



Money raising – workshops

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This project is funded by
the European Union

Pitch deck

Pitch deck facts:

- subsequent document sent to investor
- contains more detailed informations
- has form of self-explainable presentation
- needs to be graphical attractive
- should be structured
- text-entended version of investment presentation



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Pitch deck

Pitch deck consist of following slides:

- name, logo and motto of company/idea
- problem definition
- solution description
- main advantages of presented solution
- product/service description including use-cases
- traction of the market
- market definition in terms of size and value
- competition (direct and indirect)



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Pitch deck

Pitch deck consist of following slides:

- team presentation focusing on roles and competences
- business model introduction
- investment requirements (e.g. money, contacts, etc.)
- contact details



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Pitch deck – recommendations

Focus on following aspects:

- use simple and descriptive language
- do not use long descriptions for each slide
- use graphic-friendly approach related to your brand book
- add images and graphs
- keep it simple, but meaningful

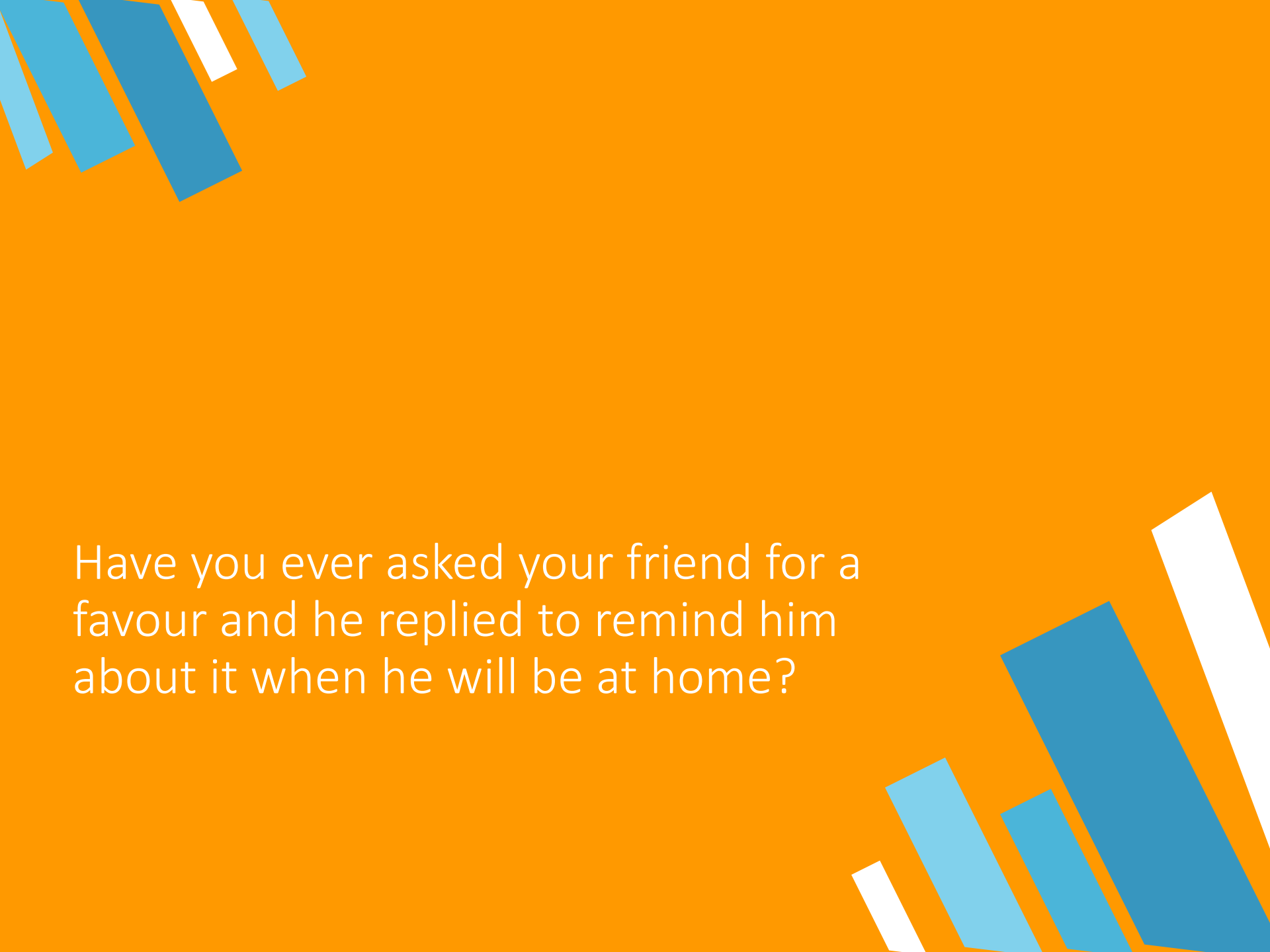


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ANIMA

Smart notificador



Have you ever asked your friend for a favour and he replied to remind him about it when he will be at home?

Problem

Have you ever asked your friend for a favour and he replied to remind him about it when he will be at home?



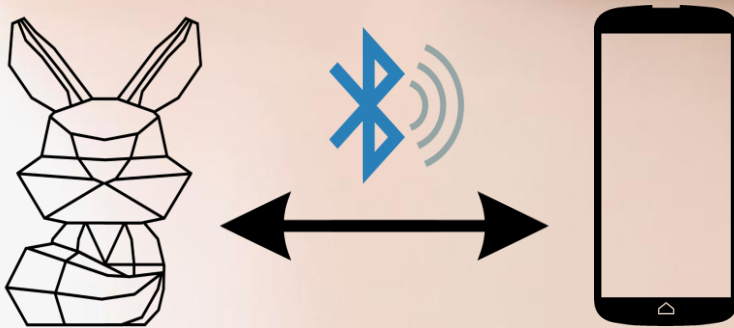
YES (93,30%)
NO(6,70%)

Based on our survey made in march 2017,
which took 300 people aged 18-30.

Forgetting what we were supposed to do after getting back home is a common problem. How can we handle this? Time - based reminders do not work here, because usually we don't know the exact moment when we will be at home or when we will go out for a meeting.

The perfect solution

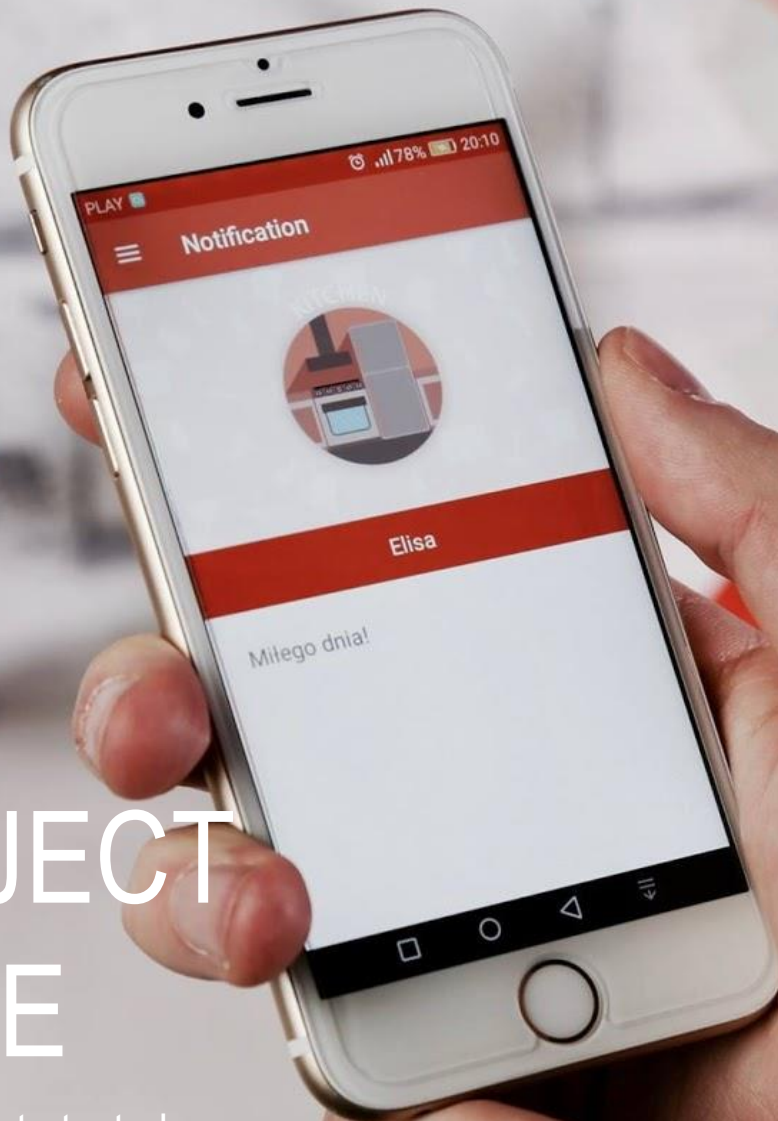
Anima is an innovative location-based notification system. This little fox using wireless connection with your smartphone is able to detect when you enter home and to remind you what you planned to do. To write a reminder you need only a phone, you can do this wherever you are. Want to notify your flatmate or ask first person who enter home? No problem, Anima will take care about it!





PROJECT STATE

Device - working prototype



PROJECT STATE

Application - beta tested

Target groups

Home users

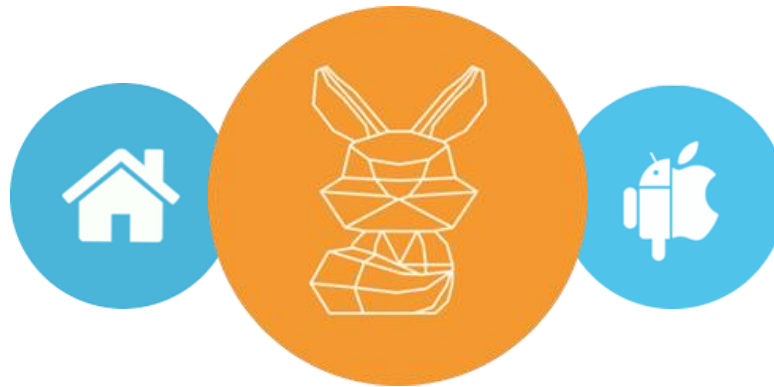
- Anima will remind you about all the stuff you planned to do after getting back home
- There is no possibility you would forget important documents before you leave home
- You can ask to feed the cat the first person who will enter the house
- Worried if your child came back home safely? Anima will notify you when your kids enter the house

Business users


- Do you keep forgetting what you were supposed to do after getting back from lunch? Anima is a solution for you!
- You will be reminded to check if you left documents for your coworker while you leave the office. No more unkept promises.
- Company owners who need to send a notification only for people in specific area also can find Anima useful



Advantages



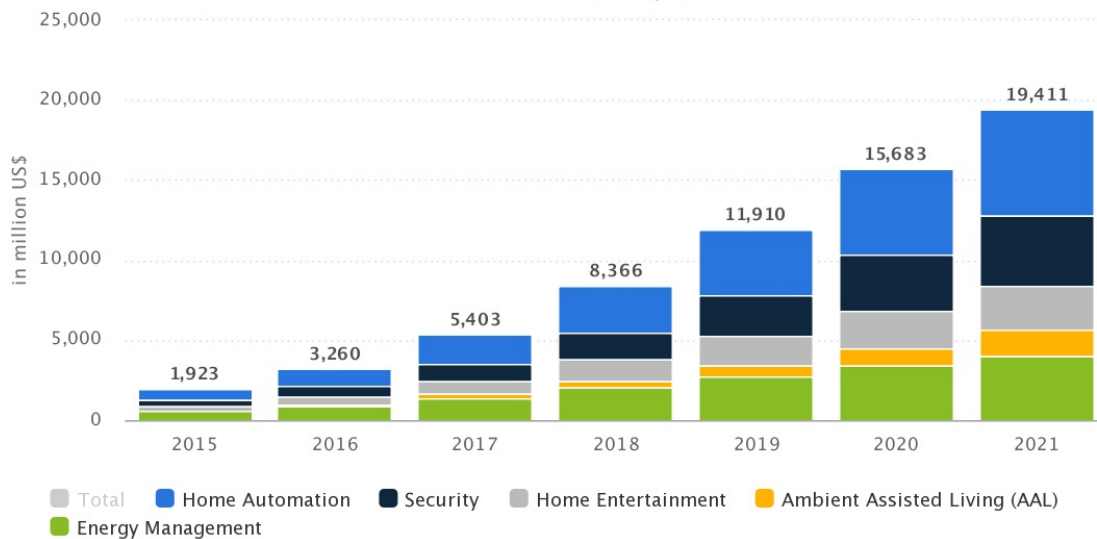
Anima is the only one solution that allows you to write location based reminder which works inside buildings. It doesn't matter if you are Android or iOS guy. Anima likes everyone.



Market size

Revenue in the Smart Home market

in million US\$ (Europe)



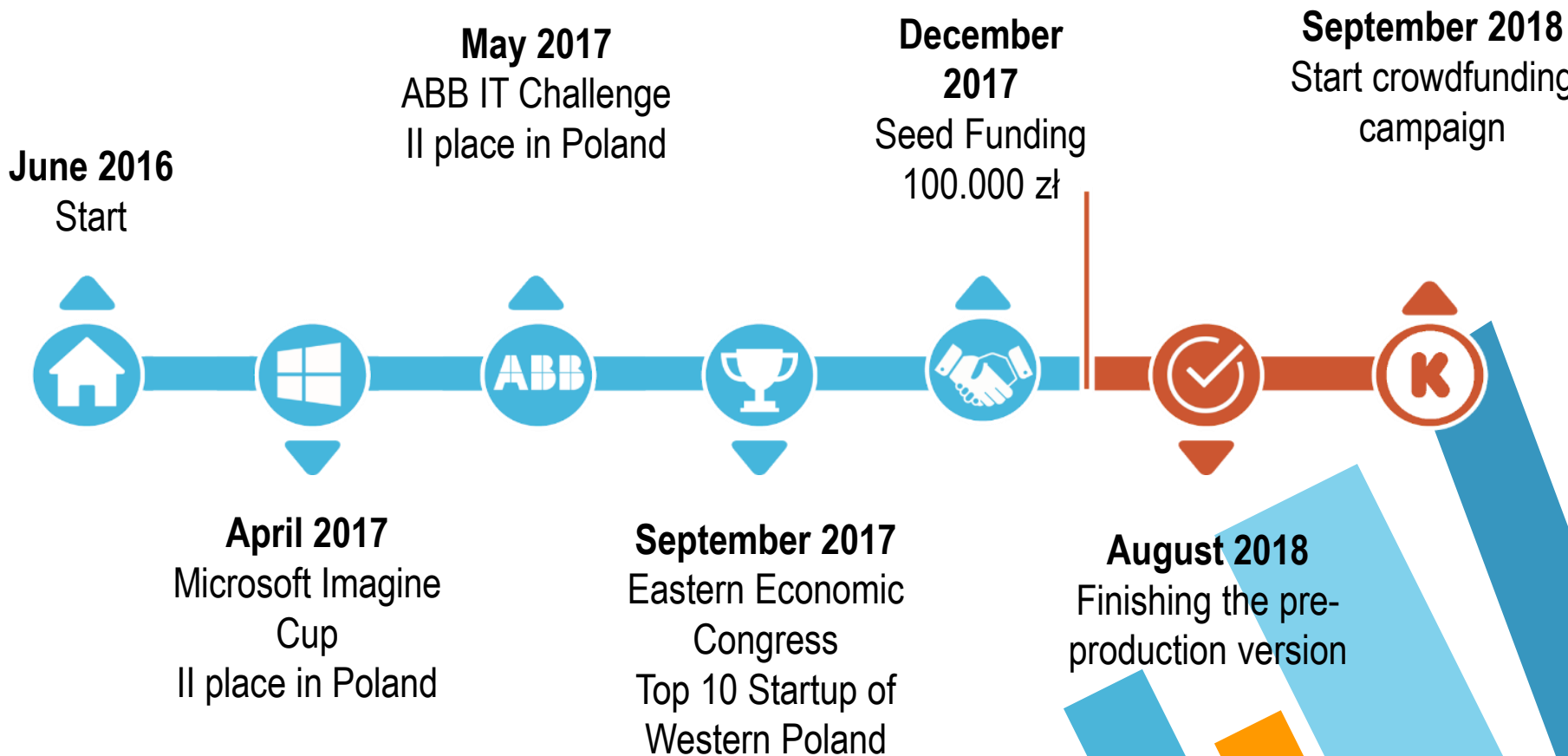
Source: Statista, October 2016; Selected region only includes countries listed in the Digital Market Outlook

statista




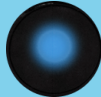

According to the statistics - more and more people are interested in smart home solutions. Moreover, most of those people prefer to have few small devices connected to each other rather than implementing full smart home systems.

Anima meets the trends and provides innovative solution for family communication and it's easy to integrate it to other smart home gadgets such as Amazon Alexa.

Timeline



Competition

	 Google keep	 Siri	 Wenote	 Dot	 Anima
Technology used	GPS	GPS	Bluetooth	Bluetooth	Bluetooth
Energy consumption	high	high	low	low	low
Location based notifications	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Works inside buildings			<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Android support	<input checked="" type="checkbox"/>				<input checked="" type="checkbox"/>
iOS support	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
For many people				<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>



Team



Mateusz Bajko CEO

Logistics, PR
Experience: IT projects Team
Leader



Mateusz Markiewicz
CTO

Hardware prototyping
Experience: 3+ years IT
development



Michał Jaszczuk CIO

Programming
Experience: 3+ years IT
development

Advisory Board




**Maciej
Kopczyński**

RiftCat & Photon co-
founder,
Research assistant at
Białystok University of
Technology



Christian Scheffler

Business Coach
Research assistant at
University of Leipzig



Business model

Main revenue stream

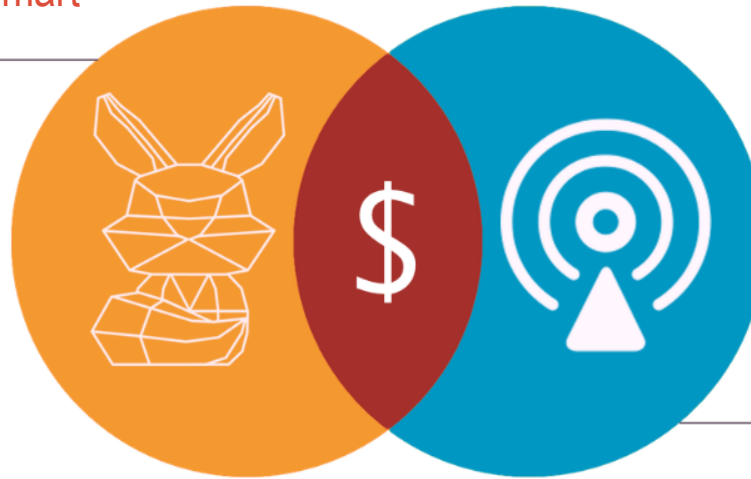
Device + access to Anima smart notification system

Mass production **cost:**

10 \$

Retail sale **price:**

40 \$



Mass production **cost:**

5 \$

Retail sale **price:**

12 \$

Secondary revenue stream

Bluetooth-based proximity sensor for developers.

Without access to application.

Investment

Goal	Resources	State
Finishing the application Electronic circuit design Visual identification	pre-seed funding 100.000 zł	✓
Certification	50.000 zł	
Injection mold	150.000 zł	
Start of production	120.000 zł	
Enlargement of the team	120.000 zł	
Necessary funding	440.000 zł	

Owned pre-seed funding allows us to finish pre-production version of the device and the application. We need smart money to enlarge our team and to get necessary certifications. After that we would be ready to start the mass production and to introduce Anima to the market.

Return of investment is provided after 2.5 years of business activity.

CONTACT



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SIX STEPS AHEAD



Erasmus+



Thank you



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