

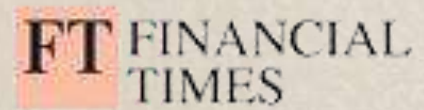
Innovation in Windows



A strategic memorandum :
co-create value with the most valuable
startup on windows



impacting together



Launching something new in the windows landscape



01. Who is Fybra
02. What is the problem
03. How we solve it as Fybra
04. What we can do together
05. Fybra in numbers
06. Meeting proposal

impacting together

Who is Fybra

Innovation in Windows

We discovered the algorithm of natural ventilation

The company is based in Milan -Italy, with offices in Hamburg - Germany



01

Italian Startup - since 2021

Spinoff of the Focchi Group (curtain wall) - founded by the Head of Innovation of the Group (now main shareholder)

02

3 International Patents

Patents in “natural ventilation” systems: IoT devices and platforms to predict natural ventilation effects into buildings. US, EU, Japan IP protection



03

130.000 daily users +
300.000 impacted



the IoT devices already impact daily more than 300.000 users, mainly in schools, offices and private houses

04

Klimahouse Best Innovation

Won 2 years in a row the best Innovation award by Klimahouse in Bozen
Also awarded by Financial Times as Global Changemaker and Best Entrepreneur 2024 by Amba association



THE PROBLEM

We live in sick buildings

90% of our time is spent indoor BUT we do not care about the air we breathe indoor
Indoor air is 5 times more polluted than the outdoor

No awareness on indoor air quality

People do not know what they breathe, but it causes 15% more diseases and also poor concentration, lower general wellbeing etc.

No one knows how to use a window

We closed ourselves in, fearing energy and warmth losses.
This lead to unhealthy indoor environments (humidity, mold, diseases transmission)



1st Problem
with windows

The window dilemma

Do not open

Open too much

V
S

Hyperisolation
Mold
Diseases
Transmission
Low
concentration
High Humidity
Voc
Concentration

Cold and
discomfort
Energy waste = high
bills
Poor indoor control



2nd problem retrofitting with new windows: humidity + mold



We do a perfect job, with high performing windows replacing old windows with lot of leakages



Yet, the user do not change his behaviour and habits

He does not ventilate enough given previous habits. Also, he's afraid of wasting energy or thermal comfort

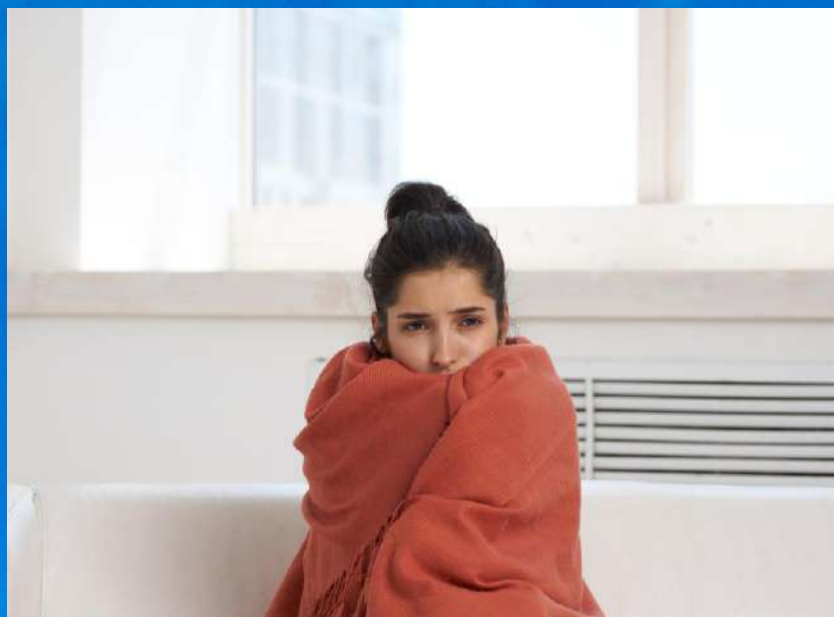


Customer call the windows provider thinking it is a "window" problem



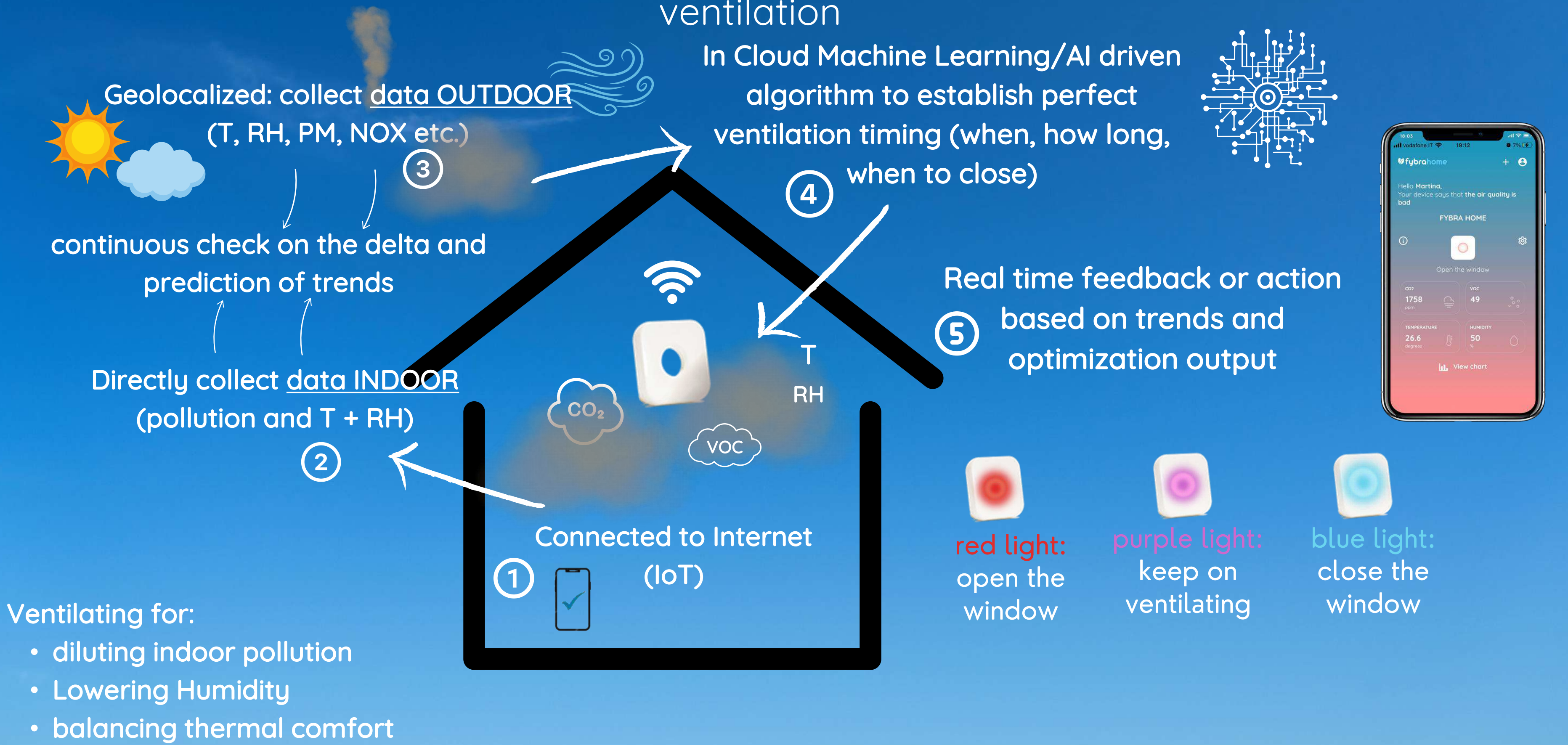
Windows dealer spends 2 to 3 visits to the customer to make direct measurements, train and educate the customer, and ease the commercial relationship

End users are not educated and buildings are not ventilated enough : a specific pain point to be solved



1 solution for all: Fybra IoT device and patented algorithms
Monitoring in real time indoor/outdoor and optimizing ventilation to improve comfort and efficiency

Fybra system: collecting data and giving real time feedback on ventilation



Fybra Home: a Plug & Play improvement



self connected to
wifi and
geolocalized



Device is shipped
to customer



collecting data
(outdoor/indoor)

Give real time
light feedback on
the best action



red light:
open the
window

purple light:
keep on
ventilating

blue light:
close the
window



Mobile app and
web app: data,
feedback and
coaching

an healthier
and happier
customer





FYBRA HOME
SMART DEVICE



AIR QUALITY COACH

REAL TIME, PERSONALIZED AI-DRIVEN GUIDANCE ON
NATURAL VENTILATION



fybrahome

Hello Martina,
Your device says that everything is fine

FYBRA HOME

You can keep the window closed

CO2 499 ppm	VOC 13
TEMPERATURE 27.5 degrees	HUMIDITY 42 %

View chart



PREVENTION

CUSTOMER EXP

HIGH VALUE
CUSTOMER

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what we can do together

3 potential
partnerships

Commercial
agreement



Private
Label



co-innovation: a new
product



what we can do together

The Smart Connected window



 fybra



Algorithm and
patent
IoT
Platform
Mobile
app
Data
Management
Humidity
control
Indoor pollution
dilution

Outdoor/Indoor
r
Energy efficiency
with natural
ventilation

Windows
production
Sales
channels
Product
mastership
Superior
brand
Scalability



 fybra

The Smart Connected window

A disruptive co-

innovation



Sensors and light feedback
(patented) embedded
in the window



- Data are collected and stored
- New services for windows sellers
- New services for end users
- Data available in database for R&D
- Different services by destination (i.e. offices, schools, houses, hospitals...)



Muffa e Condensa? Proteggi i Tuoi Serramenti

I serramenti sono ad alta tenuta, ma i clienti non aprono la finestra. Aiutali con Fybra Home!

Fybra Home combatte muffa e condensa.

- **Monitoraggio Costante:** Il sensore di Fybra Home monitora in tempo reale i livelli di umidità all'interno dell'ambiente.
- **Segnalazioni Tempestive:** Fybra Home segnala automaticamente quando i livelli di umidità superano i valori critici per un certo periodo di tempo, evitando danni causati da muffe, condense o deterioramento dei serramenti.



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fybra In numbers



- 3 international patents
- 300.000 people daily impacted
- 850k € revenue* (2024)
- Ebitda positive (2024)
- Sales in Italy (70%), Germany, Spain, US
- Internal development of software and hardware

Looking for an industrial partner for a strategic agreement

*among
distributors



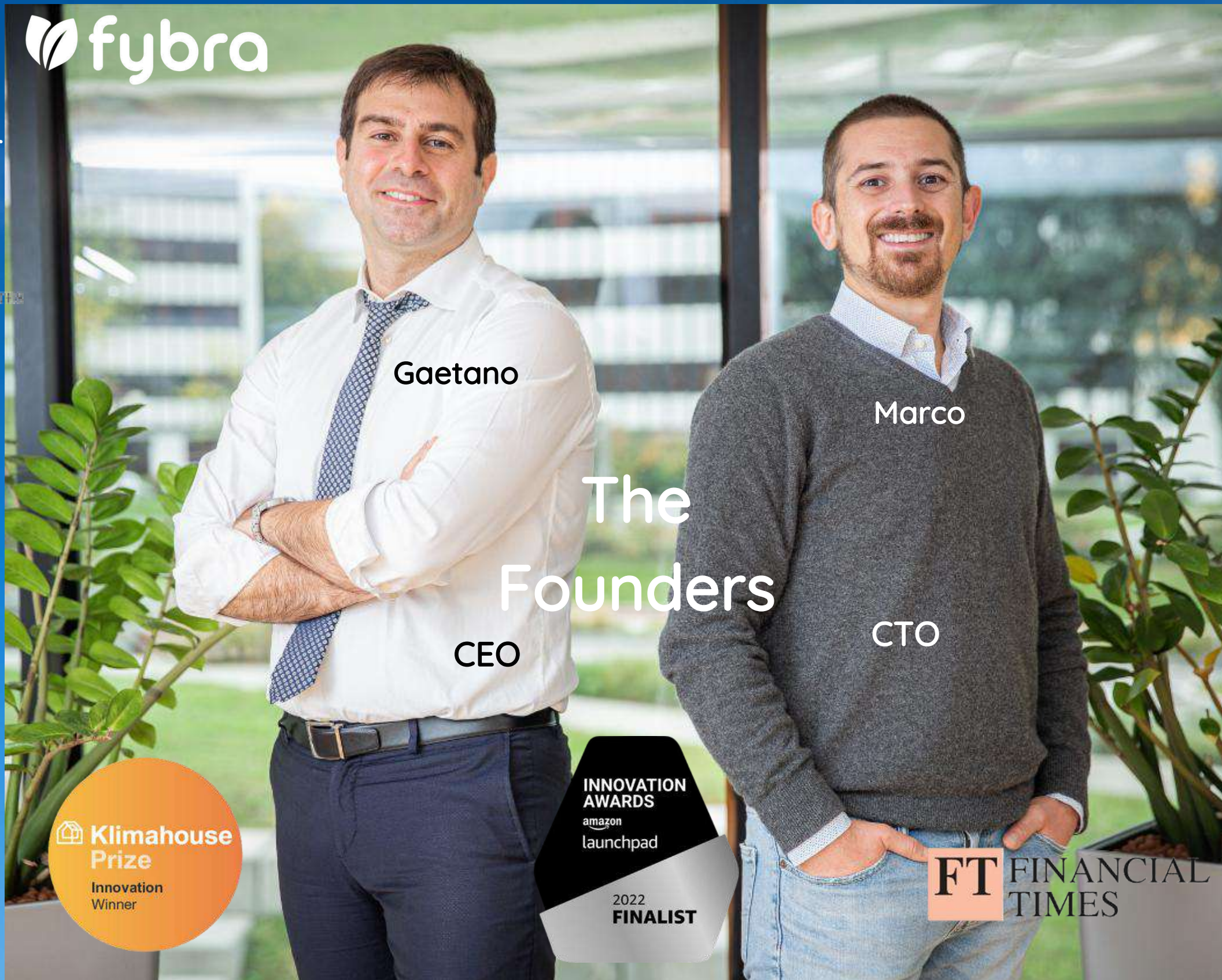
Gaetano

FT FINANCIAL
TIMES
Global Changemaker
Award 2022

ASSOCIATION
AMBA BUSINESS GRADUATES
ASSOCIATION
Global Entrepreneur
of the Year 2024

POLIMI GRADUATE
SCHOOL OF
MANAGEMENT
Best Alumni
Entrepreneur 2024
Economics -
University of London

Executive MBA
15 years experience
in Construction and
Energy Industries



Marco

CTO @Fybra

Physicist -
University of Milan

15 years experience
in Energy Efficiency

Serial
Entrepreneur (x3)

Martial Arts Black
Belt

Co-inventor

Founders own 65% of the captable and majority in board and
assembly



LET US MEET UP

We have studied a proposal for you

Giustino Lapenta

 **fybra**

+

Yo

U



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