WEL

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History

Wel was born from the creative vision of the two founders **Marco Epicoco** e **Stefano Grima**.

Thanks to the experience acquired in the management of medical and financial processes they decided to scale-up what was already their know-how of the **industry 4.0**.

Thanks to the **marketing approach** and a **technological vision** that always points to the **"future"**, they analyzed the 4.0 world and created a company capable of responding to market needs:

//Solutions with **customization** components designed to the customer's needs (no business case is the same as others)

//The development of **B2B open hardware** in the **IoT/Wearable** environment to create truly integrated solutions

//A key to understanding that is not just machine-driven but that takes into the focal point of every process the **human resource**

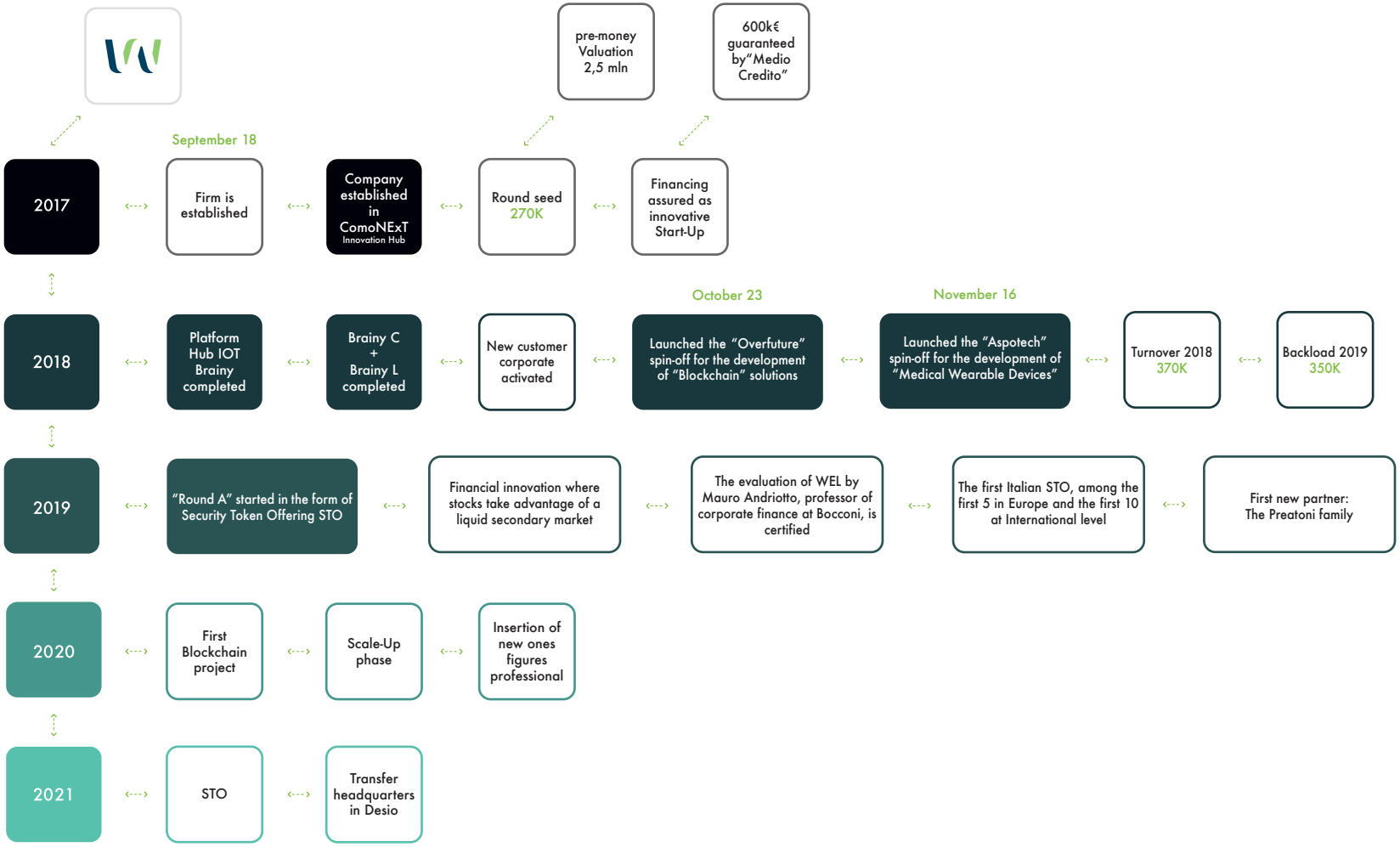
//4.0 solutions not only for the industrial world but also for the health care, the **hospitality**, the **retail** and so many other worlds

Vision

Wel is a company that operates in the technological world to remotize data, create smart management control models with the aim of generating savings, optimization and new revenue models.

Mission

To achieve these important goals we develop solutions and systems based on BIoT and Wearable.


pre-money Valuation 2,5 mln
600k€ guaranteed by"Medio Credito"
September 18
2017
Firm is established
Company established in ComoNExT Innovation Hub
Round seed 270K
Financing assured as innovative Start-Up
October 23
November 16
2018
Platform Hub IOT Brainy completed
Brainy C + Brainy L completed
New customer corporate activated
Launched the "Overfuture" spin-off for the development of "Blockchain" solutions
Launched the "Aspotech" spin-off for the development of "Medical Wearable Devices"
Turnover 2018 370K
Backload 2019 350K
2019
"Round A" started in the form of Security Token Offering STO
Financial innovation where stocks take advantage of a liquid secondary market
The evaluation of WEL by Mauro Andriotto, professor of corporate finance at Bocconi, is certified
The first Italian STO, among the first 5 in Europe and the first 10 at International level
First new partner: The Preatoni family
2020
First Blockchain project
Scale-Up phase
Insertion of new ones figures professional
2021
STO
Transfer headquarters in Desio

Clients

LAVAZZA
ALESSI
BUS COMPANY
depalma
DAILY CASH
ABB
TOSHIBA
alyki
cioccolat | taliani
GELATO E GENIO ITALIANO
Melody Maker
chef express
CHOKKINO
IL CACAO ESPRESSO
axitea
SECURITY EVOLUTION
AspoTech
Roadhouse
moka café
VOLPI
STUDIO
SMC
sigfox
Unilever
Nestlé
LIVEBETTER
PULITORI & AFFINI
Global Service
KFI
GRUPPO CREMONINI
FIND THE CURE
sabicom
SINERGIE
Silfer
COOLING ART
TEKNE
Antica Focacceria
S. Francesco
UFI FILTERS
SBS
COMO NEXT
DOMINA CORAL BAY
SAL


CHOKKINO











WEL
market


Approach

The Wel approach to the project is of an engineering type and we move towards the customer with a precise flow. For each individual project, a Project Coordinator is assigned who has the role of: Coordinating activities in compliance with the shared gant, Collecting information and customer needs and Creating all the documentation supporting the project.

Analysis of requirements

Study of solutions

Creation of project design

+

Starting a pilot project

Analysis of results ed any adjustments

Starting mass production

Skills
& Services

Stefano Grima

Entrepreneur with a background in computer engineering technology.
Java Evangelist with very strong knowledge in DB management and Computer Vision.

Marco Epicoco

Background in marketing e digital transformation.
Highly experienced at international level with multinational companies.
Entrepreneur and startupper.

Computer engineers

Luca Romeo

Computer engineer, j2ee java expert with knowledge in the development of enterprise web platforms in the IOT area.

Marco Ruberto

Doctor in computer science with knowledge in the UX/UI field.

Vincenzo Pinto

Experienced systems engineer in management e organization of IT hardware architectures

Electronic engineers

Davide Ferrario

Senior electronic engineer with distinct experience as firmware engineer, designer of electronic boards and RTUs.

Alessandro Saccon

Electronic engineer with strong experience electronic hardware design.

Simone Gaspardo

Telecommunication engineer, with many years of experience in the creation of IOT hardware and devices.

Marketing

Giorgia Salamanca

Industrial Designer expert in the design of B2B hardware elements.

Ludovica Chiaverini

Degree in marketing with a strong passion for the digital and tech world. Copy skills.

Business development

Riccardo Rastelli

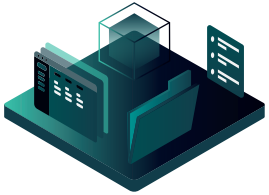
Business Developer with experience in Process Analysis

Alessia Rossi

Business Developer with background in communication

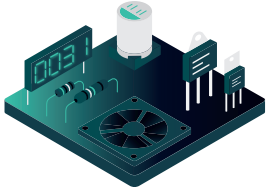
ADVISOR & PARTNER

Preatoni Edoardo	Entrepreneur in the top 10 of the most prestigious in Europe.
Paladin Stefano	Senior Financial Advisor at an international level.
Jeong Bruce	Global Blockchain Partner
Degradi Giuseppe	Management engineer and entrepreneur of reference at European level in the field of risk assessment.
Villa Alberto	Financial Advisor
Gianferrari Pietro	Electronic Engineer, former IT director of the MC Donald's Europa and Cremonini group. Strong commercial experience.
Villa Maurizio	Degree in economics and commerce, entrepreneur in the automotive industry.
Tanzarella Bruno	Successful businessman in retail and franchising
Falco Olmo	Imprenditore seriale con elevate competenze tecniche.
Berrutti Mario	Serial entrepreneur with high technical skills.
Alessandro Iacoponi	Electronic Engineer, former Manager of international level (former Magneti Marelli commercial director)



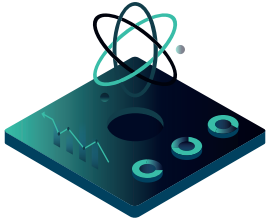
Software

Computer engineers and UI / UX experts dedicated to the development of our proprietary IoT platform, the base to all our systems.



Hardware

Computer engineers and UI / UX experts dedicated to the development of our proprietary IoT platform, the base to all our systems.



Data scientist

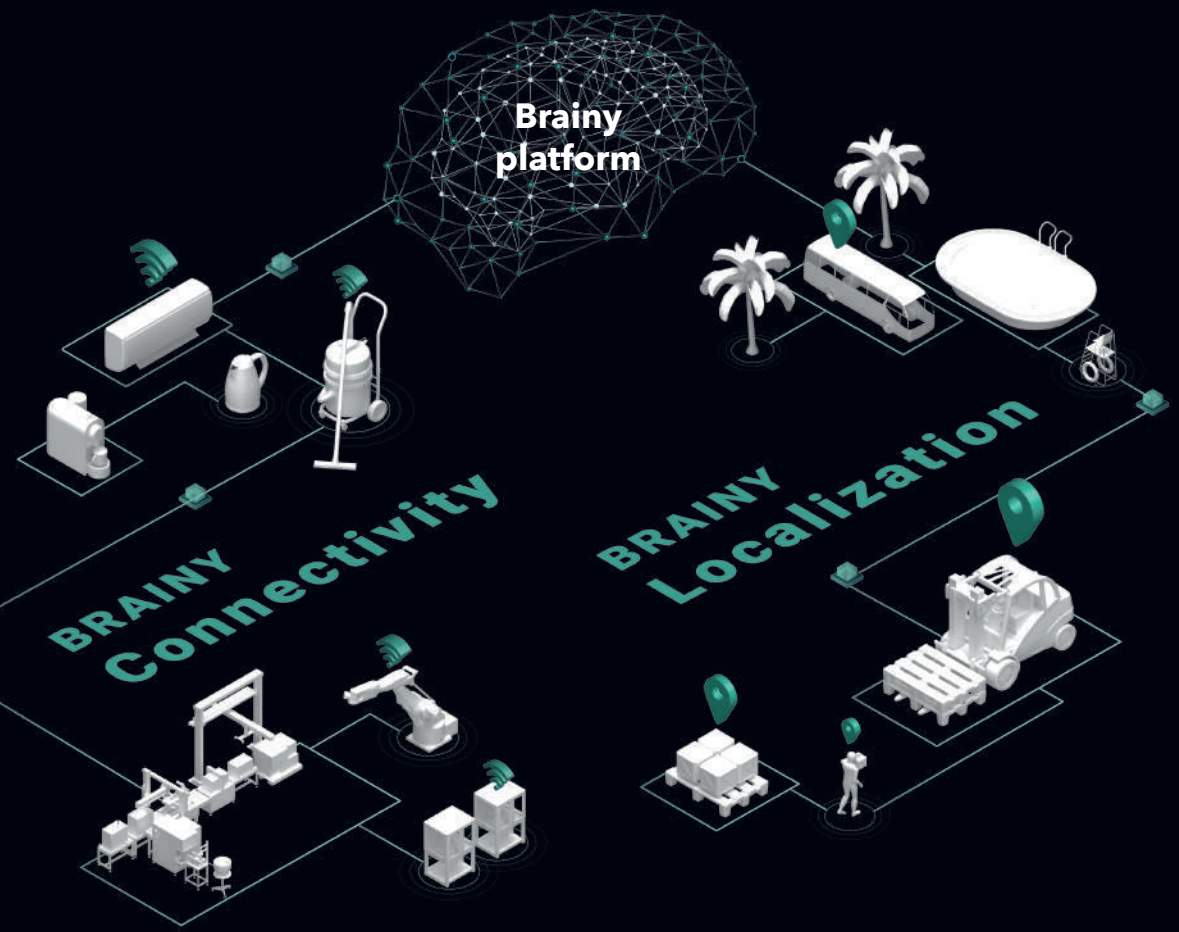
Mathematicians and data scientists who analyze the data generated by our devices and synthesize to our platform to create evolutionary models.

Services

Process analysis

Systems - a software platform that enables hardware elements to generate products and systems:
_Location
_Matchmaking
_Turism 4.0
_Smartselling
_Retail
_Connectivity

Data Scientists - data analysis


Brainy
platform
BRAINY
Connectivity
BRAINY
Localization

Products

Brainy

- It is an end-to-end ready cloud platform, which integrates a set of pre-selected services to form a multi-tenant PaaS solution.

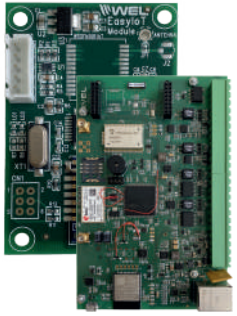
- Easy to use web UI, where you can add and manage your own devices in a few steps, so all the information is at handy.

- The Cloud services that make up the Brainy platform provide support for the connection, storage, analysis and management of the product with further monitoring support through the platform dashboard.

- The Cloud framework, managed by the Wel team, manages back-end operations.

Brainy “C”

Connectivity



What it is?

A hardware and software tool that allows you to create a link between manufacturing company, customer and supply chain.

How?

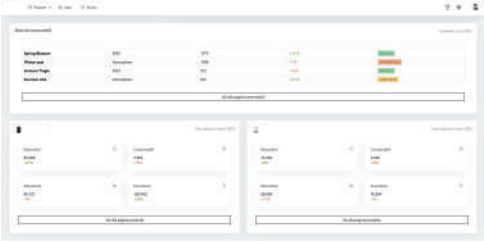
HARDWARE: an RTU (remote terminal unit) based on IoT technologies that applied to a specific product allows the monitoring of the working parameters and the management of the same.

SOFTWARE: the data flows to Brainy, the IoT Hub, to then be made visible and manageable on the web monitoring and analysis dashboard with hierarchical and multilevel access.

Platform

Real-time monitoring

The generated data are exposed in Real-Time through data visualization and KPI logics customized to the customer's needs, the monitoring dashboard records the times in a precise and immutable way.



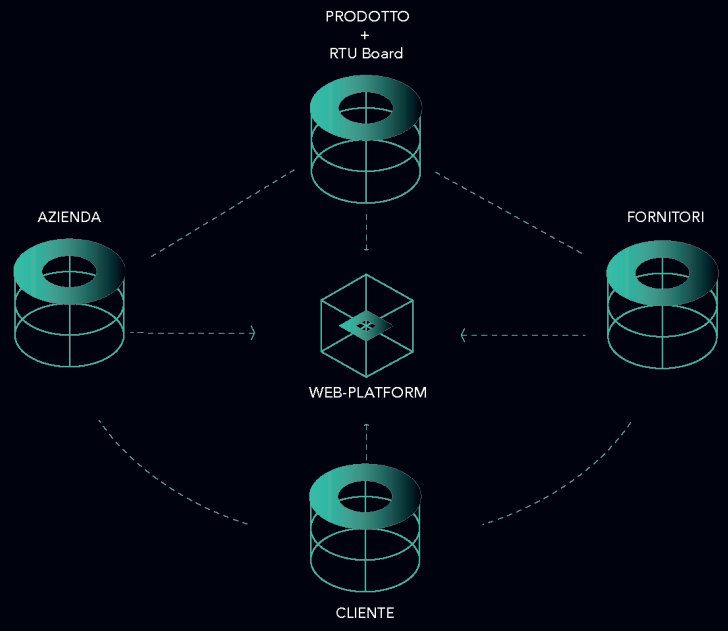
Device management

The platform enables the control of the devices subject to it in smart, dynamic and remote mode.

Data scientist

Through data analysis it is possible to integrate digital control room models, with the aim of enabling studies of: predictive maintenance, diagnostics, prescriptiveness, etc.

Brainy "C"
Connectivity



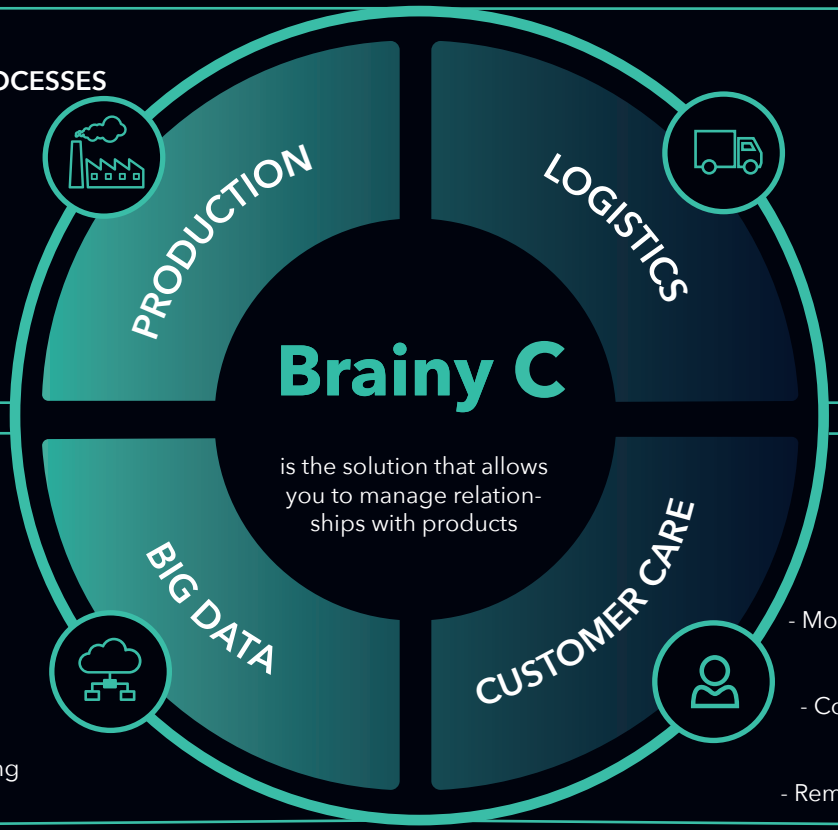
Application fields

PRODUCTION
OPTIMIZATION OF PRODUCTION PROCESSES

- Detection of anomalies in the process productive
- Reduction of production costs
- Progress information processes
- Differentiation from competitors

LOGISITCA
MORE EFFICIENT TRACEABILITY

- Planning optimization
- Integrity monitoring during transport
- Localization
- Traceability in real time



BIG DATA
ANALYSIS TO MAKE DECISIONS

- Optimization of the product life cycle
- Analysis on use
- Analysis of data collected throughout the supply chain
- Aggregation of different data flows deriving from other systems

CUSTOMER CARE
NEW AFTER SALES CHANNELS

- Improve customer satisfaction
- More effective integration with the environment and with users
- Continuous monitoring, not just in response to faults
- Remote diagnostics and predictive maintenance

Benefit

1. Send / receive data and information from operators, other machines and the environment itself
2. Generate data from any object to which it is integrated
3. Analyze the work trend to optimize processes
4. Automated control of objects through biometric data to certify the quality so as to reduce working time and production waste
5. Energy analysis for efficiency
6. Predictive, prescriptive and evolutionary maintenance
7. Auto-configuration of machine parameters according to external elements

Brainy “L”

Localization

What it is?

A system of localization and tracking of objects or people within indoor and outdoor environments.

How?

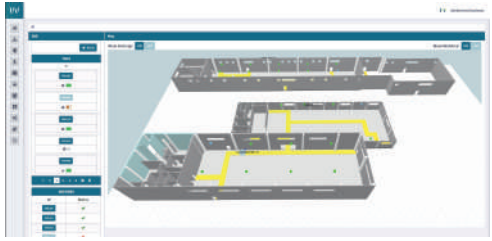
HARDWARE: an RTLS (real-time locating system) infrastructure based on UWB (ultra wide band) applied to a specific plant is able to collect data on the position and movement of devices within outdoor and indoor environments.

SOFTWARE: the data flow to Brainy the IoT Hub and then be made visible and manageable by a web dashboard which, through a hierarchical and multilevel access, allows real time monitoring on Digital Twin (digital twin in scale of the mapped environment) and an analysis retrospectively on the data generated (such as parking areas, spaghetti chart, work timestheet, etc. ..).

Platform

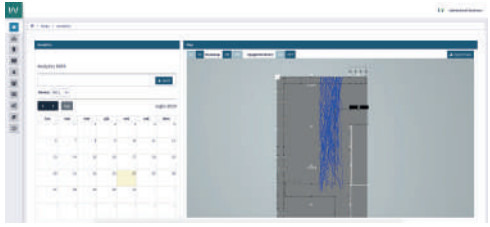
Digital Twin

It is the scaled digital representation of the environment mapped through the localization infrastructure with tagged objects that dynamically move in the context.



Real-time monitoring

The generated data are easily visible in Real-Time through the digital twin of the environment, and the monitoring dashboard records the times in a precise and immutable way.



Spaghetti chart

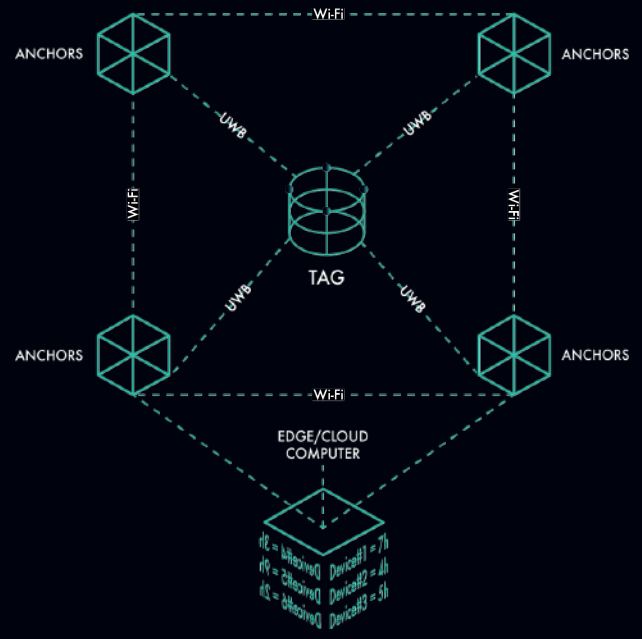
Analysis of the physical flow of materials or objects.

Heat map

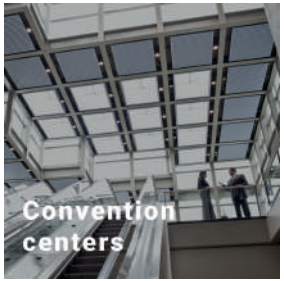
Analysis of the areas of greatest stationing of objects or resources.

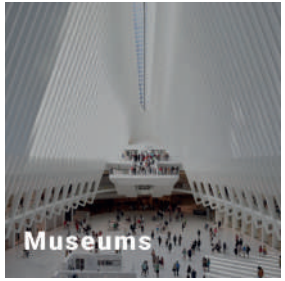
Brainy “L”

Localization



Application fields





Benefit

1. Improve resource utilization by identifying workforce and equipment, limiting virtual perimeters in workspaces.
2. Improve productivity by reducing the time spent searching for tools and equipment.
3. Improve decision support in process optimization and workflow efficiency.
4. Reduction of inventory and maintenance costs through more accurate inventory management and analysis, planning for rapid breakdown replacements or preventative replacements.
5. Measurement of behaviors and status of surrounding resources or measurement.
6. Generate real-time visibility into inventory and assets across the supply / production chain.
7. Generates a central point of control and action: local, remote or virtual (digital twins).

R&D
Research & development

MATCHMAKING

Matchmaking è una soluzione che sfrutta device e wearable in proximity per la raccolta e lo smart sharing di dati.

Come?

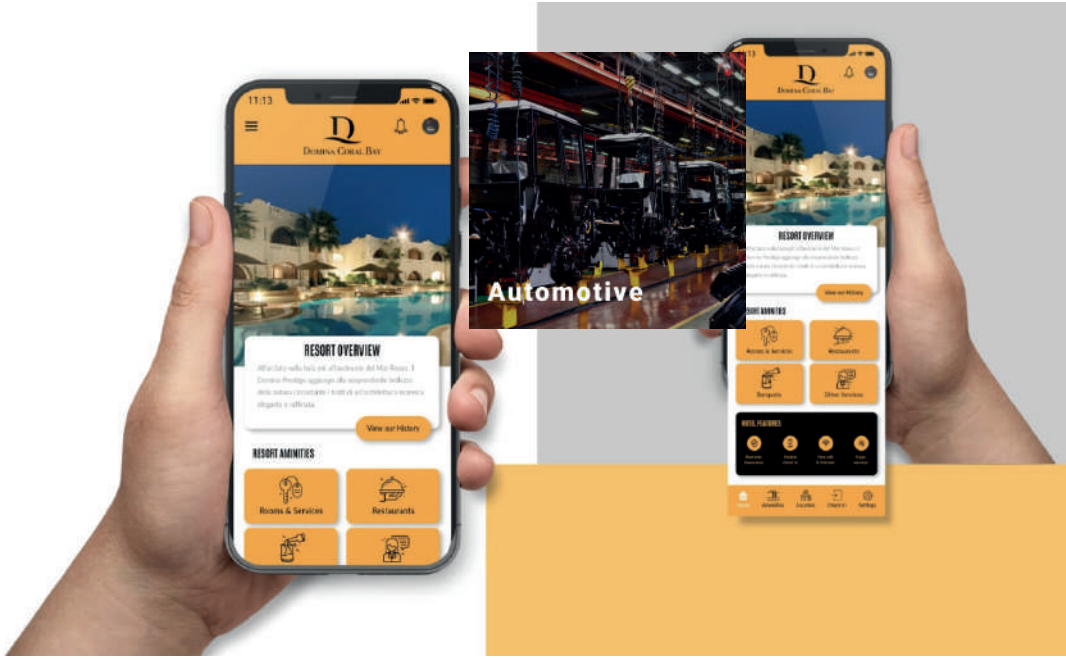
Attraverso le potenzialità del mondo IoT, questa soluzione permette lo sharing di dati in real time tra devices e wearables in proximity.
I dati elaborati dal Brainy Hub Iot vengono mostrati attraverso una dashboard di monitoraggio e analisi con accesso multilevel e gerarchico.

TURISMO 4.0

Turismo 4.0 è una soluzione che grazie all'utilizzo delle potenzialità di un sistema di interconnesione digitale crea ambienti hospitality 4.0.

Come?

Attraverso l'uso di un'infrastruttura IoT abbiamo trasformato i nostri dispositivi wearable abbinati ad un'applicazione mobile della struttura nell'**hub** per usufruire di tutti i servizi che una struttura turistica può offrire.
Questo si traduce nella generazione di nuovi modelli di ricavi basati sul digitale, nel risparmio dovuto dall'efficientamento dei processi, in un'offerta commerciale per il customer più mirata perchè basata su una profonda conoscenza dell'iter comportamentale, e infine in un'innovativa customer experience che sfrutta il mondo on-line/off-line.



SMARTSELLING

Smartselling è la soluzione per il mondo retail che sfrutta device Iot per innovare la customer experience ed efficientare i processi di vendita e produzione

Come?

Applicando un retroffitting tecnologico basato su sistemi IoT ad oggetti di uso comune nel retail (come etichette e grucce) abbiamo attivato funzionalità rivolte al cliente e all'owner come ad esempio: mapping prodotti in store, ID prodotto, gestione dinamica e remota dei prezzi ed engagement in proximity dei customer.

TRAINING 4.0

L'allenamento EMS (elettrostimolazione muscolare) viene svolto attraverso una tuta tecnica (dispositivo indossabile) specifica per questa attività, integrata con elettrodi evolutivi posizionati su tutti i principali gruppi muscolari, collegata ad un'elettronica in grado di gestire gli impulsi elettrici e collegata ad un monitoraggio e gestione piattaforma software.
Come?

La tuta stimola elettricamente i muscoli provocando-ne la contrazione, imitando l'azione del sistema nervoso centrale. Questi impulsi raggiungono le fibre muscolari più profonde, le più difficili da attivare con l'allenamento convenzionale. L'effetto degli impulsi fa sì che i muscoli lavorino di più, più pienamente e con meno sforzo rispetto agli esercizi fisici classici. Il costante monitoraggio dei parametri biomedici di base quali temperatura, battito cardiaco e bioimpedenza garantiscono la sicurezza e la qualità dei risultati ottenuti durante le varie sedute.

GDO 4.0

Retail 4.0 è una soluzione in grado di sviluppare un sistema di interconnesione digitale per creare ambienti retail 4.0.

Come?

Attraverso l'uso di un'infrastruttura IoT e di device per il customer abbiamo creato un sistema in grado di innovare e migliorare il processo di vendita in ambito retail.
Questo sistema ha prodotto maggiori ricavi, processi di vendita più snelli e un un'offerta commerciale più customizzata sulle specifiche esigenze del cliente.

Blockchain

Una delle preoccupazioni più urgenti della digitalizzazione è la sicurezza informatica. Gli attacchi informatici e i dati non certificati possono avere un impatto devastante sui processi, come le catene di approvvigionamento, portando potenzialmente le reti e i sistemi di produzione intelligenti a un arresto sostanziale.

Inoltre, la corruzione dei dati, o peggio, la manomissione dei dati può interrompere la produzione, interferire con esecuzione corretta del processo e perdita di integrità dei dati

CYBER SECURITY

Le proprietà intrinseche delle tecniche di crittografia Blockchain garantiscono la protezione dei dati da qualsiasi potenziale manomissione, inclusi attacchi informatici esterni, perdita interna di dati e manipolazione.
I distributed ledger (registri distribuiti) sono oggi considerati la tecnologia più solida rispetto a qualsiasi altro standard esistente . Inoltre, meno interazioni umane offrono minori opportunità di hacking.

SUPPLY CHAIN MANAGEMENT

Grazie alla Blockchain, le transazioni tra le parti della supply chain sono registrate su distributed ledger, e questo genera riduzione dei costi di trascrizione, ritardi e potenziali errori umani.

FACTORY STANDARDIZATION AND PROCESS NOTARIZATION

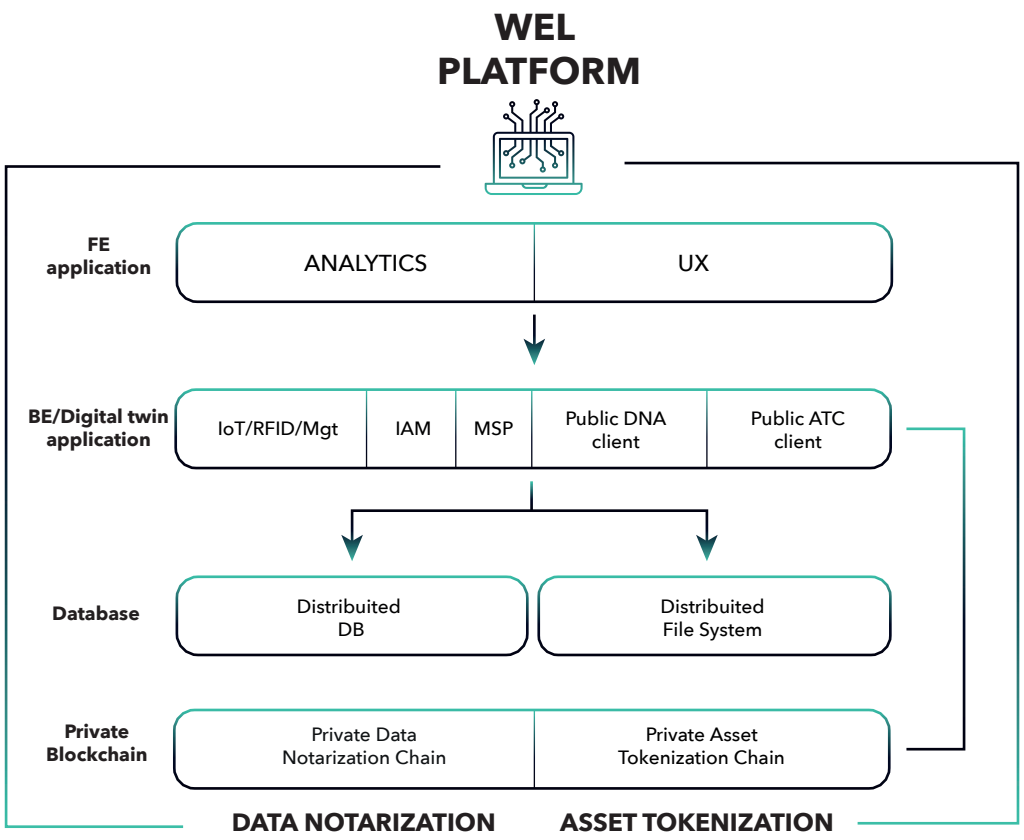
La solida infrastruttura Blockchain può supportare le comunicazioni da macchina a macchina, aiutare i dispositivi IoT / IIoT a comunicare e autenticarsi in modo sicuro attraverso ditributed AI. Il processo riduce la complessità della rete ed elimina la necessità di comunicazioni di terze parti.

NUOVI SERVIZI POST-VENDITA

Il mondo della blockchain consente la certificazione e la gestione del servizio post-vendita con condizioni di garanzia, grazie all'interazione tra prodotti e ambiente.

Blockchain enablers

L'Hub IoT Brainy è abilitato dalla tecnologia integrativa Blockchain che gli consente la memorizzazione permanente dei dati, garantisce la coerenza, l'integrità e l'immutabilità. Inoltre, attraverso la tecnologia blockchain Brainy HUB IOT ha eliminato il rischio di perdere informazioni attraverso la replica tra "nodi di rete", mitigando così gli svantaggi del single-point-of-failure riscontrati nelle soluzioni di archiviazione legacy.
La piattaforma si basa su due infrastrutture interoperabili di blockchain base. Una fornirà autenticazione dei dati e l'altra gestirà un ecosistema eterogeneo di risorse digitali con diversi obiettivi e caratteristiche.
WEL si è data come missione l'impegno a integrare sistematicamente la Blockchain nelle sue linee di prodotti.



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