



Company Profile

Founded: Dec 2020
 Location: New York
 Employees: 2
 Industry: PropTech / Fintech
 Technology: AI / Data
 Status: Product in the market

Team

Soner Haci, CEO / Co-Founder
 Siemens, e-on, ista
 Rotterdam School of Management,
 Erasmus University, MBA

Okan Erol, CTO / Co-Founder

Advisors

Mark Hurst
 Mary Jensen
 Rajan Kasetty
 Mark Berthiaume

Partners

NYSERDA
 Hydro Tasmania
 CIOT Energy

Financial Information

Investments: \$50k
 Monthly Burn: \$5k
 Cash Balance: \$20k
 Seeking: \$500k

Financial Support

\$50k Angel Round MARL5G
 \$10k Grant

Contact

Soner Haci, CEO
 soner@iness360.com

INESS, Inc.

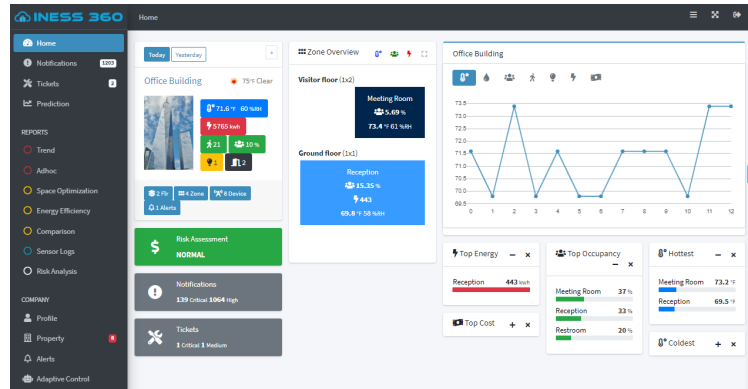
INESS: It Makes Building Sense

Problem

Large building automation and management technology companies often overlook small and medium-sized facilities, that can not afford expensive building automation systems and lack the human resources needed to operate and maintain those complex systems. Additionally, new regulations require accurate reporting on building energy performance.

Solution

INESS is a behavioral occupancy analysis system for small-medium-sized commercial properties that converts spaces into data streaming sources to develop predictive models on human behavior, usage, and indoor circumstances to help building managers optimize their operations and investments. Using sensors integrated into the structure of the building, INESS collects data which building managers can sell to an ever-increasing number of vertical sectors such as Marketing, Smart City Applications, Financial and Insurance Markets. Additionally, the data that will be created by the INESS system can be integrated into building carbon footprint and sustainability reporting.



Market

The total size of the IoT- BMS Industry is estimated to be over 45bil USD by the end of 2022. Our targets are small and medium-sized (< 50k ft2) commercial buildings without any BMS systems. Buildings that need a digital model of their buildings through special analysis and monitoring regarding human behavior, occupancy trends indoor environmental circumstances (warehouses, retail, supermarket, grocery chains, restaurants, offices, etc.) Our go-to-market strategy is partnering with Telecom, Insurance, HVAC manufacturers, ESCO companies, and Energy Utilities.

Competitors

Our main competitors are software companies that get data from automation devices and analyze that data. INESS is not focused on making smart buildings smarter, we are focused on making regular buildings intelligent and adoptive-operated buildings.

	Enlightend	BrainBox	Passive Logic	INESS
Behavioral AI	X	X	X	✓
Platform Agnostic	X	X	X	✓
Adaptive	✓	✓	✓	✓

Competitive Advantage

INESS is focused on creating behavioral AI models regarding human behavior and how those patterns are changing during the day throughout the building by converting spaces into data streaming sources. Our focus is not making another smart building technology or controlling devices remotely. INESS behavioral models and algorithms act as the intermediary source to connect the usage trends with the building management systems. That will position INESS's competitors as potential partners.

Business Model

The INESS business model is a subscription-based model.

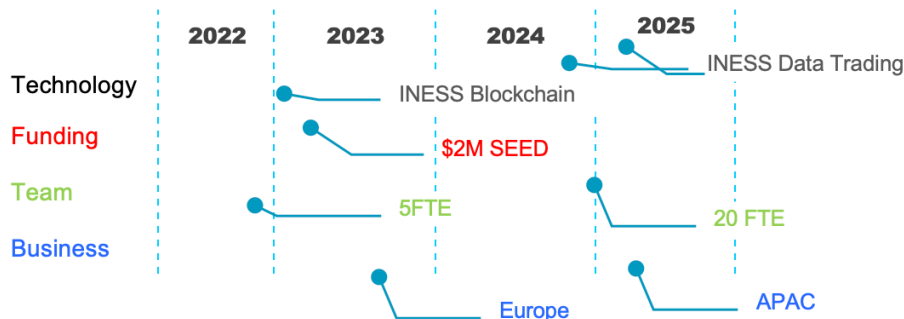
- Duration of Subscription: 3-5 years
- Monthly Fee: \$0.006 / month per ft2
- Activation Fee: \$499 – One Time
- The number of INESS data points:
- Every 300ft2

Customer Traction

As of today, we have installed over 100 INESS data sensors in 10 office, retail, grocery, and fitness chain buildings across the US, Europe, and Australia. Our customers have achieved over 15% savings from optimizing operations, space usage, and energy consumption. A partnership with Proptechits enables them to offer their clients new solutions instead of offering discounts, and allows us to gain new customers and use the network of those companies. We are partnering with Deutsche Telekom, Energy Australia, CIOT Energy, and Schneider as their official Building IoT and Proptech provider.

Key Milestones

Our main milestones are to develop the smart contracts infrastructure of INESS and create the decentralized reporting platform for carbon footprint, sustainability, and investment analysis reporting, After we raise a SEED round we will focus on scaling fast in the US and reaching 10k buildings by 2023.



Team

Soner Haci, as CEO, has been working at International companies like Siemens, e-on, ista for the last 15 years and was responsible for business development and strategy in emerging markets and technologies. He has an MBA degree from Rotterdam School of Management.

Okan Erol, our CTO, Global Strategist, Innovator, Technologist, and Global Operations with a 20-year record of achievement in Strategy Project Management, has been developing software solutions in predictive data modeling and business intelligence systems

Funding

We are raising a pre-seed round of investment of \$500k. Use of funds include sales and marketing, product development, administration, and discounts.