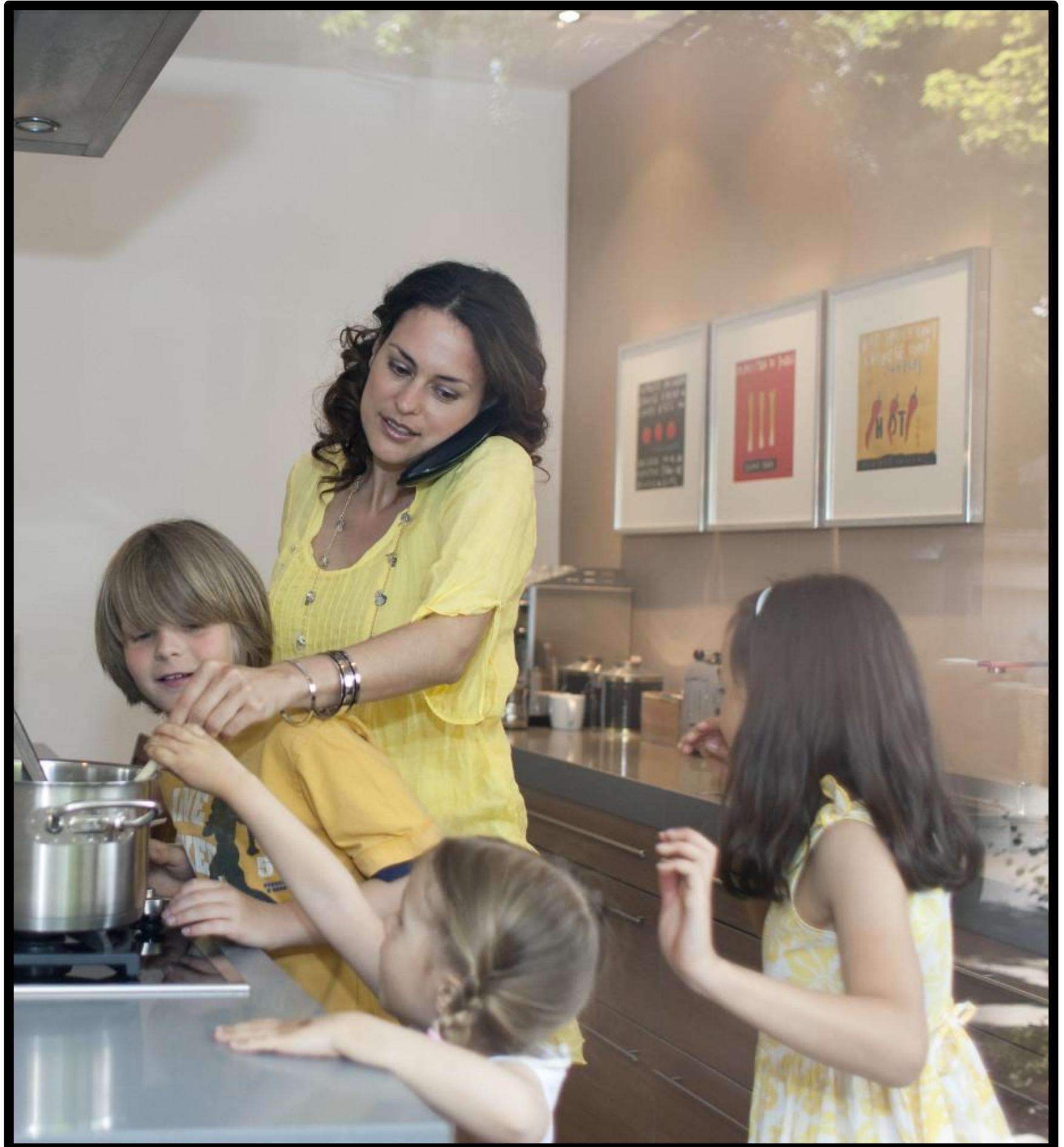


ESSENCE

to remember your essentials.



MEET JACKY.

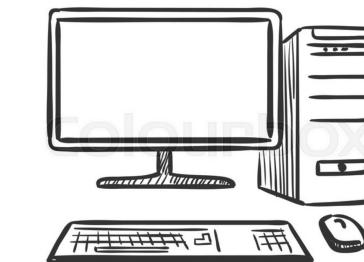
EVERYONE DEPENDS ON HER.



KIDS

Mother of 3

Children Under 18



WORK

Accountant

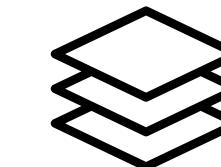
40 hrs/week



HOUSEHOLD

Cooking & Cleaning

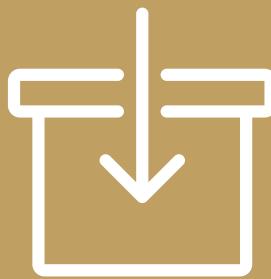
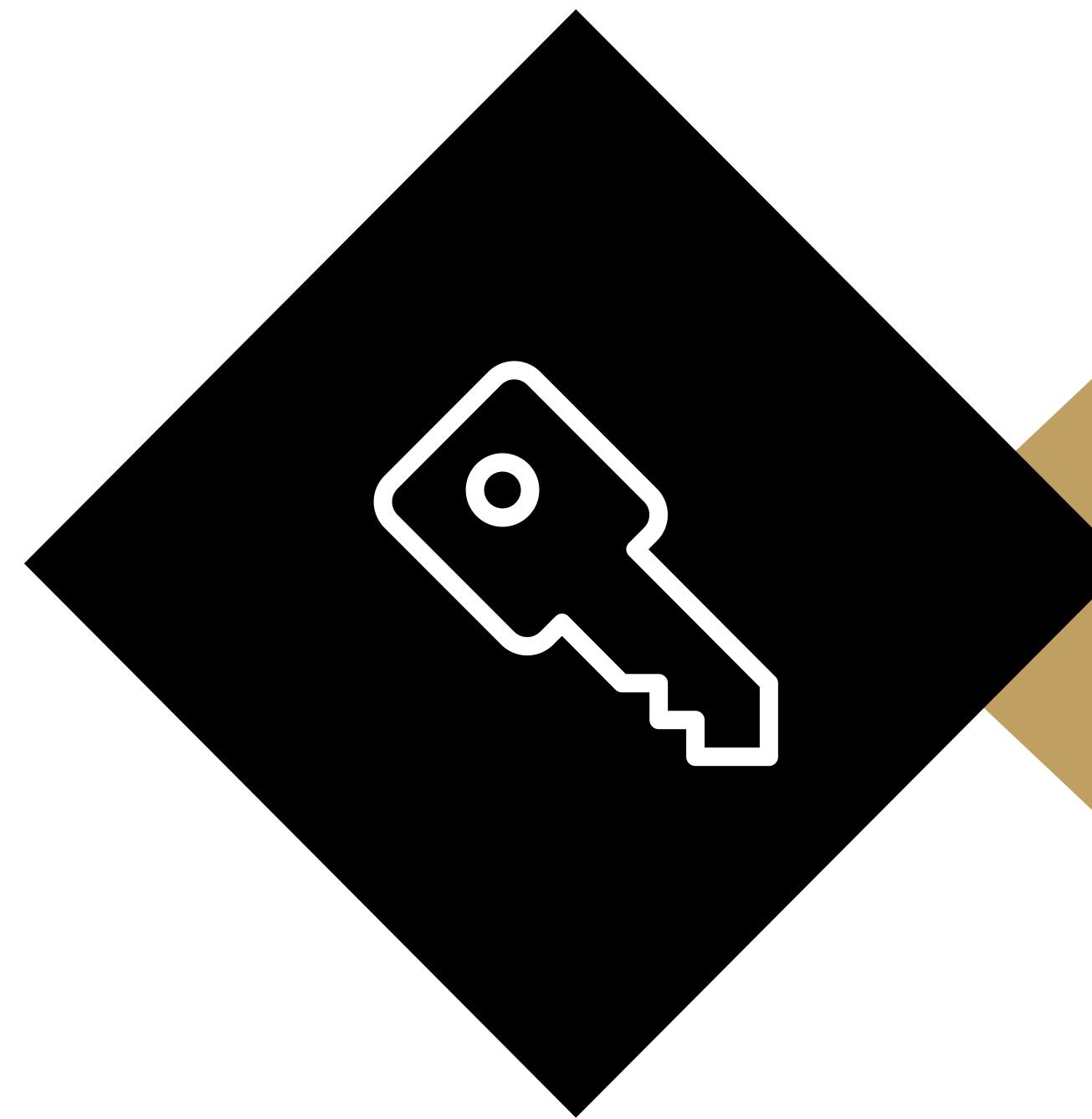
5-Person Family



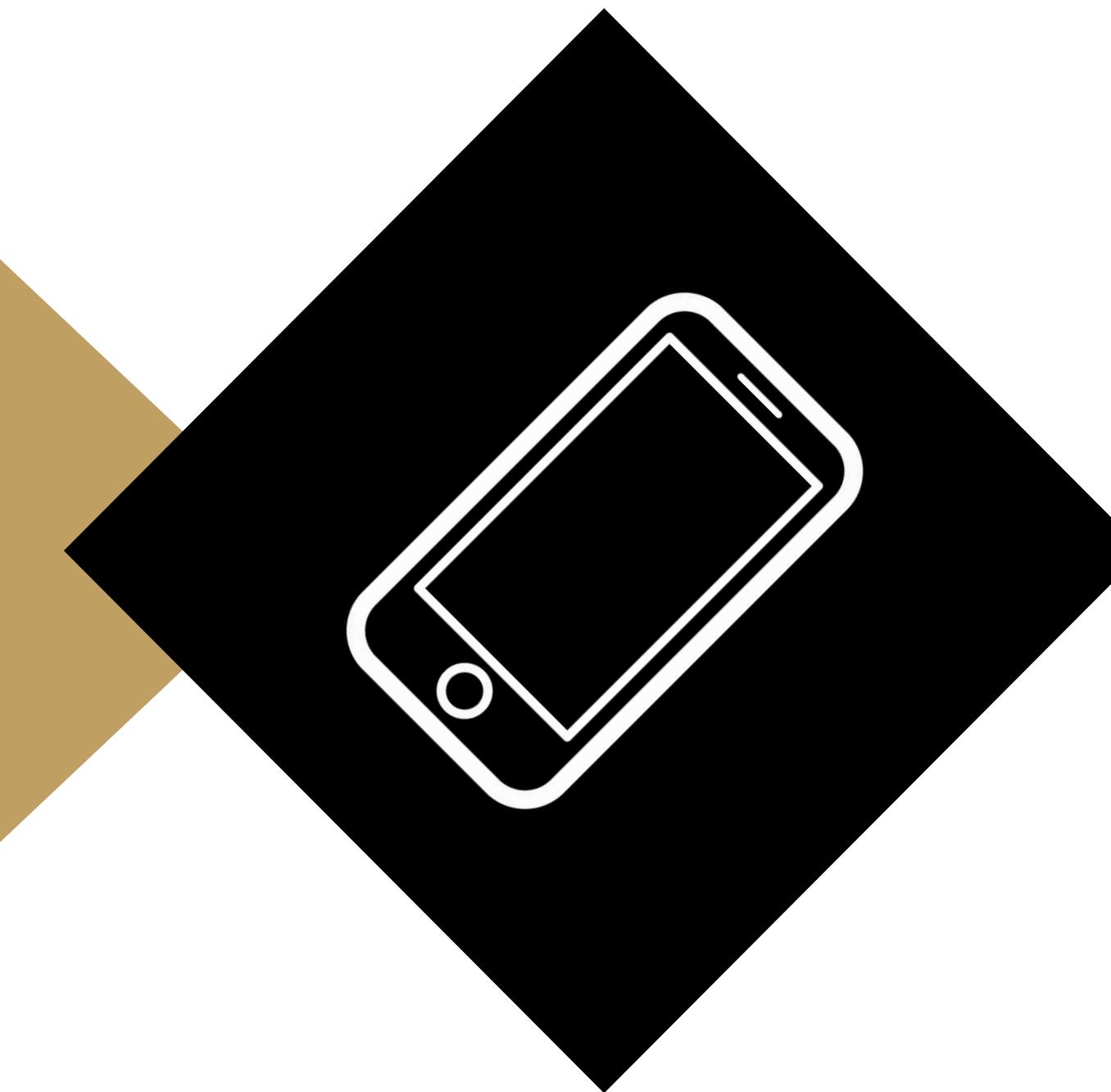
EVERYTHING IN BETWEEN

WE RECOGNIZE

THE PROBLEM

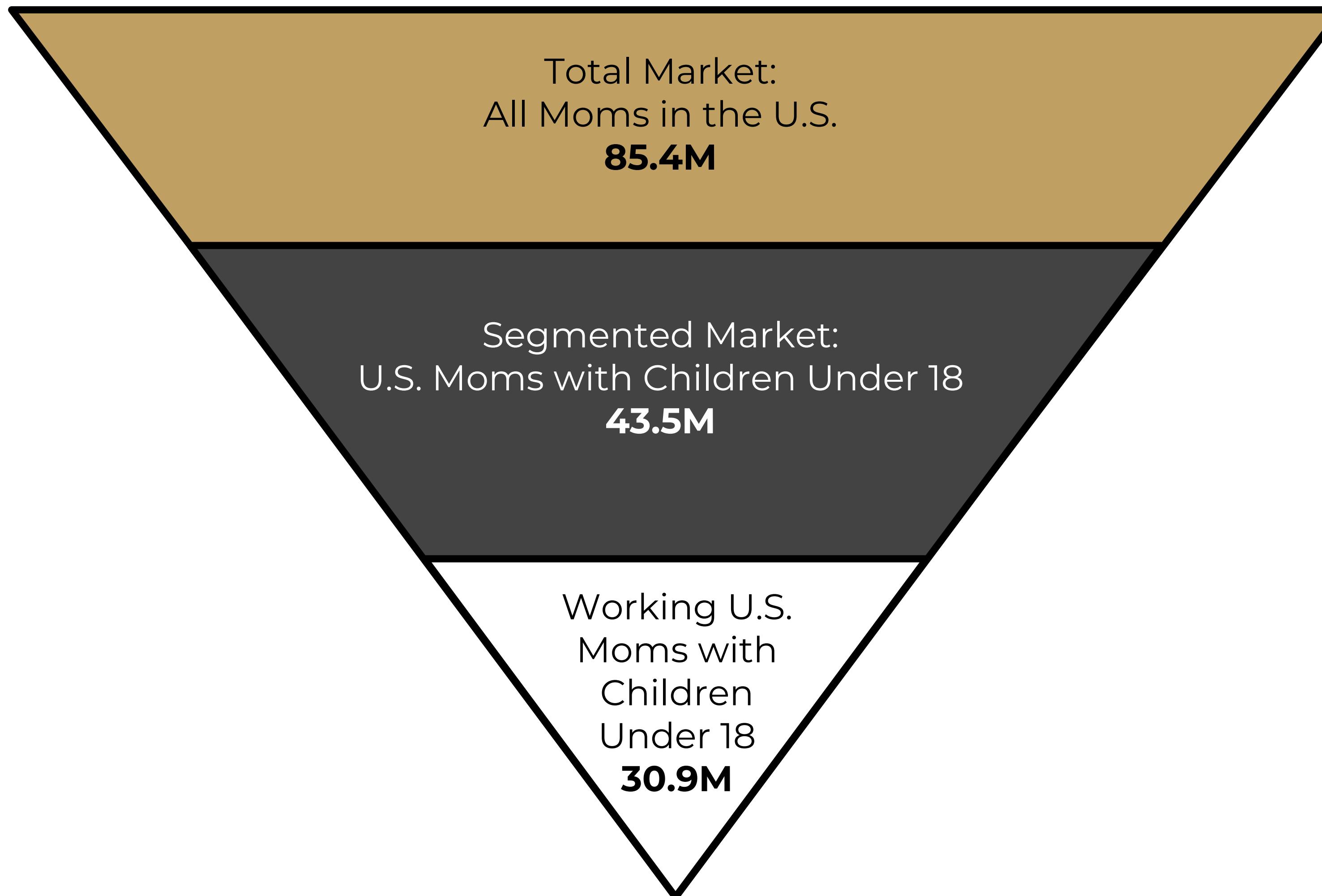


JACKY OFTEN
FORGETS TO
BRING HER
ESSENTIALS



BEACHHEAD MARKET

MARKET SEGMENTATION



INTERVIEW DATA

- ❖ **60%** of interviewed mothers have **forgotten at least one everyday item** in the last week

RESEARCH DATA

- ❖ Most frequently forgotten items: **keys, phone, wallet.**
- ❖ Women are 38% more likely to forget or misplace items than men.
- ❖ During and after pregnancy, women can experience increased **short-term memory loss.**

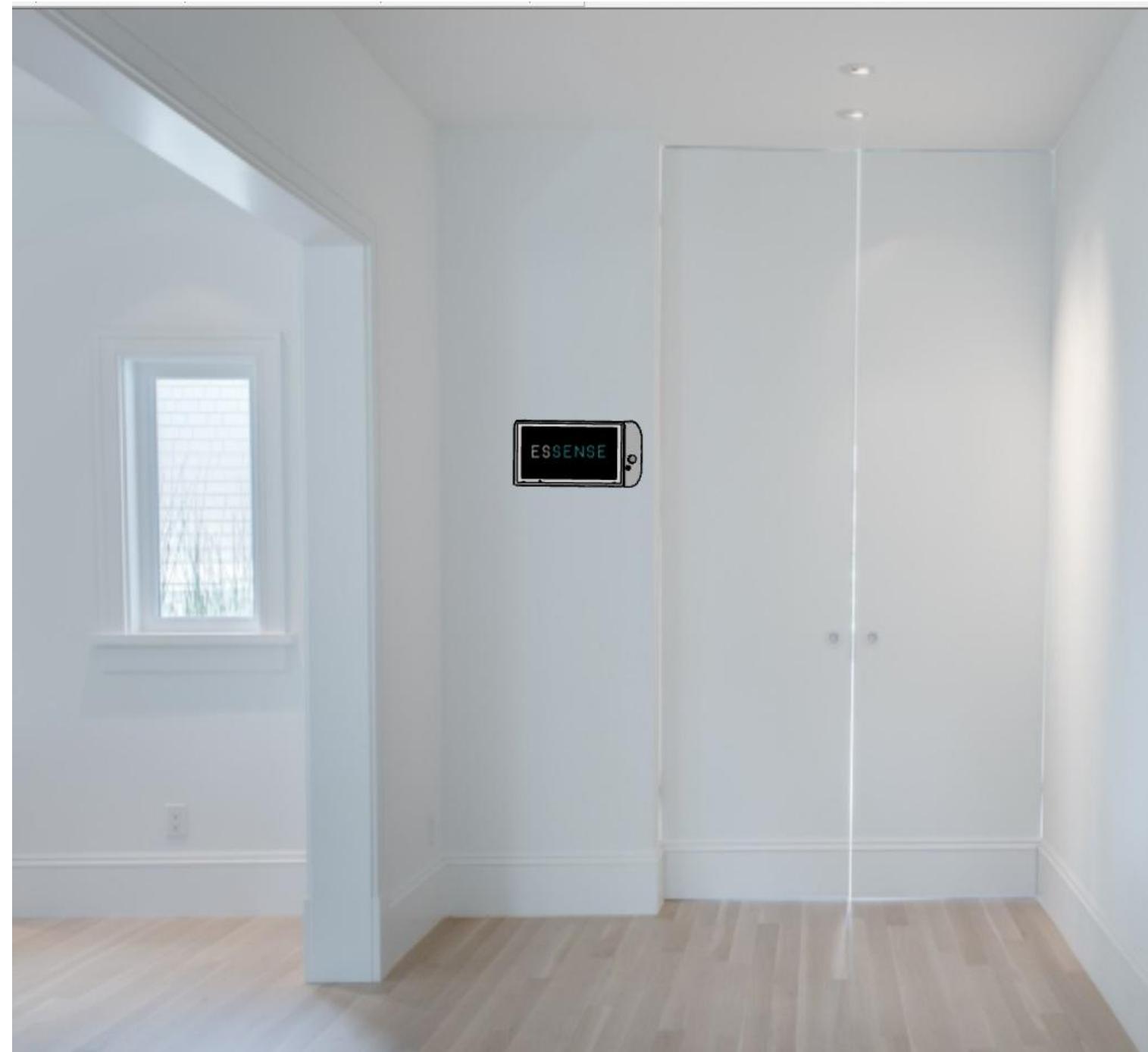
WE HAVE

THE SOLUTION

**NEVER LEAVE YOUR
ESSENTIALS AT HOME AGAIN.**

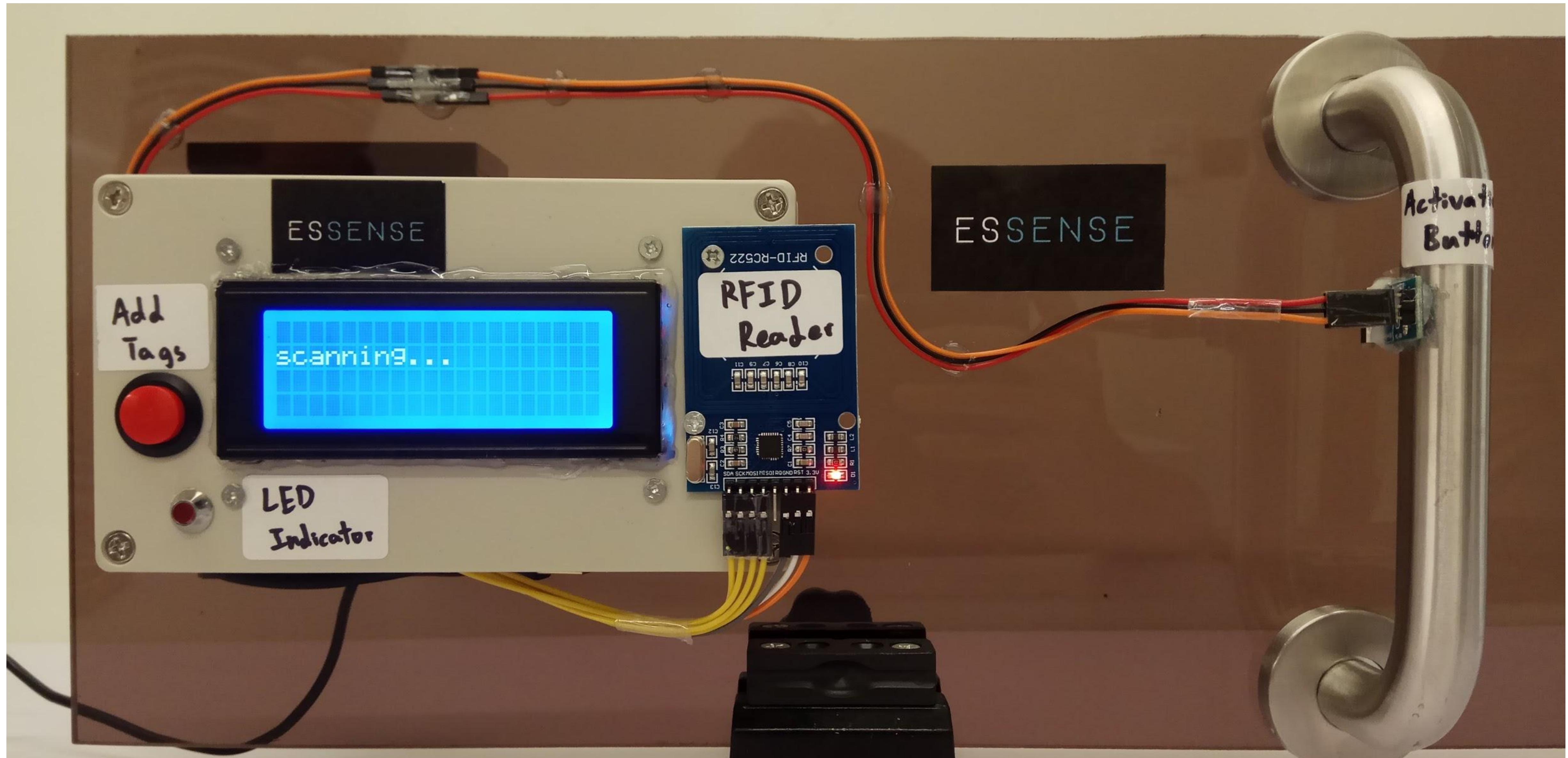
We understand that it is easy to forget the simple things in life. With Essense, we will help you **keep track of all your everyday necessities.**

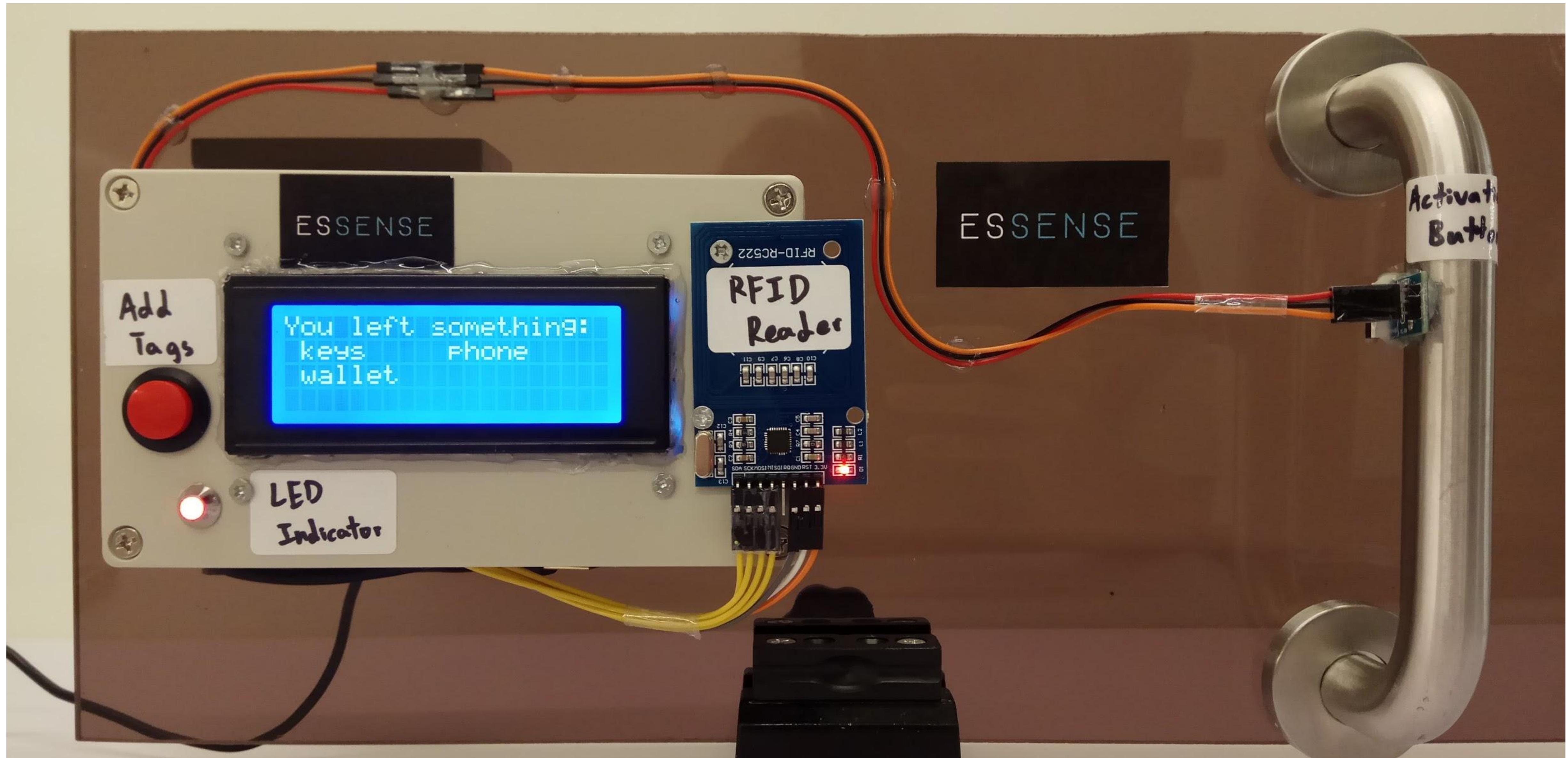
- ❖ Phone
- ❖ Keys
- ❖ Wallet
- ❖ Umbrella
- ❖ Epipen
- ❖ Medication
- ❖ Computer
- ❖ Instrument
- ❖ Sports Equipment

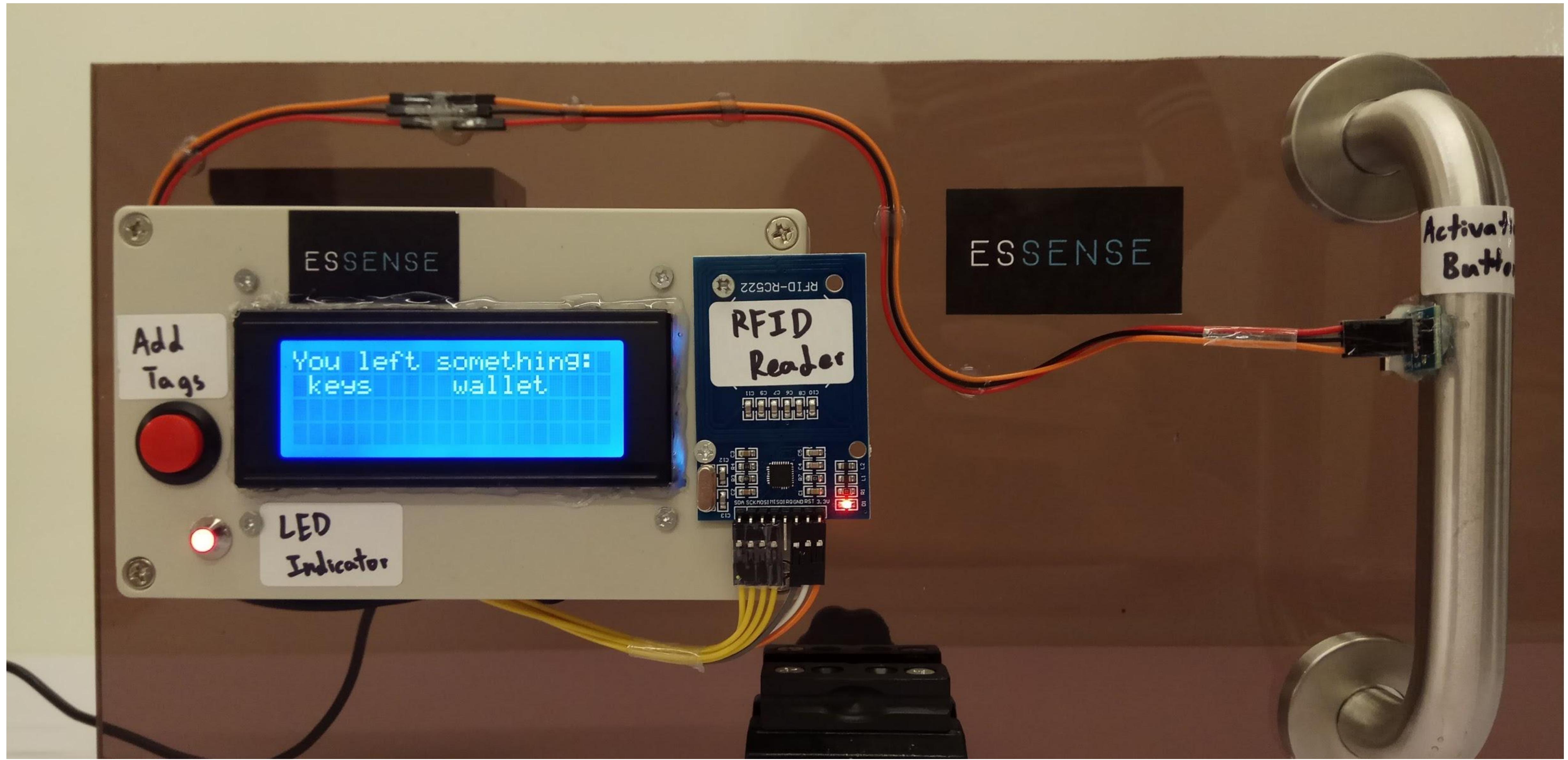


ESSENSE

THIS IS OUR PRODUCT DEMO







ESSENSE

Add
Tags



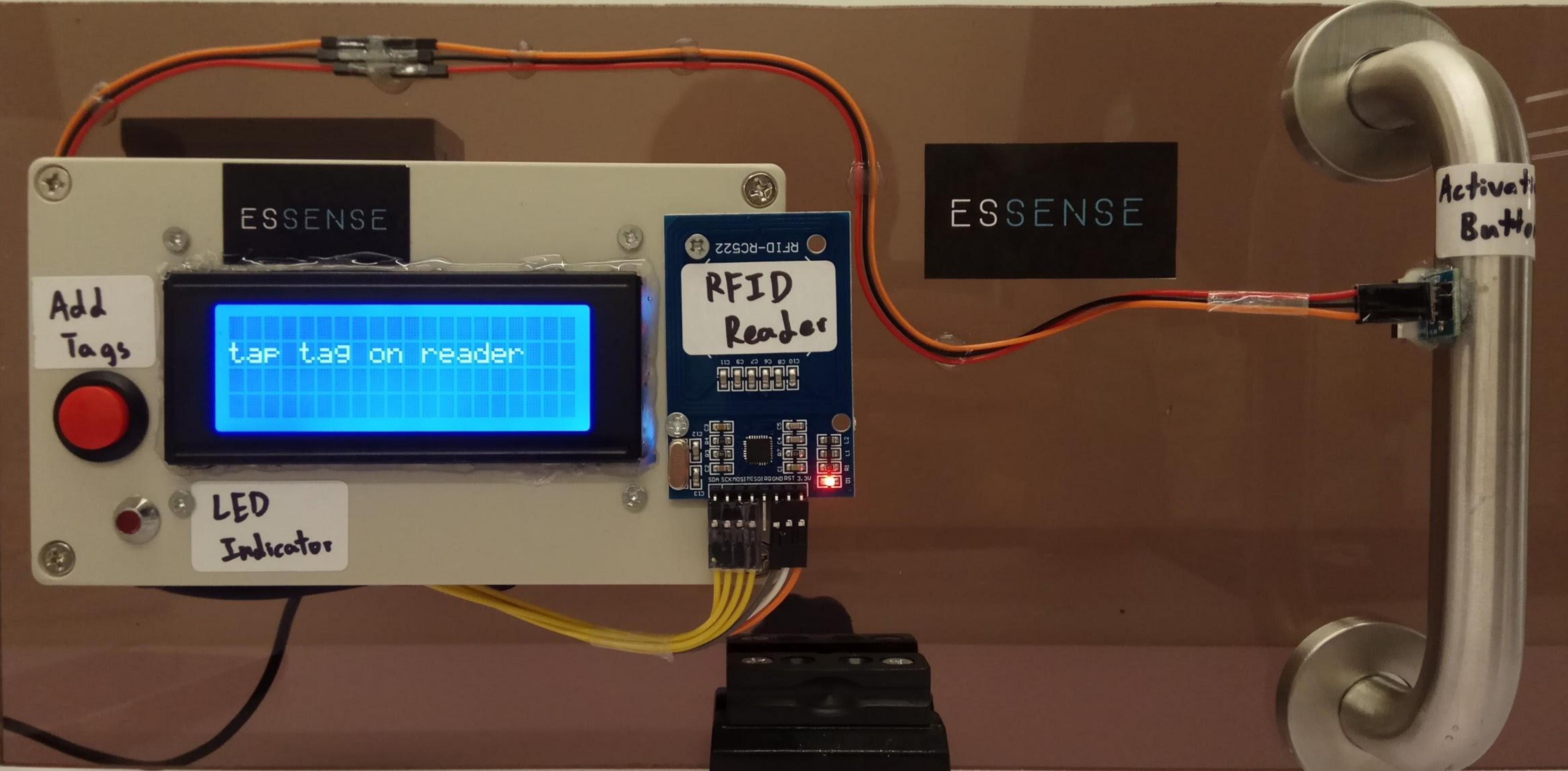
LED
Indicator

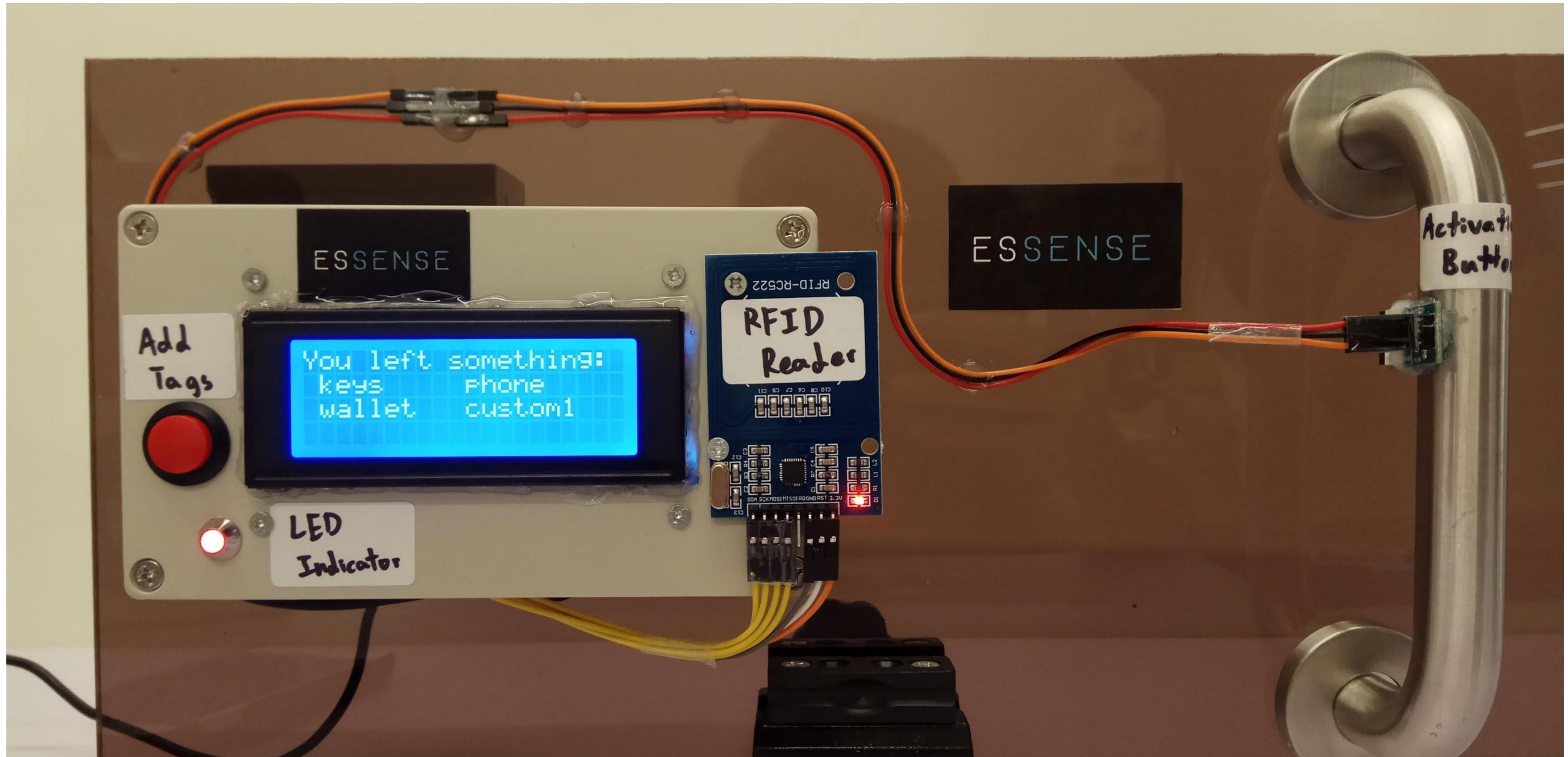
All good to go!

RFID
Reader

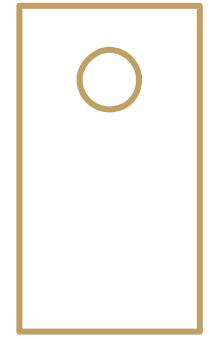
ESSENSE

Activation
Button

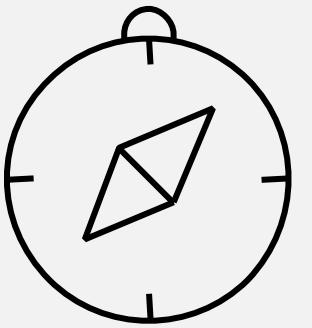




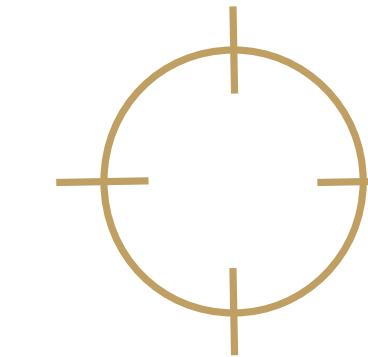
NEXT TECHNICAL DEVELOPMENTS



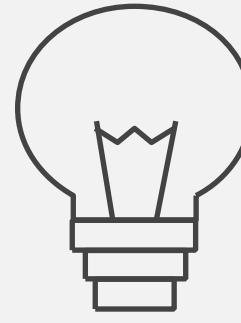
UNIVERSAL STICKER MODEL

[LEARN MORE](#)

LONGER SENSOR RANGE

[LEARN MORE](#)

WIRELESS BUTTON

[LEARN MORE](#)

WIFI CONNECTION

[LEARN MORE](#)

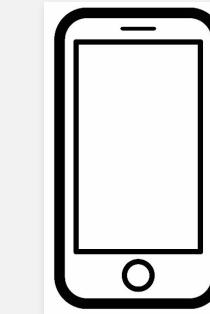
MULTI-USER SYSTEM

[LEARN MORE](#)

FACIAL & FINGERPRINT RECOGNITION

[LEARN MORE](#)

FINDER FEATURE

[LEARN MORE](#)

CONNECTED APP

[LEARN MORE](#)

THE ULTIMATE

BUSINESS MODEL

BASE PRICING

\$59.99

SCANNER

THREE TAGS:

PHONE | WALLET | KEYS

ADDITIONAL TAGS

\$19.99

PACK OF 5

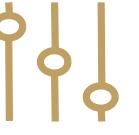
CUSTOMIZED TO YOUR:
UMBRELLA
MEDICATION
INSTRUMENT CASE
ETC.

ONLINE & IN STORES

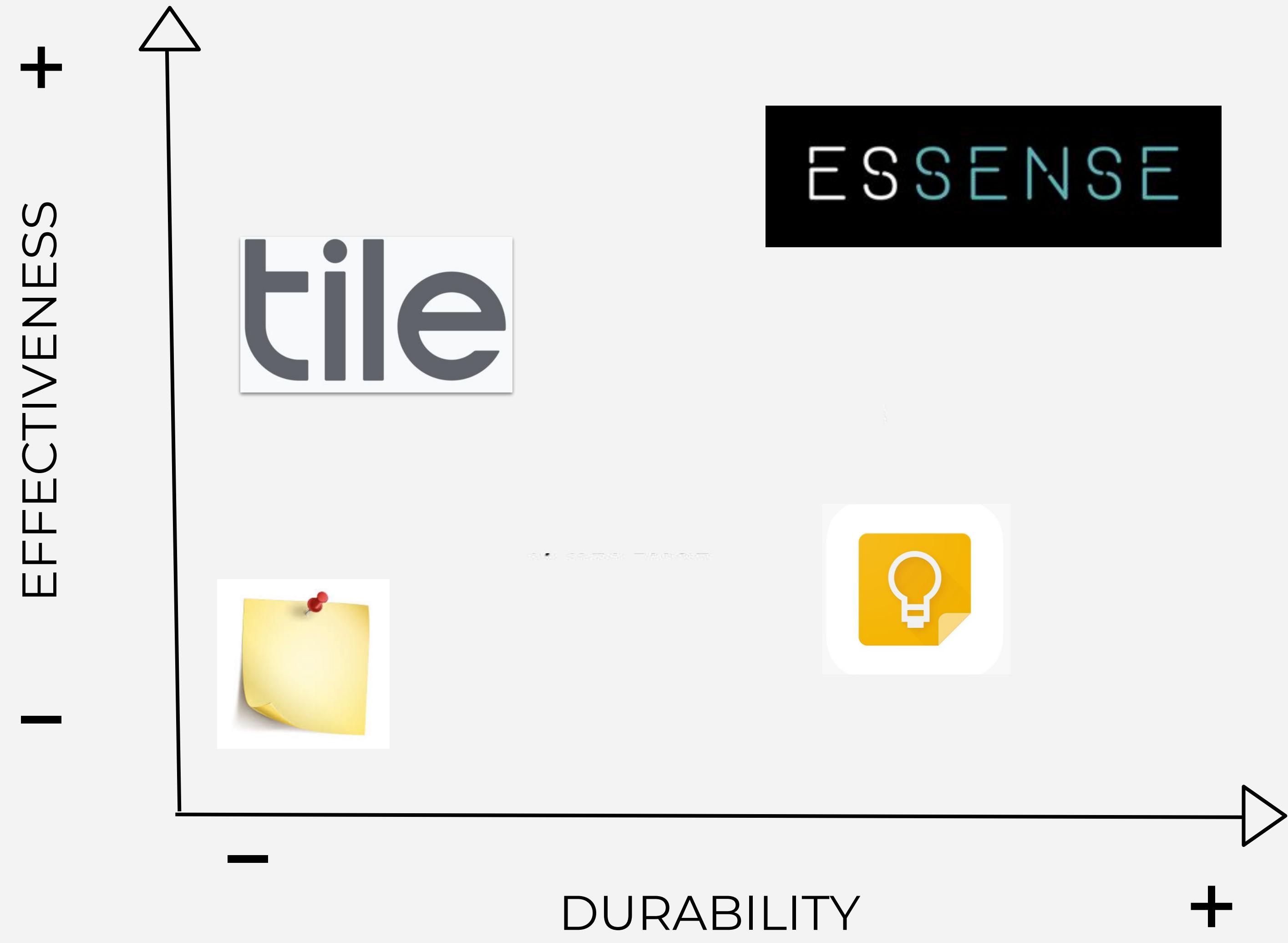
USER-FRIENDLY
WEBSITE

PARTNER WITH
DEPARTMENT STORES:
KOHL'S
TARGET
BEST BUY

OUR BENEFITS

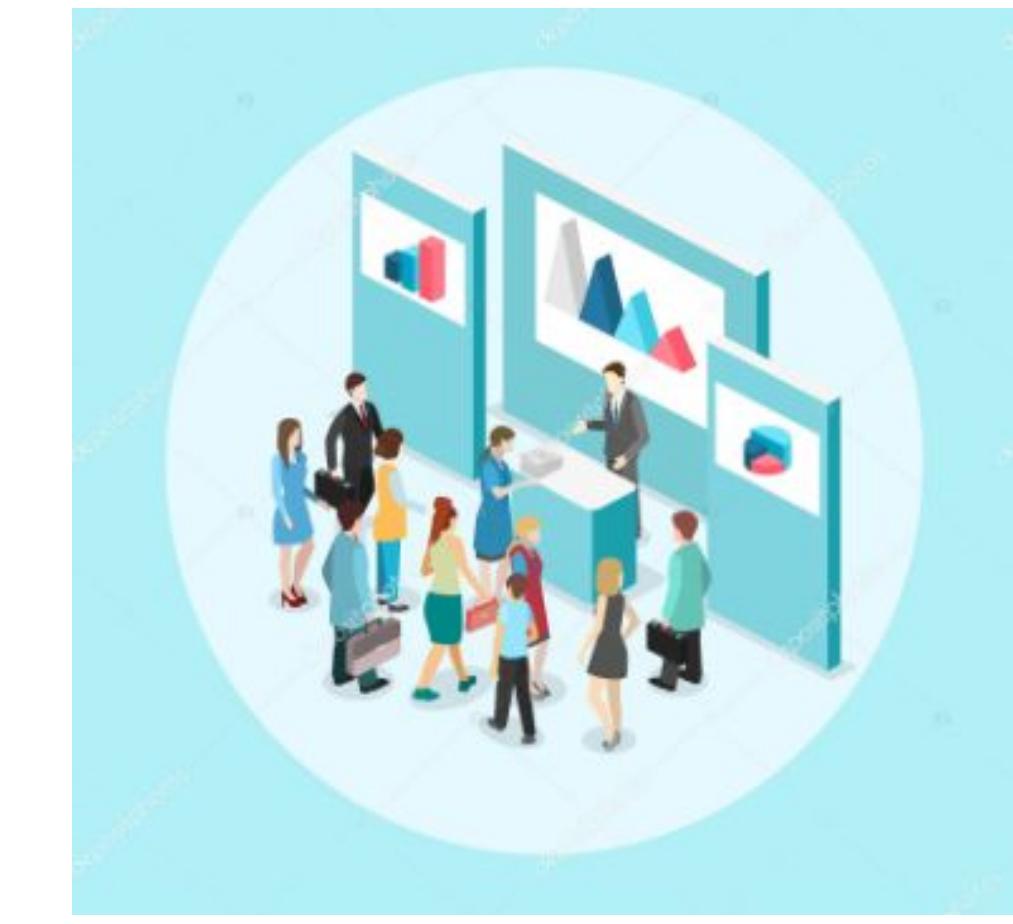
-  **DEPENDABLE**
-  **LIGHTWEIGHT**
-  **CONVENIENT**
-  **NO CHARGING NEEDED**
-  **TIME-SAVING**
-  **ECONOMICAL**

WE HAVE THE
COMPETITIVE ADVANTAGE



A COMPREHENSIVE

GO-TO-MARKET STRATEGY



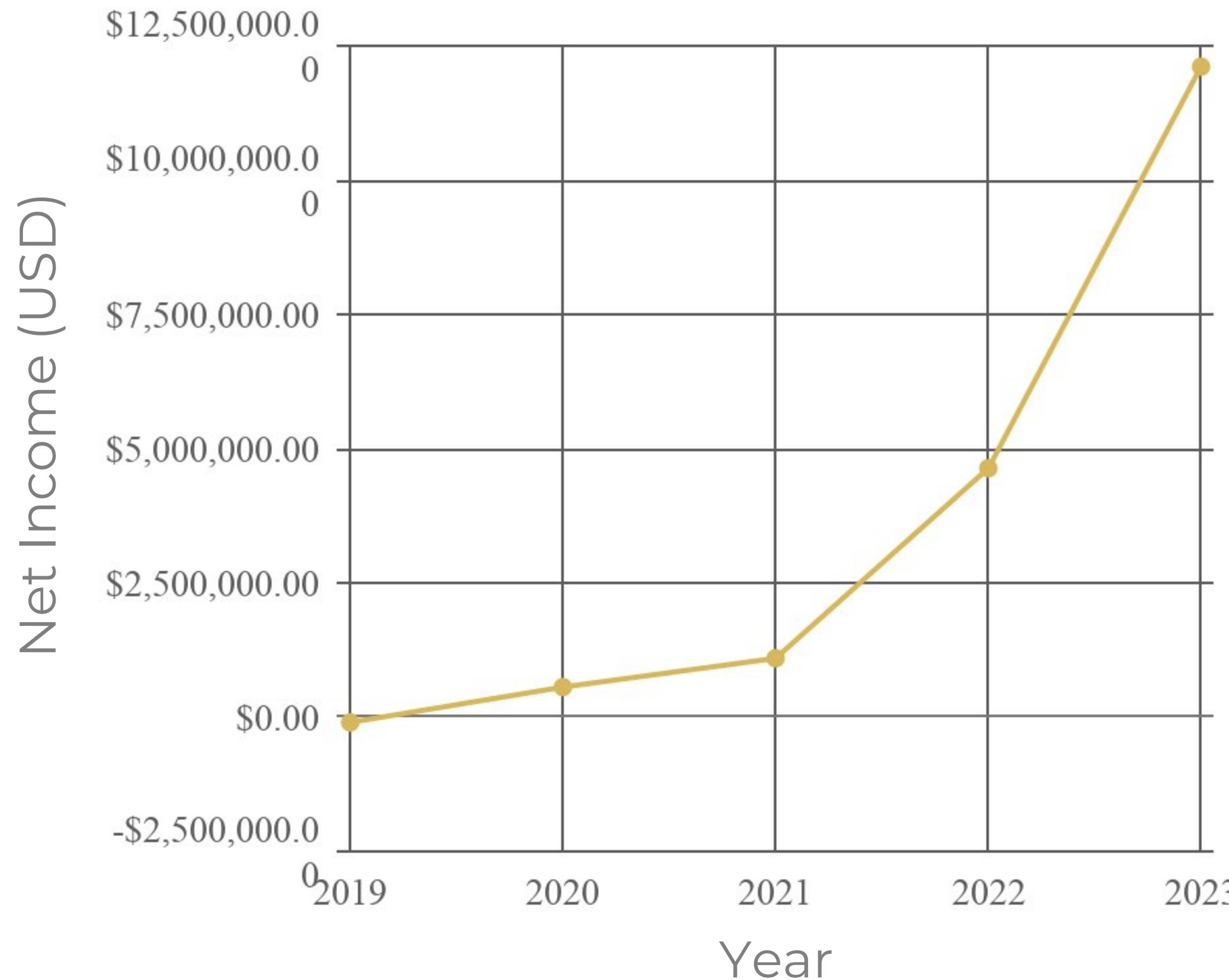
**FACEBOOK
CUSTOM
AUDIENCES**

BABYCENTER.COM

BEST BUY

TRADE SHOWS

FINANCE AND FUTURE PLANS



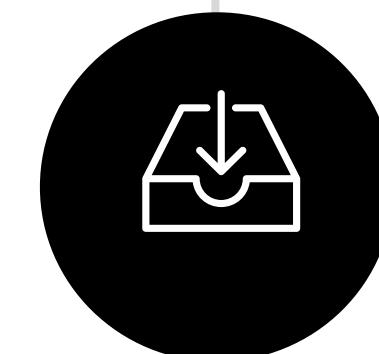
2020

Develop new designs for customizable tags.



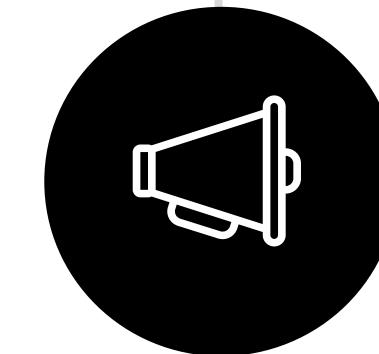
2021

Extend marketing to working young adults, college students, younger kids, and more.



2022

Release technological advancements.



BEYOND

Substantially extend our market: Canada, UK, and other international venues.

HERE'S

THE ASK

GUIDANCE & EXPERTISE

MEMBERS OF OUR
ADVISORY BOARD

CONNECTIONS TO
RETAIL

WE INVITE YOU TO
MEET OUR TEAM



**YANTON
CHOW**

CEO



**MIGUEL
SHETREET**

CFO



**BRANDON
LAW**

CTO



**FIONA
KU**

VP Sales



**ELIZABETH
YANG**

VP Marketing

E S Q F E N S E

DO YOU HAVE ANY
QUESTIONS?

Assets						
Online Revenue at \$59.99	\$ 649,875.00	\$ 3,279,320.00	\$ 6,148,725.00	\$ 9,223,087.50	\$ 13,322,237.50	
Wholesale Revenue at \$59.99	\$ -	\$ -	\$ 4,349,025.00	\$ 6,523,537.50	\$ 9,422,887.50	
Enterprise Services Revenue	\$ 649,875.00	\$ 3,279,320.00	\$ 10,497,750.00	\$ 15,746,625.00	\$ 22,745,125.00	
Liabilities						
Box (20x10x5)	\$ 20,000.00	\$ 160,000.00	\$ 300,000.00	\$ 450,000.00	\$ 650,000.00	
LCD (Liquid Crystal Display)	\$ 19,100.00	\$ 152,800.00	\$ 286,500.00	\$ 429,750.00	\$ 620,750.00	
Processing Chip	\$ 25,500.00	\$ 204,000.00	\$ 382,500.00	\$ 573,750.00	\$ 828,750.00	
Breadboard	\$ 6,400.00	\$ 51,200.00	\$ 96,000.00	\$ 144,000.00	\$ 208,000.00	
Wiring	\$ 12,700.00	\$ 101,600.00	\$ 190,500.00	\$ 285,750.00	\$ 412,750.00	
RFID	\$ 150,000.00	\$ 1,200,000.00	\$ 2,250,000.00	\$ 3,375,000.00	\$ 4,875,000.00	
Chip for Storing Information with Cable	\$ 21,760.00	\$ 174,080.00	\$ 326,400.00	\$ 489,600.00	\$ 707,200.00	
Plastic Holder	\$ 4,200.00	\$ 33,600.00	\$ 63,000.00	\$ 94,500.00	\$ 136,500.00	
Keychain	\$ 8,500.00	\$ 68,000.00	\$ 127,500.00	\$ 191,250.00	\$ 276,250.00	
Cost of Ringholder	\$ 20,000.00	\$ 160,000.00	\$ 300,000.00	\$ 450,000.00	\$ 650,000.00	
Cost of RFID Card	\$ 6,000.00	\$ 48,000.00	\$ 90,000.00	\$ 135,000.00	\$ 195,000.00	
Sticker	\$ 190.26	\$ 1,522.09	\$ 2,853.92	\$ 4,280.88	\$ 6,183.50	
Warranties & Returns	\$ 32,493.75	\$ 163,966.00	\$ 524,887.50	\$ 787,331.25	\$ 1,137,256.25	
Total COGS	\$ 326,844.01	\$ 2,518,768.09	\$ 4,940,141.42	\$ 7,410,212.13	\$ 10,703,639.75	
Rent in Toledo, Ohio	\$ -	\$ 12,000.00	\$ 12,000.00	\$ 12,000.00	\$ 12,000.00	
Patents	\$ 10,000.00	\$ 5,000.00	\$ 5,000.00	\$ 5,000.00	\$ 5,000.00	
Total	\$ 10,000.00	\$ 17,000.00	\$ 17,000.00	\$ 17,000.00	\$ 17,000.00	
Marketing Officer	\$ 53,400.00	\$ 53,400.00	\$ 53,400.00	\$ 53,400.00	\$ 53,400.00	
Marketing Expenses (Trade Shows)	\$ 20,000.00	\$ 20,000.00	\$ 20,000.00	\$ 35,000.00	\$ 50,000.00	
Marketing to babycenter.com	\$ 6,000.00	\$ 10,000.00	\$ 15,000.00	\$ 20,000.00	\$ 20,000.00	
Cost of Advertising on Facebook	\$ 2.50	\$ 18.75	\$ 37.50	\$ 50.00	\$ 62.50	
Cost of Click on Facebook	\$ 2,700.00	\$ 21,600.00	\$ 40,500.00	\$ 60,750.00	\$ 87,750.00	
BestBuy	\$ -	\$ -	\$ 434,902.50	\$ 652,353.75	\$ 942,288.75	
Total Marketing Expenses:	\$ 82,102.50	\$ 105,018.75	\$ 563,840.00	\$ 821,553.75	\$ 1,153,501.25	
Engineering Expenses to a Factory	\$ 1,750.00	\$ 13,125.00	\$ 26,250.00	\$ 35,000.00	\$ 43,750.00	
Hiring of an Engineer	\$ 55,470.00	\$ 55,470.00	\$ 55,470.00	\$ 55,470.00	\$ 55,470.00	
Hiring of a Designer	\$ 69,053.00	\$ 69,053.00	\$ 69,053.00	\$ 69,053.00	\$ 69,053.00	
Total R&D	\$ 126,273.00	\$ 137,648.00	\$ 150,773.00	\$ 159,523.00	\$ 168,273.00	
Gross Income to Essense	\$ 104,655.49	\$ 500,885.16	\$ 4,825,995.58	\$ 7,338,336.12	\$ 16,422,711.00	
25% Tax Reduction	\$ 26,163.87	\$ 125,221.29	\$ 1,206,498.89	\$ 1,834,584.03	\$ 4,105,677.75	
Net Profit:						
Payout to Essense Employees	\$ 78,491.62	\$ 375,663.87	\$ 3,619,496.68	\$ 5,503,752.09	\$ 12,317,033.25	

Sticker	\$	0.65
Panel	\$	23.37
Keys	\$	3.97
Ringholder	\$	2.64
RFID Card	\$	0.60

JACKY'S

FULL LIFE CYCLE USE CASE



DISCOVER US



WEIGH OPTIONS



BUY ESSENSE



INSTALL



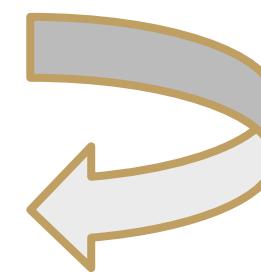
DETERMINE VALUE



BUY MORE



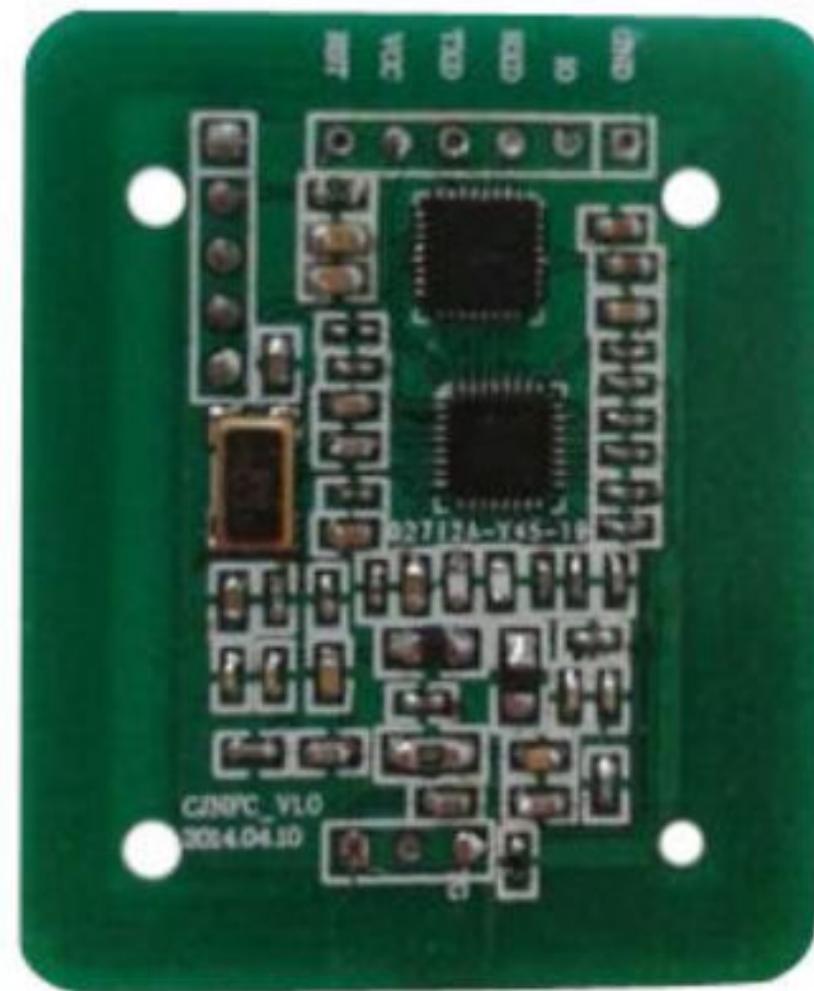
TELL OTHERS



OTHERS
REPEAT



Path: All Categories >> Electronic Components >> PCBs & Manufacturing Services >> Subassembly Modules >> RF modules – Update me on new products



Hot New 915Mhz Long Range RFID Reader Module

US\$ 1 - 30 / Piece

1 Piece Minimum Order

5 - 10 days Lead Time

Calculate Margin

Click here to calculate your estimated profit margin.

[Learn More](#)

Small Orders:

Accepted

[Request Sample](#)

Inquire Now

[Request Latest Price](#)

[Save for later](#)



Product Details

We exhibited at 6 Global Sources trade shows

[View More](#)

Joinsmart IOT Technology Corporation

8th year with Global Sources

China (mainland)

Response Rate: **High**

Avg Response Time: **Less than 24h**

Verified Information [View Details](#)

Business Type: Manufacturer

Follow

Chat (Offline)

Related Products from this Supplier: [Send Your Inquiry](#)



Key Specifications/Special Features:

- Product introduction:
 - The 915MHz RFID module supports ISO18000-6C/EPC C1G2/ISO 18000-6B.
The user's equipment can communication with the module by the RS232-TTL or the mini USB interface, the range of power supply is DC 3.5~4.5V
 - Module supports the secondary development for user by the GPIO pins, the module has low power consumption, small volume and very suitable for embedded handheld devices
- Product features:
 - Support ISO18000-6C/EPC C1G2/ISO 18000-6B
 - The standby current is less than 5mA
 - Support auto sleep function
 - Provide API library function and demo kit;the range of application
- Applications include as follows:
 - Handheld mobile devices
 - Item management
 - Animal security monitoring
 - Warehouse management
- Key specifications/special features:
 - Frequency range: 840~960MHz
 - Support agreement: ISO18000-6C/EPC C1GEN2/ISO 18000-6B
 - Work voltages: 3.5-4.5V
 - Standby current: <5mA
 - Work current: 350~720mA
 - Dimensions: 56 x36.5 x 5mm
 - Transmission power: -19dB~0dB (adjustable, 0dB is the most powerful)
 - Communication distance: 1 meter-10 meters (depending on the antenna)
 - RF connector: MMCX
 - Communication interface: TTL-RS232 (baud rate: 115200, data bit: 8 bits, stop bit: 1bit, no parity) or mini USB
 - Operating temperatures: -40-80°C
 - Storage temperatures: -40-85°C
 - Relative humidity range: 10-85% (non-condensing)



**433MHz ASK Wireless Receiver
Module, 37.5 x 12 x 1.2mm Board
Size**

500 Pieces Minimum Order

[Inquire Now](#)



**Short distance low price UHF
module**

10 Pieces Minimum Order

[Inquire Now](#)

[Send Your Inquiry](#)

