



# SMART CURTAINS

## CURTAIN UPON INNOVATION

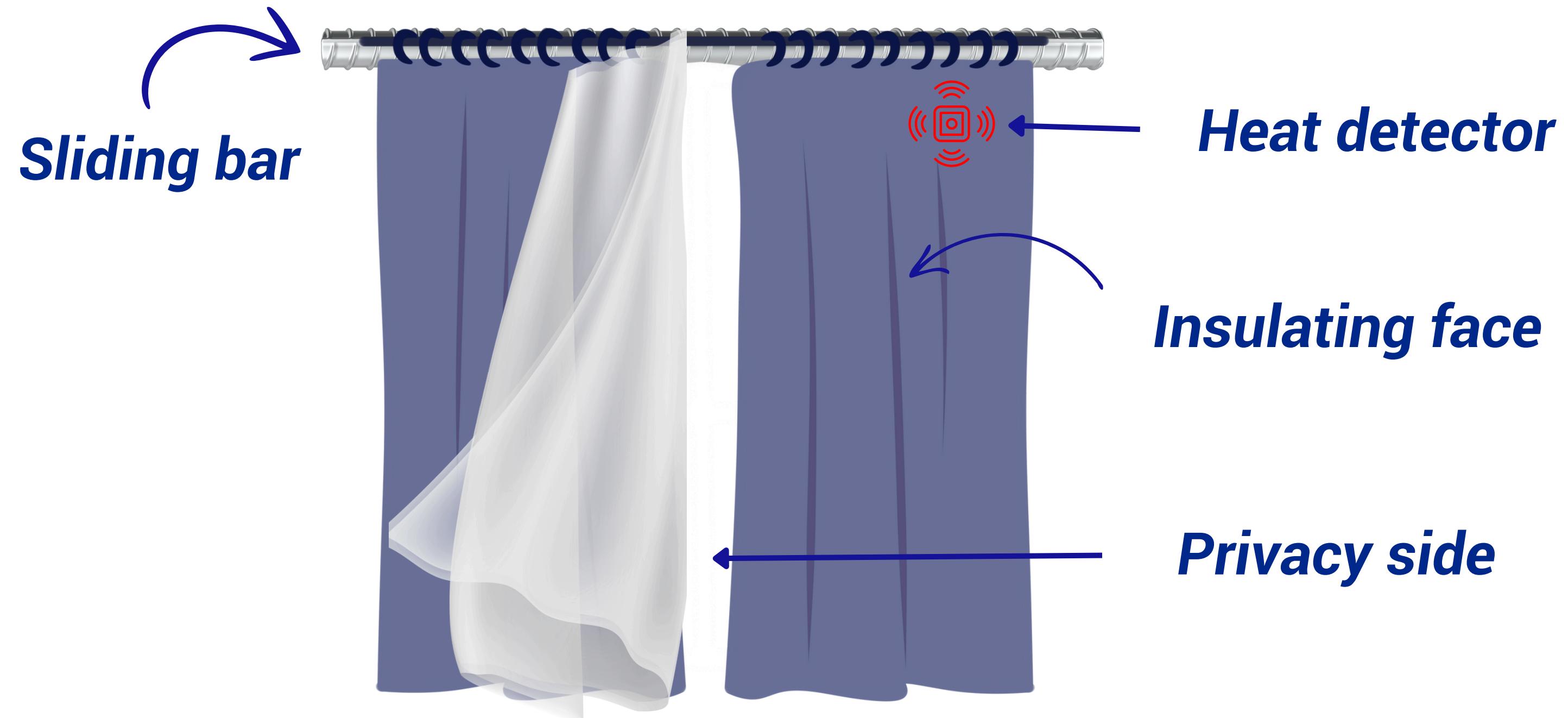
Presented by :

Aristide BRUNAUD, Anaïs FERREIRA, Victor GALLIOT, Mithia RATSIMBARISON, Alexian SEBAG

# PAIN POINT

75%

# SOLUTION



# TEAM



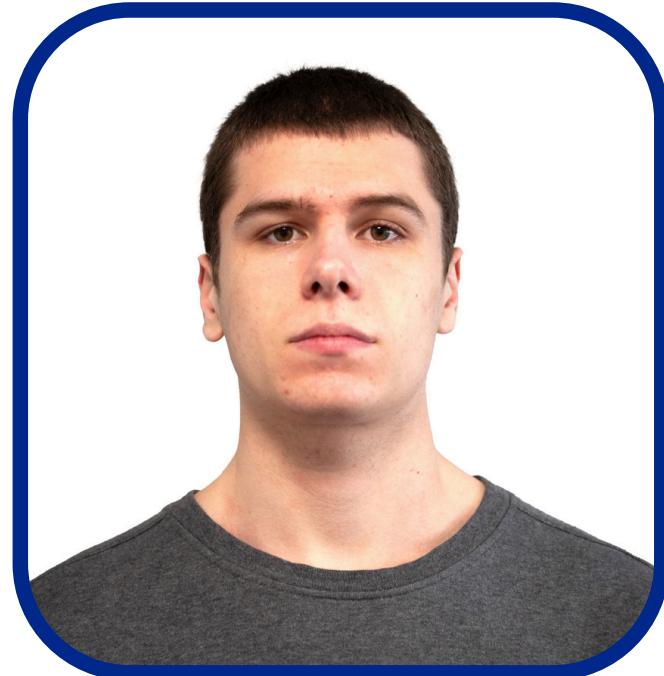
ALEXIAN  
SEBAG  
CEO



VICTOR  
GALLIOT  
PROTOTYPE AND SENSORS



MITHIA  
RATSIMBARISON  
CMO

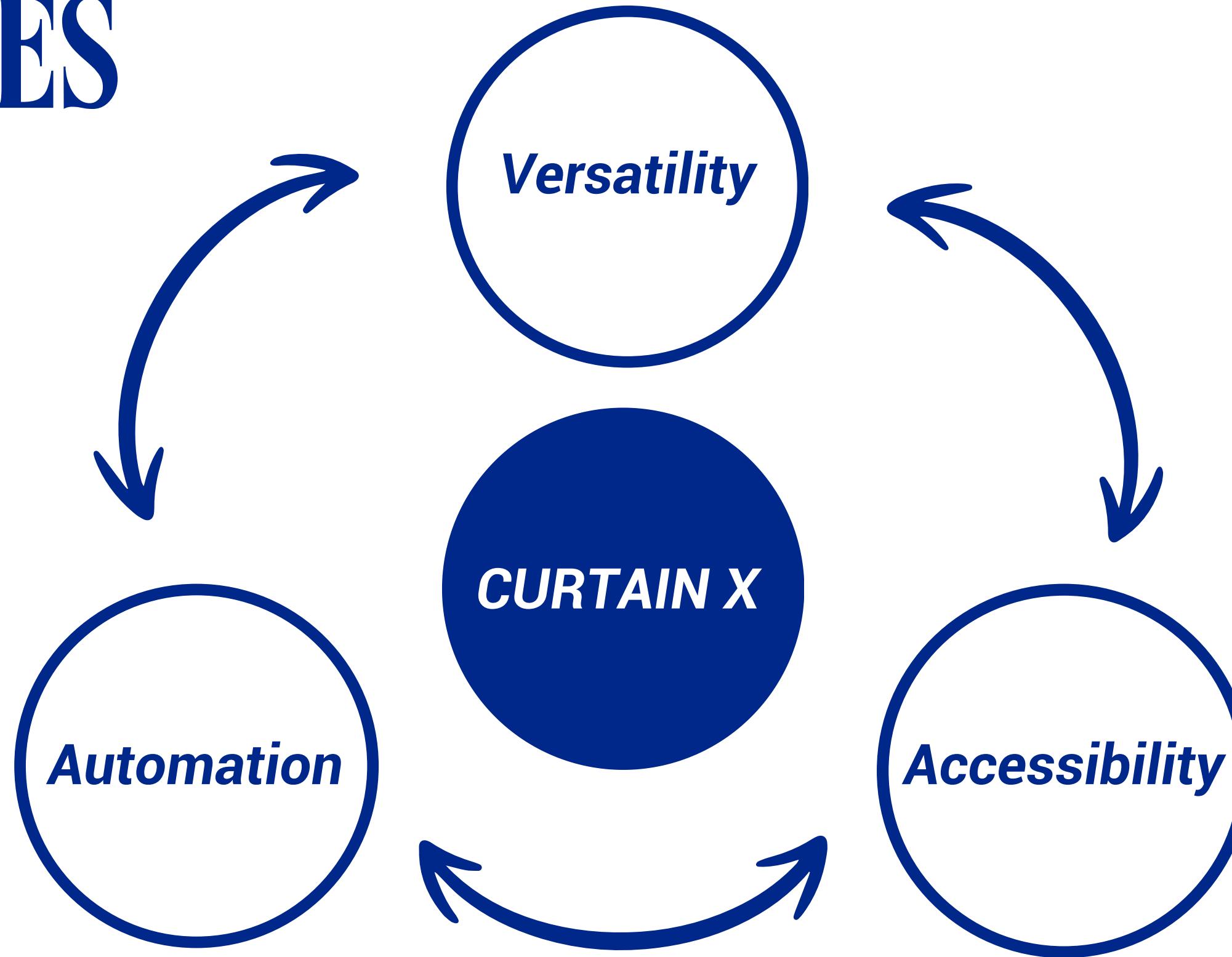


ARISTIDE  
BRUNAUD  
CTO

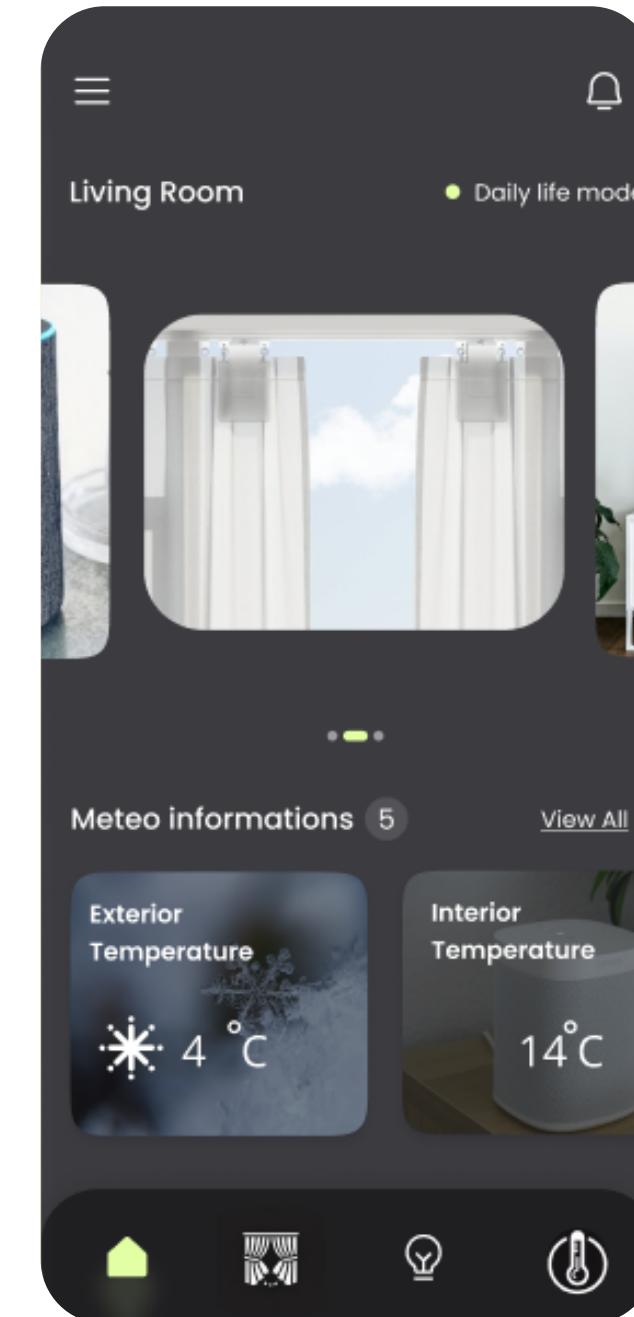
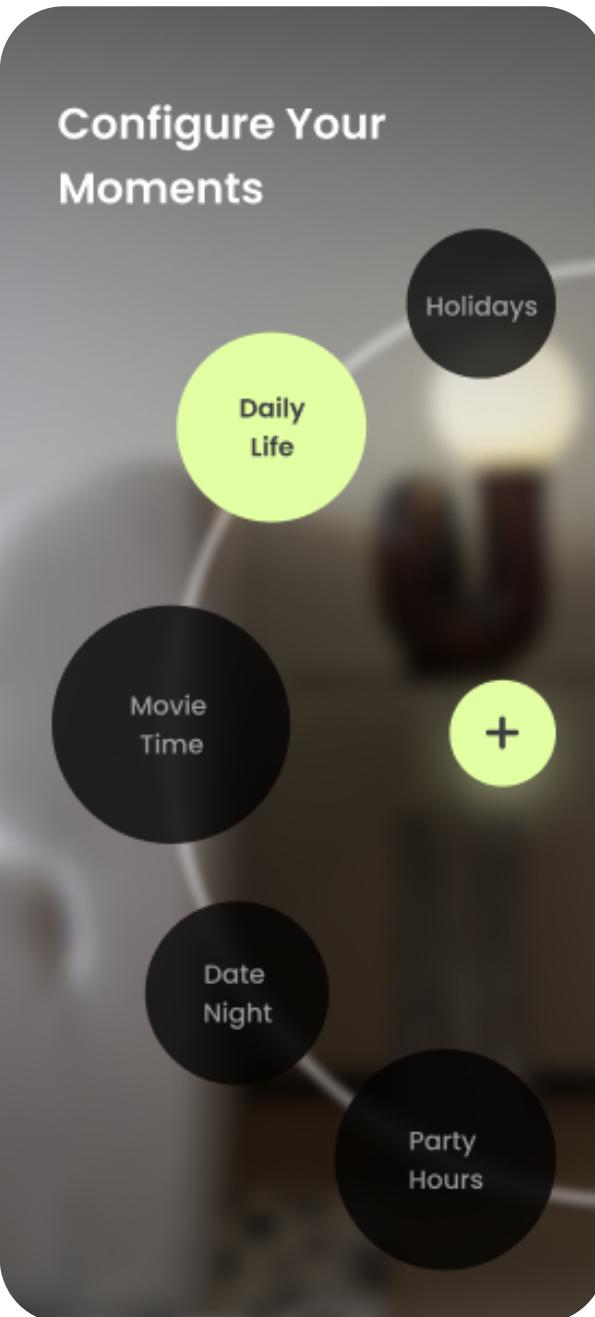
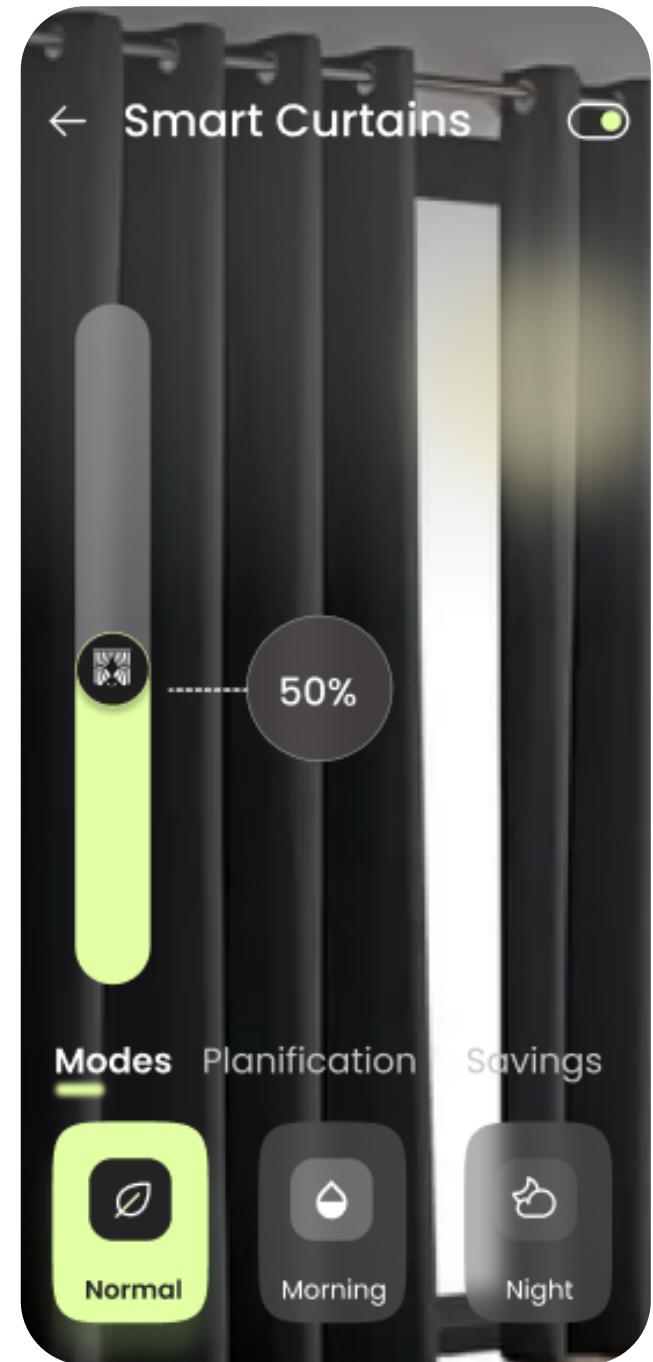


ANAÏS  
FERREIRA  
BUSINESS PLAN

# OUR VALUES



# AN APPLICATION THAT CENTRALIZES AND CONTROLS EVERYTHING



# IA : A KEY ROLE ON TWO LEVELS

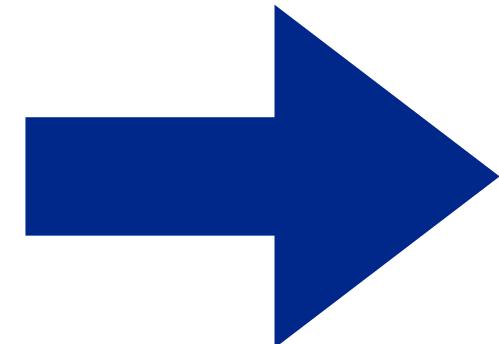


*An intelligent algorithm for a  
customized opening/closing pattern*

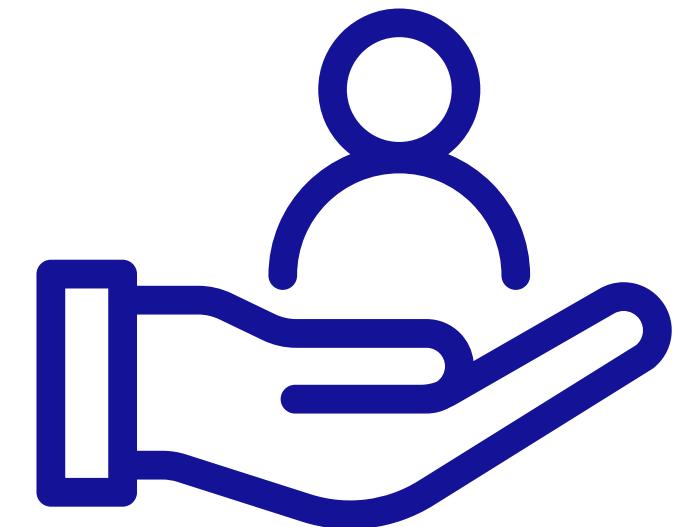
*A chatbot*

# AN INTELLIGENT ALGORITHM FOR A CUSTOMIZED OPENING/CLOSING PATTERN

The system  
learns



It anticipates  
user needs



*Super-customization,  
the cornerstone of our  
project*

# THE CHATBOT

A CHATBOT AS A CUSTOMER SERVICE  
AVAILABLE ALL THE TIME



*Trained to answer  
client's questions ( even  
the undefined one)*



*Web connected*

**Smart Curtains Chatbot**

Ask any questions about your smart curtains system

**Chat with our AI Assistant**

Hello! I'm your Smart Curtains assistant. How can I help you today?

Type your question here... Send

**Frequently Asked Questions**

- How do I install my Smart Curtains system?
- Can I control my Smart Curtains with voice commands?
- How do I set up automatic schedules for my curtains?
- What should I do if my curtains aren't responding to commands?
- Can I control multiple curtains independently?
- How long does the battery last on wireless models?

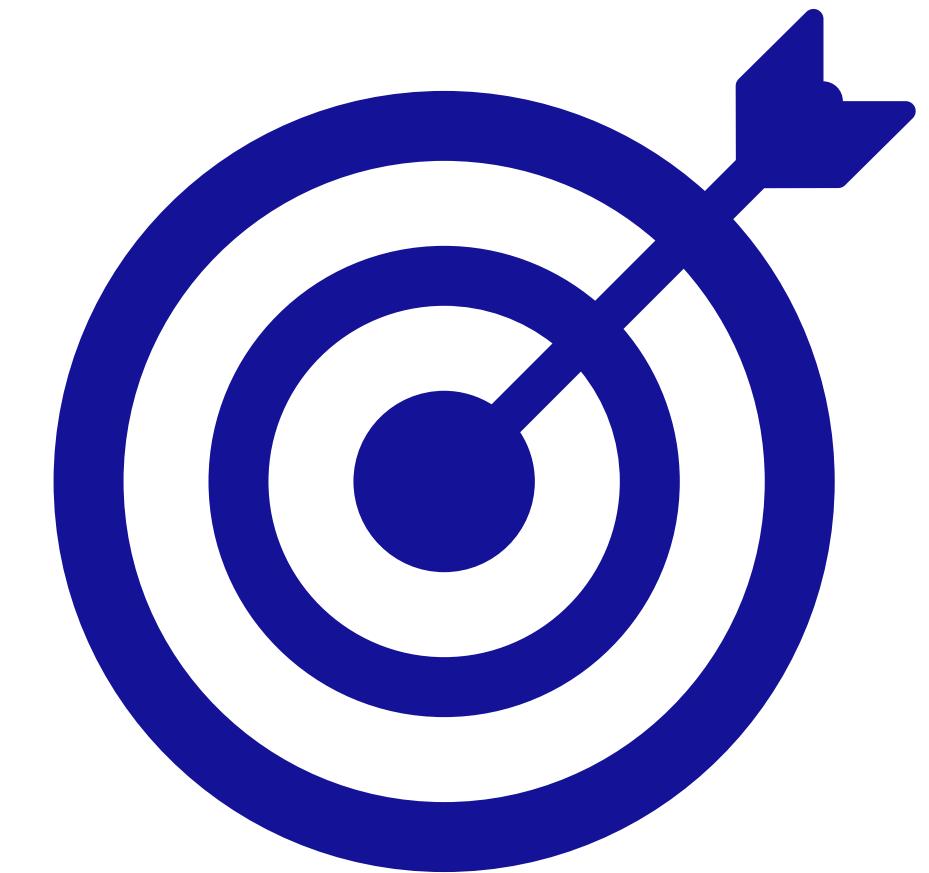
# GLOBAL MARKET AND TARGET



**\$2B** GLOBAL MARKET



20% OF THE MARKET  
= \$400M



GOAL: 5% IN 5 YEARS  
= **\$16M**

# BUSINESS MODEL



60%  
MARGIN

449€  
EACH

*They pay for themselves in  
only 2 years !*

# MARKETING STRATEGY



castorama

amazon



**fabrice gros** · 2e

Leader Offre Produits et Services chez  
Leroy Merlin

Leroy Merlin · Université de Poitiers  
France

Plus de 500 relations

Matheo Gros est une relation en commun

Se co...ecter

Message

...

Activité

692 abonnés

fabrice n'a rien publié pour le moment

Les posts récents partagés par fabrice seront...

Tout afficher activité →

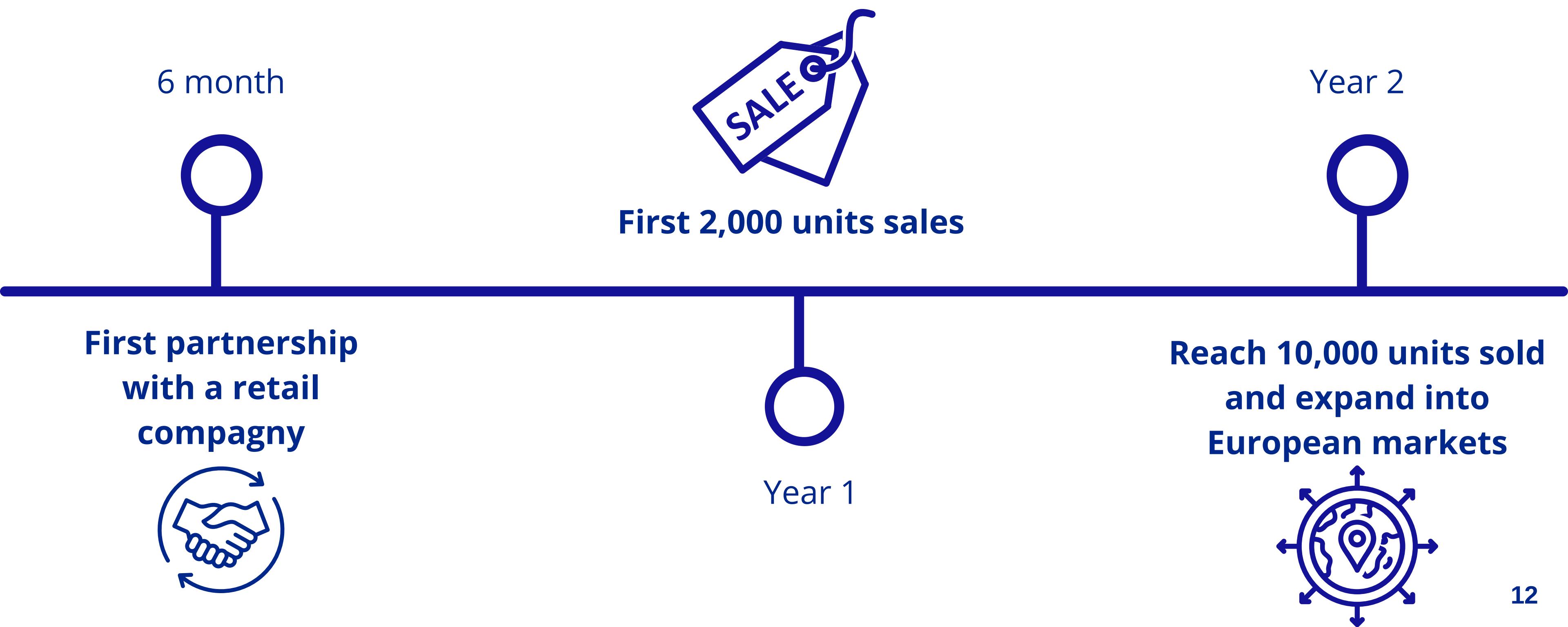


## SOCIAL MEDIA

# USE OF PROCEEDS

| Element             | Amount | Justification  |
|---------------------|--------|--|
| Production          | 360000 | Initial manufacturing and raw materials for 2,000 units.             |
| Marketing & Sales   | 300000 | Digital campaigns, B2B partnerships, and influencer marketing.       |
| Product Development | 240000 | Prototyping, sensors, automation, and mobile app development.        |
| Operations & Team   | 100000 | Hiring key talent (engineering, sales, logistics, customer support). |

# 2 YEARS STRATEGY

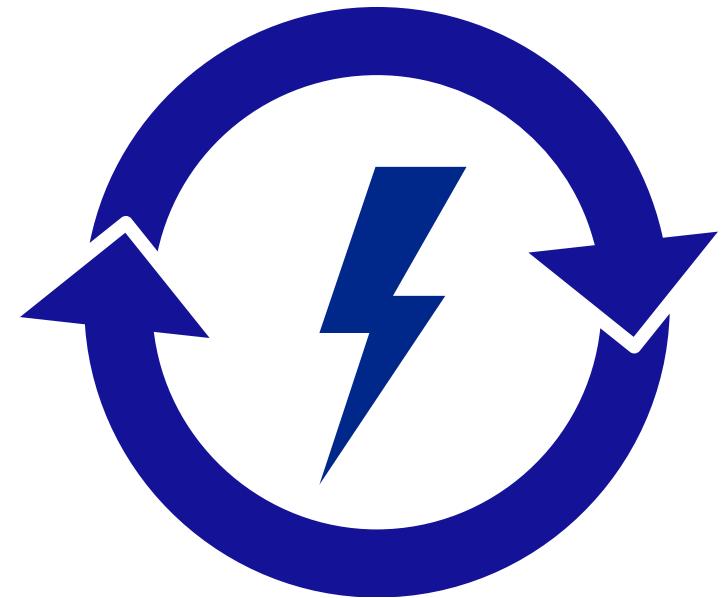


# DETAILED FINANCIALS FOR THE NEXT 5 YEARS

|  | <b>year 1</b>  | <b>year 2</b> | <b>year 3</b> | <b>year 4</b> | <b>year 5</b>     |
|--|----------------|---------------|---------------|---------------|-------------------|
| <b>REVENUE (€)</b>                     | <b>900 000</b> | 4 500 000     | 11 250 000    | 22 500 000    | <b>45 000 000</b> |
| <b>COST OF GOOD SOLD (€)</b>           | 360 000        | 1 800 000     | 4 500 000     | 9 000 000     | 180 00 000        |
| <b>GROSS PROFIT (€)</b>                | 540 000        | 2 700 000     | 6 750 000     | 13 500 000    | 27 000 000        |
| <b>EXPENSES</b>                        |                |               |               |               |                   |
| Marketing, Advertising & Promotion (€) | 150 000        | 300 000       | 600 000       | 1 000 000     | 2 000 000         |
| General & Administrative (€)           | 100 000        | 200 000       | 400 000       | 800 000       | 1 500 000         |
| Depreciation & Amortization (€)        | 50 000         | 100 000       | 200 000       | 300 000       | 500 000           |
| Interest (€)                           | 20 000         | 30 000        | 50 000        | 80 000        | 100 000           |
| <b>TOTAL EXPENSES (€)</b>              | 320 000        | 630 000       | 1 250 000     | 2 180 000     | 4 100 000         |
| <b>EARNINGS BEFORE TAX (€)</b>         | 220 000        | 2 070 000     | 5 500 000     | 11 320 000    | 22 900 000        |
| <b>TAXES (30%) (€)</b>                 | 66 000         | 621 000       | 1 650 000     | 3 396 000     | 6 870 000         |
| <b>Net Earnings (€)</b>                | 154 000        | 1 449 000     | 3 850 000     | 7 924 000     | <b>16 030 000</b> |

# TIMING

AN INNOVATIVE PRODUCT IN A BOOMING MARKET !!



*Growing demand for energy  
efficiency and privacy*



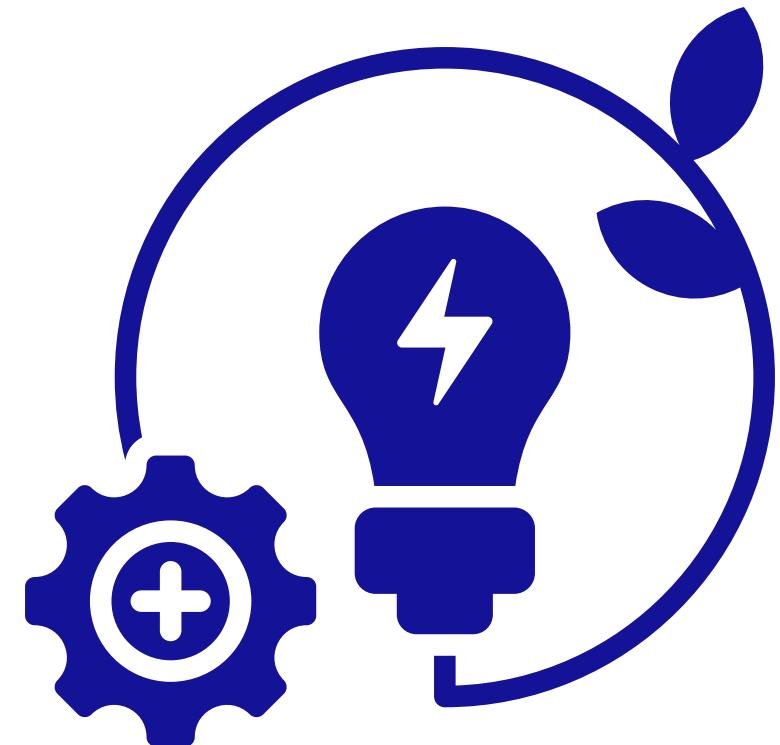
*Fast-growing market with  
little direct competition*



*Highly favourable law  
environment*

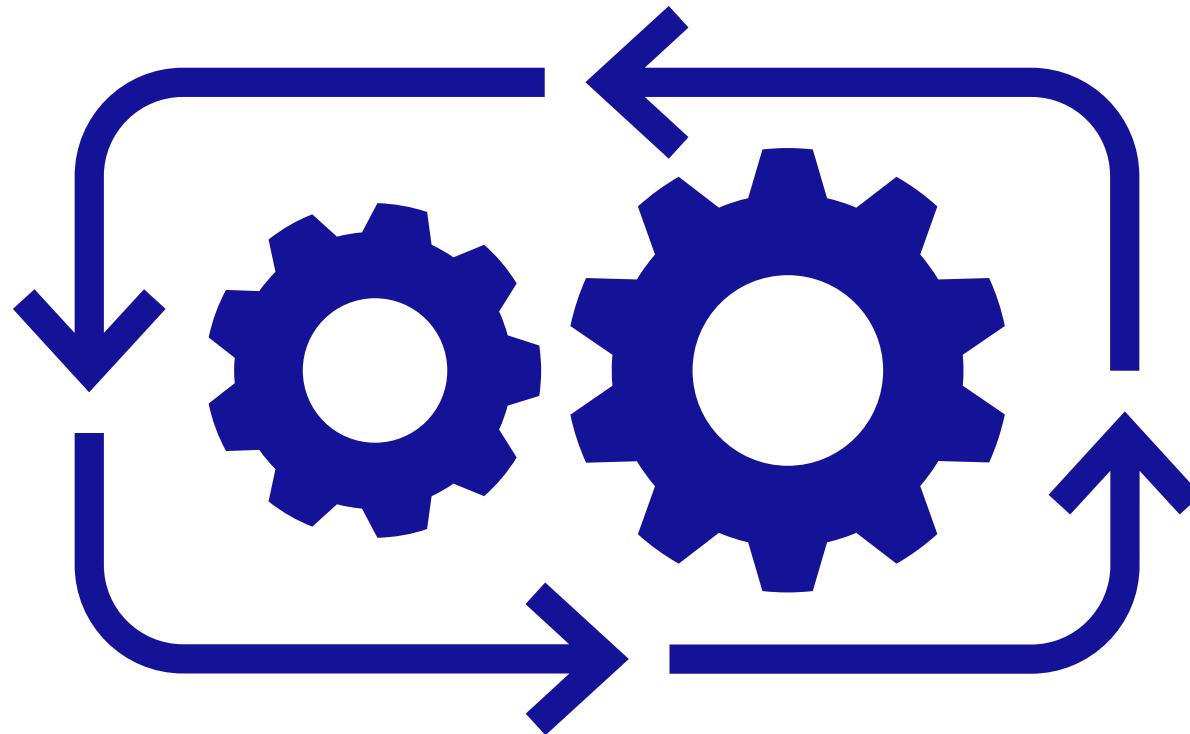
# KILLER PRODUCT

FIRST ON THE MARKET !



## Energie efficiency

Reduces energy costs by 10-20% for users



## Automation

Comfort and reduced mental load through the mobile app



## Growing Market

The smart home market is projected to reach €135 billion by 2030.

*Thank you for listening*



CURTAINX

Curtain Up on Innovation

**WE ARE RAISING**

**1M€**

# DETAILED FINANCIALS FOR THE NEXT 5 YEARS

## INCOME STATEMENT

|  | Year 1  | Year 2    | Year 3     | Year 4     | Year 5     |
|--|---------|-----------|------------|------------|------------|
| <b>Revenue (€)</b>                     | 900,000 | 4,500,000 | 11,250,000 | 22,500,000 | 45,000,000 |
| <b>Cost of Goods Sold (€)</b>          | 360,000 | 1,800,000 | 4,500,000  | 9,000,000  | 18,000,000 |
| <b>Gross Profit (€)</b>                | 540,000 | 2,700,000 | 6,750,000  | 13,500,000 | 27,000,000 |
| <b>Expenses</b>                        |         |           |            |            |            |
| Marketing, Advertising & Promotion (€) | 150,000 | 300,000   | 600,000    | 1,000,000  | 2,000,000  |
| General & Administrative (€)           | 100,000 | 200,000   | 400,000    | 800,000    | 1,500,000  |
| Depreciation & Amortization (€)        | 50,000  | 100,000   | 200,000    | 300,000    | 500,000    |
| Interest (€)                           | 20,000  | 30,000    | 50,000     | 80,000     | 100,000    |
| <b>Total Expenses (€)</b>              | 320,000 | 630,000   | 1,250,000  | 2,180,000  | 4,100,000  |
| <b>Earnings Before Tax (€)</b>         | 220,000 | 2,070,000 | 5,500,000  | 11,320,000 | 22,900,000 |
| <b>Taxes (30%) (€)</b>                 | 66,000  | 621,000   | 1,650,000  | 3,396,000  | 6,870,000  |
| <b>Net Earnings (€)</b>                | 154,000 | 1,449,000 | 3,850,000  | 7,924,000  | 16,030,000 |

# VALUE PROPOSITION

**FOR:** eco-conscious urban residents

**DISSATISFIED WITH:** uncomfortable indoor temperatures and high energy bills

**DUE TO:** traditional curtains that don't adapt to climate or comfort needs

**CURTAIN X OFFERS:** smart, dual-sided thermal curtains with automated temperature response

**THAT PROVIDES:** better comfort, energy savings, and effortless control in any season



# SENSOR



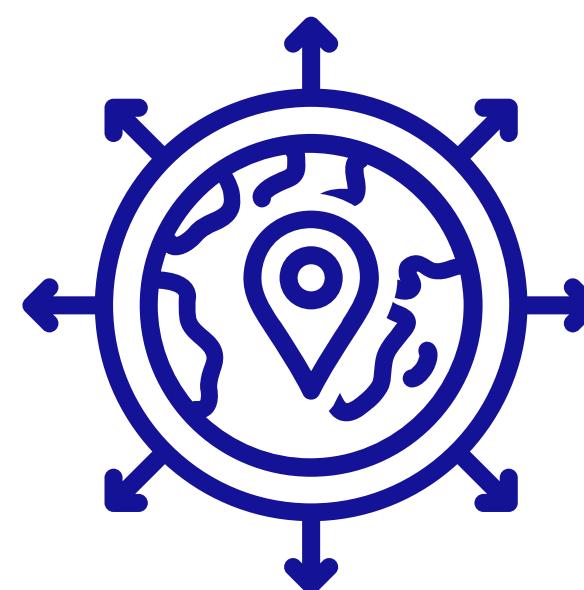
*Proactive system*



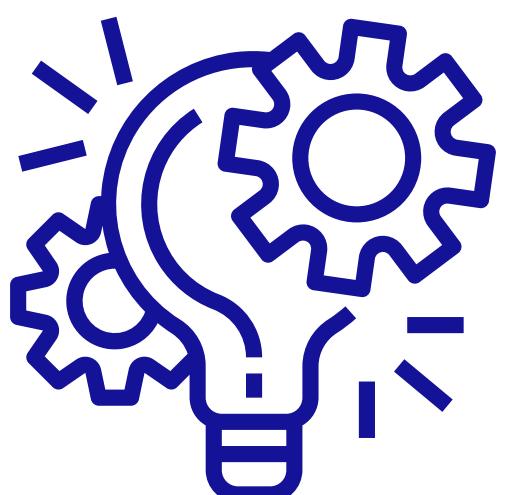
*Getting data for IA*

Without it, AI would have no reliable data to work with. It provides the link between the physical environment and the intelligent system.

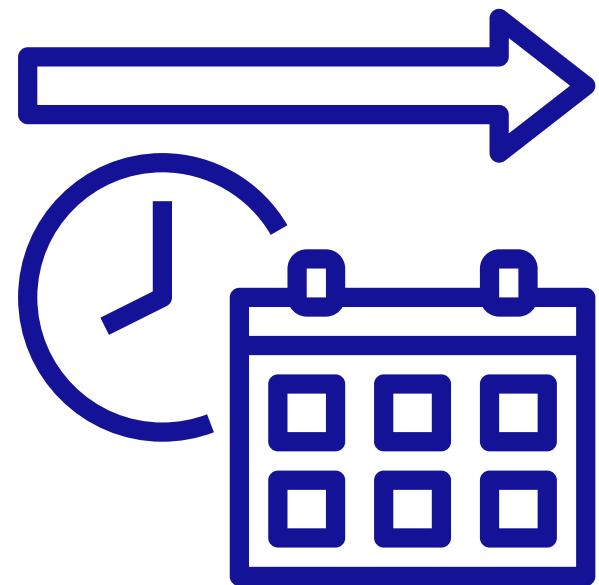
# SCALABILITY



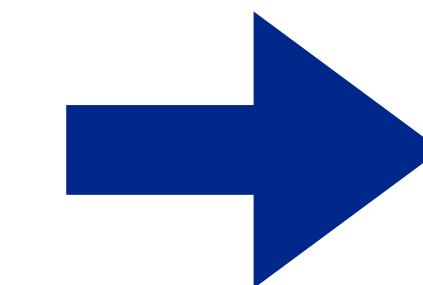
*Geographical  
extension*



*System Modularity*  
+  
*Maximise the UX*



*Long Term  
Vision*



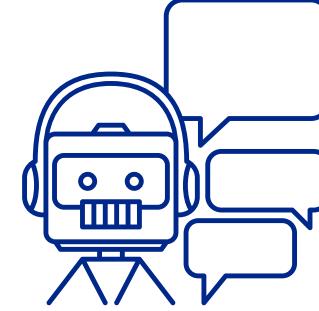
**16M€**  
*in only 5 Years !!*

# THE CONTRIBUTION OF AI

HOW INTEGRATING AI INTO OUR  
SOLUTION PLAYS A KEY ROLE ?



# THE EXPERIMENTS WE CONDUCTED



Training

Usual  
questions

Efficient  
documentation

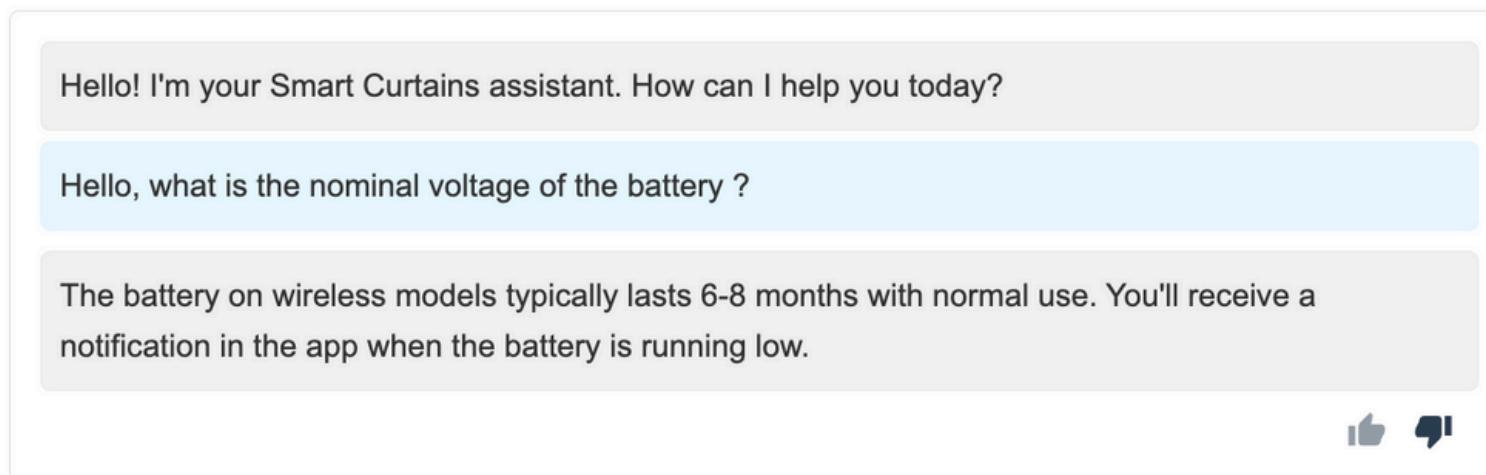
Deployment

Customers'  
validation

Continuous  
improvement by  
giving more data

# THE LESSONS WE LEARNED

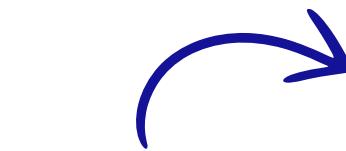
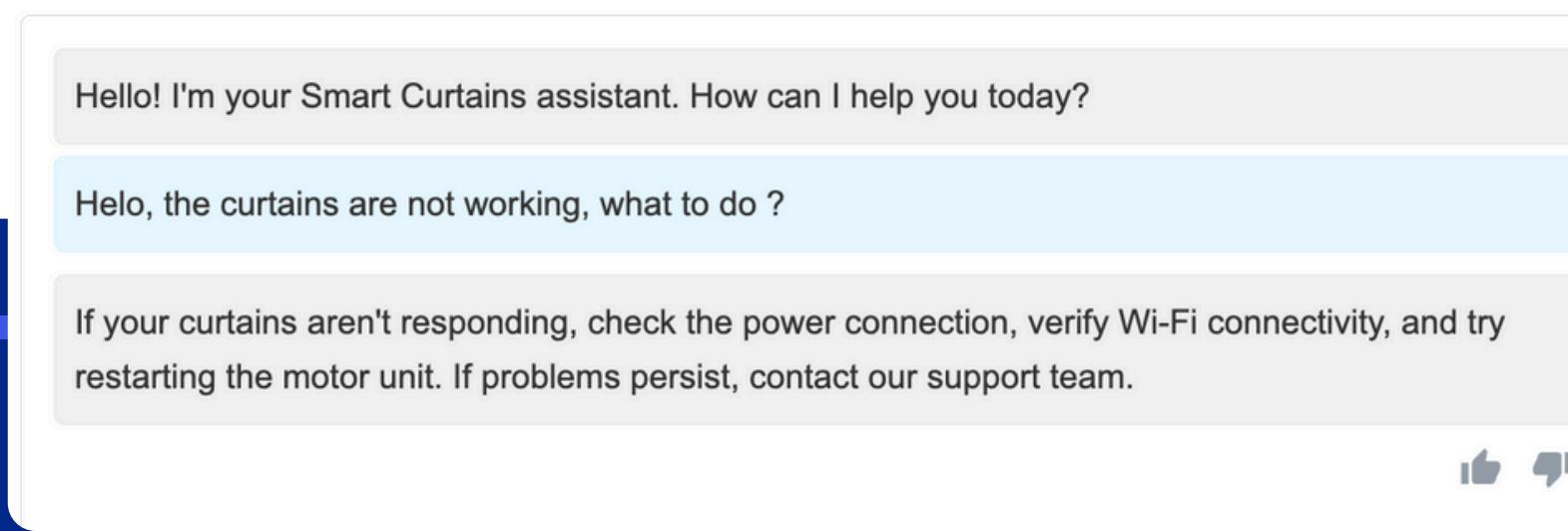
## Chat with our AI Assistant



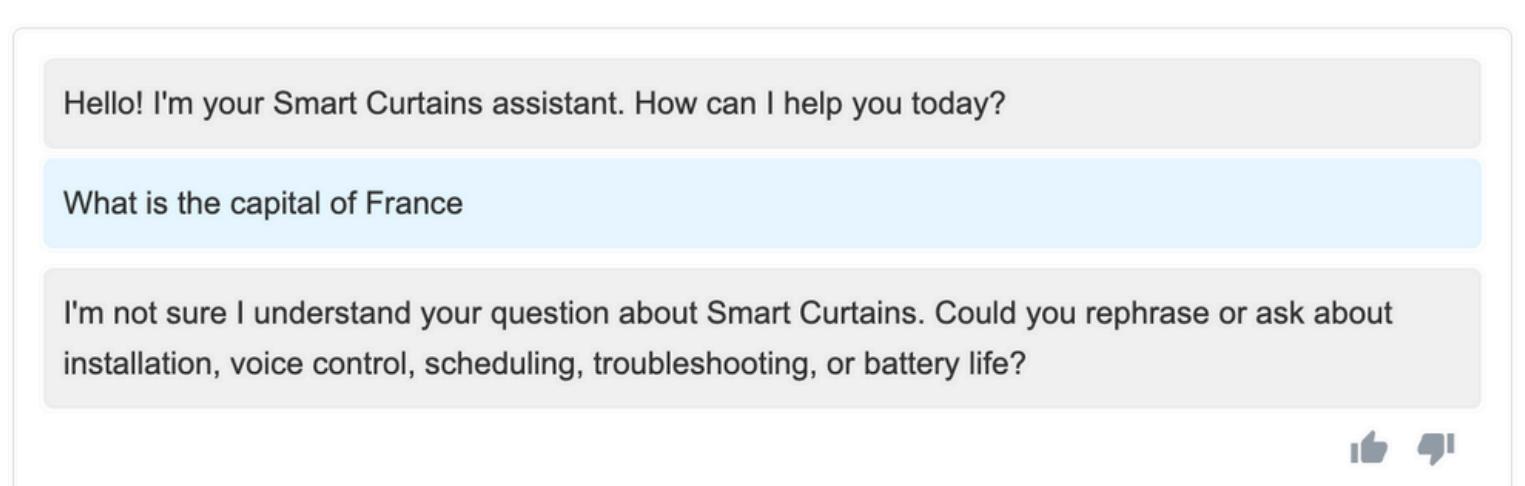
**Give more data to the model to be fully precise.  
Bad answers sometimes when asking for  
very technical questions.**

**When we ask a question unrelated to smart curtains, it doesn't answer**

## Chat with our AI Assistant



## Chat with our AI Assistant



**It can answer well basics questions**

# SENSOR

## THE CENTRAL ROLE OF SENSOR IN OUR SOLUTION

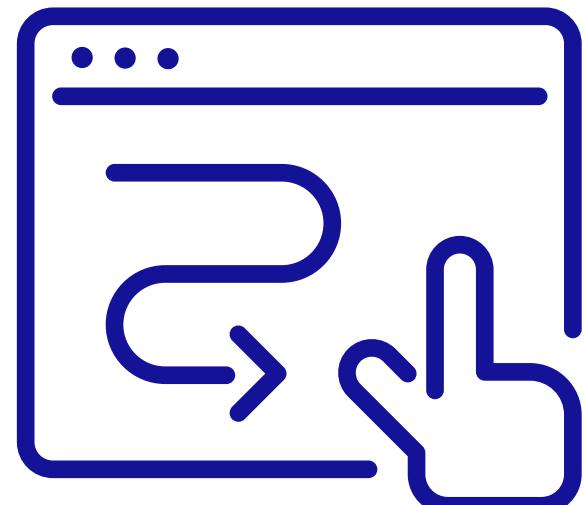


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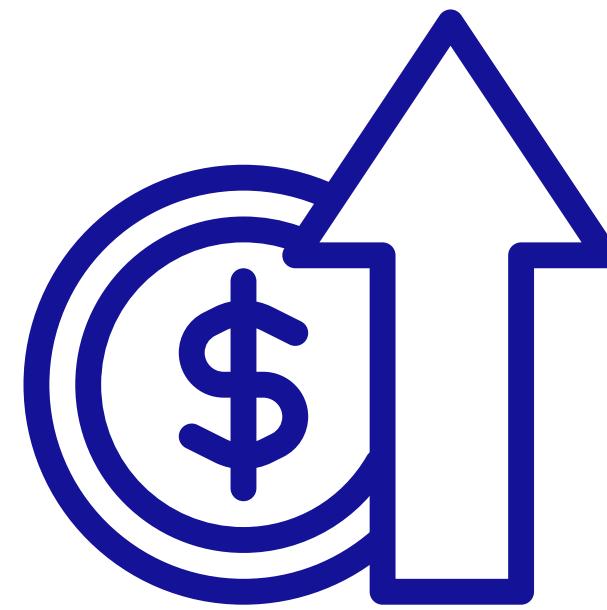
|  | <b>year 1</b> | <b>year 2</b> | <b>year 3</b> | <b>year 4</b> | <b>year 5</b> |
|--|---------------|---------------|---------------|---------------|---------------|
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# PROFIT

AN INNOVATIVE PRODUCT IN A BOOMING MARKET !!



*Fluid user experience  
for mass adoption*



*Optimised profitability*



*Strong partnerships with  
retail compagnies*

# RETURN THE ENTIRE VC FUND ?



With cumulative profits of **€16,000,000 by Year 5**, the **ROI is significant**.

# EXIT ROUTES



## Acquisition

By a smart home or energy company (e.g., Somfy, Google Nest).



## Initial Public Offering

Going public after several years of growth

# RISKS



## Technological

Sensor or automation system failure.



## Competition

Entry of new competitors



## Market

Slow consumer adoption



# CURTAIN X

## CURTAIN UP ON INNOVATION

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**THAT PROVIDES:** better comfort, energy savings, and effortless control in any season



## PLAN D'ACTION DÉTAILLÉ SUR 90 JOURS

### → Objectif 1 : Construire et valider le MVP Curtain X

- KR1.1 (Jours 1–30) : Finaliser un prototype fonctionnel
- KR1.2 (Jours 10–40) : Concevoir une interface mobile minimale permettant d'ouvrir/fermer le rideau à distance
- KR1.3 (Jours 30–60) : Organiser 10 tests utilisateurs ciblés
- KR1.4 (Jours 45–70) : Obtenir un taux de satisfaction égal ou supérieur à 80%
- KR1.5 (Jours 60–90) : Identifier 3 priorités d'amélioration à intégrer dans la roadmap produit

## PLAN D'ACTION GLOBAL SUR 12 À 18 MOIS

### → Objectif 1 : Lancer la version commerciale et construire une traction réelle

- KR1.1 (Mois 4–6) : Vendre et livrer 500 unités
- KR1.2 (Mois 5–9) : Maintenir une note client > 4,5/5 sur 3 plateformes
- KR1.3 (Mois 5–8) : Obtenir 12 témoignages clients vérifiés

### → Objectif 2 : Industrialiser la production et fiabiliser la logistique

- KR2.1 (Mois 6–7) : Sécuriser un partenaire industriel
- KR2.3 (Mois 7–10) : Gérer 1000 expéditions/mois
- KR2.4 (Mois 8–10) : Réduire le délai de livraison à < 14 jours

### Objectif 3 : Déploiement européen et notoriété

- KR3.1 (Mois 10–11) : Traduire application en trois langues différentes
- KR3.3 (Mois 10–12) : 10 000 abonnés sur les réseaux sociaux
- KR3.4 (Mois 11–14) : 3 publications presse

### Objectif 4 – Consolider le modèle économique et valider les fondamentaux avant levée

- KR4.1 (Mois 10–11) : Atteindre un coût d'acquisition (CAC) < 45 €
- KR4.2 (Mois 10–15) – Stabiliser la marge brute à >30% sur 2 trimestres consécutifs
- KR4.4 (Mois 15–18) – Identifier les leviers d'automatisation (logistique, support, ventes) pour réduire les coûts fixes



# COST BASE

The unit cost is based on **2000 units sold in the first year**

| Category                | Description   | Cost per Unit (€)      |
|-------------------------|---|------------------------|
| <b>VARIABLE COST</b>    |   |                        |
| Materials               | Fabric, sensor, motor, rail, board, cable (Alibaba) | 40.00                  |
| Assembly                | Manual labor + QA (40 min @ €30/hour)               | 35.00                  |
| Packaging               | Box, insert, branding, instructions                 | 5.33                   |
| Logistics               | Shipping (China → EU), customs, warehousing         | 3.00                   |
|                         |   | <b>Total = 83.33 €</b> |
| <b>FIXED COST</b>       |   |                        |
| Hardware Engineers      | €5,000  | 16.67                  |
| Software Engineers      | €5,000  | 16.67                  |
| Customer Support        | €3,000  | 10.00                  |
| Finance & HR            | €4,000  | 13.33                  |
| Legal / Compliance      | €1,500  | 5.00                   |
|                         |   | <b>Total = 61.67 €</b> |
| <b>OVERHEAD CHARGES</b> |   |                        |
| App license & server    | Backend, API, hosting                               | 1.00                   |
| Quality control         | Final inspection & validation                       | 1.00                   |
| Warranty reserve (1 yr) | Service coverage provision                          | 1.00                   |
| Customer support        | Estimated response cost per order                   | 0.50                   |
| After-sales support     | Post-delivery support process                       | 10.00                  |
| Onboarding/training     | Usage guidance & resources                          | 5.00                   |
|                         |   | <b>Total = 18.50 €</b> |

**TOTAL COST = €180 / UNIT**

# COST OF MATERIALS ON ALIBABA

| Materials                            | Unit price for 500 pieces    | Unit price for >= 2000 units | Link  |
|--------------------------------------|------------------------------|------------------------------|---|
| Thermal Blackout Curtains            | 5,44 \$US                    | 5,44 \$US                    | <a href="https://www.alibaba.com/product-detail/Thermal-Insulated-Blackout-Curtains-for-Bedroom_1601444712659.html?spm=a2700.galleryofferlist.normal_offer.d_title.7c5b13a0Vaa7ML">https://www.alibaba.com/product-detail/Thermal-Insulated-Blackout-Curtains-for-Bedroom_1601444712659.html?spm=a2700.galleryofferlist.normal_offer.d_title.7c5b13a0Vaa7ML</a> |
| Thermal sensor                       | 3,20 \$US                    | 2,50 \$US                    | <a href="https://www.alibaba.com/product-detail/DHT11-DHT21-DHT22-Temperature-And-Humidity_1601220394953.html?spm=a2700.galleryofferlist.p_offer.d_price.696213a0SGVSd2&amp;s=p">https://www.alibaba.com/product-detail/DHT11-DHT21-DHT22-Temperature-And-Humidity_1601220394953.html?spm=a2700.galleryofferlist.p_offer.d_price.696213a0SGVSd2&amp;s=p</a>     |
| Motorized curtain rail               | 7 \$US                       | 4,50 \$US                    | <a href="https://www.alibaba.com/product-detail/Automatic-Motorized-Curtains-5-Wire-Smart_1600935396849.html?spm=a2700.galleryofferlist.p_offer.d_title.4ea213a0w4h3yr&amp;s=p">https://www.alibaba.com/product-detail/Automatic-Motorized-Curtains-5-Wire-Smart_1600935396849.html?spm=a2700.galleryofferlist.p_offer.d_title.4ea213a0w4h3yr&amp;s=p</a>       |
| Electronic board                     | 1,70 \$US                    | 1,59 \$US                    | <a href="https://www.alibaba.com/product-detail/WiFi-Bluetooth-Module-ESP32-Serial-Port_1601384119714.html?spm=a2700.galleryofferlist.normal_offer.d_title.5f7013a0Oj7GsQ">https://www.alibaba.com/product-detail/WiFi-Bluetooth-Module-ESP32-Serial-Port_1601384119714.html?spm=a2700.galleryofferlist.normal_offer.d_title.5f7013a0Oj7GsQ</a>                 |
| Cable of alimentation                | 8,20 \$US                    | 6,10 \$US                    | <a href="https://www.alibaba.com/product-detail/LRS-100W-12V-DC-Industrial-Switching_1601395946782.html?spm=a2700.galleryofferlist.p_offer.d_title.1a3c13a0cxAYao&amp;s=p">https://www.alibaba.com/product-detail/LRS-100W-12V-DC-Industrial-Switching_1601395946782.html?spm=a2700.galleryofferlist.p_offer.d_title.1a3c13a0cxAYao&amp;s=p</a>                 |
| <b>Cost of materials per product</b> | <b>24,84 \$US = 23 euros</b> | <b>20,13\$US = 18 euros</b>  |   |

# COST BASE

| Category             | Description   | Total Cost (€) | Cost per Unit (€) |
|----------------------|---|----------------|-------------------|
| <b>VARIABLE COST</b> |   |                |                   |
| Materials            | Fabric, sensor, motor, rail, board, cable (Alibaba) | –              | 23.00             |
| Assembly             | Manual labor + QA (40 min @ €30/hour)               | –              | 20.00             |
| Packaging            | Box, insert, branding, instructions                 | –              | 3.50              |
| Logistics            | Shipping (China → EU), customs, warehousing         | –              | 3.00              |
|                      |   |                | = 49.50 €         |

The unit cost is based on **300 units** sold in **Q3 2025**

**TOTAL COST = €114.67 / UNIT**

## FIXED COST

|                    |        |   |           |
|--------------------|--------|---|-----------|
| Hardware Engineers | €5,000 | – | 16.67     |
| Software Engineers | €5,000 | – | 16.67     |
| Customer Support   | €3,000 | – | 10.00     |
| Finance & HR       | €4,000 | – | 13.33     |
| Legal / Compliance | €1,500 | – | 5.00      |
|                    |        |   | = 61.67 € |

## OVERHEAD CHARGES

|                         |                                   |   |          |
|-------------------------|-----------------------------------|---|----------|
| App license & server    | Backend, API, hosting             | – | 1.00     |
| Quality control         | Final inspection & validation     | – | 1.00     |
| Warranty reserve (1 yr) | Service coverage provision        | – | 1.00     |
| Customer support        | Estimated response cost per order | – | 0.50     |
|                         |                                   |   | = 3.50 € |

# COST BASE

The unit cost is based on **2500 units** sold in **Q4 2026**

**TOTAL COST = €60.80 / UNIT**

| Category                 | Description                           | Total Cost (€) | Cost per Unit (€) |
|--------------------------|---------------------------------------|----------------|-------------------|
| <b>VARIABLE COST</b>     |                                       |                |                   |
| Raw materials            | Fabric (dual-layer), motor, sensors   | 45,000         | 18.00             |
| Assembly labor           | 40 min/unit @ €30/h                   | 50,000         | 20.00             |
| Packaging                | Box, manuals, inserts                 | 8,750          | 3.50              |
| Logistics                | Shipping, customs, last-mile delivery | 7,500          | 3.00              |
| <b>Subtotal Variable</b> |                                       | <b>111,250</b> | <b>44.50</b>      |

## FIXED COST

|                       |  |               |              |
|-----------------------|--|---------------|--------------|
| Hardware engineering  | Salaries & prototyping                   | 10,000        | 4.00         |
| Software/infra        | App, servers, updates                    | 8,000         | 3.20         |
| Admin & support       | HR, finance, customer ops                | 5,000         | 2.00         |
| Legal & insurance     | Legal, IP protection, business insurance | 2,000         | 0.80         |
| Office/ops overhead   | Office rental, utilities                 | 7,000         | 2.80         |
| <b>Subtotal Fixed</b> |  | <b>32,000</b> | <b>12.80</b> |

## OVERHEAD CHARGES

|                          |                                   |              |             |
|--------------------------|-----------------------------------|--------------|-------------|
| App licenses             | Mobile app license and SaaS tools | 2,500        | 1.00        |
| Quality control          | QA inspections & batch testing    | 2,500        | 1.00        |
| Warranty provision       | Estimated future claims (3%)      | 2,500        | 1.00        |
| After-sales service      | Support staff, CRM tools          | 1,250        | 0.50        |
| <b>Subtotal Overhead</b> |                                   | <b>8,750</b> | <b>3.50</b> |

# Notre histoire

## Une Junior-Entreprise forte de 43 ans d'expériences

