



embryo

Alberto Geniola • Mauro Cerbai • Riccardo Diomedì • Elisabetta Fermo • Andrea Valenzano
Niccolò Giaccaglia • Francesco Tuveri • Tommaso Salvetti • Noushin Alishai • Luca Tarasco

A woman with her hair pulled back is shown from the chest up. She is holding a bright pink spray bottle in her right hand, with the blue nozzle directed towards her hair. Her eyes are closed, and she has a focused expression. In her left hand, she holds a white hairbrush with pink bristles. She is wearing a purple top and a grey apron with colorful polka dots. The background is a soft, out-of-focus pink. A semi-transparent dark grey banner is at the bottom of the image, containing white text.

Gestire la casa
può essere **complicato**

Sensori dappertutto,
ma...

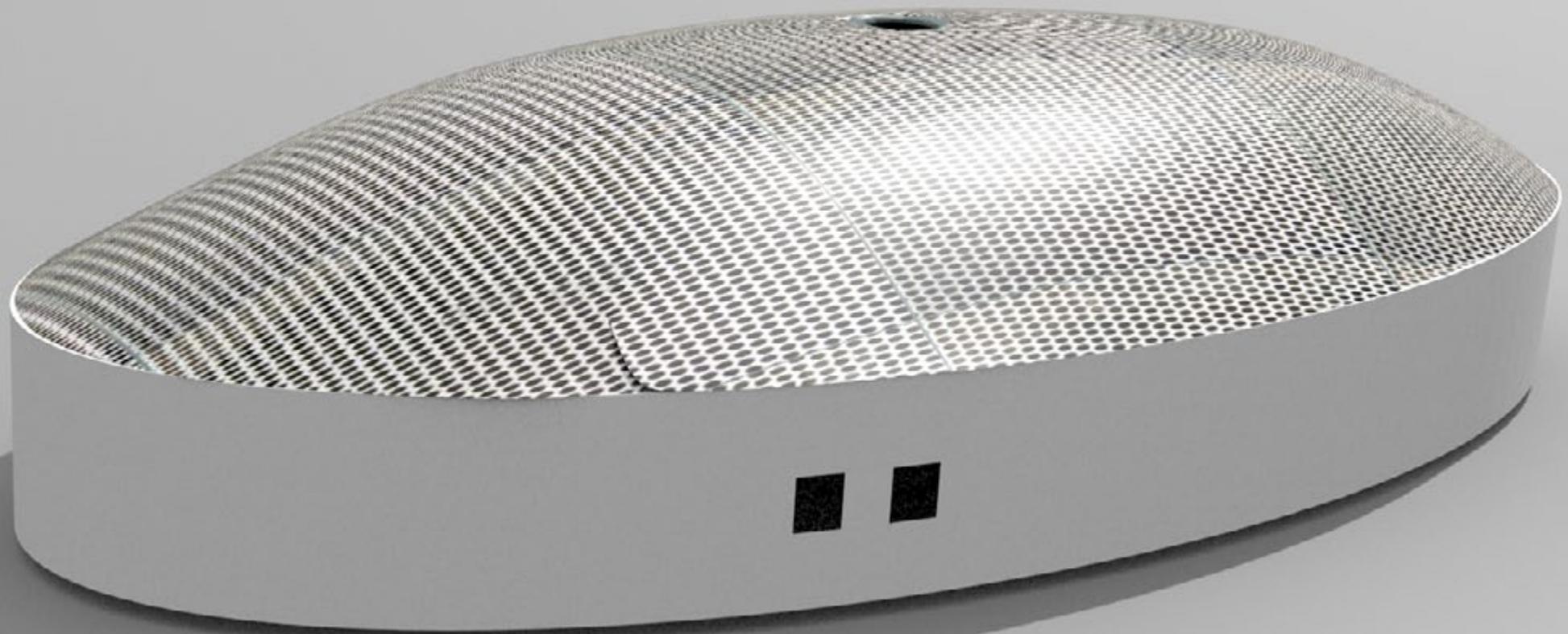


A young man with glasses and a white t-shirt, and a young woman with long brown hair and a yellow top, are looking into the open door of a washing machine. They have surprised or worried expressions. A red and white striped towel is visible inside the machine. A speech bubble in the top right corner contains the word "Ooops".

Ooops

...i nostri elettrodomestici
sono davvero "smart"?

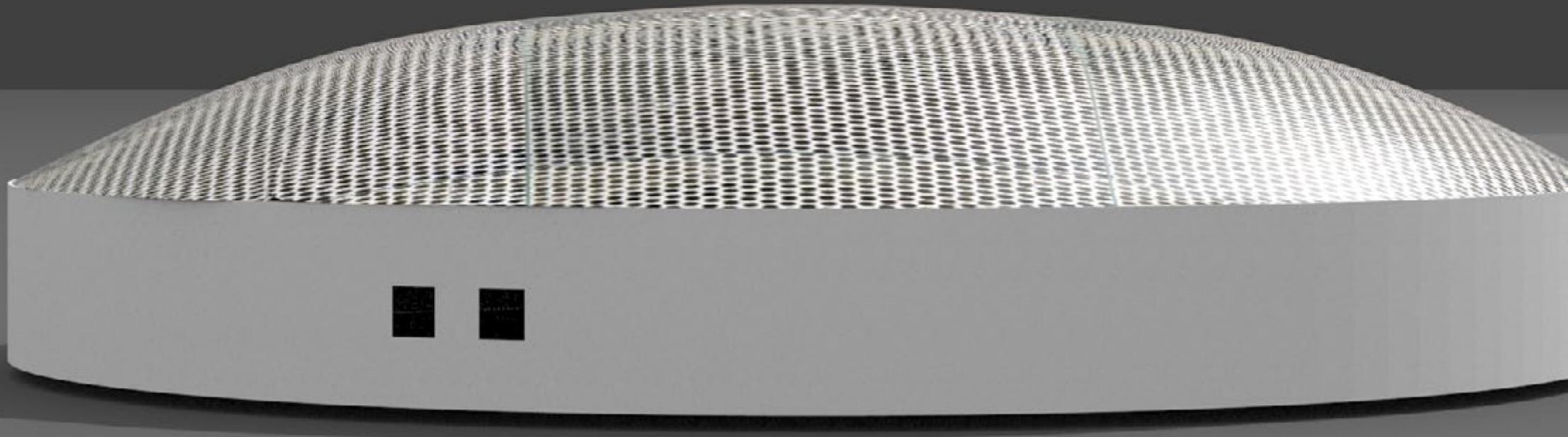
Embryo trasforma la tua casa
in un'ecosistema intelligente



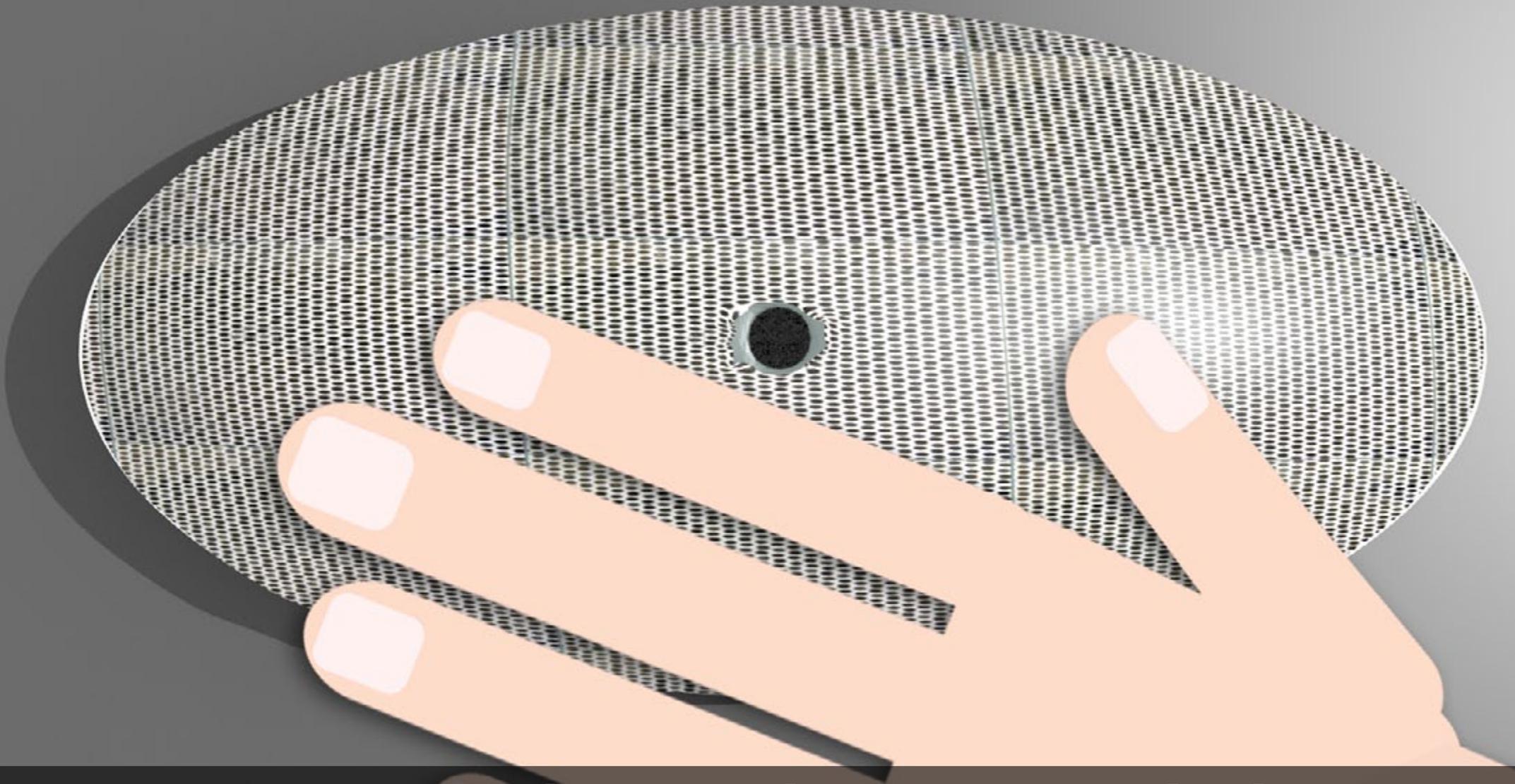
Ecosistema Embryo



Tutta la tua casa
a portata di voce!

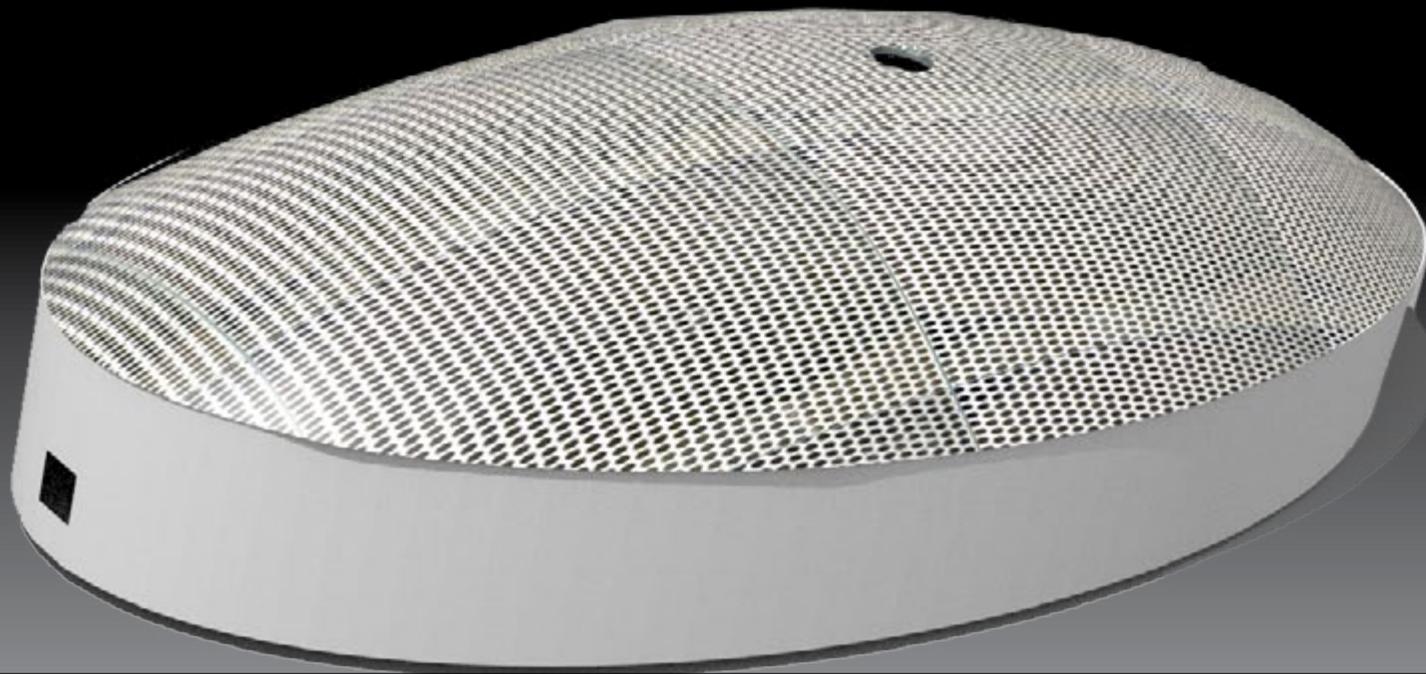


Semplice e intuitivo, Embryo è il tuo



Personal Assistant Living

Embryo si adatta ad **ogni**
elettrodomestico



sviluppando **specifiche**
funzionalità



Embryo è versatile!

Controllo Vocale

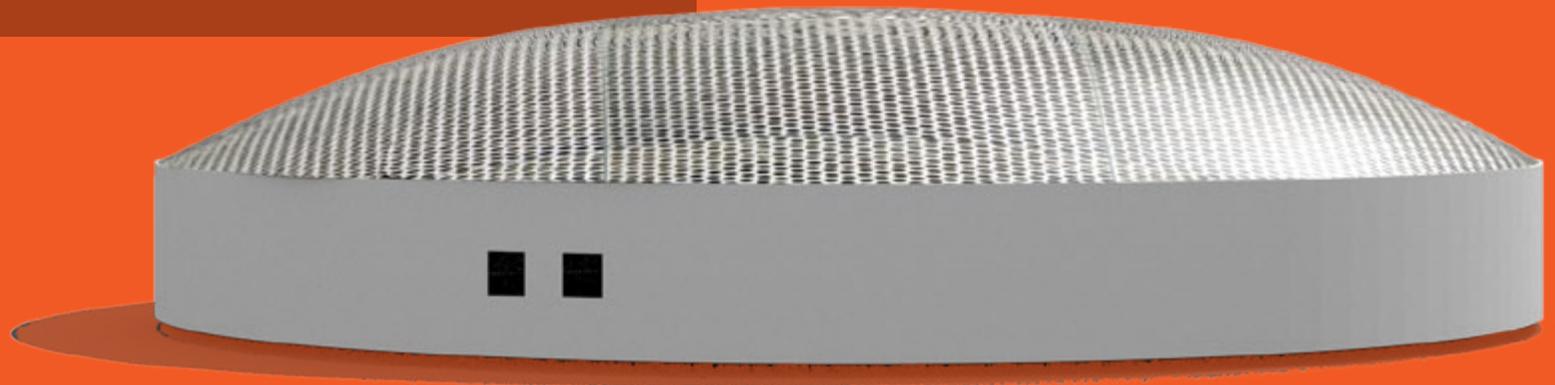
Fotocamera barcode reader

WiFi

USB

HDMI

Speaker



Sondaggio

Scelta lavaggio 55%

Scadenze (cibo) 74%

Inventario 77%

20-40 con impegno domestico

Buon rapporto con la tecnologia

Sondaggio

Assistente vocale 50%

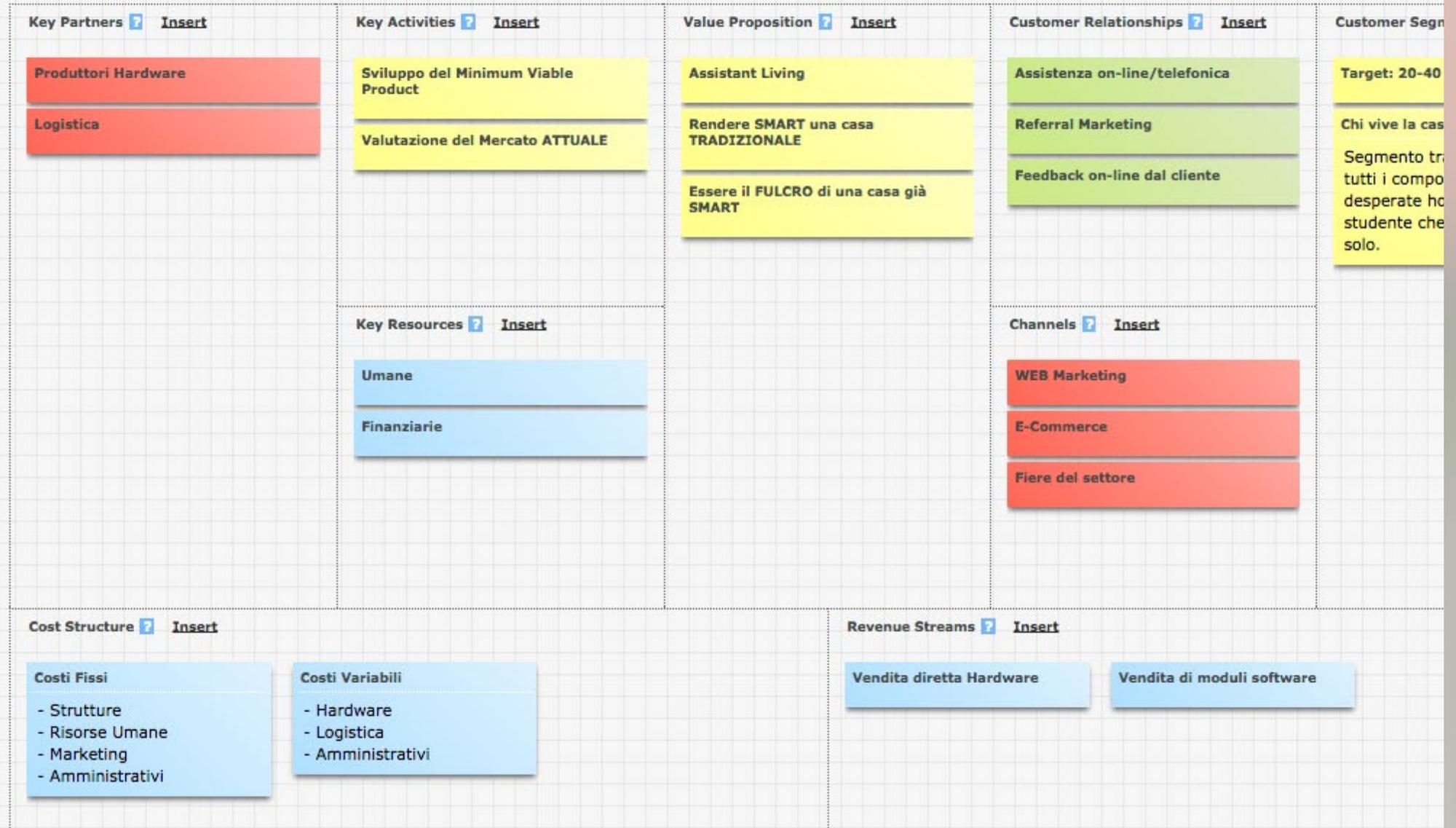
Suggerimento ricette 82%

50% disposto a pagare +200€

Business Model Canvas

Embryo

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Grazie!

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