



MORELLI TECH

Who we are

An **innovative startup** born in 2019 and based in Bologna (Italy)



Our Vision

To become a focal point for the provisioning of solution based on **holographic projection technologies** applied to the retail and automotive industries

Our Mission

To provide solutions based on holographic projection technologies to:

- **retail**, in order to increase their overall turnover by improving their clients' purchasing and consumption processes;
- **automotive**, by supporting the driver to prevent car accidents and distractions by one side, and empowering driving experience on the other.

Target Sectors



Automotive



Retail

The Problem

Many shop owners are looking for a solution to:

- Differentiate themselves by other competitors;
- Increase the interest of customers who pass next to their shop windows.

Solution

The solution is an innovative multimedia system that allows you to:

- capture the attention of passers-by;
- Provide content in a different way;
- Enable an innovative interaction between consumer and brand.





Product development Roadmap

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* Time elapse may vary based on resources

Shop Window Projection System



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The Problem

Every year are spent €22 BLN for road damage.
4 accidents out of 10 occur by **distraction**.

In particular:

- precedence or traffic light;
- High speed;
- Use of the phone.
- **Unsafe position of the driving instrumentation.**

People are bored of paying for predictable accidents caused by distractions and they're looking for solutions to **minimize the risk and guarantee** a pleasant driving experience.



Solution



Holoview

“Thanks to our system, drivers won’t have to take their eyes off the road anymore.”



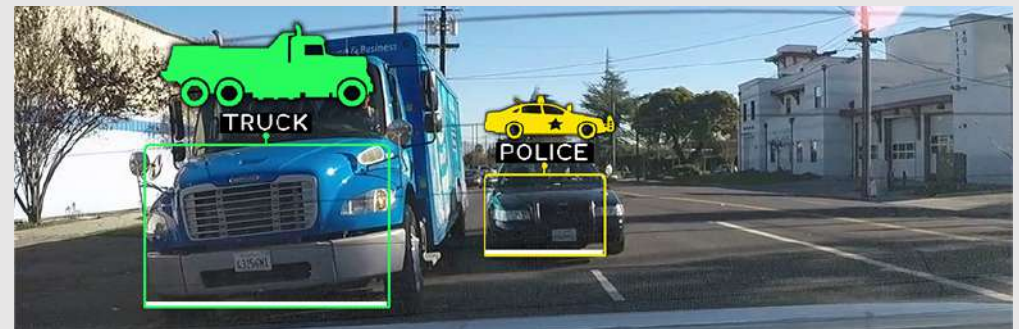
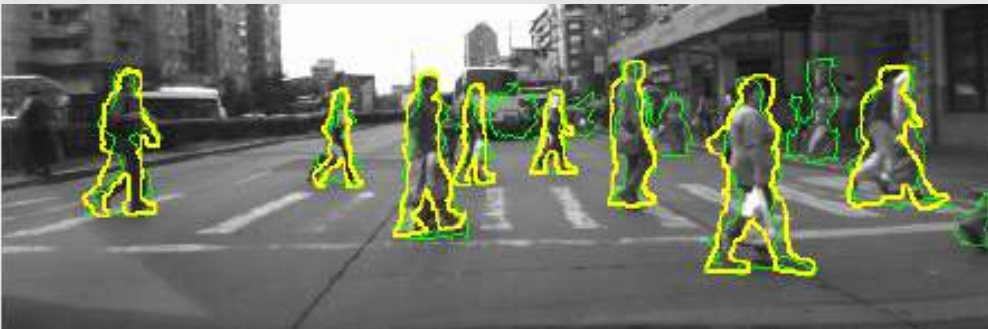
Technology



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](#).

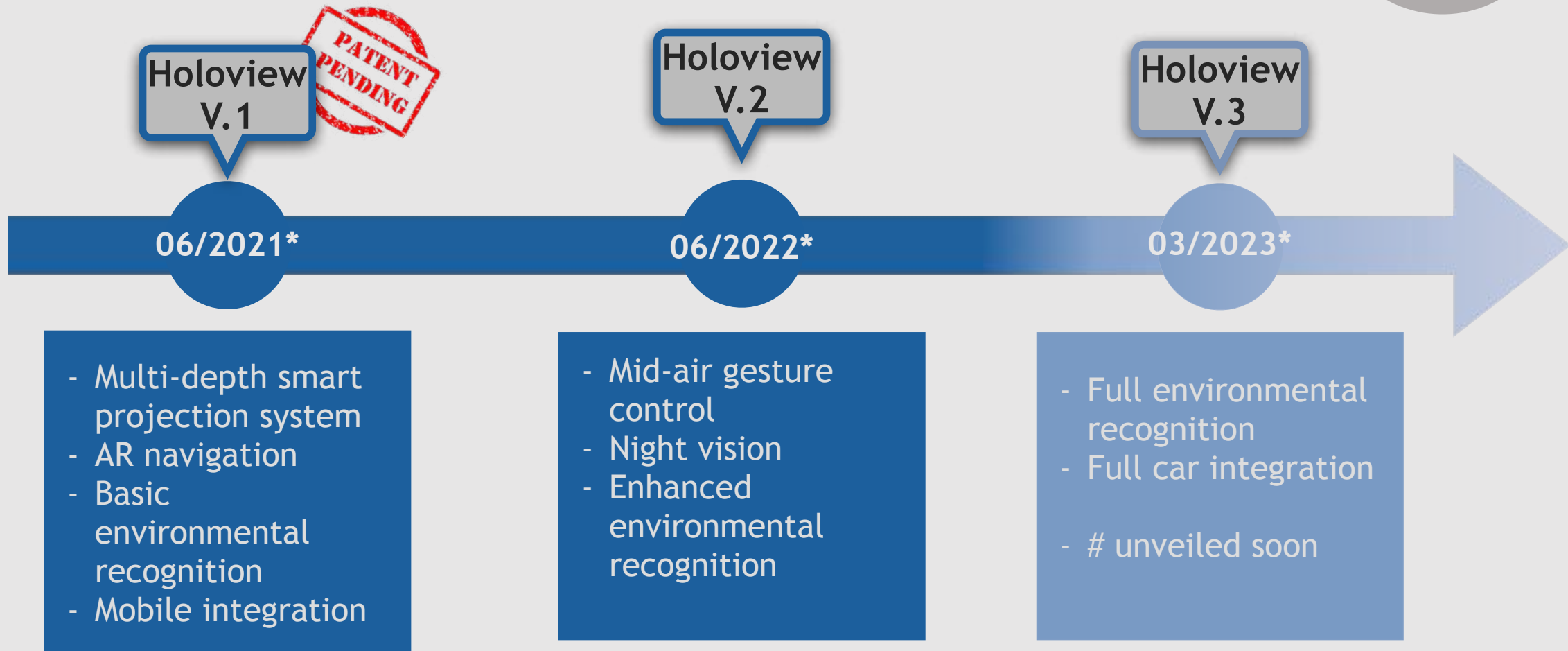
The system, by deploying artificial intelligence, is able to detect any [obstacles](#) on the road, such as pedestrians, other cars or objects that obstruct the road visibility and viability.

It will be embedded in the [future generation vehicles](#).





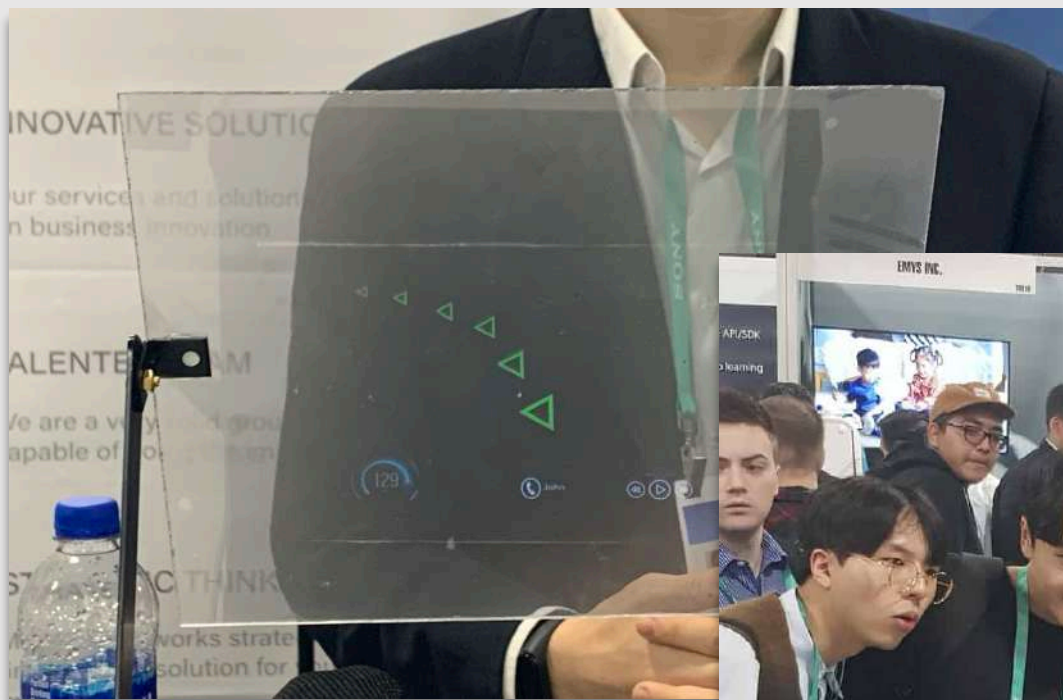
Product development Roadmap



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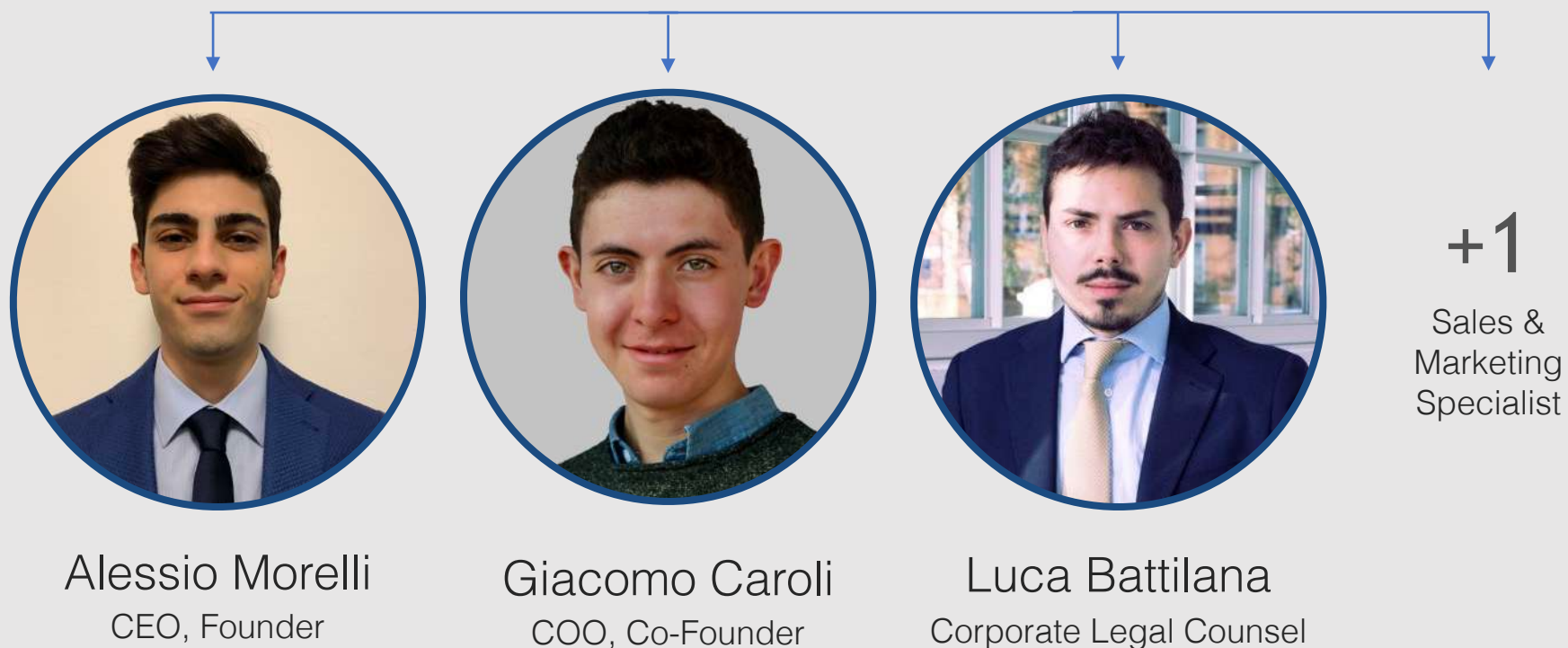
holoview



The Team



Board



The Team



Deepak Gitudhuri
Project Engineer



Alessia Bottazzo
Legal Expert



Luca Tassinari
Jr. Software Developer



Luigi Lavriani
Optical Engineer

+ ...

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

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