



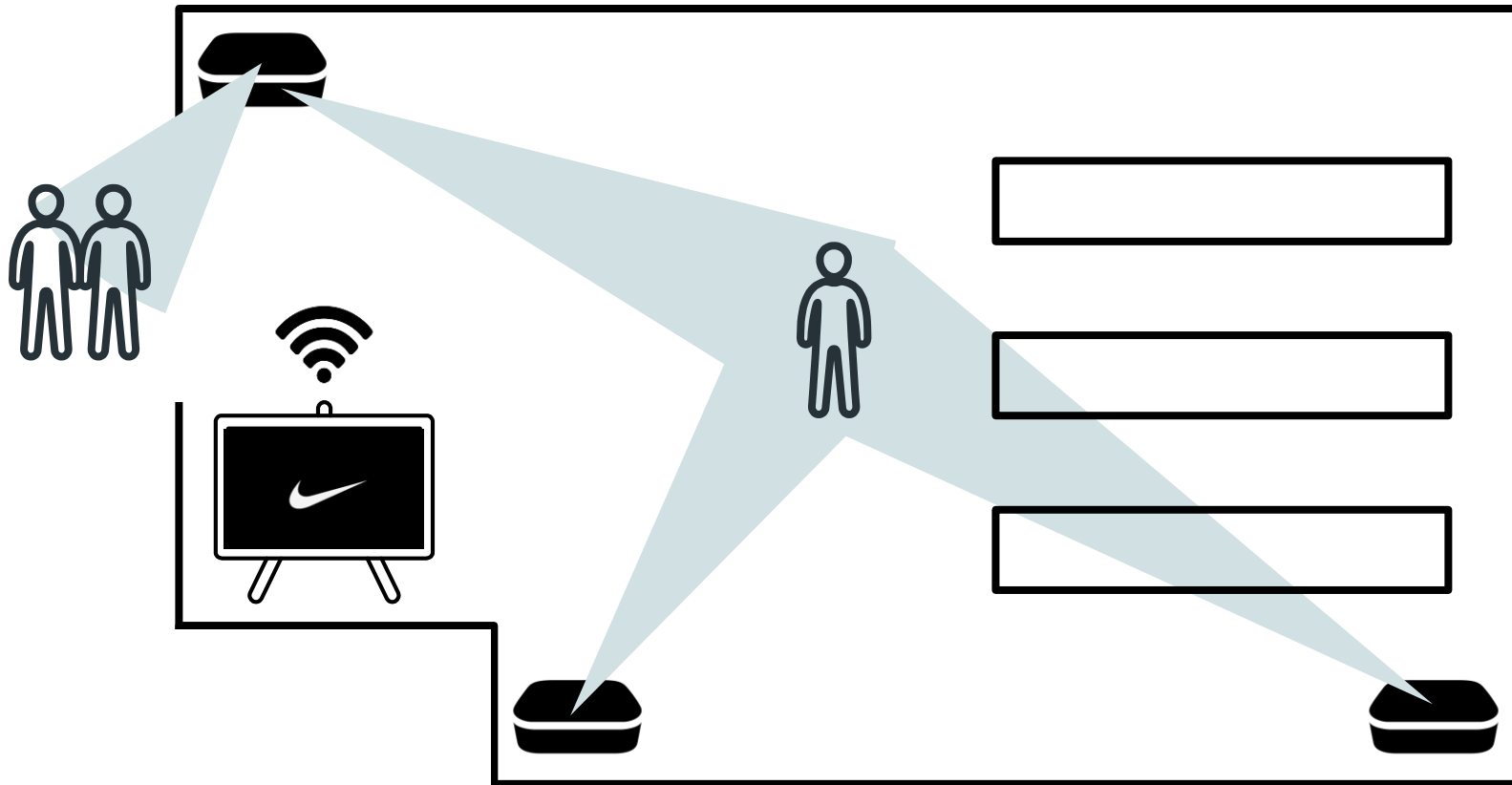
MetriX

Digital metrics for the physical world

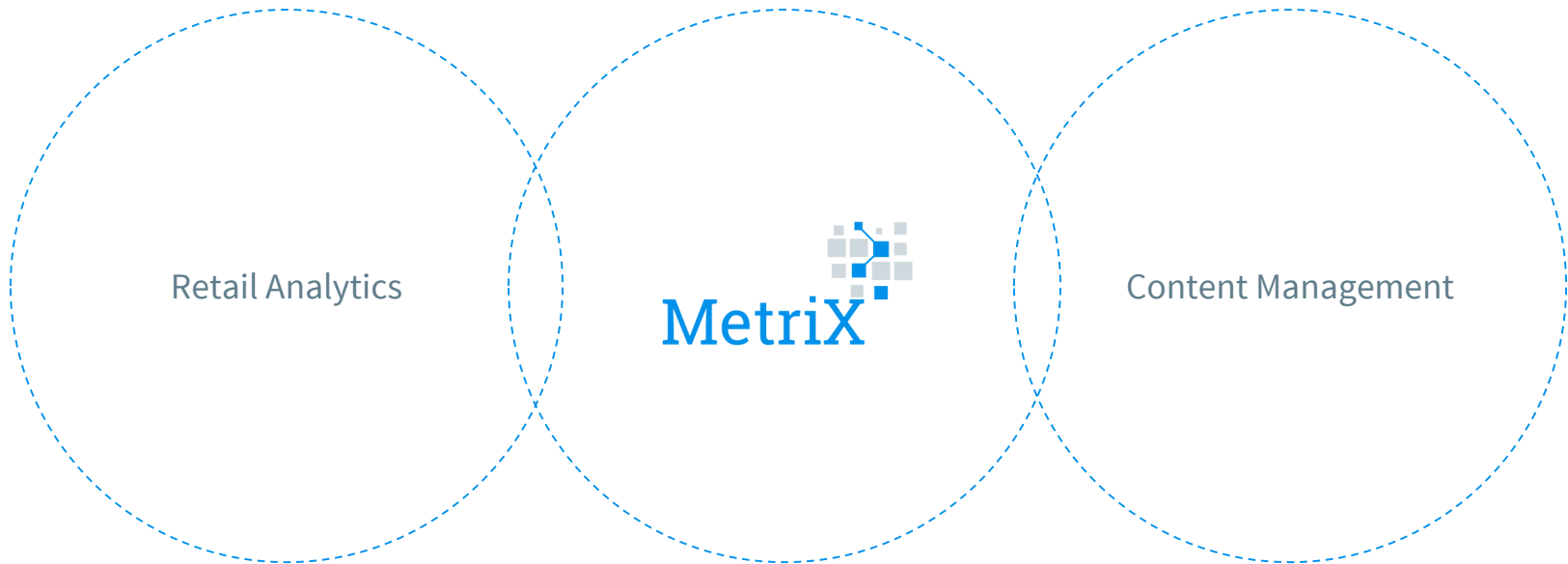
The Solution

Tracks users movements and habits

Displays specific information targeted to a user



Integrating Services Creates Unique Value



Measure

- Walk Bys
- Walk Ins
- Paths Taken

Integration

- Real Time Results
- A/B Testing
- Campaign Control

Convert

- Curated Ads
- Dynamic Marketing
- Consumer Engagement

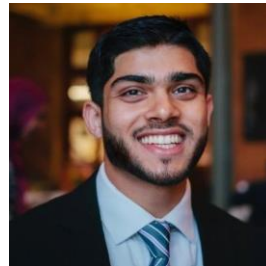
The MetriX Team



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3,793,621

retail establishments using software in the U.S.

\$1300

average yearly analytics spend per retail location

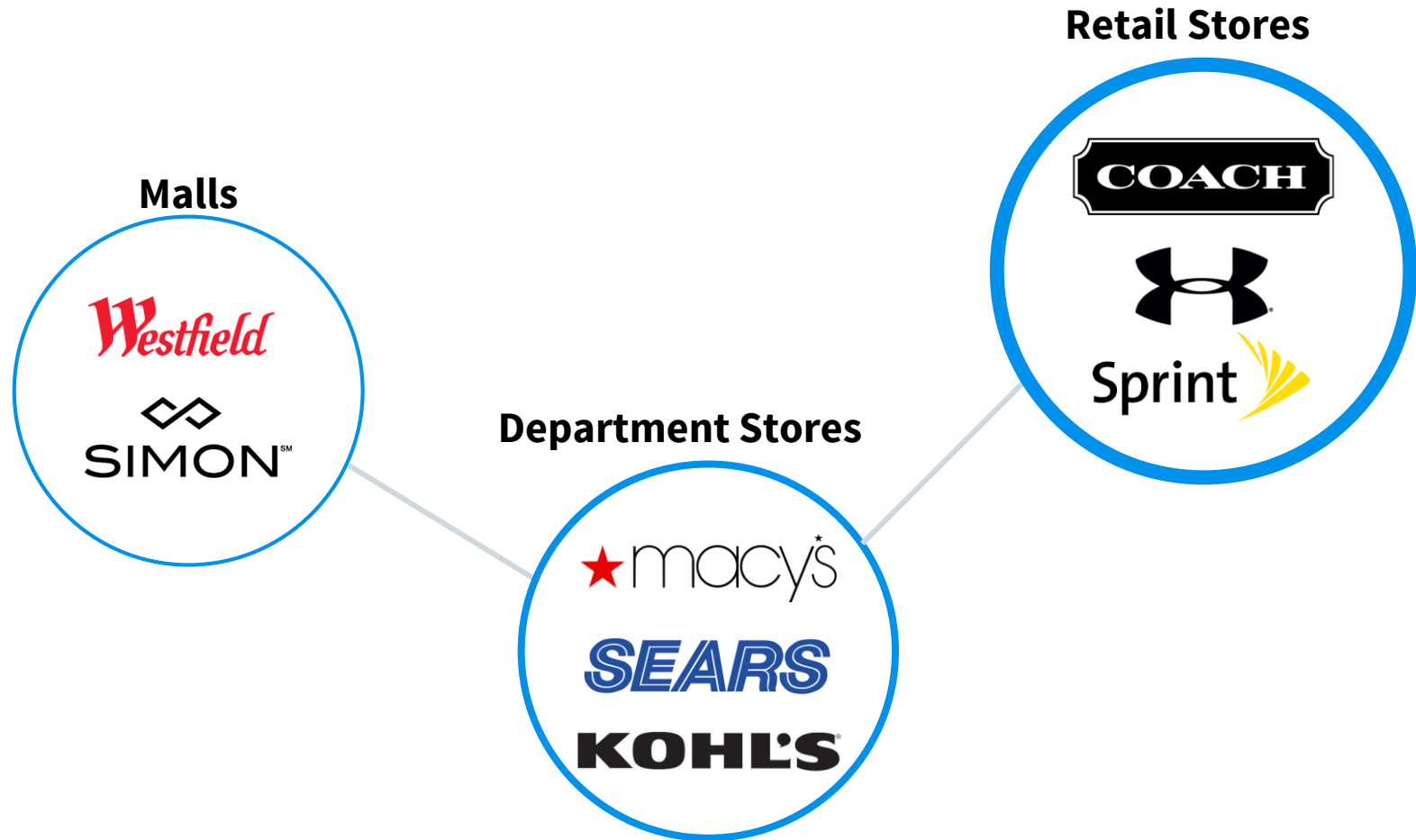
\$7400

average yearly CMS spend per retail location

\$33.2 billion

total addressable market

Go-To Market Strategy: TAM Segmentation



Sales, Distribution, and Revenue Model

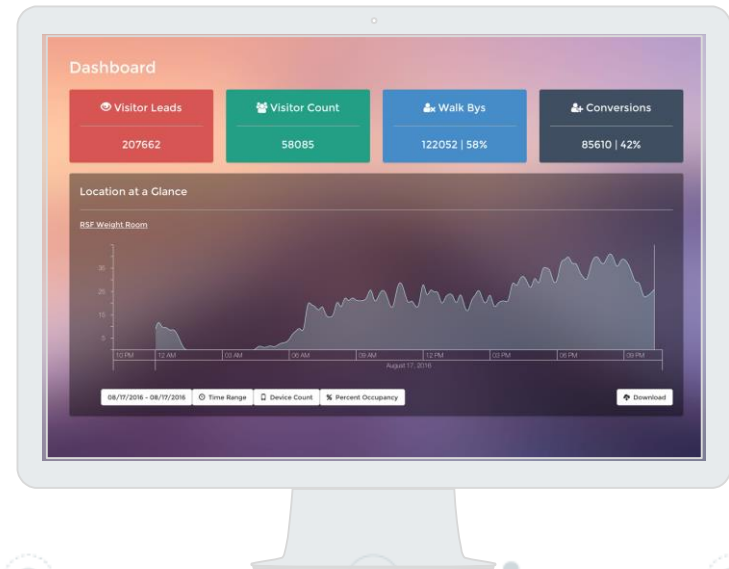
Hardware

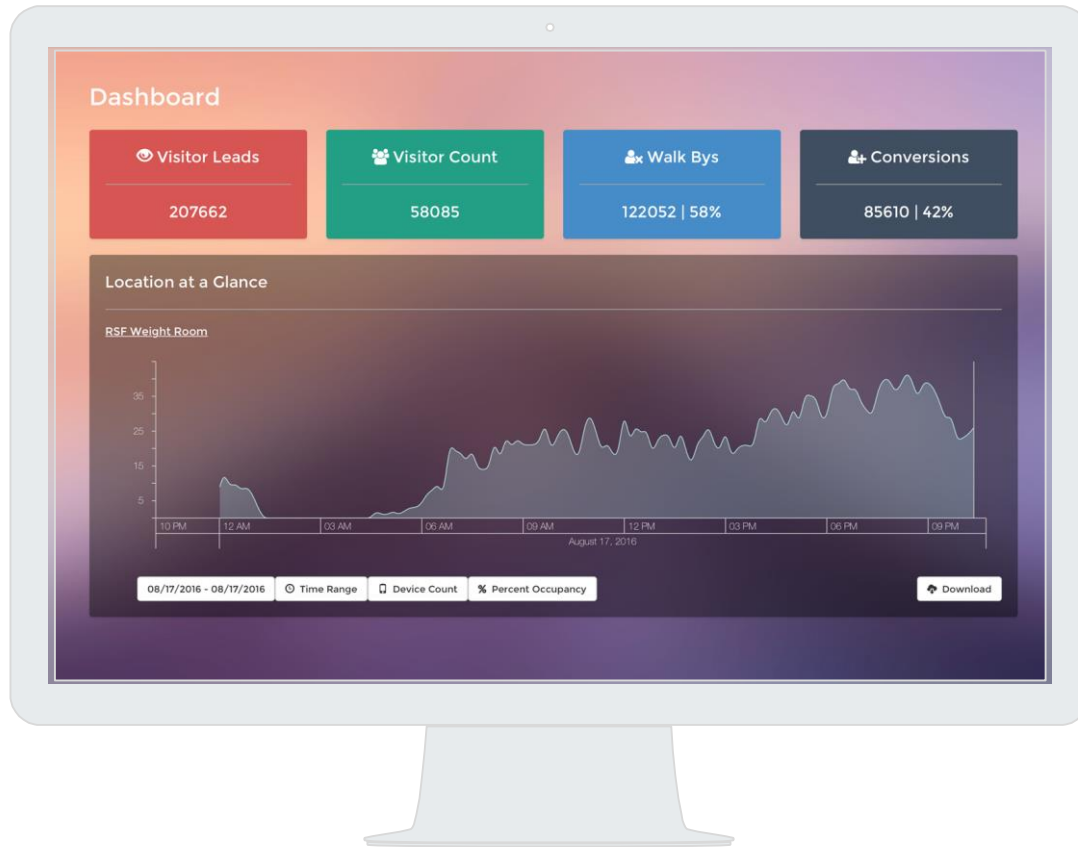
- Wi-fi probe requests
- Free w/Subscription
- Plug and play



SaaS

- Subscription Model
- Cloud based
- Web application

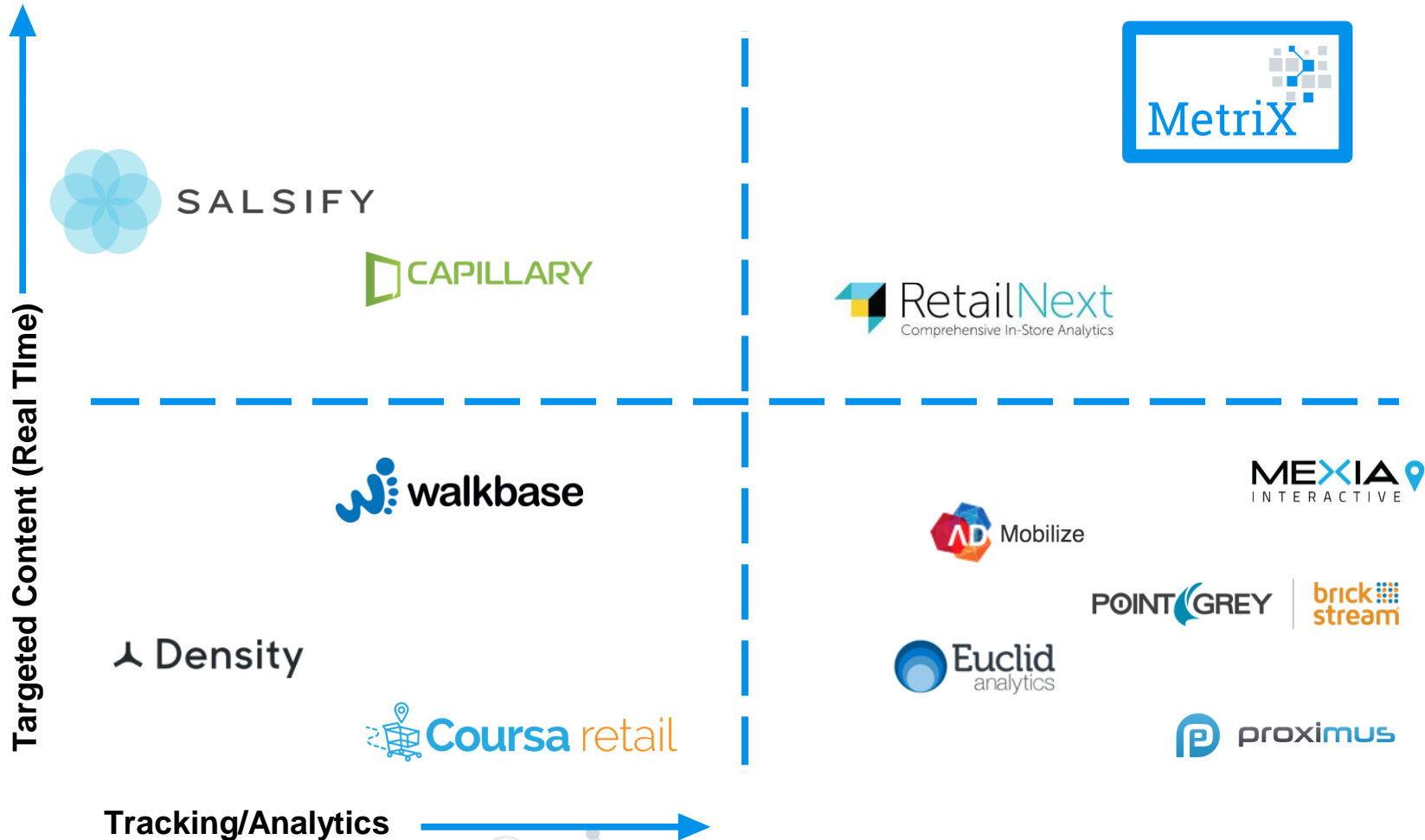




Software

Customer facing application displays CMS and analytics integration

Competitive Landscape



Thanks!

Any questions?

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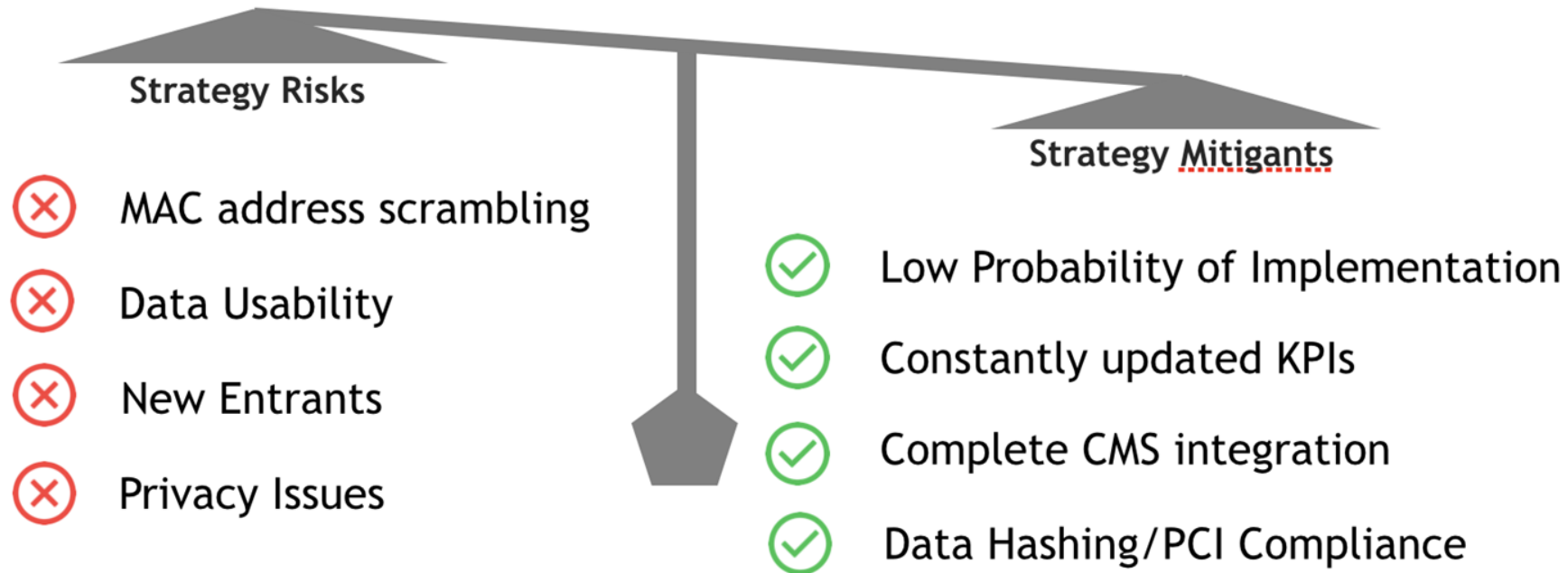


Appendix

Appendix A: Unit Economics

Cost of Hardware		Per unit	Cost of Software		Per year
BOM		\$15	Backend Engineering		\$100k
Engineering		\$10	Maintenance		\$50k
			CMS Integration		\$100k

Appendix B: Risk & Mitigations



Appendix C: Revenue Model

Revenue Model

(\$ in thousands)

	2017	2018	2019	2020	2021
Software Subscriptions	100	1,000	10,000	100,000	150,000
<i>Growth %</i>		900%	900%	900%	50%
Average Subscription Revenue	\$0.20	\$0.23	\$0.25	\$0.28	\$0.30
Total Software Revenue	\$20	\$225	\$2,500	\$27,500	\$45,000

Appendix D: Operating Model

Pro Forma Operating Model

(\$ in thousands)

	2017	2018	2019	2020	2021
Revenue	\$20	\$225	\$2,500	\$27,500	\$45,000
COGS					
Hardware	2	14	135	1350	750
Software	50	100	150	200	250
Gross Profit	(\$32)	\$112	\$2,215	\$25,950	\$44,000
SG&A	50	60	70	80	90
R&D	100	100	100	100	100
Operating Income	(\$182)	(\$49)	\$2,045	\$25,770	\$43,810
Capital Expenditure	400	100	0	0	0
Operating Cash Flow	(\$582)	(\$149)	\$2,045	\$25,770	\$43,810

Appendix E: Hardware Components

Device Components:

- ◎ Raspberry Pi
- ◎ Micro SD Card
- ◎ WiFi Adapter
- ◎ Enclosure

BOM: \$15



Appendix F: Software Features

Analytics

- ◎ Real-time customer location
- ◎ Churn rate
- ◎ Actively manage content displayed in stores
- ◎ Report reactions and metrics changes to social media and ad-campaigns
- ◎ Walk-bys
- ◎ Walk-ins
- ◎ Considerations
- ◎ % of Repeat visitors
- ◎ Revenue per specific square
- ◎ Traffic per specific square foot

Content Management

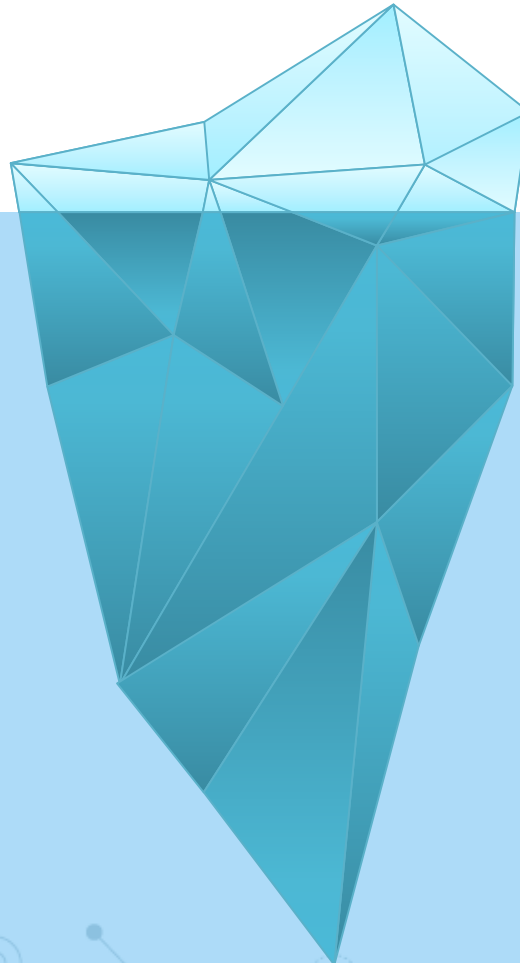
- ◎ Dynamic Content Management
- ◎ Campaign Measurement
- ◎ Consumer Engagement
- ◎ Actively manage content displayed in stores
- ◎ Report reactions and metrics changes to social media and ad-campaigns
- ◎ Real time measurement and reaction

Appendix G: Potential Growth Opportunities



Demography

By integrating our analytics with existing security camera data feeds or by integrating cameras into our sensors, we can provide our customers with demographic information and expand our total addressable market. Because this is data already being collected we can avoid data privacy issues that competitors face.



Data Marketplace

By allowing our customers to buy and sell data within our ecosystem, we can further leverage the information we gathered in order to evolve from reactive to predictive analytics across multiple stores.