



myma



*the science behind the appliance.*

**“10M repair visits annually  
costs the industry \$1Bn  
per year”**

Manufacturer doesn't know their customer as the retailer owns the channel  
Can be 7 years before they get in touch

## Consumer Problems



**What** is  
that error  
code?

**Where** is  
the user  
manual?

**What** number  
do I need to  
call?

**Where** is my  
nearest  
laundrette?

**When your machine breaks down,  
it's no laughing matter.**

# Manufacturer Solution

Our dashboard enables manufacturers to view KPIs across all departments, Customer Service, Sales & Marketing and R&D

## Features Include:

Real time data / analytics: Users, events, wash cycles, **in app purchases** (sales & marketing), connections, Customer Service support tickets (**reduction of man hours**) as routed through the app.

Appliances: Individual appliance information, serial number, user manual, warranty remaining.

**Deeper understanding of appliances in the field.**

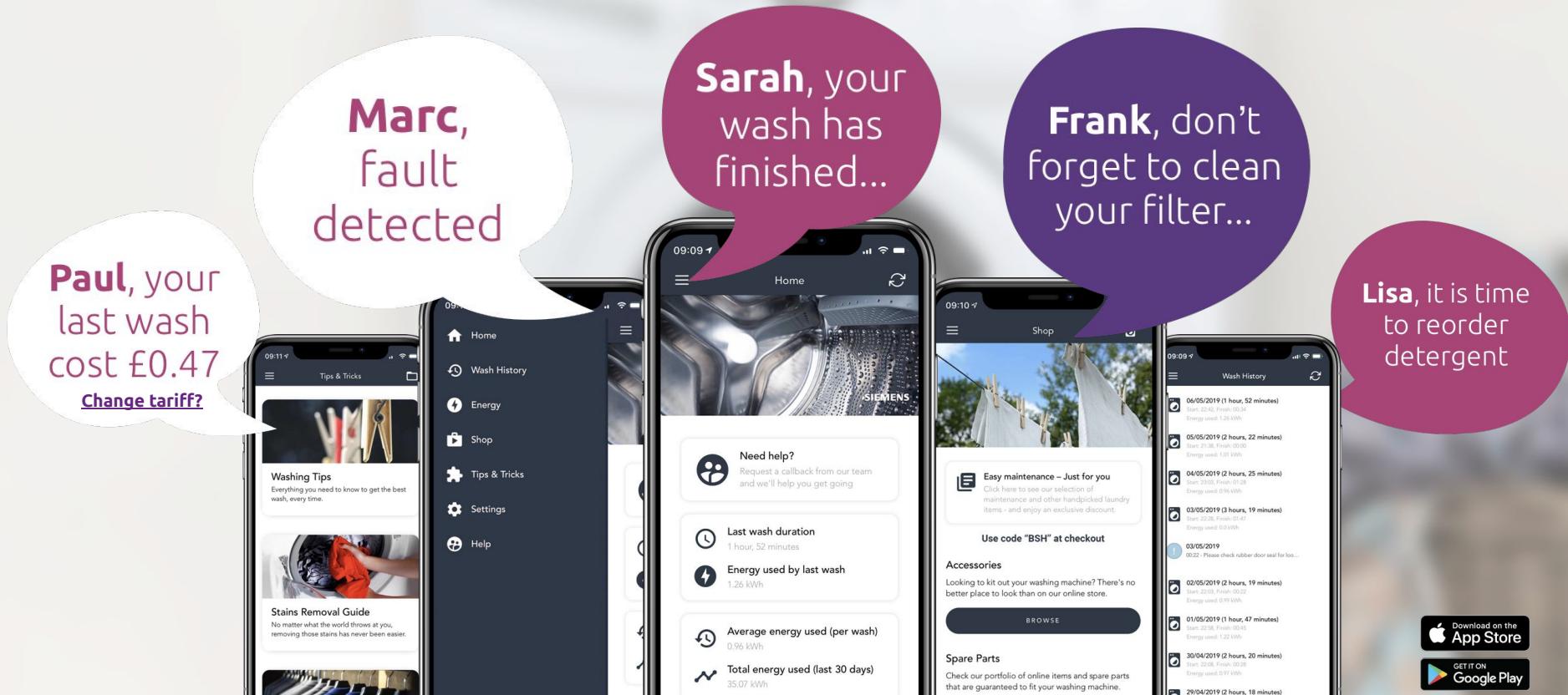
Connected Devices: **World view of machines**, IP, Load & **energy consumption**.

Events - wash cycles, notifications, power surges, pause start, remote start, alexa notifications, **faults detected (reducing engineer call outs)**



## Consumer Solution

**Our fully white labeled app & voice skills gives consumer insights and allows direct 2 way communication to the manufacturer**



myma 

# 10 Billion

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10 billion household appliances (Washing Machines, Driers, Dishwashers & Fridges)

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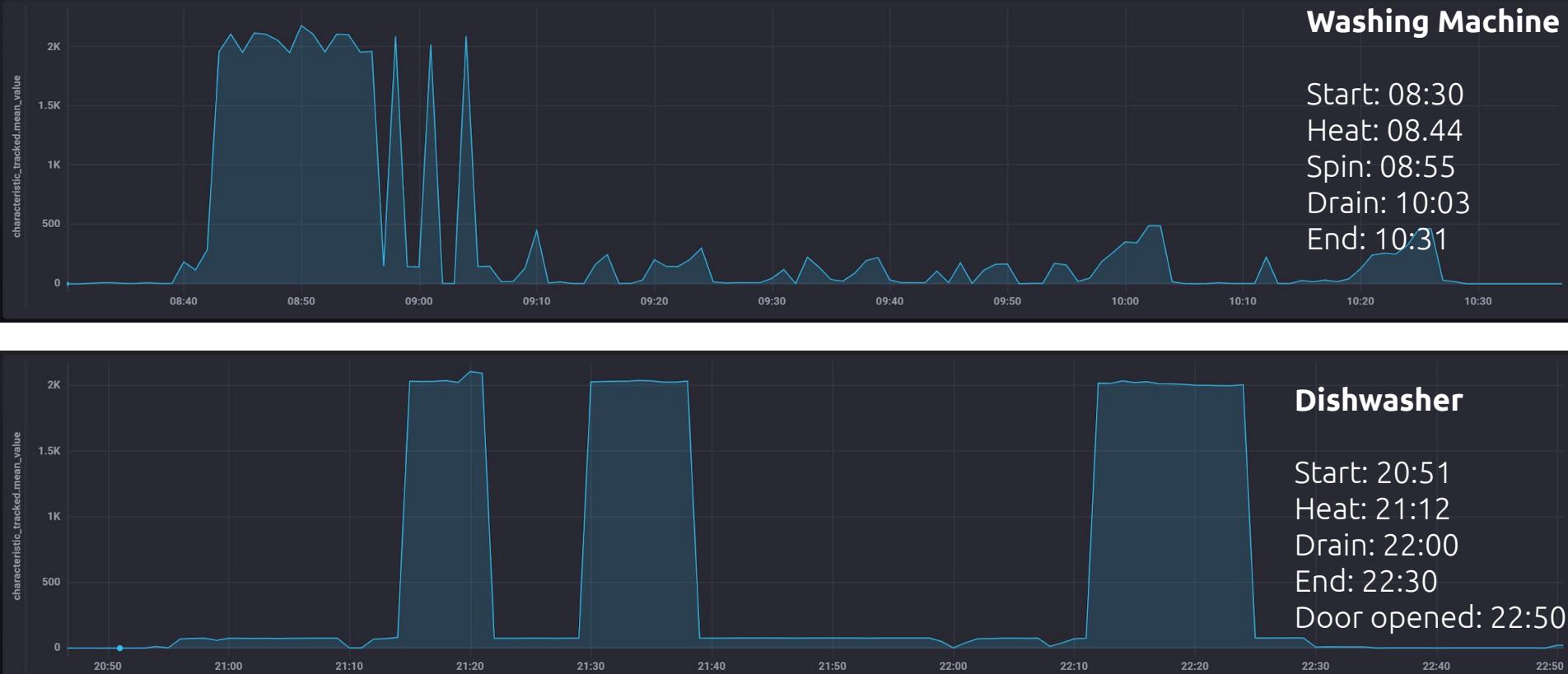
10M repair visits annually, cost industry \$1BN/£800M

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**100 MDA's + 700 SDA's**

\*major & small domestic appliance manufacturers

# Detect appliances



# Detect type of cycles



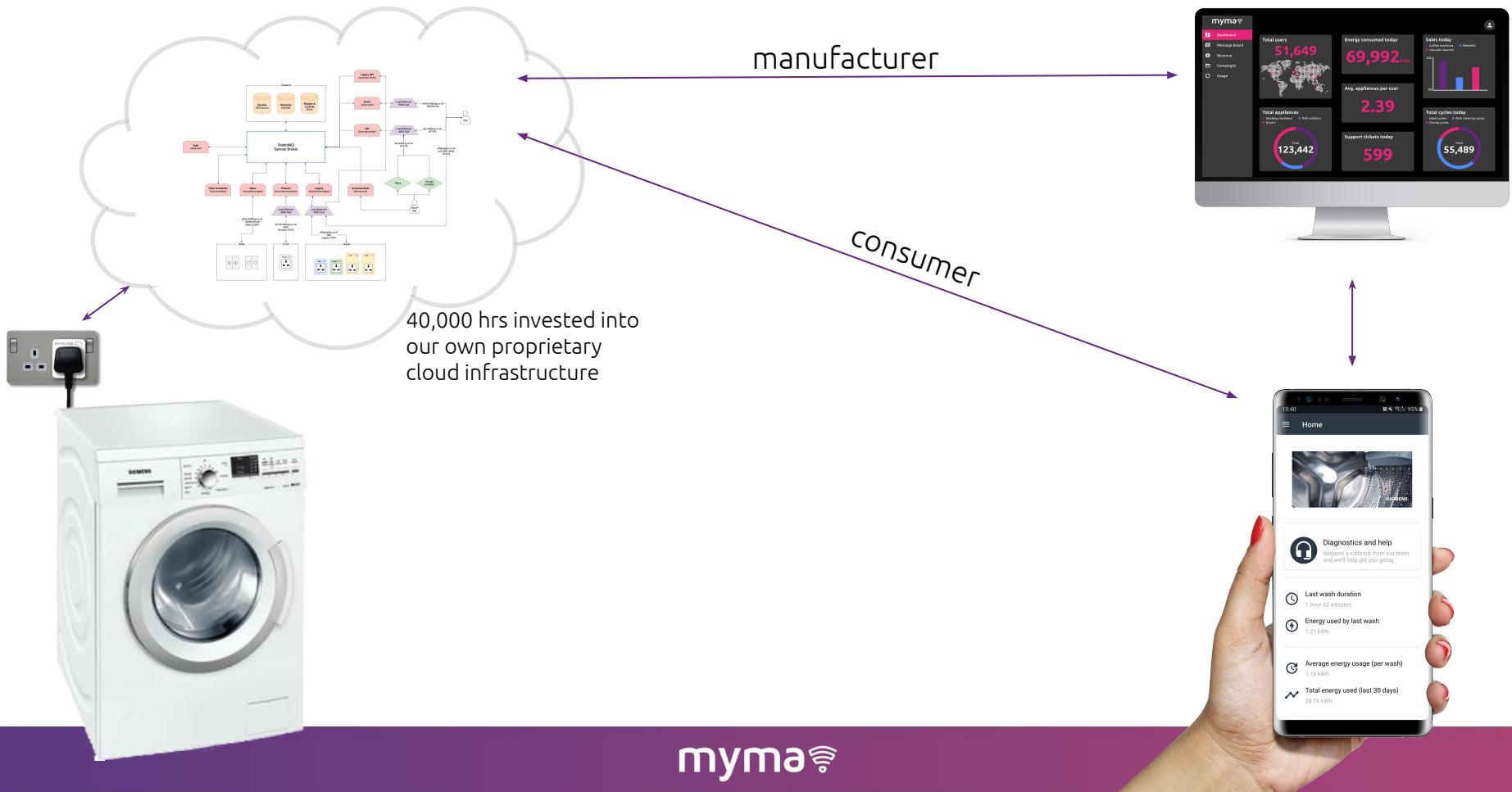
# WIFIPLUG

Our smart plug can detect wash cycles and faults.

- UK Manufacturing partner - Dropship Hardware
- 6 years IoT experience
- Vast B2C Experience
- 15,000 registered smart home users
- Currently handle 50 Million events per day
- World Leading cloud IoT platform, built in house
- ALL IP OWNED IN HOUSE
- An Open API for M2M & B2B
- TusStar 2018 & Techstars 2019 Accelerators
- \$1.2M+ Total Revenue (WIFIPLUG LTD, trading as myma.io)



# The science behind the appliance



# Traction / Pilot & Paid Revenue

PILOT



eureka®



FRIGIDAIRE



Westinghouse

PILOT

Paid pilot starting Dec 19 - Dev work underway

B/S/H ship 60M appliances per year (500M retrofit)

2 paid pilots, UK (2019) & Sweden (2020)

- Dashboard fee
- Apps (Android / iOS)
- Hardware (TT electronics)
- SaaS

B/S/H/



PAID



Project Started



Testing started

£1M ARR  
ZOLA

Testing started

envisij

Project Started

myma



Testing started

# Retrofit vs Wifi Connected Machines



# How does it compare?

	myma 	WIFI washing machine
Seamless integration	✓	✗
Cycle completed push / <b>Alexa notifications</b>	✓	✗
Automatically replenish consumables	✓	✓
App based programme recommendation	✓	✓
Cycle history (includes duration, <b>consumption and cost</b> )	✓	✗
Remote start / pause (turn on via geo fencing or when energy is lower)	✓	✗
User manual, Tips, tricks and explanatory videos	✓	✗
<b>Extra 12 months appliance warranty included*</b>	✓	✗
Predictive & Preventative maintenance	✓	✗
Cost (*Manufacturer bares the total retrofit cost)	£1pm*	£800 Purchase

# Retrofit Competition

	myma 	Wemo	TP LINK	Elgato	Alexa Plug	Den
Seamless integration / Homekit	✓	✗	✗	✓	✗	✗
Ability to send and read 50 events per second <b>1M data points per 5hr cycle.</b>	✓	✗	✗	✗	✗	✗
<b>Open API</b>	✓	✗	✗	✗	✗	✗
Manufacturing Partner (drop ship)	✓	✗	✗	✗	✗	✗
Patented Energy Technology	✓	✗	✗	✗	✗	✗
No additional hardware required	✓	✓	✓	✓	✗	✗
Costs under £10	✓	✗	✗	✗	✗	✗

# Predictive Maintenance

The science behind the appliance.

{m}y{m}Δ .Io(T)

We detect faults, before they happen

Ai / IoT / ML

Predictive Maintenance

Detect faults & send notification in real time

Automatically shut down appliance if overloaded / heat / stress / significant event happens

Increase lifespan of appliance by upto 2,000 cycles (3 years)

## TODAY

B/S/H and Electrolux ship 120M appliances per year (5% CAGR).  
Target is 10% of total sales - 12M connections

Myma offered during a service call **and** at point of sale to customer with 1 year extended appliance warranty.

B/S/H & Electrolux attend 10M service / maintenance visits per year. Target is 10% of total call outs - 1M connections

Potential for 13M connections from just 2 customers

## REVENUE STREAMS

- Fixed Dashboard: \$50K
- Hardware Fee: \$25 p.unit (cost \$12)
- SaaS fee: \$1 p.month
- Ongoing - app updates: Day rate £800
- Commission on in app sales & consumables: 10% basket
- EU energy switching (In app 2020): \$250 per switch

## TOMORROW

Myma OS embedded into every wifi connected and 5G appliance at manufacturer level start to test MVP of AAAS with washing machines.

## FUTURE

### APPLIANCE AS A SERVICE / AAAS

Give away **any electrical appliance** (with 5G connectivity) and charge a simple pay as you go model.

Target market, Millennials, who will make up 75% of the workforce in 10 years time. They are familiar with pay as you consume models, Netflix, Uber, DriveNow, Lime & Bird Scooters.

# Myma Forecast

	2020	2021	2022	2023
	TOTAL	TOTAL	TOTAL	TOTAL
	\$	\$	\$	\$
	Frcst	Frcst	Frcst	Frcst
<b>TOTAL NET SALES</b>	5,218,806	12,742,705	19,058,970	28,345,466
<b>TOTAL COG</b>	1,532,792	3,271,493	4,272,275	5,768,046
<b>TOTAL GROSS MARGIN</b>	3,686,014	9,471,211	14,786,695	22,577,420
<b>SELLING COSTS</b>	213,400	249,400	263,400	275,400
<b>PAYROLL COSTS</b>	1,243,624	1,719,821	1,952,120	2,164,116
<b>G&amp;A COSTS</b>	110,400	135,940	143,540	141,140
<b>EBITDA</b>	1,795,523	7,042,009	12,009,866	19,456,349
<b>NET INCOME</b>	1,415,698	5,559,632	9,486,214	15,369,330

# The Team

Leon has 15 years startup experience and has successfully bootstrapped and sold 2 companies.

Alan has 10 years full stack experience and this is his 2nd startup

Jon has 8 years dev experience and this is his 2nd startup

Lewis has 5 years experience and was employee no.2 at WIFIPLUG in 2013.

Craig has 30 years sales experience - USA

Heather has 10 years sales experience - USA

Miriam - has 2 years marketing experience

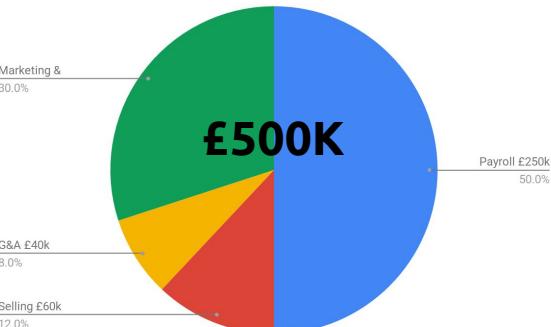
Andrew - Data Scientist started in October from University of Leeds.

leon@myma.io  
**CEO & Co Founder**  
alan@myma.io  
**CTO & Co Founder**



\* US Sales team

# £500,000



£300k committed - valuation £3M pre money, £3.5M post money

Funds used for growth strategy

CDS (Data Scientist) CPO, CMO and Account execs - 18 months burn