

**Do you know such a situation?**

You are on your way to the drugstore and discover a number of new fragrance fresheners. You decide on the smell "Fresh Watermelon". When you get home and unpack the scent to put it in, you notice that it smells unnatural and artificial. After a while, you get really sick of the smell and you think to yourself: "If only I could have created my own natural scent before I bought this one."

# Inno(s)cent

Don't be innocent and create your inno(s)cent

**Your sense of smell is important!**



**We are**

Young

**Dynamic**

**Motivated**





**Martina**



**Filip**



**Dragana**



**Valentina**



**Cara**



**Adi**



**Klara**



**Yael**

# Agenda

1. Inno(s)cent
2. Our technology – the electronic nose
3. Our business model
4. Future expectations

**We do**

**Collect**

**Examine**

**Produce**

1. Our team goes out into nature and collects all kind of ingredients
2. We examine the collected substances from nature for their effect and smell
3. With our special manufacturing method we produce our essential oils

**We offer**

Over 50 fragrances

To get to our website click on the screen!







100% natural ingredients



A stylized, light blue graphic of a human nose is positioned on the left side of the image. It consists of several thick, curved lines that define the bridge, tip, and nostrils of the nose.

**Electronic nose**

Why

1. The electronic nose can detect all compounds within a scent and offer a full chemical profile
2. Software includes an expandable library of more than 700 chemicals and odor signatures, enabling to identify almost any target scent

When we remember the story from the beginning, which hopefully everyone can understand, everyone feels the need not to perceive unpleasant smells.

**Satisfy**

**Need**

The sense of smell plays a decisive role in human life. It has therefore become a key element in the development of many commercial industries. Aroma properties of manufactured goods are manipulated to improve product attractiveness, quality and consistency, so that consumers can quickly identify individual brands with unique scents.



**Niche**

# Branches which use the electronic nose

- Automobile
- Food
- Packaging
- Cosmetic
- Drug
- Analytical chemistry
- Biomedical industries



# The electronic nose is used for:

- Quality control
- Process design
- Freshness and maturity (ripeness)
- Monitoring
- Authenticity assessments of premium products
- Classification of scents and perfumes
- Microbial pathogen detection
- Environmental assessment studies

# Classification of scents and perfumes

# Competitors

# **Business model and strategy**

# Value propositions



Personalized product  
with 100% natural  
ingredients that are  
good for health

# Revenue streams

Revenue made per sold  
bottle, from the  
partnerships, from  
advertising

## Cost structure

Costs for collecting  
natural ingredients, for  
producing, for the  
laboratory, for the  
workers and marketing

## Key activities

**Getting raw material  
and produce the oil**

## Key resources



Raw material,  
machines for  
producing, bottles for  
the oils, online shop

## Key partners

**Retailers to sell the  
oils, partners who want  
to cooperate with us**

# Customer relationship

## Special discounts and returning offers

# Channels

**Online shop, partner  
retailers, health  
campaigns**

# Customer segments



**B2B and B2C**

**Future**

# Inno(s)cent

Don't be innocent and create your inno(s)cent

# Inno(s)cent

Don't be innocent and create your inno(s)cent





Your

**Help**



**Don't be innocent**

**Invest in US**

# Inno(s)cent

Don't be innocent and create your inno(s)cent

Thank you!



**Inno(s)cent**

Don't be innocent and create your inno(s)cent