



Fuel it

More Fuel Data   Less Empty Tanks

# How to simplify the purchases of fuel??

## Synchronize needs

INDIVIDUALS /PROFESSIONALS



- Buy and receive fuel ...
- ...**Quickly & simply** when he has no it any more
- Know his real level for ...
- .... **Anticipate** the breaks and reduce his stress ...
- Becoming **integrated** into the existing **supports / tools**

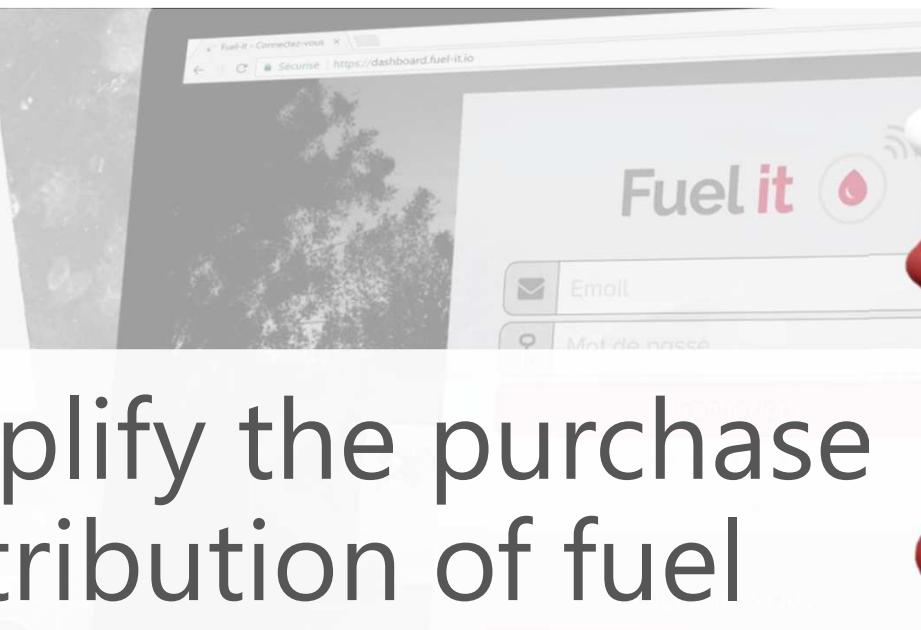
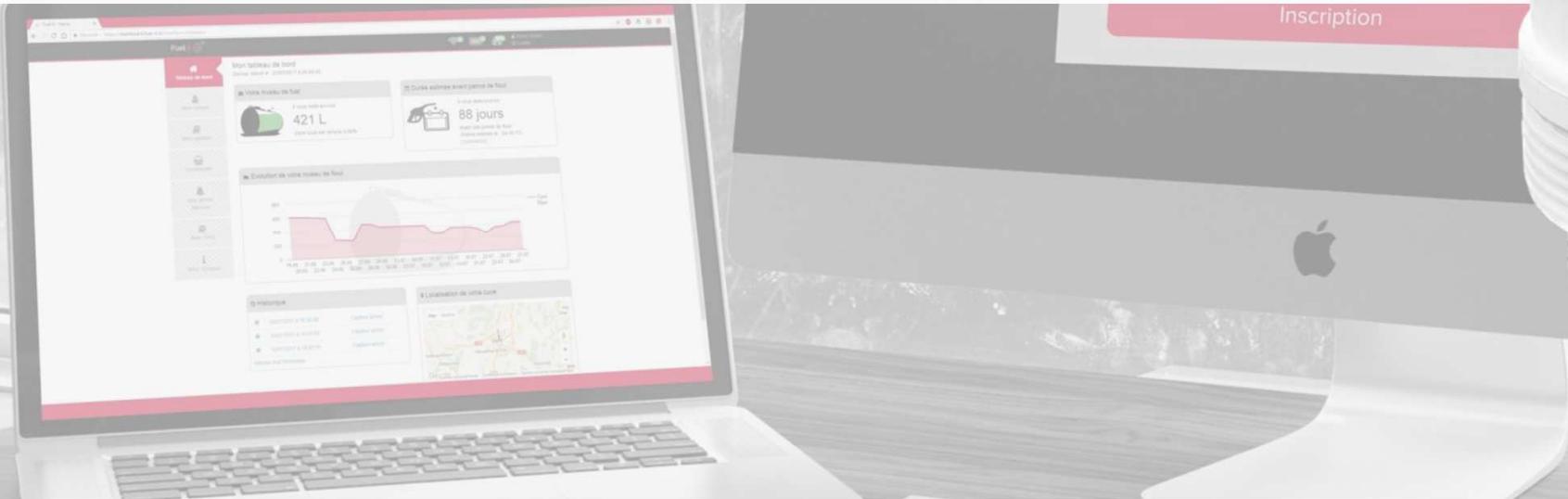
DISTRIBUTORS OF FUEL



- Sell and deliver some fuel ...
- ...By **optimizing** the tours
- **Anticipate** the orders of the customers...
- ...To **avoid the working overload** and the stress of the deliverers ...
- ... By **being compatible** with SI

Synopsis (2/2)

**Fuel it** simplify the purchase  
and the distribution of fuel



# 1. The Fuel it solution for individuals



# A real need

5.6 million

households heat themselves with fuel and order an average of 2000L in France & Belgium<sup>1</sup>

Only 37%

already equipped with a gauge<sup>2</sup>

2/3 of Households

have already broken down in France<sup>2</sup>

Source 1 :The French Federation of Fuels, Fuels & Heating, Source CEREN / ADEME - The key figures of the building 2012

Source 2 : Fuel It Study: Questionnaire in 2016 on a panel of representative households / farmers



Mechanical



Pneumatic



Wired remote



Current measurement solutions are  
artisanal, unreliable ...



## 2. The Fuel it solution for Professionals



+460 000 farms with fuel tanks



Several hundred thousand backup generators (ERP, factories, sensitive sites, etc.)

.... are powered by ...



2 500 fuel distributors who share the market in France (Majors, GMS, independent)



... and have a **real need of informations before**



No anticipation of  
breakdowns -  
emergencies to  
manage



Private tanks  
overflowing



Planning of non-  
optimized and  
predictive driver tours



Field information not  
synchronized with the  
distributor's SI



Physical control



Remote control



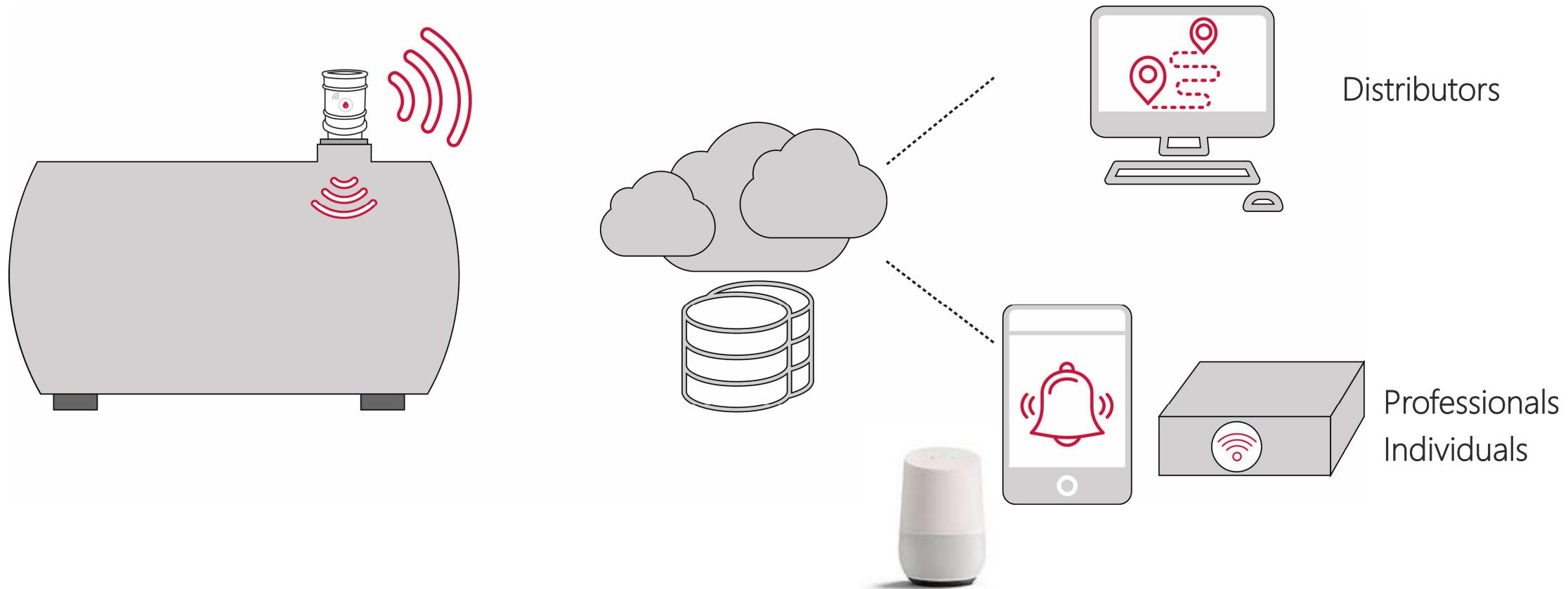
Complex and expensive solutions  
during installation ...



### 3. A value-added product and service



# SERVICE before the PRODUCT



SIGFOX Partner / LORA accredited



# Our added value

## DESIGN :

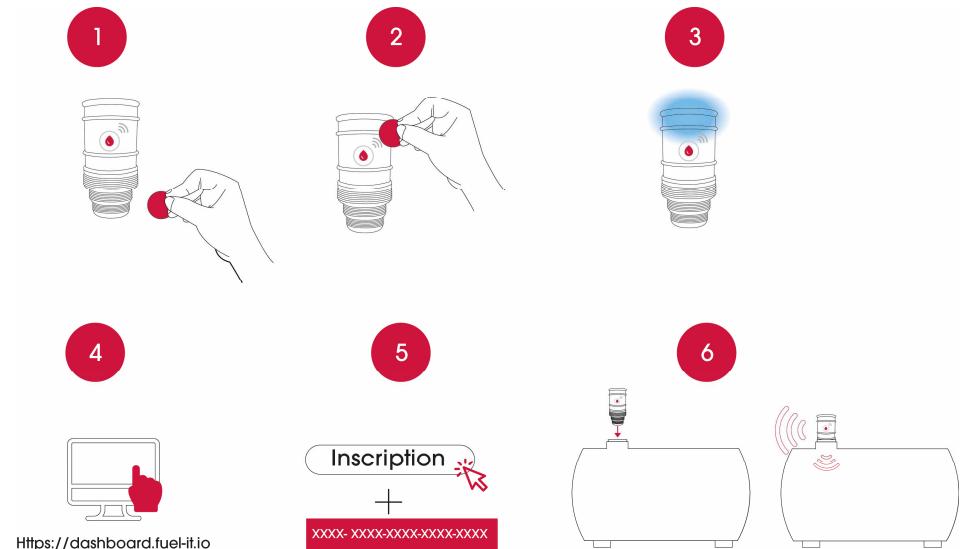
- In-house design (hard / soft)
- French made

## USE in target :

- Plug & Play installation
- IFTTT (vocal assistant, home automation box)

## DATA :

- Control of information flows
- 3 algorithms (volume, predictive, tour order)



## 4. Our business model





Individuals

- Direct (Web, Amazon, etc.)
- Indirect (Distributors, Heating Engineers, etc)



## Earnings

- Sale of sensor
- Premium subscription
- % on purchase order



Distributors of fuel

- Direct



- 5000 sales « EA »
- 1600k€ Sales Figures



Professionals

- Direct (Web, clients visits)
- Indirect (Dealers, maintainers, etc.)



- Sale of sensor
- Monthly subscriptions for SaaS access
- Exploitation Data

- 2 distributors
- 40 000 sensors
- 2900 k€ Sales Figures



# Development: Where are we?

## Commercial



Website and preorders



First pre-serie 20 / packing

## Technical



Integral sensor design (V2.2)



SaaS platform design (BtB, BtC)



Patent pending



Strategic Partnerships



Industrial series /  
quality process



Application Android + IOS



New BtB platform version



Home Automation Box API /  
Voice Assistant / Bot (IFTTT)



New sensor version



## Example: customer cases



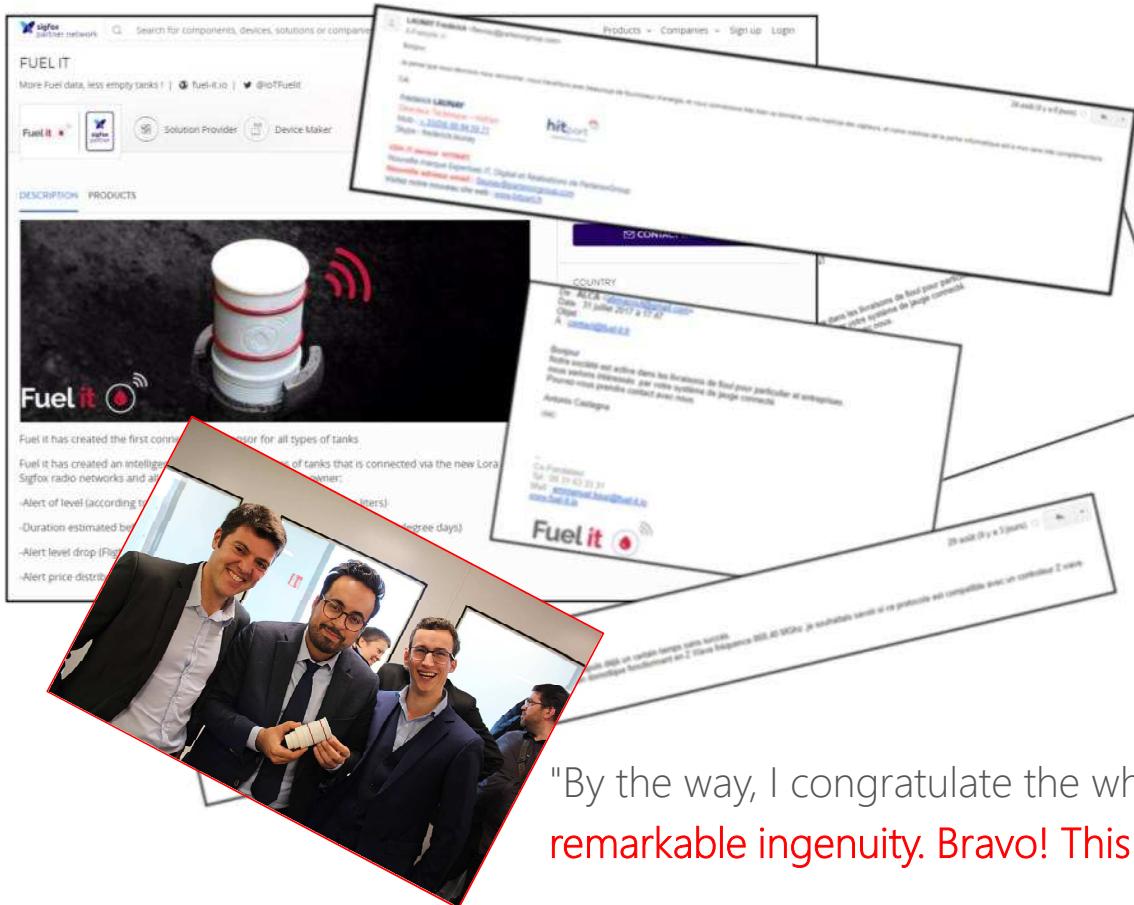
- Sector: agriculture
- Potential 70 000 breeders
- Farmer's tank data management
- Integration process in their wallet products

- Sector: oil distribution
- Meeting Dir Commercial + Dir Technical
- Potential 200 000 tanks
- Subsidiary of TOTAL
- 10 gauge bought for pilot test
- Business model under study



# First very positive feedback

"Our company is active in oil deliveries for individuals and companies.  
We would be interested in your connected gauge system."



"I have read about your product that interests me greatly.  
I have been looking for this kind of product for some  
time without success."

"I think we should meet, we work with a lot of energy  
supplier, and we know very well this area, **your mastery**  
of sensors, and our mastery of the computer part is in  
my opinion very complementary."

"By the way, I congratulate the whole team for this great project. **This product is a**  
**remarkable ingenuity. Bravo! This is exactly the device I needed.**"



Our need: Start production & continue development

## Produce

Sensor production  
Purchase of a mold  
Certifications (ATEX)

1 ETP quality  
Subcontracting

## Develop

Smartphone app  
Second Platform  
Version API

2 developers  
1 After Sales Service

## Sell & Structure

Structuring process (ERP)  
Reinforce on customer partnerships  
Marketing / Commercial

1 Deputy General Director  
1 commercial  
1 Supply Chain /Client service

Need 1M € to advance on these 3 axes

# The Fuel it team

Julien



UTT

Hard / Réseau

Emmanuel



Hec

Admin / trade

EPF / Esc Troyes

Soft / Daily management

François

Polytechnique

Process / Quality

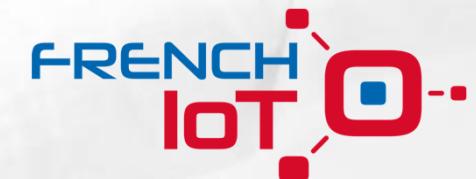
Yann



Mathias



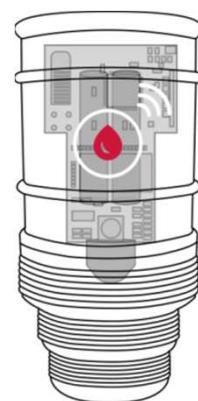
Thanks to our partners



Contact : François du Garreau - francois.dugarreau@fuel-it.io - 06 67 36 12 87



*More Fuel Data Less Empty Tanks*



#DATAISNEWOIL #MADEINBURGONDY #THANKS ☺



X

Sécurisé | https://dashboard.fuel-it.io/interface-utilisateur

Fuel it

Mon tableau de bord

Dernier relevé le : 27/07/2017 à 04:06:45

Mon tableau de bord

Votre niveau de fioul

Il vous reste environ 421 L

Votre cuve est remplie à 68%

88 jours

Il vous reste environ avant une panne de fioul.  
(Panne estimée le : 24-10-17).  
Commandez.

Cuve

Evolution de votre niveau de fioul

Historique

Localisation de votre cuve

Conditions d'utilisation

Signaler une erreur cartographique

Géo

Données cartographiques

Mon tableau de bord

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