



# iLamp Roadmap for The State of Ohio

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

# iLamp



Ohio Population

**11.76 Million**

GDP

**\$822 Billion**

Ohio's Transportation  
Related Budget

**\$13.5 Billion**

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

Enhanced lighting leads to significant and sustained reductions in both night and daytime outdoor crimes with a benefit cost ratio of 5.1-10.8.

On residential roads 3.1% of accidents are fatal in lit conditions, rising to 4.9% in areas without street lights.

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Ohio, with its significant transportation budget, robust incentives for solar energy, and investments driven by federal initiatives like the Infrastructure Investment and Jobs Act, faces pressing challenges such as increasing crime rates and concerns for pedestrian and road user safety, as fatalities have risen notably in recent years. This presents a unique opportunity for innovation and change within the state.

iLamp is not just a streetlighting solution; it provides Ohio with a comprehensive strategy aimed at unlocking economic benefits, enhancing public safety, reducing crime, and establishing a technological platform that attracts innovation. By doing so, iLamp positions itself as a driving force for global adoption, starting with Ohio.

**Lamp Sales:** iLamp's autonomous operation relieves pressure on the power grid through innovative solar panels, and its modular design enables the integration of sensors, hardware, and software solutions to improve pedestrian and road user safety. This aligns with Ohio's goals to promote solar energy, enhance grid resilience, and reduce traffic-related fatalities. Its adaptable design allows for seamless integration into local systems, making it a vital component of urban infrastructure and street furniture.

**Utilities:** The Power as a Service (PaaS) model, in which customers pay for the clean energy generated and used by iLamp, sets a precedent for existing utilities in Ohio to adopt sustainable practices. This approach opens the door for new utilities focused on local clean energy production, detailed billing, and dynamic on-device management—crucial for a state actively pursuing renewable energy solutions.

**Local Rights:** iLamp's commitment to local manufacturing drives job creation across multiple sectors, from production to maintenance. By leveraging Ohio's workforce and resources, iLamp supports economic growth and regional prosperity. The potential for sub-licensing rights to specific regions or sectors further enhances revenue opportunities, ensuring that the benefits of iLamp's technology remain within the state.



*Creativity is the power to correct the seemingly unconnected.*

- William Plomer

Ohio Crime

**23% Below Avg.**

Ohio Road Fatalities

**Up 26% in 10 yrs**

Ohio Area

**44,825 Sq Mi**

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Enhanced lighting leads to significant and sustained reductions in both night and daytime outdoor crimes with a benefit cost ratio of 5.1-10.8.

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

On residential roads 3.1% of accidents are fatal in lit conditions, rising to 4.9% in areas without street lights.

**Technology Platform:** As Ohio continues to grow its tech sector, iLamp Ohio is poised to acquire and channel innovative hardware and software solutions into the extensive iLamp distribution network, which spans multiple territories worldwide. This creates additional revenue streams from technology sales and markups, positioning Ohio as a leader in smart city advancements. iLamp is more than just a product; it represents a pathway to innovation, security, and economic growth. By addressing key issues like grid efficiency, renewable energy integration, and pedestrian safety, iLamp aligns with Ohio's progressive vision for safer and more sustainable urban development.

iLamp's commitment to local manufacturing in Ohio fosters job creation across various sectors and supports regional prosperity, reinforcing the state's role as an emerging leader in technological innovation and clean energy. Its advanced street lighting solutions significantly improve public safety by reducing crime, which, in turn, boosts property values in well-lit neighborhoods. The modular design of iLamp promotes health improvements through environmental monitoring and hazard warnings, while also offering multiple revenue streams via sub-licensing, lamp sales, and Power as a Service (PaaS).

As part of the Conflow Power family, all iLamp licensees gain access to continuous growth and innovation opportunities. This dynamic expansion creates an ideal environment for upgrading streetlights across Ohio with future-proof, innovative iLamps, which can be integrated into new developments, parking lots, campuses, shopping centers, residential neighborhoods, pedestrian areas, parks and recreational grounds, sports venues, arenas, and business parks statewide.

Ohio's readiness to adopt smart, eco-friendly, and cost-effective solutions, coupled with the need to address rising crime rates and traffic fatalities, highlights the necessity of iLamp. By transforming neighborhood safety across its 44,825 square miles, iLamp can play a pivotal role in shaping Ohio into a more secure, sustainable, and technologically advanced urban landscape.

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# The iLamp

## What is iLamp?

iLamp is a groundbreaking, self powered, modular, and enhanced lighting solution designed to address multiple urban challenges. By integrating autonomous power generation capabilities, and monetizing them iLamp is easy to install anywhere and alleviates grid strain, contributing to energy sustainability. By using Power as a Service to bill for this energy, iLamp generates its own revenue. Its modular design supports a wide range of smart city applications, offering further monetization opportunities and revenue streams and making it a future proof solution for urban infrastructure.

Equipped with low profile, cylindrical solar panels, iLamp harnesses renewable energy, storing it in batteries for efficient distribution. This setup powers street lighting but also supports various smart sensors and modules, eliminating transmission costs and reducing emissions to zero.

Each iLamp is customizable to meet the needs of different neighborhoods-supporting add-ons like 5G WiFi, traffic management, CCTV, environmental sensors and a plethora of other modules, sensors and software. This modularity ensures a quick, plug-and-play setup, making it adaptable and future proof and providing licensee's with various upsells and benefits.

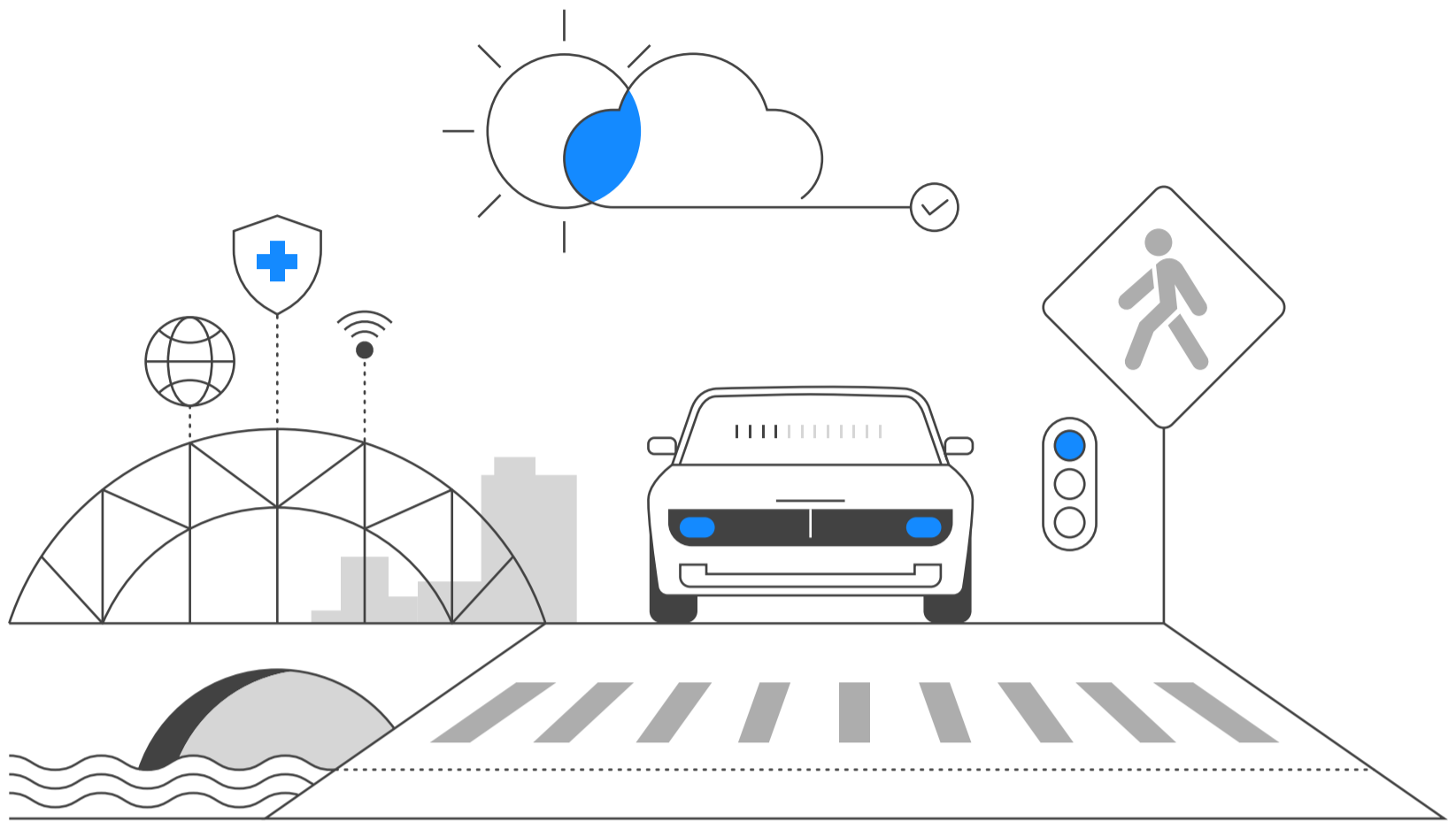
iLamp qualifies as enhanced street lighting, which has been shown to reduce crime by 20-40%. Implementing iLamp can therefore significantly reduce various crimes and improve public safety which improves quality of life and stimulates local economies.

Through it's App and Module Stores, iLamp is a dynamic framework for unlocking hardware and software ingenuity, similar to how Google Play and Apple App Store revolutionised smartphones capabilities.

iLamp is not just a streetlight; it is a comprehensive urban solution and strategy designed to enhance safety, sustainability, and spur economic growth. By leveraging advanced technology and modular design, iLamp offers a future proof infrastructure that adapts to evolving needs, making countries, cities, towns and neighbourhoods around the globe safer, more attractive, and better connected.

Whether through crime reduction, safety, economic stimulation, or health and environment benefits, iLamp stands as a beacon of innovation in urban development, illuminating the future it unlocks.





## The iLamp

### Why iLamp?

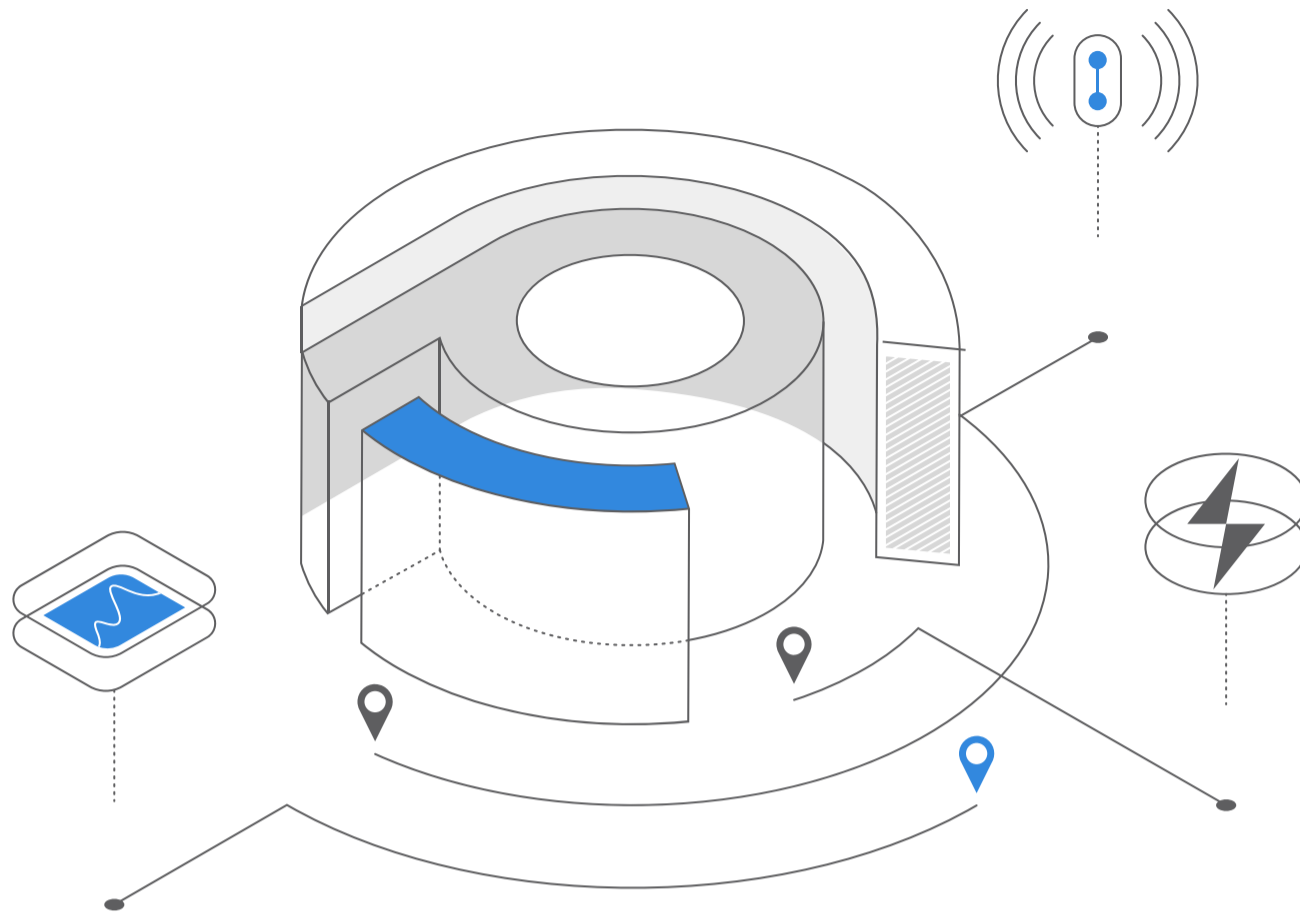
iLamp has a transformational effect on communities making them safer, more prosperous, social and desirable. It is the single most cost effective improvement any country, city, town or neighbourhood can make, offering multifaceted benefits that dramatically outweigh its costs.

**Saves Lives:** On both streets and the road. Pedestrian and driver fatalities are 58% more likely on unlit roads. By providing enhanced illumination iLamp protects both the community and road users.

**Decreases Crime:** iLamp improves visibility, studies have shown that this enhanced street lighting leads to sustained reductions in crime rates of over 40%. Implementing iLamp improves crime rates, deters potential crimes, creating safer, more welcoming public spaces that can be used after dark, encouraging outdoor activities, social interactions and commerce.

**Increases Property Values:** Street lighting correlates with increased property values - with each 1% reduction in crime leading to an approximate 0.5% to 1% increase in property values.

**Creates Jobs:** iLamp sublicensing creates and inspires local jobs that keep money within the communities they serve, creating a virtuous cycle. Sublicensing can be made available down to a neighbourhood or zip code level.



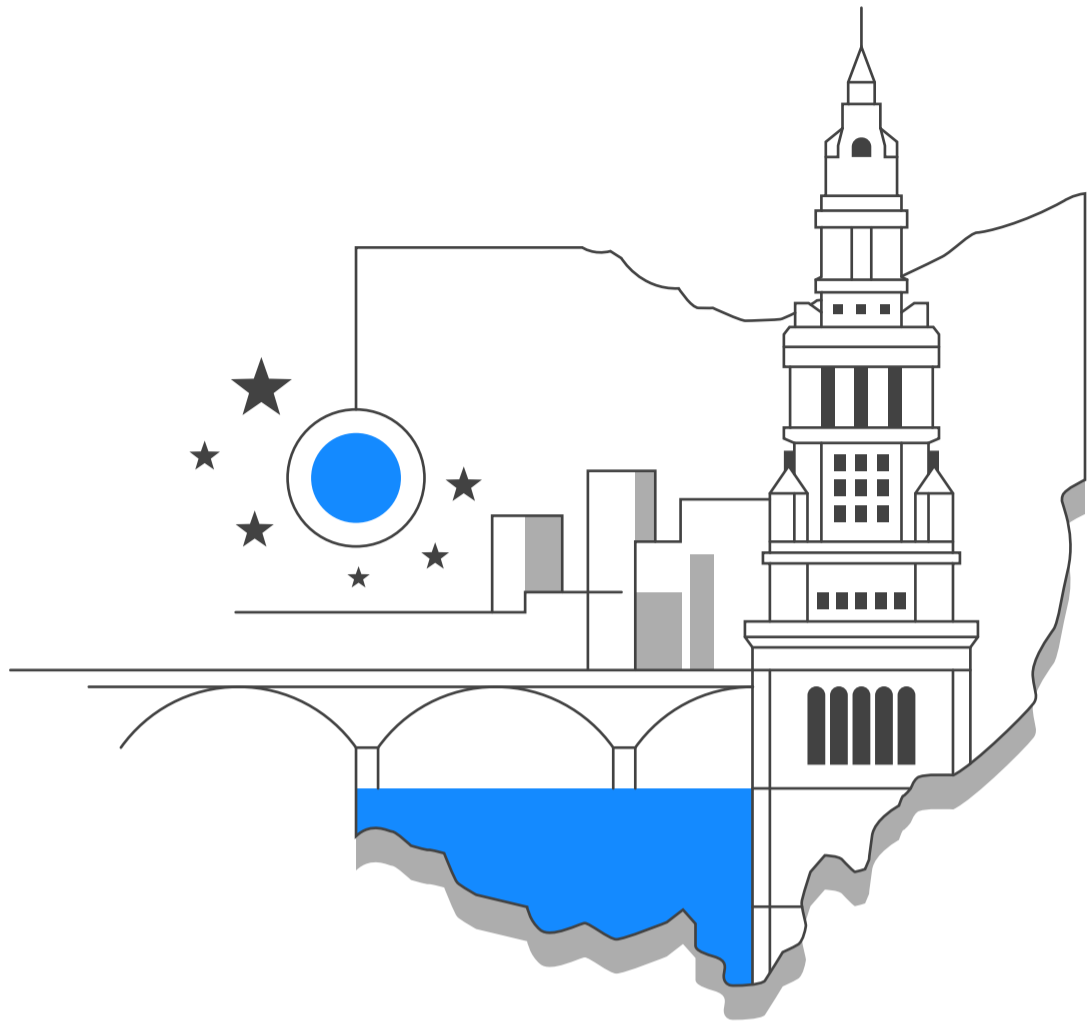
## The Power of Conflow

### Flagship Product of a Global Technology Aggregator

iLamp is the flagship product of the Conflow Power Group, a company with extensive global manufacturing capabilities, years of experience in product development, electronics, technology aggregation and strategy. Conflow Power Group focuses IoT and smart city solutions, owning several key technologies that make iLamp possible, ranging from advanced electronic modules and power management systems to battery monitoring, automatic lighting, LED technologies and software.

Conflow Power Group collaborates with several external developers to adapt their technologies for iLamp, providing a comprehensive development kit and specifications to support these innovations. This collaboration has led to a robust, established ecosystem surrounding every key aspect of streetlighting. Additionally, iLamp integrates a variety of smart city applications, making it the most comprehensive streetlighting solution available.

The company is committed to future innovation, with several new products in development, continually enhancing the capabilities and applications of iLamp. This ensures that iLamp remains at the forefront of smart city technology, offering unmatched performance and versatility in lighting solutions. iLamp is not only a product, but a strategy that has spawned an entire ecosystem of revenue generating activity for license holders to participate in.



## The Ohio Opportunity

Ohio, a state rich in cultural diversity and diverse landscapes, is undergoing a significant transformation in its urban infrastructure, aligning with its dynamic evolution in technology and innovation. The introduction of iLamp to the Ohio market is set to create a powerful synergy between the state's push for modernization and the global movement toward smart city advancements.

### **Harmonizing with the Tech Landscape:**

Manufacturing and energy are essential to providing jobs and improving the quality of life across Ohio. The state's commitment to technological progress, particularly in the manufacturing and energy sectors, is well established. iLamp Ohio aims to become a central figure in this technological evolution, blending Ohio's manufacturing strengths and innovations into iLamp's extensive distribution network. This strategic move is designed to showcase Ohio's tech expertise on a global stage, enhancing licensee profitability through international sales and technology exchanges.

### **Grid Resilience and Sustainable Transformation:**

In Ohio, where energy needs are evolving alongside modernization efforts, the balance between growth and sustainability is critical. iLamp stands at the forefront of this movement, offering a self-sufficient lighting solution that enhances resilience and strengthens security. It represents a significant leap

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towards safer and more sustainable urban living across the state.

**Power-as-a-Service (PaaS) Model: A Leap into the Future:**

iLamp's Power-as-a-Service model is transformative for Ohio's energy providers, launching them into the future of clean energy and intelligent utilities. This approach represents a revolutionary shift from traditional power distribution to a system that prioritizes local generation, efficiency, and innovation in energy management.

**New Revenue Avenues and Technological Integration:**

iLamp's modular design enables cutting-edge technological integration, allowing Ohio's innovations to be made available to iLamp buyers and owners worldwide. This taps into Ohio's growing tech sector, creating new revenue streams and ensuring each iLamp unit becomes a hub of high-tech solutions that contribute to the digitalization of Ohio's cities.

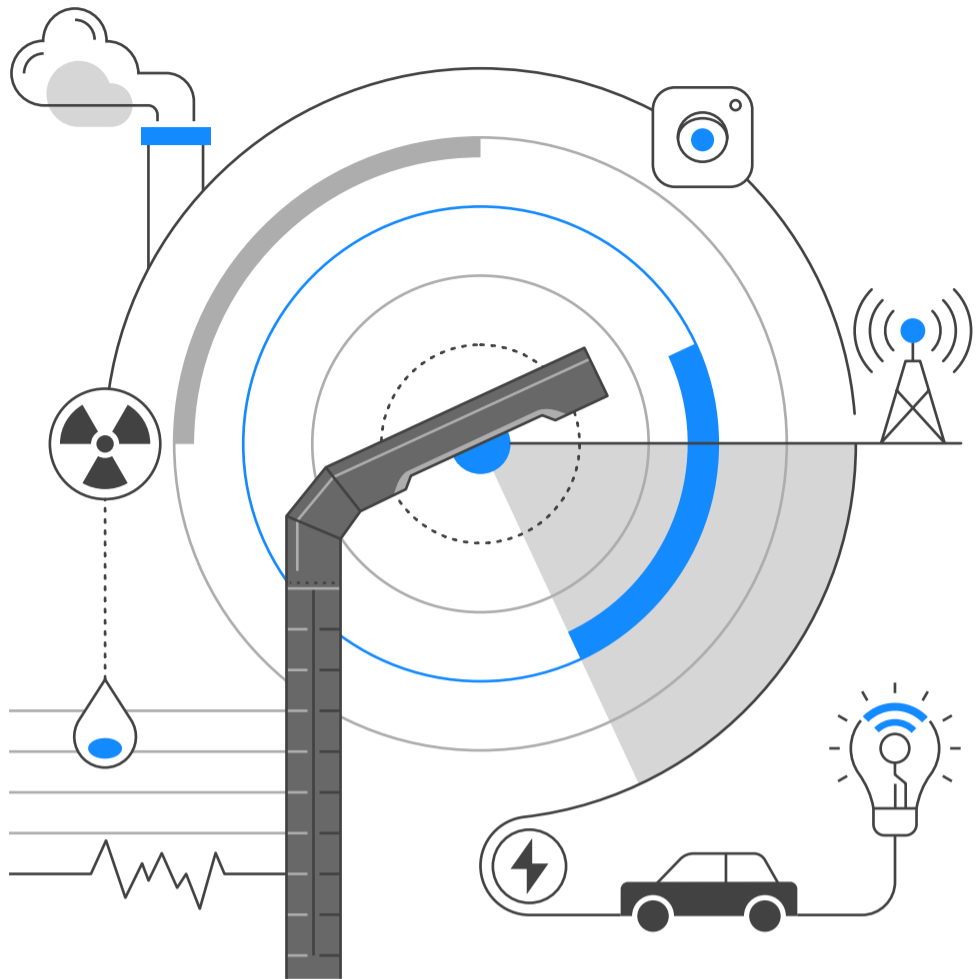
**Public Safety, Health, and Connectivity:**

iLamp aligns with Ohio's goals for improved public safety and health, potentially integrating into statewide safety networks. Its multifunctional capabilities ensure well-lit streets while supporting public health and environmental monitoring. Additionally, its communication modules could form a foundation for Ohio's digital infrastructure, enhancing statewide connectivity.

**Economic Benefits and Reach Beyond Urban Areas:**

The economic potential of iLamp in Ohio is significant, with the ability to extend beyond major urban centers like Columbus, Cleveland, and Cincinnati, reaching suburban and rural areas as well. This comprehensive approach ensures a consistent and advanced technological presence throughout the state, illuminating every corner with smart, efficient solutions.





## Public security and health



### Road Safety & Traffic

iLamp improves road safety, decreasing road fatalities of both road users and pedestrians. iLamp's optimal lighting enhances safety during peak low light hours and adverse weather conditions. Modular camera and communications systems can help monitor traffic, detect potential hazards, and improve response times to accidents, improving road safety and reducing traffic.



### Pedestrian Safety & Crime Deterrence

iLamp deters crime and increases pedestrian visibility by providing 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 or security threats in real time ensuring safer pedestrian environments.



### Weather Monitoring Module

Weather sensors can detect changing weather conditions, such as storms, 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.

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 **Air Quality**

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. 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

 **Light Pollution Reduction**

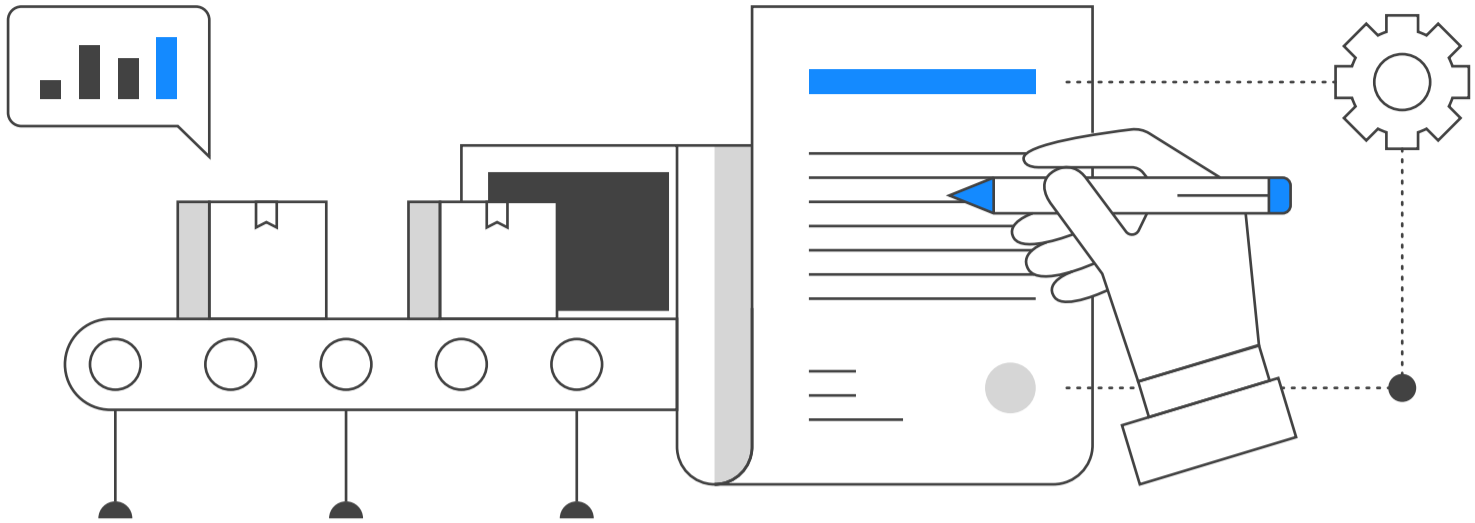
The adaptive lighting capabilities of iLamp can minimize light pollution by adjusting brightness levels according to the time of day and surrounding conditions. This can contribute to a better night-time environment, reducing the impact of artificial light on wildlife and human health.

 **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.

 **Public Protection**

iLamp can host smoke, gas, gunshot detection, thermal imagine and communications modules, enabling the quick detection of public safety hazards, such as wildfires, shootings, gas leaks or explosions, these can then be relayed in real time via the communication module to the relevant authorities, enabling faster, more targetted and data driven responses.



## 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. Comprehensive Rights Granted

Rights to manufacture, distribute, market, sell. iLamp. Rights to operate the iLamp App and Module stores. Rights to operate PaaS contracts. Rights to a supply line for a guaranteed number of lamps.

### 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

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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 preferen-

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tial 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.

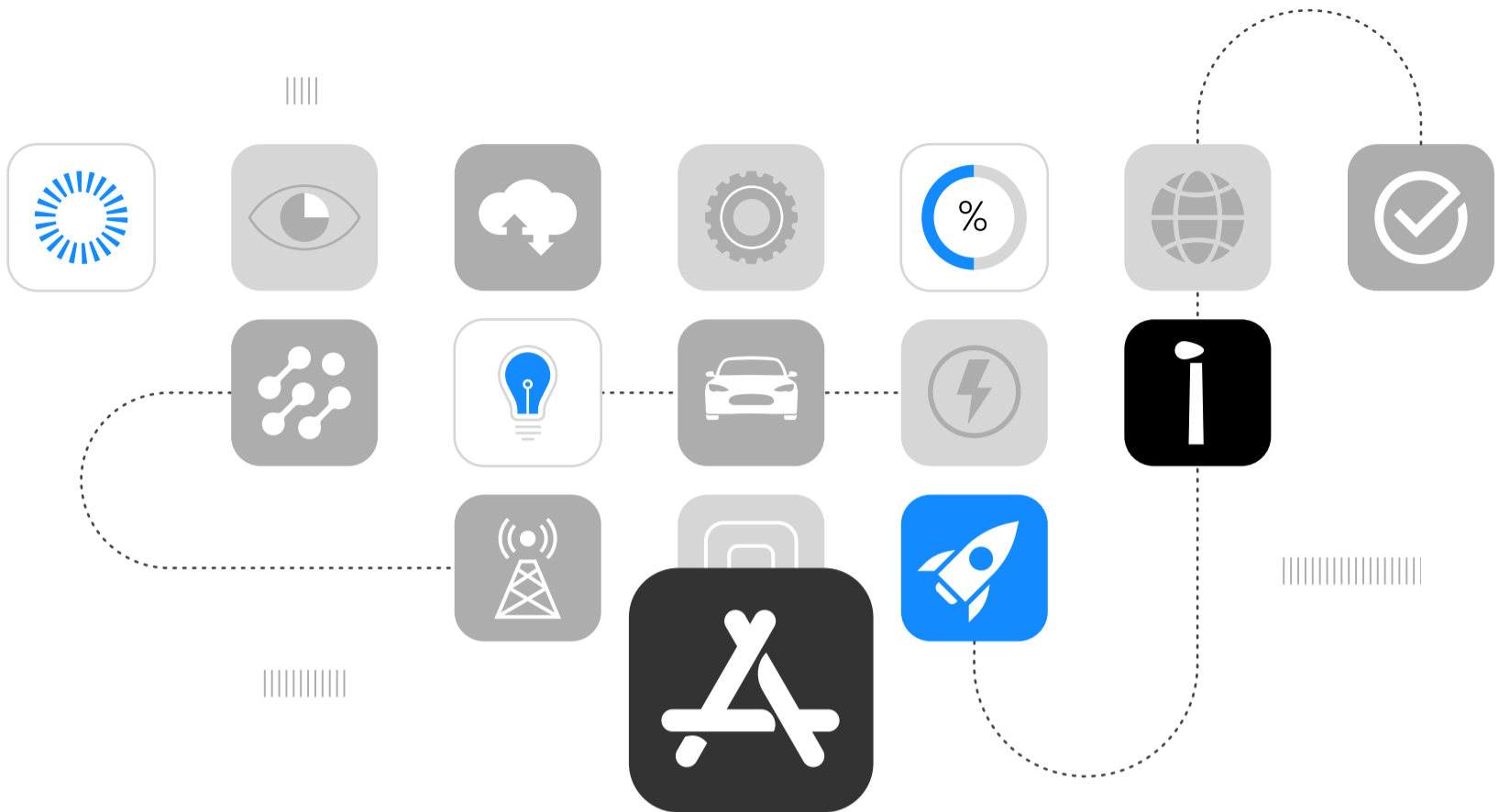
### **10. Access to a Repository of Solutions:**

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.

Territorial holders of iLamp are in a prime position to not just capitalize on the opportunities provided by Conflow Power Group but also to shape the future direction of energy solutions in their region. Their benefits extend beyond revenue generation to establishing a stronghold in the ever-evolving



# 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. iLamp transcends its primary function, unfolding as a dynamic framework for both hardware and software ingenuity.

## Innovative Solutions

In the iLamp ecosystem 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.

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## 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.



### Intelligent Lighting

iLamp's intelligent lighting app ensures the correct lighting level for the area it's positioned in, adapting to visibility and weather.



### Power As A Service

PaaS redefines how energy is generated, distributed, and monetized on each iLamp.



### Communications Billing

Communications billing enables each module to pay only for the data it uses, as well as for open WiFi network billing.



### Batteryware Monitoring And Optimisation

BatteryWare conducts comprehensive monitoring, and real-time analysis to ensure optimal battery conditions.



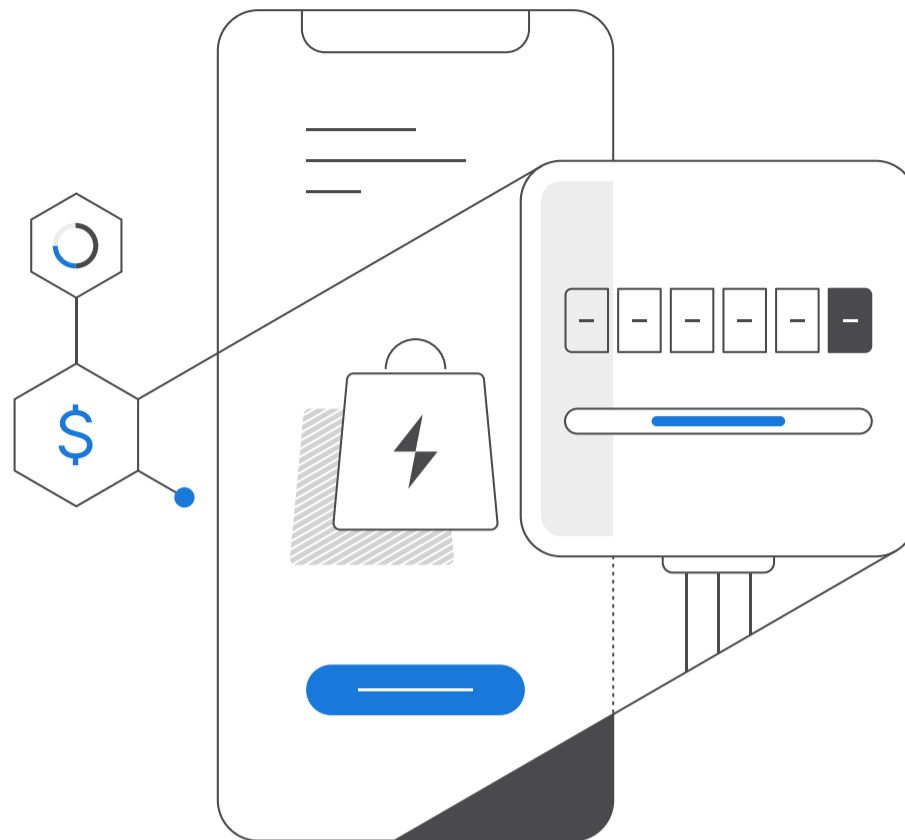
### Video Surveillance

Video surveillance enables remote real time monitoring, motion detection, high definition video, smart alerts and integrations.



### Weather Monitoring

Weather monitoring uses environmental sensors to act as a local weather station, relaying real time data to stakeholders.



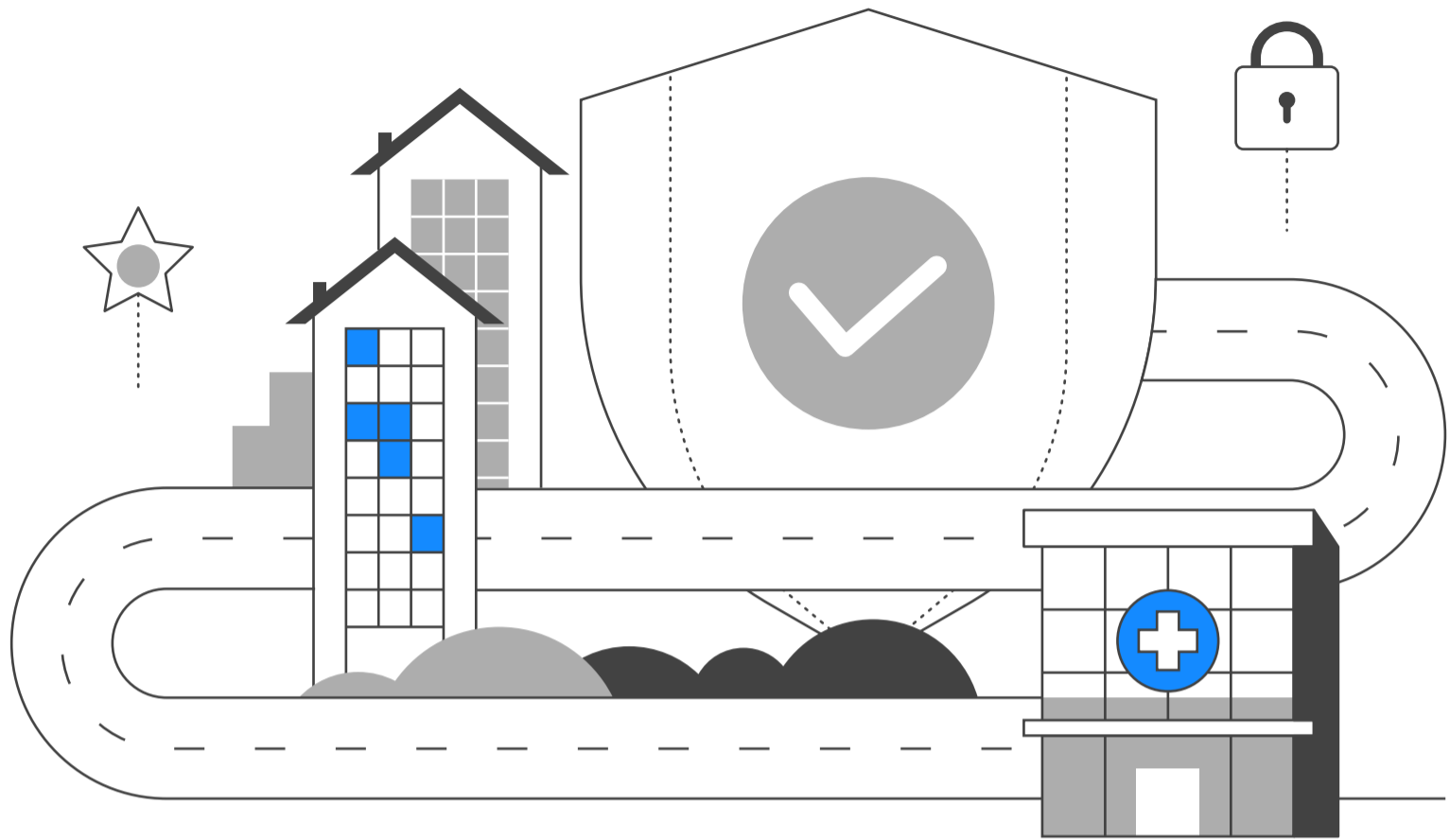
## Power as a Service

Power as a Service (PaaS) is a payment processor connected to an energy management and distribution solution which was designed from the ground up to manage clean kilowatt hours (kWh) of locally produced and consumed power. PaaS enables the generation, metering, and monetization of this localised power on a decentralized basis between varied stakeholders.

Each iLamp unit is equipped with solar panels that harness renewable energy, storing it in batteries for efficient distribution. This setup not only powers the streetlighting but also supports a variety of smart sensors and modules. These modules may include cameras, environmental sensors, weather stations, and telecommunications devices which all use power, and all may have separate billing accounts with PaaS. By metering energy generated and consumed by each device PaaS enables a new paradigm where power can be locally generated for local consumption, eliminating transmission costs and emissions to near zero.

Under the PaaS model, the iLamp licensee can create PaaS contracts that delineates roles for both power suppliers and power users. Much like traditional utility models, these contracts enable accurate billing based on actual energy consumption, this is a significant step towards redefining how energy is generated, distributed, and monetized in the modern era and a crucial extra revenue stream which can be explored by iLamp licensees.





## Enhanced Street Lighting

Ohio has a growing crime rate, making it crucial to implement effective crime prevention strategies.

Studies have shown that improved/enhanced street lighting reduces crime by 20-40%, making enhanced lighting the single most effective way to lower crime while also increasing pedestrian and road safety.

Specific studies indicate:

**UK Home Office:** 20% reduction in crime, including vehicle-related crimes.

**U.S. Study:** Published in *Criminology & Public Policy* showed 45% reduction in nighttime index crime and a 39% reduction in daytime index crimes following enhanced lighting installation.

Enhanced street lighting could lead to a significant reduction in crime rates, potentially by 20-30%. This includes reductions in various types of crimes such as vehicle theft, property crimes, and violent crimes.

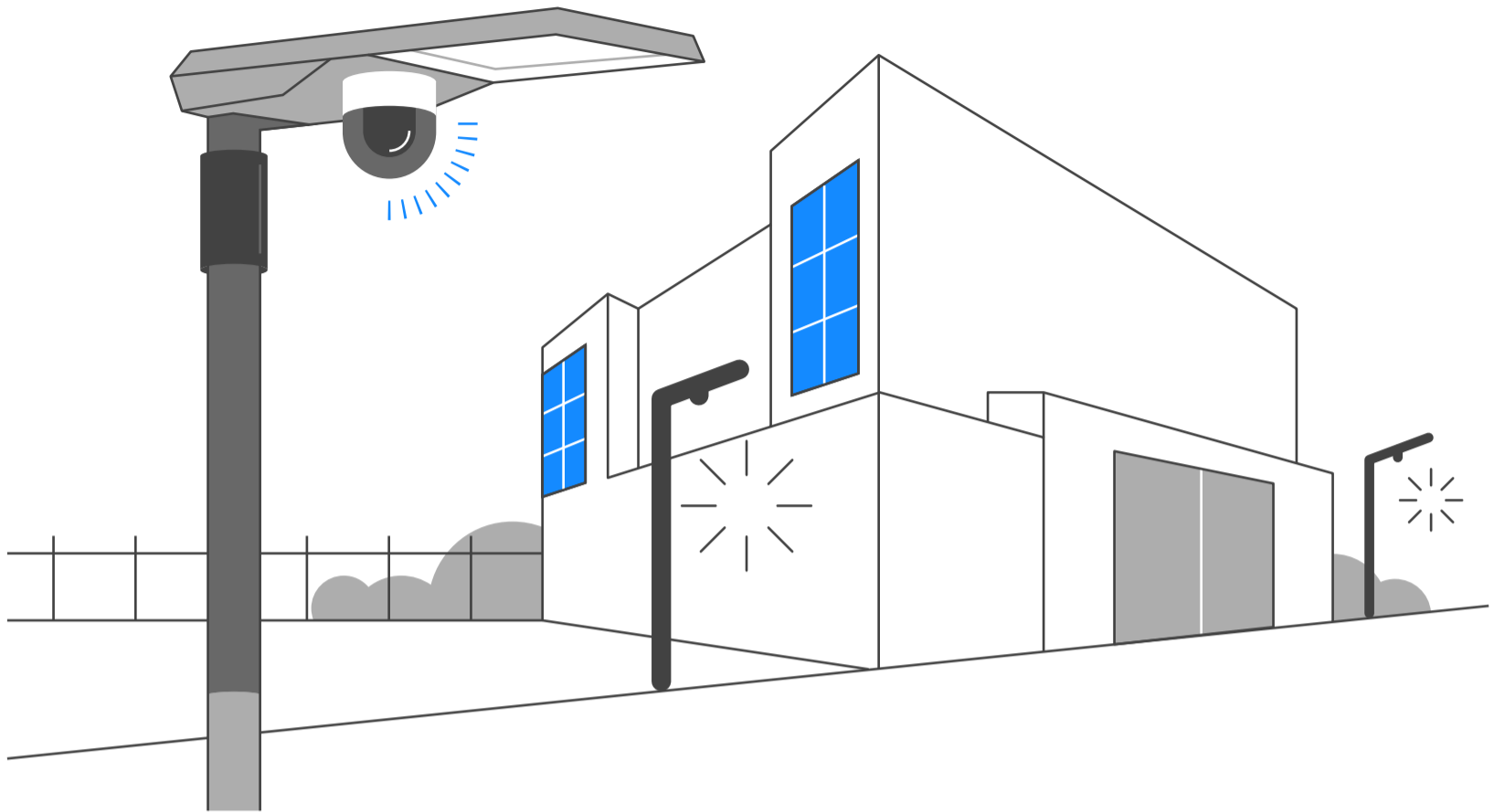
A 1% reduction in overall crime can lead to a 0.5% to 1% increase in property values. A 10% reduction in crime can result in a substantial increase in property values, potentially up to 8%.

Enhanced lighting could increase property values significantly in previously unlit or poorly lit areas and can further lead to economic stability and growth by attracting businesses and improving the quality of life. The increase in property values and improved safety drive more investments in the local infrastructure and services.

Better lit streets can improve the perception of safety, leading to increased outdoor activities and community engagement. Improved lighting can also enhance the effectiveness of other crime prevention measures, such as CCTV surveillance.

To support the implementation of enhanced street lighting, a comprehensive database containing data on crime rates and property values has been compiled. This helps in identifying high-crime areas that would benefit most from enhanced lighting, evaluating the cost-effectiveness and impact of enhanced lighting projects and monitoring the long-term effects on crime rates and property values.

Enhanced street lighting presents a promising strategy for Ohio to improve public safety, reduce crime, and boost property values. Given the continent's rapid growth and active real estate market, investing in such infrastructure yields substantial benefits, making neighborhoods safer and more attractive to residents and businesses.



## The iLamp Effect

Imagine a neighbourhood with above average crime, where after dark the streets feel unsafe and are inadequately lit.

People avoid the area, the perceived danger deters people from frequenting local businesses, which in turn close earlier or shutter permanently. The neighborhood loses its vibrancy and appeal, leading to declining property values and further disinvestment. People leave for brighter pastures.

Now imagine iLamp's are installed, their enhanced lighting and cameras begin to deter crime, first due to the lighting, monitoring, and then due to the larger presence of people who now feel safe walking the streets.

This reduction in crime leads to a domino effect: as people feel safer, they are more likely to walk around, visit local businesses, and participate in community activities. This increased presence of people further deters criminal behavior, creating a safer and more welcoming environment.

Better street lighting also contributes to road safety. Well lit streets significantly reduce the likelihood of traffic accidents and pedestrian casualties. Emergency services, including police, firefighters, and medical personnel,

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benefit from improved visibility, allowing them to navigate the area more efficiently and locate incidents quickly. This enhanced response capability saves lives and mitigate the severity of emergencies.

As safety improves, the community begins to experience a revival. People start to move into the area, attracted by the now safer and more appealing environment. This influx of residents drives up property values and stimulates the local economy. Businesses extend their operating hours, taking advantage of the increased foot traffic and nighttime activity. Public transportation becomes more accessible and reliable, allowing residents to shop, socialize, and commute safely after dark. This increased mobility to a higher quality of life and a more vibrant community atmosphere.

iLamp is not only functional, but aesthetically pleasing. They can be positioned to highlight architectural features and are designed to minimize light pollution, creating a pleasant nighttime atmosphere.

iLamp modules make each lamp future proof, and can tailored to the community's needs. For instance, environmental sensors can help allergy sufferers by providing real-time air quality data. Other modules can offer early warnings for forest fires, gas leaks, and weather events, enhancing overall safety and preparedness.

This story is backed by the hard evidence of communities around the world that have undergone this transformation:

The Impact of Street Lighting on Crime, Fear, and Pedestrian Street Use - by Kate Painter - Institute of Criminology, University of Cambridge, UK

[https://popcenter.asu.edu/sites/default/files/137-painter-the\\_impact\\_of\\_street\\_lighting\\_on\\_crime\\_fear\\_an.pdf](https://popcenter.asu.edu/sites/default/files/137-painter-the_impact_of_street_lighting_on_crime_fear_an.pdf)

College of Policing - Improved Street Lighting <https://www.college.police.uk/research/crime-reduction-toolkit/street-lighting>

Can deterrence persist? Long-term evidence from a randomized experiment in street lighting - Criminology and Public Policy



## iLamp Sales, Installs, and Maintenance

iLamp sales represent the largest revenue producing activity for licensees, providing them with a lucrative opportunity in the rapidly growing smart lighting market. To support sales efforts, iLamp offers comprehensive resources including sales proposals, branding kits, detailed product information, and benefit training resources. Additionally, licensees receive guides on available grants and best practices for approaching towns, counties, and municipalities, ensuring they are well-prepared to begin sales activities immediately.

iLamp products can be sold to a diverse range of public and private entities. Potential clients include public streets and highways, educational campuses, parks and recreational areas, parking lots, hotels and resorts, industrial estates and factories, hospitals and healthcare facilities, residential developments, train stations and railway networks, airports and ports, shopping complexes and malls, small businesses, stadiums and arenas, pathways and cycleways, homeowners associations and many more.

This broad market base provides licensees with extensive opportunities to secure contracts and drive significant sales revenue.

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iLamp has been engineered for ease of installation, requiring minimal manpower and equipment. This user-friendly design allows sales agents to offer efficient and cost-effective installation services. Installation guides and cost calculators are readily available from iLamp, ensuring that licensees can accurately estimate installation costs and streamline the installation process.

Sales agents have the flexibility to either control the installation process themselves or sublicense these services. By sublicensing, they can generate additional revenue through the sale of installation rights or by charging royalties on services rendered. This approach enables licensees to maximize their revenue potential and capitalize on every aspect of the sales and installation process.

Maintenance of iLamp systems is another key revenue stream for licensees. Similar to installation, maintenance services can be controlled directly by the licensee or sublicensed. Charging royalties on maintenance contracts provides a continuous revenue source, akin to receiving a commission on each contract. This ensures that licensees benefit not only from the initial sale but also from ongoing service agreements.

The combined revenue from sales, installation, and maintenance of iLamps is substantial. With a wholesale cost of \$5000 and a sale price of \$9000 per unit, a small installation project of 35 units can generate over \$300,000 in sales revenue alone. This significant profit margin underscores the financial viability and attractiveness of iLamp's business model for licensees.

iLamp's direct sales, installation, and maintenance services offer a robust business opportunity for licensees. By leveraging the comprehensive resources and support provided by iLamp, licensees can effectively penetrate the market, secure diverse contracts, and achieve substantial revenue growth.

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## Sublicensing Opportunity

Sublicensing is a powerful tool for iLamp Ohio, enabling the immediate commencement of operations across the expansive state. This approach allows territorial holders to rapidly extend the iLamp business model to subterritories, fostering swift expansion and the potential for quick sales. The capacity for immediate sublicensing is critical in securing essential early-stage revenue, providing financial stability right from the start.

Territorial holders in Ohio have the unique advantage of recruiting a team of local experts who bring an intrinsic understanding of the state's diverse and dynamic landscape. These individuals, empowered with the independence that sublicensing offers, can operate with significant autonomy. This autonomy encourages growth and innovation without the need for continuous oversight, fostering a dynamic team environment that is agile and acutely attuned to the specific needs of the Ohio market.

By capitalizing on local expertise, iLamp Ohio can engage with local professionals such as manufacturers, businesspeople, and regional specialists who have a deep understanding of their specific areas within the state. Sublicensing to these local experts ensures that iLamp's solutions are finely tailored to meet Ohio's unique challenges and opportunities, thereby building trust and credibility within local communities.

Sublicensees in Ohio are adept at navigating the state's bureaucracy, regulations, policies, and understanding cultural nuances and market dynamics. This proficiency leads to more effective market penetration while spreading operational risks among a broader base of stakeholders, lessening the financial and operational load on the primary license holder. This approach fosters local stakeholder engagement, creating a sense of ownership and commitment to iLamp's success, potentially leading to stronger advocacy and brand loyalty across Ohio.

The sublicensing model is inherently scalable, enabling iLamp Ohio to expand its reach across the state without the proportional increase in capital investment and resources typically required for such growth. The following price list provides an estimate of market prices as determined by leading financial institutions, tailored for the Ohio market.



## SUBLICENSING OPPORTUNITY

State	Population	Street Lights	Addressable	Territory Price	Market Size USD
Phoenix	1,608,139	139,908	27,982	\$7,236,625.50	\$251,834,567
Tucson	542,629	47,209	9,442	\$2,441,830.50	\$84,975,701
Mesa	504,258	43,870	8,774	\$2,269,161.00	\$78,966,803
Chandler	275,987	24,011	4,802	\$1,241,941.50	\$43,219,564
Gilbert	267,918	23,309	4,662	\$1,205,631.00	\$41,955,959
Glendale	248,325	21,604	4,321	\$1,117,462.50	\$38,887,695
Scottsdale	241,361	20,998	4,200	\$1,086,124.50	\$37,797,133
Peoria	190,985	16,616	3,323	\$859,432.50	\$29,908,251
Tempe	180,587	15,711	3,142	\$812,641.50	\$28,279,924
Surprise	143,148	12,454	2,491	\$644,166.00	\$22,416,977
Yuma	95,548	8,313	1,663	\$429,966.00	\$14,962,817
Goodyear	95,294	8,291	1,658	\$428,823.00	\$14,923,040
Buckeye	91,502	7,961	1,592	\$411,759.00	\$14,329,213
Avondale	89,334	7,772	1,554	\$402,003.00	\$13,989,704
Flagstaff	76,831	6,684	1,337	\$345,739.50	\$12,031,735
Queen Creek	59,519	5,178	1,036	\$267,835.50	\$9,320,675
Maricopa	58,125	5,057	1,011	\$261,562.50	\$9,102,375
Lake Havasu City	57,144	4,972	994	\$257,148.00	\$8,948,750
Casa Grande	53,658	4,668	934	\$241,461.00	\$8,402,843
Marana	51,908	4,516	903	\$233,586.00	\$8,128,793
Oro Valley	47,070	4,095	819	\$211,815.00	\$7,371,162
Prescott Valley	46,785	4,070	814	\$210,532.50	\$7,326,531
Prescott	45,827	3,987	797	\$206,221.50	\$7,176,508
Sierra Vista	45,308	3,942	788	\$203,886.00	\$7,095,233
Bullhead City	41,348	3,597	719	\$186,066.00	\$6,475,097
Apache Junction	38,499	3,349	670	\$173,245.50	\$6,028,943
El Mirage	35,805	3,115	623	\$161,122.50	\$5,607,063
San Luis	35,257	3,067	613	\$158,656.50	\$5,521,246
Sahuarita	34,134	2,970	594	\$153,603.00	\$5,345,384
Kingman	32,689	2,844	569	\$147,100.50	\$5,119,097
Florence	26,785	2,330	466	\$120,532.50	\$4,194,531
Fountain Hills	23,820	2,072	414	\$107,190.00	\$3,730,212
Nogales	19,770	1,720	344	\$88,965.00	\$3,095,982



Douglas	16,534	1,438	288	\$74,403.00	\$2,589,224
Payson	16,351	1,423	285	\$73,579.50	\$2,560,567
Eloy	15,635	1,360	272	\$70,357.50	\$2,448,441
Somerton	14,197	1,235	247	\$63,886.50	\$2,223,250
Coolidge	13,218	1,150	230	\$59,481.00	\$2,069,939
Chino Valley	13,020	1,133	227	\$58,590.00	\$2,038,932
Paradise Valley	12,658	1,101	220	\$56,961.00	\$1,982,243
Camp Verde	12,147	1,057	211	\$54,661.50	\$1,902,220
Cottonwood	12,029	1,047	209	\$54,130.50	\$1,883,741
Show Low	11,732	1,021	204	\$52,794.00	\$1,837,231
Safford	10,129	881	176	\$45,580.50	\$1,586,201
Sedona	9,684	843	169	\$43,578.00	\$1,516,514
Winslow	9,005	783	157	\$40,522.50	\$1,410,183
Wickenburg	7,474	650	130	\$33,633.00	\$1,170,428
Page	7,440	647	129	\$33,480.00	\$1,165,104
Globe	7,249	631	126	\$32,620.50	\$1,135,193
Tolleson	7,216	628	126	\$32,472.00	\$1,130,026
Youngtown	7,056	614	123	\$31,752.00	\$1,104,970
Litchfield Park	6,847	596	119	\$30,811.50	\$1,072,240
Snowflake	6,104	531	106	\$27,468.00	\$955,886
Benson	5,355	466	93	\$24,097.50	\$838,593
Guadalupe	5,322	463	93	\$23,949.00	\$833,425
Thatcher	5,231	455	91	\$23,539.50	\$819,175
Bisbee	4,923	428	86	\$22,153.50	\$770,942
Cave Creek	4,892	426	85	\$22,014.00	\$766,087
Holbrook	4,858	423	85	\$21,861.00	\$760,763
South Tucson	4,613	401	80	\$20,758.50	\$722,396
Clarkdale	4,424	385	77	\$19,908.00	\$692,798
Eagar	4,395	382	76	\$19,777.50	\$688,257
Dewey-Humboldt	4,326	376	75	\$19,467.00	\$677,452
Pinetop-Lakeside	4,030	351	70	\$18,135.00	\$631,098
				<b>TOTAL</b>	<b>\$25,530,259.50</b>

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# The Market & Financials

Ohio, with its unique mix of cultural diversity and steady technological growth, offers a dynamic market for infrastructure innovation. The state's focus on modernization and sustainable urban planning creates an ideal environment for advanced solutions like iLamp. Ohio's diverse regions, from its bustling cities to its expansive rural areas, present varied opportunities for street lighting solutions.

## Market Segmentation

- By Area** : Urban (Columbus, Cleveland, Cincinnati) vs. Rural (Appalachian region, Northwest Ohio)
- By Need** : Updating outdated infrastructure vs. New installations in developing urban districts
- By Application** : Public streets, highways, recreational areas, private complexes, and carparks

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**Digital Cities** : With major cities like Columbus and Cleveland at the forefront of smart city development, Ohio presents substantial opportunities.

**Green Initiatives** : Ohio's increasing commitment to green initiatives and wide availability of grants, incentives and rebates aligns perfectly with iLamp

**Decentralized Systems** : As Ohio works to improve its energy infrastructure and avoid power disruptions, decentralized systems like iLamp, which reduce the load on the grid, offer significant advantages. This is especially important as the state aims to bolster energy resilience.

### Total Addressable Market (TAM):

The total number of public streetlights required in Ohio is estimated at 1,009,200 using the Northeast Energy Efficiency Partnerships formula.

### Serviceable Available Market (SAM):

Given Ohio's diverse infrastructure needs and its openness to innovative technologies, targeting 20% of the TAM over 10 years.

## FINANCIAL MODEL

Year	Territories Sold	Territory Sales Income	Royalties Received	Territory-Wise Revenue
1	Phoenix,Tucson,Mesa	\$11,947,617.00	\$0.00	\$0.00
2	Chandler,Gilbert,Glendale	\$3,565,035.00	\$1,122,598.09	\$12,473,312.15
3	Queen Creek,Maricopa,Lake Havasu City	\$2,758,198.50	\$1,475,081.31	\$16,389,792.36
4	Casa Grande,Marana,Oro Valley	\$1,502,955.00	\$1,757,252.91	\$19,525,032.35
5	Queen Creek,Maricopa,Lake Havasu City	\$1,159,501.50	\$1,925,883.71	\$21,398,707.88
6	Prescott Valley,Prescott,Sierra Vista	\$786,546.00	\$2,064,874.26	\$22,943,047.29
7	Bullhead City,Apache Junction,El Mirage	\$686,862.00	\$2,170,990.16	\$24,122,112.85
8	San Luis,Sahuarita,Kingman	\$620,640.00	\$2,269,395.16	\$25,215,501.74
9	Florence,Fountain Hills,Nogales	\$520,434.00	\$2,342,081.50	\$26,023,127.82
10	Douglas,Payson,Eloy	\$459,360.00	\$2,448,877.60	\$27,209,751.08
<b>Total</b>		<b>\$24,007,149.00</b>	<b>\$17,577,034.70</b>	<b>\$195,300,385.51</b>

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## iLamp Ohio and the paradigm shift

iLamp is charting a groundbreaking path for Ohio, with a vision that extends beyond simply entering the market to fundamentally reshaping it. A critical decision lies in determining how to allocate operational control within iLamp Ohio versus the distribution of sublicenses. Direct management could lead to substantial profits and greater control over profit margins. However, partnering with skilled local entities could accelerate market penetration, facilitating faster revenue growth and providing an immediate influx of capital.

Additional income opportunities arise from leveraging Ohio-born hardware and software innovations, creating a comprehensive ecosystem of solutions. Through iLamp's extensive distribution network and app store, these innovations can reach new markets, each generating lucrative revenue streams for iLamp Ohio. The venture's scope goes far beyond the product itself. Ohio is home to numerous untapped local ventures, with even more opportunities on the horizon. Establishing local production could position iLamp Ohio as a key supplier in the region.

By monetizing the real estate of lamp poles and exploring various hardware and software combinations, along with subscription services like Power as a Service (PaaS), the potential for diverse and significant income streams becomes clear. Supported by the Conflow Power Group, iLamp Ohio benefits from early access to and priority on all technological advancements and innovations from CPG, giving it a formidable advantage as a leading pioneer in the state.

The partnership with the ILOCX platform further empowers iLamp Ohio in managing sublicense sales as effectively as territorial license sales. This provides sublicensees with an invaluable mechanism to generate capital within their own markets, fostering growth and market expansion.

The global urban landscape is on the verge of a profound transformation, and iLamp's innovative solutions are not just in demand—they are essential. As cities evolve, iLamp's cutting-edge technologies light the way forward. iLamp Ohio is poised to be a central force in this pivotal shift, embodying progress and innovation.