High Potential Initiatives Profiles

1   Accelerator

SpeedUp Europe

2   Project and Organization

Breeze

2.1   Country

Germany

2.2   Project Abstract

Breeze develops innovative cloud-based and data-driven air quality sensor networks as well as a cloud platform to automatically analyze the generated data. Thereby, Breeze helps companies to create a healthier and more productive working environment, and cities to effectively fight air pollution with real-time "urban health" monitors.

The Breeze portfolio includes an integrated microcontroller platform with the ability to comprehensively measure local air quality (CO_2, NO_2, PM etc.) based on the Air Quality Index. Additionally, the FIWARE-enabled cloud platform collects the gathered data, enriches it with other available data sources and makes it accessible both locally and on a global scale. Trends are forecasted and recommendations are given on how to improve local air quality. Breeze uses smart machine learning-based algorithms to generate those actionable insights about buildings, cities and communities.

2.3   Sector
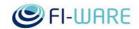
Horizontal

2.4   Target Market

B2B

2.5   Business Model

Customer analysis model; Subscription model; Production model

With their proprietary air quality sensor and the centralized cloud platform, Breeze helps its customers to monitor and improve local air quality inside as well as outside by providing sufficient data for an in-depth analysis, as well as action recommendations. To improve air quality, behavioural

changes or partner products and services might be suggested. In addition, the Breeze cloud platform is able to control IoT-enabled smart building infrastructure according to latest measurement data.

While similar products, such as "smart home" air quality sensors exist in the consumer segment, Breeze offers the only packaged solution that provides accurate measurement data and actionable insights at a competitive price-point. As one of only few companies Breeze is able to provide services along the whole air quality data value chain: from sensing and data aggregation, over data provision and analytics to action planning and implementation. Customers are able to obtain the services of Breeze through a subscription model with yearly renewal phases.

Breeze has received support from a number of sources during development, including the EC FIWARE accelerator programmes SpeedUP! Europe, Climate-KIC and the Google DNI Fund.

Breeze is currently piloting their solution in a number of implementation projects throughout Germany. Their feedback is regularly used to prioritize product development.

SMART CITY SOLUTION	YES
CLOUD SOLUTION	YES
SOCIAL MEDIA SOLUTION	NO
MOBILE SOLUTION	NO
BIG DATA/ANALYTICS SOLUTION	YES
IOT	YES

2.6 Website

www.projectbreeze.eu