



Smart ION

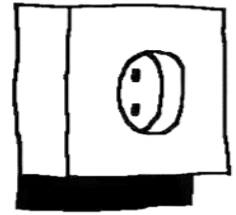
GET RID OF ADDITIONAL CONTROL



/SmartION.ua

DID I TURN OFF MY IRON?

Remote control?

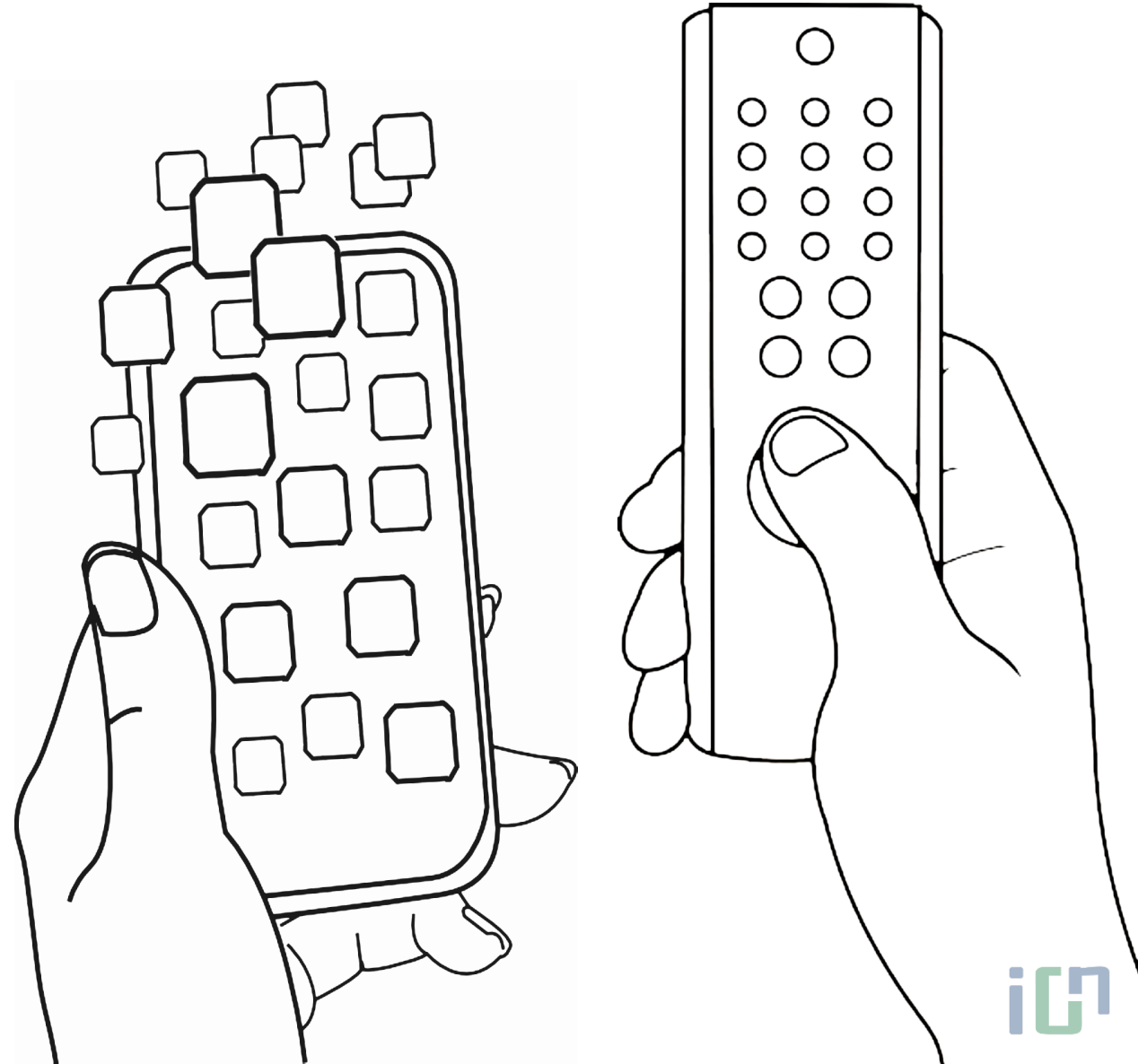


And what to do when there is no Internet connection?



SMART DEVICES SHOULD NOT REQUIRE ADDITIONAL CONTROL

Smart ION is customized during the installation and doesn't require additional interactions or devices when in use



MASTER SWITCH SMART ION



Compatible with existing equipment



Built-in scripts management



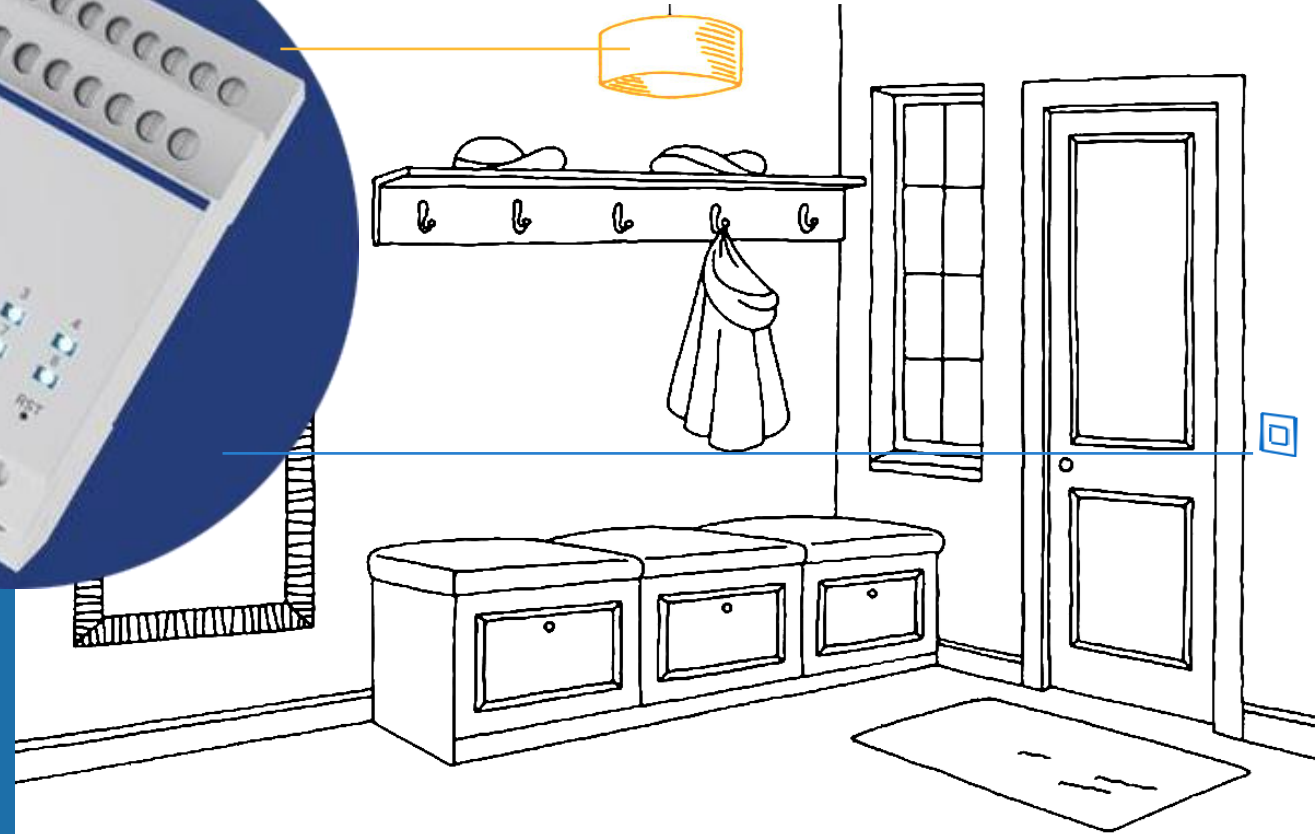
Self-sufficiency
(decentralization)



Standard construction for electric switchboards

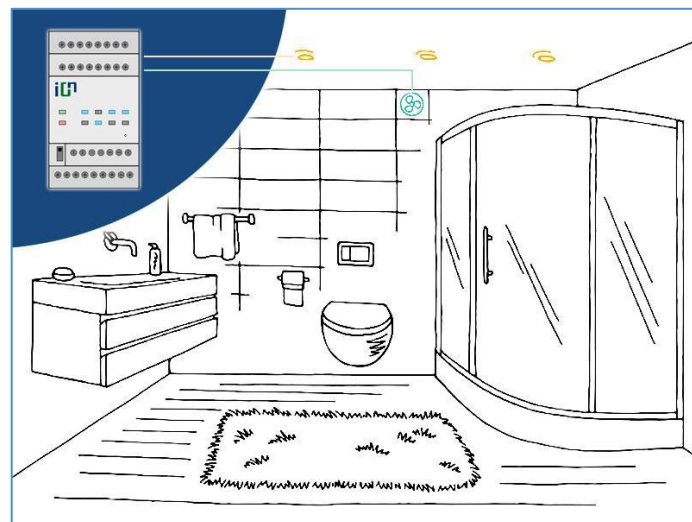
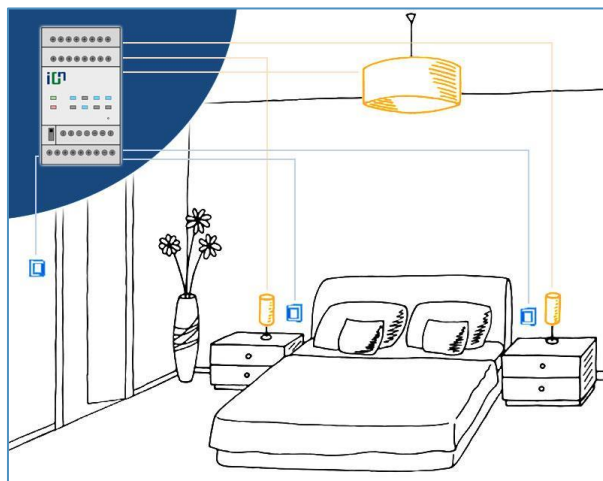


Reasonable price



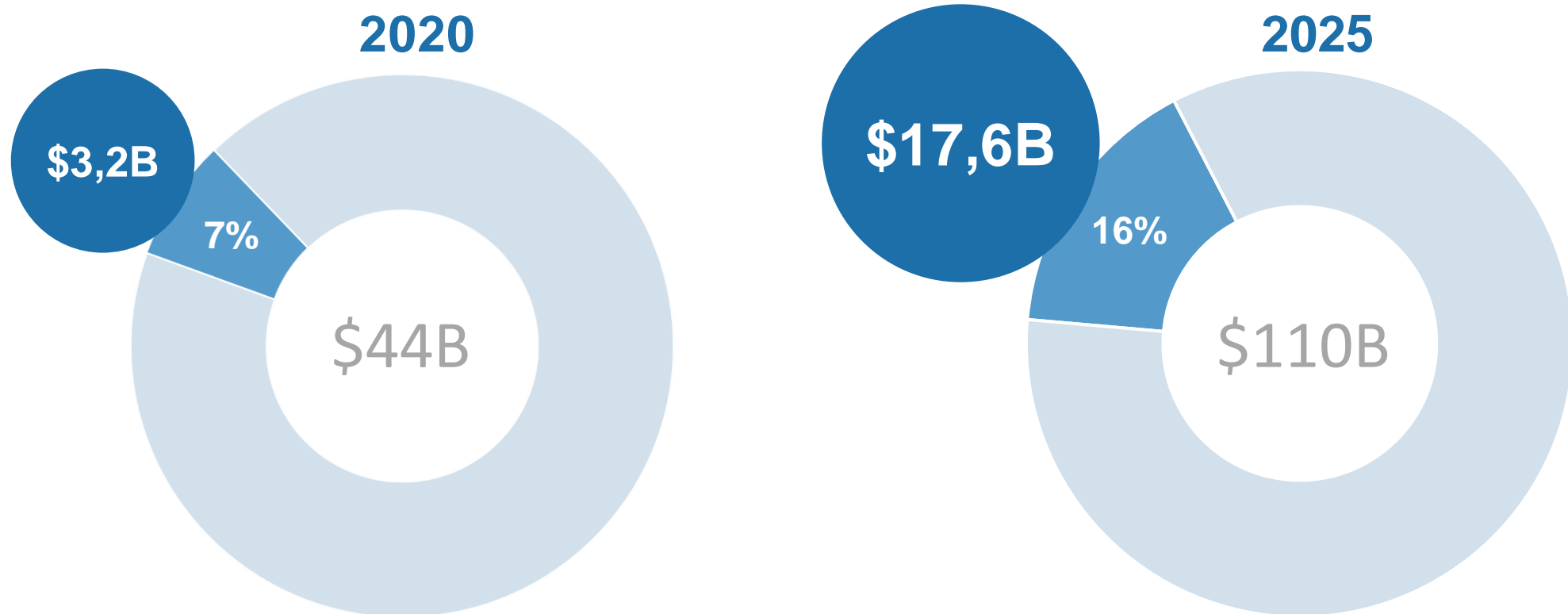
MULTIFUNCTIONALITY

Built-in scripts management for quick customization according to client's needs



SMART HOME DEVICES MARKET

Lightning and home appliance control devices market share



Source: calculations based on
Strategy Analytics, Berg Insight, IDC researches

COMPETITORS OVERVIEW

Lightning and home appliance control devices

	Global		China		Europe				CIS				Ukraine				
	Siemens, ABB, GE, Schneider	Apple, IKEA, ...	Xiaomi	Sonoff	Inels	Elko	Fibaro	Foxtrot	MegaD	Oven	GSMrozetka	Wiren Board	RazumDom	MiMiSmart	GreenHub	Vkmodule	ION
Complexity																	
Price																	

TARGET AUDIENCE



B2B2C Electricians and project developers

* UA market > **25K** potential partners



B2C Households

* UA market > **14B** potential customers



80%

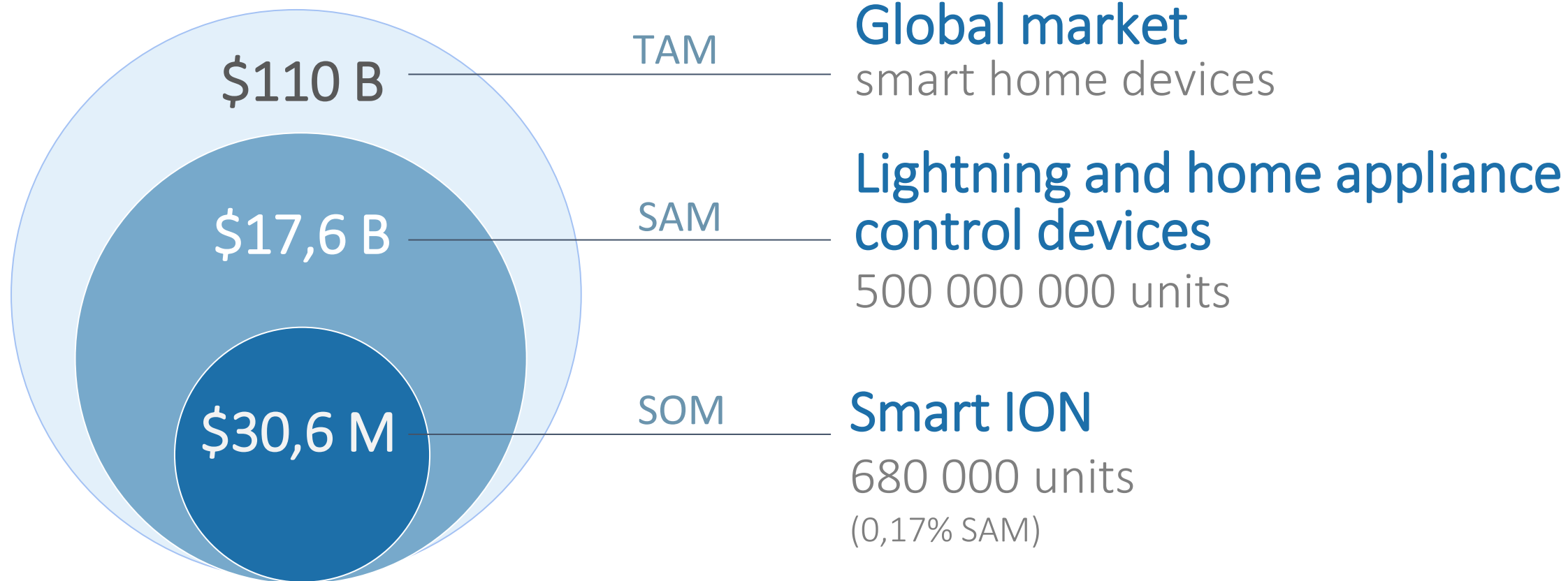


20%

- Electricians/project developers
- Households

Source: UkrStat.gov.ua, Rabotniki.ua,
own analytics of interested users

MARKET SIZE ESTIMATION 2025



BUSINESS MODEL

	D2C direct sales	B2B2C* electricians and project developers
Unit cost	\$40,00	\$36,00
Revenue	\$65,00	\$52,00
Profit	\$25,00	\$16,00

*UA market > 25K partners

+ Plans in progress: **SaaS** (remote access, integration)

TRACTION



Revenue

19 000 UAH
(\$655)

February 2022 – sales launch (**2 weeks** before the War).

Sales are postponed due to the War in Ukraine.



Existing Customers

4 buyers
11 devices

2 electricians – 8 devices
2 households – 3 devices



Pre orders

6 customers

Devices purchase postponed till the end of the war:

1 Construction company (cottages)
4 Electricians / project developers
1 Households

SOCIAL CONTRIBUTION

ELECTRICITY SAVINGS



Lightning turn off settings in different areas of the house and customization of electrical devices' operation time help to save electricity

LOW-COST INSTALLATION



Small wires gauge for switches helps to reduce the production cost

MENTAL HEALTH



Lightning and electrical devices smart control with just one click



OUR TEAM



Andrii Panchuk
CEO, co-founder

20+ years of experience in entrepreneurship,
management, programming, marketing

Founder & co-owner "Isobar Ukraine"
Co-founder & co-owner "iProspect Ukraine"



Vitaly Kulko
CCO, co-founder

15+ years of experience in management,
analytics and marketing

Innovation specialist in Advertising Agency



Sergey Tokarev
CTO, co-founder

20+ years of programming experience,
IT-development, project management

Senior IT-Architect in Commercial Bank



Oksana Baryshnikova
CMO, co-founder

7+ years of marketing experience

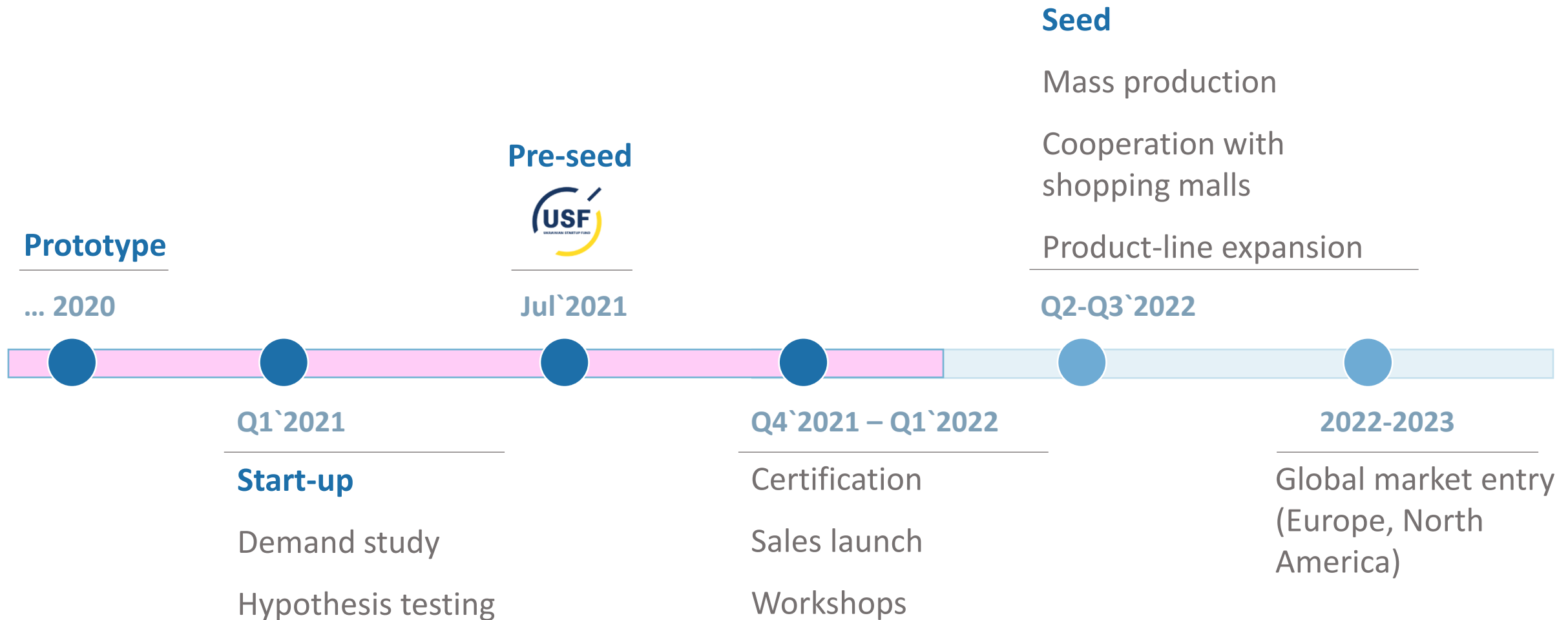
Account Director in Advertising Agency



Anna Levik
CFO

15+ years of experience in finance, reporting
and document management

ROADMAP



THANK YOU!

Andrii Panchuk
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