

Monitor the Planet

BUSINESS MODEL

Short description of your start-up/business idea:

We make surveying and monitoring safe and simple. We are construction, tunnelling and robotics experts, so we identified a massive problem and opportunity. The current technology has limitations that prevent professionals from ensuring high-quality deliverables, performing fieldwork just once, working in risky areas or alone, and delivering projects on time and within budget. Additionally, these limitations lead to a 33% human error rate, difficulties in recruiting skilled surveyors for 77% of contractors, and 84% of injuries causing surveyors to be absent from work. The solution is the GEOSOLVO® SELF-DRIVING ROBOTS. These robots allow technicians to operate outside the industrial site, making projects more effective. We use open, modular, and patented technology, including AdaptoSystem® technology, which enables one robot to adapt to several measurement devices and technologies easily. The robots can operate in both outdoor and indoor environments and can be easily transported in a van. There are some players in this market, and compared to them, our robots are highly flexible, satisfying both tolerance and precision needs up to 0.02 mm, with over 8 hours of autonomous driving. We worked with ENEL on a tunnelling project and discovered the following: a 40% increase in effectiveness, 90% more accurate estimates, a 67% reduction in labour shortage, and a 60% decrease in human error. These outcomes are positive, provable, and replicable for our clients. We serve a wide range of sectors including Construction, Defense, Environment, Energy, and many others. Geometric measurements are crucial for man-made structures and natural conformations, especially those subject to movement. The roadmap shows that in 2020, we launched the first version of our MecGeos® robot and a second version in 2022. Following that, we developed another robot called Juno Terrabot®, which is agile for climbing stairs because of the design. Our patented MecGeos® robot is known for its high stability and precision, making it a popular choice among customers. In 2023, We updated the AdaptoSystem® technology, which presents the modularity concept. This technology is not only removable for loading into a van, but it also adds value and operability by integrating with other sensors and technologies, thus making the project scalable. Our prototypes are market-ready, and currently, we are looking for financial support to engineer and commercialise our solutions. Additionally, we plan to establish a spin-off from the R&D department to focus on developing robotic solutions for Geomatics, including mockup projects such as artificial intelligence for real-time monitoring. Our business model is simple and scalable. We have identified 'Pragmatist' and 'Co-Innovator' customer profiles. The plans include innovative lease-to-sale technology and full services, underlined by a recurring fee for maintenance, software, and assistance.

Company Stage:

Prototype,

Company Economic sector and Industry

(max 2 answers):

Construction / Built Environment, Energy & Utilities,

Company Technology

(max 5 answers):

5G, Artificial Intelligence, Robotics, Self-driving car, Virtual reality (VR) / Augmented reality (AR),

Target market (sector)

(max 5 answers):

Automotive & Transportation, Construction / Built Environment, Energy & Utilities, Extraction of raw materials, Real Estate,

Business Model in synthesis (B2B, B2C, B2B2C):

B2B

Describe your Sales & Marketing strategy:

Intesa Sanpaolo Innovation Center SpA

PERSONAL DATA

Company name: Monitor the Planet

Country: IT

Province (Italy only): RA

City: Faenza

Postal Code: 48018

Website:

<https://www.monitortheplanet.com/>

Registered in Italian MISE Registro delle Startup Innovative / PMI

Innovative: Yes

We have developed a pre-sales plan that focuses on showcasing 'Geosolvo' at trade shows and events to raise awareness in the market about the importance of a city that is resilient to climate change and fully prepared to address its inevitable impacts, as outlined by the EU Member States by 2050. By conducting monitoring activities for territorial and infrastructure inspections, we aim to decrease the vulnerability of natural systems and enhance their ability to respond (resilience) to the unavoidable effects of a changing climate. In addition to that, we have planned other commercial activities, such as information-sharing activities targeted at both customers and the technical sales team. This aims to improve the quality of leads by providing information and raising awareness about the issue. It's hard to say exactly how many surveys are needed because many types and techniques are available. What is certain is that you don't have to buy a new technology stack to get innovative and data-driven services and technologies. Instead, you can access it as a managed service through our business model (RaaS). Whether your company is large or small, an engineering firm, or a public administration, you can choose the perfect plan that suits your needs. To our customers, we say: "Just focus on your business, because choosing the best plan for you is a decision based on your needs." It's easy because we only offer two options. To make the best choice, you can start with the 'Trial Stage' option and get the most suitable solution in just 1 day with a reliable final report. Thanks to our previous experience with 160 clients in the market, we have profiled two macro behaviours: 'Pragmatic' and 'Co-Innovator'. For the Pragmatic profile, we offer service flexibility with a robot whose use is predicted previously during the analysis phase within a schedule of multiple complementary activities, such as surveys, surveillance, topographic surveys, monitoring, and data processing. The plan for the Co-Innovator client helps them determine a fast track for innovation and achieve their objectives. We provide 'goal-oriented temporary staff' who work closely with the Production department and the Geomatic Technicians, gaining first-hand experience and transferring knowledge for the development of the robot. Both plans include a recurring fee that covers technical assistance, maintenance, software updates, and more. After 12 months, the "Co-Innovator" client can buy the implemented robot for a small fee, while the "Pragmatic" client can purchase it at market price with a negotiable margin if desired.

Describe the competitive landscape and list your competitors:

Premise. We have competitors with robotic solutions that result from collaboration between important companies: - Big Companies operating in the surveying and mapping market or the market target. - Big Robotics companies such as Boston Dynamic. Geosolvo is a robotic solution also resulting from: - 'Monitor the Planet' with experts in the market of Surveying and Monitoring. - Robotic R&D department currently within Monitor the Planet. For this reason, with economic support, we want to create a spin-off from R&D that can follow the development, production and marketing of robots for Geomatics. -- GROUND solutions on the market: + SCAR – FUGRO + ARIS II ROVER – NV5 GEOSPATIAL + TRIMBLE AUTONOMOUS ROBOT FOR CONSTRUCTION – TRIMBLE CONSTRUCTION + AXEL – CIM4.0 AND WE BUILD + IREN AUTONOMOUS ROBOT FOR INSPECTION + REPLY AUTONOMOUS ROBOT FOR SURVEILLANCE – REPLY Our robot + MECGEOS (Mechatronic for Geodetic System) + ADAPTO SYSTEM 1) Based on partnership, the competing solutions have been developed for specific application areas such as surveillance, tunnelling, mining, hydro, and construction. On the contrary, Geosolvo is a cross-market solution designed as a robotic platform open to all these areas of application. We consider competing solutions as complementary, as we can work together with them on the same project, even at the same time. 2) Our MecGeos® with Adapto System® can connect with solid instrumentation like the Riegl 3D Laser Scanner. This technology's features enable high robustness, efficiency, and safety performance, which were previously unachievable in the market. Another example is we can connect a Total Station that usually requires careful attention during manual levelling activities, a problem which we solved thanks to our patent. This openness allows us to meet various needs with a wide range, from tolerance to precision up to 2 hundredths of a millimetre. 3) Another key feature is the battery life of over 8 hours and easy replacement, ensuring mobility and flexibility in the field.

What Intellectual Property is attributed to the project? (Patents/Trademarks/Copyrights):

Monitor the Planet has a Patent registered (ITA, n. 10201900009006) for MecGeos® plus Adapto System®.

What Barriers to Entry other than formal IP has the project established?:

We confidently assert that the obstacles facing by the "Geosolvo" project are growth opportunities. - We are developing niche products. - We recognize the need to train specialized operators. - We awareness the high time and costs involved in HR training (Geomatic Technicians). Our pre-sales activities encompass informative initiatives through the non-profit association RELEVIA (www.relevia.it), which we have established to raise awareness of the significance of geometric measurements among the audience. In our expansion strategy, RELEVIA aims to evolve into a technological enabler and a HUB for freelance surveyors, thus marking the end of topographic surveying as an optional service for surveyors, an outdated notion that has dominated the Italian market for years. - We acknowledge the inadequate brand recognition (low brand popularity). While the initial version of the robot was not fully understood, the public's growing comprehension of the utility of a robot navigating a construction site, especially with the introduction of "Spot by Boston Dynamics" into the market, is a positive development. With the backing of financial support and leveraging the popularity of robots with general agility of movement, we are well-positioned to penetrate the Geomatics process automation market. By creating the Spin-off 'Geosolvo' from the R&D department, we consolidate the innovation process with an experience-driven approach, which gives the new company unique advantages based on user-experience criteria.

FINANCE & ECONOMICS

Please fill in the table below with the key financial data of your company, including Last Balance Sheet and 5 Years Business Plan.

	Currency euro			
	2023	2024	2025	2026
Revenues	312868	650729	2499063	4264662
EBIDTA	59474	467794	170715	268267

CIRCULAR ECONOMY

Circular Economy Solution: Yes

DESCRIPTION:

"Innovation in reverse engineering is speeding up the transition to a circular economy by offering Smart Digital Realities for water infrastructure and other applications that promote a circular economy, such as upgrading buildings for energy efficiency. - Geosolvo's solutions assist technicians in industrial surveying, including activities like settlement measurements and surveying of water infrastructure, electrical substations, and industrial plants. - Geosolvo solutions enable surveyors (Geomatic Technicians) to record the availability of recyclable materials and enhance material reusability. - With Geosolvo solutions, surveyors (Geomatic Technicians) can capture data from any angle, including photos, utilizing built-in cameras. They can provide valuable real-time data that can be visualized, analyzed, and shared with stakeholders."

Do you offer a solution that extends the Life of Products?: Yes

Do you offer a solution based on the use of Renewable Resources?: Yes

Do you offer a solution that improves Resource Efficiency and Effectiveness?: Yes

Do you offer a solution that uses Recyclable / Compostable Products? : No

Does your innovative technology enable Circular Economy models? : Yes

INTERNATIONALIZATION

Internationalization: Planned

Description :

The robot is entirely created and developed in Italy, but we are open to starting Geosolvo's business where the idea might be more suitable or enjoy greater demand, or to open branches for sales activities. - Global Startup 1: We intended to start the process in the United Kingdom, as it offers the best mix of cultural proximity and serves as a bridge between the Italian innovation ecosystem and other countries around the world. We have established excellent relationships with facilitators and consultants and have completed projects. - Accelerate in Israel 2: Despite the cultural differences, we explored the Central Asian market with a 2-month acceleration in Israel. Israel's technologically advanced economy, particularly in defence, construction, and the energy market, aligns with our reference market. The country also offers historical and religious sites that involve surveying and excavation monitoring, including "crane surveying". Cranes are subjected to heavy loads and continuous stresses, which can lead to wear and compromise functionality and safety. Even small geometric deviations can impact the wear experienced by other components. - Latin America: In addition to linguistic proximity, Latin America offers direct connections, such as with the Business Development Manager of RIEGL, a leading company in topographic technology that wants to present our solutions to the LATAM market. Furthermore, our client ENEL is very active in Chile in the field of energy infrastructure. - Holland: Holland is a market where our solution could be beneficial due to the geographical conformation of the territory. It could help by detecting and mapping edges, banks, and channels. - Germany: After a long and careful selection process, we were chosen for an acceleration period in Germany by Plug&Play and the Ministry of Foreign Affairs and

International Cooperation. Activities will begin in mid-September in Stuttgart. We have verified that the scheduling of this opportunity does not overlap with the timing of the activities planned with Innovit in San Francisco.

EQUITY AND FUNDRAISING

Last Post Money Valuation (if applicable): 1-3Mln

Capital Amounts Raised in Previous Rounds:
none

Current amount of Capital Seeking €:
850k

in what timeframe:
none

Pre-Money Valuation:
1.5Mln

Past significant milestones

(up to 450 characters):

2018 MecGeos® V1 2022 MecGeos® V2 - Juno Terrabot® 2023 MecGeos® V3 + modularity of Adapto System® After 160 clients and over 300 projects in surveying and monitoring we are in the business to pivot by creating Geosolvo® spin-off.

Resources needed beyond capital

(up to 450 characters):

CEO, CMO are the resources that will transfer from Monitor the Planet to Geosolvo Full-time CTO, part-time CFO, full-time Product Manager, full-time Sales, full-time Engineers and Technicians. These are part of the Geosolvo Business Plan hiring plan