

ST[•]

SmartTARGA

Install, Connect, Relax!

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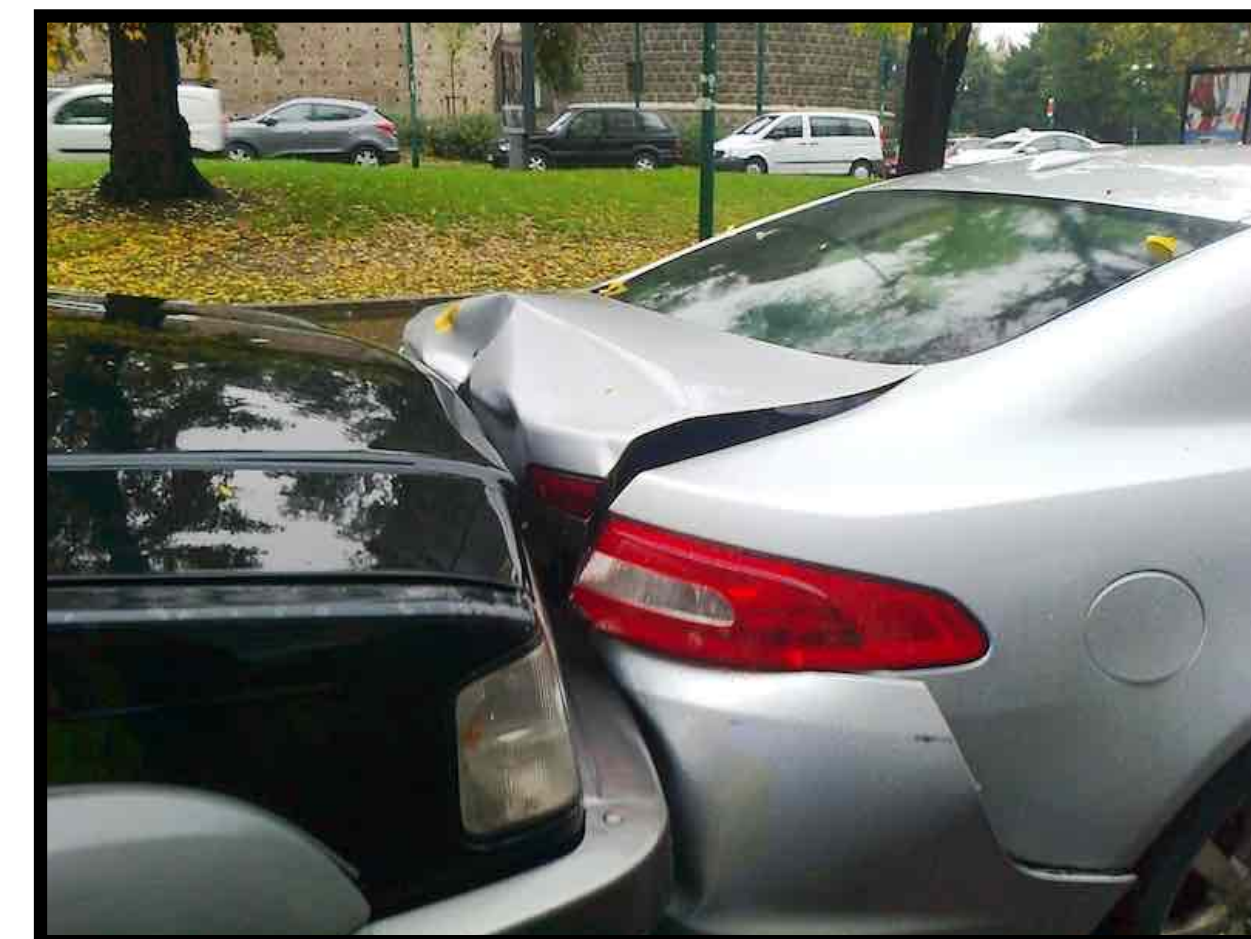
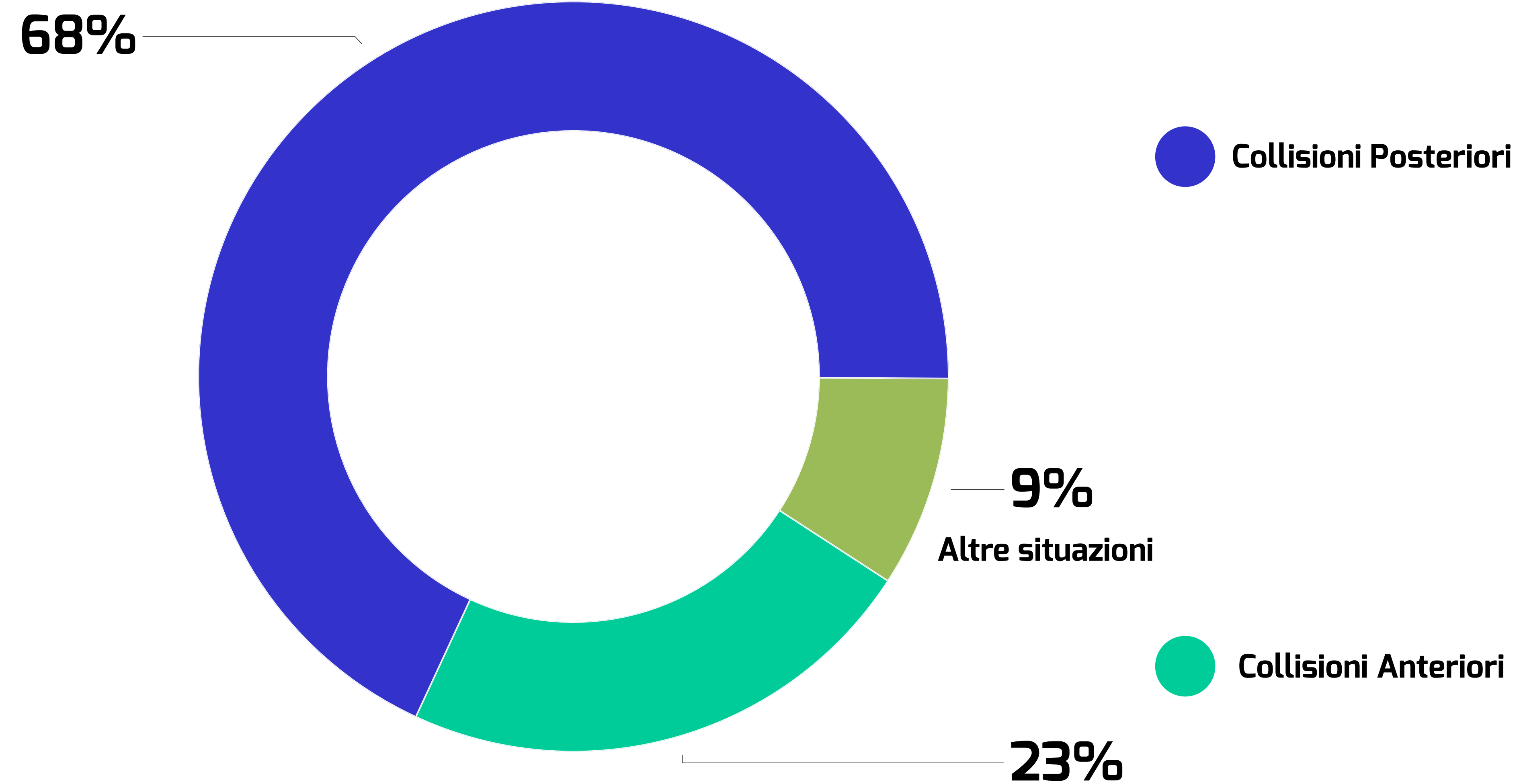
PROBLEMA

“Il 40% circa degli incidenti automobilistici con danni materiali è da ricondurre a manovre in fase di parcheggio.”

Allianz Group

<https://www.allianz.ch/it/news/2015/danni-da-parcheggio/>

Fonte: AA Insurance



Fonte: **AA Insurance**

<https://www.aainsurance.co.nz/newsroom/press-releases/drivers-not-leaving-details.html>

Il 66% degli automobilisti ha vissuto una o più volte il “danno da parcheggio” senza individuarne il colpevole.

FRUSTAZIONE

RABBIA

**BISOGNO DI
MAGGIORE
PROTEZIONE**

ATTUALE “SOLUZIONE” - DASHCAMS



**CATTURA
CONTINUA**

**STRESS
CIRCUITO
BATTERIA**

PRIVACY

**NESSUN
VALORE
PROBATORIO**

**NON
PROTEGGONO
IN SOSTA**

ATTUALE “SOLUZIONE” - SENSO CIVICO



(86% assente)

Fonte: AA Insurance

<https://www.aainsurance.co.nz/newsroom/press-releases/drivers-not-leaving-details.html>

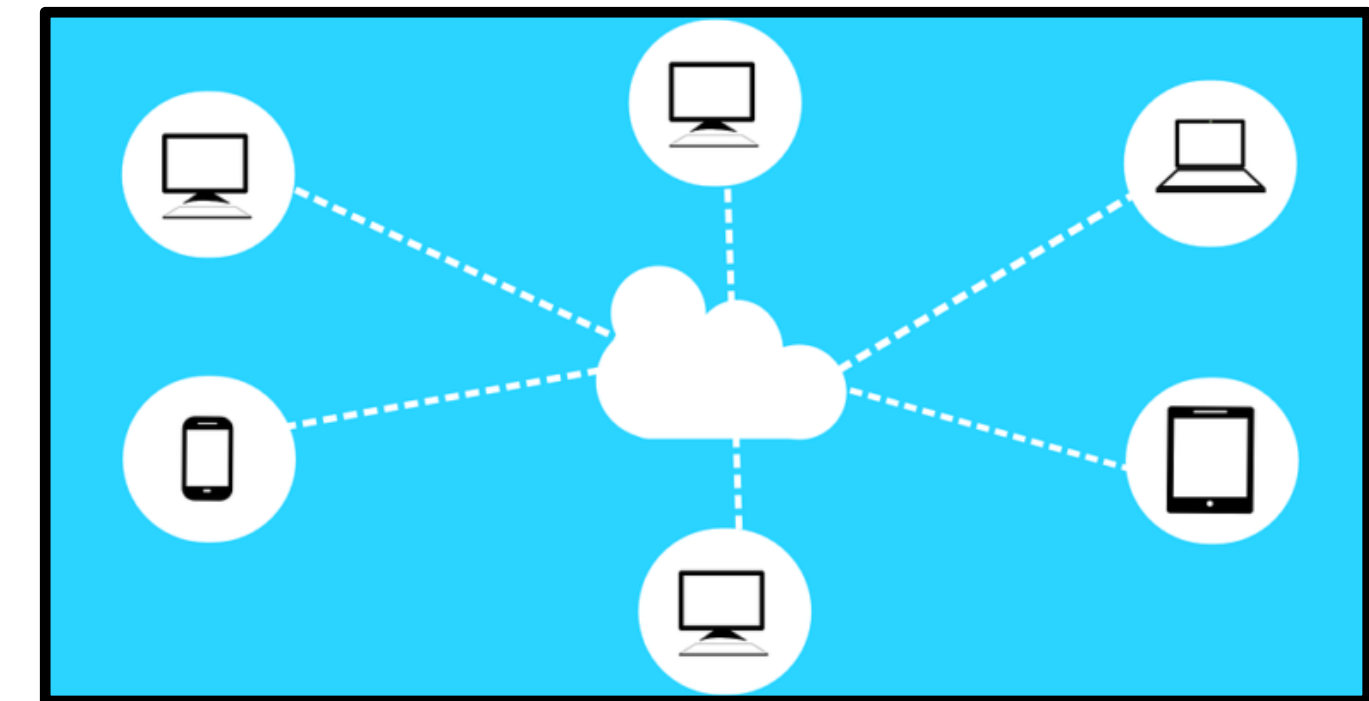
LA NOSTRA SOLUZIONE



COME FUNZIONA

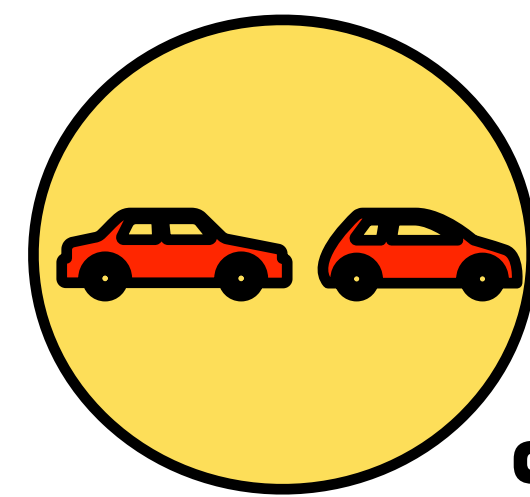


MQTT Pub/
Upload Video
su Cloud ed
INVIO Email/
Push
Notification in
App
@Subscribers



Algoritmo di
Blockchain

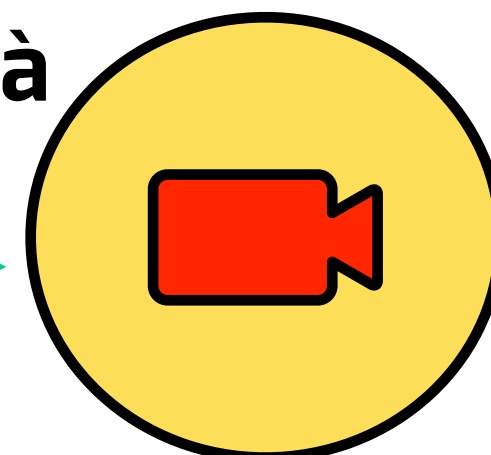
Algoritmo di AI
Video Intelligence



Stato
Sensori
Prossimità



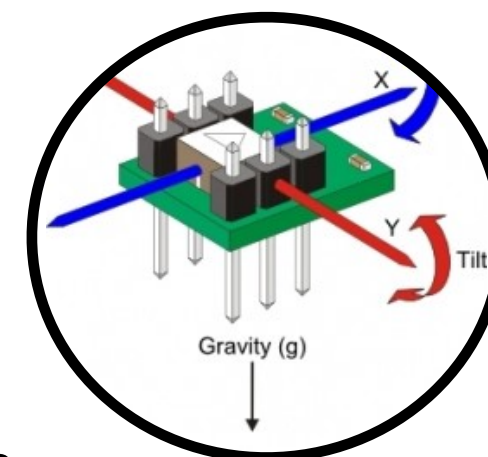
ON



ON

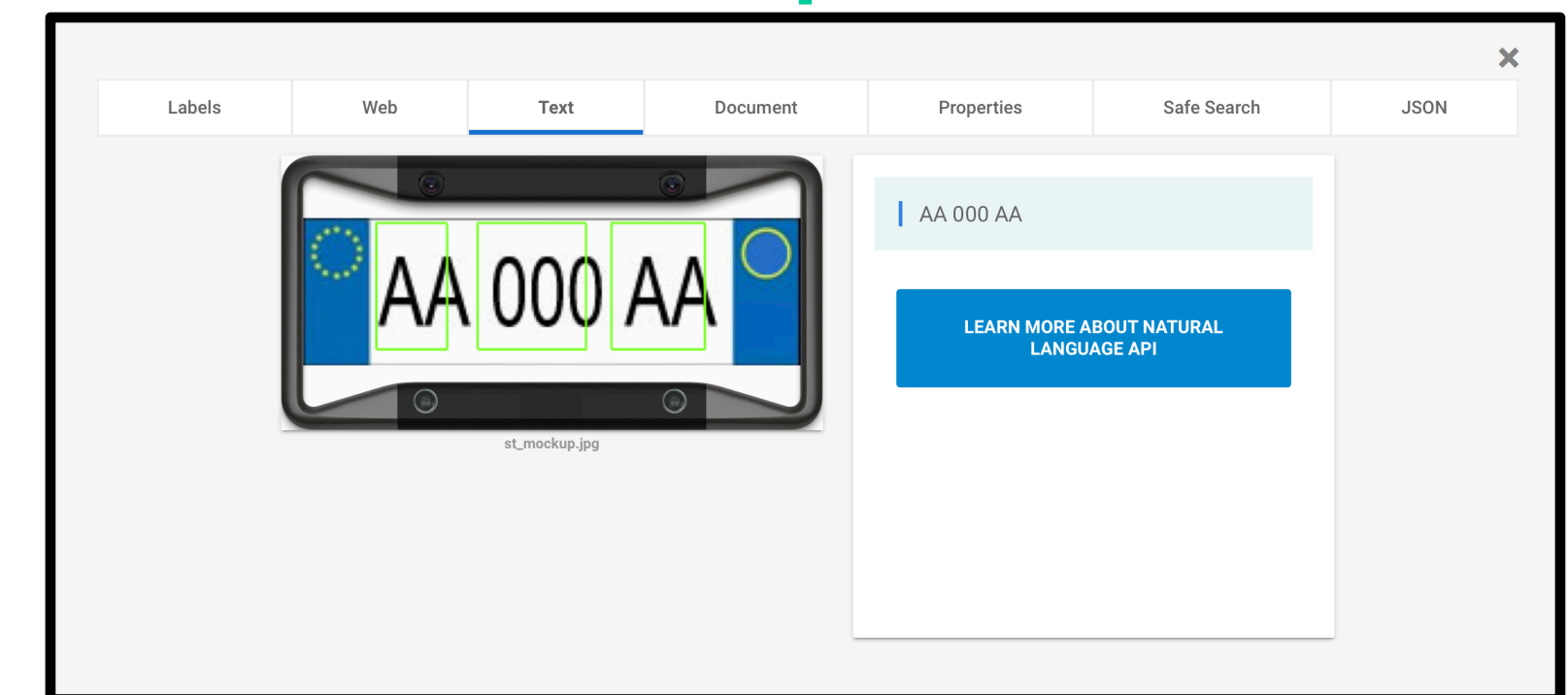
Attivazione
VideoCapture

Stato
Accelerometro
Sensori
Collisione



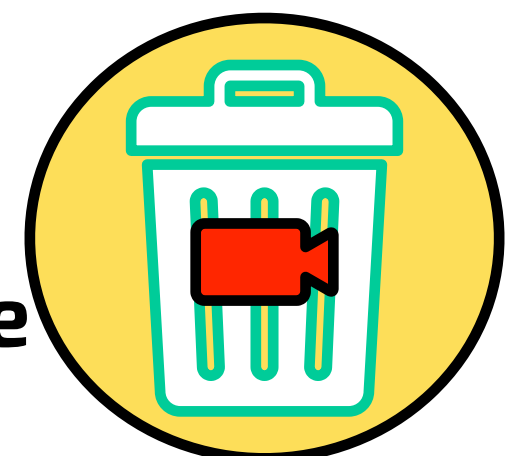
ON

OFF

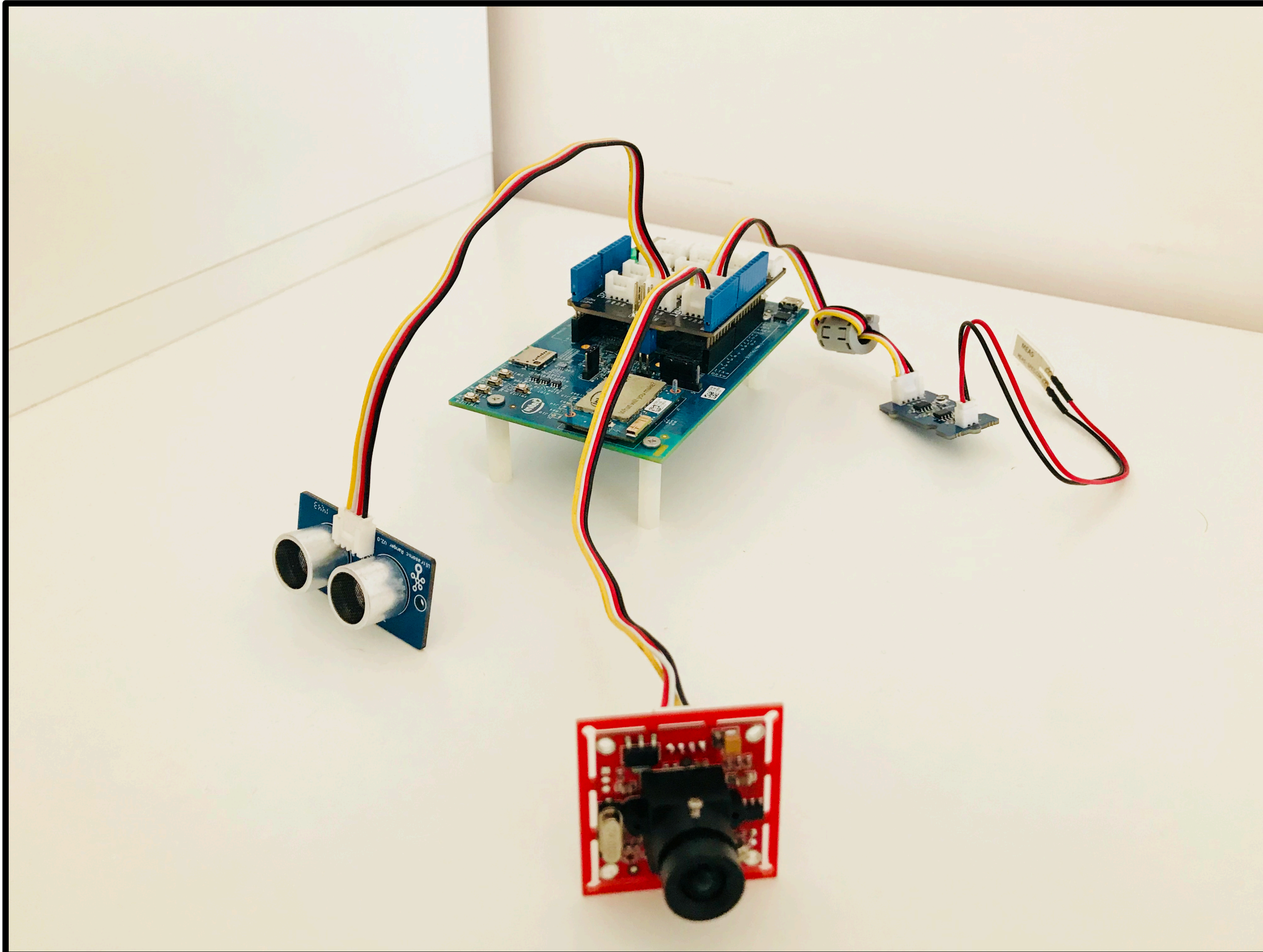


OFF

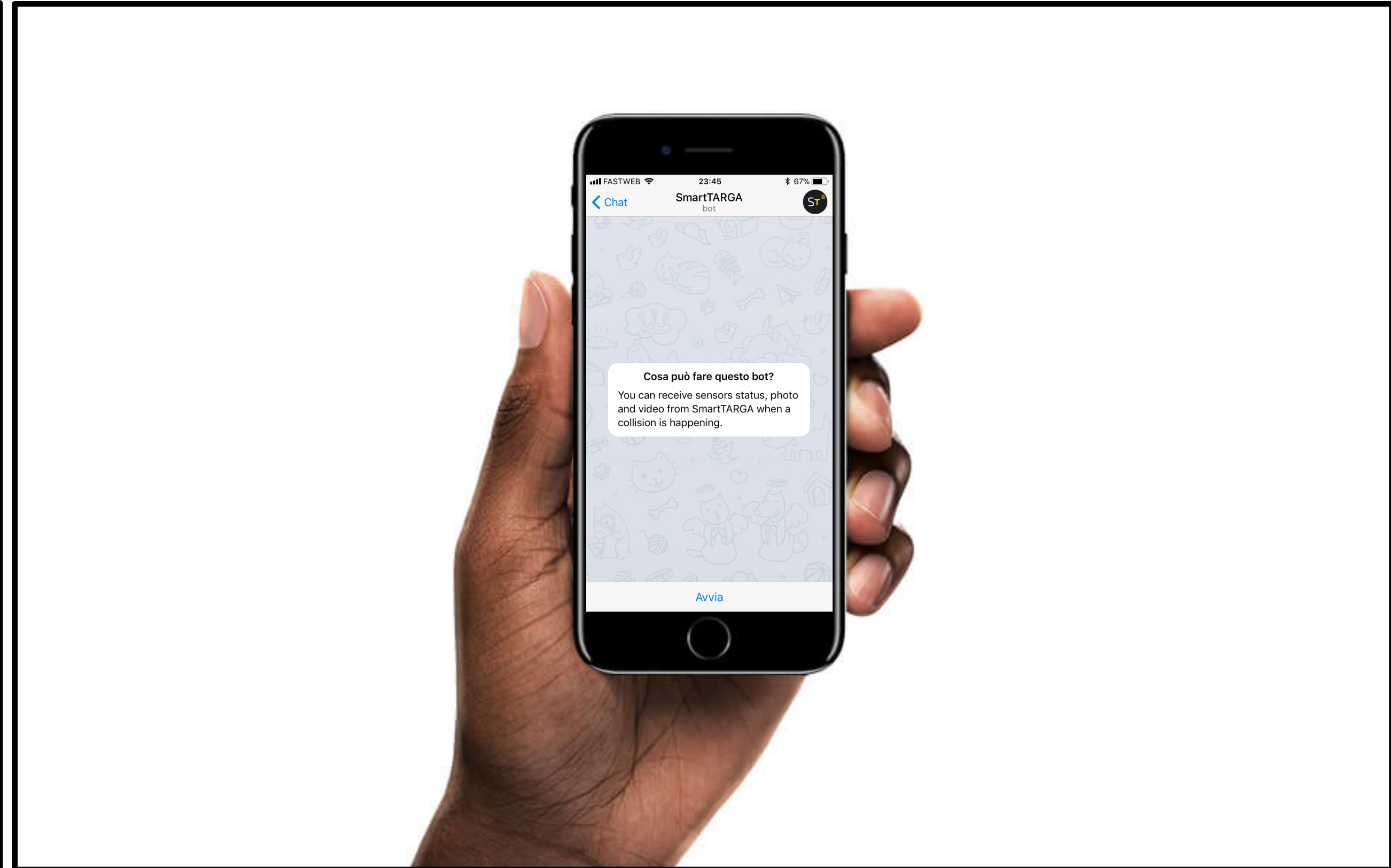
Cancellazione
Video



A CHE PUNTO SIAMO



Prototipo HW/SW di portatarga connesso



**Chatbot per testing device
&
early adopters experience**

GDPR & ART. 2712 c.c.

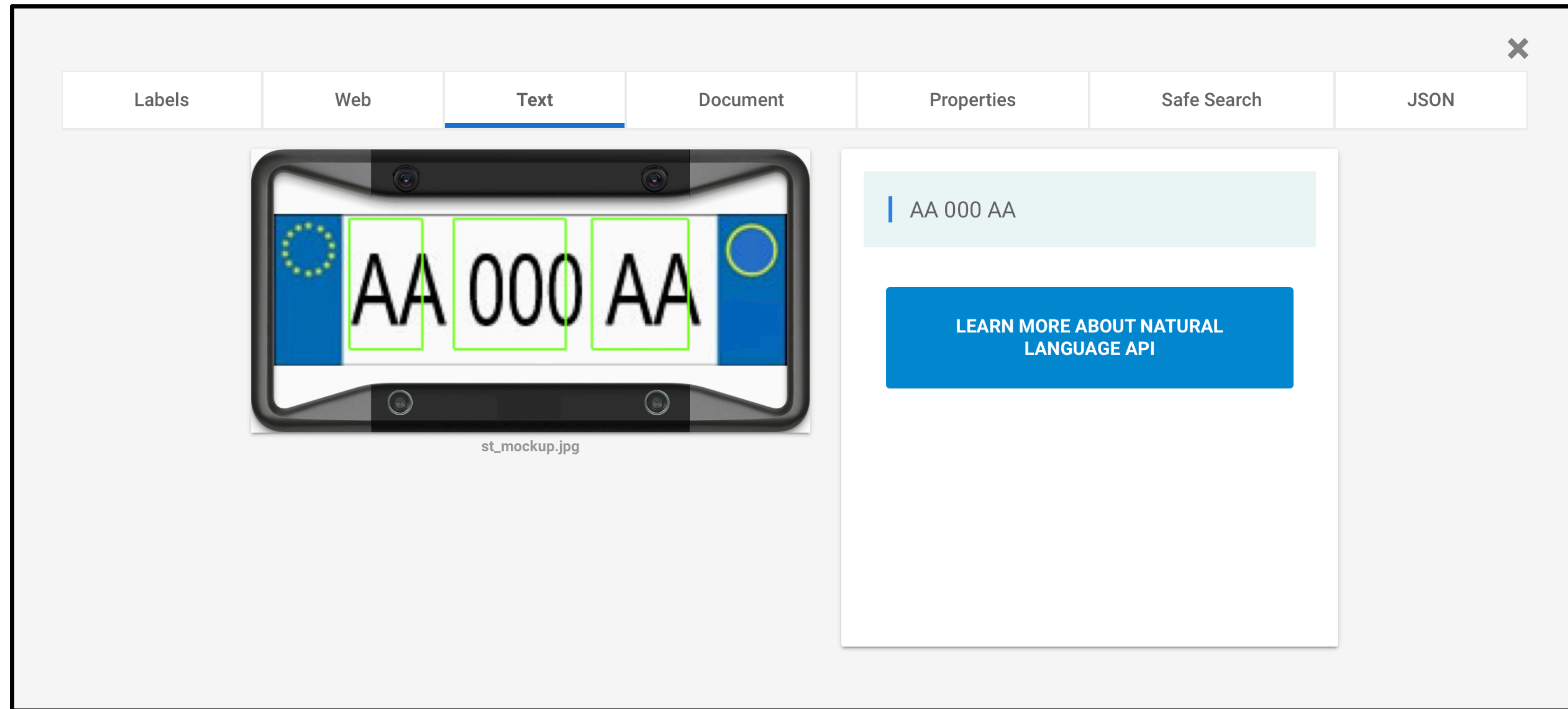
ART. 2712 c.c.

Le riproduzioni fotografiche, informatiche o cinematografiche, le registrazioni fonografiche e, in genere, ogni altra rappresentazione meccanica di fatti e di cose formano piena prova dei fatti e delle cose rappresentate, se colui contro il quale sono prodotte non ne disconosce la conformità ai fatti o alle cose medesime.

GDPR

L'introduzione del nuovo GPDR non modifica quanto in vigore in precedenza.

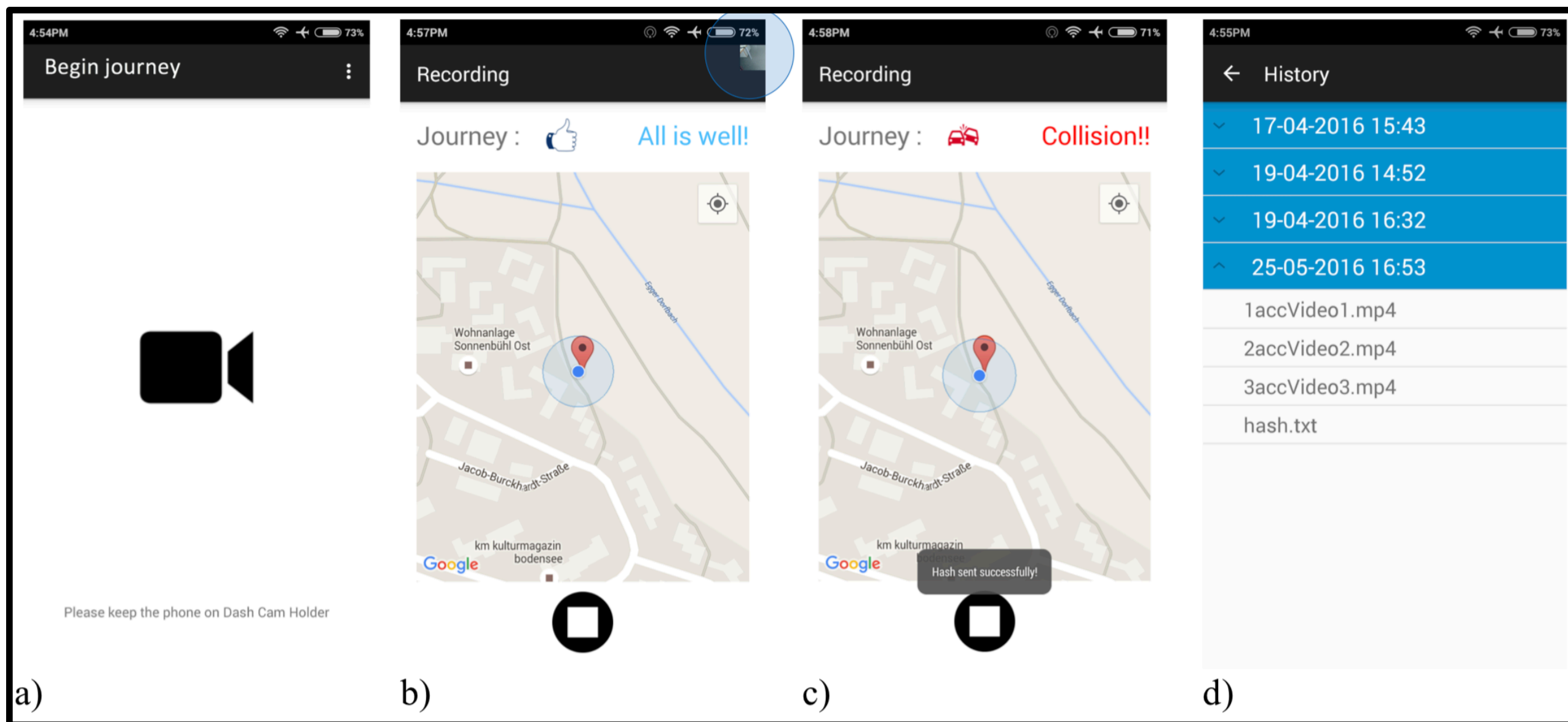
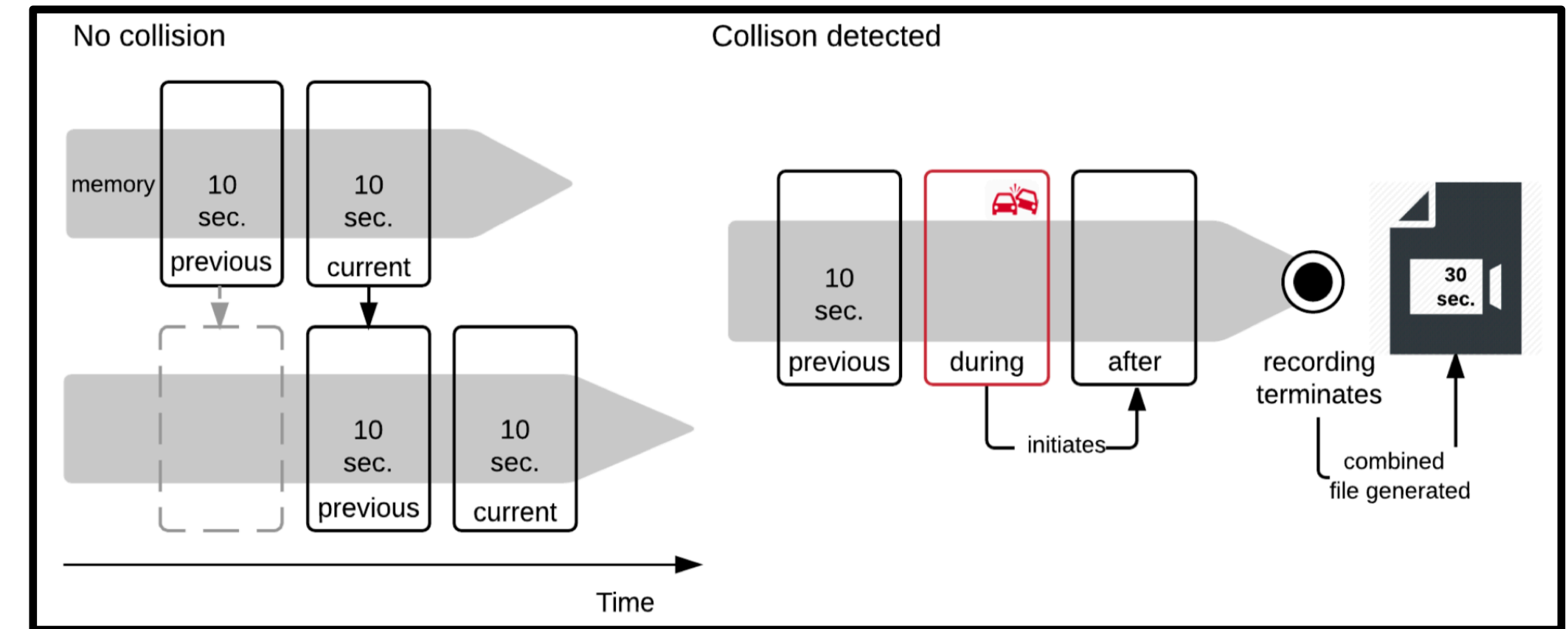
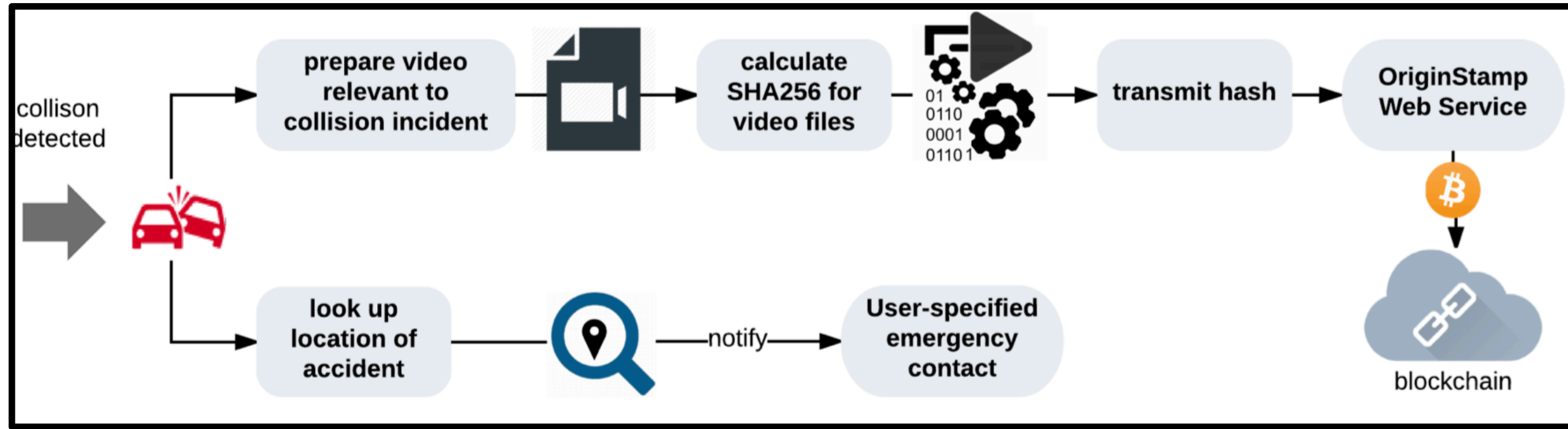
PRIVACY



Algoritmo di Vision Computing (AI) per solo riconoscimento TARGHE

Estrazione della stringa alfanumerica ed oscuramento del restante scenario

VIDEO INTEGRITY SOLUTION



Algoritmo Blockchain Timestamping

*Per attribuire valore probatorio a quanto ripreso
in relazione alla relativa collisione*

CONNECTIVITY STANDARDS PER ST[®]

**CONNECTIVITY
STANDARDS
ATTUALI**



**CONNECTIVITY
STANDARDS
OTTIMALI**

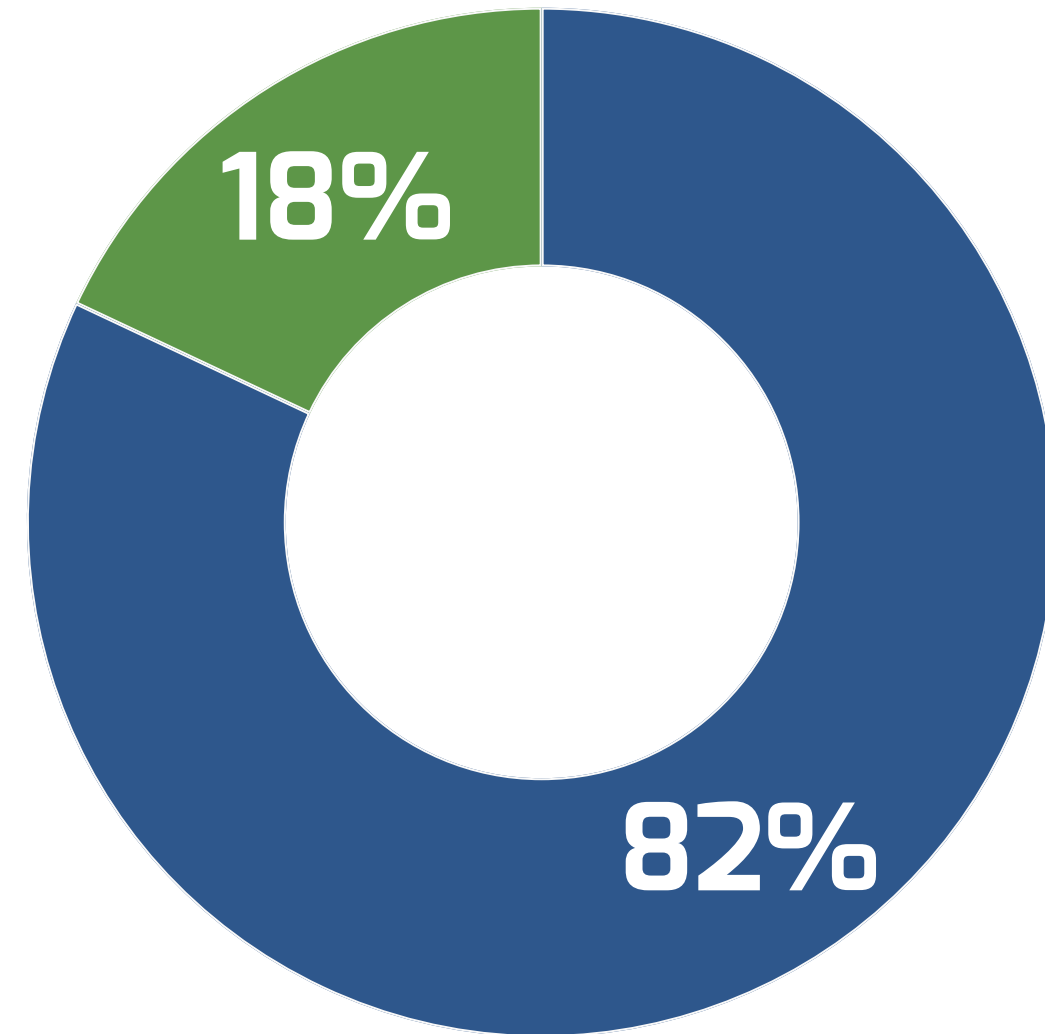


LOW LATENCY

**RIGHT
BANDWIDTH
FOR
TELEMATICS**

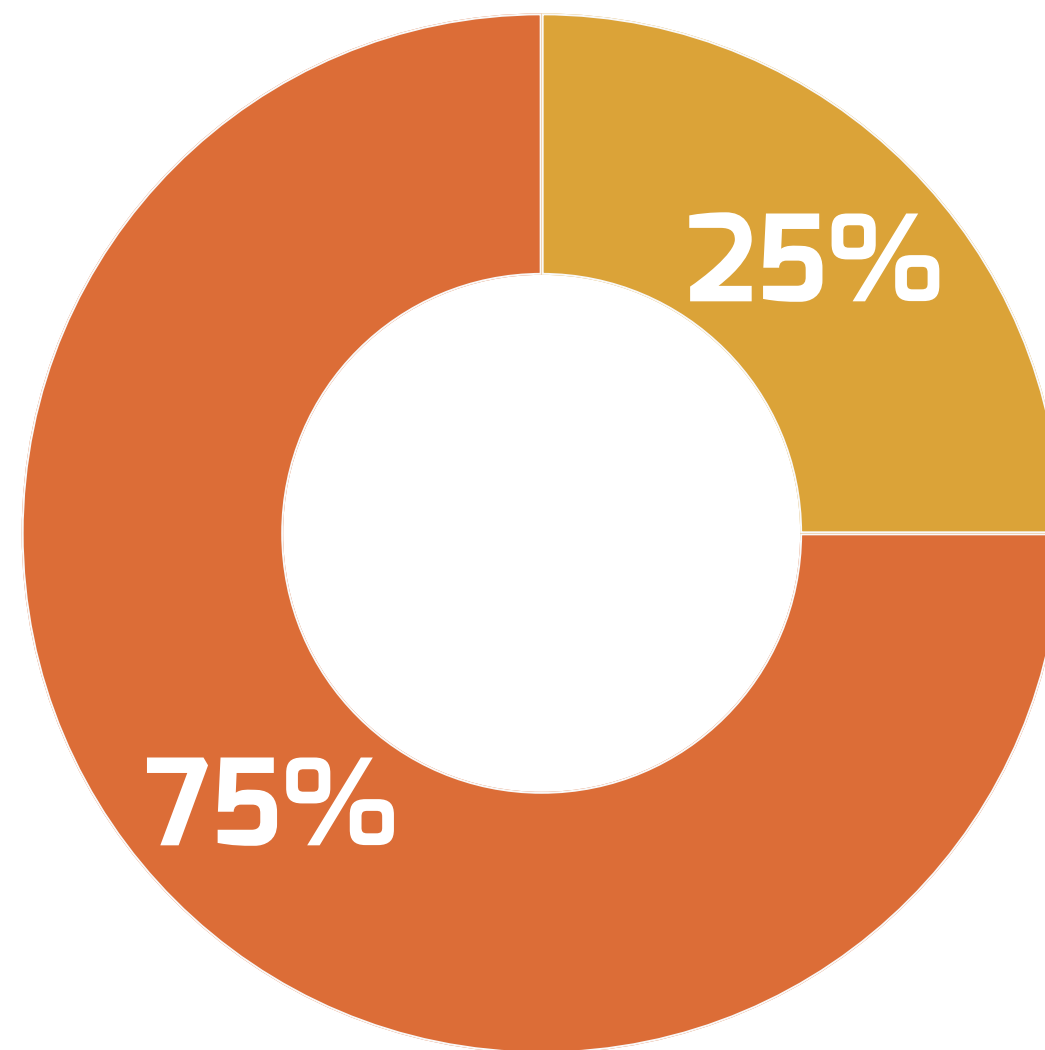
**BATTERY
OPTIMIZATION**

PROBLEM VALIDATION



●

**VEICOLO RITROVATO
DANNEGGIATO SENZA
RIUSCIRE AD INDIVIDUARE
IL COLPEVOLE**



●

**PIÙ CONTROLLO SUI VEICOLI
TRAMITE VIDEOCAMERE,
SENSORI E
CONTROLLO REMOTO
QUANDO SI È ASSENTI**



MARKET & TRENDS



€ 196B

Mercato Mondiale Sinistri



€ 79B

Mercato Mondiale Sinistri
(parcheggio)



€ 720Mln

Mercato Italiano
Sinistri
(parcheggio)

Fonte: PwC

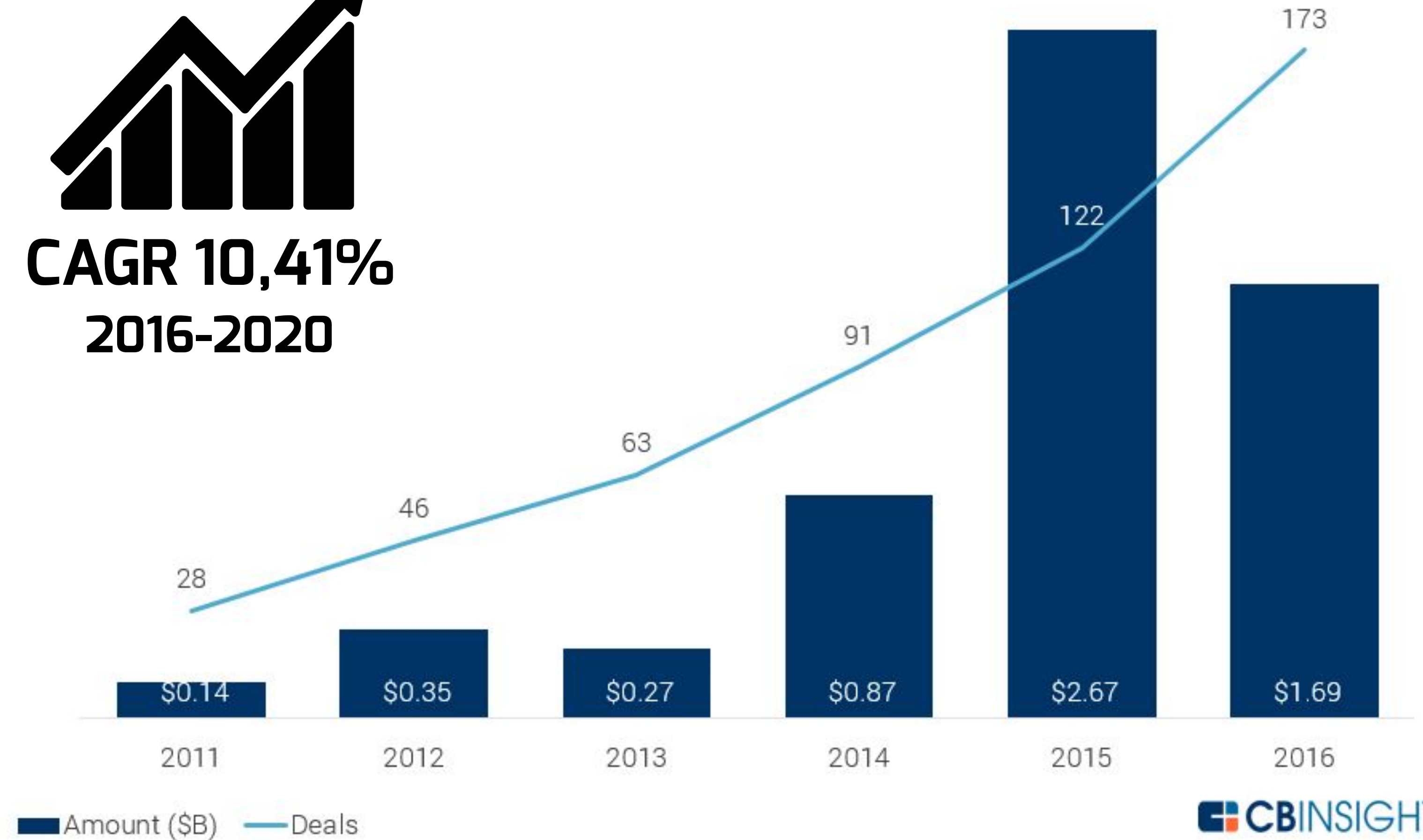


INSURANCE TECH ANNUAL FINANCING TREND

2011 - 2016

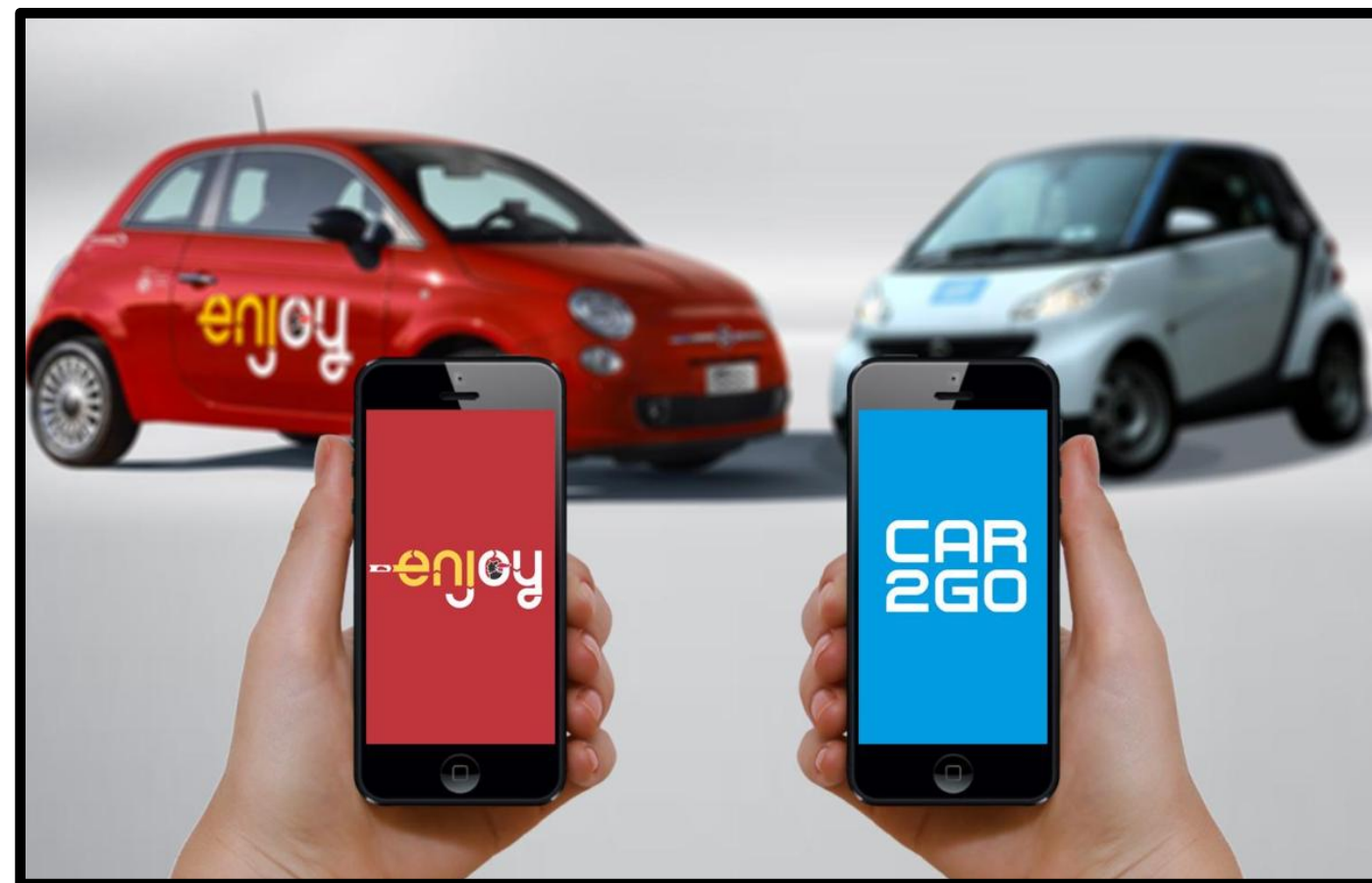


CAGR 10,41%
2016-2020



CBINSIGHTS

TARGET CONSUMERS



Car-Sharing Companies



Numero di veicoli
censiti da OSM

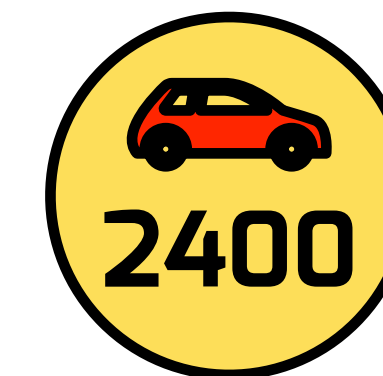
Fonte: Osservatorio Sharing Mobility



Insurance Companies



Car Rental Companies



Numero in media
di veicoli per singola
compagnia

Fonte: Il Sole24

PARTNERSHIPS



Google Cloud Platform

Artificial Intelligence



Network Provider



IoT & Blockchain



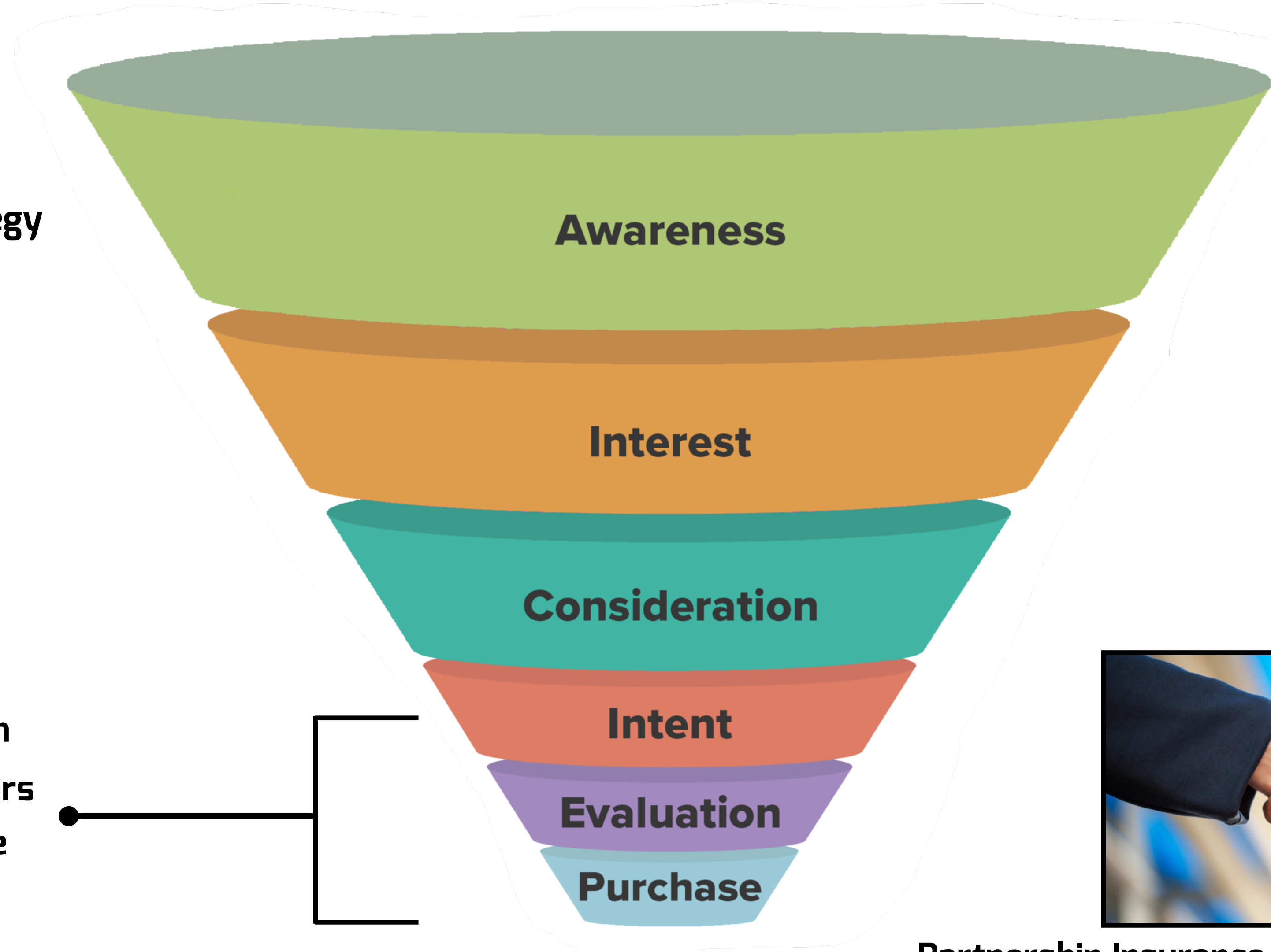
Commercial

GO-TO-MARKET

Linkedin Ads Campaign
VideoDemo Content Strategy



Partecipazione
Eventi/Summit Insurtech
Beta-Testing Early Adopters
Pre-Order Offline/Online

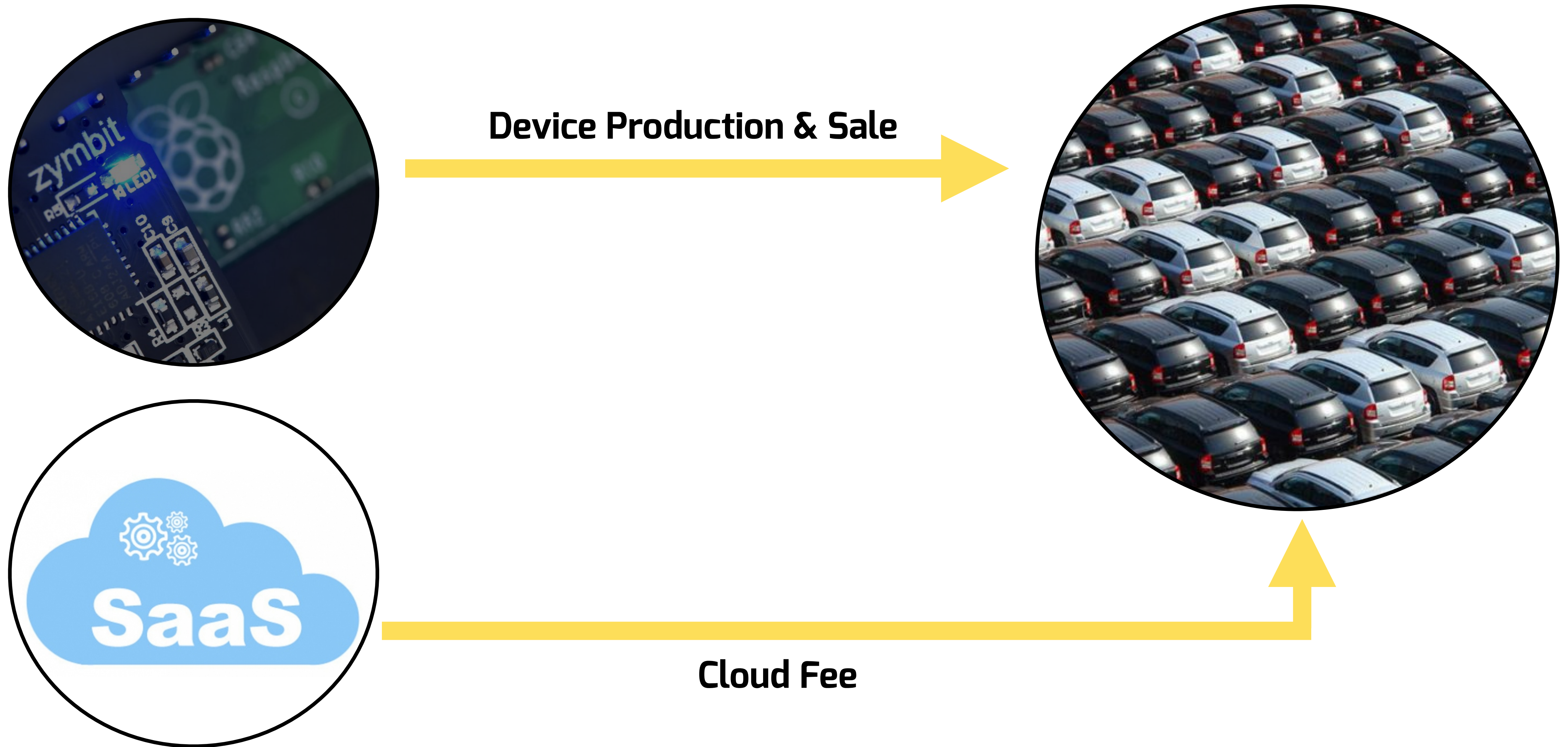


Online Marketing



Partnership Insurance/Car Sharing/Rental Companies

BUSINESS MODEL

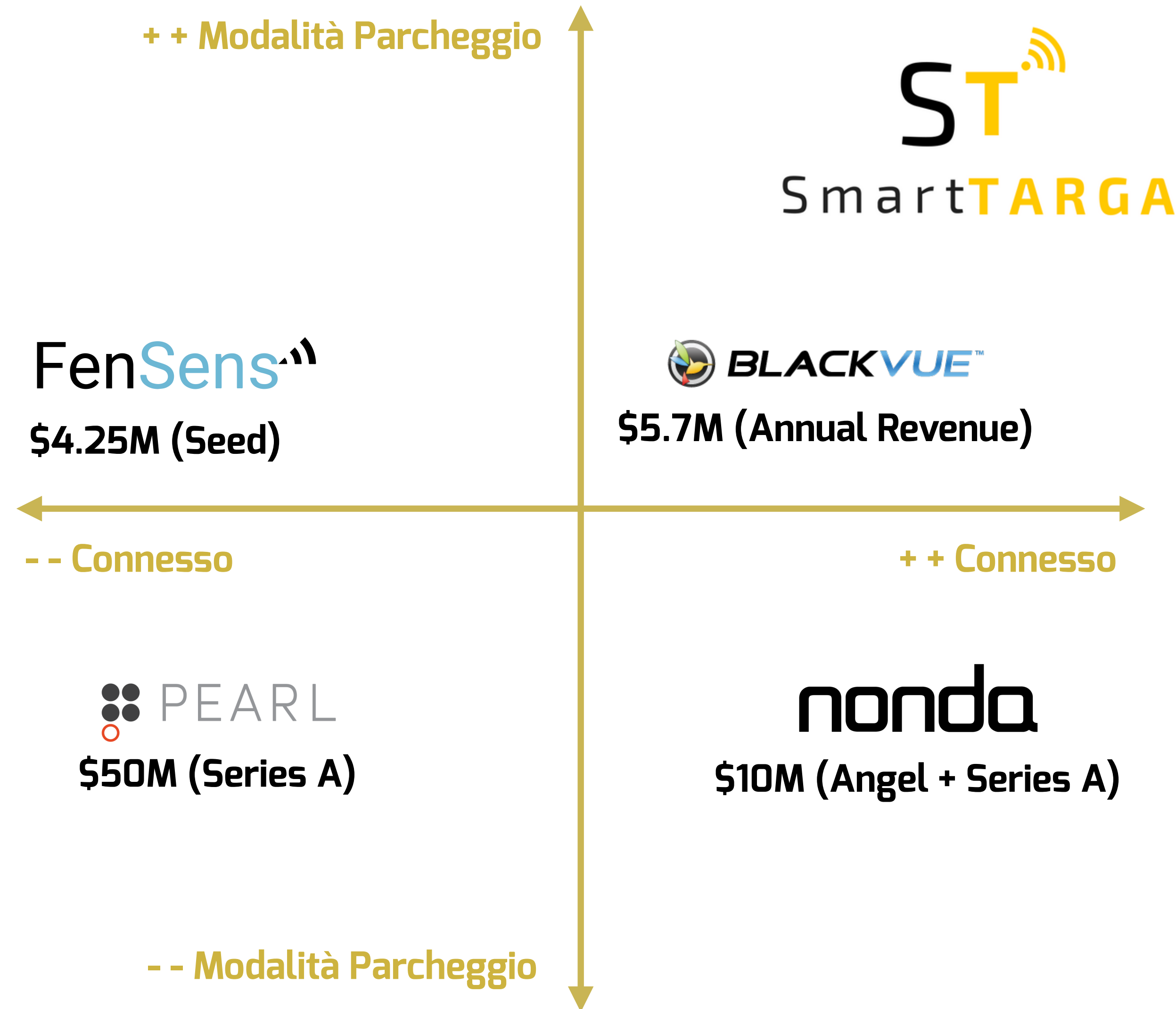


REVENUE MODEL

B2B

Vendita	Noleggio
159/199€	24 Mesi - 10€/Mese
Gratis	10% su ogni unità montata
Cloud Services (SaaS)	Cloud Services (SaaS)

COMPETITORS



UNIQUE VALUE PROPOSITION

A differenza dei suoi competitors



Vuole proporsi come soluzione validata e con fini probatori al “danno da parcheggio” ed a tutte quelle situazioni dalla difficile individuazione di responsabilità, identificandone efficacemente il colpevole.

**EVENTS
CAPTURE**

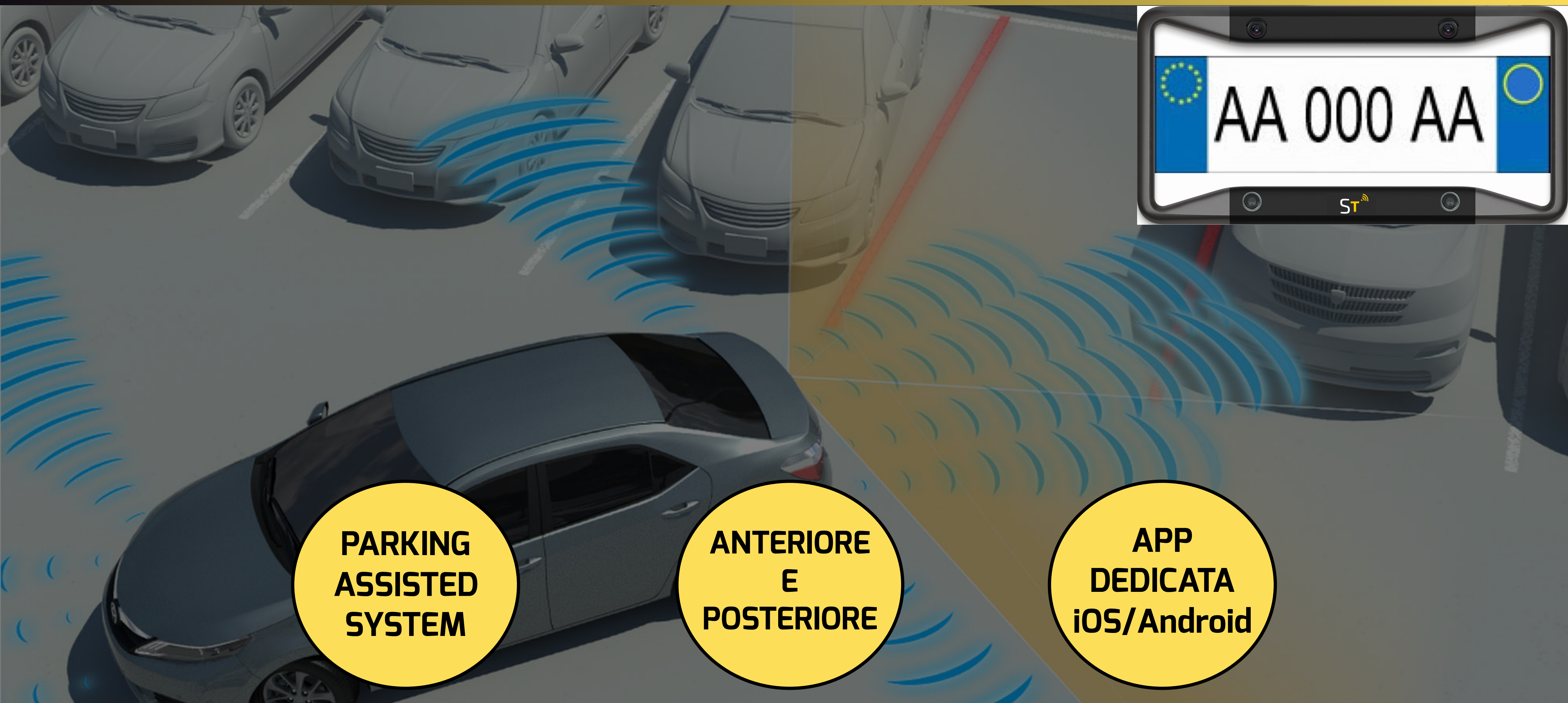
**LOW
ENERGY
MODE**

**EVENTS
REAL-TIME
NOTIFICATION**

**DASHCAMS
AS
TOMTOM?**



ST[®] É ANCHE



**PARKING
ASSISTED
SYSTEM**

**ANTERIORE
E
POSTERIORE**

**APP
DEDICATA
iOS/Android**



TEAM



Fabio Pulieri
CFO
Economics Degree
+9 Years Risk Controller @BCC
+2 KPMG



Maria Vivenzio
Web/UX Expert



Alessandro Carucci
CEO & Founder
Electronic Engineer
+5 Years
IoT & Cloud Development



CLO
Chief Legal Officer



Abhijeet Thool
Head of Software Team
Software Engineer
AI/Blockchain Specialist
+13 Years
IBM/AT&T/UPS

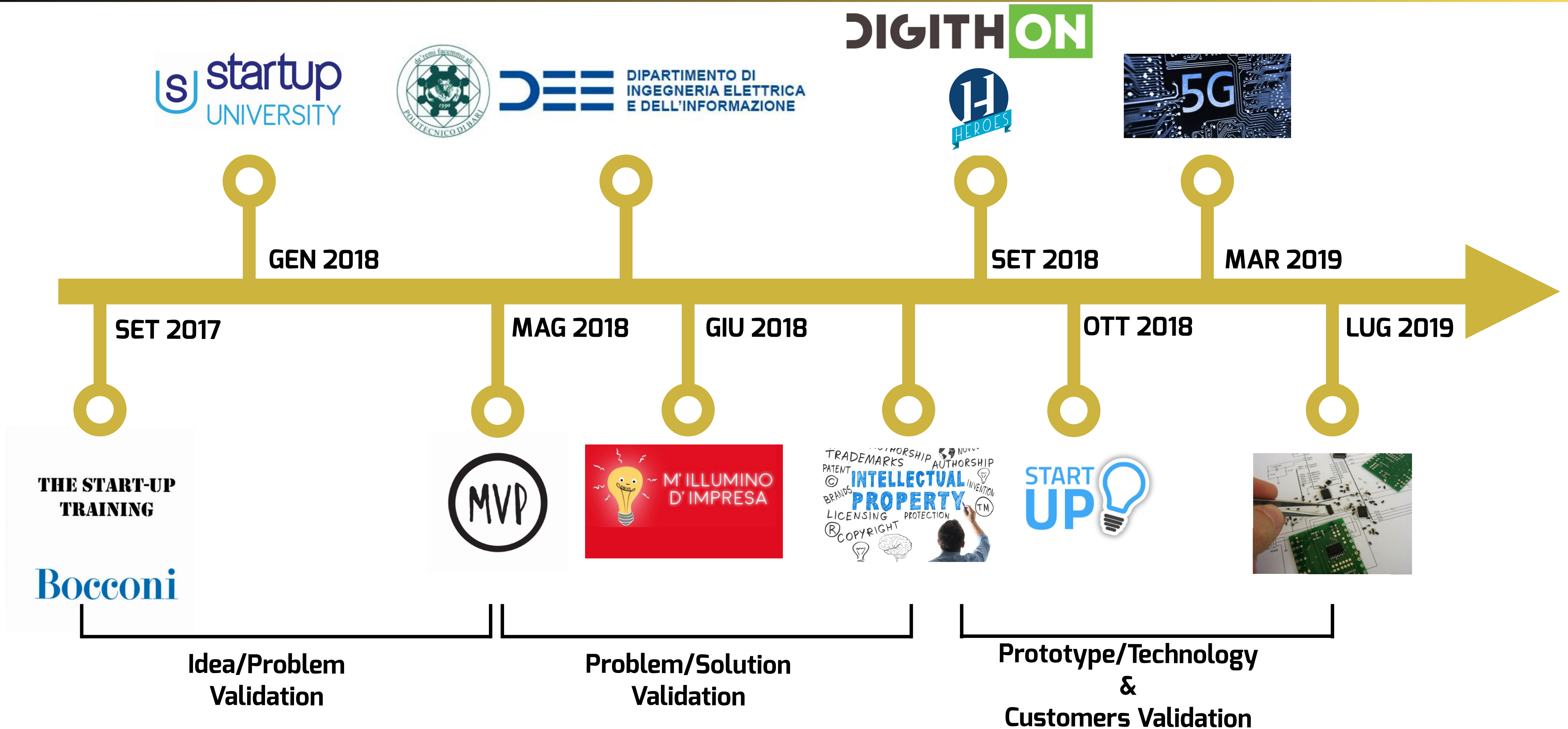


Insurance Expert



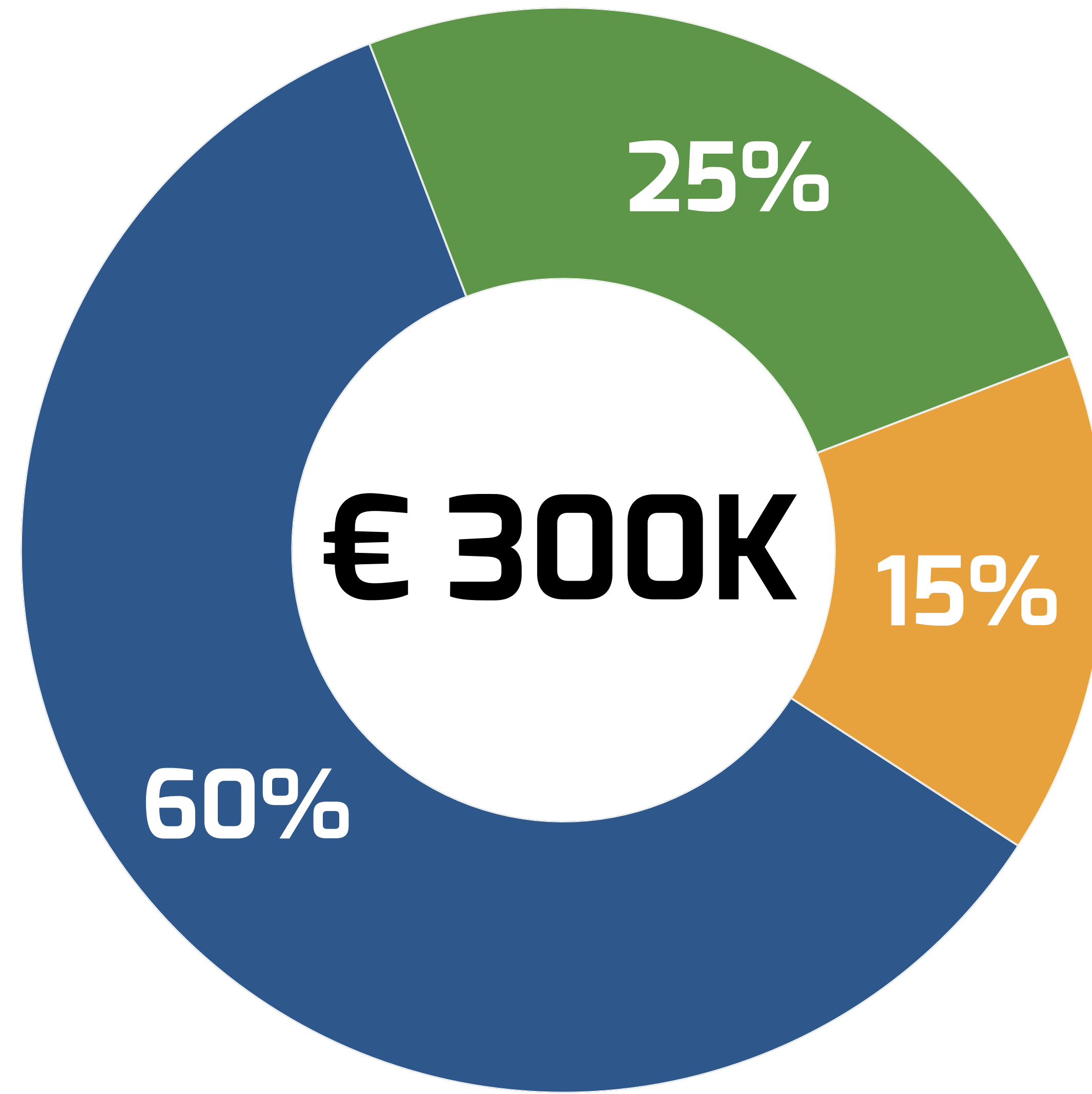
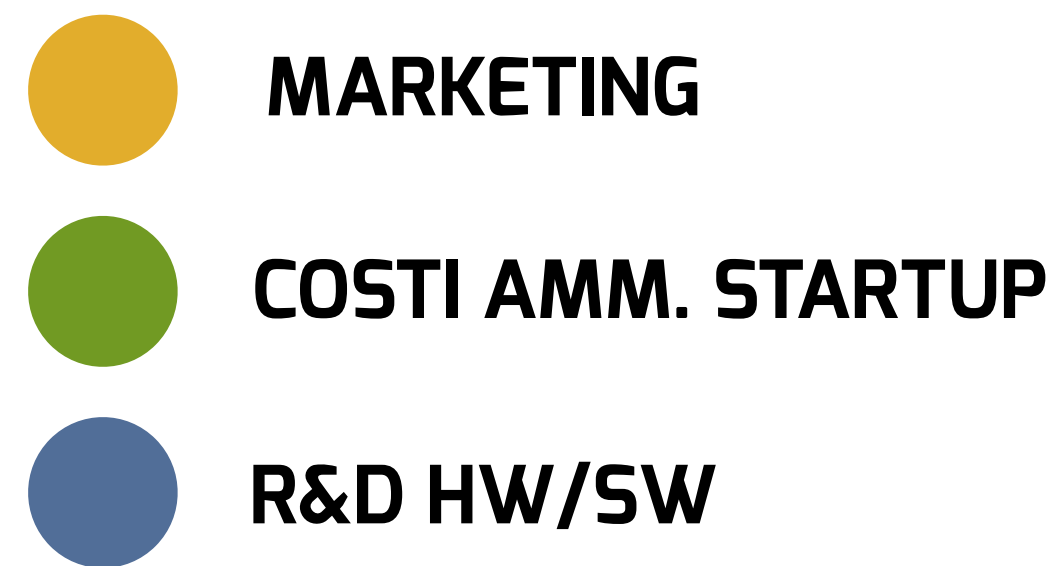
Francesco De Pasquale
CTO
Automation Engineer
+7 Years
Industrial Hardware Development

ROADMAP



FINANCIAL NEEDS

12 Mesi
Equity 20%



PERCHÉ INVESTIRE IN ST[®]

**TEAM
SKILLATO
MOTIVATO**

**MERCATO
GRANDE
TRENDS ↑**

**SMART
&
HIGH FOCUSED
SOLUTION**

**MOBILITY
INTELLIGENT
VIDEO
SURVEILLANCE
SOLUTION**



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