



Reduced Weatherization and Clean Energy Costs for Disadvantaged Communities

A Check Engine Light for the Home!

Bethel Ensley Action Task Inc. Ensley, Al.
Revitalization: Homes, Health & Community



United Community Housing Coalition

Housing is a human right! Detroit, Mi.

shipshape

Making Homes Smart Enough to Take Care of Themselves!



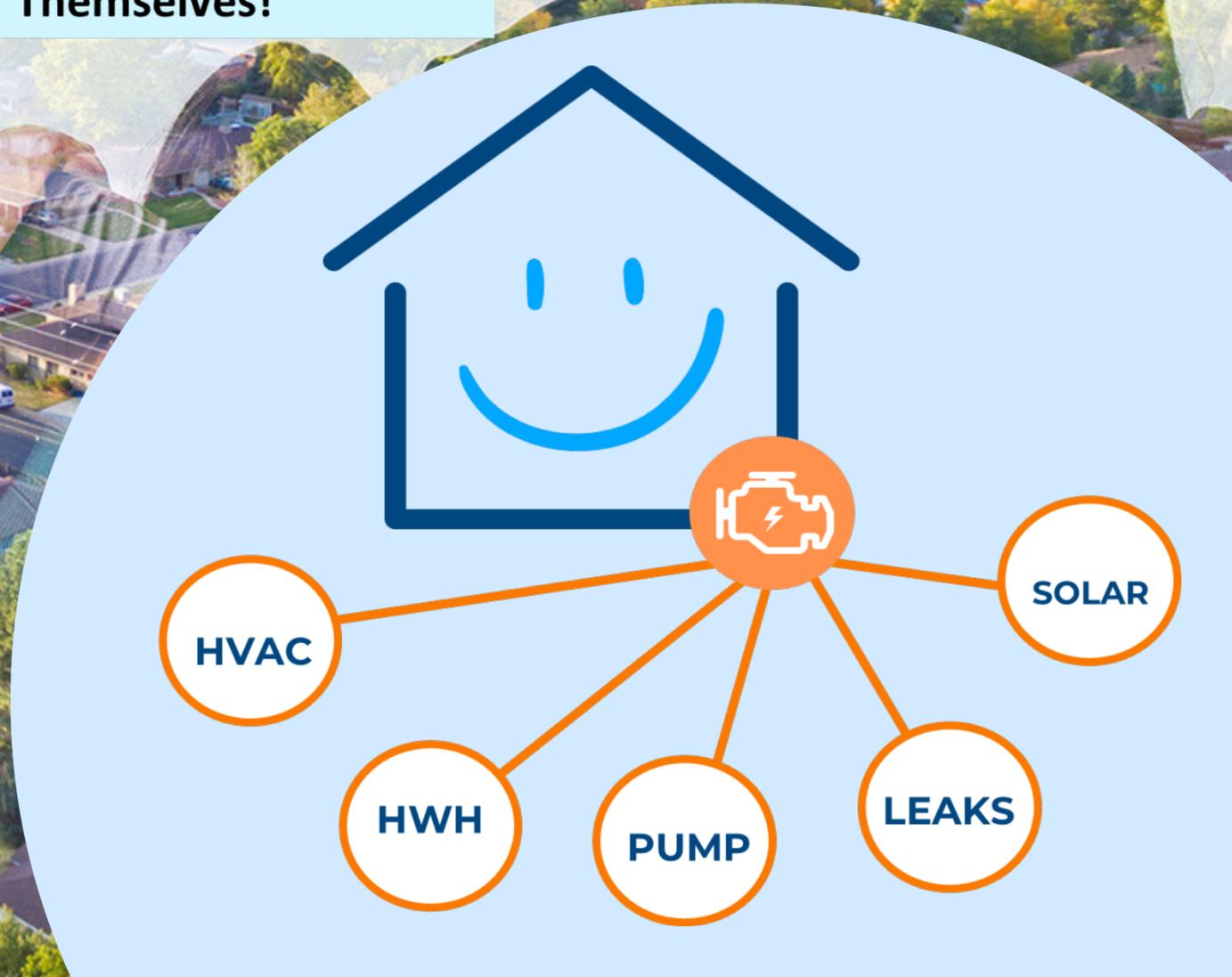
West Anniston Foundation

Health, Educational and Developmental Resources for a Sustainable Community
Anniston, Al.

N.C. Energy Burden & Emissions Reduction Program (EBERP)
Durham, Granville and Orange Counties

Partners:

- NC Sustainable Energy Association
- NC Clean Energy Fund
- Enpira Inc., Central Pines Regional Council
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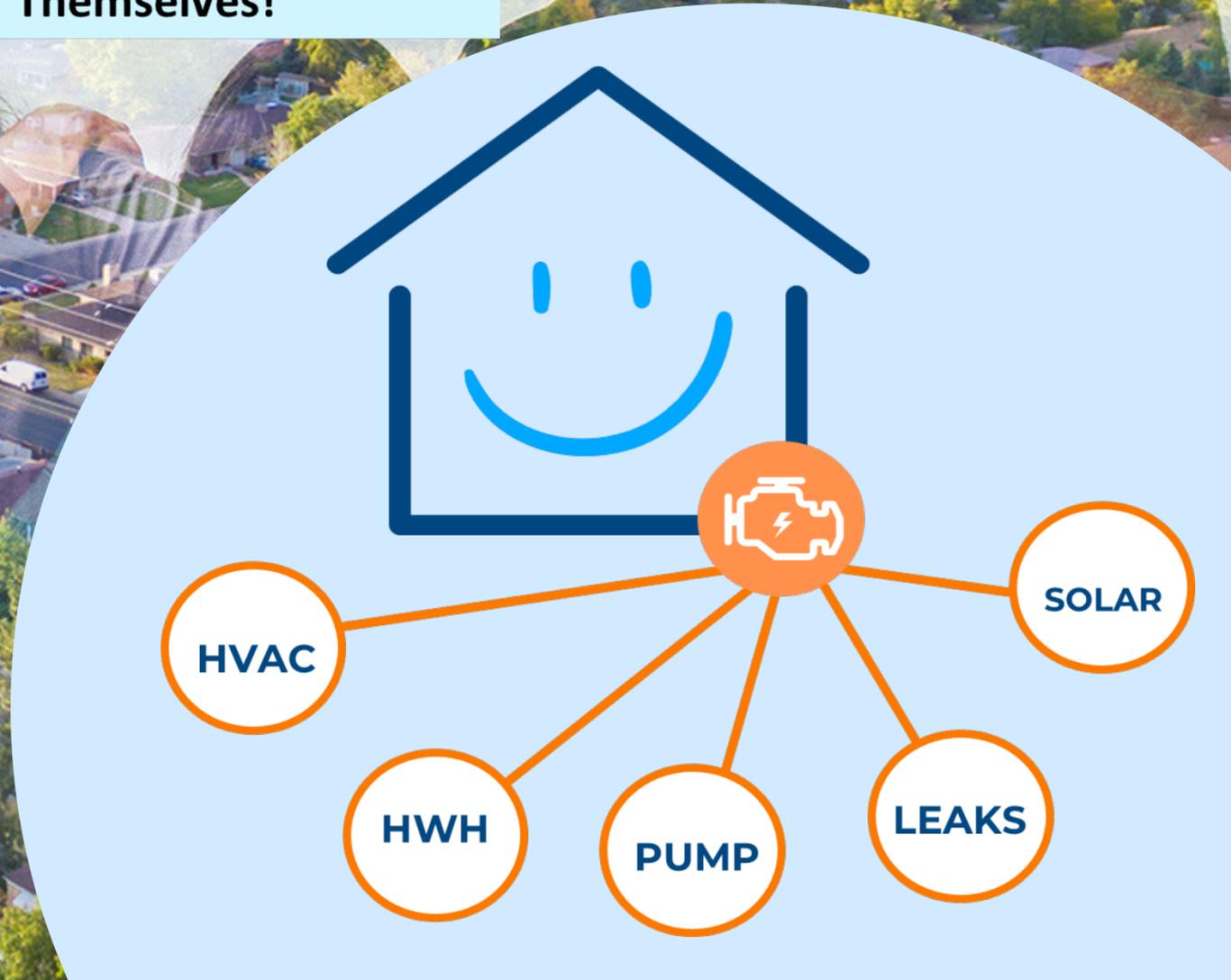
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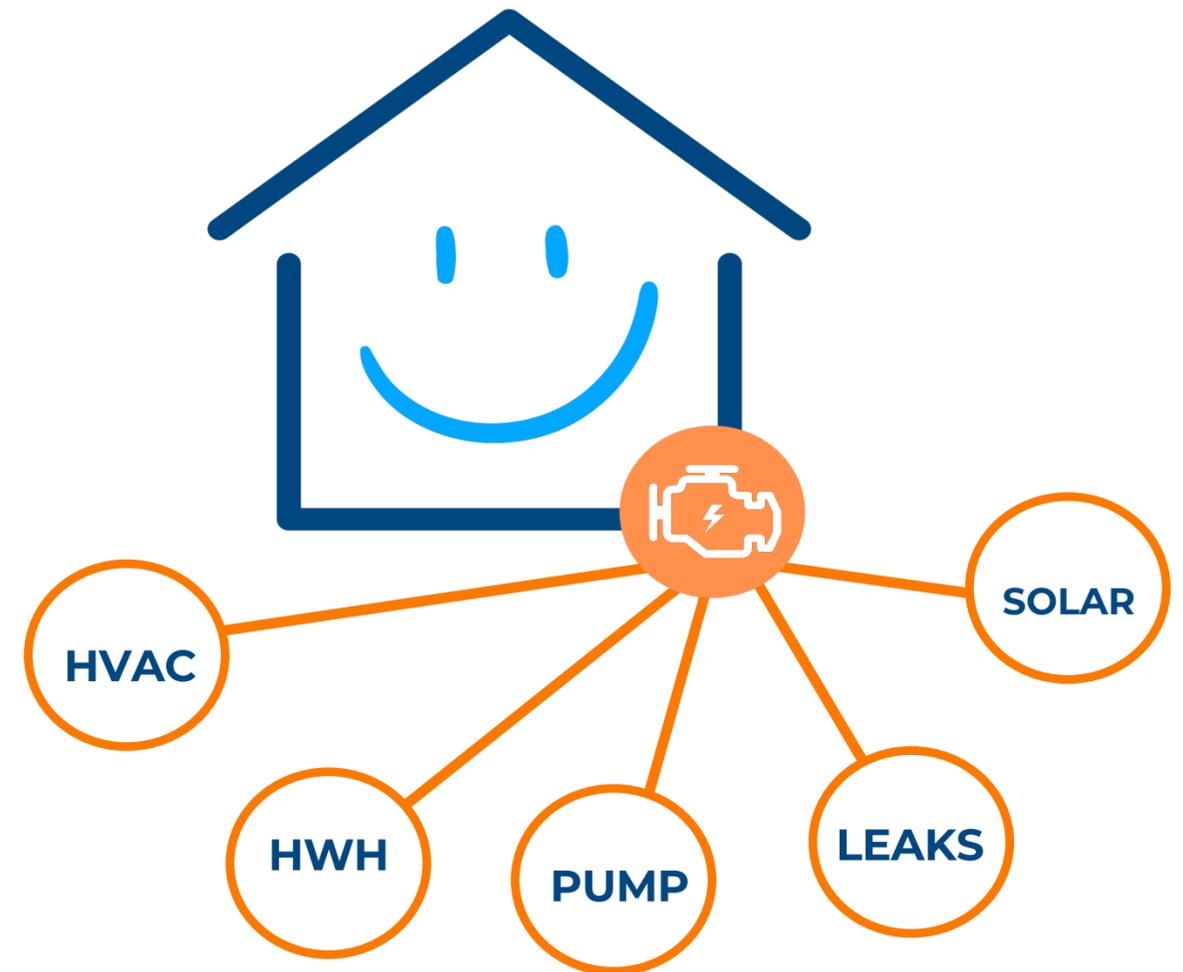
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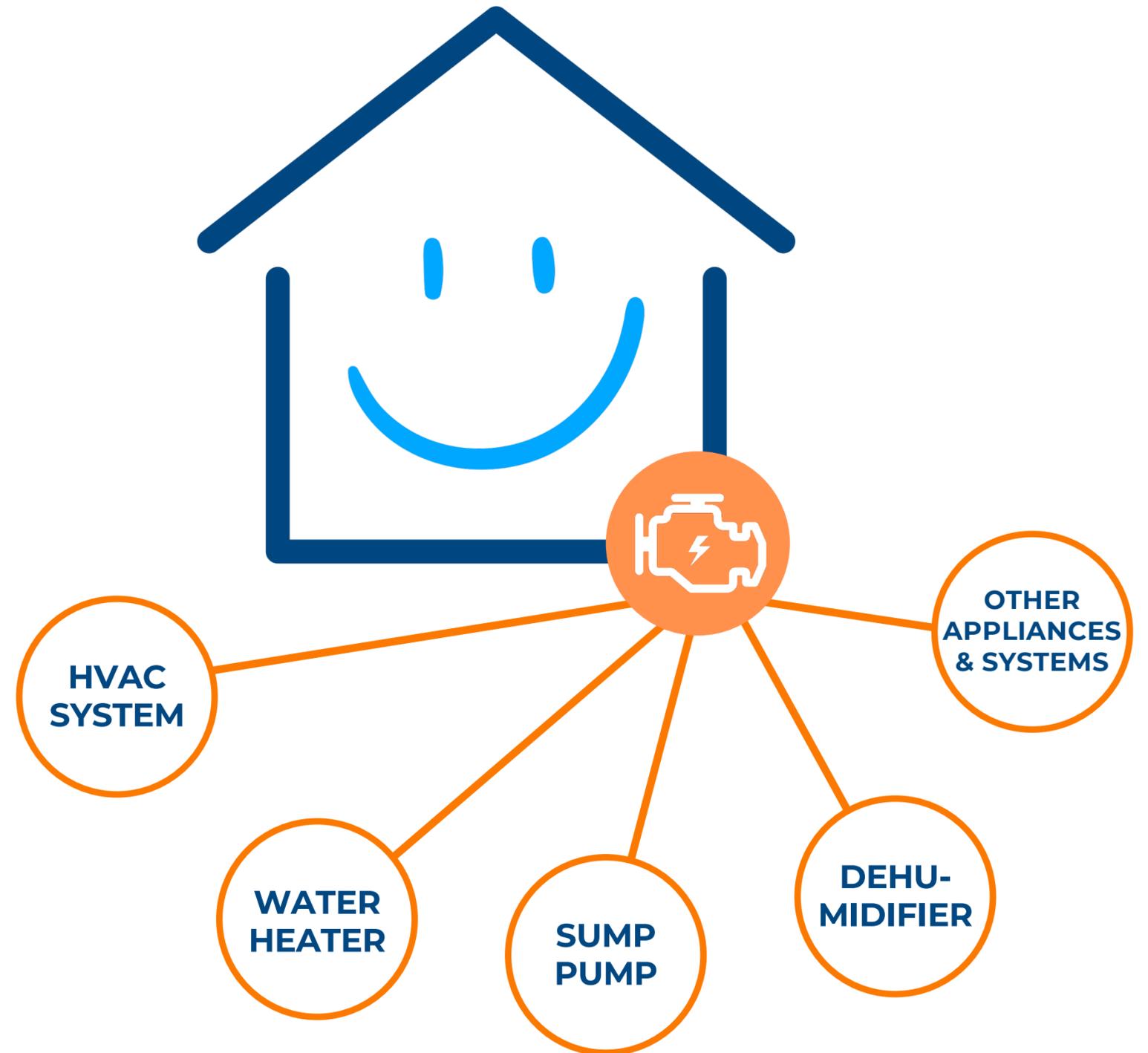
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Health, Educational and Developmental Resources
for a
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shipshape



Call to Action: U.S. (& Global) Housing Stock is...
**Obsolete, Unaffordable, Unhealthy and Difficult to
Maintain**

Homes have become complex and they must be updated -
..... **completely unaffordable and unmanagable** in the
wasteful, inefficient process we use today

Home Management Desperately Needs a Solution

The Root Cause Problem ... Home Operations and Maintenance are Uninformed and Reactive

Homeowners and service organizations **don't have the information they need to maintain and operate** the home and its systems – wasting huge amounts of \$\$\$ for weak results!!

Yet we spend plenty: \$1.1T/yr. (\$11.4K/home) Maintaining and Operating Homes

Best Practices Are Impossible without Information!!

The Home Services Solution

We build spaceships and robots ...
... We can



... give our homes a check-engine
light and a carfax report



The Ultimate Maintenance Plan Bundle

shipshape
Home Intelligence




HVAC Provider



**Are your systems
working 24/7 x 365?**



**Annual
Maintenance**



**Remote App Access
+ Professional
Monitoring**



**Real Time
Notifications**



**Discount on Future
HVAC Services**

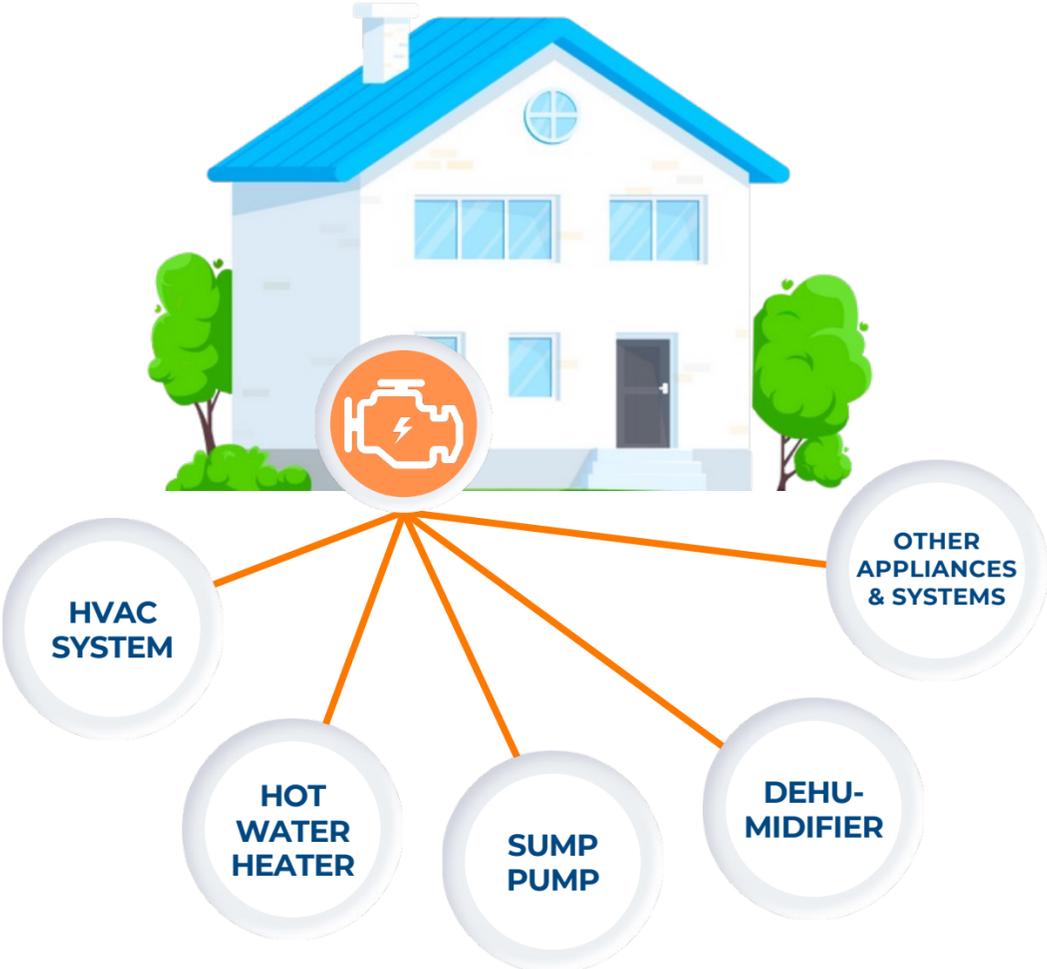
The Shipshape AI Platform

Proactively Connect Homes to Service Providers

Monitor

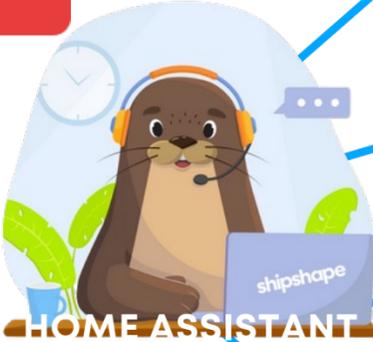
Recommend

Connect



A smartphone app interface for 'Home Sweet Home'. The top status bar shows '9:41' and 'Online'. Below the title, it displays weather information: 'Outside 71° & Rain' and 'Inside 76° 65%'. A blue alert box states 'Sump Pump Nearing End of Life Prepare for replacement'. The 'Home Health Scores' section shows three circular progress indicators: Reliability (65%), Efficiency (100%), and Maintenance (100%). Below this, it indicates 'REM: Good Condition'. The 'Appliances' section lists: 'HVAC Air Handler Attic Working 67% / 77°F', 'Water Heater Garage Issue 94% / 75°F', and 'Sump Pump IDLE'.

- Abnormal Power
Filter change is recommended
- Sump Pump Running Constantly
Check float switch
- High Humidity in Crawlspace
Dehumidifier overworking



Contractors

Utilities

Manufacturers

Insurance

HVAC Contractors Adopt Shipshape! To Win and Keep Customers

1

**Bundle &
Differentiate**

2

**Monitor
Performance**

Power, Leaks, Humidity,
Temperature, Equip. Age +

3

**Stay Connected
&
Be Proactive**



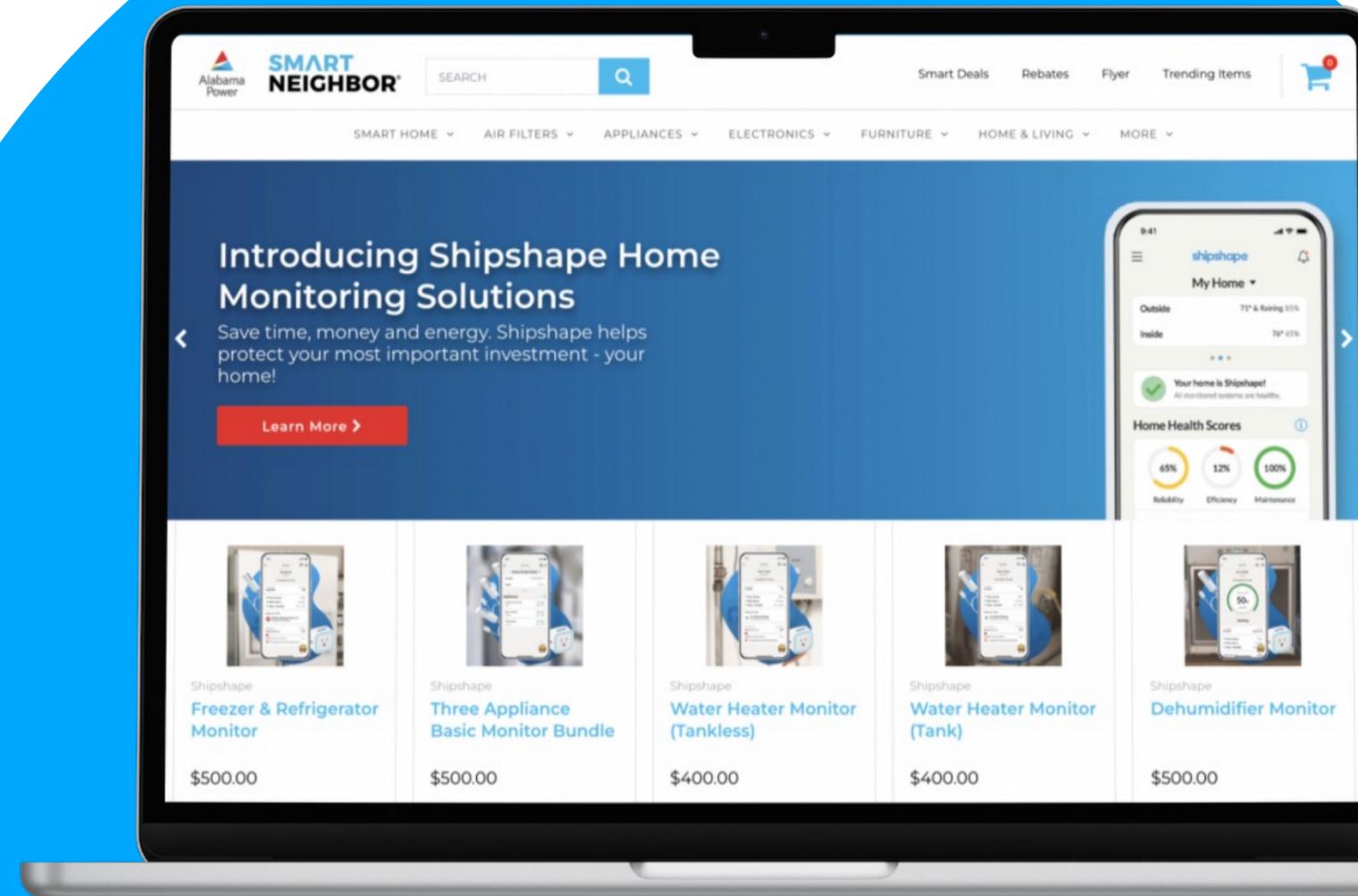
Utilities Adopt Shipshape To Meet PSC Efficiency and Community Goals

Alabama Power Smart Financing Promoting Shipshape for HVAC

+ 1,000 HVAC Contractors + 1.6M Homeowners

Now bundle Shipshape into projects on the power bill!

Customers now get free thermostat with Shipshape



Market For Shipshape Today

93.5M

Single Family Homes (USA)

\$450

Shipshape Bundle

HVAC, waterproofing and Advanced Leak Detection

+

\$10/mo.

Per Home for Membership & Monitoring

“66% of homeowners will pay \$10/mo for performance monitoring and proactive maintenance.”
Parks Associates

=

\$84B

Market for Bundles

Sell 2 Per Home

+

\$7.4B

Market for Membership and Pro Monitoring

2 Bundles per homw?? Doesn't seem right

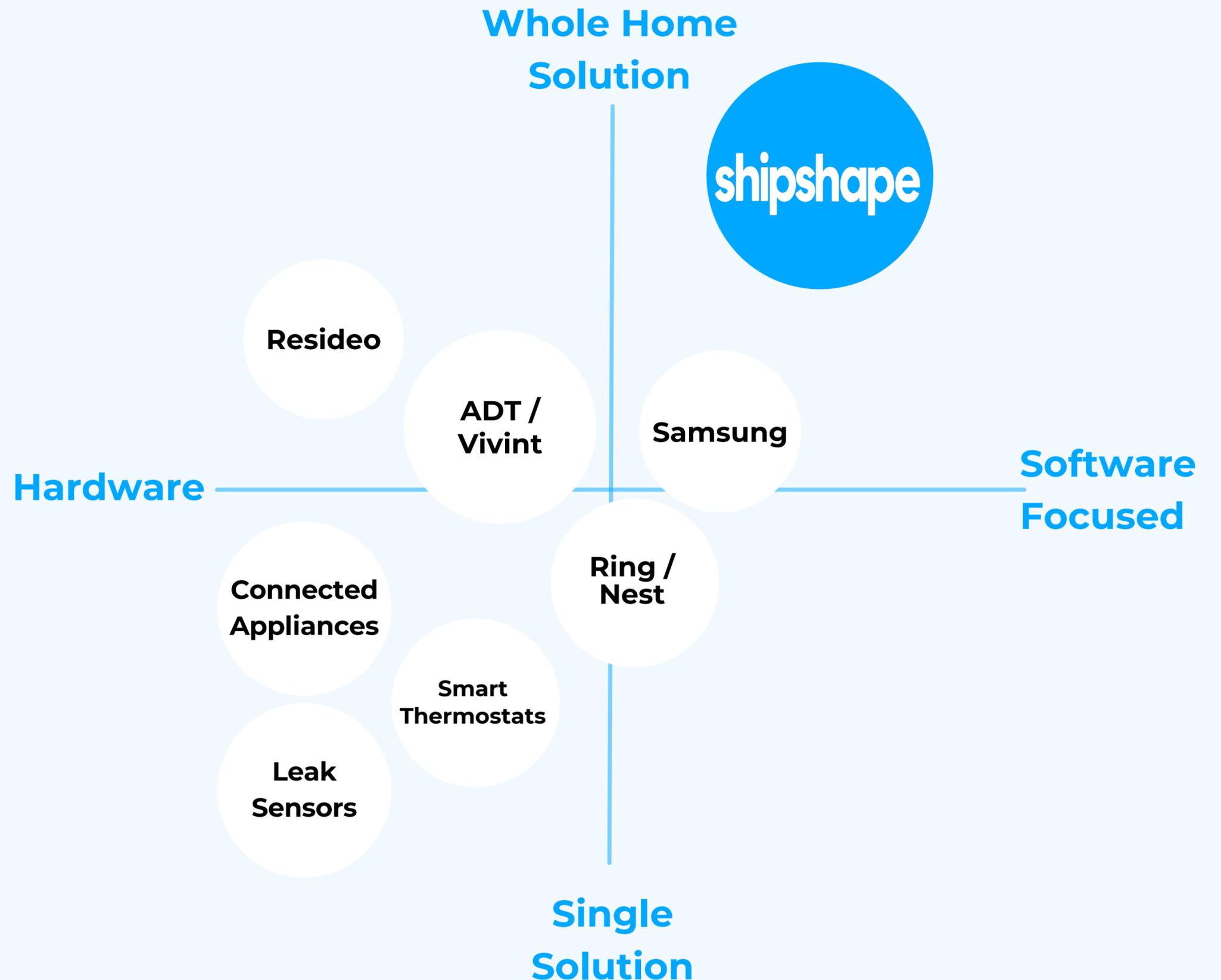
Competitive Advantages

**Shipshape's Patented, AI Powered Platform:
With a Multi-Year Lead**

**Not a Siloed Solution:
Maintenance for All Home Mechanicals**

**Cost Effective:
Retrofits to existing equipment**

**Compatibility:
With All Manufacturers**



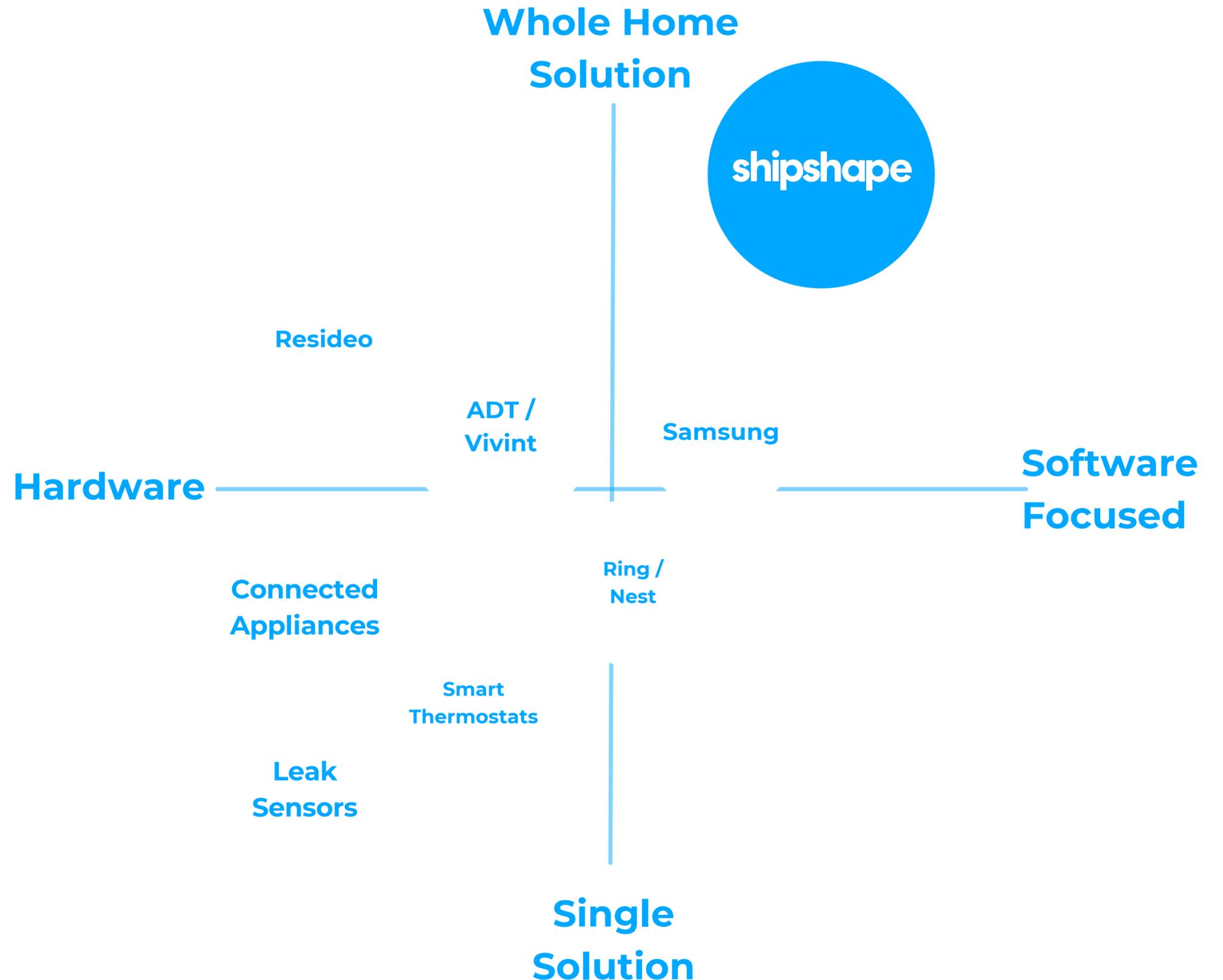
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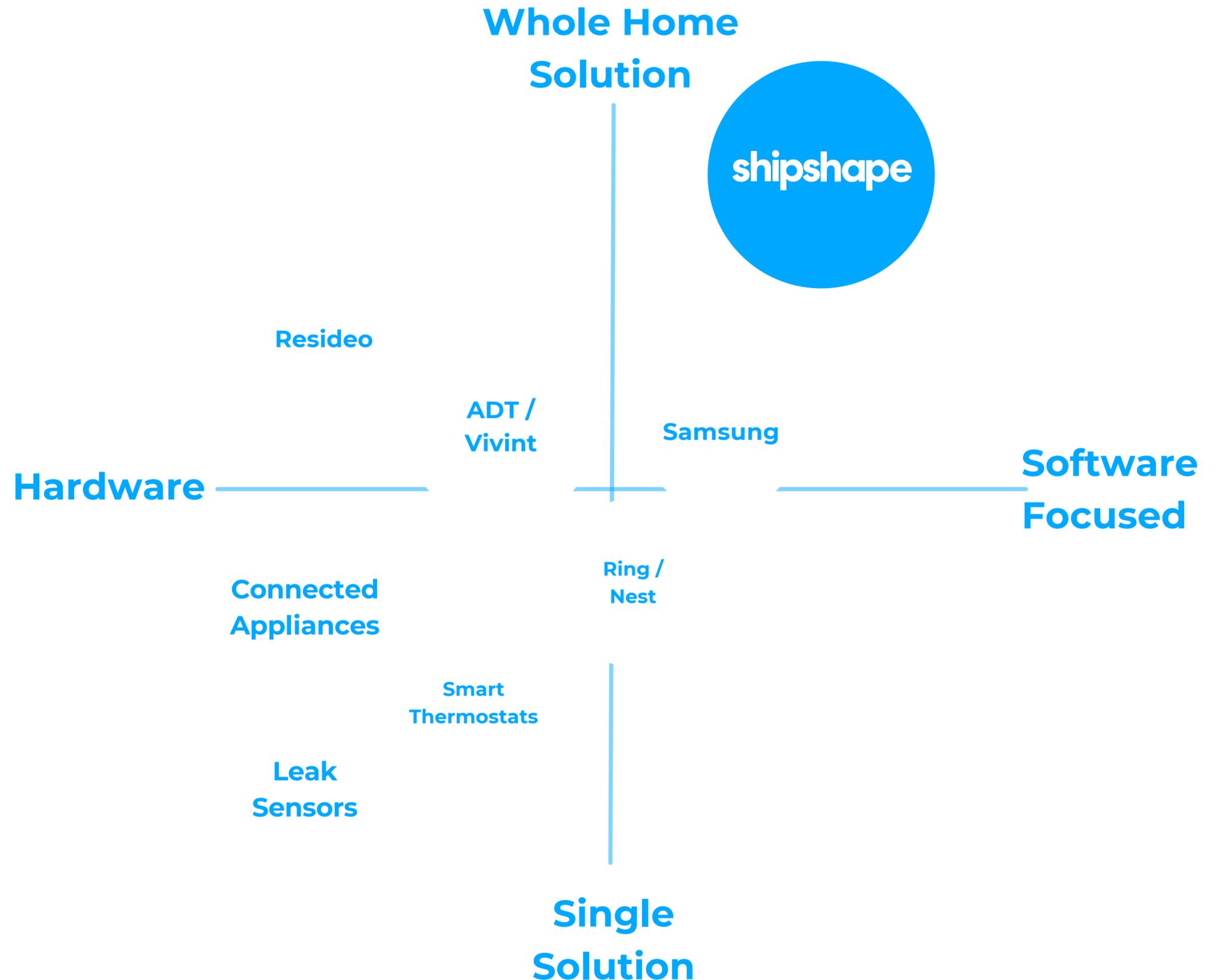
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Selected Team Members

22 full time employees

Ryan Dalton, Co-founder & CRO

Expert in growing revenue from experimental fintech and real-estate businesses



Rob Karp, Executive Director

Facilities management innovator. Developed Cushman's platform, consolidated \$6B in spend across 30K properties. Columbia MBA



Andrew Nollmann, COO

ex Accenture, AI-powered customer experience expert. Built \$100M+ omnichannel analytics practice



Dale Johnson, Director of Dealer Partnerships and Marketing

Built \$65M revenue stream for a leading waterproofing company. ex-AFS (Groundworks), Mr. Electric (Neighborly)



Alex, swap places with Ryan. That's the convention

Alexander Linn, Founder & CEO

Expert in smart buildings and AI applications ex Salesforce, AI specialist



Vitalii Kapluik, VP of Engineering

Expert in big data, scalable systems and machine learning applications for IoT



Mykola Sedletsykyi, Head of Web/Mobile

17+ years of experience developing IoT-enabled products for homeowners as a full-stack engineer



Becket Linn, Co-founder & Product Designer

Expert in product design. ex Engagio (acquired), Altisource Residential (public offering)



Corporate Investors



North America.
Supplier to Samsung
for SmartThings IoT
hardware



**Alabama
Power**

Subsidiary of Southern
Company (NYSE: SO)

Board Members

Glenn Krevlin

Consumer-focused investor. Prior Director of Restoration Hardware, provided capital for successful turnaround (NYSE: RH) and Director of Design Within Reach (acquired by Herman Miller). Investor & Director of Centriq (acquired by Undisclosed).

Jim Scilacci

Utilities industry leader. Prior CFO of Edison International (NYSE: SCE). Director at Hawaii Electric (NYSE: HE). Advisor to a leading venture fund focused on energy and impact investments.

Peter Townshend

20 years of experience, has advised startups that have been sold to Google, Yahoo, Twitter, and Atlassian to name a few. Previously at Perkins Coi in Silicon Valley. Yale + Berkley JD/MBA.

Strategic Investors

Frank Scardino

Partner at biggest independent insurance brokerage in the world, and President of their P&C group, Lockton Insurance.

Joe Davila

Expert in single family housing as an asset class, partner at \$45B asset manager that owns 100k+ homes, and CEO of their service business, Pretium.

Jonathan Belcher

President & Founder of the biggest home builder in Alabama, Signature Homes

Ask & Use of Funds

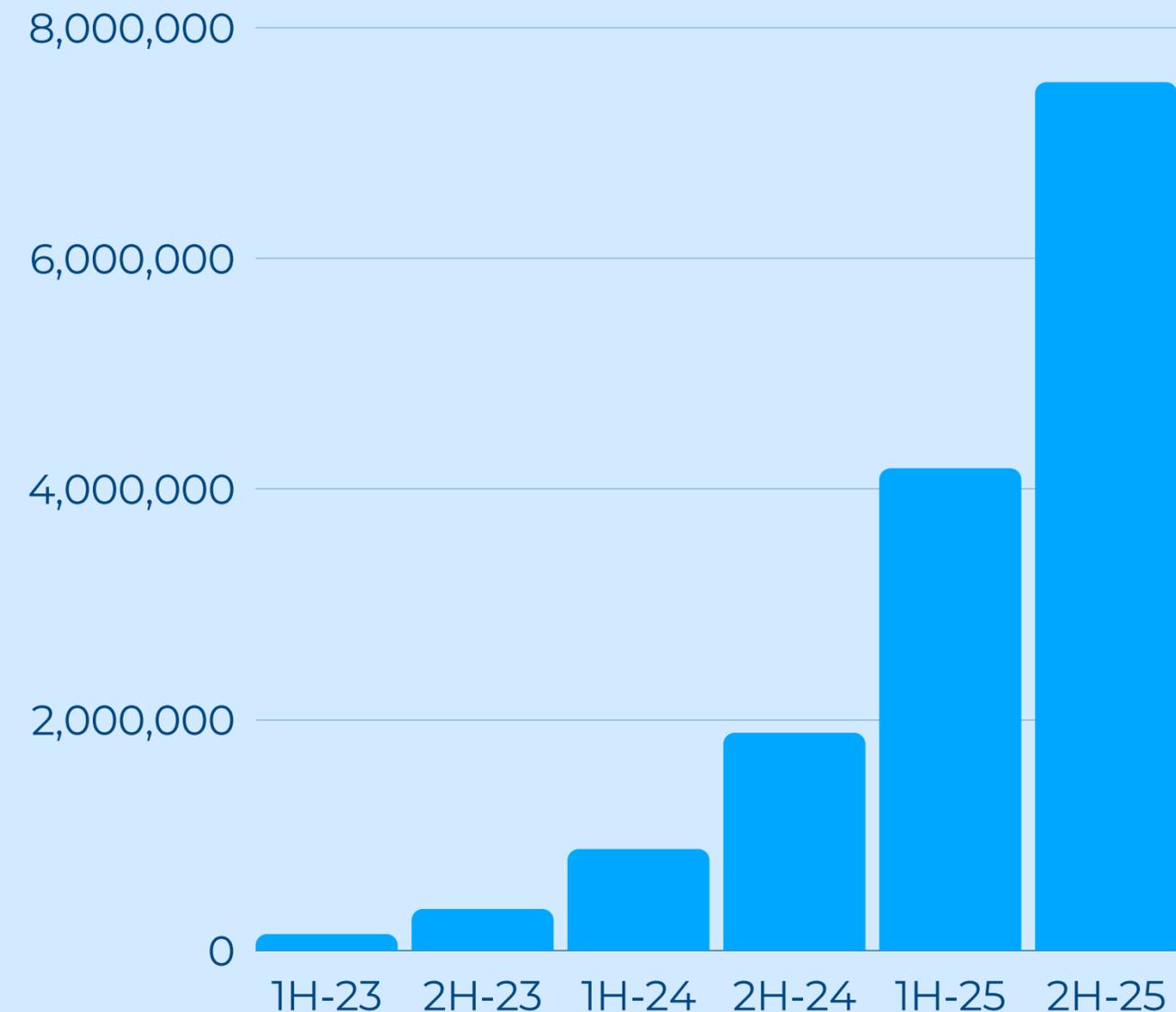
Raising \$2M to:

- **Prove the impact** from partnerships with Alabama Power Smart Financing and Turnpoint
- **Secure additional key partnerships**
- Deliver the **novel energy management** capabilities of our patented AI-powered platform
- **Ramp revenue to \$200K per month** through the contractor strategy

LTV \$869

CAC \$42

Revenue



Appendix: Financials

- **5 Year Projections**
- **12 Month Operating Plan**
- **Assumptions**
- **Unit Economics**
- **Historical Financial Results**
- **Financial Statements**

Add a shipshape line to this

Example Partner 5-YR ROI Forecast

Increase revenue through smart-enabled upselling of services and products

	Homes Installed Homes on the App	1,000 10,000	10,000 100,000	50,000 500,000	100,000 1,000,000	300,000 3,000,000	
ROI		Year 1	Year 2	Year 3	Year 4	Year 5	Total
Partner Revenue							
Increase in Close Rate + Business Growth		\$350,000	\$3,500,000	\$17,500,000	\$35,000,000	\$105,000,000	\$161,350,000
Service Plan Revenue		\$133,200	\$2,326,560	\$12,961,248	\$32,568,998	\$92,655,199	\$140,645,205
Shipshape Hardware Revenue		\$500,000	\$5,000,000	\$25,000,000	\$50,000,000	\$150,000,000	\$230,500,000
Service Visit Revenue		\$500,000	\$5,100,000	\$26,020,000	\$55,204,000	\$161,040,800	\$247,864,800
Cross Sell Revenue		\$50,000	\$500,000	\$2,500,000	\$5,000,000	\$15,000,000	\$23,050,000
Lead Revenue (Utility, Insurance, Waterproofers etc.)				\$103,600,000	\$210,000,000	\$420,000,000	\$733,600,000
Marketing To Past Customers				\$46,620,000	\$46,620,000	\$46,620,000	\$139,860,000
Reduced Maintenance Plan Service Visit Savings		\$12,000	\$120,000	\$600,000	\$1,200,000	\$3,600,000	\$5,532,000
Total Partner Revenue		\$1,545,200	\$16,546,560	\$234,801,248	\$435,592,998	\$993,915,999	\$1,682,402,005

Enroll 3.3M Customers Onto Shipshape App & Hardware Over 5 yrs

7X ROI On Each Connected Customer

Generate \$1B In Annual Revenue From Maintenance Plans & New Projects



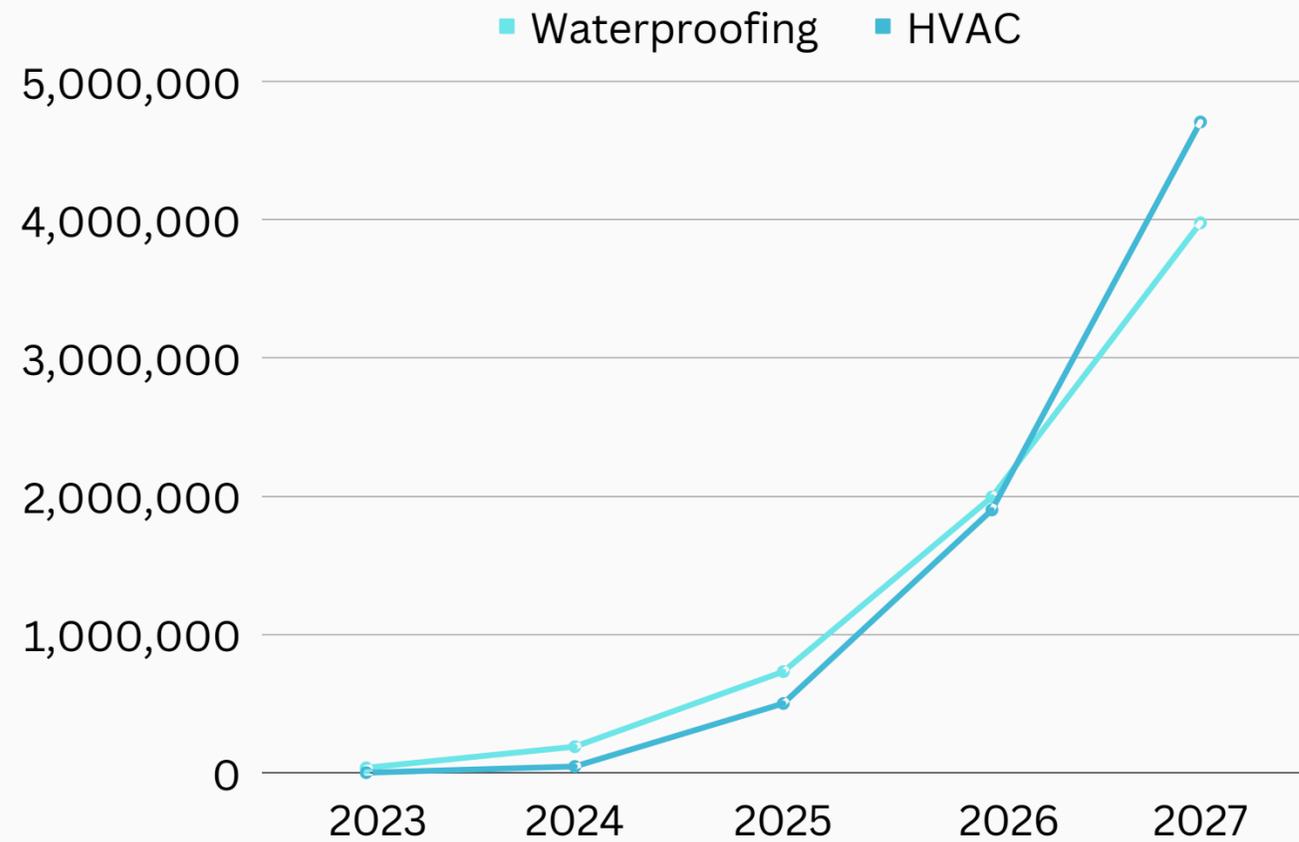
The 7X ROI is too high – Shipshape should get part of that.

Generating \$30MM in ARR for Shipshape

Create a slide for 40% loss of service plans and X% loss of customers. This loyalty is worth \$1B over 5 years. Show that value to the dealer. Create a slide showing one dealer – then show what the 5 or 6 could do with their total customer base

5 Year Revenue Projections

ARR By Channel



**1.4M subscribers
generating \$51M of ARR by
2027**

Total Revenue

While the %
Is great, I would combine these
Also, I'd put a colored band on
2024 and label it pilot,
2025 Roll out with w 2 distributors. And
2026 - 27 2 distributors trained and going to
Volume. I think you need to tell the
Compounding story. Maybe one slide for one
Roll out then layer over multiple. We should discuss this
Go to 7 year. You are laying foundation solidly in 23 - 25

**200K homes onboarded:
50K Waterproofing
150K HVAC**

HVAC Contractors Sell and Install Shipshape Bundles

90+

maintenance pros on platform

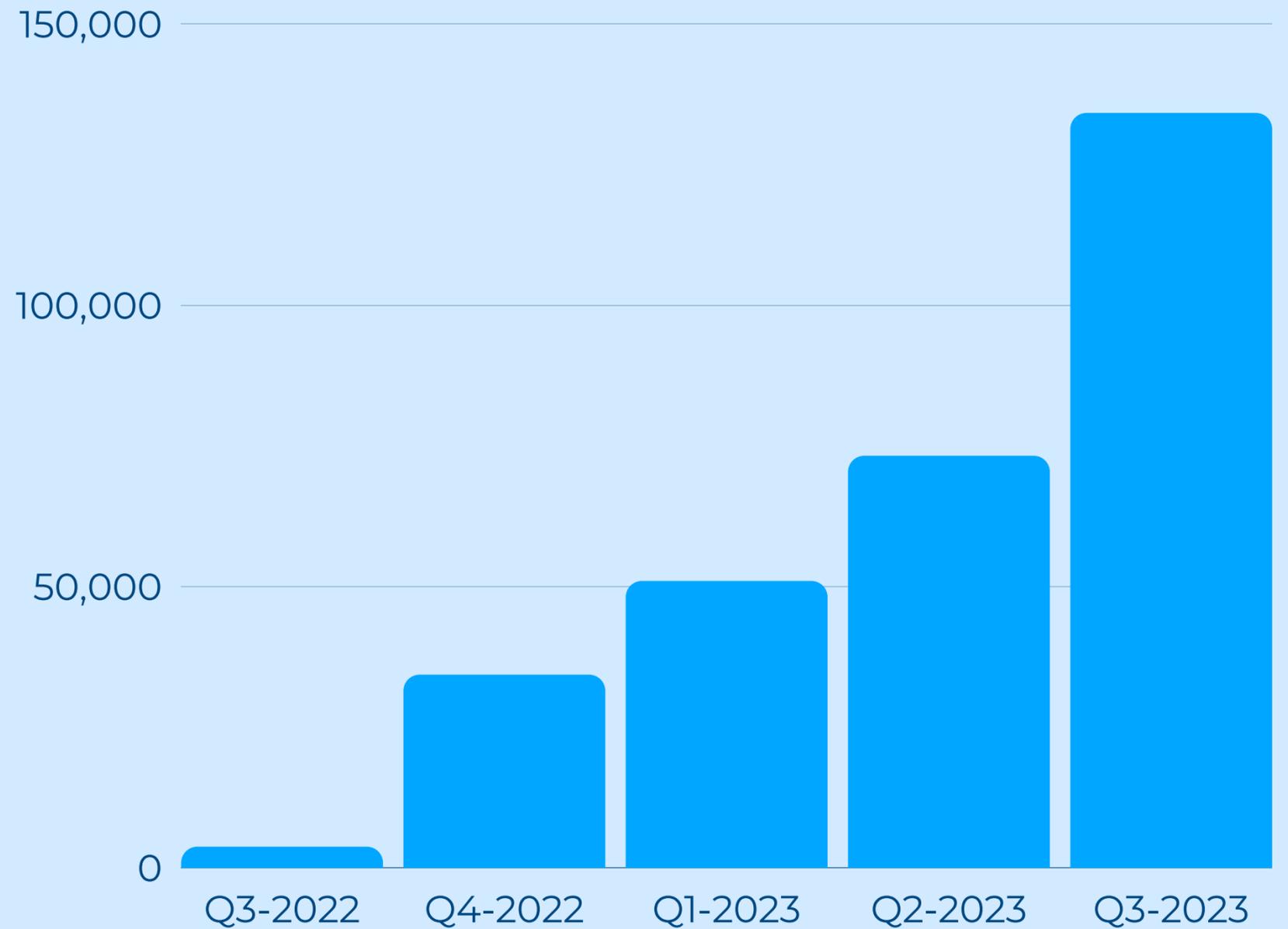
Great slide, drop run rate and get more powerful statements

\$323K

annual run rate for recurring reorders
allowing us to efficiently connect homes

4 of 5

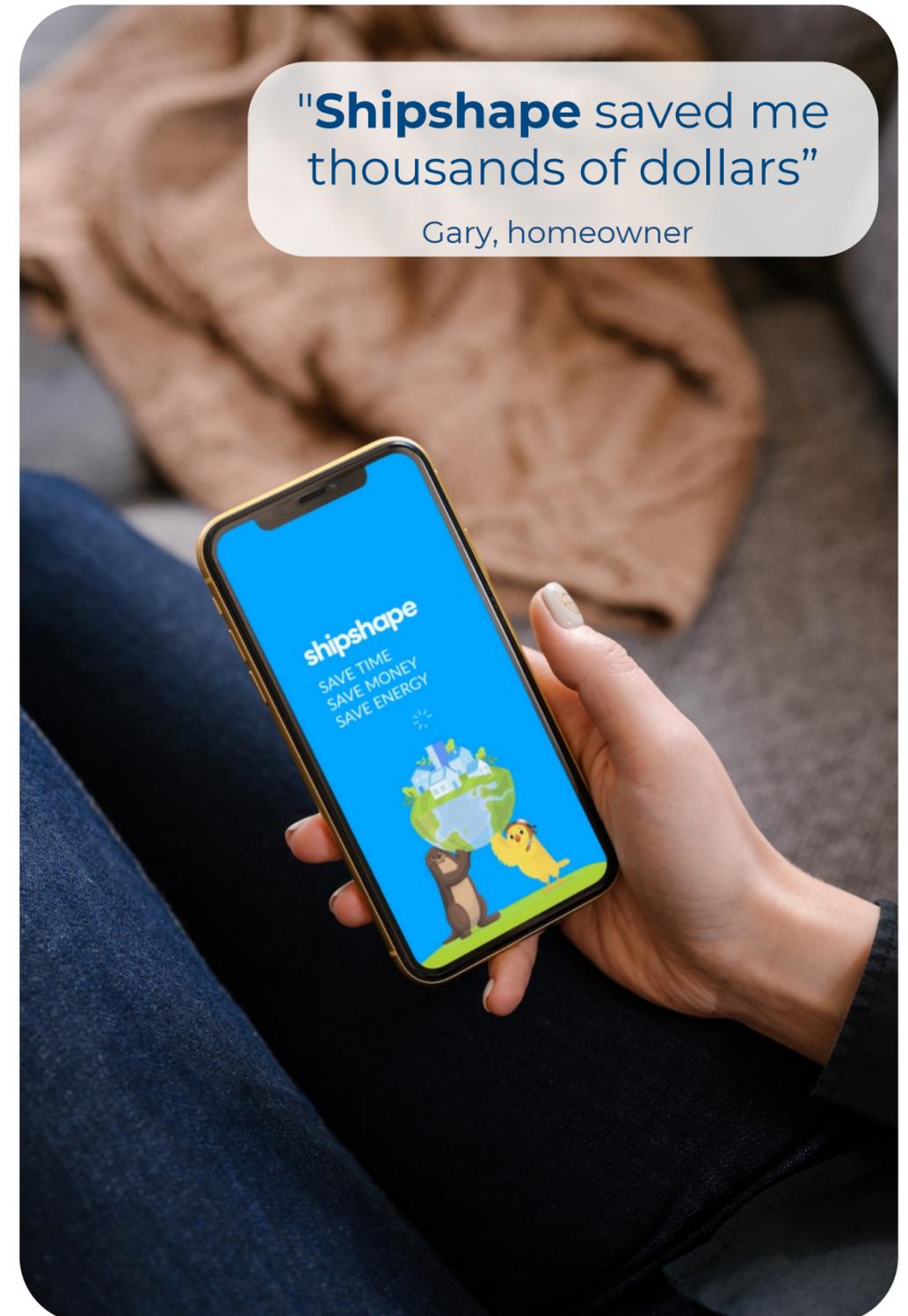
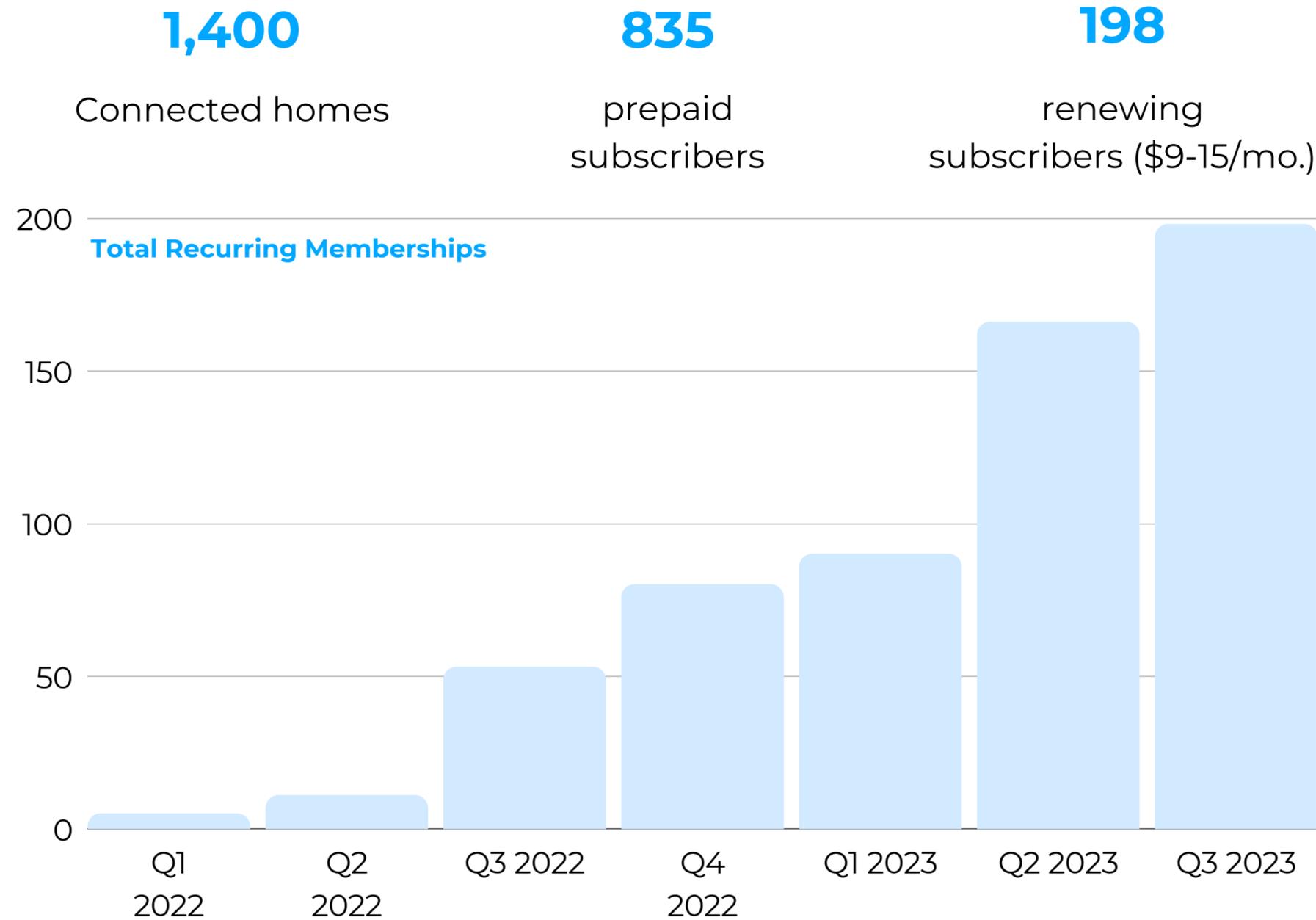
homeowners more likely to recommend
service pro after getting Shipshape



Quarterly
Revenue

Recurring Revenue From Memberships & Pro Monitoring

Good point by bad slide. 200 recurring memberships is too low to move the needle. Maybe 835?? I don't know how to show this.



Financial Model - 5 Year Summary

A win-win solution for homeowners and service providers allows us to rapidly establish a fundamentally sound business from which to scale

Financial Summary	2023	2024	2025	2026	2027
Total Homes	2,104	9,163	39,695	107,075	223,243
Growth Rate %		435%	433%	270%	208%
Total Monitored Subscribers	210	2,922	23,169	74,235	164,945
Connection Revenue	\$390,000	\$1,850,000	\$5,100,000	\$8,800,000	\$12,500,000
Subscription Revenue	\$130,000	650,000	2,100,000	5,000,000	10,200,000
Marketplace Revenue	-	-	-	3,100,000	7,100,000
Total Revenue	\$520,000	\$2,500,000	\$7,200,000	\$16,900,000	\$29,800,000
Growth %		481%	288%	235%	176%
CAC per Onboarded Customer	\$1,308	\$344	\$158	\$103	\$88
Cost of Revenue	\$390,000	\$1,860,000	\$5,100,000	\$9,300,000	\$13,900,000
Margin	\$130,000	\$640,000	\$2,000,000	\$7,600,000	\$15,900,000
Margin %	26%	26%	28%	45%	53%
Connection Margin %	0%	0%	2%	1%	1%
Subscription Margin %	99%	98%	96%	93%	91%
Funds Raised	\$3,750,000	\$10,000,000	\$0	\$10,000,000	\$0

Scale Efficiently
We have optionality to be profitable by Q3 2024

High Average LTV this is a mortgage term meaning loan to value. of \$936
Dealers will pay to market, sell and install Shipshape, leading to an incredibly high LTV to CAC ratio (~11:1)
Is a not planning For explosive growth.

Forecast Drivers

Dealer Growth Assumptions

- Ramp to achieve market presence of 3,000 homes to the platform by June 2024
- Sell waterproofing dealers a 10-pack of 2 appliance kits (\$4,500 per pack)
 - \$350 connection fee (break-even margin), \$100 service revenue fee (pure profit)
 - Hardware cost will decrease with scale (line of sight to ~50% cost reductions) that we can either pass on to dealers to boost adoption rate or keep to increase margin
- Based on historical data from August 2022-June 2023 (inception of 10 pack program):
 - Dealers average 3 months to sell the initial 10 units
 - 25% of signed dealers will purchase more inventory, selling on avg. 13 units/month

Subscription Optimization

- \$12/month price target for subscription
- Assumes a 10% attach rate on selling a dealer's customers a subscription
 - we have averaged a 60% attach rate previously so this is conservative

HVAC

- Rapidly onboard HVAC customers through smart thermostat integrations, charging \$2/month beginning in 2024
 - upgrade HVAC dealers and their customers to hardware solutions over time

Marketplace Revenue

- 10% commission fee target for appliance sales (\$640 average cost) and concierge services (\$300 average cost) through our chatbot and service agents

APPENDIX

Now Is the Time For A Platform Like Shipshape

Consumers are looking for smart home services



66%
of internet households
would pay...

\$10/mo.
for **smart monitoring with proactive
maintenance.**



**PARKS
ASSOCIATES**

"Shipshape is doing big things with an interesting solution with maintenance, convenience and energy management in mind" -*Elizabeth Parks*

Customer Lifetime Value

Each target customer segment has high potential revenue

Too complex drop Waterproofing and HVAC
Maybe with and without start up kit.

Blended CAC is \$88

Blended LTV is \$936

CUSTOMER SEGMENT	DESCRIPTION	% OF SALES BASE	LTV
Waterproofing customer	Customers onboarded through waterproofing service provider channel	70%	\$1,220
HVAC customer	Customers onboarded through HVAC service provider channel	30%	\$853

Waterproofing customers onboard with \$450 solution sale

HVAC customers onboard with \$2/month thermostat integration

12 Month Operating Plan

Grow waterproofing base and introduce HVAC integrations beginning in 2024 to scale revenue

Operating Plan	Oct-23	Nov-23	Dec-23	Jan-24	Feb-24	Mar-24	Apr-24	May-24	Jun-24	Jul-24	Aug-24	Sep-24
New dealers	5	5	10	11	12	12	12	15	16	16	16	16
Total selling dealers on platform	40	45	55	66	78	90	102	117	133	149	165	181
Hardware Orders												
New dealer orders	50	50	67	84	103	105	106	116	129	143	146	146
Recurring dealer orders	81	98	114	130	146	179	212	245	278	311	355	401
Total orders	131	148	180	214	249	284	318	361	408	454	501	547
HVAC Integrations												
New dealer integrations	-	-	-	17	50	83	100	100	100	100	100	100
Recurring dealer integrations	-	-	-	-	-	-	10	30	50	70	90	110
Total new integrations	-	-	-	17	50	83	110	130	150	170	190	210
Total subscribers	178	192	210	266	358	486	646	836	1,052	1,295	1,564	1,859
Revenue												
Connection revenue	45,938	51,625	63,146	74,967	87,088	99,063	110,855	125,964	142,239	158,515	174,703	190,862
Service revenue	15,612	17,444	20,988	24,961	29,146	33,397	37,737	43,190	49,127	55,213	61,421	67,768
Total revenue	61,550	69,069	84,134	99,928	116,233	132,460	148,591	169,153	191,366	213,728	236,124	258,630
Total margin	15,497	17,319	20,851	24,791	28,923	33,103	37,354	42,703	48,521	54,473	60,534	66,719
Monthly operating expenses	221,588	221,722	221,885	226,453	227,728	228,065	228,455	228,904	229,414	497,092	511,632	526,263
Net operating income (loss)	(206,091)	(204,403)	(201,034)	(201,662)	(198,806)	(194,961)	(191,101)	(186,201)	(180,893)	(442,619)	(451,098)	(459,544)

Quarterly Financial Performance FY2022-23

Income Statement (unaudited)	Q1 2022	Q2 2022	Q3 2022	Q4 2022	FY 2022	Q1 2023	Q2 2023	Q3 2023
Total revenue	5,795	53,212	3,681	34,258	96,946	55,261	81,164	134,097
Cost of revenue	7,203	133,342	114,492	71,977	327,015	46,015	81,311	87,130
Margin	(2,140)	(81,211)	(112,500)	(39,516)	(230,069)	9,245	(147)	46,966
Margin %	-37%	-153%	-3057%	-115%	-237%	17%	0%	35%
Operating expenses								
Research and development								
Research and development payroll	138,919	136,796	143,386	118,812	537,913	155,002	175,177	155,537
Contracted engineering	18,414	19,820	18,480	10,960	67,674	20,515	17,430	11,508
Research and development payroll	10,120	9,409	9,923	16,974	46,427	11,449	11,423	17,450
Total research and development expense	167,453	166,025	171,789	146,746	652,014	186,965	204,029	184,495
Sales and marketing								
Sales and marketing payroll	305,405	297,022	362,582	285,484	1,250,493	289,093	267,490	273,271
Advertising and promotion	38,459	33,177	45,537	49,911	167,083	42,207	15,664	5,730
Other sales and marketing expense	73,577	78,781	68,126	56,351	276,835	87,110	77,127	107,499
Total sales and marketing expense	417,441	408,980	476,246	391,745	1,694,412	418,410	360,281	386,501
General and administrative								
General and administrative payroll	43,629	40,131	51,449	40,435	175,643	44,100	40,777	41,917
Other general expenses	42,545	44,668	52,632	35,289	175,134	103,978	61,872	81,961
Total general and administrative expense	86,174	84,799	104,081	75,723	350,777	148,078	102,648	123,878
Total operating expenses	671,068	659,804	752,116	614,215	2,697,203	753,454	666,959	694,874
Net income (loss)	(673,208)	(741,015)	(864,616)	(653,730)	(2,927,271)	(744,208)	(667,106)	(647,907)
Capital expenses and inventory purchases	440,858	184,539	61,325	52,930	739,652	0	118,740	0

Key Results from Operations to Date

- 6 straight months of >\$12K reorders from waterproofers
- 25% of dealers that we have sold to in last year are reordering, outperforming our target 20% rate
- Built pipeline of over 1,000 dealers and 20 enterprise deals that could each bring in over 100,000 homes to platform
- Developed waterproofing, HVAC, and sensorless solutions
- Built Shipshape platform that is ready to be integrated with any open API in a matter of weeks to enable future integrations with utilities, manufacturers, and other home ecosystem providers
- Assembled a robust team ready to scale engineering, operations, and sales

Income Statement

Proforma Income Statement	2023	2024	2025	2026	2027
Revenue					
Connection Revenue	\$386,546	\$1,847,794	\$5,058,950	\$8,799,647	12,538,653
Subscription Revenue	134,965	649,208	2,051,972	5,025,329	10,226,523
Marketplace Revenue	-	-	-	3,104,142	7,116,655
Total Revenue	\$521,511	\$2,497,002	\$7,110,922	\$16,929,118	29,881,831
Cost Of Revenue	387,684	1,856,915	5,096,690	9,331,405	13,934,020
Margin	\$133,827	\$640,087	\$2,014,232	\$7,597,712	15,947,812
Margin %	26%	26%	28%	45%	53%
Operating Expenses					
Research and Development					
Core Engineering	\$626,289	\$1,215,391	\$1,868,669	\$1,924,729	3,586,321
Other Engineering	72,600	116,764	355,546	846,456	1,494,092
Other Technical Expenses	45,270	102,927	303,558	307,392	315,408
Total Research and Development Expense	\$744,159	\$1,435,082	\$2,527,774	\$3,078,577	5,395,821
Sales and Marketing					
Sales and Marketing Payroll	\$1,295,564	\$1,985,273	\$3,671,063	\$5,276,942	7,749,810
Advertising and Promotion	12,000	258,061	757,087	1,256,473	2,066,926
Other Sales and Marketing Expense	137,075	182,220	389,398	400,232	408,248
Total Sales and Marketing Expense	\$1,444,639	\$2,425,554	\$4,817,549	\$6,933,646	10,224,984
General and Administrative					
General and Administrative Payroll	\$285,760	\$579,725	\$891,071	\$917,803	945,337
Other General Expenses	155,108	237,800	505,558	515,392	529,408
Total General and Administrative Expense	\$440,868	\$817,525	\$1,396,629	\$1,433,195	1,474,746
Total Operating Expenses	\$2,629,666	\$4,678,161	\$8,741,952	\$11,445,418	17,095,551
Income (Loss) Before Income Taxes	(\$2,495,840)	(\$4,038,074)	(\$6,727,720)	(\$3,847,705)	(1,147,739)
Income Tax Expense					
	-	-	-	-	-
Net Income (Loss)	(\$2,495,840)	(\$4,038,074)	(\$6,727,720)	(\$3,847,705)	(1,147,739)

Balance Sheet

Proforma Balance Sheet	Dec-23	Dec-24	Dec-25	Dec-26	Dec-27
Assets					
Current assets					
Cash	2,057,826	8,339,481	2,027,992	8,418,409	7,324,628
Accounts receivable	-	-	-	-	-
Inventory	431,567	409,576	419,454	456,108	503,321
Total current assets	2,489,393	8,749,057	2,447,446	8,874,517	7,827,949
Property plant and equipment, gross	16,500	64,500	84,000	165,000	307,500
Accumulated depreciation	(3,225)	(10,725)	(25,600)	(51,975)	(102,400)
Property plant and equipment, net	13,275	53,775	58,400	113,025	205,100
Total assets	2,502,668	8,802,832	2,505,846	8,987,542	8,033,049
Liabilities and equity					
Accounts payable	156,653	494,892	925,626	1,255,027	1,448,274
Total liabilities	156,653	494,892	925,626	1,255,027	1,448,274
Invested capital	3,641,854	13,641,854	13,641,854	23,641,854	23,641,854
Retained earnings	(1,295,840)	(5,333,914)	(12,061,634)	(15,909,339)	(17,057,079)
Total equity	2,346,014	8,307,940	1,580,220	7,732,515	6,584,775
Total liabilities and equity	2,502,668	8,802,832	2,505,846	8,987,542	8,033,049

Cash Flow Statement

Proforma Cash Flow Statement	2023	2024	2025	2026	2027
Starting Cash Balance	1,091,854	2,057,826	8,339,481	2,027,992	8,418,409
Cash Flow From Operations					
Net Income	(2,495,840)	(4,038,074)	(6,727,720)	(3,847,705)	(1,147,739)
Bad Debt Reserve	-	-	-	-	-
Depreciation	3,225	7,500	14,875	26,375	50,425
Change in Deferred Revenue	-	-	-	-	-
Change in Accounts Receivable	-	-	-	-	-
Change in Accounts Payable	156,653	338,239	430,734	329,402	193,246
Change in Inventory	(431,567)	21,991	(9,877)	(36,655)	(47,213)
Change in Working Capital	(274,914)	360,229	420,856	292,747	146,034
Cash Flow From Operations	(2,767,528)	(3,670,345)	(6,291,989)	(3,528,584)	(951,281)
Capital Expenditures	(16,500)	(48,000)	(19,500)	(81,000)	(142,500)
Invested Capital	3,750,000	10,000,000	-	10,000,000	-
Cash Flow From Financing	3,750,000	10,000,000	-	10,000,000	-
Net Cash Flow	965,972	6,281,655	(6,311,489)	6,390,416	(1,093,781)
Ending Cash Balance	2,057,826	8,339,481	2,027,992	8,418,409	7,324,628

THANK YOU!

Together We Can
Upgrade Homes &
Strengthen Communities

Contact Us

Alexander Linn
Chief Executive Officer

alexander@shipshape.ai



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