



We make any home smart

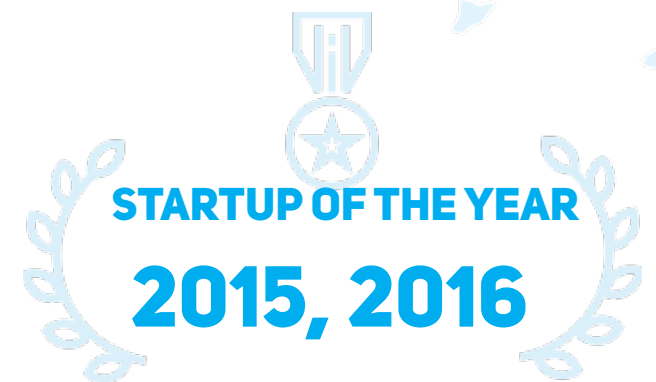
# WHO ARE WE?



**4** Offices

**2** Production  
Facilities

**26** Distribution  
in 26 Countries



[www.mclimate.eu](http://www.mclimate.eu)

# PROBLEM

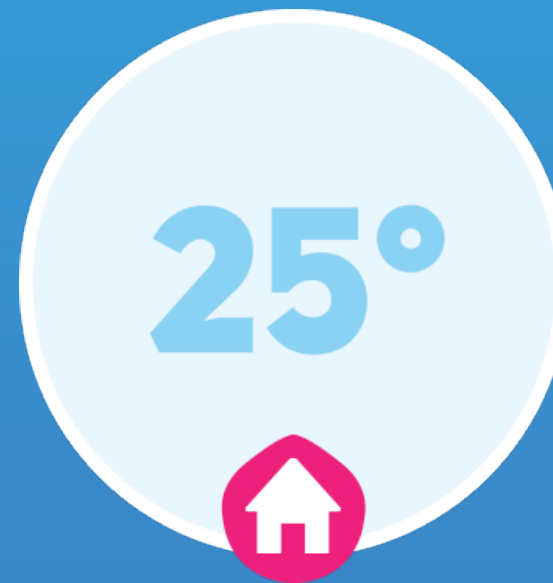
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You don't know what is happening in your home while you are away



You are not able to control your home remotely



You want comfort when you arrive at home (e.g. comfortable temperature)



You want to optimize your electricity bills

# SOLUTION

- **Easy-to-install** IoT devices that retrofit your **old heating/cooling appliances** and **convert** them into **smart** ones.
- **App** that brings your home in the palm of your hand - **24/7 monitoring and control**
- **Artificial Intelligence** algorithms that learn your habits and figure out how to bring you the best comfort at the lowest cost
- **Analytical tool** that provides you with information about how much electricity consumes each of your home appliances



# PRODUCTS

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## ENERGY



## SECURITY



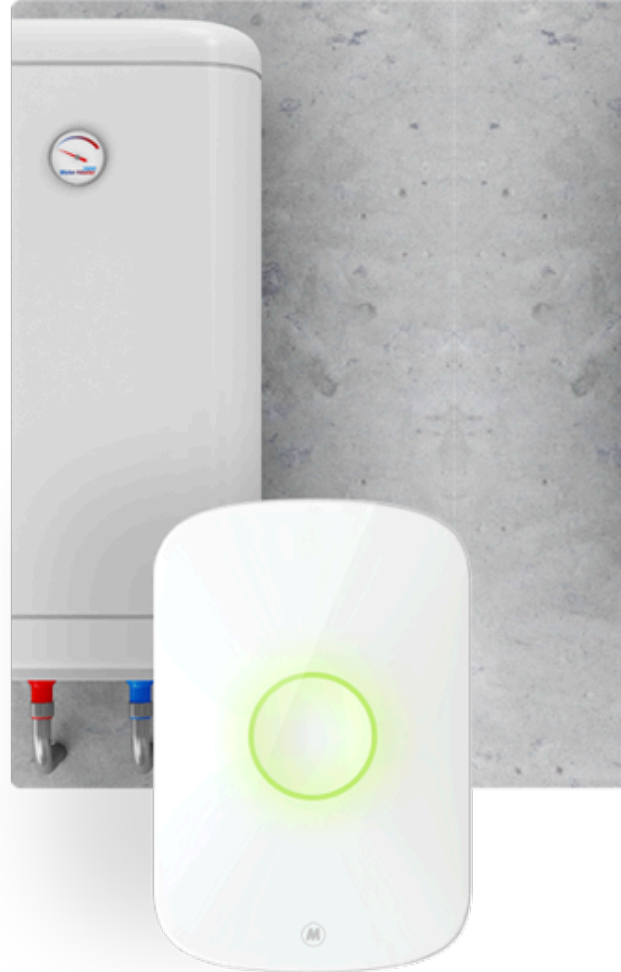


# ENERGY PRODUCTS

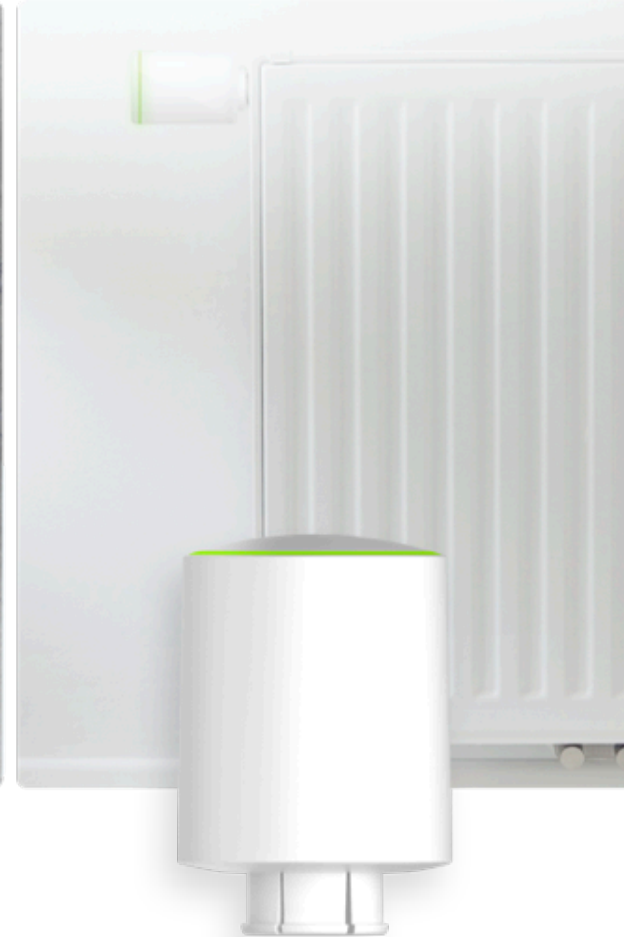
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 **Melissa**



 **Bobbie**



 **Vicki**



 **SmartPlug**

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Makes any new/old  
**air conditioner (AC)**  
**smart**

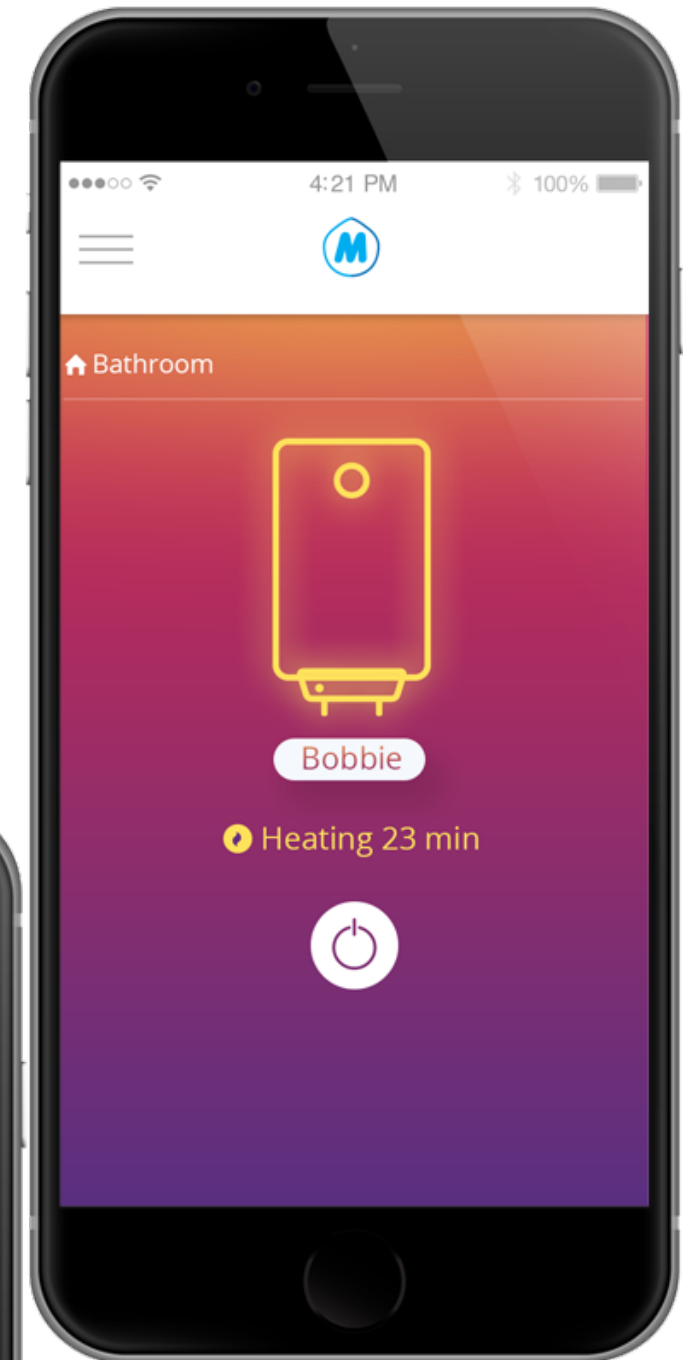
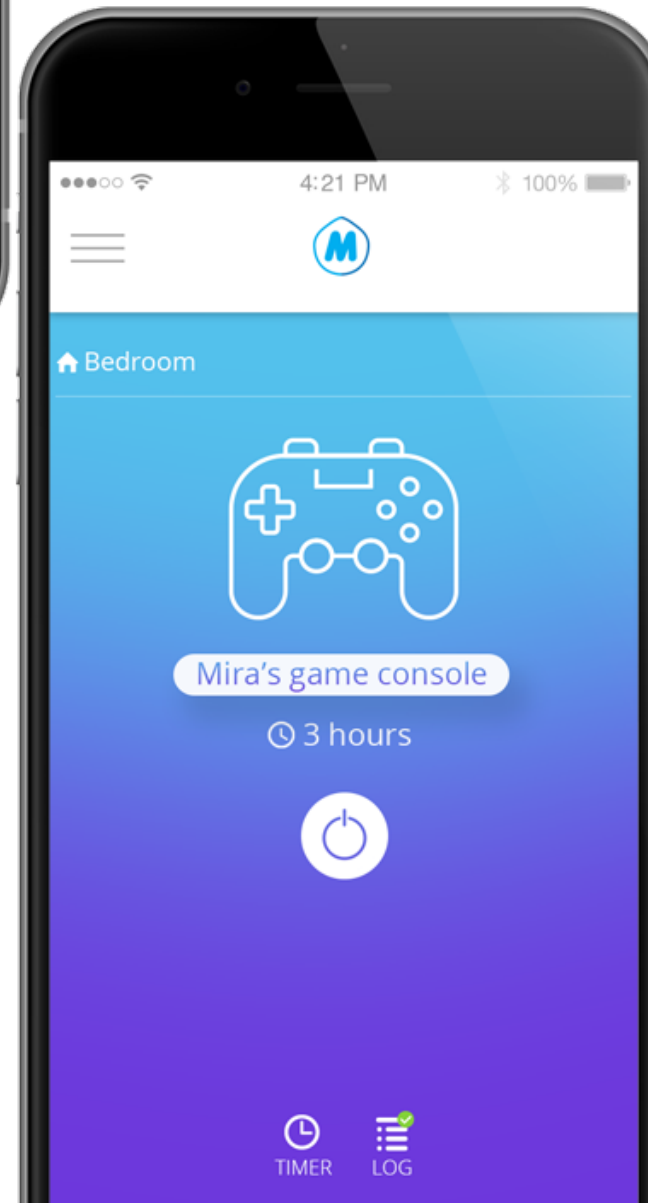
Makes any new/old  
**water heater smart**

Makes any new/old  
**radiator smart**

**ON/OFF** your devices  
**remotely** and  
monitor consumption



# APP



# SECURITY PRODUCTS

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**SMOKE  
DETECTOR**



**MOTION  
DETECTOR**



**FLOOD  
DETECTOR**



**OPEN DOOR/WINDOW  
SENSOR**





# SALES CHANNELS

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HVAC DISTRIBUTORS  
PLUMBERS  
SMART HOME SHOPS  
TECH-RETAIL



**WHOLESALE**

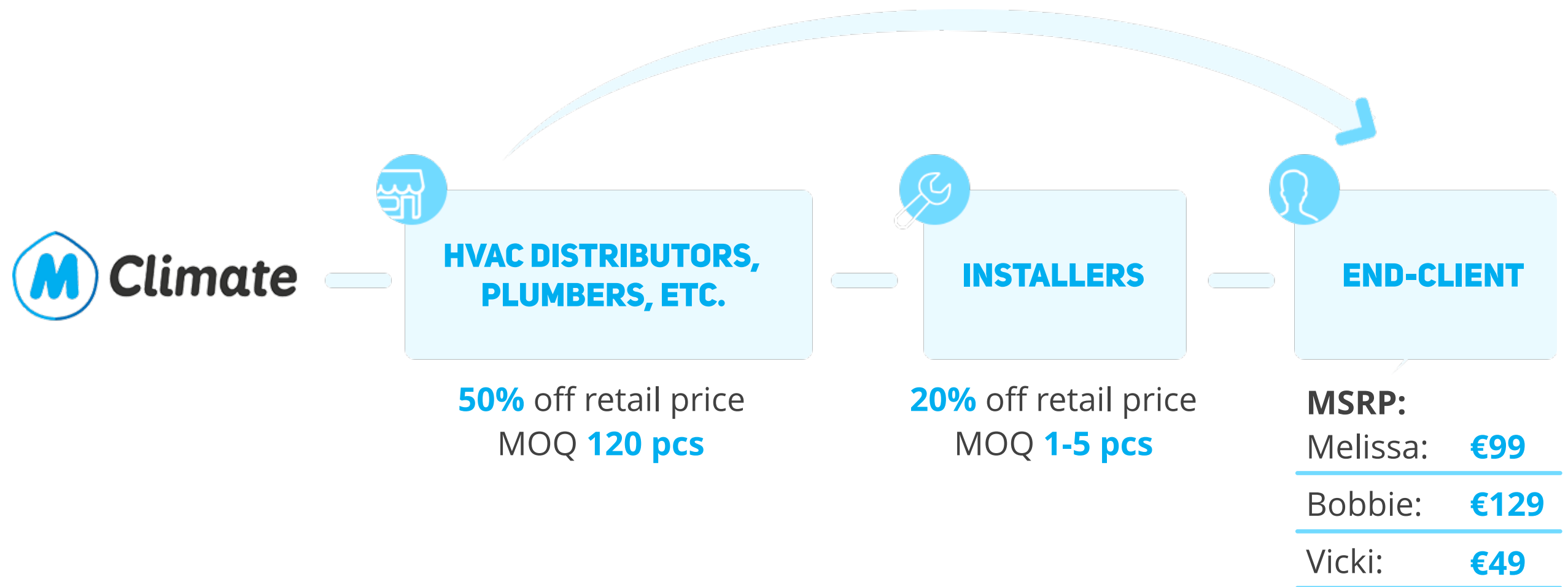
**RETAIL**

**UTILITY  
COMPANIES**

**TELECOMS**



Although **2015-2016** our main focus has been R&D, we acquired  
**>40 distributors** in **26 countries** with **2-persons sales team**



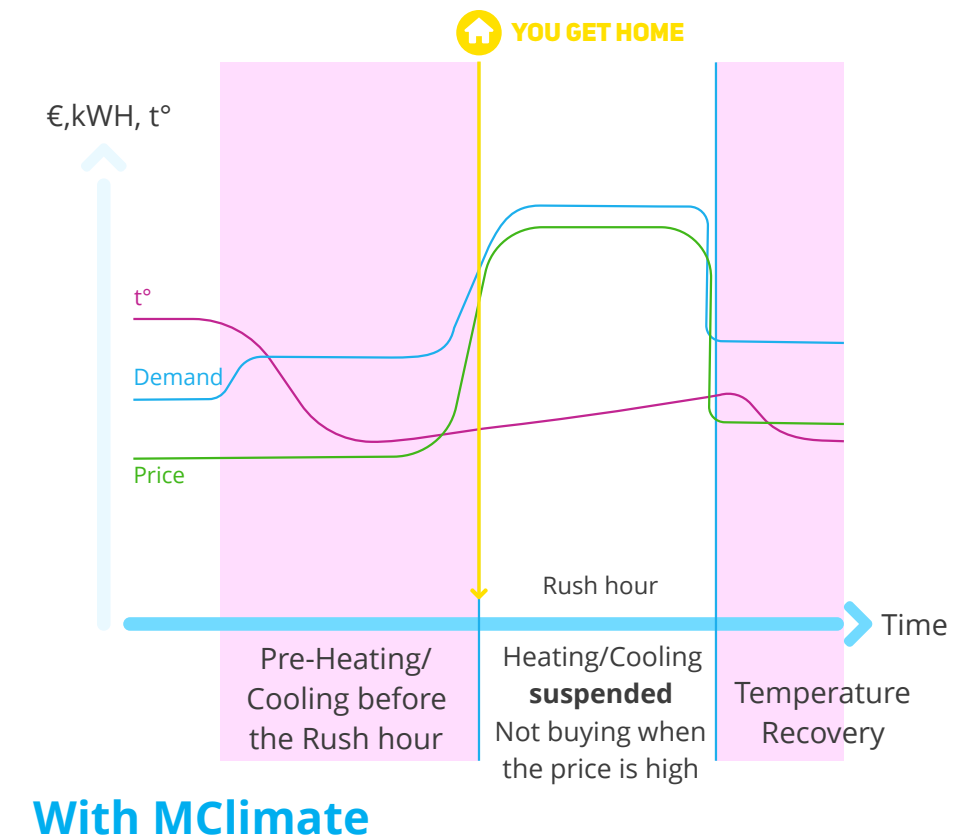
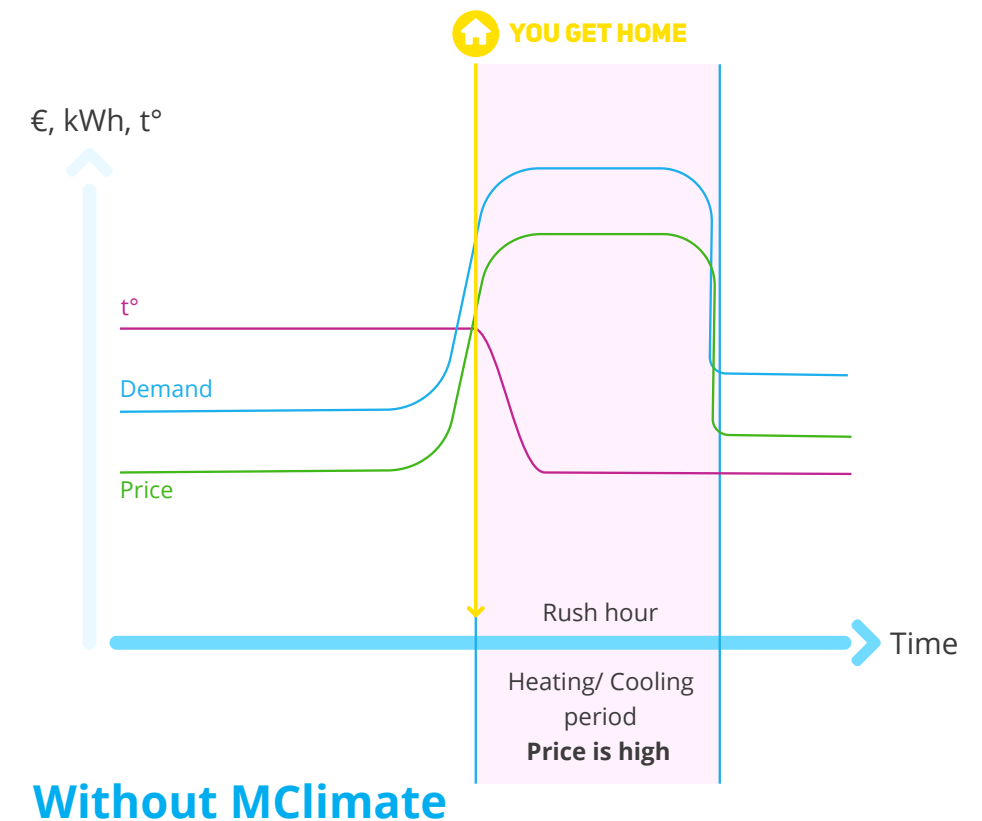
Direct advertisement to end-clients and online conversion.  
Performance marketing is well-known tactic for consumer electronics in the home-automation area.



facebook



- MClimate can easily offer Utility companies the following methods to better manage their grid
  - shave peak-hour demands
  - monitor grid performance
  - demand-response
  - sell when there is renewables overproduction
  - get more data about the customer
  - save from improving their grid (1 substation can cost up to €100M)
- With these methods and our products Utilities can save ±€200 annually per household
- We already have a contract with e.on Sweden;

**e.on**

- Telecoms are constantly seeking new business models and revenue streams, because increased competitiveness in the TV/Calls/Internet space.
- Next step in Telecom evolution is offering SmartHome solutions. They need a reliable supplier of self-installed retrofittable universal products.
- We are already in active talks with Mtel & Vivacom



# TEAM

## FOUNDERS



Forbes 30under30  
TEDx Speaker  
Ex- lecturer at  
Software University  
Endeavor  
Entrepreneur

**Lyubomir Yanchev**

CEO



Serial Entrepreneur  
Vienna Technical  
University  
Worked with  
Raiffeizen Bank,  
Erstebank, bewin,  
etc

**Zanni Sabev**



10+ Years  
Experience in  
Graphic Design  
Tutor at New  
Bulgarian University  
VIVACOM App  
reward

**Blagovest Dimitrov**

CDO

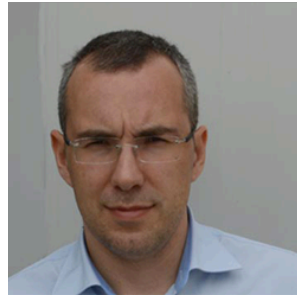
## KEY MANAGERS



**Vasko  
Boyadzhiev**

Sales Manager

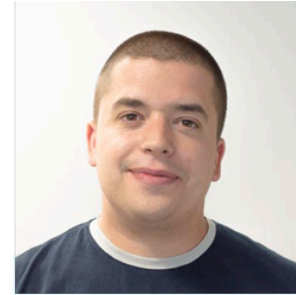
Graduated Economics & Finance  
in New York  
15 years Sales experience (USA)  
Implemented SMS Parking in  
Sofia



**Peter  
Popov**

Financial  
Manager

Financial professional with 15+  
years experience as Financial  
Manager (Sofica, Agrana) and  
Financial Controller (UniCredit  
Bulbank, Bulgarian Ministry of  
Finance)



**Milan  
Stefanov**

Hardware Dev.  
Manager

Hardware engineer since a boy,  
9 Years professional experience  
Worked in TOP 3 hardware  
companies in Bulgaria



**Kristiyan  
Boyanov**

Software Dev.  
Manager

Senior Developer with extensive  
experience in various fields  
(architecture, cloud infrastructure, etc)  
Awarded by the President of Bulgaria  
for extraordinary talent







**For contacts:**

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