

# Turning IoT into ROI

The 1st IoT operating system, which enables B2B customers to build highly scalable digital services in no time.



nymea

## short profile • facts at a glance

### Company

- guh GmbH is a aPaaS (application Platform as a Service) company in the IoT industry based in Vienna/Austria.
- Founded in 2016 the company was instantly profitable and still retains a lean shareholder structure with 86% of shares being held by the founders.
- Successfully closed EUR 1 million seed funding round in 2017.

### Product

- Its product nymea is an B2B2C open source operating system for connected things.
- So far more than 25 man-years and over EUR 2 million were invested in the development of the operating system.

- nymea enables B2B customers to enter the IoT market with a minimum of risk and an unbeatable time-to-market.
- The nymea stack has a strong focus on edge computing while offering full cloud connectivity – the best of both worlds combined.



**86 % of shares**  
held by founders



**25 man-years**  
in product development



**€ 2 million**  
invested into the product

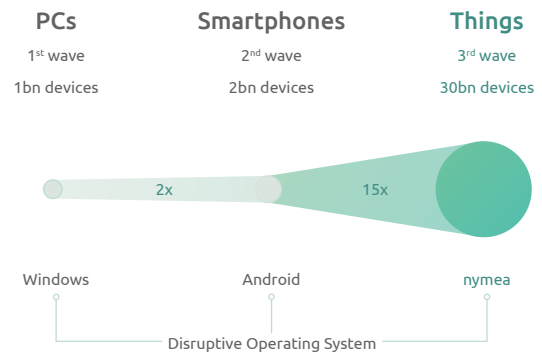
## IoT • the 3<sup>rd</sup> wave of the Internet

### Market situation

- We are in the midst of the 3<sup>rd</sup> wave of the Internet.
- Estimated 30bn connected devices by 2020.

### Market problems

- Interconnectivity loss through exponential device growth.
- High dependency on cloud and rapid growth of data traffic.
- Security problems because of outdated software.
- Difficulties in the monetization of IoT.



## nymea • full IoT stack for digital services

### nymea

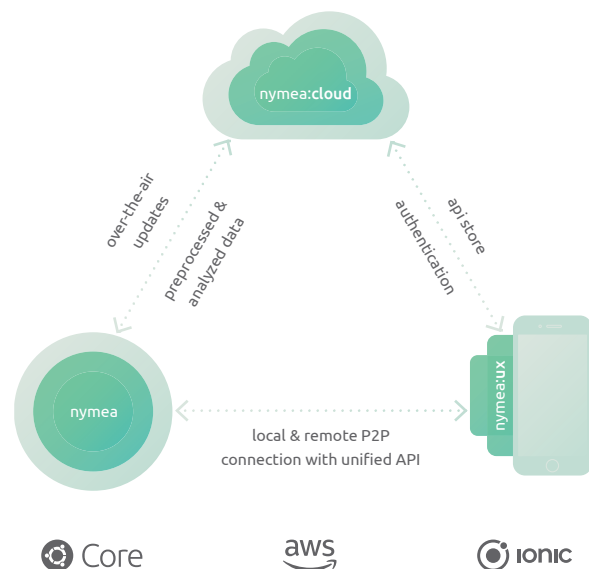
- Seamless device communication through an unified API.
- "Realtime" decisions without cloud dependency.
- Significantly increased security level.

### nymea:cloud

- Software-defined products stay up-to-date and secure.
- B2B customers can open additional revenue streams through digital services.

### nymea:ux

- Customizable apps and interfaces for customers, service staff & management.



## nymea • customer benefits

B2B customers are enabled to enter the world of IoT and can focus on their core business. They can benefit in multiple fields:



### New digital business

Additional revenue streams e.g. through subscriptions.



### Predictive maintenance

Higher efficiency and cost reduction.



### Consumer insights

Higher success rate of product launches.



### Customer relationship

Higher proximity to end-consumers.

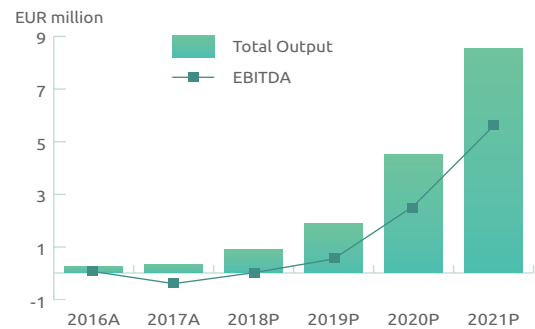
## nymea • business model

### Current business model

The subscription-based revenue model (monthly recurring) focuses on the B2B customers' need for continuous updates, providing the architecture and infrastructure to build and securely run digital businesses.

### Future business potential

Marketplace (IoT App Store) and revenue share model.



## founders & team • about us

### Founders

The 4 founders have a background in embedded systems, mechatronics, UX/UI and software development – a perfect fit for their core business.



Simon Hönegger  
CEO



Bernhard Trinnes  
CTO



Lukas Mayerhofer  
UX Architect



Simon Stürz  
Lead Engineer



Stefan Nolte  
CFO



Jürgen Ellensohn  
CMO



Luca Silvestri  
Cloud Architect



Michael Zanetti  
Backend Developer

All founders have been working fulltime on the project since 2013.

In total 13 team members are working full-time on revolutionizing IoT.

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