Sigtree DoT Platform

Enabling Smart Communities

Sigtree offers access to a community that can fix day to day problems with your household and business through Smart Home and Smart Building technologies

DoT - Digitalization of Things
Declining Margins
Unaddressed need to reduce the operational overhead for managing a building

Changing End User Persona
End users need to stay connected and to benefit from the shared economy

Problem Description
For Real Estate and Property Mgmt

Complex Value Chain
It is difficult to introduce PropTech software in the exiting ways of working

Reduced Staff Availability
People are changing jobs very often and building mgmt are particularly difficult to replace
Sigtree DoT
A new approach to real estate & property management

Smart System
One umbrella system, technology agnostic and automation focused

A Community
Collaborate with members and access professional services

Operational focused
Easy communication with chat-bots linked to the smart system
We partner with Property Managers to optimize resource allocation and device control ...

At Sigtree we focus on adding value with a vendor and technology agnostic approach. Our products and services fulfill all expectations for cost optimization, safety, automation and comfort. Our aim is to always have affordable and easy to use products.

* According to Forbes Smart Homes and Smart Utilities sum up close to 20% of the total IoT Global Market representing a net worth of ~USD 808bn
**EU Market Figures**

- **€100 bn** (*)
  Estimated amount spent in 2019 on new Smart Home Devices & Software

- **40%**
  Current owners expect to upgrade or buy new devices in 2019 - 2020

- **59%**
  Aspirational homeowners age 18-35 have plans to invest in Smart Homes

- **60%**
  Out of the total market, 60% will be covered by Software & Services

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**Market Size & Predictions (*)**

Our target in the 2nd operational year is to gain 5k users as market-size which would lead to an estimated 500k yearly revenue plus a once off 15 mil revenue

(*) @PWC - Connected Home 2.0 Report  @PWC press release
# Our Competitive Advantages

## End User Benefits

<table>
<thead>
<tr>
<th>Benefits</th>
<th>Number</th>
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</thead>
<tbody>
<tr>
<td>Goods Sharing Culture and monetization</td>
<td>01</td>
</tr>
<tr>
<td>Faster access to professional services</td>
<td>02</td>
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<tr>
<td>Solve faster facility related problems</td>
<td>03</td>
</tr>
<tr>
<td>Services based on ratings and reviews</td>
<td>04</td>
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<tr>
<td>Enhanced monitoring, security, control</td>
<td>05</td>
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## Customer Benefits

<table>
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<tr>
<td>Better customer reach</td>
<td>01</td>
</tr>
<tr>
<td>Better sales &amp; marketing reach</td>
<td>02</td>
</tr>
<tr>
<td>New revenue streams</td>
<td>03</td>
</tr>
<tr>
<td>User retention and recurrent revenues</td>
<td>04</td>
</tr>
<tr>
<td>OPEX Optimization</td>
<td>05</td>
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</tbody>
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NEW REVENUE STREAMS

Other Opportunities

The Product can reach customers through different channels ...

Insurance Companies
The biggest number of compensatory damages in the real-estate sector are paid for floods, fires and theft. End-users benefit from a better insurance rating, better insurance coverage and a lower monthly insurance cost.

Other Financial Institutions
Can now have a better understanding of what people want, which services they need and when they need them. Enable new financial services like fast-track short and long term loans. Intermediate payments in the community.

The Social Network Smart Living concept that always adds value and win-win situation ...
Commercial Model
Pay-as-you-Go and stop when you want

One stop shop for Smart Systems
A familiar user interface
Answers to a wide array of problems
All in REAL-TIME

Commercially available
SaaS or a White Label in a private cloud

Yearly Flat Fee
Predictable costs and value added

Profitable model
The system pays for itself
ONLY PROFITABLE WIN-WIN SCENARIOS

Project Execution and Financials

- **Smart Home implementation**
  Key component, that will automate the interaction with the community and give control over the home

- **Define a closed Community**
  The community will be built based on affiliation of trusted partners, verified service providers and users

- **Build the white-label apps**
  Customers will get branded apps, that will be shared with the end-users for a smooth collaboration

- **Monetize Services**
  Customers sell the smart system with a margin and will start taking commissions out of the professional service

The commercial model implies the following 4 steps:

01 Sh

02 Cc

03 WI

04 Ms

Our customers may themselves have multiple marketing offers that would create competitive advantages:

- Subsidized loans
- Location administration fees
- Services to transfer/ port devices between location
- Building administration fees
- ...and many more

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Key Takeaways

Cloud Based Smart Platform, for Real Estate Developers and Property Managers. A perfect match to link the physical and digital worlds based on IoT and communities’ concept.

FAMILIAR USER INTERFACE
Better user experience aligned with customer needs

STRONG VALUE PROPOSITION
Unique proposition of enabling Communities focused on common challenges

LOWER OPERATIONAL COSTS
Best access to professional services

ENABLES EXTENDED PARTNERSHIPS
Business Partners can share resources and create Social and Professional Communities
OPEN TO NEW IDEAS

A B2B Product, made for our day to day challenges

Thank You

Contact US!

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