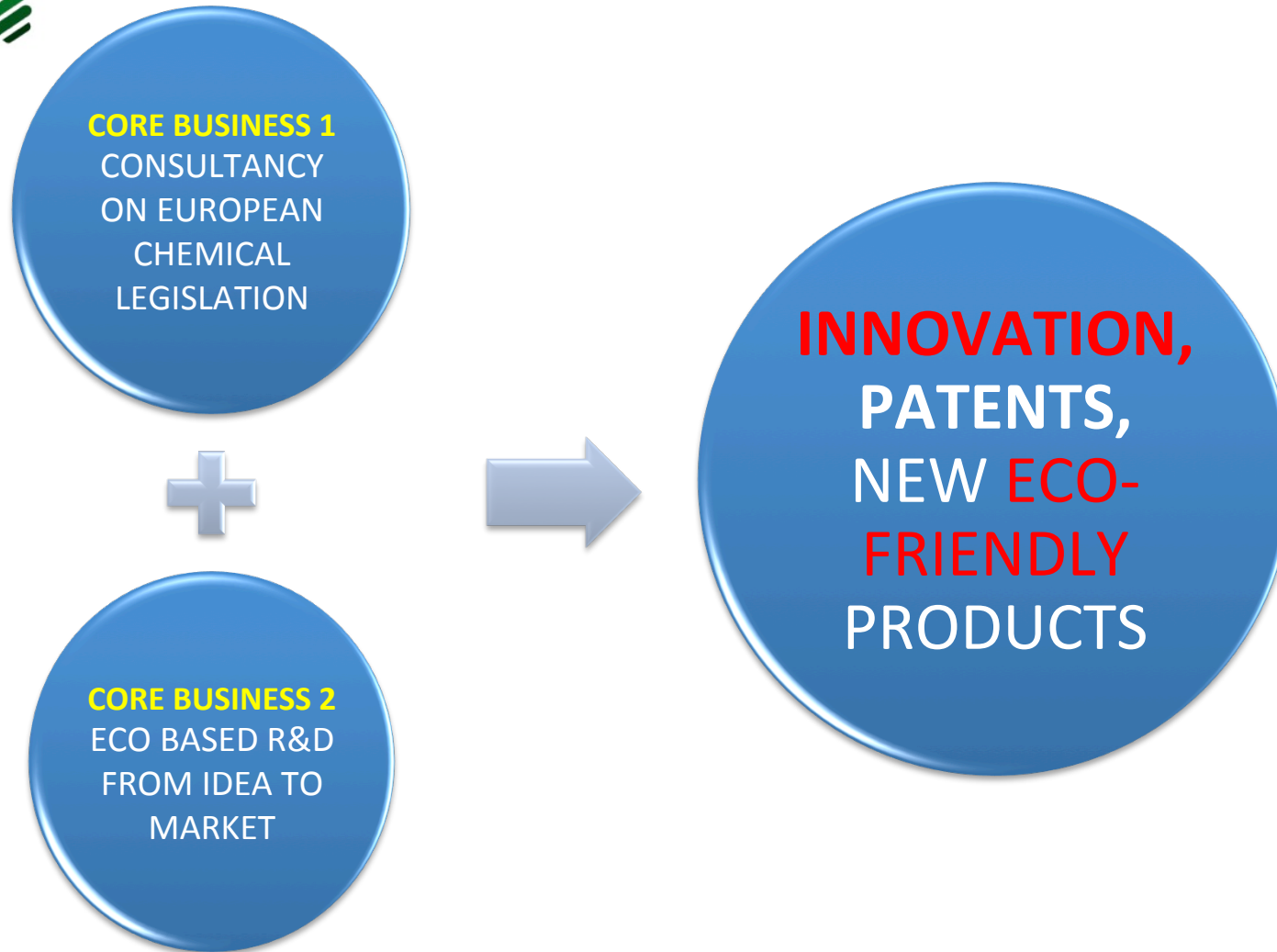




INNOVATION AND SUSTAINABILITY



THE COMPANY - CORE BUSINESS





THE NEED FOR A NEW IDEA

EUROPEAN CHEMICAL
LEGISLATION
RESTRICTS THE USE
AND **INCREASES THE**
COST OF HAZARDOUS
CHEMICALS
MANAGEMENT

COST

FUTURE **ECO-**
PRODUCTS' MARKET
SHARE WILL INCREASE

MARKET PERSPECTIVE

WHICH SUBSTANCE ARE
CONSIDERED WITH A
LOW RISK PROFILE
IN THE DIFFERENT CHEMICAL
EUROPEAN LEGISLATION
**(REACH, BIOCIDES, PPP
DIRECTIVE) ?**

**NEW PRODUCT
WITH
COMPETITIVE
VALUE vs.
HAZARDOUS
CHEMICALS**



THE SCIENTIFIC APPROACH

WHAT IS PRESENT IN THE NATURE THAT CAN BE ENHANCED AND LOCALIZED ?



The **chemical process** is a **unique** and **novel** approach to use substance in water.



FROM IDEA TO PRODUCTS

TECHNOLOGY
AND
PATENT

A **NOVEL ANTIFOULING PAINT** WITH LOW ENVIRONMENTAL IMPACT

“Bubbleboat”

FULL RANGE OF **ECO-FRIENDLY DESCALER PRODUCTS** FOR HOUSEHOLD APPLICATION



A **NEW PRODUCT** TO PREVENT AND REDUCE MOSQUITO GROWTH



THE FIRST **LIMESCALE REMOVER FILTER**

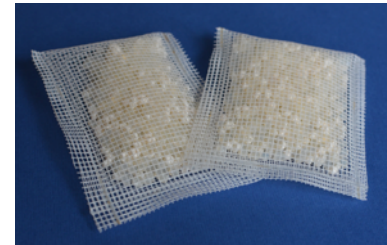




OUR PATENTS

WO2013034578 (A1) - DEVICE FOR REDUCING THE CONTENT OF POLLUTING AND/OR UNWANTED SUBSTANCES, PARTICULARLY IN WATER AND OTHER FLUIDS

A device for reducing the content of polluting and/or unwanted substances, particularly in water and other fluids, which comprises a support (2) made of polymeric material for a catalyst of the reaction of degradation of inorganic salts into gaseous substances. The catalyst, intended to reduce the energy required for the activation of the reaction and to accelerate its course, is an enzyme preferably selected from the group of lyases, the group of hydrolases and the group of oxidoreductases.



ITBO20100201 (A1) - PRODUCT FOR CLEANING SURFACES

A product for cleaning surfaces which comprises at least one superficial cleaning layer that is suitable, by sliding, to remove dirt from a surface to be cleaned. The cleaning layer comprises a plurality of fibers woven so as to constitute a net, the cavities formed by the net of fibers accommodating non-detachably solid particles that have a plurality of pores suitable to accommodate stably, by adsorption or absorption, liquids and/or mixtures of liquids and particles of dirt.



ITALIA



OUR PATENTS

WO2010145988 (A1) - METHOD FOR PREVENTING AND CONTROLLING ORGANISMS THAT INFEST AQUEOUS SYSTEMS

Method for preventing and controlling organisms that infest aqueous systems in which one or more organic or inorganic compounds capable of releasing gas are present, comprising the step of dispersing on and/or in the aqueous mass a preparation comprising enzymes adapted to catalyze a reaction of the one or more compounds that leads to the formation of gas.



EU

WO2010145905 (A1) - METHOD FOR PREVENTING AND CONTROLLING BIOFOULING ON MARINE OBJECTS

A method for preventing and controlling the formation of biofouling on an object that is immersed or partially immersed in a water environment in which there is one or more organic or inorganic compounds capable of releasing gas, comprising the step of applying to the surface of the object a composition comprising a polymeric resin and one or more enzymes or a paint or a coating and one or more enzymes, wherein the one or more enzymes are adapted to catalyze a reaction of the one or more compounds that leads to the formation of gas



USA
(LAST ROUND EU)





THE MARKET SECTORS

HOUSEHOLD
DECALCIFIER



CLEANING

ECO-FRIENDLY
ANTIFOULING MARINE
PAINT



PAINT INDUSTRY

LIMESCALE
REMOVER FILTER



ELECTRIC APPLIANCE

(washing machine, dishes machine, coffe machine, steam iron, etc..)



SOME KEY FIGURES AND FACTS

- **69 %** declare **enviromental impact is a key factor** in products choice;
- **+ 2% Market share of decalfier products** while other specialistic products are loosing market share;
- **+ 7 % Products for cleaning/ maintainace** washing dishes machine:
- **Estimated market € 700 mln** (auxiliar cleaning products)



I BREVETTI PER ARCHIMEDE

IERI

BREVETTO =
PRODOTTO
DA VALORIZZARE CON
ACCORDI DI VENDITA,
LICENZA, ROYALTIES,
ETC.....

ESPERIENZA



OGGI

BREVETTO =
CONDIZIONE QUASI
ESSENZIALE PER
VENDERE PRODOTTI
INNOVATIVI, NEL
TENTATIVO DI NON
VINCOLARE LA
TRATTIVA AL SOLO
PREZZO



WHAT IS THE VALUE OF A PATENT – KEY ELEMENT

- **Value of the market:**
- **Type of innovation:** Incremental (miglioramento dell'esistente) or Disruptive (completamente nuovo);
- **Capacity of the Company** to penetrate the market;
- **Value assigned** by the customer;
- **Fear** to change from tradition to novelty;

QUANTO VALE UN BREVETTO ?



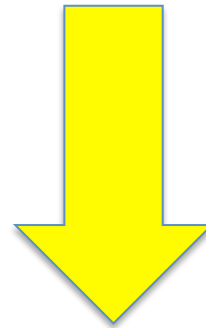
- PER LA NOSTRA AZIENDA IL VALORE E' ALMENO PARI ALL'INVESTIMENTO EFFETTUATO;
- PER I CLIENTI E' PARI ALLA CAPACITA' DELL'INNOVAZIONE DI GENERARE VALORE AGGIUNTO;
- PER GLI STAKEHOLDERS (AMBIENTE CHE CIRCONDA L'AZIENDA): NON CHIARO





LE NOSTRE SCELTE

INSERIRE A BILANCIO IL VALORE DEL BREVETTO PER UN VALORE PARI ALL'INVESTIMENTO (RICERCA + COSTI BREVETTUALI);



QUALE SAREBBE STATA
L'UTILITA' DI ASSEGNARE AL
BREVETTO UN **VALORE DI**
MERCATO ?



VALORI DEL BREVETTO

- **ECONOMICO-FINANZIARI:** AD OGGI, FORSE CAUSA LA NOSTRA DIMENSIONE ED INESPERIENZA, NON NE ABBIAMO TROVATI;
- **STRATEGICI:** HANNO PERMESSO AD UNA START UP DI PRESENTARSI AL MERCATO DI RIFERIMENTO



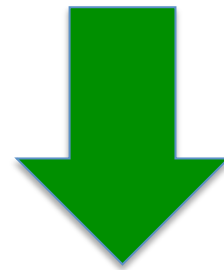
CRTICITA' DI UN BREVETTO

- **ELEVATI COSTI** DI OTTENIMENTO E MANTENIMENTO;
- **NO FONTI DI FINANZIAMENTO NEL NOSTRO SETTORE (CHIMICO)** PER IL PERCORSO BREVETTUALE;
- IL BREVETTO ASSUME VALORE SOLO PER IL PRODOTTO CHE PROTEGGE E NON COME INNOVAZIONE;
- VALORIZZAZIONE DI UN BREVETTO:
 - ELEVATI COSTI DI PERIZIA;
 - **INCERTEZZA SULL'UTILITA' DELLA PERIZIA:** A COSA MI SERVE ?



RINGRAZIAMENTI

SERVIZIO DI VALUTAZIONE DEL POSIZIONAMENTO
COMPETITIVO DEL PORTAFOGLIO TECNOLOGICO
BREVETTATO DI UN'AZIENDA (PROGETTO
COORDINATO DA UNIBO-ASTER-UNIONCAMERE ER)

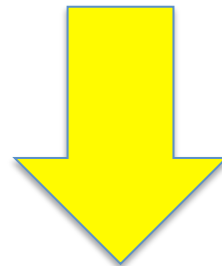


SE FOSSE STATO PRESENTE QUANDO SIAMO NATI, CI
AVREBBE AIUTATO A COMPRENDERE / CONFERMARE LA
NOSTRA ANALISI DELLE PRIORITA' NEL PROCESSO
INNOVATIVO



RINGRAZIAMENTI

**UNIONCAMERE;
ASTER**



PER AVERCI DATO LA POSSIBILITA' DI
RACCONTARE LA NOSTRA PICCOLA E BREVE
STORIA



OUR BRANDS



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THE COMPANY



**THANK YOU FOR
YOUR
ATTENTION !**

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