



ENTERPRISE PLAFORM FOR IOT WIRELESS CHARGING



WHY NOW?

...because the WORLD is going WIRELESS!

The world leaders in the electronics, furniture, hospitality and automotive sectors are already incorporating wireless chargers in their products and venues.

„Now that both Apple and Samsung support a unified standard, [...] 2018 could actually be the biggest year yet for wireless charging.”

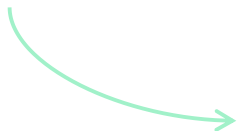
androidauthority.com, AUGUST 1, 2018



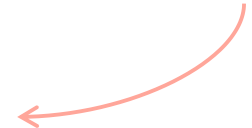
PROBLEMS

- Providing plain charging doesn't provide any value to the business.
- Custom integration of hardware with software is time consuming and expensive.
- Missing link between the offline and online marketing communication.
- Lack of tools dedicated for managing the flexible office spaces.

Offices



Retail

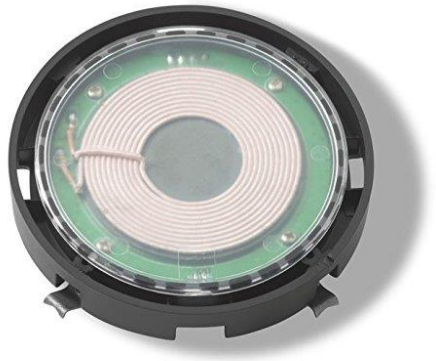


SOLUTION

Create enterprise platform for
plug & play integration of mobile
apps with wireless chargers.

WHY WIRELESS CHARGING?

...because it will motivate people to use your app!



One wireless standard for all.

No cables, no different connectors – just place the phone in the designated area.



Chargers designed for installation under the tabletops
- **protected from water and theft.**

SYSTEM INFRASTRUCTURE

Whirla allows for creating IoT networks of cloud-connected wireless chargers.
System consists of three major elements:

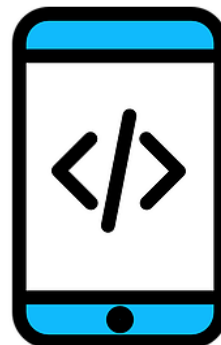
Smart chargers

- Wireless charger
- BLE communication module



Mobile app/API

- Talks with the chargers
- Communicates with the cloud



Admin panel

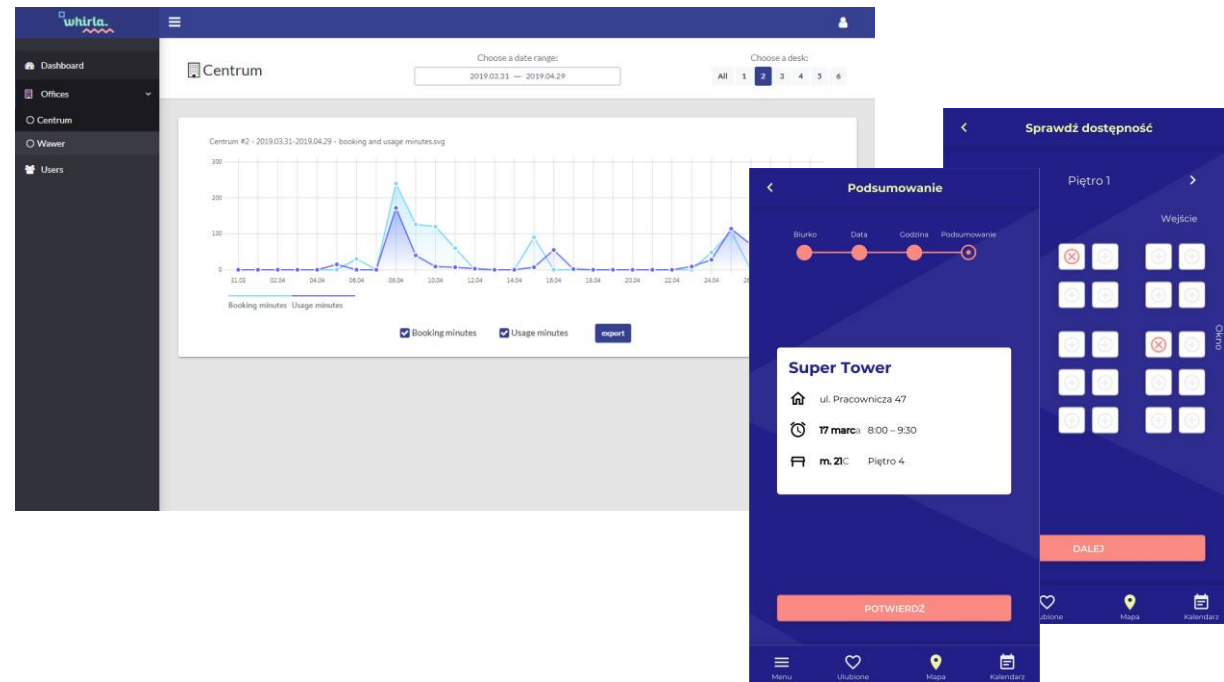
- System management
- Data analytics



USE CASES

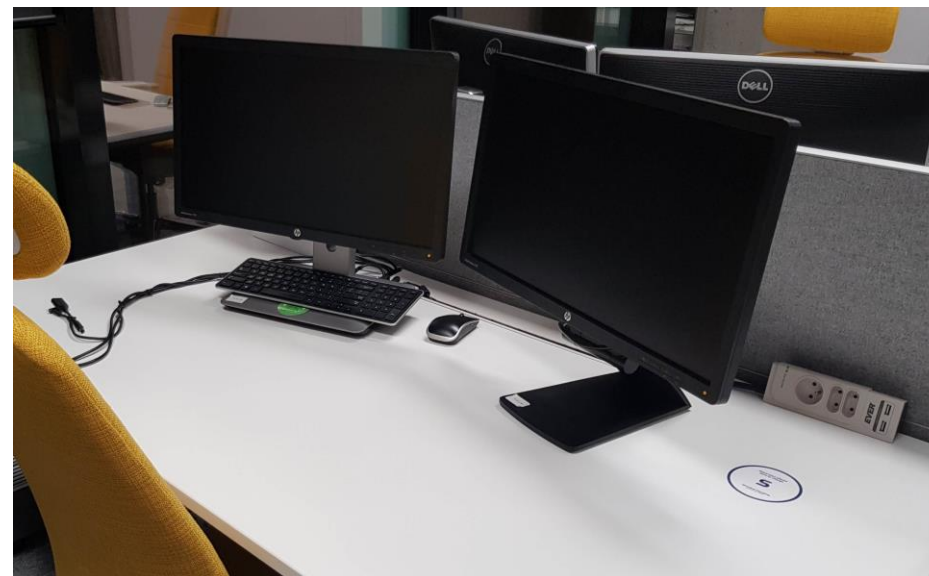


Smart
Office



A solution that allows for more efficient use of flexible office spaces.

- A system that allows to monitor the **hot desk availability** in real time.
- **One-click booking** through the app. Can be done remotely, or after arrival to the workplace.
- **Automatic check-in** when approaching the desk or entering the conference room.

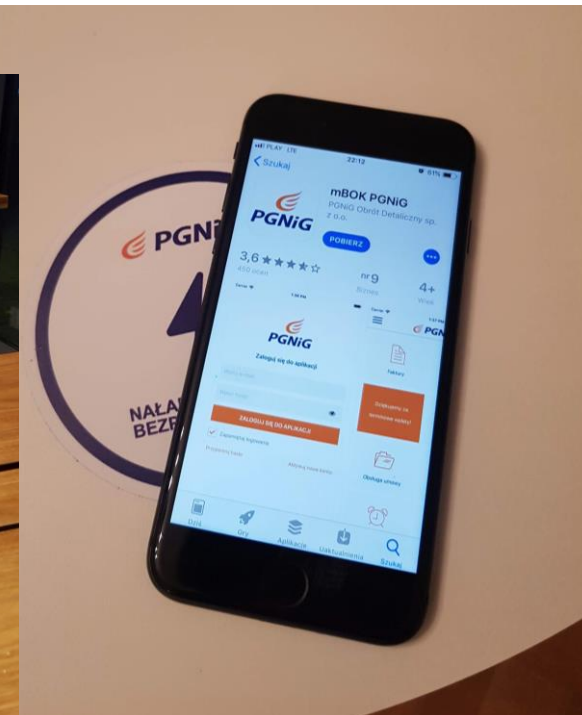
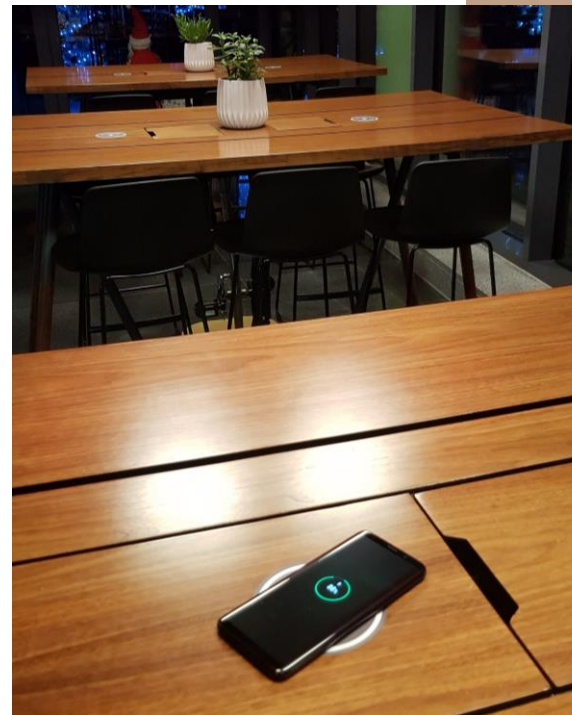




Retail & Hospitality

Whirla API gets integrated into clients app, so the user has to launch that app to use the wireless charger.

- Whirla **increases the number of downloads** of the app.
- Significantly **reduces the cost of user acquisition**.
- Helps **transferring offline customers** to mobile services.



BUSINESS MODEL

	I Revenue stream HARDWARE (net price per set)	II Revenue stream SUBSCRIPTION (monthly fee per spot)
SOHO <50 Charging spots	230,00 PLN	30,00 PLN
SME 50-250 Charging spots	210,00 PLN	20,00 PLN
LE 250-500 Charging spots	170,00 PLN	15,00 PLN

OUR CLIENTS

You can find our wireless chargers at:



WHITE & CASE



AVON

SKANSKA



We also work with:



BALMA



Whirla app works at:



OPEN'ER
FESTIVAL



Interested in Whirla Smart Office:



BGZ BNP PARIBAS



...and much more

WHAT DO WE NEED?

Since 2016 we have been **bootstrapping** - over 100 000 EUR of FFF funds was invested into Whirla.

Currently we are seeking an **investment of 200 000 EUR** for further development of Whirla platform and 18 month runway to work on:

- **Product development**

- Additional hires: 2 full time engineers

- R&D project incorporating Machine Learning

- **Marketing**

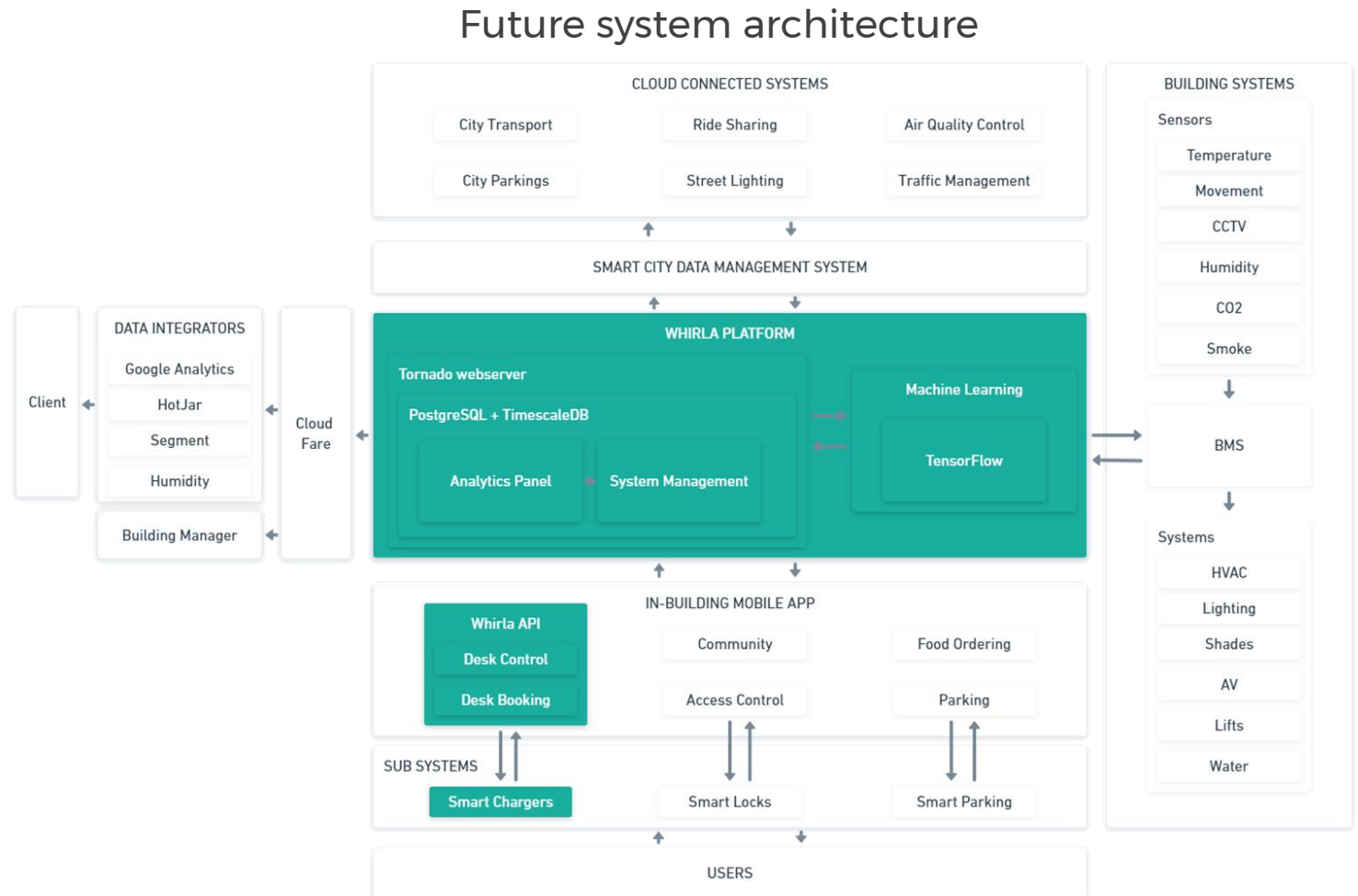
- Hire CMO

- Scale on EU and US markets

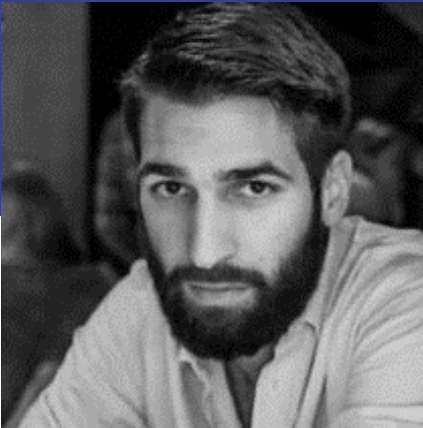
WHAT WE GONNA BUILD?

EU funded R&D Project

- Whirla platform will become an integral part of Smart City ecosystem.
- Machine Learning module will distribute office workers around the buildings and the city.
- More efficient, cheaper to maintain buildings thanks to communication with BMS.
- Cleaner, less crowded cities thanks to better data exchange.



FOUNDERS



Michał Żółkiewski
CEO

In his career as a Design Engineer led over 15 Hi-Tech projects for automotive and electronics sectors.



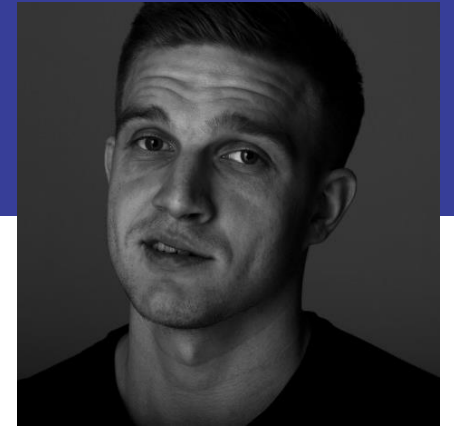
Darek Kujawski
COO

During 3 years as Product Manager at Samsung introduced over 50 new mobile products to polish retail market.



Piotr Dylczyński
CSO

Sales representative with track record of generating 4.2mln EUR of annual revenue for ACTION - largest polish IT distributor.



Bartek Młynarz
CTO

Created car booking platform for Hertz Poland, and 360° ecommerce system for MISBHV.



Thank you.

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