

S.D.S. Safety Driving Solutions s.r.l.

BUSINESS MODEL

Short description of your start-up/business idea:

Safety Driving Solutions is an innovative start-up company, based in Italy. Our goal is to improve risk management on the road, the core idea behind the development of our breathalyzer: the DRIVE-1. Unique of its kind, Drive - 1 is an innovative ethanol reading system which automatically analyses the airflow inside the vehicle cabin. No direct interaction with the driver is required. The cabin airflow is continuously monitored. When alcohol level > 0 are detected, the breathalyzer blocks the engine – starting phase only – and sends an alert notification – starting phase and marching phase - through a dedicated cloud platform My Drive - 1.

Company Stage:

Commercial launch,

Company Economic sector and Industry

(max 2 answers):

Automotive & Transportation,

Company Technology

(max 5 answers):

Artificial Intelligence, Internet of Things / Internet of Machines, Micro-mobility / Smart mobility,

Target market (sector)

(max 5 answers):

Automotive & Transportation,

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

B2B

Describe your Sales & Marketing strategy:

Our sales strategy includes the purchase of the hardware device, the Drive -1, and the annual subscription to the cloud platform services. Our marketing plan, mainly relies on B2B activities, participation to international exhibition and sponsored campaign by institutional partners

Describe the competitive landscape and list your competitors:

The breathalyzer currently on the market can be ascribed to three main categories: - breathalyzer for personal use, price range from 30,00 to 250,00 € - professional devices, such as the equipment used by law enforcement, price range from 600,00 to 3.000,00 € - alcohol interlock instruments, which are devices usually designed to be installed on board vehicles, price range from 1.200,00 to 2.500,00 €. Drive - 1, is an alcohol interlock device. All of the above require the person/ driver to breath within the instrument. Currently, Drive -1 is the only device that does not need direct interaction and reads alcohol levels automatically.

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

Drive - 1 is right now undergoing the process to obtain an International Patent

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

Our innovative technology. Drive -1 is currently the only breathalyzer that does not require direct interaction with the driver.

PERSONAL DATA

Company name: S.D.S. Safety Driving Solutions s.r.l.

Country: IT

Province (Italy only): SP

City: La Spezia

Postal Code: 19124

Website: www.sds-srl.eu

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

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 |
| Revenues | 0 | 2.850.000 | 5.700.000 | 7.600.000 | 9.500.000 | 10.450.000 |
| EBIDTA | | | | | | |

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?: Yes

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

Does your innovative technology enable Circular Economy models? : No

INTERNATIONALIZATION

Internationalization: Planned

Description :

S.D.S. will focus on on European market in 2025-2026 and on the US market in 2026-2027.

EQUITY AND FUNDRAISING

Past significant milestones

(up to 450 characters):

We were honored to receive in 2023 the prestigious Innovation America Award of the Italy - USA foundation. The award aims to valorise the innovators behind the best Italian startups. The award ceremony took place in May 2023 at the Italian Parliament

Resources needed beyond capital

(up to 450 characters):

Beyond capital, S.D.S needs strategic partnerships to enhance market reach and implementation.