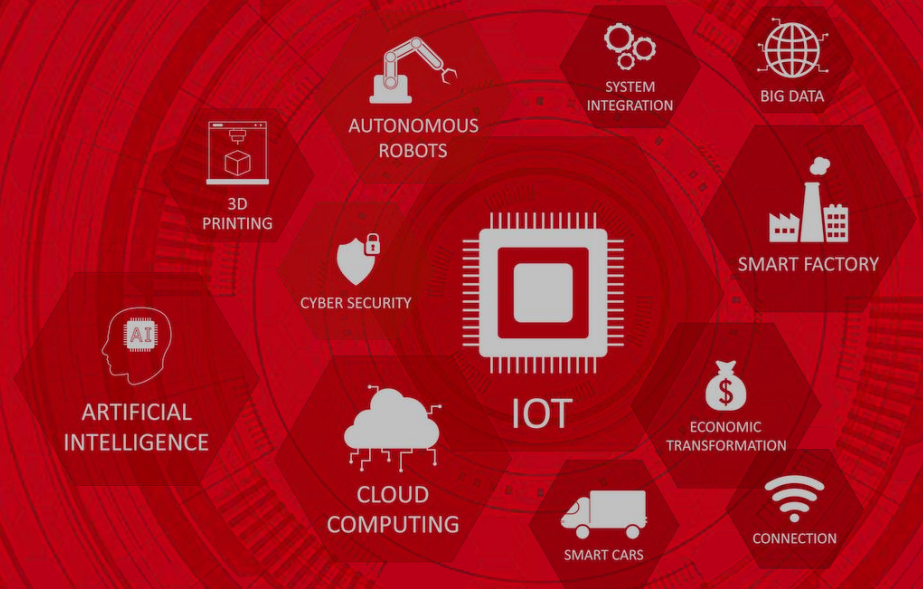


# An IoT Technology Company

SAMPLE blurb

June, 2020



A STATEMENT FROM OUR CEO

# Who We Are

statement

# ABOUT US



**TRUSTED BY  
GREAT  
COMPANIES  
AROUND THE  
WORLD**

Current Clients

# THE PROBLEM

Traditional methods of changing price and product information at the shelf has limitations and challenges for retailers



## High Labor Costs

Currently, updating product & pricing at the shelf is labor intensive



## Price Accuracy

Often times, pricing at the shelf is inaccurate, costing companies millions



## Low Productivity

Shelf label management involves long-term planning and slows operational efficiency



## Static Pricing

An outdated practice as it does not allow for a nimble pricing strategy and adapt offers to supply/demand and market trends in order to maximize revenue and profit margins



The Old Way  
Of Doing Things

# THE PROBLEM-Continued

Watch the animated video



# The NEW Way Of Doing Things

## THE SOLUTION

Key benefits our IoT platform delivers to our customers



### **Automation**

Reduce labor requirements and deploy price and promo strategies with speed, agility and consistency



### **Omni-Channel**

Boost engagement and positive showrooming, offer consistent web-to-shelf pricing, and data that customers value such as competitors prices, stock levels, and social reviews



### **Increase Profitability**

Digitize the shelf-edge to automate workflows, boost basket sizes, and develop new income streams



### **Big Data & Analytics**

Develop actionable insights with deep in-store and market intelligence, understand buying habits/patterns, and optimize stock replenishment

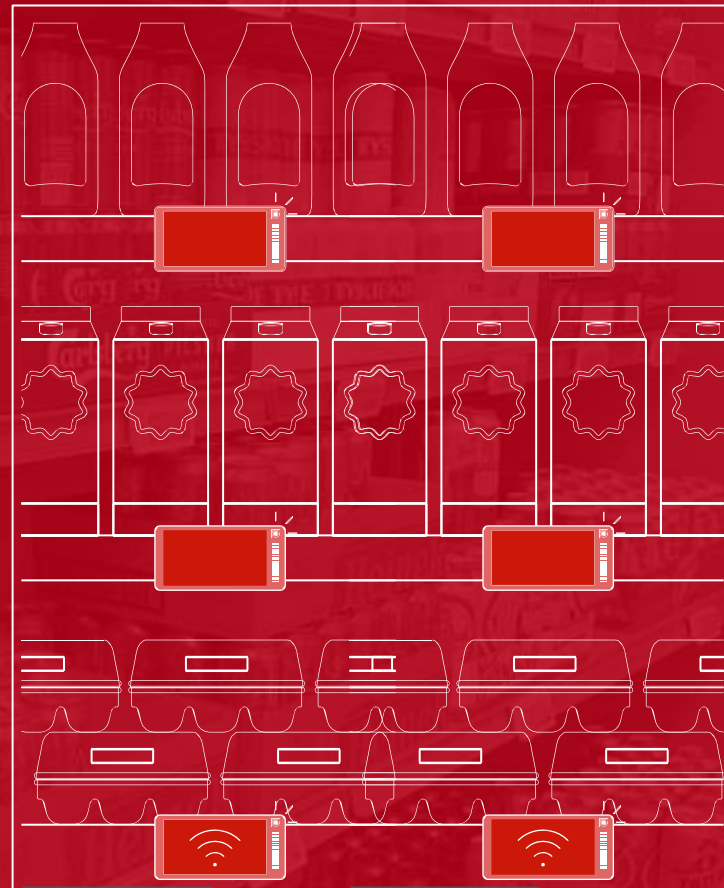
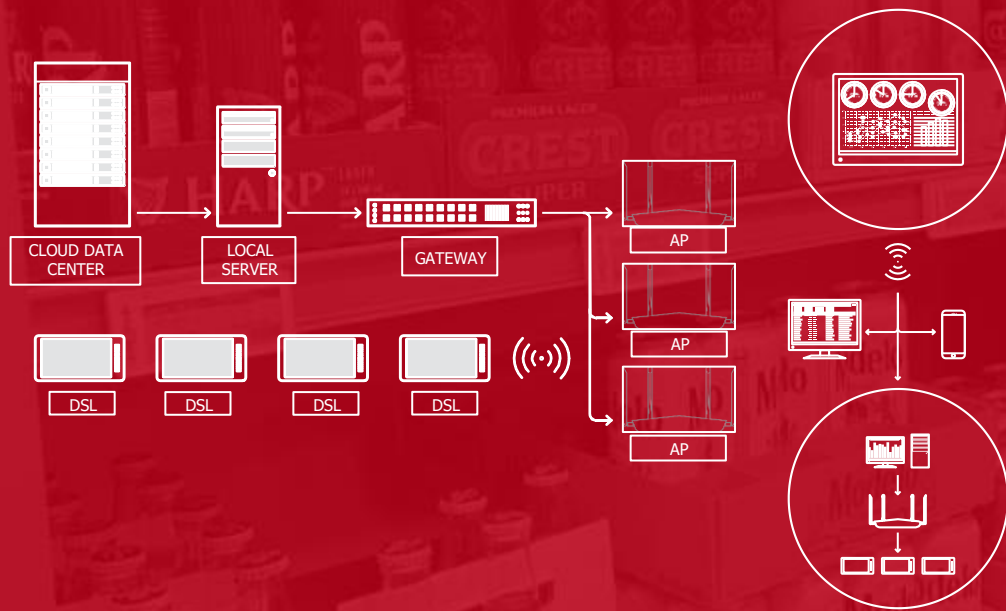


### **AI/Dynamic Pricing**

Leverage AI, big data, and machine learning to price products dynamically at the shelf based on sales velocity, weather conditions, current events, stock levels, and price elasticity of demand

# THE PLATFORM

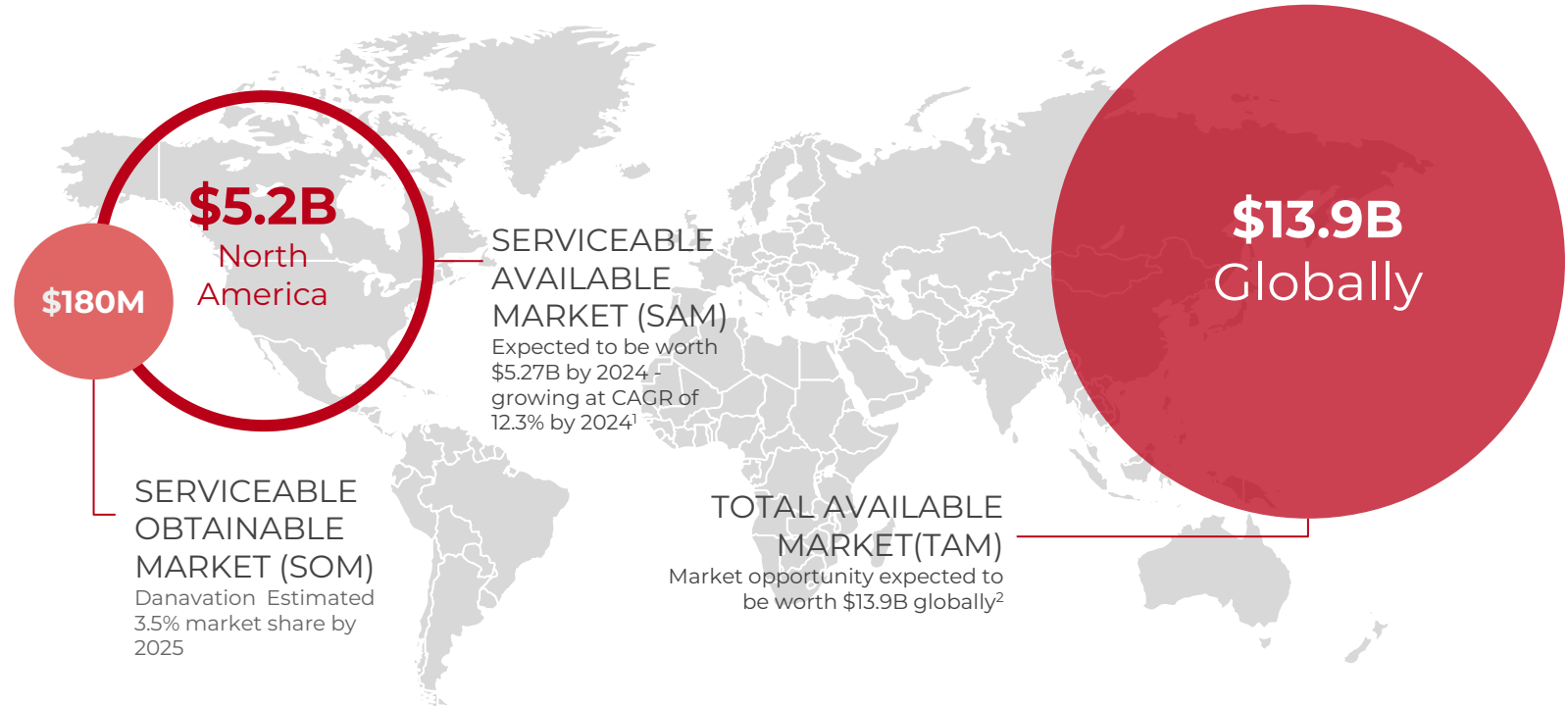
Statement





# THE OPPORTUNITY

TAM, SAM, and SOM: Evaluation and validation of the market potential



# TARGET MARKETS

Clearly defined markets to generate year over year growth



## GROCERY

Synch your ERP/POS system for unprecedented speed and accuracy. Generate sales lift, cut costs, inform shoppers, profit from big data and respond quicker to competitor activities.



## RETAIL

Change prices and promos for any product, on any shelf, in seconds and connect with today's tech-savvy shoppers for a true omni-channel experience.



## HEALTH CARE

Modernize hospitals and long-term care facilities. Easily display patient information, allergies, health risks, diet and other critical patient data - all in real time.



## INDUSTRY 4.0

Automate tedious workflow by displaying information digitally and operate with greater speed, accuracy and agility.

# NAME

Blurb



## Dynamic Cloud

- Public/private elastic cloud for central management and enterprise scalability



## Advanced Engineering

- Military grade AES encrypted software
- High-resolution e-paper display utilizing leading edge embedded systems technology
- Engineered for ultra low power/long Life



## Superior Network Scalability

- Highly secure end-to-end connectivity with unparalleled industry coverage, over-the-air (OTA) updates and zero interference with Wi-Fi networks



## Artificial Intelligence & Analytics

- Intuitive management provides analytics and mission critical data
- Inventory optimization, forecasting, management, and product allocation
- Machine learning and AI to for dynamic pricing reducing waste and increasing profit margins



# UNDER THE HOOD

Modern Looks. Designed To Enhance.

Features include:

- Strong polycarbonate housing is lightweight, strong, shatter proof and scratch resistant
- Multi-color displays available in black, white, red and yellow
- Optional NFC/BLE to boost promotions and increase engagement
- Dot Matrix display allows for flexible design templates combining both text and graphics
- 5 color LED built for click & collect, stock replenishment and warehouse operations

Blurb

# UNDER THE HOOD

## High Speed Communication

Additional features include:

- Low interference
- Penetration through walls & other obstacles
- Auto-roaming mesh network
- Power over Ethernet
- Load balancing

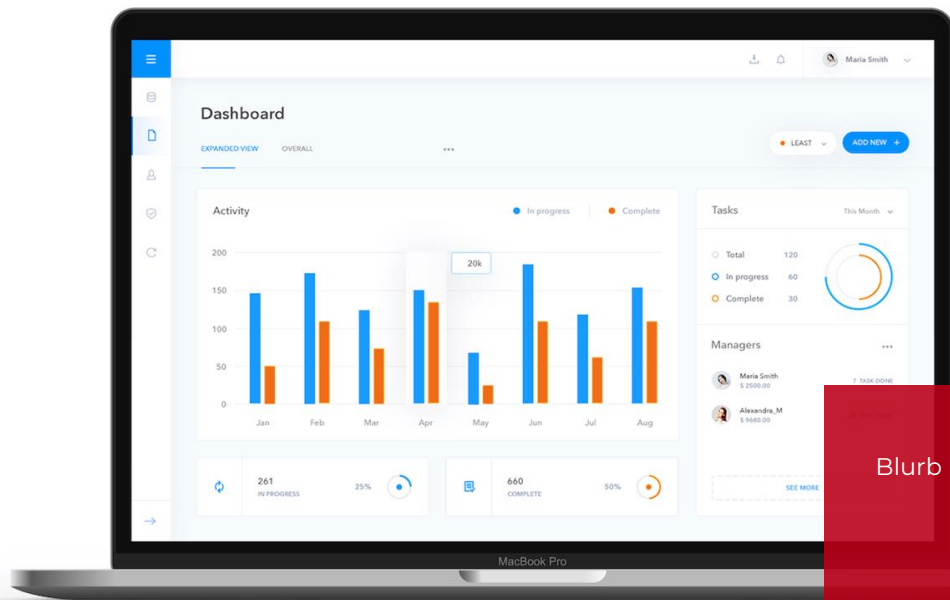
Pictures and blurb

# UNDER THE HOOD

## Centralized IoT Command Center

Features include:

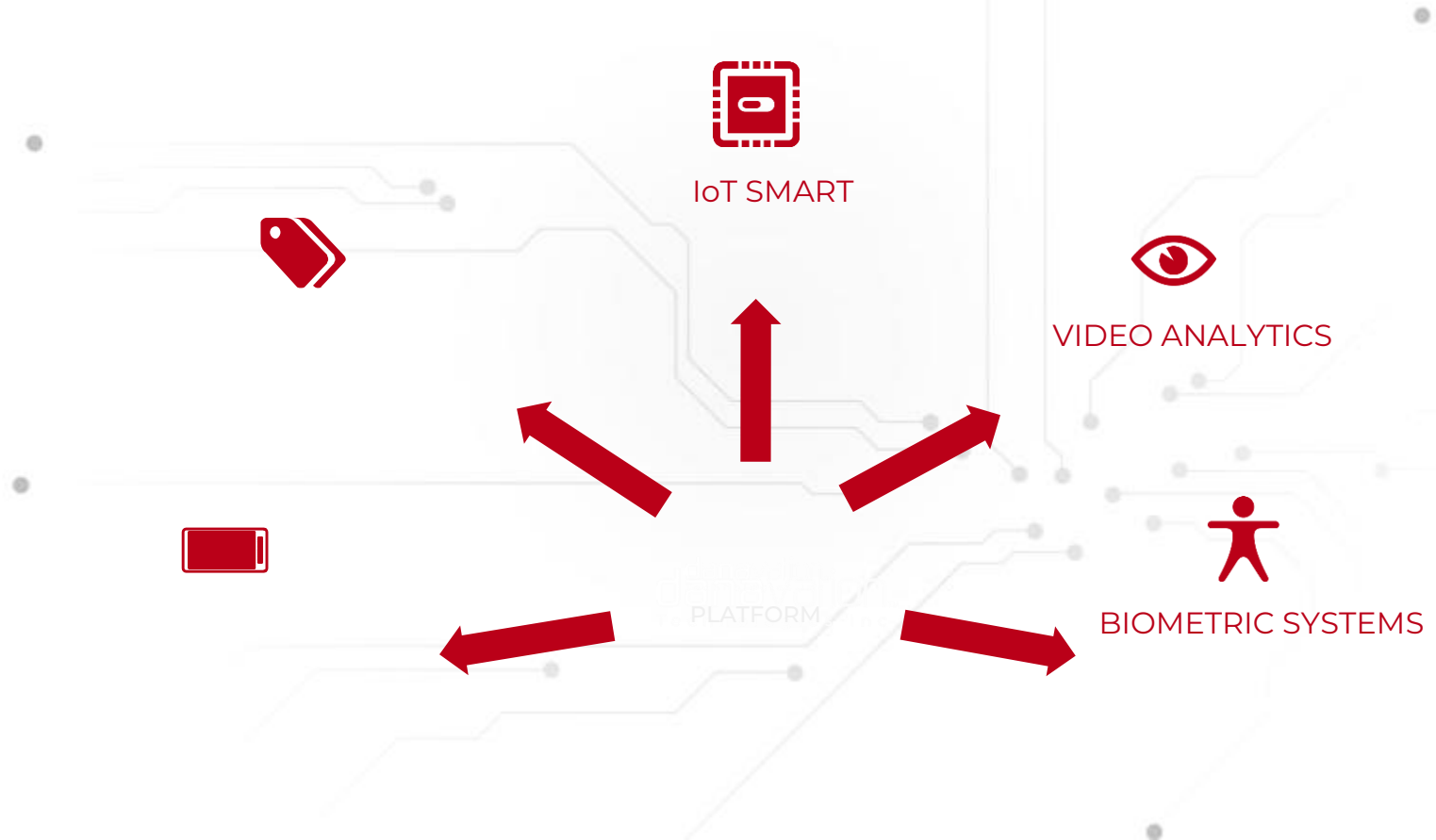
- Flexible ERP/POS agnostic for seamless integrations
- Plug-n-play API, Webservice, DB, and FTP for quick deployment
- Private/public cloud infrastructure for high performance & infinite scalability
- Fully managed 24/7 services/support & real-time monitoring



Blurb

# FUTURE PRODUCT ROADMAP

Danavations Platform as a Service meets the needs of Industry 4.0



# PLATFORM AS A SERVICE (PaaS) PRICING MODEL



State what pricing is based on....



# REVENUE MODEL

Long-term value creation for the company and shareholders



55%

**PLATFORM**

blurb



15%

**SERVICES**

blurb



20%

**SOFTWARE**

blurb



10%

**SUPPORT**

blurb

# POTENTIAL SALES P

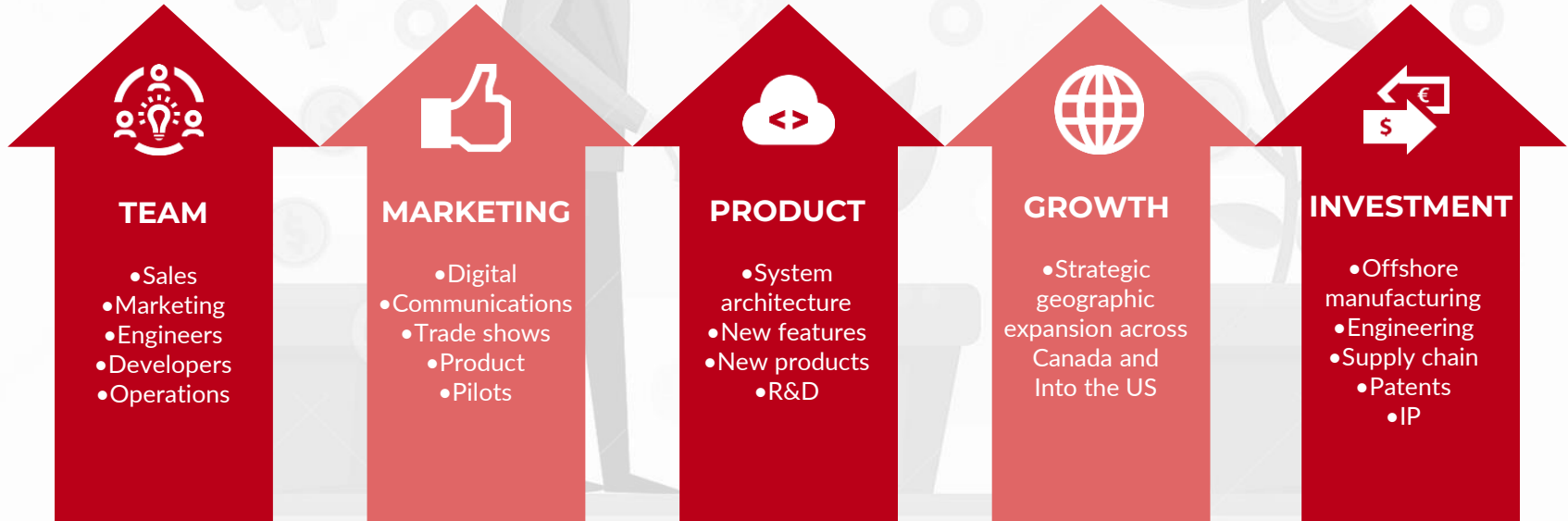
Top 10 targeted US/Canadian brands in our s

## Top 10 targeted US/Canadian brands in our sales pipeline

[illegible]

# FUNDING PROCEEDS

Strategic Use Of Capital Raised



# CAPITAL STRUCTURE



#

SHARES  
OUTSTANDING



#

WORKING  
CAPITAL



#

PRE-MONEY  
VALUATION



#

DEBTS &  
LIABILITIES



#

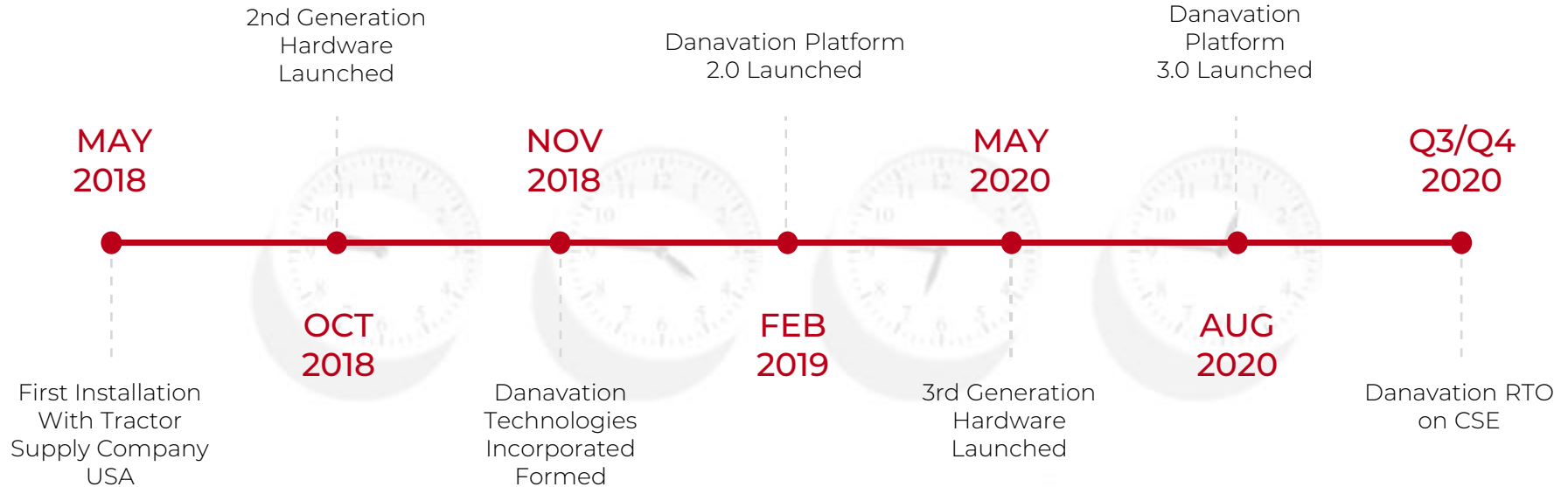
OPTIONS &  
WARRANTS  
OUTSTANDING

Additional Notes:

-

# MILESTONES

Danavation past, present and future



# LEADERSHIP TEAM



# BOARD OF DIRECTORS



# Appendix A

10 year financial forecast - INSERT CHARTS

