

wattnow[®]

Take control of your energy
a Smart Energy Monitoring Solution



Problems

1/2

Wasted Energy

On average, **30% of the energy** used in commercial buildings is **wasted**, according to the U.S. Environmental Protection Agency.



Up to

30%

Of electricity is being wasted in your business.

45%

Raise in Tunisia since 10/2018

Energy cost is continuously Increasing in MENA Region.

Sources : EPA US.DE Business News

Problems

2/2

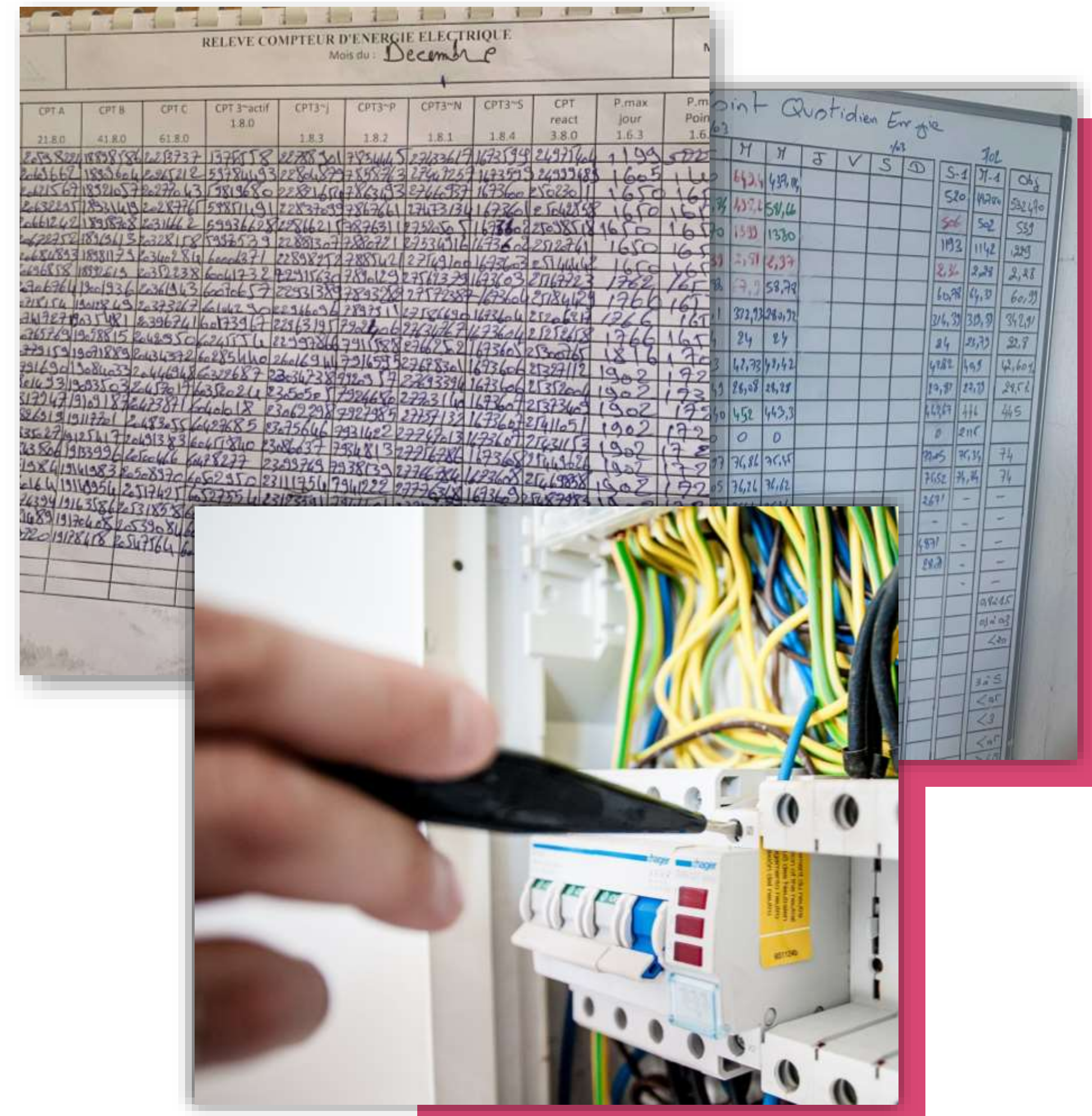
Maintenance & Energy Quality

Up to **66%**

Of risks harming your equipment come from your grid.

Up to **50%**

of maintenance visits could be reduced. Hundreds of engineer man-hours are spent **manually** collecting energy data.





We Help Companies Optimize their Energy Usage
And Extend the Lifetime of their Assets in order to reduce costs
and their carbon footprint

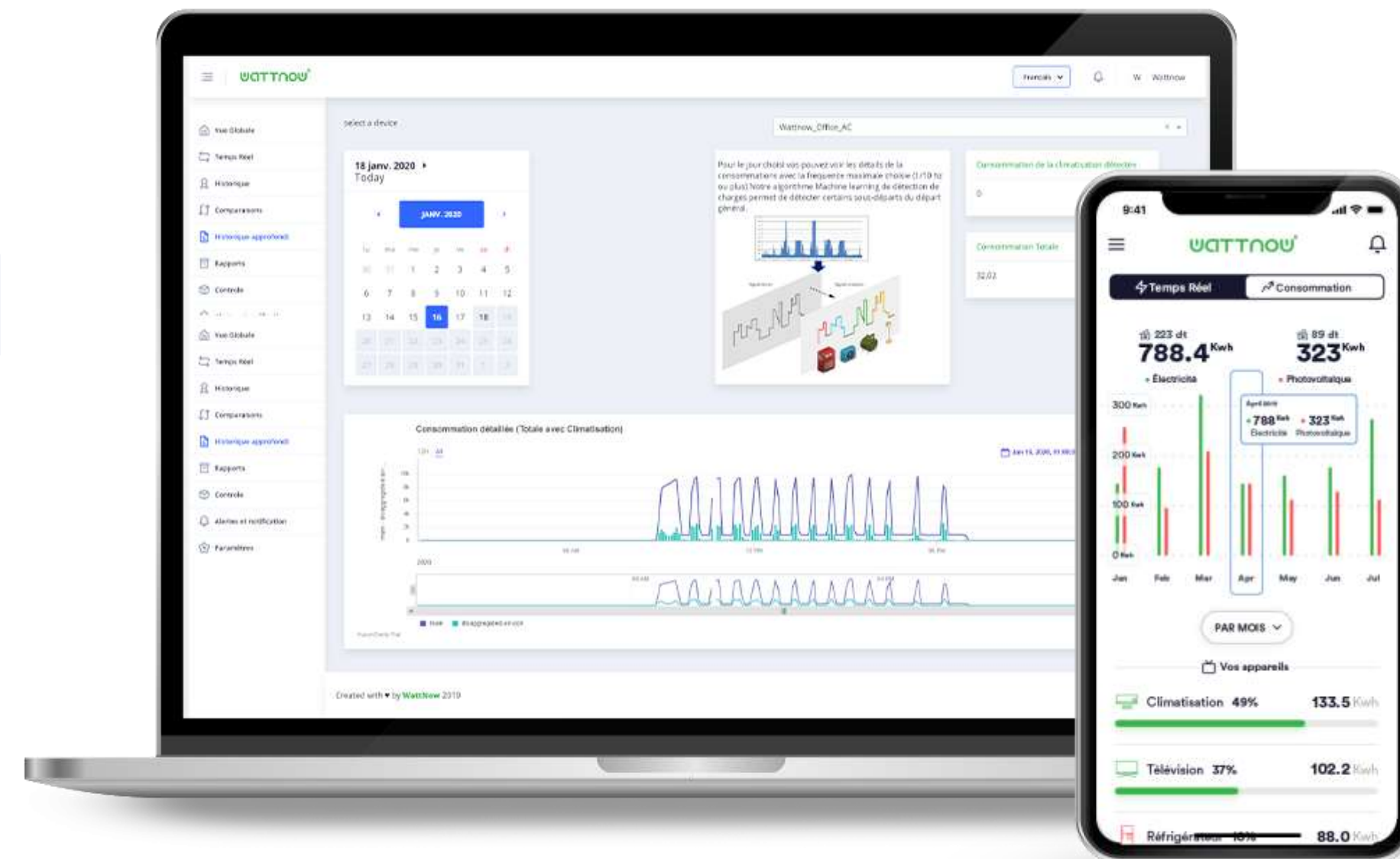
IoT Solution

Wattnow solution is a combination of hardware and software.

Our **devices** collect real time energy consumption and production data and the whole thing is visualized on a user friendly cloud-based **dashboard** and **mobile-app**.



Connected devices



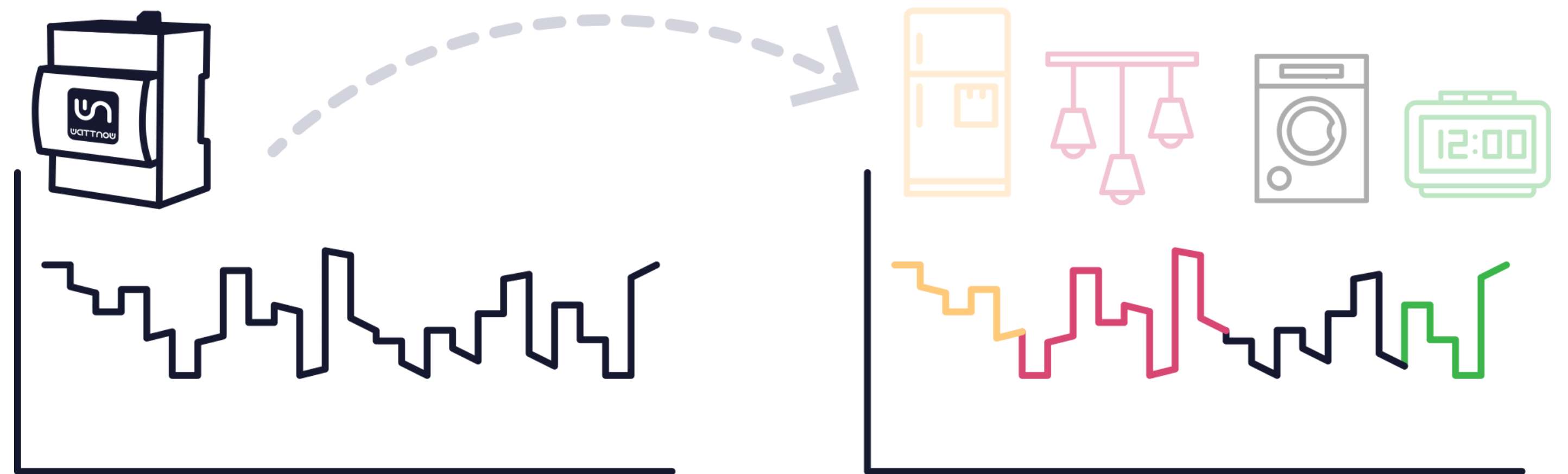
Mobile app and dashboard

Machine Learning Engine

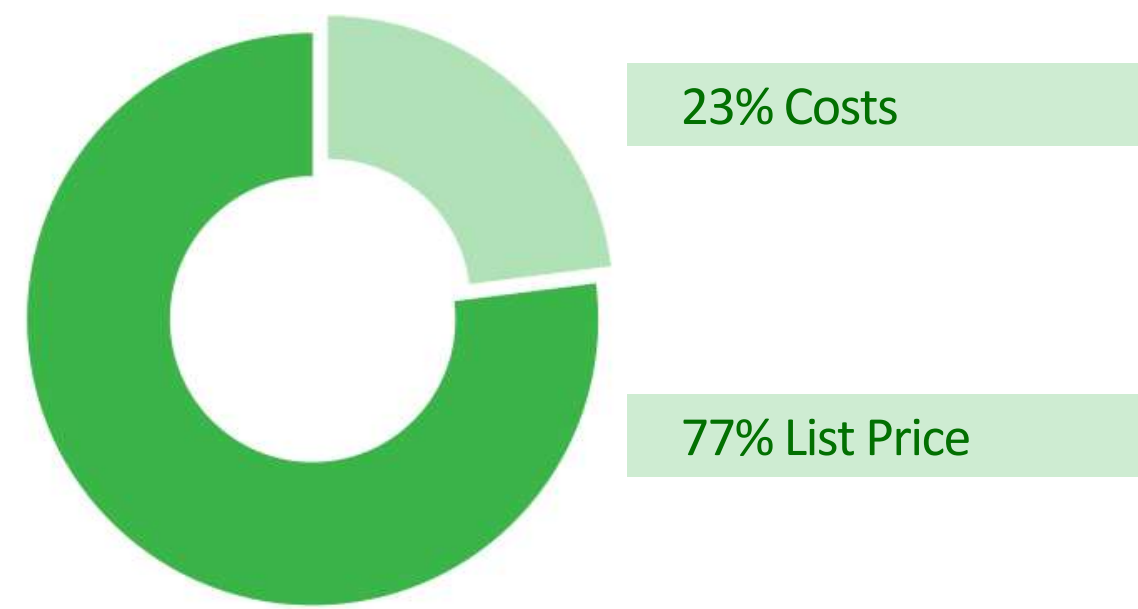
Every electronic device has its own unique signature assimilated to a fingerprint. Wattnow's **Energy disaggregation** algorithms allows you to visualize your equipment's consumption through the main load and helps you reduce the number of devices and sensors.

Our **Anomaly detection** algorithm allows early intervention when issues arise, leading to better and less costly predictive maintenance.

Our **forecasting** algorithm helps predict costs and optimize investments.



How we make money



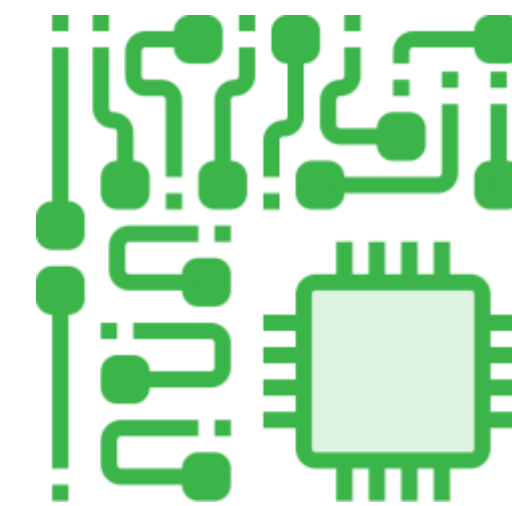
Hardware sales

Costs : \$75
Price : \$250



Recurring Revenue

Yearly Fee **per device**



Next stage

Hardware as a Service model removing upfront costs.
Leveraging aggregated Energy Data.

Traction

\$3M

2021 Pipeline

x10

Repeat Orders

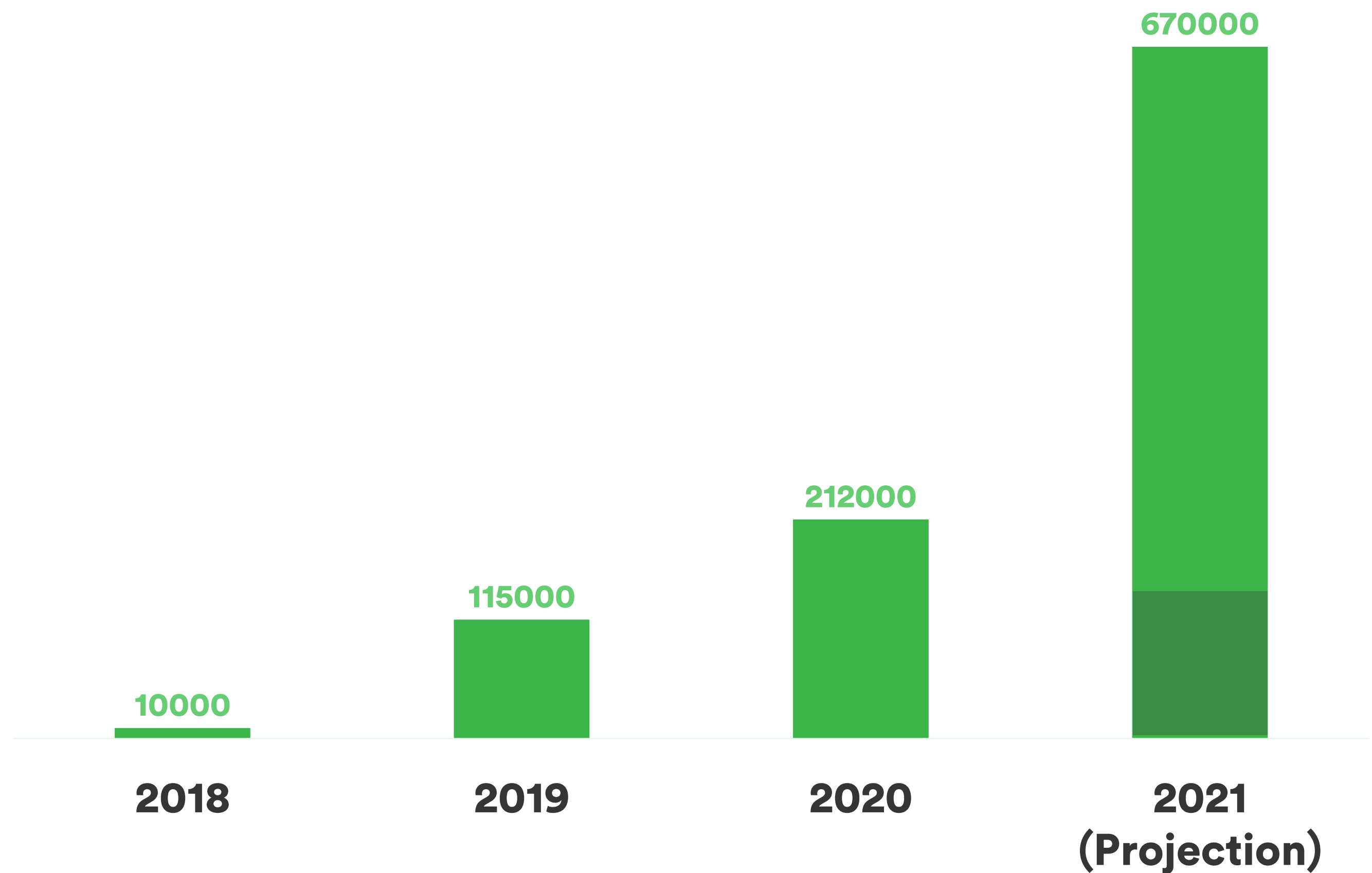
550+

Devices deployed

-60%

COGS

Revenue USD (\$)



They Trusted Us

Telco's Retail Banks & Buildings Industry



Retail



Telcos



Banks and
Buildings



BEAU JEAN'S INDUSTRIE



Industry





Use Case

Orange Tunisia

Applications of energy monitoring technology in the telecom sector.

240

Sites covered both
Indoor & Outdoor

Up to

52%

Energy saving in site
“Biz_0049”

Up to

19%

Average Energy savings

Up to

-60%

Mitigating
maintenance work



Market Size

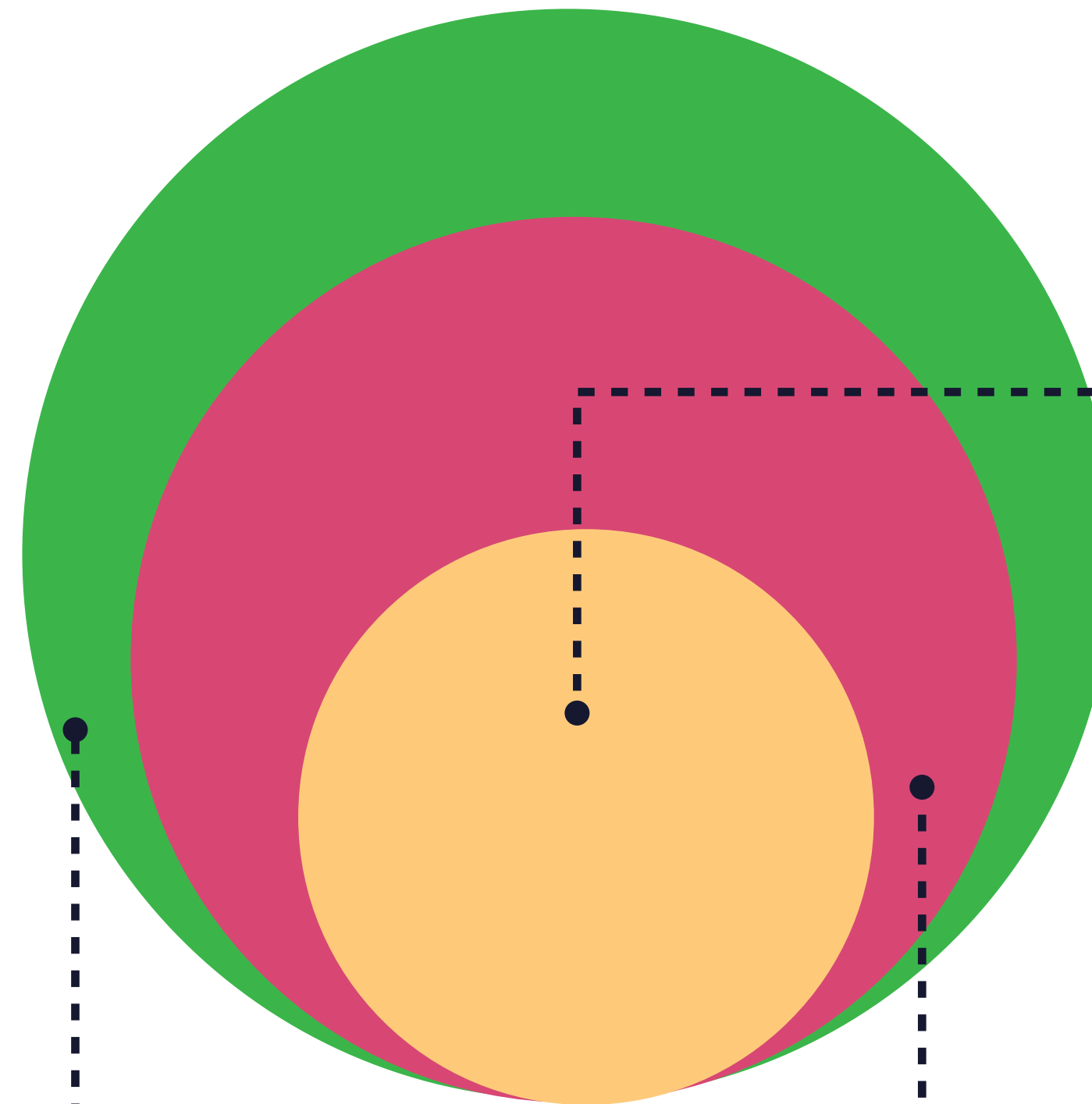
Total market
\$39.89B

\$25.92B

Total addressable market

The global **IEMS** and **BEMS** market valued at 25.92 Billion in 2018 and is projected to reach USD **51.28** Billion by the end of 2025, exhibiting a **CAGR of 17.1%** during the forecast period (2019 - 2025)

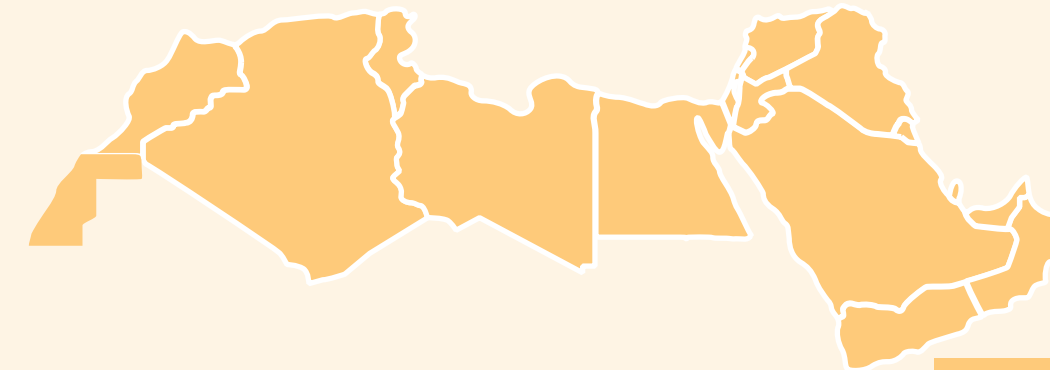
65%



\$3.9B

Target market

Mainly MENA region IEMS and BEMS



10%

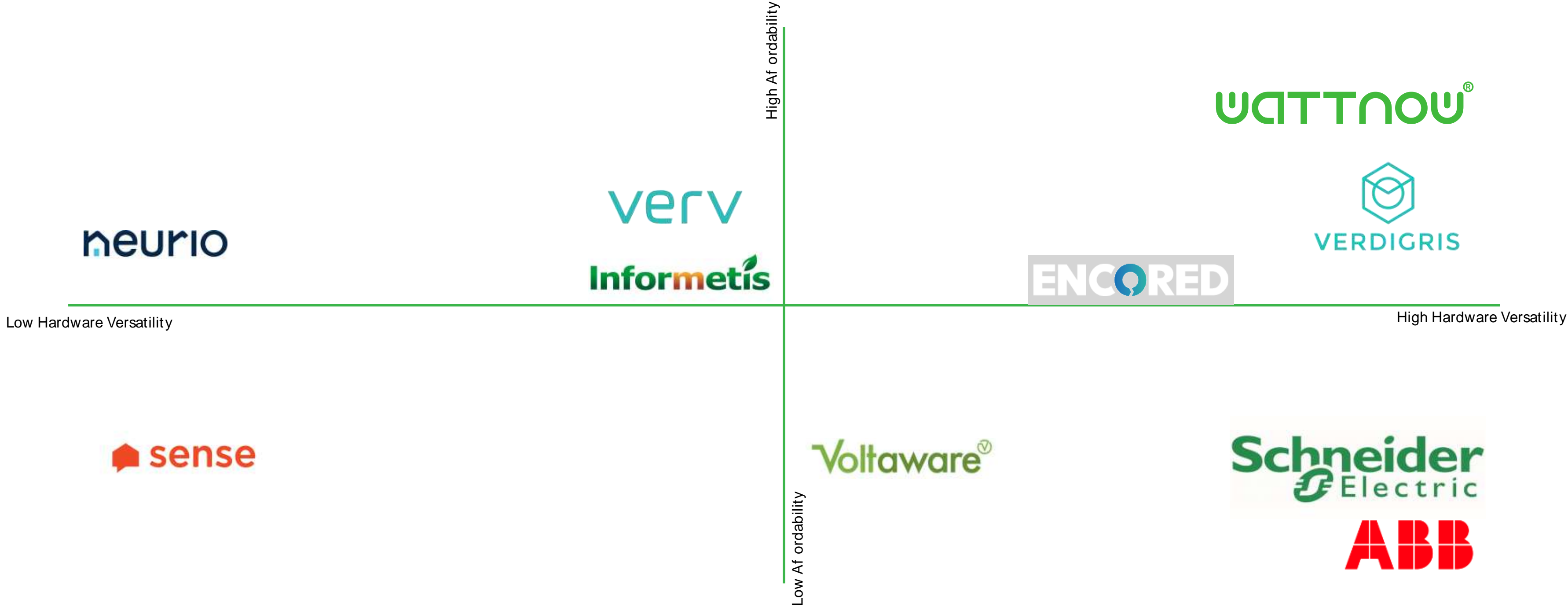
\$9.97B

Serviceable market

The IEMS and BEMS Market In Europe/ME/A

25%

Competitors & advantages



WATTNOW®



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Centralised

All your sites gathered in one dashboard.



Real Time

Fast, and accurate energy data.



High ROI

Competitive price, low maintenance cost and quick return on investment.

*Versatility means compatibility with standards, industrial versions, current sensing capacity and communications options.

Meet The team



Issam Smaali

Co-Founder & CEO

Himilco, STMicroelectronics, Tis Circuits, Founder Institute



Sirine Dimassi

Mechatronics Engineer

EniCarthage, Médis, Techam



Abdelmajid Chaouch

Co-Founder & CTO

ENIT, STEG, SIAME



Malek Atallah

Marketing Manager

Kedge BS, Asteelflash, Mister G



Noomane Fehri

CSO (part-time)

Schlumberger, KPMG , Atos, Ex IT Minister



Aymen Tabib

Co-Founder & Lead Firmware

EPT, ENSIT, TI, Himilco



Fahmi Bacha

Operations Manager

IHET, Financial Engineer, BIAT
WATTNOW



Aziz Ben Hassine

Technical Sales Manager

Ola Energy, Bridgestone, Henkel



Abir Hajji

Lead Data Science

ESPRIT, Axe Finance

FLAT 6 LABS



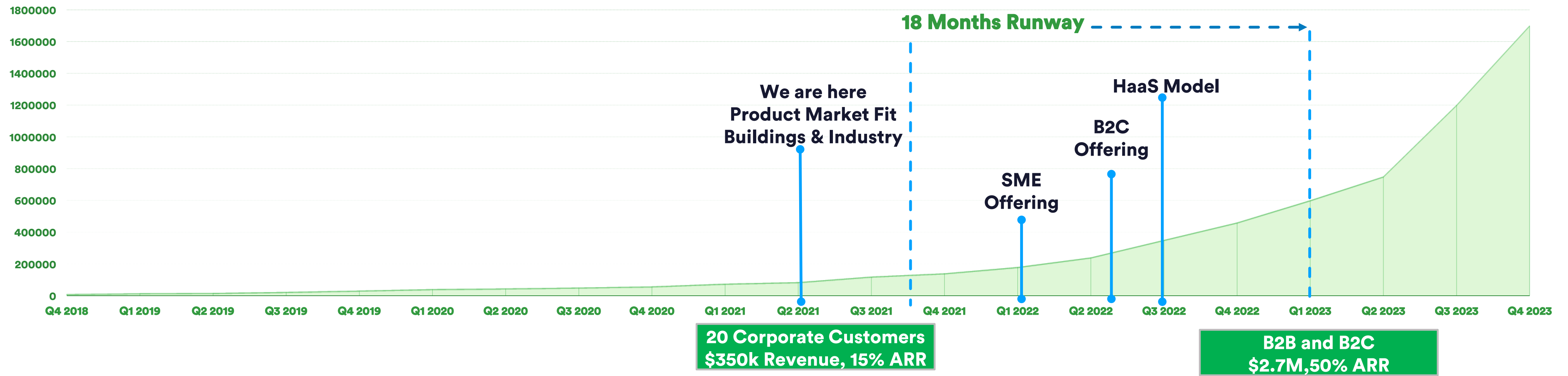
Our Network



الصندوق العماني للتكنولوجيا
Oman Technology Fund

The Ask

\$1.5
MILLION



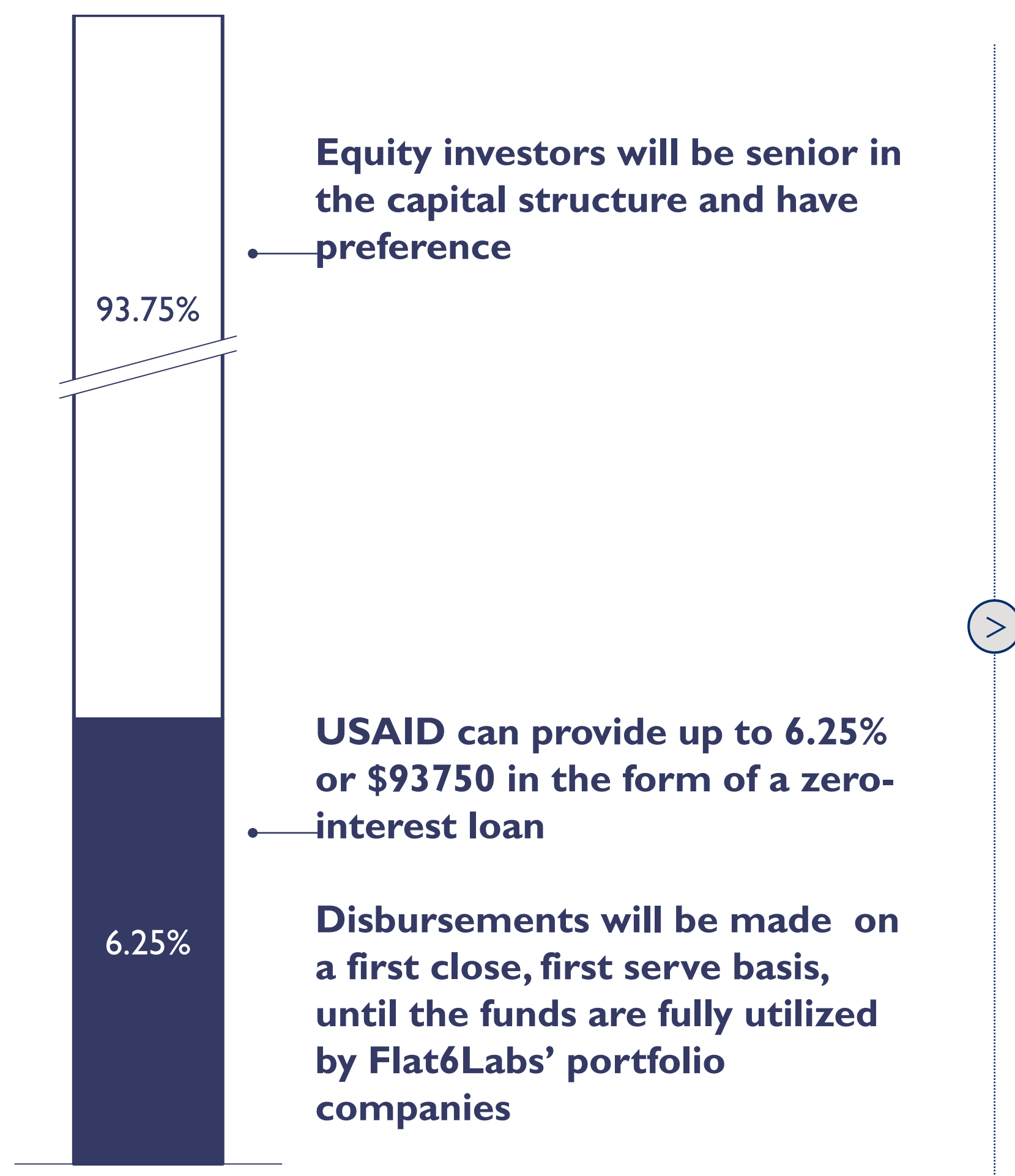
Additional Information

Or Reach us
on
issam@wattnow.io

WATTNOW®

As part of a USAID-funded program supporting early-stage Tunisian companies in accessing follow-on financing, USAID has made US\$400,000 available to Flat6Labs' portfolio companies in the form of a First Loss Tranche, to accelerate and crowd-in private capital

As a Flat6Labs portfolio company, **Wattnow** can access first loss funding from USAID of up to 6.25% of total raise



Instrument Mechanism

The instrument will be structured as a repayable non-interest bearing instrument, with no expiration date, that will be disbursed alongside any successful fundraising of \$250K¹ or above

Post fundraising close, any cash disbursements from **Wattnow** will be made according to the following waterfall structure:

1. Private investors¹ receive all disbursements until their initial investment is recovered
2. Any additional disbursements are distributed Pari-Passu to private investors and towards the First Loss Tranche redemption
3. Upon full principal repayment, the First Loss Tranche will be considered redeemed, all additional disbursements go to the private investor

For any questions on the structure and funding, please contact CrossBoundary at tunisia@crossboundary.com

1. Can be altered on a case-by-case basis

2. "Private investors" represents any non-donor funding that [Company] is able to successfully raise

Competition & advantages

	Solution	Target Market	Market type	Hardware Versatility*	Pricing Model	Affordability	Energy Disaggregation *	Transmission
WATTNOW®	HW/SW	EMEA (Europe, the Middle East and Africa)	B2B/B2C	●●●●●	Hardware Sales+ Subscription	●●●●●	Cloud, low to high Frequency (8khz->0,1HZ)	GSM/WIFI/Ethernet
Verdigris	HW/SW	US	B2B	●●●●●	HaaS	●●●	Edge, High Frequency	WIFI/4G
Sense	HW/SW	US	B2C	●	Hardware Sales	●●	Edge, High Frequency	WIFI
Encored	HW/SW	Japan/US	Utilities/B2B	●●●●	-	●●●	Cloud, Low Frequency	WIFI/Ethernet
Verv	HW/SW		Appliance Makers	●●	-	●●●	Edge, High Frequency	WIFI
Informetis	HW/SW	Japan (Trialing in EU)	B2C	●●	-	●●●	Cloud, Low Frequency	WIFI
Neurio	HW/SW	US	B2C	●	Hardware Sales	●●●	Edge, High Frequency	WIFI
Voltaware	HW/SW	UK	B2C/Utilities	●●●	Hardware Sales	●●	Cloud, Low Frequency	WIFI
Eliq	SW	Sweden EU	Utilities	No	SaaS	N/A	Cloud, Very low frequency	N/A
Bidgely	SW	US	Utilities	No	SaaS	N/A	Cloud, Very low frequency	N/A

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Proprietary Hardware

We offer our clients a variety of intelligent sensors adapted to the needs of their specific sectors and activities.

The sensors are our own designed proprietary hardware and are directly manufactured here in Tunisia. The factory is actually at about 20minutes from our offices. Being able to produce our hardware locally gives us many advantages:

- Maintain a high quality product
- Cut down manufacturing costs
- Prototype new variations faster and reduce Time To Market

We dispose of several hardware certifications that allow us to operate in our target markets.



One Phase
GSM/Wifi



Three Phase
GSM



Three Phase
Ethernet



Multi-Sensor
Wireless Logger
GSM/Zigbee/BLE 5.0

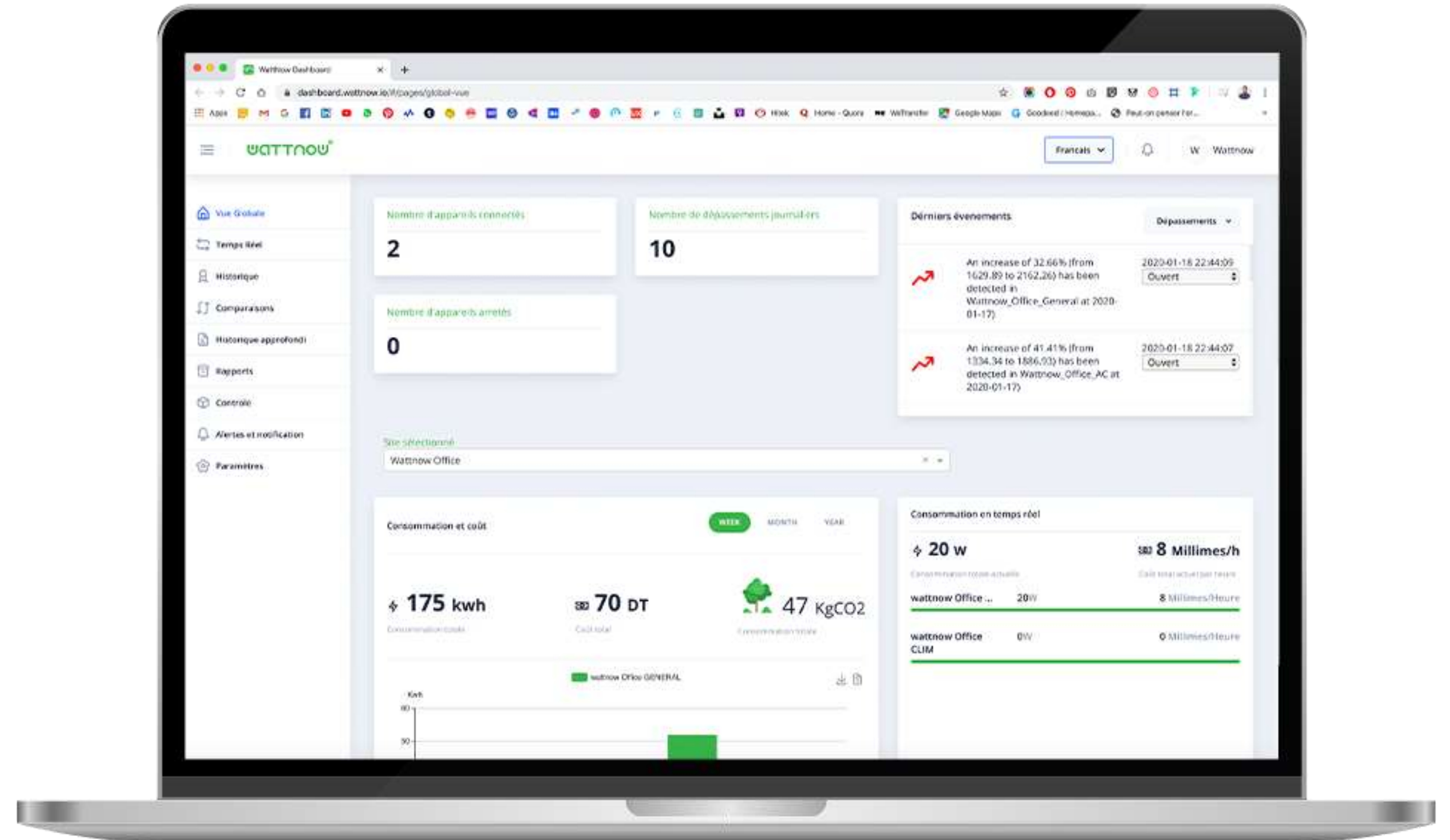


Dashboard

Wattnow's Energy Dashboard is an online platform with an easy access and a responsive web design available on all of your devices.

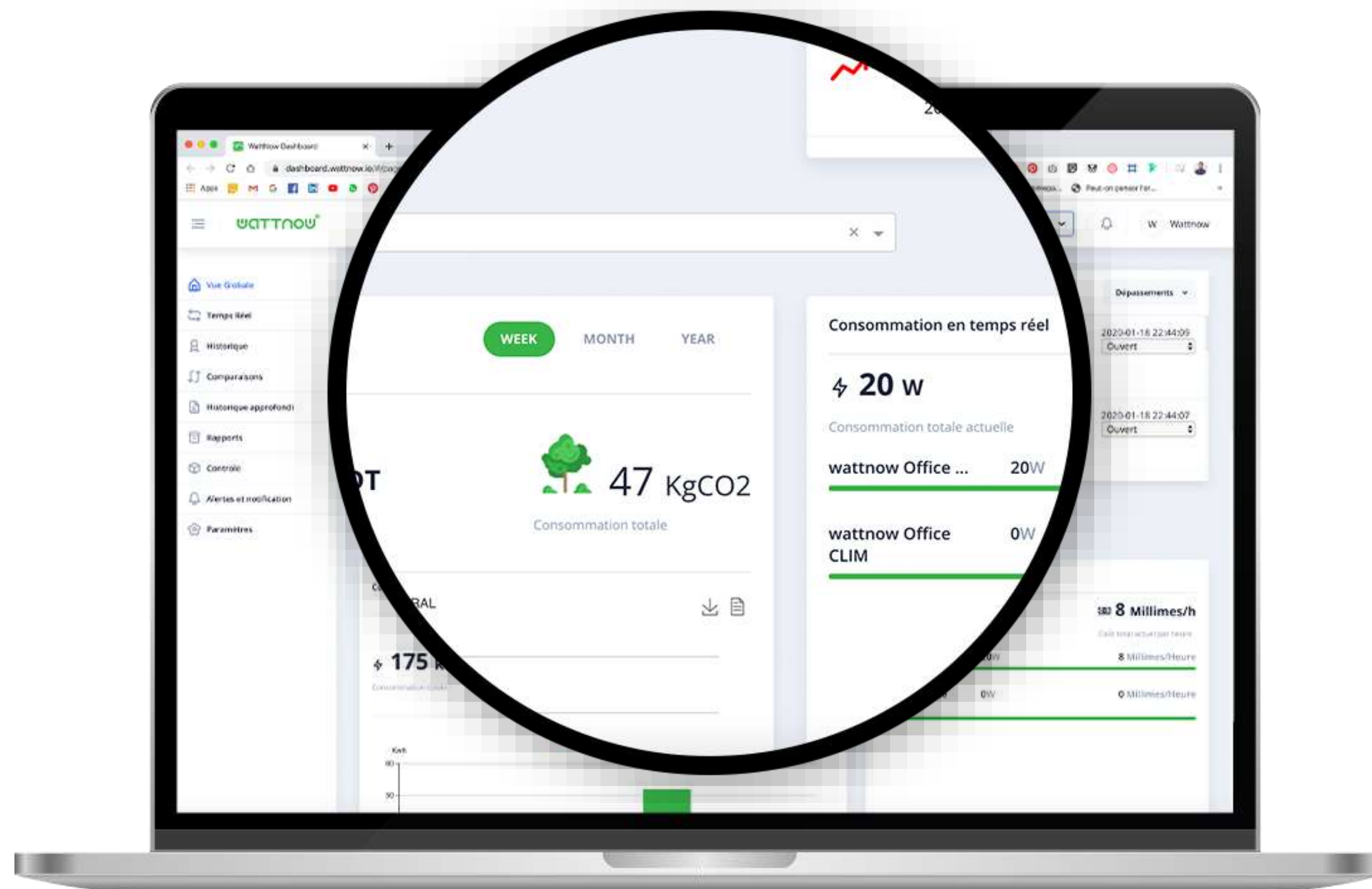
Our user-friendly platform includes all the features you need to visualize and monitor your electricity consumption in real time, hourly, weekly or even yearly.

Wattnow Dashboard keeps you always on the right track using notifications and alerting emails and SMS.



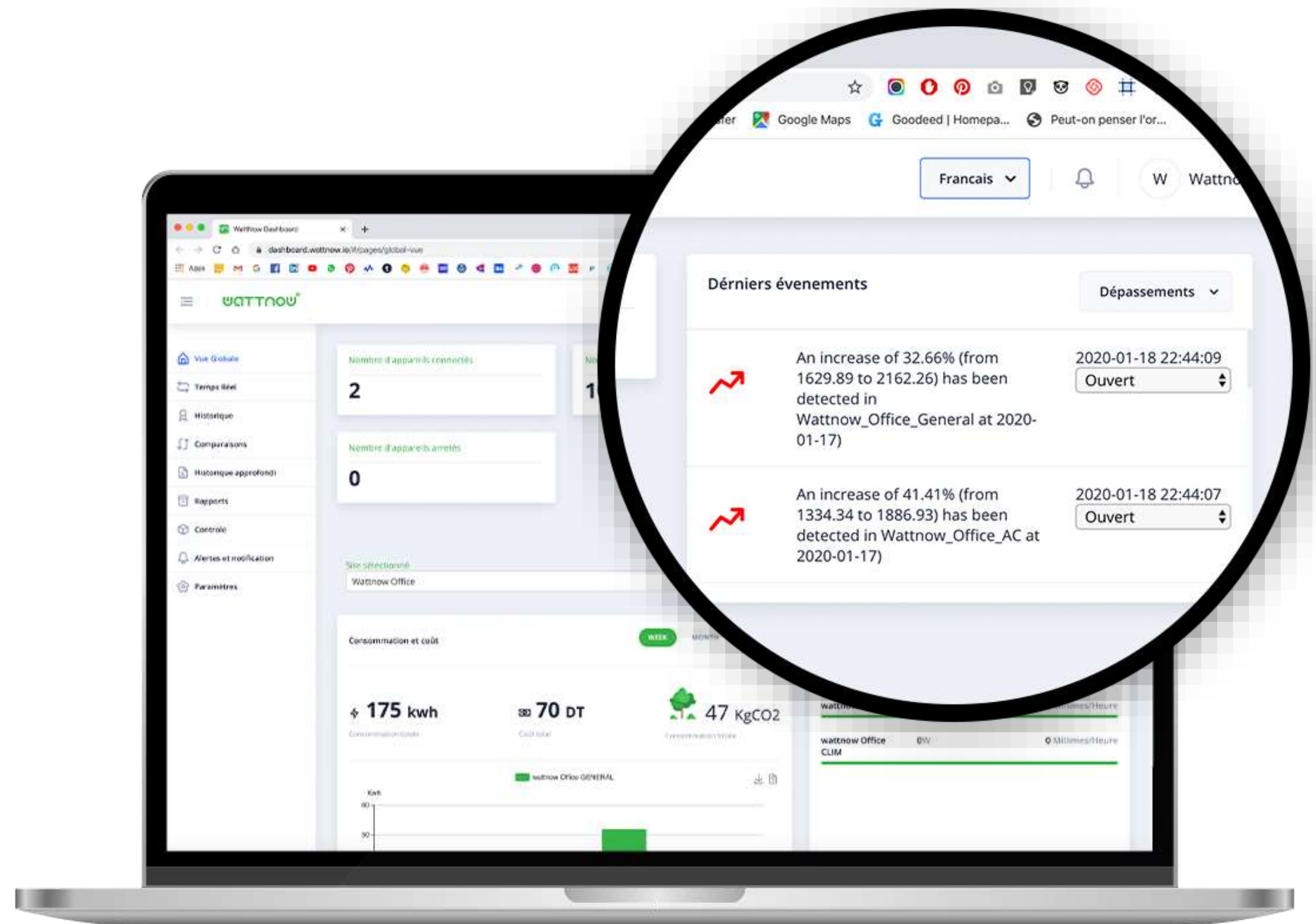
KPIs Tracking

Our user-friendly platform includes all the features you need to visualize and monitor your electricity consumption in real time, hourly, weekly or even yearly.



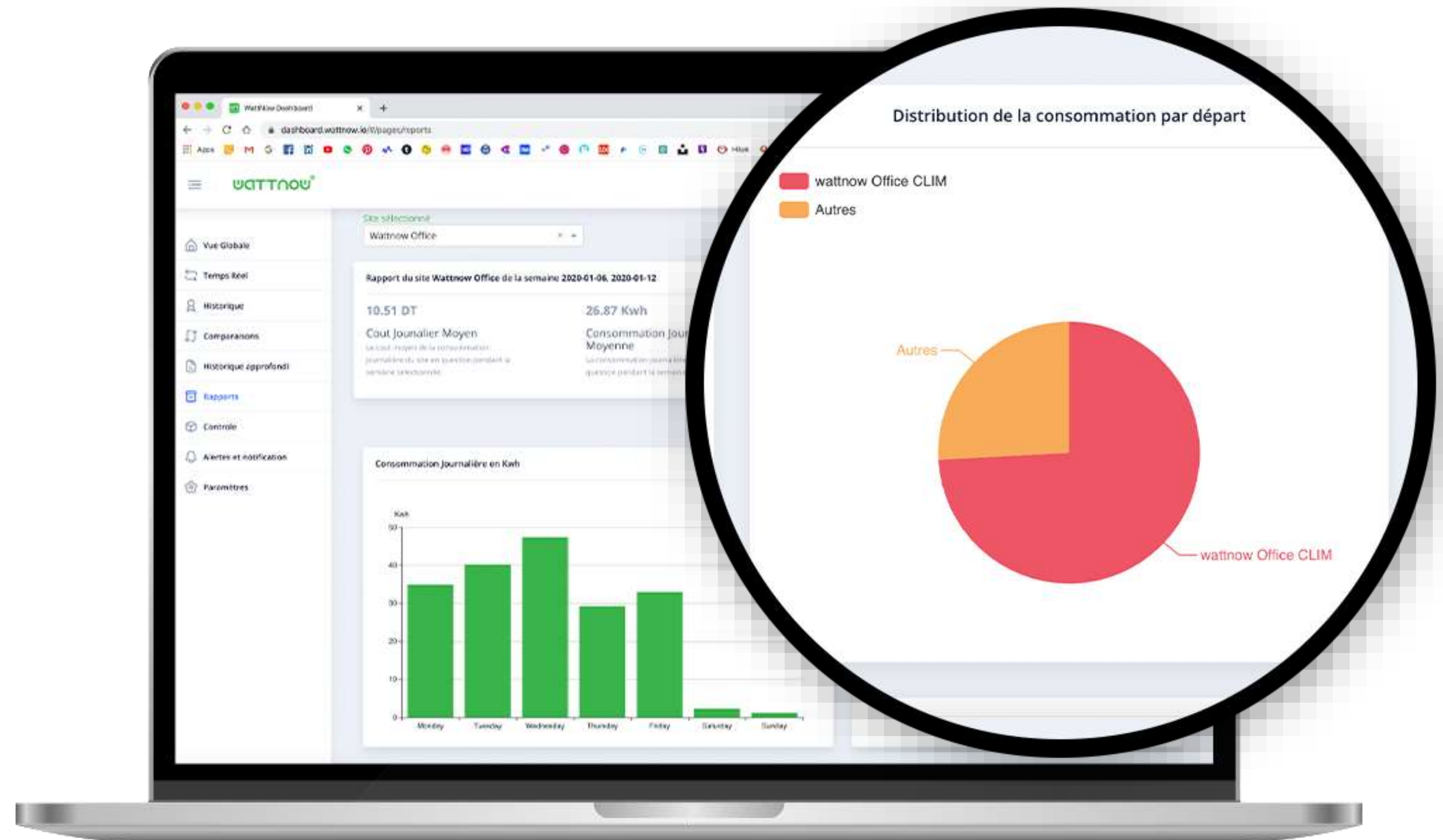
Timely alerts

Wattnow Dashboard keeps you always on the right track using notifications and alerting emails and SMS.

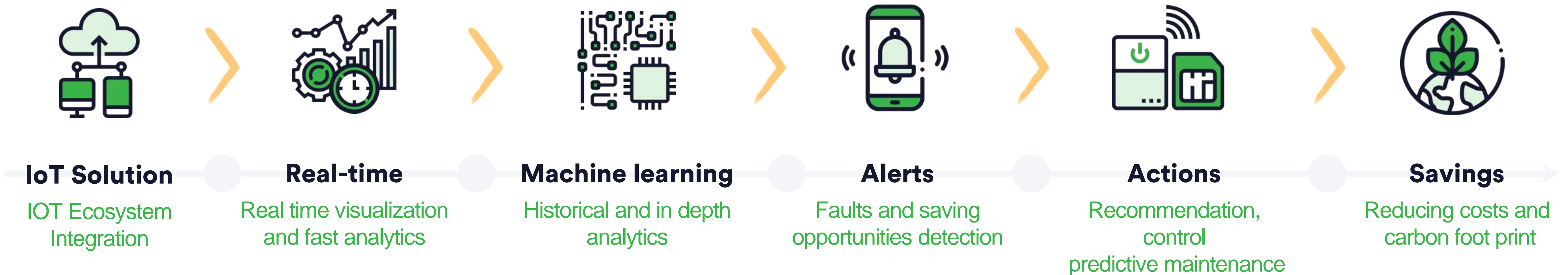


Reporting Engine

You can generate and export accurate reports with customized KPI's and insightful analysis that helps you and your team set up targeted actions.



Key Features



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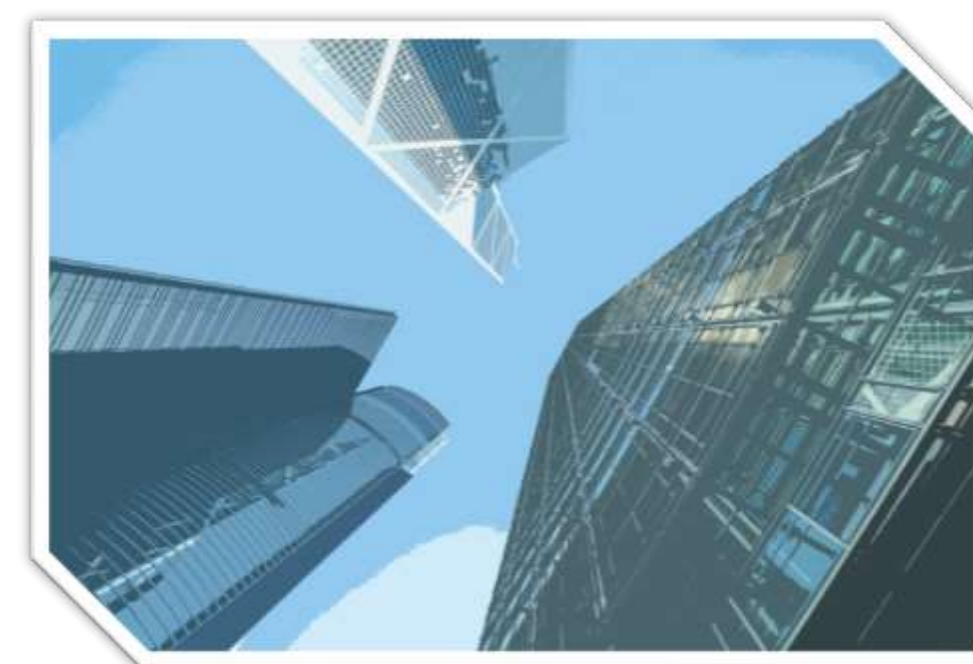


Potential climate impact of our solution in t CO₂eq exposed in two scenarios

Commercial Buildings

With our system giving access to **actionable information to avoid waste and detect anomalies in real time** we enable Commercial Buildings to **manage their energy efficiently**, by relying on energy data to track efficiency.

By reaching **5 Commercial Buildings in year 1**, of whom 80 % make the change, we expect a net impact potential of **-131 t CO₂eq**. Roughly the climate impact of -15 average Europeans. This scales to **-131 t CO₂eq** in year 5.



Cement Plants

With our system giving access to **actionable information to avoid waste and detect anomalies in real time** we enable Cement Plants to **manage their energy efficiently**, by relying on energy data to track efficiency.

By reaching **2 Cement Plants in year 1**, of whom 60 % make the change, we expect a net impact potential of **-3040 t CO₂eq**. Roughly the climate impact of **-350 average Europeans**. This scales to **-3040 t CO₂eq** in year 5.



Domain:

- Enabler

Functional Unit:

- kWh saved per year

Baseline:

2 scenarios: commercial buildings & cement plant industries.

Commercial Buildings :
1 000 000 kWh
per year in average per building

Cement Industries :
166 000 000 kWh
per year in average per plant



Use Case

Chimicouleurs Emballages

Challenges

The industrial sector has a relatively **high demand for energy** and their three main objectives are;

- ▶ To **delineate the growth of industrial energy consumption** from the rate of growth in industrial output
- ▶ To bring **energy intensities** of **major industrial sectors** into line with **international standards** and **best practice**
- ▶ To apply principles and practices of **continuous improvement** to implement **strategic energy management**

Solutions

- ▶ Monitor, track energy consumption **in real time** and identify waste sources
- ▶ **Alert, notify** users of their **energy spikes** and **abnormalities** in consumption
- ▶ **Centralize all the historical data** of its energy-consuming equipment in one smart energy network
- ▶ **Document energy analysis and savings**

Results

- ▶ **Energy use and consumption analysis** based on **measurement** and other **data exploited by smart meter**
- ▶ **Evaluate past and present energy use and consumption**
- ▶ **Determine the current** energy performance of installations, equipment, systems and processes related to **significant energy uses identified**
- ▶ **Identify, prioritize and record opportunities** for improving energy performance
- **Reduce carbon emissions** and meet **sustainability targets** and **abide by ISO 50001 energy standards**

Up to

5%

Energy Savings