



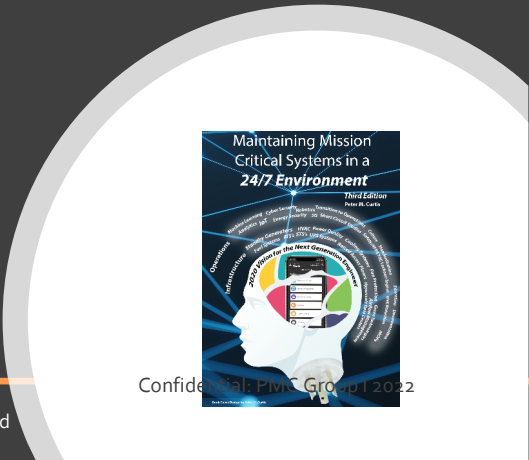
**PMC**  
**INSIGHT**

**SmartSOLUTIONS™**



# Discussion Points:

- 1. Introduction
- 2. What's Driving the Market
- 3. How We Add Value
- 4. SaaS Recurring Revenue & Customer Expansion
- 5. Moonshot Growth Opportunity
- 7. 1.5MM Round gets PMC Insight, Inc to 10MM in YR
- 8. Questions and Answers



# In the News

Covid 19 made corporate boundaries **invisible** and **difficult** to manage. This new macroeconomic transformation caused by the pandemic introduced **new challenges** for critical **infrastructure management**.



Fire at Samsung's backup data center at Gwacheon, South Korea. A fire broke out at Samsung's SmartHub Smart TV...



# POTENTIAL CAUSES OF LOAD INTERRUPTION OR DOWNTIME



## HUMAN ERROR

- Poor Training
- Distractions
- Fatigue
- Rushed Work
- Accident



## EQUIPMENT FAILURE

- Telecomms Failure
- Water Leakage
- Power Outage
- HVAC Failure
- Generator Failure



## NATURAL DISASTERS

- Earthquake
- Tornado
- Hurricane or Typhoon
- Snow/Ice Storm
- EMP



## CATASTROPHIC EVENTS

- Medical Emergency
- Fire
- Explosion
- Terrorist Threat
- Theft: Virtual or Physical Assets



Hartsfield  
Jackson, Atlanta

**Equipment failure** knocked out the power to the busiest airport of the world in December 2017.

The company suffered a loss of \$50 million



California

**PG&E implemented a 48-hour power shutoff** as a preventative measure to control the wildfires

California's economy suffered a \$2.5 billion blow



San Francisco, CA

**Data Center Backup Power Generators failed**

40,000 customers directly affected. Internet users worldwide couldn't access internet sites



Gulf Coast Florida / New Orleans

**Hurricanes: Iban, Charley, Francés, Katrina, etc.**

Millions of customers without power, water, food and shelter, government records lost due to flooding

Northeast, Midwest and Canada

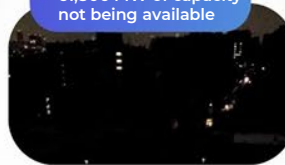
**Human decisions by various organizations, corporate & industry policy deficiencies, inadequate management**

50 Million People affected due to the 61,800 MW of capacity not being available



Dallas, TX  
**Tornado & Storms (10/21/2019)**

Disaster declaration in 16 counties. More than 140,000 with no power for several days



# The Market

## Data Centers and Commercial Buildings

Data centers in commercial buildings represent a \$100B market which is growing rapidly. These data centers store, maintain and protect trillions of files, applications, transactions and processes which have become critical to the function of every aspect of our lives.



2022 - IT Spending



2022 Data Center Spending



Current Needs Not Met



Not Ready for the Future



Data Centers Worldwide



# Commercial Buildings US

## In the News



### Loudoun Land: 'The Most Sought-After Asset'

The industry is expected to generate \$586 million in revenue for the county in 2022, creating \$11.50 in local tax revenue for every \$1 of services provided, according to the Loudoun County Department of Economic Development. "We are the number one market in the number one growth industry in the country," said Buddy Rizer, the Executive Director of Economic Development. "It's the most sought-after asset class in communities across the country.

SOURCE: Data Center Frontier

# The Challenge - Human error and Legacy Systems

**HUMAN ERROR ACCOUNTS FOR 65% OF SERVICE INTERRUPTIONS, THIS NUMBER WILL INCREASE WITH THE SILVER TSUNAMI**



## Hybrid Environments

The sustainability of remote ways of working continues to come into question.



## Loss of important information

A study found that employees in general, tend to lose 50% of the information in an hour, 70% in 24 hours and 90% in a week.



## Inconsistent & Antiquated Data Collection and Communication

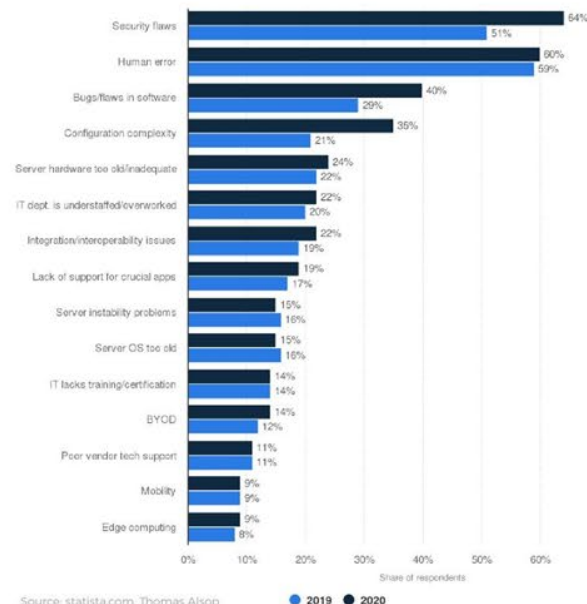
There are many interconnected systems with many moving parts all require a manager to physically monitor and manage all of these systems and components manually



## The Silver Tsunami

The industry is facing a wave of retirement unlike any other. Often referred to as the "Silver Tsunami," thousands of experienced workers are retiring daily. This unprecedented talent loss is draining the industry of its ability to train and retain the incoming workforce.

**What issues most negatively impact reliability & cause downtime for server hardware, server OS platforms in 2019 and 2022**



Source: statista.com, Thomas Alsop

● 2019 ● 2020



# Value – Benefits – Solution



## Mission Critical Advisory Services & Training

## Mission Critical Facilities Process Management Platform

## Performance Through Knowledge & Visualization

### We Help People Be Prepared

Digital handbook and support for sharing assessments and best practices to continue performance improvement

- Customized and Branded Learning Management System
- Comprehensive Industry Content Blended with Your Corporate Content
- Critical Awareness Concepts, Handbook, and Site Training
- Customized Technical Operational Programs
- Generic Library of Operational Procedures & MOPS
- Virtual Training Platform
- Information Sharing Network

### We Help People Be Aware

Mobile/Web Automated Facilities Process Management System with open API engine, along with digital documentation, assets, and knowledge transfer program

- SmartWALK - Rounds & Readings, Document Library, Logbook, Reporting, & Enterprise
- Custom Audit/Assessment Mobile Solutions
- CMMS Integration
- Assessments, Audits, Testing & Commissioning
- Transition-to-Operations
- Engineered Safety and Reliability

### We Help People Understand

Superior Enterprise Operational Performance - with access, visualization and analysis of assets, systems and processes on a global scale

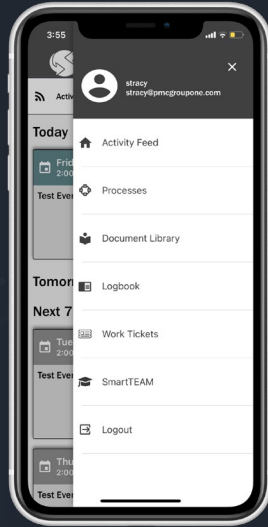
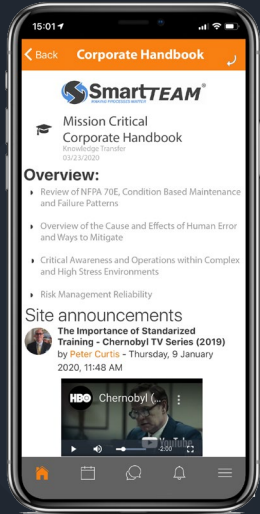
- Flexibility to integrate with IoT sensors, BMS, CMMS systems, in addition to other disparate data sources, Robotics, AI, and Machine Learning
- Achieves “urban telepresence”, significantly enhancing decision making cycles & human intuition to increase situational awareness
- Provides intelligence, monitoring, alerting and tracking of people, property and equipment
- Deployed on Cloud, On-prem, SDN or Hybrid

# SmartSOLUTIONS® 2022 Goal – Complete Product Integration

Fully Developed & Deployed to Fortune 100 Enterprise Global Customers



PMC Insight Focus  
Overlay Analytics, AI,  
IoT, SmartGEAR &  
Robotics



Knowledge Transfer



Operations



Visualization

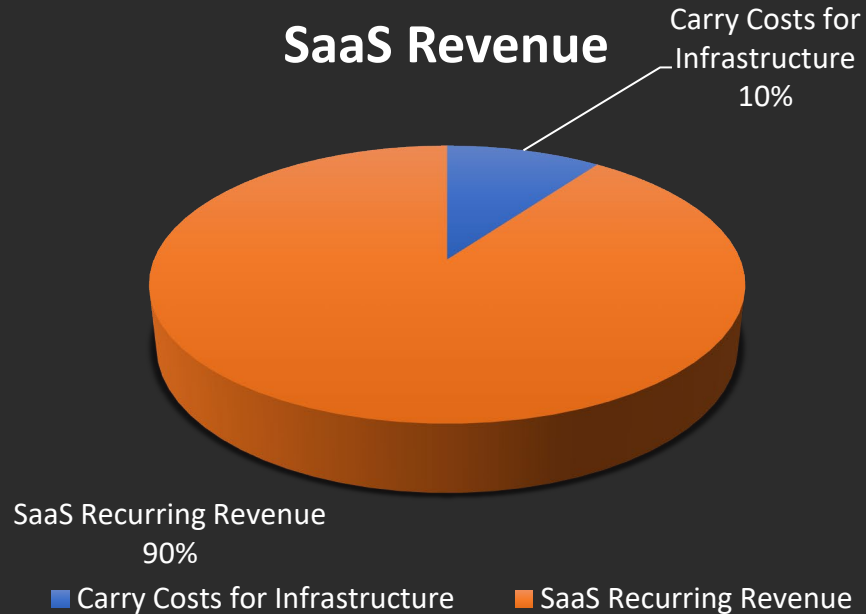


Hosted and Protected by



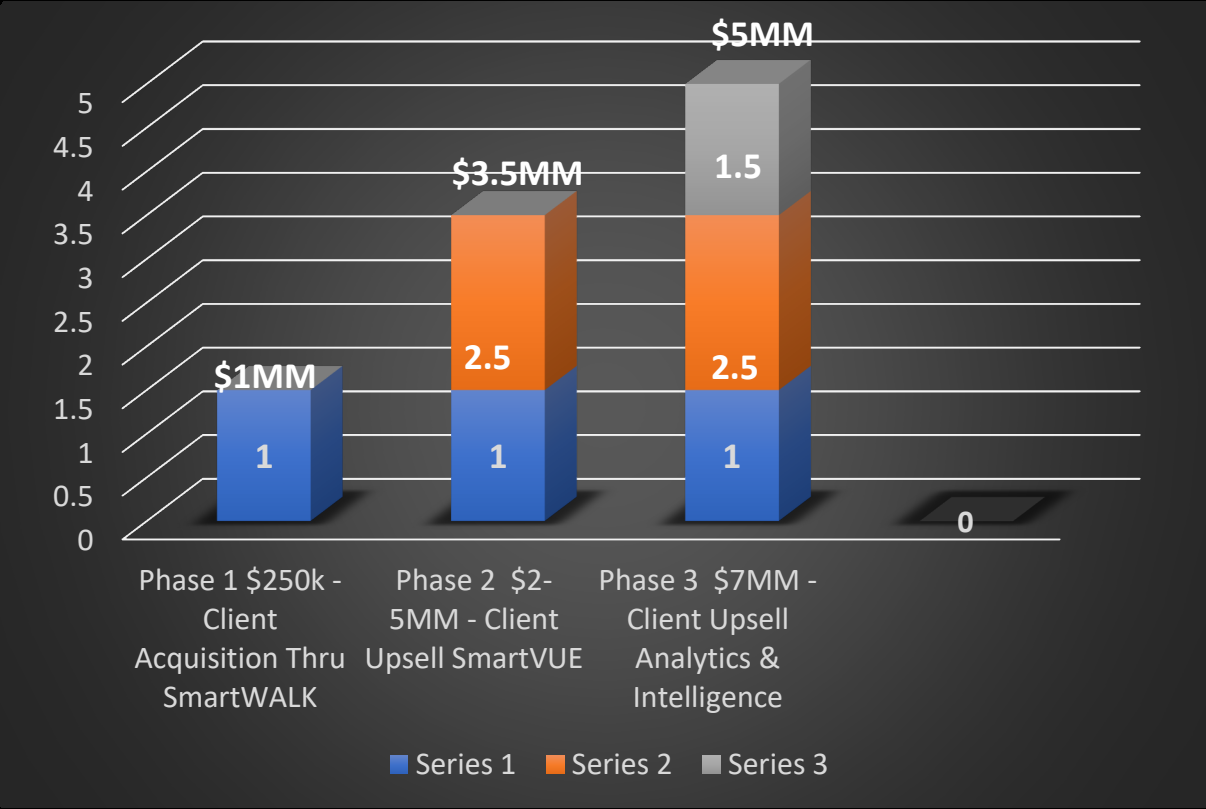


# SaaS Revenue Model



\* Currently working on improved architecture, which will lower infrastructure and implementation costs.

# Growth of PMC Insight Phased Client Growth Approach



# Market Traction – How We Get to \$1B in Recurring SaaS Revenue

## CLOSED DEALS

Association of Facilities Engineers

BlackRock

BNP Paribas

Mount Sinai Hospital

Northwell Hospital

JLL/Chase

NationalGrid

**TAM – Total Addressable Market > \$100B Market**

## PROOF OF CONCEPT PROJECTS

CBRE

CitiGroup

Cold Spring Harbor Laboratory

Colliers Property Management

Credit Suisse

Cushman and Wakefield

CyrusOne

Digital Realty Trust

Empire State Realty Trust

Evoque Data Center Solutions

HCA: Healthcare Association

JLL

New York Presbyterian Hospital

Newsday

Related Properties

Siemens

Travelers

US Healthcare Vertical

Wells Fargo



# Market Opportunity – Global Industry Reach



Information  
Technology



Energy



Chemical



Defense  
Industrial  
Base



Financial  
Services



Water and  
Wastewater  
Systems



Government  
Facilities



Nuclear  
Systems



Transportation



Dams



Communication



Emergency  
Services



Commercial  
Facilities



Critical  
Manufacturing

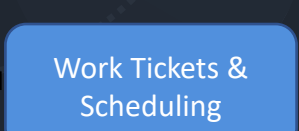
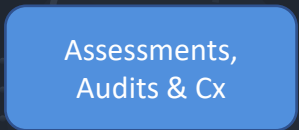
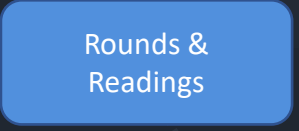
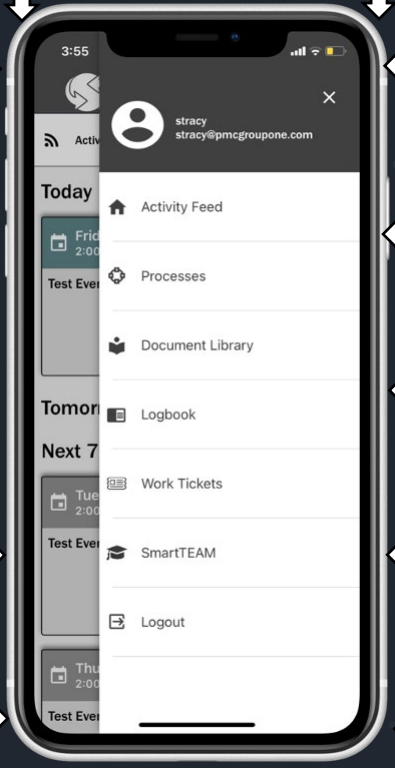
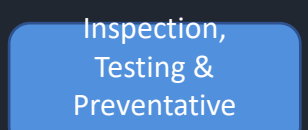
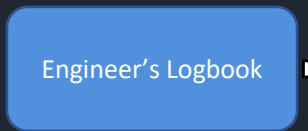
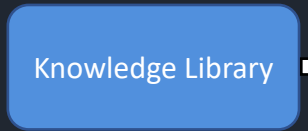


Healthcare



Food and  
Agriculture

We **educate** the next generation of mission critical professionals and provide the **technology** and **visual tools** necessary to reduce risk and create enterprise culture, standardization, and consistency for the industry.



# System Integration, Analytics, and Intelligence



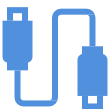
Supply Chain  
Tracking



Weather



SkySpark, MCIM,  
Corrigo & Database



BMS & IoT  
Sensors



CMMS System &  
Inspections



Telepresence &  
Security



SmartSolutions™  
Database



Emergency  
Systems



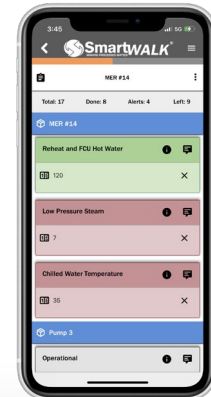
ESG KPI's



Energy  
Management

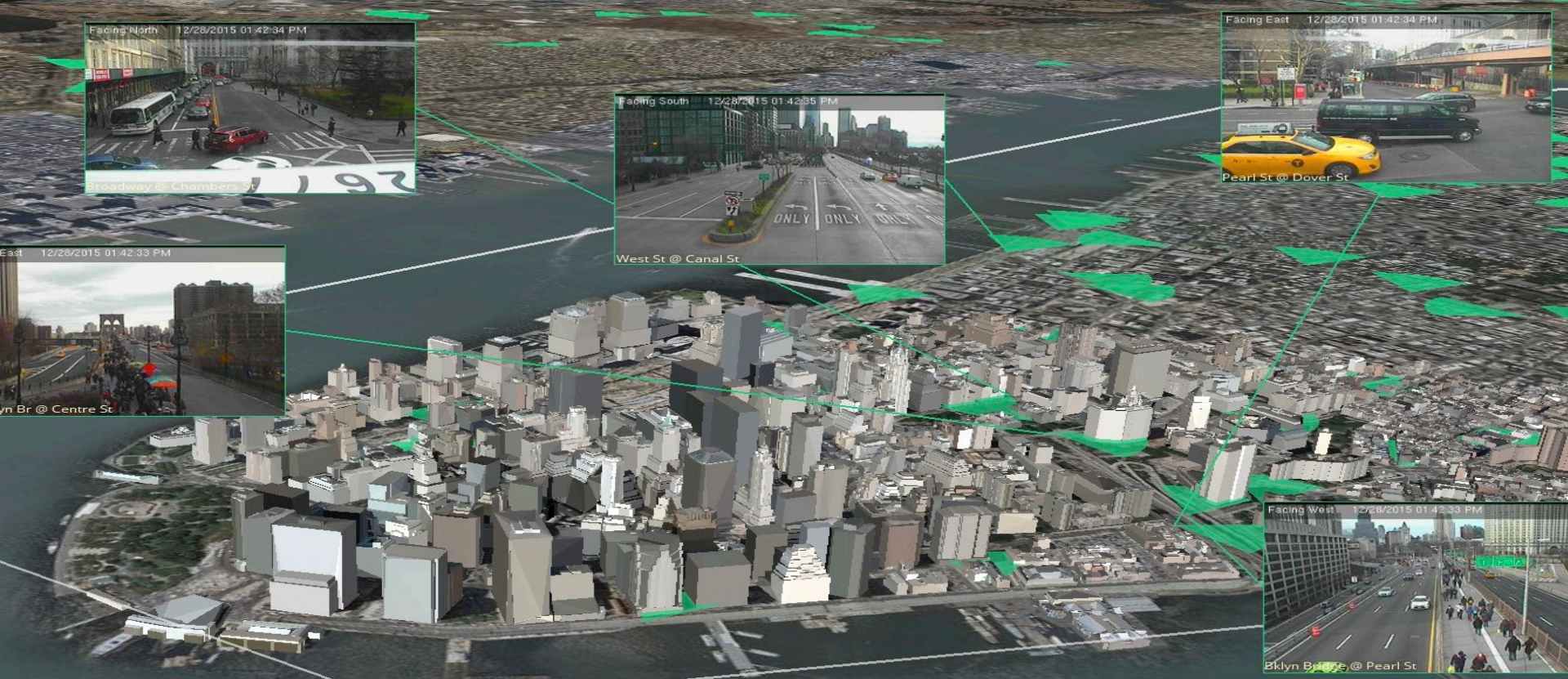


Augmented with Autani



SmartSOLUTIONS<sup>®</sup>  
Powered by 4DScape  
Single Pane of Glass

Health Index, Intelligence, KPIs



# Urban, Regional, First Responder & Infrastructure Telepresence

Confidential: PMC Insight, Inc. 2022



# Market Traction - Platinum Global Customer Reach







## Active Patent Information

### Published Patents

- Programmable Power Management Controller (US20130046415A1)
- System and Method for Processing (AU2003295530A1)
- Cloud Based Server (US10170018B2)
- Facility Walkthrough (US20180165565A1)
- Facility Operations Management (US20170024115A1)
- Facility Operations Management (CA2942668A1)

# Financials

## Revenue Model

- Software as a service (SaaS) model
- Customized premium upgrade modules sold a-la-carte.
- Additional revenue sources: SmartWALK, SmartVUE, SmartTEAM, SmartTEAM™ COVID-19, Intelligence, Analytics
- In Development: Robotics, SmartGEAR™, IoT, and AI/ML, AR/VR

## Existing Customers & Near-Term Sales Pipeline

- SmartWALK® and SmartTEAM®: Northwell Health System, BlackRock Financial, BNP Paribas, Mount Sinai Hospital, JP Morgan Chase, AFE, Bank of NY Mellon, National Grid
- Sampling of Prospects: Empire State Realty Trust, Credit Suisse, Wells Fargo, Evoque Data Centers, CYRUS One, Citi Group, New York Presbyterian Hospital, Colliers Property Management,, Xerox, JLL, CBRE, US Healthcare Vertical

## Financial Forecast *(assumes full funding goal is received in 2022)*

\$ in millions	Since Inception	Y1	Y2	Y3	Y4	Y5
<b>Sites</b>	100	400	1700	4200	7950	12950
<b>Revenue</b>	\$2.0	\$10.0	\$31.6	\$72.6	\$127	\$198

# PMC Insight, Inc - The Ask

Funding Stage One: 1.5 MM gets us to 10MM Year One

**\$1,500,000  
ROUND**

**20%**

**300k**

- Marketing Campaign Global
- Conference Participation

**20%**

**300k**

- Expanding Global Client Support Technology Team
- Enhancing MS Azure Tools and Relationship to Scale Enterprise Customers

**30%**

**450k**

- Senior Management Leaders
- Additional Development Support
- Additional Implementation Support

**30%**

**450k**

- Next Phase of Product Development, Automation, Reporting
- Product Integration to Compete With Other Legacy Platforms
- User Interface with strategic partner platforms



# Team



**Peter M. Curtis**  
FOUNDER | CEO

Peter is a veteran mission-critical operations professional, author, and industry speaker with more than 30 years of experience in the mission-critical engineering industry. He is the author of "Maintaining Mission Critical Systems in a 24/7 Environment" and three other books and teaches at NYIT and Marist College. He founded PMC Group One in 1998.

[in linkedin.com/in/peter-curtis-ba66976/](https://www.linkedin.com/in/peter-curtis-ba66976/)



**Rey Parma**  
CTO

Rey has more than 25 years of experience leading technology design and development teams that impacted major organizations, including Citibank, Jetblue, JPMorgan Chase and Goldman Sachs. At PMC Group One, he led the application development of the Connecticut Clean Energy Fund Project and worked on the innovative MC Monitoring and MC Access products that have evolved into the SmartSOLUTIONS product suite. With a background in Computer Science, Electrical Engineering, Artificial Intelligence and Robotics, Rey is responsible for the delivery of exciting new features in the SmartSOLUTIONS product roadmap that include Industrial Internet Of Things, robotics, data analytics and AI.

[in https://www.linkedin.com/in/re-y-parma-1b95b92/](https://www.linkedin.com/in/re-y-parma-1b95b92/)



**Belinda-Leigh Hall**  
CHIEF OPERATIONS OFFICER

Belinda is an experienced, dynamic and innovative global business development executive with a proven track record of expanding companies into new and emerging markets, working in all major sectors. She works in a collaborative team-based environment, where she has succeeded in creating strategic partnerships and expanded existing relationships that enhanced revenue and strengthened the company's value.

[in https://www.linkedin.com/in/belinda-leigh-hall-53761812/](https://www.linkedin.com/in/belinda-leigh-hall-53761812/)



**Thomas Corona**  
CHIEF TECHNOLOGY INNOVATION OFFICER

Thomas brings more than 30 years of experience extensive experience in managing hard and soft facility services, engineering services, data center operations and infrastructure capital improvement projects. Thomas was responsible for the service delivery of facilities services, engineering operation, capital improvement and data center operations for approximately 15 million square feet of space; which included a team of 200 employees in a union environment and an operating plan of approximately \$250+MM.

# Team



**Kevin McCarthy**

**DIRECTOR OF ENGINEERING**

Kevin is an accomplished senior level leader with over 30 years of experience. Kevin's responsibilities include the specification, design, installation, and commissioning of mission critical electronic and electrical systems including generators, UPS equipment and associated switchgear and distribution systems. He has also prepared SOPs, MOPs and CxPs for several major clients' data centers. He provides client centric recommendations to improve reliability, technology solutions, maintainability and efficiency of facilities while ensuring overall client satisfaction.

[in https://www.linkedin.com/in/kevin-j-mccarthy-sr-3811151a/](https://www.linkedin.com/in/kevin-j-mccarthy-sr-3811151a/)



**Nicole Dunn**

**CUSTOMER SUPPORT LEAD**

Nicole works closely with sales to identify customer needs and opportunities for PMC technology to provide automation tools to reduce risk in a customer environment. She is able to parlay her engineering consulting background to provide unique insight into our SmartSOLUTIONS. She consults with the client, documenting their needs and coordinating with the development team to design to customer specifications.

[in https://www.linkedin.com/in/nicolejdunn/](https://www.linkedin.com/in/nicolejdunn/)



**Dan Sabino**

**Senior Mission Critical Engineer**

As Engineering Lead, Dan plays an instrumental role in integrating technology with the consulting engineering business and is involved with software testing and development based on real-world engineering applications. His technical wisdom has provided valuable input to PMC Group One to leverage SmartWALK® into electric and communication utilities, publishing, banking/finance, and public service entities.

[in https://www.linkedin.com/in/dan-sabino-9a241334/](https://www.linkedin.com/in/dan-sabino-9a241334/)



**Vicky Jones**

**SALES ENGAGEMENT LEAD**

With over two decades of manufacturing sales of data center and commercial building products, Vicky is highly effective with assisting business owners, architects and engineers to define customer business requirements, translating them into focused customer-centric designs and commissioning of Fortune 500 data centers throughout North America. Vicky takes a consultative approach with her customers, understanding their unique challenges and requirements to develop highly focused custom solutions.

[in https://www.linkedin.com/in/vickyjones1/](https://www.linkedin.com/in/vickyjones1/)

# Advisory Team



**Omais Tariq**  
STRATEGIC ADVISOR

Omais serves as Strategic Advisor to PMC Group One, as he has a track record of successfully growing startups to near billion-dollar companies, including Cart.com and Blinds.com.

[in https://www.linkedin.com/in/omair-t-922b1913/](https://www.linkedin.com/in/omair-t-922b1913/)



**Jerome Hehir**  
STRATEGIC FINANCIAL  
ADVISOR

Jerome is a CPA with over 25 years of experience with both large and small firms providing accounting, tax and consulting services. He is proactive with client needs. His strength is to help clients look forward and to plan and put in appropriate structure to help make important financial, tax and management decisions.

[in https://www.linkedin.com/in/jerome-hehir/](https://www.linkedin.com/in/jerome-hehir/)



**Paul Yetman, P.E.**  
STRATEGIC ADVISOR

**Jay Shapiro, P.E.**  
STRATEGIC ADVISOR

# Disclaimer

This presentation (the "Presentation") is provided to you for informational purposes only as a potential investor in PMC Insight, Inc. (the "Company") and does not constitute an offer to purchase securities in the Company. Any proposed investment in the Company would be subject to definitive subscription documents with the Company setting forth the materials terms and risks of any such investment. Prospective investors should consult their own legal counsel and financial, accounting, regulatory, and tax advisors to determine the consequences of any prospective investment in the Company.

The Presentation contains Confidential Information regarding the Company (the "Confidential Information"). By accepting the Presentation, the recipient agrees that it (i) will cause its directors, officers, employees, attorneys, accountants, financial advisors, and representatives who are assisting in the evaluation of the proposed investment to use the Presentation and such Confidential Information only to evaluate such investment, and for no other purpose, and (ii) will not disclose any such Confidential Information to any other party in any way or form whatsoever.

Neither the Presentation nor the confidential information herein is, in whole or any part, to be reproduced, disclosed to any other person, or used for any purpose other than in your capacity as a potential investor. The Presentation and the confidential information contained herein are proprietary, sensitive, and confidential. You must ensure their treatment as such by each person who assists you in your evaluation of an investment in the Company.

The Presentation may contain forward-looking statements. Forward-looking statements are statements that are not historical, including statements regarding operational and financial plans, the future performance of the Company, and other projections or predictions of the future. There are numerous risks and uncertainties that could cause actual results to differ materially from those set forward in the forward-looking statements.

While the information included herein is believed to be reliable, neither the Company nor any other party by delivery of the Presentation makes any representations or warranties, express or implied, as to the accuracy or completeness of such information. This Presentation does not purport to contain all of the information that may be required to evaluate an investment in the Company, and any other recipient hereof should conduct its own independent analysis of the Company and the data contained or referred to herein.

In furnishing the Presentation, the Company reserves the right to amend or replace the Presentation at any time but undertakes no obligation to update, correct, or supplement any information contained herein or to provide the recipient with access to any additional information.

All communications pertaining to the Presentation, requests for additional information, or inquiries relating to a possible investment in the Company should be directed to Peter Curtis.

An investment in the Company has not been approved or disapproved by the U.S. Securities and Exchange Commission ("SEC") or the securities regulatory authority of any state, nor has the SEC or any securities regulatory authority of any state passed upon the accuracy or adequacy of this Presentation. Any representation to the contrary is a criminal offense.



NEW YORK | HOUSTON | LONDON

Peter M. Curtis  
Founder | CEO

Direct: 516.583.0129;  
516.659.3703  
pcurtis@pmcgroupone.com

Confidential: PMC Insight, Inc. 2022