

## Company profile

	Name of the company:	CELL 112 OÜ
	Address:	Str.Tartu mnt 53 Tallinn 10115 Estonia
	Website:	<a href="https://www.cell112.com/">https://www.cell112.com/</a> <a href="https://planetsec.com">https://planetsec.com</a>
	Established:	16.05.2017
	Representative(s) of the company:	Toonio Michelis
	Position(s):	CEO
	Phone number:	+372 5033404
	E-mail address:	toonio@cell112.com
	Revenue at Present and Forecast:	Balance sheet total €10 million, estimated turnover 2018 €1,2+ million
	Elevator Pitch: max 5 sentences: solution/market; concept; status of the project at the moment; team; business model (how do you generate revenues?)	Cell 112 offers cloud-based, integrated software-hardware security solutions for buildings and facilities that combine and coordinate in a single package a host of systems and services, including fire and site security services, ambulance, and rescue services. We have worked out a clear vision of future development of digital services on such fields as interfacing UAVs as an active element of security with existing systems and many more innovative approaches such as elements of the Artificial Intelligence as initiators of signal creation with novel implementation into practical life of law enforcement.
	Competitive or collaborative advantage: How do you differentiate your company from competitors? Why does the client buy your product/service from you?	With the internet revolutions, we have developed software and hardware systems to unify services such as security, emergency, access and identification into one platform. Our long and continuous journey to achieve excellence in our services has paid dividends as we now have concluded partnership with world-renowned brands such as Samsung, Idesco and Lantronix.
	Value proposition: Why should one cooperate specially with you? How do you help your partner/client business, i.e., save time, improve productivity, increase revenues, etc.? What's the added value for them from it?	CELL 112 OÜ has achieved a rare level of development in the front line of the most modern technologies in creating the new types of services and interfaces together with successful implementation which have fully endured the everyday practice over the years of hard work. We are a tested team of very professional people with excellent working ethics.
	Seeking for: Market entry? Funding for development & scaling? Development partners? Local distributors?	Establishing contacts and identifying opportunities for cooperation with Security companies, Security Service providers, Police and Rescue, Local distributors of Security products and solutions.
	Do you have already contacts/partners in US? If yes, please name them:	No

	<p>References: In case you have from famous clients, and testimonial feedback from clients</p>	<p>Estonian Police and Border Guard Board(EPBGB) : CELL 112 OÜ has been a key of partner of EPBGB in the development of hardware and software for the Alarm Monitoring Center which provides the online monitoring and surveillance services for a great number of Institutions of Government of Estonia, foreign embassies in Estonia, law enforcement agencies and other relevant establishments. CELL 112 OÜ is an absolutely loyal and reliable partner who is fully devoted as a creative innovator on the field in our sector.</p> <p>The Center for Information Technology and Development Of Ministry of the Interior of Republic of Estonia (SMIT) is a Government Institution which administers and develops information systems for internal security for Estonian Emergency Response Centre, Estonian Rescue Board, Estonian Police and Border Guard Board, Estonian Academy of Security Sciences and Ministry of the Interior of Estonia. We have a successful partnership with General Manager, Mr. Toonio Michelis since 2013.</p>
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