



ALPS PLATFORM & AIREATECH ECOVAN

DEMIX GROUP



WHO WE ARE



International network of professionals and organizations working in the fields of management consulting, project management and the providing of business services.

The rapid evolution of international markets, the globalization and the growth in size of companies and corporate groups, in both the production and tertiary sector, have had a profound impact over time on the structure and operative context of services. This evolution, once again inherited from the Anglo-Saxon model, in recent years has also extended to Italy and many other developed countries.

The experience gathered by our member companies and our professionals in their respective countries and territories, together with the internal resource pool makes Demix Group the essential partner for your organization.

DEMIX *group*



WHO WE ARE

We are a laboratory for incubation and development of innovative projects, we believe in new Digital technologies, in Networking and International Collaboration as well as in Green solutions, because we believe that they can be the basis for a more sustainable future. We are always looking for new ideas and innovative projects to develop and new international partnerships with which to share this interesting challenge.

DEMIX
INNOVATION LAB





A DEMIX INNOVATION LAB PROJECT

ALPS PLATFORM

MOUNTAINS FREE FOR ALL





TOURISM



WHEN DOES TOURISM BECOME A PROBLEM?

- WHEN IT'S NOT SUSTAINABLE
- WHEN IT'S NOT SMART
- WHEN IT'S NOT FAIRTRADE



photo: Nirma Purja, on Facebook



The perfect outdoor experience for our users

fairtrade

Our users believe that the protection of the territory is fundamental in an outing, so they would rather choose **less frequented locations** over the more famous tourist spots.

careful of the environment

A point that distinguishes us from other tourist-cultural platforms is that in addition to showing locations and activities to be carried out in the alpine area, we want our users to be **attentive to the environment**.

respectful tourism

Our user is **attentive** to the **population** living in the visited location and to the **local culture**, and has the well-being of the community at heart.

low impact

Each of our actions has an **environmental impact**, whether we are aware of it or not, so our user is committed to take conscious actions to ensure that his behavior has as little impact as possible.

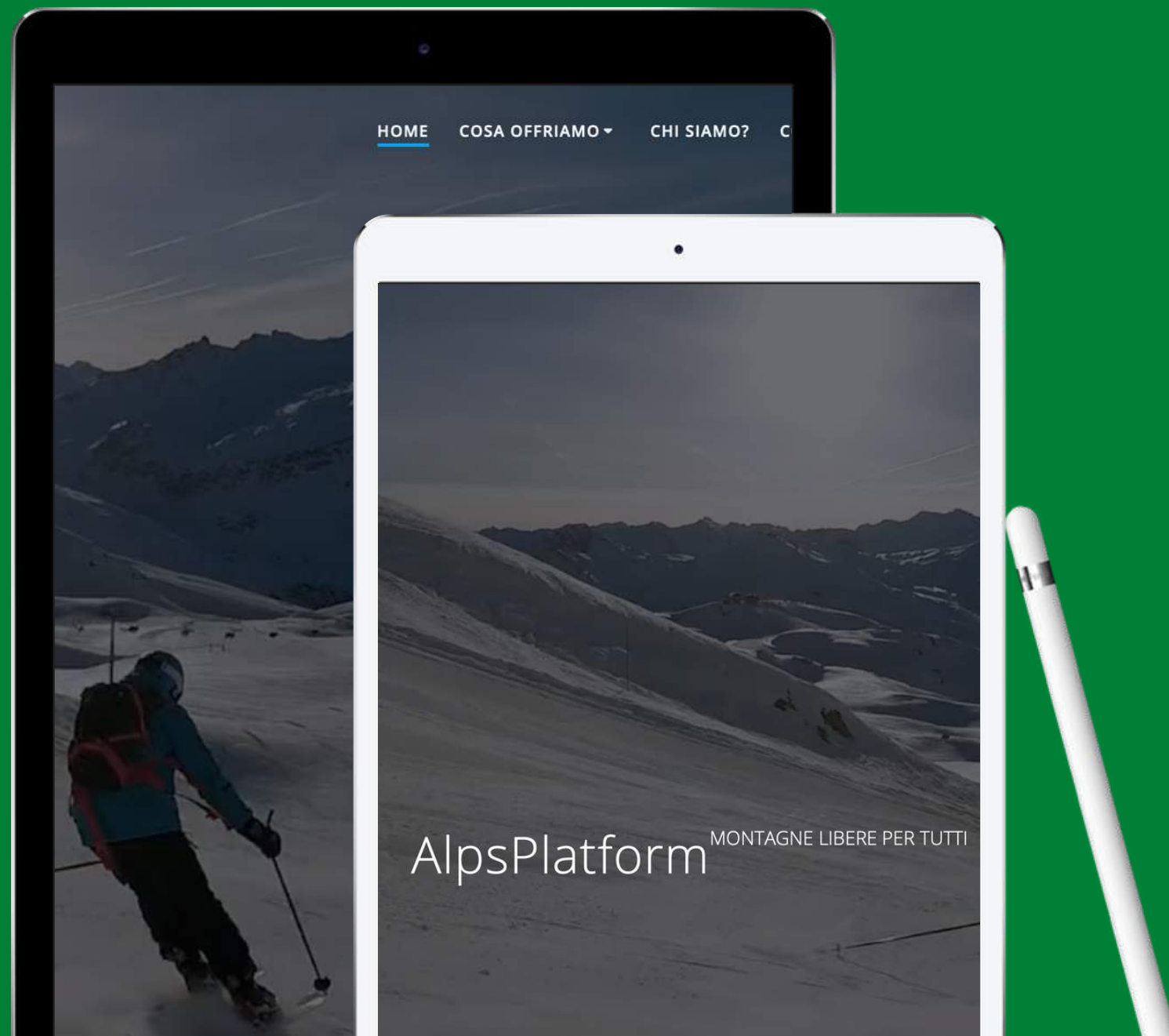


Who is our target?



BtoB or BtoC?

With AlpsPlatform we act as a link between the indigenous activities present in the Alps and potential customers / visitors, because we want to inform and spread awareness to as many people as possible about this delicate ecosystem.





The activities in which we take part

01

Hospitality & catering activities

Inns, hotels, tourist villages, campsites, holiday homes, bed and breakfasts, spas, shelters, hostels, restaurants, bars ...

02

Mountain gurus

Alpine guides, mid-mountain guides, ski & snowboard instructors, mountain bike instructors ...

03

Goods producers

Manufacturers of food, sports equipment, local crafts ...

04

Leisure, sporting and cultural activities

Ski lifts, equipment hirers, organizers of sports competitions and recreational events ...



Our users

- Hikers
- Mountaineers
- Tourists
- Sportspeople
- Families





What we do online

- Web platform for a more intelligent tourism
- Spreading information, raising awareness to our users and keeping them updated
- Make them discover new locations
- Video content, shortfilms and podcasts
- Creating deals with mountain businesses and professionals
- E-commerce with the products of the businesses that work with us
- Offering digitalization consulting

What we do offline

- Events (congresses, exhibitions, hikes, outings...)
- We offer solutions with which we collaborate: the Eco-Van service
- Our Sports Team





+75%

*Proximity Tourism
in the Alps*

Post Lockdown

More and more people are choosing proximity tourism in the Alps which is why we must find increasingly intelligent and digital solutions to support the flow of tourists, hikers and mountaineers who move around our mountains.

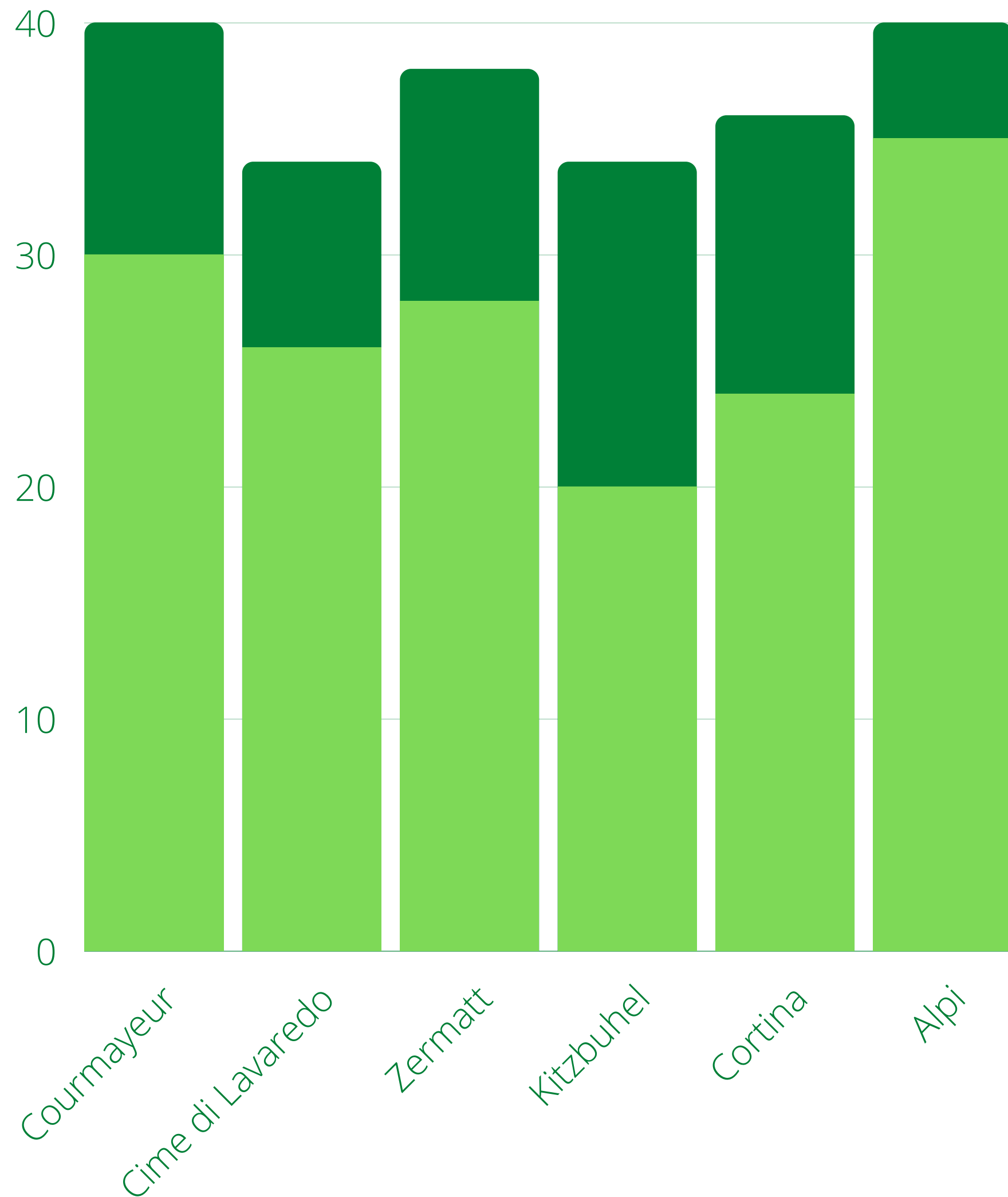


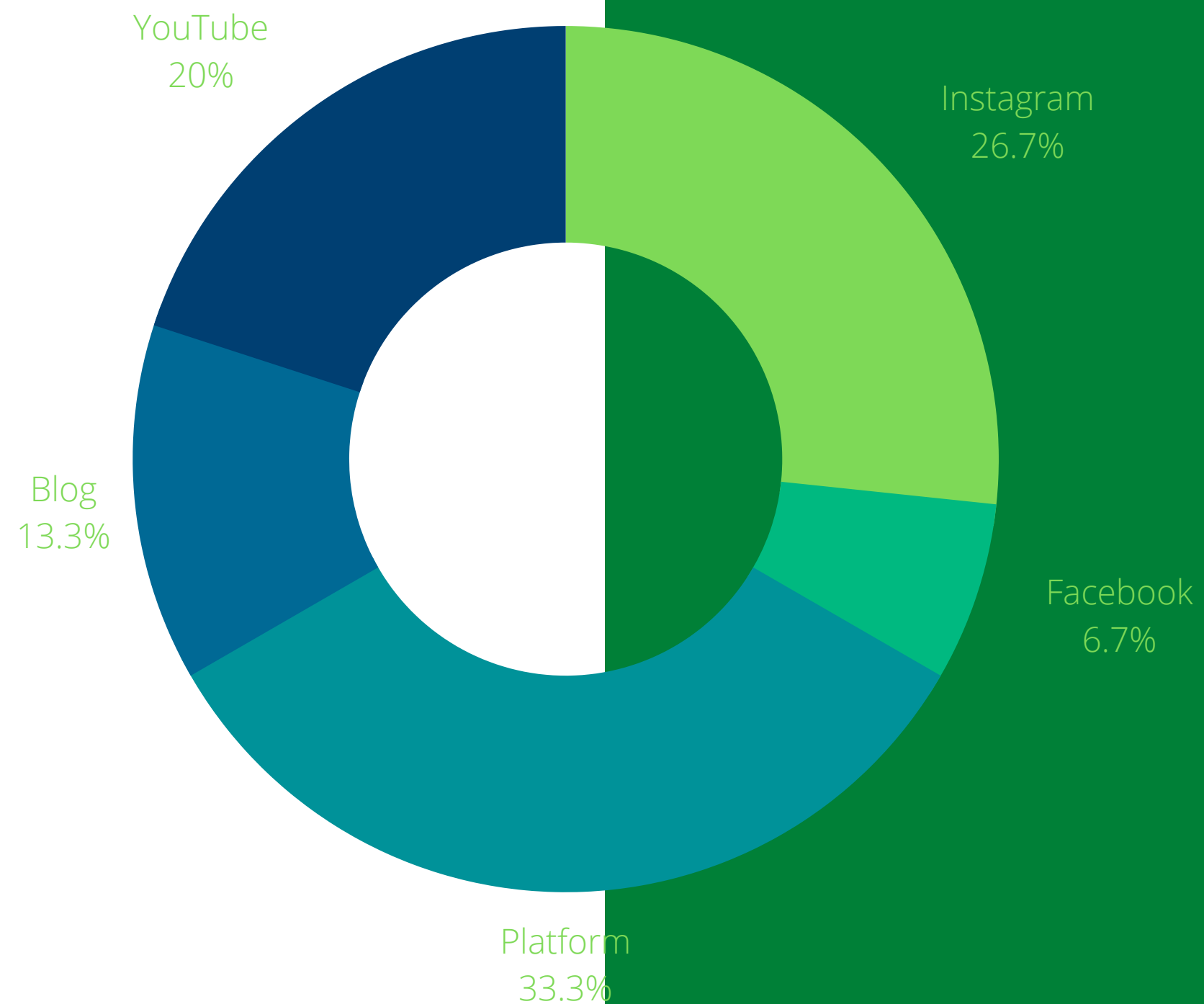
post-lockdown growth

pre-lockdown growth

Proximity Tourism

There is no need to explain the destinations listed here, what we want to do is to give a chance even to the less known realities to be known and thrive, because in the Alps there are kilometers over kilometers of valleys as beautiful as those mentioned, but that people do not know or know little about.





Where we are online

Web and Alps are our scene of action, so you can find us on:



alps_platform



www.alpsplatform.it



alps_team



www.alpsplatform.blog



AlpsPlatform & AlpsPlatform Community



Alps Platform TV



Media Kit Short

Our data gathered in one week



+ 20.000

People reached



+ 7.000

Interactions



+ 10.000

Platform visitors



6%

Engagement rate



What we can offer to businesses and professionals



Exposure

We offer the possibility of being shown on our platform and on our social media, where the users will be able to get to know these realities.



New clients

Competition is high nowadays, so the more channels you use the better, our channels are already targeted and with potential customers.



Non conventional Marketing strategies

It will no longer be necessary to go directly to the big players in the digital sector to make yourself known.



Affordability

We do not ask for a percentage on the sales of our affiliates, but for an annual, renewable subscription and fees for each service requested.





“For AlpsPlatform and the unique idea of pursuing, of making all the Alps known, even the places forgotten by the masses for the most famous tourist destinations. Places for mountaineers and anyone who loves and therefore respects the mountains.”

Hervé Barmasse



AireaTech EcoVan

Green technologies for the treatment of polluting emissions

Project developed by Demix International Consulting



A.T.T. System - Air Treatment Technology



It is a project conceived for the purification of emissions continuously, using only ionized water in a closed circuit, thanks to wet systems developed by us for the treatment of hot and cold emissions.

It guarantees the abatement of numerous pollutants with averages equal to or greater than 90%, as well as the abatement of the temperature of the fumes discharged into the atmosphere up to 20/25°.





Patented project

Our innovation is the use of an ionizer for water that reduces molecular cohesion by promoting the separation of pollutants. The continuously filtered water can be reused for a long time and as waste we obtain a super concentrated shovelable mud.

ITALY - Patent application for industrial invention n. 102019000012099 deposited on 17/07/2019 and titled: "Process and system for the treatment of a gas flow containing polluting substances"

ITALY - Patent application for industrial invention n. 102021000000683 deposited on 15/01/2021 and titled: "Procedure for the abatement of pollutants contained in a gas flow and related plant"





Technical Features

- Reduced energy and management costs
- No chemical reagents of any kind are used
- Replacements:
there are no components subject to wear
no filters to replace
scheduled maintenance
- Cleaning:
periodic replacement of the water in the recirculation tank
sludges cleaning and materials removal
- Carpentry:
static filtration
steel structure AISI 316
steel nozzles AISI 316
iron / steel vacuum cleaner
steel ionization AISI 316





AireaTech EcoVan

From the interest in promoting an environmental solution to intervene on air pollution from various combustions, the idea of creating the Aira Tech EcoVan project was born, a new service designed for monitoring and remediation of polluting elements in the air, and the restoration of more correct environmental parameters both of our territory and of specific closed locations.

Ecovan is a vehicle equipped with an A.T.T. washing system and tools to analyze at least 15 pollutants (the best known ones) directly on site. The washing system is autonomous for its operation and can be functional in a very short time. Initially we intervene by identifying the pollutants and analyzing them, then we intervene for the treatment and finally we check the analysis to verify the results obtained. This is a service aimed at both public bodies and the private sector.





Our service

- Purifying the air and monitoring environmental parameters
- Analyzing and comparing the pre and post intervention parameters
- Install a fixed A.T.T. system, or sustain periodic interventions
- Combining the filters with our purification system through ionization, this system is at the basis of our patented applications.



Who is it for?



Thanks to the abatement of emissions without the use of chemicals and the transformation of pollutants into a continuously drained and expelled mud, the wet powered reducer can be customized and therefore applied to many sectors:

01

Heating and
Boilers

02

Biomass systems

03

Industrial
installations

04

Energy production
plants

05

Biogas run systems



What we need to further develop our projects

Operative Partners

Partners who support us in the development of the platform, who give us information on the territories so as to be present and documented in a capillary way.

Institutional Partners

Institutional partners who understand the importance of intelligent and increasingly digital and green tourism and who therefore help us to share the project.

Sponsors

We are very attentive to the selection of the activities that sponsor us and with which we collaborate, and we choose to be supported by companies with the same green philosophy.

Investors

Ours is a project with great growth potential and we do not want to stop only to map the Alpine territory, but we want to continue with Balkans, Andes and Rocky Mountains.





Operative Partners

Our aim is to map the entire Alpine arc on a tourist level, today we are focused on developing the territory we know best and that is why we are looking for international partners with whom to collaborate and who can give us all the information we need to complete the project.

We are also looking for other start-ups and innovative SMEs in the Green sector that have an interest in creating an innovative Cluster together with us to promote joint environmental sustainability projects.



Institutional Partners

The relationship with national and international institutions is a fundamental element of Demix's daily work to increase the efficiency of its services and to make the relationship between the platform and users more open and transparent.

Demix, thanks to its collaborative and synergistic approach, guarantees safety, innovation and a continuous evolution of the promoted Green platform and services.





Sponsors

We need Sponsors to promote our organization through financial support or by providing products and / or services.

The sponsorship we have in mind consists of an agreement that provides advertising and visibility in exchange for the commitment to support our projects.



Investors

We are looking for Investors who allow us to be able to create and launch a Cluster / Business Network that is autonomous and that can conceive and develop innovative Green and Digital ideas and projects, allowing us to grow sustainably over time.

In addition to an economic return, we offer them the opportunity to contribute to improving the environment in which we live and which we will leave to future generations.



Demix Group



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