

# WATTnow®

Take control of your energy  
an AI smart energy management solution



# Companies and corporations today operate...

in a world where



① energy **prices** are rising, and are reaching unprecedented levels, all across the world



the need to mitigate **carbon emissions** and **footprint** has never been so important ②



while at the same time



③ huge amounts of **energy** are being **wasted**, reaching 30% in certain sectors



④ 50% of maintenance can be cut-down, hundreds of hours, spent **manually** processing data



All-in-one cost effective  
energy management system

Helping companies optimize their energy usage in order to  
**reduce costs** and their **carbon footprint**

# Snapshot

## In numbers



5 years



\$1.8 million



500+

R&D

Raised since 2018

Deployed sites



Deployed in **9 countries**, spanning accross **3 continents**.

## Supported by



TotalEnergies



Carrefour



orange™



SAFRAN  
AEROSPACE·DEFENCE·SECURITY



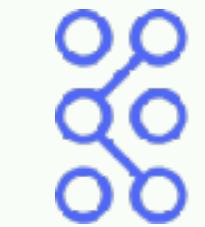
HUTCHINSON®



A portfolio of **40+ multinational market leaders** across different sectors, from **telcos to industrials**



FLAT6LABS



Katapult



# An Energy Management Software enabled by IoT hardware

**Easy Installation**  
Plug and play solution, no setups are required  
An average factory can be **deployed in less than a day** by any technician.

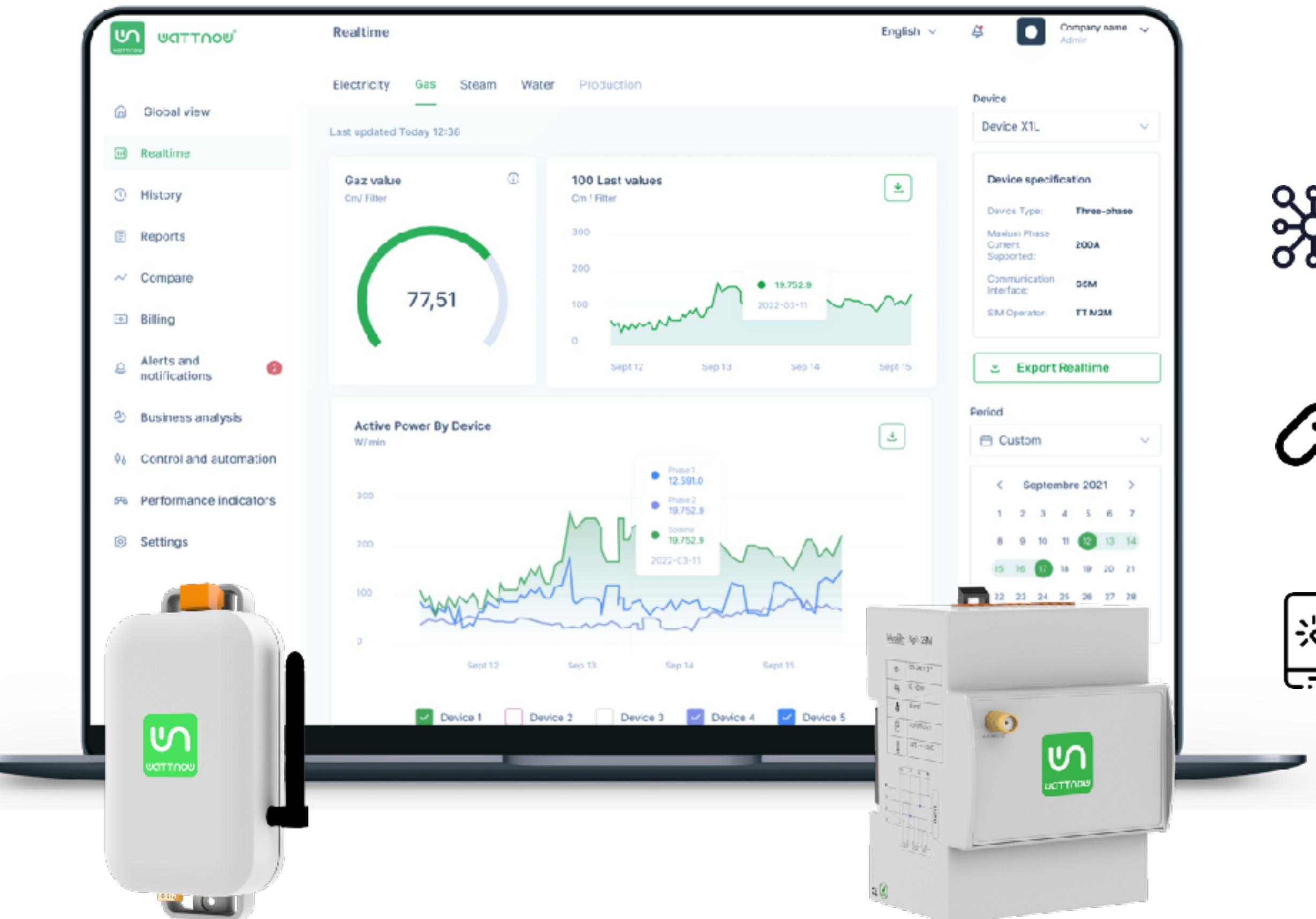


**Real Time**  
Fast, and accurate energy data.



## Local Production

The solution is **locally assembled** by a certified manufacturer to ensure **in-house quality control**.



**Centralized**  
All your sites gathered into one centralized dashboard.



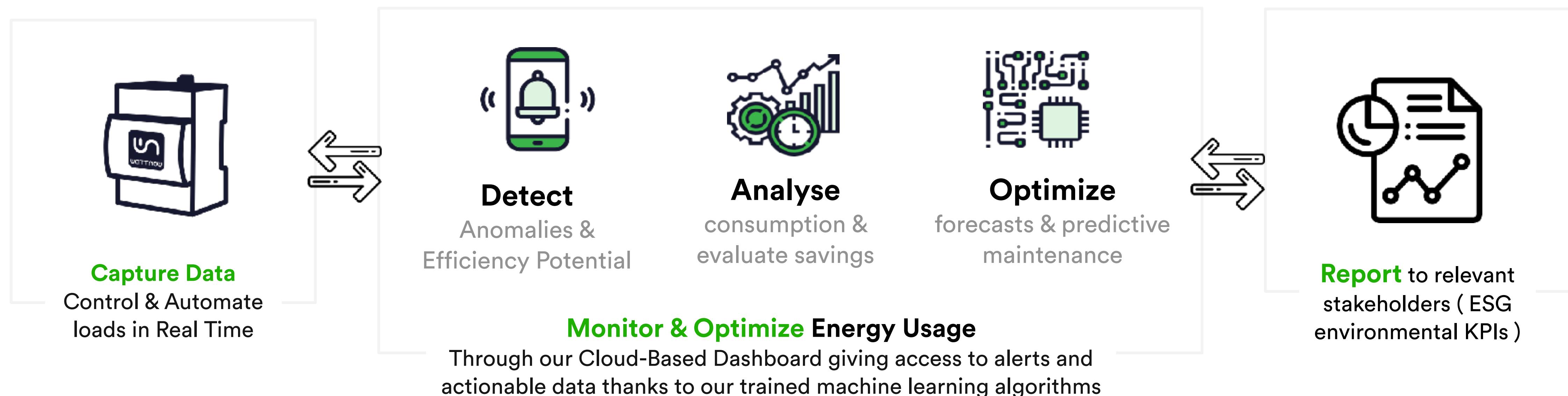
**Multi-Device**  
Can connect with non WATTNOW devices centralizing different energy inputs.



**Friendly UX**  
adapted to different levels of expertise  
customizable to relative customers' KPIs.



# We control the whole value chain



# All powered by our machine learning engine

**Anomaly detection** algorithm, for better and less costly predictive maintenance.



**Energy disaggregation** algorithm, to visualise your equipments consumption.



**Forecasting** algorithm, to predict cost and optimise investments.

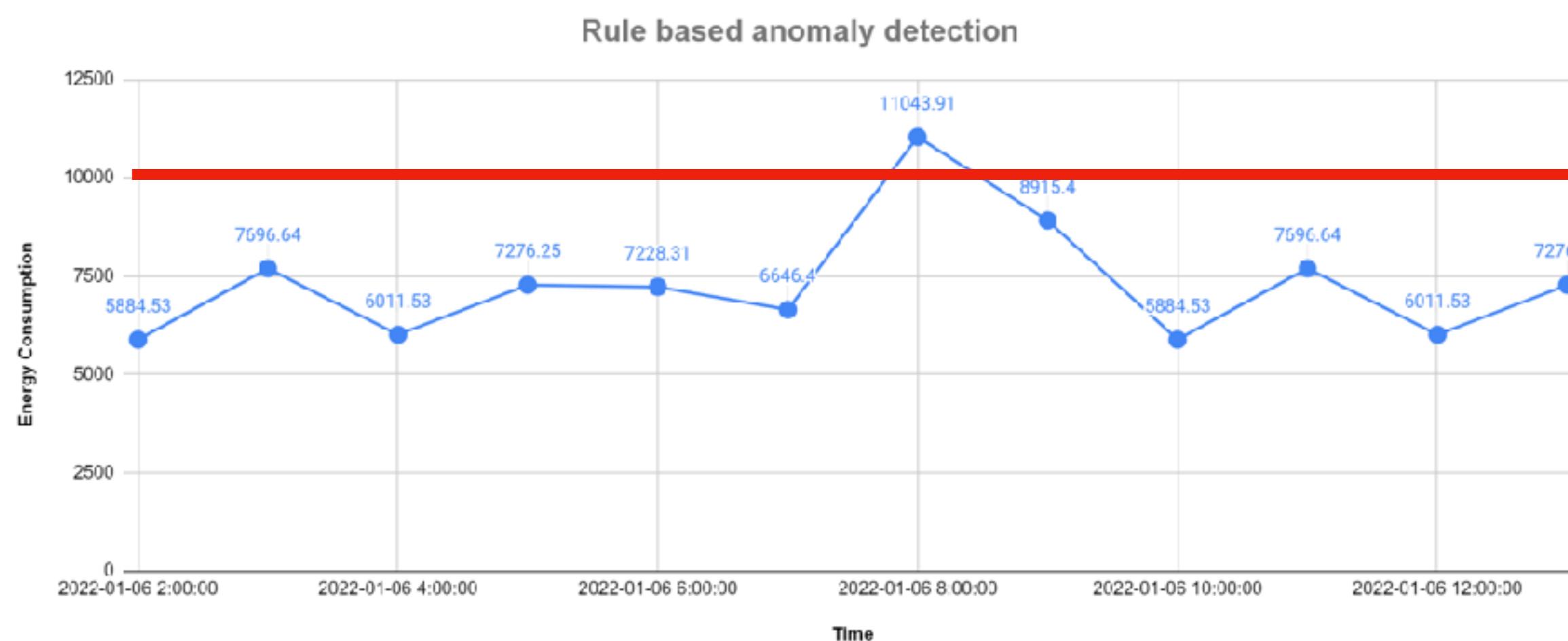


# Traditional approach vs. Wattnow's approach

## Existing approach - rule based anomaly detection

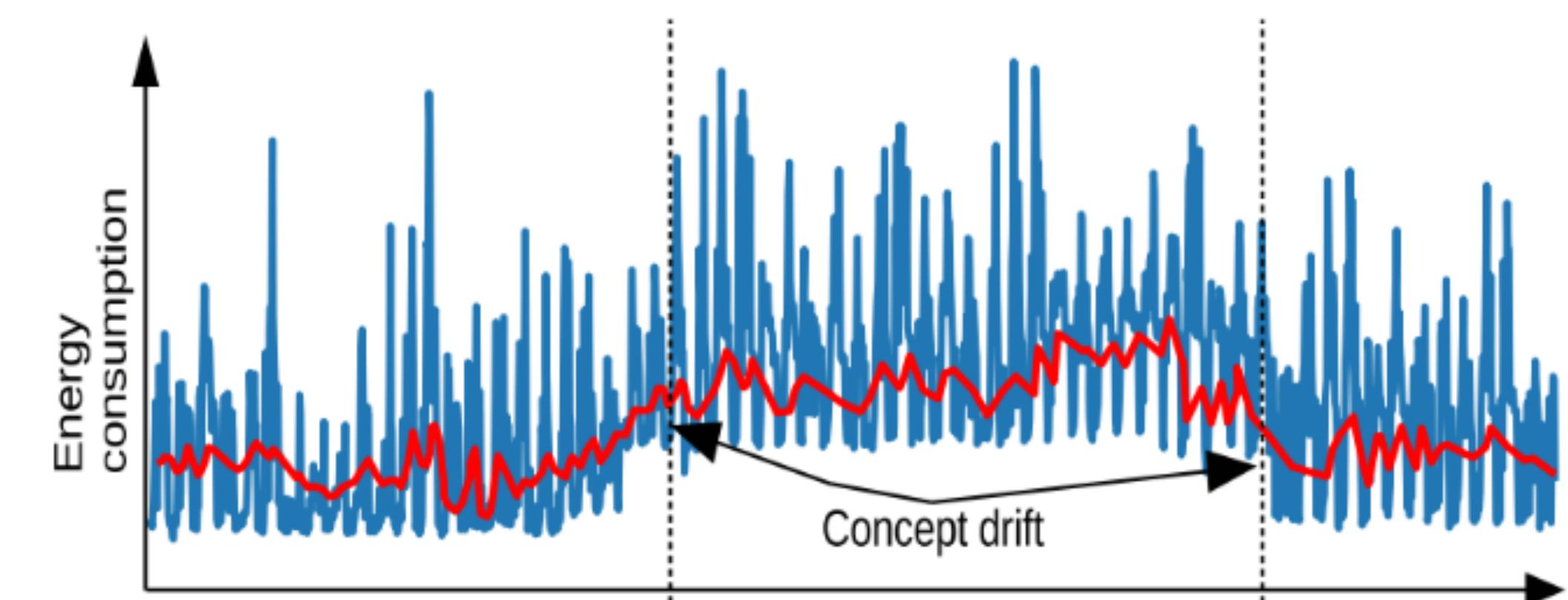
Anomaly detection in Sustainable energy management are mostly based on rule based approach using a threshold defined manually:

If energy consumption > 10000 then send notification



## Wattnow's approach

- Modeling Energy Consumption Using Machine Learning
- Detect novelties (e.g. concept shift) and context (e.g. weather, holidays)
- Take into account the time series
- Avoid false notification



# Business Model



## Hardware sale and subscription

Average  
device cost

**\$250**

Per device  
deployed

**\$120**  
**Per year**  
Recurring revenue

**Oneshot + recurring**



## Hardware as a service

Per device deployed

**\$180**  
**Per year**  
Recurring revenue



## Software as a service

Per point measured

**\$120**  
**Per year**  
Recurring revenue

**services**



## Energy efficiency as a service

Customers can get hours from an **energy engineer** of theirs to replace a full-time energy engineer. This is cost-effective we will be leveraging the low costs of these experts in Tunisia, who are highly qualified.



## Subscription tiers (on features)

We plan to add features to our dashboard, including a global view by default, and **premium features** like extended information on reports, detailed reporting analysis, recommendations, and more. This approach will allow us to offer a range of subscription tiers, depending on the customer's needs and budget.

**Next stage**

*On average, for B2B customers, 50 points are deployed (through Wattnow hardware or tiers)*

**Through solid and established KPIs,  
2023 was about internationalization,  
2024 will be about acceleration.**

**x14**

**Upsell potential**

**9**

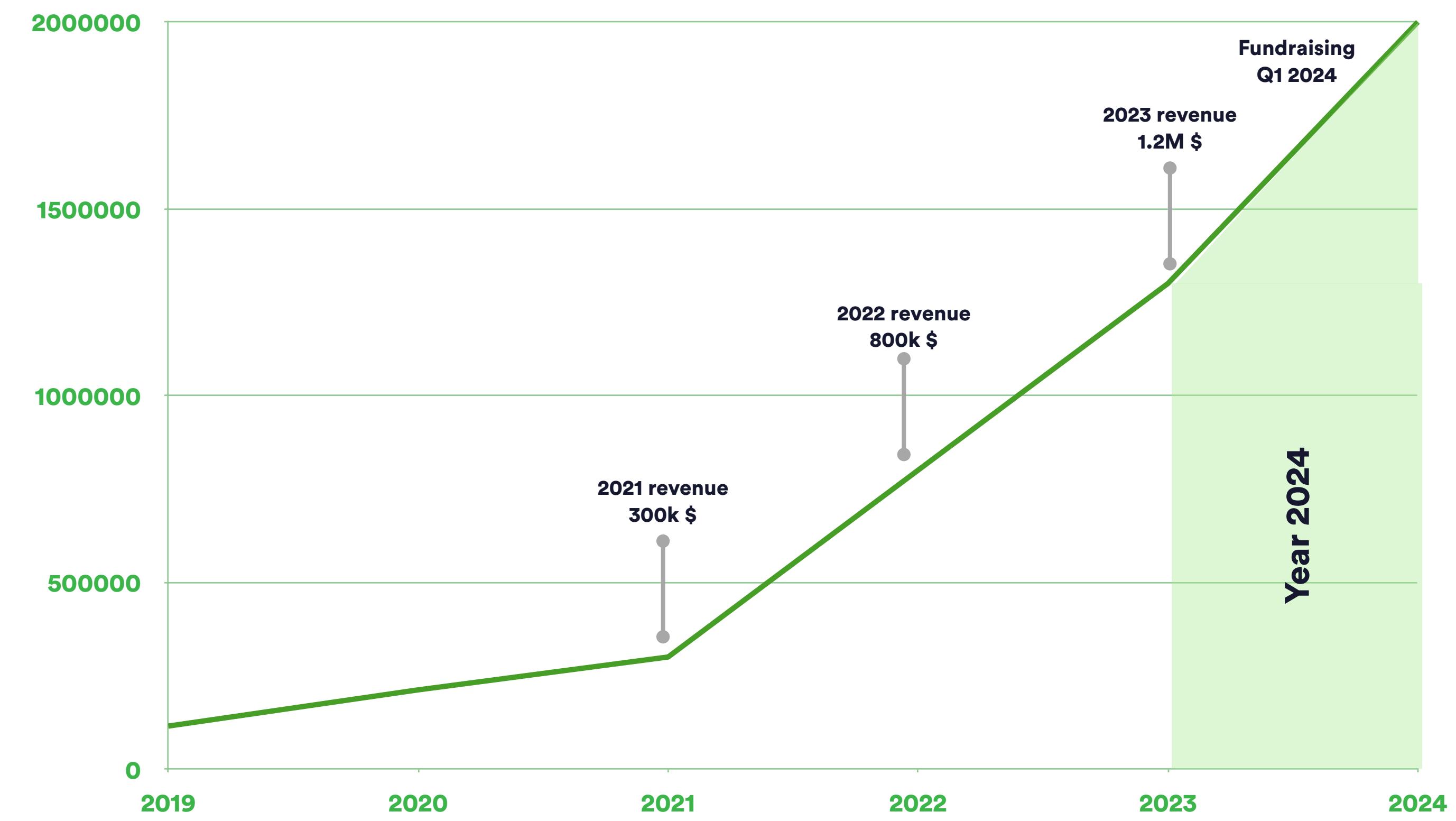
**Countries  
deployed**

**70+**

**Customers**

**11 130**

**tCo2 eq avoided**



# Serving multinationals in several sectors

Retail



Bank & Assurance



Automotive & Aeronautics



Food & Beverages



Transformation Industries



Textile



Beau Jeans

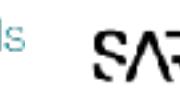
Municipalities



Telcos



Medical & Pharmaceutical



Buildings



Hotels



Other Factories



Oil & Gas



# Driving impact & reducing costs



Safran is an international high-technology group and a leading supplier to the aerospace and defence industries.

📍 The group is present in **336 sites & 31 countries**

- Current Upselling Multiplier: **x14**
- 300+ devices deployed
- Deployed in Tunisia, Morocco, France & USA
- Current discussion: Potential deployment across several entities across the world.



**Safran Tunisia** won in 2021 the **Safran Innovation prize** of the group in the **Low Carbon category**.

**20%**

**Energy savings**

**196 t co2eq**

*Avoided in the first 6 months*



- Automating lighting control
- Improving compressor operations
- Reducing off-hours energy usage
- Avoid peak-hour demand penalties

# Scaling through multinationals

 **SAFRAN**



 TotalEnergies

 DRÄXLMAIER

 sanofi

 HUTCHINSON®



	Pilot	First deployment	Extension	Multiple sites	International deployment (and/or group contract)
 <b>SAFRAN</b>	✓	✓	✓	✓	✓
	✓	✓	✓	✓	✓
 TotalEnergies	✓	✓	✓	✓	✓
 DRÄXLMAIER		✓	✓	✓	
 sanofi		✓	✓		
 HUTCHINSON®		✓	✓		
 PLASTIC OMNIUM	✓	✓			

# Our theory of change

By helping companies to **better manage their energy usage** in their buildings and industries we are **enabling them in reducing their carbon emissions** by incentivising them through **cost reduction**. In doing so, we believe that we are making an impact by playing our part in mitigating climate change and by acting on **UN SDGs 7, 9, 11 and 13**.



Target 7.3



Targets 9.1; 9.4 & 9.5

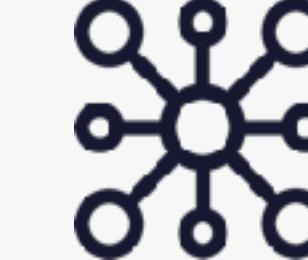


Targets 11.6 & 11.b



Target 13.3

# What makes us better

	Traditional actors (OEMs: Schneider, ABB)	System integrators	Cloud based actors		
User friendly, customer centric					
Adapted to pain points of maintenance teams					
Scalable & cloud based					
Trusted ecosystem					
Hardware deployment					

# In short, that's

- Data sets & models
- Adapted to the pain points of maintenance teams
- Scalability ◊ Enabled by hardware and decentralised architecture

# Core team & advisors



Chief Executive Officer  
**Issam Smaali**



Chief Technical Officer  
**Abdelmajid Chaouch**



Head of Firmware  
**Aymen Tabib**



Chief Business Officer  
**Malek Atallah**



Head of AI research  
**Hatem Haddad**



Customer Success Lead  
**Fatma Chouaib**



Commercial Director  
**Amir Achouri**



Head of Administration & Finance  
**Sophie Talbi**



Board of Advisory  
**Nidhal Ouerfelli**  
CEA



Investor & advisor  
**Noomane Fehri**  
Our digital future



Board of Advisory  
**Amb. Hatem Atallah**  
CEA - ITES



Investor & advisor  
**Ilyes Bdioui**  
African Development Bank

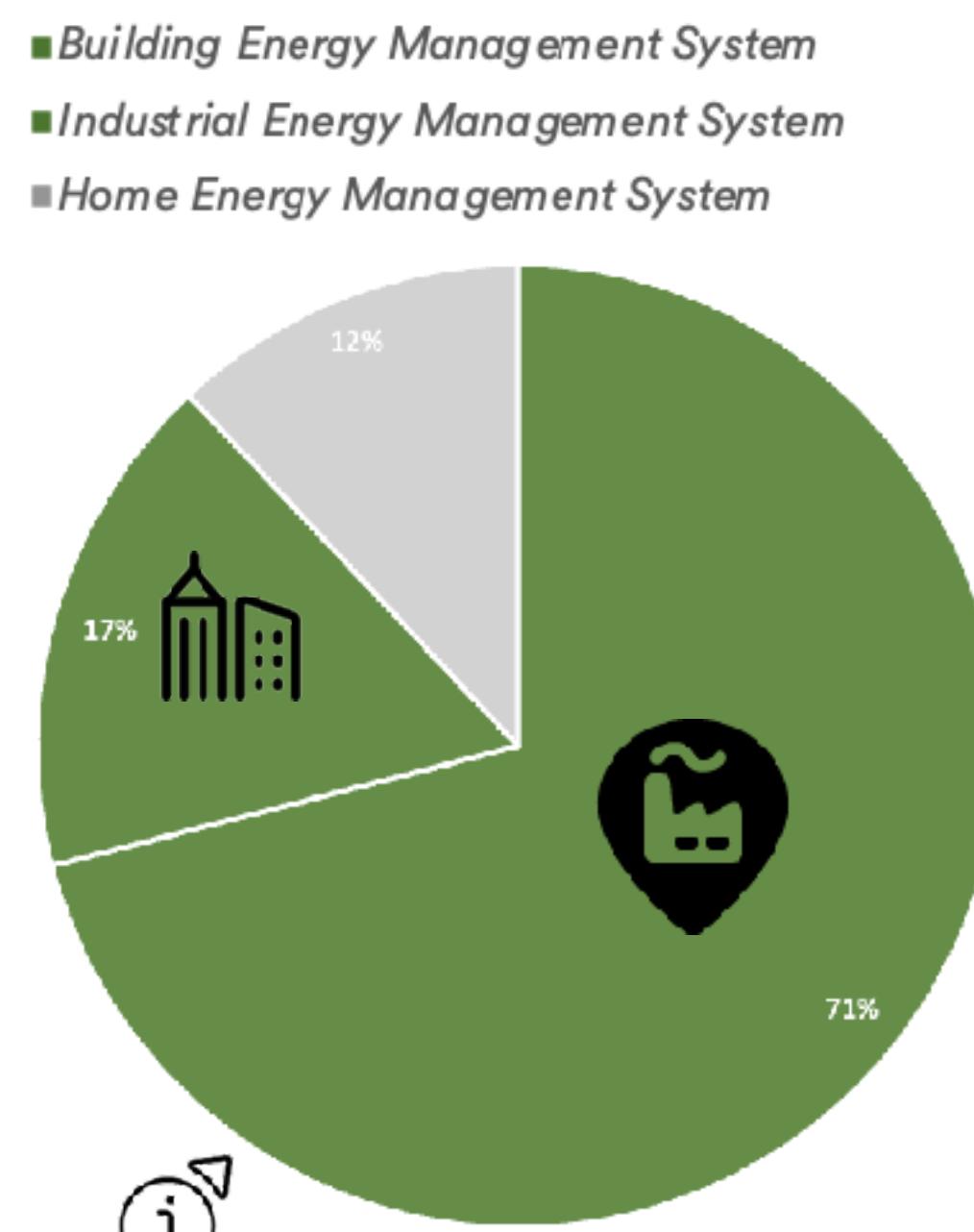


Board of Advisory  
**Ghazi Benothman**  
Private Equity

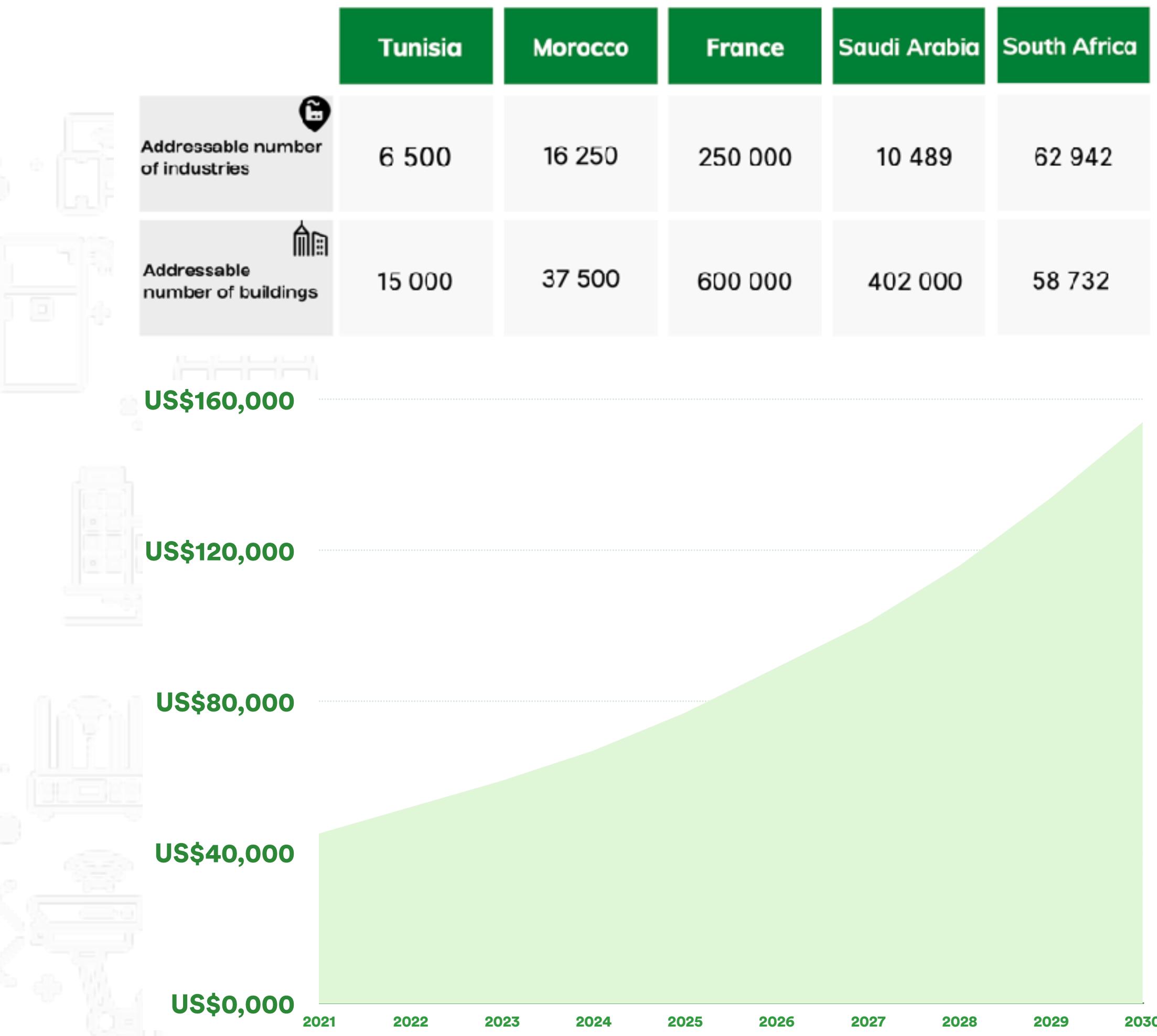


# Global EMS market to reach 153 billion USD in 2030, growing at 15.3% CAGR

Valuation of US\$ 45.11 billion in 2021 and a projected market size of US\$ 153 billion in 2030, with a CAGR of 15.3%.



Targeting the industrial and building energy management segment, **valued at 39.79B USD in 2022**. More specifically within these regions: ME/A & Western Europe

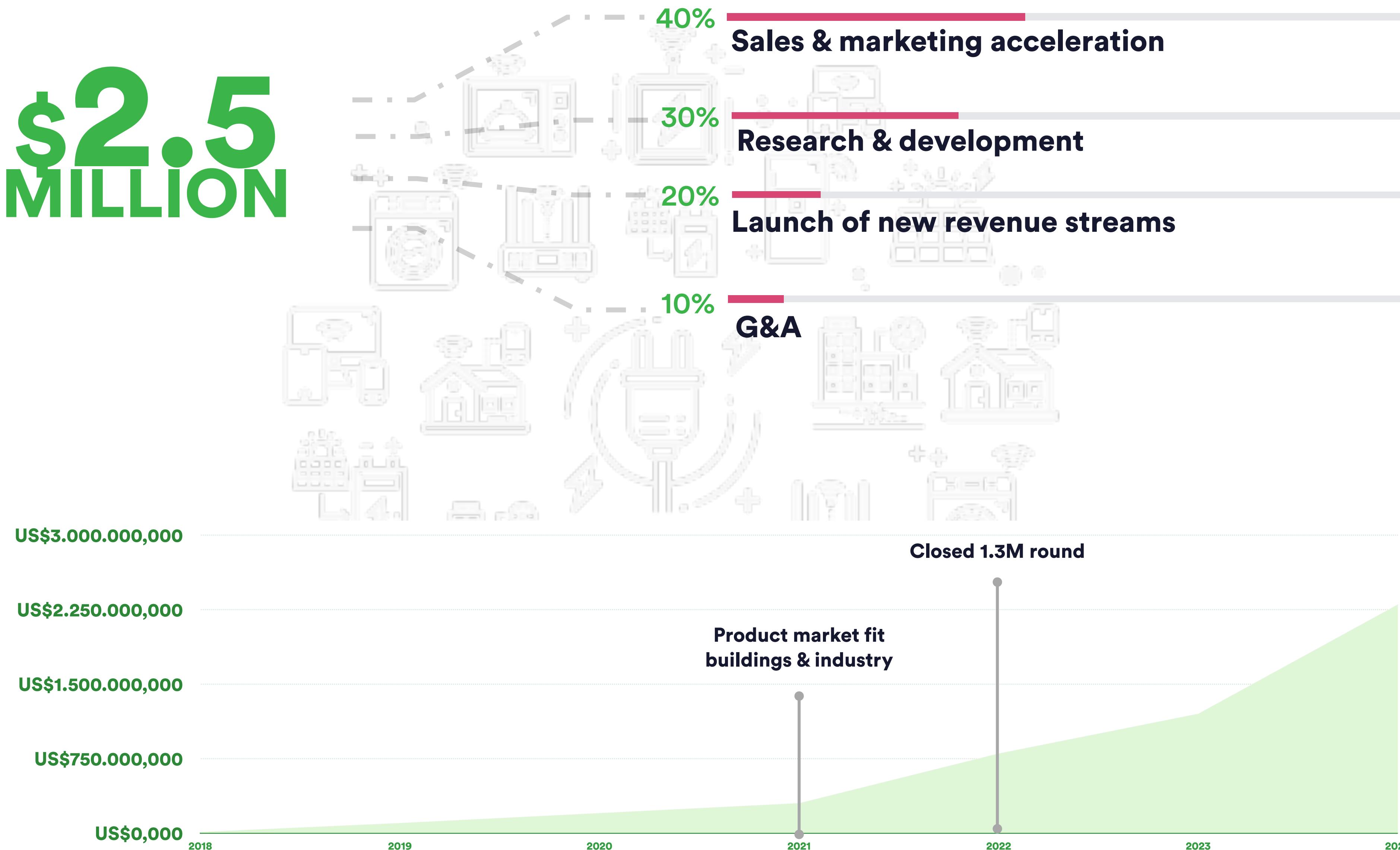


Sources:

<https://www.iea.org> ; <Ceicdata.com> ; <Precendenceresearch.com> ;  
<Lemagdeconomie.com> ; <Emergenresearch.com> ; <Inkwoodresearch.com> ; <gcro.ac.za>

# Going into Series A

\$2.5  
MILLION



# Let's act, now.

Reach us on

[issam@wattnow.io](mailto:issam@wattnow.io)  
[malek@wattnow.io](mailto:malek@wattnow.io)





# Appendix I

# Product & business roadmap

# Introduction & summary

Dear Investor,

As we embark upon our Series A raise, it is imperative that we provide a comprehensive overview of our strategic plans for investment in research and development (R&D) and the exploration of new business channels.

This document provides this overview and gives a clear plan and path we believe Wattnow must take in order to truly reach its vision. Indeed, we are committed to investing in cutting-edge research and development, and we will explore new business channels to diversify our revenue streams and drive growth. We believe that this strategic approach will enable us to achieve our goals and realize our objectives for the future.

We will thus elucidate our vision for growth and expansion, outlining the key initiatives and objectives that we will pursue.



**Sotfware**



**Artificial Intelligence**



**Hardware**



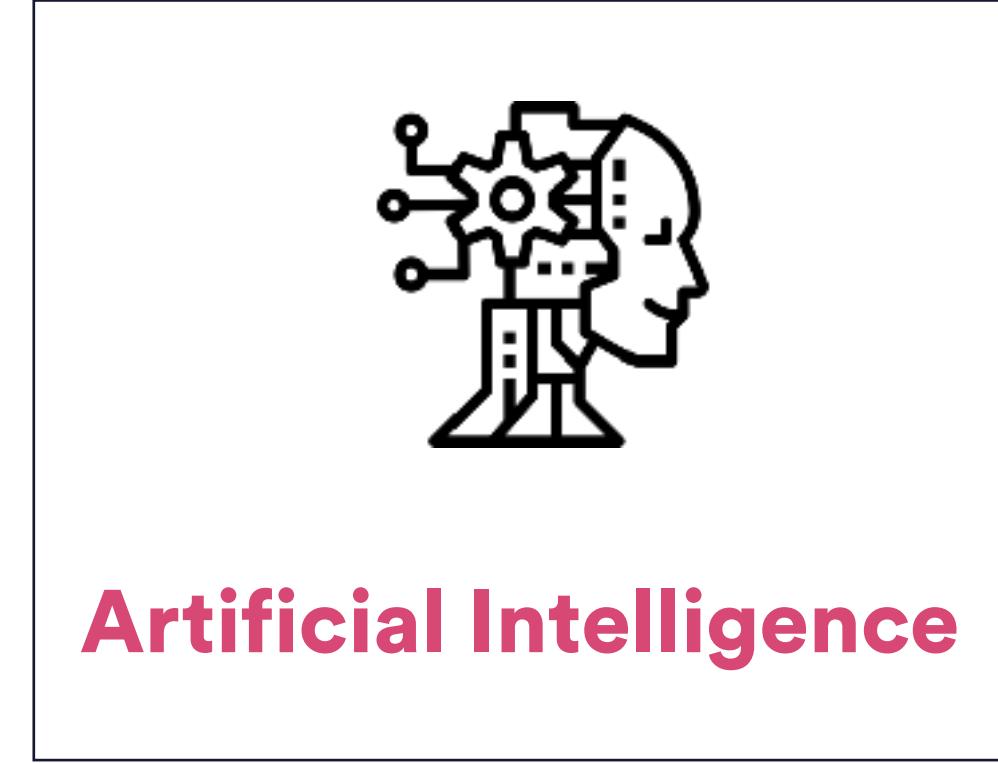
**Business & revenue stream**

# Product roadmap

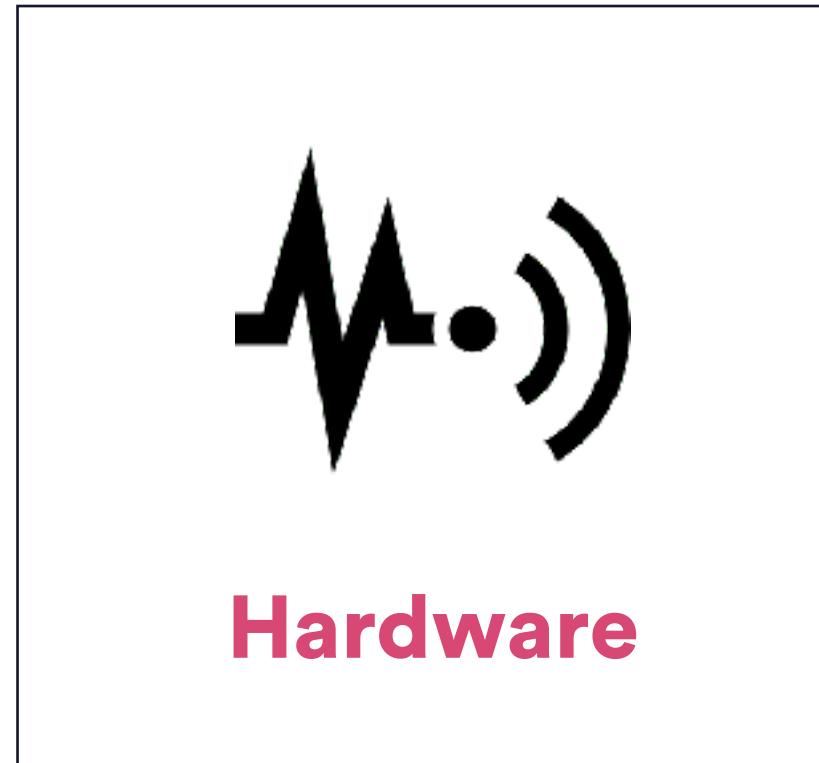
Dive into our product roadmap development plans. This includes development in 3 of our strategic areas: software, AI and hardware. Development include ehancements of existing features, deployment of new ones and launch of new products.



**Software**



**Artificial Intelligence**



**Hardware**

**1**

**2**

**3**

# Product roadmap - Software block

Our user-centric software has been a key factor in our success, as we prioritize the needs of maintenance teams and clients from various industries when designing our interface. Our dashboard was even built based on client feedback to ensure it meets their specific needs. To maintain our competitive edge, we plan to continue this trend by introducing new features that enhance user experience and functionality.



## Scope 1 & 2 carbon accounting

Measurement of direct and indirect greenhouse gas emissions from a company's own operations and electricity consumption.



## Improved solar support

This includes enhanced monitoring and reporting capabilities for solar production, as well as the ability to better integrate solar energy into a client's overall energy management strategy.



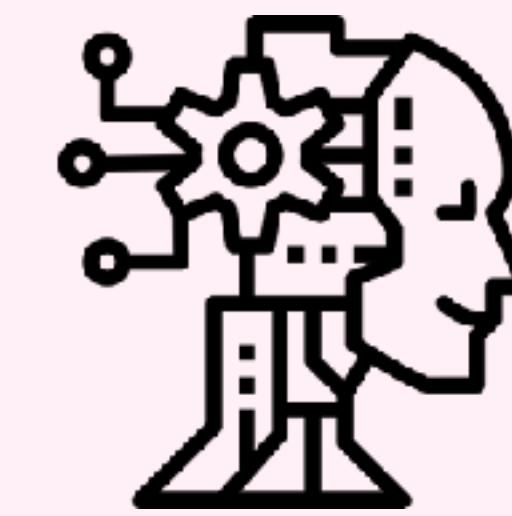
## Scope 3 carbon accounting

Measurement of greenhouse gas emissions from a company's value chain, including suppliers, customers, and other stakeholders.



## Integration of 3rd party hardware

Support full integration of 3rd party hardware, allowing clients to easily incorporate data from other sources into their energy management system.



## AI component (detailed next page)

# Product roadmap - AI block

The primary focus of our post Series A investment will be on further developing and enhancing our AI models and algorithms, which have always been a crucial aspect of our energy management system.

## »» Energy assistant, based on LLM

Offer actionable intel and guidance to maintenance teams on how to increase efficiency.

## »» Robust anomaly detection

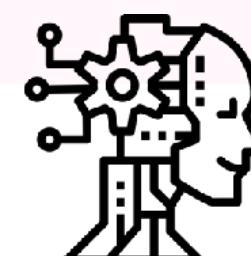
Specifically designed for the industry, by speeding up the data labeling process of over 1 billion data points collected monthly from our system.

## »» Energy disaggregation generalization

Expanding the energy disaggregation model to detect more electrical appliances and improve the model's scope and accuracy.

## »» Predictive maintenance

Using LLM and other generated data from our algorithms to help officers and maintenance teams manage future investment and pilot operations.



## »» Smart alerts

Detection of energy-related events, such as peak usage times and abnormal energy consumption, to inform customers immediately.

## »» Smart recommendation system

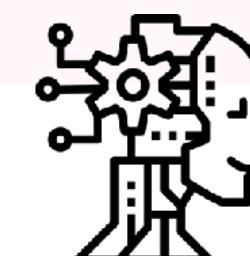
Analysis of customers' energy usage patterns, historical data, and other relevant factors, to provide customers with actionable insights and suggestions to reduce their energy consumption and costs.

## »» Better forecasting model and alerts

Provide more accurate predictions of energy demand and supply and notify customers of potential issues in advance.

## »» HVAC automation

Optimization of HVAC based on factors like occupancy, weather, and other relevant data, to reduce their energy consumption and costs while maintaining a comfortable indoor environment.



# Product roadmap - Hardware block

Hardware has always played a vital role in the growth and success of Wattnow. Our in-house hardware has allowed us to deploy energy management systems quickly and cost-effectively for our clients. Using our hardware has reduced the time and costs involved, enabling our clients to achieve a return on investment period of less than a year, often less than six months. This is a significant advantage compared to traditional EMS systems with meter deployment, which typically have a ROI period of over three years.

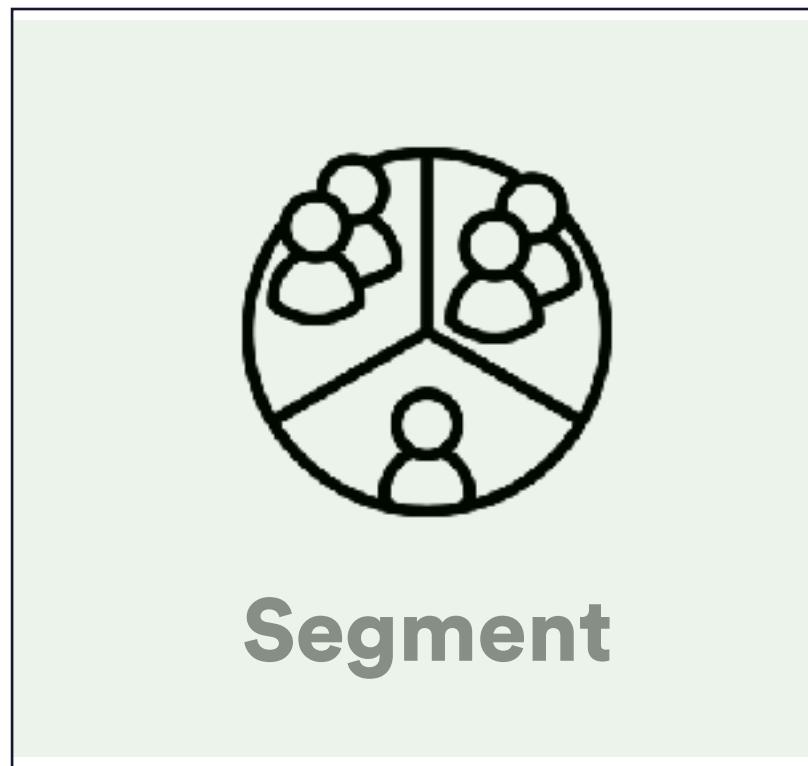
To maintain our competitive edge and continue this trend, a significant portion of the Series A funding will be allocated to further developing our hardware. We plan to introduce new features and components to enhance our hardware edge, such as:



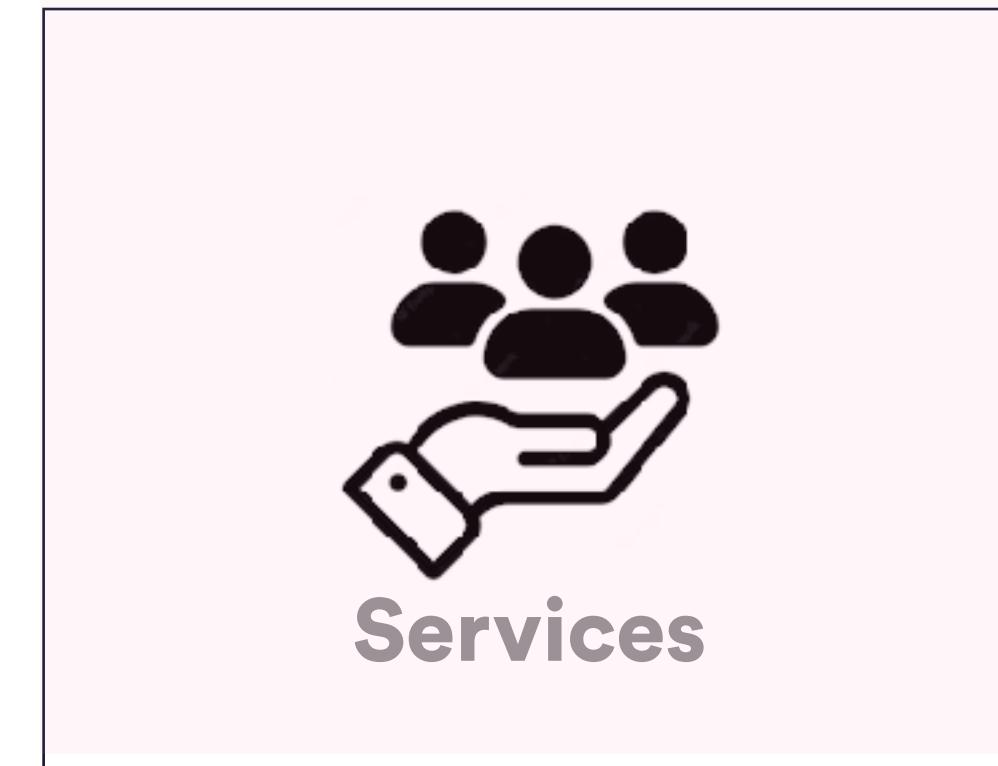
On premise option	Universal data logger for gas and fluid meters, sensors	Environmental sensors	Wireless mesh network support	Advanced HVAC hardware integration
This development will give customers the option to <b>deploy the energy management system on premise</b> , rather than using a cloud-based solution. This will provide added security and control for customers who prefer to keep their data in-house.	The universal data logger will be able to <b>collect data from a wider range of meters and sensors</b> , including those for gas and fluid measurement. This will allow Wattnow to offer more comprehensive energy management solutions to customers.	Environmental sensors will be integrated into the energy management system to <b>measure a range of factors such as temperature, humidity, and air quality</b> . This will enable Wattnow to provide more detailed and accurate insights into a building's energy usage and efficiency.	This development will allow Wattnow's energy management system to <b>support wireless mesh networks</b> . Mesh networks are a type of network topology where each node in the network relays data for the network, making it more resilient and efficient. This will improve the scalability and reliability of the energy management system.	The advanced HVAC hardware integration will allow Wattnow's energy management system to <b>more effectively control and optimize HVAC systems</b> . This will be achieved by integrating with a wider range of HVAC hardware and sensors, and using machine learning algorithms to optimize the system in real-time.

# Business & revenue streams

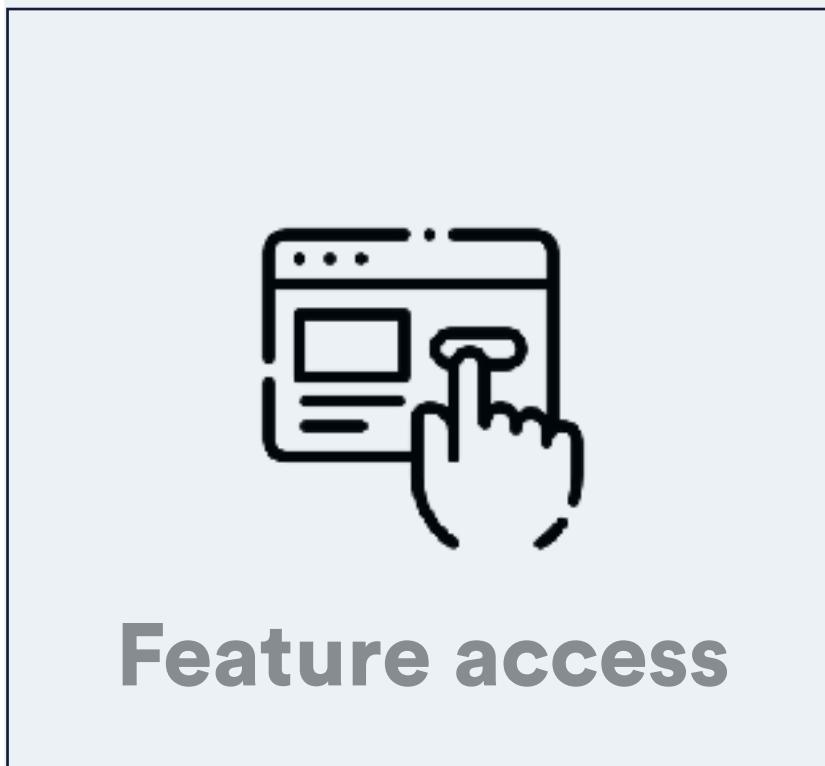
Highlight of our projected business and revenue streams opportunities post series A. This includes a new segment outreach, the deployment of 3 new services, and the setting-up of a feature subscription model.



Segment



Services



Feature access

1

2

3

# Business & new revenue streams

To better capture the fast-growing energy management system (EMS) market, Wattnow plans to finance new revenue streams through its series A raise. These new streams include:



**SMEs  
offer**



**Hardware as a  
service**



**Software as  
a service**



**Energy efficiency  
as a service**



**Subscription tiers  
(on features)**

According to a report by the International Energy Agency, small and medium-sized enterprises (SMEs) account for around two-thirds of energy consumption in industry and services globally. However, a **majority of SMEs do not have any energy system in place, and they may not have the funds to recruit an energy manager.** This presents a significant opportunity for Wattnow to offer its cost-effective and easy-to-deploy EMS solution to this market.

**segment**

**1**

To address the potentially heavy hardware costs associated with EMS installations, we plan to offer an **OPEX (operational expenditure) financing model.** This can help to reduce the upfront costs for customers and make the solution even more accessible.

Many companies are already equipped with hardware metering systems, but lack an easy-to-use dashboard that can provide good information in a reliable and understandable way. By offering only the software, Wattnow can **integrate the meters** and offer an efficient way to capture new markets, especially at the group level, where companies need to have an **overview of all their different sites** across several locations, countries, and geographies.

**services**

**2**

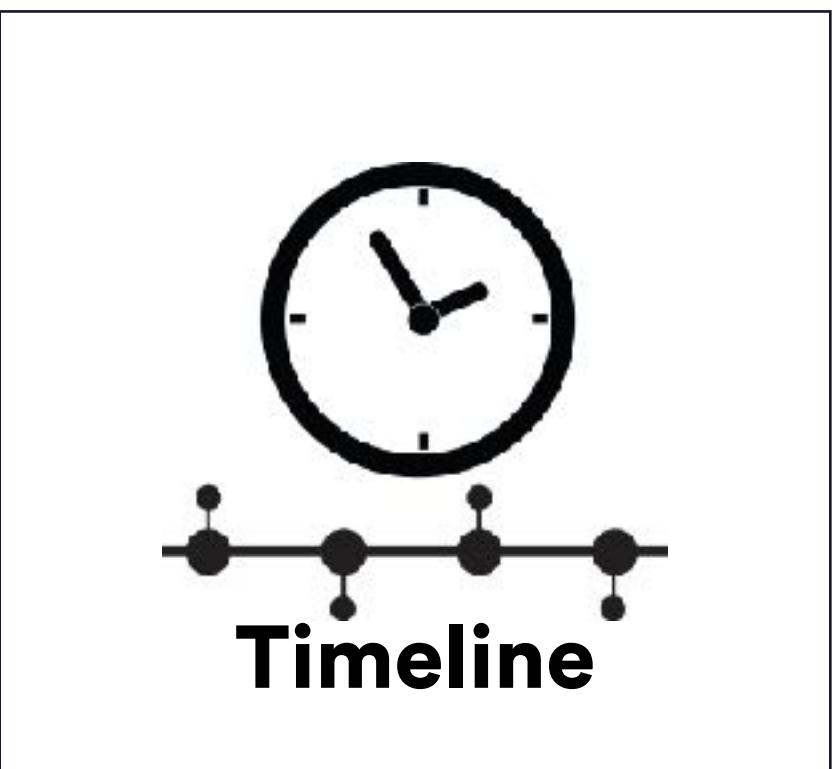
Customers can get **hours** from an **energy engineer** of theirs to replace a full-time energy engineer. This is cost-effective as Wattnow will be leveraging the low costs of these experts in Tunisia, who are highly qualified.

We plan to add features to our dashboard, including a global view by default, and **premium features** like extended information on reports, detailed reporting analysis, recommendations, and more. This approach will allow us to offer a range of subscription tiers, depending on the customer's needs and budget.

**features**

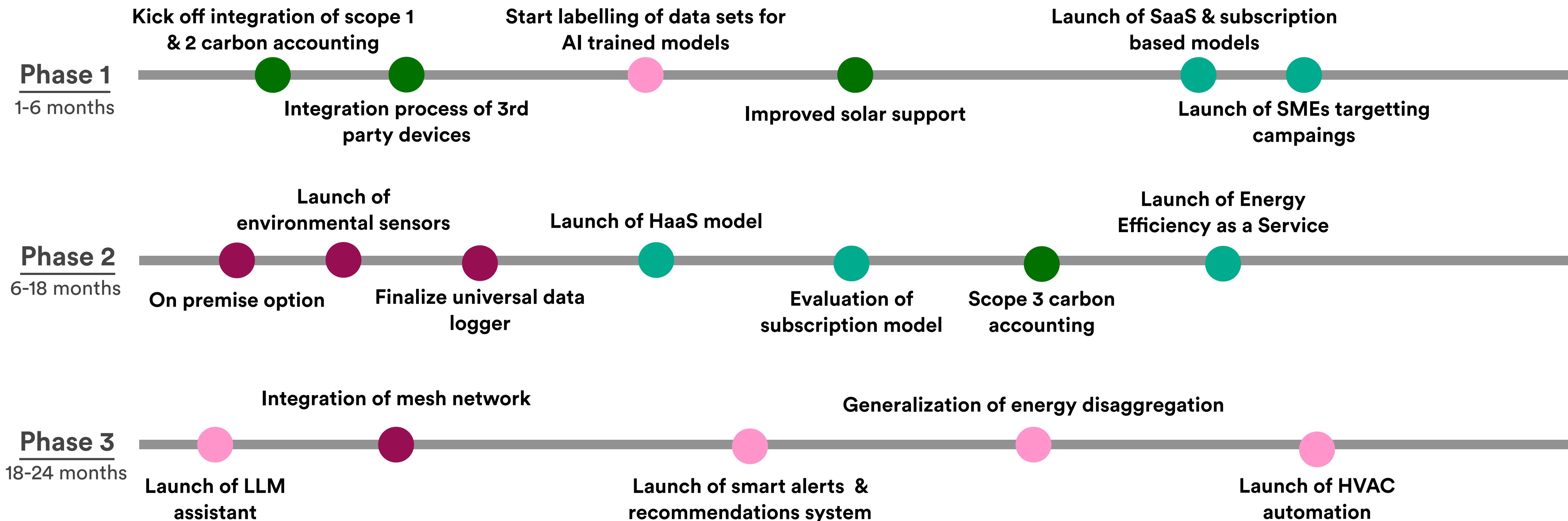
**3**

# Timeline of deployment and budget allocation



# Timeline of deployment

Description of deployments, launches and development post Series A raise. Note that some development (specifically those on phase 1) has already started.





# Appendix II

More on competition

# Competition landscape

By providing a **cost-effective solution** within our markets of operation, through **affordable**, yet highly **efficient hardware**, to **easily enable data collection**, and an **AI powered intutive dashboard**, our Series A \$5M USD raise would enable us to effectivaly accelerate within all our target markets and put us on route to becoming a regional leader in this now fragmented market, where no clear leader is yet to be standing out.



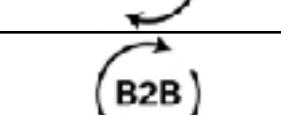
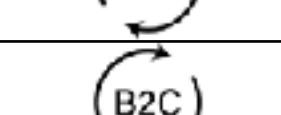
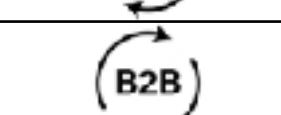
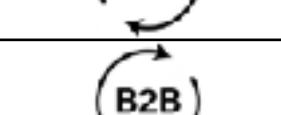
Complete



Robust



Plug & Play

ME/A + France    Hardware & software    \$1.8M USD							Traditional actors (OEMs: Schneider, ABB)	System integrators	Cloud based actors
Name	Market	Geography	Offer	Raised	Series A	Comment			
 energisme		France ; Spain	SaaS	\$25M USD	\$11M USD	Exit	🚫	🚫	✓
 METRON		France	SaaS	\$40M USD	\$8M USD		🚫	✓	🚫
 sense		US	Hardware & software	\$195M USD	\$15M USD		🚫	🚫	✓
 VERDIGRIS		US	Hardware & software	\$37M USD	\$6.7M USD		🚫	✓	✓
 CIRCUITMETER		Canada	Hardware & software	Undisclosed	\$5M USD		✓	🚫	✓
 DEXMA		Spain	SaaS	\$3.1M USD	Undisclosed	Exit	✓	✓	🚫

## Competitors funding landscape

## Indirect competitors



# UN SD GOALS

By helping companies to **better manage their energy usage** in their buildings and industries we are **enabling them in reducing their carbon emissions** by incentivising them through **cost reduction**. In doing so, we believe that we are making an impact by playing our part in mitigating climate change and by acting on **UN SDGs 7, 9, 11 and 13**.

7.3 By 2030, **double the global rate of improvement in energy efficiency**



9 INDUSTRY, INNOVATION AND INFRASTRUCTURE



9.4 By 2030, upgrade infrastructure and **retrofit industries** to make them sustainable, with increased **resource-use efficiency** and greater adoption of clean and environmentally sound **technologies and industrial processes**, with all countries taking action in accordance with their respective capabilities

9.1 Develop quality, reliable, **sustainable and resilient infrastructure**, including regional and transborder infrastructure, to support economic development and human well-being, with a focus on affordable and equitable access for all



11 SUSTAINABLE CITIES AND COMMUNITIES



11.6 : By 2030, **reduce the adverse per capita environmental impact of cities**, including by paying special attention to air quality and municipal and other waste management

11.b By 2020, substantially increase the number of cities and human settlements adopting and implementing integrated policies and plans towards inclusion, **resource efficiency, mitigation and adaptation to climate change**, resilience to disasters, and develop and implement, in line with the Sendai Framework for Disaster Risk Reduction 2015-2030, holistic disaster risk management at all levels

9.5 Enhance scientific research, **upgrade the technological capabilities of industrial sectors** in all countries, in particular developing countries, including, by 2030, encouraging innovation and substantially increasing the number of research and development workers per 1 million people and public and private research and development spending

13.3 : Improve education, **awareness-raising** and human and institutional capacity on **climate change mitigation, adaptation, impact reduction** and early warning



# Bringing powerful insights



## Real-time

Real time visualization  
and fast analytics



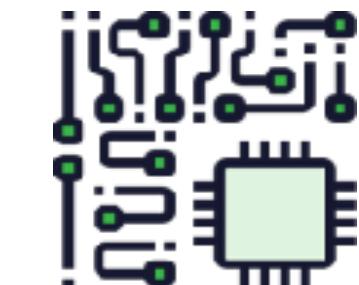
## Alerts

Faults and saving opportunities  
detection



## Action

Automation, control,  
predictive maintenance



## Reports & analytics

Historical and in  
depth analytics



## Savings

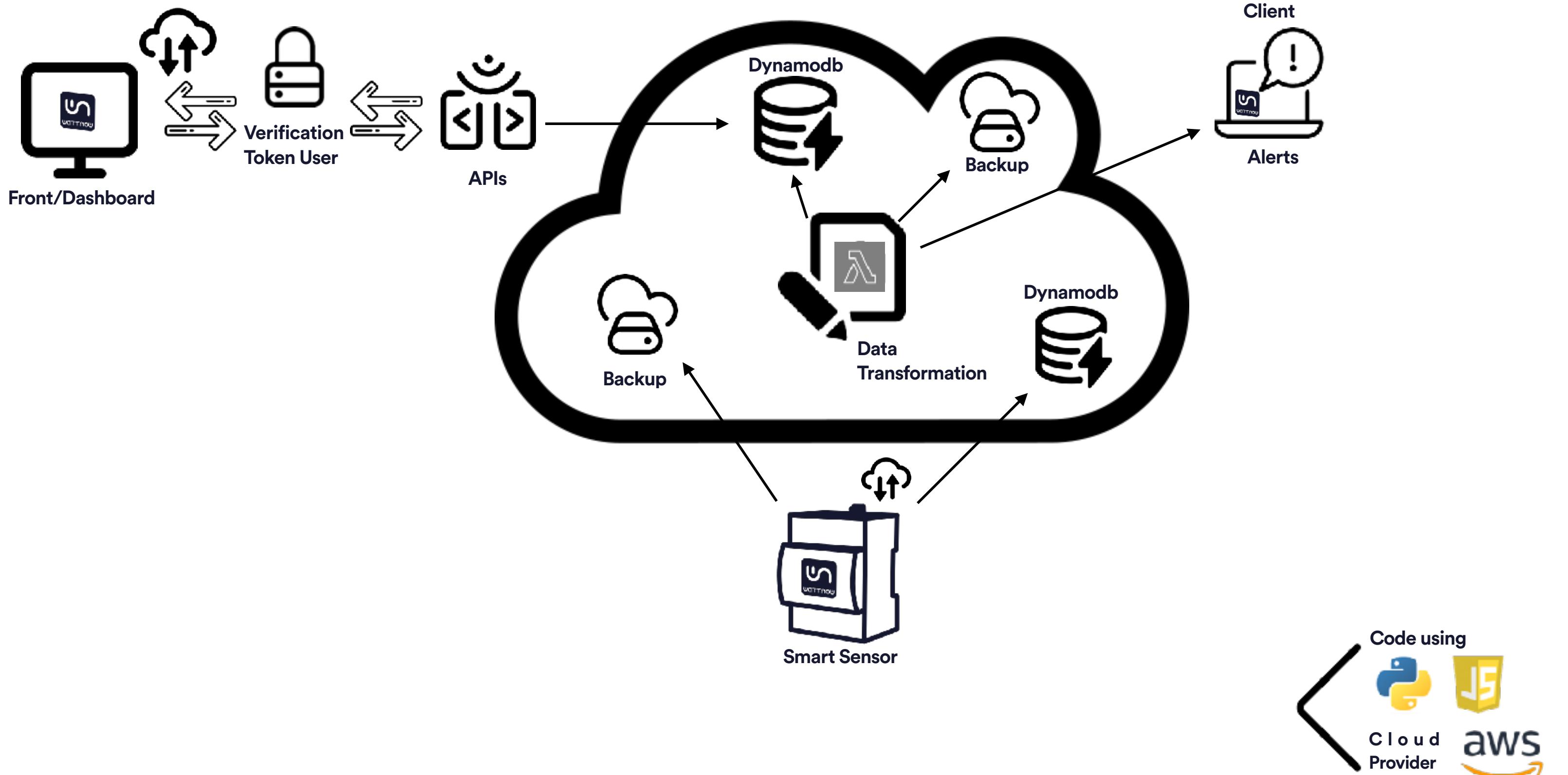
*Reducing costs and  
carbon footprint*

# With substantial barriers to entry

- **Technological Expertise:** High-level technical skills are required, which are not easily acquired.
- **Capital Intensive:** Significant upfront investment is needed for R&D, manufacturing, and infrastructure.
- **Regulatory Compliance:** Navigating complex regulations and standards can be costly and challenging.
- **Established Relationships:** Long-standing relationships with customers and suppliers provide a competitive advantage.
- **Brand Recognition and Trust:** New entrants must build their brand from scratch, requiring time and resources.
- **Intellectual Property:** Proprietary hardware and software.
- **Data sets:** The creation and maintenance of large datasets require substantial resources and data management capabilities.
- **Proprietary Models:** Unique, proprietary models for energy management are difficult for new entrants to replicate.
- **Customer Switching Costs:** High costs associated with switching solutions can deter customers from trying new entrants.

# Technology Stack

Overview of the different technologies used in data collection and processing.



Guide

## AWS IoT core

Service for connecting devices to AWS. Secure connections via mutual authorization and end-to-end encryption.



## API gateway

Service to easily create, publish, manage, monitor and secure APIs at all scales. APIs are the dashboard's gateway to data. Service offering acceptance management for hundreds of thousands of APIs, including traffic, CORS, access authorization, throttling, monitoring or API management.



## DynamoDB

Designed for mission-critical workloads, including ACID transactions (atomicity, consistency, isolation, and durability). Secure via encryption and continuous backup and service level agreement (SLA).



## AWS Lambda

Serverless event calculation service, so you don't have to worry about server allocation or management.



## Backup

Amazon Simple Storage Service (S3)  
Storage service with scaling capability; data availability; security and peak performance.

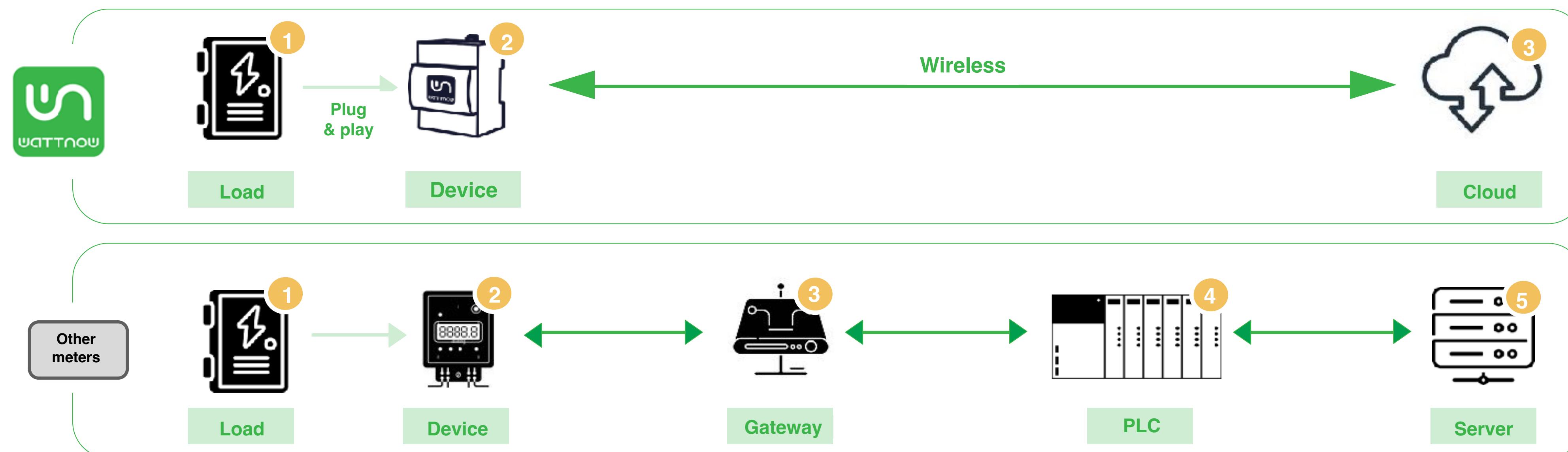


# Why choose our solution...

In addition to **high accuracy measurements**, WATTNOW smart meters feature **plug-and-play technology**, **easy installation** and a **relay output** that allows you to control any desired panel.

Using **cellular communication (GSM)**, Wattnow smart meters **do not require any additional wiring or equipment** to communicate across all devices such as input and output modules, PLCs. With **minimal approvals** from Informations Systems teams.

Wattnow's **cloud-hosted Dashboard** saves you the cost of additional devices and servers. It offers continuous availability and secures your data with unlimited users and assigned roles.





# -60% Mitigating Maintenance Work

Orange Tunisia

Illustration of Wattnow's impact in the telcos sector.

**240**

*Sites covered both  
Indoor & Outdoor*

*Up to*  
**19%**

*Average energy  
savings*

*Up to*  
**52%**

*Energy saving in site  
“Biz\_0049”*

*Up to*  
**-60%**

*Mitigating  
maintenance work*

**1910**

*t Co2eq avoided in 5  
years*

