



Fresh Portal™ is a patented, innovative home delivery solution. It is remotely controlled via app or Wi-Fi and incorporates Far-UVC disinfection, package security, and climate control into a single household appliance. It is installed into an exterior wall that is easily accessible to a delivery person from the outside and to the homeowner from the inside.

Suggested retail price is \$3,450 which includes a \$500 royalty and \$500 for installation. Ongoing revenue streams will be developed from software licensing, data sales, advertising within the app, and of course, product accessories and upgrades. This could initially sell for closer to \$4,000 if funds are needed to reward homebuilders or influencers closing group sales in Northern California .

FreshPortal™ Beta Test Strategy

Fresh Portal is working on initial testing of a small number of units followed by a limited-edition beta test of 300 prototype units. This is \$1.2 million in expenses, which is expected to yield a \$150,000 profit (12%). This exclusive release is for a select group of homebuilders and specialty service providers who can put money down on an order for multiple units, thus providing a focused initial release with minimal risk.

The goal is to select partners who are customer-focused, comfortable promoting state-of-the-art technology, and willing to deliver peak living experiences and smart home conveniences to their customers. It is anticipated that in the first round, these will be for high-end homebuilders, security providers, and connected home integrators. With COVID still an issue, it is anticipated that being able to add an extra level of safety for their customers will be of great value for potential partners.

People who have worked hard to be successful deserve to have the luxury of good food, extra time to enjoy it, and the assurance that all their deliveries will be kept safe. Fresh Portal will give our customers an edge by providing the ultimate temperature-controlled portal to assure the homes they build, connect, or protect have the best possible safety, security, and convenience for contactless delivery.

Beta Test Launch Plan

The January 2022 Consumer Electronics Show (CES) will be the epicenter of the product launch and the focus for collecting prospective buyers for the beta test. Materials will be developed for the show as well as direct outreach to during the month of January utilizing all the resources CES has available to exhibitors. All contacts made will be moved into a sales funnel to convert interest into orders, letting prospects know only a limited number of buyers can get the unit on the first run.

Marketing Materials

Commitment is needed from partners and buyers to secure a contract with preferred manufacturers so initial sales needs to be the focus of the initial campaign. To do that we will be creating a full campaign around the CES show to include:

- Website landing page with a downloadable PDF on top smart home/safe house trends
- 2 videos focused on home builders and delivery providers – the priority verticals
- CRM to collect prospect contact information from show and website
- E-mail campaign to convert site and show visitors to prospects
- Sales outreach and appointment setting to build relationships and close deals.

Beta testing will run in localized areas so delivery providers can become familiar with the units and bugs can be worked out on a small scale while branding exposure and for-sale promotions are spread more broadly to facilitate the launch of Fresh Portal in 2023.