



midori
FREE TO INNOVATE

Ned

The first ever personal energy assistant. Really smart.



Who are we?



Midori was born in late 2011 and has been hosted in the Innovative Incubator of Polytechnic of Turin

A team of motivated friends and colleagues with a strong background in **ICT** and an high academic profile



We want to leave our mark, improve day by day and pursuing ambitious goals in increasing awareness about energy



What do people need?

Knowing the consumption of electrical appliances

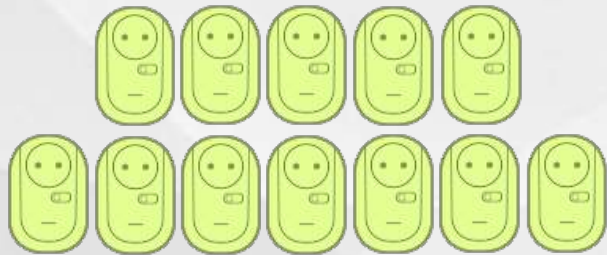
Why?

To take **aware** decisions for saving energy on electricity

How?

With **simple** and **affordable** monitoring systems

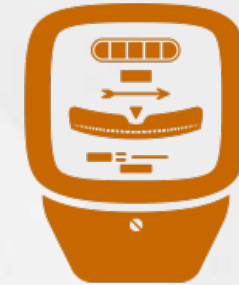
What does the market offer now?



Solutions made by smart plugs to be applied to **each** appliance

High **intrusiveness** and high **price**

About 500€ to monitor a 80 m² house



One sensor applied to the counter providing **only** home consumption

No data on appliances consumption

People needs not met

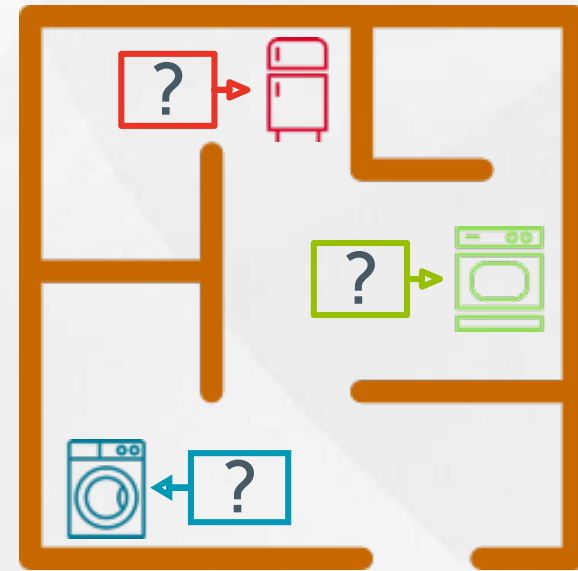
The problem



40% of electricity is used in buildings



Current meters provides only energy consumption comes **into** the home



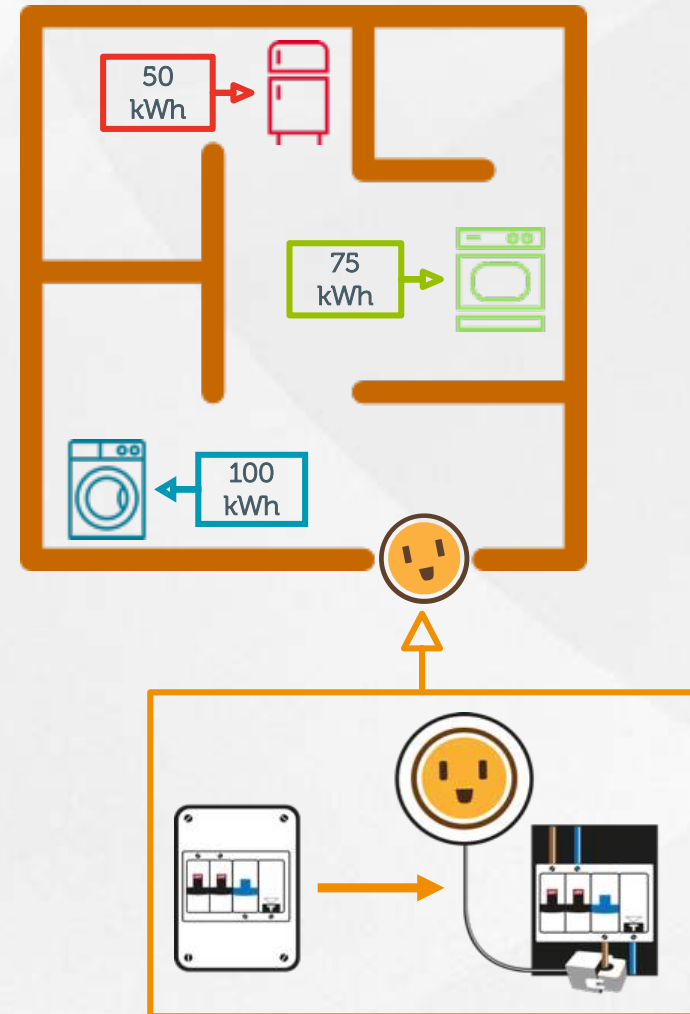
People don't know how much energy they spend for appliances **inside** the home

ned

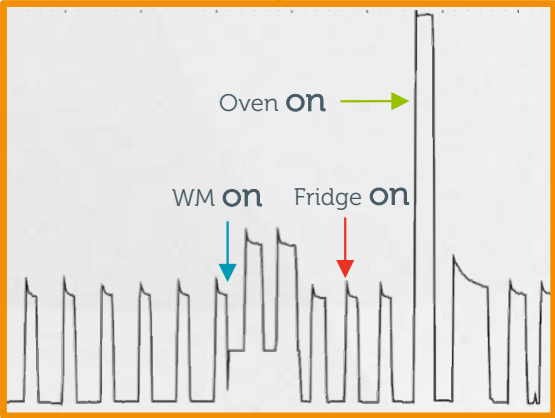
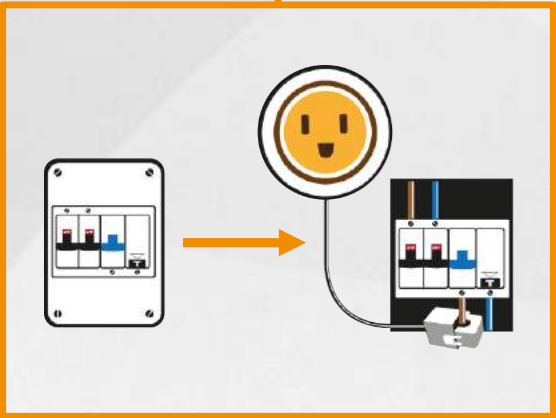
The personal energy assistant tells you the consumption of your appliances

Using only **one** sensor!

Simple. Affordable. Innovative.



How does Ned work?



| | |
|-----|--------|
| 20€ | WM |
| 15€ | Oven |
| 10€ | Fridge |

The smart sensor. Really smart!



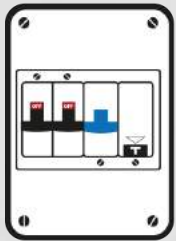
A simple clamp measures the **current** absorbed by the apartment sampled at 1 Hz

No plug and socket needed because Ned is **battery powered**

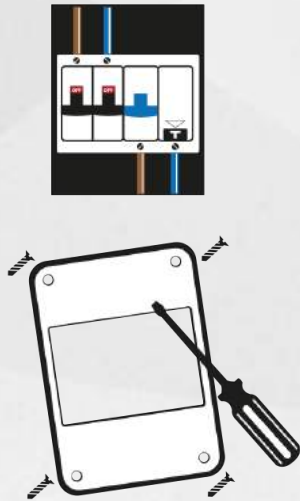
Data are sent to the cloud via **Wi-Fi** domestic router

Install Ned in 60 seconds

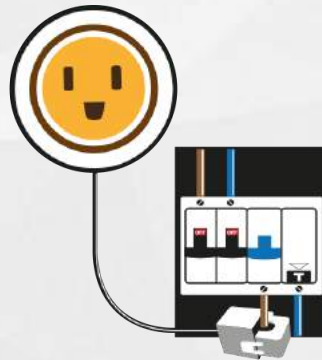
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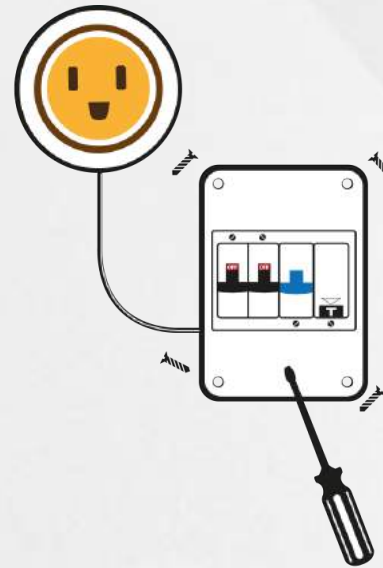
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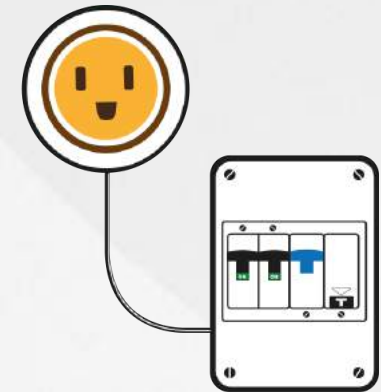
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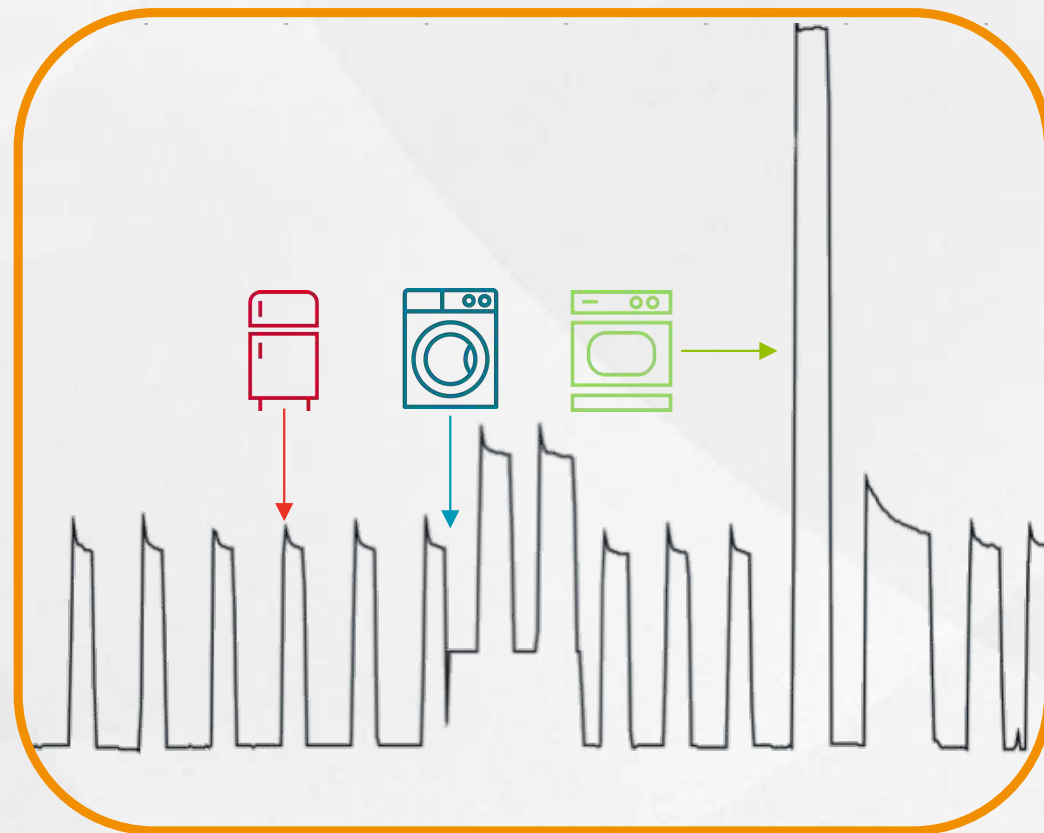


What is the magic of Ned?

Ned algorithm looks for electrical **fingerprints** that each appliance leaves when turned on/off

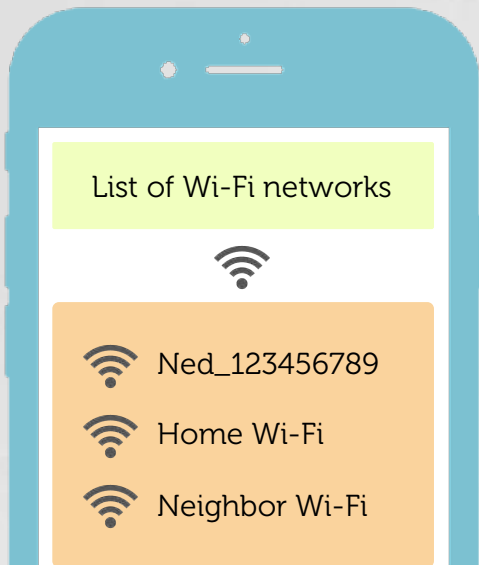
It doesn't require training actions from users because includes an **innovative** way to detect appliances

It **learns** your daily habits by mean of a software engine improving data accuracy day by day

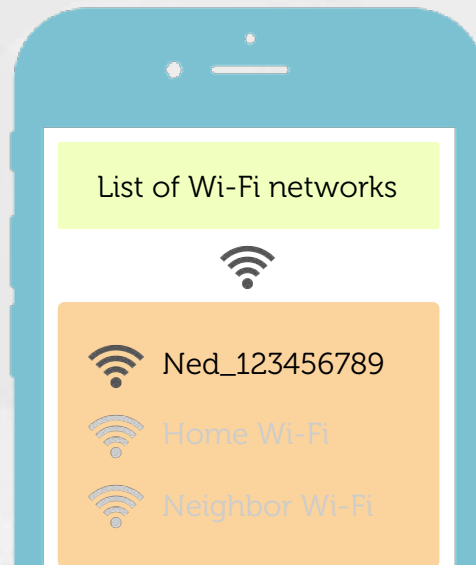


Ned uses your domestic Wi-Fi

Go to the list of Wi-Fi networks in your smartphone Settings



Select the Wi-Fi connection generated by Ned



Open Ned App and insert your home Wi-Fi parameters



Connect to your home Wi-Fi network again



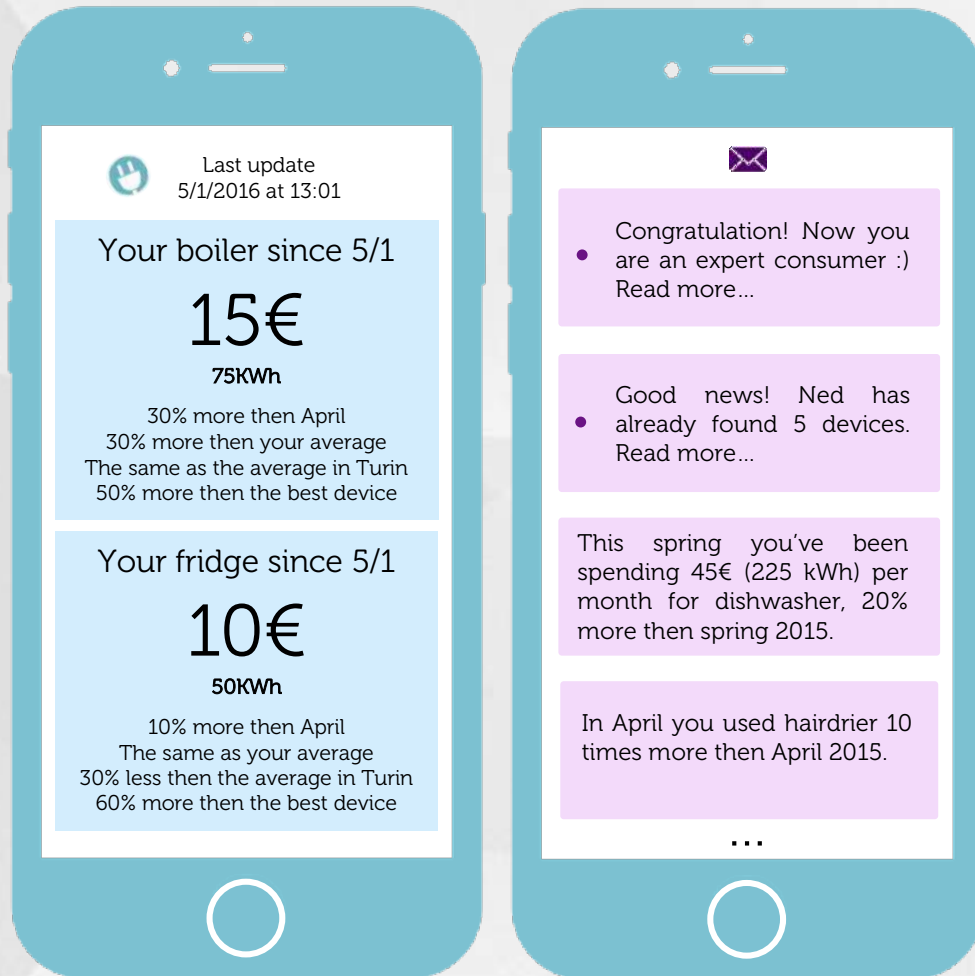
Ned communicates with you by mean of a smartphone App

Be aware on **how** you're using your energy

Let Ned **educate** you on the best way to use your energy

Save up to **20%** only understanding how to change your habits





Alert and messages assist you every day

Home **appliances** spending and consumption

Behavioral and device replacement advices

Alerts on home appliances **activities**

Compete with your neighbors in an social achievement **game**

How does Ned talk to you?

Ned **doesn't ask** users to turn on and off the appliances

Fridge, Washing Machine, Dishwasher, AC, MW are **automatically** recognized

The other devices are detected, but Ned needs users to label them in a very **simple** way



We have traction

Solid partnerships



REPOWER

LIQUIGAS

Awards



H2020 FlexMeter project as
subcontractor of **IREN**



Think for Social

Grant from **Vodafone** Foundation
for social impact of Ned



INCENSE European Program
promoted by **ENEL**

Team is our strength



Davide
TLC engineer



Awet
TLC engineer



Davide
Senior developer



Valeria
Social psychologist



Christian, PhD
CEO, co-founder

We are ICT
experts with high
level profiles

Customer needs and
user **behaviors**
are important for us

Contacts



www.midorisrl.eu



info@midorisrl.eu



[@midorisrl](https://twitter.com/midorisrl)



Midori srl

