



Tackling Transport Pollution

CONTACT INFORMATION

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FINANCIAL INFORMATION

Founder loans: £50,000
Innovate UK: £69,000
CLN: £50,000
Capital Seeking: £550K SEIS/EIS: Approved
Greenbackers & Angel Investment: £141K
Committed 35% of raise.
Likely follow on raise: Q4 2019
Breakeven: May 2020

USE OF FUND:

40% Beta product
40% Sales/Marketing
20% Team development

MANAGEMENT TEAM

- CEO & Co-Founder:
Freddie Talberg leads the commercial and customer engagement
- COO & Co-Founder:
Steve Steele leads on product development and operations
- CFO:
Julian Ratcliffe, Finance and Board Governance
- CTO:
Etienne Smith, Dev team lead & Product Architect (Mohara Venture Tech Partner)

EMSOL SMART CITIES & CLEANTECH-IOT, SENSOR & ASSET TRACKING

PITCH

EMSOL offer an Internet-Of-Things transport emissions reporting service. The web-based dashboard, has been developed to help any fleet operator prove their low emission operations with our real-world, real-time monitoring and analytics engine.

PROBLEM/OPPORTUNITY

Growing public concern surrounding the health impact of urban noise and air quality, has led to an increase in the pressure on commercial delivery providers to improve performance. Local Authorities are restricting access to low or zero emission vehicles, as well as, setting tougher planning approvals and regulations. However, in the real world there are few reliable ways to evidence if vehicles are operating in low or zero emission manner.

SOLUTION/PRODUCT

EMSOL integrates accurate vehicle positions with site specific noise and air quality emission data, to provide management insights that enable site managers and freight operators to demonstrate their compliance, therefore, sustaining and winning new supply contracts.

BUSINESS MODEL

Site based pilot (capex) for kit followed by a SAAS license per site at £2K - £6K per month plus £5-£15 per month charge per tagged asset/vehicle. The prime objective is leverage developers Section 106 funds and, become a default compliance services for all planning applications .

MARKET

UK Target Market: C.300,000 construction projects and commercial vehicles.
Beachhead Market: Construction sites run by the 10 biggest companies with a Construction Logistics and, Community Safety 'Champion' status.

ADVISORS

- Vince Dignam
FORS Chairman & City of
London Corporation Fleet
Manager
- Lisa Lavia
CEO Noise Abatement
Society
- Gordon Sutherland
Tideway, Road Traffic and
Logistics Manager
- Steve Agg
Ex CEO Chartered. Institute
of Logistics & Transport
- Alan Lovett
Canary Wharf Contractors,
Head of Logistics
- Dr Robin North
Transport Emission
Specialist Imperial College

ROI PROJECTIONS

CONSERVATIVE	
Fleet % Mkt Share UK	0 %
EU	0.08%
No Of Vehicles/Sites	33K/250
Projected Margin (Net Profit)	£1.3M
Valuation Based 4 X EBITDA	£5.3M
Investment	£1M
ROI Multiple	4.29

MODERATE*	
Fleet % MktShare UK	1.8%
EU	0.19%
No Of Vehicles/Sites	70K/1,000
Projected Margin (Net Profit)	£7.6M
Valuation Based 4 X EBITDA	£30.3M
Investment	£3M (*)
ROI Multiple	9.11

*SUBJECT TO FURTHER INVESTMENT

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COMPETITORS

There are currently no similar systems to the EMSOL service. There are many sensor systems monitoring strategic air quality and noise emissions at construction sites, as required by Local Authorities, but these do not provide tactical emissions management insights. Earth Sense offers a vehicle-mounted monitoring system but, is costly roll-out for all vehicles servicing a site.

COMPETITIVE ADVANTAGE

EMSOL's unique offering is site specific emissions monitoring intergrated with location-based asset tracking, that provides detailed insights into emission generation and exposure. Being first to market will enable EMSOL to be the default solution.

EXECUTION PLAN

Target grant funded Local Authorities to pilot the whole EMSOL solution at specific construction sites. A follow-on tender submission; to fully fund the deployment of EMSOL for the whole life of each construction site, as a result, EMSOL will become the mandatory compliance reporting service all future new planning applications.

TRACTION

Our successful Innovation UK bid has funded a pilot with Corporation of London and Balfour Beatty. EMSOL has also secured a paid pilot with the London Borough of Croydon, at one of their 20 planned construction sites. We have hit our 2018 revenue target and, now securing major contracts with high profile construction projects interested, for innovation on noise & air quality solutions.

NUMBERS (£'000s)	2018	2019	2020
Revenue	63	843	3,183
No. of Sites	4	35	133
No. of Vehicles Tagged	600	4,650	17,875
EBITDA	(550)	(1249)	(465)