



Nuvolaria Srls • Via Enrico Toti 7, 86100 Campobasso, Italy • nuvolaria.com

COMPANY PROFILE

BACKGROUND

Founded on February 6, 2014, Nuvolaria is an innovative start-up company that works in the field of information technology, created by Vito Minchilli and Riccardo di Menna, both graduated in Computer Science at the University of Pisa, and Gianni Di Pietro, graduated in Business Administration at the University L.U.I.S.S. Their friendship began at college, and the common passion for innovation led to a working collaboration.

OVERVIEW

Nuvolaria's mission is to acquire visibility on the market of technological design objects by focusing efforts on development of intellectual property, product prototyping and marketing strategies. The team includes company founders and a group of freelance developers expert in hardware and software design. The streamlined team structure helps Nuvolaria to effectively respond to the challenges of the IT industry.

The ideas and the philosophy of Nuvolaria were appreciated by Italian educational organizations, such as schools and universities. Along with the company's core business, company members were involved in teaching and tutoring activities to students of technical and art institutes, who worked for the company through internships and training programmes.

THE PROJECT: FIXO SMART DISC

The current main project by Nuvolaria is FIXO Smart Disc, the first round computer that controls, entertains and makes your life easier at home. Designed to be placed on a table or wall and easy to hold, thanks to the wide frame, FIXO comes with a complete set of dedicated applications. FIXO enriches your life at home with information at a glance: appointments, weather, news or sport results. It gives a great music experience through stereo loudspeakers, it provides remote monitoring and assisted living features interacting with your mobile device, it is always connected with smart home accessories. Thanks to the exclusive round shape of the graphic interface, which the brand identity was



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built on, FIXO is the perfect blend of design, entertainment and smart home technologies. Therefore, in addition to industrial patents relating to technical solutions, the company filed the product design in Europe (EUIPO N° 02557678-0001 of 10/15/2014) and extended the registration to the United States (USTPO No. 29 / 523.879 – 14/04/2015), which is our main reference market.

The prototyping stage we have reached allows us to demonstrate the functionality of the product and to create the advertising material that is necessary to the communication plan expected.

More details on FIXO project are available on the website: fixo.io.

MARKET ANALYSIS

Within IT industrial sector, the device's market is the "Internet of Things", the concept by which objects and places that surround us become smart and able to exchange information and communicate with each other through an interconnected network. The "smart home" has turned from a niche interest into a real business opportunity with the prospect of an explosive growth. A market analysis has revealed that smart home is going to be the most important business for electronic devices on the international markets in the coming years.

The market of smart objects will reach a value of \$6.7 billion by 2019, with a five-year growth rate of 61% (BI Intelligence Research, 2014); the "smart home" sector, as a whole, will have a value of \$58 billion in 2020, with an annual growth rate (CAGR) of 17% - with North America covering the largest share of the market - and security and comfort as the most relevant thematic areas in terms of revenue generated (Markets and Markets, 2015). 2016 is the year of the smart home. The forecast is derived from an analysis of Park Associates, explaining how at least 37% of US citizens has planned the purchase of a smart product for their home. With a line of devices at advanced stages of prototyping and a precise plan of communication, our company is ready to seize this opportunity.

COMPETITORS

Currently, the market does not offer multifunctional electronic devices designed for stationary use and with a circular design. Therefore, our product will boast cutting-edge technical features and a highly distinctive aesthetic element, which allows instant recognition. Given the innovative nature of the product, competitors are IT companies at a start-up stage (as Fantem, Jibo Inc., Canary Connect Inc., Oomi), which have products with some features in common with Fixo.



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CUSTOMERS

Home technology lovers are Fixo potential customers. They are "proactive", "competent", "multitasking", in short, "post-modern". At the same time, Fixo is also dedicated to people who have difficulties with current computer technologies. The device has simple and intuitive graphics and, if used as a desktop accessory, can seduce even those who are less used to new technologies, but want to decorate their spaces with elegant and multifunctional electronic accessories. Customer's needs are different: entertainment, security, health & wellness, ease-of-use. Fixo is a one-solution for all thanks to its user-adjustability.

CONTACTS

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LINKS

For more details about FIXO project, see the following links:

<http://fixo.io> FIXO Project website

<http://indiegogo.com/at/fixo> FIXO Crowdfunding Campaign

<http://facebook.com/fixosmartdisc/> FIXO Facebook Page

FIXO PROJECT TIMELINE

