University System of Maryland

Agenda Item 1

Featured Start-Up –

Leverege, LLC

UNIVERSITY SYSTEM of MARYLAND

TOPIC: Featured Start-up – Leverege, LLC (information item)

COMMITTEE: Economic Development and Technology Commercialization

DATE OF COMMITTEE MEETING: November 17, 2016

SUMMARY: Leverege, LLC, the featured start-up, was founded by a UMBC alumnus and serial entrepreneur. The company develops software-as-a-service products that leverage the Internet-of-Things (IoT) and software innovations such as big data, predictive analytics, and multi-dimensional visualization to provide solutions for businesses and end users. For example, Leverege's products enable businesses to make better decisions and reduce time to market.

Leverege is part of the prestigious Northrop Grumman Cync Program at bwtech@UMBC and the company hires UMBC students as interns. The Cync Program works with innovative, technology-driven startup companies addressing critical market needs in threat intelligence, streaming analytics, visualization, secure mobility, and other areas. The company is currently profitable.

ALTERNATIVE(S): This item is for information purposes.

FISCAL IMPACT: This item is for information purposes.

CHANCELLOR'S RECOMMENDATION: This item is for information purposes.

COMMITTEE RECOMMENDATION: DATE:

BOARD ACTION: DATE:

SUBMITTED BY: Tom Sadowski / Suresh Balakrishnan (301) 445-2783

Committee on Economic Development and Technology Commercialization

Featured Start-Up- Leverege, LLC

November 17, 2016

meet **LEVEREGE**

hello@leverege.com

The Internet of Things strives to make life more efficient by connecting physical objects to the digital world through a combination of sensors, cloud software, and communications technology.

Welcome,

To The Second Digital Revolution

24 Billion +
Connected Devices

$6 Trillion
Spent on IoT

Businesses
#1 Adopter

*By 2020

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The Problem

Technological Fragmentation

+

Implementation Issues

+

Security & Privacy Concerns

- Lacks clear benefit to users
- Minimal attention to usability & user experience
- Siloed adoption

- Slow time to market
- Increased development costs
- Inefficient & poorly designed solutions

- End user distrust
- Breach or loss of data
- Slow adoption rate

We've built a simulation driven IoT platform focused on fostering natural interactions between humans and machines

Businesses

- Reduce time to market
- Decrease deployment costs
- Remove friction & increase quality

End User

- Make better decisions
- Provide realized value
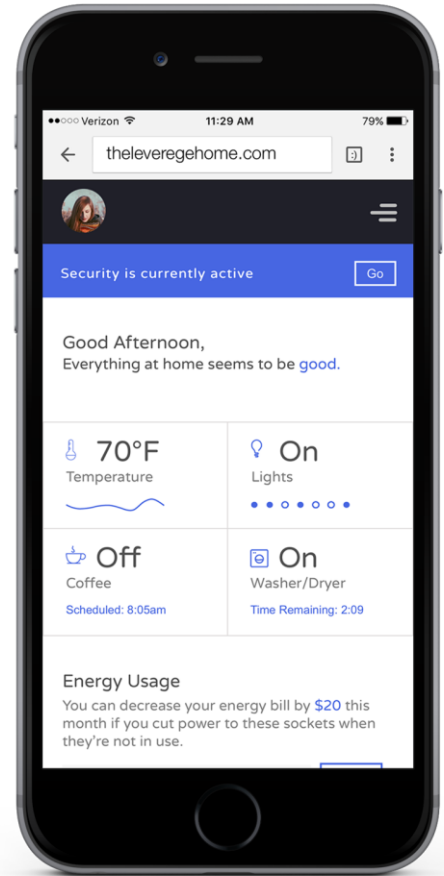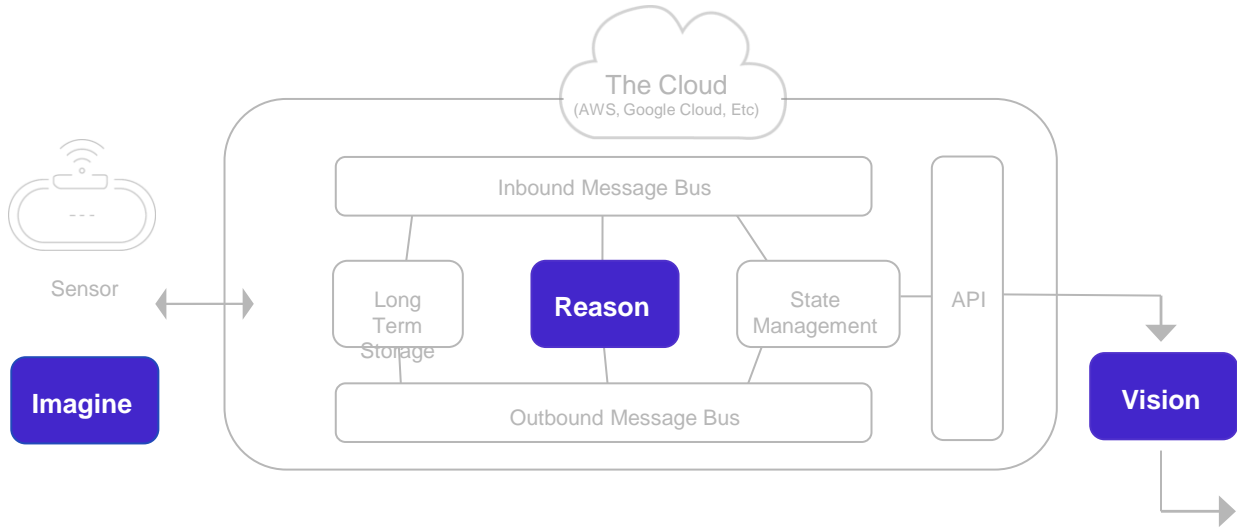- Easily interact with devices across many modalities

Industry

- Realize market potential
- Increase adoption
- Stimulate innovation

The Leverege IoT Platform

Your Device   Our Cloud   Your Interface

Our products use the latest software innovations (AI, big data, predictive analytics) to provide a complete and easy-to-use IoT solution for customers.

Intellectual Property

Trademarks

Leverege Brand and Products

Patents in Progress

Systems and Methods for the High-Fidelity
Simulation of Distributed IoT Systems

Domain Names

50+

Customer Profile

An OnStar-like system for boaters and marine fleet operators that enables owners to remotely monitor, track, and control their watercraft.
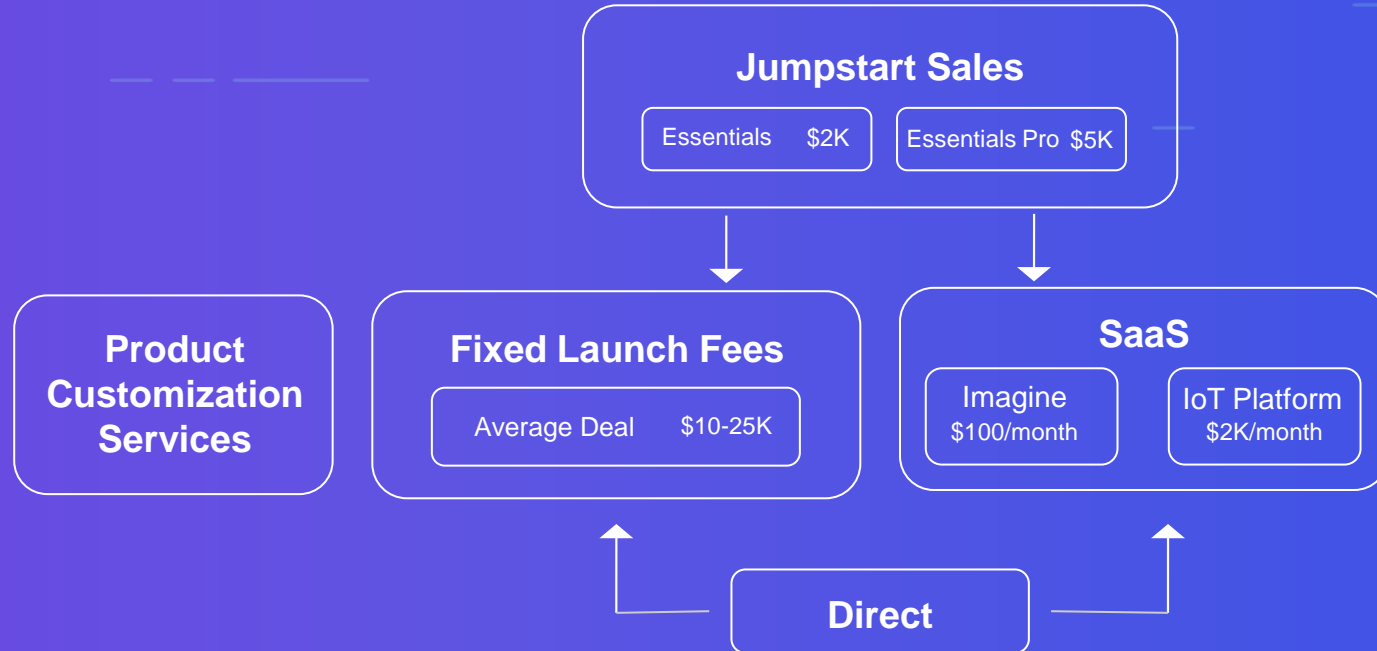
Notional Use Case

Energy optimization and building automation for solar power systems. Friendly dashboard that rolls up important system metrics and provides insight into performance.

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Business Model

Jumpstart Sales

Essentials $2K   Essentials Pro $5K

Product Customization Services

Fixed Launch Fees

Average Deal $10-25K

SaaS

Imagine $100/month   IoT Platform $2K/month
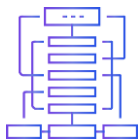
Direct

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Diverse Revenue Streams

Jumpstart

Introductory packages for the early stages of IoT project development. Fixed prices of $2K or $5K with a well-defined set of deliverables.
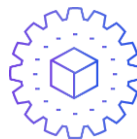
SaaS

Imagine (IoT Simulator) $100/month; Reason & Vision IoT Platform $2K/month

Launch Fees

One time setup fees ranging from $10K-$25K per project

Product Customization Services

Custom projects/consulting services priced per user needs

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Poised for Rapid Growth

Online Marketing
- Google optimized SEM
- Growing SMM presence

Grow Content Distribution
- Over 2.2k blog followers*
- >160% weekly growth rate
- Top 7 IoT Publication on Medium

Email Marketing
- 2,000 person email list* >150% weekly growth rate
- 38% open rates

Jumpstart
- Provide essential building blocks for IoT Projects
- Build relationships early

Dedicated Sales Team
- Outbound sales team dedicated to lead generation and sales

Partnerships
- Build and leverage existing partnerships with complementary businesses (e.g. hardware, connectivity, big tech, etc.)

* In just 8 weeks

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Meet Our Team

Eric Conn
CEO & Co-Founder

Steve Lee
COO & Co-Founder

Matt Quirion
VP of Product Development

Stephen Jones
Chief Architect

Ryan Chacon
VP of Marketing & Business Development

Traction Across Verticals

Defense/Aerospace	Asset Tracking	Security	Agriculture	Connectivity	Smart Cities
USMC	Siren Marine	Stanley	AgPlexus	Link Labs	DARPA
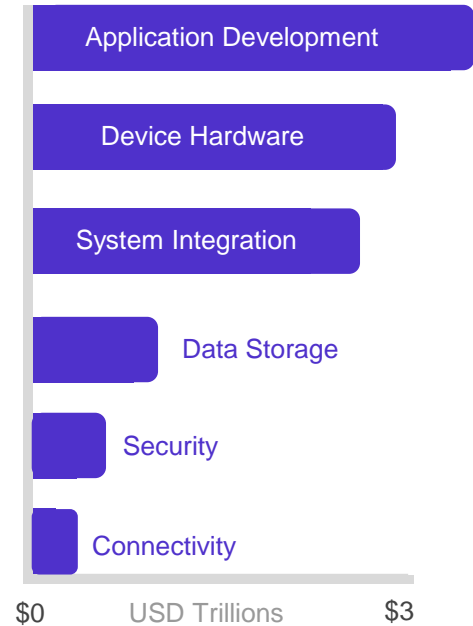
Competitive Landscape

Financial Projections

Financial projections stacked bar chart showing revenue by category (Jumpstart, Launch Fees, SaaS, Product Customization Services) for years 2015–2018, with a y-axis from $0 to $8,000,000.
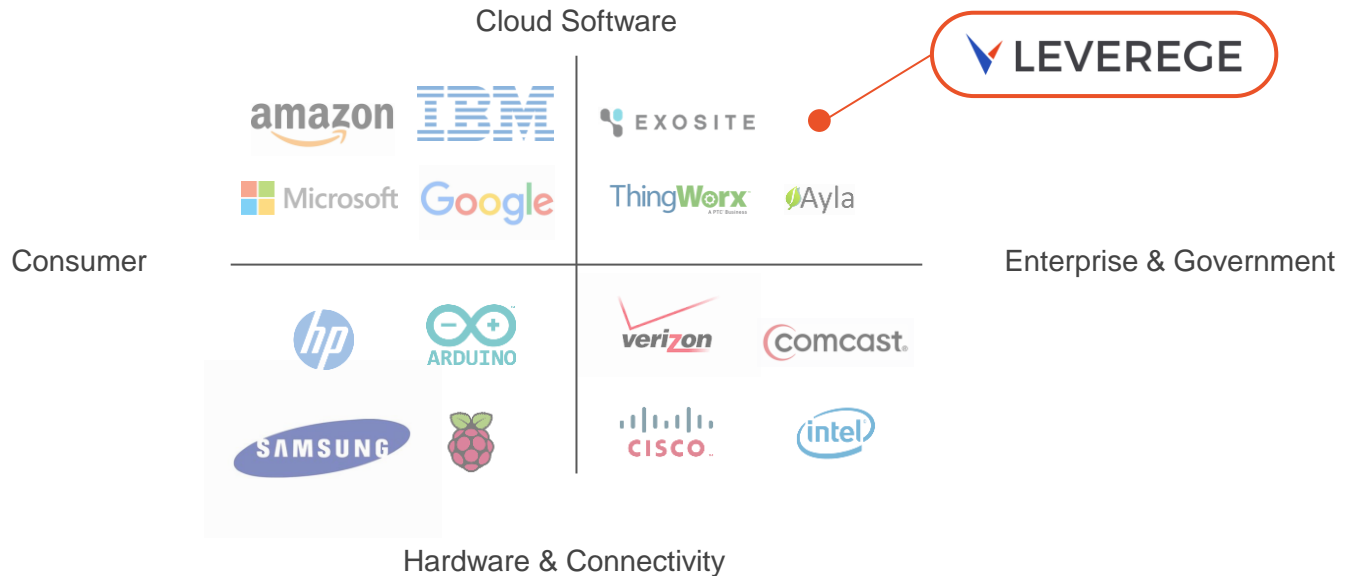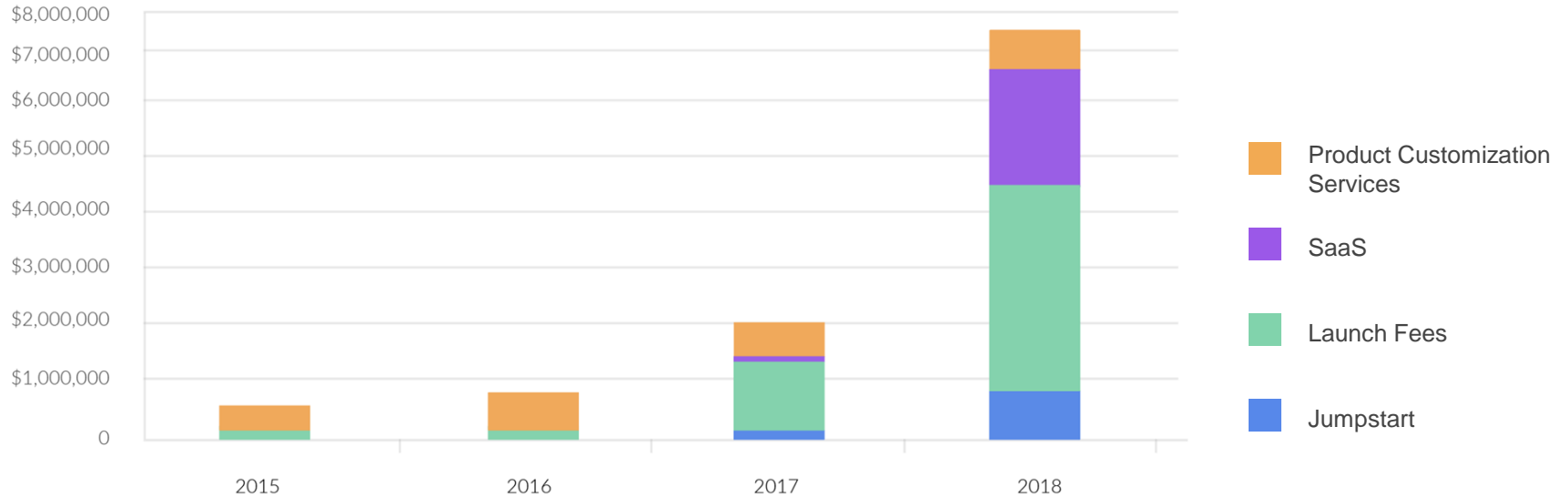
	2015	2016	2017	2018
Expenses	$662K	$793K	$1.58M	$3.6M
EBITDA	($165K)	$38K	$417K	$3.7M

Legend:
- Product Customization Services
- SaaS
- Launch Fees
- Jumpstart

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hello@leverege.com