

**Company Profile:****URL:** www.makusafe.com**Industry:** Workplace Safety**Founded:** May, 2016**Contact Information:**

Gabriel P. Glynn - CEO

1201 Maple St.

West Des Moines, IA

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Product:

Wearable IoT Device &

SaaS Platform

Product Stage:

Field Beta Testing

Management:

Gabriel P. Glynn, CEO

Mark Frederick, CTO

Board of Directors:

Tony Braida

Mike Gehringer

Hank Norem

Todd Sommerfeld

Bryon Snethen

Investments Raised:

\$100,000 Angel

\$200,000 Seed

\$1,310,000 Seed

Investors:

Co-Founders

Private Investors

Advisory Board

Strategic Partners

Business Summary:

MākuSafe™ has developed a wearable IoT safety device coupled with a SaaS platform for use by labor workers worldwide. The device is designed to streamline and automate near-miss reporting and to gather a variety of environmental conditions around the wearer. Our software platform allows users a deeper dive into environmental conditions that are impacting worker health, safety, and productivity. The software is designed to discover trends in the data, making it simple for users to take a proactive approach to worker safety.

Customer Problem:

Over 1,000 workers a day die in workplace accidents globally. In addition to the fatalities, more than 500 workers every single minute are injured on the job. This equates to hundreds of billions of dollars in workers' compensation claims and lawsuits every year. OSHA, The National Safety Council, and others all agree that a proactive approach to safety that includes a quality near-miss reporting program is a solid way to improve worker safety and reduce risk to the worker and company. Many companies still rely on workers to fill out paper reports for near misses and often times environmental conditions are only gathered in specific locations and usually only after an accident has occurred.

Product/Services:

MākuBand™ is the first of its kind wearable IoT device for reporting near misses and simultaneously gathering environmental conditions. The cloud-based reporting dashboard, MākuSmart™ provides key details about trends in near misses and the environmental conditions that may be leading to these trends. Safety managers can use these reports to improve environmental conditions, identify training opportunities, adjust operation schedules, and more.

Target Market/Customers:

Our target market is currently indoor workers at manufacturing facilities, agricultural facilities, and shipping/logistics companies. Although there are many other industries that our system would benefit, we have identified these markets as being leaders in safety technology implementation.

Sales/Marketing Strategy:

MākuSafe™ has identified itself as an InsurTech product with our primary focus on delivering our solution through the Insurance Industry. We have identified challenges that are unique to insurance carriers and worked with our strategic partners in the industry to build a product that not only benefits the end-user company, but also those who insure them. We have already established sales in this market and intend to expand on that when the product is ready for release.

Business Model:

Our SaaS pricing model is a monthly subscription fee that is based on company size by number of employees. In addition to the software platform subscription fee we will also sell the wearable IoT device at a markup over cost.

Competitors:

The Industrial Internet of Things (IIoT) industry is still in its infancy and we have not seen a company with an enterprise product in the marketplace that does what we're doing at MākuSafe™. We're watching other IIoT companies working in similar and adjacent spaces while maintaining our primary focus on environmental conditions and near-miss reporting in the indoor worker space. These companies include both wearable and stationary solutions.

Competitive Advantage:

- Deep knowledge of our target market and of workplace safety requirements
- Patented technology for gathering data and streamlining near miss reporting
- Cloud-Based software accessible from anywhere
- Real-time monitoring of environmental conditions surrounding workers and ability to SMS alert when conditions are unfavorable
- API to tie our platform into other software including building automation systems
- Access to state-of-the-art testing facilities
- Sales and strategic partnerships already established in the Insurance Industry.



Company Leadership

Gabriel Glynn, Co-Founder & CEO

Gabriel Glynn is the CEO of MakuSafe™ and a serial entrepreneur. Gabriel's startup journey began over a decade ago and in that time he has experienced several successful exits, his most recent being the selling of his software company, Slash/Web Studios, in 2015.

Technical Requirements:

Web-based SaaS platform using Google Cloud Platform for scalable data service.

Product Infrastructure:

Google Cloud Platform
Python
C++
Linux with Apache
Google ML
JavaScript & AngularJS
Firebase Auth

Product Profile:

URL: www.makusafe.com

Type: IoT Wearable

Est. Available: 2018

As CTO, Mark will be responsible for hardware development and managing the MakuSafe hardware team, and vendors, in the development and production of hardware components for the company.

Mark and his family live in Des Moines, Iowa, where he's actively involved in international charity work. He's taught multiple classes to children at his local school, including robotics and programming.

Mark is a Computer Science graduate of Northwestern College.

Board of Directors

Gabriel Glynn, CEO – MakuSafe

Todd Sommerfeld, Owner/Chairman – Kreg Tool

Hank Norem, President/CFO – Ramco Innovations

Anthony Braida, VP Global Banking – Bankers Trust

Bryon Snethen, VP Risk Improvement – EMC

Insurance Companies

Mike Gehringer, VP of Customer Operations –

MidAmerican Energy

Mark Frederick, Co-Founder & CTO

Before joining the MakuSafe team, Mark Frederick served as a Cloud Architect for one of the world's largest technology companies, with over 25 years of deep technical experience.

Mark spent the first part of his career developing software in the manufacturing space and consulted as a technical specialist with many Fortune 100 companies. He also spent many years consulting as a technical lead, project manager and program manager on large strategic initiatives. Mark has extensive technical knowledge with years of practical experience in electronics, including embedded systems, sensor technology and Internet of Things (IoT). Most recently he joined the MakuSafe team to help lead the design and development of their wearable device, leveraging his experience with both Cloud technology and IoT.