



# VITESY

LABORATORI FABRICI SRL

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COMPANY PRESENTATION - 2023



# Solving Some of the Biggest Problems in our Society

Indoor Pollution

Food Waste

Improving  
Wellbeing





Indoor Air is **5X** more polluted\*  
We spend **90%** of our time indoors incredible  
loss of GDP every year (**EU €473bln**)



**931mln** tons of **Food Wasted** every year  
**Almost \$2k** per family lost every year  
**10% of CO2** annual emissions



# Solutions on the Market are Obsolete and not Sustainable



Current Air Purifiers have 40 years old technology:  
HEPA or Carbon Filter\* And they represent an  
unpleasant solution for customers

\*Ozone and Plasma filters are not reliable and have huge side effects



102 Million Air Filters Wasted in the last 5 years\*  
20 thousand tons of trash generated\*

\*Statista: Global residential air purifier market size 2015-2021



# Our Solutions

We are working on a new concept of connected wellness, thanks to the combination of **nature**, **nano materials**, **technology** and **design**



Natede Smart



Natede Basic



Eteria



Shelfy

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**2 Patents - 2 Patent Pending Applications - 3 Registered Designs - 3 Trademarks**



# Natede, Introducing Nanomolecules

Launched in 2019, **Natede combines photocatalysis and phytoremediation** together with cutting edge sensors.

*Natede Basic is a version without sensors and connectivity at a lower price.*





# Eteria, diffused air purification and monitoring system

A new purification system that uses a **cutting edge photocatalysis** – perfect for small spaces and for B2B partnerships (es.HORECA).





SHELFY

# Shelfy - the Solution to Food Waste

Just place it in a **refrigerator** and our **nanomolecular** photocatalytic technologies will:

**Increase Shelf Life**  
up to 12 days

**Reduce Bacterial**  
Load on Food

**Reduce Bad**  
Odors

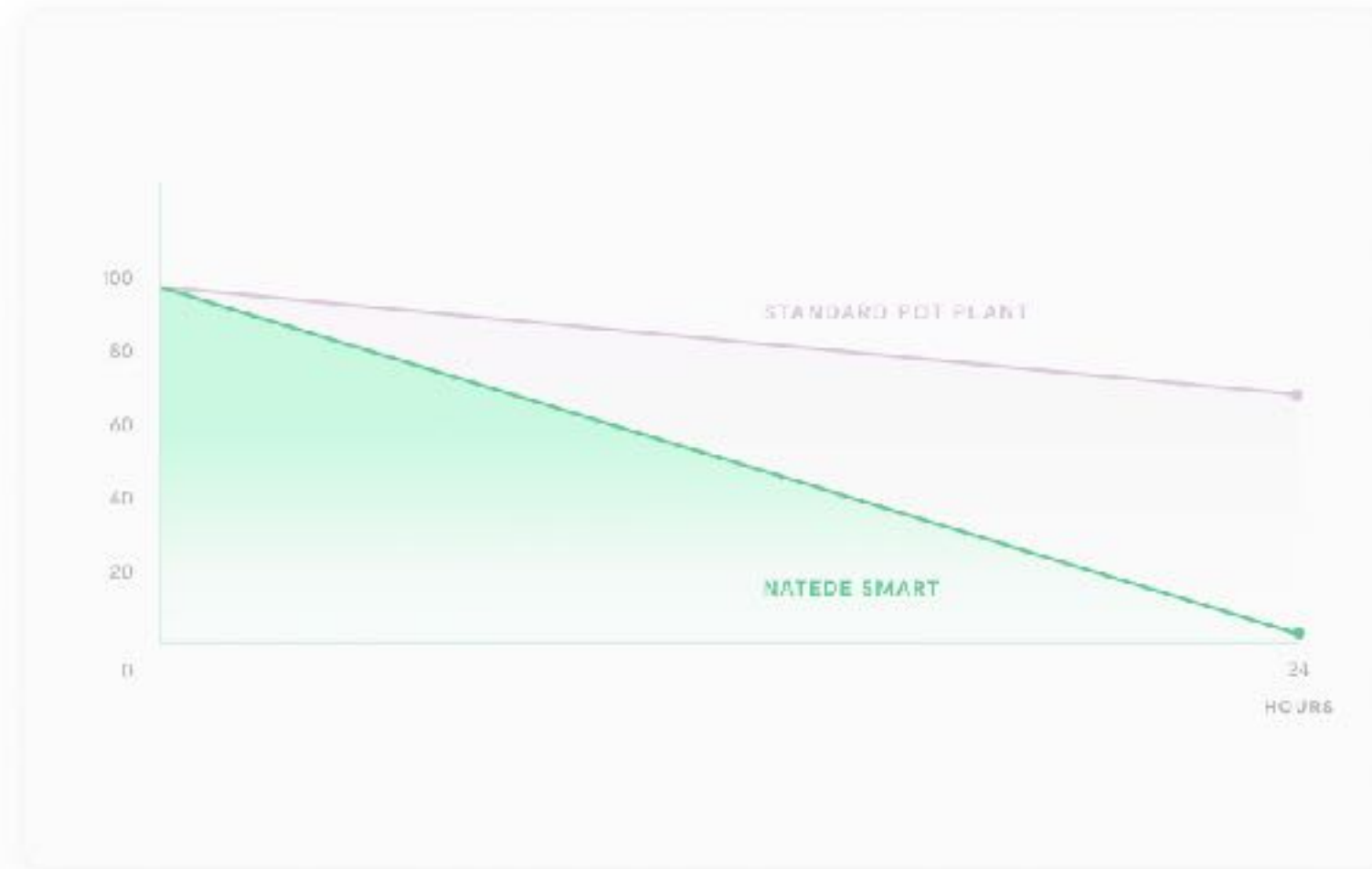
Battery lasts up to 30 days. Door Opening sensors to reduce energy consumption.





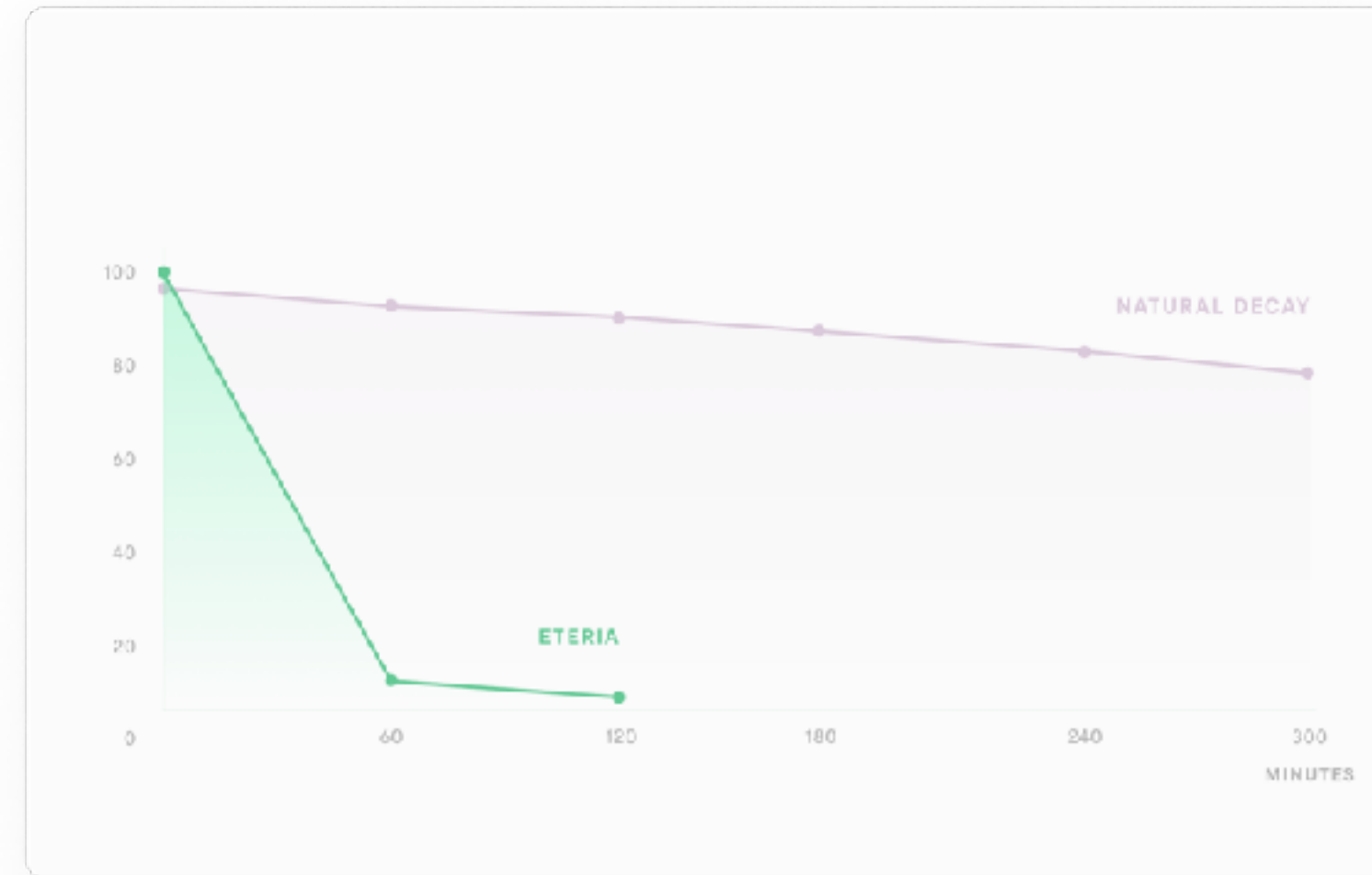
# Intense Laboratory Tests on our devices

## Natede



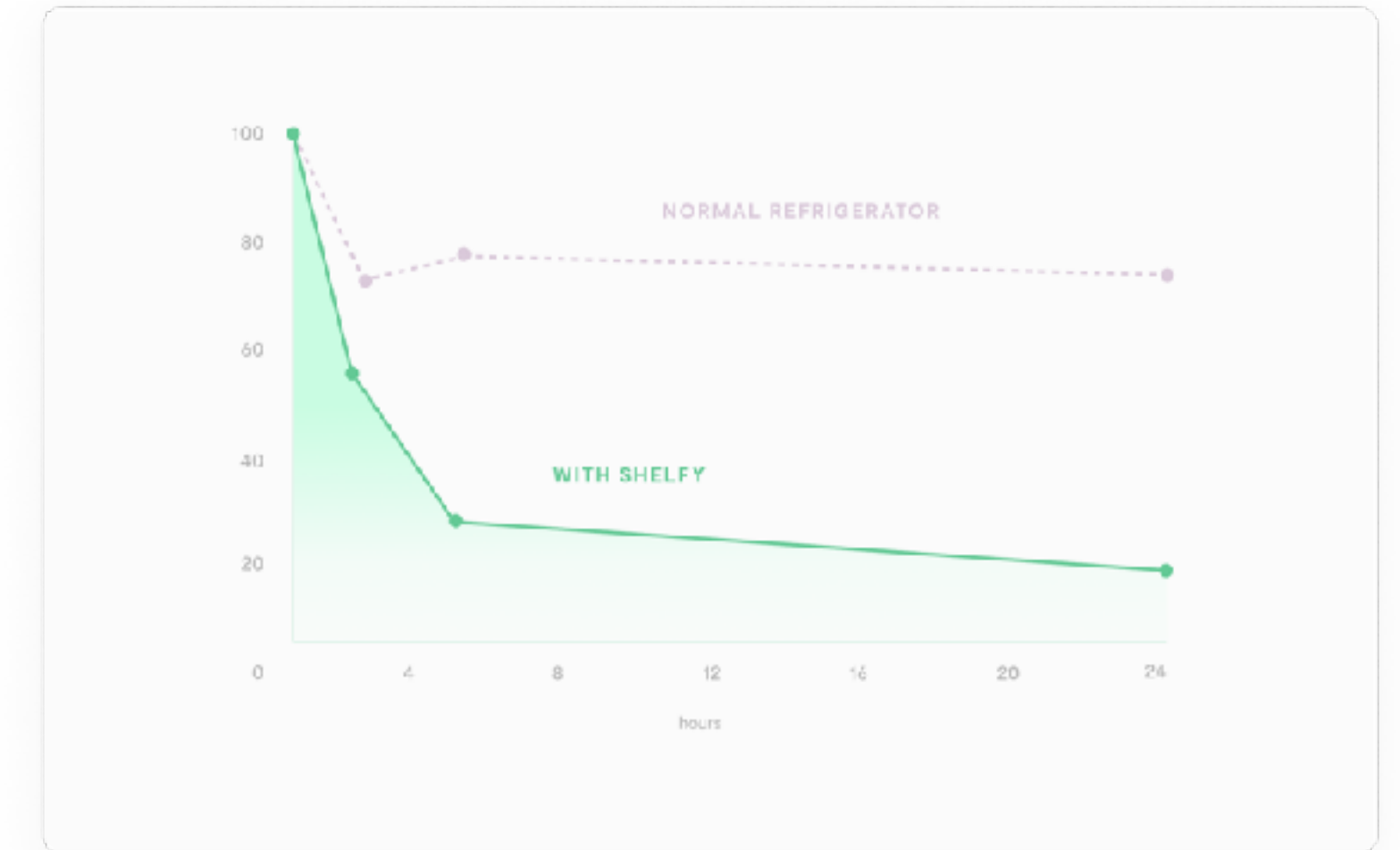
[FULL REPORT](#)

## Eteria

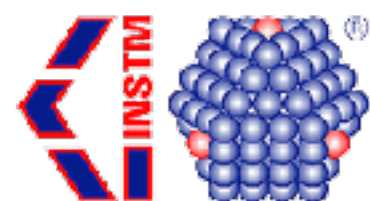


[FULL REPORT](#)

## Shelfy



[ODORS REPORT](#)





# Preserve the freshness of your food

The days of storage in the normal refrigerator



The days of storage in the refrigerator with Shelfy



SHELF-LIFE REPORT



# Cutting Edge Technology and Innovation

All our devices are connected to our Proprietary Vitesy HUB

- ▶ air quality sensors management
- ▶ analytics
- ▶ advanced settings

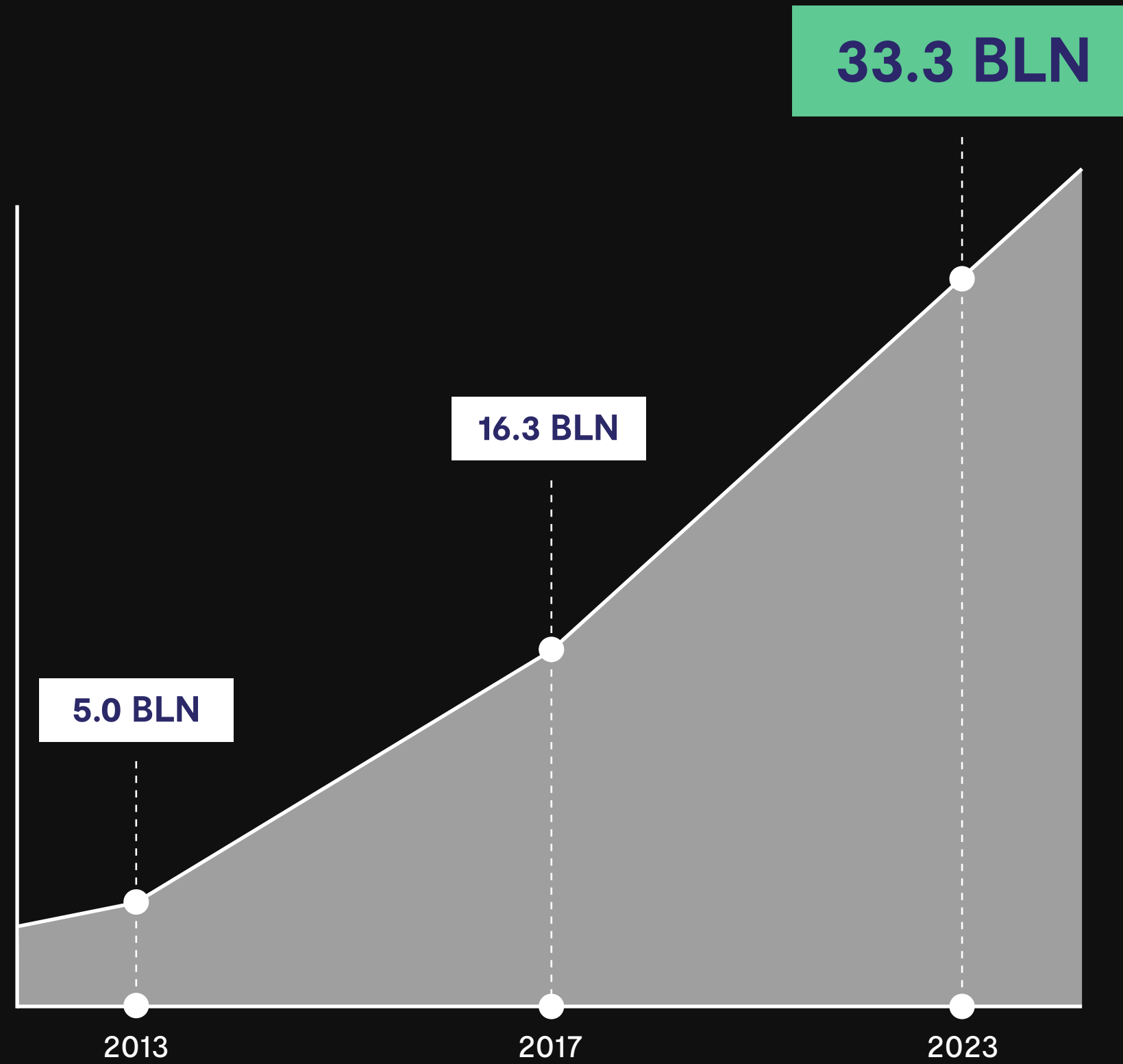
Work with Wi-Fi and Bluetooth  
Desktop Dashboard for B2B and  
given with SaaS model.





SCENARIO

# We are surfing fast growing markets



## Air Purifiers Market

Global market Forecast for air purifiers (2023)  
RESEARCHANDMARKETS, May 2018

Where our waste come from



## Food waste

Food waste is one of the biggest and most underestimated problems of our time. Fao.org



# Air Purifiers

**Design:** bulky, unaesthetic and usually no match with the inner space

**Performance:** frequent filter replacement, no air refresh

**Other:** hard to repair, mono functional and no smart features

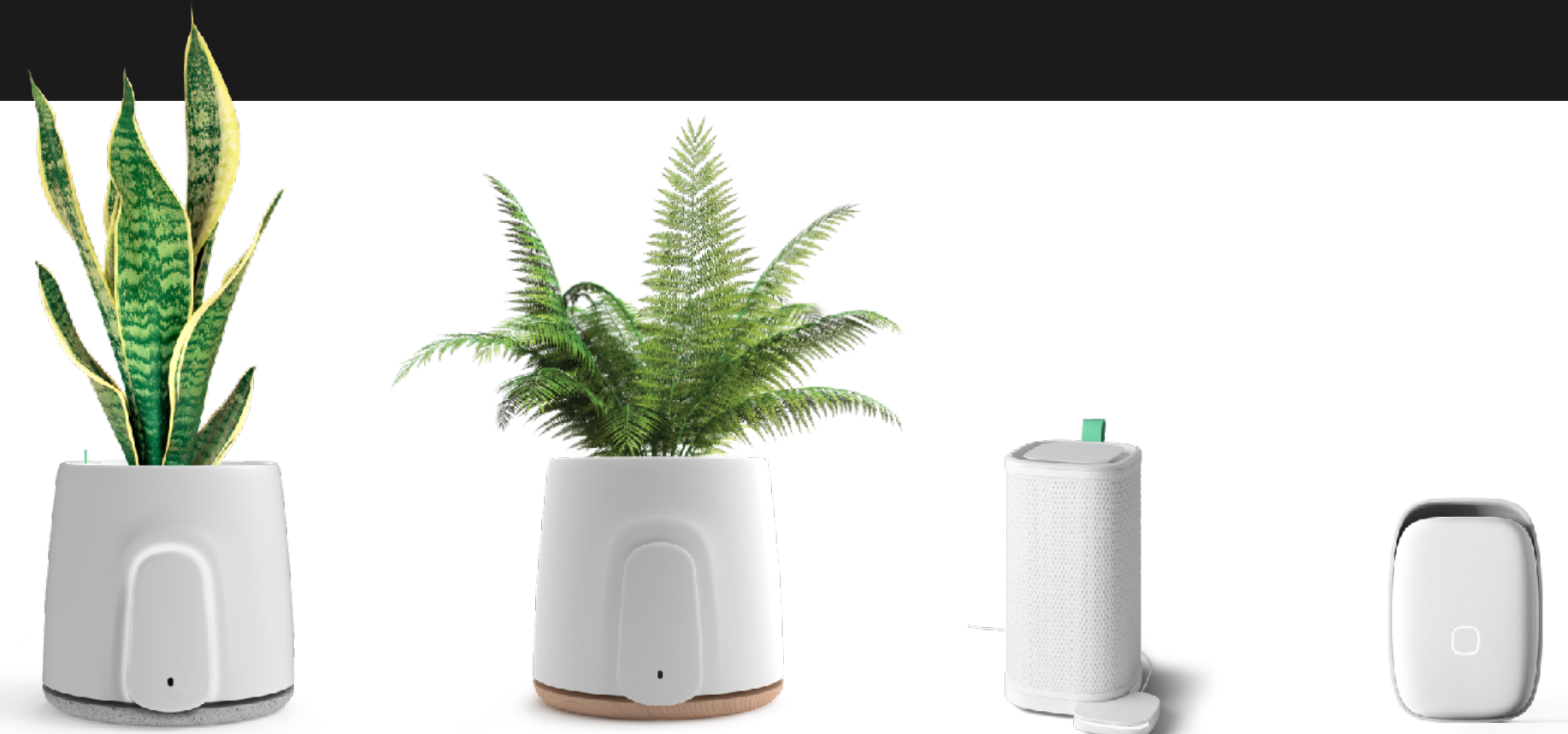


# Vitesy products advantages

**Design:** perfect harmony with any inner space, high quality materials

**Performance:** great performances from nanomolecules, no filter replacement required

**Other:** innovative sensors, IoT ready, interlocking system designed without requiring glues



Shelfy faces very little competitions – mainly gadgets or basic integrated technologies in refrigerators





#### VITESY TEAM

**It's a team with remarkable transversal skills and strong expertise.  
There are about 25 people, highly selected, mainly for R&D/Tech and Marketing departments.**



# Founders



**Paolo Ganis**

Co-founder & CEO

MoS in Management at Bocconi University. 5 years in the Corporate Finance of a Fortune 100. Finalist for Worldwide Best Youth Entrepreneur during G20 Berlin 2017. TEDx speaker Exit in the Ed Tech space in 2021.



**Alessio D'Andrea**

Co-founder & COO

Strong technical and design Background, managing operations and logistics. Has secured strong partnerships with top brands like UPS, Salesforce and SAP guaranteeing fast and precise execution of processes



**Vincenzo Vitiello**

Co-founder & CPO

MoS in Product Design for Innovation. Responsible for all design and innovation aspects of products and services. Coordinator of international research groups focused on the development of new sustainable technologies



# Our beautiful and talented team

Product

Marketing

Sales

Operations

Admin





# 2017-2021 Startup Phase

## MILESTONES

## AWARDS

**PLUGANDPLAY**

Selected for 3 months acceleration program

**KICKSTARTER**

€2Million from crowdfunding



€2Million investment from EU



2017-2019 Winner Design For Society



2018 Winner Household Products



Winners of the Bosch Startup competition



Winners of EIC SMEinst pitching contest



Finalists among more than 1100 startups in Italy



2018 Winner Excellent Product Design Household



Winner IFANext



# 2022 Scaling Phase

## MILESTONES

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Investment from  
Cassa Depositi e Prestiti



Investment from  
Reckitt Beckinsler



Agreement for  
market test in the US



Deal to Integrate  
our Technologies



Over 5k products  
pre-sold in 30days



# Financial Milestones

€6M

**Past Fundraising** raised up to now (Angels, Grants, Banks and Crowdfunding)

+

€1M

**Over** €1 M in sales in the last fiscal year

=

**Scaling**

€2.4M

**Raised** in our previous Round



# Business Model



## Online

Natede 349€  
Eteria 249€



## B2B

Selling directly  
to corporates



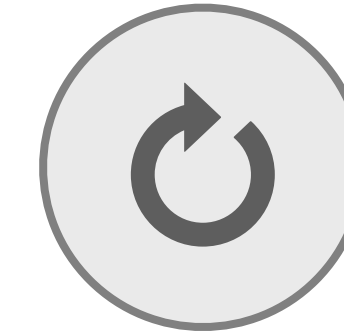
## B2B2C

Light and Gas,  
Insurance and more



## B2B2B

Facility Managers



## Subscription

22€ per month  
per product



## Vitesy Inside

Integrate our  
technologies





# Goals for 2023-2024

- ▶ **Mass produce** Shelfy
- ▶ **Scale** all our products
- ▶ **Integrate our technologies** with large partners
- ▶ **Financial round** of €2-3M





# Exit Strategy

- ▶ **IPO** in 3 years
- ▶ **EXIT** in 2-3 years\*

\*We refused a deal in 2022

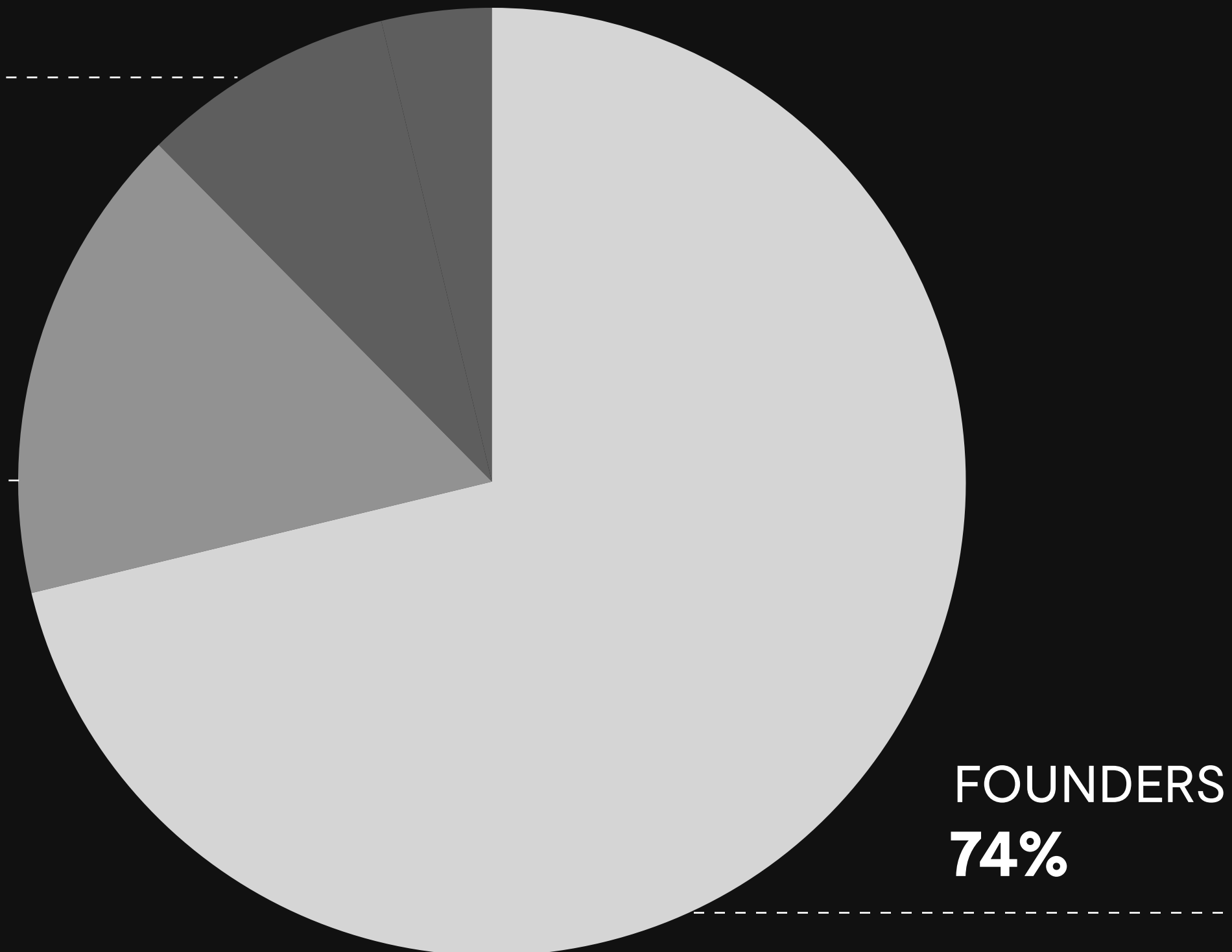




# Cap Table & New Bridge Round 2023

STOCK OPTION PLAN  
**9%**

INVESTORS  
**17%**



## New Round to Scale our Sales:

- ▶ **Convertible** 24 months
- ▶ **Discount 20%** on future Rounds
- ▶ **Pre-money** at maturity: **€23,5 mio**
- ▶ **Size: €3,4 Mio\*** mainly for marketing and sales

\*€1,5mio soft commitment obtained



# One of the only startup that is surfing 3 main market trends

Air quality



Food Waste



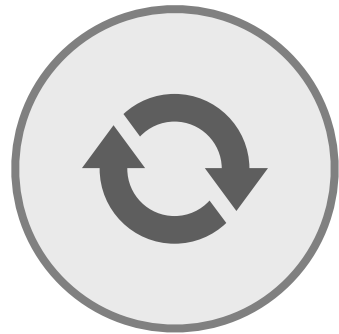
Green & Sustainability





# Over **100.000** trees planted

Vitesy is partner with **Eden Reforestation Projects**. For every product sold, we plant trees in developing countries.



**Eco-design  
approach**



**Sustainable  
shipping**





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T H A N K S

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