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W • S E N S E

INTEGRATED CABLELESS SOLUTIONS

# IoUT Solutions To Digitalize Salmon Aquaculture

Prof. Chiara Petrioli  
R&D Director - Founder Wsense srl

## Achievements:

- On the market since Fall 2017
- From 0 to 20+ employees
- Secured revenue for 19/20: >2 million
- Public bids+ Private customers



Ernesto Montaldo  
CEO



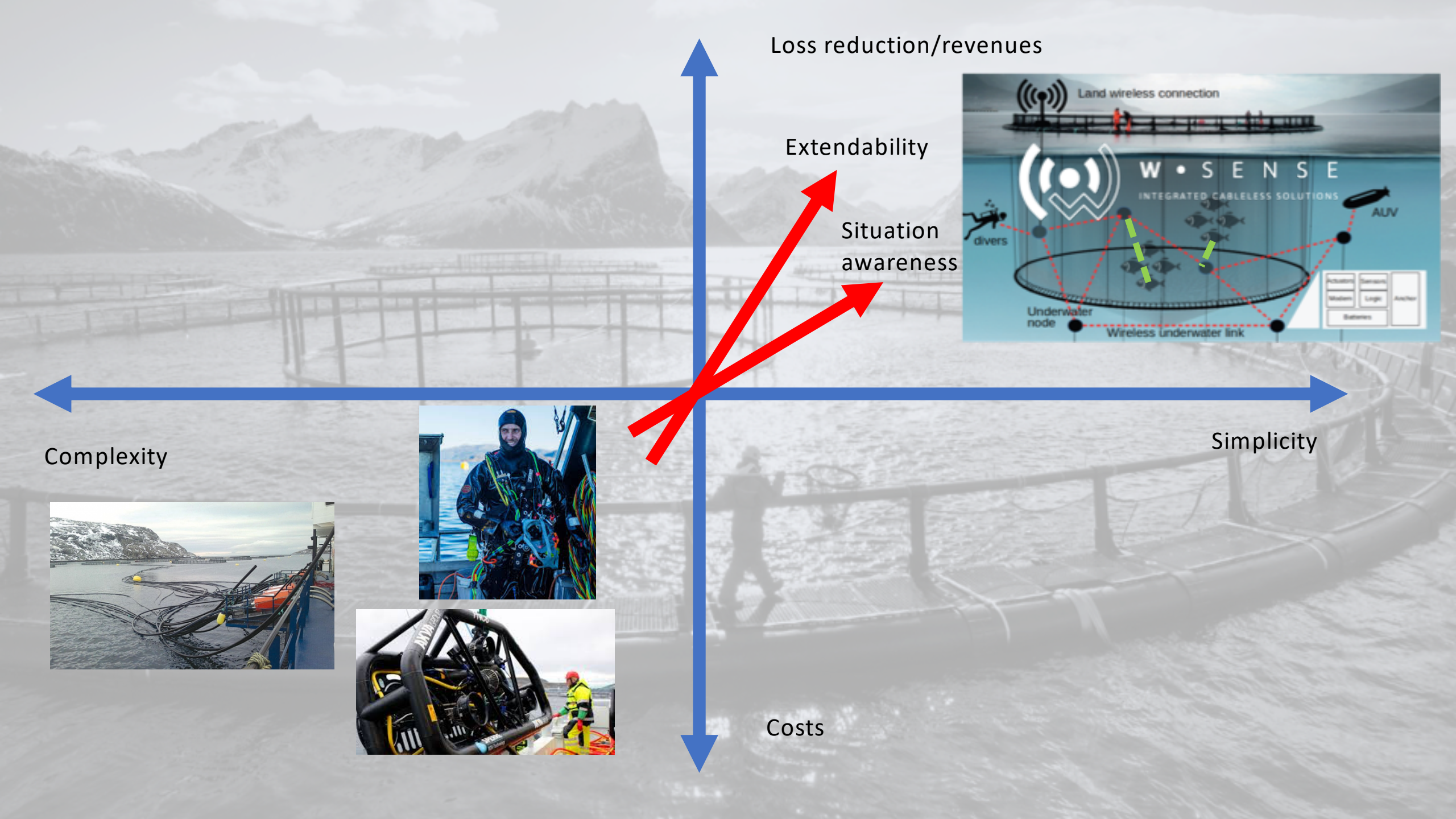
Chiara Petrioli  
Founder and R&D Director

- Two dozen employees, 16 R&D located in Italy and UK
- Multi-disciplinary team of innovators + Management with long lasting business experience
- Award winning team with strong IP, known to “make possible what is believed not possible”
- Fast scaling up company (3-4 fold revenue increase per year);



**Problems:**

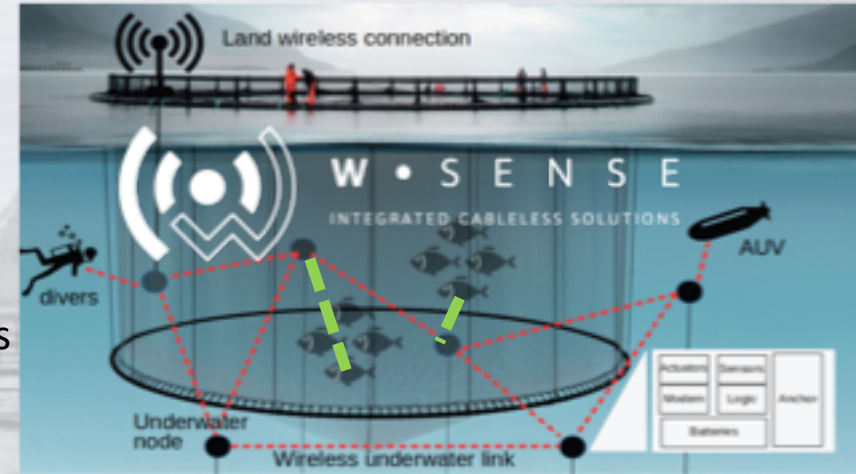
- 19% fish mortality
- High importance of cage integrity
- Increasing demand for offshore farming



Loss reduction/revenues

Extendability

Situation awareness



Complexity

Simplicity

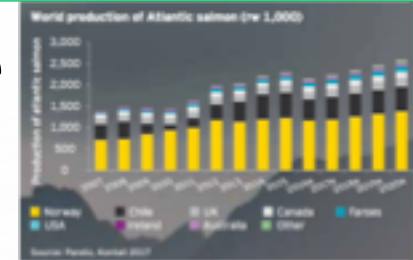


Costs

Uptake in other segments of aquaculture

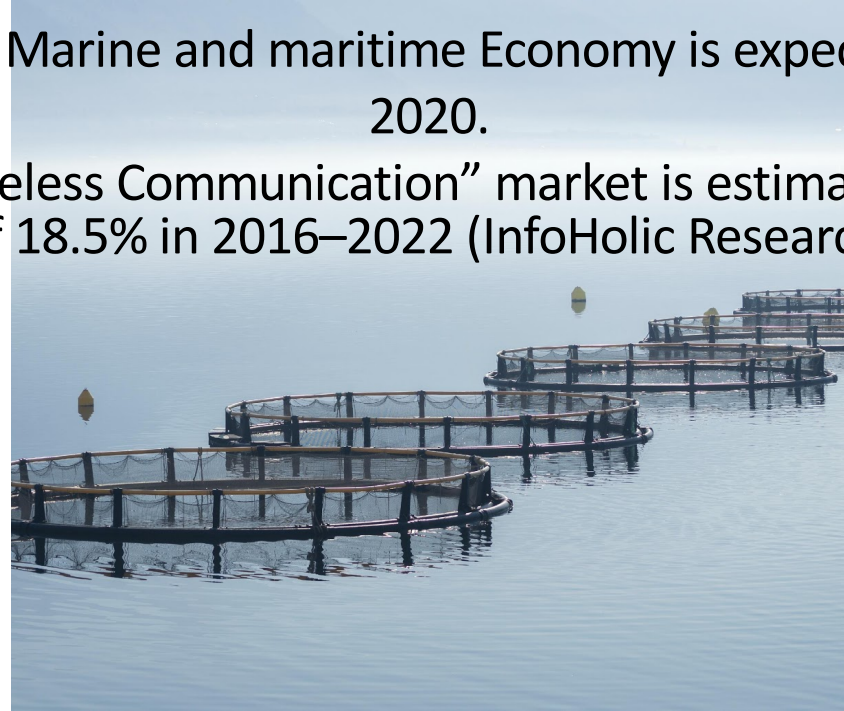
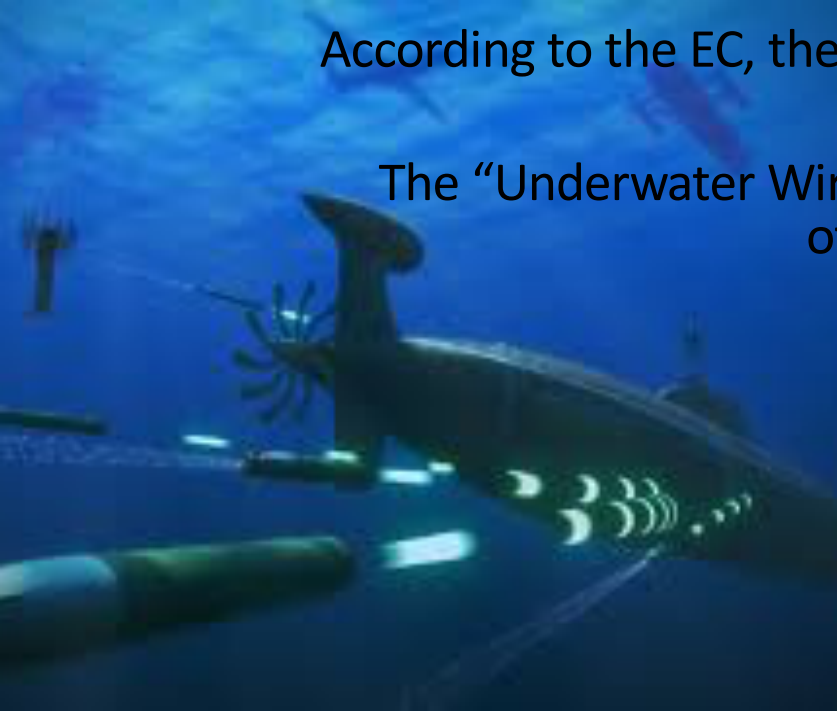
Global salmon aquaculture market

>20 Billion € Norwegian Aquaculture (1,2Billion invested in technologies)



According to the EC, the Marine and maritime Economy is expected to reach €600 Bln by 2020.

The “Underwater Wireless Communication” market is estimated to grow at a CAGR of 18.5% in 2016–2022 (InfoHolic Research)




**The Underwater IoT**



**is ready to capitalize on**



**this Bln dollar opportunity**



«After that magic instant when my eyes opened under the sea it was no longer possible to see, think or live as I had done before»

Jacques Yves Cousteau

The Internet of Underwater Things Revolution has started,  
The limit is just the Sky.

Contacts: [chiara.petrioli@wsense.it](mailto:chiara.petrioli@wsense.it)