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SHD Smarty Home Devices

**Company Overview**

- SHD is developing a series of energy saving, connected, building automation and security products.
- Target market includes homes, condos, offices and hotels.
- Products are décor friendly and have a similar appearance despite their different functionality and are built within standard AC outlet utility boxes.
- Devices are embedded with open-source firmware for simplified connectivity and serve as a platform for application developers to build user interfaces.
- The company’s first commercially ready product is the Spider Charger/USB Power Hub.
- Future products include: Wi-Fi/Bluetooth connectivity hub, WiFi range extender & Light switch/security camera.
- Power consumption and user data is acquired and transmitted to the gateway for managing power usage optimization.
- The company’s internet appliances also features hardware and software security layers, and downloadable software apps for monitoring.
Company Overview

Industry Problems
1. Smart home appliance device clutter
2. ISP security device rental fees
3. Connectivity compatibility issues
4. External plug in wall adapters
5. unsecure cable or telephone lines
6. Phantom power drain and energy waste

The Solutions presented by SHD
1. Décor friendly in-wall solutions
2. Self-monitored, no-fee security and peace of mind
3. Easy to link devices compatible with any smart hub
4. No unsightly power adaptor cords everywhere
5. Uninterrupted backup wireless communication defeats ability of thieves to cut external communication lines
6. Outlet power usage measurement an energy waste minimization.
Market Size

According to alliedmarketresearch.com, the smart home and automated building device market will surpass $35B by 2020 with a 29% CAGR within the 1 Trillion dollar Internet of Things marketplace.
Competitive Advantages

- **Home and office Security without monitoring fees** - Avoid ever increasing ISP provider fees by utilizing no fee self-monitoring system
- **Open Source Firmware** - developers can easily create apps to support new and existing devices
- **WiFi/Bluetooth Connectivity** – Employs mesh technology for fast and reliable connectivity.
- **Secure System** – Device layer, OS layers, application layer and network layer.
- **Medical Grade** - Available medical devices may be used within hospitals care centers without expensive modification
- **Green Mode** - Highly efficient and smart devices conserve power when not in use
- **Décor friendly** - Attractive devices with ability to provide uniform looks to match existing or new décor schemes within homes and offices
Product / Tech. Components

- **IoT Power Hub** - AC Receptacle with 6 built-in USB ports for powering or charging IoT peripherals

- **Smart Wi-Fi Range extender** - Extends Wi-Fi signal strength; Green Mode powers device down when no WiFi activity

- **Smart AC Receptacle** - In-wall AC receptacle that provides two AC outlets, as opposed to single plug in box. The outlet has the ability to measure power usage at each outlet

- **Wireless Charging Mat** - Charging mat powered by the IoT power hub to enable mobile phones and tablets to charge untethered to a DC cable

- **Smart Light Switch /Camera** - Home security plus smart light with switch controlled by mobile phone

- **IoT Communication Hub** - Gateway to connect all peripheral within the home and to provide self-monitored home security

- **Efficient Miniaturized Power supply** - Provides highly efficient power for USB and Wi-Fi transmitters while being small enough to be incorporated into the wall outlet
### Marketing Strategy

<table>
<thead>
<tr>
<th>Product Strategy</th>
<th>Pricing Strategy</th>
<th>Promotion Strategy</th>
<th>Geography of Distribution</th>
</tr>
</thead>
</table>
| • Custom IoT products for new home construction and retrofit generic devices that include a universally compatible firmware platform on which third-party developers can build applications | • Equivalent to market leader list prices for retail Business to Business and wholesale accounts | • New building construction and commercial retrofit and renovation through our licensee in USA  
• Online marketing strategy including Social Media, Explainer videos and e-commerce | • North America, Taiwan, Japan expanding to additional markets with different grid systems (i.e. 220 volts) |
Key Milestones

March 2017
SHD acquires patent-pending applications for Multi-functioning In-wall A/B USB Receptacle and Related IP

April 2017
SHD Acquires License agreement and manufacturing related Tooling and other IP from Lomiko Technologies

June 2017
SHD issues License to US Marketing and Distribution Company Advanced Building Devices ABD, Las Vegas, Nevada

July 2017
SHD Receives 5,000 unit PO from ABD, LV, Nevada
**Intellectual Property**

- **Utility Patent** - Multi-functioning décor friendly Suite of in-wall receptacles providing power, function and connectivity. All outlets look identical however have the ability to provide different function.

- **Design** - Design patent around a décor friendly suite of products.

- **Trademark** - Spider Charger trade name.
Opportunity Highlights

1. **Emerging IoT Market** - IoT is still in its early stages and its expansion has been hampered by connectivity limitations and security concerns.

2. **Energy Monitoring Data Acquisition and Phantom Power Wastage** - Monitoring and optimization of energy use to minimize energy waste and unnecessary utility costs.

3. **Universally Compatible Firmware/Hardware Platform** - A universally compatible firmware/hardware platform on which any third-party developer can work to build applications.
Projected Revenues

Next Year

Year 2

Year 3

$0

$2,000,000

$4,000,000

$6,000,000

$8,000,000

$10,000,000

$12,000,000

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## Use of Proceeds

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<tr>
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<tr>
<td>Marketing/Promotion</td>
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<td>Product Launch</td>
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<td><strong>Total</strong></td>
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</tbody>
</table>
Management Team

Sat Samra, CEO
Mr. Samra is the co-founder and CEO of SHD Smart Home Devices Ltd. He is a business professional with 16 years of broad business experience in technology, banking and import foods. In 2001, while still in university, Mr. Samra’s co-founded QF International Foods and served as its President until its sale in 2005. In addition to SHD Smart Home Devices Ltd., Mr. Samra is also the co-founder and President of Megahertz Power Systems Ltd., an R&D company focused on the development of environmentally friendly power systems.

Robert Taylor, CTO
Robert Taylor, SHD’s co-founder and chairman, has 40 years of technology development, technology licensing and technology marketing with M&A experience in the semiconductor and power converter industry. Mr. Taylor has played a seminal role in the development and commercialization of SHD’s technologies and leads its product development efforts.

A. Paul Gill, VP Business Development
Mr. Gill is involved in the planning and implementation phases of creating new businesses and restructuring organizations. In the public markets, he is currently the CEO of Lomiko Metals (TSXV: LMR). Mr. Gill also works with pre-IPO companies and is the CEO of Lomiko Technologies and Director of Graphene ESD. Through AJS Management Corp., he provides advice to private sector clients.

Jan Lauver, CFO
Jan Lauver, SHD’s Chief Financial Officer, has over 40 years of business and legal experience, including with high technology start-up ventures in fields such as power converters, semiconductors, flat panel displays, semiconductor manufacturing equipment, and electromagnetic compliance test equipment. Mr. Lauver manages the company’s financial, legal and intellectual property affairs.
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