

tado°

Intelligent home
climate control



Key facts

Company name:	tado GmbH
Description:	tado°, a market leader in intelligent home climate control solutions, was founded in 2011. Through the use of a geo-aware app, tado° automatically adjusts the temperature based on the residents' locations, enabling households to save significantly on energy costs while reaching a higher level of comfort.
Headquarters:	tado° GmbH, Lindwurmstraße 76 80337 Munich, Germany
US Office	Tado Inc., 158 Linda Street, San Francisco, CA 94110 USA
Managing Directors:	Christian Deilmann (CEO) Johannes Schwarz (CTO) Leopold von Bismarck (CMO) Lars Merle (CFO & COO)
Year of foundation:	September 2011
Website:	www.tado.com
Portfolio:	tado° Smart AC Control for air conditioning systems tado° Smart Thermostat for heating systems
Team:	Approx. 100 employees from more than 20 nationalities
Recognition:	(2014) Interior innovation award (2014) Product design award (2014) Universal Design Award (2014) Technology Review (2016) H&V News Awards Christian Deilmann best young innovator under 35

Milestones



2010



2011



2012



2013



2014



2015

- 2010 - work begins on the development of tado° in Munich
- 2011 - tado° GmbH founded by Christian Deilmann, Johannes Schwarz, Leopold von Bismarck and Valentin Sawadski
- November 2012 – Smart Thermostat market launch in Germany, Austria and Switzerland
- November 2013 - Smart Thermostat market launch in the UK
- October 2014 - new generation of tado° Smart Thermostat roll out and market launch in rest of Europe
- June 2015 – tado° Smart AC Control global launch
- April 2016 - New 8 figure financing round to make tado° one of the world's best funded IoT startups

Company profile

At tado° we believe that it is possible to live comfortably and still act responsibly. One third of the energy consumed around the world is used for heating and cooling buildings. The systems used for this are controlled by non-smart technology that has been outdated for decades. We develop state-of-the-art intelligent technology that automatically ensures that no energy is wasted. In turn, we launched our Smart AC Control to improve home savings and comfort. Our philosophy follows three basic principles:

- Simplicity: easy to install and use with a minimalist design
- Comfort: automatically heats or cools based on your location
- Savings: reduces your energy consumption and costs

Management team



CEO - Christian Deilmann Prior to tado° Chris worked with the venture capital firm Target Partners, co-founded the mobile telecommunication company BellPepper and worked with the consulting firm A.T. Kearney. Christian holds an MSc in mechanical engineering from MIT (Cambridge, MA) as well as a Dipl.-Ing. in engineering & management from the Technical University of Munich. At tado° Christian is in charge of product, financing, sales and partnerships. His passion is cutting edge energy technology and its application in successful products.



CMO - Leopold v. Bismarck

Leo has more than seven years of experience working in the internet industry. Previously he worked at the early stage venture capital firm and incubator Rocket Internet, creating online startups from scratch. Before joining tado° he acted as head of online marketing at Groupon. Leo holds a Dipl.-Ing. in Industrial Engineering and Management from the Technical University of Berlin and Carleton University (Ottawa, Canada). At tado° Leo is responsible for marketing and direct sales.



CTO - Johannes Schwarz

Previously Johannes worked at an intellectual property law firm as well as in various enterprise software development projects. He studied mechanical engineering with a focus on computer science and control theory at the Technical University of Munich, Nanyang Technological University (Singapore) and Virginia Tech (USA). At tado° Johannes is responsible for server, web and mobile application development. As a qualified German patent attorney Johannes also manages tado°'s intellectual property portfolio.



CFO & COO - Lars Merle

Lars has more than twelve years of experience working amongst others as a Manager at a Big4 and in various financial management positions in consumer products and manufacturing companies. Lars holds a Dipl.-Kaufmann from WHU Otto Beisheim School of Management (Koblenz, Germany) with a specialisation in finance and operations management and a LL.M. in business law from Saarland University (Saarbruecken, Germany). During his business studies he spent terms abroad at the University of Alberta (Edmonton, Canada) and at the University Paris-Dauphine (Paris, France). At tado° Lars is responsible for finance, tax, legal, HR, administration, and operations.



tado° Smart AC Control

Turns any air conditioner into a smart device.

The tado° Smart AC Control connects your smartphone to your air conditioner. Through the use of your phone's location, it automatically pre-cools or pre-heats before you get home and turns off saving energy when you leave. Allowing you to control your air conditioner from wherever you are, the tado° Smart AC Control works with all remote-controlled air conditioners and connects to your home's Wi-Fi.

Have your home always at the perfect temperature - no schedules, no teaching, no need to remember to turn it off. tado° automatically does all the work for you for more comfort and savings. The free app (iOS, Android and Windows) is regularly updated with new features and functions at no cost to the user, while the device is packed with sensors ready to be unlocked.

[Click here](#) for the product video.

Multizone

With multiple Smart AC Controls you can control several ACs in your home through one app.

Compatibility

The tado° Smart AC Control works with any remote-controlled air conditioner and controls them via infrared (IR). Whether you own a split, portable or in-window unit, tado° will connect to it by replacing your old remote control. Set up is done through a step-by-step guide via the mobile app.

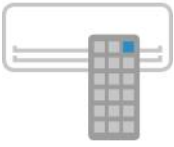
Price & Availability

The tado° Smart AC Control can be purchased for \$179 and is available directly from www.tado.com, Amazon.com, Best Buy, Home Depot and at several more US retailers.

Features



Geolocation
tado° automatically adjusts the AC based on your location via smart phone: cool before you get home, saving when you're away.



For any remote-controlled AC
The tado° Smart AC Control works with all remote-controlled air conditioners and controls them via IR – just like your old remote control.



Customized behavior
2 hours at 24°C, then off until 6 a.m. followed by 2 hours at 22°C - tado° lets you fully adapt the AC's behavior: for daytime, nighttime and when nobody is at home.



Easy setup
Connects to your home Wi-Fi, no additional device is needed. The tado° Smart AC Control can be mounted on the wall or placed on a table. The installation works without wiring.

Benefits



Comfort
Have your home always at the perfect temperature - no schedules, no teaching, no need to remember to turn it off. tado° automatically does all the work for you.



Control
No matter where you are - on the train or at work - with the tado° app on your phone you always know what the temperature is at home and you can easily change any setting.



Savings
See how much you save every day, what the temperature is at home and when your AC is on. Save up to 40% on your energy bill: tado° can pay for itself in less than a year.

Press Contacts

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Resources

[Click here](#) for a selection of tado° images, videos and documents from our press lounge.

