SMARTBRIDGE IOT

Proposal to start a new IoT product entity
Many recent technological advances have been distributed in nature, producing a world where existing objects—from industrial machines to cars, refrigerators, and even people, plants or animals—can be connected to the Internet to collect and receive data. This developing frontier, known as the Internet of Things (IoT), is generating a multitude of new opportunities.
The global Internet of Things market will grow to $1.7 trillion in 2020 from $655.8 billion in 2014, research firm IDC says, as more devices come online and a bevy of platforms and services grow up around them.

The firm predicts that the number of “IoT endpoints,” connected devices such as cars, refrigerators and everything in between, will grow from 10.3 billion in 2014 to more than 29.5 billion in 2020.

The Asia Pacific region captured around 58.3% of the revenue from IoT in 2014 and will shrink slightly to 51.2% in 2020.

North America is expected to maintain revenue share of just more than 26% over the forecast period, while the share in Western Europe is expected to jump from 12% to about 19.5%.

** Data above represented from WSJ
Internet of Things (IoT) Map
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Internet of Things Use Cases

- **Telematics** (158 Companies)
- **Ride Hailing** (63 Companies)
- **Location/Mapping** (105 Companies)
- **Car Sharing** (47 Companies)
- **Fleet Management** (88 Companies)
- **Infotainment** (34 Companies)
- **Smart Parking** (32 Companies)
- **Auto Clean Tech** (24)
- **Enhanced Ownership** (25)
- **Public Transit Tech** (26)
- **Intelligent Transit** (27 Companies)
- **Venture Scanner**
Sample Case Study

Company Name: Human Condition Safety
Website: http://www.hcsafety.com

About: Human Condition Safety (HCS) is a spin-out of Human Condition Labs, a research and development lab that uses technology to create solutions that have substantial and positive social impact.

HCS’s technology--including wearable devices, artificial intelligence, building information modeling and cloud computing--creates an ecosystem that keeps workers safer in the industries in which they face the most physical risk.

Date of Inception: Sept 2014
Current Market Valuation: 100M US Dollars
Funds raised so far: $20M Dollars
Looking at the slides above, it is clear that IoT is the next wave of internet.

In order for us to be market leaders, we should be out in the market with a product/brand by May 2016 to stay relevant and to ride this 3rd wave of internet.

Smartbridge and the team is ahead of the curve both in terms of visibility and technology in terms of IoT.

Establish a new entity named **Smartbridge Technologies** which focus on IoT for construction vertical with a similar business model as hcsafety.

**Markets:**

India and Middle East
Next Steps

- To get on call with the existing Smartbridge Mgmt team
- Agree/disagree on this proposal
- Figure out the logistics if we were to move ahead