



aria
wearables

active *thermal footbed*

Alessandra
Antonetti

14 Bil of



COLD
or
HOT

SPORTS

*“Don’t run away from challenges
run over them.”*





DIABETES

*“An amputation every
30**seconds.**”*

aria



TEMPERATURE
measurement



ACTIVE
management





PRODUCTS

SPORT



TEMPERATURE



STEPS & MOVEMENT



CALORIES

SPORT + MEDICAL

TEMPERATURE



WEIGHT

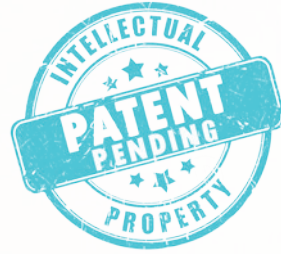


PRESSURE





TECHNOLOGY



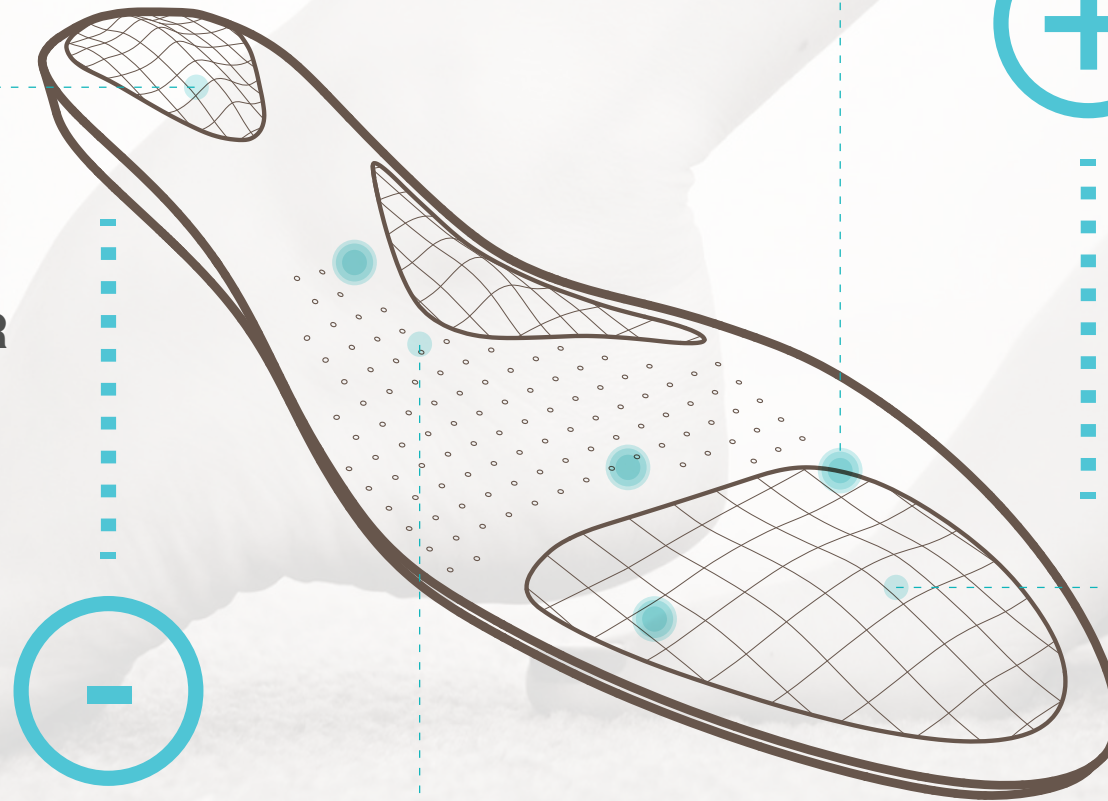
**THERMOELECTRIC
MODULE**

**BATTERY
+
INDUCTIVE CHARGER
+
PIEZO**



**WEIGHT
+**

ACCELEROMETER



ACTIVITY TRACKER



COMPETITORS

ALL OF THEM DETECT
WE ACTIVELY SOLVE IT

SMART
INSOLES

FITNESS
TRACKER


THERMACELL

footlogger.

Stridalyzer

LOW
INNOVATIVE



HIGH
INNOVATIVE

DIGITSOLE



PODARTIS
Clinically Tested Footwear



HEALTH
WELLNESS



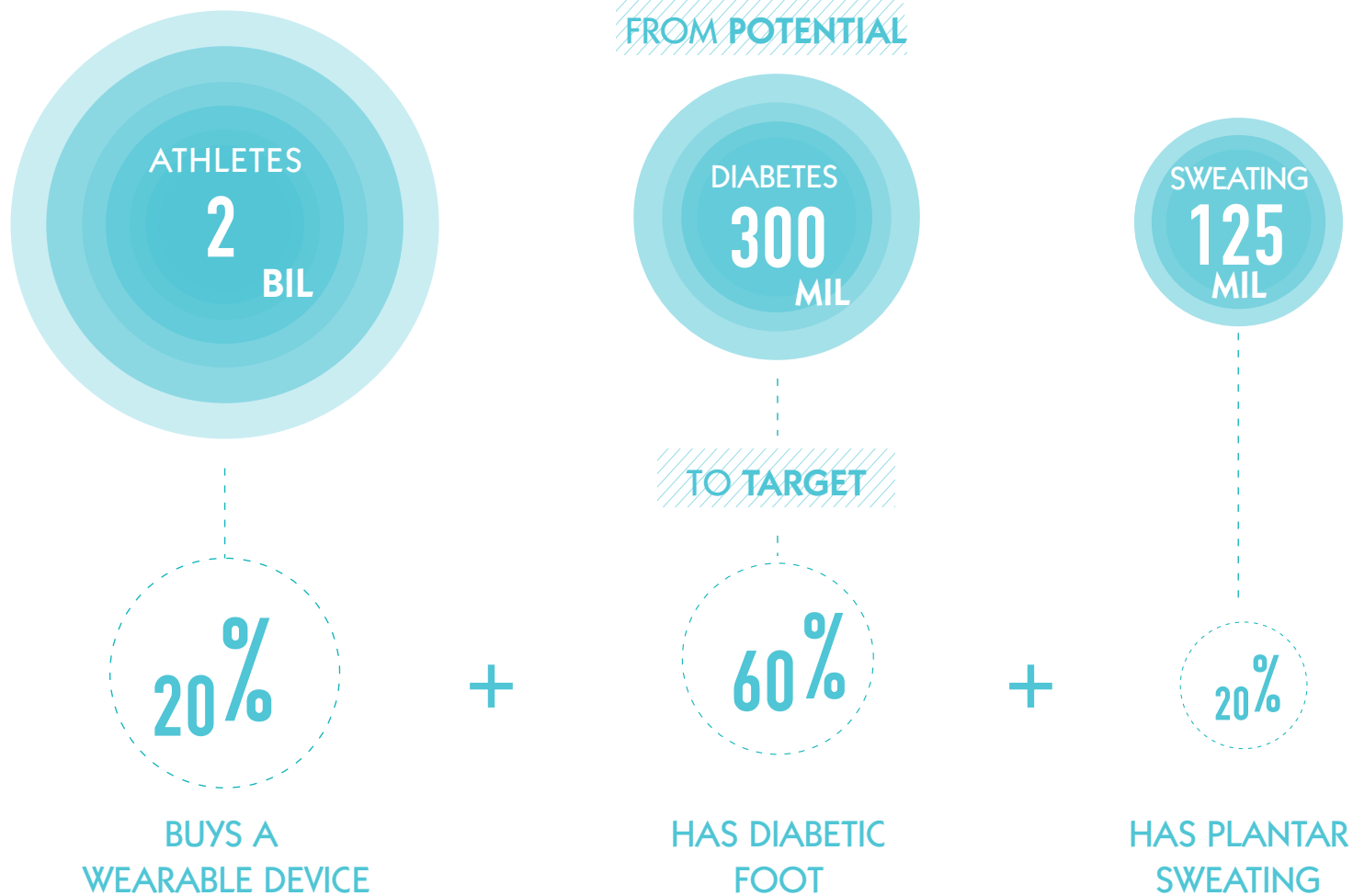
COLDNESS





MARKET ANALYSIS

TARGET segments and addressable MARKET



= **< 500** MLN **ADDRESSABLE MARKET**



TEAM

**New
and
Best**

**Industrial
PARTNERSHIP**

PARTNER



Gabriele Lanzo
FIRMWARE
firmware
real time development



Raffaele Gesualdo
ELECTRONIC
expert of electronic boards
with SMD components



Francesco Quartuccio
MARKETING & SALES
Co-Founder of XMetrics
marketing expert

SUPPLIER



Alessandra Antonetti
CEO
Architect / 3D designer
WT expert



Eros Brienza
CTO
iOS senior developer
IoT expert

**START
UP
INITIATIVE**
INTESA  SANPAOLO

Selected by
BANCA INTESA

**IMPACT
HUB** Milano

Incubated at
IMPACT HUB

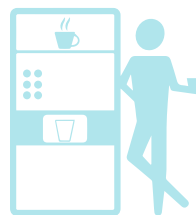


Accelerated at
FABRIQ



Municipality of
MILANO

EDUCATIONAL





MILESTONES

IDEA & DESIGN



2015

PATENT APPLICATION



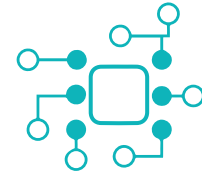
2015

PROOF OF CONCEPT



2015

ENGINEERING



2015

WHAT WE DID ALONE

2015



2016-17

WHAT WE CAN DO TOGETHER



2016

PRODUCTION



MARKETING

2017



LICENSING

2017

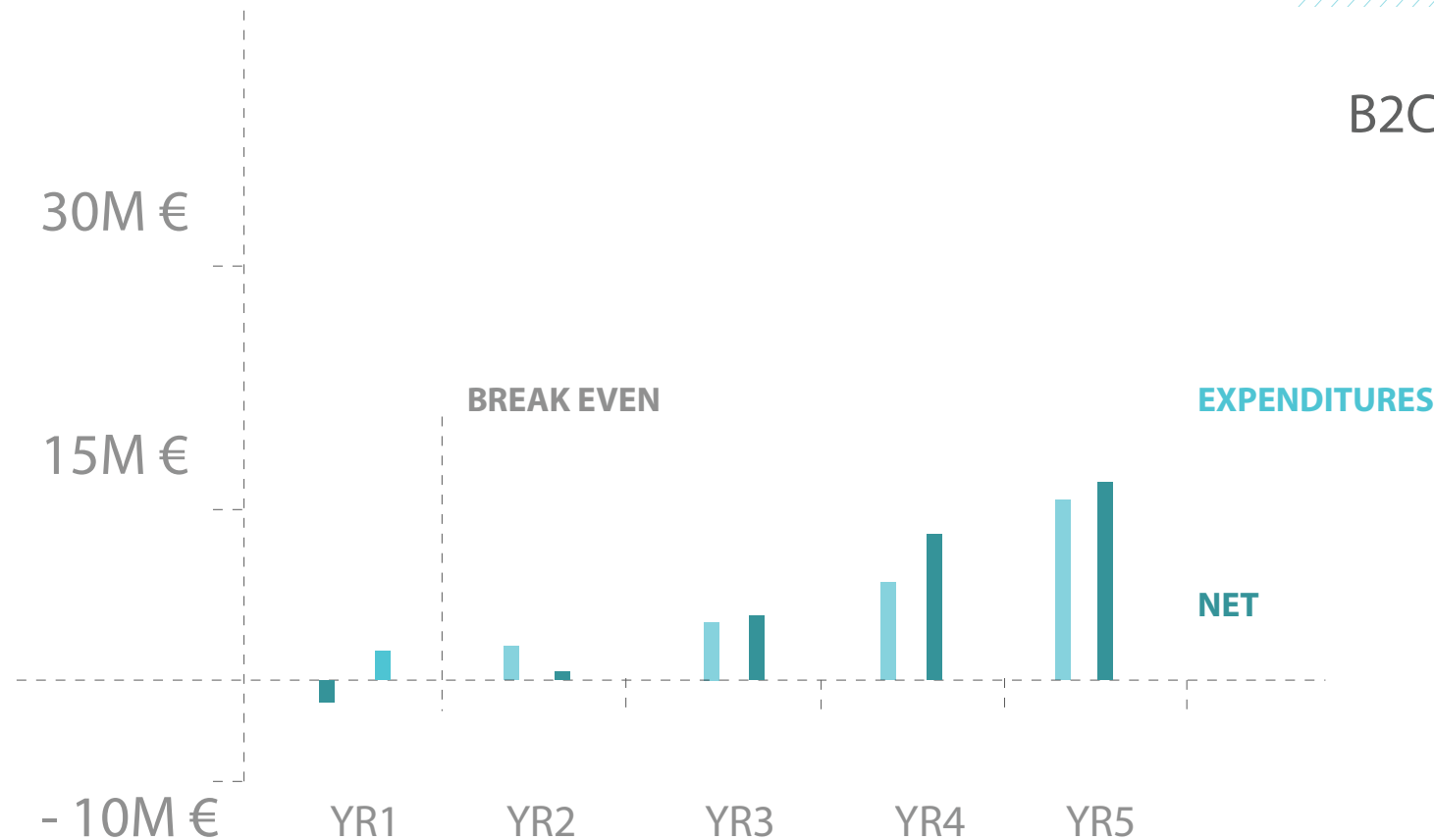


DISTRIBUTION

2017



FINANCIAL



DISTRIBUTION CHANNEL



PRODUCT PRICE	PRODUCT PRICE			
	MSRP	APP	MFG GM	MFG COST
SPORTS	99 €	2€ month	45 %	20 €
MEDICAL	149 €	5€ month	62 %	22 €



FINANCIAL

INVESTMENT REQUIRED

Total Capital Need = € 750k Seed

50K Founders

100k Angel Investor and Grant

600k Remaining - Terms Negotiable

USE OF FOUND



1 YEAR TO GO
ON THE MARKET



LICENSING

ONE TECHNOLOGY

MULTIPLE PRODUCTS



SPORTS
insole

MEDICAL
insole



LICENSING
technology



aria

***active** thermal footbed*



Alessandra Antonetti

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