



STROBILO



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Strobilo vision & mission

Our Mission

Strobilo is a data tech company that uses the most advanced neurosciences' techniques in combination with AI and Machine Learning to **study the impact of the indoor & outdoor environments on human beings.**

By using a multilayer analysis' method, Strobilo patent pending approach **correlate environmental and neuroscientific data, unlocking unprecedented KPIs and metrics.**

We offer strategic, science-based and data driven solutions to companies, organizations, governments and public administrations to correctly address decisions and funds delivering real data to measure returns on investments.

Our Vision

**We strive to create
consciousness on the environment
and its impact on humans and
future generations well-being.**



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BEHIND OUR IDEA





Humans & Environment



The starting point

The human body is **deeply connected with the surrounding ever-changing environment** influencing our mental and physical well-being.



Our brain adapts our vital needs according to environmental factors, both **indoor** and **outdoor**.

What we discovered

We found a science and data based measurable connection between our environment and human performance and well-being.



Thanks to applied neuroscience, machine learning, AI and solid academic experience.



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THE PROBLEMS





The problems to solve

Today's climate crisis and does not allow us to make **accurate predictions for the future.**

Most people today cannot fully **comprehend the seriousness of the situation.**

We need to have **data to help people to make the right decisions.**

**You can't improve
what you don't measure.**

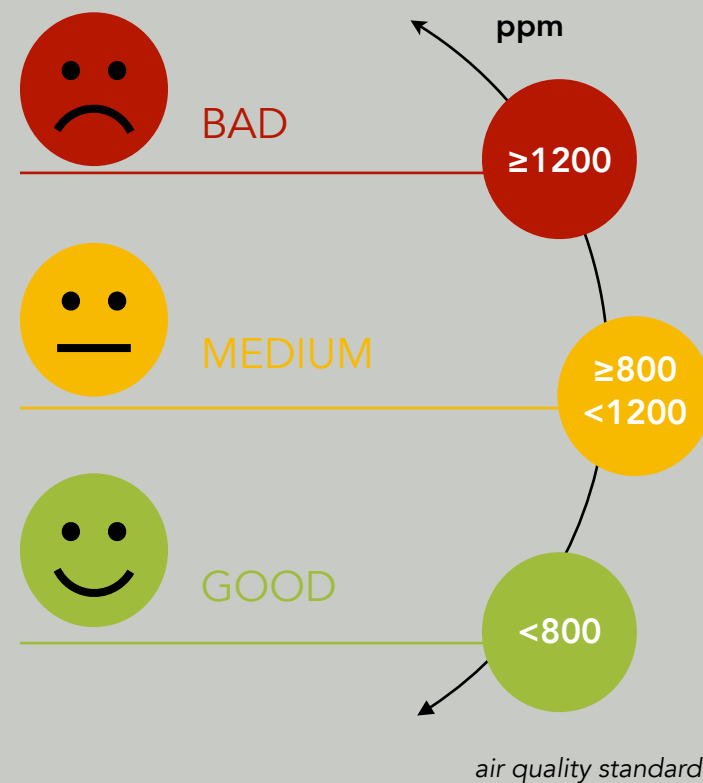




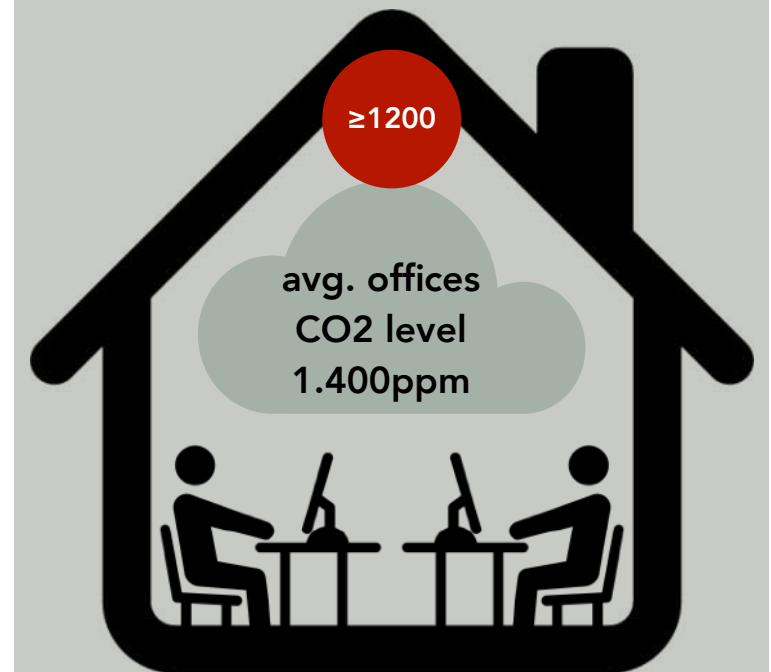
CO2: a dramatic example



When CO2 concentrations rise,
our cognitive abilities
start to decline.



A worker exposed to **1000ppm**
of CO2 for 2 hours leads to a
cognitive decline of 18%

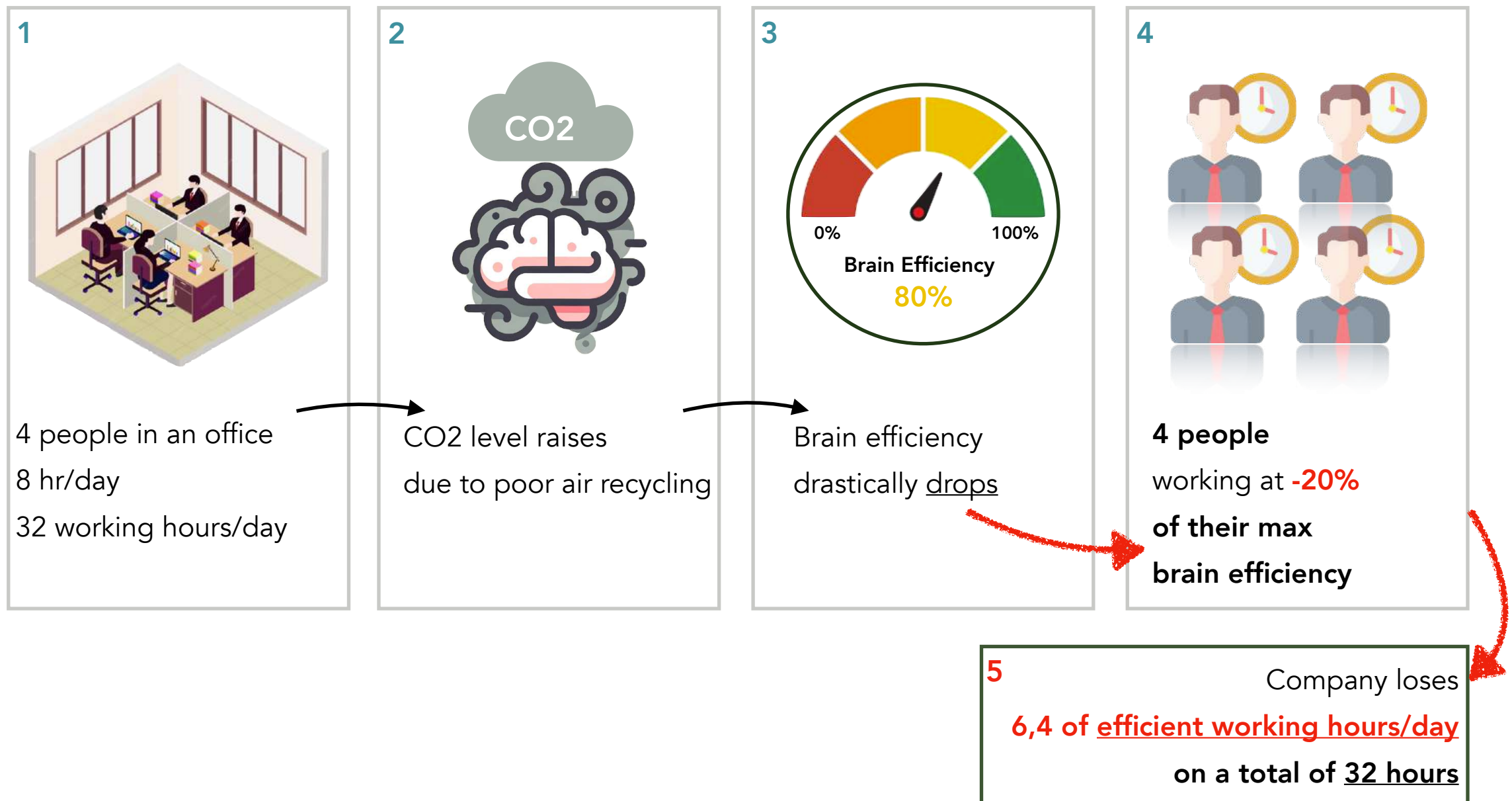


It's highly proven that
air quality hugely impacts
on our mental performance.



CO2: a dramatic impact

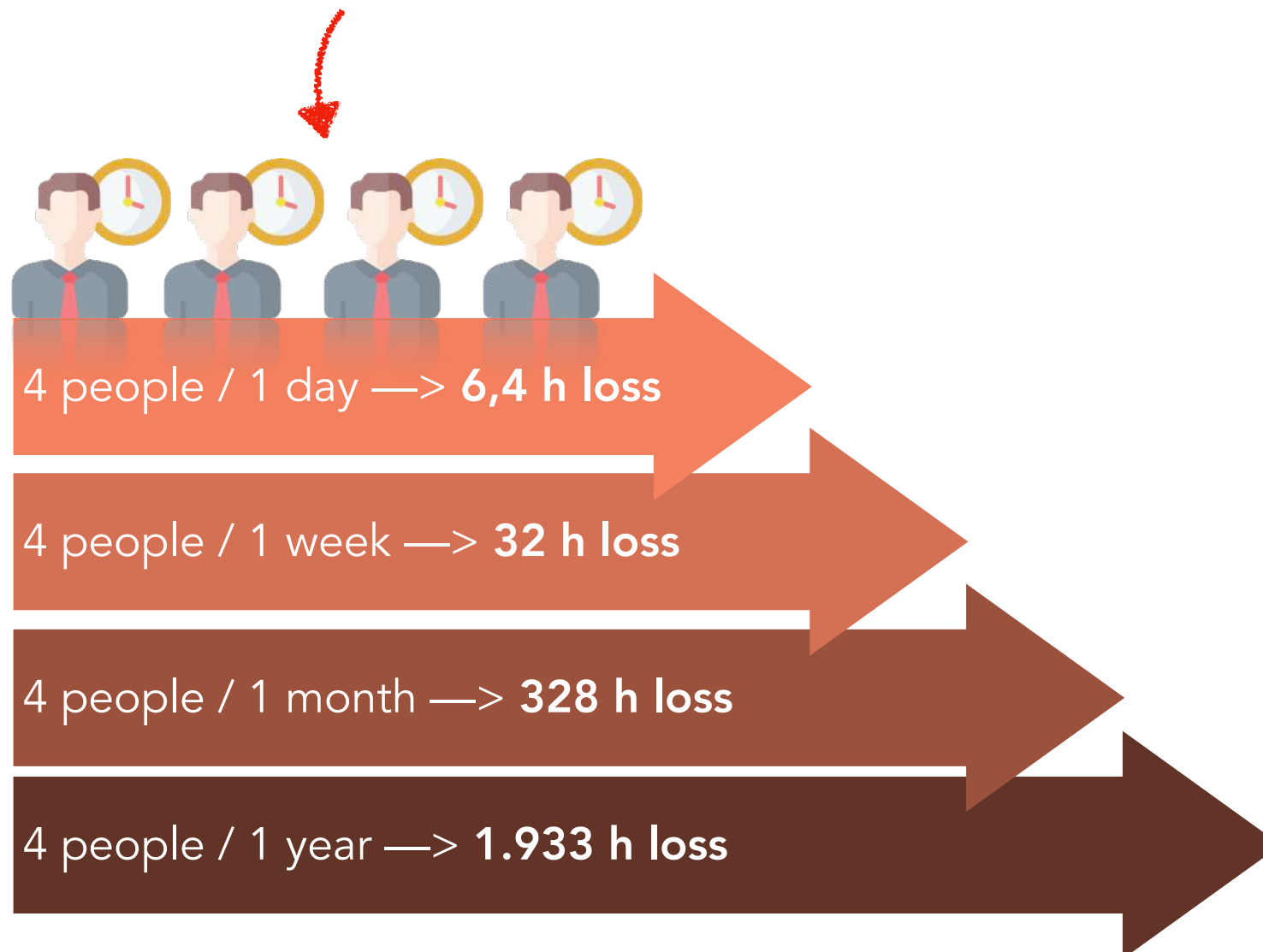
What could be a potential impact for a company?
Let's see an example.





CO2: a dramatic impact

How many efficient hours people could lose,
working in bad environmental conditions over time?



How much money are we paying
for inefficiency?

Let's make a generic example

Avg FTE cost 10€/h

1 day: 64€

1 week: 320€

1 month: 3.280€

1 year: 19.330€

And this is for 4 people only!



And what about outdoor impact? Yes, we can measure it.

Neuroscience, Machine learning & AI:

Leveraging on advanced analytics to predict outdoor environmental impacts. Turning complex data into smart, actionable insights.

Human-Centric

Focused on improving health and well-being in outdoor spaces.

Informed Decisions

Empowering strategies for a sustainable, resilient future.



**Applying neuroscience with machine learning & AI,
we decode outdoor environmental data
to anticipate health impacts,
empowering decisions.**

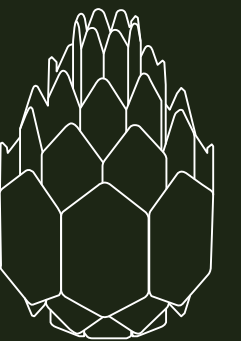


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MAKING
MEASURABLE
THE INTANGIBLE

OUR SOLUTIONS





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Our products and services

Strobilo Impact

Data platform &
environmental sensors

A complete solution of environmental intelligence including **initial audit**, **proprietary sensors** and a **revolutionary platform** designed to maximize people's performances, well-being and investments.

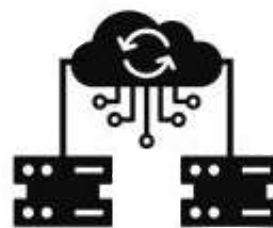


Benefits

- Increase employees well-being
- Increase company's productivity
- Real time environmental monitoring

Strobilo Cloud Environmental Intelligence

A **powerful cloud-based engine** that can become the brain behind your own **building automation system**, any IoT infrastructure and corporate legacy platforms.



Benefits

- Human centered building automation
- Energy cost saving/optimization
- Seamless integration with any system

Applied Neuroscience & Development

We assist R&D, Engineering and Marketing with **science-based evidence** for products development, space design and customer experience thanks to **applied neuroscientific methodology**.



Benefits

- Completely tailored solutions
- Data driven support
- Corporate framework agreements



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STROBILO IMPACT



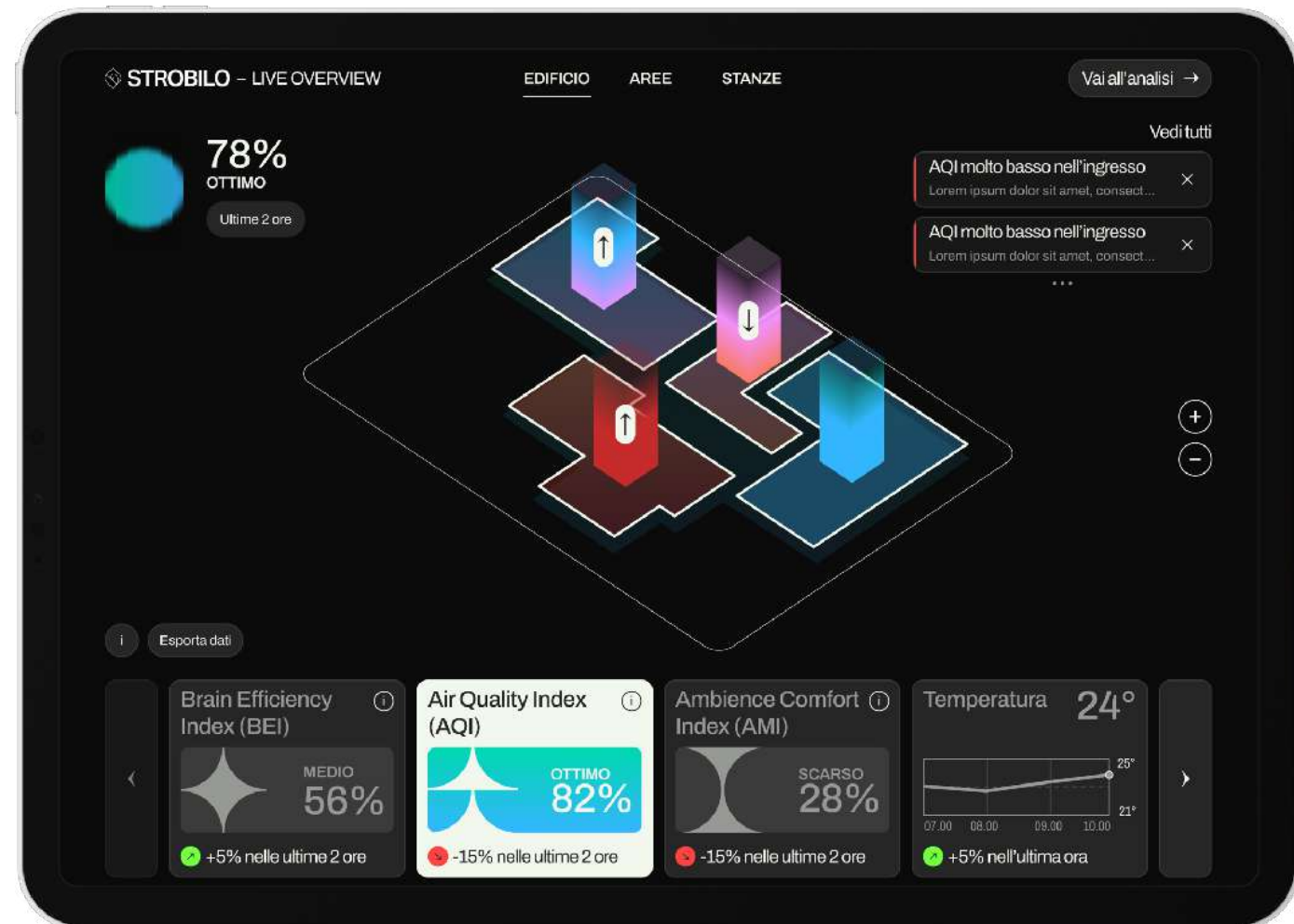


Indoor: Strobilo Impact

Strobilo Impact is our proprietary platform that will allow a complete overall monitoring of a building/facility and an **environmental intelligence granular analysis** of the different indoor spaces with a friendly interface and a streamlined user experience.

Building managers, operations, HR and even CEOs will be able to have **full predictive control** of the environmental conditions that have a **direct negative (and positive) effects on users well being and cognitive performances** in every single space.

Thanks to our proprietary KPIs and metrics, companies will be able to **offer an healthy and focus-friendly environmental to boost users comfort and productivity.**





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Outdoor: Environmental intelligence

Imagine how much value lays in having granular data and insights on how air and environmental factors in a specific area impact on people's health and well being?

Having outdoor datasets will empower advanced analytics solutions for:

Real estate asset evaluation

—> Banks and financial institutes

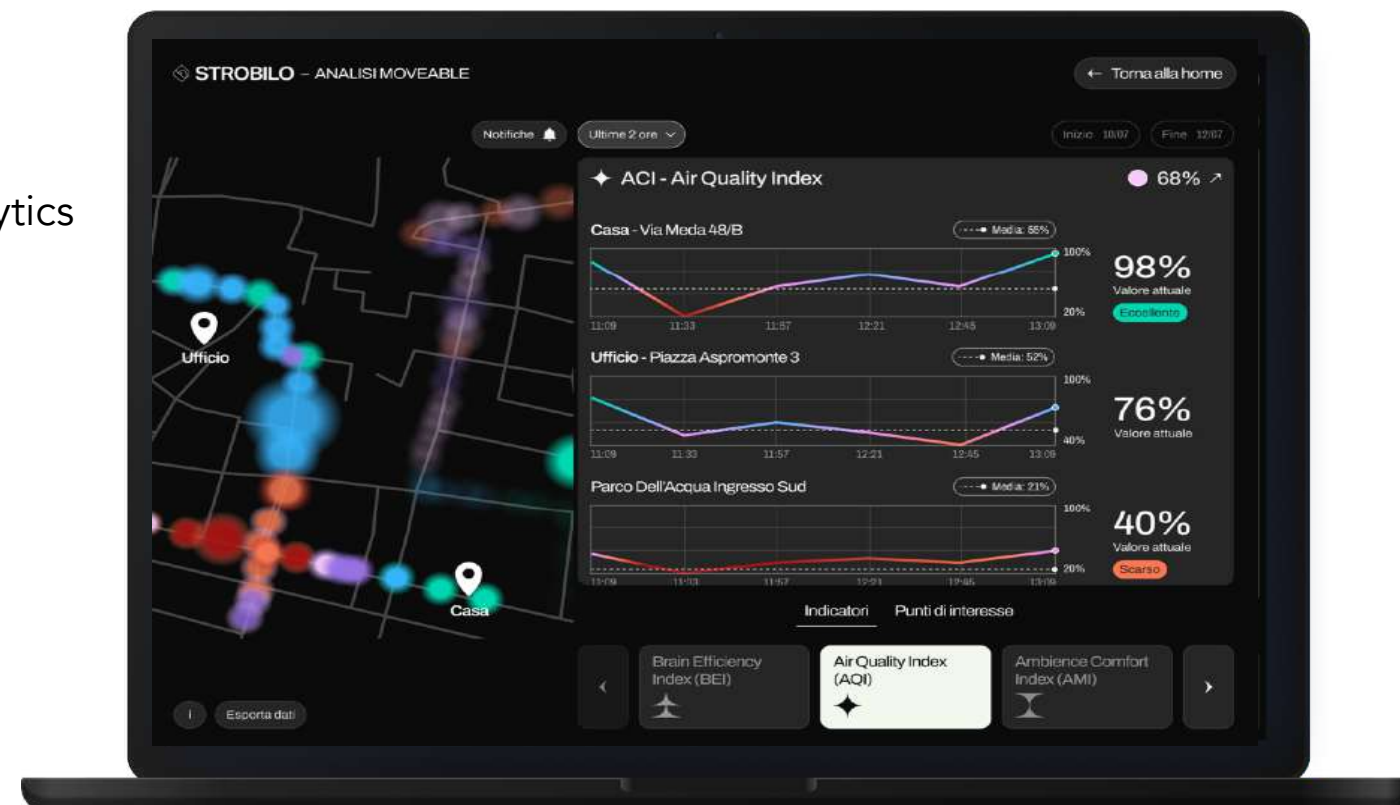
Create geo-localized & parametric policies

—> Insurance companies

Guide urbanistics decision & investments

—> public administrations

& more...





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WEARABLE PROJECT





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The Strobilus wearable

Small, lightweight & affordable

Long lasting battery

Intuitive feedback

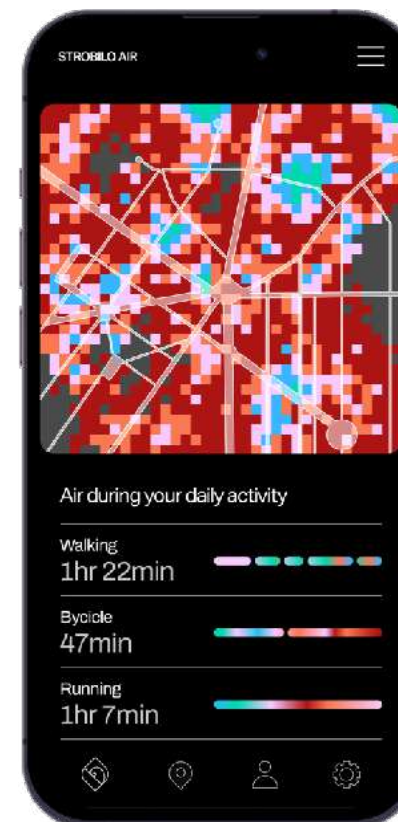
Sleek design

Real time alerts/tips

Personal insights

Patented KPIs

User friendly



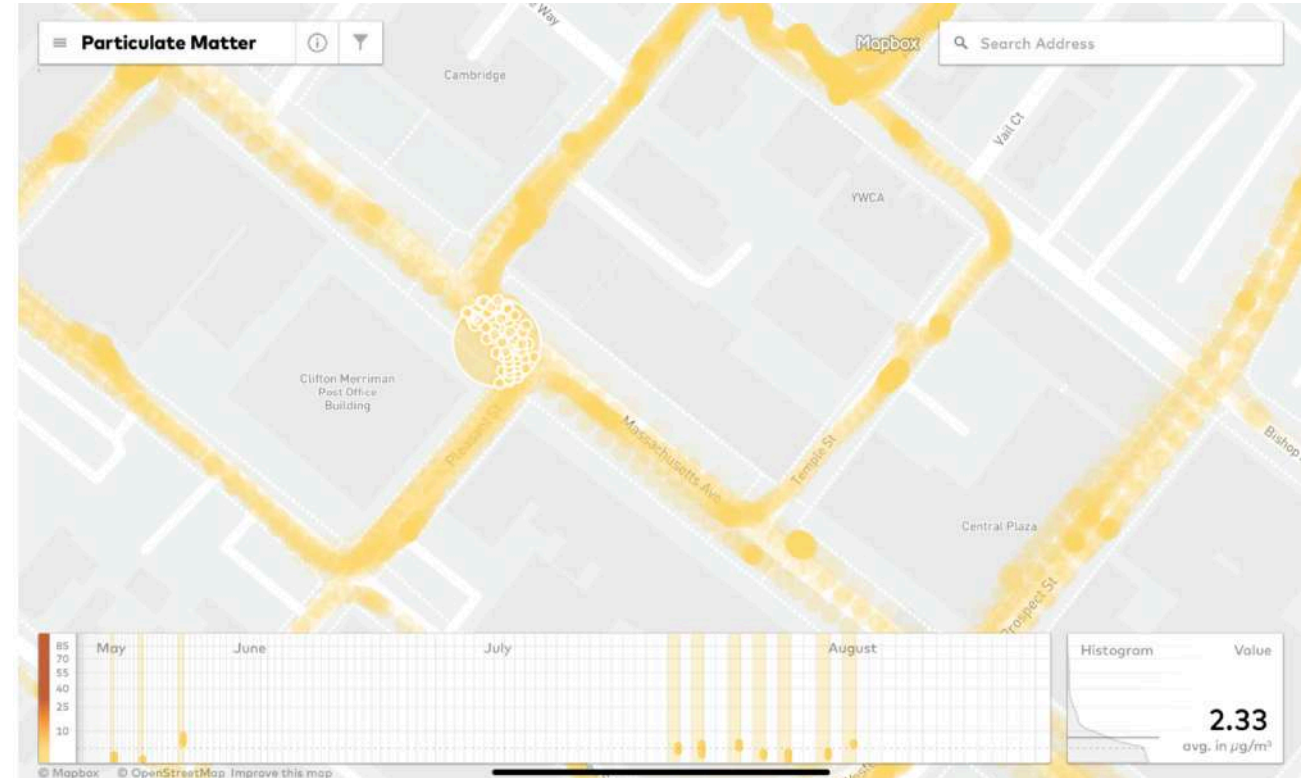


Devices dissemination: pros only

The **spatiotemporal datasets** collected by the devices will play a significant role by being a **huge value/asset** for the company.

The more data, the more we will empower:

- **Decision-makers and urban managers** with advanced analytics data/insights to tailor investments and avoid budget waste.
- **End-users** with a near real-time map of sensed data, constantly community-updated air quality urban grid, tips and routes suggestions to avoid bad air quality and environmental pollution.



How fast can we make a new environmental layer?



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MARKET POTENTIALS

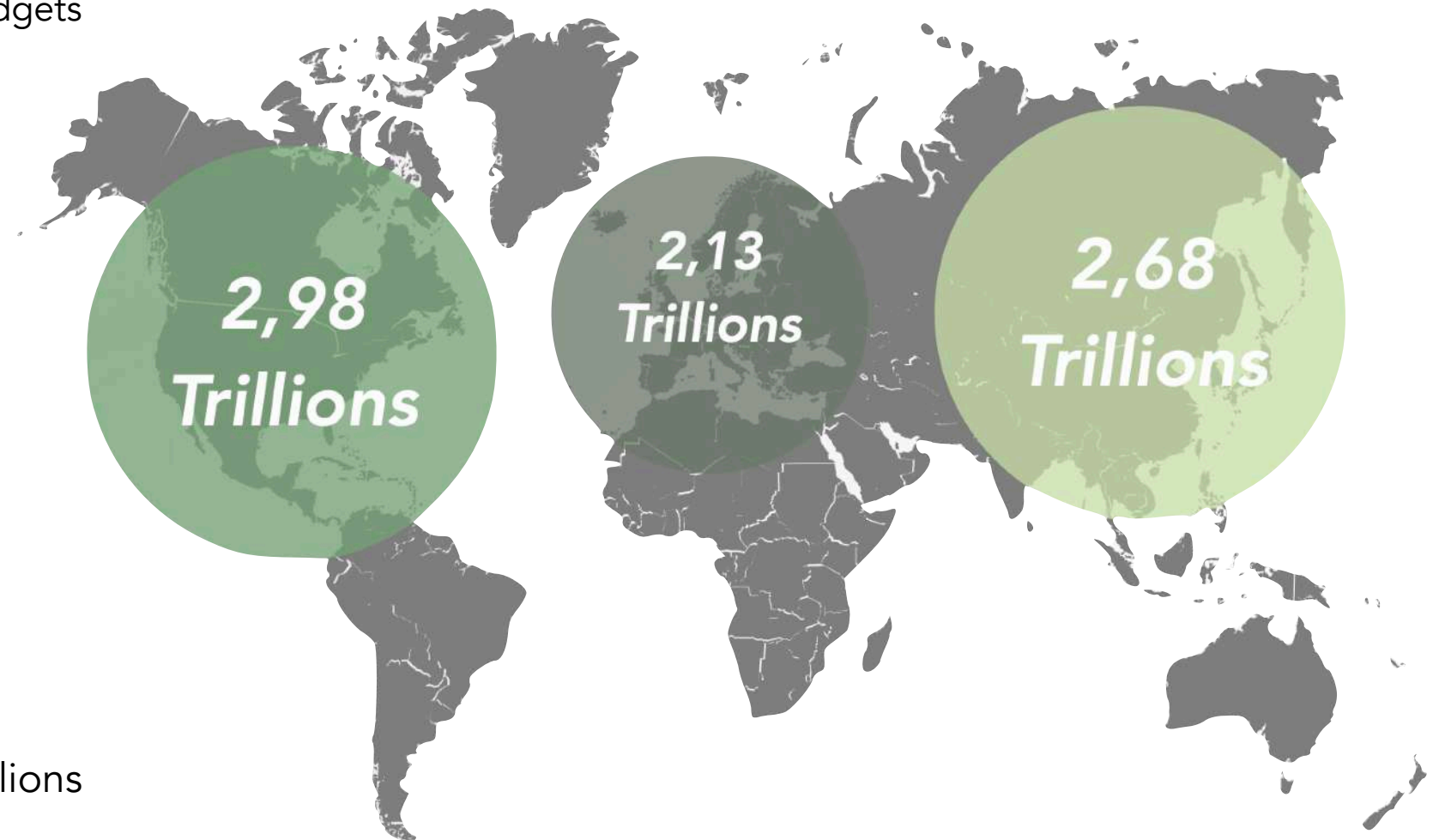




Market opportunities

Health/Climate-tech 5 years budgets

Dedicated budget for
**health/climate-tech
investments** between
2021 and 2027



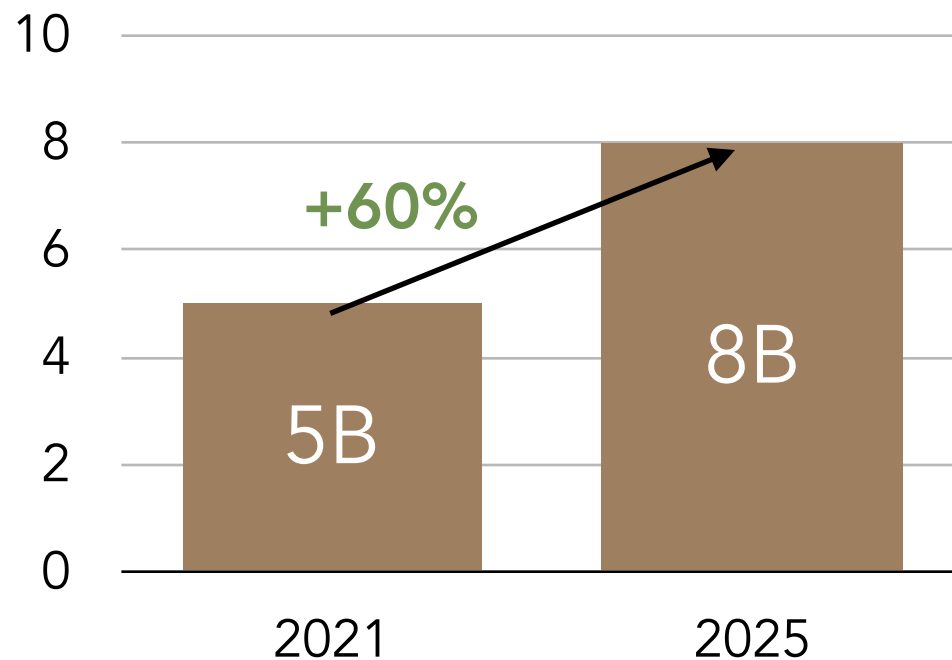
Source: World Resources Institute



Market opportunities

Air quality monitoring market growth

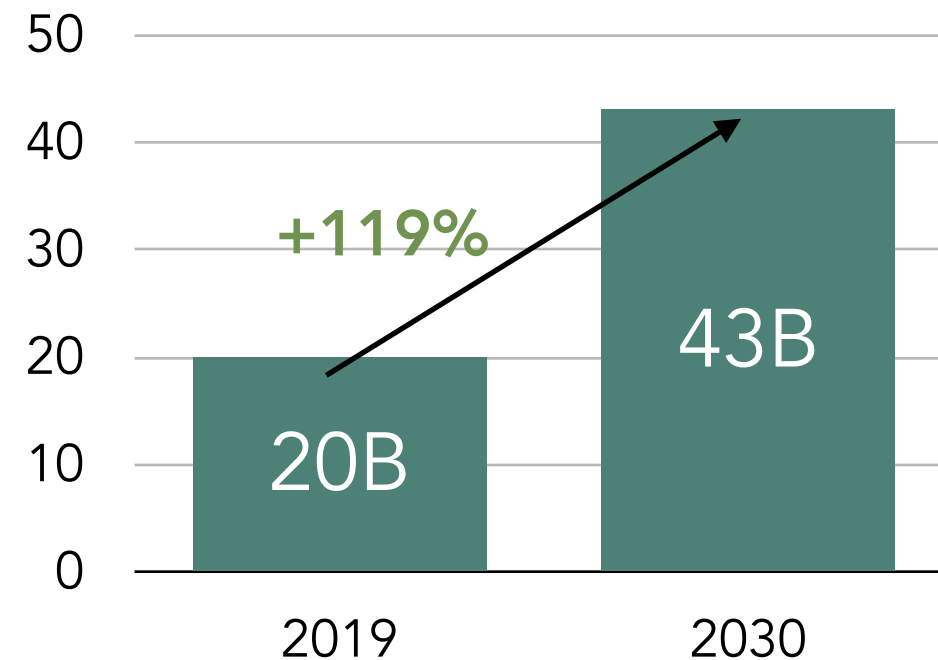
The global air quality monitoring system market is projected to grow from \$5.02 billion in 2021 to \$8.33 billion in 2028 at a CAGR of 7.5% in forecast period.



Source (link): [Fortune Business Insights](#)

Environmental monitoring market growth

The global environmental monitoring market size was valued at \$19.89 billion in 2020, and is projected to reach \$43.48 billion by 2030, growing at a CAGR of 8.2% from 2021 to 2030. Environmental monitoring involves the evaluation of the quality of the environment to control the risk of pollution.



Source (link): [Allied Market Research](#)



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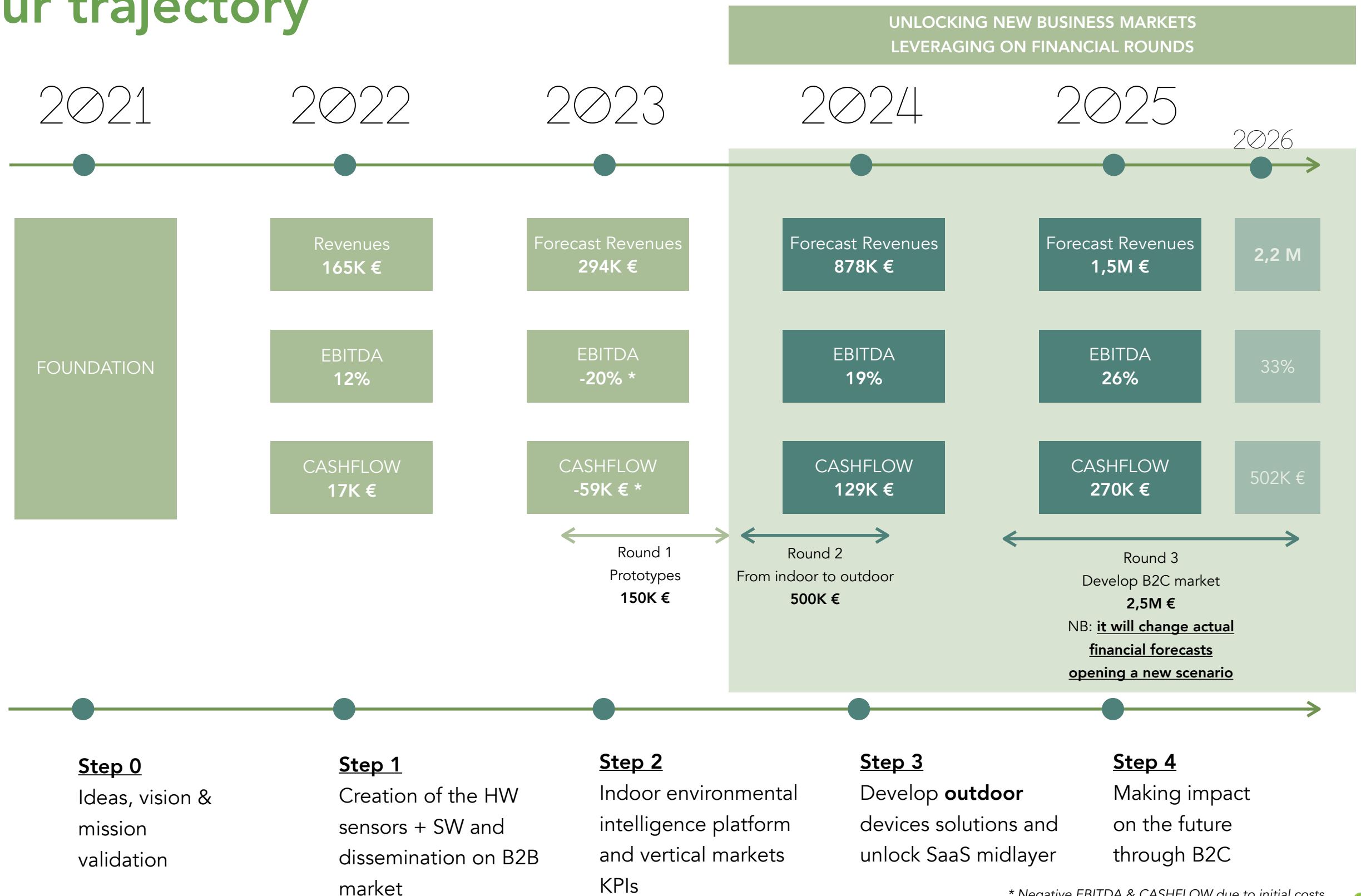
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FINANCIALS





Our trajectory



* Negative EBITDA & CASHFLOW due to initial costs inherited from investment round to consolidate prototypes and unlock new business.



Revenue streams

Actual revenue streams

FIXED
DEVICES
LICENSING

PLATFORM
& KPIS
LICENSING

Target

Companies / Business

Livestock / Farms

Revenue streams to be unlocked

SAAS KPIS

B2C VIA
PORTABLE
DEVICES

DATA SETS
PURCHASE &
CONSULTATION

Target

End users

Administrations / Policy makers / Companies



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TEAM





Team

Andrea Bariselli

Founder, CEO & Chief Scientist

Andrea Buffoli

CMO & COO

Sara Gentilini

Head of Internationalization

Alice Colombo

Administration Manager

Andrea Marchina

Neuro Scientist

Francesca Grisafi

Data Scientist PhD

Alessandra Bormioli

Communication Coordinator

Andrea Bariselli, a skilled psychologist and neuroscientist, ventured into entrepreneurship after garnering extensive experience in clinical research. His journey with neuroscience began 12 years ago when he encountered an early EEG device at a Canadian conference, sparking his ambition to extend the reach of neuroscience beyond traditional clinical settings.

In 2018, Bariselli's company, Thimus, expanded to the United States, establishing a presence in Silicon Valley for three years. This period played a pivotal role in aligning his work more closely with the intricate connection between humans and nature.

His insights into the dynamic interplay between the human brain and the natural world culminated in a compelling presentation at a [TEDx conference in Milan](#), October 2018. There, he shared his discoveries and vision, emphasizing the profound bond between humanity and nature.

Today, Bariselli embarks on a new chapter with Strobilo, leveraging technology to make a significant impact on environmental conservation and help in the mission to save the planet.



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STRENGTHS & ASSETS





Strobilo key strengths

✓ Proprietary *environmental intelligence engine & platform*

✓ Proprietary *environmental sensors*

✓ Proprietary *KPIs and predictive algorithms*

✓ Development of *custom metrics - neuroscience based*

✓ Solid experience in *data collection & analysis*

✓ Active strategic partnerships & *market readiness*

✓ Massive multi-year *neuro & environmental database*



A dark, atmospheric photograph of a path leading through a forest of tall, thin trees. The path is illuminated by a soft light source, creating a bright, glowing effect. The trees are tall and thin, with their branches reaching up into the dark sky. The overall mood is mysterious and serene.

THANK YOU