenue focused professionals in five pods supporting 75+ vertical and channel partners



Going Faster With our Channel Partners



MISSION

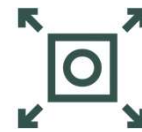
Establish a channel program that will allow Evolv to reach its business scaling goals along with industry leading customer experience.



**Align
Partners**



**Increase
Awareness**









**Increase
Scale**



**Leverage
Lessons Learned**

The Structure of Our Channel Partner Program

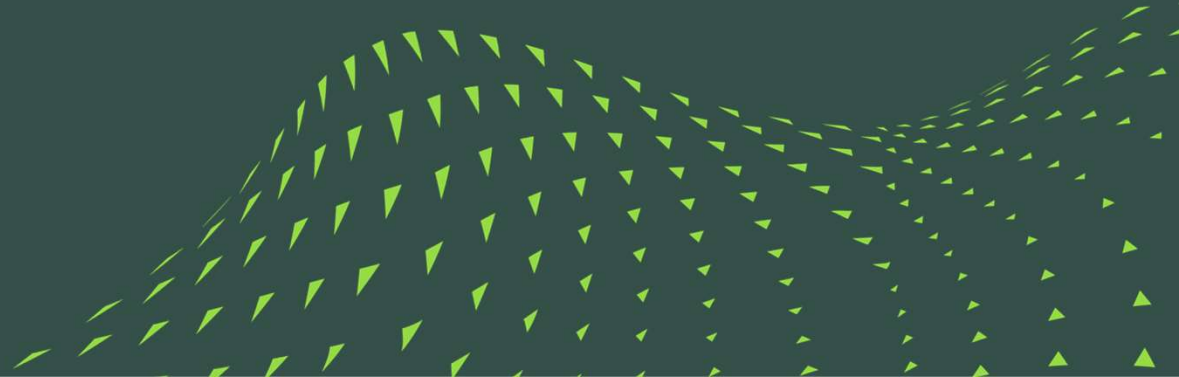
Type of Partner	Description	Examples
OEM	Evolv Manufactures on Behalf of and Distributes through Partner Partner resells through their channel and distribution model (2 tier).	
Value Added Reseller (VARs)	Sells, Installs, and Level 1 & 2 Service Evolv provides Level 3 Service through VAR to end customer.	  
Reseller	Sells Evolv Products Only Partner sources and papers the deal. Evolv installs and provides all service to end customer. Add-on orders flow through reseller.	 



Commitment to Customer Success

Betsy Fallon

Vice President of Customer Experience



Betsy Fallon



Senior executive with 30 years of successful strategic leadership building and empowering exceptional teams to drive growth and maximize customer satisfaction.



Vice President
of Marketing



Director of
Customer
Development

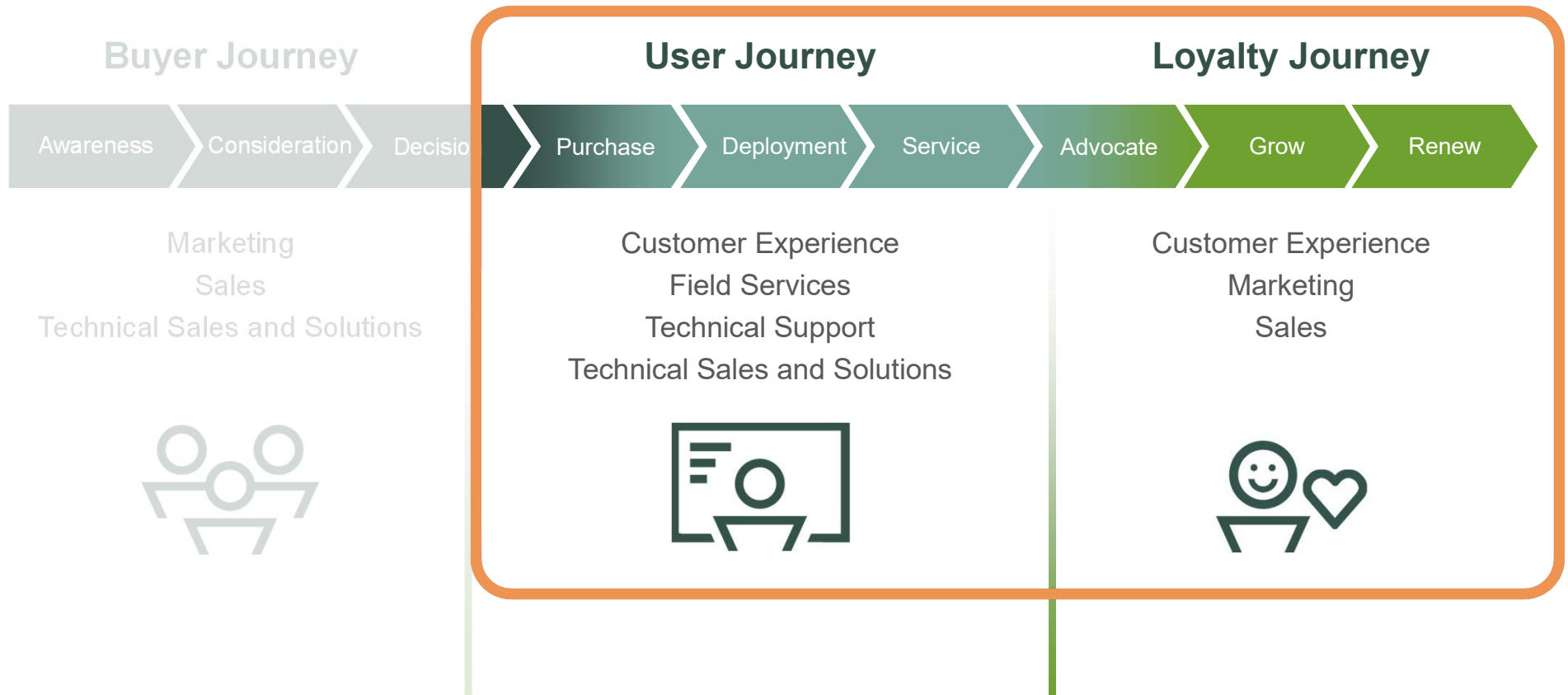


Executive
Vice President,
Global Client Services



Vice President of
Customer Experience

Customer Journey



Customer Experience Strategy

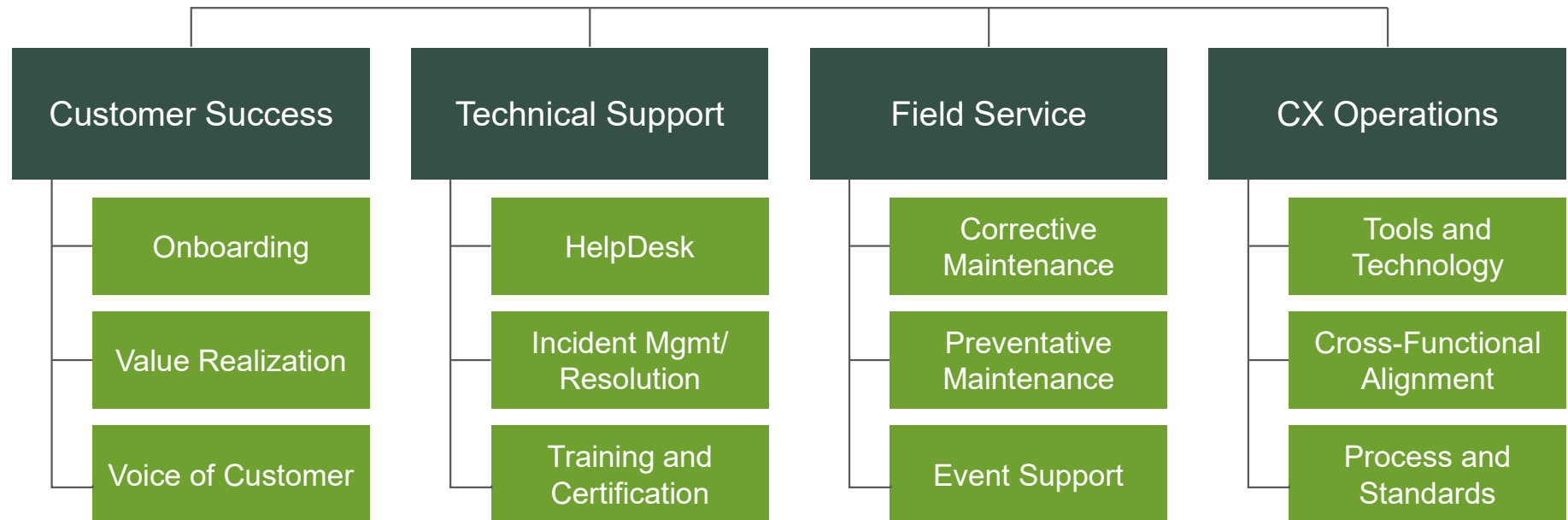


Organize for
Service Excellence
and Execution

Engage &
Enhance the
Customer
Experience

Scale
& Expand
the Value
Proposition

Customer Experience



Customer Success Management Motion



RICOH
imagine. change.

RICOH Service Advantage

You innovate. We execute.



Global Leader With Deep Roots

FINANCIAL STRENGTH

\$14.6 billion

Worldwide Revenue

\$3.3 billion

Americas Revenue

HISTORY OF INNOVATION

40,450+

Patents Worldwide

5.3%

of Consolidated Sales
in R&D per Year

DEDICATED TEAMS

80,000+

Global Employees

2,100+

Field Technicians

15,000+

North America
Employees

5,400+

Managed Services

BROAD REACH

1.4 million

Services Customers
Worldwide

86%

of U.S. Fortune 500
are Clients

500+

Global Contracts

4,000+

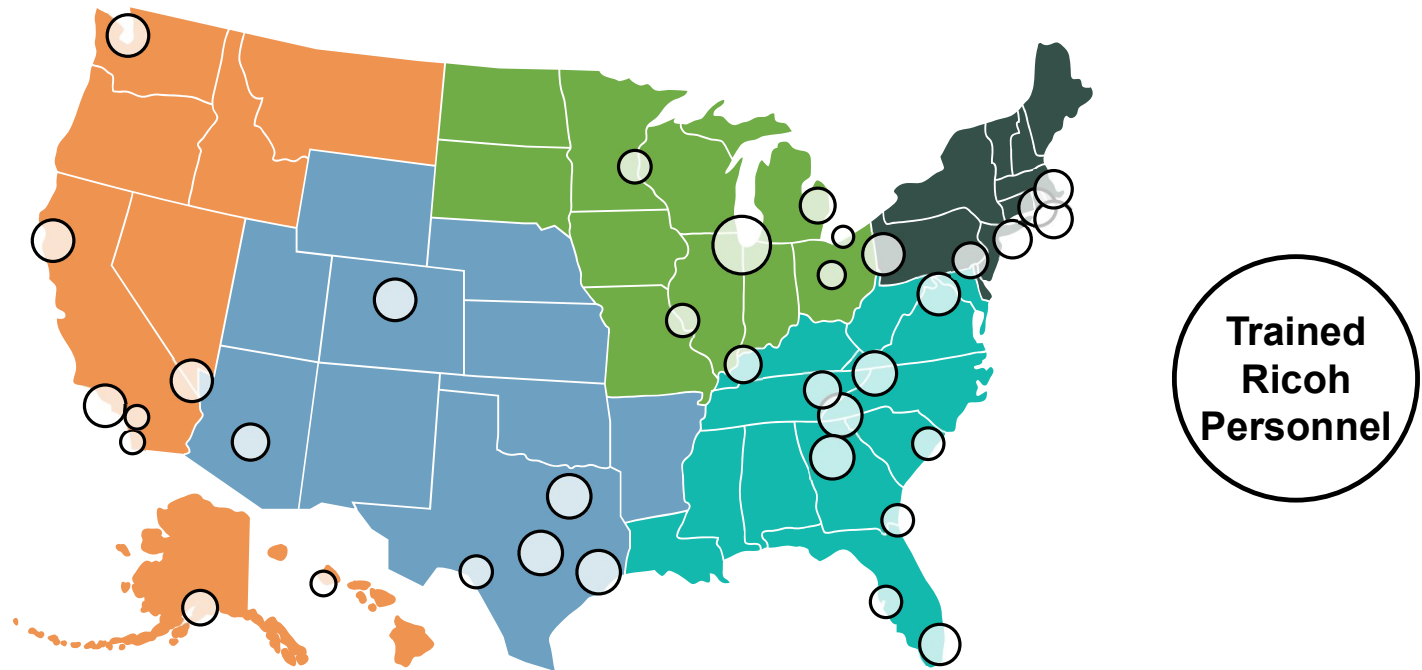
Managed Document
Engagement Services

1 million

Ricoh Devices Under
Service Contract in
the U.S.

Organized to Support Our Growing Customer Base

Direct Customer Success Managers combined with Ricoh partnership positions us well to scale with our rapidly growing customer base



Safety of **detecting** weapons as well as **detering** people from bringing in weapons.

- Security Manager, Theme Park, NJ

We're actually increasing our security stance while improving **guest experience**.

- Patron Services Manager, Performing Arts Complex, CO

We have these systems running 24/7 so the **reliability** of these systems has been great!

- Director of Security, Healthcare System, GA

It doesn't take a rocket scientist to run the **technology**.

- VP Security & Crisis Mgmt, Casino, NV

The **people**.

- Director of Safety & Security, Museum, CA

Evolv Voice of Customer

*Would you recommend
Evolv Technology to a
friend or colleague?*

The level of commitment to keep weapons out of school buildings is what gives me **peace of mind**.

- Director of Technology, School District, SC

Your end-user **technical support** is exceptional.

- Director of Security, Place of Worship, NY

Flexibility and openness with regards to **listening** to us for anything we need, want changed.

- Chief Information Officer, City Government, MI

Getting people **screened quickly**.

- President & CEO, Fairgrounds, FL

It's **less invasive** (vs. a magnetometer).

- Director of Safety & Security, Museum, CA

Your **product** does what you say it does.

- Director, Strategy & Analytics, Pro Sports Stadium, IL

Our patrons are **safe** when they're sitting in our venue.

- VP/CSO, Performing Arts Complex, NY



Thank You

evolvtechnology.com

