

The logo features a large, stylized 'V' in dark red with a light blue shadow. To its right, the word 'alarm' is written in a bold, black, blocky font with a light blue shadow. Two grey lightning bolts are positioned near the 'V' and 'a'. Below the main text, the tagline 'MONITOR ANYTHING ANYWHERE™' is written in a smaller, dark red, sans-serif font. Two red lightning bolts are also present near the tagline.

Valarm

MONITOR ANYTHING ANYWHERE™

<http://valarm.net>

@ValarmCorp

[facebook.com/ValarmLLC](https://www.facebook.com/ValarmLLC)



REAL PROBLEMS



“I want to drink a virtual beer.”

“I want my phone to make me sound like a cartoon cat!”

“I want to butcher flying virtual watermelons with a virtual ninja sword!!11!!1”

There’s an app for that.

“My teenager ‘borrows’ my car late at night.”

“I wish the grapes in my vineyard would text me when they’re about to FREEZE.”

“When the refrigerator unit on one of our trucks breaks down, in the middle of Arizona, how will we know, and how can we save our expensive cargo?”

“How much water is currently in the rainwater reservoir at the neighborhood garden?”

“If only my vacation home would text me when the basement is flooding!”

“When the A/C fails my server room overheats and my servers melt: couldn’t it text and email me?”

“Controlled humidity in my greenhouse is crucial. Why can’t my orchids keep me informed?!”

“When the lamps blow out in my grow room, when will I find out, yo?”

“I need to measure and visualize air-pollutants at a 3-meter/10-millisecond, spatio-temporal hyper-locality across the entire LA metro.”

There’s an app for that, too.

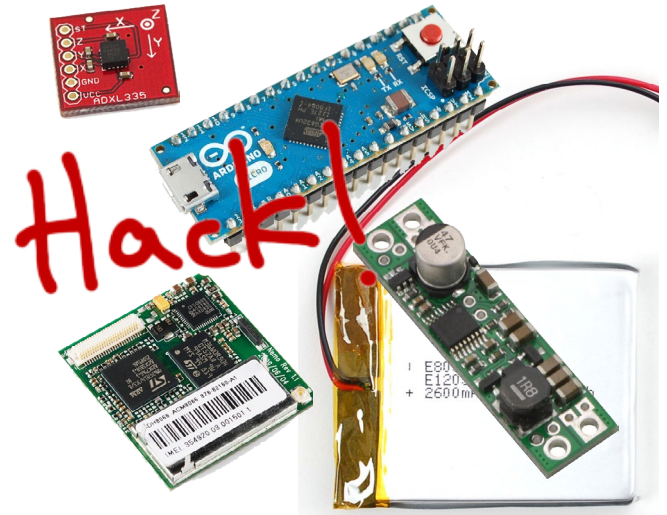


HOW IT BEGAN

Vöalarm



OBSSESSED.



COMPUTER + GPS + CELLULAR MODEM = SMARTPHONE

EXTERNAL SENSORS

(USB & BLUETOOTH)

- Vehicle diagnostics (OBDII)
- Volatile organic compounds (VOCs)
- Electricity consumption
- Temperature
- Humidity
- Barometric pressure
- Switches, potentiometers
- CO2, other gases
- Pollutants & dust
- Water levels/presence
- Distance and motion

BUILT-IN SENSORS

- GPS
- Accelerometer
- Camera
- Microphone
- Ambient light
- Proximity

CONNECTIVITY

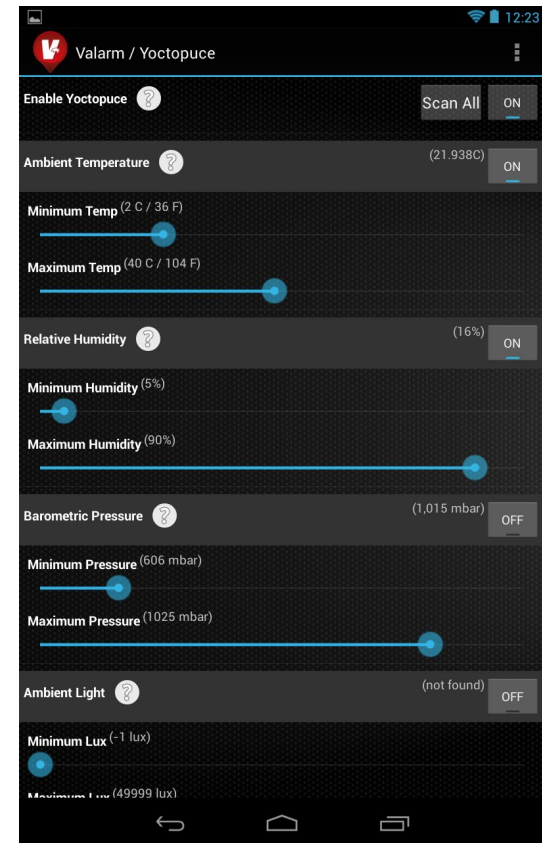
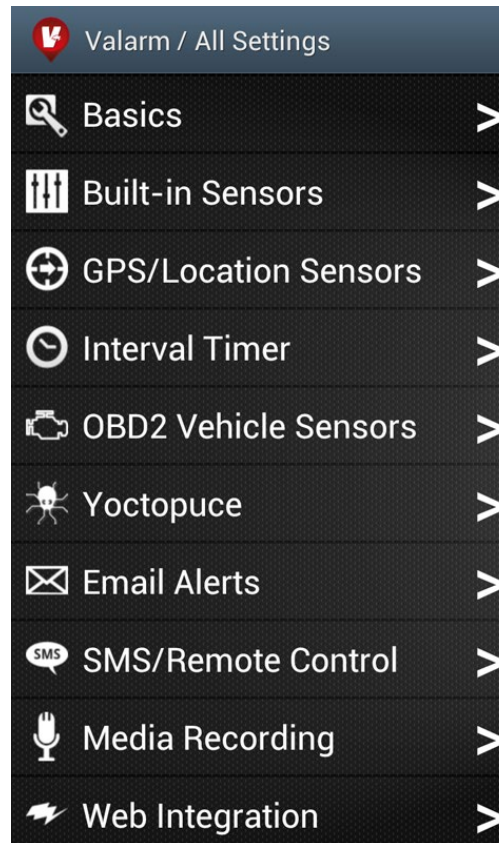
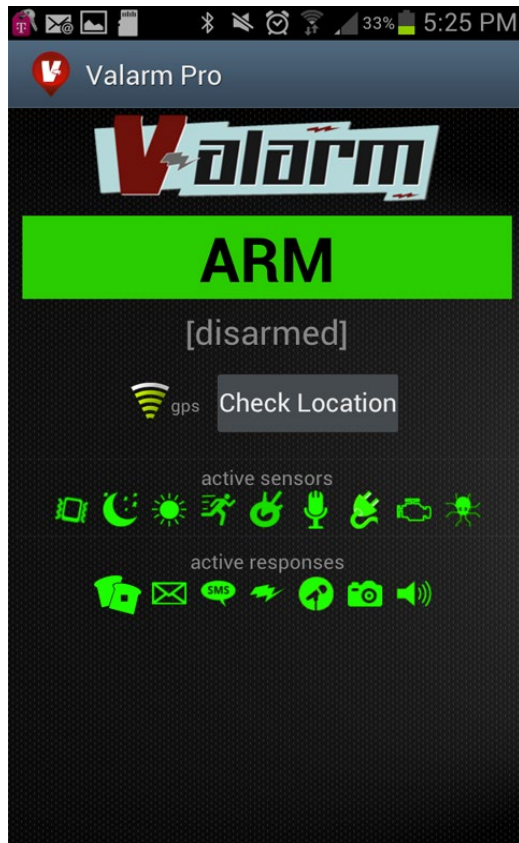
- Cellular
- WiFi
- SMS
- WWW



WHAT IT DOES



Valarm is a technology platform for remote environmental monitoring, mobile data acquisition, and asset tracking. The Valarm client runs on Android™ tablets and phones, and integrates with the Valarm web SaaS in the cloud.



WHY ANDROID? (not iOS)



OPEN PLATFORM

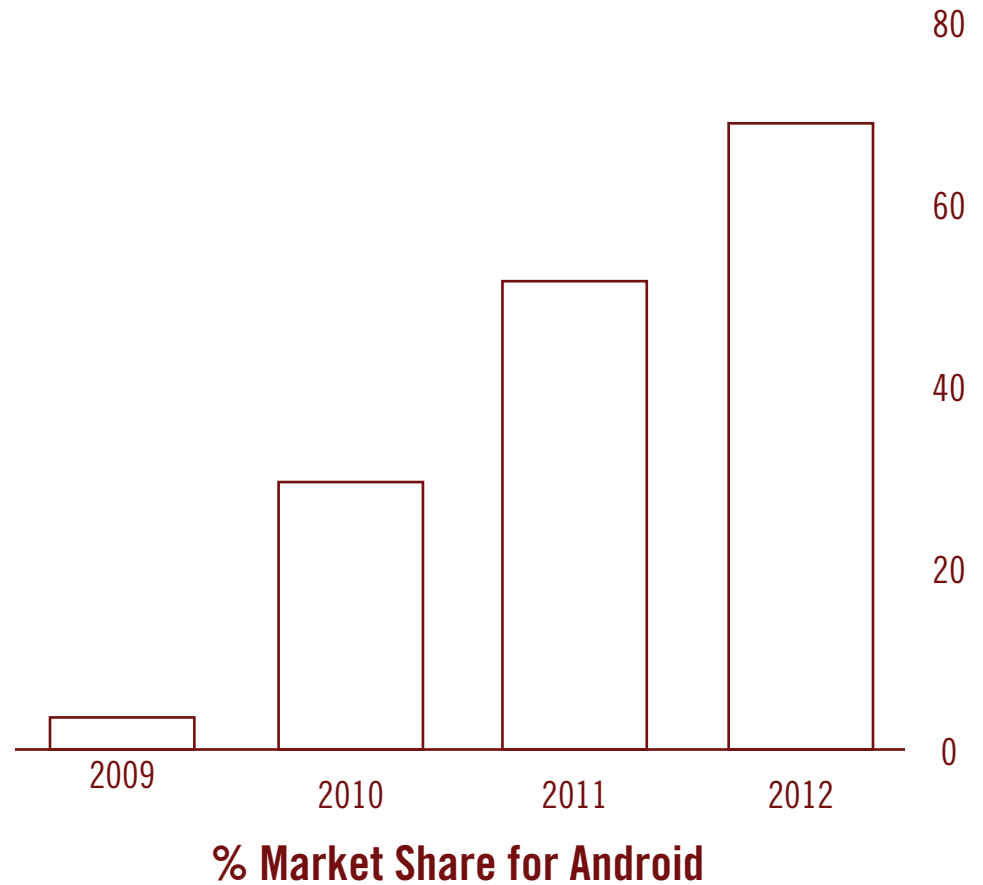
- More Flexible, More Options
- USB Host mode
- Open USB accessory API
- Simple Bluetooth API

ECONOMY OF SCALE

- Apple vs. Samsung, LG, Sony, Asus, HTC, Huawei, Motorola, Acer, ZTE, more...
- iPhone 4: \$450. Android: \$49! †

PENETRATION

- 70% global market share*
- 500M Android devices shipped*
- 1.3 million activations per day in 2012**



*VentureBeat - <http://bit.ly/Yd22un>

**Gartner - <http://gtrn.it/TdLlkX>

†Completely unscientific eBay survey

Can you tell we answer this question a lot?

MAJOR VERTICALS



COMMERCIAL

- Agriculture/Viticulture
- Fleet/Asset tracking
- Mobile data acquisition
- Office air quality
- Food production
- Data center
- Cold chain
- Chemical storage
- Energy management



RESEARCH

- Remote monitoring
- Pollution study
- Micro-climatology
- Urban planning and design
- Smart cities
- Sensor webs
- Transportation
- Noise mapping



CONSUMER

- Home monitor/alarm
- Theft prevention and recovery
- Family safety
- Vacation home
- Garden, pond, and aquarium
- Indoor air quality
- Home automation

FEATURE RICH



DEVICE

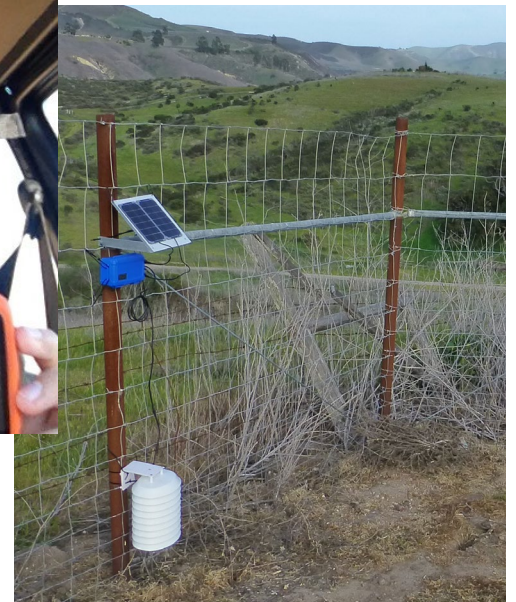
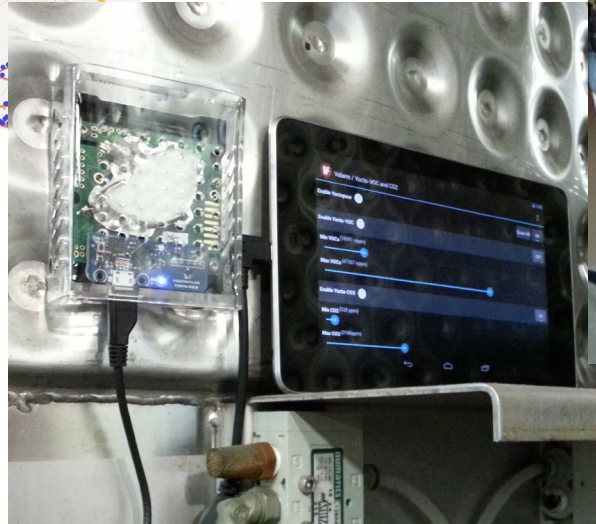
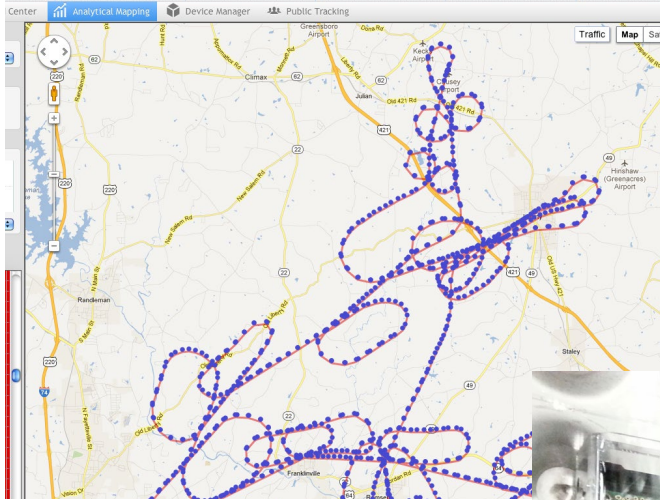
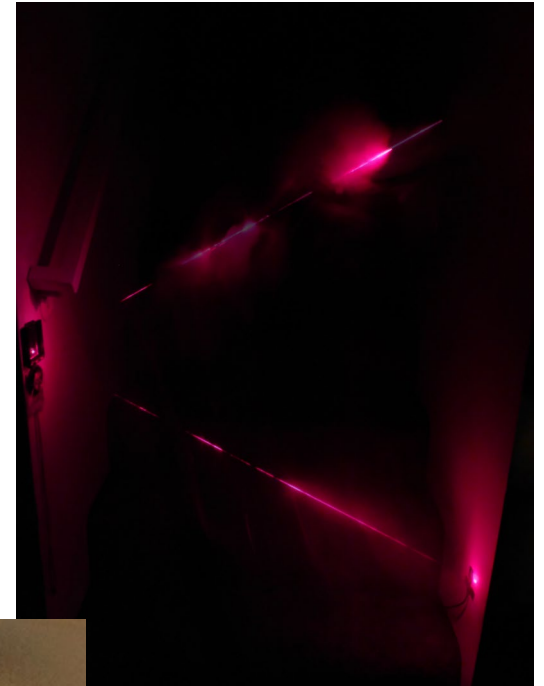
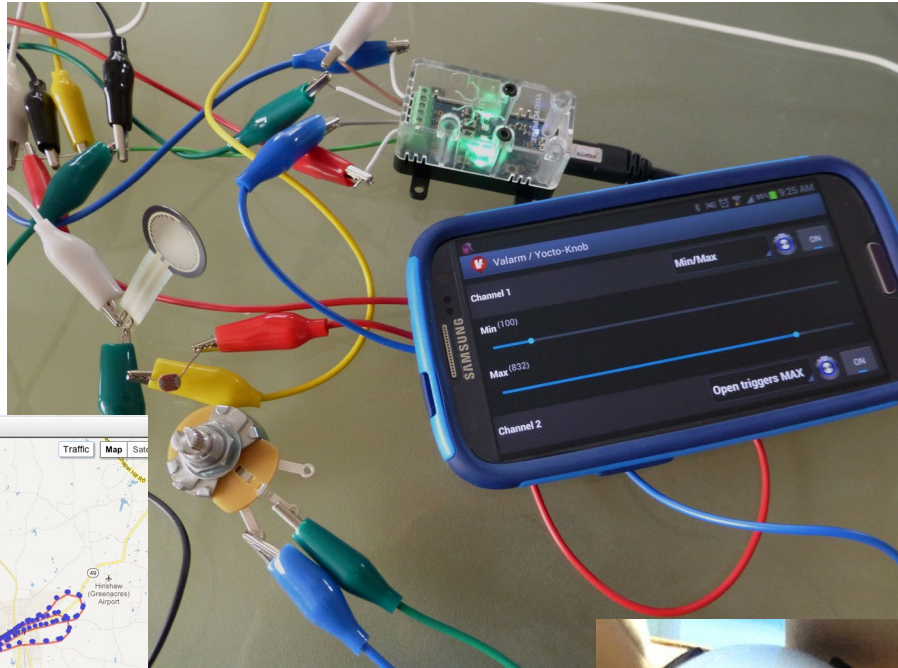
- Motion Sensor
- Maximum Speed
- Geo-Fence Triggers
- Battery Levels
- Ambient Light Sensor
- Mic/Audio Sensor
- Interval Timer
- External Power Sensor
- Temperature
- Humidity
- Barometric Pressure
- Solar Radiation
- Engine Temperature
- Engine Speed (RPMs)
- Throttle Position
- Maximum CO2 Levels
- VOC Levels
- OBDII (OBD2) via Bluetooth
- Yoctopuce Meteo
- Yoctopuce Light Meter
- Yoctopuce Knob/Switch
- Email Alerts
- SMS Alerts
- Alert Throttling
- SMS Remote Control
- Call Me Back Function
- Audio Recording
- Photo Triggering
- Reliable Data Logging
- Makes Great Coffee
- Auto Upload/Sync
- SSL Security
- Carrier Neutral
- WiFi-only option

WEB

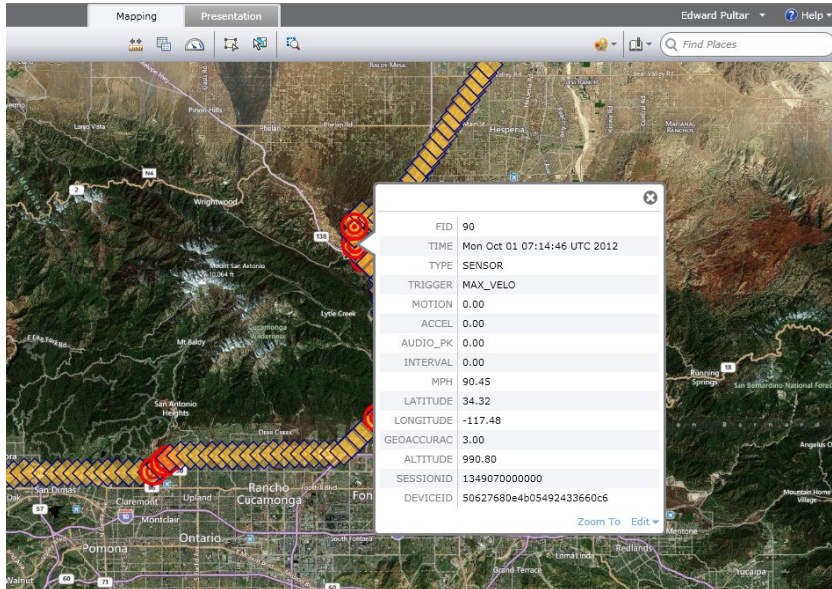
- Pay As You Go SaaS
- Analytical Mapping
- Command Center
- Real Time Tracking
- Data Graphing
- Public Tracker API
- Blackout Zones
- Device Grouping
- Device Management
- Device Details
- Data Export/Download
- Shareable Tracking
- Email Alerts
- Google Earth Integration
- Cloud Backed Storage
- Average/Max Speed
- Street View Integration
- Historical Search
- Distance Travelled
- Esri ArcGIS export
- Coverage Areas
- Geo-Accuracy Plotting
- Current Heading
- Stopped Time
- MS Excel Export
- Sensor Plotting
- Idling Time
- Changes Diapers
- “Free-mium” Access
- Still Reading These?
- Cloud Backed Storage
- Account Sharing
- Too Many Features
- Not Very “MVP”

MISC USE CASES

Valarm



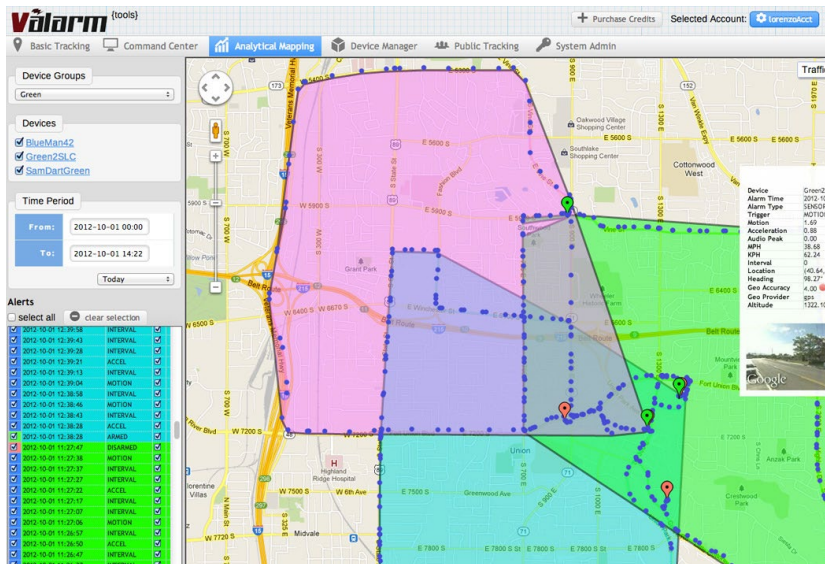
INTEGRATION/VISUALIZATION



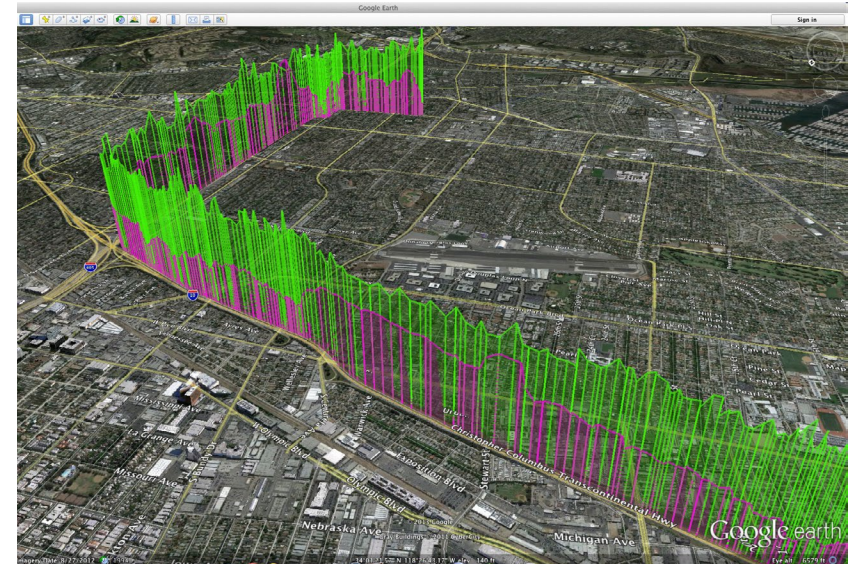
Esri ArcGIS Online



tools.valarm.net

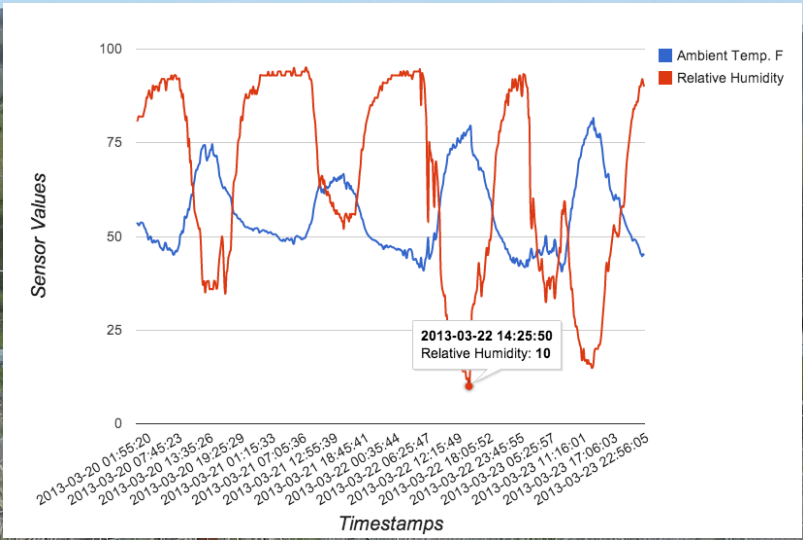


tools.valarm.net



Google Earth

LONGORIA/FE CIEGA VINEYARD



EXTERNAL SENSORS

Valarm



YOCTOPUCE CO2 SENSOR / GOOGLE NEXUS 7



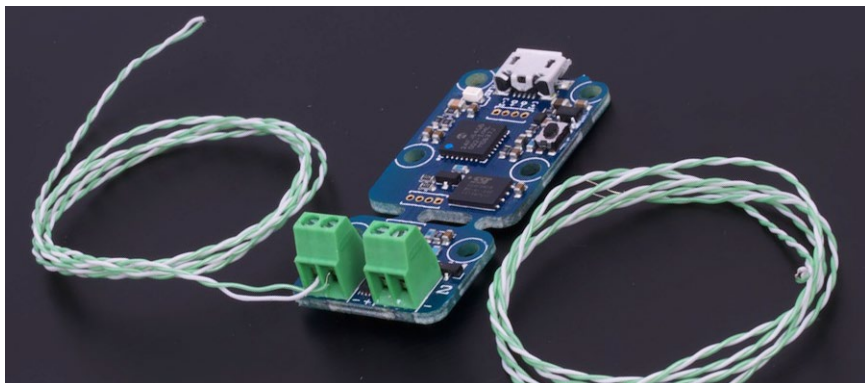
SCANTOOL OBDII (VEHICLE DIAGNOSTICS)



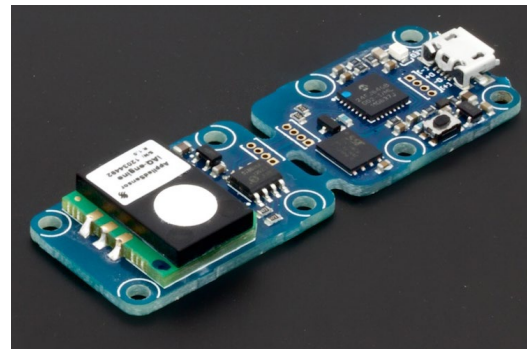
YOCTO-LIGHT / SOLAR RADIATION



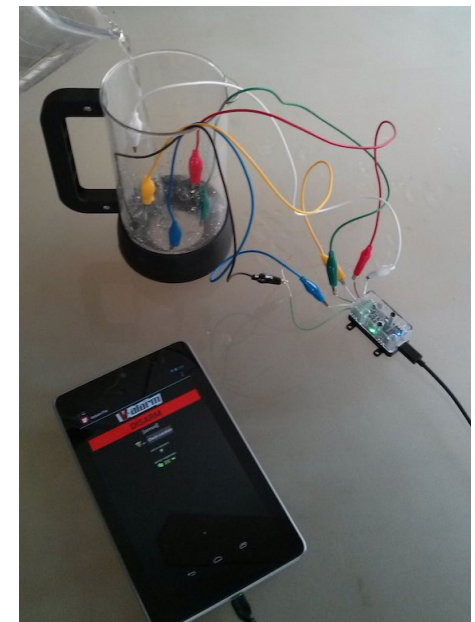
YOCTO-METEO: TEMP/HUMIDITY/BAROMETER



YOCTO-THERMOCOUPLE



YOCTO-VOC (VOLATILE ORGANIC COMPOUNDS)



YOCTO-KNOB: SWITCHES/DIALS/MORE

WHO WE ARE



PAWEL SASIK, ESQ

Project Mgmt/Legal Affairs

- 11 yrs in tech startups
- J.D. Loyola Law School
- USC Greif Entrepreneurial Program Graduate

EDWARD PULTAR, PhD

Geographic Information Scientist

- PhD Geography, UCSB
- USC Faculty, Spatial Sciences
- Jack & Laura Dangermond Fellowship Recipient

LORENZO GONZALEZ

Chief Software Architect

- 17 yrs in Software Engineering
- Enterprise software architecture
- Qualcomm, Ford, ESPN
- DaimlerChrysler, R.L. Polk

SMITH LONG

Web Engineer

- 10 yrs in Tech & Media
- 3 yrs NGO/NfP experience
- Web, UI/UXD, Photography
- Sony, Yokohama, Digiboo

SCOTT ORLYCK

IT/Infrastructure

- 6 yrs Fleet Mgmt
- 3 yrs Fleet Corporate IT
- 3 yrs software engineering
- iOS/MySQL/MongoDB/Linux

WHERE WE STAND



Launched and updated: Valarm (currently v1.2) is available in the Google Play Store.

Dozens of customers in 12 countries around the world.

Pre-pay SaaS is live: subscription charged per device, per day (30-day minimum).

Partnered with Esri via Startups & Emerging Business program.

Self-funded/bootstrapping, beginning our marketing/PR efforts.

The image shows a screenshot of the Google Play Store listing for the app "Valarm Pro" by Valarm LLC. The app is priced at \$5.98. The main promotional graphic features the Valarm logo and the tagline "MONITOR ANYTHING, ANYWHERE™". A central smartphone displays the app's interface. Surrounding the phone are various monitoring capabilities represented by icons: GPS, MOTION, VELOCITY, AUDIO, YOCTO, OBDII, LIGHT, EMAIL, MIC, CAMERA, TOOLS, and SMS.

THANK YOU



Lorenzo Gonzalez
Founder/Software Architect
lorenzo@valarm.net



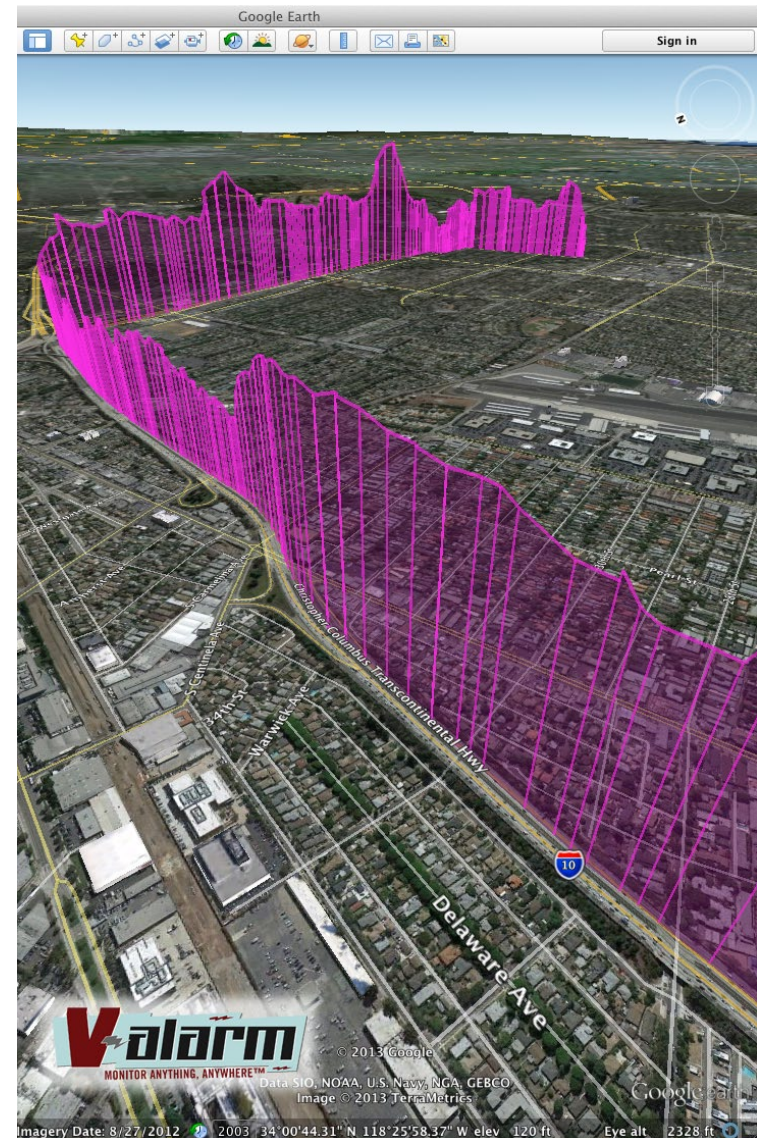
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Sensor data plotted on Google Earth