

Executive Summary

Considering that in recent years sensitivity towards safety in the workplace, wellbeing and Performances has grown exponentially among both big players and medium-sized companies, we believe that today the industrial market is booming.

The company's goal is to gain a strong positioning in the workplace safety and performances markets, developing a series of specific products based on new flexible technologies, highly scalable and economic, based on the innovative, powerful algorithms and Artificial Intelligence (AI) capable of fully satisfying the ever-growing market demand.

Scenario & Problem

According to recent estimates released by the International Labour Organization (ILO), each year 2.78 million workers die from occupational accidents and work-related diseases (of which 2.4 million are disease-related) and an additional 374 million workers suffer from non-fatal occupational accidents. It is estimated that lost work days globally represent almost 4 per cent of the world's GDP, and in some countries, this rises to 6 per cent or more. At the moment there are not solutions able to fully satisfy the requirements coming from the market.

Solution & Product

The product we are developing, named: Smart Badge, Smart Bracelet, Smart Helmet, represent the solution to the Problem because they provides an integrated system of information about the operators and people psychophysical state and environmental conditions able to increase the people safety and wellbeing.

Business Model

Following a market analysis and evaluations regarding the best strategy to adopt, to attack the maritime, engineering, construction & infrastructure, telecommunications, energy, utilities & resources, manufacturing, military markets, it has been concluded that an approach is preferable of providing services rather than products whereas to enter in the consumer market the product selling is the best solution. This service solution provides a number of advantages: **1)** Continuous cash flow; **2)** scalability of the service: possibility to offer a basic service with a minimum fee that can be upgraded with 'packages' of additional services; **3)** greater customer loyalty; **4)** in the case of important customers (large ship-owners, Eni, Enel etc ..) the extension of the proposal for multiple installations (more ships in the fleet or offshore platforms or shipyards) would be simply achievable by increasing the monthly fee. Regarding the consumer world, our target is represented by the common people, professional and non-professional athletes who want to improve their performances and wellbeing and own and that of their loved ones safety. In this case, the user will purchase the device and will be provided with a basic and free version of the app that allows control of the devices. Additional services will be charged.

IP Strategy

The IP strategy will consists of the following main activities:

- **International patent applications:** starting from a PCT application, we will go through the national phases at international level, including EU, USA, Canada, China and Japan.
- **Software protection through registration:** All the software developed will be protected under copyright. In particular, we will carry out two initiatives: (i) File the code in the notary following the established process (ii) File the code and other documents in the Intellectual Property Registry following the established process.
- **Trademarks:** We will protected the names, logo, symbols and colours that distinguish our brand.
- **Trade Secret:** This includes entering into confidentiality, non-compete and non-disclosure agreements, as well as establishing guidelines and taking other precautions to hide the idea from the public. The hiring process carefully considers it and everybody has to sign and meet once he/she joins the company is vital and checked by our IP specialist lawyers. Communication and access to research data.

Competitors Triaxtec (www.triaxtec.com); SCAN~LINK T; OMG (Omega Marketing Group); Deloitte SmHelmet Clip; SmartCap's (<http://www.smartcaptech.com>); Man Overboard Detection System; EMOTIV (<https://www.emotiv.com>); Intellinium (<https://intellinium.io>); eVu-TPS Sensor (<http://thoughttechnology.com>); iMotions (<https://imotions.com>).