

BleedIO Tech — Customer & Pipeline Status Matrix

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As of: March 2026

This matrix provides a single view of every customer, pilot, partner, and pipeline account. Status labels, payment status, and evidence references are included to support diligence.

Active Customers & Pilots

Account	Vertical	Status	Paid	Est. ACV	Next Milestone	Probability	Supporting Evidence
Chevron	Oil & Gas	Signed, Live	Yes (paid pilot)	\$150K–\$250K	Expand to additional refinery sites; renew contract	90%	Live 3+ months, zero failures. Replaced LoRaWAN. Demonstrated Summer 2025, installed Nov 2025.
Snap-on	Industrial	Paid Pilot	Yes (paid pilot)	\$300K–\$500K	Finalize contract; convert to OEM agreement	70%	Exploring embedded OEM mesh in Snap-on product line. Paid pilot active, contract in progress.
Lufthansa Industry Solutions	Maritime	Partner — In Progress	—	\$200K–\$400K	Finalize reseller agreement; first cruise line deployment	55%	Maritime Solutions division. Partner agreement to sell to cruise lines, in negotiation.
Oracle Red Bull Racing	Motorsport	Paid Events	Yes (paid events)	\$50K–\$100K	Convert event engagements to ongoing contract	45%	Paid events completed. Ongoing engagement in progress.

Account	Vertical	Status	Paid	Est. ACV	Next Milestone	Probability	Supporting Evidence
Fire Departments (2)	Public Safety	Signed, Live	Yes	\$10K–\$20K	Deploy and collect reference data; scale pipeline	95%	2 departments signed and live. IAFF-endorsed use case.
Carbon Reform	Climate Tech	Signed, HW Dev	Yes	\$15K–\$30K	Complete hardware development; deploy sensor network	75%	Signed agreement. Currently in hardware development stage.
Villanova University	Education / R&D	Agreement Signed	—	R&D value	Math model delivery; publish results	80%	Agreement for mesh positioning math model improvement. Strengthens IP and academic validation.
Texas A&M University	Education	Pilot — Paused	—	\$25K–\$50K	Resume when university funding available	30%	Smart campus pilot. On hold pending university budget cycle.

Pipeline (Not Yet Signed)

Account	Vertical	Status	Est. ACV	Next Milestone	Probability	Notes
48 Fire Departments	Public Safety	Pipeline	\$240K–\$480K	Ignite Conference (Apr 2026); demo + sign	30%	Targeted via IAFF relationship. \$5–\$10K ACV per department.
2nd Oil & Gas Major	Oil & Gas	Target	\$100K–\$200K	Chevron reference; intro via industry contacts	20%	Leverage Chevron proof point. Target: signed pilot by Q4 2026.
Integrator Network	Multi-vertical	Wait list	TBD	Partner program launch (H2 2026)	—	100+ system integrators on wait list. Each serves 10–50+ enterprise clients.

Status Definitions

Status	Meaning
Signed, Live	Contract executed and deployment active in production
Signed, HW Dev	Contract executed; hardware development in progress before deployment
Paid Pilot	Paid engagement to validate product fit; contract signing in progress
Paid Events	Paid for specific events/engagements; ongoing relationship in progress
Partner — In Progress Agreement Signed	Partner/reseller agreement in active negotiation Formal agreement executed (may be R&D, not revenue-generating)
Pilot — Paused	Pilot initiated but on hold (typically waiting for customer funding/budget)
Pipeline	Identified target accounts with active outreach; no signed agreement
Target	Named account with strategic interest; early-stage conversation
Wait list	Expressed interest; waiting for partner program or capacity

Weighted Pipeline Calculation

Account	Est. ACV (midpoint)	Probability	Weighted ACV
Chevron	\$200K	90%	\$180K
Snap-on	\$400K	70%	\$280K
Lufthansa IS	\$300K	55%	\$165K
Oracle Red Bull Racing	\$75K	45%	\$34K
Fire Departments (2 signed)	\$15K	95%	\$14K
Carbon Reform	\$23K	75%	\$17K
48 Fire Departments (pipeline)	\$360K	30%	\$108K
2nd Oil & Gas Major	\$150K	20%	\$30K
Texas A&M	\$38K	30%	\$11K
Villanova	R&D	80%	—
Total unweighted ACV	\$1,561K		
Total weighted ACV			\$839K

Revenue Summary

Metric	Value	As Of
Current MRR	\$3,000–\$4,000	March 2026
Weighted pipeline ACV (12-month forward)	\$839K	Probability-adjusted from table above
Total unweighted pipeline ACV	\$1.56M	All accounts at midpoint estimates
Target MRR (end of 2026)	\$25,000+	Per sales forecast
Target ARR (Series A)	\$1.0M–\$2.0M	Q2–Q4 2027

Validated Market Verticals

Vertical	Anchor Account	Evidence Level	TAM Relevance
Oil & Gas	Chevron	Production deployment	\$84M/yr downtime cost per facility
Industrial	Snap-on	Paid pilot / OEM path	Fortune 500 embedded distribution
Maritime Public Safety	Lufthansa IS 2 Fire Departments	Channel agreement Signed contracts	Cruise line digital services 27,000+ US fire departments
Motorsport	Oracle Red Bull Racing	Active engagement	Brand validation + real-time ops
Education / R&D	Texas A&M, Villanova	Pilot + Agreement	Smart campus + math model research
Climate Tech	Carbon Reform	Pilot	Environmental IoT monitoring
Defense	—	Emerging (pre-pipeline)	\$15.8B military drone market

All ACV estimates are management projections based on current pricing (\$3–\$5/device/month, \$25K–\$60K per network install). Probability assessments are subjective. This matrix should be updated monthly.