



# VERTICAL DATA

THE FULL STACK AI COMPANY

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## Company Overview

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# INVESTMENT HIGHLIGHTS



## Massive Market Opportunity

\$200B+ AI hardware market growing to \$800B+ by 2030. Approaching the size of the US consumer auto market



## Full-Stack Value Proposition

Integrated offering: hardware procurement, GPU financing, managed services, and data center ownership offers a compelling value proposition to the most sophisticated buyers in the market



## Financing-Led Business Model

Building the "GE Capital of AI" — leveraging AI hardware financing to capture hardware, service, and data center revenue



## Vertical Edge Data Center Platform

Building data center platform focused on inference in population centers (where the majority AI will reside). 20MW site in downtown Chicago under development. 3+ additional sites in pre-development



## Experienced Global Leadership Team

Deep team in 4 continents and 6 countries with deep expertise across AI hardware, data centers, finance, and enterprise sales

# THE MARKET OPPORTUNITY FOR AI COMPUTE

AI infrastructure spending is experiencing unprecedented growth – driven by real customer demand

**\$204B**

Data Center Server  
Market (2024)

**\$987B**

Projected Market  
by 2030

**~5x**

Growth in 6 Years

## Key Market Drivers

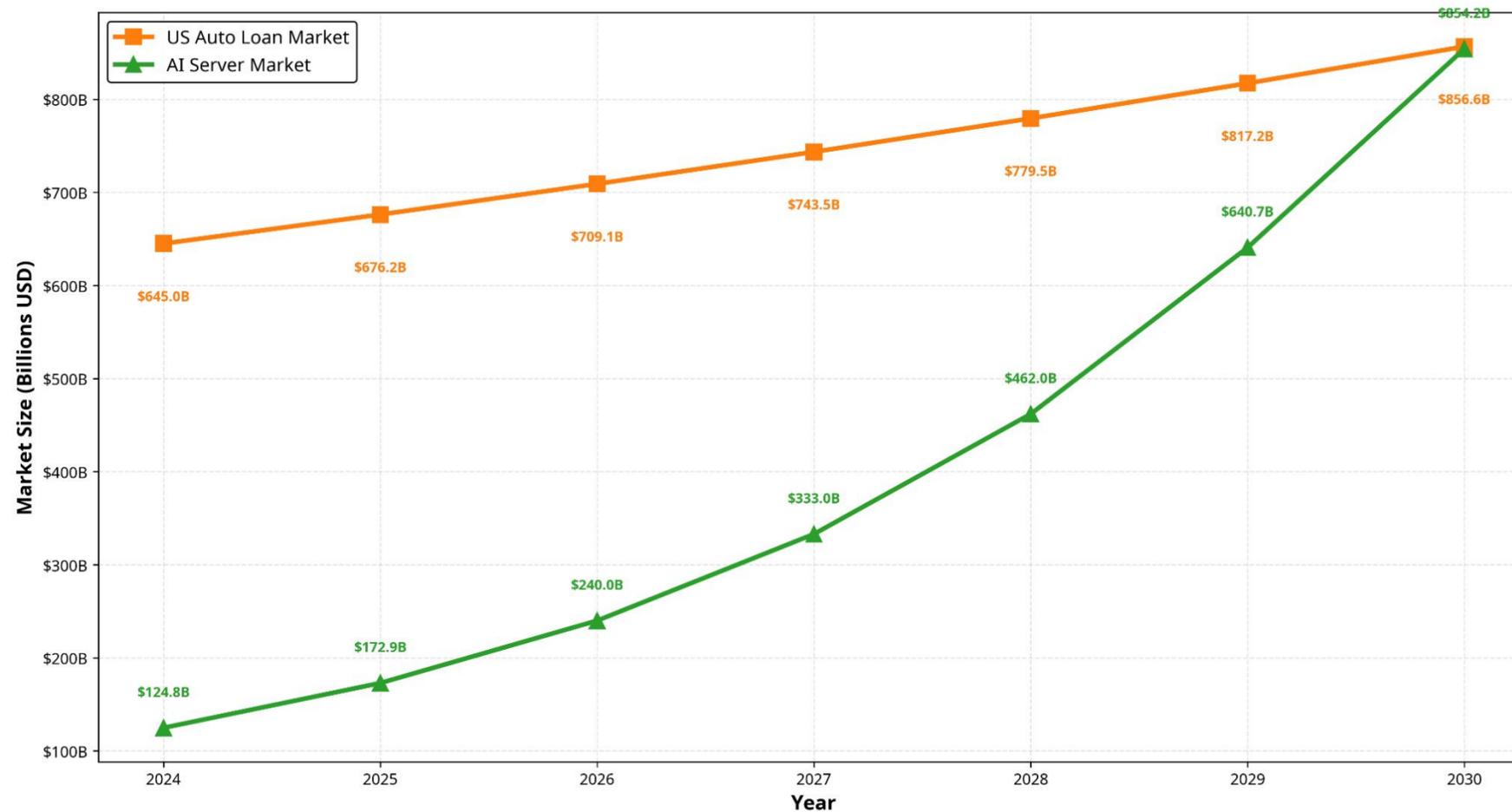
- Explosive growth in generative AI and large language models requiring massive investments in power and compute
- The cost of AI GPU Hardware is the single largest expense of the AI boom (at nearly \$25M of expense per megawatt - exceeding data center development costs by 3x)
- Enterprise AI adoption accelerating across healthcare, finance, manufacturing, and beyond [Utilization growing from x to y]
- Enterprise workloads (and future demand) moving towards inference deployments near population centers

Source: IoT Analytics Data Center Equipment & Infrastructure Market Report 2025-2030

# THE MARKET OPPORTUNITY FOR AI FINANCING

A massive financing gap in a rapidly growing market

Market Size Convergence: AI Hardware vs Auto Finance (2024-2030)



## The Opportunity

- ▶ AI hardware market is approaching the scale of US auto financing — yet has no established financing leader
- ▶ Auto finance industry supports multiple billion-dollar companies (Ally, Capital One Auto, etc.)
- ▶ No market leader exists for AI infrastructure financing today
- ▶ First-mover advantage for a company that build an AI financing platform

Sources: MarketsandMarkets GPU Server Market Report; Mordor Intelligence US Auto Loan Market

# VISION - THE GE CAPITAL OF AI

Leveraging financing to own the full AI infrastructure stack

## The GE Capital Model

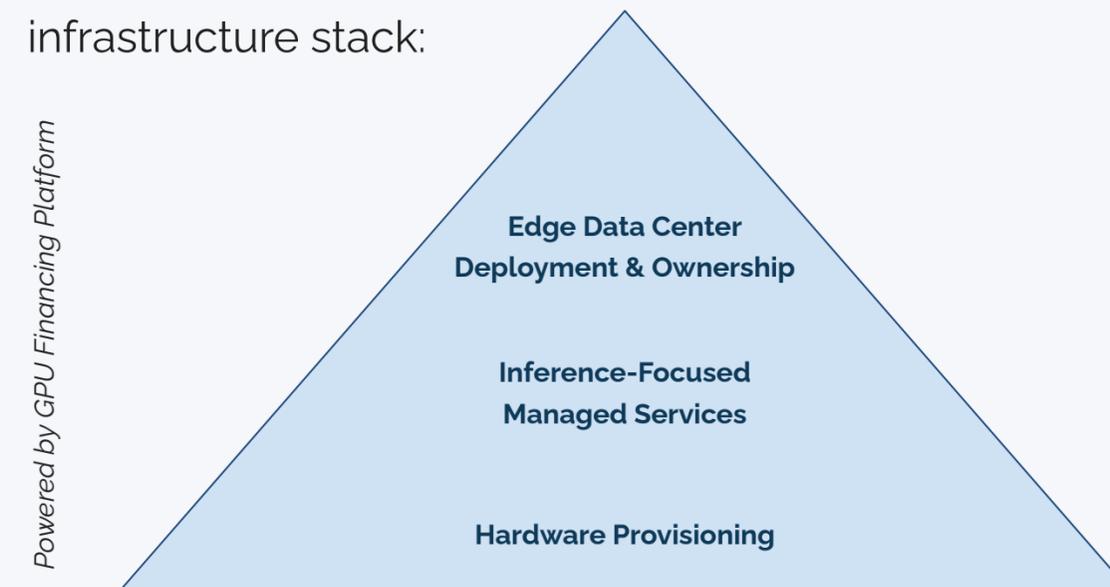
GE Capital financed large infrastructure projects and used its position to sell high-value services like maintenance contracts

### At its peak:

- ▶ GE Capital generated \$180 billion of annual revenue and drove 60% of GE's total profits.
- ▶ It created a strong competitive barrier and enabled GE to become #1 or #2 in a large variety of asset-driven markets.
- ▶ It also enabled GE to make strategic acquisitions and position those acquisitions for long-term growth.

## The Vertical Data Approach

We leverage our financing capabilities to ensure Vertical Data captures value across the entire AI infrastructure stack:

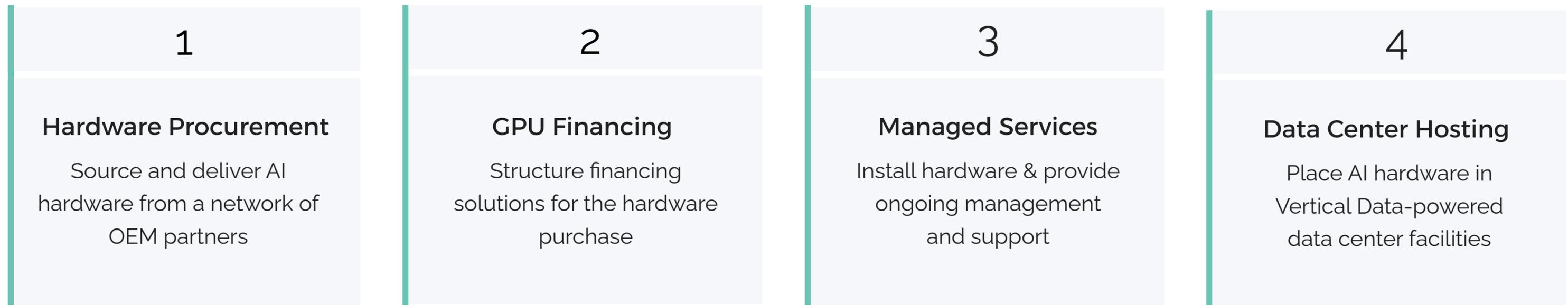


## END GOAL: Large-Scale Data Center Ownership

Data centers trade at 15-18x income multiples — creating significant long-term equity value when financed deals are placed in Vertical Data-owned facilities

# ANATOMY OF AN AI DEPLOYMENT

Providing value across every component of an AI deployment



**Vertical Data's integrated model allows us to participate in each stage of an AI deployment, creating multiple revenue streams from a single customer relationship while building long-term asset value through data center ownership**

# HARDWARE PROCUREMENT

Sourcing AI infrastructure for enterprise deployments

## Our Hardware Business

Vertical Data sources and delivers AI hardware for enterprise clients, working with leading OEMs to provide turnkey infrastructure solutions.

### Target Customer Profile:

- ▶ European deployments with top-tier end customers
- ▶ Global neo-cloud and managed service providers
- ▶ Sovereign clouds and sovereign-backed off takers
- ▶ Experienced operators monetizing hardware via on-demand marketplaces
- ▶ Global Web3 companies

## Key Differentiators

### Financing-Led

Hardware sales driven by our financing platform to provide low-capex solutions for our customers

### OEM Partnerships

Direct relationships with Dell, Supermicro and others enable us to optimize for pricing, lead time, and terms

### Global Reach

Team and partnerships spanning US, Canada, Europe, and beyond

### Solutions Oriented

Go-to partner for complex deployments (tax, shipping, short-lead times)

# GPU FINANCING

Full-stack financing solutions for AI-first companies

GPUFinancing.com (powered by Vertical Data) provides comprehensive financing solutions:

## Leases

- ▶ Operating leases
- ▶ Capital leases
- ▶ Sale-leaseback

## Term Financing

- ▶ Equipment loans
- ▶ Working capital
- ▶ Bridge financing

## Asset-Backed Lending

- ▶ Hardware as collateral
- ▶ Revenue-based
- ▶ Flexible structures

## Why Customers Choose Us

### FINANCIAL FLEXIBILITY

Non-dilutive financing  
On or off balance sheet capital  
Non-recourse financing options

### INDUSTRY EXPERTISE

Customized financing solutions  
Blend of tech & finance expertise  
Global reach and experience

### EASE OF DEPLOYMENT

Network of 12+ financing partners  
Single point of contact for hardware  
+ financing + data center

# MANAGED SERVICES

End-to-end management of AI infrastructure deployments

Vertical Data provides comprehensive managed services for enterprise AI deployments, handling the complexity so customers can focus on their AI applications.



## Deployment & Installation

Full hardware installation, configuration, and testing to ensure systems are production-ready



## Monitoring & Support

24/7 monitoring, proactive maintenance, and rapid response to issues to meet customer/partner SLAs



## Optimization for Inference Workloads

Performance tuning, capacity planning, and infrastructure optimization to maximize hardware/model performance



## Lifecycle Management

Hardware upgrades, refresh cycles, and end-of-life disposition

# VERTICAL EDGE DATA CENTER PLATFORM

Developing a network of edge data centers across North America

Vertical Edge is developing a platform to retrofit, build, and acquire a network of edge data centers. Our focus is on sites near major metropolitan areas with pre-existing power agreements and a path to revenue within 12-24 months.

## Site Selection Criteria

- ▶ Near major population centers ("NFL cities")
- ▶ Pre-existing power agreements (15-30 MW)
- ▶ Path to revenue in 12-24 months
- ▶ Retrofit opportunities (lower cost vs greenfield)
- ▶ Target all-in cost below \$12M/MW

## Value Creation Strategy

- ▶ Guide financed hardware into VD-owned facilities
- ▶ Data centers gain significant value when leased
- ▶ Attractive exit multiples (15-18x NOI)
- ▶ Build platform for long-term aggregation
- ▶ Synergy with hardware and financing business

# EDGE DATA CENTER MARKET OPPORTUNITY

A rapidly growing segment driven by AI inference and low-latency applications

**\$51B**

Edge DC Market  
2025

**\$109B**

Projected  
2030

**16.5%**

CAGR  
2025-2030

## Why Edge Data Centers?



### AI Inference Demand:

Real-time AI applications require low-latency processing close to end users



### Capacity Shortages:

Significant shortages of high-density colocation in major metro areas



### 5G & IoT Growth:

Proliferation of connected devices creates massive local data processing needs



### Enterprise Migration:

Companies moving from hyperscalers to specialized neo-cloud providers

Source: MarketsandMarkets Edge Data Center Market Report 2025

# DATA CENTER SITES & PIPELINE

Active projects under development

## CHICAGO, IL

### 20 MW

Critical Power Capacity

- Downtown location near Willis Tower
- Retrofit data center opportunity
- Connected to urban chilled water loop
- Strong fiber connectivity
- Target: Revenue Q2 2027

## MICHIGAN

### 30 MW

Critical Power Capacity

- Retrofit data center opportunity
- Favorable power costs
- Strategic midwest location
- Path to expansion
- Target: Revenue Q3 2027



Additional pipeline opportunities under evaluation across North America and Europe

# STRATEGIC PARTNERSHIPS

Relationships across the AI infrastructure ecosystem

## Hardware OEM Partners



## Data Center Partners



EDGEMODE

## Software Partners



## Legal/ Logistics



Our partnerships enable us to serve as the go-to problem solver in AI infrastructure. We source hardware, capacity, logistics, and technology from a broad network of trusted partners to meet any customer need.

# TEAM & LEADERSHIP

Experienced professionals across AI, infrastructure, and finance

## Deven Soni

### CEO & Chairman

Former M&A banker and PE executive at Goldman Sachs. Co-founder of multiple tech companies.

## Jesse Nickel

### Head of Business Development

Leadership roles at Hut8, and Console Inc. Deep data center experience.

## Chris Creatura

### CFO

Treasury & capital markets expert. Investment banking at BofA Merrill Lynch, M&A at Deloitte.

## Hamid Djam

### CTO

20+ years in Big Data, AI, and Analytics across utilities, oil & gas, life sciences.

## Garrett Kosowan

### Business Development

Enterprise sales and partnership development for AI infrastructure solutions.

## Nazia Chaity

### Business Development

Data center sales experience at Cogent. Focus on colocation and enterprise clients.

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# APPENDIX

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# BOARD MEMBERS & ADVISORS

## Board of Directors

### **Jaime Leverton**

#### **Director**

Former CEO of Hut8 and CCO of eStruxture  
(Canada's largest data center colo group)

### **David Hackett**

#### **Director**

Technology industry executive  
and board member

## Advisors

### **Mike Ryder**

Edge data center development & operations  
at Onprem DC

### **Marty Cicco**

Real estate capital markets at  
Evercore and Merrill Lynch

# Contact Information

Global by design



## Office Locations

### Corporate HQ

- 1980 Festival Plaza Drive
- Suite 300
- Las Vegas, NV 89135 USA

### Satellite Offices

- Toronto, Ontario
- Stockholm, Sweden
- Delhi, India
- Managua, Nicaragua
- Buenos Aires, Argentina



## Contact Information

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