

Executive Summary

Yoga works through a cloud system linking you with your home or office regardless of your location. Monitor indoor climate or control lighting through a mobile phone, computer, or television.

Problem

Many high-tech products have been developed in the name of reduced energy consumption. But current hardware to make houses more energy-efficient, safer, and more comfortable is expensive, not user-friendly, and not under the end-user's control. In most cases, an engineer is actually required to configure systems, and extensive programming skills are required to get the most out of systems. Wireless components require a painful and time-consuming pairing process. To connect multiple houses to a single system, extensive integration and custom programming are needed, which is suitable for only tailor-made installation, because current systems available are usually intended for use in only one apartment or house. This level of complication creates significant barriers for the mass market to accept automation in their lives.

Solution

Yoga's affordable building automation platform allows telecoms to bring easy-to-use, fully-intelligent building automation to the masses. End users have simple control over lights and room temperature from their mobile phone, computer or television--from wherever they happen to be. In addition Yoga connects the home to third-party healthcare, elderly care, security, energy and other services. Starting from €200, DIY equipment may be taken home and easily installed--any consumer who has followed instructions to install a wireless router is capable of installing Yoga. There's no need for pairing and configuration. And this is just a fraction of Yoga's capabilities.



Market Recognition and Acceptance

The Yoga Intelligent Building (Yoga IB) system received the Biggest Innovator Award at the 2010 World Innovation Summit. It received the Best High-potential Company Award in the Energy Saving Session at the 2010 Lahti Venture Days.

Yoga has partnered with Ericsson (the best channel to telecoms), TeliaSonera Group (the biggest telecom in Nordics), Etisalat (one of the biggest telecoms in the world), Mobily (Saudia Arabia's leading telecom), and VTT (the Finnish Applied Science Institute). VTT has more than 2,000 engineers using Yoga IB as an App-store platform to bring their own intelligent building related innovations to the market.

Our scalable business model has been accepted by telecoms. With an initial investment starting from €200 and a monthly subscription fee of €10-15, end-users enjoy a fully-automated installation process and scalable future-proof, smart-grid-ready system. Yoga's first mass-market contract was with Elion, a fully-owned subsidiary of TeliaSonera, for a product launch in summer 2011. In addition, our scalable business model has been accepted by two other telecoms with product launch in 2011. Negotiations are underway with four well known telecoms for launch in 2012. With those projects and a constantly

growing sales pipeline, Yoga expects €60-80 million in cumulative sales over the next 2 to 3 years and €200 million in annual sales beginning in year 4.

Team

Yoga's management team includes Priit Vimberg and Raivo Raestik, the founders, originators and developers of the Yoga concept. The two have been dedicated to the project for almost 10 years. The primary founder and CEO, Priit Vimberg, has a background in industrial control systems and entrepreneurship. He has studied NC and CNC programming, holds an MBA, and has been an active entrepreneur for over 14 years. Raivo Raestik, CTO, has an engineering degree and background in telecommunications. Before starting his own business, he worked as the head of a development team in EMT, the Estonian daughter-company of TellaSonera. Rombout Van Kuijk, COO, is a Dutch national with a degree in business and hotel administration. He has ten years experience building operations for Hilton Hotels.

Yoga's team of 16 includes a core development team of 8 electronics and software system architects and programmers. The team is dedicated to producing a multifunctional product that is simultaneously intelligent and user-friendly.

Expectations

Yoga is seeking a minority-share investment of €5 million to speed global expansion and secure delivery of ongoing projects. Funds will be used to build a global sales organization, a working supply chain, for marketing activities, as well as IPR and legal costs. We desire "intelligent capital" with contacts and know-how to carry Yoga to global markets and arrange possible future investment rounds and a possible coordinated exit.

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