



**October 2022
Investor Deck**



Confidential

THE COMPANY

Superlink America is an an engineering and manufacturing company focused on the research, development and production of innovative products (Made in USA) in the construction, design, government, and development industries.

Our team consists of a father-daughter duo that have teamed up with prestigious, award-winning professors and engineers, as well as prominent business partners that have marketed for iconic brands and are CEOs of their own successful companies.

THE PRODUCT: One-Touch Super Coupler

- Reduce Construction Time by 8x*
- No Threads
- Simple Installation
- Less skilled labor required
- Designed to Better Resist Earthquakes
- Patented “Locking” Mechanism
- Probing Hole for Quality Assurance



Made in USA  Patent Pending

* Calculated from testing standard, threaded couplers. Results may vary depending on the tested competitive coupler, as well as whether or not time saved from logistics differences are included.

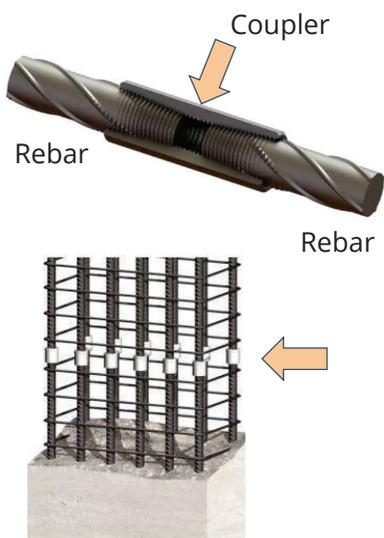
THE VISION: Disrupt the Steel Rebar Industry

We aim to completely replace the rebar couplers in the construction industry with the One-Touch Super Coupler:

- + **Non-threaded**
- + **Quick & Simple to install**
- + **Made in USA**
- + **Designed to Better Resist Earthquakes**

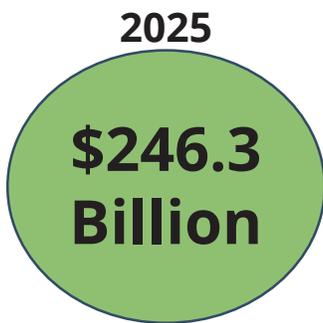


WHAT IS A REBAR COUPLER?



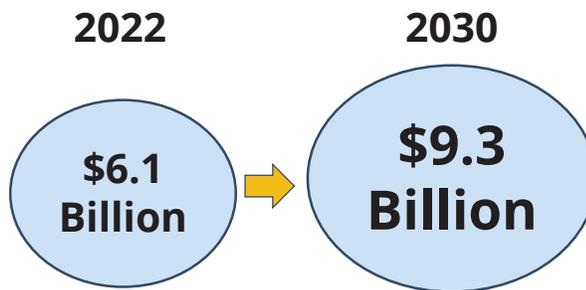
- High-rise structures
- Commercial Buildings
- Airports
- Subways
- Bridges
- Towers
- Tunnels
- Dams
- Reinforce existing buildings

MARKET OPPORTUNITY



Global Steel Rebar Market
CAGR 4.4% (2020-2025)

[Markets & Markets, Mar 2020 Report](#)



U.S. Steel Rebar Market
CAGR 5.5% (2022-2030)

The steel industry was considered an **Essential Industry** during the Covid-19 economic recession.

[Economic Policy Institute, March 2021 Report](#)



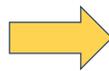
U.S. government's est. infrastructure budget, March 2021

"This will also help to fix 10 economically significant bridges in the country and will repair 10,000 smaller bridges."

[Grandviewresearch, Dec 2021 Report](#)

POST COVID-19 GLOBAL REBAR COUPLER MARKET SHIFTS TO NORTH AMERICA

- “China held the largest share in the global market, its revenue of global market exceeds 32% in 2018. The next is **North America**.” - [Marketwatch 2022](#)
- “**North America** is leading the market position in Rebar Coupler over the timeframe (2022-2031).” - [AP News, Jan 2021](#)
- “The rebar coupler market in **North America** is projected to witness significant growth in the near future.” - [TMR 2021 Report](#)
- “The market in **North America** is expected to be the largest in terms of revenue generation during the forecast period (2022-2030).” - [Dataintelo](#)

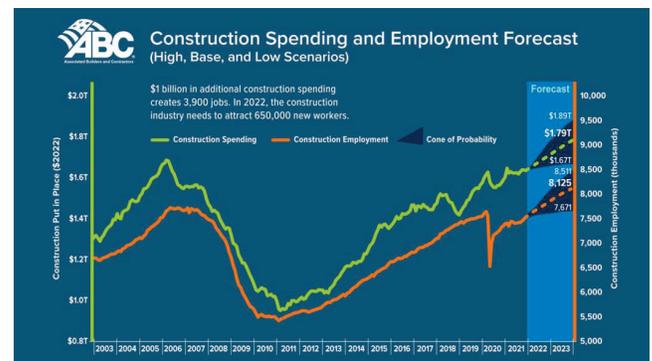


TRENDS: Skilled Worker Shortage, High-Labor Costs

- “ABC’s 2022 workforce shortage analysis sends a message loud and clear: The construction industry desperately needs qualified, skilled craft professionals to build America,” - [ABC, February 2022](#)
- Improving construction work productivity, focusing on efficiency across the chain, and reducing labor content required per job could help resolve skilled worker shortages and labor expenses.
- [McKinsey, March 2022](#)

Superlink aims to:

- **REDUCE** labor required
- **SIMPLIFY** installation processes (less skilled work required)
- Create **EFFICIENT** logistics chains (see next slide)



Source: ABC, February 2022

PROBLEM ONE: Preparing Rebars with Threads to Fit Couplers

START

Cut to match thread & torque regulations



Upset portion (add material) to be threaded



Use threading machine to thread the rebar



See all the extra machines & skilled labor that would be needed?

Threaded rebars are vulnerable. They must be protected with extra caps and accessories.



Purchase protection caps & Put on threaded rebar



Transport as needed

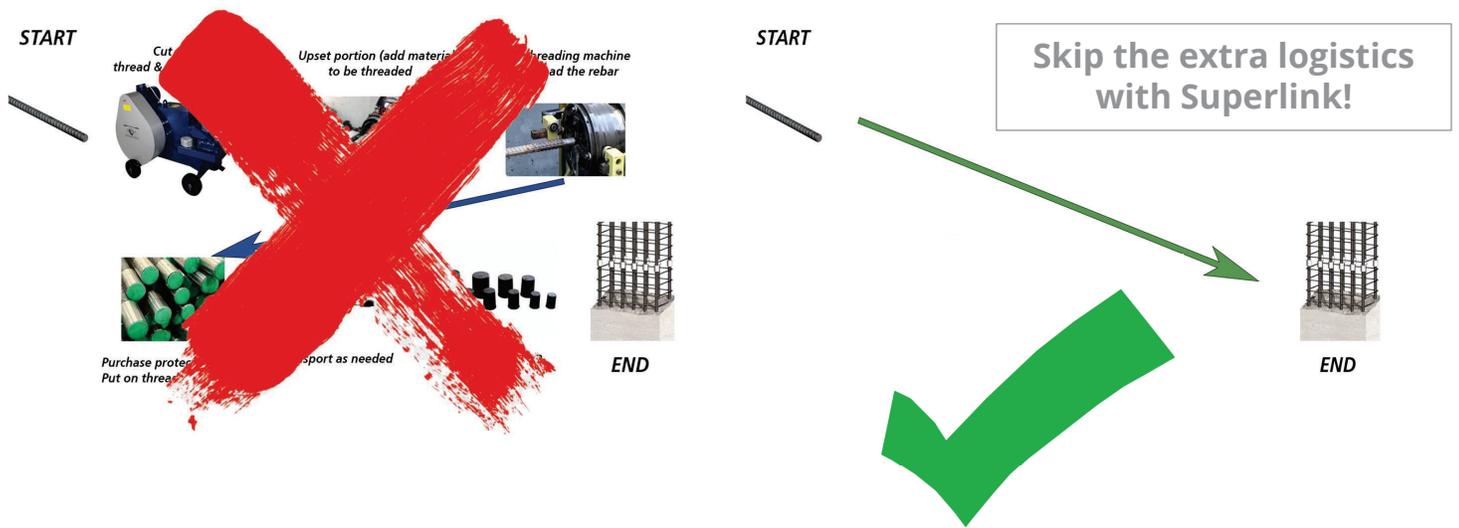


Take off each cap



END

OUR SOLUTION: No Threads



PROBLEM TWO: Thread Defects & Regulations

Additional quality control & regulations are needed if using threaded rebars.

Depending on the client and manufacturer's quality control standards, anywhere from **1 in 10** to **every rebar** must be checked using **thread gauges**.

In a UK Cross-Safety 2019 case report, "100% of the threaded bars were tested using thread gauges... **Over 25% of the couplers tested were found to have non-compliances with the coupler manufacturer specified thread requirements.**"

"If the defective bars had been cast in, and not discovered, then safety would have been compromised. Alternatively, if the defects were discovered during or after construction, **remedial costs and delays could have been huge.**"



Source: UK Cross-Safety 2019 case report

OUR SOLUTION: QA Checks & No Threads

Did we mention our couplers don't have threads?

Meaning your rebars don't have to be threaded either.



Just in case you're still worried, we also added probing holes for extra quality assurance.

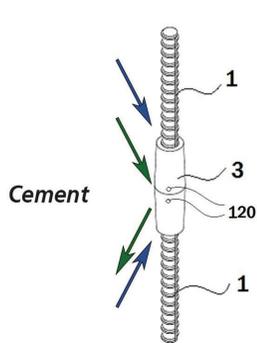
Supervisors can insert a probing needle to see if it can touch the rebars inside. If it can, the rebars are well fastened.

PROBLEM THREE: Earthquakes & Maintaining Strength After Construction

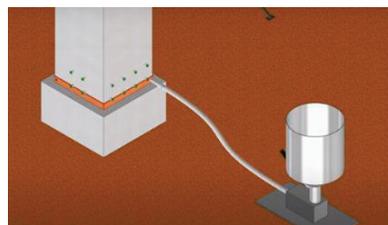
- Many products can pass the strength test in an isolated lab.
- However, **they can fail post-construction during an earthquake** if there are **air pockets** inside the coupler, which **weaken** its strength.



OUR SOLUTION: Engineering



- Product design allows concrete to pour inside & back out, reducing air pockets and maintaining strength after construction.
- The grout coupler has already been tested for earthquake resistance use and applies a similar theory of filling the inside of the coupler with material (called grout) for strength.



Grout coupler seismic test results:

[Evaluation of Grouted Splice Sleeve Connections 2017 Report](#)

COMPETITION: Non-Threaded Couplers

MBT Type



Earthquake Resistant Design **○**
Simple Installation **X**

- Series of bolts must be **tightened/embedded into bar**
- Bolt tightening **requires ratchet wrench & nut runner**
- Heads of all bolts must be **sheared off**

Grout Type



Earthquake Resistant Design **○**
Simple Installation **X**

- Need to **add grout material** into holes after installation.
- Best used with **precast cement columns**
- Req. additional braces, caps, & formwork
- Grout takes about **3-7 days** to cure.
- **Workers must return** after grout cures to remove braces & formwork and patch up

Superlink



Earthquake Resistant Design **○**
Simple Installation **○**

- One-touch locking mechanism
- Don't need to tighten & shear off series of bolts
- No grout material setup
- No extra tools & accessories

BRAINSTORMING

“The segment of **parallel thread type** holds a comparatively larger share in global market, which accounts for about **46%**.” - [Marketwatch 2022](#)



Could the threads & complex processes behind non-threaded competitors be reasons why some haven't made the move to using couplers yet?

“The **Non-threaded couplers** are mainly used as repair aids and are not used extensively in new construction **due to their higher costing, bulky couplers and slower installation procedure.**” - [Analysis Report](#)

Meaning...

The disadvantages to using these lap splice methods instead of couplers are already known in the industry so we won't bore you with that. But think of that potential market.



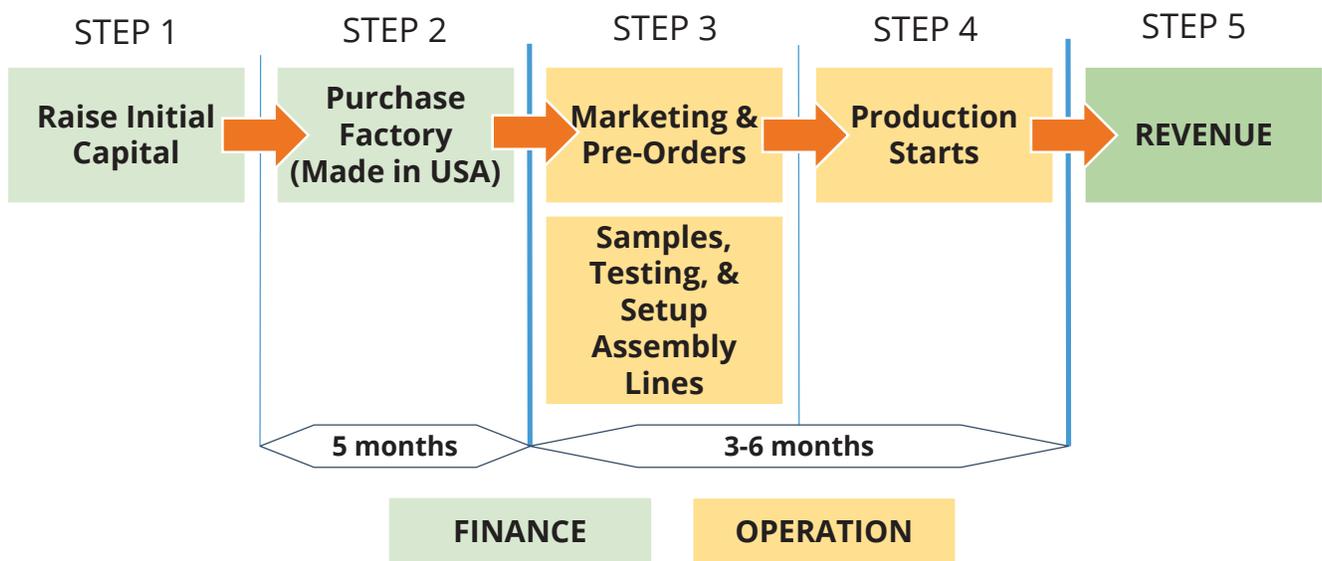
Simple Lap Splice



Welded Lap Splice

If you had non-threaded couplers that are NOT as higher costing, NOT as bulky, and has an extremely quick (quicker than threaded) installation procedure.... what would happen?

TO MARKET PLAN

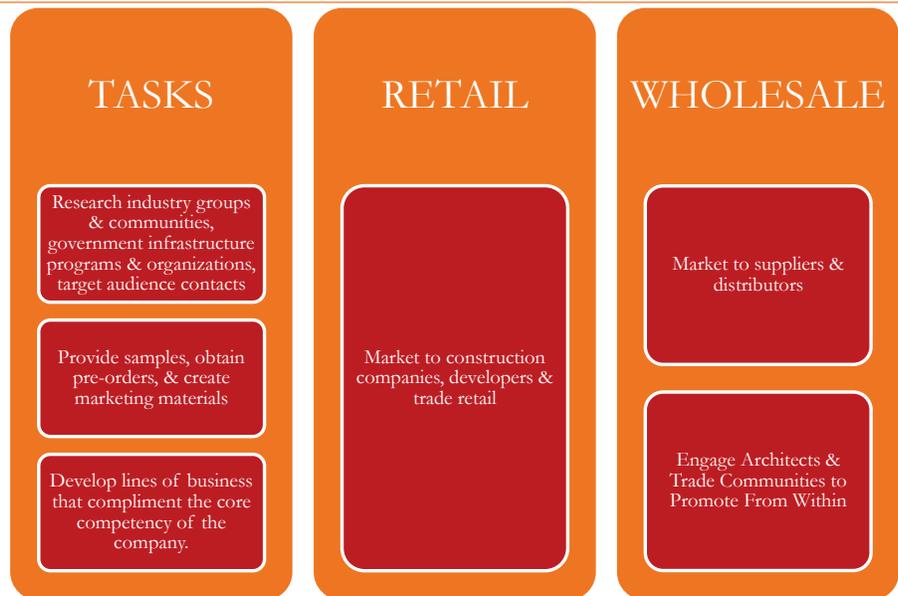


OVERALL MARKETING APPROACH

HILLSTORY | MARKETING

We have brought on a Marketing & Business Development Partner, HILLSTORY MARKETING, who has over 25 years of experience in the municipal, design, construction and materials sector.

HILLSTORY brings both a well-respected marketing & business acumen as well as a diverse network of industry mavens and influencers.



Who is HILLSTORY MARKETING?

- HILLSTORY MARKETING is a fully integrated and creative marketing services consultancy providing Business Development, Advertising, Marketing Communications, Public Relations, Experiential, Social, Influencer and Media Buying services to clients.
- Category experience includes representation of famed starchitect Santiago Calatrava, Knoll International, Home Licensing for Disney, National Geographic and Esquire amongst many more.
- The consultancy's principal is well-connected in the financial, design and construction industries.

REFERENCE: Coupler Prices & Sizes

2020 List Price	#4 US / 10M CA	#5 US / 15M CA	#6 US / 20M CA	#8 US / 25M CA	#9 US / 30M CA	#11 US / 35M CA	#14 US / 45M CA	#18 US / 55M CA
nVent LENTON Taper-Threaded A2 Standard Couplers Plain Coating 100% US Domestic	\$8.30	\$10.34	\$11.67	\$22.35	\$26.09	\$30.87	\$49.04	\$74.68
nVent LENTON Interlok Grout-Filled Precast Splicing Plain Coating 100% US Domestic	N/A	\$28.59 - 32.87	\$30.02 - 32.87	\$46.72	\$53.94	\$72.74	\$112.67	\$219.04
nVent LENTON Taper-Threaded A2 Standard Couplers Plain Coating NOT US Domestic	\$6.81 - \$8.75	\$8.52 - \$10.43	\$9.60	\$18.32	\$21.49 - \$25.57	\$25.43	\$40.13 - \$55.08	\$61.15

Most Popular Size



THE TEAM: Seung Ho “Edward” Cha, Co-Founder, CEO & Chairman



- ❖ Seung Ho Cha has a total of 30 years of executive experience in finance, accounting, & sales, and a total of 10 years in a director level position in the Construction & Building Materials sector. He is the patent owner of the 2nd version of the Super Coupler in the US (SC2-US).
- ❖ He obtained one of the highest IQ scores in his high school. He was the top candidate for a competitive position in Kyungnam Bank, where he worked for almost 6 years. He was a soldier for the R.O.K Air Force for 3 years, where he was responsible for payroll, accounting, and budgeting duties for about 2000 soldiers.
- ❖ From 1988-1994, he served as the Chief of General Affairs & Head of Finance for Young Poong Can Co., where he oversaw over 600 employees along with the company's finances. He tripled the company's credit rating, refinanced debt, and improved cash flow & revenue. He secured over 20 billion KRW in loans with low interest rates for the company. This translates into roughly \$33.4 million USD in 2022 (0.0008 CR & inflation included).
- ❖ As the co-founder and director of Young Shin Development Co. in South Korea, he grew the human resource outsourcing company from an initial investment of 100 million KRW in 1994 to an annual gross revenue of 3.6 billion KRW, which translates into an initial investment of about \$170,000 USD in 2022 growing to an AGR of \$5 million USD (0.0008 CR & inflation included).
- ❖ As a result of Korea's IMF in 1997, Seung Ho Cha moved to the US with his family in 1998, seeking greater education and opportunities for his young children, even if it meant starting over abroad.

THE TEAM: Nicole Cha

Co-Founder, Director & Board Secretary



- ❖ At 4 years old, Nicole was scouted by high-society in Yeouido, South Korea, to be the 4th & final member of an exclusive group of child geniuses for gifted education and became the top student amongst the gifted kids. She came to the US when she was 5 years old, became fluent in English within a year, and was part of a gifted program from elementary to high school.
- ❖ She became a work-study IT Security assistant at the Centers for Disease Control (CDC) and graduated from Emory University with a BA in Philosophy. She then obtained 3 nanodegrees from Udacity, founded by Stanford University professor Dr. Sebastian Thrun, PhD, for Deep Learning, Artificial Intelligence, and AI Programming with Python. Nicole has researched for clients such as Deloitte & Bloomberg, analyzed medical lab reports of PPE and testing kits during the COVID-19 pandemic, worked as an assistant branch manager for a finance company, been a product SME for 50+ life & health insurance products across 15+ partnered companies, and have also worked as an executive assistant to the CEO.
- ❖ She successfully interpreted and wrote the patent papers for the SC2-US flagship product for Superlink America. She has also put on multiple hats, providing research & analysis of the market, product, & competition, as well as creating corporate documents and pitch deck materials. Nicole seeks to someday invent her own patents and spearhead research in AI, medicine, & technology... or whatever topic her mind grabs hold of and runs off with at the time.

THE TEAM: Hyung Sik Kim, Co-Founder



- ❖ Hyung Sik Kim has 20 years of experience as an intellectual property specialist for engineering products. He is the patent owner of the 1st version of the Super Coupler in South Korea (SC1-KR)
 - 2003 24th National Student Science Invention Competition **Grand Prize** (Presidential Prize)
 - 2008 Korea Invention Patent Competition **Grand Prize** (Presidential Award)
 - 2015 Busan New Technology Expo **Excellent Patent Technology Award**
 - 2015 Seoul International Invention Exhibition **Bronze Award**
 - 2015 6th Patent Information Search Competition **Gold Prize**
 - 2016 **Grand Prize** at the 7th Patent Information Search Competition
 - 2018 Busan Senior Startup Contest **Grand Prize**
- ❖ He is the adjunct professor at Dongmyung University in South Korea, lecturing on intellectual property and entrepreneurship.
- ❖ He graduated from Busan National University, College of Engineering, with a BS in Electrical Engineering in 2000. He is currently studying to obtain a second degree in Global Business Administration at Hanyang Cyber University.
- ❖ He is also a teacher at the Korean Invention Promotion Association and an external director at CoAsia, which has subsidiaries that are official partners of Samsung Electronics.
- ❖ He was the CEO of Ganggasan Co., Ltd. and Camprica from 2009 to 2014, which were companies that developed camping & kayaking equipment. He then became the founder and CEO of Superlink (a South Korean company) in 2017 before joining forces with Seung Ho Cha to create Superlink America, Inc in 2019. He plans to come to the US to work as a R&D Director after the funding phase.

THE TEAM: Dr. Sug Whan Kim, PhD, R&D Business Partner for Future Product Lines



- ❖ Dr. Sug Whan Kim, PhD is a tenured professor of optical sciences in the Dept. of Astronomy at Yonsei University, which is ranked as one of the Top 3 prestigious universities of South Korea. He has 40 years of knowledge and experience in space optics and satellite instruments, and he has worked with NASA on the GALEX project for 3 years (1999-2002) while also working as visiting faculty for the California Institute of Technology.
- ❖ He obtained his BSc and MSc at Yonsei University in South Korea and his PhD at the University College London (UCL) in the UK in 1993. He also worked as a research scientist for the Institute of Astronomy, as well as the Korean Astronomy and Space Science Institute.
- ❖ He was the R&D Director of Optical Generics Ltd. for 5 years (1994 – 1999), and he has now been the CEO of Tyrenn Co. in South Korea for the last 6 years. He has over 15 patents to his name with 5 either patented or patent pending in the US. For his nanobot invention (Korean patent 10-1874925), he won the Minister of Commerce, Industry and Energy Award (Gold Award) at the 2019 Korea Invention Competition and Seoul International Exhibition.
- ❖ He retires as a professor in February 2023 and plans to move to the US to work with Superlink America on future product lines due to his loyalty, trust, and friendship with CEO Seung Ho Cha.

THE TEAM: Sean-Patrick M. Hillman, Business Development & Marketing Partner



- ❖ Sean-Patrick literally grew up in the fields of advertising and public relations with a legendary Mad Man for a Father and a socialite publicist as a Mother. Hillman began his career in his teens in the mailroom of his family's PR agency, Corbin-Hillman Communications, working as a nightclub promoter at night. At university, he focused on journalism, interning at The Charlie Rose Show and CNN. He was then hired, at age 19, as the youngest producer & on-air talent in broadcast journalism, for *CNNfn*, CNN's financial news network, for almost three years.
- ❖ Hillman joined Corbin-Hillman Communications full-time in 1997. Since then, he has helped to launch and maintain some of the most iconic brands in beauty, lifestyle, entertainment and food & spirits including Sephora, Shiseido's Cle de Peau BEAUTE, Disney, Barbie, Spice World Tour, Christina Aguilera, Architect Santiago Calatrava, KNOLL, BACARDI Rums, Jose Cuervo Tequila, National Geographic, and Bermuda tourism. Hillman is also a member of the Society of Professional Journalists and Public Relations Society of America.
- ❖ It is Hillman's history of creating successful marketing platforms, as well as his passion for clients' brands, that led him to create HILLSTORY MARKETING, a hybrid boutique marketing holding company.
- ❖ Sean-Patrick is married to Kylie Edmond. They live in Manhattan with their rescue dog, Brioreo. Their love of animals inspired the power couple to start Rock & Rawhide, a charity that helps increase the level of adoptions for dogs and cats in shelters. As a third-generation New Yorker, Hillman can often be found during the summer taking in America's Favorite Pastime at Yankee Stadium.

THE TEAM: Tom Chernaik, Business Development Partner



- ❖ Tom has more than 25 years of experience, innovation and insight in marketing, law, social media, entertainment businesses and entrepreneurship. Founder, advisor and investor in multiple projects across tech, real estate, hospitality and healthcare sectors. Tom has built businesses from scratch, led business turn-around efforts and has been instrumental in defining innovative new business categories in digital music, entertainment marketing, social media and in blockchain technologies/Web 3.0. He is an active, multi-disciplined entrepreneur, investor, patented inventor and a specialist in creating, developing and building elegant solutions for complex business problems.
- ❖ As Founder and CEO of [CMP.LY](#), Tom developed and patented industry leading solutions for social media legal disclosures and social media monitoring and reporting, Tom built advertising and sponsorship platforms for Fortune 100 brands at XM Satellite Radio (now Sirius XM) and at Track Entertainment. He also founded music startup [Allindie.com](#), was a partner at Gotham Records and served as Director of Business Development at Track Entertainment. He holds a BA in Liberal Arts from NYU and a JD from Yeshiva University's Cardozo School of Law as well as four issued US Patents.

RISK FACTORS

Please refer to our Offering Circular:

https://www.sec.gov/Archives/edgar/data/#####/#####/superlink_##A#.htm

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BETTER LINK WITH



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