



## WYRES

### One line pitch:

Innovative indoor geolocation for an IOT world

### Market Analysis:

With the development of IOT and batteries powered objects, the demand for indoor location is going to explode. Intelligent buildings with geolocation sensors, monitoring of equipment and goods, connected logistics, advanced workforce tracking: many industrial digitalization projects are emerging, driven by strategic needs for improved operational efficiency, workforce safety and value-added services. The RTLS (Real Time Location Systems) is quantified around 700 million\$ with a projected strong CAGR of 30% to reach 4 billion\$ by 2020.

### Value proposition:

WYRES target IT, R&D and engineering departments, integrators and software vendor who need to incorporate geolocation features in their deployment of innovative industrial and logistics processes, workforce security processes and / or their IOT infrastructure. WYRES has developed an innovative geo-location technology based on LoRa and aims at becoming the reference supplier for the deployment of large scale IOT projects that need advanced geo-location features :  
- World class expertise in geo-location technologies - Multi-methods location: LoRa, bluetooth, ultra-sonics to adapt to precision, cost, and industrial requirements - Cost effective, state of the art IOT infrastructure

### Business Model:

WYRES offering is based on a mix of services and products : - Engineering & Consulting Services : to help customers integrate and deploy geo-location technology into their IT and IOT infrastructure - Hardware : Tags (mobile objects, attached to people or equipments), Beacons (fixed beacons deployed on site to provide a location reference) - SaaS Subscriptions : A monthly subscription of around 1 €/ month x object to cover the provision of the cloud-based location service

### IP and Regulatory situation:

WYRES has a strategy of developing a strong IP via direct R&D investments, leveraging a funding and fiscal environment very favorable for R&D investments (JEI, CIR, BPI France). Needed juridic checks and provisions have been taken to make sure WYRES actually owns all the IP it has developed. A patent is pending that covers some of the key architectural concepts behind WYRES technology.



### COMPANY PROFILE

- **Website:**  
www.wyres.eu
- **Field:**
- **Contact:**  
ROSSET Jean-Michel  
jean-michel.rosset@wyres.fr
- **Location:**  
12 rue Ampère  
38000 Grenoble  
France
- **Founded in:** //03/2015
- **Employees:** 9
- **Financial information (€):**
  - **Company stage:**  
Pilot Phase
  - **Capital raised to date:**  
196 000 €
  - **Monthly burn rate:**  
25 000 €
  - **Capital seeking and date:**  
600 000 €/ end 2016
- **Investors:**  
Only founders up to date