




**CLAIRY**

An aerial, high-angle photograph of a dense city skyline, likely New York City, completely obscured by a thick, grey layer of smog or air pollution. The buildings are silhouetted against the hazy background, with the most prominent skyscrapers standing out. The overall tone is dark and somber, emphasizing the environmental impact of urban development.

Do you think this is pollution?



A bright, modern living and dining area. In the foreground, a round glass dining table with a decorative metal base is surrounded by four blue upholstered chairs. In the background, a light-colored sofa is positioned in front of a large window with multiple panes. To the left, a white fireplace mantel holds a television, and built-in white shelves display various decorative items. A ceiling fan with a light fixture is visible in the upper left. The room is filled with natural light from the large windows, which offer a view of a wooded area.

Pollution is also this.  
The problem? It's worse and no one knows about it.





Indoor pollution can be up to  
5x higher than outdoor pollution.

World Health Organization



# What are the main sources of pollutants in your home or office?



**VIRUSES AND BACTERIA BROUGHT IN BY PEOPLE**



**MOLD**



**DUST AND PET DANDER**



**SPRAYS AND DETERGENTS**



**TOBACCO SMOKE**



**INDOOR COOKING**



**INDOOR COMBUSTION**



**BUILDING MATERIALS AND FINISHING**



A man with a beard, wearing a blue button-down shirt, is sitting at a desk in a modern office, focused on his laptop. The desk is cluttered with various items: a small potted plant, a glass of water, a coffee cup, a pen holder with colorful pens, and some papers. In the background, two other women are working at their desks, and a large window provides a view of a city skyline. The overall atmosphere is professional and busy.

We spend 90% of our time indoors



# Common problems of indoor air pollution:

Allergies

Asthma

Headaches

Dizziness

Cancer

2.6 million premature deaths  
in 2016 from Indoor Pollution

— Institute for Health Metrics and Evaluation (2017)





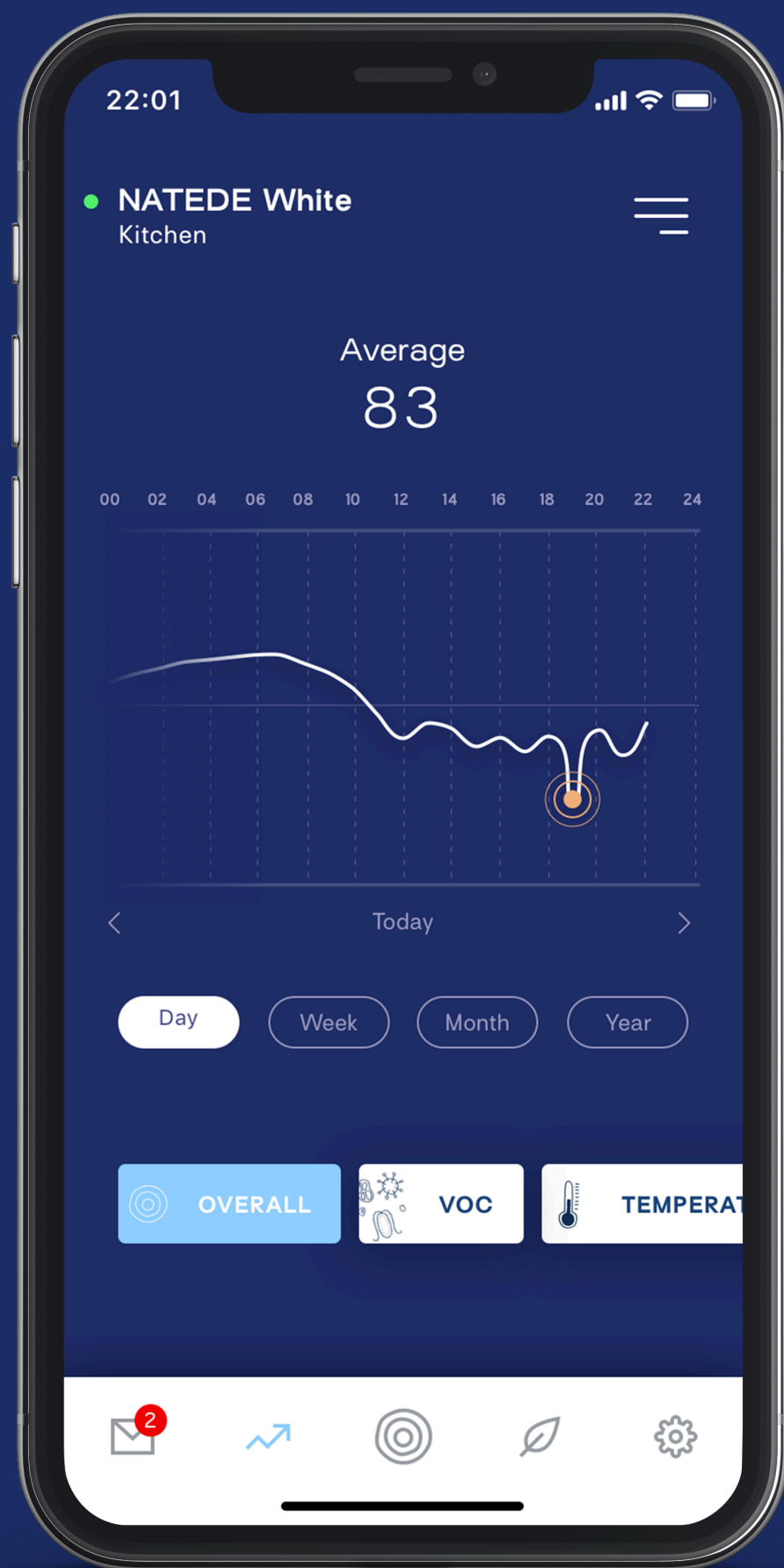
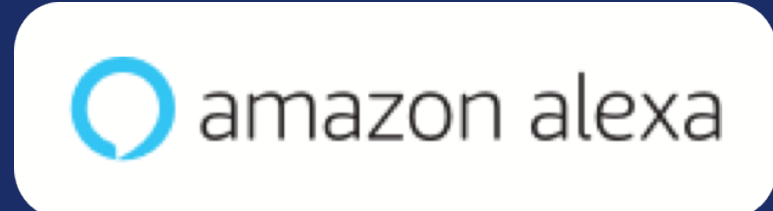
# This is our solution.

Combining the power of  
Nature and Technology with  
the beauty of Design to beat  
indoor pollution and analyze it.





# Great product, awesome service



## BOOST IT UP WHEN YOU NEED IT



1h

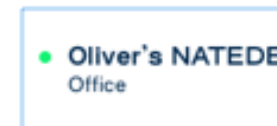


~~Odors~~  
~~Carbon monoxide~~  
~~Nitrogen Dioxide~~

Paulina prepares a delicious dinner, but the gas stove and cooking fumes raise the levels of VOCs in her kitchen.

She boosts NATEDE's power for an hour to get rid of all pollutants and odors, restoring the air quality in the room.

## MANAGE IT REMOTELY



Mood  
Productivity  
Health

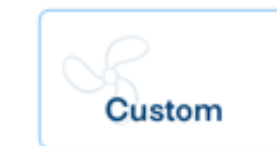
Oliver is preparing to go the office in the morning. He travels a lot and he often finds stale air when he comes back.

Before going out he powers his office NATEDE from home, ensuring a perfect environment by the time he arrives at work. Good air will help him be more productive.

## SET YOUR CUSTOM MODES



2h



Wake up fresh and recharged

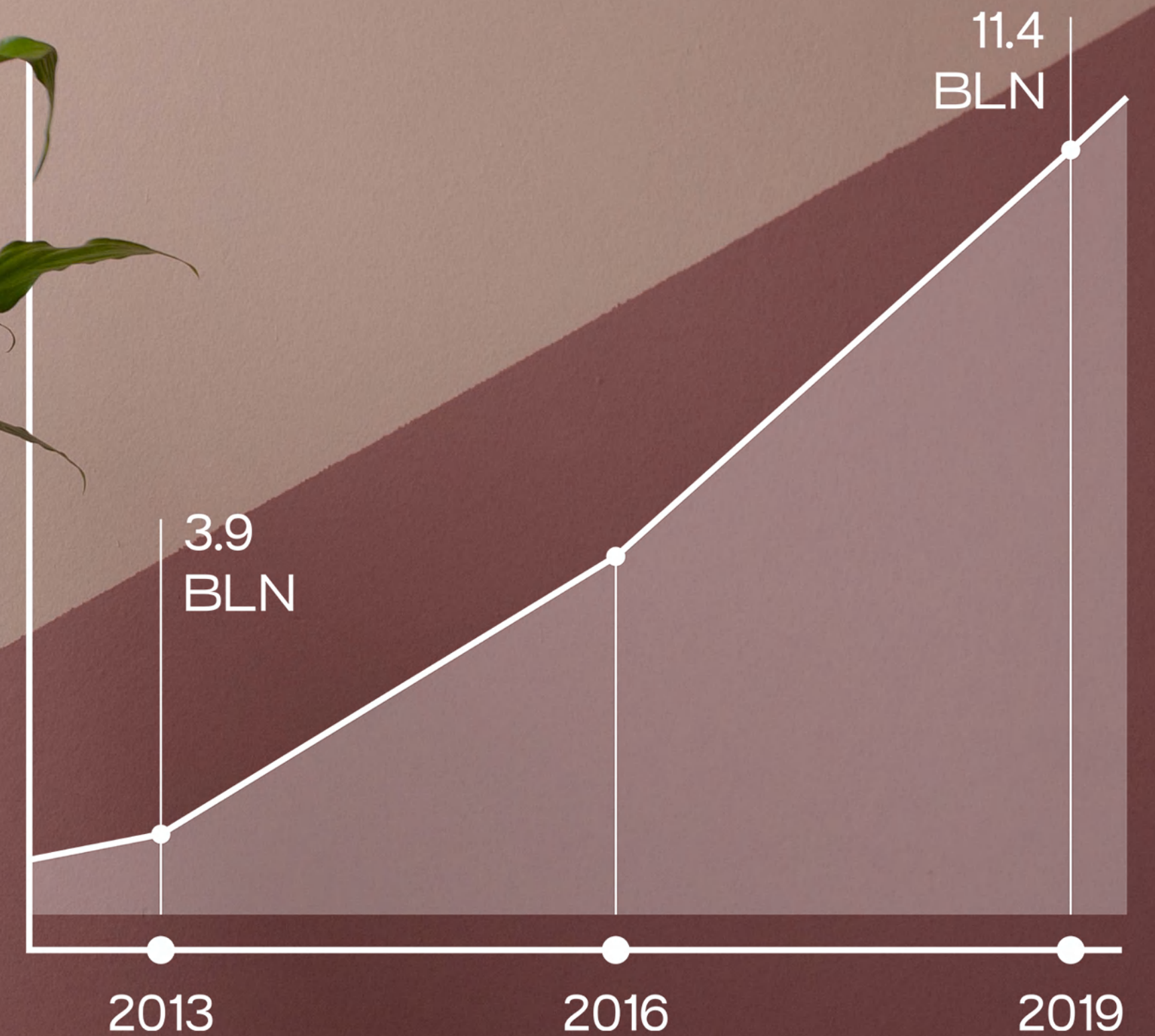
Jane is ready to go to bed, but the low quality of the air in her bedroom always makes her sleep badly.

She programs NATEDE to start working a couple of hours before bed. Breathing clean air during the night will make Jane wake up fresh and recharged!



# The market

We are surfing incredible fast growing markets: green, health, smart home and IoT.



Global Market for U.S. Indoor Air Quality estimate for 2019

BBC U.S. INDOOR AIR QUALITY MARKET



Competitors

# Electronic Air Purifiers

## DESIGN

Unaesthetic  
Made of toxic plastic  
Big and bulky

## PERFORMANCE

Mere filters  
Always same air  
You have to replace filters

## OTHER

No smart features  
Difficult to repair  
Not customizable



# Clairy & NATEDE Advantages

## DESIGN

Lovely and very elegant design  
Fine materials (Venetian Ceramics)  
Compact and fits into every house

## PERFORMANCE

Total elimination of toxic agents  
Creates fresh new air  
Just a bit of Love to the plant

## OTHER

App and powerful sensors  
Easy substitution of the tech unit  
IOT ecosystem





# The business model

B2C

clairy.com

touchofmodern.com



B2B



Big Data





# Our team



Paolo Ganis  
Co-founder & CEO



Alessio D'Andrea  
Co-founder & COO



Vincenzo Vitiello  
Co-founder & CDO



Cinzia Rinelli  
Chief Marketing Officer



Marco Santonocito  
Chief Technology Officer



Valeria Farina  
Creative Director



Mirsaeid Moussafi  
Design Engineer



Sebastiano Pighi  
Software Developer



Andrea Vigani  
Web developer



Francesco Agostinis  
Facebook Ads Specialist



Davide Rizzetto  
Production Engineer



Aisha Vendruscolo  
Community Manager



Michela Pivetta  
Finance Administrator



Stephen Croncota  
Marketing Advisor



Rossana Tubaro  
Marketing intern



Micaela Toppazzini  
Project Manager



Igor Klewicki  
Corporate Finance



# Milestones

## 2016



### PLUGANDPLAY

Selected for a 3 months acceleration program

### KICKSTARTER

Raised €260k in 30 days.  
Reached €400k on other platforms

## 2017

# €400k

from private investors

The logo for the European Product Design Award is a red square with the text 'EUROPEAN PRODUCT DESIGN AWARD' in white.

EUROPEAN  
PRODUCT  
DESIGN  
AWARD



Finalist,  
Best Entrepreneur Award



SME 2.2 million investment

## 2018



Clairy selected to represent Worldwide Entrepreneurs during Global Money Week 2018



Partnership with the Dutch Ministry of Agriculture



Winners of Bosch Startup Competition

### KICKSTARTER

Almost 1 million \$ raised in 45 days



# Partners



**UPS**  
Logistics and Shipping



**ORACLE**  
Cloud and Servers



**SAP**  
ERP and CRM



**EUROPEAN UNION**  
Co-Investor



**PLUG AND PLAY VENTURES**  
Silicon Valley's biggest  
Accelerator



**SIGN**  
Division of The Dutch  
Minister of Agriculture



**TALENT GARDEN**  
Coworking Spaces



**PNAT**  
Research Lab on Plants



# European Union

## Timeline

### Work Package 3 – Technical – Clairy Server and Software Development: timeline

- ▶ Deliverable
- ▶ Milestone





# European Union

## Timesheets



### Weekly Timesheet

WP3 – Technical – Clairv Server and Software Development

NAME – Marco Santonocito



Week/Month: 19-23/February

Date	Hours dedicated	Description of activities
Mon 19 Feb	0:30 h	Activity 3.3 - Daily Meeting with Sebastiano
	2:00 h	Activity 3.3 - First Weekly Planning with Marketing Team
	2:30 h	Activity 3.1 – Meeting with Marketing team to explain how the new app will work
	3:00 h	Activity 3.3 – eCommerce enhancements
Tue 20 Feb	0:30 h	Activity 3.3 - Daily Meeting with Sebastiano
	1:00 h	Activity 3.2 – Call with Tecnosens
	1:00 h	Activity 3.2 – Call with SSA informatica
	1:00 h	Activity 3.2 – Call with Var Group
	2:00 h	Activity 3.2 – Call with 221e
	2:30 h	Activity 3.3 – eCommerce enhancements
Wed 21 Feb	0:30 h	Activity 3.3 - Daily Meeting with Sebastiano
	0:30 h	Activity 3.2 - Meeting with Breezometer (breezometer.com)
	3:00 h	Activity 3.3 – Added Terms and Conditions on eCommerce
	4:00 h	Activity 3.3 – Working on Terms and Conditions checkbox on eCommerce checkout
Thu 22 Feb	0:30 h	Activity 3.3 - Daily meeting with Sebastiano
	3:00 h	Activity 3.2 – Meeting with 221e in our headquarter. We discussed about the Clairv Prototype.



# European Union

## Status Report



### Weekly Status Report WP3 Technical – Clairry Products Development



Week: 12-16/February

#### 1. Status of Activities

- The eCommerce is almost ready, we are waiting some documents from the lawyer to release it online.
- We defined some enhancements for our ecommerce. We will work on them in the next weeks.
- We worked on the St. Valentine Campaign: our website has a new, optimized, popup to collect leads.
- We started to design the first version of our Mobile Application.

#### 2. Issues/Risks

**What Who When**

#### 3. Status of Deliverables

Deliverable	Deadline	Status
Selection of web agencies /	January 2018	Done



# Social impact

Clairy is partner with Eden Reforestation Projects: we donate **10 trees** for every Clairy or NATEDE sold.

17,000 trees planted + 50,000 more to be planted soon



Eden Reforestation Projects  
PLANT TREES | SAVE LIVES



EDEN REFORESTATION PROJECTS  
Plant Trees | Save Lives  
©2017





Thank you for your attention!

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**WIRED**

**TECH**  
INSIDER

BUSINESS  
INSIDER

YAHOO!  
FINANCE

**HUFFPOST**