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Management:
- *Dalero Berkeley: co-CEO*
- *Kelly McGuiness: co-CEO*
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Industry: Smart Manufacturing and Smart Buildings...Focused on **Smart Water and Solar Energy**

Business Description:
Our business provides IoT solutions to help businesses reduce their carbon footprint, reduce operational and maintenance costs, run safer and to increase operational flexibility. Our focus is on smart water and Solar Energy.

Company Background:
After spending more than 8 years in the digital space at two of the leading digital companies, we realized that digital solutions are far more complex and expensive than they needed to be. We set out to demonstrate that digital products don't have to be complex and expensive. We developed our first prototype at and validated our theory. Our digital pool solution has AI, ML, remote monitoring and control, alerts and notifications, real time monitoring, digitized assets, and digital twins. To prove that our application is industry agnostic, we deployed our solution at a health clinic, an invention studio, and an athletic facility as POC's with outstanding results.

Problem/Solution:
The problem is that digital/IoT solutions are too complex and expensive. There are many different types of sensors, platforms, and applications, and they don't talk well to each other. Hence you must stand up huge teams to implement IoT solutions. Although our technology has been deployed in many industries, our focus in on growing our presence in the 'Smart Water' space focused on Solar optimization.

Product/Services:
Maverick IQ's IoT solution has an open ended IoT interface that allows it to integrate with any type of equipment, platform and sensors. Accordingly, our product capabilities can be divided into 3 areas: (1) To detect, alarm and control based on the physical attributes of water, this includes water leaks, flow, temperature, quality, temperature, pressure, etc. (2) Reduce the operational and maintenance cost of the equipment associated with the water operations (3) Increase the operational flexibility of the water operations through remote operations and monitoring and increasing the ability to add additional sensors and controls to the system (4) Improve the reliability and performance of the equipment in the water plant.

Markets:
Our target market is the smart water market. The Smart Water Market is Segmented by (1) Solution Type (Asset Management, Distribution Network Monitoring, SCADA, Meter Data Management, Analytics); (2) Service Type (Managed Services, Professional Services), and (3) End-User Vertical (Residential, Commercial, and Industrial), and Geography. The smart water management market was valued at USD 7.73 billion in 2020, and it is expected to reach USD 15.12 billion by 2026, registering a CAGR of 12.3%, during the period from 2021 to 2026.Our product is focused on the Asset Management solution type, with the option to provide a managed service, in the industrial/commercial space in the US.

Business Model and Customers: Our revenue model has 3 parts (1) A onetime implementation cost: sensor installation, communication devices, system integration and software modification (2) A SaaS model to provide the customer with continuous real time data, notifications, and predictions (3) A services model to provide customers with guarantees on performance and costs.