SESSIONE PITCH 1

Internet of Things
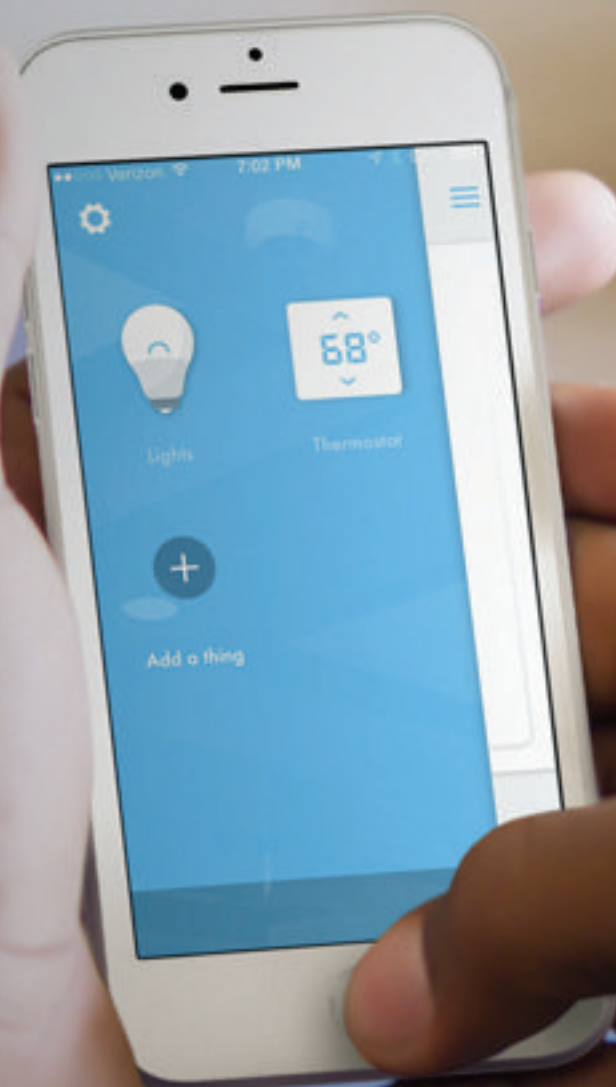
Iooota – Jarvis – Una PaaS in ambito IoT per conoscere meglio i propri clienti

Luca Degli Esposti, *Founder,* Iooota

IOOOTA S.r.l.

Let your things speak
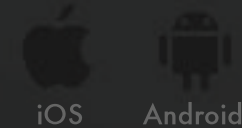
iooota.com

Hi, I'm Jarvis

10:35

Jarvis

Base for EMEA
- Wi-Fi [802.11g]
- BLE 4.0

Compatible with

iOS   Android

Addons
- ZigBee
- enOcean
- Z-Wave
- NFC
- UMTS
- KNX
- 6loWPAN
- Backup Battery

WiFi ALLIANCE   Bluetooth   ZigBee Control your world   enocean alliance   Z-WAVE

IOT ASSOCIATIONS

ALLSEEN ALLIANCE   Energy@home

IOVOTA s.r.l.

What can I do

What can I do

Products

Smart ready

- Security
- Safety
- Lighting
- Energy

What can I do

Products

Smart ready

Yours (not Smart)

- Security
- Lighting
- Safety
- Energy

- Traditional products / objects
- Industrial machinery

What can I do

Internet

Interfaces

10:35

Products

Smart ready

- Security
- Safety
- Lighting
- Energy

Yours (not Smart)

- Traditional products / objects
- Industrial machinery

What can I do

Internet

10:35

Interfaces

Lan

Products

Smart ready

Yours (not Smart)

- Security   • Lighting
- Safety   • Energy

- Traditional products / objects
  - Industrial machinery

What can I do

Internet

Services

- **Integration**
  third party services
  (ex: API, CRM..)

- **Inside Store**
  Downloads of extra services
  (ex: remote maintenance, cleaning,
  energy monitoring, babysitting,
  network of professionals,
  delivery, surveillance, yours, ...)

10:35

Interfaces

Lan

Products

Smart ready

- Security
- Safety
- Lighting
- Energy

Yours (not Smart)

- Traditional products / objects
  - Industrial machinery

IOOOTA s.r.l

What can I do

Internet

Interfaces

Services

- **Integration**
  third party services
  (ex: API, CRM..)

- **Inside Store**
  Downloads of extra services
  (ex: remote maintenance, cleaning,
  energy monitoring, babysitting,
  network of professionals,
  delivery, surveillance, yours, ...)

`10:35`

Lan

Meters

Products   2017

Smart ready

- Security
- Safety
- Lighting
- Energy

Yours (not Smart)

- Traditional products / objects
- Industrial machinery

Appliances

Energy@home   ALLSEEN ALLIANCE

IOOOTA s.r.l.

I'm unique

Customization

I'm white-label, so in addition to the design of case and packaging, you can choose protocols, products, services with whom I can "speak" and integrate only the addons that you need to use.

So, you can save money from now.

**$$**$$$$$

(ex. 4 products)

I'm unique

Customization

I'm white-label, so in addition to the design of case and packaging, you can choose protocols, products, services with whom I can "speak" and integrate only the addons that you need to use.

So, you can save money from now.

$$$$$$$

(ex. 4 products)

Modularity

You are free to extend the solution in a way that allows it to "speak" to new protocols, products, services, without changing all Jarvis but only distributing a new addon to add to existing ones.

So, you can save money also tomorrow.

$$$$$$$

(ex. 7 products)

Diego! Sai che puoi controllare **tutti gli oggetti** dell'HUB Bologna ovunque tu **sia**? Per farlo devi registrarti!

REGISTRATI!

Jarvis diventerà il tuo maggiordomo!

Oggi

Ho rilevato fumo in camera da letto e una temperatura oltre i 30°

Adesso

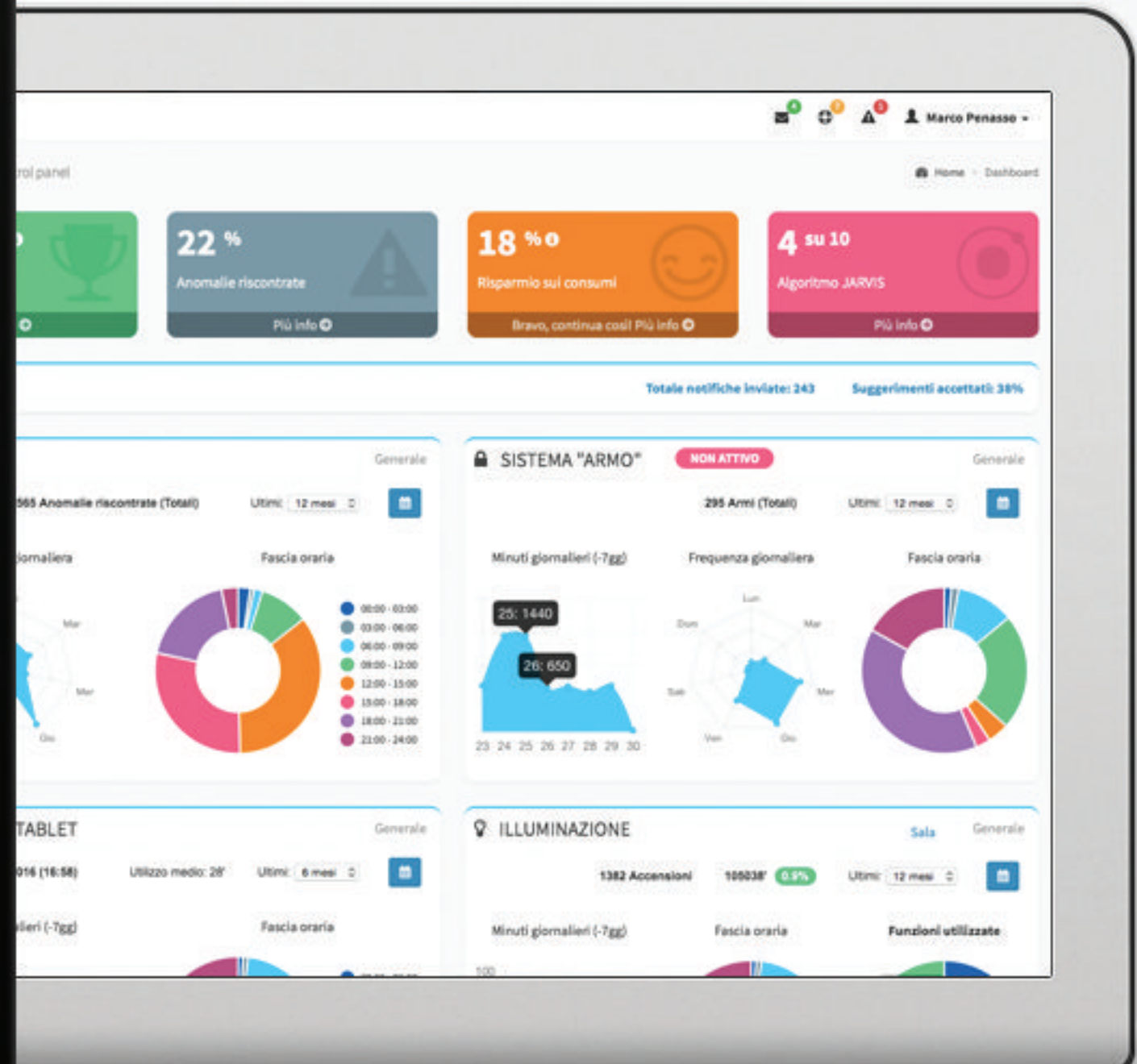Attiva lavatrice del bagno dell'**hub Bologna** tutte le sere alle ore **20:00**

Fai una richiesta a Jarvis...

New interaction

I'm unique

Marco Penasso

22 % Anomalie riscontrate — Più info

18 % Risparmio sui consumi — Bravo, continua così Più info

4 su 10 Algoritmo JARVIS — Più info

Totale notifiche inviate: 243   Suggerimenti accettati: 38%

565 Anomalie riscontrate (Totali)   Ultimi: 12 mesi   Generale

SISTEMA "ARMO"   NON ATTIVO   Generale
295 Armi (Totali)   Ultimi: 12 mesi

Minuti giornalieri (-7gg)   Frequenza giornaliera   Fascia oraria

25: 1440
26: 650

00:00 - 03:00
03:00 - 06:00
06:00 - 09:00
09:00 - 12:00
12:00 - 15:00
15:00 - 18:00
18:00 - 21:00
21:00 - 24:00

TABLET   Generale
2016 (16:58)   Utilizzo medio: 28'   Ultimi: 6 mesi

ILLUMINAZIONE   Sala   Generale
1382 Accensioni   105038'   0.9%   Ultimi: 12 mesi

Minuti giornalieri (-7gg)   Fascia oraria   Funzioni utilizzate

Analytics & BI

IOTA

What I offer to your company.

Analytics

Platform to collect aggregate data, customers profiling, monitoring functions, parameters, services, etc.

What I offer to your company.

Analytics

Platform to collect aggregate data, customers profiling, monitoring functions, parameters, services, etc.

Smartness

Prescriptive and predictive assistance for your smart ready products/machinery, or integration to make smart your traditional products.

What I offer to your company.

Analytics

Platform to collect aggregate data, customers profiling, monitoring functions, parameters, services, etc.

Smartness

Prescriptive and predictive assistance for your smart ready products/machinery, or integration to make smart your traditional products.

Services

New business models

Possibility to distribute value-added services [through internal Store] towards your customers.

What I offer to your company.

Analytics

Platform to collect aggregate data, customers profiling, monitoring functions, parameters, services, etc.

Smartness

Prescriptive and predictive assistance for your smart ready products/machinery, or integration to make smart your traditional products.

New business models

Possibility to distribute value-added services [through internal Store] towards your customers.

Modularity

Possibility to extend the solution, in future, with new protocols, products and services.

What I offer to your company.

Analytics

Platform to collect aggregate data, customers profiling, monitoring functions, parameters, services, etc.

Smartness

Prescriptive and predictive assistance for your smart ready products/machinery, or integration to make smart your traditional products.
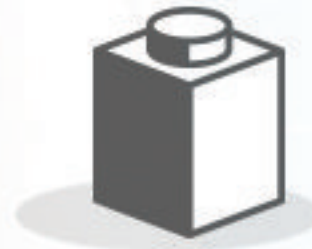
New business models

Possibility to distribute value-added services [through internal Store] towards your customers.

Modularity

Possibility to extend the solution, in future, with new protocols, products and services.

Backward compatibility

If one of your customer has already Jarvis, to connect your new smart objects/services, he needs only your extra addon.

What I offer to your company.

Analytics

Platform to collect aggregate data, customers profiling, monitoring functions, parameters, services, etc.

Smartness

Prescriptive and predictive assistance for your smart ready products/machinery, or integration to make smart your traditional products.

New business models

Possibility to distribute value-added services [through internal Store] towards your customers.

Modularity

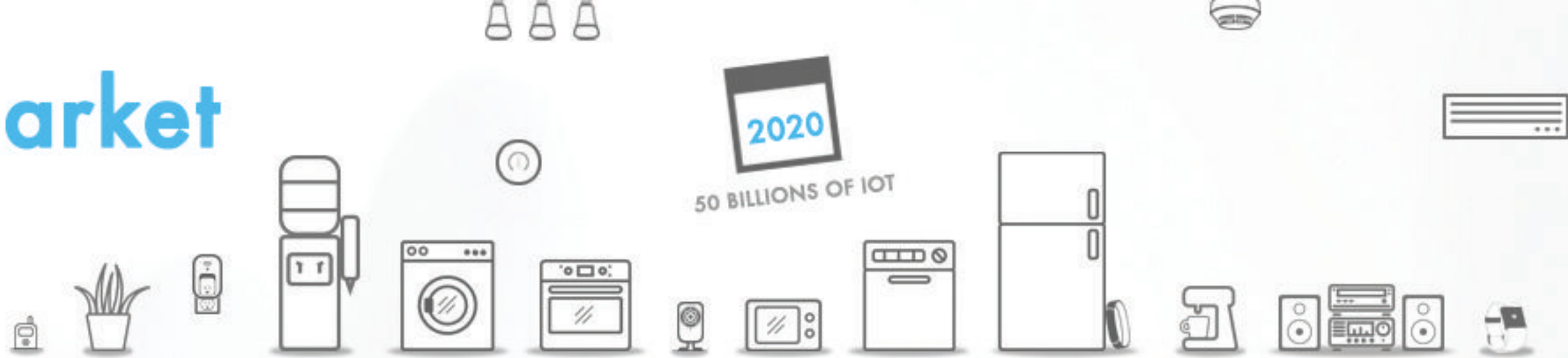Possibility to extend the solution, in future, with new protocols, products and services.

Backward compatibility

If one of your customer has already Jarvis, to connect your new smart objects/services, he needs only your extra addon.

Let's talk.

What else?

10⦾⦾TA s.r.l.

Market

2020
50 BILLIONS OF IOT

TAM   CISCO   38% HOME   **114MLD $**
38% Gartner

SAM   Statista.com   IT   **476M $**
0.42% CISCO

SOM   **38M $**
8% of market *
* filtered on our current staff and competitors

Our channels

MULTI-UTILITY   INSURANCE   APPLIANCE MANUFACTURERS   TELCOS   TRADITIONAL HOME-AUTOMATION   ACCOMMODATION FACILITIES   BANKS

IOVOTA s.r.l

Our Business Model

B2B2C

white-label

Jarvis
Base

< € 99

Freemium subscription
and Kits of products

Store

%

On in-app selling of
extra services

(remote maintenance / interfaces / trigger..)

Analytics

events

Data monitoring
with scalable montly cost&plans

Premium

custom

Dashboard & SW Functions

"We are making agreements with companies providing products and services
to propose Jarvis as an option in a bundle of services, offering benefits to customer
who joins *advanced integrated customer care plans.*"

IOOOTA s.r.l

IOMOTA S.r.l.

IoT System Integrator [from 2015, @ Bologna]. The first product is a PaaS [Platform as a Service] for the smarthome, office and industry.

Software Development & Mobile Apps

Luke   Robi   Riki   Prev   Mauri   Al@n   Fala

Hardware / Firmware

MAS ELETTRONICA

+8 years of experience
in design and production
of embedded solutions

Analytics / BI / BigData

Horsa
We think. machines do.

+1500 B2B customers

UX / UI

GNV&PARTNERS
DESIGN + FRONTEND

+12 years of experience
+200 projects
+10 startups

Security

SecurityBrokers
GLOBAL CYBER DEFENSE & SECURITY SERVICES

Privacy

ALMA MATER STUDIORUM
A.D. 1088
CIRSFID

Hub Designer

mauriziofiori
ISIA

IOMOTA S.r.l.

Luca Degli Esposti

luca@iooota.com

Let your things speak