Hubsai
Smart Homes Simplified™

Investor Presentation | Mike Ghodoosian, 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**!

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The smart home challenge for consumers:

Lack of smart device **interoperability**

Degree of **technical skill** required

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

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3

Creating frustration & poor user experience

1st floor thermostat
water leak detectors

1st floor lights
motion sensors
2nd floor lights

garage door opener

front door lock
video cameras

8 apps to control a basic single-family smart home setup!

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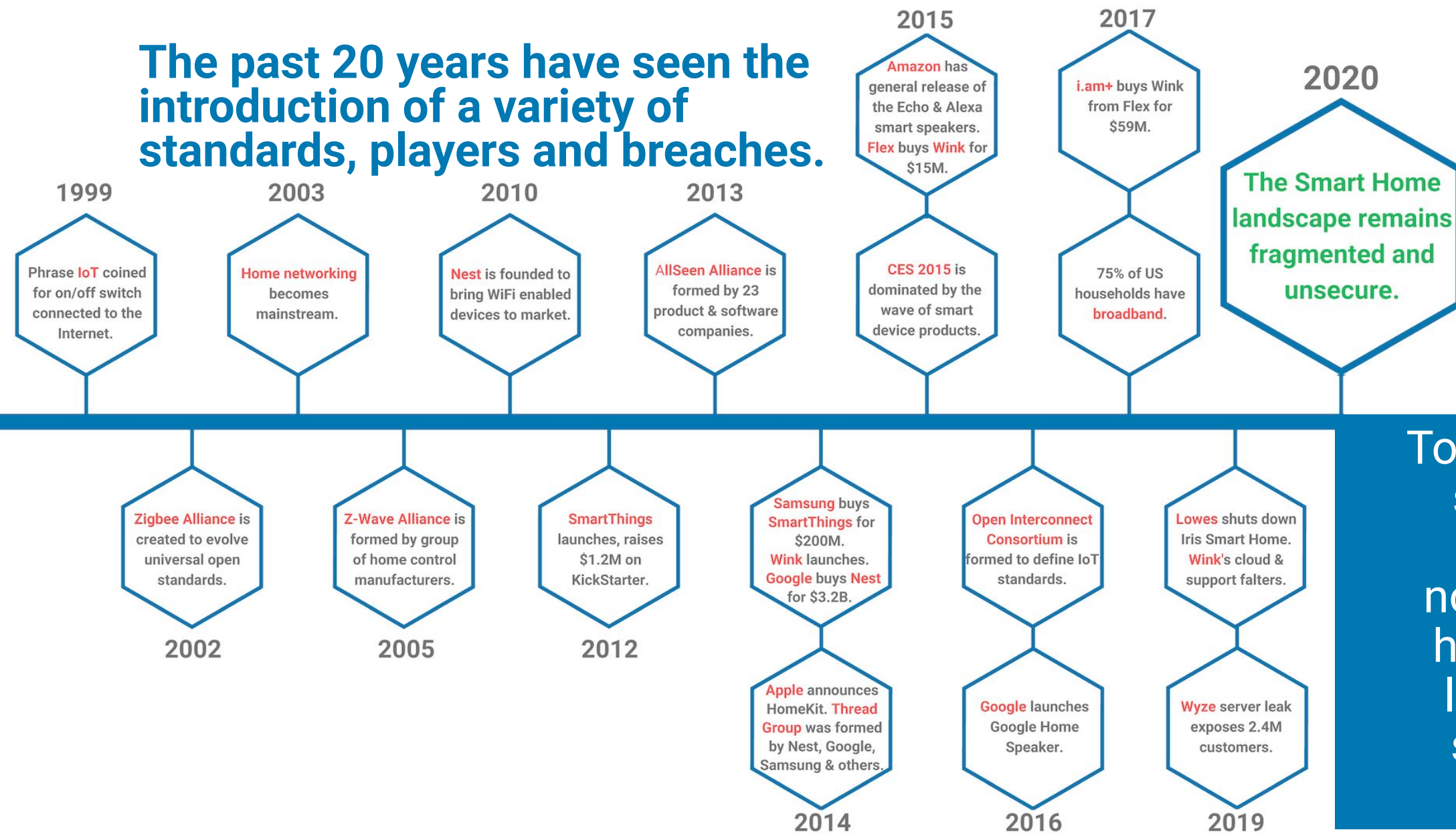
What we offer

- 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
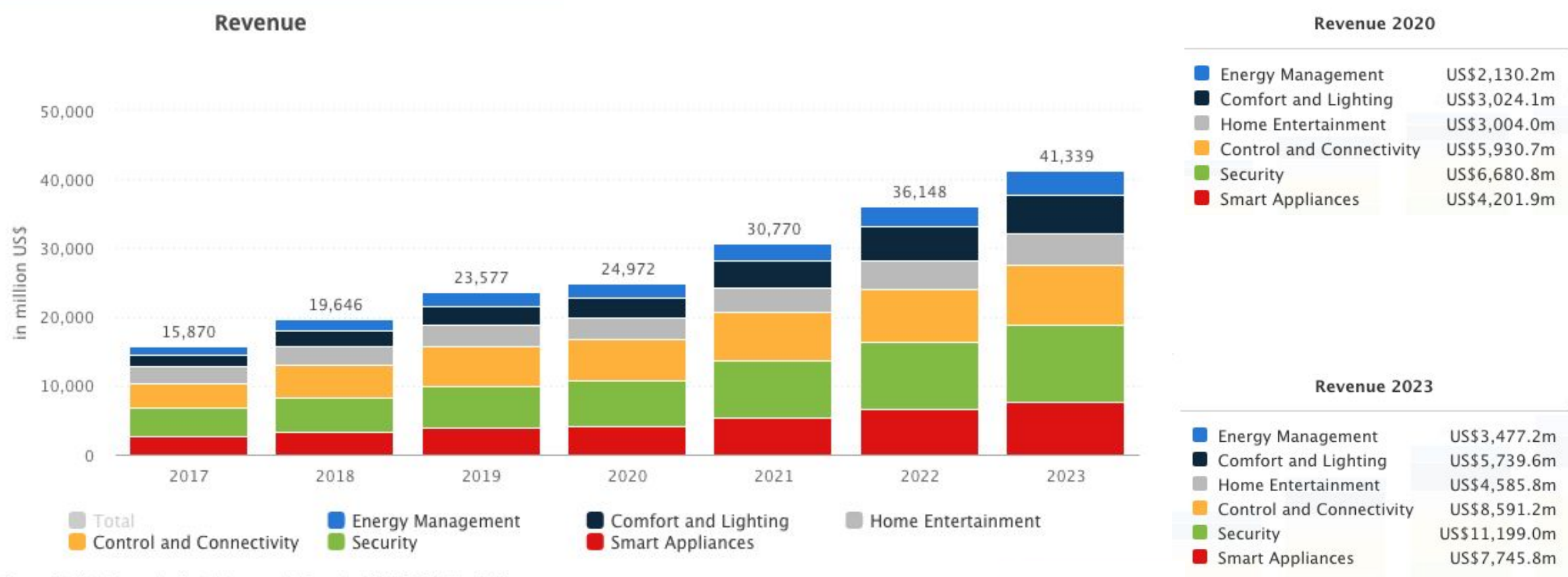
How customers benefit

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.

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

1999 — Phrase **IoT** coined for on/off switch connected to the Internet.

2003 — **Home networking** becomes mainstream.

2010 — **Nest** is founded to bring WiFi enabled devices to market.

2013 — **AllSeen Alliance** is formed by 23 product & software companies.

2015 — **Amazon** has general release of the Echo & Alexa smart speakers. **Flex** buys **Wink** for $15M.

2015 — **CES 2015** is dominated by the wave of smart device products.

2017 — **i.am+** buys Wink from Flex for $59M.

2017 — 75% of US households have **broadband**.

2020 — The Smart Home landscape remains fragmented and unsecure.

2002 — **Zigbee Alliance** is created to evolve universal open standards.

2005 — **Z-Wave Alliance** is formed by group of home control manufacturers.

2012 — **SmartThings** launches, raises $1.2M on KickStarter.

2014 — **Samsung** buys **SmartThings** for $200M. **Wink** launches. **Google** buys **Nest** for $3.2B.

2014 — **Apple** announces HomeKit. **Thread Group** was formed by Nest, Google, Samsung & others.

2016 — **Open Interconnect Consortium** is formed to define IoT standards.

2016 — **Google** launches Google Home Speaker.

2019 — **Lowes** shuts down Iris Smart Home. **Wink**'s cloud & support falters.

2019 — **Wyze** server leak exposes 2.4M customers.

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

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The US smart home market 2017-2023

Revenue

in million US$

	2017	2018	2019	2020	2021	2022	2023
Total	15,870	19,646	23,577	24,972	30,770	36,148	41,339

Legend: Total · Energy Management · Comfort and Lighting · Home Entertainment · Control and Connectivity · Security · Smart Appliances

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

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

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Opportunity for Hubsai:
The smart home market gap*

Full Service/
Security Monitoring
Providers

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

DIY
Smart Home
Vendors

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

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

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

*The Hubsai solution covers: Control & Connectivity + Comfort & Lighting + Energy Management

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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

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Where Hubsai sits today against full-service & DIY players

Ability to Execute

Completeness of Vision

Challengers

Leaders

Niche Players

Visionaries

ADT

NEXIA.

SimpliSafe

vivint. SmartHome

ALARM.COM

SmartThings

Control4

abode

HomeSeer

vera an ezlo company

Hubsai

wink

Hubitat

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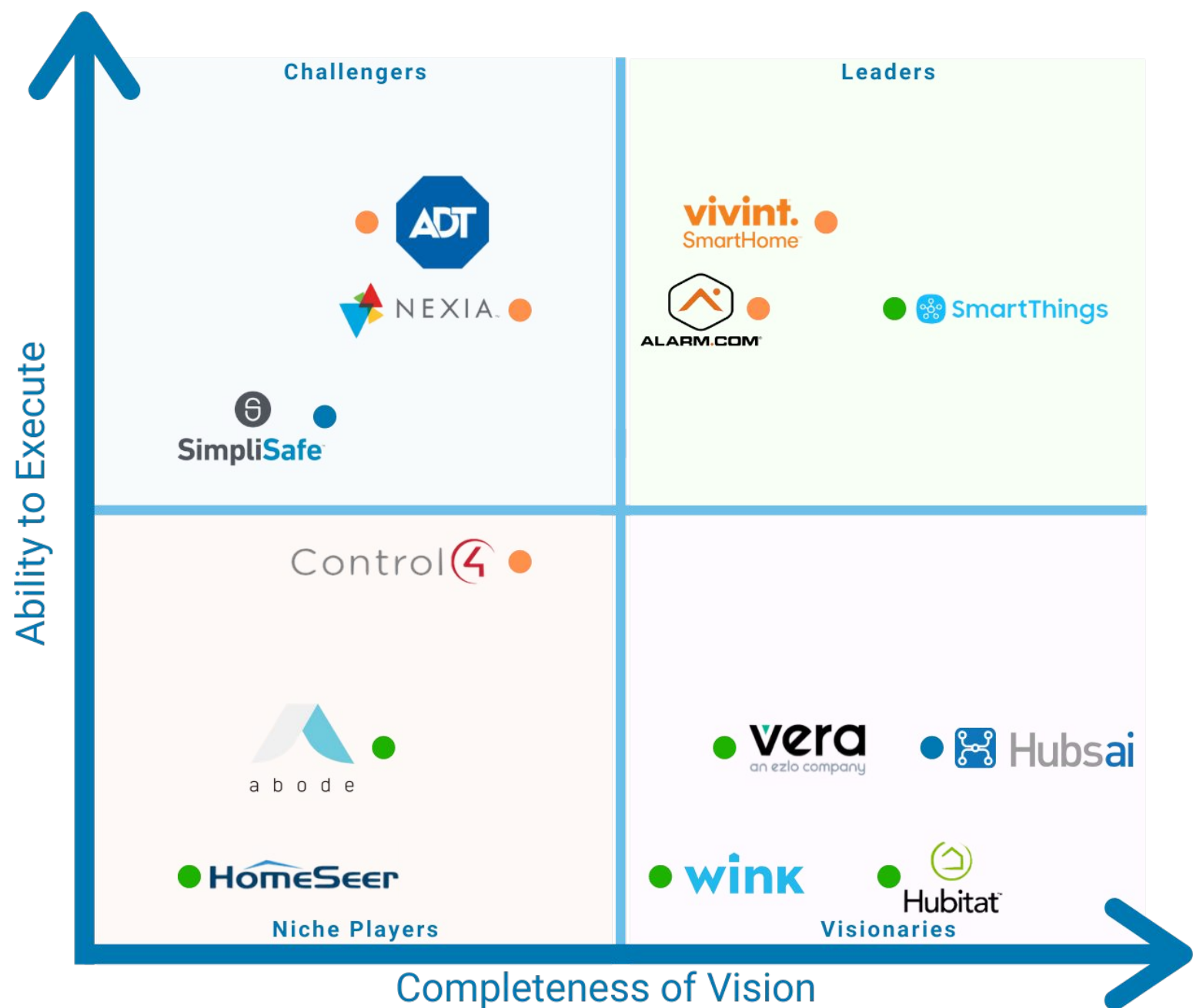
Hubsai has the vision.

Partnering with distributors or a major ISP introduces the ability to scale.
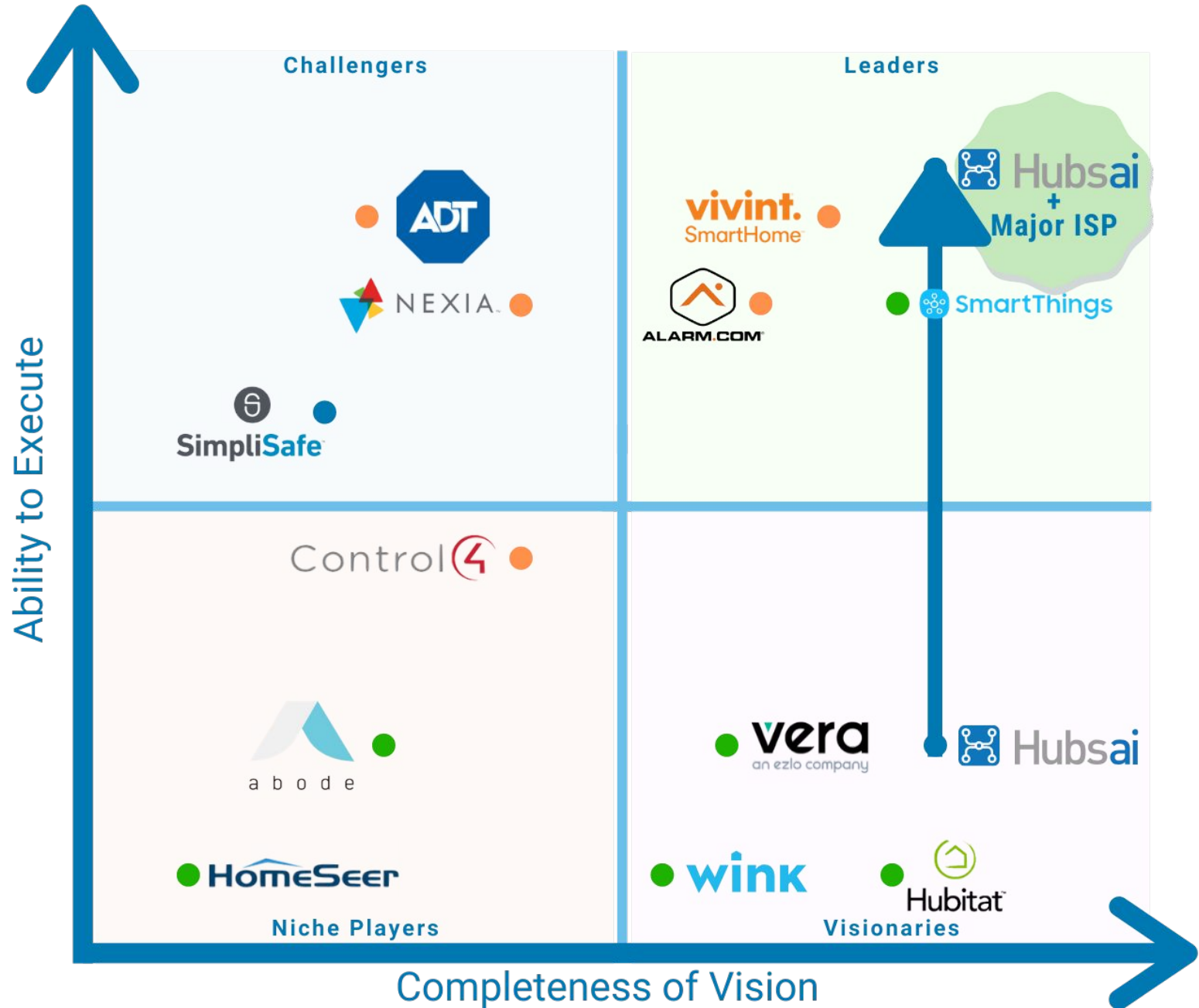
The key to success in the Smart Home DIFM market: Convert the holdouts

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.

Smart Home Problems to Solve

- Lacking a killer app for the whole home
- Tech-heavy male dominated community
- New customer entrants are leery
- Privacy concerns
- Skews towards young and wealthy

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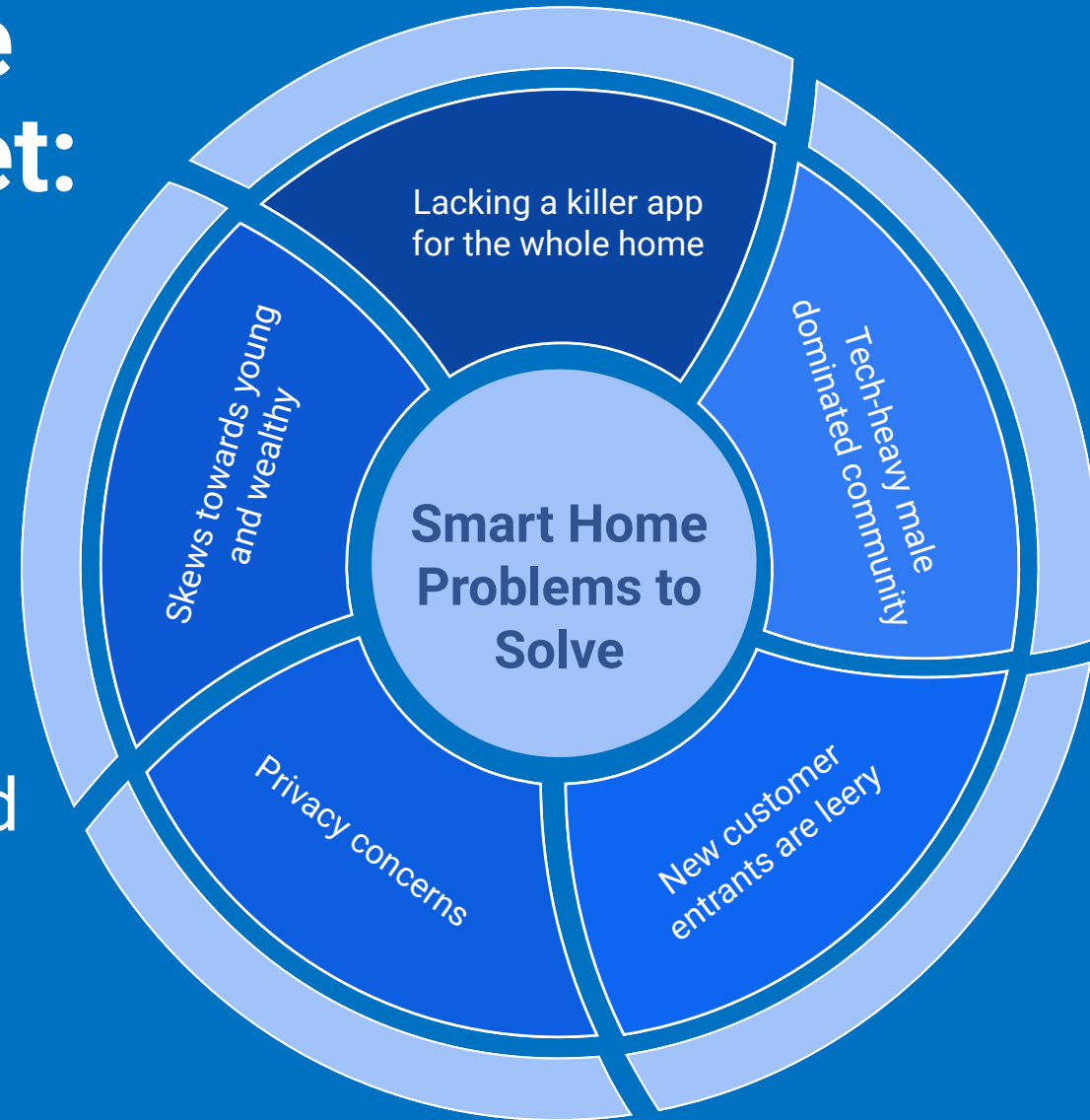
Hubsai Smart Home can win over the holdouts

"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 circular diagram contains:
- High-quality, affordable professional installation
- Complete data and access privacy
- **How Hubsai converts the Smart Home Holdouts**
- Auto OTA software & firmware updates
- Greater ease-of-use
- Smooth cross-product interoperability

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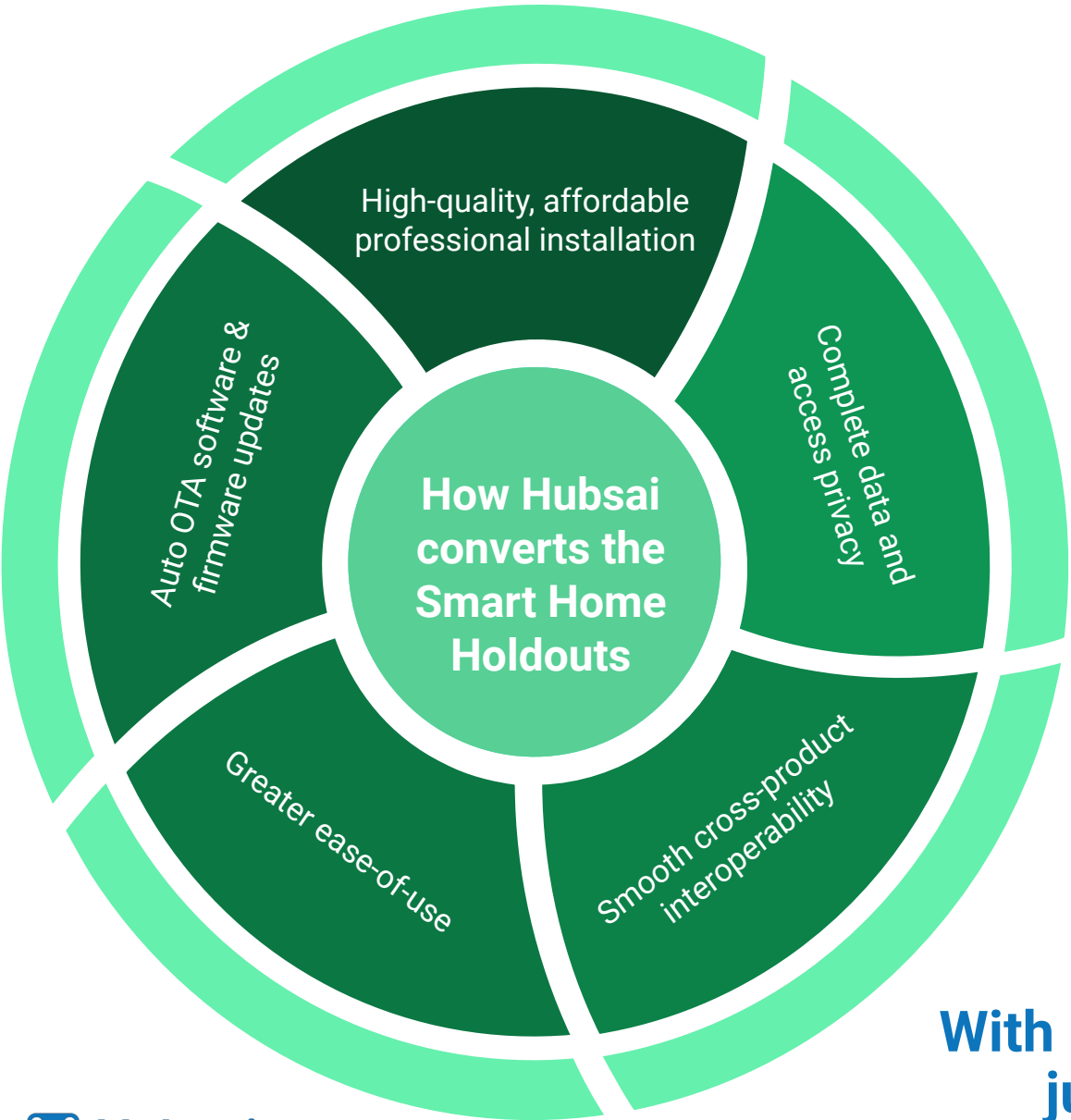
The solution

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.

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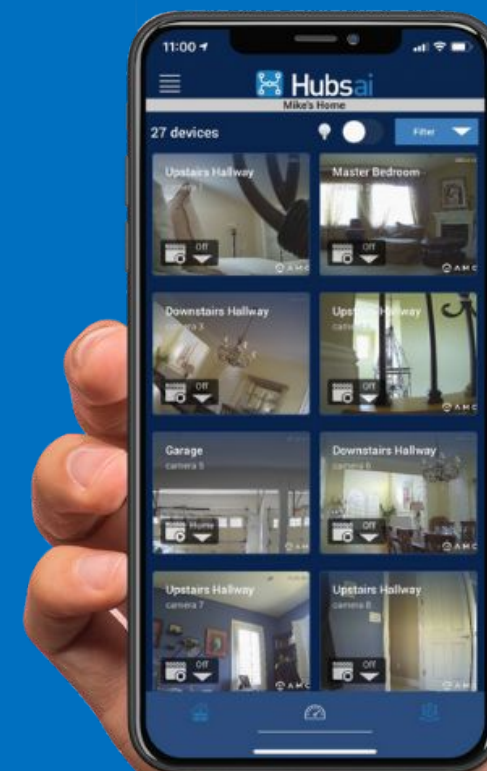
The Hubsai basic package today

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
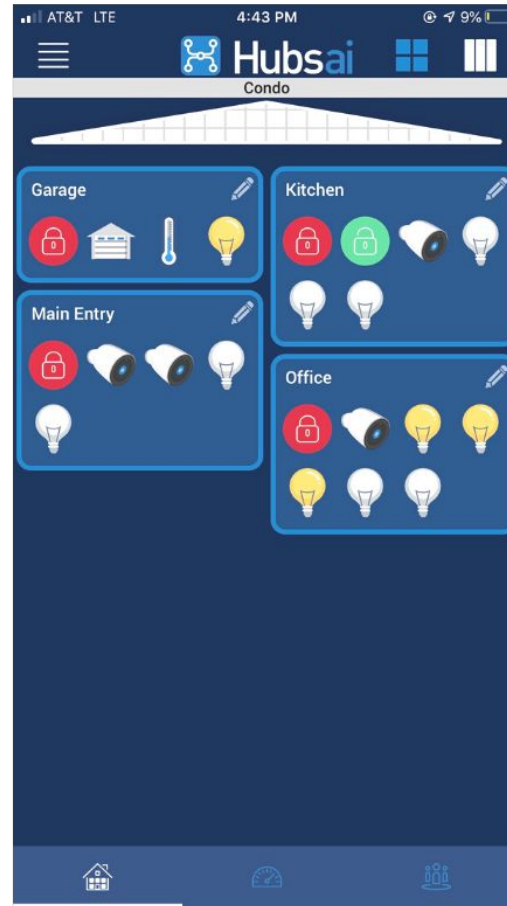- Amcrest 1080P Outdoor

Garage Opener
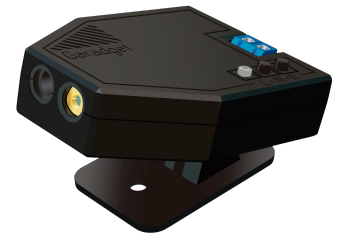
- Garadget Door Controller
- Works with any door type

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Unique Hubsai app features
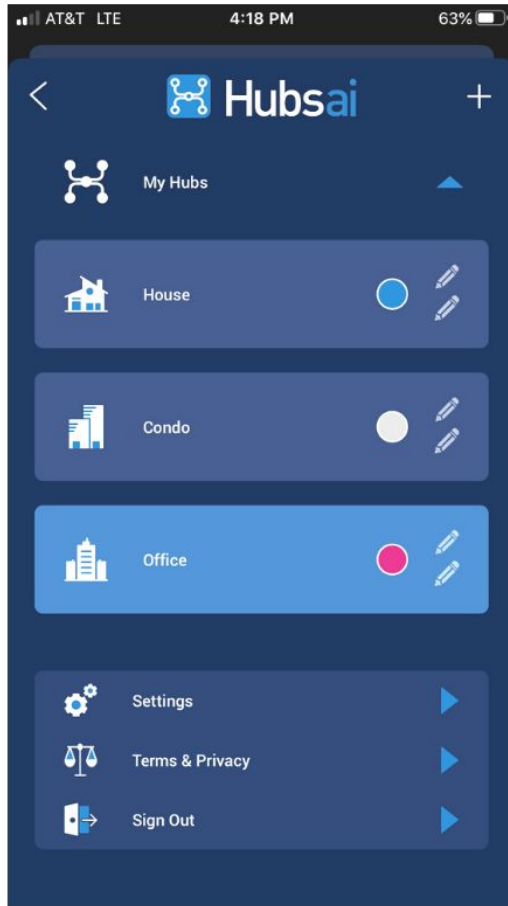
Multi-Hub
Multiple smart home locations can be controlled from a single app.

Home Map
All connected devices are displayed by room in a single view.
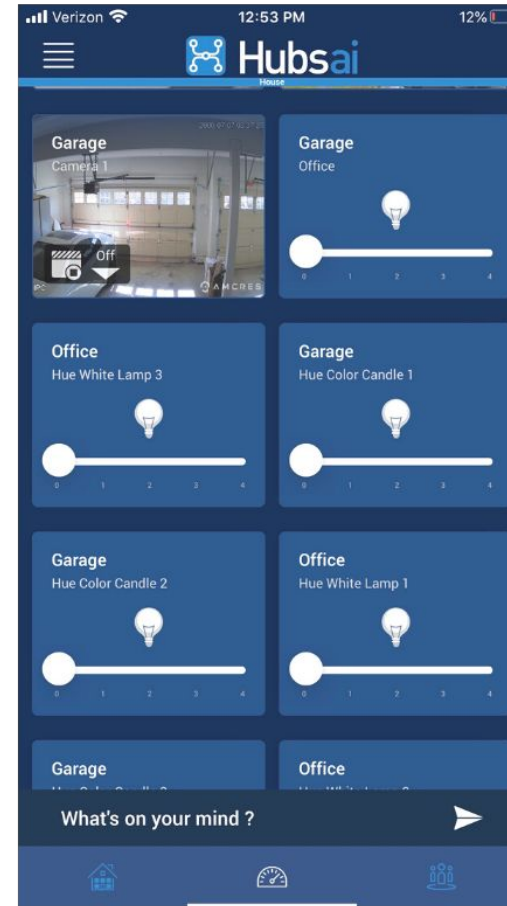
Dashboard
See the status of all devices in a single view for quick access.
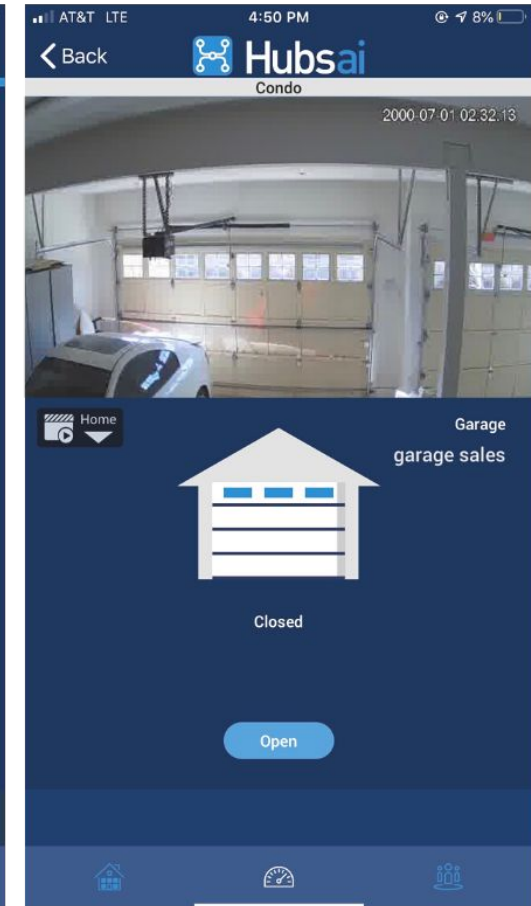
Device/Camera Split Screen
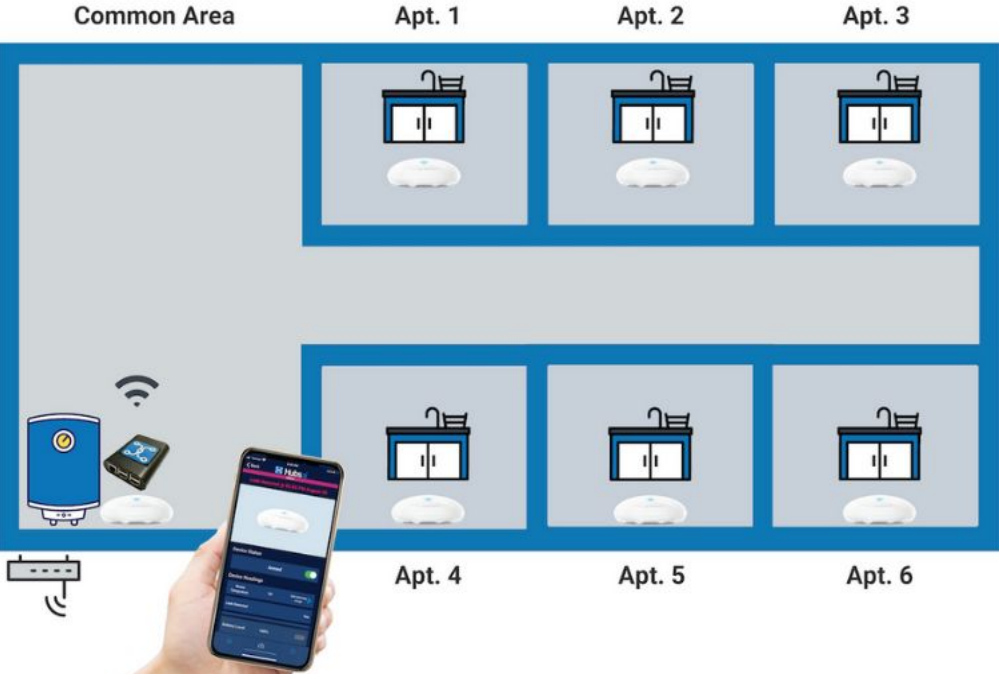On a single screen for locks and garage openers, view device status and camera live feed.

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3 Hubsai Offerings

For Homeowners
Hubsai Smart Home Starter Kit

For Multifamily
Hubsai Smart Water Leak Detection

Common Area   Apt. 1   Apt. 2   Apt. 3

Apt. 4   Apt. 5   Apt. 6

For SMBs / Multi-Location
Hubsai Smart Building

The 1-year product roadmap

Prepping Hubsai for distributor sales, multifamily sales and AI

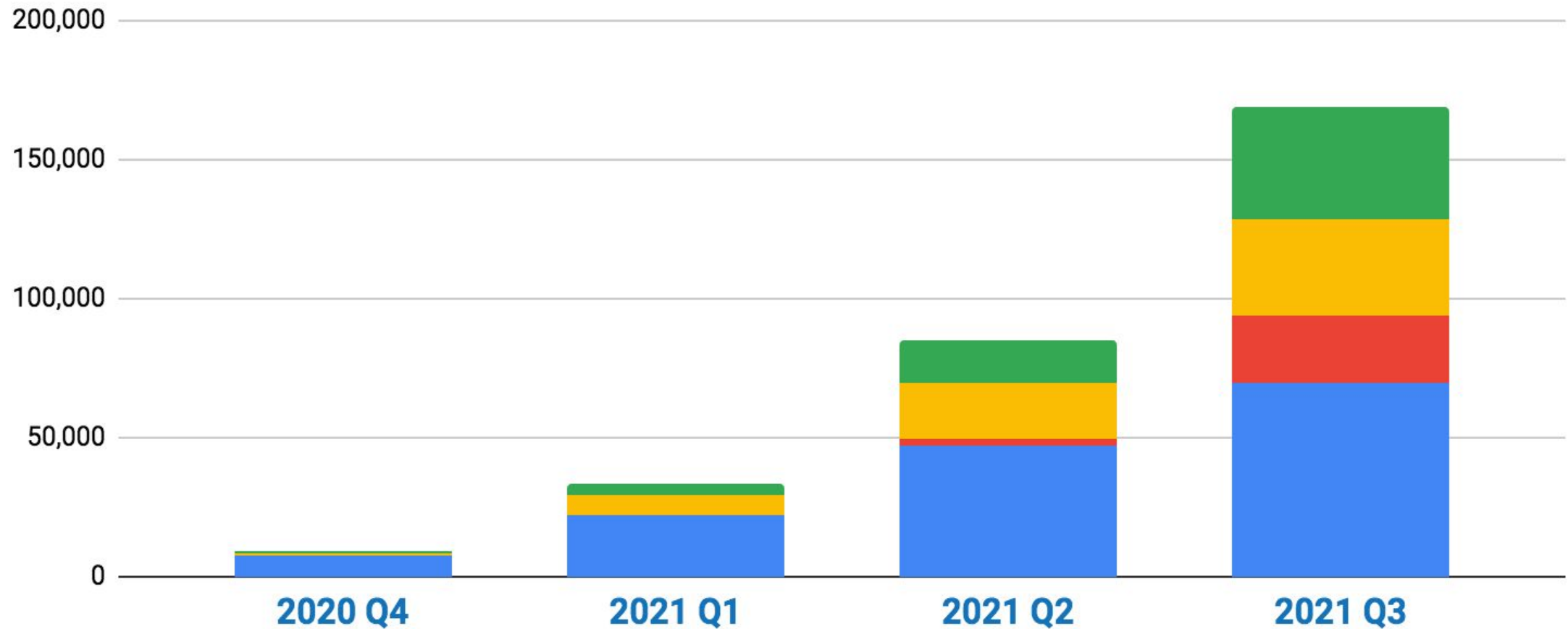| Today	2020 Q4	20021 Q1	2021 Q2	2021 Q3
Hubsai Basic Smart Home Plan for Direct Sales	**Hubsai Plans for Distributor & Installation**	**Hubsai Plan & Product Improvements**	**Hubsai Smart Apartment v1 for Multifamily Sales**	**Hubsai AI v1 and Smart Apartment v2**
• Hubsai remote installation • iOS/Android app • Smart locks, smart thermostats, indoor cameras, smart lights, garage door opener • Lights grouping & filtering	• Automated installs via hole-punching • Safety devices added: motion sensor, water leak sensor, CO/Smoke sensor	• User-defined scenes and automations • User account admin features • Proprietary Z-Wave protocol software • Support of additional smart devices	• Smart Apartment plan: Smart lights, water leak sensor, smart thermostat, indoor camera, smart plugs • Tenant/owner notification capability • Owner dashboard	• First AI release with user recommendations • Second Smart Apartment release with admin & notification improvements • Support of additional smart devices

Hubsai business model
Direct, distributor, and multifamily sales

New Customers by Sales Channel

Legend: ■ Direct Sales ■ Distributor Sales ■ Multifamily Sales

Categories: 2020 Q4, 2021 Q1, 2021 Q2, 2021 Q3

Y-axis: 0, 500, 1,000, 1,500

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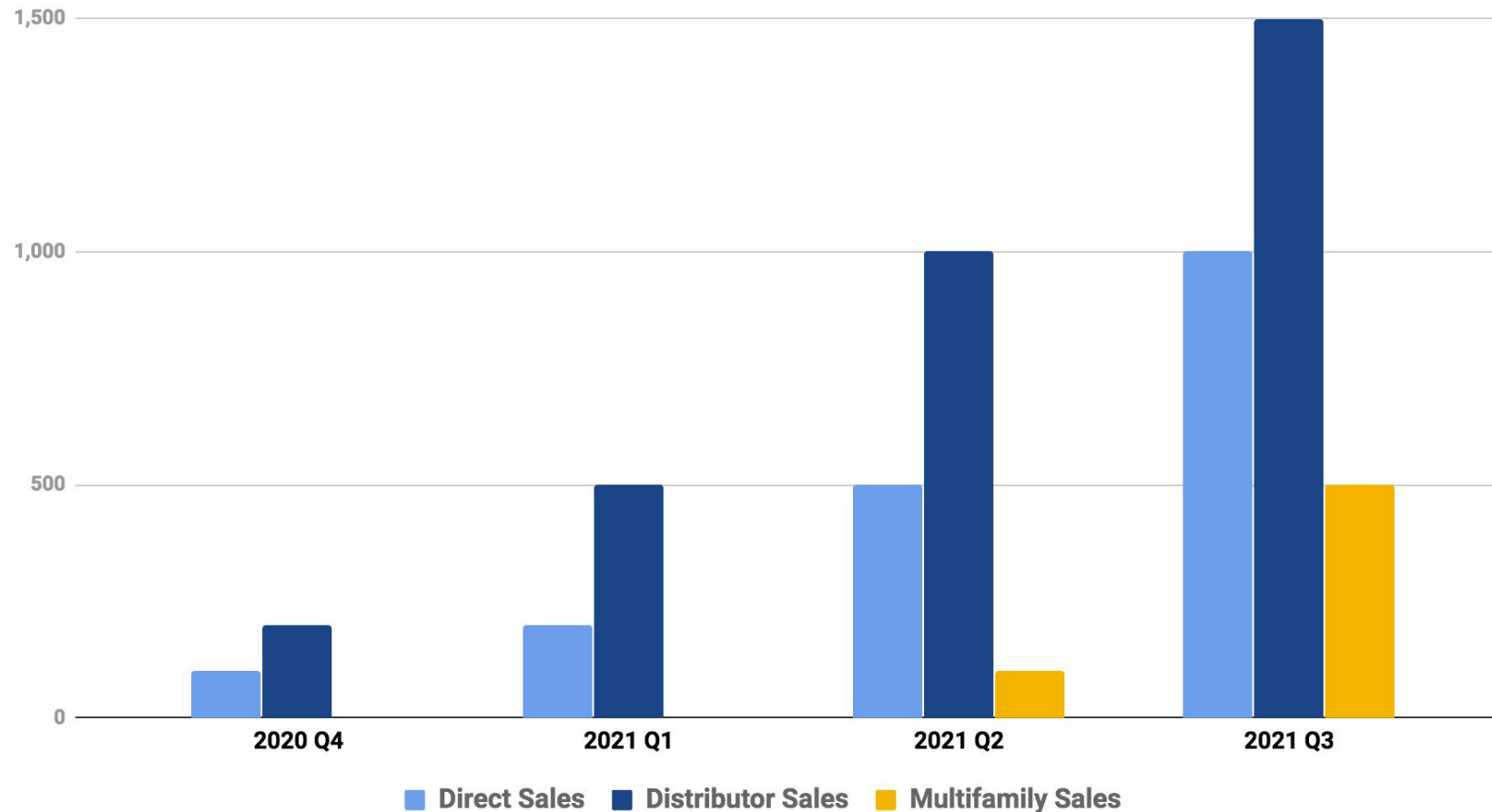
Projected Revenue Q4 2020 - Q3 2021

Revenue by Quarter

Basic Home   Starter Kit   SMB/Multifamily   Device Sales/Install Fees

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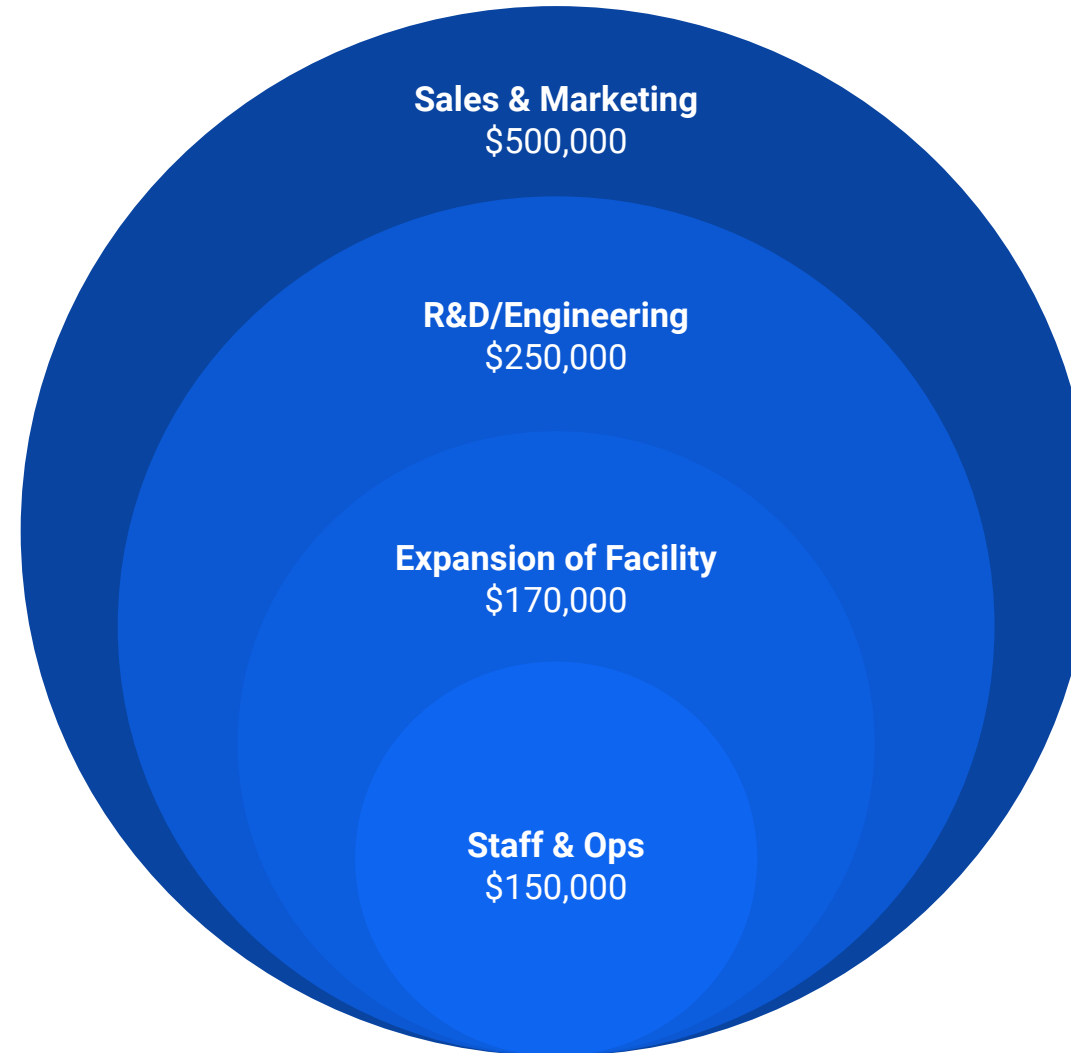
Hamid Farzaneh
Advisory Board Member
CEO and Cofounder of Alea Labs, a Silicon Valley startup developing smart devices for HVAC systems. Previous CEO and Cofounder of Sensoplex, gait technologies leader.

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Mike Ghodoosian — CEO

Vishal — Vice President, R&D
Christine — Vice President, Marketing
Open — Vice President Sales
Fernando — CFO

Under Vishal:
- **Yatin** — Engineer, iOS
- **Jindal** — Engineer, Android
- **SS** — QA Engineer, Tech Writer
- **Ami** — Development PM
- **Asa** — AI Engineer
- **Joey** — UI Engineer
- **Ryan** — Automation Engineer

Under Christine:
- **Open** — Product Marketing Mgr.
- **Open** — Digital Marketing Mgr.

Under Open (Vice President Sales):
- **Dale** — West Coast Sales Dir.
- **Open** — East Coast Sales Dir.
- **Open** — Channel Manager

Under Fernando:
- **Kathleen** — Staff Accountant
- **Max** — IT Manager
- **Open** — HR Specialist

Legend:
- Blue Tones = FTE Staff
- Green Tones = Fractional Staff
- Open Position

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Net Capital Fund Raise Allocation

$1,070,000
Net Capital
Fundraise

Sales & Marketing
$500,000

R&D/Engineering
$250,000

Expansion of Facility
$170,000

Staff & Ops
$150,000

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Thank You!

Mike Ghodoosian, ceo@hubsai.com