

# Myo Way™

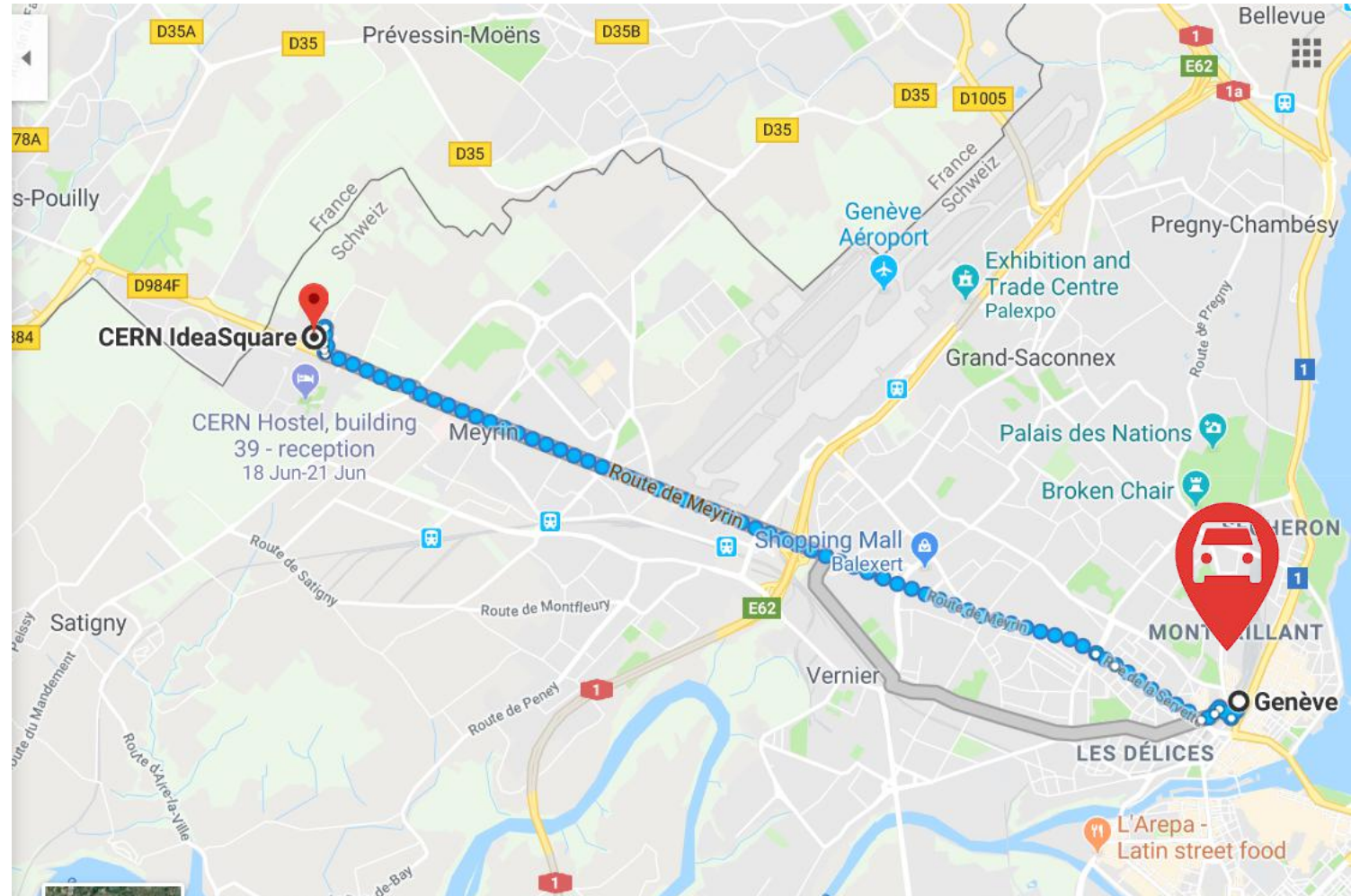


# Think for a moment: Where is your car?

Is it too far?

Are you able to get to  
it on time?

Are you sure you want  
to sweat that shirt  
before your next  
meeting?





# Just bring it!

Remote car control  
through the Myo  
arm band

Save energy!

Save time!

Save money!



# Why Myo Way?

Patented and mature  
Technology

Originally crowd-funded,  
14b profit, 50k users

No need for self-driving

*"Thalmic's much-anticipated Myo armband totally lives up to the hype with lightning-fast, accurate gesture recognition."*

*Digital Trends*

# Who else is in it?

**The self-driving market is not doing well:**

In 2018, the trust in autonomous vehicles plummeted down to 27% (*American Automobile Association*)



**We offer a new market to explore:  
*Remote control through wearables***



58%

of Americans **don't trust self-driving cars** but say their opinions could change as the technology evolves.

45%

of people **don't believe** autonomous vehicles will ever fully replace human drivers.



more  
than half

say a future of fully electric cars would be exciting.

“Morning Consult CEO”

# Who will you be trusting?

"Very Impressive"  
- Steve Wozniak



**Sarah Busef**  
Main Developer



**Bob Cardella**  
Marketing Officer

**Ettore Zaffaroni**  
Physicist in Chief



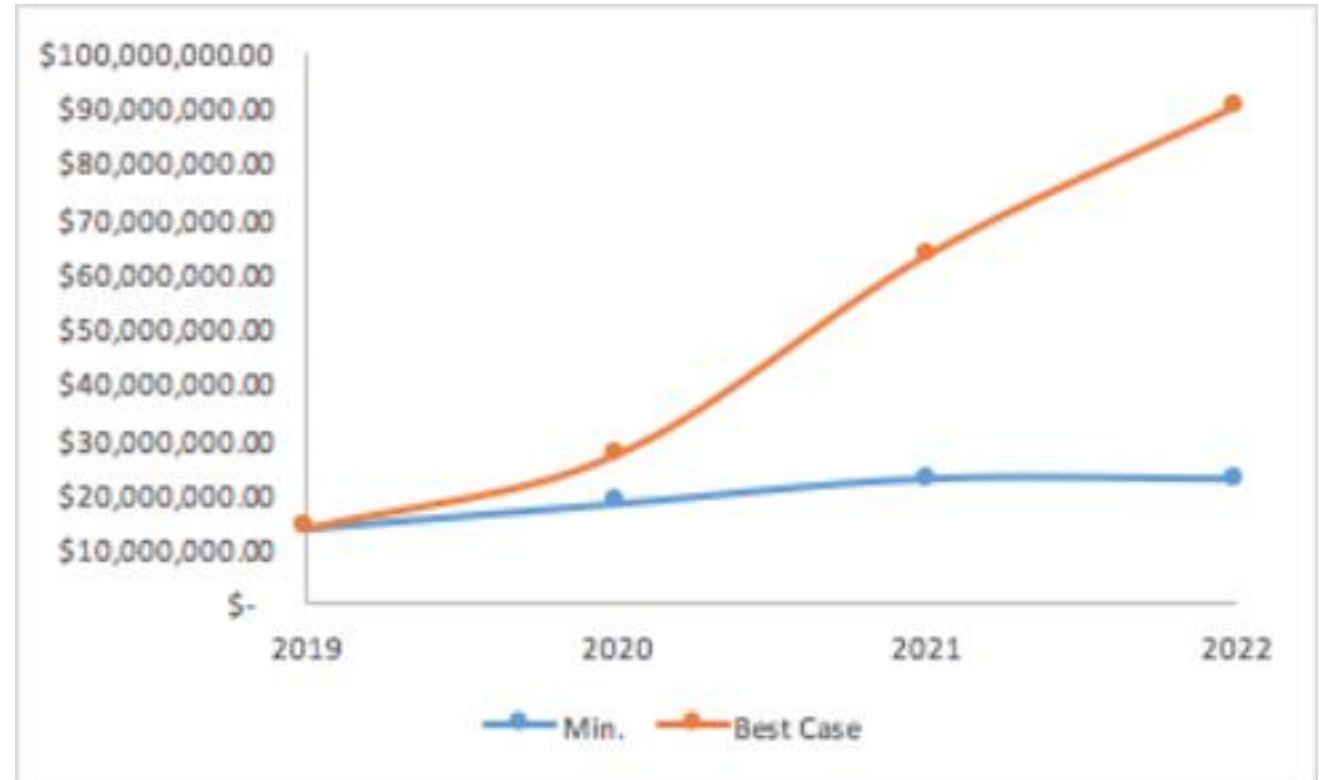
**Ivan Caicedo**  
ABCDEO





# Financial perspectives

~ **60.000** cars (1% total market) with MYOWAY for the first year.



**Minimum case: 15-25% growth / Best case: Default integration**

# Business model

**700EUR** per device + Support  
service

Cost to user: **1500EUR**  
(Similar to rear-view cameras,  
nav-systems)

**Monthly 4G service  
integration:**

25EUR/month for mobile  
network service



# Past and future



2013 development started

2015 first prototype

2018 mature product

2019 integration into vehicles

2022 Extensive expansion