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Raising Capital Seminar

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One-Page Summary

Mike Colwell



DSMpartnership.com

One Pager

- A public document to raise awareness
- "5-minute" business plan document
- Make SURE you run this by your lawyer first



Company Profile:
URL: www.torsionmobile.com
Industry: Mobile Internet
Employees: 6
Founded: August, 2010

Contact Information:
Richard Kirner
206 6th Ave, Suite 1103
Des Moines, IA 50309
(515) 284-7045
rkirner@torsionmobile.com

Product:
Mojaba

Product Stage:
Shipping, Jan 2012

Management:
Christian Gurney, CEO
Richard Kirner, CFO
Cade Cannon, CTO

Advisors:
Drew McEllan, Marketing

Investors:
Cb-Funders
Friends & Family
IA DED Demo Fund Grant

Business Summary:

Torsion Mobile sells a web-based service for designing and publishing mobile-optimized websites. Sold to creative professionals, our Software as a Service platform, called Mojaba™, provides an easy to use, intuitive interface for the creation of mobile websites by non-technical persons.

Customer Problem:

Google research shows that nearly 80% of websites do not offer a mobile-optimized version. Kleiner Perkins predicts that by 2015, more people will access the Internet via mobile phones than by a laptop or desktop computer. Consumers expect any place (any time) access to web content. Creative professionals do not have a cost-effective way to create mobile websites. They often rely on outsourced web programmers that create mobile web solutions with costs that far exceed the typical client's budget.

Product/ Services:

Mojaba is our turnkey solution that enables creative professionals, with no HTML knowledge or skills, to rapidly create mobile-optimized websites for mobile users, no matter what brand or type of mobile phone those users have. Mojaba provides the complete hosting and analytics reporting environment. Mojaba is an agency-only tool that offers a generous margin/mark up potential. There is no software to buy, install or maintain.

Target Market/ Customers:

Our target market is the small to mid-tier advertising, marketing, creative and web services agencies that already have relationships with clients and provide those clients web and Internet solutions. We leverage those relationships and do not engage in expensive demand creation amongst end-users. There are approximately 35,000 advertising agencies and creative professionals in the United States, the majority fitting the mid to small size description and having less than 20 employees.

Sales/ Marketing Strategy:

We are building out from a core group of agencies acquired through an exclusive invitation-only beta tester program. We will leverage this core for referrals and case studies. We will execute traditional direct marketing to the agency population which includes social media advertising, speaking at regional

and national conferences, affiliate programs with other providers of services to agencies and email marketing. Our marketing initiatives are built on 80-day cycles for feedback and adjustment.

Business Model:

Our pricing model is an annual subscription fee of \$300 per published mobile website. Basic features are included in a base-pricing tier with premium features to be offered for an additional charge. Our subscription model produces a recurring revenue stream that creates an attractive and lucrative business for both Torsion Mobile and our agency customers. Unlike a direct-to-consumer model, by selling to agencies, we think that we will see multiple sites created for each agency customer acquired. Acquisition costs are thus covered by the first subscription, with subsequent subscriptions generating attractive gross margins.

Competitors:

The competitive landscape is clustered around low-cost direct-to-business players, very high-cost companies focused on international brands and celebrities and few direct competitors. Low-cost direct-to-business entrants include MoUse, MobiSiteSource, WebsitesSource, Movias, GetGoMobi, 2eogopublish, MobilizeToday, and Dudamobile. High-cost competitors include Digry and Mobily. Direct competitors include Fiddleify and Pijntz.

Competitive Advantage:

- Turnkey solution that offers mobile site build and hosting
- No software to buy or maintain
- Build tool does not require HTML knowledge/skills
- Any agency employee, with 30 minutes of tutorial exposure, can build a site – regardless of technical skills
- Automatically adjusts for all mobile platforms to optimize user experience
- GeoAnalytics reporting provides ability to analyze behavior tied to consumer location
- Mojaba is an agency only tool – clients cannot access
- Generous agency margin/mark up potential
- The subscription model provides agencies with a client retention tool



Product Profile:
URL: www.Mojaba.com
Type: Software as a Service
Employees: 6
Available: January, 2012

Technical Requirements:
Windows, Mac OS
Web Browser: Internet Explorer, Safari, Firefox or Chrome

Supported Mobile OS:
Apple iOS, Google Android, Windows Phone 7, BlackBerry 5+, HTML5/MPWP

Product Infrastructure:
Amazon Web Services
PHP/MySQL/VIA AWS/SES
Linux with Apache
 Kohana PHP Framework
 Backbone.js/JavaScript
jQuery Mobile
Alma CDN

Company Leadership

Christian Gurney, President & CEO

A co-founder of the company, Christian is responsible for leading the Torsion Mobile team. Since 1988, Christian has been designing, developing and delivering award-winning desktop, Internet and mobile software solutions and leading sophisticated business organizations. He is well-versed in the challenges of leading a technology business, having helped many companies resolve complex software development and product delivery issues.

Christian is past-president of NASDAQ-listed firm CE Software. That company was an Internet product pioneer producing QuickMail, one of the first comprehensive, business-class E-mail solutions that was used by millions worldwide.

Prior to CE Software, Christian was the Director of IT for Catalog Media Corporation, a company started by Priceline.com founder Jay Walker to bring the benefits of overnight package delivery to the American catalog consumer.

As a past member of a special information technology modernization planning subcommittee appointed by the governor of Iowa, Christian helped formulate the structure of a Technology Governance Board, portions of which were enacted into law by the Iowa legislature.

Christian is also co-founder of KG InterDev, which developed and implemented the web technologies used by the leading collector car auction firm, Mecum Auctions, whose live television broadcasts are seen by millions on Discovery Network's Velocity channel (formerly HD Theater). Christian's first startup was Race Legends, a firm dedicated to representing the great champions of the golden age of sports car and Formula One auto racing.

Christian is a graduate of the University of Wisconsin.

Richard Kirner, Vice-President & CFO

A co-founder of the company and CFO, Richard is responsible for all finance, accounting, and investor relations activities of the company. Richard is a certified public accountant and has ten years of experience as a tax accountant and manager with KPMG Peat Marwick and Coopers & Lybrand.

Prior to forming Torsion Mobile, Richard co-founded KG InterDev, a web technologies firm. Richard is also past president of CE Software prior to its NASDAQ listing and later was in charge of business development. Richard's varied business career includes having served as CFO of a Roll-Royce dealership in Florida and a telecommunications company in Dallas, Texas; he owned and operated a film animation company in St. Louis and a custom acoustic guitar factory in New Hampshire; and he was a founder of Sun Cable Services, a cable television provider located in the Province Region of Southern France.

Richard's multi-disciplinary educational background includes having studied architecture at the University of Illinois and received degrees in studio art and business from the University of Iowa.

Cade Cannon, President & CTO

Cade Cannon leads the Torsion Mobile development team. Cade is past primary architect and development team lead for Synapse Multimedia's content management system, used by mid-market local television stations to reach over 1.5 million audience members and deliver over 60 million advertising impressions per month. These systems included solutions for desktop websites as well as native mobile applications for Apple iOS and Google Android. Cade is an expert practitioner of agile software development, particularly SCRUM. Other notable achievements include bio-informatics systems development for the Louisiana State University Health Science Center providing for the storage, retrieval and dissemination of micro-array experiment related data, results and discoveries, including integration with an 80-node supercomputer cluster for advanced computation and analysis.

Cade is a graduate of LSU Shreveport.

April 2012



**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
(515) 480-1809
gabe@makusafe.com

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.

**Product Profile:**

URL: www.makusafe.com

Type: IoT Wearable

Est. Available: 2018

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

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.

Gabriel was named 2014 Entrepreneur of the Year at the Iowa Small Business Awards, in 2016 he was awarded Alumni of the Year by Des Moines Area Community College, and was a finalist for the YPC Young Professional of the Year in 2013. He has served on many community and nonprofit boards including the Ankeny Young Professionals and was a Charter Member of the Greater Des Moines Rotary Club.

Gabriel is the creator and host of the Advanced Manufacturing Podcast (AMP) on iTunes and has interviewed dozens of manufacturing leaders around the globe, including Jeff Immelt, formerly of GE Corporation.

Gabriel and his wife of 11 years, Amanda, live in Ankeny with their two boys, Caleb and Tucker. Gabriel has a degree in Business Administration from Des Moines Area Community College.

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.

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 Braid, VP Global Banking – Bankers Trust

Bryon Snethen, VP Risk Improvement – EMC

Insurance Companies

Mike Gehringer, VP of Customer Operations –

MidAmerican Energy