



SMART & BLUE

Innovative Tech (Digital - IT - Robotics - IoT - Smart City)

One line pitch:

Smart & Blue company is developing connected solutions for smart management of water resources. Our first product is Hydrao the smart shower.

Market Analysis:

Today, 700 million of people in 43 countries are suffering from the lack of water. Most of the water is used at home to shower (40 %) using 80 liters on average but nobody knows ... In 2015, 5 billion devices will be connected and this market is the most growing market (26 billion in 2020). About showers, the total accessible market is 150 millions units. Our target is to "replace" 1 % of this regular market with our connected device. This is small compared to the total available market and very realistic given the traction and our first orders (market validated in France through more than already 1500 orders, many customers, a successful crowdfunding). We present a figure of 450K units sold in 5 years, starting next year at 25K.

Business Proposition:

We all know that it is much more efficient to reduce our ecological footprint by acting against pollution and waste through positive goals as a primary objective rather than constrain people to act against their will (or restrain their water consumption for example.). Our first product is a smart shower head which allows saving water and energy while having fun. You just need to replace your former shower head by Hydrao (Standard & Universal). Our plan is then to propose a whole platform (web, apps, data server, games ...) that will allow people to adopt our products and also to collect useful valuable data.

Competitive Advantage:

Our products will be based on patents and integration of a low power technology to bring new solutions in the water domain and its conservation. We also innovate about people behavior; we are working to develop an environment urging people to save water (web, software, social networks, and app). We are the only company proposing a customizable, autonomous, enjoyable product allowing water and heating savings. Through the development of its connected objects, Smart & Blue will be able to collect a lot of data and value the parallel exploitation of our products.

Investment Attractiveness:

Many results were achieved yet (prototypes, technology validation, market, etc.) and they led to the industrial production of the first 700 units! 3 versions of prototypes, full technical and production file (including a set of validated subcontractors) are now available. We have already a feedback of 100 users allowing improvement and better serving new customers. The brand Hydrao and its associated concept is now famous. The main french medias spoke about us: TF1 during 8 pm news, europe 1, RTL, Le monde ... Very big hotel company and social housing company committed is testing Hydrao. There are behind this presentation more than 2 years of work and a successful crowdfunding. Proof of concept and market in France is done. World market is huge!

IP Situation:

A patent filing strategy related to our future development is already built into our plan. For this purpose a patent (document available on request) was filed in early 2014, protecting Hydrao technology (water metering and management of hydroelectric power with warning according to specified ranges) possible counterfeiting . Protection type: European Patent EPO + PCT (worldwide extension) Filing date and references: March 31, 2014 (French Patent Application) March 27, 2015 (International Application) Proprietary Materials: principle and display levels of usage to indicate the number of liters used; implementation in an environment where energy is not present all the time (system management of energy scarcity, sleep system, intelligent metering system). Owner: Smart&Blue



COMPANY PROFILE

• Website:

www.hydrao.com

• Contact:

DELLA-MONICA Gabriel
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• Location:

196 route des vignes
38430 Moirans
France

• Founded in: 01/10/2015

• Employees: 2

• Management:

• Financial information (€):

- Company stage:

under fund raising

- Capital raised to date:

- Monthly burn rate:

50k€

- Capital seeking and date:

400k€ Q4-2015

• Investors:

• Referred by:

Gabriel Della-Monica