

Launching a New Operating System for Commercial Refrigeration

 **Country:** Argentina

 **Sector:** Technology

 **Amount:** 0,00

 **Province:** Ciudad de Buenos Aires

 **Subsector:**

 **Web:** <https://sensify.com.ar/>

Entity Profile:

Founded in 2020, the company was born with the vision of developing technology capable of connecting and analyzing data from coolers around the world. Over the past five years, it has established itself as a leader in research and innovation, creating solutions that transform how the industry manages its assets.

In 2021, a major milestone was achieved with the launch of the Sensify Protocol (SFY), a proprietary communication standard that is now recognized as an industry benchmark.

The company currently works with global clients such as AB InBev, Arcor, Coca-Cola, Nestlé, PepsiCo, and Sigma Alimentos, connecting more than 50,000 refrigerators online.

As of 2025, Sensify has a team of 25 people, led by the following executive team:

- CEO: Eugenio Harraca
- COO: Matías Cottone
- CTO: Federico Harraca

Project description:

1.- PROJECT DESCRIPTION

The management of refrigerators (or coolers) that companies install in stores and supermarkets to sell and promote their products represents a major blind spot and a source of millions in losses, mainly due to:

- Theft or loss: Despite being costly assets, many coolers are stolen, misplaced, or lost without traceability. In some cases, companies do not even know whether older units are properly used or generating sales.



Launching a New Operating System for Commercial Refrigeration

- Low operational efficiency: It is difficult to know whether a cooler is on, at the correct temperature, or malfunctioning—let alone in real time. This leads to unnecessary and costly field visits.
- Poor management: If a cooler is turned off, poorly located, or out of stock, companies directly lose sales. Competitor products are sometimes even placed inside their own equipment.
- Excessive energy consumption: Many units are outdated or inefficient, consuming significantly more electricity than necessary, increasing costs and environmental impact.
- Lack of real-time data: Sales, finance, and technical teams do not share clear, unified information about cooler performance, preventing data-driven decisions on repairs, investment, and sales strategy.

To address these challenges, Sensify proposes a solution that transforms coolers into intelligent assets that actively work for the company, becoming a practical data source that optimizes technical, commercial, and environmental performance.

Sensify OS™ is a commercial refrigeration operating system that integrates connected infrastructure, artificial intelligence, and specialized support to transform the operations of food and beverage brands. The system includes:

- Connected Infrastructure: Hardware, sensors, controllers, and connectivity that turn any cooler into an intelligent asset, complemented by a mobile application (BT/App) used by technicians and field personnel.
- CoolerCloud: A platform that integrates connected infrastructure, centralizes data, and transforms it into actionable insights for decision-making. It includes two main programs (CoolerCloud Management and CoolerCloud Control) with five key modules:
 - Asset Tracking: Real-time location and traceability of refrigerators
 - Remote Maintenance: Remote diagnostics and repairs
 - Commercial Intelligence: Monitoring of planograms, product mix, stockouts, and point-of-sale execution (including advertising placement, cleanliness, and operational compliance)
 - Sustainability & Energy: Energy consumption, efficiency, and carbon footprint
 - AI & Computer Vision: Product recognition, competitor intrusion detection, and commercial compliance
- Experience & Support: A dedicated team supports clients in technology adoption, ensuring ROI through structured service models, flexible licensing, scalability by cooler volume, and modular support (prepaid, upgrade/downgrade options, etc.).

2.- BUSINESS MODEL



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The global commercial refrigeration market comprises approximately 80 million machines. Leading food and beverage companies purchase around 8 million new refrigerators annually. Retail sales of refrigerated food and beverages reach approximately USD 3 billion per year.

The CoolerCloud™ platform offers the following suite of services:

- CoolerCloud Data: A field application with multiple tools for field personnel
- CoolerCloud Management: Monitoring software for tracking goals and OKRs
- CoolerCloud Control: Operational software including CRM, task management tools, and more

The business model is based on a monthly subscription per cooler, with no minimum contract duration, structured as follows:

- USD 14 (Basic): Includes geolocation of the cooler
- USD 24 (Essential): Includes Basic features plus 7 CoolerCloud applications, 1 Salesforce application, monthly support package, and 8–12 hours of R&D per week
- USD 42 (Advanced): Includes Essential features plus advanced planogram, inventory and intrusion control, 15 CoolerCloud applications, 4 Salesforce applications, and 20–30 hours of R&D per week

3.- FUNDING

Sensify has raised:

- Pre-Seed Round (2023): USD 535,000
- Seed Round (2025): USD 2,000,000

Investors include Kamay Ventures, Innventure, and CVC Novus Brasil.

The company is currently transitioning from Seed to Series A.

4.- INVESTOR PROFILE

The company is seeking Seed to Series A investors with a thesis in IoT, Deep Tech, AI, and SaaS, with a focus on mass consumption industries such as food and beverages. Corporate Venture Capital (CVC) firms are particularly relevant.

5.- EXECUTION PLAN



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Funds will be allocated as follows:

- 40%: Expansion into Mexico and Brazil
- 60%: Technology and product development

6.- ADDITIONAL INFORMATION

Sensify has participated in accelerator programs such as +100 Accelerator, EKLOS, and Arca Continental, among others.

