

# YCLEPT 4E LABS

**YCLEPT /ɪ'klɛpt/ - by the name of (NAMED).**

**4E is elaborated as Four elements which are Air, Earth, Water & Fire.**

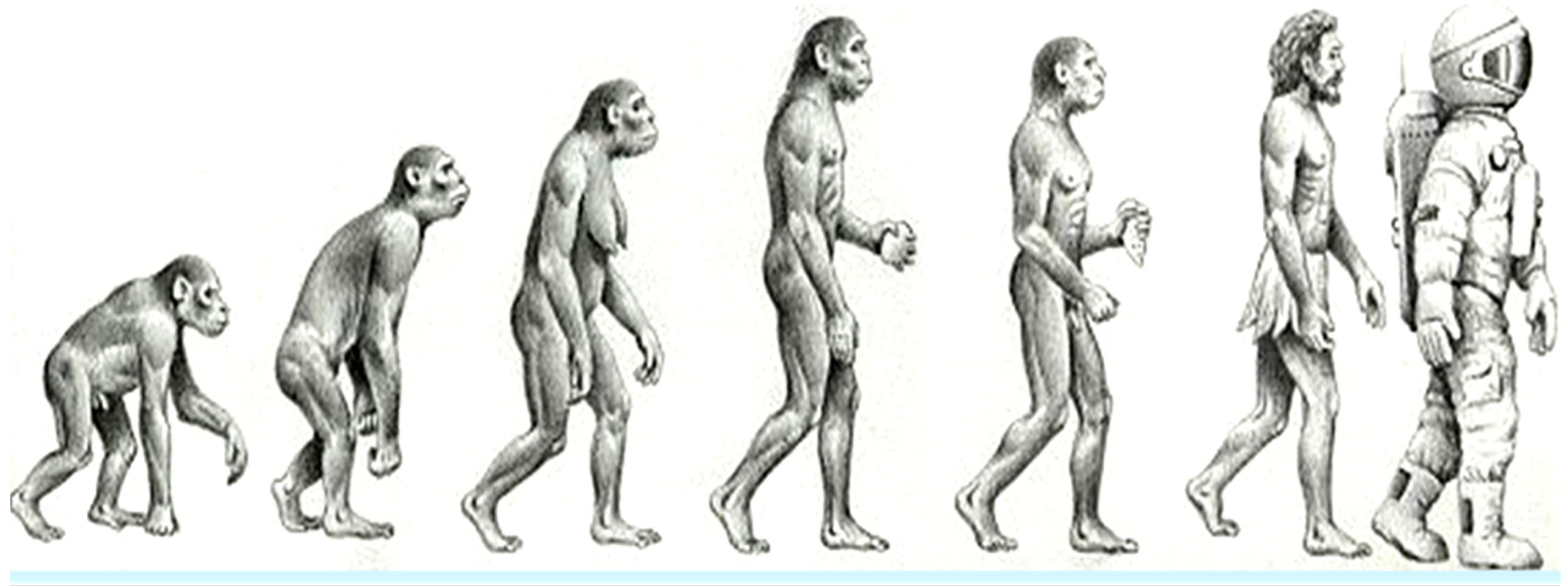


**Supported & Accelerated by**



# PROBLEM

Mankind has made and achieved a lot despite limitations, resources and energy. We're a product of 4.5 Billion years of slow biological process—evolution from Ape to landing on the Moon.



**At the Same time!**

Unsustainable development is occurring with present progress at the expense of future generations. Because of traditional practices used in the Utilization of Energy, Infrastructure, and Public utility Spaces are causing environmental degradation & leading to Climate change.

# CHALLENGE & SOLUTION

To overcome Unsustainable Patterns  
Must |  
Develop & Create a more evenly  
balanced relationship between  
Environment, Communities & People.

## SOLUTION 1

By Introducing to Adapt |  
Eco-Friendly Green Infrastructures embedded  
in Public Utility Spaces & their Communities.

## SOLUTION 2

There is a Swift Needfulness |  
To Conceive & Design Green Infrastructures  
aka green spaces worth to an Individual's  
access, well-being, Social cohesion &  
Happiness, also striving for Green sustainable  
development.

## SOLUTION 3

Also Introducing To |  
A Rewards-based Platform to Educate & Grow  
their engagement in tackling environmental,  
social & economic challenges while improving  
their Quality of life, Living index &  
Strengthening Biodiversity.

# WHO ARE WE?

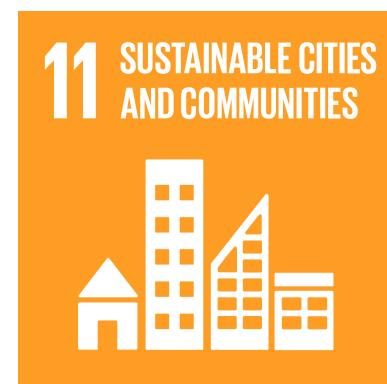
YCLEPT 4E LABS Imagines, designs, tests and builds urban innovations to help cities meet their challenges dealing with energy, communities & economic growth for a green sustainable future.



## THE GLOBAL GOALS SUSTAINABLE DEVELOPMENT GOALS



**7** AFFORDABLE AND  
CLEAN ENERGY



**11** SUSTAINABLE CITIES  
AND COMMUNITIES

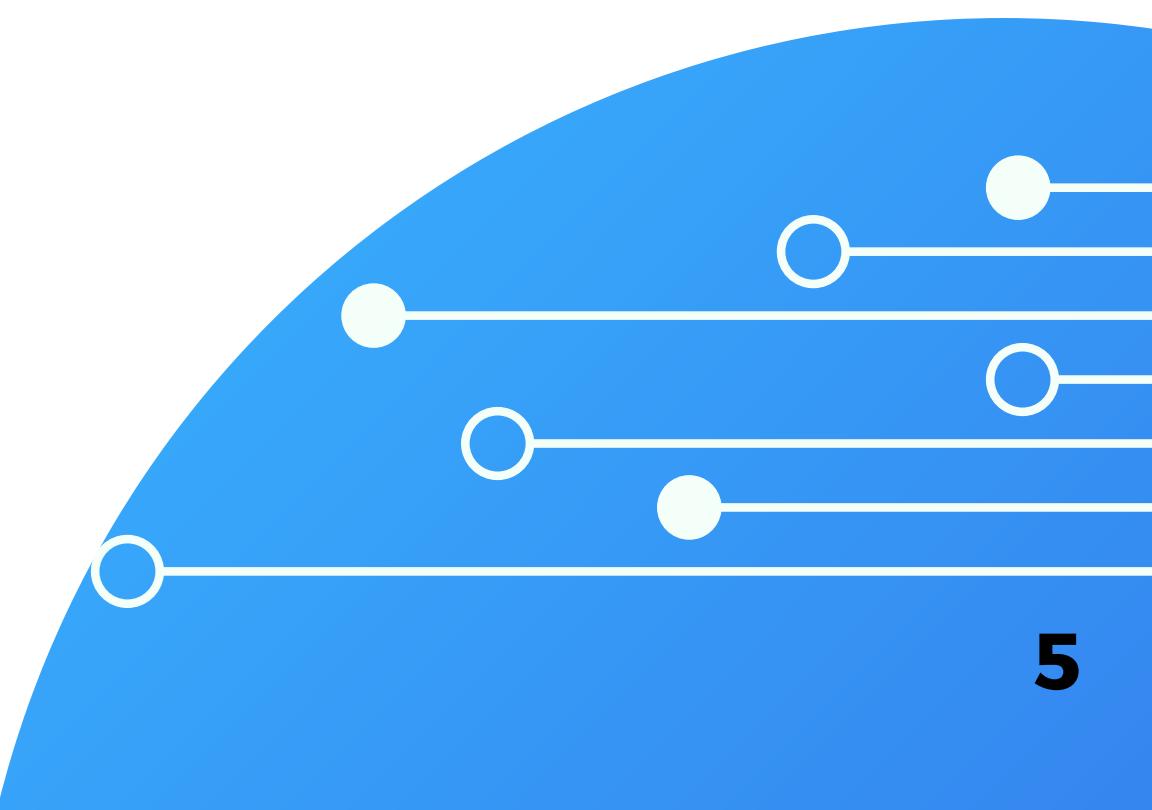
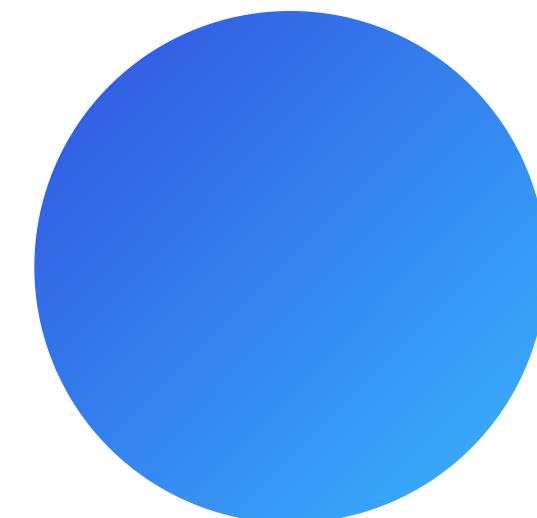
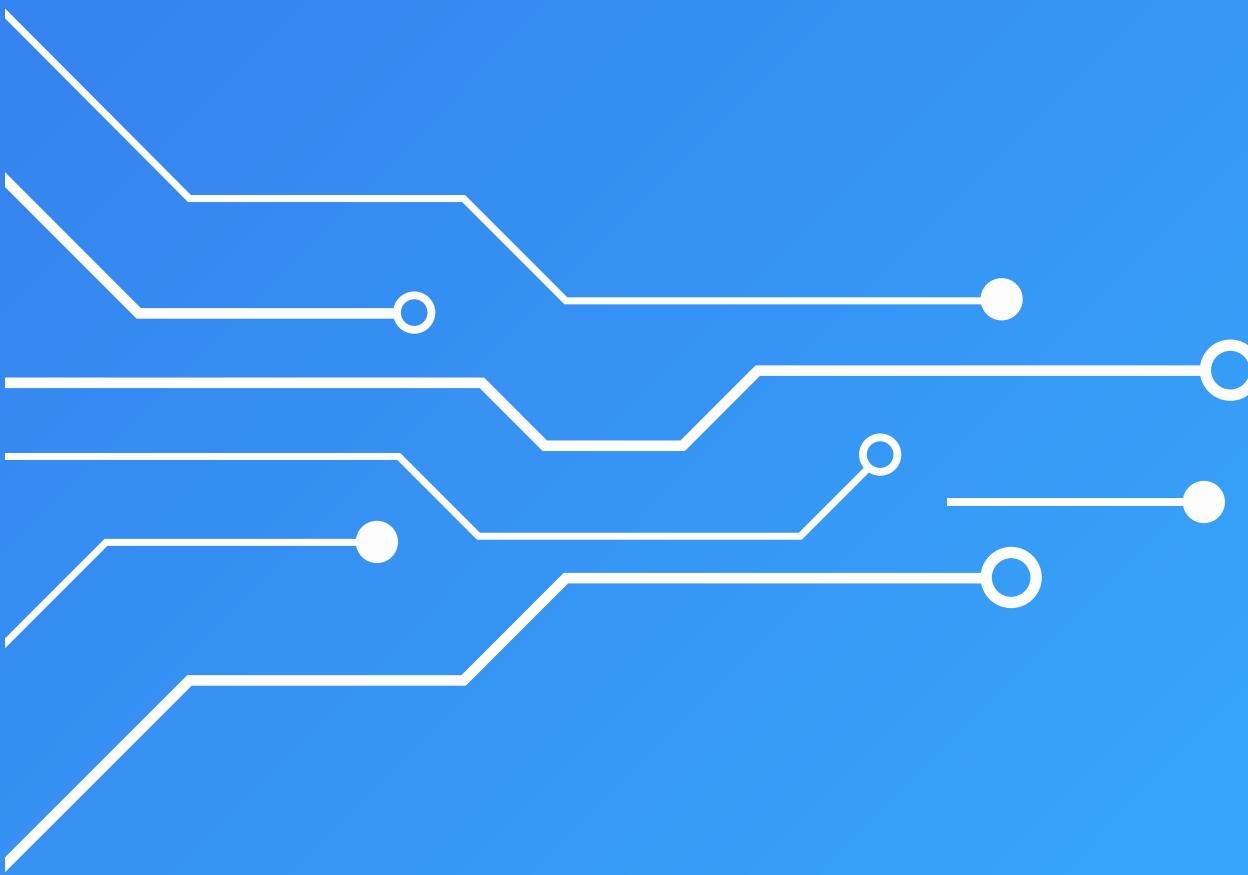


**13** CLIMATE  
ACTION

# ARKA GAZEBO

## A SMART GAZEBO BUILT FOR SMART SPACES

“ARKA” means Sunbeam or Ray of light in Sanskrit. It is a hub built to meet the 21st-century mobile generation by providing clean energy, connectivity & local information on the go which runs on Green energy & can be operated through cloud technology.





### 1.CHARGING DOCKS

*Charges phones ,tablets , laptops & other wearable devices 24/7 through built in cables using clean energy from the sun.*



### 2.DIGITAL DISPLAY

*Digital display in the smart bench gives space for public information messages, government notices & Advertisements for people through the led display.*

- Maps.
- Weather report.
- News and many more.

### 4.INTERNET ACCESS

*In the immediate vicinity of smart bench, users will be able to access the internet through the built in Wi-Fi router.*

### 3.ENVIRONMENTAL SENSING

*Inbuilt sensors of CO<sub>2</sub>,noise,temperature,humidity & air quality in gazebo helps to give present conditions of environment around the smart gazebo & the analysis report can be seen on the display screen.*

# TECHNOLOGY UNDERHOOD



## AI DOOH -

Data-driven Dooh advertising in real time & viewer tracking module.

## HYBRID POWER SOURCE

Smart Urban Microturbines  
Independent Clean Green energy generation & consumption.

## CLOUD MONITORING & MANAGEMENT-

Virtualization of infrastructure working & optimized data flow for error-free operations.

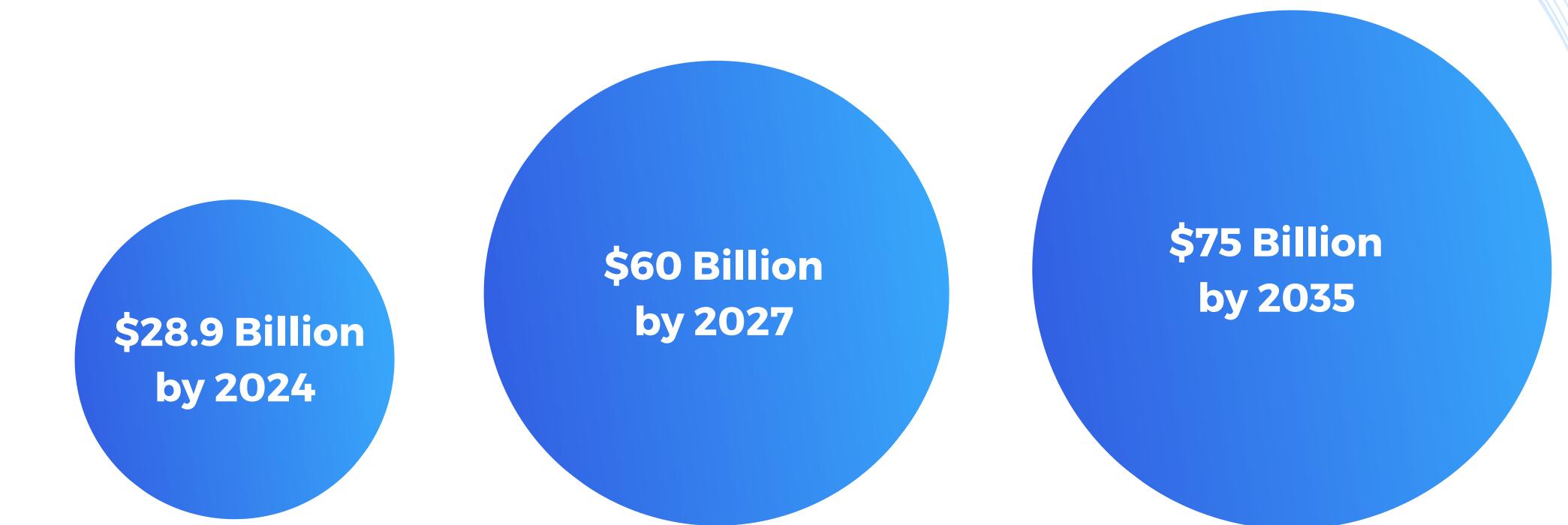
## SMART ELECTRONICS & SYSTEMS-

From sensing to remote accessibility.

# MARKET DYNAMICS & OPPORTUNITY

**Driver** - Increasing number of government initiatives and PPP models for smart cities.

**Restraint**- Lack of advancements in public & poor technology application in implementation & operations management in developing economies



**Opportunity**- An increase in connected IoT smart infrastructure drives the growth in both application & usage.

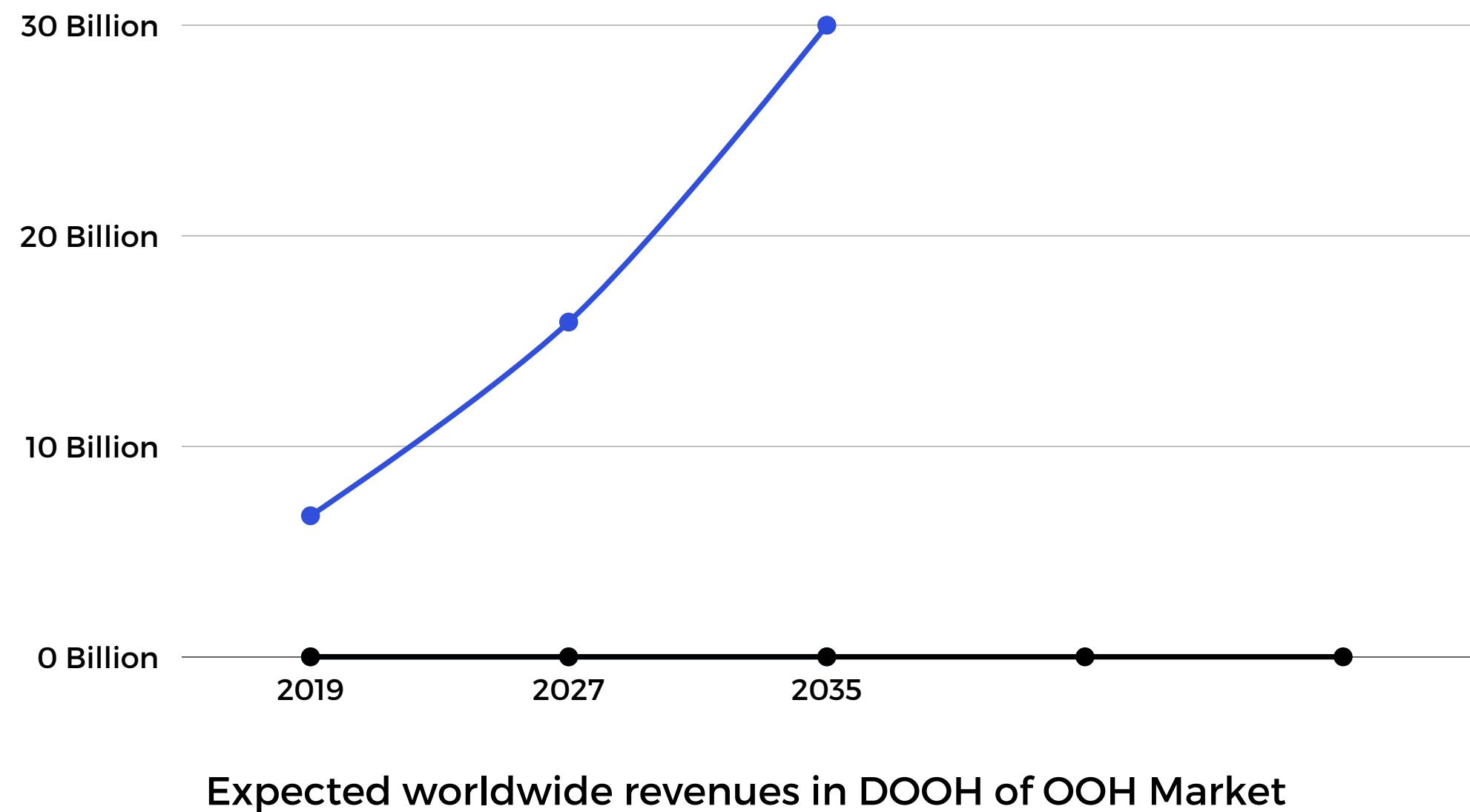
**Green Technology and Sustainability Market Size**

# DOOH

## Digital Out of Home Media

Worldwide DOOH spending trend is expected to grow 10.1% each year between 2020 to 2027, accounting for rapid growth in out-of-home digital media spending.

Infrastructure development & use of Smart Technology will boost the DOOH sector thus aiding the rapid growth & improving outdoor Advertising spending by 20-25% a year.

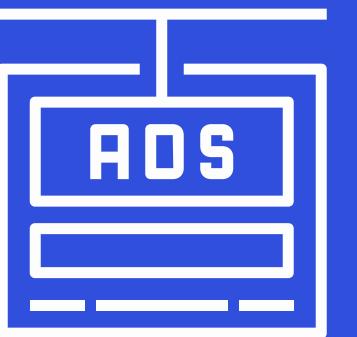
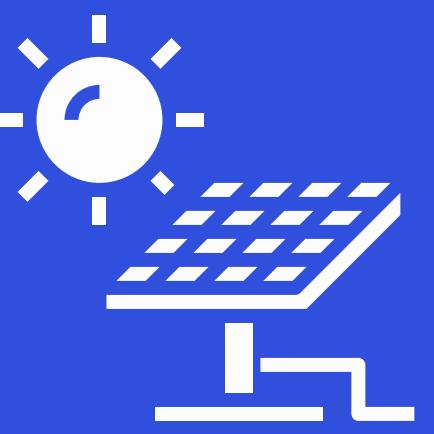
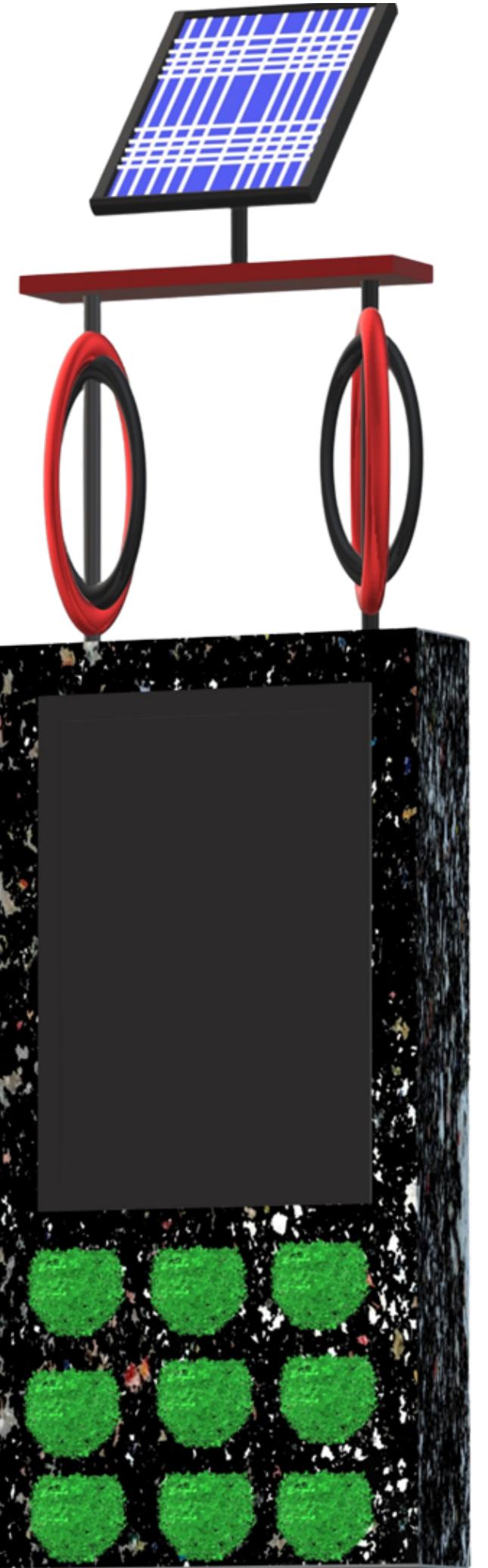


# SEM

## SMART ECO MEDIAN

### WHAT DOES OUR NETWORK DO?

- Hybrid Energy- Solar & Micro Wind Turbine.
- Air purification & Reduction of Co2 around spaces.
- Inbuilt Sensors measure performance & give data in Realtime.
- Smart Urban Design for any Public spaces.
- Cloud operation & IoT sensors for Multifunctional.



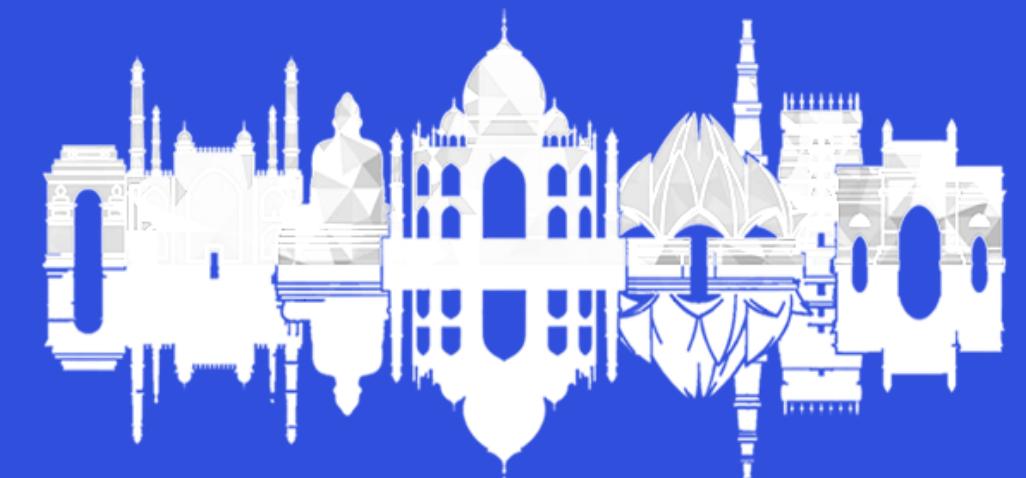
# APPLICATIONS



**Transit Hubs**



**Parks**  
(Tech Park, Amusement,  
Public Park)



**Touristic Space.**



**Tech-Shack**



**Shopping Mall**



**University Campuses**

# EXECUTION & GROWTH

**FMA-**  
First Movers Advantage!  
& building  
a Two-Sided Market

1

Initially starting with a Smart city & a Metro city.  
Infrastructure deployment in planned/partnered strategic locations.

2

Integration & organization of services to customers.

3

Market penetration for immediate sales & long-term customers.

4

Also developing & capturing markets in major 2-tier smart cities, while growing footprint in metros.

# BUSINESS MODEL

AS BOTH THE PROVIDER &  
INTEGRATOR DRIVES

## REVENUE BY SERVICES

I-A-A-S, S-A-A-S, TURNKEY SERVICES

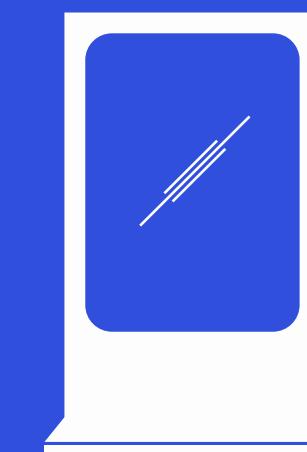
## REVENUE BY SOURCES

- PRODUCT PRICING
- TRANSACTIONAL BASED MODEL
- WHITE-LABEL PRICING
- SUBSCRIPTION MODEL/LICENSING MODEL
- UTILITY USAGE PRICING/REVENUE
- SHARING MODEL

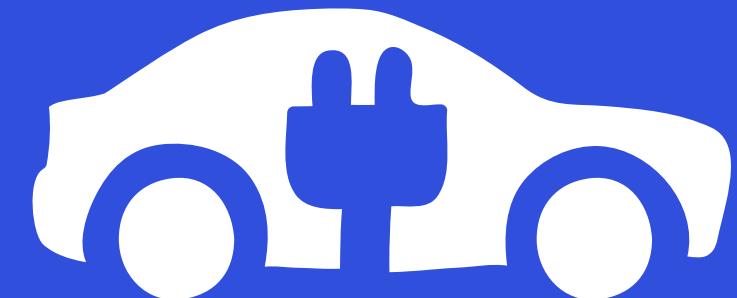
**State-of-the-art technology Network & Innovative Street Infra Assets**



Micro Food Kiosk



Digital Assets



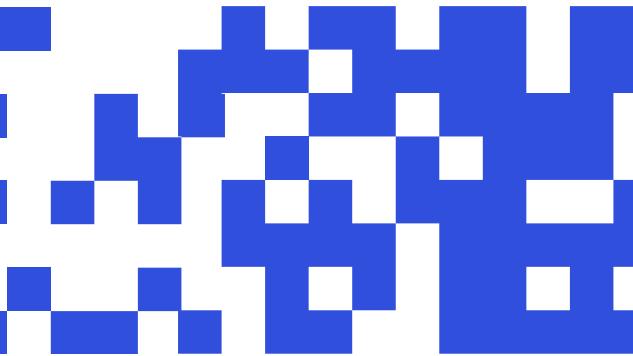
EV Charging Infra

KEY PARTNERS	KEY ACTIVITIES	VALUE PROPOSITION	CUSTOMER RELATIONSHIPS	CUSTOMERS
<ul style="list-style-type: none"><li>• Cities &amp; Boards.</li><li>• Public-Private Partnerships.</li><li>• (Parks, Rail, Bus transit hubs)</li><li>• Brand Advertisers &amp; OOH ad network.</li><li>• Private public property developers.</li></ul>	<ul style="list-style-type: none"><li>• Infra Design, Building &amp; Deployment.</li><li>• Negotiations &amp; MOU Agreements.</li><li>• Value chain Integration in both vertical &amp; horizontal markets.</li><li>• Assets Management &amp; Optimization.</li></ul>	<ul style="list-style-type: none"><li>• Innovative forms of collaboration, Efficiency, and Technology.</li><li>• To upsell sales &amp; boost revenue generation.</li><li>• Value-added services.</li></ul>	<ul style="list-style-type: none"><li>• Long-term &amp; dedicated personal Assistance.</li><li>• Transactional.</li><li>• Self &amp; Automated services.</li><li>• Communities.</li></ul>	<ul style="list-style-type: none"><li>• Govt. institutions.</li><li>• -private property developers.</li><li>• Advertisers.</li><li>• Advertising Agencies.</li><li>• Retail businesses.</li><li>• Food businesses.</li></ul>
<h3>COST STRUCTURE</h3> <p>DIRECT</p> <ul style="list-style-type: none"><li>• Assets Development costs.</li><li>• Raw materials costs.</li><li>• Technology costs.</li><li>• (Servers, services)</li><li>• Employee salaries.,</li><li>Customer Acquisition costs.</li></ul>	<p>INDIRECT</p> <ul style="list-style-type: none"><li>Office rents.</li><li>Utility expenses.</li><li>Accounting costs.</li><li>Marketing &amp; promotion expenses.</li></ul>		<h3>CHANNELS</h3> <ul style="list-style-type: none"><li>• Direct proposition &amp; sales.</li><li>• B2G,B2B,B2C.</li><li>• Own integrated marketing &amp; partner affiliate channels.</li><li>• Referrals.</li></ul>	<h3>REVENUES</h3> <ul style="list-style-type: none"><li>• Sale from Food kiosks.</li><li>• User fees for services.</li><li>• DOOH AD spaces.</li><li>• Subscription of services( SAAS).</li><li>• Sale of Inventory.</li></ul>

# RECOGNITION & STATS



- Company incorporated.
- Obtained PAN card.
- Initial patent application drafted.
- Introduced & Installed the first version of infrastructure for public parks.
- In process of Partnerships & signing of MOU with the smart city board & Railway division.
- Selected as Emerging tech innovation for new India's development.
- Top 80 at YOUTH CO: LAB UNDP 2020
- And also selected for the NTC program (National technology commercialization program) under PM-STIAC.
- (Prime Minister science, technology & innovation advisory council)
- In AGNII-Accelerating growth for new India's innovations
- <https://www.agnii.gov.in/innovation/arka-smart-gazebo>



# OBJECTIVES & KEY ASKS

- Building & Installing market-ready Infra in Strategic Partnered Locations & initiating services for Revenue Generation.
- Applying IPR, Design & software copyrights for hardware systems, working methodologies & application services in infra
- Starting with the launch of Metro city & a Smart city. Focusing & Capturing the market for both Infra & DOOH services

## GOALS & TASKS ARKA INFRA

- Develop & Manage 50+ Infra services & DOOH under PPP model.(B2G,B2C)  
30+ Infra & DOOH services under Pvt. Partnerships.(B2B,B2C)
- Operate & Transfer 40+ DOOH Infra IAAS & SAAS Model.(B2B)
- Sell Inventory, Manage & Operate Infra & DOOH services Partnerships.(B2B,B2C)

## FUNDING

Opting for Seed capital in exchange for equity shares with convertible Note in the company.  
Seeking Investment of \$500K - 900K USD to develop & execute the objectives before raising Series A.

# MISSION & VISION

Our vision & mission is to harness simple technologies to EMPOWER & EVOLVE lives by launching simplified, modernized, eco-friendly smart technology solutions for a green sustainable future.

Solving some of the world's biggest problems along the way from CLIMATE CHANGE to SMART LIVING while TRANSFORMING COMMUNITIES.



**MNS Rao**  
COO

INNOVATION STRATEGIST



**Abhilash**  
CTO

PRODUCT ENGINEER



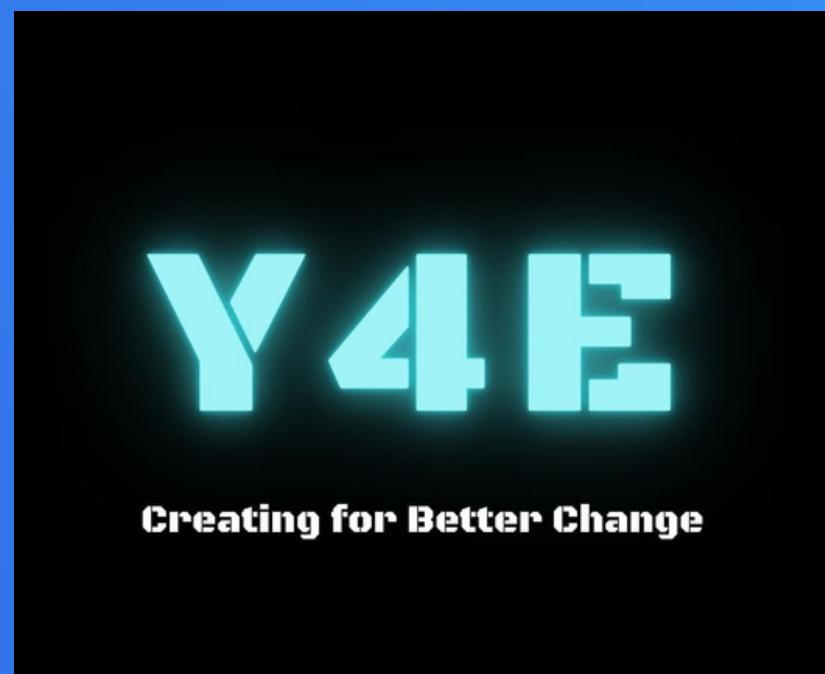
**Shreyank**  
CEO  
INNOVATION DESIGNER

# CONTACT US

yclept4elabs@gmail.com

[www.y4elabs.com](http://www.y4elabs.com)

INDIA.



Thank You