



Project Smart

A disruptive open data platform for the world's smart cities

BlueMount Capital is mandated to assist Project Smart raise pre-IPO AU\$3,000,000

Overview

Project Smart (Company), which is relocating its base to Australia, is an Israeli-based technology company focused on delivering a cutting-edge, open and collaborative data technology that seamlessly interconnects and makes available next-generation urban applications and services (System).

The Company's business model is to generate recurring revenue from applications, services including Artificial Intelligence (AI), and Big Data running on the System.

The Company has secured partnership agreements and collaborations signed in key countries (Australia, Singapore, and China), with its first System installations successfully completed in Singapore, and upcoming in Australia and China.

The Company is seeking to raise AU\$ 3 million (AU\$ 1.5 million has been raised) in convertible notes, which will convert at the upcoming IPO on the Australian Securities Exchange (ASX) planned for Q4 2018 / Q1 2019

Investment highlights

- Disruptive, game-changing smart city technology with an estimated market size worth US\$2.57 trillion by 2025
- Backed by a large, strategic cornerstone investor
- Endless Applications (Apps) possibilities - from security to smart cars and more
- Established commercial and government cooperations
- Target markets: Australia, Singapore and China



Market Opportunity

The world is on the verge of an exponential increase in data generated by the ever-growing number of connected devices in urban areas such as connected cars, video cameras, sensors, mobile data, drones and more. Presently there is no unified data, connectivity and Artificial Intelligence (AI) system that enables the wide array of these existing and future services.

The Company's technology is a unique cutting edge collaborative platform that is aimed to solve this challenge. It provides customers and developers with easy centralized access to untapped scattered data from different sources.

Offer Overview	
Based	Australia and Israel
Industry Sector	Data and Smart city
Amount	AU\$ 3M in convertible note (AU\$ 1.5M has been raised)
Security	Convertible note which will convert at IPO at a 20% discount to the IPO price
Intended Valuation	AU\$ 18M (pre-money)
Use of Funds	Expansion and working capital
IPO	Listing on the ASX by Q4 2018 / Q1 2019 Ticker code secured

Applications

The System supports a wide range of ever-growing number of applications developed by 3rd parties in its eco-system. Few example applications include:

- Connected cars and drones
- Outdoor AI advertising
- CCTV and security
- Electronic vehicle charging
- Traffic control
- Parking

Technology

The System is a revolutionary open data platform that will transform people's lives. It will change the way we interact with each other, with our surroundings and with machines that we use in the urban environment. The System is based on a proprietary open and collaborative platform which allows 3rd party developers to quickly onboard their solutions to “app store of the outdoors”.

The System is comprised of two main technology elements: the Engines, which are miniature computers deployed in large numbers in the urban space, and a cloud-based software platform with AI and big data capabilities.

The Engines are all interconnected by hybrid narrowband/broadband wireless connectivity, and can be easily deployed on street light poles, embedded in street luminaires, or placed at any other location, for example on the side of a building, rooftop, etc. The only requirement is a physical location and availability of electricity (low-power).

The unique System architecture means a cost effective, future-proof platform that will help fulfil the promise of the smart city. The System is highly scalable and can be implemented on a small scale (e.g. university campus or small community), or a large, city-wide deployment.

Engine



Engine embedded in luminaire



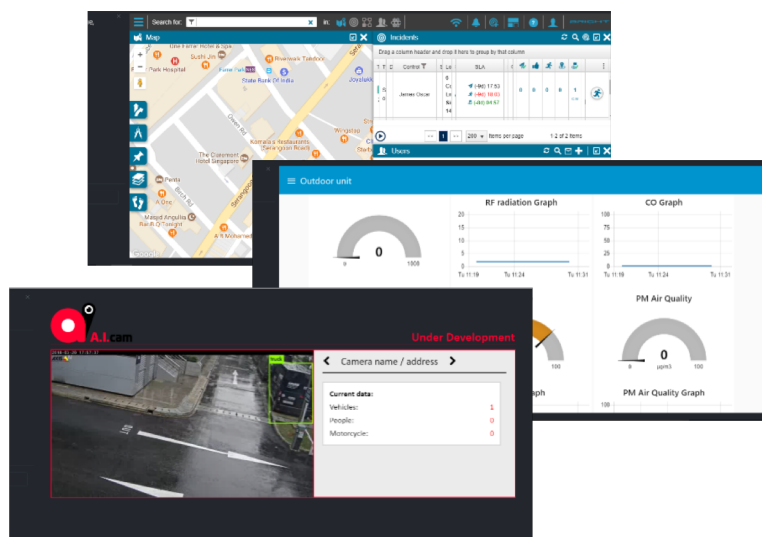
Management Team and Board

- Strong management team with years of experience establishing and growing tech companies globally
- Renowned independent Australian director and chairman appointed for the planned ASX listing

IPO Team

- Corporate Advisor and Lead Manager – BlueMount Capital
- Australian Lawyers – HWL Ebsworth
- Auditor and Investigating Accountant - PwC

Examples of Applications



For a full Investor Presentation please contact:

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If you are interested in the upcoming IPO then please contact BlueMount Capital

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