

Apoideas

From Telemetry to The Internet of Things

Start Up Fest 2009, 8 October 2009

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Low Energy Cellular
For Simple Sensing Applications

A disruptive innovation

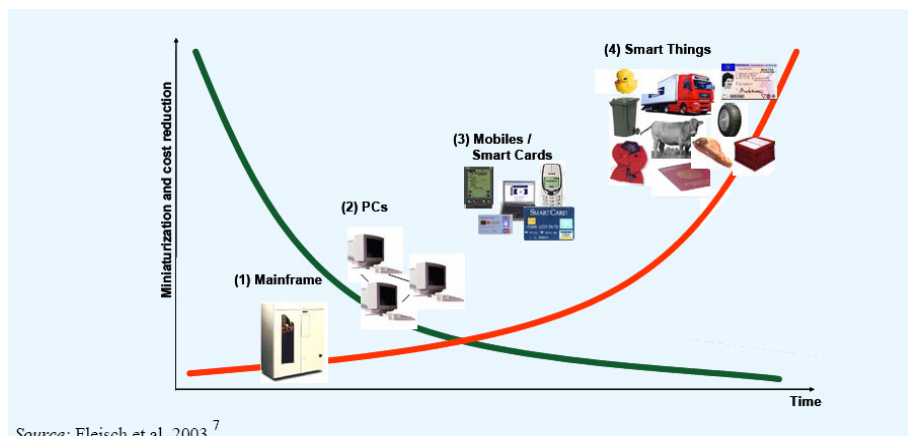
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The Team

- ▶ Formed March 2009 in Cambridge
- ▶ Dr. William Harrold, Operations Director
 - ex TTPCom, Cambridge University.
- ▶ Paul Kenworthy, Sales and Marketing Director
 - ex TTPCom, NEC Mobile
- ▶ Dr Michael Addlesee, Founder
 - ex TTPCom, Olivetti Research Laboratory, Cambridge University

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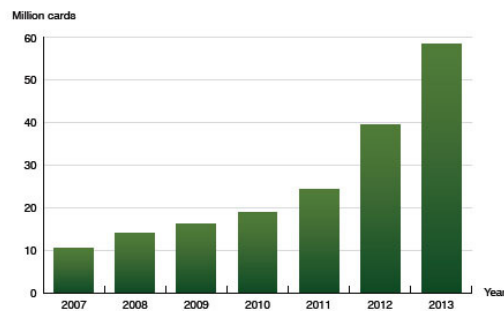
The Vision – Ubiquitous Computing



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Today's Reality

- ▶ Cellular M2M used for industrial monitoring and automotive applications.
- ▶ Mains power supply or big batteries
- ▶ Expensive devices
 - low volume niches



Active wireless M2M SIM-cards in Europe (2007–2013)

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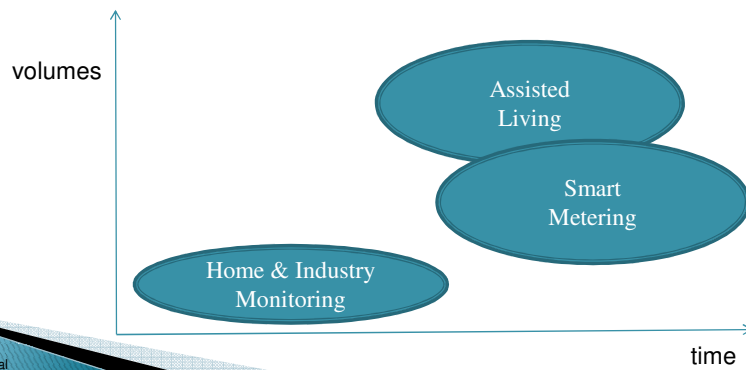
Example Points of Pain

- ▶ Industrial inefficiency
 - one water company told us they are losing £20k/day as a result of water leaks
- ▶ Care of the Elderly – not enough wardens
 - rising % of UK GDP being spent on healthcare
 - people in trouble unable to get help
 - system must be easy to install
- ▶ Security
 - monitoring remote locations

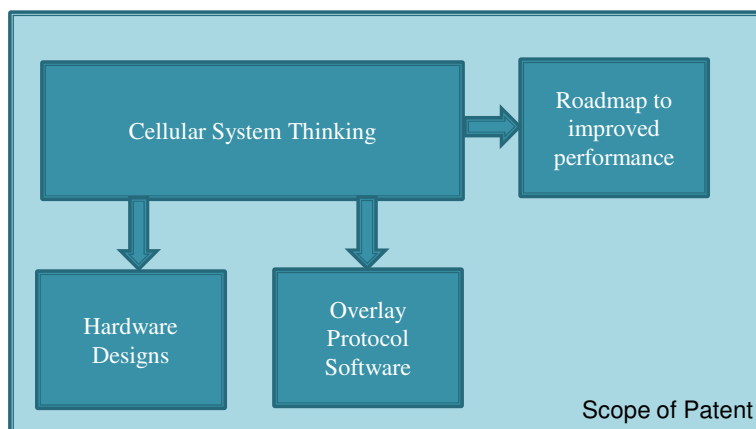
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Apoideas Business Model and Focus

- ▶ Devices
 - margin on sales
- ▶ Communications and application services
 - subscription based services



Apoideas Innovation

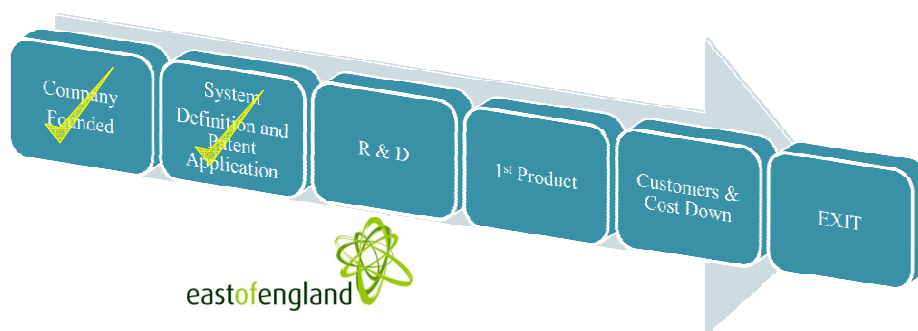


Apoideas Features

- ▶ Ubiquitous coverage
 - existing GSM networks
 - scalable
- ▶ Low cost device and service
 - mass produced
- ▶ Small form factor devices
- ▶ Long Battery Life
 - no power cables
- ▶ Built in Internet
 - no need for additional backhaul
- ▶ Pre integrated sensors
- ▶ Low Carbon!

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Milestones



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Conclusions

- Apoideas have patented Low Energy Cellular technology for simple sensing applications.
- Capable core team.
- Awarded EEDA Research Grant October 2009.
- Initial product is a small low cost communications device for home and industry monitoring.
- Looking to raise around £500k to productise the design and increase head count for lead customer activity.
- Global market opportunity – Apoideas are looking to turnover £50million in sales revenue within five years.