INTERNATIONAL INVESTMENT PLATFORM

CENTER FOR STRATEGIC COMMUNICATIONS

Project №.2102

Infrastructure Platform for Indoor Spatial Analytics Based on Wi-Fi Technology (Principality of Liechtenstein)

REQUIRED INVESTMENT AMOUNT:

Min €150 000

Max €30 000 000

FOUNDER INVESTMENT:

Over €11.5 million

INVESTOR'S SHARE:

€30,000,000 for 5% equity

RETURN ON INVESTMENT CAPITAL:

Min 2145%

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Project Description: The project represents an operating deep-tech company, founded in **2019**, which has already attracted **over €11.5 million** in investment. The company is developing an advanced infrastructure platform for indoor spatial analytics based on Wi-Fi signal processing.

The company has created and **technically validated a solution** that enables real-time detection and classification of people and objects within indoor environments, represented **as fully anonymized silhouettes**, without the use of cameras and in full compliance with privacy requirements. The technology seamlessly integrates into existing **Wi-Fi infrastructure**, eliminating the need for additional hardware deployment and enabling rapid, scalable implementation.

At its current stage, the company is **raising investment** to finalize its **MVP**, accelerate market entry, and support international expansion.

The solution is designed for **commercial real estate applications**—including healthcare, logistics, office environments, and **retail**—and addresses the critical lack of actionable data inside buildings, **one of the largest yet under-digitized** segments of the global economy.

Current Status:

The company has been actively developing **since 2019** and is currently in the final stage of preparation for commercial launch.

- **Over €11.5 million** in funding raised
- Core technology fully developed and technically validated (real-time operation, no cameras required)
- **Team of 40+** highly skilled specialists across **AI/ML,** software, and hardware engineering
- Strong execution track record: **64+ consecutive weeks** of milestone delivery without deviation
- **Key R&D** phases successfully completed
- **MVP** in the final stage, with launch scheduled for **July 2026**
- Transition underway to commercialization and scaling phase

Key Advantages:

- Proprietary combination of **Wi-Fi** sensing, privacy-by-design architecture, cryptographic verification, and **SaaS delivery**
- Full compliance with **GDPR** and **NIS2,** with no use of biometric data
- No need for new infrastructure — fast and highly scalable deployment
- Installation in under 2 hours with remote activation
- Strong market validation: **pre-sales exceeding €9 million**
- Proven operational discipline and execution consistency

Competitive Advantage

One of the project's strongest differentiators is the absence of direct competition. Based on the competitive analysis, while there are companies offering individual components or adjacent technologies, no direct end-to-end competitor has been identified that combines the same core elements into a single integrated commercial solution. This positions the project as a highly innovative solution within an emerging and underserved market segment.

- High technological barrier to entry driven by **years of R&D**
- Camera-based solutions are constrained by privacy concerns and environmental limitations
- Alternative technologies require **additional infrastructure** and **lack verifiability**
- Limited focus from Big Tech on this specific segment

Growth Opportunities

- Strong regulatory tailwinds **(GDPR, NIS2)** driving adoption
- Advancements in **Wi-Fi 6 / 6E** improving sensing accuracy
- Addressable market: **18.5 million buildings (~€8B SaaS potential)**
- Additional **B2C upside** (Home-QUBE): **€1.6B+ potential**

Market Opportunity

Indoor environments represent one of the largest undigitized segments of the modern economy. While the external world has become highly transparent through **GPS** and satellite technologies, processes within buildings remain largely outside the digital domain—despite being where the majority of operational and economic activity takes place, including healthcare, logistics, retail, and office infrastructure.

The total addressable market **(TAM)** is estimated at **over €325 billion**, spanning eight major industries. Globally, there are approximately **18.5 million** commercial buildings. The company's target scaling model assumes reaching **6% market penetration** (approximately 1.1 million customers), representing an annual SaaS revenue potential of around €**8 billion.**

Go-to-Market Focus

At the initial stage, the go-to-market strategy is focused on the **Indoor Safety & Healthcare** segment, where the value proposition is immediate and measurable—ranging from patient monitoring to real-time safety management in critical situations.

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Team

The project team brings together professionals with **30+ years** of experience across engineering, IT, energy, finance, and business management. The team's expertise spans **AI/ML development**, software and hardware engineering, cybersecurity and compliance, as well as building and scaling commercial organizations.

The leadership team has extensive experience at the strategic level, including managing and growing companies within regulated and infrastructure-driven industries. The technological capability includes the development of mission-critical systems and execution of comprehensive security audits.

The project currently involves a team **of 40+ specialists**, ensuring high-quality execution and consistent delivery of the roadmap over a period exceeding **64 consecutive weeks**.

Investment Round

At the current stage, the company is raising **€30 million** to finalize product development, launch commercially, and scale internationally.

67%	Product and technology development (MVP, hardware, AI/ML, backend)
14%	Sales and marketing (market entry in DACH, the U.S., and MENA)
5%	Certification and compliance (GDPR, NIS2, etc.)
5%	Team expansion
9%	Reserve and working capital

Investment Terms

Investors are offered participation in the current round under the following terms:

- **Minimum investment:** €150,000
- **Share price:** €171.43
- **Total number of shares:** 3,500,000

As part of the current funding round, the company is raising **€30,000,000** in exchange for **5% of its undiluted share capital**.

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Global Invest

Capital structure:

Project has a differentiated capital structure with several share classes and participation rights. These include **A-Shares, B-Shares, C-Shares and Participation Certificates**. These instruments differ in terms of voting rights, profit participation rights, transferability and dilution protection.

For investors, two instruments are particularly relevant:

- **A Shares:** A-Shares carry one voting right and one profit participation right per share. They are structured as common shares and are protected against dilution.
- **C-Shares**: C-Shares carry one voting right and two profit participation rights per share. They are therefore designed for a higher economic profit participation, but they may be subject to dilution.

Investor returns are expected to be generated through two primary sources:

1. Dividend income
According to the financial model, total dividend payments for this investment amount are approximately **€767,000** over the period from **2029 to 2032.**

2. Equity value growth (equity upside)
Under a conservative valuation scenario of **2–3× 2032 revenue** (≈ €10–15 billion), the investor's stake could be valued at approximately **€2.6 – €3.9 million**.

$$\mathbf{ROI} = \frac{\text{Net Investor Profit} - \text{Investment Amount}}{\text{Investment Amount}} * \mathbf{100\%} = \mathbf{2145\%}$$

$$\mathbf{ROI} = \frac{€3{,}367{,}000 - €150{,}000}{150{,}000} * \mathbf{100\%} = \mathbf{2145\%}$$