



**José Basílio Simões**  
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Prof Convidado Univ Coimbra  
Business Angel

Sessão de lançamento  
Linha de financiamento  
para BAs

# Our Vision

Smart Homes / Smart Grids / Smart Cities

Public Buildings

Hospitals

Offices

Shops

Schools



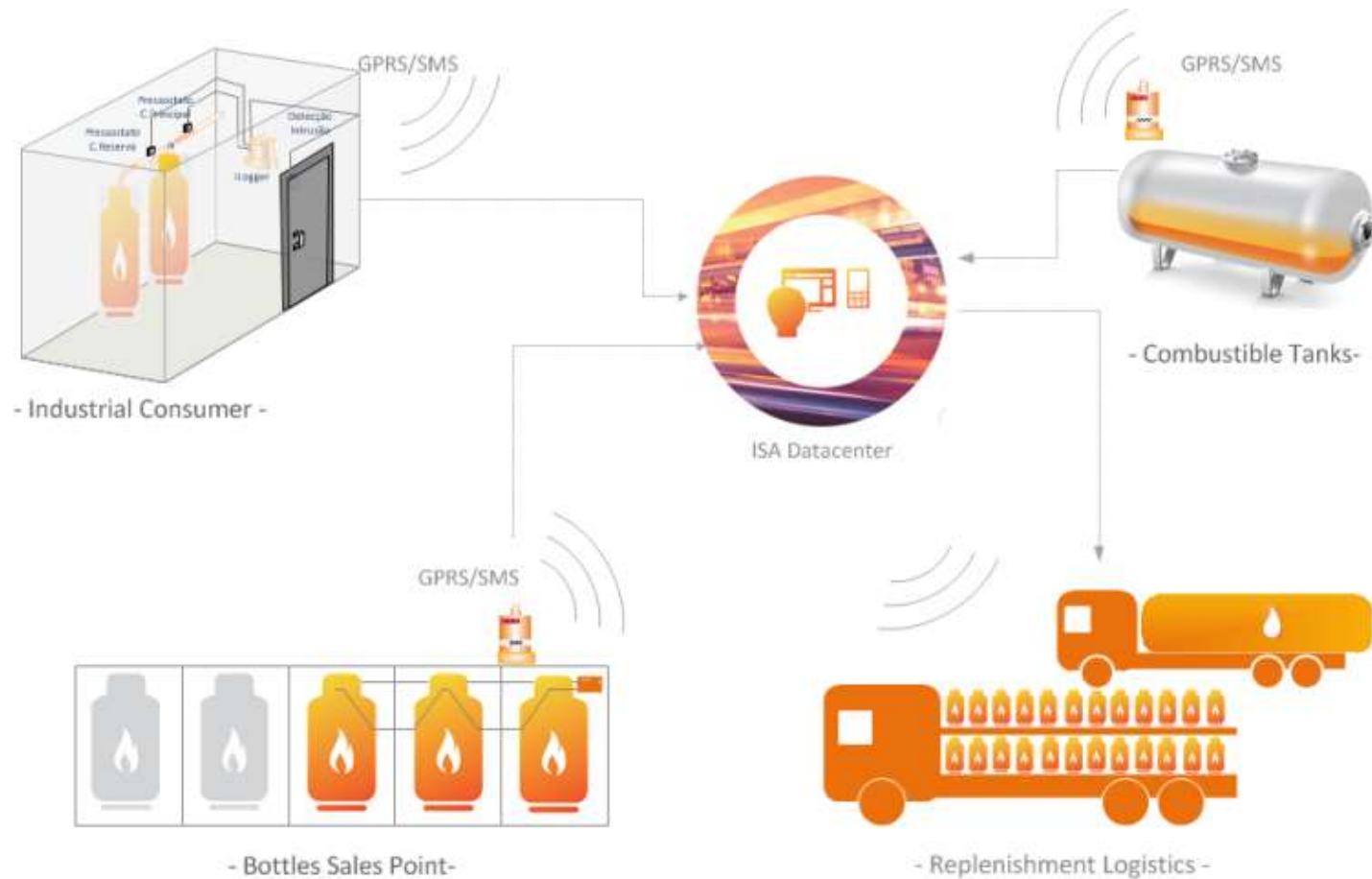
Retail

Water, Energy & Fuel

Industry

The available metering technology and the strategy followed to grow into the Oil & Gas Markets opened to ISA new and huge markets (smart homes, smart buildings, smart grids, smart cities).  
First cases: Penela & Sabugueiro (2012), Roriz & Coimbra (2013) – including public lighting.

# Smart metering / Smart grids solutions for Oil & Gas distributors



# Residential / Smart home solution



Launched in Dec 2012, Cloogy is a smart home solution that allows consumers to monitor and control their energy consumption, from anywhere.

## First utility mid-scale rollout:

### Project Butabox

**Client: Butagaz France**

15.000 units delivered in 2013

5 year service contract



[Butabox video](#)

[Cloogy presentation vid](#)



All functionalities are available through your personal area on the Cloogy® web portal



Download Cloogy® free apps for your tablet and your smartphone at [www.cloogy.com](http://www.cloogy.com)

# Best design and user experience in the market



This is how easy we've made it for you to **save energy**



# Smart buildings / Smart cities solutions



Complete offer composed by products and services that form a turn key solution.



Audit and certification.



Energy monitoring and management SW.



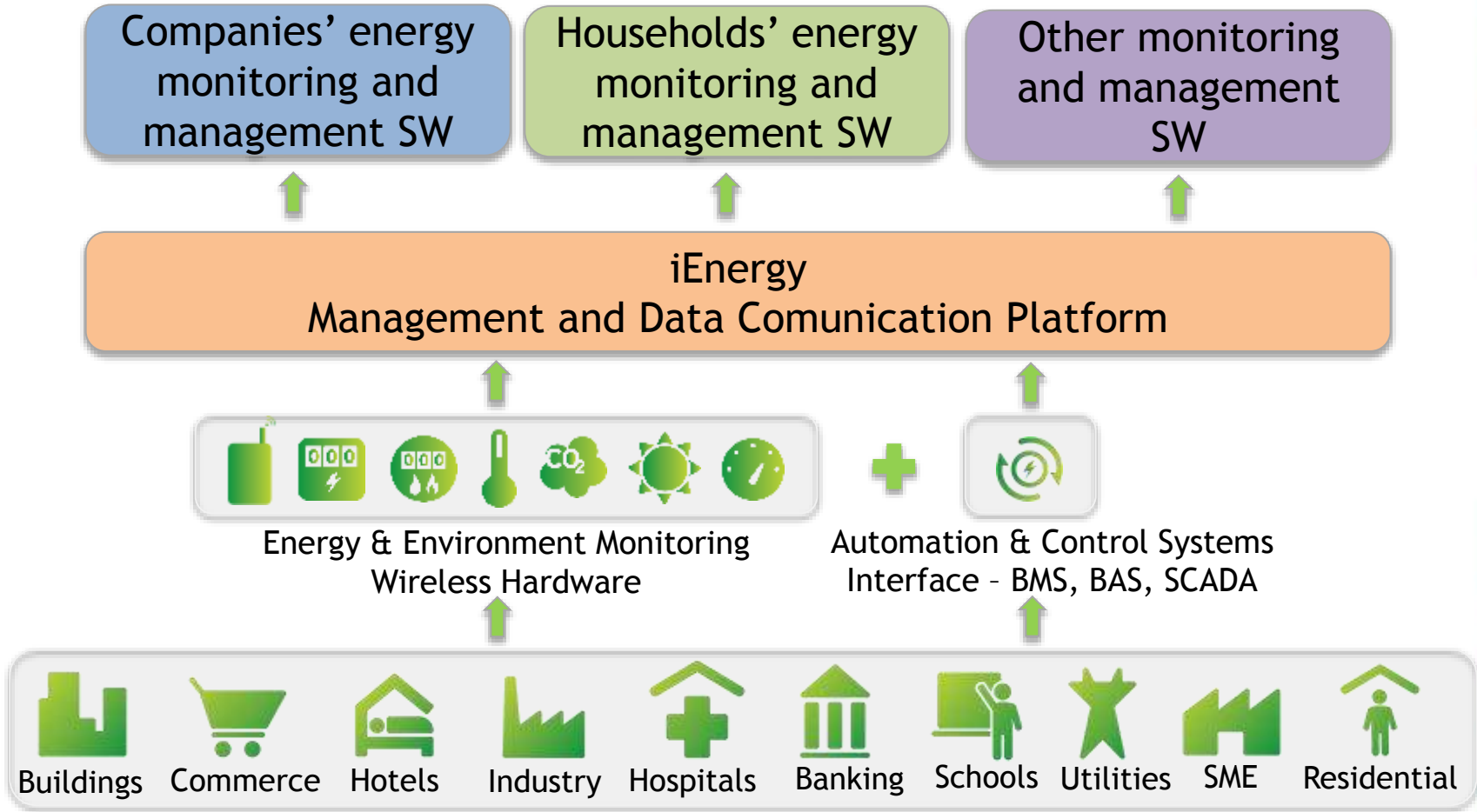
Energy management service;  
Energy efficiency policy definition;  
Execution and supervision.



Maintenance and operation service.



Financing solutions.



# BES bank Case Study – KiSense – Smart Buildings

## Total energy consumption ~ 6M€ Initial Energy audit – *Improvement Opportunities*

- 1 – HVAC Control Parameters inefficient
- 3 – Lighting Control Parameters ineffective;
- 4 – Control parameters absent ;
- 5 – No solar day light use;
- 6 – Energy policies lack a coherent and systematic approach

### Project outputs

Reduce Energy related costs of ~800 k€/year

Payback < 2 years

Energy efficiency toll implemented globally

Reinforce of the energy efficiency internal competencies

Reinforcing of the bank sustainability leadership





# ANA Case Study – Energy Efficiency

## Energy Efficiency improvement in 6 airports

**Electricity Monitoring**

**Fuel Monitoring**

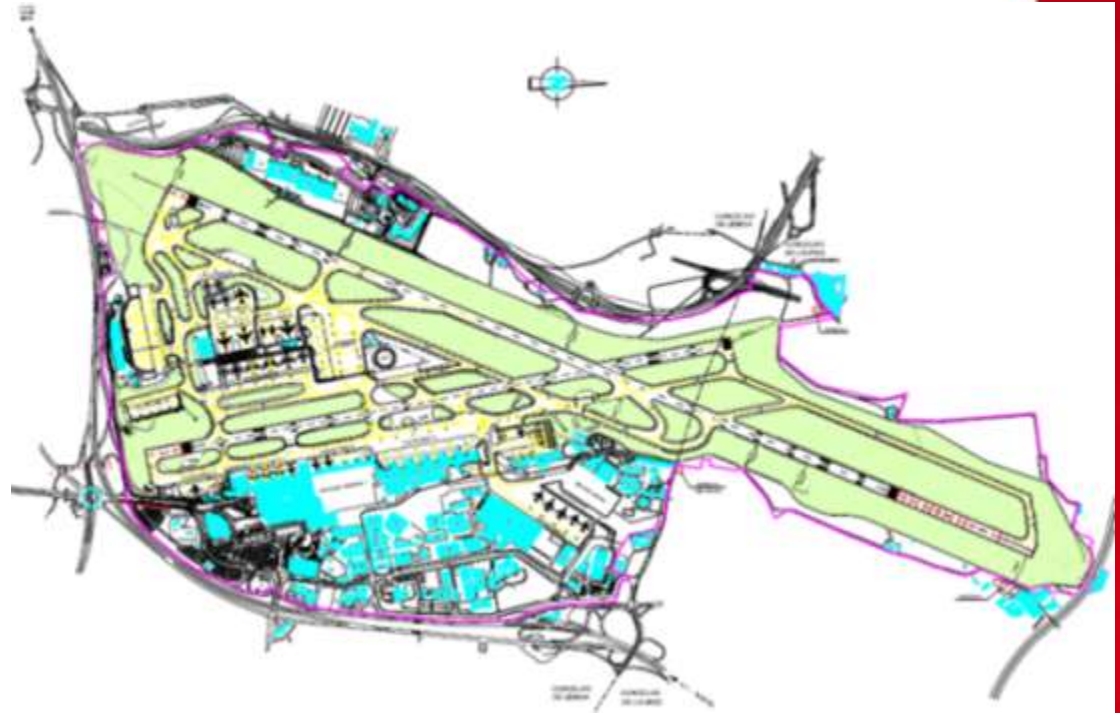
**Water Monitoring**

**Thermal Monitoring**

**Environment Monitoring**

(over 3000 sensing devices)

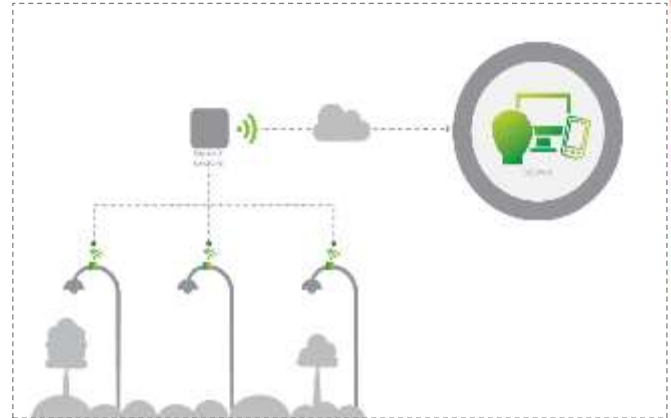
## Energy Management Solution



# Coimbra SmartCity

## Project Overview:

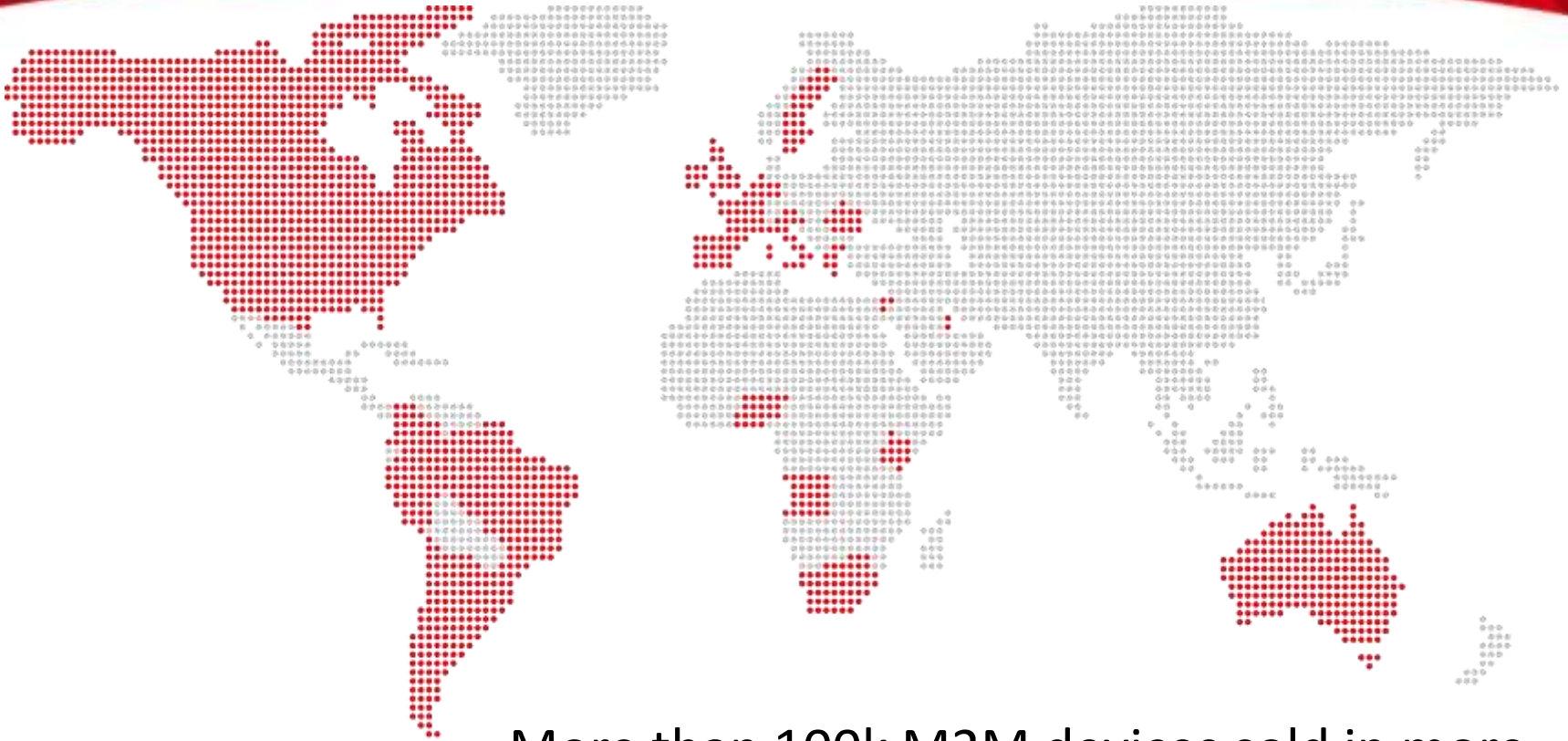
- Upgrading of 35.000 street lamps to **LED** technology
- Monitoring and Control System – capability to address each lamp individually in real time
- Wireless mesh network infrastructure ready to support other smart city services (traffic monitoring, video surveillance, automatic meter reading...)
- Global Consumption reduction: **>75%**
- Investment - **€10M**
- Contract amount - **€35M**
- 15 years concession (PPP)



Coimbra – 1<sup>st</sup> city in the world  
**100% LED**



# Internationally implemented technology and solutions for more than 15 years



More than 100k M2M devices sold in more  
than 25 countries, in all 5 continents

# Towards a Carbon Free World

**ISA solutions**  
avoided till now over  
**1 million tons of CO<sub>2</sub>**  
from being emitted  
into the atmosphere!



# Internationally recognized and awarded

Key player in the Smart Metering Industry - Borg Insight 2009



Innovative SME  
COTEC Portugal 2005, 2006, 2007, 2008, 2009



Entrepreneurship 2010  
IV INSEAD Award



Innovation & Excellence Award  
Coimbra (CMC/UC)



Internationalization Award  
Venture Capital IT 2009



Involved in Many European Research Projects

IT SMEs Internationalization Award 2006  
ICEP & ANETIE



Innovation Product Award  
COTEC - Unicer 2008



Certified supplier for the largest gas and liquid fuels



R&D unit certified by the Portuguese Innovation Agency (ADI)



Innovation Award  
Metering Europe 2006



Best Practices in Innovation Management



**2012**

**Gartner. 2012**  
**CoolVendor**

**ALISA**  
**LISTED**  
**NYSE**  
**ALTERNEXT.**

**BEST PRODUCT / SERVICE 2012**

 **GREEN PROJECT AWARDS**

# 23 years of experience and leadership in innovation

Research and development have always been a major focus for ISA and the basis of the technological innovation behind our products.

(30p R&D team, including several PhDs)



# ISACADEMY

Strong relationships with European Universities and Knowledge Centers have enhanced a philosophy of **open innovation and cutting edge technology**, placing ISA among the major references in the areas of telemetry and remote management

# Ecosystem Initial Stakeholders



User  
Communities



- RENER Living Lab
- Smart Rural Living Lab
- Living Lab EDP Brasil
- Lightning Living Lab Águeda

Customers  
Enterprises



Technological  
Enterprises



**ISaLL**  
Intelligent Sensing  
and Smart Services  
Living Lab

Funding  
Organisations



Public Authorities &  
Regulators



Universities and  
Research  
Organisations



# Fundos de Business Angels

J. Basílio Simões  
José Albuquerque  
Pedro Martins  
Maria Semedo

ROC  
TOC  
Jurista

## Smart Ventures BA, SGPS

### C.A

J. Basílio Simões  
Miguel Henriques  
Pedro Martins

### C.I.

J. Basílio Simões  
Miguel Henriques  
Pedro Martins  
Álvaro Oliveira  
SPI  
Cx Capital

## Creative Wings BA,SGPS

### C. A

J. Basílio Simões  
Miguel Henriques  
Vitor Catarino

### C.I.

J. Basílio Simões  
M. Henriques  
Pedro Martins  
Vitor Catarino  
Jorge Catarino  
Luís Nazaré  
SPI

## Green Capital, BA,SGPS

### C.A.

Luciano C. Silva  
J. Albuquerque  
J. Basílio Simões

### C.I

Luciano C. Silva  
J. Albuquerque  
J. Basílio Simões  
Cx Capital

## Outros Fundos BA



# Selection Criteria

Eclectic

Potential to generate profits

Experienced Promoters

Projects with minimal market validation, scalable and replicable

Aligned with skills / market knowledge  $\geq 1$  BA

Valid Due Diligence Process

# Sectores preferenciais de investimento:

- Os que são alavancados pela atividade e background dos BAs:
- . Tecnologias dominantes: Sensores, TICE, M2M/IoT
- . Sectores de aplicação dominantes: energia e saúde/dispositivos médicos
- . Geografias de expansão: Europa, Médio e Extremo Oriente, USA e América do Sul

# Development Strategy

Business validation and growth strategies;

Round A raising;

Establishing cooperation networks;

Business replication;

Prepare to EXITs



# Portfolio





**Tech4Home** is an electronics company that develops, manufactures and commercialises services, equipments and integrated wireless control solutions for home environment.

Founded in December 2009 by a flexible and competitive team, formed by experienced ex-Philips employees.

**We offer** complete design solutions from specifications to a full working tested prototype with a complete BOM (Bill Of Materials) and production file for mass production.





### **Cool Star Click Remote**

25 keys remote

Curvy and ergonomic

allows colour variations

Ideal for kids or senior due to it's big keys

Allows programming up to 13 channels



### **Cool Click Kids Remote**

Up to 21 keys remote

Fun & Ergonomic shape

Large keys and rubber back

Direct access to pre-prog. channels

Other channels are automatically blocked, assuring safe content viewing

**A Retail Innovation company**, fully invested to Research & Development of new and advanced technological solutions designed to improve customer store experience.

## Improving customer satisfaction and revenue potential

Highly experienced team, over 40 years retail experience and having worked in different geographies at Tier 1/2 Retailers.



DID YOU KNOW THAT...

Temperature was  
referenced by

30%

of customers as the  
most important driver  
to leave the store

68%

of customers refer that  
stores with fragrances  
are more enjoyable to  
visit

When left unregulated,  
temperature can have  
a negative impact of  
up to

40%

in store sales

**Modern Retailers looking to remain competitive, cannot overlook an appropriate Customer Experience Strategy for their business!**

Temperature, music, lighting, fragrances and air quality alongside the store architecture, product display and quality of staff service have a remarkable impact in store performance and customer willingness to buy.



**Ear infection affects 93% children under 7 years old.**

**Second most common viral disease after the flu.**

**Accounts for 20 million annual physician visits.**

**8M unnecessary prescriptions written every year.**



**Unlike traditional** otoscopes designed only for professionals, ours is user friendly.

**Early stage diagnosis** in your own home.

**Decreases** risk of complications, unneeded antibiotics and follow-up appointments.

**Clear and immediate diagnosis.**

**Affordable and available** at your local pharmacy.





Patent Protected

Europe - PCT/PT2009/00004

United States - P.A. 20110152621

Clinical Trials - 99% reliability

No false negatives

Class I Device Europe

Class II US



*“O Homem é do tamanho do seu sonho.”*

*“The size of the dreams make the man.”*

Fernando Pessoa



# Fundo de co-investimento com a Diáspora

- ✓ Uma ideia, que temos vindo a trabalhar na comunidade nacional de Business Angels e que estamos a tentar que seja apoiada pelo governo. Trata-se da criação de um matching fund para a Diáspora, em que os portugueses da diáspora que quisessem investir nas subsidiárias locais de PME's nacionais poderiam utilizar esse Fundo para duplicar o seu investimento.
- ✓ Quem melhor que os portugueses bem sucedidos lá fora, inclusive nos países da Lusofonia, para, compreendendo a cultura empresarial de ambas as partes, apoiarem as PME's portuguesas na sua internacionalização?



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Gartner, Inc., Cool Vendors in Smart City Applications, 2012, Bettina Tratz-Ryan, Frederico De Silva, Alfonso Veloso, April 19, 2012.

# Thank You for your Time!

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