

Cleantech Invest portfolio firm Watty launches its first consumer product at Slush

Watty launches consumer product in Sweden and Germany

- **Watty monitors energy use from every electrical appliance in the home with a single sensor**
- **Helps households understand which appliances are on and how much energy they're using**
- **Saves households money on energy bills; helps them be more energy efficient**

Cleantech Invest portfolio firm Watty, the Swedish startup company that tracks energy data, announced its first product launch for consumers in Sweden and Germany, at Slush in Helsinki. Watty monitors household appliances from a single sensor in the home using machine learning to help people understand which appliances are using the most electricity – saving them both energy and money.

With winter just around the corner, the launch of Watty could not come at a better time for people hoping to reduce the cost of their winter bill.

According to Hjalmar Nilsonne, CEO and founder of Watty, *"We started the company with a mission to make it possible for anyone to understand complex energy data. With our product, we're helping people to monitor all the energy use in their home with the benefit of being more sustainable, but also saving money."*

Nilsonne comments: *"Using Watty is really easy. A single sensor tracks the energy use of each appliance in the house. The Watty app is designed to show in very simple graphics how much energy each appliance is using in real time. This helps people to make smart decisions about their energy usage and gives them the ability to choose what to switch off when they're not using it."*

The Watty Box measures the total energy use via the customer's fuse box. The installation is done by a professional and the data is transmitted via Wi-Fi or Ethernet. The device sends the data to Watty's cloud where the 'fingerprint' of each appliance is identified. Watty is smart out of the box and can recognise many appliances from day one. The product is always learning and the user can teach Watty to recognise even more appliances by actively giving feedback in the app. The app is available on iPhone, Android and Apple Watch.

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Watty in Brief

Watty, launched exclusively in Stockholm, Berlin and Munich, costs only €197, including professional installation, and is available now from the Watty website, www.watty.io. Only 500 units will be sold in each market. The company was founded in 2013 by Hjalmar Nilsonne as a spinout from Stockholm's Royal Institute of Technology. In July 2016, new European venture fund, EQT Ventures, invested €3 million in Watty. Other investors include Cleantech invest and InnoEnergy.

Cleantech Invest in brief

Cleantech Invest is a Nordic accelerator with investments in growth companies that solve global challenges. The portfolio companies are active in energy- and resource efficiency as well as decentralized renewable energy and are based in Finland, Sweden and Germany. The company management consists of company builders and investors who have been active within the cleantech space for over a decade. The company is listed on First North Finland under the ticker CLEAN and on First North Stockholm under the ticker CLEAN A.

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