

High Potential Initiatives Profiles

1 Accelerator

Finish



2 Project and Organization

tsenso

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2.1 Country

Germany

2.2 Project Abstract

Making automated sensor monitoring a commodity: tsenso is an easy to use product and process monitoring solution specially designed for B2B SME market. A unifying cloud combines the services of different sensors and manufacturers under one easy to use user interface. tsenso acts as a full-service supplier, providing sensors for sale or rent as well as cloud functions and setup support. In addition to pure data acquisition and management, tsenso provides its cloud added value functionalities for warehousing, logistics, food and pharma. Cost awareness is a key component in the development of the tsenso processes to create a fully scalable business. Bringing the IKEA principle to the IoT world, tsenso can be setup directly by the customer following the instructions of its setup wizards.

2.3 Sector

Manufacturing, Transportation and Storage, Wholesale and Retail Trade;

2.4 Target Market

B2B

2.5 Business Model

Usage fees model

Tsenso helps SMEs to reduce their paper work and get better insight in their process and cargo logistics by providing validated monitoring solutions, including sensor hardware, installation instructions and an easy to use management dashboard. Required documentation can be generated at a click.



Tsenso FIWARE Short Profile

April 2016

The sensors provided at tsenso.com have been tested and validated for the individual use case. In the individual market segment covered by tsenso, such as food logistics or storage, the requirements are very similar facilitating 80% of the monitoring use-case to be covered by a single application. tsenso has developed a user interface with use-case templates that provides exactly the information needed for each of these use cases. In most cases the customers are happy that tsenso eliminates the dreaded full paper work and gives better transparency to the clients.

Unlike competitors, tsenso is not focusing on selling their own hardware with their cloud, but on becoming the leading cloud to be used with any hardware.

Revenue streams are based on a commission for selling hardware (sensors) or recurring income in the case of hardware rentals. The second revenue flow is generated by cloud subscriptions and the pay-per-use of added value functions such as track-n-trace, temperature prediction and HACCP check-lists. As each of the segments are rather small and well connected, tsenso are currently in discussions with well known industry players who could act as a multiplier.

During the kick-off phase (July - October 2016) tsenso will invest in direct contact with customers to gain insights into possible product improvements. In parallel they will perform an online google / Facebook campaign and publish print advertisement in business specific magazines.

Tsenso has secured €125,000 in grant funding to date. It is funding raising for an additional €500,000 in seed funding to undertake product enhancements, invest in marketing and sales and cover the pre-financing of products to support its subscription business model.

The product has just been launched and already tsenso has pre-subscriptions for a number of customers.

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

2.6 Website

www.tsenso.com