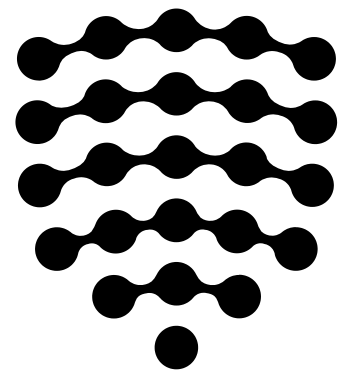


AIRIA

**OPERATIONAL AI (FOR) SPACE OPTIMIZATION**

CONNECTING THE PHYSICAL AND DIGITAL ENVIRONMENT FOR OPERATORS AND DECISION-MAKERS



# AIRIA

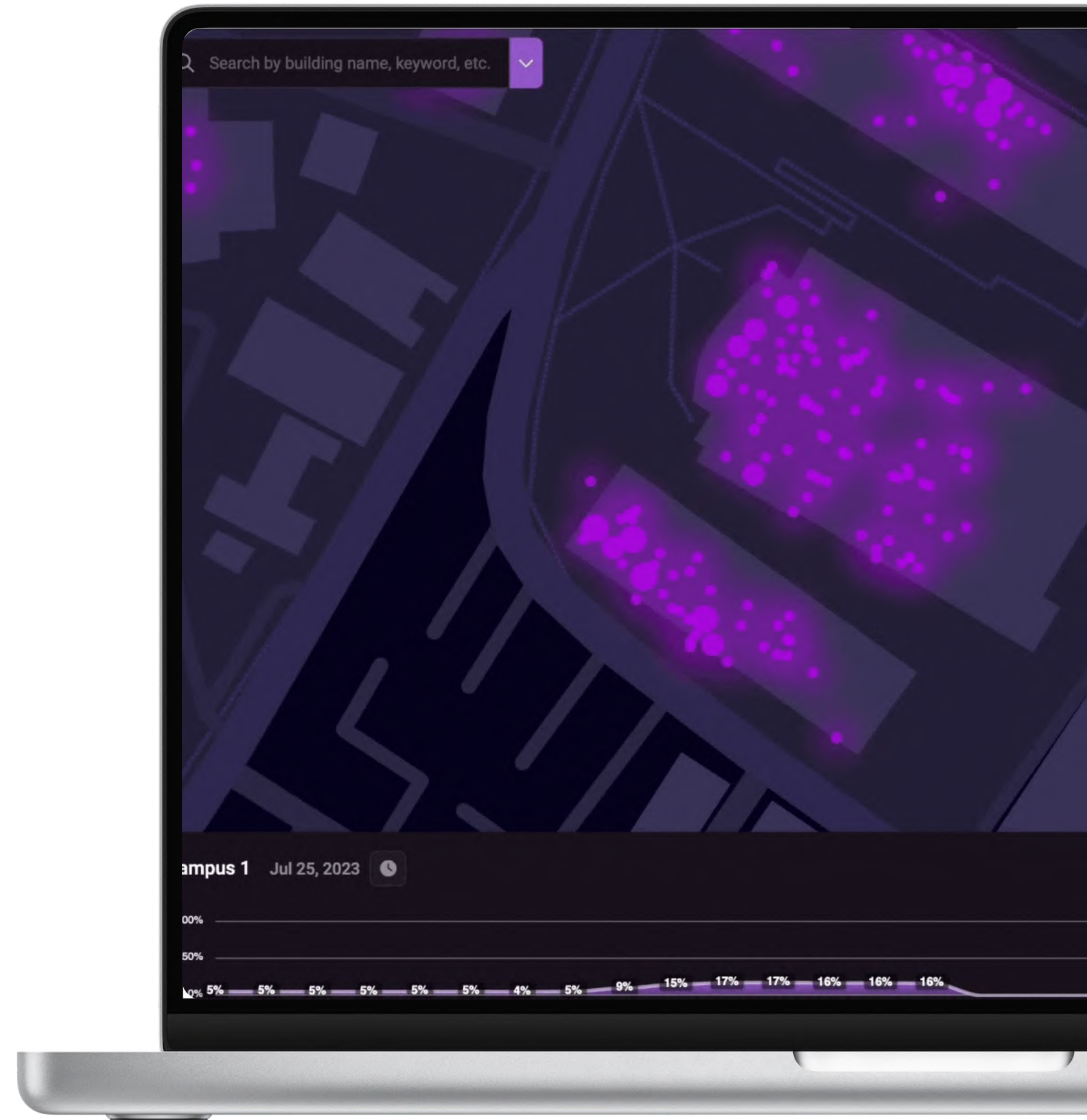
## OPERATIONAL AI (FOR) SPACE OPTIMIZATION

A.I.-DRIVEN, ENTERPRISE SOFTWARE TO CONNECT  
**PHYSICAL SPACES AND DIGITAL DATA**

Booz | Allen | Hamilton



Microsoft



**PROBLEM: OPERATIONAL INEFFICIENCIES, LOST REVENUES, LACKLUSTER AWARENESS**

# YOU CAN'T MANAGE WHAT YOU CAN'T MEASURE

THE IMPACT FROM ORGANIZATIONS STILL BEING RELIANT ON **LEGACY SYSTEMS** AND **MISLEADING DATA** TO EXECUTE FACILITY AND SAFETY OPERATIONS

**\$30B**

**SPENT ON INEFFICIENT BUILDING USAGE**

**\$ Spent on Energy Wasted in US Buildings**

On average, 30% of energy consumed in US commercial buildings is wasted.

**58%**

**NATIONWIDE ENERGY WASTE**

**of Energy is Wasted in US**

In the United States, 58% of all the energy produced is wasted

**60%**

**HIGHER ED BUILDINGS NOT USED**

**of Campus Space Not Used**

30 to 60% of Space on Higher Ed Campuses is Underutilized

# Solution | Operational A.I.

Modernize physical spaces  
with **real-time, AI-driven software**  
designed for **facility & safety operators**

## STRAIGHTFORWARD & SCALABLE

### EASY TO DEPLOY, EASY TO USE

- Can be deployed in 24 hours
- Scalable architecture; easily covers more than 200k+
- Intuitive tool, designed for all skill levels
- Accessible from any secure & authorized device
- Complete visibility across all sites; indoor/outdoor, floor-by-floor

## SMART

### LEVERAGES AI, DATA SCIENCE & CYBER PRINCIPLES

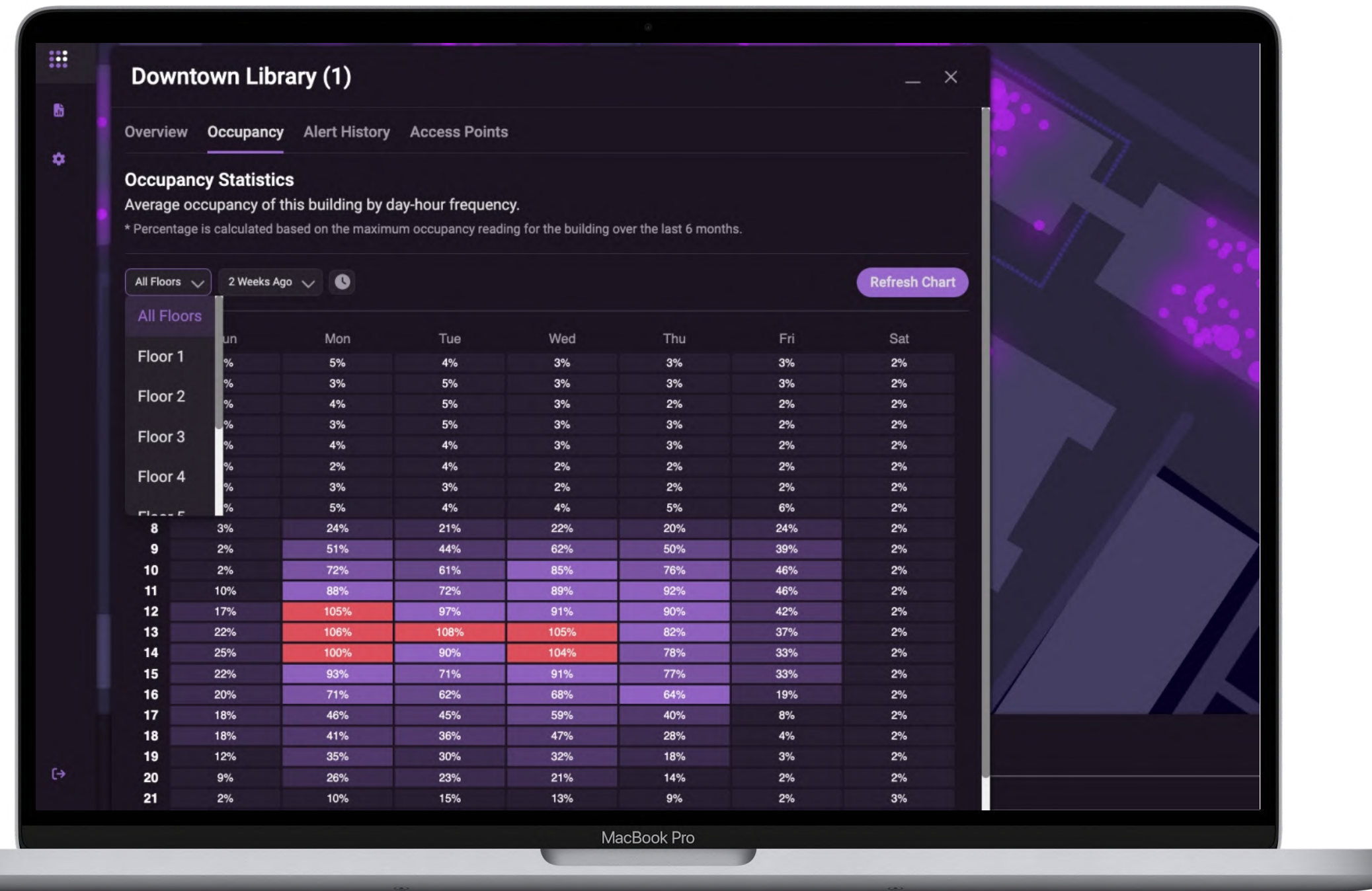
- Privacy-by-design, no PII
- Designed for system interoperability
- AI-driven, self-learning system
- Provides 'Data-as-Evidence' & actionable 'Smart Alerts'
- Real-time & predictive analytics



# (SAAS) SOLUTION

## NEW GENERATION OF ENTERPRISE SOFTWARE

Enterprise A.I. that automates, analyzes and visualizes 24/7 occupancy patterns, providing real-time facility utilization **Data-as-Evidence** for operators of public & private sector organizations



AI-DRIVEN ANALYSIS & VISUALIZATIONS

RAPID, LOW EFFORT & SCALABLE DEPLOYMENTS

INTEROPERABILITY & INTEGRATIONS

IT FRIENDLY: DATA PRIVACY & DEPLOYMENTS



**StateRAMP**  
MEMBER



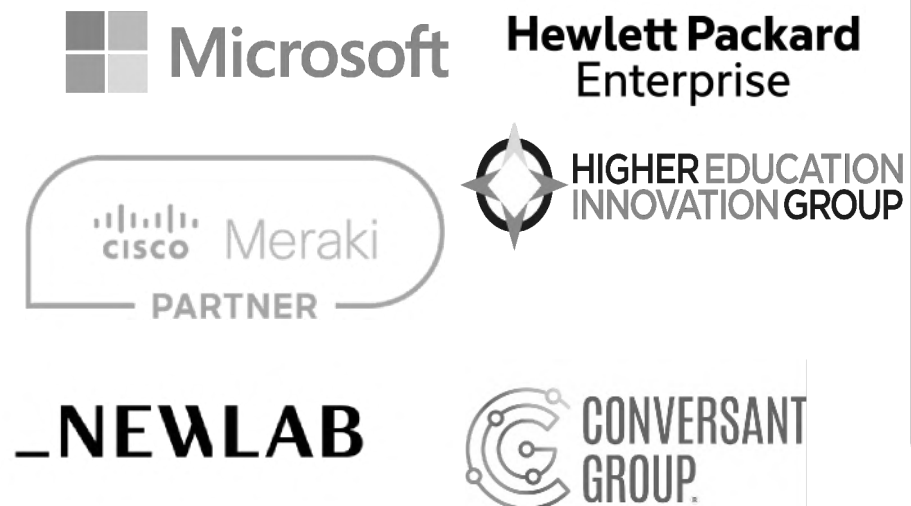
# TRACTION: VALIDATION THROUGH EXECUTION

## PARTNERS

### PUBLIC SECTOR



### PRIVATE SECTOR



## CUSTOMERS



## PILOTS

### LIVE



### SCOPING



## CERTIFICATIONS

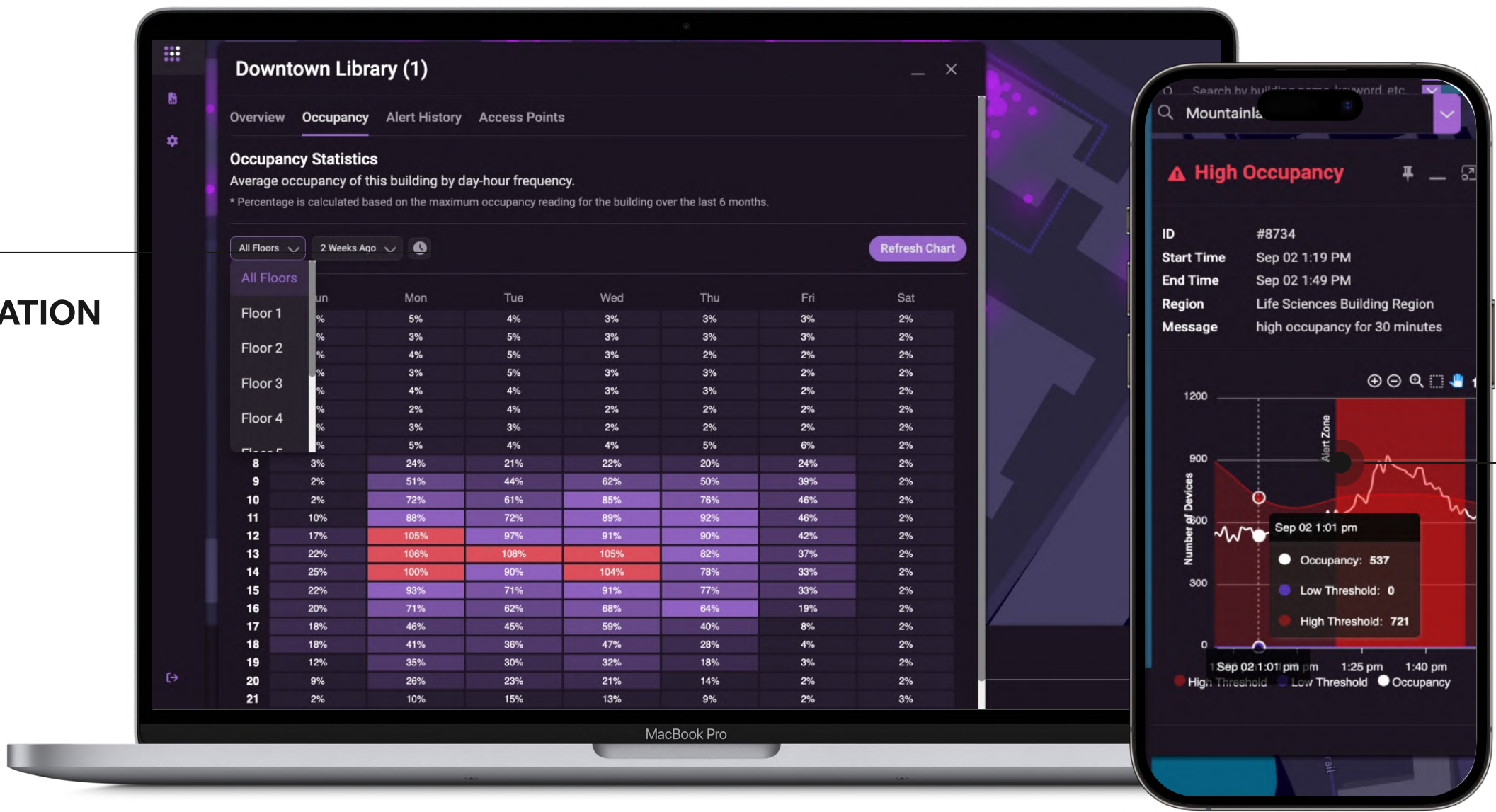




# THE AVERAGE UNIVERSITY SPENDS \$12.6M ON ELECTRICITY, \$7.5M ON HEATING, \$3.8M ON COOLING PER YEAR

DATA-AS-EVIDENCE

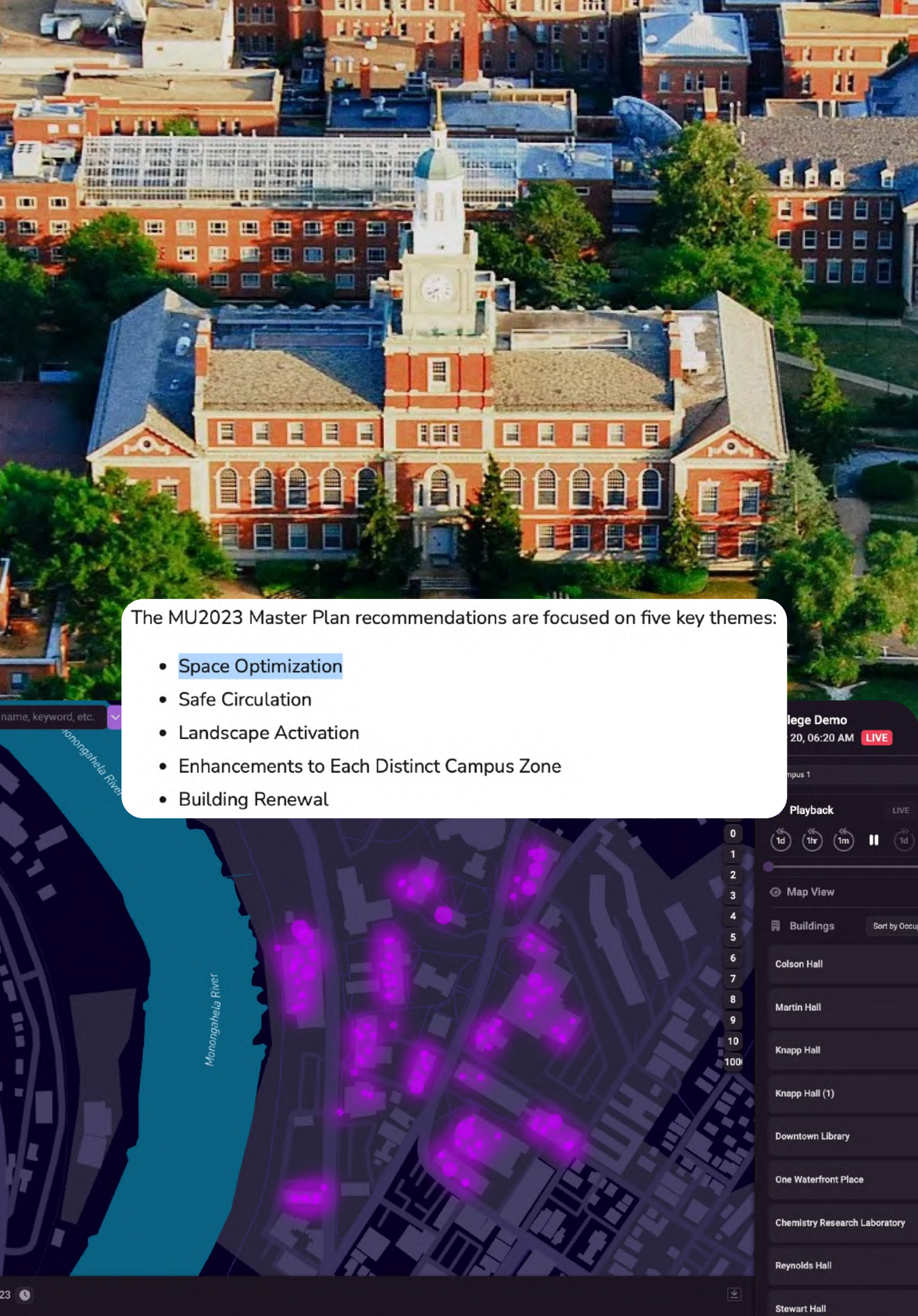
IN-BUILT SPACE UTILIZATION REPORTS



ACTIONABLE INSIGHTS  
REAL-TIME VISUALIZATION

AIRIA HELPS FACILITY OPERATORS **REDUCE UTILITY COSTS**  
BY **10-20%**, WHICH IS **\$3.6M** IN **SAVINGS**





The MU2023 Master Plan recommendations are focused on five key themes:

- Space Optimization
- Safe Circulation
- Landscape Activation
- Enhancements to Each Distinct Campus Zone
- Building Renewal

# RESULTS | Customer Testimony

## Higher Ed purchasing "Space Optimization"

### VALUE

“ We went with AIRIA (over Lambent) because your A.I. is better, your User Interface is more intuitive & your team/tech were easy to work with ”

Head of Campus Planning  
(30k student Higher Ed System)

### FAST SALES CYCLE

**Pilot:**  
3 month term  
Oct - Dec '23  
\$6k deal



**Contract:**  
36 month term  
Jan '24 - Dec '26  
\$150k deal



# Massive Global Market | Universal Applications

The global "location based services" market size was:  
**USD \$440M (2015),**  
**USD \$49.4B (2022)**  
and is expected to hit  
**USD \$440B (2032)**

## RETAIL



**116,000 US Prospects • \$6.4B Market**  
**(\$55k/year)**

*How many people entered store X?*  
*What's the average dwell time?*  
*Do we have an evacuation plan?*  
*Where should we put up this pop up shop?*

## Higher Ed



**4,000 US Prospects • \$200M Market**  
**(\$50k/year)**

*How many FTEs come in 5 days a week?*  
*How many people on campus right now?*  
*Are we allocating offices effectively?*  
*If we adjust the HVAC, would it impact our energy bill?*

## Military Bases



**750 US Prospects • \$375M Market**  
**(\$500k/year)**

*Where's Unit X right now?*  
*Why are there 5 people there at 3am?*  
*Do we have personnel offsite?*  
*How do maximize our limited space?*

## TRANSIT HUBS



**5,000 US Prospects • \$500M Market**  
**(\$100k/year)**

*How many people in the station today?*  
*What about last month?*  
*If a bomb went off, would we know where they are?*  
*Where are congestion points?*  
*Are there optimal locations for retail?*

## Corporate Real Estate



**3.5M US Prospects • \$105B Market**  
**(\$30k/year)**

*How many people WfH on Fridays?*  
*Do we know if the office is busy?*  
*Should we decrease the heating?*  
*Will that impact our energy bill?*



# FORECAST | MARKET + GLOBAL EXPANSION

Category	\$200K ARR	\$1M ARR	\$10M ARR	\$50M ARR	\$100M ARR	\$200M ARR
Year Achieved	2023	2024	2026	2028	2030	2031
Avg Annual Deal Size	\$40,000	\$50,000	\$65,000	\$75,000	\$75,000	\$75,000
# of Customers	5	25	154	667	1,333	2,666
Countries	USA	USA	USA	USA, APAC	USA, APAC EMEA	USA, APAC EMEA
Verticals (subject to change based on market signals)	<ul style="list-style-type: none"> <li>• Education (75%)</li> <li>• Transit (25%)</li> </ul>	<ul style="list-style-type: none"> <li>• Higher Ed (70%)</li> <li>• Transit (10%)</li> <li>• Defense (10%)</li> <li>• Retail (10%)</li> </ul>	<ul style="list-style-type: none"> <li>• Higher Ed (70%)</li> <li>• Transit (10%)</li> <li>• Defense (10%)</li> <li>• Retail (10%)</li> </ul>	<ul style="list-style-type: none"> <li>• Higher Ed (50%)</li> <li>• Defense (15%)</li> <li>• Retail (15%)</li> <li>• Corp Space (15%)</li> <li>• Transit (5%)</li> </ul>	<ul style="list-style-type: none"> <li>• Higher Ed (50%)</li> <li>• Defense (20%)</li> <li>• Corp Space (15%)</li> <li>• Retail (10%)</li> <li>• Transit (5%)</li> </ul>	<ul style="list-style-type: none"> <li>• Higher Ed (20%)</li> <li>• Defense (25%)</li> <li>• Retail (20%)</li> <li>• Corp Space (20%)</li> <li>• Hospitality (10%)</li> <li>• Transit (5%)</li> </ul>

\*1x Sales Rep = \$1M ARR/year



DUAL USE: AIRIA FOR MILITARY & GOVERNMENT

# FROM BATTLEFIELD TO BOILER ROOM TO BOARD MEETINGS



Booz | Allen | Hamilton



## GOVERNMENT CREDENTIALLED

Sam.gov/UEIE, GSA listed, FAR & regulatory compliant, State Ramp



## USE CASES

Base modernization\*\*\*, Analysis of SATCOM data\*\*\*, Digital Battlespace Program\*\*, Offensive/Defensive planning, coordination & execution



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AfWerx, Capital Factory  
Carahsoft



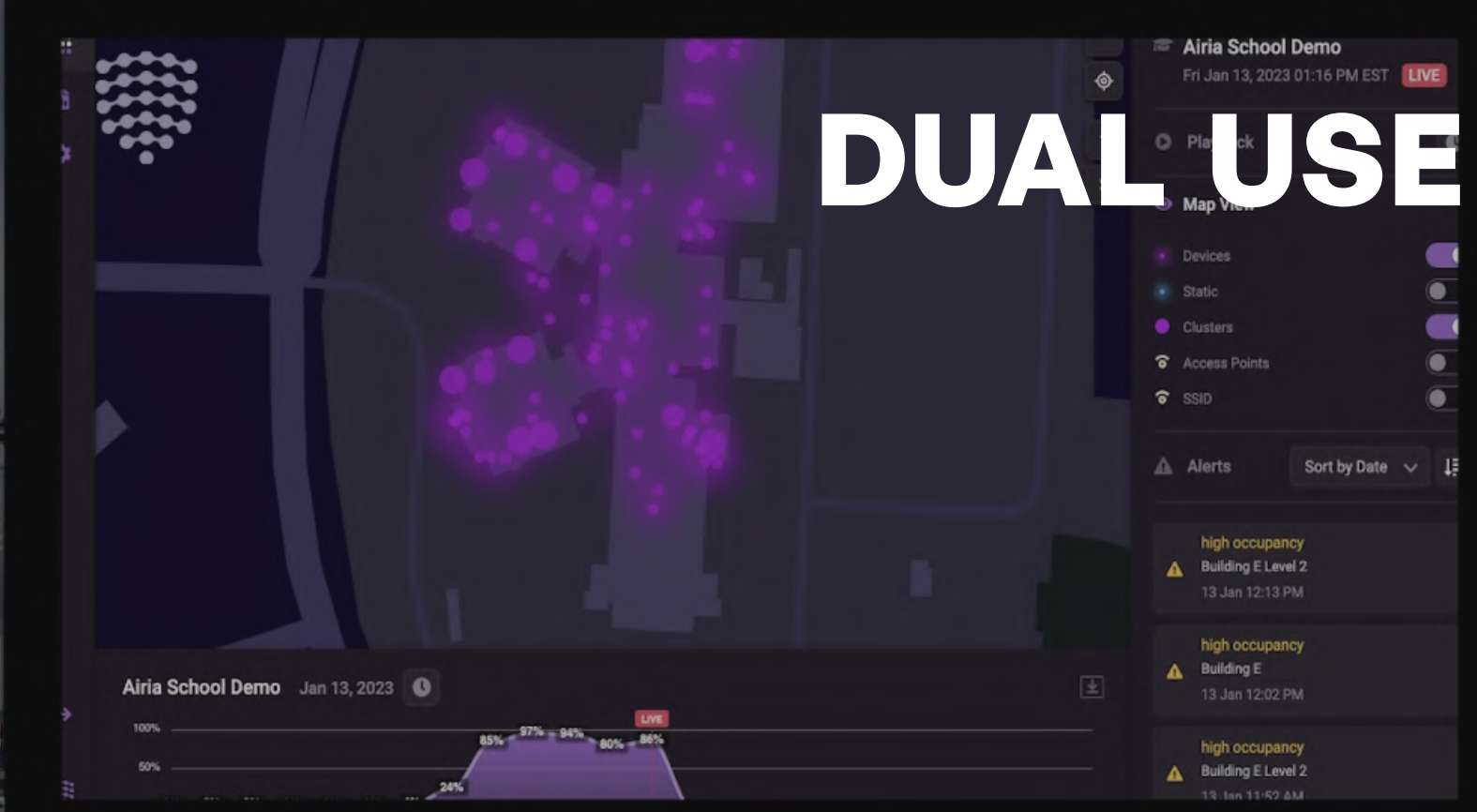
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3x Military Bases , R&D: SATCOM as data source, pursuing 'SBIR/STTR' (Non-dilutive R&D Funding)

**We are actively securing funding for Phase 1 engagements with the Air Force, our military partner, for SBIR and STTR initiatives.**

**These efforts are directly supported by AIRIA SMEs, AFWERX, Booze Allen, SBIR Advisors.**





# DUAL USE

## A.I. DRIVEN ANALYTICS PAIR HUMAN INSIGHTS + MACHINE-SPEED ANALYSIS

### Informed Decision-Making

AIRIA's operational AI Platform empowers operators with real-time, data-driven insights, enabling more informed and timely decisions.

### Operational Agility

AIRIA's inbuilt operator-based reporting uses anomaly detection algorithms to generate alerts for users. This facilitates augmenting human operators with A.I. driven analytics, facilitating swift responses to dynamic situations.

### Improved System Adaptability

As a self-learning system, AIRIA learns the normal patterns of activity and adapts based on changes in data customer environments. Behaviors shift due to a myriad of factors, such as weather, and surfaces deviations from expectations.



# AIRIA: DUAL-USE DNA

## EXAMPLE USE CASES FOR FEDERAL & MILITARY CUSTOMERS



carahsoft.



Microsoft

Λ F W E R X



SBIR Advisors **Newlab**

### Operations

AIRIA can support base operations and security innovation by connecting the physical and digital environments, on-base and off. Visualize the movement of people, in real time and across teams, to distribute situational awareness

### Leadership & Operational Transitions

Deploy AIRIA prior to operational and leadership transitions on bases to generate automated operational audit of base activity related to use of facilities, location of physical assets (trucks, planes with connected capabilities), policy adherence, and movement of people in and around base.

### Asset Management

Use AIRIA to monitor large, digitally connected assets on base like MREPS, planes, weapons systems, and deterence (replace word). Monitor location, state (connected or not), number of like assets, and have eyes-on their movement (or lack of) during training, day-to-day, and action.

### Automation

AIRIA can be used to automatically connect, combine, analyze, and deliver actionable intelligence information systems, data sources, and physical environment insights in-real time to improve decision-making and action. AIRIA replaces hard-copy, manual audit binder processes with automated, objective, and dynamic information.

### Base Transformation

Use AIRIA to as a core tool and solution to support transitioning bases from their current, legacy state into innovative bases of the future.

### Digital Battlespace

AIRIA can take in multiple types of network and digital data, such as 5G/WiFi/SATCOM, to visualize where teams are located, visualize their surrounding environments and movement of people with connected devices. Identify if they are known friendly, known threat, and unknown individuals based on their devices.

### Base-of-the-Future

AIRIA can alert leaders and operators of anomolous behavior of crowds in congested areas, to manage crowd control and crowd surge risk in real time, with a gods-eye-view from map views and live data analysis.

### Facility & Space Management

- Buildings- Where are people within the building, what time, more or less than we think?
- Movement- How do people move throughout the base?
- Utilities- Are we using an appropriate amount of energy based upon how our spaces are actually being used on base?



# DEFENSE NEED: VALIDATED APPROACH

## Air Force Secretary: Military needs AI to augment human capabilities

Speaking at the Reagan National Defense Forum, Kendall pushed back on negative hype over military's use of AI technologies

Sandra Erwin December 2, 2023

## USAF Report Faults Lax Security Culture in Unit of Airman Who Allegedly Leaked Documents

Dec. 11, 2023 | By Chris Gordon

## Pentagon to strengthen insider threat monitoring and vetting procedures following major intel leak

By Haley Britzky, Natasha Bertrand and Oren Liebermann, CNN  
3 minute read · Published 2:21 PM EDT, Wed July 5, 2023



## How to Detect Insider Threats: Stopping Leaks in the Digital Age

April 15, 2023 | By David Roza

Home → Artificial Intelligence → Air Force Working Tirelessly to Make AI & Data More Accessible

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CHARLES LYONS-BURT MAY 25, 2023 ARTIFICIAL INTELLIGENCE, EVENTS, NEWS

## 'Everything you see is live' as CENTCOM shifts to digital tools

A U.S. Central Command exercise shows that operations can—and soon must—be centered on live data feeds.

SCHUYLER MOORE and BRIG. GEN. JOHN COGBILL | OCTOBER 15, 2023

COMMENTARY AIR FORCE C4ISR MIDDLE EAST

### THREATS

## Effort to build common Mideast air picture gets a 'B-minus' from USAF official

But before a common operating picture can be delivered, Mineau said they need the right policies in place to share information. AFCENT is looking at two possible approaches, he said. One is putting data into a central hub that would hide the source of the information—making the data “anonymous.”



THE MOST ACTIVE INVESTORS IN TEXAS

# CAPITAL FACTORY: ECOSYSTEM, PARTNER & AIRIA INVESTOR



## Investor Community, Built-in Network

Capital Factory match makes us with their 1500 person investor community

## Dual-Use Partners: Defense & Private Sector

Shared co-working space with:  
*Booz Allen, AFWERX, L3Harris, Army Futures Command, Cisco, Raytheon & SBIR Advisors*

## Office Space, Ecosystem & Events, Growth Resources

Organizer of Defense & other related events within our shared office space



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carahsoft.



Microsoft

Λ F W E R X



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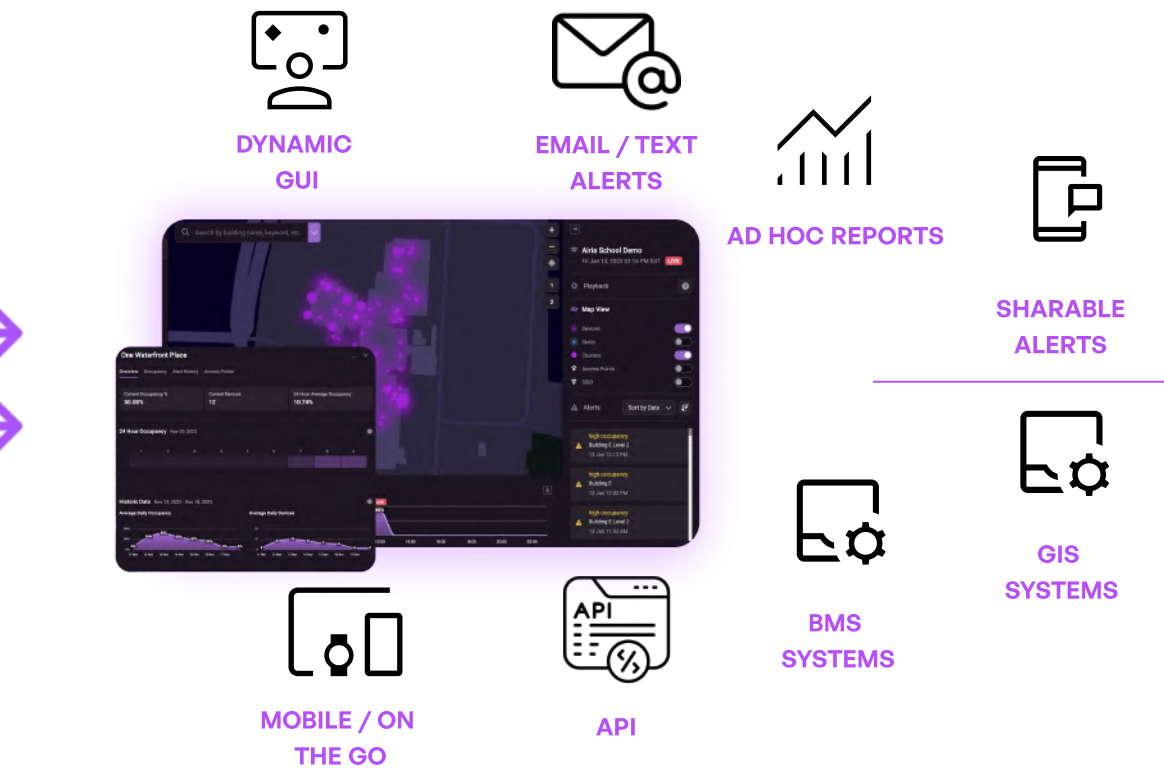
# PRODUCT | HOW AIRIA WORKS

## Deploy (~24h).

## Analyze (A.I.).

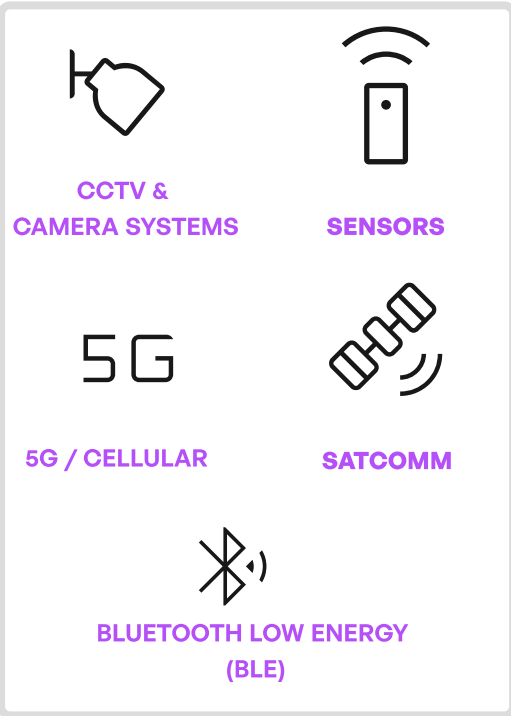
## Operationalize

Output

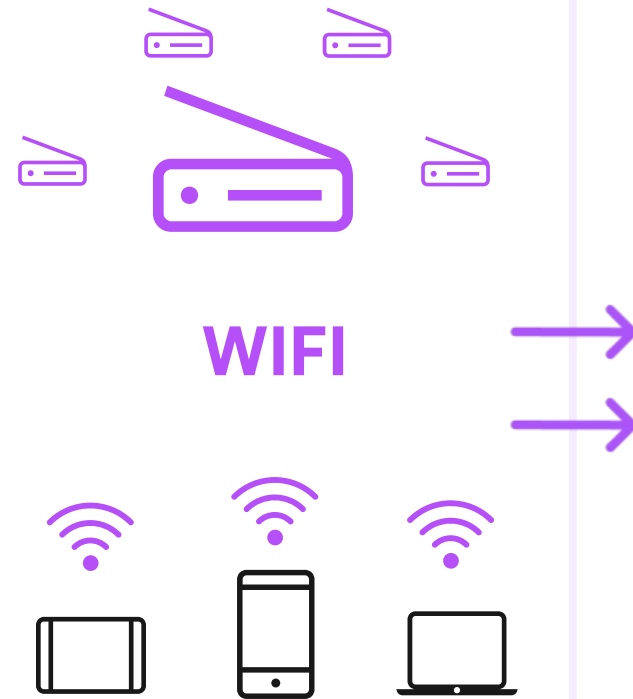


Integrations

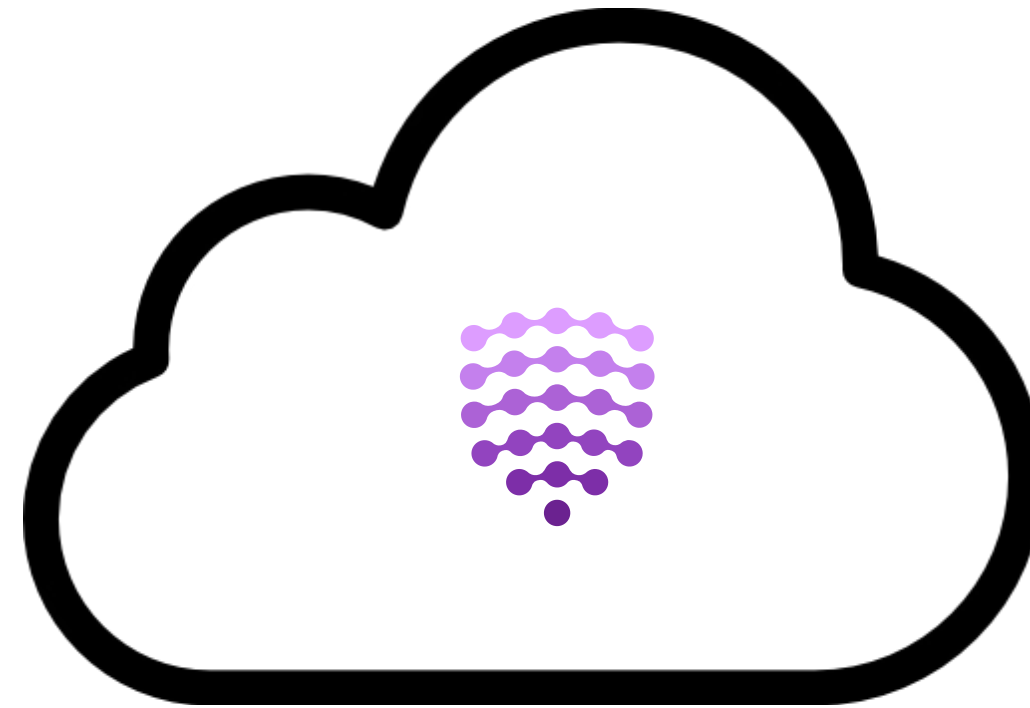
24/7 MOVEMENT, DENSITY, OCCUPANCY



(Roadmap)



"HOW MANY PEOPLE?"  
"WHERE ARE THEY, WHEN?"



AI-DRIVEN, ANALYTIC ENGINE

### Data Integrations & Interoperability

WiFi Access Points (AP)  
Network Data  
APIs  
SATCOMM, BLE, 5G, SENSORS, CCTV

### Learn

Proprietary AI (Patent Pending)  
*Self-learning AI*  
*Anomaly Detection*  
*Machine Learning & Data*  
*GIS-Driven Context*

### Usability

Actionable Information  
Web GUI  
Exportable Occupancy Reports  
Real-time alerts  
Easily shareable, secure access



# Meet the Team



Founder & CEO

Edward Nass

Enterprise Sales, Strategic Partnerships Cyber Security, IoT, InfoSec, Data Privacy



Chief Technology Officer

Stuart Anderson

IT (25+ Years), InfoSec, Cloud and Software Technologists, DevOps, Software  
*Former Chief Integration Engineer Virtustream- Acquired for \$1.3B (by EMC)*



Director, Strategy & Ops

Beth S

15 years in Federal Government, Special Projects, Startups



Sales, Customer Support

Ryan M

Worked at Dell in SLED Sales



Frontend

Mike W

10 yrs video game experience



AI & Data Science Lead

Thomas M.

Head of Data Science @ Northwestern University



Backend Lead

David D.

15yrs software x control system experience; RIT

# GO-TO-MARKET | FUELED BY SALES ENGINE

## Fill the Pipeline

### In the Field

#### TRADE SHOWS

Booths  
Target Markets  
Target Regions

#### SEMINARS

Invite-only dinners  
in target markets

#### ECOSYSTEM PARTNERS

Referral Partners (1-10% of deal)  
Reseller Partners (11-20% of deal)  
Distribution Partners (ie SHI)

#### COLD OUTREACH

Cold Calls, Cold Emails, LinkedIn  
Tracked via CRM • Regular Cadence

Webinars

## Deploy Pilots, Close Deals

### Revenue Focused Sales Team

#### AIRIA SALES TEAMS

Autonomous  
Problem Solvers

Smart  
Hungry

#### QUOTA

20x sales meetings/month  
2x Pilots/month • 1x Deal/month  
Rev Target: \$1m/year

\*All in, a sales rep will cost AIRIA \$200k annually;

A \$1m ARR annual quota = \$800k/return per sales rep

## Brand Recognition

#### STRATEGIC PARTNERS

Microsoft: Investor/Partner  
Carahsoft: Reseller (Public/Private)  
Cisco Meraki: Marketplace

#### DIGITAL MEDIA

##### Branding

Tight branding • Educational Content +  
Assets • SEO/Website

##### Press

Industry related, like [CampusSafety.com](http://CampusSafety.com)

## Conversion Consistency

#### AIRIA PILOT PROCESS

Process: 1-3 months  
Stakeholders: Operations,  
Facilities, Energy, IT, Safety

#### SAAS LICENSE TERMS

AVG TCVs: \$24k - \$1.44m  
Term Length: 24-48 months  
Monthly Cost: \$1000- \$30,000/mo



# COMMERCIALS

## SALES MODEL

### SAAS MODEL

SUBSCRIPTION-BASED

3-5 YEAR CONTRACT  
TERMS

**\$0K ARR**

**\$0K MRR**

2022  
REVENUES (ACTUALS)

**\$1K- \$30K**

MONTHLY LICENSE FEE

**\$ RANGE BASED ON  
# OF WIFI ACCESS POINTS**

**\$230K ARR**

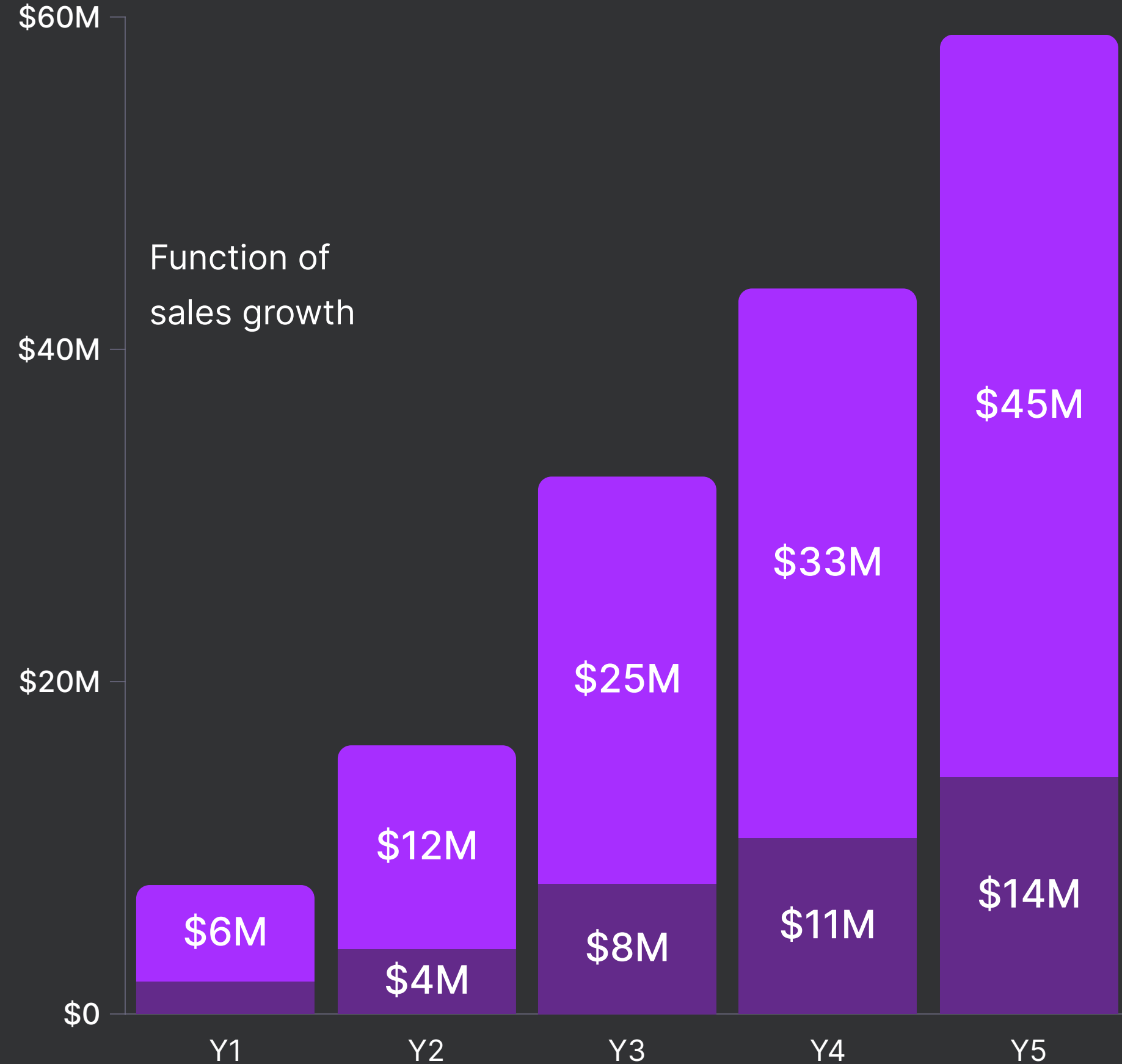
**\$19K MRR**

2023 Q3  
REVENUES (ACTUALS)

MARGINS =  
200-1200%

# REVENUE FORECAST

● Bootstrap Case ● Base Case



SEED ROUND | RAISE: \$2M TO DELIVER: \$2M ARR

# USE OF FUNDS

## SALES & MARKETING

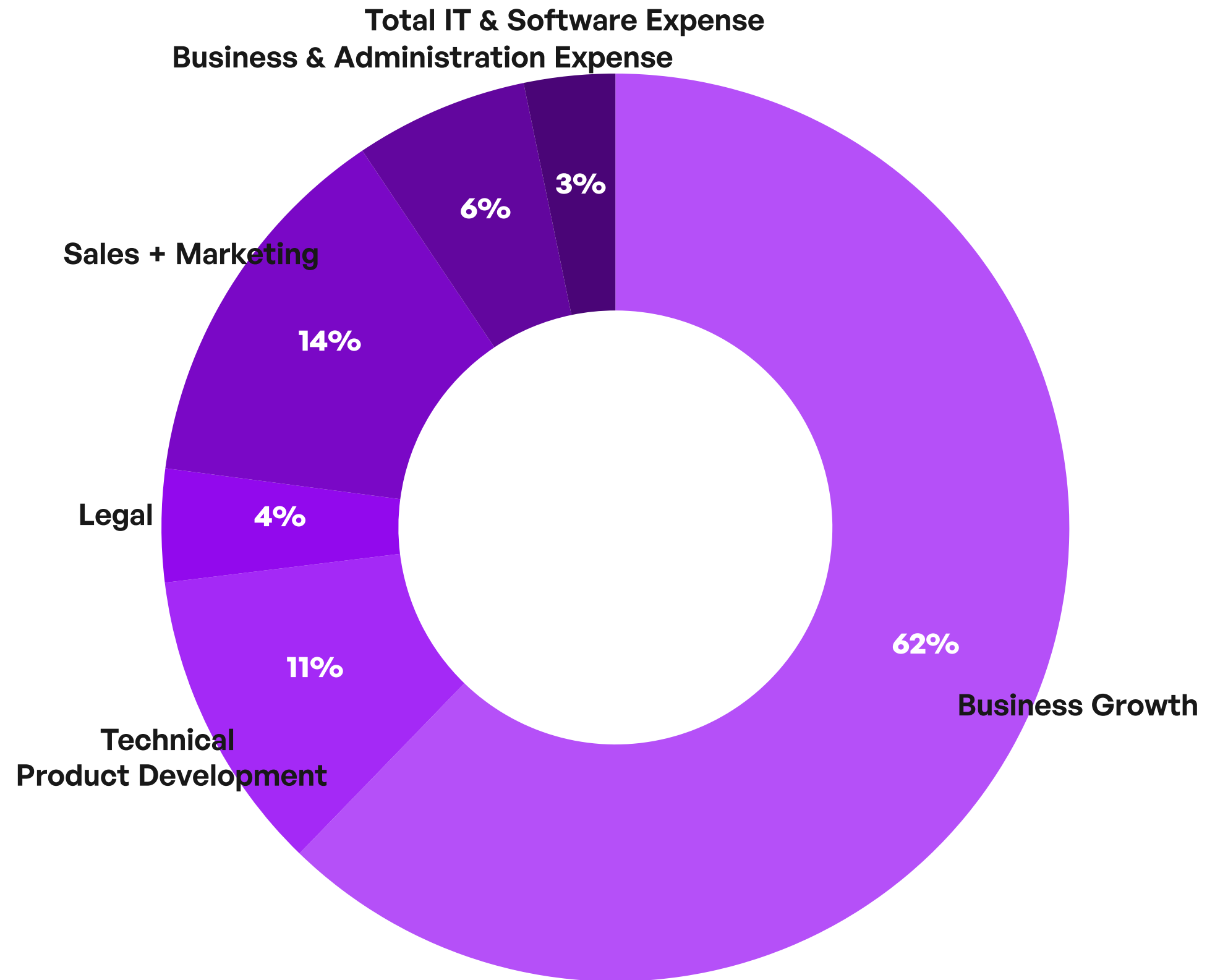
Branding, CMS system, materials, website, conference attendance. In order to scale, we will be strengthening our sales/customer tools and marketing solutions. To date, AIRIA has spent ~\$0 on Marketing.

## BUSINESS GROWTH

Recruiting and hiring sales, operations & engineering personnel. Adding sales team support is essential to capture the current traction and interest from customers.

## TECHNICAL DEVELOPMENT

Immediately hire and onboard additional engineering staff to support customer demand.





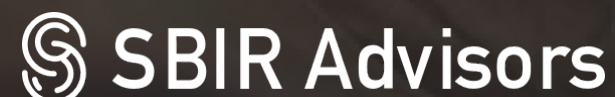
DUAL USE: AIRIA FOR MILITARY & GOVERNMENT

# FROM BATTLEFIELD TO BOILER ROOM TO BOARD MEETINGS

"Dual use" technologies are technologies with civilian and military applications.



Booz | Allen | Hamilton



carahsoft



## GOVERNMENT CREDENTIALLED

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# DEFENSE COMMERCIALIZATION: AIR FORCE DEPLOYMENT TRANSITION STRATEGY

AIRIA is strategically aligning each phase to utilize SBIR Phase III as the primary Air Force contracting vehicle.

Airia's platform has the ability to transform countless organizations within the Air Force and the rest of the DoD. Matched with the Air Force's desire to address its urgent needs in AI/ML, we anticipate building lasting relationships with many of the organizations within this mission set.

During the initial Phase I we anticipate working with the following offices/end-users:

## AIR FORCE USER PERSONAS

Air Force Research Laboratory (AFRL), AI/ML Group:

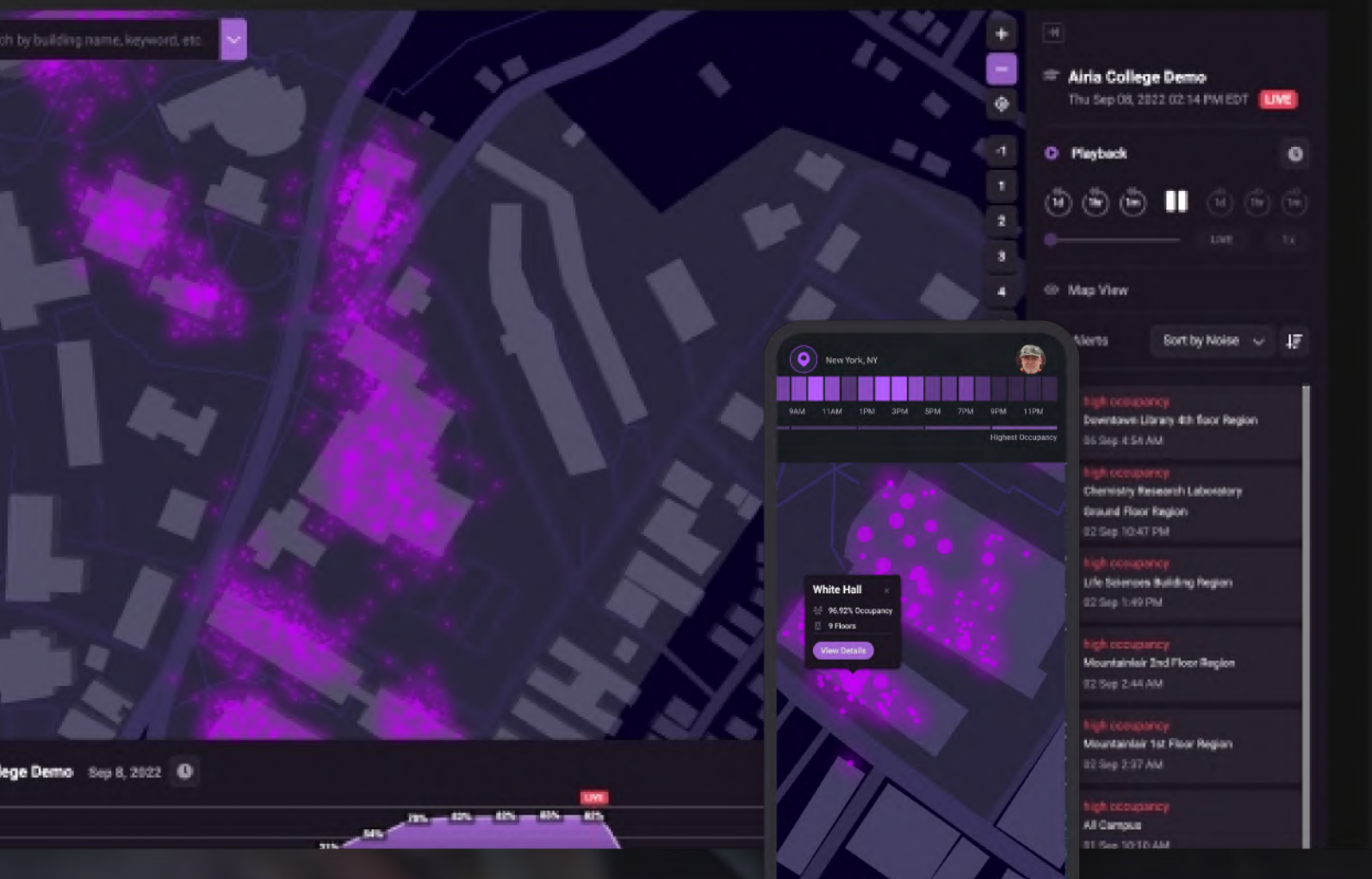
- Robert Downey Jr., Senior Engineer

Air Combat Command (ACC), Digital Directorate:

- Scarlett Johansson, Program Manager

AFCEC Energy Division:

- Maj Austen Bryan, Director





# ROADMAP | INNOVATION



**DEFENSE / MILITARY ('25')**

**CORPORATE REAL ESTATE ('24)**

**RETAIL ('24)**

**EDUCATION ('22)**

**STADIUMS / GAMING ('25)**

**TRANSIT ('25)**

**HOSPITALITY ('26)**

## DIRECTION & SIGNALS

80% Core AIRIA Product

20% Industry-specific Features & Models

Roadmap influenced by customer feedback & market signals

# ROADMAP | MARKET

SUMMARY

# AIRIA'S MISSION IS TO HELP MAKE OUR CUSTOMERS' SPACES SMART, SAFE & SUSTAINABLE

**\$450K**

Total Bookings

**12**

Months in Market

**\$230K**

Annual Recurring Revenue

**14**

Live Deployments

**100K**

Americans Protected Daily



New York City Transit



CUSHMAN & WAKEFIELD



University of New Hampshire



Central College  
— 1853 —

West Virginia University

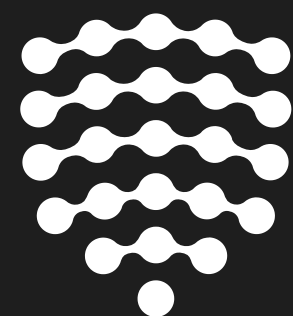




Microsoft HQ  
Seattle, WA



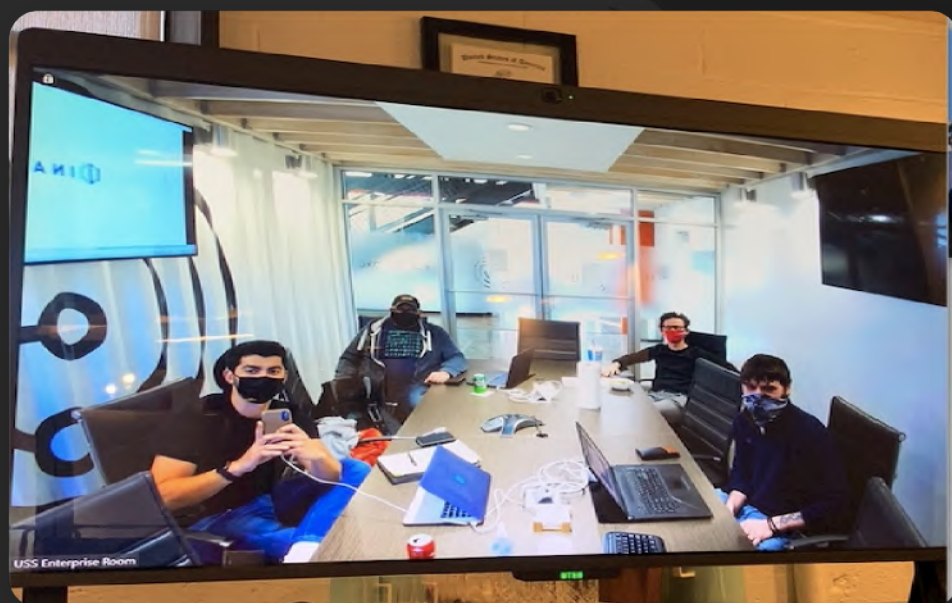
New York, New York



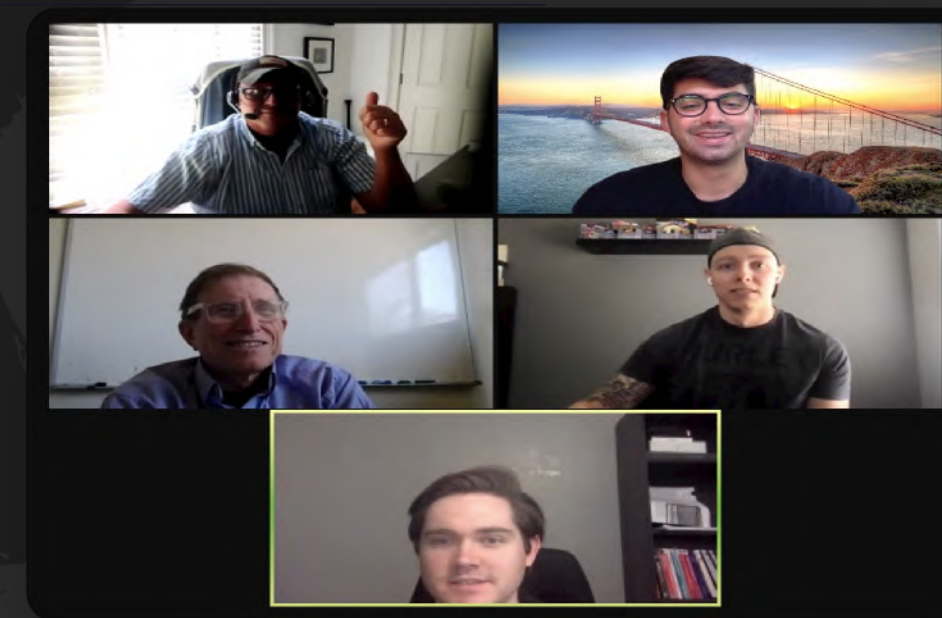
# AIRIA

## OPERATIONAL AI

### THANK YOU



Chattanooga, TN



Zoom, where else!

# APPENDIX





# COMPETITIVE ADVANTAGE

## Why AIRIA?

AIRIA is a quick-to-value, "dual use" enterprise software designed to help a broad spectrum of customers & environments: Higher Ed, Commercial Real Estate, Transit, Retail & defense

- No technical, operational, or budgetary roadblocks
- Rapid implementations
- Privacy first; cyber sensitive
- Interoperable



Category

Space Optimization  
- Software

Space Optimization  
- Sensors/hardware

AI & Analytics;  
"Dual Use"

Operational-AI  
Platform

IT- Friendly

No Hardware

Interoperable

Privacy

Scalability



## WHY WIFI?

The global economic value of Wi-Fi is estimated at over

**\$3.5 trillion (2023) to  
\$5 trillion (2024)**

The data is clean, consistent & extremely informative — and ubiquitous.

AIRIA will process at least

**1 billion**

rows of data in 2024, fueling our AI models

WiFi by the Numbers  
2023

**750M**

Public WiFi  
Access Points

**20B**

WiFi Devices  
In Use

# EARLY VALIDATION | CUSTOMERS & PARTNERS

## Customers & Users



## US Partners & Collaborators

Booz | Allen | Hamilton



\_NEWLAB



carahsoft



DAVIS & GILBERT



## Testimonials

"AIRIA provides widespread visibility throughout the public safety and management ecosystem, acting as a communications bridge between first responders and local entities, complementing existing systems & processes."

**Chief Robert Abbott, Chief, Lake Travis Fire and Rescue**

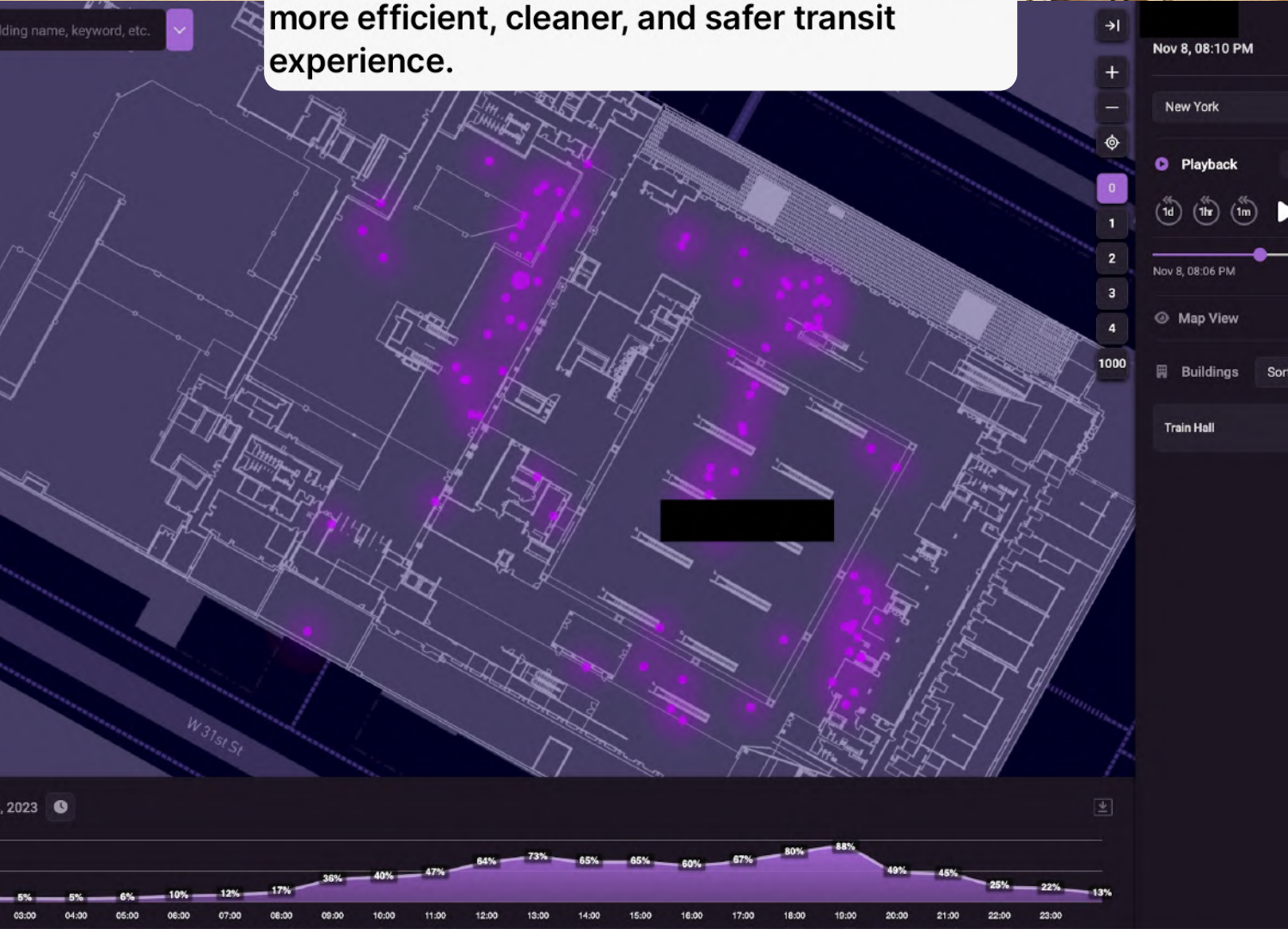
"Our experience with AIRIA has given us a more holistic view of campus, seeing trends on buildings through the year, allowing us to tweak building and department schedules to better serve our students, while potentially cutting energy usage and costs, as well as providing a safety net-view of campus in the event of any issues."

**Joe Vande Kieft, Chief Information Officer, Central College**





To promote paid transit ridership, NYC regional agencies are seeking tools to enable a faster, more efficient, cleaner, and safer transit experience.



# RESULTS | Customer Testimony

Transit "Security & Facility Management"

## VALUE

“ We are always looking for ways to make the train hall smarter & safer. Having 24/7 data for population trends in the station helps us make operational decisions, faster.”

Head of Facilities & Head of Security  
(30k People Daily Train Hall, NYC)

## FAST SALES CYCLE

**Pilot:**  
2 month term  
April - June '23  
\$10k



**Contract:**  
36 month term  
July '23 - June '26  
\$190k deal



# PILOT PROCESS

## SALES APPROACH

An AIRIA Pilot is administered so the customer can evaluate the value of the technology to the customer environment, problems & needs.

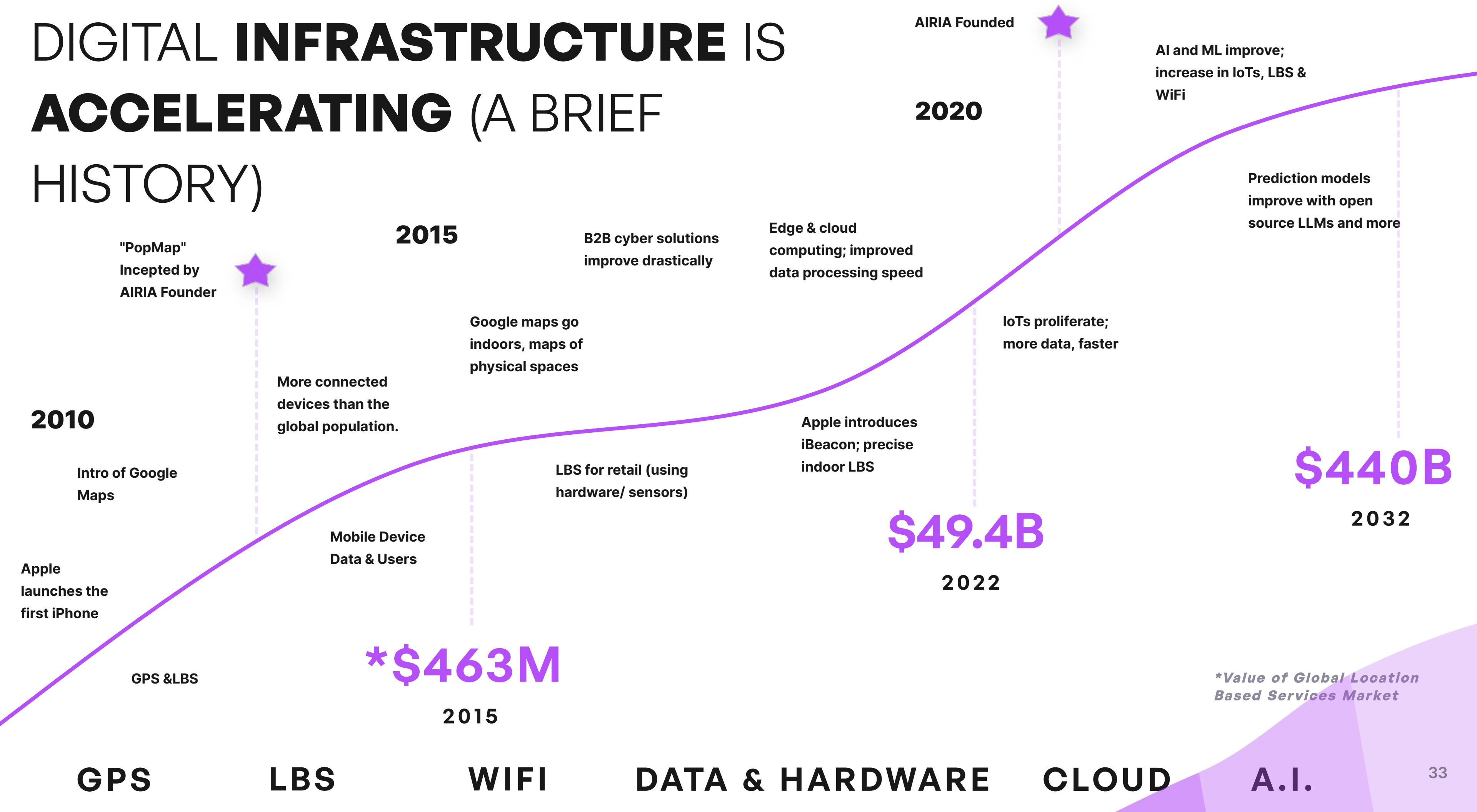
### Typically:

- 3-5 buildings
- 1-3 months, bi-weekly meetings
- 2 week onboarding Stakeholders: Facilities, Energy, IT





# DIGITAL INFRASTRUCTURE IS ACCELERATING (A BRIEF HISTORY)



# AIRIA TRANSFORMS SPACE MANAGEMENT

AIRIA'S **OPERATOR-FOCUSED USER INTERFACE**, AI, ANALYTICS & REPORTS PROVIDE "**DATA-AS-EVIDENCE**" FOR **STRATEGIC DECISION MAKING**



## UNDERSTAND SPACE UTILIZATION & COST

AIRIA's reports and map dashboard provide objective information on how and when spaces are used. Improve facility efficiency and reduce unnecessary spend.



## OPERATIONAL RESPONSE- AFTER ACTION REVIEW

Review the timeline of an incident within each organization and its respective structure.; from the time of the initial report, arrival on scene, and taking action.

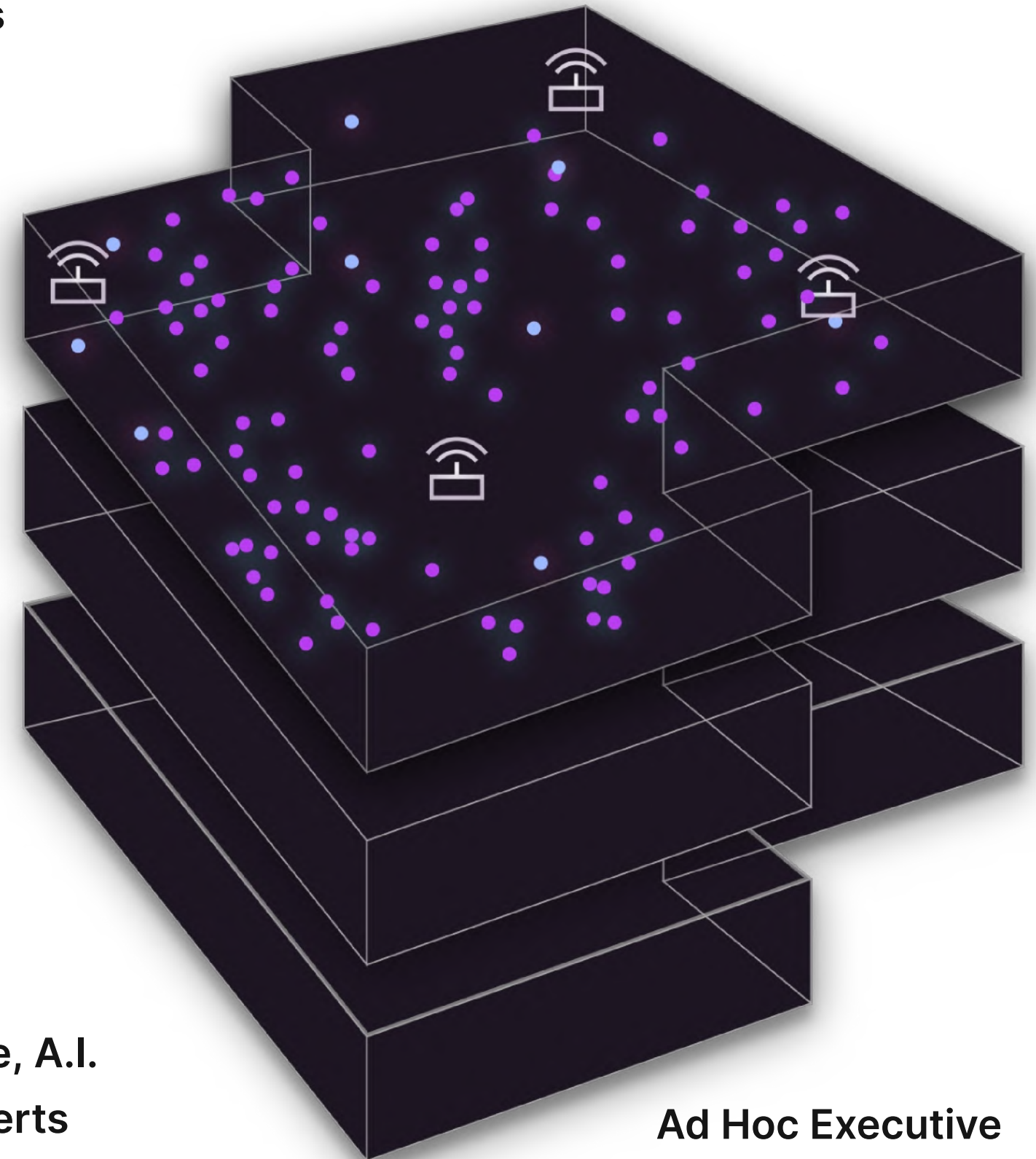


## ALERTS & DECISION SUPPORT

AIRIA provides each user with data-as-evidence which is information that is objective, factual, contextually relevant, all in real time.

24/7 Occupancy Analytics

Floor-by-floor visualization & real-time insights



Real-time, A.I. driven alerts

Ad Hoc Executive reports



# GO TO MARKET APPROACH | HIGHER ED

25% OF ALL US WIFI PURCHASED IN THE USA IS PURCHASED BY EDUCATIONAL INSTITUTIONS

Category	(Beachhead)					
	Higher Ed	Retail	Corporate Real Estate	Transit	Defense	Hospitality
WiFi?	Yes	Yes	Yes	Yes	Yes	Yes
Market Pen	2023	2024	2024	2025	2025	2025
Revenue Potential	\$200M	\$6.5B	\$105B	\$500M	\$500M	\$105B
Existing Solutions	No	Legacy	Legacy	No	No	Legacy
Why?	<ul style="list-style-type: none"> <li>• Space Management</li> <li>• Sustainability</li> <li>• Resource Allocation</li> <li>• Safety</li> <li>• Financial crises</li> </ul>	<ul style="list-style-type: none"> <li>• Dwell times</li> <li>• Daily visitors</li> <li>• Scalable analytics</li> </ul>	<ul style="list-style-type: none"> <li>• Space Management</li> <li>• Sustainability</li> <li>• Resource Allocation</li> <li>• Safety</li> <li>• Regulatory/Compliance</li> </ul>	<ul style="list-style-type: none"> <li>• Crowd Control</li> <li>• Security</li> <li>• Resource Allocation</li> <li>• Maintenance</li> <li>• Compliance</li> </ul>	<ul style="list-style-type: none"> <li>• Base Modernization</li> <li>• Security</li> <li>• Command &amp; Control</li> <li>• Energy &amp; Facility Management</li> </ul>	<ul style="list-style-type: none"> <li>• Dwell times</li> <li>• Daily visitors</li> <li>• Scalable analytics</li> <li>• Targeted Ads</li> <li>• Gaming/Casinos</li> <li>• Safety</li> </ul>

## WHY HIGHER ED AS BEACHHEAD?

HIGHER ED IS A MICROCOSM FOR ALL OTHER FUTURE INDUSTRIES/MARKETS:

If we can do a **STADIUM** on a **CAMPUS**, we can do it **ANYWHERE**

If we can do a large **CAMPUS**, we can do a **CITY** or **MILITARY BASE**

If we can do a **10-STORY BUILDING**, we can deploy to **ANY LARGE BUILDING**

Prospect contact info publicly available;

Buying cycles & policies publicly available;

Predictable behavior & group "herd mentality"

Massive digital, dynamic facilities with thousands of people, WiFi Access Points, safety concerns, sustainability goals... a dream R&D environment for us

# AIRIA DEPLOYMENT SET UP

## GENERAL SETUP INFORMATION:

*\*AIRIA is quick to deploy and in most cases, can be set up with ~1 hour of customer effort.*

## FACTS ABOUT AIRIA

- AIRIA IS A CLOUD-BASED SERVICE, NO ADDITIONAL HARDWARE IS REQUIRED FOR DEPLOYMENT.
- INTEGRATES WITH EXISTING WI-FI INFRASTRUCTURE WITH ZERO IMPACT TO NETWORK PERFORMANCE.
- DOES NOT REQUIRE ANY CHANGES TO THE EXISTING NETWORK CONFIGURATION.
- DATA IS COMPLETELY ANONYMIZED AND NO PERSONALLY IDENTIFIABLE INFORMATION (PII) IS EVER STORED.

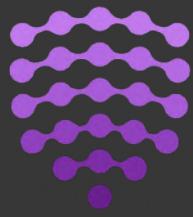
# SCOPING QUESTIONS

- WHAT WI-FI & MANUFACTURER & SYSTEMS ARE IN USE?
- HOW MANY WI-FI ACCESS POINTS IN TOTAL ARE THERE?
- WHAT TYPE/MODELS OF WI-FI ACCESS POINTS ARE IN USE?
- ARE THE WI-FI ACCESS POINTS CENTRALLY MANAGED? IS THIS MANAGEMENT SYSTEM ACCESSIBLE REMOTELY?
- IS IT POSSIBLE TO CREATE A READ ONLY ACCESS ACCOUNT FOR THE AIRIA SERVICE?
- IS THE WI-FI NETWORK SEGMENTED?
- HOW MANY SSIDS ARE IN USE?
- HOW IS SSO CONFIGURED ON SITE?

Data Privacy &  
Compliance







# AIRIA | OPERATIONAL AI SOFTWARE – AI BUILT FOR GOOD

AIRIA’s mission is to help make our customers’ spaces **Smart, Safe & Sustainable**. Our product thoughtfully leverages AI & is built with privacy as a priority & can be operationalized with minimal effort. We hope to set the standard for other progressive enterprise software solutions.

## OUR GUIDING PRINCIPLES

### ALWAYS BE KNOWN FOR TOP TIER TECH & CUSTOMER SUPPORT

AIRIA’s value as a product is only as great as our customers’ ability to operationalize the tech. We will provide comprehensive training & onboarding resources to help them extract maximum value.

### SALES VALUES

There’s a right way & a wrong way to do enterprise sales. The right way involves strong communication, thorough project management, class, organization, problem solving abilities – and a reliable product .

### STRONG, TRUSTED BRAND

We will continue to build out a strong brand that ties together all the values set forth herein. This includes strong graphic design, smart PR, targeted marketing efforts & a customer bases that shares their positive AIRIA experiences outwardly.

### PRIVACY FIRST

We believe we have the opportunity to be a revolutionary software company, pushing technology & operations forward, while being on the right side of the line for data privacy.

### SAFETY: HELP PROTECT AS MANY PEOPLE AS POSSIBLE

Given the scope of our customer bases and the technical nature of our implementations, we are able to easily protect hundreds/thousands of people (per implementation).

### SUSTAINABILITY: MAKE THE WORLD MORE EFFICIENT

Our software can help facilities reduce energy utilization/costs by 10-40%. At scale, this can have an extremely positive and significant global impact on the climate

### LEVERAGING TEAM EXPERIENCE & ADVISOR EXPERTISE

Know what we don’t know – and find someone/a partner who does. Like our partners below, the AIRIA team – current and future – comes from a wide range disciplines, rooted in Cyber Security, IT/Software, Public Sector/National Security, academia & professional excellence..

### TECHNOLOGY & TOOLS FOR THE FRONT LINE

We believe in providing those on the front lines with powerful tools that fit seamlessly into their activities so that they can focus on using their expertise and the priorities in front of them. Arming front line workers with solutions powered by advanced AI, yet are easy to use, allows them to do what they’re trained to do...but better.

### AIRIA IS PROUD TO BE PARTNERED AND/OR WORKING WITH:



# FUNDING TO DATE

## LIST OF AIRIA INVESTORS

**\$2.4M**

**Funds raised to  
date**

**29**

**# of investors**

Category	Name
Venture	Backswing Ventures
Venture	OneSixOne Ventures
Venture	DITEC Ventures
Angel	Angel 1
Angel	Angel 2
Angel	Angel 3
Angel	Angel 4
Angel	Angel 5
Angel	Angel 6
Angel	Angel 7
Angel	Angel 8

Category	Name
Angel	Angel 9
Angel	Angel 10
Angel	Angel 11
Angel	Angel 12
Angel	Angel 13
Angel	Angel 14
Angel	Angel 15
Angel	Angel 16
Angel	Angel 17
Angel	Angel 18
Angel	Angel 19

Category	Name
Angel	Angel 20
Angel	Angel 21
Angel	Angel 22
Angel	Angel 23
Angel	Angel 24
Angel	Angel 25
Angel	Angel 26
Angel	Angel 27
Angel	Angel 28
Angel	Angel 29



# a word from our CEO, Edward Nass



2013 – 2020

2021 – Now

**At AIRIA, we see data as oil – with actionable, operational Space Utilization data, our customers can make strategic decisions that make their facilities smart, safe, sustainable.**

In 2013, I looked up at the WiFi in my classroom at Vanderbilt and thought, "there has to be data in there..." **"PopMap,"** an app for college students to see where was busy on campus in real-time was inception then.

In 2016, after forgoing law school, I took a software sales job at Darktrace, a UK-based cyber security company, pioneering AI for cyber. At Darktrace, I sold over \$7m worth of AI Security software across all industries in 16 countries, with ~100 implementations & 100% customer renewals. Half way through, I was transferred from NYC to London/HQ, where I worked shoulder to shoulder with our C-Suite as we grew from 300-2000 employees and prepared for a \$3.5B IPO. After working with dozens of IT / security teams, & speaking at countless cyber trade shows, the vision for AIRIA crystallized: **"PopMap" is for Operations, Facility & Security teams (not students), and it needs to be built like a cyber product: no hardware, rapidly deployable, interoperable, AI/ML-driven, intuitive, IT friendly & scalable. Queue in "AIRIA."**

10 years after PopMap, my hunch about location services was right – the market is exploding, and there is void in dynamic, enterprise operations softwares that AIRIA fills. We designed AIRIA to be a versatile, dynamic and obvious option for organizations looking to optimize their assets & operations – Higher Ed, Retail, Corporate Real Estate, Transit, and even our militaries. This is a problem that impacts millions of organizations, and we're excited to be tackling the challenge head on.

*Onwards & upwards!*