

## Oraigo

### BUSINESS MODEL

#### Short description of your start-up/business idea:

At Oraigo, we have created an ecosystem consisting of a cutting-edge brain-computer interface, accompanied by an AI mobile brain application and web platform, dedicated to combating microsleeps and drowsiness to prevent accidents at the wheel and improve productivity. Our mission is to enhance road safety, particularly for B2B transport companies, with a SaaS business model.

#### Company Stage:

Commercial launch,

#### Company Economic sector and Industry

(max 2 answers):

Automotive & Transportation, Consumer Products & Services,

#### Company Technology

(max 5 answers):

Artificial Intelligence, Biometrics, Cloud Computing, SaaS, Life sciences, Biotech, Medtech, Cleantech, Micro-mobility / Smart mobility,

#### Target market (sector)

(max 5 answers):

Automotive & Transportation, Consumer Products & Services, Finance/Insurance/Payments,

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

B2B2C

#### Describe your Sales & Marketing strategy:

Here's a detailed breakdown of the strategy: **Lead Generation with Purpose:** Oraigo distributes a free questionnaire among logistics company drivers to understand the prevalence and perception of fatigue in their fleets. The goal is to gather data on driver fatigue and to raise awareness among companies about the severity and frequency of drowsiness and microsleep incidents. The company provides aggregate results after one week alongside a free assessment, which helps in building initial engagement with potential clients. **Quantifying the Issue:** We offer up to 100 devices for a two-week trial to objectively assess the magnitude of the drowsiness and microsleeps problem. This step is crucial for demonstrating the effectiveness of Oraigo's product, AiGo, in real-world conditions. **Post-trial,** a detailed report is provided to evaluate the severity of the issue, which serves as a foundation for the sales pitch. **Providing the Solution:** Based on the insights gained from the trial, Oraigo initiates the sales process. The goal is to deliver AiGo as a solution to address the identified problem of driver fatigue and microsleeps. The product is offered as a Software as a Service (SaaS), costing 15€ per week for each driver, with a 24-month contract. This pricing model is designed to align with the logistics sector's preference for operational expenditure over capital expenditure. **Marketing and Brand Awareness:** Oraigo plans to launch targeted marketing campaigns to build brand recognition in the market. They leverage digital marketing, public relations activities, and industry events to raise awareness about Oraigo and its products. The strategy includes increasing brand awareness and market presence through various digital marketing campaigns and social media platforms. **Strategic Partnerships and Collaborations:** Oraigo aims to form partnerships with logistic and insurance companies, vehicle manufacturers, government bodies, and road safety organizations. These collaborations are intended to promote the adoption of AiGo and to position the product as an industry benchmark in road safety.

#### Describe the competitive landscape and list your competitors:

SmartEve: Specializes in developing eye-tracking technology that can be used for driver monitoring. Their systems are

### PERSONAL DATA

Company name: Oraigo

Country: IT

Province (Italy only): PD

City: Padova

Postal Code: 35134

Website: www.oraigo.com

Registered in Italian MISE Registro delle Startup Innovative / PMI Innovative: Yes

designed to detect driver drowsiness and distraction by analyzing eye movement, eyelid position, gaze direction, and head position. SmartEye's technology is often integrated into vehicle safety systems to enhance driver awareness and prevent accidents. Valeo: A global automotive supplier, Valeo offers a range of products including driver assistance systems. Their focus on developing innovative technologies for smart mobility includes fatigue detection systems. Valeo's solutions might include features like monitoring the driver's state of vigilance to detect any signs of drowsiness or distraction. Mobileye: Known for their advanced driver-assistance systems (ADAS), Mobileye develops technologies for collision avoidance and autonomous driving. While their primary focus is on external vehicle sensors and cameras for environment perception, they also offer solutions that can contribute to detecting driver inattention or fatigue as part of a comprehensive vehicle safety system. These competitors represent a diverse approach to driver safety, with a focus on integrated vehicle systems and advanced sensing technologies. Unlike Oraigo's EEG-based wearable solution, these companies primarily utilize camera and sensor-based systems for monitoring drivers.

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

Oraigo's project is protected by a range of intellectual property rights, specifically in the area of patents. Oraigo has pursued patents for its technology in various regions: Existing Patents: Oraigo holds patents in Italy. Pending Patents: The company has filed for patents in several countries, including the USA, China (CN), the European Union (EU), Canada (CA), Brazil (BRA), Israel (IZ), Australia (AUS), Japan (JAP), and India (IN).

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

Diverse Brain Activity Pattern Detection: Oraigo's know-how is not limited to detecting patterns of microsleep or drowsiness. The company has developed the capability to identify a broad range of brain activity patterns. This versatility extends beyond just detecting signs of fatigue to encompass a wide array of neurological states. This ability to detect and interpret various brain patterns is a significant technical achievement and a considerable barrier for competitors. Scalability of Neural Network Design: Oraigo's neural network designs, initially focused on detecting microsleep patterns, have the potential to be adapted or expanded to recognize other brain activity patterns. This scalability and adaptability of their AI systems are a strong competitive advantage, enabling Oraigo to potentially venture into new applications and markets. Customized AI Models for Diverse Applications: The expertise in customizing AI models for different brain states, such as focus, stress, or even physiological responses like sweating or bruxism, adds to Oraigo's uniqueness. The ability to fine-tune AI models for various specific applications is a significant barrier to entry, as it requires both specialized knowledge and extensive data. Proprietary Datasets Across Different Brain States: The value of Oraigo's datasets extends to the variety of brain states they can capture. These datasets are key to training AI models for diverse applications, making Oraigo's technology adaptable and robust across various contexts. Advanced Signal Processing Techniques: Oraigo's sophisticated techniques for processing EEG signals are crucial in accurately identifying different brain patterns. Effective signal processing is central to the success of EEG-based technologies, and mastering this aspect provides Oraigo a competitive edge. In summary, Oraigo's barriers to entry are significantly strengthened by their comprehensive expertise in detecting a wide range of brain activity patterns.

**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	2027	2028
<b>Revenues</b>	0	50	708	3422	11976	45050
<b>EBIDTA</b>	0	5	70	482	3335	16269

**CIRCULAR ECONOMY**

**Circular Economy Solution:** No

**Do you offer a solution that extends the Life of Products?:** No

**Do you offer a solution based on the use of Renewable Resources?:** No

**Do you offer a solution that improves Resource Efficiency and Effectiveness?:** No

**Do you offer a solution that uses Recyclable / Compostable Products? :** Yes

**Does your innovative technology enable Circular Economy models? :** No

#### **INTERNATIONALIZATION**

**Internationalization:** Planned

#### **EQUITY AND FUNDRAISING**

**Last Post Money Valuation (if applicable):** 3-5Mln

**Capital Amounts Raised in Previous Rounds:**  
1100000

**Current amount of Capital Seeking €:**  
The ask is 3 Mln , split into an initial 1 M and an additional 2 M

**in what timeframe:**  
6 months

**Pre-Money Valuation:**  
12.5 M for the first 1 M invested, with a valuation range of 20-30 M for the additional round

#### **Past significant milestones**

**(up to 450 characters):**

Oraigo has achieved key milestones: developing a wearable brain-computer interface tested in labs, at Imola's circuit, and in real-world settings with Cab Log, showcasing significant effectiveness. They've showcased at CES, spoken at VivaTech and IFA, patented their technology in multiple countries, and created efficient, smartphone-compatible algorithms and neural networks. Notably, Oraigo has formed valuable partnerships with Cablog and Italgas, demonstrating their solution's real-world impact and potential.

#### **Resources needed beyond capital**

**(up to 450 characters):**

Beyond financial resources, Oraigo needs skilled personnel for sales and marketing to enhance brand awareness and promote road safety. Building a dedicated team is crucial for effective market penetration, highlighting Oraigo's innovative solutions, and emphasizing their contribution to safer driving practices. This strategy is essential for establishing Oraigo as a key player in enhancing road safety and driver well-being.