

Istya





Together, let's build a new air(a)

Our story

ISTYA provides real-time and predicted air quality data for companies to monitor air pollution and reduce their energy consumption.

We have been created as part of DIAMS Project set up by the European Commission on the issue of the fight against air pollution because we wanted to have a positive impact both on the environment and health.

With our solutions, we help companies to save energy and money.

Poor air quality has serious consequences for health and economy

Impacts of air pollution on health

40% of strokes

40% of heart diseases

42% of respiratory diseases

25% of deaths

8M+ of deaths annually

Impacts of air pollution on the economy

€160B Impact on EU GDP

€19B Annually cost of poor indoor air quality in France

Why is it a major issue that is impact companies too?



Indoor pollution is up to 5 times higher than outdoor pollution
up to 100 times in poor ventilation and cramped spaces



Energy consumption of HVAC systems represents on average between 30% to 40% of the total energy consumption in industry



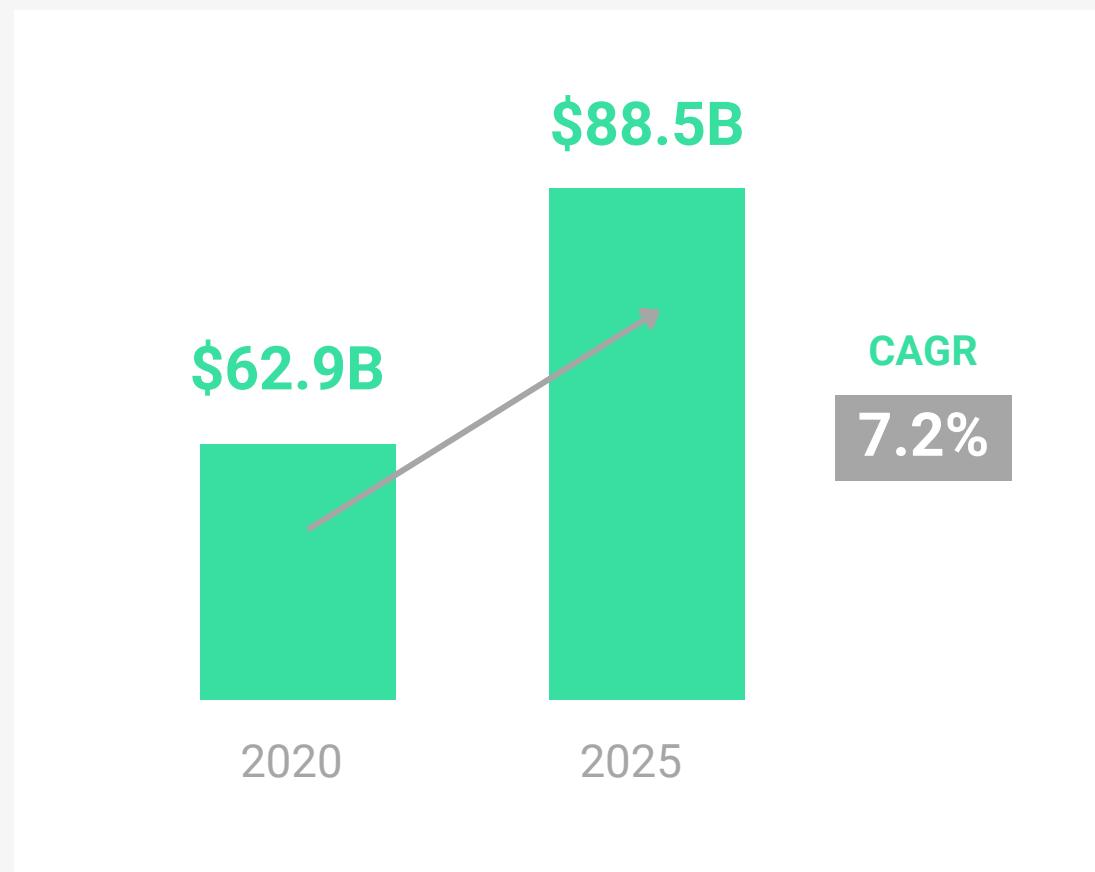
Most people spend 70% to 80% of their daily time indoor especially the elderly and children



Poor air quality has many impacts on business due to the employees' health and well-being, image and economical wise

A growing market driven by government policies and individual awareness

HVAC energy efficiency global market



Key factors driving the growth

- ▶ Increase of health issues and impacts of Covid-19
- ▶ Favorable government policies (UN, EU, Grenelle, PNSE, grants for companies)
- ▶ Development of smart homes, smart buildings and smart cities

Key issues impacting the expansion of the sector

- ▶ Technological difficulties
- ▶ High installation and production costs
- ▶ High maintenance cost of device

Key solutions to tackle indoor air pollution

- ▶ Limit emissions (building materials, combustion, outdoor pollution, etc.)
> medium-long term solution; requires an adequate organization at the macro level
- ▶ Ventilate the interior spaces (windows and HVAC)
> short term solution ; the use of HVAC impacts energy consumption ; window ventilation is impacted by outdoor air pollution

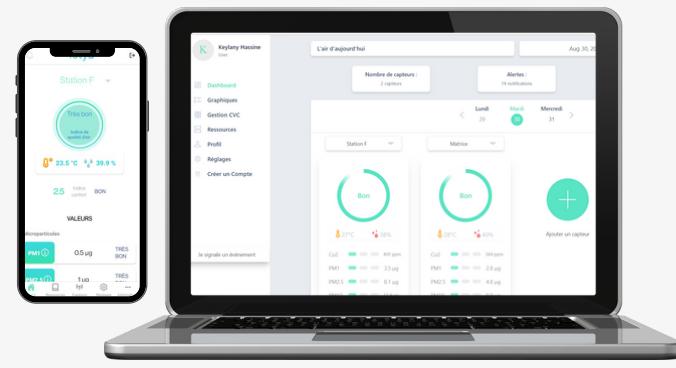
The most complete and innovative air quality solution to decrease energy consumption

A sensor for measurement



- Measures pm1 / pm2.5 / pm10 microparticles ; TVOC ; NOx ; CO₂ ; CO ; O₃ ; SO
- Measures temperature, humidity, sound and light to create a smarter ecosystem
- Eco-designed and made in France
- Wi-Fi / GSM / Lora compatible

A software for data analysis



- Simplified data visualization
- Automation of HVAC control
- Real-time tracking
- Health and financial ROI
- Easy integration (API)
- Alerts based on pollution levels
- Encrypted data for security

An AI for prediction



1 patent

- Prediction of indoor air quality for the next 3 days (with 97% accuracy)
- Alerts based on predicted pollution levels
- Technologies used: Deep Learning and Neural Network

We customize the features depending on the clients' environment

Measuring air quality to ensure employees' health + save energy and money



Our sensor measures air quality in real-time

Our software analyses the data collected to give a better vision of indoor air quality

Our AI uses these data to predict indoor air quality for the next 3 days with 97% accuracy

Our software and IA manage the HVAC in the most efficient way possible to waste the least amount of energy

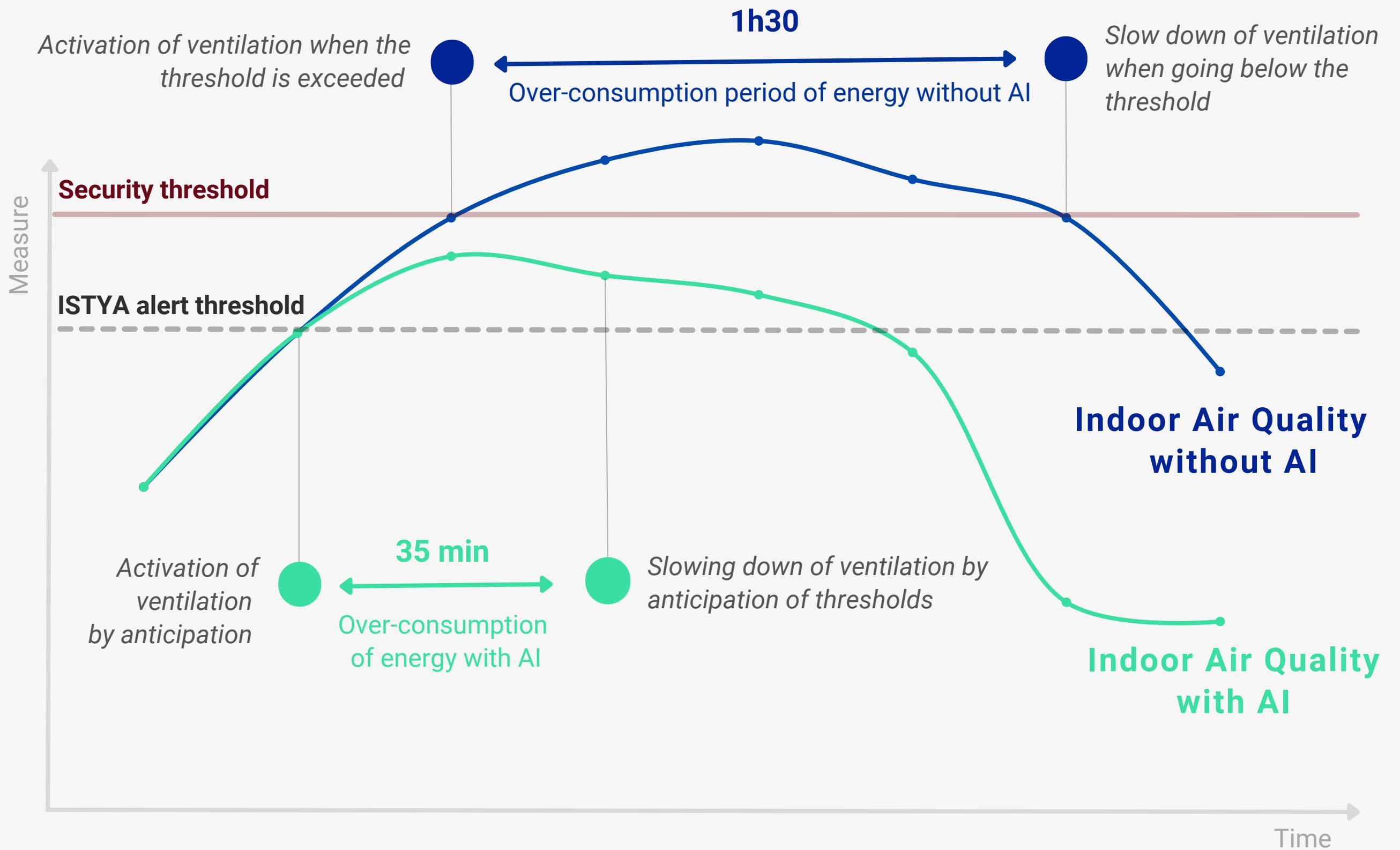
The company saves energy and money, and improves employees' health and well-being

[Check how much energy and money you can save on our website](#)



How does it exactly work?

- 1 AI anticipates exceeding the indoor air quality safety threshold
- 2 It triggers the ventilation upstream to ventilate the space
- 3 The pollution peak lasts less and the ventilation is less operational (less powerful over a shorter period of time)
- 4 The company saves energy and money



Business model and distribution channels

2 types of revenue

Fixed revenue
at the signing



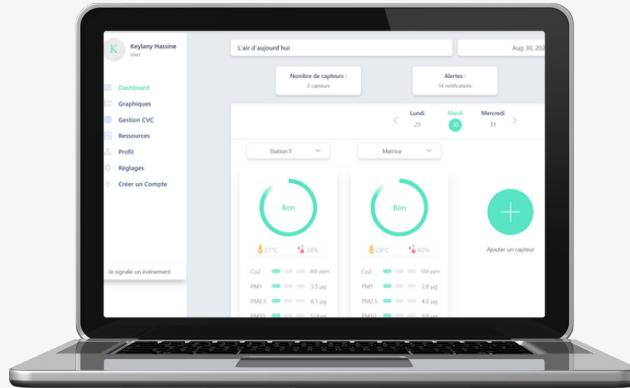
Sensor
from €550 per unit

50% to 70% of our solution cost is subsidised



The French government offers grants to companies and public establishments for the purchase of sensors

Recurring revenue
per month



SaaS + IA
€199 per month

2 types of distribution channels

Direct sales
(B2B)

Factories
Offices
Logistics warehouses
Schools
Public transports
Retail
etc.

Exemples



Distributors
(B2B2B)

Electronic equipments
distributors
IoT distributors

Our clients

The Team

Business



Keylany HASSINE
Founder & CEO



Kheira MBOUYOM
Head of Finance & Strategy

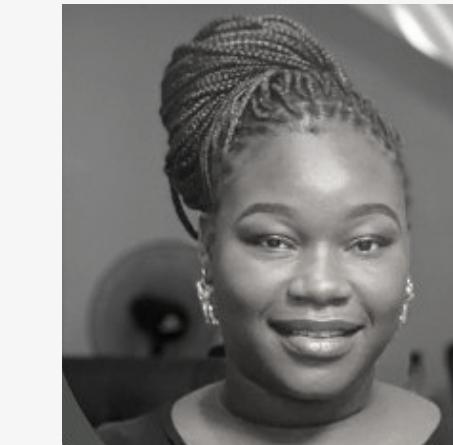


Flavien MARTINS
Business Developper

AI & Data



Walid KHALEF
Data & AI Specialist

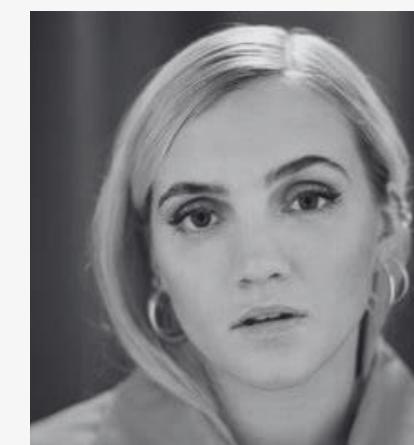


Folashade OYEKELE
Data Analyst



Idris BABALOLA
Data Scientist

Product



Julia LOTTA TINGLOF
Software Specialist



Jonas BARANDART
Industrial Designer



Rémi GUISSE
Hardware Developper

Roadmap

Become the #1 B2B indoor air quality solution in France in 2025



Awards

"Pépite" Prize - Régional and National level (2021)
FRENCH MINISTRY OF RESEARCH X BPI FRANCE

Invisible Beauty Maker (2021)
PUIG X ASHOKA FOUNDATION

Participation in Las Vegas CES (2022)
PARIS REGION COMPETITION

UIA DIAMS (2020 - 2022)
EUROPEAN PROJECT

Top 10 Energy Efficiency Companies in Paris (2023)
F6S

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Our partners



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