



Alius Technologies Ltd. Is developing means for Effortless and Safe Navigation using 'Smart' Paper Maps.

Stage: Pre Revenues, Seed
Industry: Outdoor & Leisure

Number of Employees:2
Market Size: Between \$5B and \$20B

Investment Opportunity: \$250K

Use Of Proceeds

1. Establish Full IP
2. Equity crowd funding campaign
3. Continue development

Management team

Shay Regev, CEO
B.Sc. in Mech. Engineering from TAU
Over 15 years of R&D experience.
Second time entrepreneur - Founder and CTO of AirtTee Ltd.

Nir Shemie, CTO
B.Sc. in Mech. Engineering from TAU
Over 12 years of R&D experience in Chip design (VLSI).

Investment Opportunity

What we do

Re-inventing the outdoor navigation experience by providing a safe and effortless mean of knowing where you are on a 'smart' paper map.

Need/Opportunity

The US Outdoor market is booming with money spent by Americans on Trail Sports gear alone (\$20B) exceeds consumer spending on Home Entertainment. 75M Americans participate in outdoor activities, such as hiking, backpacking, and hunting, which require navigation skills, 20K of them get lost every year in the US alone - all having smartphones.

Solution

Paper maps are considered by all experts as THE most reliable mean of outdoor navigation and a mandatory item in any backpack. A person holding a map and knowing his location on it is never lost.

Our technology isn't meant to replace maps but instead, make them even better, having all the benefits of a Paper map with the navigation ease of a handheld GPS. We do that with a device, called GP², which can point your location on a dedicated 'smart' paper map.

Top achieved milestones

1. A fully autonomous hand-held, proof of concept (POC).
2. Established critical partnerships with key companies.
2. First set of printed maps on an HP indigo industrial printer.
3. Preliminary design with extreme size and cost reduction.
4. Establish an Elite Athletes advisory board.

Competitors

Garmin eTrex®
Touch 35

How we are different

- Your location on a huge map instead of a 2.6" screen
- No need to download maps. The device works instantly with any 'smart' map
- The GP² will have 4X the battery life of the Garmin

Go To Market

Our Company will sell customized 'Smart' maps online, providing full coverage for North America and most of the European market and Australia.

Our handheld devices would be sold online and at outdoor retailers.

Revenue Model

Alius Tech. Plans to charge 24\$ for each customized 'Smart' map and up-to 350\$ for each GP². Targeting Users with Min of 12 outing per year, Age 25+ and Income of \$50K+, we estimated our US market size to be \$6.7B and our World market to be \$20B.

