

Company Overview:

Seesmart is leading the development and manufacturing of LED lighting products for commercial and residential applications.



The Challenge: Light bulb sales in the U.S. total nearly \$50 billion per year. Energy costs are rising, US Government mandating cuts in energy use of 20%+. Florescent technology is being phased out. CFL technology has environmentally harmful side effects.

Solution: Lighting consumes 46% of US energy in commercial businesses. Proprietary Seesmart LED lighting products are designed to fit the existing infrastructure of existing applications with 50%+ reductions in energy, lower maintenance costs and the fastest return on investment of any "green" technology available today.

Company Information:

Seesmart, Inc.

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Basic Details:

Founded: July 2008 (EnviroLight LLC)
Incorporated: August 2009 (California)
Employees: 21
Distributors: 30

Publicly Traded: APF (Frankfurt)
Recent Price: 0.20€
Shares Outstanding: 96.3M
Market Capitalization: \$27M

Financials:

Revenue: \$4.0 Million YTD 6/2011

Revenue History/Forecast:

2009: \$ 3,586,000
2010: \$ 5,881,000
2011: \$ 11,000,000
2012: \$ 25,000,000

Team:

Ken Ames – CEO & Co-Founder

Founder/Key executive of 3 companies (Taiwan Video Monitor, E-print Technologies, Action Copier). Over 28 years experience. Core Expertise in marketing, sales, distribution, and client relations.

Raymond Sjolseth – President & Co-Founder

Founder of 3 companies (ASK Diversified Partners, Renovation Cabinetry, Meridian Automotive). Over 19 years experience. Core expertise in engineering, technology, product development and sales.

Brooke Wagner – COO

25 year executive with diverse background in CFO, finance, marketing & sales roles. Core expertise in manufacturing and distribution environments with global public technology companies.

Technology

Seesmart designs and develops proprietary LED lighting products for commercial, industrial, municipal and residential applications. Seesmart products provide a 50% reduction in energy consumption and are designed to install into existing infrastructure, reduce maintenance expenses and prolong mechanical equipment lifespan. Over 325 products are available today with a wide range of fully automated energy management systems in development. Rapidly growing customer list includes: US Government (GSA Approved) LADWP, LAX Airport, Edison International, Albertsons, Raytheon, State of California, Marriot, Four Seasons, Waldorf Astoria, Caltrans, City of Los Angeles, County of Westchester.

Defensibility

Utilizing 2nd, 3rd & 4th generation IP, Seesmart has submitted numerous provisional IP filings and plans to continue submitting additional filings on new technologies. Filings cover power supply driver technology, retrofit processes for existing infrastructure, component usage, assembly methods for led lighting and material use for thermal management of diodes and circuit boards. Our processes, combined with retrofit technologies into existing infrastructure, provide a defensible advantage.

Competition

Competition will be traditional lighting companies: GE, Sylvania, Philips and small emerging start-up companies. Seesmart's advantages include a fully developed product line, extensive distribution network and customer support infrastructure. Large competitors are heavily invested in the fluorescent problems of today. Smaller LED manufacturers exist, however their product lines are less developed and product quality is significantly lower. Seesmart provides measurable ROI, proprietary and extendable technology, reusable components and recyclable materials.

Business Model

Seesmart employees a dual channel sales strategy: (1) direct sales under long term contracts from municipalities, sub-state agencies and large corporations. In early 2010 Seesmart received GSA approval (2) indirect sales through more than 30 distributors and dealers in 22 territories across the U.S., Canada, Mexico and the UK. Product is manufactured utilizing 5-6 contract manufacturers under confidential agreements as well as a small manufacturing facility in Simi Valley, CA. The Company is in the early planning stages for construction of a 50,000 sq ft integration and assembly facility in the U.S.

Milestones

1. First product release– late 2007
2. 125 products & 350 Sku's
3. First distributor signed – 2009
4. 30+ distributors and dealers in 22 territories and 6 countries
5. Proven and Proprietary Technology
6. GSA Approval - 2010
7. 130% revenue growth 2009 - 2010.
8. Total addressable market \$25 billion+