



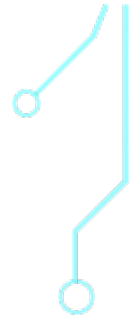
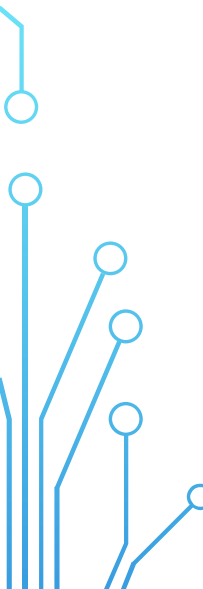

MAJORDOME

**THE SMART HOME ASSISTANT TO REDUCE YOUR ELECTRICITY BILL
AND DRIVE THE ENERGETIC TRANSITION**

NEW HORIZON srls - newhorizonsrls@icloud.com



PROBLEM

- COST of the Electricity bill is an important concern for all customers.
 - NO EASY WAY EXIST to UNDERSTAND my own electric consumption.
 - NO EASY WAY EXISTS to ACT even if you're not at home.
 - HOW CAN I ACT CONCRETLY FOR THE ENERGETIC TRANSITION ?
 - HOW CAN I REDUCE MY ELECTRICITY BILL ?
 - HOW CAN I USE IN THE BETTER WAY THE AVAILABLE ENERGY?
- 
- 
- 

SOLUTION



MAJORDOME : A domestic electronic box that manage all the electric devices in your home to:

SAVE MONEY

When you use
energy

MAKE MONEY

When you
sell energy

USE THE MIND

When you
consume energy

DRIVE ACTIVLY

The energetic
transition

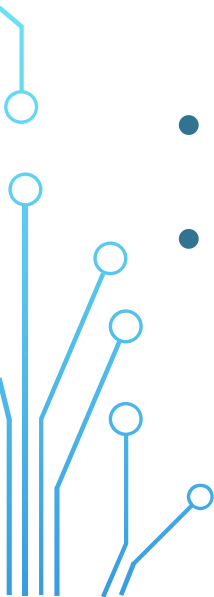

MAKE A GREENER WORLD

When you
consume energy



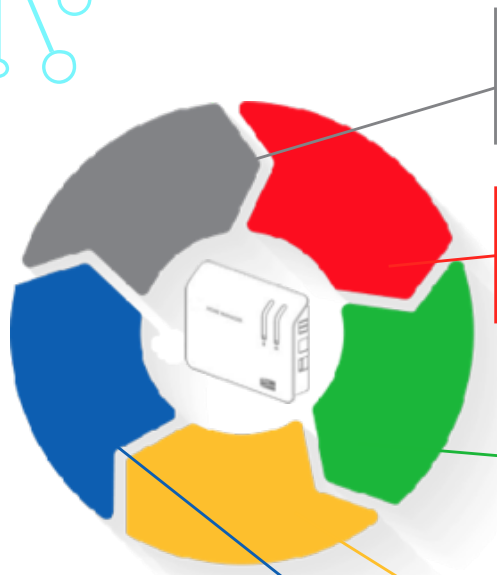
MARKET VALIDATION/WHY NOW?



- **UNIQUE CRITICAL HISTORICAL MOMENT:** There is an global **NEED** to realize the **ENERGETIC TRANSITION** with the **INVOLVMENT OF ALL CITIZENS.**
 - **MAJORDOME:** The **RIGHT TOOL** to drive **ENERGETIC TRANSITION** and **SAVE CUSTOMERS MONEY.**
 - LinkedIn pool indicate that Early Adopter are waiting for this solution !
 - There is an Important Big companies Interest for the next Step
- 
- 

PRODUCT

MAJORDOME : A FULL INTEGRATED DEVICE FOR INTELLIGENT DOMESTIC ELECTRIC MANAGEMENT



Recognize the Domestic Devices

A Disruptive Algorithm "listen" the domestic grid and recognize the devices connected.

Learn Domestic Energy Habits

An Original Deep Learning Algorithm learn the Domestic habits, what and when the devices are used.

Define Consumption forecasts

Communicate with others Majordome and Integrate other forecast (meteo) to define the next day consumption plan.

Real Time Consumption Management

Realize the plan and adapt it in real time depending on the available energy on the grid to ensure balance and target.

Verification, Monitoring and Reporting

Give indications and Advices to Optimize the electric Consumption in an Intuitive smart modern Interface.



MARKET SIZE



2 Billion+

NUMBER OF FAMILIES
(WORLDWIDE)
Total Available Market



300 M+

NUMBER OF FAMILIES
(EU, USA, JPN)
Serviceable Available
Market



3 M

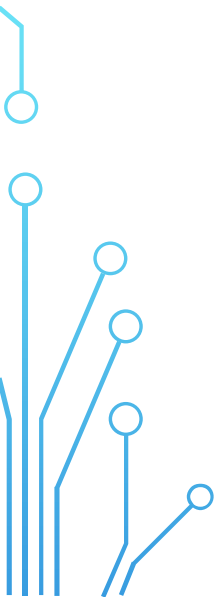

**NUMBER OF
FAMILIES**
1% Market
Share





VISION: TECHNOLOGY and MIND for UMANITY



- Every Citizen will **SAVE MONEY** and become a **DIRECT ACTOR OF THE ENERGETIC TRANSITION.**
 - Imagine a world with **ONLY RENEWABLE ENERGY PRODUCTION !**
 - Imagine to help the **THIRD WORLD DEVELOPMENT** with the intelligent management of the little available energy.
 - The presence of a **FIXED ELECTRONIC BRAIN** in every house will generate a **NEW FRONTIER of SERVICES FOR CUSTOMERS.**
 - **CHANGE THE WORLD AND MAKE IT BETTER, WITH MORE CONSCIENCE, IS POSSIBLE AND IT IS URGENT TO DO IT NOW !**
- 
- 

BUSINESS MODEL

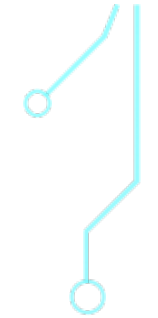
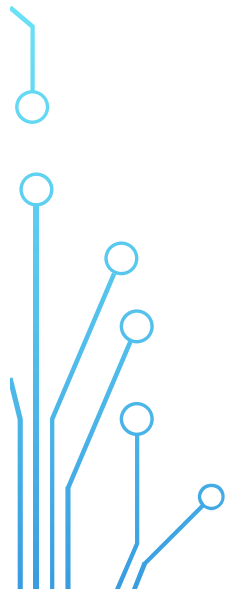
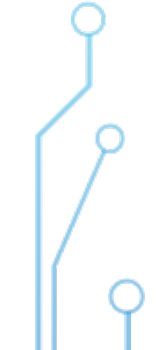
- We sell the device 150€ and customers pay a fee (12€/Year) to access to the global management service.
- It will be possible to sell at a very low price the device in Africa.





UNDERLYING MAGIC

MAJORDOME by NEW HORIZON:

- A **UNIQUE INNOVATIVE VISION** for the **NEXT 30 YEARS**
 - **FULL PROPERTY** of Know-How and patents, Internal Development.
 - **AWESOME** Algorithms that **LISTEN** the grid, **RECOGNIZE** the devices connected, **LEARN** the habits, **DEFINE** the Consumption Plan and **ADAPT** it in real time to **REALIZE** the plan **BALANCING** the grid.
 - A **GREAT TEAM** with a **GREAT SPIRIT** and **GREAT AMBITIONS !**
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COMPETITION

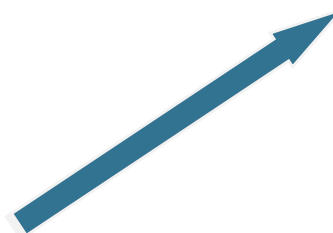
ENERGY MANAGEMENT
TO SAVE MONEY ?

enel

edf

Energie wende
Switch to the Future

TECHNOLOGY TO DRIVE ACTIVELY ENERGETIC TRANSITION ?





COMPETITIVE ADVANTAGE

Model: DIFFERENTIATION and CREATION OF A NEW MARKET

1st TO MARKET

First move
Advantage

USER INCENTIVE

15% reduction
electric bill, positive
feedback loop

SCALABLE TECHNOLOGY

Unique Algorithm
Management.

FULL ExO ORGANISATION

10x Better, Faster,
Cheaper.

PROFILES & AFFILIATION

Personalised services
for every customer

DESIGN & BRAND

Modern &
innovative,
Smartphone
interface



MARKETING PLAN / GO TO MARKET

LEVERAGE authoritative Media to Disseminate that MAJORDOME IS THE solution.

EVENTS

Target Global Events
WORLDWIDE VISIBILITY



TRAD. MEDIA

Evangelism,
KNOWLEDGE diffusion
& LEGITIMATION



SOCIAL MEDIA

Direct contact
FIDELISATION
COMUNITY





FOUNDING TEAM



GB

The hipster : mix between designer and creative genius. Make the product cooler than anything else.

Guillaume B. – Silvia G.



RV

The Hacker : Know how the new idea can be brought into reality.

Roberto V. – Michelangelo A.



NL

The Hustler : Finds the right way to package the product up and take it to the mass in the form of sales and partnership.

Nicoletta L.



SG



M.



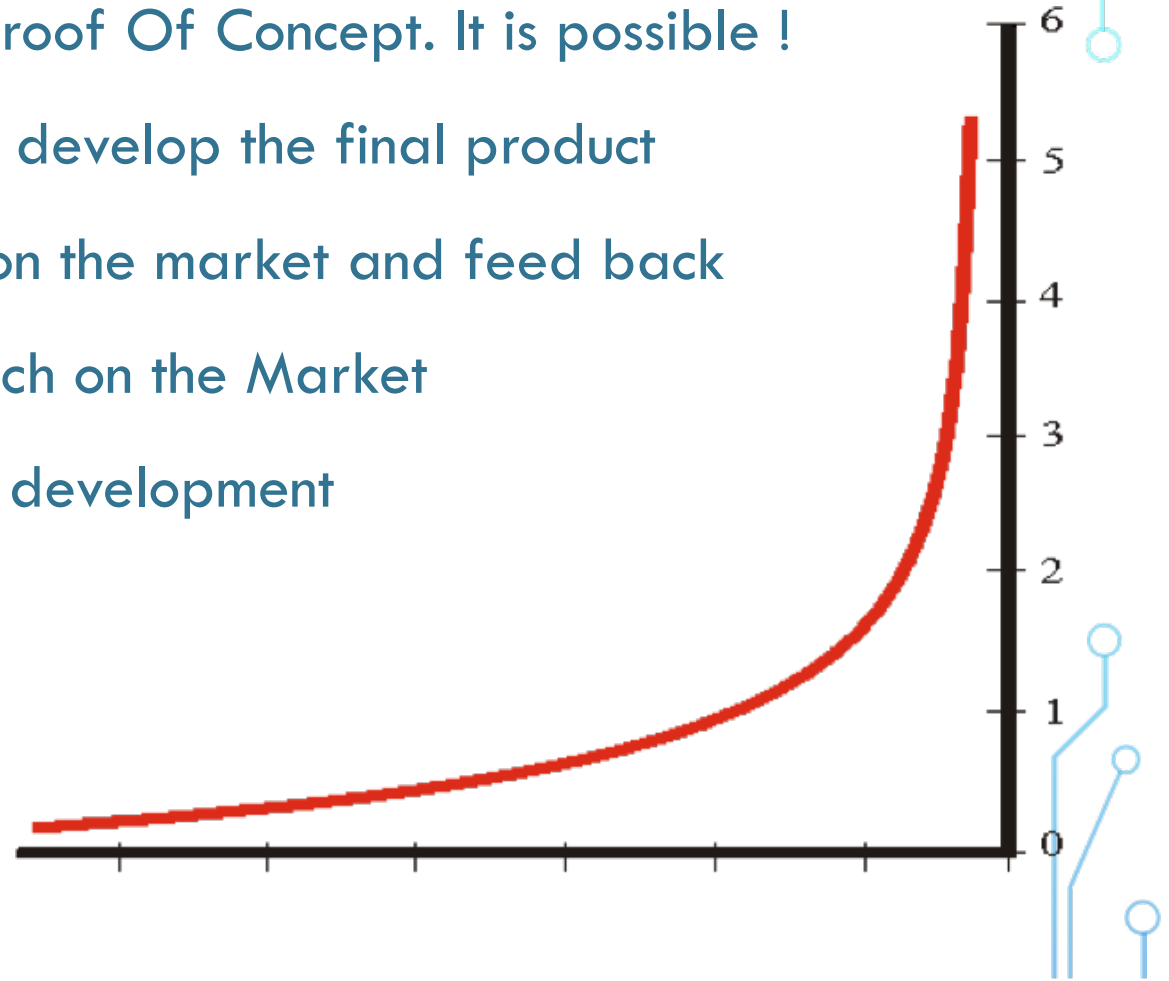
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MILESTONES

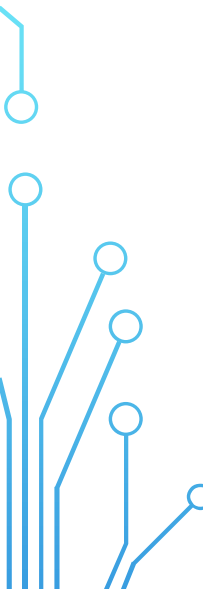
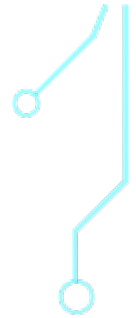



- 2015/2017 : Intuition, Development of Vision and Mission. Algorithms written. Proof Of Concept. It is possible !
- 2018 : Find partner, develop the final product
- 2019 : First Launch on the market and feed back
- 2020 : Official Launch on the Market
- 2021 : International development
-





FUNDRAISING

- How much are we raising ? 500 K€
 - How much have you raised ? 30 K€ + 150 K€ (H2020)*
 - How will you spend the money
 - Prototype Realisation : 500 K€
 - Patents and Legal : 80 K€
 - Marketing studies : 100 K€
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FINANCIAL / USE OF FUNDS

- BREAK EVEN after the sale of 60.000 devices
- 2020 : EBT > 0
- 2018/2020 : 44 M€ Investments self financed
- 2018/2020 : 3 M€ Marketing self financed
- 2018 /2020 : 106 workers – 100 Patents
- SEQUOIA CAP is interested in Step 2
- SCHNEIDER ELECTRIC is interested in Step 2

