

**Linkz ai solutions inc**

Connected world

+91 999-544-1220

| [Jacob@linkzglobal.Com](mailto:Jacob@linkzglobal.Com) |

Brampton On L7A 4S6



# Confidentiality Agreement

This agreement is to acknowledge that the information provided by Mr. Sano Jacob Marattil & Varghese Thomas CEO of Linkzin this business plan is unique to this business and confidential; Therefore, anyone reading this plan agrees not to disclose any of the information contained here without the express written permission of Linkz. It is also acknowledged by the reader that unauthorized dissemination of the information furnished in this business plan, other than information that is in the public domain may cause serious harm or damage to Linkz and will be kept in the strictest confidence.

Upon request, this document is to be immediately returned to Linkz Signature \_\_\_\_\_

Name (typed or printed) \_\_\_\_\_

Date \_\_\_\_\_

This is the business plan for Linkz & linkzai solutions India pvt ltd. The presentation of this business plan does not imply an offering of securities.

# Presentation Highlights

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# Executive Summary

## Purpose of the Plan

The purpose of this plan is to provide potential investors, industry companies, and government agencies with the information necessary to evaluate the merits of the value proposition and growth strategy of Linkz ai solutions Inc. Additionally, it will serve as a guide for management by establishing goals against which performance can be measured.

## Introduction

Linkz is a startup company located in India and Canada simultaneously. We intend to develop connected devices & applications for smart cities, smart homes, smart business, hospitality, agriculture to make life easier. We have developed mobile/web applications that can integrate all IOT based or connected devices to give the customer artificial intelligence Automated experience. We are currently operating with products sourced from various OEMs and hardware which we sell across different locations.

At Linkz Ai solutions private limited, we provide interactive technology using artificial intelligence on the internet over things platform to connect and operate all your devices, home, cities. Linkz Ai Smart is an all-in-one APP to connect lighting, security, and more devices in your home. With its user-friendly interaction and simple controls, you can easily monitor and manage everything in your home. We partner with almost all big IoT Ecosystem, LINKZ extensive portfolio connected products, integrated with Tuya Smart and Google Home/ Alexa, providing you with endless ways to seamlessly automate your home.

A smartphone application is used to control and monitor home functions using wireless communication techniques. We explore the concept of smart home with the integration of IoT services and cloud computing, by embedding intelligence into sensors and actuators, networking of smart things using the corresponding technology, facilitating interactions with smart things using cloud computing for easy access in different locations, increasing computation power, storage space and improving data exchange efficiency.

The company founder has identified a number of critical approaches to strategic development and marketing efforts, assessed alternatives, and developed a series of executable, and cohesive but independent, categories of action to aid Linkz in its core, overarching goals. Many of these strategies will require an investment of time and human resources over several months to achieve their intended outcome. Projections are provided to create a framework for developing actual implementation, based on the business and marketing plan, and ultimately assessing the potential impact to the revenue streams in the plan.

# Features Features

We know that running IoT Ai+ML products for smart homes, cities, business , agriculture and hotels is a hard slog at the best of times. That's why we've designed our products to give you a tons of benefits without the expensive price tag benefits without the expensive price tag.



## connected solutions

Our mission is to make the world more connected . Our team is building an innovative connected application for all IoT or cloud based devices which allow API integration to deliver the user an automated experience using artificial intelligence and machine learning techniques .

We wish to connect almost all connected application's and devices available and coming up in market to create a one stop destination for the control, scheduling and automation of your day to do life .

The linkz can connect smart home, payment apps, banks ,social media , communication apps, weather ,environmental conditions ,local traffic, travel and your car & phone to provide a connected living experience

**Linkz.ai**

[WWW.LINKZ-AI.COM](http://WWW.LINKZ-AI.COM)





### Save time

Our devices are super simple, allowing careers to record a note in just a few seconds. Speed up your plans with our unique plan generation tool to zip through the handover process.

### Keep your data safe

Data electronic means no risk of flood or fire damage and losing all your valuable information. Forget about chunky filing cabinets – store all of your standard documents, such as fire, RIDDOR, data Protection, impact assessments, dress codes, and CQC notifications in one easy to access place. You can even add more security with our effective feature.

### Improve your oversight with Automated experience

Linkz gives you instant oversight into the health and performance of your smart homes, hotels etc. View daily logs, compliance, allocation, invoicing, and staff activity all from one simple dashboard on your phone or desktop. Our Groups feature also allows you to effortlessly monitor delivery across multiple sites, and Zones lets you organize your service-users into different areas within your facility.

### Simple compliance and audit trail

Our elegant Lot connected devices cover all of the activities of daily living (ADLs) and our initial assessment tool automatically generates plans for you.



# What We Want to Reflect

## Key investment highlights

- **Fair prices**

At Linkz our Prices will be fair to capture the market.

- **Ease**

Linkz gives ease of business.

- **Best-in-class**

Linkz becomes Best-in-class technology platform

- **Multi-billion dollar market opportunity**

Strong underlying trends driving the multi-billion dollar market opportunity

- **Proven business & technology**

Proven business & technology leadership team to execute growth plan

- **Full Transparency**

Fixed monthly payment amount with clear explanation to the subscriber

## LINKZ IN A NUTSHELL

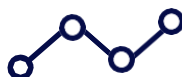
### OUR COMMITMENT



Quality Work



Varied Offerings and Services



Efficiency



Good Customer Relations



Affordable Rates

# Background

Linkz ai solutions inc, will at all times demonstrate his commitment to sustainability, both individually and as a firm, by actively participating in our communities and integrating sustainable business practices wherever possible. We will ensure that we hold ourselves accountable to the highest standards by meeting our client's needs precisely and completely.

We plan to position the business to become the leading brand cloud software for Smart homes, hotels, businesses in India and Canada within the first 3 years of operation.

That might look too tall a dream, but we are optimistic, and we have done our research and feasibility studies, and we are confident that India and Canada is the right place to launch our interactive technology using artificial intelligence on the internet over things platform Software.

Linkz will be owned and managed by Sano Jacob Marattil & Varghese Thomas. They are a certified SOC 2 – Trust (SOC 2 is designed specifically for interactive technology using artificial intelligence on the internet over things platform operations) and have over five years of experience working in a related industry.

## Market opportunity

Interactive technology using artificial intelligence on the internet over things platform is a big business in Canada and India and the market for software delivered as a service is expanding rapidly, both in B2B and B2C markets.

Interactive technology using artificial intelligence on internet over things platform is one of the India largest ICT markets, with the vast majority of enterprises realizing the value of investing in newer ICT segments to accelerate their productivity and growth.

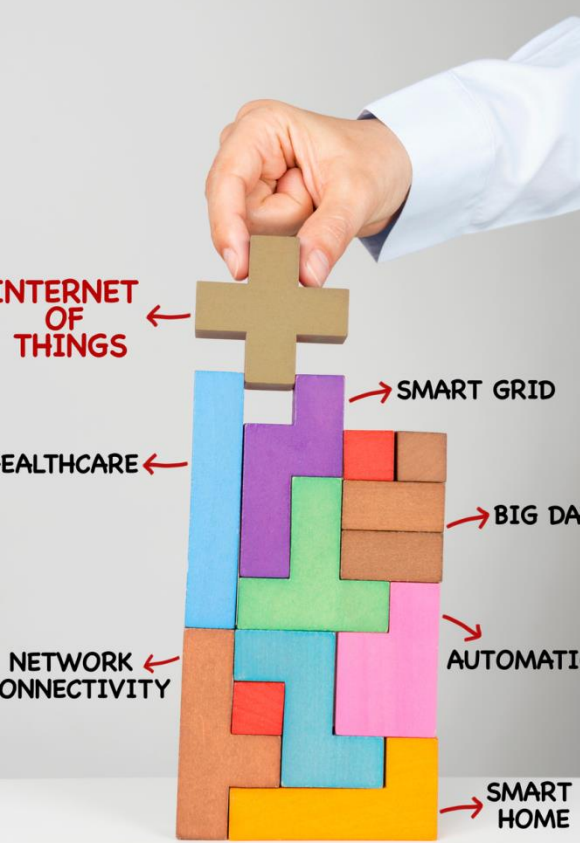
- \$240bn digital tech turnover in 2018
- About 100,000 software companies in market
- Second largest ICT markets in ranking of ICT spending per head (U.S. #1)
- London second most connected place for tech, right after Silicon Valley
- No. 1 top scaling tech nation in Europe
- No. 1 destination for U.S. ICT businesses in Europe (often serving as EMEA HQ)

**Source:** <https://www.trade.gov/market-intelligence/saas-market>



# Linkz ai solutions inc

## OBJECTIVES AND STRATEGIES



### COMPANY OBJECTIVES

#### SHORT TERM: (1-2 years)

- To launch in Aug 2022.
- Build a network of 100 clients in India and Canada initially, through existing relationships.

#### MEDIUM TERM: (2-3 years)

- To implement an acquisition campaign in Western Europe.
- To be the 'go-to' AI and Artificial Intelligence brand
- To constantly evolve and pioneer new services.

#### LONG TERM: (5 years)

- Diversify into America and South America, through specializing in IoT and AI services.

### VISION STATEMENT

Our vision is to be the number one AI and Artificial Intelligence in India, Canada and other locations respectively where we aim at operating. We want to capture a large percentage of the country landscape in just a few years of business operation.

### MISSION STATEMENT

IOT is growing to be in all sectors in the future, which is why we want to provide the highest level of service while individualizing every customer and maintaining integrity, fairness, and honesty with them. We see ourselves as a trusted company, which means that our clients can rely on us for the best IoT and AI services that offer solutions to help solve their most pressing problems.

**We Provide** world-class services to our clients and maintain the image as a company of excellence.

**We Revolutionize** the IoT and AI services industry by using new technology it will be "Big enough to be commercial, small enough to be local"

**We believe** to develop a relationship with our customers by providing superior quality

# Core Values

We will ensure that we recruit only the best hands that can help us achieve all that we are set to achieve. The picture of the kind of the Linkz business we intend to build and the business goals we want to achieve is what informed the amount we are ready to pay for the best hands available in and around Linkz as long as they are willing and ready to work with us to achieve our business goals and objectives.

At Linkz, we will uphold premium and distinct values such as:

- Effective Services
- Efficient Solutions
- Integrity
- Honesty
- Trust
- Quality
- Affordability
- Excellent client relationship



# Guiding Principles

The following are the principles that guide Linkz, not only collectively as a company but also as an individual associated with Linkz ai solutions Inc.

- We will be true to ourselves and our aspirations.
- We will plan for success and execute the plan.
- We will build enduring and meaningful relationships.
- We will communicate with clarity and professionalism.
- We will cultivate a winning culture.
- We will provide an affordable and sustainable living, serene, and fun-filled environment for developers.
- We will delight our customers by providing quality services through continuous innovation and creativity in line with the best global practices.

# MARKET TRENDS

- Revenue in the Software market is projected to reach £22,337m in 2021.
- The market's largest segment is Enterprise Software with a projected market volume of £8,840m in 2021.
- Revenue is expected to show an annual growth rate (CAGR 2021-2025) of 6.88%, resulting in a market volume of £29,148m by 2025.
- In global comparison, most revenue will be generated in the United States (£227,027m in 2021).

## GLOBAL MARKET TRENDS

Global AI in IoT market size to grow from USD 5.1 billion in 2019 to USD 16.2 billion by 2024, at a Compound Annual Growth Rate (CAGR) of 26.0% during the forecast period. The major factors expected to drive the market are the need to efficiently process huge volumes of real-time data being generated from IoT devices and reduce maintenance cost and downtime.

### Attractive Market Opportunities in the AI in IoT Market



# WHY CHOOSE US

- Create optimized schedules balancing production efficiency and delivery performance
- Managing all of your home devices from one place
- Flexibility for new devices and appliances
- Maximizing home security
- Maximize output on bottleneck resources to increase revenue
- Synchronize supply with demand to reduce inventories
- Provide-wide visibility to capacity
- Enable scenario data-driven decision making

## General Industry and Market Reports



AI industry in the Canada and India – IBISWorld Industry Report



Global AI subscription – Market Line Industry Profile



The 2016–2021 World Outlook for AI industry –  
<https://www.thebusinessresearchcompany.com/>



Global AI industry – Market Line Industry Report

# UNIQUE BENEFITS OF LINKZ AI SOLUTIONS INC

The most significant benefit of an Linkz is Easy automation for any lot devices .Linkz is the interoperable application software developed where you can sue any protocol device automated using the linkz application for providing a connected experience . LINKZ connects and works with your web apps, smart devices and life for connected living, so that you can focus on your most important work.

## LINKZ AI SOLUTIONS INC

### Key-Unique points



#### Simple selection

Customers can easily navigate different options based on what matters to them



#### Best deal

No negotiation stress or hidden costs with the best prices on cars, insurance and services



#### Light the way for your delivery

Build a smart home that responds to every cue —from locking your front door to welcoming the delivery person.



#### Seamless experience

Everything happens online with fast and easy booking as well as real-time tracking on the App



#### Full Transparency

Fixed monthly payment amount with clear explanation to the subscriber



#### Make your voice assistant more personal

Just say the word, and we'll help you stay in-sync across systems as you go through your day.



# Our Story

Linkz is a state-of-the-art interactive technology using artificial intelligence on internet over things platform that has a unique signature style of Business model INCLUDING B2C Customers and B2B Customers

At **Linkz** our client's best interest will always come first, and everything we do will be guided by our values and professional ethics.

## COMPANY OVERVIEW



### Legal Structure

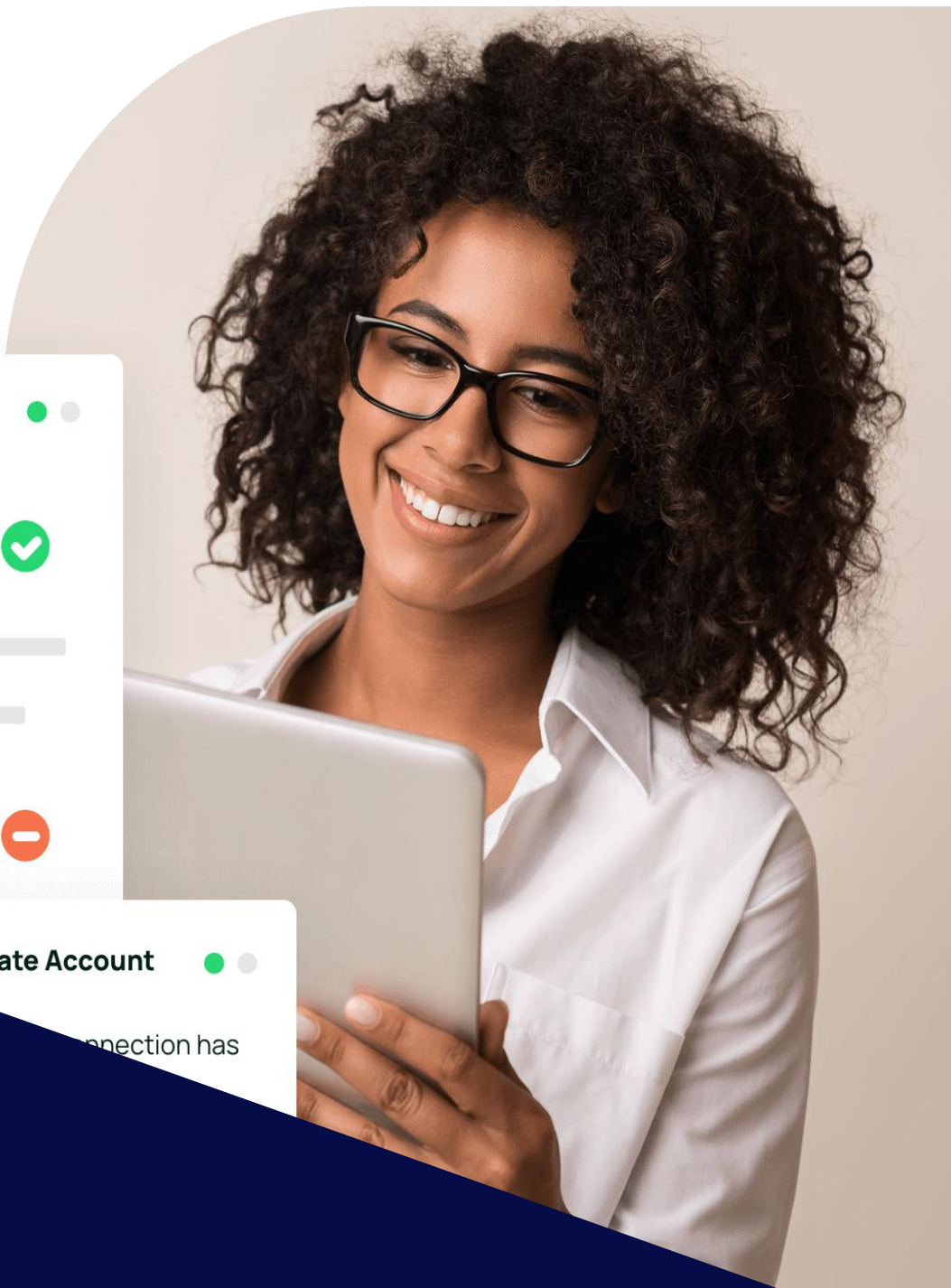
The legal structure of the company is Private Ltd in India and incorporated in Canada



### Company Ownership

Currently, the company is 100% owned by  
**In United States of America by Sano Jacob Marattil**

**Sano Jacob Marattil and Varghese Thomas in Canada**  
**India Owned By Sano Jacob Marattil & Meenu Babu**  
**Dubai : owned by Sano Jacob Marattil & Girish Kumar**



## Channel management



## Activate Account



Connection has

# Linkz ai solutions inc

Corporation number / Numéro de société

:1238951-7186 - 200 Veterans Drive Brampton ON

L7A 4S6

## Location and Premises

The company's current offices and contact information are:

**# Linkz ai solutions inc**

Corporation number / Numéro de société :1238951-7

186 - 200 Veterans Drive Brampton ON L7A 4S6

LINKZ ai Solutions Private limited |B4 , Dunes villa ,  
Cochin Special economic zone po Kakkanad Cochin  
India 682037

Linkz ai solutions pte ltd

Office no 30 ,Al Habtoor warehouse complex  
Al qusais, Dubai - UAE

Corporate offices open

9:00 am- 5:00 pm Monday to Friday

9:00 am to 1:00 pm Saturdays

Closed Sundays & public holidays

**WE ARE  
EXPANDING  
GLOBALLY**



# Other Staff

## OUR BUSINESS STRUCTURE

The success of any business is to a larger extent dependent on the business structure of the organization and the people who occupy the available role. Linkz is interactive technology using artificial intelligence on the internet over things platform to connect and operate all your devices, home, cities company that Makes their agonies fully digitalized To address this, the following initiatives will be undertaken to address this barrier. We will ensure that we hire competent hands to help us build the business of our dream. The fact that we want to become one of the leading brands in the industry makes it highly necessary for our organization to deliberately build a well-structured business from the onset. We will work hard to ensure that we only attract people with the right mindset to help us achieve our business goals and objectives in record time. Below is the business structure that we will build Linkz ai solutions inc;

	Year 1	Year 2	Year 3	Year 4	Year 5
<b>Team Members</b>	<b>Employees</b>	<b>Employees</b>	<b>Employees</b>	<b>Employees</b>	<b>Employees</b>
Chief Executive Officer (CEO)	1	1	1	1	1
Chief Operations Officer (COO)	1	1	1	1	1
Chief Financial Officer (CFO)	0	1	1	1	1
Chief Marketing Officer (CMO)	0	1	1	1	1
Sales & Business Development Director	1	1	1	1	1
Chief Technology Officer (CTO)	1	1	1	1	1
Senior Software Engineer (Mobile/Tablets)	0	1	1	1	1
Cloud / Database Engineering Team	0	1	3	3	3
Website Manager & Graphic UI Team	0	1	3	4	5
System and Network Administrator Team	0	1	3	3	4
Financial Staff	0	1	2	3	3
Marketing & PR Team	0	2	4	4	4
Office Manager	0	1	1	1	1
Office/Administrative Staff	0	0	1	1	1
Executive Assistant to Management Team	1	1	1	1	1
Annual Head Count	5	15	25	27	29
Revenue per Team Member	138,873	322,270	1,381,100	3,878,696	6,755,259

# Job Roles and Responsibilities

THE BRAINS BEHIND THE LINKZ AI SOLUTIONS INC

## CHIEF EXECUTIVE OFFICE:

- Increases management's effectiveness by recruiting, selecting, orienting, training, coaching, counseling, and disciplining managers; communicating values, strategies, and objectives; assigning accountabilities; planning, monitoring, and appraising job results
- Creating, communicating, and implementing the organization's vision, mission, and overall direction – i.e. leading the development and implementation of the overall organization's strategy.
- Responsible for fixing prices and signing business deals
- Responsible for providing direction for the business
- Responsible for signing checks and documents on behalf of the company
- Evaluates the success of the organization

## PROGRAMMERS AND SOFTWARE DEVELOPER

- Responsible for designing, installing, testing and maintenance of software systems for the organization
- Researching, designing, implementing and managing software programs
- Testing and evaluating new programs
- Identifying areas for modification in existing programs and subsequently developing these modifications
- Writing and implementing efficient code
- Determining operational practicality
- Developing quality assurance procedures
- Deploying software tools, processes and metrics
- Training users
- Working closely with other developers, UX designers, business and systems analysts



# Job Roles and Responsibilities

THE BRAINS BEHIND THE LINKZ AI SOLUTIONS INC

## INFORMATION TECHNOLOGIST

- Manages the organization website
- Handles ecommerce aspect of the business
- In charge of installing and maintenance of computer software and hardware for the organization
- Manages logistics and supply chain software, Web servers, e-commerce software and POS (point of sale) systems
- Manages the organization's CCTV
- Handles any other technological and IT related duties

## ADMIN AND HR MANAGER

- Responsible for overseeing the smooth running of HR and administrative tasks for the organization
- Design job descriptions with KPI to drive performance management for clients
- Regularly hold meetings with key stakeholders to review the effectiveness of HR Policies, Procedures, and Processes
- Maintains office supplies by checking stocks; placing and expediting orders; evaluating new products.
- Ensures operation of equipment by completing preventive maintenance requirements; calling for repairs.
- Defining job positions for recruitment and managing interviewing process
- Carrying out induction for new team members
- Responsible for training, evaluation, and assessment of employees
- Responsible for arranging travel, meetings, and appointments
- Oversee the smooth running of the daily office activities.

# Job Roles and Responsibilities

THE BRAINS BEHIND THE LINKZ AI SOLUTIONS INC

## MARKETING AND SALES EXECUTIVE

- Identify, prioritize, and reach out to new partners, and business opportunities et al
- Identifies development opportunities; follows up on development leads and contacts
- Writing winning proposal documents, negotiate fees and rates in line with company policy
- Responsible for handling business research, market surveys and feasibility studies for clients
- Responsible for supervising implementation, advocate for the customer's needs, and communicate with clients
- Develop, execute and evaluate new plans for expanding increase sales
- Document all customer contact and information
- Represent the company in strategic meetings
- Help increase sales and growth for the company

## ACCOUNTANT

- Responsible for preparing financial reports, budgets, and financial statements for the organization
- Prepare the income statement and balance sheet using the trial balance and ledgers
- Provides managements with financial analyses, development budgets, and accounting reports
- Responsible for financial forecasting and risks analysis.
- Performs cash management, general ledger accounting, and financial reporting for one or more properties.
- Responsible for developing and managing financial systems and policies
- Responsible for administering payrolls
- Ensuring compliance with taxation legislation
- Handles all financial transactions for the company
- Serves as an internal auditor for the company

# Company Principles

## DEVELOP OUR EMPLOYEES

At Linkz we strive to provide the tools and environment necessary to bring both personal and professional development to each of our employees. We view the growth and development of our employees not merely as a means for increasing profits, but as an end in itself.



## SERVE OUR CUSTOMERS

Our customers deserve the same level of quality, efficiency, value, and professionalism that we would want for ourselves. We believe our Company exists to sell services that serve a meaningful need for the customer and environment. If we don't believe each of these criteria is met, we won't sell it.

# Our Products and Service Solutions

We do not want to leave any stone unturned when it comes to producing the best product for Connected devices and services. So Our competent specialist staff is at your disposal for all services.

Linkz is a interactive technology using artificial intelligence on internet over thingsplatform to connect and operate all your devices, home, cities that Makes them fully digitalized.

We are prepared to make profits from the industry and we will do all that is permitted by the law in the India and Canada to achieve our business goals, aim, and ambition. Our other business offerings to SMART CITY | SMART HOME | SMART HOTEL| SMART FARMS | SMART BUSINESS solutions are listed below;



**Tuya Beacon Smart Solution for Lights**  
Brightness adjustment | Tunable color temperature | Colored light | On/Off timer



**1080P Low-Power Floodlight Solutions**  
Realtime Video | 100% wireless | Low power consumption and long battery life



**Bluetooth Mesh Smart Solution For Downlight**  
Brightness adjustment | Tunable color temperature | Colored light | On/Off timer



**Smart Floor Lamp Solutions**  
Local microphone-music sync | IR remote control | Custom keys



**Smart Solutions for Street Lights**  
Remote Management | Energy Statistics | Fault Alarm | Timing Switch



**1080P Low-Power Doorbell Solutions**  
Realtime Video | 100% wireless | Low power consumption and long battery life



#### smart watch solution

Exercise Record | Notification | Photograph |  
Smart Control | Voice control |



#### Bluetooth Smart Padlock Solutions

Low-cost integration | Multi-user access |  
Unlocking records | Smart anti-loss



#### Smart Dehumidifier Solutions

Custom Control Panels|3Colors indicates  
Different Humidity Level|Smart Reminders



#### Ultra-Low Power Keep-Alive Wi-Fi

Keep-alive | Ultra-low power | Wi-Fi and  
Bluetooth integrated | quick integration



#### Bluetooth Door Lock Accessory Solution

Wireless control | Multiple access | visitor  
management | Intelligent anti-lost



#### Smart Star Projector Solutions

Dance to music | Laser adjustment | Motor  
adjustment | Scene switching



#### Smart Solutions for Bay Lights

Brightness Adjustment | Timing Switch |  
Group Control | Scene Mode



#### Smart Wi-Fi+Bluetooth LE Dream Color String Lights Solutions

Dance to music | Scene customization |  
Custom keys



#### Smart Water Meter Solution

Metering, Remote control, Prepayment, Alarm



#### 3MP Gateway Embedded Bullet Camera Solution

3MP Image | Sub-G Access | Security Arming  
| Dual Light Vie | Human Detection



#### Smart Bluetooth Mesh Solar Motion Sensor Light Solutions

Solar/Induction/Battery powered/Low power  
consumption



#### Tuya breast pump intelligent solution

Mode switch|Gear adjustment|Memory  
function|Power monitoring|Milk volume statist





#### Smart Nightlight Solutions

Motion detection | Brightness detection |  
Adjustable sensing delay



#### Smart Wi-Fi Pro Residential Video Lock Solutions

Real-time video capture | Quick development  
| Low-cost hardware | Video Cloud Storage



#### BLE Smart Rope Skipping

Three Modes, Calories Burned, Exercise  
Record, Leaderboard, Share to Facebook



#### Smart Lighting Drivers Solutions

IR remote control | Segmented light  
adjustment | Nightlight



#### Smart Microwave Sensing Garage Light Solutions

Motion detection | Brightness detection |  
Adjustable sensing delay | Security at



#### Smart String Lights Solutions

Timer | Music rhythm | Classic eight functions



#### Smart Electric Oven Solutions

Remote control, scheduling, texture setting,  
and cloud recipe.



#### Smart Electric Kettle Solutions

Remote monitoring | Smart scheduling |  
Personalized temperature adjustment



#### BLE Nutrition Scale

Low power | RNI recommend | Multiple food |  
Diet records



#### Smart Towel Warmer Solutions

Towel drying and sterilization | Bathroom  
heating | Remote control



#### Smart Air Purifier Solutions

Real-time control | Air quality  
monitoring | Timing | Notifications | Voice control



#### Smart Diffuser Solutions

Real-time control | Colorful night light |  
Appointment timing | Message push



#### Smart Nightlight Solutions

Motion detection | Brightness detection |  
Adjustable sensing delay



#### Smart Wi-Fi Pro Residential Video Lock Solutions

Real-time video capture | Quick development  
| Low-cost hardware | Video Cloud Storage



#### BLE Smart Rope Skipping

Three Modes, Calories Burned, Exercise  
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#### Smart String Lights Solutions

Timer | Music rhythm | Classic eight functions



#### Smart Towel Warmer Solutions

Towel drying and sterilization | Bathroom  
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Real-time control(Air quality  
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Remote control, scheduling, texture setting,  
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Remote monitoring | Smart scheduling |  
Personalized temperature adjustment



#### BLE Nutrition Scale

Low power | RNI recommend | Multiple food |  
Diet records

temperature | Colored light | On/Off timer



### Smart Floor Lamp Solutions

Local microphone-music sync | IR remote control | Custom keys



### Smart Solutions for Street Lights

Remote Management | Energy Statistics | Fault Alarm | Timing Switch



### 1080P Low-Power Doorbell Solutions

Realtime Video | 100% wireless | Low power consumption and long battery life



### Smart Watch Solution

Exercise Record | Notification | Photograph | Smart Control | Voice control



### Bluetooth Smart Padlock Solutions

Low-cost integration | Multi-user access | Unlocking records | Smart anti-loss



### Smart Dehumidifier Solutions

Custom Control Panels | 3 Colors indicates Different Humidity Level | Smart Reminders



### 3MP Gateway Embedded Bullet Camera Solution

3MP Image | Sub-G Access | Security Arming | Dual Light View | Human Detection



### Smart Bluetooth Mesh Solar Motion Sensor Light Solutions

Solar/Induction/Battery powered/Low power consumption



### Tuya Breast Pump Intelligent Solution

Mode switch | Gear adjustment | Memory function | Power monitoring | Milk volume statistic



### Ultra-Low Power Keep-Alive Wi-Fi

Keep-alive | Ultra-low power | Wi-Fi and Bluetooth integrated | Quick integration



### Bluetooth Door Lock Accessory Solution

Wireless control | Multiple access | Visitor management | Intelligent anti-lost



### Smart Star Projector Solutions

Dance to music | Laser adjustment | Motor adjustment | Scene switching

# GROWTH OPPORTUNITIES

We believe that there are a number of growth opportunities available to Linkz from our initial market penetration into the interactive technology using artificial intelligence on the internet over things platform to connect and operate all your devices, home, cities market.

## **New Products**

The early focus of our monitoring services centers on sales through the five channels that were previously listed in the plan. Each of these sales channels will accommodate various demographic groups that desire to monitor for internet over things platform to connect and operate all your devices, home, cities., protection and safety reasons, however, this technology is scalable to be custom-tailored to a number of new product offerings.

## **Global Expansion**

The current plan is to focus on Canada, India , UAE, and African market penetration; however, this application is easily transferrable and thus capable of being sold to customers all over the world. Linkz ai solutions inc intends to move ahead with the markets in the USA and key Asian Tiger countries immediately upon secondary funding through a combined plan of licensing and strategic alliances and possibly corporate expansion.

The Company will establish either proprietary or partnership monitoring centers in key world markets, centralizing based on languages spoken. Regional monitoring centers will be set up in markets such as South American, the EU, and the Asian Tiger countries.

# BARRIERS TO ENTRY

## Market Access

Entering markets and gaining access to entrenched alarm dealers, internet service providers, monitoring companies, and retail affiliate locations in addition to end-user consumer acceptance and brand recognition represent the largest barriers to entry into this market. To address this, the following initiatives will be undertaken to address this barrier.

- Form strategic partnerships, alliances, and licensing arrangements with key and major industrial companies that have the ability to quickly take the Linkz technology to the mass market
- Reach out and establish relationships with key decision-makers in industry affiliations to become a provider of choice to these institutions.
- Provide free samples for customer testing.
- Allow subscribers to select a temporary free, no-obligation, version of the software and monitoring to determine goodness of fit.
- Participate in industry trade shows
- Social Media and online communities, organizations, and groups
- Direct sales and marketing to major decision-makers our chosen sales channels
- Press Releases – Blogs – online advertising
- Strategic alliances with existing large-scale interactive technologies using artificial intelligence on the internet over things business service providers

## Government Regulation

Governmental regulation changes that could change reimbursement policies for these products will be closely monitored to determine if a risk/opportunity arises in the treatment of this service.

## Technology

Advances in technology will need to be continually monitored to ensure system stability and performance. We will work with our technical experts to stay informed of new updates to the various types of software used to develop the applications and ensure that testing is ongoing in order to keep the product working properly. This also includes all web browsers since that is what the customer uses to log in to the software. There will always be updates required that may include enhancements to the software and/or updates to the software when changes occur that will affect the use of the product. The other area that will be monitored is the type of hosting required as the customer subscriptions and use increase. Dedicated servers will eventually be required to continue the best service for the customers.



# TARGET MARKET

The Company's target market is broad enough that Linkz enjoys significant market opportunities as the market grows at a rate of ten percent in this region every year. The company's marketing is specifically geared towards we have created strategies that will enable us to reach out to various corporate organizations and individuals whom we know will need our products and services. We have conducted our market research and survey and we will ensure that our Linkz attracts the kind of clients we would love to work with.

we are aware that the nature of our business is geared towards serving B2B clients. Hence Linkz will initially serve small to medium-sized businesses, from new ventures to well-established businesses and individual clients, but that does not in any way stop us from competing with the leading interactive technologies using artificial intelligence on the internet over things business in Canada and India.

**Linkz will develop Connected software apps for the following clients;**

- Financial services providers
- Agencies
- Hotels
- Smart Homes
- Insurance companies
- Businesses in the health sector
- Schools
- Supply chain businesses Other related businesses may need

interactive technologies using artificial intelligence on the internet over things to make them smart.



# Objectives

**Our Strategic Plan goals are outlined below:**

- To become a Canada and India industry leader with our target sales channels and customer base will create brand awareness as the game-changer technology.
- To launch phases and II of the product technology.
- To establish strategic partnerships within each of the sales channels listed including at least two key resale partners in either drug store retail sale in our target markets.
- Create market penetration by acquiring approximately 500 subscribers through all sales channels within the first 12 months
- Operate a business model that can generate sustained profitability before the end of the first year

## Company Focus and Goals

- To reach the goals & objectives outlined by the management team, our company is dependent upon our ability to:
- Establish a solid and robust sale channel – which will allow quick market traction on a large scale
- Anticipate our customer needs – the creation of a comprehensive, accurate, and up to date and cost-efficient data set that provides the Company the ability to deliver unparalleled value and service through game-changing applications and hardware devices using interactive technologies using artificial intelligence on the internet over things business
- Develop application solutions - that allow our service to be delivered to the customer in a variety of methods focusing on user-friendliness and convenience. The development will be an ongoing process designed to continue to produce the latest technological advancements and to integrate feature sets within every business sector.
- Identify who our end-user customers are – use our existing relationships and insider industry knowledge to identify the customers who have a need for our services & delivery methods to satisfy the end-user. Maximize use of strategic marketing alliance and white label and licensing opportunities within the alarm systems, using interactive technologies using artificial intelligence on the internet over things business

## Industry Key Success Factors

**IBISWorld identifies 250 Key Success Factors for a business. The most important for this industry are:**

- interactive technologies using artificial intelligence on the internet over things business services of premium products
- Ability to attract local support
- Automation reducing costs, particularly labor
- Ability to secure sales contracts with local markets -

# Marketing Strategy

**Linkz** will utilize a variety of marketing methods that collectively make up the company's marketing strategy. At Linkz ai solutions inc, an effective marketing program is essential to the prosperity of the business. and a large-scale initial campaign followed by selective ongoing and continuous advertising is the key to sustaining business and generating new growth. At Linkz benefits from some level of national brand equity, and from certain national or regional marketing and advertising efforts. However, many interactive technologies using artificial intelligence on the internet over things business will be required to perform marketing and sales activities within local markets of operation. For that purpose, Linkz will use this manual to communicate ways to build an effective marketing and sales plan.

## Web Plan Summary

**Linkz has a website** The company understands the increasing importance of online marketing. The management team will continually strive to have a competitive edge by maintaining a significant presence and plans for sophisticated exposure online. It is important that those interested in finding their services will do so online first and easily. Linkz will apply the necessary resources to be an industry leader in the utilization of the internet's potential.

[www.http://linkzglobal.com](http://linkzglobal.com) <http://www.linkz-ai.com/>

**Linkz** recognizes that there are at least four aspects of the company's success relevant to its involvement in the internet:

- A sophisticated website that allows accessibility and free flow of information to any constituent within its alliance of clients,
- A program of search engine optimization (SEO) to assure that penetration of the marketplace is vast and consistent,
- The facilitation of the company's website for its services
- Utilizing the website to facilitate business.

## Strategic Alliances

**Linkz** is constantly working to build a network of key individuals and companies that work as alliances to accomplish their major strategies. Linkz is also committed to networking with any and all individuals that may have a favorable impact on the business. A great strength of this company is its vast network of professional alliances that stand ready, willing, and able to facilitate the growth of this company as soon as it begins to take off. Linkz will be most concerned with developing concrete alliances that ensure the funding the company needs to grow, as well as developing support systems for the businesses that facilitate their success. Our basic Price per Sale will be \$200 monthly

## Branding & Corporate Literature

The majority of the positioning and branding strategies as well as the creative aspects of the brands, logos, slogans, company fonts, color scheme, etc. will be the responsibility of The founder of the Corporate office. The founder will be responsible to assure that all personnel uses the designated logo and brand uniformly. The advice of a web designer and graphic artist will be blended to create the best possible presentation at all levels and in all venues.

## Positioning Statement

**Linkz** takes the position that its primary role in the marketplace is being a provider of interactive technology using artificial intelligence on the internet over things business. This is how Linkz ai solutions inc® will distinguish itself in the marketplace. Linkz wants the company's target customers to think about us whenever they think about the best place for a lot of connected devices. Linkz wants them to choose us when it is time to because they associate the company with quality.

## Pricing Strategy

**Linkz** seeks a balance between the quality of the offering, price, and the value that may be derived from the competition. Linkz believes they offer the best balance of these aspects in the minds of the company's target customers. Linkz makes it easy for the people interested in Connected devices to make a smart decision because the company's offering is so unique. In other words, the company's pricing strategy is linked to the company's value proposition, and the company's sales and marketing strategies.

# Sources of Income

**Linkz** is established with the aim of maximizing profits in interactive technology using artificial intelligence on internet over things platform to connect and operate all your devices, home, cities. software service industry and we are going to go all the way to ensure that we do all it takes to attract our target market. Linkz will generate income by offering the following services and products;

## Revenue model Pay as you go



### Monthly subscription fee →

The monthly subscription fee depends on the selected category from the upside of recurring revenue to higher growth rate and customer lifetime value (CLV), the benefits are unbeatable.

### Upsells →

“Upsell” is the generic term for anything that improves both customer value and expenditure. Upselling is at the heart of successful interactive technology using artificial intelligence on the internet over things business sales

### More Storage, Speed, or Data →

this could be a great way to provide your users with the right level of service at an appropriate cost.



## Marketing Strategy and Sales Strategy

Our sales and marketing team will be recruited based on their vast experience in the interactive technology using artificial intelligence on the internet over things business industry and they will be trained on a regular basis so as to be well equipped to meet their targets and the overall goal of the organization. We will also ensure that our excellent product speaks for us in the marketplace; we want to build a standard and well-equipped interactive technology using artificial intelligence on the internet over things business that will leverage on word of mouth advertisements from satisfied clients. Our business goal is to build Linkz business to become one of the leading choice in the whole of India and Canada which is why we have mapped out a strategy that will help us take advantage of the available market and grow to become a major force to reckon with not only in Canada and India but in the world stage as well.

# Marketing Strategy and Sales Strategy

Linkz is set to make use of the following marketing and sales strategies to attract clients; Introduce our business by sending introductory letters alongside our brochure to organizations and key stakeholders in the industry

Linkz is set to make use of the following marketing and sales strategies to attract clients;

- introduce our business by sending introductory letters alongside our brochure to all companies, institutions, and internet – business-oriented people and organizations within and outside Canada and India
- Promptness in bidding for interactive technology using artificial intelligence on the internet over things business-oriented people and organizations within and outside India and Canada.
- Advertise our business in relevant programming magazines, radio and TV stations
- List our business on local directories / yellow pages
- Attend international interactive technology using artificial intelligence on the internet over things business developers related, seminars, and business fairs et al
- Create different packages for different categories of clients in order to work with their budgets
- Leverage on the internet to promote our business
- Join related associations around us with the aim of networking and marketing our services; we are likely going to get referrals from such networks.

## Publicity and Advertising Strategy

We are aware that there isn't any business that despises new clients. This the reason why we have been able to work with brand and publicity specialists to help us map out publicity and advertising strategies that will help us walk our way into the heart of our target market. We are set to take the interactive technology using artificial intelligence on the internet over things business by storm which is why we have made provisions for effective publicity and advertisement of our interactive technology using artificial intelligence on the internet over things business. Linkz ai solutions inc. Below are the platforms we intend to leverage to promote and advertise Linkz ai solutions Inc.

## Linkz ai solutions inc

- Place adverts on both print (community-based newspapers and magazines) and electronic media platforms
- Sponsor relevant community-based events/programs
- Leverage on the internet and social media platforms like; Instagram, Facebook, Twitter, YouTube, Google + et al to promote our brand
- Install our Bill Boards on strategic locations all around India and Canada.
- Ensure that all our workers wear our branded shirts and all our vehicles are well branded with our company's logo et a

## Our Pricing Strategy

**At Linkz** we will keep our fees and price of Software a little below the average market rate for all of our clients by keeping our overhead low and by collecting payment in advance. In addition, we will also offer special discounted rates to startups, nonprofits, cooperatives, and small social enterprises that engage our services.

## Payment Options

**At Linkz ai solutions inc**, our payment policy will be all-inclusive because we are quite aware that different people prefer different payment options as it suits them.

Here are the payment options that we will make available to our clients;

- Payment by via bank transfer
- Payment via online bank transfer
- Payment via check
- Payment via bank draft
- Payment via mobile money
- Payment with cash

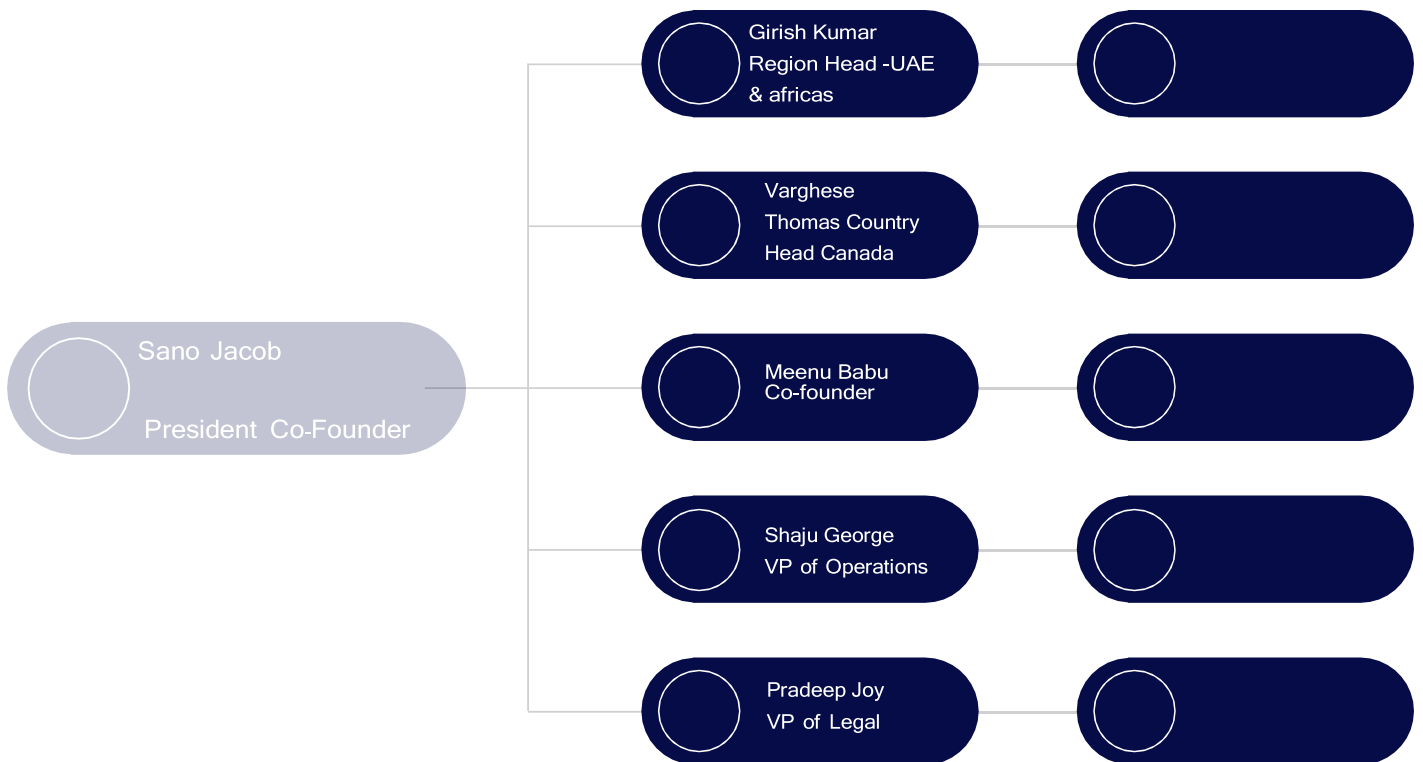
In view of the above, we have chosen banking platforms that will help us achieve our plans.



# Business Support

Business Support will provide the back-office infrastructure necessary to run the operations. This includes bookkeeping and human resource needs.

The organizational chart below provides more detail future structure



## Organizational Chart



# Management Team

Linkz recognizes that in any growing company management personnel often have to fill more than one role. As a result, a gap or gaps may exist until the company is developed enough to have a specific person for every task required. Linkz currently has everything covered and feels confident that each task is being handled competently by management. As Linkz ai solutions inc hires more people the company will always be sensitive to this issue and prevent any weaknesses by planning a contingency program that overlaps job responsibilities.

## Current & Future Staffing Needs

The total staff is currently 10 people plus 5 board members and 5 advisory members. The Linkz is looking to move 3 PT people to full-time and add an additional 4 people. Linkz is hiring a CLO (Chief legal officer), sales and customer support person, and field technician and admin assistant in the near future.

## Personnel Plan

**Linkz** encourages its total workforce to protect the success of its business plan. All aspects of the business have been sufficiently analyzed to determine each and every position required to run a fully functioning operation that can complete all of the strategies and programs to be undertaken. Each member of the company's team has outstanding organizational skills, including keen attention to detail, excellent communication skills, and a high level of professionalism in all interactions. Our team shows an unsurpassed level of commitment to the work, prompt service, and ability to work effectively with others at all levels, strong time management skills, and the ability to simultaneously manage multiple responsibilities. As a management team, Linkz is confident that the team has the experience and skills needed to grow this company.

# Competitive Advantage

Linkz will enjoy a number of significant, competitive advantages over its competitors, including the following

- We are mindful of the fact that there is stiffer competition in the interactive technology using artificial intelligence on the internet over things business service industry in Canada and India; hence we have been able to hire some of the best business developers to handle our sales and marketing.
- Linkz might be a new entrant into the interactive technology using artificial intelligence on the internet over things business industry but our competitive advantage lies in the power of our team and the latest car subscription service offers that we have.
- We have a team that can go all the way to give our clients value for their money; a team that can favorably compete with leaders in the industry.
- Lastly, our employees will be well taken care of, and their welfare package will be among the best within our category in the industry meaning that they will be more than willing to build the business with us and help deliver our set goals and achieve all our aims and objectives.

## Unique Value Proposition

**“enough to be commercial, small enough to be local”**

**Ultimately, the company's value proposition will deliver tangible results:**

- Steadily increasing revenues
- Steadily increasing market share for the business
- Strong customer retention levels for the business

# Strategy and Implementation

Linkz ai solutions inc. centers its strategy on the premise that the company resonates with the consumer because it offers SaaS services. Always keeping that in mind, Linkz maintains a focus on creating positive customer relationships, while keeping expenses very modest Linkz is diligent in dissecting every aspect of this business to ensure that each component remains productive and contributive to the goal of a highly profitable interactive technology using artificial intelligence on the internet over things business. Linkz wants to think strategically and proactively about everything they do so that all business actions are geared toward providing needed services for target customers resulting in sales. Hope is not a strategy, and Linkz understands that a business must think strategically about every aspect of its organization. Linkz will not plan one strategy to play out; rather the company will always develop strategies for all of the actions. In this way, Linkz will always be implementing strategies for success in everything the company does.

## Strategy Pyramid

Linkz envisions a strategy pyramid comprising three levels of focus and flows for the company's activities. At the top level is the delivery of the company's unique value proposition to the individual customer. At the middle level, Linkz sees the preparation of key personnel and employees for the delivery of products and services in a timely and efficient manner. At the base of the pyramid lies management's organization of company operations including financials, assets, marketing, and workspace such that middle and top levels of the pyramid are fulfilled in a streamlined and economical fashion. Linkz understands the strategy pyramid as a three-part system for envisioning the best company Linkz can be. In this way, the company can easily partition and manage the company according to these three distinct but intertwined aspects of the operation.

Delivery of a Unique Value  
Proposition

Management's Organization  
Of Company Operations

Preparation of Key  
Personnel and Employees

# SWOT Analysis Strategic Branding

Linkz engaged the services of a core professional in the area of business consulting and structuring to assist the firm in building a well-structured interactive technology using artificial intelligence on the internet over things company that can favorably compete in the industry. Part of what the team of business consultants did was to work with the management of our organization in conducting a SWOT analysis for Linkz ai solutions inc, here is a summary from the result of the SWOT analysis that was conducted on behalf of Linkz ai solutions inc.

S

## Strengths

Strong technical and industry experience. The founder is well known in the industry Our core strength lies in the power of our team and the Software subscription points that we have. We have a team that can go all the way to give our clients value for their money; a Linkz service that can favorably compete with leaders in the industry.

We are well-positioned in the heart of Canada and India and we know we will attract loads of clients from the first day we open our company for business.

W

## Weaknesses

A major presumed weakness that is apparent to us is the inability to compete with big players in the industry especially as it relates to leveraging on economy of scales.

O

## Opportunities

The opportunities in the business analytics and enterprise software publishing industry are massive considering the fact that the world is going the interactive technology using artificial intelligence on the internet over things platform is indispensable in the value chain of the InfoTech industry.

T

## Threats

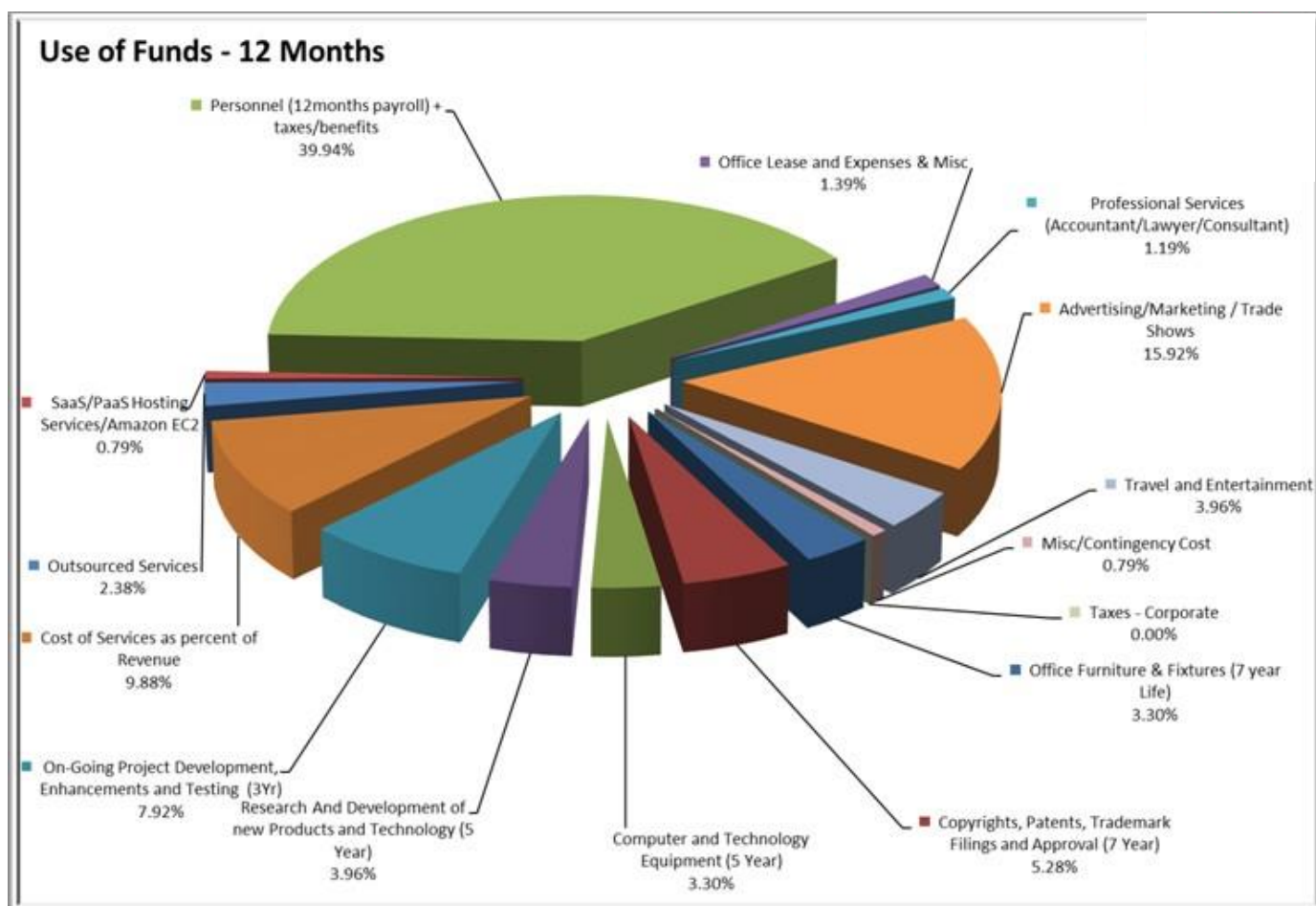
Some of the threats that we are likely going to face as a interactive technology using artificial intelligence on the internet over things platform business operating in Canada and India are hosting issues, installation or upkeep troubles, piracy, unfavorable government policies, and global economic downturn which usually affects purchasing/spending power

# Funding

Linkz is currently looking for in the amount of CAD500K for use in financing its general working capital requirements in the form of convertible debt or equity investment to execute its business plan for the greatest potential to secure the most desirable (“highest and best”) return.

## Use of Funds

- Funds will be used for surveys, acquisition, permits, construction (hard & soft cost)
- Furniture, equipment, legal fees, and marketing
- Corporate growth: marketing and staffing





Sources of Funds - 12 Months	
Investor Money	65.18%
Revenue - Year 1	34.82%
Total Sources of Funds	100.00%
Uses of Funds - 12 Months	
Office Furniture & Fixtures (7 year Life)	3.30%
Copyrights, Patents, Trademark Filings and Approval (7 Year)	5.28%
Computer and Technology Equipment (5 Year)	3.30%
Research And Development of new Products and Technology (5 Year)	3.96%
On-Going Project Development, Enhancements and Testing (3Yr)	7.92%
Cost of Services as percent of Revenue	9.88%
Outsourced Services	2.38%
SaaS/PaaS Hosting Services/Amazon EC2	0.79%
Personnel (12months payroll) + taxes/benefits	39.94%
Office Lease and Expenses & Misc	1.39%
Professional Services (Accountant/Lawyer/Consultant)	1.19%
Advertising/Marketing/ Trade Shows	15.92%
Travel and Entertainment	3.96%
Misc/Contingency Cost	0.79%
Taxes - Corporate	0.00%
Total Use of Funds	100.00%

- Linkz is seeking funding for the following major investments
- Create a Linkz company structure that is 'Go-to-Market' ReadyCover all patent, copyright, and trademark approvals that may arise
- Research and Develop specific 'Market-Ready' Products and Services offerings
- Hire an appropriate staff of professional product development staff
- Cover business startup cost including setting up offices, training facilities, monitoring facilities, and building an appropriate sales channel
- Creation of a powerful and rich web portal, video production, and show exhibits
- Continued development and refinement of the Linkz offerings
- Office computers and equipment
- Hire an appropriate staff of professional management and contract monitoring facility personnel
- Cover the cost of professional consulting services as needed to build the initial infrastructure
- Form strategic alliances with interactive technology using artificial intelligence on the internet over things platform Service Providers and build a Service provider network
- Form strategic alliances with equipment and software vendors
- Form Strategic Alliances with the various sales channels that Linkz will be marketedthrough
- Form strategic alliances with government agencies, health insurance companies, and private pay companies to establish a strong provider reimbursement network
- Create and execute an aggressive marketing campaign including direct sales, trade shows, and conferences

# Investor Return Strategy

The equity investor will share in the increased valuation of the company as revenues grow, the balance sheet becomes stronger, and the company attains a market leadership position. In conjunction with investors, Linkz management will pursue viable exit strategies once the company reaches a critical mass. Management believes that it can attain an attractive outcome for all shareholders; based on company projections and current comparable market valuations. (See pro forma). The pro forma projections indicate that the business will have sufficient excess cash to cover operations should sales not materialize as quickly as planned.

## Exit Strategy

**Linkz** is targeting IPO but is open to mergers, acquisitions with specific partners. Linkz so is open to mergers, acquisitions, or selling in the future when the time is right.

## Seed Capital

Linkz is currently seeking seed funding of CAD\$500k. \$223,000 will be spent on startup and organizational expenses such as development, rent, and office equipment, consultants, etc. The remaining will be spent on sales, marketing, personnel, and operating expenses.

The seed capital will be used over the first year of operations to reach the following business goals:

- Develop and launch platform
- Test, tweak and improve the platform
- Official launch
- Obtain proof of concept: reach 12,000 monthly website visitors and build key strategic partnerships with 24 resellers
- Build a full team of personnel including lead engineers, sales and customer services representatives, and sales and marketing managers.
- Establish 3 key marketing campaigns: SEO & PPC, print ads, and PR.
- Earn \$1. 3M in total revenue in year 1

# Financial Projections

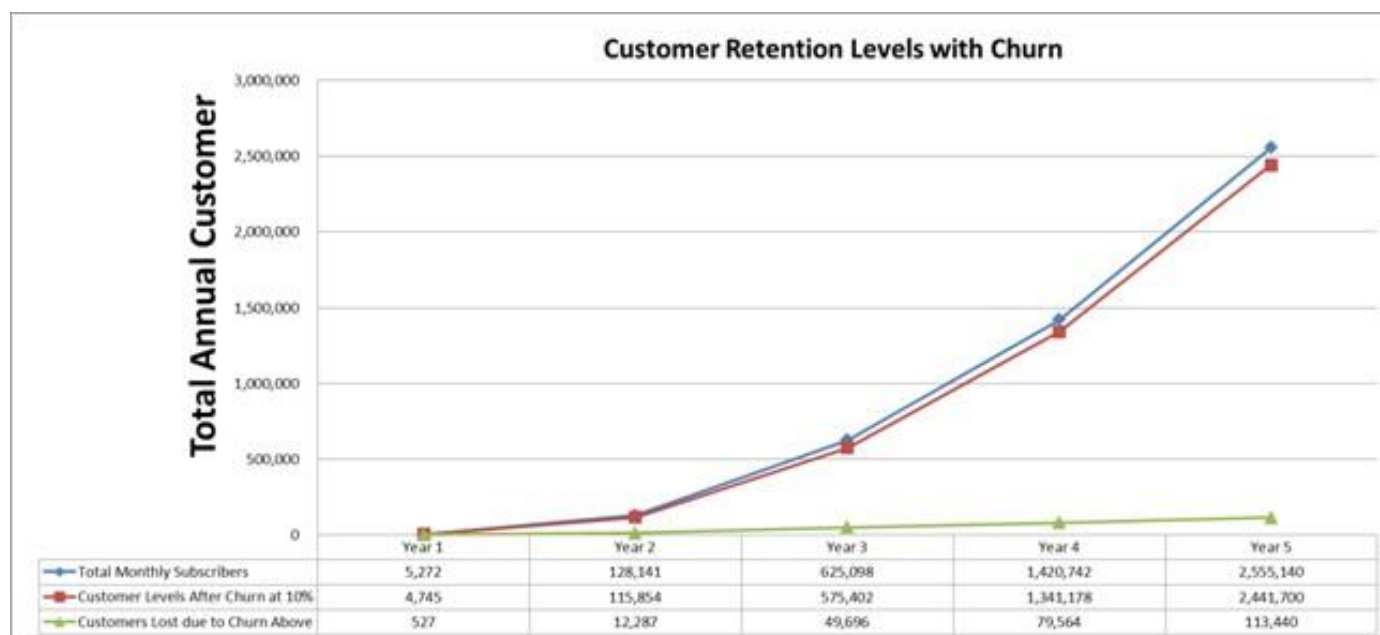
The following tables and charts reflect the financial projections developed to outline the feasibility of the business idea. Included in the document are all of the relevant financial assumptions used to generate the financial projections as well as the output results from the projections.

## Sales Projections

The following table outlines the 5-year revenue projections for Linkz ai solutions inc. Revenues are based on 'end-user subscriptions sold through the various sales channels. Although there will be add-on revenue-generating packages available, the financial model was built utilizing the standard packages, both new and renewals are reflected on an annual basis

Revenue Streams	Year 1	Year 2	Year 3	Year 4	Year 5
Revenue Standard Alarm Dealer - Recurring	-	75,8	1,844,6	8,996,7	20,448,3
Revenue Private Label Alarm Dealer - Recurring	-	126,4	3,073,8	14,994,9	34,080,7
Revenue Strategic Partner / Licensee - Recurring	-	131,8	3,965,1	19,470,2	44,294,3
Revenue Affiliate Partner - Recurring	-	158,0	894,8	3,875,3	8,647,4
Revenue Direct Internet Sales - Recurring	-	158,0	894,0	3,875,3	8,647,4
Revenue Standard Alarm Dealer - New	21,0	611,3	4,081,7	9,314,4	13,949,6
Revenue Private Label Alarm Dealer - New	30,5	1,018,6	6,802,9	15,523,9	23,249,4
Revenue Strategic Partner / Licensee - New	27,2	1,324,9	8,848,1	20,191,2	30,239,4
Revenue Affiliate Partner - New	127,3	254,6	1,700,8	3,881,3	5,812,9
Revenue Direct Internet Sales - New	127,3	254,6	1,700,5	3,881,3	5,812,9
Customization Fees for Private Label Alarm Dealers	60,0	120,09	120,0	120,0	120,0
Licensing Fees for Strategic Partners	300,0	600,0	600,0	600,0	600,0
<b>Total revenue</b>	<b>694,3</b>	<b>4,834,0</b>	<b>34,527,5</b>	<b>104,724,7</b>	<b>195,902,5</b>
<b>Direct Costs</b>					
Revenue Standard Alarm Dealer - Recurring	-	41,6	1,014,3	4,948,1	11,246,5
Revenue Private Label Alarm Dealer - Recurring	-	69,5	1,690,6	8,247,1	18,744,3
Revenue Strategic Partner / Licensee - Recurring	-	-	-	-	-
Revenue Affiliate Partner - Recurring	-	88,5	501,1	2,170,2	4,842,6
Revenue Direct Internet Sales - Recurring	-	39,6	223,7	968,8	2,161,6
Revenue Standard Alarm Dealer - New	11,6	336,1	2,244,9	5,122,9	7,672,3
Revenue Private Label Alarm Dealer - New	16,9	560,2	3,741,4	8,538,1	12,787,2
Revenue Strategic Partner / Licensee - New	-	-	-	-	-
Revenue Affiliate Partner - New	71,3	142,6	952,5	2,173,5	3,255,2
Revenue Direct Internet Sales - New	31,8	63,6	425,2	970,3	1,453,9
Customization Fees for Private Label Alarm Dealers	3,0	6,00	6,0	6,0	6,0
Licensing Fees for Strategic Partners	15,0	30,0	30,0	30,0	30,0
Outsourced Telemarketing/Lead	36,0	60,0	90,0	150,0	180,000
SaaS/PaaS Hosting Services/Amazon EC2	12,0	24,0	30,0	36,0	48,0
<b>Total Direct Costs</b>	<b>197</b>	<b>1,461</b>	<b>10,950</b>	<b>33,361</b>	<b>62,427</b>
<b>Gross Profit</b>	<b>496,7</b>	<b>3,372,16</b>	<b>23,577,4</b>	<b>71,363,3</b>	<b>133,475,1</b>
Year-over-year revenue growth		579%	599%	203%	87%

The sales revenues projected above have been derived using the following new client acquisition targets for new members annually and full renewals. Management expects to have some level of attrition (referred to as Churn) when arriving at actual revenue numbers. Attrition (Churn) rates are forecasted at 10%, (the national average is 5%) with a bulk of attrition occurring within the first 3 months of signing up for a membership. The chart below shows the anticipated Churn based on 10%.



## Profit and Loss Statement - Five-Year Annual

Profit and Loss Statement - Five-Year Annual					
	Year 1	Year 2	Year 3	Year 4	Year 5
<b>Revenue</b>					
Revenue	694,367	4,834,7	34,527,8	104,724,7	195,902,5
<b>Total Revenue</b>	<b>694,367</b>	<b>4,834,7</b>	<b>34,527,8</b>	<b>104,724,7</b>	<b>195,902,4</b>
<b>Direct Costs</b>					
Direct Costs	197,663	1,461,1	10,950,1	33,361,39	62,427,0
<b>Total Direct Costs</b>	<b>197,663</b>	<b>1,461,1</b>	<b>10,950,1</b>	<b>33,361,3</b>	<b>62,427,0</b>
<b>Gross Margin</b>	<b>496,704</b>	<b>3,372,6</b>	<b>23,577,7</b>	<b>71,363,3</b>	<b>133,475,4</b>
<b>Operating Expenses</b>					
Salaries	484,00	1,276,0	2,068,3	2,310,6	2,601,1
Employer Payroll Taxes and Benefits	121,8	319,0	517,0	577,6	650,4
Depreciation	48,5	102,8	156,4	210,0	263,9
Advertising/Marketing	173,5	241,4	1,726,3	5,236,2	9,795,1
Trade Shows	67,5	84,4	101,4	101,0	101,0
Professional Services (Accountant/Lawyer/Consultant)	18,00	18,0	24,0	30,0	36,0
Office Lease	12,0	36,0	67,5	72,0	87,0
Insurance	1,80	5,0	10,8	10,9	13,0
Utilities	1,80	5,0	10,1	10,	13,0
Office Equipment/Supplies	1,8	5,4	10,1	10,2	13,0
Phones/Internet/Web Services	1,8	5,4	10,1	10,2	13,06
Office Software Cost	1,8	5,4	10,1	10,2	13,0
Travel and Entertainment	60,0	120,0	180,0	240,0	300,0
Misc/Contingency Cost	12,0	12,0	18,0	24,0	30,0
<b>Total Operating Expenses</b>	<b>1,005,7</b>	<b>2,237,6</b>	<b>4,909,5</b>	<b>8,857,6</b>	<b>13,930,2</b>
<b>Operating Profit</b>	<b>(509,0)</b>	<b>1,134,4</b>	<b>18,667,8</b>	<b>62,505,7</b>	<b>119,544,9</b>
<b>Tax Burden (30%)</b>	<b>-</b>	<b>187,633</b>	<b>5,600,3</b>	<b>18,751,7</b>	<b>35,863,4</b>
<b>Net Profit</b>	<b>(509,046)</b>	<b>\$946,857</b>	<b>13,067,5</b>	<b>43,754,1</b>	<b>83,681,4</b>
<b>Net Profit Margin</b>	<b>-73.31%</b>	<b>19.59%</b>	<b>37.85%</b>	<b>41.78%</b>	<b>42.72%</b>

# Meet our Team



**Sano Jacob**  
Co-Founder



**Varghese Thomas**  
Co-Founder



**Girish Kumar**  
Co-Founder

## Conclusion

Linkz believes that its long-term prospects for continuing a successful business are excellent. Linkz believes that this industry and the strong foundation of experience that Management brings to the company, lends itself to positive results over the long term. With a Market-sensitive founder and excellent systems in place to monitor competitive shifts or changes, Linkz is ideally positioned

- [1] to implement this business plan through the next five years
- [2] to become a respected and recognized leader in the interactive technology using artificial intelligence on the internet over things platform to connect and operate all devices and
- [3] to continue growing through the next decade. Management seeks a relationship with an investor that can help Linkz carefully grow the business in a manner that will allow us to provide exceptional products and services to a growing market.

Linkz appreciates your consideration of this request and is confident you can enjoy a fine working relationship for many years.

LINKZ

# TALK TO US

LINKZ AI SOLUTIONS INC

INFO@LINKZGLOBAL.COM

+91 999 544 1220

+1 202 788 9694

+1 41 673 16030

186-200 VETERANS DRIVE, BRAMPTON,  
ONTARIO,CANADA L7A 4S6

LINKZ AI SOLUTIONS PRIVATE LIMITED  
B4,DUNES ,COCHIN SPECIAL ECONOMIC ZONE  
PO COCHIN KL INDIA 682037  
+91 484 487 4884



