gBETA OKLAHOMA CITY APPLICATION

7-Week Accelerator | FREE | No Equity
Cielo Azul LLC / I.H.P.

COMPANY OVERVIEW

One-line description:

I.H.P. is a multi-peril smart home platform that prevents property damage by correlating water, electrical, structural, HVAC, and environmental sensor data to detect failure cascades before catastrophic loss.

Field	Response
Company	Cielo Azul LLC (dba I.H.P.)
Stage	Pre-revenue / Prototype
Industry	Smart Home / InsurTech / IoT
Founder	Eric De Loera

THE PROBLEM (100-200 words)

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 and incomplete: 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. Example: An aging HVAC compressor draws excess current (electrical), causing refrigerant leak (environmental), leading to condensation backup (water), eventually damaging the foundation (structural). Current devices detect NONE of this cascade until it's too late. Insurance carriers are desperate for solutions—they've had consecutive years of underwriting losses and passed $21 billion in premium increases to consumers since 2021.

THE SOLUTION (100-200 words)

I.H.P. is the first platform to correlate multiple home perils simultaneously. HARDWARE: Five sensor modules—Water (pressure/flow/moisture), Electrical (arc faults/power quality), Structural (vibration/tilt), HVAC (compressor health), Environmental (smoke/CO/humidity). SOFTWARE: Cloud-based correlation engine analyzing multi-sensor data to identify compound failure patterns. INTEGRATION: Matter 1.4 protocol with Thread mesh networking. Works with Apple HomeKit, Google Home, Amazon Alexa, Samsung SmartThings, Tesla Powerwall. BUSINESS MODEL: Hardware sales ($500-800), monthly subscription ($15-25), insurance data licensing ($3-5/home from carriers). Competitor single-peril devices achieve 70-99% claim reduction. By correlating all five perils, I.H.P. can exceed these results.

MARKET SIZE

Segment	2024	2033	CAGR
Smart Home Insurance	$3.67B	$13.47B	18.25%
Smart Home Security	$35.02B	$145.54B	15.31%
Home Insurance Total	$234.6B	$576B	7.6%

TRACTION

COMPLETED: • Market research (insurance data, competitor analysis, Matter 1.4 specs) • Technical architecture (Nordic nRF5340, Thread networking) • Hardware engineering partnership in discussion • SBIR Phase I application drafted ($274K) • Real estate collateral ($140K+) available NEXT 90 DAYS: • Complete working prototype • Deploy 5-10 home pilot in OKC • Submit SBIR application • Secure first insurance carrier LOI

WHAT I WANT FROM gBETA

1. CUSTOMER DISCOVERY - Validate assumptions through direct conversations 2. BUSINESS MODEL REFINEMENT - Optimize pricing and go-to-market 3. PITCH DEVELOPMENT - Translate technology into compelling investor pitch 4. MENTOR NETWORK - Access to hardware/enterprise sales expertise 5. PATHWAY TO GENER8TOR - $100K investment accelerator 6. OKC ECOSYSTEM - Deep local connections

WHY gBETA SPECIFICALLY

1. NO EQUITY - Protective of cap table this early 2. PATHWAY TO GENER8TOR - Clear path to $100K investment 3. LOCAL FOCUS - Building in Oklahoma, need OKC advice not Silicon Valley I'm 100% committed to the full 7-week program.

Website: gbeta.org/oklahoma-city