

# Genius Twin

Pitch Deck

Digital Twin Platform for Industrial Metaverse  
Efficiency, Collaboration, and Success



Genius Twin



Founder

Ali Tajalli

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Geniustwin.ir

2025

# Summery:

- Genius Twin is an immersive **Industrial Metaverse** platform that utilizes **Digital Twin** technology to enhance training, operations, and decision-making.
- Genius Twin's hyper-realistic digital twin environments, real-time data analytics, and collaboration capabilities enable businesses to optimize **Asset Performance**, improve **Safety**, reduced **Costs** and accelerate **Innovation**.
- Genius Twin is powered by cutting-edge **AI algorithms**. With Genius Twin, organizations can create a more connected, intelligent, and efficient industrial ecosystem.





Genius Dashboard - Interface



# Genius Twin

Digital Twin Platform for Industrial Metaverse  
Efficiency, Collaboration, and Success



Digital Twin

Genius Dashboard

Genius Metaverse

Ignition

Wonderware

Flowmaster



Power BI

HAMTTA



Genius Box

Seeq  
AVEVA  
alteryx

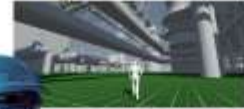
AVEVA

Ignition

Genius Worker - Interface



Ignition



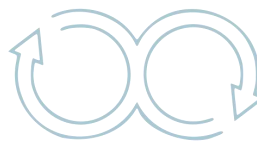
NVIDIA OMNIVERSE



unity

[hamtta.com](http://hamtta.com) [geniustwin.ir](http://geniustwin.ir) [linkedin.com/in/ali-tajalli/](https://linkedin.com/in/ali-tajalli/)





## Problems

- Inefficiencies in operation
- High maintenance costs
- Lack of real-time insights



### Visibility and Control

Traditional monitoring and control systems relied on manual data collection and analysis, which was **time-consuming** and prone to **errors**.

### Operations

The lack of visibility and control often led to **inefficient operations**, unexpected downtime, and **costly maintenance** and repairs.

### Quality control

Traditional quality control methods were often reactive, with issues only being detected after they had already occurred. This led to **costly** rework, waste, and damage to reputation.

### Simulation and Optimization

In many industries, simulation and optimization were difficult and **expensive** to achieve. Physical prototypes and testing were often required, which slowed down innovation and increased **costs**.



## tions

- Real-time monitoring
- Predictive maintenance
- Remote collaboration
- Virtual simulation/training using AI

Super Fast HMI

(Visibility and Control)

Dynamic PID / PFD

(Operations)

Smart Monitoring

(Quality control)

Modeling Studio

(Simulation and Optimization)

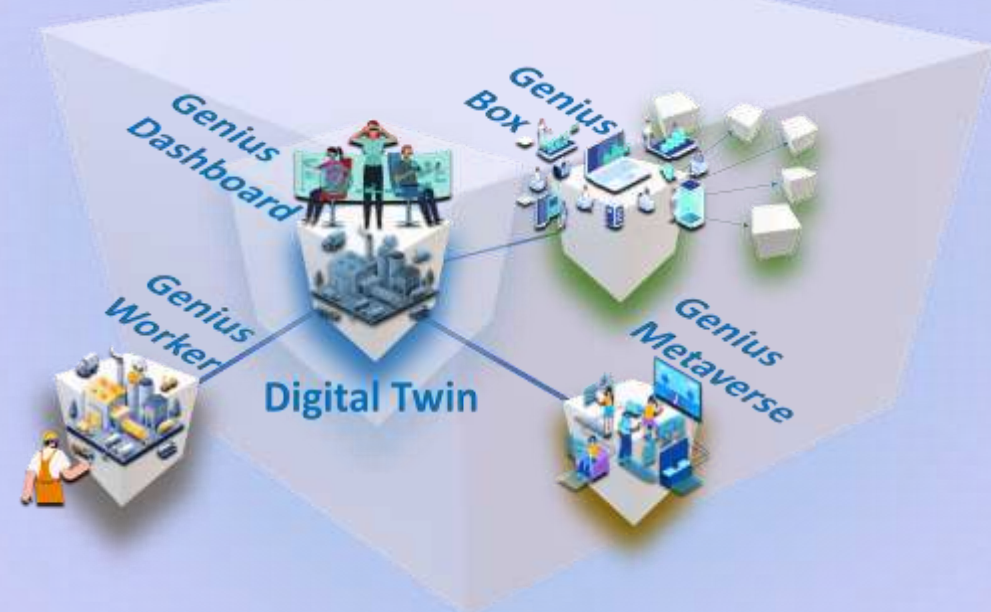
Digital Engineering

(Visualize and Contextualize information)

## Innovative solution:

We propose Genius Twin's SaaS model with 4 main modules

All in one



## Target Market:

Specific focus on industries:

- Manufacturing
- Renewable Energy
- Shipping & Logistics
- Pipeline

## Benefits:

- Reduced costs
- Increased efficiency
- Improved asset performance
- Enhanced collaboration



## Golden job opportunity for students:

### Phase 0:

#### Establishment

Presentation in conferences  
Networking with industries & investors  
Communication with universities  
Side services  
Seed Funding and fund raising

### Phase 1:

#### Platform Development

Software Engineers (Backend) 4-6  
Software Engineers (Frontend) 2-3  
Data Scientists 2-3  
DevOps Engineer 1-2  
Project Manager 1

10 – 15 job opportunity

### Phase 2:

#### Platform Implementation

Solution Architects 2-3  
System Engineers 4-6  
Business Analysts 2-3  
Quality Assurance Engineers 2-3  
Project Manager 1

11 – 16 job opportunity

### Phase 3:

#### Ongoing Support

Technical Support Engineers 4-6  
Customer Success Managers 2-3  
Software Developers (Maintenance) 2-3

8 – 12 job opportunity

29 Direct and 14 indirect job opportunities

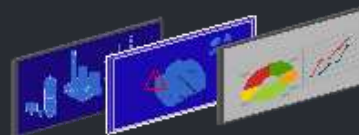


ERP  
Business Planning &  
Logistics



Management  
BI

Genius Dashboard



SCADA/HMI/MES/MOM  
Supervisory Control, Historian &  
Monitoring  
Production Execution & Tracking



Monitoring,  
Control &  
Automation

Genius Metaverse  
Genius Worker



Genius  
Metaverse



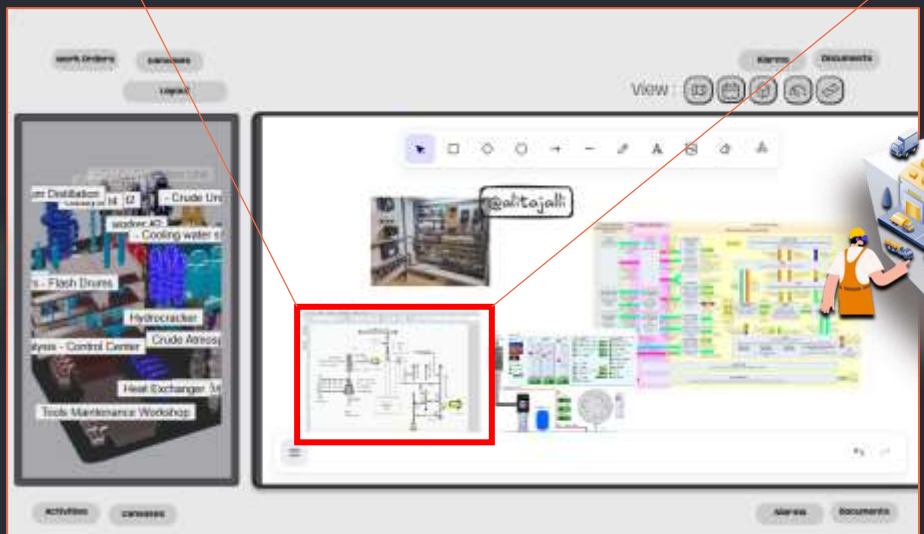
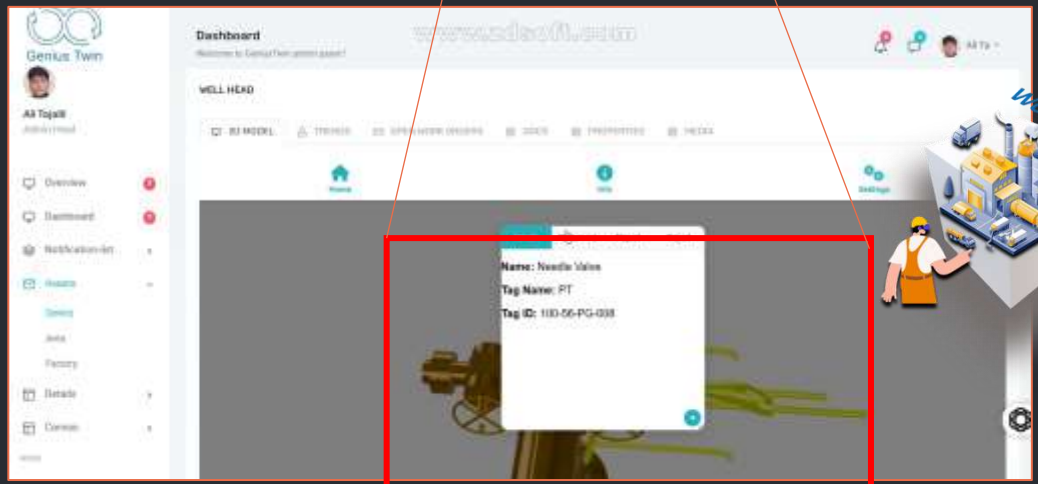
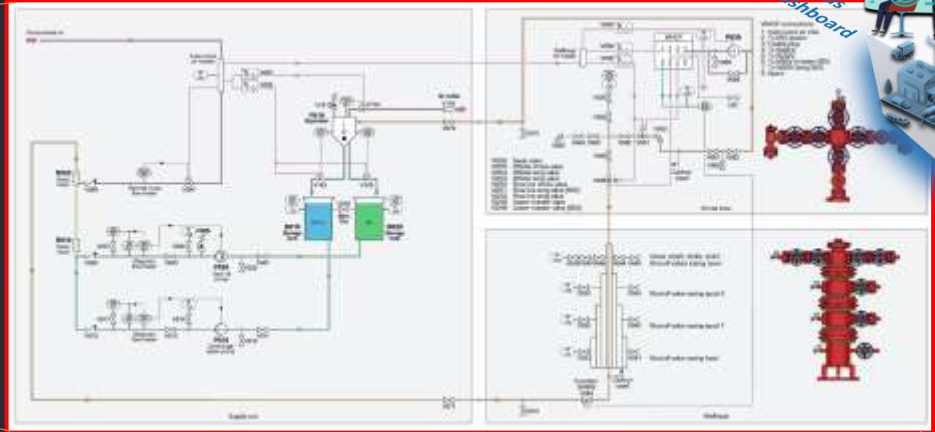
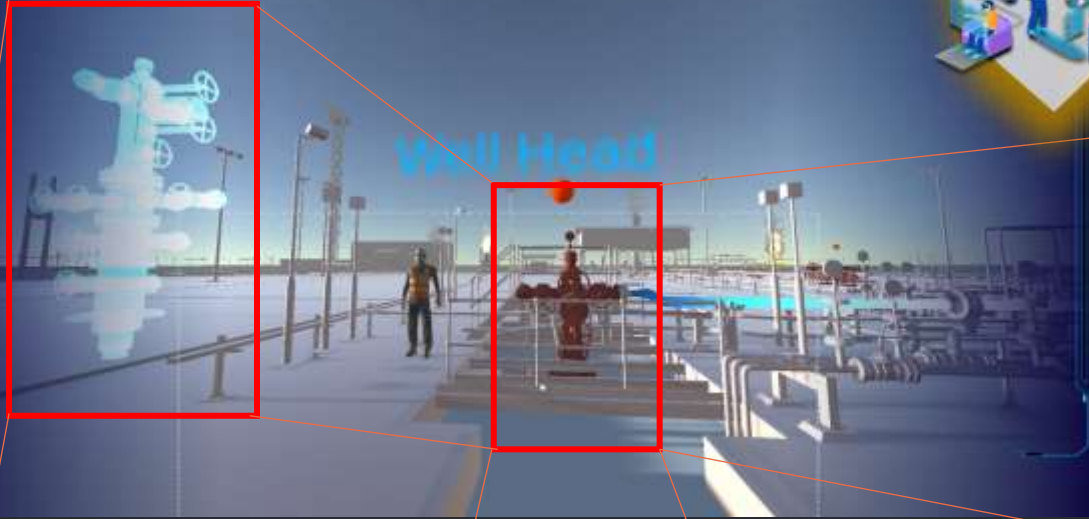
MACHINES/Process  
PLCs, DCS, Actuators, Sensors,  
Field Devices, etc.



Assets  
CMMS

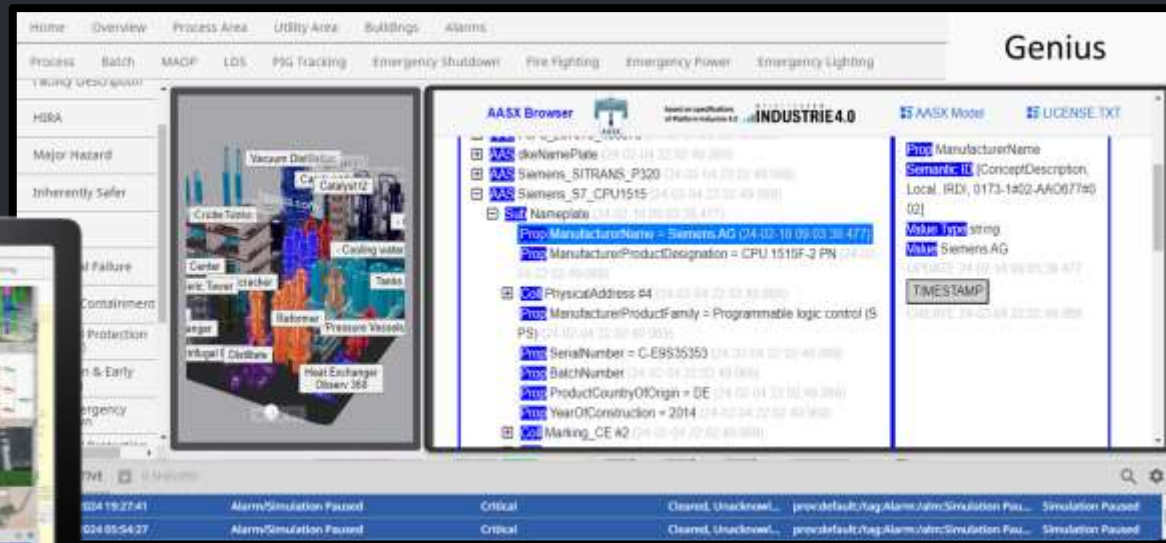
Genius Box







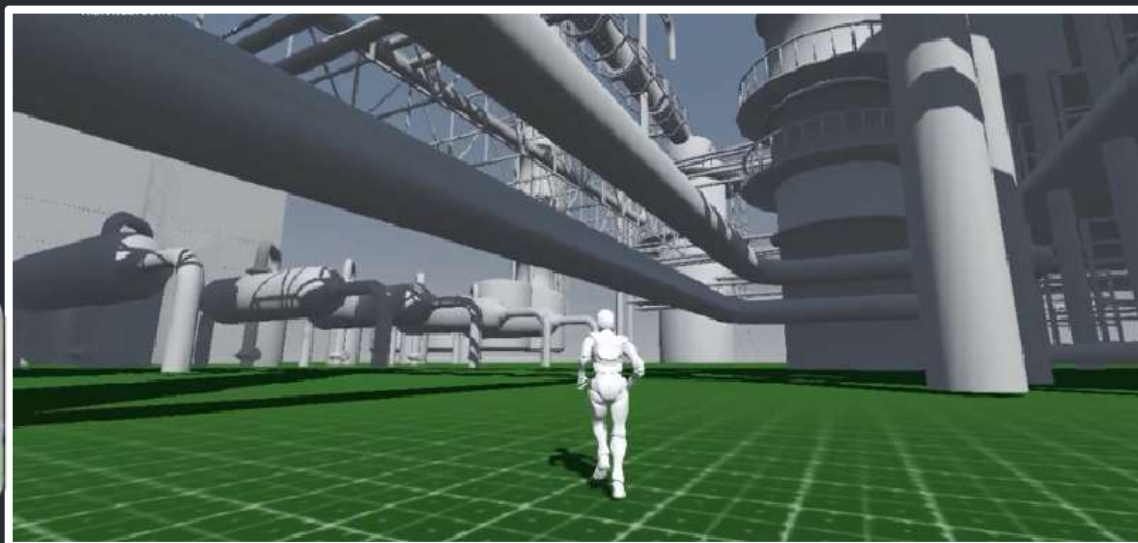
## GENIUS DASHBOARD



## Genius Dashboard



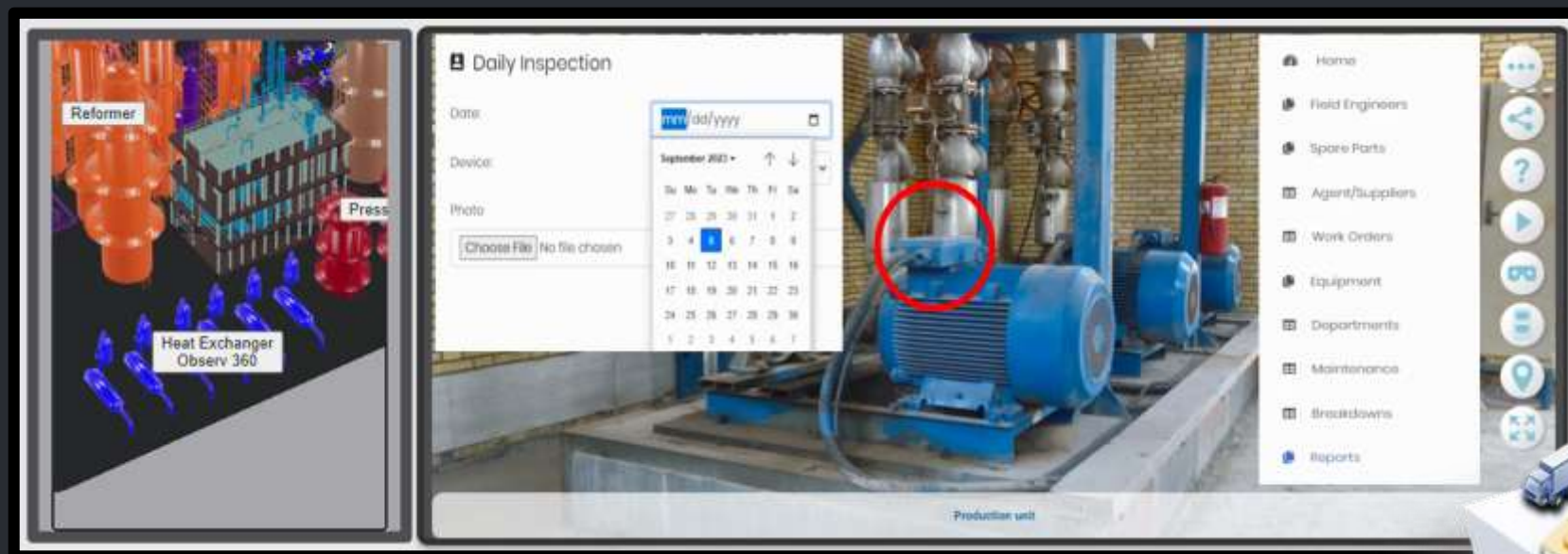
## GENIUS METAVERSE



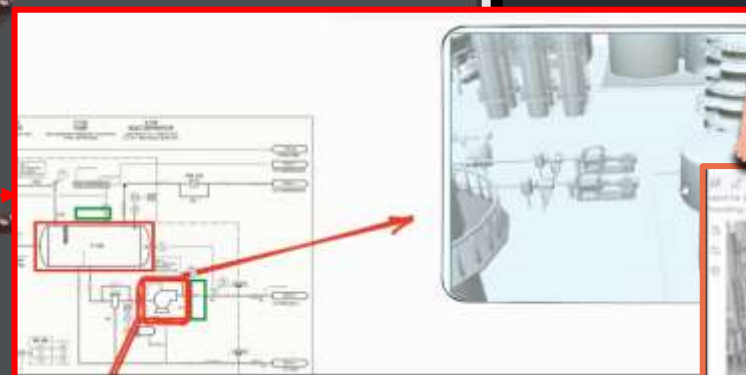
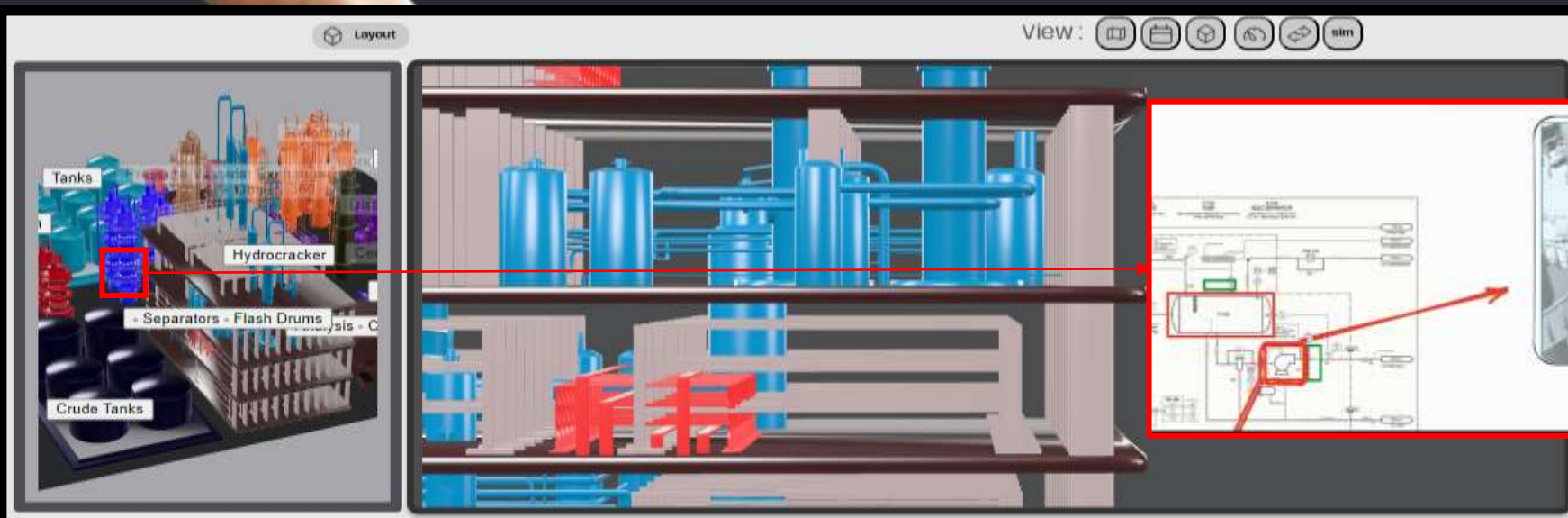
## Genius Metaverse



# GENIUS WORKER



Genius Worker

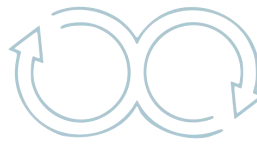








# International Market Transactions



Multi-Billion Dollar Deals	Targeted M&A	Funding	Partnerships
<ul style="list-style-type: none"> <li>- Jun 2022 Siemens acquires Brightly Software for <u>\$1.6 billion</u></li> <li>- Oct 2021 Emerson acquires AspenTech in <u>\$11 billion deal</u></li> <li>- Jul 2021 Hexagon acquires Infor's EAM business for <u>\$2.8 billion</u></li> <li>- Mar 2021 Autodesk acquires Innovyze for <u>\$1 billion</u></li> <li>- Aug 2020 Clayton Dubilier &amp; Rice (CD&amp;R) acquires Epicor for <u>\$4.7 billion</u></li> <li>- Aug 2020 AVEVA acquires OSIsoft for \$5 billion</li> </ul>	<ul style="list-style-type: none"> <li>- Jul 2022 IFS acquires EAM vendor Ultimo</li> <li>- June 2022 Siemens acquires predictive maintenance vendor Senseye</li> <li>- May 2022 Augury acquires AI vendor Seebo</li> <li>- Jan 2022 IBM acquires environmental performance management vendor Envizi</li> <li>- Dec &amp; Mar 2021 SymphonyAI Industrial acquires connected frontline worker software provider Proceedix and IIoT software supplier Savigent</li> <li>- Feb 2021 Baker Hughes acquires APM solution provider ARMS Reliability</li> </ul>	<ul style="list-style-type: none"> <li>- Feb 2022 <u>Saudi Aramco</u> purchases 100% of Aker BP's shares in Cognite</li> <li>- Oct 2021 Augury raises \$180 million, reaching a <u>\$1 billion valuation</u></li> <li>- Oct 2021 Copperleaf completes IPO</li> <li>- Jun 2021 MachineMetrics raises \$20 million in Series B funding</li> <li>- May 2021 Cognite raises \$150 million, reaching a <u>\$1.6 billion valuation</u></li> <li>- Apr 2021 Seeq raises \$50 million in Series C funding</li> </ul>	<ul style="list-style-type: none"> <li>- Jun 2022 Saudi Aramco and Cognite launch CNTXT to deliver joint digital solutions</li> <li>- Jun &amp; Mar 2022 AVEVA partners with Alizent and Limble CMMS</li> <li>- Mar 2022 Cenosco joins the Open AI Energy Initiative</li> <li>- Jan 2022 &amp; Jun 2021 Uptake partners with Cognizant and Inductive Automation</li> <li>- Oct 2021 Cognite partners with HUVR</li> <li>- Sept 2021 C3 AI partners with Google Cloud</li> </ul>

# Market- Competitor



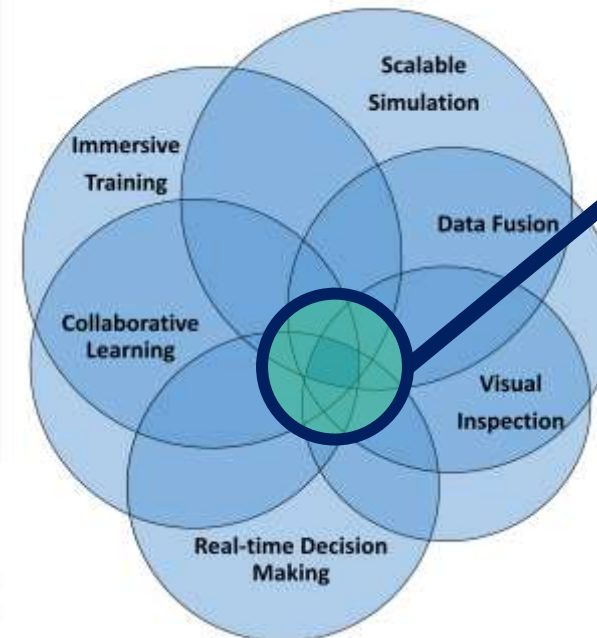
www.verdantix.com

Source: Green Quadrant: Asset Performance Management Solutions 2022  
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## Digital Twin Market

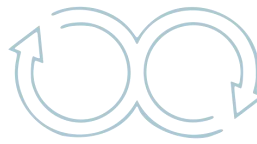


www.psmarketresearch.com

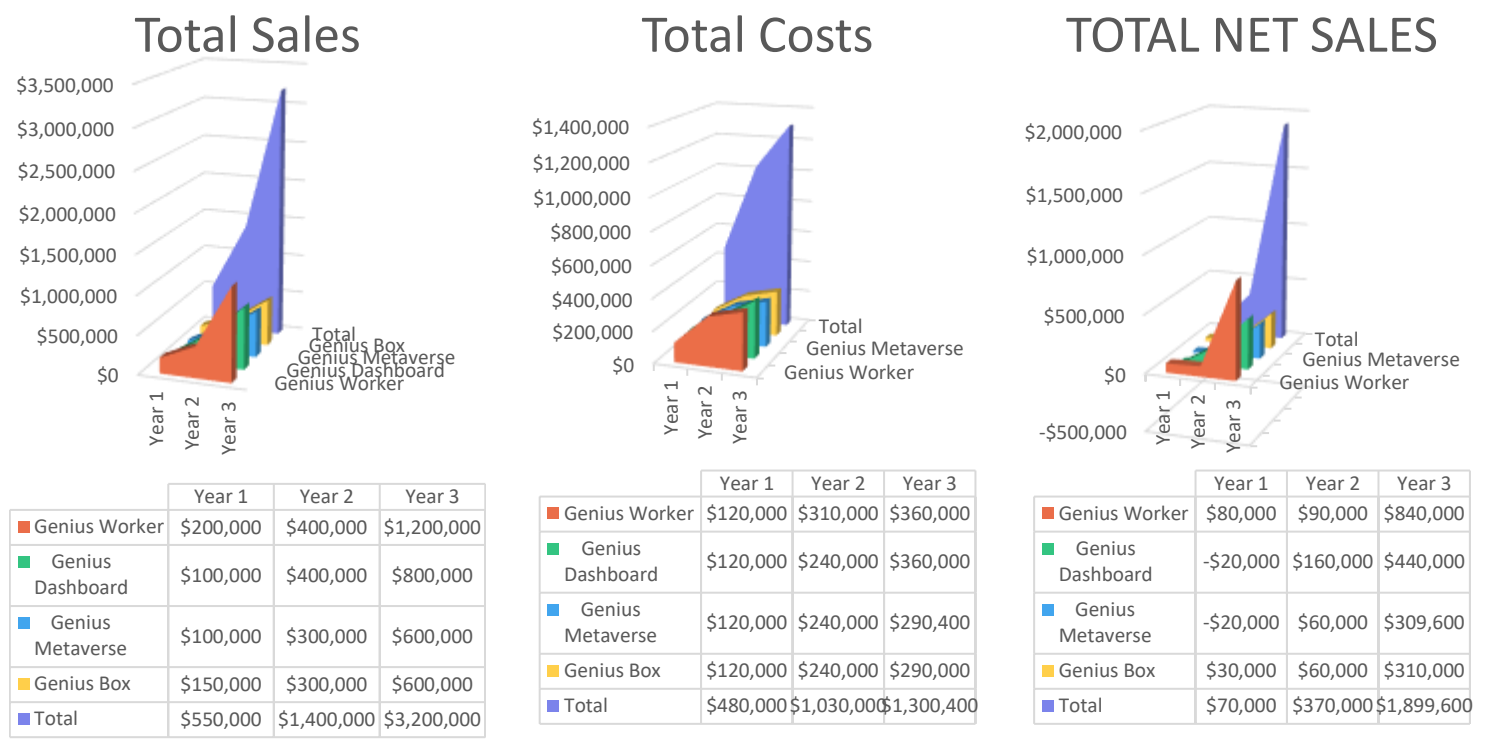


**Genius Twin platform**  
**niche market with comparison competitor analysis**





Pricing and Plans in the first 3 years



Pricing and Plans after 3 years

Product/Service	Implementation Cost + Annual Support and Maintenance Cost + License Cost		
	Starter Package	Professional Suite	Enterprise Solution
GENIUS METAVERSE <ul style="list-style-type: none"><li>Visual inspection</li><li>Immersive training</li><li>Remote collaboration</li></ul>	\$100,000 - \$250,000	\$250,000 - \$500,000	\$500,000 - \$1,000,000
GENIUS DASHBOARD <ul style="list-style-type: none"><li>Super-fast HMI</li><li>Dynamic PID/PFD</li><li>APM</li><li>AASX</li><li>Data Fusion</li></ul>	\$50,000 - \$100,000	\$100,000 - \$200,000	\$200,000 - \$500,000
GENIUS WORKER <ul style="list-style-type: none"><li>Genius canvas</li><li>CMMS</li><li>Digital Engineering</li></ul>	\$25,000 - \$50,000	\$50,000 - \$100,000	\$100,000 - \$250,000
GENIUS BOX <ul style="list-style-type: none"><li>Edge Intelligence Integration (SSIS)</li><li>Real-time data acquisition</li><li>Customizable solutions</li></ul>	\$75,000 - \$150,000	\$150,000 - \$300,000	\$300,000 - \$750,000

The following assumptions have been made in the preparation of this cash flow statement:

- First year is devoted to extending the existing MVP, providing side services and fund raising.
- The GENIUS Twin Platform will be launched in the first quarter of Year 2.
- The gross margin on support and maintenance contracts will be 50%.
- The startup will pay taxes at a rate of 25%.







Ali Tajalli

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## Founder

### About

I'm a researcher, PhD student and working to better understand how Digital Twin and industrial metaverse work. My expertise includes project design and management, data analysis, and the development and implementation of research tools. I enjoy generating new ideas and devising feasible solutions to broadly relevant problems. My colleagues would describe me as a driven, resourceful individual who maintains a positive, proactive attitude when faced with adversity. Currently, I'm seeking opportunities that will allow me to develop and promote technologies that benefit for modern Industry. Specific fields of interest include Digital Twin, Industrial Metaverse, Industry4.0, data analytics, integrity, process safety ,iot.

chief executive officer at hamtta.com  
PhD cand. in control eng.



Dr. Fabienne Salimi

[linkedin.com/in/fabienne0salimi/](https://www.linkedin.com/in/fabienne0salimi/)

## Sponsor

### About

Fabienne-Fariba Salimi has more than 30 years' experience as a CHEMICAL PROCESS ENGINEER. She has also experience in Management and Chemical Process Safety engineering in oil and gas industries both offshore and onshore installations.

She has particular expertise in the dynamic simulation of chemical processes and accident consequence modelling in quantitative risk analysis.

Her main qualifications were obtained in Paris and she is a member of the American Institute of Chemical Engineers (AIChE), Institute of Chemical Engineers (IChemE), and International Society of Automation (ISA).

Since 1994, Fabienne has developed an innovative process safety engineering and management system platform alongside her engineering activities which today is known IIoT and is the foundation of Implementation of PSM as one of the vital pillars of the sustainable operational excellence.

Fabienne is the co-author of process safety management platform ADEPP (Analysis & Dynamic Evaluation of Project Processes) and a book entitled "A Systems Approach to Managing the Complexities of Process Industries".

An importation LNG plant has been simulated as a prototype for IIoT version of ADEPP.  
To know more about ADEPP please visit: <http://www.adepp.online>

Specialities: Digital Twin, Skill 4.0, PSM 4.0, HSE Engineering, Process Safety Management, Dynamic Simulation, Risk assessment, HAZOP, HAZID, SIL assessment, Consequence Modeling, Frequency Analysis, ALARP Demonstration, Safety Case, SCE identification and Performance standards, R&D, Training, Project Management, Innovation, SharePoint design

# 1.Genius Worker

Streamlined Collaboration and Visual Inspection Revolutionized  
Empower Your Workforce

- **Streamlined Collaboration:**

Project management and effective team communication.

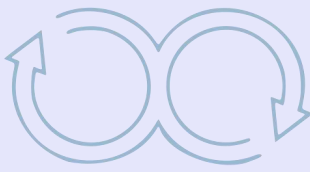
- **Visual Inspection Revolutionized:**

Enhanced tools for remote assessments and defect identification.



Module 1

# 2.Genius Dashboard



A Holistic View of Your Industrial Ecosystem  
Command Your Operations with

## Data

- **Unify Your World:**

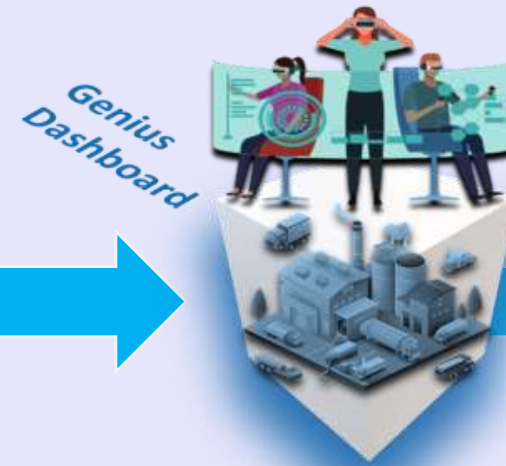
Powerful dashboard integrating data from multiple systems.

- **Intelligent Asset Management:**

Advanced APM for equipment failure prevention.

- **Data-Driven Decisions:**

Analysis of asset structures for critical insights.



Module 2

# 3.Genius Metaverse

Redefining Training and Collaboration  
Immerse Yourself in Learning

- **Interactive Training:**

Hyper-realistic virtual environment for safe skill enhancement.

- **Collaborative Learning:**

Real-time global teamwork and knowledge transfer.

- **Scalable Simulation:**

Customized virtual simulations for diverse training needs.

Module 3

Genius  
Metaverse



# 4.Genius Box

Bridging the Gap with Edge Intelligence  
Connect the Physical and Digital

- **Edge Intelligence Integration:**

Real-time sensor data for actionable insights.

- **Supercharged HMI:**

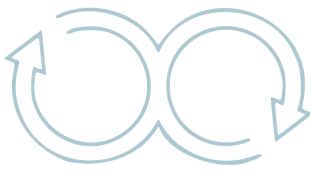
Dynamic interface for unparalleled visibility and control.

- **Modeling Studio:**

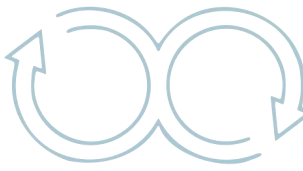
Building digital twins for optimization scenarios.

Module 4

Genius  
Box



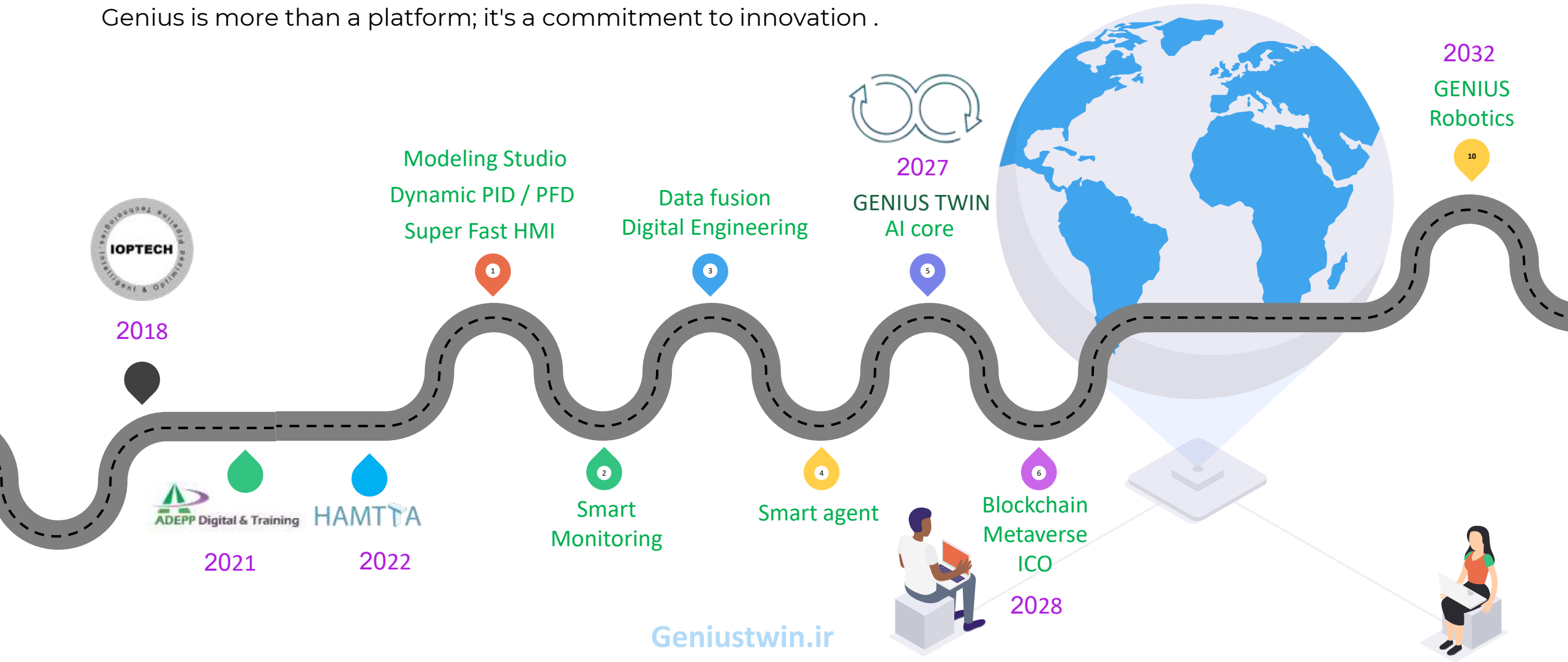




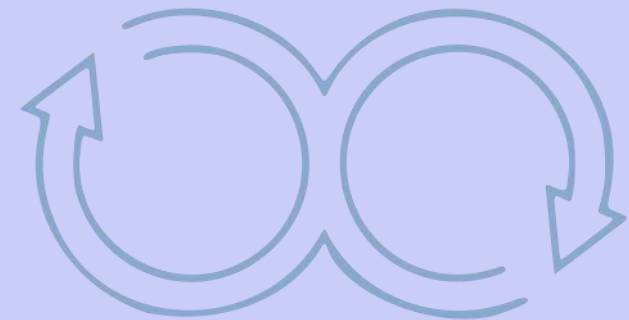
# Genius Roadmap

## Embrace the Industrial Metaverse for Breakthrough Results

Genius is more than a platform; it's a commitment to innovation .



# Thank You for Your Time



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## WEBSITE

[www.geniustwin.ir](http://www.geniustwin.ir)









# Ali Tajalli

Founder and senior researcher



Open Letter from the CEO

"The key to Industrial Transformation is to empower people to empower the machine" – Pieter van Schalkwyk"

We are making your Genius Twin.

Dear valued visitors of geniustwin.ir,

As the CEO and Founder of Genius Twin Company, I am delighted to extend a warm welcome to you on our website. Genius Twin is a suite of solutions dedicated to technological and knowledge-based endeavors, with a specific focus on catalyzing digital transformation within the domains of Industry 4.0 and the METAVERSE. Our organization stands at the forefront of innovation and progress within our industry, offering state-of-the-art solutions across various sectors.

Our primary mission revolves around the implementation of digital transformation across diverse industries, including asset and process management, civil and mechanical engineering, power and facilities management, oil and gas, steel industries, healthcare, agriculture and livestock, smart factory, smart city, consulting, and technology. We firmly believe that our solutions bring substantial advantages to organizations, fostering heightened efficiency, productivity, and informed decision-making capabilities.

Introducing Genius: A Transformative Platform for Industrial Innovation

Genius is a groundbreaking suite of tools meticulously crafted to empower organizations within the industrial sector to achieve breakthroughs in training, collaboration, and operational efficiency. It seamlessly integrates virtual reality, real-time data analysis, and intuitive interfaces, heralding a future of seamless interaction, intelligent insights, and heightened performance.

At Genius Twin, we uphold the highest standards. We believe that transparency and accountability are pivotal in fostering trust and nurturing robust relationships with our stakeholders. We cordially invite you to delve into our website to gain deeper insights into our organization and the spectrum of services we offer. Should you have any queries or feedback, please don't hesitate to reach out to us. We deeply appreciate your interest in Genius Twin and eagerly anticipate the opportunity to collaborate with you.

Transform Your Future with Genius Twin

Genius transcends mere platform status; it embodies a commitment to innovation. Embrace the potential of the industrial metaverse, unlock actionable insights from your data, and empower your workforce to achieve unprecedented results. Contact us today to explore how Genius can empower you to construct a future characterized by unparalleled efficiency, collaboration, and triumph.

Sincerely,

Ali Tajalli  
Founder & CEO

## About Me

A dedicated entrepreneur and researcher, driven by a passion for pioneering startups with innovative concepts, specializing in industry 4.0 technologies and digital twin

## Education

2016- Present **PhD., Control Eng.**  
PhD. thesis: Integrated pipeline management based on industry 4.0

## Work Experience

2021 - **Founder & CEO - HAMTTA Company**  
2024 Website: hamtta.com

- Member of Science and Technology Park
- Goal: Designing pipeline management platform – PIPELINE 4.0
- Top knowledge-based company award

2022 - **Founder - GENIUS TWIN**  
2023 Website: geniustwin.ir

- Goal: Design of Industrial Metaverse

## Achievements

2023 **Winner of the best researcher award- Azad University, Marvdasht**

2023 **Top knowledge-based startups award by petroleum innovation vice-chancellor**



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