imagine
INTELLIGENT MATERIALS

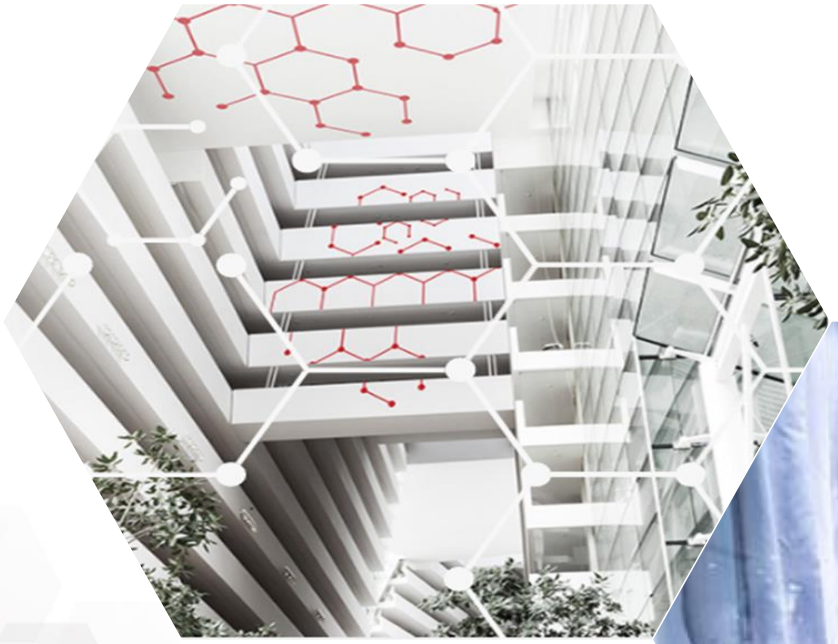
SENSING SURFACES

Healthy buildings, healthy people, healthy planet

Jaakko Kaidesoja, President

Our Vision is to make every surface smart creating ubiquitously sensing smart buildings and cities.

Imagine's single purpose is to enable every surface to produce information that can be used to improve the health of our built environment and people.



Problems we are solving

We are experiencing significant problems with **water damages in buildings.**

- **13 billion in insurance claims annually in the US alone**
- **54%** of Europeans have experienced water damage
- Water damage is the **2nd most frequent** cause of loss during building projects

We are **wasting space, resources and energy** in buildings that are not smart.

- Based on a study by Abintra (UK) the **expected unused office space for large corporates in UK exceeds £10 billion annually.**

COVID-19 has **set new requirements for homes and workspaces** and how we **care for aged people**

- **Social distancing** needs to be enforced in multiple locations.
- **Falls** are the **leading cause of injury** in adults over 65.
- The global **percentage of geriatrics is projected to be 17 %** (1.6B) by the end of 2050.

Use Case 1: Smart Floor/Smart Mat

Smart floor creates awareness of **space usage** and **people flow** providing information for **safety, efficiency and energy savings. Smart Mats** can be used to **enforce social distancing** and deployed easily.

Smart Floor piloted since March in Augsburg (GER)

On-Q Mat piloted since August in Geelong (AUS)

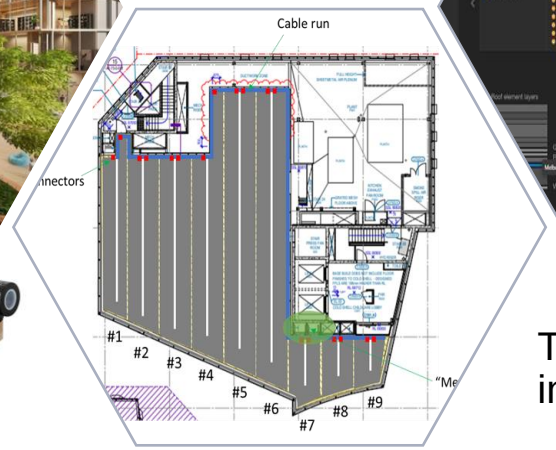
Graphene underlay

Signal processing at the edge

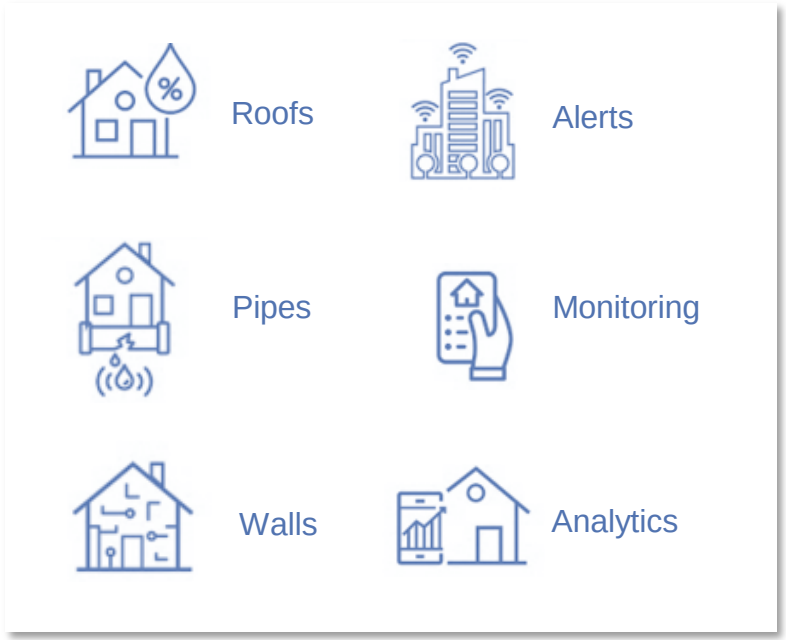
Data, actionable insights and alerts

Use Case 2: Leak/Moisture Sensing

Real time sensing solution for detecting moisture and leaks in buildings **prevents problems getting bigger and more expensive to solve**.



To be installed in October in Melbourne (AUS)



Graphene coating

Signal processing at the edge

Data, actionable insights and alerts

Value Proposition

1 Customer

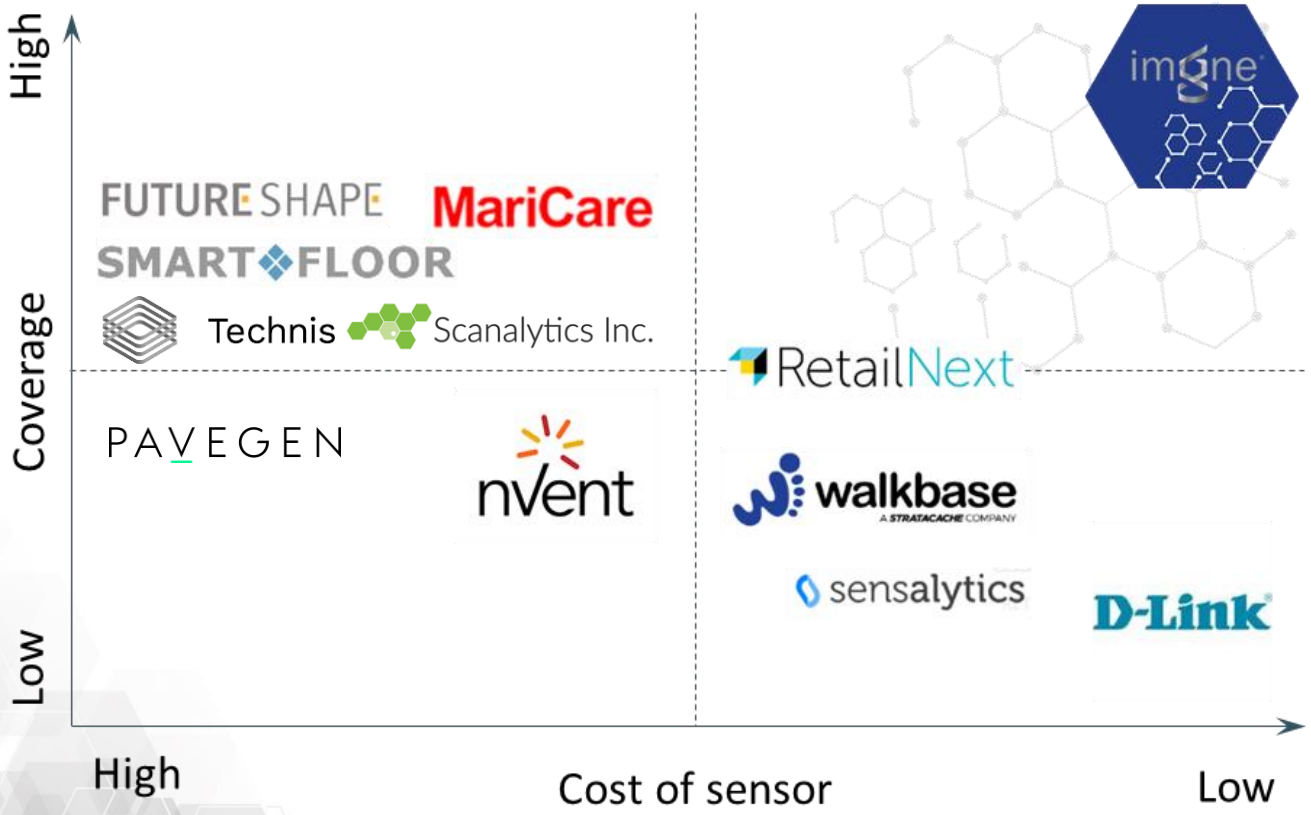
- Imagine integrates sensing directly to materials with low incremental cost. The solution is anonymous and programmable for end user needs with unmatched scalability and produces data in real time.
- Understanding occupancy and usage can **save millions in annual rents and energy**. Detecting a fall immediately **can save lives**. Understanding customer behaviour will **drive revenue**.
- Early leak detection **can substantially cut remediation cost**. Payback ranges from 1000’s to 100’s of thousands euros annually and beyond depending on the magnitude of the problem.

2 Partner

- We enable partners to move into recurring revenue and continuous customer relationship, which will change the valuation of the company once we get into scale.
- We offer a path towards lower insurance costs.

Competition

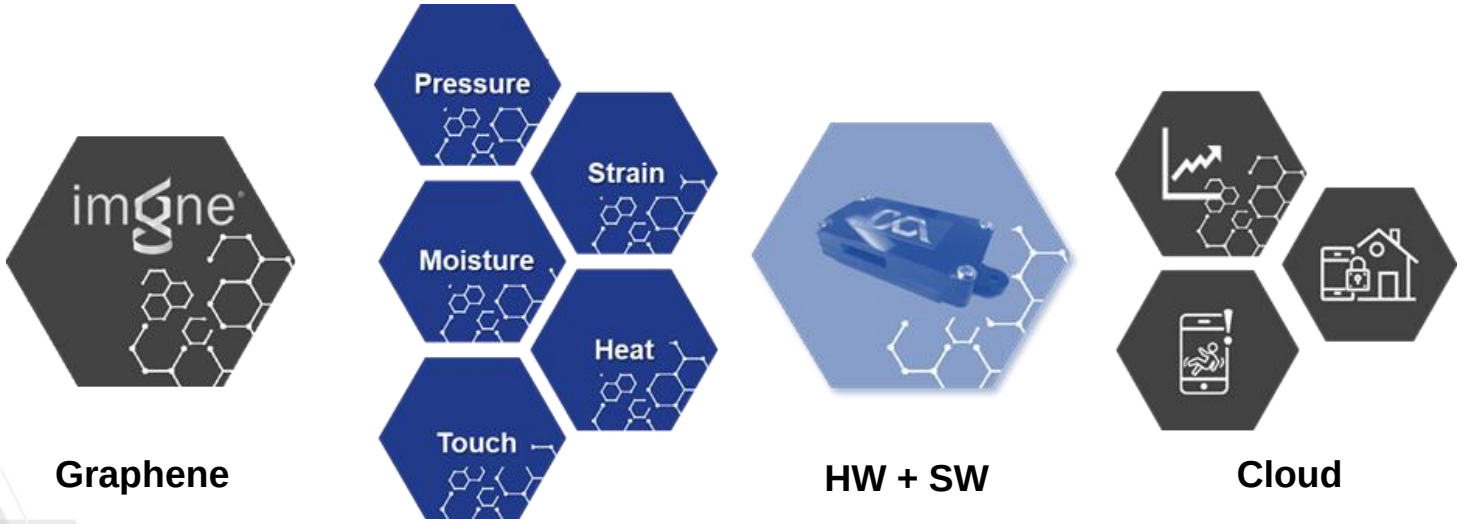
Imagine provides a unique solution to sense directly from materials at **larger scale and lower cost** than any of its competitors.



- Cameras are perceived **intrusive** outside of retail
- Point sensors and cables do **not cover large surface** areas
- Competing large surface sensors are **very expensive** and hence do not scale
- Data is tracked **anonymously**, compliant with EU Data Protection Regulations

Technology Overview

- Imagine has developed a proprietary method to **inexpensively manufacture** graphene coatings.
- The graphene coatings applied to textiles or surfaces turn them into **sensors** for pressure, moisture, and stress which can be measured through **signal processing and analytics capability.**
- This **integrated capability** delivers real time, location based sensing from an entire surface and is protected by IP.

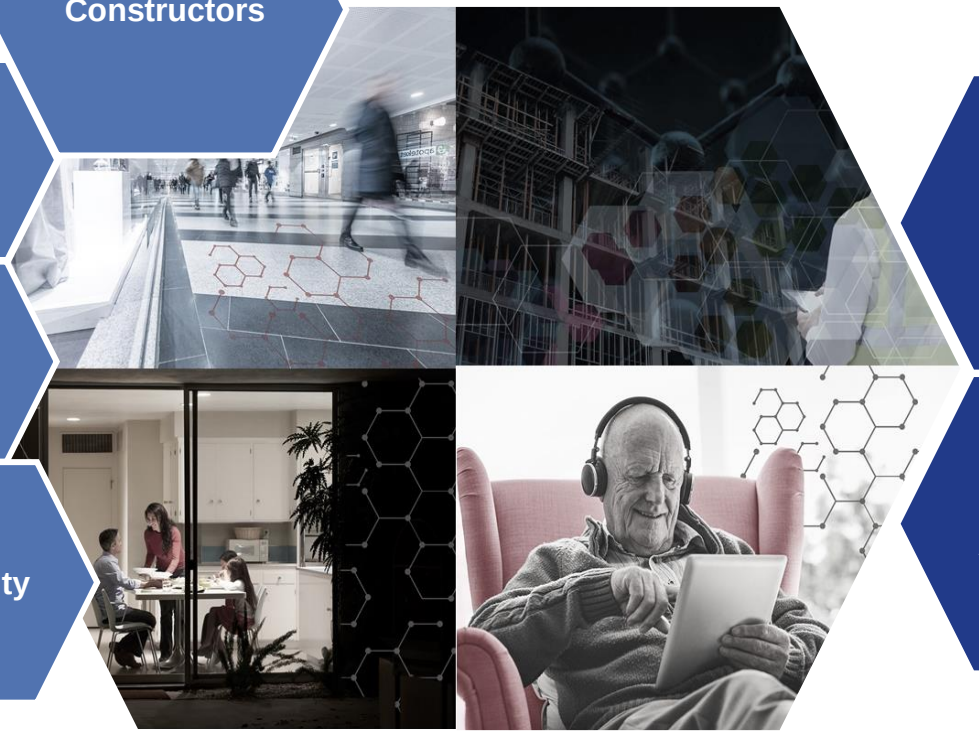


Customers and Partners

Imagine **partners** with market leading companies for global **market access** and **scale**. Imagine's solution enables partners to **shift from material manufacturing to scalable service (SaaS) business**.

Our Customers

- Constructors
- Real Estate
- Retail
- Offices
- Industrial
- Events
- Aged Care
- Residential
- Hospitality

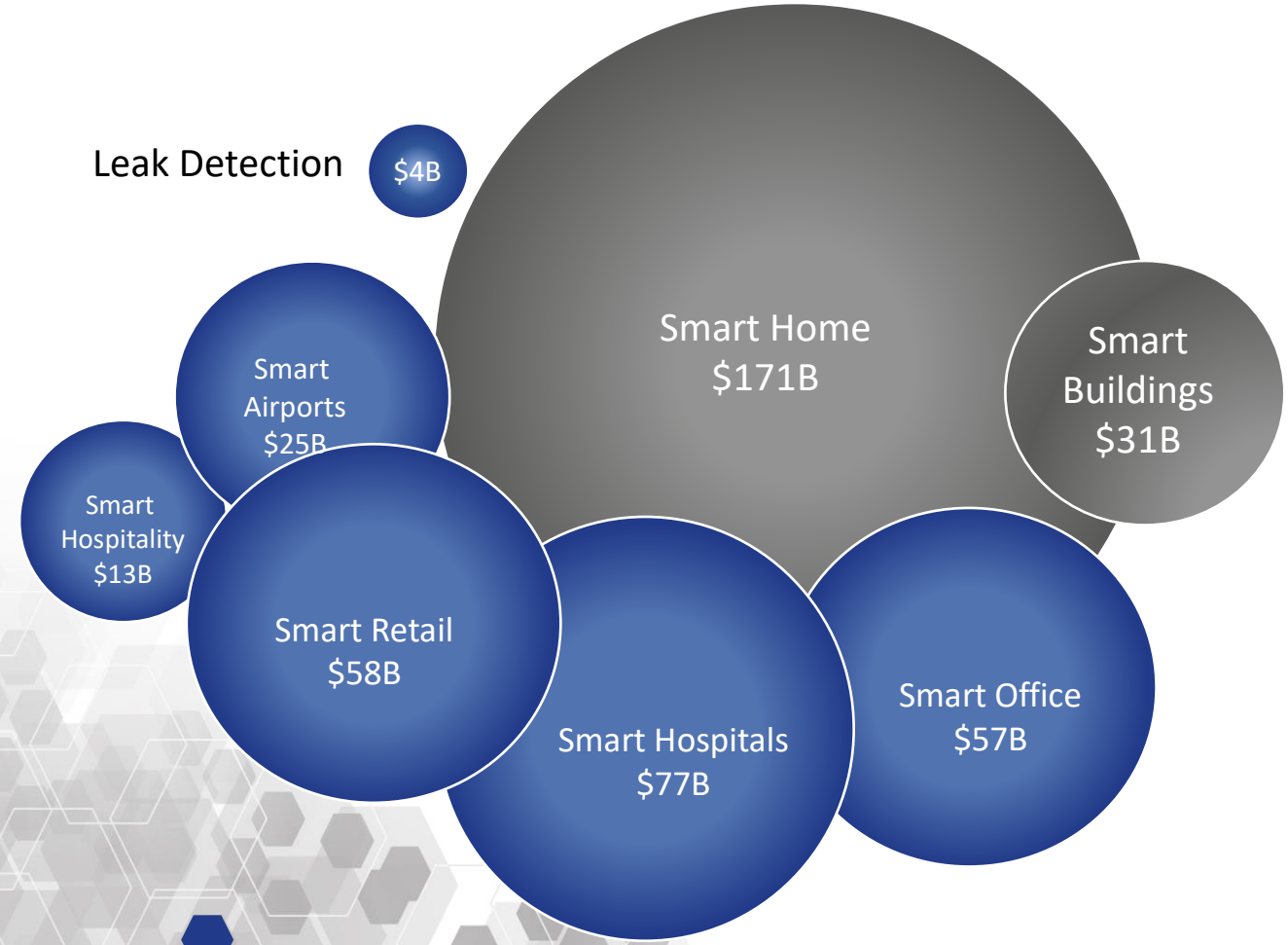


Our Partners

- Stora Enso (Fin)
- Wood Co. (US, Fin)
- Asteria Corporation
- InnoRenew ARENA 2036
- Industrial Coatings Co. (Ger)

The total accessible market is estimated to be over $250B by 2025 (pre COVID estimate)

Despite changes resulting from COVID, the underlying growth drivers in digitalization of smart homes and buildings with IoT technology will accelerate the adoption of new sensor technologies.



- **Smart building** market is driven by IoT and digital building management systems to optimize energy consumption through automation. Leak detection market is small because of lack of scalable solutions.
- **Smart homes** driven by home automation and security systems.
- Range of industry segments where digital solutions provide additional value for companies and their customers. Some segments, like airports, hospitality and retail, have suffered from COVID and are in desperate need for new solutions to win back consumers and their trust.

Market entry

First pilots under implementation, several in pipeline, commercialization by end of 2020 with On-Q mat.

Key Milestones

Lendlease installation wk 43

On-Q mat Sales start AUS wk 1

On-Q mat Sales start US April-May

Leak Sensing Product launch May-June

Smart Floor Product launch Oct-Nov

Smart Mats

PoC

Pilots

Smart Flooring

Patrizia Alpha Pilot

YIT Beta Pilot

Further Beta Pilots

Leak Sensing (CLT) – Stora Enso

First PoC

Lendlease Pilot

PoC for integrated solution

Integration to production

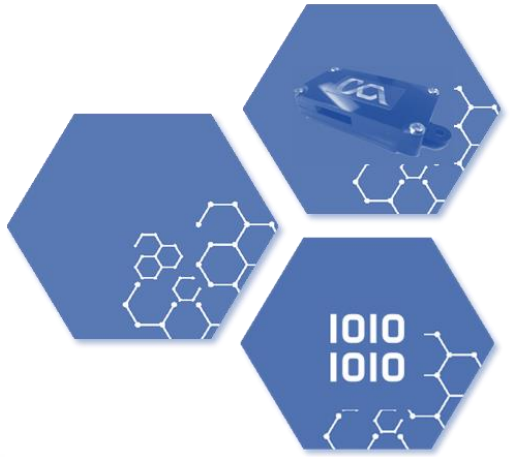
Scaling to other building technologies & materials

Q120 Q220 Q320 Q420 Q121 Q221 Q321

Business Model

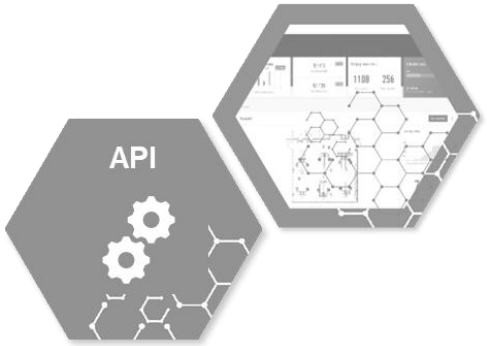
The business model is based on Solution sales and **scales through SaaS**.

1 Solution Sales



Low cost solution to drive fast volume uptake. Eventually move towards Sensing as Service model.

2 SaaS



High margin recurring revenue in data and analytics (SaaS) based on growing installed base.

Revenue Targets:

2020	**1 M€**
2021	**4 M€**
2022	**15 M€**
2023	**30 M€**
2024	**58 M€**
2025	**116 M€**

Break-even in 2023.

Our Team

The company is an international mix of **experienced technical and commercial team.**

Signals processing expertise in Finland based on ex-Nokia team to develop real time sensing system with software algorithms and hardware.

Material science expertise built in Australia when company was established.

Jaakko Kaidesoja (President)
MSc Business Administration:

Jari Muurinen
Sr. Systems Engineer

Timo Huuhtanen
Head of SW Development

Ville Tulonen
Sr. SW Developer

Chris Gilbey OAM (Executive Chairman/CEO)
DSP Engineering/IP licensing

Dr Phil Aitchison
VP R&D/Co-Founder

John Bell
CFO

Dennis Antiohos
Chief Scientist

Financing

The company is funded through seed round(s) and is gearing up for a **Series A round in Q1 2021**

Seed and crowdfunding round(s) during CY 2016-19, raised total US$5,4m. Major shareholders are Asteria Corp. (JPN), angel investors and company founders.

- Establish production and build IP
- Market entry with imgne X3
- Establish sensing platform
- Expand to Europe (Fin)
- First customer pilots

CY2020: C Note round raising US$1m with discount on Series A Round

- Go-to-market in Australia
- Productization of On-Q
- Scale S&M team
- Achieve first sales of On-Q

Q1 CY2021: Series A Round – US$4 million from VCs and strategic investors

- Strengthen R&D globally
- Productization and commercialization of Leak Sensing and Smart Floor
- Expand presence and supply chain to EU and US
- Establish Analytics

Exit via IPO or trade sale in three years.

Contact

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