



aura

Nature-based solutions to offset emissions and
boost employee wellbeing



**FRESH
AIR**

Indoor air
can be up to
**5 times more
polluted**

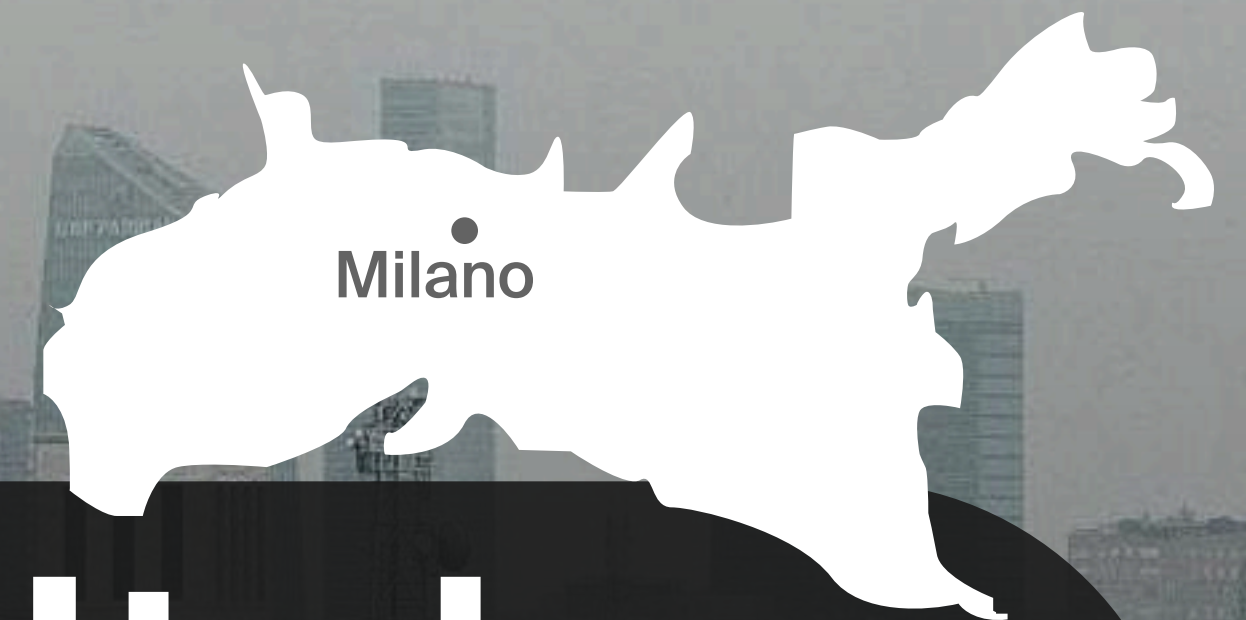
than the outside one*

90%
of our time spent
indoor

A few data:

\$8.1 trillion

World cost of health damage caused by air pollution*



North of Italy

is **the most polluted** area in the country and one of the most polluted in Europe

Cities' environmental impact

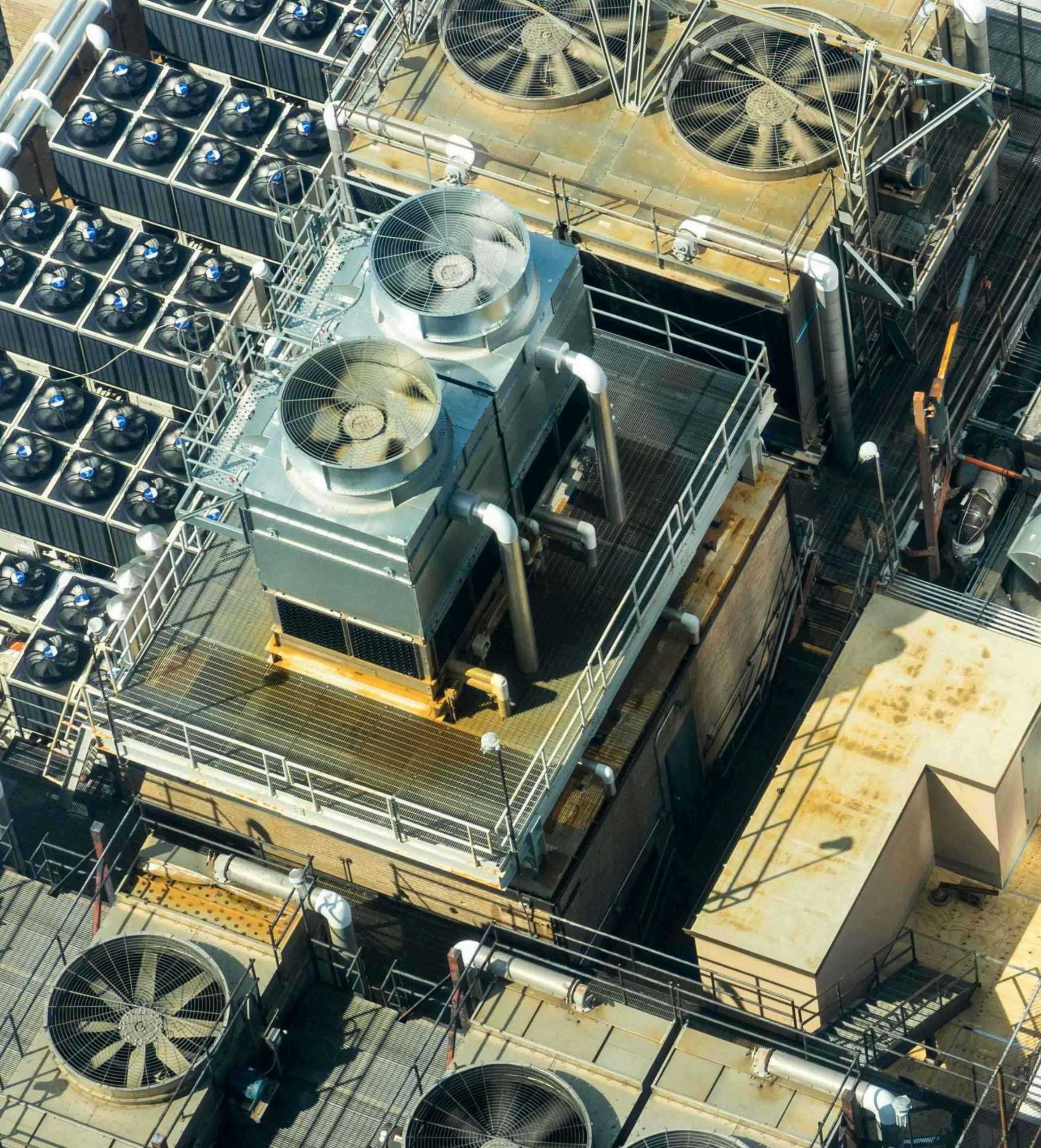
36%

CO₂
emissions
in EU*

41%

energy
consumption
in EU*

* EU Commission



**Heating
Ventilation and
Air Conditioning
(HVAC)**
can consume up to

70%

of the total energy
of a building

Aura's solution: BREATHING green walls

-PM $\leq$ 10

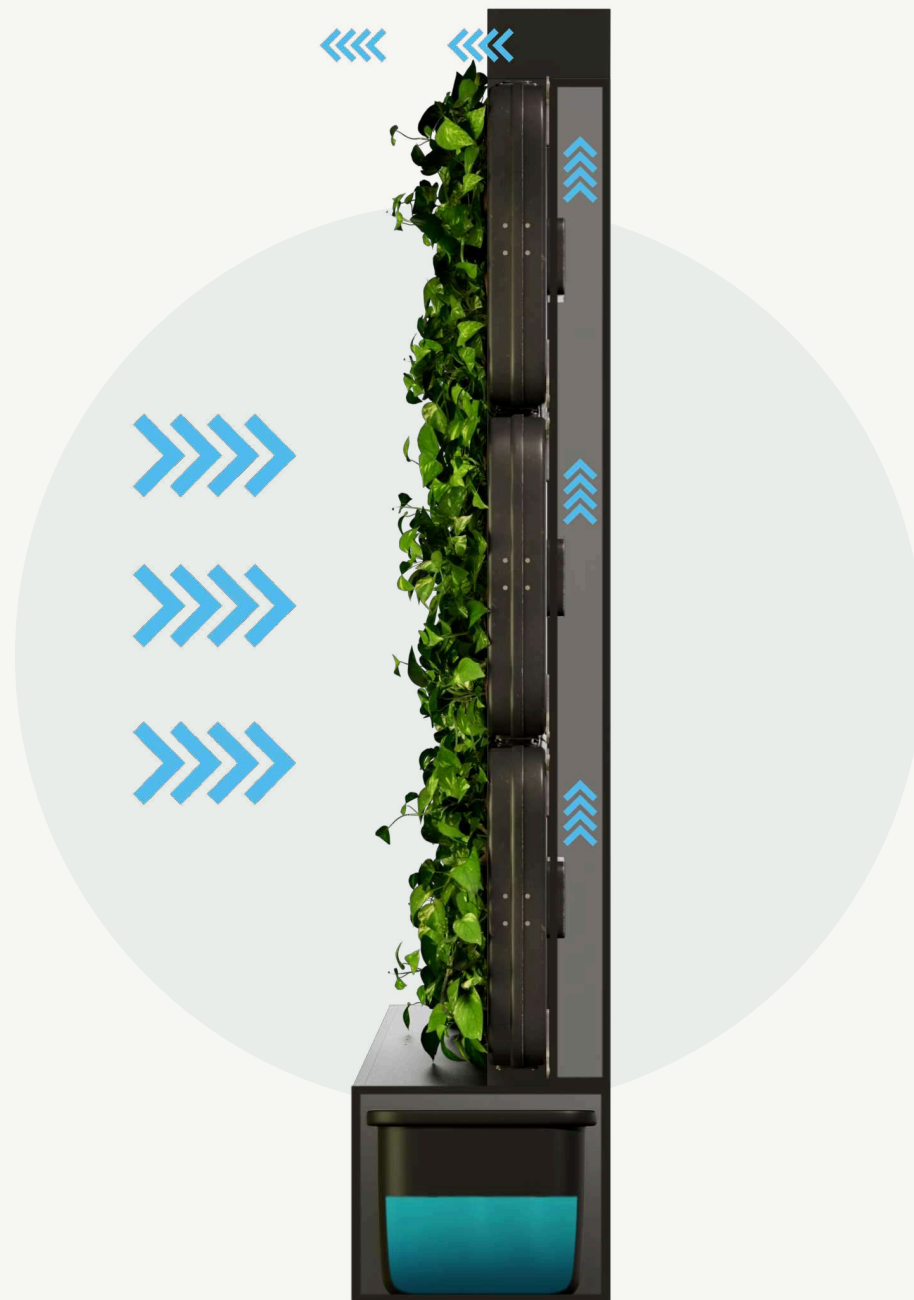
-CO₂

-VOC

-Noises

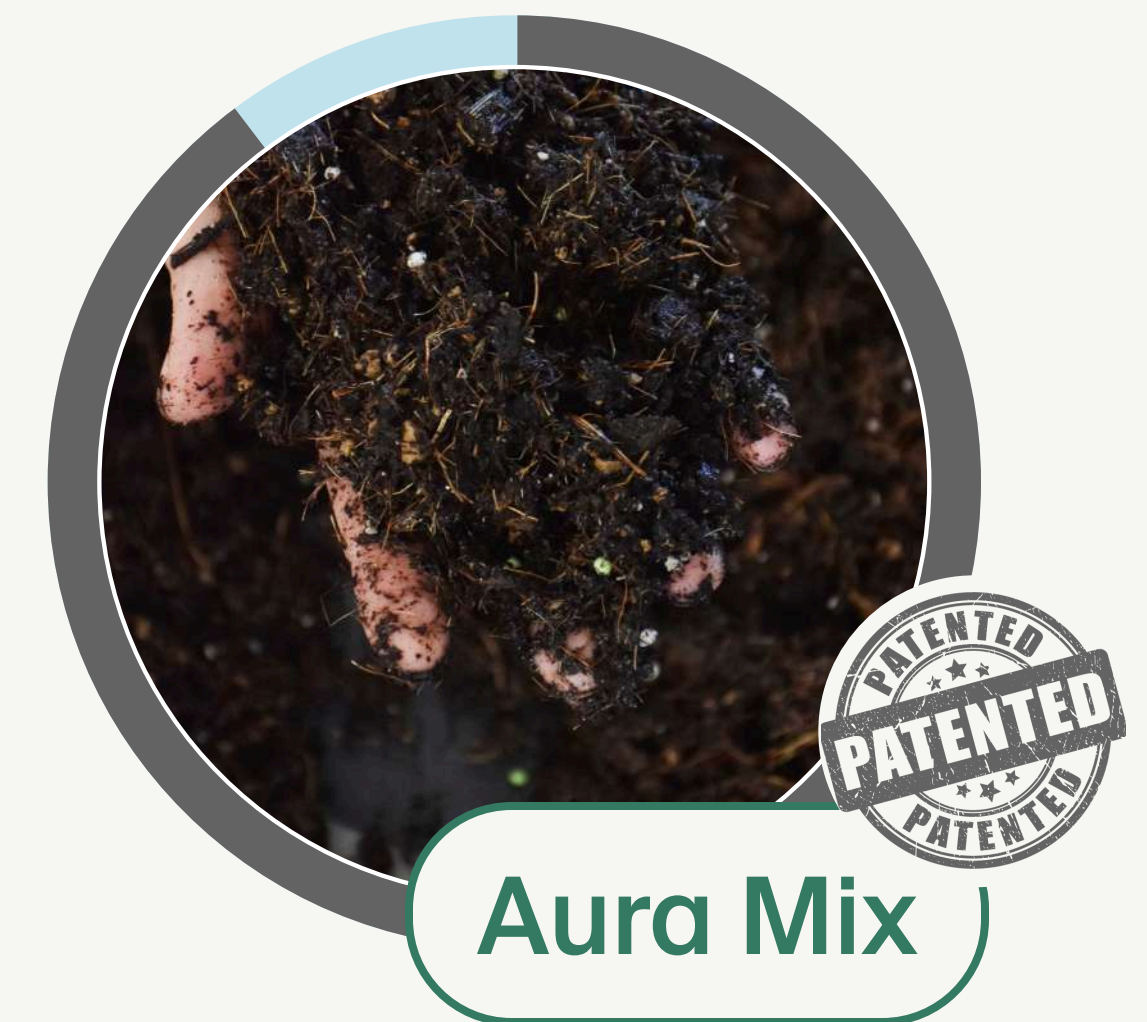


What sets us apart?



Breathing green walls: active purification!

Patented & sustainable soil mix!



-80%

CO₂

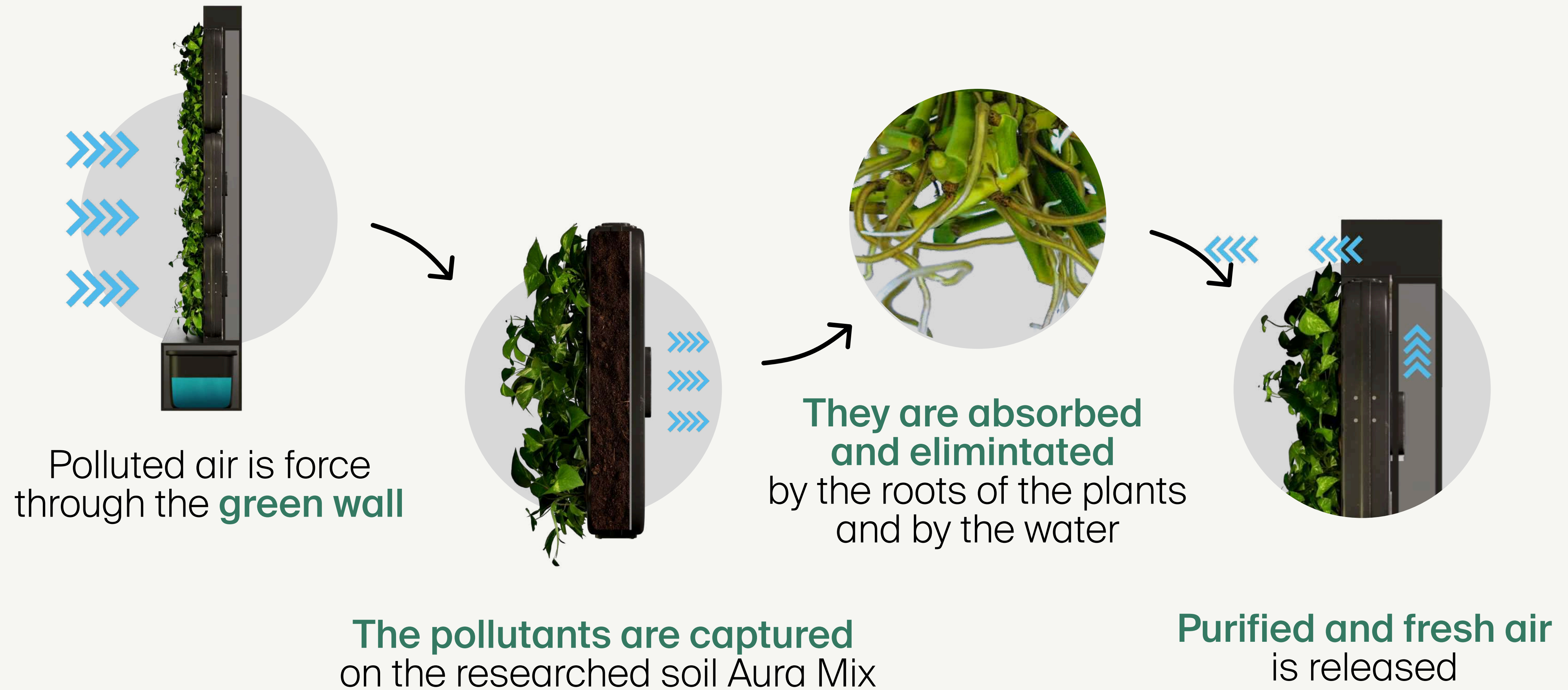
-91%

VOC

-94%

PM₁₀

Aura Biofiltration



Sphera

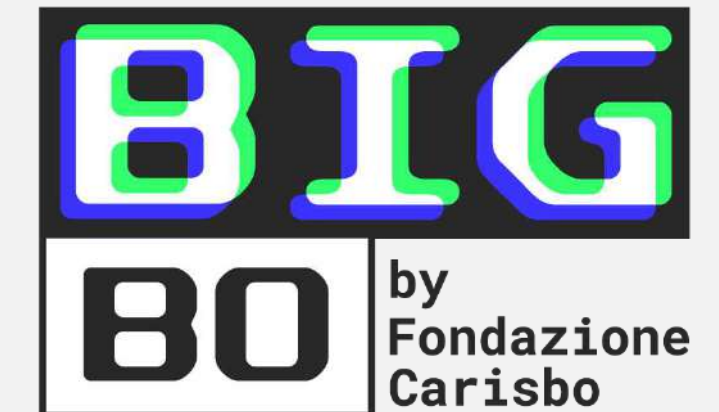


1,5 m² of green wall
40-50 m² rooms
6 modules

1 m² of green wall
20-25 m² rooms
4 modules



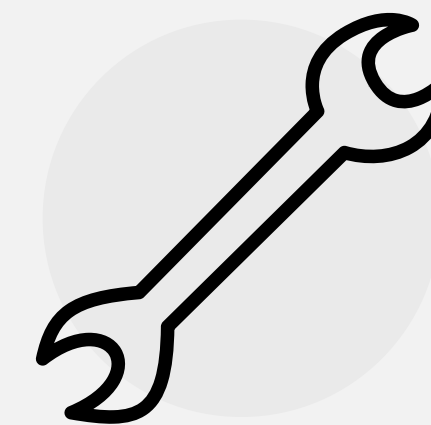
Our clients



Designtech®



6 PoCs



5 maintances contracts
€2k MRR

Silva

Designtech®

The 1st integrated breathing green wall in Europe



-60%

costs related to HVAC
(Ventilation
and Air Condition)

Cooler air
for less AC use

↓ **4°C**
reduction



Business model

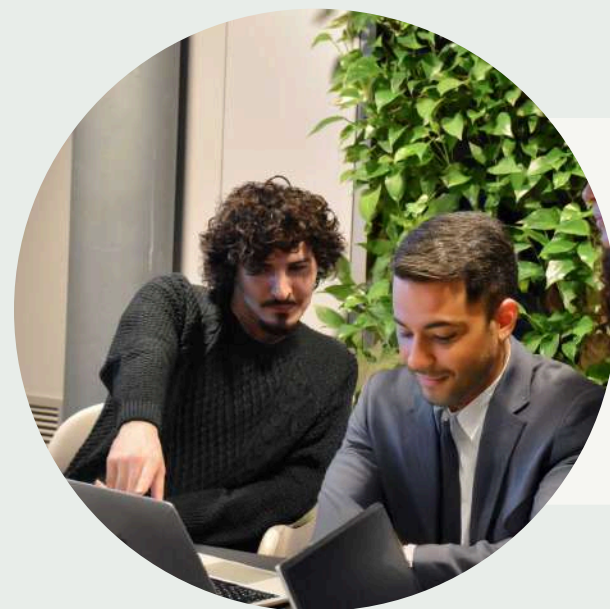
Product



Aura products
sold through
resellers



Aura as a
supplier for
distributors



Direct sale

Services



Events booth
equipment

Plants supply



Maintenance



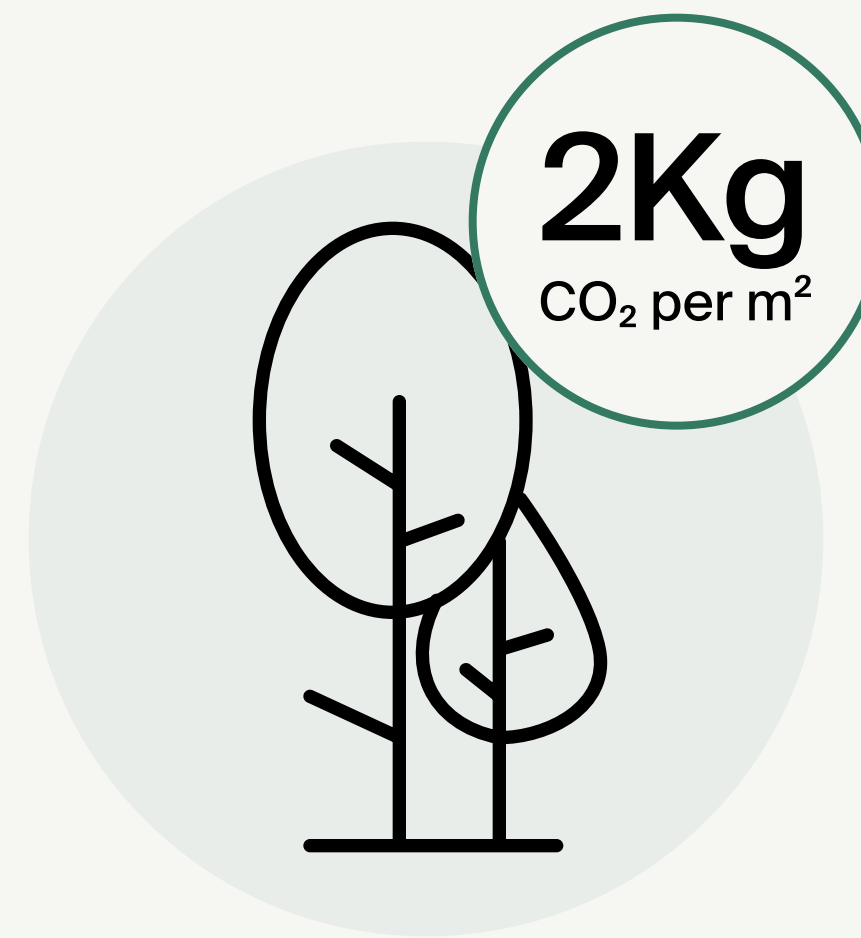
IAQ report



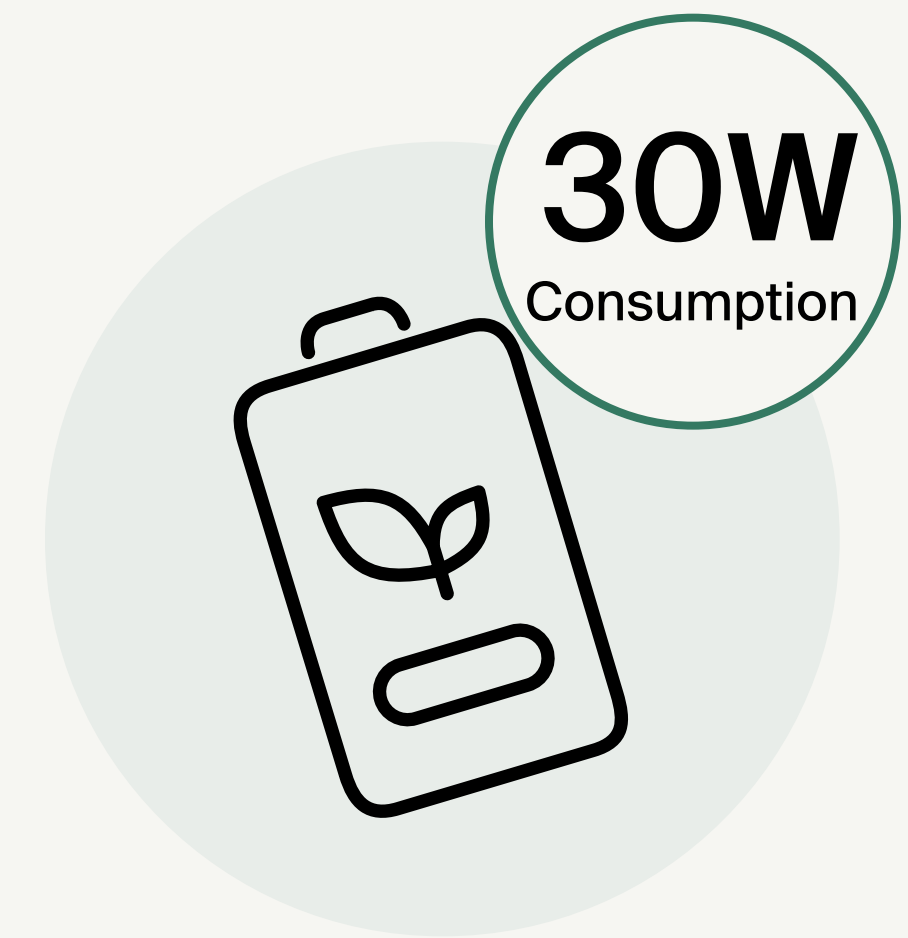
Benefits for customers



Better wellbeing



Decarbonization

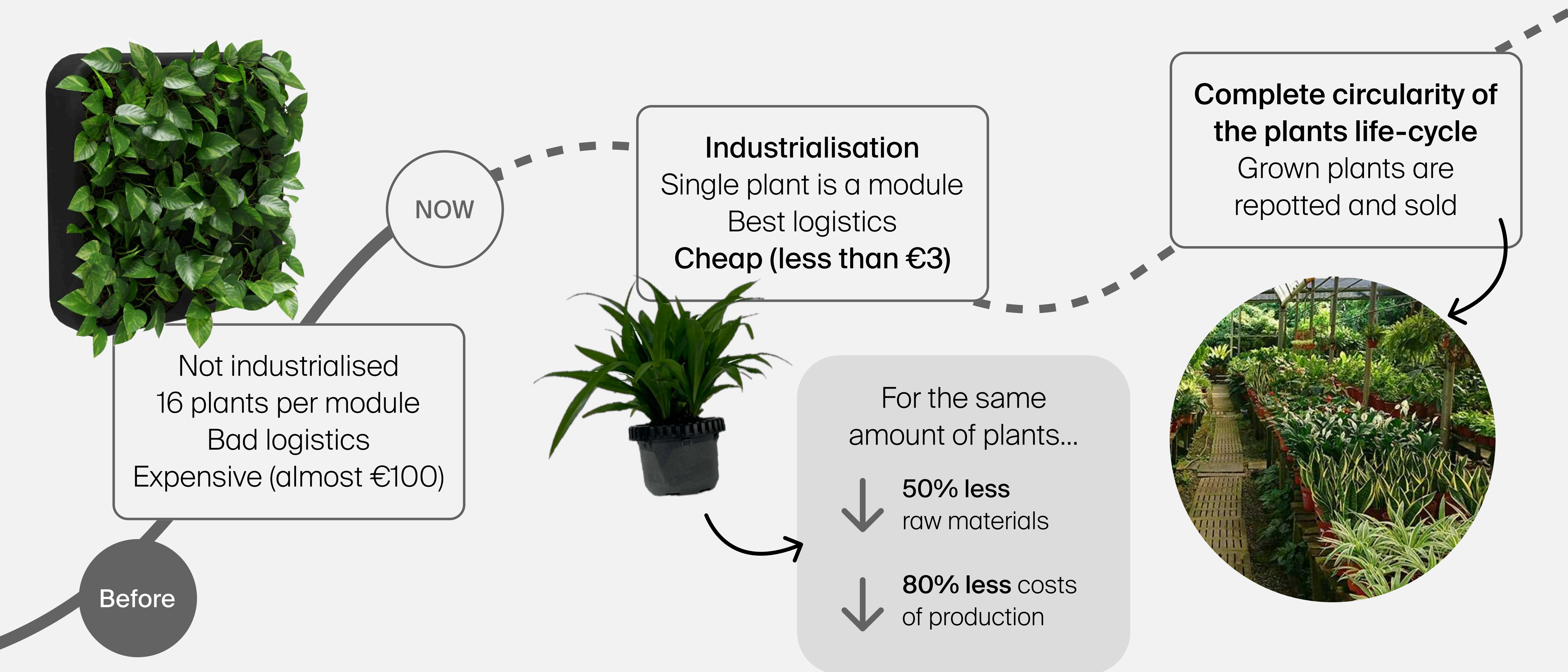


Low environmental impact

**“The purpose of science is not to
conquer nature but to live in it.”**

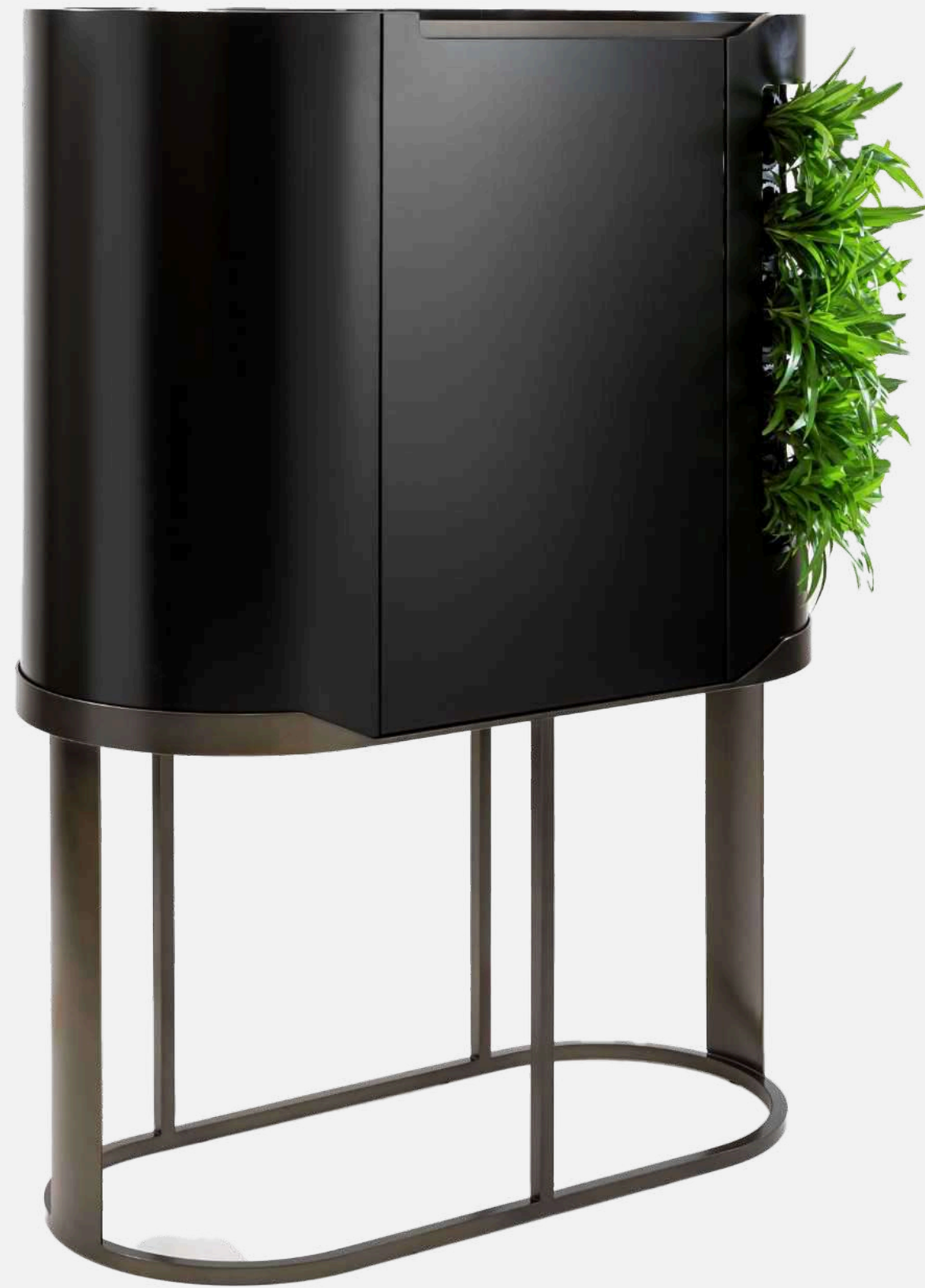
Barry Commoner

Product Road Map



Custom Projects with partners

Integration with Cantori presented at
Salone del Mobile 2025



CANTORI



Salone del Mobile. Milano



Product Pipeline

2025



Available on market

Sphera
Sphera+

Under R&D

Sphera Mini
Aurora
Aura App
BioSphera

2026



Available on market

Sphera/Sphera+
Sphera Mini Q1 2026
Aura App Q2 2026
Aurora Kickstarter Q3 2026
BioSphera Q4 2026

Under R&D

Sphera Smart

2027



Available on market

Sphera Smart Line
Aurora

Under R&D

Office Aurora

Team



Pietro Carloni
 CEO, Founder
 3 years in Sales & Marketing
 5 years in Project Management



Matteo Garbuglia
 COO, Co-Founder
 3 years in HR
 5 years in Operations and Logistics



Benjamin Alexander
 CTO
 5+ years in Product Engineering
 ex-Functional Expert @IKEA



Francesca Schifano
 Marketing Manager
 3 years in Communication
 & Marketing

Advisory board



Cinzia Rinelli
 Startup Mentor
 Go-to-Market
 consultant



Giacomo Carloni
 Strategic Initiatives Senior Manager
 @LSEG



Andrea Caprara
 Overseas Investment
 Executive Director
 @Legend Holdings



Rosario Mazza
 Senior Director and
 Head of Infrastructure
 Italy @Ardian

Investors



8 private investors



CDP Venture



VT energy

Partners



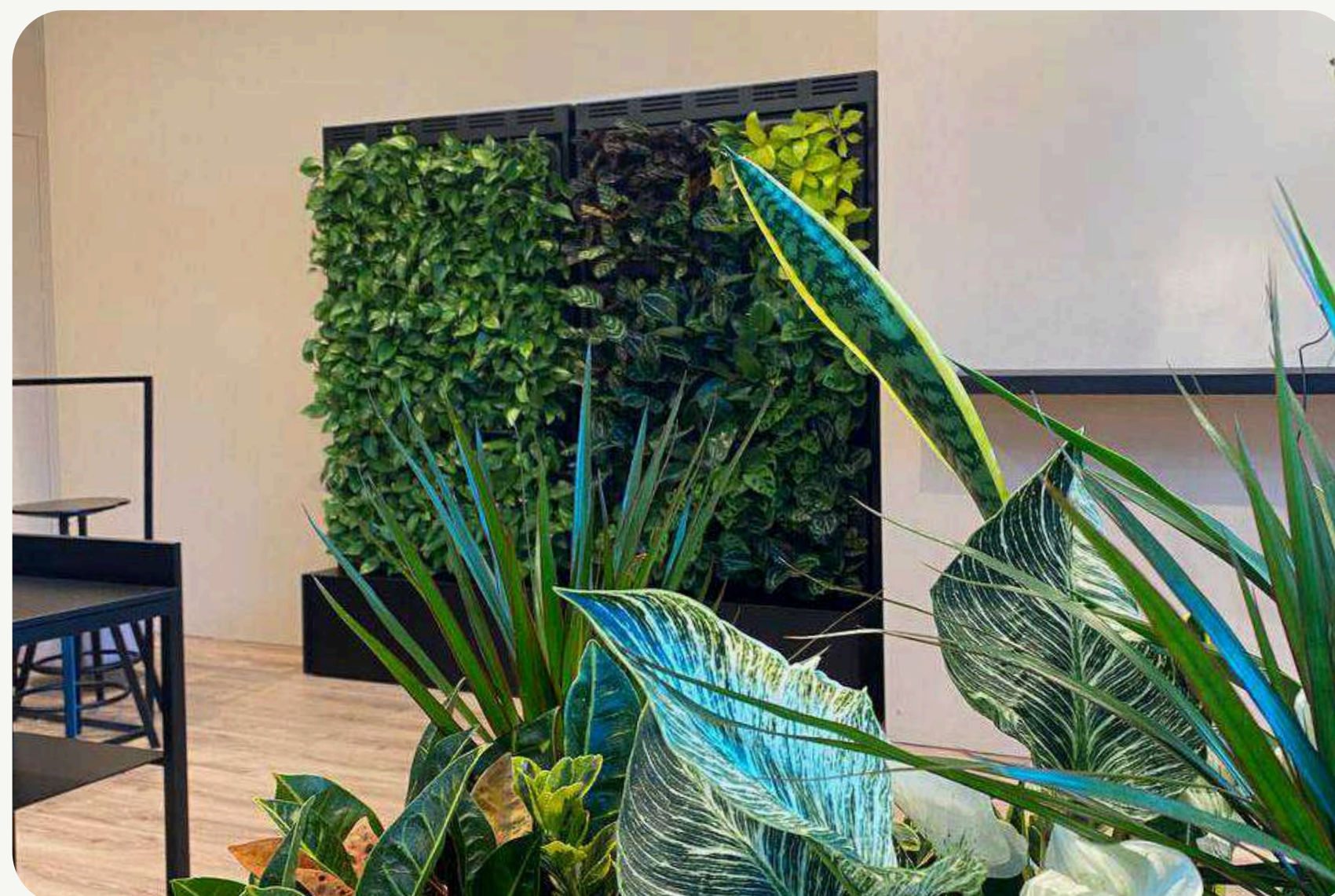
Special Italy S.r.l.s.



Nuvap S.p.a.



aura



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