EDJX STRATEGIC OVERVIEW

June 2022

EDJX is poised to exploit the next internet wave: **edge computing**

Wave	Mainframe	Mini	PC	Internet	Mobile	Cloud	Edge
Key Player	IBM	DEC	MSFT	Google	Apple	AWS	EDJX
Operating System	S/370	Unix	MSDOS/Windows	Browser	iOS / App Store	Cloud Services	EdjOS
CAGR	28% 1960-1970	28% 1970-1988	24% 1990-2008	30% 2003-2018	21% 2009-2018	45% 2013-2021	TBD 2021-Beyond
Revenue at end of Wave *(Current $)*	$132B	$27B	$80B	$200B	$300B	$67B	Current Opportunity

Sources: Public Record

WE CAN BE NEXT LEADER

Unique Advantage
- First Mover
- Patented Technology Moat
- Strong Brand
- Key Partnerships

Exponentially Growing Market
- 54% CAGR
- Next Computing Wave

Sound Execution Plan
- Leadership has track-record
- Focused Entry
- Strong Funnel

MISSION
Edge for the Planet

VISION
Accelerate the next computing wave

WHAT WE DO: *The EDJX platform enables developers to quickly build intelligent, low-latency apps, websites, and data pipelines closer to users and devices than ever before*

More devices generating more data
A trillion devices by 2030; many generating video
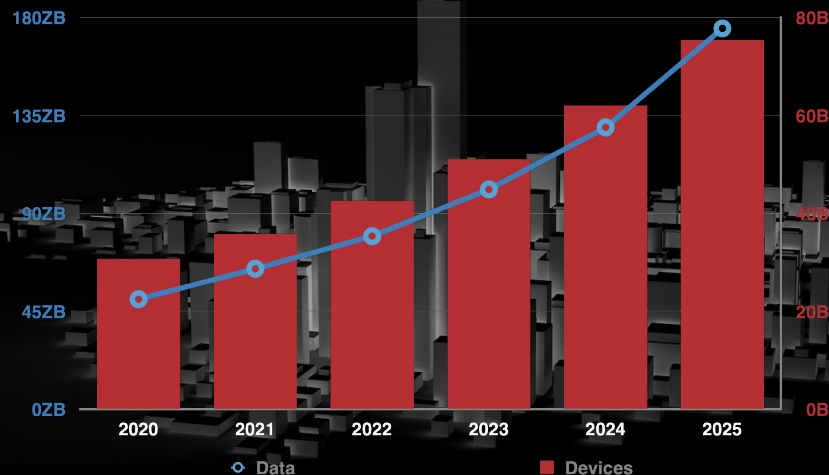
Limited networking to cloud
Bandwidth requirements are outpacing network capacity

Local processing required
Latency too great Cloud, worst case of 160ms round trip too long for real-time apps

Emerging economies will skip cloud, going straight to small appliance, edge computing
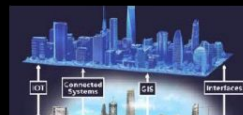
Connected Devices and Data 2020-2025

Source: IDC Whitepaper:The Digitization of the World

Explosion of New Use Cases Enabled by Fourth Internet and Industry 4.0

- Autonomous Systems
- Digital Twin
- Transportation Safety
- 5G Communications
- Gaming
- Autonomous Drones
- Traffic Management
- Digital Easements
- Smart City
- Health
- Precision Navigation
- Artificial Intelligence
- Geospatial Grids
- Sensor Data Fusion
- National Security
- Industrial IoT
- AR / VR
- CDN

Thousands
(Data Centers)

CENTRALIZED
CLOUDS

CLOUD

Millions
(Edge Nodes)

EDJX

IOT

Billions
(Devices)
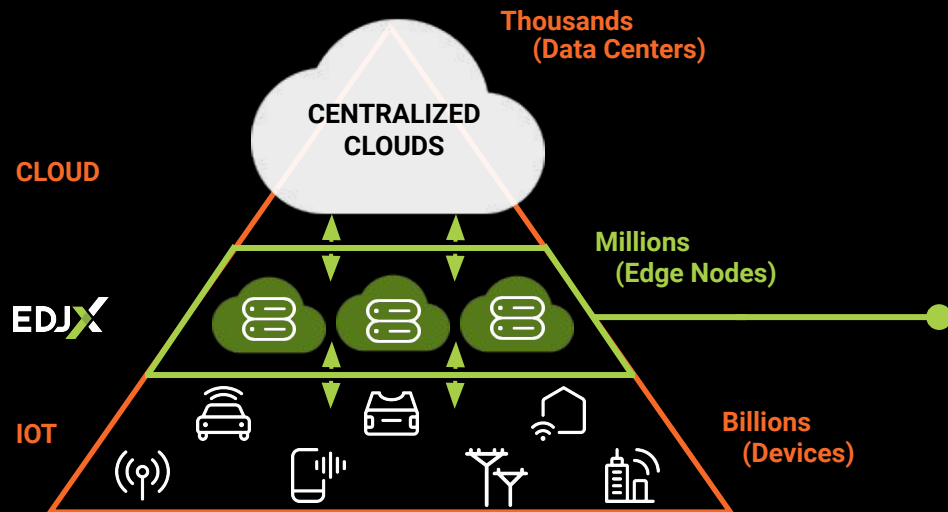
A decentralized edge cloud for the 4th Internet

Ultra-low Latency
Process data in real-time close to connected people and devices.
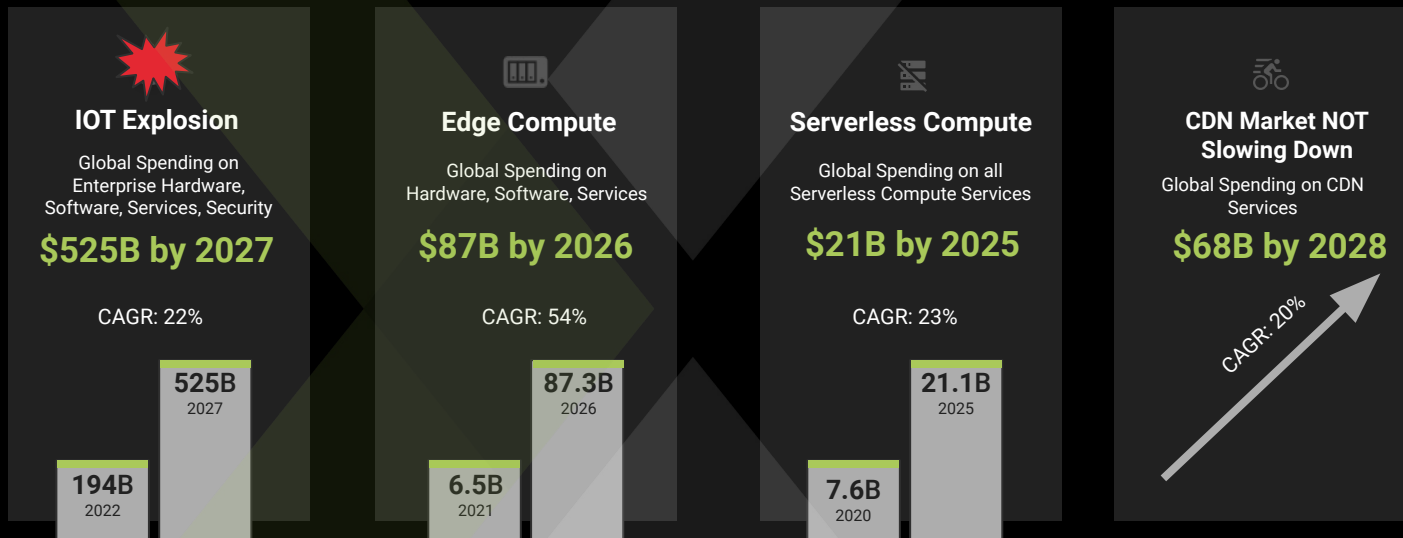
Cloud Services
Robust cloud services (serverless, object storage, ledger) to easily write and scale apps programmatically.

Anywhere Everywhere
Integrate with 5G femtocells, WIFI access points, broadband customer premise equipment.

GLOBAL TRENDS IN OUR FAVOR

EDJX

IOT Explosion
Global Spending on Enterprise Hardware, Software, Services, Security

$525B by 2027

CAGR: 22%

525B
2027

194B
2022

Edge Compute
Global Spending on Hardware, Software, Services

$87B by 2026

CAGR: 54%

87.3B
2026

6.5B
2021

Serverless Compute
Global Spending on all Serverless Compute Services

$21B by 2025

CAGR: 23%

21.1B
2025

7.6B
2020

CDN Market NOT Slowing Down
Global Spending on CDN Services

$68B by 2028

CAGR: 20%

> " The IoT technology culture is headed toward serverless, and the recent buzz at conferences is the successful mingling of IoT and serverless. The general pulse of the market is that IoT implementations will drive portability across serverless platforms. "

Mark Boyd, *The NewStack*

Source: MarketsandMarkets Research, IOT Analytics, Data Bridge Market Research

CASE STUDIES - SERVERLESS COMPUTE

THOMSON REUTERS

Thomson Reuters uses a serverless architecture to process up to 4,000 events per second for its usage analytics service. The service reliably handles spikes of twice its normal traffic and has high durability. The company deployed the service into production in only five months using AWS Lambda.

iRobot

iRobot, a leading global consumer robot company and the maker of the internet-connected Roomba robotic vacuum, is building the next generation of connected devices for the smart home using a serverless architecture. The iRobot platform, based on AWS Lambda and AWS IoT, is managed by fewer than 10 people.

mlbam

MLBAM is the digital arm of Major League Baseball. Their product Statcast delivers real-time game-play data to broadcasters. MLBAM uses AWS Lambda to enhance and transform the raw data and increase the speed, scalability and ability for MLBAM to capture, analyze, and deliver large quantities of data to their fans.

T-Mobile

T-Mobile US, Inc. is a technology company that offers wireless services over a nationwide 4G LTE network to more than 70 million customers. It has a "serverless first" policy for the development of new services, with serverless technologies like AWS Lambda playing a key role in mission-critical applications

MatHem.se din matbutik på nätet

MatHem maintains its market-leading position with an AWS environment that lets it bring new features to customers up to 10 times faster. The company is Sweden's largest online-only grocery retailer. It has divided its e-commerce site, warehousing, distribution, and transport applications into microservices running on a serverless environment on AWS.

ZAPPROVED

Zapproved, a SaaS provider that helps customers in the legal industry manage litigation response processes, built a modern software platform from the ground up on AWS Lambda. By using serverless, Zapproved has enjoyed benefits such as efficiency, faster growth, quicker time to market, and lower costs.

EDJX

CUSTOMERS

Governments \ Cities
- Reduces pole clutter - single multi-tenant compute node vs multiple proprietary
- Future-proof deployments
- Resilient network
- Economic development
- Eliminate digital divide

Enterprise \ SMBs
- Reduction of cost to achieve distributed computing
- Rapid deployment of applications
- Replaces expensive "private cloud" deployments with better results
- Access to low latency edge computing without the cost of building and maintaining the infrastructure

IoT Developers, Specifically
- Relieved burden of developer operations and developer security operations
- Web assembly architecture - deploy to any platform
- Highly secure
- Common coding languages (C++, Rust)
- Encrypted, standards based API

SUPPLIERS

Node Hosts (including smart cities)
- Rental income for real estate
- Revenue share on compute & storage on EdjBlock
- Reduces "pole clutter" with multi-tenant vs single tenant cabinetry
- No single point of failure

Platform Partners
- Additional customer reach for application
- Licensing and/or usage fees for application use
- No need to build & maintain network

OEM Hardware Companies
- Additional sales
- Higher margin to sell preloaded OS vs. bare metal

System Integrators \ Channel Partners
- Help customers deploy apps quickly at lower cost
- Potential license \ revenue share (reseller market)
- Can build integrations to existing applications
- Opportunity to install and maintain hardware under separate agreement

EDJX

|	COMMERCIALIZE **2022**	EXPAND REACH **2023-2024**	HYPER GROWTH **2025-2027**
Financing	• Early Financing ($17mm)	• Series A Financing ($20-40mm)	• Series B Financing ($100-200mm)
Product & Backlog	• Metering & Billing • 2 Additional Dev Languages • Secure API • Internal ERP	• 1 Additional Dev Language • App Ecosystem (AI, ML) • Things Management • CDN Enhancements	• Embedded Systems • EdjBlock Expansion • EdjDatabase Services • EdjCoin
Customers	• Beta & Paid Developers (SMB) • Small Cities • SMB	• Platform Partners • Enterprise • Government	• International
Channel	• Boutique | Specialty Systems Integrators • PINN and OEM Hardware	• Major Systems Integrators • Node Host Partnerships	• International Node Host Partnerships
Marketing	• Direct to Developer Campaigns • Continue to Build Awareness for Enterprise and Government	• Labs at key universities • Government CIOs • Platform partners	• Youth programs • Global smart cities • International developers • Tech for good | Govt liaisons
POPS	• 50 POPS	• 5,000 POPS	• 50,000+ POPS

- Competitive product offering architecturally built for edge from scratch
- Flexible - enables EDJX to tailor node locations to specific locations (example, warehouse RFID apps)
- Node Host network partners have capability to deploy to 40,000+ U.S. towers or 1mm rooftops, reaching over 99% of population
- Micro-node vs. data center mentality - most competitors are data center, "private cloud" centric, leads to higher costs than EDJX
- Flexible revenue share options for node hosts - will enable us to grow quickly as compute demand grows
- OS is light, can run on any hardware including micro appliances (including sustainable recycled servers)
- Lean startup model, deep technical development performed at fraction of cost based on offshore model
- Excellent market presence based on strong branding leadership
- Unique security model
- Strong patent portfolio to protect our IP

EDJX Named in The 10 Coolest IoT Software Companies 2021

"Cloud Net Partnership Eyes Military IoT" – George Leopold on EDJX IOMT
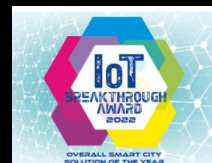
EDJX wins 2022 IoT Breakthrough award for "Overall Smart City Solutions of the Year", with over 3,850 nominations coming in globally

"All hail our new distributed architecture. Maybe now it's time to shine."
– Stacey Higginbotham

SXSW '22 panel EDJX & Autonomy Institute – Digital Twins: Industry 4.0 and the Automated Future

EDJX

Benjamin Thomas
CEO

- Industry disrupter in the travel and veterinary services industry
- Managed large scale (100+ applications) offshore development for nearly a decade with prior business
- Founder and President of a veterinary owner operator from inception to $42 million in revenue and 450 employees through 28 acquisitions in 7 states. Practice grew 25% per year topline and 35% margin growth from inception. Sold to PE funded group in 2020
- Advised Goldman Sachs on strategy to enhance earnings of subsidiary prior to initial public offering in 2004 of Strategic Hotel Capital (NYSE: SLH)
- Led management buyout of largest private hotel room distributor with $360 million in annual bookings in 2003. Company tripled before selling to PE in 2009, yielding average IRR of 39% to investors
- Career began as engineer for NASA\Lockheed Martin followed by Accenture
- BS in Mechanical Engineering with Honors from Tulane University, 1997
- MS, Management from Stanford University, 2006

Michael Preston
CFO, Co-Founder

- Chief Financial Officer & Co-Founder managing Finance, Accounting, Legal and HR functions
- Transformational leader that has raised $1.5B in equity and debt capital
- Completed 24 acquisitions on behalf of clients; growing two companies from $0 revenues- one to $150M in sales and the other in $225M in sales before exits
- Restructured a SaaS company with less than $1M in revenue through Chapter 11 Bankruptcy and grew to more than $21M in revenue within 10 months; exited at $85M in revenue
- Senior Principal in a Technology venture fund advising CEOs/CFOs on growth strategies
- Fastest professional to go from Senior Consultant to Senior Manager in Ernst & Young's Corporate Finance practice; exceeded twice the amount of engagement revenue versus budget in consecutive years
- Graduated with Honors - Juris Doctorate & M.B.A - University of Maryland
- Graduated Summa Cum Laude - BS/BA - The Ohio State University

Delano Seymor

CTO, Founder

- Visionary founder, pioneer, disruptive innovator, with several technology patents to date
- Former founder and President of a high revenue-generating Managed Services company headquartered in the Caribbean, with experience in taking companies from startup to acquisition
- CTO of 6fusion, a cloud management platform for workload distribution by turning clouds into pay-per-use billable utilities, generating $10M in annual revenue
- Global technology speaker at prestigious industry forums such as Cloud Expo Container & Microservices Summit, Red Hat Summit, OpenShift Commons Briefings; interviewed by SiliconANGLE TV 'the Cube'
- Senior IT resource within both public and private sectors, expertise in building and managing public-facing, hosting provider infrastructures. Strong domain experience in security, networking, virtualization and cloud computing, extensive operations experience in multinational corporate data centers, managing development and DevOps teams
- Delano is a native Bermudian

Vipin Sharma

Chief Product Officer

- Global Product Leadership and Technology Development experience working in early-stage startups as well as large organizations.
- Strong technology experience building enterprise products in the domains of Edge Computing, AI-Ops, Converged IaaS, Data Communications and Networking.
- Expertise in setting-up and leading high-performing product engineering teams. Built teams and products from scratch at a couple of startups.
- Steered product efforts at two successful technology startups acquired by Dell and Cisco, respectively.
- Led multi-site, multi-country product development efforts and teams at Dell and Cisco.
- Extensive operations experience in managing India Captive Centers for global MNCs.
- Earlier in the career, worked on key technology development projects with varied MNC organizations in their respective R&D offices located across South Korea, Japan, France, USA, India – global cross-cultural experience.
- B.S. Engineering in Electronics, Thapar University, India.

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EDJX

Laura Roman, PhD
CMO

- Top Silicon Valley and global experience, leader in digital infrastructure, with revenue delivered across VC, startup, emerging technology, and Fortune 500 Cisco, HP, Cision, Groupon, and VMware, working with the CIO.
- Vice President, VC and Emerging Technologies at Sparkpr, marketing for leading VC firms Verizon Ventures, Icon Ventures, National Grid Partners, World Innovation Lab. Launched leading enterprise tech startups in cloud and quantum computing
- Led Analyst Relations, global PR, data privacy and GDPR compliance for Cision, growing revenue to a $3B SaaS company
- Led marketing for startups launched from Expa $100M startup studio resulting in VC funding or company acquisition
- Led VMware global cybersecurity campaigns; created with the CIO the VMware on VMware cloud computing online playbook as a key field enablement asset
- Global Head of Tech PR at Groupon – platform engineering, data analytics, ML and mobile; repositioned Groupon to realize over 100M downloads of Groupon's mobile app, Forrester case study, annual revenue over $3B
- Stanford Lecturer; Oxford University Research Fellow; PhD Oxford University

Rhett Gustafson
EVP Business and Corporate Development

- Proven digital transformation revenue leader in healthcare, insurtech and digital infrastructure
- Led Finance, Strategy and Business Development for Telemedicine Solutions through 30-fold revenue growth cycle, commercializing market-leading mobile Electronic Health Record apps, delivering customer ROIs exceeding 1,000% on average
- Founded an emerging growth investment banking firm, raising significant early-stage capital for public and private issuers in the mineral resources, energy exploration technology, and alternative energy sectors
- Founded and managed a successful alternative investment partnership for over a decade, returning significant IRR and closing limited partner distributions at high watermark
- Led growth of Institutional Middle Markets desk at Merrill Lynch - San Francisco, developing novel client domains in alternative investment partnership−hedge funds and both primary and secondary venture firms
- BA English Literature, Economics, Political Science, St. Olaf College

EXPECTED 2022 REVENUE: $3MM+

INVESTMENT TO DATE: $12MM

CURRENT RAISE: $5-6MM Series Seed

Sources	
Series Seed	$4-6 million

Uses	
Technical Development	60%
Sales and Marketing	20%
Overhead & Support	13%
Hosting & Licensing Costs	7%

12-17 months of runway ($325K / month burn rate*) with goal of achieving Series A financing in Q1 2023

* Company had a $500K / month burn rate going into 2022. Improvements include EDJX Deployment Services revenue and a net reduction of 3 senior leadership team members. Future reduction opportunities include reducing Hosting and Licensing Costs by $15k/month.

EDJX has Competitively Featured Product in Fast Growing Market

- We have competitive serverless product now (CDN is not yet competitive)
- Wind behind us from a market perspective
- Competitive advantage will be flexibility versus big tech players

Team Now Hyper-focused on Commercialization

- Go-to-market strategy based on:
  - Executing well on the small things (e.g. billing system)
  - Pursuing "game changer" partnerships (e.g. government funding, node host networks) while not losing sight of <u>steady state customer growth</u>
  - Building scalable infrastructure to support growth (e.g. ERP backbone)

Execution Will Bring Results to Investors

- Market is large enough to produce several new multi-billion dollar companies
- Team is highly capable of building momentum into Series A round at an accretive valuation

![EDJX logo]

Contact Information

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