



## MEERSENS

### One line pitch:

Meersens is a unique solution (IoT + Apps) for consumers that test your immediate environment that may impact your health: Pesticides, water, wave...

### Market Analysis:

As per the WHO, 12.6 million deaths a year due to the environment: Air/water quality, pesticides, waves, allergies, climate changes... Today, more and more people are concerned about their immediate environment and do not fully trust it. In most mature countries, around 12% of the population is hypochondriac and if we add people who want to check allergens such as gluten and those who want to insure we are in healthy environment: we are close to a conservative 20% of developed countries' population. This represent around 300 million people as a potential market for Meersens' solution. 5% of real accessible market will represent 15 million people and a potential turnover of 3 billion Euros.

### Value proposition:

Meersens is a set of SensCaps (Like Nespresso, unique or multiple usage) allowing you to test any types of concerns you may have about your immediate environment such as pesticides, gluten, air, water, waves, UVs. Then you plug it in to our MBox that will process through your smartphone and Meersens' MCheck Apps the risk associated. This modular and unique approach is the ultimate solution for people that wish to test their immediate environment. The MCheck Apps through a 1.99€ monthly fees (Freemium) give you additional benefits such as: Community results, simplified explanations around risk with videos from well-known Doctors/Scientifics and potential/benchmarked solutions.

### Business Model:

1 - B2B2C, mostly push through e-commerce platform such as Meersens Store Online, Amazon, Fnac, Sunning, Taobao, JD... and strong pull at community level and around brand awareness. Sell MBox around 149€ (249€ retail price) + set of MCaps ranging from 1 to 30€ depending if it's unique or multiple usage. Then access further benefits for 1.99€/months. 2 - B2B for certification process and alerts for cities or organization interested by our data in macro level: WikiHealth and advertisement of solutions.

### IP and Regulatory situation:

- Meersens protected brand - Agreement/NDA with CEA Tech - Grenoble to work and initiate collaboration around sensors for mercury and pesticides. 1. Nitrates sensor (TRL 3-4) 2. Mercury sensor (TRL 2-3) 3. Chlorine sensor (TRL 2-3) 4. NEPHRON+ platform with 5 sensors: Na+, K+, Ca2+, pH, NH4+, 5. D-LIVER platform (miniaturized version) with 3 sensors K+, Ca2+, NH4+



### COMPANY PROFILE

- **Website:**  
www.meersens.com
- **Field:**
- **Contact:**  
REY-HUET Morane  
morane@meersens.com
- **Location:**  
8 Avenue Foch  
69006 Lyon  
France
- **Founded in:** //09/2017
- **Employees:** 1 personne (and 2 more in Jan 2018 + 1 intern EM Lyon)
- **Financial information (€):**
  - **Company stage:**  
Pilot Phase
  - **Capital raised to date:**  
220k + credit line + presales to be started
  - **Monthly burn rate:**  
40k€
  - **Capital seeking and date:**  
2M€ / Q3 2018
- **Investors:**  
Morane REY-HUET - 40k€,  
Hervé de MALLIARD - 40k€,  
Love Money Friends + Family - 140k€