



iLamp Roadmap for The Territory of **Canada**

This document covers information required to build a road map to commercial viability for the iLamp territorial license for Canada.

iLamp



Canada Population

39 Million

GDP

\$1.988 Trillion

Estimated Streetlights

4 Million

Street lighting is the single largest source of carbon emissions from local governments, typically accounting for 30-60% of their total emissions.

iLamp Canada: Beyond a mere streetlighting solution, iLamp Canada offers a comprehensive strategy to unlock significant economic benefits, enhance public safety, and establish a robust technological platform that attracts top Canadian tech innovators and developers. This positions iLamp as a key player in disseminating cutting-edge solutions globally.

Lamp Sales: iLamp's autonomous functionality reduces strain on the power grid. Its modular design facilitates the integration of various sensors, hardware, and software solutions, enhancing pedestrian safety. This aligns with Canada's initiatives to alleviate grid congestion and reduce pedestrian accidents. Its adaptable design seamlessly integrates with local systems, making it a vital component of urban street furniture.

Utilities: The Power as a Service (PaaS) model, wherein customers pay for the clean energy generated and utilized by the device, paves the way for existing utilities to embrace sustainable practices, starting with iLamp. This model spearheads the development of new utilities focused on local clean energy production, detailed billing, and dynamic on-device management.

Local Rights: iLamp's dedication to local manufacturing fosters job creation across various sectors, from production to maintenance. By leveraging regional talents and materials, it bolsters economic growth and regional prosperity. The potential for sub-licensing rights in specific regions or sectors further expands revenue generation opportunities through the rights secured by iLamp Canada.

Technology Platform: As Canada emerges as a significant technology hub, iLamp Canada aims to acquire and channel these hardware and software solutions into its broad distribution network, reaching multiple territories worldwide. This creates lucrative revenue streams from technology sales and markups.

iLamp is more than a product; it is a gateway to innovation, security, and economic advancement. By addressing crucial issues like grid efficiency and pedestrian safety, it embodies the country's forward-thinking vision for a safer and more sustainable urban environment.

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Creativity is the power to connect the seemingly unconnected.

- William Plomer

Overview

Reservation fee
\$200,000

You receive post-payment:

- 1 year option to buy territory
- Roadmap + financial model
- Localised website
- Media pack, images, videos, etc
- ILOCX Listing

Funding by 

**subject to approval*

\$24,000,000

License Fee

\$25,000,000

Amount payable to exercise option
and receive territorial license

\$800,000

You receive after payment:

- Territorial license
- Demo pole shipped & installed
- Sub-licensing rights*

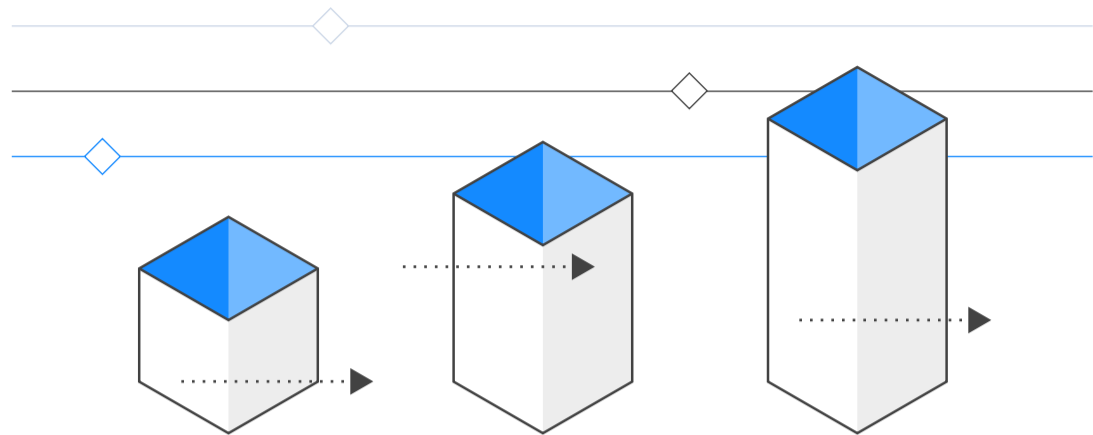
Price Breakdown

There are a total of 1,042,300 km (647,700 mi) of roads in Canada, of which 415,600 km (258,200 mi) are paved, including 17,000 km (11,000 mi) of expressways, the third-longest collection in the world, behind the Interstate Highway System of the United States and China's National Trunk Highway System.

With over 4 million streetlights in the country, 5% equates to 200,000 units. We will consider this the serviceable addressable market for the next 10 years in Canada. At a price of \$9,000 per lamp, this translates to a revenue potential of approximately \$1,800,000,000. As iLamp Canada undertakes its own manufacturing, the profit margin is expected to increase, benefiting from local production costs.

It's important to note that this forecast does not include the Power as a Service model, revenue from additional modules on the poles, licensing Canadian solutions to other iLamp territorial holders, or selling sub-licenses.

Stages



1. Reservation

Reserve the territory on ILOCX using the account of the potential licensee: <https://app.ilocx.com/territory>.

- Once this phase is complete the potential licensee has 12 months to trigger the territorial license or lose the option.

2. Get Started

Once triggered the deposit needs to be paid, this totals **\$800,000** and covers all costs to install a pilot scheme in the location chosen.

- This will include delivery and installation of an autonomous iLamp as a demonstration to land sales and mass installations.
- This also covers:
 - The costs to list on ILOCX covering all upfront fees and first year listing fees.
 - The building and delivery of a local website.
 - All media and images, data and point of sale aids, email addresses, and a detailed report covering competition, USP's, market size, list of potential partners, HQ assistance for news and localized promotion of iLamp in the territory.

3. The Details

Once the option fee has been paid a local legal entity needs to be formed to hold the license. This is formed by the licensee.

The Canadian Opportunity

Canada, a nation blending traditional values with progressive innovation, is witnessing a significant overhaul in its urban infrastructure, mirroring the country's rapid technological advancements. The introduction of iLamp in Canada heralds a symbiotic relationship between the nation's modernization ambitions and the global trend towards smart city solutions. This endeavor symbolizes a future where Canada's diverse heritage seamlessly integrates with cutting-edge urban solutions through iLamp's vision.

Aligned with Canada's Tech Landscape:

Canada, celebrated for its technological advancements in various sectors, views iLamp as a cornerstone in its technological evolution. iLamp in Canada aims to leverage the nation's technological expertise in manufacturing and distribution, showcasing Canada's capabilities on the global stage and enhancing profitability through international collaborations and technology exchanges.

Grid Resilience and Sustainable Progress:

In Canada, where energy demands are dynamic, balancing modernization with sustainability is imperative. iLamp emerges as a leader in this regard, offering a self-sufficient lighting solution that bolsters grid resilience and fosters energy security. It signifies a significant step towards energy independence and sustainable urban development across Canada.

Power-as-a-Service (PaaS) Model: A Leap into Tomorrow:

iLamp's Power-as-a-Service model revolutionizes the Canadian energy landscape, propelling it towards clean energy and intelligent utilities. This innovative approach transforms traditional power distribution systems, emphasizing local generation, efficiency, and energy management innovation.

New Revenue Streams and Technological Integration:

iLamp's modular design opens avenues for groundbreaking technological integrations, from IoT connectivity to advanced analytics. This taps into Canada's burgeoning tech sector, fostering new revenue streams and ensuring each iLamp unit serves as a high-tech hub, contributing to the digitalization of Canadian cities.

Public Safety, Health, and Connectivity:

iLamp aligns with Canada's objectives for enhanced public safety and health,

Safer Streets Canada

potentially integrating with nationwide safety networks. Its multifunctional features ensure well-lit streets and support public health and environmental monitoring. Moreover, its communication modules could become integral to Canada's digital infrastructure, enhancing connectivity nationwide.

Economic Benefits and Outreach Beyond Urban Centers:

iLamp in Canada presents significant economic opportunities, extending beyond major cities like Toronto and Vancouver, reaching semi-urban and rural regions. This inclusive approach ensures a uniform and advanced technological presence throughout the nation, illuminating every corner with smart, efficient solutions.

Canada's dynamic urban centers, including Toronto, Montreal, and Vancouver, pulsate with activity as bustling streets accommodate pedestrians, cyclists, and vehicles. Recognizing the paramount importance of road safety, the Canadian government is steadfast in its efforts to enhance street conditions to mitigate accidents and protect city inhabitants. In this context, streetlights play a pivotal role, significantly improving visibility during nighttime or adverse weather conditions, thereby reducing the risk of accidents for all road users.

In densely populated areas like Downtown Toronto or the Parliament Hill area in Ottawa, streets teem with activity, necessitating superior street illumination. Similarly, residential neighborhoods and quieter zones also require high-quality lighting to deter crime, prevent accidents, and foster a sense of security.

Transport Canada consistently prioritizes road safety, striving to enhance the efficacy of street lighting. This entails focusing on areas with high accident rates, pedestrian zones, and school vicinities where safety is paramount. Despite these efforts, certain regions may still grapple with inadequate lighting or outdated systems, posing safety hazards.

Adaptive Lighting Capabilities: iLamp's advanced technology facilitates the adjustment of light intensity based on environmental conditions. This functionality ensures optimal illumination in various settings, from bustling intersections to serene pathways and pedestrian zones, aligning with Canada's vision for safer streets tailored to specific requirements.

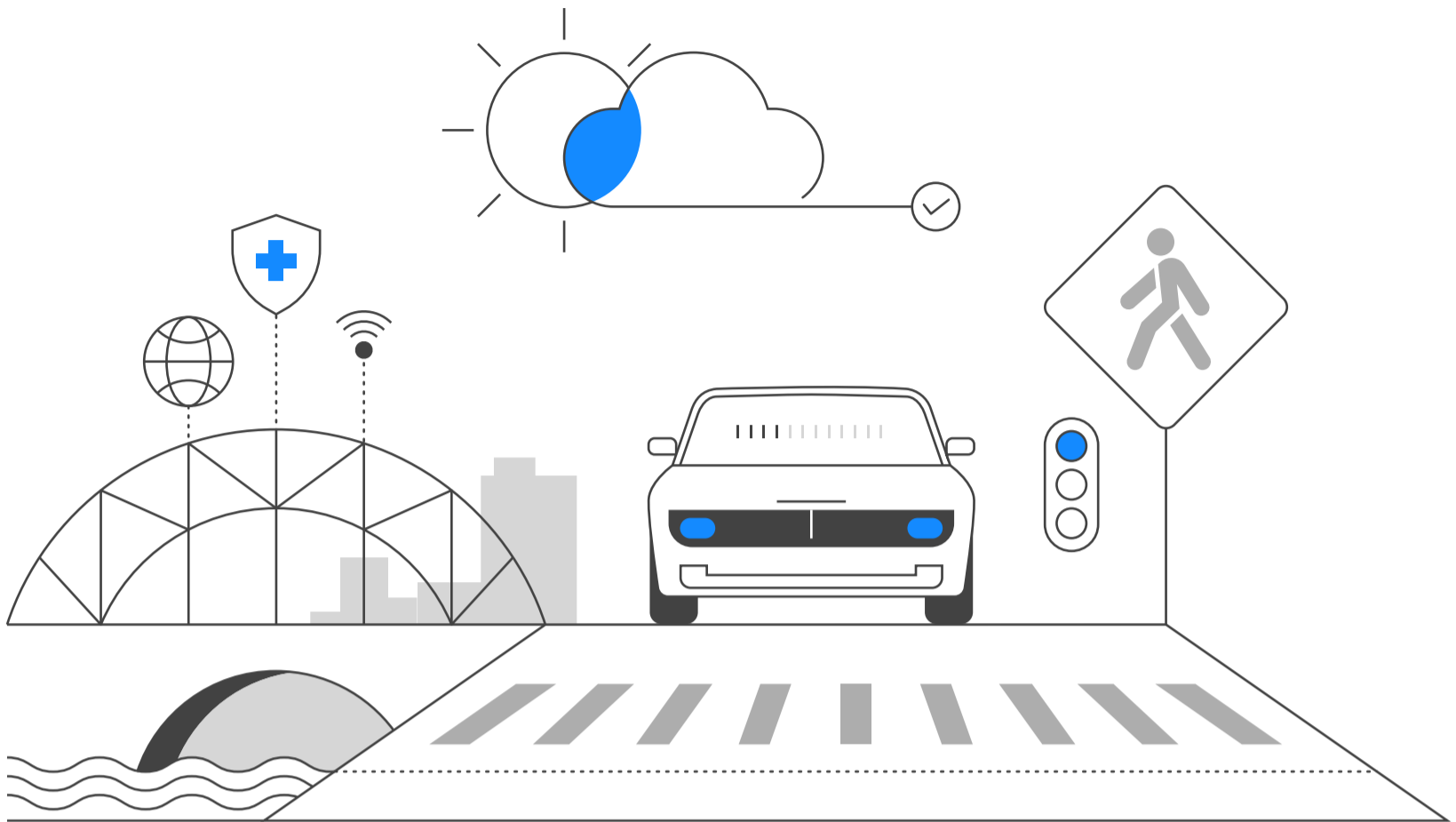
Integrated Safety Solutions: iLamp transcends its role as a mere light source; its modular design can incorporate additional safety features like motion sensors to detect unusual movements or alert systems to warn drivers of potential hazard, enhancing public safety.

Monitoring and Real Time Response: iLamp could seamlessly integrate with surveillance systems and analytical tools, offering invaluable insights into traffic patterns, pedestrian movements, and potential security issues in real time. This data is instrumental for law enforcement and emergency services, facilitating swifter and more efficient responses to incidents.

Supporting Canada's Traffic Safety Initiatives: As Canadian road safety authorities and local governments endeavor to enhance traffic conditions, iLamp can serve as a cornerstone in their safety enhancement strategies. iLamp's versatility enables it to adapt to the evolving needs of Canada's urban landscape.

Future Innovations and Adaptability: Canada, known for its embrace of technological advancements, continually seeks innovative methods to enhance urban life. iLamp's forward-thinking design is primed to adapt to future technological developments, such as advanced pedestrian recognition systems, integration with autonomous vehicles, or novel smart city applications.

iLamp is poised to transcend its role as a mere lighting solution in Canada; it embodies a journey towards safer, smarter, and more interconnected urban living. By addressing deficiencies in street lighting, providing real-time safety monitoring, and embracing future technologies, iLamp is poised to play a pivotal role in Canada's commitment to enhancing road safety and fostering a secure environment for its residents.



Public security and health



Road Safety

iLamp can positively impact road safety by providing optimal lighting conditions on roads and highways. Its adaptive lighting capabilities can adjust brightness according to traffic conditions, enhancing safety during peak hours and adverse weather conditions. Additionally, modular camera and communications systems can help monitor traffic, detect potential hazards, and improve response times to accidents, further improving road safety.



Pedestrian Safety

iLamp improves pedestrian safety by providing adequate lighting in areas such as sidewalks, crosswalks, and public transportation stops. Modular cameras can be used to monitor pedestrian movement and help identify potential hazards, ensuring a safer environment for walking and other outdoor activities.



Weather Monitoring Module

Weather sensors can detect changing- weather conditions, such as fog, rain, or snow, and adjust the intensity and distribution of light accordingly. This adaptability enhances visibility for drivers and pedestrians in adverse weather conditions, further improving public safety.

Air Quality Module

Air quality monitoring can help track pollution levels in real time, allowing authorities to implement appropriate measures to limit exposure and maintain a healthy environment. By monitoring and addressing air quality concerns, iLamp contributes to improved broader public health and well-being.

Communications

Communication modules can both expand telecoms coverage and facilitate the transmission of critical information to the relevant authorities and emergency services in case of accidents or security incidents. This real-time communication can help improve response times and overall public safety.

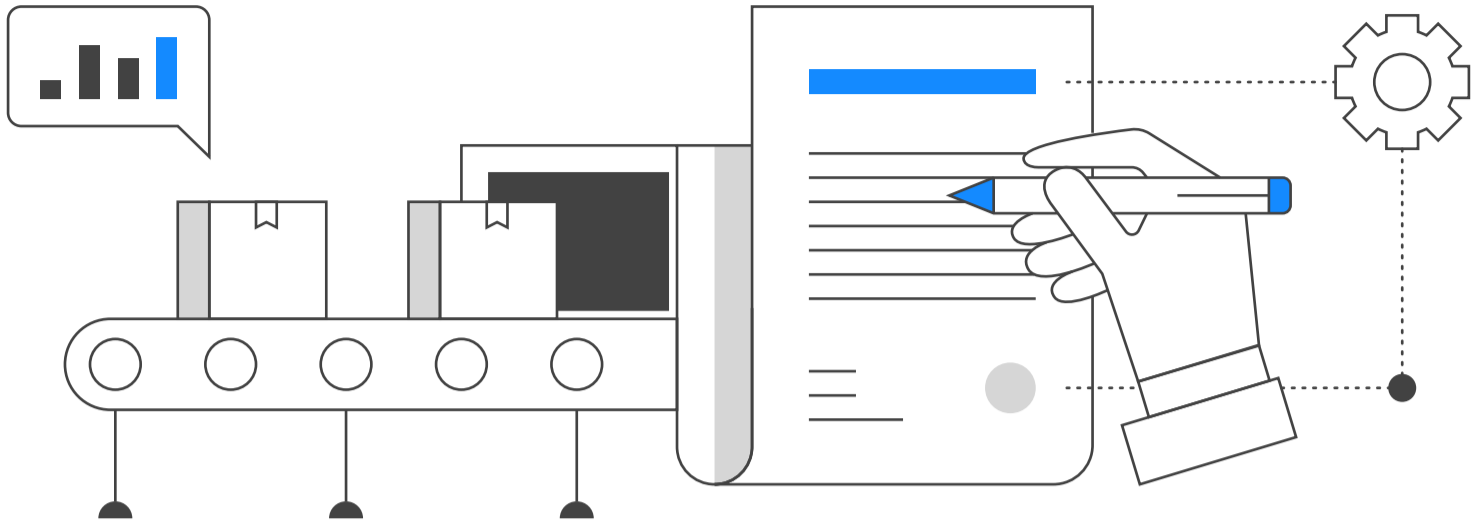
Light Pollution Reduction

The adaptive lighting capabilities of iLamp can minimize light pollution by adjusting brightness levels according to the time of day and surrounding conditions. This can contribute to a better night-time environment, reducing the impact of artificial light on wildlife and human health.

Integration with Existing Infrastructure

iLamp technology can integrate with existing sensors and infrastructure, allowing for enhanced data collection and analysis. By connecting iLamp with sensors a modules facilitating parking, traffic management, telecommunications structural, UV and noise monitoring, fire, leak and flood detection, grid management and many more.

Communication modules can facilitate real-time data transmission between these sensors, creating a comprehensive and interconnected network enabling authorities to monitor and manage various aspects of urban living more effectively. This network of sensors can lead to improved decision making, more efficient use of resources, and a better understanding of the



License holder benefits

1. First Refusal on Conflow Power Group Innovations:

Territorial holders will be at the forefront of any technological advancements or innovations developed by the Conflow Power Group. This means that before any new feature, product, or service is rolled out to the broader market, territorial holders have the exclusive opportunity to adopt, integrate, or decline them. This not only provides an edge over potential competitors but also ensures that each territory is equipped with the latest in energy and infrastructure solutions.

2. Local Manufacturing Capabilities:

One of the standout privileges for territorial holders is the ability to establish local manufacturing units. This initiative not only contributes to local economic growth but also ensures quicker response times for installations, maintenance, and replacements. With local manufacturing, territorial holders can control the quality, reduce delivery times, and tailor-make solutions suitable for their region's specific needs.

3. Competitive Edge Against iLamp HQ:

By establishing local manufacturing, territorial holders, depending on local market conditions, may be able to produce iLamps at competitive prices, thereby posing healthy competition to iLamp HQ via the allowed sale of these lamps to other territories. This encourages market dynamics that can lead to additional revenue streams, as well as continuous improvements in the product, better pricing strategies, and an overall enhanced offering for end customers.

4. Access to Wider Network of Territorial Rights Holders:

Being a territorial rights holder means more than managing a region; it's an entry point into a global network of iLamp territories. This worldwide community unlocks avenues for collaborative projects and joint ventures but also creates a global marketplace where territories can showcase their own modules, technologies and solutions.

5. Distributing Locally Developed Technologies:

Territorial holders aren't restricted to what iLamp or Conflow offers. They can innovate, create, or license their own technologies for integration into the local iLamps. Once developed, they can distribute these innovations to other territorial holders both nationally and internationally. This not only diversifies their revenue stream but also places them in a position of influence within the iLamp community.

6. Charging Margins on Distributed Technologies:

When distributing their locally developed or licensed technologies to other territories, holders can charge a margin on those solutions. This is a direct revenue generation model that rewards innovation and the entrepreneurial spirit of the territorial holder.

7. Early Mover Advantage:

Territories that adopt iLamp's solutions early will naturally have a head start. As pioneers they gain first hand experience, establish best practices, and develop a robust infrastructure that later entrants will look to emulate. This experience positions them strongly not just as market leaders in their territories but also as potential consultants or partners for newer entrants.

8. Preferential Rates on Modules and Software Solutions:

One of the defining advantages for territorial holders is access to preferential rates on various modules and software solutions. iLamp HQ, recognizing the strategic importance of territories and their contribution to the global ecosystem, extends these rates as a token of partnership and collaboration.

When iLamp HQ or any other territory negotiates with third-party vendors or develops in-house solutions, the benefits of bulk purchasing or shared development costs are passed on to the territorial holders. This means lower acquisition costs, which can be a substantial financial benefit.

9. Collective Bargaining Power:

The collective might of all the territorial holders allows them to exert a greater influence when negotiating rates or features with software and module providers. This collaboration ensures that all territories, irrespective of their individual size or bargaining power, get to leverage the combined strength of the entire iLamp community.

10. Access to a Repository of Solutions:

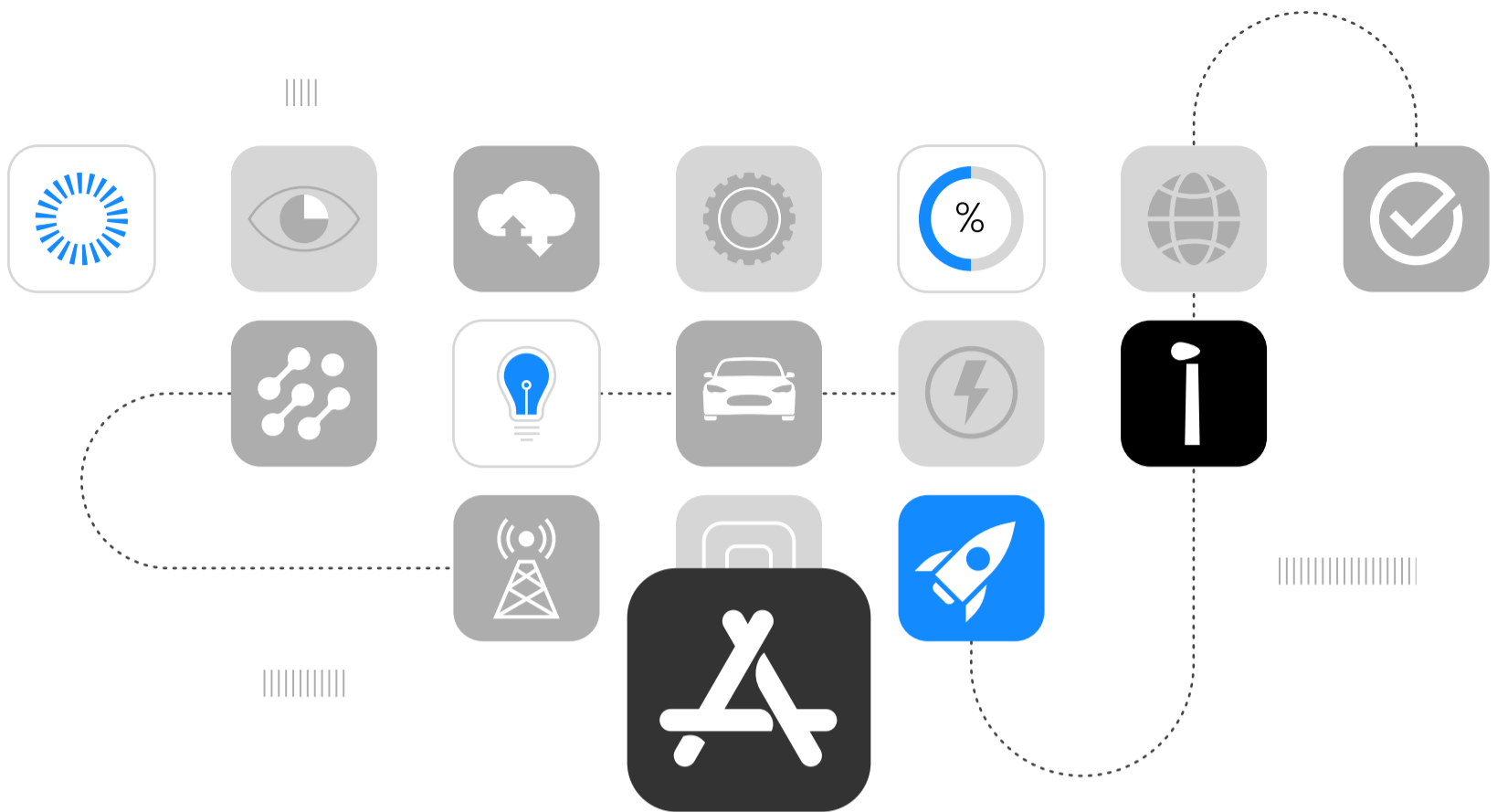
Territorial holders will have access to a vast repository of modules and software solutions developed or sourced by iLamp HQ and other territories. This curated collection ensures that territories do not have to start from scratch or waste resources in reinventing the wheel. They can simply choose from tried and tested solutions, making the deployment faster and more efficient.

11. Continuous Updates and Upgrades:

Technology is ever-evolving, and in the world of smart urban solutions, staying updated is crucial. Territorial holders will continuously receive updates and upgrades on the modules and software solutions from both iLamp HQ and other territories. This ensures that the iLamp infrastructure in each territory remains modern, efficient, and in line with the latest technological advancements.

12. Green Utility through Power as a Service:

Territorial holders keep 80% of PaaS revenue, to share as they see fit with development and power company partners. Once first contract is signed in the state the territorial holder can apply to become an autonomous green utility which opens up a whole host of other promotional activities and grant opportunities.



iLamp App Store for Urban Innovation

iLamp stands at the forefront of urban technological evolution, akin to how the Google Play and Apple App Store redefined the landscape of software applications. This innovative street lighting solution transcends its primary function, unfolding as a dynamic framework for both hardware and software ingenuity.

Innovative Solutions

In the iLamp ecosystem, innovative combinations of hardware and software create transformative solutions for urban challenges. For instance, integrated microphones in iLamps enable a software application for gunshot detection and triangulation, providing precise location data for rapid law enforcement response, enhancing public safety. Similarly, iLamps equipped with smoke and heat sensors can detect early signs of forest fires, allowing for prompt alerts to residents and emergency crews, significantly mitigating fire damage and safeguarding communities. Motion sensors and cameras on iLamps optimise traffic flow through AI-driven analysis of traffic patterns, reducing congestion and accident risks, and contributing to a more environmentally friendly urban environment. These examples exemplify iLamp's potential in revolutionising urban living through smart, integrated technology solutions.

A Modular Approach to Technological Integration

iLamp's modular design is its cornerstone, inviting a myriad of hardware innovations. From environmental sensors to advanced communication tools, this platform is not just about illumination; it's about revolutionising urban infrastructure. Like the early days of mobile app development, where internal sensors of smartphones unlocked a plethora of creative applications, iLamp offers a similar scope for creativity but with an additional emphasis on tangible hardware solutions.

Empowering Local Innovation, Impacting Globally

While iLamp's immediate influence is local, enhancing public spaces with smart lighting, its potential for global technology dissemination is significant. This model encourages local developers to contribute to a growing repository of modular solutions, potentially setting new standards in urban technology and smart city development.

Creating a Sustainable Ecosystem

The beauty of the iLamp model lies in its economic and collaborative structure. Territorial holders stand to gain considerably, capturing over 20% of the revenue from apps developed in their region, incentivising territorial holders to promote innovation within their locale but also allowing them to include these novel solutions in their sales pitches, thereby broadening their offer to clients. This creates a symbiotic ecosystem where territorial holders, developers, and end-users benefit mutually.

Sublicensing Opportunity

Sublicensing is a pivotal strategy for iLamp Canada, allowing for immediate initiation of operations across the diverse country. This method enables territorial holders to swiftly propagate the iLamp business model to subterritories, leading to rapid expansion and the potential for accelerated sales. The ability to sublicense instantly is crucial in securing vital early stage revenue, offering financial stability from the outset.

Territorial holders in Canada benefit uniquely from assembling a team of local experts, who possess an innate understanding of the state's varied and vast landscape. These professionals, empowered by the independence sublicensing provides, can operate with considerable autonomy. This autonomy promotes growth and innovation without constant oversight, creating a dynamic team environment that is agile and finely attuned to the specific needs of the Canadian market.

Leveraging local expertise, iLamp Canada can collaborate with local professionals like manufacturers, businesspeople, and regional specialists who have a profound knowledge of their specific areas within Canada. Sublicensing to these local experts ensures that iLamp's solutions are precisely tailored to meet the state's distinct challenges and opportunities, thereby establishing trust and credibility within local communities.

Province sublicensees in Canada are skilled in navigating the state's bureaucracy, regulations, policies, and understanding cultural nuances and market dynamics. This expertise facilitates more efficient market penetration. It also distributes operational risks among a wider group of stakeholders, reducing the financial and operational burden on the primary license holder. This model encourages local stakeholder involvement, fostering a sense of ownership and commitment to iLamp's success, potentially leading to stronger advocacy and brand loyalty across Canada.

The sublicensing model is inherently scalable, allowing iLamp Canada to extend its influence throughout the state without the proportional increase in capital investment and resources typically associated with such expansion. The following price list reflects market prices as assessed by Cede Bank, specifically tailored for the Canadian market.



SUBLICENSING OPPORTUNITY

| State | Population | Street Lights | SAM YR.1 | Territory Price |
|---------------------------|------------|---------------|----------|-------------------------|
| Ontario | 15,801,768 | 1,580,177 | 158,018 | \$79,008,840.00 |
| Quebec | 8,948,540 | 894,854 | 89,485 | \$44,742,700.00 |
| British Columbia | 5,581,127 | 558,113 | 55,811 | \$27,905,635.00 |
| Alberta | 4,756,408 | 475,641 | 47,564 | \$23,782,040.00 |
| Manitoba | 1,465,440 | 146,544 | 14,654 | \$7,327,200.00 |
| Saskatchewan | 1,218,976 | 121,898 | 12,190 | \$6,094,880.00 |
| Nova Scotia | 1,066,416 | 106,642 | 10,664 | \$5,332,080.00 |
| New Brunswick | 842,725 | 84,273 | 8,427 | \$4,213,625.00 |
| Newfoundland and Labrador | 540,418 | 54,042 | 5,404 | \$2,702,090.00 |
| Prince Edward Island | 175,853 | 17,585 | 1,759 | \$879,265.00 |
| Total | | | | \$201,988,355.00 |

Incentives, Grants and Programs

Canada is embarking on a transformative journey propelled by significant legislative initiatives aimed at fostering sustainability and resilience. The government's commitment is exemplified by the recently unveiled federal budget, which earmarks substantial funds for clean technology investment, including grants, incentives, subsidies, and programs.

Grants, incentives, subsidies, and programs form the cornerstone of Canada's strategy to propel its transition to a low-carbon economy. Mirroring the U.S.'s Inflation Reduction Act and Infrastructure Investment and Jobs Act (IIJA), Canada's legislative milestones are designed to stimulate investment in clean energy, infrastructure modernization, and sustainable development.

Through a comprehensive array of grants, incentives, subsidies, and programs, Canada is paving the way for a future characterized by sustainability and resilience. These initiatives span various domains, ranging from renewable energy to transportation infrastructure, offering ample opportunities for projects like iLamp to thrive and contribute to the country's green agenda.

Strategic Alignment with Grant Opportunities:

Clean Energy Grants: iLamp's solar-powered design aligns perfectly with Canada's push for renewable energy solutions. Grants targeting clean energy projects provide a direct avenue for iLamp deployment, supporting the country's transition to a sustainable energy future.

Infrastructure Modernization Incentives:

Canada's infrastructure investment programs offer opportunities for iLamp to be integrated into broader modernization efforts. By enhancing safety and efficiency on roadways and in public spaces, iLamp contributes to the overall resilience of Canada's infrastructure network.

Sustainable Transportation Programs:

With its smart sensors and renewable energy capabilities, iLamp supports the objectives of grants focused on improving public transportation safety and efficiency. By enhancing visibility and monitoring environmental conditions, iLamp contributes to the development of sustainable transportation ecosystems.

Green Technology Subsidies:

Subsidies aimed at promoting the adoption of green technologies provide additional support for projects like iLamp. By incentivizing the deployment of

innovative solutions, these subsidies facilitate the widespread adoption of sustainable practices across Canada.

Resilience and Climate Adaptation Initiatives:

Grants targeting resilience and climate adaptation efforts find a natural ally in iLamp. With its solar-powered design and contribution to reducing carbon footprints, iLamp supports Canada's efforts to build resilience against climate change impacts.

The breadth and scope of these grants, incentives, subsidies, and programs underscore Canada's commitment to fostering innovation and sustainability. By strategically aligning with these opportunities, iLamp can leverage federal and provincial funding to realize its transformative potential and contribute to the creation of smarter, more sustainable communities across Canada.

The Market & Financials

Canada, with its diverse landscapes and progressive mindset, presents a dynamic market ripe for infrastructure innovations. The country's dedication to modernization and ecological urban planning provides an ideal environment for pioneering solutions like iLamp. From bustling urban centers like Toronto and Vancouver to expansive rural regions, Canada offers a wide array of opportunities for street lighting solutions.

Market Segmentation

- By Area** : Urban (Toronto, Montreal, Vancouver) vs. Rural (Northern Territories, Prairie Provinces)
- By Need** : Updating outdated infrastructure vs. New installations in developing urban districts.
- By Application** : Public streets, highways, recreational areas, private complexes, and parking lots.

Digital Cities : Leading cities such as Toronto and Montreal, known for their smart city initiatives, offer significant opportunities for iLamp.

Green Initiatives : Canada's dedication to environmental sustainability aligns well with iLamp's technologies.

Decentralized Systems : As Canada advances its energy infrastructure, systems like iLamp that lessen dependence on the main grid are increasingly valuable.

Total Addressable Market (TAM):

The total number of public streetlights required in Canada is reported at 4,000,000 by The Globe and Mail.

Serviceable Available Market (SAM):

Given Canada's diverse infrastructure needs and its receptiveness to innovative technologies, targeting 10% of the TAM.

Serviceable Obtainable Market (SOM):

Considering factors like market competition, technology adoption rate, and specific infrastructure conditions in Canada, a conservative target of 5% of the SAM per sublicensee with a growth rate of 25%.

The iLamp Financial Model

The following financial model is based on a business model of selling rights for the outlined areas. It assumes the territorial license holder focuses only on the sale of sublicensing of rights and the ongoing royalties attached to those sales within the state.

This model therefore does not directly cover the operation of these territories, which over the ten years covered by the financial model, allowing for one year of setup and 25% growth rate, generate significant revenue of their own.

In the model the highest value sublicenses are sold first, bringing in immediate capital, over the 10 year period covered in this financial model, 10 identified sublicensable territories are sold.

The sales income decreases over time as the most valuable rights are sold first, as sublicensee's grow in their respective areas, royalties paid to the territorial license holder increase over time.

Financial Model Structure

The financial model for iLamp is built around a territorial licensing system, where the territorial license holders are instrumental in expanding iLamp's reach across the state. The model includes:

Sublicense Sales: The territorial license holder is assumed to sell three sublicenses annually.

Revenue Generation: Sublicensees are projected to start generating revenue after an initial setup period of one year, allowing time for market penetration and establishment.

Market Capture: Annually, each sublicensee aims to capture 5% of the Serviceable Available Market (SAM), with a growth target of 25% set for each subsequent year.

Sublicense Pricing: Pricing for each sublicense is calculated based on the number of streetlights within the territory.

Royalty Fees: A royalty fee, typically around 15%, is charged by the territorial license holder on the revenue of each sublicensee.

Further Information

Product Costing: The cost of implementing iLamp is estimated per streetlight or per area covered, taking into account installation and maintenance costs.

This model uses the NEEP formula designed to estimate the number of public streetlights in a given area based on population. It does not include: Power as a Service revenues, margins charged on licensing state born technologies to other regions or countries through the iLamp App Store or the private street-lighting market including carparks, campuses and private developments.

This model is therefore by no means exhaustive and based on assumptions and estimates subject to change, and it doesn't guarantee future performance or outcomes. It's designed as a guide for decision making and planning, with a customizable spreadsheet available for licensees to adjust parameters according to their local market conditions, ensuring relevance and accuracy in different regional contexts.

FINANCIAL MODEL

| Year | Territories Sold | Territory Sales Income | Royalties Received | Territory-Wise Revenue |
|--------------|---|-------------------------|---------------------------|---------------------------|
| 1 | Ontario, Quebec, British Columbia | \$151,657,175.00 | \$0.00 | \$0.00 |
| 2 | Alberta, Manitoba, Saskatchewan | \$37,204,120.00 | \$40,947,437.25 | \$272,982,915.00 |
| 3 | Nova Scotia, New Brunswick, Newfoundland and Labrador | \$12,247,795.00 | \$61,229,408.96 | \$408,196,059.75 |
| 4 | Prince Edward Island | \$879,265.00 | \$79,843,665.85 | \$532,291,105.69 |
| 5 | | \$0.00 | \$100,041,983.87 | \$666,946,559.11 |
| 6 | | \$0.00 | \$125,052,479.83 | \$833,683,198.89 |
| 7 | | \$0.00 | \$156,315,599.79 | \$1,042,103,998.61 |
| 8 | | \$0.00 | \$195,394,499.74 | \$1,302,629,998.26 |
| 9 | | \$0.00 | \$244,243,124.67 | \$1,628,287,497.83 |
| 10 | | \$0.00 | \$244,243,124.67 | \$2,035,359,372.28 |
| Total | | \$201,988,355.00 | \$1,247,311,324.64 | \$8,722,480,705.41 |

INCOME STATEMENT

| REVENUES | YEAR ONE | YEAR TWO | YEAR THREE |
|---------------------|-------------------------|------------------------|------------------------|
| Royalties received | \$0.00 | \$40,947,437.25 | \$61,229,408.96 |
| Sublicense sales | \$151,657,175.00 | \$37,204,120.00 | \$12,247,795.00 |
| Net Revenues | \$151,657,175.00 | \$78,151,557.25 | \$73,477,203.96 |

| COST OF GOODS SOLD | YEAR ONE | YEAR TWO | YEAR THREE |
|---------------------|-------------------------|------------------------|------------------------|
| Cost of sales | \$1,000,000.00 | \$7,815,155.73 | \$7,347,720.40 |
| Gross Profit | \$150,657,175.00 | \$70,336,401.53 | \$66,129,483.57 |

| EXPENSES | YEAR ONE | YEAR TWO | YEAR THREE |
|---------------------------------|------------------------|------------------------|------------------------|
| Royalties paid | \$16,682,289.25 | \$8,596,671.30 | \$7,347,720.40 |
| Selling & Marketing | \$21,232,004.50 | \$10,941,218.02 | \$10,286,808.55 |
| Rent & Utilities | \$3,033,143.50 | \$1,563,031.15 | \$1,469,544.08 |
| General & Administrative | \$7,582,858.75 | \$3,907,577.86 | \$3,673,860.20 |
| Salaries & Wages | | | |
| Total Operating Expenses | \$48,530,296.00 | \$25,008,498.32 | \$22,777,933.23 |

| OPERATING INCOME | YEAR ONE | YEAR TWO | YEAR THREE |
|---------------------|------------------------|------------------------|------------------------|
| Operating Income | \$102,126,879.00 | \$45,327,903.21 | \$43,351,550.34 |
| Income Before Taxes | \$102,126,879.00 | \$45,327,903.21 | \$43,351,550.34 |
| Income Tax | \$9,702,053.51 | \$4,306,150.80 | \$4,118,397.28 |
| Net Income | \$92,424,825.50 | \$41,021,752.40 | \$39,233,153.06 |

iLamp Canada and the paradigm shift

iLamp is forging a pioneering path in Canada, guided by a vision that transcends mere market entry to fundamentally reshape the landscape. A crucial decision for iLamp Canada revolves around striking a balance between retaining operational control and granting sublicenses. While direct management offers potential for significant profits and tighter control over margins, collaborating with skilled local entities may expedite market penetration, leading to accelerated revenue growth and an immediate boost in income.

The venture unveils new income opportunities by harnessing homegrown Canadian hardware and software innovations, fostering a comprehensive ecosystem of solutions. Leveraging iLamp's extensive distribution network and app store, these innovations can penetrate new markets, each contributing to diversified and lucrative revenue streams for iLamp Canada.

Beyond the product itself, the scope of our venture extends to numerous untapped local opportunities across Canada. Establishing local production could position iLamp Canada as a pivotal supplier in the region. By monetizing lamp pole real estate and integrating various hardware and software combinations, along with subscription services like Power As A Service, the income potential becomes both diverse and substantial.

Bolstered by the support of the Conflow Power Group, iLamp Canada enjoys early access and priority to all technological advancements and innovations from CPG, providing a significant edge as a leading innovator in Canada.

Additionally, the partnership with the ILOCX platform enhances iLamp Canada's capability in managing sublicense sales as effectively as territorial license sales. This presents a vital mechanism for sublicensees to raise capital within their own markets, fostering growth and market expansion.

As the global urban landscape undergoes a profound transformation, our innovative solutions are not only in demand but also indispensable. As cities evolve, iLamp's state-of-the-art solutions illuminate the path forward. iLamp Canada is poised to be a pivotal player in this pivotal shift, epitomizing progress and innovation.

Next steps

01 | Buy Option

This is the first step where you decide to purchase the option to buy a specific iLamp Territory. You'll likely choose a territory based on certain parameters such as demographics, potential market size, or geographical preference.

View Listing ↗

ILA

iLamp

AVAILABLE ●

Texas, United States

POPULATION
29,530,000

TERRITORY TARGETS
2,569,110

GDP
\$2.355T

OPPORTUNITY
High

Download Report PDF 16.2KB

Reserve Your Territory Now

Cost to reserve

\$200,000 20,000 Licenses @ \$10.00

What you'll receive :

- ✓ 1 year option to buy territory

Future cost to exercise option

\$800,000 is payable to exercise option, this can be financed as :

| | |
|-----------------------|--------------------|
| Funding Available | \$19,000,000 |
| License Fee | \$800,000 |
| Amount payable | \$1,000,000 |

What you'll receive after option deposit :

- ✓ Sub-licensing rights
- ✓ ILOCX Listing

Terms

- Must hold licenses to keep option
- Standard royalty license agreement and buyer terms
- Class II licenses expire in 12 months or upon option

You're eligible to reserve immediately, Act now!

I agree to [license agreement & buyer terms](#)

Reserve Now - \$200,000

Book Call

Sample buy option screen

02 | Receive Option Agreement

After expressing your intent to purchase, you'll receive an option agreement, which is a contract that gives you the right to execute the purchase of the territory within a specified period.



03 | Loan Approval* *if applicable

In some cases, financing might be necessary to purchase the territory. iLamp technology holds a AAA rating for lending, loans are therefore available for up to the majority of the transaction value.

The loan approval process focuses on the applicant.

- **Evaluating the creditworthiness of the individuals involved**

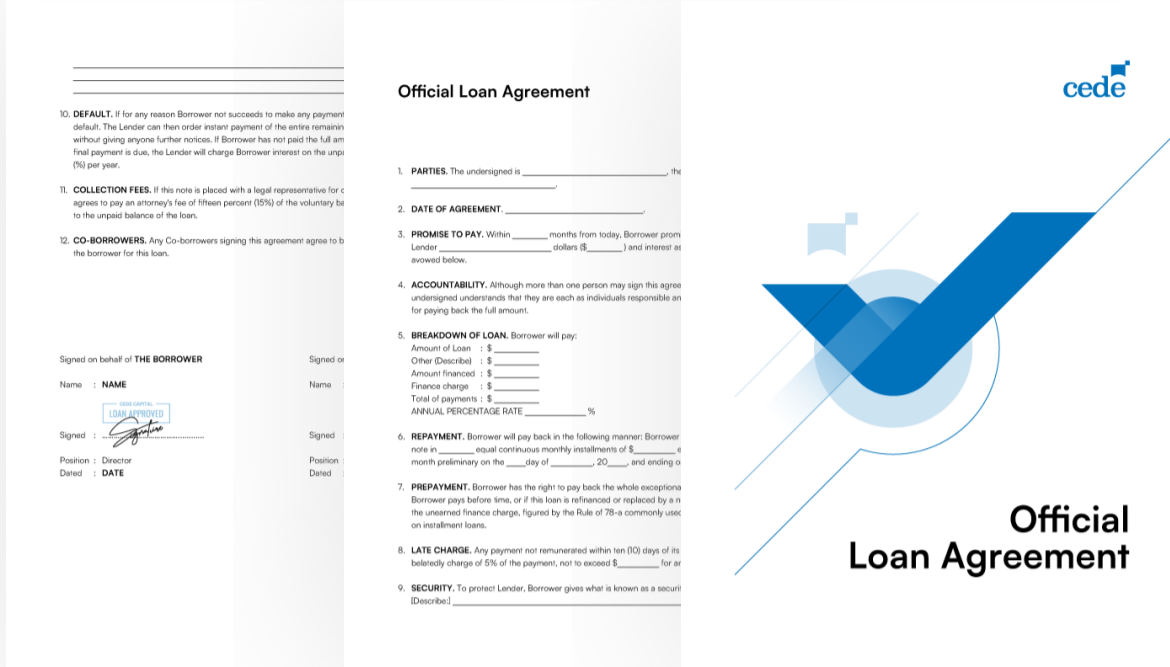
This typically includes the directors and any other major stakeholders in the business. Cede Capital will look at these individuals' credit history, current financial position, and overall financial management.

- **Profile review**

Cede Capital will assess the experience, capabilities, and business acumen of the people who will be managing the business.

- **Local market assessment**

Cede Capital will evaluate the demand for the product or service, the competition, and any other local demographic data, economic trends, and industry-specific indicators.



Sample Loan Agreement document

04 | Execute Option

The option must be exercised within 365 days from Purchase This means you have up to a year to finalize your decision to purchase the territory. If you decide to proceed, you'll execute the option, effectively triggering the purchase process.

05 | Sign License Agreement

This is an agreement between you and the Conflow Power Group, the company that owns the iLamp product range, granting the in the designated territory. It sets the terms and conditions of the partnership.



Sample License Agreement document

06 | Pay Balance

This step involves paying the remaining balance for the purchase of the territory. This could be done in a lump sum or as agreed upon in the financing terms, if applicable.

07 | Receive Territorial License Certificate

After payment is complete, you will receive a certificate acknowledging your rights to operate in the specified territory, proving your ownership.



Sample Territorial License Certificate

08 | Receive Sublicensing Pack

This pack contains information about how you can sublicense your rights to others in your territory, allowing them to operate under your license with the iLamp brand, along with guidelines on price and strategy.

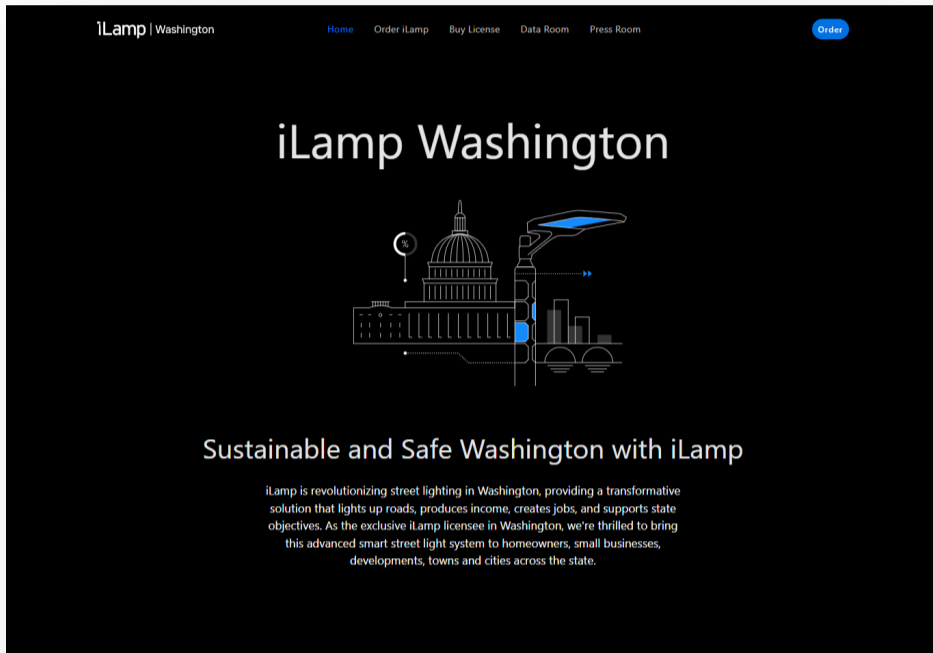
The image shows a sample Sublicensing document. It features a table with columns for State, Population, GDP (USD), Estimated Investment, and S&M (Number). The table lists data for various Indian states and a total for "Other". To the right of the table is a graphic of the Taj Mahal with the text "iLamp India Sublicense Sales" and the website "India.iLamp.com (not yet operational)".

| State | Population | GDP (USD) | Estimated Investment | S&M (Number) |
|----------------|-------------|-------------|----------------------|--------------|
| Andhra Pradesh | 49,506,799 | 120 billion | 4,300,000 | 25,355 |
| Telangana | 38,286,787 | 120 billion | 3,040,947 | 18,697 |
| Madhya Pradesh | 72,937,845 | 120 billion | 6,376,099 | 35,895 |
| Kerala | 33,387,677 | 110 billion | 2,954,028 | 14,221 |
| Delhi | 16,787,940 | 100 billion | 1,460,471 | 73,024 |
| Haryana | 25,953,081 | 98 billion | 2,208,779 | 10,284 |
| Other | 99,705,626 | 74 billion | 6,629,872 | 40,498 |
| Maharashtra | 12,374,333 | 350 billion | 9,776,587 | 48,022 |
| Tamil Nadu | 47,219,016 | 250 billion | 5,827,244 | 27,028 |
| Uttar Pradesh | 191,822,341 | 210 billion | 17,383,274 | 89,052 |
| Gujarat | 60,383,428 | 200 billion | 5,203,376 | 23,242 |
| Karnataka | 41,100,704 | 200 billion | 5,238,371 | 23,054 |
| West Bengal | 91,340,736 | 150 billion | 7,627,701 | 39,048 |
| Rajasthan | 68,427,072 | 130 billion | 5,933,328 | 29,052 |

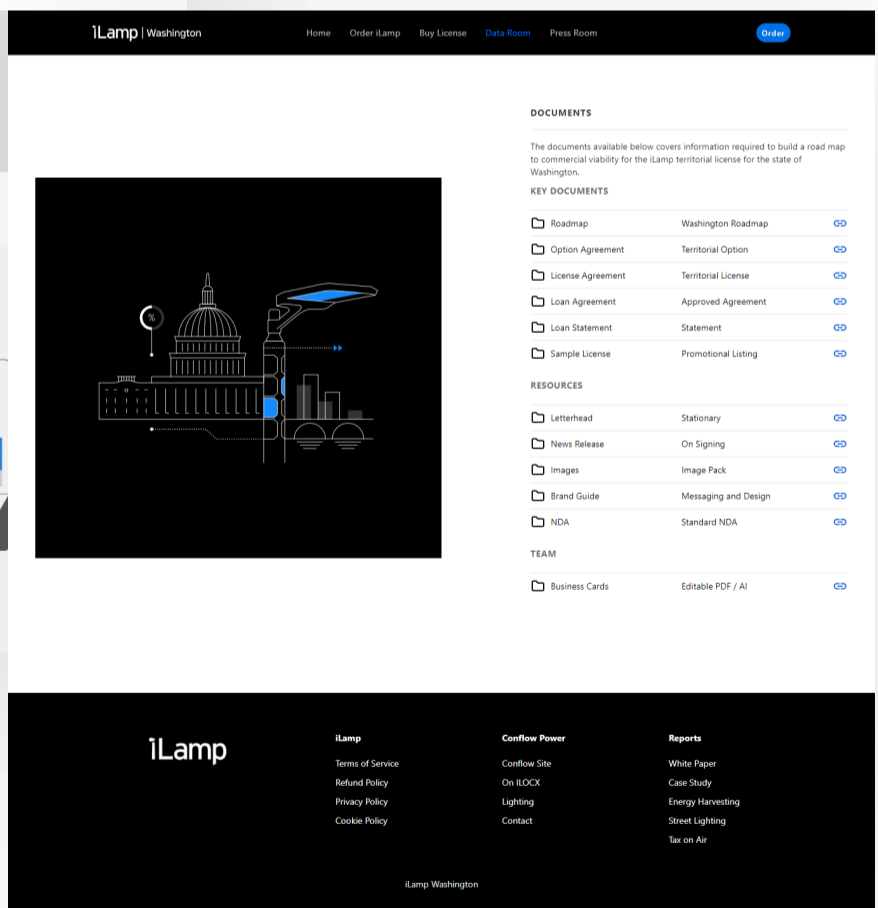
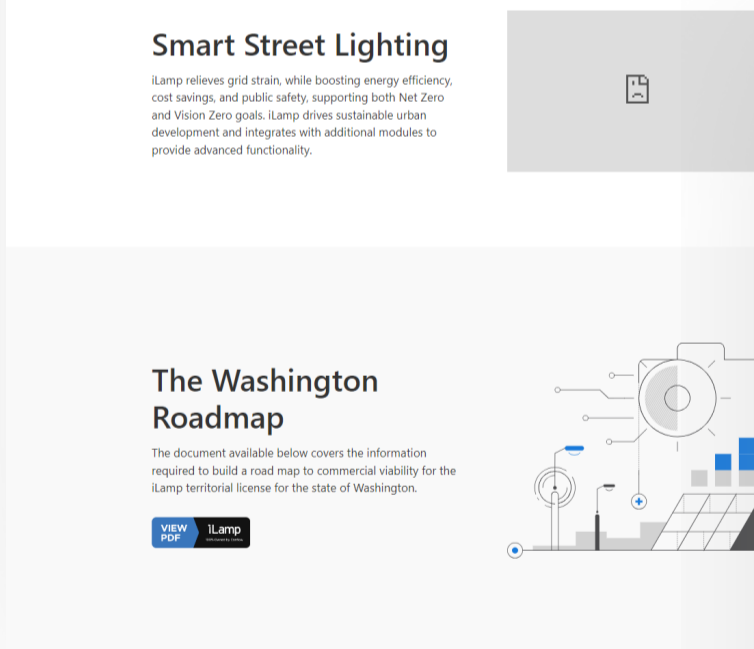
Sample Sublicensing document

09 | Local iLamp Website

To assist in your local efforts to raise money and sell products, we will provide you with a localised website and data room.



Example iLamp local website



Example iLamp local data room

10 | Receive iLamp Sales Pack

This includes sales and marketing materials, such as brochures, price lists, technical specifications, and other resources that you can use to market and sell iLamp products within your territory.

11 | Local iLamp Listing

To assist in your efforts to raise money, all iLamp Territories receive a 3 year ILCOX listing with the cost covered by Conflow Power Group.

The screenshot shows a listing for iLamp on the ILOCOX platform. The header includes the ILOCOX logo, a 'View Companies' link, and a 'My Account' button. The main content area features a large image of an iLamp unit, a description of the product, and a 'BUY NOW \$5.00' button. Below the main content, there are sections for 'Highlights' and 'ROLLOUT PLAN'. The 'Highlights' section lists key features and benefits, while the 'ROLLOUT PLAN' section provides a detailed overview of the product's performance and market potential.

ILOCOX View Companies My Account

iLamp
Experience the power of a smart street light that generates revenue.
iLamp is the first smart street light that both saves and makes money for homeowners, small businesses, developments, villages, towns and cities all over the world. iLamp makes money, reduces crime, increases house prices and neighbourhood safety.
With low installation and non-existent running costs, iLamp is the Streetlamp of the future.

Revenue Sources
Business to business Business to government Territorial Licensing Fees
Territorial Royalties

| PRICE | ROYALTY | VALUATION |
|-----------|------------|-----------------------|
| \$5 | 20% | \$5,000,000 |
| 2,500,000 | TOTAL UNIT | BUY NOW \$5.00 |

iLamp.com

Highlights
Business Overview
Rollout Plan
Corporate Information
News
Qualifying
Territorial License
License Terms

HIGHLIGHTS

- » 300 million street lights in the world and rising.
- » 70% of all electricity was generated by burning fossil fuels, a source of air pollution and greenhouse gases.
- » Grids worldwide facing increased strain with countries facing power outages and power scarcity
- » Running trial with Southern California Edison and CalTrans

ROLLOUT PLAN

iLamp has issued 650,000 ILO units at \$10.00 per unit. Each unit will receive a royalty after the license is qualified of 10% of the iLamp sales revenue divided by the 650,000 unit holders.

The market for street lighting is vast, covering every urban street and road, many highways, interstates, freeways, public parks, recreation areas, walking paths, residential areas, home owners associations, parking lots, commercial and industrial zones and campuses.

There are an estimated 26 million streetlights in the United States alone, consuming as much electricity annually as 1.9 million households.

Over the next 4 years we anticipate selling 650,000 iLamps across multiple territorial license owners. At the base price of \$3600.00 per iLamp this will generate \$2.3 billion in gross revenue. The same gross revenue number this license pays out on. Therefore, if we just take the total number 10% of 2.3 billion is 230 million. Divided by 650,000 is \$340.00. you can buy it today for \$10.00 and help us get there. Efficiency within a sharing eco

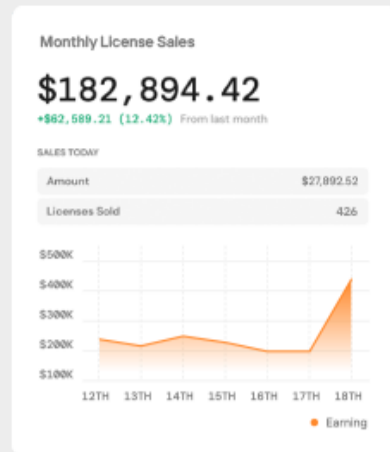
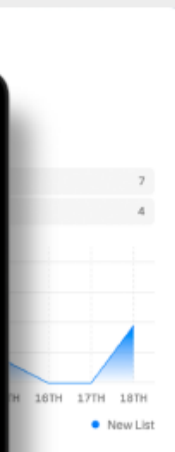
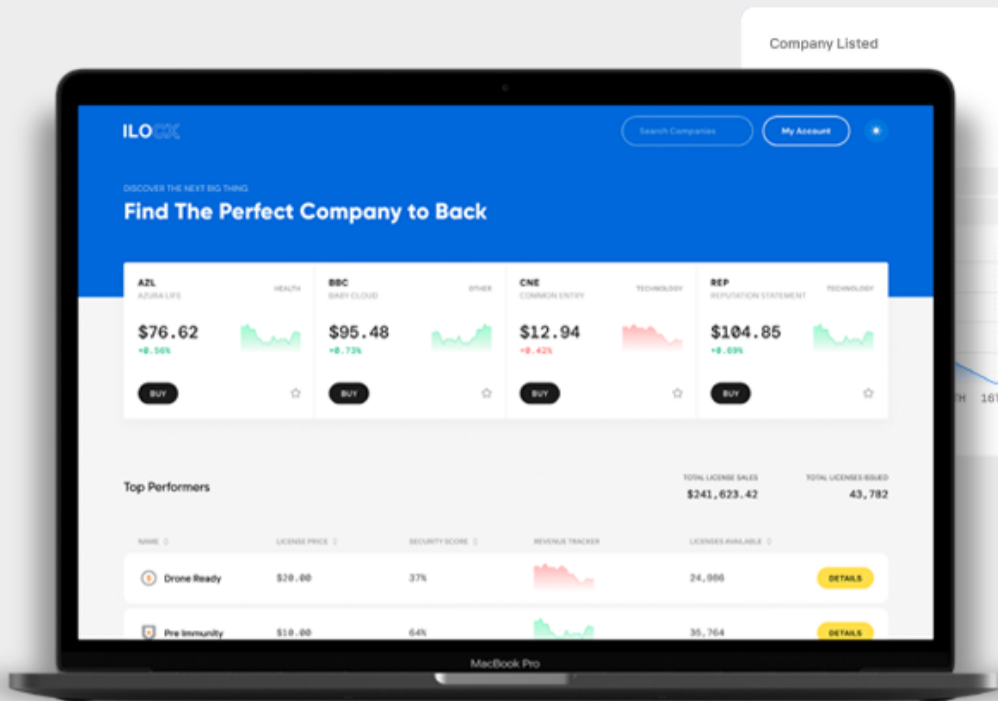
Example Local listing page

12 | Receive Demonstration Pole

Receive an iLamp which you can use for demonstrations to potential customers, partners, or sublicensees. It's a tangible representation of what you're selling in your territory.



iLamp



Your ILOCX listing

List using the ILO Framework to raise money to finance your exclusive iLamp license while building local support and an online sales team to drive pre-sales.



RAISE MONEY AS YOU NEED IT

Get access to the funds you need, as you need them, smoothing your fundraising process.



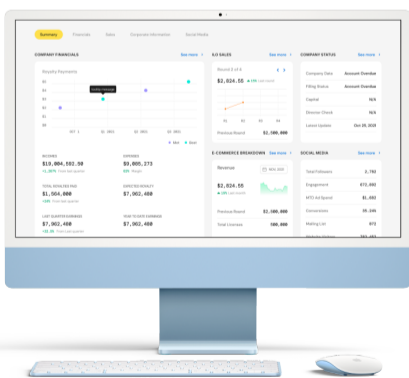
BUILD A TEAM

ILOCX framework helps companies to build effective teams that are properly rewarded.



REWARD PARTICIPATION

Incentivize buyers with ILOCX rewards, your own affiliate program, and license classes.



Listing Requirements

iLamp licensees are prequalified to list and receive an ILOCX instance and will be priority listed through our streamlined process with a dedicated listing manager.

Listing fees for iLamp licenses are waived for the first year, then only \$25,000 per year.

Listings with over \$1 million in sales are listed on the board at ILOCX.com.

100+

Total companies listed

Millions

Total licenses issued

10X

Returns already booked