



FROM SMELL TO DATA: AI THAT ANTICIPATES INDUSTRIAL ODOR EPISODES

a spin-off of
eurecat
Centre Tecnològic de Catalunya

CORE TEAM



JOSE LUIS GOMARIZ - CEO

- Former Deputy CEO of a €30M / 120+ employee company
- Serial founder with expertise in strategy and finance
- Law & Business Administration, MBA IESE (2015)



ISABEL DE LUCAS - CTO

- Creator of NasApp within Eurecat, 20+ years in odor management
- Lead author of UNE 77270:2023 odor regulation standard
- Industrial Engineer & MSc in Environmental Engineering

ADVISORS & KEY ROLES



CARLES SANS

- Represents Eurecat, NasApp's largest shareholder
- 25+ years bringing technology to market
- PhD in Telecommunications, UC Berkeley (Cum Laude)

THE CONTEXT

A este curioso olor dicen los turistas que “apesta” Barcelona: “es asqueroso”

El comentario viral “Its smell like plastic burned” desata críticas en redes sobre el mal olor en Barcelona

Compromís denuncia “episodios recientes de fuertes olores y contaminación atmosférica” en el Serrallo

El partido se coordina en Castelló y Almassora para exigir “explicaciones y medidas” frente a los incidentes

ASPE | SOCIEDAD

“Me desperté a las 4:20 con un olor insoportable”: vecinos alertan de hedores tóxicos de madrugada en un pueblo de Alicante

En Barcelona, Badalona y Anoia

La impotencia de vivir con malos olores constantes: “Te despierta como una bofetada”

Bad odors are the
SECOND LEADING CAUSE
of environmental complaints worldwide.



Affecting 25% of the Spanish
population

THE PROBLEM

Industries cannot measure odor impact in real time.

This leads to:

- Regulatory fines
- Reputational risk & community conflict
- Loss of environmental license → shutdown

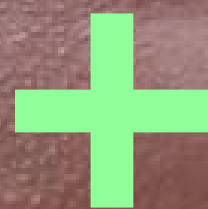
“You can’t manage what you can’t measure” (Peter Drucker)



OUR SOLUTION

NasApp[®]

TECHNOLOGY PLATFORM

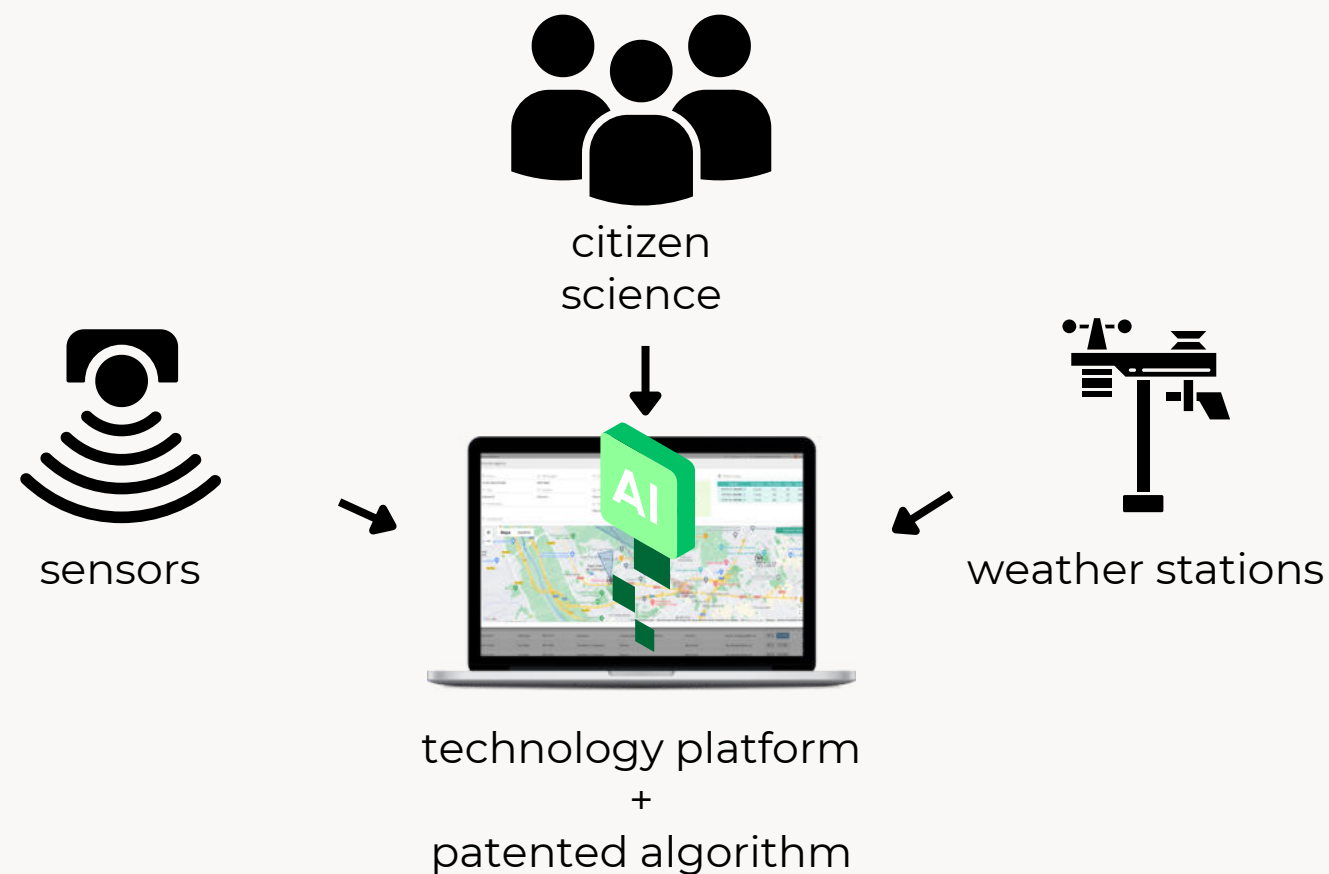


APP

THE SOLUTION

NasApp transforms odor perception into actionable data — combining citizen science, sensors and AI to predict and prevent industrial odor episodes

Predictive alerts & compliance dashboard



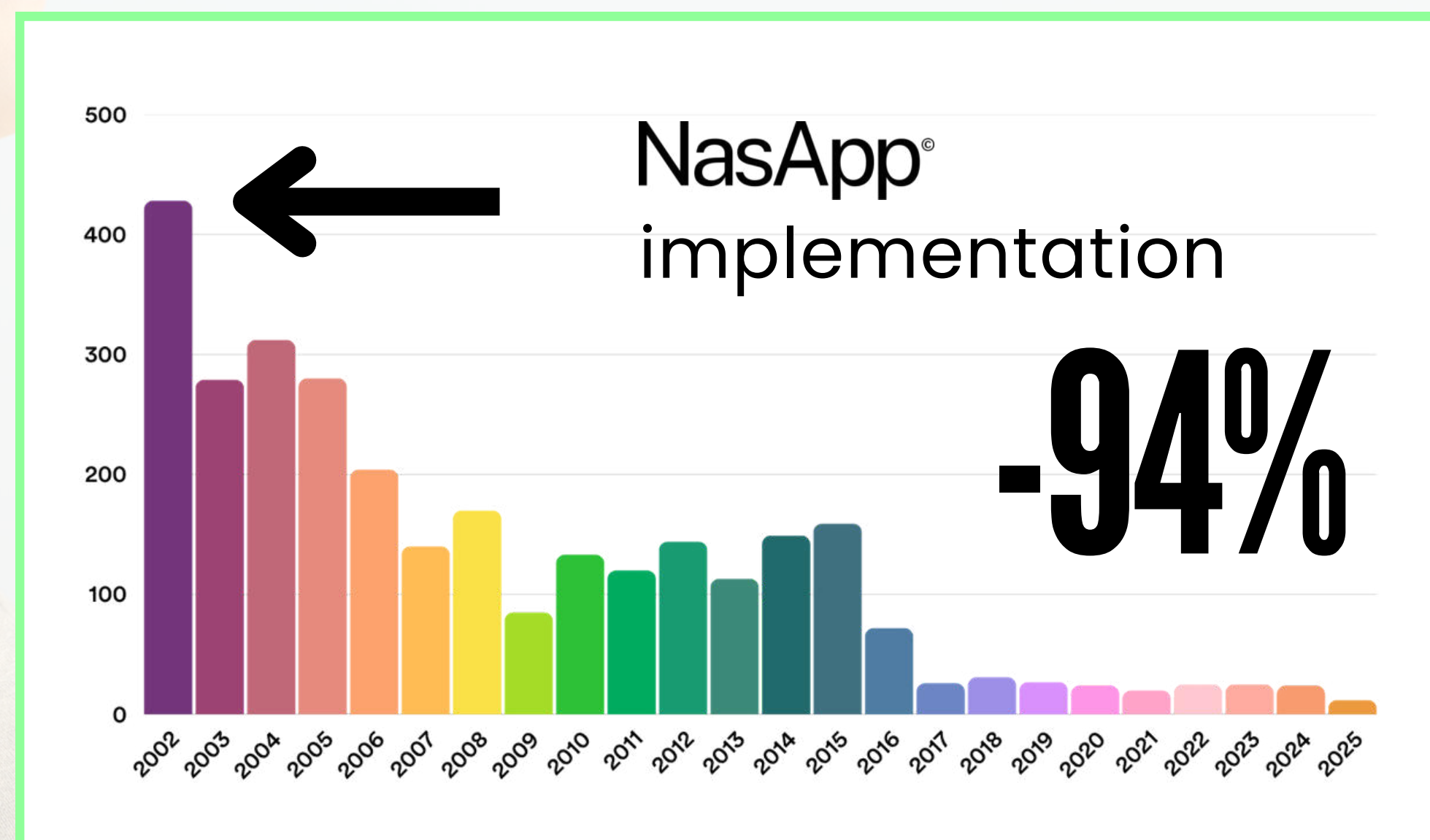
- Monitor & predict odor events in real time
- Provide objective data to minimize regulatory and reputational risk
- Deliver actionable insights to improve operations & compliance

+90%

reduction in odor episodes

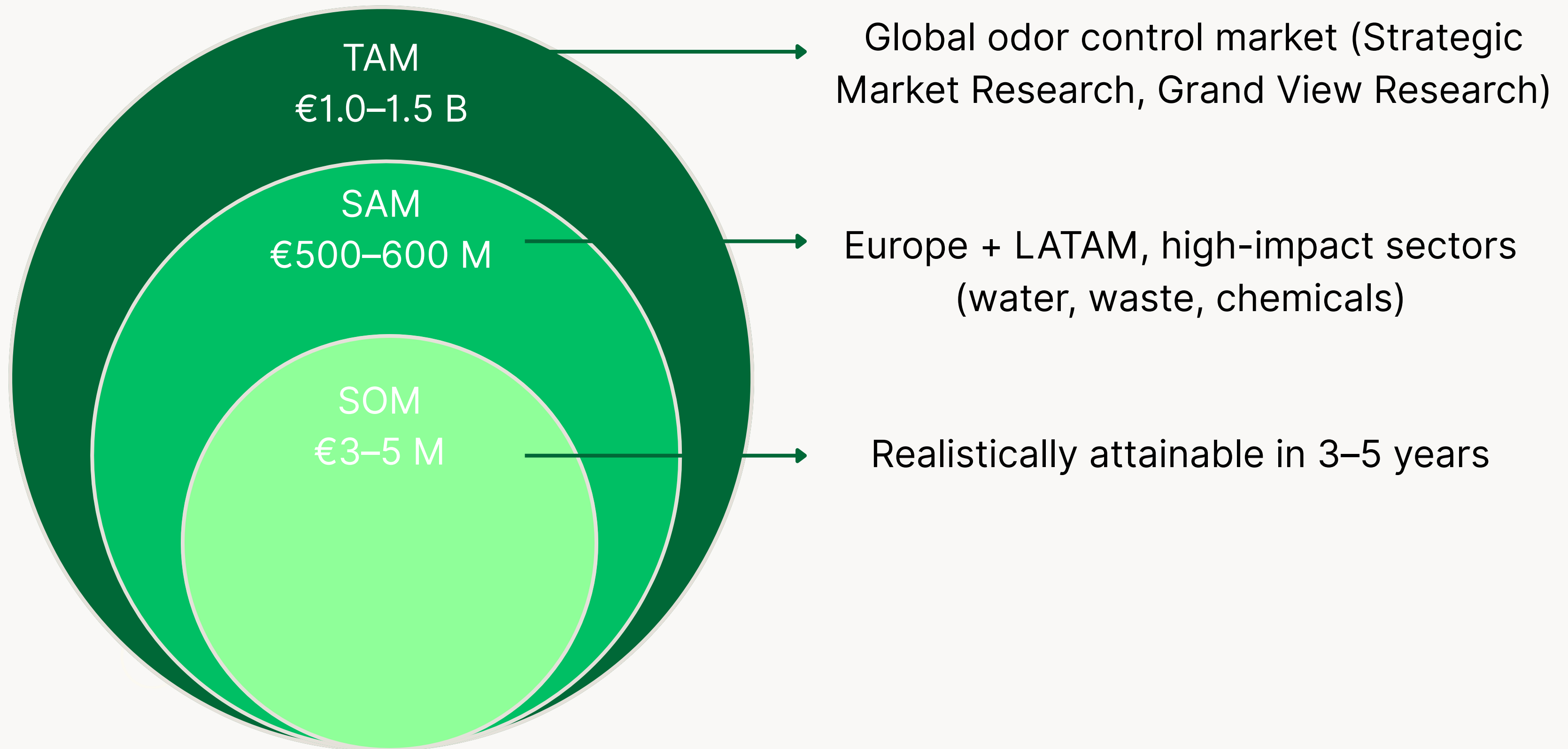
Significant improvement in
compliance and efficiency

Stronger relationship with local
community



- Company: Cator (Alcover, Tarragona)
- Activity: Oil treatment plant

MARKET OPPORTUNITY (TAM–SAM–SOM)



MARKET VALIDATION (TOP-DOWN DATA)

GLOBAL

USD 5.74 B (2024) → USD 8.03 B (2030)

CAGR 6.7%

(STRATEGIC MARKET RESEARCH)

[HTTPS://WWW.STRATEGICMARKETRESEARCH.COM/MARKET-REPORT/ODOR-CONTROL-SYSTEM-MARKET?](https://www.strategicmarketresearch.com/market-report/odor-control-system-market?utm_source=chatgpt.com)
[UTM_SOURCE=CHATGPT.COM](https://www.strategicmarketresearch.com/market-report/odor-control-system-market?utm_source=chatgpt.com)

EUROPE

USD 1.47 B (2020) → USD 2.10 B (2027)

CAGR 5.3%

(GRAND VIEW RESEARCH)

[HTTPS://WWW.GRANDVIEWRESEARCH.COM/HORIZON/OUTLOOK/ODOR-CONTROL-SYSTEM-MARKET/EUROPE?](https://www.grandviewresearch.com/horizon/outlook/odor-control-system-market/europe?utm_source=chatgpt.com)
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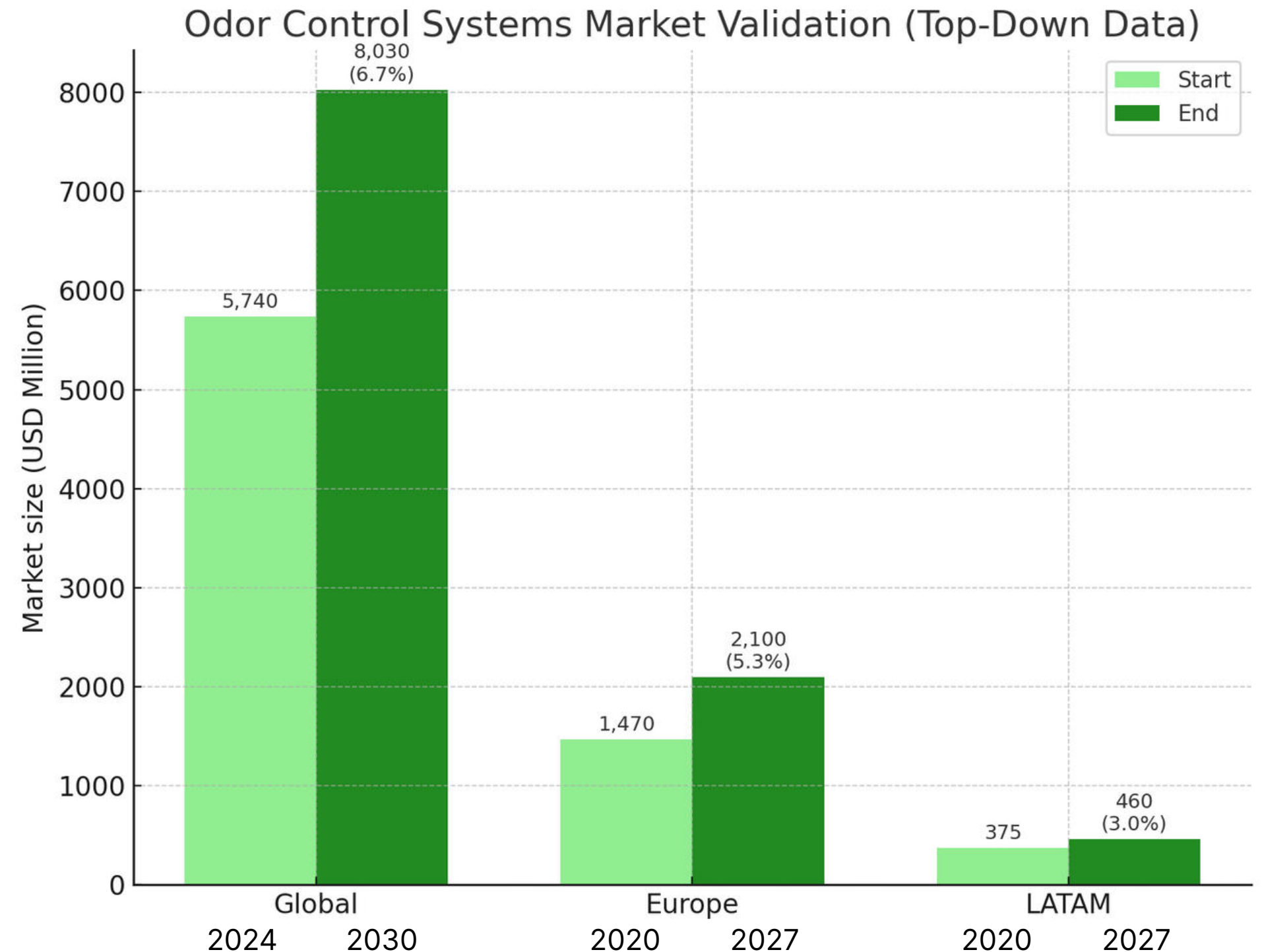
LATAM

USD 374.7 M (2020) → USD 460 M (2027)

CAGR 3%

(GRAND VIEW RESEARCH)

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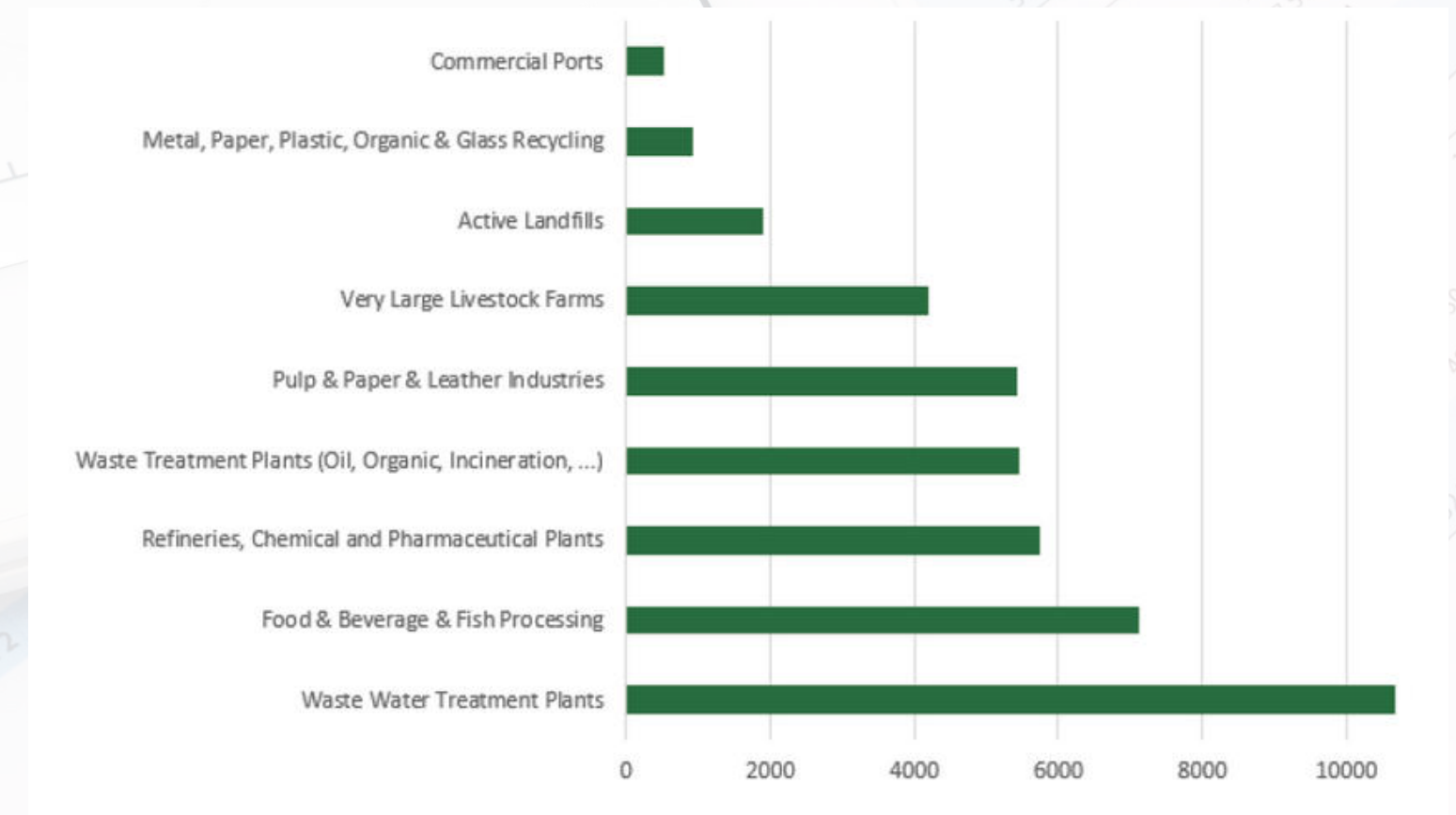


A MULTI-BILLION DOLLAR MARKET GLOBALLY, WITH STRONG GROWTH IN EUROPE AND STEADY EXPANSION IN LATAM — VALIDATING NASAPP'S OPPORTUNITY.

MARKET SEGMENTS (BOTTOM-UP DATA)

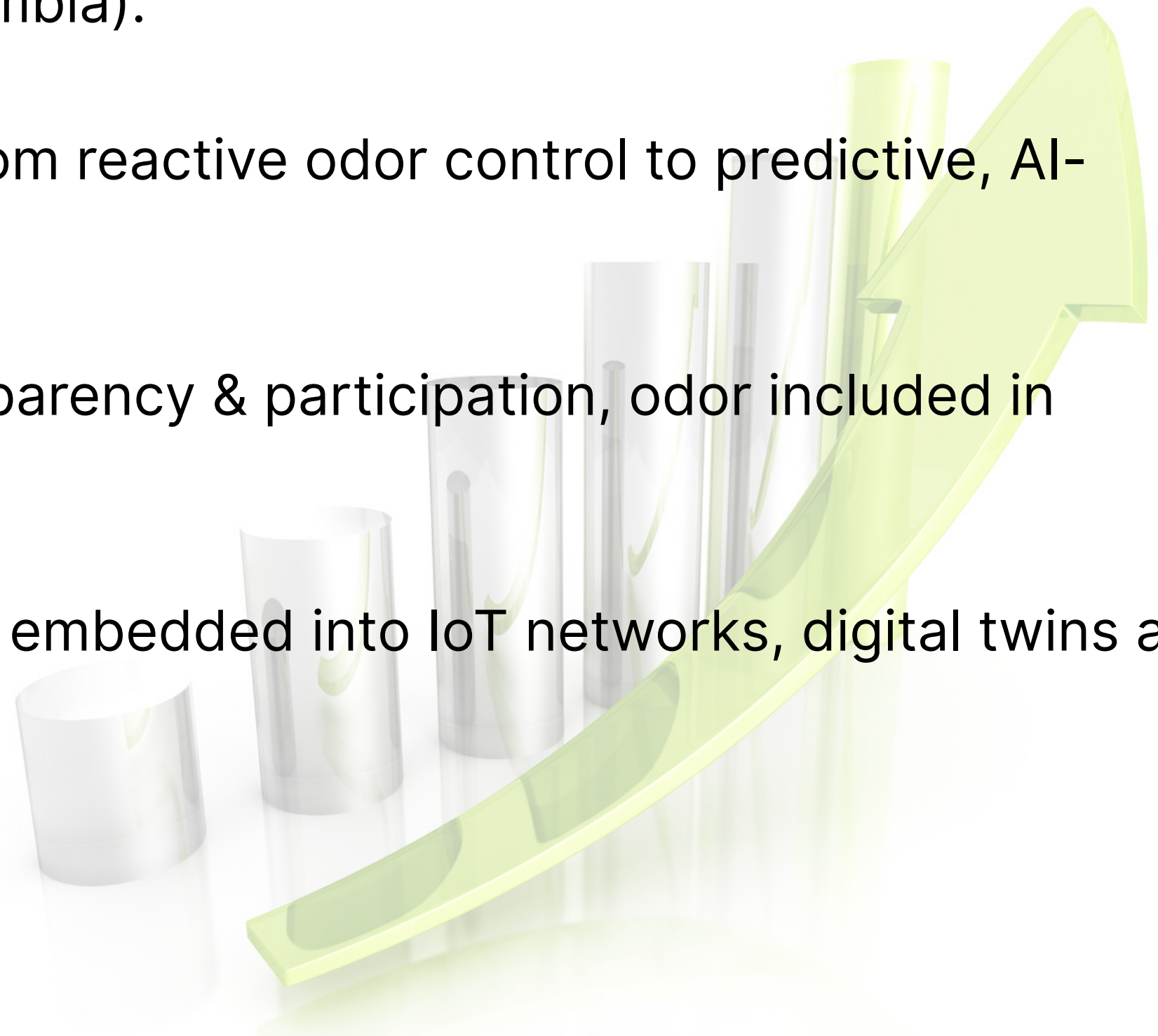
50,000 POTENTIAL INDUSTRIAL CLIENTS (EUROPE + US).

- 50,000 potential industrial clients identified in Europe + US
- Expanding to 100,000 globally (incl. LATAM & Asia)
- €10,000 avg. annual fee per client → **€1B market potential**
- Key sectors: water treatment, waste management, chemicals, food & agriculture, ports, farming & livestock
- Additional revenue streams: municipalities & odor treatment technology providers



MARKET TRENDS- WHY NOW?

- **Regulatory push:** stricter odor & air quality standards (e.g. UNE 77270:2023 in Spain)
→ LATAM already adopting (Chile, Colombia).
- **Technological shift:** industry moving from reactive odor control to predictive, AI-powered monitoring.
- **Citizen engagement:** demand for transparency & participation, odor included in health impact assessments.
- **Smart city integration:** odor monitoring embedded into IoT networks, digital twins and ESG reporting.



TRACTION

13 active clients across critical sectors

→ Petrochemical (AEQT including Repsol, Basf and 30 other companies), Waste Management (PreZero, Urbaser), Recycling & Chemicals (Cator), Wastewater (Emasesa), Ports (Port of Tarragona).

R&D grants secured

→ Ports 4.0 (Spain) & ACCIÓ 2024 (Catalonia).
→ Achieved 60–80% odor prediction accuracy.



International partnerships

→ Eurecat (R&D), Suez Air & Climate (EU distribution), Proterm (Chile), High Tech Environmental (Colombia).

Financial traction

→ €110K annual revenue.
→ Profitable with positive cash flow.

**TRUSTED BY LEADING INDUSTRIAL PLAYERS
VALIDATED TECHNOLOGY, PROFITABLE
AND READY TO SCALE**

BUSINESS MODEL

Direct Industry Clients:

€120K/year SaaS only
€25K/year with sensors (+€30K one-time installation Year 1)
~90% gross margin (SaaS)

Governments:

€5K/year “starter license” to launch projects
Then passed to industries as part of environmental permit → converts into €20K+ recurring contracts

Distributors:

€10K/year SaaS license
Act as multipliers in LATAM & EU markets

Unit economics:

95% client retention → LTV > €350K
Sales cycle: 6–8 months
Profitable already at current scale

RECURRING SAAS MODEL WITH MULTIPLE GO-TO-MARKET PATHS: DIRECT, DISTRIBUTORS, AND GOVERNMENTS DRIVING INDUSTRY ADOPTION.

GO-TO MARKET STRATEGY

Geographic focus

Short term: Spain & LATAM (Chile, Colombia)

Mid term: Europe + Rest of LATAM (ports, industrial clusters)

Long term: Global expansion (North America & Asia)

Sales channels

Governments: €5K starter licenses → convert into €20K+ industry contracts (regulation-driven adoption).

Distributors: Use local distributor networks to accelerate entry into new markets

Direct sales: Large strategic accounts in petrochemical, waste & ports.

Leverage & accelerators

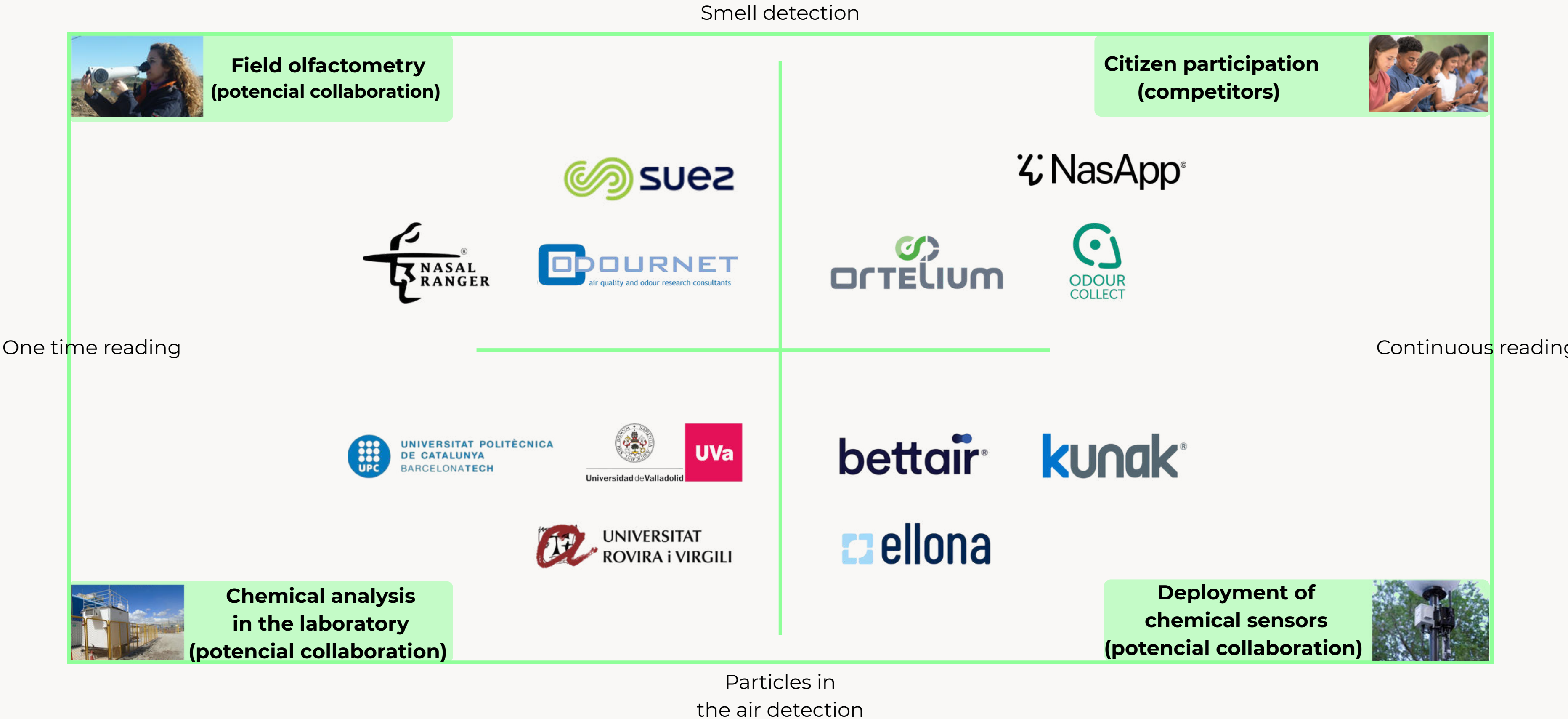
Eurecat (R&D partner)

Distributors (scale multipliers)

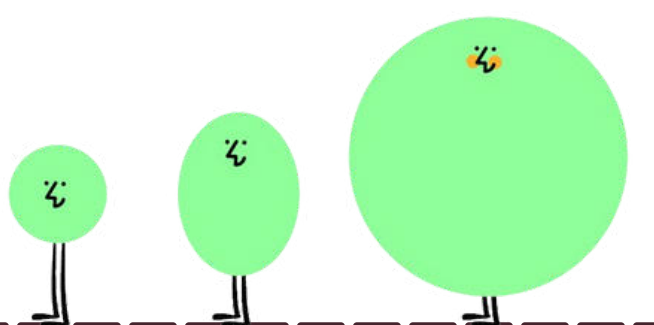
Grants & new regulations (UNE 77270:2023) as adoption catalyst

LAND THROUGH GOVERNMENTS AND DISTRIBUTORS, EXPAND WITH DIRECT SALES IN HIGH-IMPACT INDUSTRIES

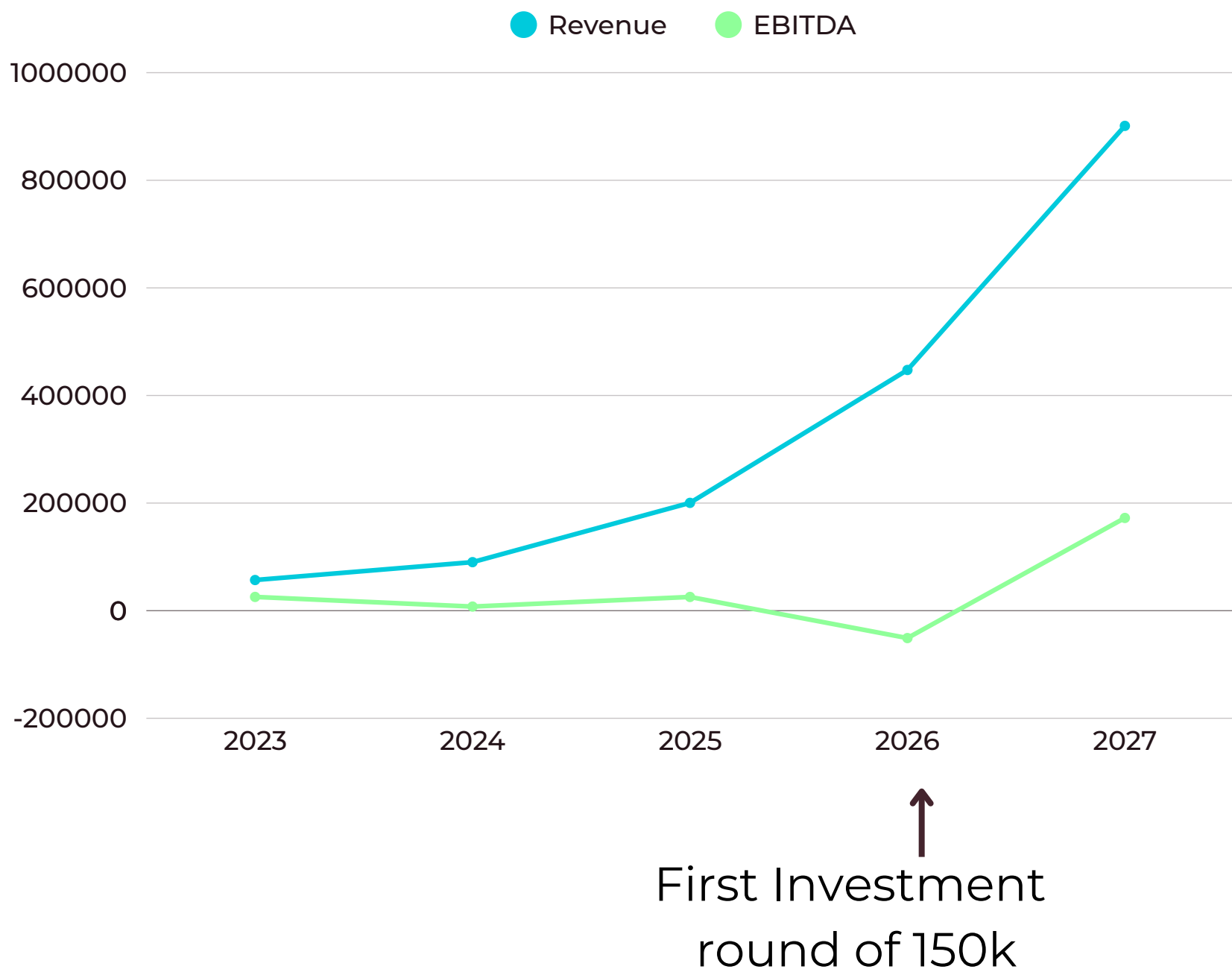
MARKET ECOSYSTEM



THE PLAN



FINANCIAL PROJECTIONS



Current performance: €98K annual revenue (2024), already profitable with positive cash flow

High-margin SaaS model: ~90% gross margin, 95% client retention.

Growth targets:
€1M ARR by 2027 (x10 growth in 3 years with positive EBITDA)
€2–3M ARR within 3–5 years (2028–2030).

Scalability drivers: Regulatory push (UNE 77270:2023), distributor partnerships (Europe + LATAM), and direct expansion in strategic industries.

Capital efficiency: Already profitable at small scale, growth fueled by recurring SaaS + optional sensors revenue.

Second Investment round of 400k in 2028

INVESTMENT ASK & USE OF FUNDS

Round size: €150K

Runway: 18–24 months with an average burn of ~€6–7K/month

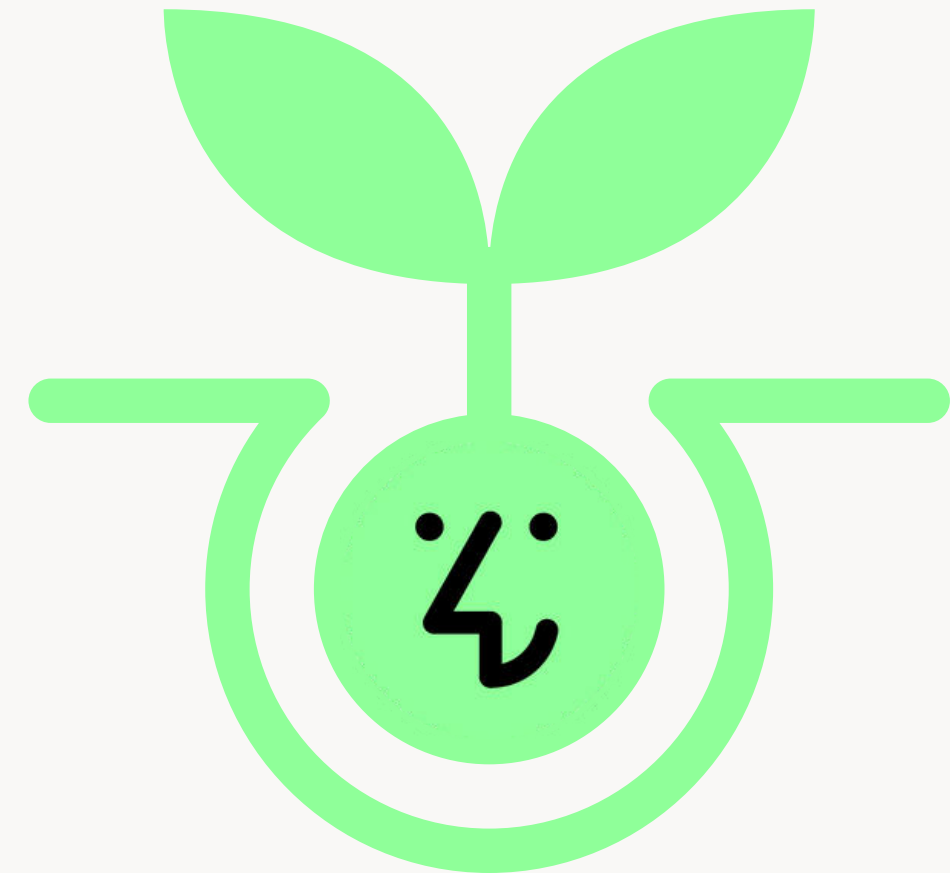
Primary allocation:

- 40% → Commercial actions: trade fairs, memberships in key associations, webinars, lead generation.
- 60% → Internationalization: market entry in LATAM & Europe via ICEX and ACCIÓN programs, partnerships with local agents, business trips.

Runway: 18–24 months.

Milestones unlocked:

- ARR €1M by 2027.
- Establish presence in LATAM & EU with local partners.
- Expand client base in strategic industries (waste, petrochemical).



GO-TO-MARKET & MILESTONES

Channel Prioritization (2025–2026)

2025: 50% Direct clients · 30% Distributors · 20% Government-led projects

2026: 30% Direct clients · 50% Distributors · 20% Government-led projects

2025 Milestones

- Consolidate Spain as regulatory beachhead (UNE 77270).
- +8 new industrial clients (petrochemical, waste, ports).
- Strengthen distributors in Chile & Colombia.

2026 Milestones

- Expand to 2–3 new EU countries via distributors.
- +15 additional clients across Europe & LatAm.
- Positive EBITDA.

2027 Milestones

- NasApp established as standard tool in odor compliance.
- +20 cumulative clients/distributors across 6 countries.
- Reach €1M ARR with >20% EBITDA margin.
- Prepare Series A expansion.

ACHIEVEMENTS

12 recurring clients (2 in LATAM)

100,000 € in recurring client portfolio

6 distributors

MEDIA COVERAGE



- 1st prize in Rural apps from ACCIÓ and La Generalitat de Catalunya
- 2nd prize in Telefónica's Open Future
- "Premi Empren" from the Diputació de Tarragona
- "Premi a l'Emprenedoria" from the Associació Gironina d'Orientació Empresarial
- Finalist in Catalonia Exponential Leaders by Acció
- "BBVA Award for Business Innovation" in Tarragona

+ 5.800 users
+55.000 registers



Thank you!



MANAGES, MONITORS AND PREVENTS ODOR EPISODES CAUSED BY INDUSTRY

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eurecat
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info@nasapp.org | +34 620 703 075 | www.nasapp.org