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sensing solutions

HOREICH UG – ZOLLHOF Batch #4
Remote Monitoring
Solutions for Construction & Industry



Andreas Reichle

- Studied **Mechanical Engineering** with focus on software development
- Responsible for embedded and web development, as well as marketing at HOREICH



Fabian Hoppe

- Studied **Mechatronics Engineering** with focus on sensor technology
- **Work experience as** an electronic development engineer
- Responsible for finances, sales, hardware development at HOREICH



Our Company

- Founded in **August 2019**, both founders are shareholders in equal parts
- Supported by BMWi-sponsored **EXIST scholarship**
- Currently located at **Institute for Factory Automation and Production Systems**
- Discovered the need for IoT products in the **construction and building industry**
- Producing and developing **wireless IoT products** and software platform



The Problem: Poor Structural Monitoring in the Construction and Building Industry

Market
Need

Monitoring
Off-grid,
Distributed
and Remote
Infrastructure



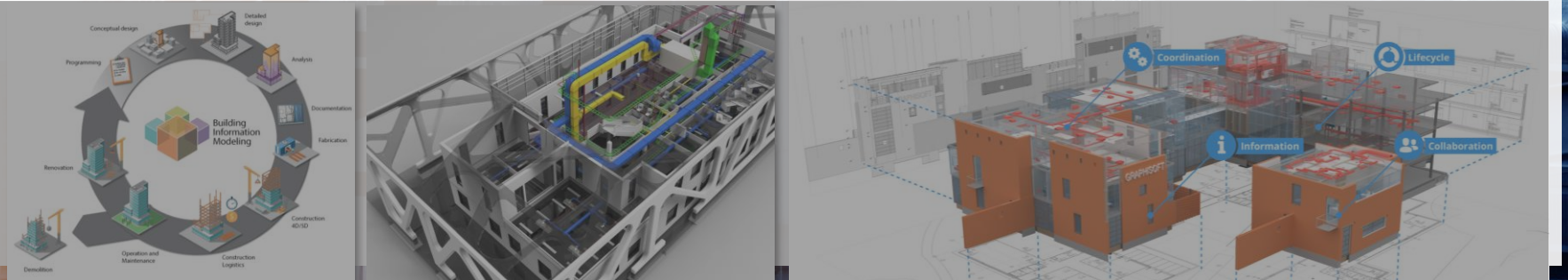
Customer
Pain

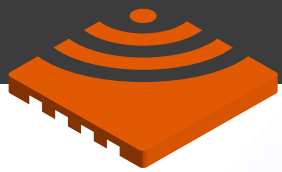
**Hard- and
Software**
Different,
Insufficient,
Non-
standardized



Future
Challenge

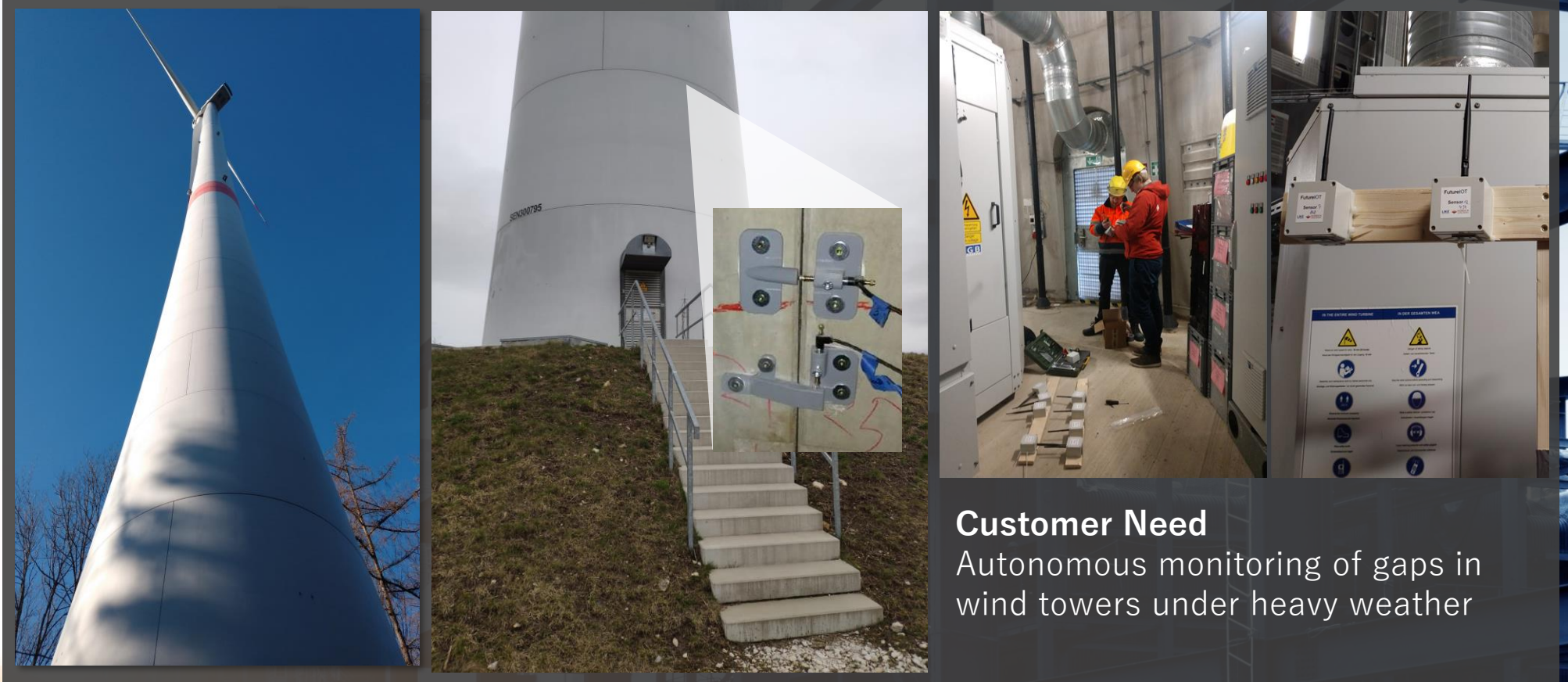
**Advanced
Integration
(Building
Information
Modeling)**





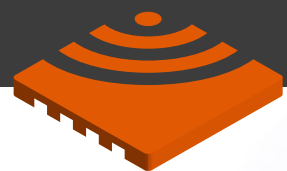
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Gap Monitoring inside Wind Turbine Towers



Customer Need

Autonomous monitoring of gaps in wind towers under heavy weather

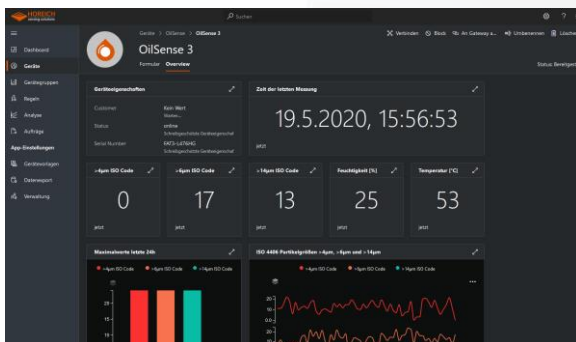


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Highly flexible Universal Sensor Platform Pushing Further Digitization for the Industry

One Platform to Rule All the Sensors

Technical Features

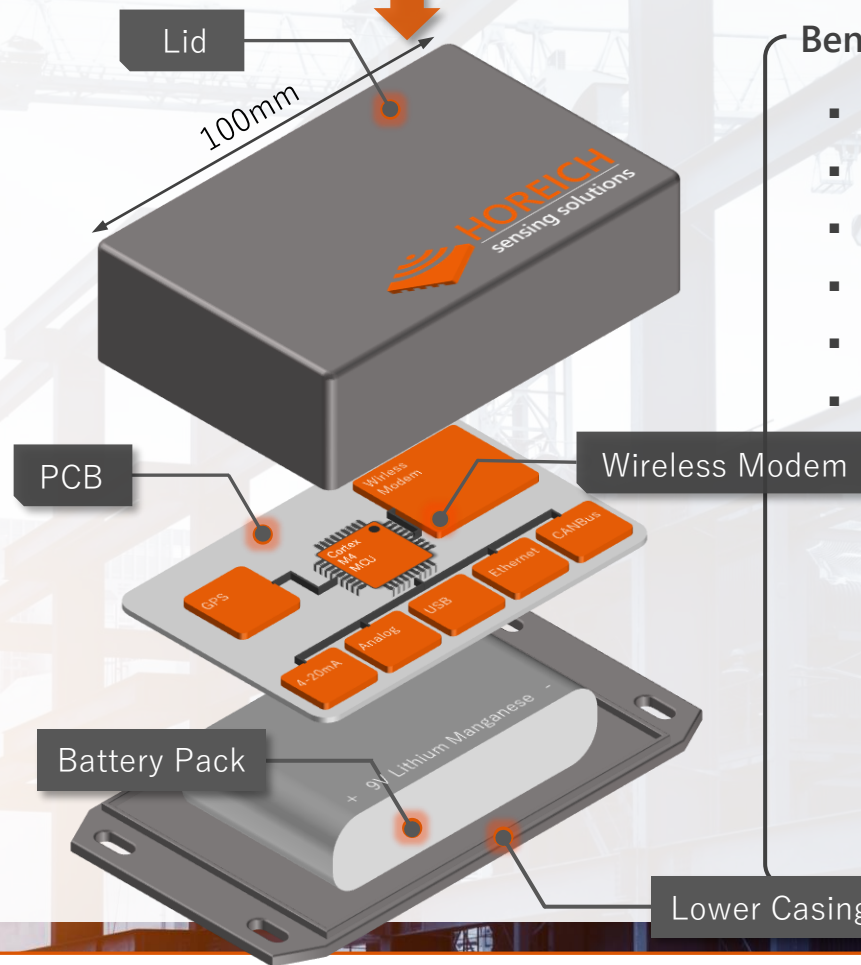


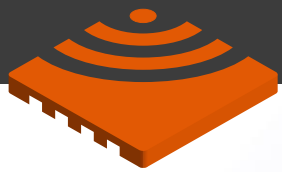
- Standardized interfaces
- Small form-factor
- Different Wireless Technologies
- Online platform (Web/ BIM)



Benefits and USP

- Cost savings
- Time saving
- Plug&Play application
- Automatic documentation
- No external power wiring
- Best coverage



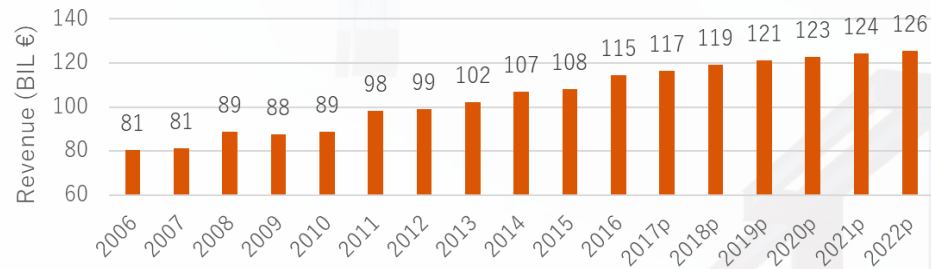


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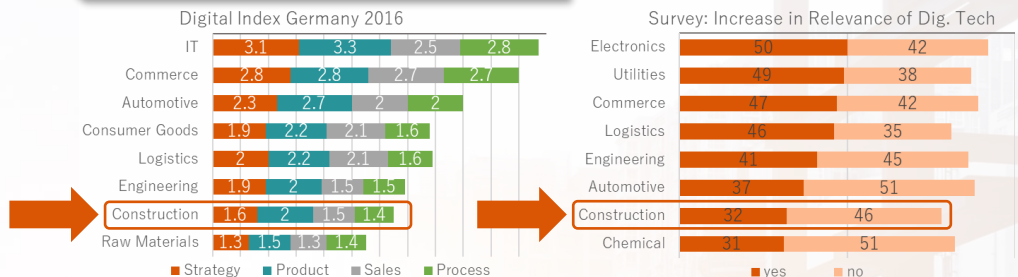
Market Size Analysis and Market Entering Strategy

In 2016 the revenue of the civil engineering market was around 115 billion €. However, the productivity has only grown by 1% every year over the last 20 years.

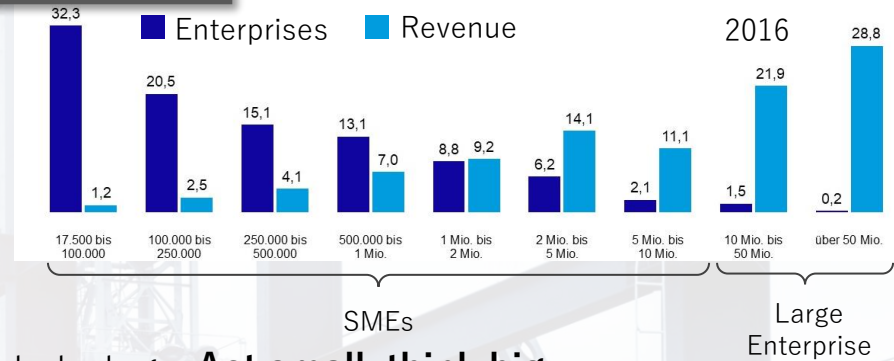
Revenue



Digitization within the market



Enter Market Strategy



Market strategy: **Act small, think big**

Bottom-up Digitization:
Building and Construction SMEs

BIM Integration
Medium and Large Corporations



At least 1.2 million revenue with market share of 20% for civil engineering monitoring sensors in Germany

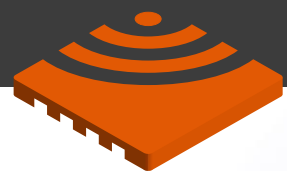


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Ask us Anything!

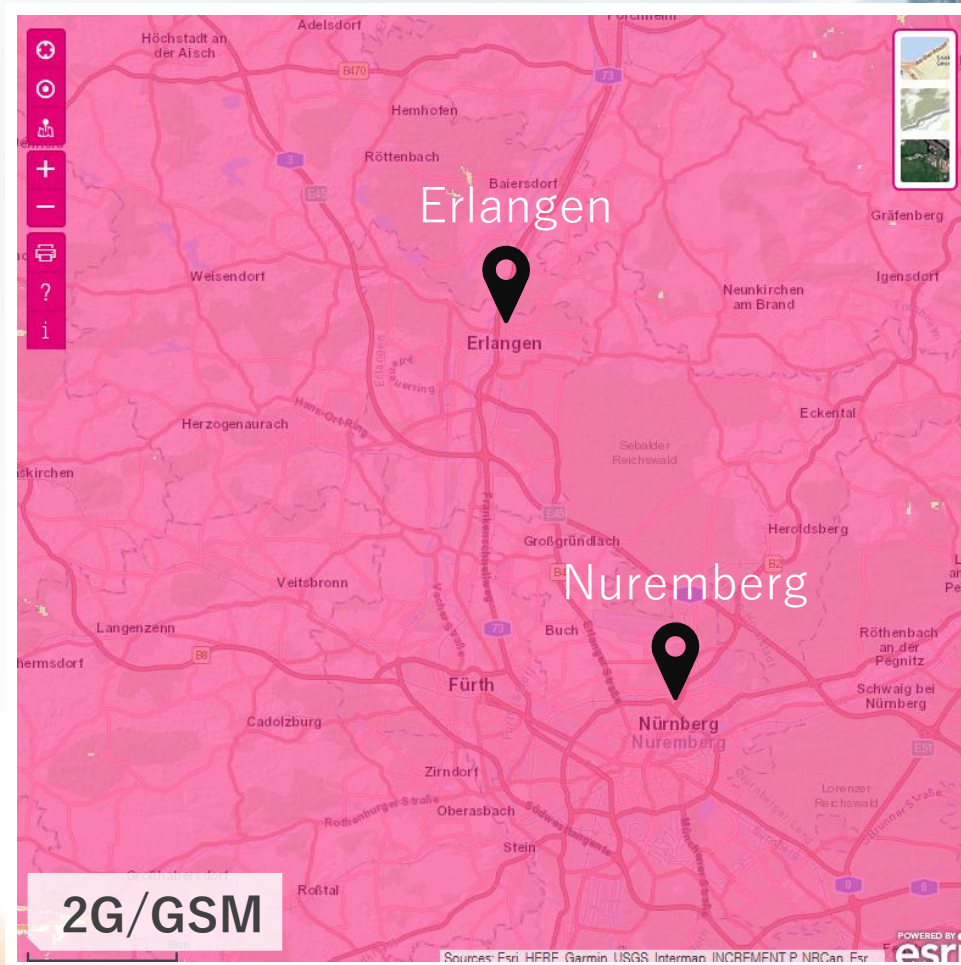
HOREICH | sensing solutions
Fürther Str. 246b
90429 Nürnberg

Mail: andreas.reichle@horeich.com
Tel.: +49 151 59254293
Web: Horeich.de



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Why, Besides new Tech, Good Old GSM is the Solution for our Market



VS.

