

Amera IoT: Birth of Startup



What does it take to be a Startup?

- An Idea

Q: How many ideas are out there?

- An Entrepreneur

- Vision, Uber-driven, Fundable, Smoozer

- Execution People

- Technical Leader

- Bridge between possible and reality

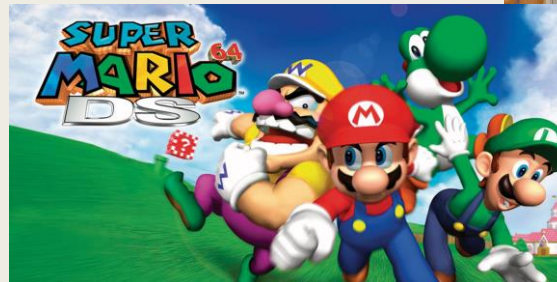
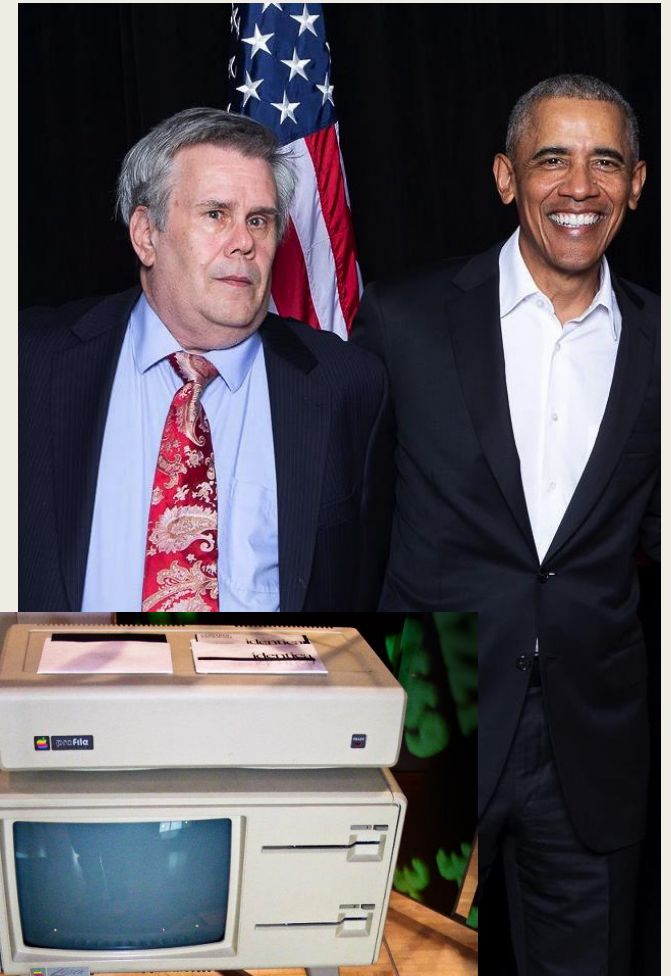
- CFO, Legal Counsel, Contributors

- Board of Directors



Amera IoT Cast

- Entrepreneur
 - *Chris Daly, CEO of Metro-splash, Matchmaker, Packard Bell, Emerson Electronics, Aston-Tate*
- Technical
 - *Max Fleming, CTO*
- Board of Directors
 - *Founder of VLSI, Head of Security for Founder of Symantec, GM of TI Division, VP for iPad, Phoenix Bios, PC Anywhere*
- Legal Counsel
 - *incorporated Apple, Pioneer of "Look and Feel" laws*
- Investors
 - *MCC (Nintendo, chips)*





SERENDIPITOUS START

An Intersection of People, Needs and Ideas

Founder's Motivations

- Chris Daly (CEO)
 - *Medical, Last Company Failed*
 - *Lots of Ideas*
 - *I need One More Rodeo*
- Jack Balletto (Capital)
 - *Family Care, 2x 40-50 years*
 - *I need One More Rodeo*
- Max Fleming (CTO)
 - *Trained replacements at BofA*
 - *Miss Technical Work*
 - *I need One More Rodeo*



Unforgiven, Clint Eastwood (1992) ₁

The Needs We Saw

- IoT is Insecure. Every Week, Ring, SimpliSafe, Hue have been hacked. **Why are we exposing our homes and businesses?**

Your Philips Hue light bulbs can still be hacked —

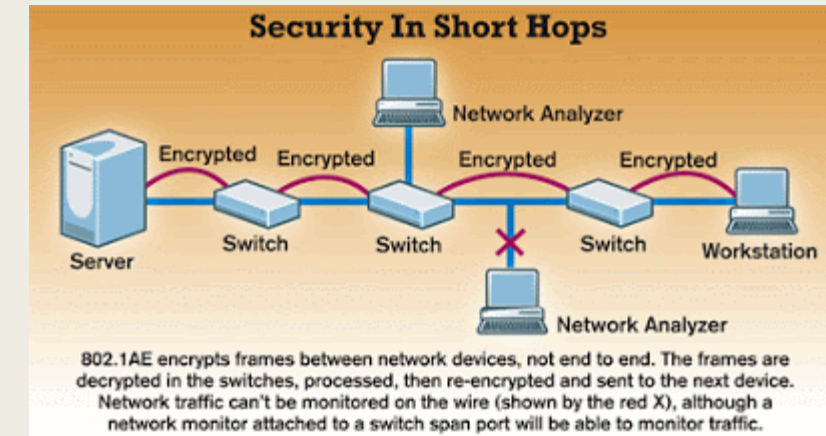
- *Collaboration Tools (Zoom, Teams) Secure only hop-to-hop, in the clear at each relay servers. **Where is End-to-end Encryption?***

- *Long Term Cloud encryption. 3rd party vendors want to manage your keys. **How many vendors have at least 1 rogue employee?***

Somebody's Watching: Hackers Breach Ring Home Security Cameras

Unnerved owners of the devices reported recent hacks in four states. The company reminded customers not to recycle passwords and user names.

ring.com



Our Vision – Better Security

- *Can you remember 100 plus gibberish passwords?*
 - *Me neither!*
 - *Remember a picture and a 6 digit Pin? Yep!*
 - *You create and control encryption keys*
- *End to End Encryption*
 - *Man in the Middle can't see it.*
 - *Long term storage, you control your own keys*



Picture: 1976
Ducati 750 #7
PIN: 19767507

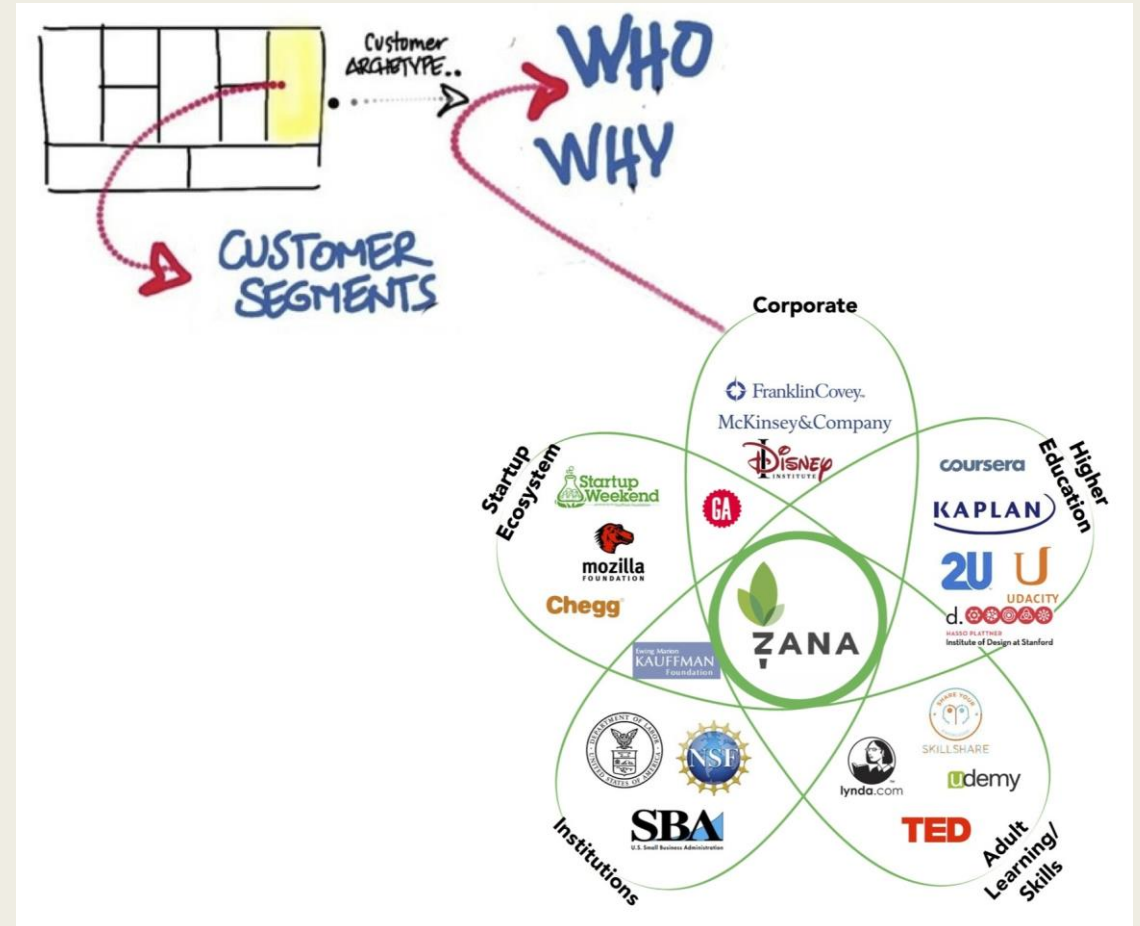
Know Your: Competition and Customers

■ Petal Diagram

- Who is your competition?
- Who are their customers?
- Where do you fit?

■ Amera IoT

- Commercial IoT
- High End Consumer IoT
- Conferencing/Remote Work
- Pivot or Persevere ???



Petal Diagram 3



PLAN TO EXIT

All Things Must Pass



Startups are built to Exit

- Exit Stats: **IPO 0.1%** Acquisition 40% Out of business 50% Anything else 9.9% ₂
- Investors, Contributors all want paid < 10 years
- Acquisition
 - Large Acquisition: Facebook -> Instagram. C-Suite, Team 🧑??
Value is product and/or committed user base.
 - Acquire: Facebook -> FriendFeed. *Value is team 🧑 of people to create future value.*
 - Small Acquisition: C-Suite, Team 🧑, *Value already created in technology.*
- How is your stock structured?

Amera IoT Exit

■ The Investors Cycle

- *“Pre-money”₅ sets value* Pre \$20M, invest \$1m => 5%
- *Dilution is inevitable*
- *Founders losing control is likely*

■ Amera IoT is targeting Small Acquisition

- *We don't want a career*
- *Primed for Technology Purchase*
- *2021??*



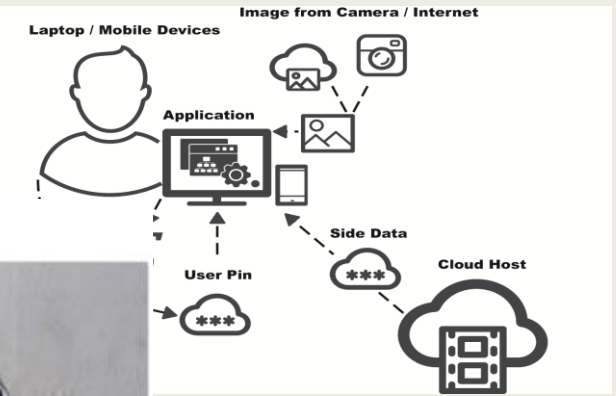
PROOF OF CONCEPT

Ideas – cheap. Working Ideas – Priceless!

Picture + Pin -> Encryption Key

You control it, its easy

- You *can* remember a picture and a pin
- You create strong keys and passwords
- Patent was Granted in about 3 months



Patent Sketch



Key

414a356fec1101f974235194b782a3fe9a828f5

Encryption Controls

Picture

Choose picture

PIN

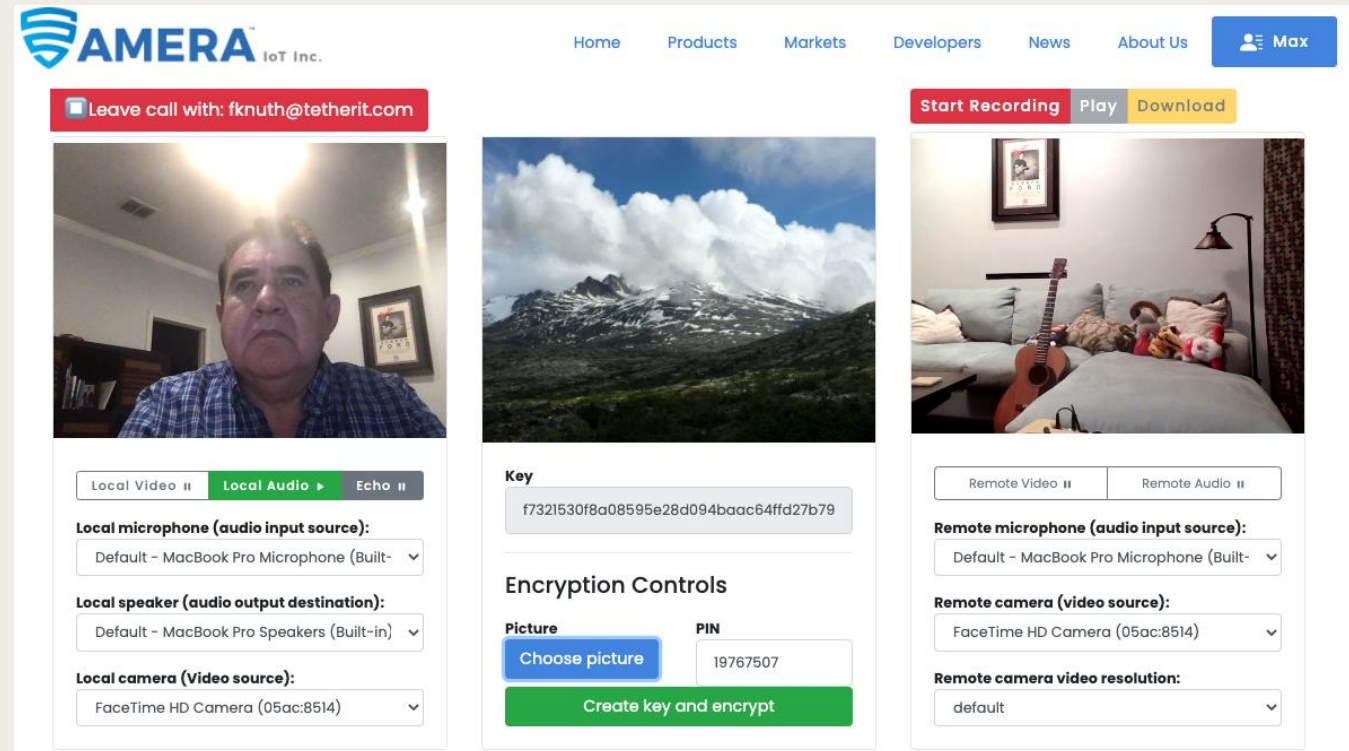
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Create key and encrypt

The real thing!

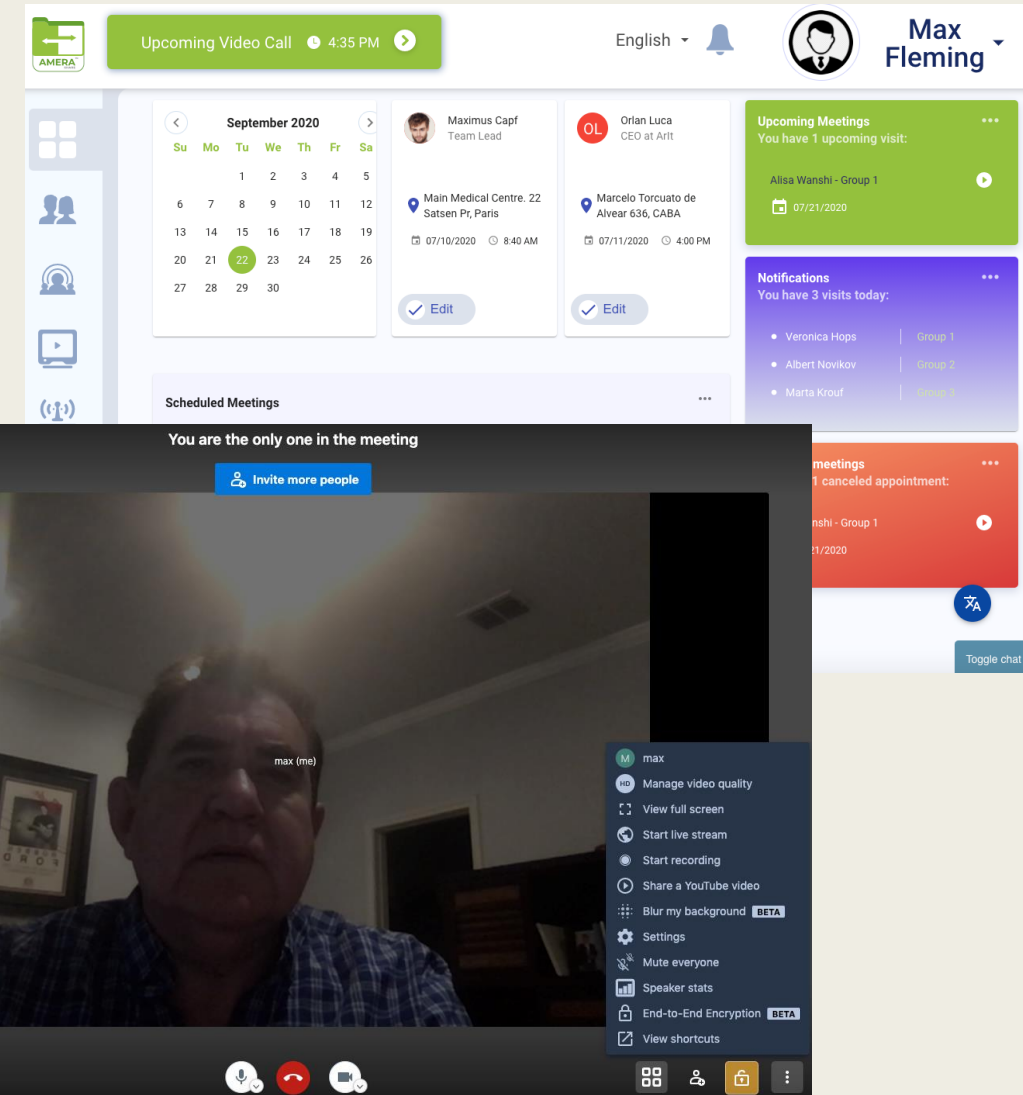
Personal Conference and File Share

- End-to-end encryption. Under your control.
- Truly Private Conferencing.
- Nothing like it in the world.



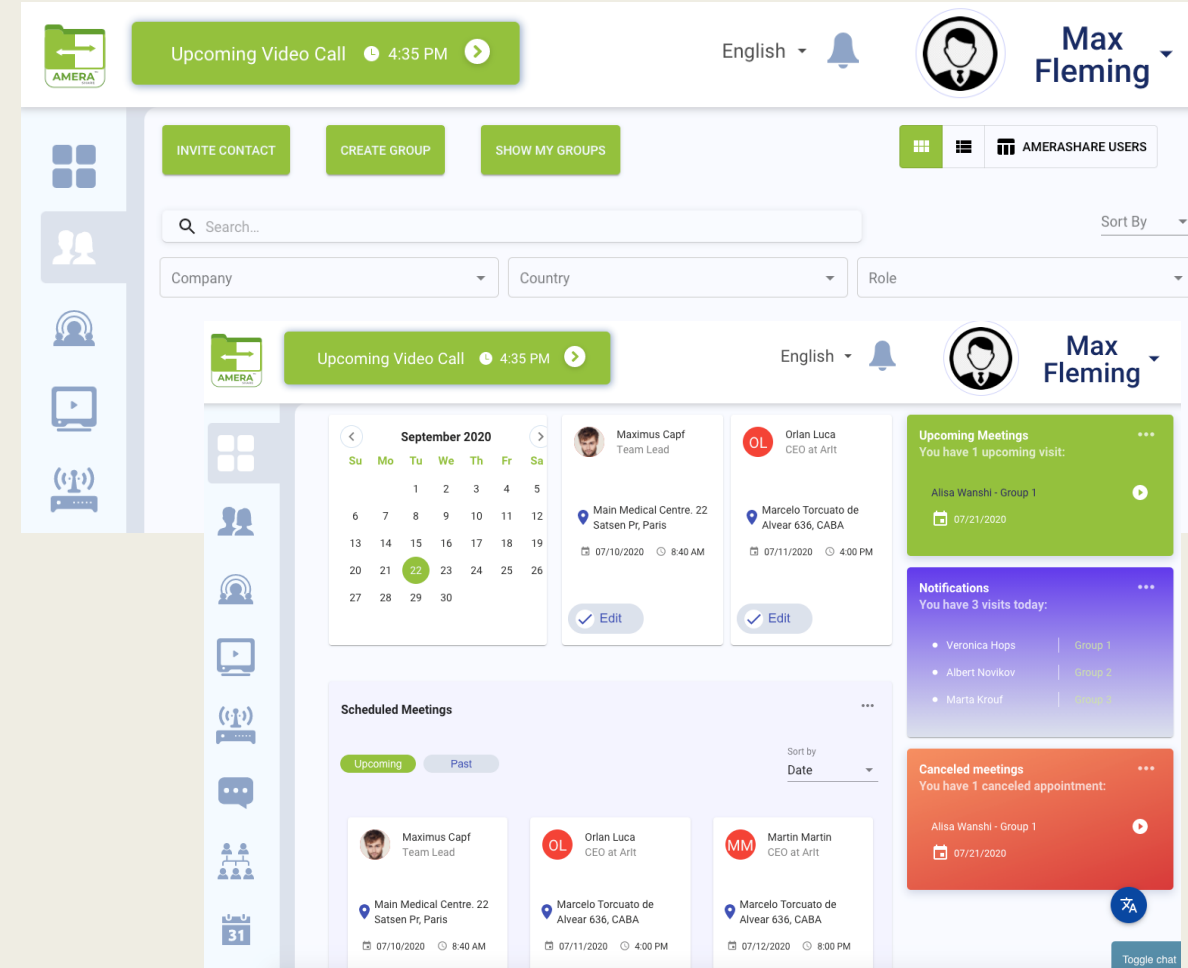
Collaboration – Zoom Killer

- Group Conferencing with Security
- Personal Conferencing
- Secure File share
- Calendar and Contacts



User Base Management

- Backend for managing large member bases
- Member Analytics
 - *Who is accessing from where?*
 - *What value can I provide uses?*





WHAT'S NEXT?

The season is not over!

Amera IoT Options on Sept 2020

- Build-Measure-Learn: The Startup Cycle
- Investors are Confident we can deliver
- Several Alternative Business Plans Circulated
 - *Input from Current Investors*
 - *Input from Potential Investors*
- Decision and Next Proof of Concept



QUESTIONS?

References

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