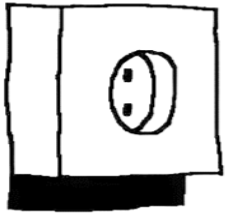




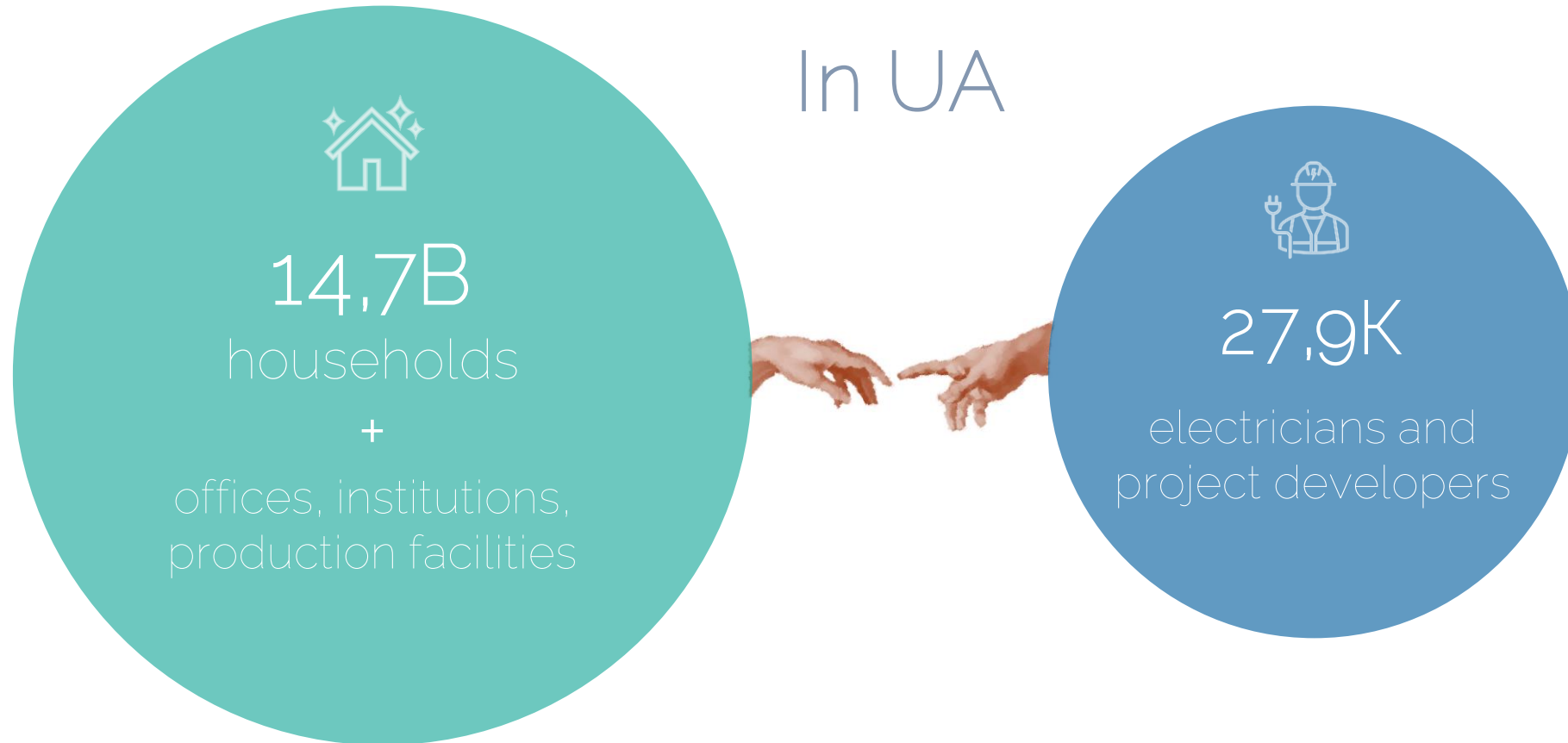
BE FREE OF UNNECESSARY CONTROLS

IS MY IRON UNPLUGGED?



LIGHTNING AND HOME APPLIANCE CONTROL DEVICES

Customers want cheap solutions, developers – more customers



LIGHTNING AND HOME APPLIANCE CONTROL DEVICES

Smart ION – solution for the problem

Smart home controller



\$600

VS

Smart ION



\$65

SMART ION



Competitive priced



Built-in scenarios management



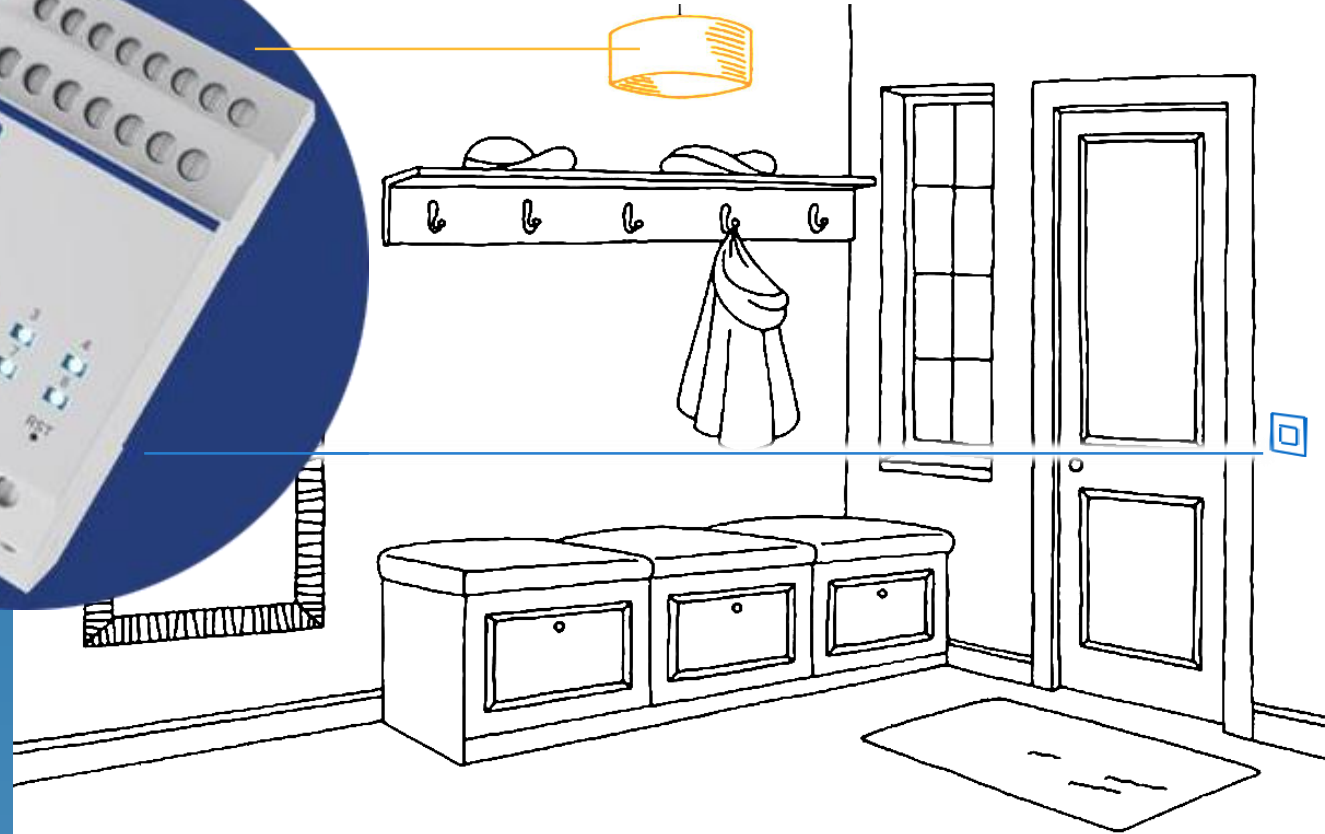
Improve building safety



Lower material costs and energy savings

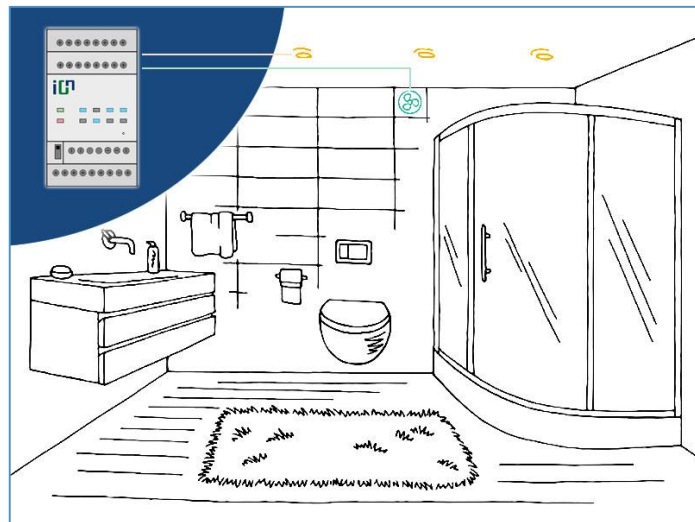
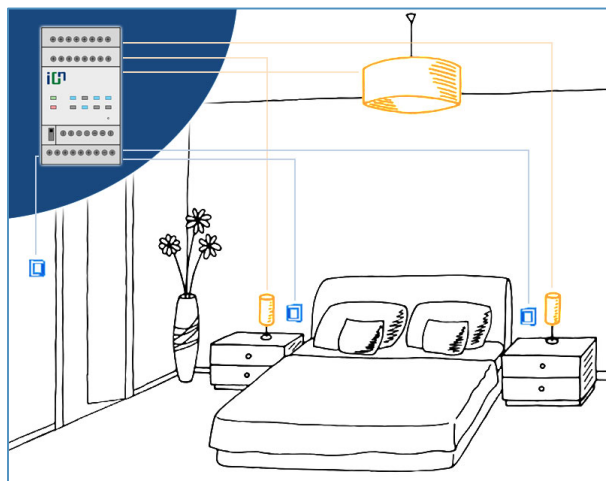


Compatible with existing equipment



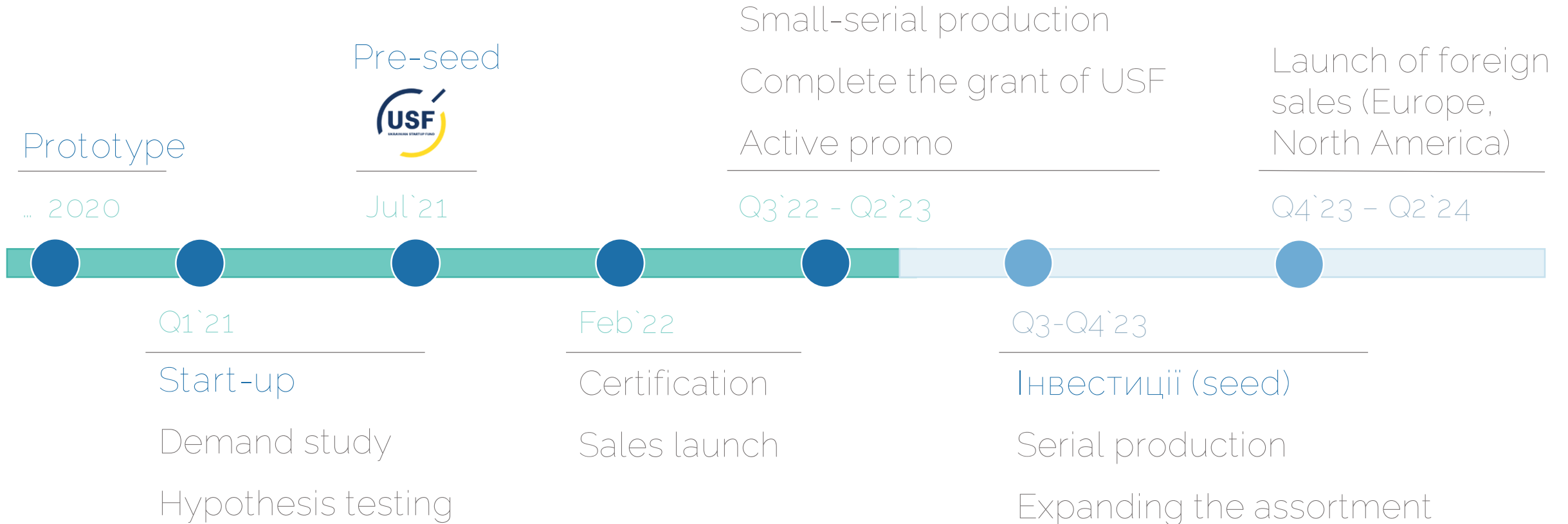
MULTIFUNCTIONALITY

Built-in scenarios management for quick customization according to client's needs



ROADMAP

The way to recognition



ROADMAP

The way to recognition



ЕКСПЕРТНА ОЦІНКА

EXPERT REVIEW

Документ підтверджує, що за результатами фінансово-економічного та репутаційного аналізу

SMART ION
нагороджується у номінації
РОЗУМНІ ПРИСТРОЇ ДЛЯ КЕРУВАННЯ ОСВІТЛЕННЯМ ТА ЕЛЕКТРОПРИЛАДАМИ

ВИБІР КРАЇНИ 2023

Підставою для нагородження компанії є її результати у дослідженні за авторською технологією «Споживчих уподобань» (AR-FCE), що включає оцінку надійності та ринкових позицій, аналіз показників якості, популярності та репутації організації серед споживачів.

Лірник Руслан Валерійович
Генеральний директор
ТОВ «Вибір Країни»

 **ТОРГОВО-ПРОМИСЛОВА ПАЛАТА УКРАЇНИ**

ВИБІР КРАЇНИ

TOP UKRAINIAN AWARD 2023

The document confirms that, as a result of the financial, economic and reputational analysis

SMART ION
has been awarded in the nomination
SMART DEVICES FOR CONTROLLING LIGHTING AND ELECTRICAL APPLIANCES

TOP UKRAINIAN AWARD 2023

The grounds for awarding the company are its results in a study based on the author's "Consumer Preferences" (AR-FCE) technology, involving assessment of reliability and market position, analysis of quality indicators, popularity and reputation of the organisation among consumers.

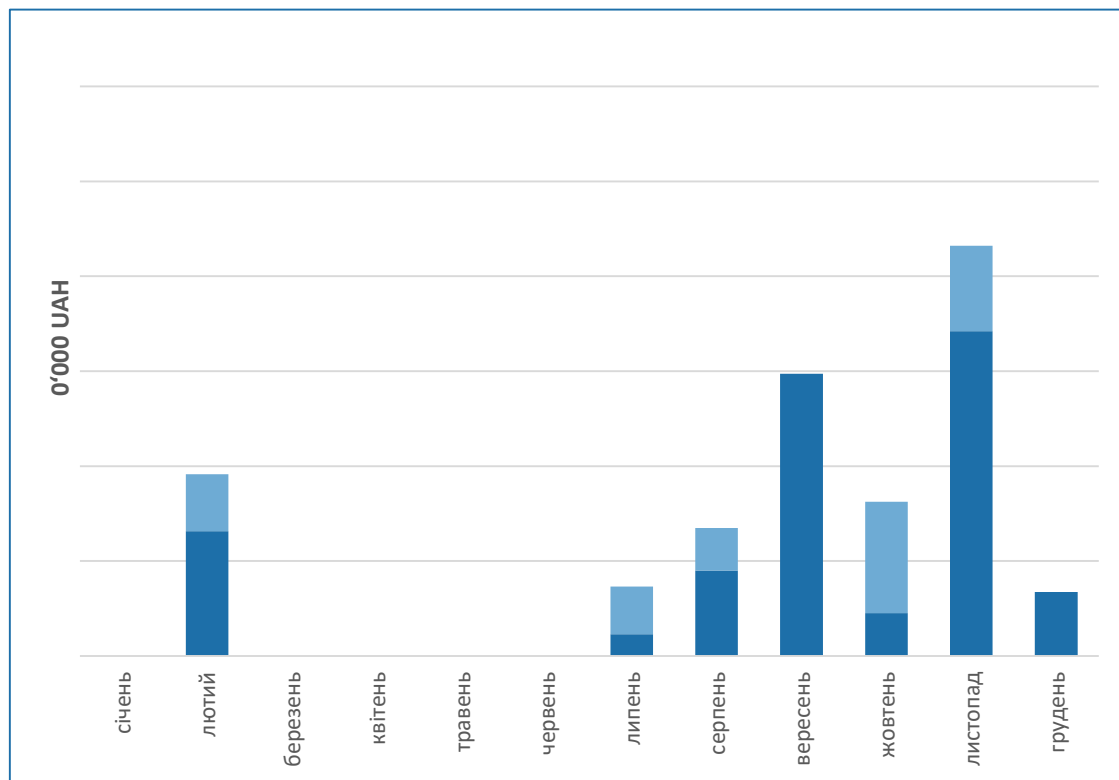
Скрипка Анастасія Вікторівна
Керівник інформаційно-аналітичного відділу ТОВ «Вибір Українця»

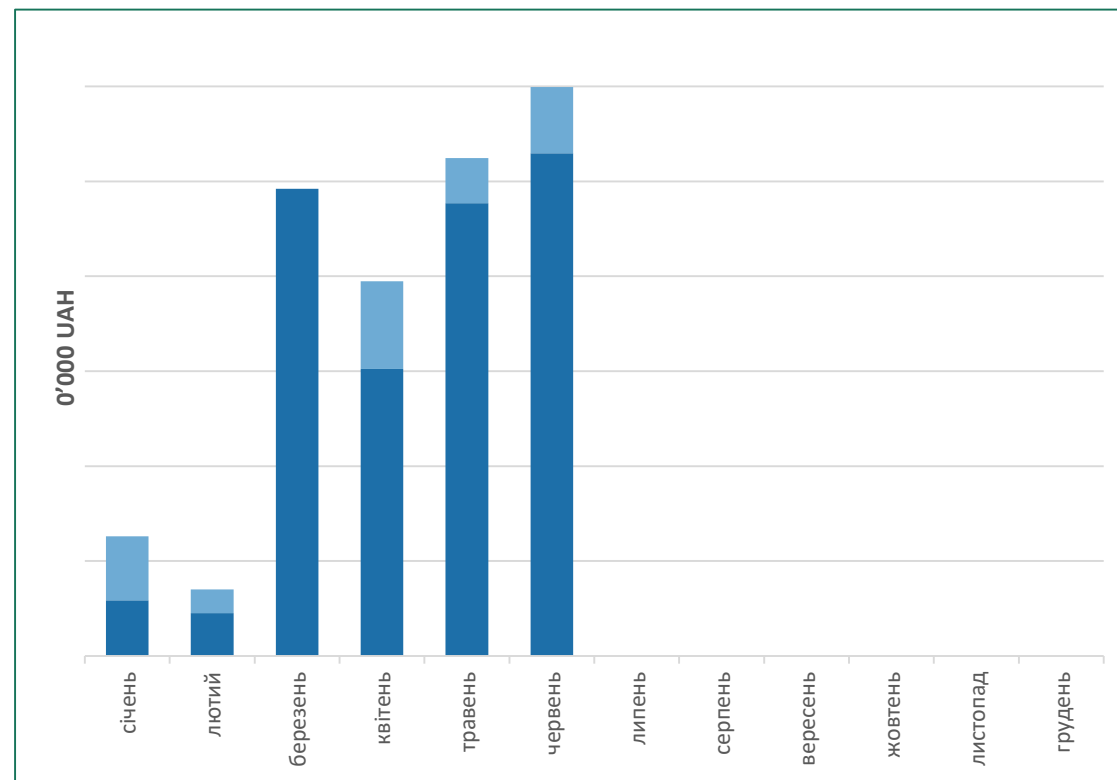
 

REVENUE

2022





2023



■ B2B2C ■ B2C

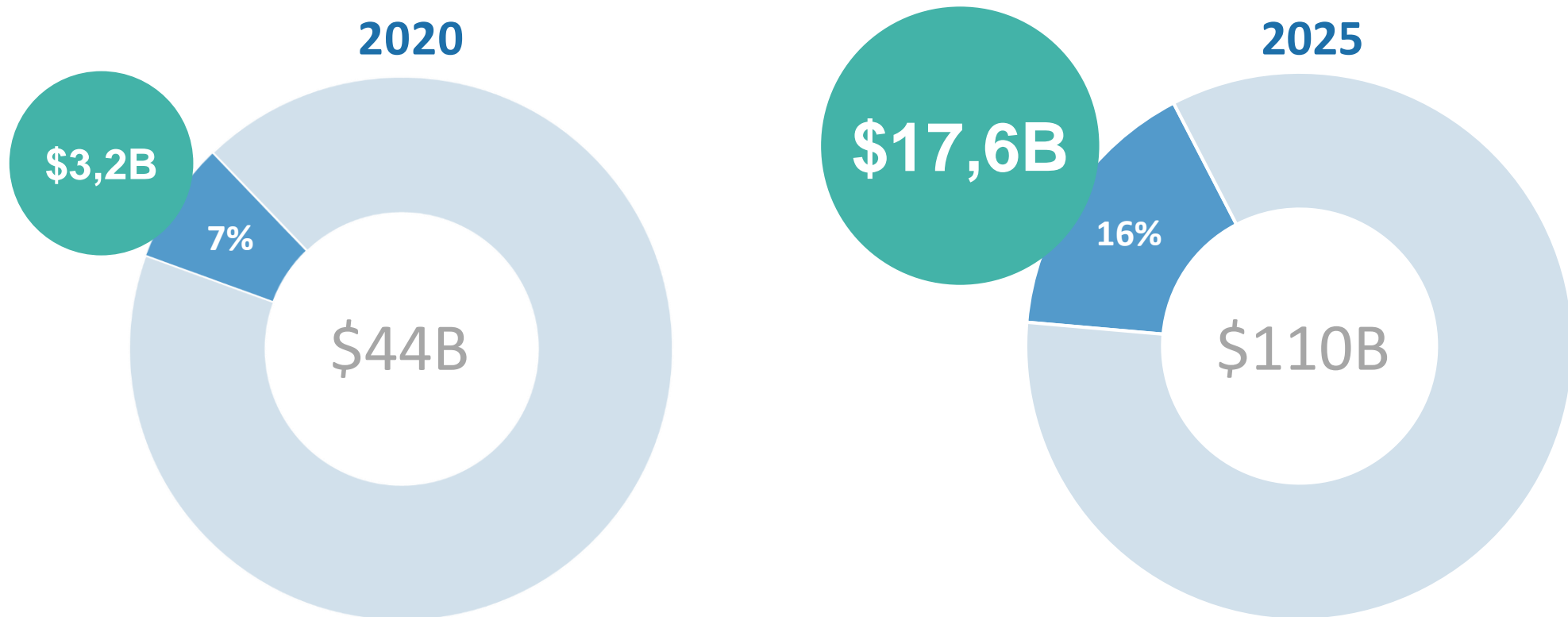
BUSINESS MODEL

	 B2C 20% direct sales	 B2B2C 80% electricians and project developers
Unit cost	\$35	\$35
Revenue	\$65	\$52
Profit	\$30	\$17

+ Plans in progress: SaaS (remote access, integration)

SMART HOME DEVICES MARKET

Lightning and home appliance control devices market share



Source: calculations based on Strategy Analytics, Berg Insight, IDC researches



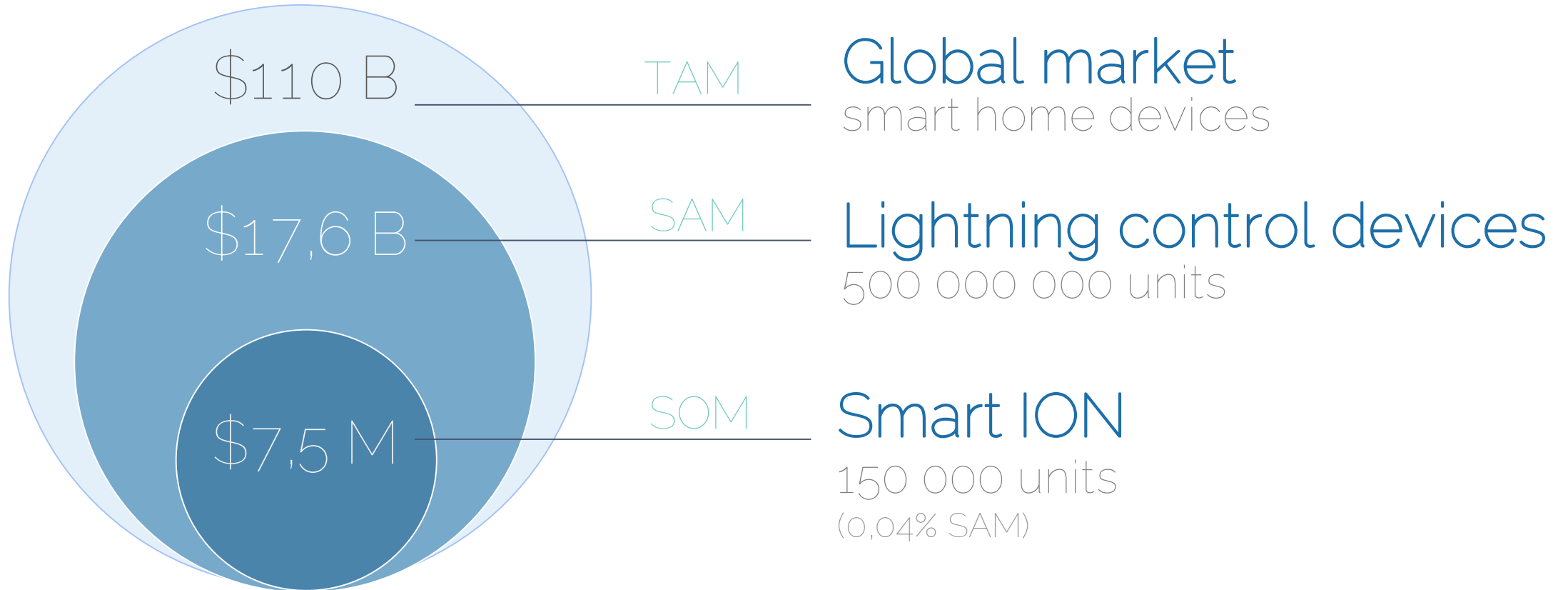
COMPETITORS OVERVIEW

Lightning and home appliance control devices

	Global	China	Europe					CIS					Ukraine					
Implementation	Siemens, ABB, GE, Schneider	Apple, IKEA, ...	Xiaomi	Sonoff	Inels	Elko	Fibaro	Foxtrot	MegaD	OBeH	GSMrozetka	Wiren Board	RazumDom	MiMiSmart	GreenHub	Vkmodule	i3 engineering	ION
Simplicity	★	★	★	★	★	★	★	★	★	★	★	★	★	★	★	★	★	★
Price	★	★	★	★	★	★	★	★	★	★	★	★	★	★	★	★	★	★

MARKET SIZE

Estimation 2025



OUR TEAM



ANDRII PANCHUK

CEO, co-founder

20+ years of experience in entrepreneurship, management, programming, marketing

Founder & co-owner “Isobar Ukraine”
Co-founder & co-owner “iProspect Ukraine”



SERGEY TOKAREV

CTO, co-founder

20+ years of programming experience, IT-development, project management

Senior IT-Architect in Commercial Bank



OKSANA BARYSHNIKOVA

CMO, co-founder

7+ years of marketing experience

Account Director in Advertising Agency



ANNA LEVIK

CFO

15+ years of experience in finance, reporting and document management



SWOT ANALYSIS

STRENGTHS

- Novelty of a technological solution
- High competence of the team
- Patent decisions
- Price advantage
- Wide contacts network

WEAKNESSES

- Small stock of finished products
- Low knowledge of brand

OPPORTUNITIES

- Rebuilding after the war
- Global market growth
- Desire for comfort by users

THREATS

- War for a long time
- Release of new innovative products
- Copying the product idea

SOCIAL CONTRIBUTION

ENERGY SAVINGS



Automatic lightning turn-off settings in different areas of the house helps save energy.

Automatically turn-off of electrical devices after a preset time period further enhances safety and increases savings.

LOWER COSTS

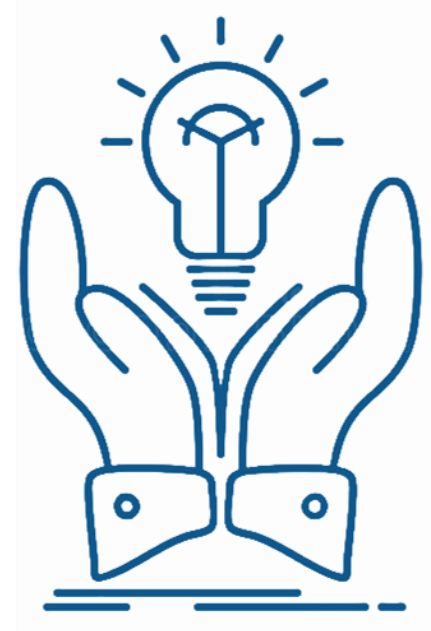


You can even use a signal cable to connect the wall switches, which simplifies installation and saves money.

MENTAL HEALTH



Lightning and electrical devices smart control with just one click.



MISSION

Offer an affordable, high-quality, and user-friendly product which makes life easier for its users.

VALUES

Offer an affordable, high-quality, and user-friendly product which makes life easier for its users.

VISION

Our success is based on forethought, efficiency and innovation. We strive to be a trendsetter in the electrical appliances automation market.

BEFORE MEETING!

Andrii Panchuk
CEO Smart ION

ion@smart-ion.com
+380 50 333 0093

