

## LARGOWIND

### One line pitch:

The first ropes that not only attached your boat to the harbour but link you to your boat. Be a Digital Captain on the sea and on the shore!

### Market Analysis:

Boat Owners are often living far from their boat, losing control, visibility on their big investment. Thanks to our product Connected Rope, owners will be linked to their boat and will have a new security system. It is a passionate market in which people have passion for their boat, they all face problems and have fears for their boat which is both an investment and a passion. The EU and US boat security markets are the most mature and it is also the places where IoT is booming at the moment. Analysis showed that what boat owners want the most is monitoring their ropes only part that attached- securing the boat to the harbor.

### Value proposition:

Our customers will stop worrying. They will be under control as a Captain able to anticipate problems and take corrective actions. They will save money, time and stress. Our product is unique not only providing security and technology but a link for passionate people to their boat allowing them to take care of their boat. Our product is the only one providing passion and security through the ropes. He is visible with an elegant design, not intrusive just plug on the ropes and play on the phone. The existing solutions are all inconvenient and leave boat owners without control. The young competitors all have the same intrusive, expensive and technical solution.

### Business Model:

We plan to first target the 6 to 16m motor and sailing boat market in EU and the US. These owners represent approximately 4 million Boat Owners. We plan to address the needs of these customers through both B2B and B2C. Market size: One only statistics is necessary to demonstrate the need: 50% of all boat incidents happen in harbors! Assuming we can sell our solution to 1% of the market within 5 years, it represents 40 000 end users with a potential turnover of 18 ap. million. We will launch a range from basic to luxe including a yearly subscription in order to reach all needs of the different boat owners. This is a new and potentially very profitable market for businesses.

### IP and Regulatory situation:

The Intellectual property of our code is to be protected by IP (author's rights). However no patent seems applicable to our product as the tension and the moves are already existing processes and we are cumulating the two into a new device for a new use (on mooring ropes). We are in the process of protecting our trademarks at european level. On the regulatory side, our product will be sold with warranty, even if very resistant and robust, if anything happen it will trigger after-sale services.



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### COMPANY PROFILE

- **Website:**  
www.largowind.com
- **Field:**
- **Contact:**  
ARGAUD Mathilde  
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- **Location:**  
Technoport, 9 Avenue des Hauts Fourneaux  
4362 Esch sur Alzette  
Luxembourg
- **Founded in:** //04/2016
- **Employees:** 0
- **Financial information (€):**
  - **Company stage:**  
Pilot Phase
  - **Capital raised to date:**  
50000
  - **Monthly burn rate:**  
5000
  - **Capital seeking and date:**  
500000€ for march 2017
- **Investors:**  
Luxembourg gouvernement