

Part 1: "Elevator" Introduction

Brief elevator pitch for your company

Entelligent Analytics Platform Maximize Energy, Asset and Process Solutions Dramatically reduce Energy Usage in real time. Maintain Equipment Health – Avoid Surprises & Unplanned Downtime; Reduce Costs Process Health– Optimize Process Performance

Part 2: Market and Industry Analysis

How large is your market? What market segments are you going after and why?

The market are companies from energy intensive sectors that were identified by the DOE as the largest users of energy in the US. (iron and steel, aluminum, glass, paper, petroleum, and chemical industries) These companies need additional ways to save and reduce energy usage and also increase productivity and reduce carbon emissions while increasing output capacity.

Generally, this is done by internal staff but they have hit their limit to do more analysis and their ability to look at huge data sets for information is simply not done. We will provide that capability by using the internet and algorithms that analyze their data sets for information and reporting in real-time.

Is this market growing? How fast?

Yes 40%/year

Who is in the market already? What is the nature of competition – direction, indirect, substitutes?

GE, ABB, Rockwell

Part 3: Go-to-Market Plan

Who are (will be) your customers? Describe your engagement / discussions with them to date. Have you validated their needs? Prove they are buying (or will buy) your product from you.

Major corporations such as the mines, auto and electric and water utilities

Describe how you win customers today. Describe your future customer acquisition strategy.

We put in a small system and show them value of the information and metrics and save them money immediately. They then expand it to get more information.

How will you displace any incumbents/competitors? How are you better/different than your competitors? What's your channel/partnership strategy, if any?

We are much less expensive. We like when GE or ABB goes in first we then parallel their efforts show that we do as good as or better job and less expensive on a monthly basis.

Part 4: Technical Product Description and Plan

Briefly describe your product or service.

The current solutions are to use sensors, communications and control to run in constrained steady state conditions and collect information. Many plants and process have neither the time, people, interest nor the capability to collect the data and then mine it for various pieces of information that upon the correct analysis will be able to yield better insight than they currently employ.

Technology Validation. (What evidence can you present that your product works as advertised? Future validation plans?)

Asarco pilot plant

Describe the remaining product development risks and your plans to overcome them.

Very few we have IBM as a backer. We are in the IBM Global Entrepreneur Program

Describe your product's advantages (features, for example) for end-users vs. substitute solutions (not just direct competitors).

Metrics of plant and systems performance that are impossible for human intelligence to get assimilate and make sense of in real time or over extended periods, that when done by machine saves plant assets and money

Describe your company's current intellectual property status and plans for the future. (Issued patents? Licensing agreements? Pending patent applications? Trade secrets?)

We have developed specialized artificial intelligence programs that work with IBM Watson.

Discussion of any non-IP barriers to entry for your market. Include what you have done to make it difficult for others to challenge you as well as what challenges you may face such as manufacturing arrangements, distribution contracts, partnerships, etc.?

The ability to look at data and learn from it over time is based on the algorithms and the ability to train the machines based on experience of the programming individuals, we have that experience and knowledge.

Part 5: Risk vs. Talent Narrative

What risks has your team mitigated so far (business-related and technical as it relates to your business)? What are the next few major risk-reduction milestones?

The risk are few, we have an open field in a new area that is the 4th technology revolution

Briefly list and describe your key team members.

We are technologists and technicians with over 100 years of experience.

Briefly describe any holes in your leadership team. What are your plans to address any recruiting needs in the next 18 mos.?

We need more programmers and specialists for specific industries we will in the future need to penetrate

Briefly list and describe your key advisors, and their contributions to date.

We have teamed with professors at ASU and working with several at U of A