



“It is time to make home heating
easy, efficient, and economical”

Disclaimer

The information contained in this document is confidential, privileged and only for the information of the intended recipient and may not be used, published or disseminated without the prior written consent of GTR EMEA. The opinions expressed are in good faith and while every care has been taken in preparing this document, GTR EMEA makes no representations and gives no warranties of whatever nature in respect of the content, including but not limited to the accuracy or completeness of any information, facts and/or opinions contained therein.

Pain Points



Thermostatic Valves

Static temperature,
No schedule



Programmable Valves

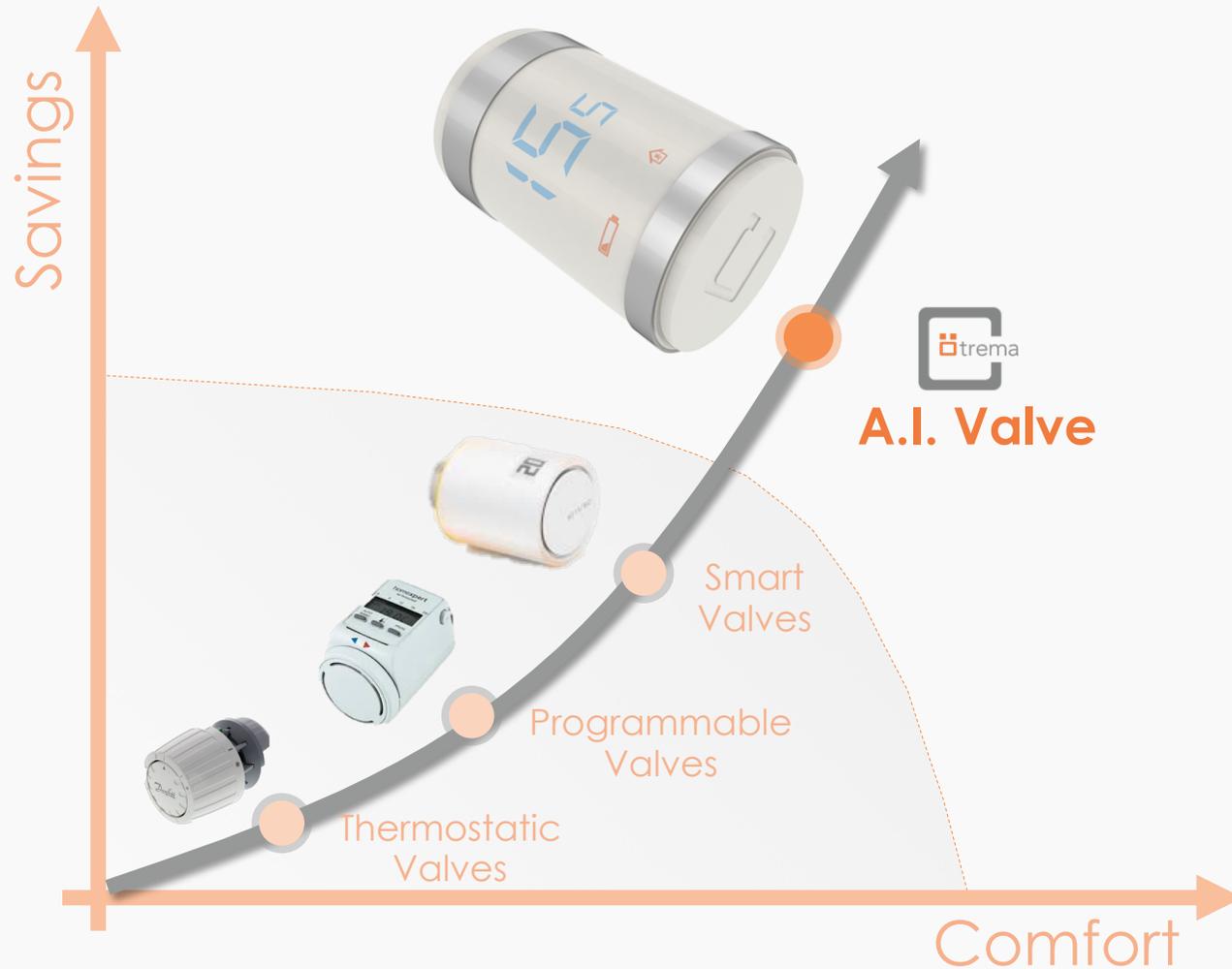
Difficult to configure,
Smart-less



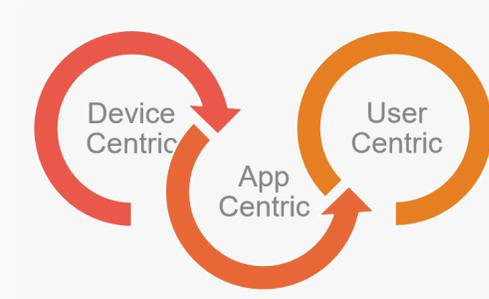
Smart Valves

Static Schedule,
Extra box

Value Proposition



A disruptive A.I. based Smart Valve for a unique **user experience** and **increased savings** !



The world's most advanced radiator valve ever created !



Smart

- ✓ Machine Learning (AI)
- ✓ BLE Mesh
- ✓ Intelligent Regulation
- ✓ Presence / Absence Detection
- ✓ Open Window Detection
- ✓ USB Charging



Simple to Use

- ✓ Easy to install / configuration
- ✓ User friendly interface
- ✓ Polychrome LED display
- ✓ Reporting & analytics



Secure

- ✓ Bluetooth Low Energy 5.0 ready
- ✓ No gateway
- ✓ OTA Firmware upgrade
- ✓ Child lock



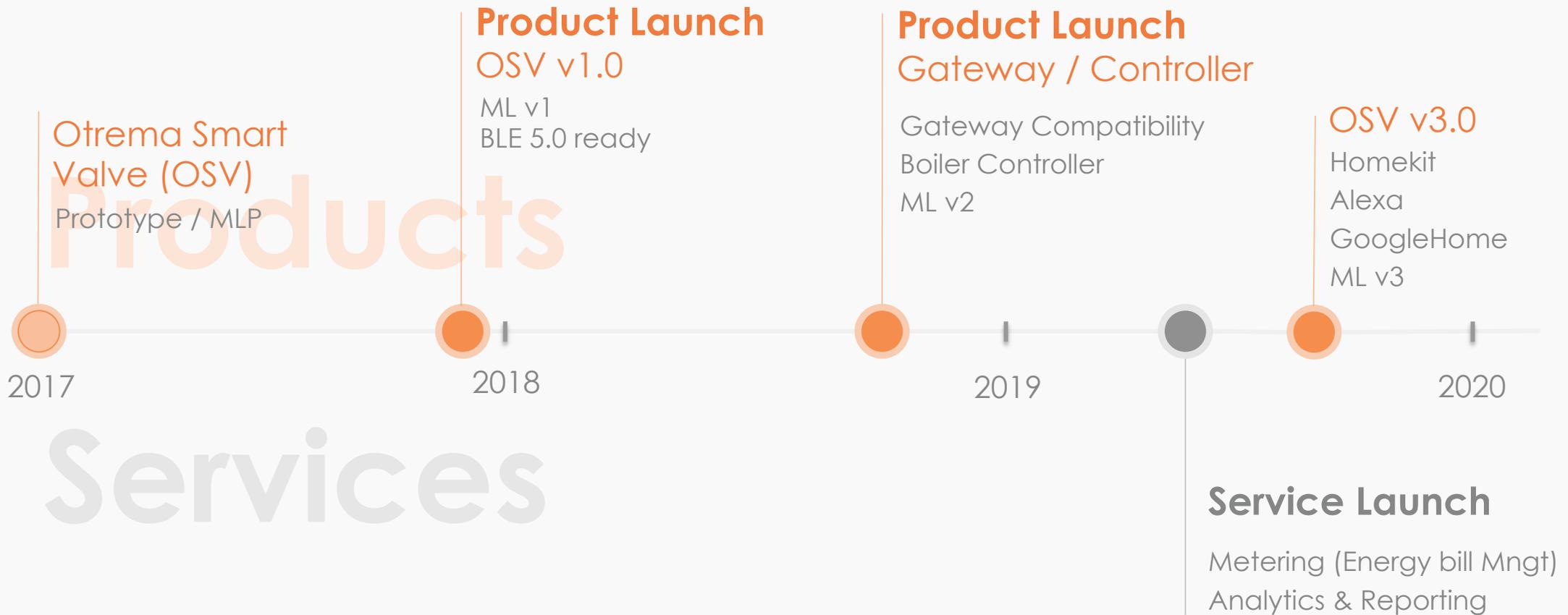
Economical

- ✓ Up to 30%+ energy savings
- ✓ Low entry cost
- ✓ Pay for itself in less than 1 year

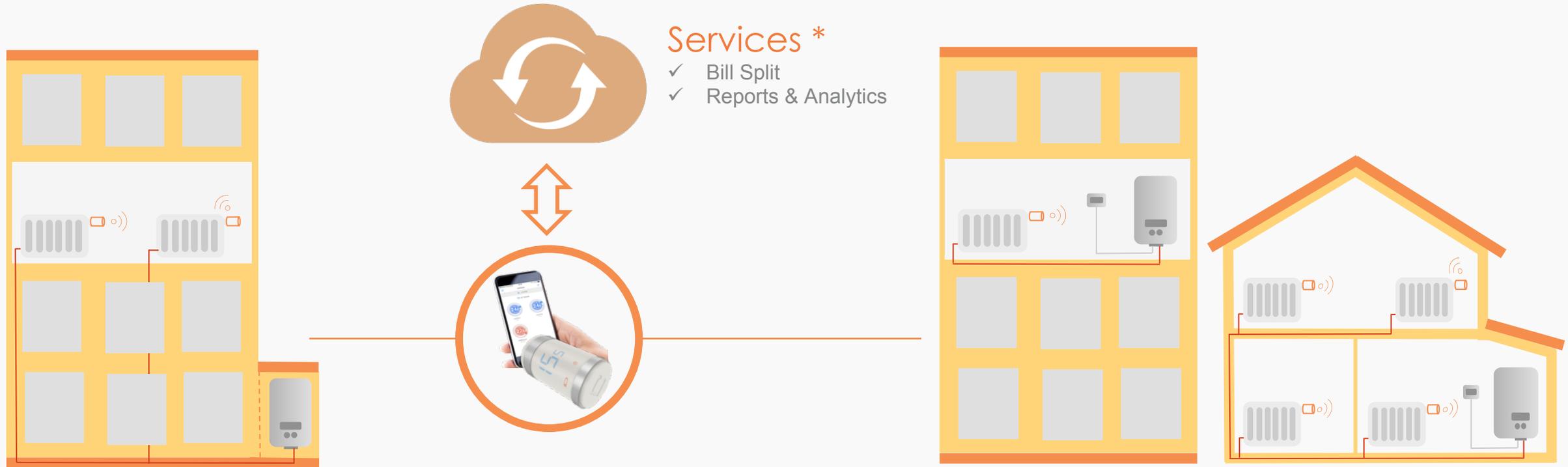
Competitors

			 Released in 2017	 Released in 2017	 TO BE RELEASED
	OTREMA	eQ-3	Tado Valve	Netatmo Valve	Danfoss Eco
Machine Learning (beta)	✓	✗	✗	✗	✗
Ease of Installation / Use	✓	✓	✗	✗	✓
Entry Cost (Gateway Free)	✓	✓	✗	✗	✓
Mesh support	✓	✗	✗
Presence/Absence Detection	✓	✗	✓	✓	✗
Design	✓	✗	✓	✓	...
Enhanced Reporting	✓	✗	✓	✓	...
USB Charging	✓	✗	✗	✗	✗
Open API	✓	✗	✓	✓	✗

Product Roadmap



Use cases



Services *

- ✓ Bill Split
- ✓ Reports & Analytics

Central heating

Well suited for apartments building with central heating

Individual heating

Also compatible with apartments or houses equipped with individual heating & thermostat

Team



Selim Yilmaz, Co-Founder

Engineer, MBA
Product Dev & Strategy
18+ exp. Telecom, Radio, Energy

Ilhan Goksel, Co-Founder

Engineer, serial entrepreneur
Sourcing, Marketing & Sales
18+ exp. in Telecom, Finance



Prof. A. Nowé
VUB – department of
Artificial Intelligence



Bram Lievens
VUB SMIT Group
Senior Researcher



Sruthi KS
Firmware Developer



Kirill G.
iOS Developer

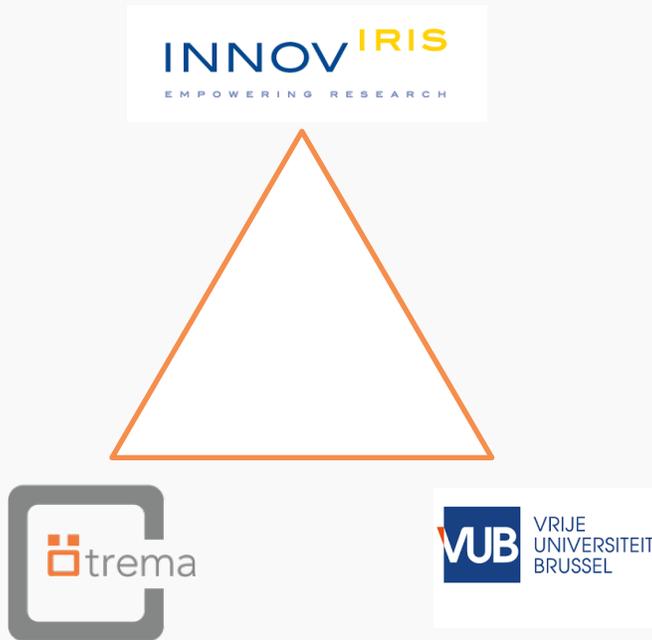


Hayk N.
HW & RF Designer



Kirill A.
Product Designer

Granted Subsidy: €575k over 3 years period



VUB Research 100% subsidized

- ✓ One Full Time PHD specialized in AI (275 k€)
- ✓ One User Experience specialist allocated @ 35% (100 k€)

OTREMA Development 60% subsidized

- ✓ One Full Time Employee + Supplier (200 k€)

To reinvent the Radiator Valve with A.I.

Market Size



Total Available Market (TAM)

Average households in Europe



Serviceable Available Market (SAM)

Households age: <1990

Heating type: water flow heating

Users: Innovators, early adaptors, BLE devices

(15% of TAM)



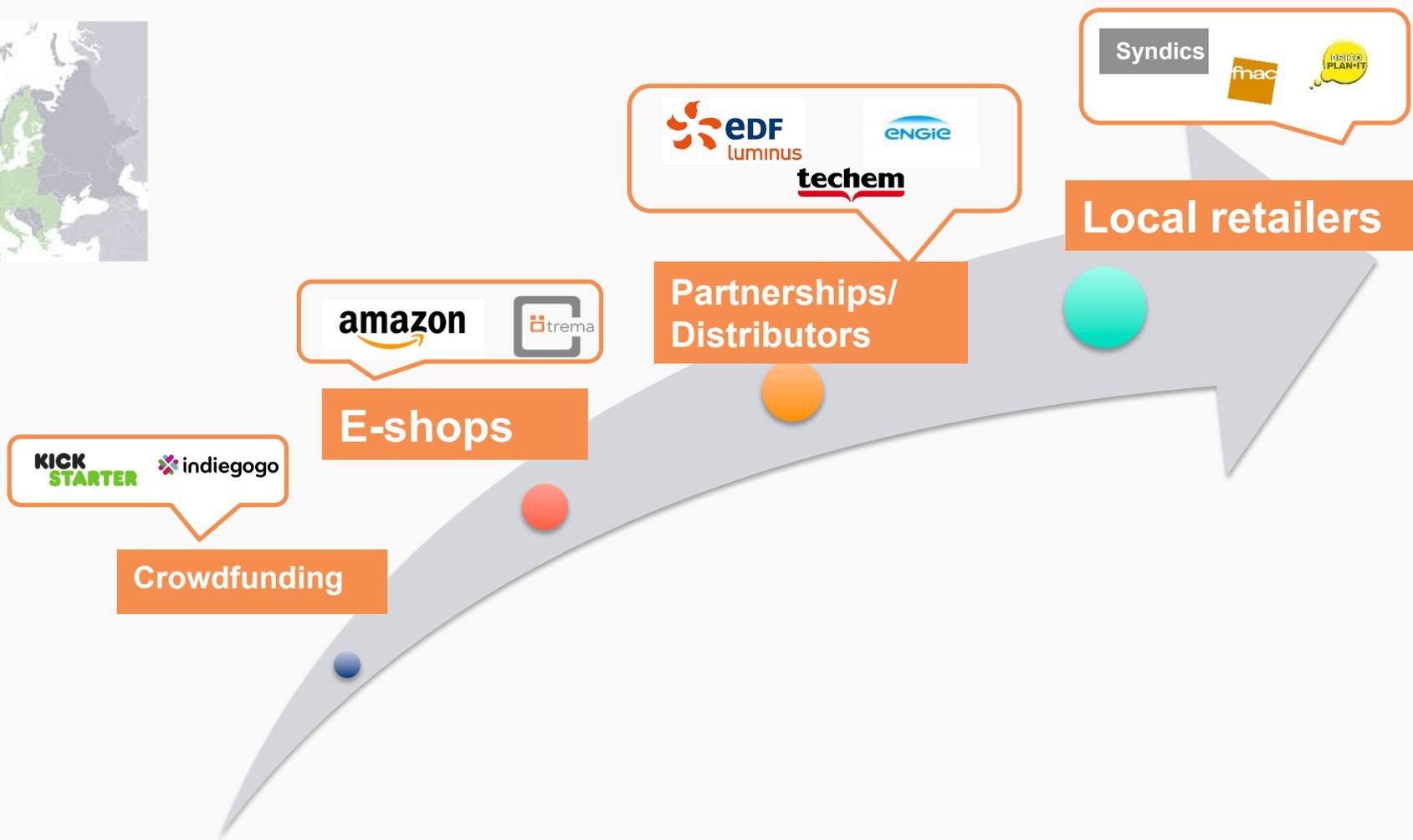
OTREMA Market

Target Market Share over 3 Y: 0.5%

Average per household: x3

(600K units)

Go To Market Strategy



Business Model

€ 74 (VAT excl.)

Target Price

€ 44

Unit Contribution Margin*

50 k_{units}

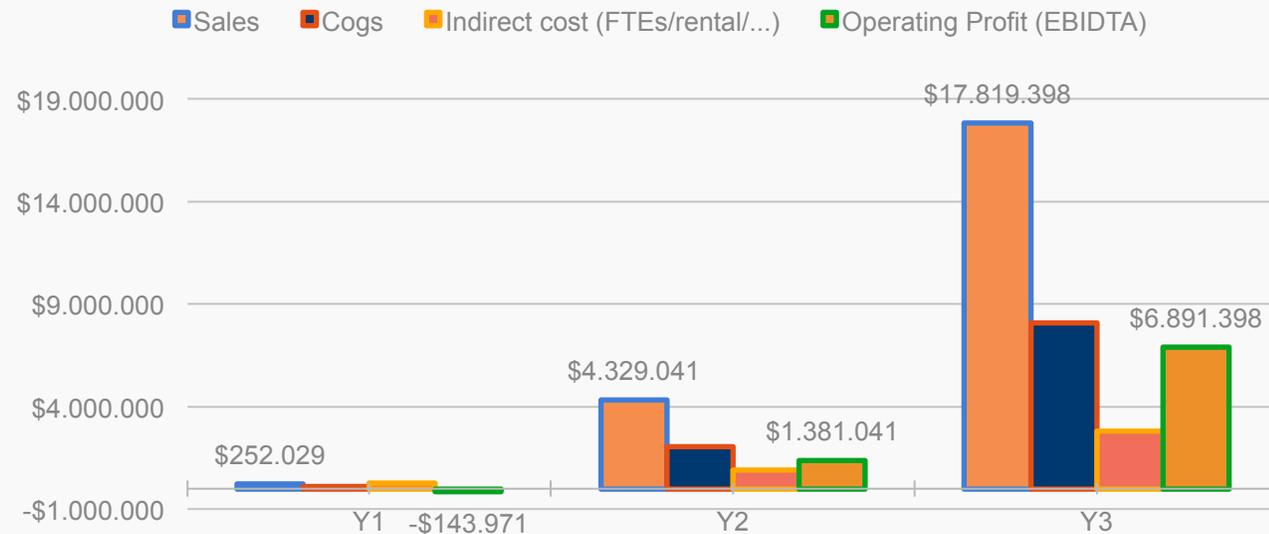
Breakeven (by Year 2)

€ 7 m

Operating Profit (Year 3)

Financial Projections

P&L over 3 years



Unit Sales k	4	70	400
Revenue k	252	4 329	17 819
EBIDTA k	-204	1 381	7 507
FTE	6	10	16

- ✓ In Year 2, OTREMA becomes profitable with a positive cash flow.
- ✓ It only takes 50K unit sales to reach the breakeven

Investment Opportunities

✓ Seeding

- € 750K
- Convertible Notes

✓ Use of funds

- Product readiness (optimize cost for components, upgrade SDK, test, etc...)
- First Factory Run (tooling for molds, assembly line setup, COGS, ...)
- Salaries (2x co-founders, 2x technical FTE , 1x Marketing FTE)
- Marketing campaigns

Reasons to invest

- ✓ Huge Market with Big Pain @ the Right Time
- ✓ Unique Product with innovative features and disruptive approach
- ✓ Deal significantly de-risked : MVP ready
- ✓ 575k Euro of R&D
- ✓ IOT Trend with high potential in “Energy” vertical
 - COP21: World’s global initiative to reduce CO2 emission by 40% by 2030
 - Smart Home / Smart Metering / Cloud Services
 - Recent regulatory changes in France *
- ✓ Managing team with strong experience
- ✓ Market Traction: CES2017 / Cebit2017 / Letter of Intent / Crowd Funding Campaign

Exit Strategy

✓ Acquisition in 3-5 years

✓ Acquirers looking for:

- Portfolio diversification
- Market share increase; Customer retention

✓ Possible candidates:

- HVAC Providers (Honeywell, Danfoss,...)
- Radiator/Boiler Providers (Radson, Vasco, Vaillant, Viessmann, ...)
- Energy Providers (Luminus, Engie, WienEnergie,...)
- Service / Data Providers (Techem, ...)



The World's Smartest Radiator Valve



contact@otrema.eu



www.otrema.eu



+32 (473) 340592
+32 (486) 616756



4 Avenue De La Croix Du Sud
1200 Brussels, Belgium

Collaboration

	
Machine Learning (AI)	PID Regulation

Support

		
Financial (Subsidies)	Advisory	Exhibitions

Contacts (ongoing)

		
Austria Energy Provider	Belgium Energy Provider	France Energy Provider

Patents

	
Code Ownership	TRADEMARK OTREMA ®