



A SMARTSHADES COMPANY

Automate your existing shades



All figures in \$USD

**Disclaimer: this presentation contains management opinion about future events.*

www.helloryse.com



THE PRESENTATION MAY CONTAIN FORWARD-LOOKING STATEMENTS AND INFORMATION RELATING TO, AMONG OTHER THINGS, THE COMPANY, ITS BUSINESS PLAN AND STRATEGY, AND ITS INDUSTRY.

THESE FORWARD-LOOKING STATEMENTS ARE BASED ON THE BELIEFS OF, ASSUMPTIONS MADE BY, AND INFORMATION CURRENTLY AVAILABLE TO THE COMPANY'S MANAGEMENT. WHEN USED IN THE OFFERING MATERIALS, THE WORDS "ESTIMATE," "PROJECT," "BELIEVE," "ANTICIPATE," "INTEND," "EXPECT" AND SIMILAR EXPRESSIONS ARE INTENDED TO IDENTIFY FORWARD-LOOKING STATEMENTS, WHICH CONSTITUTE FORWARD LOOKING STATEMENTS. THESE STATEMENTS REFLECT MANAGEMENT'S CURRENT VIEWS WITH RESPECT TO FUTURE EVENTS AND ARE SUBJECT TO RISKS AND UNCERTAINTIES THAT COULD CAUSE THE COMPANY'S ACTUAL RESULTS TO DIFFER MATERIALLY FROM THOSE CONTAINED IN THE FORWARD-LOOKING STATEMENTS. INVESTORS ARE CAUTIONED NOT TO PLACE UNDUE RELIANCE ON THESE FORWARD-LOOKING STATEMENTS, WHICH SPEAK ONLY AS OF THE DATE ON WHICH THEY ARE MADE. THE COMPANY DOES NOT UNDERTAKE ANY OBLIGATION TO REVISE OR UPDATE THESE FORWARD-LOOKING STATEMENTS TO REFLECT EVENTS OR CIRCUMSTANCES AFTER SUCH DATE OR TO REFLECT THE OCCURRENCE OF UNANTICIPATED EVENTS.

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RYSE IS RIDING A MASSIVE TREND OF SMART HOME ADOPTION



Real Estate Developers Buying Into the “Smart Home”

Landlords and home builders are installing smart home products to attract buyers and charge higher rents.¹



Smart Home Device Ownership Trending Up

34% of US broadband homes own at least 1 smart device, and 23% own 3+ devices!²



Aging Population With Increased Disability & Assisted Living Needs

Adults aged 85+, most often needing help with basic personal care, will nearly quadruple between 2000 and 2040. While 14% of the US population has a physical disability in mobility.³



Big Tech Buying Out Smart Home Start-Ups

Google acquired Nest for \$3.2 billion,⁴ Amazon acquired Ring for \$1 billion,⁵ and iRobot for \$1.7 billion!⁶ Generac acquired Ecobee for \$770 million!⁷



IT'S ~~GOING TO~~ ALREADY HAPPENING WITH SMART SHADES



Incredible Market Growth

Untapped market potential, with the Smart Shades Category growing 55% year-over-year, within the Smart Home Industry.⁸



New Energy Efficiency Regulations

The Green New Deal, require buildings to be net-zero by 2030; Smart Shades can save up to 24% in heating/cooling energy and 20% in lighting energy!⁹



High Priority Purchase

Homeowners place Smart Shades as an urgent purchase today and within the next 3 years.¹⁰



Convenience & Comfort Driving Demand

Consumers are looking for automated shades for hard-to-reach windows, thermal comfort, and for those needing help lifting heavy shades (i.e. elderly)¹⁰





THE PROBLEM



EXPENSIVE

\$\$\$

Automated shades can cost up to an additional \$1,000+ per shade, making them out of reach for the mass market.

NO RETROFITS



It is impossible to motorize & automate your existing installed window shades.

NOT DIY FRIENDLY



Professional installation is required driving up the cost of the entire solution.

That's why **only 8%** of window shades are motorized,¹¹ leaving a massive opportunity for RYSE to target the 92% of manual window shades.



OUR SOLUTION

RYSE creates IoT smart devices that convert window shades to automated “Smart Shades”.

We focus on retrofitting your existing window coverings, making them smart and automated.

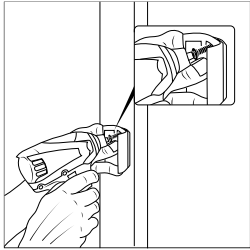
Powered by our software that leverages A.I., sensors, and weather data, RYSE intelligently controls your shades to optimize for energy savings and occupant comfort.

TECHNOLOGY

A DIFFERENT APPROACH TO MOTORIZATION

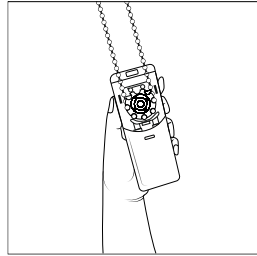
Centered around controlling the beaded chain through a simple attachment

INSTALLS IN MINUTES



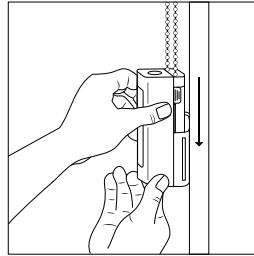
SCREW

Screw the mounting bracket onto the window frame



ATTACH

Attach the chain/cord loop onto the cog wheel of Gear



MOUNT

Mount SmartShade onto the mounting bracket. That's it!



TECHNOLOGY

FEATURES EXCLUSIVE TO RYSE

Our products focus on two core characteristics: affordable + retrofit



Play Video



Simple DIY Installation

No need to hire professionals.
Install and setup SmartShades
in minutes.



Retrofit

Keep the shades you love; save
time and money by upgrading
the shades you already own.



Powerful

Guaranteed to lift your
shades, regardless of
size or weight.



Voice & Mobile Controls

Connect to Alexa, Google Home,
Apple HomeKit, or use our
mobile app to create schedules
and routines.



Optional Battery

Rechargeable and last 6-9
months, providing a wire-
free look.



Affordable

A fraction of the cost of
traditional motorized
shades.

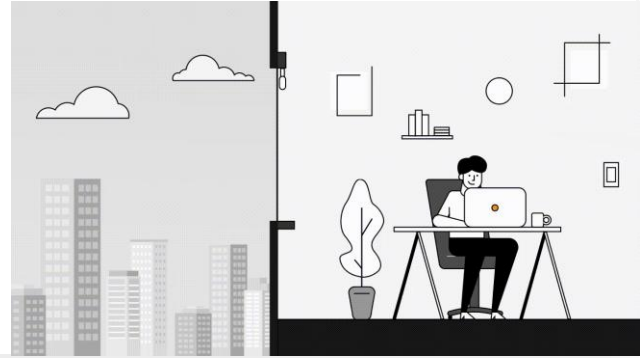


Automated Shades Save Energy

Solar Heat Gain Management

24% Savings From Cooling Energy⁹

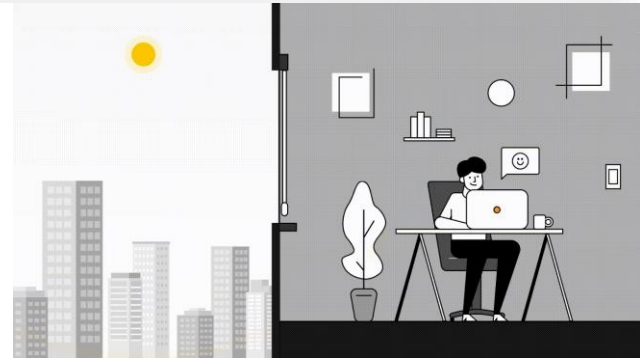
Automatically lower shades to block solar heat gain during hot sunny weather.



Daylight Harvesting

20% Savings From Lighting Energy¹²

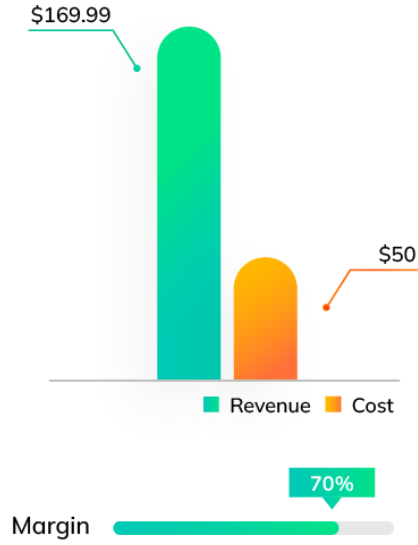
Automatically open shades to capture natural daylight during overcast weather.



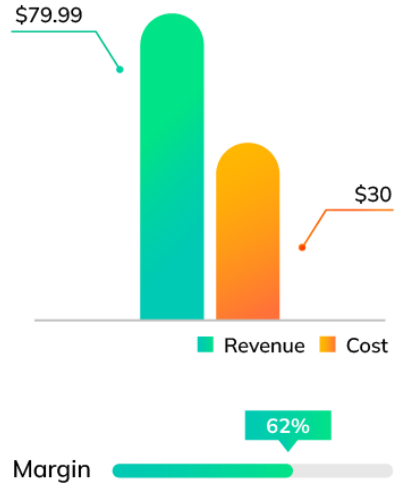
BUSINESS MODEL

HIGH MARGIN DEVICE SALES

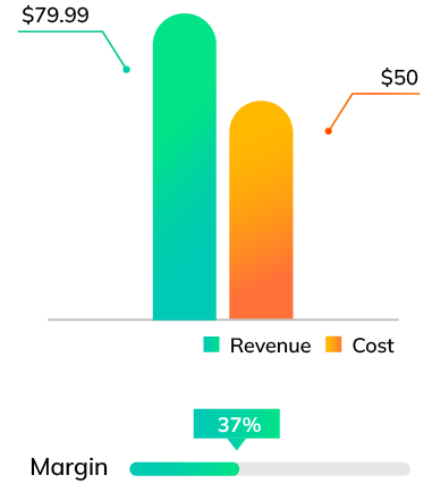
SmartShade



BatteryPack



SmartBridge



MARKET OPPORTUNITY

92%

of window shades are manually controlled in the US¹¹



RYSE IS THE ONLY COMPANY FOCUSED ON MOTORIZING THESE MANUAL SHADES

8%

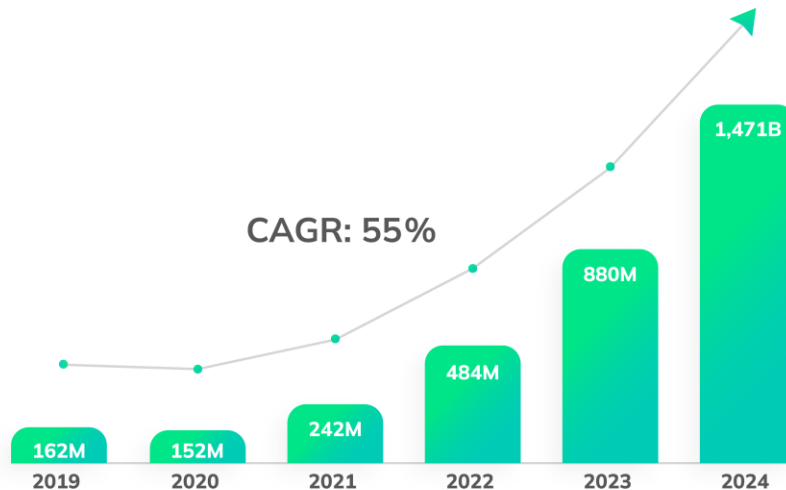
are motorized in the US, with \$ billions generated by a handful of companies selling expensive solutions¹¹

somfy.

HunterDouglas

LUTRON®

GLOBAL SMARTSHADE CATEGORY GROWTH⁸



MARKET OPPORTUNITY

Currently selling into Residential households, with a focus on growth into office, hotels & senior housing



Smart Home

- 30% of US households have a voice speaker for home automation, for greater comfort and convenience¹³
- Potential of 550 million manual shades to be motorized¹⁴

Total Addressable Market:
\$27 Billion USD



Sustainable Buildings

- 780 thousand buildings with automation systems (BAS)¹⁵
- 220 thousand buildings have lighting controls for greater energy savings¹⁵

Total Addressable Market:
\$35 Billion USD

TARGET MARKETS



Senior Housing for Assisted Living

- ~29,000 assisted living communities;¹⁶ 7-in-10 people in the US require assisted living in their lifetime. ¹⁷
- Adults aged +50 that own smart-home technology doubled from 2019 to 2020 – that's a 100% increase!¹⁸



Commercial Office for Energy Savings

- 780,000 properties with Building Automation Systems (BAS) in the US. ¹⁹
- 65% of businesses indicate they're likely to invest in smart building technology.²⁰



Hotels for Guest Comfort

- +54,200 Hotels with over 5 million guest rooms across the US. ²¹
- 44% of guests prefer to book a hotel with smart features.²²



Residential for Smart Homes

- +120M residential households in the US²³, 43% of which own at least one smart device.²⁴
- 7-in-10 homebuyers look for smart homes, and 78% are willing to pay more for smart homes.²⁵

TRACTION & MILESTONES



\$5 Million+ USD

Revenue to date
exclusively online



35,000+

Units sold to date with
batch shipments



\$4 Million CAD

Awarded cleantech
government grant
funding (Q4-2019) ¹



Patents

5 Issued Patent, 3
Pending & Amazon
Court Judgement win



Channel Partners

Signed with high volume
partners including Amazon,
Bed Bath Beyond & IoTaS



Dragons Den

Pitched on Canadian
version of "Shark Tank"



[Play Video](#)

(1) Federal grants funding for commercialization and pilot projects for new clean technologies. RYSE secured \$4 million CAD (approx. \$3.2 million USD), distributed over 3 years to enter the commercial "smart buildings" market. This funding is non-repayable and non-dilutive.

B2B CUSTOMERS



aloette

- Ranked #1 in Canada's Best Restaurants
- Outfitted the entire restaurant and downstairs bar to provide better guest comfort from sunlight and heat-gain



 **RELATED**

[Play Video](#)

- The Avery SF: 56-storey luxury apartment building in San Francisco Deployed 100 units to meet "Americans with Disabilities Act" (ADA) regulations.

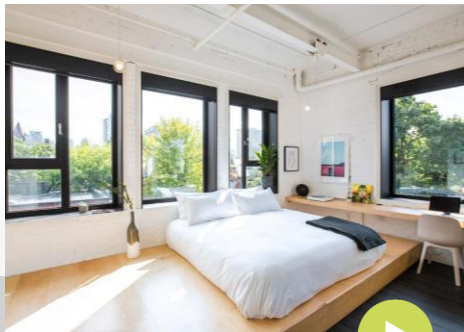


 **PRESIDIO BAY**

- Spring Line: Best-in-class office, retail and residential spaces in California. Outfitted 30 of their most Luxurious suites.

ONGOING B2B CLEANTECH PILOTS

SUSTAINABLE BUILDINGS BUYING FOR ENERGY SAVINGS



annex



Play Video

- 15,000 sq ft. hotel with ~120 windows over 24 rooms
- Developing 5 hotels across Canada
- Access to LPs other real estate properties



ERGO PROPERTIES



Play Video

- Eureka Hub: 4-floor co-working space with 100 windows
- Portfolio of commercial offices, retail & mixed used properties with a focus on retrofitting older assets, across North America & Europe



WorkplaceOne

- Co-working company with 6 locations in Toronto
- Piloting in 51 Wolsley St, in a 14,000 sq ft building with 55 windows across 5 floors

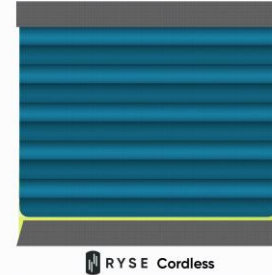
PRODUCT ROADMAP

A long-term plan to build brand encompassing all window covering types



RYSE SmartCurtain - 2023 Launch

Automate drapes and curtains that run on a track or rod.
Extremely popular in hotels & making a return to residential homes.



2024

Require users to lift or pull-down to open-and-close.

Large growth in the residential space for child safety.



2024

Blinds with wand or drawstring control.

Most common in residential homes.

POTENTIAL EXITS

Acquirers in the window covering or smart home space



MARKET CAP: \$5.35BN³⁰

- Over \$1.47BN in sales of shade motors annually²⁶
- Strong history of acquisition (i.e. Dooya, MyFox)



MARKET CAP: \$24BN³¹

- Acquired Qmotion Shades (motors)²⁷, and Netatmo (smart home)²⁸
- Building hardware vendor



MARKET CAP: 1.27T³²

- Acquired Nest Thermostat for \$3.2B.⁴
- Invested \$450 Million in ADT for 6.6% of company²⁹



MARKET CAP: NA

- Leader in custom install space for motorized shades & lighting
- Lacks effective DIY solution for mass market



MARKET CAP: \$6.65BN³³

- Largest global window covering fabrication³⁵
- Growing by acquisition to become vertically integrated



MARKET CAP: 1.04T³⁴

- Acquired Ring Doorbell for \$1 Billion⁵
- Acquired iRobot for \$1.7 Billion⁶

OUR INVESTORS



"We like a founder with grit, hustle, and compassion for their team. We saw this in Trung when we first met. And over the years, he's proven it"

Elemental VC



[Play Video](#)

"What we liked about RYSE is that it was a technology that was designed and built in such a way that it could easily integrate in many different places with little customization."

Louis Dellosa, Cogito Capital



[Play Video](#)

"The big opportunity with RYSE really drives down to the market opportunity. They really understand this space, and that's going to allow them to win and allow them to attract a really good suitor."

Jeffery Potvin, Supporter's Fund



"The RYSE team has impressed me greatly with its resourcefulness, its attention to detail, its efficient use of capital and above all its commitment to constant incremental improvement of product quality."

Trevor Bond, Former CEO of WP Carey



"When investing in startups we consider; the long-term growth potential, the strength of the founding team, and the mission of the company. RYSE ticked all the boxes and more."

Derek Luke, CEO InterAxon



"Simple and brilliant. You have a huge untapped market if you sell to Airbnb hosts (like myself) - we love things we can control remotely. "

Thomas Canty, CEO of Servercare, Inc

EXPERIENCED LEADERSHIP TEAM THAT DELIVERS

A dynamic team of 22 full-time members with a passion for creating “things”



CEO

Trung Pham

Founder, RYSE,
Nightlife Passport

Serial entrepreneur,
former Financial
Advisor (CSC, LLQP)



CTO

Marc Bishara

Kiwi Wearables, ATS
Automation

Machine vision, optical
systems design



Director of Sales

Adam Bjork

Spring Window Fashions

Regional Sales
Manager B2B sales of
motorized shades



Manufacturing
Manager

Charleston Cheng

FOXCONN, NanoLeaf
QC, OEM, Procurement
for IBM, Dell, Apple,
Motorola, Cisco, Intel

BOARD OF ADVISORS

Strong advisory board in the motorized shades, hardware, consumer electronics space



Tom Murphy

- President, WingIts
- Former COO, Somfy N.A. largest manufacturer of tubular motors
- Former Director of Sale, Lutron



Tim Angus

- CEO, BRICKEYE
- Former CEO, MMB Networks
- Founder, MD of Bell Lap Ventures, M&A advisor and investor



Shawn Dougherty

- Co-founder, Mophie (exit \$100 million)
- Generated \$250 million in revenues
- 15 million units sold, 300+ employees, large partnerships



PRESS



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"A smart system for motorizing and controlling window shade or curtains."



"... physically sleek, compact, even elegant."



... do-it-yourself (DIV) products for tech-savvy homeowners and renters."

Techvibes

"... affordable and doesn't require you to replace your entire existing shades or blinds"

TE TechCrunch

"RYSE currently holds 4 patents in the US and Canada... Holding this IP in a market poised for explosive growth presents a huge opportunity for investors."

BENZINGA

"As RYSE continues to expand its product offerings, its retail partnerships, and its advisory board, I expect the company will get the attention of a larger smart-home focused company."



"RYSE has invented one of the last missing pieces in the smart home - the SmartShade - that has the potential to disrupt the \$158 billion and growing industry."



"If you want to talk about an industry that's growing fast, there may be no better one than the smart home market."

angels+
entrepreneurs

* The company rebranded from AXIS to RYSE in 2020. All references to "AXIS" or refer to RYSE and "AXIS Gear" refers to the company's first generation device.



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