We make any home smart
WHO ARE WE?

4 Offices
2 Production Facilities
26 Distribution in 26 Countries

New Delhi
Bergamo
Sofia
Barcelona

STARTUP OF THE YEAR
2015, 2016

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PROBLEM

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 learns your habits and figures out how to bring you best comfort at lowest cost

- **Analytical tool** that provides you with information about how much electricity consumes each of your home appliances

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ENERGY PRODUCTS

- **Melissa**: Makes any new/old air conditioner (AC) smart
- **Bobbie**: Makes any new/old water heater smart
- **Vicki**: Makes any new/old radiator smart
- **SmartPlug**: ON/OFF your devices remotely and monitor consumption
SECURITY PRODUCTS

SMOKE DETECTOR

MOTION DETECTOR

FLOOD DETECTOR

OPEN DOOR/WINDOW SENSOR

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SALES CHANNELS

WHOLESALE
HVAC DISTRIBUTORS
PLUMBERS
SMART HOME SHOPS
TECH-RETAIL

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.

- HVAC DISTRIBUTORS, PLUMBERS, ETC.
  - 50% off retail price
  - MOQ 120 pcs

- INSTALLERS
  - 20% off retail price
  - MOQ 1-5 pcs

- END-CLIENT
  - MSRP:
    - Melissa: €99
    - Bobbie: €129
    - Vicki: €49
Direct advertisement to end-clients and online conversion. Performance marketing is well-known tactic for consumer electronics in the home-automation area.
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;
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

Lyubomir Yanchev  
CEO

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

Zanni Sabev  
Serial Entrepreneur  
Vienna Technical University  
Worked with Raiffeisen Bank, Erstebank, bewin, etc

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

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
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