

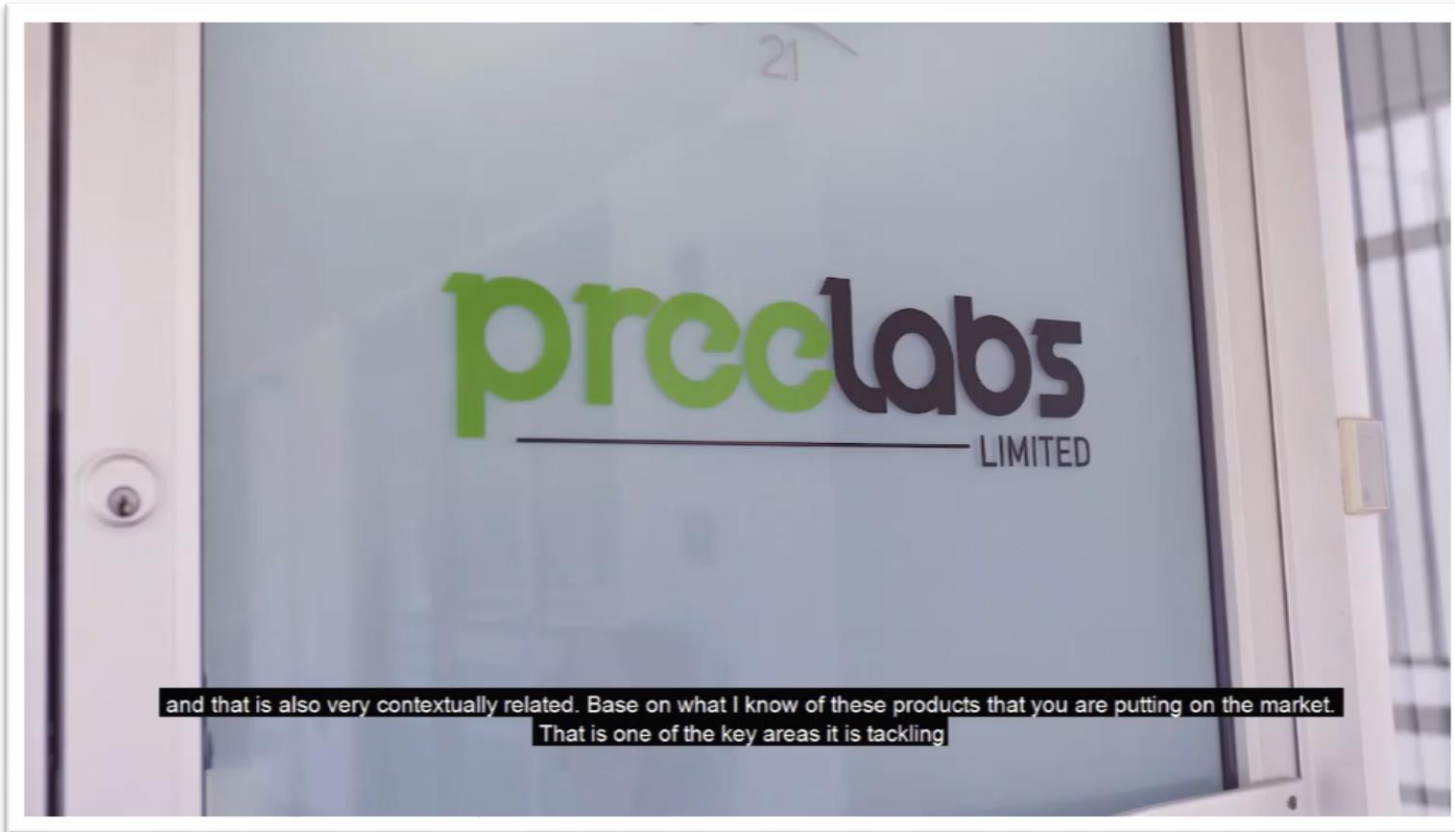


*Monitoring. Control. Automation.*



Yekini Wallen-Bryan  
CEO & Founder  
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# What we do



- Product Development
- Systems design, Electronic circuit design, Custom Software + Hardware
- Specialise in remote monitoring and control and automation – Internet of things

We developed:

# power pree



**PREE HOW**  
THE ENERGY IS BEING  
USED IN YOUR HOME.

power pree

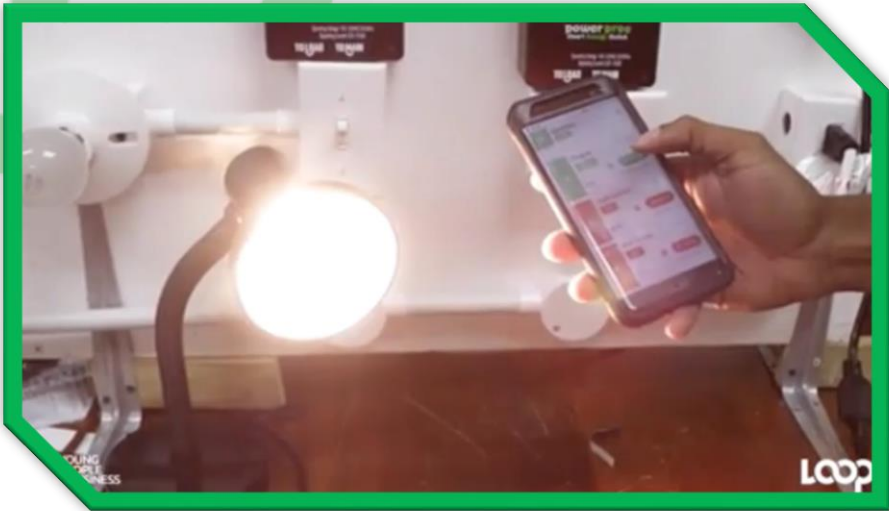
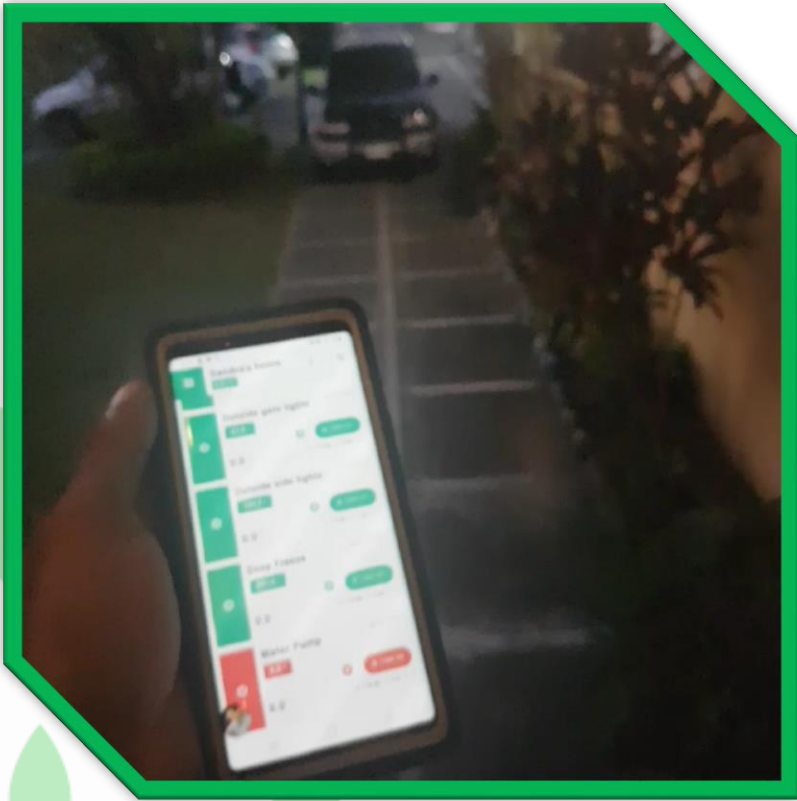
RELAX MAN!  
WE'LL TURN OFF  
THE LIGHT



power pree



power pree



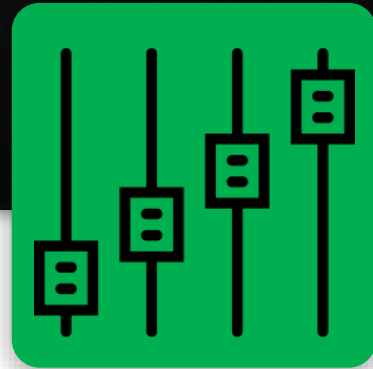
# Value Proposition

**power** **pre**e



## Insight

See energy usage in  
Watts as well as  
Dollars



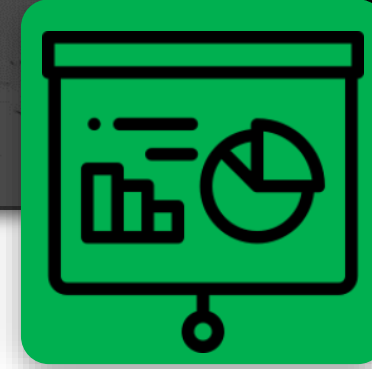
## Control

Control your  
appliances from  
anywhere.



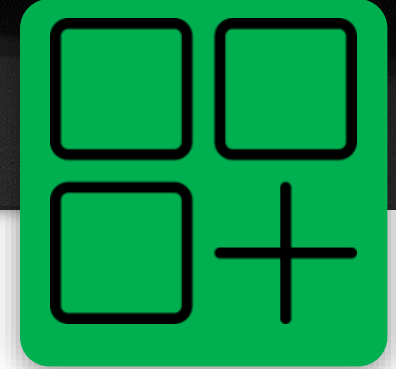
## Automation

Auxiliary sensors and  
machine learning  
algorithms making  
smart decisions



## Analytics

Generate reports,  
and projections of  
usage and costs.



## Complete

1 Platform, a device  
for every appliance.  
Complete building  
management



# SMART BUILDINGS

ARE THE FUTURE AND  
THE FUTURE IS NOW



# Solution



WITH POWERPREE  
**PREMIUM:**  
GENERATE MONTHLY  
REPORTS ON ENERGY  
USAGE.



powerpree



- **MANAGE ENERGY CONSUMPTION**
- **MANAGE OPERATIONAL COST**

powerpree

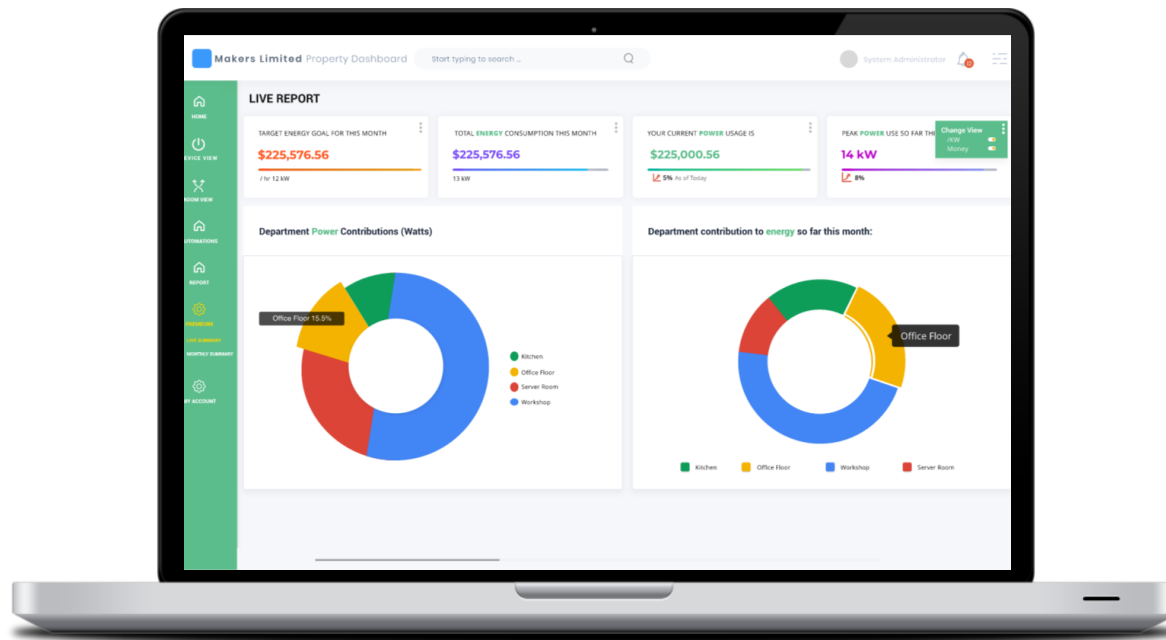


- **BUSINESS OWNERS**
- **PROPERTY MANAGERS**
- **INSTITUTIONS**

powerpree

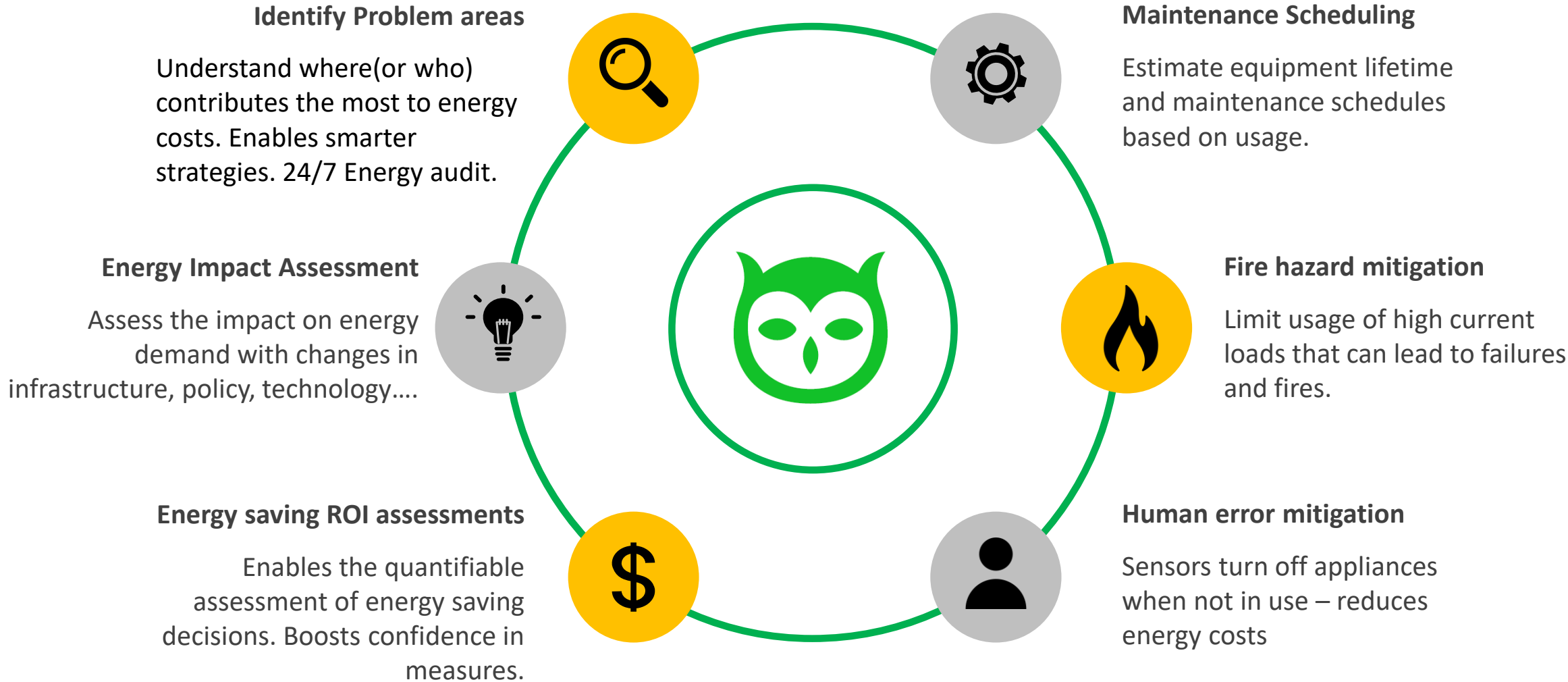


# Other features



- Overall Usage Comparison via month
- Room Usage Comparison
- Group Usage Comparison
- Appliance Type comparison
- Room Contribution
- Group Contribution
- Appliance Type Contribution
- Minimum usage
- Operation usage
- Off -hours usage
- Appliance control
- Auto-shut off for loads
- Scheduled shut off for loads
- Anomaly identification
- Exportable CSV's on data

# Value



# Water Pree

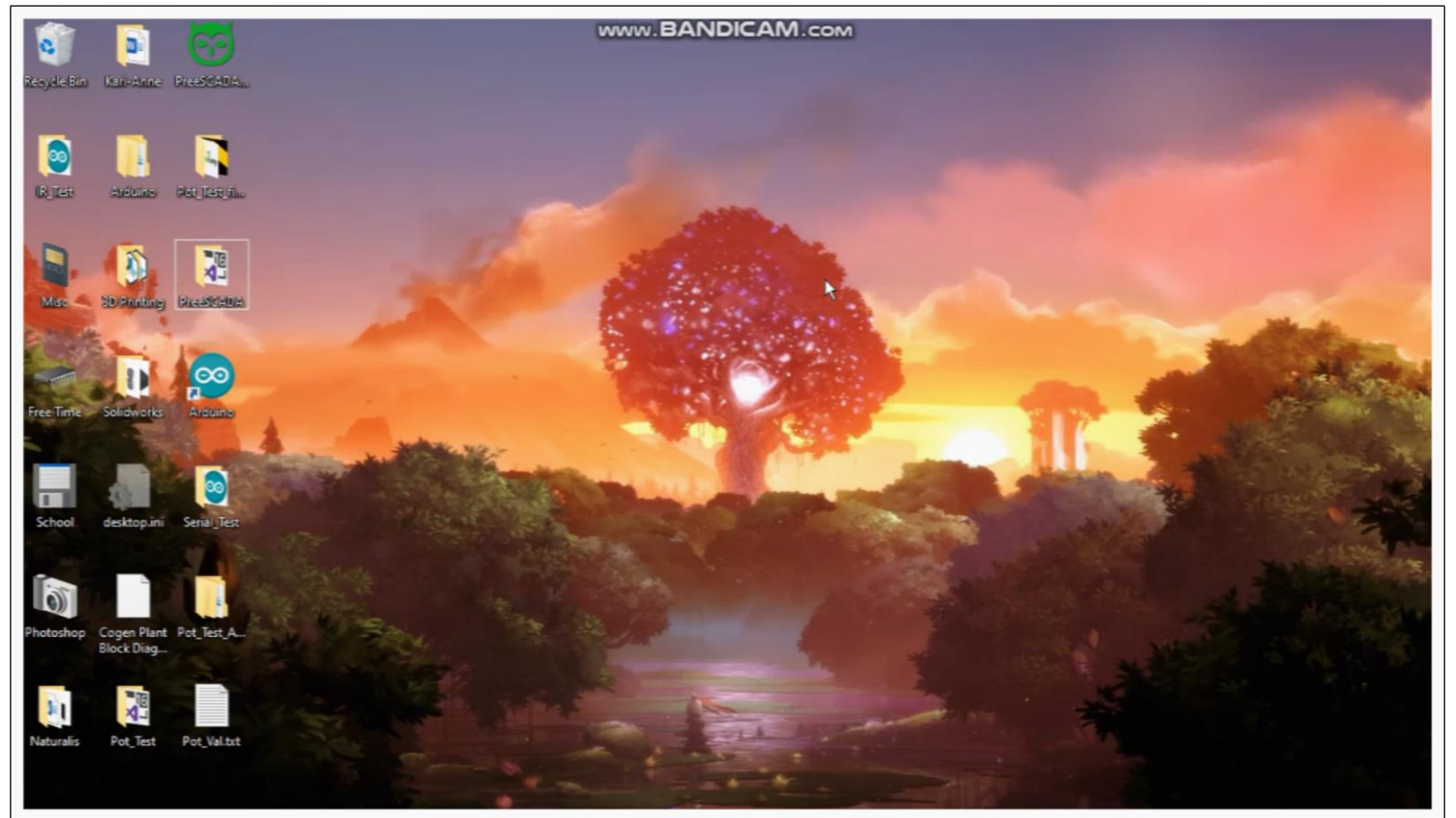
- Expanded Pree Platform to include water resource management.
- Comprised of:
  - Flow sensor
  - Electronic Valve
  - Water Level sensor
- Launching in a few weeks



Part 2, is an electronic water valve. Connected in line with the flow sensor

## Other custom remote monitoring and automation solutions

- SCADA systems
- Automating processes: scientific + industrial



# Awards

- 1<sup>st</sup> place CCIC World Bank start-up bootcamp
- DBJ Ignite Grant Awardee
- Total Top Start Up for Better Energy
- Vincent HoSang Most Commercially ready
- 2<sup>nd</sup> place CCIC Climate summit
- Total Runner Up Start Upper of the Year
- Vincent HoSang 2<sup>nd</sup> overall
- DBJ Ignite Grant Awardee
- NBMC 3<sup>rd</sup> place
- GWP Water Entrepreneur Shark tank winner



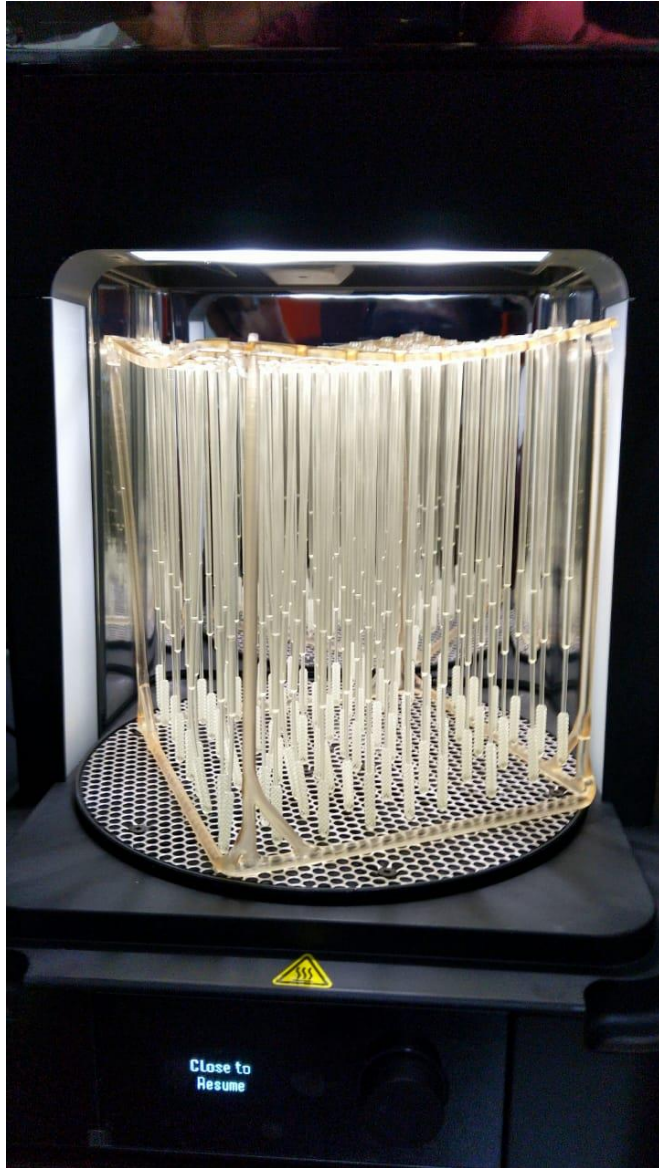
# Covid Response



- Emergency Ventilator
- Face Shields
- Testing Swabs
- Hand washing stations



# Covid Response: Testing swabs



# Some notes

- All of this happened in past year
- Full time operations started January
- Agile and GROWING despite Covid
- Building brand, capacity, reputation for reliably innovating and providing solutions
- Little starting capital
  - Every sale, we reinvest





# Our approach

- Know your foundations, apply the rest
- Be practical with your time, objectives and commitments
  
- Plan like an Engineer
  - What can go wrong?
- Reason like a scientist
  - Apply scientific method to all aspects of business and development
- Innovate like an artist
  - Think outside the box to create a solution to a contextual problem



# FST's influence

- All of our technical team are physics graduates
- All former robotics team members
- Our time here fostered an environment that enabled stepping outside of the box
- A lot of mentors in the faculty that believed in us and gave us a chance
- Science is the way forward, and needs to play an integral role in solving societies problems
- Thank you FST



# Thank You



**power** **pre**e



# Our Team



Yekini Wallen-Bryan  
**CEO & Founder**

UWI  
Mechatronics  
lecturer

Coach UWI  
Robotics



Justin Scott  
**Marketing officer**



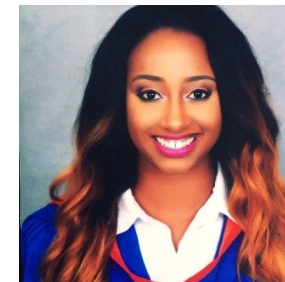
Kriston Kong  
Electronics  
**Engineering**



Renée Johnson  
**Legal** Advisor



Christopher Gayle  
App/Web developer  
Q-Mall  
Get There  
Jah Mah



Rochelle Watkiss  
**Admin Assistant**

# Jamaican Market Potential

**\$330 Million**



Large Businesses (50)  
30%



MSMEs (22k)  
10%



New Developments (300)  
20%



Homeowners (880K)  
2%

- HOME
- DEVICE VIEW
- ROOM VIEW
- AUTOMATIONS
- REPORT
- PREMIUM
- LIVE SUMMARY
- MONTHLY SUMMARY
- MY ACCOUNT

### LIVE REPORT

TARGET ENERGY GOAL FOR THIS MONTH

**\$225,576.56**

7 hr 12 kW

TOTAL ENERGY CONSUMPTION THIS MONTH

**\$225,576.56**

13 kW

YOUR CURRENT POWER USAGE IS

**\$225,000.56**

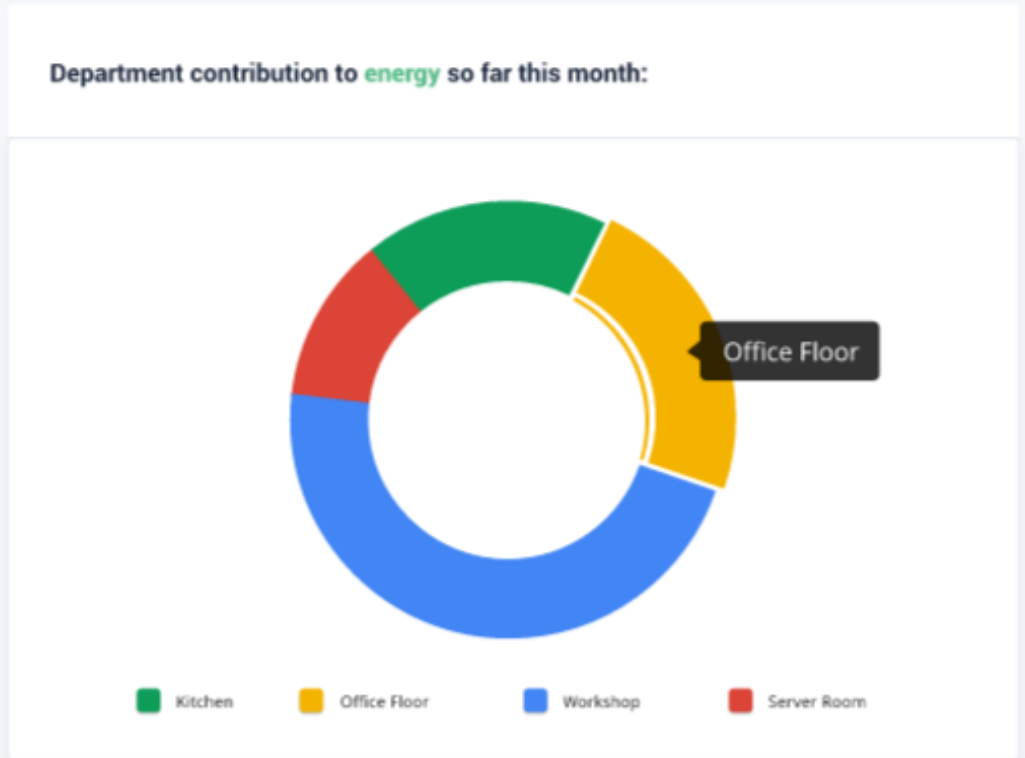
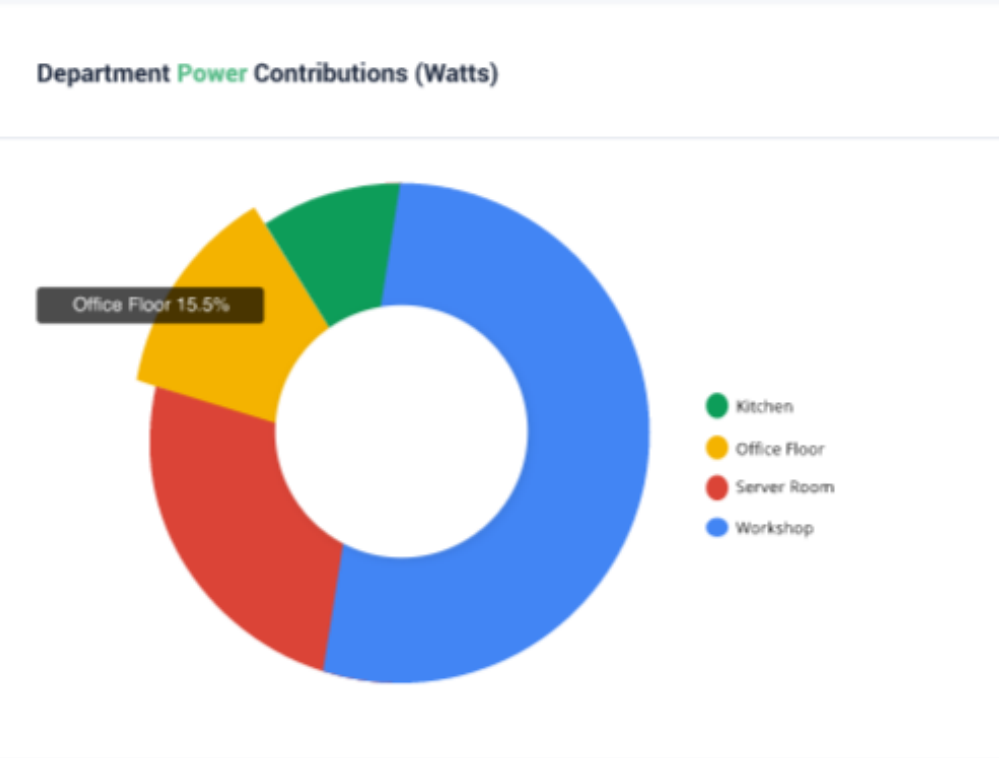
5% As of Today

PEAK POWER USE SO FAR THIS MONTH

**14 kW**

8%

Change View  
/kW  
Money





HOME



DEVICE VIEW



ROOM VIEW



AUTOMATIONS



REPORT



PREMIUM

LIVE SUMMARY

MONTHLY SUMMARY



MY ACCOUNT

## MONTHLY REPORT

TOTAL CONSUMPTION THIS MONTH

**\$125,576.56**

/ hr 12 kW

COMPARED TO LAST MONTH

**\$163,895.23**

/ hr 12 kW

YOU SAVED

**\$38,318.67**

TODAY

YOU MET YOUR TARGET BY:

**-\$5,000 or 15%**

CONGRATULATIONS!

YOUR ENERGY USE TARGET FOR THIS MONTH WAS:

**\$130,576.56**

/ hr 12 kW

Your energy consumption contribution for each department is:



Your overall energy profile for the past month is:



Highest & Lowest Energy Contributors

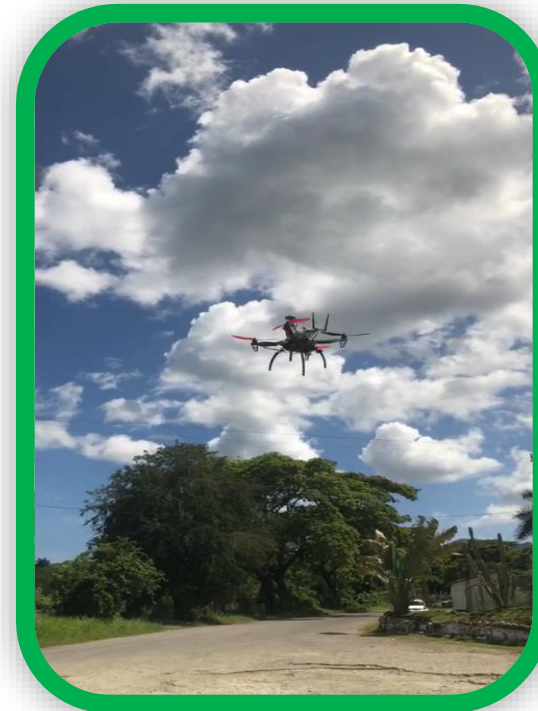
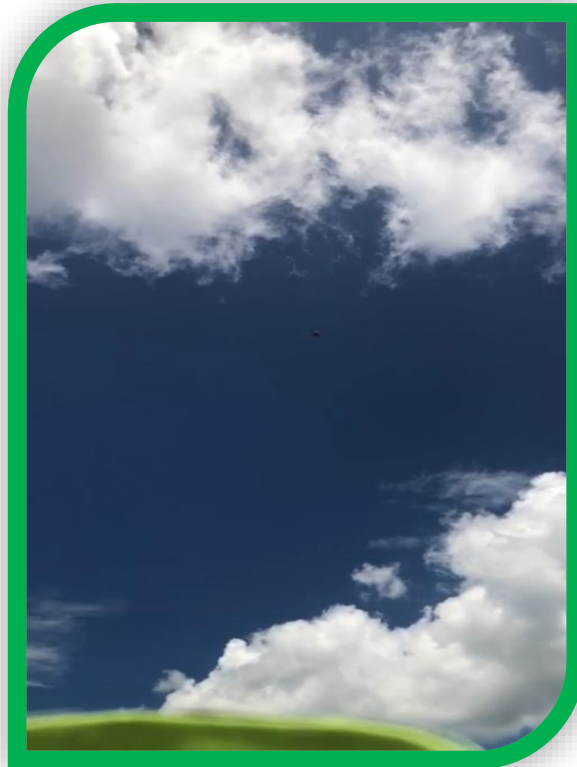


## MONTHLY ENERGY PROFILE

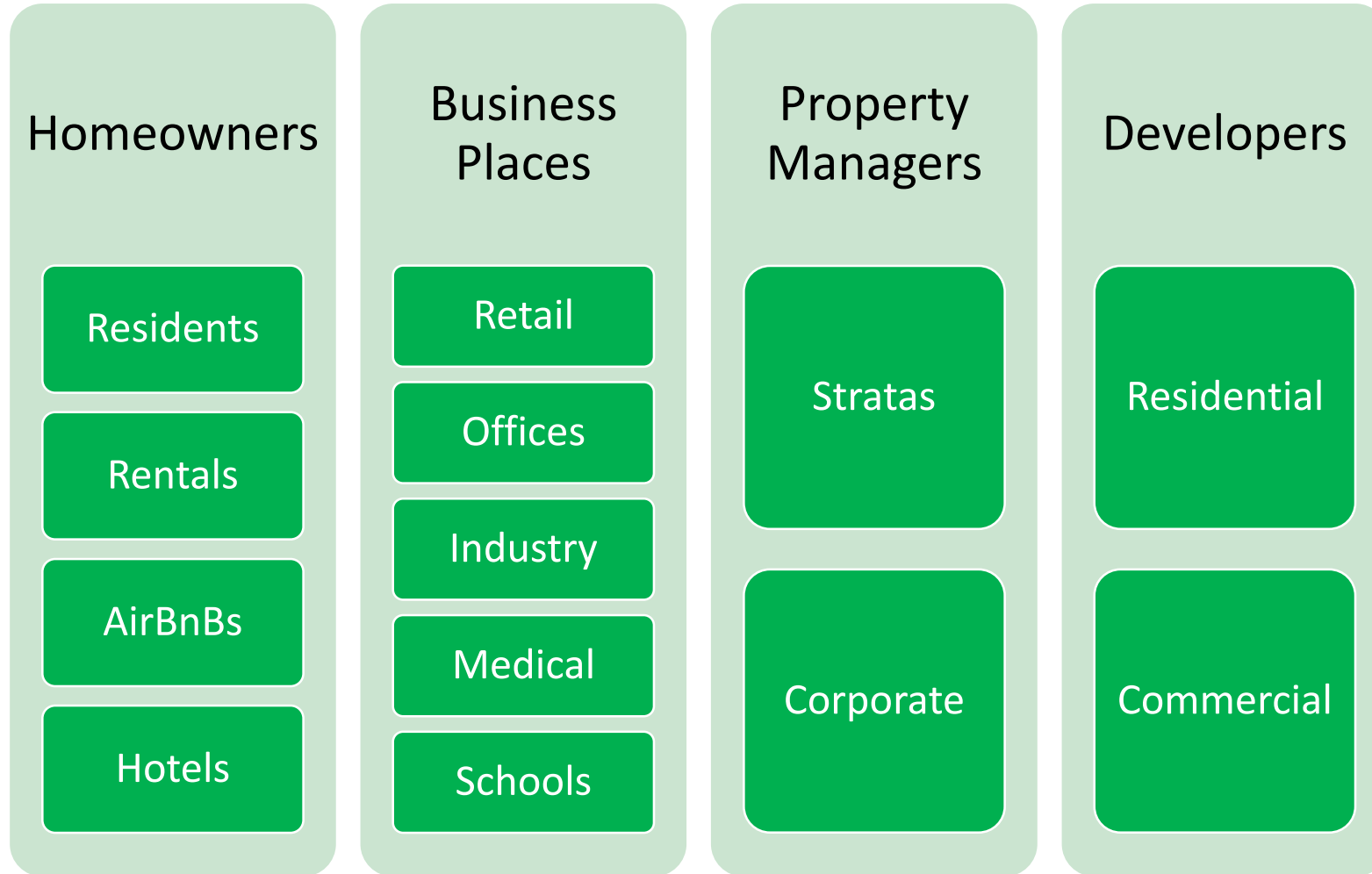




# WatchDawg Drone solution



# Customer Segments



# Problem

Misuse of resources leading to overpaying and danger



01

## Negligence

Guests, family members, employees with poor practices leading to high utility costs, security vulnerabilities, safety hazards etc.

02

## Lack of insight

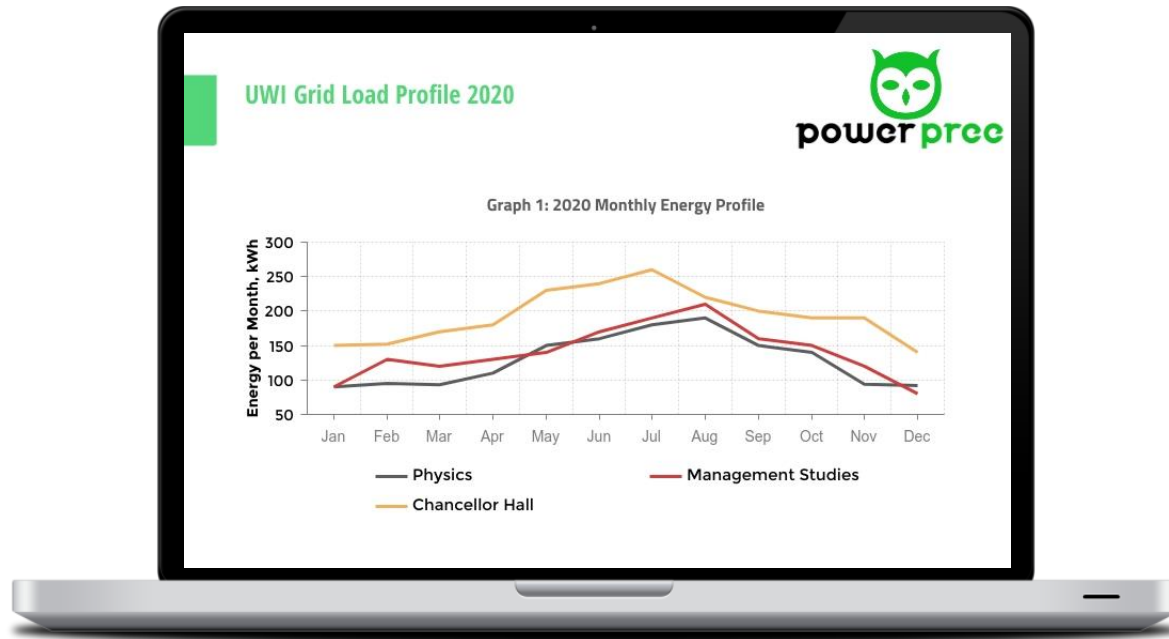
Not having easy access to property information on utility usage, human activity or environmental factors

03

## Lack of control

Not having the means to adequately manipulate different aspects about their environment.(appliances, objects, faucets, valves etc.)

# Solution



## PowerFree Premium

Premium version of PowerFree that provides access to energy data and analytics for every building/ department in an online intuitive interface.



Sensors Post consumption data remotely. Switches allow for smart/ automated/ real time controls.



See energy consumption for each Building/ Department in Real Time



View and compare historical data sets on yearly, monthly, weekly and daily scales.



Monitor activity remotely from anywhere in the world using our online platform



Receive automatic computer generated monthly reports on energy consumption. Flag anomalies and highlights points of interest

# Problem for businesses

Lack of Insight



01

## Human error / Negligence

Guests, family members, employees with poor energy use practices leading to high energy costs

02

## Understanding/ Problem Area Identification

Not understanding energy usage cost implications. Identifying which areas are creating the most considerable impact on utility bill

03

## Infrastructure Change Impact Assessment

Difficulty assessing impact of New appliances, New/Repurposed Buildings, New Machinery etc.

04

## Policy Impact Assessment

Difficulty assessing Energy Saving policies, Other Policies. Determining ROI on energy saving measures.

# Market Assessment

Questions to ask



01

**What are the biggest challenges faced by customers?**

An understanding of pain point “hierarchy” will provide an insight into budgeting priorities

02

**What are the difficulties with respect to Energy?**

An understanding into what the customer believes their greatest difficulties to be.(Not always true, but important)

03

**What is currently being done to address these difficulties?**

Gives an idea of budgeting and energy awareness

04

**Are they satisfied with these solutions? What are the issues?**

Understanding the deficiencies will help focus on unique value.

# Customer Segment Insights 1

## Residents

- Had a score of 3.5 for product-market pain point match study in 2016
- Trends Observed:
- Factors influencing energy pain:
  - Number of residents
  - Number of children
- Influenced heavily by total income
- Big on convenience and trends
- Large portion considered energy bills an unavoidable expense that they have no control over.
- Less inclined than business places regarding data, systematic approaches and ROI
- Will buy into “magic black boxes” of savings

## AirBnBs

- AirBnBs cant bill for energy consumption – want to asses expenses and automate usage
- AirBnBs growing market

## Rentals

- Rental Owners sometimes live with Guests
- Can have means to bill guests for consumption

# Customer Segment insights 2

## Business Places

- Scored 4.5
  - More aware of operational costs and want to maximize profits
  - ROI is critical for businesses with proper systems
  - Offices > Retail
  - Larger business with more employees have greater issues
  - Energy Audits
  - Tracking Equipment usage and maintenance.
- 
- Size?

## Property Manages

- Minimizing energy to minimize maintenance
- Managing multiple properties with minimal labour cost

## Developers

- Large number of developments
- Need to stay marketable and competitive



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