



# Hubsai

Smart Homes Simplified™

Investor Presentation | Mike Ghodoosian, [ceo@hubsai.com](mailto:ceo@hubsai.com)



**Hubsai** is the easiest to use, most secure,  
non-cloud home automation platform.

We make the convenience and value of  
smart home ownership simple, affordable,  
worry-free, and **FUN!**

# The smart home challenge for consumers:

Lack of smart device **interoperability**

Degree of **technical skill** required

Concerns about **privacy** and **hacking**

# Creating frustration & poor user experience



**Hubsai** is the smart home solution for homeowners wanting a simple, low-tech way to securely automate their home.

## What we offer

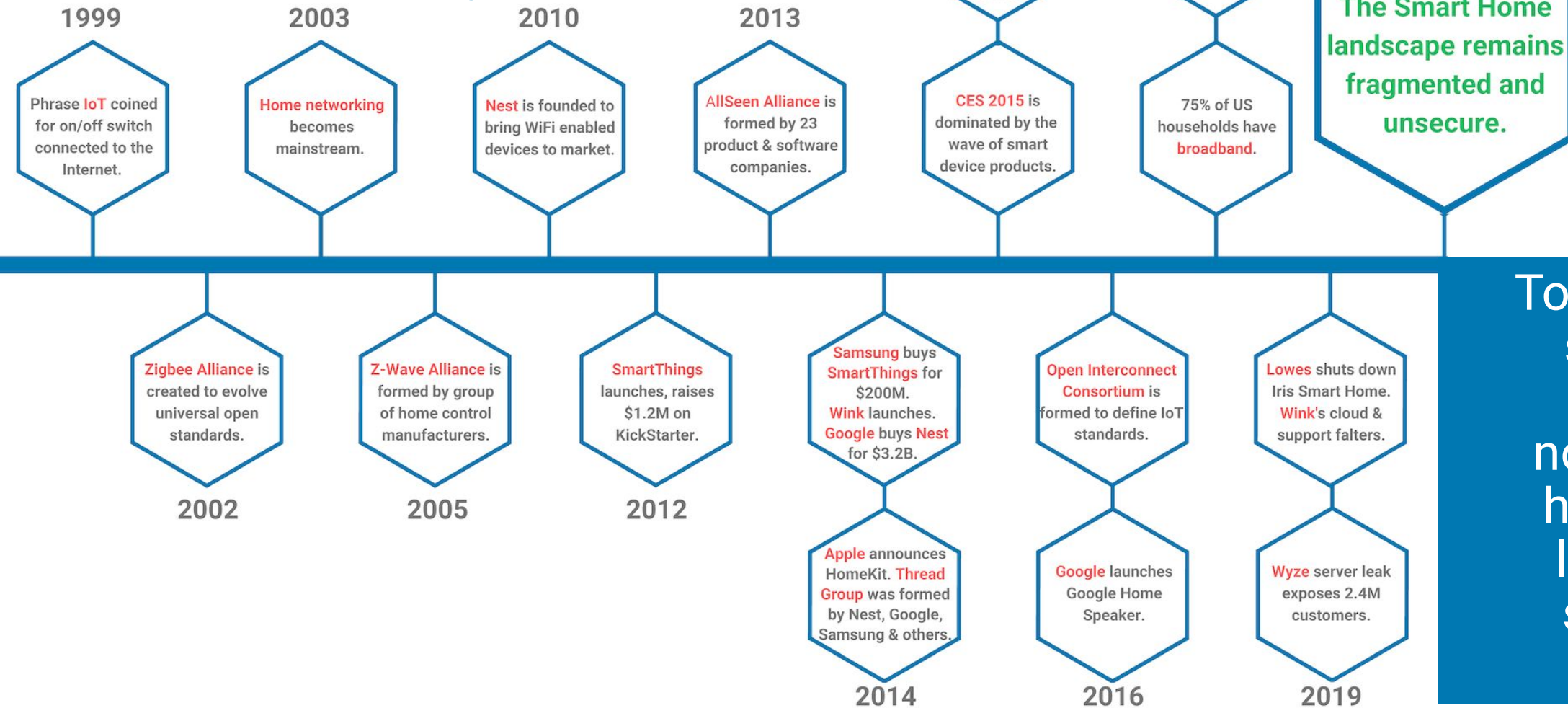
- DIFM smart home installation and support with top-tier smart devices
- An easy-to-use iOS/Android app to control the entire smart home
- A non-cloud platform that reduces hacker and privacy risk

## How customers benefit

For a low, affordable monthly subscription, Hubsai eliminates the frustration and confusion typically experienced when the average consumer attempts to create and maintain an end-to-end smart home environment.

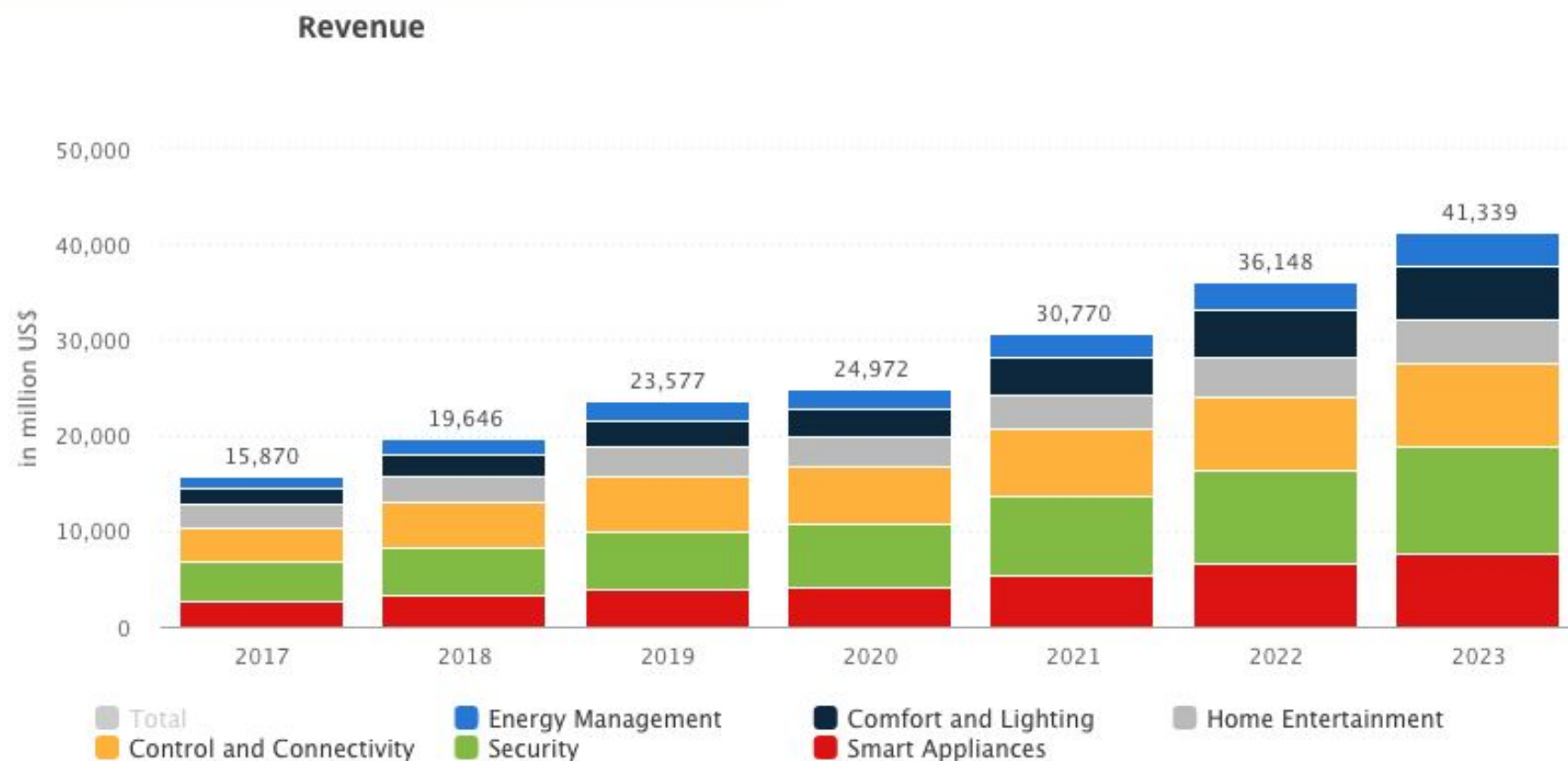


# The past 20 years have seen the introduction of a variety of standards, players and breaches.



Today, there is still no clear choice for non-technical homeowners looking for a smart home solution.

# The US smart home market 2017-2023



Source: Statista (Forecast adjusted for expected impact of COVID-19), May 2020

Revenue 2020	
Energy Management	US\$2,130.2m
Comfort and Lighting	US\$3,024.1m
Home Entertainment	US\$3,004.0m
Control and Connectivity	US\$5,930.7m
Security	US\$6,680.8m
Smart Appliances	US\$4,201.9m
Revenue 2023	
Energy Management	US\$3,477.2m
Comfort and Lighting	US\$5,739.6m
Home Entertainment	US\$4,585.8m
Control and Connectivity	US\$8,591.2m
Security	US\$11,199.0m
Smart Appliances	US\$7,745.8m

# Opportunity for Hubsai:

## The smart home market gap\*



**Full Service/  
Security Monitoring  
Providers**

**Full Service Providers:**  
High installation costs  
Expensive long-term contracts  
High pressure sales  
Low quality support

**DIFM**  
Hubsai fills a  
massive gap in a  
**\$11.1B market**

**Hubsai's Do It For Me:**  
Low installation costs  
Term is customer dependent  
Future-proof platform  
High quality support

**DIY  
Smart Home  
Vendors**

**Do It Yourself Vendors:**  
No provider installation  
Platform longevity unknown  
Product interoperability traps  
Hit and miss support



# Competitors

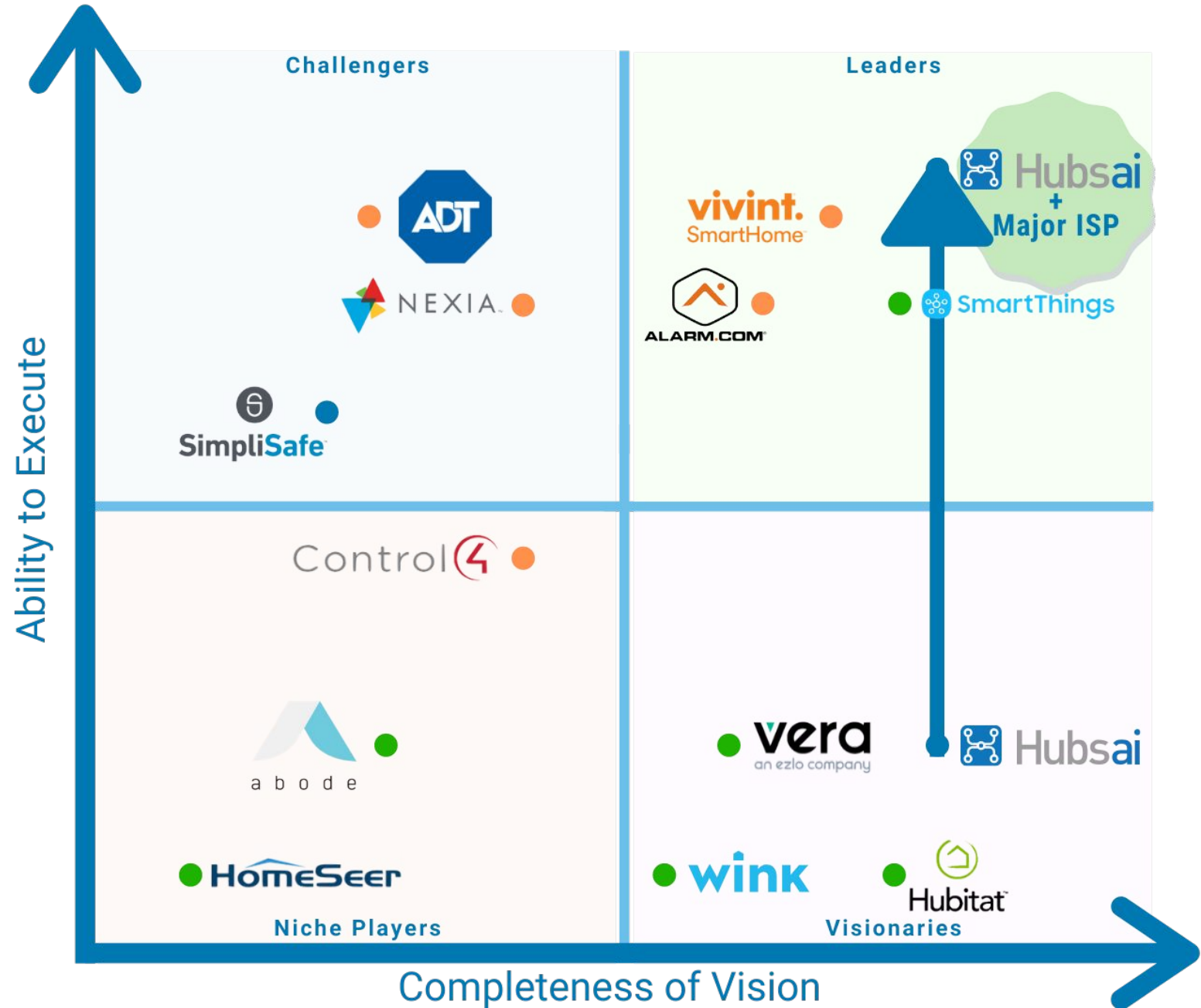
	Vendor	Cloud or Non-Cloud?	Security or Smart Home Focus?	Estimated Revenue	Market Advantages
Full Service Players	Vivint	Cloud	Security	\$1.2B	1.5M customers; 10K employees
	ADT	Cloud	Security	\$5.1B	27% market share pro-monitored security
	Alarm.com	Cloud	Security	\$503M	5.5M customers; partner to major builders
	Control4	Cloud	Smart Home	\$273M	High-end clientbase; audio systems a strength
	Nexia Intelligence	Cloud	Smart Home	Sub of Ingersoll Rand	Promoted & installed by Trane certified dealers
DIY Players	Samsung SmartThings	Cloud/Non-Cloud Hybrid	Smart Home	\$50M	Samsung name; most highly rated DIY hub
	Wink	Cloud	Smart Home	\$15.7	Attractive hub & app; broad device integrations
	SimpliSafe	Cloud	Security	\$38M	Plug & play setup; aggressive marketing
	Abode	Cloud	Security	\$766K	Cheapest pro-monitoring service
	Vera	Cloud	Smart Home	\$23M	Packaged solutions; paid support programs
	HomeSeer	Non-Cloud	Smart Home	\$4.5M	1st DIY vendor; fast & secure hubs
	Hubitat	Non-Cloud	Smart Home	\$6M	More modern, cheaper version of HomeSeer

# Where Hubsai sits today against full-service & DIY players



**Hubsai has the vision.**

**Partnering with distributors or a major ISP introduces the ability to scale.**



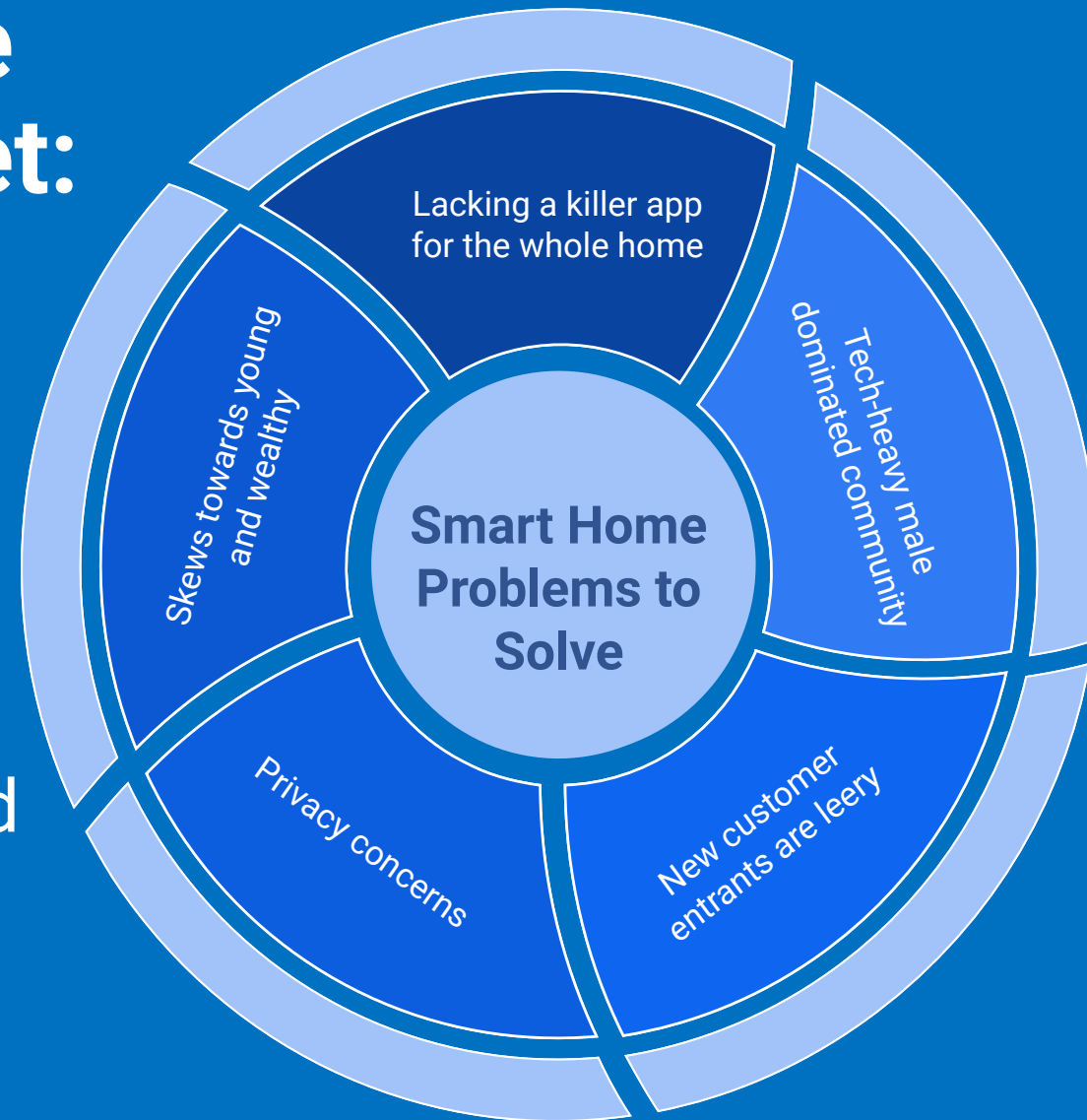


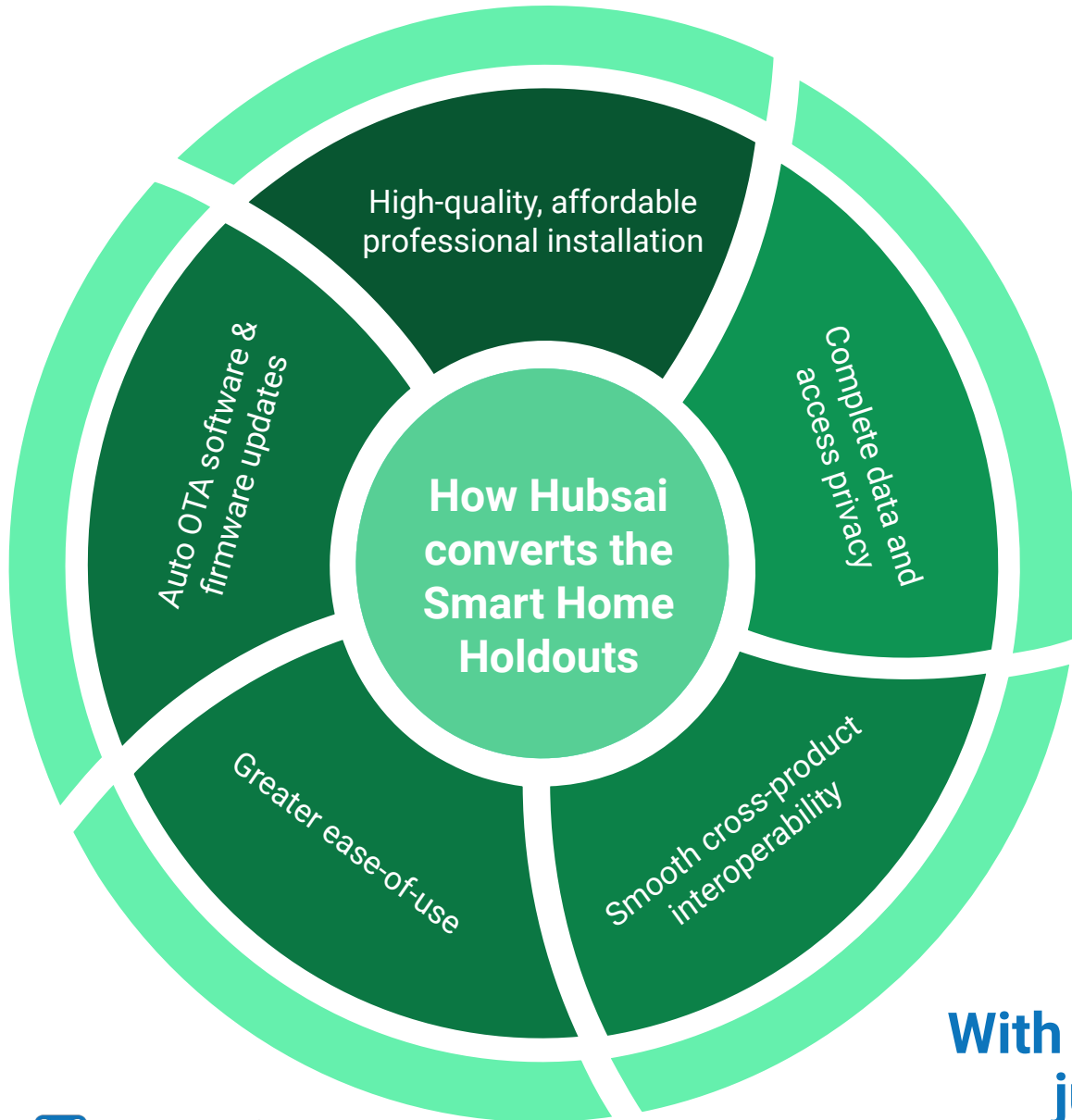
# The key to success in the Smart Home DIFM market:

## Convert the holdouts

Today, full-service and DIY vendors are succeeding in repeat purchases, but struggle to reach new buyers.

The majority of consumers are on the sidelines waiting to be convinced about home automation benefits, affordability, and security.





# Hubsai Smart Home can win over the holdouts

“The key is getting consumers who have never owned one to purchase one. Once they do, they’re going to purchase more.”

—Chris O’Dell, Park Associates

**With Hubsai, smart home ownership is no longer just for the wealthy 1%ers or tech hobbyists.**

# The solution

The Hubsai software platform powers an ecosystem of smart home devices from trusted brands to deliver:

## Interoperability

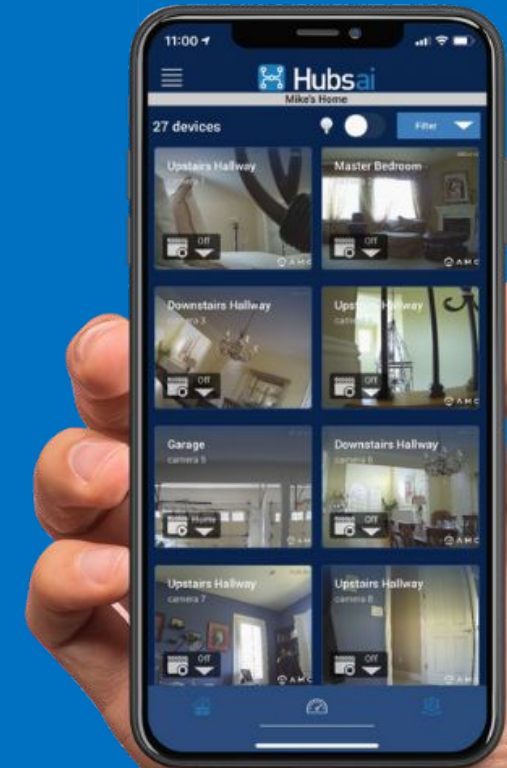
Hubsai supports Z-Wave, Zigbee, Wifi, and Bluetooth, so regardless of protocol all smart devices installed on the platform are seamlessly controlled by a single app.

## Ease-of-Use

Customers choose from a portfolio of top-tier integrated smart devices. Users never need to download plugins or set up complex rules to support devices. Automatic software and firmware updates keep the Hubsai ecosystem up and running 100% of the time.

## Privacy

Government-grade authentication for secure connections. No third-party access to homeowner data. Runs locally, eliminating cloud latency and hacker risk.





# The Hubsai basic package today

## Hub/ Controller



- Small, yet powerful
- Connects to router
- Controls all devices

## Smart Thermostats



- ecobee4
- Honeywell T6 Pro Z-Wave

## Smart Locks



- Schlage Connect Z-Wave
- Yale Assure Z-Wave
- August Smart Lock Pro
- Candyhouse Sesame Lock

## Smart Lighting



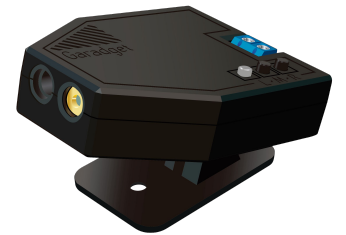
- Sylvania Osram Lightify
- Philips Hue

## Wifi Cameras



- Amcrest 1080P indoor
- Amcrest 1080P Outdoor

## Garage Opener



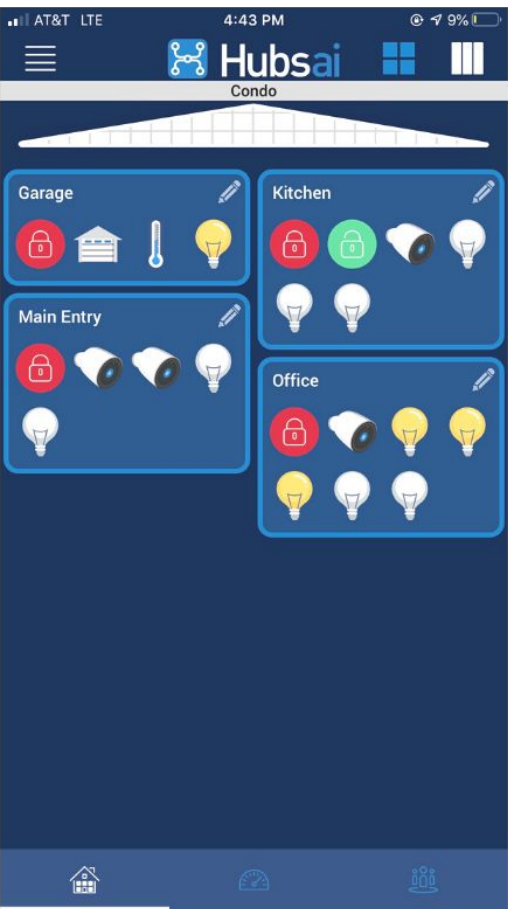
- Garadget Door Controller
- Works with any door type

# Unique Hubsai app features



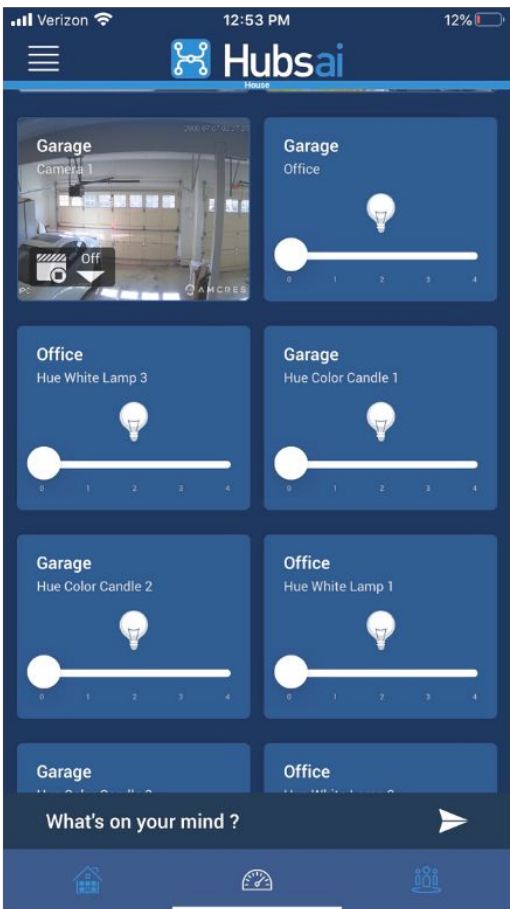
### Multi-Hub

Multiple smart home locations can be controlled from a single app.



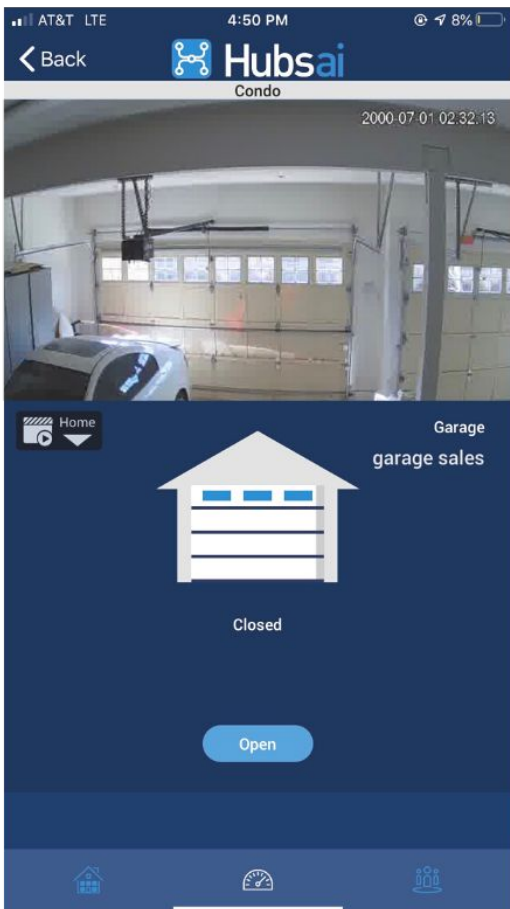
### Home Map

All connected devices are displayed by room in a single view.



### Dashboard

See the status of all devices in a single view for quick access.



### Device/Camera Split Screen

On a single screen for locks and garage openers, view device status and camera live feed.

# 3 Hubsai Offerings

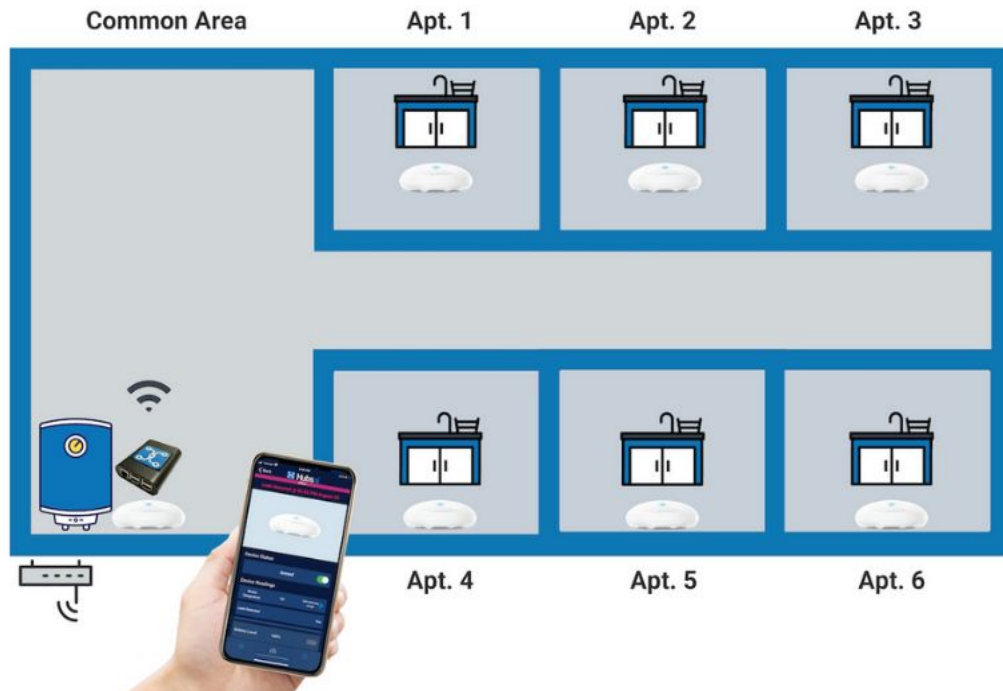


**For Homeowners**

Hubsai Smart Home Starter Kit

**For Multifamily**

Hubsai Smart Water Leak Detection



**For SMBs / Multi-Location**

Hubsai Smart Building





# The 1-year product roadmap

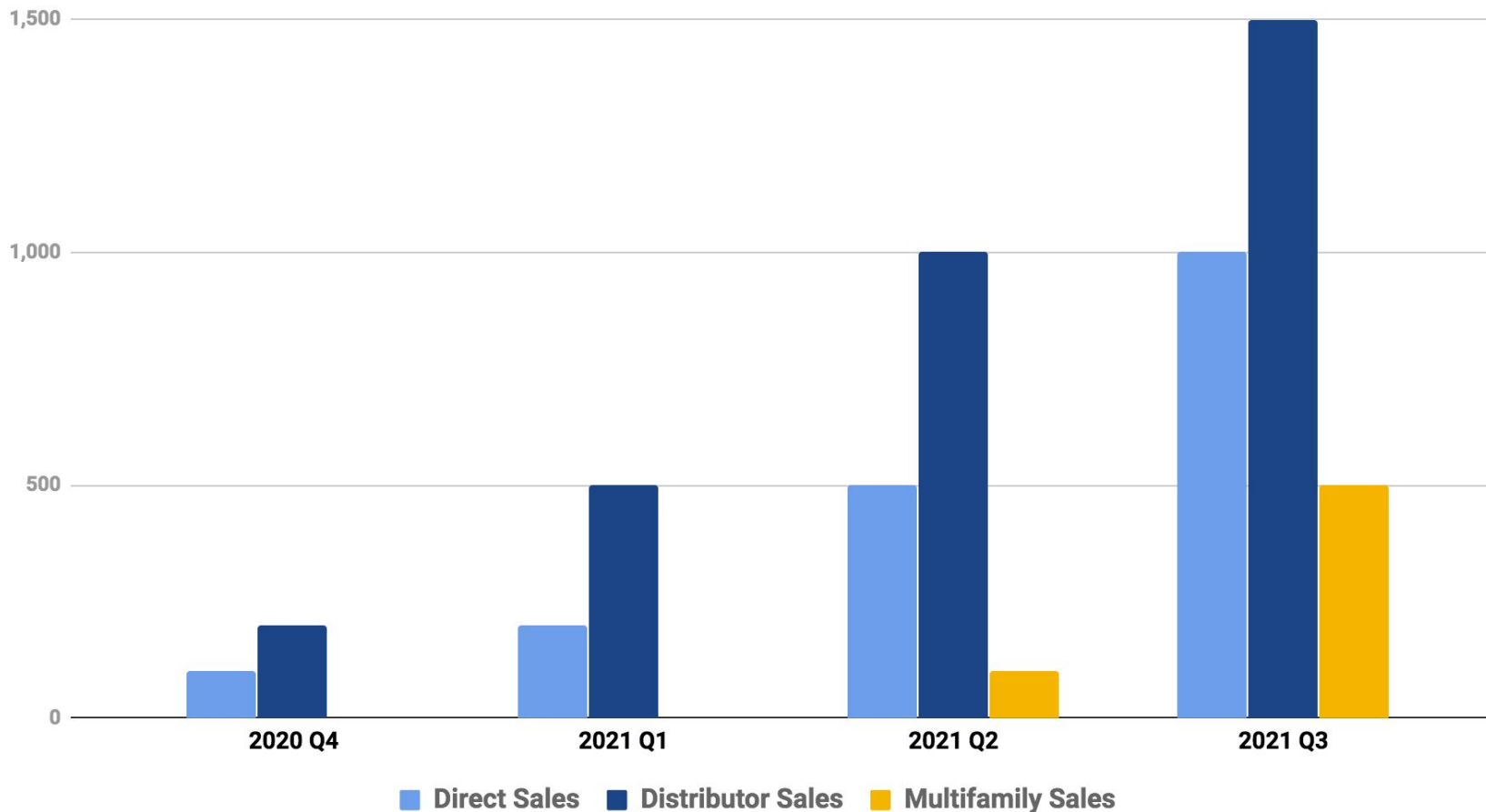
Prepping Hubsai for distributor sales, multifamily sales and AI

Today	2020 Q4	2021 Q1	2021 Q2	2021 Q3
<b>Hubsai Basic Smart Home Plan for Direct Sales</b> <ul style="list-style-type: none"><li>• Hubsai remote installation</li><li>• iOS/Android app</li><li>• Smart locks, smart thermostats, indoor cameras, smart lights, garage door opener</li><li>• Lights grouping &amp; filtering</li></ul>	<b>Hubsai Plans for Distributor &amp; Installation</b> <ul style="list-style-type: none"><li>• Automated installs via hole-punching</li><li>• Safety devices added: motion sensor, water leak sensor, CO/Smoke sensor</li></ul>	<b>Hubsai Plan &amp; Product Improvements</b> <ul style="list-style-type: none"><li>• User-defined scenes and automations</li><li>• User account admin features</li><li>• Proprietary Z-Wave protocol software</li><li>• Support of additional smart devices</li></ul>	<b>Hubsai Smart Apartment v1 for Multifamily Sales</b> <ul style="list-style-type: none"><li>• Smart Apartment plan: Smart lights, water leak sensor, smart thermostat, indoor camera, smart plugs</li><li>• Tenant/owner notification capability</li><li>• Owner dashboard</li></ul>	<b>Hubsai AI v1 and Smart Apartment v2</b> <ul style="list-style-type: none"><li>• First AI release with user recommendations</li><li>• Second Smart Apartment release with admin &amp; notification improvements</li><li>• Support of additional smart devices</li></ul>

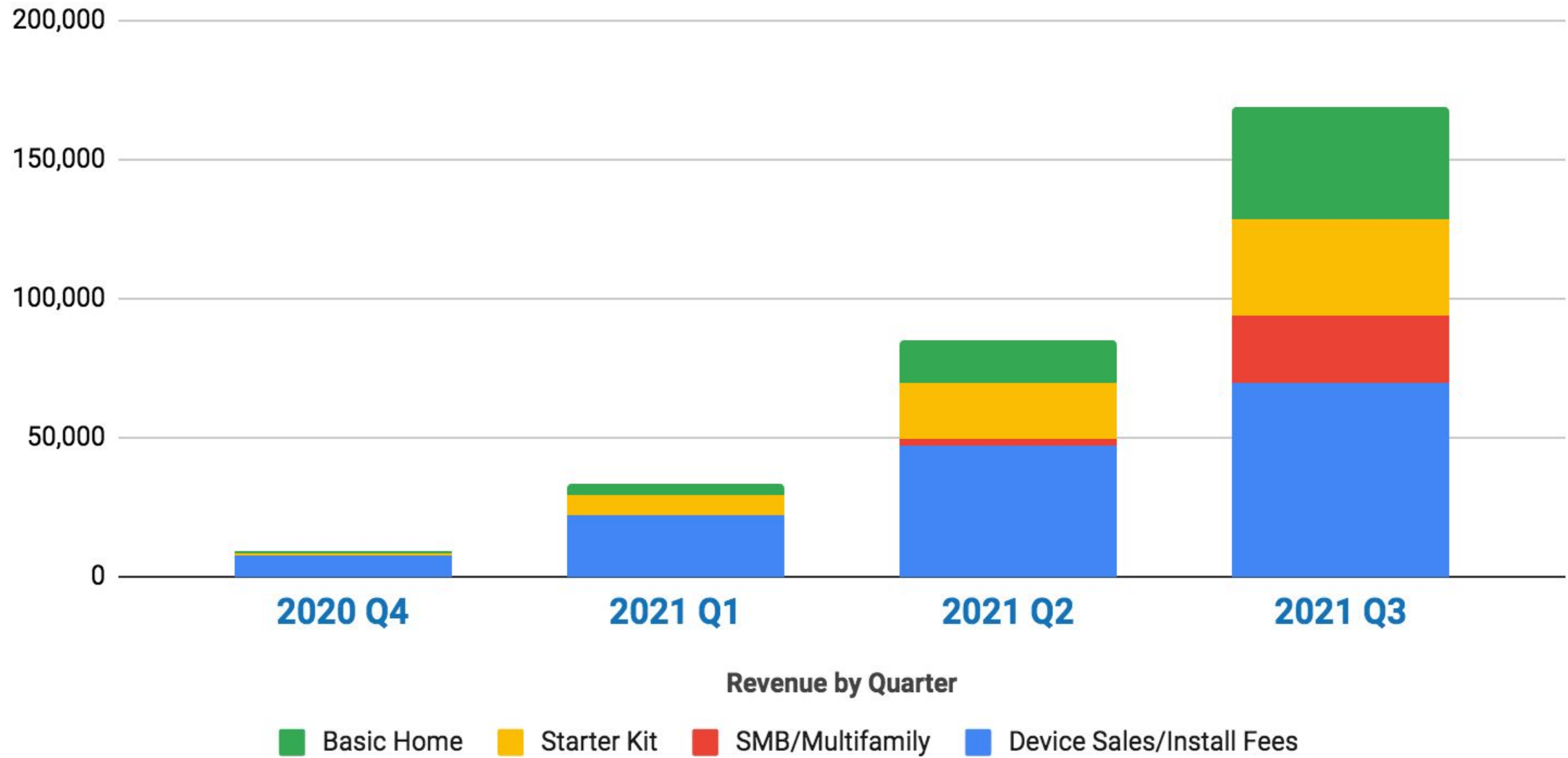
# Hubsai business model

Direct, distributor, and multifamily sales

## New Customers by Sales Channel



# Projected Revenue Q4 2020 - Q3 2021





# Hubsai Leadership



## **Mike Ghodoosian** **Founder & CEO**

CEO of KEMG, Universal Responses, EVP of Sales at Aluma Tower and Director of Global Accounts at Siemens. Expertise in industrial automation, IoT and AI.



## **Dr. Hossein Eslambolchi** **Advisory Board Member**

Chairman & CEO of 2020 Venture Partners. Technical Advisor to Facebook 2016-19. Prior CEO at AT&T Bell Labs. Holds 1,200+ patents. Awarded AT&T Fellow.



## **Nikolas Markou** **Advisory Board Member**

Head of AI/ML at Electi Consulting. Previous Principal Engineer at Data Synthesis EU and Yodiwo Greece - 2016 winner of the MIT Startup Greece competition.



## **Mojtaba Janatpour** **Advisory Board Member**

Managing member of Next Level Architecture. 30-year veteran of multifamily property construction. Prior research scientist at GE and holder of several process patents.



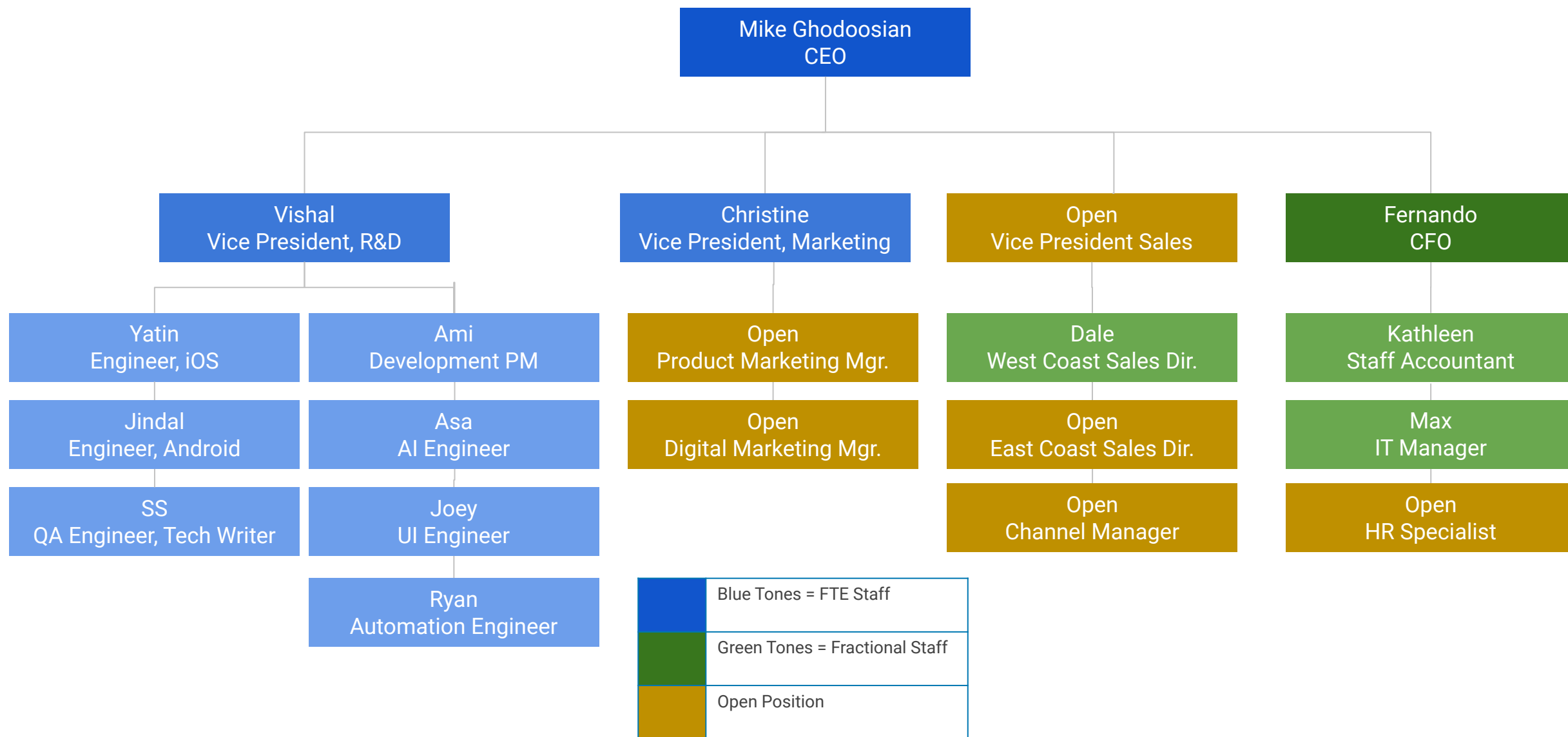
## **Alan King** **Advisory Board Member**

Founder and President of Alan King and Company, now SitusAMC, a provider of advisory, outsourcing, and technology solutions to the real estate finance industry.



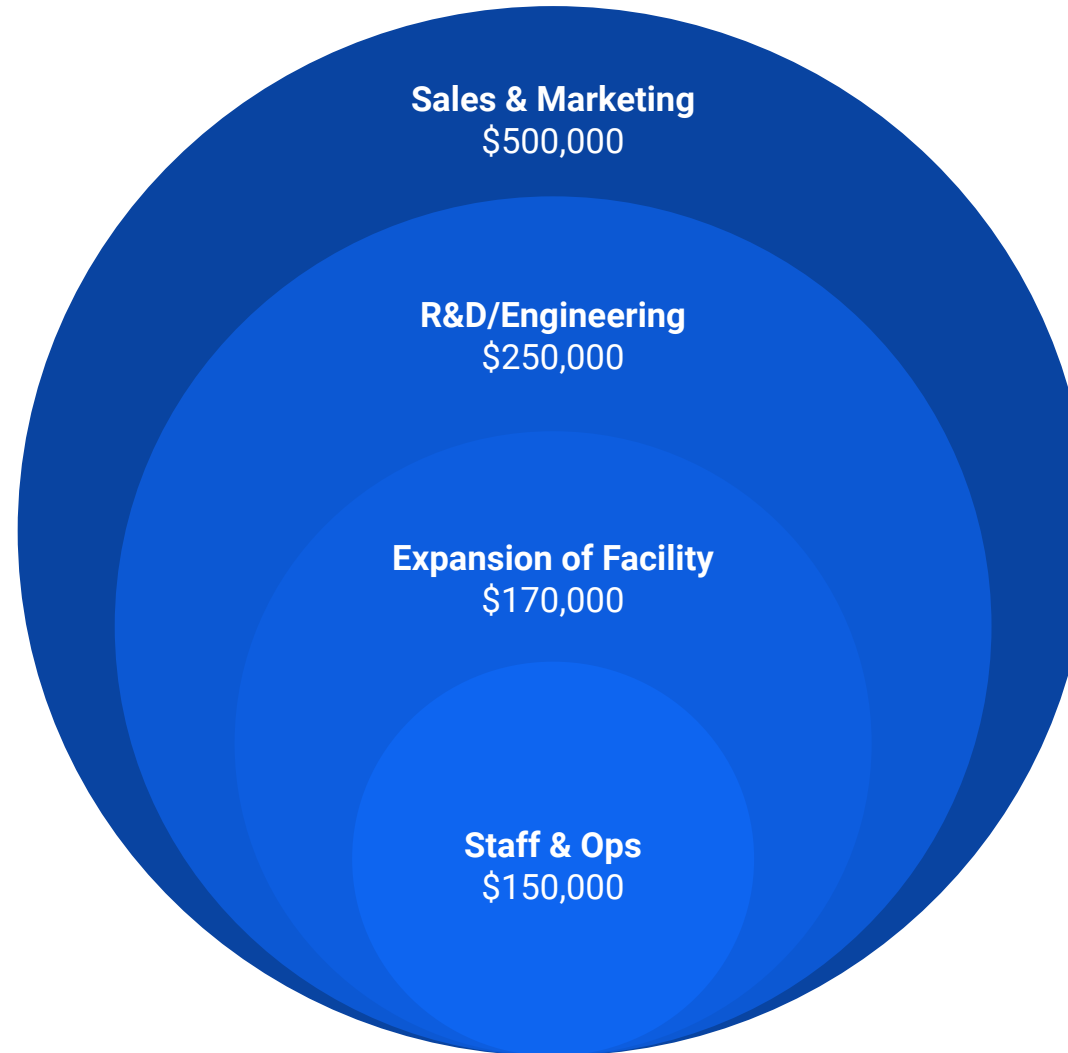
## **Hamid Farzaneh** **Advisory Board Member**

CEO and Cofounder of Alea Labs, a Silicon Valley startup developing smart devices for HVAC systems. Previous CEO and Cofounder of Sensoplex, gait technologies leader.



# Net Capital Fund Raise Allocation

**\$1,070,000**  
Net Capital  
Fundraise







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# Thank You!

**Mike Ghodoosian, [ceo@hubsai.com](mailto:ceo@hubsai.com)**

