



MORELLI TECH



Who we are

An **innovative startup** born in 2019 and based in Bologna (Italy), focused on the creation of new integrated technologies based on augmented reality, real-time image vision, Artificial Intelligence and data tracking, applied in the automotive field.

Our Vision

Become a focal point in the provisioning of solutions based on **holographic projection technologies** applied to the automotive industries, supporting the driver to prevent car accidents and distractions by one side, and empowering driving experience on the other.

Our Mission

The company has decided to divide the development in two different phases, focusing on safety and driving experience on the first, and on new generation vehicles and autonomous driving on the second one.



Value Proposition

Morelli Tech was born in response to one of the major problems facing the automotive industry today:

- keeping the driver's sight fixed on the road;
- avoiding any kind of distraction by providing superfluous information only in a safety way;
- revolutionize the driving experience integrating the driver sensorial capabilities with the car ones.

Thanks to Morelli Tech devices all the useful information will be projected on the windshield so that the driver will have no reason for looking at other directions.



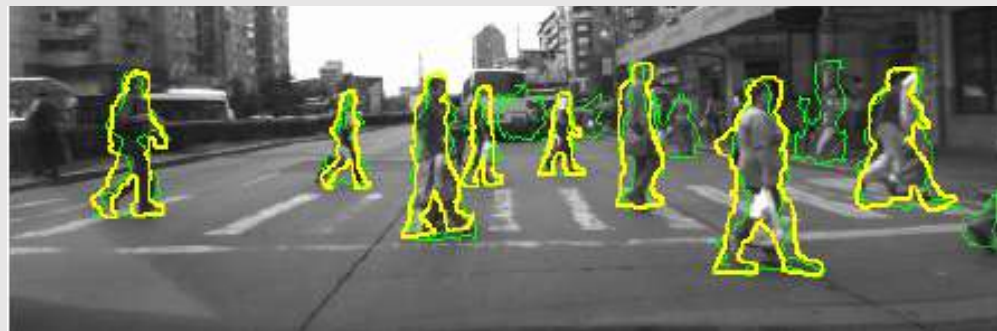
The Product



It's a mixed reality system that can display all the information necessary for driving, such as speedometer, navigator, time, incoming calls,... on the windscreen by projecting an **hologram**.

The system, by deploying artificial intelligence, is able to detect any **obstacles** on the road, such as pedestrians, other cars or objects that obstruct the road visibility and viability.

It will be embedded in the **future generation vehicles**.



A First Prototype



Roadmap



1° Phase

1

New generation Head-Up display, true augmented reality systems for driver support, able also to enhance the driving experience



2° Phase

2

Revolutionize the concept of vehicles, cluster instrumentation and entertainment devices in autonomous vehicles



Team

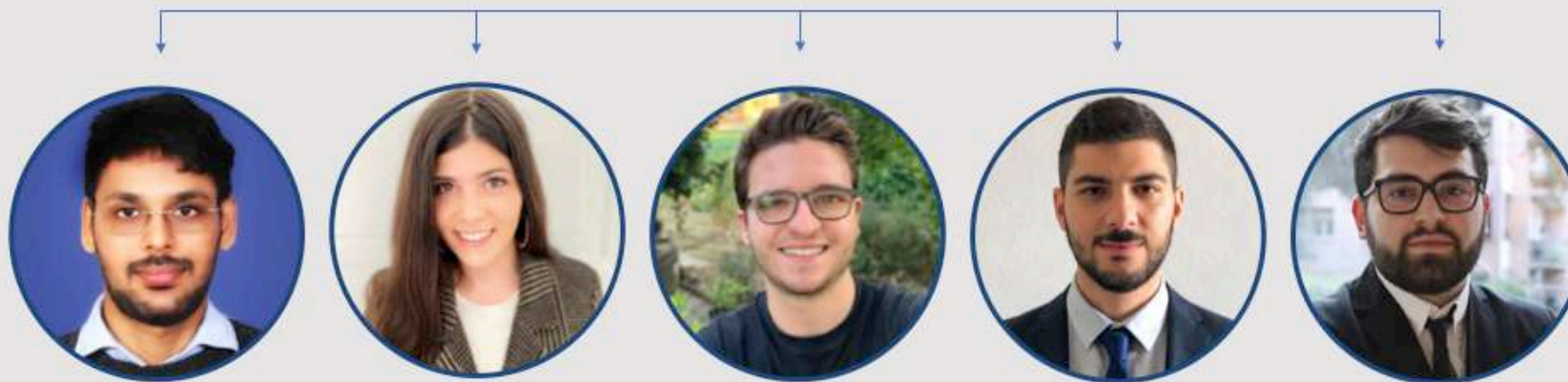


Alessio Morelli
CEO, Founder

Giacomo Caroli
COO, Co-Founder

Luca Battilana
Corporate Legal Counsel

Massimiliano Federici
Board Member



Deepak Gitudhuri
Project Engineer

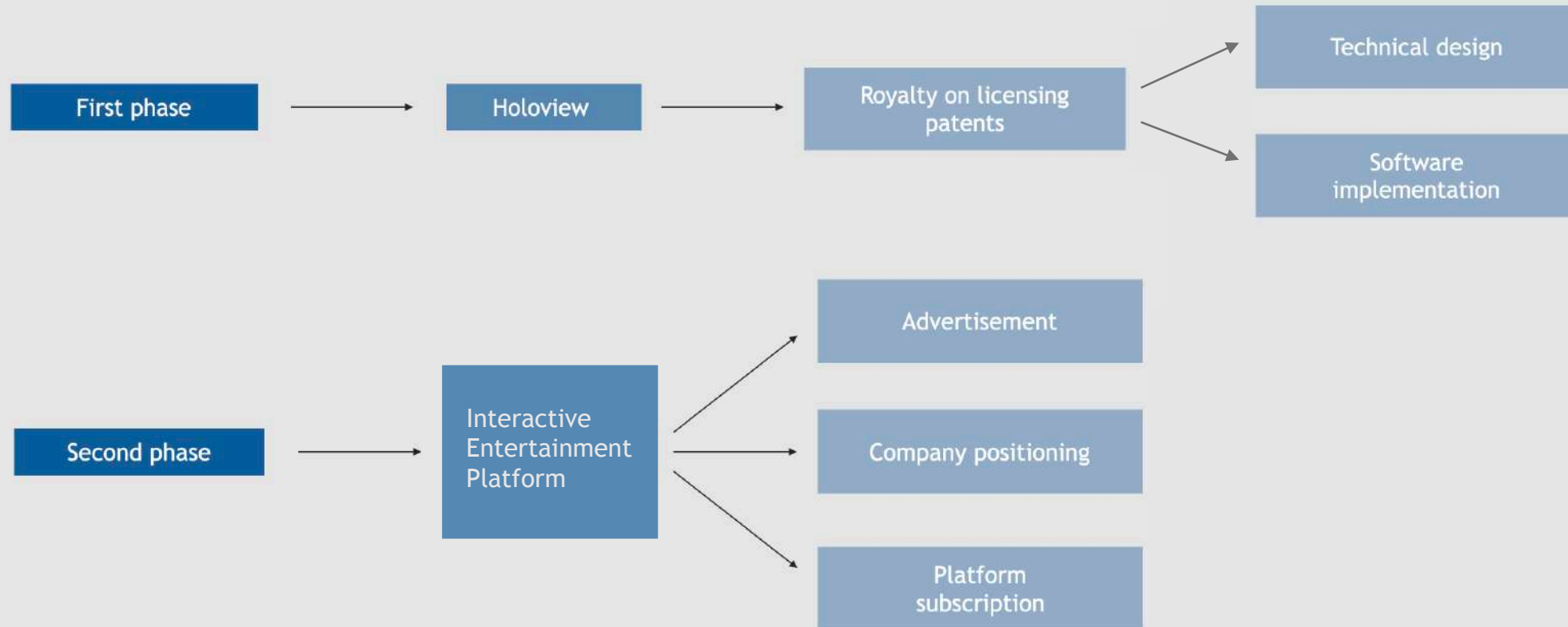
Alessia Bottazzo
Legal Expert

Luca Tassinari
Jr. Software Developer

Luigi Lavriani
Optical Engineer

David Di Loreto
Sales & Marketing

Business Model



Competitors



Automotive



(S) Strengths

- Young and motivated team
- Support from the University of Bologna and the incubator Almacube
- Prototype created with excellent results (exceeds the performance of direct competitors by 80% in terms of projection width and depth)
- Company focus exclusively on Head Up Display
- Two patents pending that will solve the problem of the depth of the HUD market, becoming the first in the world to have this technology
- Intent to extend autonomous driving technology
- Potential government support for investments in tech startups developed by young teams

(O) Opportunities

- HUD market still being defined
- Few competitors who deal exclusively with product development as the only company focus (wayRay only)
- Operational headquarters in the motor valley in close contact with the car manufacturers
- Full support and synergistic work with the University of Bologna
- Potentially the first to work on an implementation for new generation (concept cars) and self-driving cars
- Potential government support for investments in tech startups developed by young teams

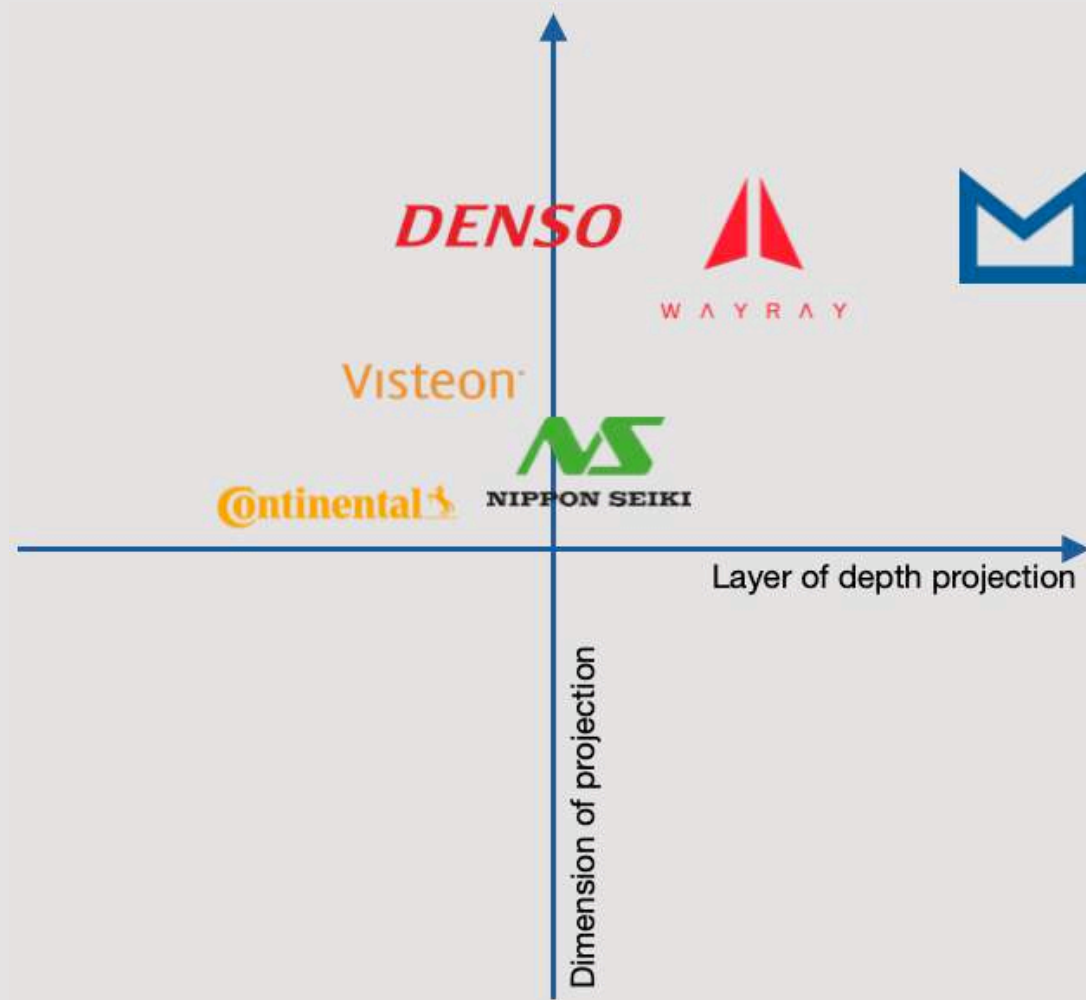
(W) Weaknesses

- Team not currently specialized in the sector, as it is made up of young people under 30
- Lack of an investor
- Reduced resources to develop the product in terms of professional figures and machinery

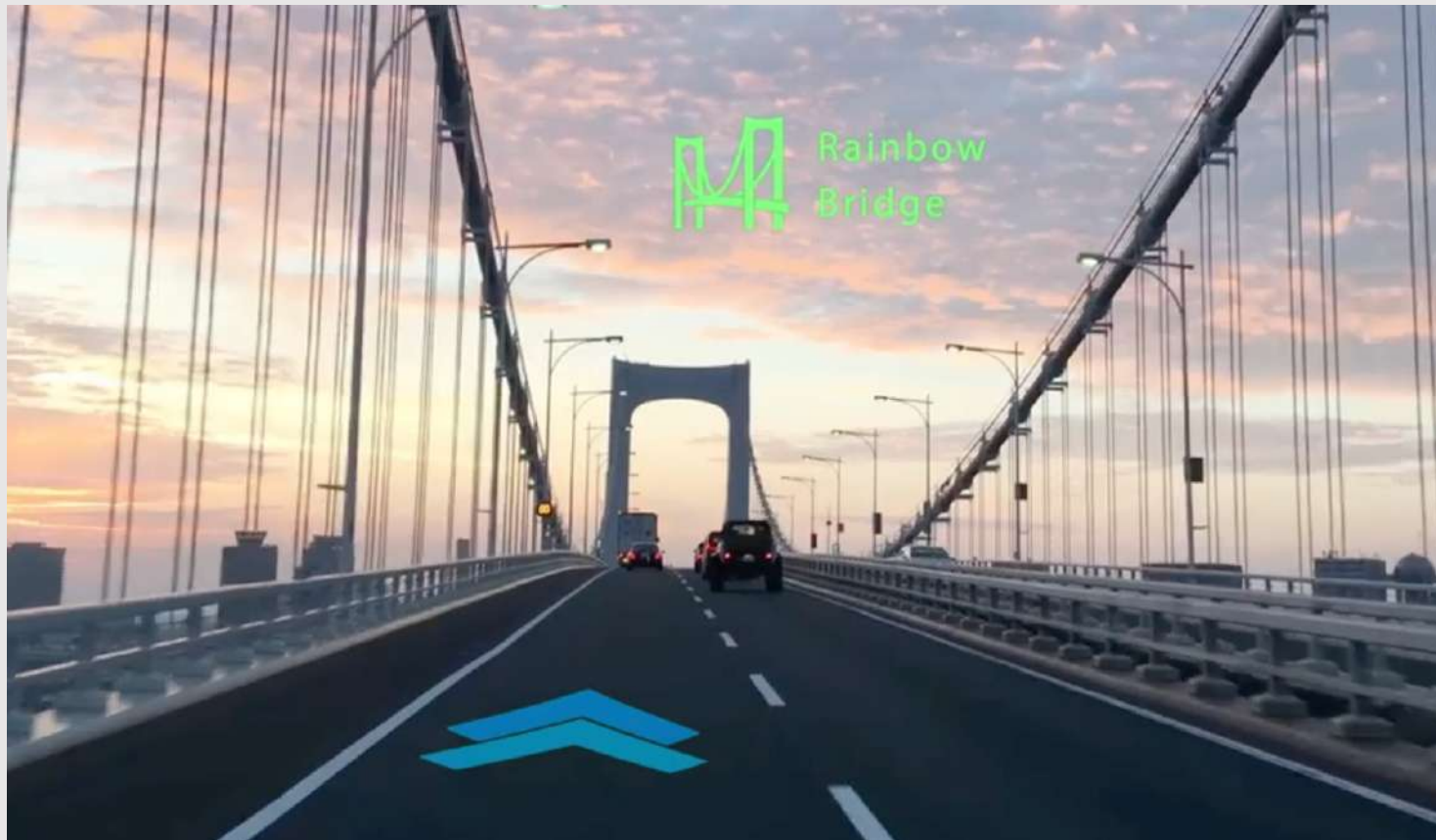
(T) Threats

- Laws and regulations not yet fully defined and generalist
- Criticality dictated by the timing, the risk that the transition to autonomous driving is too fast
- Low bargaining power with automakers

Competitors



Why Us?

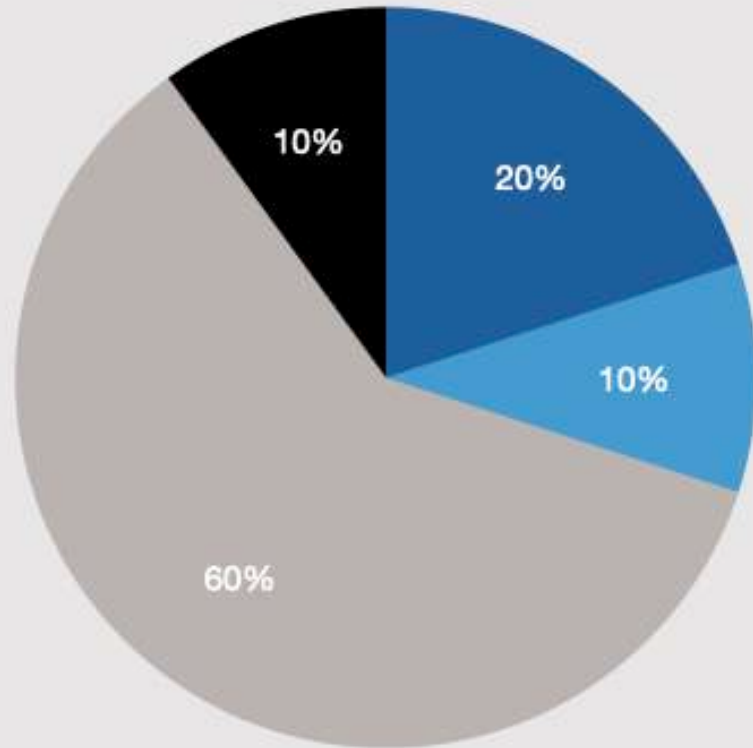


- Wide view of projection
- PGU with laser technology for top performance
- In-house production of the main system components (Hardware/ Software)
- Low development costs (2020-2021)
- The system is integrated with the environment (sensors/radar/ cameras)
- Focus on HUD Development



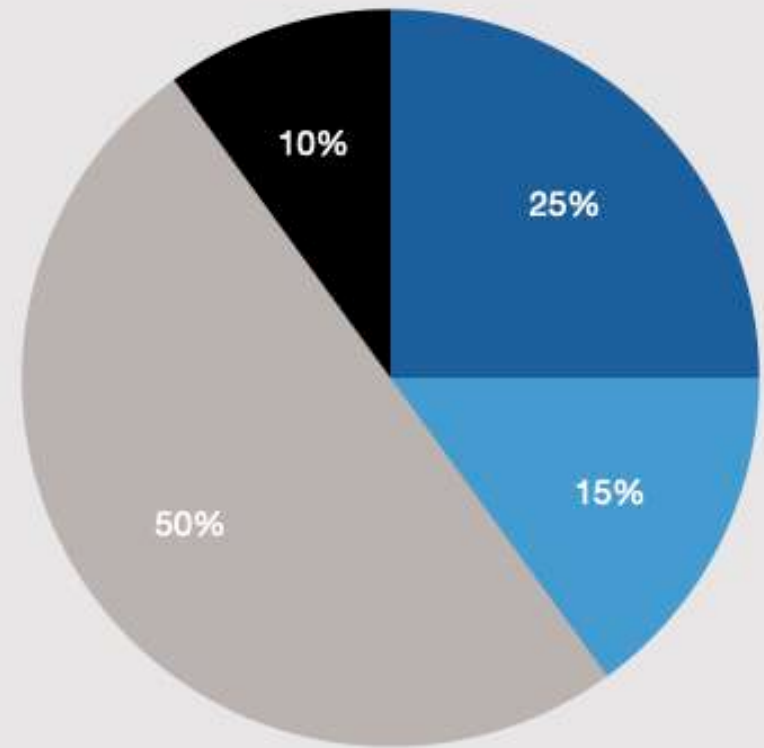
Funds Deployment

● HR (developers) ● Marketing ● R&D ● Other



2021

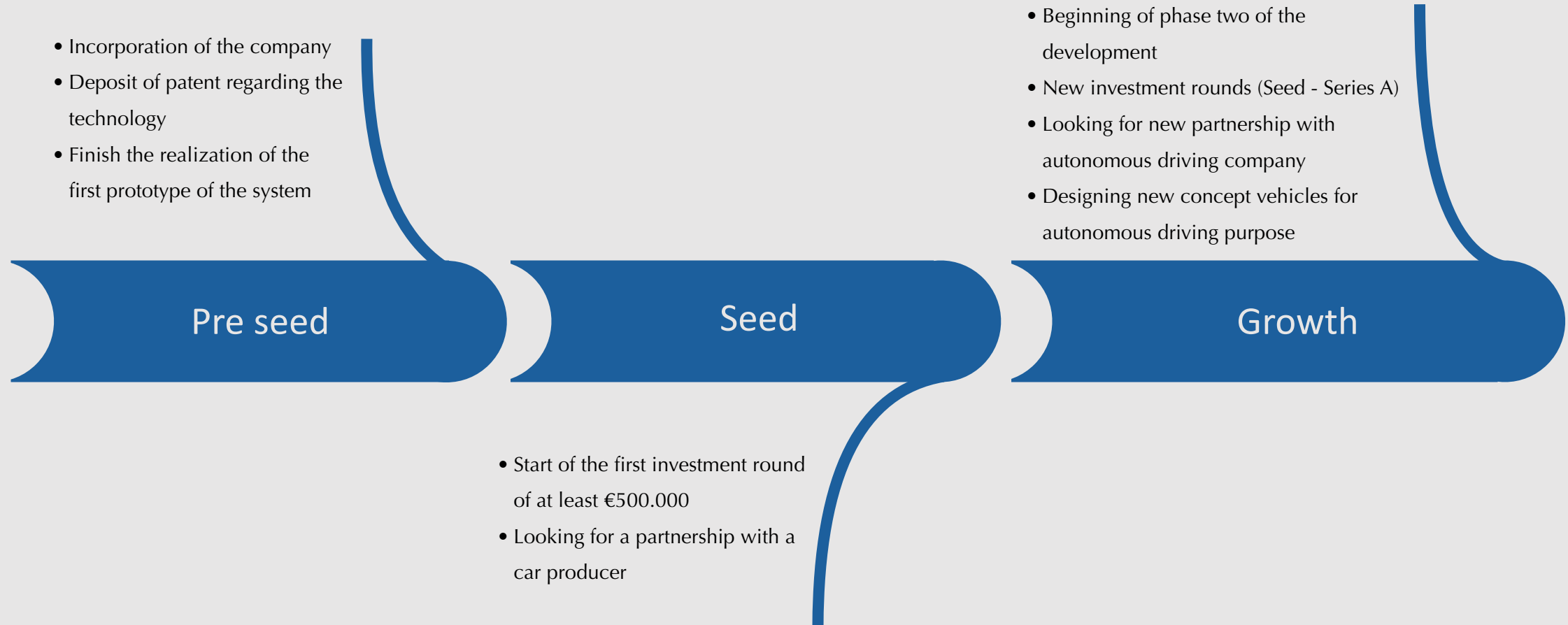
● HR ● Marketing ● R&D ● Other



2022



Company growing timeline





Business Advisor & incubator



Established in 1999, Almacube is an incubator certified by the Ministry of Economic Development.

Since 2017 it has been renewed in its structure and included in the strategic plan of the University of Bologna for 2021, with the aim of making Alma Mater the university of reference in Italy for the development of startups and spin-offs.



It operates with the support of two main partners: Confindustria Emilia Area Centro, partner of the incubator, and Intesa Sanpaolo.



What are we looking for



Advice

Advice and improvements about the Industry



Fundings

help us grow and continue with our mission



Collaboration

If you believe in our mission and want to be part of us



Thank You

morelli.alessio@morellitech.it

info@morellitech.it

www.morellitech.it