

DeedTM

PITCH DECK

DEED CEO & CO-FOUNDER
EDOARDO PARINI





A NOVEL WEARABLE ERA, TO CREATE
THE PERFECT SMART PLATFORM
BETWEEN HUMAN & DIGITAL



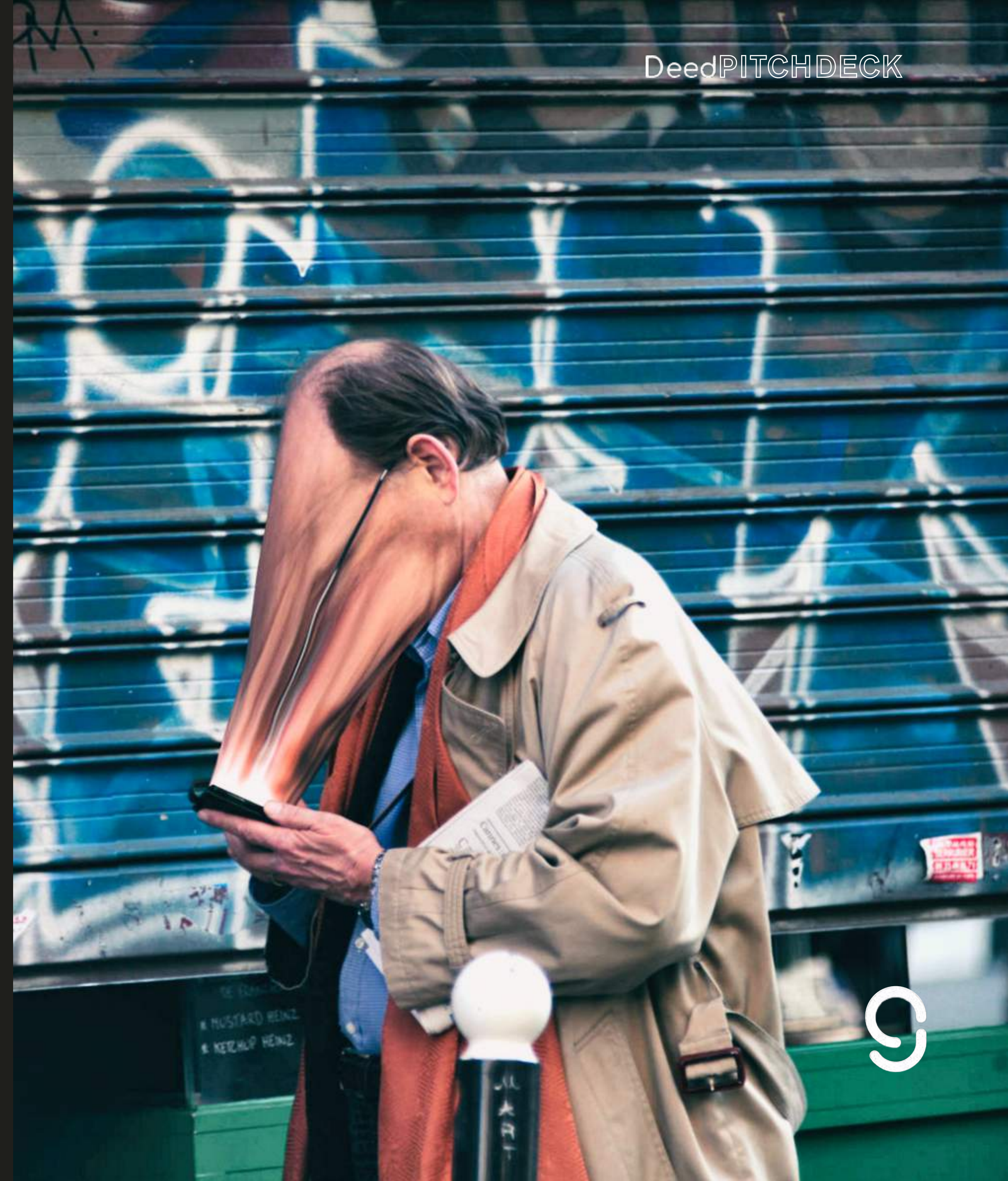
```
function setup() {  
  systemIntegrator;  
}
```



PROBLEM

We developed a wrong behavior.
Strong addiction to mobile screens.
Always the same interactions and ux.

11 HOURS
140 CHECKS
6.000 TOUCHES



THE NEW COMMUNICATION ICON



Screen-less.
Less technology.
Faster interactions.

get™



SOLUTION **SOUND**

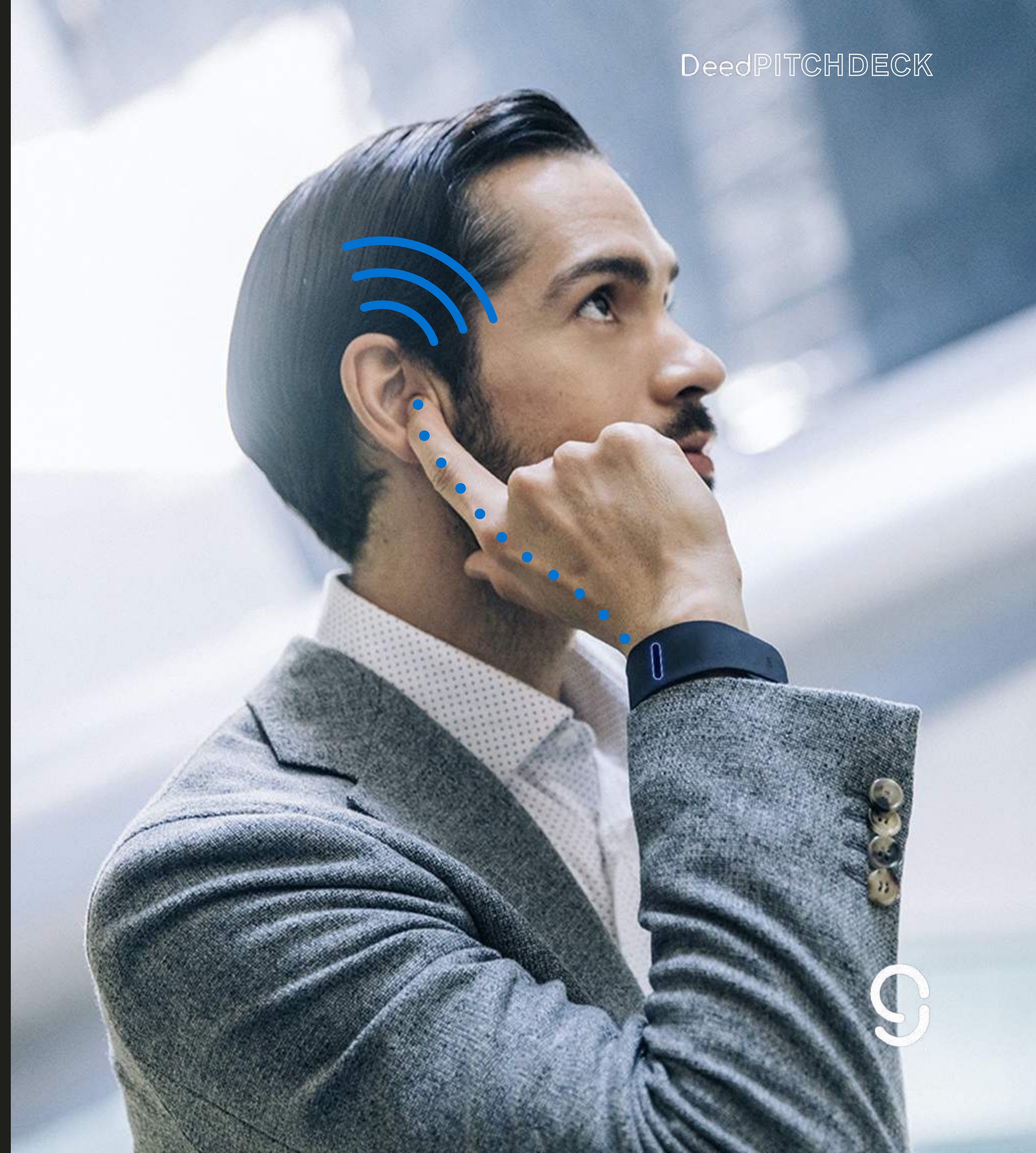
New user experience.

Bone sound transmission.

No headphone & no speaker.



SAFE
FAST
PERSONAL



SOLUTION **BIOMETRIC**

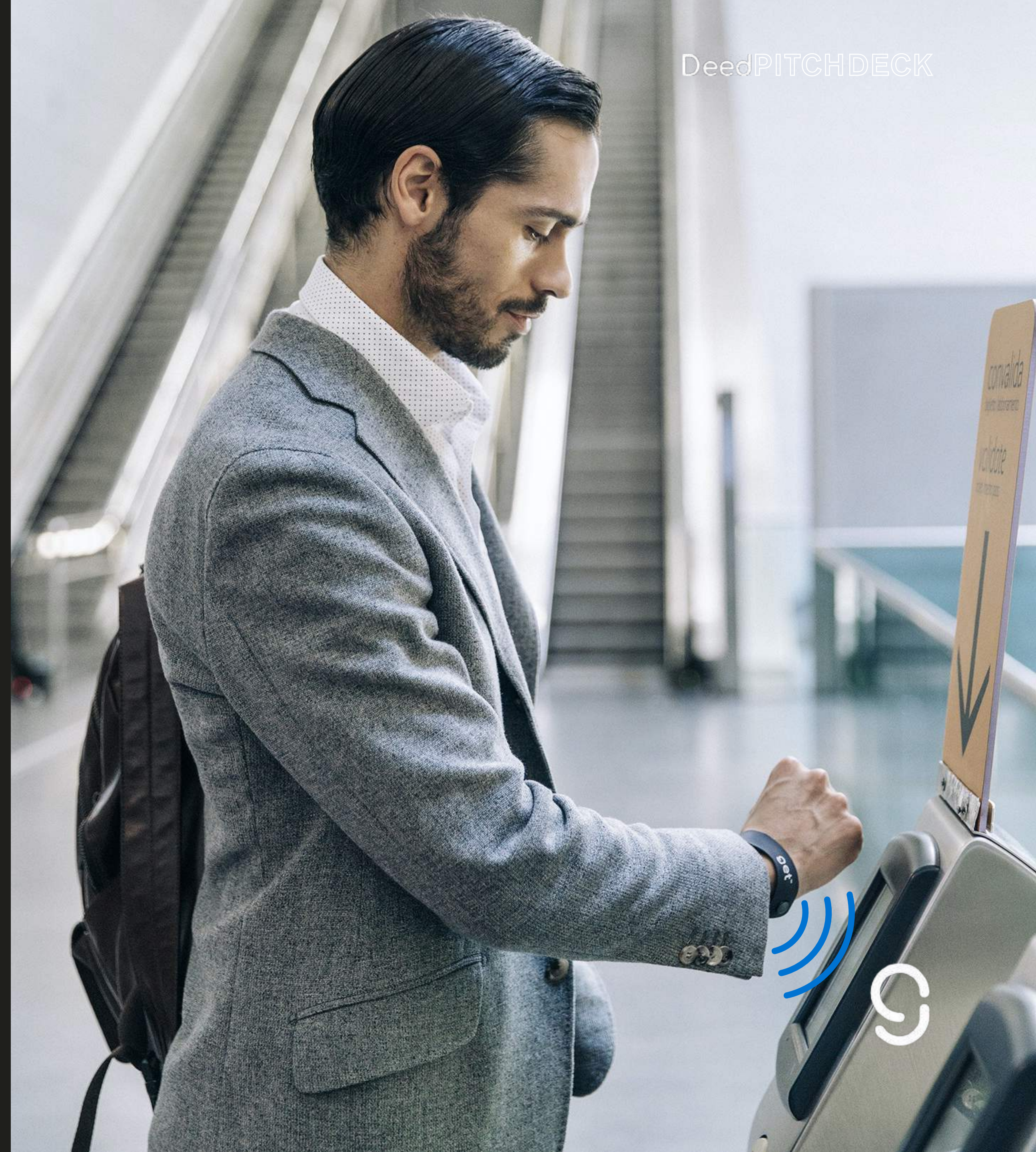
ECG or fingerprint recognition.

Strong authentication.

Unfasten detection.



BIOMETRICS PARAMETERS
AUTOMATIZED LOCK & UNLOCK
LOGIN ON MOBILE APP



SOLUTION **PAYMENTS**



NANO CHIP



BIOMETRICS AUTHENTICATION

SAFETY C-LESS TRANSACTION
SECURE & FAST PAYMENTS
CARD PAUSE-ACTIVE STATUS



SOLUTION **FITNESS**

Heart beat.

Sleep monitoring.

Calories lost & steps counter.



FALL DETECTION, SOS ALERT
HYPOALLERGENIC, WATERPROOF
10 METERS



Get *design*

A futuristic, dark-colored device, possibly a smartwatch or a small portable device, is shown in a dynamic pose as if it's being thrown or is falling into water. The device has a sleek, rounded design with a prominent glowing blue horizontal slot on its front face. A small green light is visible on the side of the device. The background is dark, and the water splashes are captured in high detail, creating a sense of motion and immersion.

HI-TECH MATERIALS
WELDING PROCESS
ENVIRONMENTAL FRIENDLY

*PROTOTYPES IN THE PICTURE



Get*design*

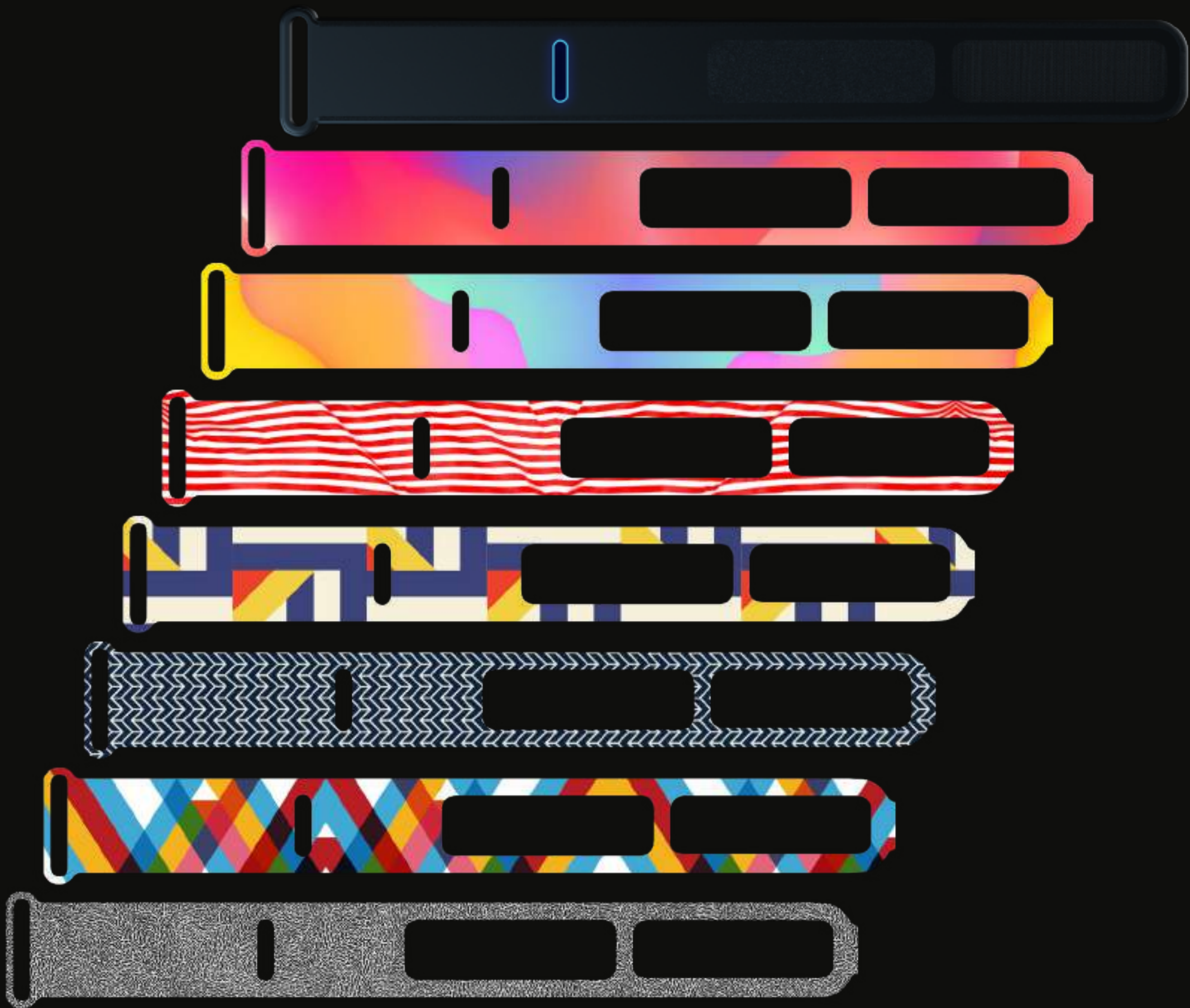
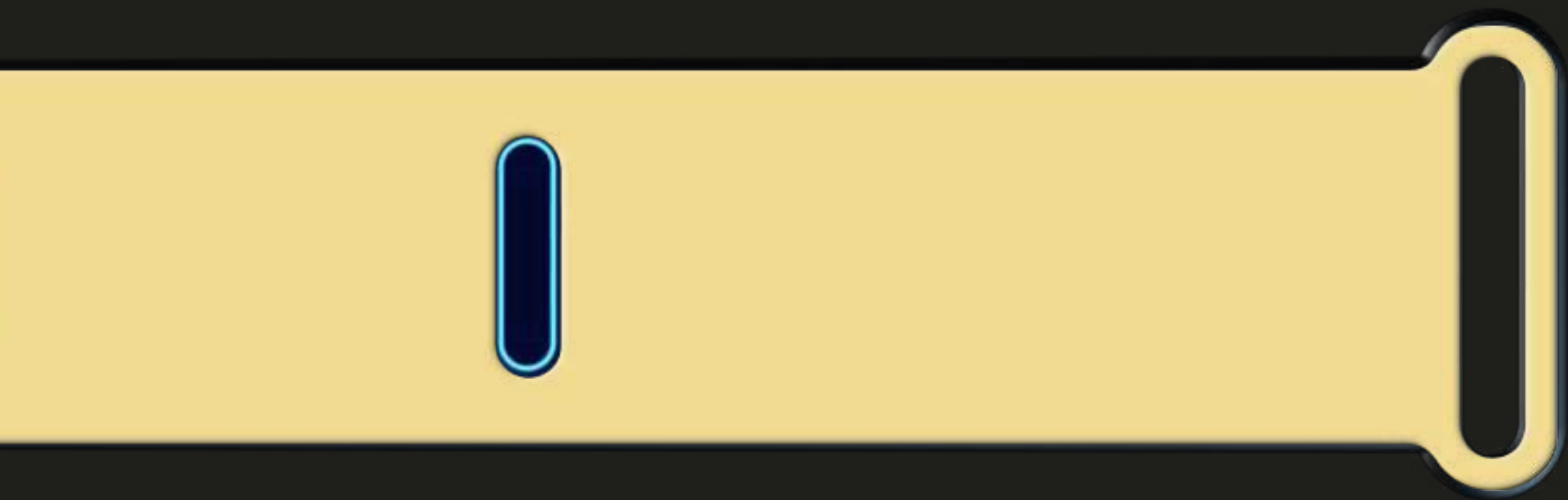
Graphic design



Satin colors



Primary colors



COVER CUSTOMIZATION

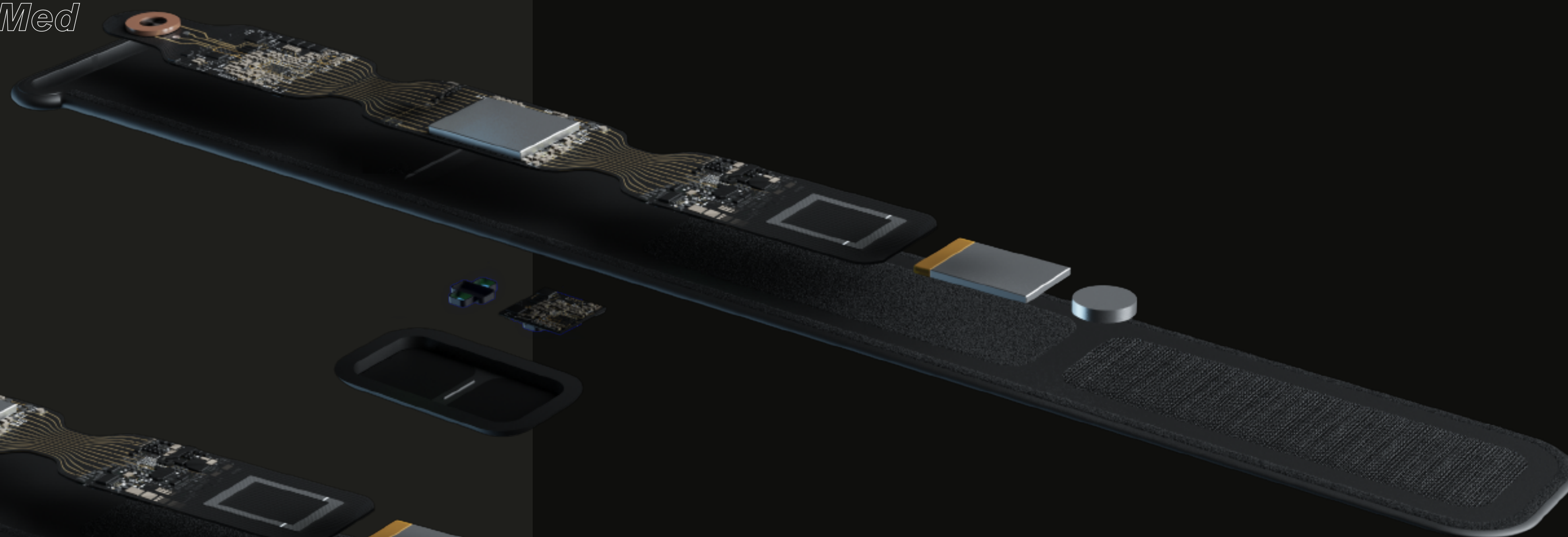
*PROTOTYPE IN THE PICTURE



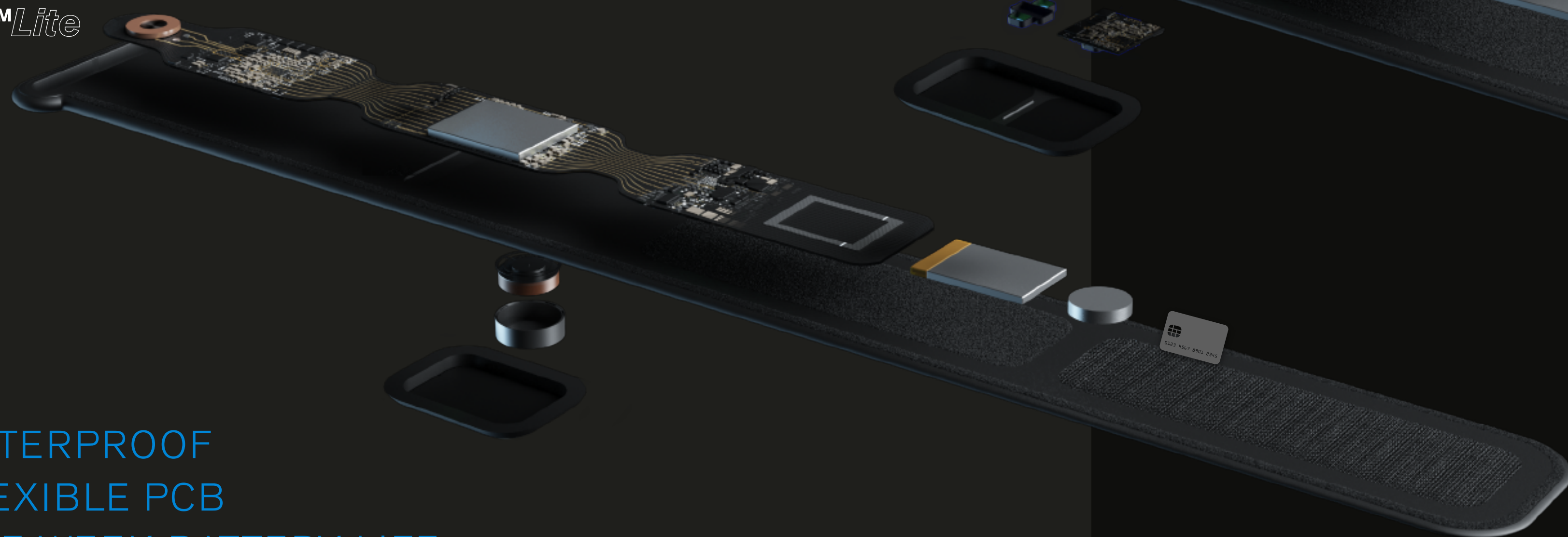
Get*design*

Products *Portfolio*

Get™*Med*
TRL 3



Get™*Lite*
TRL 6



WATERPROOF
FLEXIBLE PCB
ONE WEEK BATTERY LIFE

*PROTOTYPE IN PHOTO - Components sizes to use only for references

> **CLICK TO SEE** DESIGN VIDEO



Technical features & components

Get™*Lite*

- Bone conduction
- User strong authentication
- Fingerprint
- Gestures recognition
- Sleep monitoring
- Stress detection
- Fall detection
- Haptic & optic feedback
- Noise cancelling
- RFID/NFC
- Payment
- Bluetooth 5.0
- Wi-Fi
- GPS

Get™*Med*

- User strong authentication
- ECG Electrocardiogram
- Blood oxygen
- Body temperature
- Gestures recognition
- Sleep monitoring
- Stress detection
- Fall detection
- Speakers
- Haptic & optic feedback
- RFID/NFC
- Bluetooth 5.0
- Wi-Fi
- GPS

DATA

- AI
- Blockchain
- Neural network
- Cloud computing
- Data analysis

PLUS

- Waterproof
- Hypoallergenic
- Flexible pcb
- Flexible battery



Product Development

2020

INDUSTRIALIZATION PRODUCT
FINAL PROTOTYPE

8.000

PCS

2019

14 PROTOTYPES REALISED
R&D

100

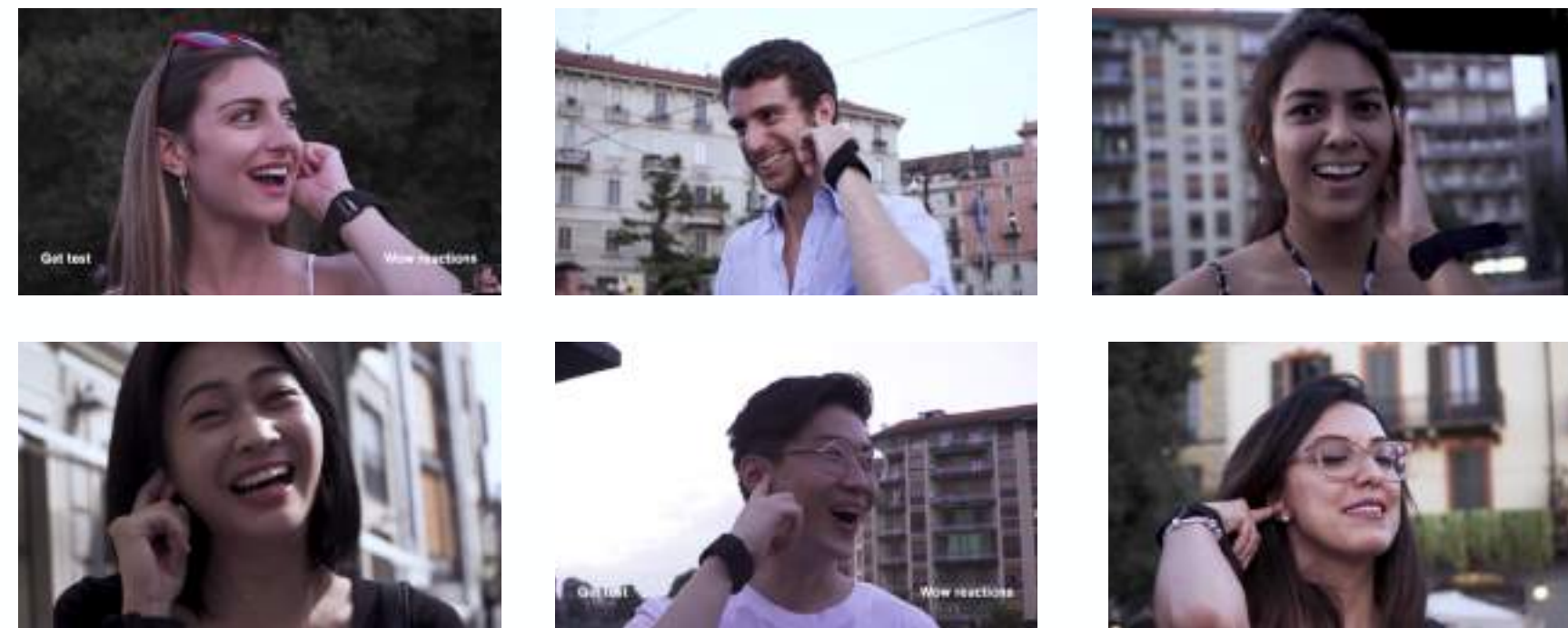
PCS

HEADQUARTER
TURIN
I3P



Reaction

WOW
EFFECT



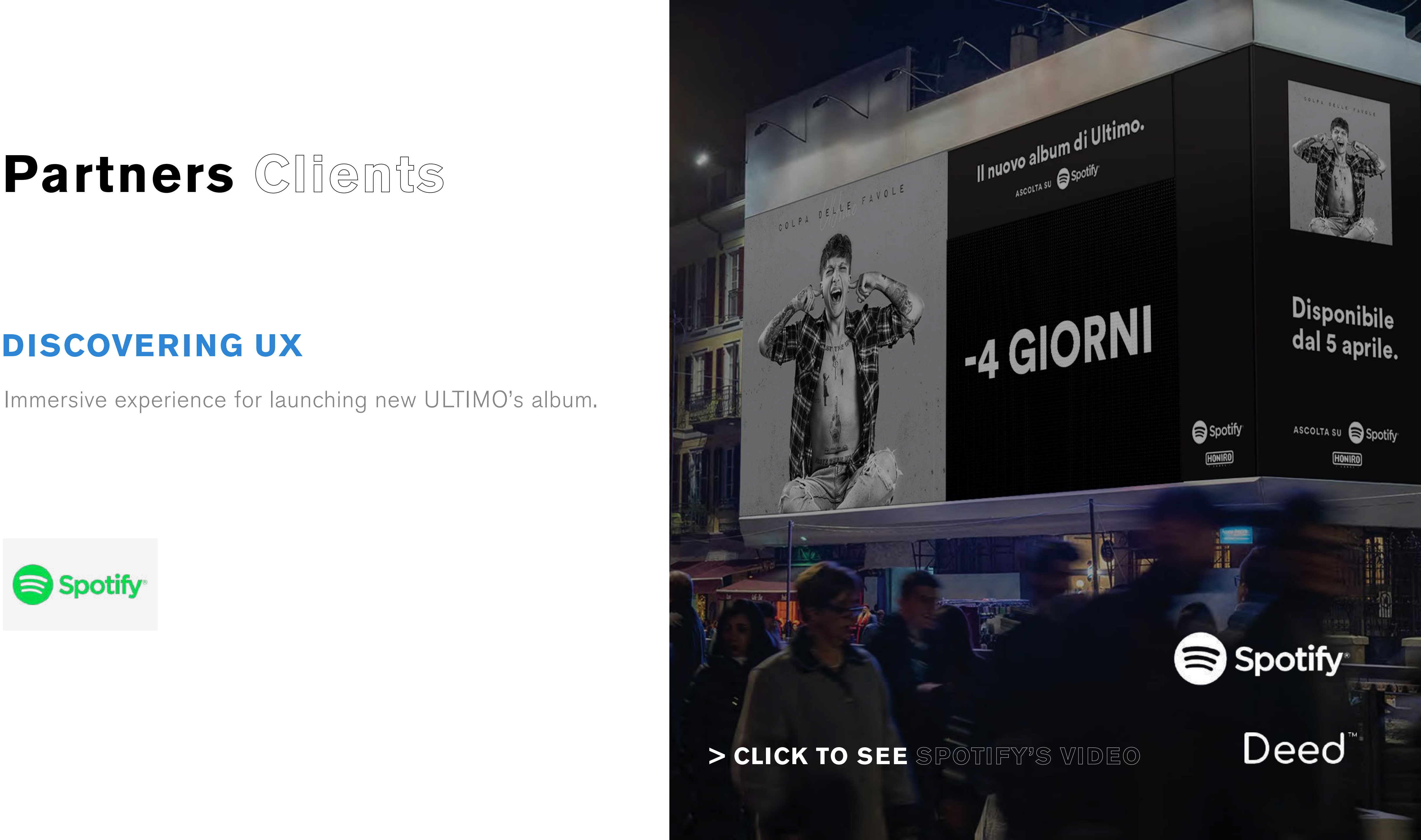
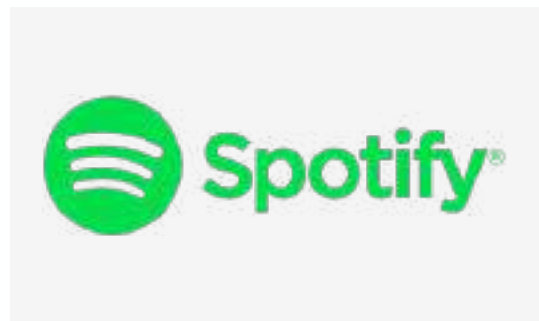
REACTION VIDEO



Partners Clients

DISCOVERING UX

Immersive experience for launching new ULTIMO's album.

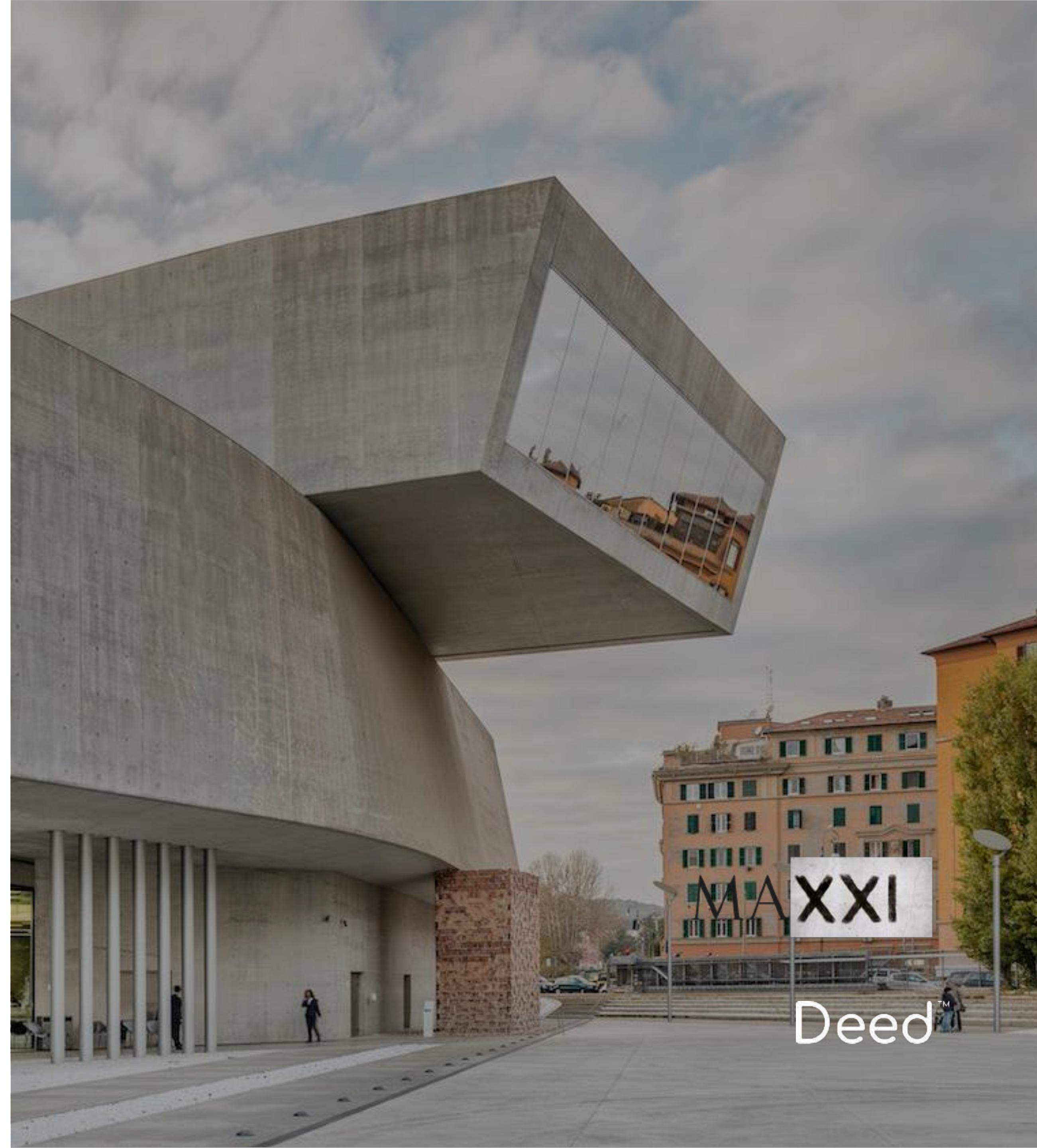


> **CLICK TO SEE** SPOTIFY'S VIDEO

Partners Clients

IMMERSIVE UX

Access & flow, data analysis experience for MAXXI's visitors.



Partners Clients

MOBILE APP

AUDIO GUIDE EXPERIENCE

DASHBOARD CONTROL



MAXXI



Mettimi
in tasca
e goditi
la mostra



Deed™

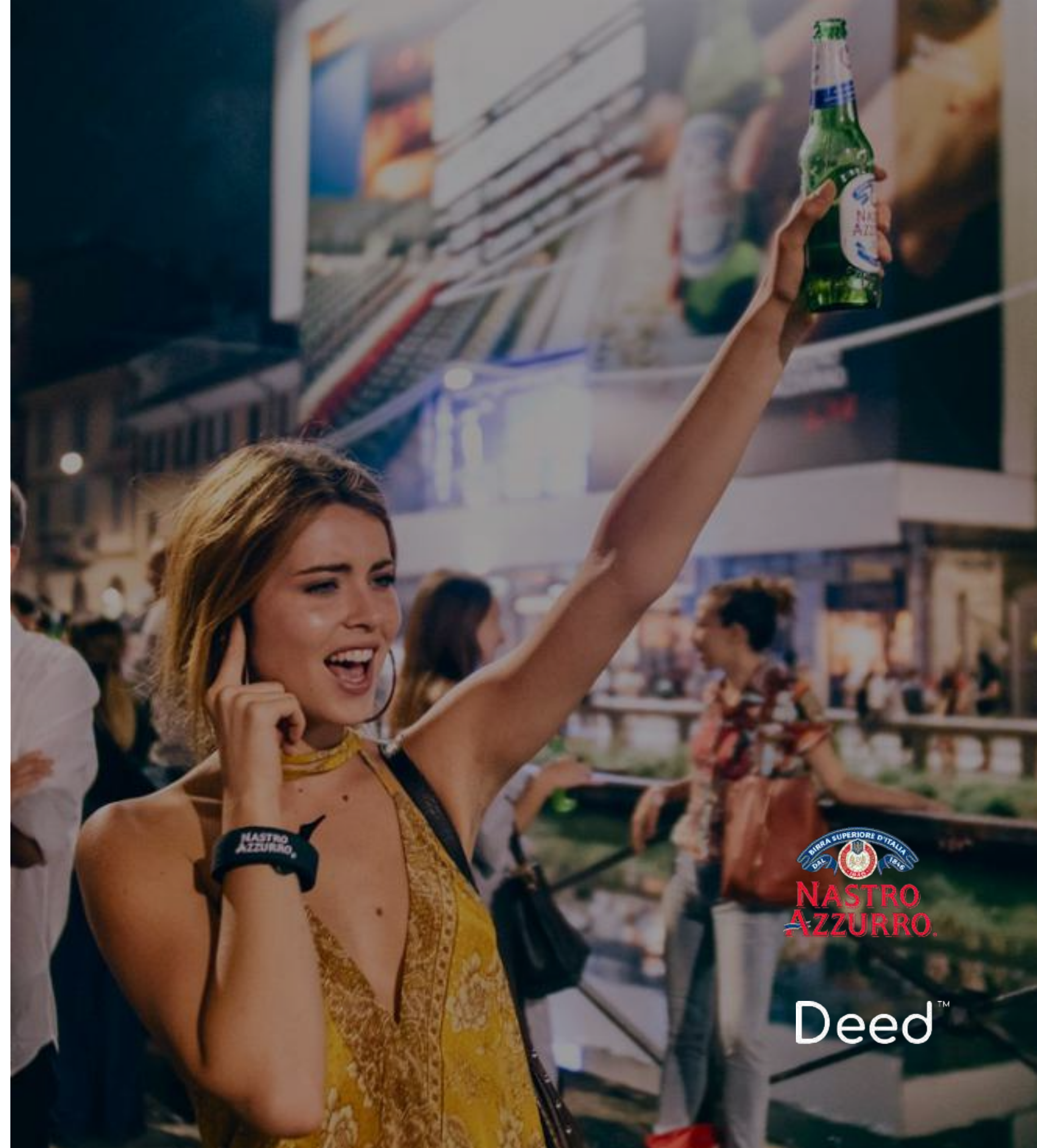
Partners Clients

SILENT DISCO UX

Live streaming app, platform for Nastro Azzurro.



Deed™



Partners Clients

MOBILE APP

LIVE STREAMING PLATFORM

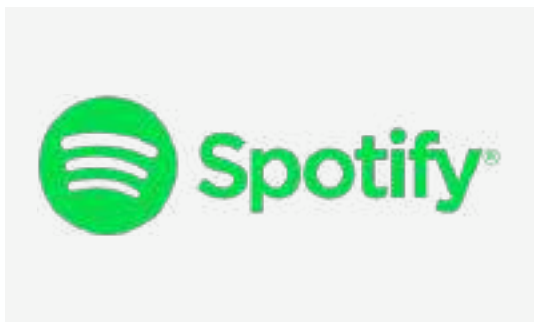
AUDIO PERFORMANCE





Partners Clients


KICKSTARTER BAKERS

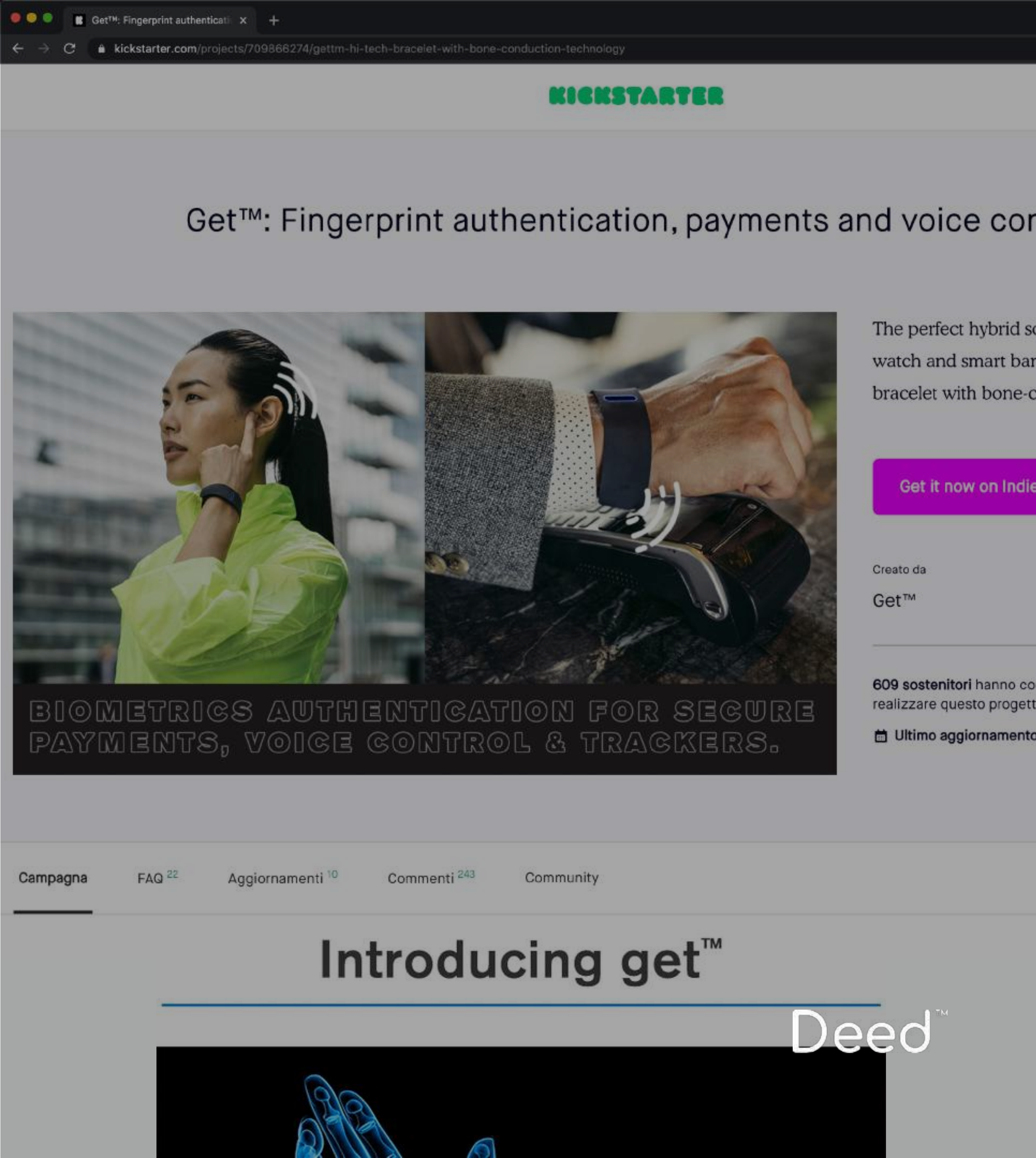
Crowdfunding campaign, more than 1K preorders.





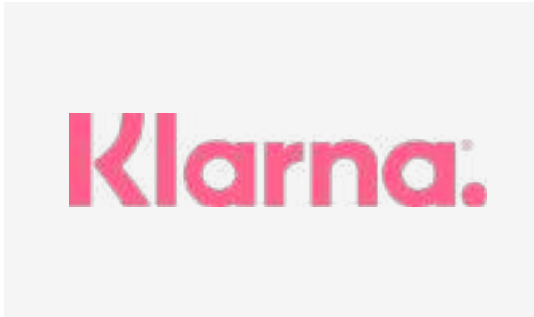






Next Clients

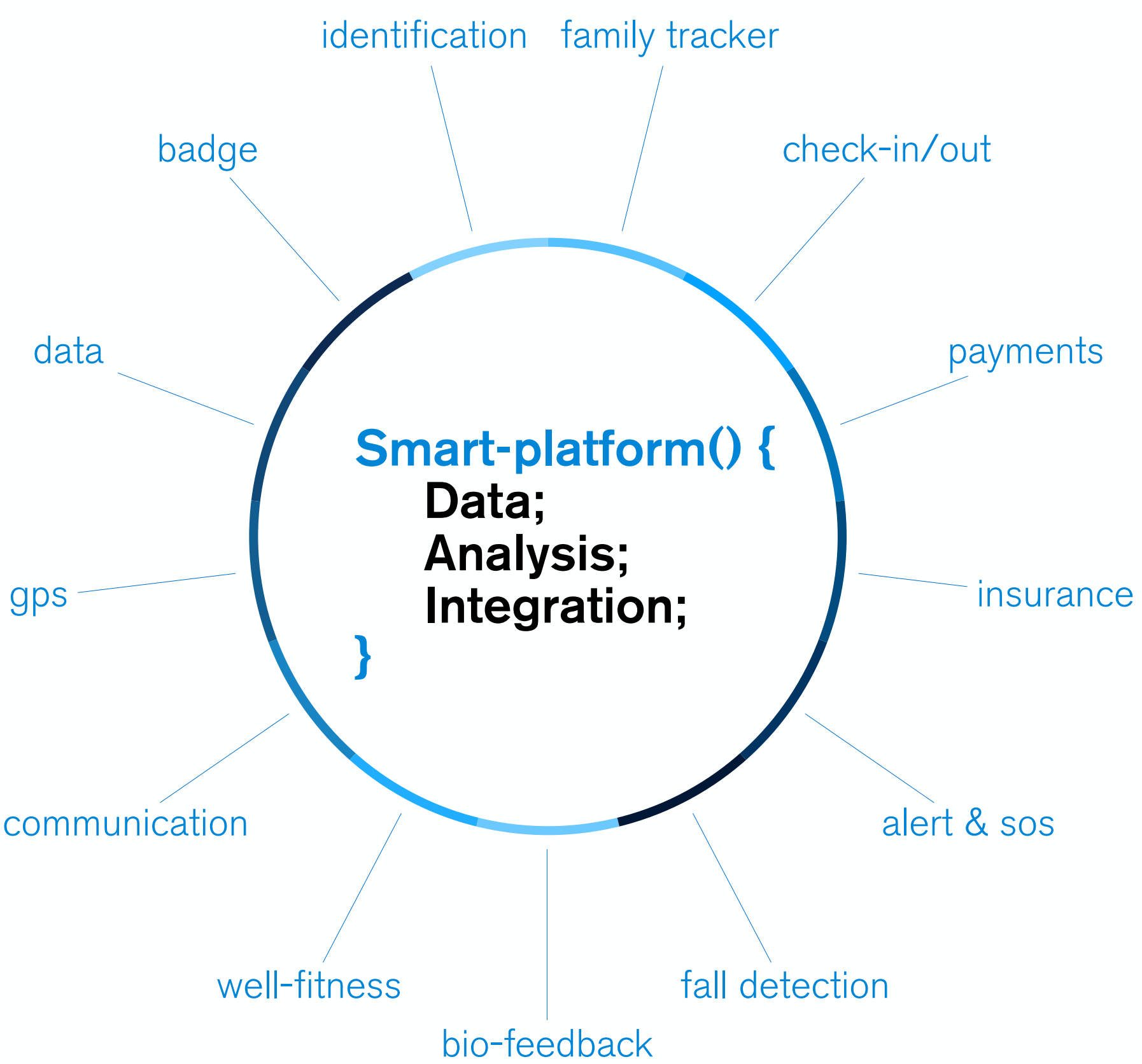
TELCO CROSS SELL
BANK PILOT
CRUISES PILOT
B2B 2021



PRE-ORDERS
FLASH SALES
E-COMMERCE
TEMPORARY SHOP
B2C 2020/2021



Ex Cruises

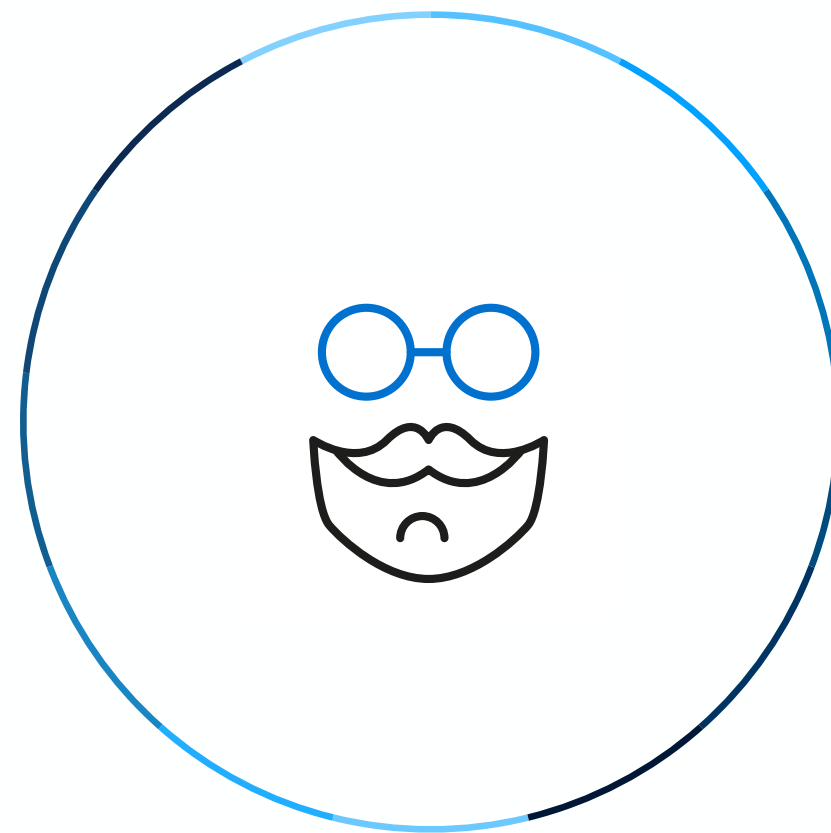


FEATURES & SERVICES

VERTICAL CLIENTS

- GYMS & SPORTING CLUB
- RESORTS & HOTELS
- AMUSEMENT PARC
- TOUR OPERATOR
- TRANSPORTATION
- FESTIVALS
- MUSEUMS
- LUXURY
- INSURANCE
- BANK
- TELCO

Target Audience B2C



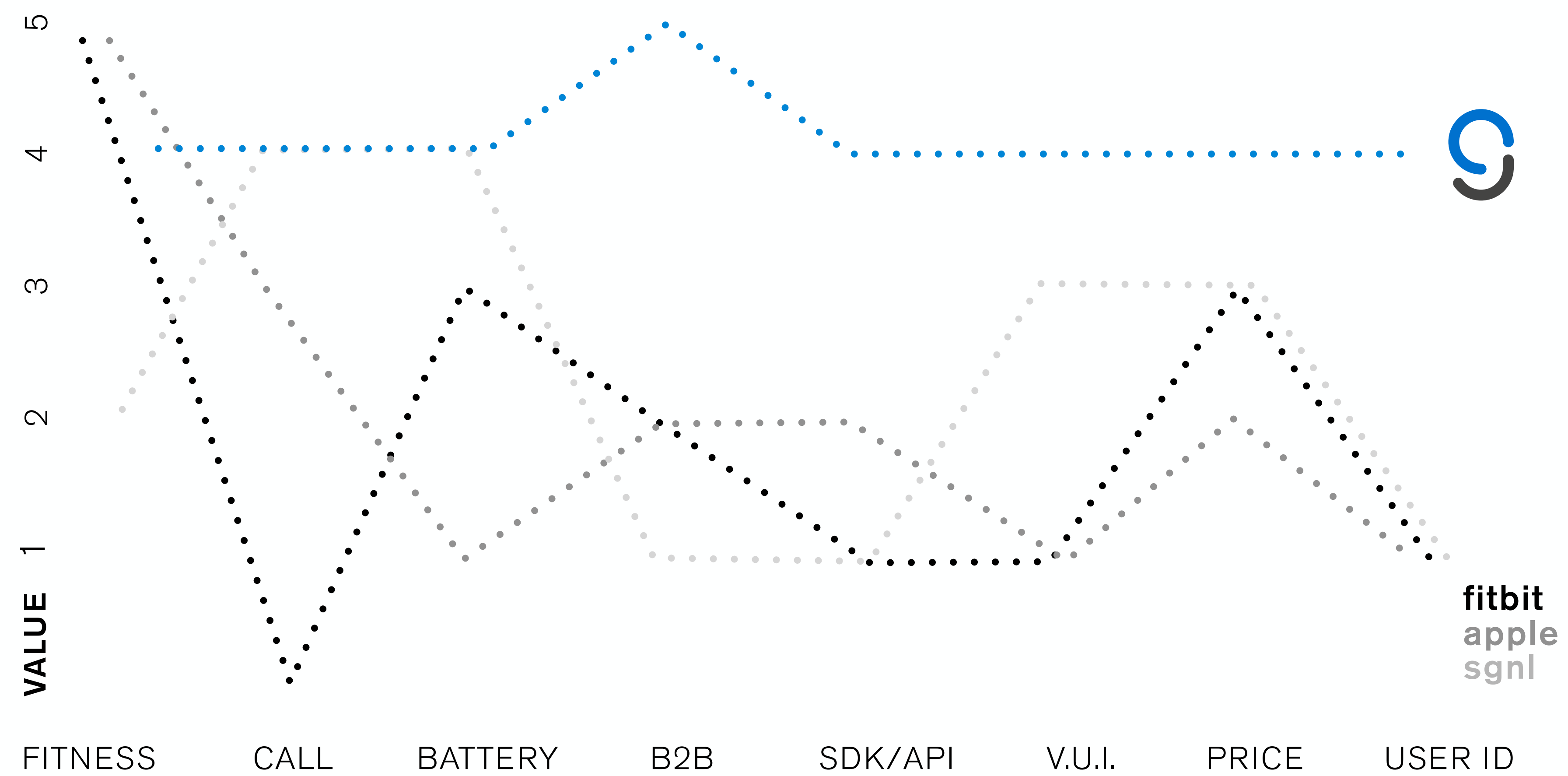
TARGET PERSONAS

TARGET

18 - 55 YEARS OLD
US & EUROPE
MIDDLE CLASS
URBAN AREAS
FREQUENTLY TRAVEL
LATEST TECHNOLOGY ADOPTERS
WELLNESS ADDICTED
HEALTH ENTHUSIASTS
WORKING PROFESSIONALS



Competitive differentiators



FEATURES



Future clients & potential partners

CROSS SELLING

B2B2C



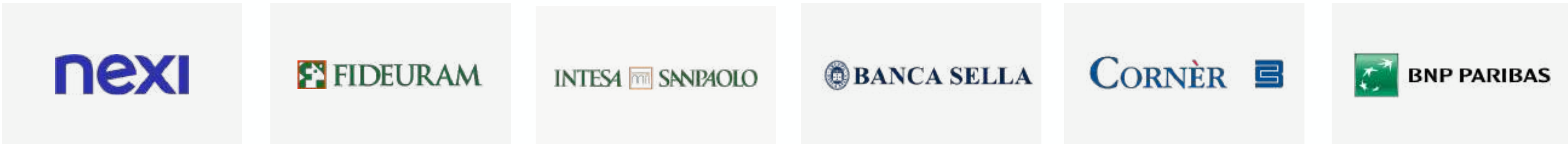
WHITE LABEL

B2B



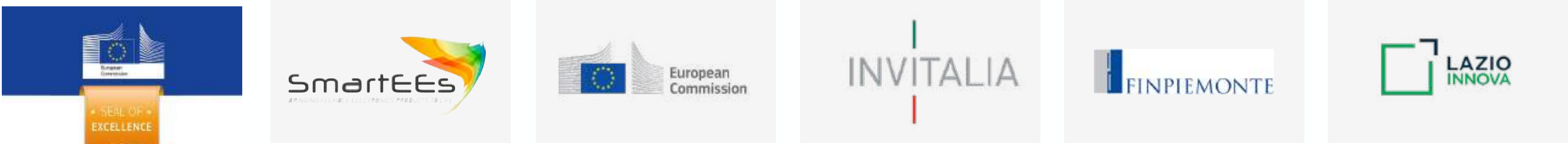
PILOT

EMPLOYES & CLIENTS



GRANTS

PUBLIC & PRIVATE



Revenue Model

B2B CUSTOMIZATION SERVICES

SOFTWARE CUSTOMIZATION
SERVICES CUSTOMIZATION
DATA ANALYSIS
BRACELET

SELL
LEASING
PEER TO PEER

B2C CONSUMER MARKET

BRACELET
ACCESSORIES
PAYMENTS FEE
DATA PROVIDER

60 % MARGIN
€250 MARKET PRICE

MARKET

REVENUE

Go-to-market Strategy

1ST YEAR

B2B

2018 & 2019
DEMO & P.O.C.

2ND SEMESTER 2020
CROSS SELLING
P.O.C. & PILOT
WHITE LABEL
NEW CLIENT

B2C

2ST SEMESTER 2019
CROWDFUNDING

2ND SEMESTER 2020
FLASH SALES
E-COMMERCE
AMAZON LAUNCH PAD
TEMPORARY STORES

5TH YEAR

GROWTH

STRONG DIGITAL MARKETING

EXPANDING OUR SALES TEAM

NEW GLOBAL PARTNERSHIP

Market Wearable Size & Growth

WORLD MARKET VALUE

42\$
BILLION 2019

WORLD GROWTH

> 210%
FROM 2015 TO 2020

SALES

453
MILION OF UNIT ON 2022

Get™ PENETRATION

> 0,2%
724.000 UNIT PAR YEAR

WEARABLE

43.6%
ON THE WRIST

Market Wearable Product Category

PRODUCT CATEGORY	SHIPMENTS 4Q19 - MLN	MARKET SHARE 4Q19 - MLN	YEAR-OVER-YEAR GROWTH
SMARTWATCH	17.6	20.9%	> 48.0%
WRISTBAND	19.2	22.7%	> 48.6%
EARWEAR	40.7	48.1%	> 242.4%
OTHER	7.1	8.4%	> 4.7%

SOURCES: IDC 2019

Global impact Strategy

2 R&D YEARS

WITHIN 2 YEARS

COMPANY ASSETS

- IP > **TRADE MARKS** ® 5 europe
- IP > **DESIGN** IDEA 1 within two months
- IP > **PATENT** IDEA PROCESS within six months
- IP > **PATENT** IDEA HARDWARE-BC within eight months
- IP > **PATENT** IDEA SOFTWARE within ten months

DATA > **BLOCK CHAIN & AI**

*no technicals info & results shared

INTERNATIONAL EXPANSION

IMPROVE COGNITIVE COMPUTING
DATA PROVIDER

Awards Prizes

AWARDS 2018 - 2019

TIMWCAP **winner**

IXL Boston **winner**

MAXXI **winner**

Myllenium Award **winner**

Invitalia & Mibact **winner**

Confcommercio **winner**

RedDot Design Award **finalist**

IntesaSanPaolo Startup Initiative **finalist**

GARTNER **publications '19 - partner '20**

FINPIEMONTE, FACILITOxTO **funding**

H2020, SEAL OF EXCELLENCE **certification**

H2020, SMARTEES **winner**















Traction 2019

€350K
PRE-SEED ROUND

€100K
CROWDFUNDING
PREORDERS

€120K
PRIZES & AWARDS
2019

40%
DEED's INVESTORS
FOLLOW UP

€60K
B2B REVENUE

21.000
PEOPLE TESTED
FROM 2015

Financials

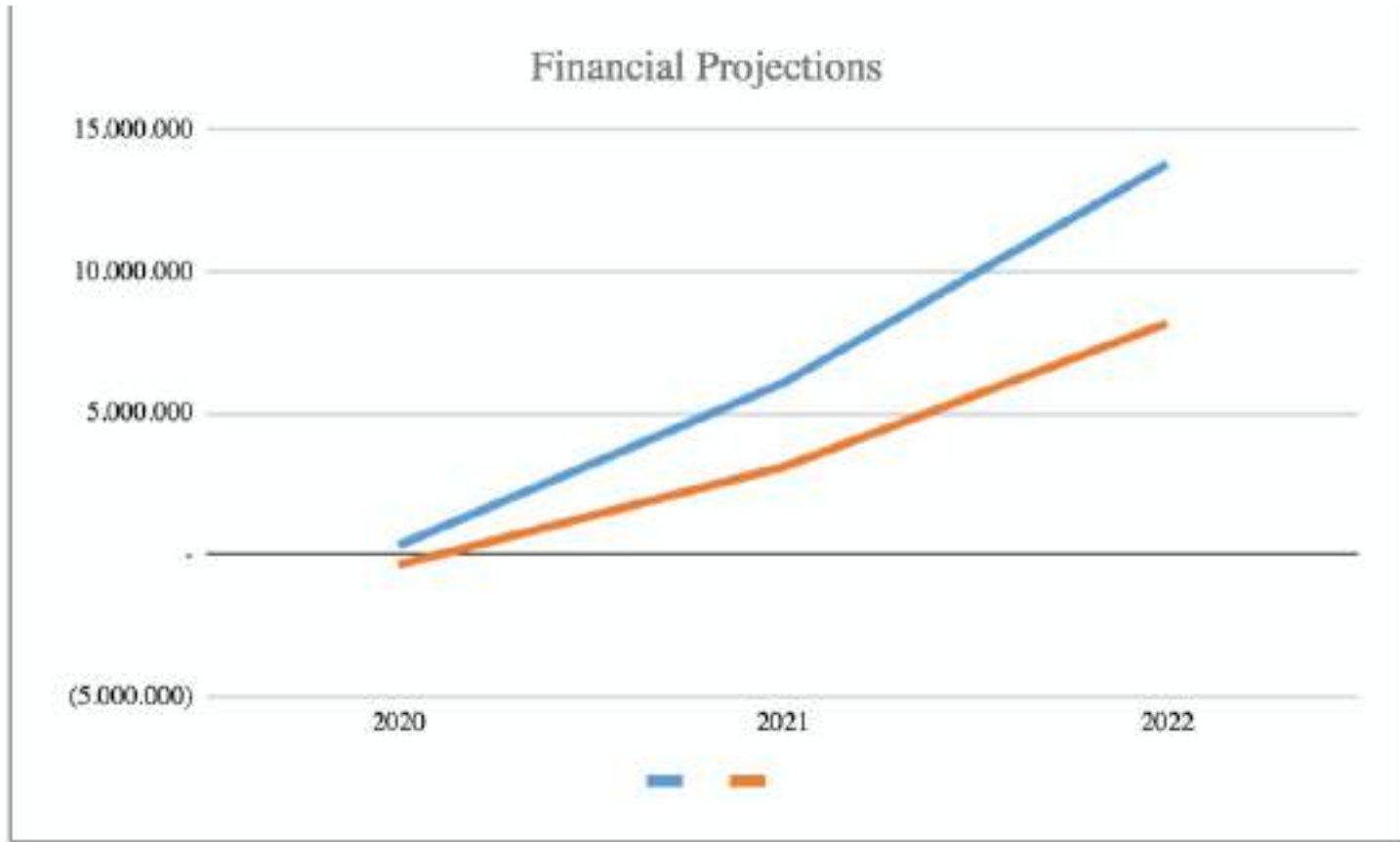
PRE CORONA ESTIMATES

3-Year Financial Summary Sample Formatting of Financial Projections for an Investor Pitch Deck

	ACTUALS	ACTUALS			
	2018	2019	2020	2021	2022
Customers	7(B2B)	1000	8.000	30.000	70.000
Revenue	79.434	100.000	313.055	6.057.895	13.817.879
Gross Profit	79.434	100.000	313.055	6.057.895	13.817.879
G&A	26.569	10.000	212.920	268.200	236.400
R&D	88.624	10.000	363.000	382.000	870.000
Ops	11.558		74.705	1.816.245	3.795.704
S&M		60.000	105.000	508.000	741.000
Net Income	(47.317)	30.000	(383.570)	3.082.450	8.173.775
Headcount					

Pro Forma Revenue and Income Chart

	2018	2019	2020	2021	2022
Revenue	79.434	100.000	313.055	6.057.895	13.817.879
Net Income	(47.317)	30.000	(383.570)	3.082.450	8.173.775



Captable

CO-FOUNDERS

67,63%

 EDOARDO PARINI

 EMILIANO PARINI

 ENRIO PARINI

CTO

4,44%

 LUDOVICO NOVELLI

WORK FOR EQUITY

2%

 ANTONIO FABRIZIO

ANGELS

25,93%

INVESTITORI

Funding Required 2020

VENTURE
CORPORATE

€2ML

TO ACCELERATE GROWTH
TO THE PRODUCTION
TO ACHIVE B2B MARKET

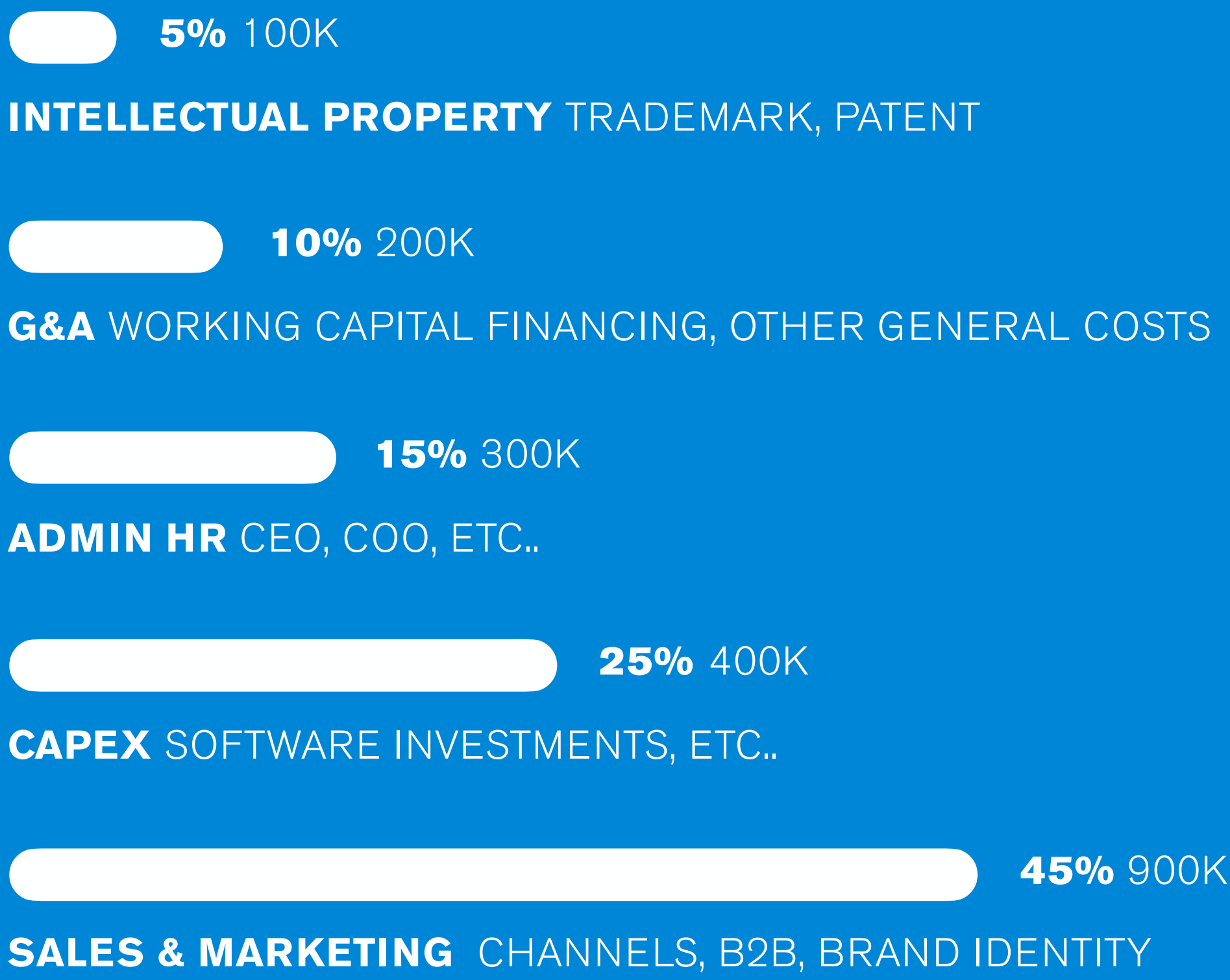
12,5%
EQUITY

14 MLN
PRE-MONEY EVALUATION

16 MLN
POST-MONEY EVALUATION

INNOVATIVE STARTUP 30% IRES/IRPEF FISCAL BENEFIT

Funding Spending



Exit Strategy

IPO 1° STRATEGY
> 2025
BORSA ITALIANA



ACQUISITION 2° STRATEGY

>
SPORT BRAND - LUXURY BRAND



Milestone

2020

R&D Development

Italy - 2Q20
HW, FW, Product Design

Seed Round

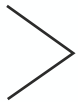
International - 3/4Q20
Found-raising activities

Production

Italy - 3Q20
Get™Lite

Production

Italy - 4Q20
Get™Med



Sales Get™Lite

ITA, CH - 1Q21
QQQA, Amazon, E-commerce

IP submit

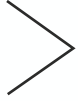
Italy - 1Q21
Patents

B2B partner

ITA, EU - 1Q21
Get™Lite Pilot, POC

B2B partner

ITA, EU - 2Q21
Get™Med Trial, Pilot



2021



THE DEED TEAM

GETWEARABLE.NET

Team Deed



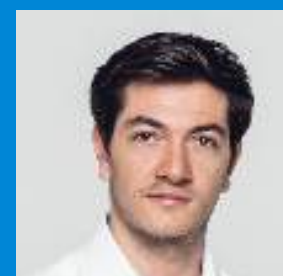
EDOARDO PARINI

CEO & CO-FOUNDER
Product Manager, Media & Interaction Designer



EMILIANO PARINI

COO & CO-FOUNDER
Communication & Account manager



ENRICO PARINI

CFO & CO-FOUNDER
Strategic advisor & Business consultant



ALBERTO PIEROTTI

CTO
HARDWARE DESIGNER ENGINEER
Engineering Management and full idea-to-product cycle



LUDOVICO NOVELLI

HEAD SOFTWARE DEVELOPMENT
Engineer & developer embedded system designer



LUDOVICO CAMPANA

Product Designer



ANTONIO FABRIZIO

STRATEGIC ADVISOR, BUSINESS DEVELOPMENT, SEED FINANCING
Internal consultant



MARIO BARTOLINI

CEO & OWNER - FAMILY OFFICE CORNIOLA SRL
Investor & internal consultant



FABRIZIO D'ALOIA

CEO & OWNER - ARTSQUARE
Internal consultant - Business management, blockchain expert



MARCELLO DE FALCO

ASSOCIATE PROFESSOR CAMPUS BIO-MEDICO ROMA
Internal consultant for public grants - H2020 EIC



Advisors Deed



GIUSEPPE SCELLATO
I3P PRESIDENT
Professor of Economics and Management of Innovation



ENRICO GHIA
I3P, INNOVATIVE COMPANIES INCUBATOR OF POLITECNICO TORINO
Senior consultant



EMANUELE ZINGALE
TIM
Open Innovation Manager TIM #WCAP



MASSIMO RUSSO
FIDEURAM BANK
Head of Lazio department private banker



MY DRACO
DIGITAL BUSINESS ADVISOR
Strategic Advisor & Acceleration Program



PAOLO ALMASIO
FINANCING, STRATEGIC ADVISOR, BUSINESS DEVELOPMENT,
Strategic Advisor - B2B analysis



CARLO CAPELLO
ICT, SILICON VALLEY NETWORK
Strategic Advisor- IoT, Smart devices



ANTONIO INCHES
CEO & OWNER - IDATA GROUP SRL
Strategic Advisor - ICT, GDPR, Security



LUCA AIRALE
FINANCING PMI & STARTUP CONSULTANT
Subsidized Financing



GARTNER INC
GLOBAL RESEARCH AND ADVISORY FIRM
IT, Insights, Analysts, Network, Compliance



Investors Deed

FABRIZIO D'ALOIA

BUSINESS ANGEL

Business management - Microgames founder, exit €120M

MARIO BRUNO

BUSINESS ANGEL

Technical Sales manager - General Electric

MARCO BARZERI

BUSINESS ANGEL

Managing Director and Italy sales leader - General Electric

DANIELE PELANTI

BUSINESS ANGEL

Senior HR Consultant - Badenoch & Clark

GIACOMO DEL PANTA

BUSINESS ANGEL

Chief Commercial Officer (CCO) EMEA - General Electric

CORNIOLA

BUSINESS MANAGEMENT & FUNDRAISING

Family Office

MY GROUP CONSULTING SPA

MANAGEMENT CONSULTING

Internationalization & business development

NEW IDEAS 4.0 SRL

EU FUNDING AND SME INSTRUMENTS

Internal consultant for national & international public grants - H2020 EIC



We need
to ~~change~~ evolve!

THANKS

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GETWEARABLE.NET
EDOARDO.PARINI@DEED.TECH



Products

Get™ Lite - Get™ Med

> CLIC TO SEE **DESIGN VIDEO**

Pilot B2B

EVENTS & ADV

> CLICK TO SEE **REACTIONS VIDEO**

Crowd

KICKSTARTER

Social

IG FB LINKEDIN YOUTUBE