

# DiCEworld

IoTWeek Innovation World Cup Startup

Dublin, 21st June 2022

[www.diceworld.com](http://www.diceworld.com)





DiCEworld is an Italian firm founded in 2018 in Milan by young entrepreneurs with the aim of **creating IoT devices**, designed to educate and raise awareness around environmental sustainability.

Our mission is to develop new solutions that help people transform their spaces into **sustainable, more efficient, comfortable and safer smart homes**.

DiCEworld journey started with **DiCE SMART**, the first IoT hub that combines Italian design and a new Human-Machine Interface, allowing end users to read difficult environmental KPIs in a simple way through colors and gestures.





DiCE SMART architecture is based on our own **proprietary IoT platform**, designed to provide specific features:

- **AI and Machine Learning**, which enable the platform to elaborate customized algorithms to solve specific needs;
- **full control on every data exchange** within the solution, which guarantees the highest level of privacy and security possible;
- achieve **maximum customization and scalability of the Cloud** architecture according to different needs;
- **ad-hoc communication library**, to bypass the usage of an additional MCU and move the intelligence on the Cloud. This patented technology allows us to shorten time to market and reduce overall costs.





The concept of **modularity** and **scalability** is the imprinting that has been given to our solution, both for **hardware** and **software** design.

After releasing DiCE SMART on the market, we got in touch with other firms interested not only on the device but also on the **architecture** behind it.

We soon realized that our **platform** was **suitable for several different projects** and we've seized the opportunity to collaborate with other SMEs to fulfill their dreamed devices.

We've therefore shifted our business strategy **from B2C to B2B market**.







In July 2021, we launched our first B2B project called **ABnow**, commissioned by **ABenergie SPA**, an Italian company operating in the utilities sector.

The client intended to create an IoT solution that **helps their customers to be more aware about their environmental impact**, monitoring their energy consumptions, CO2 emissions and also spending in real time.

DiCEworld made this possible developing a **new device**, called **D•ENERGY**, together with a **customized version of DiCE SMART** and a **dedicated app**.







## Pandemic / New approach

In 2020 the world has changed due to **Covid pandemic**, and we as DiCEworld felt the need to **change our mindset** accordingly.

We all faced a tough time, **distance** was the only way to avoid contagion, caring was only permitted with one meter distance.

Our startup realized that **IoT** could be a key to **shorten this gap**, helping people to take care of their beloved ones in a completely new way.

We've started to discuss with other firms on how IoT devices could **help people in caring**, and we've begun to prototype new **AAL (Ambient Assisted Living) devices**.

Here began **ELISAcare** project.





At the end of 2021 we've started cooperating with **SICURA CARE**, an Italian startup focused on the elderly care market.

With this client we're developing a brand new solution called **ELISAcare**, a **digital family assistant** that monitors the domestic habits of loved ones who live alone.

The goal is to create a device that can guarantee the **highest level of privacy** and discretion for the elder, while giving the caregivers all the info they need via the app, ensuring their **maximum peace of mind**.

We're at the final step of the development cycle, and the solution will be ready to be launched this July.







We're proud to be part of **the IoTWeek Innovation World Cup Startup**. For us is a **great experience**, not only to tell our story, explain our projects, compete for the award.

This event for us is a real **opportunity** to learn about other realities, other visions, other devices. And we know that our startup could collaborate with many of other firms here, **sharing objectives, capabilities, accelerating each other**.

We understood, thanks to the two projects shown before, that we can reach **shared goals much easier and faster** if we find good partners. And, of course, we can **leverage our commercial potential** at the end.





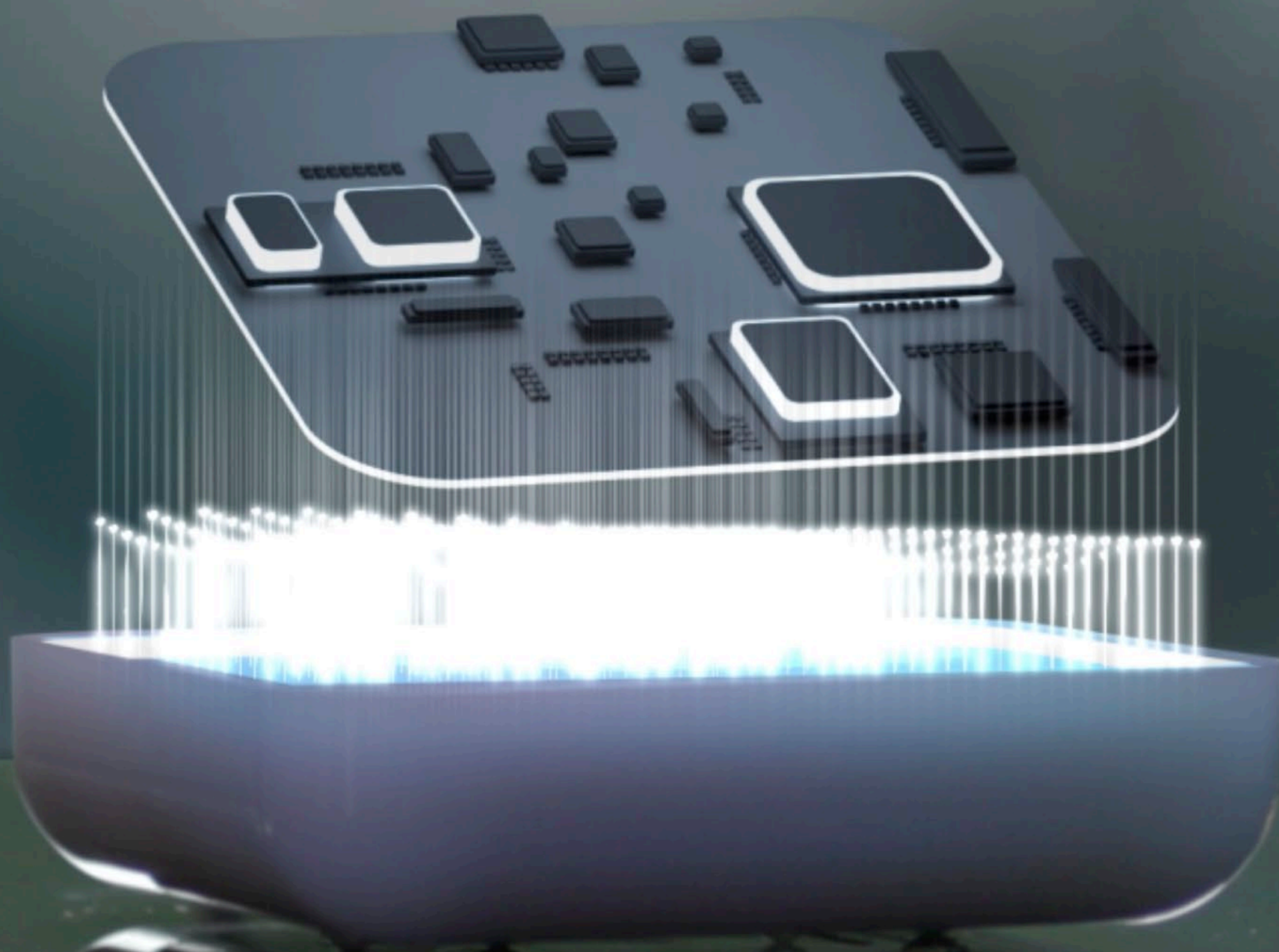
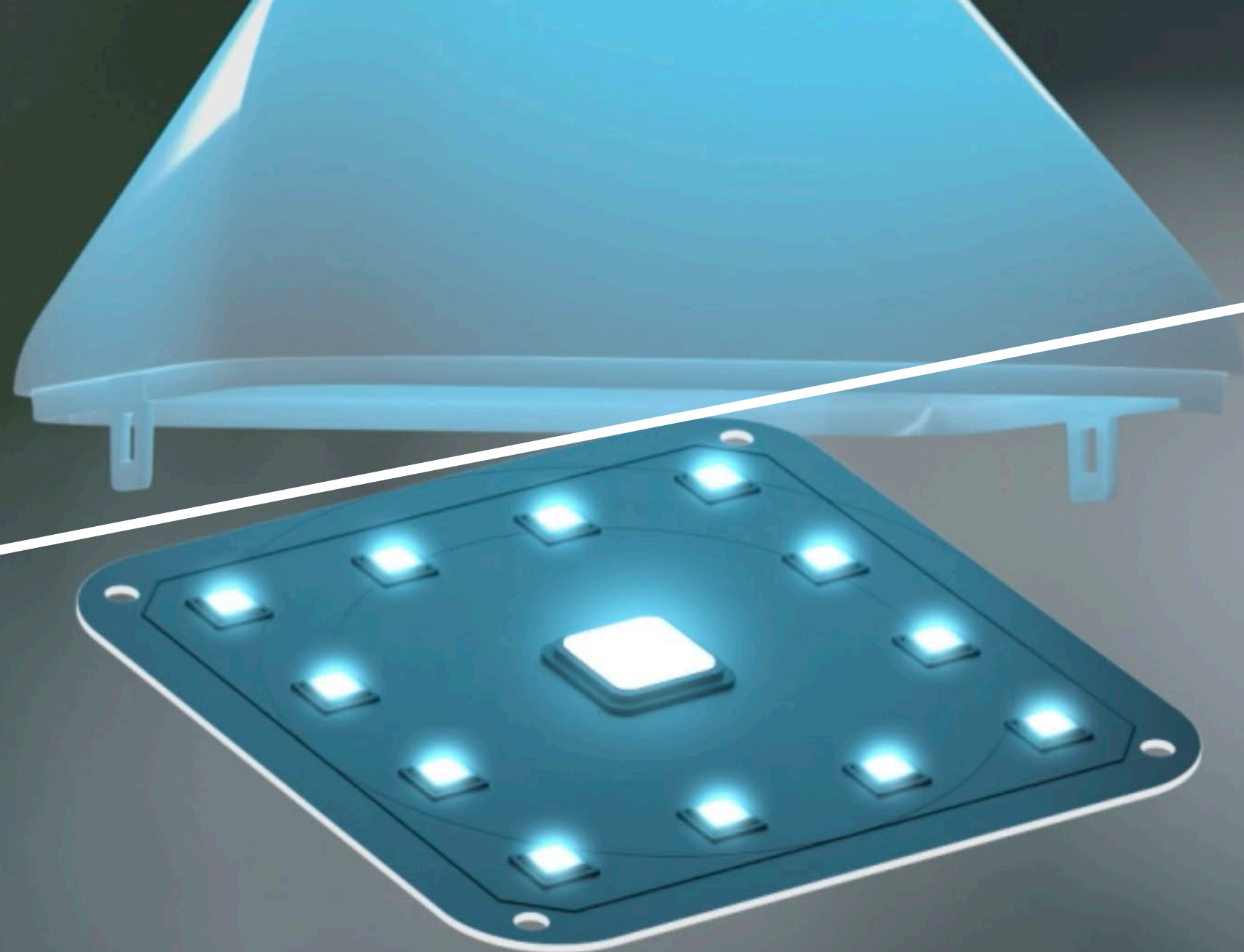
Our **sustainability** vision has been enriched in the last two years. We've have learned a lot and we're more and more hunger to **study, develop** and **collaborate**.

The **Internet Of Things** today for us **is not only switching on and off lights** at home. Is much, much more: is about having in mind people, their needs, their health and wellbeing. **IoT is about having care**.

**IoT not only for THINGS but also for PEOPLE**







# Thank you!

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