



Thermosmart

Pretty. Easy. Wifi Thermostat



Hans Kouwenhoven, CEO
22-10-2015, TBB Berlin



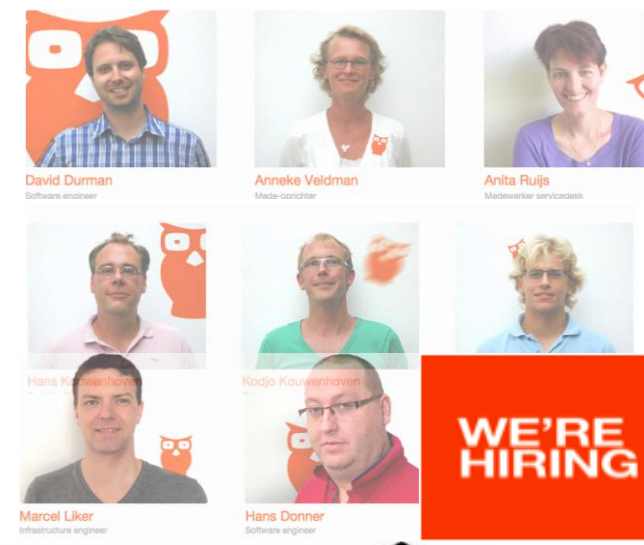
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Hans Kouwenhoven, Co-Founder, Co-Owner, CEO

- Started in 2011 out off frustration off the current generation of thermostats
- Responsible for commerce, finance and project management
- Conceptual innovator. Passion: build agile teams and beautiful things

Current status of ThermoSmart

- Strong, attuned and well balanced team
- Proven, stable and scalable concept
- Launch in 2014 at Dutch high-end retailer, currently selling in 40 Apple Stores, MediaMarkt, CoolBlue, Bol.com etc, etc
- New upgrade product in pipeline
- International rollout 2015 / 2016
- Patented, own IP and CE marking
- Several investors already boarded.



WE'RE HIRING





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The Product



NOW



TODAY



THE YEAR

- **Ease of use**

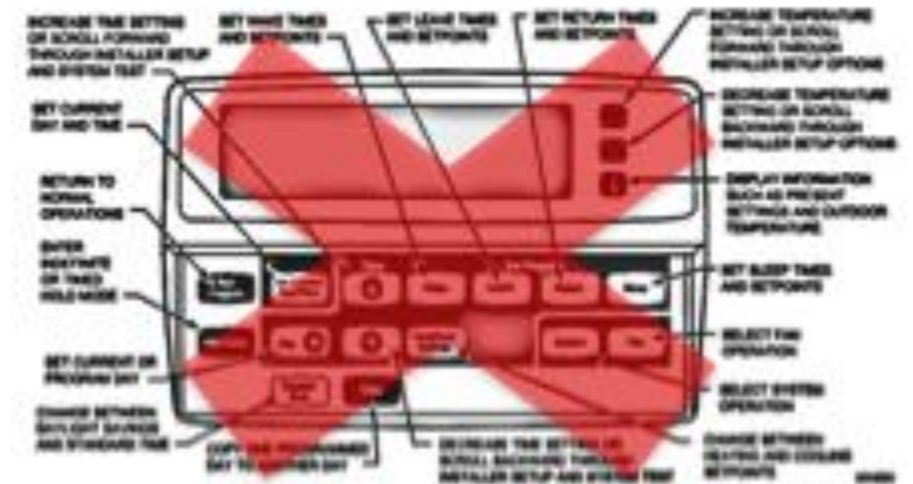
Three User Interfaces adapted to the moment and function

- **Design**

Nice and sexy

- **Saves**

20% gas consumption and CO₂-emission without sacrificing comfort





Market for Connected Thermostats: Booming

- According to various research institutes the market for Internet-of-Things (IoT) will grow explosively the coming years.
- Connected Thermostats have a pioneering role in this booming market.
- Berg Insight: growth in 2014 of connected thermostats in EU 96% and 107% in North America.
- Navigant Research: upcoming years the market for Connected Thermostats will tenfold to 32 million in 2020 (!).
- Berg Insight: Market growth next five years 64% per year.
- Cnet: 91% of Americans with a Smart Home product would recommend it.





Competition

- **Nest Labs:** Nice designed On/Off switch 😊 Different approach. Sold for \$ 3.2 miljard to Google: privacy?
- **TaDo:** different interaction
- **Products of energy suppliers** (for example TOON): Trying to create lock-in with lower quality + charge off monthly fee
- **ThermoSmart:** Independent, design and ease of use + no lock-in: a bit rebellious



Homey



IFTTT



Drebbi



Netatmo



iPhone app ThermoSmart



Smartalarm



iPad app ThermoSmart



Android app ThermoSmart



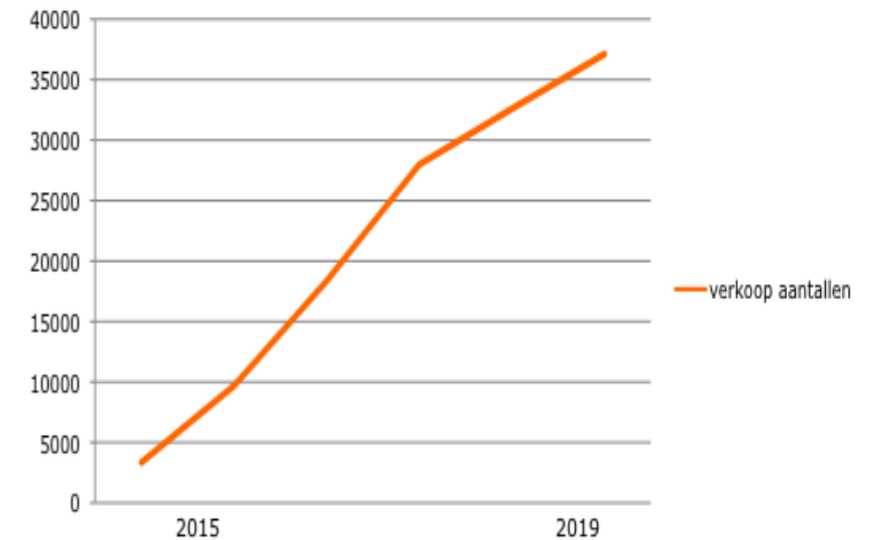
Domoticz







Business model

- One off price selling to consumers and resellers
- € 249 per unit & Creaming price strategy
- Focus on upgrade market for thermostats
- Possible future revenue stream: using ThermoSmart data, services, freemium
- Launch in NL 2014, 2015 / 16 softlaunch in D, B en VK. In this market we expect to upgrade 40.000 thermostats (1%-1.5% of market)
- Own webshop and selected resellers: De Bijenkorf, APR's, CoolBlue, Bol.com. Focus online, supplemented with offline outlets (try-before-u-buy)
- Social media & viral, guerilla marketing

Annually sales



Thank you Any questions?

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