



Smartphone Home Security

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Potential market profile

Analyze data for specific TA target groups, including **renters, single women, and foreign tourists ...**



1

Ministry of the Interior TW statistics, in 2017 the rental market size of about 985K, compared to 808K in 2010, growing 21%. Multiplied by the average household population of 2.69, equals 2.65M people a year living in rented houses. Adding the 300K out-of-home students counted by the Ministry of Education in 2017, **the current population in demand for renting houses is about 3 M**, accounts for about one-eighth of Taiwan's population.

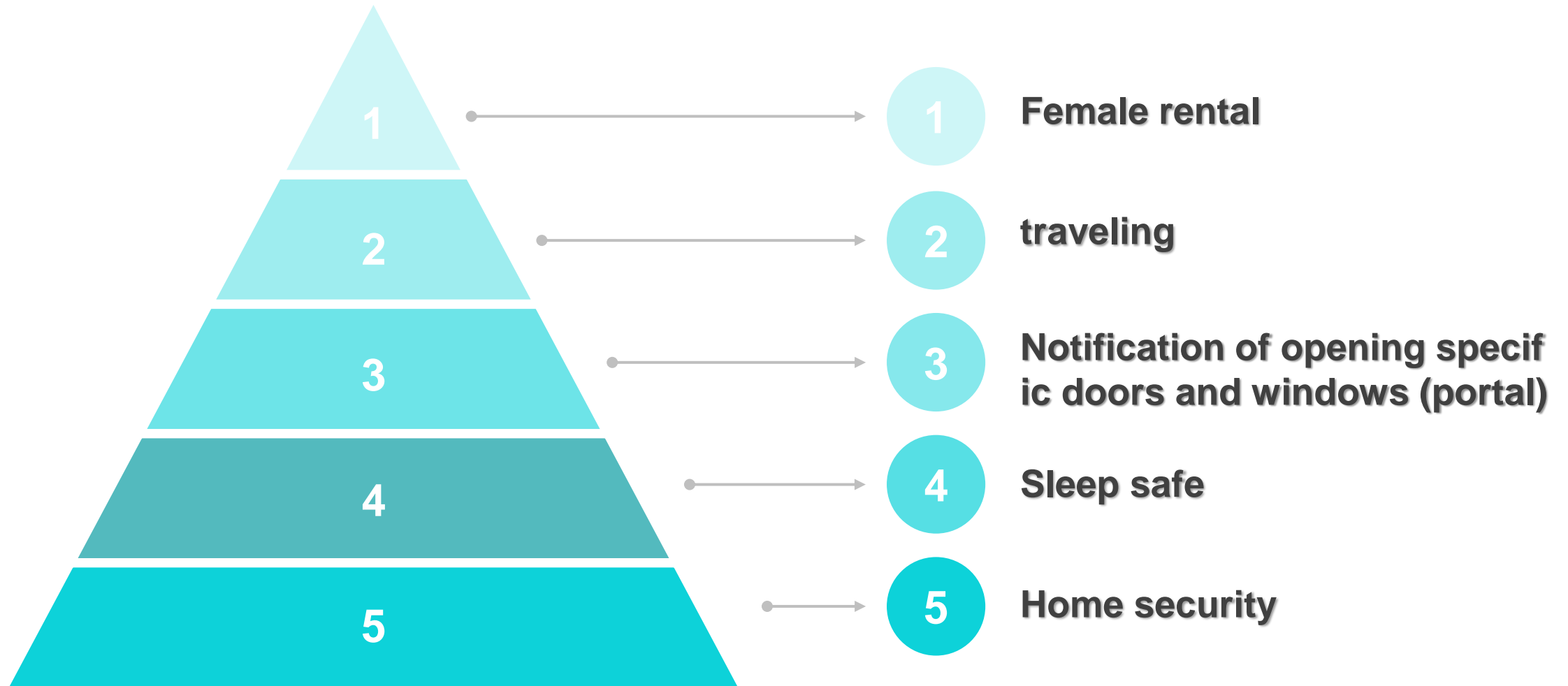
2

According to statistics from the Tourism Bureau of the Ministry of Communications, Yr 2019 before the epidemic, **17.1 M** people went abroad; **11.86 M** came to Taiwan, of which 71.17% were for sightseeing

3

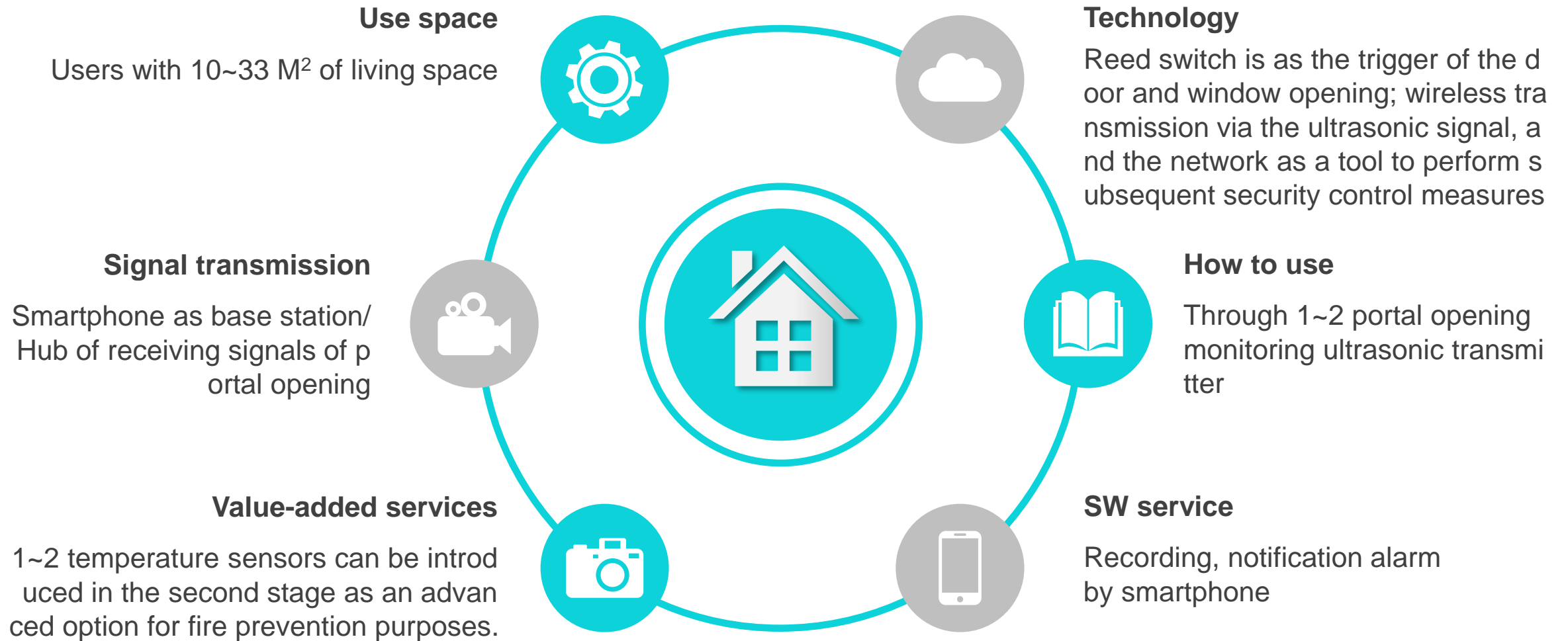
Preliminary estimates suggests that the single female rental market in Taiwan alone should reach **1.5 to 2 M** people.

TA Product Positioning



*** Top-down is the way from clearly defining users to expanding demand users**

Preliminary product positioning



****A/C, fans, and air purifiers are also dividing the users and products by space area***

Intermediate product positioning

Smart home security control device

Signal transmission

Smart Speaker or IP Cam audio device
as base station/Hub of receiving signals
of portal opening

How to use

Provide more than portal opening monitoring transmitter modules, 5~10 temperature sensors as advanced functions, can be placed near refrigerators, dehumidifiers, gas stoves, or potentially high-temperature fire-causing equipment

Use space

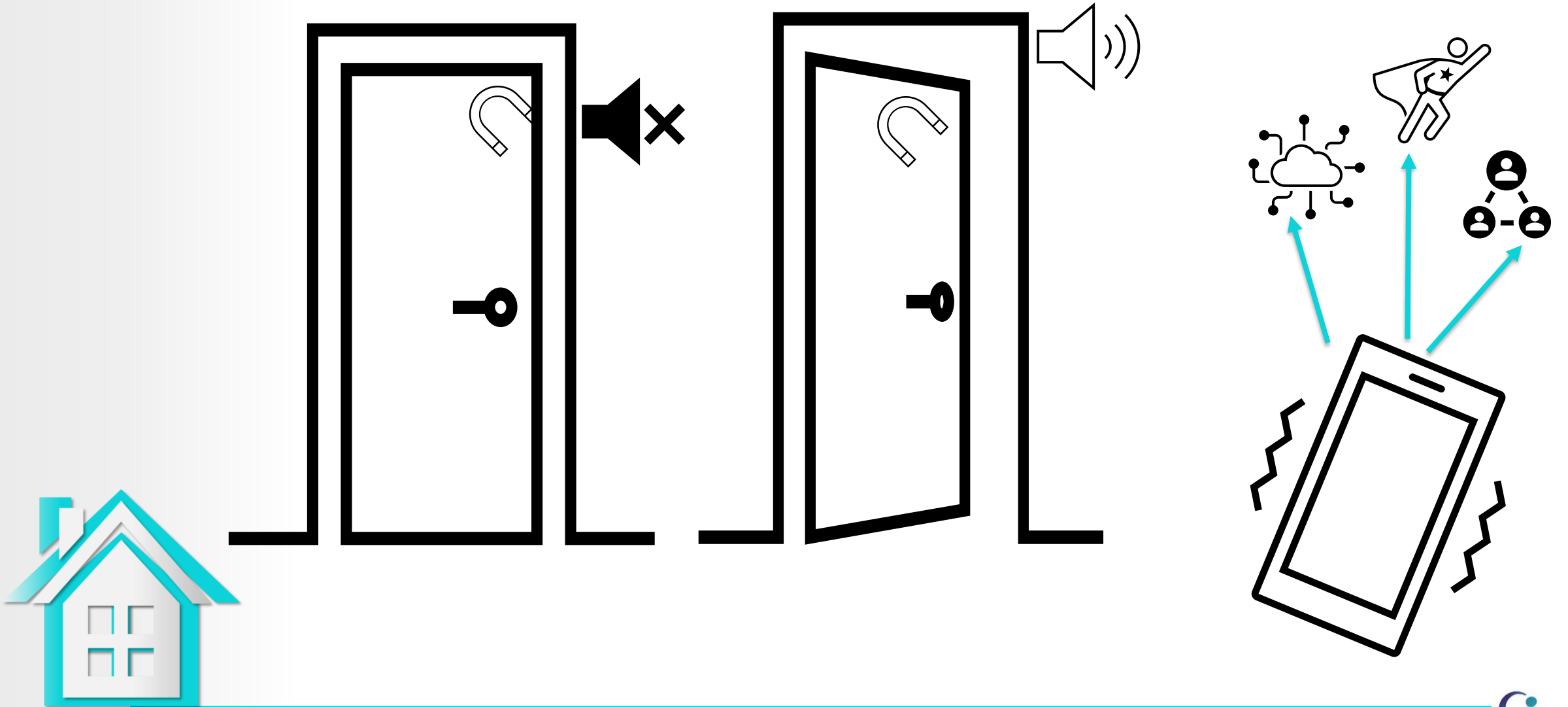
Users with living space over 33M² and single or multi-floor

Value-added services

Dry powder fire extinguisher placing above the top of the temperature sensor, and spray directly if a serious alarm occurs



Usage scenario



Potential **B2B** partners



Rental agency

TSUEI MA MA Foundation、Sinyi、Yungching



Booking web

Agoda, Booking.com, Airbnb



Shopping web

Gomaji, Momo, Pchome...



Telecom operator

Improve mobile network usage



Mobile phone operator

Use as an accessory

Current product-Doorstop



◆ Doorstop products can be divided into voice and non-voice

| | Voice | Non-voice |
|-------|-------------------------------------------------|-----------------------------------------|
| Cons | malfunction and sensitivity issues | Lack of alarm |
| Price | 300~1,000 NTD (Multi-adjustable sensitivity) | 50~100 NTD (Just physical impedance) |



NTD: 1,280



NTD: 399

◆ Doorstop products classify by effect

| | High-end | Low-end |
|-------|---------------------------------------------|-----------------------------------------|
| Cons | weight(>200g), metal, may scratch the floor | Lack of alarm |
| Price | 1,000~2,000 NTD (Good impedance effect) | 50~100 NTD (Just physical impedance) |

Doorstop usage scenario TA

Do you feel scared while traveling abroad and sleeping in a room because of unfamiliarity with your surroundings?



Living in a shared apartment with unfamiliar roommates, consider the need to be more prevention?



Novice parents worry about their children opening the door by mistake?



1

” DOORJAMMER “ sold in TRPLUS as an example, the use scenario is to control portal accidentally opening, the objects include the use of traveling and accommodation abroad, home security, and reducing accidents

2

The price of high-end doorstop around **1,126~1,480 NTD**, need public praise or user experience to be ease-to-sell

3

Features like network real-time connection and alert are the weakness

4

Physical barrier is the advantage

https://www.trplus.com.tw/p/016243194?c=EC_10000946&qclid=CjwKCAiAuoqABhAsEiwAdSkVVGaUq7BZeSE_1Gpw-hyzJXcxvo5NcNKj3dN7wPmGmwZRJyEzclBRuBoCV2QQAvD_BwE



Smart-home security technology

01

Sensing measures

Traditional reed switch/Hall element is the main technology to detect the opening of portals, and the auxiliary technology includes infrared, vibration, and other elements

02

Transmission

Most use BT or WiFi as a wireless connection. BT consumes low power and WiFi has a long distance. Usually, use WiFi as the main Hub to integrate multiple services

03

Alarm

Voice alarm, or wireless alarm features

04

Others

Whether it can be used under power cut, the overall cost, ease of installation, and the level of security provided are all key considerations for consumers

Smart home security product type



Door lock

Lock/unlock doors by password, fingerprint, facial recognition, QR code, 3/4/5G software, etc.



IP Cam

Classify as traditional IP Cam, or AI and subscribed cloud storage products. HW price around 500~10,000 NTD depends on the resolution, storage, night vision, waterproof... features, and the subscription integrates with security and AI, etc.



Detection of opening door and window

2 types, physical voice and wireless connection to an alarm



Security service

Integrating with door and window opening detection, IP Cam, etc., mainly are contract monthly fee system. The feature is that physically checks but higher price

ezSafe Features

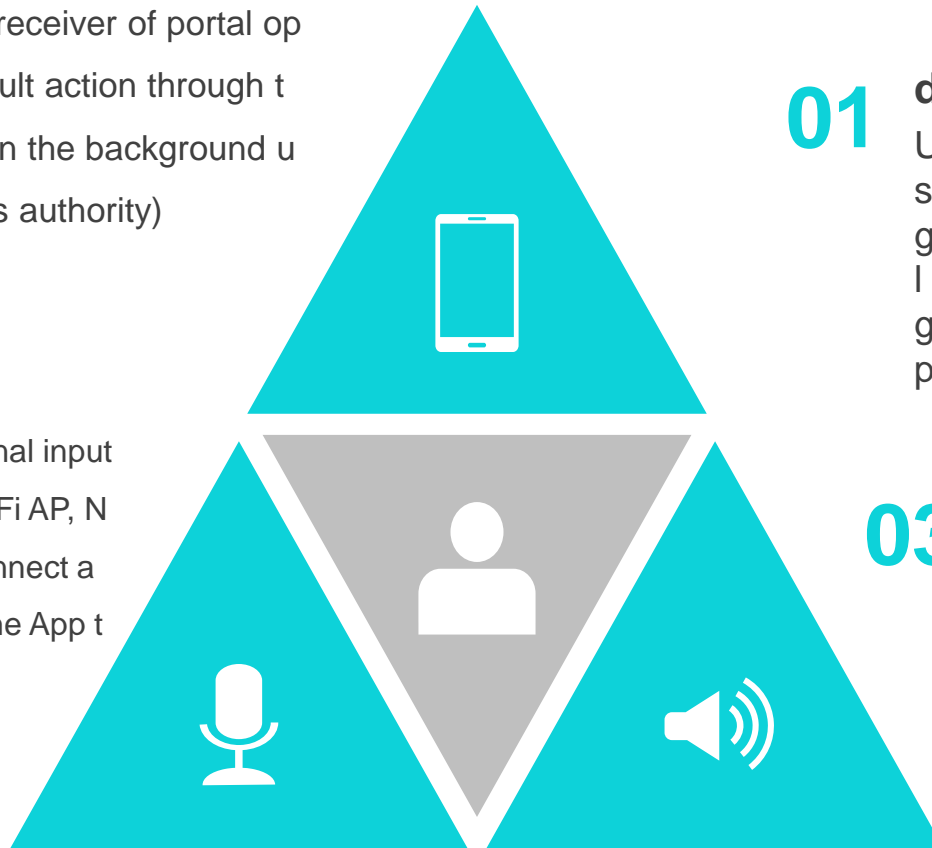


Preliminary

Smartphone as a message receiver of portal opening, and execute the default action through the App. It can be executed in the background under the display off (requires authority)

High-level

It can be used as an ultrasonic signal input device through Smart Speaker, WiFi AP, NAS, and other devices (need to connect a microphone), and integrated into the App to provide the follow-up services



ezSafe security, convenience to let you relieved and rest assured!!

01 detection
Ultrasound as wireless transmission · integrate reed switch/Hall element as a warning signal for opening portal

02 Security location
Provide multi-frequencies, detect doors/windows simultaneously, and define the switch positions on the App

03 Value-added service
The action upon receiving signal of portal opening can be defined by the software, such as notifying a specific person (both SMS messages and email are fine, but need to clarify the authority when making a call; in addition, the GPS location can be transmitted and how soon to cancel the notification alert such as alert, guard, even report (must be marked as attention to severity before use)

ezSafe APP structure



Log-in

Register the phone number through the verification code, but do not upload to the cloud, mainly to avoid problems such as mischief



Setting

Define the ultrasonic frequency: label the frequency as a door, window, etc.



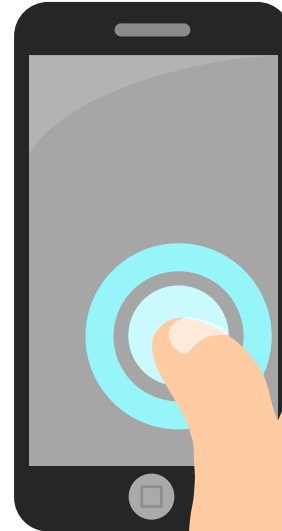
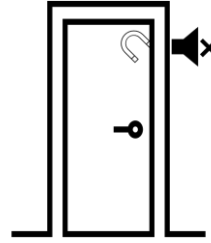
GPS

GPS location or accommodation information: selected by the user. Need to consider the GPS permissions



Interference verification

Surrounding screening to verify interference



Disable the alert

Shall set the way to cancel the alarm, such as PIN code, etc.; how long will it take to cancel the 2nd alert (for example, it needs to be canceled after 5 minutes and 10 minutes to increase user safety)



Alert follow-up notification

Notify specific person (both SMS messages, Email are convenient; but dialing requires discussion), alarm, etc.



Sensitivity test function

Provides detection of sound intensity and transmission distance, power level, and magnetic reed/magnetic sensitivity, etc.

Customer/user relationship management

01

Data analysis

Multiple SMS text message after the phone number verified: It possibly is the user test or introduced by others

02

Discount

Repeat order or referral code discount, etc.

03

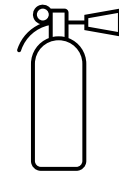
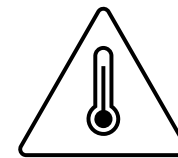
Strategic alliance

Physical security industry alliances

04

Other value-added service

upgrade and discounts, such as the purchase of smart speakers, adding temperature ultrasonic monitoring alarms (fire prevention), etc.



Key: public praise marketing, 、 and customer satisfaction



嘖 嘖



Crowdfunding

Create topics and traffic through pre-orders, and receive manufacturing costs in advance.



web celebrity exposure

Youtube 、IG 、FB 、unboxing...to increase traffic



Physical experience

Physical experience, in addition to creating topics, it can also increase consumers' credibility with products



Authorization

Branding/co-branding strategy

Launch Marketing



Thank you

ezSafe! Be your Safe!