



Peace of mind...  
even when the  
power's out





# Ryan Shepherd

President & Co-founder

- Over a decade experience in solar + battery
- Founding member of Goal Zero - \$100+ Million exit
- Sold thousands of battery units in Emerging Markets



# We are living in a different era for energy

Centralized National Grid

1900s - 2000s

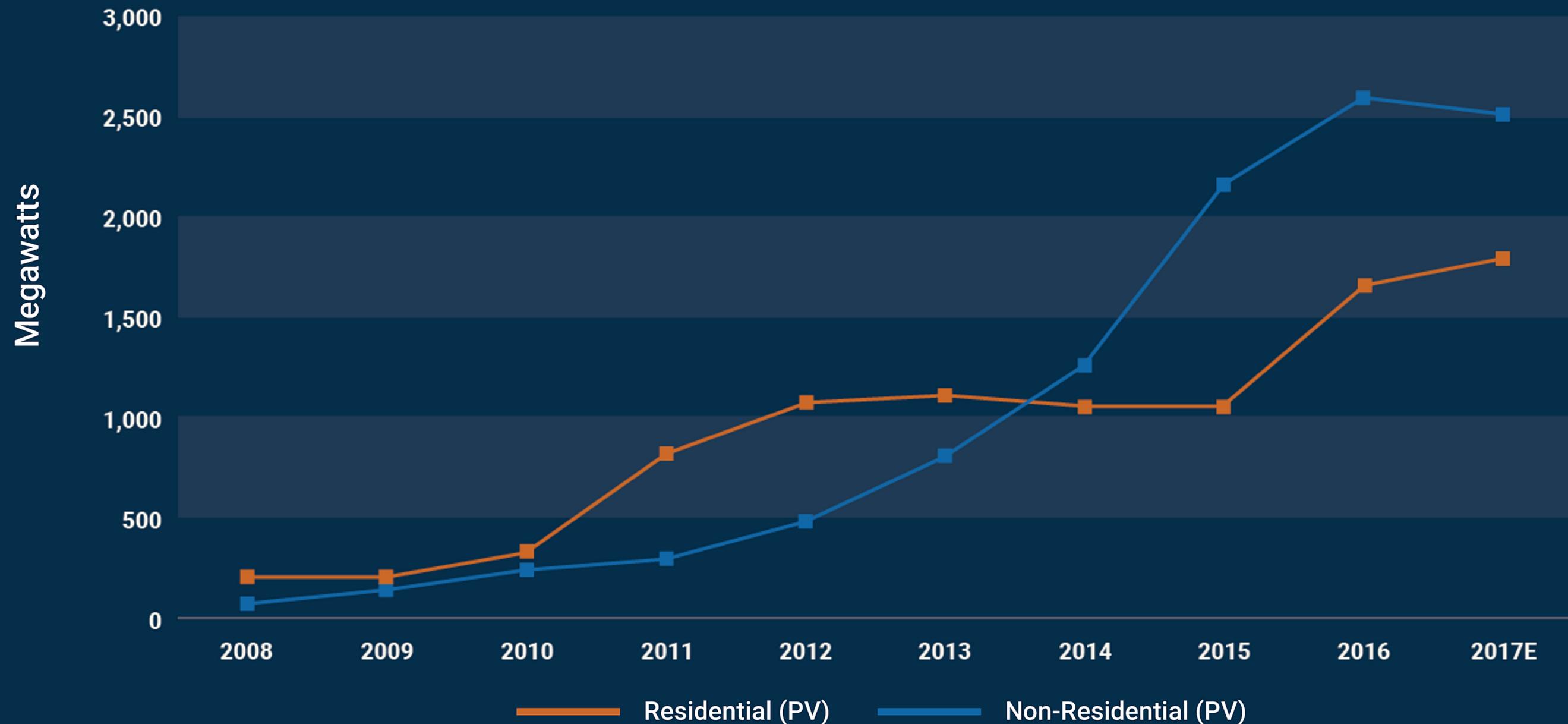


Centralized National Grid  
+  
Individual Power Generation

Today

# There are now over 9000 Solar Companies in the U.S. and over 1 million homes with solar.

YEARLY U.S. SOLAR PHOTOVOLTAIC (PV) INSTALLATIONS



“Cheap solar is already proving a challenge to business as usual for utilities in some markets. But **cheap storage will be even more disruptive** because different combinations of storage and solar will likely be able to arbitrage any variable rate design that utilities create.”

- MCKINSEY & COMPANY, JUNE 2017

# U.S. Energy Storage Market: 284% Growth in 2016 - to reach \$2.5 Billion by 2020

## Energy storage market to grow to USD250 billion by 2040

This is the forecast in Bloomberg New Energy Finances New Energy Outlook 2016 report, which expects to see the price for energy storage systems significantly drop, as batteries will help to wean power dependency away from large-scale fossil fuel plants.

JUNE 13, 2016 SAM POTHECARY

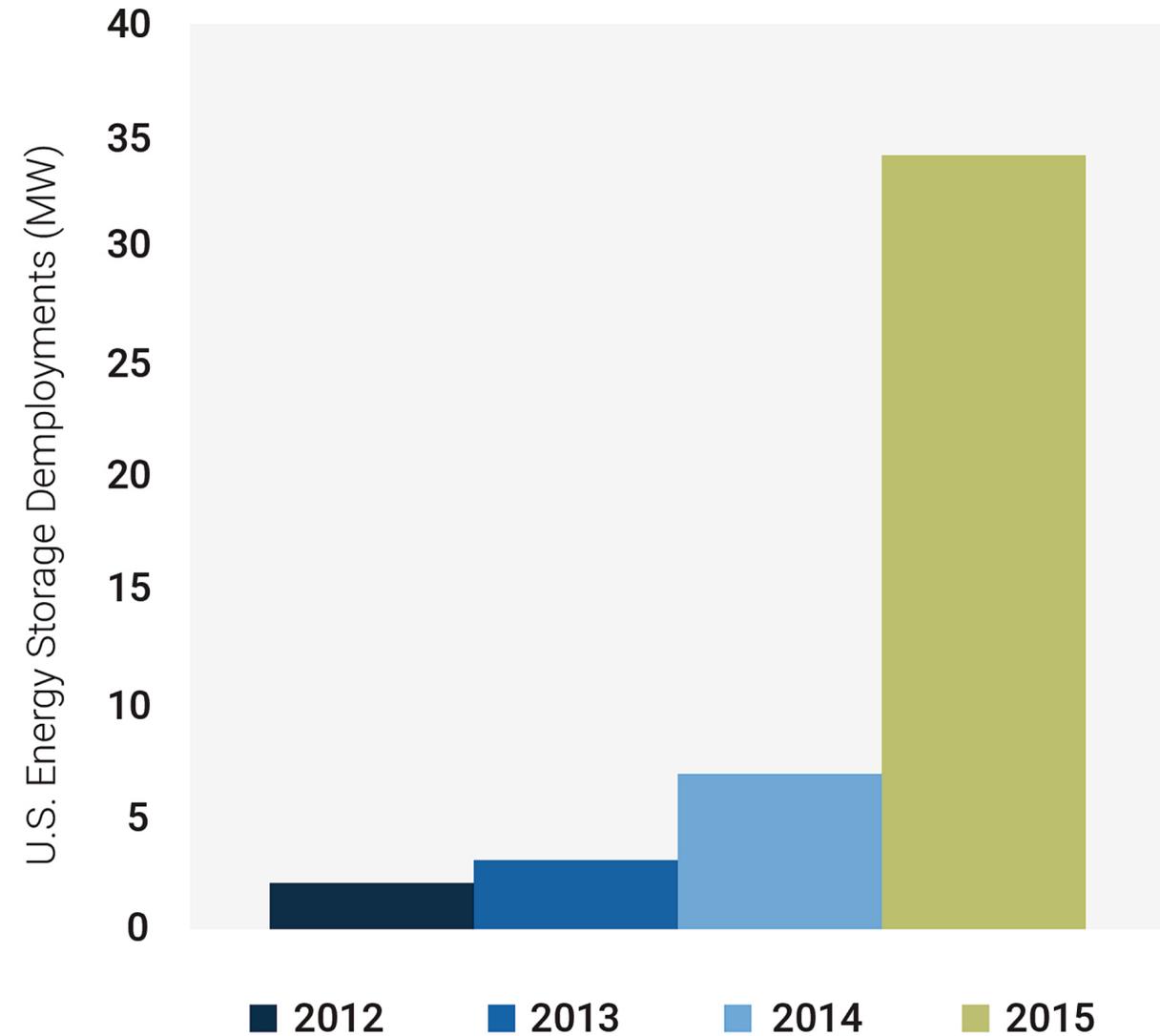
## North American Residential Storage Market Set For Rapid Growth

Sep. 19, 2017 5:10 AM ET | Includes: ALB, EGYF, ENPH, FMC, LGCLF, PCRFY, SEDG, SMTGF, SSNLF, TSLA

GTM RESEARCH SPOTLIGHT

## A Record-Breaking Quarter for America's Behind-the-Meter Energy Storage Market

### Behind the Meter



GTM Research/ESA U.S. Energy Storage Monitor

2015



Tesla Home Battery  
is Launched



2017

LG Home Battery  
is Launched



2017

Nissan Home Battery  
is Launched



2018

Mercedes Home Battery  
is Launched



# Integrated, Portable and Affordable



**Fixed Batteries**



**Generators**



**Kailo PowerBox**

**Price**

\$10,000 - \$40,000

\$700 - \$3,000

\$3,000

**Integrated into Home**



**Portable**





# Power at home.





# Power in the outdoors.



 **KAILO**  
ENERGY



# Power on the go.

# What Can it Power

	Appliance	Watts Per Hour	Duration
	Refrigerator	Average 200 Watts per Hour	<b>About 7 Hours</b>
	5 LED Lights	Average 50 Watts per Hour	<b>About 30 Hours</b>
	TV	Average 100 Watts per Hour	<b>About 15 Hours</b>
	Laptop Computer	Average 40 Watts per Hour	<b>About 37 Hours</b>
	Floor Fan	Average 70 Watts per Hour	<b>About 21 Hours</b>
	Refrigerator + 5 LED Lights	Average 250 Watts per Hour	<b>About 6 Hours</b>
	Refrigerator + 5 LED Lights + TV	Average 350 Watts per Hour	<b>About 4 Hours</b>
	Everything Listed Above	Average 460 Watts per Hour	<b>About 3 Hours</b>

# Kailo Energy Business Model

Kailo Energy  
(Product Manufacturer)



Distributors  
(Kailo's Customer)



End Customer  
(Distributor's Customer)



# A Proven Track Record



**Ryan Shepherd**

**20 Years Product Development & Supply Chain Management  
9 in Solar and Battery**

Oversees operations, supply chain, and all things product development



**David Erickson**

**18 years in Marketing, Branding, and Customer Experience Design**

Oversees all market research, branding, messaging, Social Media and Content Development



**Karl Cain**

**20 years in sales channel development. Grew multiple businesses to \$500million in revenue.**

Sales strategy, channel and partnership programs, business development

# 4 Year Plan

## 2018

USA

Channel Partner Program Launch  
CrowdFunding launch - Wefunder  
Kailo China Office opened - Supply Chain  
Kailo Website / Social media Launch

### Product Launch

Kailo PowerBox & Docking Station  
Kailo Expansion Battery  
Kailo Smart Home/IoT

## 2019

USA

Grow US Partner Channels  
Grow Kailo Organization

### Product Launch

Upgrade Kailo PowerBox Components  
Upgrade batteries from Li-Ion to LiFePo4  
Launch Home Energy Management System (HEMS)  
Launch international version of PowerBox

## 2020

USA  
EMEA  
ASIA  
SOUTH/CENTRAL AMERICA

Launch Global Channels

### Product Launch

Launch V3 of PowerBox  
Launch V2 or HEMS

## 2021

USA  
EMEA  
ASIA  
SOUTH/CENTRAL AMERICA

Continue Growing International Markets

### Product Launch

Launch Kailo HEM Smart-Grid/  
Shared Energy Economy System

(Integrated Residential Energy  
Sharing Platform using  
Cryptocurrency/Blockchain)

Keep your essentials powered and your peace of mind  
**...Even when the power is out.**



For more information visit us at [www.kailoenergy.com](http://www.kailoenergy.com)  
or contact Ryan Shepherd, [ryans@kailoenergy.com](mailto:ryans@kailoenergy.com)