

JOULE CASE

2021 Report

Dear investors,

We've got the financial numbers covered, so tell your investors in human words how this past year went for you. It's possible that it's been a while since they heard from you, so remind them why they believed in you in the first place! We are on the cusp of the massive shift to the green revolution. The inflation reduction act and corporate clean energy mandates means now is the time. In 15 years working batteries, we have never seen a better time. The future of Joule Case is bright!

We need your help!

Supply chain development, distribution networks, and sales channels. Spread the word! Outreach tools can be found at the Joule Case Power Pack. We have referral cards and social outreach tools. We also need hiring help. If you know a peak performer, send them our way. Engage your local music festival or food truck to tell them there is a better way to power! Show how you are using your Joule Case on all social media channels.

Sincerely,

Pete Anewalt

COO

Alex Livingston

President + Founder

James Wagoner

CEO + Founder

Our Mission

Joule Case is selling into multiple channels and different markets solving for all power needs. Joule Case becomes a household name for reliable, renewable power for all applications.

[See our full profile](#)



How did we do this year?

Report Card

A-



The Good

Customer development meant a 4X increase in sales. Team has grown with several successful key hires.

Further engagement and interest from large strategic partners.

Additional technology advancement with patents granted.



The Bad

Audit took longer than expected.

Some inventory deliveries were delayed but customers understood and we are on track with current deliveries.

Broader market fluctuations and volatilities meant customers and investors were hesitant.

2021 At a Glance

January 1 to December 31



\$284,275 +79%
Revenue



-\$1,887,104
Net Loss



\$2,134,809 +32%
Short Term Debt



\$1,526,945
Raised in 2021



\$255,000
Cash on Hand
As of 11/ 6/22

INCOME

BALANCE

NARRATIVE

Management's Discussion and Analysis of Financial Condition and Results of Operations

You should read the following discussion and analysis of our financial condition and results of operations together with our financial statements and the related notes and other financial information included elsewhere in this offering. Some of the information contained in this discussion and analysis, including information regarding the strategy and plans for our business, includes forward-looking statements that involve risks and uncertainties. You should review the "Risk Factors" section for a discussion of important factors that could cause actual results to differ materially from the results described in or implied by the forward-looking statements contained in the following discussion and analysis.

Overview

We design and manufacture battery systems that stack like Lego blocks to ideally size for any and all

power applications. We sell to homeowners, food trucks, and music festivals that need reliable clean power. Our systems can be charged from solar or from the grid and last for days.

In 5 years, we would like Joule Case to be selling into multiple channels and different markets solving for all power needs. We hope Joule Case becomes a household name for reliable, renewable power for all applications. These are forward looking projections and are not guaranteed.

Milestones

Joule Case Inc was incorporated in the State of Delaware in January 2018.

Since then, we have:

- 🏆 \$100M LOI signed with Insomniac Events, organizer of Electric Daisy Carnival & many of the world's largest Festivals
- 🏆 Patented, portable award-winning tech has already raised over \$2M from angel investors. All IP is owned by Joule Case Inc.
- 👥 Team includes 6 successful exits & 20 patents
- 📈 Massive event-power market is growing at 25% CAGR
- 💰 Over \$850,000 in sales since inception.
- 🎤 LIVE Nation, CORT, & PGA are among names in the pipeline
- 🏆 Crowned Early-Stage Innovation of the Year & winner of Camp BizSmart

Historical Results of Operations

Our company was organized in January 2018 and has limited operations upon which prospective investors may base an evaluation of its performance.

Revenues & Gross Margin. For the period ended December 31, 2020, the Company had revenues of \$234,167 compared to the year ended December 31, 2019, when the Company had revenues of \$124,615.

Assets. As of December 31, 2020, the Company had total assets of \$1,143,959, including \$78,173 in cash. As of December 31, 2019, the Company had \$617,817 in total assets, including \$376,582 in cash.

Net Loss. The Company has had net losses of \$756,618 and net losses of \$460,245 for the fiscal years ended December 31, 2020 and December 31, 2019, respectively.

Liabilities. The Company's liabilities totaled \$2,358,686 for the fiscal year ended December 31, 2020 and \$1,112,380 for the fiscal year ended December 31, 2019.

Liquidity & Capital Resources

To-date, the company has been financed with \$1,439,646 in debt, \$771,993 in equity, and \$1,150,412 in convertibles.

After the conclusion of this Offering, should we hit our minimum funding target, our projected runway is 10 months before we need to raise further capital.

We plan to use the proceeds as set forth in this Form C under "Use of Funds". We don't have any other sources of capital in the immediate future.

We will likely require additional financing in excess of the proceeds from the Offering in order to perform operations over the lifetime of the Company. We plan to raise capital in 6 months. Except as otherwise described in this Form C, we do not have additional sources of capital other than the proceeds from the offering. Because of the complexities and uncertainties in establishing a new business strategy, it is not possible to adequately project whether the proceeds of this offering will be sufficient to enable us to implement our strategy. This complexity and uncertainty will be increased if less than the maximum amount of securities offered in this offering is sold. The Company intends to raise additional capital in the future from investors. Although capital may be available for early-stage companies, there is no guarantee that the Company will receive any investments from investors.

Runway & Short/Mid Term Expenses

Joule Case Inc cash in hand is \$231,968 as of October 2021. Over the last three months, revenues have averaged \$30,000/month, cost of goods sold has averaged \$15,000/month, and operational expenses have averaged \$55,000/month, for an average burn rate of \$40,000 per month. Our intent is to be profitable in 8 months.

Since the date our financials cover, we have since signed a contract with CORT and Insomniac that secured large orders. We have increased our spending and commitments on our product development. All of our issued convertibles notes converted during 2021, and our 2020 PPP loan was forgiven. We also underwent a stock split for our common stock and sold a round of preferred stock. Finally, in 2021 we took on an additional \$500K loan from Alta Ridge Investments LLC.

We expect a significant increase in revenues with landing these large orders and our launching of our new product on a product crowdfunding platform such as Indiegogo or Kickstarter. Over the next 6 months, we project around \$200,000 from CORT and around \$500,000 from miscellaneous power event companies in revenues. We expect our COGs to be around 50% of our revenues over that same

time period. These are forward looking projections and are not guaranteed.

Outside of our Wefunder raise, we have secured a large amount of inventory financing. We also will be launching a Kickstarter product fundraising campaign and plan to raise around \$1M through that between the months of January 2022 and May 2022.

Net Margin: -664% Gross Margin: 32% Return on Assets: -215% Earnings per Share: -\$1,409.34 Revenue per Employee: \$23,690 Cash to Assets: 0%

Revenue to Receivables: 1,658% Debt Ratio: 288%

Auditors_Report_-_Joule_Case_-_2020_-_2021_Cover_Page_%2B_Index_.pdf

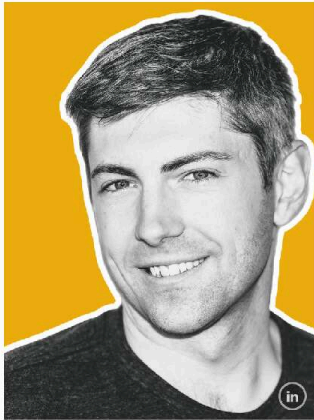
We ♥ Our 1555 Investors

Thank You For Believing In Us

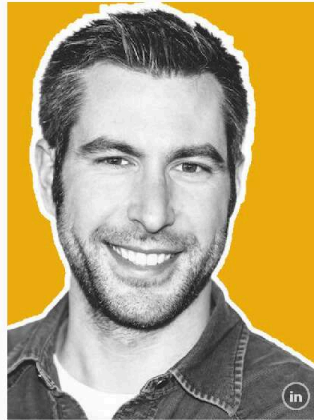
James Wagoner	John Linford	Michael STEIN	Jaime Lima	David DeMuro	John Pereira
Pete Anewalt	Warren Parad	Christine Dove	Mark Bruckner	Sean Porter	Matthew Stroia
David King	Jerry Cindy Noraj	Hatem Rowalhy	Joseph Carothers	Nilesh Modi	Christina Cyr
Michael Moore	Greg Conner	Toby Gussman	Brandon Moquist	Kim Thomas	Sage Sewell
Kannan Govindasamy	Ganesh Pawar	Roger Guo	Kelly Loudermilk	Andre Harrell	Mary Shulenberg
Daniel Murtlio	Mathieu Speeckaert	Richard Clement	Daniel Zawacki	Steven Gills	Benny M Koonitz
Allen J Gebert	Peter Katz	Joel Gombiner	Dennis W Cudahy	China Agbam	Harshuman Patel
Gregory Denton	William Burnett	Jeff Hines	Kathleen A Long	Angela Reis	Yurii Polishchuk
Timothy P Hemcher	Luther E Rogers	Thomas J Cortese	Merv Grosianno Hayes	Jeffery Wright	Rolf Belden
John Mullin	Vickie Brown	William H. Connor	Emmett McCord	Full Name	Elizabeth Randle
Lynette Rogers	Monica Hall	Cynthia Evans	Martin D.	Betty Pacheco	Joseph Coughlon
Stephanie Thompson	Kent Robinson	Carmen Cameron	Thomas Wisdom	Gary Lorenzo George	Jesse Brown
Claudia HAIRSTON	Latricia Dailey	Jannette D. Street	Elissa Arnold	Dave Covell	Joe T Keegan II
Colon Bolden	Ashay Newkirk	Michael Day	Samuel Phillips	Ngazi Ibemere	Al Ruval
Jung Manopath Kuan	Valerie Smith Ragland	Garey Smith	Cheryl L. Badgett	Cheryl Lynn Valdivia	Phillip Wright
Gerald A Davis	Majeedh Spencer	Jack Valentine	Vinelle Touani	Phyllia Coulbourne	Robert W Regan-Hughes
Xavier Blatch	Richard George	Tamarat Alumu	Terence Hundley	Malia SAIA	Doretha Green
Jim Moorey	Rolando Del Rosario Jr	Tim Drye	Lawrence Leighton	Ada Lopez	Jose Quiroz
Ken Jason Kohlgref	Samuel A. Kolawole	Wardell Carter	Kathleen Carole Mauge-L.	Larry Cole	Steven Blumrosan
Gemechu Getachew	Greg Knoblich	Chatty Becker	Omar Ortega	Tracey Cummings	Kimberly Hickey
Al Rychhof	Richard Clement	Timothy P Hemcher	Smith Jain	Dominick Saville	Rahul Patel
Ronald Cheek	John Axe	Ernestine Burton	Jatin Shah	Eyal Amir	Mary Wiede
Annie Sanders	Tiffany BISHOP	Clifford Cowen	Wang Wong	Bill White	Otis M Grimes
Yessu Westen	Kim Harmon	Steven Doolin	Lotika Savant	R L Montgomery	Joyal Gouthier
Elisa Arnold	Linda J. Flannory Bell	Larry Ducharme	La Monte Wayne Peters	Sage Sowell	Brenda K. Johnson
Luis R Vega	Brandy Hipp	Michele McRae	Stephanie Ausmore	Darrell Ragland	Peggy Anderson
Andre Thomas	James A. Harris Jr	Everett Senter	Paula Carter	Harold Albaugh	Miller Porter
Allen Lee Bivens	Marjorie Dunbar	David Macario	Evangelos Banias	David C Wilkie	P David Newberry
Neryk Davydov	Carmen Cameron	William E Sims Jr	Ron Tank	Toku Wiro	Tabb Daphane
Corry Dean Williams	Phil Cox	Marvin Minney	Patrick M Reese	Richard Mackey	Mary Wiede
Shamika Golins	Anthony N. Igbinosun	Daniel Osso	Larry Boone	Ethel Wright	Quincy Moran
James Bilger	Joe Park	Judd Shiffler	Carla Tyson	Gordon Essex Noble JR.	Geraldine O'Bannon
Kunjar Bhaduri	Fanell Alerte	Justin Valra	Corbin Riggs	Pamela Rieger	Norbert Chirose
Phil Garrett	Henry B Harris	Theresa Satterwhite	Bernice N Perry	Ronny Palladino	Edward Tice
Paula Williams	Bret L Ruddy	Danny Dumond	Darryl Lee Grocholski	Nathan Argenta	Larry Boone
Charles Manns	Jack Small	Phillip Wright	Adeline N. Lopes	Cheryl L. Badgett	Gerald A Davis
Clifford Cowen	Marjorie Dunbar	Arthetus Abraham	Cynthia Aiken	Antonio R. Arrendell	John Pereira
James R Manning	Jack Kushner	Bobby Dean Robinson	Colin Fitzsimons	Pratt Robinson	Jasmine Whitaker
Marie E Van	Joseph Coughlan	Okwudili C. Amachi	Kevin Sears	Rick Camacho	Shirley Weag
Oliver C Udumba	Stanley Evans	Marcus McConico	Oscar Torres	Dwight Lawender	Joseph D Scott
German Q Cruz	Andy Garcia	Gene Thornton	Samik Mukherjee	Edward Tate	Wt Hunter
Matthew Barrett	Anthony N. Igbinosun	Herman Wallace	Stanley Saintelus	Gary Probst	Srinivas Sista
Aye Akoda	Chantal Blash	Takeo Aso	Colleen Coleman Ryan	Joseph Alverson	Kevin Braggs
Charles Russell	D T	Steve Brody	Bosudev Adhikari	Gary Carter	Bret L Ruddy
James Fountain	Jerry Johnson	Kathleen Noble	James Jones	Scott Jones	Rachel Baygboe Heermann
Yanjie Wang	Lebohag Mohau	Kathleen M. Reddy	Marleace Lloyd	Samuel K Ameyaw MD M...	Joel Jennings
Luis M Ramirez-Ronda	Stan Abrahams	Dr. John R Patrick	Eric Weiner	Scott Paterson	Patrick Cavanaugh
Aron Roberts	Mitchell Roe	Debra Farber	Warren Degen	José Maria Borges Almeida	Pasola Ravichandran
Tim Sipma	Richard Peters	Gemechu Getachew	Rupel Perkins	Ronny Palladino	Todd Martinell
Maria Nenita Galte	Teddy Stanowski	Mark Samuels	Shul Chong Tong	Brent Smith	Willie Holman
Devin Curry	Jetu E Peters	Ector Ray Salinas	Loris Brown	Barbara Griffith	Antoine Tardif
Harry Amussen	Kevin Breen	Paul Kapsar	Fred Young	Willie Wallace	Koby Conrad
Talib Dhanji	Eric Weiner	Eric Weiner	Alexander Groenen	Alexander Groenen	Brad Kessler
Stanley Evans	Stanley Evans	Antonio R Arrendell	Antonio R Arrendell	Joe Steedley	Dolores Terry
Dolores Terry	James R Manning	James R Manning	Richard Burton	Richard Burton	Galina Reznik
Galina Reznik	Galina Reznik	Isaac Wiedmann	Isaac Wiedmann	Basudev Adhikari	Catherine Bryant
Catherine Bryant	Catherine Bryant	Samuel K Ameyaw MD M...	Samuel K Ameyaw MD M...	Alden Cohen	Christine Dove
Christine Dove	Kesa Braids	Kesa Braids	Kesa Braids	Aleksander Prudnik	Darrell Ragland
Darrell Ragland	Richard Clement	Richard Clement	James R Manning	James R Manning	Stanley Evans
Shaima Amin	Shaima Amin	Robert Erich	Robert Erich	Krown Dean	Andrew Ryan
Andrew Ryan	Alexander Harrison	Alexander Harrison	Dorothy Green	Dorothy Green	Oscar Torres
Anthony Giacomini	Anthony Giacomini	Tom Wright	Tom Wright	Barbara Dawson	Orapin Bailey
Orapin Bailey	Michael Andrew Luff	Michael Andrew Luff	All Ezzat	All Ezzat	Steven Pier
R Litzky	Nasser Shawar	Nasser Shawar	Imran Chiragh	Imran Chiragh	Sydney Johnson
Sydney Johnson	Inamulhaque Saboor	Anthony N. Igbinosun	Anthony N. Igbinosun	Bhaskara Kodavati	Bhaskara Kodavati
Philip J. Whitman, CPA	Cheryl L. Badgett	Muralitharan Velayuthan	Muralitharan Velayuthan	Doretha Green	Doretha Green
Lars Ophaug	Lauren Burkeley	Lauren Burkeley	Jean Aristide	Allen Lee Bivens	Kim Khorn Long
John Ferguson Jr	Alexander Clarence McInt...	Shane Johnson	Dane Simmons Jr.	Mario Cambardella	Jesse Baker
Sarah Lepley	Rushin Jansen	Drew Haller	Brian Zisk	Badal Haider	Ali Abdulla Rashed Aldha...
Melissa Ann	Jovan Denson	Deson Jackson	Patrick Monroe	Angela Cornell	Denise Meridith
Robert Ogenyi	Jose Navarro	Jeff Ritchey	Evan Turner	Brant Sharo	Manuel E. Lugo Recart
Maricela Cardenas Del Rio	Shane Pittson	Paul Regalia	Socoby Miguel Wilson	Mark Plumbtree	Gerald L Dowdy
Jason G Croft	Patrick Monroe	Daljohn Durio	Eddie Gibson	Danns L. Hiller	Josef Kell
Brandon DiTusa	Jason Ingram	Yarkpazuo W. Bah-Deh	Robert Coleman	Robert Coleman	Josephon Mario Pyles
Sandy Wagner	Denise Lofton	Omar Alvarez	Nakpangl Thomas	Kennedy Thibou	Javier Manzano
Yarkpazuo W. Bah-Deh	Stephan Meyers	Duke Duncan	Dan Peiffer	Jarrett Williams	Maria Lewis
Conn Bromley	William McClimon	Sarah Shupe	Heidi Hash	Ron Hilliard	Jeremy T Suttie
Connor Bunderson	Edgar Arold	Bryan M Bravo	Steven Wayne Mackey	Bobby Simpson	Michael Journney
E. Frischhut	David Cosand	Allex Persson	Dk (Debrakay) Punzi	Darren Black	Tyler Featherstone
Charles Hooks	Marizol Estrada	#Progression Lindsay	Badal Haider	Jeffrey Lin	Steven Wayne Mackey
Roger Carr	Luis Lescano	Paul Jackson	Chase Haale	Bar Bar	Kevin King
Samuel Imarniagbe	S Goldman	Hillard Harrison	Tony Faeth	Sol Cravero	Hrishikesh Sathawane
Northeast Money202	La Tanya Olatunde	Tyler Jackson	Levett M. Washington	Socoby Miguel Wilson	Cesar Correa Parker
Jessica Salazar	Ryan Serkes	Micah Wyatt	Qswin M Browne	Dorban Adams	Joe Kelley
Michele Vrzbel	Robert C Pasker Jr Pasker...	Seamus Hennessy	Paul Henry	Todd Madams	Kunal Shah
Shrikant Latkar	Shrikant Latkar	Alberto Cruz	Bharath KR	Jason Adams	Robert Brown
Hozefa Moilyyadi	Charlayne V Davis	Charlayne V Davis	Alberto Cruz	Iman Davis	Iman Davis
Bill Robinson	Kelly Osifo	Kelly Osifo	Ilías Bellios	Kelly Osifo	Kelly Osifo
Sam Hutton	Jordan Lund	Kelly Osifo	Shanté Berry	Hedi Alavi	Hedi Alavi
Love Cureton	Love Cureton	Brandon Kunkle	Brandon Kunkle	Preston Thigpen	Preston Thigpen
				Hernán Albano	Chibueze Okorie

Thank You!

From the Joule Case Team



James Wagoner
CEO + Founder



Alex LIVINGSTON
President



Jesse Baker
VP of Marketing and Strategic
Initiatives



Pete Anewalt
COO

Business-oriented technologist who's been through 5 Successful exits. Experience in scaling teams to handle the growth from \$1M to \$200M.



David DeMuro
VP of Engineering

Electrical engineer and MBA with more than 30 years of experience in consumer product development at Fortune 50 companies, including Apple and Motorola. Holder of 17 U.S. patents, principally in the area of LiIon batteries and power management.



Chris Olsen
CFO

Grew Bodybuilding.com to \$500M at the helm as CFO. Navigated 2 Successful Exits during that time.



Justin LeVrier
VP of Sales

Literally wrote the book on sales for a \$50M ARR B2B sales & management training program Also developed Mercedes-Benz Retail Sales Program.



Details

The Board of Directors

DIRECTOR	OCCUPATION	JOINED
Alex Livingston	President @ Joule Case	2015
James Wagoner	CEO @ Joule Case	2015
Jeff Selikoff	Board Director @ Alta Ridge	2019

Officers

OFFICER	TITLE	JOINED
Alex Livingston	President	2015
Pete Anewalt	Secretary	2019
James Wagoner	CEO	2015

Voting Power [?]

HOLDER	SECURITIES HELD	VOTING POWER
James Wagoner	3,500,000 Common	32.5%
Alex Livingston	6,500,000 Common	60.5%

