



Green tech solutions for road transport sector



Progetto cofinanziato dall'Unione Europea, dallo Stato Italiano e dalla Regione Campania, nell'ambito del POR Campania FESR 2014-2020



Co-funded by the
European Union





MinervaS

MinervaS is an **innovative start-up** and **spin-off** of the University of Salerno, founded in 2020.

MinervaS develops products to help logistic companies and the road transport sector be more **green, efficient** and **sustainable**

Products



Context-aware speed-advisor: a patented software solution that reduces fuel consumption and emissions for any road vehicle by optimizing speed and acceleration in **real time**





Enabling Technologies

MinervaS develops innovative products for the mobility of the future, for the competitiveness of logistic companies and the safety of the driver.

CAN-bus data acquisition

Software integration

Context-aware speed advisor

Driver performance assessment & eco-driving training

Digital twin for optimal driving profile

Machine Learning & AI



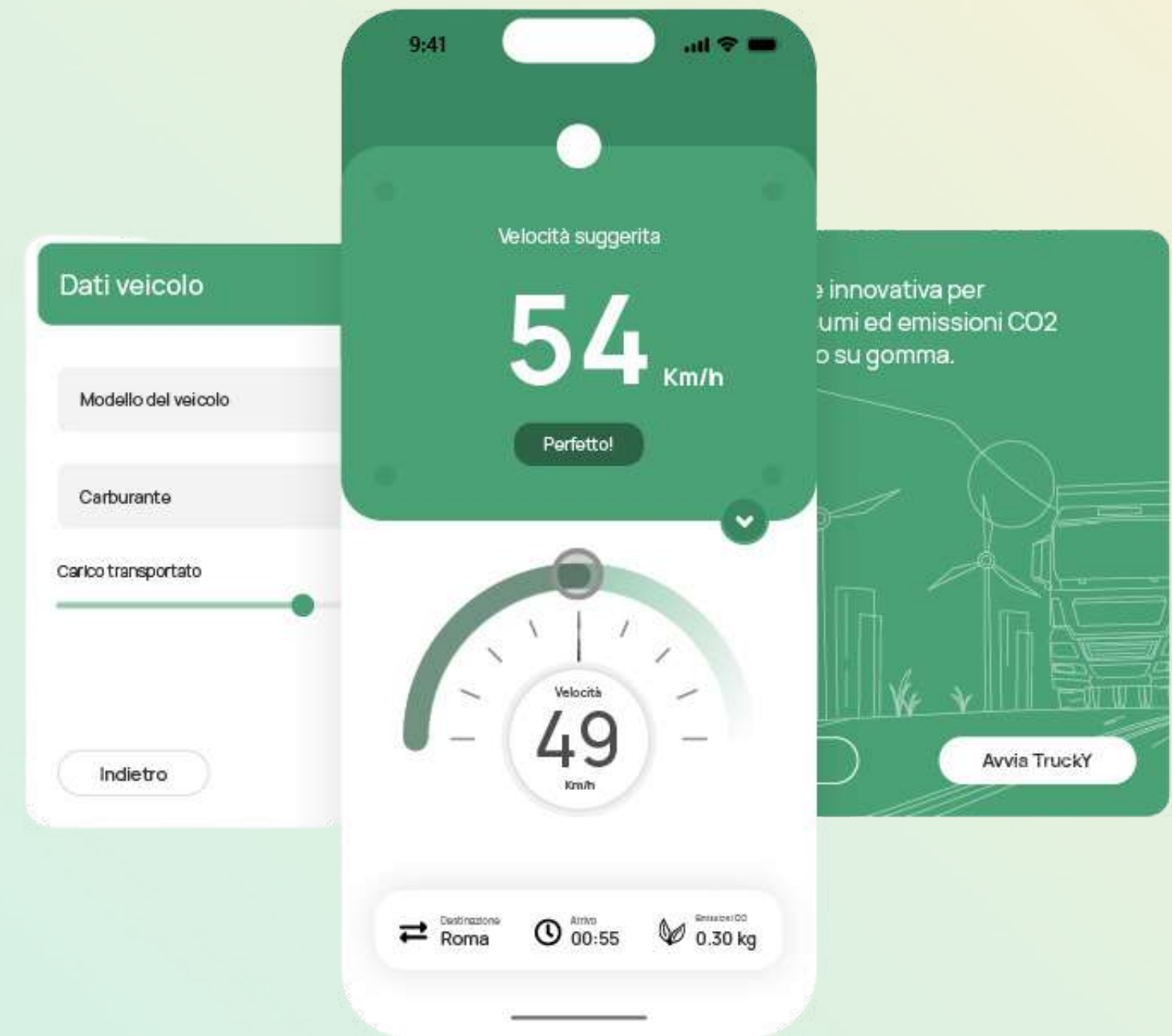


How it works?

Combines more than **40 parameters**: vehicle real time data (via CAN-bus), road analysis (from maps provider and Smart Road), vehicle characteristics, traffic and weather conditions.

Context-aware speed advisor

Generates optimal speed indications for the drivers and the cruise controller. Allows to monitor driver performances and control in real time the behaviour of both the vehicle and the driver.



maximum energy saving of **30%** per vehicle
and proportional reduction of emissions

average of **15%** on the entire fleet





Characteristics

Software solution for speed optimization. Installation can be done on any type of vehicle with **stand-alone solution** (OBU/OBD) or via **digital integration** with fleet-management products.



Additional features

DASHBOARD

PERFORMANCE ANALYSIS

PERIODIC REPORT

CYBERSECURITY

CONSUMPTION PREDICTION WITH AI





Business Model & Pricing - B2B

Solution SaaS, with a **monthly subscription fee/vehicle** and a low **installation cost** depending on set up (if necessary).

Investment payback is in 4 months, via energy/fuel saving (ESCo model).

Free Pilot (1-4 wk.)

Monthly fee/vehicle

OBU

Proprietary hardware for stand-alone solution. Retrofit on vehicles from Euro 3 to Euro 6.
Plug-and-Play

HW for heavy-duty vehicles

OBD

Off-the-shelf OBD dongle. Retrofit on vehicles from Euro 3 to Euro 6.
Plug-and-Play

HW for light-duty vehicles

SW

Web based control dashboard interface and APP for smartphone/tablet (Android and iOS)





Business Model & Pricing - **B2B2B**

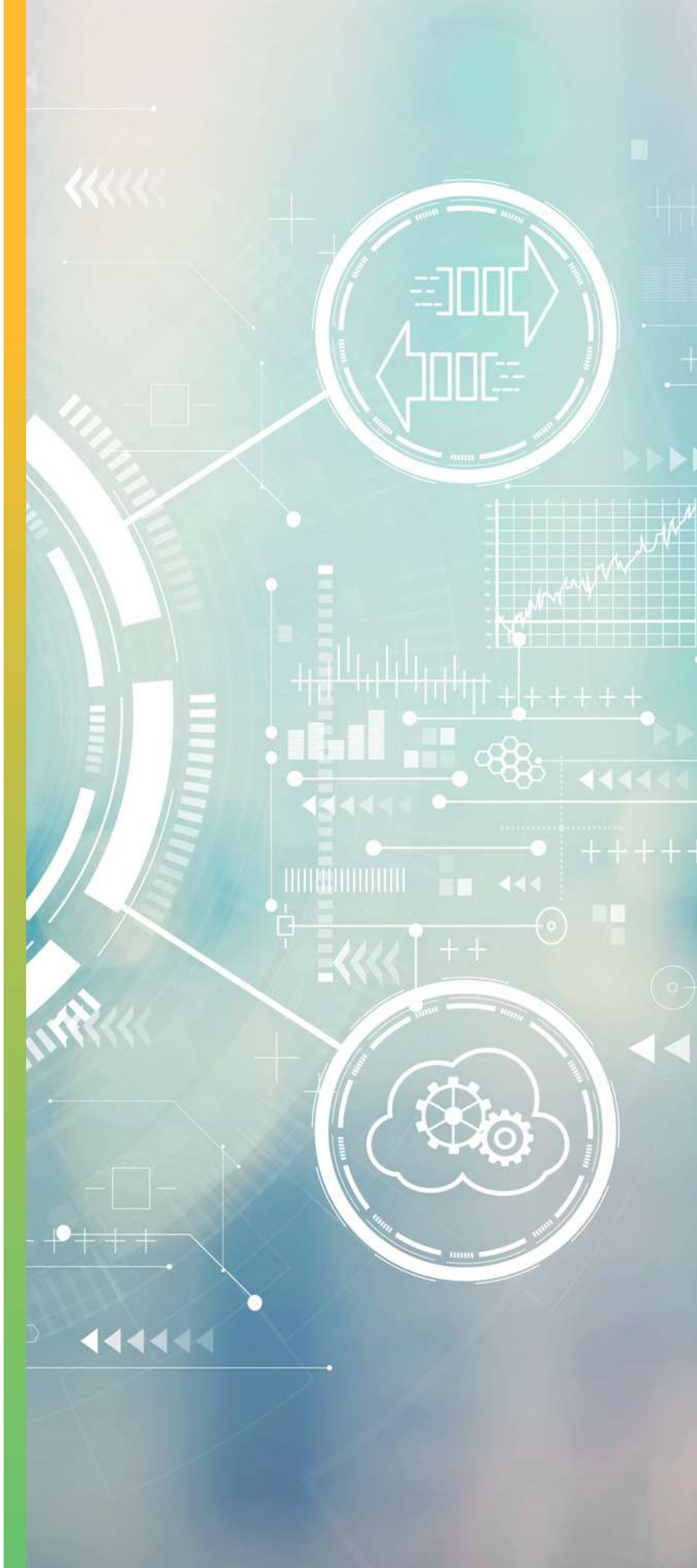
MinervaS offers the integration of its solutions as an **add-on** on fleet management platforms already installed on board.

This model allows a faster go-to market strategy of the product and extends the services available for logistics and transportation companies.

Revenue Model

Cost per API call

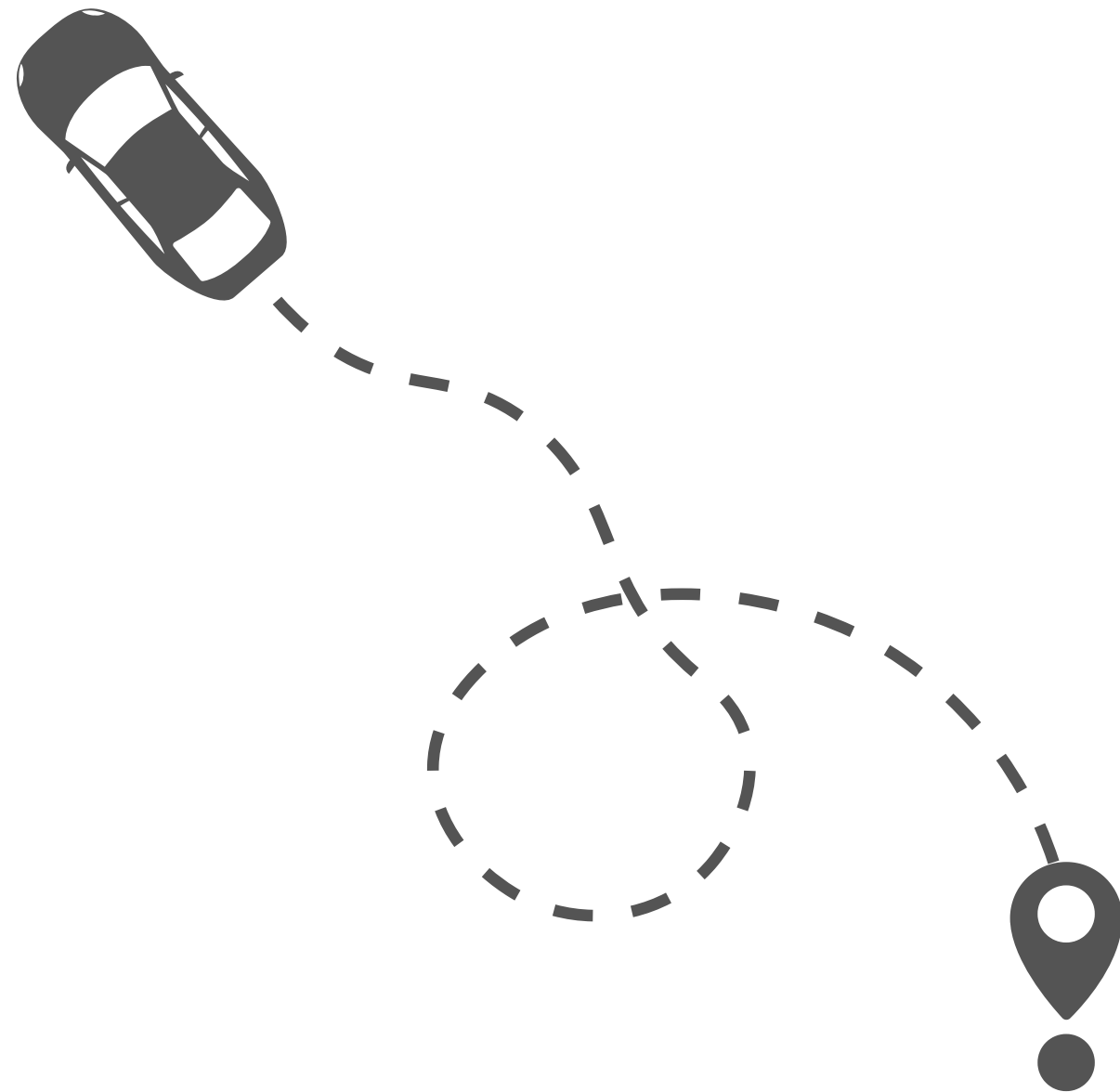
Cost per km





Car Sharing - **B2B2B**

MinervaS solutions can also be applied on light duty vehicles. In particular, in a car sharing/rental context, monitoring of the emissions and driver's performances allows to create a scorecard to reward virtuous drivers.



Feature

DYNAMIC PRICING

DRIVER REWARD

ROUTE OPTIMIZATION

FLEET CO2 MONITORING





Roadmap

The solution innovativeness and efficiency in reducing energy consumption permits perfectly integrate into the **smart road** design, contribute to more efficient traffic flows and safer driving, according to the paradigm of **Cooperative Connected Automated Mobility (CCAM)**.

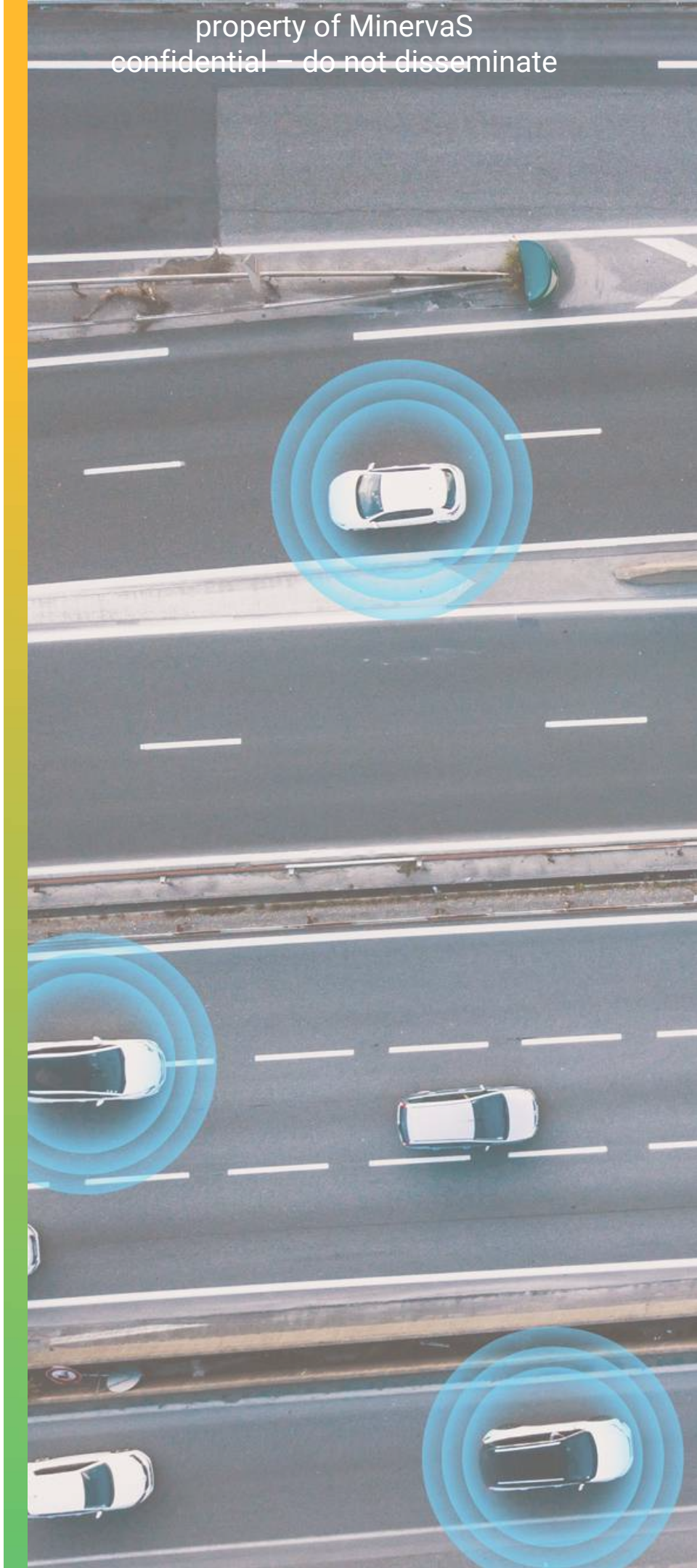
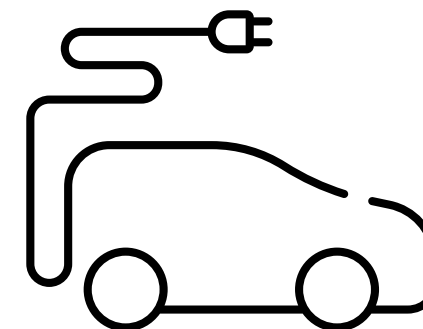
CONNECTIVITY



Product development for **electric vehicles** is already happening, which will enable fuel economy with all sorts of vehicles.

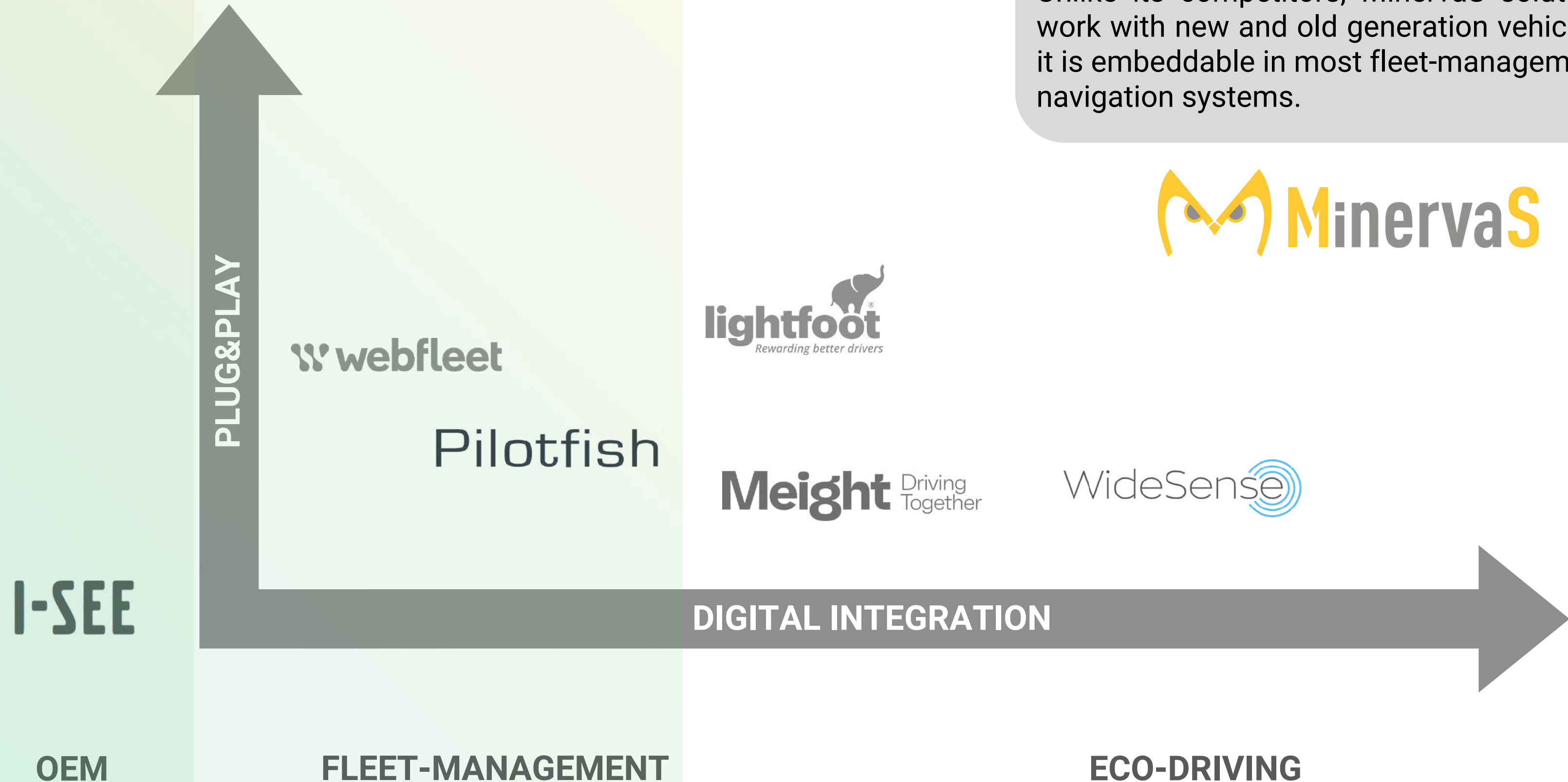
- Increased **vehicle autonomy range**
- Increased **battery life time**
- On-board **safety**

ELECTRIC MOBILITY





Competitors



UVP

Unlike its competitors, MinervaS solution can work with new and old generation vehicles, and it is embeddable in most fleet-management and navigation systems.





TRACTION

SOFTWARE INTEGRATION

Add-on solution for the logistic sector



COMMERCIAL PARTNERSHIP

Off the shelf product



COMMERCIAL PARTNERSHIP

Off the shelf product



CAR-SHARING/RENTAL FLEETS

Dynamic pricing & driver rewards



FIRST MOVERS

PoC/Pilots & roll-outs

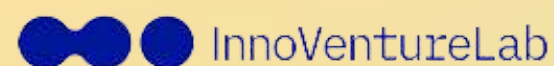


ACADEMIC PARTNERSHIP

R&D



Incubator & Accelerator



X-HUB TOKYO
GLOBAL STARTUP ACCELERATOR





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Key Account Manager



Gianfrancesco Amodio
IT specialist
UX/UI and Graphic Designer



Paolo Santarsiero
IT specialist
Full Stack Developer



Danny Maco
Former board
member **BAIA**

MANAGEMENT

DEVELOPMENT

ADVISOR



Funding

The startup has already received more than 460.000 euros from private investors and public grants, such as **Invitalia**, **Regione Campania** and **EIT Urban Mobility**.

The pre-money evaluation estimated by EIT UM in May 2023 is **4.3 MIO€**.

€ 460 K+

€ 1.5 M

300k€ SAFE + 1.2MIO€ equity

The current funding need for **€ 1,5 millions** is functional for consolidation in the European and North American market and the pivot towards urban mobility application.



Less Energy, More **Business** Less Emission, More **Planet**

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