

iLamp Roadmap for Turkey

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



Turkey Population
84.78 Million

GDP
\$819 Billion

Estimated Streetlights
7,375,860

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

iLamp extends beyond a premier streetlighting solution; it equips iLamp Turkey with a suite of strategies designed to unlock significant economic benefits, enhance public safety, and forge a strong technological platform that attracts Turkish tech innovators and developers, thereby acting as a catalyst for disseminating their solutions on a global scale.

Lamp Sales: iLamp's autonomous operation alleviates grid pressure, and its modular architecture allows for the integration of diverse sensors, hardware modules, and software solutions that elevate pedestrian safety, in line with Turkey's initiatives to mitigate grid congestion and reduce pedestrian incidents. Its adaptable design also permits integration with local systems, solidifying its role as a foundational element of urban street furniture.

Utilities: The Power as a Service (PaaS) framework, wherein customers are charged for the clean energy generated and utilized directly by the device, charts a course for existing utilities to adopt forward-thinking, sustainable practices starting with iLamp, and paves the way for the establishment of novel utilities highlighting local clean energy production, detailed billing, and dynamic on-device management.

Local Rights: iLamp's commitment to local manufacturing is a driver of job creation across various sectors, from production to maintenance. Leveraging regional talents and materials, it underpins economic growth and stimulates regional prosperity as it offers the potential for sub-licensing rights for specific regions or sectors, thereby multiplying the opportunities for revenue generation through the rights obtained by iLamp Turkey.

Technology Platform: As Turkey asserts itself as an emerging global technology supplier, iLamp Turkey is poised to acquire and direct these hardware and software solutions into the vast iLamp distribution network, which spans multiple territories worldwide, thereby carving out additional profitable revenue streams from technology sales and markups.

iLamp is not simply a product; it is a pathway to innovation, security, and economic progress. By addressing essential concerns such as grid efficiency and pedestrian safety, it embodies the nation's progressive ethos for a safer and more sustainable urban landscape.

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Creativity is the power to correct the seemingly unconnected.

- William Plomer

Overview

Reservation fee

\$100,000

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*

\$4,600,000

License Fee

\$5,000,000

Amount payable to exercise option and receive territorial license

\$300,000

You receive after payment:

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

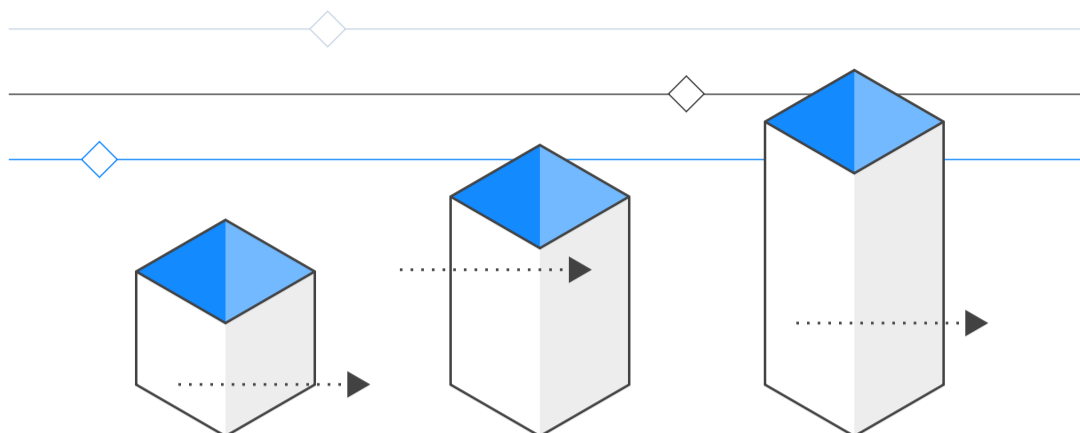
Price Breakdown

Turkey hosts or requires an estimated 7,375,860 streetlights, as determined by the revised NEEP formula. This calculation is based on the country's population of 84.78 million people, with the formula $((\text{Population}/100) * 8.7)$ applied.

From this estimate of a 7,375,860 streetlight market, 1% equates to 73,759 units and we will consider this the serviceable addressable market for the next 10 years. At a price of \$9,000 per lamp, this translates to a revenue potential of \$663,831,000. As iLamp Turkey undertakes its own manufacturing, the profit margin is expected to increase in line with local production costs. It's important to note that this forecast does not take into account the Power As A Service model, revenue from additional modules on the poles, licensing Turkish solutions to other iLamp territorial holders, selling sub-licenses, or the vast private market not included in the above calculation, which covers private parking lots, university campuses, and more.

Additionally, the revenue potential outlined does not encompass the extensive private market for lighting solutions in privately owned car parks, educational institution campuses, etc., and may not account for the significant portion of lighting found on highways.

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.
- If you have purchased 100,000 ILO units in iLamp in the alternative offer then all these payments are considered paid.

2. Get Started

Once triggered the deposit needs to be paid, this totals \$300,000 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 Turkish Opportunity

Turkey, known for bridging Eastern and Western cultures, is rapidly advancing its urban infrastructure, aligning with its dynamic transformation in technology and innovation. The introduction of iLamp to the Turkish market is set to form an electrifying alliance between Turkey's drive for modernization and global smart city advancements. This venture is a beacon for a future where Turkey's rich heritage meets contemporary urban solutions through iLamp's vision.

Harmonizing with Turkey's Tech Landscape

Turkey's commitment to technological growth, especially in its manufacturing sector, is well acknowledged. iLamp Turkey, poised to be a nexus for this technological evolution, aims to weave Turkey's manufacturing capabilities into iLamp's expansive distribution network. This strategic move is designed to broadcast Turkey's tech savvy identity on a global stage while securing profitable margins from international sales and technology transfers.

Grid Resilience and Sustainable Transformation

As Turkey's energy needs evolve, balancing modernization with sustainability becomes paramount. iLamp stands out as a pioneer in this landscape, offering a self-sufficient lighting solution that enhances grid resilience and promotes energy security. It symbolizes a step towards energy independence and sustainable urban living.

PaaS Model: A Leap into the Future

The Power-as-a-Service (PaaS) model of iLamp is a game-changer for Turkish energy providers, propelling them into the future of clean energy and smart utilities. It offers a revolutionary shift from conventional power distribution to a model that emphasizes local generation, efficiency, and innovation in energy management.

New Revenue Avenues and Technological Integration

iLamp's modular design opens doors to unprecedented technological integration from IoT connectivity to advanced analytics - tapping into Turkey's growing tech sector. This not only fosters new revenue streams but also ensures that each iLamp unit is a nexus of high-tech solutions contributing to the digitalization of Turkey's cities.

Public Safety, Health, and Connectivity

iLamp aligns with Turkey's vision for enhanced public safety and health, with

Safer Streets Turkey

potential integration into national safety networks. Its multifunctional capabilities ensure well-lit streets and contribute to public health and environmental monitoring, while its communication modules could become the backbone for Turkey's digital infrastructure, promoting widespread connectivity.

Economic Benefits and Beyond Urban Boundaries

The economic implications for iLamp in Turkey are promising, with the potential to permeate beyond the bustling cities like Istanbul and Ankara, reaching semi-urban and rural landscapes. This unified approach ensures a consistent and advanced technological presence across the nation, illuminating every corner with smart, efficient solutions.

The inception of iLamp in Turkey represents more than an advancement in streetlighting – it marks the beginning of a smart urban revolution, where technological prowess, sustainability, and economic growth converge.

Turkey's vibrant cities such as Istanbul, Ankara, and Izmir are bustling with activity, where a complex web of roads sees a constant flow of pedestrians, cyclists, and motorists. Recognizing the critical need for road safety, the Turkish government has been proactive in improving street conditions to minimize accidents and protect those who traverse the city streets. Streetlights are crucial in this endeavor, significantly improving visibility during the night or adverse weather conditions and thereby reducing the risk of accidents for all who share the roads.

In heavily populated districts like Beyoğlu in Istanbul or Kızılay in Ankara, the roads are particularly congested, making superior street illumination essential. Similarly, residential neighborhoods and quieter streets also demand high quality lighting to deter crime, prevent accidents, and promote a sense of security.

The Directorate General of Highways in Turkey constantly monitors road safety and aims to enhance the efficacy of street lighting. This includes a focus on areas with high accident rates, pedestrian pathways, and vicinity to schools, where safety is of utmost concern. Despite these initiatives, some regions still suffer from insufficient lighting or rely on outdated systems, leaving them vulnerable to safety risks.

Adaptive Lighting Capabilities: iLamp's advanced technology allows for the adjustment of light intensity based on environmental conditions. This capability ensures that everywhere from bustling intersections to quiet alleys and pedestrian areas are appropriately illuminated, in line with Turkey's vision for safer streets that cater to situational needs.

Integrated Safety Solutions: iLamp is more than just a light source; its modular platform can incorporate additional safety features such as motion sensors to detect unexpected activity, or alert systems to warn drivers of potential dangers, further enhancing public safety.

Monitoring and Real-Time Response: iLamp could integrate with surveillance systems and analytical software, providing valuable information on traffic patterns, pedestrian flows, and possible security threats in real-time. This information is crucial for law enforcement and emergency services, allowing for quicker and more effective responses to incidents.

Supporting Turkish Traffic Safety Programs: As Turkish road safety authorities and local municipalities strive to improve traffic conditions, iLamp can be an integral part of their safety enhancement strategies. iLamp is a versatile tool that can evolve with the changing needs of Turkey's urban environment.

Future Innovations and Adaptability: As a country that embraces technological advancements, Turkey is continually seeking innovative ways to enhance urban life. iLamp's design is forward-thinking, ready to adapt to upcoming breakthroughs in technology such as enhanced pedestrian recognition systems, connectivity with autonomous vehicles, or new smart city applications.

iLamp is poised to become more than a mere lighting solution in Turkey; it represents a pathway to safer, more intelligent, and interconnected urban living. By filling in the gaps in street lighting, offering real time safety monitoring, and adapting to future technologies, iLamp is set to play a pivotal role in Turkey's commitment to improving road safety and creating a secure environment for its citizens.

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 urban environment.

License holder benefits

Benefits for Territorial Holders of iLamp

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.

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 world of sustainable energy solutions.

The Market & Financials

Turkey, with its strategic location bridging Europe and Asia, boasts a dynamic market for infrastructure development. The country's commitment to modernization and sustainable urban planning presents fertile ground for advanced infrastructure solutions like iLamp. Turkey's mix of historical richness and contemporary growth creates diverse needs in urban and rural areas, setting the stage for significant opportunities in street lighting.

Market Segmentation

- By Area** : Urban (Istanbul, Ankara, Izmir) vs. Rural (Anatolia, Black Sea regions)
- By Need** : Replacing old infrastructure vs. New installations in urban districts.
- By Application** : Public streets, highways, recreational areas, private complexes and carparks.

Digital Cities : With metropolises like Istanbul leading the charge in smart city development, there is a substantial opportunity for iLamp.

Green Initiatives : Turkey's green initiatives align with iLamp's eco-friendly and energy-efficient technology.

Decentralized Systems : As Turkey works on bolstering its energy infrastructure, systems like iLamp that alleviate grid load are particularly advantageous.

Total Addressable Market (TAM):

The total number of public streetlights required in Turkey is 7,375,860.

Serviceable Available Market (SAM):

Considering Turkey's diverse infrastructure requirements and its openness to adopting innovative technologies, targeting 10% of the TAM would result in a SAM of 737,586.

Serviceable Obtainable Market (SOM):

Acknowledging factors such as market competition, the pace of technology adoption, and specific economic conditions, a realistic 10% of the SAM suggests an SOM of 73,759 lamps.

Sales Financial Model

For the estimation in the Turkish context, we utilize the same equation as provided by the Northeast Energy Efficiency Partnerships (NEEP): $[(\text{total population}/100) * 8.7]$. This formula is applied to Turkey's population, which is approximately 84.78 million, resulting in an estimated 7,375,860 public streetlights.

From this figure, the Serviceable Available Market (SAM) is projected to be 10%, which equals 737,586 lamps, and the Serviceable Obtainable Market (SOM) is estimated at 10% of the SAM, amounting to 73,759 lamps.

The iLamp Turkey financial model spans three years and focuses on the sales of iLamps and associated software, with each lamp priced at \$9,000. For each unit sold, a royalty of \$1,000 is remitted to iLamp headquarters. The Turkish licensee is anticipated to purchase lamps from the iLamp headquarters at a reduced cost over time: starting at \$3,500 in the first year, decreasing to \$3,000 from the second year onwards, not including the \$1,000 royalty fee. The software component is priced at \$200, with an estimated production cost of \$20. Sales are forecasted to start at 1% of the SOM for iLamp products and 0.1% of the Total Addressable Market (TAM) of 20,000,000 lamps for the software aspect, both with an expected annual growth of 25%.

The territory's gross profit is calculated after subtracting costs and royalties. This profit does not factor in expenses related to installation, maintenance, or operations. Furthermore, this model does not account for additional revenue potentially generated by streetlamp modules or any royalty income from Power As A Service (PaaS) due to the diverse and complex nature of each sublicensing agreement. It also does not encompass the private market opportunities such as lighting for private car parks, university campuses, etc., nor does it consider savings from local manufacturing or income from the sale of promotional rights, distribution, or sublicenses. Therefore, this financial model presents a foundational, conservative estimate that can be adjusted to more accurately reflect Turkey's unique market conditions.

$$\text{Market Size (lamps)} = \frac{\text{total population}}{100} \times 8.7$$

Using the population of Turkey (**84.78million**), the market size is:

$$\text{Market Size} = \frac{84,780,000}{100} \times 8.7 =$$

7,375,860 (rounded to nearest whole number)

Lamps sold based on the sales growth pattern

In year one of operation, sales will capture just 1% of the servicable obtainable market: Number sold (Year 1) = $0.1 \times 73,759 = 7,375$ lamps

Sales Financial Model (Years 1-3)

Items	Year 1	Year 2	Year 3
Number Sold	7,375 lamps	9219 lamps	11,524 lamps
iLamp Selling Price	\$9,000	\$9,000	\$9,000
Cost of Sales per lamp	\$3,500	\$3,000	\$3,000
Royalties Due per lamp	\$1,000	\$1,000	\$1,000
Gross Profit per lamp	\$4,500	\$5,000	\$5,000
Total Sales (revenue)	\$66,375,000	\$82,971,000	\$103,716,000
Gross Profit	\$33,187,500	\$46,095,000	\$57,620,000

Sublicensing Financial Model

The iLamp Turkey sublicensing financial blueprint spans three years and concentrates on the strategic distribution of sublicenses across Turkey's pivotal regions. Sub-territory pricing has been calibrated to \$5 per lamp to align with Turkey's economic environment and market peculiarities.

The core of the model is the commerce of iLamps, priced at \$9,000 each. Out of this, a royalty of \$1,000 is earmarked for iLamp HQ per lamp. The sales framework assumes a steady growth pattern, starting from capturing 1% of the Turkish market with an anticipated growth rate of 25% annually for the first three years.

By tapping into Turkey's capacity for local production, the model predicts cost adjustments in harmony with national manufacturing rates, with the territorial license holder's only obligation being the \$1,000 royalty per lamp to iLamp. The surplus revenue, post deduction of costs and royalties, is recognised as the territory's gross profit, exclusive of expenses from installation, maintenance, or operations. Significant potential earnings from streetlamp modules or any Power As A Service royalties are omitted due to the varied and complex nature of each sub-license's specifications.

iLamp Turkey retains the autonomy to set a royalty fee for each lamp from its sub-licensees. Within this framework, an ancillary \$500 royalty is suggested per lamp. Over the initial three-year plan, iLamp Turkey aims to market territorial licenses prioritizing larger cities first.

iLamp Turkey enjoys equal privileges to use the ILOCX platform for the facilitation of license sales as iLamp HQ does for territorial licensing, ensuring smooth and effective transactions. Sub-licensees have the option to employ the ILOCX platform to attract investment, thereby fostering business growth and boosting their market reach.

Through the sublicensing sales, iLamp Turkey is poised to generate immediate capital, which can be channeled back into the business for expansion or to defray operational costs. With sub-licensees benefiting from their intrinsic local understanding, the deployment of iLamps can be accelerated. This regional expertise ensures that sub-licensees can effectively market and sell the lamps faster by leveraging local connections and tapping into a deeper comprehension of domestic needs, all while backed by the support structure of iLamp Turkey.

iLamp Turkey Sub Licensing Model

Breakdown

Territory revenue's based on 1% of market with 25% growth, royalty set at \$500/lamp, sub-license pricing for each city based on estimated number of streetlights \$5.00/lamp:

Istanbul:	1,345,000 lamps * \$5.00 = \$6,725,100
Ankara:	492,681 lamps * \$5.00 = \$5,663,000
İzmir:	379,929 lamps * \$5.00 = \$1,899,645
Bursa:	260,565 lamps * \$5.00 = \$1,302,825
Antalya:	114,753 lamps * \$5.00 = \$573,765

Total: \$13,572,000.00

Year	Territories Sold	Territory Sale Prices	Total Territory Sales Revenue	Total Royalties	Total City-Wise Revenue
1	Istanbul, Ankara, İzmir	Istanbul: \$6,725,100 Ankara \$2,463,405 İzmir: \$1,899,645	\$11,114,250	\$11,088,150	\$199,586,700
2	Bursa, Antalya	Bursa: \$1,302,825 Antalya: \$572,765	\$2,457,750	\$15,736,777	\$283,261,995
3	-	-	-	\$19,670,971	\$345,077,493
4	-	-	-	\$24,588,714	\$442,596,867
5	-	-	-	\$30,735,893	\$553,246,083

iLamp Turkey and the paradigm shift

iLamp is forging a transformative path for Turkey, envisioning a strategy that transcends mere market introduction to redefine the marketplace itself. Our economic forecasts focus on dual pathways: the selling of sublicenses throughout strategic areas and the maximization of direct sales within our designated regions.

A pivotal decision awaits regarding the allocation of operational control within iLamp Turkey versus the allocation of sublicenses. Direct management promises lucrative profits and higher control over margins, yet partnering with adept local entities can expedite market penetration, fostering accelerated revenue growth and injecting immediate investment.

Additional income prospects arise by harnessing indigenous hardware and software innovations, constructing a comprehensive ecosystem of solutions. Through the extensive iLamp distribution network, these innovations can reach new markets, each generating lucrative, new revenue streams.

The scope extends well beyond the product itself, with numerous local ventures partially tapped and many more to explore. Local production could establish iLamp Turkey as a pivotal supplier in the region, while monetizing the real estate of lamp poles, and capitalizing on the myriad of hardware and software permutations, along with profitable subscription services for iLamp clientele, to offerings such as Power As A Service, the potential for income is as diverse as it is expansive.

Backed by the Conflow Power Group, iLamp Turkey benefits from early access and priority on all technological progress and innovations from CPG, granting it a formidable edge as a leading pioneer not just within Turkey but throughout its neighboring regions.

Our partnership with the ILOCX platform further empowers iLamp Turkey in managing sublicense sales as efficiently as territorial license sales, providing an invaluable mechanism for sublicensees to generate capital within their own markets, stimulating advancement and market expansion.

The global urban landscape is at the brink of a profound transformation, and our innovative solutions are not just in demand; they are indispensable. As cities evolve, iLamp's cutting-edge solutions illuminate the path forward. iLamp Turkey is poised to be a central force in this pivotal shift, embodying 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.

The screenshot shows the 'Reserve Your Territory Now' screen in the iLamp app. The top section displays the territory name 'iLamp' and location 'Nevada, United States'. Key statistics include a population of 3,100,000, GDP of \$155B, and territory targets of \$2B. The opportunity is rated as 'High'. A 'Cost to reserve' of \$100,000 is shown, which covers 10,000 Class II licenses at \$10.00 each. A list of benefits includes a 1-year option to buy territory, a roadmap and financial model, a localized website, a media pack, ILOCX Listing, and a demo pole. A 'Future cost to exercise option' of \$300,000 is also detailed, with a breakdown of funding by cede (\$2,700,000) and license fee (\$3,000,000). A 'Book Call' button is located at the bottom.

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 90% of the transaction value.

The loan approval process focuses on the applicant.

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

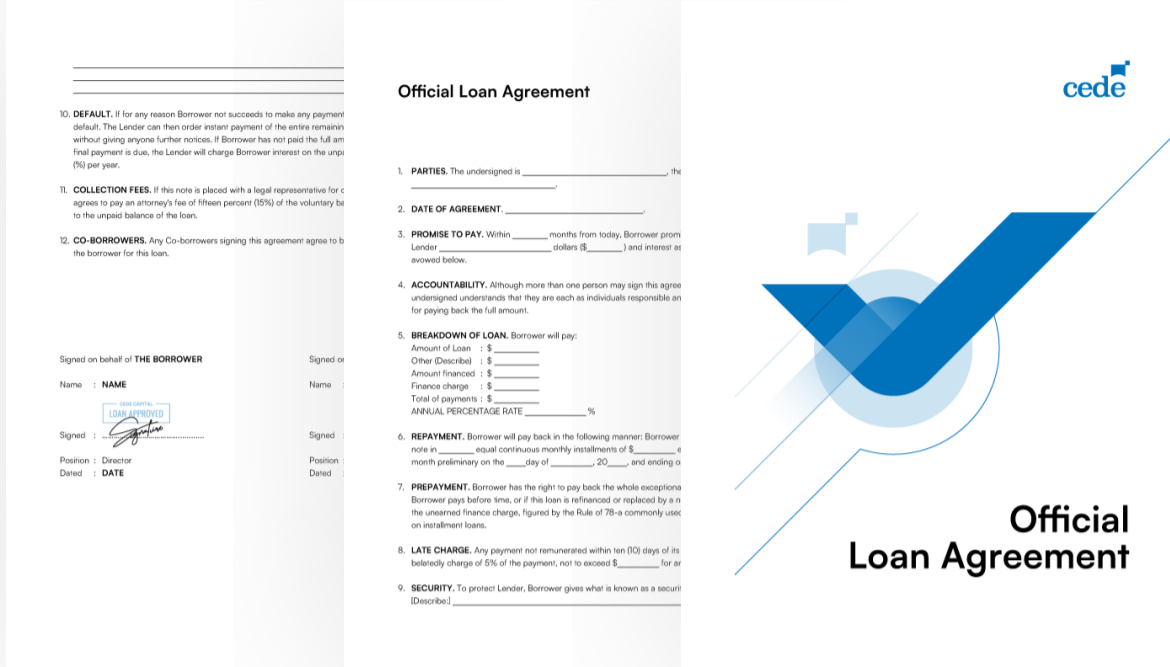
This typically includes the directors and any other major stakeholders in the business. Cede Capital will look at these individuals' credit history, current financial position, and overall financial management.

- **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.



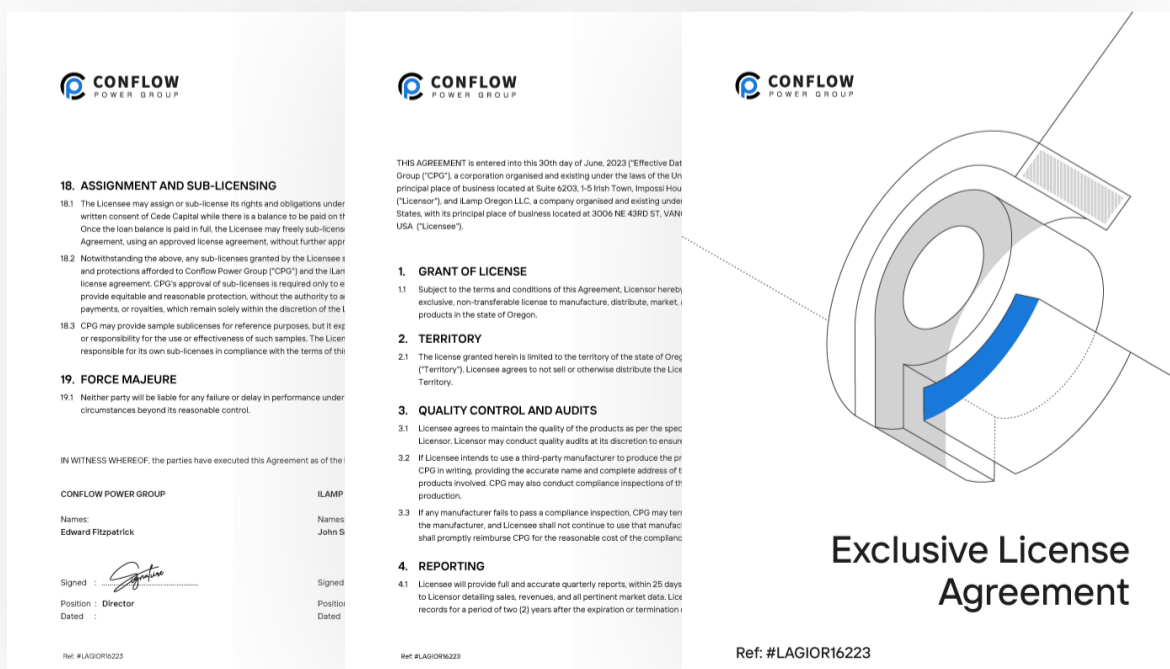
Sample Loan Agreement document

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

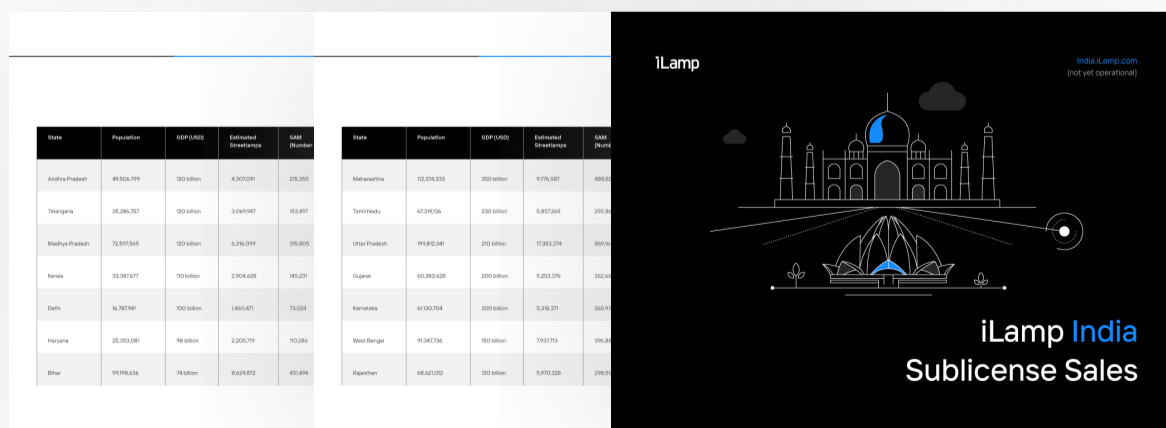
After payment is complete, you will receive a certificate acknowledging your rights to operate in the specified territory, proving your ownership.



Sample Territorial License Certificate

08 | Receive Sublicensing Pack

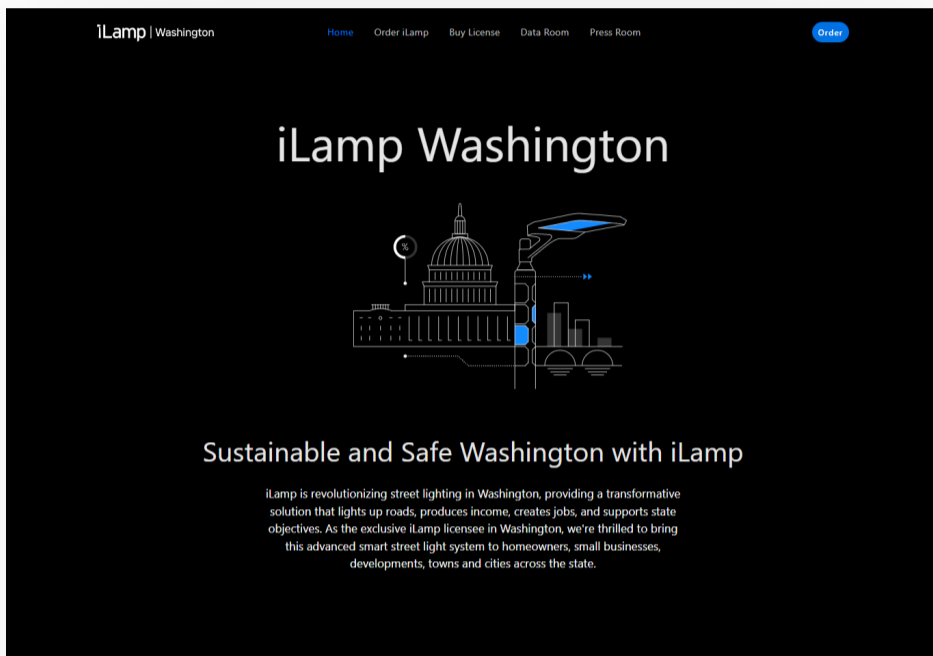
This pack contains information about how you can sublicense your rights to others in your territory, allowing them to operate under your license with the iLamp brand, along with guidelines on price and strategy.



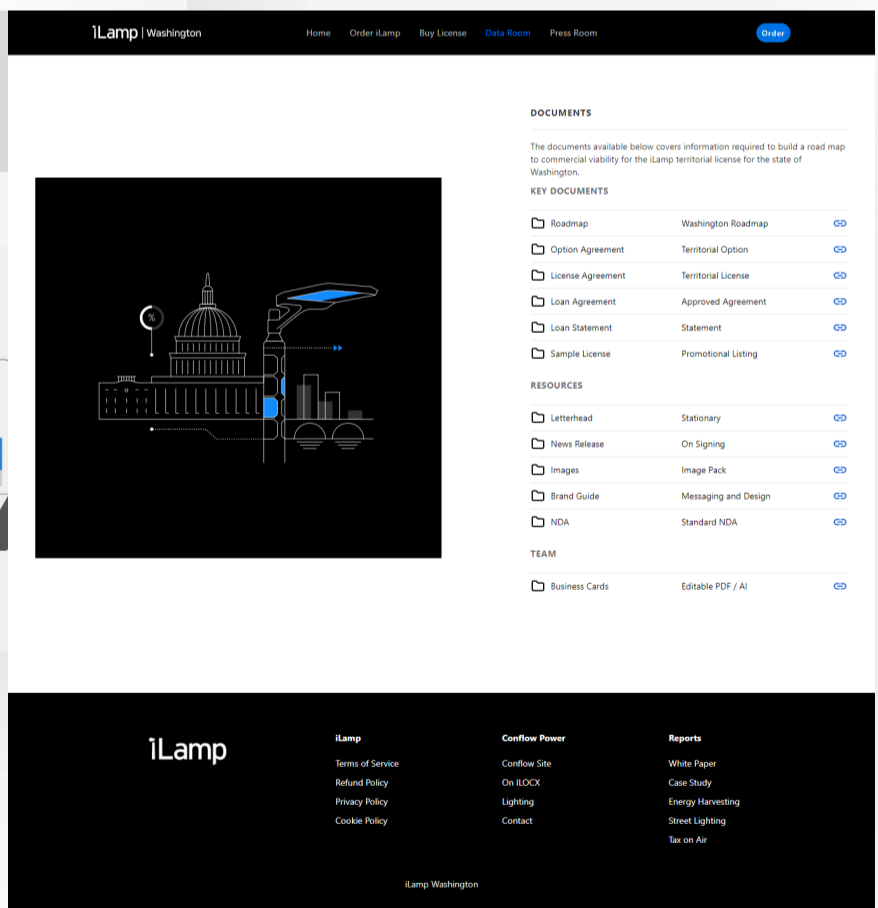
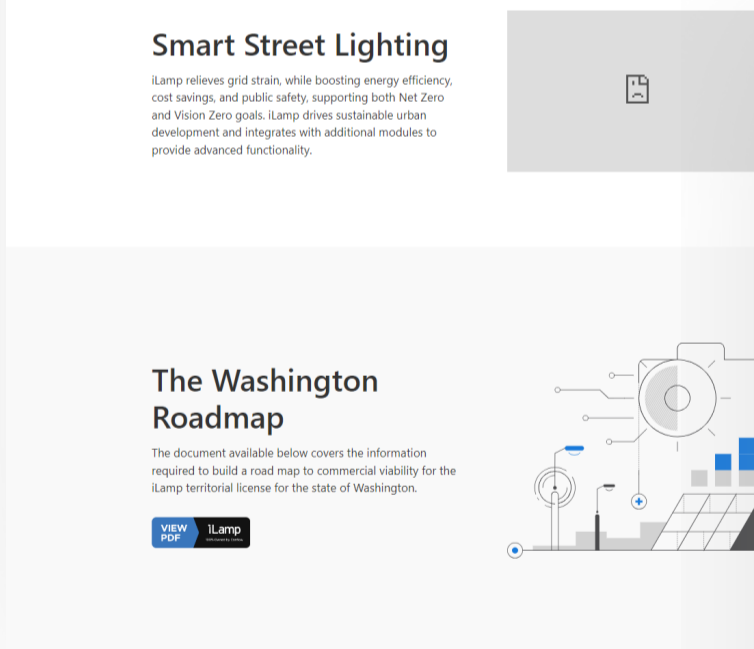
Sample Sublicensing document

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 web page for the iLamp listing 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'.

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

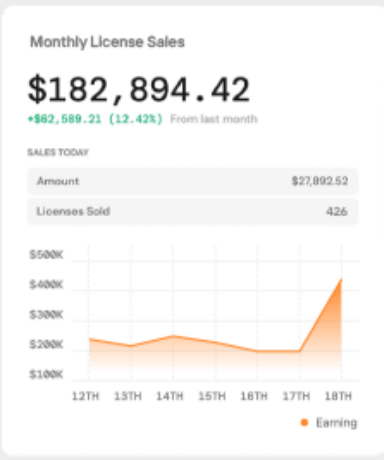
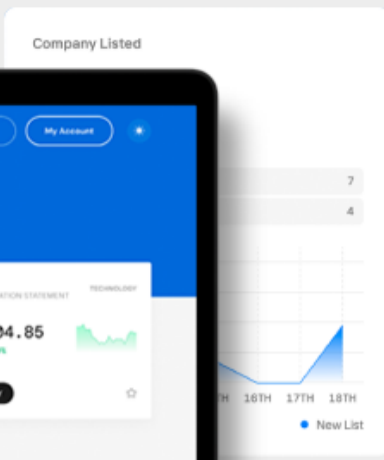
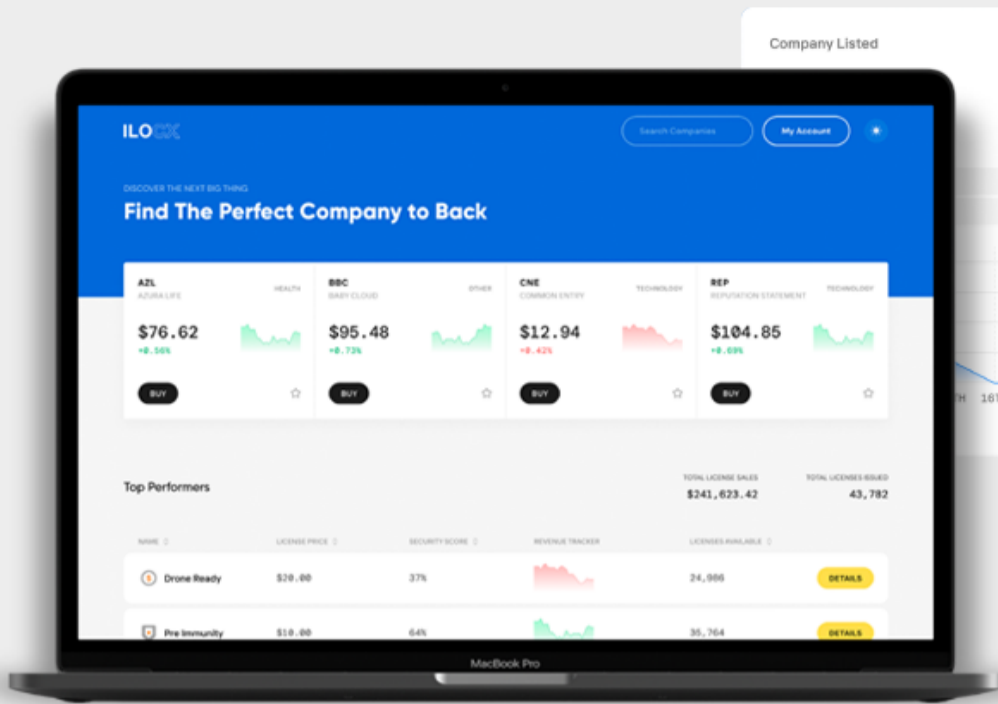
Example Local listing page

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.



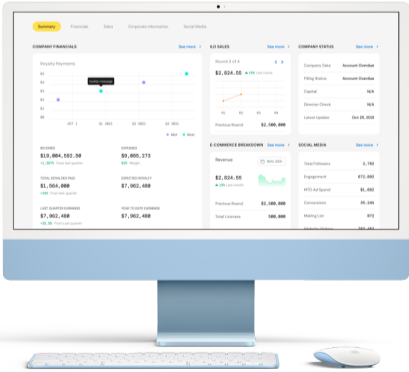
BUILD A TEAM

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.

<p>100+ Total companies listed</p>	<p>Millions Total licenses issued</p>	<p>10X Returns already booked</p>
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