
Innovation in the atmosphere


MITRA
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- Parcel and Food Delivery
- Medical Supply Transport
- Aerial Photography
- Surveying and Mapping
- Crop Monitoring
- Security and Surveillance
- Air pollution monitoring

Do not take into account wind advantages

Do not use the optimal route in urban areas

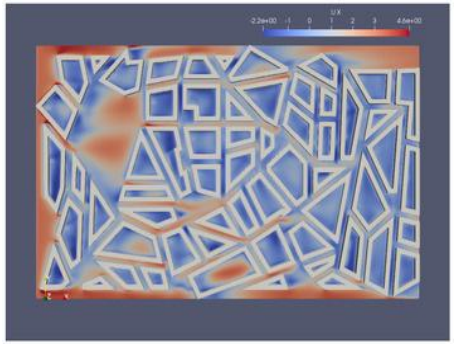
There is currently no app as reliable as Waze for drones

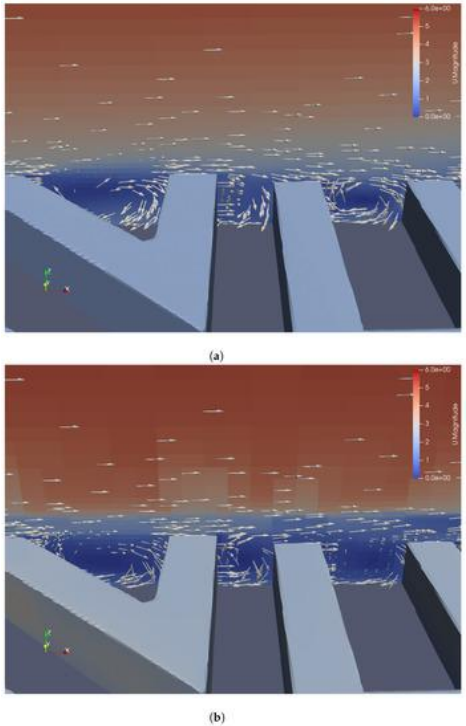
Smart air navigation app for drones

- Calculate wind effective optimal route
- Up-to-date wind data
- Support flying between buildings
- Knowing safety distances in advance
- Adjustments for each drone type
- Save energy and time

Deep Tech

Using Machine Learning to Predict Wind Flow in Urban Areas
(BenMoshe et al. 2023)





Target market

Global Drone Market Size

>$30 Billion

(2025)

Potential Customers

- Delivery Companies
- Municipalities / Medical / Security
- Drone Manufactures
- Photographers, Farmers, Surveyors

Business Model

- Freemium for amateurs
- Commercial licensing (SaaS) for companies
- API for drone systems
- Collaboration with manufacturers/control systems

Competitors

Basic, not suitable for the city, no wind support

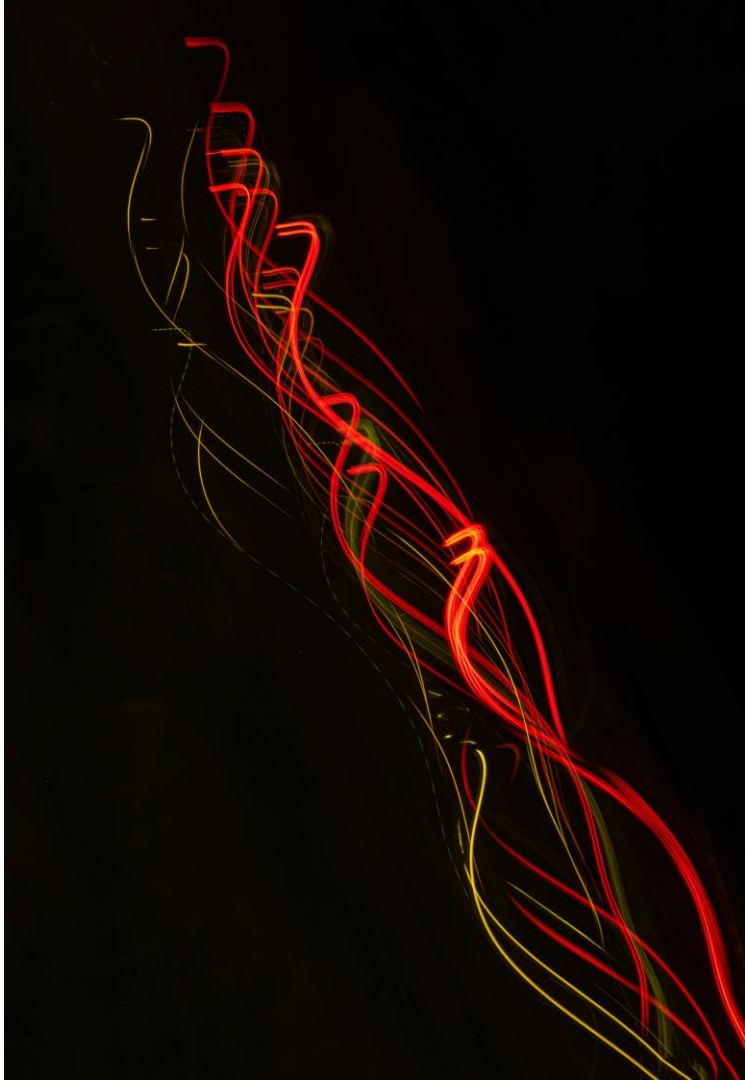
Legal Protections

A patent cannot be registered because of previous publications, but:

- No need to register a patent if you do not disclose the core code or calculation method.
- It is difficult to reproduce a complex algorithm / machine learning / combination of GIS layers in real time
- The more we use and accumulate unique information, we can create an asset that cannot be copied
- The “Waze” effect
- The more users you have, the more market power you gain
- The former have strategic partnerships that create a barrier to entry for competitors

Connection to work plane

- Experimental field
- Models testing
- Models improving



The world use more and more energy

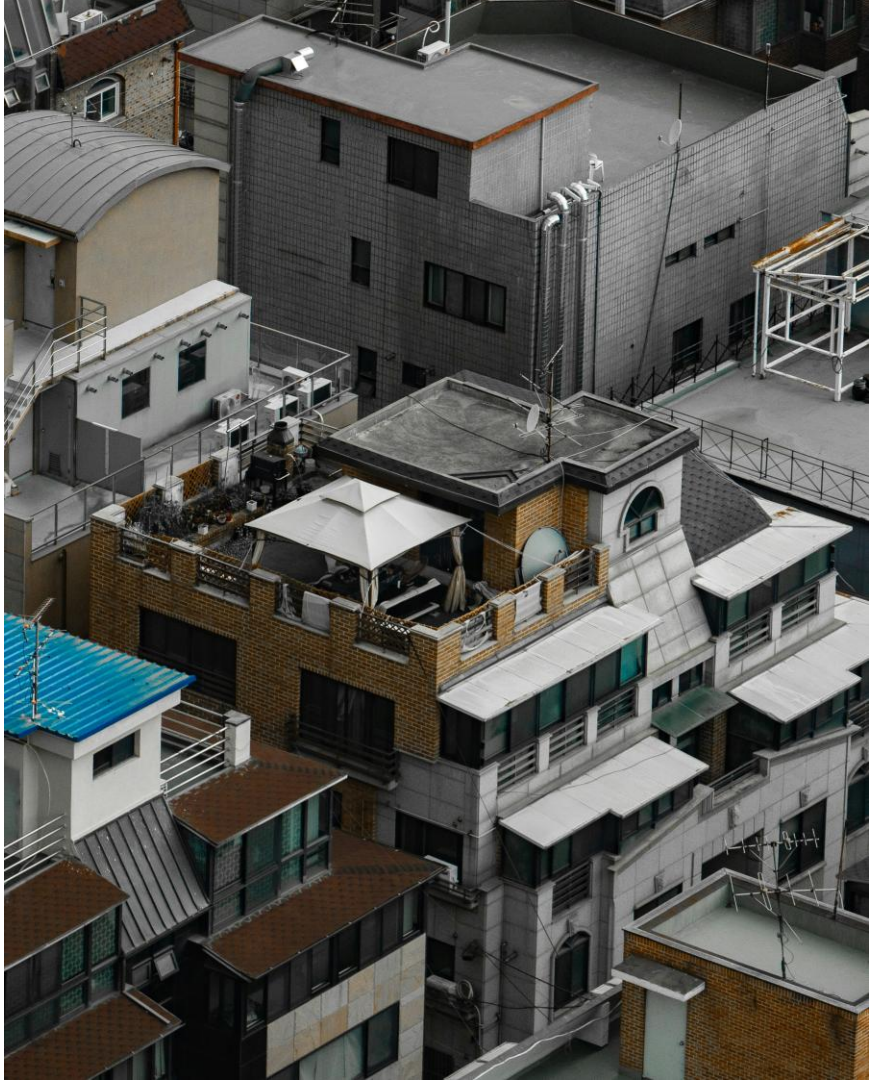
High dependence on
polluting or imported energy

Solar panels

only during the cloudless days
and not during the nights

Lack of an efficient and local solution for renewable electricity production in urban areas

Roofs in urban areas are not utilized for energy production

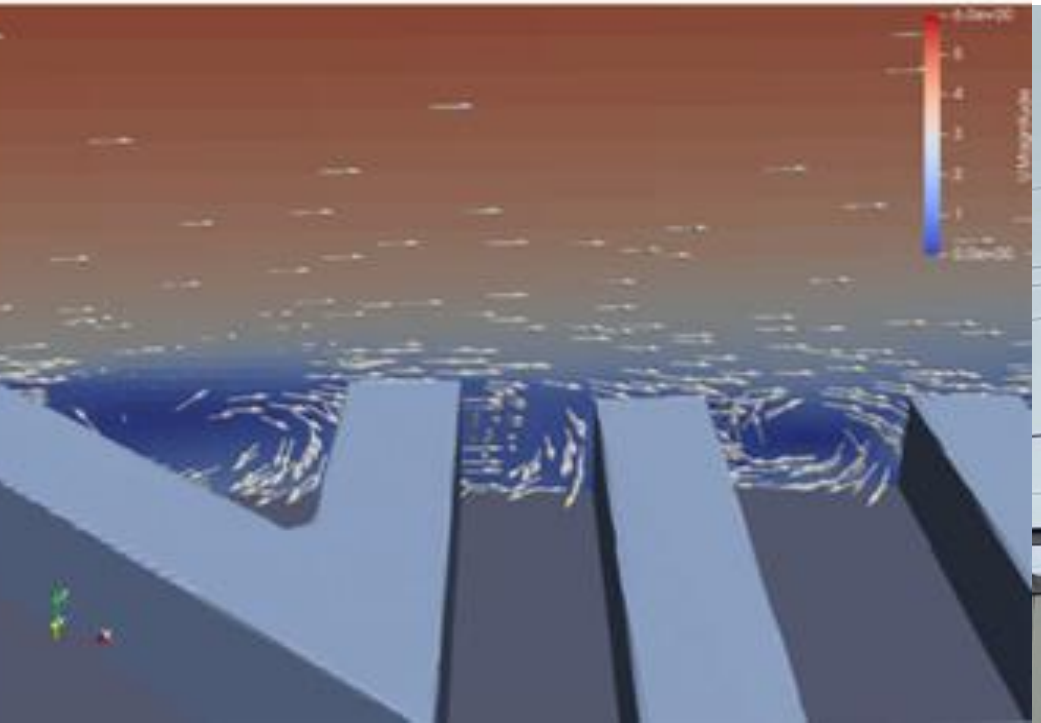


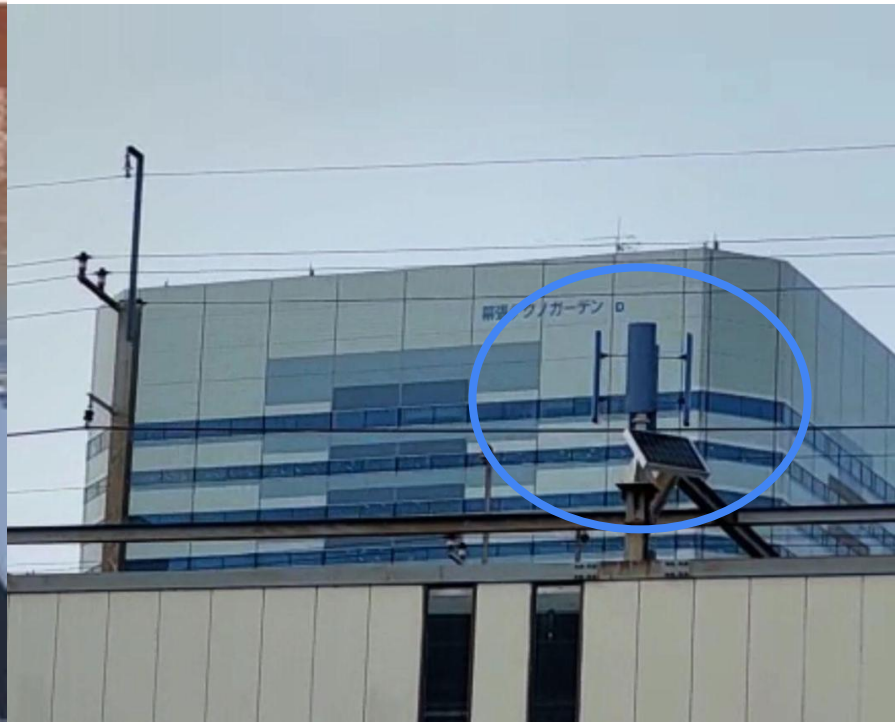
Many cities aim for zero emissions by 2030–2050

There is enormous potential for wind in urban heights

An incorrect location will result in an inefficient turbine

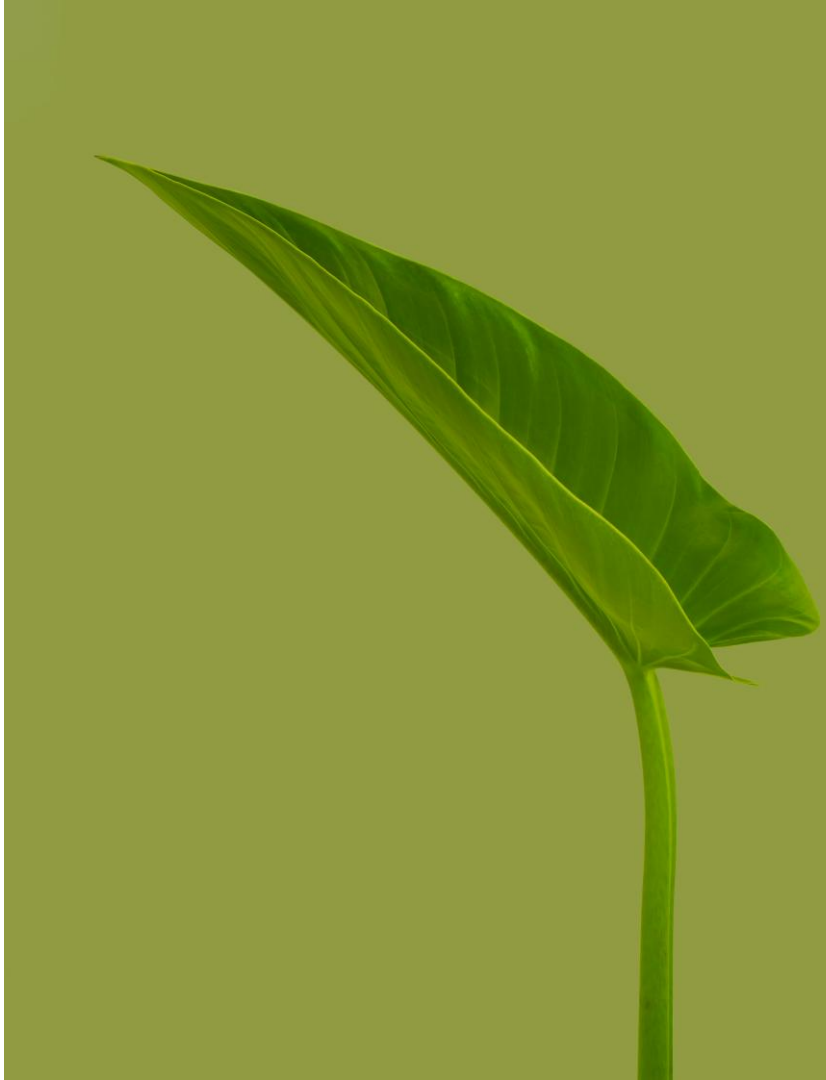
Urban wind turbine





Why now?

- Regulation supports green energy
- Rising electricity prices
- Smart technologies
- Trend of "smart" cities
- Urban public buildings
- Green building projects
- Local authorities
- Private building owners



Target market

Size of the urban renewable energy market:

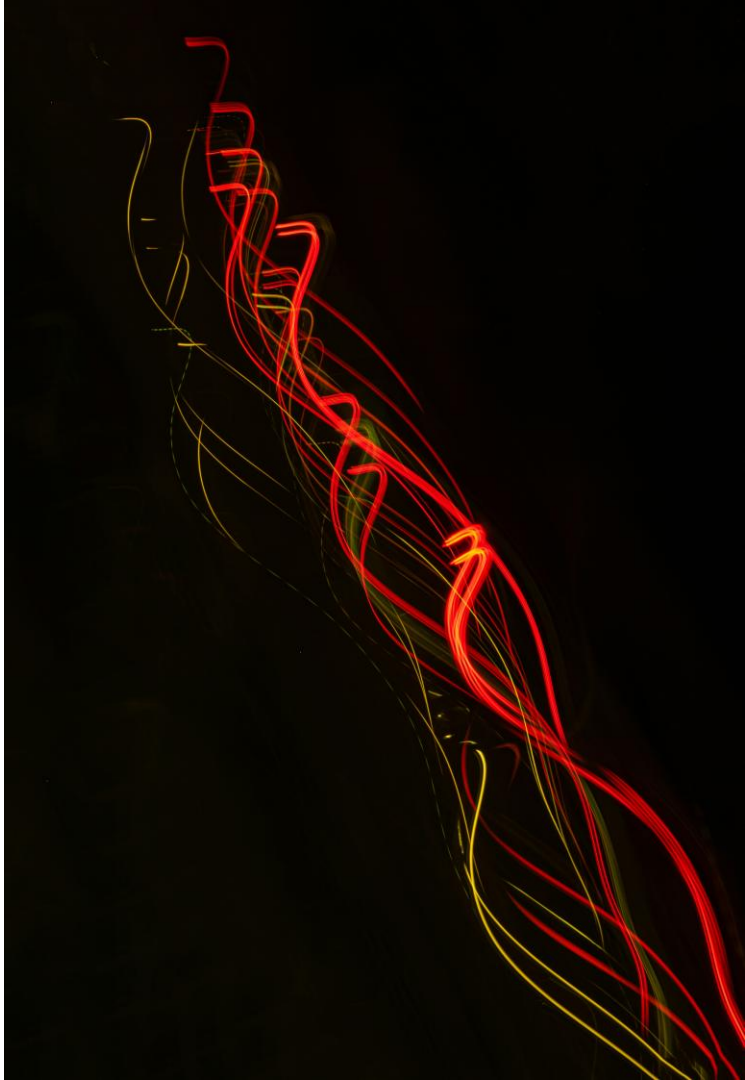
Billions, growing rapidly

Business Model

- Software/website for optimal wind turbine location.
- Collaborations with turbine installers, green organizations / the Ministry of Public Health / municipalities
- Energy production forecast for installed turbines

Connection to work plane

- Experimental field
- Models testing
- Models improving



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- PhD in atmospheric science (Cloud Physics)
- PostDoc, Princeton University
- h-index 11, 1146 citations
- Former Breezometer Chief Scientist (acquired by Google for ~250M USD)
- Expert in atmospheric flow