



ATANIS

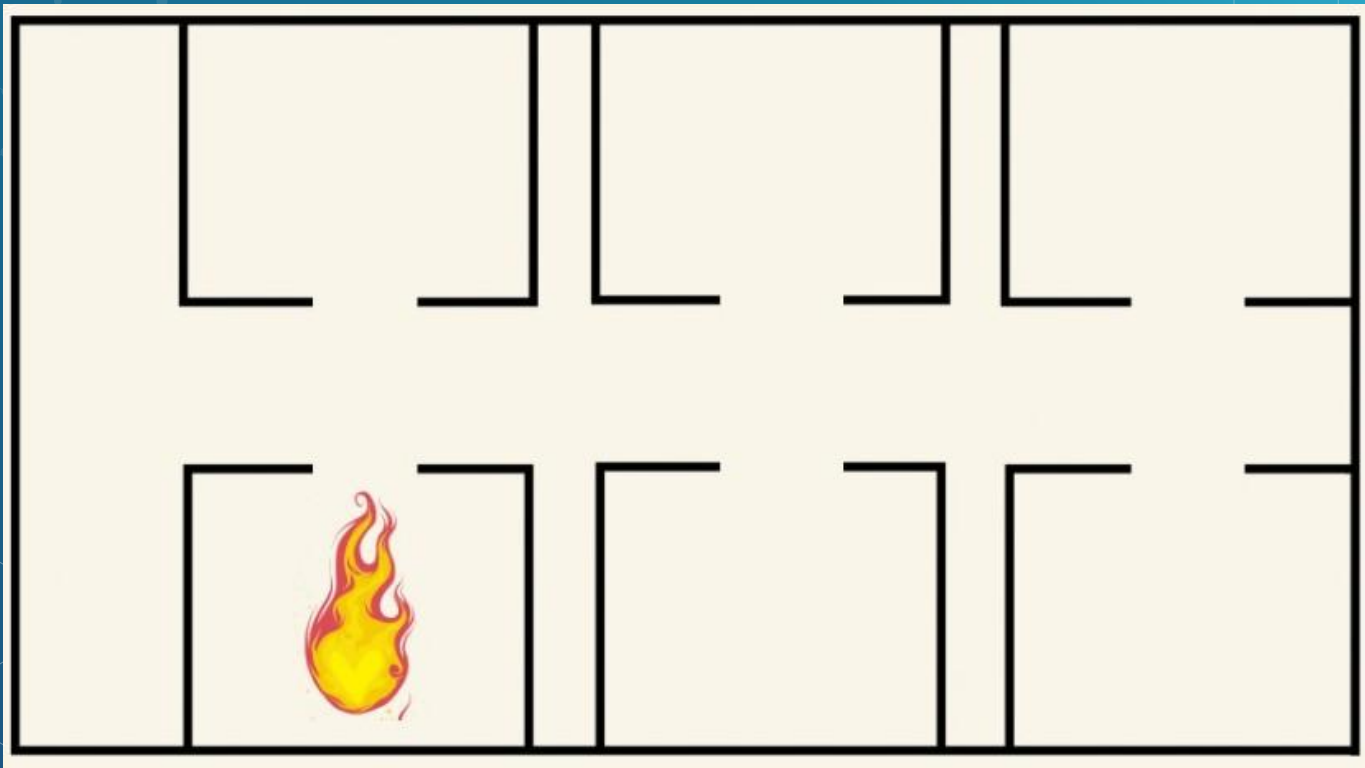
Keep Your Home Safe

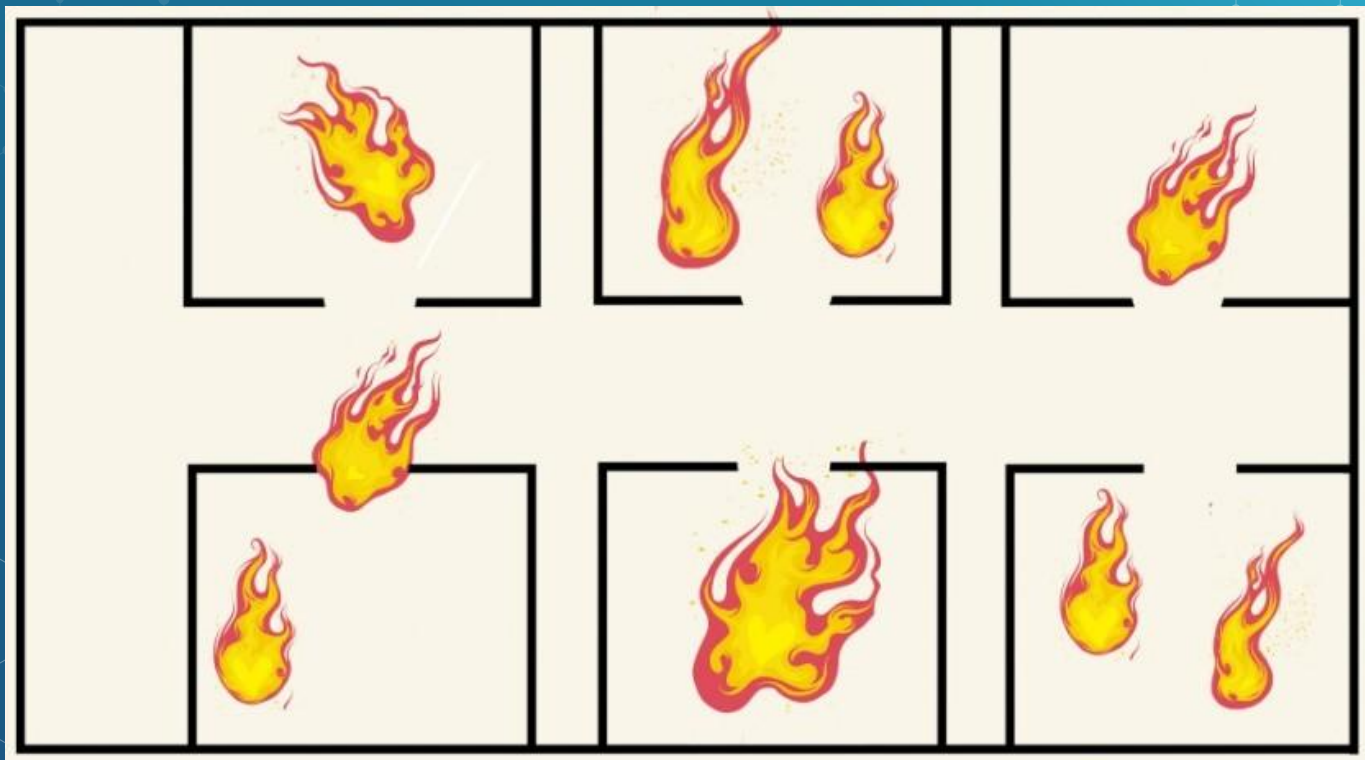


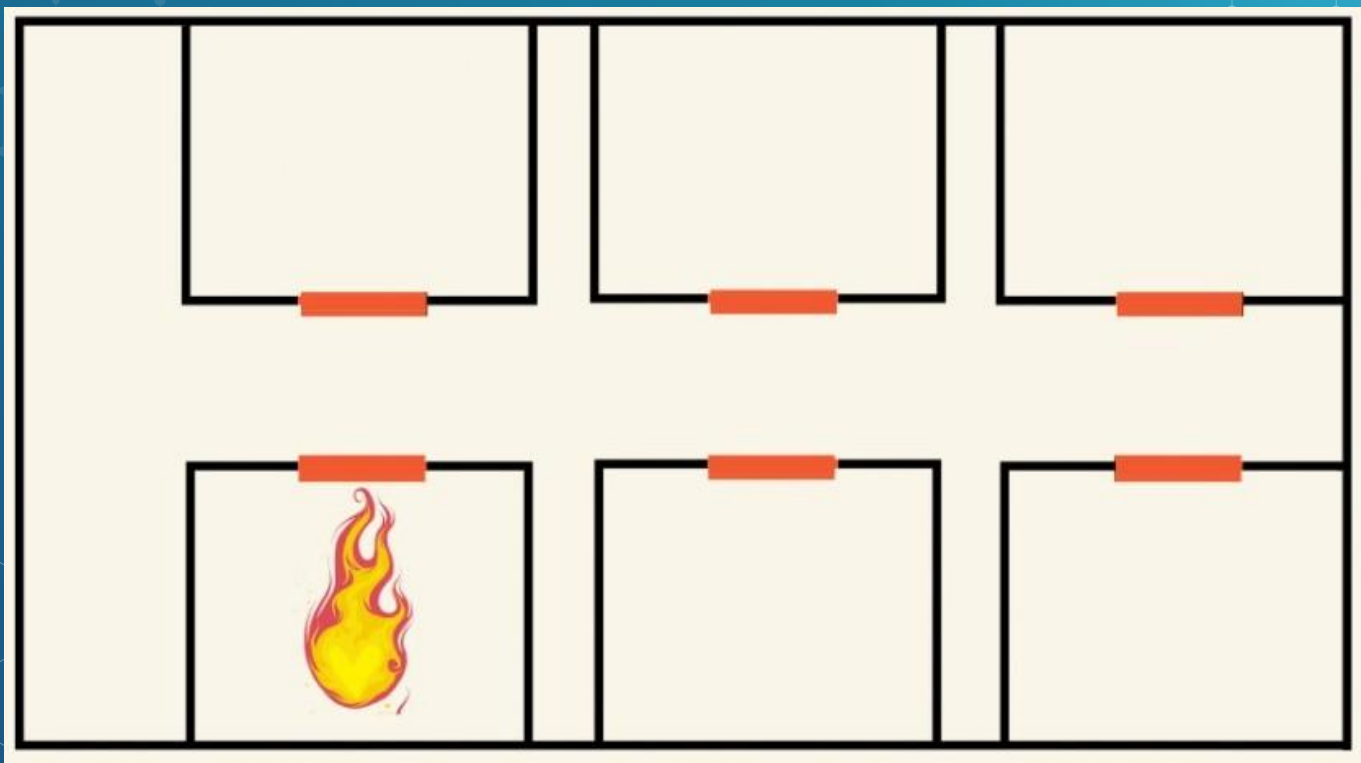


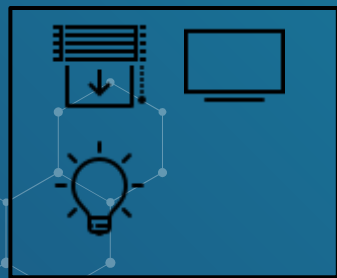
1,000,000,000

IoT related attacks
only in 2021













\$250
per hub

EASY TO USE

DIFFICULT TO USE

NOT SECURE

SECURE

Xaomi
Hub

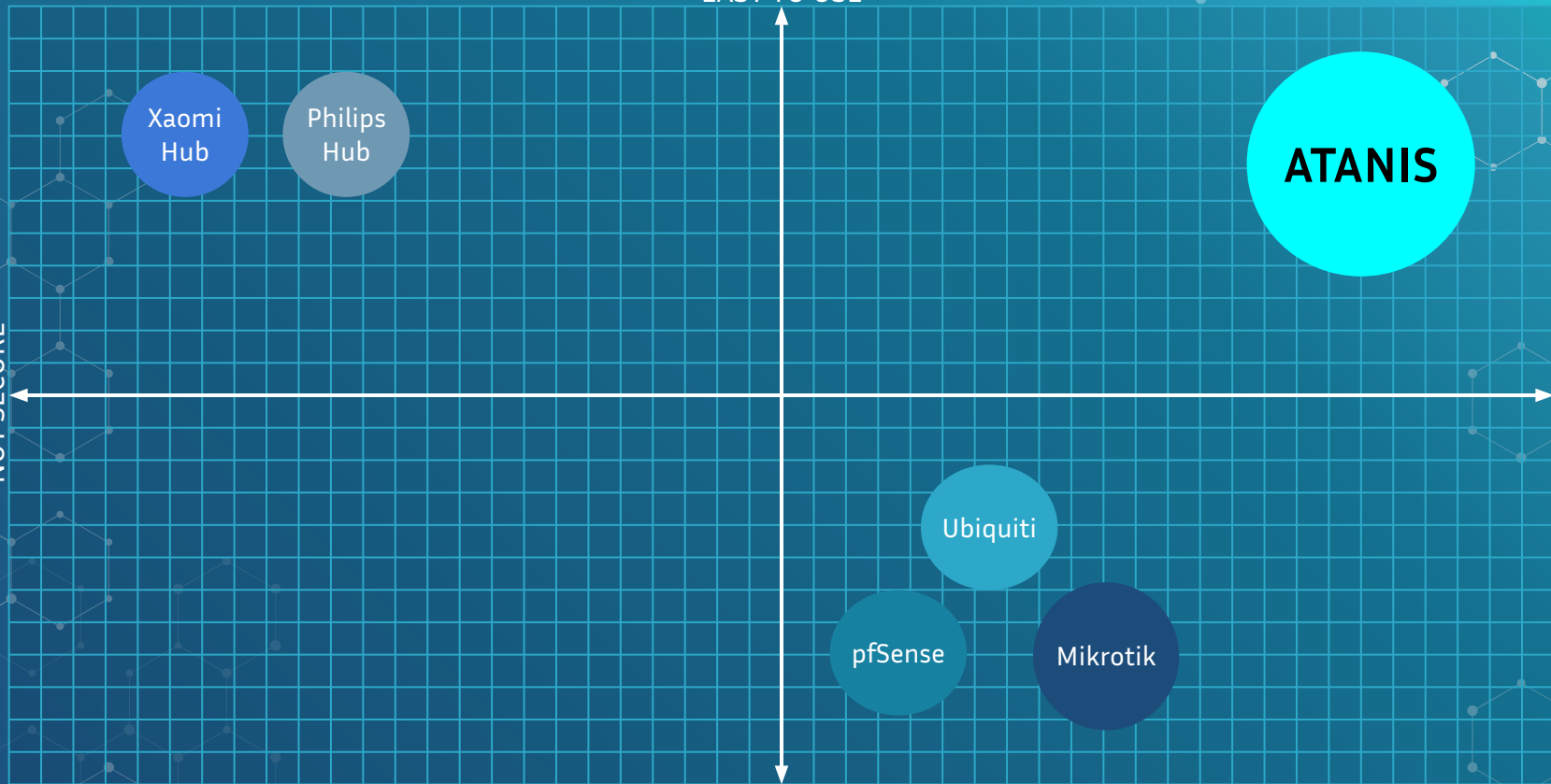
Philips
Hub

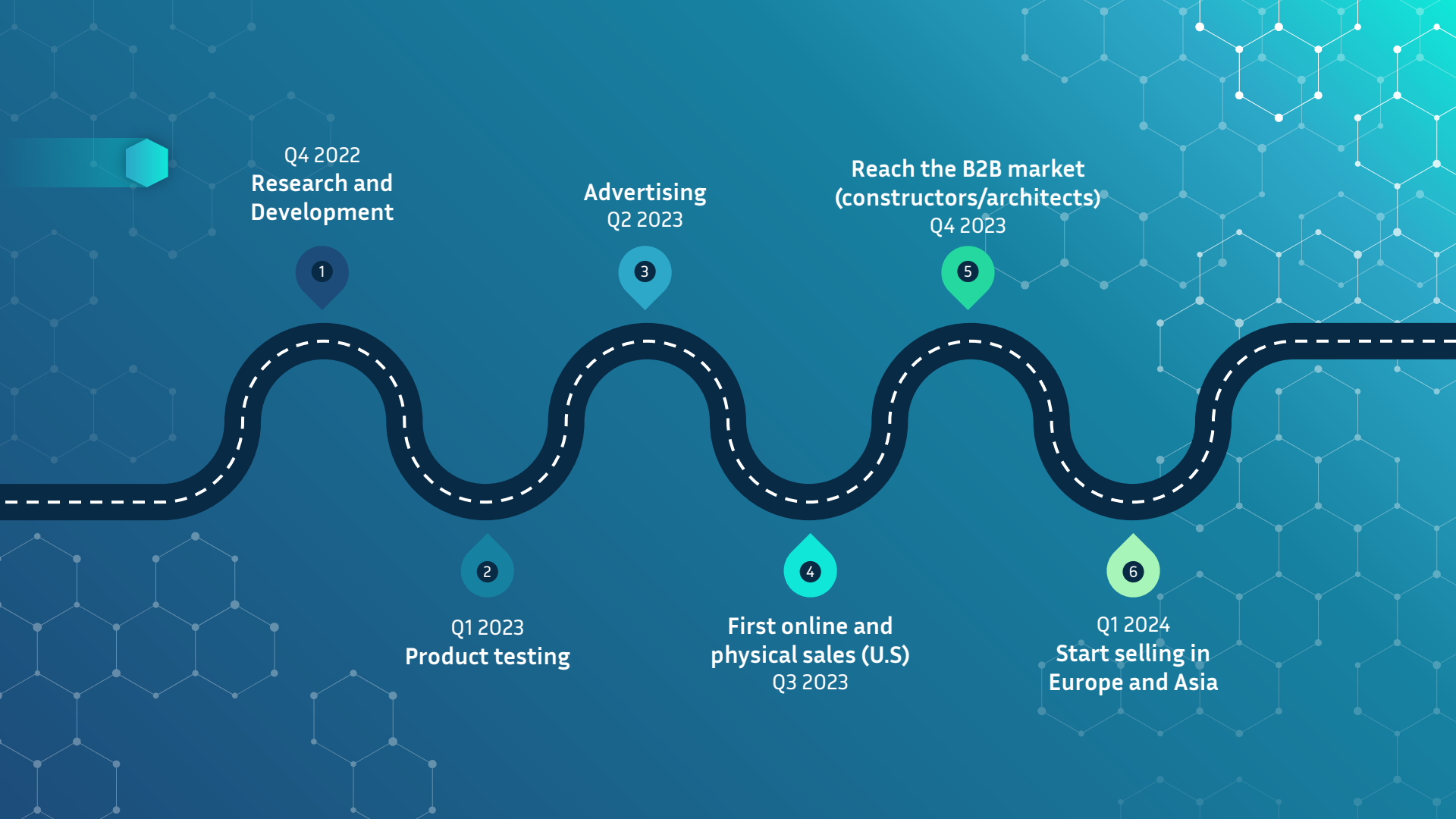
ATANIS

Ubiquiti

pfSense

Mikrotik





Q4 2022
**Research and
Development**

1

Advertising
Q2 2023

3

**Reach the B2B market
(constructors/architects)**
Q4 2023

5

Q1 2023
Product testing

2

**First online and
physical sales (U.S)**
Q3 2023

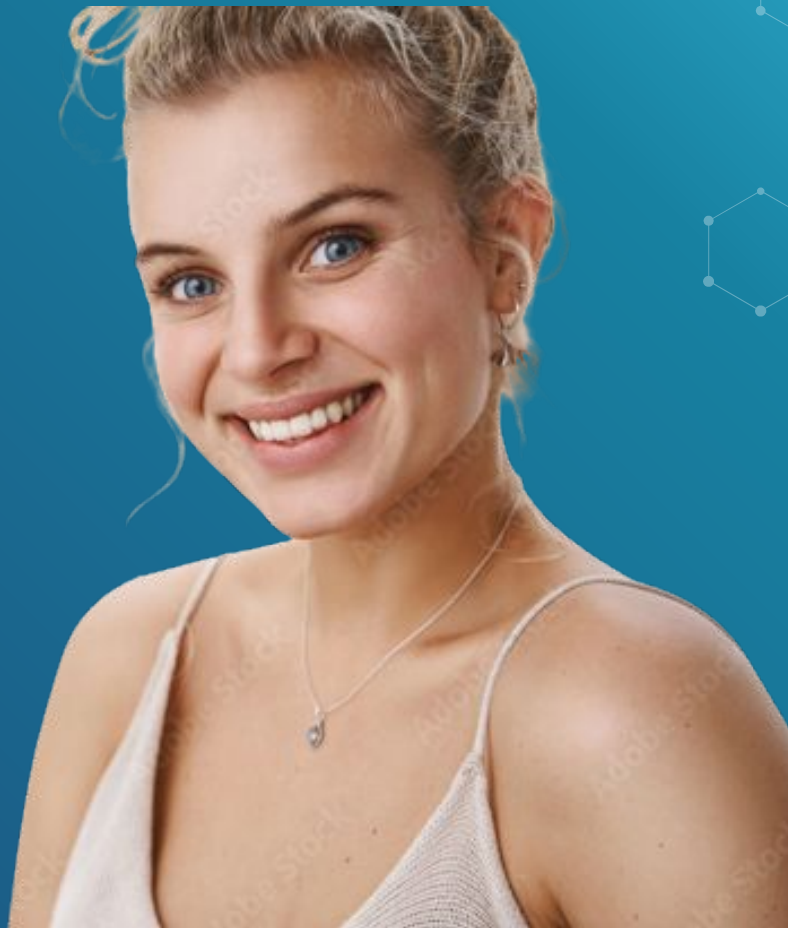
4

Q1 2024
**Start selling in
Europe and Asia**

6



\$800,000
of investments needed





Stephan Havermans



Iulia-Lidia Oltean



Tianyu Xu



Alessio Di Domenico



Alan Gassine



Nam Cao



Help us
keep your
home safe!

contact@atanis.com



CUSTOMER SEGMENT

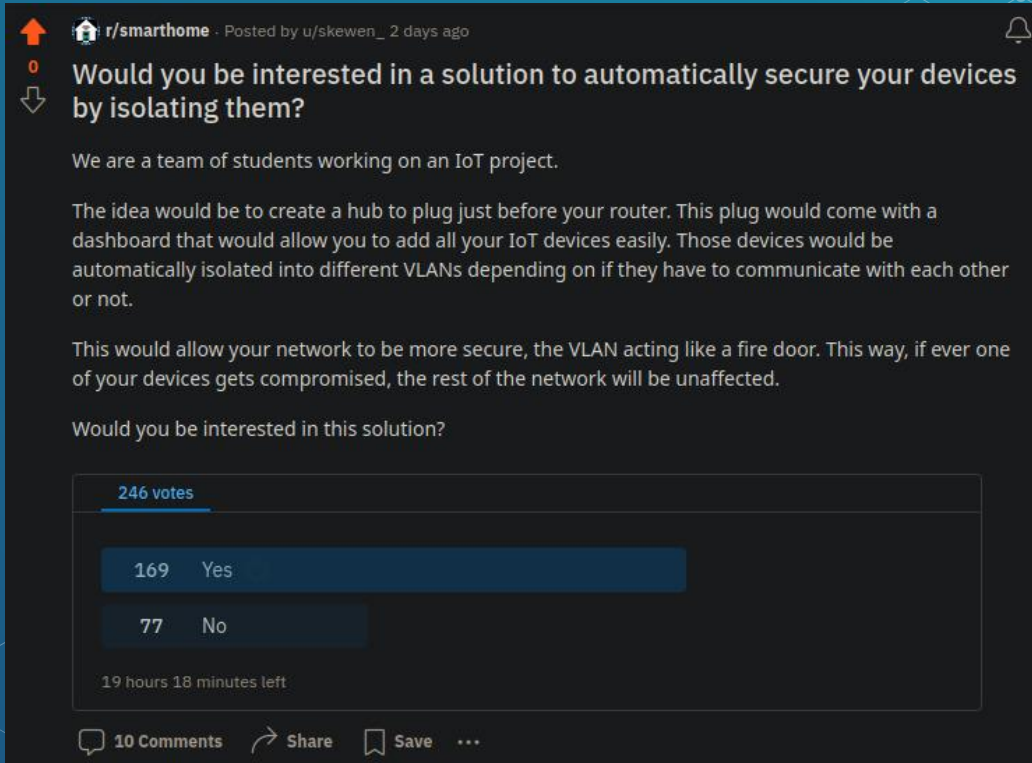
B2C:

- People who have a smart home with no security
- People who do not have a smart home but want one that is secure
- People with relatively high financial means




B2B (future):


- Buildings constructors and architects

Reddit answers 25th of August 2022



A screenshot of a Reddit post from the subreddit r/smarthome. The post is titled "Would you be interested in a solution to automatically secure your devices by isolating them?" and was posted by user u/skewen_ 2 days ago. The post content describes a proposed IoT security solution involving a hub and VLANs. Below the text is a poll showing 246 total votes: 169 Yes and 77 No. The poll is still active, with 19 hours and 18 minutes left. At the bottom, there are options for 10 Comments, Share, Save, and a menu icon.

  **r/smarthome** · Posted by [u/skewen_](#) 2 days ago 

 **Would you be interested in a solution to automatically secure your devices by isolating them?**

We are a team of students working on an IoT project.

The idea would be to create a hub to plug just before your router. This plug would come with a dashboard that would allow you to add all your IoT devices easily. Those devices would be automatically isolated into different VLANs depending on if they have to communicate with each other or not.





This would allow your network to be more secure, the VLAN acting like a fire door. This way, if ever one of your devices gets compromised, the rest of the network will be unaffected.

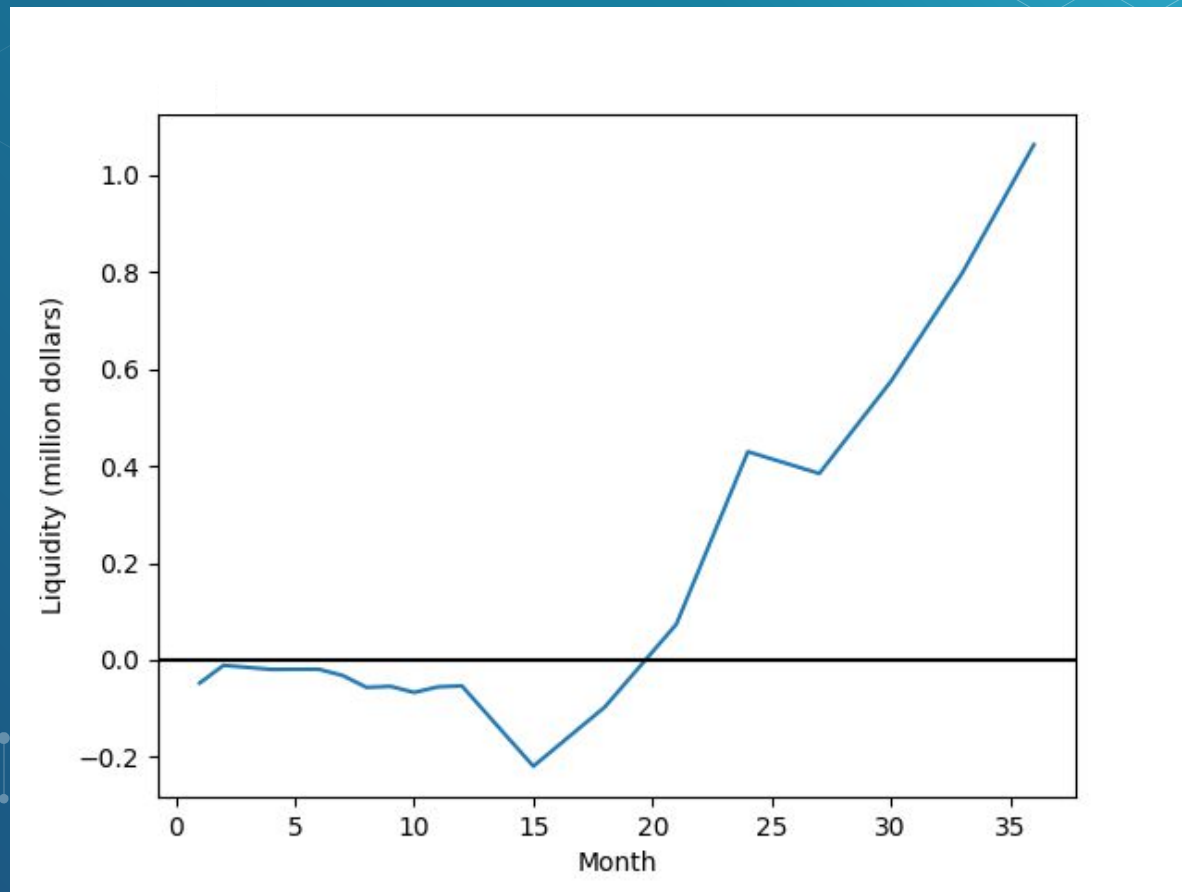
Would you be interested in this solution?

246 votes

169	Yes
77	No

19 hours 18 minutes left

 **10 Comments**  **Share**  **Save** 



All entries in EUR and without VAT																				
	1. Year												2. Year				3. Year			
	1	2	3	4	5	6	7	8	9	10	11	12	I	II	III	IV	I	II	III	
Legal and Consulting Costs (retainer fee)	2,500.0	2,500.0	2,500.0	2,500.0	2,500.0	2,500.0	2,500.0	2,500.0	2,500.0	2,500.0	2,500.0	2,500.0	7,500.0	7,500.0	7,500.0	7,500.0	7,500.0	7,500.0	7,500.0	7,500.0
Advisory	3,250.0	3,250.0	3,250.0	3,250.0	3,250.0	3,250.0	3,250.0	3,250.0	3,250.0	3,250.0	3,250.0	3,250.0	9,750.0	9,750.0	9,750.0	9,750.0	9,750.0	9,750.0	9,750.0	9,750.0
Cloud Operations				1,500.0	1,500.0	1,500.0	1,500.0	1,500.0	1,500.0	1,500.0	1,500.0	1,500.0	4,500.0	4,500.0	4,500.0	4,500.0	4,500.0	4,500.0	4,500.0	4,500.0
OPERATING EXPENSES	19,900.2	19,900.2	24,093.9	28,066.7	28,066.7	28,066.7	39,289.5	63,256.9	63,256.9	75,783.9	85,151.9	86,921.9	461,050.8	487,463.8	710,442.0	965,166.5	1,082,320.4	1,220,562.0	1,383,687	
OPERATING PROFIT	-19,900.2	-19,900.2	-24,093.9	-28,066.7	-28,066.7	-28,066.7	-39,289.5	-63,256.9	-63,256.9	-54,950.5	-60,568.5	-57,913.5	-94,202.8	-54,583.2	279,884.0	661,970.7	837,701.6	1,045,063.9	1,289,751	
Operating Profit (loss carry over)	-19,900.2	-19,900.2	-24,093.9	-28,066.7	-28,066.7	-28,066.7	-39,289.5	-63,256.9	-63,256.9	-54,950.5	-60,568.5	-57,913.5	-216,035.3	-176,415.8	158,051.5	540,138.2	837,701.6	1,045,063.9	1,289,751	
Tax on Operating Profit	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	23,064.2	23,064.2	23,064.2	23,064.2	358,403.6	358,403.6	358,403	
Trade Tax	-5,827.7	-5,827.7	-5,827.7	-5,827.7	-5,827.7	-5,827.7	-5,827.7	-5,827.7	-5,827.7	-5,827.7	-5,827.7	-5,827.7	10,968.4	10,968.4	10,968.4	10,968.4	170,442.1	170,442.1	170,442	
Addition	312.5	312.5	312.5	312.5	312.5	312.5	312.5	312.5	312.5	312.5	312.5	312.5	937.5	937.5	937.5	937.5	937.5	937.5	937	
Corporate Tax	-8,426.7	-8,426.7	-8,426.7	-8,426.7	-8,426.7	-8,426.7	-8,426.7	-8,426.7	-8,426.7	-8,426.7	-8,426.7	-8,426.7	12,095.8	12,095.8	12,095.8	12,095.8	187,961.4	187,961.4	187,961	
NET PROFIT	-19,900.2	-19,900.2	-24,093.9	-28,066.7	-28,066.7	-28,066.7	-39,289.5	-63,256.9	-63,256.9	-54,950.5	-60,568.5	-57,913.5	-117,267.0	-77,647.4	256,819.8	638,906.6	479,298.0	686,660.4	931,348	
			-487,330												700,812				3,317,386	

	1. Year												2. Year				3. Year			
	1	2	3	4	5	6	7	8	9	10	11	12	I	II	III	IV	I	II	III	IV
LIQUIDITY PER PERIOD	-47,496.7	-10,930.2	-15,124.8	-19,383.6	-19,099.6	-19,100.6	-31,986.9	-56,477.8	-54,293.8	-66,821.8	-55,357.5	-53,378.5	-218,992.7	-96,760.2	73,899.8	429,528.3	384,558.9	574,345.2	798,293.5	1,062,555.5
LIQUIDITY CUMULATED	-47,496.7	-58,426.9	-73,551.7	-92,935.3	-112,035.0	-131,135.6	-163,122.6	-219,600.4	-273,894.2	-340,716.1	-396,073.5	-449,452.0	-668,444.7	-765,204.9	-691,305.1	-261,776.8	122,782.0	697,127.2	1,495,420.7	2,557,976.2

