Minteos

OUR WIRELESS SENSOR NETWORK
decrease environmental risk, liability and costs

MARKET OPPORTUNITY

"...**real-time environmental sensing** is growing rapidly..."[1]

"Market prospects of M2M ... expected to reach **€200 Billion** in 2010"[2]

"This year alone, the RFID market appears set to reach a size of **$4.47 Billion**..."[3]

PROBLEM

Environmental Disasters cost businesses US$ Trillions

RUSSIA, 2010: **$300 billion** damage
(based on timber market prices and reforestation costs) [4]

Gulf of Mexico, 2010: **$29.5 billion** damage
(cleanup costs + victims compensation) [5]

Hungary, 2010: $ .... still counting them
(huge toxic contamination) [6]

Pakistan, 2010: **$43 billion** damage
(crop damage, infrastructure destroyed, 20 Billion people displaced) [7]
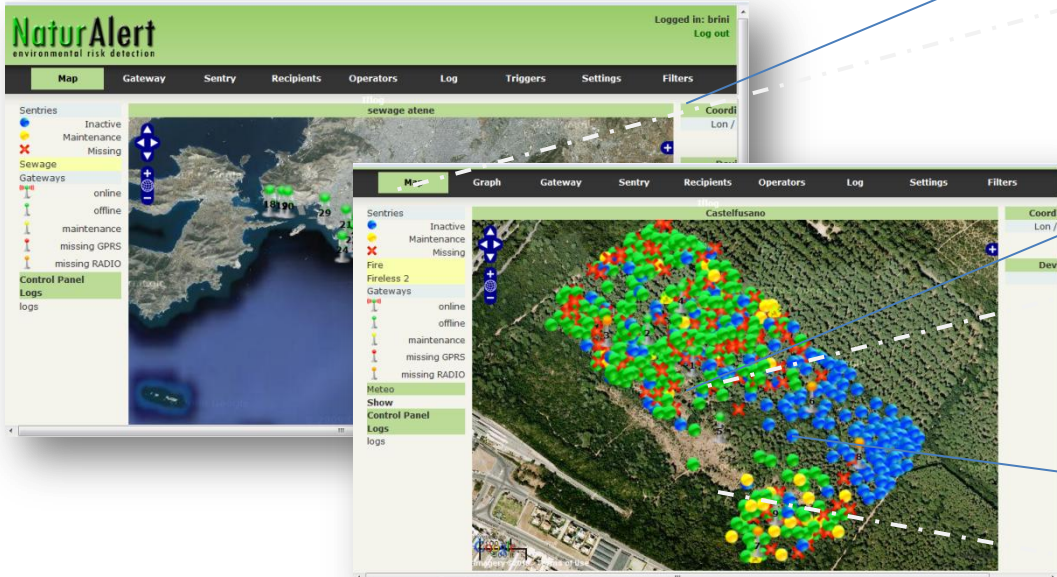
SOLUTION

Our innovative monitoring and detection technology helps companies reduce their risk, liability and drastically reduces asset costs.

TINY WIRELESS COMPUTERS
WORKS AS ELECTRONIC SENTRIES 24/7

EARLY DETECTION AND PREVENTION
HELP TO REDUCE DISASTERS AND THEIR COSTS

TESTIMONIALS

Industrial activity producing

"*All the traditional systems I tried failed in dust environment, I had to remove them! Minteos solution is **RELIABLE, SAFE and WIRELESS**!*"

GIUSEPPE TECCO
Ceo of AGRINDUSTRIA

Federal research center on Forest

"*After 1 year of project we are able to **DETECT** fire ignition conditions and **PREDICT** wildfire severity*"

MARCO CONEDERA
Wildfire Expert Researcher of WSL – Switzerland

CURRENT CUSTOMERS

PUBLIC

Regione Piemonte *- Italian Region*

Comune di Imperia - *Italian Municipality*

Comune di Roma *- Italian Municipality*

UISP *- Italian Association*

WSL - *Swiss Federal Institute for Forest, Snow and Landscape Research*

Politecnico di Torino - *Italian Engineering Institute*

PRIVATE

Byte Computer S.A.*- System Integrator, Greece*

CVA - *Hydroelectric power provider, Italy*

Agrindustria *- Agroalimentary Company, Italy*

EYDAP - *Water supply & sewerage company, Greece*

SCALING OUR BUSINESS

NOW: we provide

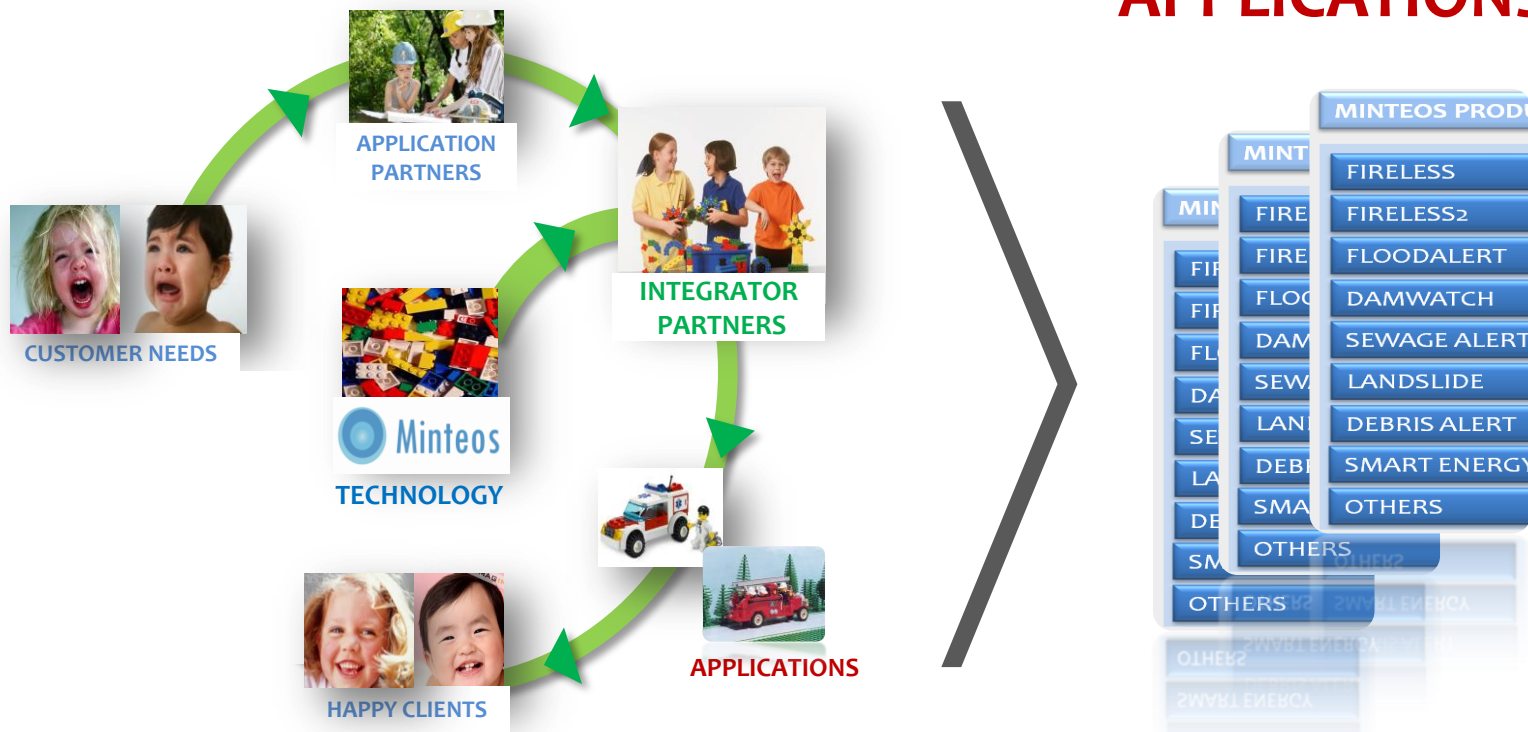# End 2 End TECHNOLOGY & APPLICATIONS

SCALING OUR BUSINESS: 1 technology → many products

Tomorrow: we'll sell our **TECHNOLOGY** to **SYSTEM INTEGRATORS** which will create many more **APPLICATIONS**
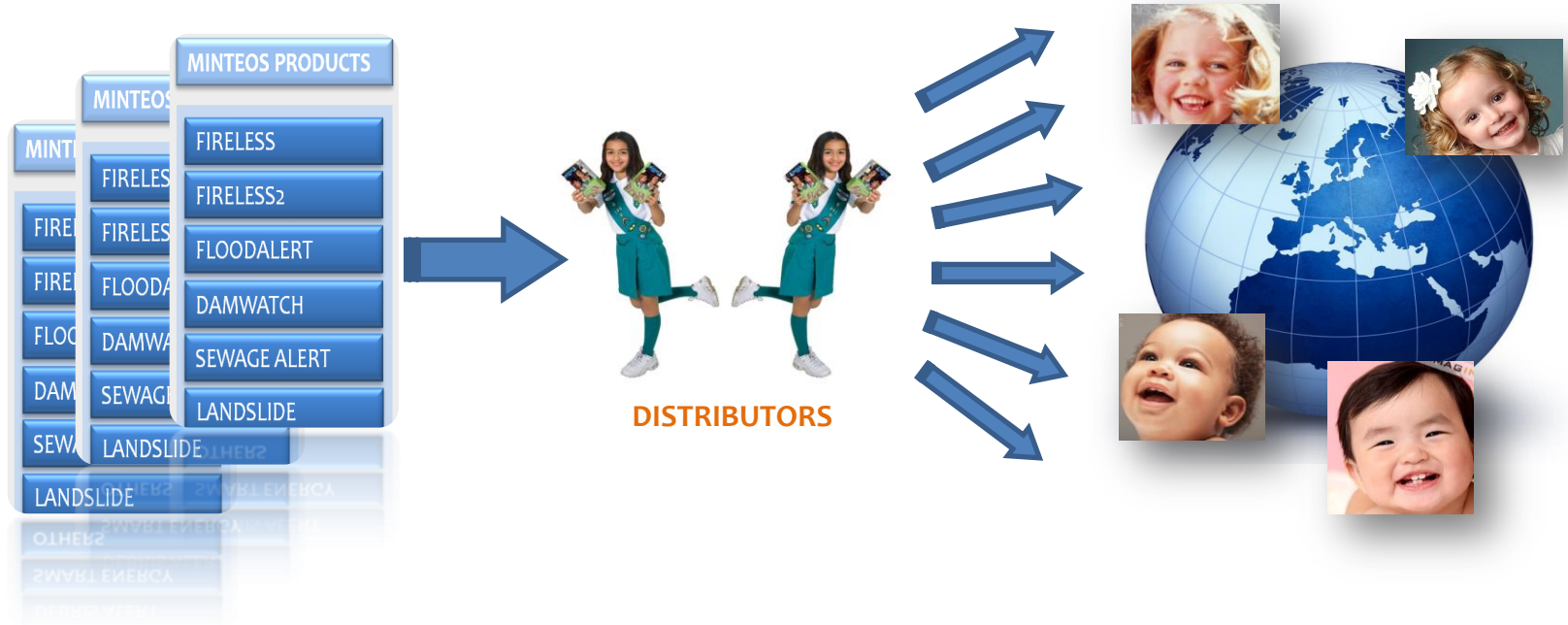

We already successfully proved the model

e.g. we created with our Greek partner the *sewage monitoring system for city of Athens*

SCALING OUR MARKETS: our service → to many markets

We'll also sell **SERVICE** to manage **APPLICATIONS** to be sold **WORLDWIDE** by **DISTRIBUTORS**

MINTEOS PRODUCTS

FIRELESS
FIRELESS2
FLOODALERT
DAMWATCH
SEWAGE ALERT
LANDSLIDE

DISTRIBUTORS

COMPETITORS

- NOT EASY TO INTEGRATE
- NOT RELIABLE
- NO ASSISTANCE

- INADEQUATE FOR OUTDOOR
- IT NEEDS INTEGRATION
- EXPENSIVE

- PERFECT FOR OUTDOOR
- LONGER LIFETIME UP TO 10 YRS
- FURTHER WIRELESS COMMUNICATION
- PLUG&PLAY
- EASY TO CUSTOMIZE
- COST-EFFECTIVE

MINTEOS TEAM

Marco Brini, the founder and CEO
Math & MBA
15 years of experience in Information Technology and starting companies

Mihai Lazarescu, cofounder and CTO
PHD in Electronic Engineering and Researcher in USA and Italy
Previously started an embedded computer co.

Maurizio Savioli, business angel and COO
Background in Marketing and Operations
B.A. in Marketing and a MBA.
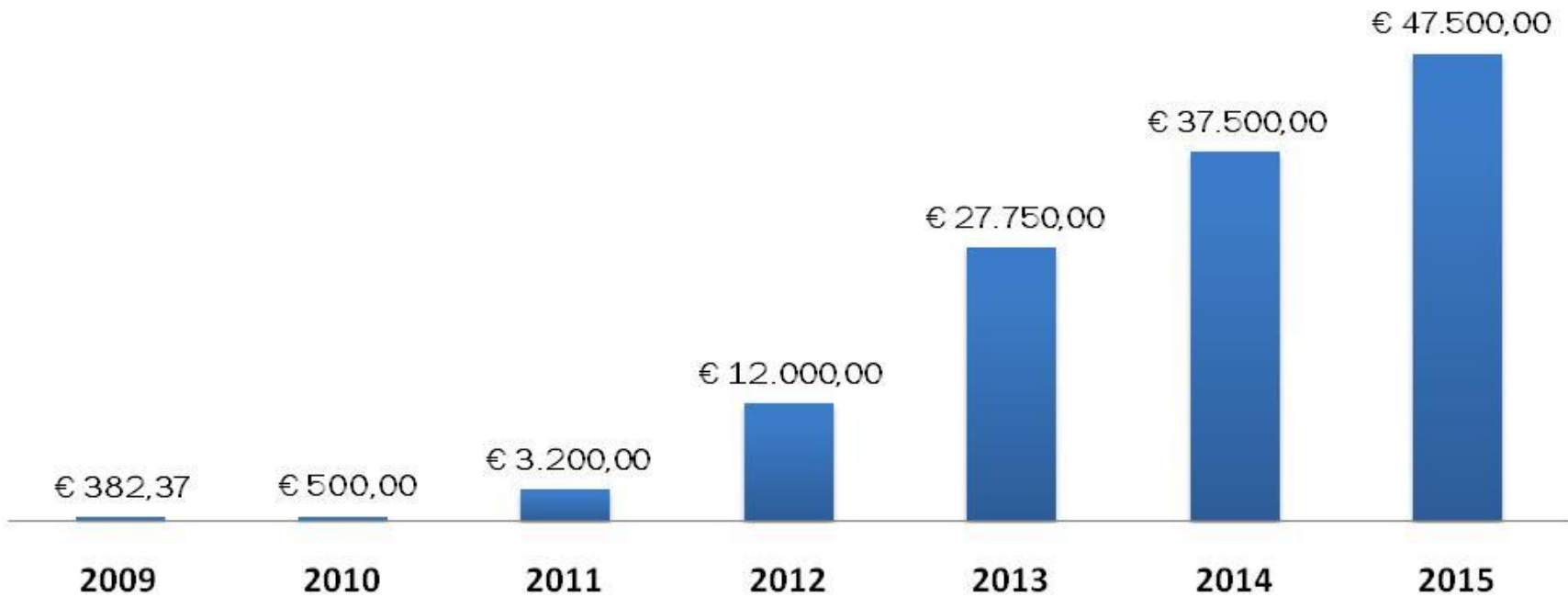

Luca Scansetti, Chief Production Officer
Background on Electronic Engineering
Qualified certificate of project management.

MINTEOS TEAM

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FINANCIALS

Revenue Forecast in €k

Year	Value
2009	€ 382,37
2010	€ 500,00
2011	€ 3.200,00
2012	€ 12.000,00
2013	€ 27.750,00
2014	€ 37.500,00
2015	€ 47.500,00

INVESTMENT: $6M to scale the business

DATA	INVESTMENTS	MILESTONES
2005	€ 40k Incorporated Founder	Prototype
2007	€ 250k Business Angel	Experimental and Pilot Projects
2008	€ 325k Angel + Stakeholders	Revenue, International Market, Patents
2010	Seeking € 6M Fund Raising	Expansion and making Business Scalable

Investments

- Overhead & HR — 33%
- Sales & Marcom — 11%
- Partners Program — 11%
- International Patents — 9%
- Joint Venture — 14%
- R&D — 22%

References and Sources

[1] *The Gartner Group, 2009*

[2] *Machine-to-Machine: An Emerging Communication Paradigm, 2010*

[3] *Report: RFID Market To Reach $5.35 Billion In 2010, March 08, 2010*

[4] *http://www.bbc.co.uk/news/world-europe-10938215*

[5] *http://www.bp.com/genericarticle.do?categoryId=2012968&contentId=7065280*

[6] *http://waz.euobserver.com/887/31003*

[7] *http://blogs.aljazeera.net/asia/2010/09/01/pakistan-drowns-its-leaders-fight*

Thank you for your attention,

Marco Brini

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