



## PRESS RELEASE

### **Reply S.p.A.: Three New Start-ups Selected as a Result of the First IoT Best in Breed Initiative: BrainControl, Cocoon and Greeniant**

- **“IoT best in Breed” – Breed Reply’s initiative launched in October 2014, aimed at identifying the most innovative ideas in IoT – received over 130 applications in one month, with start-ups coming from across the world and covering the most innovative sectors, such as Health, Energy, Smart Home, Fitness&Wellness, Transportation and Smart Manufacturing.**

[Breed Reply \(www.breedreply.com\)](http://www.breedreply.com), Reply's advanced incubator that funds and supports the development of Internet of Things (IoT) start-ups in Europe and the USA, announces that Term Sheets have been signed with three start-ups in the sectors of Health, Smart Home and Energy. The investment that consists of a total amount of 2.435.000 pounds for shareholding varying between 20% and 70% is part of Reply's development strategy on the Internet of Things and Wearable Technologies, a sector that Reply has already entered in 2014 by investing in Sensoria ([www.sensoriafitness.com](http://www.sensoriafitness.com)) and Xmetrics ([www.xmetrics.it](http://www.xmetrics.it)).

Among the 130 plus applications received from all over the world in just one month, Breed Reply has selected start-ups for their highly innovative solutions and their outstanding management teams, capable of combining excellent ideas and market potential.

In the Health sector: **BrainControl** ([www.braincontrol.it](http://www.braincontrol.it)) is an Italian start-up who has developed an assistive technology controlled by brainwaves that allows people suffering from pathologies such as Amyotrophic Lateral Sclerosis (ALS), Multiple Sclerosis, traumatic or ischemic injury, to communicate with the external world. BrainControl uses a brain-computer interface (BCI) technology that, thanks to a head-set worn by the patient, interprets the electrical signals corresponding with certain brain activity and allows external devices, such as computers or tablets, to be controlled with thoughts. BrainControl are the winner of the eHealth Solution EU SME Competition and of the Gaetano Marzotto Prize.

In the Smart Home sector: **Cocoon** (<http://cocoon.life>) is a UK based start-up that has created a smart home security system that utilises SUBSOUND™ technology to sense unusual activity throughout the whole home, without the need for any additional sensors or professional installation. It avoids false alarms by learning what's normal for home, only sending alerts and high quality video straight to your smartphone when something unusual happens - via the Cocoon mobile app. Cocoon received a London Design Award and has been listed in Forbes as one of the top new businesses to watch in 2015

In the Energy Sector: **Greeniant** (<http://www.greeniant.net/>) is a Dutch start-up whose solution analyses energy consumption by using the data from smart meters. Greeniant offers insight into the consumption of energy by disaggregating the data and enabling end users and energy providers to see usage by appliance. This offers



extraordinary benefits for consumers and businesses, such as a reduction of energy consumption, a reduced carbon footprint and cost savings. One of the advantages of Greeniant's solution is the fact that only smart meter data is used, so there's no need for plugs or other equipment. Greeniant has been pronounced a 'Disruptive Technology' by The European Committees EIT-ICT Labs and is the winner of the "Apps for Energy Challenge".

"We are very pleased with the results of the first IoT Best in Breed initiative – says Emanuele Angelidis, CEO of Breed Reply – and we are already working for the launch of the next initiative. These three new venture partners represent excellence in terms of both innovation in the IoT sector and quality of their teams. The managerial support offered by Breed Reply to BrainControl, Cocoon and Greeniant in addition to the financial investment will accelerate the presence and success of their solutions in the market.

[Breed Reply](#), based in London and with offices in Germany and Italy, offers three fundamental services: funding at "seed" and "early stage" level; considerable support with significant know how transfer of business, managerial and technological expertise; and, thanks to Reply's ecosystem, medium-term involvement to establish start-ups in their market. [www.breedreply.com](http://www.breedreply.com)