

STITCHCREW LATINO ACCELERATOR

8-Week Program | Up to \$15,000 Grant
Cielo Azul LLC / I.H.P.

FOUNDER INFORMATION

Field	Response
Name	Eric De Loera
Hispanic/Latino Descent	Yes
Ownership %	100%
Location	Oklahoma City, OK

COMPANY OVERVIEW

Field	Response
Business Name	Cielo Azul LLC (dba I.H.P.)
Industry	Technology / Smart Home / InsurTech
Stage	Pre-revenue / Prototype development
Employees	1-5

THE PROBLEM

American homeowners lose \$150 billion annually to property damage. Water damage alone costs \$15 billion per year—that's 14,000 incidents every single day. Current smart home solutions are fragmented: Flo by Moen monitors water only, Ting monitors electrical only, Nest Protect detects smoke/CO only. These single-peril devices miss dangerous cross-system failures. Insurance carriers are desperate for solutions—they've had consecutive years of underwriting losses and passed \$21 billion in premium increases to consumers.

THE SOLUTION

I.H.P. (Intelligent Home Protection) is the first platform to correlate multiple home perils simultaneously. **HARDWARE:** Five sensor modules monitoring water, electrical, structural, HVAC, and environmental risks. **SOFTWARE:** Cloud-based correlation engine that identifies compound failure patterns. **INTEGRATION:** Matter 1.4 protocol—works with Apple, Google, Amazon, Tesla. **BUSINESS MODEL:** Hardware (\$500-800) +

Subscription (\$15-25/mo) + Insurance data licensing (\$3-5/mo per home).

MARKET & COMPETITION

TARGET CUSTOMERS: • Primary: Insurance carriers (Nationwide, State Farm, Liberty Mutual) • Secondary: Homeowners (94M US households with security systems) • Tertiary: Contractors (LUXX BUILDZ Tech platform)
COMPETITORS & DIFFERENTIATION: • Flo by Moen: Water only (96% claim reduction) - No electrical/structural • Ting: Electrical only (80% fire prevention) - No water/HVAC • Phyn: Water only (99% leak reduction) - No correlation I.H.P. is the ONLY platform correlating 5 perils simultaneously.

USE OF \$15,000 GRANT

Category	Amount	Purpose
Prototype Components	\$8,000	Dev kits, sensors, PCBs
Cloud Infrastructure	\$3,000	AWS/Azure, database
Pilot Program	\$2,500	5-10 home installation
Legal/IP	\$1,500	Provisional patent, trademark

WHY STITCHCREW

1. FINANCIAL FUNDAMENTALS: Strengthen financial modeling and investor materials. 2. CAPITAL ACCESS: Connections to investors and funding sources. 3. MENTORSHIP: Guidance from entrepreneurs who've scaled hardware businesses. 4. NETWORK: Connections to Latino entrepreneurs and OKC innovation ecosystem. 5. ACCOUNTABILITY: 8-week structure to hit milestones. 6. CREDIBILITY: Program graduation adds legitimacy with insurance carriers.

Contact: The Alliance for Economic Development of Oklahoma City

Website: theallianceokc.org