DAMIDU

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Electrical Engineer

PRYSMIAN - LV PRODUCT MANAGER

Past:
ASTON MARTIN - Hybrid Powertrain responsible - UK
MASERATI – HV Battery responsible - IT
NIO/NEXTEV – ES8 Formula E Project Manager – CN
SC POLITO – SCXV Technical Director – IT

Academic:
Startup Training - Bocconi
Master Race Vehicle Engineering – Alma Mater Bologna
MSc Electrical Engineer – Polytechnic of Turin
BSc Electrical Engineer – Palermo University

Institutional:
G20 Young Italian Ambassador 2019 – G20 Japan

Problem Statement

The logistics and transportation industry is evolving at an unprecedented pace, driven by the need for efficiency and precision. Fleet operators and logistics managers must have a deep understanding of their vehicles to minimize downtime, prevent service disruptions, and optimize operations. Yet, today, there is no reliable way to gain real-time insights into a vehicle's health and predict its future performance. This lack of foresight leads to costly breakdowns, inefficiencies, and lost revenue opportunities. Meanwhile, the new European Transport Directive mandates advanced tracking and monitoring systems.

Learn More at www.damidu.com

01 No predictive monitoring

02 Regulatory pressure

03 Unplanned downtime

04 Operational inefficiency

Market Opportunity

Leveraging the new European Directive (EU) 2023/2661 on Intelligent Transport Systems (ITS), we have the opportunity to enter a market that will soon mandate such systems. By offering a solution more innovative than those currently available, our system will not only comply with regulatory requirements but also address the previously mentioned challenges.

Europe Vehicle remote diagnostic market

Valued at $1.63 billion in 2022, forecasted to reach $6.00 billion by 2033, with a CAGR of 14.4% (2023–2033).

1.63 B$ - 2022
6.00 B$ - 2033

source

Global Commercial Vehicle remote diagnostic market

Estimated at $3.5 billion in 2023, expected to grow to $9.2 billion by 2032, with a CAGR of 11.5% (2023–2032).

3.5 B$ - 2023
9.2 B$ - 2032

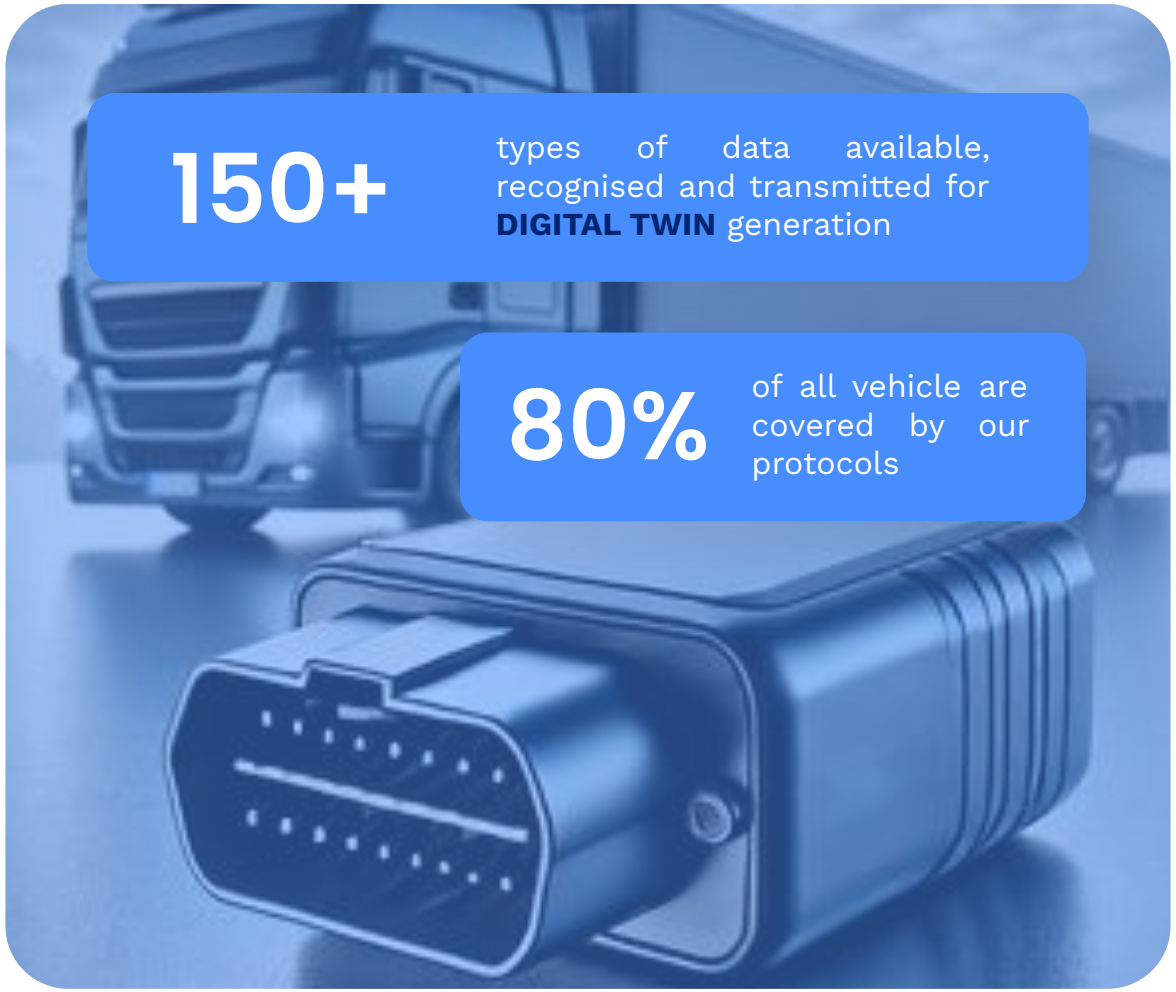
source

Global Vehicle remote diagnostic market

Valued at $9.48 billion in 2024, projected to reach $22.64 billion by 2030, with a CAGR of 15.6% (2024–2030).

9.48 B$ - 2024
22.64 B$ - 2030

source



Solution Overview

OBD II, J1939 or NMEA 2000

Same devices able to communicate in all standard protocol to accommodate light, heavy and maritime transport.

BLE, WIFI and Satellite GSM

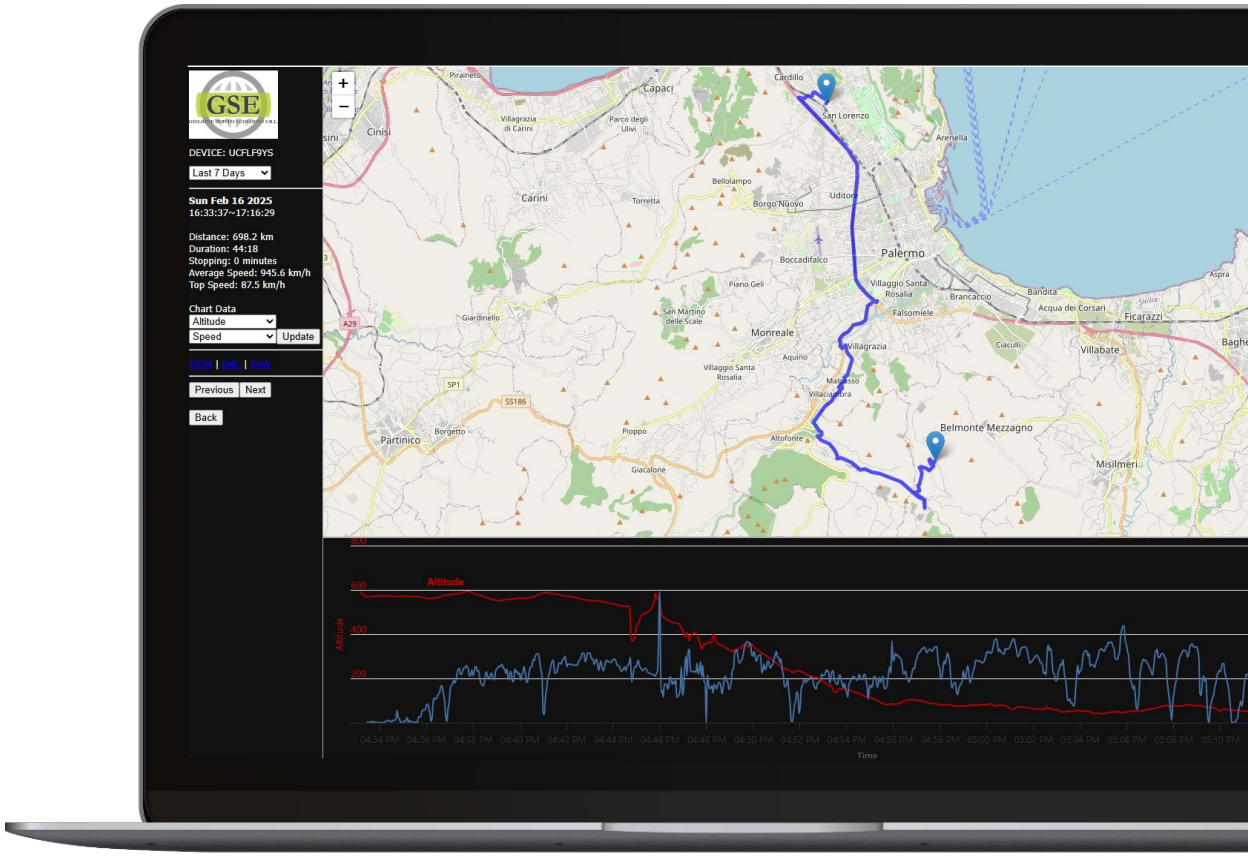
Three time of connectivity for all different requirements. Satellite for maritime transport and border crossing.

Digital Twin creation

All data are collected in a cloud and translate in a digital twin of the vehicle for prognostic and tracking.

Product Features

- Real time tracking
- historical data storage
- AI algorithms for Digital Twin creation



Pricing Strategy

Regular

Complies with the R.E.N.T.R.I. Directive by providing tracking data and essential vehicle information.

$349,99/device
+
$9.99/month

Advanced

Offers enhanced insights into vehicle conditions using AI, while fully adhering to the Rentri Directive.

$349,99/device
+
$29.99/month

Platinum

Delivers bespoke digital twin creation on request for more complex projects.

On request

Value Proposition

We provide an innovative predictive monitoring system that enables fleet operators and vehicle owners to prevent failures, optimize maintenance, and comply with new EU regulations effortlessly. With our solution, fleet managers and vehicle owners can increase efficiency, reduce costs, and ensure maximum reliability in their operations.

200+

Data collecting and analysis

Regulatory Compliance

Meets the latest EU transport regulations for vehicle monitoring and tracking.

Roadmap

2026

Proof of concept towed by ED (EU) 2023/2661

2027

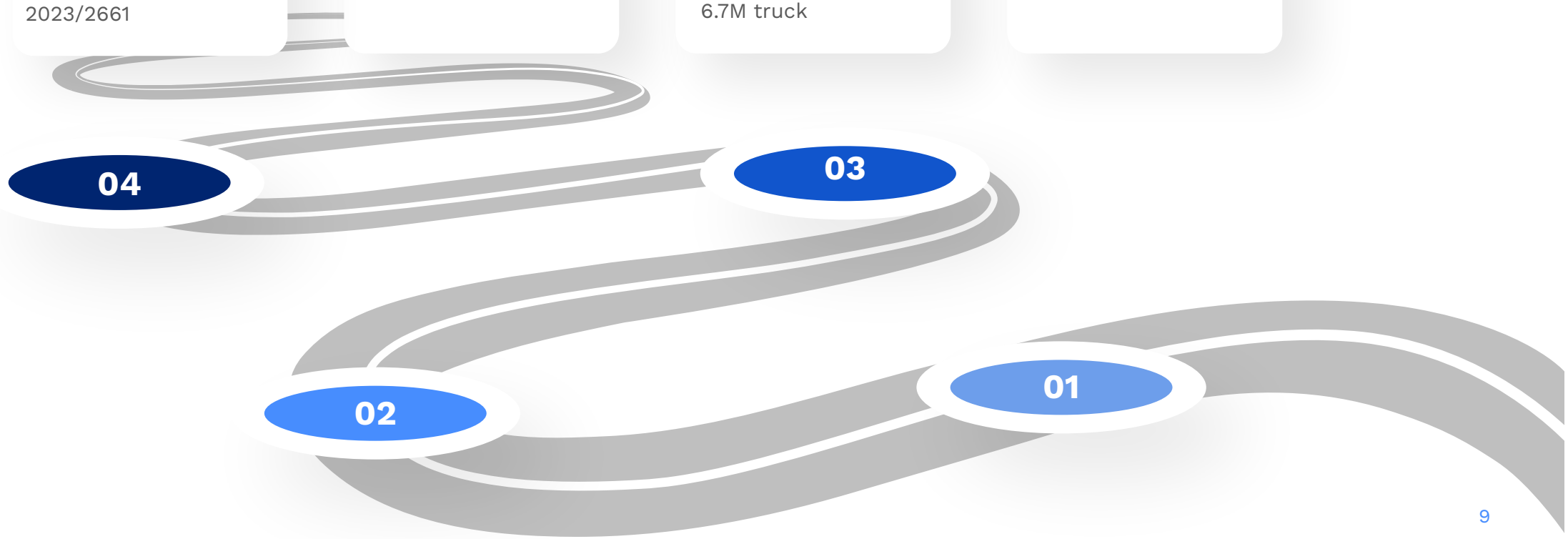
Launch of digital twin in the italian market

2028

Enhance business in European Market. 6.7M truck

2029

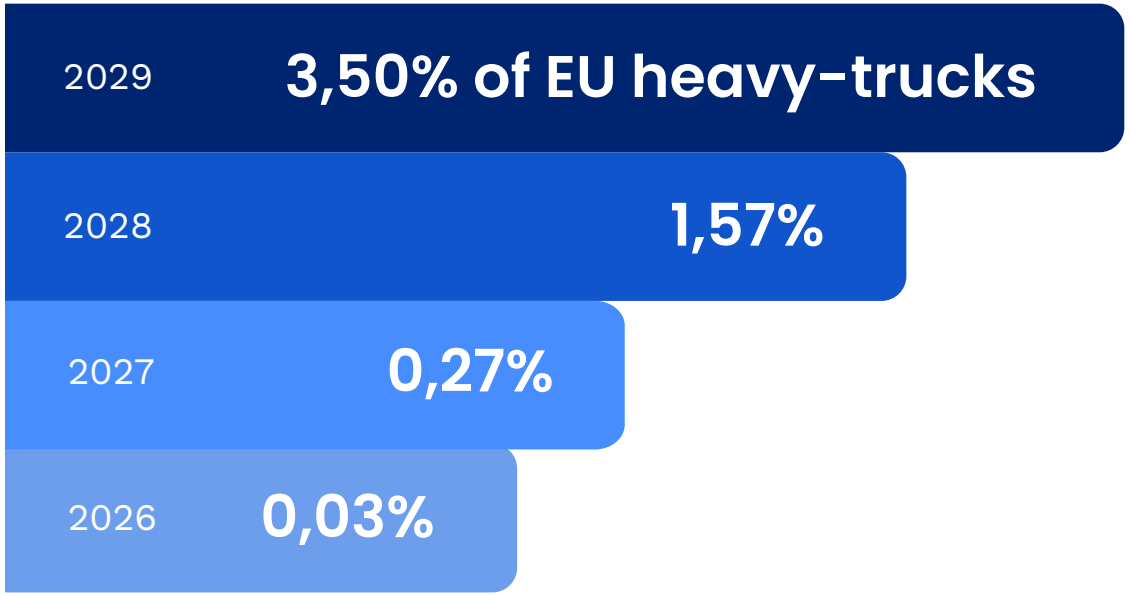
Growing in european market.



Business Plan

6.7 millions of heavy-duty truck in Europe. Business plan calculated with idea to reach 3,5% of the full european fleet in 2028.

No considering ultra high-duty, medium-duty, cars and boat.



	2026	2027	2028	2029
Devices	1675	16750	87500	131250
Sell ***Ebitda Sell***	0,6M€ *0,2M€*	6,2M€ *1,9M€*	31M€ *9,9M€*	47M€ *14M€*
Monthly fees ***Ebitda Fees***	0,2M€ *0,1M€*	2,6M€ *1,5M€*	15M€ *9,0M€*	34M€ *20M€*
Turnover	0,85M€	8,5M€	47M€	81M€
EBITDA	**0,34M€**	**3,5M€**	**19M€**	**35M€**

Hardware
one time

Cost: **246€**

Price: **360€**

DataSIM
recurring

Cost: **59€/y**

Price: **144€/y**

Go to market

Future Vision

Future Powertrain and aftermarket

Future Vision

Data analysis and collection can only be sustainable with proper algorithms development to fulfill customer needs.

Go to Market through **R.E.N.T.R.I** directive

Creation of **Digital Twin** and AI prognostic algorithms

Develop the new **powertrain platform** for the sector

GSE
GIGLIONE SERVIZI ECOLOGICI S.R.L.

Garbage Waste Management

Hydrothane production

Vehicle circular economy

Idea from the market

The entrepreneurial idea stems from a collaboration with Gigilione Servizi, a company specializing in organic waste composting. Their goal is to develop a two-stage system for the production of Hydratane, intended to fuel their fleet. The project began with fleet tracking to identify its real automotive needs.

Funding Ask

To startup the activity and sustain the business for the first 2 year I need to hire two software engineer for FW, backend and frontend. Purchase assets (software, computer, molding) and start marketing activity for step 1 actuation.

Assets

2+ people

Marketing

100k€

Assets (soft, hard)

200k€

2 Software Engineers

100k€

Marketing campaign

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