



RYSE Investment Presentation

Back the Future of Smart Living

All figures in \$USD

**Disclaimer: this presentation contains management opinion about future events.*



[Invest.helloryse.com](https://invest.helloryse.com)

THE PRESENTATION MAY CONTAIN FORWARD-LOOKING STATEMENTS AND INFORMATION RELATING TO, AMONG OTHER THINGS, THE COMPANY, ITS BUSINESS PLAN AND STRATEGY, AND ITS INDUSTRY.

THESE FORWARD-LOOKING STATEMENTS ARE BASED ON THE BELIEFS OF, ASSUMPTIONS MADE BY, AND INFORMATION CURRENTLY AVAILABLE TO THE COMPANY'S MANAGEMENT. WHEN USED IN THE OFFERING MATERIALS, THE WORDS "ESTIMATE," "PROJECT," "BELIEVE," "ANTICIPATE," "INTEND," "EXPECT" AND SIMILAR EXPRESSIONS ARE INTENDED TO IDENTIFY FORWARD-LOOKING STATEMENTS, WHICH CONSTITUTE FORWARD LOOKING STATEMENTS. THESE STATEMENTS REFLECT MANAGEMENT'S CURRENT VIEWS WITH RESPECT TO FUTURE EVENTS AND ARE SUBJECT TO RISKS AND UNCERTAINTIES THAT COULD CAUSE THE COMPANY'S ACTUAL RESULTS TO DIFFER MATERIALLY FROM THOSE CONTAINED IN THE FORWARD-LOOKING STATEMENTS. INVESTORS ARE CAUTIONED NOT TO PLACE UNDUE RELIANCE ON THESE FORWARD-LOOKING STATEMENTS, WHICH SPEAK ONLY AS OF THE DATE ON WHICH THEY ARE MADE. THE COMPANY DOES NOT UNDERTAKE ANY OBLIGATION TO REVISE OR UPDATE THESE FORWARD-LOOKING STATEMENTS TO REFLECT EVENTS OR CIRCUMSTANCES AFTER SUCH DATE OR TO REFLECT THE OCCURRENCE OF UNANTICIPATED EVENTS.

THE PROBLEM



Expensive

Motorized shades can cost up to an additional \$500+ per shade, making them out of reach for the mass market.



No Retrofits

It is impossible to motorize & automate your existing installed window shades.



Not DIY Friendly

Professional installation is required driving up the cost of the entire solution.



That's why **only 8% of window shades are motorized¹**, leaving a massive opportunity for RYSE to target the 92% of manual window shades.

Invest Now

OUR SOLUTIONS: RYSE SMARTSHADE

RYSE creates IoT smart devices that convert window coverings to automated ones.



RYSE SmartShade is installed on your window frame, and controls the beaded chains or looped cords to – like a motorized pulley.

Users can control their shades via on-device buttons, remote, or a mobile app where schedules can be set and integrations with Google Home, Amazon Alexa, or Apple HomeKit.

SmartShades covers **35% of US households²**, with beaded chains.

Invest Now

OUR SOLUTIONS: RYSE SMARTCURTAIN

RYSE creates IoT smart devices that convert window coverings to automated ones.



RYSE SmartCurtain hangs off your curtain rod or track, and can be installed in under 1 minute.

Hidden behind the curtain, SmartCurtain effortlessly glides to open and close your curtains.

Curtains are found in in over $1/5^{\text{th}}$ of US households³.

Invest Now

RYSE IS RIDING A MASSIVE TREND OF SMART HOME SUCCESS STORIES



GOOGLE ACQUIRED NEST FOR \$3.2 BILLION

Google acquired Nest, the makers of the Smart Thermostat, for \$3.2 billion, earning investors a 22X return on invested capital.



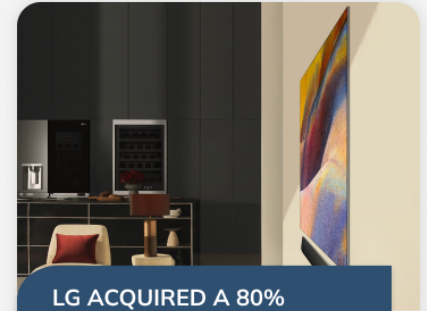
AMAZON ACQUIRED RING FOR \$1.2 BILLION

Remember Ring? They got rejected on Shark Tank, and ended up selling to Amazon for \$1.2 billion. Ring's founder then became a guest Shark on the show, with the last laugh!



GENERAC ACQUIRED ECOBEE FOR \$770 MILLION

Ecobee, a Toronto-based smart home device company, with products such as SmartThermostat and SmartCamera, gets acquired by Generac for \$770M.



LG ACQUIRED A 80% STAKE IN HOMEY

LG Electronics has acquired an 80% stake in Athom, known for its Homey smart platform, to strengthen LG's position in the smart home market

[Invest Now](#)

US SMART HOME FACTS & STATISTICS



Nearly 75% of all homes in the US currently have a smart speaker⁴



Consumers smart home spending expected to rise to \$170B by 2025⁵



As of 2024, the global thermostat market valuation is predicted to approach \$6.45 billion⁶



Smart lighting market is expected to grow at a CAGR of 22.1% from 2023 to 2030⁷



Smart blinds can help consumers save \$100 on a \$400 monthly bill⁸

THE STAGE IS SET FOR A NEW CATEGORY: SMART SHADES

SMART SHADES ARE A **TOP 5** SMART HOME PURCHASE TODAY.



Smart Shades and automated blinds provide a blend of convenience and security.



Smart shades can reduce heating & lighting **energy costs by up to 25%** through solar heat management and daylight harvesting⁹



And they add a layer of home **security** to operate remotely when you're not home

That's why the market is growing at **23% CAGR**¹⁰



MARKET OPPORTUNITY

92%

of window shades are manually controlled



RYSE IS THE ONLY COMPANY FOCUSED ON MOTORIZING THESE MANUAL SHADES

8%

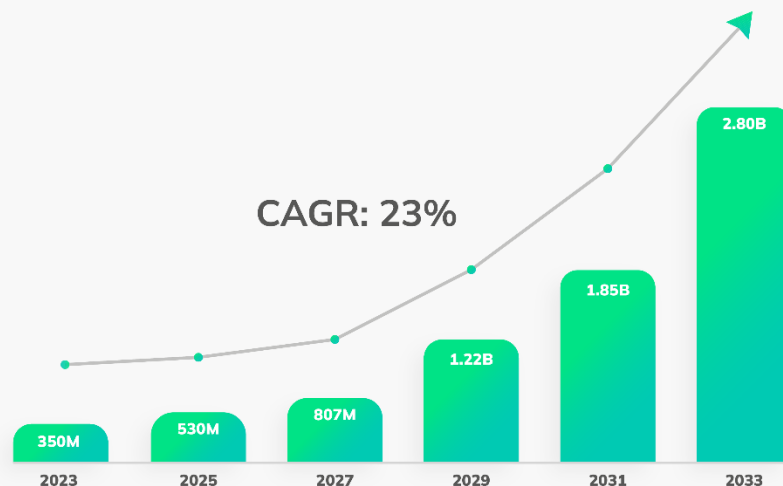
are motorized, with \$ billions generated by a handful of companies selling expensive solutions

somfy.

HunterDouglas

LUTRON®

SMARTSHADE GROWTH



Invest Now

TRACTION & MILESTONES



USD \$9+ Million in
Lifetime Revenue



60,000+
Units Sold



\$4 Million CAD
Cleantech Grant¹



10 Patents Issued
4 Pending in US



Deals with BestBuy,
Home Depot & Lowes



Play Video

Dragons Den Pitch
(Canadian Shark Tank)

(1) Federal grants funding for commercialization and pilot projects for new clean technologies. RYSE secured \$4 million CAD (approx. \$3.2 million USD), distributed over 3 years to enter the commercial “smart buildings” market. This funding is non-repayable and non-dilutive.

Invest Now

RETAIL DISTRIBUTION

Launched in over 100+ BestBuy stores in Q4 of 2023

Signed Deals with



And more

★★★★★ **Game changer!**

Reviewed by MJ - December 13, 2023

I absolutely love this thing! I was unsure about how much use it would get, but it's getting a lot. We placed it in the master bedroom which happens to be the bedroom that gets the most natural light in the morning. It's been such a treat to lay in bed and gradually let the sunshine in while staying cozy under the covers. Another time of day it gets a lot of use is the evening; there's been times I'm laying in bed reading or hanging out with my kids and the sun is setting. I like the blinds down whenever the sun is set and now I don't even have to get up to do that. I definitely recommend.

😊 Yes, I would recommend this to a friend.

[Helpful \(0\)](#) [Not helpful \(0\)](#) [Report](#)

Quality: Excellent

Value: Excellent

Ease of Use: Excellent



Invest Now

PARTNERSHIPS WITH RETAILERS & SMART PLATFORMS



Leading retailer of tools, construction products,
and home improvement solutions
Launching Q4 2024

LINEN CHEST

Canadian retailer for home accessories
with over 35 stores
Launched Q2 2024



Home improvement retailer offering tools,
appliances and smart home solutions
Launching Q3 2024



Enterprise smart home
automation company
Launching Q4 2024



Cloud-based services for home automation
and alarm monitoring services
Launching Q4 2024



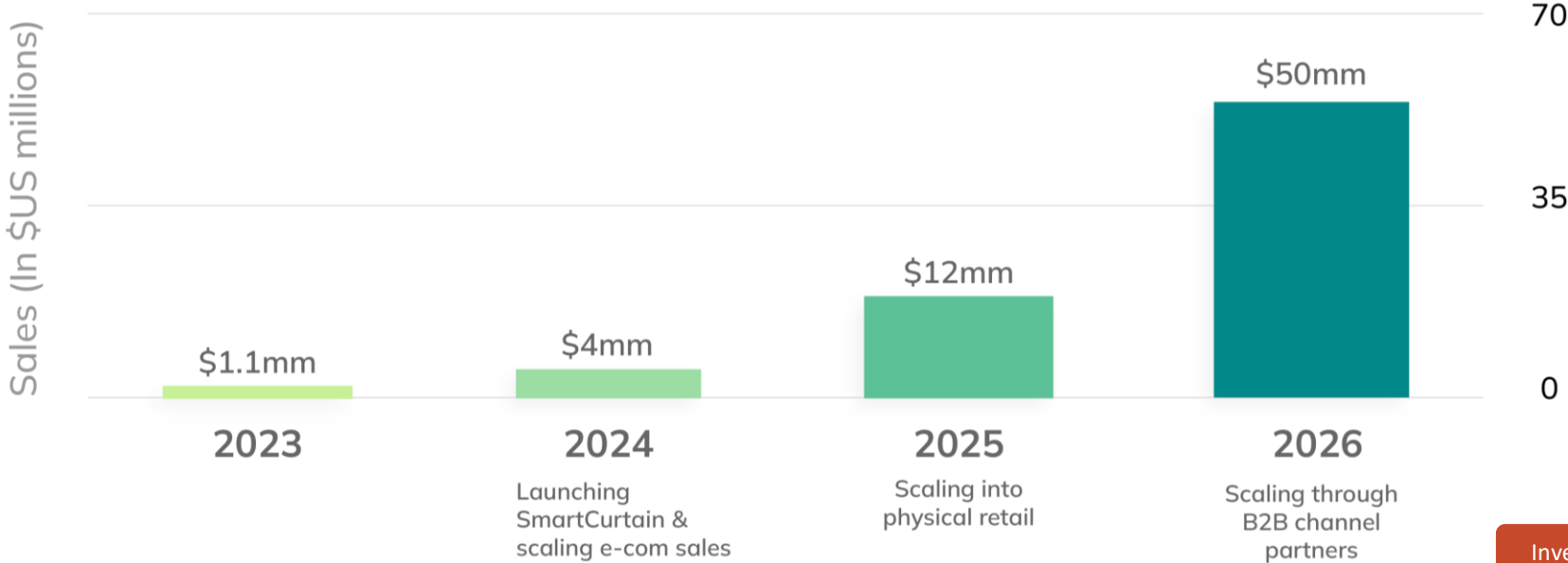
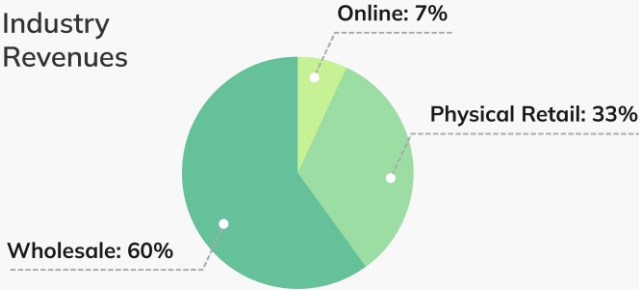
Simplified deployment and management of
Alexa devices for diverse properties
Launching Q4 2024

Invest Now

SALES PROJECTIONS & CHANNELS OF GROWTH

Historical sales have been primarily e-commerce, which means there's still significant room for growth!

Industry Revenues



[Invest Now](#)

POTENTIAL EXITS FOR RYSE

Companies with a strong history of acquisitions in the window covering or smart home space

The logo for Somfy, featuring the word "somfy" in a lowercase, sans-serif font. The "s" is orange, and the rest of the letters are black.

- Over \$1.5B in sales of shade motors annually
- Strong history of acquisition (i.e. Dooya, MyFox)

The logo for Legrand, featuring a stylized black square icon with a white 'L' shape inside, followed by the word "legrand" in a lowercase, sans-serif font. The "le" is black, and "grand" is red.

- Acquired Qmotion Shades (motors), and Netatmo (smart home)
- Building hardware vendor

The logo for HunterDouglas, featuring the word "HunterDouglas" in a bold, sans-serif font. The "H" and "D" are dark blue, and the rest of the letters are black. To the right is an orange and white circular icon with a stylized 'H' shape.

- Largest global window covering fabrication
- Growing by acquisition to become vertically integrated

The logo for LG, featuring a red circular icon with a white 'L' and 'G' inside, followed by the letters "LG" in a bold, black, sans-serif font.

- Acquired Homey smart home platform for \$61M
- Over \$61B in annual sales and a swift progression in building smart home solutions

The logo for Google, featuring the word "Google" in its multi-colored, sans-serif font.

- Acquired Nest Thermostat for \$3.2B
- Invested \$450M in ADT for 6.6% of company

The logo for Amazon, featuring the word "amazon" in a lowercase, sans-serif font. The "a" is black, and the rest of the letters are black. Below the word is a curved orange arrow pointing from the 'a' to the 'z'.

- Acquired Ring Doorbell for \$1.2B
- Acquired Eero for \$97M

OUR INVESTORS



"We like a founder with grit, hustle, and compassion for their team. We saw this in Trung when we first met. And over the years, he's proven it"

Elemental VC



"What we liked about RYSE is that it was a technology that was designed and built in such a way that it could easily integrate in many different places with little customization."

Louis Delloso, Cogito Capital



"The big opportunity with RYSE really drives down to the market opportunity. They really understand this space, and that's going to allow them to win and allow them to attract a really good suitor."

Jeffery Potvin, Supporter's Fund



"The RYSE team has impressed me greatly with its resourcefulness, its attention to detail, its efficient use of capital and above all its commitment to constant incremental improvement of product quality."

Trevor Bond, Former CEO of WP Carey



"When investing in startups we consider; the long-term growth potential, the strength of the founding team, and the mission of the company. RYSE ticked all the boxes and more."

Derek Luke, CEO InterAxon



"Simple and brilliant. You have a huge untapped market if you sell to Airbnb hosts (like myself) - we love things we can control remotely. "

Thomas Canty, CEO of Servercare, Inc

Invest Now

EXPERIENCED LEADERSHIP TEAM THAT DELIVERS

A dynamic team of 22 full-time members with a passion for creating “things”



Trung Pham
CEO

Entrepreneur

Founder of Nightlife
Passport, AXIS, RYSE



Marc Bishara
CTO

Kiwi Wearables,
ATS Automation

Machine vision, optical
systems design



Andre Munteanu
Head of Finance

Chartered Financial
Analyst

Raised \$45M+ in startup
capital



Charleston Cheng
Manufacturing
ManagerEntrepreneur

FOXCONN, NanoLeaf

QC, OEM, Procurement for
IBM, Dell, Apple, Motorola,
Cisco, Intel

[Invest Now](#)

BOARD OF ADVISORS

Strong advisory board in the motorized shades, hardware, consumer electronics space



Tom Murphy

- President, Wingts
- Former COO, Somfy N.A. largest manufacturer of tubular motors
- Former Director of Sale, Lutron



Tim Angus

- CEO, BRICKEYE
- Former CEO, MMB Networks
- Founder, MD of Bell Lap Ventures, M&A advisor and investor



Shawn Dougherty

- Co-founder, Mophie (exit \$100 million)
- Generated \$250 million in revenues
- 15 million units sold, 300+ employees, large partnerships



Invest Now

MEDIA AND REVIEWS



PhoneBuff



Watch PhoneBuff review our product to over 1.5M subscribers



Dragon's den



We locked in two offers from the popular TV show Dragons Den

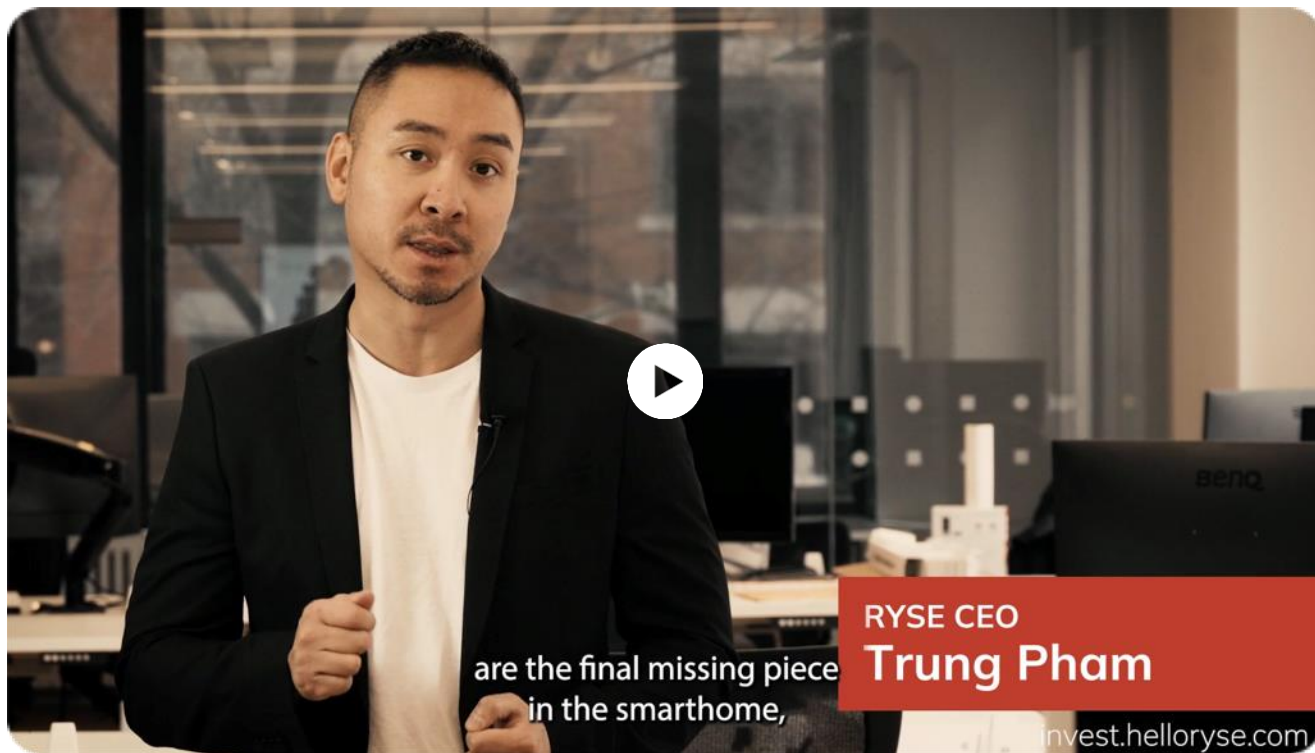


Tech Minute



Watch this Tech Minute on Global News

FOUNDER PITCH VIDEO



Invest Now



INVEST NOW

P: 1-855-770-1787

E: invest@helloryse.com

[Invest.helloryse.com](https://invest.helloryse.com)

