

Project: Atlas Launch Briefing - Q4 2025

Executive Summary

Project Atlas is an initiative to revolutionize smart home energy management. The core product is the Atlas Power Hub (APH-200), a compact, AI-driven device capable of optimizing residential power consumption by up to 35%. Its primary feature is seamless integration with standard photovoltaic (PV) systems and smart grid technologies. We anticipate a soft launch in Q4 2025.

Key Features of APH-200

Adaptive Load Balancing (ALB): Uses predictive modeling to schedule high-draw appliance usage (like washing machines or EV charging) during off-peak or high-solar production hours.

Modular Battery Expansion (MBE): Supports up to four Atlas B-100 battery units for extended energy storage.

Gemini API Integration: The entire system relies on a proprietary Gemini API backend for all predictive analytics and decision-making processes.

Financial Milestones

The R&D budget for Atlas reached \$5.2 million by the end of Q3. Sales projections forecast a minimum of 10,000 units sold in the first three months post-launch, generating an estimated \$15 million in revenue.

Launch Timeline

October 2025 (Week 1): Final certification and pilot testing completion.

November 2025 (Week 2): Distributor training and marketing asset production.

December 2025 (Week 1): Official market availability (Soft Launch). The hard launch is scheduled for Q1 2026.