





# **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, sustainability, and precision.

Fleet operators and logistics managers collect vast amounts of data from their vehicles — yet, having data is not enough.

Without the right tools and analytical capabilities, this information remains underutilized, preventing a real understanding of vehicle health and mission profiles.

Today, there is still no reliable, accessible way to turn real-time data into actionable insights that can predict failures, optimize performance, and reduce downtime.

This gap leads to inefficiencies, unexpected costs, and missed opportunities.

Meanwhile, new European Transport Directives are raising the bar for monitoring, traceability, and predictive fleet management.



- D1 Lack of AI-based predictive analysis despite abundant data
- O2 Growing regulatory and sustainability pressure
- Downtime and maintenance costs caused by poor data interpretation
- 04 Inefficient operations
  due to fragmented or
  non-actionable insights

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# Market Opportunity

## 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

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.

## 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

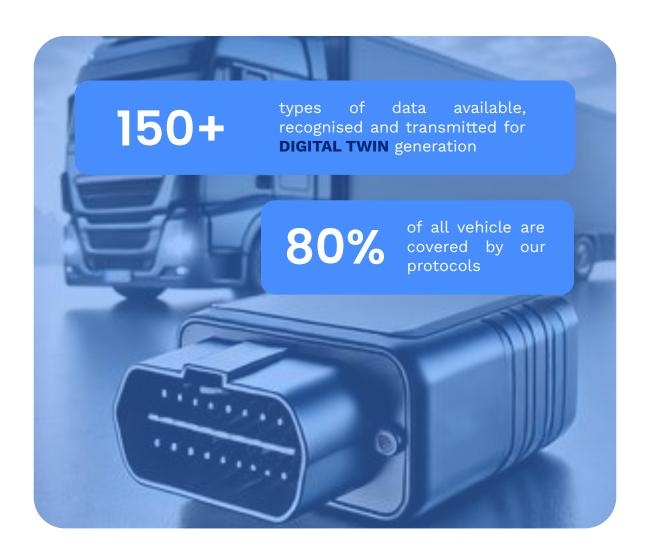
## Global Vehicle remote diagnostic market

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.



### **Multi-source data integration**

The platform can collect and process data not only from Damidu devices but also from external systems — including third-party telematics, APIs, or existing fleet platforms — ensuring interoperability and scalability.



#### **Digital Twin creation**

All data are securely stored in the cloud and transformed into a **digital twin** of each vehicle.

Embedded **AI agents** continuously analyze mission profiles and operational parameters to predict faults, identify anomalies, and optimize maintenance and performance in real time..



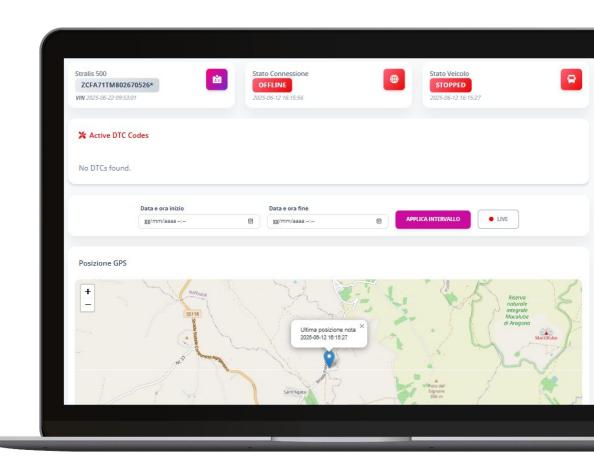
## **Product Features**

Real time tracking

historical data storage

AI algorithms for Digital Twin creation







# **Pricing Strategy**

#### Basic

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

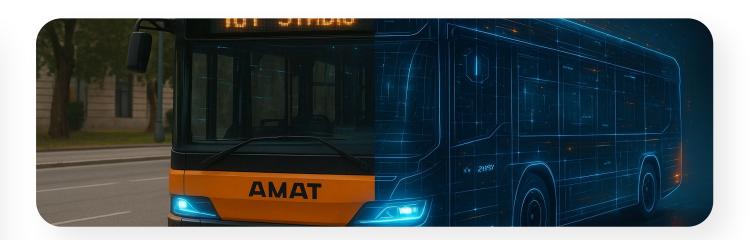
\$99,99/device +

\$24.99/month

## **Platinum**

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

On request





120+

Truck under control

#### **Main Paying Customers**

- Port of Palermo (46 Vehicles)
- Waste management sector (30 vehicles)



# 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.





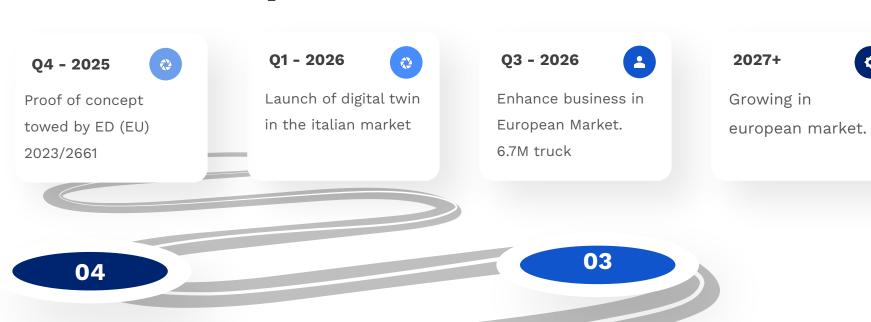
Data collecting and analysis

### **Regulatory Compliance**

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



## Roadmap



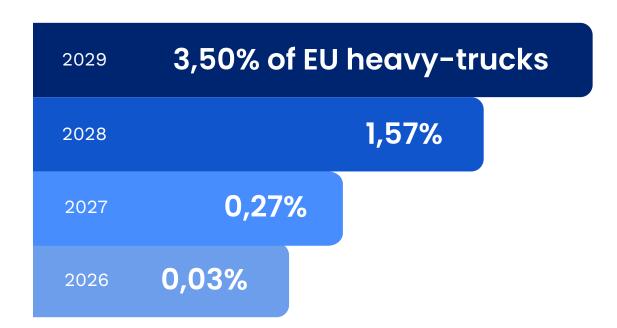
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## **Business Plan**

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.

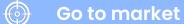
No considering ultra high-duty, medium-duty, cars and boat.



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













## **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 Al prognostic algorithms

Develop the new powertrain platform for the sector







**Hydrothane production** 



Vehicle circular economy

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# 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.







2+ people

Marketing



Assets (soft, hard)



2 Software Engineers



Marketing campaign





## **Contact Us**



+ 39 328 4041977



davide.collota@damidu.com



www.damidu.com

