



INTRODUCTION TO POWERSQUARETM INC.

About PowerSquare™



A product company that manufactures **devices for wireless power transfer**, and a **budding consumer brand** in the wireless power technology space

Offers Wireless Power Solutions for



Mobile



Wearable
Technology



Other Consumer
Electronics



A company built & run by **veterans** of the semiconductor & battery industry

An Innovator in wireless power with notable IPs under its hood

An active member of **Wireless Power Consortium (WPC)**

Team



Pavan Pudipeddi

18 years of experience in wireless power industry

Chief Executive Officer

- Founding member of wireless power consortium (WPC)
- Was previously with TI and National semiconductors in their product management team
- Vital member of the teams that created the industry's first USB fast charger for mobile phones, wireless power evaluation module, and mobile integrated wireless power system
- Holds a Master's degree from Texas A&M University, Kingsville



Anand Katragadda

Entrepreneur and Technologist with 19 years of industry experience

Chief Operating Officer

- Has held senior managerial roles at Sasken Communications Technologies Ltd, ADI, and GEC Plessey Semiconductors
- Holds a Master's degree in Microelectronics and Bachelor's degree in Electrical and Electronics Engineering both from Birla Institute of Technology, Pilani
- Has rich experience in areas of chip design, embedded s/w and wireless power



Naveen Chava

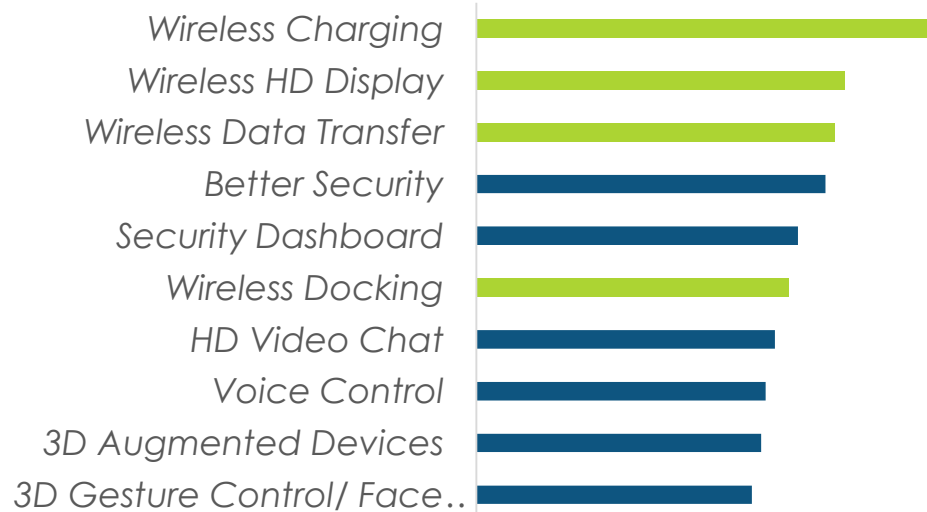
Serial entrepreneur with 18 years of industry experience

Investor/Advisor

- Co-founder of PowerSquare
- Currently he is leading and managing a 700 member semiconductor company
- Previously held several engineering and managerial positions at TI in their US and India facilities
- Holds a Master's degree in Electrical Engineering from Syracuse University

Wireless charging is the most wanted consumer technology – Intel Survey

Top 10 User Requirements



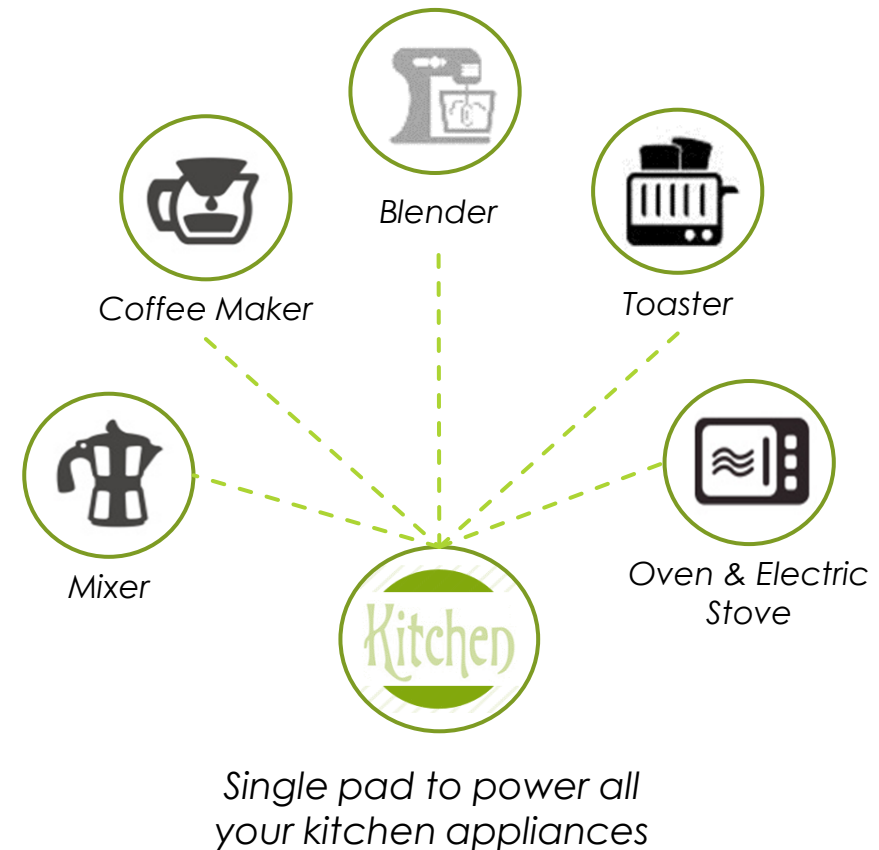
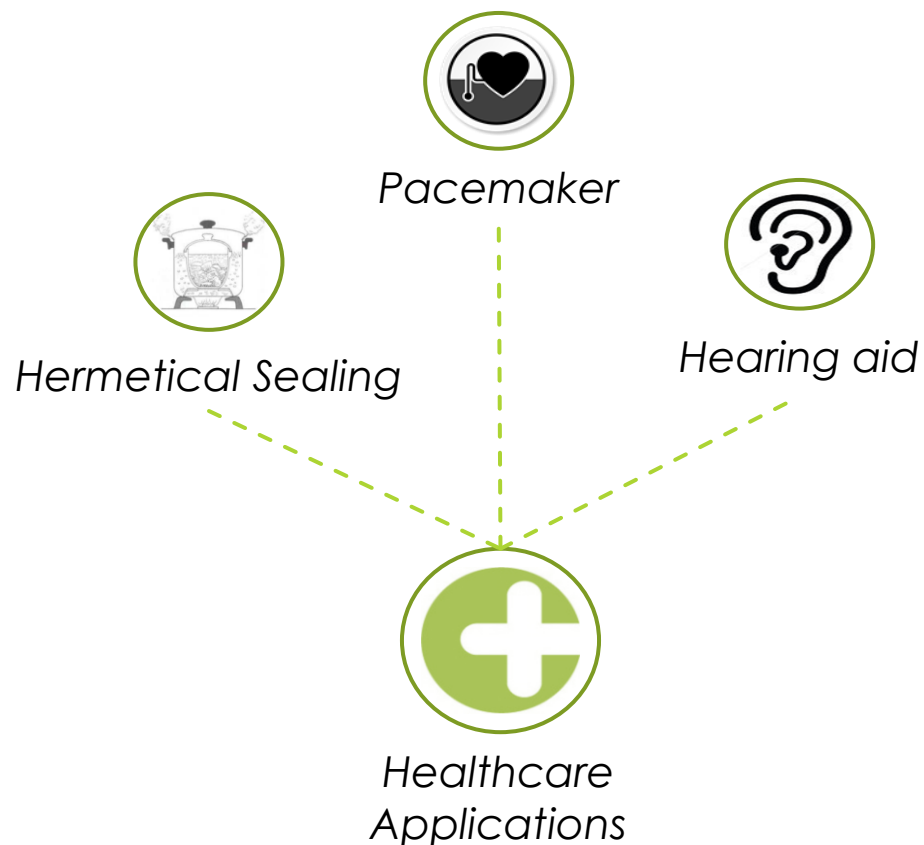
Intel survey on 800 different technologies with 50,000+ users, showed that wireless charging is the most wanted technology

Charging cables are a mess and customer surveys say the same



- ▶ 76% are frustrated about incompatible chargers
- ▶ 72% have scattered chargers – Home/Office/Car
- ▶ 68% hate seeing wire clutter
- ▶ 65% people carry chargers every day

Applications of wireless power is beyond mobile & laptop charging



Applications of wireless power is beyond mobile & laptop charging



Power Tools



Consumer Devices



Table Tops: Wireless Power enabled table tops at restaurants/cafes for wireless charging



Industrial Scanners



Military Applications

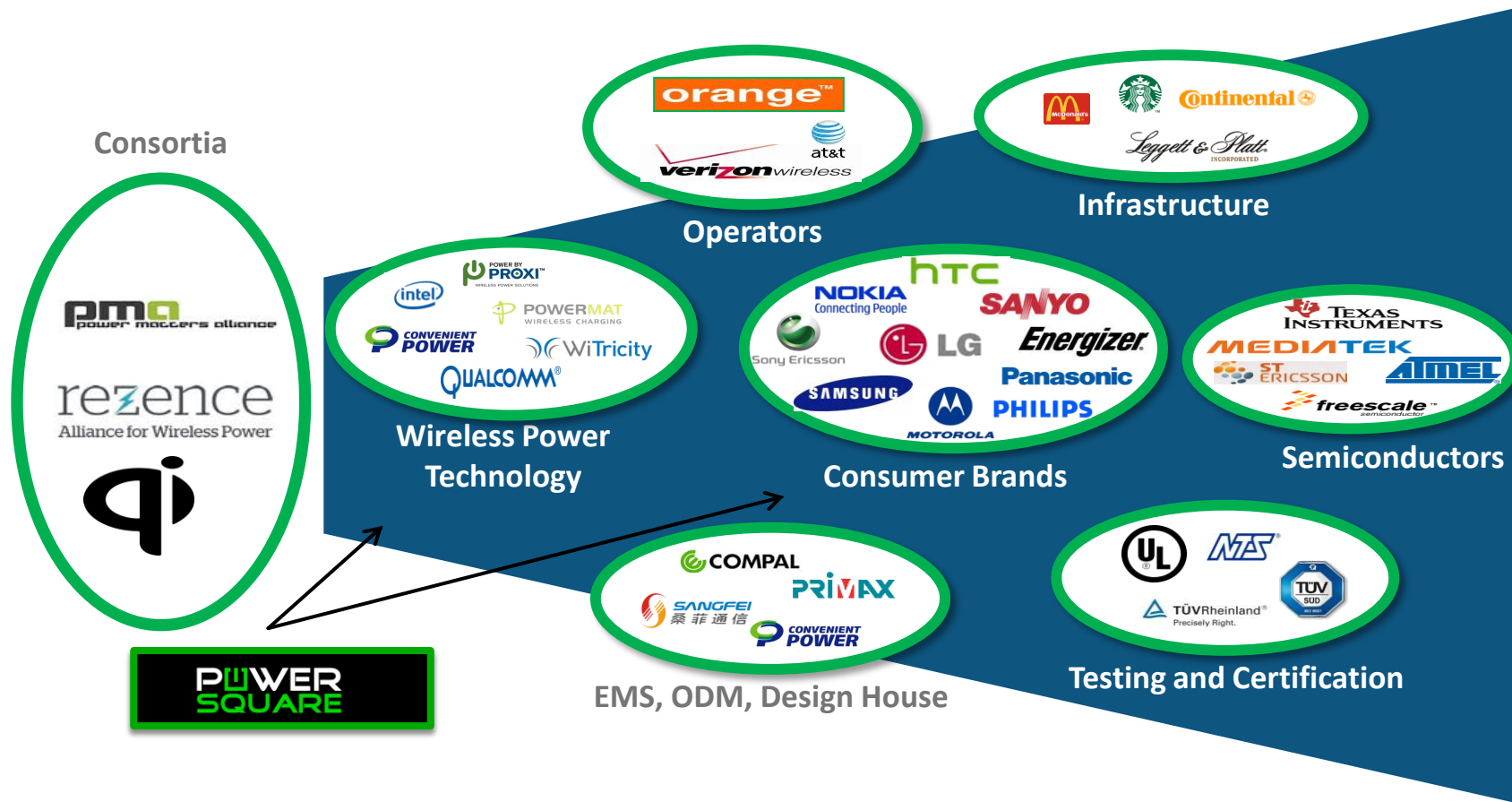


Sensors and Alarms



Wireless charging for electric cars

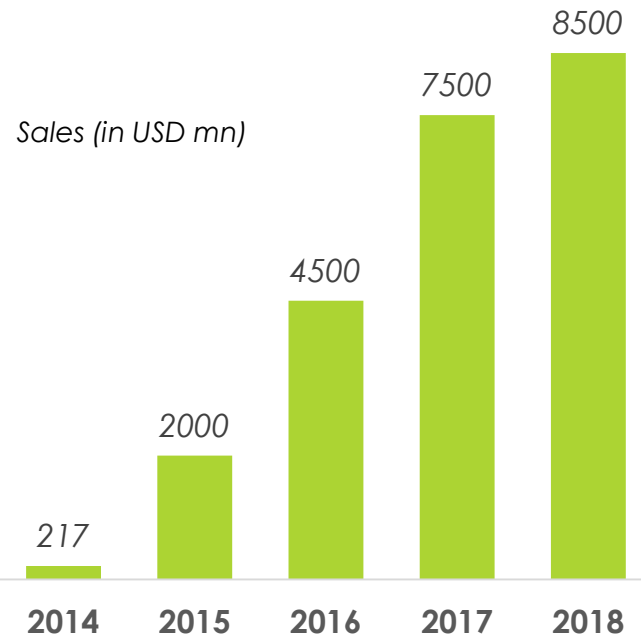
Wireless Power Ecosystem



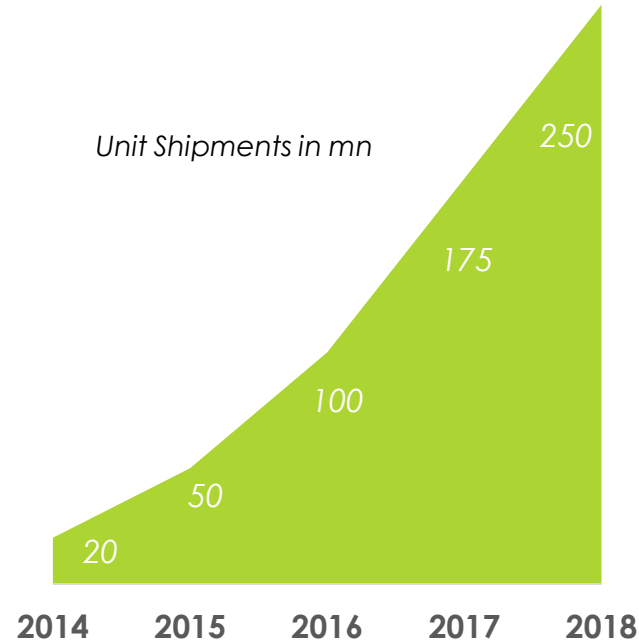
PowerSquare is one of the few a wireless power engineering company and a consumer brand driven by inhouse proprietary technology

Wireless charging market set to grow

Global Forecast of Wireless Power Tx & Rx Market



Wireless Power Tx Shipments – Stand Alone



Market revenue is projected to rise from \$200mn in 2013 to \$8.58bn by 2018

75% of the revenue is expected from chargers

Infrastructure charging stations will lag standalone chargers

One of the top 5 features anticipated on any new smartphone release

Wireless applications market riding on the back of surging smartphone sales

Why is it the right time to invest in wireless power ?

Wireless power market riding on back of surging smartphone sales

Big players entering the market have set stage for the upsurge

PMA and A4WP have joined forces, ending standards war to some extent

Availability of loosely coupled solutions and technology to power multiple devices

Latest smartphones come with inbuilt wireless power receivers

Big players entering the market has set stage for the upsurge



Apple's "iWatch" comes with the feature for wireless charging



Starbucks to offer wireless power in their stores by end of 2015



Toyota Motor Corp. has made wireless charging available for their two new vehicles



Verizon has deployed 800 wireless power charging spots at major airports around the U.S.



McDonald's has started testing wireless power mats in their select European outlets



Intel plans to release a completely wire-free personal computer by 2016



Notable companies have deployed wireless chargers in corporate meeting rooms



All leading mobile devices have inbuilt wireless power receivers in their latest models

Market has evolved, Technology is here but where is the product ?

Customer needs



Interoperability: A charger that doesn't need an update with the phone



Multidevice: One pad that can charge all my gadgets simultaneously – smartphones, tablets and others



Positional Freedom: A charger which does not need perfect placement



Backward Compatibility: A charger that can fuel both my old and new devices

Dependability: A device that works the way it should



Leading players & their offerings



Doesn't work with existing devices



No product in the market



Doesn't work with Qi (50mn) receivers



Will not charge multiple devices



Not backward compatible yet



No product in the market



Will not charge multiple devices



Will not charge multiple devices



Current Product Offering



A wireless charger that can fuel multiple devices simultaneously

- Charge your device anywhere on the pad
- Charge more than one device at a time
- Backward compatible and works with all Qi enabled devices
- Built in safety with latest WPC1.1 specification
- Expand to support both Qi and PMA standards

".....most user-friendly transmitter I've seen to date, regardless of standard." - Wireless Power Consortium

".....this means you no longer need to center your device and wait - it just works." - Slashgear

How is PowerSquare Different from Others

Technology

Positional Freedom Multidevice Supports Multiple Standards Works with existing devices



| | | | |
|---|---|---|---|
| ✓ | ✓ | ✗ | ✗ |
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Product

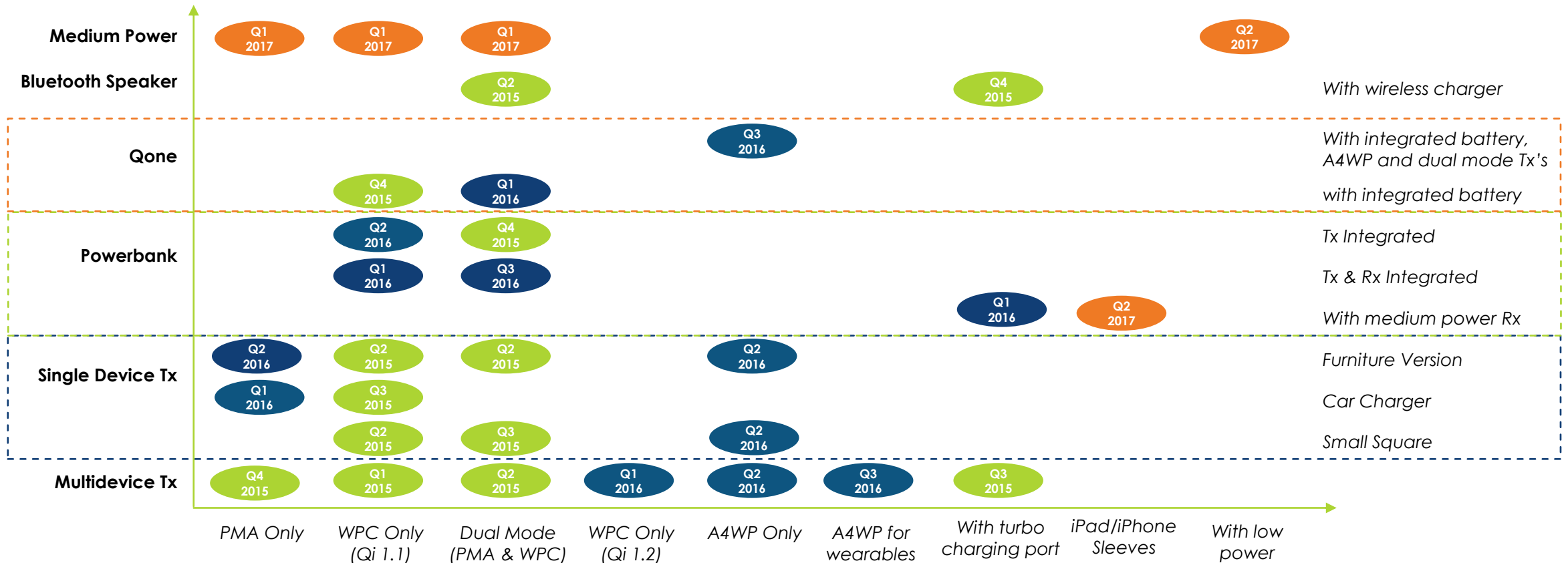
Positional Freedom Multidevice Supports Multiple Standards Innovation Capability



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| ✗ | ✗ | ✗ | ✗ |
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| ✓ | ✓ | ✓ | ✓ |

**POWER
SQUARE**

Product Road Map



Sales Plan

B2C Sales

Online Retail

Through Amazon, Filpkart & Snapdeal



Large Speciality Stores

In-motion, Brookstone, Apple Retail etc.



Operator Stores & Phone Bundling

Operator stores like Verizon, AT&T, Sprint.
Targetted promotion in India via Reddington
and Ingram



B2B Sales

Strategic Partnership

Partner with ODMs to sell PowerSquare
modules to independent innovators
Uway, Speed and CCA are potential partners



Installation in Café & Restaurant Chains

CCD, Barista, Taj, Oberoi, Hyatt, Mainland
China & BBQ Nation are potential customers

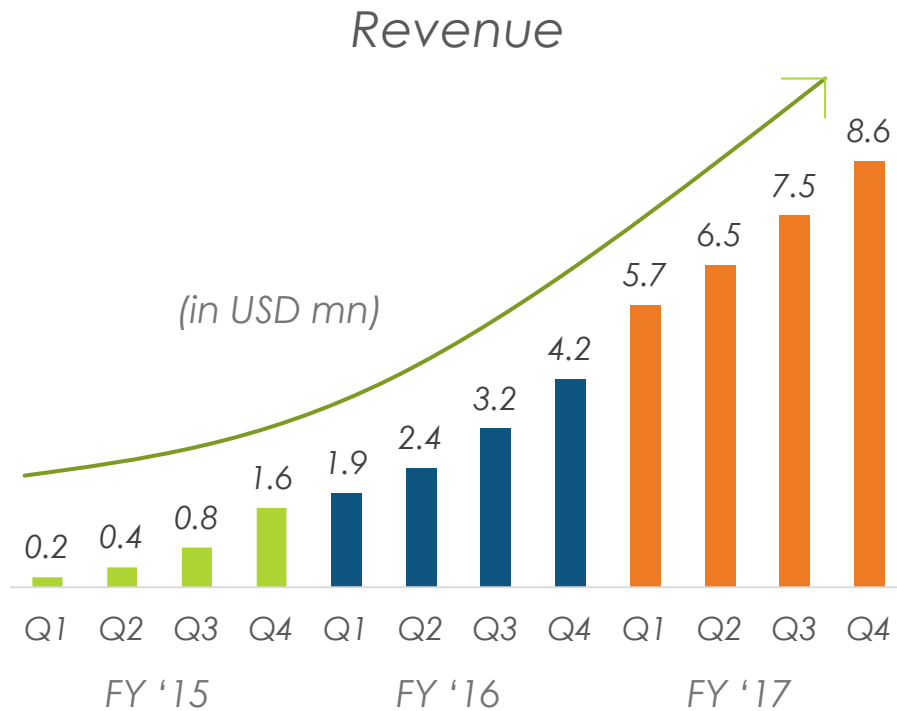


Installation in public places

Airports, Malls, Metro stations and other public
places



Revenue Growth Plan



Financial Summary

| (in USD mn) | FY '15 | FY '16 | FY '17 |
|----------------------------|--------|--------|--------|
| Revenue | 3.0 | 11.6 | 28.3 |
| COGS | 1.9 | 6.8 | 15.7 |
| Gross Profit | 1.1 | 4.8 | 12.6 |
| G&A Expenses | 1.4 | 2.1 | 3.9 |
| Sales & Marketing Expenses | 1.4 | 4.3 | 8.7 |
| EBITDA | (1.7) | (1.6) | 0 |

Appendix

Wireless chargers – in use

