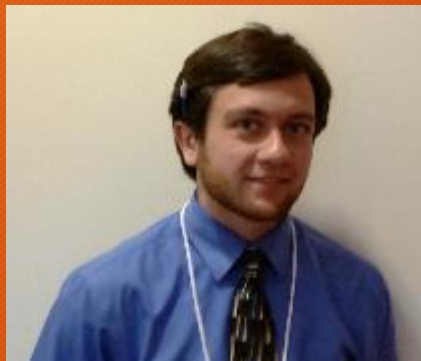




Thomas Harvey
CTO



Christopher Cremin
CEO

FireSight

Improving firefighter safety and efficiency
through better communication

Our Customers: The End Users



- The average firefighter
 - Mid-20s to early 30s
 - Suburban to Urban department
 - Trained to follow orders

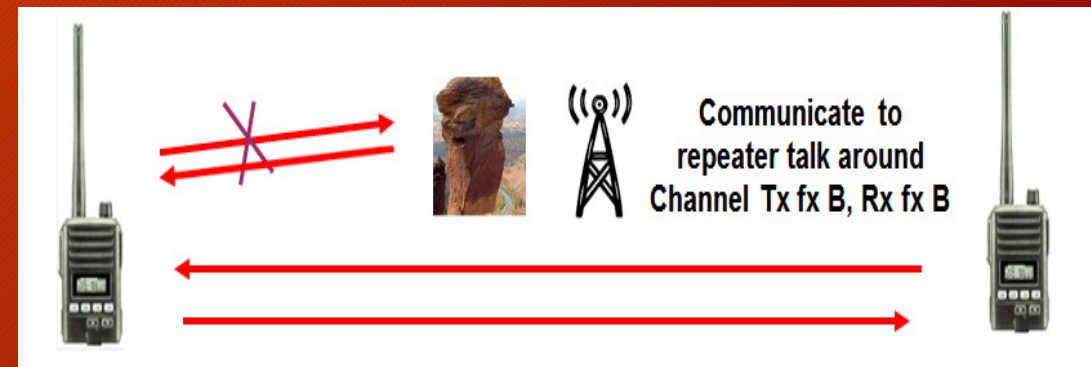
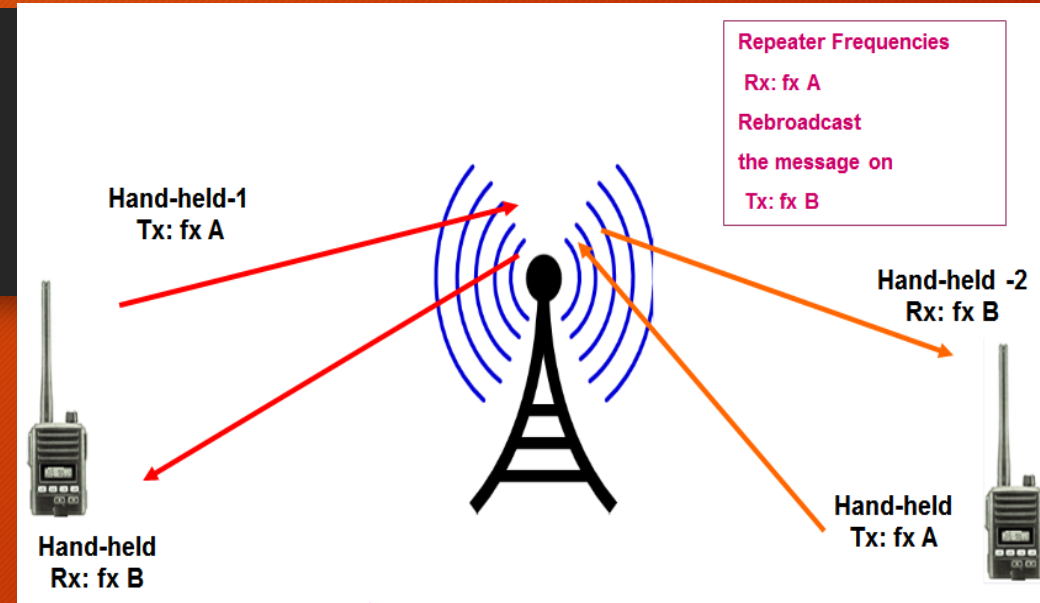
Our Customer's Problem

- Old concrete/steel buildings impede digital radio communication
- Firefighters are unable to receive orders
- Commanders are left in the dark



Current Alternatives

- Radio booster now in new building codes.
- C-AT ICRI system on command vehicles.
 - Cumbersome, not always available
- “Talk-around” Channel



Our Solution

- Miniature tactical radio relay
 - Simple, Portable, Durable
- Cheap enough to be on every truck



Customer Benefits

Less people doing this:



And more people doing this:



Market Size

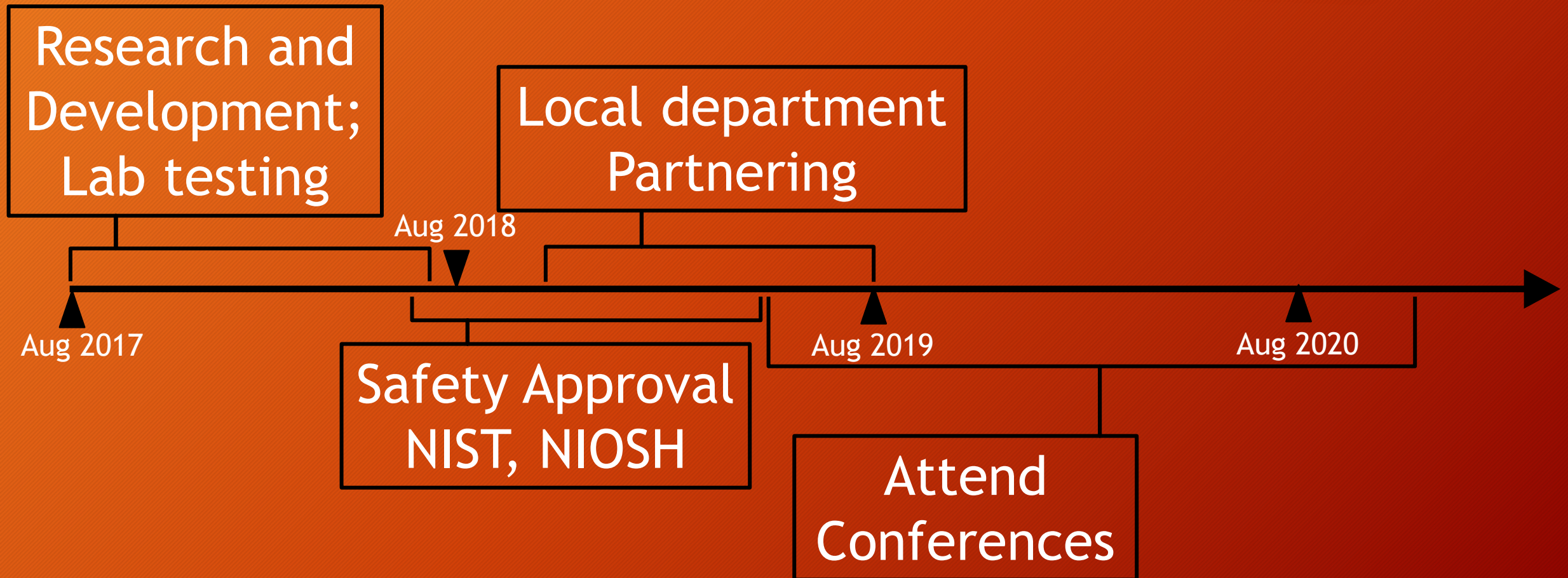
- NFPA figures, as of 2015:
 - 29,727 departments
 - 58,750 stations
- In Northern VA:
 - Fairfax - 40 stations
 - Arlington - 10 stations
 - Loudoun - 25 stations



Business Model

- Get: Trade Shows
In-person Demos
Word-of-mouth community
- Keep: Replacement of broken/lost units
- Grow: Updated equipment
Future Products

“Go To Market”



Three-year Financials

- Acquisition Costs:

- Conferences - \$800-\$1200 for floor space,
\$500-\$1000 travel expenses

- NIOSH approval - \$850 per year

- Pilot departments - \$2500 per station

- Lifetime value:

- Asset Sale - \$250 per unit

- 10 per station; \$2500 per station

- At 20 stations per county - \$50,000 potential per county

Roadmap for the next year



- After R + D, find a pilot station
 - Dense Suburban county
 - We provide free equipment for testing
- Test for NIOSH standards, approval
- Approval process will take up the 1st year