



# CHIARO

*Consume smarter*

A project by Stefano Laganà & Tosca Naletto  
“IL FUTURO PARTE DA QUI” - from Fly University Project

# A global problem

**>50%**

Energy consumption  
caused by 15% of the  
population\*

**+50%**

Energy demand by  
2050\*

**89%**

Energy from fossil  
fuels\*\*

Earth Overshoot Day, the day when annual energy demand exceeds the Earth's generation capability, is brought forward every year.

**We need to act, now**

\*United States Energy Information Administration (EIA)

\*\* RENEWABLES 2021 GLOBAL STATUS REPORT

# Our solution - functioning

Automating  
energy efficiency

*CHIARO* collects data on the building's energy consumption, dividing them into electricity, gas and water.

The actual consumption is then compared with the theoretical consumption, which is calculated based on variables such as weather conditions and the desired/institutionally imposed energy class.

# Our solution - results

## Measuring to improve



### Weekly reports

Focus on infrastructure consumption by source, report deviations between actual and theoretical consumption, forecast future consumption.

### Corrective actions

Through an application, corrective actions are suggested to the user to reduce energy consumption. These actions range from everyday gestures to real improvements in the infrastructure itself, advising, if necessary, the supporting professional.

### House management (*future evolution*)

Communication with the infrastructure's home-automation devices for remote control, aiming to correct, for example, any user's forgetfulness.

# Customer segments & value proposition

## Some examples

### B2B

- Offices
- Shopping centres
- Hospital hubs
- University campus
- ...

## Value proposition

- Energy waste reduction with consequent reduction of related variable costs
- Corporate Social Responsibility Improvement with consequent Brand Reputation improvement

### B2C

- Private houses
- Apartment blocks
- Residential complexes
- ...

- Energy waste reduction with consequent reduction of related variable costs
- Energy consumption education with consequent home's environmental impact reduction



# Implementation

## Development



Lombardy is the ideal region to experience *CHIARO*. In January 2022, a record number of days with PM10 above the threshold was recorded: pollution is thus confirmed as one of the regional urgent issues.

*CHIARO* does not require a particularly invasive installation, and can therefore be adopted and implemented quickly, without any particular constraints imposed by the type of building.

## Expansion



Having met the product-market fit, *CHIARO* will be ready to be launch on a large scale, improving energy efficiency nationally and internationally. It could remain the flagship product of our startup, or be included in the offers of energy providers.

# The Team

## Who we are and what we believe in



STEFANO LAGANÀ

22 years old

MSc in Supply Chain Management at PoliMi  
BSc in Management Engineering at PoliMi

*My impact on the world cannot be zero. That's why I approach the day-to-day with the goal of learning something new, so I can be ready to make a difference tomorrow through the right opportunities.*



TOSCA NALETTO

23 years old

MSc in Management at Nova SBE, Lisbon  
BSc in Management Engineering at PoliMi

*I strive every day to achieve the best version of myself. I do this by challenging my fears, identifying solutions to the challenges I encounter, and helping others develop their personal talents.*



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