



## **Delta Thermal, Inc.**

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### **Company Overview**

A Tucson company incorporated late in 2017, Delta Thermal Inc (DTI) was formed to address an emerging need in the electrical transmission and distribution (T&D) market for pro-active management of safety and security without sacrificing revenues or profits. Having served surveillance technology to the renewables industry while at a prior enterprise, our founders responded to industry requests for technology solutions that use infrared imaging to gain money-saving operational knowledge: we used our 25+ years of business and surveillance experience to form DTI as a focused offer of automated thermography and security to T&D customers. Since founding, we have produced a fully autonomous mobile solution that is already serving customers and that is ready to go -- manufacturable and marketable.

### **Product/Service Overview**

Delta Thermal protects electrical substations with predictive IR monitoring and perimeter security 24/7 (we help keep substations from blowing up). We use our smart thermographic cameras and gimbals in a cloud architecture to deliver data, notices and alarms to customers and their systems in real time. Our recently released mobile platform enables full operation in less than an hour with no I/T load and no installation cost. Customers are able to log in and use data right away with our web-based portal and a 10-minute phone call to orient them to the product.

### **Market Opportunity**

There are 57,000 electrical substations in the U.S. and its territories. The product we are marketing today is appropriate for at least 33,000 of those. The labor market associated with use of the equipment and servicing of assets that we are addressing is \$458 million: this is the automation opportunity we are selling into. We are approaching this opportunity by selling through integrators who are already serving customers and who are looking for opportunities to grow sales. We are presently marketing to an 8-state area through Arizona Electrical Apparatus and have a sales team of six people pursuing opportunities – they are committed to producing 20+ systems sales in 2019. We expect to grow sales by enlisting additional integrators and supplementing them with Rolodex-equipped industry sales reps and internal sales support staff. We have three national integrators identified and are pursuing customer opportunities in S. Arizona, S. California, N. Texas and Colorado (as of January 2019). Our initial target is 5% of our target market in 4-5 years to produce a very attractive enterprise value.

### **Management Team**

Dr. Andrew Griffis (CEO) and Cloud Cray (COO) lead the company. Andrew, using his 25+ year background in surveillance technology/business, leads the company by setting and executing its business and technology strategies. Cloud uses his 25+ years of experience in starting and growing businesses to hold conversations of business development and sales. We are supported by advisors that include Alan Crawford (Power and Utilities Audit Partner, PWC/Houston), Karl DeLooff (Directory of Quality, Safety, Environment, Acciona Energy USA), Peter Sheehan (Sr. Account Executive, Informatica), Jay Nance (Chief Software Architect, NSTec/doe.gov), Greg Teesdale (CFO, Temptronics) and Tim Reckhart (Attorney / Partner, Ruzing Lopez & Lizardi).

eTrack Tech, Inc.  
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## eTrack Tech, Inc.

**Company Overview:** eTrack transforms heavy equipment management. Predictive and prescriptive alerts eliminate downtime, increase productivity and safety, and reduce maintenance costs by 25% or more. With hundreds of millions of assets in use and fleet sizes growing, eTrack's solution will disrupt large segments of the repair and asset tracking market.

**Product/Service Overview:** eTrack's IoT-enabled SaaS solution delivers predictive real-time notifications. Unlike other tracking or OEM IoT solutions, eTrack works for rolling stock and stationary equipment across brands, ages, and technology levels, vastly simplifying asset management. Reports provide business leaders with strategic insights on topics from safety and training needs to fleet utilization and cost of ownership, helping the workplace work better.

In addition to proprietary software and other IP, eTrack Tech's unfair advantage is the team's deep operational experience with the problem of equipment breakdown from both a technical and operational perspective, ensuring practical, actionable insights.

**Market Opportunity:** Heavy equipment lasts 20-50 years and includes over 20MM units. Repair costs add ~50% to ownership. Worldwide, heavy equipment repair and maintenance is nearly \$150B; lift equipment is 22% of this. With modest penetration in one use case, eTrack has a \$500Million+ revenue opportunity. The technology is flexible across multiple use cases.

We target enterprise organizations with 2000+ units and mid-market with 200+ units; many have 10,000+ units. We win by showing senior decision-makers use cases, demos, and insightful reports of how eTrack supports their revenue growth, increases productivity, and improves safety. Once we monitor one type of equipment, growth is organic. Through direct sales to operational leaders, in 12 months we have 200+ qualified leads, 30+ in the conversion and contract process, and an enterprise contract with a partner with access to thousands of customer sites. Because an eTrack subscription costs the same as other tracking options but with more value, friction is low. We will expand through referrals and trade show exposure of our safety and Lean IoT Solution©. As we scale and our customers add equipment to the service, machine learning creates increasingly valuable insights -- a barrier to switching.

### Management Team:

eTrack's founders and team have practical experience in the problem, the technologies, and scaling profitable growth. Barbara Timm-Brock, CEO & Co-Founder, has C-level operating experience in 4 verticals, managing P&Ls up to \$750 Million including large maintenance budgets at Aramark. She has led multiple tech/agile implementations. Ed Baldwin, Chief IoT Scientist and Co-Founder, was a military cryptologist (Top Secret), and IoT solution designer for private industry, e.g. Lockheed Martin. eTrack's board of 8 advisors includes executives who bring big data, facilities software, enterprise sales, maintenance, and IoT marketing expertise.

Force Impact Technologies, Inc.  
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Force Impact Technologies was created by athletes, for athletes. At FIT, everything we do, we do because we believe in keeping athletes safer, without altering the sports themselves.

FIT has created the most effective solution for monitoring and tracking head impacts in sports. The FIT Platform consists of the FITGuard, a smart mouthguard that measures the force of an impact and illuminates and LED to provide officials with an instant, visual, indication when a player may need to be evaluated after a hard head impact. The data is then sent to the FITApp, where athletes will have access to their head health history. The FITApp is also used to program the age, gender, and weight of the athlete wearing the FITGuard, so that the LED indications are correlated to the individual athlete.

The final piece of the FIT Platform is the FITCloud, the first-ever data of head impacts in youth sports that contains the age, gender, weight of the athlete, sport played, and impact frequency/severity.

There are over 60mm mouthguards sold in the US each year and over 500mm registered athletes worldwide. Our primary go to market focus will be to partner with insurance providers as undiagnosed concussions cost families tens of thousands of dollars and insurance providers billions of dollars each year. We have our first paid beta with Blue Cross Blue Shield kicking off in August 2019. We also plan to drive adoption at the league level and have signed letters of intent from over a dozen youth sports leagues. While not our primary focus, we also have ~1500 pre-orders for individual sales at a retail price of \$179.99 (landed cost of ~\$75 per unit). Penetration costs have been minimal to this point as we've been able to leverage our advisor network and personal connections.

#### **Team**

**Bob Merriman**, Co-Founder: Brazilian Jiu Jitsu Black Belt, Manufacturing and Product Expertise, Parent  
**Anthony Gonzales**, Co-Founder: Collegiate athlete, MBA, Supply Chain Expertise  
**Dr. Mark Farber**, Chief Medical Officer: Practicing Physician at Cedars Sinai, significant mTBI research  
**Chris Cooper**, SVP Engineering: Power and data transmission specialist, designed 10+ products  
**Kelly Chu**, Software Specialist: Algorithm development and sensor data specialist  
**David Dotan**, Business Development: Former NHL player, extensive sports rolodex

**Board Members:** Bob Merriman, Anthony Gonzales

#### **Advisors**

**Eric Schindler**, former CFO Blue Cross Blue Shield  
**Scott Miller**, founder Dragon Innovation  
**Jason Portnoy**, founding member PayPal



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#### Company Overview:

The idea for our patented product came from Bill, a rocket scientist, solving a personal need to keep his lunches fresh and crisp. After ten years of daily use, Bill filed his patent on a lark. Now Bill is leading Soggy Food Sucks, with a lean team of seasoned international manufacturers, and a stellar support team.

#### Product Overview:

Soggy Food Sucks makes a non-chemical, high performance, sustainable desiccant for food packaging and food delivery. Food delivery is entering a new era of freshness and quality. Say goodbye to soggy food forever.

#### Market Opportunity:

The waiting list for this product includes five fortune 500 companies. The phone is ringing off the hook with customers cold calling, anxious for a solution to this nagging problem. With the technology patented in the US, and with a patents pending abroad, their market is well protected.

#### Management Team:

Founder Bill Birgen has a long history of developing aerospace and defense systems as well as leading diverse teams in this highly technical and regulated field. He holds several patents across multiple technical platforms and has cofounded a number of startups in wildly varied arenas.

Greg Maselli and Grant Stafford cofounded 117 Global, a packaging company with proven industry impact. This international organization operates with factories in the US and Asia. Grant recently left Miso Robotics to commit full time to Soggy Food Sucks.

Accounting-unicorn Marty Birgen is an Elijah Watt Sells Award recipient and manager all things financial. With her impressive pedigrees, and 40 years of experience at the top Big 8 accounting firms, she is bonafide, with mythical accounting skills.

Donavon Ostrom fills an advisory role, bringing the business insight that comes from the most tenured of minds. Speaking with the wisdom of sages, he blazes strategies to ultimate success, with an unimpeachable winning record.