

IoT Data Analytics Company Sets Sights on 14 Trillion Dollar IoT Wireless industry & Market Share

COMPANY OVERVIEW

Green Zebra™ started in 2014 to target an emerging IoT market to be the premier wireless device management, marketing and data analytics platform to target municipalities and multi location retailers. The data analytics platform is used by fortune 1000 customers processing 50,000,000 plus wireless IoT interactions per month.

Our Precision WiFi Analytics platform provides consumer level insights with direct impact on the path to purchase. Green Zebra's Precision WiFi solutions are scalable across all retail verticals providing shopper information in a clear actionable format to optimize marketing opportunities.

National retailers, advertising and sponsor brands are extremely interested in our data analytics solutions as a way to better understand and reach their targeted audience across the millions of WiFi customers through our Precision WiFi analytics platform.

Our precision wifi software application integrates well with client devices and legacy IT networks to save time and money, in addition to capturing millions of user data records for marketing purposes. The wireless industry expects 26 billion IoT devices worldwide by 2020 and tens of millions of active IoT users.

Today, our precision wireless, marketing and data analytics gives customers an immediate advantage over competition.

OPPORTUNITY

Green Zebra™ is in an unique position to be the neutral precision wireless management data analytics market leader as our national resell partners continue to adopt and expand our integrated services into national business opportunities.

Green Zebra™ will continue expanding the IOT technology into city lighting, sensors and meters. <https://www.accenture.com/us-en/insight-industrial-internet-of-things>; \$14.2 trillion market by 2030.

HOW IT WORKS

Green Zebra's™ Smart Technology simply manages, configures, sends and receives data analytics from anywhere, anytime with our Precision WiFi Analytics Solution providing actionable consumer insights for cities, retailers, marketing agencies and brands.

CURRENT MARKET REACH

- Green Zebra offices: Mexico, Europe & United States
- Ad agencies, wireless resellers: Established more than 200 global resell partners.
- Government Approval: Government service provider for wireless data analytics

RECENT CUSTOMERS

- XCARET - Theme Park- Wireless Buses Mexico, Royal international Resorts, City Of Doral, Florida, Water Mill - 1000 location Franchisor, VoxpopUSA, 500 Grocery stores

IN NEGOTIATIONS

- Retail Chains - STAPLES, Subway, 7-Eleven, Home Depot, Coppel, NASCAR, True V
- Small Cities - Miami Beach, FL, Over Town FL CRA District; Surf Side FL, Boston MA

IP & TRADEMARKS

Green Zebra™ has applied for global trademark protection while developing strong IOT

INDUSTRY:

Wireless & Wearable IoT Technology

COMPANY BACKGROUND:

Green Zebra™ Irvine CA - Boston MA
Founded: April 2014
website: www.greenzebramedia.com

BUSINESS SUMMARY

Green Zebra™ is a leading Smart Cities & Multi location wireless, marketing analytics technology developer and service provider. Providing the enterprise market with a system of incorporating the city of the future with three integrated wireless services. General wireless contracting services | Wireless SaaS management & marketing | data analytics.

Green Zebra™ has spent less than 500k in founder funding to date to develop wireless WiFi technology, strategic partnerships, in and a scalable enterprise business model.

COMPETITIVE ADVANTAGES:

- A simple, easy Smart City cloud platform
- Only provider to use multi-location-multi device for telecom. wireless hardware, wifi marketing & data analytics together in a single platform
- Can be used anywhere in the world
- Strong data privacy protection

TRANSACTION:

Green Zebra™ is seeking series B \$5 million capital funding for sales, R&D, marketing, and other costs of business growth and expansion.

LEADERSHIP TEAM:

Coleman Smith, CEO, Founder
Kimberly Civita, Operations
Lenny Nuccio, Finance
Scott Murray, CMO
Rohan Patange, CTO

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MANAGEMENT TEAM



Coleman Smith, CEO. Cole has a strong background in business management, technology architect, and entrepreneur focused on solving B2B technology problems for the Fortune 1000 businesses. His career began with Dunn & Bradstreet, MCI telecommunications and GE Capital prior to starting global B2B SaaS network that sold (SaaS) service through strategic partners worldwide. Known for building two of the largest global cloud based application networks in the media and education industry.

Scott Murray, CMO, Scott Murray is a progressive business leader with over two decades of experience orchestrating and delivering services and solutions for retailers to adapt and grow. He has a proven track record in developing national service organizations category and accomplishments with C&S Wholesale Grocers and Supervalu.



Kimberly Civita, VP, RE Broker, 20 years of executive leadership and project management for Davis Partners. Kim has directed the implementation of multimillion dollar projects for various well established profile brands in many vertical markets throughout California. Kimberly specializes in construction management, leasing and tenant services. She is LEED Accredited and is a member of Building Owners and Managers Association (BOMA) and US Green Building Council (USGBC).

Complete management team and advisors available upon request

2017-2021 Financial Summary Forecast Green Zebra Media Corp.	FYE 12/31/2016	FYE 12/31/2017	FYE 12/31/2018	FYE 12/31/2019	FYE 12/31/2020	FYE 12/31/2021
Bundle WIFI Device Units (\$1200 per unit)	\$ 100,000	\$ 900,000	\$ 4,200,000	\$ 12,000,000	\$ 24,000,000	\$ 36,000,000
Individual Smart WIFI License (\$270 per unit)	\$ 250,000	\$ 648,000	\$ 1,215,000	\$ 4,050,000	\$ 6,750,000	\$ 6,750,000
Residual Subscription Annual Licence (\$270 per Unit)	\$ 175,000	\$ -	\$ 648,000	\$ 2,511,000	\$ 9,180,000	\$ 21,330,000
WIFI Ad Network - Smart Cities Residual Revenue		\$ -	\$ 1,200,000	\$ 2,400,000	\$ 4,800,000	\$ 6,000,000
Gross Revenue	\$ 525,000	\$ 1,548,000	\$ 7,263,000	\$ 20,961,000	\$ 44,730,000	\$ 70,080,000
Cost Of Goods	\$ (25,000)	\$ (412,500)	\$(1,925,000)	\$ (5,500,000)	\$(11,000,000)	\$(15,000,000)
Gross Profit	\$ 500,000	\$ 1,135,500	\$ 5,338,000	\$ 15,461,000	\$ 33,730,000	\$ 55,080,000
Operational Expenses	\$ (150,000)	\$ (402,480)	\$(1,089,450)	\$ (3,144,150)	\$ (4,473,000)	\$ (4,406,400)
Sales & Marketing Expense	\$ (100,000)	\$ (387,000)	\$(1,089,450)	\$ (2,096,100)	\$ (4,473,000)	\$ (5,508,000)
Software Development Expense	\$ (210,000)	\$ (464,400)	\$ (726,300)	\$ (1,048,050)	\$ (894,600)	\$ (1,101,600)
Total Operation Expenses	\$ (460,000)	\$ (1,253,880)	\$(2,905,200)	\$ (6,288,300)	\$ (9,840,600)	\$ (11,016,000)
Net Operating Income Before Taxes	\$ 40,000	\$ (118,380)	\$ 2,432,800	\$ 9,172,700	\$ 23,889,400	\$ 44,064,000
Depreciation - Software Development		\$ (92,880)	\$ (145,260)	\$ (209,610)	\$ (178,920)	\$ (220,320)
Taxes		\$ -	\$ (413,576)	\$ (1,559,359)	\$ (4,061,198)	\$ (7,490,880)
Interest Fee		\$ (250,000)	\$ (250,000)	\$ (500,000)	\$ (750,000)	\$ (800,000)
Net Profit	\$ 40,000	\$ (461,260)	\$ 1,623,964	\$ 6,903,731	\$ 18,899,282	\$ 35,552,800
Capital Investments		\$ 2,500,000	\$ 2,500,000	\$ 5,000,000	\$ 5,000,000	\$ 5,000,000
Loans - Debt Services		\$ 2,500,000	\$ 2,500,000	\$ 5,000,000	\$ 8,000,000	\$ 10,000,000

**** YTD \$450 thru May 31st 2017 \$100K annual residual same period.****

Assumptions

Total revenues are based on retail multi -location enterprise location accounts either directly or with strategic partners. Initially short term labor and wireless hardware cost are required for implementation. Short term debt service will be required to execute client contracts.

Net Profits, it is expected that our profits will be impacted as we scale client accounts. Operational growth and debt services through 2019 will decrease as cash flow from residual subscriptions improve.

Detailed financial pro forma available upon request.

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