



Executive Summary

OP **e** **N**
YES



What we think

We wish to manifest the Internet in our everyday lives.

The Internet of Things will make our lives smarter and tear down our limitations – no longer we will be forced to live our lives and experience our world from a single place, from a single point of view.

So we have developed a product capable of letting the user grow and making it so that he may use technology to satisfy his needs and live better.

The technology is ready, the majority of the users isn't yet.

This is for two reasons:

- after every great revolution there is a time during which people must assess their new surroundings and get used to them;
- secondly there are not yet enough truly smart objects on the market.

The open source movement plays a fundamental role in this revolution.

We do not just think differently ... we realize diversity!

WE WANT TO LEAVE OUR MARK

What we do

OPEN-EYES is a ready-to-use HW platform for access control in Embedded Linux environment to create new services and ad hoc solutions.

It is a ready-to-use product accelerator, not a demo board, but a fully functional engineered platform that facilitates the introduction of modern technologies (e.g. AI).

It can have multiple applications, it can be used in:

- **Industry 4.0** to manage product lines and collect data in edge
- **Retail** to allow payments with facial recognition and to provide your customers with a refined user experience
- **Receptivity** both extra-hotel - for example B&B - or in offices/communities to receive guests and manage staff
- **Smart Home** to take care of your home and especially your loved ones, with particular attention to people with fragility who live alone.

Thanks to OPEN-EYES' open source architecture, everyone can improve it and add new features, making it:

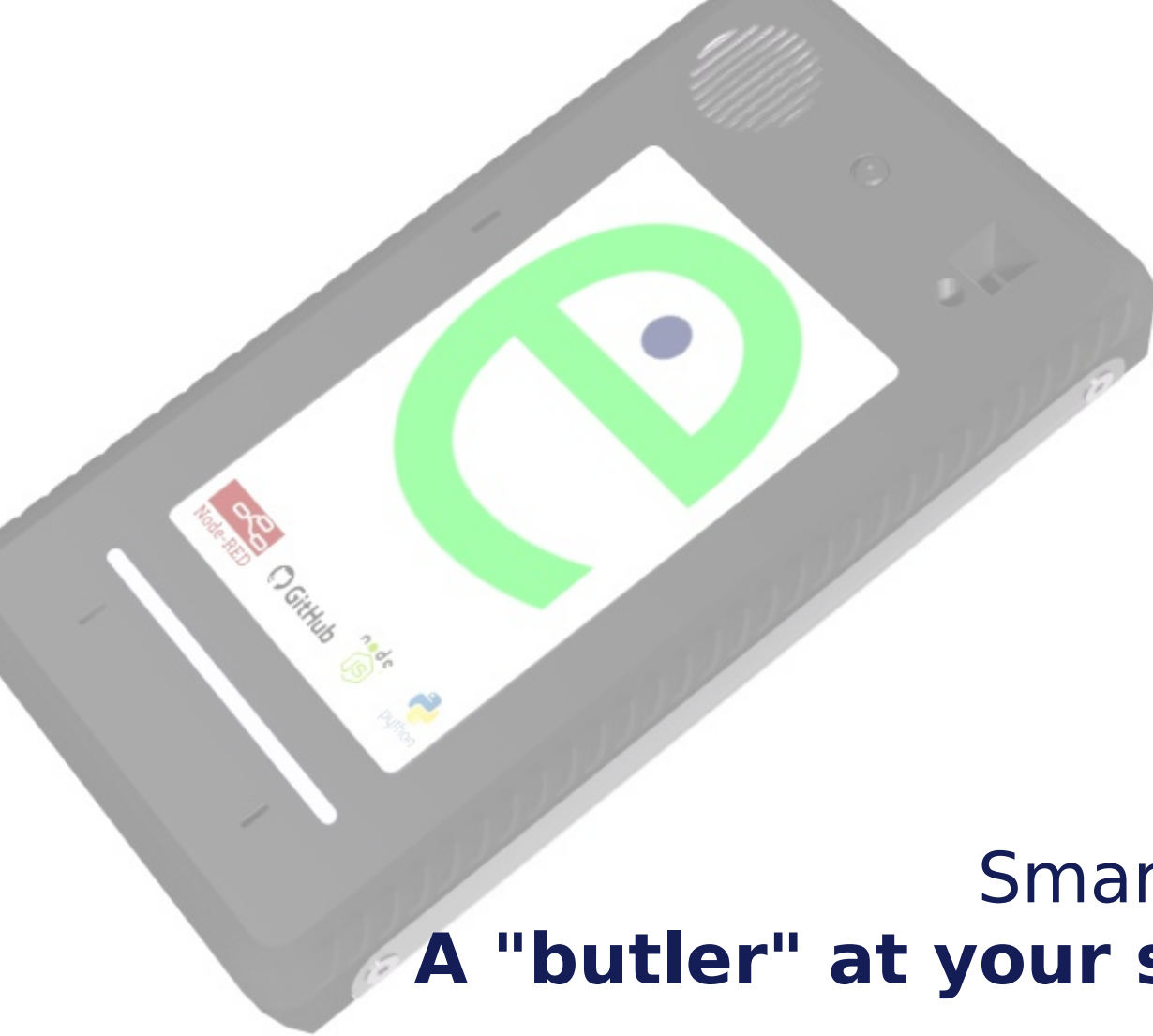
- safer
- more reliable
- constantly evolving
- while also avoiding vendor lock-in.

The expert user will develop his own applications with any programming language and will be able to share them free or for a fee with the community.

Less experienced users will access the Marketplace and download the application they need, just like they do now with smartphone apps.

In both cases OPEN-EYES will satisfy specific, heterogeneous and personal needs of the user

It's the tool through which value-added services can be made usable / delivered capable of satisfying even needs that are not yet there or that are not satisfied.



Smart Home A "butler" at your service

*OPEN-EYES,
THE SMART VIDEO INTERCOM THAT YOU CAN "APP-GRADE"
LIKE YOUR SMARTPHONE*

OPEN-EYES allows your home to SERVE you, it is a flexible platform, connected to your smartphone: it is much more than just a doorbell.

It allows you to be present when you are needed, wherever you are.

It allows you, for example, to take care of an elderly parent who lives alone and far away, to manage your four-legged friends, to receive parcels in your absence or if you have a B&B to give a unique experience to your guest.

Become a real domus manager, a hub of smart objects present, dialogue with Smart Home Speakers: providing a cutting-edge user experience.

It adapts to your SPECIFIC needs: activating the necessary services; services that grow in number and capacity, satisfying new needs.

How we do it

BUSINESS AND REVENUE MODEL

We mutuate the app-based approach of Android and IOS platform on a smart, open source object.

Therefore not just the hardware platform (videodoor phone), but also and most importantly, services.

The value-added service is the answer to the specific, very personal needs of each individual user.

We put great emphasis on services for the silver economy, to help caring for our loved ones, our home or our business remotely, but we also developed services for B&Bs.

We will let the community decide whether to share the services they develop either freely or under payment.

MILESTONES

Incubated in Digital Tree, Genoa's AI incubator

Selected for Rome Maker Faire 2018 and 2019

Selected to represent Liguria Region in SMAU Milan 2018 and 2019

Deputy for Small Enterprise in Genoa's CONFINDUSTRIA EL.I.T section

Part of the Assintel Artificial Intelligence work group

Why we are different

OPEN-EYES as a product accelerator could have multiple applications and therefore markets, here we take the video door phone market.

OPEN-EYES is a ductile, flexible and malleable platform, it is a tool to provide services that also anticipate the needs of the user. It is always new and different.

Based on the Raspberry CM3 compute module, making good use of the rich resources within the Linux and Raspberry communities.

Another important aspect is the only one that can support multiple video conferences.

It is native IP, works in Edge computing, is truly interoperable with other intelligent objects and becomes a hub. It uses new technologies, we think about AI to do facial recognition.

OPEN-EYES introduces the concept of value added service on a Smart Home object.

- Edge intelligence
- Embedded Linux
- Real interoperability, security, flexibility
- Extreme customization
- Ease of installation and use without "intermediaries"
- IP native
- **SERVICES (add value) CUSTOMIZED by the user**

IT IS NOT DESIGNED TO PERFORME TASKS
ESTABLISHED BY THE MANUFACTURER
BUT ALLOWS THE USER TO BE ATTENDED BY
HIS OWN SMART HOME/SMART BUSINESS

Who we are

ALESSANDRA CISLAGHI

Founder & CEO



alessandra.cislaghi@open-eyes.it



338 84 52 560



<https://www.linkedin.com/in/alessandra-debora-cislaghi/>

Curious and open to everything new. Extremely profitable and interesting work experience in the 90s (... almost one or two lives ago) as personal assistant to the CEOs in various companies (A.C. Nielsen, Computervision, Schering-Plough), then as mother and "peasant" by choice.

I feel the need to rethink myself as a complete person and not just as a mother. It is a challenge that makes me want to learn new things and value the input received from my previous work experience. OPEN-EYES makes me feel eighteen again!

MASSIMILIANO NEGRETTI

Founder & CTO



massimiliano.negretti@open-eyes.it



338 59 00 424



<https://www.linkedin.com/in/massimiliano-negretti/>



I have been married to Alessandra for 27 years and have two sons, Davide and Andrea.

For 30 years I have been involved in the development and design of telecommunications equipment. I still belong to the generation that with a "humble" high school diploma in electronics and telecommunications could think of being able to work and grow professionally. I became Research and Development Director for one of the historical, but alas now rare, Italian telecommunications companies. The devices designed by me are used by the major national players (TIM, Selta, Enel, SNAM gas network, etc.).

I love building, hence the crazy but uplifting experience of renovating our farmhouse and building anything that can help us live better; and here comes OPEN-EYES, the IOT startup that does not propose to solve all the problems in the world, but to improve your everyday life!

I transformed my interest and my passion into my job.

Who we are

DAVIDE NEGRETTI

Founder &
Marketing Manager



davide.negretti@open-eyes.it



366 17 52 81 82



<https://www.linkedin.com/in/davide-negretti-952688168/>

Class of 1999, classical lyceum diploma, currently studying Aerospace Engineering at POLIMI.

Creator of OPEN-EYES, a smart, open source video door phone with added value services.

Curious and anticonformist, I am the "voice" of OPEN-EYES, especially when that voice must be speaking English!

I'm taking care of marketing and this experience is enriching me, impelling me from the regimented life at school into the new and exciting world of IoT startups, a world where you must learn and change every day.

With OPEN-EYES, I am investing on my future...and it helped me discover that my parents aren't so old! They've got cutting-edge ideas!

UNITED IN LIFE AND IN THIS MARVELOUS ADVENTURE!

LET'S CHANGE OUR WORLD
with
IoT

OPEN
YES

info@open-eyes.it

www.open-eyes.it

