pathr.ai™

YOU CAN LEARN A LOT FROM A DOT.

DECK **TITLE**

(Date and/or Subtitle)

GLOSSARY

Pathr.ai Represents an easy to implement, cost effective way to leverage existing camera infrastructure to unlock additional value from your locations:

- Customer experience – service, wait times, navigation
- Layout, merchandising and display
- Employee productivity and effectiveness
- Operations
- Loss Prevention

A Strong Business Case:

- Cash flow positive and breakeven typically around month 4
- 10-20x Annual ROI

Cost Effective Pilot and Expansion Model:

- Initial Pilot - $10,000 per location; all-inclusive flat fee for a one-month pilot
- Expansion
  - $500 per location per month
  - On-site servers: estimated $2-4,000 one-time cost per location

Pathr.ai represents an easy to implement, cost effective way to leverage existing camera infrastructure to unlock additional value from your locations:

- Lease Rate Optimization and operations
- Tenant experience – peak traffic information, in-store experience
- Shopper experience – amenities and attractions free / busy and wait time information
- Security / Loss Prevention

A Strong Business Case:

- Cash flow positive and breakeven typically around month 8
- 20x Annual ROI

Cost Effective Pilot and Expansion Model:

- Initial Pilot - $30,000 per location; all-inclusive flat fee for a one-month pilot
- Expansion
  - $3,000 per location per month
  - On-site servers: estimated $10-15,000 one-time cost per location

Pathr.ai represents an easy to implement, cost effective way to leverage existing camera infrastructure to unlock additional value from your locations – smart buildings for a fraction of the cost

- Tenant experience – service level, amenity free / busy and peak usage information, wait times
- Investment planning (utilization rates, peak usage)
- Operations – staffing optimization and real-time alerts
- Security

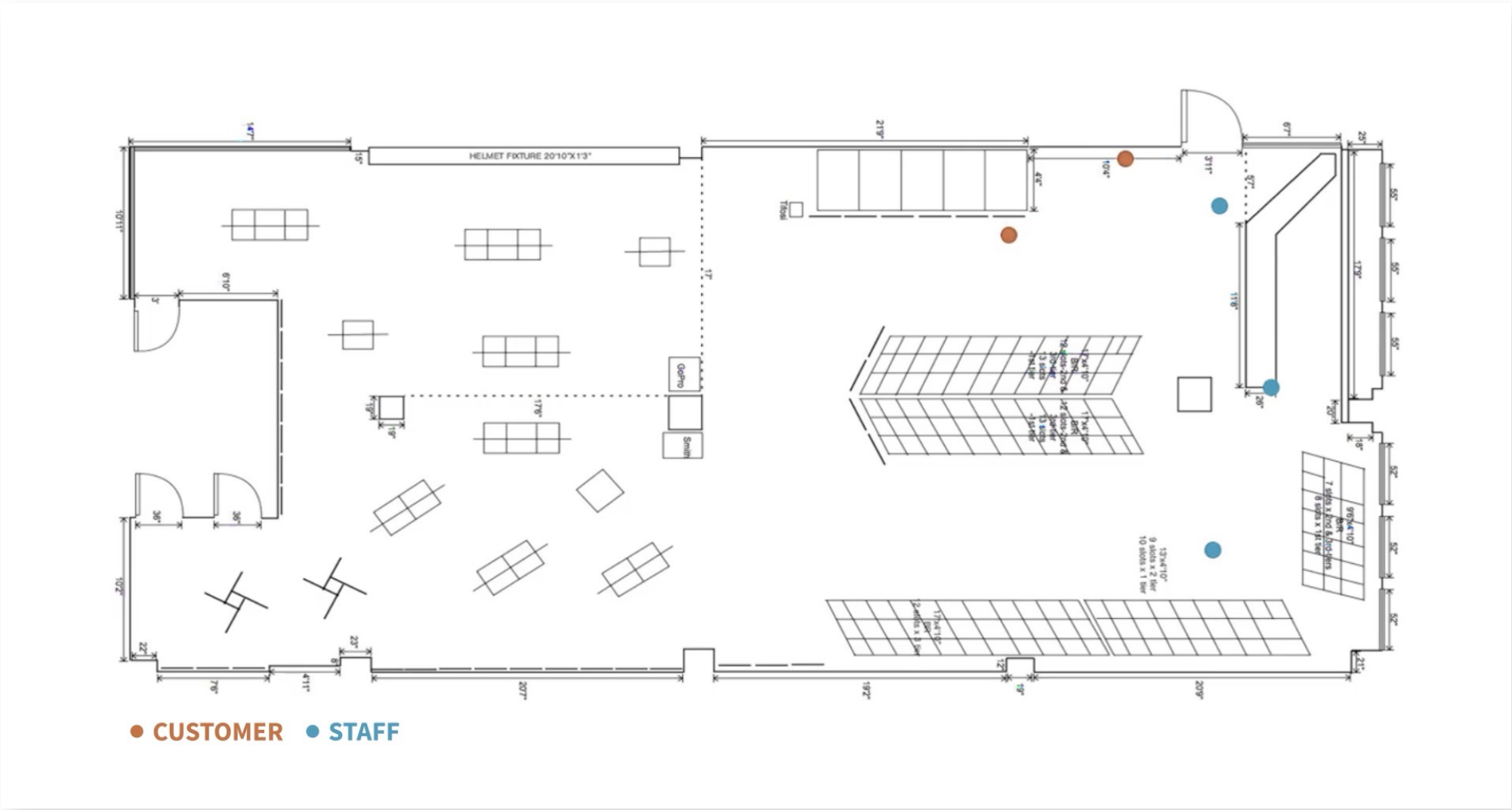
A Strong Business Case:

- Maximize lease rates and tenant retention
- Cash flow positive and breakeven typically around month 8
- +20x Annual ROI

Cost Effective Pilot and Expansion Model:

- Initial Pilot - $20,000 per location; all-inclusive flat fee for a one-month pilot
- Expansion
  - $2,000 per location per month
  - On-site servers: estimated $5,000-10,000 one-time cost per location

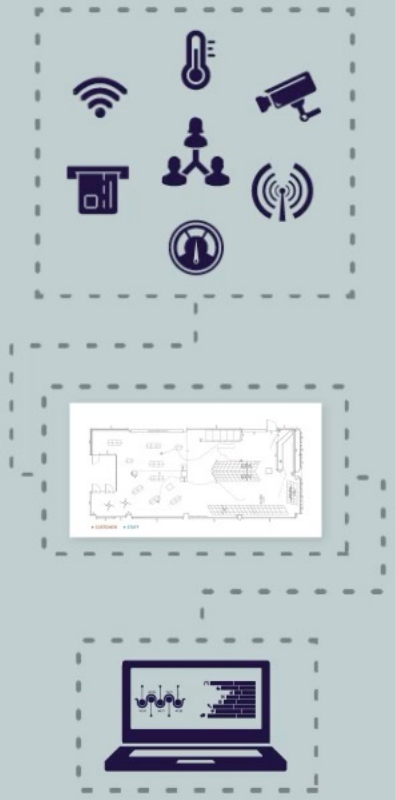
YOU CAN LEARN A LOT **FROM A DOT**



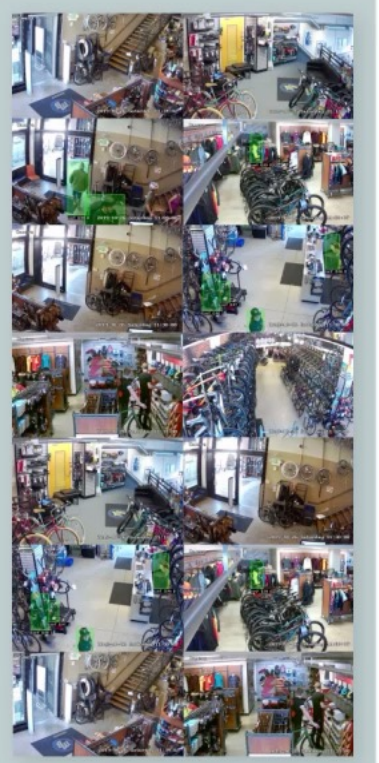
IoT Integration Layer

Business Outcomes Layer

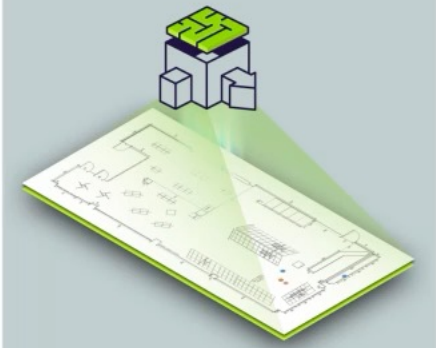
Data Collection



Location Extraction



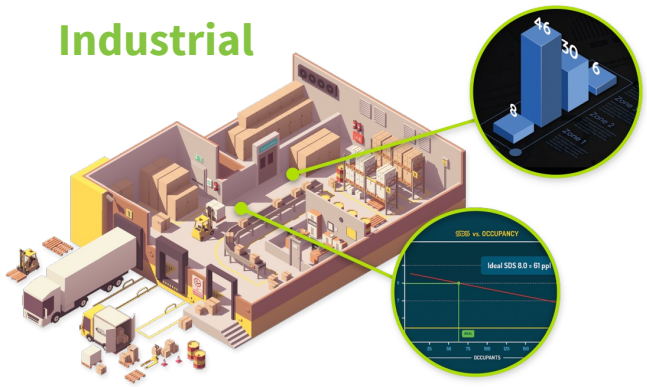
Spatial Projection



Behavior Engine

Actionable Insights

Industrial

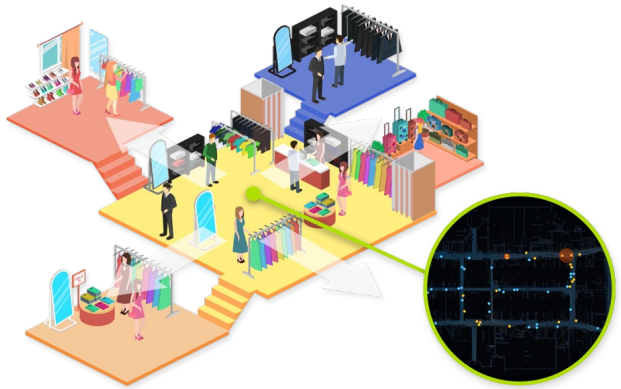


Retail

Hospitality

Banking

Shopping Malls



Smart Cities

Wakefern FOOD CORP.® Taubman TJX CITI TRENDS MONCLER Hines

MARKET

- Retail
- Commercial Real Estate
- Grocery
- Shopping Malls
- Manufacturing & Industrial
- Critical Infrastructure

CLIENT PAIN POINTS

- Lack of behavior analytics inside physical spaces
- High cost of new infrastructure installation to gather insights

VALUE

- Anonymous – collecting 100% anonymous in-store data and never tapping into PII or demographics
- Scalable – integrating on existing infrastructure and easy deployment across multiple locations
- Insightful – delivering meaningful and real-time data that unlocks +10x annual ROI

ROADMAP

- UI and tooling for data operations in order to reduce technical complexity required to scale
- Ecosystem enablement and integration with camera providers and NVRs (Axis)
- Real-time notification systems and integrations with Theatro, Indyme, Slack, Ombori
- Processing on 5G

DIFFERENTIATING MESSAGES

- Anonymizes information and doesn't deliver results on demographics or facial recognition
- Runs on any existing or available infrastructure
- Analytics based on real-time human behavior
- Use-case focused, connecting location data to tailored outcomes
- Accurate and granular data, allowing for deeper levels of insights

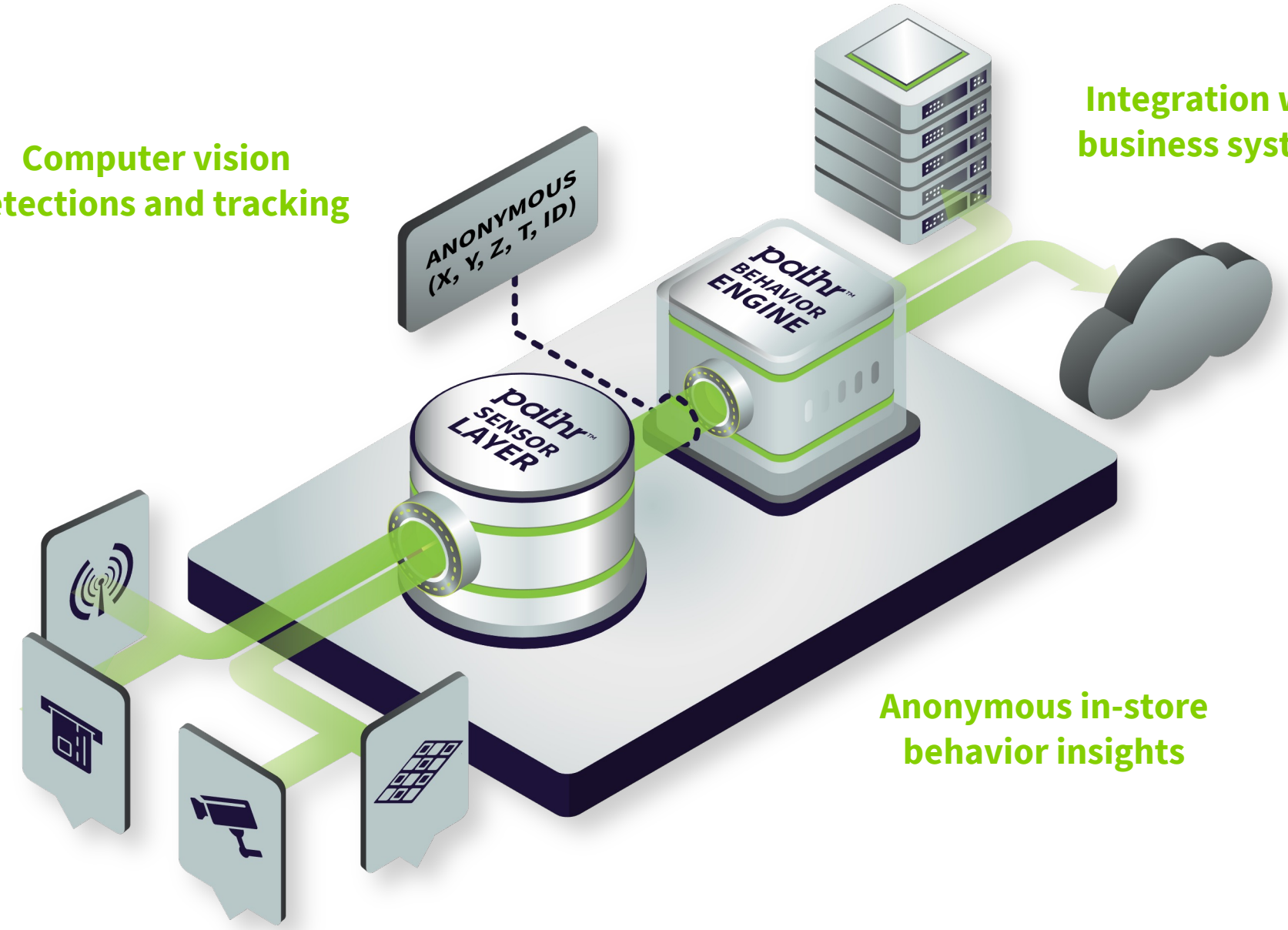
PRICING

- Per location per month (depends on complexity of analytics)

REAL-TIME SPATIAL INTELLIGENCE, **APPLIED**

Computer vision detections and tracking

Integration with business systems



Anonymous in-store behavior insights

Sensor Layer

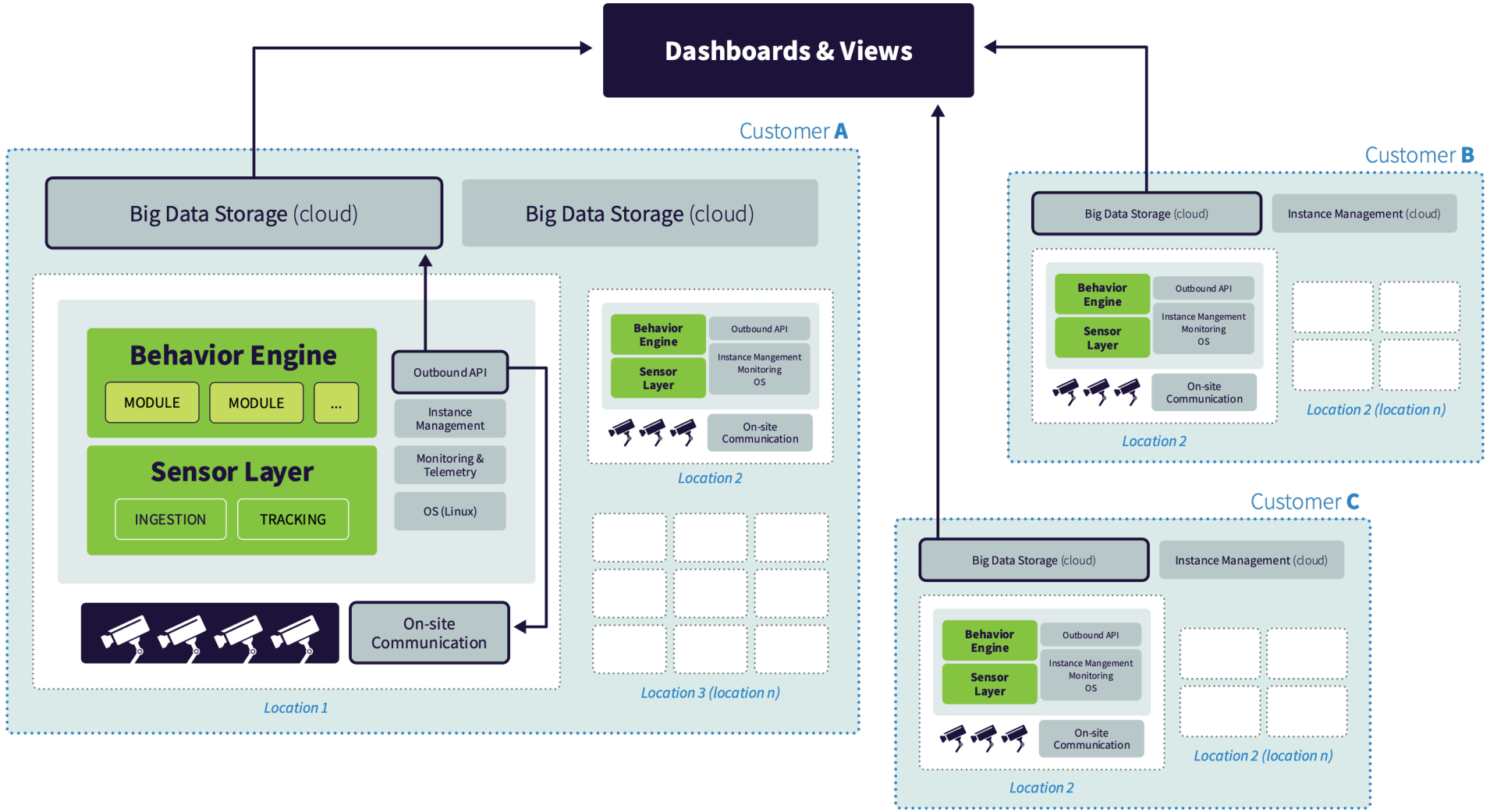
- Designed to integrate on any existing infrastructure (e.g. cameras, IoT devices, RFID readers)
- Links to video streams feeds from existing security cameras through HTTPS or RTSP protocol directly through the camera or network video recorder
- Organizes sensor streams into appropriate ingestion formats and uses AI-based computer vision models to detect individuals in the frame

Behavior Engine

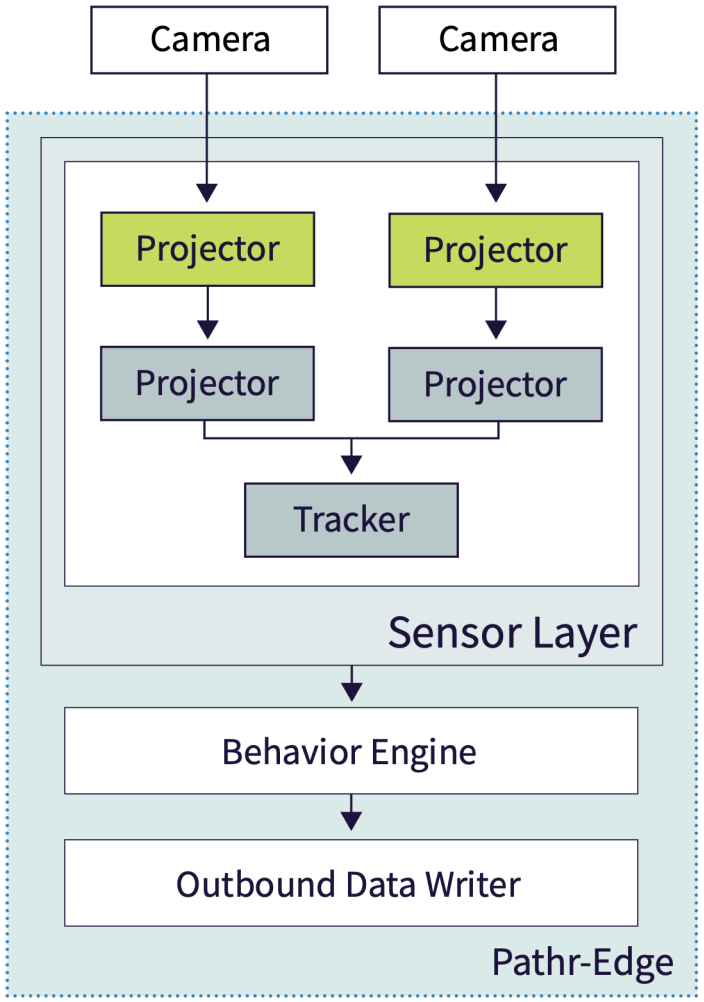
- Uses track data generated by Sensor Layer along with the site's spatial features to create quantifiable analytic insights through machine learning
- Powers our spatial intelligence and allows us to understand human behavior

EDGE
COMPUTING

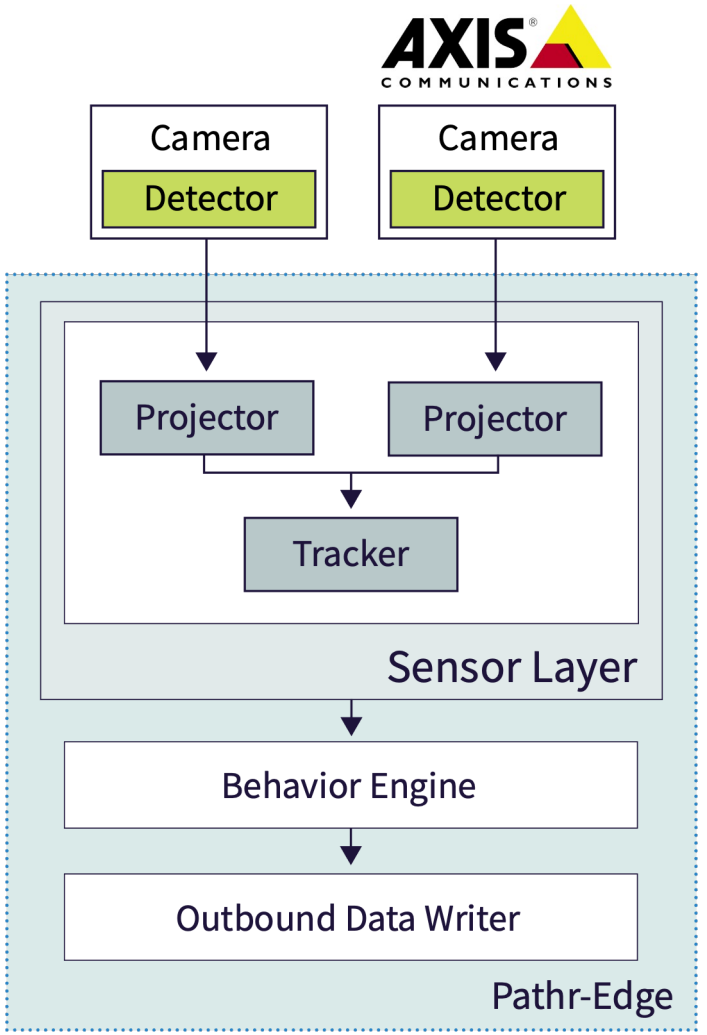
SYSTEM **ARCHITECTURE**



Without AoA



With AoA



OPTIMIZATION OF **EDGE COMPUTING**

Before

CPU + GPU

2x Intel Xeon Silver 4110S + 4x NVIDIA RTX 4000 GPUs

Cost of System - **$5,046**

Electricity Cost - **$108.21/mo**

Scaling AI

Adopting Intel-based systems accelerated Pathr.ai's deployment in near-real-time + delivered **cost and power savings** to the client

After

CPU

Intel Xeon Gold CPU + OpenVINO

Capex Cost Savings: **$3,046**

2.5x improvement

Opex Cost Savings: **$88.17/mo**

5.4x improvement

DATA PRIVACY & **COMPLIANCE**

Background

- Industry regulations holding companies to high standards on privacy compliance and data protection
- Pathr.ai uses anonymous data collection and analysis to remove all identifiable characteristics

How it Works

- Pathr.ai stack can be broken up into two sections: Sensor Layer and Behavior Engine
- Stack functions in **real-time on the edge** at the client's premise, ensuring no personally identifiable information leaves their site without their permission
- Pathr.ai has never and will never sell data to third-parties -> data generated by our Sensor Layer and Behavior Engine is owned by our customers

Summary

- Pathr.ai collects 100% anonymous location data to comply with **GDPR & CCPA** standards
- We deliver unbiased data that doesn't measure any personally identifiable information (PII) or demographics
- Our commitment to protecting our clients' data is at the forefront of every decision we make

Sensor Layer

- Computer vision models use whole body detection and **no facial recognition algorithms** -> convert detections as **anonymous** coordinate points on the client's floor plan
- **No video record is retained without the client's express permission**

How it Works

- Built-in analytic modules contain **no identifying characteristics** of the individuals within a given space

DATA
INTEGRATIONS

Our API's work with existing systems in order to provide results in ways that make sense for your business.

Here are some of the reporting integrations that our customers find most valuable.

Dashboards:

tableau

Power BI

Real-time communication:

slack

Theatro

Custom reports:

We leverage our own custom reporting framework to design reports for **YOUR** needs.

PARTNERS

Camera Manufacturer

AXIS COMMUNICATIONS

VIVOTEK
A Delta Group Company

CISCO

Compute and HX Provider

intel

OMBORI

INDYME smart response.

Theatro

Complementary ISVs & Consulting

NEXT rivet

HqO

ENVIROSELL
BEHAVIORAL RESEARCH & CONSULTING

VTS | Rise

VMS

AVIGILON
a Motorola Solutions Company

Genetec™

Distributor and SIs

ARROW

TK 高千穂交易株式会社
TAKACHIHO KOHEKI CO.,LTD.

Market Influencer

LPRC
LOSS PREVENTION RESEARCH COUNCIL

THE ROBIN REPORT
PROVOCATIVE, OPINIONATED, UNBIASED.

THE LION'ESQUE GROUP
AN MG2 COMPANY

Marketplace.city

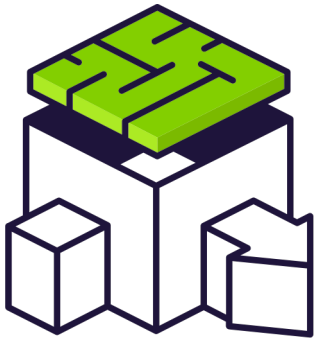
MARKET

RetailNext

- Limited to retail industry
- Restricted to using their own physical cameras
- Costly – added expense of providing and installing their cameras on client sites
- Collects demographic data

Placer.ai

- Delivers analytics by geofencing around a specific location
- Focuses on where people come from outside of a physical location
- Taps into cell phone data



Pathr.ai Advantages

- Integrates onto existing infrastructure (security cameras, IoT devices)
- Collects anonymous location data from inside physical spaces
- Scalable across different industries
- Privacy-preserving
- Sophisticated technology – ML and deep behavioral analysis

SELECTED
CASE STUDIES

CASE STUDY 1: Large Shopping Mall Operator Lease Rate Optimization

Use Case:

Lease Rate Optimization

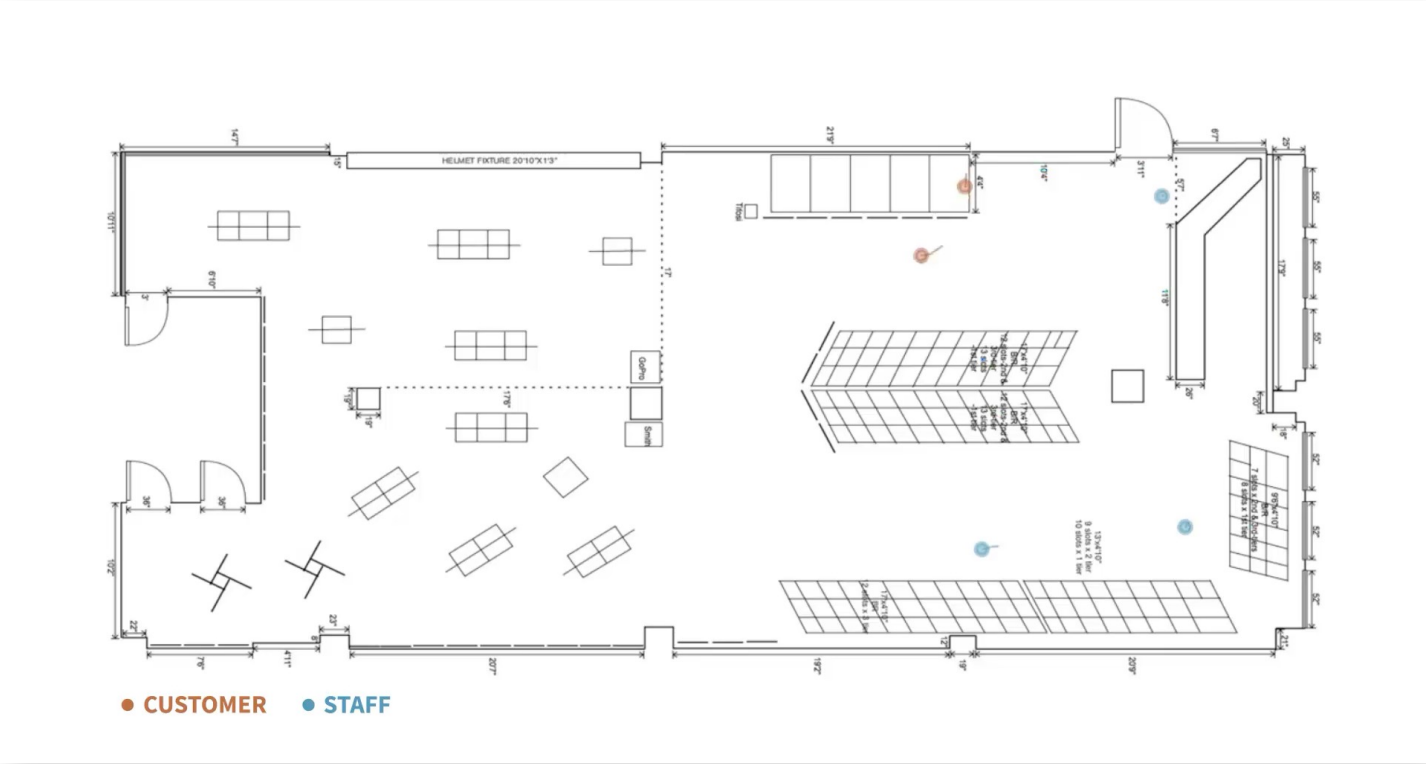
Execution:

By helping a large shopping mall operator understand foot traffic, dwell time and interactions with nearby retailers, Pathr.ai was able to benchmark current lease rates and determine where the mall operator could justify lease rate increases.

Results:

By using the Pathr.ai system to justify lease rate increases and improve store site selection, the mall operator anticipates annual return on investment in excess of 30x per year based on pilot results, with systemwide profit impact in the hundreds of millions of dollars. Now expanding initial pilot locations to other malls.

CASE STUDY 2: Specialty Retail Suspicious Behavior - Loss Prevention



Use Case:

Suspicious Behavior – Loss Prevention

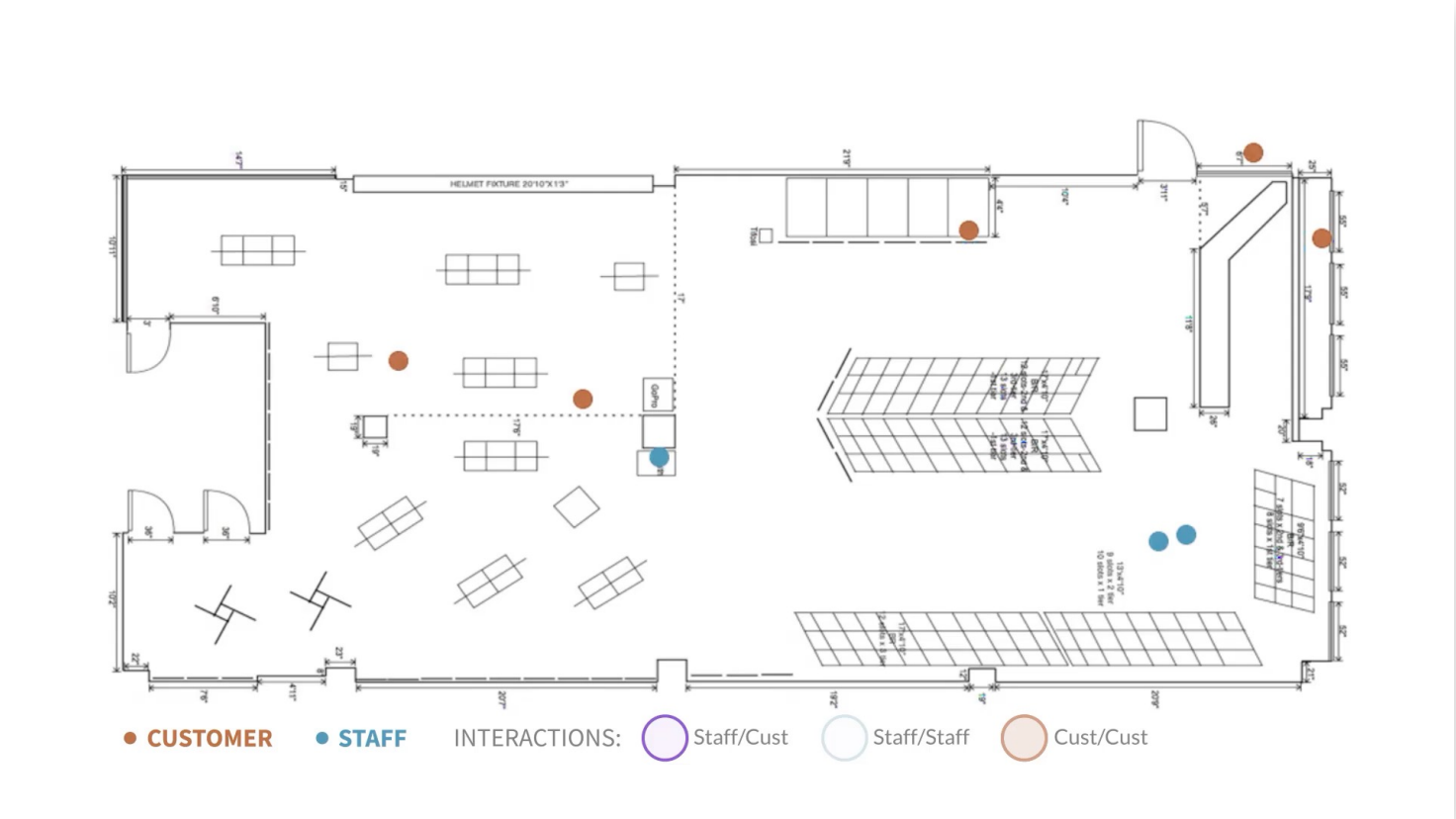
Execution:

In Progress. System being configured to detect movement patterns associated with shoplifting and alerting staff in real-time to prevent it.

Results:

To be evaluated. Expected profit impact of 0.5-3% of revenue depending on store location.

CASE STUDY 3: Specialty Retail Optimizing Shopper / Staff Interaction



Use Case:

Shopper / Staff Optimization

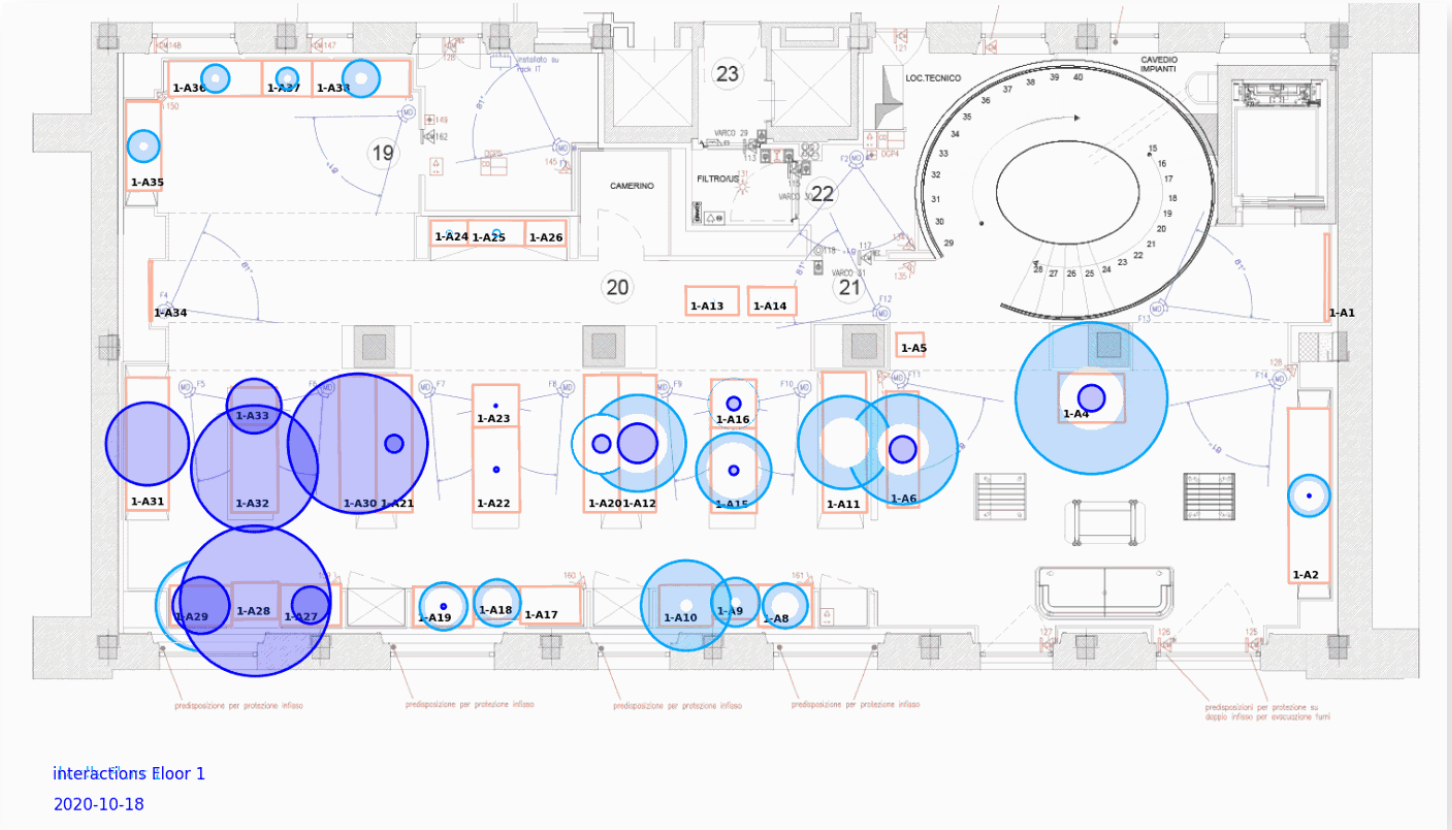
Execution:

Interactions between shoppers and staff were evaluated for effectiveness and impact on store profitability. Through this analysis, Pathr.ai discovered employees were spending time in lower margin complex products, when they could be helping customers purchase more profitable products.

Results:

Employee training redirected staff focus and increased store profitability. The client is now expanding the application to additional stores and exploring real-time alerts, with anticipated impact on store profitability of 1-3%.

CASE STUDY 4: Upscale Retail Chain Store Display Optimization



Use Case:

Store Display Optimization

Execution:

Pathr.ai is assessing traffic patterns and dwell times associated with various store layouts, display fixtures and merchandise selection featured in those displays.

Results:

Recommendations drive improved traffic and dwell times at targeted displays, resulting in improved shopper conversion. Anticipated benefit of 1-3% revenue lift expected in pilot stores.

WORKING **WITH US**

OUR ENGAGEMENT PROCESS – **D.O.T.S.**

1

DISCOVERY

Define requirements, objectives, success criteria and financial return targets

2

ONBOARDING

Get access to cameras, video management systems, and on-boarding cloud infrastructure (if applicable)

Develop analytics and model for applicable use cases

Design reporting and dashboards

3

TRIAL

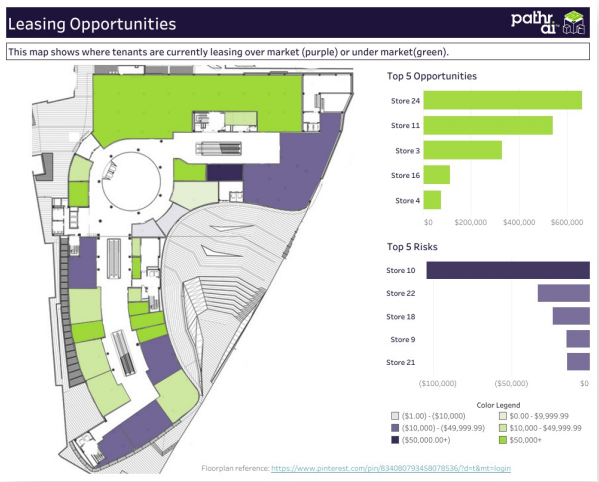
Engage in 30-day pilot

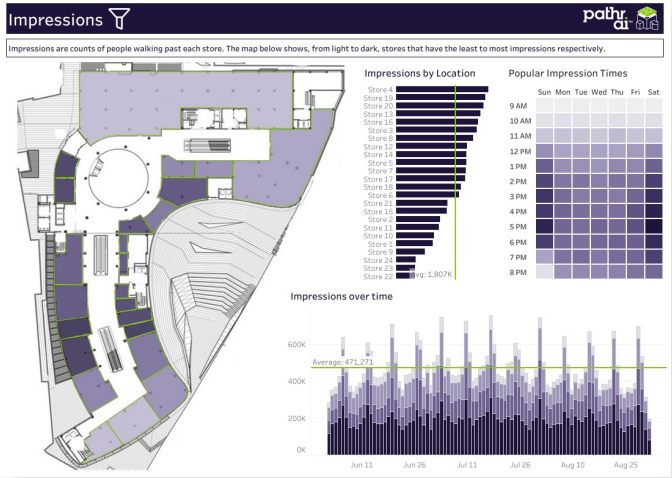
4

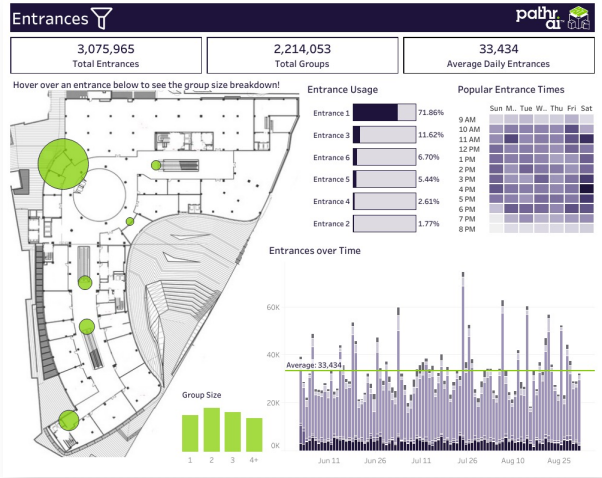
SUBSCRIPTION

Roll out to multiple Client locations on an ongoing subscription

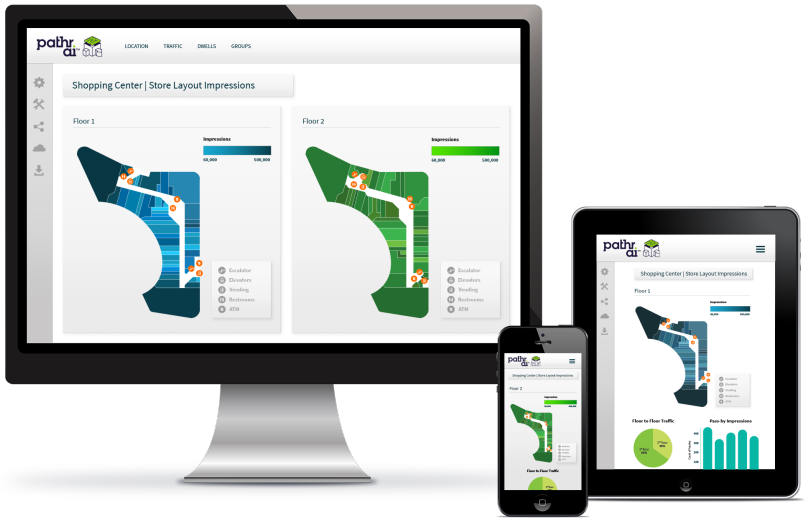
CUSTOMIZABLE **DASHBOARDS & REPORTING**

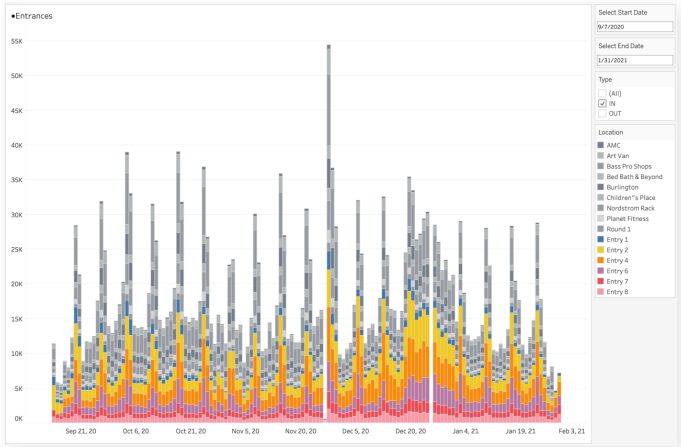


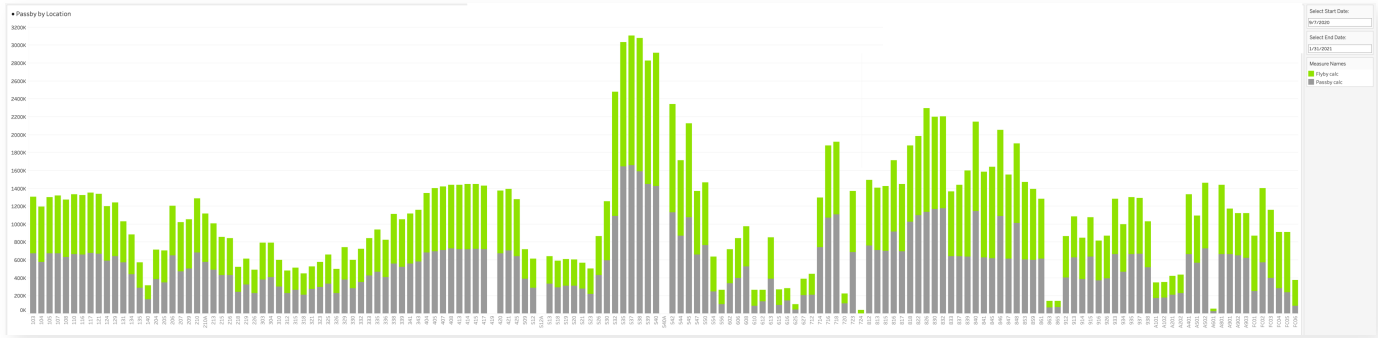




CUSTOMIZABLE **DASHBOARDS & REPORTING**





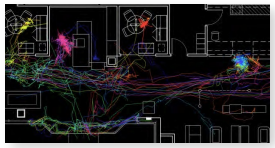


PATHR.AI **ORIGIN STORY**

2009

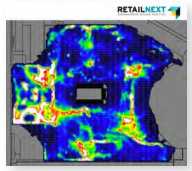
Spatial Intelligence was created as part of the Human Speechome Project by Pathr CEO George Shaw and his colleagues at the MIT Media Lab.

2010



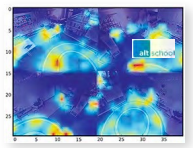
George and Pathr Advisor Ken Jackowitz first adapted Spatial Intelligence for industry to meet Bank of America's business needs as part of MIT's Center for Future Banking.

2011



George and his team brought Spatial Intelligence to retail while he was VP of R&D at analytics powerhouse RetailNext.

2015



Silicon Valley startup AltSchool applied Spatial Intelligence to classroom education with George as their head of R&D.

2017

With George as Head of Data Science, Second Spectrum used Spatial Intelligence to revolutionize the way NBA players and fans enjoy the game of basketball.

2018

George was a Principal Engineer at **Intel** and the Platform Architect for the **Responsive Retail Platform**, a software platform for in-store computer vision, fueling Spatial Intelligence use cases.

2019

Pathr is the world's first real-time Spatial Intelligence platform.

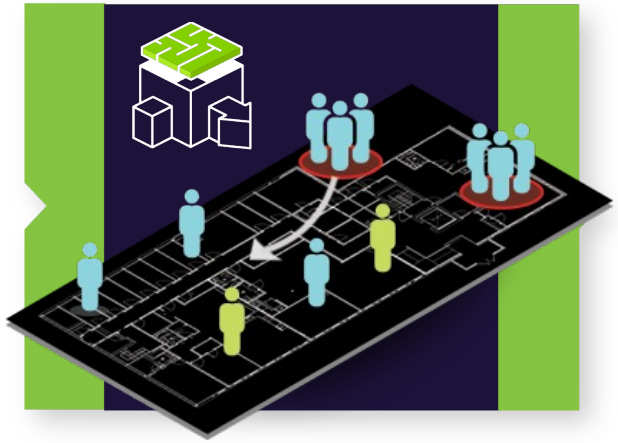
You have mountains of data going unused **RIGHT NOW** that could be used to drive business outcomes with a real impact on the bottom line.

If you operate physical locations with people moving through them, Pathr can use this untapped pool of data to digitize your management toolkit.

Harnessing the power of **SPATIAL INTELLIGENCE**, our AI utilizes existing sources of data like surveillance cameras and IoT devices to anonymously track the locations of people, and to extract actionable insights in **REAL-TIME**.

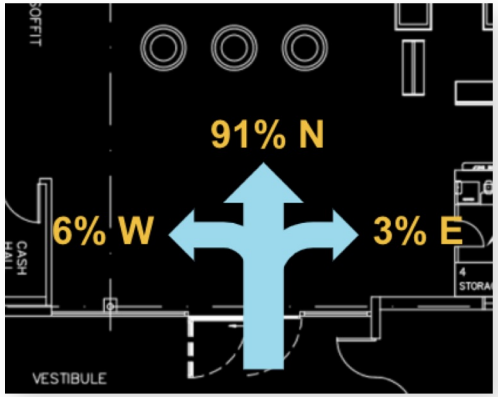
Existing Data Sources

Pathr.ai Software

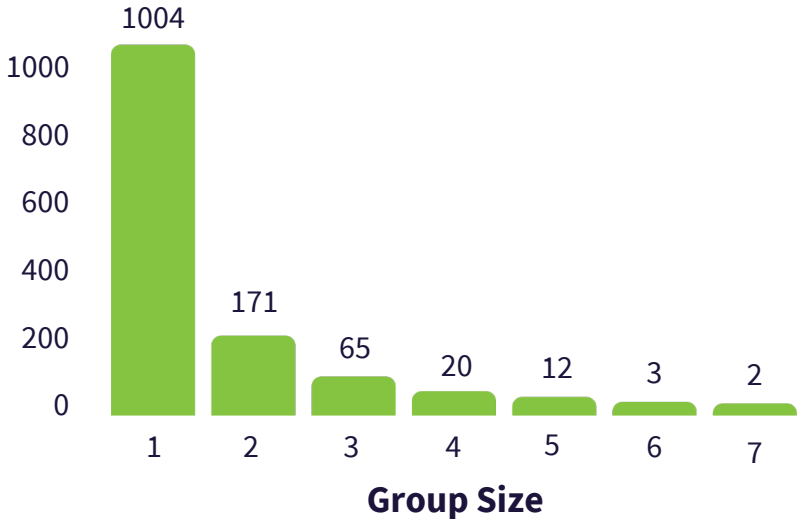


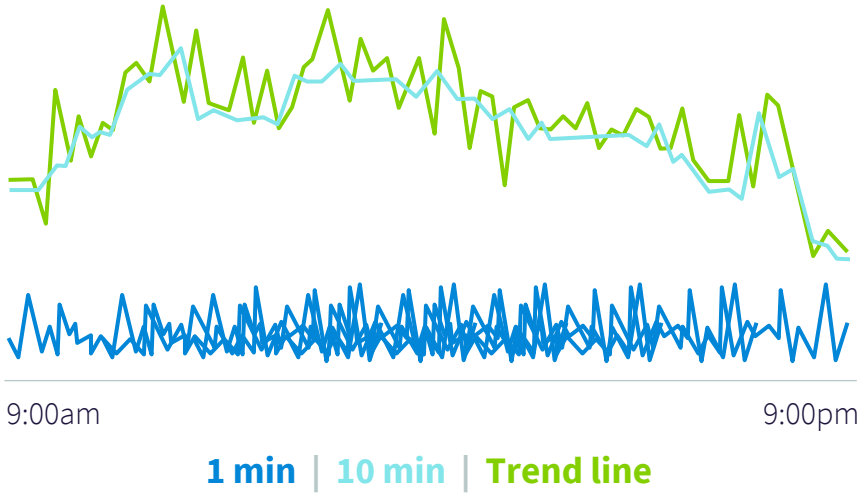
Insights

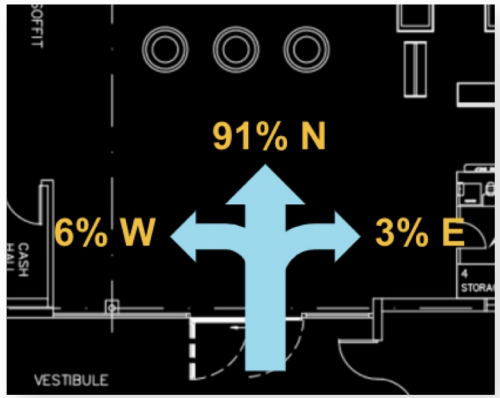
SAMPLE
USE CASES



Don't just count traffic –get true conversion rates by understanding traffic *and* group sizes

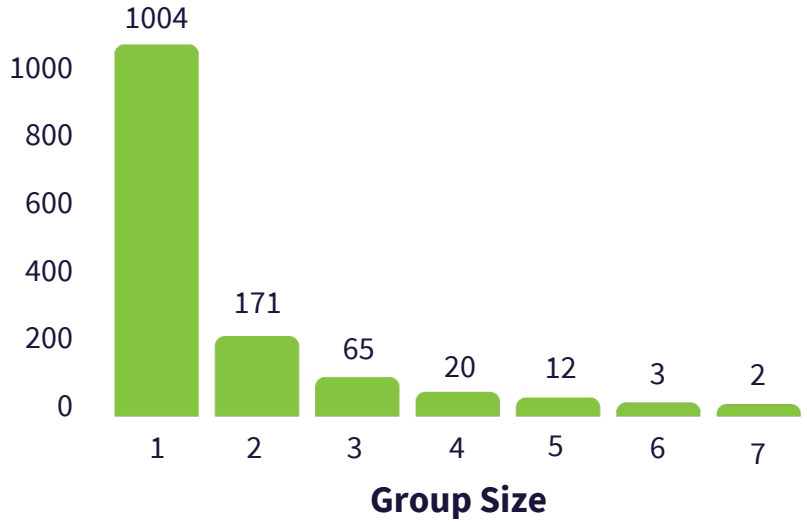


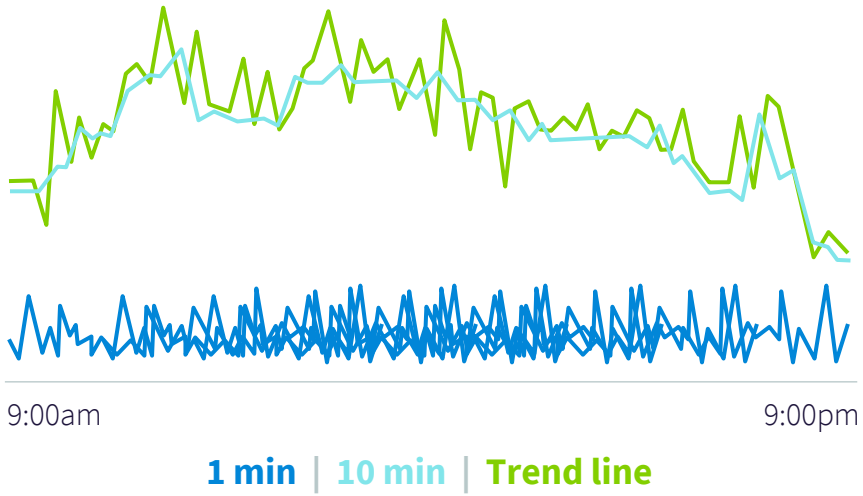


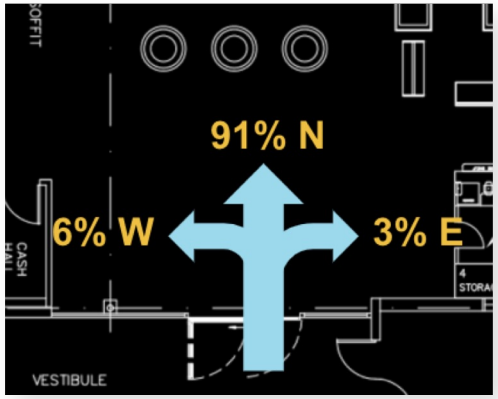


Don't just count traffic –get true conversion rates by understanding traffic *and* group sizes

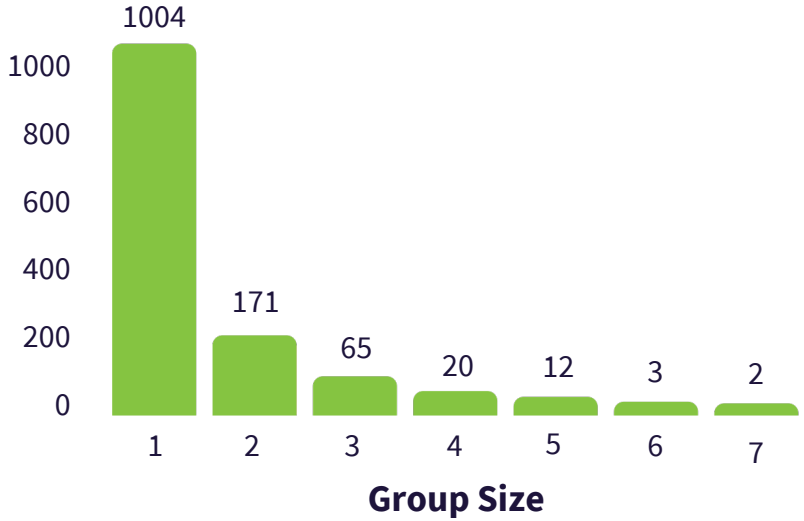
Potential to sell additional entrance and traffic data to tenants

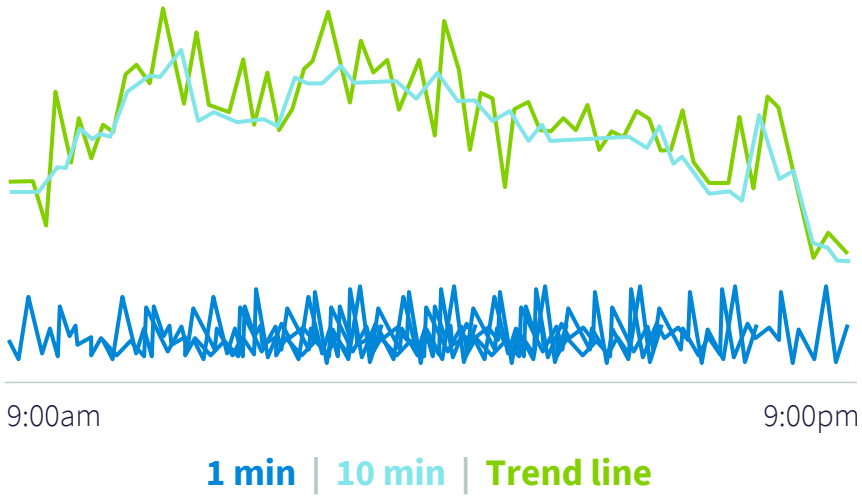




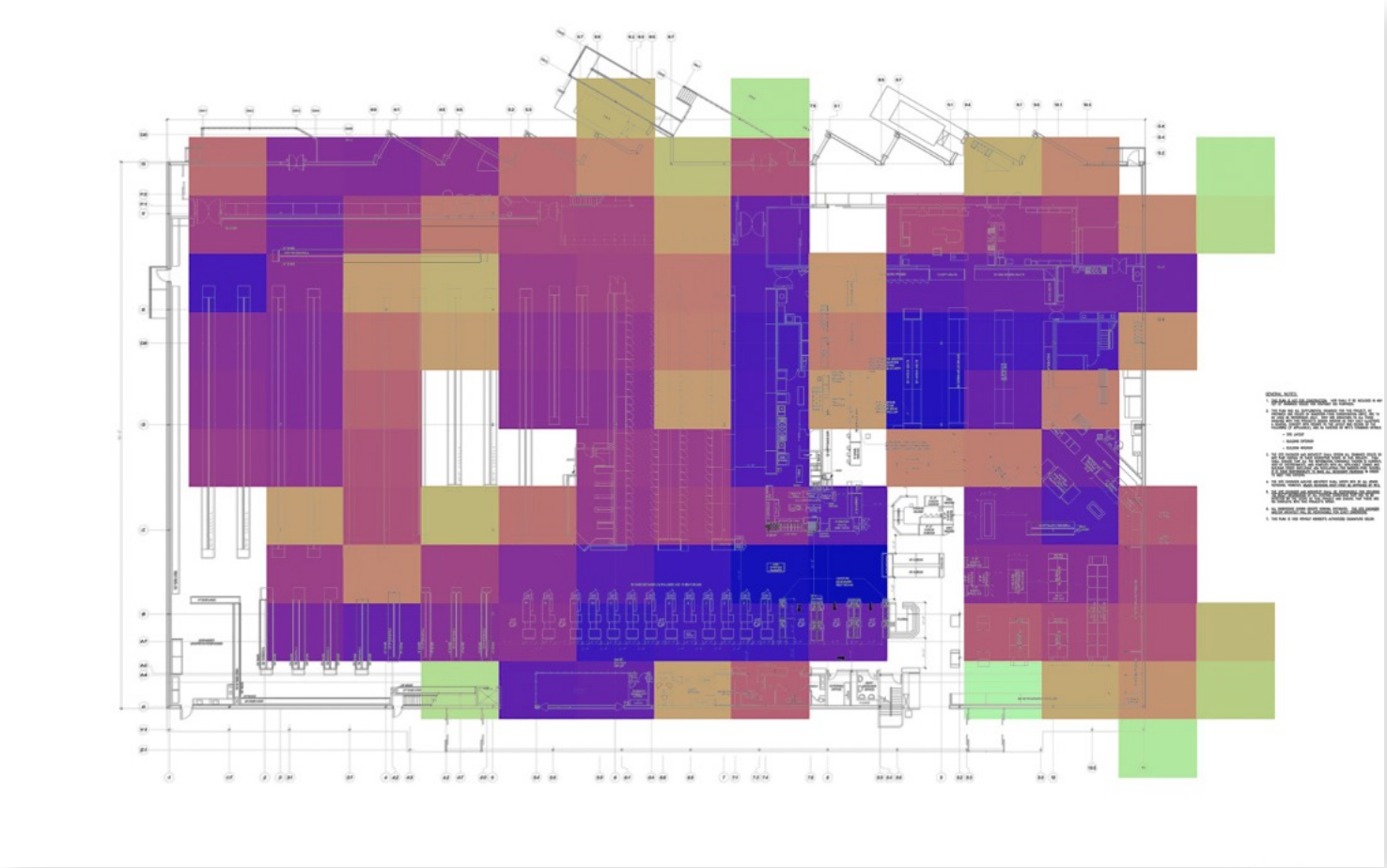


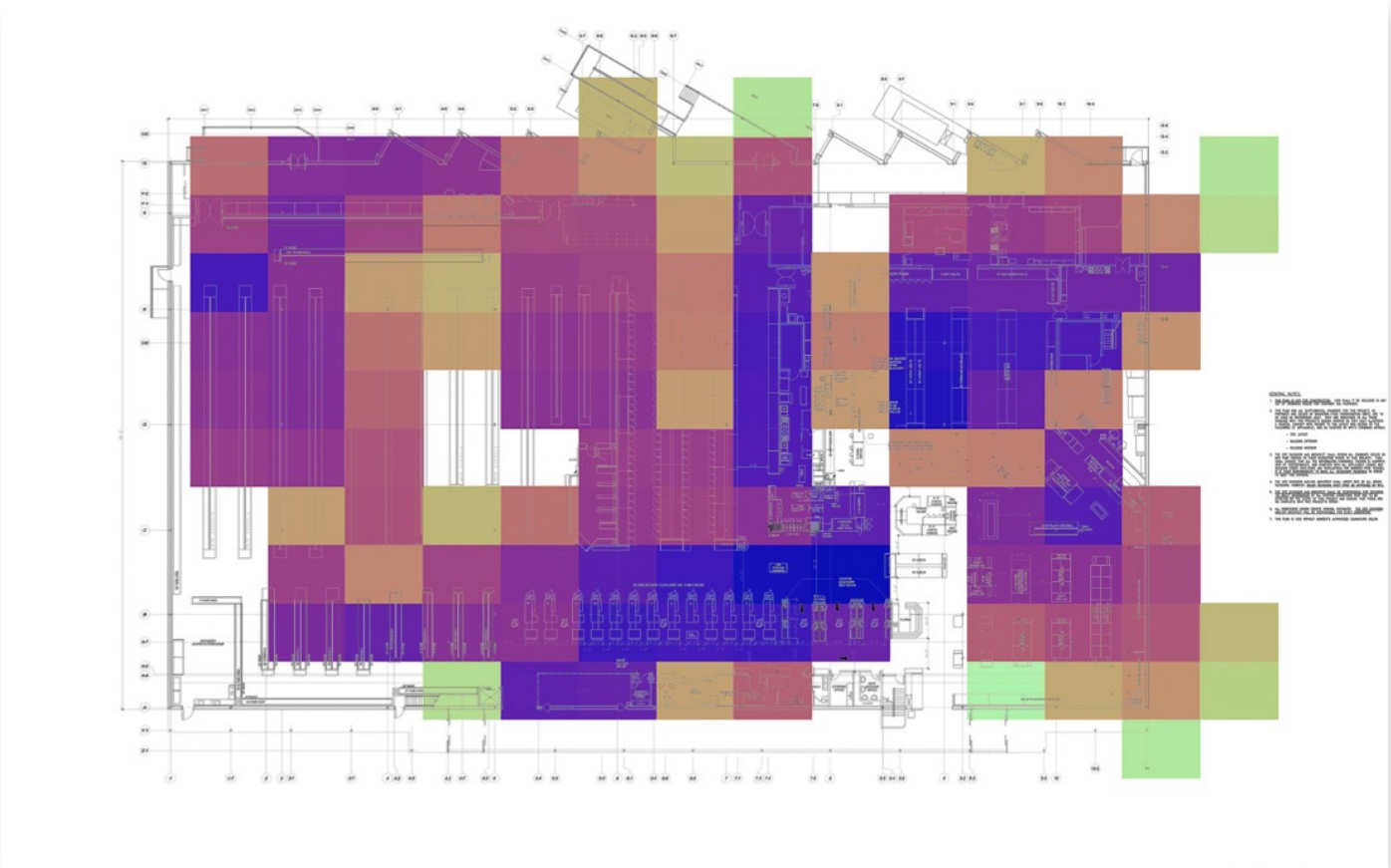
Harnessing the power of **SPATIAL INTELLIGENCE**, our AI utilizes existing sources of data like surveillance cameras and IoT devices to anonymously track the locations of people, and to extract actionable insights in **REAL-TIME**.



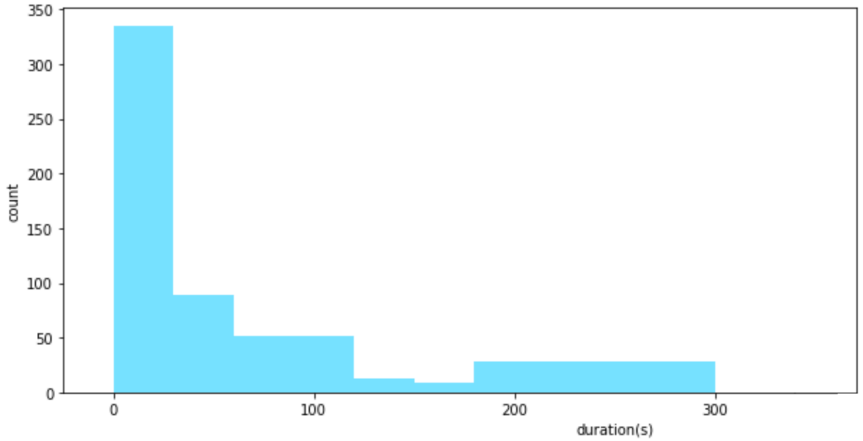


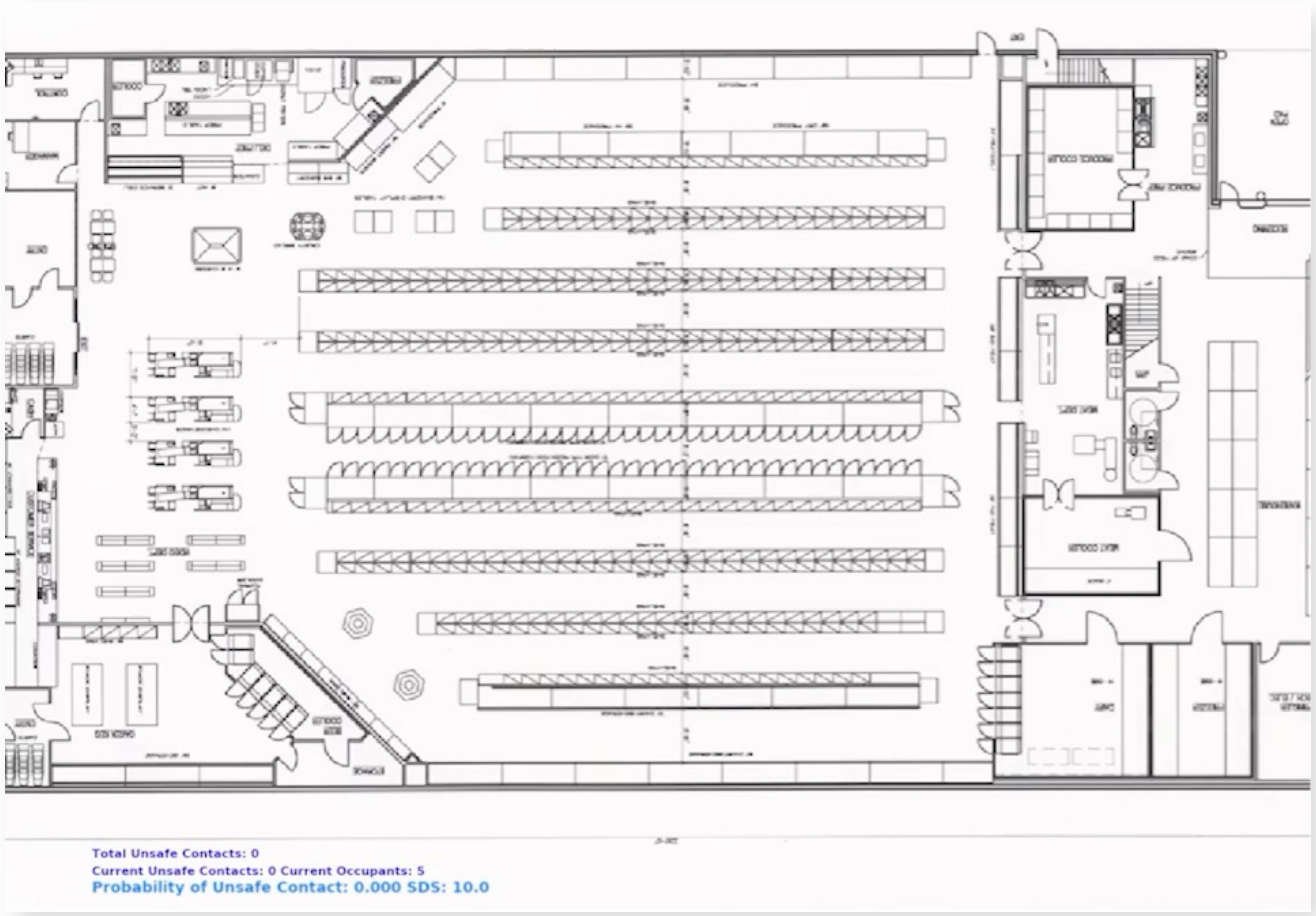
Where do shoppers spend time?





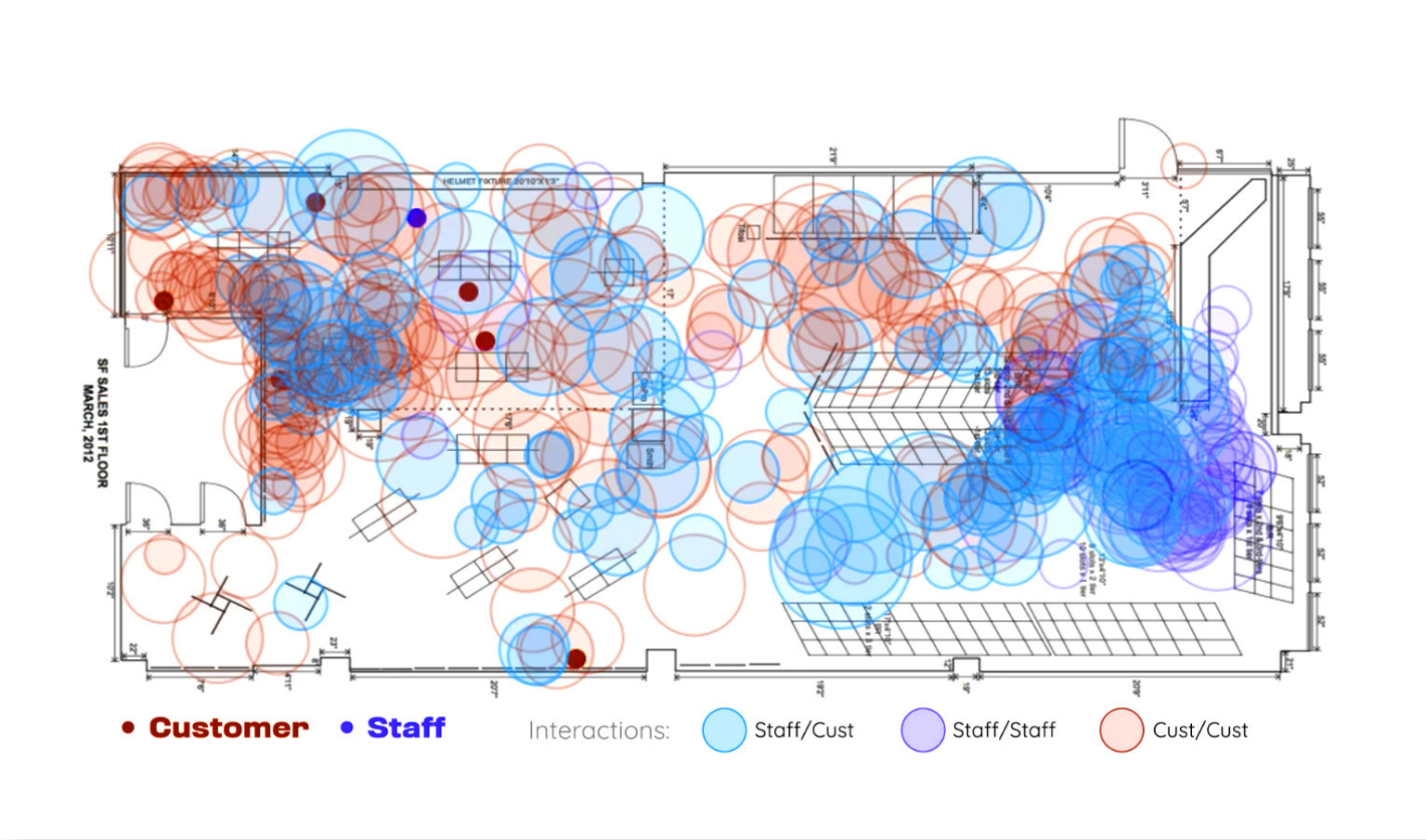
Understand traffic and dwell time patterns in any setting to assess utilization rates and potential layout changes to improve efficiency and reduce risk



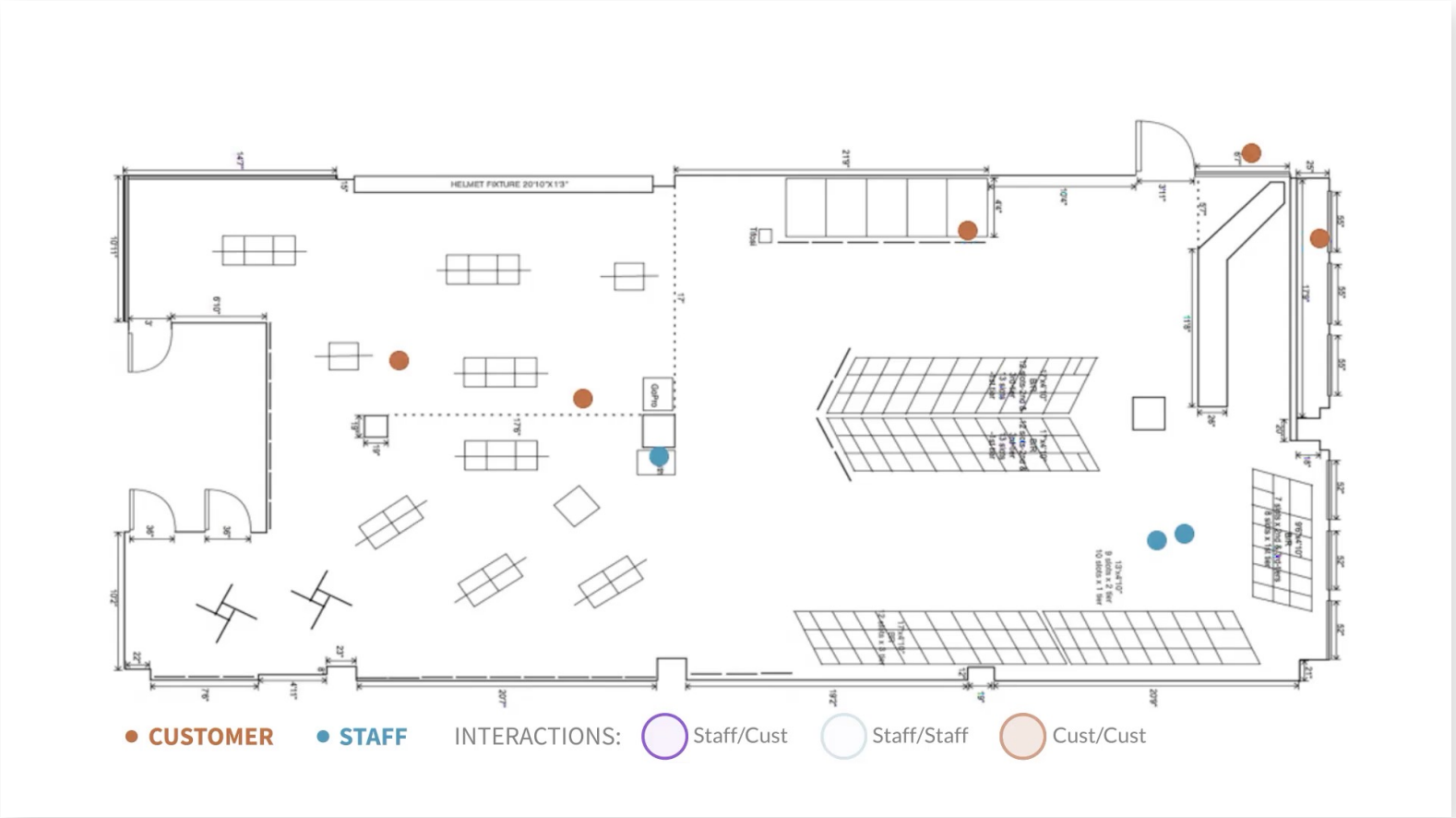


Identify choke points and proximity violations within and between aisles

Is your staff interacting effectively with customers?



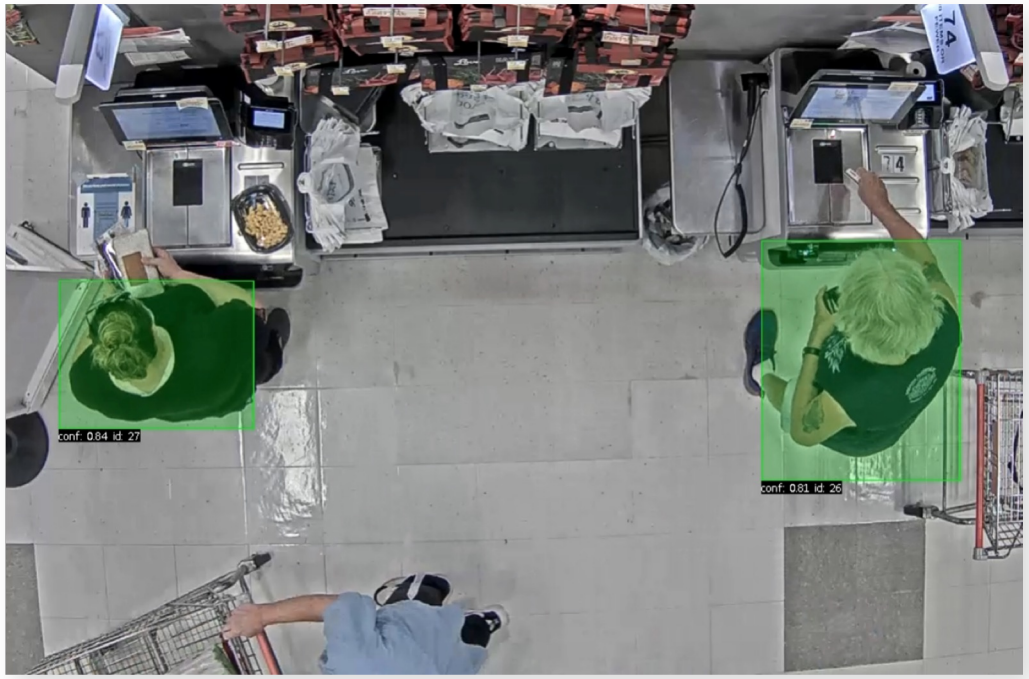
STAFF & CUSTOMER **INTERACTION**

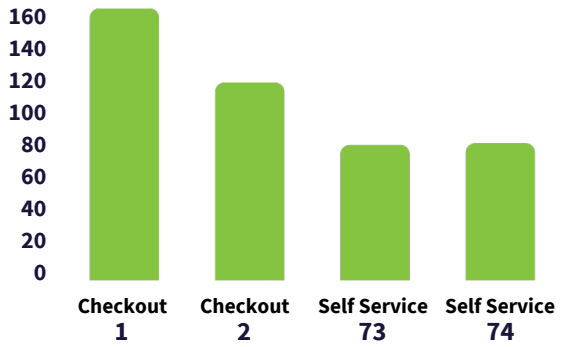


Improve location profitability by guiding staff and customer interactions with actionable insights and real-time interaction alerts

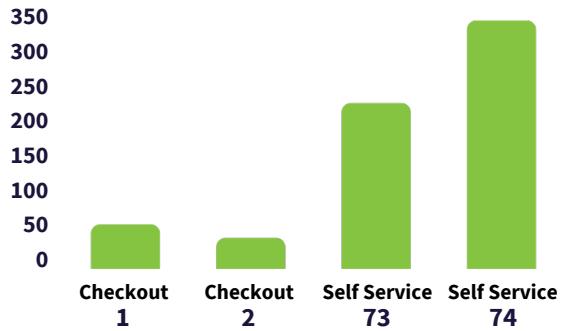
Know when and where customers need help and when they are at risk of abandonment

Are your checkouts and queues operating at peak efficiency?

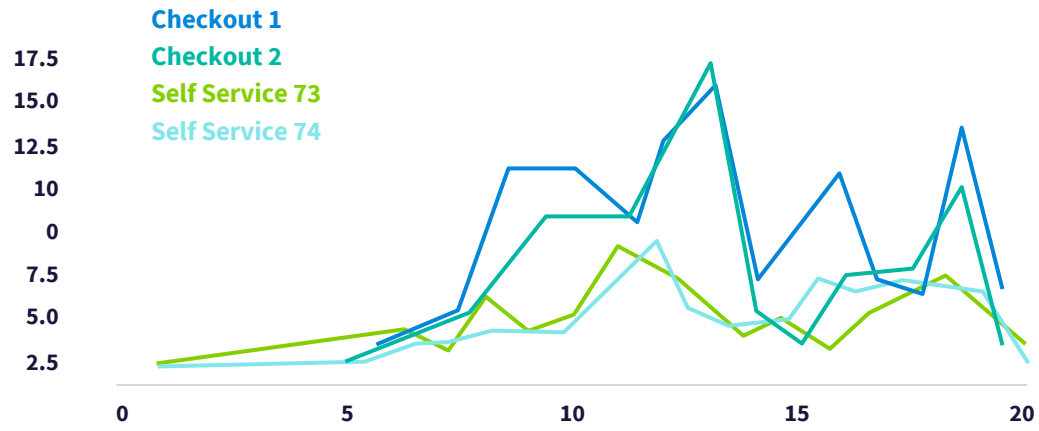




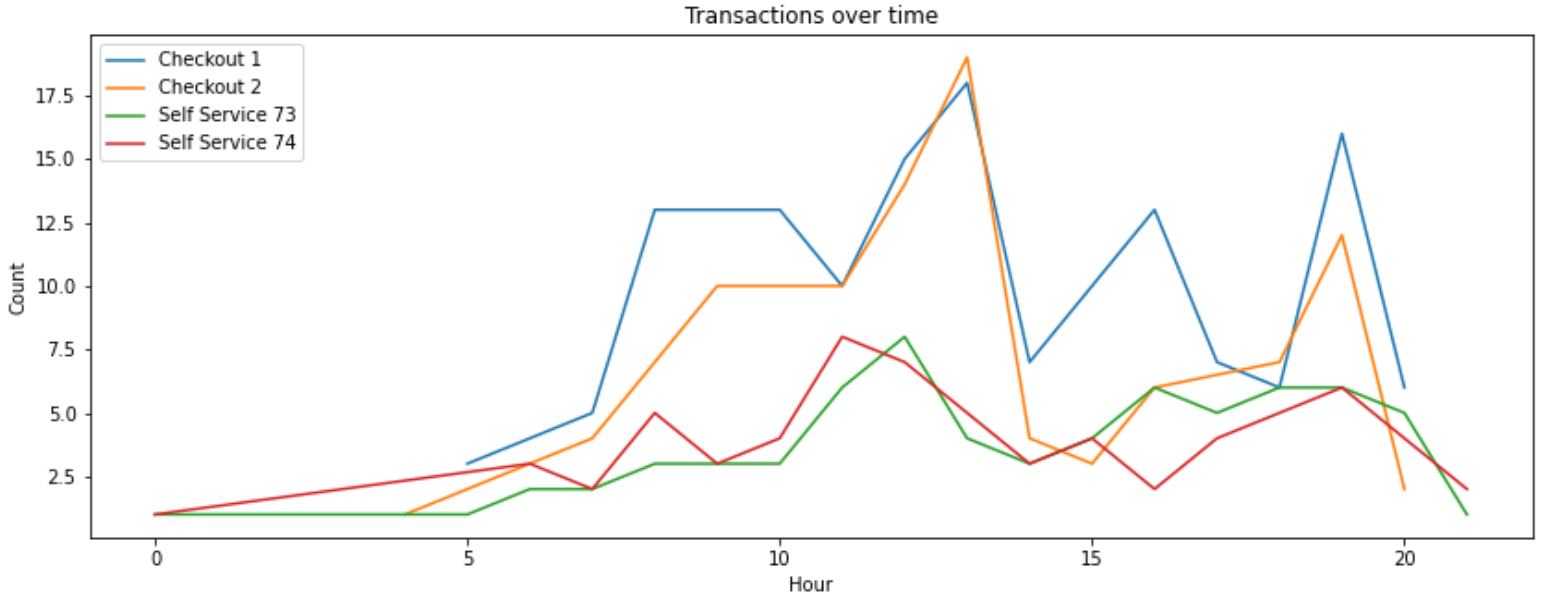
Transaction Counts (Computed)



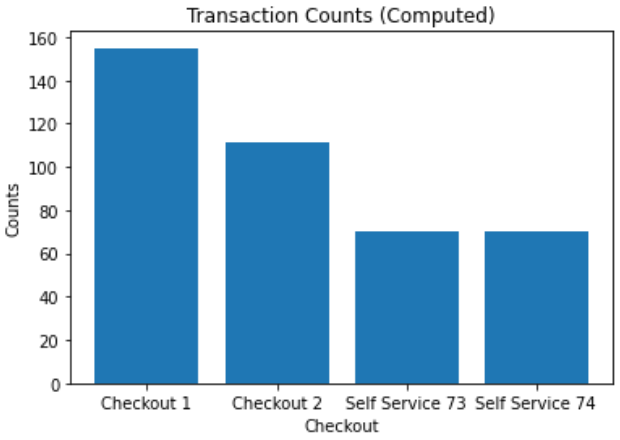
Transaction Durations (Computed)

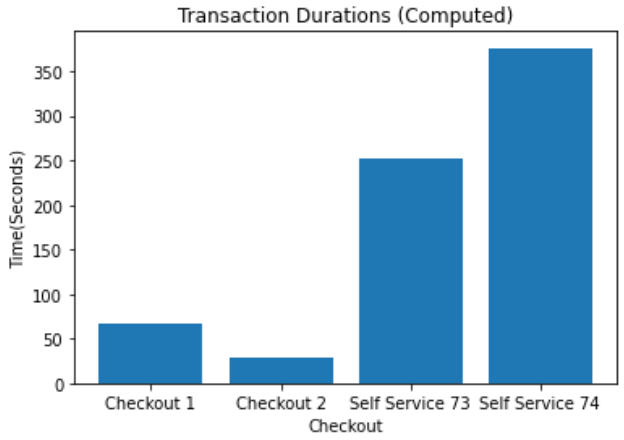


Do you have the correct number of checkouts open?

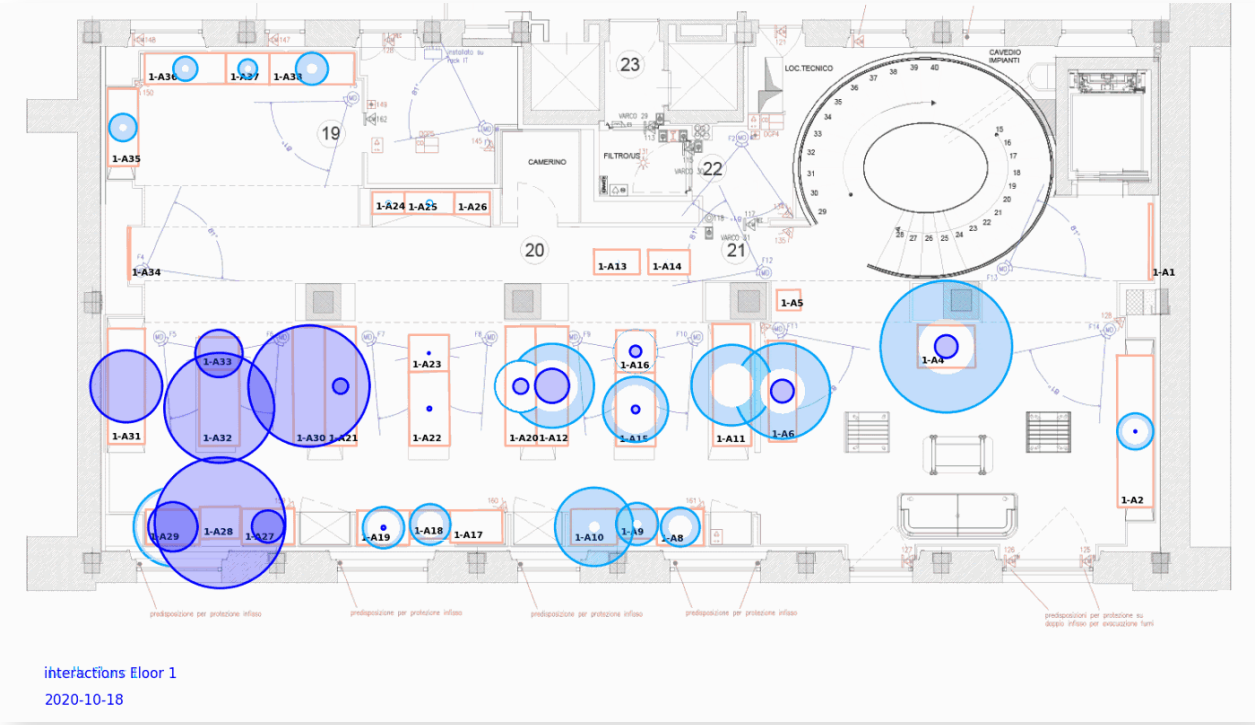


Optimize store operations and direct employees to their best and highest use at all times, in real-time

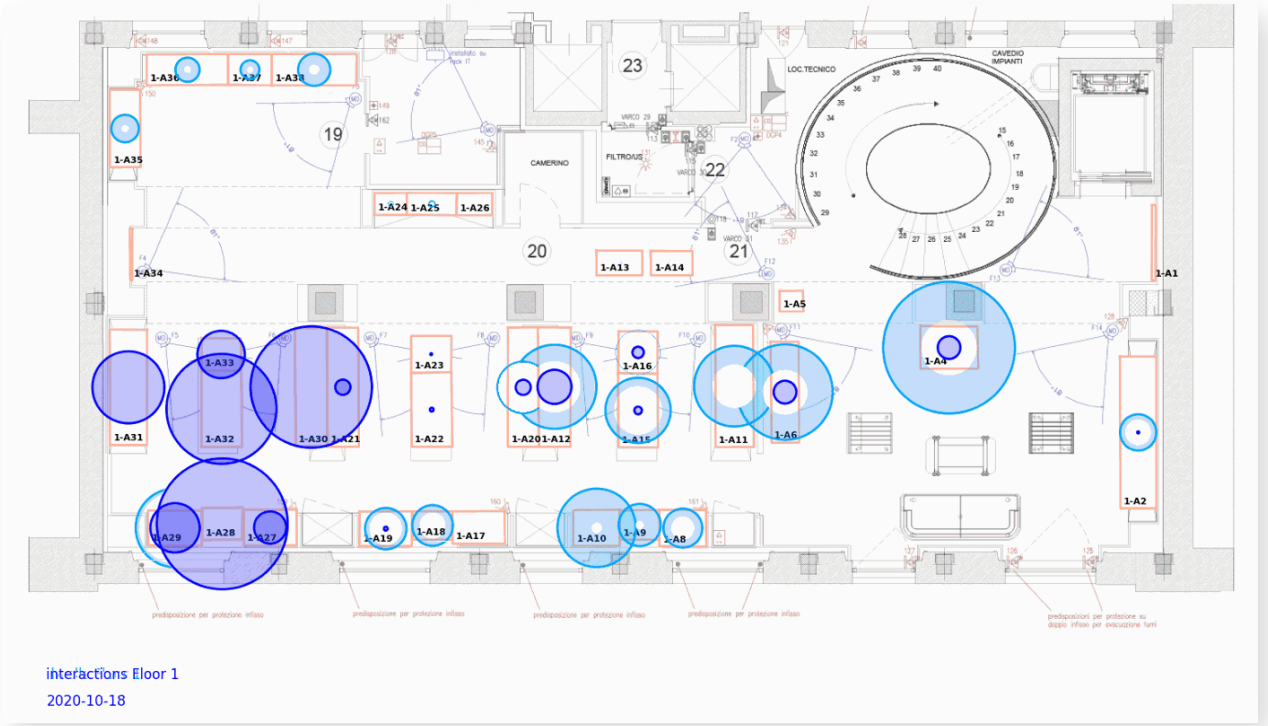




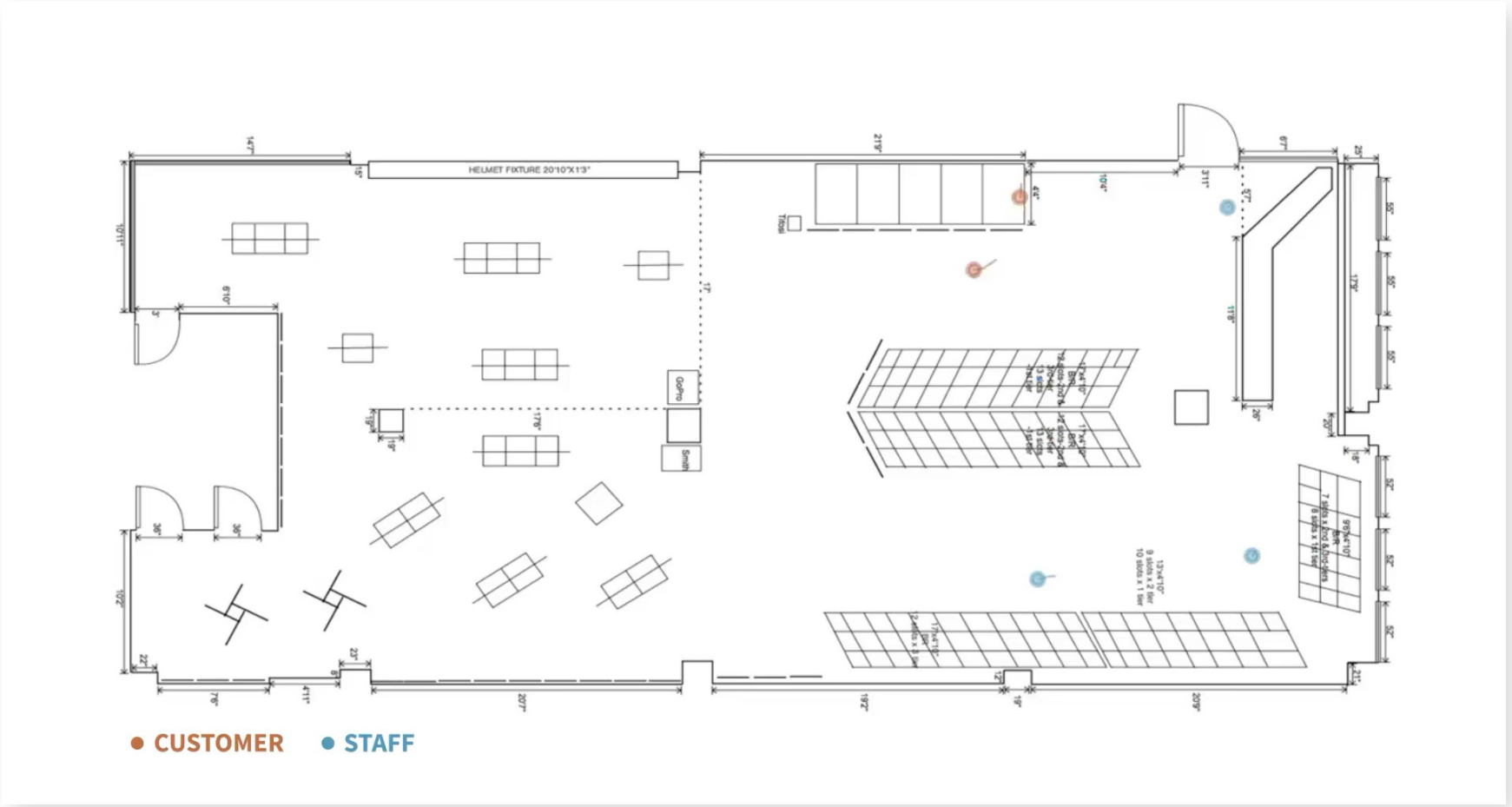
Which fixtures and categories attract the most customer activity?



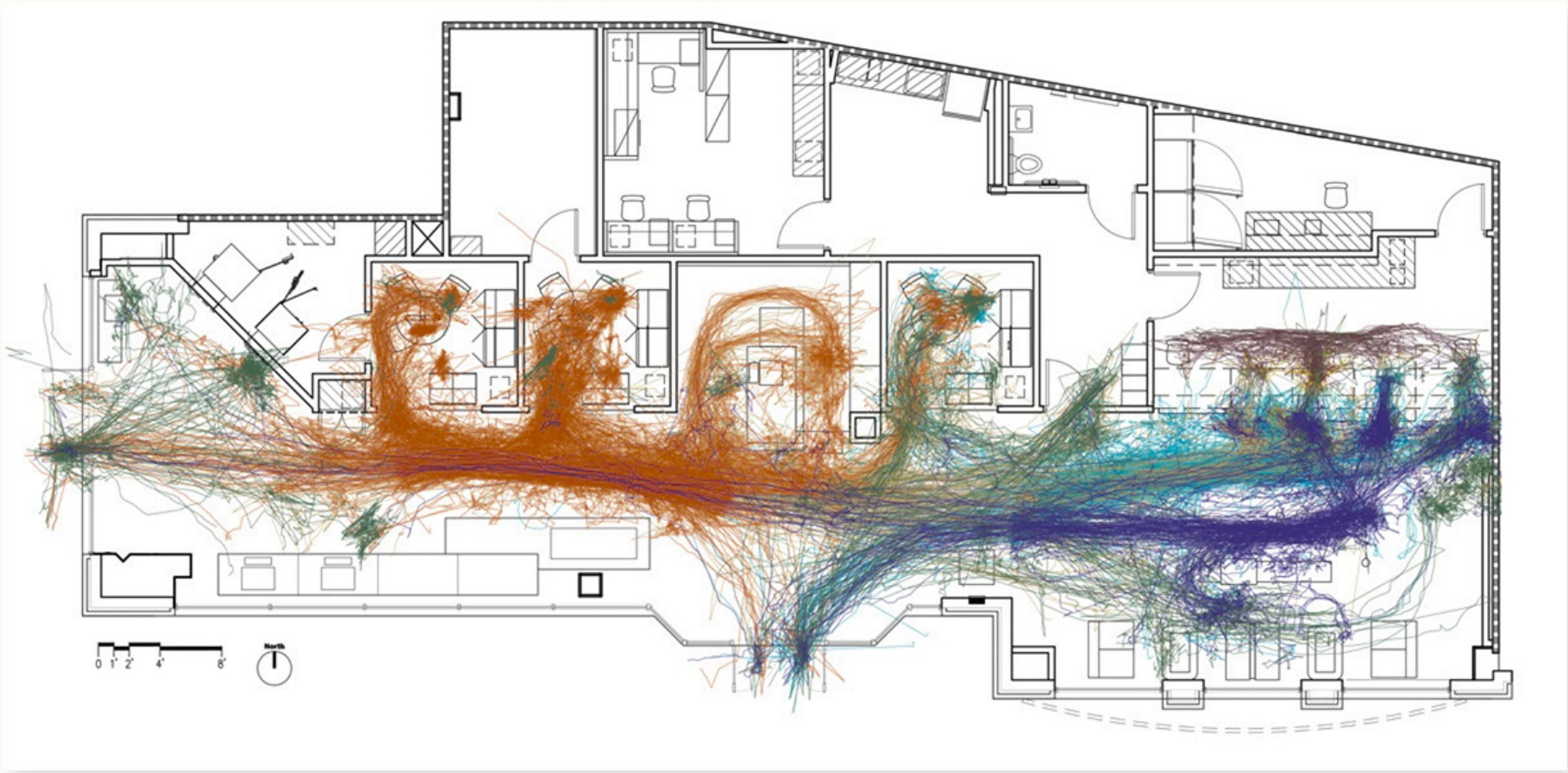
Understand display and merchandise combinations that deliver the strongest impact on location sales

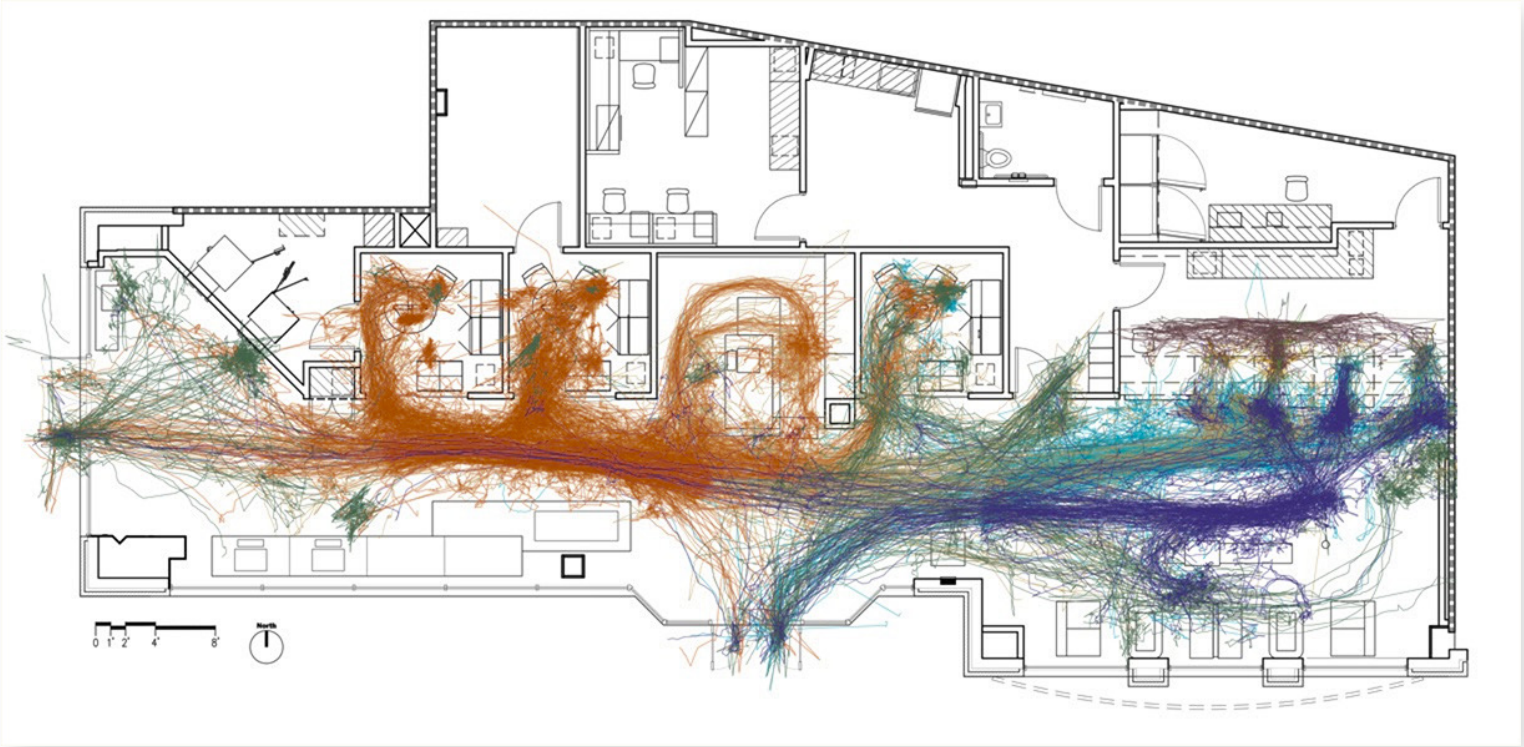


Which visitors to your location are behaving suspiciously?



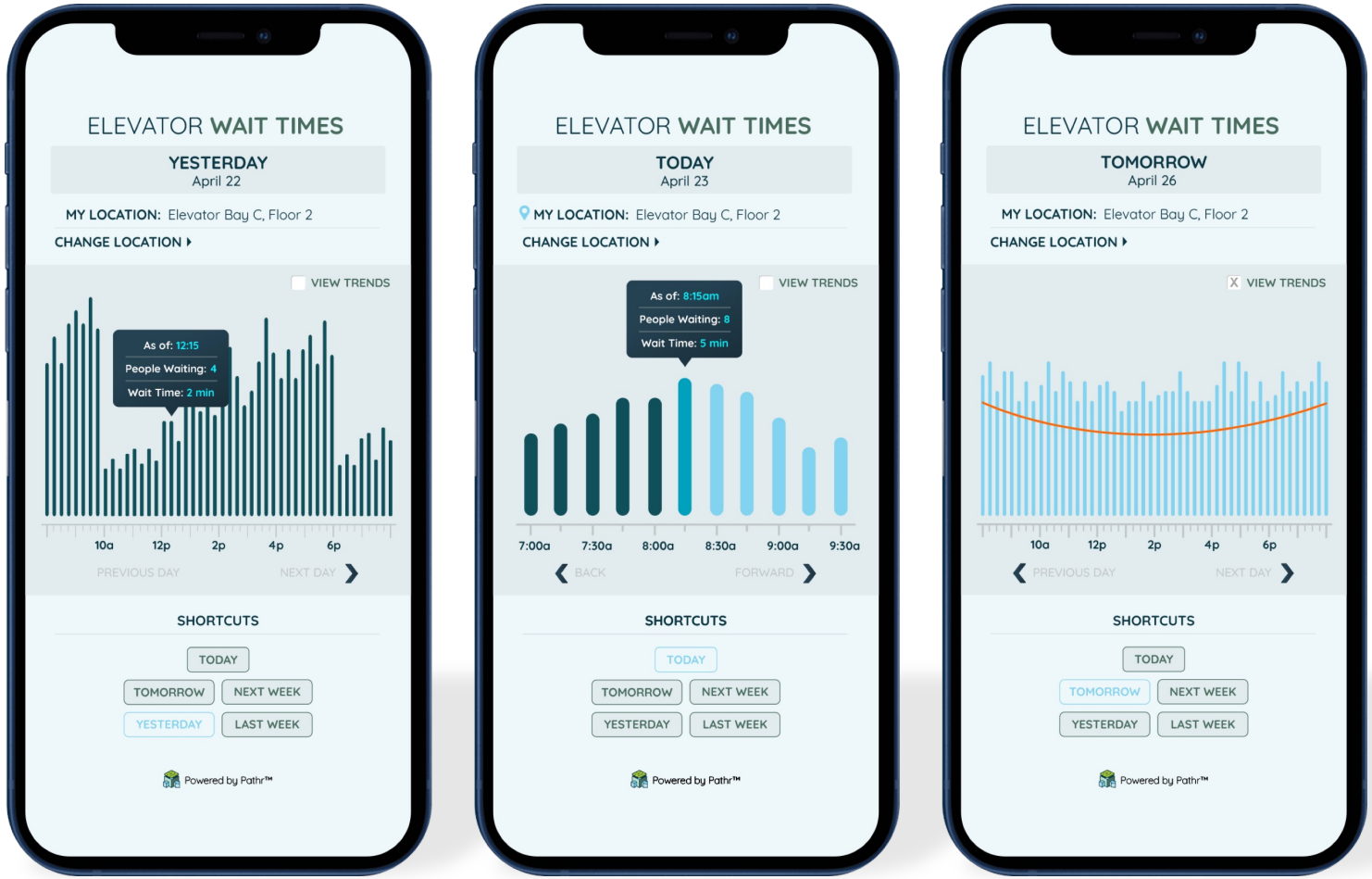
Why did each customer come to your store today?





Understand navigation patterns and trip missions to optimize location layout and drive greater efficiency (ex: tool crib mission)

How many people pass by each and every location at your property?

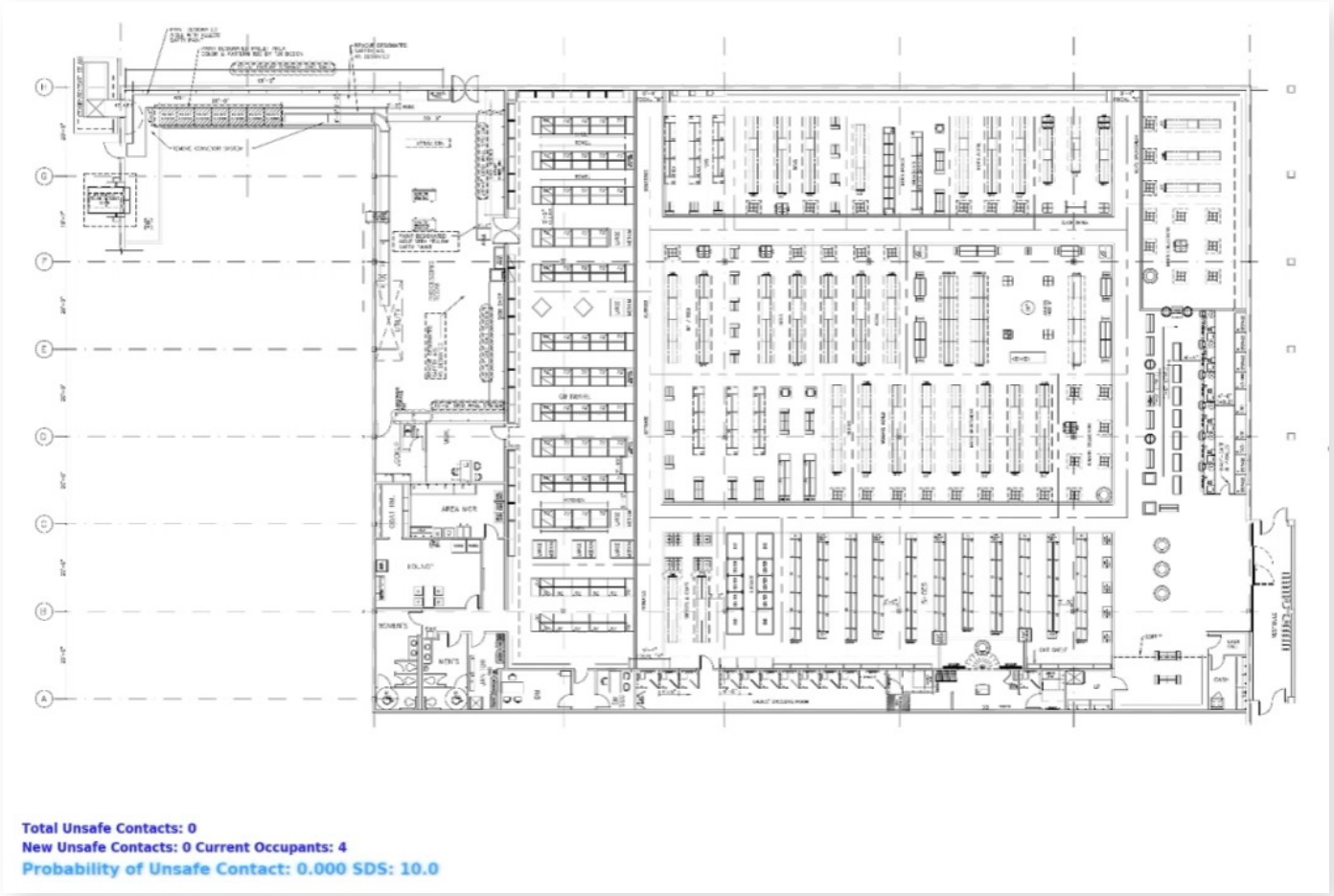


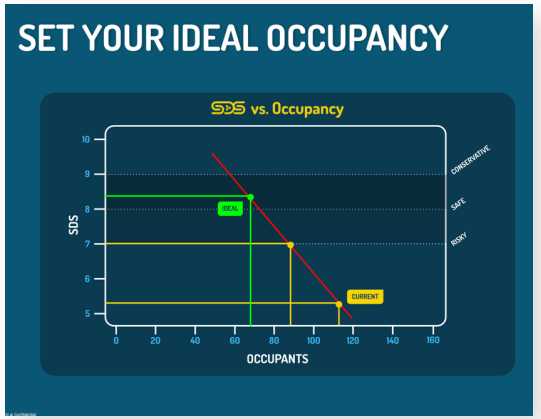
How long are people waiting in your elevator lobbies and how long are they likely to wait in the future?

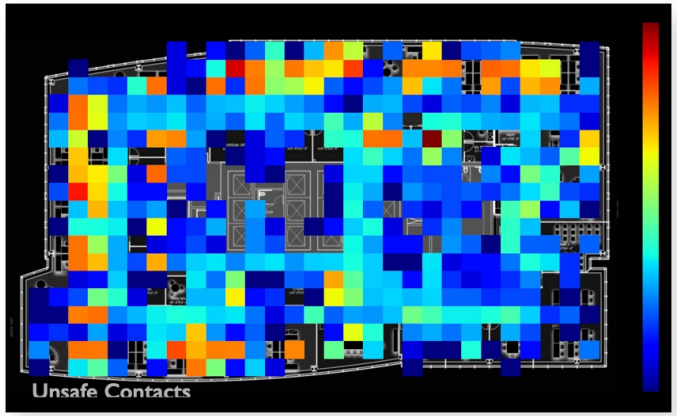
Can you optimize pick and place routes for your warehouse or factory?

Identify choke points and man / machine collision risk areas in a factory or distribution center setting

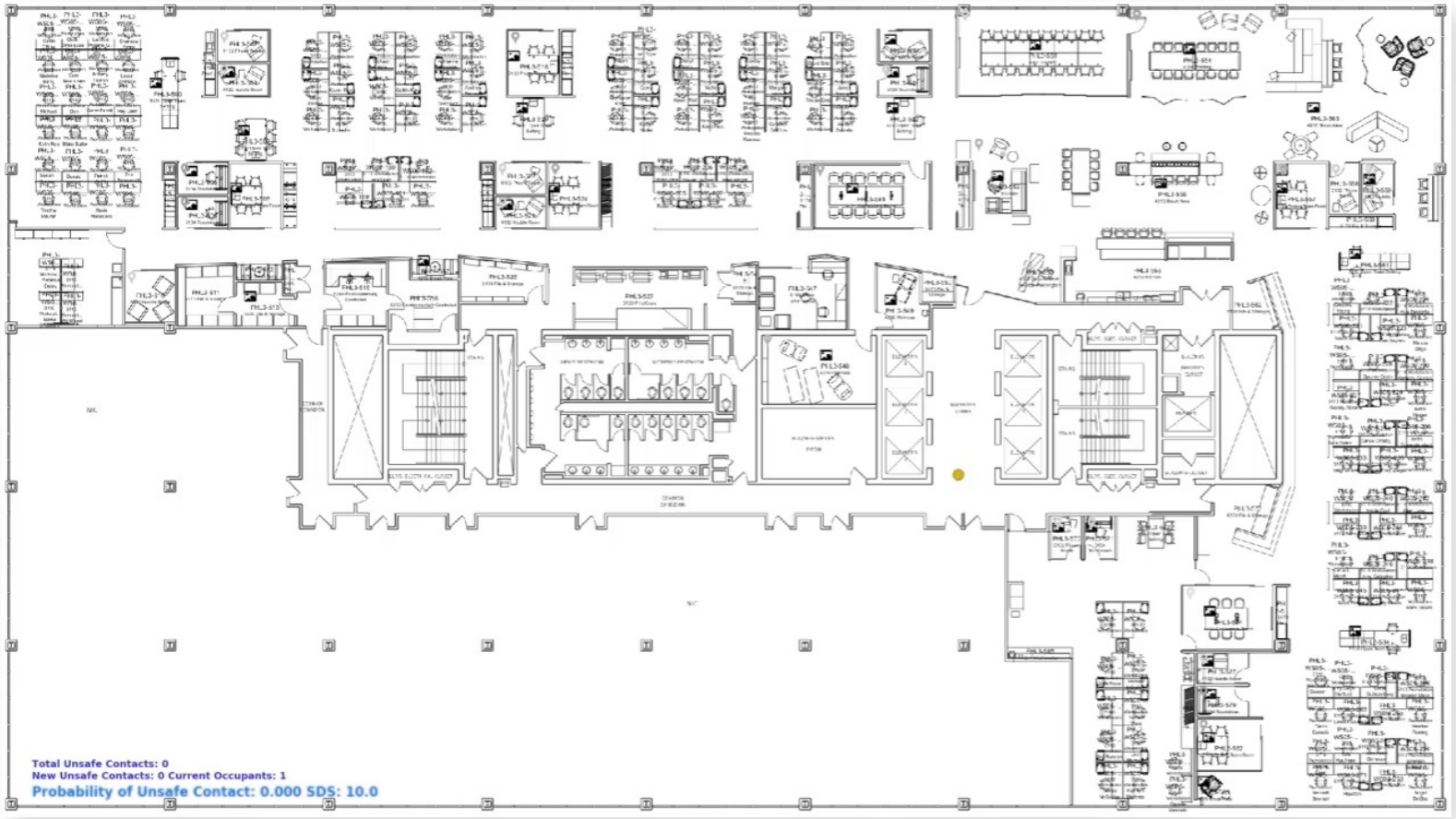
Does your space support safe social distance?







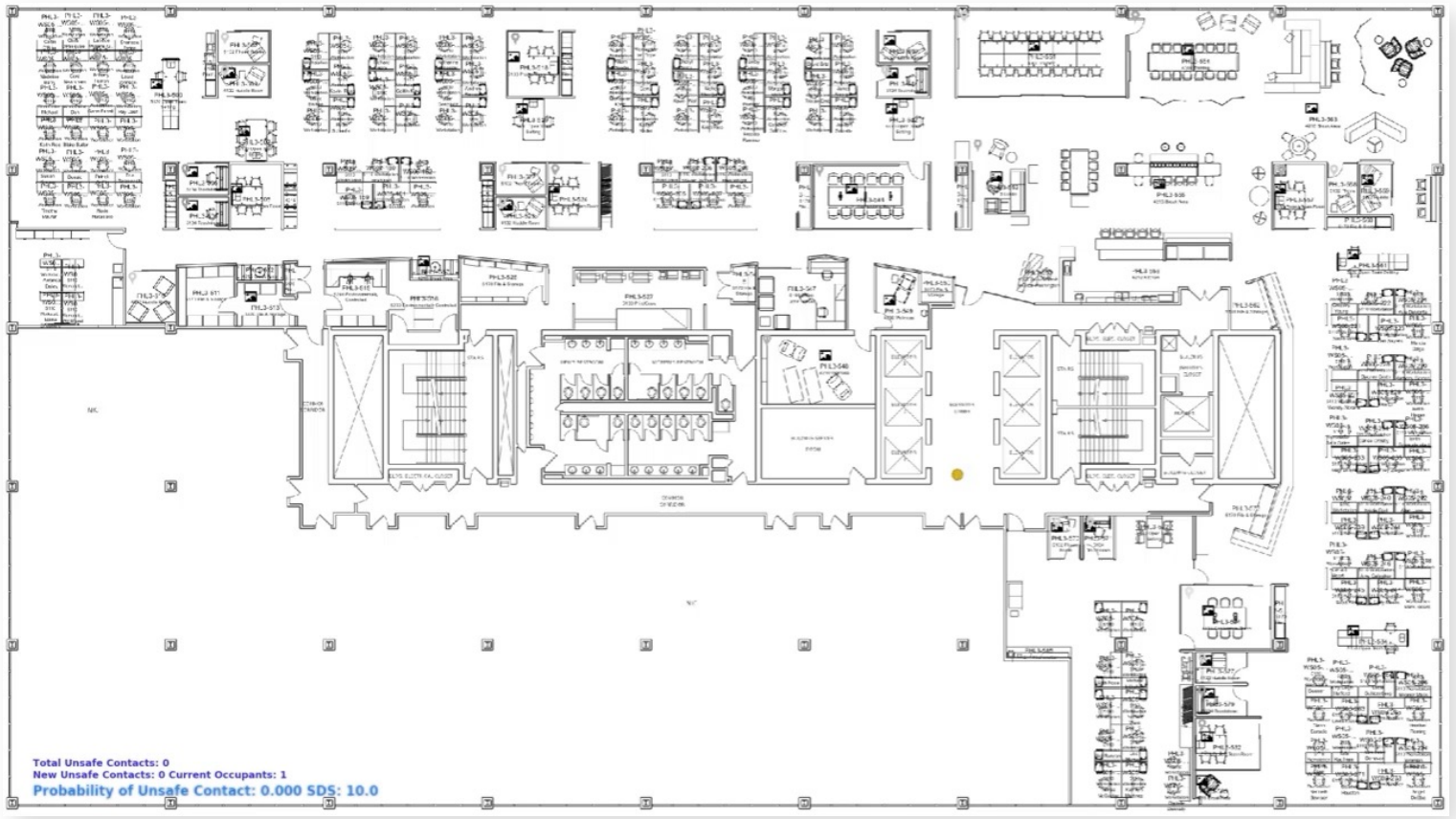
MOVEMENT AND **SPACE UTILIZATION**



Assess throughput and choke points to drive greater efficiency

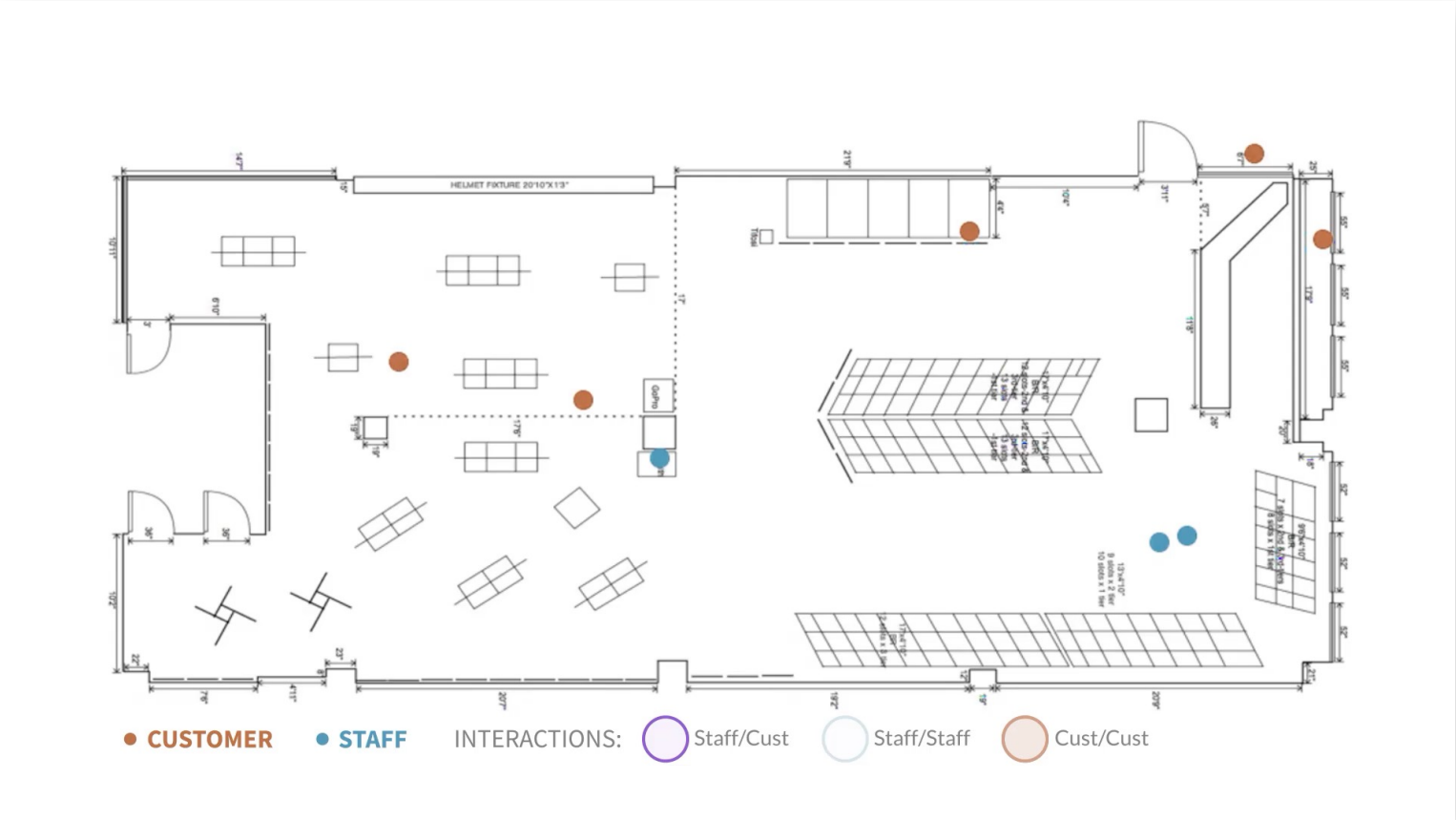
Understand utilization of all spaces to guide facilities planning

Assess Social Distancing Compliance in offices or other workplace settings



Assess Social Distancing Compliance in offices or other workplace settings

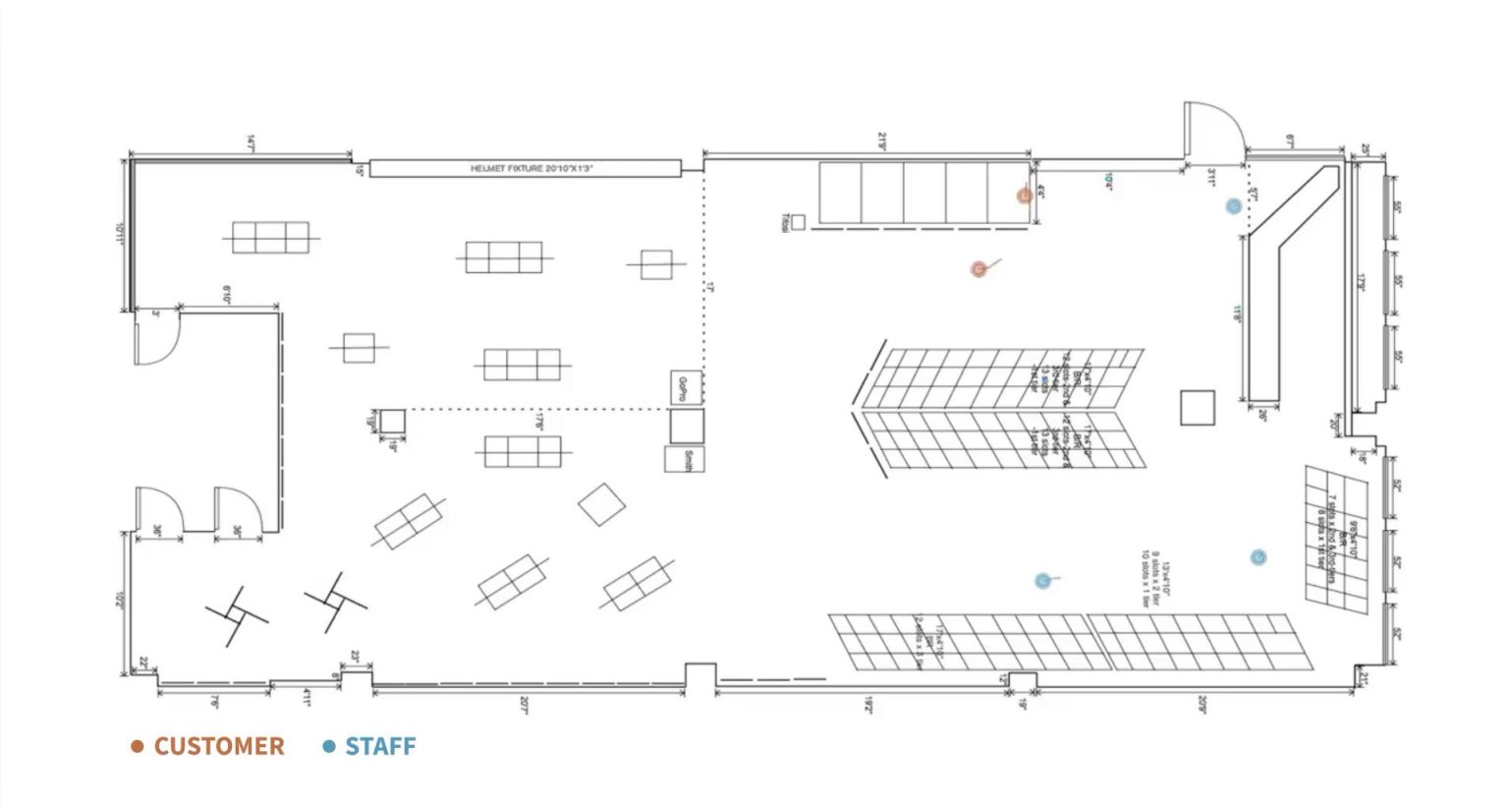
REAL-TIME STAFF **INTERACTION GUIDANCE**



Guide staff interactions with actionable insights and real-time interaction alerts

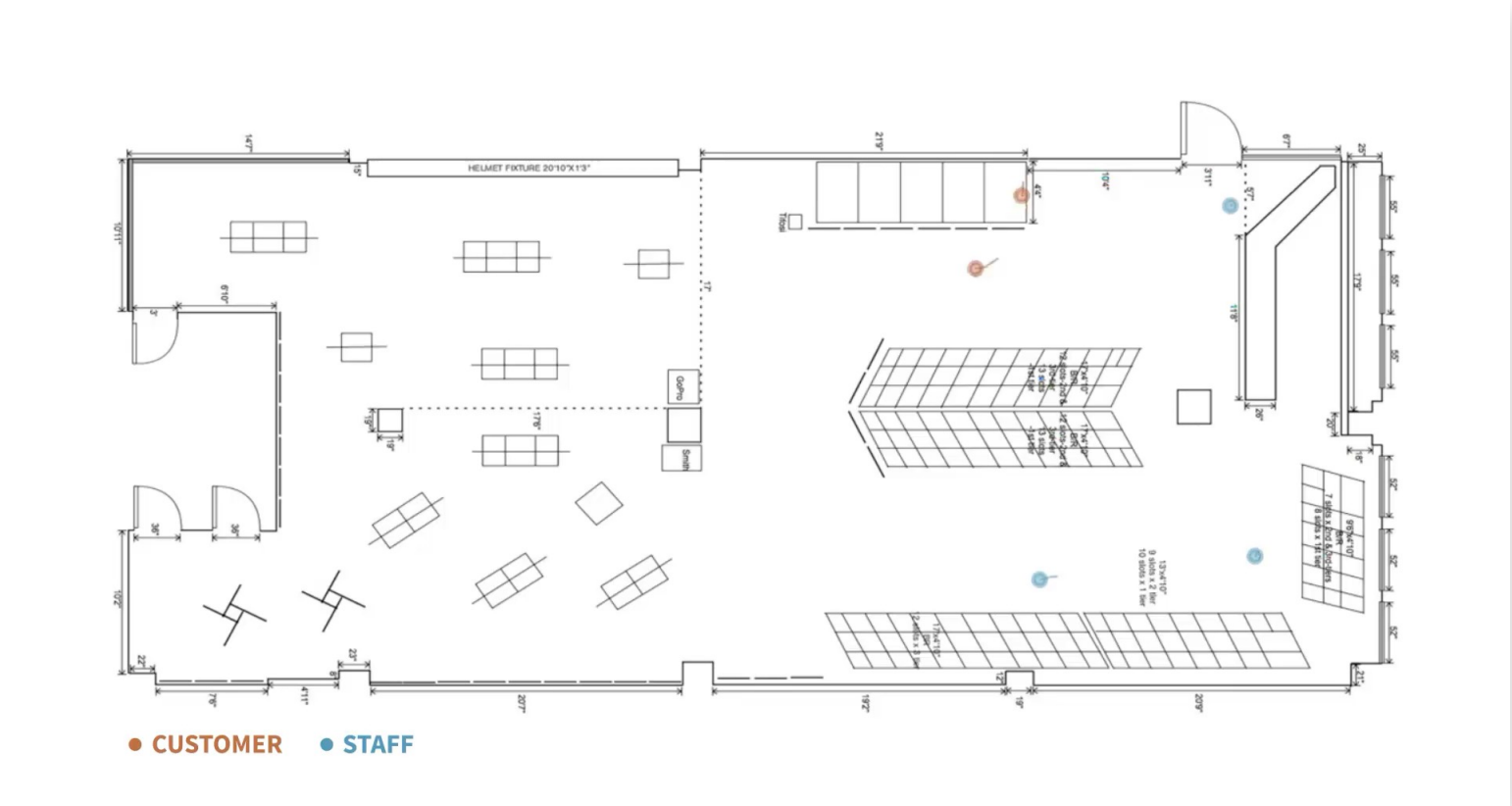
Know when and where people need help in any context (Retail, CRE, Industrial)

Guide staff to “best and highest use” at all times with real-time direction



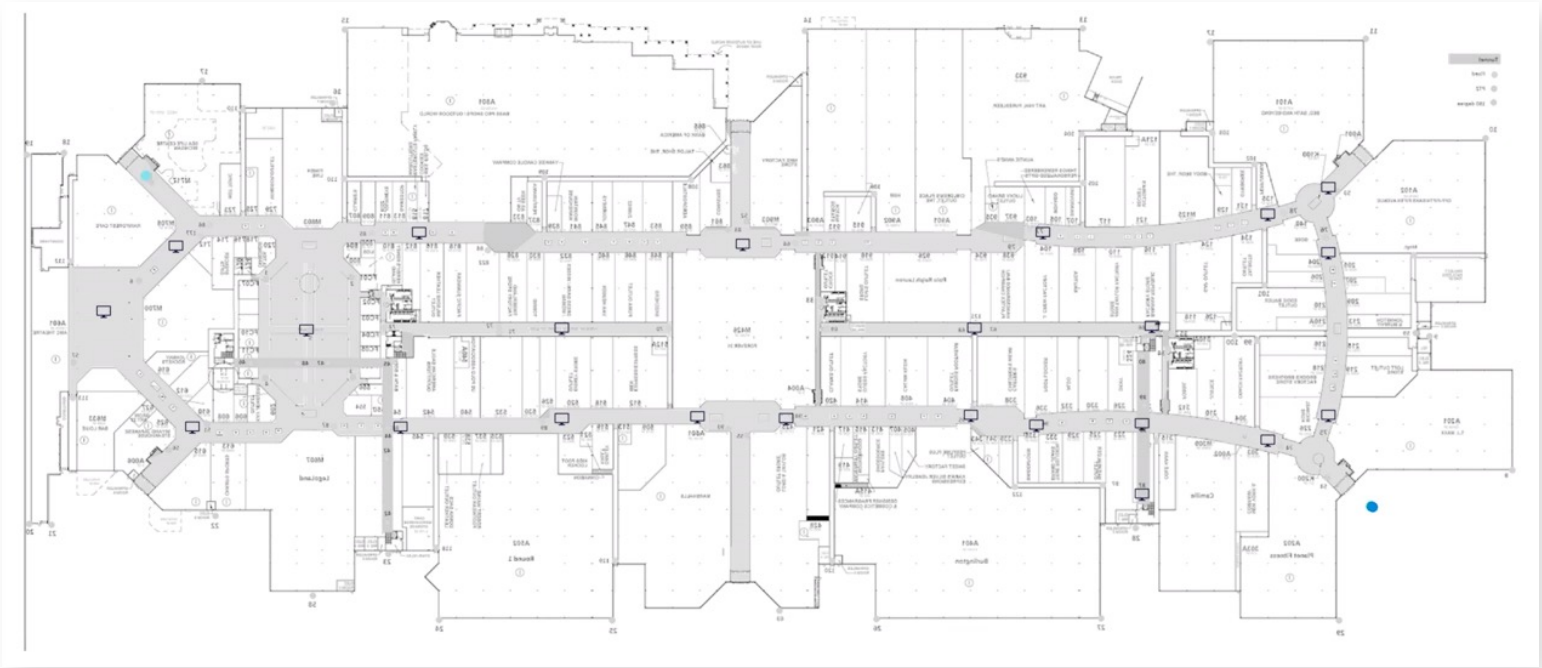
Reduce shrinkage due to theft and fraud by flagging suspicious behavior as it happens

ANOMALOUS BEHAVIOR **DETECTION**



Identify anomalous behavior and send real-time alerts to prevent negative outcomes (theft, injury, other)

Improve mall and shopping center retailer lease rates by normalizing lease pricing via traffic, dwell time, and entrance count analysis



Understand the effectiveness of shopping mall marketing by measuring incremental store traffic generated by ads

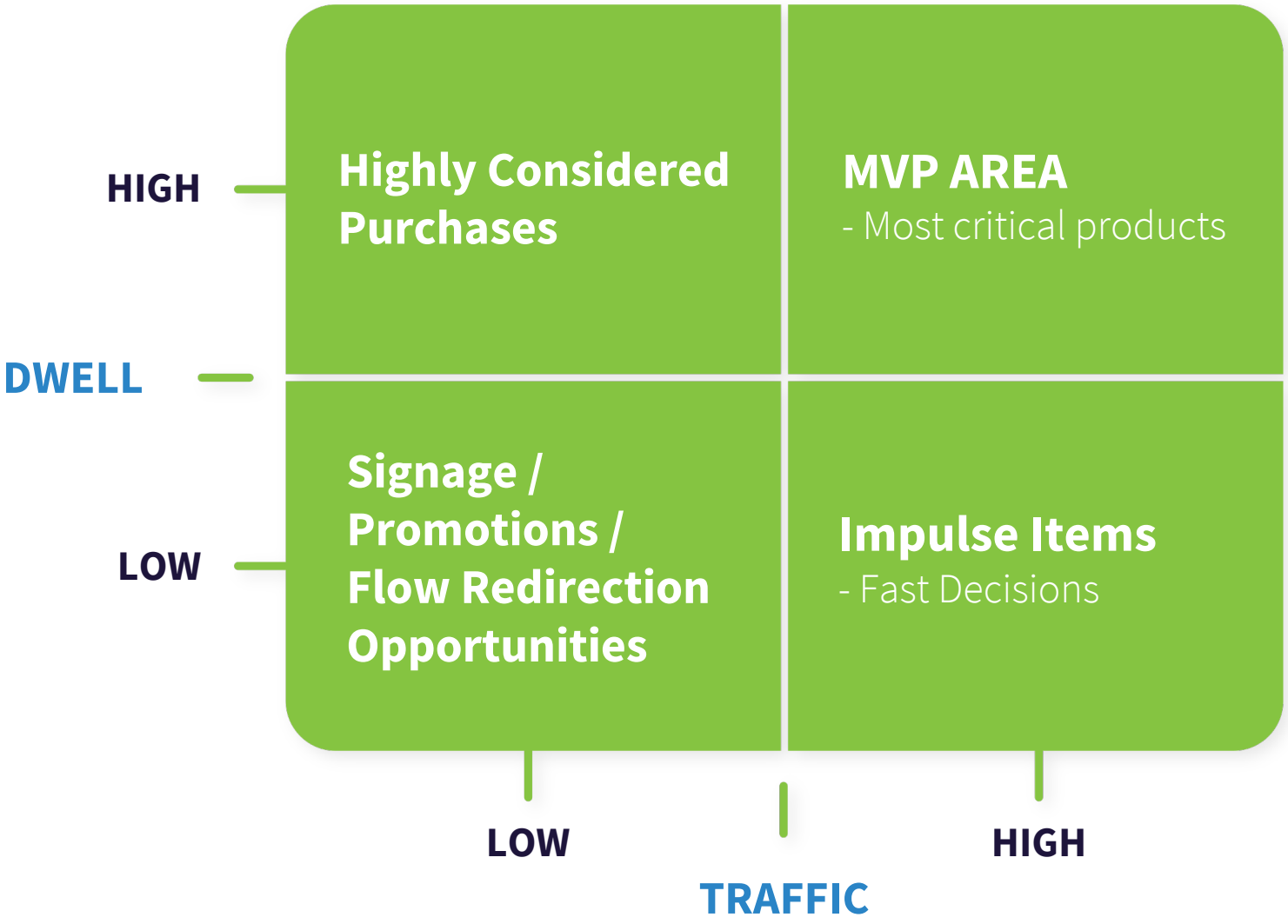
Set accurate rates for advertisers using impression and conversion analytics

SUSPICIOUS BEAHAVIOR **DETECTION**

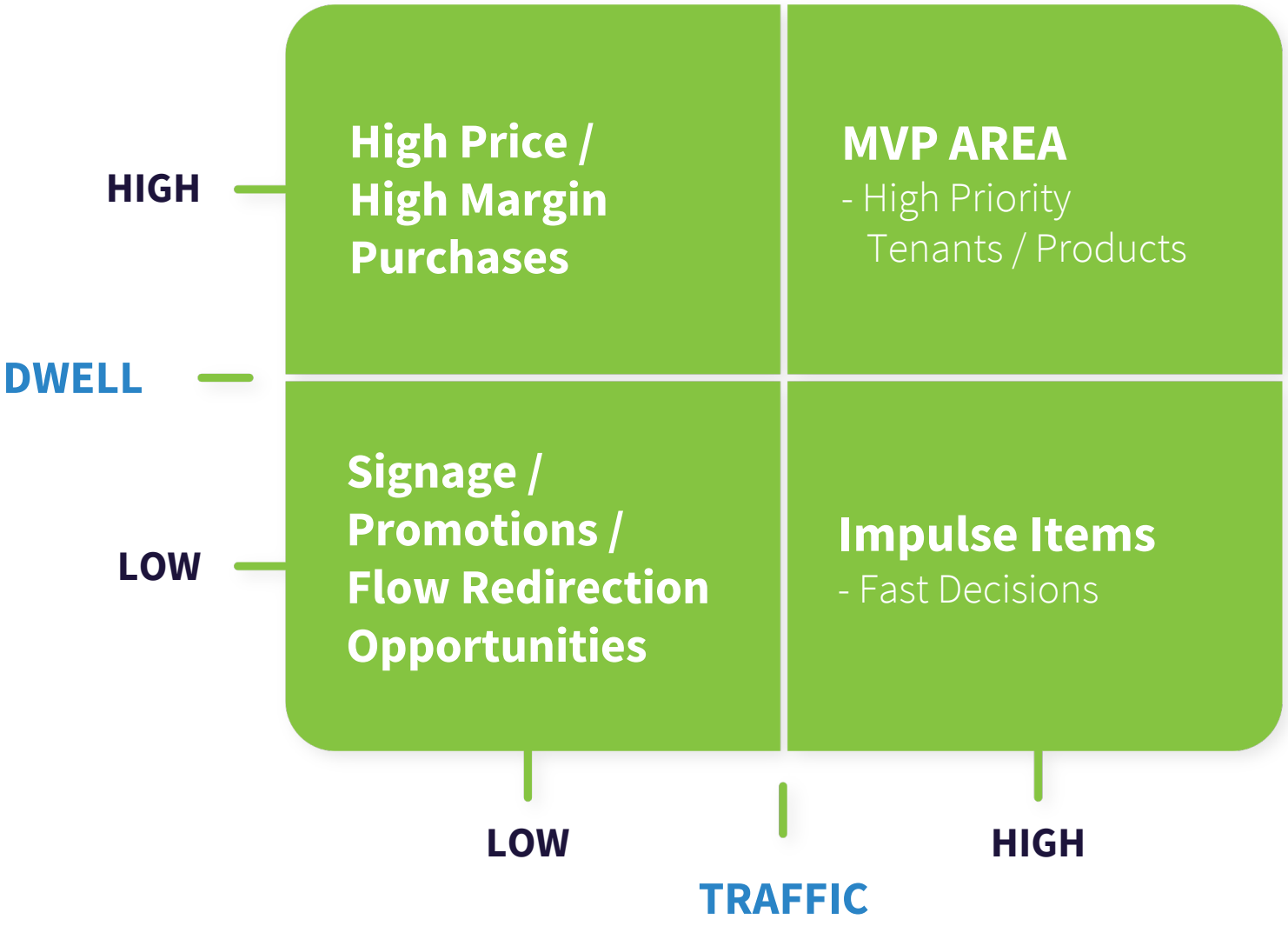
Increase property security with real-time alerts for the detection of suspicious behavior or area breaches

Drive maintenance staff efficiency by monitoring restroom and trashcan usage based on traffic analytics

MISCELLANEOUS **SLIDES**



Traffic and Dwell Time analysis can inform product location, store layout and promotional decisions



Traffic and Dwell Time analysis can inform product location, store layout and promotional decisions

- **World's first real-time spatial intelligence platform built for scale**
- **Currently in paid pilots with major retailers, manufacturers, mall operators, and commercial real-estate firms**
- **Seed funding led by National Grid Partners in May 2021 – seeking additional capital to scale through 2022**

PROBLEM

What are people doing in physical spaces?

Operators DON'T KNOW.

Data about physical spaces is very limited. Digital analytics for the physical world don't exist today that provide real-time, actionable intelligence in a scalable way.

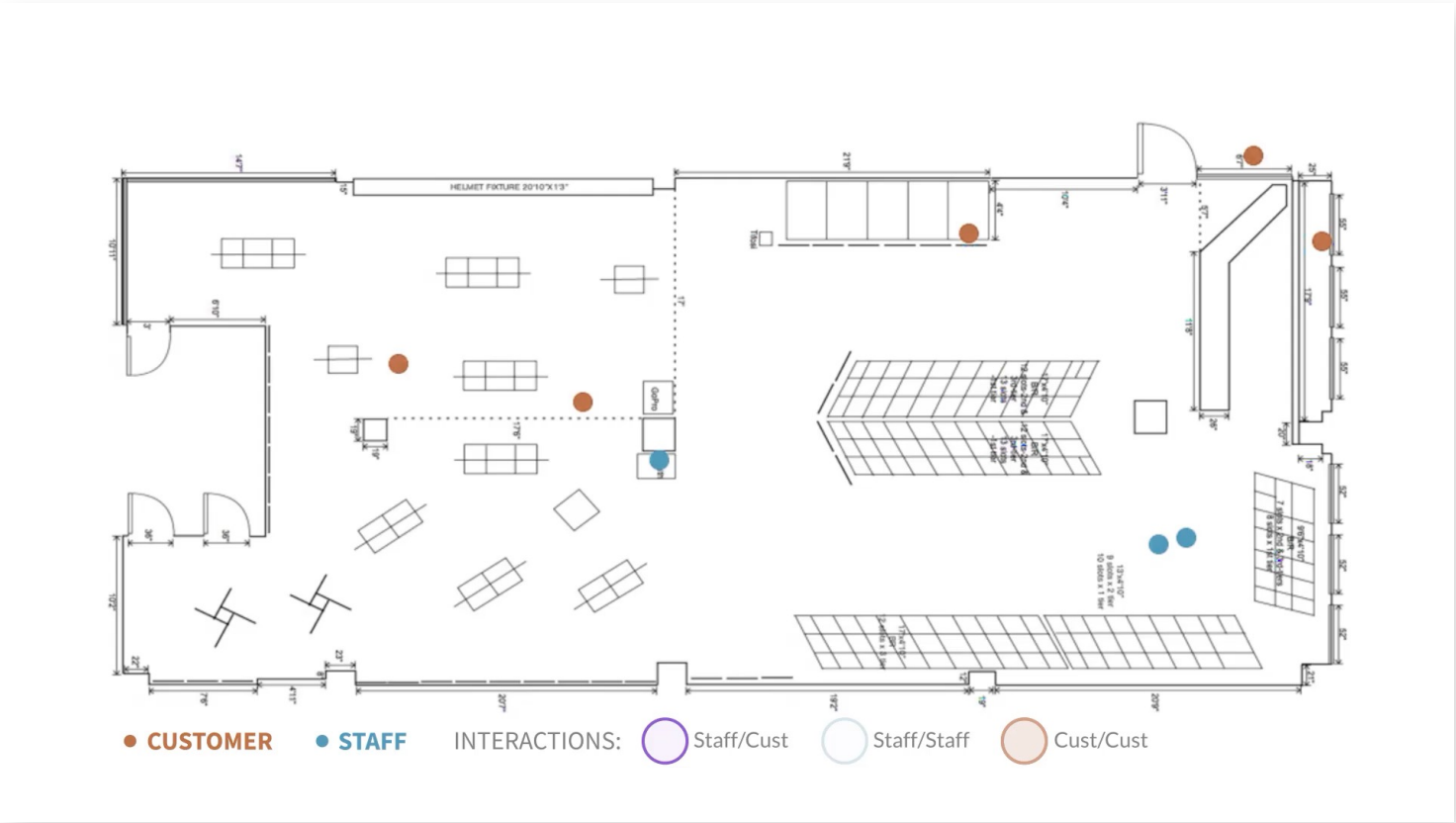
SOLUTION

Understanding the Customer

For operators of physical space, knowing specifically what people are doing in the building (Spatial Intelligence) helps them monetize the space better.

Building operators need Pathr's Spatial Intelligence

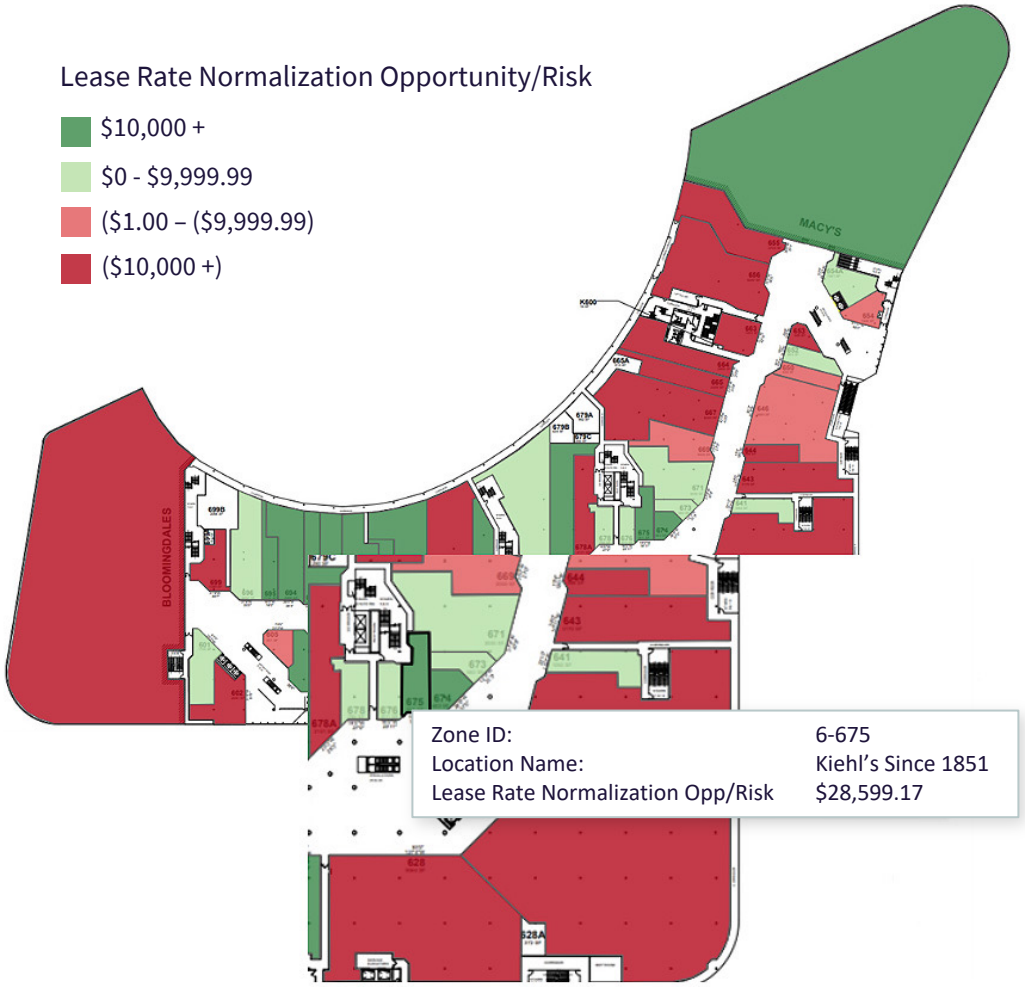
- Data-driven approach to set lease rates for store locations or advertisements based on popular routes
- Grocers and other retailers can set slotting fees based on data rather than guesswork
- How long are building tenants waiting in the elevator lobby?
- Knowing if staff is selling effectively or is addressing lost or confused visitors
- Dynamically guiding staff to their best and highest use can reduce staff hours
- Data driven space design optimization and configuration



We use machine learning to understand human behavior.

Example:

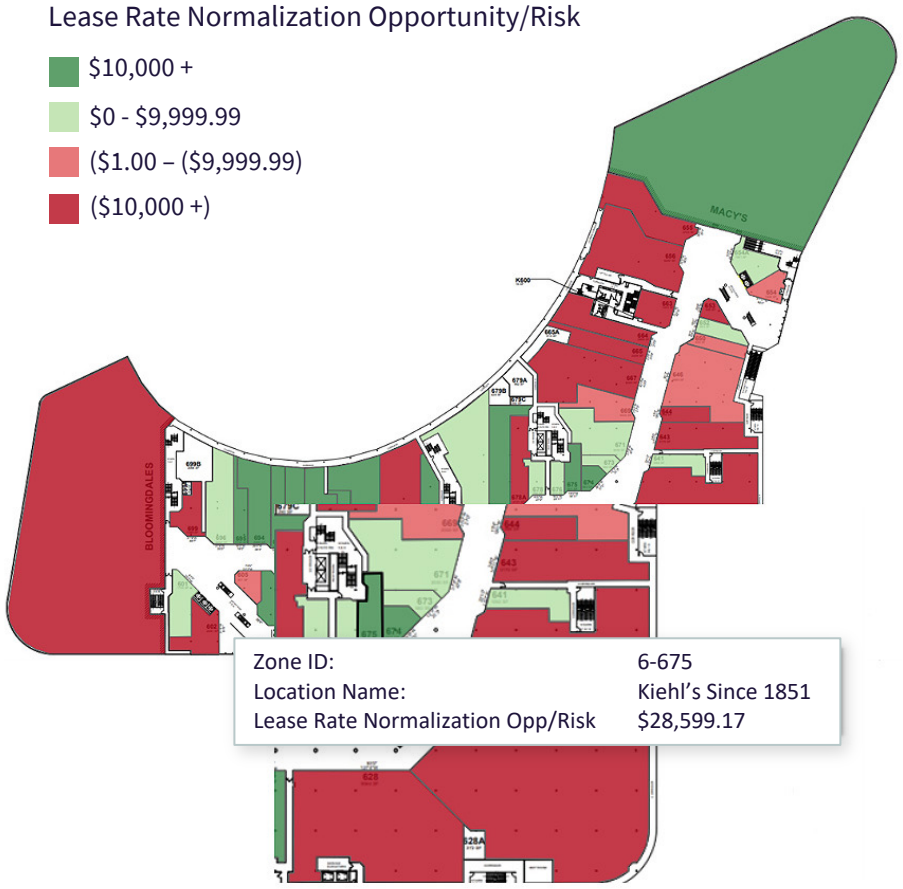
Here, our Behavior Engine finds each instance of staff and customer interaction to guide staff selling behavior in a specialty retail store.



Example:

Improve mall and shopping center lease rates by normalizing lease pricing via traffic, dwell time, and entrance count analysis.

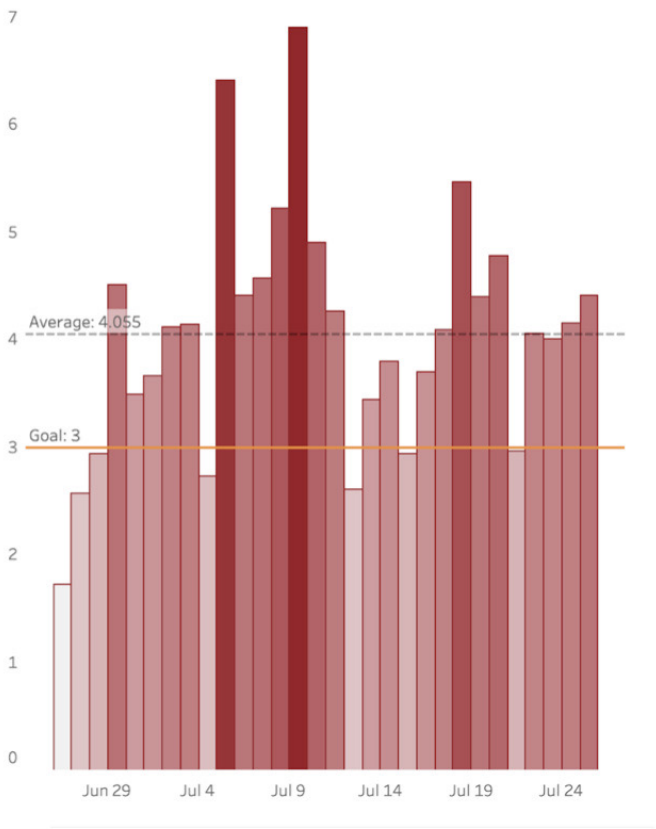
Improve mall and shopping center retailer lease rates by normalizing lease pricing via traffic, dwell time, and entrance count analysis



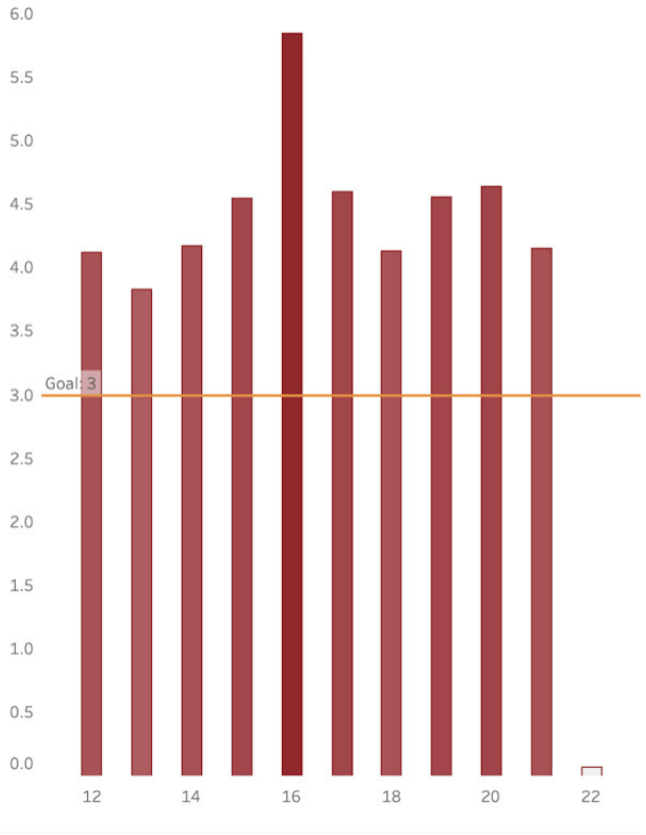
Queue Efficiency TJX T.J.maxx T1148

Cashier Queue rotation = PEOPLE IN QUEUE / ACTIVE REGISTERS
Click on a day on the left to see it's hourly breakdown on the right

Daily Cashier Queue Ratio

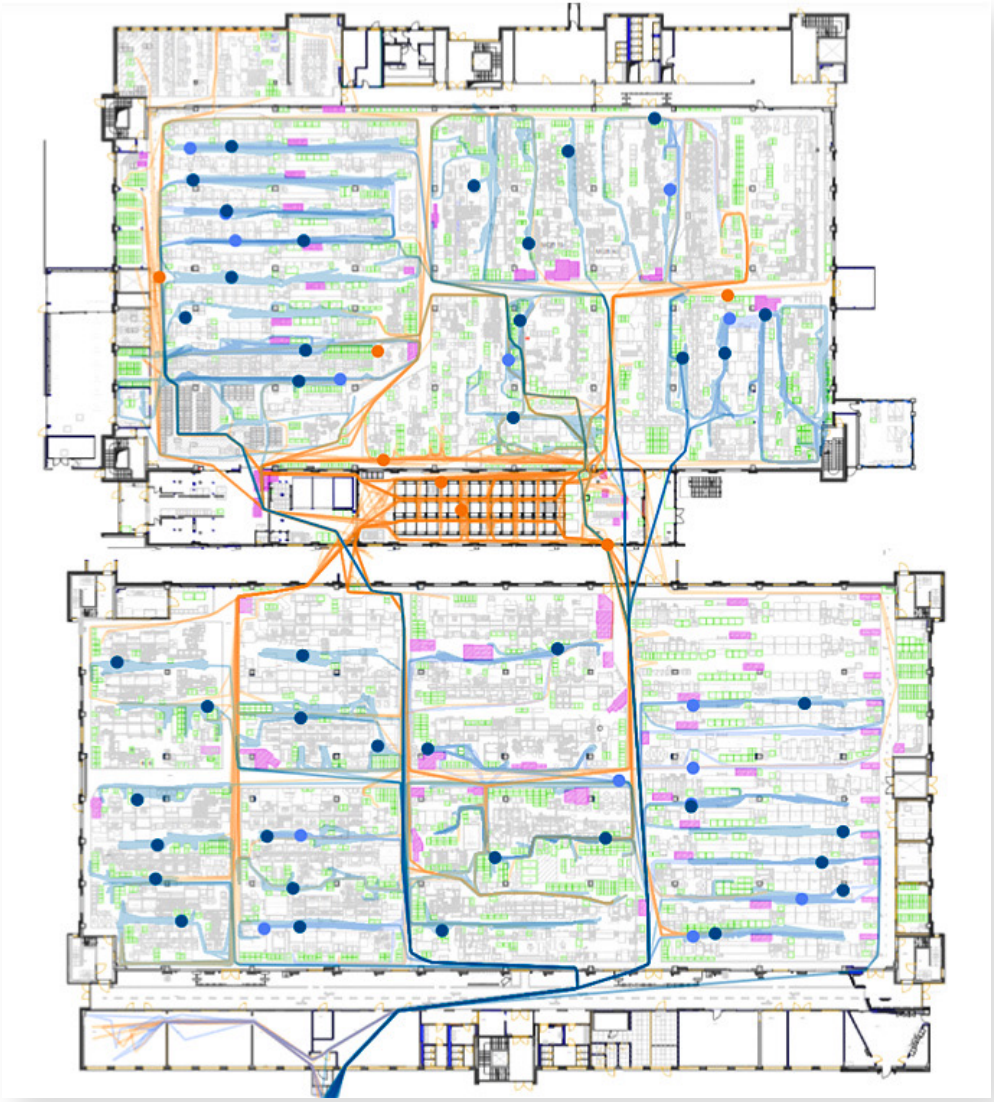


Hourly Cashier Queue Ratio



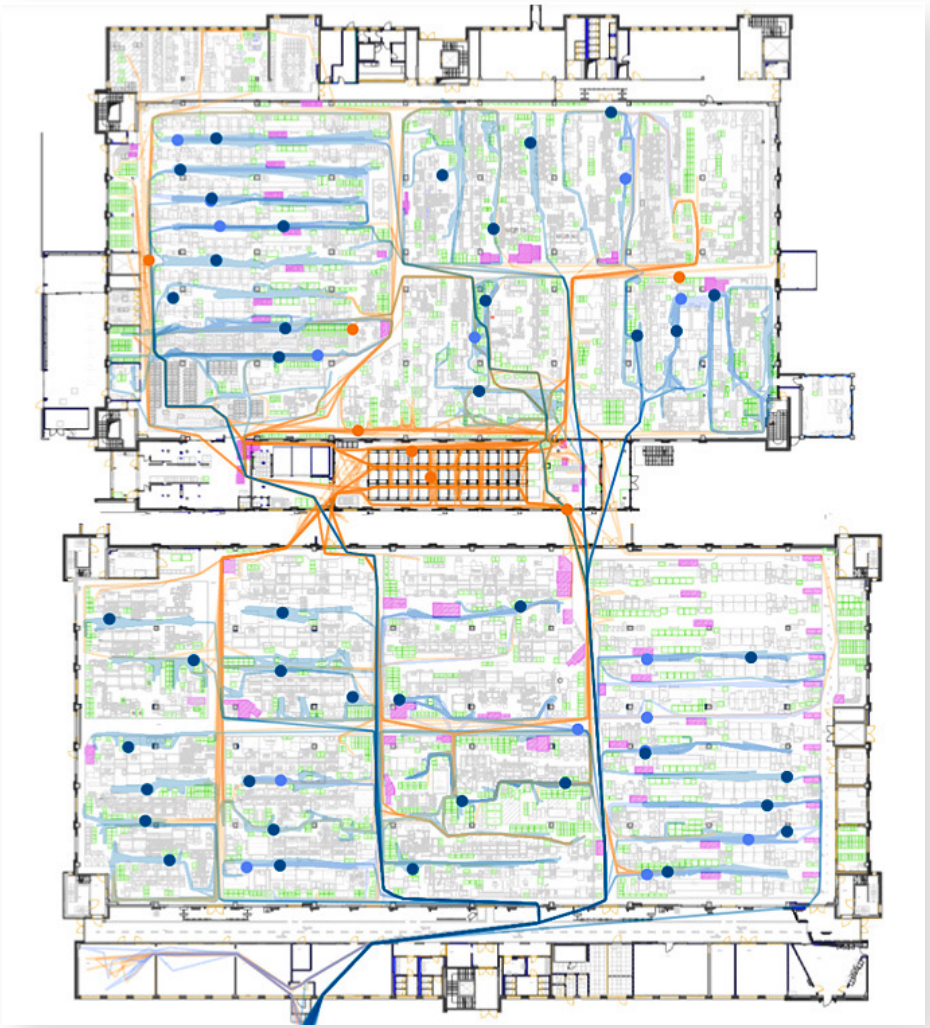
Example:

Monitor queues in order to maintain an ideal customer to staff ratio, maximizing customer satisfaction while minimizing staff hours.



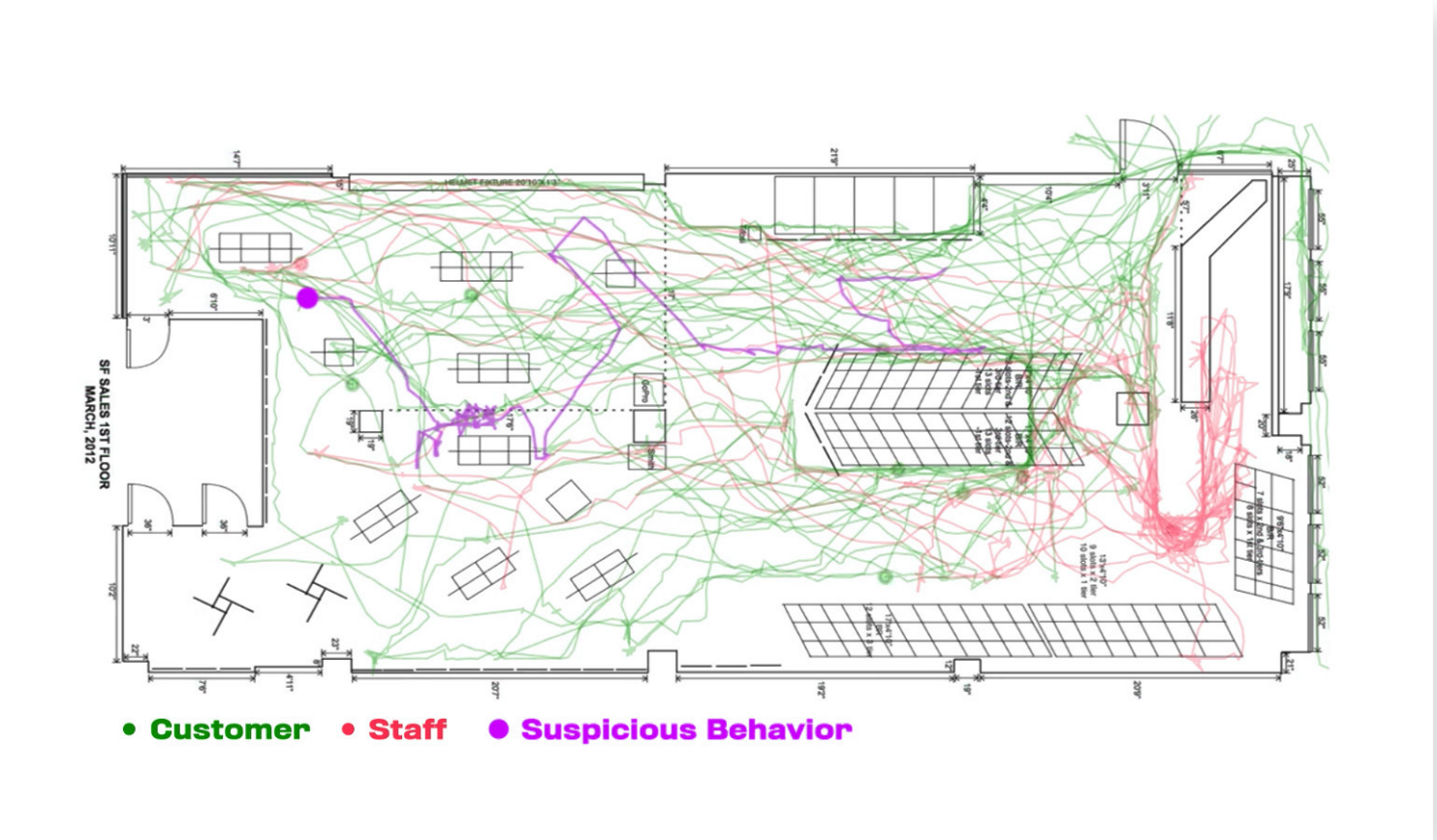
Understand how employees are spending their time when not at their workstation

- In transit
- Tool crib
- Breakroom
- Other



Understand how employees are spending their time when not in their primary workspace

- Conference rooms
- In transit
- Common Areas
- Dining Areas
- Breakrooms
- Other

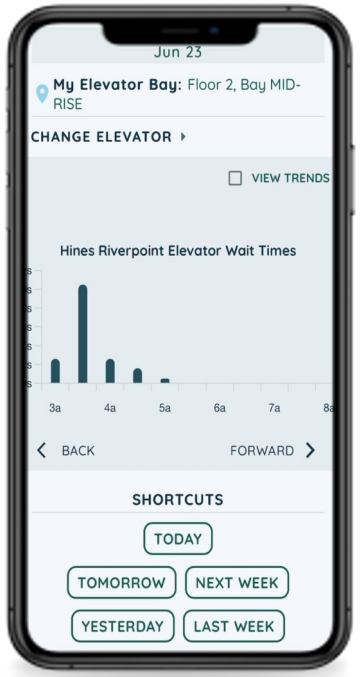


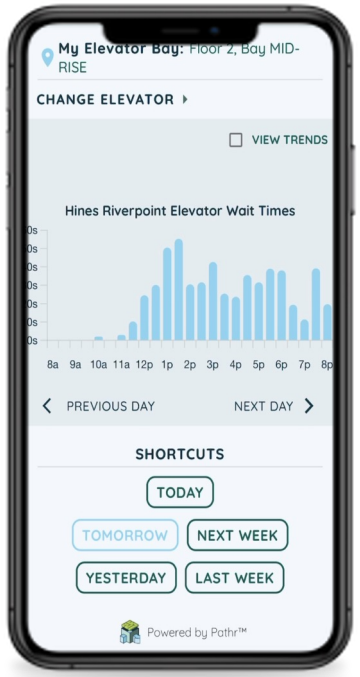
Example:

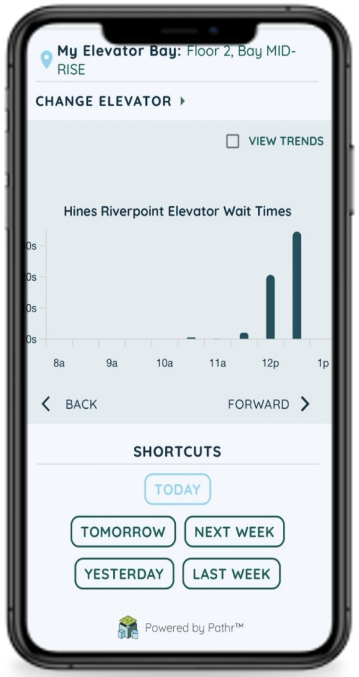
Identify anomalous behavior and send alerts to prevent negative outcomes (theft, injury, other) in real time.

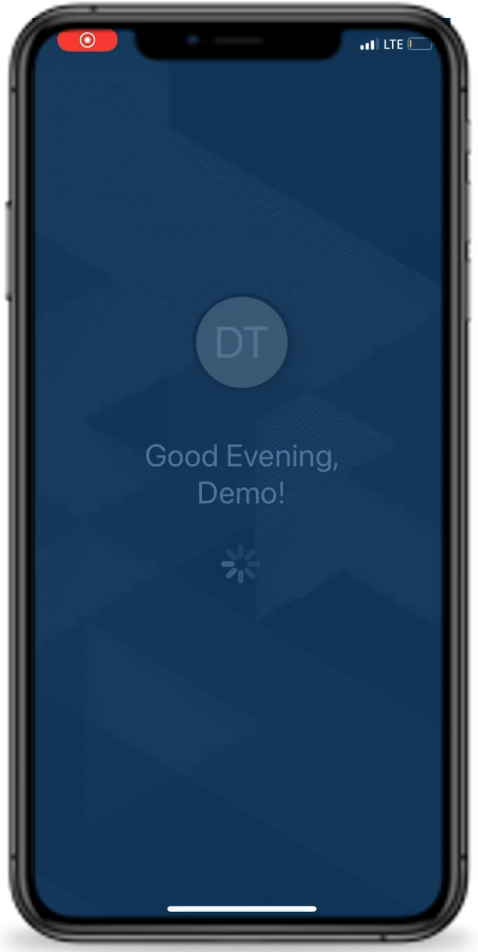
Example:

Understand utilization rates for all resources, provide real-time availability for all amenities of interest and encourage utilization during low use periods – in any context (CRE, Smart Cities, Retail, Industrial, Malls, etc.)



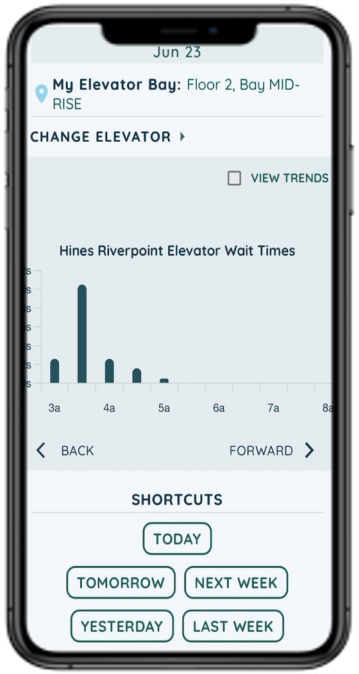


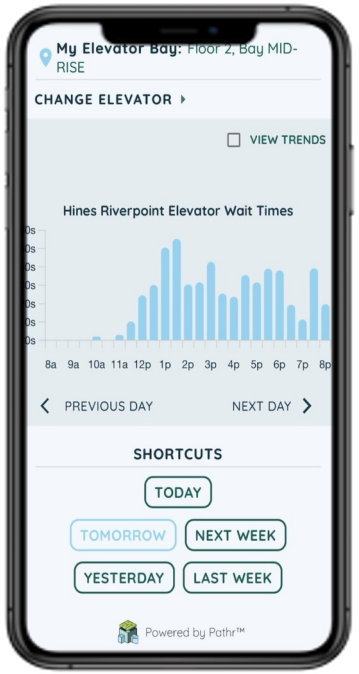


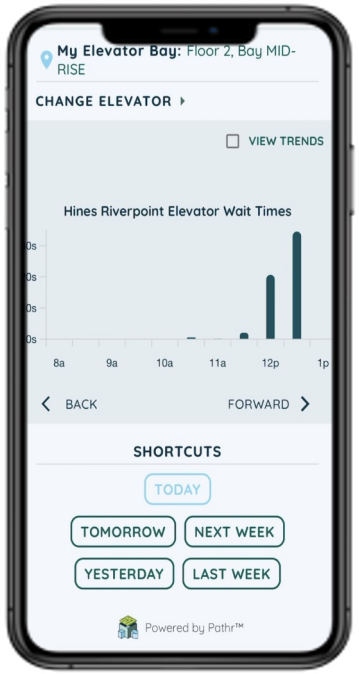


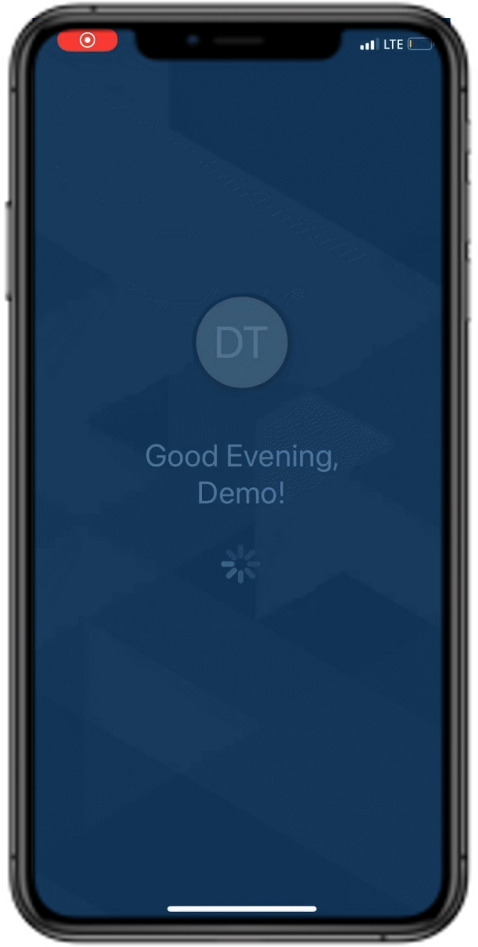
Understand utilization rates for all attractions and amenities, provide real-time availability for all areas of interest and encourage utilization during low use periods

Can be applied to any asset with camera coverage









TEAM

George Shaw
Founder and CEO

- Vision and technical leadership
- Intel, RetailNext
- Inventor of Spatial Intelligence

Alan Flohr
Chief Revenue Officer

- Sales, partners, demand generation, client growth
- SaaS start-up specialist

Zoë Cayetano
Head of Product

- Product strategy and vision
- Intel, ASU Data Science

Jason Sadowski, PhD
Head of Data Science

- Data
- Rutgers, UC Davis

Scott Lipsig
Head of Engineering

- Software
- Atlassian, Typeform

Paco Underhill
Strategic Advisor @ Envirosell; Author @ "Why We Buy"

Mario Ciampi
Founder and managing partner @ MCII Advisors LLC

Allan Haims
Principal @ ASER Marketplace; Board Member, Advisor

Allan Rony Kubat
Co-Founder & CTO @ Tulip

Nate Ngerebara
Attorney @ Weil, Gosthal and Manges LLP

Birju Shah
Adjunct Professor @ Northwestern; Formerly Head of Product @ Uber

Stacey Widlitz
President & Chief International Store Hunter @ SW Retail Advisor

Ken Jackowitz
Chief Strategy Officer & General Manager @ TideSmart

Steen Graham
Founder @ Stealth Startup; Formerly Edge AI Ecosystem General Manager @ Intel

Executive Advisor

Michelle Shevin
Senior Program Manager @ Ford Foundation; Adjunct Professor @ NYU

Bharat (Bart) Meditatta
Engineering Fellow @ Coinbase; Strategic

COMPETITION

STANDARD

amazon go

AIFI

Current large investments in store automation do not scale because the capex is unrealistic, and the cultural transformation required is insurmountable.

Prodco
Footfall Tracking Analytics

RetailNext

ShopperTrak

Incumbent retail analytics providers do not go deep enough and require huge capex.

unacast.

buxton

Placer.ai

Cell phone tracking violates consumer privacy, doesn't tell a complete story, is inaccurate, and ultimately is a brittle industry.

THE ROBIN REPORT
PROVOCATIVE, OPINIONATED, UNBIASED.

"Brick-and-mortar retailers can now gain deeper insights into their customer behavior with the power of Pathr's spatial intelligence platform. This is a game-changer in today's market that empowers every retailer with the knowledge to accelerate their sales growth."

— Robin Lewis, The Robin Report

Hines

"Delivering an exceptional tenant experience and workplace environment is a core aspect at River Point. Within our tenant engagement app, Pathr.ai's spatial intelligence solution has been essential to providing tenants with optimal times to use our elevators, helping them feel more comfortable and safer as they return to the office. We've received strong tenant usage of Pathr.ai's elevator wait time analytics, helping to increase our building tenant capacity from 20% to 25% in the last few weeks."

— Michelle Nanni, General Property Manager at Hines

"I believe in intelligent observing and for most of my working life have built tools to that end. Pathr.ai is on its way to a better mix of Art and Science — which for AI is the mother lode. We live in an analog world — and digital tools need to reflect that. My role in Pathr.ai is to keep the company focused, not on simply collecting data, but winning victories for their clients."

— Paco Underhill, Author "Why We Buy"

Here's how this startup is helping companies understand how people move about their stores and shopping centers - Silicon Valley Business Journal

MIT Startup Exchange Announces Fall 2021 Additions to STEX25 Accelerator - MIT Startup Exchange

The Future of Grocery is Here Live at GroceryShop 2021 – MarketScale

Applying Spatial Intelligence to CRE Operations - GlobeSt.com

Just-released AI software lets shopping center cameras capture and analyze shoppers' movements - ICSC

Pathr.ai Expands Beyond Retail; Unveils New Sensor Layer - GlobeNewswire

Pathr.ai™ Selected to Join Microsoft for Startups Designed to Help Startups Quickly Scale - Pathr.ai Medium

PIPELINE **HIGHLIGHTS**

3 subscription clients poised for growth

- $8MM ARR at scale

6 active pilots pending conversion to subscription

- $39MM ARR at scale

Robust Pipeline – 49 opportunities and growing

- $300MM at scale *See Pathr Investor Pipeline 9-30-21 for additional detail (update)

Scalable Demand Gen Infrastructure in place

- Pathr Leadership Council – 26 members producing leads e.g. Neiman Marcus, Under Armour, New Balance
- Partner Network – dozens of active partner relationships

Deal Name	Deal Stage	Gross Value at Scale	Probability Wtd Annual Run Rate	Comment
Hines	Expansion	$5,700,000	$940,500	Gross Value per Hines business case model
Moncler	Expansion	$1,353,600	$223,344	282 locations – gross value per revenue model
Taubman	Expansion	$864,000	$142,560	Gross Value per Taubman business case model
Citi Trends	Pilot	$3,500,000	$1,029,600	Gross Value per Citi Trends business case model
ICA – Ombori	Pilot	$6,240,000	$577,500	1,300 locations – gross value per revenue model
Kohls	Pilot	$5,553,600	$916,344	1,157 locations – gross value per revenue model
Mike's	Pilot	$57,600	$9,504	12 locations – gross value per revenue model
TJX	Pilot	$21,600,000	$3,564,000	4,500 locations – gross value per revenue model
Wakefern	Pilot	$1,728,000	$285,120	360 locations – gross value per revenue model
JR East	Discovery Call	$8,160,000	$403,920	1,700 stations – gross value per revenue model
Big Lots	First Meeting	$6,720,000	$168,000	1,400 locations – gross valuer per revenue model
Albertsons	First Meeting	$13,700,000	$342,500	Gross Value per Albertsons business case model
Ahold U.S.	First Meeting	$9,600,000	$240,000	2,000 locations – gross value per revenue model
Lowes Foods	First Meeting	$384,000	$9,600	80 locations – gross value per revenue model
Jamestown U.S.	First Meeting	$3,000,000	$75,000	Gross Value estimate
Brookfield Property	First Meeting	$3,000,000	$75,000	Gross Value estimate
Nat Grid – Critical Infrastructure	First Meeting	$1,000,000	$25,000	Gross Value estimate
National Grid – Smart Building	First Meeting	$1,000,000	$25,000	Gross Value estimate
Cushman & Wakefield	First Meeting	$3,000,000	$75,000	Gross Value estimate
Dick's Sporting Goods	First Meeting	$4,099,200	$102,480	854 locations – gross value per revenue model

- We've built a 20 person US-based rockstar team
- We have a better pipeline than companies 5x our size
- We have a product that will change the way the world works
- Additional time required due to Covid-related slowdowns

Current Monthly Burn: **$285k ($250k payroll / $35k other)**
Cash on hand: **$1.5MM**
Cash-out (with no revenue): **May 2021**

2021 Revenue: **$229k ($800k ARR run-rate)**
Ground-up revenue model predicts $9MM ARR run rate by Q4 2022

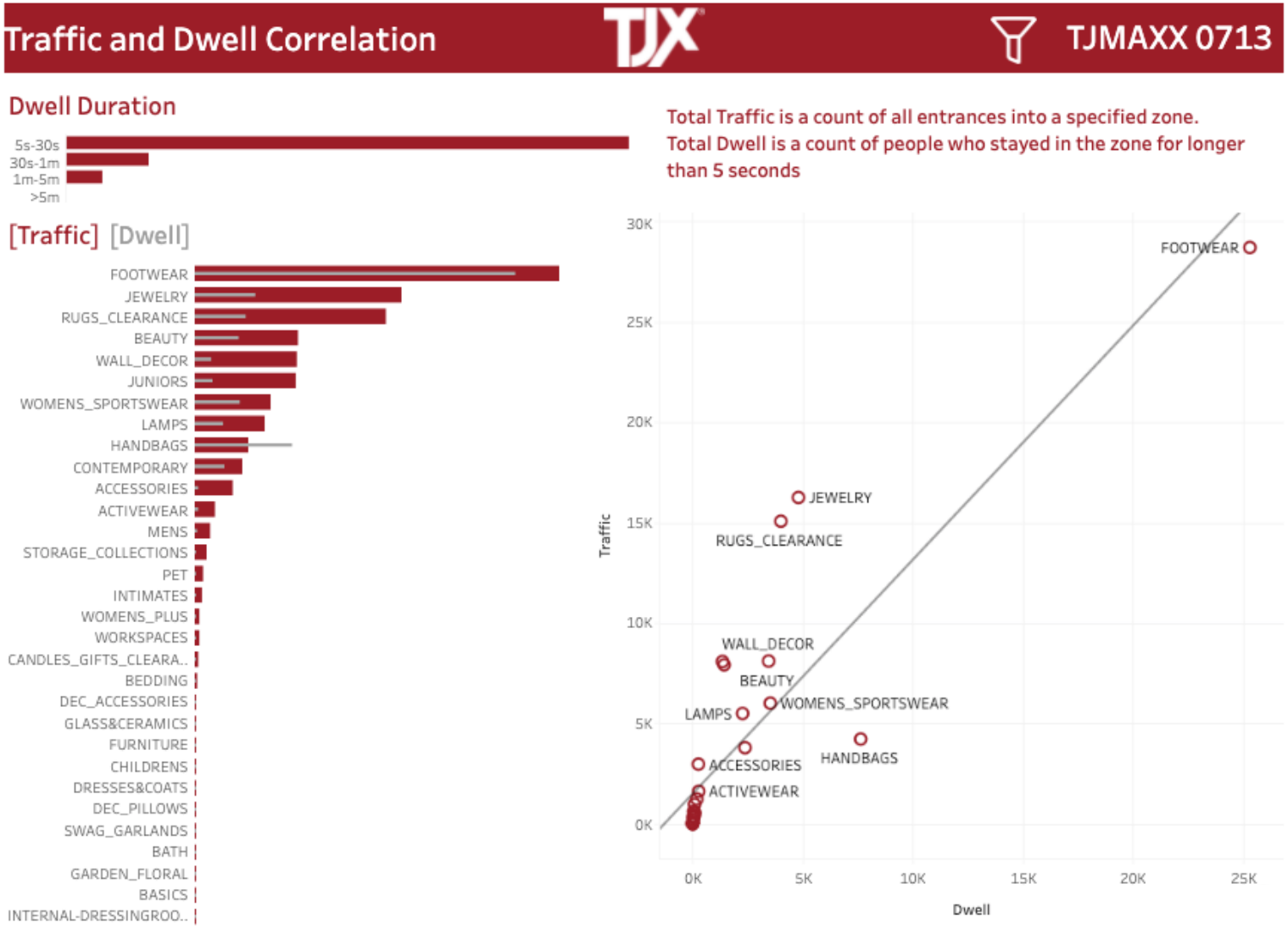
Assumptions for next raise: must prove ability to scale in order to drive desired valuation

- A predictable sales engine that reliably generates new pilots
- Proven ability to convert pilots into ongoing subscription customers

$2-4MM Seed-extension Q1 2022

SAFE w/ $20MM cap first $2MM
cap increases to $22MM for additional $2MM

Reduce burn to < $250k
Increase team only as a function of revenue
New expected cash-out: Jan 2023
A-round fundraise Q4 2022



Example:

Leverage traffic and dwell insights to identify new merchandising opportunities

Align customer traffic patterns to items featured in each area of the store

+10x Annual ROI

Fast time to value (< 90 days to proof of value)

Low up-front investment; pay as you expand model

Leverage existing infrastructure

- Extracting more value from current asset base

** Above validated with client business models now built into routine sales process **

Commercial Real Estate Business Case

Assumptions

Business

- **100,000,000** Owned Square Footage
- **200** Number of Locations
- **500,000** Average Sq Ft per location

Financial impact driven by tenant satisfaction with Pathr™ enabled Smart Building operations

- Amenity availability information, reduced wait time, and improved utilization
- Elevator wait time information
- Service level/responsiveness and reduced wait time for on-site commercial services (restaurants, shops, etc.)
- Security staff effectiveness and availability/presence when needed

Pricing/Rental Rate Improvement

- **$50.00** Price per Sq Ft per Year Average

Pilot

- **$10,000** Cost per location for standard locations (ex: typical retail location) – software set-up and subscription fee; pay for server upon conversion
- **$20,000** Cost per location for complex locations (ex. Shopping Mall); pay for server upon conversion
- 1 Month Standard pilot duration
- **$5000** Cost per location per month to extend pilot Period
- **$2500** Typical hardware cost per location (Pathr may loan hardware for pilots – negotiable point – varies by location characteristics, number of cameras, etc.)
  Small $1,000 | **Medium** $2,500 | **Large** $15,000
- **$2,500** Installation cost per location (client local staff); custom bid for 3rd party installation services if needed

Subscription

- **$500** Cost per location per month for standard locations (ex: typical retail location) – software set-up and subscription fee
- **$3,000** Cost per location per month for large spaces like shopping malls, warehouses, etc.
- **$2,000** Cost per location for commercial real estate
- **$2,500** Typical hardware cost per location (varies by location characteristics, number of camers, etc.)
  Small $1,000 | **Medium** $2,500 | **Large** $15,000 * *Pathr or client can provide*
- **$2,500** Installation cost per location (client local staff); custom bid for 3rd party installation services if needed
  - **10% Discount** for subscriptions over 200 locations
  - **20% Discount** for subscriptions over 500 locations (progressive)
  - **30% Discount** for subscriptions over 1,000 locations (progressive)
  - **40% Discount** for subscriptions over 2,000 locations (progressive)

Thank You.

For more information:
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