

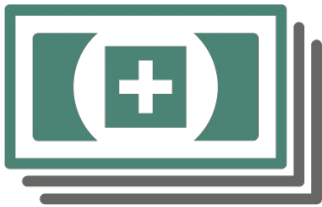
building·s optimisation  
*for you and the planet*

# The problem

## Over-consumption of energy in buildings

- Ineffective building insulation
- Over-sizing of heating, ventilation and cooling systems (HVAC)
- **Wrong manipulation and control of these systems**
- **Habits of users and inhabitants**

yard acts on the two last points, representing in Switzerland :



**CHF 1.6 billion / year**



**CO<sub>2</sub> emissions: ½ of the cars in use**



# Market needs

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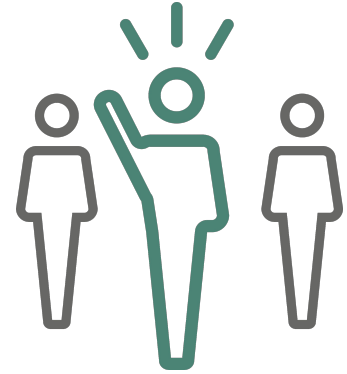
Increasing ecology awareness

*Climate transition is at the heart of numerous innovation and renovation projects*



Brand image of corporations

*Companies communicate on reduction actions of CO<sub>2</sub> emissions*



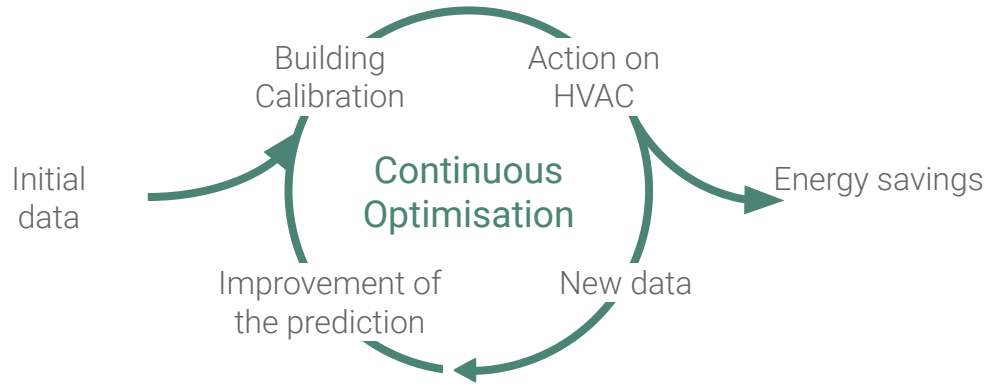
Exemplary role of institutions

*Public institutions need to drive society towards climate change mitigation*



# Our solution

- **The innovation:** Tech transfer from the chemical industry to the building domain
- Development of an algorithm integrated in a box, yox
- Automatic and fast action on new and existing HVAC systems



# Our product - yox



# Our products

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## For individual houses :

- 1 yox + sensor  
CHF 2000.- for a “classical” house
- 2 subscriptions available:
  - technical assistance 7/7  
CHF 96.-/year
  - premium (data visualization monitor)  
CHF 360.-/year

## For large buildings :

- 1 yox + sensors  
CHF 6500.- for 2000m<sup>2</sup>
- 1 maintenance subscription (mandatory)  
CHF 480.-/year
- 1 building stock  
monitoring subscription (optional)  
CHF 1800.-/year

N.B.: indicative prices only



# The benefits



## 2 in 1

Building benchmarking & control of HVAC systems



## Easy set-up

Does not require any modifications of the HVAC systems



## Fast learning

The algorithm allows energy savings after one day of calibration



## Data protection

Data is owned by the client and is stored on Swiss servers



## Numerous functions

Optimal control, building efficiency, indoor air quality, real-time monitoring, ...



## Comfort for the user

yox works in full autonomy



# Market & Target customers



Owners

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1 million houses



Owners caring for the environment



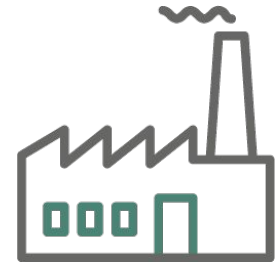
Public sector

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2'000 municipalities  
Cantons



Municipalities labelled  
EnergieStadt



SME

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60'000 SME



SME with a climate  
change mitigation strategy





# CO<sub>2</sub> savings

nox allows to save between 10 and 30% of heating energy,  
this represents :



1'000 kg/year



7'000 kg/year



2'500 kg/year



150m<sup>2</sup> house  
heating and DHW production  
with heating oil



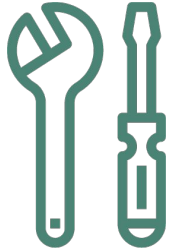
2'000 m<sup>2</sup> school  
heating and DHW production  
with heating oil



1'000m<sup>2</sup> office building  
heated with heating oil



# Market approach



Tools

- *Direct marketing*
- *Active solicitation*
- *Digital advertising*
- *Social media marketing*



Objectives

- *Mouth-to-Ear*
- *Municipalities as product ambassador*
- *Network of partners/resellers*



Brand image

- *“Off-beat” marketing strategy*
- *Environment driven*
- *Still in development*
- *Currently looking for partners*



# Competition

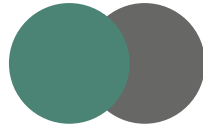
## 3 groups of competitors

- Smart thermostats
- Building technical modifications (i.e. insulation renovation)
- Energy use optimisers

## Our strengths



Extended functionalities



Building understanding &  
energy use optimisation in real-time



Energy savings just  
after one day



# Team



Lucien Blanchard

CTO

Skills:

Control Eng.  
Programming



Sébastien Bron

CEO

Skills:

Marketing & Sales  
Project management



Vincent Pilloud

CMO

Skills:

Industrial processes  
R&D



Denis Zufferey

CFO

Skills:

Project management  
Process development

## Technical experts

Dr. Malik Kane  
*Energy*

André Buchwalder  
*Heating*

Olivier Vorlet  
*Control Eng.*

Thierry Duverger  
*HVAC*

Dr. Michal Dabros  
*Simulation*

## Coaching

Laurent Menoud  
*Coach FriUp*

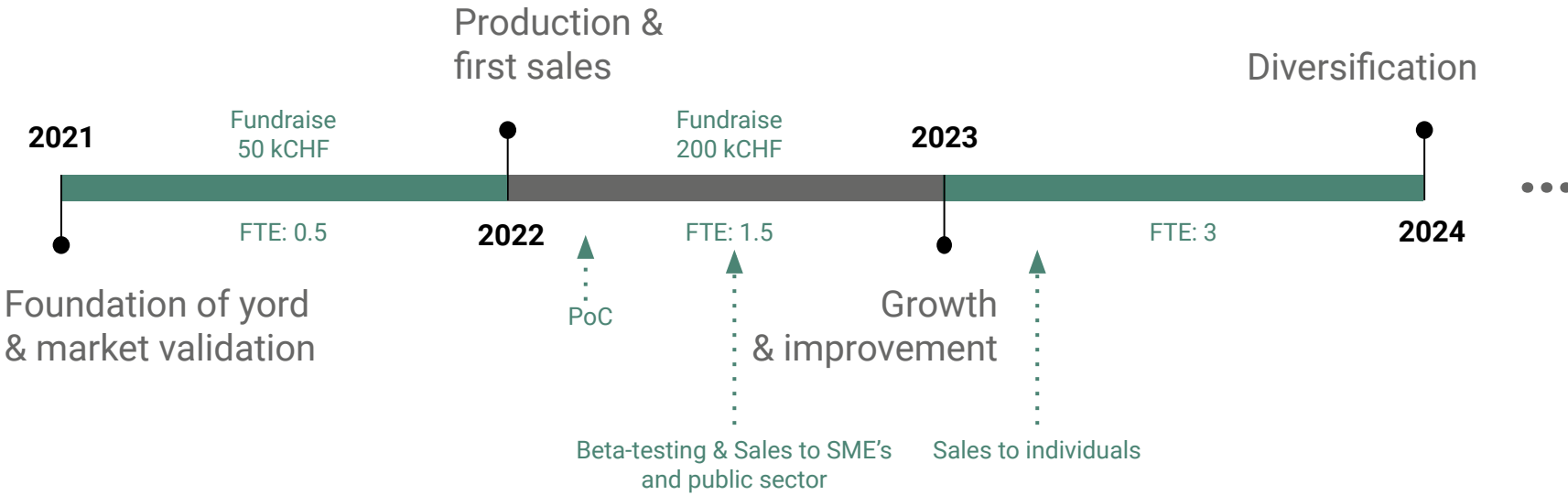
Pierre-Alain Gapany  
*Coach Platinn*



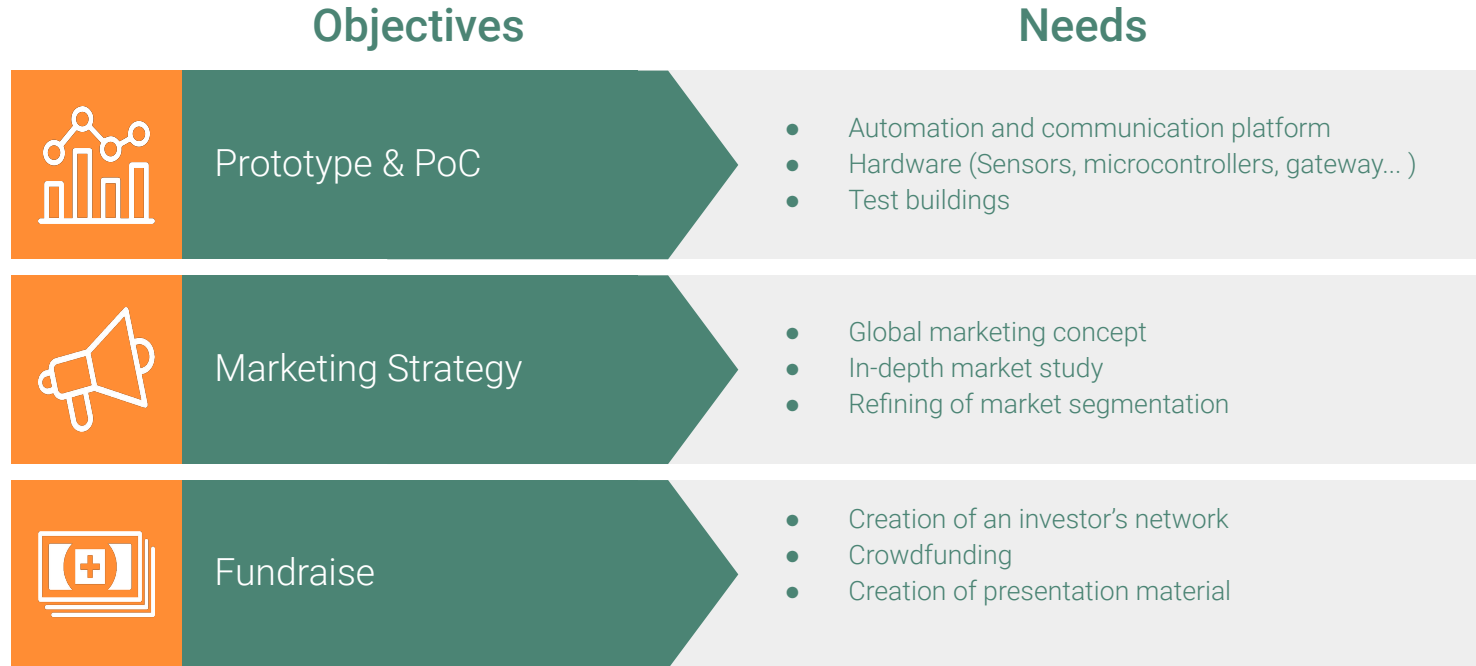
- Competition research ●
- Market research ●
- Technical state of the art ●
- Building modelling ●
- Research of scientific support ●
- Key numbers validated by experts ●

word  
today

# yord's future



# Development plan 2021/2022





## Our Values

*Half of the energy in Switzerland is used by buildings.*

*Our objective is to cut this dependence and massively reduce CO<sub>2</sub> emissions*

*While staying consistent and ethical*

*Our goal is to be leaders of the energy transition and to have a real positive impact on our society's future*





n'hésitez pas à nous contacter

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