

Welcome to Tagup



Tagup, Inc. Business Overview

Prepared for Johnson Controls

Jon Garrity
jon@tagup.io
+1 203 801 8408



Example Application

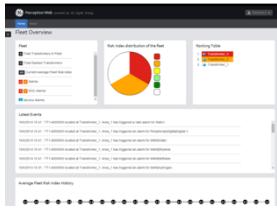
Power Transformers

- **Expensive failures:** outages, extended repairs and often collateral damage result
- Existing solutions **cannot diagnose cause of failures and cannot predict failure**
- **No manufacturer visibility** into transformer operational status/malfunctions

expensive failures, limited fleet visibility



existing solutions don't provide enough visibility



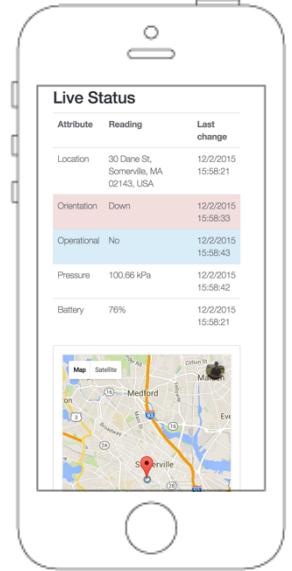
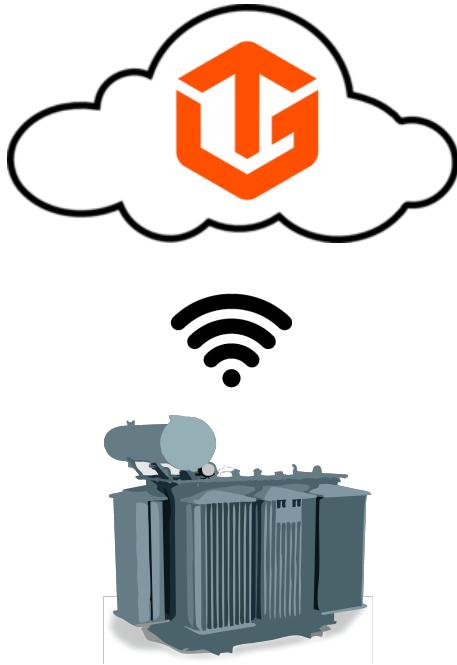
- Designed for a single organization
- Expensive setup
- Simple alarms; cannot predict failures
- Built for a single asset class
- Antiquated user interface

Tagup is effectively “an industrial Facebook” for your equipment.

- **Continuously track** equipment's operational status
- Detect operational problems **before they occur**
- Share live data with OEMs for advanced support
- **Access data anywhere** with state-of-the-art mobile UI
- Provides **360° fleet visibility**



simple setup and use: track any asset remotely



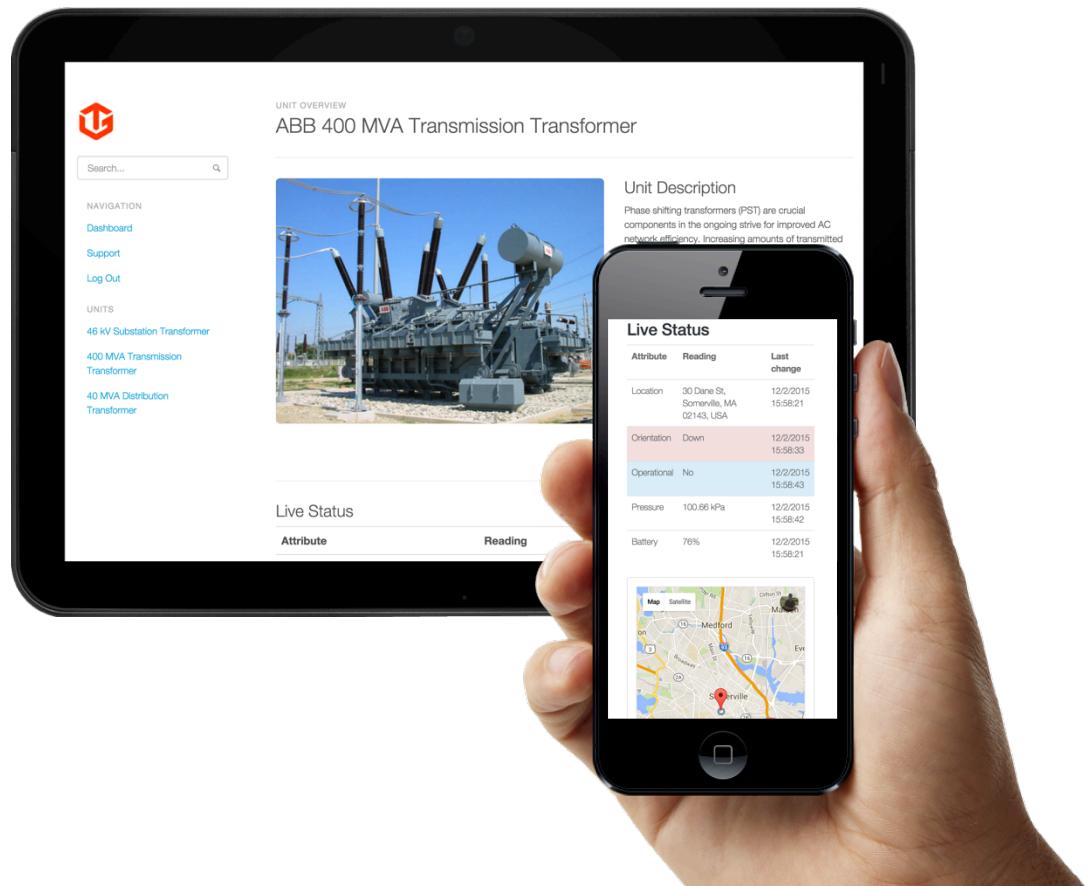
1. Asset sensor data is sent securely to the Tagup cloud platform
2. Users can access live asset data by scanning a tag or through direct link
3. Any asset data, **including live sensor data**, can be seen securely in real time

everything the most advanced solutions can do, and then some...

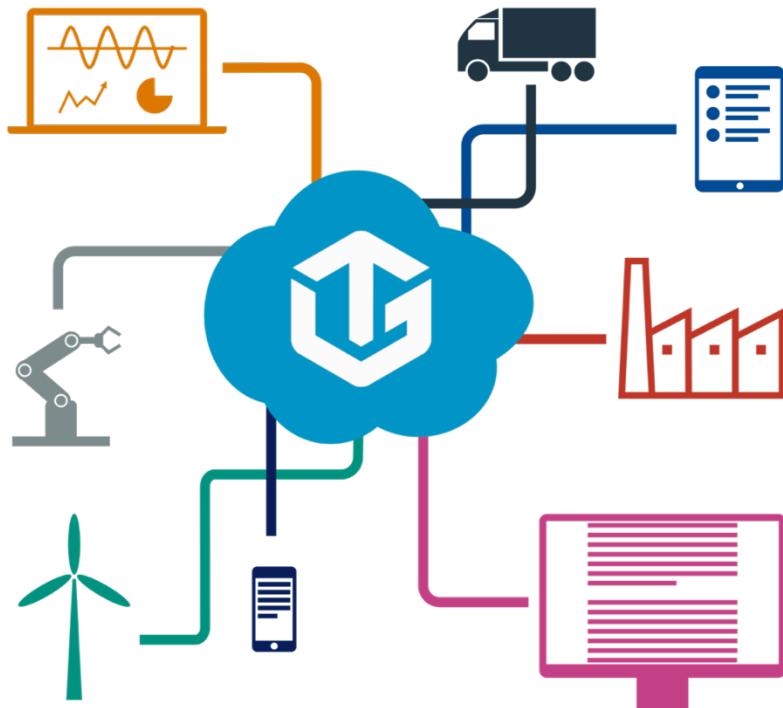
	ABB TEC	GE Perception Fleet	Alstom MC 3000	tagup
Maximum tracked assets	9	Unlimited	Unlimited	Unlimited
Number of equipment types available	~20	~20	~20	Unlimited
Responsive design (i.e. mobile UI)	✗	✗	✗	✓
Advanced analytics	✗	✓	✗	✓
Advanced permissions management	✗	✗	✗	✓
Simple 3rd party integration/API Access	✗	✗	✗	✓

tagup: 360° visibility on equipment status

- **Cloud-based**, enabling simple and secure communication between utility and OEM
- **Strong end-to-end security**, with all data encrypted and source-verified
- Capable of **predictive maintenance**—detecting issues before they arise
- Can interface with, **track and analyze any sensor data** (DGA, moisture, vibration etc.)
- **Modern user experience** (no more user interfaces from 1995)



value across every industrial equipment type



Tagup can be scaled easily across any equipment types you would like tracked. Electrical infrastructure? Check. Generating assets? You bet. Even fleet vehicles and low value assets can be economically identified and tracked in real-time via the Tagup platform. The benefits:

- **Reduced outages & downtime:** detect operational problems before they occur
- **Improved support & service** with a direct connection to the OEM and subject matter experts
- **Reduced costs:** eliminate costly on-site service and expensive monitoring software

team

Jon Garrity

Co-founder & CEO

- Harvard MBA; MIT S.B in Physics & Economics
- Software PM at GE

Will Vega-Brown

Co-founder & CTO

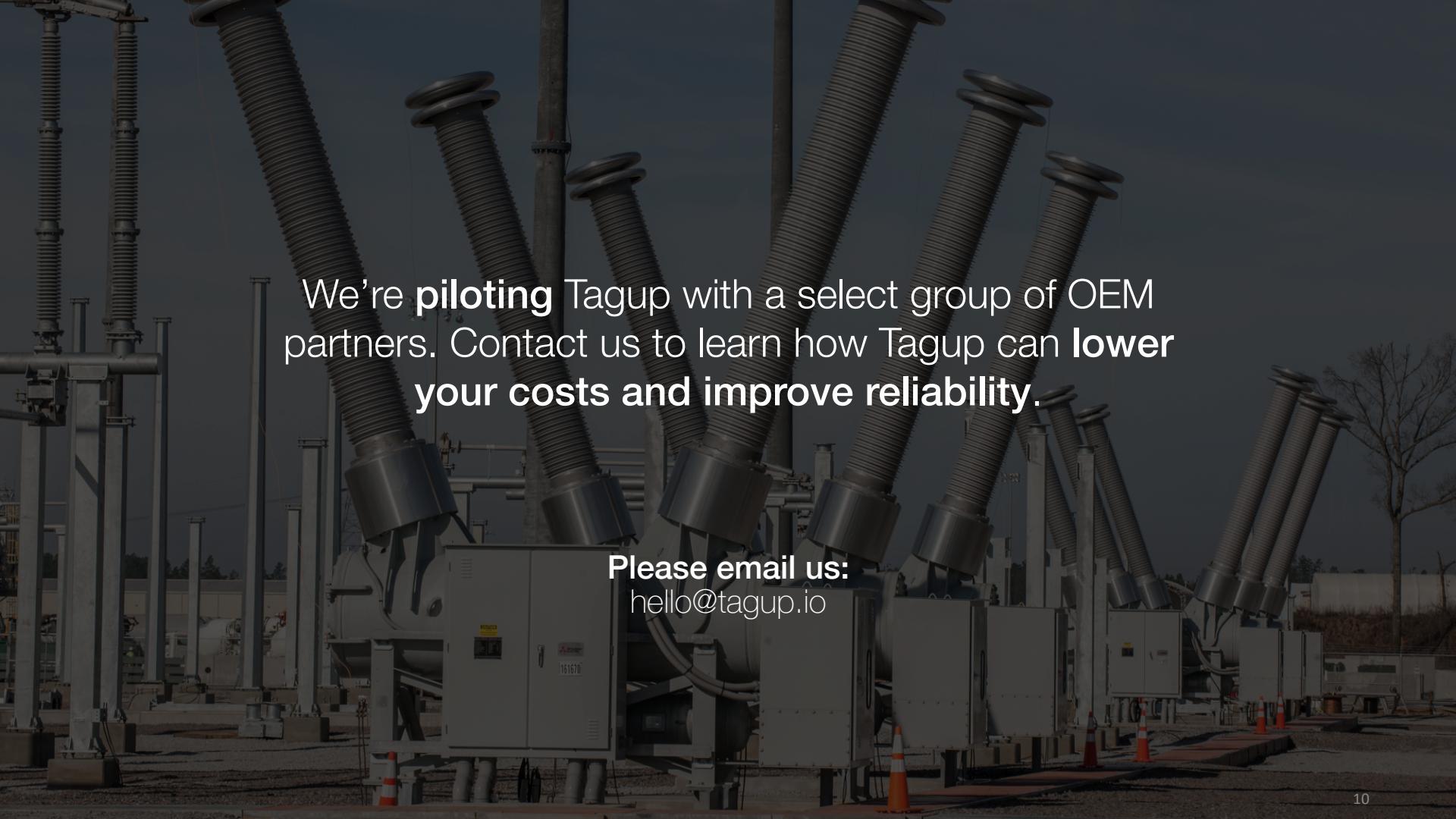
- MIT Computer Science PhD Candidate
- Expert in Artificial Intelligence

Advisors

- Jeff Bernstein: Co-founder, PictureTel
- Paul Olean: EVP, CardScan

Entrepreneurs in Residence at Highland Capital Partners
(Summer '14); incubated by Fraunhofer and Greentown Labs



A large industrial electrical transformer is shown from a low angle, highlighting its massive size and complex internal components. The transformer is surrounded by several tall, grey insulators with ceramic sleeves. Numerous thick, grey cables are connected to the top and sides of the unit, secured with metal brackets. The background shows a clear sky and some bare trees, suggesting an outdoor facility.

We're **piloting** Tagup with a select group of OEM partners. Contact us to learn how Tagup can **lower your costs and improve reliability.**

Please email us:
hello@tagup.io