



# Company Profile

**Carlo Mei MBA**

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Finapp

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About Finapp

**We use cosmic rays  
to measure water**





## Mission

We were born with a very ambitious goal: to preserve Life on Earth by **saving Water**.

We to do this we want to spread a new knowledge of water content, made possible by an innovative technology, the CRNS -Cosmic Ray Neutron Sensing-, but already robust and advocated by international bodies such as the FAO.

We work for precise and digitised water management, with the aim of reducing waste in agriculture, in public water distribution, to improve efficiency in energy hydroelectric production and the safety of citizens in the face of natural disasters.

Finapp, a new way to measure water!



## Sustainable Development

**Finapp** embraces the United Nations 2030 Agenda for Sustainable Development and the Action Plan for People, Planet and Prosperity. We recognise that the eradication of poverty in all its forms and dimensions, including extreme poverty, is the greatest global challenge and a prerequisite for sustainable development. As we embark on this collective journey, we are committed to leaving no one behind.

# UN Sustainable Development Goals

At **Finapp**, we address the 17 Sustainable Development Goals and offer responses to some of them, focusing on at least of them.

- **Goal 6.** Ensure the availability and sustainable management of water and sanitation for all.
- **Goal 2.** End hunger, achieve food security and better nutrition, and promote sustainable agriculture.
- **Goal 11.** Make cities and human settlements inclusive, safe, resilient and sustainable.
- **Goal 12.** Ensure sustainable consumption and production patterns
- **Target 15.** Protect, restore and promote the sustainable use of terrestrial ecosystems, sustainably manage forests, combat desertification, halt and reverse land degradation and halt biodiversity loss.





## Vision

- **Finapp** offer solutions for a world in which the commitment to the human right to **clean water** and sanitation is reaffirmed and hygiene is improved; and in which food is sufficient, safe, accessible and nutritious.
- **Finapp** help to protect against the negative impacts **of environmental degradation, including desertification, drought, land degradation, freshwater scarcity and biodiversity loss**, which add to and exacerbate the list of challenges facing humanity. **Climate change is one of the greatest challenges** of our time and its negative impacts undermine the ability of all countries to achieve sustainable development. The survival of many societies and the planet's biological support systems is at risk.
- **Finapp** provide **monitoring solutions** that help significantly reduce the number of people affected and substantially reduce direct economic losses to global gross domestic product caused by disasters, including water-related disasters, with a focus on protecting the poor and those in vulnerable situations.
- **Finapp** work to ensure sustainable food production systems and **implement resilient agricultural practices** that increase productivity and production, help maintain ecosystems, strengthen resilience to climate change, extreme weather, drought, floods and other disasters, and progressively improve soil and land quality.
- **Finapp** contribute to **combating desertification, restoring degraded soils and lands**, including those affected by desertification, drought and flooding, and strive for a land degradation-neutral world.

About Finapp

# Traction

Our own headquarter, a team of **19 people**



## Innovation patented

1. Finapp owns 2 patents on the hardware and one patent on the measuring of SWE - snow water equivalent.
2. Granted in Italy and extended in EU, US, Canada, Brazil, China, Australia, India



## €1.4M raised in private investment

Credit Agricole Italy, Tech 4 Planet and Progress Tech Transfer invested in Finapp.



## €2.97M EIC Accelerator

Finapp has won the EIC accelerator grant to reduce production costs and expand services offered



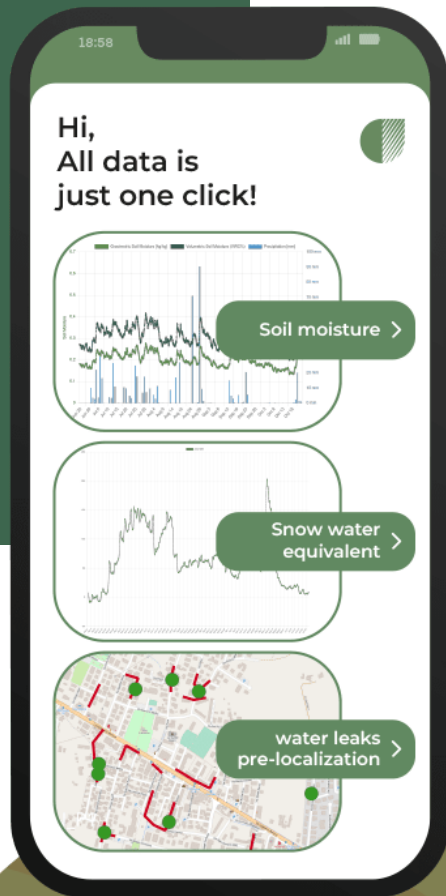
## Growing turnover

We tripled our turnover for 2 years in a row, from 90K in 2021 to 900K in 2023.

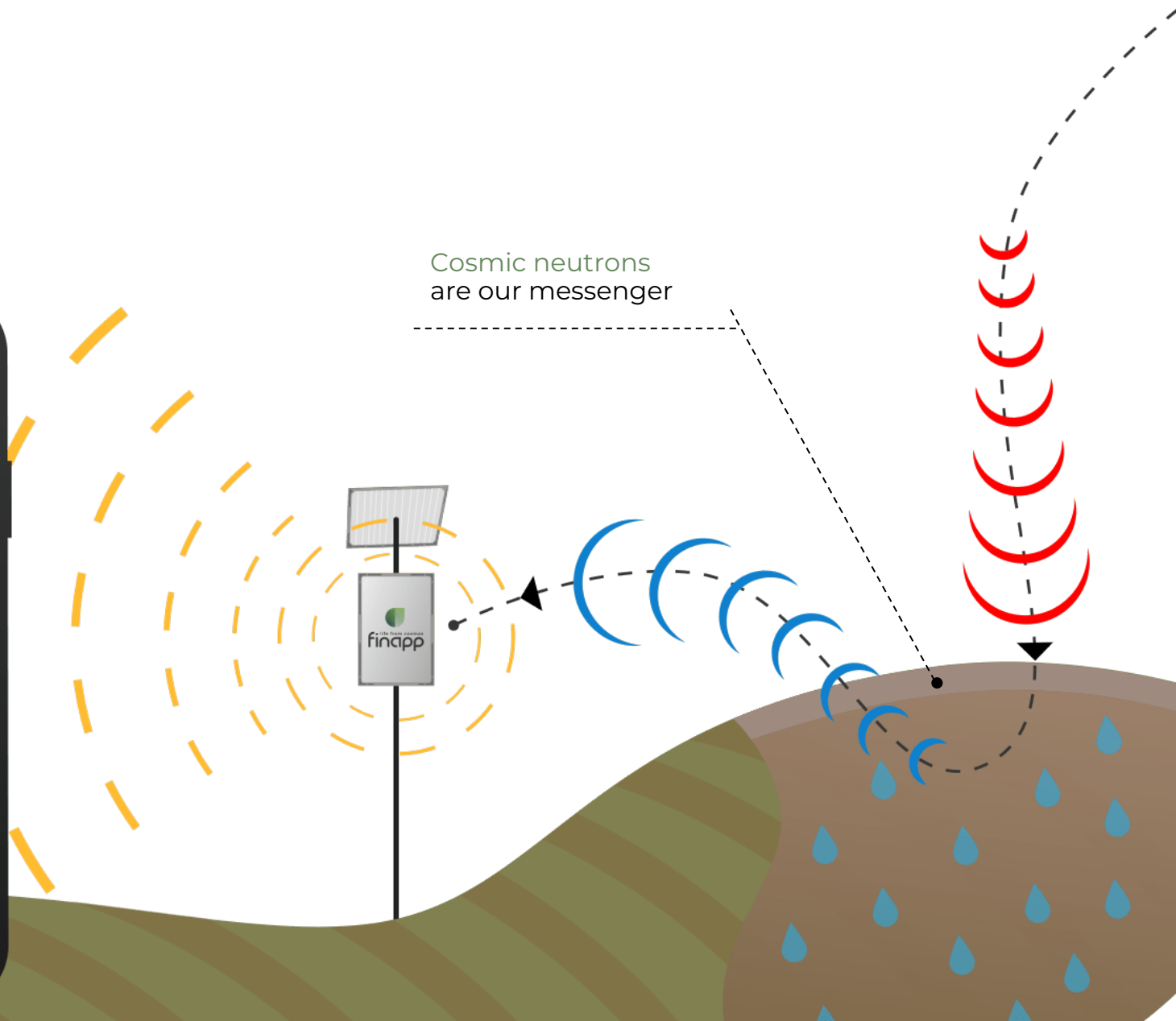


About Finapp

# How does FINAPP work?



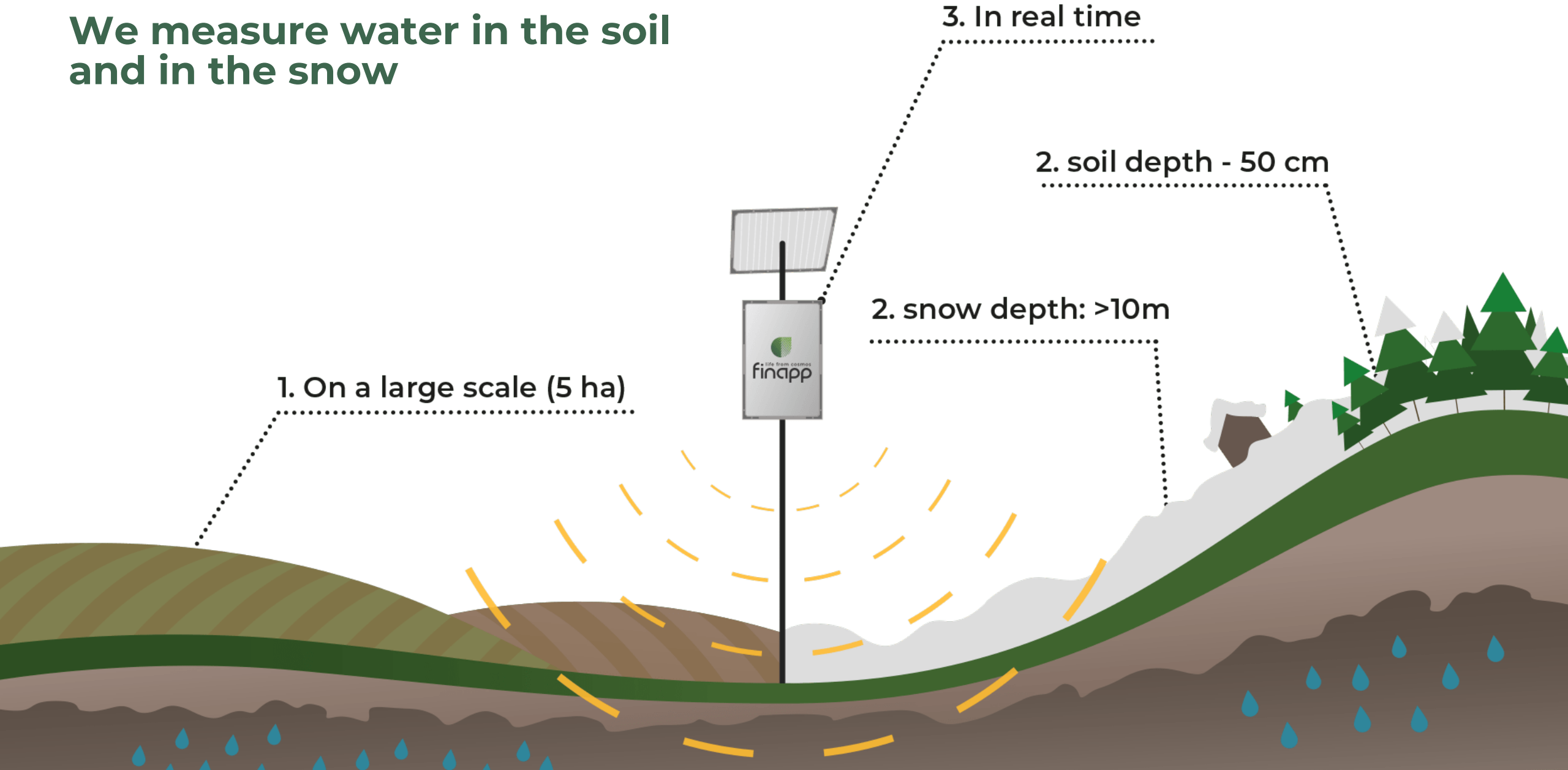
Cosmic neutrons  
are our messenger





Our distinctive advantage

# We measure water in the soil and in the snow



# The pros of Finapp

We are the first company able to transfer CRNS technology (Cosmic Rays Neutron Sensing) from the Research to the Industry.

1

Real-time data  
validated in situ  
by our probe

2

Lightweight and  
easy to install  
probe

3

Off the grid  
ready

4

Plug & Play no  
calibration  
required

5

Easy to produce  
on a large scale at  
competitive  
prices

# Markets



## Agro market

TAM: €6.5 billions<sup>1</sup>

- **Soil moisture** on field scale, soil moisture high definition **maps**
- **Irrigation advice** based on our probe
- Number of installations: 20



## Water Resource market

TAM: €250 billions<sup>2</sup>

- Forecasting **water availability** and **droughts** on large scale
- Optimizing **hydropower generation**
- Number of installations: 30



## Water leaks market

TAM: €1,9 billions<sup>3</sup>

- **Pre-location maps** of water leaks
- Up to **30 times** quicker and **3 times** cheaper than traditional technique
- Pipeline analyzed: 2500 Km



## Environmental monitoring market

TAM: €3 billions<sup>4</sup>

- Site specific **early warning system** for debris flow, flood and wildfire
- Research tool for
- University
- Number of installations: 40

<sup>1</sup>Allied market research; <sup>2</sup>Rinnovabili.it; <sup>3</sup>Allied market research; <sup>4</sup>Internal market research

# Use cases



## **Agro market** **Irrigation advice for Philip Morris (Italy)**

**Goal:** to make tobacco production more sustainable.

**How:** by installing a Finapp probe for soil moisture measurement, we developed an easy-to-use irrigation advice.

**Result:** Tobacco production up 20% with -10% of irrigated water.



## **Water resource** **SWE measurement for EDF (France)**

**Goal:** to modernize the existing CRNS probe network.

**How:** Comparing SWE measurements provided by Finapp with those provided by CRNS probes used by EDF for more than 20 years.

**Result:** Finapp's much lighter, compact, inexpensive probes provide the same data as EDF's probes. Replacement of existing probes is being considered.

# Use cases



## **Water leaks** **Pre-location with AcqueVenete** **(Italy)**

**Goal:** Comparing the Finapp service with traditional techniques.

**How:** Finapp pre-localized more than 100km of network in one working day, while it took more than twenty days with the traditional technique.

**Result:** Finapp correctly identified 75% of the actual leaks, found by excavation.



## **Environmental monitoring** **Early warning with ANAS** **(Italy)**

**Goal:** Supply site specific early warning in the field.

**How:** By installing a probe on Italy's first smart road, downstream from Cortina d'Ampezzo, Finapp provided an early warning for debris flow.

**Result:** The early warning supplied were well correlated with landslides in the area. Anas is extending monitoring along the entire Belluno - Cortina Smart Road.

# Competition

	Finapp	Point scale probes	Satellite
<b>Footprint</b>	1-100 hectares	20 cm	1 hectare – no limits
<b>Depth</b>	30-50 cm	1-100 cm	0-2 cm
<b>Real time data</b>	Yes	Yes	3-7 days of delay
<b>2D Maps</b>	20m res.	No	50m res
<b>Price</b>	6'000€	10 – 2'000€	500€ / season

## Agro Soil Moisture measurement

Soil moisture is the most important parameters in agriculture, the basis of a proper irrigation strategy. Finapp is the only company in the world able to provide in depth, real time soil moisture data at field scale.

	Finapp	Snow pillow	Snow coring
<b>Footprint</b>	0,1- 40 hectares	2 m <sup>2</sup>	20 cm
<b>Saturation limit</b>	>10'000m m	1'000 – 2'000 mm	none
<b>Real time data</b>	Yes	Yes	biweekly - hand made
<b>Accuracy</b>	+/-15%	+/-20%	+/-5%
<b>Price</b>	12'000€	4'000 – 10'000€	500€/each

## Water resource SWE measurement

Soil moisture is the most important parameters in agriculture, the basis of a proper irrigation strategy. Finapp is the only company in the world able to provide in depth, real time soil moisture data at field scale.

# Competition

	Finapp	Electro-acoustic	Satellite
<b>Footprint</b>	1-100 hectares	20 cm	1 hectar – no limits
<b>Depth</b>	30-50 cm	1-100 cm	0-2 cm
<b>Real time data</b>	Yes	Yes	3-7 days of delay
<b>2D Maps</b>	20m res.	No	50m res
<b>Price</b>	6'000€	10 – 2'000€	500€ / season

## Water leaks Pre-location supply

Finapp is 30x quicker, 3x cheaper, with similar accuracy, compared with traditional electro acoustic methods. Satellite poor performance makes this approach undesirable to a growing number of industry players.

	Finapp	Official bulletin	Traditional sensors
<b>Site specific</b>	Yes	No	Yes
<b>Multi hazard</b>	Yes	Yes	No
<b>Early warning</b>	3 days	2 days	No
<b>Real time</b>	Yes	No	Yes
<b>Price</b>	15'000€ / year	Free	100-500k €

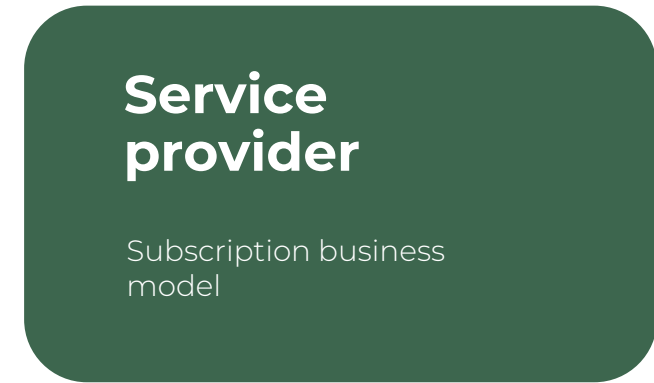
## Environmental monitoring Early warning

Finapp supply the first site specific early warning for various hazard like debris flow, floods, wildfire, thanks to the unique knowledge of soil moisture on large scale, in depth, in real time.

Business model

# Scale factor

→ Common hardware for all the markets served with a tailored post processing for each one.



Finapp is developing **high value-added services** based on the **data measured** by the probes.

### From Soil Moisture to:



1. Irrigation Advice



2. Early warning



3. Water leaks pre location





### From SWE to:



1. Inflow forecast



# Go to Market

				
	<b>Agro</b>	<b>Water Resource</b>	<b>Water Leaks</b>	<b>Environmental monitoring</b>
<b>Type</b>	Mainly B2B	B2B	B2B	B2B
<b>Client</b>	Irrigation/ farming consortium Big farming company HW manufacturer Software supplier	Hydro power company Public agency Basin authority	Water network operators	Road and railroad operators University/ research center
<b>Strategy</b>	Integration with already exiting solution	Direct sales (niche market)	Targeted partnerships to win public tenders	Direct sales (niche market)



About Finapp

# Traction



Users in **5 continents** and in each of the **4 verticals**



**180 probes** installed, **35 paying client**



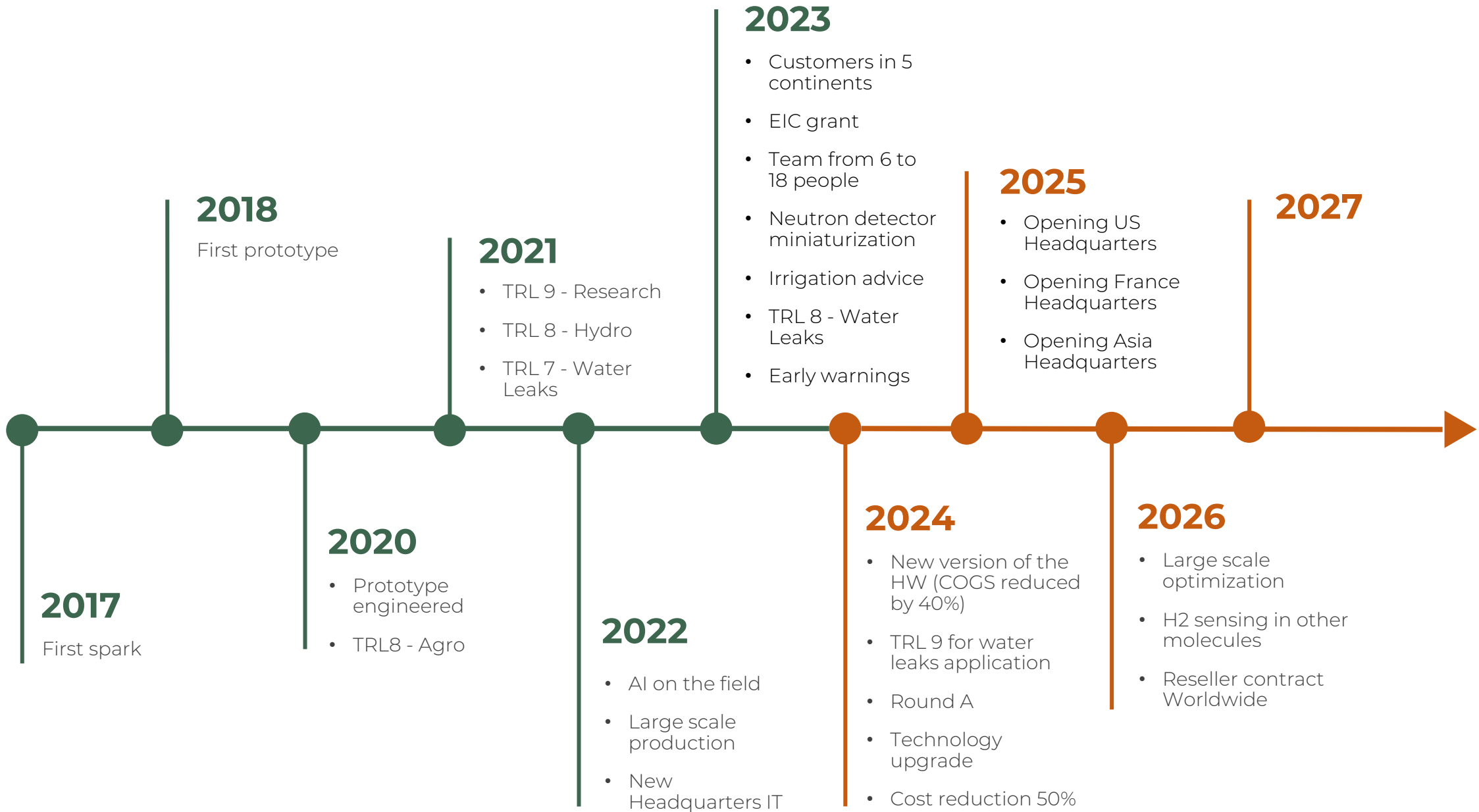
Incubated at **Le Village By Credit Agricole**, one of Italy's most prestigious startup accelerators



Only in 2023, **quoted 229 times** in newspapers and magazines, **8 radio** appearances, **5 TV** appearances



Participation in NYU's (New York University | Stern School of Business) mentorship program "**Endless frontier lab**"





## We are a team of 19 employees

- 4 Marketing/Sales
- 1 Graphic designer
- 3 R&D
- 3 Data scientists
- 1 Web developer
- 2 Production
- 2 Product Specialist
- 1 Administration
- 1 Management
- 1 Driver

## Founders



Luca Stevanato

CEO &  
technology  
mastermind



Angelo  
Amicarelli

CMO &  
entrepreneurs



Marcello  
Lunardon

PM &  
technology  
expert

We are planning to add **6 more people** to the team over the next 6 months.

- 3 Marketing/Sales
- 1 Production
- 1 R&D
- 1 Engineer



**Grazie per l'attenzione**

**Contact us**

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