H2 Connect
Product Overview

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BLACK & VEATCH

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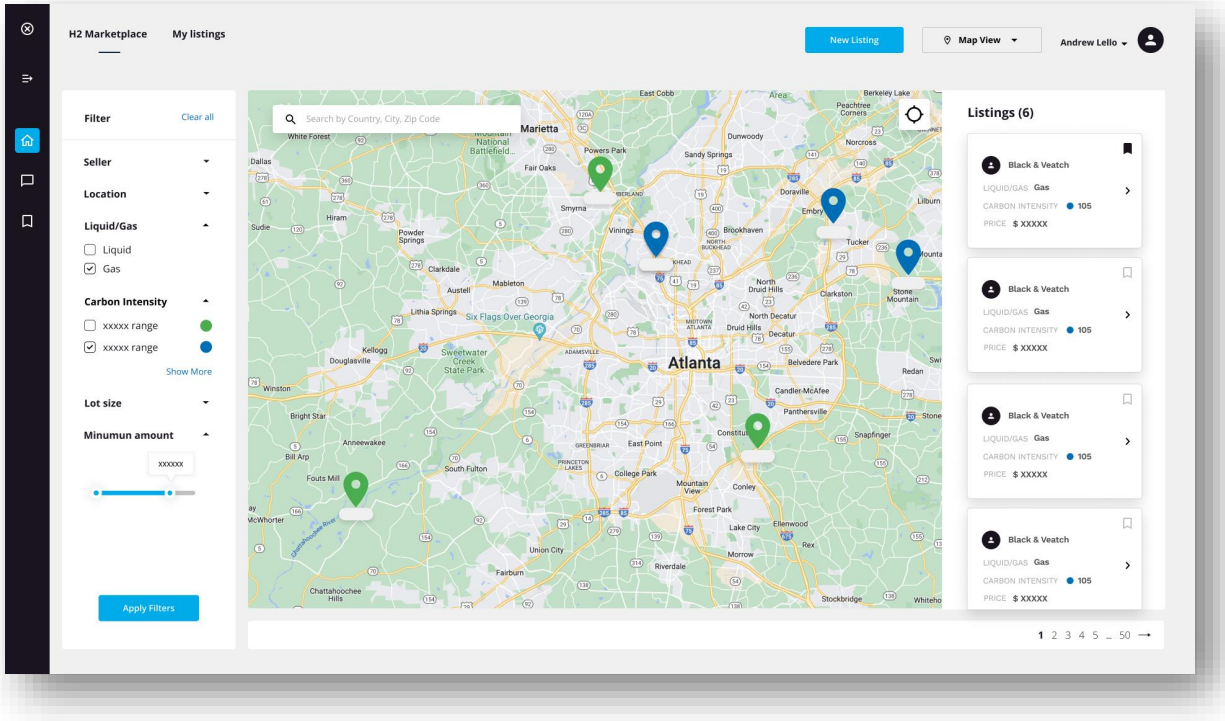
H2 Connect – What is it?

- H2 Connect is a web3 based hydrogen trading platform built on blockchain
- It is the first in an exciting line of digital products from the CTO's Office
- In this early stage of development, it simply connects buyers and sellers together and facilitates a transaction
- In future revisions, H2Connect could track Hydrogen from moment of creation to the moment of final consumption all via the blockchain
- The first revision is scheduled for deployment to Google Cloud on **6/10/2022**

- Several Monetization Opportunities exist with H2 :
  - Sell a digital membership to use the app
  - Charge Sellers to List their Hydrogen
  - Charge Buyers a commission or finder's fee
  - Sell a Data Subscription about transactions on the marketplace
  - Sell a White Labeled implantation of the blockchain platform as a project
- It is up to us decide when any of these are executed

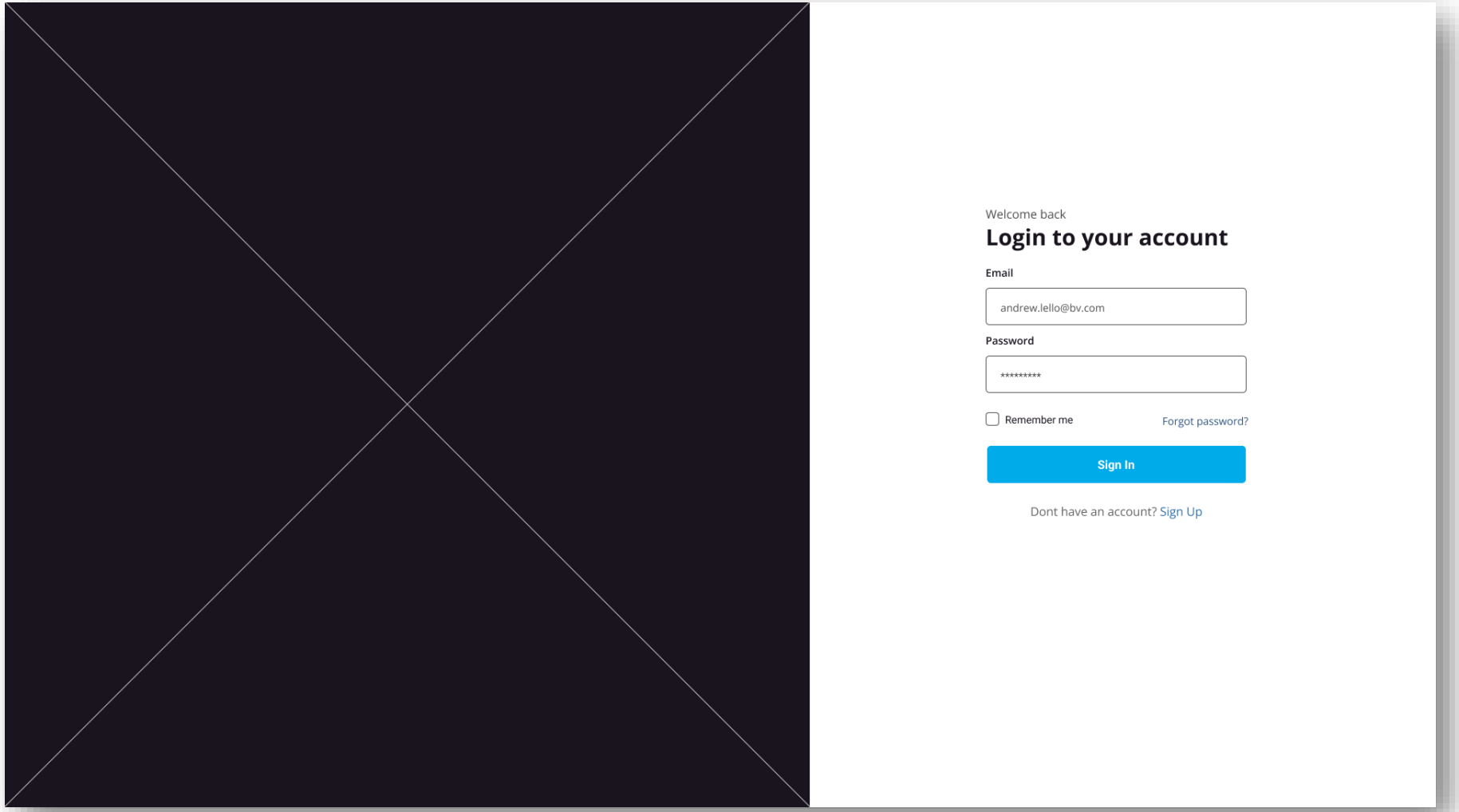
H2 Connect – How does it work?

- H2Connect allows both buyers and sellers to post listings
- H2Connect allows both buyers and sellers multiple ways to search for buyers or sellers of Hydrogen
- Once a match is made, the platform allows the buyer and seller to connect to complete the transaction
- Transactions are stored on the blockchain
- Custom Interfaces can be built on the blockchain as well

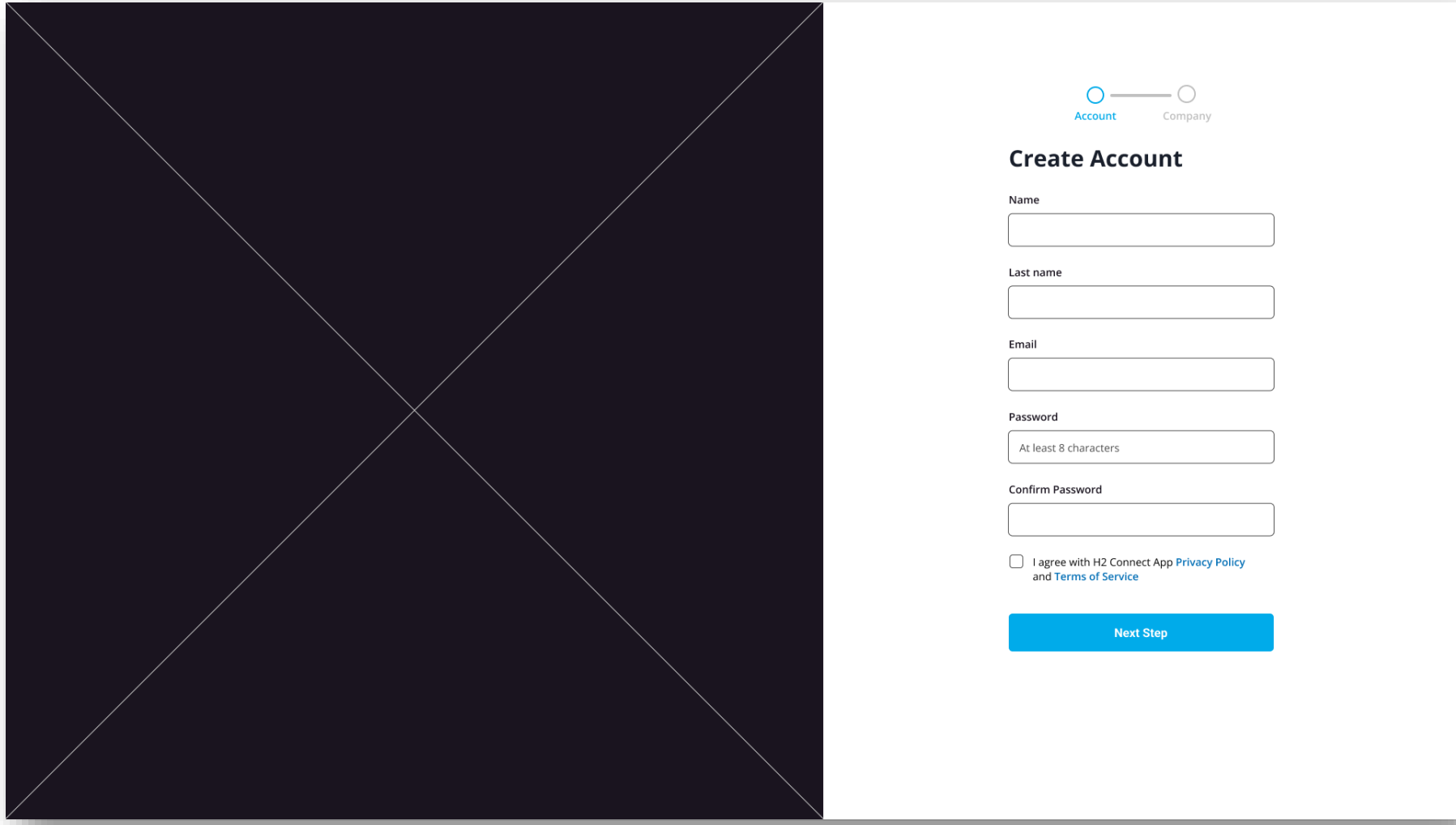


User Experience – Sign Up/Login

User Experience – Sign Up



User Experience – Sign Up



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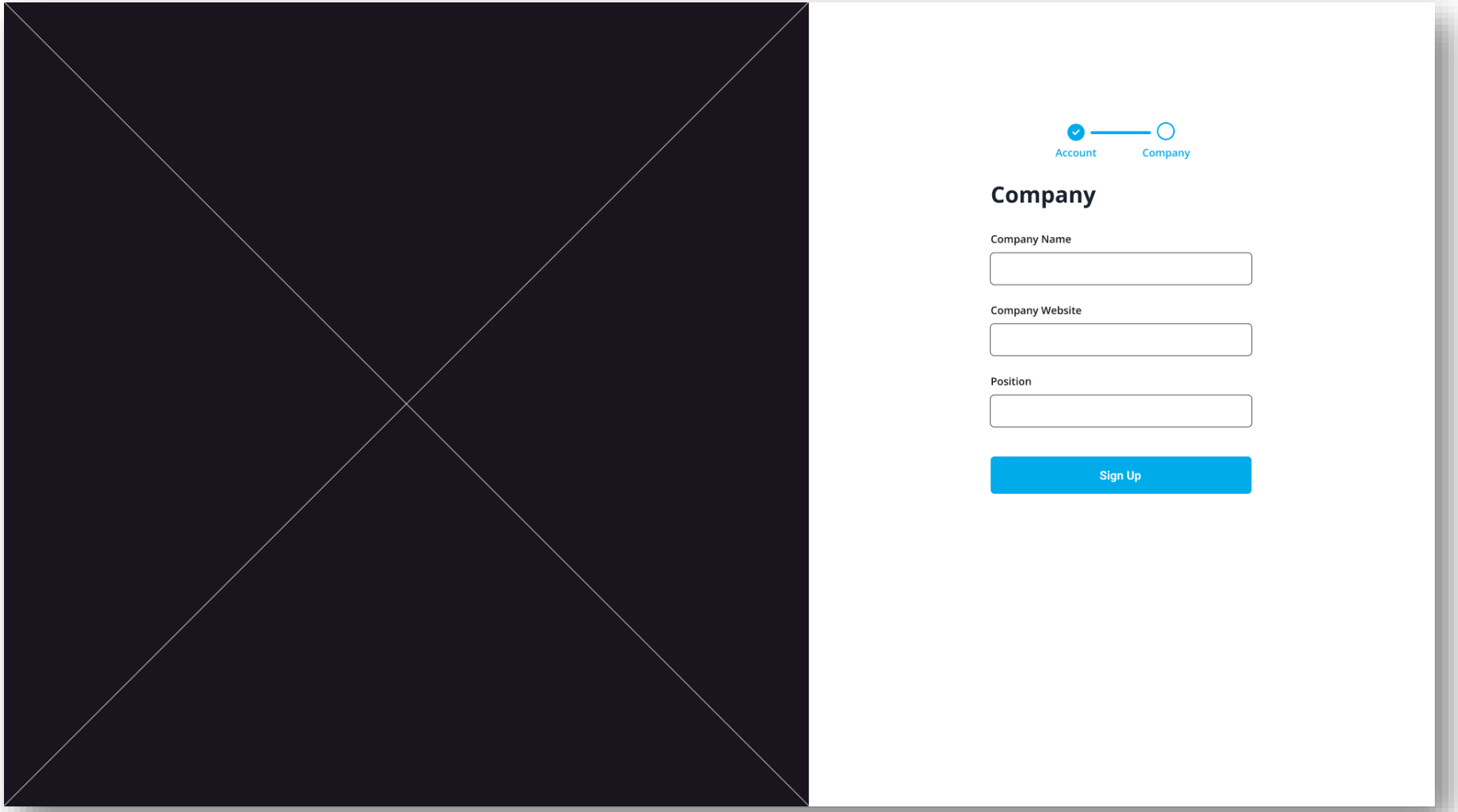
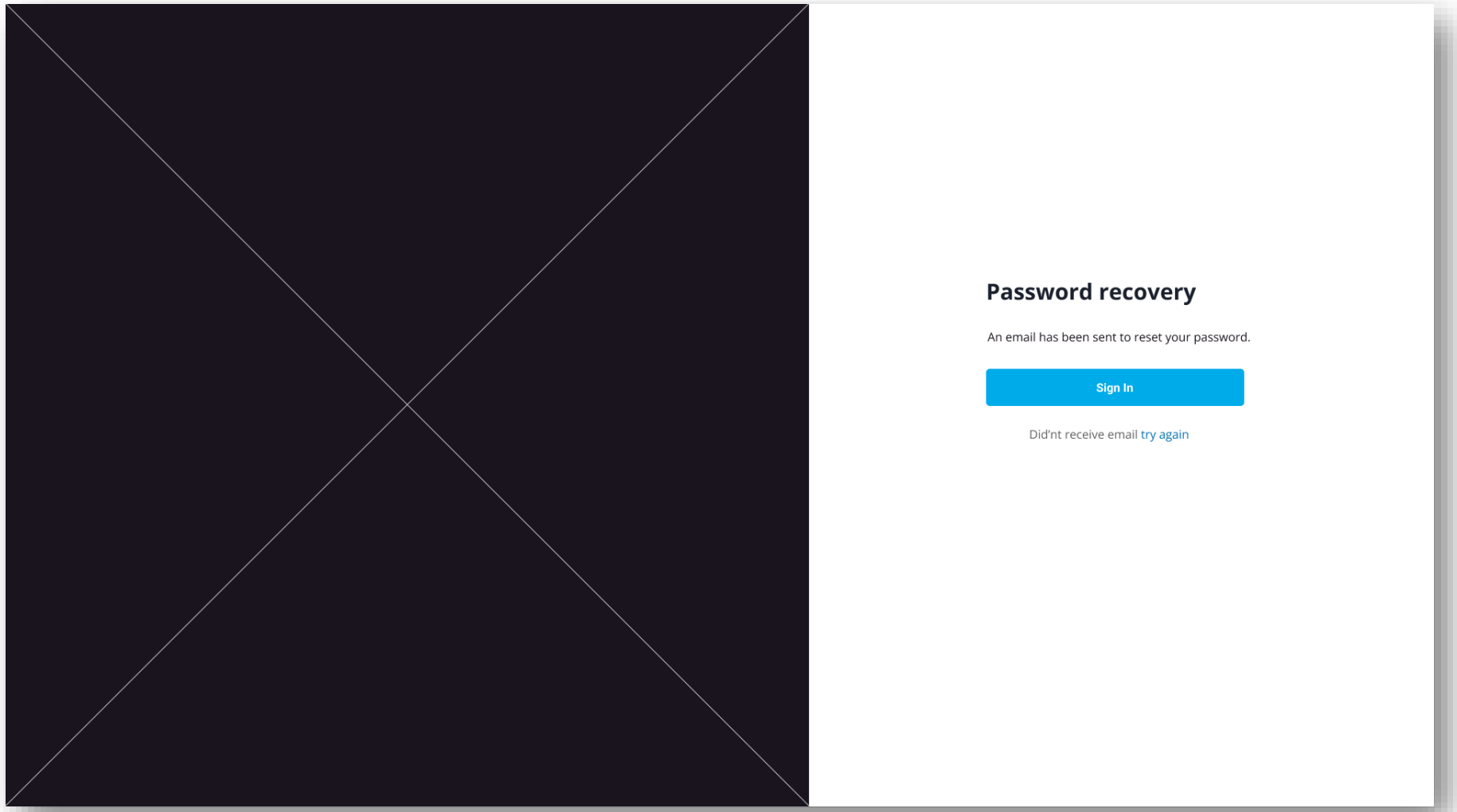
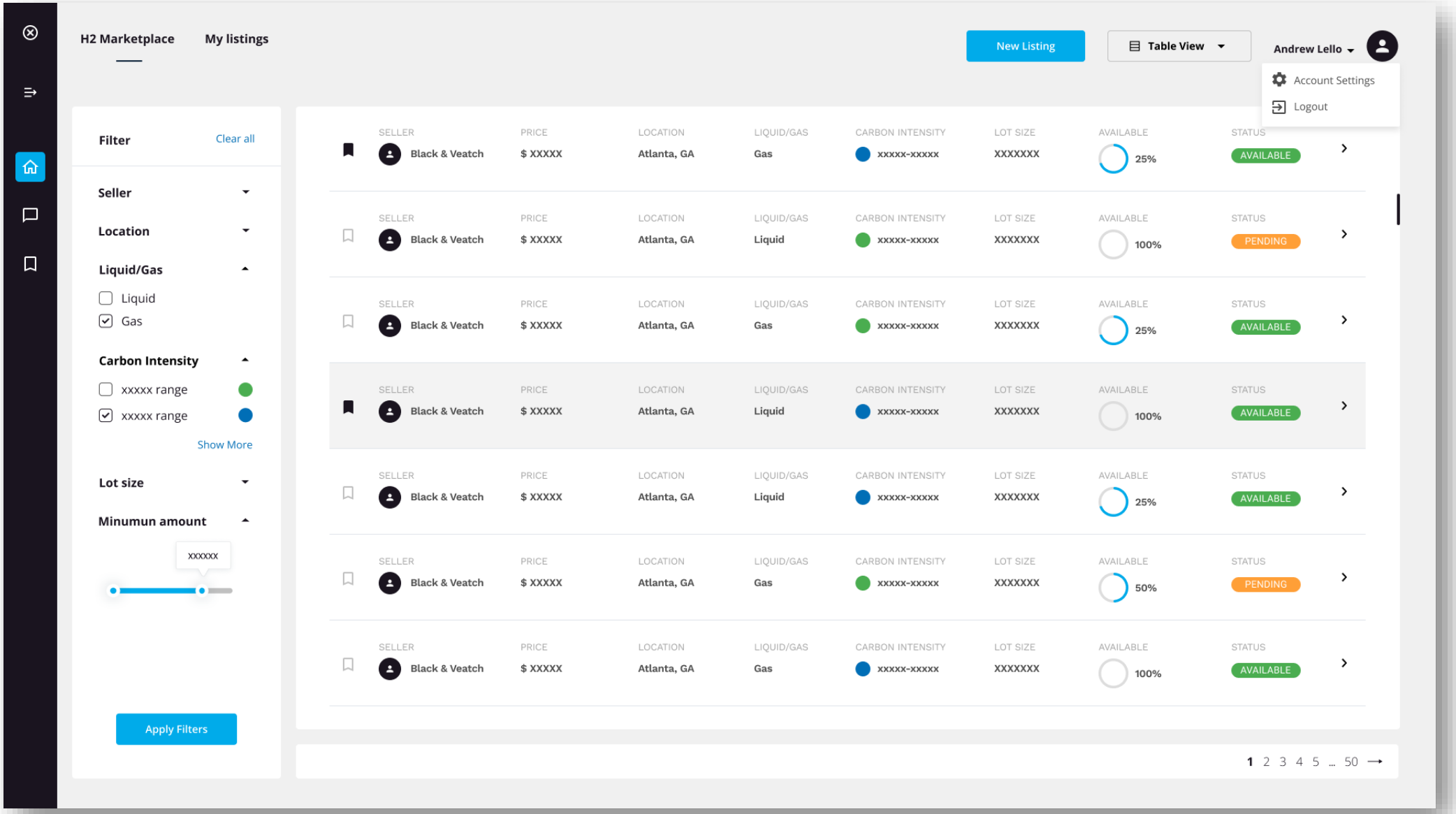


User Experience – Password Recovery

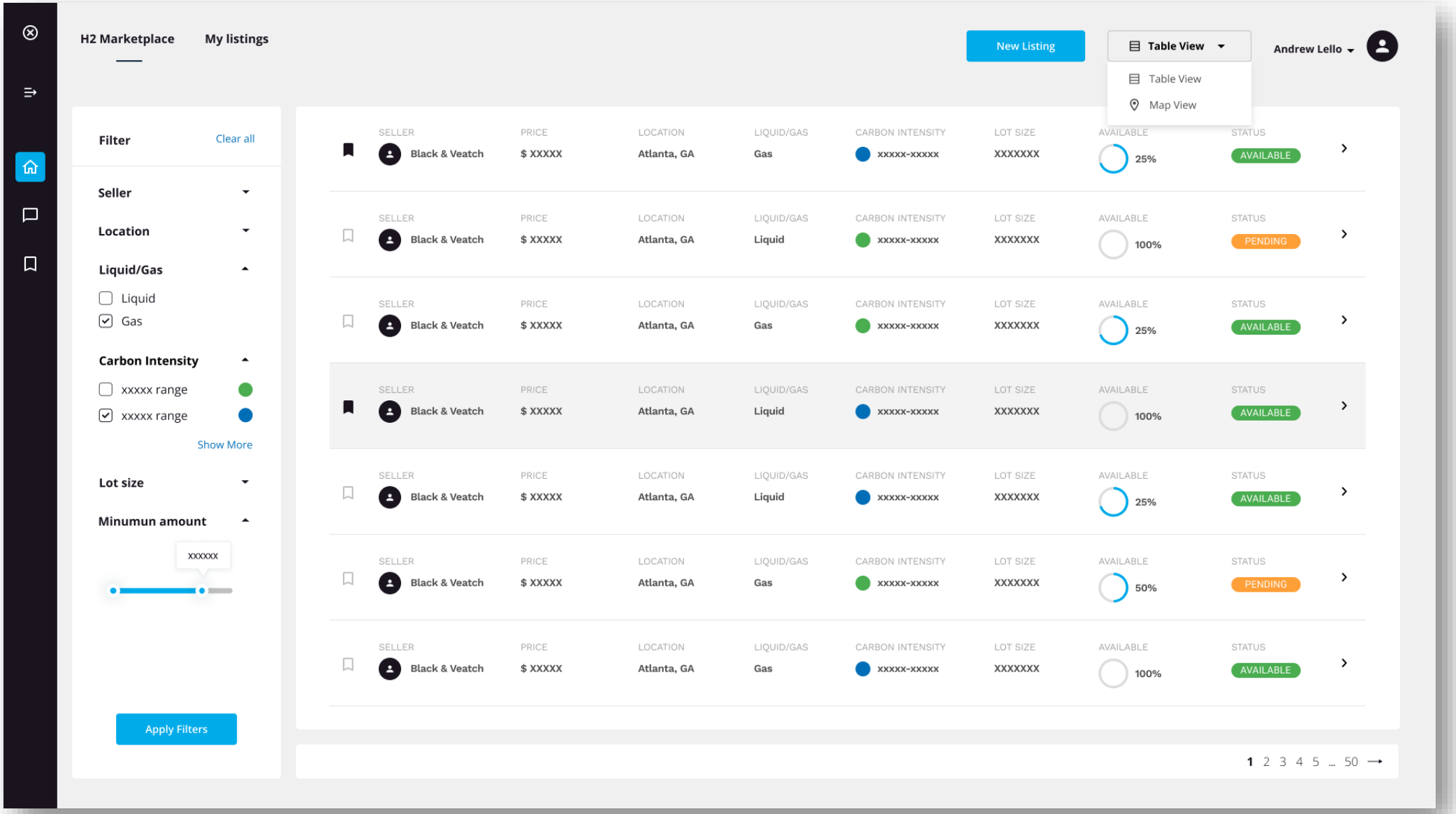


User Experience – Browsing Listings as a Buyer

User Experience – Browsing for a Listing – Default View



User Experience – Browsing for a Listing – Map View



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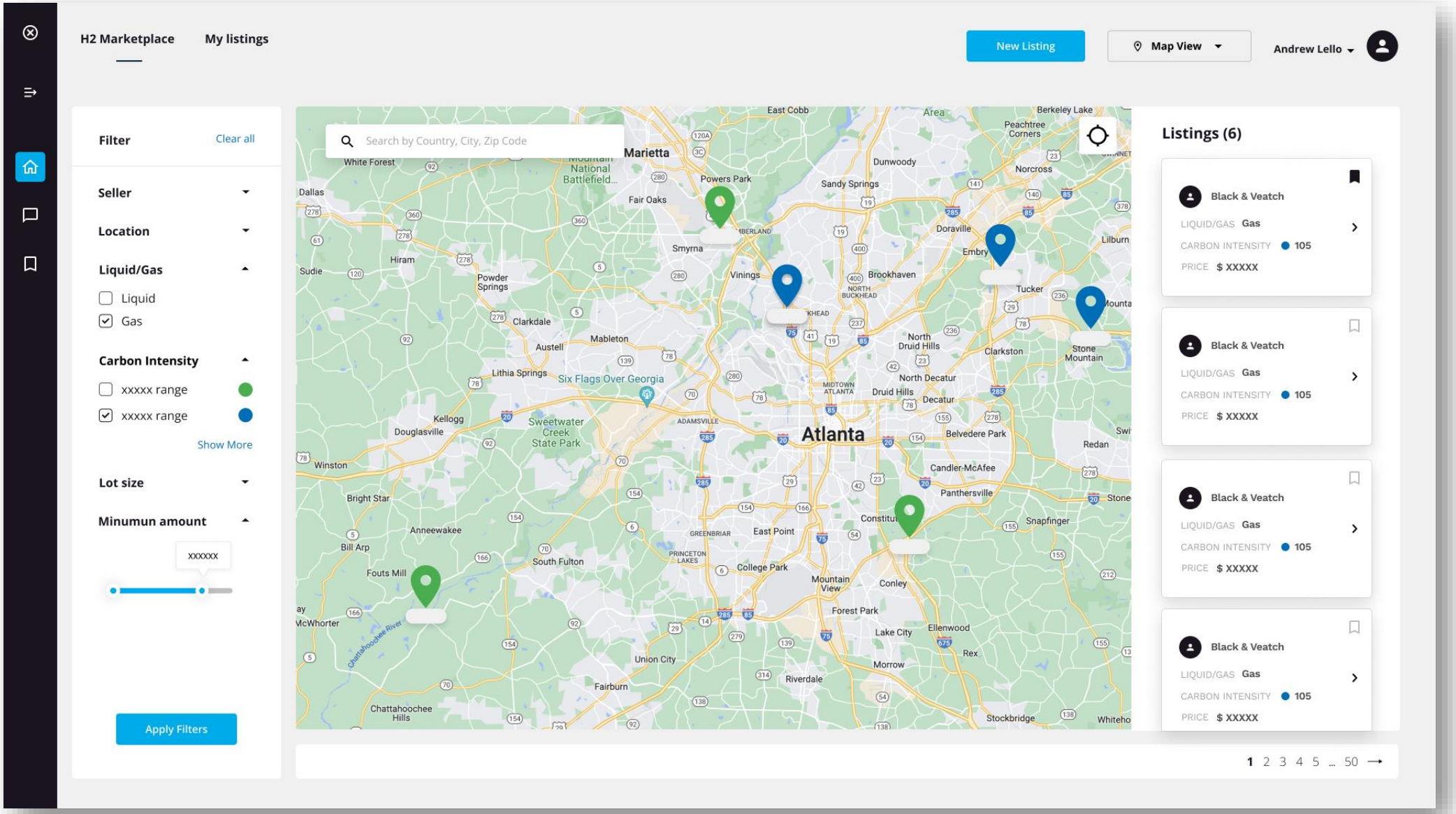
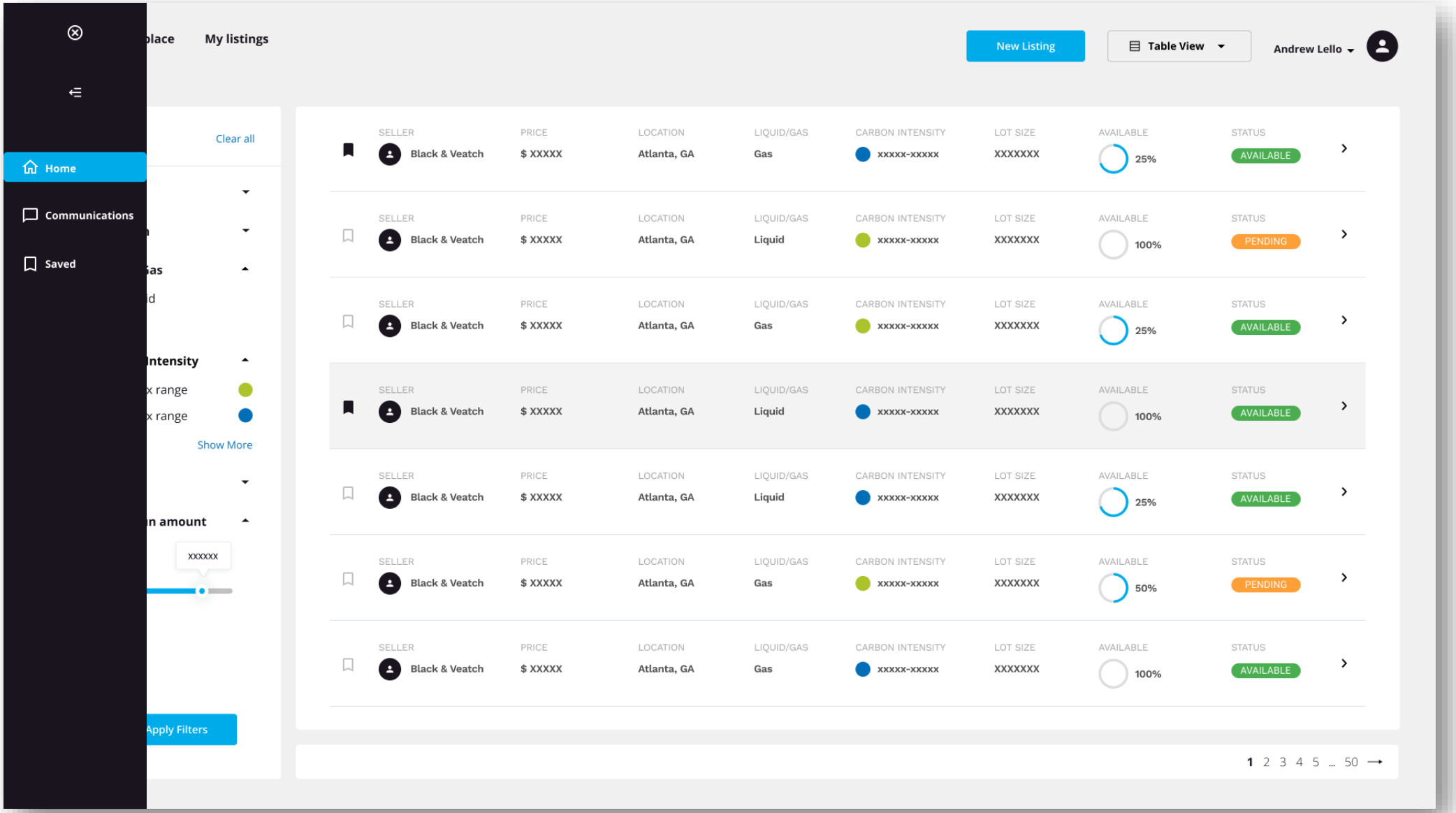
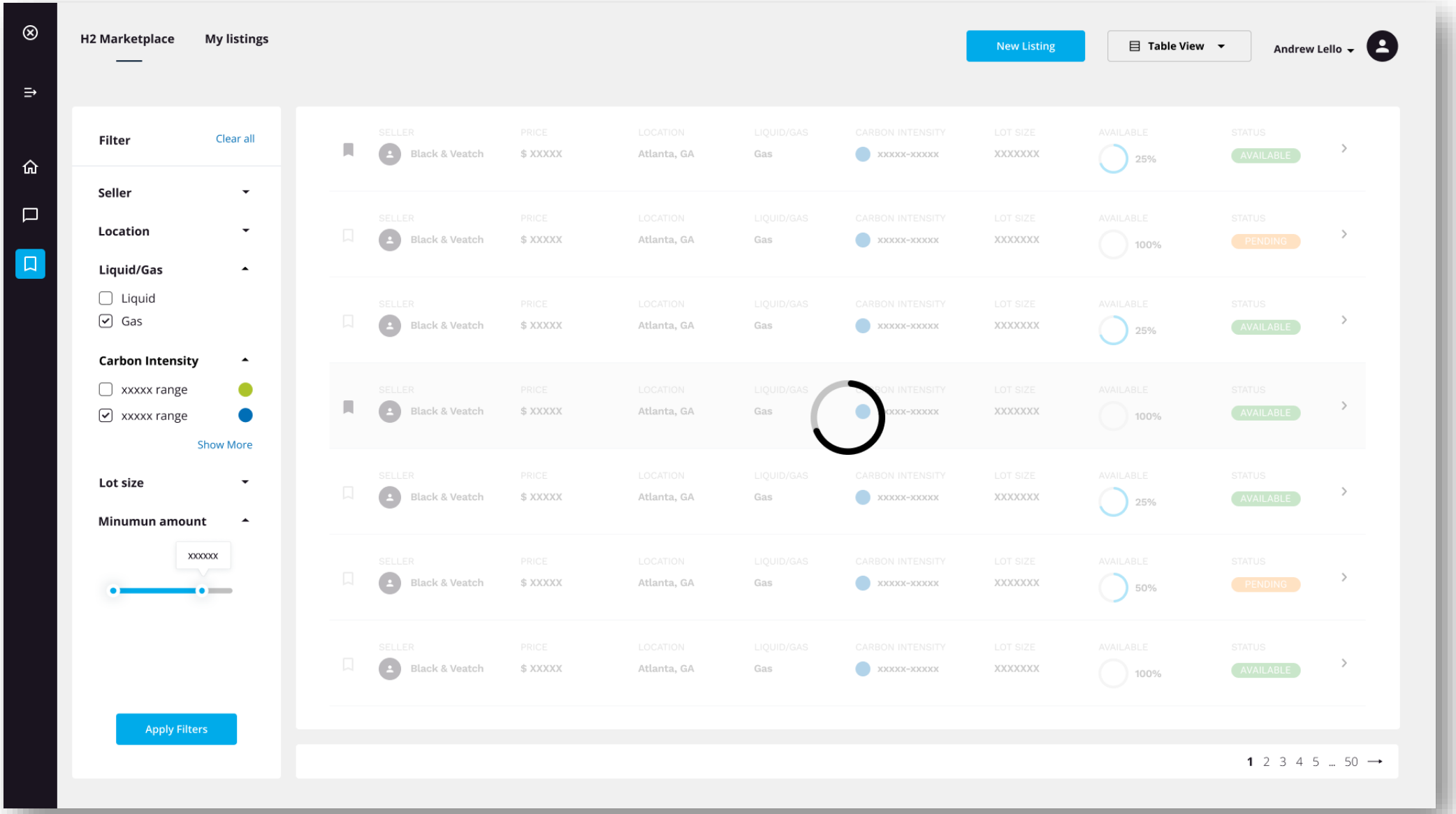


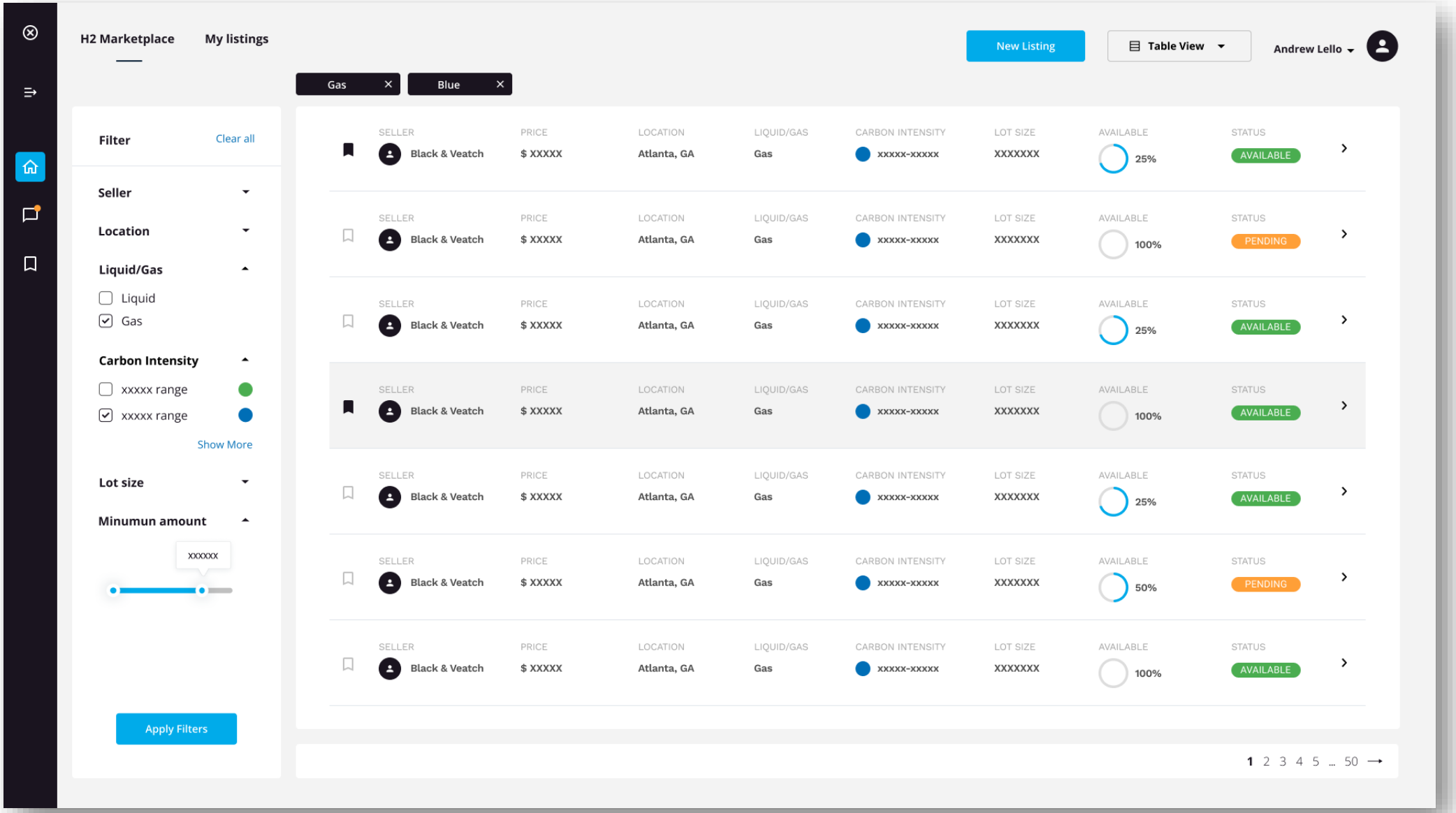
User Experience – Nav Overlay



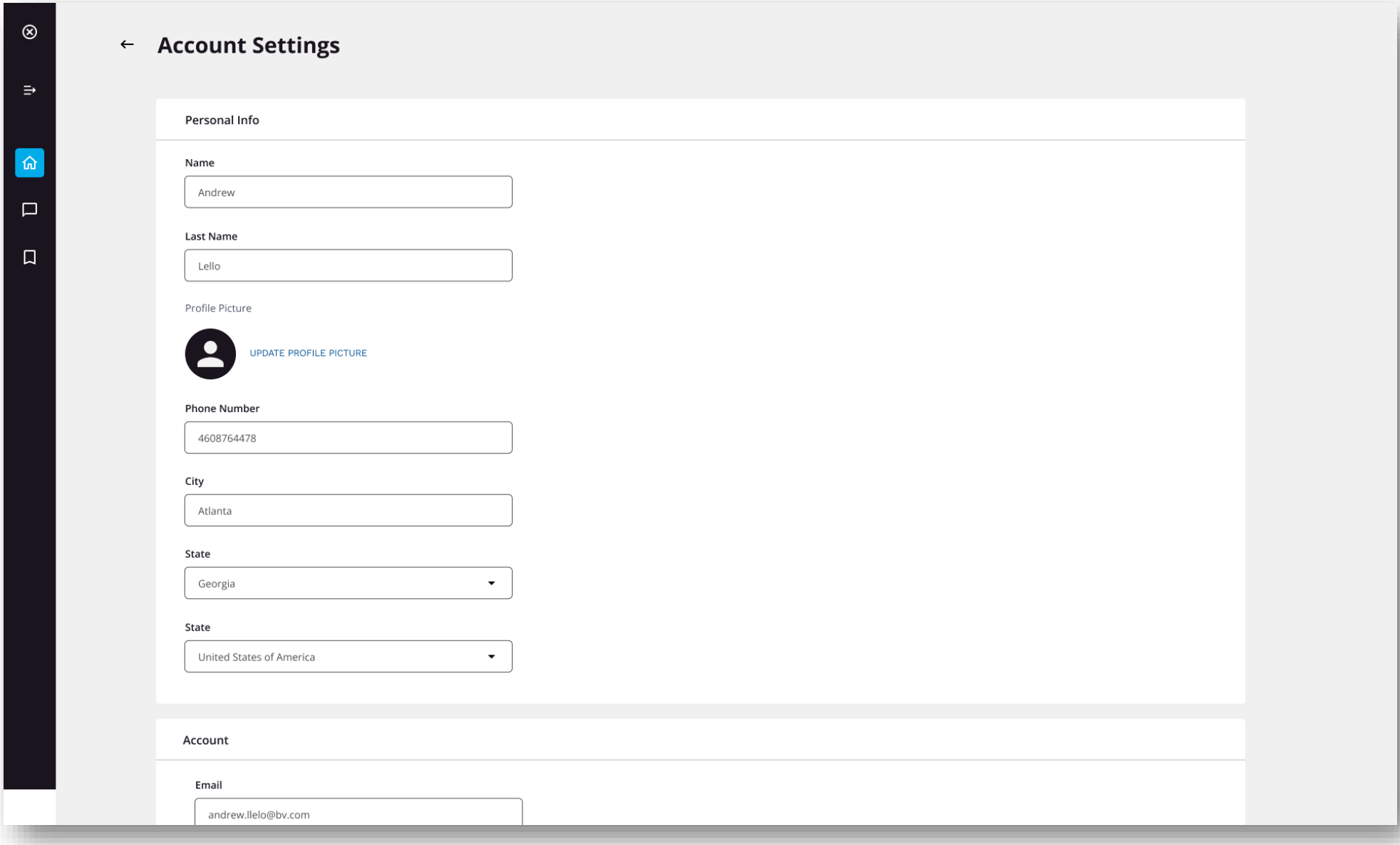
User Experience – Filter Listings



User Experience – Listing Tags



User Experience – Account Settings



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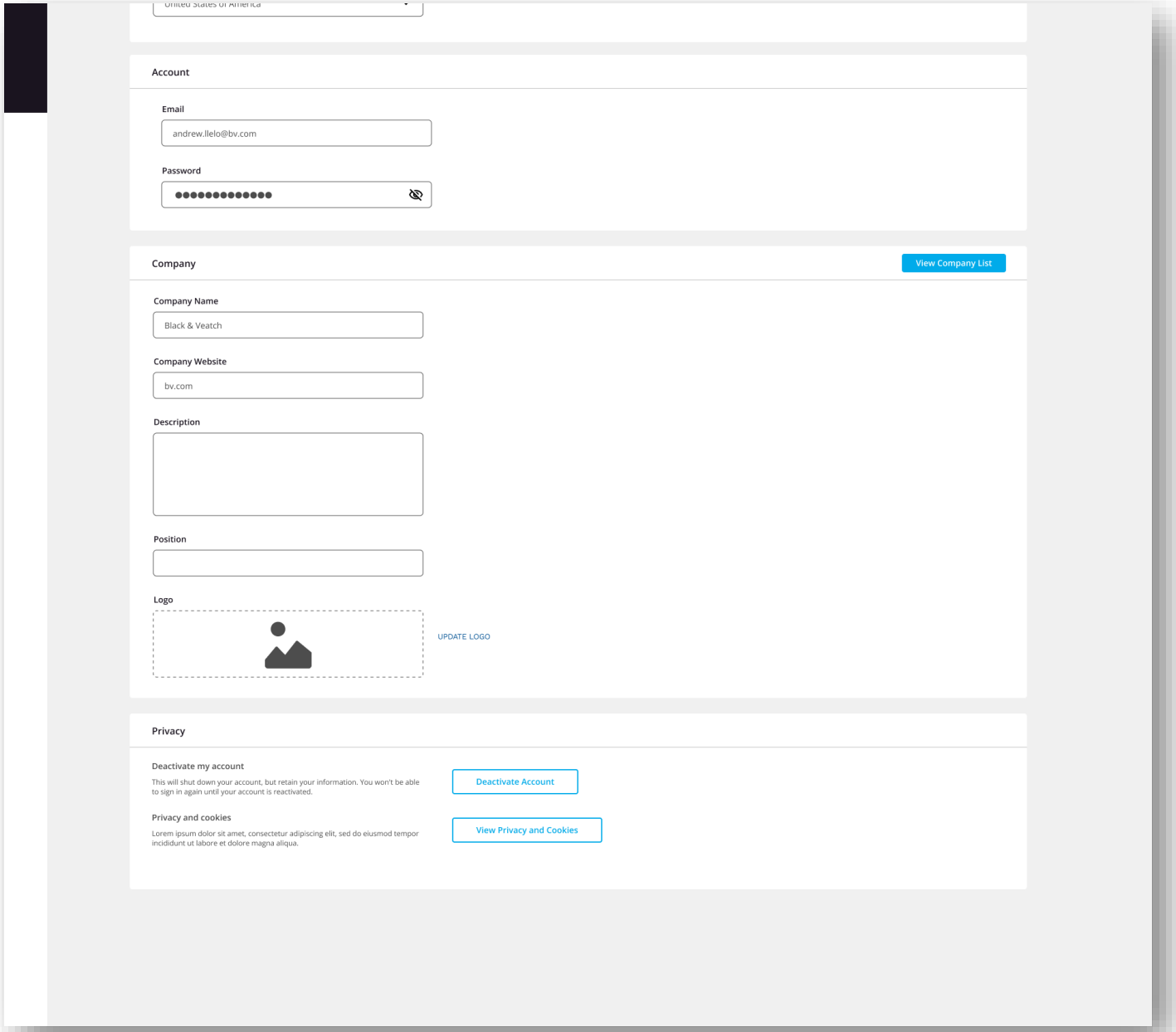
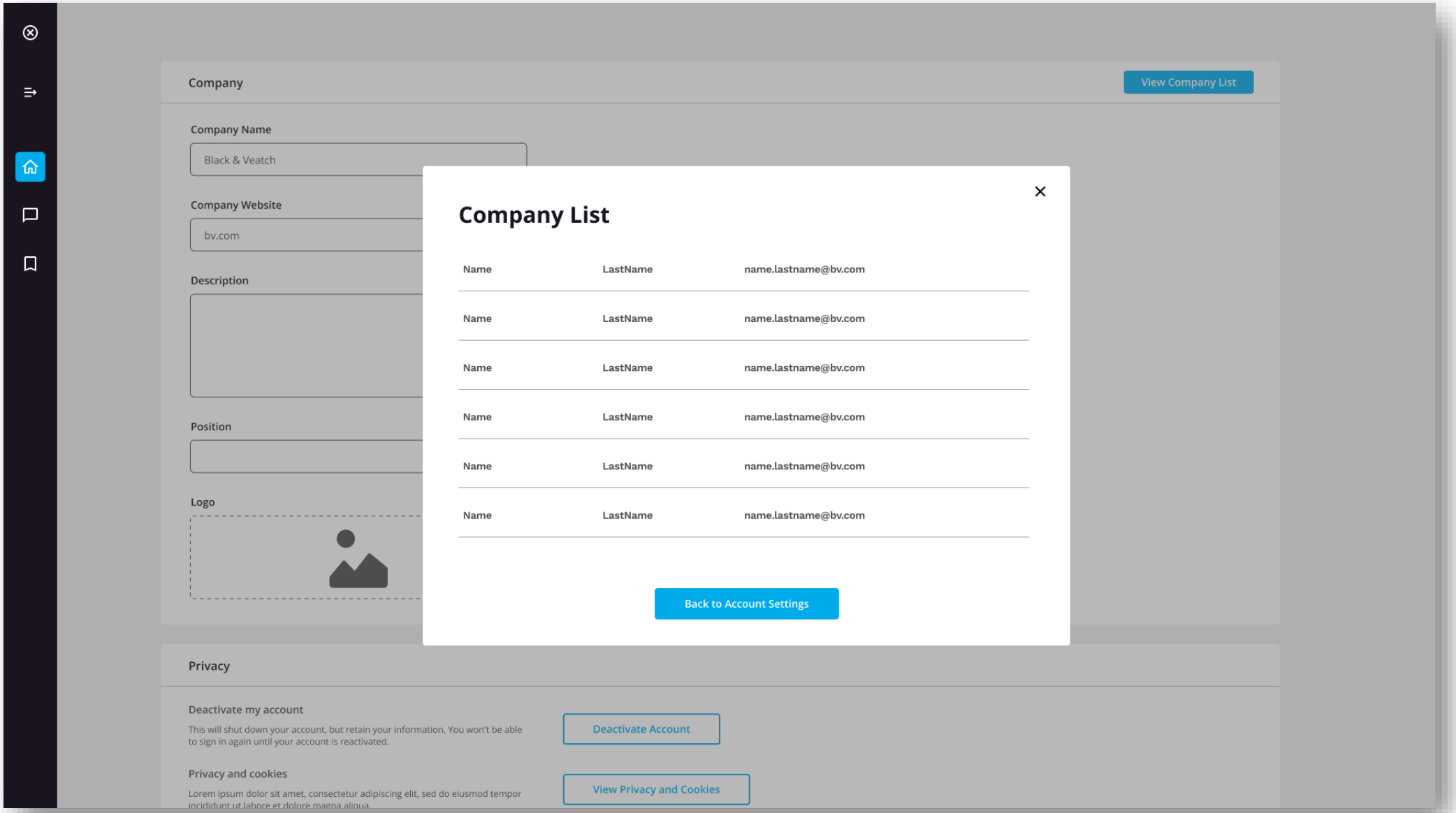
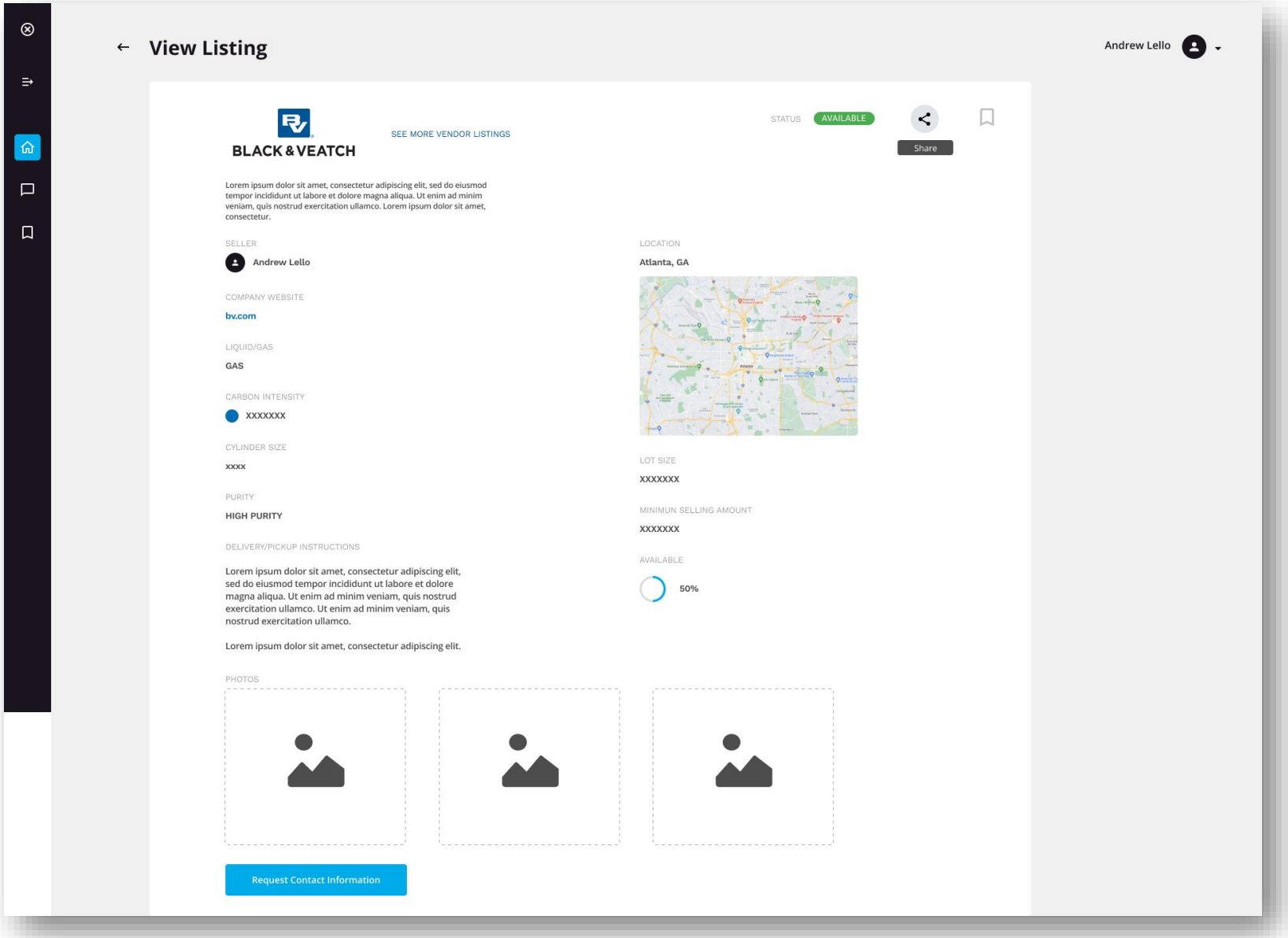


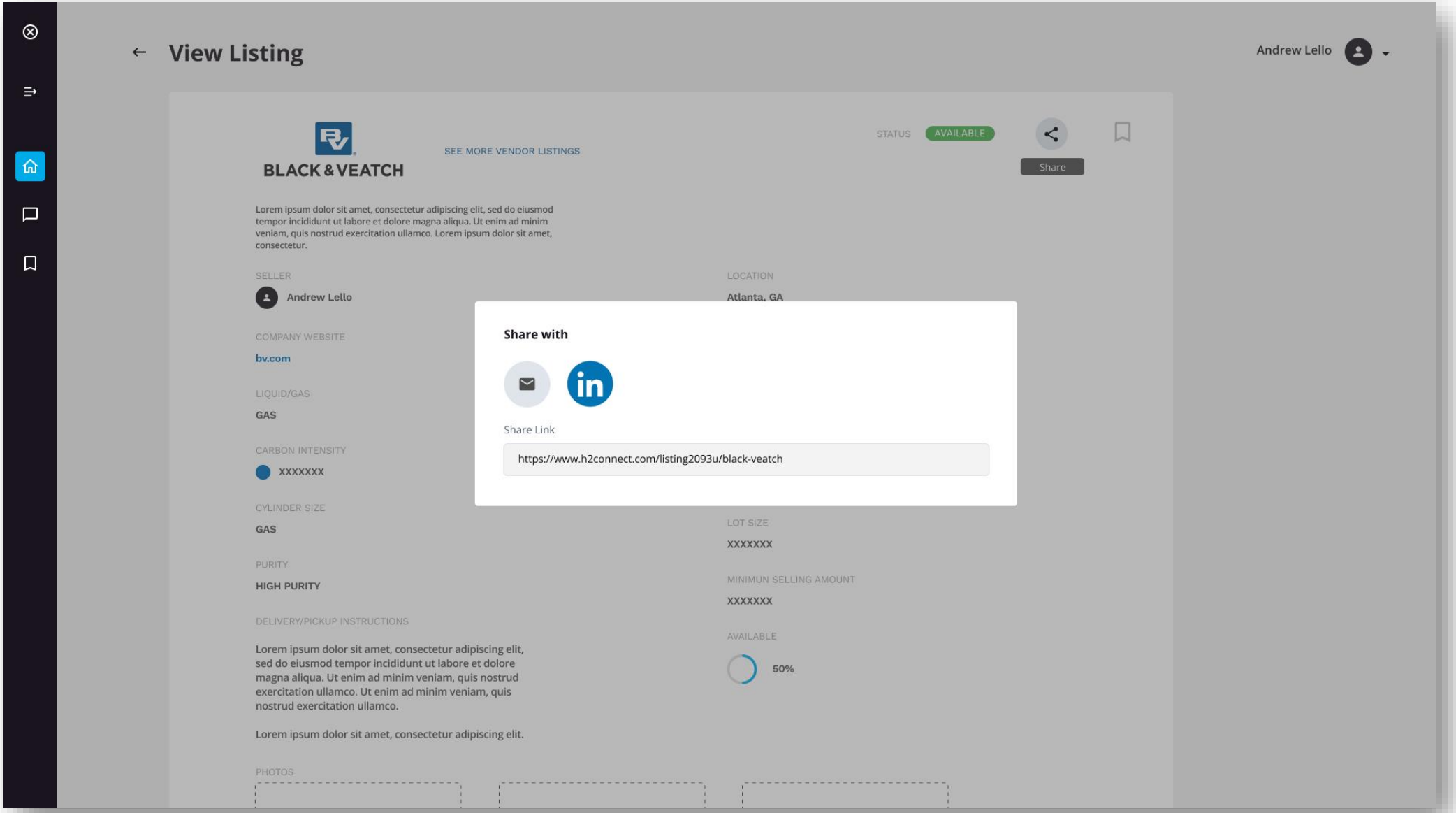
User Experience – Company List



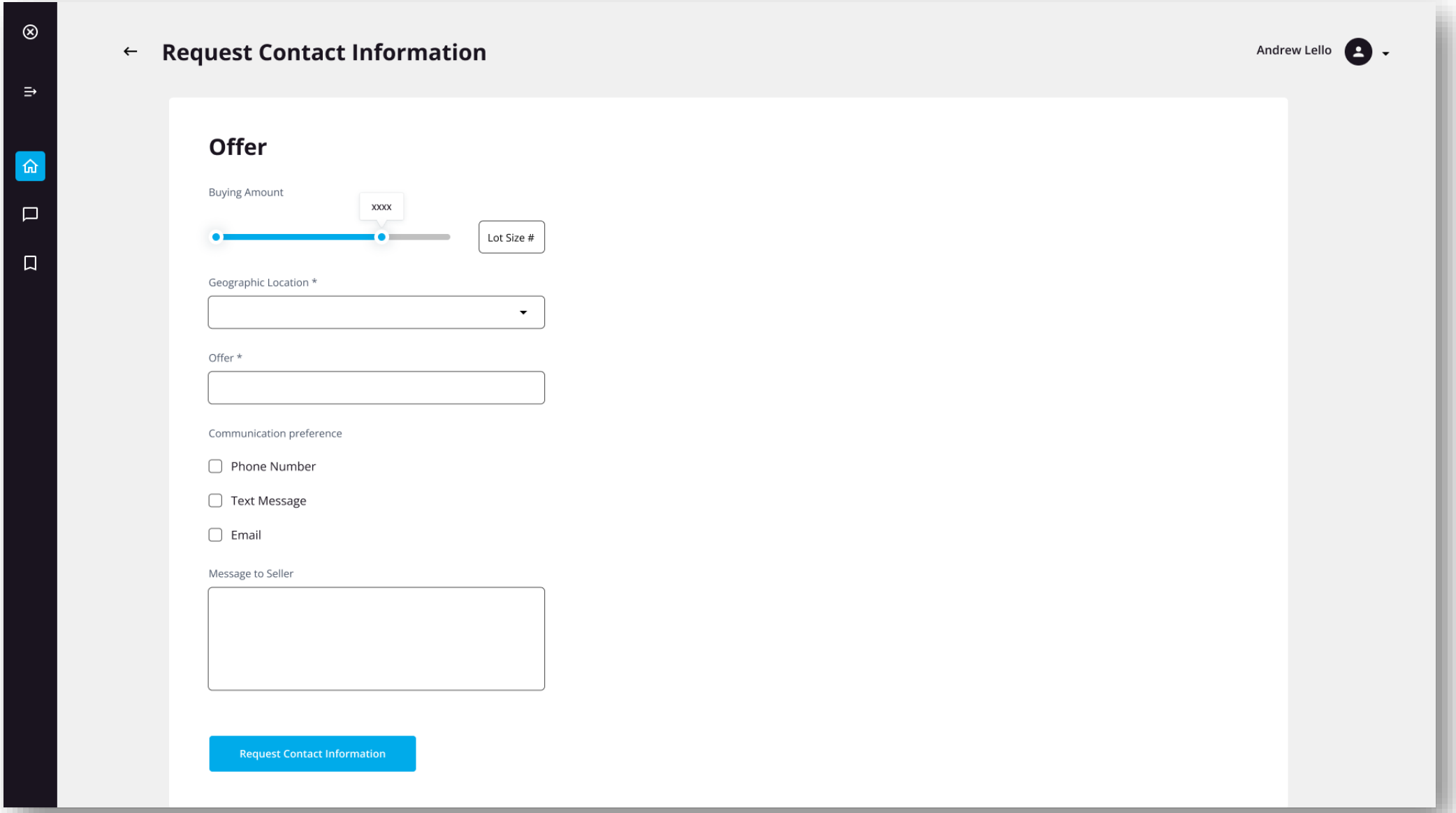
User Experience – Listing Detail - Browsing



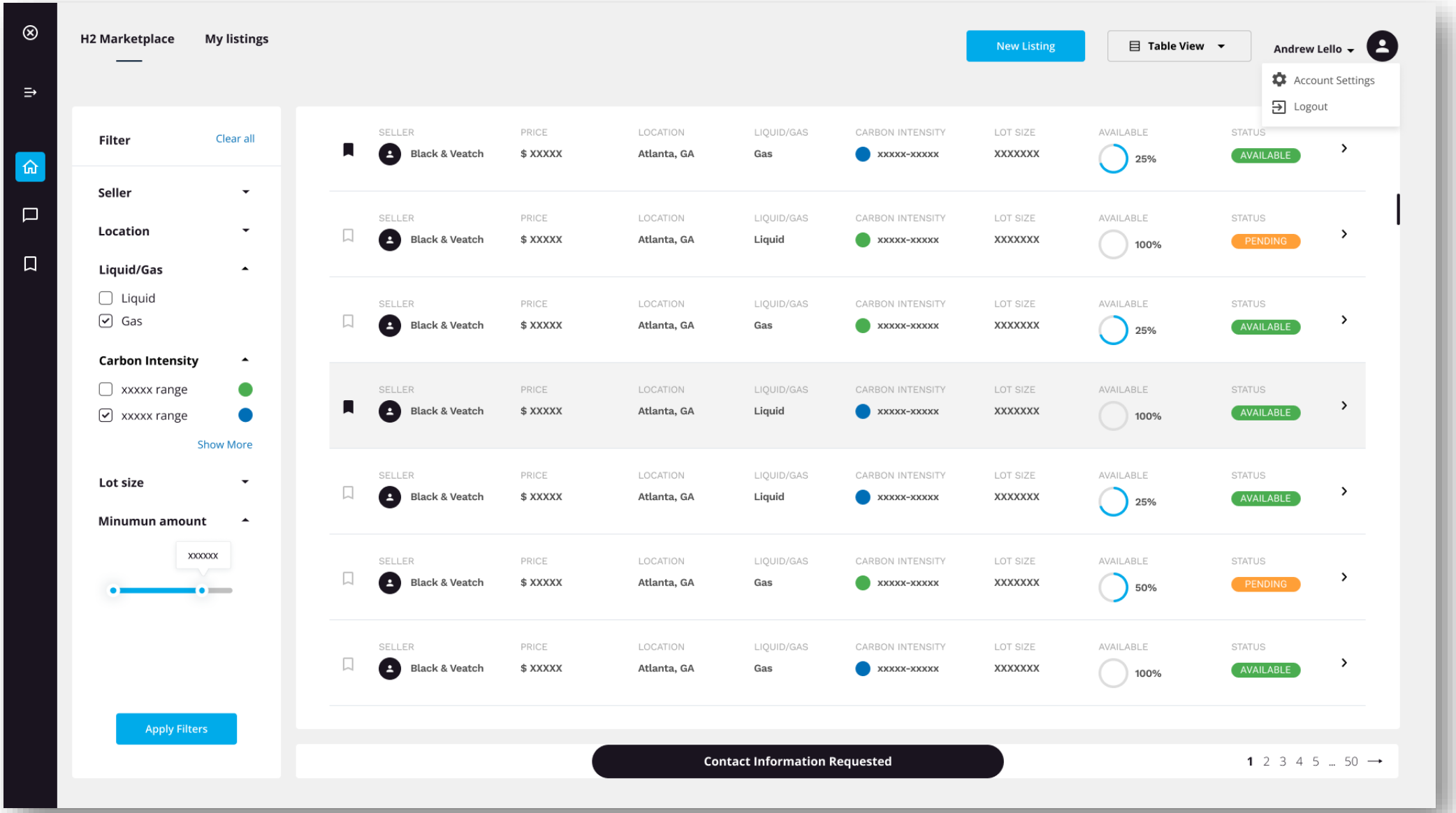
User Experience – Listing Detail - Sharing



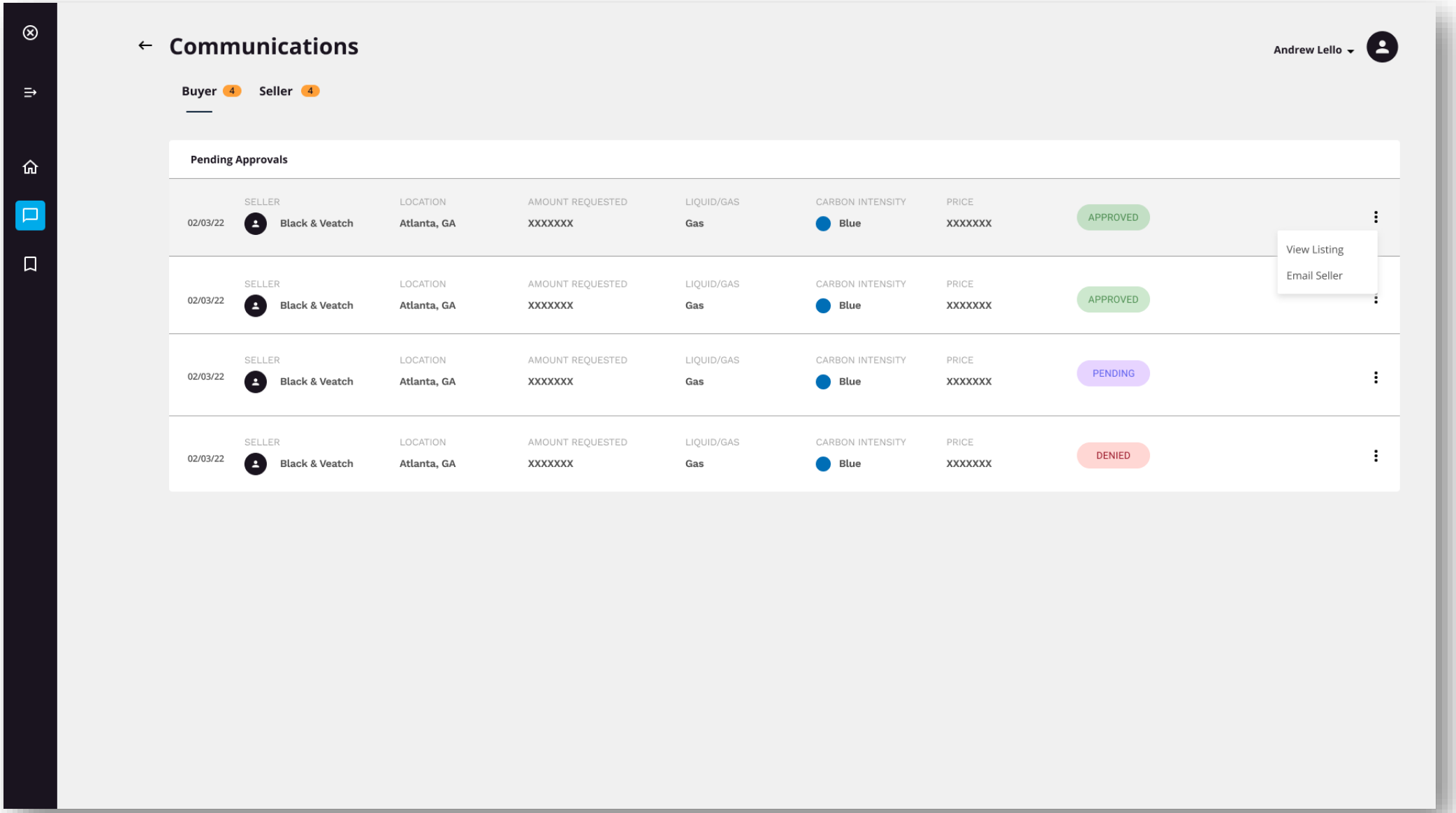
User Experience – Listing Detail – Transacting



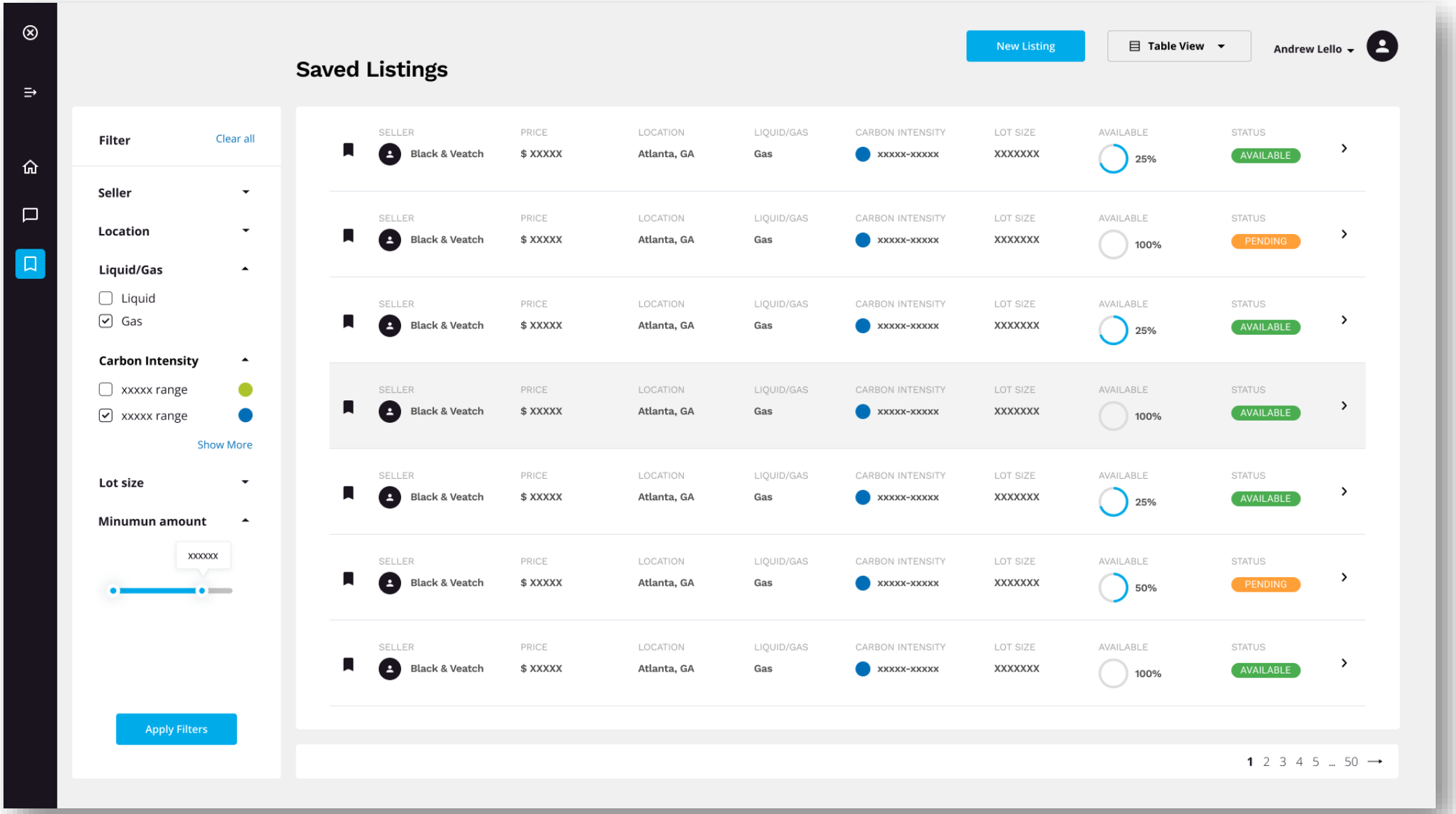
User Experience – Listing Detail – Post Transaction



User Experience – Buyer Dashboard

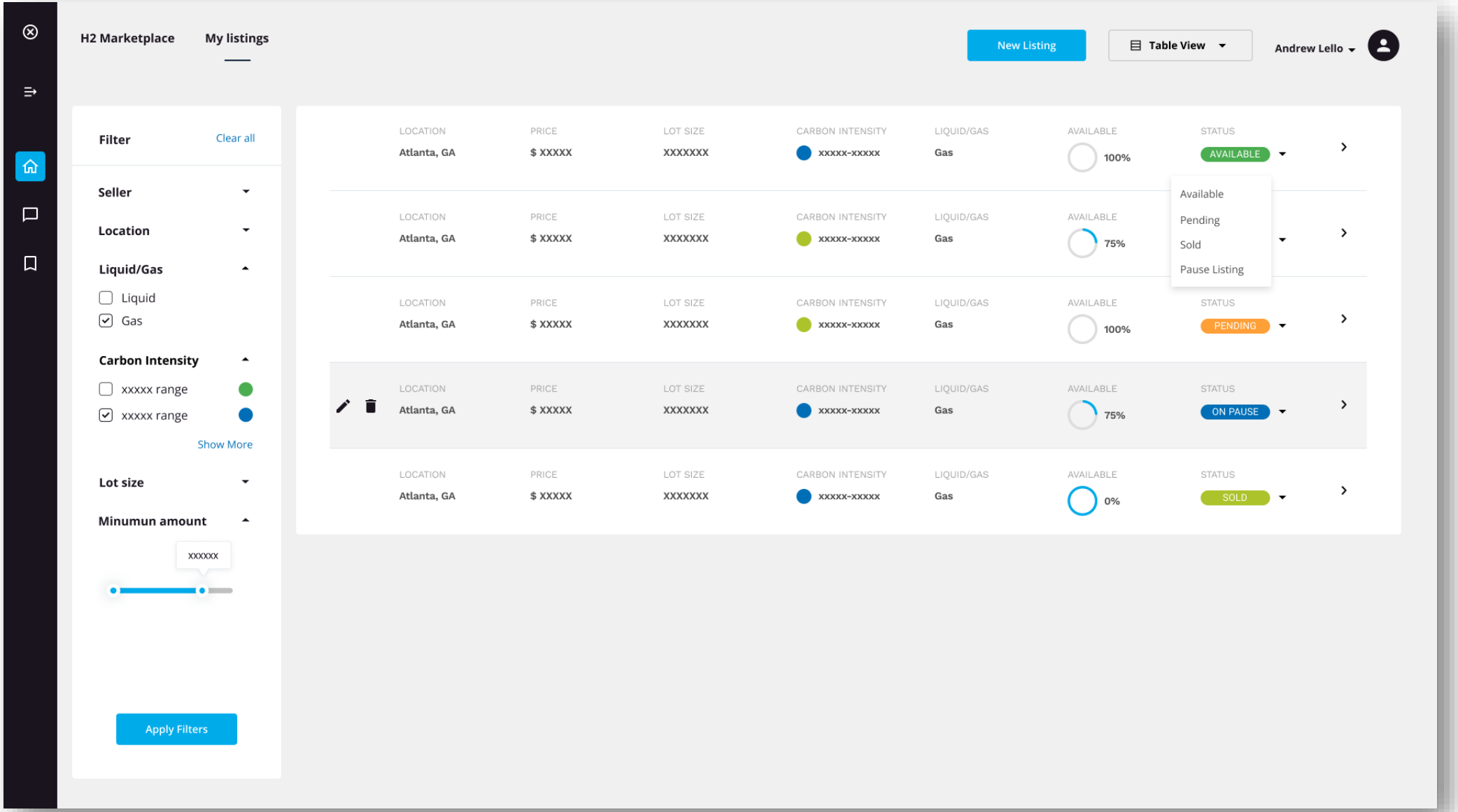


User Experience – Saved Listings



User Experience – Creating a Listing

User Experience – My Listings



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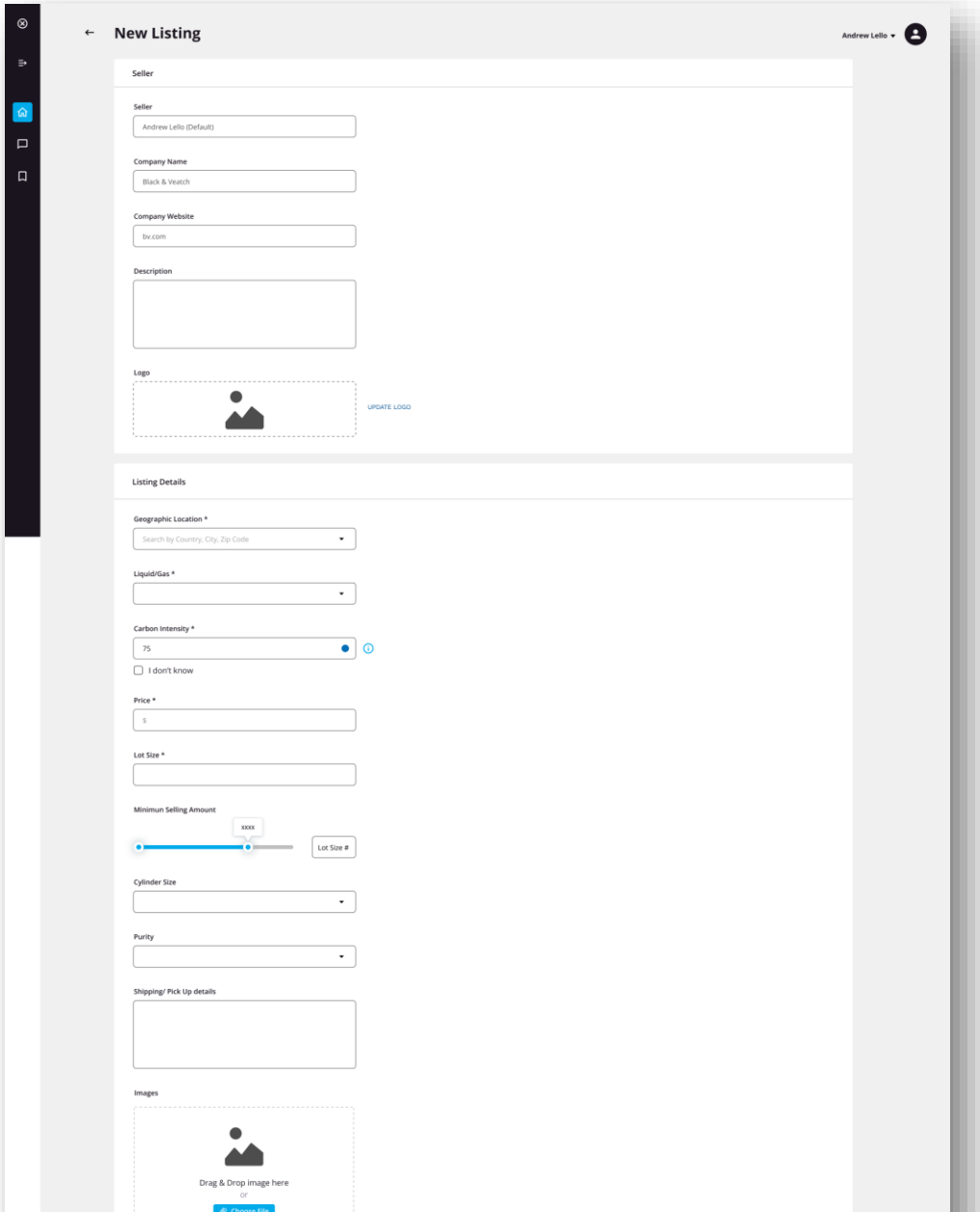

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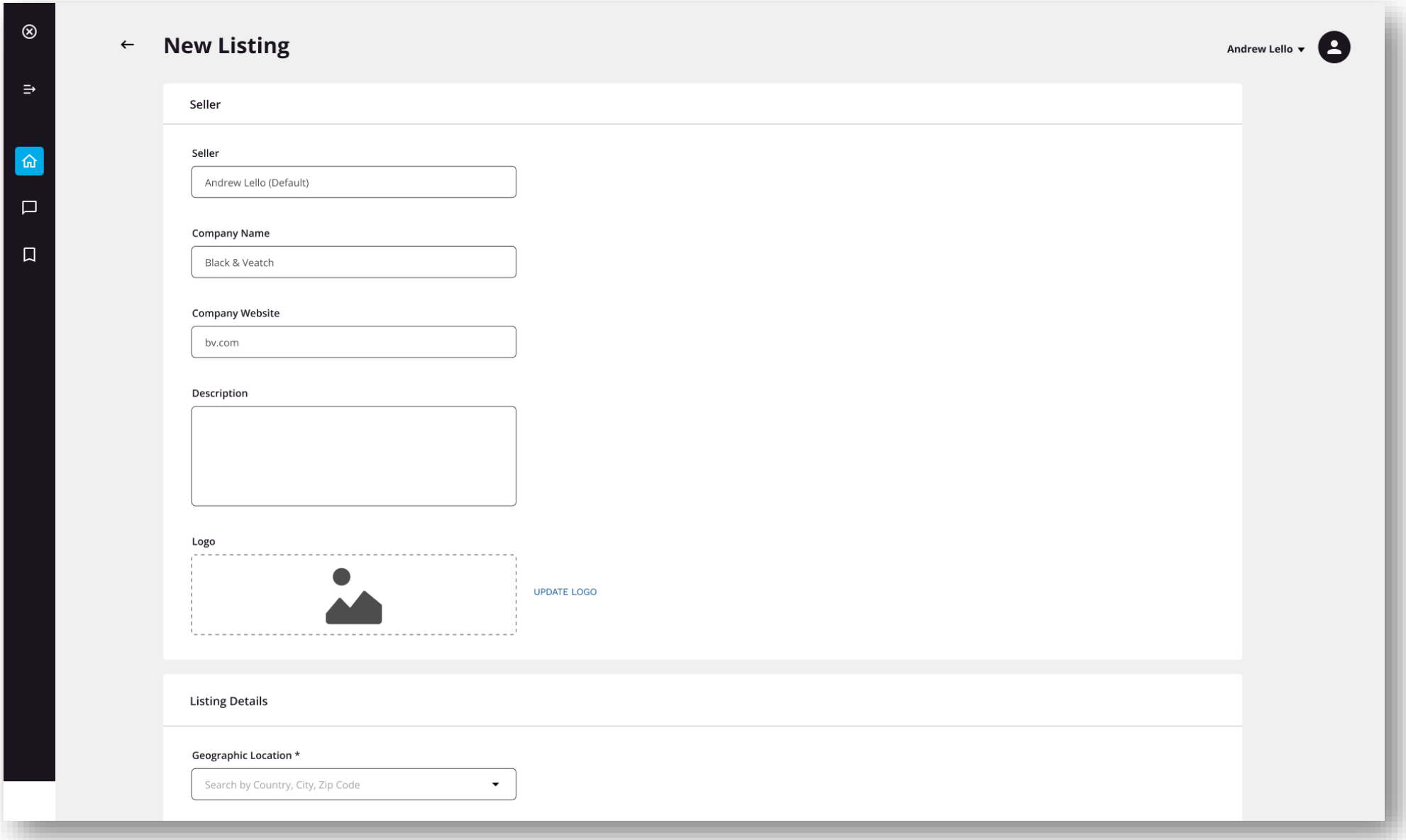

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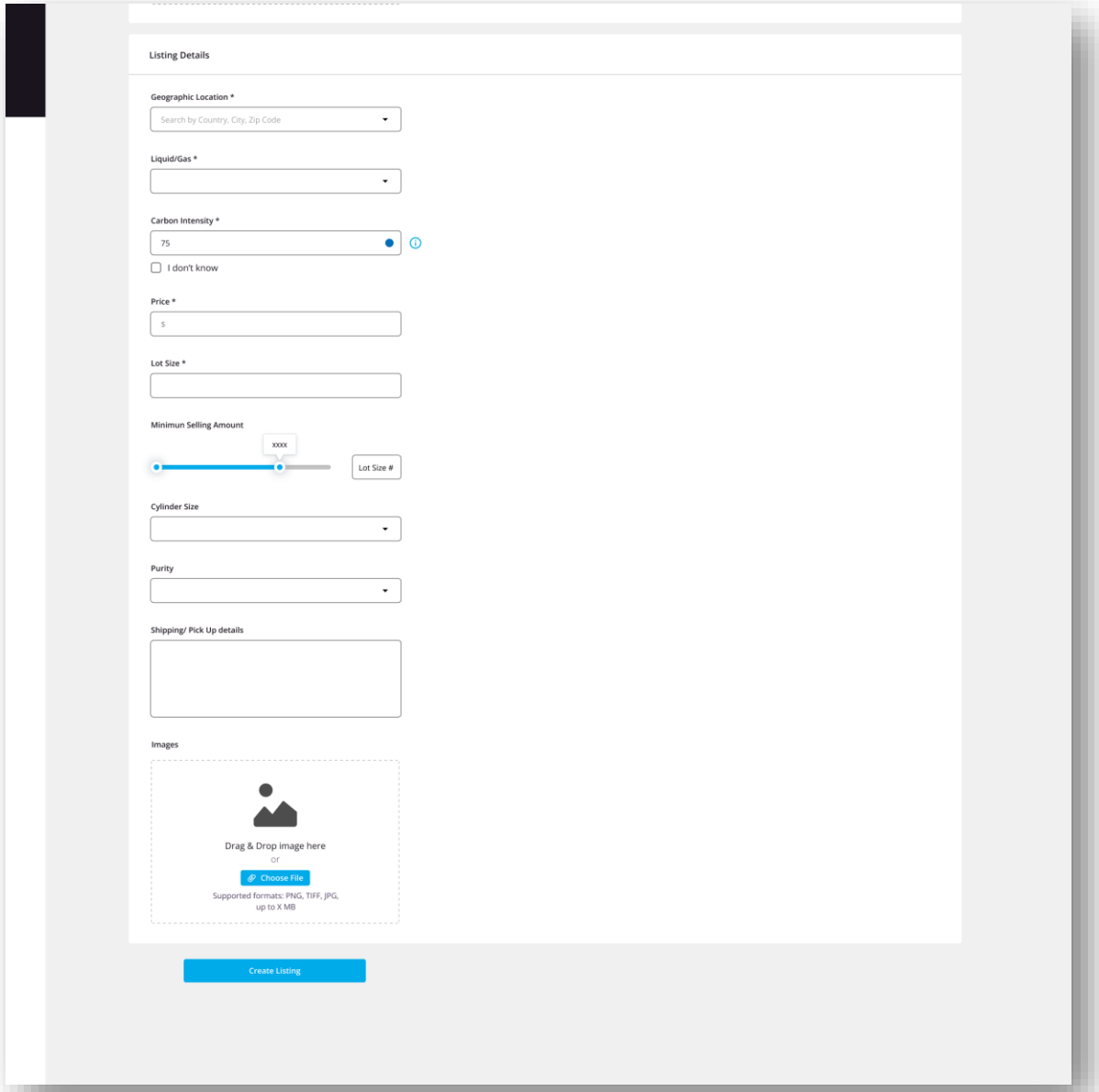
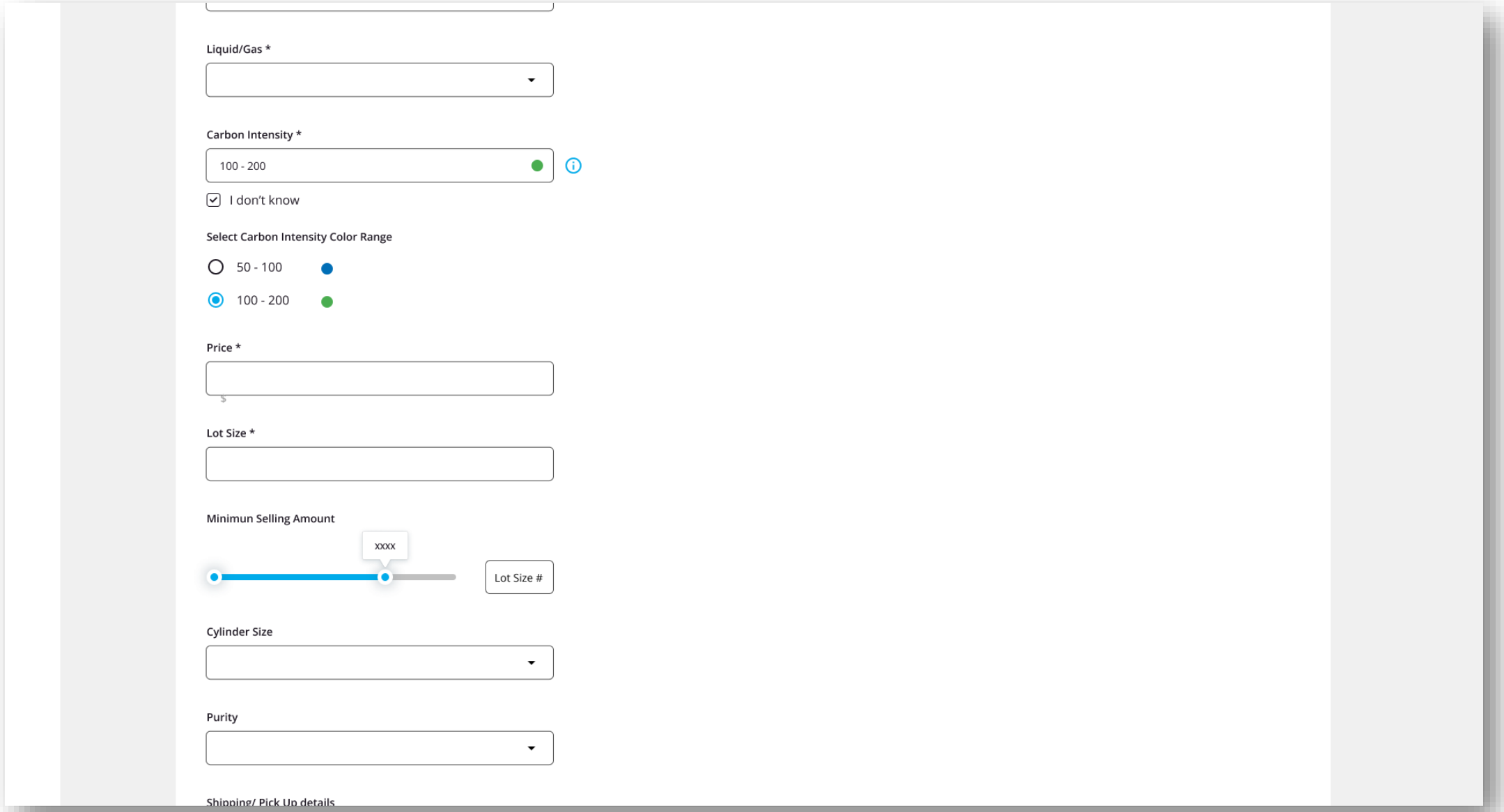
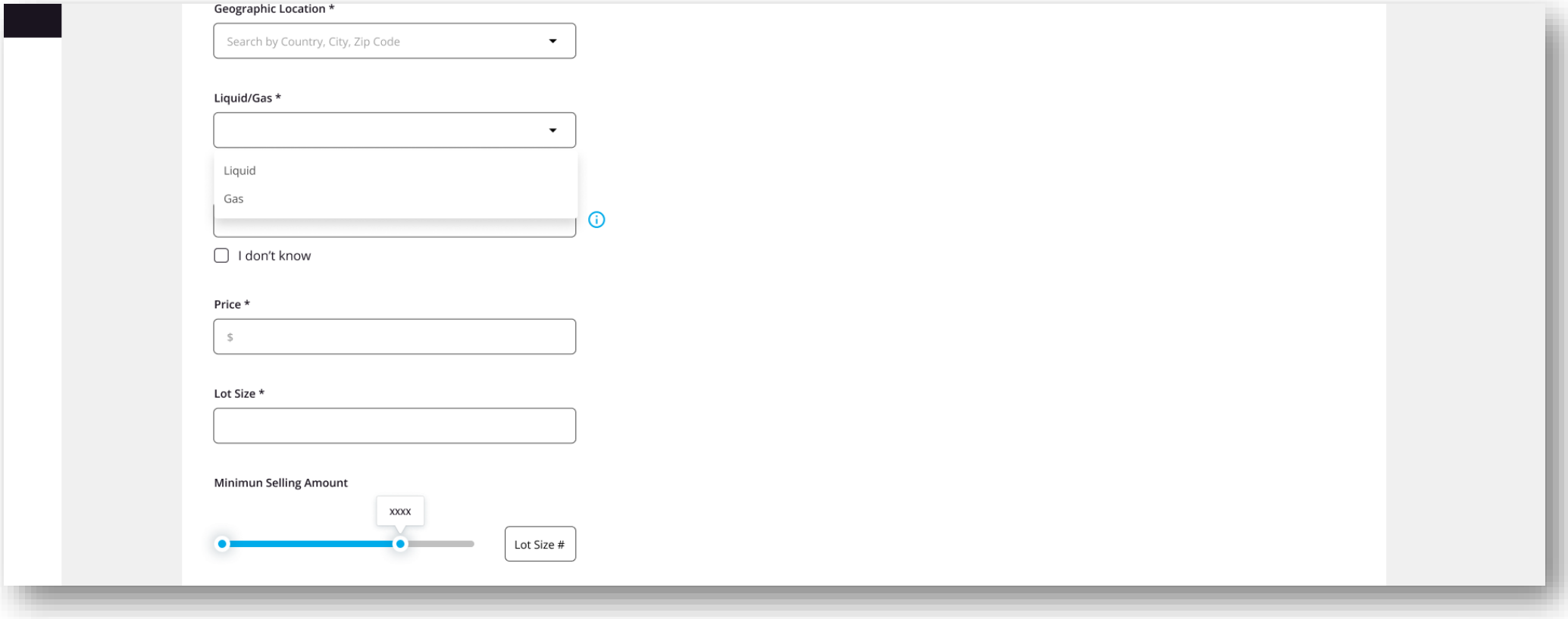


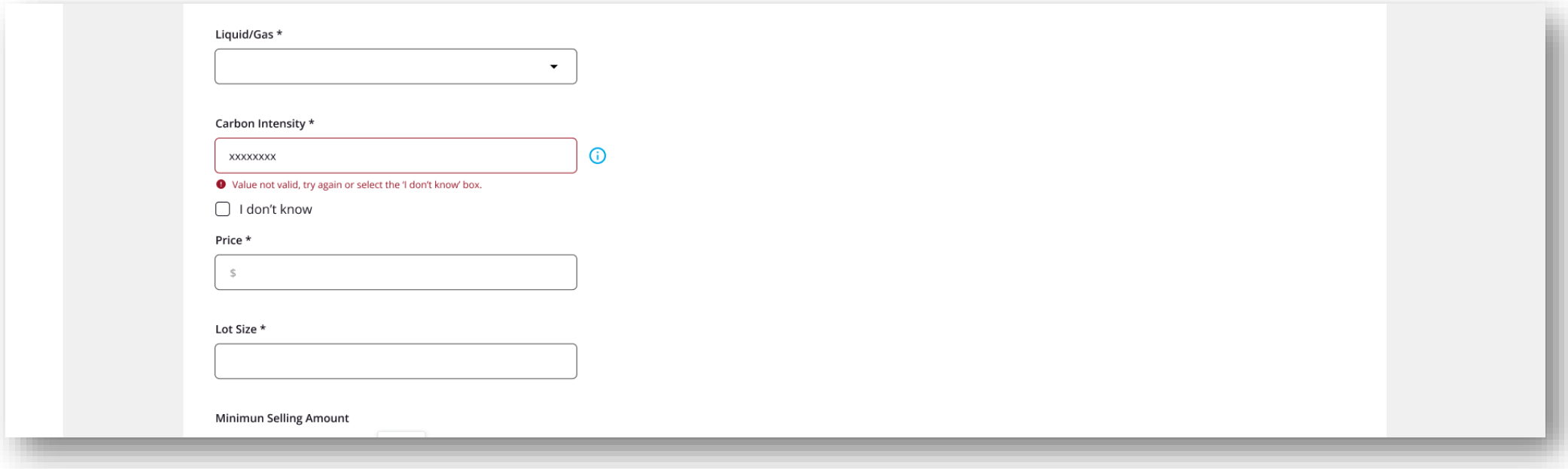
User Experience – Creating a Listing – IDK Carbon Intensity



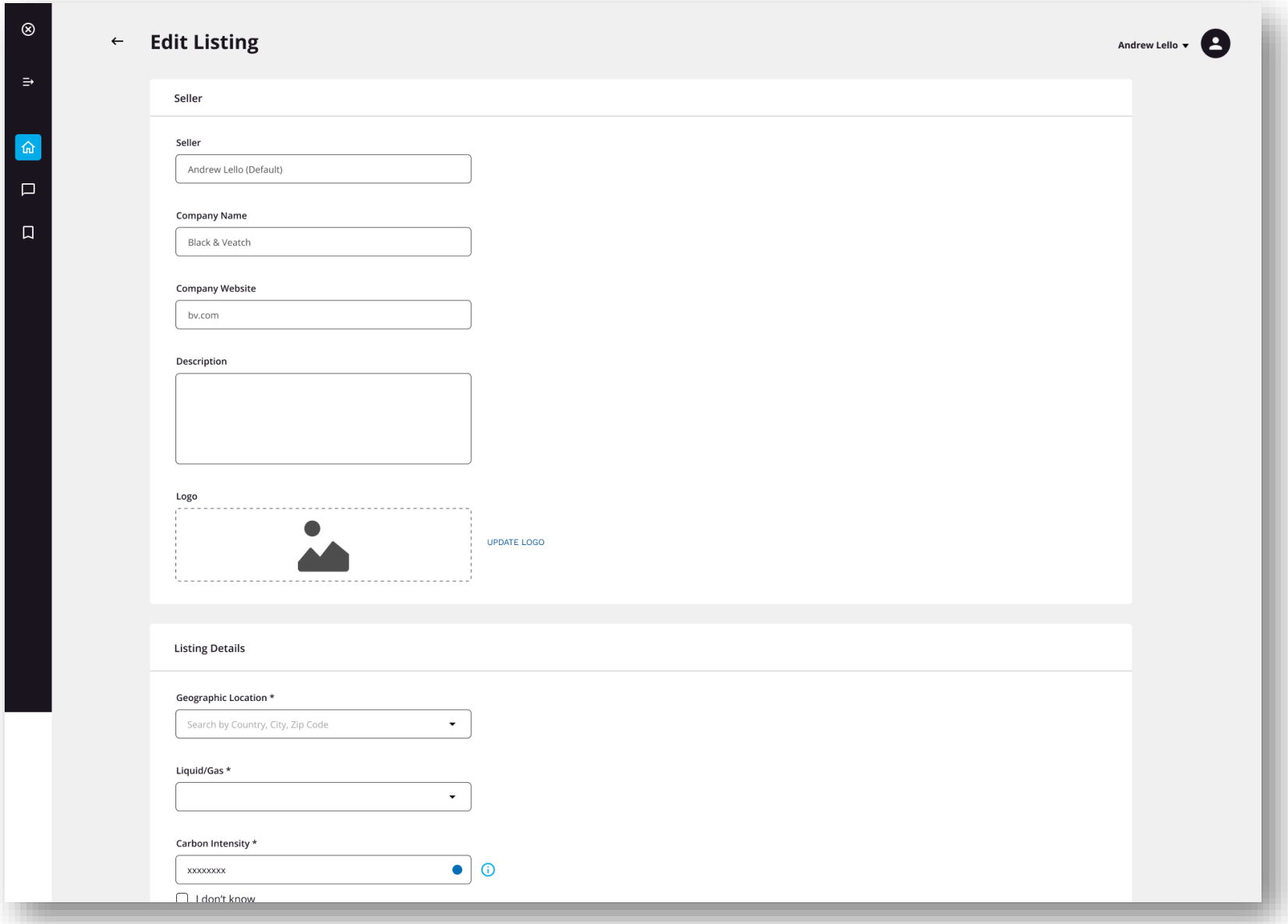
User Experience – Creating a Listing – DropDowns



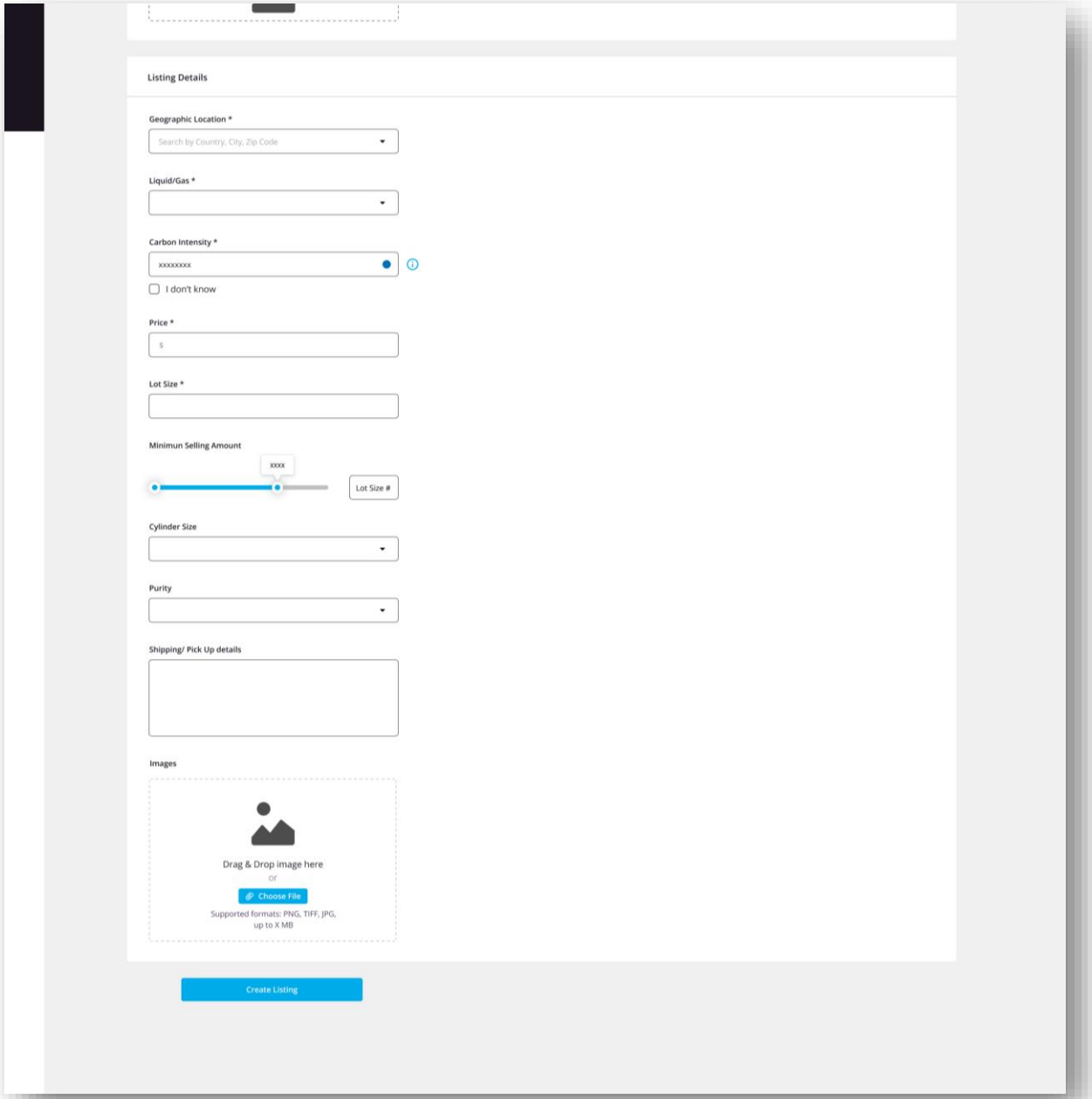
User Experience – Creating a Listing – Error Messages



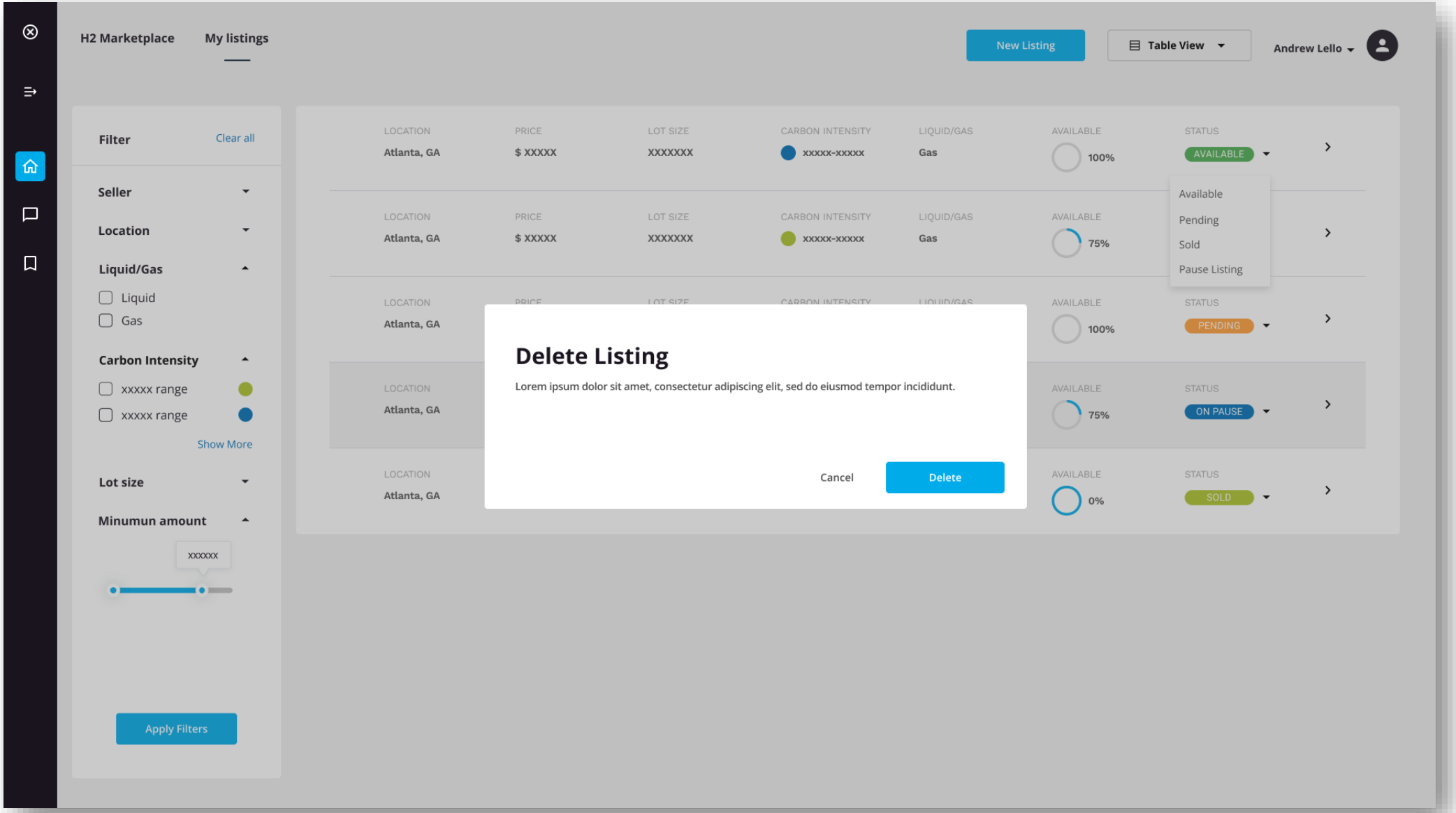
User Experience – Editing a Listing - Top



User Experience – Editing a Listing - Bottom

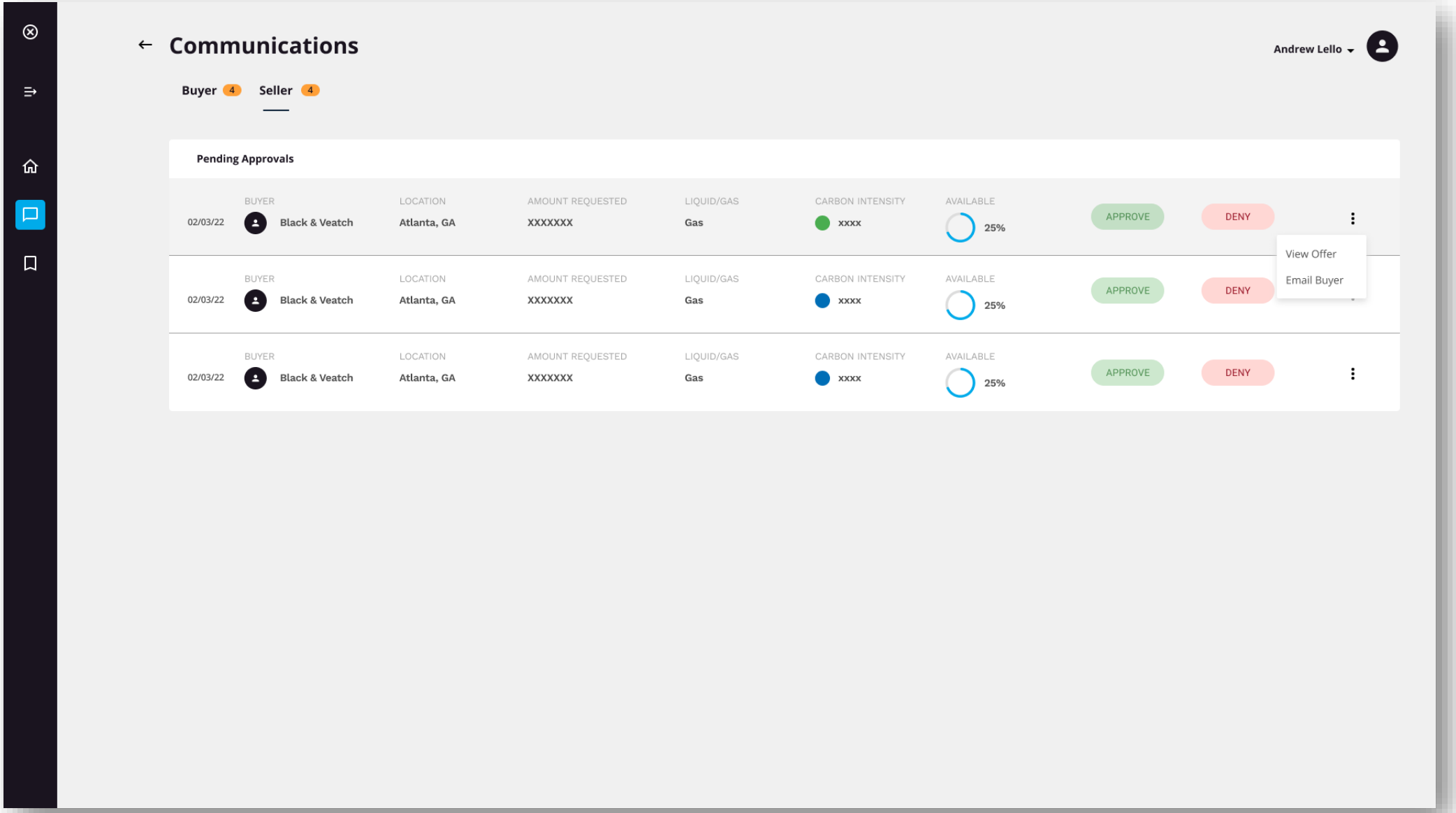


User Experience – Deleting a Listing

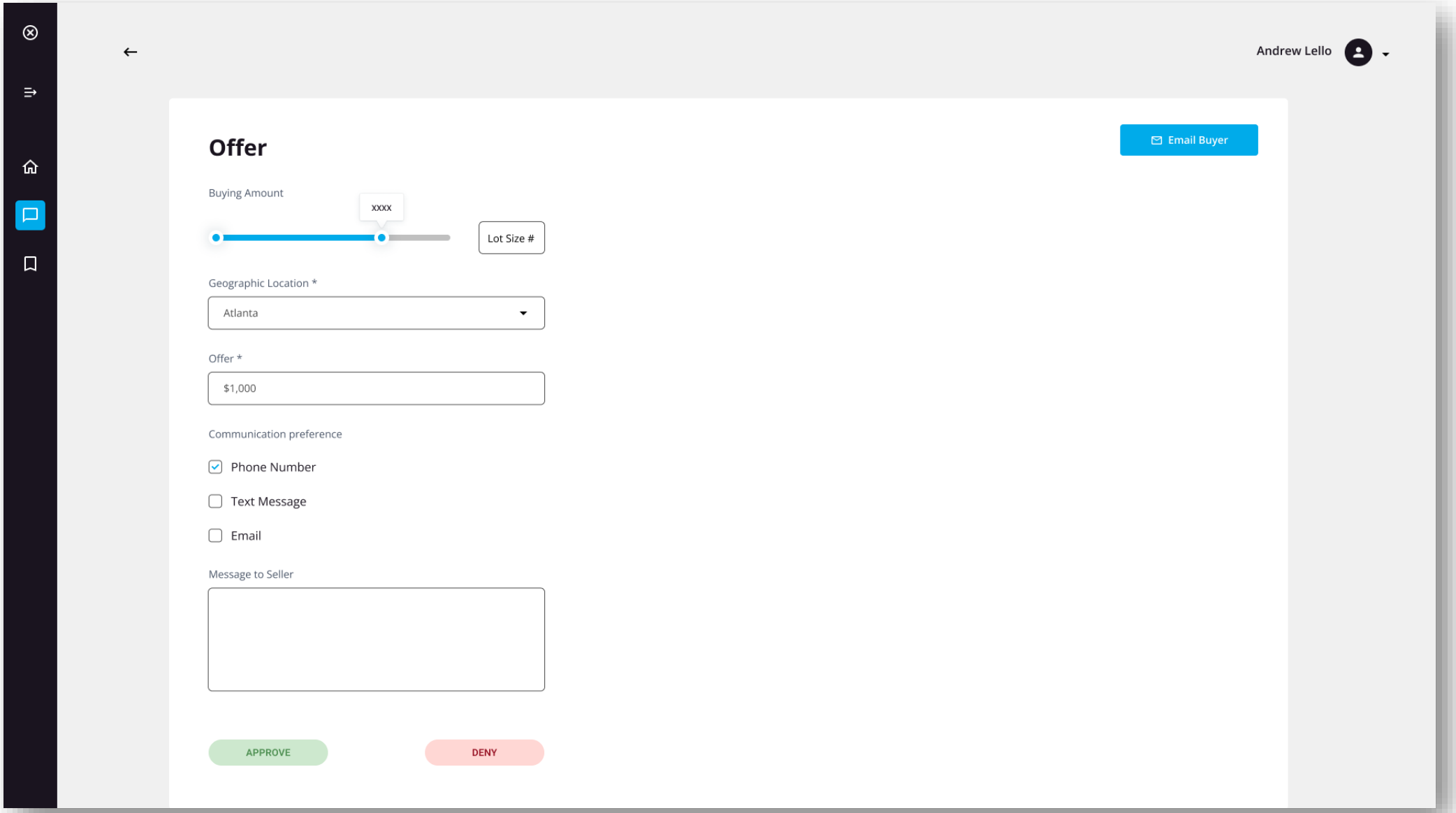


User Experience – The Transaction

User Experience – Seller Dashboard



User Experience – View Offer



End of User Experience Screens

Monetization Opportunities

Opportunity	Requires Salesforce Mods	Requires New Sales Kit
Sell a digital membership to use the app	**Yes**	**No**
Charge Sellers to List their Hydrogen	**Yes**	**No**
Charge Buyers a commission or finder's fee	**Yes**	**No**
Sell a Data Subscription about transactions on the marketplace	**Yes**	**Yes**
Sell a White Labeled implantation of the blockchain platform as a project	**No**	**Yes**

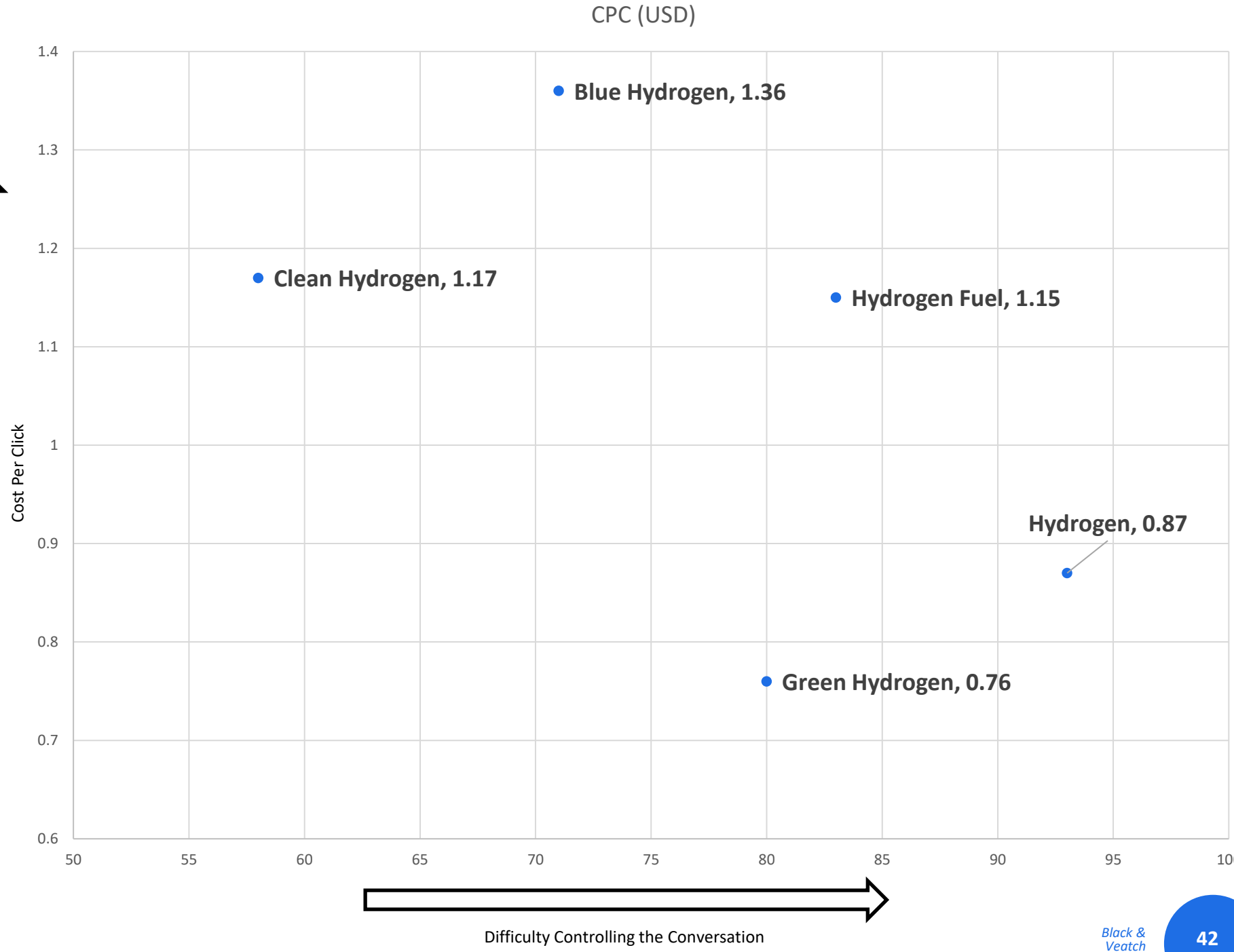
GTM - SEO Assault

SEO Analysis revels opportunity to control the conversation around Hydrogen

CPC values are ~$1.5

We pay a $4 CPC on Linkedin today

Well Placed Content and Retagging our Existing Hydrogen Content could control the conversation



Power Ups

Power Up	Cost	Time
Brand – The product and app need a brand mark. Bluefletch has proposed a cost of 8K to create branding kit for the product	$8k	1 Week
Content – Seeding content up to and post launch can help drive traffic to the site.	TBD	TBD
SEO Budget – CPC values for hydrogen are very low. Budgeting some SEO dollars will have a huge impact. Should be combined with a content push for maximum impact	25K	60 Days
Launch Partner – Partnering with a big name drives big traffic. Google has expressed interest in being a launch partner.	0	1 Year
Sales Training + Collateral – Training on the value proposition of the platform and a slick introductory video can get the attention of our existing clients	TBD	TBD
Operational Team – A dedicated team starting at launch to help with any issues. Bluefletch will warranty the product construction, but their SOW doesn't include operating the platform on day one.	TBD	TBD

The Project is Currently $10K under budget

Questions from Development

ID	Question/Request
Q1	For carbon intensity, are we using just blue and green? any other type?
Q2	What is the value or value range for each carbon intensity type?
Q3	What information/copy can we give the user to explain carbon intensity values/types?
Q4	Example of price ranges, lot sizes, purity, cylinder sizes
Q5	Evaluate with the team the flow of approving and denying an offer
Q6	Privacy policy and Terms of Service copy
Q7	5 Complete Sample Listings for Buyers
Q8	5 Complete Sample Listings for Sellers